



Iowa Great River Road 2013 VISITOR SURVEY



Here's information about Iowa Great River Road VISITORS...

50% of visitors plan to spend **2-3 days** along the Mississippi River

26% of visitors plan to spend **4 days** or longer along the Mississippi River



...of **Visitors** are either "**Somewhat**" or "**Very Much Aware**" of the Iowa Great River Road. 20% of Visitors report they are "**Not Aware**" of the Iowa Great River Road



42% of Visitors report their trip **exceeded** expectations



55% of Visitors report their trip **met** expectations



3% of Visitors report their trip **was less than what they expected**



Byway signs,

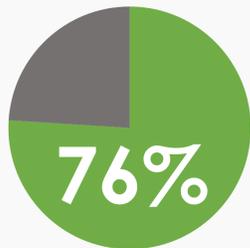


Maps,



and Word of Mouth...

...are the ways **75%** of **Visitors** became aware of the Iowa Great River Road



of **Visitors** say **no additional tourism services or visitor amenities** are needed in the area

From the **24% of Visitors** and **55% of Residents** who felt additional tourism services or visitor amenities were needed, the following were most requested:



Public restroom facilities



Maps



Guide signs and Attractions Signs



Bicycle trails and paths

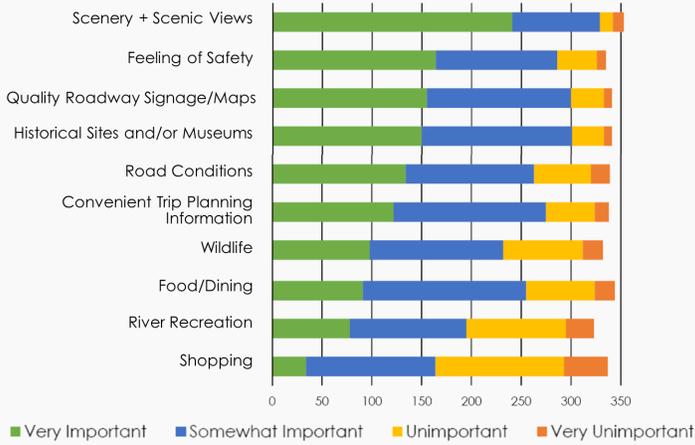


Expanded advertising and marketing of local attractions

The opinions, findings, and conclusions expressed in this publication are those of the author and not necessarily those of the Iowa Department of Transportation or of the Federal Highway Administration.

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Visitors ranked the importance of various factors in their decision to visit the area



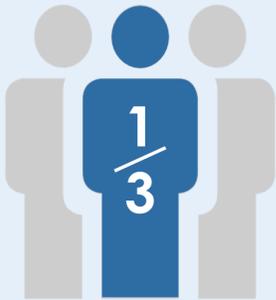
70% of visitors are **repeat visitors**

40% of repeat visitors have been visiting the area for

25+ years



of repeat visitors feel the area has **changed for the better**. Only 1% feel it has changed for the worse.



plan to **visit again** specifically to experience the Iowa Great River Road

When traveling for pleasure, Visitors selected the following areas of interest:



Information about Visitors...

75%



of visitors plan to stay overnight along the River



52% couples

Visitor Income Levels



27% \$100,000 +

43% \$50,000 - \$99,999

30% \$0 - \$49,999

65.3

Average Age of Visitor Respondents



41%



59%

67%

of Visitors are either **Retired** or work in **Management/Professional** fields

62%



of Visitors have at least an Associate's Degree



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For more information please contact John Goodmann, Chair, Iowa Mississippi River Parkway Commission, at 563-599-4350 or David L. Dahlquist Associates at 515-963-1989 or ddahlquist@outlook.com.