### Average Age of Visitor
55.9

### Average Days in Iowa
3.7

### Average Number of Trips in Iowa
3.7

### Average Travel Party Size
2.3

### Extended the stay of travelers
- 2 hours: 13.3%
- 1/2 day: 15.3%
- Day Trip: 21.9%
- 1 night: 20.9%
- 2 nights: 13.3%
- 3 nights: 3.1%
- 4 nights: 3.6%
- 5 nights: 0.5%
- 6 or more nights: 8.2%

### Travel Party Type
- Family (with children under 18): 14.4%
- Family (no children under 18): 27.3%
- Retired: 32.7%
- Individuals/Friends: 19.7%
- Business: 5.5%
- Group: 0.4%

### Average Daily Spending
- Lodging: 29.3% $70.20
- Transportation: 20.0% $47.87
- Food: 23.1% $55.26
- Entertainment: 12.8% $30.68
- Shopping: 14.9% $35.61
- Total: $239.62

### Trip Purpose
- Vacation/Leisure: 51.2%
- Visit Friends/Relatives: 28.8%
- Business/Convention: 8.6%
- Personal: 5.9%
- Other: 5.5%

### Lodging (Multiple Answers Accepted)
- Hotel/Motel: 59.2%
- Home of Friends/Family: 18.9%
- No Overnights: 10.7%
- Campgrounds: 10.3%
- Bed & Breakfast: 5.5%
- Other: 5.3%
- Resort: 2.5%

### Residence
- Iowa: 14.2%
- Illinois: 12.2%
- Minnesota: 9.1%
- Nebraska: 5.6%
- Missouri: 4.1%
- Wisconsin: 3.3%
- Kansas: 3.3%
- South Dakota: 1.8%

### Interests
- Historical areas: 37.3%
- Visit friends/family: 34.2%
- Outdoor recreation: 33.2%
- Casino gaming: 19.9%
- Shopping: 17.4%
- Scenic byways: 14.8%
- Museums: 11.5%
- Festivals/events: 11.1%
- National & state parks: 7.4%
- Other: 2.3%

*Due to rounding totals may not equal 100.0%

Source: The 2010 Iowa Welcome Center Survey Report
©2011 Iowa Department of Economic Development

1/5/2011