

# 2021 ECONOMIC IMPACT OF VISITORS IN IOWA

Research on 2021 Visitors to Iowa  
and its Economic Impact on Western Iowa Tourism Region Counties



Western Iowa Tourism Region  
615 West Main Street, Sac City, IA 50583  
712.662.7383  
visitwesterniowa.com

# 2021 ECONOMIC IMPACT OF VISITORS

## IN IOWA

The travel sector is an integral part of the Iowa economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of Iowa's future.

To quantify the economic significance of the tourism sector in Iowa, the Iowa Tourism Office contracted with Tourism Economics to prepare a comprehensive model detailing the far reaching impacts arising from visitor spending.

The results of this study show the scope of the travel sector in terms of direct visitor spending, as well as the total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

The analysis of tourism's impact on Iowa begins with actual spending by visitors, but also considers the downstream effects of this injection of spending into the local economy.

To determine the total economic impact of tourism in Iowa, visitor spending was input into a model of the Iowa economy that calculates three distinct types of impact: direct, indirect, and induced.

The impacts on business sales, jobs, wages, and taxes are calculated for all three levels of impact.

DIRECT IMPACTS Tourism's contribution measured visitor spending		INDIRECT IMPACTS Purchases of inputs from suppliers Suppliers' own supply chains.		TOTAL IMPACTS Direct, indirect and induced impacts	
RETAIL		SUPPLY CHAIN EFFECTS	B2B GOODS & SERVICES PURCHASED	SALES	
ENTERTAINMENT/ REC				GDP	
FOOD & BEVERAGE				JOBS	
TRANSPORTATION		INDUCED IMPACTS Consumer spending out of employees' wages:		INCOME	
LODGING		INCOME EFFECT	HOUSEHOLD CONSUMPTION	TAXES	

**Direct Impacts:** Visitors create direct economic value within a discrete group of sectors (e.g., recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.

**Indirect Impacts:** Each directly affected sector also purchases goods and services as inputs (e.g., food wholesalers, utilities) into production. These impacts are called indirect impacts.

**Induced Impacts:** Lastly, the induced impact is generated when employees whose wages are generated, either directly or indirectly by visitors, spend those wages in the local economy.

### ACCESS THE FULL REPORT

Go to [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 Interactive Dashboard
- 2021 Full Report (PDF)
- 2021 County-Level Data (Excel)



**Past Economic Impact Reports** - Prior to 2020, figures were generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM). Although previous years' reports are available on traveliowa.com, they shouldn't be directly compared since Tourism Economics uses a different economic model.

To put the previous economic impact numbers in context, Tourism Economics ran five years of Iowa's historic data through the new economic model in 2020.

The Interactive Dashboard and Full Report (PDF) at the link above provide statewide and county-level impact data from 2019-2020.

The County-Level Data (Excel) provides statewide and county-level spending data from 2016-2021 and was used to create the tables and charts in this WITR report.

# DATA SOURCES & APPENDIX

## METHODOLOGY AND DATA SOURCES

An IMPLAN input-output model was constructed for Iowa. The model traces the flow of visitor-related expenditures through the state's economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism. Tourism Economics then cross-checked these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.

Visitors included those who stayed in overnight accommodations or those who came from a distance greater than 50 miles and deviated from their normal routine.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis.

This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the ES202 data.

The analysis draws on the following data sources:

- Travel Iowa: spending and visitor profile characteristics for visitors to Iowa based on historical Iowa Welcome Center survey data
- Arrivallist: mobile device geolocation data
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry
- STR lodging performance data, including room demand, room rates, occupancy, and room revenue
- Tax collections: sales and lodging tax receipts
- US Census: business sales by industry and seasonal second homes inventory
- Tourism Economics: international travel data for overseas, Canadian, and Mexican travel to Iowa based on aviation, survey, and credit card information.

**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)**

## GLOSSARY—SPENDING DEFINITIONS

**Lodging**—Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels, rentals and similar establishments.

**Food and beverage**—Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.

**Recreation/entertainment**—Includes visitors spending within the arts, entertainment and recreation sub-sector.

**Shopping**—Includes visitor spending in all retail sub-sectors within the local economy.

**Local transport**—Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.

**Service stations**—Visitor spending on gasoline.

**Second homes**—Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.

## GLOSSARY- ECONOMIC IMPACT DEFINITIONS

**Direct Impact**—Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).

**Indirect Impact**—Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).

**Induced Impact**—Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.

**Employment**—Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.

**Labor Income**—Income (wages, salaries, proprietor income and benefits) supported by visitor spending.

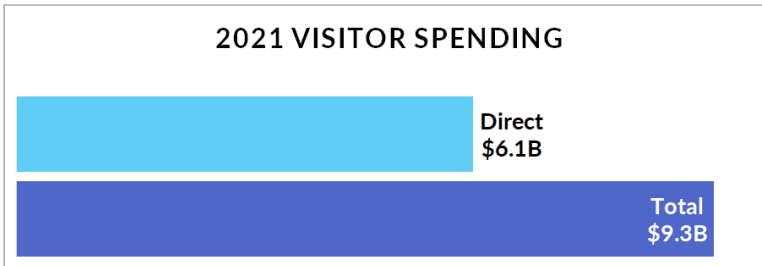
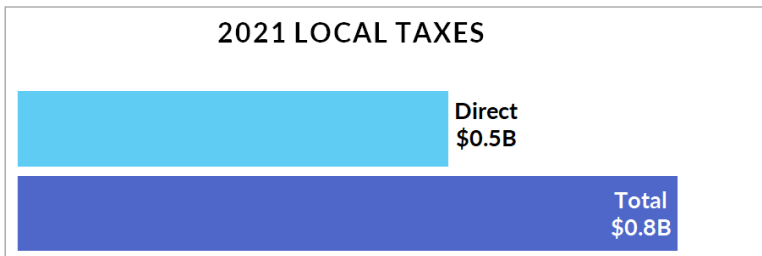
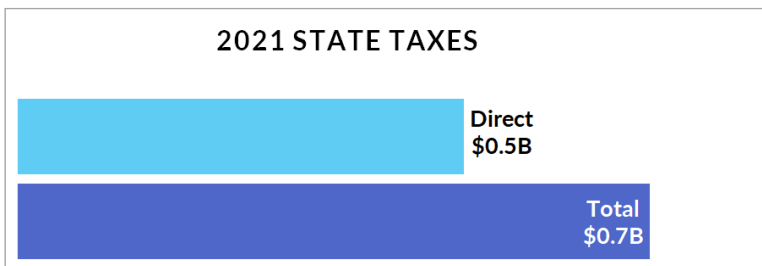
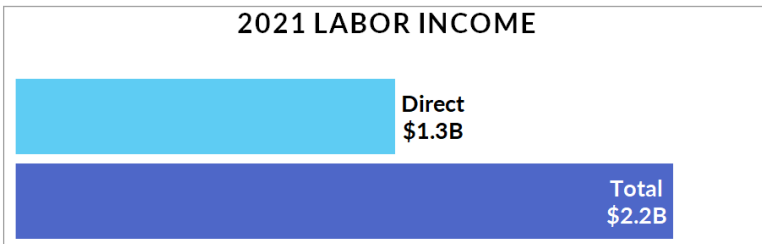
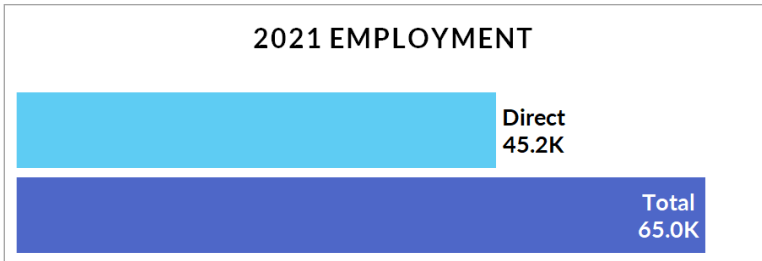
**Value Added (Gross Domestic Product (GDP))**—The economic enhancement a company gives its products or services before offering them to customers.

**Local Taxes**—City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities –from transportation to sanitation to general government.

**State Taxes**—State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.

# STATE ECONOMIC IMPACT SUMMARY 2021

## 2021 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*



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

**5.1%**



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

**\$1.3 BILLION**



Visitors directly generated

**\$1.0 BILLION**

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



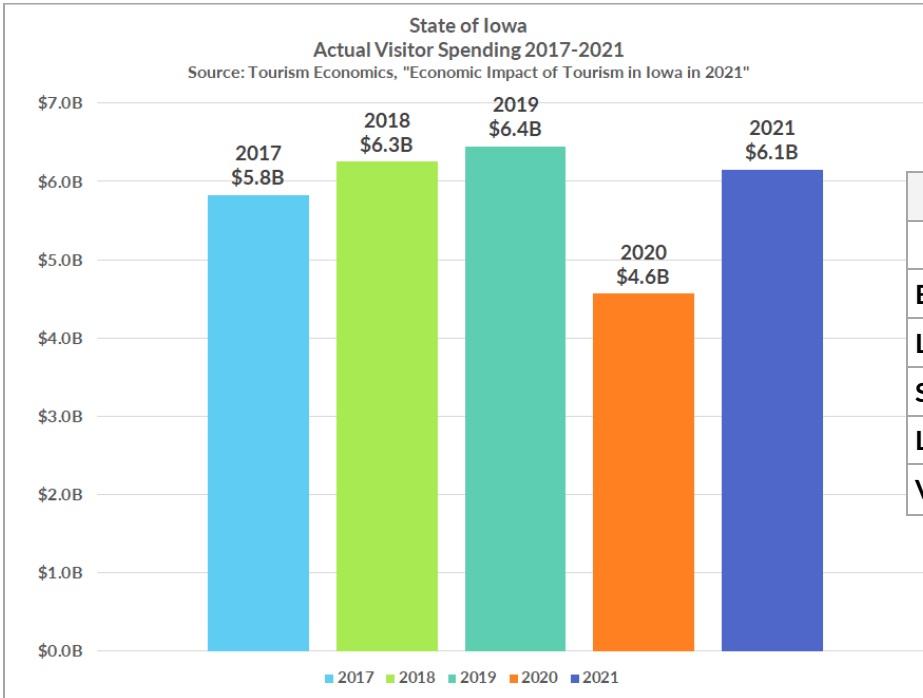
**\$6.1 BILLION**

Direct Visitor Spending

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)

# STATE OF IOWA 2021



## 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	\$0.7B
Visitor Spending	\$6.1B	\$9.3B

Amounts in millions of dollars

Actual Visitor Spending 2017-2021

## VISITOR SPENDING BY CATEGORY

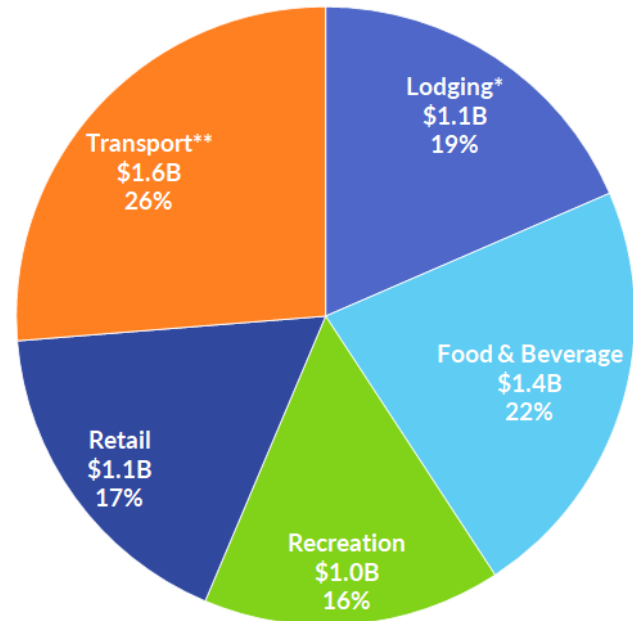
2021	Iowa
Food & Beverage	\$1.4B
Lodging*	\$1.1B
Recreation	\$1.0B
Retail	\$1.1B
Transportation**	\$1.6B
Spending--Direct	\$6.1B
Growth Rate	+34.7%
Share of State Spending	100%

Amounts in billions of dollars

\* Lodging includes 2nd home spending.  
\*\* Transportation includes both ground and air transportation.

State of Iowa  
Visitor Spending by Category in 2021 (\$B)  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



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)

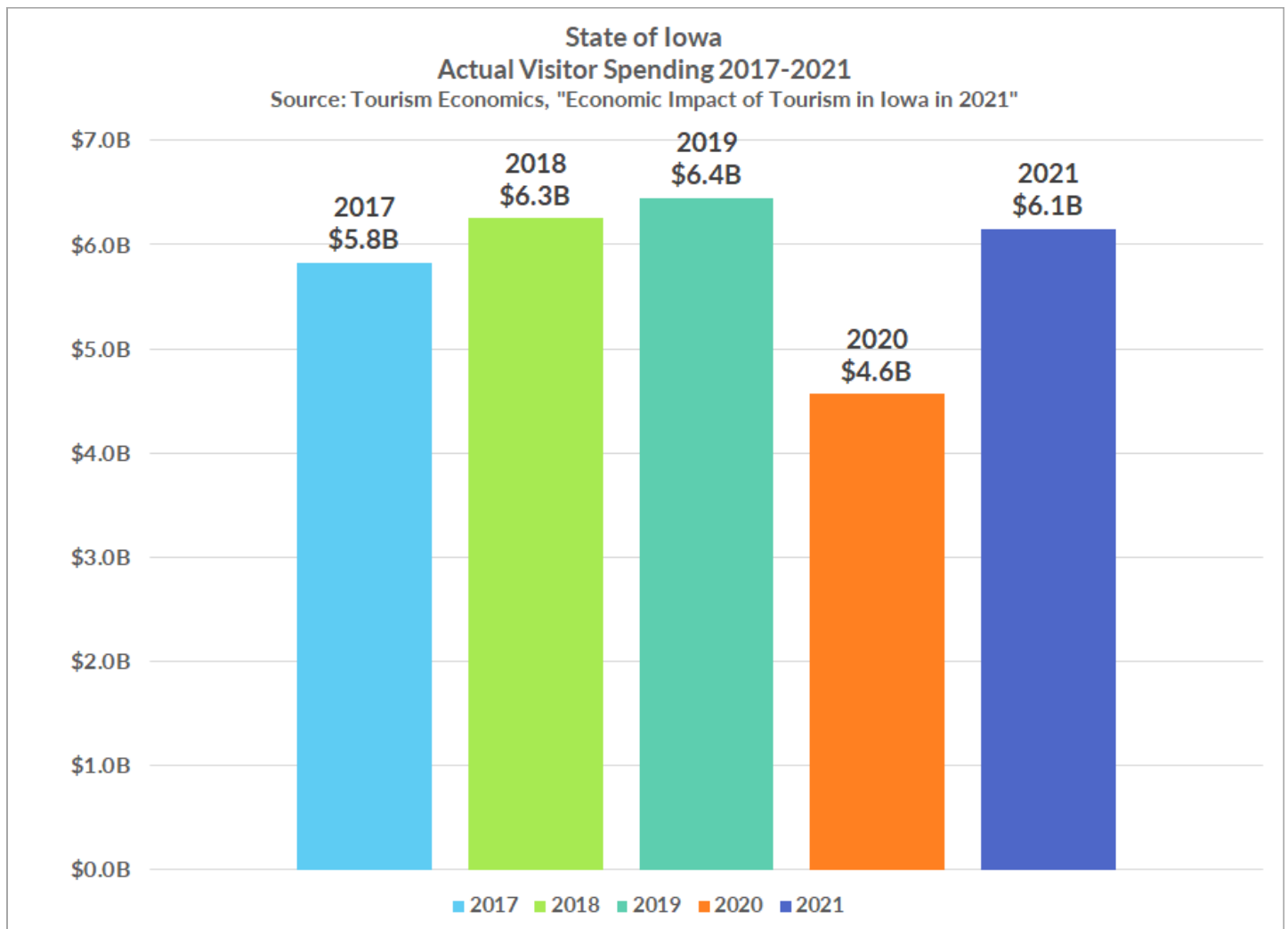


For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# IOWA VISITOR SPENDING 2017-2021

Iowa Visitor Spending, \$ billions, 2021 percentage change and percent recovered relative to 2019

2017	2018	2019	2020	2021	2021 Growth	% relative to 2019
\$5.8B	\$6.3B	\$6.4B	\$4.6B	\$6.1B	34.7%	95.3%



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)

# IOWA—VISITOR SPENDING BY INDUSTRY 2017-2021

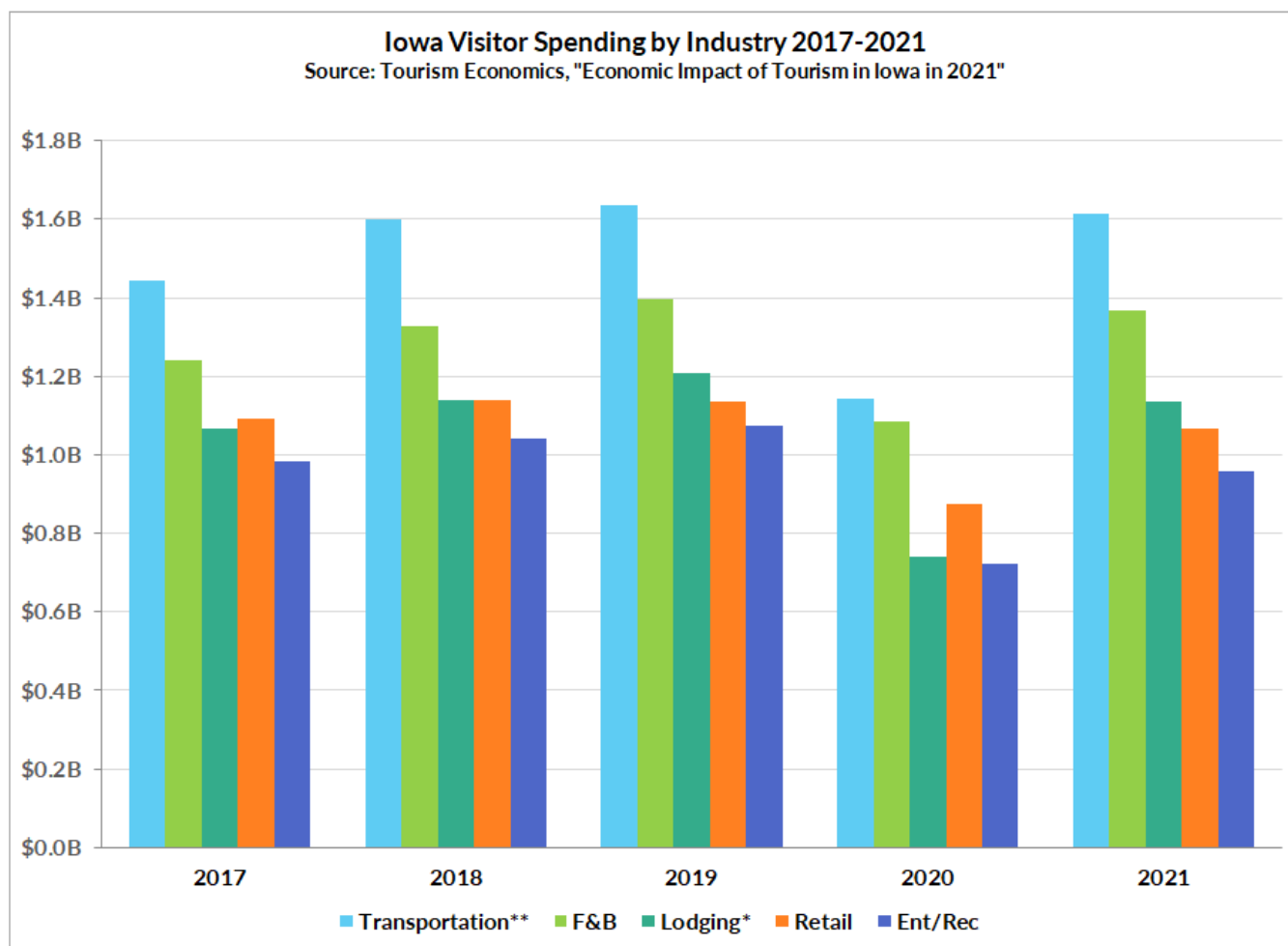
Amounts in billions of dollars

	2017	2018	2019	2020	2021	2021 Growth	% relative to 2019
Total Visitor Spending	\$5.8B	\$6.3B	\$6.4B	\$4.6B	\$6.1B	34.7%	95.3%
Transportation**	\$1.4B	\$1.6B	\$1.6B	\$1.1B	\$1.6B	41.4%	98.7%
Food & Beverage	\$1.2B	\$1.3B	\$1.4B	\$1.1B	\$1.4B	26.3%	98.1%
Lodging*	\$1.1B	\$1.1B	\$1.2B	\$0.7B	\$1.1B	53.7%	94.1%
Retail	\$1.1B	\$1.1B	\$1.1B	\$0.9B	\$1.1B	21.9%	94.1%
Ent/Rec	\$1.0B	\$1.0B	\$1.1B	\$0.7B	\$1.0B	32.6%	89.3%

Source: Tourism Economics

\* Lodging includes 2nd home spending.

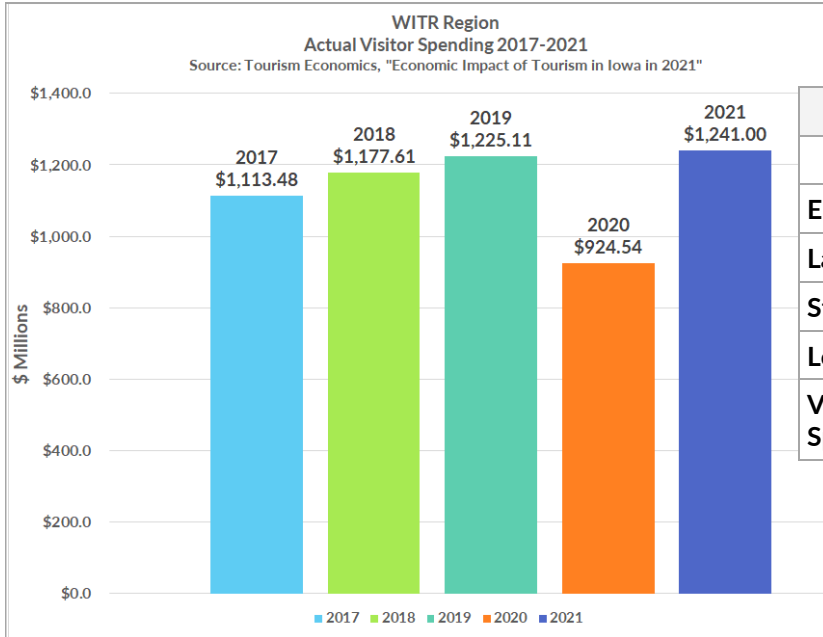
\*\* Transportation includes both ground and air transportation.



