



2024
iTIP
Iowa Travel Industry Partners

ONE VISION. ONE MISSION. ONE VOICE.

iTIP is Iowa's statewide tourism association:
A united team of travel professionals, providing resources
to foster diverse communities that inspire travelers.

IOWATRAVELINDUSTRY.ORG

2024 TOURISM LEGISLATIVE PRIORITIES

Support funding for tourism initiatives including the Iowa Tourism Office, Destination Iowa, Sports Tourism Fund, Community Attraction & Tourism (CAT), Meet in Iowa, and Community Placemaking Efforts.

In the past few years, the industry has been appropriated over **\$50 million yearly** in funding. This substantial investment is actively fueling growth and development in Iowa's communities, specifically bolstering tourism initiatives.

**Thank you for investing in Iowa's
tourism industry.**

ECONOMIC IMPACT:

In 2022, Iowa's tourism experiences resulted in a

\$10.4 BILLION

total economic impact on Iowa's economy. Visitors to Iowa are spending a total of **\$19 Million** across the state every day.*



*Source: Economic Impact of Visitors in Iowa 2022,
Tourism Economics, October 2023

MAINTAIN FUNDING & CONTINUED ENHANCEMENT OF REGIONAL SPORTS AUTHORITY DISTRICTS.

Direct visitor spending in 2022 reached
\$6.9 BILLION.

Visitor spending grew 13% over the prior year.

Notably, visitor spending on accommodations
grew 18% compared to 2021.*

*Source: Economic Impact of Visitors in Iowa 2022,
Tourism Economics, October 2023



Of the 41 states reporting their state tourism marketing budget, only 4 states have lower marketing budgets than the Iowa Tourism Office. The average state tourism marketing budget in FY23 was \$19.6M; median was \$11M.

The Iowa Tourism Office annual marketing budget is \$4.3M.**

** Source: US Travel Association

**MAINTAIN IOWA'S
CURRENT EXISTING
SCHOOL START
DATE LAW
OF AUGUST 23 TO ALLOW THE
TOURISM INDUSTRY TO GENERATE
REVENUE FOR THE STATE.**

In 2022, tourism generated \$1.1 Billion in state and local tax revenues. Each household in Iowa would need to be taxed an additional **\$847** to replace the visitor generated taxes received by state and local governments.*

*Source: Economic Impact of Visitors in Iowa 2022,
Tourism Economics, October 2023

LABOR INCOME IMPACTS:

Visitor activity in 2022 generated

\$1.4 BILLION

in direct labor income and a total of \$2.4 Billion when including indirect and induced impacts. Tourism in 2022 supported a total of 68,607 jobs.*



*Source: Economic Impact of Visitors in Iowa 2022,
Tourism Economics, October 2023

**SUPPORT
ALTERNATIVE
FUNDING
SOURCES
FOR TOURISM:**

including the enactment of IWILL and water quality initiatives that include funding for tourism and quality of life components, amongst other alternative sources.



DID YOU KNOW?

On average, Iowa visitors typically travel in groups of 2.8 people, often motivated by the desire to visit family and friends. About 33% of these travelers opt for air travel, enjoying stays that last approximately 3.3 days or 2.6 nights.***

*** Source: Visitor Profile Research Study,
Future Partners, October 2023

OUR MISSION

Tourism's Champion; increasing visitation and improving Iowa's economy through partnerships.

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