

**The Economic Impact of  
Domestic Travel  
On Virginia Counties  
2015**

A Study Prepared For  
Virginia Tourism Authority  
Doing Business as Virginia Tourism Corporation

By the  
U.S. Travel Association  
August 2016

## **PREFACE**

This study was conducted by the Research Department of the U.S. Travel Association for the *Virginia Tourism Corporation*. The study presents 2015 domestic travel economic impact on Virginia State and its 133 counties and independent cities (county equivalents). Estimates include travel expenditures, travel-generated employment and payroll income, as well as tax revenues for federal, state and local government. For the purpose of comparison, 2014 impact data are displayed in this report.

U.S. Travel Association  
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## **INTRODUCTION**

This report presents preliminary 2015 estimates of the impact of traveler spending by U.S. residents in the Commonwealth of Virginia and its 133 counties and independent cities (county equivalents), as well as the employment, payroll income and tax revenue directly generated by the spending. For the purpose of comparison, 2014 impact data are also in this report. Traveler spending, travel-generated payroll and tax revenue are calculated in current dollars.

All estimates of the economic impact of travel contained in this volume are the product of the U.S. Travel Association's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The TEIM was created to capture the highly complex nature of the U.S. travel industry at national, regional, state and local levels. The TEIM was designed so that economic impact estimates could be compared across all fifty states and the District of Columbia, thereby allowing states and localities to assess their market share nationally, regionally or within the state.

The domestic component of TEIM is based on national surveys conducted by the U.S. Travel Association and other travel-related data developed by the U.S. Travel Association, various federal agencies, state government, and private travel organizations each year. A summary of the methodology is provided in Appendix B.

U.S. residents traveling in Virginia include both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on any overnight and day trips to places 50 miles or more away from home. Commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude government supported payroll and employment.

Since additional data relating to travel and its economic impact in 2015 will become available subsequent to this study, the U.S. Travel Association reserves the right to revise these estimates in the future.

## **EXECUTIVE SUMMARY**

- Domestic travel expenditures increased 2.4% percent to \$22.9 billion in 2015, not adjusted by inflation.
- Domestic travel expenditures directly supported 223,100 jobs within Virginia in 2015, comprising 7.1 percent of total private industry employment in Virginia. The travel industry is the fifth largest private employer in Virginia.
- On average, every \$102,821 spent by domestic travelers in Virginia during 2015 supported one job.
- Domestic travel supported employees in Virginia earned more than \$5.3 billion in payroll income during 2015, representing a 5.0 percent increase from 2014.
- Domestic travel in Virginia directly generated more than \$3.1 billion in tax revenue for federal, state and local governments in 2015, up 6.2 percent from 2014.
- Arlington County received close to \$3.1 billion in domestic travel expenditures leading all of Virginia's 133 counties and independent cities. Fairfax County followed Arlington County closely, ranking second with \$2.9 billion. Loudoun County ranked third with \$1.6 billion.
- Forty-four of Virginia's 133 counties and independent cities received over \$100 million in domestic travel expenditures in 2015.
- Forty-three counties and independent cities in Virginia realized one thousand or more jobs that were directly supported by domestic travelers during 2015.

## **TRAVEL IMPACT ON U.S. ECONOMY IN 2015**

### **National Summary**

The U.S. economy on the whole performed relatively well in 2015, with real Gross Domestic Product (GDP) growing 2.6 percent from 2014. Matching the previous year's growth, the U.S. economy outpaced most other advanced economies in 2015.

The first three quarters of 2015 were characterized by solid economic growth. In the first quarter, a 2.0 percent annualized increase in real GDP reflected strong gains in business investment and inventory along with moderate consumer spending. These gains were balanced out by decreased trade, amidst the global headwinds of a strong dollar and the temporary west coast port shutdown.

In the second quarter, a 2.6 percent annualized increase in real GDP was encouraging, but masked a shift in the economy away from business investment and inventory spending. Trade and personal consumption increased their contribution to real GDP growth, but business investment slowed down considerably and inventories were not drawn down enough to warrant more investment, creating a drag on the economy.

This drag continued into the third quarter: 2.0 percent annualized growth in real GDP reflected continued slow-downs in business investment, especially in structures and inventory. In fact, despite a robust quarter of consumer spending (2.7 percent annualized), inventories were drawn down by a lesser amount than in previous quarters, prompting less incentive for businesses to improve inventory investment. Finally, in the fourth quarter, a consumer spending slowdown added more downward pressure on the economy; continued sluggishness from business investment and inventories dragged the economy down to 0.9 percent growth.

Global headwinds of low oil prices and a strong dollar continued to force a startling disconnect in the U.S. economy in 2016. Consumer spending increased, especially in the second quarter (6.2 percent annualized). However, this contribution was counterbalanced by substantial decreases in business investment and inventories (business investment, for instance, was down 9.7 percent annualized in the second quarter). The result was a very slow first half of 2016 for the economy: 0.8 percent annualized real GDP growth in the first quarter and 1.2 percent in the second quarter. While inventories may draw down enough with robust consumer spending numbers, it remains to be seen whether continued uncertainty will affect future business investment.

The U.S. employment situation continued to improve in 2015: nonfarm employment increased by 2.7 million jobs from December 2014 to 143.4 million jobs in December 2015. During the same period, the travel industry directly added 102,000 jobs, reaching 8.2 million in December 2015. Total personal income for 2015 also grew a solid 4.4 percent. Both indicators have seen steady gains coming into the first three months of 2016, with disposable income reaching high monthly gains for January and March of 0.4 percent per month.

Consumer inflation was mild in 2015. The overall CPI edged up just 0.1 percent and, excluding food and energy prices which tend to be more volatile, core CPI edged up 1.8 percent compared

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to 2014. The U.S. Travel Association's TPI, however, decreased sharply by 2.7 percent over the same period. Since spending on gasoline is one of the most important components of travelers' expenditures, especially for auto travel, decreases in motor fuel prices during 2015 were a primary reason the TPI grew at a slower rate than CPI.

**Table 1: Overall U.S. Economic Indicators, 2013-2015**

<u>Sector</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Nominal gross domestic product (\$Billions)	16,691.5	17,393.1	18,036.6
Real gross domestic product (\$ Billions)*	15,612.2	15,982.3	16,397.2
Real disposable personal income (\$Billions)*	11,527.6	11,931.0	12,343.3
Real personal consumption expenditures (\$Billions)*	10,565.4	10,868.9	11,214.7
Consumer price index**	233.0	236.7	237.0
Travel Price Index**	275.6	279.6	272.4
Non-farm payroll employment (Millions)	136.4	139.0	141.9
Unemployment rate (%)	7.4	6.2	5.3
Percentage change from previous year			
Nominal gross domestic product	3.3%	4.2%	3.7%
Real gross domestic product	1.7%	2.4%	2.6%
Real disposable personal income	-1.4%	3.5%	3.5%
Real personal consumption expenditures	1.5%	2.9%	3.2%
Consumer price index	1.5%	1.6%	0.1%
Travel Price Index	0.9%	1.5%	-2.6%
Non-farm payroll employment	1.6%	1.9%	2.1%

Source: BEA, BLS, U.S. Travel Association

\* In chained 2009 dollars

\*\* 1982-84=100

## U.S. Travel Volume in 2015

Helped by a significant decline in gasoline prices, U.S. domestic travel, including leisure and business travel, increased notably by 3.3 percent to a total of 2.2 billion person-trips in 2015. A person-trip is defined as one person on a trip away from home overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home.

Domestic leisure travel, which includes visits to friends and relatives as well as trips taken for outdoor recreation and entertainment purposes, increased 3.6 percent in 2015 to 1.7 billion person-trips and is forecasted to increase 2.1 percent in 2016. Leisure travel accounted for 78.9 percent of all U.S. domestic travel in 2015. Domestic business travel grew 1.9 percent in 2015 to 459.4 million person-trips and is expected to increase 0.6 percent in 2016.



International inbound travelers, including overnight visitors from Canada, Mexico and overseas, made 77.5 million visits<sup>1</sup> to the United States in 2015. Overseas visitor arrivals to the U.S. (from all countries except Canada and Mexico) reached 38.4 million in 2015 and accounted for half of total international arrivals to the United States, according to U.S. Department of Commerce. Canadian overnight arrivals to the U.S are estimated to have decreased from 23 million in 2014 to 21 million in 2015, while Mexican overnight arrivals are estimated to have increased from 17 million in 2014 to 18 million in 2015.

### **Travel Expenditures in 2015**

Total domestic and international travelers spending in the U.S. increased 2.1 percent, growing from \$928 billion in 2014 to \$947 billion in 2015, not adjusted for inflation (excluding international airfare payments to the U.S airlines). After a slight lull, the U.S. Travel Association expects total domestic and international traveler expenditures to pick up to 2.7 percent growth in 2016.

Domestic travel expenditures grew 2.7 percent from 2014 to \$814 billion in 2015. International travelers, on the other hand, spent \$133 billion in the U.S. in 2015, a decrease of 2.0 percent<sup>2</sup> from 2014. It should be noted here that this traveler spending excludes international airfare payments to U.S. airlines, as well as international visitors' expenses on education, health care and expenditures by cross-border day-trip visitors and seasonal workers. International traveler spending is expected to bounce back in 2016, increasing 2.5 percent from 2015.

International airfare receipts are total passenger fares paid by international residents on U.S. flag air carriers. In 2015, international airfare receipts totaled \$42 billion, down 5.3 percent from 2014. In the first six months of 2016, international airfare receipts decreased 6.2 against the first quarter of 2015.

Leisure traveler spending totaled \$651 billion in 2015, a 0.9 percent increase from 2014, accounting for 68.7 percent of all traveler expenditures. Business traveler spending increased 4.7 percent over 2014 to \$296 billion in 2015, 31.3 percent of all traveler expenditures.

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<sup>1</sup> This number does not match the total number of international visitations published by the Department of Commerce. Published estimates from the Department of Commerce for 2014 and 2015 are not comparable to each other or previous years because (1) in 2014, additional 1+ night visitations were included due to a technical-processing change; (2) in 2015, the published numbers reflect the availability of additional electronic records.

<sup>2</sup> Reflects Department of Commerce data issued in June and does not include any revisions made in July.

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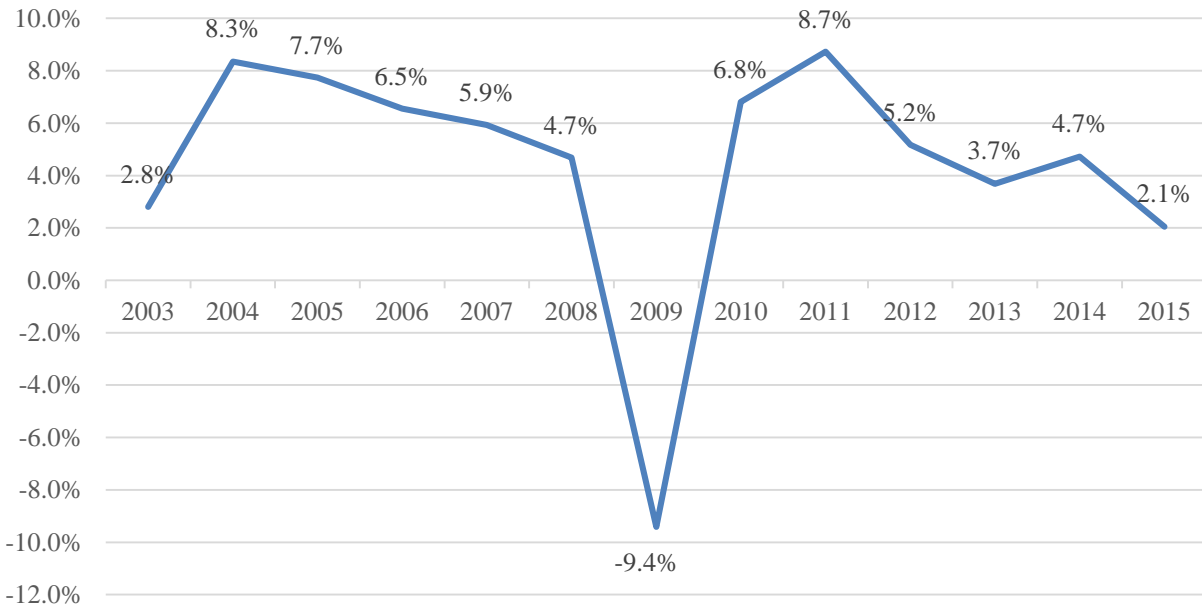
**Table 2: Travel Expenditures - U.S. Nationwide**

Category	2014 Spending (\$ Billions)			2015 Spending (\$ Billions)		
	Domestic	Intl.*	Total	Domestic	Intl.*	Total
Public Transportation	\$160.6	\$15.0	\$175.6	\$162.9	\$14.9	\$177.8
Auto Transportation	161.2	1.6	162.8	148.0	1.6	149.6
Lodging	142.1	39.5	181.6	154.9	39.9	194.8
Foodservice	191.5	28.9	220.4	206.9	28.4	235.4
Entertainment & Recreation	82.2	10.6	92.7	83.8	10.6	94.5
General Retail Trade	54.8	40.1	94.9	57.5	37.5	95.0
<b>Total</b>	<b>\$792.4</b>	<b>\$135.7</b>	<b>\$928.1</b>	<b>\$814.1</b>	<b>\$133.0</b>	<b>\$947.1</b>

Source: U.S. Travel Association

\* Excludes international passenger fare payments.

