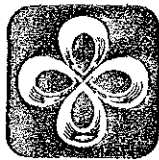


7

**comparison of state tourism agencies**



**Iowa**  
a place to grow

RESEARCH DIVISION

IOWA DEVELOPMENT COMMISSION

## SELECTED COMPARISONS

All states have an agency for promoting and developing tourism and recreation.

Only five state tourism agencies have budgets that are smaller than Iowa's: Connecticut, Delaware, Kansas, Maine, and Nebraska.

In early 1973, only one state tourism agency, Kansas, had a smaller staff than Iowa's. The number ranged from Kansas - 1 to Hawaii - 79 full time personnel.

Only three states do not have a travel promotion theme or slogan: Iowa, Pennsylvania, and Rhode Island.

Twenty-five states conduct tourism advertising in foreign lands, predominantly in Canada, Japan, and Mexico.

Twenty-two states have either a permanent or a mobile travel exhibit for shows, fairs, etc.

Thirty-five states are involved in some type of cooperative advertising program.

Fifteen states have one or more full-time people to encourage Tourism Development.

Thirty-eight states offer programs/assistance to develop packaged tours.

Thirty-one states conduct press tours of their state.

Nineteen states have an official state tourism magazine/newsletter.

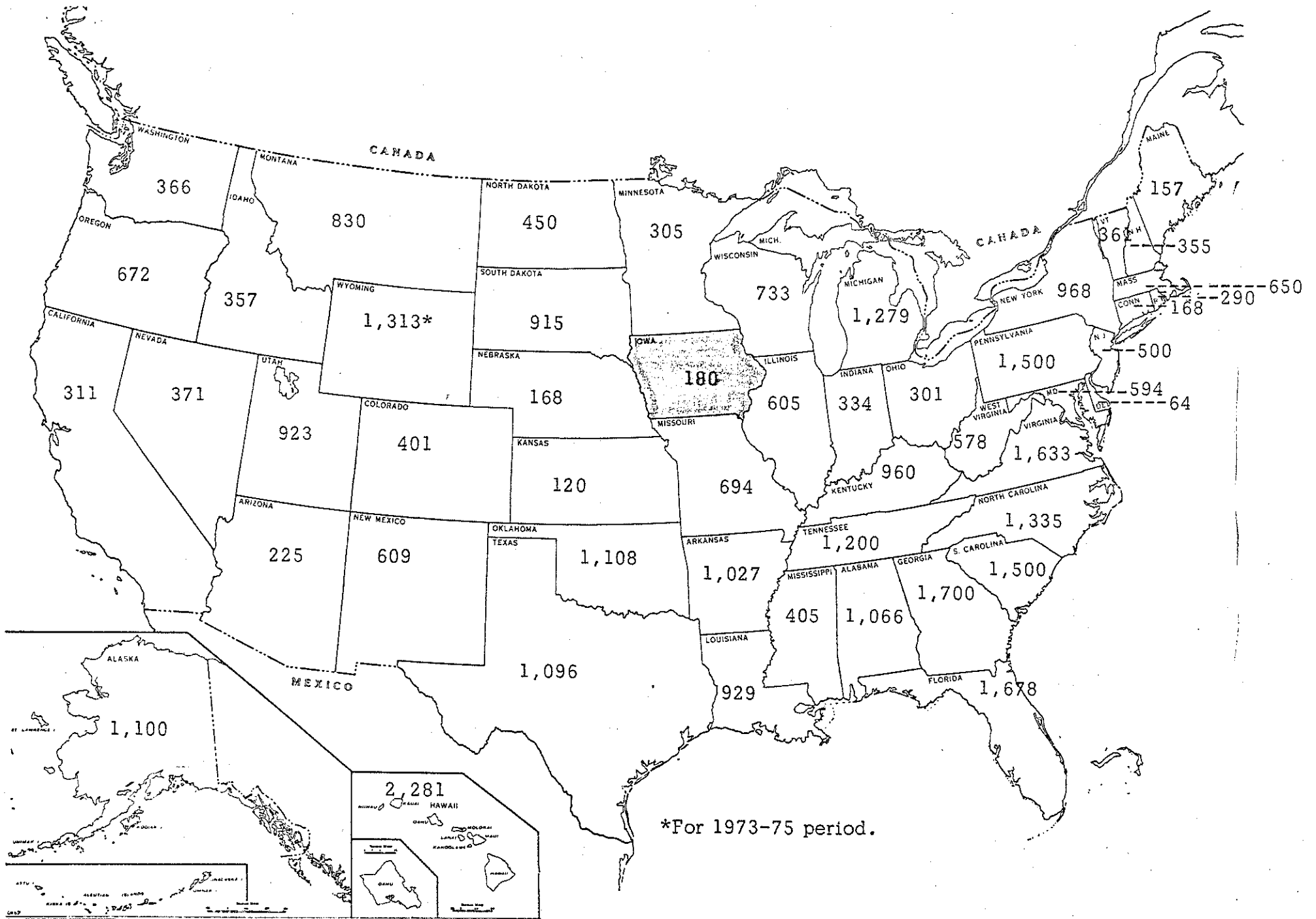
Only six states do not have travel promotion films: Georgia, Iowa, Minnesota, Nebraska, New York, and Texas. Most states offer more than one travel film.

