



*Iowa Tourism and  
County Conservation*

travel  
**IOWA**®



# Iowa Tourism Office

*Part of the Iowa Economic  
Development Authority*

We **elevate** Iowa's unique  
visitor experiences and hidden  
gems to  
**inspire** travel and create lasting  
memories. We **support** local  
communities and destinations  
to strengthen the state's  
economy.

# Destination Vision

*We invite curious explorers to discover  
Iowa as an extraordinary adventure*





## Iowa Tourism Economics

### 2021 Iowa Tourism

**\$9.4 Billion** direct & indirect impact  
sustained **65,000 jobs**

#### Perspective - GDP & Jobs

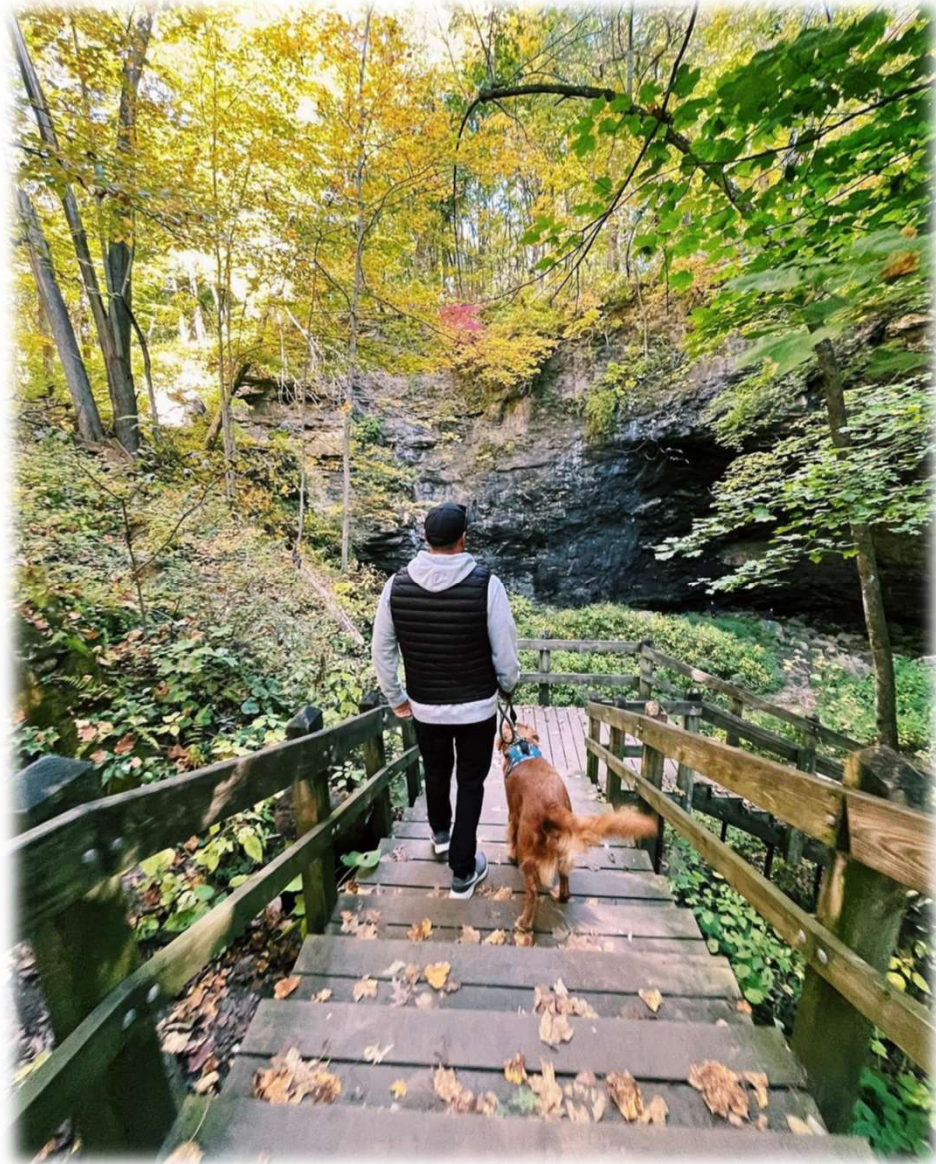
- Manufacturing \$33.6
- Finance/Insurance \$25.7B
- **Tourism \$6.1 B -----45,000 jobs**
- Retail \$9.1 B -----14,600 jobs
- Ag \$6.5 B -----20,000 jobs

#### Sources:

\*Tourism Economics; 2021 Economic Impact Report

\*\*Bureau of Economic Analysis: 2022 GDP (Gross Domestic Product)

\*\*\* Bureau of Labor Statistics: 2021 Employment



## *Tourists are Great Taxpayers*

- Each Iowa household would pay approximately **\$786/year** in taxes to replace the dollars generated by tourism.\*
- Local option sales spent on roads, bridges, fire protection, planning and zoning, sanitation etc. means residents pay lower property taxes.
- Example: Rural Levy Rate of \$1.95 vs \$3.25 per 1,000

Source: \*Tourism Economics, 2021 Economic Impact Report



*“It is a common myth that tourism marketing promotes only tourism...”*

*“Tourism is a key driver of economic development”*

*“Tourism creates a major positive lift on a destinations image”*

Source: \*\* Longwoods International – Study of Tourism Campaigns in 9 States 2016



## *Halo Effect* of Tourism Campaigns Tourism Marketing

### ***Longwoods International – Study of Tourism Campaigns in 9 States 2016***

- Increase visitorship
- **Define Sense of Place**
- Inspire relocation & real estate sales
- Increase Business Viability/Profit
- Inspire purchase of homes & 2<sup>nd</sup> homes
- Increase college recruitment
- Inspire retirees to

A photograph of a bicycle on a leaf-covered path in a forest with autumn foliage. The bicycle is in the foreground, partially obscured by the path. The path is covered in fallen yellow and brown leaves. The background shows a dense forest of trees with yellow and orange leaves, suggesting an autumn setting. The lighting is bright, creating a warm atmosphere.

## *Quality of Life & Livability!*

- Create Healthier Communities
- Reduced Health Care Cost
- Drive Business Development
- Catalyst for Sustainable Economic Development

Source: \*\* Longwoods International  
*Study of Tourism Campaigns in 9 States 2016*



*“We have a population problem in Iowa – more jobs than unemployed people to fill them. So, we have to grow our population.”*



Debi Durham, Director  
Iowa Economic Development Authority & Iowa Finance Authority

Published 1/1/23 in Fearlessbr.com – E. Kestel

Today  
your visitor  
is investing  
in your  
community.

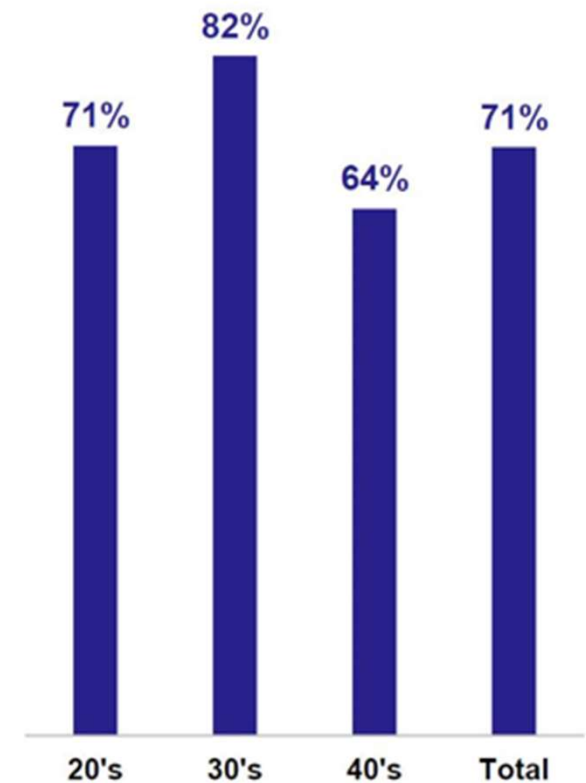
Tomorrow  
they are  
your workforce.