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)

# WESTERN IOWA TOURISM REGION VISITOR SPENDING



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	WITR Total		Iowa	
	Direct	Total	Direct	Total
Employment	8,273	11,998	45,249	64,989
Labor Income	\$236.46	\$410.31	\$1,275.77	\$2,212.66
State Taxes	\$99.22	\$138.94	\$480.31	\$680.22
Local Taxes	\$101.79	\$154.71	\$521.12	\$799.32
Visitor Spending	\$1,241.00	\$1,873.32	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	WITR Total	Iowa
Food & Beverage	\$267.47	\$1,369
Lodging*	\$240.93	\$1,137
Recreation	\$179.51	\$959
Retail	\$212.01	\$1,067
Transportation**	\$341.08	\$1,615
Spending--Direct	\$1,241.00	\$6,148
Growth Rate	907.6%	+34.7%
Share of State Spending	20.2%	100%

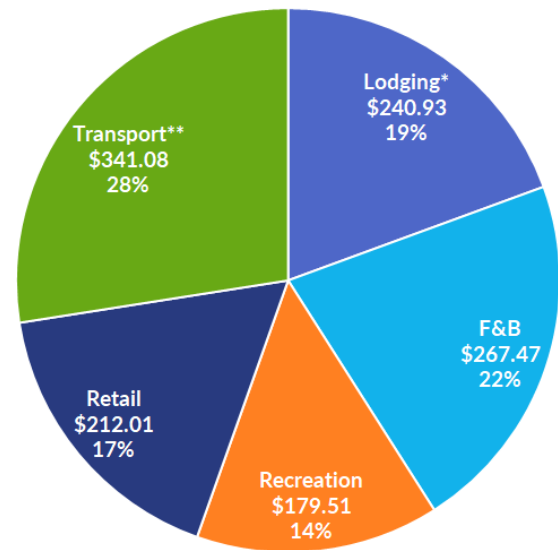
\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

## Western Iowa Tourism Region Visitor Spending by Category in 2021 (\$ mil)

Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)



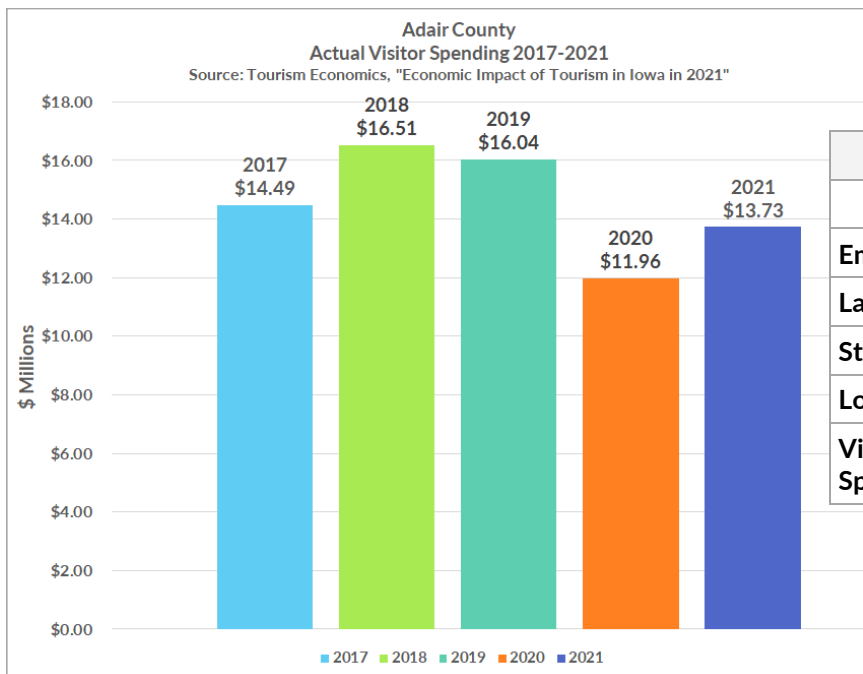
## Western Iowa Tourism Region Summary—Economic Impacts 2021

County	Employment		Share of State	Labor Income (\$ M)		State Taxes (\$ M)		Local Taxes (\$ M)		Spending ((\$ M)	
	Direct	Total		Direct	Total	Direct	Total	Direct	Total	Direct	Total
Adair	80	118	0.2%	\$1.82	\$3.31	\$1.11	\$1.54	\$1.01	\$1.55	\$13.73	\$20.98
Adams	22	32	0.0%	\$0.47	\$0.85	\$0.27	\$0.37	\$0.23	\$0.35	\$3.56	\$5.41
Audubon	26	38	0.1%	\$0.62	\$1.12	\$0.45	\$0.61	\$0.35	\$0.53	\$4.79	\$7.13
Buena Vista	247	356	0.5%	\$6.23	\$10.98	\$2.72	\$3.82	\$2.25	\$3.51	\$36.09	\$54.29
Calhoun	39	58	0.1%	\$0.99	\$1.76	\$0.56	\$0.78	\$0.61	\$0.92	\$6.15	\$9.28
Carroll	239	343	0.5%	\$5.29	\$9.48	\$2.35	\$3.32	\$2.18	\$3.42	\$30.40	\$46.88
Cass	106	158	0.2%	\$2.48	\$4.47	\$1.37	\$1.91	\$1.17	\$1.82	\$17.15	\$26.29
Cherokee	98	139	0.2%	\$2.26	\$3.99	\$1.09	\$1.52	\$0.70	\$1.13	\$11.30	\$17.53
Clay	197	298	0.5%	\$5.46	\$9.72	\$2.62	\$3.66	\$2.95	\$4.46	\$37.14	\$56.09
Crawford	133	189	0.3%	\$3.50	\$6.10	\$1.44	\$2.04	\$1.03	\$1.66	\$15.70	\$24.40
Dickinson	885	1,356	2.1%	\$26.13	\$46.10	\$15.25	\$20.89	\$18.85	\$27.50	\$203.90	\$296.64
Emmet	49	73	0.1%	\$1.35	\$2.39	\$0.71	\$1.00	\$0.63	\$0.98	\$7.84	\$12.04
Fremont	102	147	0.2%	\$2.89	\$4.98	\$1.19	\$1.65	\$0.89	\$1.38	\$15.71	\$23.22
Guthrie	131	186	0.3%	\$3.48	\$6.06	\$1.58	\$2.20	\$1.69	\$2.57	\$17.04	\$25.35
Harrison	110	157	0.2%	\$2.23	\$4.04	\$1.03	\$1.46	\$0.88	\$1.41	\$11.26	\$17.79
Humboldt	57	83	0.1%	\$1.75	\$3.04	\$0.61	\$0.88	\$0.62	\$0.98	\$8.44	\$13.03
Ida	69	96	0.1%	\$1.41	\$2.53	\$0.78	\$1.08	\$0.54	\$0.87	\$7.05	\$10.73
Kossuth	95	141	0.2%	\$2.13	\$3.88	\$1.25	\$1.75	\$1.03	\$1.61	\$13.44	\$21.13
Lyon	116	172	0.3%	\$2.98	\$5.24	\$2.00	\$2.67	\$1.36	\$2.01	\$26.13	\$37.17
Mills	47	69	0.1%	\$1.21	\$2.14	\$0.60	\$0.84	\$0.37	\$0.61	\$5.97	\$9.57
Monona	114	160	0.2%	\$2.72	\$4.76	\$0.96	\$1.38	\$1.00	\$1.57	\$10.67	\$16.47
Montgomery	108	152	0.2%	\$2.89	\$4.99	\$1.07	\$1.52	\$0.84	\$1.35	\$10.58	\$16.44
O'Brien	101	149	0.2%	\$2.63	\$4.65	\$1.25	\$1.75	\$1.08	\$1.68	\$15.28	\$23.42
Osceola	37	53	0.1%	\$0.84	\$1.49	\$0.43	\$0.60	\$0.34	\$0.53	\$5.02	\$7.59
Page	73	112	0.2%	\$1.70	\$3.15	\$1.05	\$1.48	\$0.84	\$1.35	\$11.70	\$18.62
Palo Alto	150	212	0.3%	\$3.53	\$6.21	\$1.62	\$2.28	\$1.86	\$2.82	\$17.26	\$25.98
Plymouth	151	226	0.3%	\$3.77	\$6.76	\$2.03	\$2.81	\$1.68	\$2.58	\$24.87	\$38.85
Pocahontas	30	43	0.1%	\$0.62	\$1.12	\$0.33	\$0.46	\$0.28	\$0.43	\$3.82	\$5.72
Pottawattamie	2,233	3,193	4.9%	\$73.83	\$125.53	\$25.77	\$36.45	\$27.66	\$42.19	\$308.73	\$465.76
Ringgold	33	53	0.1%	\$0.93	\$1.70	\$0.82	\$1.12	\$0.83	\$1.25	\$8.32	\$12.24
Sac	50	75	0.1%	\$1.33	\$2.38	\$0.83	\$1.13	\$0.98	\$1.45	\$10.42	\$15.31
Shelby	44	68	0.1%	\$1.22	\$2.20	\$0.68	\$0.95	\$0.52	\$0.82	\$8.41	\$13.06
Sioux	278	403	0.6%	\$6.87	\$12.11	\$3.31	\$4.58	\$2.81	\$4.28	\$44.22	\$67.07
Taylor	14	20	0.0%	\$0.30	\$0.54	\$0.23	\$0.31	\$0.15	\$0.23	\$2.91	\$4.27
Union	126	180	0.3%	\$3.70	\$6.35	\$1.52	\$2.12	\$1.07	\$1.71	\$15.51	\$23.94
Woodbury	1,884	2,689	4.1%	\$54.90	\$94.18	\$18.32	\$26.00	\$20.48	\$31.21	\$250.49	\$383.61
<b>WITR Total</b>	<b>8,273</b>	<b>11,998</b>	<b>18.5%</b>	<b>\$236.46</b>	<b>\$410.31</b>	<b>\$99.22</b>	<b>\$138.94</b>	<b>\$101.79</b>	<b>\$154.71</b>	<b>\$1,241.00</b>	<b>\$1,873.32</b>

## Western Iowa Tourism Region Summary—By Spending Category 2021

County	Food & Beverage	Lodging*	Recreation	Retail	Transport**	Total	Growth Rate (2021/2019)	Share of State
Adair	\$2.80	\$2.57	\$1.51	\$2.38	\$4.48	\$13.73	14.8%	0.2%
Adams	\$0.81	\$0.75	\$0.57	\$0.55	\$0.88	\$3.56	62.8%	0.1%
Audubon	\$0.81	\$0.78	\$0.64	\$0.74	\$1.82	\$4.79	28.7%	0.1%
Buena Vista	\$7.77	\$7.03	\$4.80	\$6.41	\$10.08	\$36.09	34.6%	0.6%
Calhoun	\$1.13	\$0.93	\$0.70	\$0.92	\$2.46	\$6.15	16.6%	0.1%
Carroll	\$6.70	\$4.90	\$4.41	\$5.97	\$8.43	\$30.40	22.3%	0.5%
Cass	\$3.55	\$2.85	\$2.51	\$3.00	\$5.23	\$17.15	21.3%	0.3%
Cherokee	\$2.58	\$1.96	\$1.61	\$1.97	\$3.17	\$11.30	21.0%	0.2%
Clay	\$7.91	\$7.15	\$4.95	\$7.83	\$9.31	\$37.14	26.4%	0.6%
Crawford	\$3.38	\$2.43	\$2.46	\$2.59	\$4.83	\$15.70	26.8%	0.3%
Dickinson	\$40.17	\$49.09	\$28.28	\$33.23	\$53.14	\$203.90	31.4%	3.3%
Emmet	\$1.35	\$1.18	\$0.80	\$1.33	\$3.17	\$7.84	13.5%	0.1%
Fremont	\$2.64	\$2.82	\$1.77	\$2.24	\$6.23	\$15.71	25.0%	0.3%
Guthrie	\$3.26	\$3.48	\$2.42	\$2.95	\$4.94	\$17.04	12.5%	0.3%
Harrison	\$2.74	\$1.86	\$1.22	\$1.84	\$3.60	\$11.26	8.5%	0.2%
Humboldt	\$1.73	\$1.39	\$1.05	\$1.41	\$2.86	\$8.44	23.2%	0.1%
Ida	\$1.36	\$1.30	\$1.05	\$1.12	\$2.22	\$7.05	3.3%	0.1%
Kossuth	\$2.88	\$2.08	\$1.86	\$2.10	\$4.51	\$13.44	9.6%	0.2%
Lyon	\$3.38	\$4.06	\$8.97	\$3.05	\$6.67	\$26.13	84.3%	0.4%
Mills	\$1.57	\$0.77	\$0.74	\$0.92	\$1.96	\$5.97	8.0%	0.1%
Monona	\$2.10	\$1.76	\$1.76	\$1.78	\$3.28	\$10.67	17.5%	0.2%
Montgomery	\$2.27	\$1.76	\$1.49	\$1.74	\$3.32	\$10.58	13.4%	0.2%
O'Brien	\$3.34	\$2.69	\$1.74	\$2.58	\$4.93	\$15.28	20.2%	0.2%
Osceola	\$0.86	\$0.67	\$0.58	\$0.67	\$2.24	\$5.02	37.9%	0.1%
Page	\$2.83	\$1.99	\$1.33	\$2.02	\$3.54	\$11.70	-5.4%	0.2%
Palo Alto	\$3.37	\$3.03	\$2.43	\$2.89	\$5.54	\$17.26	26.0%	0.3%
Plymouth	\$6.19	\$4.12	\$3.65	\$4.18	\$6.74	\$24.87	32.5%	0.4%
Pocahontas	\$0.60	\$0.50	\$0.50	\$0.58	\$1.64	\$3.82	15.3%	0.1%
Pottawattamie	\$67.77	\$61.80	\$46.78	\$49.50	\$82.88	\$308.73	44.3%	5.0%
Ringgold	\$1.01	\$1.27	\$0.68	\$1.04	\$4.32	\$8.32	2.8%	0.1%
Sac	\$1.86	\$2.00	\$1.37	\$1.75	\$3.44	\$10.42	29.4%	0.2%
Shelby	\$1.93	\$1.29	\$1.48	\$1.29	\$2.41	\$8.41	20.5%	0.1%
Sioux	\$10.65	\$7.97	\$6.44	\$7.17	\$11.99	\$44.22	50.3%	0.7%
Taylor	\$0.50	\$0.49	\$0.46	\$0.43	\$1.04	\$2.91	53.4%	0.0%
Union	\$3.53	\$2.70	\$1.90	\$2.69	\$4.69	\$15.51	10.4%	0.3%
Woodbury	\$60.17	\$47.50	\$34.59	\$49.16	\$59.06	\$250.49	44.5%	4.1%
<b>WITR Total</b>	<b>\$267.47</b>	<b>\$240.93</b>	<b>\$179.51</b>	<b>\$212.01</b>	<b>\$341.08</b>	<b>\$1,241.00</b>	<b>907.6%</b>	<b>20.2%</b>

# ADAIR COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Adair County		Iowa	
	Direct	Total	Direct	Total
Employment	80	118	45,249	64,989
Labor Income	\$1.82	\$3.31	\$1,275.77	\$2,212.66
State Taxes	\$1.11	\$1.54	\$480.31	\$680.22
Local Taxes	\$1.01	\$1.55	\$521.12	\$799.32
Visitor Spending	\$13.73	\$20.98	\$6,147.53	\$9,385.57

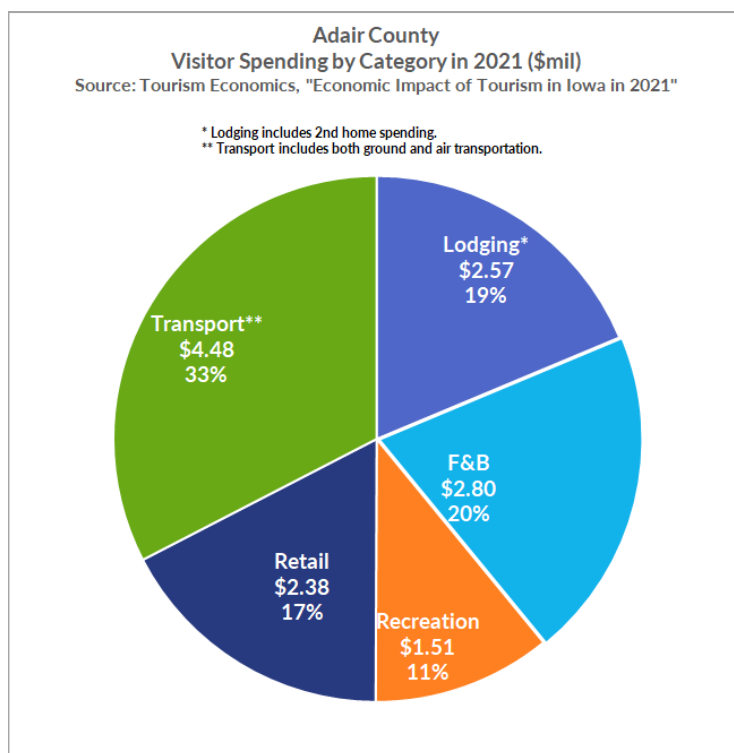
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Adair County	Iowa
Food & Beverage	\$2.80	\$1,369
Lodging*	\$2.57	\$1,137
Recreation	\$1.51	\$959
Retail	\$2.38	\$1,067
Transportation**	\$4.48	\$1,615
Spending--Direct	\$13.73	\$6,148
Growth Rate	14.8%	+34.7%
Share of State Spending	0.2%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



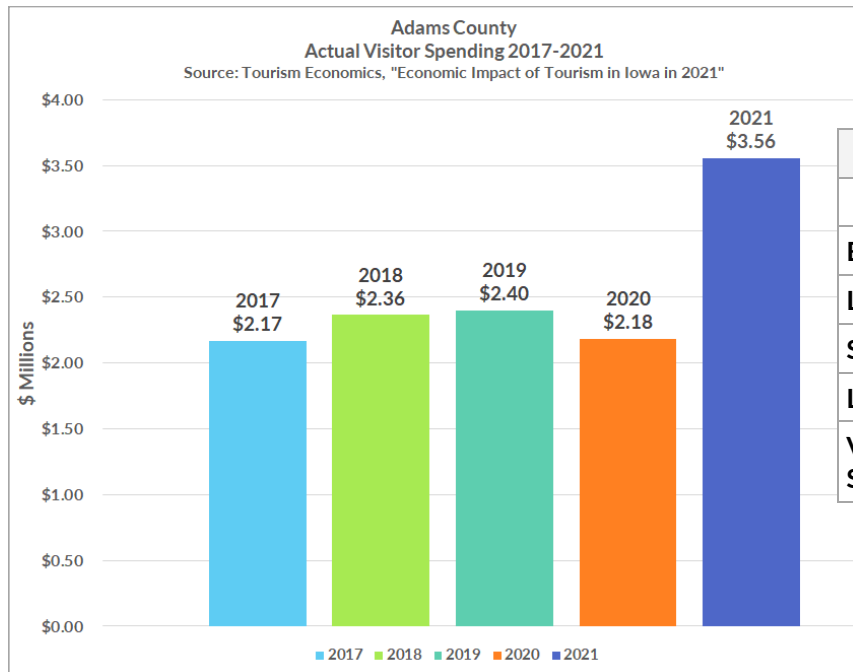
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# ADAMS COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Adams County		Iowa	
	Direct	Total	Direct	Total
Employment	22	32	45,249	64,989
Labor Income	\$0.47	\$0.85	\$1,275.77	\$2,212.66
State Taxes	\$0.27	\$0.37	\$480.31	\$680.22
Local Taxes	\$0.23	\$0.35	\$521.12	\$799.32
Visitor Spending	\$3.56	\$5.41	\$6,147.53	\$9,385.57

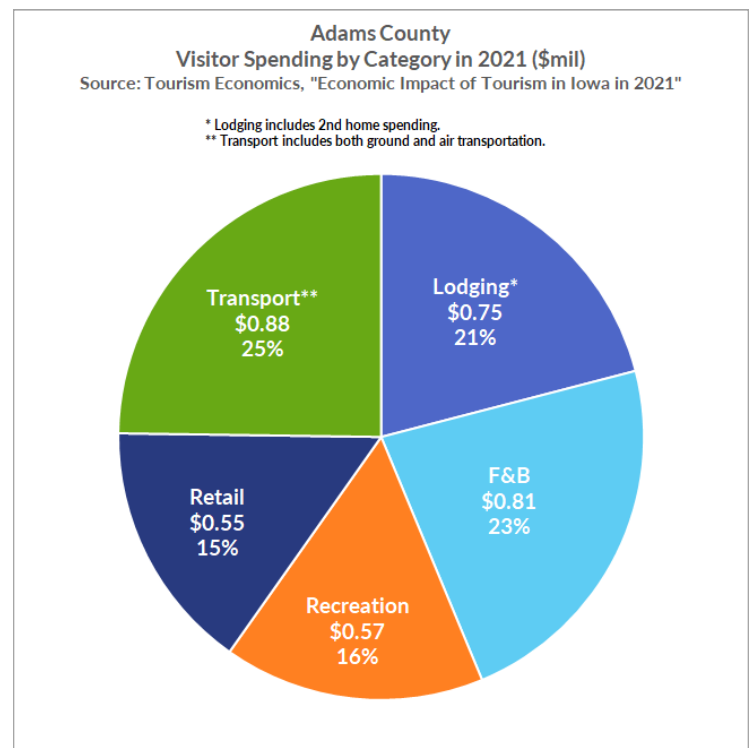
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Adams County	Iowa
Food & Beverage	\$0.81	\$1,369
Lodging*	\$0.75	\$1,137
Recreation	\$0.57	\$959
Retail	\$0.55	\$1,067
Transportation**	\$0.88	\$1,615
Spending--Direct	\$3.56	\$6,148
Growth Rate	62.8%	+34.7%
Share of State Spending	0.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



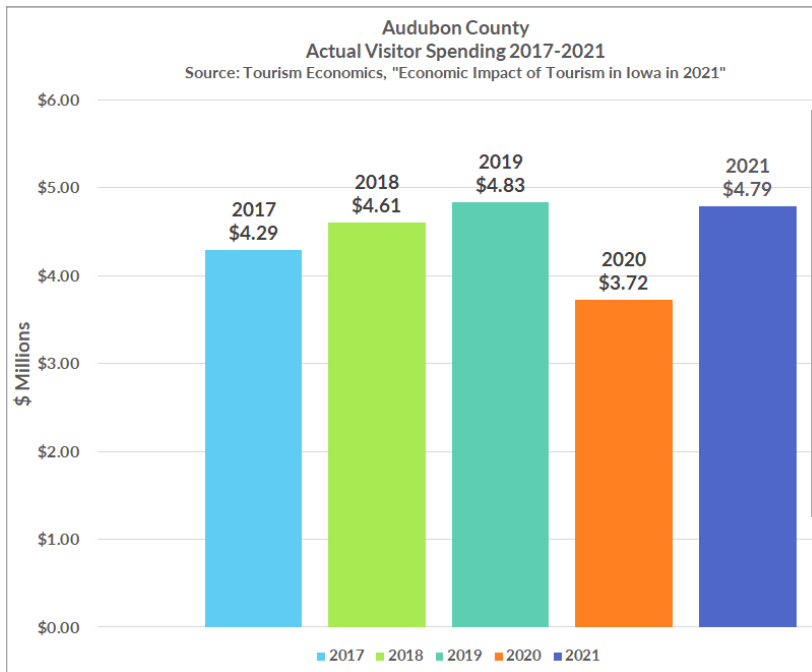
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# AUDUBON COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	2021		Iowa	
	Audubon County			
	Direct	Total	Direct	Total
Employment	26	38	45,249	64,989
Labor Income	\$0.62	\$1.12	\$1,275.77	\$2,212.66
State Taxes	\$0.45	\$0.61	\$480.31	\$680.22
Local Taxes	\$0.35	\$0.53	\$521.12	\$799.32
Visitor Spending	\$4.79	\$7.13	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

