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TRAVEL DEVELOPMENT DIVISION

YEAR-END REVIEW

1977

OF TRAVEL IN IOWA 1972-1976

INDEX

TRAVEL DEVELOPMENT DIVISION

YEAR-END REVIEW

1977

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1977 IOWA LEISURE-TRAVEL

OVERVIEW

For Iowa's tourism industry, 1977 was a year of frustration. Total tourist travel dropped slightly, but dollar volumes increased. The drop is attributed to normal decline after the bicentennial push and, in Iowa, was coupled with summer drought conditions, energy effects leftover from the previous winter, and the general national economy. On the bright side, more Iowans discovered what their own state had to offer, better research data became available allowing tighter measurement of Iowa's travel industry, and increased awareness coupled with improved sophistication, allowed Iowa to gain a larger share of the national travel dollar than ever before.

Because of Iowa's relatively recent emergence into the national travel marketplace, the state showed a respectable increase over the previous year. However, Iowa did not gain as large a share of the national tourist dollar as many other states, because of the increased competition for travelers.

In the first quarter of 1977, private sector leisure-recreation and travel entities in Iowa showed a 2.03 percent increase over 1976. State parks experienced a 9.4 percent increase over the same period last year. The second quarter (April through June) brought a 5.6 percent increase over the previous year for the private sector entities and state parks showed a 12.3 percent increase over the second quarter of 1976. Private sector entities experienced a 4 percent rise over 1976 in the third quarter and state parks showed a 19.6 percent decrease. It was during this quarter that the Iowa Conservation Commission instigated a new program limiting the number of camper units in state parks.

TRAVEL EXPENDITURES REACH

BILLION DOLLAR MARK

The leisure travel industry in Iowa continued to grow in 1976 according to Dr. Lewis Copeland of the University of Tennessee, with total expenditures for all in-state and out-of-state tourists reaching the billion dollar mark for the first time.

In his most recent report, the nationally recognized travel statistician indicated that all expenditures by tourists in Iowa last year increased by \$140 million over the previous year, bringing the total expenditure to \$1.05 billion dollars. Out-of-state visitors to Iowa increased their spending by \$80 million or 15 percent over 1975 with a total expenditure of \$610 million.

According to Copeland, there were 18,420 firms serving and transporting Iowa travelers last year, 80 more than in 1975. These firms employed 107,070 people or 2,970 more than the previous year. State taxes collected from these businesses in 1976 were \$240 million, up 9 percent. Local taxes paid by travel businesses increased 14 percent for a total of \$39 million and federal taxes paid in 1976 were up \$18 million for a total of \$139 million.

Tourists coming to Iowa from out-of-state, contributed a record \$222 million to the personal income of Iowans in 1976. This is 15 percent higher than the previous year.

Not only did travel businesses in Iowa contribute to state, local, and federal income through taxes, but also the tourists themselves made substantial contributions according to Copeland. State taxes collected from Iowa tourists in 1976, amounted to \$52,500,000, up 15 percent from 1975. Tourists last year contributed \$12,200,000 to local taxes and \$23,200,000 to federal taxes.

Out of each tourist dollar spent last year, 16 cents went to hotels, motels and inns. Restaurants and other food services received 42 cents of each tourist dollar and recreation and tourist attractions received eight cents. Twenty-one cents of each tourist dollar spent went to auto garages and gasoline stations, six cents to passenger carriers and seven cents to other retail stores and services. This dollar breakdown was the same as the previous year.

Dr. Copeland stated in his report that the \$1.050 billion expenditure he reports, includes spending by residents while traveling within Iowa as well as the spending of visitors from other states. One-day trips outside the local trade area are included along with overnight stays and journeys of a hundred miles or more. These figures, however, include only the money spent on trips away from home outside the daily commuting zone. They do not include sizable outlays made at home in preparation for trips and large outlays at destinations in other states.

COMPARISON OF TRAVEL IN IOWA

1972-1976

(From Report By Dr. Lewis Copeland)

	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>
Total expenditures by out-of-state tourists:	\$ 371 Million	\$ 408 Million	\$ 460 Million	\$ 530 Million	\$ 610 Million
Expenditures for all in-state and out-of-state tourists:	\$ 658 Million	\$ 724 Million	\$ 820 Million	\$ 910 Million	\$ 1.050 Billion
Out-of-state person-trips or visits to Iowa:	33.4 Million	35.3 Million	34.4 Million	35.7 Million	38.1 Million
Passenger miles traveled by out-of-state visitors:	3.5 Billion	3.7 Billion	3.6 Billion	3.7 Billion	3.9 Billion
<u>TOTAL EXPENDITURES BY OUT-OF-STATE TOURISTS:</u>					
Personal income to people in Iowa:	\$ 123,900,000	\$ 136,300,000	\$ 158,200,000	\$ 192,740,000	\$ 222,000,000
Market for goods and services:	\$ 191,500,000	\$ 210,500,000	\$ 158,700,000	\$ 173,540,000	\$ 199,500,000
<u>CONTRIBUTION OF TOURISTS TO STATE AND LOCAL FINANCE:</u>					
State taxes collected from tourists:	\$ 34,500,000	\$ 37,900,000	\$ 44,200,000	\$ 45,620,000	\$ 52,500,000
Local taxes collected from tourists:	\$ 8,200,000	\$ 9,000,000	\$ 11,000,000	\$ 9,930,000	\$ 12,200,000
Federal taxes collected from tourists:	\$ 12,900,000	\$ 14,300,000	\$ 16,100,000	\$ 19,900,000	\$ 23,200,000