Who lives in  
Iowa in 2030?

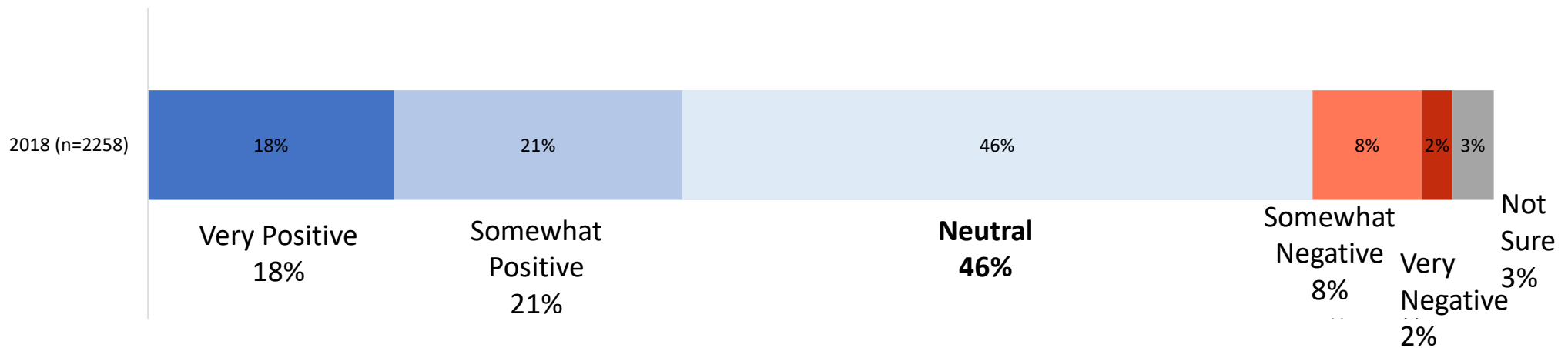
- **2/3** of people who vacation seriously consider moving to that location.\*
- **7 in 10** people are likely to consider moving for the right opportunity. \*
- Iowa Tourism Office's Target Market: age 22-40.
  - ✓ Young adults want to experience new things.
  - ✓ Young families are looking for a place to travel.

Source: \* Fleishmann-Hillard True Global Intelligence propriety research. May 2021

**Likelihood to consider moving for the right opportunity**  
Scale of 0 (not likely at all) to 10 (very likely)



# 2018 Perceptions of Iowa



Very or  
Somewhat  
Positive **39%**


Very or  
Somewhat  
Negative **10%**

2018: Moving to Iowa Survey December 2018



# Traveler Priorities Now it Gets Interesting

# Traveler Priorities When Planning a Trip

- 1) Affordability is the most important factor “when determining a specific destination” (80%) 
- 2) Cost is the most commonly cited barrier to travel (74%)
- 3) Excitement is critical on a trip / vacation to more than half of travelers (51%)

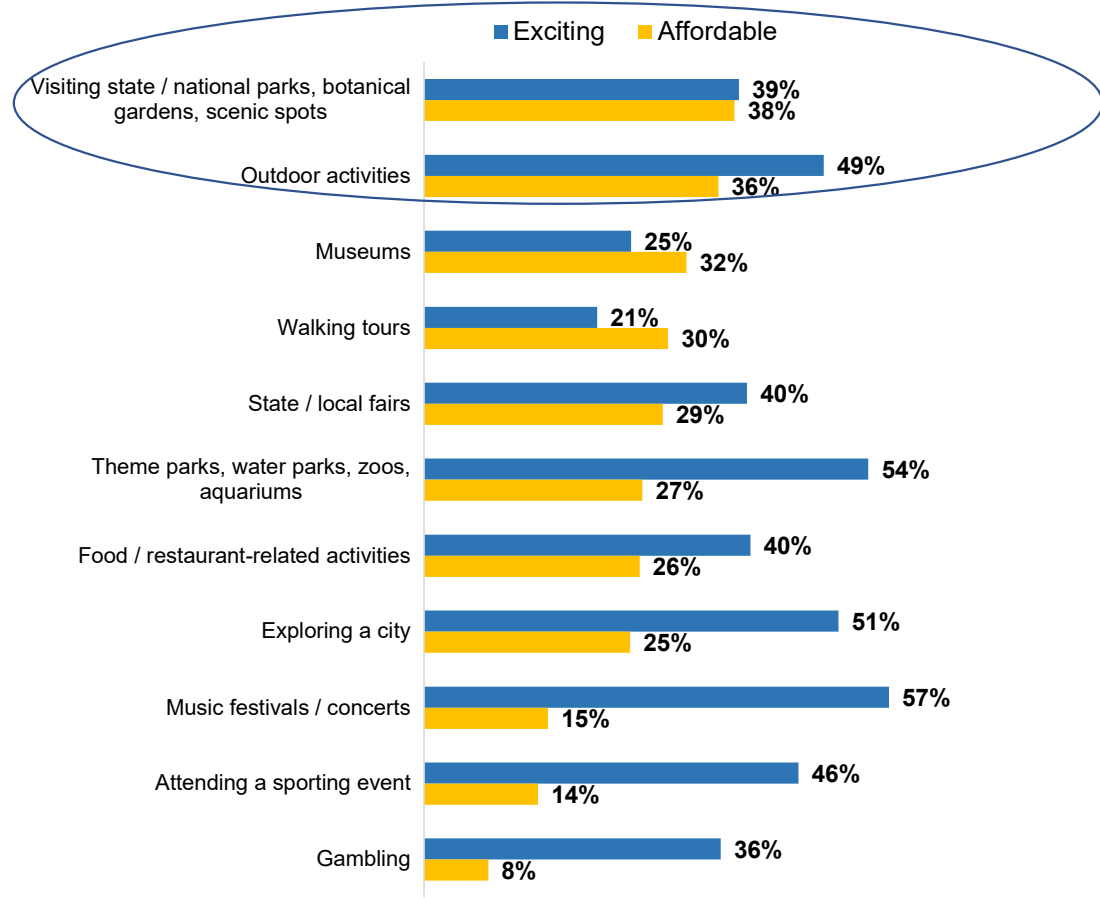
## TOP 5 PRIORITIES While on a trip / vacation

- |           |                                |
|-----------|--------------------------------|
| <b>#1</b> | Affordability (50%)            |
| <b>#2</b> | Activities / attractions (35%) |
| <b>#3</b> | Food / restaurants (32%)       |
| <b>#4</b> | Climate / weather (31%)        |
| <b>#5</b> | Excitement / adventure (31%)   |