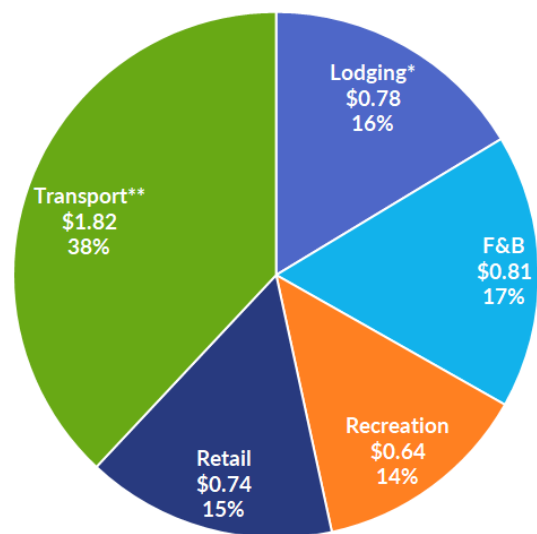
2021	Audubon County	Iowa
Food & Beverage	\$0.81	\$1,369
Lodging*	\$0.78	\$1,137
Recreation	\$0.64	\$959
Retail	\$0.74	\$1,067
Transportation**	\$1.82	\$1,615
Spending--Direct	\$4.79	\$6,148
Growth Rate	28.7%	+34.7%
Share of State Spending	0.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

**Audubon County**  
Visitor Spending by Category in 2021 (\$ mil)  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



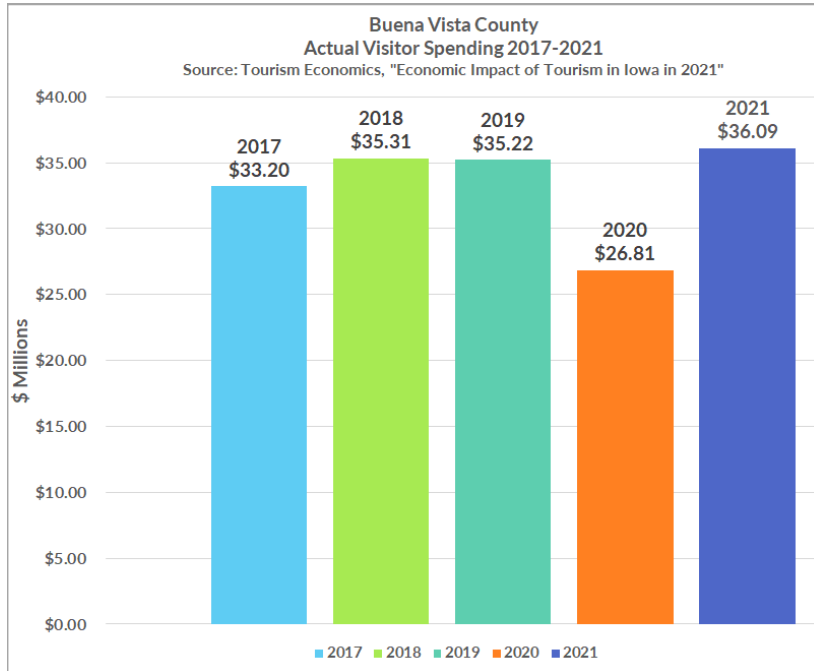
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# BUENA VISTA COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Buena Vista County		Iowa	
	Direct	Total	Direct	Total
Employment	247	356	45,249	64,989
Labor Income	\$6.23	\$10.98	\$1,275.77	\$2,212.66
State Taxes	\$2.72	\$3.82	\$480.31	\$680.22
Local Taxes	\$2.25	\$3.51	\$521.12	\$799.32
Visitor Spending	\$36.09	\$54.29	\$6,147.53	\$9,385.57

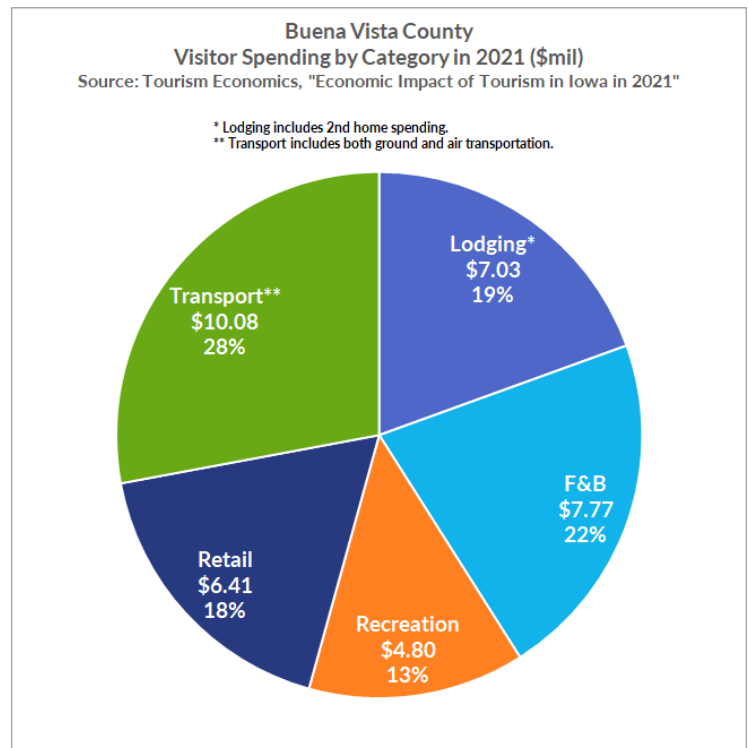
◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Buena Vista County	Iowa
Food & Beverage	\$7.77	\$1,369
Lodging*	\$7.03	\$1,137
Recreation	\$4.80	\$959
Retail	\$6.41	\$1,067
Transportation**	\$10.08	\$1,615
Spending--Direct	\$36.09	\$6,148
Growth Rate	34.6%	+34.7%
Share of State Spending	0.6%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



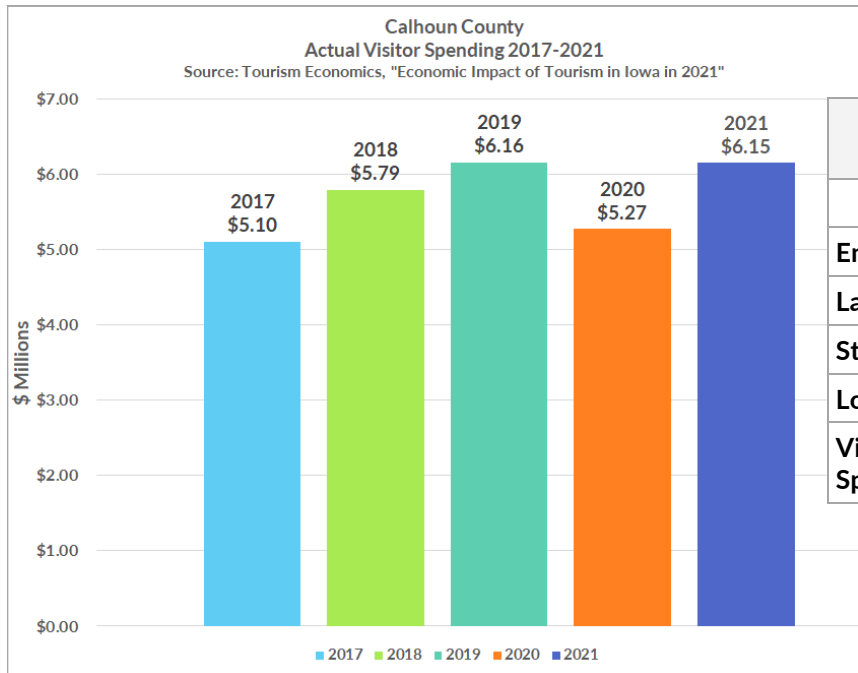
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# CALHOUN COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Calhoun County		Iowa	
	Direct	Total	Direct	Total
Employment	39	58	45,249	64,989
Labor Income	\$0.99	\$1.76	\$1,275.77	\$2,212.66
State Taxes	\$0.56	\$0.78	\$480.31	\$680.22
Local Taxes	\$0.61	\$0.92	\$521.12	\$799.32
Visitor Spending	\$6.15	\$9.28	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

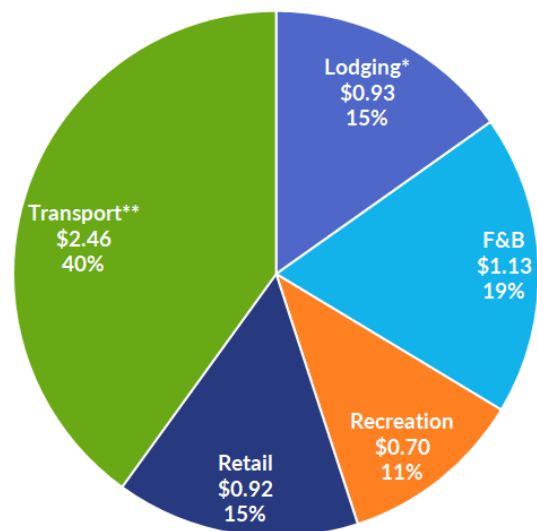
2021	Calhoun County	Iowa
Food & Beverage	\$1.13	\$1,369
Lodging*	\$0.93	\$1,137
Recreation	\$0.70	\$959
Retail	\$0.92	\$1,067
Transportation**	\$2.46	\$1,615
Spending--Direct	\$6.15	\$6,148
Growth Rate	16.6%	+34.7%
Share of State Spending	0.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

## Calhoun County Visitor Spending by Category in 2021 (\$ mil) Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



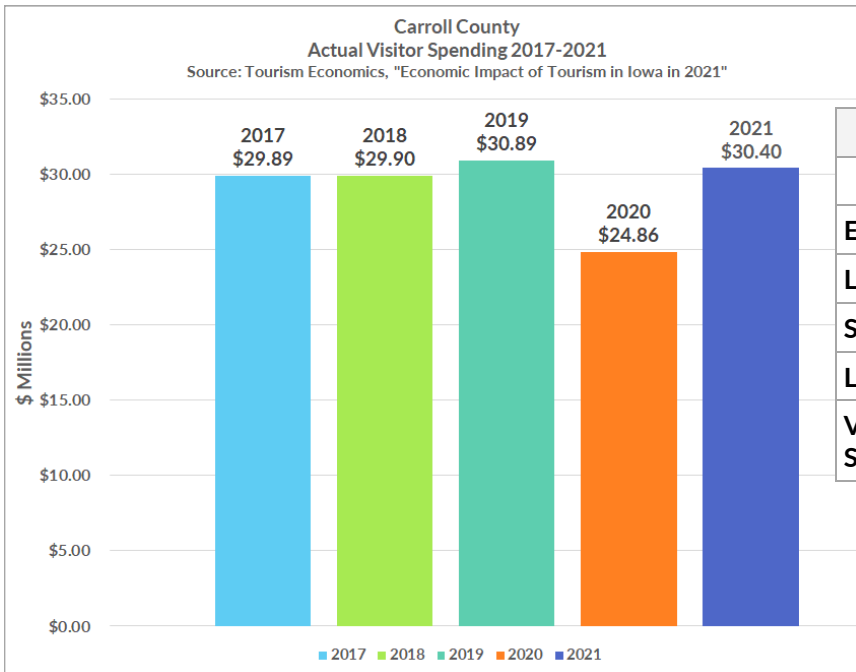
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# CARROLL COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Carroll County		Iowa	
	Direct	Total	Direct	Total
Employment	239	343	45,249	64,989
Labor Income	\$5.29	\$9.48	\$1,275.77	\$2,212.66
State Taxes	\$2.35	\$3.32	\$480.31	\$680.22
Local Taxes	\$2.18	\$3.42	\$521.12	\$799.32
Visitor Spending	\$30.40	\$46.88	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

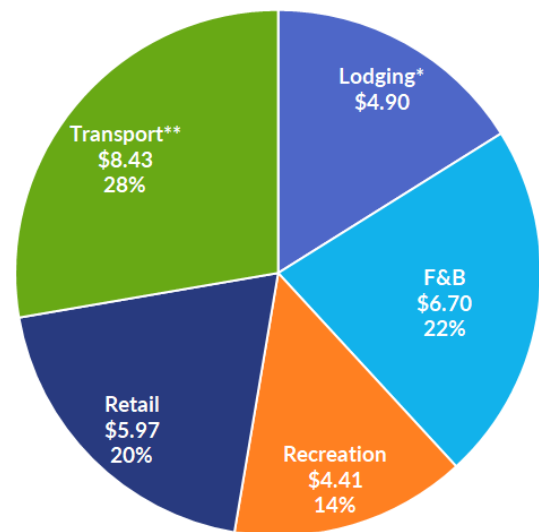
2021	Carroll County	Iowa
Food & Beverage	\$6.70	\$1,369
Lodging*	\$4.90	\$1,137
Recreation	\$4.41	\$959
Retail	\$5.97	\$1,067
Transportation**	\$8.43	\$1,615
Spending--Direct	\$30.40	\$6,148
Growth Rate	22.3%	+34.7%
Share of State Spending	0.5%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

**Carroll County  
Visitor Spending by Category in 2021 (\$ mil)**  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2020"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

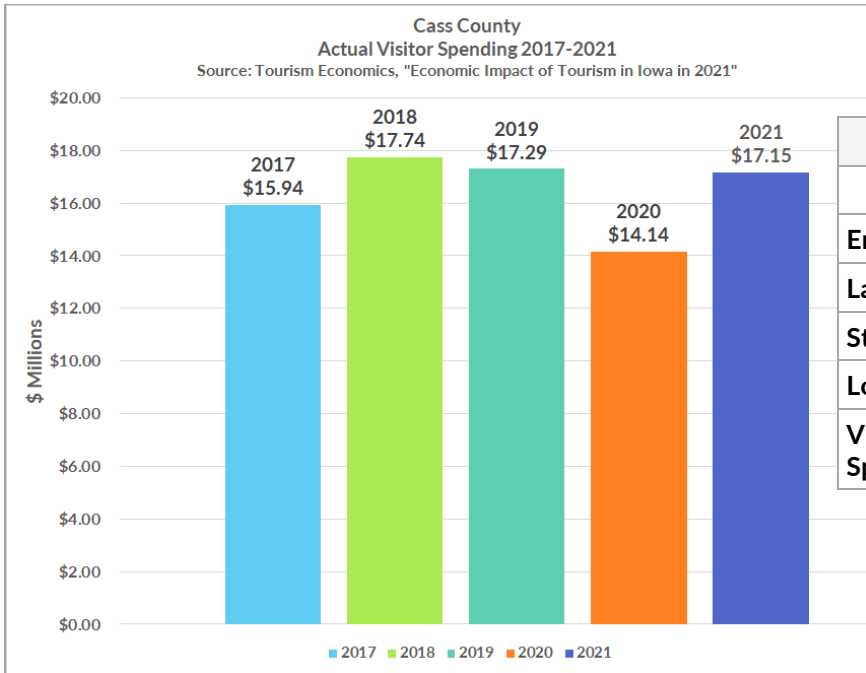
Access the full report (PDF), 2021 County Level Data (Excel) and the Interactive Dashboard at [https://industrypartners.traveliowa.com/UserDocs/research/2021\\_iowa\\_tourism\\_economic\\_impact.pdf](https://industrypartners.traveliowa.com/UserDocs/research/2021_iowa_tourism_economic_impact.pdf)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)



# CASS COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

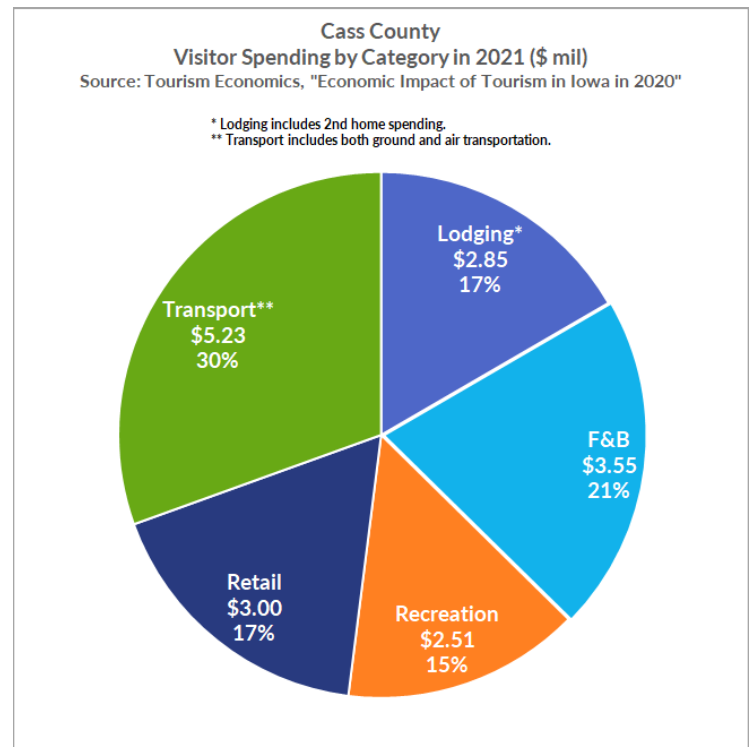
	Cass County		Iowa	
	Direct	Total	Direct	Total
Employment	106	158	45,249	64,989
Labor Income	\$2.48	\$4.47	\$1,275.77	\$2,212.66
State Taxes	\$1.37	\$1.91	\$480.31	\$680.22
Local Taxes	\$1.17	\$1.82	\$521.12	\$799.32
Visitor Spending	\$17.15	\$26.29	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Cass County	Iowa
Food & Beverage	\$3.55	\$1,369
Lodging*	\$2.85	\$1,137
Recreation	\$2.51	\$959
Retail	\$3.00	\$1,067
Transportation**	\$5.23	\$1,615
Spending--Direct	\$17.15	\$6,148
Growth Rate	21.3%	+34.7%
Share of State Spending	0.3%	100%

\* Lodging includes 2nd home spending.  
\*\* Transportation includes both ground and air transportation.



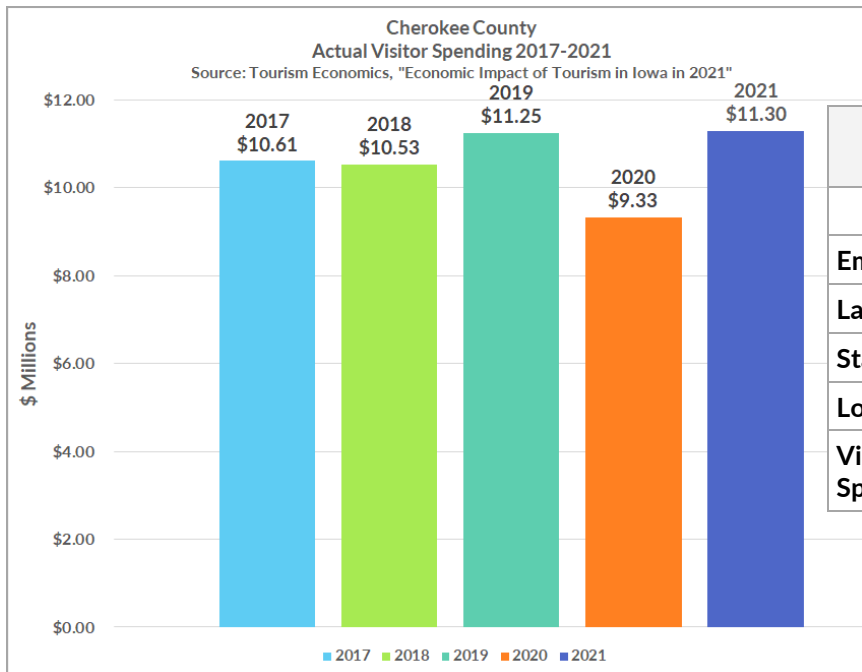
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# CHEROKEE COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Cherokee County		Iowa	
	Direct	Total	Direct	Total
Employment	98	139	45,249	64,989
Labor Income	\$2.26	\$3.99	\$1,275.77	\$2,212.66
State Taxes	\$1.09	\$1.52	\$480.31	\$680.22
Local Taxes	\$0.70	\$1.13	\$521.12	\$799.32
Visitor Spending	\$11.30	\$17.53	\$6,147.53	\$9,385.57

◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

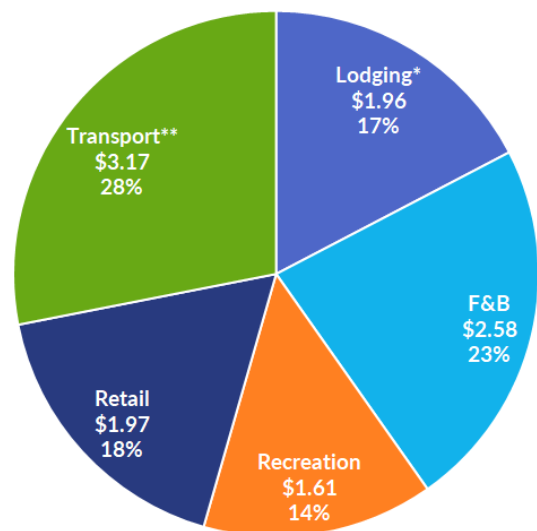
2021	Cherokee County	Iowa
Food & Beverage	\$2.58	\$1,369
Lodging*	\$1.96	\$1,137
Recreation	\$1.61	\$959
Retail	\$1.97	\$1,067
Transportation**	\$3.17	\$1,615
Spending--Direct	\$11.30	\$6,148
Growth Rate	21.0%	+34.7%
Share of State Spending	0.2%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

## Cherokee County Visitor Spending by Category in 2021 (\$ mil) Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



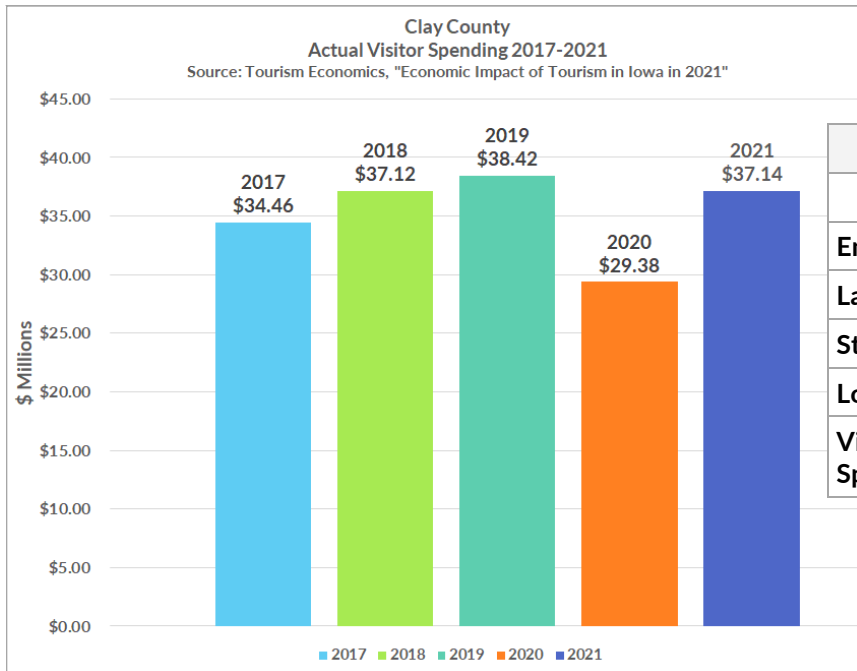
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# CLAY COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Clay County		Iowa	
	Direct	Total	Direct	Total
Employment	197	298	45,249	64,989
Labor Income	\$5.46	\$9.72	\$1,275.77	\$2,212.66
State Taxes	\$2.62	\$3.66	\$480.31	\$680.22
Local Taxes	\$2.95	\$4.46	\$521.12	\$799.32
Visitor Spending	\$37.14	\$56.09	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

