



Welcome to Iowa

CenStates Travel and Tourism Association

# Iowa Tourism Office

- Mission: To grow Iowa's economy by increasing traveler spending in Iowa
- Part of the Iowa Economic Development Authority
- Staff includes:
  - Manager
  - Research & Welcome Centers Manager
  - Public Relations Manager
  - Programs Manager
  - Publications Manager
  - Partnerships Manager
  - Clerk
  - 8 Welcome Center Travel Counselors

# Iowa Tourism Office

- Budget: \$4.4 million
- Target Audience: Women age 25-54 with children under 18
- Target Market: Iowa and contiguous states

# Promotions

- Spring Advertising Campaign
- I Dig Iowa
- 2012 Iowa Travel Guide Cover

# Spring Ad Campaign

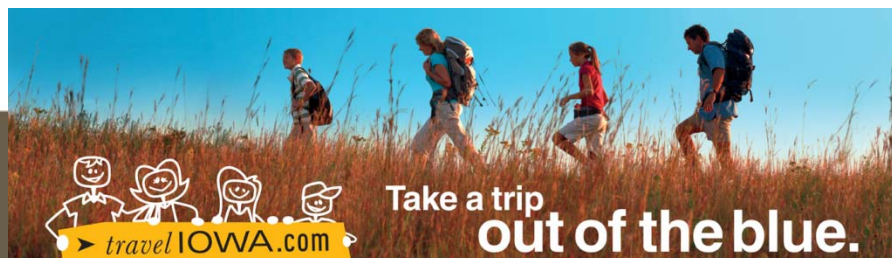
- 5 weeks in April & May 2011
- Budget: \$800,000
- Chicago, Twin Cities, Milwaukee
- Outdoor (electronic & traditional), TV & magazine
- Results in Marketing Follow-Up Survey

# Spring Ad Campaign

- Television
- Industry supports
  - Okoboji
  - Des Moines
  - Quad Cities

# Spring Ad Campaign

- Outdoor
- Purchased 10 boards, negotiated five more





- April – September 2011
- [www.idigiowa.com](http://www.idigiowa.com)
- Budget: \$0
- Facebook, Twitter, E-Mail, earned media
- Entrants tell us what they dig about Iowa
- Monthly winner gets Iowa getaway
- Partner: Iowa Corn Promotion Board
- 3,000 entries to date
- Increased tourism database for communication
- Testimonials for other uses



- I dig Iowa's awesome fall apple orchards
- I dig Iowa and Iowa State football games.
- I dig the Iowa Speedway. Can't wait for the races next year!
- I dig the Kalona Fall Festival.
- I dig the Clay County Fair! What a great time in NW Iowa and fun for everyone!
- I dig all the beautiful places to camp!

Living in other parts of the country has given me an appreciation for Iowa. Traffic and smog are not problems. The cost of living is reasonable, and owning a nice home is achievable. People are friendly and helpful. Explore the state for weekend adventures like parks, hiking, wineries, museums, farmers markets, festivals, orchards, tubing and more. The miles of bike trails are fabulous for walking, biking, jogging, rollerblading, snow-shoeing and cross-country skiing. Do you think Los Angeleans get to view stars as Iowans do? Iowa is a state to appreciate!

# 2012 Iowa Travel Guide Voting

- September 19 – October 18
- Budget: \$0
- Facebook, Twitter, email, earned media, customizable releases
- Facebook “likers” can vote
- Winner announced at Iowa Tourism Conference
- Goal is to double likers = 2,203 new likers
- 3,013 new likers to date

Travel Iowa - Windows Internet Explorer

https://www.facebook.com/#!/IowaTourism?sk=app\_117351611698441

facebook Search

Shawna Lode Home

Travel Iowa ▶ 2012 Travel Guide  
Travel/Leisure

Wall  
Info  
Friend Activity (1+)  
Photos  
Notes  
I Dig Iowa  
2012 Travel Guide

About  
Official Facebook page for the Iowa Tourism Office. Promoting Iowa's attrac...  
More

3,014 like this

Likes See All  
The Old Creamery Theatre Company

**THANKS FOR VOTING!**  
Check out the current standings below. Share now with friends and come back tomorrow to vote for your favorite again! Voting ends October 18.

