

Iowa River Landing Coralville Hyatt/Marriott Hotel and Conference Center Economic Impacts

August 7, 2026

KEY FINDINGS

- Over the Hotel and Conference Center's 20-year operating history, operations and facility-driven visitor spending together are estimated to have **generated approximately \$1.1 billion in cumulative economic output and nearly \$275 million in cumulative labor income** across Johnson County (2025 dollars), supporting an estimated **400 to 700 jobs per year**.
- Since opening in 2006, the Hotel and Conference Center has been the foundation of Iowa River Landing's evolution **into a 180-acre mixed-use district with more than 330,000 square feet of retail, office, residential, and entertainment space**. As a result, the Landing has attracted approximately **\$416 million in follow-on investment**.
- Since the initial conference center investment, Iowa River Landing has become a regional destination, drawing roughly **4 million visitors annually**, with Iowa River Landing businesses generating more than **\$25 million in annual sales across at least 24 tenants in each year since 2023**.
- Hotel and Conference Center operations, together with off-site spending by an estimated 240,000 out-of-county visitors drawn to the facility, generated nearly **\$24 million in direct output¹, supported an estimated 400 jobs, and produced more than \$13 million in labor income** to local workers across Johnson County in 2025.
- Including supply chain purchases and household spending of workers, activity associated with the facility generated nearly **\$60 million in total output, supported an estimated 685 jobs, and produced more than \$18 million in labor income** across Johnson County in 2025.

¹ Total business activity across Johnson County

INTRODUCTION

Background and Purpose

Iowa River Landing serves as the main entrance to Coralville, Iowa, and the Hyatt Regency Coralville Hotel and Conference Center has supported the growth of Iowa River Landing since 2006 into the thriving mixed-use center that it is today. Anchored by 288 guest rooms and more than 60,000 square feet of meeting and convention space, the facility has hosted two decades of conferences, events, and visitors that have generated activity for businesses throughout the surrounding 180-acre district and the broader Johnson County economy.

In concert with the 20th anniversary of the Hotel and Conference Center, Think Iowa City engaged Community Attributes Inc. (CAI) to conduct an economic impact analysis quantifying the facility's contributions to the local economy. This study captures the economic impact of the Hotel and Conference Center through events and ongoing operations and discusses the facility's role in spurring continued growth and investment within the rest of Iowa River Landing.

Methods

The analysis of the economic impacts of the Hyatt Regency Coralville Hotel and Conference Center relies on data provided by Think Iowa City, the City of Coralville, and the Hyatt management team. Visitor spending analysis also leverages public data sources including Travel Iowa and Tourism Economics. Economic impacts are calculated using the Bureau of Economic Analysis' Regional Input-Output Modeling System (RIMS II) multipliers.

Organization of the Report

The remainder of the report is organized as follows:

- **Hyatt Regency Coralville Hotel and Conference Center.** Provides background on the Hotel and Conference Center and summary of operations.
- **Economic Impacts.** Summarizes direct and total economic impacts.
- **Conclusion.** Summarizes findings.

HYATT REGENCY CORALVILLE HOTEL AND CONFERENCE CENTER

Built in 2006 to anchor economic development and tourism in Coralville, the Hotel and Conference Center is celebrating its 20th anniversary in 2026. The facility is owned by the City of Coralville and operated by Marcus Hotels & Resorts under a Hyatt franchise. The City manages the property's operating revenues and expenses through a dedicated Hotel Enterprise Fund. The City's financing approach was unique at the time. Coralville structured the development under IRS Revenue Ruling 63-20, which allows a nonprofit public benefit corporation to issue tax-exempt bonds on behalf of a state or local government for public purposes. This structure allowed the City to use hotel revenues, rather than the local property tax base, to pay off the debt on an economic development-driven conference and meeting center. Originally operated as a Marriott, the property transitioned to the Hyatt brand in August 2021.² The City has continued to invest in the property over time, most recently completing a major renovation of the hotel in 2024.³

The Property

The Hotel and Conference Center's origins trace to a series of City Council goal setting sessions beginning in 1983, with the Council formally adopting development of a convention center as a goal in 1985. The concept built on Coralville's longstanding identity as a hospitality center, a role the city had marketed to interstate travelers since the 1950s and 1960s. It also responded to a clear gap in the regional market as the Iowa City area was the only Big Ten market without a conference center, despite sustained demand from University of Iowa departments, faculty, and the region's hospitals to host visiting groups. Iowa River Landing, including the Hotel and Conference Center site, is a former industrial area and power plant site that required remediation before it could be redeveloped as an economic development asset.

