

SAVE OUR SUMMERS

Protect Iowa's School Start Date of August 23



Visitor Spending

Reached **\$6.9 billion** in 2022, a 13% growth over 2021. **\$19 million** was spent every day by visitors in Iowa.



Travel Generated Employment

Tourism in 2022 supported a total of **68,607 jobs**.



Travel Generated Payroll

2022 tourism generated **\$1.4 billion** in direct labor income.



Travel Generated Tax Receipts

The **\$1.1 billion in state and local tax revenue**. Tourism tax collections would cover the average salaries of over 17,000 public school teachers in Iowa.

A change to Iowa's school start date of August 23 is bad for the tourism industry.

Economic Impacts & Financial Consequences of Earlier School Start Date

- Changing Iowa's school start date has a negative impact on tourism, leading to a reduction in August visitors.
- The last 2 weeks of August 2023 welcomed **1.8 million visitors** or **128,571 visitors per day**
- Visitors are spending **\$22.36 million per day** in August
- The allowance for school to start 4 days earlier equates a loss of \$89.4 million to visitor spend.
- Decreased consumer spending contributes to a loss of millions of dollars to sales tax collections; including valuable local option sales tax.

Sources: Arrivalist (2023); The Economic Impact of Tourism on Iowa's Counties 2022, Tourism Economics (2023); Department of Revenue, 2022 Sales Tax Receipts (2023)

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Okoboji Case Study

- Travelers spend over **\$1.55 million per day** during the peak months of July, August, September
- A change in school start date by 4 days equates a loss of \$6.2 million in visitor spend
- Okoboji has a population less than 1,000 people with minimal corporate businesses. Visitors are primarily supporting the small, locally owned businesses that in turn reinvest in the local community.

Detrimental Effects

- Substantial revenue & job losses for major attractions: water parks/city pools, amusement parks, zoos, golf courses, lodging properties, state parks, restaurants, & youth sports tournaments.
- In a time of increased funding needs for schools, losing visitor dollars is detrimental.

Broader Consequences

- Tourism is more than places to visit; it's jobs, economic growth, quality of life, & revenue generation.
- Tourism impacts reach every job sector, county, school, child, & household in the state.
- Not all education happens inside a school. Summer jobs provide students their first job experiences. This work benefits their future as members of the workforce.

Sources: Arrivalist (2023); The Economic Impact of Tourism on Iowa's Counties 2022, Tourism Economics (2023); Department of Revenue, 2022 Sales Tax Receipts (2023)