



Iowa Welcome Centers - 2021

Danish Windmill - Iowa Welcome Center Travelers

Conducted 202 surveys representing 16,966 individuals and 7,206 travel parties. Total 2021 attendance 64,938

**Average Days in Iowa** ..... 2.1  
**Average Days for Total Trip**..... 7.8  
**Average Number of Trips In Iowa**.. 1.8

**Average Travel Party Size** ..... 2.3

**Extended the stay of travelers**  
 Yes ..... 30.5%  
 No ..... 69.5%

2 hours ..... 28.3%  
 1/2 day ..... 31.7%  
 1 day ..... 25.0%  
 2 days ..... 8.3%  
 3 days ..... 3.3%  
 4+ days ..... 3.3%

**Travel Parties: Adults/Children**  
 Adults with children under 18 ..... 27.2%  
 Adults with no children under 18 ... 45.0%  
 Business ..... 5.4%  
 Group travel ..... 0.0%  
 Individuals/Friends ..... 20.8%

**Average Daily Spending**  
 Lodging ..... \$87.38  
 Entertainment ..... \$29.56  
 Transportation ..... \$41.99  
 Food ..... \$52.56  
 Shopping ..... \$34.67  
 Total ..... \$197.97

**Level of Education**  
 Some High School ..... 1.5%  
 High School Graduate ..... 13.9%  
 Trade School or Some College ..... 24.4%  
 Four Year College Degree ..... 35.3%  
 Post College Degree ..... 24.9%

**Annual Household Income**  
 Less than \$20,000 ..... 4.5%  
 \$20,001 - \$50,000 ..... 18.5%  
 \$50,001 - \$100,000 ..... 48.0%  
 \$100,001 - \$150,000 ..... 20.5%  
 \$150,001 or more ..... 8.5%

**Gender**  
 Female ..... 61.0%  
 Male ..... 39.0%

**Trip Purpose**  
 Vacation/Leisure ..... 48.0%  
 Visit Friends/Relatives ..... 34.2%  
 Other ..... 10.2%  
 Business/Convention ..... 7.7%

**Lodging**  
 Hotel/Motel ..... 49.2%  
 Family/Friends ..... 15.1%  
 No Overnight in Iowa ..... 14.6%  
 Camping/RV ..... 9.5%  
 Airbnb/VRBO/Home Away ..... 5.5%  
 Resort/Cabins ..... 0.0%  
 Bed & Breakfast ..... 3.0%  
 Personal Vehicle/Parking Lot ..... 3.0%

**Average Age of Travelers** ..... 50.4  
 18-24 ..... 10.4%  
 25-34 ..... 12.4%  
 35-44 ..... 18.8%  
 45-54 ..... 11.9%  
 55-64 ..... 17.8%  
 65-74 ..... 23.8%  
 75+ ..... 4.5%

**Primary Purpose For Stopping**  
 Information ..... 28.5%  
 Travel Break ..... 26.5%  
 Restrooms ..... 4.0%  
 Shopping ..... 13.5%  
 Food/Beverage ..... 1.0%  
 Other ..... 26.5%

- See the Danish Windmill ..... 50%
- Visit family/friends ..... 7%
- Danish heritage ..... 5%
- Cultural heritage/history ..... 4%
- Look at property ..... 4%
- Various comments ..... 30%

**What is your area of interest?**  
 (Note: More than one answer could be selected.)  
 Arts, History & Culture ..... 76.7%  
 Outdoor Scenic\* ..... 50.0%  
 Outdoor Adventure\*\* ..... 36.1%  
 Family Fun ..... 39.6%  
 Food & Drink ..... 38.6%  
 Festivals/Events ..... 27.2%  
 Shopping ..... 26.7%

State/Country of Origin	State/Country of Destination
IA ..... 10.9%	IA ..... 34.8%
NE ..... 9.8%	NE ..... 15.4%
CO ..... 6.7%	CO ..... 8.5%
MN ..... 5.7%	IL ..... 6.0%
CA ..... 5.2%	CA ..... 4.5%
IL ..... 5.2%	IN ..... 4.0%
KS ..... 5.2%	UT ..... 3.5%
MO ..... 3.6%	MN ..... 2.5%
WI ..... 3.6%	OH ..... 2.5%
PA ..... 3.1%	NY ..... 2.0%
IN ..... 3.1%	WI ..... 1.5%
UT ..... 3.1%	WA ..... 1.5%
FL ..... 2.6%	MO ..... 1.0%
OR ..... 2.6%	MI ..... 1.0%
TX ..... 2.1%	ME ..... 1.0%
AZ ..... 2.1%	OR ..... 1.0%
MI ..... 2.1%	NM ..... 1.0%
NY ..... 2.1%	NV ..... 1.0%
NV ..... 2.1%	SD ..... 0.5%
ID ..... 2.1%	WY ..... 0.5%
NJ ..... 1.6%	KS ..... 0.5%
CT ..... 1.6%	FL ..... 0.5%
Denmark ..... 1.6%	ID ..... 0.5%
WA ..... 1.0%	NJ ..... 0.5%
OH ..... 1.0%	AR ..... 0.5%
OK ..... 1.0%	MA ..... 0.5%
NC ..... 1.0%	GA ..... 0.5%
NM ..... 1.0%	AL ..... 0.5%
TN ..... 1.0%	CT ..... 0.5%
DC ..... 1.0%	SC ..... 0.5%
RI ..... 1.0%	WV ..... 0.5%
Germany ..... 0.9%	ND ..... 0.0%
SD ..... 0.5%	MT ..... 0.0%
GA ..... 0.5%	TX ..... 0.0%
VA ..... 0.5%	AZ ..... 0.0%
AL ..... 0.5%	TN ..... 0.0%
WY ..... 0.5%	OK ..... 0.0%
MA ..... 0.5%	PA ..... 0.0%
AK ..... 0.5%	VA ..... 0.0%
WV ..... 0.5%	MD ..... 0.0%
NH ..... 0.5%	KY ..... 0.0%
ME ..... 0.5%	LA ..... 0.0%
DE ..... 0.5%	NC ..... 0.0%
Spain ..... 0.5%	MS ..... 0.0%
India ..... 0.4%	NH ..... 0.0%
SC ..... 0.0%	
AR ..... 0.0%	
MS ..... 0.0%	
ND ..... 0.0%	
KY ..... 0.0%	
LA ..... 0.0%	
MD ..... 0.0%	
HI ..... 0.0%	
MT ..... 0.0%	
VT ..... 0.0%	

\*Outdoor Scenic: Birding, gardens, byways, river cruises, etc.  
 \*\*Outdoor Active: Camping, bicycling, hunting, fishing watersports, etc.

