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.

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 1.9% 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 million, up 14% from 2014.

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

Keith Rahe, President Dubuque Area Convention & Visitors Bureau

Andy Milam, President Elect Shrine of the Grotto of the Redemption

Libbey Patton, Vice President Clear Lake Area Chamber of Commerce

Carrie Koelker, Eastern Iowa Tourism Association

Greg Edwards, Treasurer Greater Des Moines Convention & Visitors Bureau

Carla Eysink, Past President Marion County Development Commission

Aaron McCreight GO Cedar Rapids

Kathy Dirks Harrison County Historical Village & Welcome Center

Wes Ehrecke Iowa Gaming Association

Rustin Lippincott Fairfield CVB and Convention Center

Shirley Phillips Western Iowa Tourism Region

Rebecca Peters, Okoboji Tourism Committee

Lisa Riggs Danish Windmill Corporation

Ann Vogelbacher Central Iowa Tourism Region

Gaela Wilson Gaeia Wilson Consulting

LOBBYISTS

Craig Patterson craig@IALobby.com

Amy Campbell amy@IALobby.com

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.

January 2017
Travel Federation of Iowa | travelfederationofiowa.com