As part of this work, Coralville was selected for the U.S. Environmental Protection Agency's (EPA) brownfields pilot program in the 1990s, in part because of its small size. The City went on to receive more than 11 EPA grants supporting planning and redevelopment of the district. The pilot program required coordination across federal partners, including

² <https://corridorbusiness.com/coralville-marriott-to-rebrand-under-new-management/>

³ <https://www.mortenson.com/projects/hyatt-regency-coralville-hotel-conference-center>

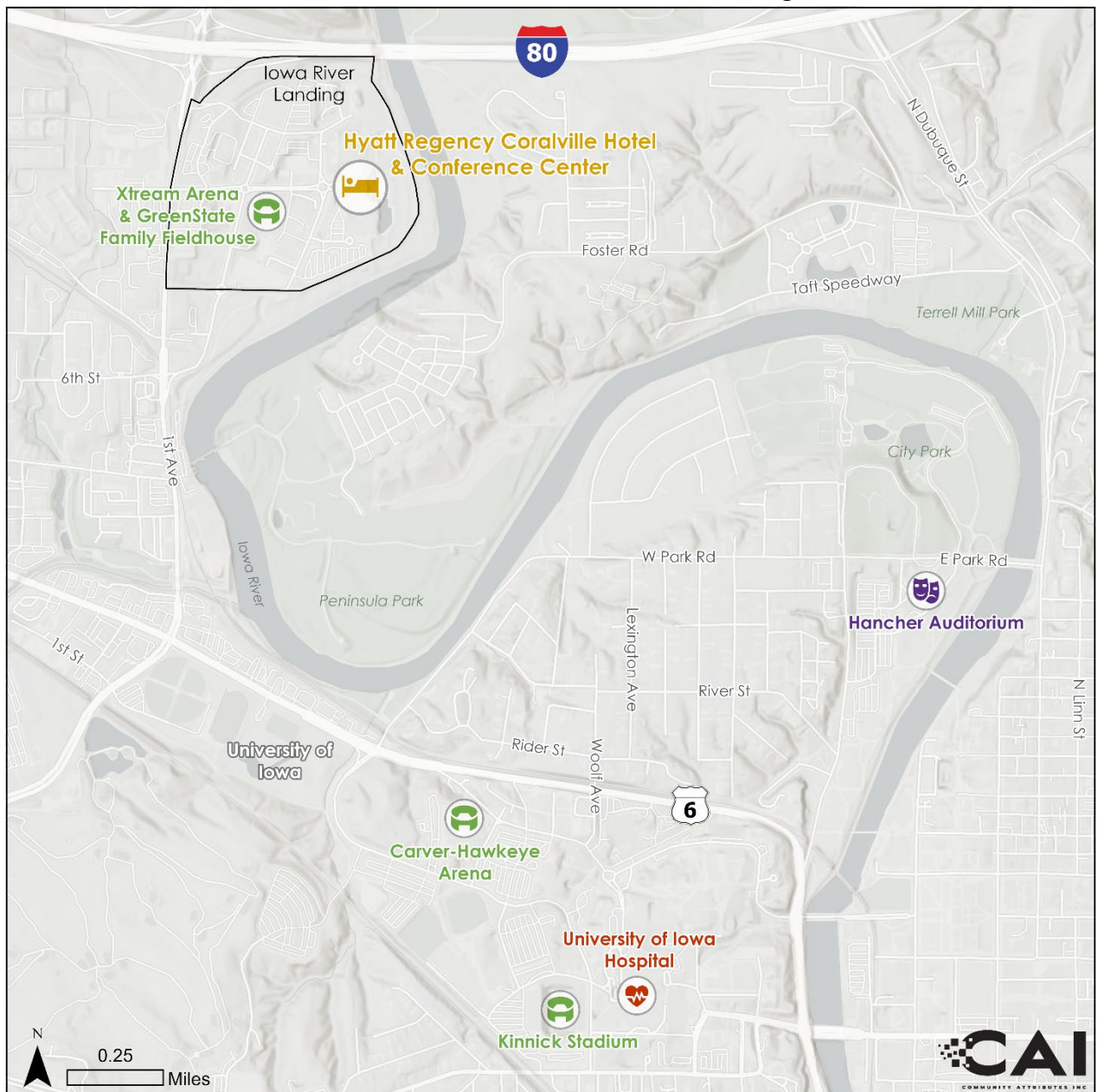
the EPA, the Economic Development Administration, and the U.S. Army Corps of Engineers. The resulting investments provided flood protection that has proved critical during major flood events since development.

