

**The Economic Impact of  
Domestic Travel  
On Virginia Counties  
2017**

A Study Prepared For  
**Virginia Tourism Authority**  
**Doing Business as Virginia Tourism Corporation**  
by the  
U.S. Travel Association  
August 2018

## **PREFACE**

This study was conducted by the Research Department of the U.S. Travel Association for the *Virginia Tourism Corporation*. The study presents 2017 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, 2016 impact data are displayed in this report.

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

This report presents 2017 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, 2016 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 2017 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 4.4% percent to \$24.8 billion in 2017, not adjusted for inflation.
- Domestic travel expenditures directly supported 232,200 jobs within Virginia in 2017, comprising 7.2 percent of total private industry employment in Virginia. The travel industry is the fifth largest private employer in Virginia.
- On average, every \$106,580 spent by domestic travelers in Virginia during 2017 supported one job.
- Domestic travel supported employees in Virginia earned \$5.9 billion in payroll income during 2017, representing a 4.7 percent increase from 2016.
- Domestic travel in Virginia directly generated \$3.4 billion in tax revenue for federal, state and local governments in 2017, up 3.3 percent from 2016.
- Arlington County received nearly \$3.3 billion in domestic travel expenditures leading all of Virginia's 133 counties and independent cities. Fairfax County followed Arlington County closely, ranking second with \$3.2 billion. Loudoun County ranked third with \$1.8 billion.
- Forty-four of Virginia's 133 counties and independent cities received over \$100 million in domestic travel expenditures in 2017.
- Forty-three counties and independent cities in Virginia realized one thousand or more jobs that were directly supported by domestic travelers during 2017.

## **TRAVEL IMPACT ON THE U.S. ECONOMY IN 2017**

### **National Summary 2017**

The U.S. economy improved in 2017, rebounding from the momentary slowdown experienced in 2016. Real GDP increased by 2.2 percent for the year, restoring economic growth to levels similar to the years following the recovery. After a slow start (real GDP increased 1.2 percent during the first quarter of the year), U.S. economic growth accelerated to 3.0 percent growth during the latter three quarters of 2017.

Unlike the years following the recession, 2017's economic improvements reflected strong contributions from consumer spending and business investment. Consumer spending, which accounts for more than two-thirds of the economy, slowed to 2.5 percent growth in 2017 but remained the largest contributor to real GDP change. Fixed nonresidential investment also increased by 5.3 percent in 2017, with investment in structures and equipment bouncing back from annual declines in 2016. Private inventories, seen as a 0.5 percentage point drag on growth in 2016, were flat in 2017. However, the net trade balance continued to be a 0.3 percentage point drag on economic growth in 2017, with a 4.6 percent increase in imports effectively cancelling out a 3.0 percent increase in exports.

The economy's strong performance in 2017 was also supported by an improved labor market. Overall nonfarm employment grew to 146.6 million jobs in 2017, an increase of 2.3 million jobs compared to 2016 (or an average of 190,000 jobs per month). While this is fewer than the 2.5 million jobs created on average between 2012 and 2016, the job creation momentum was maintained. Moreover, the U.S. unemployment rate fell to 4.4 percent in 2017, the lowest point since it reached four percent in 2000. A tightening labor market put upward pressure on wages. Average hourly earnings in the private sector increased by 2.7 percent in 2017, the fastest annual pace since 2009.

The Consumer Price Index (CPI), one measure of price levels, increased by 2.1 percent in 2017, up from 1.2 percent in 2016. Excluding food and volatile energy prices, core CPI increased by 1.9 percent. The cost of travel in 2017, as measured by the U.S. Travel Association's Travel Price Index (TPI), increased by 2.3 percent in 2017, after it remained nearly flat (+0.3%) in 2016. A 12.9 percent increase in motor fuel was tempered by milder price increases in other travel-related components such as lodging as well as recreational and food/beverage services, and a 2.4 percent decline in airline fares.

Moving forward to 2018, the U.S. economy grew at an annualized rate of 2.2 percent in the first quarter, and then picked up to an impressive annualized rate of 4.1 percent in the second quarter, according to the "advance" estimate released by the Commerce Department. The accelerated gain in second quarter real GDP reflects an acceleration of consumer spending (4% in second quarter compared to 0.5% in first quarter) as well as rapid growth in second quarter exports.

Business investment and government spending also increased steadily. Business investment grew by 7.3 percent, which was strong, though still a bit weaker than the 11.5 percent growth in the first-quarter. Federal government spending increased by 3.5 percent, mostly a result of the fiscal

stimulus. It is expected that real GDP growth will return to more moderate levels in the third and fourth levels.

The U.S. employment situation continued to improve in 2018 and unemployment averaged 4.0 percent for the first half of the year. Average nonfarm employment increased by 1.3 million jobs, at an average of 224,000 per month. During the same period, the travel industry directly added 33,400 jobs per month (or 200,000 total).

Consumer prices (CPI) increased 2.9 percent for the 12-months ending June 2018, while travel prices (TPI) increased 3.6 percent. Over the first six months of 2018, consumer prices increased 2.4 percent compared to the first six months in 2017, and travel prices increased 2.5 percent.

**Table 1: Overall U.S. Economic Indicators, 2015-2017**

<u>Sector</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Nominal gross domestic product (\$Billions)	18,219.3	18,707.2	19,485.4
Real gross domestic product (\$ Billions)*	17,386.7	17,659.2	18,050.7
Real disposable personal income (\$Billions)*	13,366.5	13,595.2	13,949.2
Real personal consumption expenditures (\$Billions)*	11,921.9	12,248.2	12,558.7
Consumer price index**	237.1	240.0	245.1
Travel Price Index**	272.4	273.1	279.4
Non-farm payroll employment (Millions)	145.8	147.9	149.7
Unemployment rate (%)	5.3	4.9	4.4
<b>Percentage change from previous year</b>			
Nominal gross domestic product	4.0%	2.7%	4.2%
Real gross domestic product	2.9%	1.6%	2.2%
Real disposable personal income	4.1%	1.7%	2.6%
Real personal consumption expenditures	3.7%	2.7%	2.5%
Consumer price index	0.1%	1.2%	2.1%
Travel Price Index	-2.6%	0.3%	2.3%
Non-farm payroll employment	3.4%	1.9%	4.3%

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

\* In 2012 chained dollars

\*\* 1982-84=100



## **U.S. Travel Volume in 2017**

U.S. domestic travel, including leisure and business travel, increased by 1.9 percent to a total of 2.3 billion person-trips in 2017. 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 2.1 percent in 2017 to nearly 1.8 billion person-trips and is forecasted to increase 1.9 percent in 2018. Leisure travel accounted for 80 percent of all U.S. domestic travel in 2017. Domestic business travel increased by 1.3 percent in 2017 to 462 million person-trips and is expected to increase 2.1 percent in 2018.

International inbound travelers, including overnight visitors from Canada, Mexico and overseas, made 76.5 million visits to the United States in 2017. Overseas visitor arrivals to the U.S. (from all countries except Canada and Mexico) reached 38.5 million in 2017 and accounted for half of total international arrivals to the United States, according to U.S. Travel Association estimates<sup>1</sup>. Canadian overnight arrivals to the U.S increased from 19.3 million in 2016 to 20.2 million in 2017 (+4.8%), while Mexican overnight arrivals decreased from 19.0 million in 2016 to 17.8 million in 2017 (-6.1%).

## **Travel Expenditures in 2017**

Total domestic and international traveler spending in the U.S. increased 4.3 percent, growing from \$992 billion in 2016 to \$1,036 billion in 2017, not adjusted for inflation (excluding international airfare payments to the U.S airlines). The U.S. Travel Association expects total domestic and international traveler expenditures to pick up to 5.0 percent growth in 2018.

Domestic travel expenditures grew 5.2 percent in 2017 to \$880 billion. International traveler spending in the U.S. remained flat (+0.1%) and totaled \$156 billion in 2017. It should be noted here that this traveler spending excludes international airfare payments to U.S. airlines, as well as international visitor expenses on education, health care and expenditures by cross-border day-trip visitors and seasonal workers. International traveler spending is expected to increase by 4.7 percent in 2018.

International airfare receipts are total passenger fares paid by international residents on U.S. flag air carriers. In 2017, international airfare receipts totaled \$40.6 billion, up 3.4 percent from 2016.

Leisure traveler spending (domestic and international) totaled \$717 billion in 2017, up 4.7 percent from 2016 (not adjusted for inflation). Leisure travelers accounted for 69 percent of all traveler expenditures. Business traveler spending increased 3.7 percent to \$319 billion in 2017.

