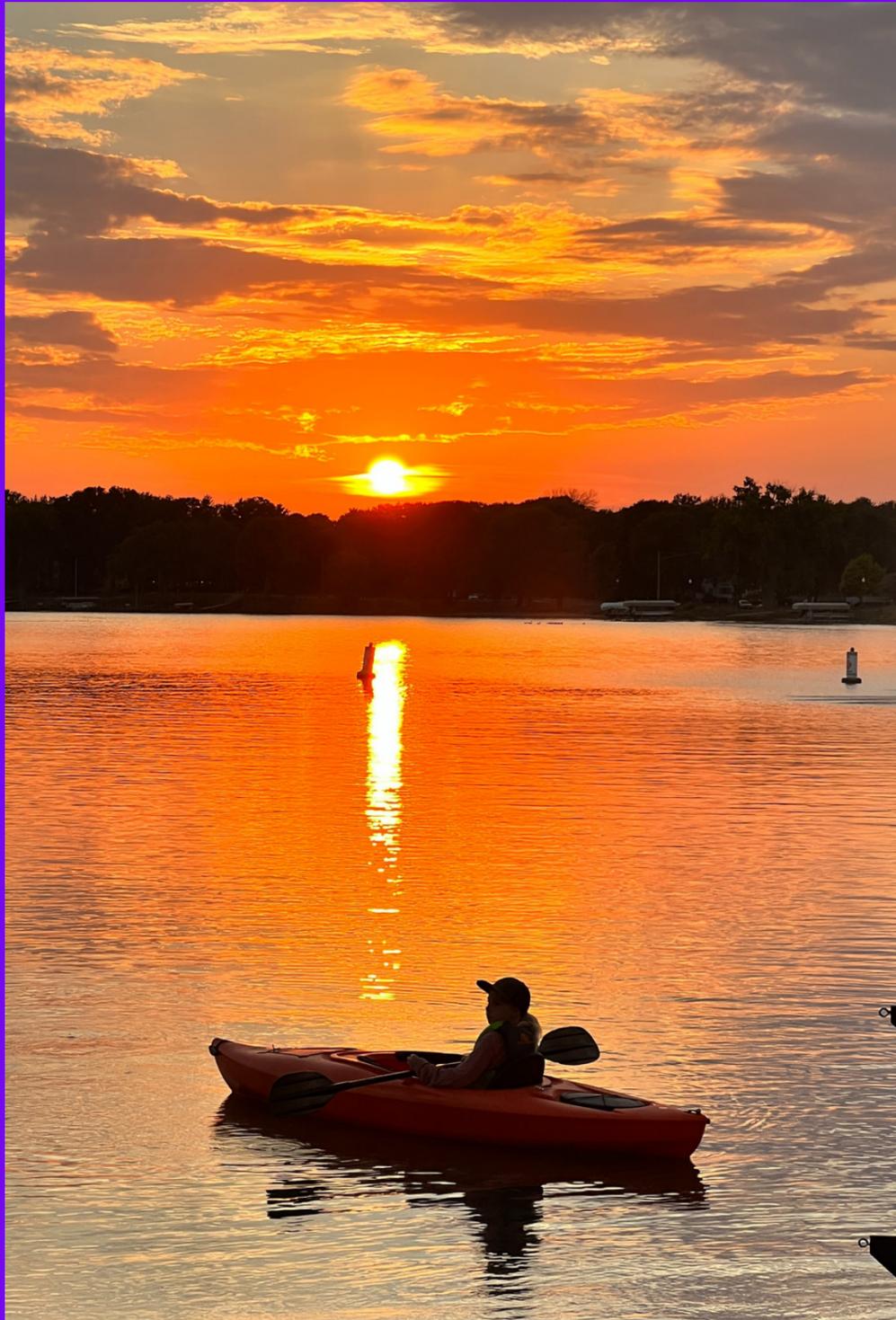




City of Storm Lake 2023

Tourism Annual Report

Travel Impact



Iowa Travel SUMMARY 2023

After the tremendous negative impact of COVID in 2020, when Iowa visitor spending crashed by almost 30%, newly-released figures show a dramatic turnaround. Travel spending in Iowa has risen 47 percent over the past two years to a record \$6.9 billion.