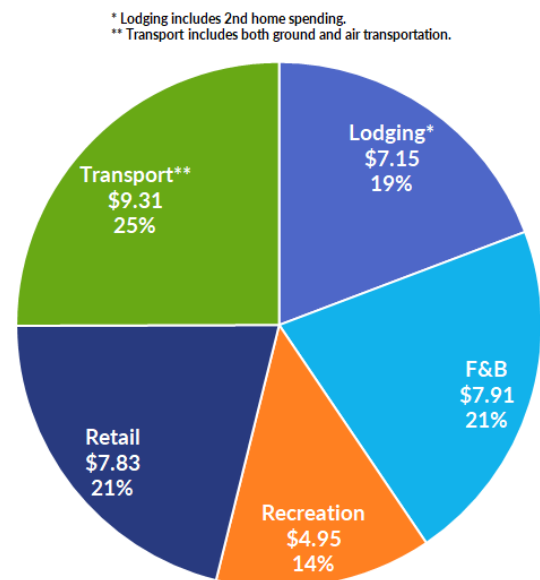
## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Clay County	Iowa
Food & Beverage	\$7.91	\$1,369
Lodging*	\$7.15	\$1,137
Recreation	\$4.95	\$959
Retail	\$7.83	\$1,067
Transportation**	\$9.31	\$1,615
Spending--Direct	\$37.14	\$6,148
Growth Rate	26.4%	+34.7%
Share of State Spending	0.6%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

**Clay County**  
Visitor Spending by Category in 2021 (\$ mil)  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"



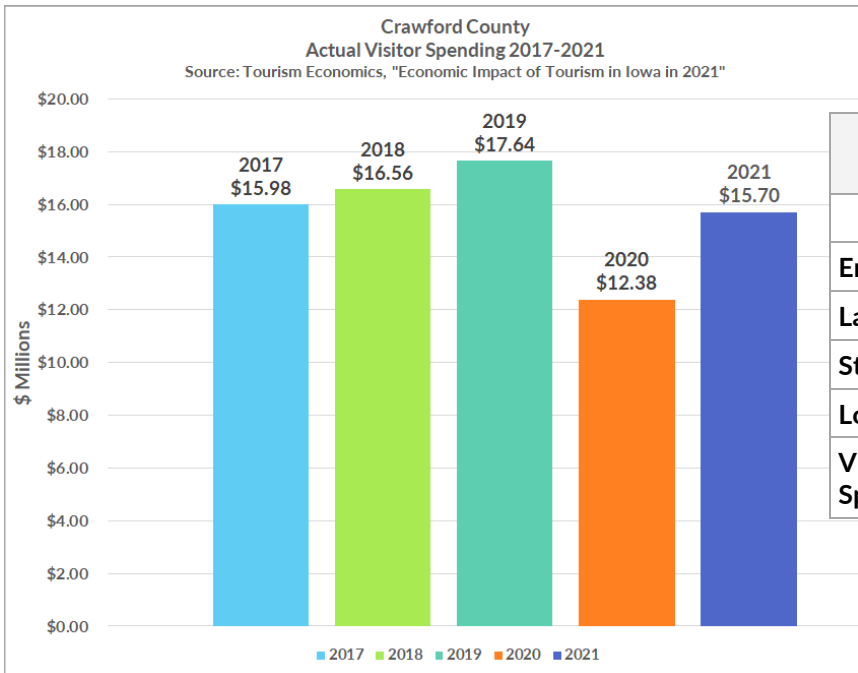
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# CRAWFORD COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Crawford County		Iowa	
	Direct	Total	Direct	Total
Employment	133	189	45,249	64,989
Labor Income	\$3.50	\$6.10	\$1,275.77	\$2,212.66
State Taxes	\$1.44	\$2.04	\$480.31	\$680.22
Local Taxes	\$1.03	\$1.66	\$521.12	\$799.32
Visitor Spending	\$15.70	\$24.40	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

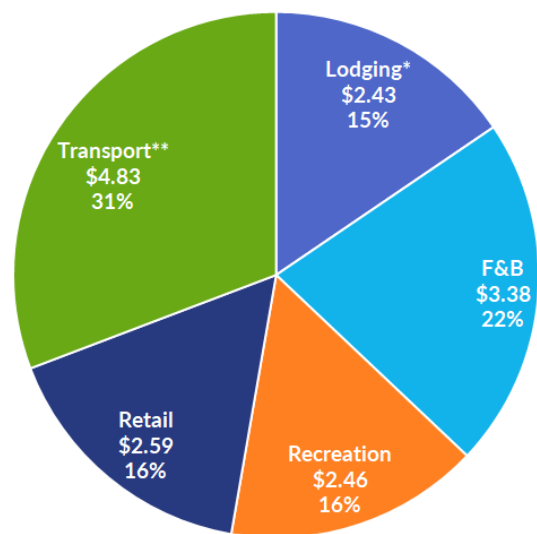
2021	Crawford County	Iowa
Food & Beverage	\$3.38	\$1,369
Lodging*	\$2.43	\$1,137
Recreation	\$2.46	\$959
Retail	\$2.59	\$1,067
Transportation**	\$4.83	\$1,615
Spending--Direct	\$15.70	\$6,148
Growth Rate	26.8%	+34.7%
Share of State Spending	0.3%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

**Crawford County**  
Visitor Spending by Category in 2021 (\$ mil)  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



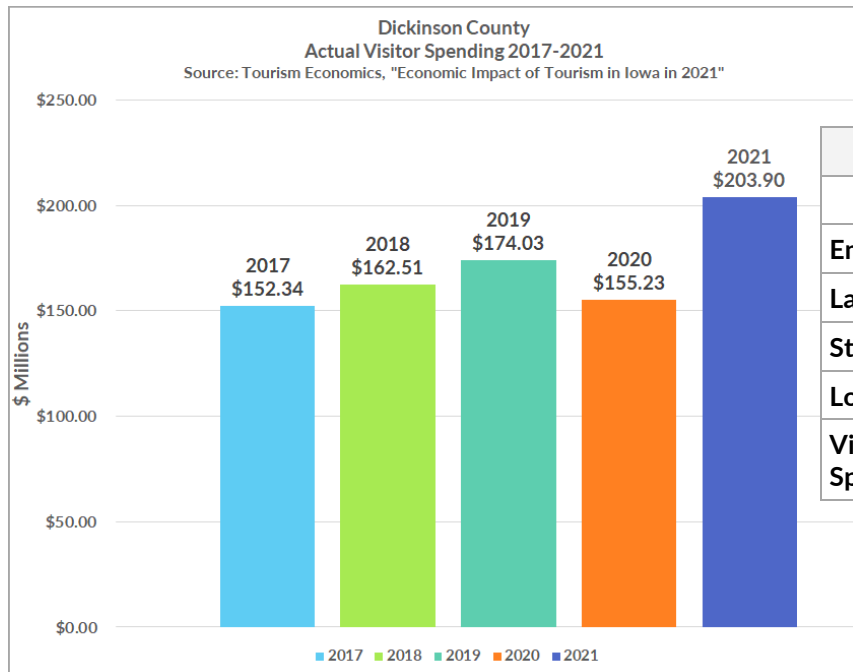
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# DICKINSON COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Dickinson County		Iowa	
	Direct	Total	Direct	Total
Employment	885	1,356	45,249	64,989
Labor Income	\$26.13	\$46.10	\$1,275.77	\$2,212.66
State Taxes	\$15.25	\$20.89	\$480.31	\$680.22
Local Taxes	\$18.85	\$27.50	\$521.12	\$799.32
Visitor Spending	\$203.90	\$296.64	\$6,147.53	\$9,385.57

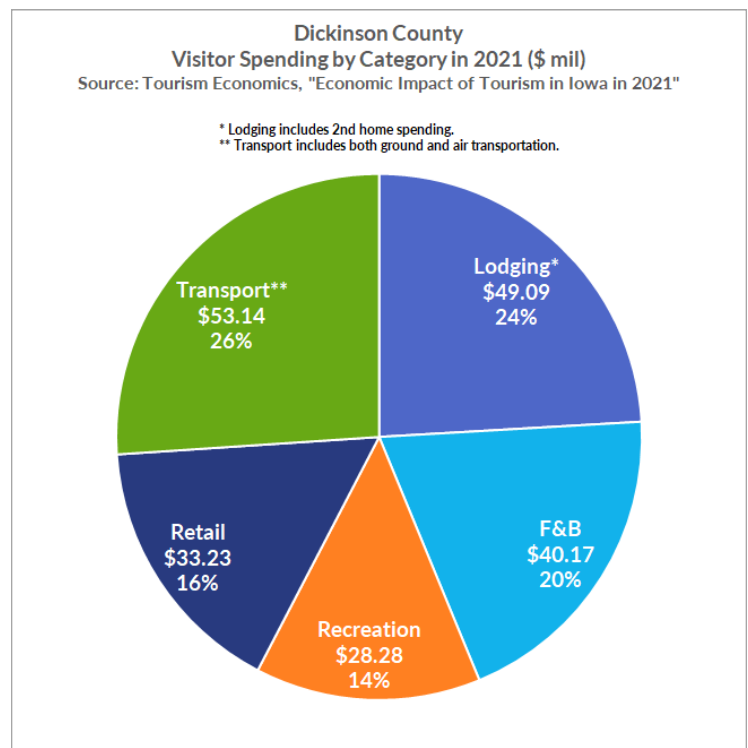
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Dickinson County	Iowa
Food & Beverage	\$40.17	\$1,369
Lodging*	\$49.09	\$1,137
Recreation	\$28.28	\$959
Retail	\$33.23	\$1,067
Transportation**	\$53.14	\$1,615
Spending--Direct	\$203.90	\$6,148
Growth Rate	31.4%	+34.7%
Share of State Spending	3.3%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



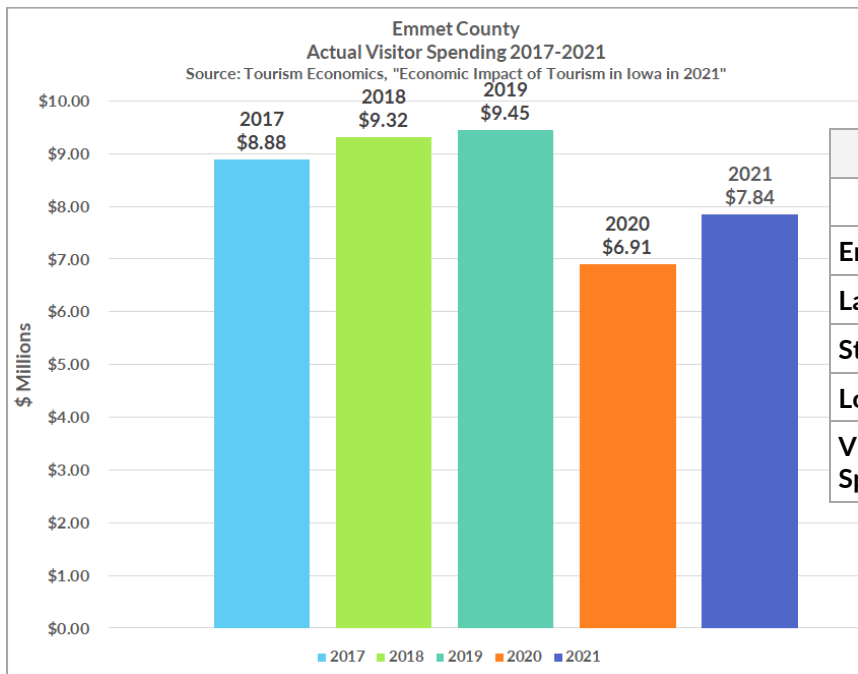
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# EMMET COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Emmet County		Iowa	
	Direct	Total	Direct	Total
Employment	49	73	45,249	64,989
Labor Income	\$1.35	\$2.39	\$1,275.77	\$2,212.66
State Taxes	\$0.71	\$1.00	\$480.31	\$680.22
Local Taxes	\$0.63	\$0.98	\$521.12	\$799.32
Visitor Spending	\$7.84	\$12.04	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

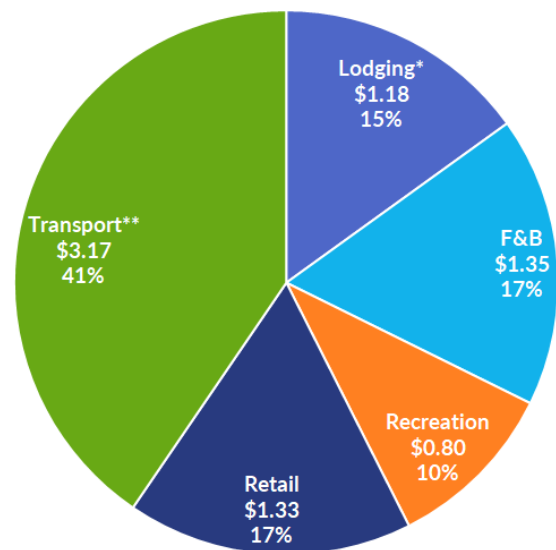
2021	Emmet County	Iowa
Food & Beverage	\$1.35	\$1,369
Lodging*	\$1.18	\$1,137
Recreation	\$0.80	\$959
Retail	\$1.33	\$1,067
Transportation**	\$3.17	\$1,615
Spending--Direct	\$7.84	\$6,148
Growth Rate	13.5%	+34.7%
Share of State Spending	0.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

Emmet County  
Visitor Spending by Category in 2021 (\$ mil)  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



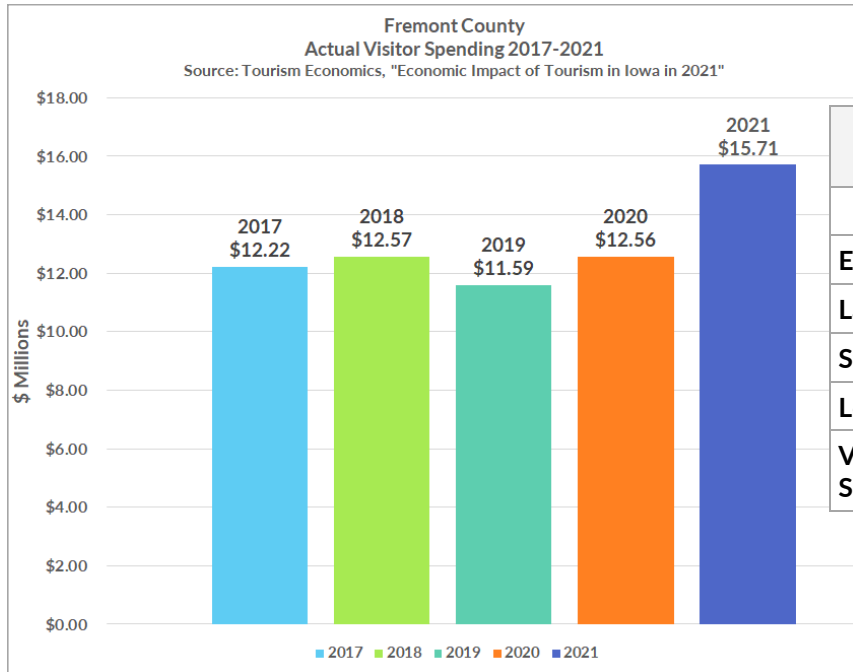
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# FREMONT COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Fremont County		Iowa	
	Direct	Total	Direct	Total
Employment	102	147	45,249	64,989
Labor Income	\$2.89	\$4.98	\$1,275.77	\$2,212.66
State Taxes	\$1.19	\$1.65	\$480.31	\$680.22
Local Taxes	\$0.89	\$1.38	\$521.12	\$799.32
Visitor Spending	\$15.71	\$23.22	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

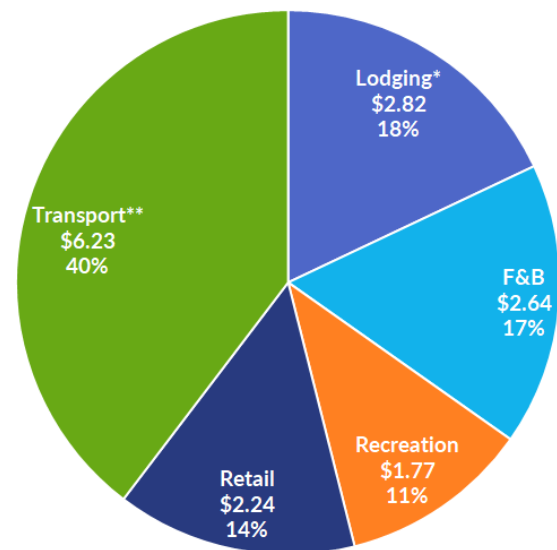
2021	Fremont County	Iowa
Food & Beverage	\$2.64	\$1,369
Lodging*	\$2.82	\$1,137
Recreation	\$1.77	\$959
Retail	\$2.24	\$1,067
Transportation**	\$6.23	\$1,615
Spending--Direct	\$15.71	\$6,148
Growth Rate	25.0%	+34.7%
Share of State Spending	0.3%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

**Fremont County**  
Visitor Spending by Category in 2021 (\$ mil)  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



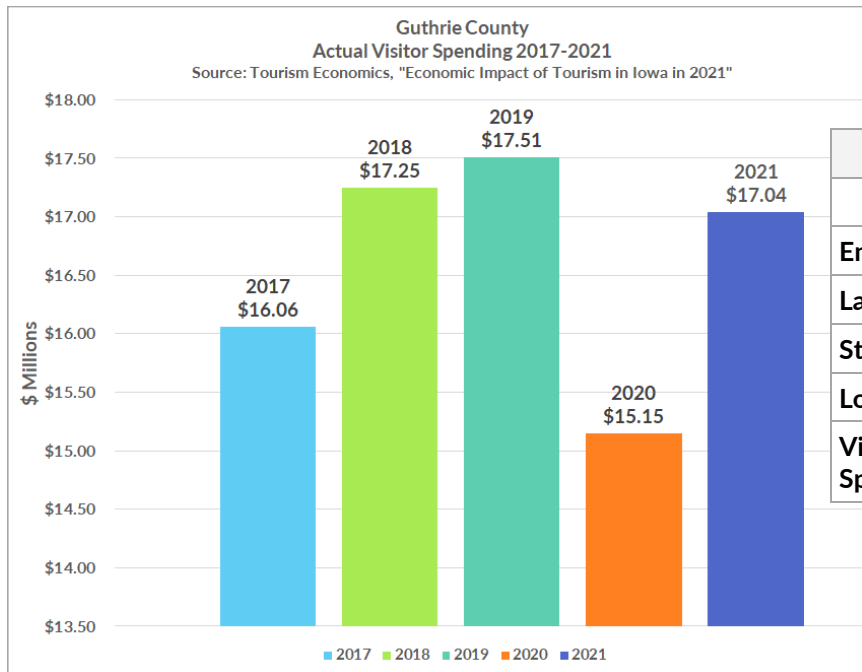
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# GUTHRIE COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Guthrie County		Iowa	
	Direct	Total	Direct	Total
Employment	131	186	45,249	64,989
Labor Income	\$3.48	\$6.06	\$1,275.77	\$2,212.66
State Taxes	\$1.58	\$2.20	\$480.31	\$680.22
Local Taxes	\$1.69	\$2.57	\$521.12	\$799.32
Visitor Spending	\$17.04	\$25.35	\$6,147.53	\$9,385.57

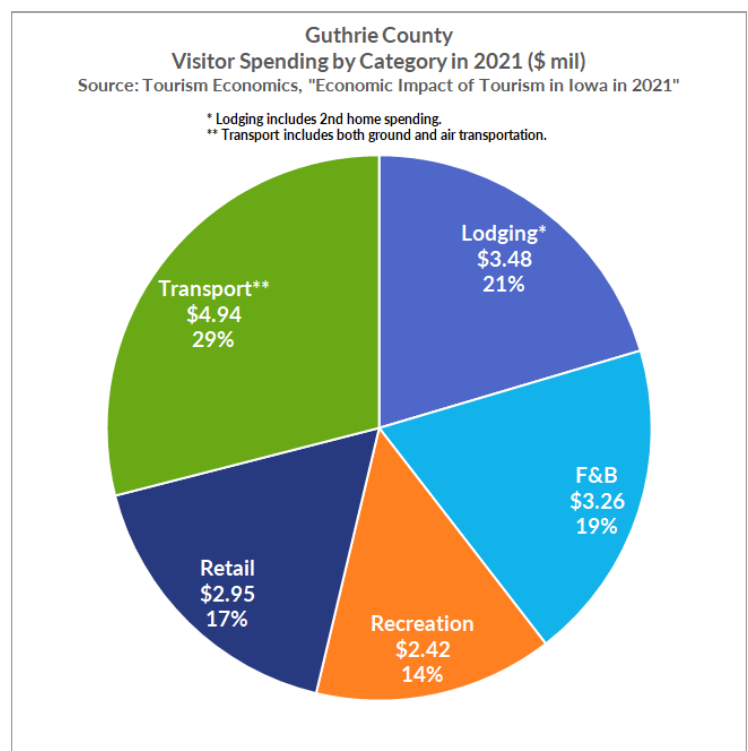
◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Guthrie County	Iowa
Food & Beverage	\$3.26	\$1,369
Lodging*	\$3.48	\$1,137
Recreation	\$2.42	\$959
Retail	\$2.95	\$1,067
Transportation**	\$4.94	\$1,615
Spending--Direct	\$17.04	\$6,148
Growth Rate	12.5%	+34.7%
Share of State Spending	0.3%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

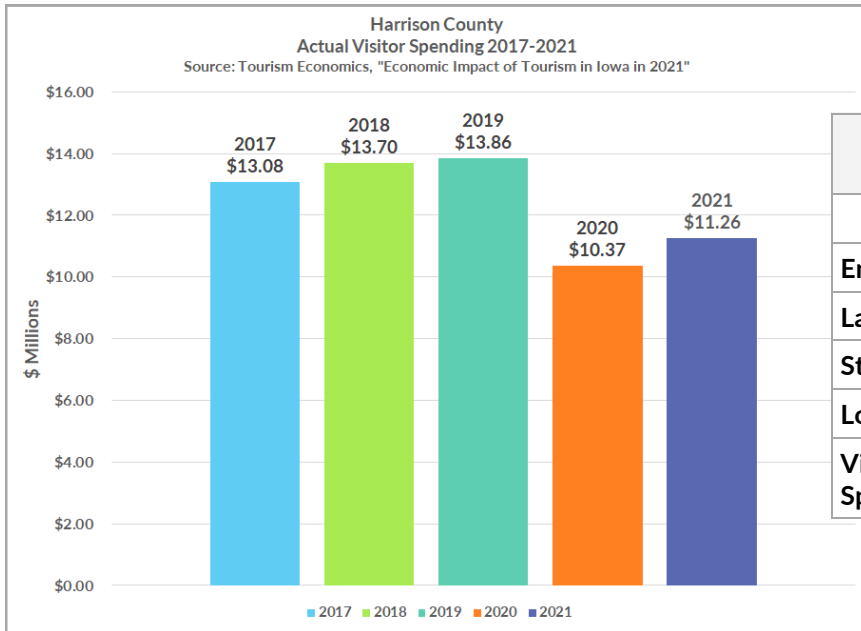
Access the full report (PDF), 2021 County Level Data (Excel) and the Interactive Dashboard at [https://industrypartners.traveliowa.com/UserDocs/research/2021\\_iowa\\_tourism\\_economic\\_impact.pdf](https://industrypartners.traveliowa.com/UserDocs/research/2021_iowa_tourism_economic_impact.pdf)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)