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<sup>1</sup> Official 2017 data from the Department of Commerce is not yet available, as of August 2018

Category	2016 Spending (\$ Billions)			2017 Spending (\$ Billions)		
	Domestic	Intl.*	Total	Domestic	Intl.*	Total
Public Transportation	\$167.3	\$16.4	\$183.6	\$175.6	\$16.4	\$192.0
Auto Transportation	139.4	1.9	141.4	149.4	1.9	151.4
Lodging	163.8	47.6	211.4	172.3	48.9	221.1
Foodservice	215.9	33.0	248.9	224.8	32.8	257.5
Entertainment & Recreation	88.1	13.5	101.6	93.3	13.5	106.8
General Retail Trade	62.2	43.2	105.4	64.6	42.3	106.9
<b>Total</b>	<b>\$836.6</b>	<b>155.6</b>	<b>992.3</b>	<b>879.9</b>	<b>155.8</b>	<b>1,035.8</b>

Source: U.S. Travel Association

\* Excludes international passenger fare payments.

## Travel Employment in 2017

After making a full recovery from the 2007-2009 recession in February 2015, the economy built on its past gains, and a new high of 146.4 million nonfarm jobs was reached in 2017 (based on data from the Labor Department). After peaking at 9.6 percent in 2010, the unemployment rate fell to an average monthly rate of 4.4 percent in 2017, starting at 4.8 percent in January and ending at 4.1 percent in December. The unemployment rate remained at 4.1 percent through March 2018, and then dipped to 3.9 and 3.8 percent in April and May, respectively. It reversed a bit and settled at 4.0 in June 2018, but still remains significantly below the 4.4 percent pre-recession low.

American service industries, of which the travel industry is a part, played a major role in the post-recession jobs recovery, accounting for 86.3 percent of the jobs recovered from 2010 to 2017. 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 2017. Travel accounted for 9.0 percent of nonfarm jobs created from 2010 to 2017, despite holding a 6 percent share of all nonfarm jobs in 2017.

In 2017, traveler spending directly supported nearly 8.8 million U.S. jobs, including both full-time and seasonal/part-time positions, up 2.1 percent from 2016. This increase translated into over 182,000 jobs added to the U.S. economy, accounting for 10 percent of total non-farm job growth since 2016.

These 8.8 million travel-generated jobs are a vital part of the U.S. economy. Without these jobs, the 2017 national unemployment rate of 4.4 percent would more than double to 10.0 percent of the civilian labor force.

Category	2016 Employment (Thousands)			2017 Employment (Thousands)		
	Domestic	Intl.*	Total	Domestic	Intl.*	Total
Public Transportation	966.6	76.7	\$1,043.3	992.2	76.2	1,068.5
Auto Transportation	294.7	2.4	297.1	299.8	2.4	302.2
Lodging	1,309.3	271.5	1,580.8	1,341.1	276.0	1,617.1
Foodservice	3,048.9	444.9	3,493.7	3,134.5	445.2	3,579.7
Entertainment & Recreation	1,216.7	242.1	1,458.8	1,252.0	239.2	1,491.2
General Retail						
Trade	371.6	170.2	541.9	373.4	165.0	538.4
Travel Planning	182.2	0.0	182.2	182.6	0.0	182.6
<b>Total</b>	<b>7,390.0</b>	<b>1,207.8</b>	<b>8,597.8</b>	<b>7,575.6</b>	<b>1,204.0</b>	<b>8,779.7</b>

Source: U.S. Travel Association

\* Excludes jobs supported by international passenger fare payments and other travel exports (education/health/border workers)

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

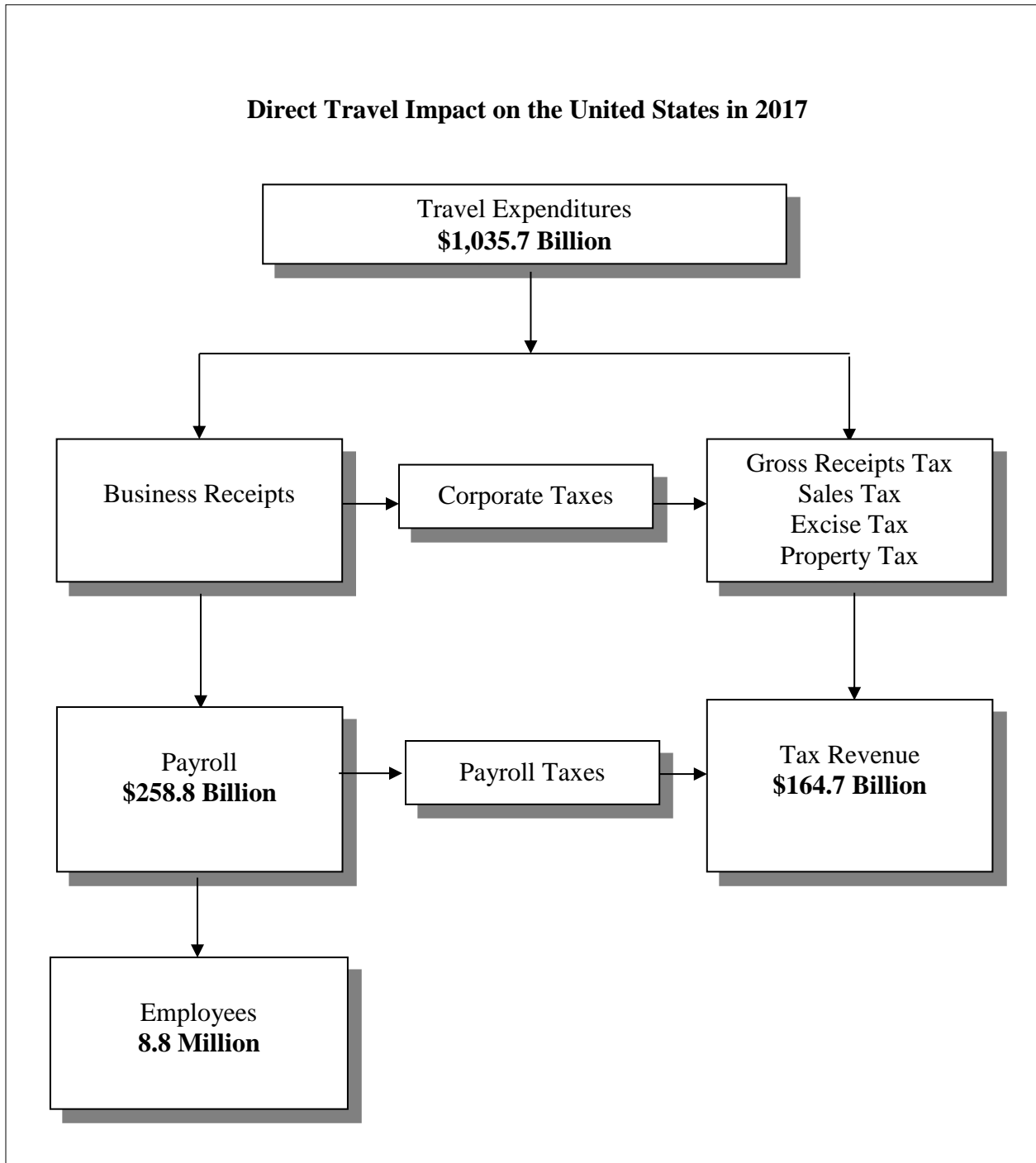
	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
Nominal GDP (\$ Billions)	18,707	19,486	20,267	20,954	21,626	22,370	23,172
Unemployment Rate (%)	4.9%	4.4%	3.8%	3.6%	3.8%	3.9%	4.0%
Consumer Price Index (CPI)*	240.0	245.1	251.3	256.3	261.3	266.4	271.8
Travel Price Index (TPI)*	273.1	279.4	285.9	289.8	295.3	301.9	307.6
Total Travel Expenditures in U.S. (\$ Billions)	992.3	1,035.7	1,086.8	1,135.1	1,181.2	1,227.9	1,272.2
U.S. Residents	836.6	879.9	924.7	964.5	1,000.7	1,038.1	1,072.9
International Visitors**	155.6	155.8	163.2	171.6	181.6	191.0	200.5
Total International Visitors to the U.S. (Millions)	75.9	76.5	79.2	82.1	85.3	88.6	91.9
Overseas Arrivals to the U.S. (Millions)	37.6	38.5	39.7	41.7	43.7	45.7	47.6
Total Domestic Person-Trips*** (Millions)	2,206.6	2,248.7	2,292.8	2,334.5	2,369.4	2,404.7	2,445.2
Business	456.1	462.0	471.5	479.5	485.6	491.9	499.4
Leisure	1,750.4	1,786.7	1,821.2	1,855.1	1,883.9	1,912.8	1,945.8
<b>Percent Change from Previous Year (%)</b>							
Real GDP	1.6%	2.2%	3.0%	2.3%	1.5%	1.6%	1.8%
Consumer Price Index (CPI)	1.2%	2.1%	2.5%	2.0%	1.9%	2.0%	2.0%
Travel Price Index (TPI)	0.3%	2.3%	2.3%	1.4%	1.9%	2.2%	1.9%
Total Travel Expenditures in U.S.	1.9%	4.3%	5.0%	4.4%	4.1%	4.0%	3.6%
U.S. Residents	2.9%	5.2%	5.1%	4.3%	3.8%	3.7%	3.4%
International Visitors	-2.7%	0.1%	4.7%	5.2%	5.8%	5.2%	5.0%
Total International Visitors to the U.S.	-2.1%	0.8%	3.5%	3.7%	3.9%	3.8%	3.7%
Overseas Arrivals to the U.S.	-2.1%	2.3%	3.2%	5.1%	4.8%	4.5%	4.1%
Total Domestic Person-Trips	1.3%	1.9%	2.0%	1.8%	1.5%	1.5%	1.7%
Business	-0.8%	1.3%	2.1%	1.7%	1.3%	1.3%	1.5%
Leisure	1.8%	2.1%	1.9%	1.9%	1.6%	1.5%	1.7%

Sources: U.S. Travel Association's Travel Forecast Model, Oxford Economics, Department of Labor, Dept. of Commerce

\*1982-84=100.

