



STUDENT TRAVEL TO IOWA



OUR PROCESS

Audience

STUDENT TOUR OPERATORS
& TEACHERS

Data Collection

EMAIL SURVEY, FOLLOW-UP
PHONE CALLS

of Respondents

96

Q1: ARE YOU CURRENTLY BOOKING STUDENT TRAVEL TO IOWA?

Response	Count	Percentage
Yes, we send multiple groups of students annually	9	9.4%
Occasionally, one or two groups	16	16.7%
Not currently, but have in the past	37	38.5%
No, never	34	35.4%
TOTAL RESPONDENTS	96	100.0%

Q2: IF YOU INCLUDE IOWA, WHAT IS THE PRIMARY PURPOSE OF TRAVEL?

Response	Count	Percentage
STEM / educational enrichment	36	43.9%
Music or performance travel	14	17.1%
Agriculture / industry exposure	30	36.6%
History / cultural studies	28	34.1%
Tour stop on multi-state itinerary	19	23.2%
College tours	1	1.2%
Religious purpose	1	1.2%

Percentages may exceed 100% (multi-select).

Q3: WHAT IS THE TYPICAL LENGTH OF STAY FOR STUDENT GROUPS VISITING IOWA?

Response	Count	Percentage
Day trip	23	37.1%
1 night	22	35.5%
2 nights	16	25.8%
3+ nights	1	1.6%

Q4: HOW IS IOWA MOST OFTEN POSITIONED WITHIN THE ITINERARY?

Response	Count	Percentage
Primary destination	11	17.7%
Part of a larger multi-state tour	21	33.9%
One-night stop	17	27.4%

Q5: WHICH AGE GROUPS ARE MOST LIKELY TO TRAVEL TO IOWA?

Response	Count	Percentage
High school	63	65.6%
Middle school	38	39.6%
College / university	12	22.9%
Elementary school	17	7.3%

** Percentages may exceed 100% (multi-select).*

Q6: HOW WOULD YOU RATE IOWA'S APPEAL AS A STUDENT TRAVEL DESTINATION? (0-10 SCALE)

Response	Count	Percentage
10	5	5.2%
9	3	3.1%
8	3	3.1%
7	4	4.2%
6	6	6.3%
5	14	14.6%
4	13	13.5%
3	21	21.9%
2	12	12.5%
1	10	10.4%
0	5	5.2%

Q7: WHAT STUDENT TRAVEL EXPERIENCES IS IOWA BEST POSITIONED TO OFFER?

Response	Count	Percentage
Outdoor, agriculture or environmental education	45	46.9%
STEM-focused programs	45	46.9%
Career exploration / workforce exposure	42	43.8%
Music, theater, or performance opportunities	32	33.3%
History and cultural experiences	31	32.3%

** Percentages may exceed 100% (multi-select).*

Q8: WHAT ARE THE PRIMARY BARRIERS TO INCLUDING IOWA? (SELECT UP TO 3)

Response	Count	Percentage
Perceived lack of marquee attractions	45	46.9%
Limited itinerary packaging	43	44.8%
Lack of awareness among planners	40	41.7%
Geographic routing challenges	38	39.6%
Budget considerations	25	26.0%

** Percentages may exceed 100% (multi-select).*

Q9: COMPARED TO NEIGHBORING STATES, HOW WELL IS IOWA PERCEIVED BY STUDENT TOUR GROUPS?

Response	Count	Percentage
Very well	18	18.8%
Adequately	36	37.5%
Below average	19	19.8%
Not marketed at all	23	24.0%

Q10: WHAT WOULD MAKE IOWA EASIER TO SELL TO SCHOOLS AND EDUCATORS?

Response	Count	Percentage
Better awareness of Iowa attractions suited for students	63	65.6%
Clearly defined educational outcomes (STEM, cultural, career-focused)	51	53.1%
Easier access to group-friendly lodging and dining options	48	50.0%
Sample budgets and pricing guidance	26	27.1%
Proof of success from other student travel programs	18	18.8%

** Percentages may exceed 100% (multi-select).*

Q11: HAVE YOU SEEN INCREASED INTEREST IN ANY OF THE FOLLOWING TRAVEL THEMES IN THE PAST 2-3 YEARS?

