



Tourism Advertising and Travel

ISSUE

This **Issue Review** provides an analysis of the Economic Development Authority Tourism Office advertising funding and expenditures along with a review of the methodology and results of the Economic Impact of Travel on Iowa Counties study.

AFFECTED AGENCY

Iowa Economic Development Authority

CODE AUTHORITY

Sections [15.108\(5\)](#), [15.271\(1\)\(c\)](#), and [99F.11\(3\)\(d\)\(2\)](#)

BACKGROUND

The Iowa Economic Development Authority (IEDA) receives a standing unlimited appropriation from the Adjusted Gross Wagering Tax Receipts established by HF 2791 (Distribution of Gaming Tax Act) in the 2006 Legislative Session to fund regional tourism marketing.¹ The standing appropriation for tourism marketing:

- First occurred in FY 2008.
- Is based on a formula that is the quotient of half of two-tenths of one-percent after \$520,000 goes to the Department of Cultural Affairs [$((\text{wagering tax} \times 0.2\%) - \$520,000) / 2$].
- Is prohibited from being used for administrative purposes.

Table 1 shows the historical appropriation history for this line item. The Tourism Office also receives a portion of the IEDA's General Fund appropriation for administration costs and advertising that is at the discretion of the Director to allocate.

The standing marketing appropriation pays for the spring advertising campaign the IEDA conducts, other advertising not associated with the spring campaign, and providing out-of-state marketing grants to groups in Iowa to promote their venue or event. Advertising expenditures from the General Fund include purchases for media planning, development and placement; public relations; Iowa Welcome Centers and State Fair Advertising; and Travel Guide photography and production.

¹ § [99F.11\(3\)\(d\)\(2\)](#)

Table 1
Tourism Marketing Adjusted Gross Receipts Appropriations

	Actual FY 2008	Actual FY 2009	Actual FY 2010	Actual FY 2011	Estimated FY 2012	Enacted FY 2013
	(1)	(2)	(3)	(4)	(5)	(6)
Iowa Code section 99F.11 Standing Appropriation						
Tourism Marketing - Adjusted Gross Receipts	\$ 1,124,084	\$ 1,107,524	\$ 1,083,500	\$ 1,104,000	\$ 1,104,000	\$ 1,104,000
Tourism Marketing - Legislative Reduction	0	0	-125,691	-241,972	-293,694	-293,694
Across the Board Reduction of 10.0%	0	0	-95,781	0	0	0
Line Item Reduction (2010 Iowa Acts HF 2531)	0	0	0	-5,799	0	0
Total	\$ 1,124,084	\$ 1,107,524	\$ 862,028	\$ 856,229	\$ 810,306	\$ 810,306

Source: 2009-2011 LSA Fiscal Reports and I/3 Budget System

Table 2 shows the historical expenditures for tourism advertising and publicity from the General Fund and the Adjusted Gross Receipts appropriations.

Table 2
Advertising & Publicity Expenditures

	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006
Tourism Marketing -Adjusted Gross Receipts	\$ 0.0	\$ 0.0	\$ 0.0	\$ 0.0	\$ 0.0
Tourism Advertising - General Fund	2,593.9	1,878.3	1,783.9	1,779.9	1,488.7
Total	\$ 2,593.9	\$ 1,878.3	\$ 1,783.9	\$ 1,779.9	\$ 1,488.7
	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
Tourism Marketing -Adjusted Gross Receipts	\$ 0.0	\$ 1,030.0	\$ 975.1	\$ 742.8	\$ 697.3
Tourism Advertising - General Fund	1,569.8	1,192.7	1,848.1	1,213.7	1,273.6
Total	\$ 1,569.8	\$ 2,222.7	\$ 2,823.2	\$ 1,956.5	\$ 1,970.9

Source: I/3 Budget System

Note: Dollars in thousands

TOURISM ADVERTISING CAMPAIGN

The IEDA annually conducts a spring advertising campaign to promote Iowa as a travel destination. The 2011 campaign took place during April and May and included television, billboard, online, and magazine advertising.² The advertising campaign promotes the Travel Iowa website (<http://www.traveliowa.com>) where travelers can request the Official Iowa Travel Guide and get other information on visiting the state. The Tourism Office developed a marketing plan that targeted women ages 25-54 with children under the age of 18. The targeted television markets were Chicago, Milwaukee, and Minneapolis/St. Paul.

Additionally, the IEDA operates a cooperative program through the spring and early summer where it purchases large amounts of ad space and then offers it at reduced costs to tourism entities within the state. In 2011, this program only included advertising options in regional magazines and newspapers.³

The spring advertising campaign is followed up by a fall survey. From January to August the Department received 15,842 requests for the Iowa Travel Guide through the website and from reader response cards included in select advertising.

