

**Pierce County**  
***Travel Impacts, 1991-2015p***

February 2016

**Tacoma Regional**  
Convention + Visitor Bureau

*Prepared for the*

Tacoma Regional Convention & Visitor Bureau  
Tacoma, Washington

**PIERCE COUNTY  
TRAVEL IMPACTS, 1991-2015P**

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# PIERCE COUNTY TRAVEL IMPACTS, 1991-2015P

## INTRODUCTION

This study, prepared for the Tacoma Regional Convention and Visitor Bureau, documents the economic significance of the travel industry in Pierce County from 1991 through 2015. This report provides preliminary 2015 estimates for Pierce County, estimates of selected areas within the county, and a countywide estimate of visitor volume and average daily spending.

## MEASUREMENT OF TRAVEL IMPACTS

The impact estimates associated with traveler spending in Pierce County were measured using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The RTIM was calibrated specifically to represent the unique characteristics of the travel industry in Pierce County.

The detailed breakouts of travel impacts for areas within Pierce County are based primarily upon the lodging inventory within the county and the distribution of sales and hotel/motel tax receipts. This provides a reasonable estimate of the distribution of travel impacts within Pierce County. However, such small area estimates are necessarily less reliable than countywide estimates. It is for this reason that only total impacts (e.g., total travel spending, employment) are provided at the sub-county level. The estimates are also reported for only the most recent year. Year-to-year comparisons of estimates provided in previous reports should be avoided.

This report also provides an estimate of the number of day trips and average daily spending of day travelers to Pierce County. It should be noted that estimates of day travel are less reliable than overnight travel.

## INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of other issues regarding the interpretation of reported impact estimates

- All estimates contained in this report supersede those previously published.
- The estimates in this report are expressed in *current* dollars. There is no adjustment for inflation.
- Economic impact measurements reported herein represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the employment generated by that spending. Secondary effects related to the additional spending of businesses and employees are not included.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.

## RECENT TRAVEL TRENDS IN PIERCE COUNTY

Travel spending in Pierce County in 2015 was \$1,090 million. This represents a 3.9 percent increase from 2014. Visitor spending, excluding transportation, increased by 8.2 percent. Preliminary estimates of earnings, employment and tax revenues were also up. This is the fourth consecutive year of strong growth in travel spending and other related travel impacts.

### Pierce County Direct Travel Impacts, 1991-2015p

|                                 | 1991   | 2000   | 2010   | 2014   | 2015p  | 14-15p | Annual % Chg.<br>91-15p |
|---------------------------------|--------|--------|--------|--------|--------|--------|-------------------------|
| <b>Spending (\$Millions)</b>    |        |        |        |        |        |        |                         |
| Total                           | 416    | 653    | 884    | 1,050  | 1,090  | 3.9%   | 4.1%                    |
| Other                           | 29     | 55     | 90     | 103    | 84     | -18.4% | 4.5%                    |
| Visitor                         | 386    | 598    | 794    | 946    | 1,006  | 6.3%   | 4.1%                    |
| Non-transportation              | 333    | 508    | 655    | 782    | 846    | 8.2%   | 4.0%                    |
| Transportation                  | 54     | 91     | 139    | 165    | 160    | -2.7%  | 4.7%                    |
| <b>Earnings (\$Millions)</b>    |        |        |        |        |        |        |                         |
|                                 | 113    | 186    | 231    | 271    | 284    | 4.7%   | 3.9%                    |
| <b>Employment</b>               |        |        |        |        |        |        |                         |
|                                 | 10,590 | 11,300 | 10,500 | 10,910 | 11,080 | 1.6%   | 0.2%                    |
| <b>Tax Revenue (\$Millions)</b> |        |        |        |        |        |        |                         |
| Local                           | 10.1   | 21.4   | 31.1   | 37.8   | 42.6   | 12.7%  | 6.2%                    |
| Visitor                         | 5.3    | 13.3   | 20.6   | 25.6   | 29.6   | 15.7%  | 7.4%                    |
| Business or Employee            | 4.8    | 8.1    | 10.6   | 12.2   | 13.0   | 6.4%   | 4.2%                    |
| State                           | 28.8   | 43.6   | 57.0   | 66.2   | 70.2   | 6.1%   | 3.8%                    |
| Visitor                         | 21.6   | 33.1   | 44.4   | 51.4   | 54.3   | 5.7%   | 3.9%                    |
| Business or Employee            | 7.2    | 10.5   | 12.6   | 14.8   | 15.9   | 7.3%   | 3.3%                    |
| Total                           | 39.0   | 64.9   | 88.2   | 103.9  | 112.8  | 8.5%   | 4.5%                    |