The subsequent master planning process, developed with the University of Iowa, the hospital system, and private businesses, united the brownfield cleanup effort with the conference center concept from the 1980s and relocated the hotel from an initially proposed site near the interstate interchange to the riverfront, drawing visitors into the heart of the district. The City also deliberately sized meeting and convention space beyond what the hotel's room count alone would support to generate demand for additional hotel and hospitality development elsewhere in the district.

Today, the property sits at the heart of Iowa River Landing, a 180-acre mixed-use district featuring more than 330,000 square feet of retail, office, residential, and entertainment space. Located roughly three miles from the University of Iowa, the Hotel and Conference Center supports visits to nearby attractions including Xstream Arena, Kinnick Stadium, Carver-Hawkeye Arena, Hancher Auditorium, the Iowa Children's Museum, and the Amana Colonies (**Exhibit 1**). The facility offers 288 guest rooms and suites, more than 60,000 square feet of meeting and convention space, including an exhibit hall accommodating up to 3,000 people, two ballrooms, 20 flexible meeting rooms, foyer space, and an outdoor terrace, along with a private wetland park and walking trail for guests.⁴

⁴ <https://newsroom.hyatt.com/news-releases?item=124132>

Exhibit 1. Hotel and Conference Center and Surrounding Attractions



Sources: Community Attributes Inc., 2026.

Since the Hotel and Conference Center opened, steady private investment has been built up around it, with new retail, dining, office, and residential development filling in across Iowa River Landing. Together, hotel operations, conference and event activity, and visitor spending generate a flow of economic activity that ripples through the local and regional economy.