Methodology: Of the 15,842 requests for Travel Guides, valid email addresses were provided for 11,691 of them (73.8%). The Authority then emailed surveys in mid-September to those that

² The IEDA expended \$760,000 on the spring 2011 campaign: \$697,000 from the Tourism Marketing Adjusted Gross Receipts appropriation and \$63,000 from the General Fund.

³ The IEDA expended \$690,000 for the spring 2011 cooperative campaign, all from the General Fund.

had requested information in the spring. From the number of emails sent, 1,085 surveys were completed—a response rate of 9.3%. It should be noted that in the IEDA’s analysis, “Surrounding States” includes states that are contiguous to Iowa, as well as Kansas.

Results: The 2011 Marketing Follow-up Survey reported the following data and conclusions:

- Of those surveyed, 73.6% reported taking a trip to Iowa.
- The average traveler took 2.7 trips and spent 2.4 nights.
- The average travelers from Surrounding States reported 2.1 trips and spent 2.2 nights.

Limitations of Survey: The survey is a voluntary sample survey where the respondent chooses to participate (as opposed to a random sample survey where a representative selection of those that ordered the Travel Guide are chosen participate). This type of surveying can lead to a sampling bias where the resulting sample tends to over represent individuals with a strong opinion (i.e. someone that actually took a trip to Iowa might be more likely to participate in the survey). **Table 3** displays the comparison of where the survey responses came from versus where Travel Guides were shipped.

Table 3
Iowa Travel Guide Survey Response and Shipment Distribution

	Survey Respondents		Travel Guide Shipment	
	All	Iowa and Surrounding States	All	Iowa and Surrounding States
Iowa	44.8%	57.8%	24.7%	42.6%
Illinois	7.6%	9.9%	8.9%	15.3%
Minnesota	7.1%	9.2%	6.5%	11.3%
Wisconsin	6.8%	8.7%	6.4%	11.1%
Missouri	5.1%	6.6%	5.7%	9.9%
Nebraska	4.3%	5.5%	3.1%	5.3%
Kansas	1.6%	2.1%	2.0%	3.4%
South Dakota	0.1%	0.2%	0.7%	1.2%
Other	22.6%		42.1%	

Source: Iowa Economic Development Authority, Tourism Office

However, generating a random sample would require collecting demographic data at the time a traveler submitted a request for a Travel Guide, and that could impact whether or not they choose to order one.

Additional Monitoring and Evaluation: In addition to the survey above, the Tourism Office constantly monitors web usage, inquiries by phone, and social media. The Office also conducts an ongoing Trip Planning Survey of travelers that order the Travel Guide online. This survey collects a range of data on potential travelers including a description of the travel party, state of residence, and purpose of trip.⁴

ECONOMIC IMPACT OF TRAVEL ON IOWA COUNTIES STUDY

Each year, the Research Department of the U.S. Travel Association completes a survey and analysis of various travel-related data. The Research Department also completes a specific

⁴ The complete results of this survey can be available at:
http://www.traveliowa.com/downloads/PreTripSurvey_FullReport.pdf (last accessed January 6, 2012)

analysis of travel in Iowa and for each of the 99 counties.⁵ The analysis provides an estimate of the economic impact of travel at the State and county level.

Methodology: The Travel Economic Impact Model (TEIM) was originally developed for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and counties. The TEIM is a cost-factor model that estimates travel expenditure items in 18 categories that fall into seven main categories of the North American Industry Classification System (NAICS). The estimated travel expenditures are then calculated to estimate the resulting business receipts, total employment, total payroll, and tax receipts generated. The expenditure categories and business types are listed in **Attachment A**. The Association also validates the estimates using three additional methods: household travel spending ratio method, trip expenditure ratio method, and economic and business statics validation.

The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level. Local area travel impact estimates are created by allocating the State estimate of each related category into the applicable subdivisions. Data from the Economic Census, County Business Patterns, and the Quarterly Census of Employment and Wages are used in the TEIM County Impact Component.

The survey for Iowa is based only on U.S. resident travel and includes both Iowans and residents of other states. Travelers that are residents of foreign countries are not included.

Definitions: The study defines key concepts in the following manner:

- “Travel” is defined as activities associated with all overnight and day trips to places 50 miles away or more, one way, from the traveler’s origin and any overnight trips away from home in paid accommodations. Certain travel is excluded, including commuting to and from work, the travel by individuals operating common carrier transportation, military travel on active duty, and travel by students away at school.
- The “Travel Industry” is defined as the 18 types of business that provide goods and services to the traveler or potential traveler at the retail level (see **Attachment A**).
- “Travel Expenditure” is assumed to take place whenever a traveler exchanges money for an activity considered part of his or her trip.
- “Economic Impact” is represented by measures of spending, employment, payroll, business receipts, and tax revenues generated by traveler spending.