43% 16% 41%

Share to Facebook Share to Twitter

Please mail me a copy of the 2012 Iowa Travel Guide when available in January.

You and Travel Iowa  
23 friends like this.  
Iowa State Fair, Iowa Wine and Beer

Birthdays See All  
Jason Boten  
It's his birthday.  
Say Happy Birthday

Friends' Photo Albums  
Photos-By Carson  
by Missy Lode Jenness

Sponsored See All  
Like to Fix Cars?  
uti.edu  
Turn your love of cars into a career. Iowa residents can get hands-on Automotive Training at UTI.

Overstocked Handbags 90%  
bloomsport.com  
Ending soon. 1 registration per household. Limit 3 per...

See what your friends are up to right now. Hover or click here for more details.

Monica Seigenfischer and Robert Downey are now friends.

American Pickers on History  
Recently fans have asked "why skip over Indiana?" Well, Indiana, now's is your c...

Pillsbury  
What's your favorite pie to bake when the leaves start changing? This blogger's ...  
Tea at Prim Rose Hill: v...

Timothy Johnson commented on his own status: "I'm already on there as carpef..."

Annie Cox  
Ashley Jared  
Beth Arnold  
Dawn White  
Jess Flaherty  
Jessica O'Riley  
Melissa Bencke Rasmuson  
Missy Lode Jenness  
Natalie Cox  
Rachel Steffen Lode  
Terri Jacobs Rosonke

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# Iowa Tourism Office Research

- Economic Impact of Tourism on Iowa Counties
- Iowa Travel Dashboard and Barometer
- Iowa Welcome Center Survey Report
- Iowa Trip Planning Survey
- Marketing Follow-Up Survey

# Economic Impact of Travel on Iowa Counties

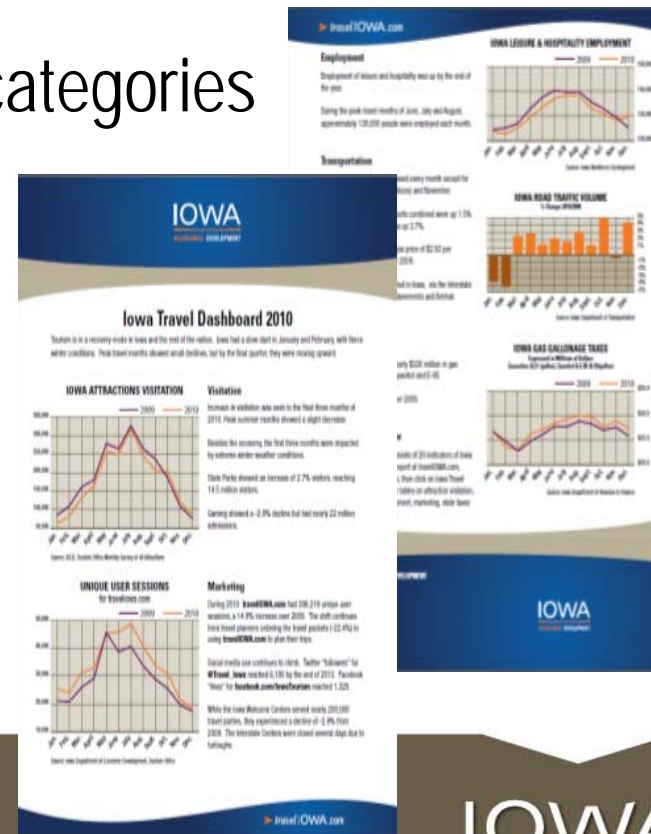
- Estimates of revenue and jobs generated by tourism in Iowa by county
- Estimates based on the Travel Economic Impact Model by U.S. Travel Association, Washington D.C.
- Categories include:
  - Total spending
  - Number of jobs
  - Wages
  - State Tax Receipts
  - Local Tax Receipts

