

**EVALUATION OF  
ADVERTISING EXPENDITURES  
FOR TRAVEL & TOURISM**

for

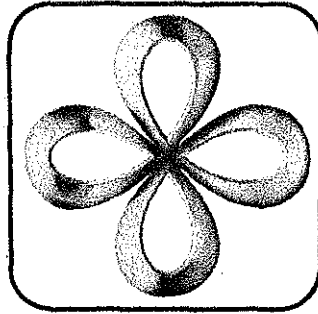
**THE TOURISM DIVISION  
IOWA DEVELOPMENT COMMISSION**

by

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THE RESEARCH DIVISION**

December 20, 1972

Iowa



a place to grow

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TABLE OF CONTENTS

	<u>Page</u>
SUMMARY .....	1
INTRODUCTION .....	3
METHODOLOGY .....	4
RESULTS OF THE STUDY .....	6
Advertising Effectiveness - Midwest States .....	7
Costs Per Visiting Party to Iowa - 1972 .....	9
Variation in Costs Per 1000 Circulation - 1972 .....	11
Recommended Publications .....	13
CONCLUSIONS & RECOMMENDATIONS .....	14
Example of a Marketing Audit .....	16
Impact of Out-of-State Tourists .....	18
LIMITATIONS .....	19
Reliability .....	19
Validity .....	20
Confidence Level and Error Tolerance .....	22
APPENDIX	
Geographic Distribution of Coupons	
Number & Cost of Coupons by Publication	
Questionnaire Responses by Publication	
Reasons for Not Visiting Iowa	
Questionnaires	
Examples of Ads Used in 1972	
Bibliography	

## SUMMARY

Marketing is concerned with satisfying the needs of customers, and bringing tourist customers to Iowa is a marketing responsibility of the Tourism Division, Iowa Development Commission. This exploratory investigation looked into the advertising component of the tourism marketing aggregate, to determine methods for improving return on investments.

In 1972, an investment of \$34,479.15 in advertising generated an estimated 65,243 tourist sales prospects and 30,925 tourist party visits (sales) to Iowa. The total cost, including literature, handling and postage was \$2.42 per visiting party. Spending by each visiting tourist party while in Iowa generated \$2.55<sub>1</sub> in state and local tax revenues so that a tax "profit" of \$4,020 was realized by the state.

The hypothesis that an advertising cost of \$1.00 per coupon request is a measure of effective advertising performance is unsound. Under the above hypothesis, the cost per visiting party would have computed at \$3.42, while \$2.55 was returned in tax revenues. This would have resulted in a loss to the state of \$.87 for each of some 44,000 visiting tourist parties, for a total loss of more than \$38,000. Assuming a "profit" objective exists, such a loss would be unacceptable.

While Iowa tourist advertising performed profitably in 1972, and compared very favorably with similar campaigns of neighboring states, there are opportunities for improvement. Advertising effectiveness, based upon the number of prospects generated, the quality of those prospects, (the number of prospects converted to visitors) and of course, the associated investment costs, indicate that 7 of the 17 publications used in 1972 should be rejected. In addition, 6 publications used in 1970 and 1971, but not in 1972, should be included in future advertising campaigns<sub>2</sub>. Some of the recommended publications will require slight cost modification so that the average cost per visitor will not exceed \$2.55.

The need for further research is indicated so that continued improvements in advertising effectiveness may be developed through experimentation with untried publications, ad design and ad size. In addition, publications that performed well in 1972 should be checked for consistency, as a magazine may not continue to do an effective job over time. Knowledge is needed concerning some 50,000 tourist prospects, many of which result from other marketing programs such as travel shows, the state fair booth, and the See Iowa Caravan, so that all marketing strategies may be evaluated in terms of return on investment.

1. 1972 Copeland Report
2. for detail, see Recommendations Section, pages 14-18.

The quality of decisions and plans for future marketing activities is directly related to available intelligence. Staff time and dollars are limited. Research can provide guidelines needed to assess cost-benefit priorities, establish performance goals and efficiently allocate limited resources among unlimited marketing options.

## INTRODUCTION

Today's travel market is characterized by advances in technology, changing patterns of demand, and increasingly strong competition for the tourist dollar. In order that the Tourism Division may keep pace and maintain a leadership role within Iowa's travel industry, a surveillance system is needed which will continually feed current marketing knowledge into the decision-making system.

Information from marketing research is a powerful decision-making tool. A project designed and executed, as this one is, with the intention of providing information for a particular "decision-problem", can dramatically reduce the risks of being wrong, thereby reducing the costs associated with inaccurate decisions.

Functionally, the objective of most marketing research is to strive toward the optimal marketing mix where return on investment is maximized. The specific problem, dealt with in this investigation, may be stated in similar terms by the question --- How can the Tourism Division maximize the number of tourist visits generated by investments in advertising?

Each year dollars are invested in advertising the state's many tourist attractions. Ad copy is designed to generate inquiries about Iowa and a coupon is provided for ease in requesting information. A special packet of literature is sent to every prospective tourist who fills out and mails a coupon to the Iowa Development Commission.

The important facet of this investigation, then, is to measure advertising effectiveness where it counts --- in the number of sales (visits) generated by each publication used in the 1972 advertising campaign.<sup>1</sup> In addition, some insight is expected regarding:

- the average cost guideline of \$1.00 per coupon inquiry
- which states provide the best traveler markets for Iowa
- what is a reasonable cost per prospect inquiry and per visitor to Iowa
- what new or improved services, literature, etc. does the traveler-consumer want
- are there guidelines that will help in planning future advertising and promotion programs
- what potential opportunities exist within Iowa's travel and tourism industry

1. It is recognized that not all advertising is placed simply to generate sales; however, we assume that an ad that performs this job well, also provides the best "image" advertising for Iowa.

# **Methodology**

## METHODOLOGY

The project was divided into three major job areas.

1. A pilot study -- sent to a sample of 50 to pretest the questionnaire, to predetermine the number of questionnaires that would be answered and returned, and to collect data essential to estimating the sample size required.
2. The survey itself -- to determine by mail questionnaire how many tourist prospects eventually visit Iowa. Each prospect had requested tourism literature by clipping and mailing a coupon from one of our travel advertisements.
3. A survey of fourteen midwestern states to learn what experience other state tourism agencies have had with similar advertising programs.

Data Sources. The universe or population, consisting of 16,833 coupons received between January 2 and August 24, 1972, were grouped by publication source. From previous experience, it was assumed that coupons received to that date would represent well over 90% of the total received for the year.

In addition, coupons received in 1970 and 1971 had been tabulated by publication source, and records of advertising expenditures for 1970, '71, '72 were available from the Tourism Division.

Data Collection. Mail surveys were employed for each of three data collecting jobs mentioned above. Questionnaires for #1 and #2 (the pilot study and the prospect survey) were printed on self-addressed post cards. Each questionnaire also contained a cover letter and an Iowa flag decal incentive. The questionnaire for #3 (the survey of other state tourism agencies) was a short letter that explained the project and the information sought. In all cases a code was used to keep track of those who responded. Two follow-up reminders were sent to increase the number of returns and determine non-cooperative bias. Copies of the survey may be found in the appendix.

### Sampling Procedure

1. The pilot study was sent to a stratified sample of 50, randomly selected from the total 16,833 coupons. Stratification was based upon the proportion of total coupons received from each publication, so that if



10% of all coupons returned came from Redbook, then 10% of the sample was randomly selected from the Redbook coupons. Coupons from each publication were placed in large envelopes, thoroughly mixed, and selected much like the chance drawing from a hat.

2. The sample size required for the survey was determined by the expected distribution of responses to the critical question "Did you visit Iowa in 1972? Yes \_\_\_\_\_ No \_\_\_\_\_". The pilot study indicated that responses would be distributed 55% yes and 45% no. In addition, management required 95 degrees of confidence that error would be within 5%. Since management was willing to tolerate  $\pm 2 \frac{1}{2}\%$  chance for error and wished to be 95% confident that sampling error would not exceed this level, the sample size (n) required to meet these parameters was readily determined by the formula  $n = \frac{P(1-P)}{\sigma^2}$ , where P is the probability of a yes

response and  $\sigma$  is the standard error. The following computation evolved:

$$n = \frac{P(1-P)}{\sigma^2} = \frac{.55(1-.55)}{.025^2} = \underline{\underline{396}}$$

A stratified random sample of 400 was then selected in the same manner used in Step 1. Two follow-up reminders were mailed to those who did not cooperate by answering and returning the questionnaire.

3. Fourteen midwestern tourism agencies were surveyed to determine their 1970, '71, and '72 experience with similar coupon advertising. The fourteen state agencies, shown below, were selected because of their proximity to Iowa.

## **Results Of The Study**

## RESULTS OF THE STUDY

Product advertising is only justified to the extent that it increases profit sufficiently to warrant the investment.<sup>1</sup> If this rule is applied to the advertising project at hand, efficiency may be measured in terms of visiting tourist parties and the tax revenues (profits) they generate.

