TRAVEL IS AN ECONOMIC ENGINE
Why Travel Matters to Iowa

TRAVEL AND TOURISM WORKS FOR IOWA
2017 Data

- Domestic and international travelers to Iowa spent $8.7 billion in 2017 and generated $1.1 billion to federal, state and local governments, dollars that help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

- The 71,480 jobs created by travelers to Iowa in 2017 represent 5.5% of the state’s total private industry employment.

- Without these jobs generated by domestic and international travel, Iowa’s 2017 unemployment rate of 3.2% would have been 7.5% of the labor force.

- For every $1 million spent in Iowa by domestic and international travelers, 8.2 jobs are created.

IOWA-BASED TRAVEL COMPANIES

- Greater Des Moines Convention & Visitors Bureau
- Heartland Hotel Corporation
- Iowa Tourism Office
- ITA Group

TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY
2018 Data

**DIRRECT IMPACT**

- **$1.1 TRILLION** in travel spending
- **8.9 MILLION** jobs
- **$68 BILLION** payroll
- **$171 BILLION** in tax revenue

**INTERNATIONAL**

- **#2 INDUSTRY EXPORT**
  - $256 Billion in travel exports, generating a $69 Billion trade surplus
- **$157 BILLION** in travel spending by international visitors in the U.S.

**TOTAL IMPACT**

- **$2.5 TRILLION** in U.S. economic output
- **1 in 10** U.S. NON-FARM JOBS supported by travel
- **15.7 MILLION** American jobs

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1. Out of 20 industries by 2-digit NAICS code
2. Includes travel spending (international visitors spending on travel-related goods and services in the U.S.), international passenger fares on U.S. carriers and all spending for educational and health-related purposes (such as tuition, room and board paid for or provided by educational institutions, hospital charges, treatments, physicians’ fees, etc.) made by students and medical patients, along with all expenditures by border, seasonal, and other short-term workers.