**Changes of Direct Travel Expenditures\*  
in the U.S., 2003-2015**



Source: U.S. Travel Association. P: preliminary. \* Excludes international passenger fare payments.

## **Travel Employment in 2015**

The year 2015 continued the banner jobs recovery seen in the years following the Great Recession. After bottoming out in February 2010, the nonfarm payroll employee count, as measured by the Bureau of Labor Statistics (BLS), made a full recovery from the Great Recession in May 2014, surpassing the pre-recession jobs peak of nearly 138.4 million jobs in January 2008. The positive momentum continued: after adding three million jobs during the 12 months of 2014, the economy added another 2.7 million in 2015 to reach 143.1 million by December.

After peaking at 9.6 percent in 2010, the unemployment rate fell to an average monthly rate of 5.3 percent in 2015, starting at 5.7 percent in January and ending at 5.0 percent in December. The unemployment rate fell to 4.9 percent in January and February 2016, but returned to 5.0 percent in April, still above the 4.4 percent pre-recession low.

American service industries, of which the travel industry is a part, played a major role in the jobs recovery, accounting for 84.1 percent of the jobs recovered from 2010-2015. The travel industry joined healthcare, administrative services, accommodation and foodservices and retail trade, as one of the leading growth industries in terms of overall jobs created from 2010 to 2015. Travel accounted for 6.8 percent of nonfarm jobs created from 2010 to 2015, despite holding a 5.8 percent share of all nonfarm jobs in 2015.

In 2015, traveler spending directly supported over 8.2 million U.S. jobs, including both full-time and seasonal/part-time positions, up 1.9 percent from 2014. This job increase constituted 5.2 percent of total nonfarm job growth since 2014.

These 8.2 million travel-generated jobs constituted 5.8 percent of total nonfarm employment in the U.S. in 2015. Without these jobs, the 2015 national unemployment rate of 5.3 percent would have nearly doubled to 10.5 percent, an increase of 5.2 percentage points.

The travel industry remained a strong creator of jobs despite the Great Recession, passing its own pre-recession peak (7.7 million in 2008) in 2014. Between 2005 and 2015, total nonfarm employment in the U.S. increased 5.8 percent while travel-generated employment increased 8.6 percent. Focusing on the post-recession recovery, travel-generated employment increased 10.7 percent from 2010 to 2015, whereas total nonfarm employment increased 8.8 percent from the same years.

**Table 3: Travel Generated Employment - U.S. Nationwide**

Category	2014 Employment (Thousands)			2015 Employment (Thousands)		
	Domestic	Intl.*	Total	Domestic	Intl.*	Total
Public Transportation	891.2	64.3	955.6	923.2	65.1	988.2
Auto Transportation	273.4	2.0	275.4	279.8	2.0	281.8
Lodging	1,245.6	255.2	1,500.8	1,276.3	243.7	1,520.0
Foodservice	2,804.9	417.7	3,222.6	2,907.9	396.8	3,304.7
Entertainment & Recreation	1,161.6	225.2	1,386.8	1,174.8	225.1	1,399.9
General Retail Trade	336.7	164.3	500.9	341.6	151.7	493.4
Travel Planning	165.4	0.0	165.4	169.4	0.0	169.4
<b>Total</b>	<b>6,878.8</b>	<b>1,128.7</b>	<b>8,007.4</b>	<b>7,073.0</b>	<b>1,084.4</b>	<b>8,157.4</b>

Source: U.S. Travel Association

\* Excludes jobs supported by international passenger fare payments.

U.S. Travel Trends, 2009-2018

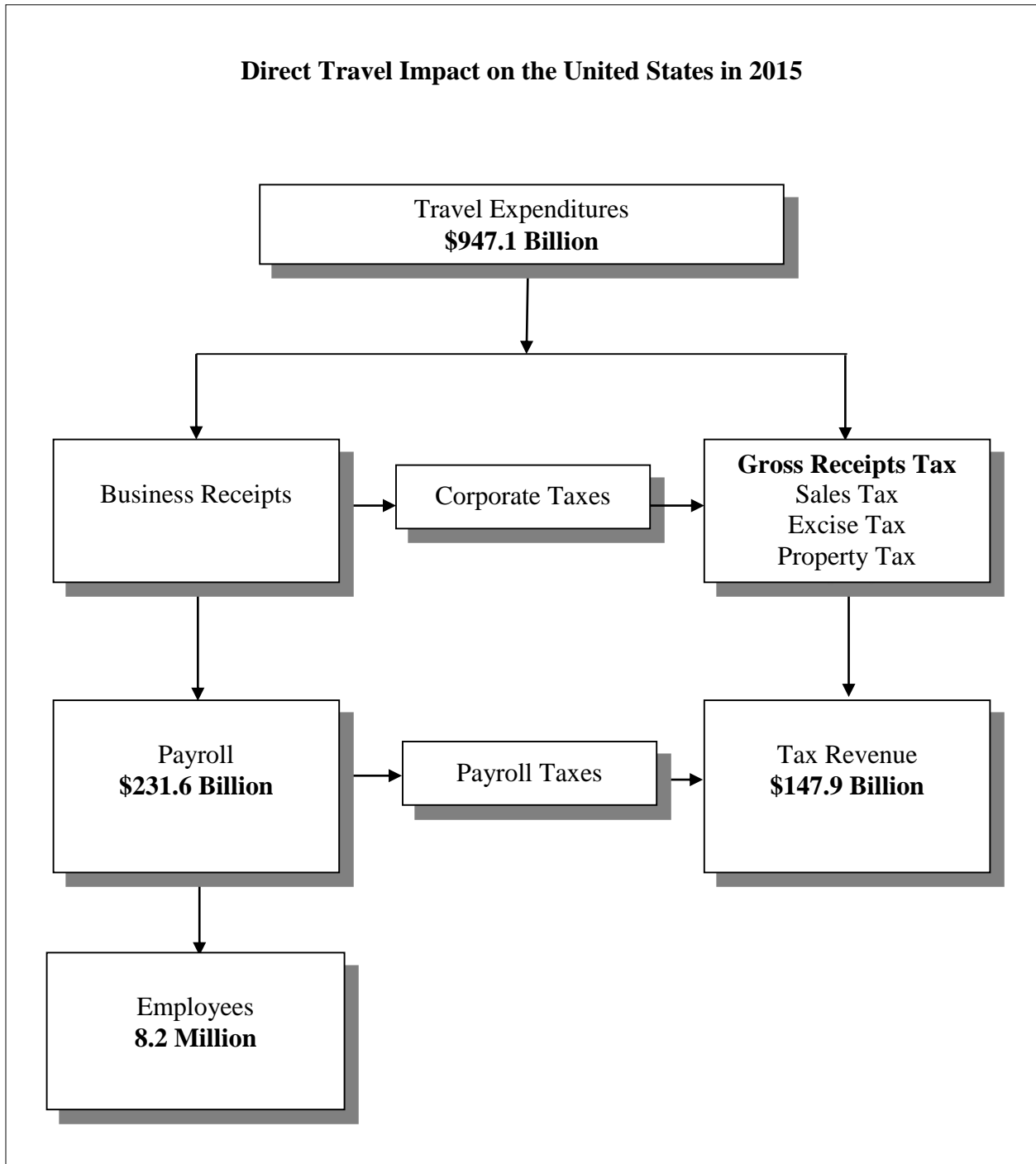
**Table 4: U.S. Travel Forecasts**

	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Real GDP (\$ Billions)*	14,418.7	14,783.8	15,020.6	15,354.6	15,612.2	15,982.3	16,397.2	18,500.8	19,331.9	20,253.2
Unemployment Rate (%)	9.3	9.6	8.9	8.1	7.4	7.4	5.3	4.9	4.6	4.7
Consumer Price Index (CPI)**	214.5	218.1	224.9	229.6	233.0	236.7	237.1	240.0	245.2	250.4
Travel Price Index (TPI)**	241.5	250.7	266.9	273.0	275.6	279.6	272.4	275.1	283.7	293.3
Total Travel Expenditures in U.S. (\$ Billions)	699.8	747.4	812.7	854.7	886.2	928.1	947.1	947.1	947.1	947.1
U.S. Residents	609.1	640.6	694.0	728.0	751.2	792.4	814.1	814.1	814.1	814.1
International Visitors***	90.7	106.9	118.6	126.7	135.0	135.7	133.0	133.0	133.0	133.0
Total International Visitors to the U.S. (Millions)	55.1	60.0	62.8	66.7	70.0	74.8	77.5	79.1	81.7	85.4
Overseas Arrivals the U.S. (Millions)	23.8	26.4	27.9	29.8	32.0	34.4	38.4	39.9	41.3	43.7
Total Domestic Person-Trips (Millions)	1,900.1	1,963.7	1,997.5	2,030.3	2,059.6	2,109.3	2,178.2	2,217.1	2,249.7	2,287.5
Business	434.3	446.4	440.7	439.4	444.9	451.0	459.4	462.2	466.1	471.7
Leisure	1,465.8	1,517.3	1,556.8	1,590.9	1,614.7	1,658.3	1,718.8	1,754.9	1,783.6	1,815.8
<i>Percent Change from Previous Year (%)</i>										
Real GDP	-2.8	2.5	1.6	2.2	1.7	2.4	2.6	2.0	2.4	2.3
Consumer Price Index (CPI)	-0.4	1.6	3.2	2.1	1.5	1.6	0.1	1.2	2.2	2.1
Travel Price Index (TPI)	-6.3	3.8	6.5	2.3	0.9	1.5	-2.6	1.0	3.1	3.4
Total Travel Expenditures in U.S.	-9.4	6.8	8.7	5.2	3.7	4.7	2.1	2.7	3.1	4.2
U.S. Residents	-8.8	5.2	8.3	4.9	3.2	5.5	2.7	2.8	2.8	3.8
International Visitors	-13.3	17.8	11.0	6.8	6.5	0.5	-2.0	2.5	4.6	6.7
Total International Visitors to the U.S.	-5.2	8.9	4.7	6.1	5.0	NA <sup>a</sup>	NA <sup>b</sup>	2.1	3.2	4.5
Overseas Arrivals the U.S.	-6.3	11.0	5.8	6.7	7.7	NA <sup>a</sup>	NA <sup>b</sup>	3.9	3.6	5.7
Total Domestic Person-Trips	-3.3	3.3	1.7	1.6	1.4	2.4	3.3	1.8	1.5	1.7
Business	-5.8	2.8	-1.3	-0.3	1.3	1.4	1.9	0.6	0.9	1.2
Leisure	-2.5	3.5	2.6	2.2	1.5	2.7	3.6	2.1	1.6	1.8

Source: U.S. Travel Association. \*1982-84=100. \*\* International traveler spending does not include international passenger fares.

<sup>a</sup> According to the National Travel and Tourism Office, the completion of the I-94 automation project now provides a more accurate determination of how many nights were spent in the United States which makes it possible to be more inclusive of one-night stays (travelers from overseas countries) given that the arrival-departure record match is now more complete and accurate. With the inclusion of one-night stay travelers in 2014, arrivals data from overseas countries in 2013 and 2014 are basically not comparable.

<sup>b</sup> 2015 changes reflect a combination of additional records counted and market condition. As such, 2015 data is not comparable to earlier years.



Source: U.S. Travel Association, BEA

\*Does not include international passenger fare payments and other economic impact generated by these payments.

**DOMESTIC TRAVEL IMPACT ON VIRGINIA**

## TRAVEL EXPENDITURES

In 2015, domestic travelers spent \$22.9 billion on transportation, lodging, food, amusement and recreation, as well as retail shopping in Virginia. This represents a 2.4 percent increase from 2014.

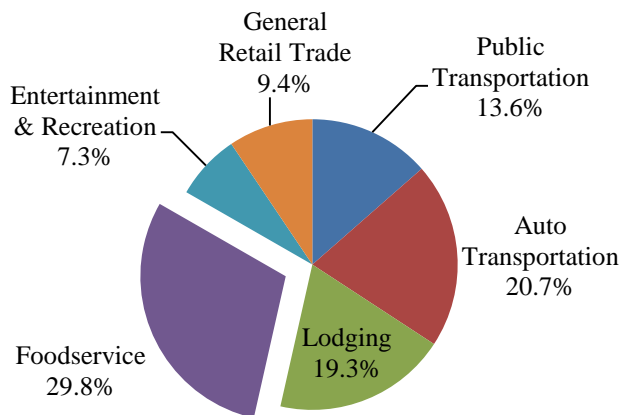
Foodservices, auto transportation, and lodging are the top three spending categories for domestic travelers in Virginia. Domestic travelers spent \$6.8 billion on food services including restaurants and other eating and drinking places in 2015, up 6.0 percent from 2014. Domestic travelers spent \$4.7 billion on auto transportation including variable costs of operating an automobile, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well. The big drop on auto transportation spending largely caused by sharp decrease on motor fuel prices. Spending on lodging including hotels/motels, campgrounds, time share and vacation homes rentals was over \$4.4 billion in 2015, accounting for 19.3 percent of domestic travelers' spending, up 7.4 percent from 2014.