COMPARISON OF TRAVEL IN IOWA

1972-1976

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	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>
Total receipts from major travel service business:	\$1,388,000,000*	\$1,696,000,000*	\$1,705,000,000*	\$2,134,000,000*	\$2,433,000,000*
Number of Iowa firms serving & transporting travelers:	17,640	17,620	17,970	18,340	18,420
Number employed in travel business:	93,770	96,890	100,900	104,100	107,070
<u>CONTRIBUTION TO IOWA ECONOMY:</u>					
Personal income derived from travel business:	\$ 446,000,000	\$ 510,000,000	\$ 539,000,000	\$ 701,000,000	\$ 801,000,000
Market for goods and services:	\$ 687,000,000	\$ 871,000,000	\$ 863,000,000	\$1,058,000,000	\$1,213,000,000
<u>CONTRIBUTION OF TRAVEL BUSINESS TO GOVERNMENT FINANCE:</u>					
State taxes collected from travel business:	\$ 169,000,000	\$ 207,000,000	\$ 206,000,000	\$ 220,000,000	\$ 240,000,000
Local taxes collected from travel business:	\$ 26,000,000	\$ 34,000,000	\$ 27,000,000	\$ 34,000,000	\$ 39,000,000
Federal taxes collected from travel business:	\$ 60,000,000	\$ 73,000,000	\$ 70,000,000	\$ 121,000,000	\$ 139,000,000

* Includes sales and services to local and travelling customers.

1977 MARKS NEW METHODS
OF IOWA TRAVEL RESEARCH

For a number of years the leisure travel industry has been asked to establish hard measurement of the different facets of leisure travel. As an industry, they have found the task similar to trying to put a tape measure around a gaseous bubble. Iowa has been no exception. The data available for the most part, consisted of extrapolation from national figures and seemed to have little or no relevance to a small Iowa community or the types of attractions which exist in Iowa.

The Iowa Development Commission's Resource and Support Division joined forces with the Travel Development Division in 1977 to build a method of measuring segments of the leisure travel industry in Iowa and the results were, in some cases, startling.

Eight surveys were completed in the past year. Five of these dealt with different types of events and the dollars each generated. Three surveys were conducted on the general aspects of Iowa tourism, with one being built around travel shows, one around people who read the Iowa Development Commission Digest, and the third around people stopping at Iowa's seven interstate information centers. It is probably this latter survey which carries the most information on general travel patterns in Iowa.

One of the surprising facts surfaced by the interstate information center survey was that, although 83.1 percent were on vacation, 16.9 percent of those surveyed were not on vacation at the time, but were still interested in picking up leisure travel information. Nearly half of those people stated they were on business at the time of the survey.

Respondents to the survey indicated having an average of 27.8 days of annual vacation and were using 20.9 days during the trip they were currently on. They planned to spend an average of 2.5 days in Iowa. This last figure shows a positive shift away from the "pass through" situation which existed as recently as 1975. Another of the surprising pieces of information surfaced by the survey was that 8.9 percent of the travelers are retired. This is a substantially greater number than originally expected.

The average size of the travel party being interviewed was 3.2 people. Families accounted for 79.4 percent of the Iowa travelers, individuals represented 18.3 percent and group tours and business groups accounted for the other 2.3 percent. Of those interviewed, 21.4 percent were using commercial campgrounds and 10 percent state and county campgrounds. Nearly 40 percent of those interviewed were using hotels and motels as overnight accommodations.

The average Iowa travel party indicated they spent \$40.42 a day. Of this amount, \$10.04 goes for lodging, \$11.44 for food and \$16.72 for transportation.

In a follow-up survey of the travelers interviewed, 86.3 percent indicated they planned their trip in advance, but only 11.1 percent requested travel information in advance. When asked to rate the quality of service they received in Iowa, 29.2 percent said it was better and 65.0 percent indicated it was the same as elsewhere. When rating the quality of food 16.7 percent said it was higher, 60.1 percent said it was the same as elsewhere and 16.5 percent didn't stop at Iowa restaurants.

When asked how they received information on Iowa attractions the results were a little surprising.

Knew About The Site	25.7%
Friends	23.9%
Information Received Prior To Trip	15.0%
Other*	13.7%
Used To Live In Iowa	7.0%
Billboard	6.7%
Newspaper Story	3.0%
Vacation Or Sports Show	1.6%
Magazine Advertisement	1.6%
Television	.8%
Radio	.5%
Newspaper Advertisement	.5%

* Some of the other sources of information listed were Iowa Information Centers, AAA Tour Book, relatives, motels and National Geographic Magazine.

When asked their predominant travel interest, the respondents to the survey indicated that visiting friends and/or relatives was the predominant interest (29.4%) with natural scenery running a close second (27.3%.) Driving for pleasure was listed by 11% and history was the predominant travel interest of 10.1 percent of the people.

As was previously mentioned, five surveys were done on community events in 1977. These were: Estherville Winter Snow Festival, Cherokee Rodeo, Fort Atkinson Rendezvous, Mt. Pleasant Old Threshers Reunion, and the Waterloo Dairy Cattle Congress. The event surveys are done on request only and are designed in such a way that the local community can gather the raw data. The Resource and Support Division of the Iowa Development Commission then compiles the data, digests it and publishes the report.

These event surveys are particularly useful to communities who have similiar events or are considering building such an event. They have also shown, to a fine degree, the economic impact an event has on a community and the surrounding area and where this money is spent.

INTERSTATE INFORMATION CENTER PROGRAM

1977

In cooperation with the Department of Transportation, the Iowa Development Commission's Travel Development Division was again able to staff and maintain seven interstate information centers in 1977.