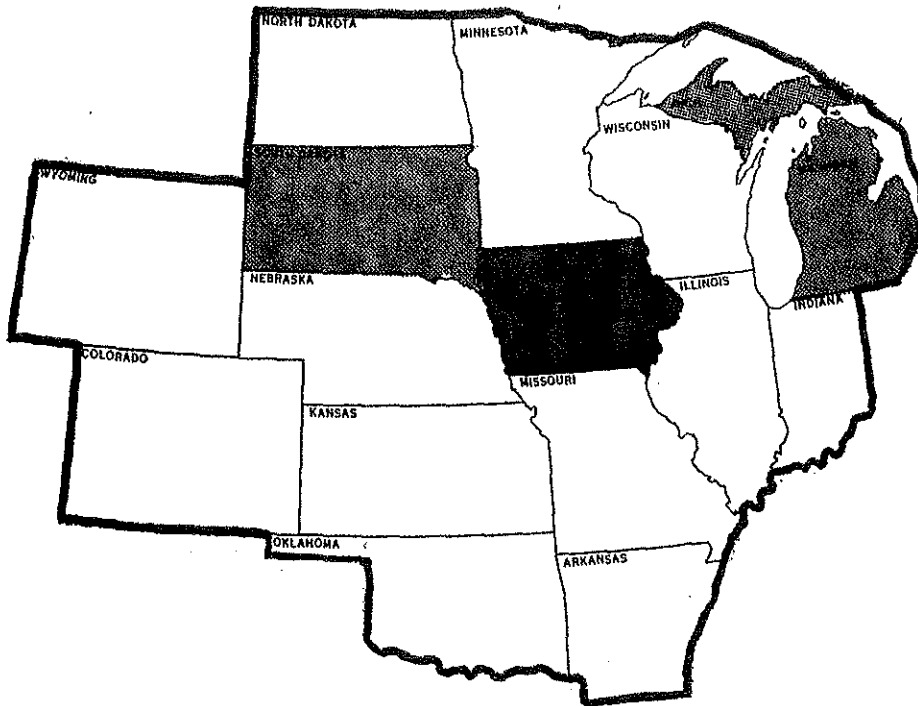
According to the 1972 Copeland Report,<sup>2</sup> the average out-of-state tourist party contributes \$2.55 to Iowa's state and local tax collections. This figure, then, represents the break-even point where advertising costs equal return on investment.

The 1972 Iowa tourism advertising campaign produced an estimated average cost of \$2.42 per visiting tourist party. This includes an average \$.62 in literature, handling, overhead, postage and envelope costs, plus an average advertising cost of \$.53 for each of the 65,243 tourist prospects resulting from the 1972 campaign. The product  $\$.62 + .53 = \$1.15$ , is the cost of servicing every sales prospect who requested travel literature by mailing a coupon, letter, or post card; however, only 47.4% of these prospects eventually visited Iowa in 1972. The average cost of \$2.42 per visiting tourist party is the result of dividing \$1.15 cost per prospect by .474 the ratio of prospects that visited Iowa. Profit to the state may be computed by:  $(\$2.55 - \$2.42) \times (.474 \times 65,243) = \$4,020_3$ , which represents a net return of 12% on the state's investment in advertising.

The 1972 Iowa advertising program compared very favorably with neighboring states having similar advertising campaigns. Table A shows that Iowa's costs and performance were relatively quite good; however, four of the six reporting competitor states generated a better quality of prospects. (Note that over 60% were converted to "sales" by 4 of the 6 reporting states). By improving Iowa's 47% prospect-to-sale ratio to say, 60%, the average cost per visiting party would have been dramatically reduced from \$2.42 to \$1.80 and profit to the state would have increased from \$4,020 to \$15,686.

1. Research: Base for Sound Decisions, Curtis Jones, General Mgr. Marketing Facts, Inc.
2. An Economic Analysis of Tourists and the Major Travel-Serving Industry - Iowa.
3. Total prospects X percent visiting Iowa X average tax revenue in excess of average costs from advertising.

COUPON ADVERTISING - MIDWEST STATES



14 States Surveyed

States Not Responding

(Table A)

	Average Cost/Coupon			Percent Visitors	1972 Ad Cost per Visiting Party Generated <sub>1</sub>	Cost per Coupon Objective <sub>1</sub>	1972 Ad. Budget (\$000)
	1970	1971	1972				
N. Dak.	\$---	---	---	-----%	\$ -----	\$ ----	---
S. Dak.	NA	NA	NA	NA	NA	NA	260
Nebr.	NA	NA	NA	NA	NA	NA	NA
Kan.	NA	NA	NA	NA	NA	NA	50
Mo.	2.23	2.53	4.26	66.9	6.37	Less than \$4	225
Ill.	3.85	2.23	NA	67.0	NA	NA	56
Wisc.	.94	.88	1.90	65.0	2.92	Less than \$1	230
Ind.	NA	12.00	NA	NA	NA	NA	241
Mich.	---	---	---	---	---	---	---
Minn.	3.82	3.85	1.96	30.0	6.53	Less than \$1.50	180
Wyo.	2.08	.93	1.30	NA	NA	1.53	179
Colo.	NA	.63	NA	63.0	NA	1.00	230
Ark.	NA	2.94	3.47	42.9	8.09	Less than \$3	189
Okla.	NA	NA	3.00	NA	NA	NA	75
Iowa	.76	.90	1.02	47.4	2.15	1.00	35

--- Did not respond

NA returned the questionnaire but gave no answer.

1. Does not include material & handling.

The greatest opportunity to attain a 60% prospect-to-sales ratio lies in reducing or eliminating the number of travel literature requests made by children seeking free schoolwork material and teachers requesting free teaching aids. 34,328 prospects that requested travel literature did not visit Iowa. The major reasons given for not visiting Iowa were:

- (A) 37.5% - literature used for reason other than travel - (schoolwork)
- (B) 36.1% - still plan to visit Iowa this year or in the near future
- (C) 10.4% - had to change plans due to illness etc.
- (D) 10% - other reasons
- (E) 6% - unexplained (reason not given)

Some magazines reported 50% or more of those not visiting Iowa because of reason (A). Future selection of publications must not only take into account the number and costs of prospects (responses) generated, but also the quality of those tourist prospects. See Tables (appendix).

If 12,400 parties (B) expecting to visit Iowa are included, the cost per visiting party calculates at \$1.72 rather than \$2.42. Because there is no way of knowing how many will actually visit Iowa, group B was not included in the study's cost-benefit evaluation.

Within (D) 6.3% decided not to visit Iowa after receiving travel literature from the Iowa Development Commission. The study was not designed to evaluate this literature; however, some insight into why they decided not to visit Iowa is offered by the following comments and suggestions: Literature arrived too late to be helpful, Time did not permit us to visit Iowa, Was just curious about Iowa, Never received literature, Need camping information. These comments suggest that some improvements in processing would be beneficial, i.e. shorten the time required to process inquiries, guarantee that all inquiring parties receive literature, and send a complete set of literature to each prospective tourist.<sup>1</sup>

Overall, the literature was considered helpful by 93% of all those who responded to the survey. In addition, 21% of the total 141 comments related to how helpful/useful the literature was. Apparently, literature design and content does the marketing job it is intended to do.

An analysis of publications used for the 1972 tourist advertising campaign shows that costs per prospect ranged from \$.25 for Redbook to \$93.75 for Fishing and Hunting Guide. (See Table B.) If some adjustments are made in ad size or regional coverage for publications that

1. A number of suggestions included the need for specific literature such as road maps and camping information, which is supposed to be included in every literature packet mailed to prospects. Running out of something apparently either causes a delay or packets are mailed without the out-of-stock literature.

Estimated Costs to Generate A Visiting Tourist - Party  
(1972)

(Table B)

Publication	Cost per Coupon Received	Materials & Handling Costs	Total Cost Per Coupon Handled	Estimated % Visiting Iowa	Cost per Visiting Party
Redbook	\$ .25	\$ .62	\$ .87	43.6%	\$ 2.00
McCalls	.36	.62	.98	47.8	2.05
Woodalls' Trailer Travel	.53	.62	1.15	57.1	2.01
Camping Journal	.61	.62	1.23	42.9	2.87
Woodalls' Trailering Parks and Campgrounds	.87	.62	1.49	62.5	2.38
D.M. Sunday Register	1.12	.62	1.74	80.0	2.18
Better Homes & Gardens	1.25	.62	1.87	45.7	4.09
National Observer	1.34	.62	1.96	42.9	4.57
Glamour	1.70	.62	2.32	37.5	6.19
T. V. Guide	2.30	.62	2.92	30.8	9.48
Westways	4.24				
Ladies' Home Journal	4.80				
Saturday Evening Post	6.13				
Good Housekeeping	8.14				
Field & Stream	8.55				
Outdoor World	14.29				
Fishing & Hunting Guide	93.75				
			Excessive costs per coupon negate any further need for analysis. (Even if 100% visited Iowa, the \$2.55 break-even point is exceeded.)		
Total <sup>1</sup> (above)	\$ 1.02	.62	\$ 1.64	47.4%	\$ 3.46
Total <sup>1</sup> (all coupons)	.86	.62	1.48	47.4%	3.12
Total <sup>2</sup> - All Coupons and Written Requests for Travel Literature	\$ .46	\$ .62	\$ 1.08	47.4	\$ 2.28

1. Includes coupons received from 1971-70 publications and from free advertising.

2. Assumes that 50% of all letter and post card requests were generated by advertising and that 47% of these parties visited Iowa.

moderately exceeded the \$2.55 break-even point, then future costs per visiting party can be expected to fall within acceptable limits. Seven publications, Westways, Ladies Home Journal, Saturday Evening Post, Good Housekeeping, Field and Stream, Outdoor World, and Fishing and Hunting Guide performed so badly that further consideration would be unrealistic.