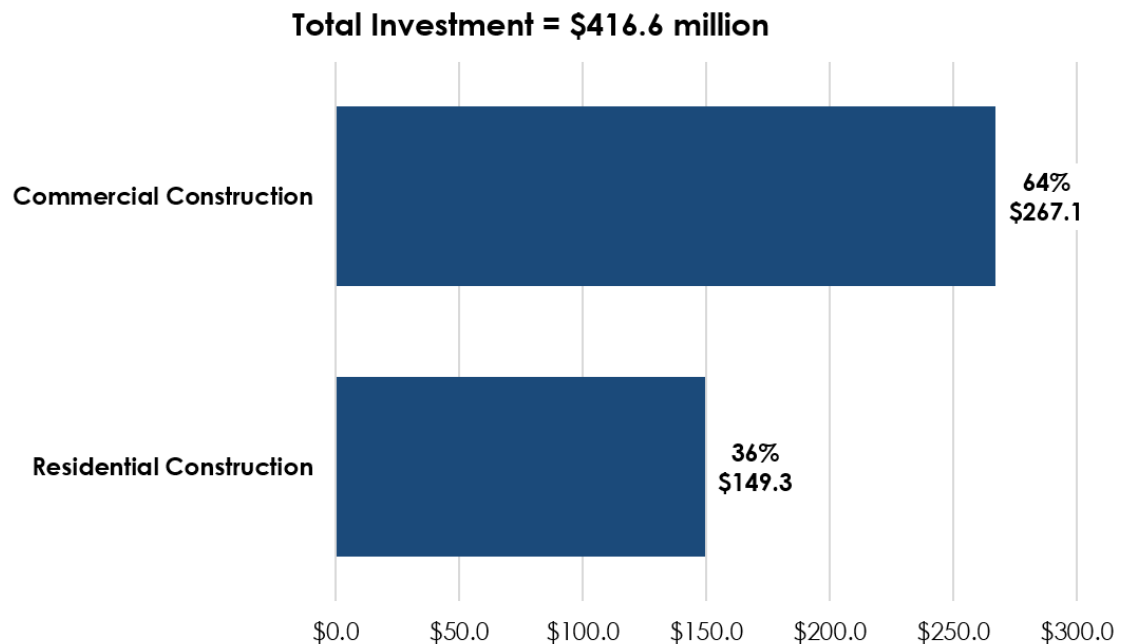
Operations

The City of Coralville provided historical operating data spanning nearly the entire operating history of the Hyatt Regency Coralville Hotel and Conference Center, including years operated under the current Hyatt franchise and previously as a Marriott franchise. These data include annual total revenues and wages, as well as key hotel performance indicators including occupancy, occupied room nights, average daily rate (ADR), and revenue per available room (RevPAR) dating back to 2008. Together, these data establish long-run performance trends that inform the estimation of cumulative economic impacts over the facility's 20 years of operation.

Iowa River Landing Area Context

Since the Hotel and Conference Center was constructed, Iowa River Landing (IRL) has seen approximately \$416 million in investment. This includes more than \$267 million in commercial construction projects and more than \$149 million in residential construction projects (Exhibit 2).