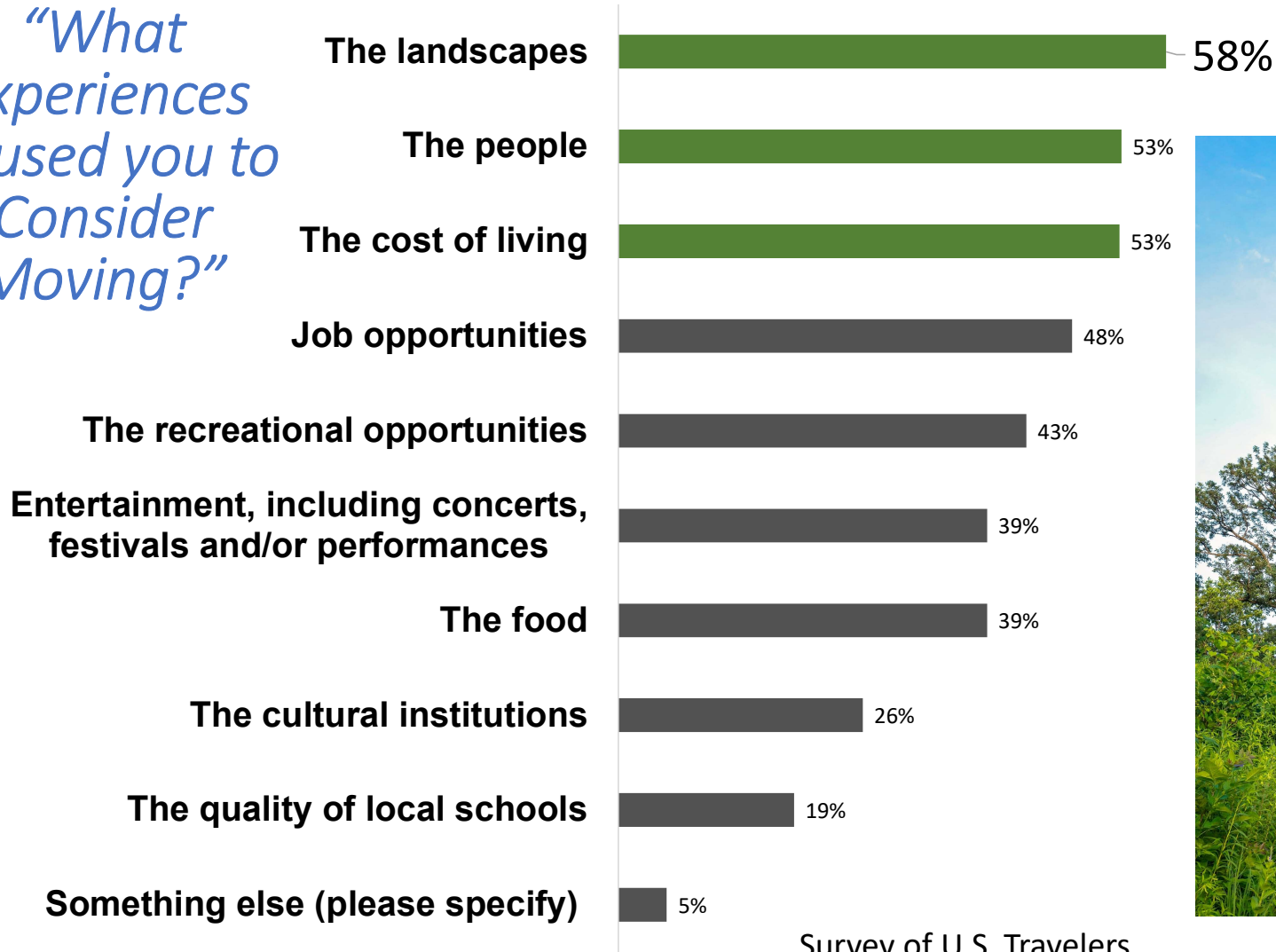


# Affordability + Excitement

## Activity Attributes



*“What Experiences Caused you to Consider Moving?”*



Survey of U.S. Travelers



## Which one of these facts “Makes Iowa More Desirable?”

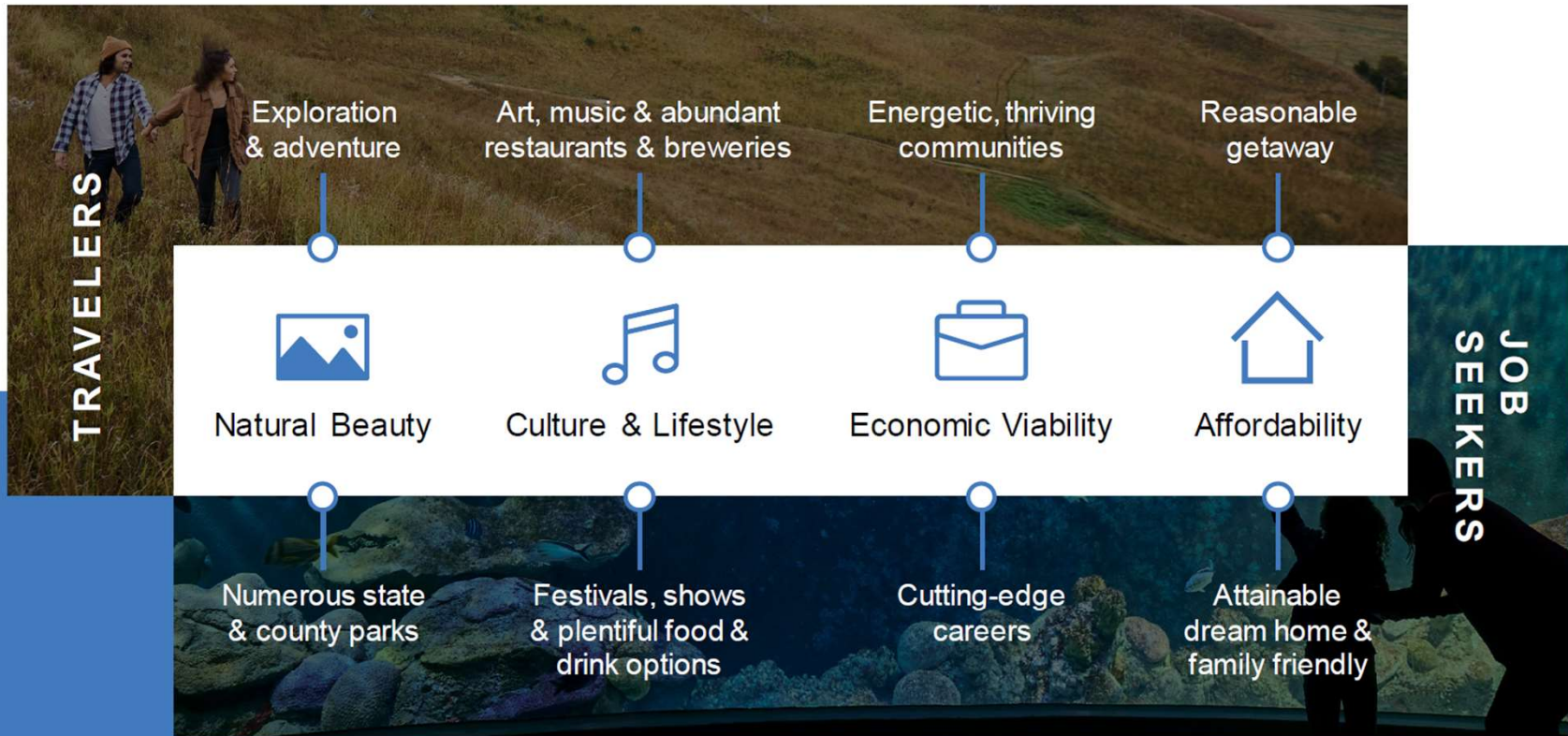
- 
- There are 72 state & thousands of county parks in Iowa • 66%
- 
- Iowa received an A+ from CNBC for its low cost of doing business. • 64%
- 
- Iowa is ranked #1 in the Country for High School Graduation Rate • 62%
- 
- Iowa has the #1 rated workforce by Chief Executive Magazine • 61%
- 
- Iowa was the #1 ranked state in 2018 by U.S. News & World Report • 61%
- 
- The average commute time in Iowa is 19.4 minutes • 61%
- 
- Iowa is the #5 best state for raising kids • 60%
- 
- Iowa has more than 2,200 miles of rec trails. • 60%
- 
- Iowa has 18,000 miles of waterways for canoeing and kayaking. • 58%

