

VISITATION ANNUAL REPORT

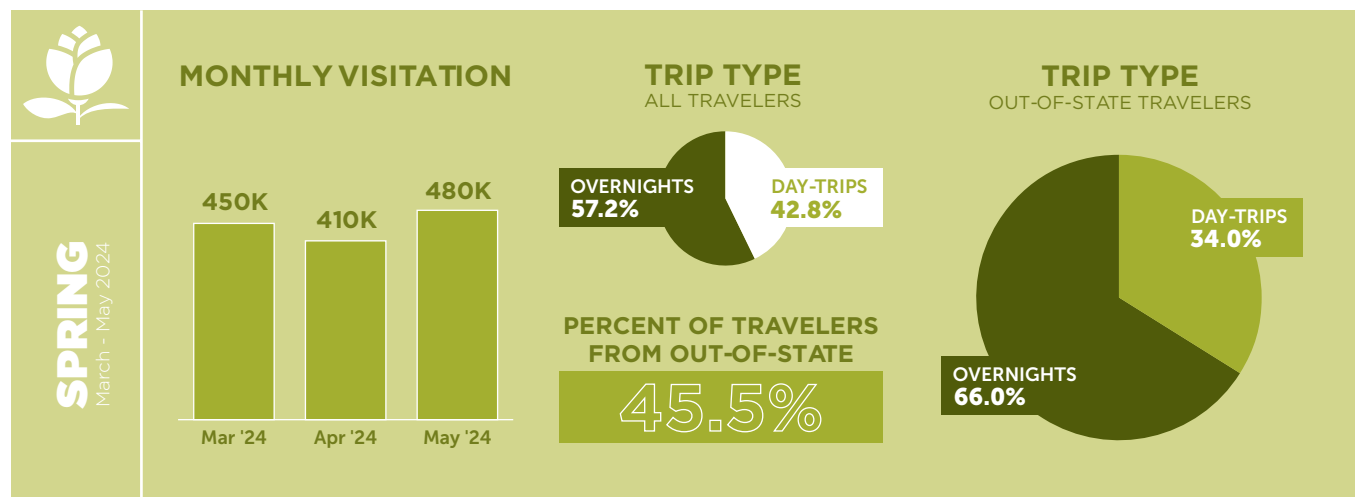
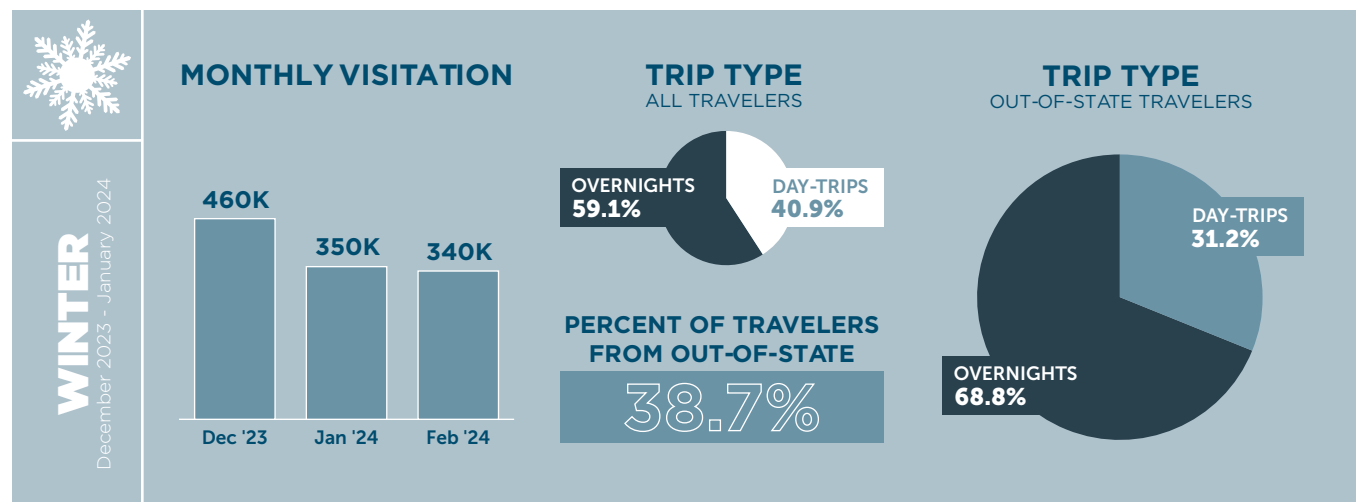
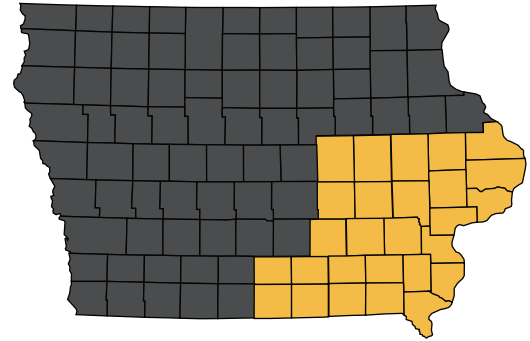
2024 Visitation Data for Scenic & Storied