**Exhibit 2. Iowa River Landing Investment (Millions of Dollars),
2007 – 2026**

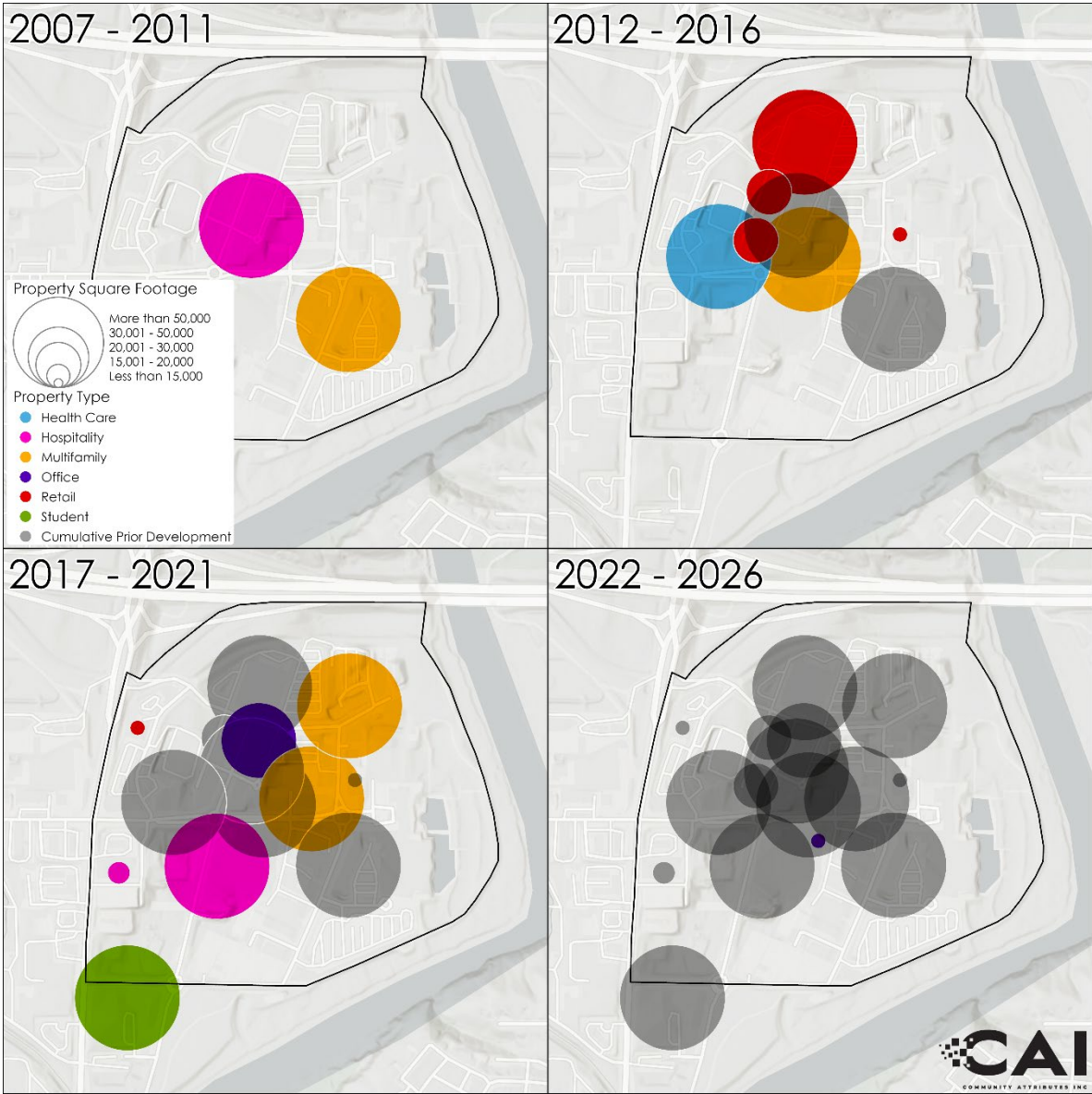


Sources: Think Iowa City, 2026; City of Coralville, 2026; Community Attributes Inc., 2026.

Investment in Iowa River Landing has resulted in more than 1.5 million square feet of new development since the Hotel and Conference Center

was built. This includes additional hotels, retail space, residential and student housing, offices, and health care space. **Exhibit 3** illustrates the steady flow of investment into Iowa River Landing since the Hotel and Conference Center was completed in 2006.

Exhibit 3. Iowa River Landing Development by Use Type and 5-year Period, 2007 - 2026



Sources: CoStar, 2026; Community Attributes Inc., 2026.

Iowa River Landing drew approximately 4 million visitors in 2025, continuing a consistent trend of roughly four million annual visitors since 2023. Of these visitors, 55% resided outside of Johnson County, and 23% traveled from counties located outside an approximate 1.5-hour drive time radius from IRL.⁵

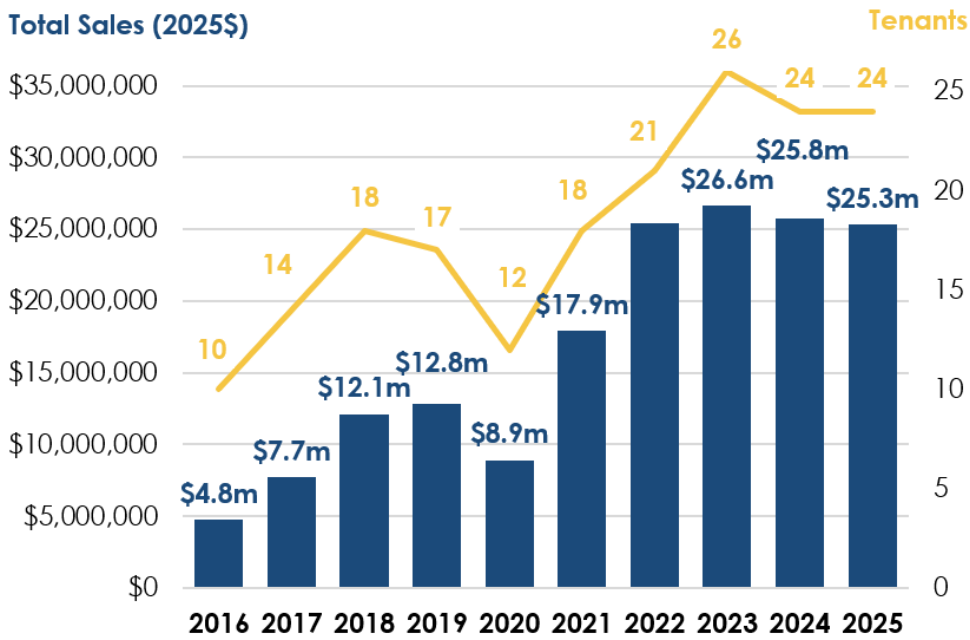
A range of annual events and venues contribute to IRL's role as a regional destination. The Hotel and Conference Center plays a vital role in this activity, hosting a wide variety of events such as Anime Iowa, the Iowa Limestone Convention, Iowa Illinois Safety Council, Cat Fanciers' Convention, and the local Holiday Thieves Market. Sporting and entertainment events at Xtream Arena further amplify IRL's draw, with multiple sold-out crowds recorded in 2025 according to Placer.ai data. The adjacent GreenState Family Fieldhouse complements Xtream Arena as a secondary venue for events and programming. Together, Xtream Arena and the GreenState Family Fieldhouse have welcomed nearly one million ticketed visitors since 2020.⁶