The centers, manned by 15 part-time employees, opened for summer business May 17 and operated through September 15. Each day the centers were open to the travelling public from 8:00 a.m. to 7:00 p.m., distributing Iowa leisure travel information, answering questions, and doing other assigned tasks. For the first time, center personnel were able to inform travelers when state parks located near their centers had reached the maximum number in their campgrounds. Center personnel would then suggest other camping places in the area.

By closing day of the 1977 season, 157,401 people had received information through the seven centers. This figure was down by 20,774 from 1976 because the centers were open one month less time than the previous year. Of the total registering, 151,743 were from the United States. Canadian travelers registering at the centers numbered 4,077, which was slightly above last year's figure. Other foreign visitors registering totaled 1,581 and represented 54 countries.

Information center figures show that the top ten visitor states to Iowa, in order, were:

1. Illinois -----	19,668
2. Minnesota -----	10,770
3. Michigan -----	10,545
4. California -----	9,414
5. Ohio -----	7,623
6. Indiana -----	5,826
7. Missouri -----	5,790
8. Wisconsin -----	5,517
9. Nebraska -----	5,346
10. Kansas -----	4,809

Travelers visiting the interstate information centers in 1977 received a total of 399,568 pieces of Iowa travel information. The amount of travel literature distributed per information center is as follows:

Wilton -----	103,467
Victor -----	68,479
Underwood -----	65,807
Sergeant Bluff -----	48,712
Davis City -----	42,900
Clear Lake -----	34,173
Des Moines -----	36,030

Iowa has interstate information centers located on the southbound lane of I-29 near Sergeant Bluff, on the eastbound lane of I-80 near Underwood, southbound on I-35 near Clear Lake, westbound on I-80 near Des Moines, northbound on I-35 near Davis City, eastbound on I-80 near Victor and on the westbound lane of I-80 near Wilton.

NOTE: For a comprehensive breakdown of visitor numbers and points of origin, see the accompanying tables.

VISITORS TO IOWA INFORMATION CENTERS IN 1977

STATE	CLEAR LAKE	DAVIS CITY	DES MOINES	SERGEANT BLUFF	VICTOR	WILTON	UNDERWOOD	TOTAL
ALABAMA	57	24	6	144	30	126	45	432
ALASKA	33	9	9	72	15	42	45	225
ARIZONA	246	456	141	279	219	399	507	2,247
ARKANSAS	102	351	24	195	54	78	45	849
CALIFORNIA	630	630	630	1,011	1,191	1,899	3,423	9,414
COLORADO	195	135	264	273	531	588	1,713	3,699
CONNECTICUT	33	12	66	108	99	345	231	894
DELAWARE	3	3	21	18	30	72	42	189
FLORIDA	303	216	93	702	324	873	504	3,015
GEORGIA	63	30	45	228	60	219	72	717
HAWAII	21	0	9	9	39	24	39	141
IDAHO	27	9	33	144	36	69	228	546
ILLINOIS	879	786	1,515	1,203	2,454	9,690	3,141	19,668
INDIANA	261	126	501	672	576	2,739	951	5,826
IOWA	2,649	1,806	1,197	2,880	4,314	2,502	1,608	16,956
KANSAS	426	2,397	102	678	444	393	369	4,809

VISITORS TO IOWA INFORMATION CENTERS IN 1977

STATE	CLEAR LAKE	DAVIS CITY	DES MOINES	SERGEANT BLUFF	VICTOR	WILTON	UNDERWOOD	TOTAL
KENTUCKY	63	21	87	210	81	336	69	867
LOUISIANA	105	156	12	195	27	84	48	627
MAINE	18	3	30	30	24	99	66	270
MARYLAND	78	42	93	246	147	465	288	1,359
MASSACHUSETTS	63	45	123	150	99	495	291	1,266
MICHIGAN	354	330	1,077	963	1,077	4,341	2,403	10,545
MINNESOTA	5,619	954	333	1,767	630	678	789	10,770
MISSISSIPPI	75	66	12	99	12	45	12	321
MISSOURI	711	2,451	75	1,269	615	498	171	5,790
MONTANA	57	9	51	327	36	87	39	606
NEBRASKA	291	66	354	1,221	957	507	1,950	5,346
NEVADA	27	27	30	39	66	72	171	432
NEW HAMPSHIRE	12	3	21	24	12	102	66	240
NEW JERSEY	54	51	171	249	267	906	459	2,157
NEW MEXICO	54	129	24	57	15	96	138	513
NEW YORK	117	93	483	477	459	1,827	1,164	4,620

VISITORS TO IOWA INFORMATION CENTERS IN 1977

STATE	CLEAR LAKE	DAVIS CITY	DES MOINES	SERGEANT BLUFF	VICTOR	WILTON	UNDERWOOD	TOTAL
NORTH CAROLINA	54	30	72	252	105	324	93	930
NORTH DAKOTA	117	24	18	606	57	66	24	912
OHIO	351	141	792	1,119	513	3,198	1,509	7,623
OKLAHOMA	240	795	30	219	123	117	90	1,614
OREGON	117	93	87	231	159	318	531	1,536
PENNSYLVANIA	171	81	309	612	462	1,710	993	4,338
RHODE ISLAND	3	6	33	30	30	99	51	252
SOUTH CAROLINA	42	27	0	156	33	162	42	462
SOUTH DAKOTA	96	36	78	2,115	177	213	30	2,745
TENNESSEE	102	66	30	243	60	228	99	828
TEXAS	594	1,815	75	525	216	372	240	3,837
UTAH	21	3	33	45	147	120	456	825
VERMONT	21	6	18	18	12	102	39	216
VIRGINIA	105	54	78	279	159	480	201	1,356
WASHINGTON	198	48	132	612	237	378	426	2,031
WASHINGTON, D.C.	15	3	15	9	9	42	36	129