Tourism accounts for 68,000 jobs in the state and \$1.1 billion in tax revenue. U.S. News & World Report ranks Iowa #3 in the U.S. in Opportunity.

Tourism in BV County

**“WE’RE NOT TAKING ENOUGH VACATION
TIME. WE’RE NOT UNPLUGGING. DO
YOURSELF A FAVOR AND FIND THOSE
TIMES TO UNPLUG.”**



SPENDING

Tourism spending for our county increased 34.6% in 2021 (rebounding from the COVID year) and an additional 8 percent in 2022, to \$39 million in total traveler revenue.

The breakdown for the past year:

- Transportation - \$10.6 million
- Food/beverage - \$8.4 million
- Lodging - \$8 million
- Retail - \$6.6 million
- Recreation - \$5.3 million

Each of the above categories showed an increase in 2023 from the previous year.

(Source: Iowa Economic Development)

REVENUE

Visitors collectively spend \$106,800 daily in Buena Vista County.

Buena Vista County represents .6 percent of all tourism revenue in Iowa. (Tie for 23rd highest among the 99 counties).

SOCIAL IMPACT

Leisure and hospitality accounts for 759 jobs and \$2.95 million in payroll in Buena Vista County as of March 2023
(Source: U.S. Bureau of Labor Statistics)

Hotel/Motel Tax Impact



STORM LAKE HOTEL/MOTEL TAX DISTRIBUTION

Total hotel/motel sales in Storm Lake from 11/2022-8/2023 = \$8.26 million.

Iowa law provides that each government entity must spend at least fifty percent of its Hotel-Motel Tax Revenue on tourism related activity.

CITY HOTEL/MOTEL TAX IMPACT

For the previous quarter this year, which basically covers the summer months, the City of Storm Lake received \$170,420 in Hotel Motel Tax.

Historically for the same quarter:

2023	\$170,420
2022	\$155,607
2021	\$121,622
2020	\$61,800

TREND IS UPWARD

With one month left in 2023, the City was on track to collect around \$425,000 in Hotel/Motel Tax for the year, which would be an all-time record. This is a dramatic turnaround from pandemic closures, when the City collected under \$200,000 for the year.

King's Pointe Resort



SEASON RESULTS

The Resort pulled in strong revenue this past summer, with income of over \$1.7 million in the three months of June, July and August.

Over the last 12 months, the Resort posted \$4,561,217 in revenue, an 8.9% increase over the previous year and a whopping 84% increase versus the pandemic year of 2020.

Over the last 12 months, the Regatta Grill has seen tremendous revenue growth, up to \$1,530,100 - a 25.4% increase from last year. For comparison, 2020 saw annual Regatta revenues of \$615,395

November 2023 resort revenues were the best November in 6 years, despite the indoor waterpark closure. When compared to last year, November was up 13.4%.

Typically, King's Pointe contributes around 60% of the total Hotel Motel tax dollars.

NOTE: King's Pointe won major tourism honors in 2023, including the Iowa Tourism Outstanding Lodging Award, and the Iowa Lakes Corridor award for Business Excellence.

City Efforts



CITY OF STORM LAKE TOURISM

- Organized/hosted/assisted events including Kids' Fest; Downtown Jam Concert, Wood, Wine & Blues; Chills & Thrills, Sesquicentennial historical opportunities; Miracle on Lake Avenue parade, Breakfast with Santa.
- Increased advertising – including Travel Iowa guide, Western Iowa visitors guide, This Is Iowa economic development magazine. Increasing advertising footprint locally for event promotion. Three-month statewide digital advertising campaign planned for spring 2024.
- Produced several reels promoting Storm Lake to be shared at the state travel level.
- Participated in all Iowa Tourism meetings, and hosted Iowa Tourism podcast. Applying to host a state Travel Insider meeting in 2024. Working with Iowa Tourism Office and Western Iowa Tourism to include Storm Lake information in all opportunities.
- Created advertisements, promotional materials, surveys, etc. as requested for use by King's Pointe resort.
- Developed strong social media campaign including #DestinationStormLake post series, and daily photos creating awareness to all Storm Lake has to offer.
- Participating in "My Town" filming project with Iowa Lakes Corridor.