⁵ Source: Placer.ai

⁶ Source: Xtream Arena & GreenState Family Fieldhouse

Accompanying this visitor draw is the retail spending IRL captures each year. In 2025, IRL businesses reported more than \$25 million in annual sales. Since 2022, IRL businesses have attracted more than \$25 million in retail and discretionary spending across the 24 or more tenants, reflecting sustained consumer activity at the district (**Exhibit 4**).

Exhibit 4. Iowa River Landing Total Sales and Tenants, 2016 – 2025



Sources: City of Coralville, 2026; Community Attributes Inc., 2026.

ECONOMIC IMPACTS

Economic impacts capture direct, indirect, and induced effects that together quantify the full reach of a business, industry, or event through the regional economy. Direct impacts of the Hyatt Regency Coralville Hotel and Conference Center are inclusive of the economic benefits supported by the day-to-day operations of the facility combined with the spending of guests and visitors traveling to Coralville to attend meetings, events, and overnight stays. Impact estimates include:

- Operating revenues and wages at the Hotel and Conference Center, as reported by the City of Coralville and the Hyatt management team.
- Off-site spending by the estimated 240,000 out-of-county visitors drawn to the facility, at restaurants, retail, recreation, and transportation businesses elsewhere in Johnson County.

These direct activities ripple into the broader economy through indirect impacts, which capture the business-to-business transactions occurring throughout the Hotel and Conference Center’s supply chain as it procures goods and services to support its operations. Layered on top are induced impacts, which are generated when workers supported through direct and indirect impacts spend their wages within the local economy.

Direct Impacts

Operational data provided by the Hyatt Regency Coralville Hotel and Conference Center, including revenues and wages, were used to estimate the economic impacts of the facility's 2025 operations. Visitor spending represents an additional annual impact stream generated by the Hotel and Conference Center. In 2025, the facility attracted more than 300,000 visitors, nearly 80% (240,000) of whom reside outside Johnson County (**Exhibit 5**). Key assumptions used to estimate visitor spending impacts are detailed in Appendix A.

Exhibit 5. Hotel and Conference Center Visitors by County of Origin, 2025

State	County	Visitors	Share
Iowa	Johnson	63,220	20.8%
Iowa	Linn	24,450	8.0%
Iowa	Polk	18,960	6.2%
Illinois	Cook	10,250	3.4%
Iowa	Scott	6,450	2.1%
Illinois	DuPage	5,550	1.8%
Iowa	Dallas	5,370	1.8%
Iowa	Black Hawk	4,910	1.6%
Iowa	Dubuque	3,840	1.3%
Iowa	Washington	3,530	1.2%
Illinois	Rock Island	3,510	1.2%
Minnesota	Hennepin	3,480	1.1%
Iowa	Story	3,430	1.1%
	Other	147,440	48.4%
	Total	304,390	100.0%

Sources: Placer.ai, 2026; Think Iowa City, 2026; Community Attributes Inc., 2026.

In 2025, the Hyatt Regency Coralville Hotel and Conference Center’s operations, alongside visitor spending attracted to the region by the Hotel and Conference Center, directly generated nearly \$24 million in

output, supporting 400 jobs and more than \$13 million in labor income across Johnson County (**Exhibit 6**).