Six publications that carried ads in 1970-71 appear promising. Although costs may have increased and prospect-to-sales ratios are unknown, efficiency levels could fall within acceptable limits.

Estimated Efficiency of Selected Publications  
(1970-71 campaigns)

<u>Publication</u>	<u>Best Cost Per Coupon</u>	<u>Materials and Handling Costs</u>	<u>Total Cost Per Coupon</u>	<u>Cost Per Visiting Party Percent Visiting 45% - 60%</u>
Instructor	\$ .21	\$ .62	\$ .83	\$1.38 - 1.84
Family Weekly	1.04	.62	1.66	2.77 - 3.69
Trailer Life	1.28	.62	1.90	3.17 - 4.22
Woman's Day	1.69	.62	2.31	3.85 - 5.13
Travel & Camera	1.81	.62	2.43	4.05 - 5.40
Outdoor Life	1.97	.62	2.59	4.32 - 5.76

It was suggested that the cost of advertising space is uniformly based upon the number of people reached (circulation). This suggests that while a national ad will cost more than a regional ad, and rates will vary for different publications, the cost per 1,000 families reached should be very similar.

Publications used in 1970-71 & 72 suggest that this may not be true. Ad size or ad space is an unknown variable that could explain the variation shown in Table C; however, I understand that except for T.V. Guide, all ads were of similar size. There appears to be no correlation between publications that have the low cost per generated tourist and those having the low cost per 1,000 circulation reached; nevertheless,

Costs of Advertising Are Not Proportional to Circulation  
(1972 Advertising Program)

<u>Publication</u>	<u>Cost of Ad</u>	<u>Circulation</u>	<u>Cost Per 1000 Circulation</u>
McCalls (r)	\$5,416.50	2,355,000	\$ 2.30
Better Homes & Gardens	4,862.00	3,039,000	1.60
Ladies Home Journal	4,045.00	2,260,000	1.79
TV Guide	3,618.00	2,966,000	1.22
Good Housekeeping	2,645.75	1,444,000	1.82
Camping Journal	775.00	259,000	2.99
Woodalls' Trailer Travel	435.00	153,000	2.84
Woodalls' Trailering Parks	1,050.00	218,000	4.82
Field & Stream	2,000.00	1,000,000	2.00
Westways	560.00	398,000	1.41
Saturday Evening Post	1,617.00	550,000	2.94
National Observer	1,014.90	202,000	5.02
Glamour	2,450.00	1,425,000	1.72
Fishing & Hunting Guide	375.00	276,000	1.36
Redbook	1,155.00	600,000	1.93
Outdoor World	800.00	521,000	1.54
D.M. Sunday Register	1,660.00	515,000	9.44
<b>Totals</b>	<b><u>\$34,479.15</u></b>	<b><u>18,181,000</u></b>	<b><u>\$ 1.90</u></b>

(Selected 1970 & '71 Advertising)

McCalls	\$11,422.60	2,405,000	\$ 4.75
Redbook	4,300.15	1,072,000	4.01
Woman's Day	3,281.30	1,045,000	3.14
Camping Journal	1,490.00	261,107	5.71
Woodalls' Trailer Travel	830.00	116,979	7.10
Wheels Afield	710.00	75,000	9.47
Glamour	2,350.00	1,442,920	1.63
Family Weekly	2,549.96	1,083,813	2.35
Instructor	1,200.00	287,015	4.18
Today's Education	1,035.00	335,000	3.09
Trailer Life	930.00	83,307	11.16
Travel & Camera	3,925.00	250,000	15.70



if the cost of reaching a given circulation is excessively high, the probability that performance will be economic is lessened.

The following eleven publications recommended for the 1973 out-of-state tourist advertising campaign may be expected to generate 4,330 more coupons for about \$11,170 less than 1972 experience. The publications Travel & Camera, Outdoor Life, and Glamour may be included if costs can be moderately reduced. In addition, the Des Moines Sunday Register (special travel edition) may be considered for informing Iowans about places to visit, events, etc. in their home state.

Assuming that the 1973 advertising budget will be funded with an amount similar to the year studied, about \$12,000 will be available for investments in publications that have not been previously used.

Tourist Advertising Strategy Proposed for 1973

	Cost Per Coupon	X	Expected # of Coupons	=	Total Investment for Advertising	Expected # of Visiting Parties	Cost Per Visiting Party (includes materials handling, etc.)
Redbook	\$ .25		4,700		\$ 1,175	2,100	\$ 2.00
Woodalls' Trailer Travel	.53		820		435	460	2.01
McCalls	.36		15,200		5,475	7,300	2.05
Instructor	.21		5,000		1,500	2,250	2.12
Woodalls' Trailering Parks and Campgrounds	.87		1,200		1,050	750	2.38
Camping Journal	.61		1,300		800	560	2.87
Family Weekly	1.04		2,600		2,700	1,200	3.69
Better Homes & Gardens	1.25		3,900		4,875	1,750	4.09
Trailer Life	1.28		700		900	315	4.22
National Observer	1.34		750		1,000	325	4.57
Woman's Day	1.69		2,000		3,400	900	5.13
<b>TOTALS ABOVE</b>	<b>.61</b>		<b>38,180</b>		<b>\$23,310</b>	<b>17,910</b>	<b>2.62</b>
<b>Budget Remaining</b>					<b>\$11,690</b>		

Conclusions  
&  
Recommendations

## CONCLUSIONS & RECOMMENDATIONS

This study, while concerned basically with Tourist advertising, is considered an initial-exploratory step toward developing a systematic approach to marketing Recreation and Tourism in Iowa. With this in mind, some of the following recommendations extend beyond the scope of advertising, which is only one of many marketing strategies employed by the Tourism Division, Iowa Development Commission.

### CONCLUSIONS

1. On the average, each out-of-state tourist party that visited Iowa contributed \$2.55 to state and local tax revenues. The 1972 advertising campaign generated tourists at a cost of \$2.42 per visiting party, creating an estimated tax revenue "profit" of \$4,020.
2. The hypothesis that an advertising cost of \$1.00 for each coupon is a measure of effective performance, is found to be not true. Add \$.62, the cost of materials and handling, to the above and the total cost per tourist prospect becomes \$1.62. Consider that only 47.4% of the prospects visit Iowa and the cost per visiting tourist party under the hypothesis is calculated at \$3.42, exceeding the \$2.55 break-even point by \$.87 per visiting party. For 1972, a break-even "guideline" should have been about \$.60 in advertising costs per coupon, rather than the \$1.00 proposed.
3. Because this research provides the knowledge needed to select more efficient publications for 1973, a 60% prospect-to-sale ratio may be achieved. In addition, an increase in the number of prospects and visitors, expenditures and tax revenues may be expected, so that the proposed \$1.00 guideline becomes a realistic possibility for 1973.
4. There is some evidence indicating that advertising costs among publications are not uniformly based upon the circulation reached. Further research is needed in this area to determine if excessive costs per 1000 circulation are due to ads that are too large or rates that are too expensive.

### RECOMMENDATIONS

It seems apparent that travel promotion activities are developed to accomplish three major objectives: (1) to generate out-of-state tourist travel in Iowa, (2) to increase recognition and enjoyment of the state's

many attractions by Iowa inhabitants, and (3) to experiment with various marketing activities so that overall effectiveness may be continually improved. A performance chart would provide a simple evaluative tool not only for advertising, but for all marketing efforts. If each promotion is designed to generate requests for tourist information from the Iowa Development Commission, a marketing audit of each program can be charted, and priorities established based upon the most efficient use of limited man hours and dollars.

MARKETING AUDIT

(Table D)

Example

Activities	# of Tourist Prospects Generated	Total Investment	Cost Per Prospect	# of Visits Generated	Cost Per Visiting party
McCalls	3,000	\$ 2,200	\$ .74	1,500	\$ 1.48
Fishing Guide	280	1,344	4.80	120	11.20
Redbook	2,400	2,400	1.00	1,800	1.33
<b>Total Advertising</b>	<b>34,000</b>	<b>35,000</b>	<b>1.03</b>	<b>17,000</b>	<b>2.06</b>
DM Sun. Register	3,000	NC	NC	800	NC
Travel Review	120	NC	NC	100	NC
<b>Total News Articles</b>	<b>12,000</b>	<b>NC</b>	<b>NC</b>	<b>7,000</b>	<b>NC</b>
Calif. Travel Show	4,000	3,000	.75	2,700	1.11
Chicago Travel Show	1,500	2,500	1.17	900	1.95
Des Moines Sports Show	2,000	600	.30	300	2.00
<b>Total 8 Shows</b>	<b>22,000</b>	<b>15,000</b>	<b>.68</b>	<b>12,500</b>	<b>1.20</b>
See Iowa Caravan	4,000	500	.13	2,600	.20
State Fair Booth	3,000	1,000	.33	1,100	.90
Info. Sites	25,000	10,000	.40	6,000	1.67
Co-op Advertising Program	13,500	10,000	.74	7,000	1.43
A Special Camping Brochure	5,000	2,500	.50	2,700	.93
<b>Total All Activities</b>	<b>100,000</b>	<b>74,000</b>	<b>.74</b>	<b>60,000</b>	<b>1.23</b>

2. The following publications are recommended for continued use in future advertising campaigns because of effective performance in 1970, '71 and '72.