\*\*Excludes international traveler spending on medical, educational and cross-border/seasonal work-related activities, and international passenger fares on U.S. airlines

\*\*\*One person-trip of 50 miles or more, one way, away from home or including one or more nights away from home



Source: U.S. Travel Association, BEA

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**DOMESTIC TRAVEL IMPACT ON VIRGINIA**

## TRAVEL EXPENDITURES

In 2017, domestic travelers spent nearly \$24.8 billion on transportation, lodging, food, amusement and recreation, as well as retail shopping in Virginia. This represents a 4.4 percent increase from 2016.

Foodservices, lodging, and auto transportation are the top three spending categories for domestic travelers in Virginia. Domestic travelers spent \$7.4 billion on foodservices including restaurants and other eating and drinking places in 2017, up 3.6 percent from 2016. Spending on lodging including hotels/motels, campgrounds, time share and vacation homes rentals was \$4.9 billion in 2017, accounting for 19.9 percent of domestic traveler spending, up 4.1 percent from 2016.

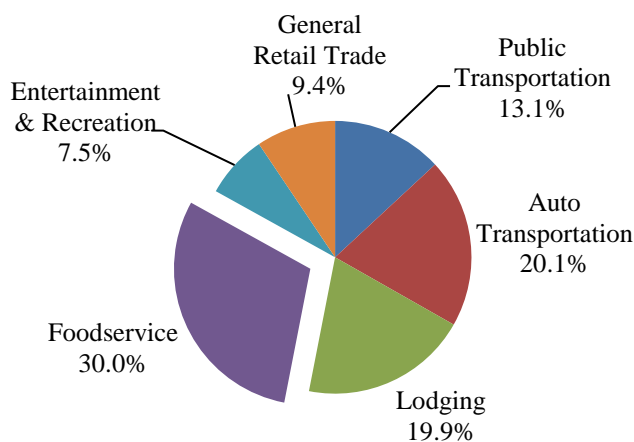
Domestic travelers spent almost \$5.0 billion on auto transportation, up 7.3 percent from 2016. This includes the variable costs (such as gasoline, oil, tires, and repairs) of operating an automobile, camper, or other recreational vehicle on a trip. The costs of renting an automobile or other motor vehicle are included in this category as well.

Domestic travelers spent \$3.2 billion on public transportation in 2017, up 4.6 percent from 2016. 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 2017, domestic travelers spent more than \$2.3 billion on purchases at retail stores. Retail shopping accounted for 9.4 percent of domestic traveler trip spending in Virginia.

In 2017, travelers spent \$1.9 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 - 2017**





Domestic Travel Expenditures

**Table 5: Domestic Travel Expenditures in Virginia by Industry Sector, 2016-2017**

<b>2017</b>	Total (\$ Millions)	% of Total
Public Transportation	\$3,242.0	13.1%
Auto Transportation	4,979.2	20.1%
Lodging	4,914.0	19.9%
Foodservice	7,421.0	30.0%
Entertainment & Recreation	1,862.2	7.5%
General Retail Trade	2,331.8	9.4%
<b>Total</b>	<b>\$24,750.2</b>	<b>100.0%</b>

<b>2016</b>		
Public Transportation	\$3,099.9	13.1%
Auto Transportation	4,640.8	19.6%
Lodging	4,722.5	19.9%
Foodservice	7,166.4	30.2%
Entertainment & Recreation	1,809.1	7.6%
General Retail Trade	2,261.0	9.5%
<b>Total</b>	<b>\$23,699.8</b>	<b>100.0%</b>

**Percent Change  
2017 over 2016**

Public Transportation	4.6%
Auto Transportation	7.3%
Lodging	4.1%
Foodservice	3.6%
Entertainment & Recreation	2.9%
General Retail Trade	3.1%
<b>Total</b>	<b>4.4%</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 2017, Virginia’s travel industry continued to be the fifth largest employer among all non-farm industry sectors in Virginia (Table 6a).

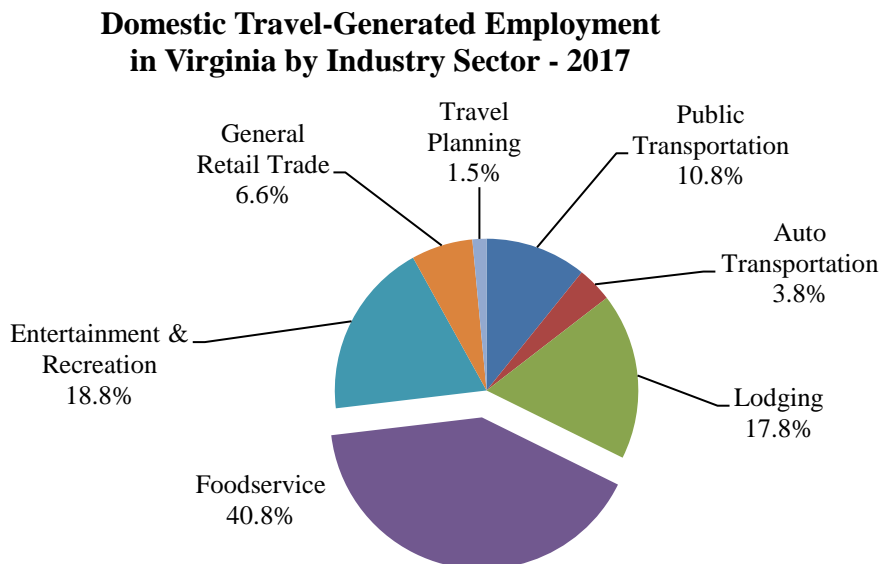
During 2017, domestic travel in Virginia directly supported 232,200 jobs, including full-time and seasonal/part-time positions in the state, up 1.3 percent from 2016. On average, every \$106,580 spent by domestic travelers in Virginia directly supported one job.

The 232,200 jobs supported by domestic travel in Virginia comprised 7.2 percent of the state’s total private employment during 2017. Without these jobs generated by domestic travel, Virginia’s 2016 unemployment rate of 3.8 percent would have been 5.4 percentage points higher, or the equivalent of 9.1 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 2017, domestic traveler spending on this sector supported 94,800 jobs, accounting for 40.8 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 43,700 travel jobs for Virginia residents during 2017.

Lodging provided 41,200 jobs in Virginia during 2017, representing 17.8 percent of the state total.



Domestic Travel-Generated Employment

**Table 6: Domestic Travel-Generated Employment in Virginia by Industry Sector, 2016-2017**

<b>2017</b>	Total (Thousands)	% of Total
Public Transportation	25.1	10.8%
Auto Transportation	8.7	3.8%
Lodging	41.2	17.8%
Foodservice	94.8	40.8%
Entertainment & Recreation	43.7	18.8%
General Retail Trade	15.2	6.6%
Travel Planning*	3.5	1.5%
<b>Total</b>	<b>232.2</b>	<b>100.0%</b>
<b>2016</b>		
Public Transportation	24.0	10.5%
Auto Transportation	8.7	3.8%
Lodging	40.8	17.8%
Foodservice	93.0	40.6%
Entertainment & Recreation	43.9	19.2%
General Retail Trade	15.5	6.7%
Travel Planning*	3.3	1.5%
<b>Total</b>	<b>229.3</b>	<b>100.0%</b>
<b>Percent Change</b>		
<b>2017 over 2016</b>		
Public Transportation	4.4%	
Auto Transportation	-0.1%	
Lodging	1.0%	
Foodservice	1.9%	
Entertainment & Recreation	-0.4%	
General Retail Trade	-1.5%	
Travel Planning*	3.8%	
<b>Total</b>	<b>1.3%</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**

<b>Table 6a: Top Six Non-farm Industries by Employment in Virginia, 2017</b>			
<u>Rank</u>	<u>NAICS Codes*</u>	<u>Industry Name</u>	<u>Employment (Thousands)</u>
1	62	Health Care and Social Assistance	432.5
2	54	Professional, Scientific, and Technical Services	416.5
3	44-45	Retail Trade**	382.1
4	31-33	Manufacturing	233.0
5	n/a	<b>Travel***</b>	232.2
6	56	Administrative**	232.2

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.