Tru Global Intelligence





# Message Pillars



# Iowa Tourism Office Marketing

- Most likely to relocate
- Markets where people are most likely to travel to Iowa
- Appropriate messages on key platforms
- Prioritizes expansion of overnight visits
- Pre and post surveys to understand methods and measure success
- *Multifaceted* – commercials, social media, Soul of Iowa, influencers, website, billboards, newsletters, travel guide and innovative marketing tools



Total Est. US Adult Trips:

**40,545,146**

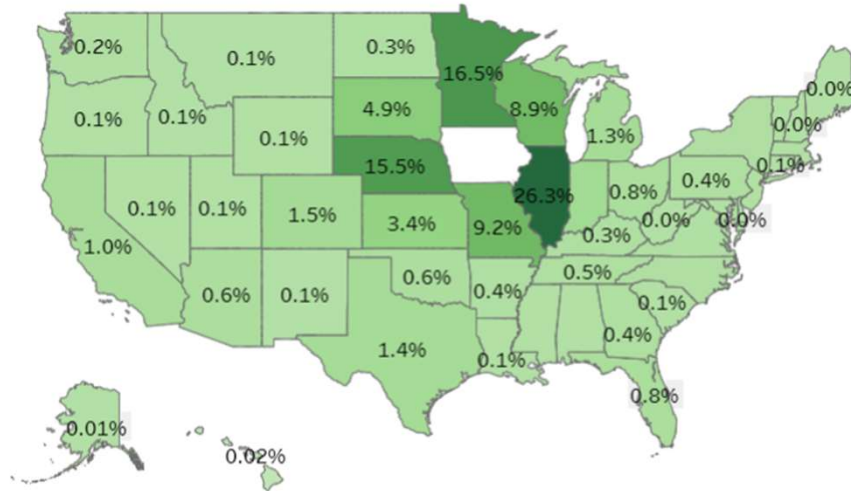
Average Nights:

**0.7**

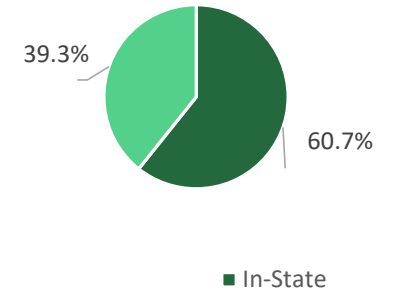
Average Distance Traveled:

**172.7 Miles**

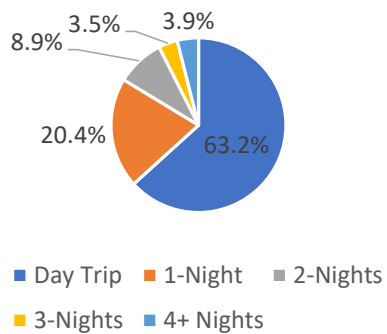
### Trips by Origin States



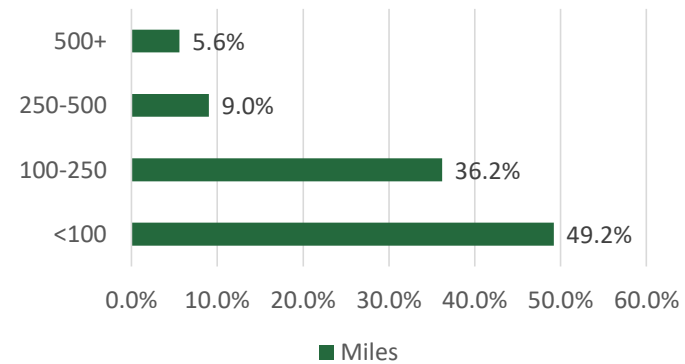
### In-State vs Out-of-State



### Trips by Length of Stay



### Average Miles Per Trip



Source: 2021 Arrivalist Visitation Data

# Where - Travelers Get Information

**Research 72%**

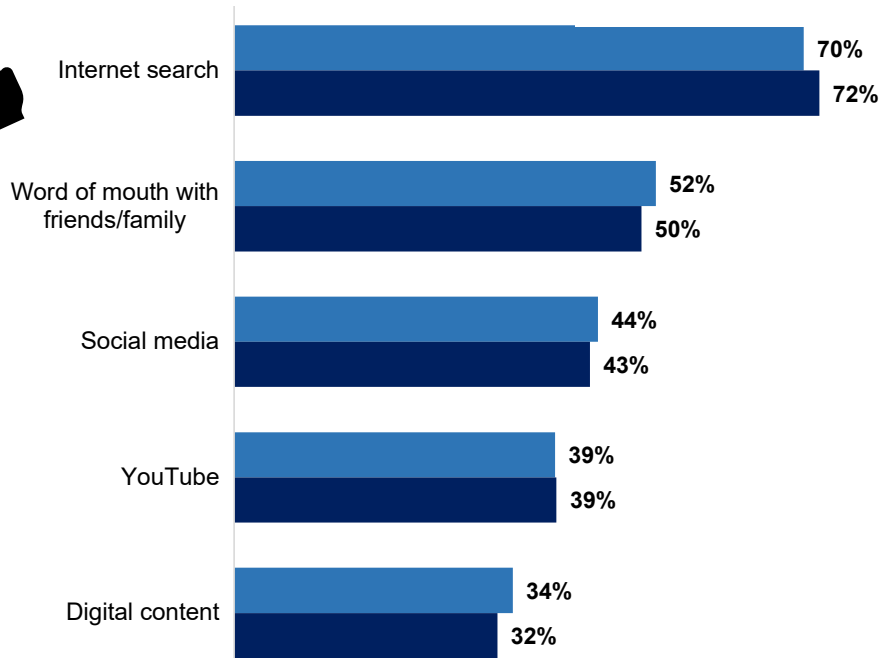
**Personal Networks 70%**

**Social Media**

Possible

■ Destinations

■ Activities

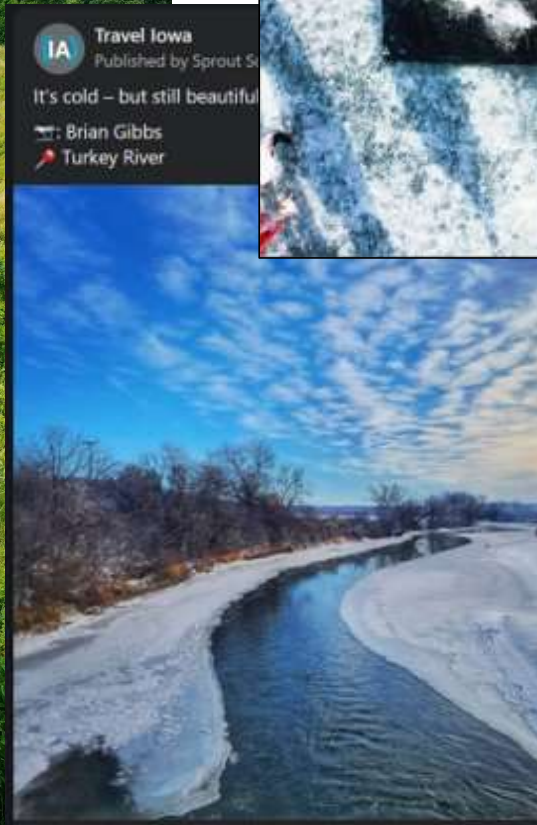


Methods of Learning About...

Travelers most frequently use YouTube, Facebook, and Instagram to view travel-related content.



# Social Media



# Photography & Advertising

- Photography that focuses on outdoor recreation
- Billboards, digital ads, print ads and more



Native 2 copy – Option 1

*Let Iowa surprise you*

CAPTION:

(Un)forgettable adventure is a quick trip away.