- |  |                        |
|--|------------------------|
| Redbook                                    | Family Weekly          |
| Woodall's Trailer Travel                   | Better Homes & Gardens |
| McCalls                                    | Trailer Life           |
| Instructor                                 | National Observer      |
| Woodall's Trailering Parks and Campgrounds | Woman's Day            |
| Camping Journal                            |                        |

In addition, the publications Travel & Camera, Outdoor Life and Glamour may be included if ad costs are reduced to meet break-even point guidelines. These best performers appear to be largely women and camper magazines.

Therefore, additional publications in this area may be tried. Unfortunately, this rule is not foolproof as Ladies Home Journal and Good Housekeeping were both very costly and generated only a small number of tourist prospects.

3. Ads may be designed so that each requesting party specifies the kind of information wanted. For example, if each coupon offered the following choices:

- |  |  |  |
|--|--|--|
| (a) <input type="checkbox"/> camping       | (d) <input type="checkbox"/> school aids       | (g) <input type="checkbox"/> special event     |
| (b) <input type="checkbox"/> sight seeing  | (e) <input type="checkbox"/> fishing & hunting | (h) <input type="checkbox"/> historical places |
| (c) <input type="checkbox"/> weekend trips | (f) <input type="checkbox"/> farm vacations    | (i) <input type="checkbox"/> winter sports     |

Each prospect would be better served because literature provided is pertinent to interests specified, economies would be realized by not sending unwanted literature and by eliminating (d) from the active prospect list and selection of literature for (d) could exclude expensive materials such as the Iowa Book. As more is learned about demand patterns, literature packets could be prepared in advance (during the slack season) to help offset the massive work load that develops every Spring when thousands of requests for information pour in daily. Finally, untimely delays while waiting for out-of-stock literature to be replenished or having to send incomplete literature packets may be reduced by a systematic inventory control procedure based upon demand-use information.

Economic Impact of Out-of-State Tourists - 1971  
IOWA

On the average, one dollar in tourist spending circulates in the following manner:<sup>1</sup>

(a) Taxes to State Government	\$0.09
(b) Taxes to Local Government	.02
(c) Personal Income & Payroll	.33
(d) Purchases from Suppliers	.36
(e) Services, i.e. Gas, electric, insurance, advertising, etc.	.16
(f) Federal Taxes	.04
	<hr/>
	\$1.00

If one assumes that all state and local tax leakages are returned to the economy in the form of wages and salaries or spending for public services, then some portion c+d+e+f will yield leakages from the economic impact of tourist spending.

By applying estimates (see attached worksheet) for each proportion leakage, total leakage  $L = .07c + .35d + .06e + .16f$  and  $L = .023 + .126 + .010 + .006 = .165$ . If this leakage holds constant throughout the multiplier time series, when spending generates income, which in turn generates further spending and so on, then an initial economic injection of \$1.00 into Iowa's economy generates a total impact of approximately \$5.91 and the multiplier is 5.9.

Applying the estimated multiplier to total out-of-state tourist expenditures in Iowa yields  $\$344,000,000 \times 5.9 = \underline{\underline{\$2,029,600,000}}$  total economic impact upon Iowa's income.

1. 1972 Copeland Report



# Limitations

LIMITATIONS

Every research project is subject to certain limitations of time, resources, or other factors that can affect the accuracy of findings. While this project is certainly no exception, the limitations discussed below do not seriously impair the study's utility as an aid for decision making.

Reliability is the capacity of an investigation to yield the same results if repeated under invariant conditions. Under this test, responses to the pilot study were compared with those from the survey. While some small deviation was expected because of different sample sizes, response distributions were remarkably similar, suggesting good reliability.

	<u>Pilot Study</u> Sample = 50	<u>Survey</u> Sample = 400
1. Did you visit Iowa in 1972?		
Yes _____	55.9	47.4
No _____	44.1	52.6
2. Was the material we sent you helpful?		
Yes _____	100.0	93.1
No _____	----	1.1
No Answer	----	5.8
3. Of what use was the literature?		
A. Decided to visit Iowa	38.5	44.2
B. Extended visit to Iowa	23.1	14.2
Sub totals	<u>61.6</u>	<u>58.4</u>
C. Used for reasons other than travel	23.1	26.6
D. Decided not to visit Iowa	----	4.7
E. Not useful	----	0.4
No Answer	15.3	9.9

Validity is the ability of attitude questions to measure what the researcher intends to measure. Only one attitude question was asked, #2 above. While there is no foolproof evaluation method, the following approaches suggest that validity was achieved.

First, the questions were pretested with Dr. Ed. Easley, Dir. MBA Program, Drake University, and Larry Kallem, Asst. Dir. Research Division, Iowa Development Commission. Their professional judgements, sought independently, agreed that question #2 would measure what it was intended to measure.

In addition, the distribution of answers to question 2 correlated well with responses to the open-end question #4, "Comments and Suggestions". 93% of the respondents answered "Yes", the literature was helpful, and the second largest number of comments related to helpful and useful literature. The largest number of comments were statements of future intent to travel in Iowa.

Finally, only two respondents found the literature not useful in question #2, and neither had visited Iowa in 1972. Again, this correlates with responses to question #4 where no comments were made that suggested the literature was not helpful or useful.

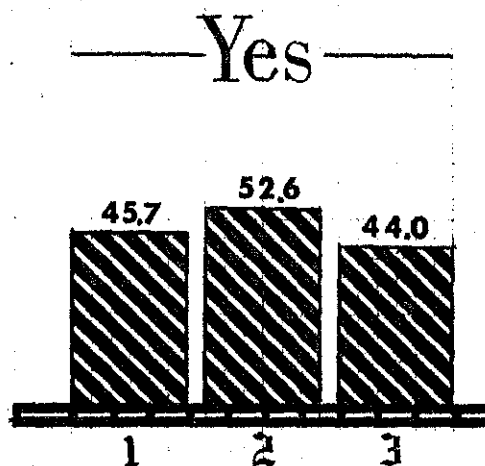
• A total of 40,243 coupons had been received by August 24, 1972; however, only 16,833 or about 42% were available for use in the study. Most of the missing coupons were lost because they were returned to the source magazine rather than the Iowa Development Commission. The magazines, in turn, provided addressed labels which were used to mail tourism literature to the requesting parties. As neither copies

nor records of the labels were kept, 23,410 prospect names and addresses were irretrievably lost.

In addition, approximately 50,000 requests for literature came in the form of letters and post cards. Some of these were generated by the advertising campaign where people simply didn't use the coupon, but rather, copied the address and wrote for literature. These written requests were destroyed after being processed.

It was assumed for this study that the 16,833 available coupons were representative of the total universe numbering approximately 100,000; the premise being that the unavailable coupons and written requests were "randomly" lost as no preplanned selective process was employed.

• Non-response bias is reported to be significant if less than 90% of the questionnaires are answered and returned. Those who did not respond to the initial survey mailing were classified "uncooperative" and received a reminder follow-up, and those who remained uncooperative received a second follow-up. Shown below is the percent of respondents answering "Yes" to question #1, "Did you visit Iowa in 1972?"



1. First Mailing
2. Second Mailing - reminder
3. Third Mailing - reminder

The original parameters that determined the sample size of 400 included a response distribution to question 1 from the pilot study of 55% yes, 45% no, with 95% confidence that error would not exceed 5%. Applying the 47.4% yes, 52.6% no response distribution, received from the survey, shows that a somewhat smaller sample size could have been used. In other words, the confidence and error constraints above were more than met.

$$1. n = \frac{P(1-P)}{\left(\frac{2}{P}\right)^2}, \quad n = \frac{.474(1-.474)}{.000625} = \underline{\underline{352}}$$

$$2. n = \frac{P(1-P)}{\left(\frac{2}{P}\right)^2}, \quad 400 = \frac{.219936}{\left(\frac{2}{P}\right)^2} = \underline{\underline{.000540}}$$

126, or 31.5% of the sample did not answer and return the questionnaire. This study assumes that their responses would have been similar to the total answers received. The example below shows that this is a relatively "safe" assumption.

Responses actually received to the question: Did you visit Iowa in 1972?