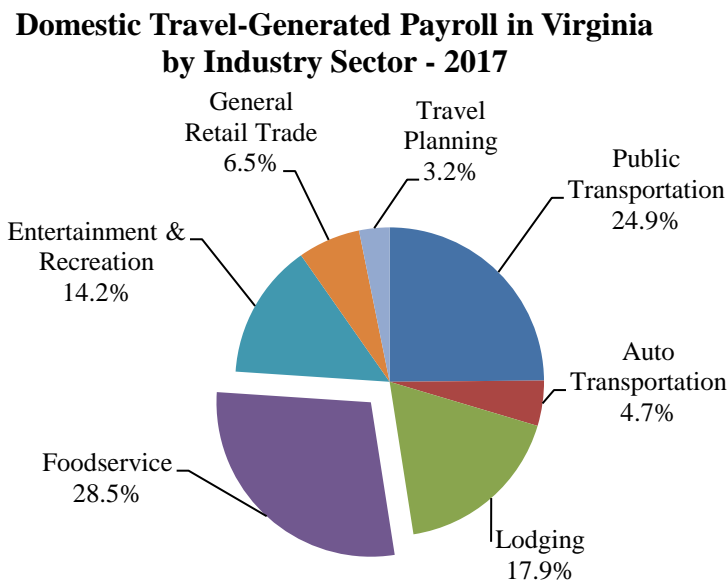
Payroll income supported by domestic travel spending reached nearly \$5.9 billion in 2017, an increase of 4.7 percent from 2016.

On average, every dollar spent by domestic travelers produced 23.8 cents in payroll income for Virginia residents in 2017.

In 2017, the foodservice sector posted the largest payroll supported by domestic traveler spending of \$1.7 billion, accounting for 28.5 percent of the state total. This represents a 4.9 percent increase from 2016.

Payroll in the public transportation sector, which includes air transportation, ranked second with \$1.5 billion, up 7.3 percent from 2016 and accounting for 24.9 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 4.4 percent from 2016 to \$1.1 billion.



Domestic Travel-Generated Payroll

**Table 7: Domestic Travel-Generated Payroll in Virginia by Industry Sector, 2016-2017**

<b>2017</b>	Total (\$ Millions)	% of Total
Public Transportation	\$1,464.2	24.9%
Auto Transportation	279.4	4.7%
Lodging	1,055.0	17.9%
Foodservice	1,679.5	28.5%
Entertainment & Recreation	837.4	14.2%
General Retail Trade	384.9	6.5%
Travel Planning*	187.6	3.2%
<b>Total</b>	<b>\$5,888.0</b>	<b>100.0%</b>
<b>2016</b>		
Public Transportation	\$1,364.7	24.3%
Auto Transportation	274.2	4.9%
Lodging	1,010.3	18.0%
Foodservice	1,601.4	28.5%
Entertainment & Recreation	813.3	14.5%
General Retail Trade	376.9	6.7%
Travel Planning*	183.6	3.3%
<b>Total</b>	<b>\$5,624.4</b>	<b>100.0%</b>
<b>Percent Change 2017 over 2016</b>		
Public Transportation	7.3%	
Auto Transportation	1.9%	
Lodging	4.4%	
Foodservice	4.9%	
Entertainment & Recreation	3.0%	
General Retail Trade	2.1%	
Travel Planning*	2.2%	
<b>Total</b>	<b>4.7%</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.

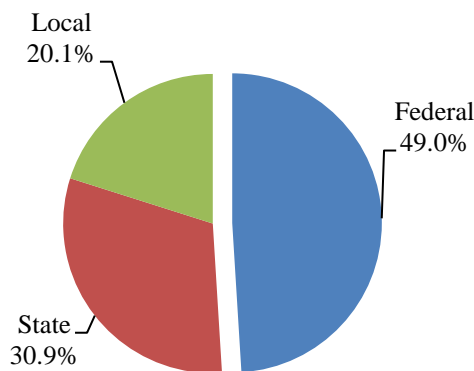
In 2017, total tax revenue generated by domestic travel in Virginia reached \$3.4 billion, up 3.3 percent from 2016. On average, each travel dollar spent by domestic travelers in Virginia produced 13.7 cents in tax receipts for federal, state and local governments in 2017.

Domestic traveler spending in Virginia generated \$1.7 billion for the federal government in 2017 through the collection of individual and corporate income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes. This represents 49.0 percent of all domestic travel-generated tax collections in the state and a 3.7 percent increase from 2016. Each dollar spent by domestic travelers in Virginia produced 6.7 cents for federal tax coffers.

Spending by domestic travelers in Virginia also generated more than \$1.0 billion in tax revenues for the state treasury through state sales and excise taxes, and taxes on personal and corporate income, up 3.1 percent from 2016. This comprised 30.9 percent of all travel-generated tax revenue for 2017 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 2017, domestic travel spending generated \$681.4 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 2.8 cents for local tax coffers.

**Domestic Travel-Generated Tax Revenue  
in Virginia by Level of Government - 2017**





Domestic Travel-Generated Tax Revenue

**Table 8: Domestic Travel-Generated Tax Revenue in Virginia by level of Government, 2016-2017**

<i><b>2017</b></i>	Total (\$ Millions)	% of Total
Federal Tax	\$1,661.0	49.0%
State Tax	1,046.3	30.9%
Local Tax	681.4	20.1%
<b>Total</b>	<b>\$3,388.7</b>	<b>100.0%</b>
 <i><b>2016</b></i>		
Federal Tax	\$1,602.2	48.8%
State Tax	1,014.4	30.9%
Local Tax	663.4	20.2%
<b>Total</b>	<b>\$3,280.0</b>	<b>100.0%</b>
 <i><b>Percent Change 2017 over 2016</b></i>		
Federal Tax	3.7%	
State Tax	3.1%	
Local Tax	2.7%	
<b>Total</b>	<b>3.3%</b>	

Source: U.S. Travel Association

## **DOMESTIC TRAVEL IMPACT ON VIRGINIA COUNTIES AND INDEPENDENT CITIES (COUNTY EQUIVALENTS) – 2017**

Domestic travelers spent \$24.8 billion while traveling in Virginia during 2017, up 4.4 percent from 2016.

The top five localities in Virginia received \$10.7 billion in direct domestic travel expenditures, accounting for 43.1 percent of the state total. Domestic traveler spending in the top five counties supported \$3.0 billion in payroll (50.4% of the state total) and 97,400 jobs (42.0% of the state total) in 2017.

Additionally, domestic traveler expenditures in the top five localities generated \$438.2 million in tax revenue for the state treasury (41.9% of the state total) and \$267.6 million in tax revenue for local governments (39.3% of the state total) during 2017.

### **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 2017. Domestic travel expenditures in Arlington County reached \$3.3 billion, accounting for 13.2 percent of the state total. These expenditures supported \$1.1 billion in payroll income and 26,300 jobs for county residents.

**Fairfax County** followed Arlington County closely with \$3.2 billion in domestic traveler spending in 2017, representing 12.8 percent of the state total. The payroll income and jobs directly attributable to domestic travel spending reached \$699.1 million and 31,200 jobs.

**Loudoun County** posted third in rank with \$1.8 billion in domestic expenditures that accounted for 7.1 percent of the state total. These expenditures supported \$695.4 million in payroll as well as 17,500 jobs within the county.

**Virginia Beach City** received \$1.6 billion from domestic travelers, 6.3 percent of the state total. These travel expenditures benefited county residents with \$291.3 million in payroll income and 13,900 jobs.

**Henrico County** ranked fifth with \$915.9 million in domestic traveler expenditures in 2017. These expenditures by domestic travelers supported \$223.7 million in payroll income and 8,600 jobs for county residents.

