

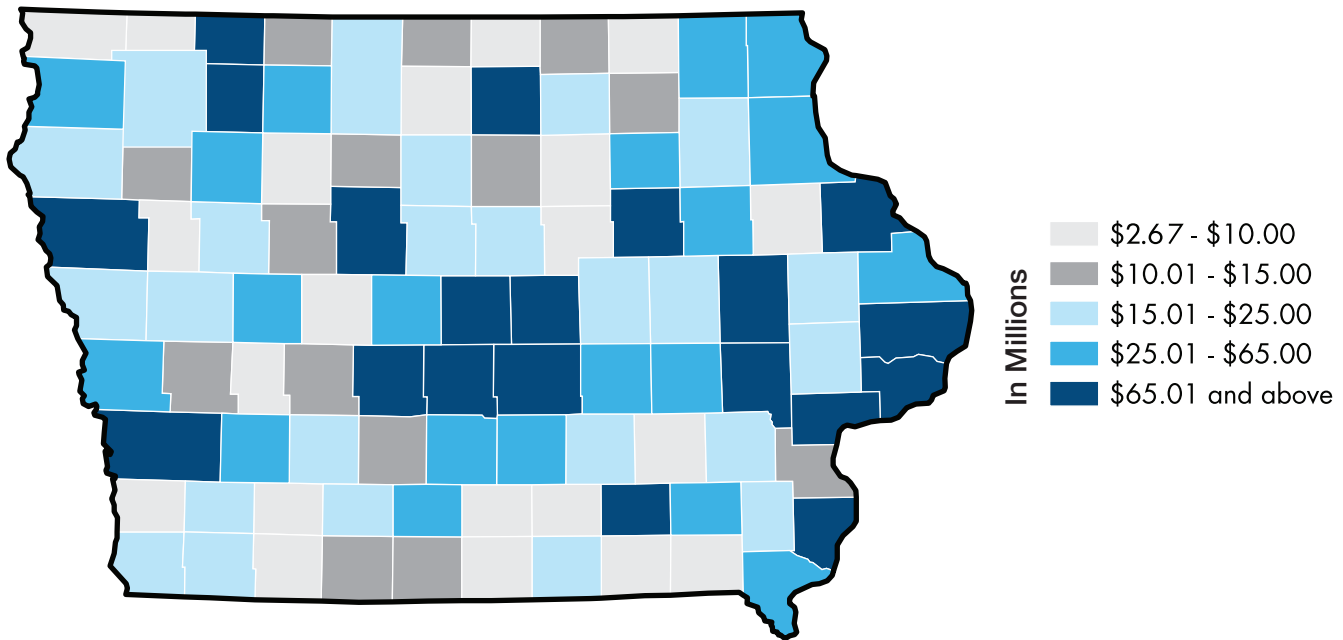
2016 ECONOMIC IMPACT

Assessment of Travel Impact on Iowa Counties

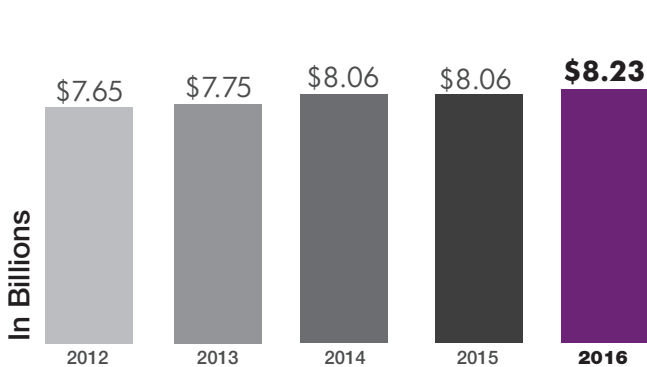


This summary presents the impact of U.S. residents' (domestic) traveler spending in Iowa in 2016. This report was generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM), unless otherwise noted. Download the entire report, including information on each of Iowa's 99 counties, at traveliowa.com.