Exhibit 6. Hotel and Conference Center Direct Impacts, Johnson County, 2025

	Output (Millions 2025\$)	Jobs	Labor Income (Millions 2025\$)
Direct Impacts	\$23.9	400	\$13.4

Sources: City of Coralville, 2026; Placer.ai, 2026; Bureau of Labor Statistics, 2026; Bureau of Economic Analysis, 2026; Tourism Economics, 2026; Think Iowa City, 2026; Community Attributes Inc., 2026.

Total Economic Impacts

Accounting for indirect (supply chain transactions) and induced (wage spending) impacts, the Hyatt Regency Coralville Hotel and Conference Center generated more than \$58 million in output, supported an estimated 685 jobs, and produced \$18 million in labor income across Johnson County in 2025 (**Exhibit 7**). Hotel and Conference Center operations accounted for more than half of these total impacts, while visitor spending drawn to the county by the facility accounted for the remainder.

Exhibit 7. Hotel and Conference Center Total Economic Impacts, Johnson County, 2025

	Output (Millions 2025\$)	Jobs	Labor Income (Millions 2025\$)
Operations	\$32.2	325	\$8.9
Visitor Spending	\$26.1	360	\$9.4
Total	\$58.3	685	\$18.2

Sources: City of Coralville, 2026; Placer.ai, 2026; Bureau of Labor Statistics, 2026; BEA RIMS II Multipliers, 2026; Bureau of Economic Analysis, 2026; Tourism Economics, 2026; Think Iowa City, 2026; Community Attributes Inc., 2026.

Based on historical operational and visitor spending data, the Hotel and Conference Center is estimated to have generated approximately \$1.1 billion in cumulative economic output and nearly \$275 million in cumulative labor income across Johnson County over its 20 years of operation, expressed in constant 2025 dollars. On an annual basis, the Hotel and Conference Center has supported an estimated 400 to 700 jobs per year across the 20-year period within the Johnson County economy.

CONCLUSION

Two decades after opening, the Hyatt Regency Coralville Hotel and Conference Center has remained a cornerstone of Iowa River Landing and a meaningful contributor to the Johnson County economy. In 2025 alone, the facility generated nearly \$60 million in total economic output, supported an estimated 685 jobs, and produced more than \$18 million in labor income across the county, with roughly 45% of these impacts stemming from visitor spending drawn to the region by the Hotel and Conference Center. Over its 20-year operating history, the facility has cumulatively generated an estimated \$1.1 billion in economic output and nearly \$275 million in labor income, in inflation-adjusted 2025 dollars, for Johnson County, while anchoring approximately \$416 million in follow-on investment and 1.5 million square feet of new development throughout Iowa River Landing.

Together, these outcomes underscore the Hotel and Conference Center's dual role as both a direct economic engine and a catalyst for the sustained growth that has made Iowa River Landing a regional destination.

APPENDIX: METHODOLOGY AND ASSUMPTIONS

This analysis estimates the economic impacts of the Hyatt Regency Coralville Hotel and Conference Center on Johnson County using a combination of direct operational data and assumption-based visitor spending estimates. Wherever possible, the analysis relied on primary data provided by the City of Coralville, the Hyatt management team, and Think Iowa City to minimize reliance on assumptions. Visitor spending impacts required additional assumptions, informed by public data sources including Placer.ai, Travel Iowa (Tourism Economics), and the Bureau of Economic Analysis.

Operational Impacts

Operational impacts capture the direct economic activity generated by the day-to-day operations of the Hotel and Conference Center, including revenues and wages. These impacts use operational data provided directly by the City of Coralville and the Hyatt management team, including 2025 total revenues and wages. Direct revenues were mapped to the RIMS II Accommodation industry sector (NAICS 721) to generate output, employment, and labor income impacts across Johnson County.

Visitor Spending Impacts

Visitor spending impacts capture the economic activity generated by guests and visitors drawn to Johnson County by the Hotel and Conference Center. Because visitor-level spending is not directly reported by the facility, these impacts rely on a blended approach combining Placer.ai visitor counts, Tourism Economics county-level spending data, and defined assumptions about visitor origin and trip type.