Only five states do not direct their advertising for the purpose of generating "prospect inquiries." Of these, only two states do not use this source of data to evaluate advertising effectiveness.

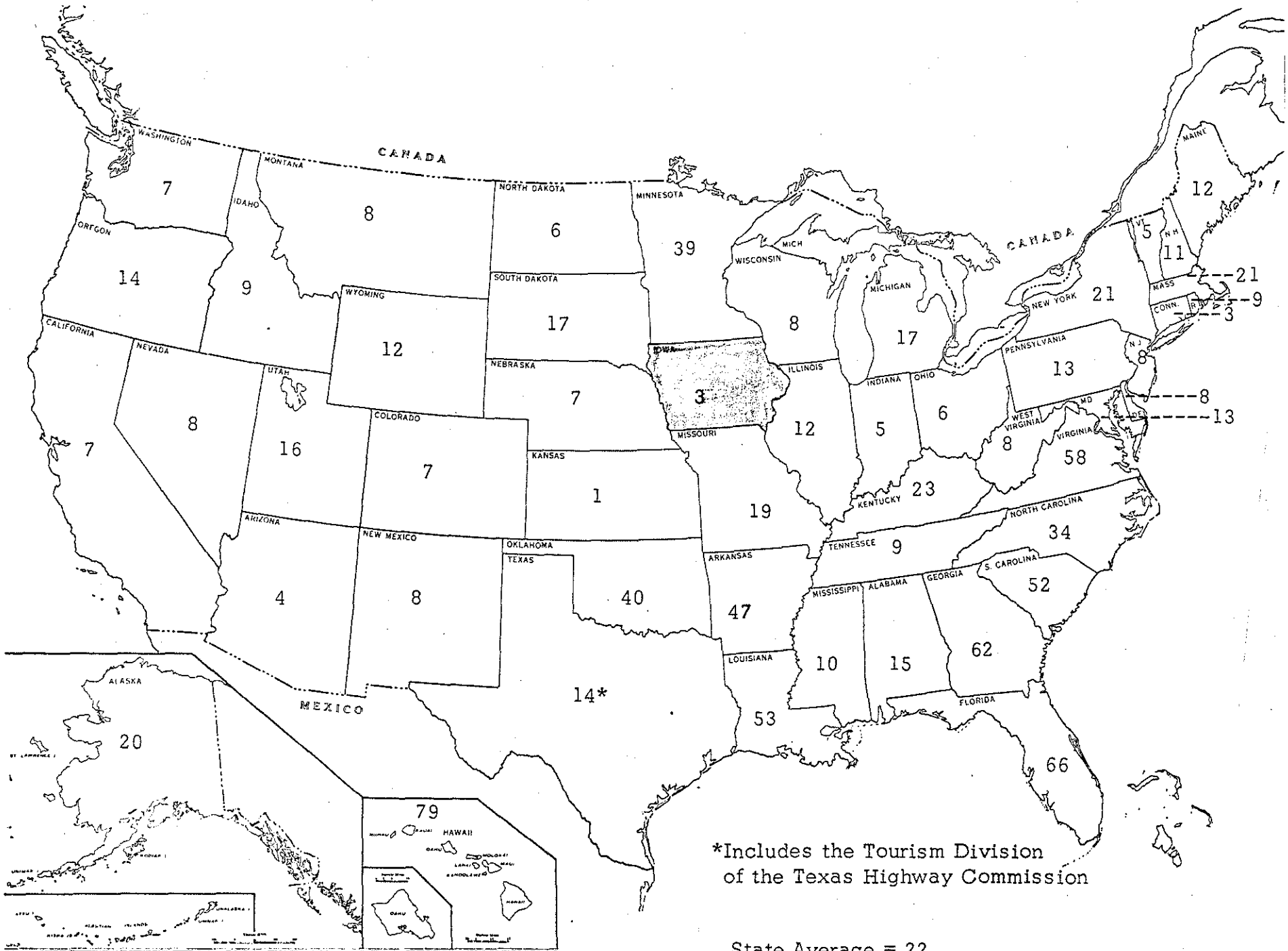
In 1972, tourism generated an estimated \$658 million dollars in income for the people and businesses of Iowa. This substantial injection into Iowa's economy generated an estimated \$345 million in state and local tax revenues.

Source: Survey of State Travel Offices 1973-74, U.S. Travel Data Center, Washington, D.C.

STATE TOURISM BUDGETS - Fiscal 1973-74  
(In Thousands of Dollars)



Number of Full Time Staff - State Tourism Agencies  
(1973)



\*Includes the Tourism Division  
of the Texas Highway Commission

State Average = 22

SELECTED DATA ABOUT STATE TRAVEL AGENCIES  
(1972)

	Income From Tourism (Millions)	State Taxes From Tourism (Millions)	# of Full-Time Staff	# of Part-Time Staff	Tourism Budget 1972-73
Iowa	\$658	\$34.5	3	5	\$180,000
Minnesota	886	71	39	--	309,888
N. Dakota	115	10	6	3	225,000
S. Dakota	352	11.6	17	20	830,000
Nebraska	105+	N.A.	7	36	101,611
Kansas	527*	N.A.	1	--	120,000
Missouri	1,040	86.6	19	2	600,698
Illinois	N.A.	N.A.	12	2	477,300
Wisconsin	2,000	300	8	21	733,000

\* For 1969.