



iTIP
Iowa Travel Industry Partners

**ONE VISION.
ONE MISSION.
ONE VOICE.**

iTIP is a state-wide tourism association dedicated to supporting our tourism partners around the state through resources, education, advocacy and marketing initiatives.

IOWATRAVELINDUSTRY.ORG

**TOURISM EXPERIENCED
A RECORD YEAR BY
RECEIVING OVER**

\$50.70 MILLION

IN APPROPRIATIONS IN 2022.

Over \$30.5 million of that was new funding.
iTIP will ensure those appropriations are
deployed responsibly and maintained
in the FY24 budget.

2023 LEGISLATIVE PRIORITIES

**SUPPORT THE
ENACTMENT OF IWILL
(IOWA LAND AND LEGACY) FOR
WATER QUALITY INITIATIVES**

t **hat include funding for tourism and
quality of life components.**

**SUPPORT IOWA'S
CURRENT EARLIEST
SCHOOL START DATE OF
AUGUST 23**

to allow the tourism industry to generate revenue to pay for education.

In 2021, tourism generated
**\$1.0 BILLION IN STATE
AND LOCAL TAX REVENUES**
which support the state's education system.

Economic Impact of Visitors in Iowa 2021,
Tourism Economics, November 2022

2021 TOURISM INDUSTRY FACTS & FIGURES:

**VISITOR SPENDING
IN 2021 REACHED**

\$6.1 BILLION

That is a 35% increase over 2020. Spending grew across all sectors, driven by both pent-up demand as well as increases in prices of key commodities.²

Economic Impact of Visitors in Iowa 2021,
Tourism Economics, November 2022.

TRAVEL LABOR INCOME:

Visitor activity in 2021 generated a total of

\$2.2 BILLION.

Total tourism-generated income in Iowa rose to 90% of its 2019 level.¹ Tourism in 2021 supported a total of 65,000 jobs.



Economic Impact of Visitors in Iowa 2021,
Tourism Economics, November 2022



27% of border state travelers reported seeing an ad from the **Iowa Tourism Office** and **69% reported the campaign made them more likely to consider Iowa for their next trip.**

Iowa hosted 36 million + visitors to the state in 2022.

Arrivalist, December 2022

ECONOMIC IMPACT:

In 2021, Iowa's tourism experiences resulted in a

total economic impact on Iowa's economy



Economic Impact of Visitors in Iowa 2021,
Tourism Economics, November 2022



TRAVEL GENERATED TAX RECEIPTS:

Visitor spending, visitor supported jobs, and business sales generated **\$1.8 billion** in government revenues. Each household in Iowa would need to be taxed an additional **\$786** to replace the visitor-generated taxes received by Iowa state and local governments in 2021.

OUR MISSION

is to be the unified driving force of the travel and tourism industry promoting Iowa and its communities to positively impact the economy and quality of life for all Iowans.

iTIP Board of Directors

Kevin Bourke, Discover Ames Dave Herrell, Visit Quad Cities

Nicki Brus, Visit Quad Cities Lindsey James, Visit Mason City

Mark Eckman, Council Bluffs CVB Carrie Koelker, Travel Dubuque

Jessica Dunker, Rebecca Peters, Vacation Okoboji

Iowa Restaurant Association &
Jennifer Pickar, Cedar Falls
Iowa Lodging Association
Tourism & Visitors Bureau

Greg Edwards, Catch Des Moines

Keith Rahe, Travel Dubuque

Wes Ehrecke,

Josh Schamberger, Think Iowa City

Iowa Gaming Association

John Valliere, Iowa PGA
Kristi Franz, Explore Sioux City

Ginger Williams, Charles City

Kim Grzywacz,
Chamber & Tourism

CIT Signature Transportation

Tavis Hall, Experience Waterloo