The Latest Research



Highlights from Destination Analytics State of the American Traveler report 2023 and True Global Intelligence study 2023

- 85% of travelers say they will prioritize leisure travel above food and dining, education, home improvement and shopping.
- Two-thirds of U.S. adults say they have seriously considered moving somewhere after a travel visit.
- American travelers expect to take 2.9 leisure trips to other cities this year. Average annual spend of \$4,677.
- Almost 50% of travelers now use online video in some part of their travel planning. Facebook is the most utilized online media resource for travelers, followed by website and Instagram.
- Google remains the most common source used by potential travelers searching for information, followed by YouTube.
- Among the attributes travelers are looking for: food, romantic atmosphere, meeting and convention spaces, safety, and communities that are “welcoming to people like me.”

The Latest Research: Ecotourism



ECO TOURISM ON THE RISE: WATER MATTERS

- Surveys into motivation for travel show that that spending time with friends and family, creating memories, experiencing new places, escaping the pressure of daily life, recharging and nature experiences were the highest travel factors, in that order. Sports, culture, shopping and nightlife were ranked much lower.
- 60% of people planning to travel in the next 12 months want a beach or resort location near water – ranking much higher than metro areas, national parks, foreign countries, theme parks, or cruise ships.
- It was recently estimated that eco tourism markets will grow from \$194 billion in 2022 to over \$880 billion by 2032. The main causes of this increase are the increased popularity of solo travel, immersive travel, outdoor recreation, and fast urbanization. Ecotourism has flourished due to increased public and government awareness of environmental issues.
 - Source: *The Brainy Insights*

The Latest Research: Opportunities



TRAVEL DECISION MAKING BECOMES FLUID

- Travel decisions are being made much more quickly. In the past, people planned vacations on average 6-8 months ahead. Recent studies show 50 percent of travelers are planning their trips less than two months ahead. We will need to adapt to reach potential impulse travelers.

EXPANDING OUTREACH

- Solo travel is the fastest segment of the marketplace. We will need to appeal to this group and others who might have been overlooked in the past.
- LGBTQ+ travel represents 7 percent of the market and growing.
- 25% of travel spending is by people from “minority” groups.

MARKET DYNAMICS

- Almost 16% have used an AI tool to plan their trips; ChatGPT is the most used tool, followed by TripPlanner AI and Trip Advisor's AI assistant.
- New means for hotel reservations and use of emerging marketplace booking channels will be important. The manner that travellers book their hotels and tours has changed as a result of the increased use of cellphones, the internet, and social media.

The Latest Research: Know the traveler



The State of the American Traveler 2023 survey highlights

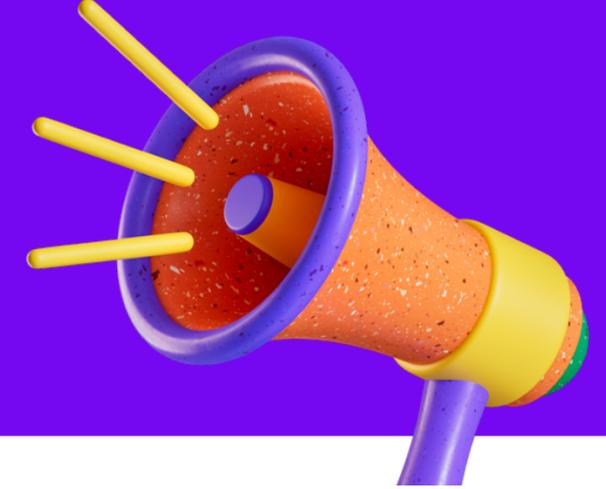
- 34.8% say they're better off financially now than a year ago - opportunity for the travel industry.
- 51.8% feel they will be better off financially a year from now; 54.4% intend to make leisure travel a priority in their future budget.
- 32.8% say now is a good time to spend on travel.
- High costs remain as the top impediment to travel; 80% cite at least one deterrent to trips (airfares, gas prices, hotels and amenities, etc.).
- Overnight trip volume has grown; up 4 points from September, a record for post-pandemic era.
- Day trip volume remains strong; 70.3% have taken one in last month.
- Preferred sources of information are email, Facebook, website and Instagram.
- Trip planning windows continue to get shorter; for example, most plan a week-long vacation nine weeks out, or plan an overnight trip just over six weeks out.