Domestic travelers spent \$3.1 billion on public transportation in 2015, up 3.4 percent from 2014. This includes domestic travelers' purchases on air, bus, rail, boat/ship and taxicab or limousine services, as well as any sightseeing transportation.

Retail shopping is one of the major activities of people traveling in Virginia. In 2015, domestic travelers spent close to \$2.2 billion on purchases at retail stores. Retail shopping accounted for 9.4 percent of domestic travelers' trip spending in Virginia.

In 2015, travelers spent nearly \$1.7 billion on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation services.

**Domestic Travel Expenditures in Virginia  
by Industry Sector - 2015**





Domestic Travel Expenditures

**Table 5: Domestic Travel Expenditures in Virginia by Industry Sector, 2014-2015**

<b>2015</b>	Total (\$ Millions)	% of Total
Public Transportation	\$3,108.4	13.6%
Auto Transportation	4,739.0	20.7%
Lodging	4,432.0	19.3%
Foodservice	6,827.7	29.8%
Entertainment & Recreation	1,672.1	7.3%
General Retail Trade	2,159.7	9.4%
<b>Total</b>	<b>\$22,939.0</b>	<b>100.0%</b>

<b>2014</b>		
Public Transportation	\$3,006.8	13.4%
Auto Transportation	5,191.0	23.2%
Lodging	4,126.1	18.4%
Foodservice	6,439.5	28.7%
Entertainment & Recreation	1,577.5	7.0%
General Retail Trade	2,059.6	9.2%
<b>Total</b>	<b>\$22,400.4</b>	<b>100.0%</b>

**Percent Change  
2015 over 2014**

Public Transportation	3.4%
Auto Transportation	-8.7%
Lodging	7.4%
Foodservice	6.0%
Entertainment & Recreation	6.0%
General Retail Trade	4.9%
<b>Total</b>	<b>2.4%</b>

Source: U.S. Travel Association

Notes:

1. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline service stations, and automotive rental.
2. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
4. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
5. General retail trade sector includes gifts, clothes, souvenirs and other incidental retail purchases.
6. Entertainment and recreation sector includes amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

## TRAVEL-GENERATED EMPLOYMENT

The most impressive contribution that travel and tourism makes to the Virginia economy is the number of jobs it supports. These jobs include a large number of executive and managerial positions, as well as service-oriented occupations. In 2015, Virginia's travel industry continued to be the fifth largest employer among all non-farm industry sectors in Virginia (Table 6a).

During 2015, domestic travel in Virginia directly supported 223,100 jobs, including full-time and seasonal/part-time positions in the state, up 2.8 percent from 2014. On average, every \$102,821 spent by domestic travelers in Virginia directly supported one job.

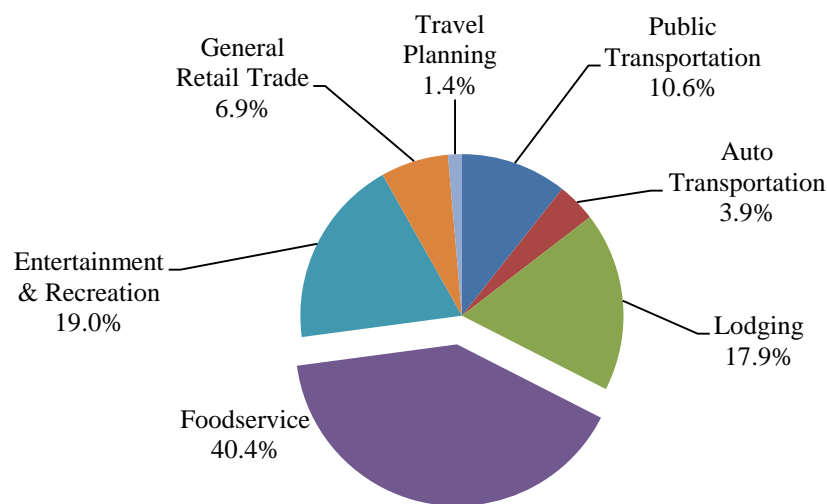
The 223,100 jobs supported by domestic travel in Virginia comprised 7.1 percent of the state's total private employment during 2015. Without these jobs generated by domestic travel, Virginia's 2015 unemployment rate of 4.4 percent would have been 5.3 percentage points higher, or the equivalent of 9.7 percent of the labor force.

The foodservice sector, which includes restaurants and other eating and drinking places, provided more jobs than any other travel-related industry. During 2015, domestic traveler spending on this sector supported 90,100 jobs, accounting for 40.4 percent of the state total. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on foodservice contribute to the importance of this sector.

Entertainment and recreation supported 42,300 travel jobs for Virginia residents during 2015.

Lodging provided 40,000 jobs in Virginia during 2015, representing 17.9 percent of the state total.

**Domestic Travel-Generated Employment  
in Virginia by Industry Sector - 2015**



Domestic Travel-Generated Employment

**Table 6: Domestic Travel-Generated Employment in Virginia by Industry Sector, 2014-2015**

<b>2015</b>	Total (\$ Millions)	% of Total
Public Transportation	23.8	10.6%
Auto Transportation	8.7	3.9%
Lodging	40.0	17.9%
Foodservice	90.1	40.4%
Entertainment & Recreation	42.3	19.0%
General Retail Trade	15.1	6.8%
Travel Planning*	3.1	1.4%
<b>Total</b>	<b>223.1</b>	<b>100.0%</b>
<b>2014</b>		
Public Transportation	24.1	11.1%
Auto Transportation	8.5	3.9%
Lodging	39.3	18.1%
Foodservice	87.0	40.1%
Entertainment & Recreation	40.3	18.6%
General Retail Trade	14.9	6.9%
Travel Planning*	2.8	1.3%
<b>Total</b>	<b>216.9</b>	<b>100.0%</b>
<b>Percent Change 2015 over 2014</b>		
Public Transportation	-1.5%	
Auto Transportation	2.4%	
Lodging	1.8%	
Foodservice	3.5%	
Entertainment & Recreation	5.0%	
General Retail Trade	1.6%	
Travel Planning*	9.5%	
<b>Total</b>	<b>2.8%</b>	

Source: U.S. Travel Association

Note: \* Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses.

**Table 6a: Top Six Non-farm Industries by Employment**

Table 6a: Top Six Non-farm Industries by Employment in Virginia, 2015

<u>Rank</u>	<u>NAICS Codes*</u>	<u>Industry Name</u>	<u>Employment</u>
1	62	Health Care and Social Assistance	416,517
2	54	Professional, Scientific, and Technical Services	399,125
3	44-45	Retail Trade**	384,428
4	31-33	Manufacturing	232,667
5	n/a	<b>Travel***</b>	223,096
6	56	Administrative**	221,655

Sources: U.S. Travel Association, BLS.

\* North American Industry Classification System.

\*\*Excludes jobs attributed to domestic travel.

\*\*\* Employment generated by domestic travel spending ONLY.

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## TRAVEL-GENERATED PAYROLL

Travel-generated payroll is the wage and salary income paid to employees directly serving the traveler within the industry sectors from which these travelers purchase goods and services. Each dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

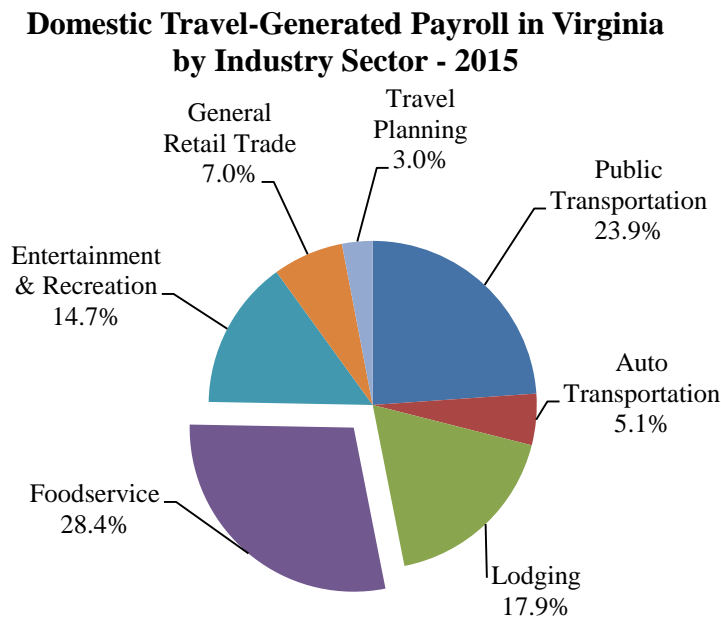
Payroll income supported by domestic travel spending reached more than \$5.3 billion in 2015, an increase of 5.0 percent from 2014.

On average, every dollar spent by domestic travelers produced 23.3 cents in payroll income for Virginia residents in 2015.

In 2015, the foodservice sector posted the largest payroll supported by domestic traveler spending above \$1.5 billion, accounting for 28.4 percent of the state total. This represents a 7.2 percent increase from 2014.

Payroll in the public transportation sector, which includes air transportation, ranked second with \$1.3 billion, up 0.6 percent from 2014 and accounting for 23.9 percent of the state total. The large share of payroll on public transportation reflected relatively high wages and salaries in the airline industry.

Wages and salaries paid to lodging industry employees accounted for 17.9 percent of the total domestic travel-supported payroll income in Virginia, up 5.3 percent from 2014 to \$957.9 million.



Domestic Travel-Generated Payroll

**Table 7: Domestic Travel-Generated Payroll in Virginia by Industry Sector, 2014-2015**

<b>2015</b>	Total (\$ Millions)	% of Total
Public Transportation	\$1,275.1	23.9%
Auto Transportation	270.0	5.1%
Lodging	957.9	17.9%
Foodservice	1,515.9	28.4%
Entertainment & Recreation	786.3	14.7%
General Retail Trade	371.5	7.0%
Travel Planning*	160.6	3.0%
<b>Total</b>	<b>\$5,337.3</b>	<b>100.0%</b>
<b>2014</b>		
Public Transportation	\$1,267.9	24.9%
Auto Transportation	258.7	5.1%
Lodging	909.3	17.9%
Foodservice	1,414.4	27.8%
Entertainment & Recreation	735.5	14.5%
General Retail Trade	354.0	7.0%
Travel Planning*	143.7	2.8%
<b>Total</b>	<b>\$5,083.6</b>	<b>100.0%</b>
<b>Percent Change 2015 over 2014</b>		
Public Transportation	0.6%	
Auto Transportation	4.4%	
Lodging	5.3%	
Foodservice	7.2%	
Entertainment & Recreation	6.9%	
General Retail Trade	4.9%	
Travel Planning*	11.7%	
<b>Total</b>	<b>5.0%</b>	

Source: U.S. Travel Association

Note: \* Refers to payroll income that goes to travel agents, tour operators, and other travel service employees who arrange passenger transportation, lodging, tours and other related services.

## TRAVEL-GENERATED TAX REVENUES

Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in Virginia. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs.

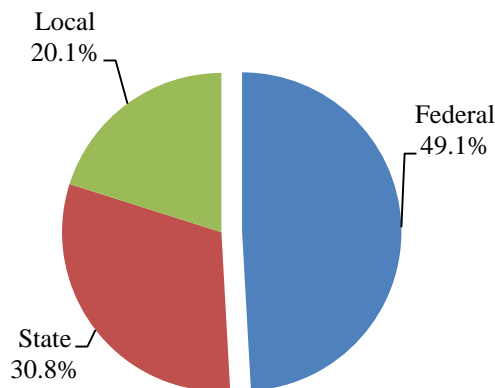
In 2015, total tax revenue generated by domestic travel in Virginia reached \$3.1 billion, up 6.2 percent from 2014. On average, each travel dollar spent by domestic travelers in Virginia produced 13.6 cents in tax receipts for federal, state and local governments in 2015.

Domestic traveler spending in Virginia generated over \$1.5 billion for the federal government in 2015 through the collection of individual and corporate income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes. This represents 49.1 percent of all domestic travel-generated tax collections in the state and a 6.5 percent increase from 2014. Each dollar spent by domestic travelers in Virginia produced 6.7 cents for federal tax coffers.

Spending by domestic travelers in Virginia also generated \$963.8 million in tax revenues for the state treasury through state sales and excise taxes, and taxes on personal and corporate income, up 6.1 percent from 2014. This comprised 30.8 percent of all travel-generated tax revenue for 2015 collected in the state. On average, each domestic travel dollar produced 4.2 cents in state tax receipts.

Local governments in Virginia directly benefited from domestic travel as well. During 2015, domestic travel spending generated \$629.5 million in local sales and property tax revenue for municipal governments, 20.1 percent of total domestic travel-generated tax revenue in the state. Each domestic travel dollar produced 2.7 cents for local tax coffers.

**Domestic Travel-Generated Tax Revenue  
in Virginia by Level of Government - 2015**





**Table 8: Domestic Travel-Generated Tax Revenue in Virginia by level of Government, 2014-2015**

<i><b>2015</b></i>	Total (\$ Millions)	% of Total
Federal Tax	\$1,537.7	49.1%
State tax	963.8	30.8%
Local Tax	629.5	20.1%
<b>Total</b>	<b>\$3,130.9</b>	<b>100.0%</b>
<i><b>2014</b></i>		
Federal Tax	\$1,443.8	49.0%
State tax	908.8	30.8%
Local Tax	595.1	20.2%
<b>Total</b>	<b>\$2,947.7</b>	<b>100.0%</b>
<i><b>Percent Change 2015 over 2014</b></i>		
Federal Tax	6.5%	
State tax	6.1%	
Local Tax	5.8%	
<b>Total</b>	<b>6.2%</b>	

Source: U.S. Travel Association

## **DOMESTIC TRAVEL IMPACT ON VIRGINIA COUNTIES AND INDEPENDENT CITIES (COUNTY EQUIVALENTS) – 2015**

Domestic travelers spent \$22.9 billion while traveling in Virginia during 2015, up 2.4 percent from 2014.