VISITORS TO IOWA INFORMATION CENTERS IN 1977

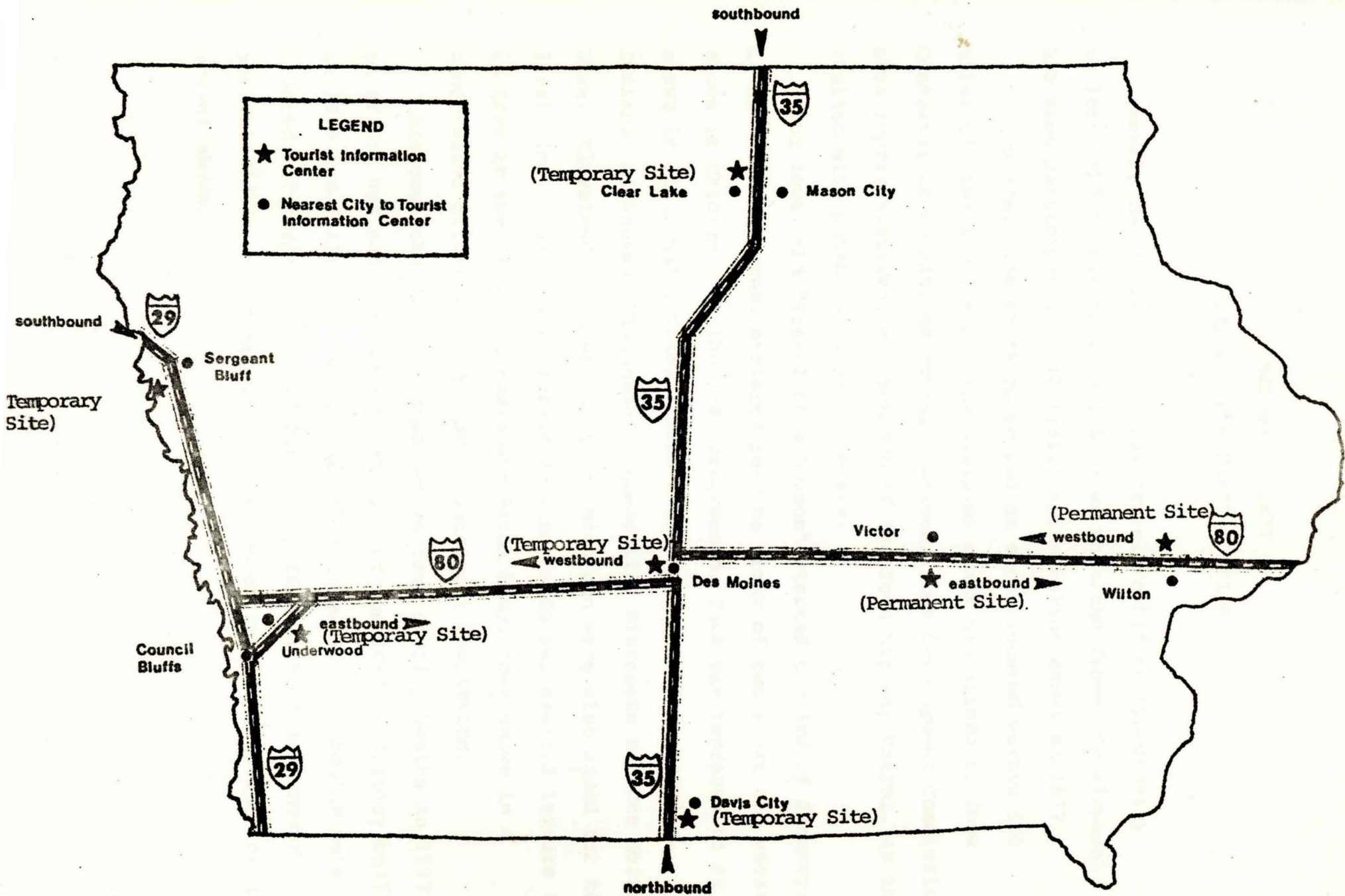
STATE	CLEAR LAKE	DAVIS CITY	DES MOINES	SERGEANT BLUFF	VICTOR	WILTON	UNDERWOOD	TOTAL
WEST VIRGINIA	36	21	33	96	66	315	96	663
WISCONSIN	999	618	525	270	777	912	1,416	5,517
WYOMING	18	12	60	78	84	102	219	573
TOTAL STATES	16,926	15,315	10,050	23,454	18,366	39,954	27,678	151,743
CANADA								
ALBERTA	30	0	27	81	18	111	24	291
BRITISH COLUMBIA	27	0	39	87	36	111	75	375
MANITOBA	108	15	3	321	24	69	24	564
NEW BRUNSWICK	3	0	3	6	12	9	0	33
NEWFOUNDLAND	0	0	0	0	0	3	6	9
NORTHWEST TERRITORY	0	0	0	6	0	0	3	9
NOVA SCOTIA	0	0	0	9	12	12	15	48
ONTARIO	141	51	144	465	255	681	483	2,220
QUEBEC	12	6	21	114	54	69	93	369
SASKATCHEWAN	33	3	3	60	9	45	3	156

VISITORS TO IOWA INFORMATION CENTERS IN 1977

STATE	CLEAR LAKE	DAVIS CITY	DES MOINES	SERGEANT BLUFF	VICTOR	WILTON	UNDERWOOD	TOTAL
YUKON TERRITORY	0	0	0	0	0	0	0	0
PRINCE EDWARD ISLAND	0	0	3	0	0	0	0	3
TOTAL CANADIAN	354	75	243	1,149	420	1,110	726	4,077
OTHER FOREIGN	(14) 54	(22) 90	(18) 138	(18) 228	(26) 213	(37) 438	(35) 420	1,581
GRAND TOTALS	17,334	15,480	10,431	24,831	18,999	41,502	28,824	157,401

TOTALS REFLECT MULTIPLIER OF 3/PARTY.