**Table 9: Domestic Travel Impact in Virginia - Top 5 Counties (Cities\*), 2016-2017**

<b>2017 Impact</b>					
<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	\$3,258.6	\$1,058.6	26.3	\$123.2	\$91.7
FAIRFAX	3,164.1	699.1	31.2	158.7	58.6
LOUDOUN	1,764.0	695.4	17.5	47.2	27.9
VIRGINIA BEACH CITY	1,562.1	291.3	13.9	75.0	61.2
HENRICO	915.9	223.7	8.6	34.0	28.2
Top Five County Total	\$10,664.7	\$2,968.0	97.4	\$438.2	\$267.6
State Total	\$24,750.2	\$5,888.0	232.2	\$1,046.3	\$681.4
Share of Top 5 Counties	43.1%	50.4%	42.0%	41.9%	39.3%
<b>2016 Impact</b>					
ARLINGTON	\$3,119.1	\$1,011.0	25.9	\$119.4	\$89.3
FAIRFAX	3,032.7	668.6	30.8	153.9	57.1
LOUDOUN	1,686.6	663.4	17.2	45.7	27.2
VIRGINIA BEACH CITY	1,494.0	277.9	13.7	72.6	59.5
HENRICO	879.6	214.4	8.5	33.1	27.6
Top Five County Total	\$10,212.0	\$2,835.2	96.1	\$424.8	\$260.6
State Total	\$23,699.8	\$5,624.4	229.3	\$1,014.4	\$663.4
Share of Top 5 Counties	43.1%	50.4%	41.9%	41.9%	39.3%
<b>Percent Change, 2017 over 2016</b>					
ARLINGTON	4.5%	4.7%	1.5%	3.2%	2.7%
FAIRFAX	4.3%	4.6%	1.3%	3.1%	2.6%
LOUDOUN	4.6%	4.8%	1.6%	3.3%	2.8%
VIRGINIA BEACH CITY	4.6%	4.8%	1.6%	3.3%	2.8%
HENRICO	4.1%	4.4%	1.1%	2.9%	2.4%
Top Five County Total	4.4%	4.7%	1.4%	3.2%	2.7%
State Total	4.4%	4.7%	1.3%	3.1%	2.7%

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 2017 and 2016. The estimates presented are for direct domestic travel expenditures and related economic impact.

- Table A shows the counties and cities listed alphabetically, with 2017 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 2017 travel expenditures from highest to lowest.
- Table C shows the percent distribution for each impact measure in 2017.
- Table D shows the percent change in 2017 over 2016 estimates for each of the measures of economic impact.
- Table E shows the counties and cities listed alphabetically, with 2016 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue for each.

Table A: Alphabetical by County, 2017

**2017 Domestic Travel Impact on Virginia****Table A: Alphabetical by County (City\*), 2017**

<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	\$207.05	\$45.02	2.26	\$9.81	\$6.25
ALBEMARLE	377.57	70.89	3.39	15.20	13.08
ALEXANDRIA CITY	826.26	145.94	6.55	38.15	27.40
ALLEGHANY	36.70	7.53	0.35	1.48	1.04
AMELIA	5.69	1.25	0.05	0.32	0.16
AMHERST	24.54	5.48	0.28	1.09	0.72
APPOMATTOX	11.08	2.24	0.11	0.52	0.33
ARLINGTON	3,258.63	1,058.56	26.32	123.25	91.70
AUGUSTA	126.43	22.93	1.11	5.55	4.30
BATH	279.91	35.29	1.77	8.32	3.47
BEDFORD	110.39	23.71	1.23	5.34	3.37
BLAND	14.15	2.99	0.13	0.54	0.41
BOTETOURT	57.86	9.59	0.46	2.42	1.63
BRISTOL CITY	55.43	10.57	0.51	2.63	1.63
BRUNSWICK	38.99	8.37	0.43	1.83	0.86
BUCHANAN	20.00	4.44	0.19	0.59	0.23
BUCKINGHAM	11.80	2.55	0.12	0.57	0.34
BUENA VISTA CITY	4.21	0.96	0.04	0.16	0.11
CAMPBELL	48.75	9.34	0.48	2.19	0.75
CAROLINE	96.41	13.25	0.66	4.25	2.14
CARROLL	72.04	13.79	0.68	3.37	2.11
CHARLES CITY	3.10	0.72	0.03	0.13	0.09
CHARLOTTE	13.92	2.89	0.14	0.60	0.37
CHARLOTTESVILLE CITY	251.79	55.29	2.56	10.42	8.50
CHESAPEAKE CITY	363.76	69.39	3.36	16.88	12.99
CHESTERFIELD	503.65	99.06	4.97	19.76	11.24
CLARKE	20.13	4.11	0.20	0.84	0.58
COLONIAL HEIGHTS CITY	41.57	11.12	0.55	1.87	1.64
COVINGTON CITY	5.68	1.35	0.06	0.21	0.16
CRAIG	4.25	0.89	0.05	0.18	0.15
CULPEPER	42.67	8.48	0.42	1.80	0.98
CUMBERLAND	6.04	1.12	0.06	0.31	0.18
DANVILLE CITY	86.90	17.39	0.86	3.72	2.08
DICKENSON	7.56	1.68	0.07	0.42	0.17
DINWIDDIE	15.35	3.28	0.15	0.64	0.46

Table A: Alphabetical by County, 2017

**2017 Domestic Travel Impact on Virginia****Table A: Alphabetical by County (City\*), 2017 (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	28.17	4.68	0.21	1.67	1.09
ESSEX	31.86	7.11	0.36	1.45	0.93
FAIRFAX	3,164.07	699.08	31.18	158.68	58.57
FAIRFAX CITY	124.97	26.00	1.32	5.72	3.50
FALLS CHURCH CITY	39.35	12.35	0.54	3.03	1.56
FAUQUIER	183.35	36.81	1.88	8.89	3.09
FLOYD	24.98	4.77	0.23	1.13	0.73
FLUVANNA	54.93	11.20	0.52	2.54	0.74
FRANKLIN	108.91	24.70	1.28	4.32	3.20
FRANKLIN CITY	14.12	2.60	0.12	0.89	0.55
FREDERICK	142.04	27.97	1.36	6.10	4.22
FREDERICKSBURG CITY	186.61	34.99	1.68	8.17	7.38
GALAX CITY	17.66	3.30	0.15	0.83	0.43
GILES	27.87	5.10	0.25	1.34	0.86
GLOUCESTER	48.67	9.61	0.48	2.33	1.42
GOOCHLAND	23.42	4.48	0.23	0.74	0.47
GRAYSON	15.87	3.69	0.15	0.67	0.47
GREENE	19.97	5.19	0.24	1.01	0.58
GREENSVILLE	17.58	2.91	0.13	0.77	0.40
HALIFAX	48.66	10.82	0.56	1.86	0.91
HAMPTON CITY	251.85	48.20	2.41	12.21	8.65
HANOVER	246.88	55.43	2.66	9.62	5.12
HARRISONBURG CITY	124.80	24.52	1.17	5.41	4.67
HENRICO	915.90	223.71	8.59	34.04	28.24
HENRY	49.82	10.88	0.55	2.13	0.98
HIGHLAND	17.62	3.70	0.18	0.89	0.52
HOPEWELL CITY	25.92	5.04	0.25	1.23	1.06
ISLE OF WIGHT	41.93	8.42	0.41	2.02	0.95
JAMES CITY	431.98	80.75	4.02	22.31	17.84
KING AND QUEEN	3.91	0.85	0.04	0.19	0.12
KING GEORGE	22.08	4.77	0.23	1.03	0.65
KING WILLIAM	9.61	2.28	0.09	0.35	0.23
LANCASTER	92.42	16.41	0.79	4.10	2.51
LEE	12.68	3.56	0.17	0.62	0.30
LEXINGTON CITY	39.33	7.78	0.37	1.63	1.36

Table A: Alphabetical by County, 2017

**2017 Domestic Travel Impact on Virginia****Table A: Alphabetical by County (City\*), 2017 (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	1,763.95	695.36	17.50	47.24	27.94
LOUISA	80.32	17.18	0.86	3.85	2.36
LUNENBURG	5.75	1.38	0.06	0.22	0.17
LYNCHBURG CITY	185.81	37.54	1.69	8.35	7.26
MADISON	35.00	6.04	0.28	1.46	1.01
MANASSAS CITY	71.11	12.12	0.59	3.37	1.85
MANASSAS PARK CITY	1.49	0.35	0.01	0.08	0.05
MARTINSVILLE CITY	21.00	4.36	0.22	0.98	0.54
MATHEWS	34.63	8.54	0.44	1.65	1.02
MECKLENBURG	137.21	28.39	1.41	6.48	4.03
MIDDLESEX	94.49	22.33	1.14	4.38	2.78
MONTGOMERY	152.70	29.79	1.43	6.74	2.72
NELSON	207.41	37.41	1.77	9.59	6.10
NEW KENT	34.26	8.06	0.42	1.44	0.41
NEWPORT NEWS CITY	307.85	71.01	3.05	13.07	10.50
NORFOLK CITY	840.53	222.36	7.47	31.87	26.35
NORTHAMPTON	78.48	15.50	0.81	3.76	1.51
NORTHUMBERLAND	64.55	13.22	0.64	2.84	1.87
NORTON CITY	19.90	3.42	0.17	0.94	0.86
NOTTOWAY	13.03	2.58	0.12	0.74	0.33
ORANGE	48.77	11.94	0.60	2.10	1.44
PAGE	69.30	14.81	0.74	3.48	2.57
PATRICK	27.91	6.26	0.28	1.54	0.81
PETERSBURG CITY	46.06	8.52	0.40	2.22	1.33
PITTSYLVANIA	76.43	14.68	0.67	4.11	2.19
POQUOSON CITY	3.11	0.55	0.03	0.16	0.10
PORTSMOUTH CITY	84.89	16.80	0.81	4.16	3.38
POWHATAN	9.35	1.79	0.09	0.33	0.19
PRINCE EDWARD	22.94	4.86	0.23	1.00	0.44
PRINCE GEORGE	80.90	15.56	0.78	3.59	1.21
PRINCE WILLIAM	592.08	158.26	6.59	25.93	9.19
PULASKI	57.45	12.20	0.62	2.48	1.68
RADFORD CITY	15.99	2.92	0.14	0.73	0.45
RAPPAHANNOCK	22.35	3.87	0.20	1.02	0.57
RICHMOND	31.92	12.15	0.36	1.07	0.73