# HARRISON COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Harrison County		Iowa	
	Direct	Total	Direct	Total
Employment	110	157	45,249	64,989
Labor Income	\$2.23	\$4.04	\$1,275.77	\$2,212.66
State Taxes	\$1.03	\$1.46	\$480.31	\$680.22
Local Taxes	\$0.88	\$1.41	\$521.12	\$799.32
Visitor Spending	\$11.26	\$17.79	\$6,147.53	\$9,385.57

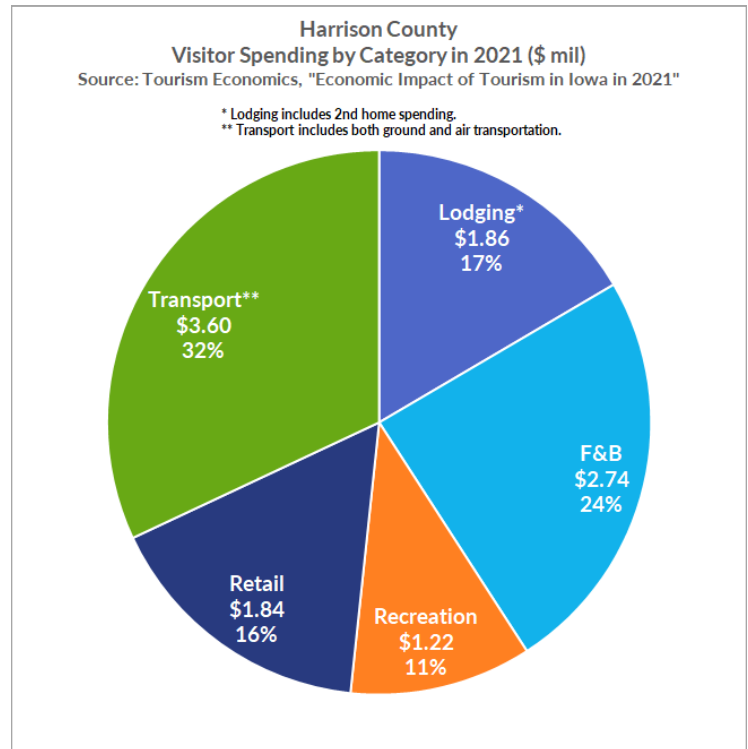
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Harrison County	Iowa
Food & Beverage	\$2.74	\$1,369
Lodging*	\$1.86	\$1,137
Recreation	\$1.22	\$959
Retail	\$1.84	\$1,067
Transportation**	\$3.60	\$1,615
Spending--Direct	\$11.26	\$6,148
Growth Rate	8.5%	+34.7%
Share of State Spending	0.2%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



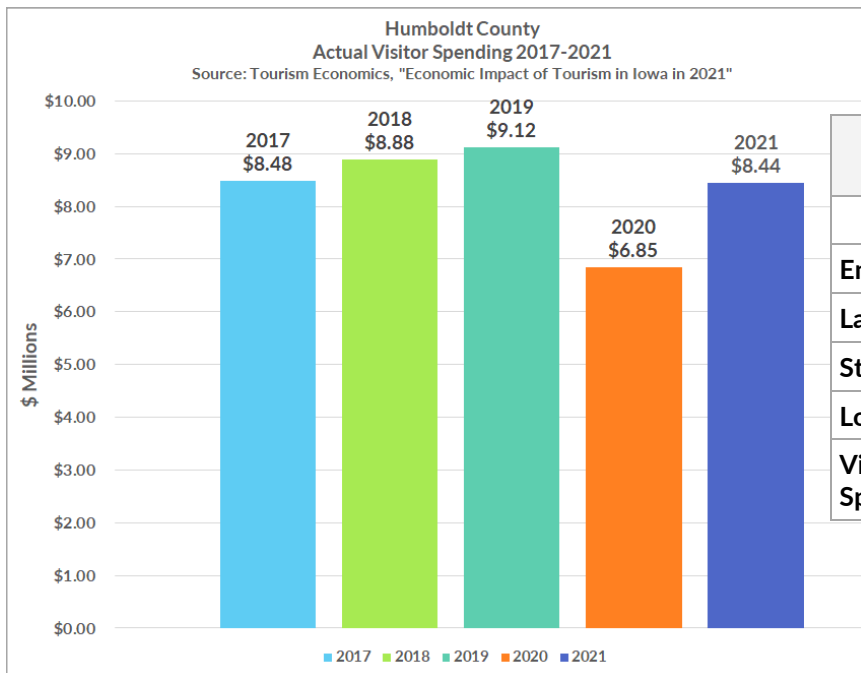
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# HUMBOLDT COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	2021		Humboldt County		Iowa	
	Direct	Total	Direct	Total	Direct	Total
Employment	57	83	45,249	64,989		
Labor Income	\$1.75	\$3.04	\$1,275.77	\$2,212.66		
State Taxes	\$0.61	\$0.88	\$480.31	\$680.22		
Local Taxes	\$0.62	\$0.98	\$521.12	\$799.32		
Visitor Spending	\$8.44	\$13.03	\$6,147.53	\$9,385.57		

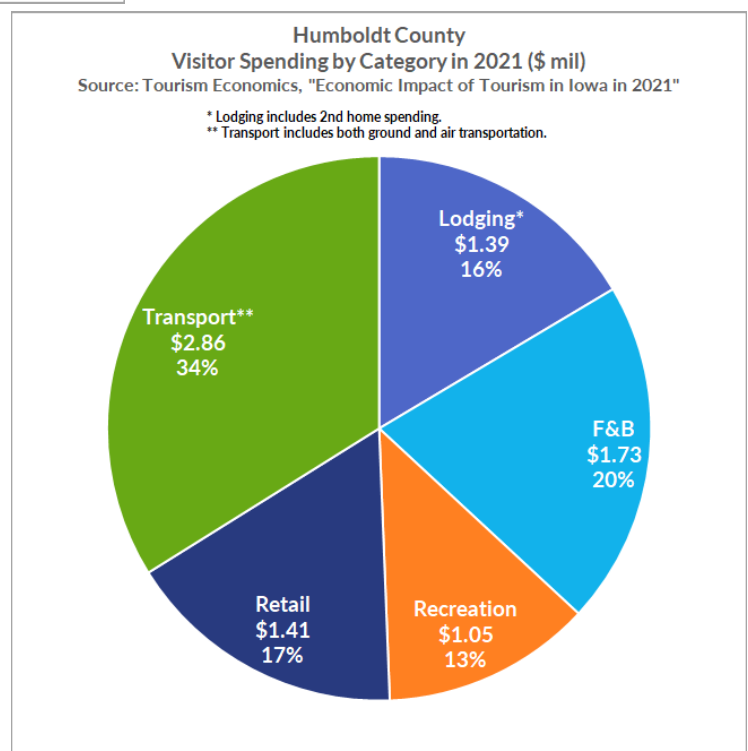
◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Humboldt County	Iowa
Food & Beverage	\$1.73	\$1,369
Lodging*	\$1.39	\$1,137
Recreation	\$1.05	\$959
Retail	\$1.41	\$1,067
Transportation**	\$2.86	\$1,615
Spending--Direct	\$8.44	\$6,148
Growth Rate	23.2%	+34.7%
Share of State Spending	0.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



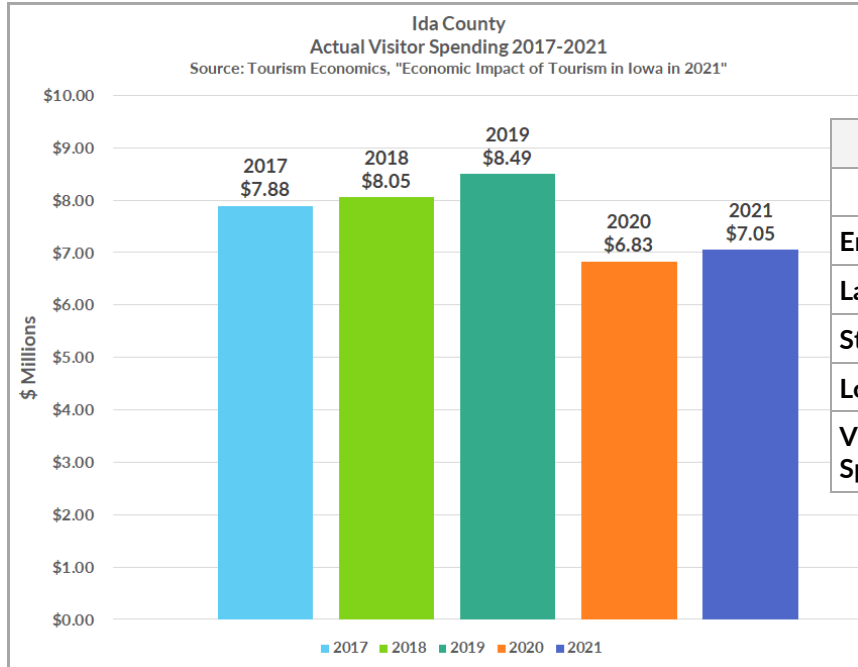
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# IDA COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Ida County		Iowa	
	Direct	Total	Direct	Total
Employment	69	96	45,249	64,989
Labor Income	\$1.41	\$2.53	\$1,275.77	\$2,212.66
State Taxes	\$0.78	\$1.08	\$480.31	\$680.22
Local Taxes	\$0.54	\$0.87	\$521.12	\$799.32
Visitor Spending	\$7.05	\$10.73	\$6,147.53	\$9,385.57

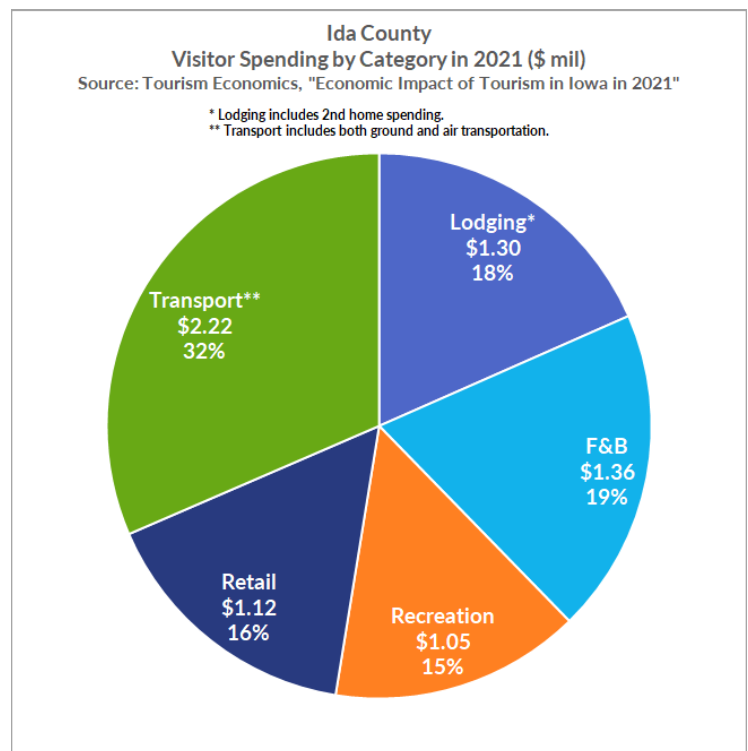
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Ida County	Iowa
Food & Beverage	\$1.36	\$1,369
Lodging*	\$1.30	\$1,137
Recreation	\$1.05	\$959
Retail	\$1.12	\$1,067
Transportation**	\$2.22	\$1,615
Spending--Direct	\$7.05	\$6,148
Growth Rate	3.3%	+34.7%
Share of State Spending	0.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



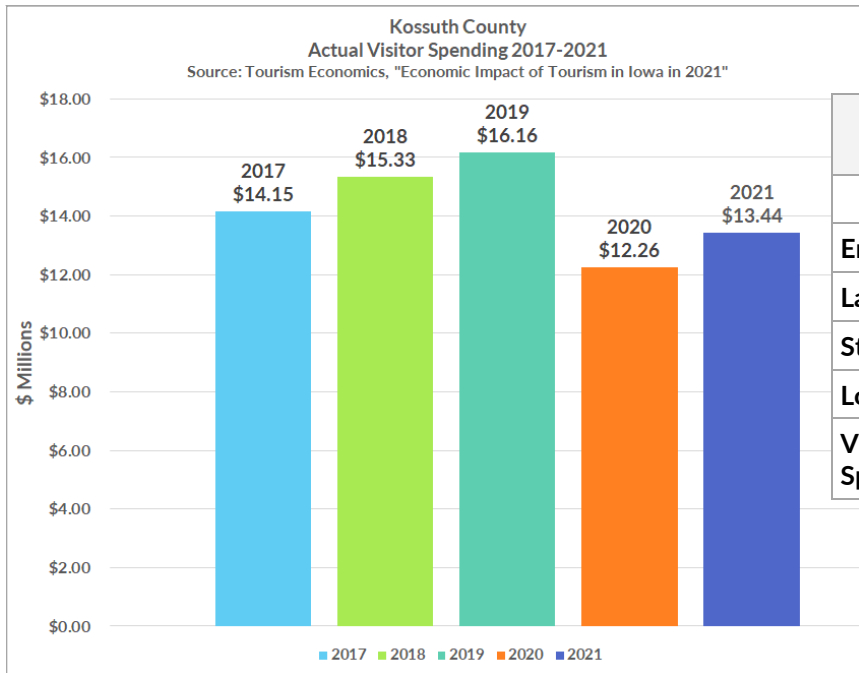
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# KOSSUTH COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Kossuth County		Iowa	
	Direct	Total	Direct	Total
Employment	95	141	45,249	64,989
Labor Income	\$2.13	\$3.88	\$1,275.77	\$2,212.66
State Taxes	\$1.25	\$1.75	\$480.31	\$680.22
Local Taxes	\$1.03	\$1.61	\$521.12	\$799.32
Visitor Spending	\$13.44	\$21.13	\$6,147.53	\$9,385.57

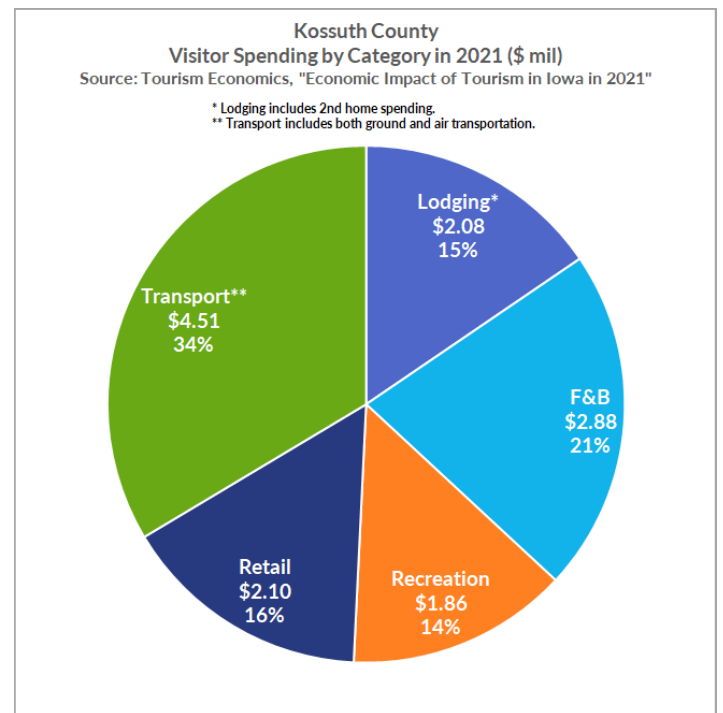
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Kossuth County	Iowa
Food & Beverage	\$2.88	\$1,369
Lodging*	\$2.08	\$1,137
Recreation	\$1.86	\$959
Retail	\$2.10	\$1,067
Transportation**	\$4.51	\$1,615
Spending--Direct	\$13.44	\$6,148
Growth Rate	9.6%	+34.7%
Share of State Spending	0.2%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



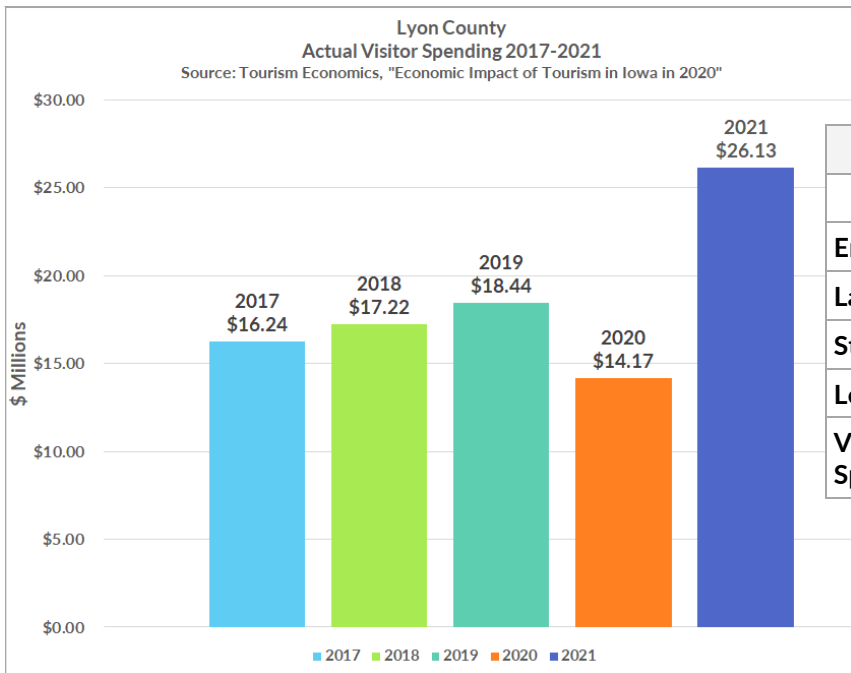
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# LYON COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Lyon County		Iowa	
	Direct	Total	Direct	Total
Employment	116	172	45,249	64,989
Labor Income	\$2.98	\$5.24	\$1,275.77	\$2,212.66
State Taxes	\$2.00	\$2.67	\$480.31	\$680.22
Local Taxes	\$1.36	\$2.01	\$521.12	\$799.32
Visitor Spending	\$26.13	\$37.17	\$6,147.53	\$9,385.57

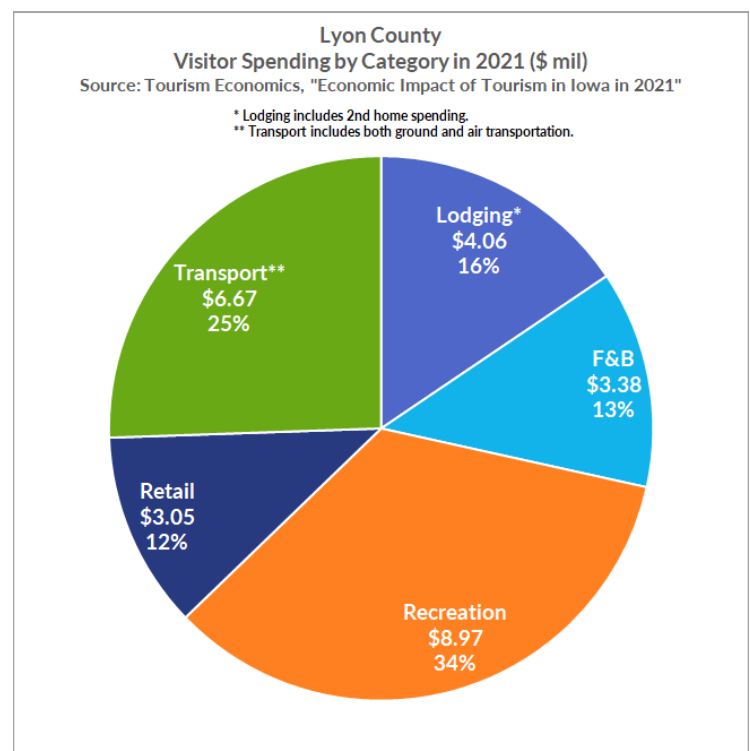
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Lyon County	Iowa
Food & Beverage	\$3.38	\$1,369
Lodging*	\$4.06	\$1,137
Recreation	\$8.97	\$959
Retail	\$3.05	\$1,067
Transportation**	\$6.67	\$1,615
Spending--Direct	\$26.13	\$6,148
Growth Rate	84.3%	+34.7%
Share of State Spending	0.4%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



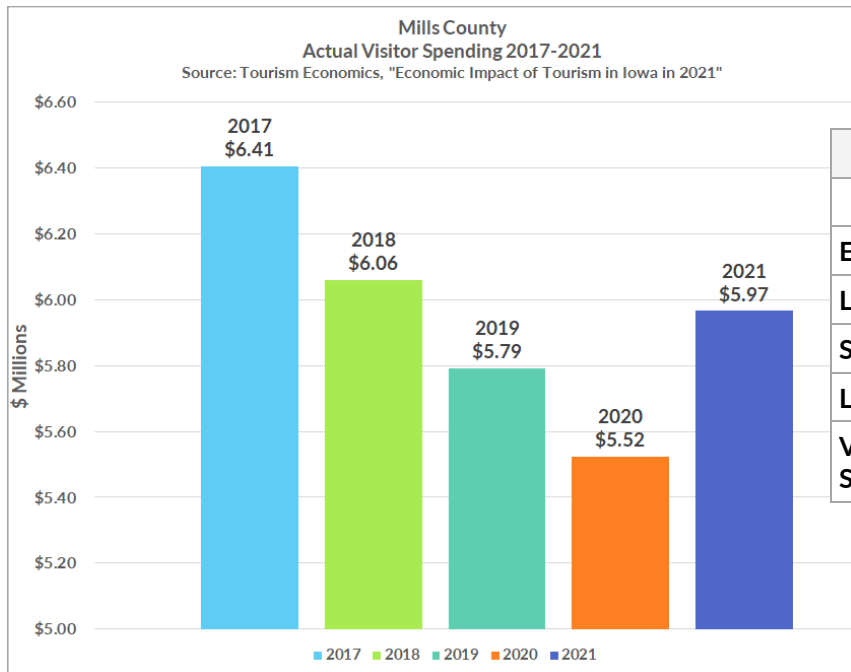
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# MILLS COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Mills County		Iowa	
	Direct	Total	Direct	Total
Employment	47	69	45,249	64,989
Labor Income	\$1.21	\$2.14	\$1,275.77	\$2,212.66
State Taxes	\$0.60	\$0.84	\$480.31	\$680.22
Local Taxes	\$0.37	\$0.61	\$521.12	\$799.32
Visitor Spending	\$5.97	\$9.57	\$6,147.53	\$9,385.57