Study Conclusions: The 2010 Economic Impact of Travel on Iowa Counties reports the following data and conclusions regarding the expenditures of domestic travelers in Iowa.⁶

- Travel expenditures total \$6.6 billion in 2010, an increase of 8.5% from 2009, and are categorized as followed:
 - \$1.1 billion (16.6%) went to employ an estimated 62,000 persons, including full-time, part-time, and seasonal employment, for an average wage paid per job (including benefits) of \$17,742 annually. Nationally, 7.4 million jobs are travel-related with an estimated payroll of \$188.3 billion, for an average of \$25,446 per job.
 - \$781.6 million (11.9%) of the expenditures went to taxes in the following manner:
 - Federal: \$363.8 million (46.4%)
 - State: \$321.4 million (41.1%)
 - Local: \$96.4 million (12.3%)

⁵ The IEDA paid \$33,000 for The Economic Impact of Travel on Iowa Counties 2010 Study.

⁶ The U.S. Travel Association annually revises the previous year’s data when a new report is issued. Revisions can be substantial so conclusions could change based upon revisions made in the fall of 2012.

- \$4.7 billion (71.6%) went to business operators to pay for nonpersonnel input costs, capital costs, profits, and other items.
- Of the total expenditures, nine counties (Polk, Linn, Scott, Johnson, Black Hawk, Dubuque, Pottawattamie, Woodbury, and Dickinson) accounted for 63.9% of the total.
- Of the total travel expenditures, the 33 Iowa counties with the lowest expenditures accounted for 3.5% of the total.
- Compared to the overall state economy, travel-related expenditures are 4.6% of the Gross State Product.

Table 4 illustrates the domestic travel expenditures in Iowa categorized by industry sector for the past 5 years (for 10 years of data, see **Attachment B**). **Attachment C** has the complete breakout of the 2010 Domestic Travel Impact on Iowa Counties table.

Table 4
Domestic Travel Expenditures in Iowa by Industry Sector

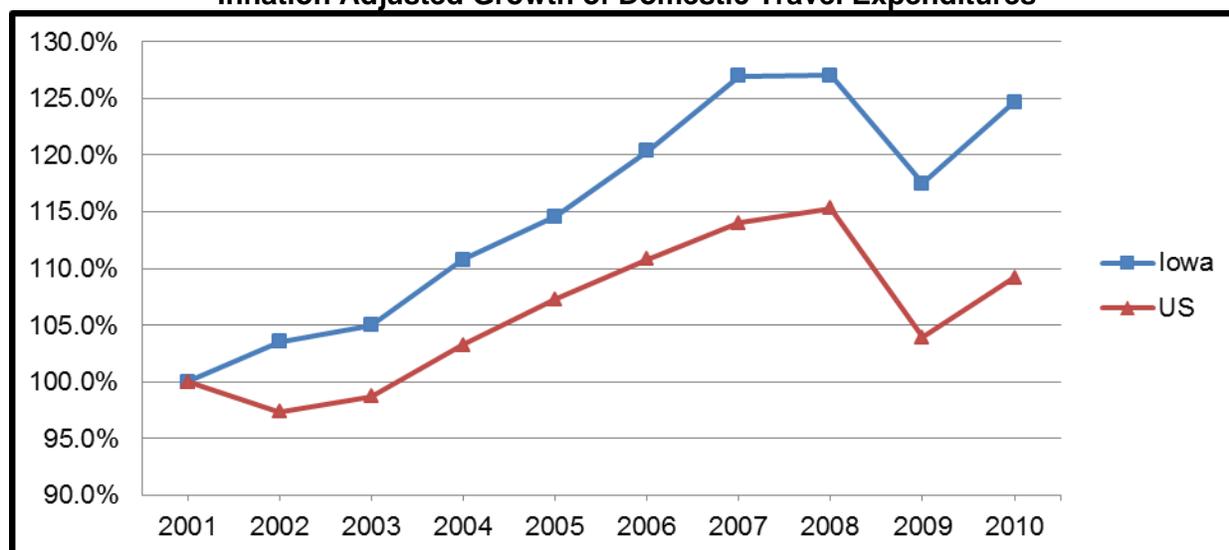
	2006	2007	2008	2009	2010
Public Transportation	\$ 678.9	\$ 705.0	\$ 720.3	\$ 647.5	\$ 681.9
Auto Transportation	2,230.3	2,418.9	2,614.2	2,246.5	2,619.9
Lodging	588.1	654.9	621.7	642.4	690.1
Food Service	1,177.1	1,261.0	1,246.0	1,307.1	1,363.5
Entertainment & Recreation	697.3	757.1	746.4	741.9	732.9
General Retail Trade	445.1	470.0	458.2	470.2	480.0
Total	\$ 5,816.7	\$ 6,266.8	\$ 6,406.7	\$ 6,055.6	\$ 6,568.3

Source: U.S. Travel Association

Note: Numbers may not add due to rounding and have not been adjusted for inflation. Dollars in millions.