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging and sales taxes paid by visitors to the county and local jurisdictions, and the property tax payments and local sales tax payments attributable to the travel industry income of employees and businesses.

**State tax revenue** includes lodging, sales and motor fuel taxes paid by visitors to the state, and the sales and business & occupations taxes attributable to the travel industry income of employees and businesses.

## TRAVEL IMPACTS WITHIN PIERCE COUNTY

Summary breakouts for nine areas within Pierce County are reported below. The Mount Rainier area includes the gateway communities of Ashford, Buckley, Eatonville, Elbe and Orting. As noted in the introduction to this report, small area estimates such as these should be interpreted with care. Year-to-year comparisons with previously reported estimates are not advisable.

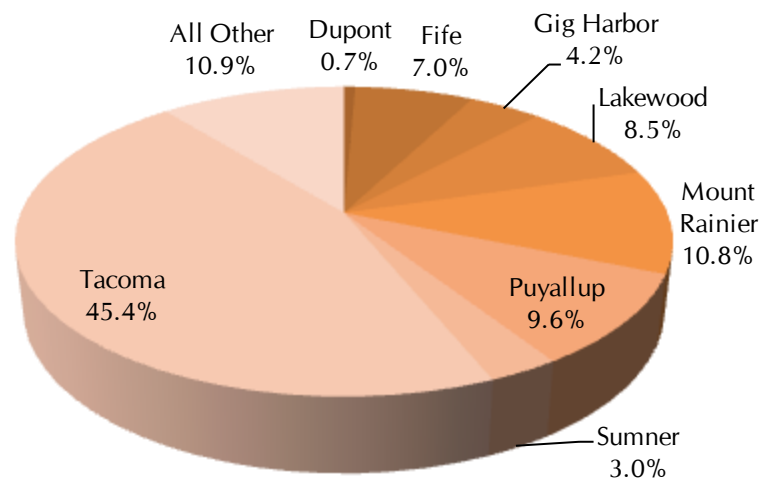
### Travel Impacts within Pierce County, 2015p

|               | Travel                  |                         |                      | Tax Receipts         |                      | Total<br>(\$Million) |
|---------------|-------------------------|-------------------------|----------------------|----------------------|----------------------|----------------------|
|               | Spending<br>(\$Million) | Earnings<br>(\$Million) | Employment<br>(jobs) | Local<br>(\$Million) | State<br>(\$Million) |                      |
| Dupont        | 7.2                     | 1.8                     | 70                   | 0.2                  | 0.6                  | 0.8                  |
| Fife          | 76.1                    | 20.1                    | 780                  | 3.3                  | 4.4                  | 7.8                  |
| Gig Harbor    | 46.0                    | 12.0                    | 470                  | 1.8                  | 3.0                  | 4.8                  |
| Lakewood      | 93.2                    | 24.5                    | 950                  | 4.0                  | 5.6                  | 9.6                  |
| Mount Rainier | 118.0                   | 31.9                    | 1,240                | 6.3                  | 5.5                  | 11.8                 |
| Puyallup      | 104.3                   | 26.7                    | 1,050                | 3.5                  | 7.4                  | 10.9                 |
| Sumner        | 32.4                    | 8.5                     | 330                  | 1.3                  | 2.1                  | 3.3                  |
| Tacoma        | 494.4                   | 130.4                   | 5,080                | 21.7                 | 28.8                 | 50.5                 |
| All Other     | 118.6                   | 27.9                    | 1,120                | 0.6                  | 12.7                 | 13.4                 |
| County total  | 1,090.2                 | 283.8                   | 11,080               | 42.6                 | 70.2                 | 112.8                |

Source: Dean Runyan Associates.

