TOURISM’S ECONOMIC IMPACT ON IOWA

CONSUMER SPENDING › $8.1 BILLION

JOBS › 67,400

PAYROLL › $1.3 BILLION

STATE TAX REVENUE › $466.7 MILLION

LEGISLATIVE PRIORITIES

To support increased funding for the Iowa Tourism Office so that its promotional investment is on par with its regional competitors in order to attract more visitors and encourage longer stays by casting wider nets to reach more people and to provide communities with more support for local tourism.

To support other issues that are for the good of the Tourism Industry as a whole (listed on side two).

Why it is beneficial for the Legislature to invest additional funding in tourism

- The Tourism Industry can help promote Iowa as a place to live, work and play – encouraging people to come to Iowa to boost our workforce.

- Iowa ranks 42nd in the nation for tourism promotion funding, giving us a decided disadvantage in recruiting not only visitors but residents to our state.

- In the Midwest region, Iowa ranks far below the marketing and promotional investments made by the state tourism offices in neighboring states that are competing for the same travelers.

Neighboring states far outspend Iowa in marketing expenditures promoting their states as travel destinations.

Sources: US Travel Association, State Tourism Office Marketing & Promotion; Related Budgets: Actual FY 2014-2015 Spending; the Iowa Tourism Office; 47 out of 50 states reported to US Travel Association for this analysis.

Travel Federation of Iowa | travelfederaionofiowa.com
Economic Impact of Travel in Iowa

**CONSUMER SPENDING:** $8.1 billion

- Domestic travelers in Iowa spent $8.1 billion in 2015, up 1% from 2014.
- Average daily spending per travel party was $285.

**JOBS: 67,400**

- Domestic travel in Iowa directly supports 67,400 jobs.
- $1.3 billion in payroll.
- On average, every $10,626 spent by domestic travelers in Iowa directly supported one job.

**STATE TAX REVENUE: $466.7 million**

- State—$466.7 million, up 24.6%
- Federal—$443 million, up 7.5%
- Local—$17 million, up 5%
- Total tax revenues generated in 2015 $1.626 million, up 14% from 2014.

Data shown reflects economic impact the Tourism Industry had on the State of Iowa in FY 2015. Sources include US Travel Association research, *The Economic Impact of Travel on Iowa Counties 2015*, and Iowa Tourism Office research. These reports and other industry data is available through the Travel Federation of Iowa and the Iowa Tourism Office websites.