

# 2021 ECONOMIC IMPACT OF VISITORS

## IN IOWA



**\$6.1 BILLION**  
Direct Visitor Spending



Visitors directly generated

**\$1.0 BILLION**

in state and local taxes which is equivalent to **\$786** in tax savings for every household.



Direct income for tourism-supported job holders in the state totaled

**\$1.3 BILLION**



Total share of jobs directly supported by visitor spending in the state was

**5.1%**

### SPENDING AND ECONOMIC IMPACT

2021	Iowa	
	Direct	Total
Employment	45.2K	65.0K
Labor Income	\$1.3B	\$2.2B
State Taxes	\$0.5B	\$0.7B
Local Taxes	\$0.5B	\$0.8B
Visitor Spending	\$6.1B	\$9.3B

*Amounts in billions of dollars*

Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022. Access the full report (PDF), 2021 County Level Data (Excel) and the Interactive Dashboard at [https://industrypartners.traveliowa.com/UserDocs/research/2021\\_iowa\\_tourism\\_economic\\_impact.pdf](https://industrypartners.traveliowa.com/UserDocs/research/2021_iowa_tourism_economic_impact.pdf)

#### 2021 VISITOR SPENDING



#### 2021 STATE TAXES



#### 2021 LOCAL TAXES



#### 2021 LABOR INCOME



#### 2021 EMPLOYMENT



# Tourism in Iowa is about more than places to visit.

It's jobs, economic growth, quality of life, and revenue generation.

It's about investing in Iowa's future. Iowa's tourism and travel industry asks for your support and investment. In turn we offer revenue for the state that can be invested in roads, schools and community development.

**travel federation of iowa**  
travelfederationofiowa.com

## THE POWER OF TRAVEL How Travel Dollars Support America



**DYNAMIC CONNECTIONS**  
*Tourism adds value every step of the way!*