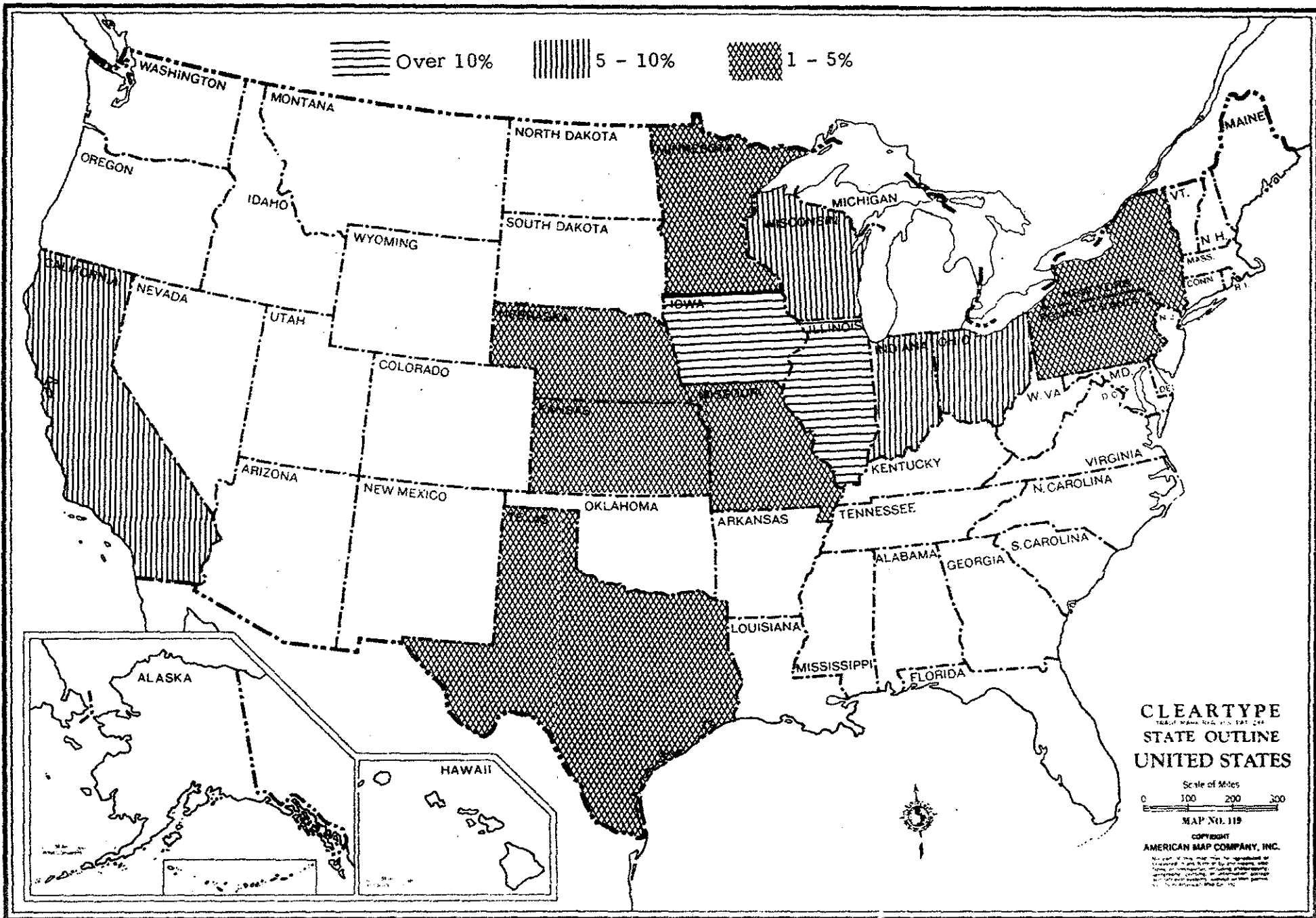
	(A) First <u>Mailing</u>	(B) First <u>Reminder</u>	(C) Second <u>Reminder</u>	(D) Non- <u>Responses</u>	(E) Total <u>Response</u>
Yes	45.7%	52.6%	44.0%	_____	47.4%
No	54.3	47.4	56.0	_____	52.6

If only 40% of the non-respondents (D) visited Iowa, the total answer distribution is not materially changed.

Yes	45.7%	52.6%	44.0%	40.0%	45.0%
No	54.3	47.4	56.0	60.0	55.0

# Appendix

# Geographic Source of Coupon Requests - 1972



Tourism Coupon Returns from 1972 Advertising

<u>Code</u>	<u>Publication</u>	<u># of Coupons Returned</u>	<u>Advertising Expenditures</u>	
			<u>Total</u>	<u>Per return</u>
R-4, 5	Redbook	4,720	\$1,155.00	\$ .25
McC-4	McCalls	15,177	5,416.50	.36
WTT-3	Woodall's Trailer Travel	817	435.00	.53
CJ-3	Camping Journal	1,275	775.00	.61
WT-72	Woodalls' Trailing Parks	1,212	1,050.00	.87
RT	D.M. Sunday Register	1,487	1,660.00	1.12
BHG-3	Better Homes & Gardens	3,890	4,862.00	1.25
No4A, B, NoS	National Observer	760	1,014.90	1.34
G-4	Glamour	1,441	2,450.00	1.70
TV-3	T V Guide	1,574	3,618.00	2.30
WW-3	West Ways	132	560.00	4.24
LHJ-3	Ladies Home Journal	482	4,045.00	4.80
Sep-3	Saturday Evening Post	264	1,617.00	6.13
GH-4	Good Housekeeping (EC 180C, WC 180G)	325	2,645.75	8.14
FS	Field & Stream	234	2,000.00	8.55
OW-3	Outdoor World	56	800.00	14.29
FHG-3	Fishing & Hunting Guide	4	375.00	93.75
	Sub Total	33,850	\$34,479.15	\$ 1.02
	Free Space	4,642	-----	
	Old Publications	1,429	-----	
	Other - Misc. & Uncoded	322	-----	
		<u>6,393</u>		
	Total	<u>40,243</u>	<u>\$34,479.15</u>	<u>\$ .86</u>

Note: Additional coupons may be received as a result of 1972 advertising expenditures; however, cost-return ratios will probably not be substantially changed.



Other Tourism Coupon Returns  
1972

Free Space  
(Codes)

(# of coupons returned)

I AEC	Rural Electric Magazine	2,599
TTS	Things To See	655
	Popular Photography	379
CT	Chicago Tribune	379
TL-4	Trailer Life	208
NP-72	Nonpareil (Co. Bluffs newspaper)	140
TPA-72	Travelers Protection Assoc. Publication	124
	McCalls Travel Planner	101
PO-72	Poster "Stay in Iowa"	56
NWT	Northwestern Bell Telephone	1
		<hr/> 4,642

Old Publications (1971 & 1970)

	Successful Farming	931
R-1, 3, 4, 4F, 4W	Redbook	155
MC-3, 4F, 4W	McCalls	96
BHG, Dpt. B, Spec. Pub.	Better Homes & Gardens	41
W-4, 5, WD-1, 4, 4W	Woman's Day	40
CJ-2, 3, 4	Camping Journal	38
C-3, 4	Camping	25
GL-4	Glamour	24
1-3, 4, IN-3	Instructor	23
OL-4	Outdoor Life	17
WTT-3	Woodalls' Trailer Travel	10
FW-3	Family Weekly	10
TC-4	Travel & Camera	6
FW-ST	Progressive Woman	6
PTH	Fishing & Hunting Guide	3
ML-4	Modern Living	2
WA, WA-3	Wheels Afield	2
		<hr/> 1,429
	Others - single returns	6
	Miscellaneous	75
	Uncoded	241
		<hr/> 322

6,393

Coupon Returns - 1971

<u>Code</u>	<u>Publication</u>	<u># of Coupon Returns</u>	<u>Advertising Expenditures</u>	
			<u>Total</u>	<u>Per Return</u>
IN-3, 1-4	Instructor	5,663	\$1,200.00	\$ .21
CJ-3, 4, 5	Camping Journal	2,234	1,490.00	.67
MC-3, 4W, WF	McCalls	15,190	11,422.60	.75
GL-4	Glamour	2,338	2,350.00	1.01
NO-3	National Observer	912	1,052.80	1.15
FW-3	Family Weekly	2,172	2,549.96	1.17
R-3, 4, 4F, 4W	Redbook	5,157	6,622.78	1.28
	Woodalls' Trailer Travel	1,091	830.00	1.31
W4, WD-1, WD-4W	Woman's Day	1,940	3,281.30	1.69
WA-3	Wheels Afield	269	710.00	2.64
BH&G	Better Homes & Gardens	6	1,600.00	266.67
<b>Totals</b>		<b>36,972</b>	<b>\$33,109.44</b>	<b>\$ .90</b>
<b>(Totals less BH&amp;G)</b>		<b>(36,966)</b>	<b>(31,509.44)</b>	<b>(.85)</b>
	Things to See	2,149	No Cost	----
	Travel Ideas	1,203	"	----
	16 Faces	1,057	"	----
	Popular Photography	966	"	----
	Chicago Tribune	324	"	----
	WHO	320	"	----
	Mini-Vacations	174	"	----
	Harpers Bazaar	143	"	----
	Farm Vacations	143	"	----
	Progressive Woman	10	"	----
	Old Publications	170	Doesn't Apply	----
		<u>43,631</u>		
		<b>80,603</b>	<b>\$33,109.44</b>	<b>\$ .41</b>