For more information:

[2022 Economic Impact Report](#)
[The State of the American Traveler](#)

Recent city travel advertising

Created in-house



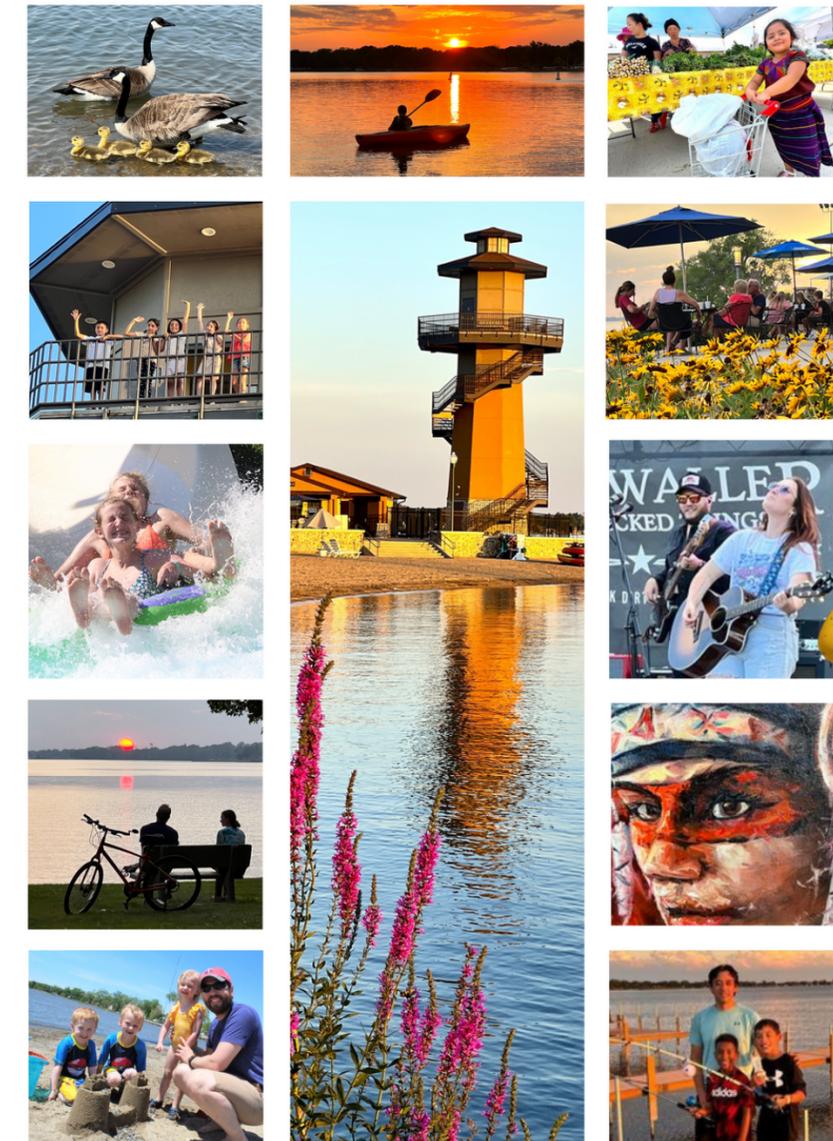
GREETINGS FROM
STORM LAKE
IOWA

A colorful past **150** An exciting future

Happy Sesquicentennial from Storm Lake City Government

KING'S POINTE RESORT
WATERPARKS
BEACHES
PLAYGROUNDS
SHOPPING & DINING
WATERSPORTS
FUN EVENTS
COLLEGE SPORTS
ART & CULTURE

Storm Lake!
ESCAPE. EXPLORE. DISCOVER.
STORMLAKE.ORG VISITSTORMLAKE.COM



STORM LAKE
SO... WHAT ARE YOU DOING THIS WEEKEND?

Recent city travel advertising



Staying in the Winter
Wonderland

King's Pointe
A WATERPARK RESORT

STORM LAKE'S COZY COTTAGES ARE AVAILABLE ALL WINTER LONG! ICE FISH, SHOWSHOE, CROSS COUNTRY SKI, SNOWMOBILE... OR JUST KICK BACK AND ENJOY A FAMILY GET-TOGETHER TO REMEMBER. EVERYTHING YOU NEED INCLUDING FULL KITCHENS, BIG SCREEN TV, COMFY FURNISHINGS AND OUR WATERPARK AND RESTAURANT STEPS AWAY. CALL 866.552.5960 TODAY.