SPONSORED:

Travel Iowa





Life awaits

( here )

IOWA  
thisiowa.com



Where ( extra ) ordinary happens

travel  
IOWA  
Whiterock Conservancy



Nothing ( but fun ) in Iowa

travel  
IOWA  
National Mississippi River Museum & Aquarium

# travel IOWA®

SPRING/SUMMER 2023

**What's New in 2023:**  
Museums, thrill-seeking rides and  
a celebration of Iowa food.

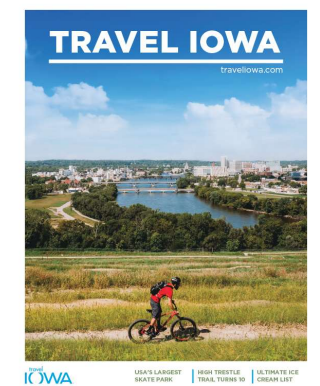
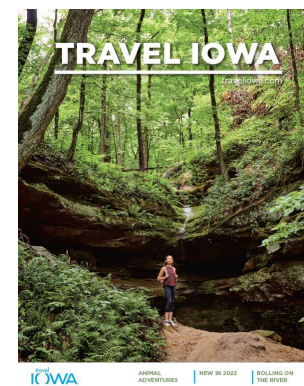
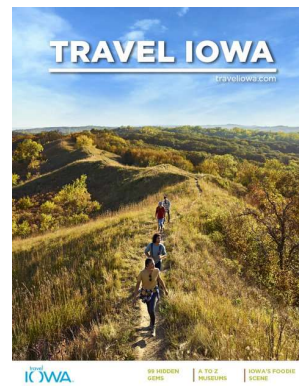
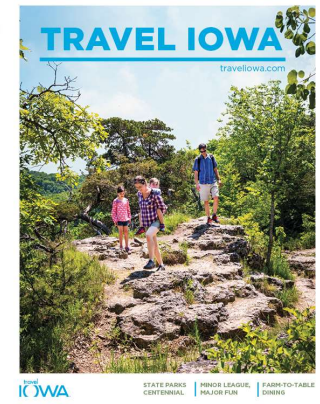
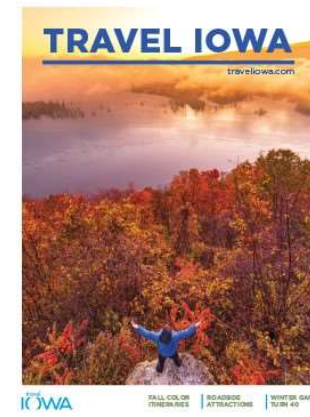
**Plus:**  
RAGBRAI TURNS 50  
EXPLORE THE LOESS HILLS  
A HOLE LOT OF FUN

Rail Explorers, Boone

VISIT TRAVELIOWA.COM

## Iowa Travel Guides

- Feature outdoor recreation
- Include campground and cabin listings

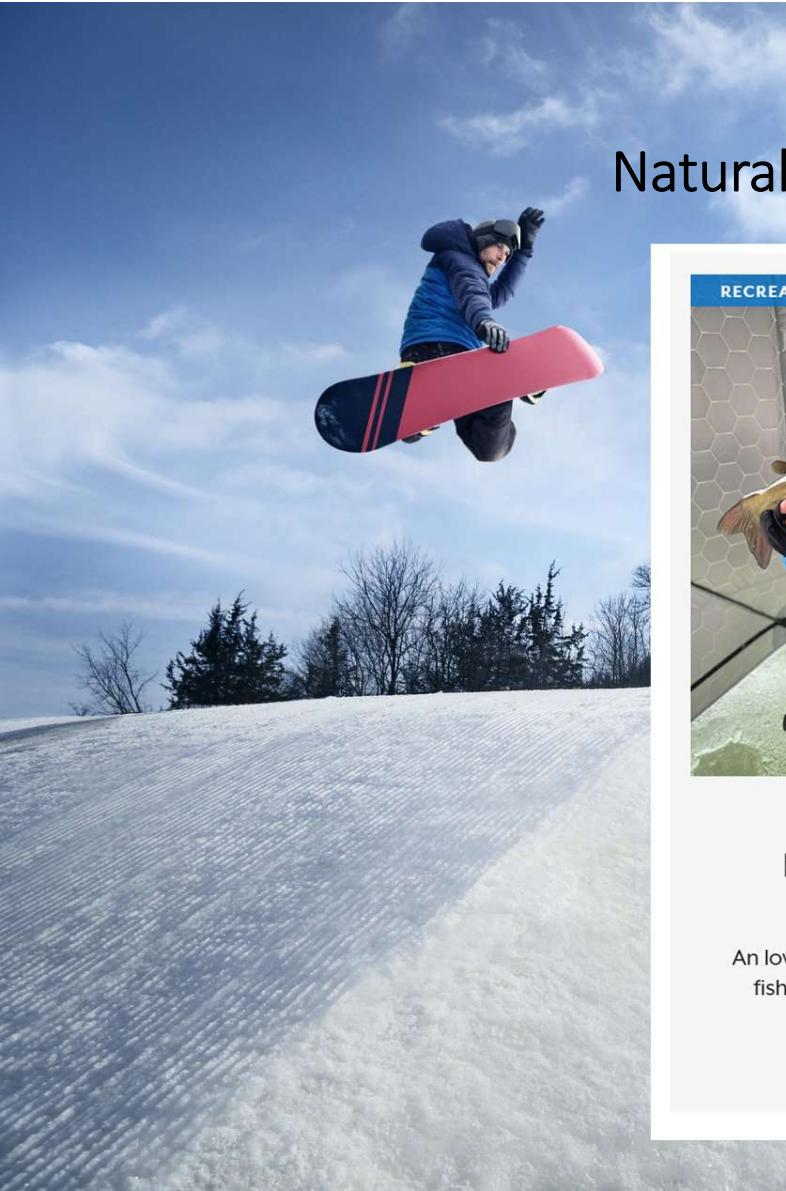






# Influencers





# This is Iowa

Natural Beauty and Outdoor Recreation is a story focus



## Beneath the Ice

An Iowa angler embarks on an ice fishing journey through all 99 counties.

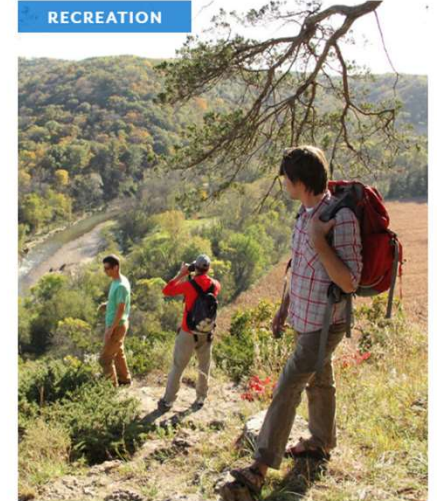
[READ](#)



## Explore Fall in Iowa Through New Travel Areas

Visit Iowa and you'll discover a state full of fantastic flavors, breathtaking scenery, thrilling destinations and

[READ](#)