Chart 1 illustrates between 2001 and 2010, growth in Domestic Travel Expenditures relative to inflation increased 24.7%. The national increase for the same period of time was 9.2%. After adjusting for inflation, the 2008 to 2010 growth rate for Iowa (-1.9%) was better than the national growth rate for domestic travel (-5.3%).

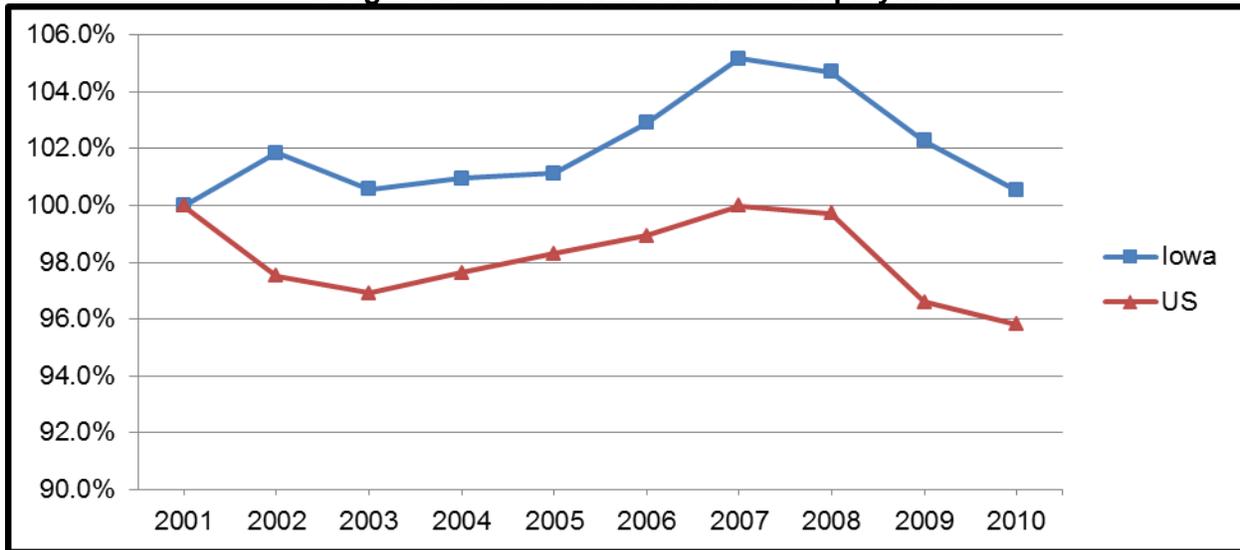
Chart 1
Inflation Adjusted Growth of Domestic Travel Expenditures



Source: U.S. Travel Association

Chart 2 illustrates between 2001 and 2010, Iowa employment attributed to domestic travel increased 0.5%. The national change for the same period was a decrease of 4.2%. The 2008 to 2010 change in travel-related employment for Iowa was a decrease of 4.0%, similar to the national level (a decrease of 3.9%).

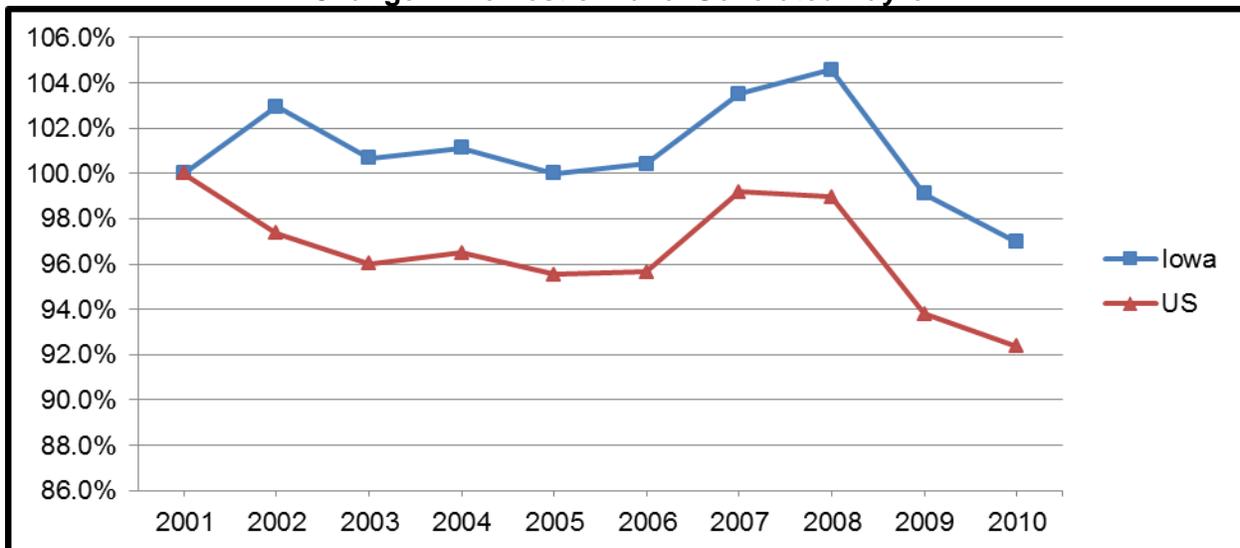
Chart 2
Change in Domestic Travel-Related Employment



Source: U.S. Travel Association

Chart 3 illustrates between 2001 and 2010, domestic travel-generated payroll in Iowa has decreased 3.0% after adjusting for inflation. The national growth rate for this same period decreased 7.6%. After adjusting for inflation, the 2008 to 2010 decrease in travel-generated payroll for Iowa (-7.3%) was worse than the national decrease (-6.7%).