Coupon Returns - 1970

<u>Publication</u>	<u># of Coupons Returned</u>	<u>Advertising Expenditures</u>	
		<u>Total</u>	<u>Per Return</u>
McCalls	11,213	\$ 2,790.00	\$ .25
Instructor	4,246	1,200.00	.28
Better Homes & Gardens	882	640.00	.73
Redbook	7,249	5,852.90	.81
Camping Journal	2,590	2,300.00	.89
Family Weekly	2,849	2,966.00	1.04
Trailer Life	724	930.00	1.28
Travel & Camera	2,166	3,925.00	1.81
Outdoor Life	1,249	2,460.00	1.97
Today's Education	288	1,035.00	3.59
D.M. Register	293	1,584.00	5.40
<b>Totals</b>	<b>33,749</b>	<b>\$25,676.90</b>	<b>\$ .76</b>
Trailer Travel	1,682	No Cost	
Mini Tours	987	"	
Chicago Sports Show	711	"	
Glamour	674	"	
Mini Tours - Davenport	423	"	
Hunting and Fishing	416	"	
NW Bell Telephone	410	"	
Mobile Life	263	"	
Woman's Day	150	"	
Move to Iowa	69	"	
Chicago Tribune	30	"	
Michigan Out-of-doors	5	"	
Mademoiselle	25	"	
Iowa Power and Light	1	"	
N-2	1	"	
	<u>5,847</u>		
	<u>39,596</u>	<u>\$25,676.90</u>	<u>\$ .65</u>

Questionnaire Results  
(Sample Size - 400)  
(No. returns - 274)

1st Mailing = 63.1%  
1st Reminder = 27.8%  
2nd Reminder = 9.1%  
Responses 100.0%

	<u>1st Mailing</u>		<u>1st Reminder</u>		<u>2nd Reminder</u>		<u>Total Responses</u>	
	#	%	#	%	#	%	#	%
<b>1. Did you visit Iowa in 1972?</b>								
Yes	79	45.7	40	52.6	11	44.0	130	47.4
No	94	54.3	36	47.4	14	56.0	144	52.6
Totals	173	100.0	76	100.0	25	100.0	274	100.0
<b>2. Were the materials we sent you helpful?</b>								
Yes	163	94.2	71	93.4	21	84.0	255	93.1
No	2	1.2	1	1.3	0	---	3	1.1
(No Answer)	8	4.6	4	5.3	4	16.0	16	5.8
<b>3. Of what use was the literature?</b>								
(a) decided to visit Iowa	85	49.1	26	34.2	10	40.0	121	44.2
(b) extended visit to Iowa	21	12.1	15	19.7	3	12.0	39	14.2
(c) used for reasons other than travel	39	22.6	24	31.6	10	40.0	73	26.6
(d) decided not to visit Iowa	10	5.8	2	2.6	1	4.0	13	4.7
(e) not useful	1	0.6	---	---	---	---	1	0.4
(no answer)	17	9.8	9	11.9	1	4.0	27	9.9
<b>4. Comments &amp; Suggestions:</b>								
	by those who visited Iowa in 1972				by those who did <u>not</u> visit Iowa in 1972			
			# comments				# comments	
	Literature useful - thanks	25			Plan to visit Iowa in the near future	36		
	Beautiful state	12			Used for school work	11		
	Enjoyed Iowa	5			Trip cancelled	7		
	Will be back	3			Literature was helpful - thanks	4		
	Stopped to sight-see	3			Decided to go elsewhere	3		
	Used for school	2			Ran out of time	2		
	Need more camping/outdoor info	2			Other comments	5		
	Other	17						
	No. offering no comments	59 (45%)			No. offering no comments	76 (53%)		

Questionnaire Responses

Publication	# Mailed	1st Mailing		1st Reminder		2nd Reminder		Total Return	
		#	%	#	%	#	%	#	%
Redbook	55	31	56.4	6	10.9	2	3.6	39	70.9
McCalls	179	74	41.3	31	17.3	10	5.6	115	64.2
Woodalls T.T.	10	4	40.0	3	30.0	0	---	7	70.0
Camping Journal	15	8	53.3	4	26.7	2	13.3	14	93.3
Woodalls T.C.	14	4	28.6	4	28.6	0	---	8	57.1
D.M. Sun. Register	18	7	38.9	7	38.9	1	5.6	15	83.3
Better H & G	45	18	40.0	11	24.4	6	13.3	35	77.8
National Observer	9	4	44.4	3	33.3	0	---	7	77.8
Glamour	17	7	41.2	2	11.8	2	11.8	11	64.7
T V Guide	18	8	44.4	4	22.2	1	11.1	13	72.2
Westways	2	1	50.0	0	---	0	---	1	50.0
Ladies Home Journal	6	2	33.3	0	---	1	16.7	3	50.0
Sat. Evening Post	3	2	66.7	0	---	0	---	2	66.7
Good Housekeeping	4	1	25.0	0	---	0	---	1	25.0
Field & Stream	3	2	66.7	0	---	0	---	2	66.7
Outdoor World	1	0	---	1	100.0	0	---	1	100.0
Fish & Hunt Guide	1	0	---	0	---	0	---	0	---
<b>TOTALS</b>	<u>400</u>	<u>173</u>	<u>43.3</u>	<u>76</u>	<u>19.0</u>	<u>25</u>	<u>6.2</u>	<u>274</u>	<u>68.5</u>

Questionnaire Responses (Con't)

1. Did you visit Iowa in 1972? Yes \_\_\_\_\_ No \_\_\_\_\_

Publication		1st Mailing		1st Reminder		2nd Reminder		Total Return	
		#	%	#	%	#	%	#	%
Redbook	Yes	12	38.7	4	66.7	1	50.0	17	43.6
	No	19	61.3	2	33.3	1	50.0	22	56.4
McCalls	Yes	37	50.0	15	48.4	3	30.0	55	47.8
	No	37	50.0	16	51.6	7	70.0	60	52.2
Woodalls' T.T.	Yes	3	75.0	1	33.3	0	---	4	57.1
	No	1	25.0	2	66.7	0	---	3	42.9
Camping Journal	Yes	4	50.0	2	50.0	0	---	6	42.9
	No	4	50.0	2	50.0	2	100.0	8	57.1
Woodalls' T.C.	Yes	3	75.0	2	50.0	0	---	5	62.5
	No	1	25.0	2	50.0	0	---	3	37.5
D.M. Sun. Register	Yes	5	71.4	6	85.7	1	100.0	12	80.0
	No	2	28.6	1	14.3	0	---	3	20.0
Better H & G	Yes	7	38.9	5	45.5	4	66.7	16	45.7
	No	11	61.1	6	54.5	2	33.3	19	54.3
National Observer	Yes	1	25.0	2	66.7	0	---	3	42.9
	No	3	75.0	1	33.3	0	---	4	57.1
Glamour	Yes	1	14.3	0	---	2	100.0	3	37.5
	No	6	85.7	2	100.0	0	---	8	72.7
T V Guide	Yes	2	25.0	2	50.0	0	---	4	30.8
	No	6	75.0	2	50.0	1	100.0	9	69.2
Westways	Yes	1	100.0	0	---	0	---	1	100.0
	No	0	---	0	---	0	---	0	---
Ladies Home Journal	Yes	0	---	0	---	0	---	0	---
	No	2	100.0	0	---	1	100.0	3	100.0
Sat. Evening Post	Yes	1	50.0	0	---	0	---	1	50.0
	No	1	50.0	0	---	0	---	1	50.0
Good Housekeeping	Yes	1	100.0	0	---	0	---	1	100.0
	No	0	---	0	---	0	---	0	---
Field & Stream	Yes	1	50.0	0	---	0	---	1	50.0
	No	1	50.0	0	---	0	---	1	50.0
Outdoor World	Yes	0	---	1	100.0	0	---	1	100.0
	No	0	---	0	---	0	---	0	---
Fish & Hunt Guide	Yes	0	---	0	---	0	---	0	---
	No	0	---	0	---	0	---	0	---
Total Responses	Yes	79	47.5	40	52.6	11	44.0	130	47.4
	No	94	54.3	36	47.4	14	56.0	144	52.6

Questionnaire Responses (Con't)

2. Was the literature we sent you helpful? Yes \_\_\_\_\_ No \_\_\_\_\_

Publication		1st Mailing		1st Reminder		2nd Reminder		Total Responses	
		#	%	#	%	#	%	#	%
Redbook	Y	29	93.6	6	100.0	2	100.0	37	95.0
	N	1	3.2	0	---	0	---	1	2.5
	N.Ans.	1	3.2	0	---	0	---	1	2.5
McCalls	Y	70	94.5	30	96.8	6	60.0	106	92.2
	N	0	---	0	---	0	---	0	---
	NA	4	5.6	1	3.2	4	40.0	9	7.8
Woodalls T.T.	Y	4	100.0	3	100.0	0	---	7	100.0
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
Camping Journal	Y	8	100.0	4	100.0	2	100.0	14	100.0
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
Woodalls T.C.	Y	4	100.0	4	100.0	0	---	8	100.0
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
D.M. Sun. Register	Y	7	100.0	6	85.7	1	100.0	14	93.3
	N	0	---	1	14.3	0	---	1	6.7
	NA	0	---	0	---	0	---	0	---
Better H & G	Y	17	94.4	9	81.8	6	100.0	32	91.4
	N	1	5.6	0	---	0	---	1	2.9
	NA	0	---	2	18.2	0	---	2	5.7
National Observer	Y	2	50.0	2	66.7	0	---	4	57.1
	N	0	---	0	---	0	---	0	---
	NA	2	50.0	1	33.3	0	---	3	42.9

