AMES TOURISM DATA

This report provides an analysis of tourism data collected by Arrivalist, focusing on four key aspects: the origin of travelers, the duration of their stay, the months they visit, and the days of the week they visit. For a trip to be considered in this analysis, travelers must come from at least 50 miles away and spend more than 2 hours in the community.

The Arrivalist data provides valuable insights into a community's tourism patterns. By understanding where visitors come from, how long they stay, and when they prefer to visit, communities can tailor their marketing efforts and develop targeted strategies to enhance the visitor experience and increase tourism throughout the year. (DMA—Designated Market Area)

Trip Share by Origin DMA

Trip Share by Month

Trip Share by Length of Stay

Trip Share by Day of Week

UTILIZING TOURISM DATA

► **Targeted Marketing:** Understanding where visitors come from allows the community to tailor marketing efforts to those regions, optimizing advertising spend and outreach.

► **Event Planning:** Knowing the peak months and days for tourism helps in planning events and activities that can attract even more visitors during those times or balancing the flow of tourists throughout the year.

► **Business Considerations:** Insights into stays can guide downtown business decisions such as staffing, hours of operation, days open, or promotional events.

► **Infrastructure Development:** Data can inform city planning, such as parking, construction schedules, and transportation ensuring the community can handle the influx of tourists.

Interested in more visitation data? The Iowa Tourism Office also provides complimentary travel area quarterly reports by request, perfect for viewing your community's data with a competitive set. Direct access to the Arrivalist visitation dashboard with county and city level visitation data, ability to set date parameters and view data back to January 2022 is also available for a fee.

If you are interested in additional free reports or in purchasing access to the dashboard, please contact:

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