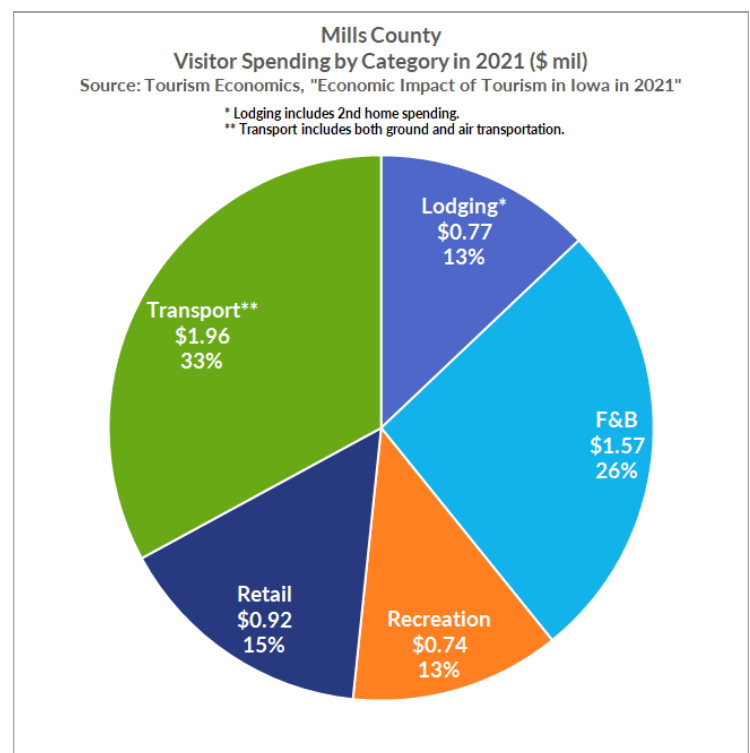
◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Mills County	Iowa
Food & Beverage	\$1.57	\$1,369
Lodging*	\$0.77	\$1,137
Recreation	\$0.74	\$959
Retail	\$0.92	\$1,067
Transportation**	\$1.96	\$1,615
Spending--Direct	\$5.97	\$6,148
Growth Rate	8.0%	+34.7%
Share of State Spending	0.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



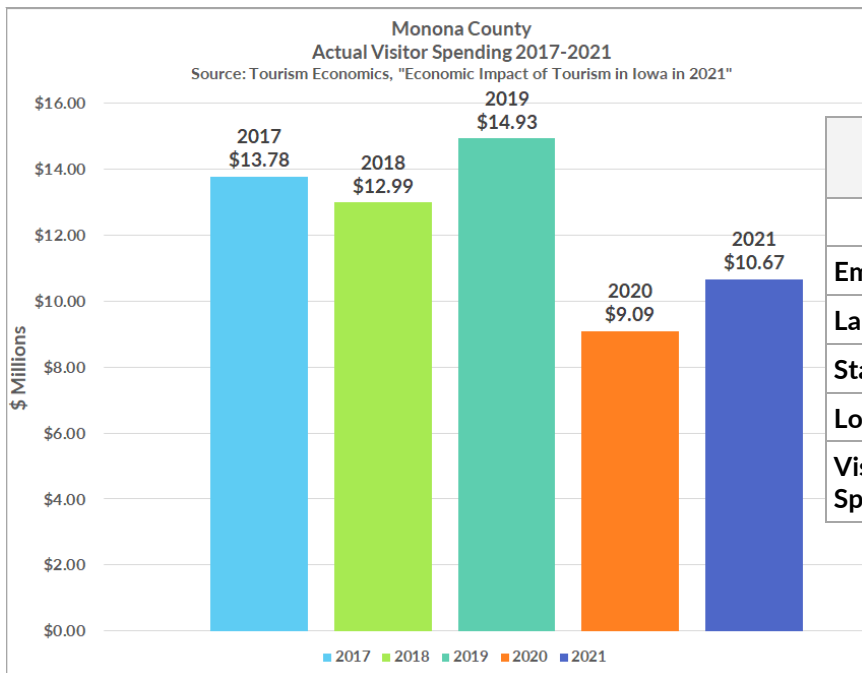
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# MONONA COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Monona County		Iowa	
	Direct	Total	Direct	Total
Employment	114	160	45,249	64,989
Labor Income	\$2.72	\$4.76	\$1,275.77	\$2,212.66
State Taxes	\$0.96	\$1.38	\$480.31	\$680.22
Local Taxes	\$1.00	\$1.57	\$521.12	\$799.32
Visitor Spending	\$10.67	\$16.47	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

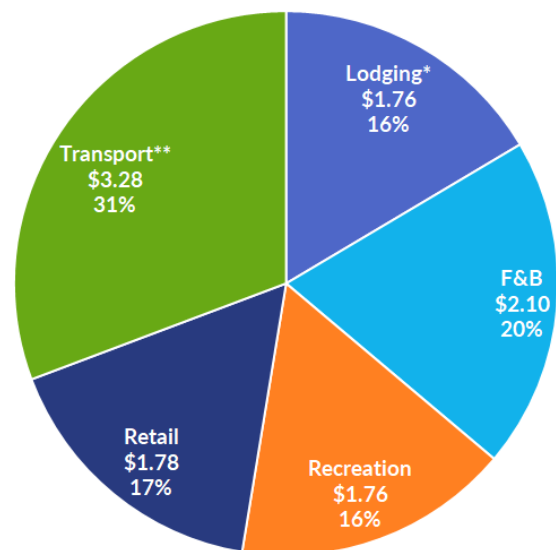
2021	Monona County	Iowa
Food & Beverage	\$2.10	\$1,369
Lodging*	\$1.76	\$1,137
Recreation	\$1.76	\$959
Retail	\$1.78	\$1,067
Transportation**	\$3.28	\$1,615
Spending--Direct	\$10.67	\$6,148
Growth Rate	17.5%	+34.7%
Share of State Spending	0.2%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

Monona County  
Visitor Spending by Category in 2021 (\$ mil)  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



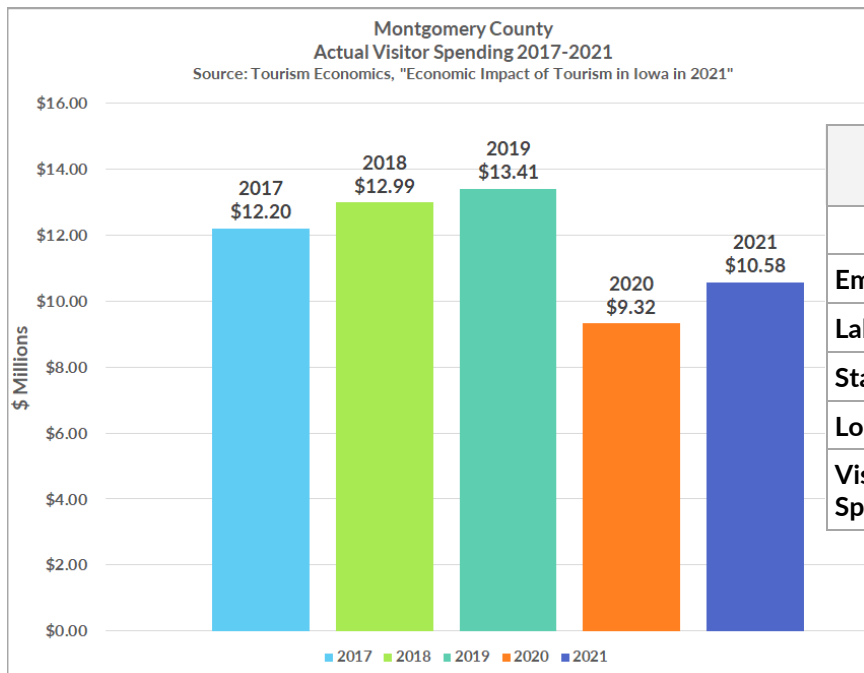
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# MONTGOMERY COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Montgomery County		Iowa	
	Direct	Total	Direct	Total
Employment	108	152	45,249	64,989
Labor Income	\$2.89	\$4.99	\$1,275.77	\$2,212.66
State Taxes	\$1.07	\$1.52	\$480.31	\$680.22
Local Taxes	\$0.84	\$1.35	\$521.12	\$799.32
Visitor Spending	\$10.58	\$16.44	\$6,147.53	\$9,385.57

◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Montgomery County	Iowa
Food & Beverage	\$2.27	\$1,369
Lodging*	\$1.76	\$1,137
Recreation	\$1.49	\$959
Retail	\$1.74	\$1,067
Transportation**	\$3.32	\$1,615
Spending--Direct	\$10.58	\$6,148
Growth Rate	13.4%	+34.7%
Share of State Spending	0.2%	100%

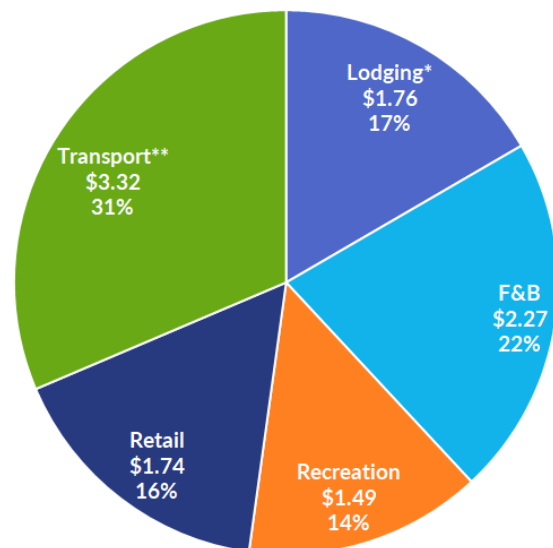
\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

## Montgomery County Visitor Spending by Category in 2021 (\$ mil)

Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

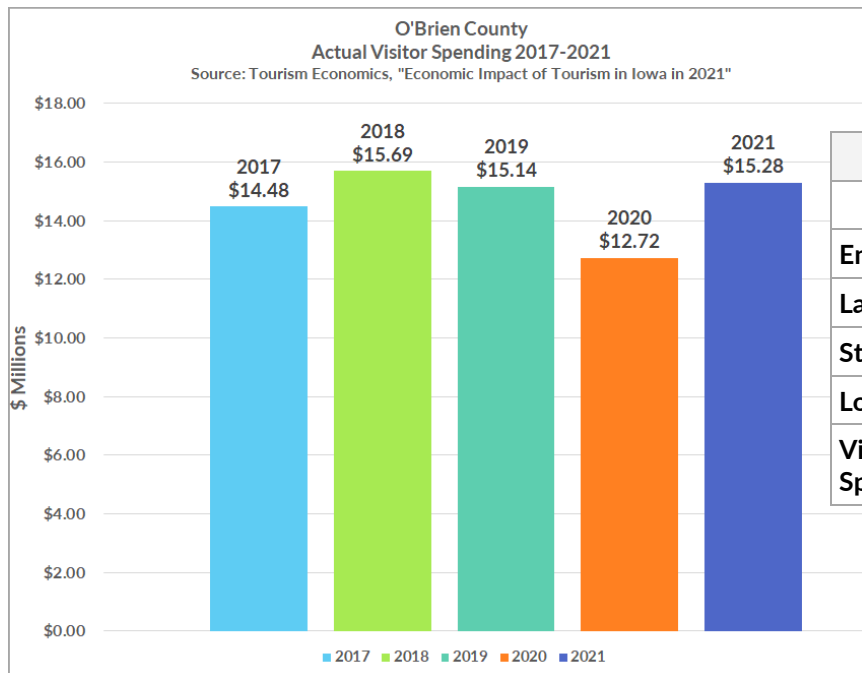
Access the full report (PDF), 2021 County Level Data (Excel) and the Interactive Dashboard at [https://industrypartners.traveliowa.com/UserDocs/research/2021\\_iowa\\_tourism\\_economic\\_impact.pdf](https://industrypartners.traveliowa.com/UserDocs/research/2021_iowa_tourism_economic_impact.pdf)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)



# O'BRIEN COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	O'Brien County		Iowa	
	Direct	Total	Direct	Total
Employment	101	149	45,249	64,989
Labor Income	\$2.63	\$4.65	\$1,275.77	\$2,212.66
State Taxes	\$1.25	\$1.75	\$480.31	\$680.22
Local Taxes	\$1.08	\$1.68	\$521.12	\$799.32
Visitor Spending	\$15.28	\$23.42	\$6,147.53	\$9,385.57

◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	O'Brien County	Iowa
Food & Beverage	\$3.34	\$1,369
Lodging*	\$2.69	\$1,137
Recreation	\$1.74	\$959
Retail	\$2.58	\$1,067
Transportation**	\$4.93	\$1,615
Spending--Direct	\$15.28	\$6,148
Growth Rate	20.2%	+34.7%
Share of State Spending	0.2%	100%

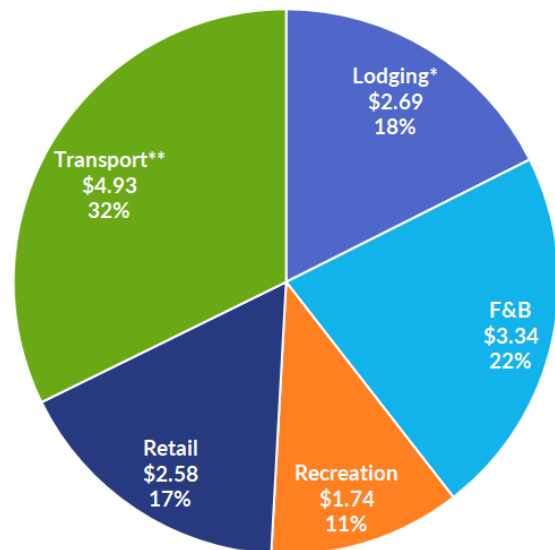
\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

## O'Brien County Visitor Spending by Category in 2021 (\$ mil)

Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



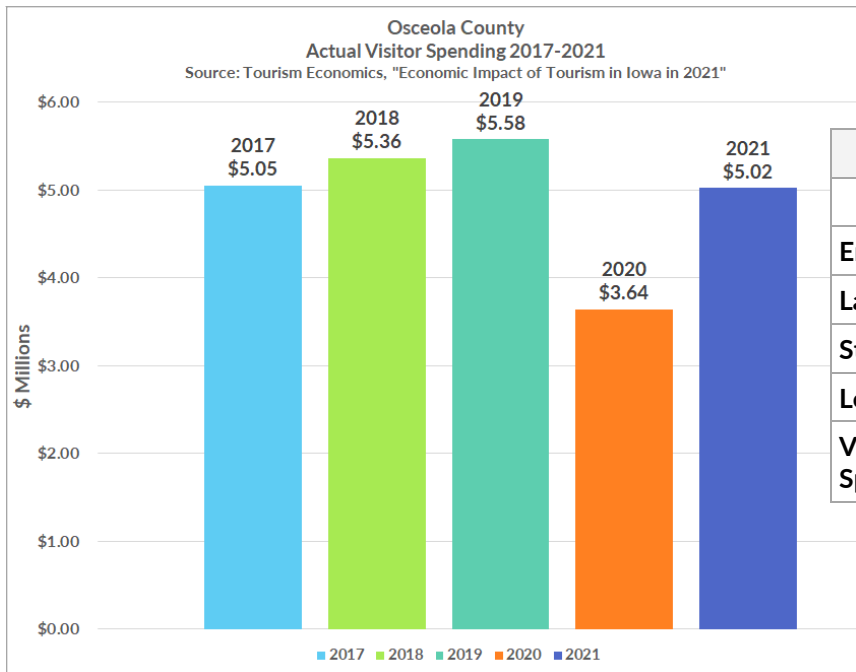
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# OSCEOLA COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Osceola County		Iowa	
	Direct	Total	Direct	Total
Employment	37	53	45,249	64,989
Labor Income	\$0.84	\$1.49	\$1,275.77	\$2,212.66
State Taxes	\$0.43	\$0.60	\$480.31	\$680.22
Local Taxes	\$0.34	\$0.53	\$521.12	\$799.32
Visitor Spending	\$5.02	\$7.59	\$6,147.53	\$9,385.57

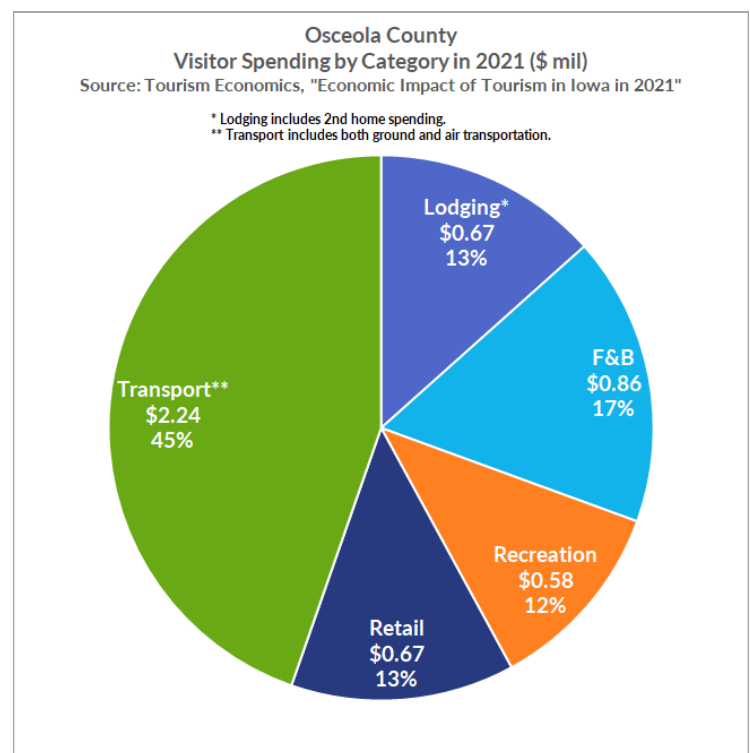
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Osceola County	Iowa
Food & Beverage	\$0.86	\$1,369
Lodging*	\$0.67	\$1,137
Recreation	\$0.58	\$959
Retail	\$0.67	\$1,067
Transportation**	\$2.24	\$1,615
Spending--Direct	\$5.02	\$6,148
Growth Rate	37.9%	+34.7%
Share of State Spending	0.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



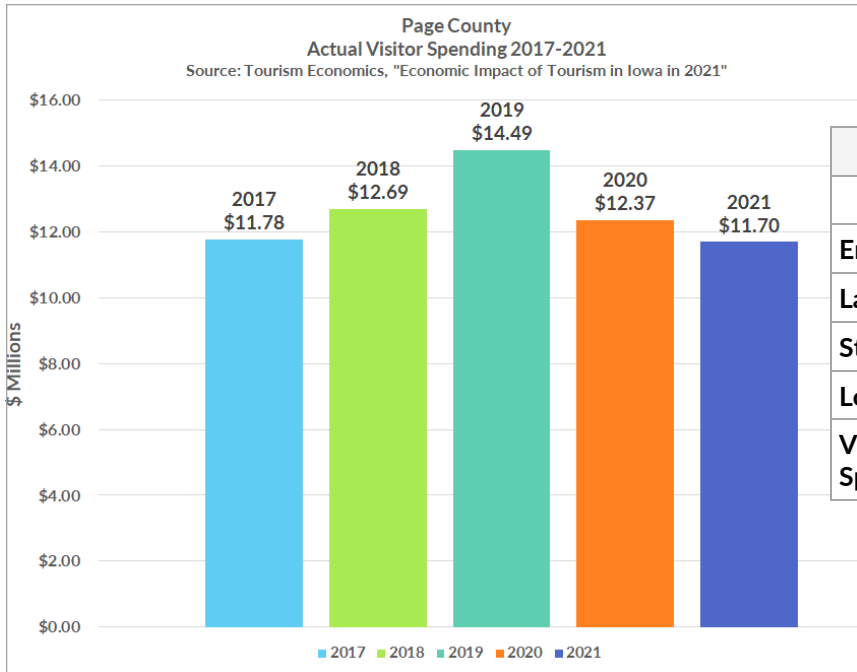
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# PAGE COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Page County		Iowa	
	Direct	Total	Direct	Total
Employment	73	112	45,249	64,989
Labor Income	\$1.70	\$3.15	\$1,275.77	\$2,212.66
State Taxes	\$1.05	\$1.48	\$480.31	\$680.22
Local Taxes	\$0.84	\$1.35	\$521.12	\$799.32
Visitor Spending	\$11.70	\$18.62	\$6,147.53	\$9,385.57

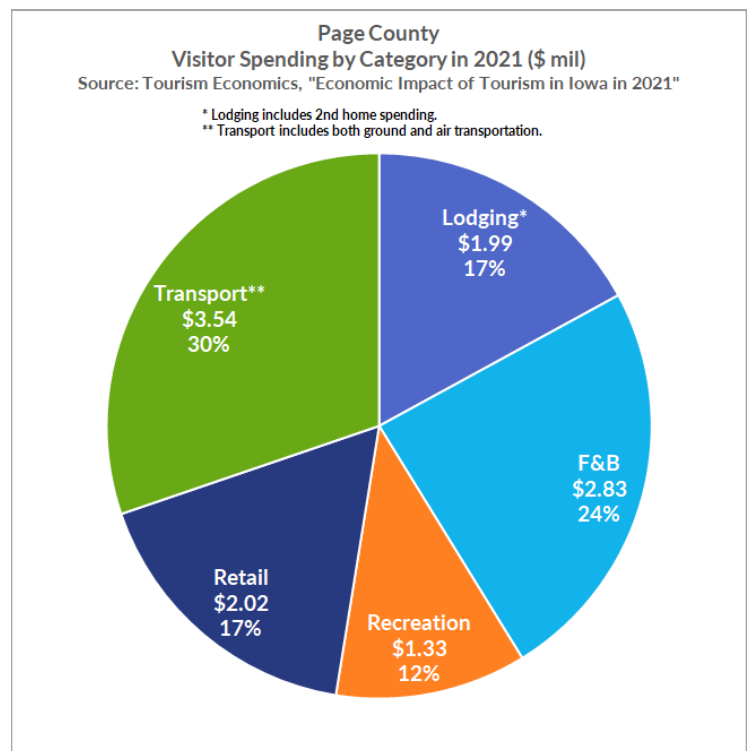
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Page County	Iowa
Food & Beverage	\$2.83	\$1,369
Lodging*	\$1.99	\$1,137
Recreation	\$1.33	\$959
Retail	\$2.02	\$1,067
Transportation**	\$3.54	\$1,615
Spending--Direct	\$11.70	\$6,148
Growth Rate	-5.4%	+34.7%
Share of State Spending	0.2%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