Y - Yes, N - No, NA - No Answer

Questionnaire Responses, Question 2, Page 2

Glamour	Y	7	100.0	2	100.0	1	100.0	10	100.0
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
T V Guide	Y	7	87.5	4	100.0	1	100.0	12	92.3
	N	0	---	0	---	0	---	0	---
	NA	1	12.5	0	---	0	---	1	7.7
Westways	Y	1	100.0	0	---	0	---	1	100.0
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
Ladies Home Journal	Y	2	100.0	0	---	1	100.0	3	100.0
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
Sat. Evening Post	Y	2	100.0	0	---	0	---	2	100.0
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
Good Housekeeping	Y	1	100.0	0	---	1	100.0	2	100.0
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
Field & Stream	Y	2	100.0	0	---	0	---	2	100.0
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
Outdoor World	Y	0	---	1	100.0	0	---	1	100.0
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
Fish & Hunt Guide	Y	0	---	0	---	0	---	0	---
	N	0	---	0	---	0	---	0	---
	NA	0	---	0	---	0	---	0	---
TOTALS	Y	163	94.2	71	93.4	21	84.0	255	93.1
	N	2	1.2	1	1.3	0	---	3	1.1
	NA	8	4.6	4	5.3	4	16.0	16	5.8
		<u>173</u>	100.0	<u>76</u>	100.0	<u>25</u>	100.0	<u>274</u>	100.0



Questionnaire Responses (Con't)

3. Of what use was the literature?
- a. decided to visit Iowa
  - b. extended visit to Iowa
  - c. used for reasons other than travel
  - d. decided not to visit Iowa
  - e. not useful
- (No answer)

<u>Publication</u>	<u>1st Mailing</u>		<u>1st Reminder</u>		<u>2nd Reminder</u>		<u>Total Responses</u>	
	#	%	#	%	#	%	#	%
<b>Redbook</b>								
a	10	32.3	1	16.7	0	---	11	28.2
b	6	19.4	2	33.3	2	100.0	10	25.6
c	9	29.0	3	50.0	0	---	12	30.8
d	2	6.4	0	---	0	---	2	5.1
e	0	---	0	---	0	---	0	---
No Ans.	4	12.9	0	---	0	---	4	10.3
<b>McCalls</b>								
a	42	56.8	9	29.0	3	33.3	54	47.0
b	9	12.2	8	25.8	0	---	17	14.7
c	13	17.5	8	25.8	6	66.7	27	23.5
d	6	8.1	2	6.5	0	---	8	7.0
e	0	---	0	---	0	---	0	---
No Ans.	4	5.4	4	12.9	1	---	9	7.8
<b>Woodalls T T</b>								
a	3	75.0	2	66.7	0	---	5	71.4
b	1	25.0	0	---	0	---	1	14.3
c	0	---	0	---	0	---	0	---
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
No Ans.	0	---	1	33.3	0	---	1	14.3

Questionnaire Responses, Question 3, Page 2

Camping Journal

a	4	50.0	3	75.0	1	50.0	8	57.2
b	1	12.5	0	---	0	---	1	7.1
c	2	25.0	1	25.0	1	50.0	4	28.6
d	1	12.5	0	---	0	---	1	7.1
e	0	---	0	---	0	---	0	---
No Ans.	0	---	0	---	0	---	0	---

Woodalls T C

a	0	---	1	25.0	0	---	1	12.5
b	2	50.0	0	---	0	---	2	25.0
c	1	25.0	2	50.0	0	---	3	37.5
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
No Ans.	1	25.0	1	25.0	0	---	2	25.0

D.M. Sun. Register

a	3	42.9	3	42.9	0	---	6	40.0
b	0	---	2	28.6	0	---	2	13.3
c	3	42.9	1	14.3	1	100.0	5	33.4
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
No Ans.	1	14.2	1	14.3	0	---	2	13.3

Better H & G

a	8	44.4	3	27.3	4	66.6	15	42.9
b	1	5.6	2	18.2	1	16.7	4	11.4
c	4	22.2	5	45.5	0	---	9	25.7
d	1	5.6	0	---	1	16.7	2	5.7
e	1	5.6	0	---	0	---	1	2.9
No Ans.	3	16.7	1	9.1	0	---	4	11.4

National Observer

a	2	50.0	0	---	0	---	2	28.6
b	0	---	0	---	0	---	0	---
c	0	---	2	66.7	0	---	2	28.6
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
No Ans.	2	50.0	1	33.3	0	---	3	42.8

Questionnaire Responses, Question 3, Page 3

Glamour

a	4	57.1	2	100.0	1	100.0	7	70.0
b	0	---	0	---	0	---	0	---
c	3	42.9	0	---	0	---	3	30.0
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
N.A.	0	---	0	---	0	---	0	---

T V Guide

a	4	50.0	2	50.0	0	---	6	46.2
b	0	---	0	---	0	---	0	---
c	2	25.0	2	50.0	1	100.0	5	38.5
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
N.A.	2	25.0	0	---	0	---	2	15.3

Westways

a	0	---	0	---	0	---	0	---
b	0	---	0	---	0	---	0	---
c	1	100.0	0	---	0	---	1	100.0
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
N.A.	0	---	0	---	0	---	0	---

Ladies Home Journal

a	1	50.0	0	---	0	---	1	33.3
b	0	---	0	---	0	---	0	---
c	1	50.0	0	---	1	100.0	2	66.7
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
N.A.	0	---	0	---	0	---	0	---

Saturday Evening Post

a	2	100.0	0	---	0	---	2	100.0
b	0	---	0	---	0	---	0	---
c	0	---	0	---	0	---	0	---
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
N.A.	0	---	0	---	0	---	0	---

Questionnaire Responses, Question 3, Page 4

Good Housekeeping

a	1	100.0	0	---	1	100.0	2	100.0
b	0	---	0	---	0	---	0	---
c	0	---	0	---	0	---	0	---
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
N.A.	0	---	0	---	0	---	0	---

Field & Stream

a	1	50.0	0	---	0	---	1	50.0
b	1	50.0	0	---	0	---	1	50.0
c	0	---	0	---	0	---	0	---
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
N.A.	0	---	0	---	0	---	0	---

Outdoor World

a	0	---	0	---	0	---	0	---
b	0	---	1	100.0	0	---	1	100.0
c	0	---	0	---	0	---	0	---
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
N.A.	0	---	0	---	0	---	0	---

Fishing & Hunting Guide

a	0	---	0	---	0	---	0	---
b	0	---	0	---	0	---	0	---
c	0	---	0	---	0	---	0	---
d	0	---	0	---	0	---	0	---
e	0	---	0	---	0	---	0	---
N.A.	0	---	0	---	0	---	0	---

Reasons Given for Not Visiting Iowa - 1972

	# Not Visiting Iowa	Literature was not helpful	Literature used for reasons other than travel	Decided not to visit Iowa after receiving literature	Plan to visit Iowa in the near future	Change of plans	Time did not permit visit to Iowa	Literature for someone else	Unexplained
Redbook	22	4.5	36.4	9.1	45.5	---	---	---	4.5
McCalls	60	---	40.0	10.0	35.0	10.0	---	---	5.0
Woodalls' Trailer Travel	3	---	---	---	100.0	---	---	---	---
Camping Journal	8	---	25.0	---	50.0	12.5	12.5	---	---
Woodalls' Trailering Parks & Campgrounds	3	---	33.3	---	---	33.3	33.3	---	---
Des Moines Sunday Register - Travel Edition	3	---	33.3	---	---	33.3	---	33.3	---
Better Homes & Gardens	19	5.3	36.8	5.3	21.0	21.0	5.3	---	5.3
National Observer	4	---	25.0	---	---	25.0	---	---	50.0
Glamour	8	---	37.5	---	62.5	---	---	---	---
T. V. Guide	9	---	55.6	---	22.2	11.1	---	---	11.1
Field & Stream	1	---	---	---	100.0	---	---	---	---
Ladies Home Journal	3	---	66.7	---	33.3	---	---	---	---
Saturday Evening Post	1	---	---	---	100.0	---	---	---	---
<b>TOTALS</b>	<b>144</b>	<b>1.4</b>	<b>37.5</b>	<b>6.3</b>	<b>36.1</b>	<b>10.4</b>	<b>2.1</b>	<b>0.6</b>	<b>5.6</b>

Magazines used in 1972, but not listed above, did not generate any "No" responses to Question 1., "Did you visit Iowa in 1972?".