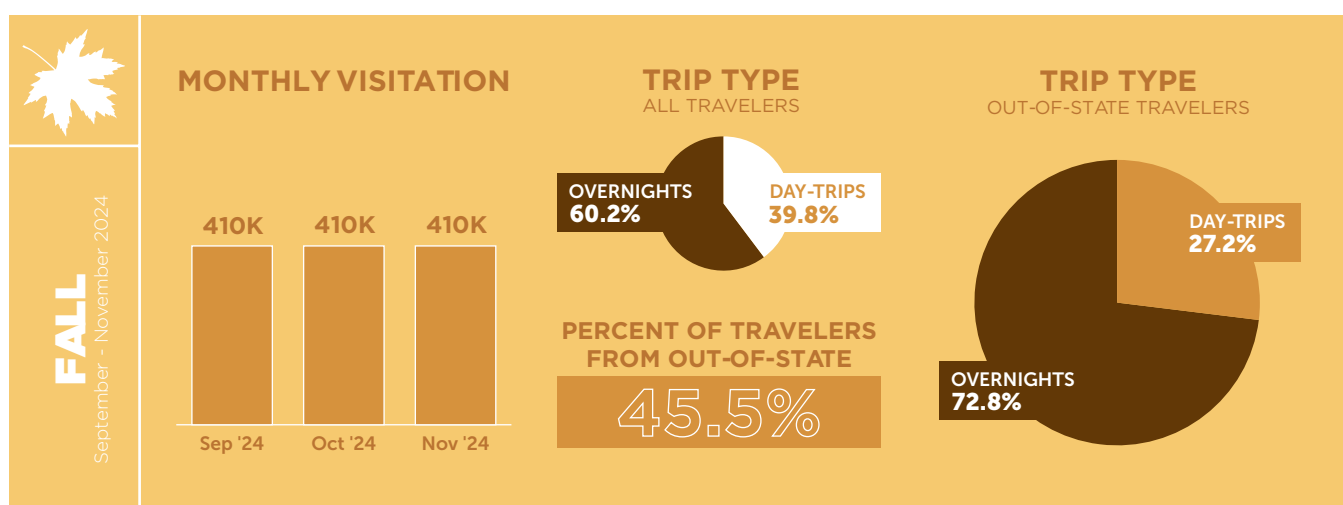
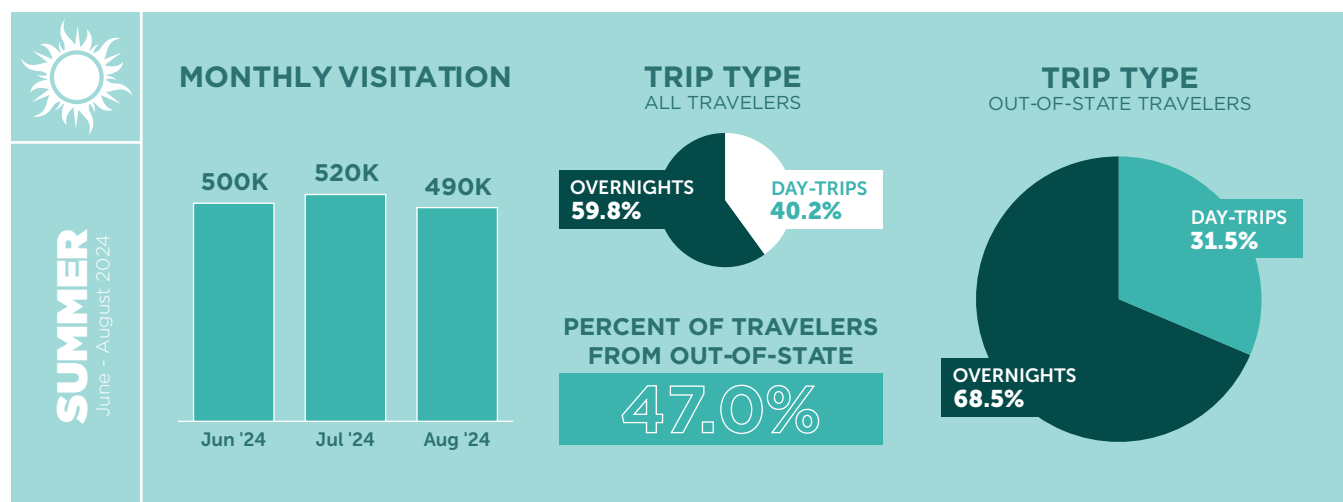
Visitation data represents an estimated sample of visitors to the area. Visitors must be a minimum of 50 miles away from home and stay a minimum of two hours in an area. Data does not include travelers under the age of 18 nor international visitation.

SCENIC & STORIED COUNTIES

Appanoose	Jefferson	Monroe
Benton	Johnson	Muscatine
Cedar	Jones	Poweshiek
Clinton	Keokuk	Scott
Davis	Lee	Tama
Des Moines	Linn	Van Buren
Henry	Louisa	Wapello
Iowa	Lucas	Washington
Jackson	Mahaska	Wayne



Data courtesy Arrivalist, powered by AirDNA



OVERALL TOP ORIGIN DMA:

1. Cedar Rapids/Waterloo/Dubuque (1.2M)
2. Des Moines/Ames (890k)
3. Davenport/Rock Island/Moline (630k)
4. Chicago (420k)
5. Minneapolis/Saint Paul (150k)
6. Ottumwa/Kirksville (140k)
7. Quincy/Hannibal/Keokuk (100k)
8. Omaha (93k)
9. Kansas City (86k)
10. Madison (81k)

OUT-OF-STATE TOP ORIGIN DMA:

1. Chicago (420k)
2. Minneapolis/ Saint Paul (150k)
3. Davenport/Rock Island/Moline (IL ONLY) (120k)
4. Kansas City (86k)
5. Madison (81k)
6. Milwaukee (79k)
7. Saint Louis (76k)
8. Peoria/Bloomington (72k)
9. Quincy/Hannibal/Keokuk (IL AND MO ONLY) (59k)
10. Omaha (58k)

DMA - Designated Market Area/Media Market

IOWA ECONOMIC DEVELOPMENT AUTHORITY

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