The top five localities in Virginia received nearly \$9.9 billion in direct domestic travel expenditures, accounting for 43.1 percent of the state total. Domestic traveler spending in the top five counties supported almost \$2.7 billion in payroll (50.5% of the state total) and 93,500 jobs (41.9% of the state total) in 2015.

Additionally, domestic traveler expenditures in the top five localities generated \$403.3 million in tax revenue for the state treasury (41.8 % of the state total) and \$247.0 million in tax revenue for local governments (39.2% of the state total) during 2015.

### **Domestic Travel Impact in the Top 5 Counties**

**Arlington County** led all counties in travel expenditures and payroll income directly supported by domestic traveler spending in 2015. Domestic travel expenditures in Arlington County reached close to \$3.1 billion, accounting for 13.3 percent of the state total. These expenditures supported \$970.4 million in payroll income and 25,600 jobs for county residents.

**Fairfax County** followed Arlington County closely with \$2.9 billion in domestic traveler spending in 2015, representing 12.8 percent of the state total. The payroll income and jobs directly attributable to domestic travel spending reached \$633.0 million and 29,900 jobs.

**Loudoun County** posted third in rank with \$1.6 billion in domestic expenditures that accounted for 7.1 percent of the state total. These expenditures supported \$631.6 million in payroll as well as 16,800 jobs within the county.

**Virginia Beach City** received \$1.4 billion from domestic travelers, 6.1 percent of the state total. These travel expenditures benefited county residents with \$256.3 million in payroll income and 12,900 jobs.

**Henrico County** ranked fifth with \$852.2 million in domestic traveler expenditures in 2015. These expenditures by domestic travelers supported \$203.4 million in payroll income and 8,300 jobs for county residents.

**Table 9: Domestic Travel Impact in Virginia - Top 5 Counties (Cities\*), 2014-2015**

<b>2015 Impact</b>					
<u>County</u>	<u>Expenditures</u> (\$ Millions)	<u>Payroll</u> (\$ Millions)	<u>Employment</u> (Thousands)	<u>State Tax</u> <u>Receipts</u> (\$ Millions)	<u>Local Tax</u> <u>Receipts</u> (\$ Millions)
ARLINGTON	\$3,056.7	\$970.4	25.6	\$114.9	\$85.8
FAIRFAX	2,931.6	633.0	29.9	146.1	54.1
LOUDOUN	1,639.4	631.6	16.8	43.6	25.9
VIRGINIA BEACH CITY	1,406.4	256.3	12.9	67.1	54.9
HENRICO	852.2	203.4	8.3	31.5	26.2
Top Five County Total	\$9,886.2	\$2,694.7	93.5	\$403.3	\$247.0
State Total	\$22,939.0	\$5,337.3	223.1	\$963.8	\$629.5
Share of Top 5 Counties	43.1%	50.5%	41.9%	41.8%	39.2%
<b>2014 Impact</b>					
ARLINGTON	\$2,970.8	\$920.7	24.7	\$107.8	\$80.7
FAIRFAX	2,852.0	601.2	29.0	137.2	51.0
LOUDOUN	1,593.5	599.3	16.3	41.0	24.4
VIRGINIA BEACH CITY	1,373.2	244.3	12.6	63.2	51.9
HENRICO	828.6	193.1	8.0	29.6	24.7
Top Five County Total	\$9,618.1	\$2,558.6	90.6	\$378.8	\$232.7
State Total	\$22,400.4	\$5,083.6	216.9	\$908.8	\$595.1
Share of Top 5 Counties	42.9%	50.3%	41.8%	41.7%	39.1%
<b>Percent Change, 2015 over 2014</b>					
ARLINGTON	2.9%	5.4%	3.3%	6.6%	6.3%
FAIRFAX	2.8%	5.3%	3.2%	6.5%	6.2%
LOUDOUN	2.9%	5.4%	3.3%	6.6%	6.3%
VIRGINIA BEACH CITY	2.4%	4.9%	2.8%	6.1%	5.8%
<u>HENRICO</u>	<u>2.8%</u>	<u>5.4%</u>	<u>3.3%</u>	<u>6.5%</u>	<u>6.2%</u>
Top Five County Total	2.8%	5.3%	3.2%	6.5%	6.1%
State Total	2.4%	5.0%	2.8%	6.1%	5.8%

Source: U.S. Travel Association  
\* County equivalents.

## **COUNTY (CITY) TABLES**

The following tables list the results of the County Economic Impact Component of the U.S. Travel Association's Travel Economic Impact Model for Virginia in 2015 and 2014. The estimates presented are for direct domestic travel expenditures and related economic impact.

- Table A shows the counties and cities listed alphabetically, with 2015 domestic travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue for each.
- Table B ranks the localities in order of 2015 travel expenditures from highest to lowest.
- Table C shows the percent distribution for each impact measure in 2015.
- Table D shows the percent change in 2015 over 2014 estimates for each of the measures of economic impact.
- Table E shows the counties and cities listed alphabetically, with 2014 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue for each.

Table A: Alphabetical by County, 2015

**2015 Domestic Travel Impact on Virginia****Table A: Alphabetical by County (City\*), 2015**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACCOMACK	\$185.21	\$39.36	2.10	\$8.72	\$5.58
ALBEMARLE	343.67	63.06	3.21	13.75	11.88
ALEXANDRIA CITY	771.41	133.16	6.337	35.40	25.52
ALLEGHANY	36.40	7.30	0.36	1.46	1.03
AMELIA	5.31	1.14	0.05	0.29	0.15
AMHERST	23.20	5.06	0.27	1.02	0.68
APPOMATTOX	9.90	1.96	0.10	0.46	0.29
ARLINGTON	3,056.72	970.43	25.57	114.92	85.82
AUGUSTA	116.80	20.70	1.05	5.10	3.96
BATH	260.49	32.10	1.71	7.70	3.22
BEDFORD	101.02	21.21	1.16	4.86	3.07
BLAND	13.40	2.77	0.13	0.51	0.39
BOTETOURT	55.52	8.99	0.45	2.31	1.56
BRISTOL CITY	49.37	9.20	0.47	2.33	1.45
BRUNSWICK	37.63	7.89	0.43	1.76	0.83
BUCHANAN	19.23	4.17	0.19	0.56	0.22
BUCKINGHAM	11.30	2.39	0.12	0.54	0.33
BUENA VISTA CITY	4.05	0.91	0.04	0.16	0.11
CAMPBELL	44.31	8.30	0.44	1.97	0.68
CAROLINE	91.07	12.23	0.64	3.99	2.02
CARROLL	66.37	12.42	0.65	3.08	1.94
CHARLES CITY	2.90	0.66	0.03	0.12	0.08
CHARLOTTE	13.19	2.68	0.14	0.57	0.35
CHARLOTTESVILLE CITY	225.94	48.49	2.37	9.30	7.61
CHESAPEAKE CITY	331.45	61.79	3.19	15.28	11.81
CHESTERFIELD	461.40	88.69	4.73	17.99	10.27
CLARKE	18.59	3.71	0.19	0.77	0.53
COLONIAL HEIGHTS CITY	38.90	10.17	0.52	1.74	1.53
COVINGTON CITY	5.38	1.25	0.05	0.20	0.15
CRAIG	4.12	0.85	0.05	0.17	0.14
CULPEPER	38.32	7.44	0.39	1.61	0.87
CUMBERLAND	5.65	1.03	0.05	0.29	0.16
DANVILLE CITY	83.32	16.30	0.85	3.54	1.99
DICKENSON	7.35	1.60	0.07	0.41	0.17
DINWIDDIE	13.82	2.89	0.14	0.57	0.42

Table A: Alphabetical by County, 2015

**2015 Domestic Travel Impact on Virginia****Table A: Alphabetical by County (City\*), 2015 (Continued)**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
EMPORIA CITY	25.69	4.17	0.20	1.52	0.99
ESSEX	30.94	6.75	0.36	1.40	0.90
FAIRFAX	2,931.57	633.00	29.91	146.13	54.13
FAIRFAX CITY	122.13	24.84	1.33	5.56	3.41
FALLS CHURCH CITY	37.27	11.43	0.53	2.85	1.47
FAUQUIER	168.01	32.97	1.78	8.10	2.83
FLOYD	23.28	4.35	0.22	1.04	0.68
FLUVANNA	53.25	10.61	0.53	2.45	0.71
FRANKLIN	105.26	23.33	1.28	4.15	3.09
FRANKLIN CITY	13.42	2.42	0.12	0.84	0.52
FREDERICK	131.49	25.30	1.30	5.61	3.90
FREDERICKSBURG CITY	171.40	31.40	1.61	7.46	6.76
GALAX CITY	16.54	3.02	0.15	0.77	0.40
GILES	26.05	4.66	0.24	1.25	0.80
GLOUCESTER	45.22	8.73	0.46	2.15	1.32
GOOCHLAND	22.07	4.13	0.23	0.70	0.44
GRAYSON	14.79	3.36	0.15	0.62	0.43
GREENE	18.02	4.58	0.23	0.91	0.53
GREENSVILLE	16.42	2.66	0.13	0.71	0.37
HALIFAX	46.19	10.04	0.55	1.76	0.86
HAMPTON CITY	235.03	43.96	2.33	11.33	8.05
HANOVER	219.86	48.24	2.49	8.51	4.55
HARRISONBURG CITY	114.08	21.91	1.11	4.92	4.26
HENRICO	852.19	203.42	8.27	31.48	26.22
HENRY	47.43	10.13	0.54	2.02	0.93
HIGHLAND	17.38	3.57	0.18	0.88	0.51
HOPEWELL CITY	24.12	4.58	0.24	1.14	0.98
ISLE OF WIGHT	38.26	7.51	0.38	1.83	0.87
JAMES CITY	408.39	74.60	3.93	20.97	16.83
KING AND QUEEN	3.71	0.79	0.04	0.18	0.11
KING GEORGE	20.86	4.40	0.22	0.96	0.61
KING WILLIAM	9.01	2.09	0.09	0.33	0.22
LANCASTER	85.66	14.87	0.76	3.78	2.32
LEE	11.97	3.28	0.17	0.58	0.29
LEXINGTON CITY	36.28	7.01	0.36	1.49	1.25

Table A: Alphabetical by County, 2015

**2015 Domestic Travel Impact on Virginia****Table A: Alphabetical by County (City\*), 2015 (Continued)**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
LOUDOUN	1,639.37	631.57	16.84	43.64	25.90
LOUISA	73.38	15.34	0.83	3.50	2.16
LUNENBURG	5.53	1.30	0.06	0.21	0.16
LYNCHBURG CITY	176.86	34.92	1.66	7.90	6.90
MADISON	33.73	5.69	0.28	1.40	0.97
MANASSAS CITY	67.06	11.17	0.58	3.16	1.74
MANASSAS PARK CITY	1.41	0.33	0.01	0.07	0.05
MARTINSVILLE CITY	20.41	4.14	0.22	0.94	0.52
MATHEWS	32.31	7.78	0.43	1.53	0.95
MECKLENBURG	130.94	26.48	1.39	6.14	3.84
MIDDLESEX	91.96	21.24	1.15	4.23	2.70
MONTGOMERY	139.52	26.61	1.37	6.12	2.48
NELSON	190.97	33.66	1.69	8.78	5.60
NEW KENT	33.10	7.61	0.42	1.38	0.40
NEWPORT NEWS CITY	284.42	64.12	2.92	12.00	9.67
NORFOLK CITY	764.71	197.71	7.14	28.82	23.92
NORTHAMPTON	75.94	14.66	0.81	3.62	1.45
NORTHUMBERLAND	60.07	12.03	0.62	2.63	1.74
NORTON CITY	18.95	3.18	0.16	0.89	0.82
NOTTOWAY	12.28	2.37	0.12	0.69	0.31
ORANGE	45.21	10.82	0.57	1.93	1.33
PAGE	63.68	13.29	0.70	3.18	2.36
PATRICK	26.50	5.81	0.27	1.46	0.77
PETERSBURG CITY	43.70	7.90	0.39	2.10	1.26
PITTSYLVANIA	71.18	13.36	0.64	3.80	2.04
POQUOSON CITY	2.97	0.51	0.03	0.15	0.10
PORTSMOUTH CITY	80.80	15.62	0.80	3.94	3.21
POWHATAN	8.98	1.68	0.09	0.32	0.19
PRINCE EDWARD	20.82	4.31	0.22	0.90	0.40
PRINCE GEORGE	74.40	13.99	0.74	3.28	1.11
PRINCE WILLIAM	541.58	141.48	6.22	23.57	8.39
PULASKI	54.98	11.41	0.62	2.36	1.61
RADFORD CITY	15.44	2.76	0.14	0.70	0.43
RAPPAHANNOCK	21.11	3.57	0.19	0.95	0.54
RICHMOND	30.28	11.26	0.36	1.00	0.69