All Other includes all jurisdictions not listed and unincorporated areas.

### Percentage Distribution of Travel Spending within Pierce County, 2015p



## VISITOR VOLUME

Visitor volume estimates for the county are shown below. These estimates are derived from the visitor spending estimates, visitor surveys and lodging data. As noted on page one of this report, the day estimates in particular should be interpreted cautiously.

### Pierce County Visitor Volume, 2015p

| Accommodation   | Spending                 |                      | Travel Party |            | Visitors (thousand persons) |     |              |
|-----------------|--------------------------|----------------------|--------------|------------|-----------------------------|-----|--------------|
|                 | Destination (\$Millions) | Ave. Daily Per Party | Days (000)   | *Size      | **Length of Stay            |     | Trips        |
| Overnight       | \$744                    | \$175                | 4,242        | 2.0        | 8,651                       | 2.9 | 2,991        |
| Hotel/Motel     | \$427                    | \$353                | 1,208        | 2.1        | 2,573                       | 2.1 | 1,207        |
| Private Home    | \$298                    | \$104                | 2,858        | 2.0        | 5,657                       | 3.4 | 1,671        |
| Other Overnight | \$19                     | \$142                | 134          | 2.5        | 340                         | 2.9 | 118          |
| Day             | \$262                    | \$215                | 1,216        | 2.4        | 2,951                       |     | 2,951        |
| <b>Total</b>    | <b>\$1,006</b>           | <b>\$184</b>         | <b>5,458</b> | <b>2.1</b> | <b>11,602</b>               |     | <b>5,942</b> |

Notes: \*Size refers to the average number of persons in the travel party. \*\*Length of Stay refers to the average number of nights in Pierce County. Destination spending refers to visitor spending at destinations within Pierce County. Only that portion of transportation spending that occurs within the county is included.

The following table provides additional spending estimates for overnight travelers to Pierce County.

### Average Expenditures for Overnight Visitors to Pierce County, 2015p

|                      | Travel Party |              | Person      |              | Party Size | Length of Stay (nights) |
|----------------------|--------------|--------------|-------------|--------------|------------|-------------------------|
|                      | Day          | Trip         | Day         | Trip         |            |                         |
| Hotel, Motel         | \$353        | \$753        | \$166       | \$350        | 2.1        | 2.1                     |
| Private Home         | \$104        | \$353        | \$53        | \$173        | 2.0        | 3.4                     |
| Other Overnight      | \$142        | \$409        | \$56        | \$162        | 2.5        | 2.9                     |
| <b>All Overnight</b> | <b>\$175</b> | <b>\$507</b> | <b>\$86</b> | <b>\$241</b> | <b>2.0</b> | <b>2.9</b>              |

