

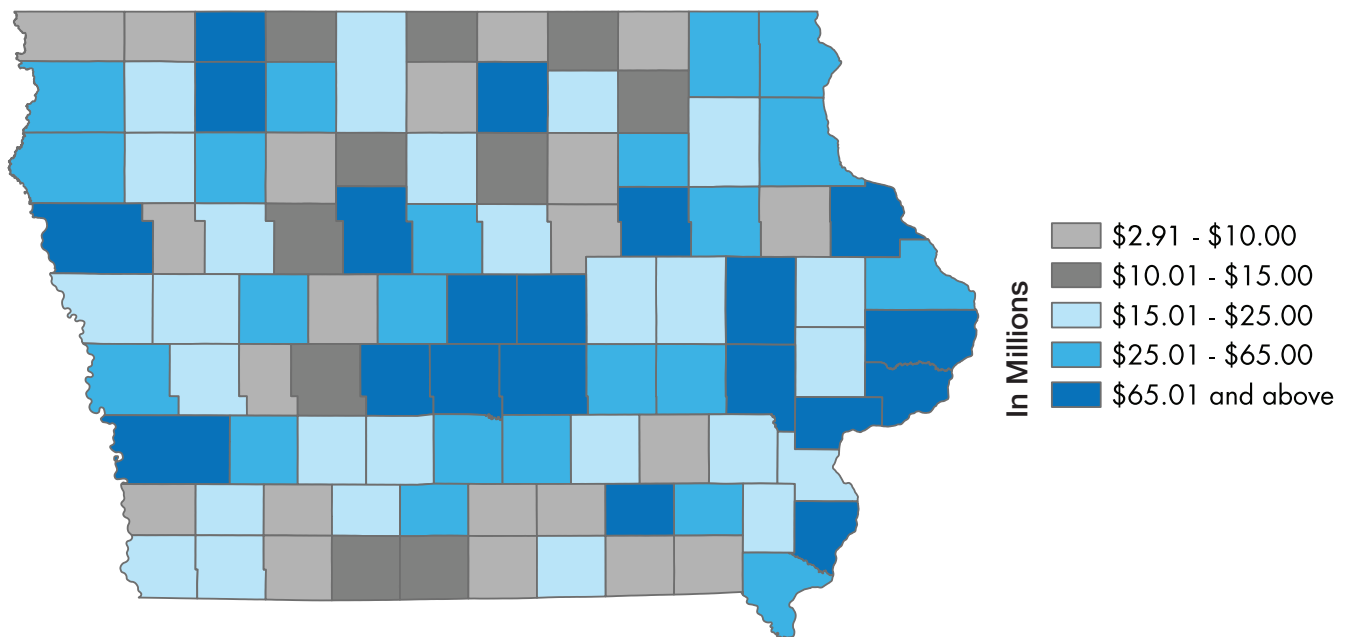
2018 ECONOMIC IMPACT

Assessment of Travel Impact on Iowa Counties

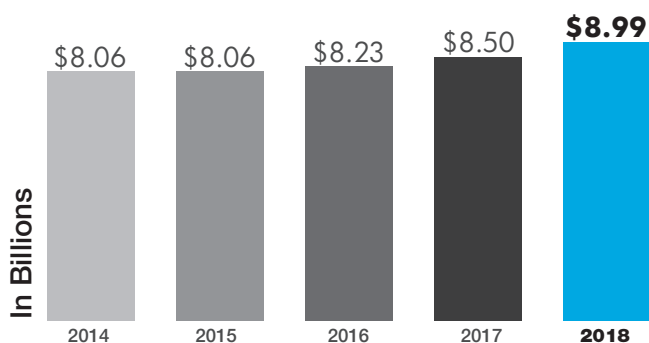


This summary presents the impact of U.S. residents' (domestic) traveler spending in Iowa in 2018. This report was generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM). Download the entire report, including information on each of Iowa's 99 counties, at traveliowa.com.