# Economic Impact of Travel on Iowa Counties

- Let stakeholders know tourism generates revenue in their county.
- Add this information to the end of every press release or email.
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# Iowa Travel Dashboard & Barometer

- Ongoing factors that **influence travelers** and **impact revenue** in Iowa
- Data collected in 20 different categories
- Dashboard posted annually
- Barometer posted quarterly



# Iowa Travel Dashboard & Barometer

## 20 Travel Indicators

### ➤ Attractions

- Attractions Visitation
- Gaming Admissions
- State Parks Visitation

### ➤ Transportation

- Total Travelers
- Rest Area Visitors
- Road Traffic Volume
- State Average Gas Prices
- Des Moines Airport
- The Eastern Iowa Airport

### ➤ Employment

### ➤ Marketing

- Unique User Sessions
- Digital Travel Guide
- Web Requests for Travel Guide
- All Travel Guide Requests
- Welcome Center Travel Parties
- Twitter Followers
- Facebook Likes

### ➤ Weather

### ➤ State Taxes

- State Leisure Sales Tax
- State Gas Gallonage Tax

# Iowa Travel Dashboard & Barometer

- Multiple factors **influence travelers** and **impact revenue**.
- Make comparisons of your organization to statewide activities.
- Beyond what this report provides, consider tracking local information:
  - Pay days of major local employers
  - School events
  - Religious holidays

# Iowa Welcome Center Survey Report

- Shows how travel counselors influence travelers to stay longer and spend more dollars in Iowa.
- Provides demographic profile of these visitors.
- Administered by Iowa Welcome Center travel counselors.

<b>Unique to Welcome Center Survey Report</b>	
Extended the Stay of the Traveler	29.0%
Days in Iowa	3.9
Travel Party Spending Per Day	\$227.38
Main Purpose for Stopping at a Welcome Center	Information