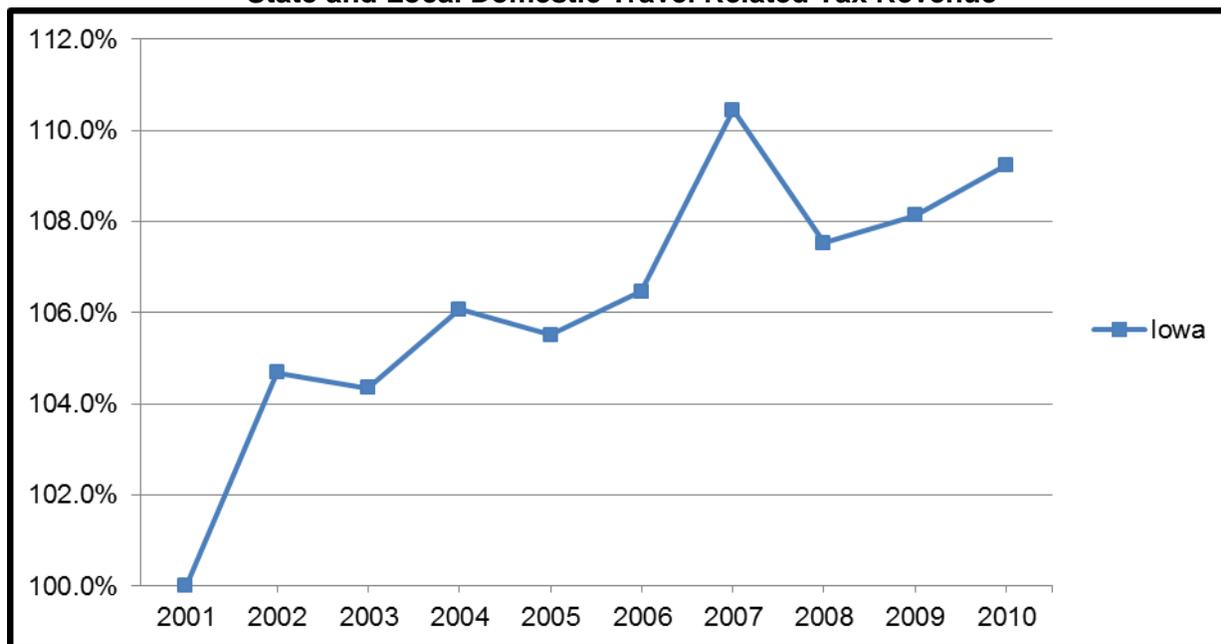
Chart 3
Change in Domestic Travel Generated Payroll



Source: U.S. Travel Association

Chart 4 illustrates between 2001 and 2010, domestic travel-generated state and local tax revenue has increased 9.2% after adjusting for inflation. After adjusting for inflation, the 2008 to 2010 growth rate for Iowa was 1.6%. However, this involved a small base year in 2008 that was attributed to “lesser taxes produced by weaker travel-related retail sales and lower gas sales.”⁷

Chart 4
State and Local Domestic Travel Related Tax Revenue



Source: U.S. Travel Association

Limitations of Study: The study is not limited to tourism travel. Business, family visits, and other reasons to travel are also included. Residents of foreign countries are also excluded from the analysis of travel in Iowa.⁸ The study also points out that two classifications of expenditures are also excluded from the model: consumer purchases of goods and services in anticipation of a trip from home, and purchases of durable goods related to outdoor recreation trips. These are excluded due to lack of sufficient and relevant data. The Association acknowledges that further research is required to determine to what extent pretrip spending on these goods and services can be included within their model.

OTHER STATE APPROACHES TO TOURISM FUNDING

Tourism marketing funding for other states takes on many different forms. Contiguous state tourism funding styles are listed below.⁹

- Illinois directs 33.5% of the hotel tax revenue to local tourism and convention promotion. However, some years, less than the full amount has been allocated for tourism promotion.
- Minnesota provides an annual general fund appropriation.

⁷ U.S. Travel Association, The Economic Impact of Travel on Iowa Counties 2008, September 2009.

⁸ Nationally, the survey indicates international travelers represent 13.4% of travel expenditures within the United States. If foreign-resident travel in Iowa was half of the national average, another \$439.2 million in travel expenditures could be reported.

