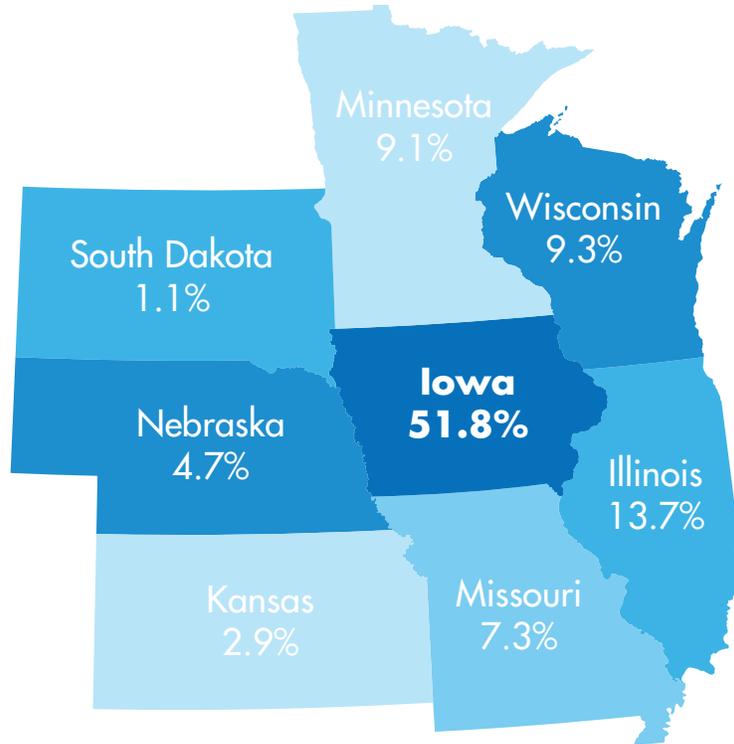


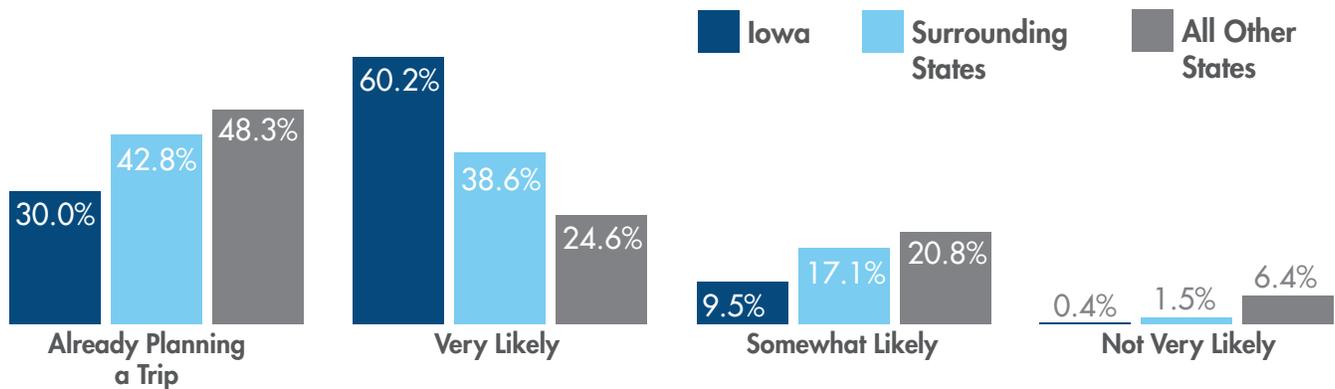
The Iowa Tourism Office's target markets are Iowa and the surrounding states of Illinois, Kansas, Minnesota, Nebraska, South Dakota and Wisconsin. These travelers ordered an Iowa Travel Guide in 2017 via traveliowa.com.