Total Visitor Count

Placer.ai data provided by Think Iowa City was used to estimate the total number of visitors to the Hotel and Conference Center in 2025, along with the county of origin for each visitor. In 2025, the facility attracted more than 300,000 total visitors, of which approximately 240,000 (nearly 80%) originated from outside Johnson County. Only out-of-county visitors were included in the visitor spending impact analysis, consistent with standard economic impact practice, which excludes spending by local residents as it does not represent new dollars introduced to the regional economy.

Overnight vs. Day Trip Visitors

To distinguish overnight visitors from day trip visitors, the analysis applied a distance-based assumption using visitor county of origin from Placer.ai. Visitors originating from counties located approximately 1.5 hours or more by drive from Iowa River Landing were classified as overnight visitors, while visitors from counties within the 1.5-hour drive radius were classified as day trip visitors. There

were 27 counties considered within a roughly 1.5-hour drive from Johnson County for the analysis (**Exhibit 8**).

Exhibit 8. Day Trip Counties

County	
Benton	Keokuk
Black Hawk	Lee
Buchanan	Linn
Cedar	Louisa
Clinton	Mahaska
Delaware	Marshall
Des Moines	Muscatine
Dubuque	Powershiek
Henry	Scott
Iowa	Tama
Jackson	Van Buren
Jasper	Wapello
Jefferson	Washington
Jones	

Sources: Map With Radius, 2026; Community Attributes Inc., 2026.

Per-Visitor Spending Estimates

Per-visitor spending assumptions were derived from Travel Iowa's Tourism Economics dataset, which reports total annual visitor spending for Johnson County across categories including lodging, food and beverage, retail, recreation, and transportation. These assumptions represent purchases made outside of the Hotel and Conference Center to avoid double counting spending by visitors. No lodging costs were assumed for overnight visitors, as this spending would be captured in the operational impacts. Spending per visitor assumptions totaled \$30 per trip for day trip visitors, and \$100 per trip for overnight visitors. These per-visitor figures were then applied to the estimated overnight and day trip visitor counts to produce total visitor spending attributable to the Hotel and Conference Center.

Retail Spending Margin Adjustment

Prior to running visitor retail spending through the RIMS II multipliers, the analysis adjusted retail spending from purchaser prices to producer prices. Consistent with the Bureau of Economic Analysis' treatment of retail sector output in the national input-output accounts, only the retail margin, sales receipts less the cost of goods sold, represents local retail sector output. The remainder of the purchaser price reflects the value of goods produced by manufacturers and delivered through wholesale and transportation activity, which typically occurs outside the study region and would otherwise overstate the local retail impact. The analysis applied national retail gross margin rates published through the U.S.

Census Bureau's 2022 Annual Retail Trade Survey as a percentage of sales for total retail trade. Visitor spending on food and beverage services, and recreation was applied at full purchaser value, as these service sectors do not require a margin adjustment.

RIMS II Sector Allocation

Estimated visitor spending was distributed across relevant RIMS II industry sectors (including Accommodation, Food Services and Drinking Places, Retail Trade, and Amusement and Recreation) using Tourism Economics' Johnson County spending category shares to generate output, employment, and labor income impacts.

Total Economic Impacts

Direct impacts from operations and visitor spending were run through the Bureau of Economic Analysis' Regional Input-Output Modeling System (RIMS II) multipliers for Johnson County to estimate indirect and induced impacts. Indirect impacts capture business-to-business transactions occurring within the Hotel and Conference Center's supply chain, while induced impacts capture the household spending of workers whose wages are supported by direct and indirect activity. Total impacts represent the sum of direct, indirect, and induced effects and are reported in terms of output (business revenues), jobs (employment), and labor income (wages and benefits).

Historical Impact Estimation

Annual scaling factors are applied to 2025 direct impacts based on year-over-year changes in occupied room nights (provided by the City of Coralville) and Johnson County visitor spending trends (from Tourism Economics) to estimate cumulative economic impacts over the Hotel and Conference Center's 20-year operating history. All historical impact figures are expressed in constant 2025 dollars to allow for consistent comparison across years.