Table A: Alphabetical by County, 2015

**2015 Domestic Travel Impact on Virginia****Table A: Alphabetical by County (City\*), 2015 (Continued)**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
RICHMOND CITY	679.98	158.06	6.91	25.17	23.34
ROANOKE	169.39	32.27	1.70	6.91	5.59
ROANOKE CITY	405.36	84.82	3.64	15.85	14.13
ROCKBRIDGE	121.57	18.97	0.93	5.11	2.69
ROCKINGHAM	197.74	37.42	2.00	7.65	5.23
RUSSELL	12.11	2.81	0.15	0.59	0.19
SALEM CITY	65.15	12.98	0.72	2.69	2.40
SCOTT	16.98	3.40	0.18	0.80	0.41
SHENANDOAH	203.33	33.54	1.73	9.19	5.94
SMYTH	23.87	4.74	0.24	1.42	0.48
SOUTHAMPTON	15.23	3.13	0.15	0.86	0.29
SPOTSYLVANIA	265.71	58.01	3.01	6.38	5.19
STAFFORD	127.32	26.00	1.36	5.34	3.81
STAUNTON CITY	52.38	10.72	0.55	2.11	1.94
SUFFOLK CITY	67.71	12.46	0.63	3.78	2.06
SURRY	10.17	2.33	0.10	0.49	0.30
SUSSEX	9.48	2.06	0.09	0.56	0.18
TAZEWELL	50.16	10.67	0.58	2.17	0.69
VIRGINIA BEACH CITY	1,406.35	256.26	12.92	67.10	54.93
WARREN	135.93	30.26	1.63	6.18	2.67
WASHINGTON	103.33	22.41	1.20	4.68	2.50
WAYNESBORO CITY	35.06	7.10	0.37	1.54	1.16
WESTMORELAND	60.94	14.09	0.74	2.82	1.79
WILLIAMSBURG CITY	556.99	112.73	5.82	24.41	19.07
WINCHESTER CITY	107.59	20.26	1.04	4.52	3.67
WISE	32.58	6.85	0.37	1.43	0.46
WYTHE	137.73	20.05	0.96	6.23	4.04
YORK	218.30	38.91	1.97	10.68	8.26
<b>STATE TOTALS</b>	<b>\$22,938.96</b>	<b>\$5,337.35</b>	<b>223.10</b>	<b>\$963.78</b>	<b>\$629.47</b>

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\*County equivalents



Table B: Ranking of Counties by Expenditure Levels, 2015

**2015 Domestic Travel Impact on Virginia****Table B: Ranking of Counties (Cities\*) by Expenditure Levels, 2015**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ARLINGTON	\$3,056.72	\$970.43	25.57	\$114.92	\$85.82
FAIRFAX	2,931.57	633.00	29.91	146.13	54.13
LOUDOUN	1,639.37	631.57	16.84	43.64	25.90
VIRGINIA BEACH CITY	1,406.35	256.26	12.92	67.10	54.93
HENRICO	852.19	203.42	8.27	31.48	26.22
ALEXANDRIA CITY	771.41	133.16	6.34	35.40	25.52
NORFOLK CITY	764.71	197.71	7.14	28.82	23.92
RICHMOND CITY	679.98	158.06	6.91	25.17	23.34
WILLIAMSBURG CITY	556.99	112.73	5.82	24.41	19.07
PRINCE WILLIAM	541.58	141.48	6.22	23.57	8.39
CHESTERFIELD	461.40	88.69	4.73	17.99	10.27
JAMES CITY	408.39	74.60	3.93	20.97	16.83
ROANOKE CITY	405.36	84.82	3.64	15.85	14.13
ALBEMARLE	343.67	63.06	3.21	13.75	11.88
CHESAPEAKE CITY	331.45	61.79	3.19	15.28	11.81
NEWPORT NEWS CITY	284.42	64.12	2.92	12.00	9.67
SPOTSYLVANIA	265.71	58.01	3.01	6.38	5.19
BATH	260.49	32.10	1.71	7.70	3.22
HAMPTON CITY	235.03	43.96	2.33	11.33	8.05
CHARLOTTESVILLE CITY	225.94	48.49	2.37	9.30	7.61
HANOVER	219.86	48.24	2.49	8.51	4.55
YORK	218.30	38.91	1.97	10.68	8.26
SHENANDOAH	203.33	33.54	1.73	9.19	5.94
ROCKINGHAM	197.74	37.42	2.00	7.65	5.23
NELSON	190.97	33.66	1.69	8.78	5.60
ACCOMACK	185.21	39.36	2.10	8.72	5.58
LYNCHBURG CITY	176.86	34.92	1.66	7.90	6.90
FREDERICKSBURG CITY	171.40	31.40	1.61	7.46	6.76
ROANOKE	169.39	32.27	1.70	6.91	5.59
FAUQUIER	168.01	32.97	1.78	8.10	2.83
MONTGOMERY	139.52	26.61	1.37	6.12	2.48
WYTHE	137.73	20.05	0.96	6.23	4.04
WARREN	135.93	30.26	1.63	6.18	2.67
FREDERICK	131.49	25.30	1.30	5.61	3.90
MECKLENBURG	130.94	26.48	1.39	6.14	3.84

Table B: Ranking of Counties by Expenditure Levels, 2015

## 2015 Domestic Travel Impact on Virginia

Table B: Ranking of Counties (Cities\*) by Expenditure Levels, 2015 (Continued)

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
STAFFORD	127.32	26.00	1.36	5.34	3.81
FAIRFAX CITY	122.13	24.84	1.33	5.56	3.41
ROCKBRIDGE	121.57	18.97	0.93	5.11	2.69
AUGUSTA	116.80	20.70	1.05	5.10	3.96
HARRISONBURG CITY	114.08	21.91	1.11	4.92	4.26
WINCHESTER CITY	107.59	20.26	1.04	4.52	3.67
FRANKLIN	105.26	23.33	1.28	4.15	3.09
WASHINGTON	103.33	22.41	1.20	4.68	2.50
BEDFORD	101.02	21.21	1.16	4.86	3.07
MIDDLESEX	91.96	21.24	1.15	4.23	2.70
CAROLINE	91.07	12.23	0.64	3.99	2.02
LANCASTER	85.66	14.87	0.76	3.78	2.32
DANVILLE CITY	83.32	16.30	0.85	3.54	1.99
PORTSMOUTH CITY	80.80	15.62	0.80	3.94	3.21
NORTHAMPTON	75.94	14.66	0.81	3.62	1.45
PRINCE GEORGE	74.40	13.99	0.74	3.28	1.11
LOUISA	73.38	15.34	0.83	3.50	2.16
PITTSYLVANIA	71.18	13.36	0.64	3.80	2.04
SUFFOLK CITY	67.71	12.46	0.63	3.78	2.06
MANASSAS CITY	67.06	11.17	0.58	3.16	1.74
CARROLL	66.37	12.42	0.65	3.08	1.94
SALEM CITY	65.15	12.98	0.72	2.69	2.40
PAGE	63.68	13.29	0.70	3.18	2.36
WESTMORELAND	60.94	14.09	0.74	2.82	1.79
NORTHUMBERLAND	60.07	12.03	0.62	2.63	1.74
BOTETOURT	55.52	8.99	0.45	2.31	1.56
PULASKI	54.98	11.41	0.62	2.36	1.61
FLUVANNA	53.25	10.61	0.53	2.45	0.71
STAUNTON CITY	52.38	10.72	0.55	2.11	1.94
TAZEWELL	50.16	10.67	0.58	2.17	0.69
BRISTOL CITY	49.37	9.20	0.47	2.33	1.45
HENRY	47.43	10.13	0.54	2.02	0.93
HALIFAX	46.19	10.04	0.55	1.76	0.86
GLOUCESTER	45.22	8.73	0.46	2.15	1.32
ORANGE	45.21	10.82	0.568	1.93	1.33

Table B: Ranking of Counties by Expenditure Levels, 2015

**2015 Domestic Travel Impact on Virginia****Table B: Ranking of Counties (Cities\*) by Expenditure Levels, 2015 (Continued)**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
CAMPBELL	44.31	8.30	0.44	1.97	0.68
PETERSBURG CITY	43.70	7.90	0.39	2.10	1.26
COLONIAL HEIGHTS CITY	38.90	10.17	0.52	1.74	1.53
CULPEPER	38.32	7.44	0.39	1.61	0.87
ISLE OF WIGHT	38.26	7.51	0.38	1.83	0.87
BRUNSWICK	37.63	7.89	0.43	1.76	0.83
FALLS CHURCH CITY	37.27	11.43	0.53	2.85	1.47
ALLEGHANY	36.40	7.30	0.36	1.46	1.03
LEXINGTON CITY	36.28	7.01	0.36	1.49	1.25
WAYNESBORO CITY	35.06	7.10	0.37	1.54	1.16
MADISON	33.73	5.69	0.28	1.40	0.97
NEW KENT	33.10	7.61	0.42	1.38	0.40
WISE	32.58	6.85	0.37	1.43	0.46
MATHEWS	32.31	7.78	0.43	1.53	0.95
ESSEX	30.94	6.75	0.36	1.40	0.90
RICHMOND	30.28	11.26	0.36	1.00	0.69
PATRICK	26.50	5.81	0.27	1.46	0.77
GILES	26.05	4.66	0.24	1.25	0.80
EMPORIA CITY	25.69	4.17	0.20	1.52	0.99
HOPEWELL CITY	24.12	4.58	0.24	1.14	0.98
SMYTH	23.87	4.74	0.24	1.42	0.48
FLOYD	23.28	4.35	0.22	1.04	0.68
AMHERST	23.20	5.06	0.27	1.02	0.68
GOOCHLAND	22.07	4.13	0.23	0.70	0.44
RAPPAHANNOCK	21.11	3.57	0.19	0.95	0.54
KING GEORGE	20.86	4.40	0.22	0.96	0.61
PRINCE EDWARD	20.82	4.31	0.22	0.90	0.40
MARTINSVILLE CITY	20.41	4.14	0.22	0.94	0.52
BUCHANAN	19.23	4.17	0.19	0.56	0.22
NORTON CITY	18.95	3.18	0.16	0.89	0.82
CLARKE	18.59	3.71	0.19	0.77	0.53
GREENE	18.02	4.58	0.23	0.91	0.53
HIGHLAND	17.38	3.57	0.18	0.88	0.51
SCOTT	16.98	3.40	0.18	0.80	0.41
GALAX CITY	16.54	3.02	0.15	0.77	0.40

Table B: Ranking of Counties by Expenditure Levels, 2015

## 2015 Domestic Travel Impact on Virginia

Table B: Ranking of Counties (Cities\*) by Expenditure Levels, 2015 (Continued)

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
GREENSVILLE	16.42	2.66	0.13	0.71	0.37
RADFORD CITY	15.44	2.76	0.14	0.70	0.43
SOUTHAMPTON	15.23	3.13	0.15	0.86	0.29
GRAYSON	14.79	3.36	0.15	0.62	0.43
DINWIDDIE	13.82	2.89	0.14	0.57	0.42
FRANKLIN CITY	13.42	2.42	0.12	0.84	0.52
BLAND	13.40	2.77	0.13	0.51	0.39
CHARLOTTE	13.19	2.68	0.14	0.57	0.35
NOTTOWAY	12.28	2.37	0.12	0.69	0.31
RUSSELL	12.11	2.81	0.15	0.59	0.19
LEE	11.97	3.28	0.17	0.58	0.29
BUCKINGHAM	11.30	2.39	0.12	0.54	0.33
SURRY	10.17	2.33	0.10	0.49	0.30
APPOMATTOX	9.90	1.96	0.10	0.46	0.29
SUSSEX	9.48	2.06	0.09	0.56	0.18
KING WILLIAM	9.01	2.09	0.09	0.33	0.22
POWHATAN	8.98	1.68	0.09	0.32	0.19
DICKENSON	7.35	1.60	0.07	0.41	0.17
CUMBERLAND	5.65	1.03	0.05	0.29	0.16
LUNENBURG	5.53	1.30	0.06	0.21	0.16
COVINGTON CITY	5.38	1.25	0.05	0.20	0.15
AMELIA	5.31	1.14	0.05	0.29	0.15
CRAIG	4.12	0.85	0.05	0.17	0.14
BUENA VISTA CITY	4.05	0.91	0.04	0.16	0.11
KING AND QUEEN	3.71	0.79	0.04	0.18	0.11
POQUOSON CITY	2.97	0.51	0.03	0.15	0.10
CHARLES CITY	2.90	0.66	0.03	0.12	0.08
MANASSAS PARK CITY	1.41	0.33	0.01	0.07	0.05
<b>STATE TOTALS</b>	<b>\$22,938.96</b>	<b>\$5,337.35</b>	<b>223.10</b>	<b>\$963.78</b>	<b>\$629.47</b>

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\*County equivalents.