**Pierce County  
Travel Impacts, 2006-2015p**

|   | 2006   | 2008   | 2010   | 2012   | 2013   | 2014   | 2015p  |
|---|--------|--------|--------|--------|--------|--------|--------|
| <b>Total Direct Travel Spending (\$Million)</b>                       |        |        |        |        |        |        |        |
| Destination Spending  | 719    | 782    | 794    | 843    | 887    | 946    | 1,006  |
| Other Travel*   | 86     | 109    | 90     | 108    | 105    | 103    | 84     |
| Total Direct Spending   | 804    | 891    | 884    | 951    | 992    | 1,050  | 1,090  |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b> |        |        |        |        |        |        |        |
| Hotel, Motel  | 270    | 298    | 297    | 311    | 343    | 382    | 427    |
| Private Home  | 233    | 253    | 261    | 280    | 285    | 293    | 298    |
| Campground  | 9      | 10     | 9      | 10     | 10     | 10     | 10     |
| Vacation Home   | 7      | 8      | 8      | 9      | 9      | 9      | 9      |
| Day Travel  | 198    | 213    | 218    | 233    | 241    | 253    | 262    |
| Destination Spending  | 719    | 782    | 794    | 843    | 887    | 946    | 1,006  |
| <b>Visitor Spending by Commodity Purchased (\$Million)</b>            |        |        |        |        |        |        |        |
| Accommodations  | 89     | 106    | 100    | 102    | 114    | 129    | 150    |
| Food Service  | 210    | 228    | 243    | 262    | 278    | 300    | 325    |
| Food Stores   | 49     | 55     | 55     | 60     | 62     | 66     | 70     |
| Local Tran. & Gas   | 124    | 143    | 139    | 152    | 157    | 165    | 160    |
| Arts, Ent. & Rec.   | 121    | 124    | 125    | 130    | 134    | 141    | 148    |
| Retail Sales  | 126    | 126    | 131    | 137    | 141    | 146    | 152    |
| Destination Spending  | 719    | 782    | 794    | 843    | 887    | 946    | 1,006  |
| <b>Industry Earnings Generated by Travel Spending (\$Million)</b>     |        |        |        |        |        |        |        |
| Accom. & Food Serv.   | 100    | 110    | 112    | 121    | 129    | 136    | 141    |
| Arts, Ent. & Rec.   | 61     | 63     | 60     | 58     | 61     | 66     | 70     |
| Retail**  | 25     | 26     | 27     | 28     | 30     | 32     | 34     |
| Ground Tran.  | 24     | 25     | 26     | 26     | 27     | 29     | 30     |
| Other Travel*   | 7      | 7      | 6      | 7      | 7      | 8      | 9      |
| Total Direct Earnings   | 216    | 232    | 231    | 240    | 254    | 271    | 284    |
| <b>Industry Employment Generated by Travel Spending (Jobs)</b>        |        |        |        |        |        |        |        |
| Accom. & Food Serv.   | 4,930  | 5,170  | 4,820  | 4,890  | 5,090  | 5,300  | 5,360  |
| Arts, Ent. & Rec.   | 3,640  | 3,710  | 3,510  | 3,350  | 3,370  | 3,310  | 3,380  |
| Retail**  | 1,020  | 1,030  | 1,040  | 1,060  | 1,100  | 1,140  | 1,170  |
| Ground Tran.  | 940    | 910    | 900    | 870    | 900    | 940    | 940    |
| Other Travel*   | 270    | 270    | 220    | 220    | 220    | 220    | 230    |
| Total Direct Employment   | 10,810 | 11,080 | 10,500 | 10,390 | 10,680 | 10,910 | 11,080 |
| <b>Government Revenue Generated by Travel Spending (\$Million)</b>    |        |        |        |        |        |        |        |
| Local Tax Receipts  | 27.5   | 30.1   | 31.1   | 32.4   | 34.6   | 37.8   | 42.6   |
| Visitor   | 17.8   | 19.9   | 20.6   | 21.6   | 23.3   | 25.6   | 29.6   |
| Business or Employee  | 9.6    | 10.2   | 10.6   | 10.7   | 11.4   | 12.2   | 13.0   |
| State Tax Receipts  | 52.8   | 56.5   | 57.0   | 59.1   | 62.3   | 66.2   | 70.2   |
| Visitor   | 40.5   | 43.6   | 44.4   | 46.2   | 48.6   | 51.4   | 54.3   |
| Business or Employee  | 12.3   | 12.8   | 12.6   | 12.9   | 13.8   | 14.8   | 15.9   |
| Total Local & State   | 80.3   | 86.6   | 88.2   | 91.5   | 97.0   | 103.9  | 112.8  |

Details may not add to totals due to rounding.

\*Other travel includes ground transportation impacts for travel to other Washington destinations and travel arrangement services. \*\*Retail includes motor fuel.