Response	Count	Percentage
Music and performance travel	46	47.9%
STEM / career readiness	43	44.8%
Cultural and historical travel	41	42.7%
Hands-on learning experiences	38	39.6%
Shorter, regional trips	15	15.6%

** Percentages may exceed 100% (multi-select).*

Q12: HOW IMPORTANT IS STEM-FOCUSED PROGRAMMING WHEN SELECTING DESTINATIONS? (0-10 SCALE)

Response	Count	Percentage
Score 0	8	8.4%
Score 3	2	2.1%
Score 4	9	9.5%
Score 5	13	13.7%
Score 6	9	9.5%
Score 7	13	13.7%
Score 8	16	16.8%
Score 9	15	15.8%
Score 10	10	10.5%

Q13: WOULD YOU BE INTERESTED IN LEARNING MORE ABOUT IOWA STUDENT TRAVEL OPPORTUNITIES?

Response	Count	Percentage
Yes	64	66.7%
Possibly	20	20.8%
No	12	12.5%



TAKE-AWAYS

1) Iowa has strong untapped potential in educational travel

While only 26% of respondents currently send student groups to Iowa regularly or occasionally, nearly 67% said they are interested in learning more about Iowa

2) STEM, agriculture and workforce readiness are Iowa's strongest positioning opportunities.

Planners identified outdoor/agriculture education (47%), STEM programming (47%) and career exploration (44%) as Iowa's top student travel strengths.

3) Awareness and packaging — not product quality — are the biggest barriers.

The top obstacles were perceived lack of marquee attractions (47%), limited itinerary packaging (45%) and lack of awareness among planners (42%), suggesting Iowa needs stronger storytelling and turnkey itineraries more than new attractions.

4) Student travel demand is shifting toward experiential learning.

The fastest-growing travel interests are music/performance travel (48%), STEM/career readiness (45%), cultural travel (43%) and hands-on learning experiences (40%) — all areas where Iowa can compete effectively.



Snapshot

Student Travel Pro is a digital media platform specifically designed for educators and school administrators seeking enriching, educational travel experiences for their students.

Our brand provides practical guidance for planning successful, safe and engaging experiential trips across North America.

Audience

- Middle and high school educators
- School administrators, principals, PTAs
- Student tour operators
- Destinations, attractions and museums offering educational student programming



OUR EDITORIAL STRATEGY

We help answer questions about how to organize an experiential journey with thoughtfully researched topics exclusively for educators.

Our content highlights every aspect of student travel planning, from raising funds and navigating group transportation to destinations that welcome school groups for memorable learning experiences.

In-depth feature articles focus on student group travel ideas that spark students' curiosity.

What we produce:

Three digital magazines annually - **Student Travel Planning Guide**, **Northeast Field Trip Guide** and **Southeast Field Trip Guide** - with feature content and educational experiences in the U.S. (50,000 distribution)

A bi-weekly e-newsletter featuring articles from our guides, content marketing and brand advertising from student-friendly products (20,000 circulation)

Funding and grant opportunities for student trips

Downloadable guides covering planning tips, logistics and safety guidance



HOW WE WORK WITH CLIENTS

- Free field trip directory profiles with over 800 museums and attractions with educational programming
- Destination/company content marketing - site inspections and itinerary creation
- Teacher Travel Guides on popular destinations such as Orlando, New York, Boston and Branson
- Brand advertising (placements ads) in our digital guides and e-newsletters



TRENDS & TAKEAWAYS

Emerging Industry Trends

- Increased demand for experiential, curriculum-connected travel
- Growing emphasis on safety, risk management and structured planning
- Rising need for funding solutions and cost-conscious trip design
- Expansion of career-focused and hands-on learning experiences
- Destinations developing dedicated student group programming

How Our Content Captures Trends

- We translate educator challenges into practical, step-by-step planning resources
- Content focuses on real classroom connections and measurable learning outcomes
- We highlight destinations that are equipped for group logistics and educational value
- Editorial coverage supports teachers in all planning aspects, from the initial idea through the trip execution

Industry Takeaways

- Educators are highly intentional planners seeking trusted, actionable resources that support logistics, safety and affordability
- Student travel decisions involve multiple stakeholders, creating layered marketing opportunities
- Positioning as an educational partner—not just a destination—drives stronger engagement



THANK YOU