⁹ Pennsylvania Tourism Office, State Tourism Office Funding, February 2010.

- Missouri provides an annual general fund appropriation and also employs a formula-driven appropriation based on the increase in state sales tax revenues from 17 Standard Industry Classification (SIC) codes. With that formula, the tourism division appropriation is equal to the prior year appropriation and half the increase in total sales tax from the 17 SIC codes above 3.0%, not to exceed \$3.0 million in a single year's increase. However, some years, less than the formula-driven amount has been appropriated.
- Nebraska employs a 1.0% hotel occupancy tax.
- South Dakota provides a combination of a general fund appropriation, tourism tax, and gambling tax revenues.
- Wisconsin provides a combination of Tribal Gaming Revenue, 2.0% tax on vehicle rentals, and a general fund appropriation.

The U.S. Travel Association also tracks the budgets of domestic marketing and advertising budgets in each state. The per capita public funding for select states is outlined in **Table 5**.

Table 5
State Domestic Travel Marketing and
Advertising Budgets Per Capita

State	FY 2010	FY 2011	FY 2012
Illinois	\$ 736	\$ 888	\$ 948
Indiana	35	37	74
Iowa	389	365	378
Kansas	310	632	638
Michigan	1,432	2,167	1,951
Missouri	1,547	1,100	1,104
Minnesota	611	602	629
Nebraska	517	598	597
North Dakota	2,870	2,870	2,933
South Dakota	7,686	6,733	6,251
Wisconsin	842	882	1,229

Sources: U.S. Travel 2011-2012 Survey of U.S. State Tourism Office
Budgets - Public funds only. 2010 U.S. Census Bureau.

The table above includes contiguous states as well as Michigan, Kansas, and North Dakota. These additional states also advertise in some of the same media markets as the Iowa Tourism Office.

ALTERNATIVES

The General Assembly may wish to consider the following alternatives:

Make No Change: One alternative is to make no changes to the current standing appropriation and modification process. The General Assembly could then decide the suitable amount to appropriate given that year's budget constraints.

Fully Fund Appropriation: The Adjusted Gross Receipts Tourism Marketing appropriation has not been fully funded since FY 2009. Fully funding the appropriation would require reductions between \$250,000 and \$300,000 to other appropriations.

Adjust Appropriation Formula: Another alternative the General Assembly may wish to consider is to change the funding formula in some manner. This could take on any number of variations.

Repeal Appropriation: The General Assembly may want to consider repealing the standing appropriation and make the appropriation part of the purview of the Economic Development Appropriations Subcommittee.

These alternatives are presented as examples for discussion purposes and are not considered all inclusive or preferential.

CONCLUSION

The spring tourism advertising campaign has a positive impact on tourism in Iowa, thereby having a positive impact on Iowa's economy and State and local tax revenues. However, determining a return-on investment would be dependent on the measurement methodology and statistics utilized leading to possibly biased results. Comparing the Spring Advertising Survey data would only capture those that requested a physical copy of the Travel Guide, and not those that looked at a free PDF file online. Comparing the advertising and promotion expenditures to the U.S. Travel Association study would also be problematic because the comparison would be involving leisure travel to all types of travel.

Compared to the state economy, travel in Iowa in 2010, as measured by the methodology of the U.S. Travel Association, constitutes 4.6% of Iowa's total Gross State Product; travel-related jobs represent 4.0% of resident employment, and 0.9% of State personal income.¹⁰ However, it is important to remember that this includes travel for leisure, business, family visits, and other reasons.

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¹⁰ The Source for Gross State Domestic Product (2010) is the U.S. Department of Commerce, resident employment (2010), and personal income (2010) data is the 2011 Iowa Comprehensive Annual Financial Report (CAFR).

Travel Expenditure Categories and Related Industries

Categories of Expenditures

Transportation

Automobile/Truck/Camper Ownership
Automobile/Truck/Camper Operation
Automobile/Other Motor Vehicle Rental
Air
Bus
Rail
Boat/Ship
Taxicab/Limousine
Other Transportation

Lodging

Hotels/Motels
Bed & Breakfasts
Campgrounds/Trailer Parks
Vacation Homes
Other Lodging

Other

Food-Commercial Eating
Food-Grocery Stores/Carry-out
Entertainment/Recreation
Incidental Purchases

Travel Related Industries by North American Industry Classification System (NAICS)

Accommodations

Traveler Accommodations (7211)
Recreational Vehicle Parks &
Campgrounds (7212)

Auto Transportation

Passenger Car Rental (532111)
Gasoline Stations (447)
Automobile Dealers (4411)
Other Motor Vehicle Dealers (4412)
Automotive Parts, Accessories and Tire
Stores (4413)
Automotive Repair and Maintenance
(8111)

Entertainment and Recreation

Performing Arts, Spectator Sports &
Related Industries (711)

