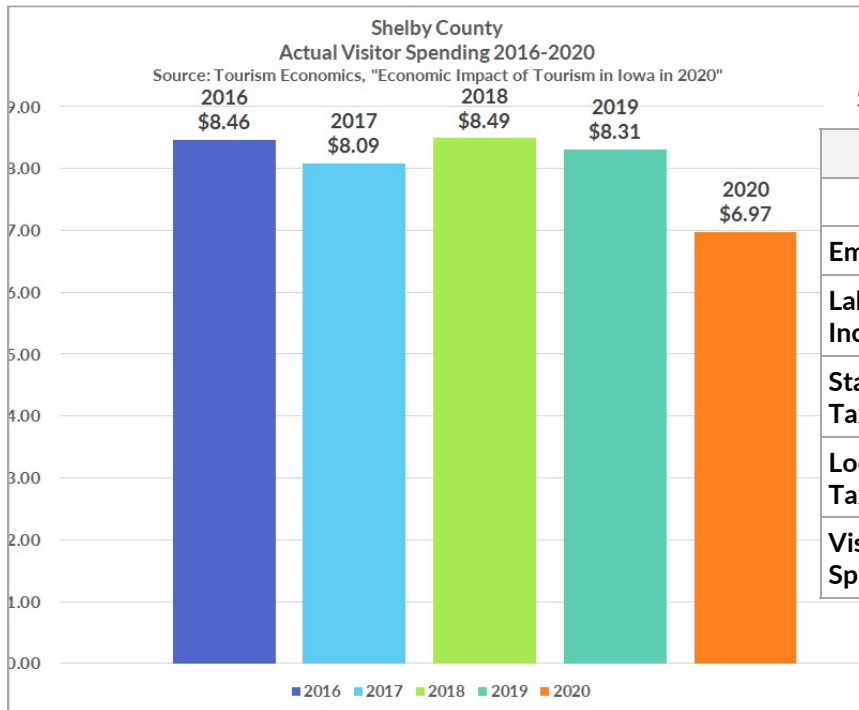


SHELBY COUNTY



SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2020	Shelby		Iowa	
	Direct	Total	Direct	Total
Employment	47	72	41,655	60,218
Labor Income (\$m)	\$1.20	\$2.18	\$1,113.9	\$1,955.0
State Taxes (\$m)	\$0.68	\$0.96	\$439.0	\$630.1
Local Taxes (\$m)	\$0.47	\$0.76	\$424.6	\$677.9
Visitor Spending (\$m)	\$6.97	\$11.24	\$4,565.2	\$7,255.2

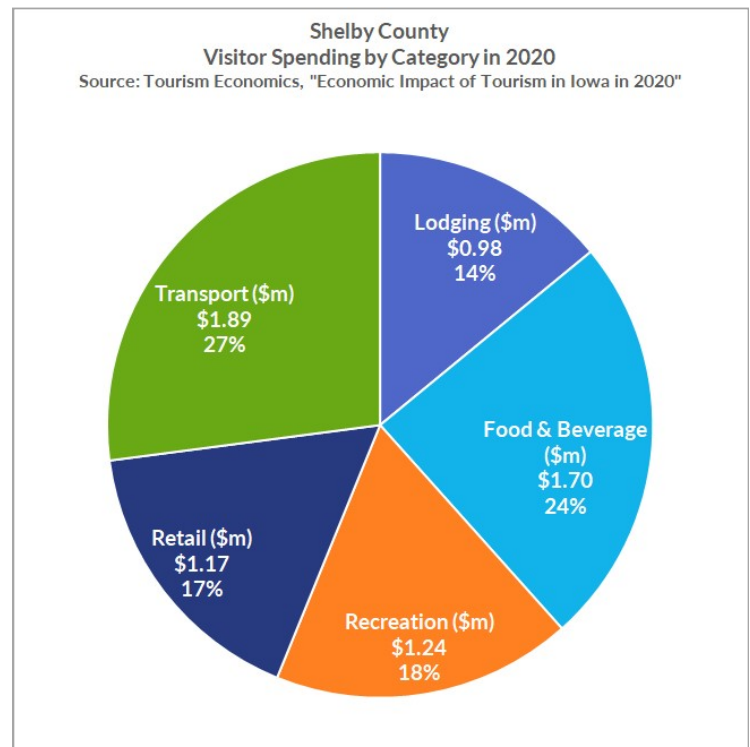
◀ Actual Visitor Spending (millions) 2016-2020

VISITOR SPENDING BY CATEGORY (MILLIONS)

2020	Shelby	Iowa
Lodging* (\$m)	\$0.98	\$740.2
Food & Beverage (\$m)	\$1.70	\$1,084.1
Recreation (\$m)	\$1.24	\$722.8
Retail (\$m)	\$1.17	\$875.8
Transport* (\$m)	\$1.89	\$1,142.2
Spending--Direct (\$m)	\$6.97	\$4,565.2
Growth Rate	-16.10%	-29.20%
Share of State Spending	0.20%	100%

* Lodging includes 2nd home spending.

** Transport includes both ground and air transportation.



Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2020", Prepared for the Iowa Department of Economic Development, 10.21.21

"2020 County-Level Data" [Excel] accessible at <https://www.traveliowa.com/industry-partners/research/economic-impact-report/>



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