() NUMBER OF FOREIGN COUNTRIES REPRESENTED.



REPORT ON 1977

TRAVEL SHOW PARTICIPATION

Nearly two million potential travelers had an opportunity to learn about leisure travel in Iowa when the Travel Development Division participated in 12 travel and vacation shows in 1977.

Once again the division worked at shows located within 500 miles of Iowa's borders. The division staff was joined by Iowa Conservation Commission representatives, Iowa Development Commission area representatives, and members of the Iowa Highway Patrol, as they visited with potential Iowa travelers.

For Iowa, the "Travel Show Season" started the 3rd of January, as division personnel prepared for the first of two sport and vacation shows in Chicago. As the year progressed, Iowa was represented at shows in Cincinnati, Ohio; Kansas City, Missouri; Indianapolis, Indiana; Milwaukee, Wisconsin; Minneapolis, Minnesota and Des Moines, Iowa. Cleveland, Ohio and Detroit, Michigan were also added for the first time. The Iowa Conservation Commission represented leisure travel in Iowa at the Omaha, Nebraska and Sioux City, Iowa shows in a cooperative effort with the Iowa Development Commission.

Although the division used two 20-foot display booths in 1977, an effort was made to increase the use of the 10-foot display built in 1975 and following the show season two new 10-foot booths were ordered. Current plans call for use of 10-foot booths whenever possible in an effort to cut the expense of Iowa's participation in travel shows.

A total of 97,090 specific pieces of Iowa travel information were provided to potential travelers during the 12 shows and 785 requests for additional information were received by the Iowa Development Commission following the travel shows. This represents a 20 percent increase over the 1976 season. Again in 1977, we were receiving requests for information on forms that were distributed as much as four years ago. This would indicate that people receiving information at travel shows save material until they plan to travel through an area, then use the material.

TRAVEL SHOW RESPONSE

1977 Season

<u>SHOW LOCATION</u>	<u>CARDS RETURNED</u>
Chicago, Illinois (1st Show) -----	167
Cincinnati, Ohio -----	11
Kansas City, Missouri -----	84
Indianapolis, Indiana -----	55
Chicago, Illinois (2nd Show)-----	125
Milwaukee, Wisconsin -----	155
Cleveland, Ohio -----	51
Detroit, Michigan -----	38
Minneapolis, Minnesota -----	81
Des Moines, Iowa -----	299
Sioux City, Iowa* -----	8
Omaha, Nebraska* -----	61
Waterloo, Iowa** -----	43
Uncoded Cards*** -----	<u>255</u>
TOTAL-----	1,266

* Worked by Iowa Conservation Commission using some Iowa Development Commission material.

** Individual Iowa communities were represented at this show with some using our leisure travel material.

*** Includes material distributed at State Fair and other sources which were not coded.

NOTE: During the 1977 travel show season the Iowa Development Commission, Travel Development Division used a small brochure titled In Iowa, which required that a return card be sent for travel information. This return card required the sender to pay postage on the card and offered 49 separate pieces of travel material.

REGIONAL TRAVEL COUNCILS

SEE RISE IN STATE MATCHING FUNDS

In each of their four years of existence, Iowa's regional travel councils have matched or exceeded all of the state funding available to them. Reflecting this success, the Iowa Legislature granted an additional \$800 in 1977 to match funds raised by the seven regions. This brings the amount of state funds for each region to \$4,400.

This additional funding was put to good use by the respective regional travel councils as they worked to increase the marketing of their regions as potential travel destinations. Increased advertising seemed to be the single greatest new area of regional involvement with all seven regions participating in the travel edition of the Des Moines Register. One region also placed ads in the travel sections of Kansas City and Omaha newspapers, with good success. Three regions also placed advertising in the July-August issue of the American Automobile Association's Iowa Motor News Magazine. Regional radio advertising started to appear in 1977 as did billboard advertising.

Four of the seven travel regions produced new brochures describing their areas. Three of these were needed to replace exhausted supplies of brochures done earlier and the fourth was a totally new product. Each of the regions now have brochures on their areas available in quantities great enough to allow active marketing.