## APPENDICES

|             |  |
|-------------|--|
| APPENDIX A: | ADDITIONAL DATA TABLES                         |
| APPENDIX B: | KEY TERMS AND DEFINITIONS                      |
| APPENDIX C: | TRAVEL IMPACT INDUSTRIES MATCHED TO 2007 NAICS |
| APPENDIX B: | RELATIONSHIP BETWEEN SPENDING AND VOLUME       |
| APPENDIX E: | REGIONAL TRAVEL IMPACT MODEL                   |



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## Pierce County Travel Indicators

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### Visitor Spending Impacts (2015p)

|  |          |
|--|----------|
| Amount of Visitor Spending that supports 1 job         | \$92,687 |
| Employee Earnings generated by \$100 Visitor Spending  | \$27     |
| Local Tax Revenues generated by \$100 Visitor Spending | \$4.23   |

### Visitor Volume (2015p)

|   |          |
|---|----------|
| Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands) | \$76,743 |
| Additional employment if each resident household encouraged one additional overnight visitor                      | 828      |

### Visitor Shares

|  |      |
|--|------|
| Travel Share of Total Employment (2014)* | 2.7% |
| Visitor Share of Taxable Sales (2014)**  | 4.8% |
| Overnight Visitor Day Share (2015p)***   | 2.8% |

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## Pierce County Overnight Spending and Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2015p

|                         | 2006  | 2008  | 2010  | 2012  | 2013  | 2014  | 2015p   |
|-------------------------|-------|-------|-------|-------|-------|-------|---------|
| All Overnight           | 520.3 | 568.6 | 575.9 | 609.7 | 646.0 | 693.8 | 744.3   |
| Hotel, Motel            | 270.4 | 297.9 | 297.2 | 311.2 | 342.9 | 382.0 | 426.8   |
| Private Home            | 233.2 | 252.9 | 261.1 | 280.1 | 284.6 | 292.9 | 298.4   |
| Other Overnight         | 16.7  | 17.8  | 17.6  | 18.4  | 18.5  | 19.0  | 19.0    |
| Campground              | 9.2   | 9.8   | 9.4   | 9.7   | 9.7   | 9.9   | 9.7     |
| Vacation Home           | 7.5   | 8.0   | 8.2   | 8.6   | 8.8   | 9.1   | 9.3     |
| Day Travel              | 198.2 | 213.2 | 217.8 | 233.4 | 241.0 | 252.6 | 261.8   |
| Spending at Destination | 718.5 | 781.8 | 793.7 | 843.1 | 887.0 | 946.4 | 1,006.1 |

### Average Expenditures for Overnight Visitors, 2015p

|                 | Travel Party |       | Person |       | Party Size | Length of Stay (nights) |
|-----------------|--------------|-------|--------|-------|------------|-------------------------|
|                 | Day          | Trip  | Day    | Trip  |            |                         |
| Hotel, Motel    | \$353        | \$753 | \$166  | \$350 | 2.1        | 2.1                     |
| Private Home    | \$104        | \$353 | \$53   | \$173 | 2.0        | 3.4                     |
| Other Overnight | \$142        | \$409 | \$56   | \$162 | 2.5        | 2.9                     |
| All Overnight   | \$175        | \$507 | \$86   | \$241 | 2.0        | 2.9                     |

### Overnight Visitor Volume, 2013-2015p

|                 | Person-Nights (000) |       |       | Party-Nights (000) |       |       |
|-----------------|---------------------|-------|-------|--------------------|-------|-------|
|                 | 2013                | 2014  | 2015p | 2013               | 2014  | 2015p |
| Hotel, Motel    | 2,156               | 2,359 | 2,473 | 1,008              | 1,105 | 1,162 |
| Private Home    | 5,523               | 5,607 | 5,629 | 2,744              | 2,800 | 2,844 |
| Other Overnight | 333                 | 337   | 341   | 131                | 133   | 135   |
| All Overnight   | 8,012               | 8,303 | 8,443 | 3,883              | 4,037 | 4,140 |

|                 | Person-Trips (000) |       |       | Party-Trips (000) |       |       |
|-----------------|--------------------|-------|-------|-------------------|-------|-------|
|                 | 2013               | 2014  | 2015p | 2013              | 2014  | 2015p |
| Hotel, Motel    | 1,022              | 1,118 | 1,173 | 473               | 518   | 545   |
| Private Home    | 1,685              | 1,710 | 1,717 | 814               | 830   | 840   |
| Other Overnight | 116                | 117   | 118   | 46                | 46    | 47    |
| All Overnight   | 2,823              | 2,946 | 3,008 | 1,333             | 1,394 | 1,432 |