Table C: Percent Distribution by County, 2015

## 2015 Domestic Travel Impact on Virginia

Table C: Percent Distribution by County (City\*), 2015

<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACCOMACK	0.8%	0.7%	0.9%	0.9%	0.9%
ALBEMARLE	1.5%	1.2%	1.4%	1.4%	1.9%
ALEXANDRIA CITY	3.4%	2.5%	2.8%	3.7%	4.1%
ALLEGHANY	0.2%	0.1%	0.2%	0.2%	0.2%
AMELIA	0.0%	0.0%	0.0%	0.0%	0.0%
AMHERST	0.1%	0.1%	0.1%	0.1%	0.1%
APPOMATTOX	0.0%	0.0%	0.0%	0.0%	0.0%
ARLINGTON	13.3%	18.2%	11.5%	11.9%	13.6%
AUGUSTA	0.5%	0.4%	0.5%	0.5%	0.6%
BATH	1.1%	0.6%	0.8%	0.8%	0.5%
BEDFORD	0.4%	0.4%	0.5%	0.5%	0.5%
BLAND	0.1%	0.1%	0.1%	0.1%	0.1%
BOTETOURT	0.2%	0.2%	0.2%	0.2%	0.2%
BRISTOL CITY	0.2%	0.2%	0.2%	0.2%	0.2%
BRUNSWICK	0.2%	0.1%	0.2%	0.2%	0.1%
BUCHANAN	0.1%	0.1%	0.1%	0.1%	0.0%
BUCKINGHAM	0.0%	0.0%	0.1%	0.1%	0.1%
BUENA VISTA CITY	0.0%	0.0%	0.0%	0.0%	0.0%
CAMPBELL	0.2%	0.2%	0.2%	0.2%	0.1%
CAROLINE	0.4%	0.2%	0.3%	0.4%	0.3%
CARROLL	0.3%	0.2%	0.3%	0.3%	0.3%
CHARLES CITY	0.0%	0.0%	0.0%	0.0%	0.0%
CHARLOTTE	0.1%	0.1%	0.1%	0.1%	0.1%
CHARLOTTESVILLE CITY	1.0%	0.9%	1.1%	1.0%	1.2%
CHESAPEAKE CITY	1.4%	1.2%	1.4%	1.6%	1.9%
CHESTERFIELD	2.0%	1.7%	2.1%	1.9%	1.6%
CLARKE	0.1%	0.1%	0.1%	0.1%	0.1%
COLONIAL HEIGHTS CITY	0.2%	0.2%	0.2%	0.2%	0.2%
COVINGTON CITY	0.0%	0.0%	0.0%	0.0%	0.0%
CRAIG	0.0%	0.0%	0.0%	0.0%	0.0%
CULPEPER	0.2%	0.1%	0.2%	0.2%	0.1%
CUMBERLAND	0.0%	0.0%	0.0%	0.0%	0.0%
DANVILLE CITY	0.4%	0.3%	0.4%	0.4%	0.3%
DICKENSON	0.0%	0.0%	0.0%	0.0%	0.0%
DINWIDDIE	0.1%	0.1%	0.1%	0.1%	0.1%

Table C: Percent Distribution by County, 2015

## 2015 Domestic Travel Impact on Virginia

Table C: Percent Distribution by County (City\*), 2015 (Continued)

<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
EMPORIA CITY	0.1%	0.1%	0.1%	0.2%	0.2%
ESSEX	0.1%	0.1%	0.2%	0.1%	0.1%
FAIRFAX	12.8%	11.9%	13.4%	15.2%	8.6%
FAIRFAX CITY	0.5%	0.5%	0.6%	0.6%	0.5%
FALLS CHURCH CITY	0.2%	0.2%	0.2%	0.3%	0.2%
FAUQUIER	0.7%	0.6%	0.8%	0.8%	0.4%
FLOYD	0.1%	0.1%	0.1%	0.1%	0.1%
FLUVANNA	0.2%	0.2%	0.2%	0.3%	0.1%
FRANKLIN	0.5%	0.4%	0.6%	0.4%	0.5%
FRANKLIN CITY	0.1%	0.0%	0.1%	0.1%	0.1%
FREDERICK	0.6%	0.5%	0.6%	0.6%	0.6%
FREDERICKSBURG CITY	0.7%	0.6%	0.7%	0.8%	1.1%
GALAX CITY	0.1%	0.1%	0.1%	0.1%	0.1%
GILES	0.1%	0.1%	0.1%	0.1%	0.1%
GLOUCESTER	0.2%	0.2%	0.2%	0.2%	0.2%
GOOCHLAND	0.1%	0.1%	0.1%	0.1%	0.1%
GRAYSON	0.1%	0.1%	0.1%	0.1%	0.1%
GREENE	0.1%	0.1%	0.1%	0.1%	0.1%
GREENSVILLE	0.1%	0.0%	0.1%	0.1%	0.1%
HALIFAX	0.2%	0.2%	0.2%	0.2%	0.1%
HAMPTON CITY	1.0%	0.8%	1.0%	1.2%	1.3%
HANOVER	1.0%	0.9%	1.1%	0.9%	0.7%
HARRISONBURG CITY	0.5%	0.4%	0.5%	0.5%	0.7%
HENRICO	3.7%	3.8%	3.7%	3.3%	4.2%
HENRY	0.2%	0.2%	0.2%	0.2%	0.1%
HIGHLAND	0.1%	0.1%	0.1%	0.1%	0.1%
HOPEWELL CITY	0.1%	0.1%	0.1%	0.1%	0.2%
ISLE OF WIGHT	0.2%	0.1%	0.2%	0.2%	0.1%
JAMES CITY	1.8%	1.4%	1.8%	2.2%	2.7%
KING AND QUEEN	0.0%	0.0%	0.0%	0.0%	0.0%
KING GEORGE	0.1%	0.1%	0.1%	0.1%	0.1%
KING WILLIAM	0.0%	0.0%	0.0%	0.0%	0.0%
LANCASTER	0.4%	0.3%	0.3%	0.4%	0.4%
LEE	0.1%	0.1%	0.1%	0.1%	0.0%
LEXINGTON CITY	0.2%	0.1%	0.2%	0.2%	0.2%

Table C: Percent Distribution by County, 2015

**2015 Domestic Travel Impact on Virginia****Table C: Percent Distribution by County (City\*), 2015 (Continued)**

<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LOUDOUN	7.1%	11.8%	7.5%	4.5%	4.1%
LOUISA	0.3%	0.3%	0.4%	0.4%	0.3%
LUNENBURG	0.0%	0.0%	0.0%	0.0%	0.0%
LYNCHBURG CITY	0.8%	0.7%	0.7%	0.8%	1.1%
MADISON	0.1%	0.1%	0.1%	0.1%	0.2%
MANASSAS CITY	0.3%	0.2%	0.3%	0.3%	0.3%
MANASSAS PARK CITY	0.0%	0.0%	0.0%	0.0%	0.0%
MARTINSVILLE CITY	0.1%	0.1%	0.1%	0.1%	0.1%
MATHEWS	0.1%	0.1%	0.2%	0.2%	0.2%
MECKLENBURG	0.6%	0.5%	0.6%	0.6%	0.6%
MIDDLESEX	0.4%	0.4%	0.5%	0.4%	0.4%
MONTGOMERY	0.6%	0.5%	0.6%	0.6%	0.4%
NELSON	0.8%	0.6%	0.8%	0.9%	0.9%
NEW KENT	0.1%	0.1%	0.2%	0.1%	0.1%
NEWPORT NEWS CITY	1.2%	1.2%	1.3%	1.2%	1.5%
NORFOLK CITY	3.3%	3.7%	3.2%	3.0%	3.8%
NORTHAMPTON	0.3%	0.3%	0.4%	0.4%	0.2%
NORTHUMBERLAND	0.3%	0.2%	0.3%	0.3%	0.3%
NORTON CITY	0.1%	0.1%	0.1%	0.1%	0.1%
NOTTOWAY	0.1%	0.0%	0.1%	0.1%	0.0%
ORANGE	0.2%	0.2%	0.3%	0.2%	0.2%
PAGE	0.3%	0.2%	0.3%	0.3%	0.4%
PATRICK	0.1%	0.1%	0.1%	0.2%	0.1%
PETERSBURG CITY	0.2%	0.1%	0.2%	0.2%	0.2%
PITTSYLVANIA	0.3%	0.3%	0.3%	0.4%	0.3%
POQUOSON CITY	0.0%	0.0%	0.0%	0.0%	0.0%
PORTSMOUTH CITY	0.4%	0.3%	0.4%	0.4%	0.5%
POWHATAN	0.0%	0.0%	0.0%	0.0%	0.0%
PRINCE EDWARD	0.1%	0.1%	0.1%	0.1%	0.1%
PRINCE GEORGE	0.3%	0.3%	0.3%	0.3%	0.2%
PRINCE WILLIAM	2.4%	2.7%	2.8%	2.4%	1.3%
PULASKI	0.2%	0.2%	0.3%	0.2%	0.3%
RADFORD CITY	0.1%	0.1%	0.1%	0.1%	0.1%
RAPPAHANNOCK	0.1%	0.1%	0.1%	0.1%	0.1%
RICHMOND	0.1%	0.2%	0.2%	0.1%	0.1%

Table C: Percent Distribution by County, 2015

**2015 Domestic Travel Impact on Virginia****Table C: Percent Distribution by County (City\*), 2015 (Continued)**

<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
RICHMOND CITY	3.0%	3.0%	3.1%	2.6%	3.7%
ROANOKE	0.7%	0.6%	0.8%	0.7%	0.9%
ROANOKE CITY	1.8%	1.6%	1.6%	1.6%	2.2%
ROCKBRIDGE	0.5%	0.4%	0.4%	0.5%	0.4%
ROCKINGHAM	0.9%	0.7%	0.9%	0.8%	0.8%
RUSSELL	0.1%	0.1%	0.1%	0.1%	0.0%
SALEM CITY	0.3%	0.2%	0.3%	0.3%	0.4%
SCOTT	0.1%	0.1%	0.1%	0.1%	0.1%
SHENANDOAH	0.9%	0.6%	0.8%	1.0%	0.9%
SMYTH	0.1%	0.1%	0.1%	0.1%	0.1%
SOUTHAMPTON	0.1%	0.1%	0.1%	0.1%	0.0%
SPOTSYLVANIA	1.2%	1.1%	1.4%	0.7%	0.8%
STAFFORD	0.6%	0.5%	0.6%	0.6%	0.6%
STAUNTON CITY	0.2%	0.2%	0.2%	0.2%	0.3%
SUFFOLK CITY	0.3%	0.2%	0.3%	0.4%	0.3%
SURRY	0.0%	0.0%	0.0%	0.1%	0.0%
SUSSEX	0.0%	0.0%	0.0%	0.1%	0.0%
TAZEWELL	0.2%	0.2%	0.3%	0.2%	0.1%
VIRGINIA BEACH CITY	6.1%	4.8%	5.8%	7.0%	8.7%
WARREN	0.6%	0.6%	0.7%	0.6%	0.4%
WASHINGTON	0.5%	0.4%	0.5%	0.5%	0.4%
WAYNESBORO CITY	0.2%	0.1%	0.2%	0.2%	0.2%
WESTMORELAND	0.3%	0.3%	0.3%	0.3%	0.3%
WILLIAMSBURG CITY	2.4%	2.1%	2.6%	2.5%	3.0%
WINCHESTER CITY	0.5%	0.4%	0.5%	0.5%	0.6%
WISE	0.1%	0.1%	0.2%	0.1%	0.1%
WYTHE	0.6%	0.4%	0.4%	0.6%	0.6%
YORK	1.0%	0.7%	0.9%	1.1%	1.3%
<b>STATE TOTALS</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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\*County equivalent.