# Questionnaire

FS-6

IOWA VISITOR SURVEY

1. Did you visit Iowa in 1972? Yes \_\_\_\_\_ No \_\_\_\_\_
2. Was the literature we sent you helpful?  
Yes \_\_\_\_\_ No \_\_\_\_\_
3. Of what use was the literature?
  - a) decided to visit Iowa \_\_\_\_\_
  - b) extended visit to Iowa \_\_\_\_\_
  - c) used for reasons other than travel \_\_\_\_\_
  - d) decided not to visit Iowa \_\_\_\_\_
  - e) not useful \_\_\_\_\_
4. Comments & suggestions \_\_\_\_\_

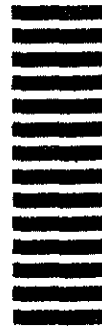
Thank you for taking the time to help us.



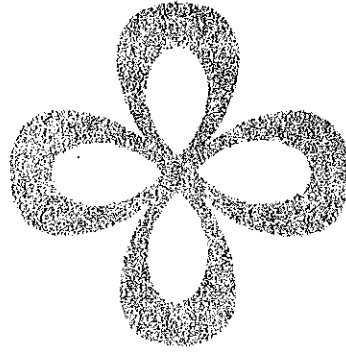
**BUSINESS REPLY MAIL**

FIRST CLASS PERMIT No. 781, DES MOINES, IOWA

Iowa Development Commission  
250 Jewett Bldg.  
Des Moines, Iowa 50309



Iowa



a place to grow

IOWA DEVELOPMENT COMMISSION  
250 Jewett Building - Des Moines, Iowa 50309  
Phone: (515) 281-3251

Dear Sir or Madam:

I am writing to ask for your help in an inquiry we are making for the Tourism Division, State of Iowa.

Each year Iowa spends many thousands of dollars to provide travel information to people, such as yourselves. This is a survey to find out a few important facts about our travel information program.

In order to be sure that all viewpoints are taken into account, we are anxious to get a reply from every person we write to. The questions are on an enclosed postage-paid card, and replies will be held in strictest confidence.

We will be most grateful for your help. As a small token of appreciation, we are sending an Iowa flag decal which you may enjoy displaying on your car, camper, or boat.

Sincerely yours,

*Chuck Snook*

Chuck Snook, Director  
Travel & Tourism Division  
Iowa Development Commission

P.S. To save our troubling you again with reminder letters, please reply promptly.

Robert D. Ray, Governor

Chad A. Wymer, Director

E. A. Hayes, Chairman

James W. Callison, Vice Chairman

John P. Tinley, Secretary

Robert K. Beck

John P. Bickel

Frank W. Griffith

Kenneth H. Joslin

Forrest J. Mitchell

Karl Nolin

William W. Summerwill

Robert A. Young



# Iowa

# a place to grow

IOWA DEVELOPMENT COMMISSION  
250 Jewett Building - Des Moines, Iowa 50309  
Phone: (515) 281-3251

October 25, 1972

Mr. John Rosenow, Director  
Nebraska Department of Economic Development  
P. O. Box 94666  
State Capitol  
Lincoln, Nebraska 68509

Dear Mr. Rosenow:

We are evaluating our advertising expenditures for travel and tourism in Iowa. Will you help us by answering the following questions?

1. Did you run coupon type ads in 1970, '71, or '72?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. If Yes, what was your average cost for each coupon returned (mailed to your office) in: 1972 \$ \_\_\_\_\_

1971 \$ \_\_\_\_\_ 1970 \$ \_\_\_\_\_

3. What % of total persons requesting literature by mailing in a coupon eventually visited your state? \_\_\_\_\_

4. What do you think is a reasonable cost objective for each coupon filled out and returned? \$ \_\_\_\_\_

5. What is your total advertising budget for 1972? \$ \_\_\_\_\_

Thank you very much for your help. Please return this questionnaire in the enclosed, postage-paid envelope.

Best Regards,



Chuck Snook  
Director, Travel & Tourism

Robert D. Ray, Governor      Chad A. Wymer, Director  
E. A. Hayes, Chairman      James W. Callison, Vice Chairman      John P. Tinley, Secretary      Robert K. Beck      John P. Bickel  
Frank W. Griffith      Kenneth H. Joslin      Forrest J. Mitchell      Karl Notin      William W. Summerwill      Robert A. Young

Advertising  
Used In  
1972

# UNCROWDED IOWA

**THAT'S WHAT MAKES IT A GOOD  
PLACE FOR A VACATION.**

The trouble with tourist attractions is, they attract so many tourists . . . millions of them, every year, all fighting for your lane on the highway; your space in the campground or your room in the motel.

Not in Iowa. You won't see geysers, gorges or grand canyons . . . just blue skies, green trees, lakes, rivers and meandering streams . . . quiet, country places where the tourist explosion is so far away you can't hear it for the meadowlarks.

This year, take a **real** vacation . . . in uncrowded Iowa. Send this coupon for details.



Iowa Development Commission  
Tourism Division Department NO4a  
250 Jewett Building, Des Moines, Iowa 50309



Please send me information on uncrowded Iowa.

NAME \_\_\_\_\_

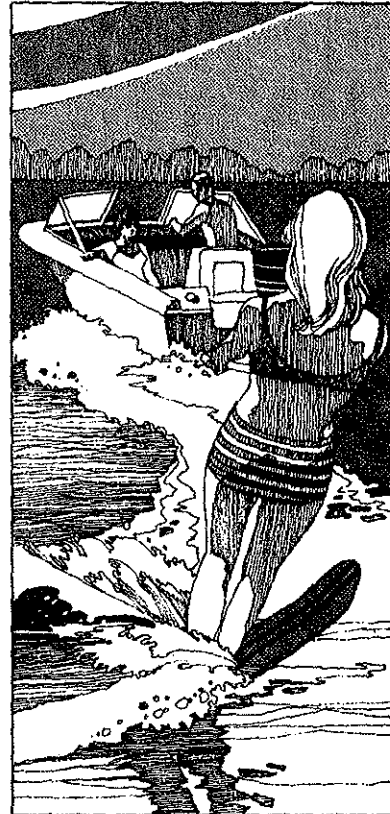
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

# IOWA

**WHERE THE LAKES AREN'T CROWDED,  
THE RIVERS AREN'T CROWDED,  
THE BEACHES AREN'T CROWDED.**

The great outdoors is still great in Iowa. Fish in a quiet backwater, ski and sail and swim in clear water lakes . . . and do it this year. Spend your vacation on the lakes and rivers of uncrowded Iowa. Hurry. Before the word gets around.



IOWA DEVELOPMENT COMMISSION  
Tourism Division Department NO4b  
250 Jewett Building, Des Moines, Iowa 50309

I'd like information on uncrowded Iowa.

NAME \_\_\_\_\_

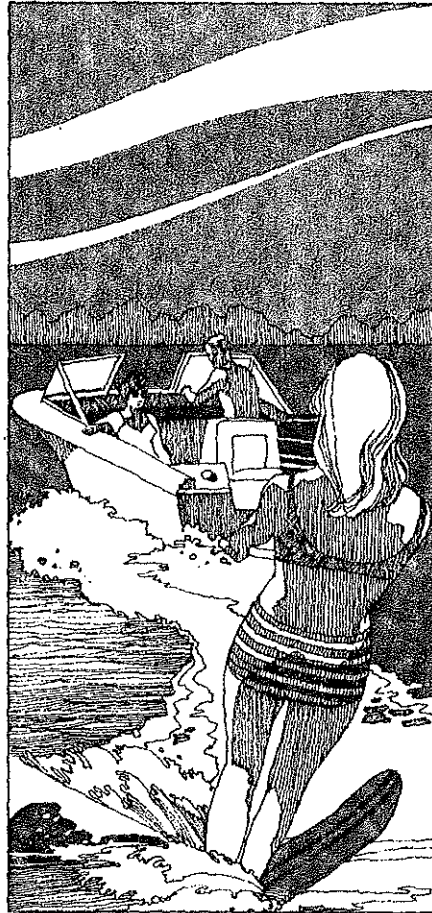
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

 **Iowa**  
a place to grow

# IOWA

where the lakes aren't crowded,  
the rivers aren't crowded,  
the beaches aren't crowded.



The great outdoors is still great in Iowa. Fish in a quiet backwater, ski and sail and swim in clear water lakes . . . and do it this year. Spend your vacation on the lakes and rivers of uncrowded Iowa. Hurry. Before the word gets around.

IOWA DEVELOPMENT COMMISSION  
Tourism Division Department  
250 Jewett Building  
Des Moines, Iowa 50309

I'd like information on uncrowded Iowa.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_



Good Housekeeping

Westways

# SPORTSMEN:

WE'LL GIVE YOU TWO GOOD REASONS WHY YOU SHOULD COME TO IOWA.



IOWA ISN'T HUNTED-OUT



IOWA ISN'T FISHED-OUT

## REASON ENOUGH?

### FREE LITERATURE

For complete information on hunting, fishing and camping in Iowa, send this coupon.

Iowa Development Commission  
250 Jewett Bldg., Dept. FS  
Des Moines, Iowa 50309

Please send me information on hunting, fishing and camping in Iowa.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

 **Iowa**  
a place to grow

Field and Stream

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