## KEY TERMS AND DEFINITIONS

### ECONOMIC IMPACTS

**Commodity:** A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

**Direct Impacts:** Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

**Earnings:** Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

**Employment:** Industry employment (jobs) associated with travel-generated earnings. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

**Industry:** A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

**Local Taxes:** Lodging and sales taxes imposed by Pierce county and the other local jurisdictions in the county levied on visitors and travel industry employees. An estimate of property taxes paid by travel industry businesses and travel industry employee households is also included.

**Other spending:** See Travel spending.

**Private Home:** Unpaid overnight accommodations of friends and relatives.

**Receipts:** Travel expenditures less the sales and excise taxes paid by the consumer.

**State Taxes:** Lodging, sales, motor fuel, and business and occupation tax imposed by the state of Washington. Sales and excise tax payments of travel industry employees are also included.

**Total Impacts:** The sum of Direct and Secondary impacts.

**Travel spending:** The sum of visitor and other spending related to travel. Other spending includes spending by residents on ground and air transportation for the purpose of travel to other destinations and spending on travel arrangement services.

**Visitor spending:** All spending on goods & services by visitors at the destination. Also referred to as destination spending.

## VISITOR VOLUME

**Length of Stay:** The number of nights that a visitor or travel party is away from home on a trip.

**Night:** Applies to overnight visitors only. The number of nights on a trip is the length of stay. The count of days and nights is generally equivalent for overnight visitors. (See trips.)

**Party-trips:** The number of trips to the destination by travel parties. Party-trips are equal to the number of Visitor-trips divided by the average party size.

**Party-nights:** The number of nights or days that travel parties stayed at the destination. Party-nights are equal to the number of visitor-nights divided by the average party size or the number of party-trips multiplied by the average length of stay.

**Party Size:** The number of individuals (adults and children, including non-household members) that are traveling together and are sharing the costs of travel.

**Room Demand:** A count of the number of hotel/motel rooms that are sold on a nightly basis over a given period of time. Also referred to as *room nights sold*.

**Travel party:** A *travel party* includes all *visitors* (adults and children) traveling together. The *party size* represents the average number of visitors or persons in the travel party.

**Trip:** A trip may include more than one day or night at a destination. For overnight visitor categories, the total number of trips will be less than the number of nights. The *length of stay* for the trip represents the number of nights (or days) at the destination.

**Visitor:** An individual traveler that stays overnight away from home in paid or unpaid accommodations, or a day visitor that travels at least fifty miles one-way from home on non-routine trip.

**Visitor Air Arrival:** A passenger who travels by air and initiated the trip at another location. Visitor air arrivals do not include passengers who are returning home from a trip to another destination or passengers that are making a connection to another flight.

**Visitor-trips:** The number of trips to the destination by visitors or persons. This is also equivalent to as the total number of *visits*.

**Visitor-nights:** The number of nights or days that visitors (persons) stayed at the destination. Visitor-nights are equal to the number of visitor-trips multiplied by the average length of stay.

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**TRAVEL IMPACT INDUSTRIES MATCHED TO NAICS**

| <b>TRAVEL IMPACT INDUSTRY</b>    | <b>NAICS INDUSTRIES* (code)</b>   |
|----------------------------------|---|
| Accommodation & Food Services    | Accommodation (721)<br>Food Services and Drinking Places (722)<br>Residential Property Managers (531311)  |
| Arts, Entertainment & Recreation | Performing Arts, Spectator Sports (711)<br>Museums (712)<br>Amusement, Gambling (713)<br>Scenic and Sightseeing Transportation (487)<br>Miscellaneous Industries (see note**)   |
| Retail                           | Food & Beverage Stores (445)<br>Gasoline Stations (447)<br>Clothing and Clothing Accessories Stores (448)<br>Sporting Goods, Hobby, Book, and Music Stores (451)<br>General Merchandise Stores (452)<br>Miscellaneous Store Retailers (453) |
| Ground Transportation            | Interurban and rural bus transportation (4852)<br>Taxi and Limousine Service (4853)<br>Charter Bus Industry (4855)<br>Passenger Car Rental (532111)<br>Parking Lots and Garages (812930)  |
| Air Transportation               | Scheduled Air Passenger Transportation (481111)<br>Support Activities for Air Transportation (4881)   |
| Other Travel                     | Travel Arrangement & Reservation Services (NAICS 56151)<br>Convention and Trade Show Organizers (NAICS 56192)<br>(Other travel also includes a portion of transportation.)  |