## 83 Ways to Explore the Outdoors in Iowa

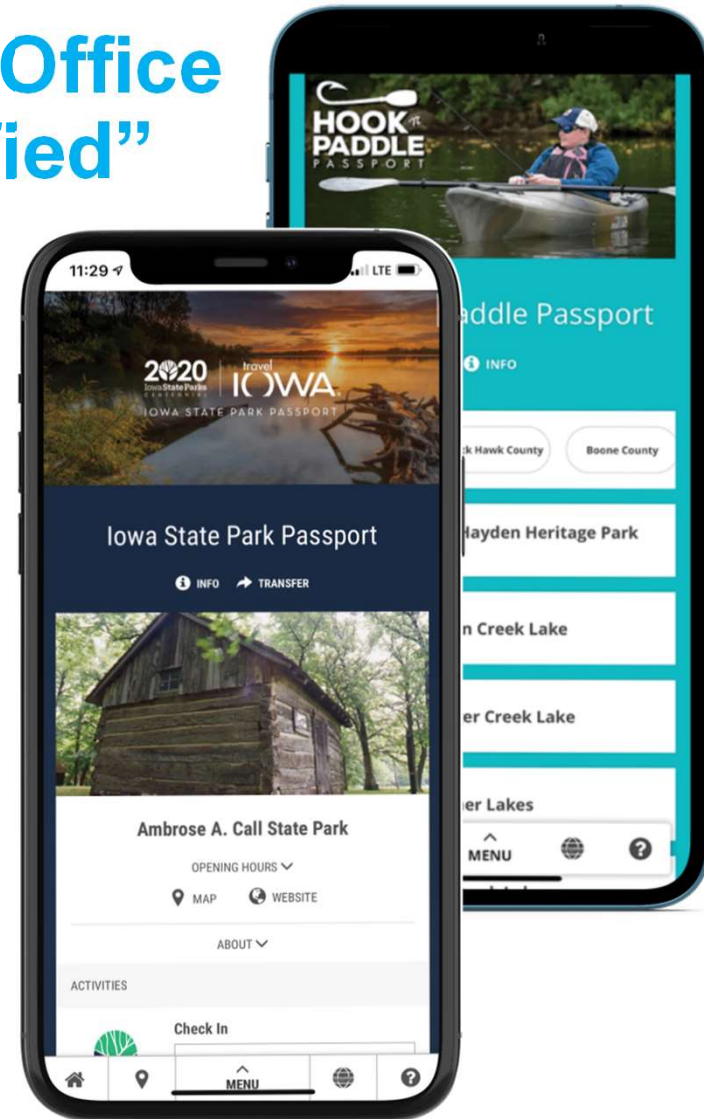
For Sally Ortgies parks are both a passion and profession. She and her husband visited all of Iowa's 83 state

[READ](#)



## Iowa Tourism Office Digital “Gamified” Passports

- ✓ Iowa State Parks
- ✓ Iowa Beer
- ✓ Iowa Wine
- ✓ Iowa Distillery
- ✓ Iowa Scenic Byways
- Thousands of visitors and Iowans use these passports available through the Iowa Tourism Office.
- The State Park’s passport is the most popular with over 22,000 participants
- Links to Partner Passports – Hook N’ Paddle



# THIS IS IOWA

## A Secret Worth Sharing

### :30 Spot Results



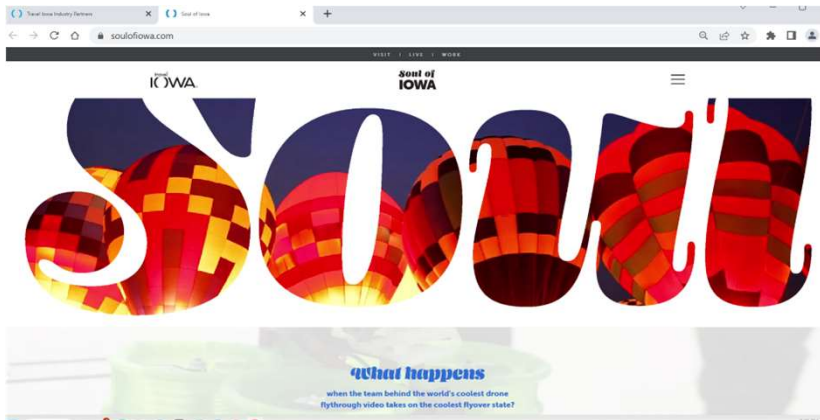
Iowa's first **National and Regional Cable** ad showcased stunning travel imagery and key lifestyle messaging via dozens of cable and regional network television channels.

- **87%** online video completion rate
- **335,711 minutes** spent viewing on Facebook & Instagram
- **26,305 visits** to ThisIsIowa.com
  - 171% increase (YoY)
  - **636 Make Your Move clicks**
  - 592 Travel Guide orders
  - 253 Iowa Story views

**7,124** national and regional cable placements

**155+ MILLION** impressions in just 7 weeks





*“What happens when the team behind the world's coolest drone flythrough video takes on the coolest flyover state?”*

## **Border State Travelers**

## **All U.S. Travelers**

***Increased awareness of Iowa as a destination***

**71%**

**85%**

***More likely to consider traveling to Iowa***

**69%**

**80%**

## (7) Hero

- Council Bluffs Convention & Visitors Bureau
- Discover Ames
- Boone County CVB
- Think Iowa City
- Cedar Rapids Tourism/  
Linn County Conservation/  
Indian Creek Nature Center
- Madison County Chamber of Commerce
- Sioux City

## (8) Core Plus

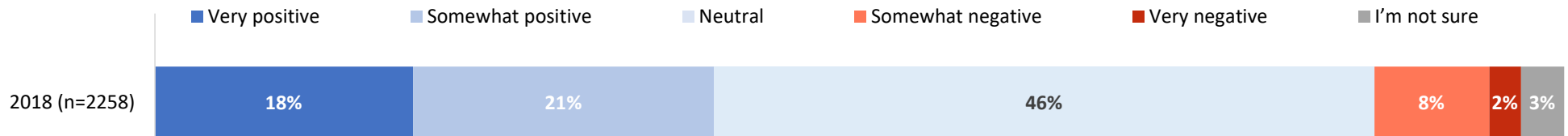
- Charles City Chamber/Tourism
- Pathfinders RC&D Historic Hills Scenic Byway and Davis County Development Corporation
- "Upper Mississippi" – Lansing, Allamakee County, Marquette/McGregor and Guttenberg Chamber of Commerce
- Jackson County Area Tourism Association
- Red Rock Area-Marion County Development Commission
- Dyersville Area Chamber of Commerce
- Visit Fairfield
- Visit Mason City

## (10) Core

- O'Brien County Economic Development & Tourism/  
Le Mars CVB
- LeClaire, Iowa Tourism/  
Quad Cities/Greater Muscatine Chamber of Commerce and Industry
- Keokuk Area Convention & Tourism Bureau
- Evolution of the Heartland with Audubon and Manning
- Meet Ottumwa/Mahaska Chamber
- Cedar Falls Tourism & Visitors Bureau
- Fayette County Economic Development & Tourism
- City of Storm Lake
- Visit Fort Dodge
- Marshalltown Area Chamber of Commerce



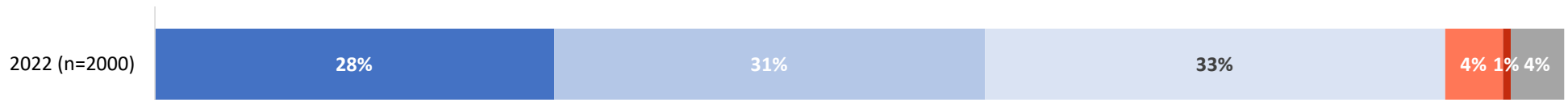
# Results of Iowa Tourism Marketing Campaign National Perceptions of Iowa



Positive perceptions of Iowa have increased from 39% to 59%

“Neutral” declined from 46% to 33%

“Negative” perceptions dropped in half.



