

2017  
**Iowa Tourism**  
**Fast Facts**  
 AND LEGISLATIVE PRIORITIES



TOURISM'S ECONOMIC IMPACT ON IOWA

**CONSUMER SPENDING** ▶ \$8.1 BILLION  
**JOBS** ▶ 67,400  
**PAYROLL** ▶ \$1.3 BILLION  
**STATE TAX REVENUE** ▶ \$466.7 MILLION

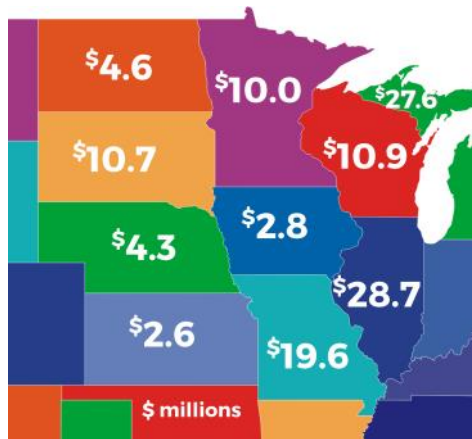
LEGISLATIVE PRIORITIES

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.

State Tourism Office  
 Actual Promotional  
 Spending FY 2014-2015

California	\$106.9
Florida	\$63.0
Hawaii	\$62.1
Texas	\$49.4
Illinois	\$28.7
Michigan	\$27.6
Missouri	\$19.6
Alaska	\$17.2
New York	\$17.0
Utah	\$14.7
Arkansas	\$14.2
Arizona	\$12.5
Virginia	\$11.7
Oklahoma	\$11.4
Wisconsin	\$10.9
South Dakota	\$10.7
Montana	\$10.2
Tennessee	\$10.1
Minnesota	\$10.0
Nevada	\$9.9
Connecticut	\$9.5
Oregon	\$9.4
South Carolina	\$9.2
Wyoming	\$9.1
North Carolina	\$8.8
Kentucky	\$8.8
New Mexico	\$8.6
Louisiana	\$8.4
Massachusetts	\$7.0
Alabama	\$6.1
Maryland	\$5.4
Ohio	\$5.2
Georgia	\$4.6
N Dakota	\$4.6
N Hampshire	\$4.5
Nebraska	\$4.3
Idaho	\$3.6
Mississippi	\$3.4
<b>Iowa</b>	<b>\$2.8</b>
Kansas	\$2.6
West Virginia	\$2.5
Vermont	\$2.1
Indiana	\$1.7
Pennsylvania	\$1.3
Delaware	\$1.3
Colorado	\$0.0
New Jersey	\$0.0

\$ millions

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

2017

# Iowa Tourism Industry Fast Facts



## Legislative Support Issues

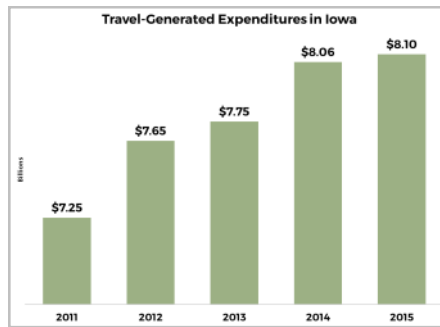
**Enhance Iowa** - TFI supports efforts to invest in programs that enhance Iowa's quality of life such as trails funding, funding for sports tourism and the Community Attraction and Tourism program and the River Enhancement Community Attraction and Tourism program.

**DRAM Shop** - TFI supports the Iowa Restaurant Association's efforts to pass legislation to update Iowa's DRAM Shop laws in order to bring them more in line with surrounding states and decrease the burden on Iowa restaurateurs.

**Water Quality** - TFI supports water quality initiatives that include funding for tourism and quality of life components that showcase Iowa's beauty and improve Iowa's workforce efforts.

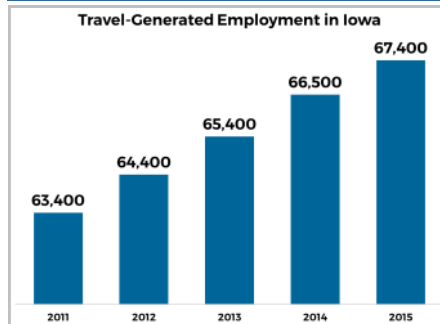
## Economic Impact of Travel in Iowa

### 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 \$119,626 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%
- Local—\$117 million, up 5%
- Total tax revenues generated in 2015 \$1.026 billion, up 14% from 2014.

## INVEST MORE IN TOURISM!

General Fund Investment  
**\$2.95 million**

State Tax Revenue Generated  
**\$466.7 million**

The Travel Federation of Iowa is a statewide, grassroots organization dedicated to growing Iowa's Tourism Industry through advocacy and education.

### FY 2017 TFI BOARD OF DIRECTORS

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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 2016*, 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.