Sunrise Pointe
GOLF COURSE

TAKE A SWING!

2023 SPECIAL RATE
JUST \$150

FOR NEW SEASON
SINGLE PASS PURCHASE

CATCH THE WAVE

EPIC SUNSETS

WILD WATERPARKS

KIDS' FEST - JUNE 25

GREAT CAMPING & CABINS

Storm Lake
wish you were here!

WILDLIFE

CULTURE

GOLF & MINI GOLF

BOATING

BEACHES GALORE

BIKING TRAILS

STORMLAKE.ORG * TOURISM INFO: 712-732-3780 * KINGSPONTERESORT.COM

We'd love to hear your thoughts!

King's Pointe Waterpark Resort was created in 2007, with help from the Vision Iowa program. Our rare community-owned resort is dedicated to providing all you need for a great getaway. Please fill out our survey on the back of this card to help us make this home-away-from-home even better!

King's Pointe
A WATERPARK RESORT



Recent city travel advertising



King's Pointe
A WATERPARK RESORT

WE SPECIALIZE IN SPECIAL DAYS

King's Pointe Resort in Storm Lake has everything you need for your personal or professional event, all under one roof. Featuring fine lakefront accommodation, dining, ballroom and meeting rooms, banquet facilities, and a staff that is attentive to every detail to make your day a very special one.

Let us do the planning for you!



Weddings,
Quinceañeras,
birthdays,
anniversaries,
reunions



✉ info@kingspointeresort.com
☎ 712.213.4500
🌐 kingspointeresort.com



Business meetings,
conferences,
conventions,
workshops

LET US BE YOUR HOME AWAY FROM HOME!

Happy 150th Storm Lake

King's Pointe
A WATERPARK RESORT



- 100 ROOM RESORT HOTEL
- SUNRISE POINTE GOLF COURSE
- PIRATE'S POINTE MINI GOLF
- REGATTA RESTAURANT
- INDOOR/OUTDOOR WATERPARKS
- RENTAL BIKES & KAYAKS
- FAMILY COTTAGES
- BANQUETS & EVENTS FACILITIES

712-213-4500 / WWW.KINGSPONTERESORT.COM

King's Pointe
A WATERPARK RESORT

2023 IOWA TOURISM AWARDS
OUTSTANDING LODGING PROPERTY

IOWA TOURISM 2023 AWARD WINNER

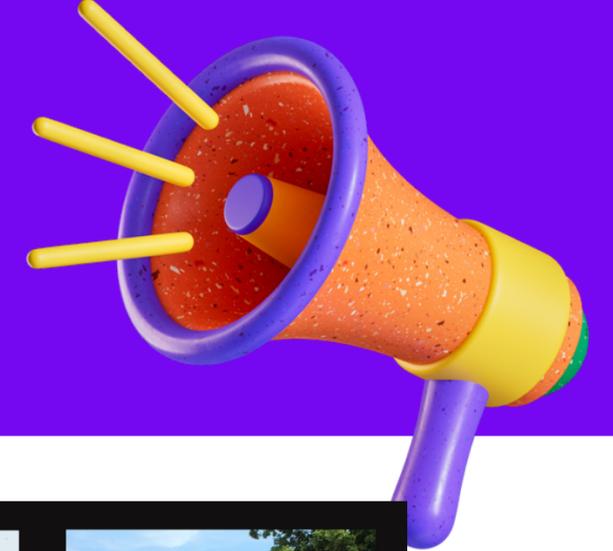
Book your getaway now!

King's Pointe
A WATERPARK RESORT

kingspointeresort.com
712-213-4500



Recent city travel advertising



MAKE STORM LAKE
YOUR DESTINATION

IOWA
**free
fishing**
Weekend!

JUNE 2-4, 2023

ENJOY YOUR VISIT?
COME BACK FOR MORE!

- WATERPARKS
- LUXURY RESORT
- CULTURE EVENTS
- COLLEGE SPORTS
- ART GALLERIES
- GREAT BEACHES
- UNIQUE DINING
- BIKING TRAILS
- SHOPPING
- KAYAK RENTALS
- LIGHTHOUSE
- PLAYGROUNDS

→

**RIDE IN
ROLL BACK**
Storm Lake