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Notes: \*Government enterprizes (e.g., park systems) are included in this classification.

\*\*Includes parts of industries in other sectors (e.g., accommodation, charter bus).

A more detailed description of these industries can be found at <http://www.ntis.gov/naics>.

## RELATIONSHIP BETWEEN SPENDING AND VOLUME

The Spending, Average Expenditures and Volume tables are computationally related as shown with the sample data below.

- **Spending equals Average Expenditures multiplied by Volume** for comparable party/person and night/trip categories
- **Travel parties and persons** are related by division or multiplication with **Party Size**
- **Trips and nights** are related by division or multiplication with **Length of Stay**

### Visitor Spending by Type of Accommodation (\$Million), YEAR

|                         |  | YEAR        |
|-------------------------|--|-------------|
| All Overnight           | <b>656,000 x \$79 = \$56,100,000 (calculated from person-trips)</b>    | <b>56.1</b> |
| Hotel, Motel            | <b>160,000 x \$200 = \$32,000,000 (calculated from party-nights)</b>   | <b>32.0</b> |
| Private Home            | <b>1,030,000 x \$20 = \$20,600,000 (calculated from person-nights)</b> | <b>20.6</b> |
| Other Overnight         | <b>10,000 x \$350 = \$3,500,000 (calculated from party-trips)</b>      | <b>3.5</b>  |
| Campground              |  | 3.0         |
| Vacation Home           |  | 0.5         |
| Day Travel              |  | 30.0        |
| Spending at Destination |  | 86.1        |

### Average Expenditures for Overnight Visitors, YEAR

|                 | Travel Party |              | Visitor (Person) |             | Party Size | Length of Stay (nights) |
|-----------------|--------------|--------------|------------------|-------------|------------|-------------------------|
|                 | Nights       | Trip         | Nights           | Trip        |            |                         |
| Hotel, Motel    | <b>\$200</b> | \$340        | \$83             | \$142       | <b>2.4</b> | 1.7                     |
| Private Home    | \$50         | \$130        | <b>\$20</b>      | \$52        | 2.5        | <b>2.6</b>              |
| Other Overnight | \$117        | <b>\$350</b> | \$34             | \$103       | 3.4        | 3.0                     |
| All Overnight   | \$494        | \$214        | \$197            | <b>\$86</b> | 2.5        | 2.3                     |

### Overnight Visitor Volume, YEAR

|                 | Visitor-Nights (000) |              | Party-Nights (000) |            |
|-----------------|----------------------|--------------|--------------------|------------|
|                 | YEAR                 | YEAR         | YEAR               | YEAR       |
| Hotel, Motel    | <b>160 x 2.4 =</b>   | 384          |                    | <b>160</b> |
| Private Home    |                      | <b>1,030</b> |                    | 412        |
| Other Overnight |                      | 102          |                    | 30         |
| All Overnight   |                      | 1,516        |                    | 602        |

|                 | Visitor-Trips (000)  |            | Party-Trips (000) |           |
|-----------------|----------------------|------------|-------------------|-----------|
|                 | YEAR                 | YEAR       | YEAR              | YEAR      |
| Hotel, Motel    |                      | 226        |                   | 94        |
| Private Home    | <b>1,030 / 2.6 =</b> | 396        |                   | 158       |
| Other Overnight |                      | 34         |                   | <b>10</b> |
| All Overnight   |                      | <b>656</b> |                   | 263       |

**REGIONAL TRAVEL IMPACT MODEL**

**PRIMARY DATA SOURCES**