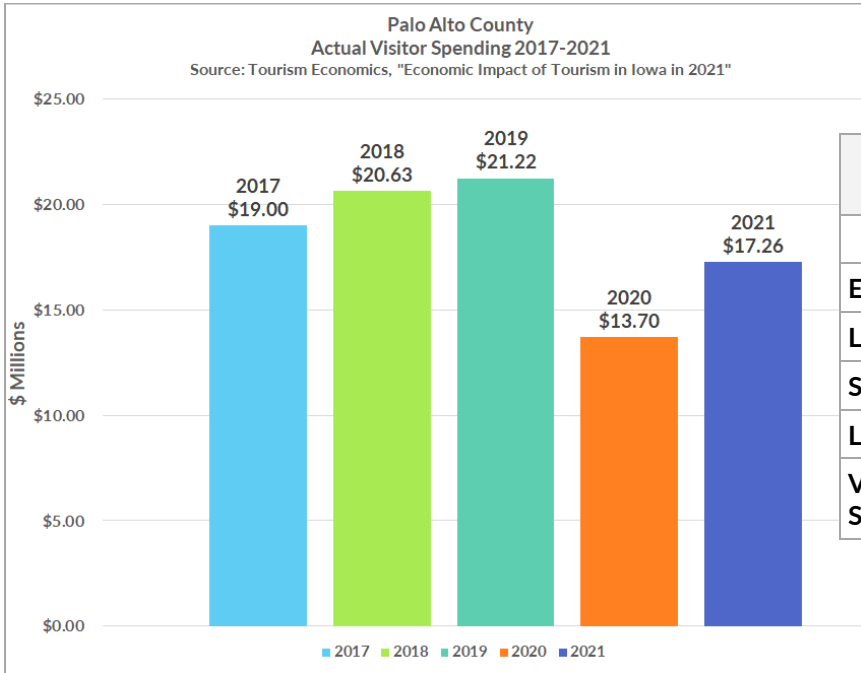
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# PALO ALTO COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Palo Alto County		Iowa	
	Direct	Total	Direct	Total
Employment	150	212	45,249	64,989
Labor Income	\$3.53	\$6.21	\$1,275.77	\$2,212.66
State Taxes	\$1.62	\$2.28	\$480.31	\$680.22
Local Taxes	\$1.86	\$2.82	\$521.12	\$799.32
Visitor Spending	\$17.26	\$25.98	\$6,147.53	\$9,385.57

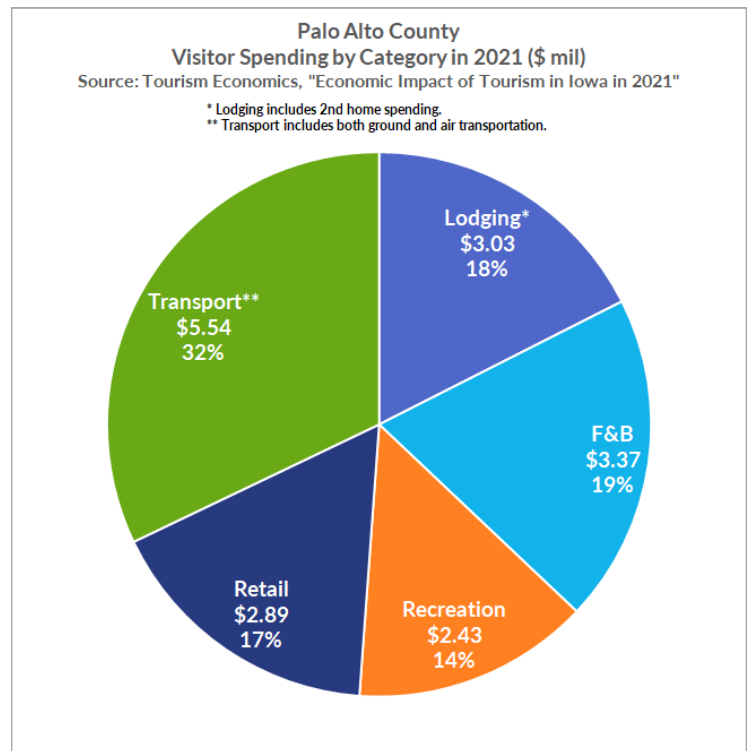
◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Palo Alto County	Iowa
Food & Beverage	\$3.37	\$1,369
Lodging*	\$3.03	\$1,137
Recreation	\$2.43	\$959
Retail	\$2.89	\$1,067
Transportation**	\$5.54	\$1,615
Spending--Direct	\$17.26	\$6,148
Growth Rate	26.0%	+34.7%
Share of State Spending	0.3%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



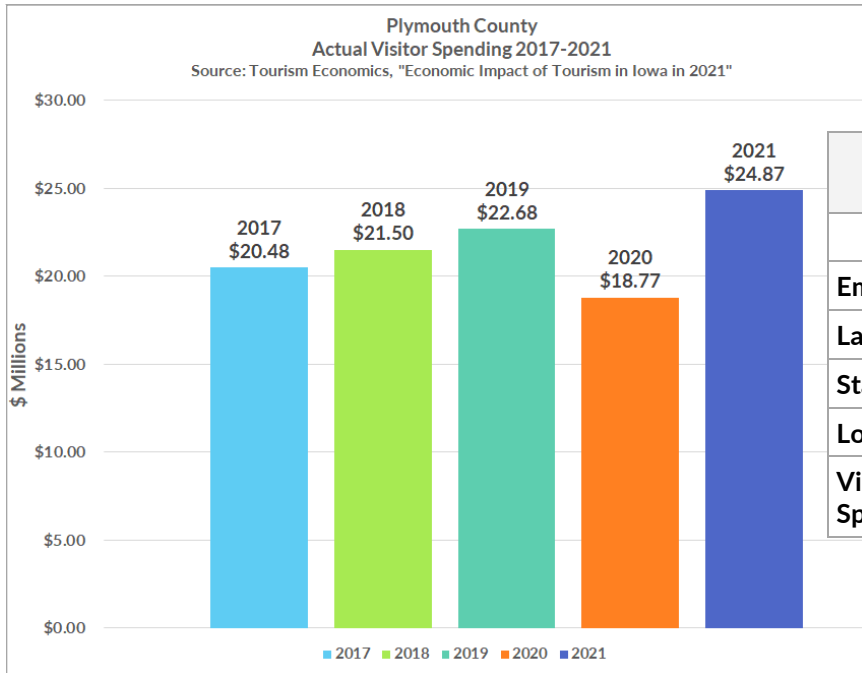
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# PLYMOUTH COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Plymouth County		Iowa	
	Direct	Total	Direct	Total
Employment	151	226	45,249	64,989
Labor Income	\$3.77	\$6.76	\$1,275.77	\$2,212.66
State Taxes	\$2.03	\$2.81	\$480.31	\$680.22
Local Taxes	\$1.68	\$2.58	\$521.12	\$799.32
Visitor Spending	\$24.87	\$38.85	\$6,147.53	\$9,385.57

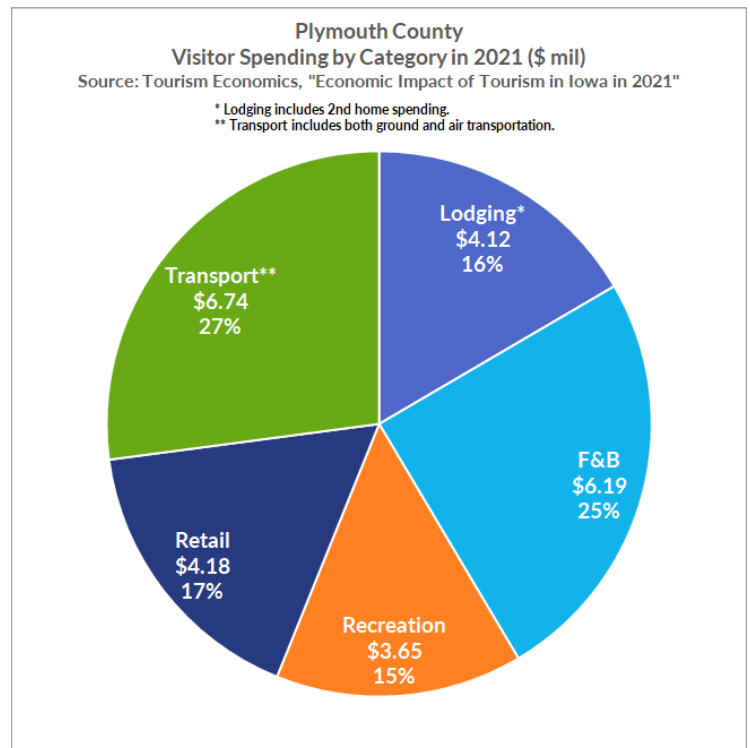
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Plymouth County	Iowa
Food & Beverage	\$6.19	\$1,369
Lodging*	\$4.12	\$1,137
Recreation	\$3.65	\$959
Retail	\$4.18	\$1,067
Transportation**	\$6.74	\$1,615
Spending--Direct	\$24.87	\$6,148
Growth Rate	32.5%	+34.7%
Share of State Spending	0.4%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



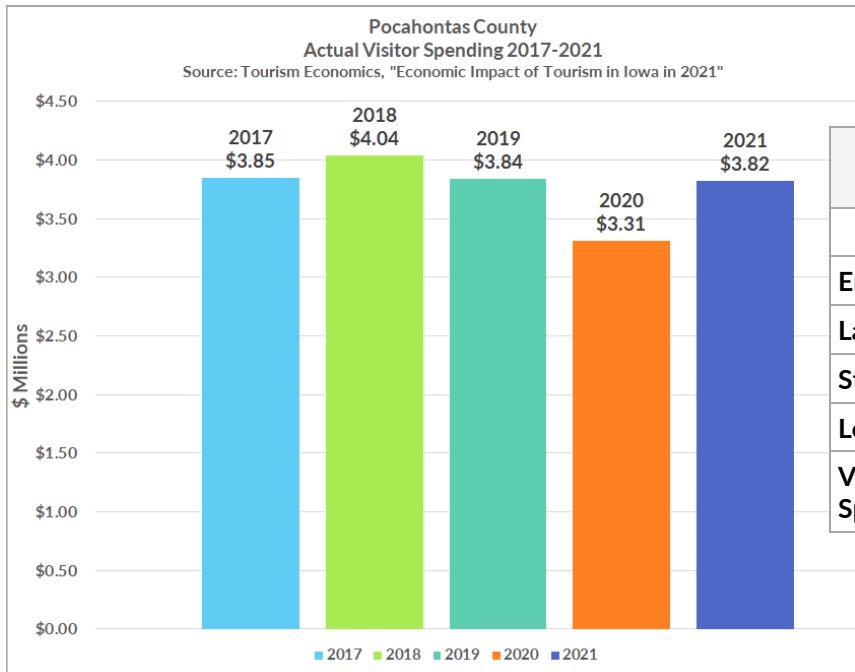
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# POCAHONTAS COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Pocahontas County		Iowa	
	Direct	Total	Direct	Total
Employment	30	43	45,249	64,989
Labor Income	\$0.62	\$1.12	\$1,275.77	\$2,212.66
State Taxes	\$0.33	\$0.46	\$480.31	\$680.22
Local Taxes	\$0.28	\$0.43	\$521.12	\$799.32
Visitor Spending	\$3.82	\$5.72	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Pocahontas County	Iowa
Food & Beverage	\$0.60	\$1,369
Lodging*	\$0.50	\$1,137
Recreation	\$0.50	\$959
Retail	\$0.58	\$1,067
Transportation**	\$1.64	\$1,615
Spending--Direct	\$3.82	\$6,148
Growth Rate	15.3%	+34.7%
Share of State Spending	0.1%	100%

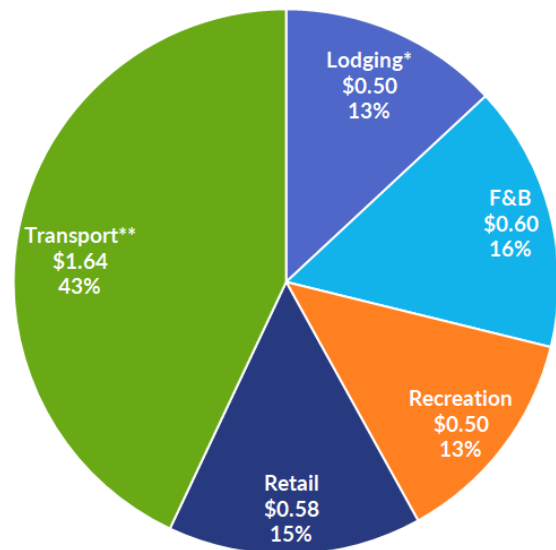
\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

## Pocahontas County Visitor Spending by Category in 2021 (\$ mil)

Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



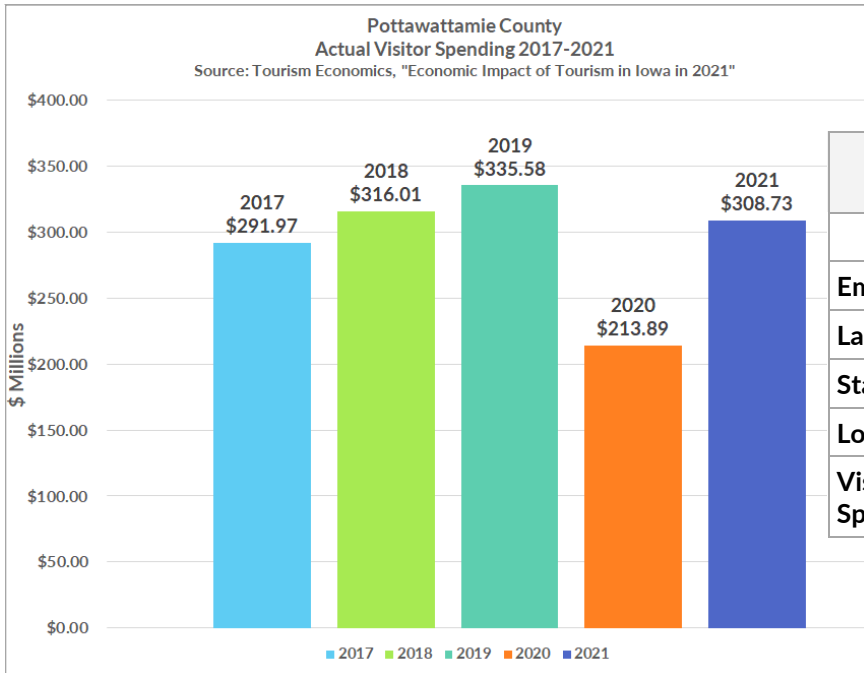
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# POTTAWATTAMIE COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Pottawattamie County		Iowa	
	Direct	Total	Direct	Total
Employment	2,233	3,193	45,249	64,989
Labor Income	\$73.83	\$125.53	\$1,275.77	\$2,212.66
State Taxes	\$25.77	\$36.45	\$480.31	\$680.22
Local Taxes	\$27.66	\$42.19	\$521.12	\$799.32
Visitor Spending	\$308.73	\$465.76	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

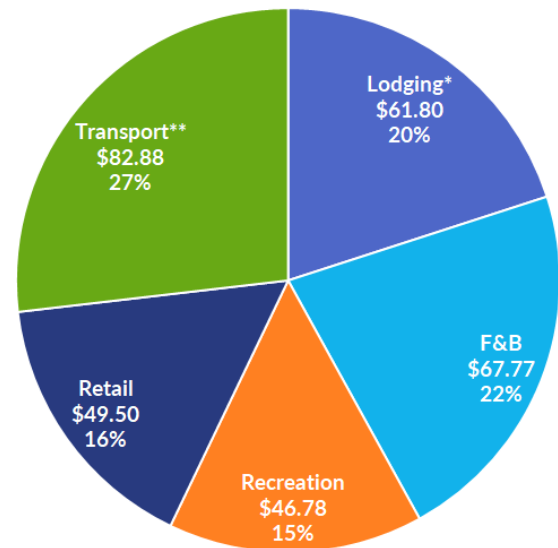
## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Pottawattamie County	Iowa
Food & Beverage	\$67.77	\$1,369
Lodging*	\$61.80	\$1,137
Recreation	\$46.78	\$959
Retail	\$49.50	\$1,067
Transportation**	\$82.88	\$1,615
Spending--Direct	\$308.73	\$6,148
Growth Rate	44.3%	+34.7%
Share of State Spending	5.0%	100%

\* Lodging includes 2nd home spending.  
\*\* Transportation includes both ground and air transportation.

Pottawattamie County  
Visitor Spending by Category in 2021 (\$ mil)  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



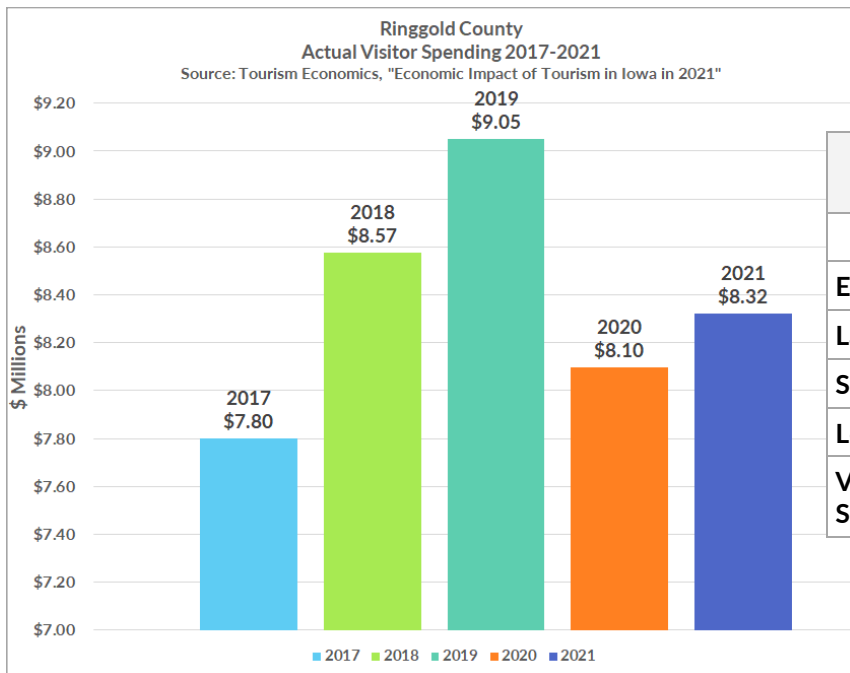
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# RINGGOLD COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Ringgold County		Iowa	
	Direct	Total	Direct	Total
Employment	33	53	45,249	64,989
Labor Income	\$0.93	\$1.70	\$1,275.77	\$2,212.66
State Taxes	\$0.82	\$1.12	\$480.31	\$680.22
Local Taxes	\$0.83	\$1.25	\$521.12	\$799.32
Visitor Spending	\$8.32	\$12.24	\$6,147.53	\$9,385.57

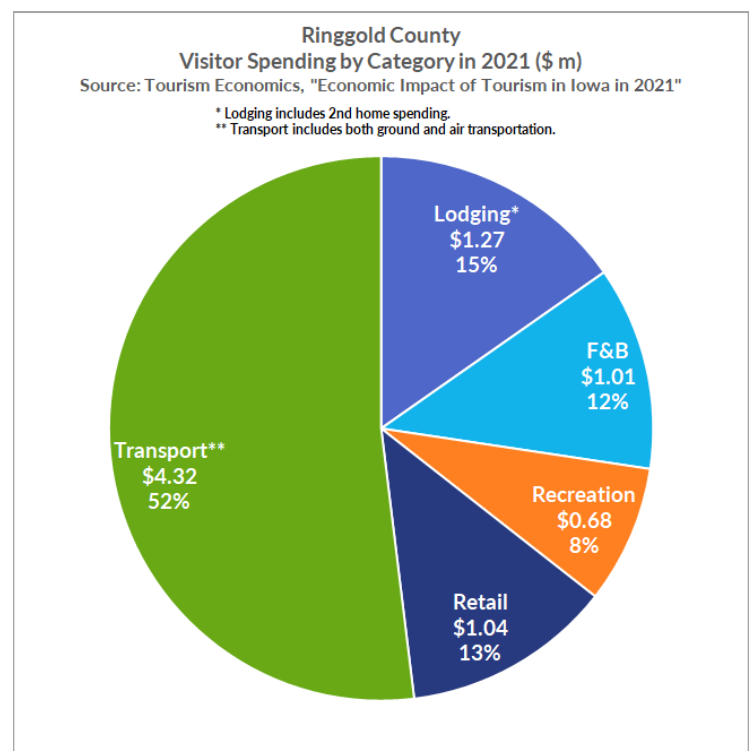
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Ringgold County	Iowa
Food & Beverage	\$1.01	\$1,369
Lodging*	\$1.27	\$1,137
Recreation	\$0.68	\$959
Retail	\$1.04	\$1,067
Transportation**	\$4.32	\$1,615
Spending--Direct	\$8.32	\$6,148
Growth Rate	2.8%	+34.7%
Share of State Spending	0.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

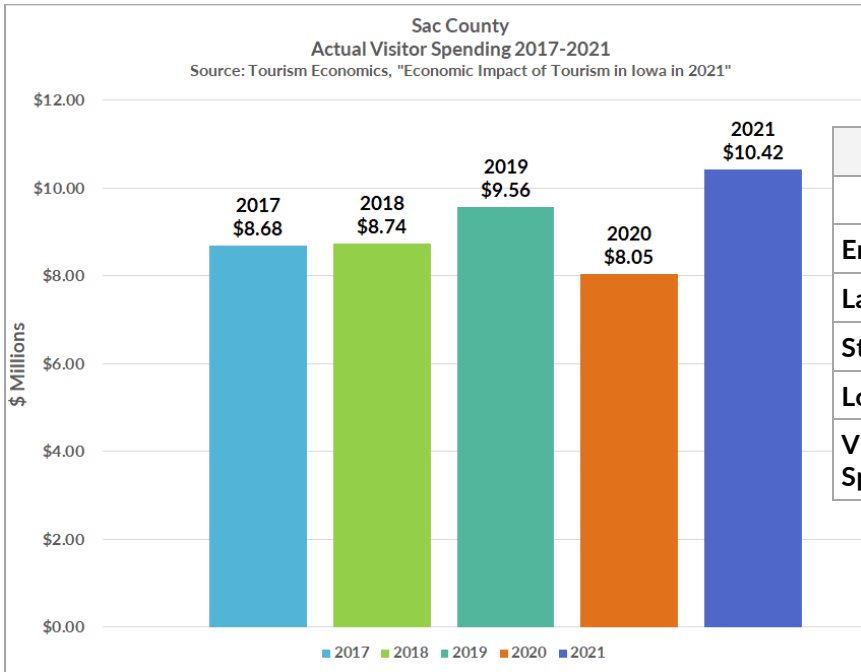
Access the full report (PDF), 2021 County Level Data (Excel) and the Interactive Dashboard at [https://industrypartners.traveliowa.com/UserDocs/research/2021\\_iowa\\_tourism\\_economic\\_impact.pdf](https://industrypartners.traveliowa.com/UserDocs/research/2021_iowa_tourism_economic_impact.pdf)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)



# SAC COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Sac County		Iowa	
	Direct	Total	Direct	Total
Employment	50	75	45,249	64,989
Labor Income	\$1.33	\$2.38	\$1,275.77	\$2,212.66
State Taxes	\$0.83	\$1.13	\$480.31	\$680.22
Local Taxes	\$0.98	\$1.45	\$521.12	\$799.32
Visitor Spending	\$10.42	\$15.31	\$6,147.53	\$9,385.57