Table A: Alphabetical by County, 2017

**2017 Domestic Travel Impact on Virginia****Table A: Alphabetical by County (City\*), 2017 (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>
RICHMOND CITY	761.05	181.02	7.41	28.34	26.18
ROANOKE	182.15	35.51	1.76	7.48	6.03
ROANOKE CITY	431.20	92.32	3.70	16.97	15.07
ROCKBRIDGE	130.35	20.81	0.97	5.51	2.89
ROCKINGHAM	218.26	42.26	2.14	8.49	5.79
RUSSELL	12.80	3.04	0.15	0.63	0.20
SALEM CITY	69.60	14.19	0.74	2.89	2.57
SCOTT	17.85	3.66	0.18	0.85	0.43
SHENANDOAH	223.67	37.75	1.83	10.17	6.55
SMYTH	25.11	5.10	0.25	1.50	0.51
SOUTHAMPTON	15.69	3.30	0.15	0.89	0.30
SPOTSYLVANIA	285.07	63.68	3.14	6.89	5.58
STAFFORD	140.80	29.42	1.44	5.94	4.22
STAUNTON CITY	56.33	11.79	0.58	2.28	2.09
SUFFOLK CITY	75.41	14.19	0.67	4.23	2.30
SURRY	10.32	2.42	0.10	0.50	0.30
SUSSEX	10.08	2.24	0.10	0.59	0.20
TAZEWELL	51.63	11.24	0.58	2.24	0.71
VIRGINIA BEACH CITY	1,562.12	291.26	13.86	74.98	61.16
WARREN	144.28	32.87	1.68	6.59	2.84
WASHINGTON	106.44	23.62	1.20	4.85	2.58
WAYNESBORO CITY	36.28	7.51	0.37	1.61	1.21
WESTMORELAND	62.42	14.77	0.75	2.90	1.84
WILLIAMSBURG CITY	587.82	121.74	5.97	25.91	20.18
WINCHESTER CITY	117.02	22.55	1.09	4.95	4.00
WISE	34.04	7.32	0.38	1.50	0.48
WYTHE	144.41	21.51	0.97	6.57	4.25
YORK	239.03	43.59	2.06	11.76	9.07
<b>STATE TOTALS</b>	<b>\$24,750.21</b>	<b>\$5,887.96</b>	<b>232.22</b>	<b>\$1,046.28</b>	<b>\$681.39</b>

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\*County equivalents



Table B: Ranking of Counties by Expenditure Levels, 2017

**2017 Domestic Travel Impact on Virginia****Table B: Ranking of Counties (Cities\*) by Expenditure Levels, 2017**

<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	\$3,258.63	\$1,058.56	26.32	\$123.25	\$91.70
FAIRFAX	3,164.07	699.08	31.18	158.68	58.57
LOUDOUN	1,763.95	695.36	17.50	47.24	27.94
VIRGINIA BEACH CITY	1,562.12	291.26	13.86	74.98	61.16
HENRICO	915.90	223.71	8.59	34.04	28.24
NORFOLK CITY	840.53	222.36	7.47	31.87	26.35
ALEXANDRIA CITY	826.26	145.94	6.55	38.15	27.40
RICHMOND CITY	761.05	181.02	7.41	28.34	26.18
PRINCE WILLIAM	592.08	158.26	6.59	25.93	9.19
WILLIAMSBURG CITY	587.82	121.74	5.97	25.91	20.18
CHESTERFIELD	503.65	99.06	4.97	19.76	11.24
JAMES CITY	431.98	80.75	4.02	22.31	17.84
ROANOKE CITY	431.20	92.32	3.70	16.97	15.07
ALBEMARLE	377.57	70.89	3.39	15.20	13.08
CHESAPEAKE CITY	363.76	69.39	3.36	16.88	12.99
NEWPORT NEWS CITY	307.85	71.01	3.05	13.07	10.50
SPOTSYLVANIA	285.07	63.68	3.14	6.89	5.58
BATH	279.91	35.29	1.77	8.32	3.47
HAMPTON CITY	251.85	48.20	2.41	12.21	8.65
CHARLOTTESVILLE CITY	251.79	55.29	2.56	10.42	8.50
HANOVER	246.88	55.43	2.66	9.62	5.12
YORK	239.03	43.59	2.06	11.76	9.07
SHENANDOAH	223.67	37.75	1.83	10.17	6.55
ROCKINGHAM	218.26	42.26	2.14	8.49	5.79
NELSON	207.41	37.41	1.77	9.59	6.10
ACCOMACK	207.05	45.02	2.26	9.81	6.25
FREDERICKSBURG CITY	186.61	34.99	1.68	8.17	7.38
LYNCHBURG CITY	185.81	37.54	1.69	8.35	7.26
FAUQUIER	183.35	36.81	1.88	8.89	3.09
ROANOKE	182.15	35.51	1.76	7.48	6.03
MONTGOMERY	152.70	29.79	1.43	6.74	2.72
WYTHE	144.41	21.51	0.97	6.57	4.25
WARREN	144.28	32.87	1.68	6.59	2.84
FREDERICK	142.04	27.97	1.36	6.10	4.22
STAFFORD	140.80	29.42	1.44	5.94	4.22

Table B: Ranking of Counties by Expenditure Levels, 2017

## 2017 Domestic Travel Impact on Virginia

Table B: Ranking of Counties (Cities\*) by Expenditure Levels, 2017 (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>
MECKLENBURG	137.21	28.39	1.41	6.48	4.03
ROCKBRIDGE	130.35	20.81	0.97	5.51	2.89
AUGUSTA	126.43	22.93	1.11	5.55	4.30
FAIRFAX CITY	124.97	26.00	1.32	5.72	3.50
HARRISONBURG CITY	124.80	24.52	1.17	5.41	4.67
WINCHESTER CITY	117.02	22.55	1.09	4.95	4.00
BEDFORD	110.39	23.71	1.23	5.34	3.37
FRANKLIN	108.91	24.70	1.28	4.32	3.20
WASHINGTON	106.44	23.62	1.20	4.85	2.58
CAROLINE	96.41	13.25	0.66	4.25	2.14
MIDDLESEX	94.49	22.33	1.14	4.38	2.78
LANCASTER	92.42	16.41	0.79	4.10	2.51
DANVILLE CITY	86.90	17.39	0.86	3.72	2.08
PORTSMOUTH CITY	84.89	16.80	0.81	4.16	3.38
PRINCE GEORGE	80.90	15.56	0.78	3.59	1.21
LOUISA	80.32	17.18	0.86	3.85	2.36
NORTHAMPTON	78.48	15.50	0.81	3.76	1.51
PITTSYLVANIA	76.43	14.68	0.67	4.11	2.19
SUFFOLK CITY	75.41	14.19	0.67	4.23	2.30
CARROLL	72.04	13.79	0.68	3.37	2.11
MANASSAS CITY	71.11	12.12	0.59	3.37	1.85
SALEM CITY	69.60	14.19	0.74	2.89	2.57
PAGE	69.30	14.81	0.74	3.48	2.57
NORTHUMBERLAND	64.55	13.22	0.64	2.84	1.87
WESTMORELAND	62.42	14.77	0.75	2.90	1.84
BOTETOURT	57.86	9.59	0.46	2.42	1.63
PULASKI	57.45	12.20	0.62	2.48	1.68
STAUNTON CITY	56.33	11.79	0.58	2.28	2.09
BRISTOL CITY	55.43	10.57	0.51	2.63	1.63
FLUVANNA	54.93	11.20	0.52	2.54	0.74
TAZEWELL	51.63	11.24	0.58	2.24	0.71
HENRY	49.82	10.88	0.55	2.13	0.98
ORANGE	48.77	11.94	0.60	2.10	1.44
CAMPBELL	48.75	9.34	0.48	2.19	0.75
GLOUCESTER	48.67	9.61	0.48	2.33	1.42