# Iowa Welcome Center Survey Report

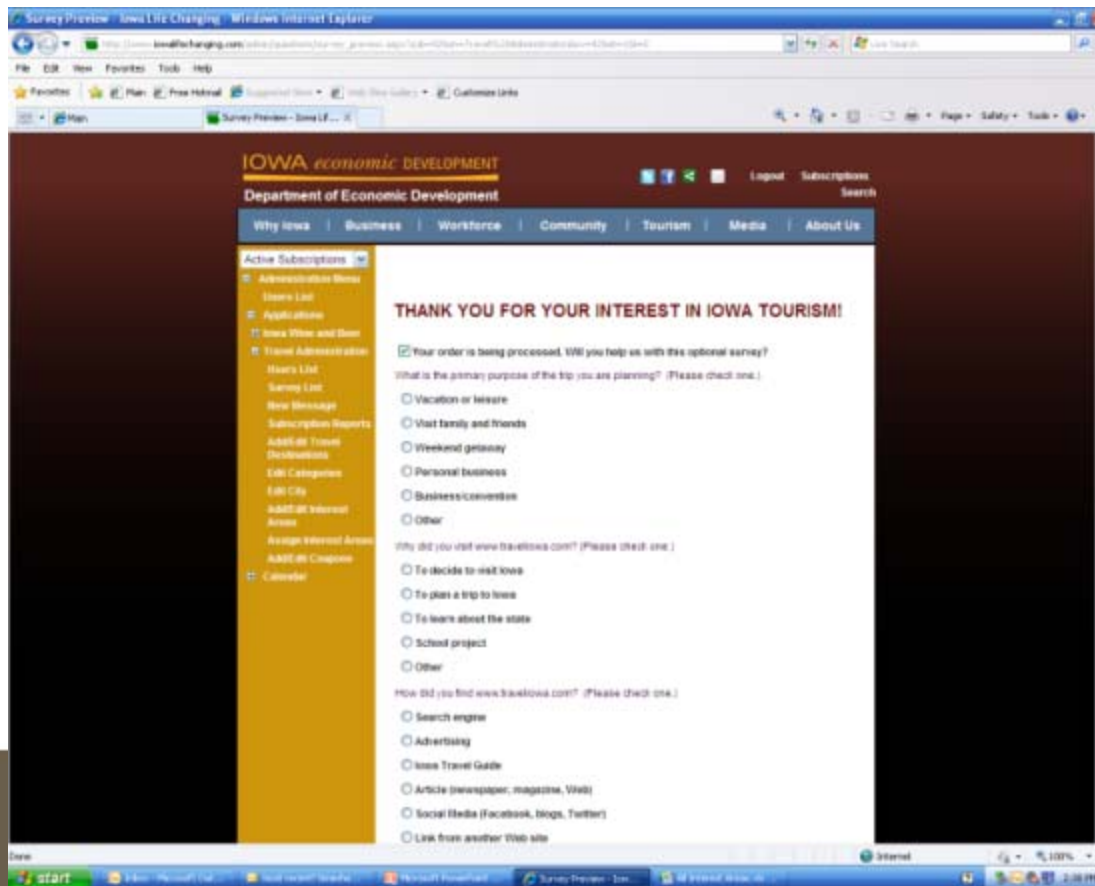
- Age
- Daily spending
  - Entertainment
  - Shopping
  - Transportation
  - Food
  - Lodging
- Travel party size
- Travel party type
  - Traveling with children under 18
  - Traveling without children under 18
  - Retirees/Friends/Individuals
  - Other
- Travelers from Iowa and surrounding states
- Trip purpose
- Lodging
- Interest area
  - Historical attractions
  - Friends and family
  - Outdoor recreation
  - Scenic byways
  - Museums
  - Shopping
  - National & state parks
  - Wineries
  - Casinos
  - Events & festivals

# Iowa Welcome Center Survey Report

- Travel counselors influence travelers to spend more as they travel Iowa.
- Review the trends of your local welcome center for trends in your part of the state.
- Enroll your brochures to be placed in Iowa's Interstate Centers in the rest areas and 15 partnership centers.

# Iowa Trip Planning Survey

- Provides a profile potential travelers that use [www.traveliowa.com](http://www.traveliowa.com) and order an Iowa Travel Guide.



# Iowa Trip Planning Survey

- Age
- Daily spending
  - Entertainment
  - Shopping
  - Transportation
  - Food
  - Lodging
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- Travel party type
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  - Casinos
  - Events & festivals

# Iowa Trip Planning Survey

## ➤ How using [traveliowa.com](http://traveliowa.com)

- Planning a trip
- Decide whether to visit Iowa
- Learn about Iowa
- School project
- Other

# Iowa Trip Planning Survey

- Understand how we influence travelers as they plan their trips to Iowa.
- This report identifies characteristics of the people interested in traveling to Iowa and how they plan their trips to Iowa.

# Marketing Follow-Up Survey

- Email to people who ordered an travel packet during January – August, 2010
- Asked if they made a trip to Iowa
- 91.2% yes
- 2011 survey underway
- 12,000 sent
- 1,100+ returned.

# Marketing Follow-Up Survey

- Traveler profile includes:
  - All respondents, lowans and those from surrounding states
  - Overnight travelers compared to day trippers
- Basic information on each profile:
  - Average number of trips to Iowa
  - Average number of nights
  - Average spending per trip
  - Where they saw or heard about [traveliowa.com](http://traveliowa.com)
  - State of origin

# Marketing Follow-Up Survey

- The report shows comparisons between
  - All respondents
  - Respondents from Iowa
  - Respondents from surrounding states
  - Overnight travelers
  - Day trippers
- Share with stakeholders the value of different types of travelers.
- Day trippers and travelers from Iowans are critical to Iowa's economy.



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