

# Cass County

## Cass County

### Trend in Actual Visitor Spending 2019-2023

Source: Tourism Economics, "The Iowa Visitor Economy 2023",  
Prepared for Iowa Economic Development Authority, October 2024



## SPENDING AND ECONOMIC IMPACT (\$ M)

2023	Cass County		Iowa	
	Direct	Total	Direct	Total
Employment	110	162	50,145	70,954
Labor Income	\$2.63	\$4.72	\$1.4B	\$2.5B
State Taxes	\$1.62	\$2.21	\$0.6B	\$0.8B
Local Taxes	\$1.08	\$1.71	\$0.5B	\$0.8B
Visitor Spending	\$17.98	\$27.21	\$7.3B	\$10.9B

### Actual Visitor Spending (\$ M) 2019-2023

## VISITOR SPENDING BY CATEGORY (\$ M)

2023	Cass	Iowa
Lodging (\$m)	\$3.03	\$1.4B
Food & Beverage (\$m)	\$3.83	\$1.7B
Recreation (\$m)	\$2.68	\$1.2B
Retail (\$m)	\$2.88	\$1.2B
Transportation* (\$m)	\$5.55	\$1.9B
Spending--Direct (\$m)	\$17.98	\$7.3B
Growth Rate 2023/2022	-1.60%	5.1%
Share of State Spending	0.20%	100%

\* Lodging includes 2nd home spending.

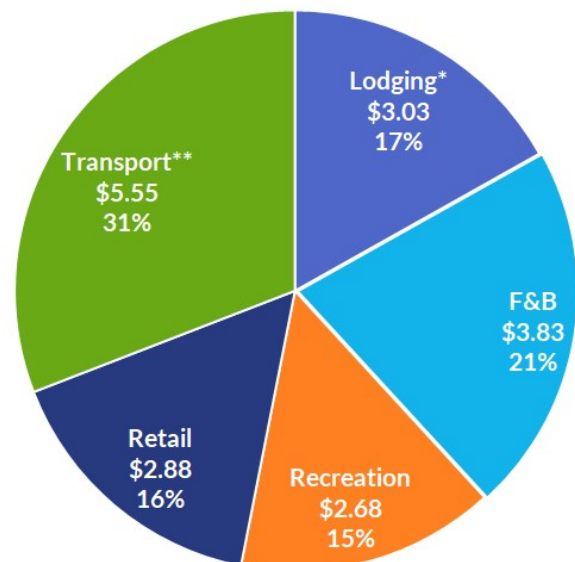
\*\* Transportation includes both ground and air transportation.

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### Visitor Spending by Category in 2023 (\$ mil)

Source: Tourism Economics, "The Iowa Visitor Economy 2023",  
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\* Lodging includes 2nd home spending.  
\*\* Transport includes both ground and air transportation.



Source: Tourism Economics, "The Iowa Visitor Economy 2023", Prepared for Iowa Economic Development Authority, October 2024 | Access the full report (PDF), 2023 County Level Data (Excel) and the Interactive Dashboard at [industrypartners.traveliowa.com/economic-impact-report/](https://industrypartners.traveliowa.com/economic-impact-report/)