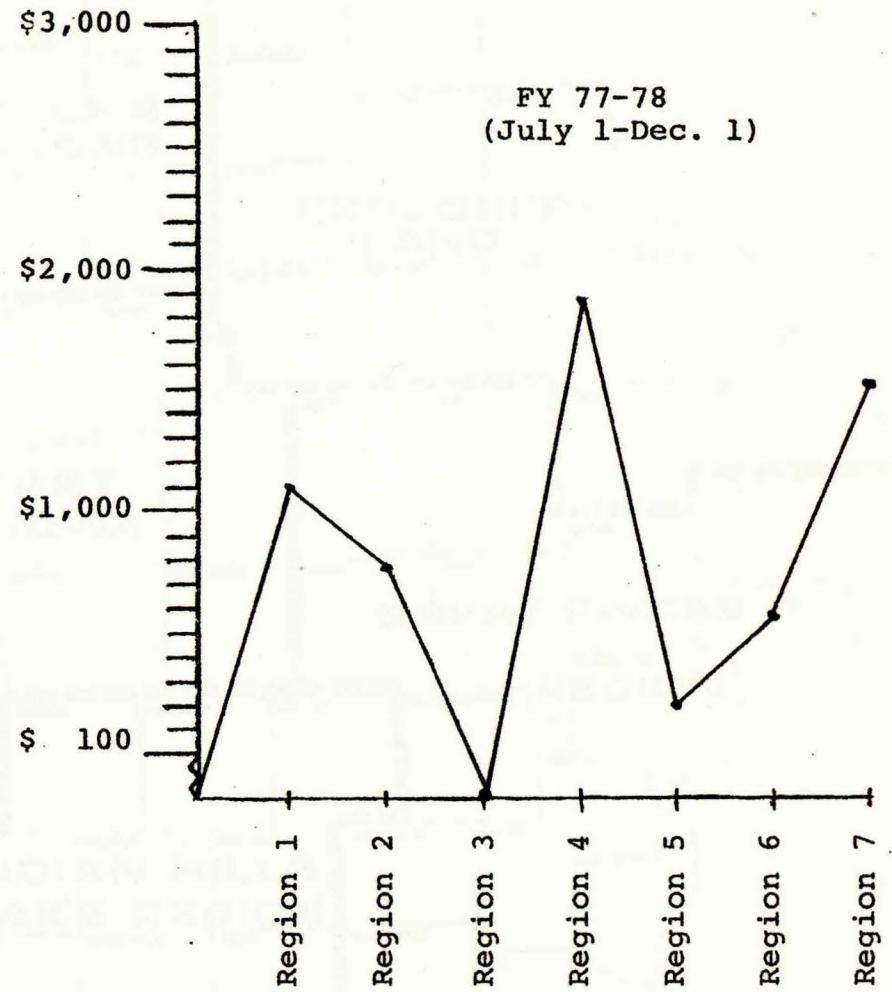
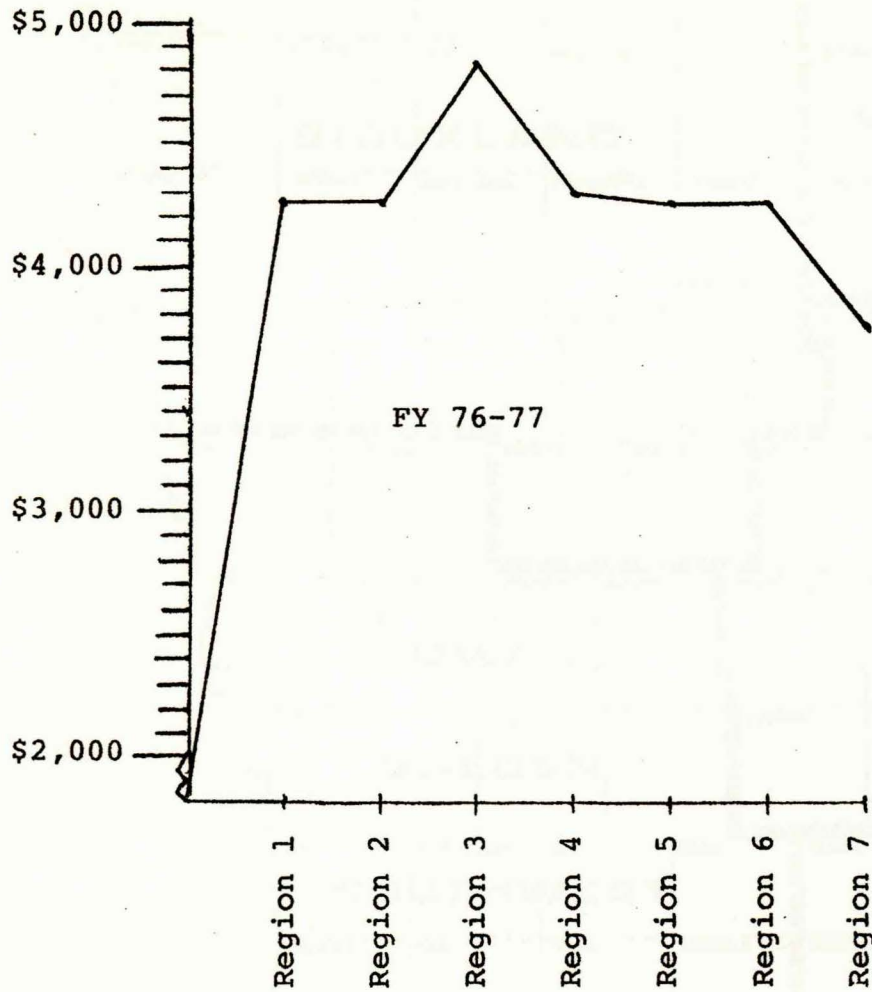
Placemats were produced by three regions for use by area restaurants. These detail points of interest in the areas and provide the would be traveler with a travel map of the region.

In a continuing effort to carry their travel message to other Iowans on a person-to-person basis, regional representatives participated in the Waterloo Dairy Cattle Congress, sport and vacation shows in Sioux Falls, South Dakota and Waterloo, Iowa, and a snow show in Des Moines. They also helped man the Iowa Development Commission booth at the Iowa State Fair.

As representatives of nearly every county in Iowa worked to capture a larger share of the leisure travel dollar for their area, it became apparent in 1977 that their efforts were not understood by others in their counties. To meet this problem, the regions started to work more strongly in their own area with an education program. County representatives started inviting others from their area to regional travel meetings, one region produced its own slide show and made copies available for club programs and other group activities and one region started producing its own monthly newsletter, detailing its work and various leisure travel happenings within their region. Familiarization tours were also conducted by regions, to help people in their areas become more familiar with leisure travel offerings.