Table B: Ranking of Counties by Expenditure Levels, 2017

## 2017 Domestic Travel Impact on Virginia

Table B: Ranking of Counties (Cities\*) by Expenditure Levels, 2017 (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>
HALIFAX	48.66	10.82	0.56	1.86	0.91
PETERSBURG CITY	46.06	8.52	0.40	2.22	1.33
CULPEPER	42.67	8.48	0.42	1.80	0.98
ISLE OF WIGHT	41.93	8.42	0.41	2.02	0.95
COLONIAL HEIGHTS CITY	41.57	11.12	0.55	1.87	1.64
FALLS CHURCH CITY	39.35	12.35	0.54	3.03	1.56
LEXINGTON CITY	39.33	7.78	0.37	1.63	1.36
BRUNSWICK	38.99	8.37	0.43	1.83	0.86
ALLEGHANY	36.70	7.53	0.35	1.48	1.04
WAYNESBORO CITY	36.28	7.51	0.37	1.61	1.21
MADISON	35.00	6.04	0.28	1.46	1.01
MATHEWS	34.63	8.54	0.44	1.65	1.02
NEW KENT	34.26	8.06	0.42	1.44	0.41
WISE	34.04	7.32	0.38	1.50	0.48
RICHMOND	31.92	12.15	0.36	1.07	0.73
ESSEX	31.86	7.11	0.36	1.45	0.93
EMPORIA CITY	28.17	4.68	0.21	1.67	1.09
PATRICK	27.91	6.26	0.28	1.54	0.81
GILES	27.87	5.10	0.25	1.34	0.86
HOPEWELL CITY	25.92	5.04	0.25	1.23	1.06
SMYTH	25.11	5.10	0.25	1.50	0.51
FLOYD	24.98	4.77	0.23	1.13	0.73
AMHERST	24.54	5.48	0.28	1.09	0.72
GOOCHLAND	23.42	4.48	0.23	0.74	0.47
PRINCE EDWARD	22.94	4.86	0.23	1.00	0.44
RAPPAHANNOCK	22.35	3.87	0.20	1.02	0.57
KING GEORGE	22.08	4.77	0.23	1.03	0.65
MARTINSVILLE CITY	21.00	4.36	0.22	0.98	0.54
CLARKE	20.13	4.11	0.20	0.84	0.58
BUCHANAN	20.00	4.44	0.19	0.59	0.23
GREENE	19.97	5.19	0.24	1.01	0.58
NORTON CITY	19.90	3.42	0.17	0.94	0.86
SCOTT	17.85	3.66	0.18	0.85	0.43
GALAX CITY	17.66	3.30	0.15	0.83	0.43
HIGHLAND	17.62	3.70	0.18	0.89	0.52

Table B: Ranking of Counties by Expenditure Levels, 2017

## 2017 Domestic Travel Impact on Virginia

Table B: Ranking of Counties (Cities\*) by Expenditure Levels, 2017 (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>
GREENSVILLE	17.58	2.91	0.13	0.77	0.40
RADFORD CITY	15.99	2.92	0.14	0.73	0.45
GRAYSON	15.87	3.69	0.15	0.67	0.47
SOUTHAMPTON	15.69	3.30	0.15	0.89	0.30
DINWIDDIE	15.35	3.28	0.15	0.64	0.46
BLAND	14.15	2.99	0.13	0.54	0.41
FRANKLIN CITY	14.12	2.60	0.12	0.89	0.55
CHARLOTTE	13.92	2.89	0.14	0.60	0.37
NOTTOWAY	13.03	2.58	0.12	0.74	0.33
RUSSELL	12.80	3.04	0.15	0.63	0.20
LEE	12.68	3.56	0.17	0.62	0.30
BUCKINGHAM	11.80	2.55	0.12	0.57	0.34
APPOMATTOX	11.08	2.24	0.11	0.52	0.33
SURRY	10.32	2.42	0.10	0.50	0.30
SUSSEX	10.08	2.24	0.10	0.59	0.20
KING WILLIAM	9.61	2.28	0.09	0.35	0.23
POWHATAN	9.35	1.79	0.09	0.33	0.19
DICKENSON	7.56	1.68	0.07	0.42	0.17
CUMBERLAND	6.04	1.12	0.06	0.31	0.18
LUNENBURG	5.75	1.38	0.06	0.22	0.17
AMELIA	5.69	1.25	0.05	0.32	0.16
COVINGTON CITY	5.68	1.35	0.06	0.21	0.16
CRAIG	4.25	0.89	0.05	0.18	0.15
BUENA VISTA CITY	4.21	0.96	0.04	0.16	0.11
KING AND QUEEN	3.91	0.85	0.04	0.19	0.12
POQUOSON CITY	3.11	0.55	0.03	0.16	0.10
CHARLES CITY	3.10	0.72	0.03	0.13	0.09
MANASSAS PARK CITY	1.49	0.35	0.01	0.08	0.05
<b>STATE TOTALS</b>	<b>\$24,750.21</b>	<b>\$5,887.96</b>	<b>232.22</b>	<b>\$1,046.28</b>	<b>\$681.39</b>

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\*County equivalents.

Table C: Percent Distribution by County, 2017

## 2017 Domestic Travel Impact on Virginia

Table C: Percent Distribution by County (City\*), 2017

<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%	0.8%	1.0%	0.9%	0.9%
ALBEMARLE	1.5%	1.2%	1.5%	1.5%	1.9%
ALEXANDRIA CITY	3.3%	2.5%	2.8%	3.6%	4.0%
ALLEGHANY	0.1%	0.1%	0.2%	0.1%	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%	0.1%	0.0%
ARLINGTON	13.2%	18.0%	11.3%	11.8%	13.5%
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%	0.3%	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%	0.0%	0.1%	0.1%	0.1%
CHARLOTTESVILLE CITY	1.0%	0.9%	1.1%	1.0%	1.2%
CHESAPEAKE CITY	1.5%	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, 2017

## 2017 Domestic Travel Impact on Virginia

Table C: Percent Distribution by County (City\*), 2017 (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%	0.4%	0.6%	0.5%	0.5%
FALLS CHURCH CITY	0.2%	0.2%	0.2%	0.3%	0.2%
FAUQUIER	0.7%	0.6%	0.8%	0.8%	0.5%
FLOYD	0.1%	0.1%	0.1%	0.1%	0.1%
FLUVANNA	0.2%	0.2%	0.2%	0.2%	0.1%
FRANKLIN	0.4%	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	0.8%	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%	0.8%
HARRISONBURG CITY	0.5%	0.4%	0.5%	0.5%	0.7%
HENRICO	3.7%	3.8%	3.7%	3.3%	4.1%
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	1.7%	1.4%	1.7%	2.1%	2.6%
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, 2017

**2017 Domestic Travel Impact on Virginia****Table C: Percent Distribution by County (City\*), 2017 (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%	0.6%	0.7%	0.8%	1.1%
MADISON	0.1%	0.1%	0.1%	0.1%	0.1%
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%	0.1%
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	3.4%	3.8%	3.2%	3.0%	3.9%
NORTHAMPTON	0.3%	0.3%	0.3%	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%	0.3%	0.3%	0.3%	0.4%
PATRICK	0.1%	0.1%	0.1%	0.1%	0.1%
PETERSBURG CITY	0.2%	0.1%	0.2%	0.2%	0.2%
PITTSYLVANIA	0.3%	0.2%	0.3%	0.4%	0.3%
POQUOSON CITY	0.0%	0.0%	0.0%	0.0%	0.0%
PORTSMOUTH CITY	0.3%	0.3%	0.3%	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%	2.5%	1.3%
PULASKI	0.2%	0.2%	0.3%	0.2%	0.2%
RADFORD CITY	0.1%	0.0%	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, 2017

**2017 Domestic Travel Impact on Virginia****Table C: Percent Distribution by County (City\*), 2017 (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	3.1%	3.1%	3.2%	2.7%	3.8%
ROANOKE	0.7%	0.6%	0.8%	0.7%	0.9%
ROANOKE CITY	1.7%	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%	1.0%
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%	0.0%	0.0%
SUSSEX	0.0%	0.0%	0.0%	0.1%	0.0%
TAZEWELL	0.2%	0.2%	0.2%	0.2%	0.1%
VIRGINIA BEACH CITY	6.3%	4.9%	6.0%	7.2%	9.0%
WARREN	0.6%	0.6%	0.7%	0.6%	0.4%
WASHINGTON	0.4%	0.4%	0.5%	0.5%	0.4%
WAYNESBORO CITY	0.1%	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 2016