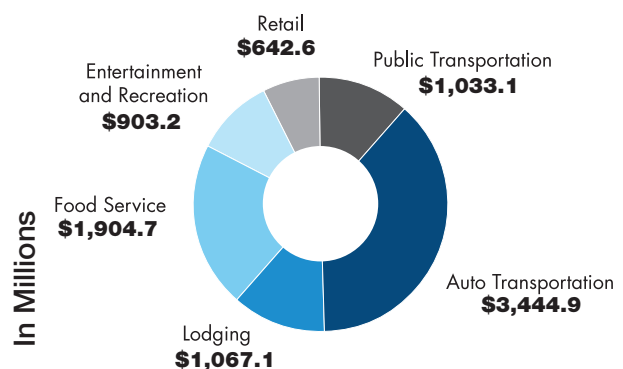
tourism benefits all 99 Iowa counties



travel-generated expenditures

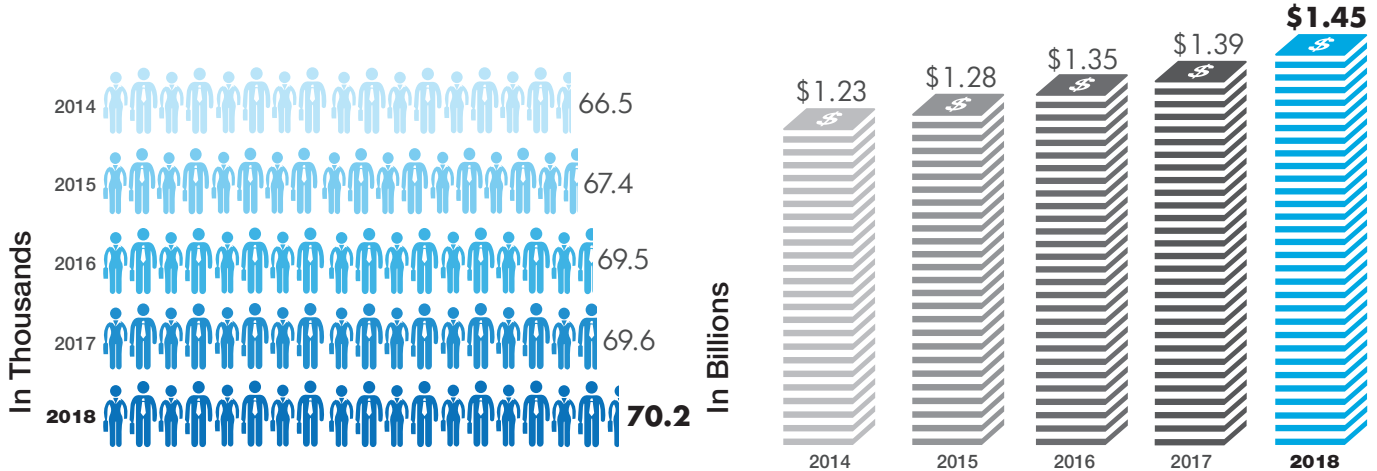


Domestic travelers spent a total of \$8.99 billion in Iowa during 2018, a 5.8% increase from 2017.



All sectors increased significantly in 2018: lodging (11.9%), retail trade (7.1%), food service (21.2%), entertainment and recreation (10.0%), public transportation (11.5%), and auto transportation (38.3%).

Domestic: 1.800.345.4692

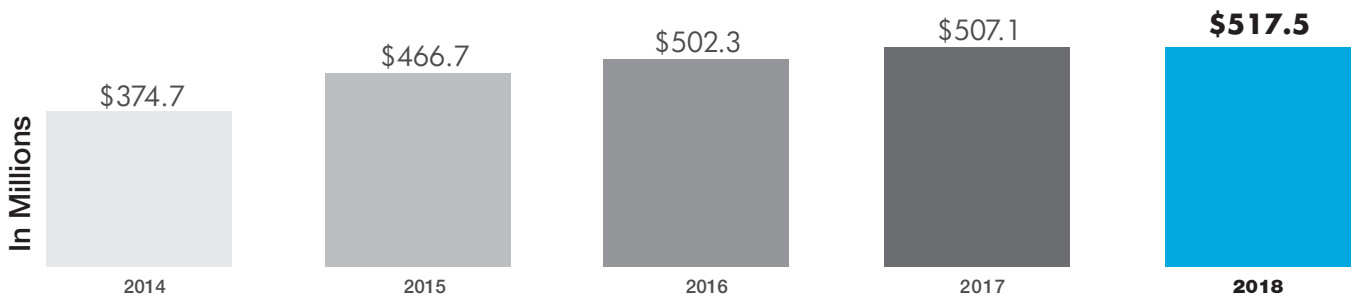


travel-generated employment

Tourism supported jobs in several sectors: food service (26,300), entertainment and recreation (13,900), lodging (12,300), auto transportation (7,800), public transportation (5,400), general retail trade (3,500) and travel planning (1,000) for a total of 70,200 tourism-related jobs in Iowa, an increase of 1.0%. Tourism comprised 4.4% of total state non-farm employment in 2018.

travel-generated payroll

Total payroll increased by 4.1% to over \$1.45 billion. On average, every dollar spent by domestic travelers produced 16.1 cents in payroll income for Iowa residents.



travel-generated state tax receipts

Total tax revenue generated by domestic travel increased 2.7%.

This study was prepared by the Research Department of the United States Travel Association.

For more information, please contact: LuAnn Reinders | luann.reinders@iowaeda.com | 515.328.6257