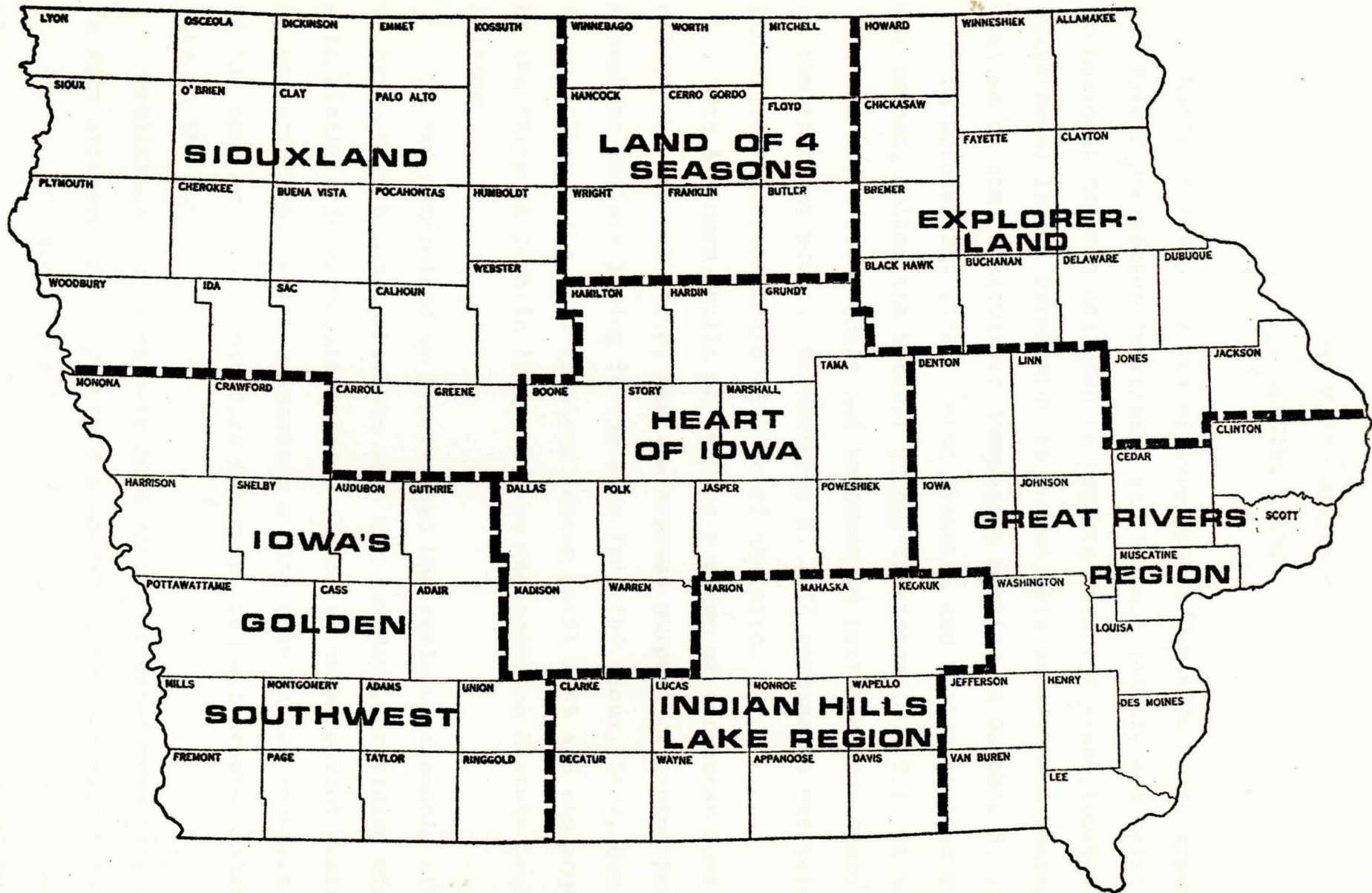
Due partly to the educational work being carried out by regional representatives in Iowa, the number of communities and individuals starting to become interested in the leisure travel dollar in Iowa is steadily increasing.

REGIONAL MATCHING FUNDS DISTRIBUTED IN 1977



- Region 1 - Explorerland
- Region 2 - Great Rivers Region
- Region 3 - Indian Hills Lake Region
- Region 4 - Iowa's Golden Southwest
- Region 5 - Heart of Iowa
- Region 6 - Iowa's Great Northwest - Siouxland
- Region 7 - Land of Four Seasons

NOTE: Matching Funds Program is on a fiscal year basis, this annual report is on an annual year, therefore there are two graphs presented.



IOWA TRAVEL REGIONS

STATE PRODUCES NEW

SPECIAL EVENT

Early in 1976, the Travel Development Division staff approached the Iowa Conservation Commission staff about jointly exploring a new promotional concept designed to promote interest areas located on state-owned land. Permission to pursue this promotional concept was granted at the Conservation Commission Meeting on October 5, 1976.

On October 25, 1976 a joint planning and implementation group was formed, called the Special Events Taskforce (S.E.T.) It established long and short range goals and recommended Fort Atkinson State Preserve as the starting point. On November 6, 1976 permission was gained from the State Preserves Board for use of the site.

Fort Atkinson, built in 1840 on a piece of northeast Iowa ground called the Neutral Strip, had the express purpose of protecting the Winnebago Indians living in the area from the Sioux, Sauk, Fox, and Ioway tribes. The fort remained active until 1849 and was acquired by the State of Iowa in 1921. It was dedicated as a state preserve in 1968.