Travelers' Places of Residence In Target Market

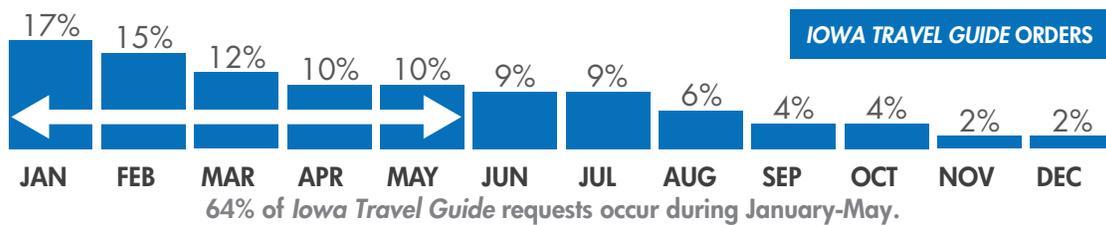
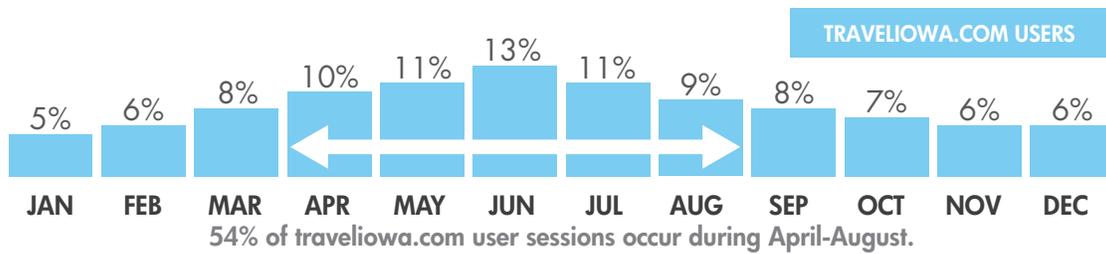
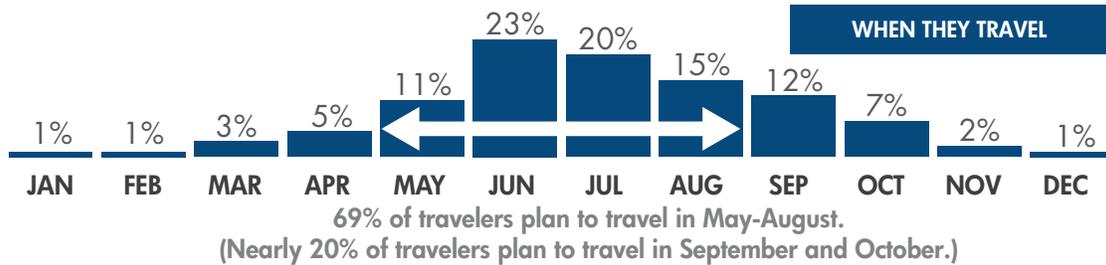


Likelihood to Travel Iowa

At the time of ordering, 90.2 percent of Iowans and 81.4 percent of travelers from surrounding states say they are "Already Planning a Trip" or are "Very Likely" to take a trip to Iowa. Travelers from out of state are more likely to have already committed to a trip to Iowa when they order the guide.

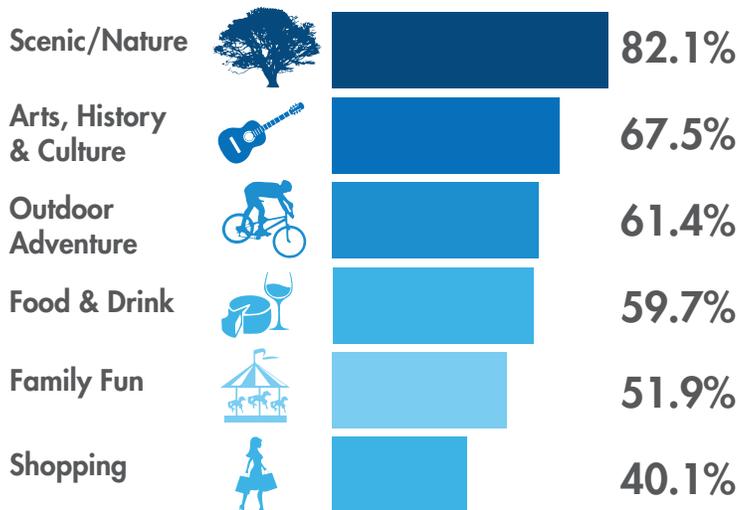


Trip Planning



Traveler Interest Areas

Multiple Answers Accepted



Methodology

The Iowa Tourism Office trip planning survey is optional for travelers who ordered an Iowa Travel Guide via traveliowa.com. In 2017, 17,248 people who ordered a guide responded to the survey (76.3 percent); 5,922 respondents were Iowans and 7,022 respondents were from the surrounding states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.