**For the 1<sup>st</sup> Time in a Decade Iowa has a Positive Net Migration!**

*2018: Moving to Iowa Survey December 2018*

*2019: Creative Strategy research Jan/Feb 2019*

*2022: Q17/Q3 Overall, is your perception of Iowa positive, neutral, or negative?*

# *Lessons in Perspective Natural Resources & Tourism*

- Land Acquisition
- Forest, Prairie and Wetland Health and Restoration
- Trail and Park Development
- Interpretation, Wayfinding and Education
- Surface and Ground Water Quality
- Watershed Protection & Restoration
- Flood Prevention
- Natural Area Protection & Public Land Access
- Landscape Connectivity and Ecosystem Health
- Landscape Level Conservation and Ecology
- Wildlife Management/Threatened & Endangered
- Stream and River Health & Restoration
- River Safety – Dam Removal





## *Lessons in Perspective Natural Resources & Tourism*

### “Hidden” Natural Resources

- Are more likely to be destroyed or taken away
- Fewer people stand up for them
- Fewer people miss what they never knew
- Get found and negatively impacted

Natural areas and attractions develop a brand over time

- Party Destination?
- “Beautiful” “Family Friendly”  
“Legal” “Safe” “Sustainable”?



# *New Tourism Partnerships*

## Traditional Tourism Organizations Partnering with Non-traditional

- County Conservation Boards
- City & County Parks
- Scenic Byway Boards
- State Parks Friends Groups
- Audubon
- Trout Unlimited
- Bird Friendly Iowa
- Friends of the Hatchery
- River Alliances
- Trails Groups
- Historic and Cultural Orgs
- Other Nonprofits



# *Transforming & Unifying Iowa's Tourism Industry*

## *Statewide Partnership & Technical Assistance*

- **Travellowa.com**

- Visitor Focused Website
- International Platform for Iowa's Tourism Industry
- Where business and community brands are projected
- Partners "Create an Account" Submit Listings and Events
- Photos, videos, events and travel focused stories

- **IndustryPartners.Travellowa.com**

- Iowa Tourism Industry Focused
  - Businesses, communities, tourism sites, event organizers
  - Private and public partners
  - Local, county, regional, state
- Iowa Tourism Office communication
- Industry training, learning networking
- Tourism Marketing Grant, Coop advertising, Free marketing tools
- Industry research & analytics

# SEE IOWA

## FROM A NEW PERSPECTIVE

DISCOVER

**BUILD A  
ROAD TRIP**

HIT THE ROAD

**GET MORE  
INSPIRATION**

SUBSCRIBE



**ORDER A FREE  
IOWA TRAVEL GUIDE**

ORDER NOW



# Travellowa.com

## "Build a Road Trip"

- Visitors take a virtual trip to your county.
- Filter 'Results by Distance' and 'Category'.
- Who and what is listed; who and what isn't listed.
- Does they see who you are and what you have?
- What do your listings look like? Do they build on each other to tell your story?
- Are natural areas, parks, playgrounds, campgrounds & trails included?
- Do you appeal to your target audience?

*How do  
3 M  
Visitors  
See You?*

# Create an Account Add a Listing

- Traveliowa.com
- “Create an Account”
- "Submit a Listing“
- Include Parks, Trailheads, Playgrounds, Cabins and Campgrounds, Watertrail Access, Natural Areas etc.
- Branded Photos & Videos
- Link to MyCountyParks
- Story updates
- Work with partners to maximize “Also in the Area” feature
- Add Events

The screenshot shows the Traveliowa.com website interface. At the top, there's a navigation bar with 'Things To Do', 'Places To Go', and 'Plan My Trip'. The main content area features a listing for the 'DRIFTLESS AREA EDUCATION AND VISITOR CENTER'. Below the listing, there's a section titled 'THE LOESS HILLS: IOWA'S FAMOUS GEOLOGICAL GEM' and another for 'HARTMAN RESERVE NATURE CENTER'. A map of Iowa highlights the 'DRIFTLESS AREA'. A red circle highlights the 'ALSO IN THE AREA:' section, which displays a grid of related listings including 'Escapology Escape Rooms', 'George Wyth State Park', 'Village Inn', and 'Pepper's Grill & Sports Pub'.

# Itineraries

- Travelers want Itineraries
- What to do, where to go, what to eat, where to stay
- Local and state tourism professionals and partners understand outdoor rec and parks are destinations
- Itineraries **will** include county natural areas, parks, waters, campgrounds, cabins, nature centers, etc.



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# Analytics

*IndustryPartners.Travellowa.com*

*> Research Tab <*

- Economic Impact Report – Annual: Statewide & County
- STR Report
- Arrivalist - Statewide, County and City Visitor Data
- Federal E.D. & Tourism Studies
- Other Research



# Tourism Data and Analysis

Year

2021



**\$6.1B**

Direct Visitor Spending  
YOY: ▲ 34.7%

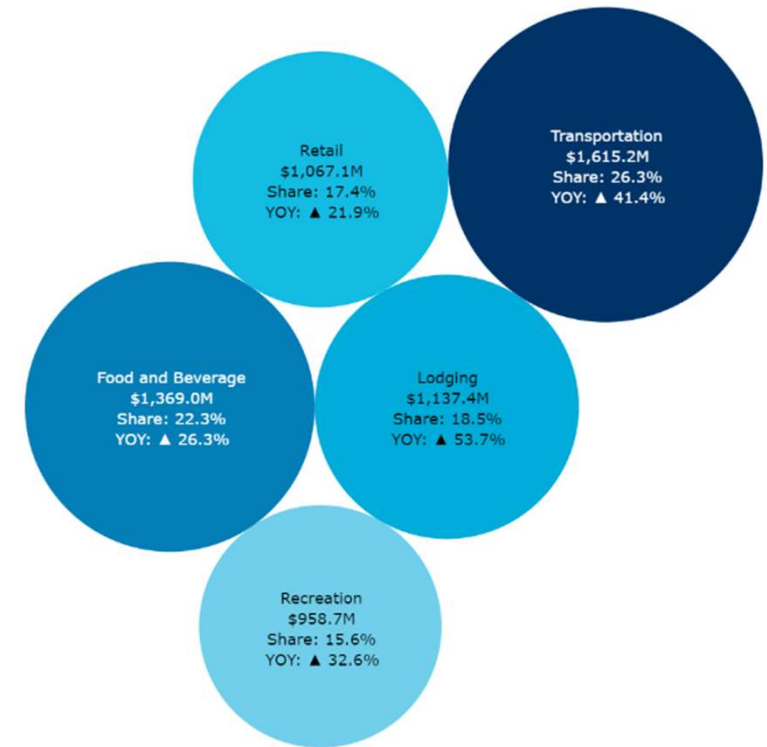
## Direct Visitor Spending

Amounts in millions of dollars

	2016	2017	2018	2019	2020	2021
<b>Total Spending</b>	<b>\$5,665</b>	<b>\$5,829</b>	<b>\$6,251</b>	<b>\$6,449</b>	<b>\$4,565</b>	<b>\$6,148</b>
Food and Beverage	\$1,214	\$1,241	\$1,328	\$1,395	\$1,084	\$1,369
Lodging	\$1,051	\$1,068	\$1,140	\$1,209	\$740	\$1,137
Recreation	\$954	\$982	\$1,041	\$1,074	\$723	\$959
Retail	\$1,088	\$1,093	\$1,140	\$1,135	\$876	\$1,067
Transportation	\$1,357	\$1,445	\$1,601	\$1,636	\$1,142	\$1,615