Museums, Historical Sites & Similar
Institutions (712)
Amusement, Gambling & Recreation
(713)

Food

Full-service Restaurants (7221)
Limited Service Eating Places (7222)
Drinking Places (7224)
Food and Beverage stores (445)

Public Transportation

Passenger Air Transportation (481)
Airport Support Activities (4881)
Rail Transportation (4821)
Interurban and Rural Bus Transportation
(4852)
Taxi & Limousine Services (4853)
Charter Bus (485510)
Deep Sea Passenger Transportation
(483112)
Coastal and Great Lakes Passenger
Transportation (483114)
Inland Water Passenger Transportation
(483212)
Scenic & Sightseeing Transportation (487)

Retail

Sporting Goods, Hobby, Book, and Music
Stores (451)
General Merchandise Stores (452)
Miscellaneous Store Retailers (453)
Electronics and Appliance Stores (443)
Building Material and Garden Equipment
and Supplies Dealers (444)
Health and Personal Care Stores (446)
Clothing and Clothing Accessories Stores
(448)

Travel Arrangement

Travel Arrangement & Reservation
Services (incl. travel agencies and tour
operators) (5615)

Domestic Travel Expenditures in Iowa by Industry Sector

(\$ in Millions)

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Public Transportation	\$ 545.1	\$ 549.5	\$ 569.8	\$ 613.0	\$ 632.3	\$ 678.9	\$ 705.0	\$ 720.3	\$ 647.5	\$ 681.9
Auto Transportation	1,424.0	1,447.9	1,564.1	1,766.1	1,988.0	2,230.3	2,418.9	2,614.2	2,246.5	2,619.9
Lodging	467.4	477.1	486.2	518.7	546.4	588.1	654.9	621.7	642.4	690.1
Food Service	902.0	991.0	1,006.1	1,070.2	1,121.2	1,177.1	1,261.0	1,246.0	1,307.1	1,363.5
Entertainment & Recreation	554.5	601.3	603.2	631.6	648.5	697.3	757.1	746.4	741.9	732.9
General Retail Trade	353.4	397.1	400.0	414.3	427.3	445.1	470.0	458.2	470.2	480.0
Total	<u>\$ 4,246.4</u>	<u>\$ 4,463.9</u>	<u>\$ 4,629.4</u>	<u>\$ 5,014.0</u>	<u>\$ 5,363.7</u>	<u>\$ 5,816.7</u>	<u>\$ 6,266.8</u>	<u>\$ 6,406.7</u>	<u>\$ 6,055.6</u>	<u>\$ 6,568.3</u>

Source: U.S. Travel Association

Numbers may not add due to rounding

2010 Domestic Travel Impact on Iowa Counties

(\$ in Millions)

County	Expenditures	Payroll	Employment (Thousands)	State Tax Receipts	Local Tax Receipts
ADAIR	\$ 13.82	\$ 1.36	0.09	\$ 0.59	\$ 0.10
ADAMS	2.38	0.29	0.02	0.15	0.03
ALLAMAKEE	33.44	3.52	0.20	1.78	0.86
APPANOOSE	14.69	1.89	0.11	0.85	0.21
AUDUBON	4.39	0.48	0.02	0.32	0.05
BENTON	16.22	1.65	0.10	1.13	0.11
BLACK HAWK	285.78	48.92	2.67	12.72	3.99
BOONE	20.91	2.58	0.15	1.30	0.18
BREMER	45.72	6.19	0.44	2.39	0.35
BUCHANAN	22.68	2.53	0.14	1.38	0.27
BUENA VISTA	25.89	3.43	0.20	1.35	0.24
BUTLER	7.65	0.65	0.03	0.53	0.05
CALHOUN	9.23	1.14	0.06	0.62	0.25
CARROLL	49.23	6.84	0.45	2.67	0.40
CASS	22.63	2.61	0.16	1.31	0.16
CEDAR	18.91	2.36	0.14	1.29	0.26
CERRO GORDO	163.15	24.29	1.47	7.95	2.77
CHEROKEE	13.48	2.10	0.13	0.97	0.12
CHICKASAW	8.90	1.43	0.10	0.60	0.11
CLARKE	19.59	2.50	0.17	1.10	0.17
CLAY	83.73	19.26	0.69	2.09	1.11
CLAYTON	27.70	4.23	0.25	1.54	0.58
CLINTON	99.79	15.56	0.96	5.16	1.32
CRAWFORD	18.02	2.92	0.18	1.15	0.17
DALLAS	141.36	21.65	1.44	6.90	1.22
DAVIS	5.73	0.63	0.04	0.33	0.07
DECATUR	11.72	1.13	0.07	0.57	0.11
DELAWARE	7.40	0.81	0.04	0.44	0.09
DES MOINES	102.86	18.89	0.92	4.36	1.48
DICKINSON	213.03	27.83	1.77	11.99	3.91
DUBUQUE	275.28	45.37	2.71	13.03	3.78
EMMET	9.79	1.40	0.07	0.61	0.13
FAYETTE	14.56	1.63	0.09	0.84	0.12
FLOYD	15.97	2.62	0.12	0.85	0.15
FRANKLIN	10.54	1.18	0.07	0.66	0.07
FREMONT	12.93	1.85	0.12	0.74	0.12
GREENE	5.33	0.64	0.03	0.33	0.07
GRUNDY	4.51	0.66	0.04	0.34	0.04
GUTHRIE	11.16	1.71	0.09	0.96	0.30
HAMILTON	20.71	2.82	0.18	1.16	0.18
HANCOCK	5.36	0.85	0.04	0.33	0.09
HARDIN	18.06	1.86	0.10	0.86	0.13
HARRISON	24.78	3.20	0.23	1.36	0.18
HENRY	18.17	2.74	0.16	0.94	0.26
HOWARD	4.03	0.50	0.03	0.24	0.05
HUMBOLDT	10.45	1.71	0.07	0.39	0.13
IDA	5.54	0.74	0.05	0.38	0.06
IOWA	39.35	6.72	0.46	2.33	0.63
JACKSON	24.26	3.39	0.20	1.48	0.54
JASPER	64.79	8.57	0.54	3.12	0.85
JEFFERSON	34.03	5.20	0.35	1.63	0.29