Table D: Percent Change from 2014

## 2015 Domestic Travel Impact on Virginia

## Table D: Percent Change from 2014

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACCOMACK	2.5%	5.0%	2.9%	6.2%	5.9%
ALBEMARLE	3.0%	5.5%	3.4%	6.7%	6.4%
ALEXANDRIA CITY	2.3%	4.8%	2.7%	5.9%	5.6%
ALLEGHANY	3.8%	6.3%	4.2%	7.5%	7.2%
AMELIA	-2.3%	0.1%	-1.9%	1.2%	0.9%
AMHERST	-1.4%	1.0%	-1.0%	2.1%	1.8%
APPOMATTOX	-0.9%	1.5%	-0.5%	2.6%	2.3%
ARLINGTON	2.9%	5.4%	3.3%	6.6%	6.3%
AUGUSTA	1.5%	4.0%	1.9%	5.2%	4.9%
BATH	0.1%	2.6%	0.5%	3.7%	3.4%
BEDFORD	3.1%	5.6%	3.5%	6.8%	6.5%
BLAND	0.1%	2.5%	0.5%	3.6%	3.4%
BOTETOURT	0.0%	2.5%	0.4%	3.6%	3.3%
BRISTOL CITY	4.5%	7.1%	5.0%	8.3%	8.0%
BRUNSWICK	1.7%	4.2%	2.1%	5.3%	5.0%
BUCHANAN	-1.1%	1.3%	-0.7%	2.4%	2.2%
BUCKINGHAM	-2.7%	-0.3%	-2.3%	0.8%	0.5%
BUENA VISTA CITY	0.0%	2.4%	0.4%	3.6%	3.3%
CAMPBELL	1.7%	4.2%	2.1%	5.3%	5.0%
CAROLINE	0.2%	2.6%	0.6%	3.8%	3.5%
CARROLL	2.4%	4.9%	2.8%	6.1%	5.8%
CHARLES CITY	2.7%	5.2%	3.1%	6.3%	6.0%
CHARLOTTE	0.2%	2.7%	0.6%	3.8%	3.5%
CHARLOTTESVILLE CITY	2.8%	5.3%	3.2%	6.5%	6.2%
CHESAPEAKE CITY	2.2%	4.7%	2.6%	5.8%	5.5%
CHESTERFIELD	2.7%	5.2%	3.1%	6.4%	6.1%
CLARKE	0.1%	2.5%	0.5%	3.6%	3.3%
COLONIAL HEIGHTS CITY	1.5%	3.9%	1.9%	5.1%	4.8%
COVINGTON CITY	-3.0%	-0.6%	-2.6%	0.5%	0.2%
CRAIG	0.5%	2.9%	0.9%	4.1%	3.8%
CULPEPER	2.9%	5.4%	3.3%	6.6%	6.3%
CUMBERLAND	-0.9%	1.6%	-0.5%	2.7%	2.4%
DANVILLE CITY	0.1%	2.6%	0.5%	3.7%	3.4%
DICKENSON	-1.5%	0.9%	-1.0%	2.1%	1.8%
DINWIDDIE	2.2%	4.7%	2.6%	5.9%	5.6%

Table D: Percent Change from 2014

## 2015 Domestic Travel Impact on Virginia

Table D: Percent Change from 2014 (Continued)

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
EMPORIA CITY	1.3%	3.7%	1.7%	4.9%	4.6%
ESSEX	0.5%	2.9%	0.9%	4.1%	3.8%
FAIRFAX	2.8%	5.3%	3.2%	6.5%	6.2%
FAIRFAX CITY	0.4%	2.9%	0.8%	4.0%	3.7%
FALLS CHURCH CITY	4.0%	6.5%	4.4%	7.7%	7.4%
FAUQUIER	3.5%	6.0%	3.9%	7.2%	6.9%
FLOYD	2.0%	4.5%	2.4%	5.7%	5.4%
FLUVANNA	-1.0%	1.4%	-0.6%	2.6%	2.3%
FRANKLIN	2.8%	5.3%	3.2%	6.5%	6.2%
FRANKLIN CITY	-1.2%	1.2%	-0.8%	2.3%	2.0%
FREDERICK	1.2%	3.7%	1.6%	4.8%	4.5%
FREDERICKSBURG CITY	4.1%	6.6%	4.5%	7.8%	7.5%
GALAX CITY	0.3%	2.8%	0.7%	3.9%	3.6%
GILES	0.5%	2.9%	0.9%	4.1%	3.8%
GLOUCESTER	0.1%	2.6%	0.6%	3.7%	3.4%
GOOCHLAND	0.2%	2.7%	0.6%	3.8%	3.5%
GRAYSON	2.7%	5.2%	3.1%	6.4%	6.1%
GREENE	0.0%	2.4%	0.4%	3.6%	3.3%
GREENSVILLE	1.1%	3.6%	1.5%	4.8%	4.5%
HALIFAX	1.6%	4.1%	2.1%	5.3%	5.0%
HAMPTON CITY	1.3%	3.7%	1.7%	4.9%	4.6%
HANOVER	2.3%	4.7%	2.7%	5.9%	5.6%
HARRISONBURG CITY	1.2%	3.7%	1.6%	4.8%	4.5%
HENRICO	2.8%	5.4%	3.3%	6.5%	6.2%
HENRY	2.4%	4.9%	2.8%	6.1%	5.8%
HIGHLAND	0.2%	2.6%	0.6%	3.8%	3.5%
HOPEWELL CITY	-1.2%	1.2%	-0.8%	2.3%	2.1%
ISLE OF WIGHT	2.3%	4.8%	2.7%	5.9%	5.6%
JAMES CITY	2.7%	5.2%	3.1%	6.4%	6.1%
KING AND QUEEN	0.8%	3.2%	1.2%	4.4%	4.1%
KING GEORGE	0.2%	2.7%	0.6%	3.8%	3.5%
KING WILLIAM	-2.7%	-0.3%	-2.3%	0.8%	0.5%
LANCASTER	1.2%	3.7%	1.6%	4.8%	4.5%
LEE	0.0%	2.5%	0.4%	3.6%	3.3%
LEXINGTON CITY	2.2%	4.7%	2.6%	5.9%	5.6%

Table D: Percent Change from 2014

**2015 Domestic Travel Impact on Virginia****Table D: Percent Change from 2014 (Continued)**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
LOUDOUN	2.9%	5.4%	3.3%	6.6%	6.3%
LOUISA	2.4%	4.9%	2.8%	6.1%	5.8%
LUNENBURG	-2.2%	0.1%	-1.8%	1.3%	1.0%
LYNCHBURG CITY	1.8%	4.3%	2.2%	5.4%	5.1%
MADISON	1.2%	3.6%	1.6%	4.8%	4.5%
MANASSAS CITY	0.1%	2.6%	0.5%	3.7%	3.4%
MANASSAS PARK CITY	1.7%	4.2%	2.1%	5.3%	5.0%
MARTINSVILLE CITY	3.0%	5.5%	3.4%	6.7%	6.4%
MATHEWS	1.3%	3.7%	1.7%	4.9%	4.6%
MECKLENBURG	3.0%	5.5%	3.4%	6.7%	6.3%
MIDDLESEX	1.8%	4.3%	2.2%	5.5%	5.2%
MONTGOMERY	2.3%	4.8%	2.8%	6.0%	5.7%
NELSON	3.1%	5.6%	3.5%	6.8%	6.5%
NEW KENT	0.2%	2.7%	0.6%	3.8%	3.5%
NEWPORT NEWS CITY	2.4%	4.9%	2.8%	6.1%	5.7%
NORFOLK CITY	2.7%	5.2%	3.1%	6.3%	6.0%
NORTHAMPTON	3.0%	5.5%	3.4%	6.7%	6.4%
NORTHUMBERLAND	2.4%	4.9%	2.9%	6.1%	5.8%
NORTON CITY	2.6%	5.1%	3.0%	6.2%	5.9%
NOTTOWAY	-2.6%	-0.3%	-2.2%	0.9%	0.6%
ORANGE	0.2%	2.7%	0.6%	3.8%	3.5%
PAGE	0.1%	2.5%	0.5%	3.7%	3.4%
PATRICK	0.9%	3.4%	1.3%	4.5%	4.2%
PETERSBURG CITY	-1.9%	0.5%	-1.5%	1.6%	1.4%
PITTSYLVANIA	1.7%	4.1%	2.1%	5.3%	5.0%
POQUOSON CITY	2.4%	4.9%	2.8%	6.0%	5.7%
PORTSMOUTH CITY	1.9%	4.3%	2.3%	5.5%	5.2%
POWHATAN	0.5%	2.9%	0.9%	4.1%	3.8%
PRINCE EDWARD	2.6%	5.1%	3.0%	6.3%	6.0%
PRINCE GEORGE	2.6%	5.1%	3.0%	6.2%	5.9%
PRINCE WILLIAM	3.1%	5.6%	3.5%	6.8%	6.5%
PULASKI	2.0%	4.4%	2.4%	5.6%	5.3%
RADFORD CITY	0.1%	2.5%	0.5%	3.7%	3.4%
RAPPAHANNOCK	0.0%	2.5%	0.4%	3.6%	3.3%
RICHMOND	2.8%	5.3%	3.2%	6.5%	6.2%

Table D: Percent Change from 2014

**2015 Domestic Travel Impact on Virginia****Table D: Percent Change from 2014 (Continued)**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
RICHMOND CITY	2.6%	5.1%	3.1%	6.3%	6.0%
ROANOKE	2.9%	5.4%	3.3%	6.6%	6.3%
ROANOKE CITY	2.1%	4.6%	2.5%	5.8%	5.5%
ROCKBRIDGE	0.1%	2.6%	0.5%	3.7%	3.4%
ROCKINGHAM	3.1%	5.6%	3.5%	6.8%	6.5%
RUSSELL	0.1%	2.5%	0.5%	3.7%	3.4%
SALEM CITY	0.4%	2.8%	0.8%	4.0%	3.7%
SCOTT	2.7%	5.2%	3.2%	6.4%	6.1%
SHENANDOAH	1.8%	4.2%	2.2%	5.4%	5.1%
SMYTH	1.9%	4.4%	2.3%	5.6%	5.3%
SOUTHAMPTON	1.2%	3.6%	1.6%	4.8%	4.5%
SPOTSYLVANIA	2.9%	5.4%	3.4%	6.6%	6.3%
STAFFORD	2.9%	5.4%	3.3%	6.6%	6.3%
STAUNTON CITY	1.4%	3.9%	1.8%	5.0%	4.7%
SUFFOLK CITY	0.4%	2.9%	0.8%	4.0%	3.7%
SURRY	1.7%	4.1%	2.1%	5.3%	5.0%
SUSSEX	0.7%	3.1%	1.1%	4.3%	4.0%
TAZEWELL	-0.6%	1.9%	-0.2%	3.0%	2.7%
VIRGINIA BEACH CITY	2.4%	4.9%	2.8%	6.1%	5.8%
WARREN	1.4%	3.9%	1.8%	5.1%	4.8%
WASHINGTON	1.8%	4.3%	2.2%	5.5%	5.2%
WAYNESBORO CITY	0.6%	3.0%	1.0%	4.2%	3.9%
WESTMORELAND	2.5%	5.0%	2.9%	6.2%	5.9%
WILLIAMSBURG CITY	2.7%	5.2%	3.1%	6.4%	6.1%
WINCHESTER CITY	1.9%	4.4%	2.3%	5.6%	5.3%
WISE	0.7%	3.1%	1.1%	4.3%	4.0%
WYTHE	0.1%	2.5%	0.5%	3.6%	3.4%
YORK	3.4%	5.9%	3.8%	7.1%	6.8%
<b>STATE TOTALS</b>	<b>2.4%</b>	<b>5.0%</b>	<b>2.8%</b>	<b>6.1%</b>	<b>5.8%</b>

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Table E: Alphabetical by County, 2014

**2014 Domestic Travel Impact on Virginia**  
**Table E: Alphabetical by County (City\*), 2014**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
ACCOMACK	\$180.68	\$37.48	2.04	\$8.21	\$5.27
ALBEMARLE	333.66	59.77	3.10	12.89	11.16
ALEXANDRIA CITY	754.27	127.11	6.1708	33.42	24.16
ALLEGHANY	35.07	6.87	0.35	1.35	0.96
AMELIA	5.43	1.14	0.05	0.29	0.15
AMHERST	23.54	5.01	0.28	1.00	0.66
APPOMATTOX	10.00	1.93	0.10	0.45	0.28
ARLINGTON	2,970.81	920.72	24.75	107.82	80.75
AUGUSTA	115.05	19.91	1.03	4.85	3.78
BATH	260.16	31.30	1.70	7.42	3.11
BEDFORD	97.98	20.08	1.12	4.55	2.89
BLAND	13.39	2.70	0.13	0.49	0.37
BOTETOURT	55.51	8.78	0.45	2.23	1.51
BRISTOL CITY	47.22	8.59	0.45	2.15	1.34
BRUNSWICK	37.00	7.58	0.42	1.67	0.79
BUCHANAN	19.44	4.12	0.19	0.55	0.21
BUCKINGHAM	11.61	2.40	0.12	0.54	0.33
BUENA VISTA CITY	4.05	0.88	0.04	0.15	0.11
CAMPBELL	43.58	7.97	0.43	1.87	0.65
CAROLINE	90.91	11.92	0.64	3.84	1.95
CARROLL	64.81	11.84	0.63	2.91	1.84
CHARLES CITY	2.82	0.63	0.03	0.11	0.08
CHARLOTTE	13.16	2.61	0.14	0.55	0.34
CHARLOTTESVILLE CITY	219.73	46.03	2.30	8.73	7.16
CHESAPEAKE CITY	324.39	59.03	3.11	14.44	11.19
CHESTERFIELD	449.19	84.29	4.59	16.91	9.68
CLARKE	18.58	3.62	0.19	0.74	0.52
COLONIAL HEIGHTS CITY	38.34	9.78	0.51	1.66	1.46
COVINGTON CITY	5.55	1.26	0.06	0.20	0.15
CRAIG	4.10	0.82	0.05	0.17	0.14
CULPEPER	37.24	7.06	0.38	1.51	0.82
CUMBERLAND	5.70	1.01	0.05	0.28	0.16
DANVILLE CITY	83.21	15.89	0.85	3.42	1.92
DICKENSON	7.45	1.59	0.08	0.40	0.16
DINWIDDIE	13.53	2.76	0.14	0.54	0.40

Table E: Alphabetical by County, 2014

## 2014 Domestic Travel Impact on Virginia

Table E: Alphabetical by County (City\*), 2014 (Continued)