It was determined by S.E.T. that the rendezvous should attempt to bring Fort Atkinson back to life for two days, providing visitors with historic interpretation and a chance to watch period crafts being performed, people reenacting a time when hunter/trappers came to the fort to trade their furs for supplies, and general military life in the fort.

Preliminary meetings were held with interested community members in Fort Atkinson and they formed a committee to work with S.E.T. Since the fort is located within the community of Fort Atkinson, the citizens committee was required to deal with many problems connected to the

state-sponsored part of the event as well as problems associated with what the community wanted to do during the two-day rendezvous.

Members of the community committee worked particularly long and hard and deserve a great deal of credit for helping make the first state-sponsored special event held in Iowa a success.

To provide an accurate measure of effects the event had on the community and surrounding area, the Resource and Support Division of the Iowa Development Commission planned and conducted a survey. The results of this survey indicate a very successful first-time event.

In spite of continual rain on set-up day and cool, wet weather the opening day, the first Fort Atkinson Rendezvous drew nearly 15,000 people. Slightly under 88 percent of these people came from Iowa with the remainder travelling to Fort Atkinson from Illinois, Minnesota and Wisconsin. During the two days they spent \$47,392 which generated a dollar impact on the area of \$99,049.28.

During the first Fort Atkinson Rendezvous, 250 buckskinners and craftspeople from Iowa, Illinois, Minnesota, Wisconsin, Indiana and South Dakota helped bring the fort to life for two days. Period foods were cooked, blacksmiths and silversmiths worked within the fort walls, weaving was demonstrated, tinsmithing and scrimshawing were shown and explained, cornhusk dolls were fashioned and beadwork was shown.

Visitors could also watch muzzle-loading guns shot, tomahawks and knives thrown, fires started using flint and steel, and cannon drills. Twice a day, a period play was presented and every half hour visitors could watch a movie explaining the place Fort Atkinson had in history. Nearly every one of the 33 tipis and lean-tos had a trade blanket spread, each filled with handmade period goods. Everywhere

there was something to see and learn about. And, it all carried the visitor back to the 1840's when Fort Atkinson was an active frontier fort.

The first Fort Atkinson Rendezvous was colorful, historical, and romantic and well covered by the press. More than 1,000 column-inches of newspaper coverage was given to the event and the electronic media gave 3 hours and 58 minutes of coverage to the rendezvous prior to and during the event.

The Iowa Development Commission and the Iowa Conservation Commission committed to host the event for a minimum of two years, but all indications are that the event will become an annual event the last weekend in September. Current plans call for the planning and implementation of additional events in other parts of the state in the future. Each will be designed to call attention to an interesting, but little known place located on state-owned ground.

MISCELLANEOUS STATISTICS

Iowa media again took an active part in 1977 efforts to inform Iowans of what their state has to offer in leisure time enjoyment. Since January, 156 newspapers used the division's "Try Iowa" advertisements 700 times. These ads were run as a service to the newspaper readers and not as paid advertising. By December 1, the ads had generated nearly 200 inquiries for additional leisure travel information on Iowa. Summer radio and television spots were also produced for use as public service advertising by Iowa media and, for the first time, winter spots were produced and distributed to state radio stations. Division staff members also participated in 26 radio and television interviews in 1977.

Division staff members attended 223 meetings last year and showed division slide presentations 18 times. As meeting speakers, staff members brought information on Iowa's travel industry to 841 people. Staff members drove a total of 25,426 miles as of December 1, 1977, with 5,048 of these being on out-of-state business. Travel division staff members also made 25 person-trips using commercial airlines last year.

Slightly under 1,167,000 individual pieces of Iowa travel literature were distributed in 1977 through the various division outlets. These outlets include: interstate information centers, travel show displays, Iowa State Fair displays, and the Iowa Development Commission mail room.

Although the Travel Development Division had no formal advertising program outside the state in 1977, Iowa travel ads did appear in national publications as part of the publications readership service.

A total of 975 requests for Iowa travel information were generated by these ads. The official state highway map also generated 12 requests for additional travel information.

The division produced one new publication in 1977. That booklet was a replacement for the "Iowa" booklet, which had been used for more than four years. The new publication, also called "Iowa," is a 4-color, 48-page travel publication which attempts to provide a feeling of what Iowa has to offer to a prospective leisure traveler. The booklet is rich in pictures and includes leisure offerings not previously used in the division's main travel piece. The booklet deals in interest areas rather than specific points of interest.

FORECAST OF 1977
LEISURE TRAVEL IN IOWA

Primarily because of an increasing awareness of leisure travel as an industry, Iowans will see more communities and private sector representatives committed to pursuit of a larger share of the national leisure dollar. In 1978 this will be reflected in a greater amount of development in Iowa, aimed directly at drawing and serving the leisure traveler.

Iowa will continue to build toward a four season approach to capturing leisure dollars. Manifestations of this trend will be increased development in the areas of snowmobiling, skiing and additional promotion of things to do in the Iowa winter.

The trend of more leisure time becoming available will continue, causing more Iowans to seek information on things to do with their time. This, in turn, will bring about a greater emphasis by the Iowa media on Iowa leisure offerings.

Camping will continue on the upswing, as will water related activity.

In 1978 more inter-agency cooperation will surface relative to seeking out and serving the leisure travel public. This cooperation will not only occur on the state level, but also on the part of the Federal government and the private sector.

Even with minor fluctuations in the economy, leisure recreation will continue to grow in 1978.

Again in 1978, Iowa will show a dollar increase in tourism, but will slip further behind in the percentage of the national travel dollar the state captures.

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