2010 Domestic Travel Impact on Iowa Counties

(\$ in Millions)

County	Expenditures	Payroll	Employment (Thousands)	State Tax Receipts	Local Tax Receipts
JOHNSON	311.21	48.76	3.28	14.43	4.92
JONES	17.90	1.90	0.10	1.14	0.13
KEOKUK	4.26	0.42	0.02	0.25	0.05
KOSSUTH	13.89	1.62	0.10	0.82	0.10
LEE	56.46	8.84	0.54	3.03	0.79
LINN	619.57	111.76	5.78	26.93	9.88
LOUISA	12.25	1.71	0.10	0.92	0.33
LUCAS	6.60	0.81	0.05	0.36	0.08
LYON	5.64	0.60	0.03	0.36	0.05
MADISON	11.43	1.09	0.06	0.71	0.12
MAHASKA	15.71	3.07	0.18	1.24	0.25
MARION	40.58	5.40	0.33	2.15	0.35
MARSHALL	71.32	11.13	0.65	3.64	0.95
MILLS	6.63	0.83	0.06	0.53	0.06
MITCHELL	8.64	0.91	0.05	0.46	0.08
MONONA	18.35	3.50	0.20	0.95	0.23
MONROE	7.51	1.37	0.09	0.55	0.10
MONTGOMERY	17.57	3.20	0.21	1.31	0.20
MUSCATINE	66.60	10.54	0.67	3.64	0.77
O'BRIEN	18.39	2.33	0.14	1.06	0.14
OSCEOLA	3.20	0.44	0.03	0.19	0.03
PAGE	15.35	1.63	0.10	0.88	0.14
PALO ALTO	30.12	4.35	0.24	1.80	0.60
PLYMOUTH	19.62	2.41	0.14	1.20	0.15
POCAHONTAS	4.01	0.48	0.03	0.24	0.05
POLK	1490.79	277.50	14.55	65.01	24.68
POTTAWATTAMIE	262.85	50.68	3.15	14.85	4.13
POWESHIEK	40.24	5.42	0.31	2.39	0.84
RINGGOLD	8.59	0.88	0.04	0.56	0.18
SAC	13.03	1.34	0.07	0.78	0.28
SCOTT	511.18	82.33	5.63	26.63	8.02
SHELBY	12.75	1.49	0.09	0.73	0.13
SIOUX	29.46	3.80	0.22	1.66	0.22
STORY	162.51	24.24	1.47	7.53	2.17
TAMA	18.02	3.00	0.18	0.97	0.20
TAYLOR	2.99	0.31	0.02	0.23	0.03
UNION	13.33	1.84	0.12	0.88	0.15
VAN BUREN	5.48	0.77	0.05	0.38	0.07
WAPELLO	68.60	9.25	0.56	3.73	0.91
WARREN	29.04	2.83	0.18	1.59	0.26
WASHINGTON	14.30	1.73	0.11	0.83	0.11
WAYNE	5.92	0.77	0.05	0.47	0.09
WEBSTER	56.53	9.63	0.54	3.02	0.54
WINNEBAGO	10.08	1.01	0.06	0.63	0.08
WINNESHIEK	25.02	4.37	0.31	1.50	0.26
WOODBURY	224.86	41.38	2.03	9.00	3.28
WORTH	5.45	0.41	0.02	0.31	0.04
WRIGHT	14.88	1.76	0.09	0.85	0.25
TOTAL	\$ 6,568.33	\$ 1,080.92	62.02	\$ 321.44	\$ 96.41

Source: U.S. Travel Association

Note: Numbers may not add due to rounding.