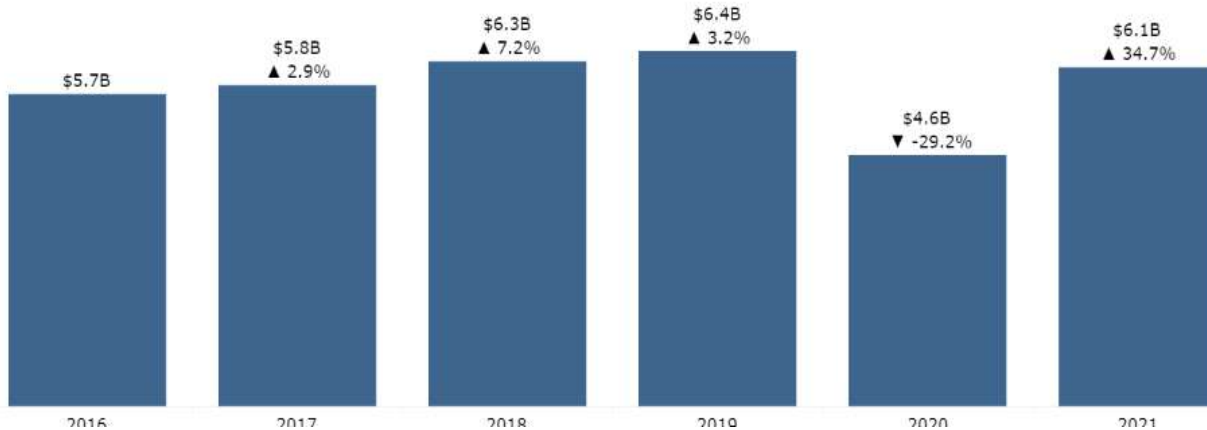
## Visitor Spending by Category in 2021

Actual, share & % change YOY



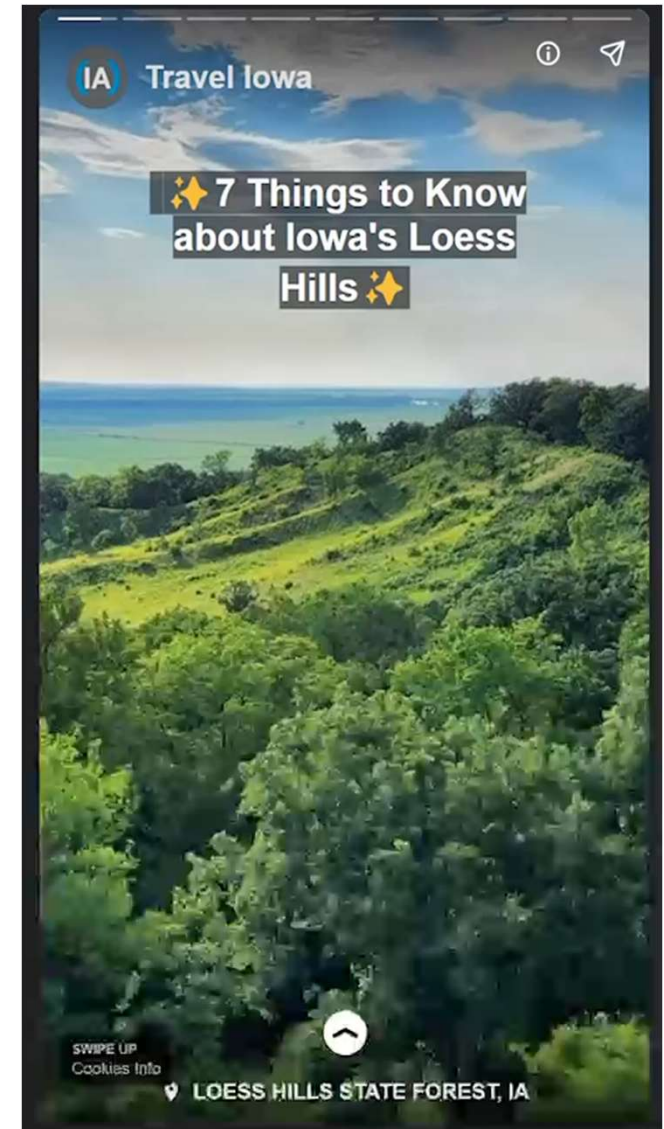
## Direct Visitor Spending

Actual & % change YOY



# Localhood – Vertical Story Telling

- Free on IndustryPartners.Travellowa.com
- Unlimited # of social media stories
- Upload 5 to 15 photos and/or videos/story
- Monitor success!
- Uploadable to Instagram Reels/Facebook Stories and other social media platforms
- Galleries (4 or more stories) can be uploaded
- Completed stories automatically appear in Google searches as visual stories,
- Tagged stories are pulled to appear in the Localhood gallery on Travel Iowa's homepage





Wildflowers of Wapello County



Spend a weekend at Pioneer Ridge Nature Area



7 BEST #THISIDELCO

7 Best Parks in Delaware County, Iowa



Visit Wildcat State Park



Lake Meyer



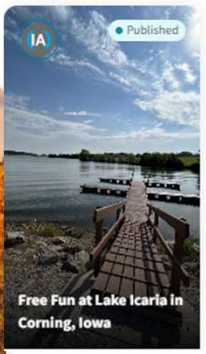
Best Fall Sightseeing in Winneshiek County, IA Parks



Fall in Storm Lake



Free Fun at Lake Icaria in Corning, Iowa



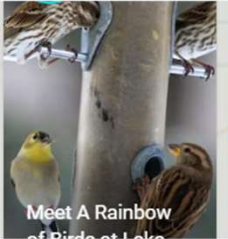
9 Best Fall Color View Iowa's Loess Hills



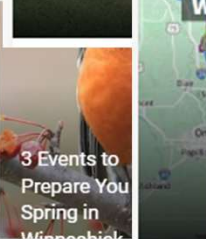
Six Spring Wildflowers to Find at Winneshiek County Parks



Top Spots for Winter Recreation



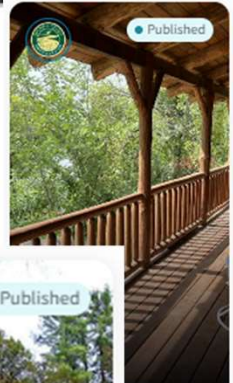
Meet A Rainbow of Birds at Lake Meyer



3 Events to Prepare You Spring in Winneshiek County



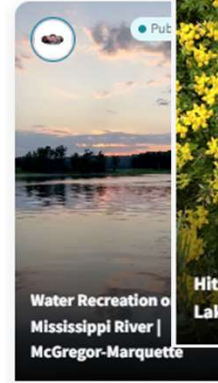
5 Beautiful State Preserves in Western Iowa



5 Must-See's in Jackson County Iowa



Horse Trails in Iowa



Water Recreation on Mississippi River | McGregor-Marquette



Hit the trails at Iowa's Lake Anita State Park



20 Ways to Admire Fall Colors in Iowa



Local Wonders of Winneshiek County, IA



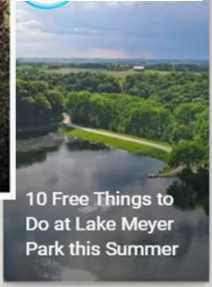
Places to Hike in Mason City, Iowa



3 Fun Water Activities in Cedar Falls, IA



Wander Women: Showcasing Iowa's Outdoor Adventures



10 Free Things to Do at Lake Meyer Park this Summer

# *Iowa Tourism Grant*

- Tourism Marketing
  - Advertising, Print, Multimedia, Event
- \$2,500 to \$10,000
- 80:20 ratio
- Due Annually in September
- Must align with Iowa Tourism Office Marketing Plan
- CCBs, Friends Groups and other natural resource focused groups are eligible
- Your parks and trails may be the focus of someone's marketing campaign





## *Next Steps*

- *Stay Informed*
- *Inform Others*

- **Industry Newsletter**  
([IndustryPartners.TravelIowa.Com](http://IndustryPartners.TravelIowa.Com))
- **Tourism Liaisons**
- Social Media
- Bi-monthly Iowa Tourism Office Webinars
- Bi-monthly Insider Meetings
- Annual Iowa Tourism Conference (March)
- [IndustryPartners.Travellowa.com](http://IndustryPartners.Travellowa.com)



**Thank You**

travel  
**IOWA**<sup>®</sup>

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