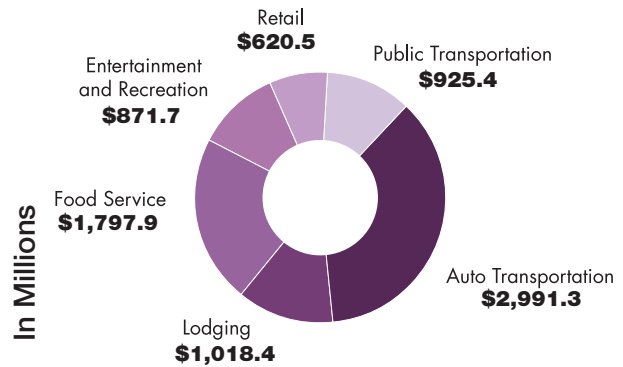
tourism benefits all 99 Iowa counties



travel-generated expenditures



Domestic travelers spent a total of \$8.23 billion in Iowa during 2016, a 2.0% increase from 2015.



Five sectors increased significantly in 2016: public transportation (3.4%), lodging (4.5%), food service (4.3%), retail trade (4.6%), and entertainment and recreation (4.5%). Due mainly to lower gas prices, auto transportation declined by -1.7%.

IOWA ECONOMIC DEVELOPMENT AUTHORITY

200 East Grand Avenue
Des Moines, Iowa 50309 USA

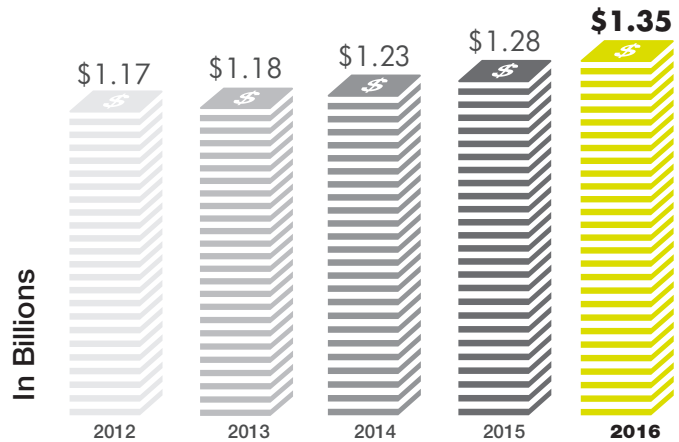
International: +1.515.725.3100
Domestic: 1.800.245.4692

travel-generated employment



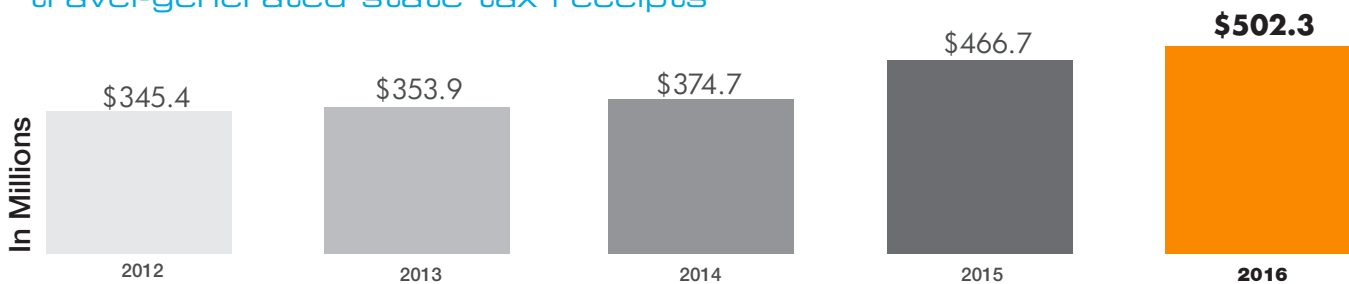
Tourism supported jobs in several sectors: food service (26,000), entertainment and recreation (13,800), lodging (12,300), auto transportation (7,800), public transportation (5,300), general retail trade (3,600) and travel planning (800) for a total of 69,500 tourism-related jobs in Iowa, an increase of 3.0%. Tourism comprised 4.4% of total state non-farm employment in 2016.

travel-generated payroll



Total payroll increased by 5.7% to nearly \$1.4 billion. On average, every dollar spent by domestic travelers produced 16.4 cents in payroll income for Iowa residents.

travel-generated state tax receipts



Total tax revenue generated by domestic travel increased 7.6%, largely because of lower gas prices spurring more gallons of gas purchases. Iowa's gasoline tax rate is by gallon of gas.

This study was commissioned with the support of these organizations: Iowa Tourism Office, Travel Federation of Iowa, Iowa Destination Marketing Alliance, Iowa Group Travel Association, Central Iowa Tourism Region, Eastern Iowa Tourism Association and Western Iowa Tourism Region.

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