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
EMPORIA CITY	25.37	4.02	0.20	1.45	0.95
ESSEX	30.80	6.56	0.36	1.34	0.87
FAIRFAX	2,852.04	601.19	28.98	137.24	50.99
FAIRFAX CITY	121.62	24.14	1.32	5.34	3.29
FALLS CHURCH CITY	35.85	10.73	0.50	2.65	1.37
FAUQUIER	162.33	31.09	1.71	7.55	2.65
FLOYD	22.82	4.16	0.22	0.99	0.65
FLUVANNA	53.77	10.46	0.53	2.39	0.70
FRANKLIN	102.42	22.16	1.24	3.90	2.91
FRANKLIN CITY	13.58	2.39	0.12	0.83	0.51
FREDERICK	129.95	24.41	1.28	5.36	3.73
FREDERICKSBURG CITY	164.72	29.46	1.54	6.92	6.29
GALAX CITY	16.49	2.94	0.15	0.75	0.39
GILES	25.92	4.53	0.24	1.20	0.77
GLOUCESTER	45.15	8.51	0.46	2.07	1.27
GOOCHLAND	22.02	4.02	0.23	0.67	0.43
GRAYSON	14.40	3.20	0.14	0.58	0.41
GREENE	18.02	4.47	0.22	0.87	0.51
GREENSVILLE	16.23	2.57	0.13	0.68	0.35
HALIFAX	45.44	9.64	0.54	1.67	0.82
HAMPTON CITY	232.10	42.38	2.29	10.80	7.70
HANOVER	215.01	46.06	2.43	8.04	4.30
HARRISONBURG CITY	112.73	21.13	1.10	4.69	4.08
HENRICO	828.60	193.09	8.01	29.55	24.68
HENRY	46.32	9.65	0.52	1.90	0.88
HIGHLAND	17.35	3.47	0.18	0.84	0.49
HOPEWELL CITY	24.41	4.53	0.24	1.11	0.96
ISLE OF WIGHT	37.41	7.17	0.37	1.73	0.82
JAMES CITY	397.55	70.90	3.81	19.70	15.86
KING AND QUEEN	3.68	0.76	0.04	0.17	0.10
KING GEORGE	20.81	4.29	0.22	0.93	0.59
KING WILLIAM	9.26	2.09	0.09	0.33	0.22
LANCASTER	84.65	14.34	0.75	3.60	2.22
LEE	11.97	3.20	0.17	0.56	0.28
LEXINGTON CITY	35.50	6.70	0.35	1.41	1.19

Table E: Alphabetical by County, 2014

**2014 Domestic Travel Impact on Virginia****Table E: Alphabetical by County (City\*), 2014 (Continued)**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
LOUDOUN	1,593.50	599.30	16.30	40.95	24.38
LOUISA	71.67	14.63	0.80	3.30	2.04
LUNENBURG	5.66	1.30	0.06	0.21	0.16
LYNCHBURG CITY	173.77	33.49	1.63	7.50	6.56
MADISON	33.35	5.49	0.27	1.33	0.93
MANASSAS CITY	66.98	10.89	0.57	3.04	1.68
MANASSAS PARK CITY	1.39	0.31	0.01	0.07	0.05
MARTINSVILLE CITY	19.82	3.92	0.21	0.88	0.49
MATHEWS	31.91	7.50	0.42	1.45	0.91
MECKLENBURG	127.18	25.11	1.35	5.76	3.61
MIDDLESEX	90.32	20.36	1.12	4.01	2.57
MONTGOMERY	136.33	25.38	1.33	5.77	2.34
NELSON	185.19	31.87	1.63	8.22	5.26
NEW KENT	33.03	7.41	0.41	1.33	0.38
NEWPORT NEWS CITY	277.81	61.14	2.84	11.31	9.15
NORFOLK CITY	744.96	188.02	6.92	27.11	22.56
NORTHAMPTON	73.75	13.90	0.78	3.39	1.37
NORTHUMBERLAND	58.64	11.46	0.60	2.48	1.64
NORTON CITY	18.48	3.03	0.16	0.84	0.77
NOTTOWAY	12.61	2.38	0.12	0.69	0.31
ORANGE	45.11	10.54	0.56	1.86	1.29
PAGE	63.61	12.97	0.70	3.07	2.28
PATRICK	26.26	5.62	0.27	1.39	0.74
PETERSBURG CITY	44.54	7.86	0.40	2.06	1.24
PITTSYLVANIA	70.01	12.83	0.63	3.61	1.94
POQUOSON CITY	2.90	0.49	0.03	0.14	0.09
PORTSMOUTH CITY	79.33	14.98	0.78	3.73	3.05
POWHATAN	8.93	1.63	0.09	0.30	0.18
PRINCE EDWARD	20.30	4.10	0.21	0.84	0.37
PRINCE GEORGE	72.54	13.31	0.72	3.09	1.05
PRINCE WILLIAM	525.25	133.95	6.01	22.07	7.88
PULASKI	53.92	10.92	0.60	2.23	1.52
RADFORD CITY	15.42	2.69	0.14	0.67	0.42
RAPPAHANNOCK	21.10	3.48	0.19	0.92	0.52
RICHMOND	29.46	10.70	0.34	0.94	0.65

Table E: Alphabetical by County, 2014

**2014 Domestic Travel Impact on Virginia****Table E: Alphabetical by County (City\*), 2014 (Continued)**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
RICHMOND CITY	662.46	150.33	6.71	23.67	22.01
ROANOKE	164.65	30.62	1.64	6.48	5.26
ROANOKE CITY	396.99	81.09	3.55	14.99	13.40
ROCKBRIDGE	121.43	18.50	0.93	4.92	2.60
ROCKINGHAM	191.75	35.42	1.93	7.16	4.91
RUSSELL	12.10	2.74	0.15	0.57	0.18
SALEM CITY	64.89	12.62	0.72	2.59	2.31
SCOTT	16.53	3.23	0.17	0.75	0.39
SHENANDOAH	199.83	32.18	1.70	8.71	5.65
SMYTH	23.42	4.54	0.23	1.34	0.46
SOUTHAMPTON	15.06	3.02	0.15	0.82	0.28
SPOTSYLVANIA	258.13	55.02	2.91	5.99	4.88
STAFFORD	123.73	24.67	1.32	5.01	3.58
STAUNTON CITY	51.66	10.32	0.54	2.01	1.85
SUFFOLK CITY	67.44	12.11	0.63	3.63	1.99
SURRY	10.01	2.24	0.10	0.47	0.28
SUSSEX	9.41	2.00	0.09	0.53	0.18
TAZEWELL	50.44	10.48	0.58	2.10	0.67
VIRGINIA BEACH CITY	1,373.15	244.26	12.57	63.24	51.92
WARREN	134.03	29.13	1.60	5.88	2.55
WASHINGTON	101.50	21.49	1.17	4.44	2.38
WAYNESBORO CITY	34.86	6.89	0.36	1.48	1.12
WESTMORELAND	59.44	13.42	0.72	2.65	1.69
WILLIAMSBURG CITY	542.27	107.14	5.64	22.94	17.98
WINCHESTER CITY	105.59	19.41	1.02	4.29	3.48
WISE	32.36	6.64	0.36	1.37	0.44
WYTHE	137.65	19.56	0.96	6.01	3.91
YORK	211.15	36.74	1.90	9.97	7.74
<b>STATE TOTALS</b>	<b>\$22,400.43</b>	<b>\$5,083.63</b>	<b>216.95</b>	<b>\$908.76</b>	<b>\$595.14</b>

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\*County equivalents.



**APPENDICES**

## Appendix A: Travel Economic Impact Model

### Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at U.S. Travel Association to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of a variety of travel categories (described in Appendix B: Glossary of Terms). The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

### Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight and day trips to visit places 50 miles away or more, one way, from home, or any overnight trips away from home in paid accommodations.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 18 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

Travel *expenditure* is assumed to take place whenever traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into related categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually takes place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

*Economic impact* is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

*Employment* represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on non-agricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

## **Description of the Model**

### *Estimates of Travel Expenditures*

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Eighteen (18) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 18 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations. The estimates derived through the cost factor method are also validated through three additional methods: Household travel spending ratio method - the ratio of out of town spending to total household spending; Trip expenditure ratio method – the ratio of each travel spending category in a trip to that trip’s total expenditures; and economic and business statistics validations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by U.S. Travel Association, The Bureau of Labor Statistics’ Survey of Consumer Expenditures, Smith Travel Research’s Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries’ (OTTI) Survey of International Air Travelers and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

### *Estimates of Business Receipts, Payroll and Employment*

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 18 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates. The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

### Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

### Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level. Consumer survey data are not used in locality impact estimates due to small sample size issue.

The data used to estimate the local area shares includes sales, employment, payroll and taxes for all travel-related industry categories. Local data provided by states such as sales/tax receipts, employment and wages, attraction attendances, etc. are critical inputs. County and local sales, establishments, employment and payroll data derived from Economic Census, County Business Patterns and the Quarterly Census of Employment and Wages (QCEW) are also used in the model.

## **Limitations of the Study**

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

## **Appendix B: Glossary of Terms – TEIM**

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on other transportation.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

## Appendix C: Travel-Related Industry by NAICS

**Travel industry categories:** With the transition to NAICS, the U.S. Travel Association has adjusted its selection of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, U.S. Travel Association's Travel Economic Impact Model tracks business activity in seven (7) major travel-related industry groups. The industry groups and subcategories used in the model are outlined below, followed by a detailed table of NAICS Codes. The share of travel in each of listed industries will depend on travel spending estimates for the related categories and are different from industries and areas.

**Automobile Transportation:** Gasoline service stations, passenger car rental, motor vehicle/parts dealers, automotive repairs and maintenance.

**Entertainment/Recreation industry:** Entertainment, art and recreation industry.

**Foodservice industry:** Eating & drinking places, and grocery stores.

**Retail Trade industry:** General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops, and other retail stores.

**Lodging industry:** This industry includes hotels, motels, and motor hotels, camps and trailer parks.

**Public Transportation industry:** Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."

**Travel Arrangement industry:** This includes travel agencies, tour operators, and other travel arrangement & reservation services.

## TRAVEL RELATED INDUSTRY BY NAICS

### Accommodations

7211 Traveler Accommodations  
7212 Recreational Vehicle Parks & Campgrounds

### Auto Transportation

532111 Passenger Car Rental  
447 Gasoline Stations  
4411 Automobile Dealers  
4412 Other Motor Vehicle Dealers  
4413 Automotive Parts, Accessories and Tire Stores  
8111 Automotive Repair and Maintenance

### Entertainment and Recreation

711 Performing Arts, Spectator Sports & Related Industries  
712 Museums, Historical Sites & Similar Institutions  
713 Amusement, Gambling & Recreation

### Food

7221 Full service Restaurants  
7222 Limited Service Eating Places  
7224 Drinking Places  
445 Food and Beverage stores

### Public Transportation

481 Passenger Air Transportation  
4881 Airport Support Activities  
4821 Rail Transportation  
4852 Interurban and Rural Bus Transportation  
4853 Taxi & Limousine Services  
485510 Charter Bus  
483112 Deep Sea Passenger Transportation  
483114 Coastal and Great Lakes Passenger Transportation  
483212 Inland Water Passenger Transportation  
487 Scenic & Sightseeing Transportation

### Retail

451 Sporting Goods, Hobby, Book, and Music Stores  
452 General Merchandise Stores  
453 Miscellaneous Store Retailers  
443 Electronics and Appliance Stores  
444 Building Material and Garden Equipment and Supplies Dealers  
446 Health and Personal Care Stores  
448 Clothing and Clothing Accessories Stores

### Travel Arrangement

5615 Travel Arrangement & Reservation Services (includes travel agencies and tour operators)

**Appendix D: Major Industry Sectors in the U.S. Economy by NAICS**

**Appendix F: Industry Sectors in the U.S. Economy**

<b>NAICS*</b>	<b>NAICS Industry Names</b>
NAICS 11:	Agriculture, forestry, fishing and hunting
NAICS 21:	Mining
NAICS 22:	Utilities
NAICS 23:	Construction
NAICS 31-33:	Manufacturing
NAICS 42:	Wholesale Trade
NAICS 44-45:	Retail Trade
NAICS 48-49:	Transportation and Warehousing
NAICS 51:	Information
NAICS 52:	Finance and insurance
NAICS 53:	Real estate and rental and leasing
NAICS 54:	Professional, Scientific, and Technical Services
NAICS 55:	Management of companies and enterprises
NAICS 56:	Administrative and Support and Waste Management and Remediation Services
NAICS 61:	Educational Services
NAICS 62:	Health Care and Social Assistance
NAICS 71:	Arts, entertainment, and recreation
NAICS 72:	Accommodation and Food Services
NAICS 81:	Other services, except public administration

*\*The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the Standard Industrial Classification (SIC) system. It was developed jointly by the U.S. Economic Classification Policy Committee (ECPC), Statistics Canada, and Mexico's Instituto Nacional de Estadística y Geografía, to allow for a high level of comparability in business statistics among the North American countries.*

## **Appendix E: Sources of Data**

This appendix presents the sources of data used in this report.

### **Organizations**

Airlines for America (A4A), (formerly known as Air Transport Association of America - ATA)

American Automobile Association

Amtrak

Bureau of Census, U.S. Department of Commerce

Bureau of Economic Analysis, U.S. Department of Commerce

Bureau of Labor Statistics, U.S. Department of Labor

Bureau of Transportation Statistics, U.S. Department of Commerce

Federal Aviation Administration, U.S. Department of Transportation

Federal Highway Administration, U.S. Department of Transportation

National Park Service

Virginia Tourism Authority

Virginia Department of Taxation

Smith Travel Research

Office of Travel and Tourism Industries/International Trade Administration, U.S. Department of Commerce

U.S. Travel Association