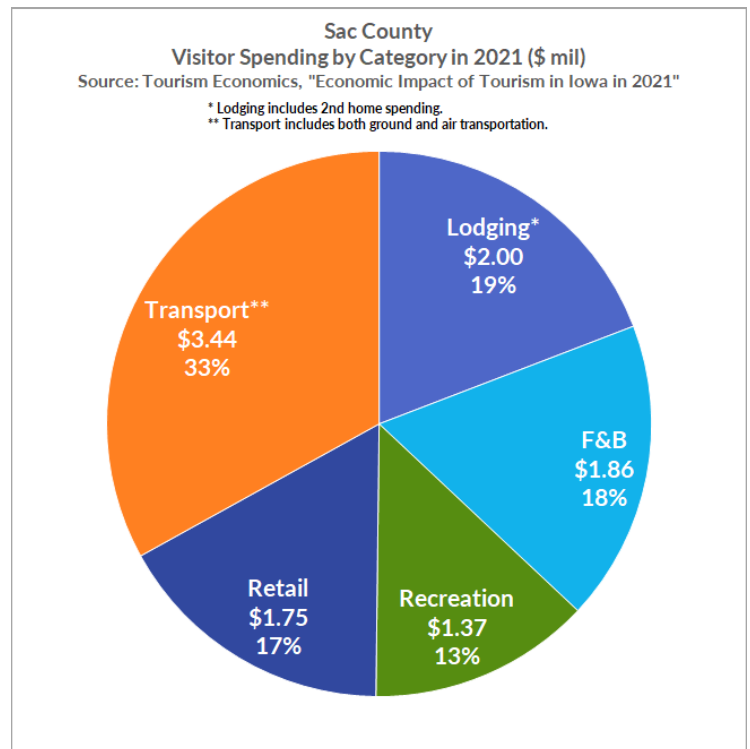
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Sac County	Iowa
Food & Beverage	\$1.86	\$1,369
Lodging*	\$2.00	\$1,137
Recreation	\$1.37	\$959
Retail	\$1.75	\$1,067
Transportation**	\$3.44	\$1,615
Spending--Direct	\$10.42	\$6,148
Growth Rate	29.4%	+34.7%
Share of State Spending	0.2%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



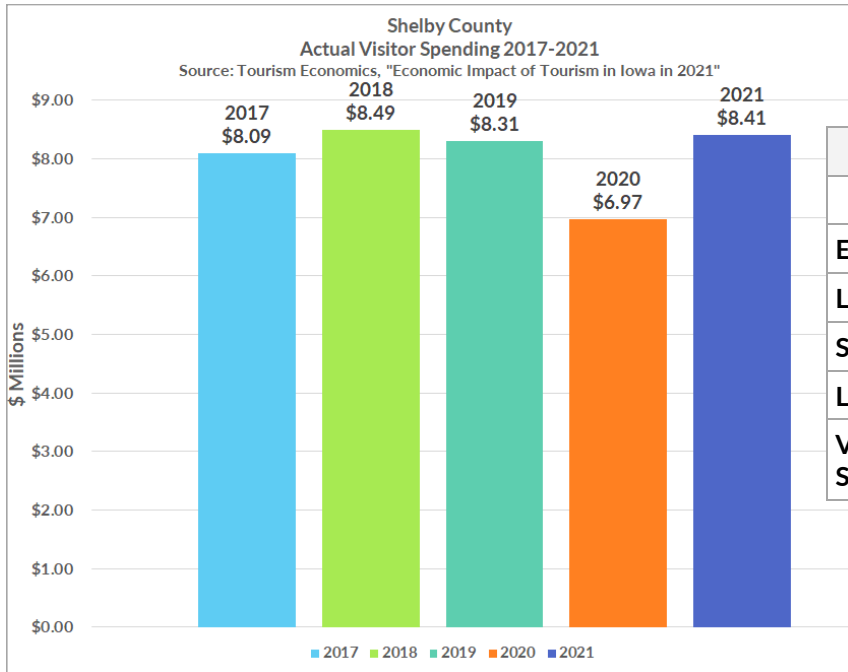
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# SHELBY COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Shelby County		Iowa	
	Direct	Total	Direct	Total
Employment	44	68	45,249	64,989
Labor Income	\$1.22	\$2.20	\$1,275.77	\$2,212.66
State Taxes	\$0.68	\$0.95	\$480.31	\$680.22
Local Taxes	\$0.52	\$0.82	\$521.12	\$799.32
Visitor Spending	\$8.41	\$13.06	\$6,147.53	\$9,385.57

Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

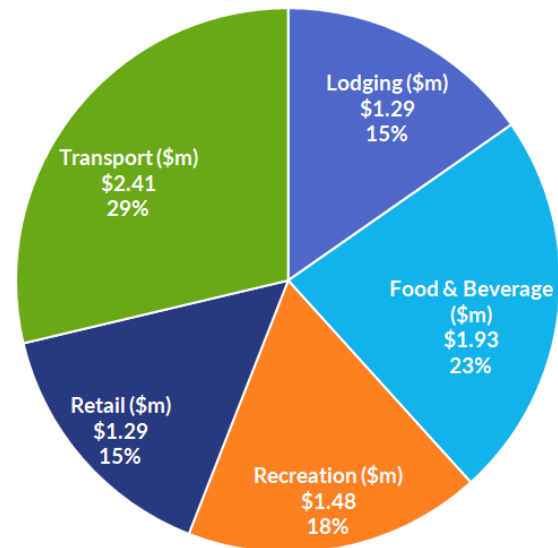
2021	Shelby County	Iowa
Food & Beverage	\$1.93	\$1,369
Lodging*	\$1.29	\$1,137
Recreation	\$1.48	\$959
Retail	\$1.29	\$1,067
Transportation**	\$2.41	\$1,615
Spending--Direct	\$8.41	\$6,148
Growth Rate	20.5%	+34.7%
Share of State Spending	0.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

**Shelby County  
Visitor Spending by Category in 2021 (\$ mil)**  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



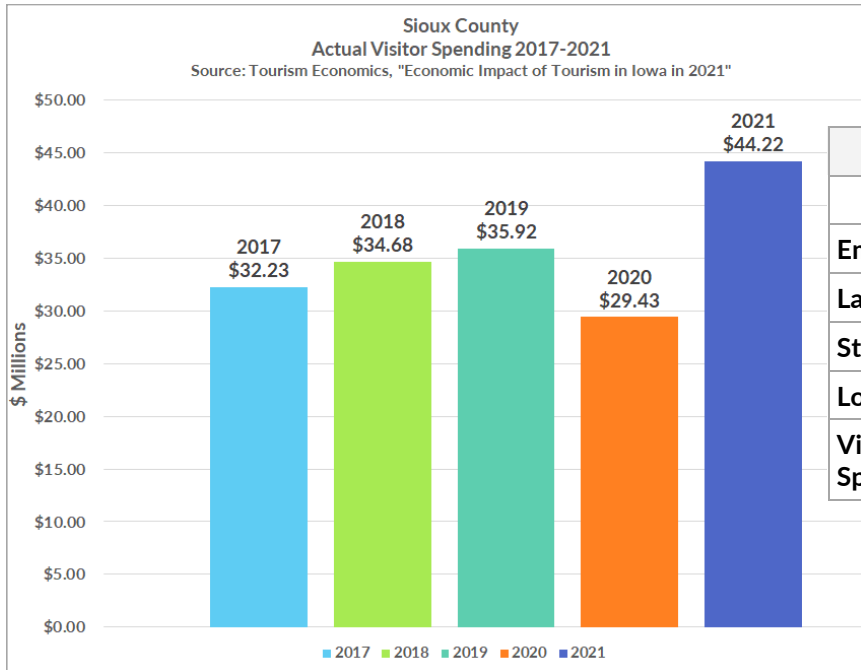
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# SIoux COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Sioux County		Iowa	
	Direct	Total	Direct	Total
Employment	278	403	45,249	64,989
Labor Income	\$6.87	\$12.11	\$1,275.77	\$2,212.66
State Taxes	\$3.31	\$4.58	\$480.31	\$680.22
Local Taxes	\$2.81	\$4.28	\$521.12	\$799.32
Visitor Spending	\$44.22	\$67.07	\$6,147.53	\$9,385.57

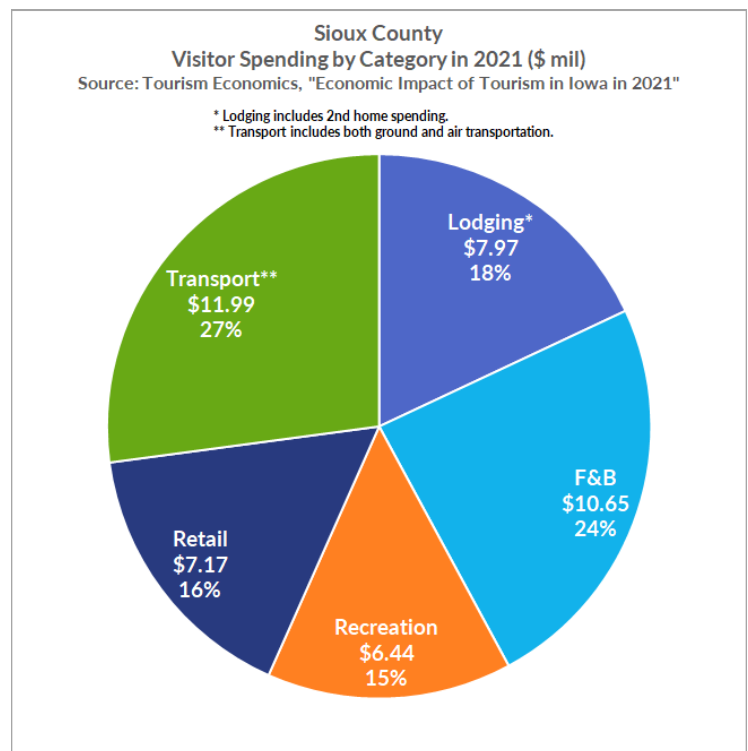
Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Sioux County	Iowa
Food & Beverage	\$10.65	\$1,369
Lodging*	\$7.97	\$1,137
Recreation	\$6.44	\$959
Retail	\$7.17	\$1,067
Transportation**	\$11.99	\$1,615
Spending--Direct	\$44.22	\$6,148
Growth Rate	50.3%	+34.7%
Share of State Spending	0.7%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



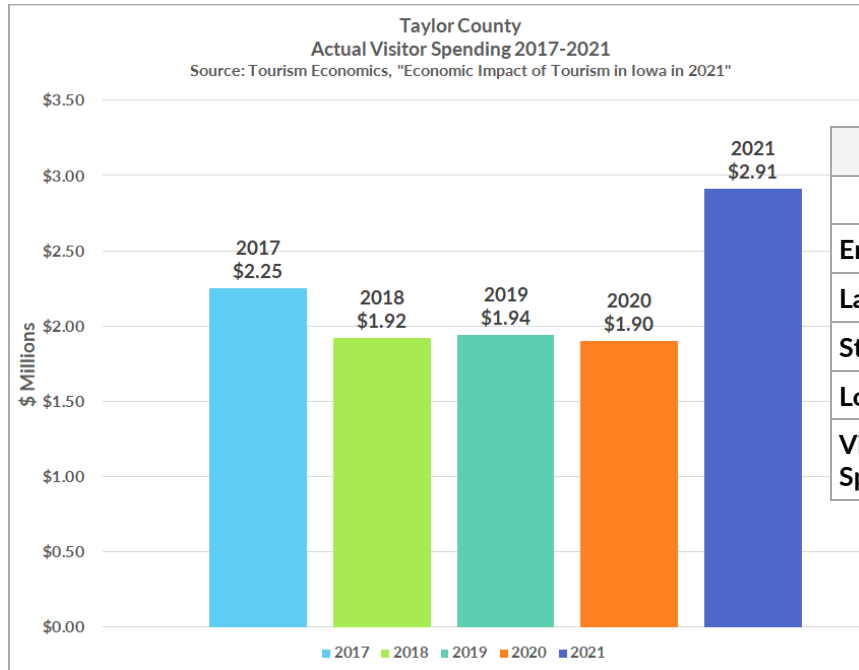
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# TAYLOR COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Taylor County		Iowa	
	Direct	Total	Direct	Total
Employment	14	20	45,249	64,989
Labor Income	\$0.30	\$0.54	\$1,275.77	\$2,212.66
State Taxes	\$0.23	\$0.31	\$480.31	\$680.22
Local Taxes	\$0.15	\$0.23	\$521.12	\$799.32
Visitor Spending	\$2.91	\$4.27	\$6,147.53	\$9,385.57

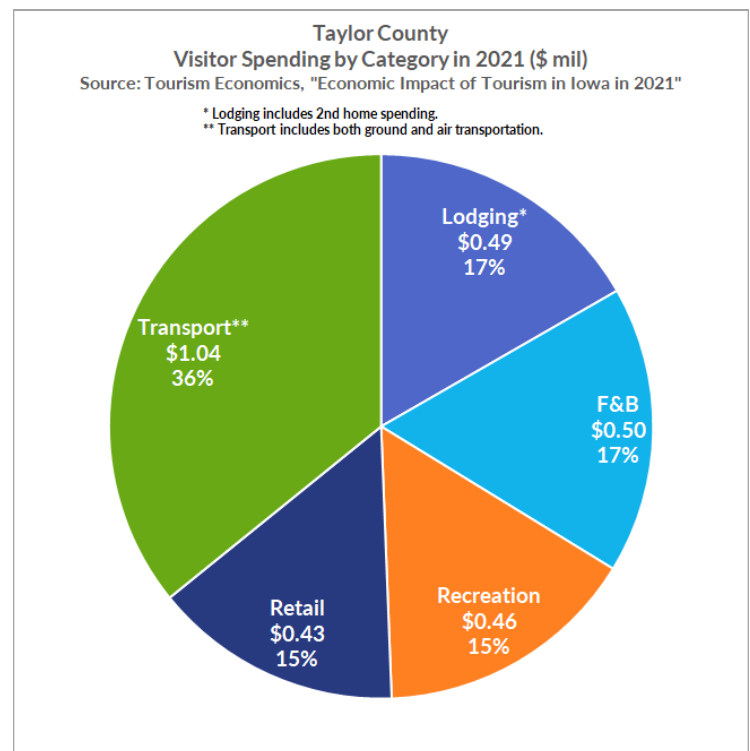
◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Taylor County	Iowa
Food & Beverage	\$0.50	\$1,369
Lodging*	\$0.49	\$1,137
Recreation	\$0.46	\$959
Retail	\$0.43	\$1,067
Transportation**	\$1.04	\$1,615
Spending--Direct	\$2.91	\$6,148
Growth Rate	53.4%	+34.7%
Share of State Spending	0.0%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



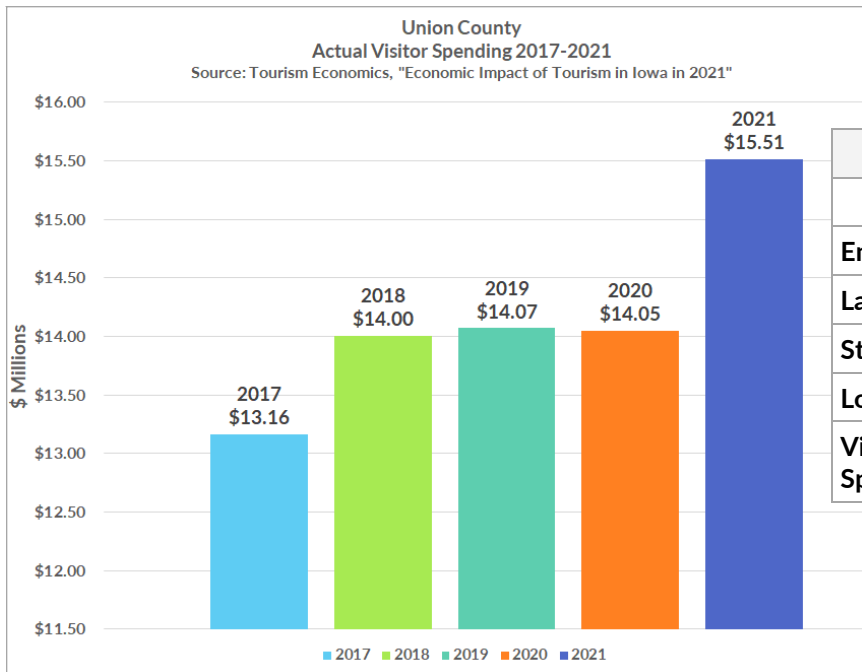
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# UNION COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

	Union County		Iowa	
	Direct	Total	Direct	Total
Employment	126	180	45,249	64,989
Labor Income	\$3.70	\$6.35	\$1,275.77	\$2,212.66
State Taxes	\$1.52	\$2.12	\$480.31	\$680.22
Local Taxes	\$1.07	\$1.71	\$521.12	\$799.32
Visitor Spending	\$15.51	\$23.94	\$6,147.53	\$9,385.57

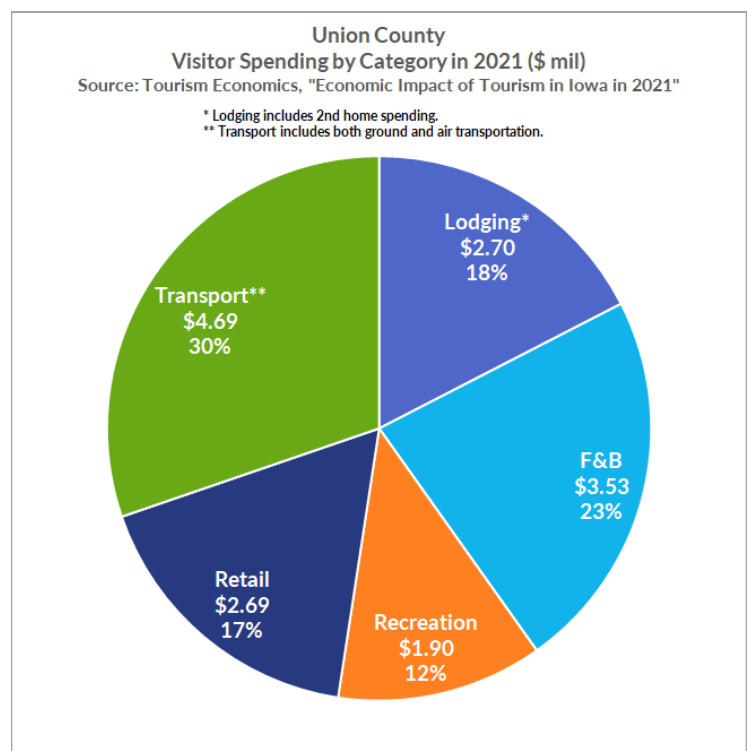
◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

2021	Union County	Iowa
Food & Beverage	\$3.53	\$1,369
Lodging*	\$2.70	\$1,137
Recreation	\$1.90	\$959
Retail	\$2.69	\$1,067
Transportation**	\$4.69	\$1,615
Spending--Direct	\$15.51	\$6,148
Growth Rate	10.4%	+34.7%
Share of State Spending	0.3%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.



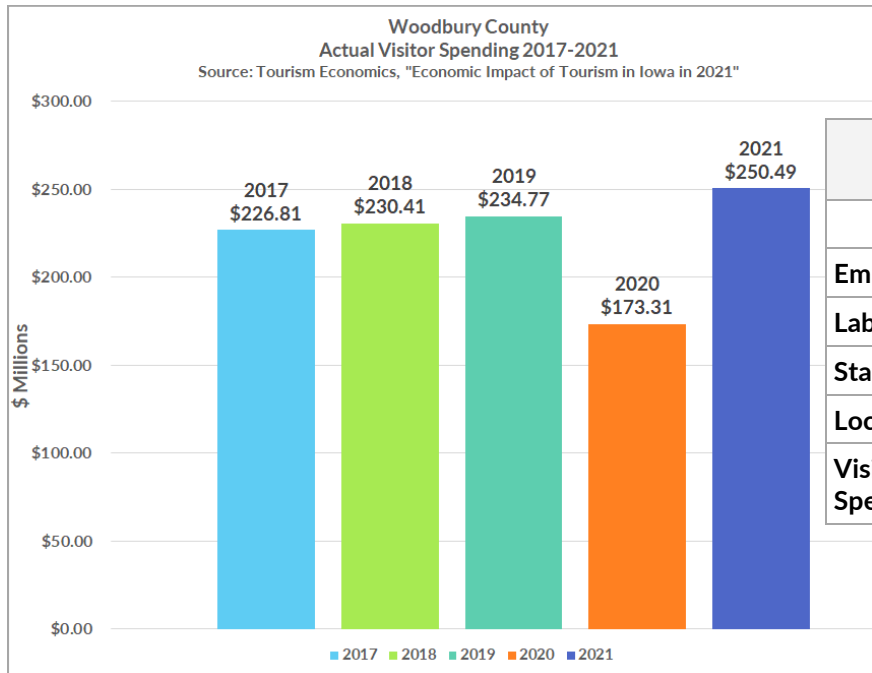
Source: Tourism Economics, Economic Impact of Visitors in Iowa in 2021, Prepared for the Iowa Department of Economic Development, November 2022

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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)

# WOODBURY COUNTY



## SPENDING AND ECONOMIC IMPACT (\$ MILLIONS)

2021	Woodbury County		Iowa	
	Direct	Total	Direct	Total
Employment	1,884	2,689	45,249	64,989
Labor Income	\$54.90	\$94.18	\$1,275.77	\$2,212.66
State Taxes	\$18.32	\$26.00	\$480.31	\$680.22
Local Taxes	\$20.48	\$31.21	\$521.12	\$799.32
Visitor Spending	\$250.49	\$383.61	\$6,147.53	\$9,385.57

◀ Actual Visitor Spending (millions) 2017-2021

## VISITOR SPENDING BY CATEGORY (MILLIONS)

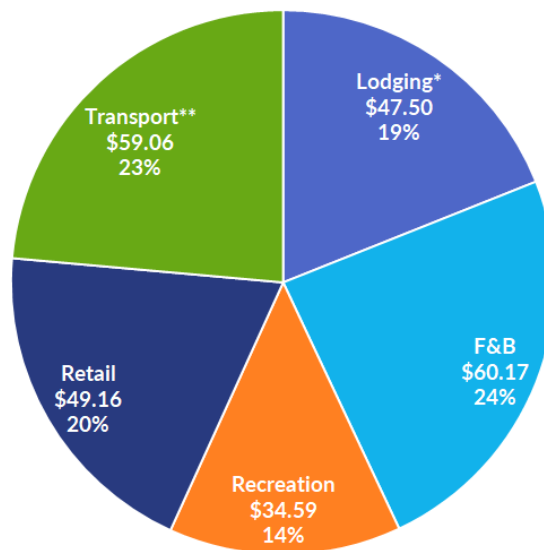
2021	Woodbury County	Iowa
Food & Beverage	\$60.17	\$1,369
Lodging*	\$47.50	\$1,137
Recreation	\$34.59	\$959
Retail	\$49.16	\$1,067
Transportation**	\$59.06	\$1,615
Spending--Direct	\$250.49	\$6,148
Growth Rate	44.5%	+34.7%
Share of State Spending	4.1%	100%

\* Lodging includes 2nd home spending.

\*\* Transportation includes both ground and air transportation.

Woodbury County  
Visitor Spending by Category in 2021 (\$ mil)  
Source: Tourism Economics, "Economic Impact of Tourism in Iowa in 2021"

\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



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)



For more information, contact  
Shirley Phillips, Executive Director, [shirley@visitwesterniowa.com](mailto:shirley@visitwesterniowa.com)  
[visitwesterniowa.com](http://visitwesterniowa.com)