**2017 Domestic Travel Impact on Virginia****Table D: Percent Change from 2016**

<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACCOMACK	5.6%	5.8%	2.0%	4.3%	3.8%
ALBEMARLE	5.5%	5.7%	1.9%	4.2%	3.7%
ALEXANDRIA CITY	4.6%	4.9%	1.5%	3.4%	2.9%
ALLEGHANY	0.6%	0.8%	-2.3%	-0.7%	-1.1%
AMELIA	5.4%	5.7%	2.4%	4.2%	3.7%
AMHERST	1.5%	1.7%	-1.4%	0.3%	-0.2%
APPOMATTOX	5.3%	5.5%	1.8%	4.0%	3.5%
ARLINGTON	4.5%	4.7%	1.5%	3.2%	2.7%
AUGUSTA	2.8%	3.1%	0.6%	1.6%	1.1%
BATH	4.8%	5.0%	1.6%	3.5%	3.0%
BEDFORD	4.0%	4.2%	1.0%	2.7%	2.2%
BLAND	3.8%	4.0%	0.8%	2.6%	2.1%
BOTETOURT	1.7%	1.9%	-1.2%	0.5%	0.0%
BRISTOL CITY	1.7%	1.9%	-1.2%	0.5%	0.0%
BRUNSWICK	2.9%	3.1%	0.6%	1.6%	1.1%
BUCHANAN	3.2%	3.4%	0.8%	1.9%	1.5%
BUCKINGHAM	3.5%	3.8%	1.0%	2.3%	1.8%
BUENA VISTA CITY	2.8%	3.0%	0.6%	1.6%	1.1%
CAMPBELL	1.3%	1.5%	-0.1%	0.1%	-0.4%
CAROLINE	2.7%	3.0%	0.6%	1.5%	1.0%
CARROLL	4.4%	4.6%	1.4%	3.1%	2.6%
CHARLES CITY	4.8%	5.0%	1.6%	3.5%	3.0%
CHARLOTTE	2.9%	3.1%	0.6%	1.6%	1.1%
CHARLOTTESVILLE CITY	3.8%	4.0%	0.9%	2.6%	2.1%
CHESAPEAKE CITY	5.9%	6.2%	2.1%	4.6%	4.1%
CHESTERFIELD	5.2%	5.4%	1.8%	3.9%	3.4%
CLARKE	5.4%	5.6%	1.9%	4.1%	3.6%
COLONIAL HEIGHTS CITY	2.1%	2.3%	0.2%	0.9%	0.4%
COVINGTON CITY	4.7%	5.0%	1.5%	3.5%	3.0%
CRAIG	2.4%	2.6%	0.4%	1.2%	0.7%
CULPEPER	5.9%	6.1%	2.1%	4.6%	4.1%
CUMBERLAND	4.4%	4.6%	1.4%	3.1%	2.6%
DANVILLE CITY	1.1%	1.3%	-1.8%	-0.1%	-0.6%
DICKENSON	1.7%	1.9%	-1.2%	0.5%	0.0%
DINWIDDIE	4.9%	5.2%	1.9%	3.7%	3.2%

Table D: Percent Change from 2016

## 2017 Domestic Travel Impact on Virginia

Table D: Percent Change from 2016 (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	8.3%	8.5%	3.3%	7.0%	6.5%
ESSEX	2.0%	2.2%	-0.9%	0.8%	0.3%
FAIRFAX	4.3%	4.6%	1.3%	3.1%	2.6%
FAIRFAX CITY	0.2%	0.4%	-2.7%	-1.0%	-1.5%
FALLS CHURCH CITY	4.1%	4.4%	1.1%	2.9%	2.4%
FAUQUIER	5.3%	5.5%	2.3%	4.0%	3.5%
FLOYD	5.3%	5.5%	2.2%	4.0%	3.5%
FLUVANNA	2.3%	2.5%	-0.7%	1.1%	0.6%
FRANKLIN	1.0%	1.2%	-1.9%	-0.2%	-0.7%
FRANKLIN CITY	2.7%	3.0%	-0.2%	1.5%	1.0%
FREDERICK	3.7%	3.9%	1.0%	2.4%	1.9%
FREDERICKSBURG CITY	5.3%	5.5%	1.8%	4.0%	3.5%
GALAX CITY	3.1%	3.3%	0.4%	1.8%	1.4%
GILES	5.0%	5.3%	2.0%	3.8%	3.3%
GLOUCESTER	4.0%	4.2%	1.0%	2.7%	2.2%
GOOCHLAND	4.3%	4.6%	1.3%	3.1%	2.6%
GRAYSON	4.8%	5.0%	1.8%	3.5%	3.0%
GREENE	6.3%	6.5%	2.3%	5.0%	4.5%
GREENSVILLE	8.0%	8.3%	3.2%	6.7%	6.2%
HALIFAX	3.2%	3.4%	0.8%	1.9%	1.5%
HAMPTON CITY	4.8%	5.0%	1.8%	3.5%	3.0%
HANOVER	8.2%	8.4%	3.3%	6.9%	6.3%
HARRISONBURG CITY	5.2%	5.5%	1.8%	4.0%	3.5%
HENRICO	4.1%	4.4%	1.1%	2.9%	2.4%
HENRY	3.7%	3.9%	0.7%	2.5%	2.0%
HIGHLAND	0.2%	0.4%	-2.7%	-1.0%	-1.5%
HOPEWELL CITY	3.0%	3.2%	0.0%	1.7%	1.2%
ISLE OF WIGHT	5.0%	5.2%	2.0%	3.7%	3.2%
JAMES CITY	3.6%	3.8%	1.0%	2.3%	1.8%
KING AND QUEEN	3.8%	4.0%	0.8%	2.5%	2.0%
KING GEORGE	5.6%	5.8%	2.6%	4.3%	3.8%
KING WILLIAM	5.2%	5.4%	2.2%	3.9%	3.4%
LANCASTER	5.5%	5.7%	2.5%	4.2%	3.7%
LEE	4.1%	4.4%	1.2%	2.9%	2.4%
LEXINGTON CITY	3.6%	3.8%	0.6%	2.4%	1.9%

Table D: Percent Change from 2016

**2017 Domestic Travel Impact on Virginia****Table D: Percent Change from 2016 (Continued)**

<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LOUDOUN	4.6%	4.8%	1.6%	3.3%	2.8%
LOUISA	8.6%	8.8%	3.5%	7.3%	6.7%
LUNENBURG	3.0%	3.2%	0.0%	1.8%	1.3%
LYNCHBURG CITY	2.5%	2.7%	-0.5%	1.2%	0.7%
MADISON	2.5%	2.7%	-0.5%	1.2%	0.7%
MANASSAS CITY	4.5%	4.7%	1.5%	3.2%	2.7%
MANASSAS PARK CITY	2.7%	2.9%	-0.3%	1.5%	1.0%
MARTINSVILLE CITY	1.2%	1.5%	-1.7%	0.0%	-0.5%
MATHEWS	1.4%	1.6%	-1.6%	0.1%	-0.4%
MECKLENBURG	5.2%	5.4%	1.8%	3.9%	3.4%
MIDDLESEX	1.2%	1.4%	-1.7%	0.0%	-0.5%
MONTGOMERY	6.2%	6.4%	2.3%	4.9%	4.4%
NELSON	4.2%	4.4%	1.2%	2.9%	2.4%
NEW KENT	2.1%	2.4%	0.3%	0.9%	0.4%
NEWPORT NEWS CITY	4.1%	4.3%	1.1%	2.9%	2.4%
NORFOLK CITY	7.0%	7.3%	2.5%	5.7%	5.2%
NORTHAMPTON	1.2%	1.4%	-1.7%	0.0%	-0.5%
NORTHUMBERLAND	4.8%	5.1%	1.8%	3.6%	3.1%
NORTON CITY	1.5%	1.7%	-1.5%	0.2%	-0.2%
NOTTOWAY	3.5%	3.8%	1.0%	2.3%	1.8%
ORANGE	0.9%	1.1%	-0.3%	-0.3%	-0.8%
PAGE	3.2%	3.5%	0.8%	2.0%	1.5%
PATRICK	0.8%	1.0%	-2.1%	-0.4%	-0.9%
PETERSBURG CITY	5.1%	5.3%	1.7%	3.8%	3.3%
PITTSYLVANIA	4.3%	4.6%	1.3%	3.1%	2.6%
POQUOSON CITY	1.2%	1.4%	-1.8%	-0.1%	-0.5%
PORTSMOUTH CITY	2.7%	2.9%	-0.3%	1.4%	1.0%
POWHATAN	0.9%	1.1%	-2.0%	-0.4%	-0.8%
PRINCE EDWARD	5.9%	6.2%	2.1%	4.6%	4.1%
PRINCE GEORGE	0.6%	0.9%	-2.3%	-0.6%	-1.1%
PRINCE WILLIAM	3.7%	3.9%	1.0%	2.5%	2.0%
PULASKI	1.0%	1.2%	-1.9%	-0.2%	-0.7%
RADFORD CITY	3.3%	3.5%	0.8%	2.0%	1.5%
RAPPAHANNOCK	3.5%	3.8%	1.0%	2.3%	1.8%
RICHMOND	2.8%	3.0%	0.6%	1.6%	1.1%

Table D: Percent Change from 2016

**2017 Domestic Travel Impact on Virginia**

**Table D: Percent Change from 2016 (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	6.3%	6.5%	2.3%	5.0%	4.5%
ROANOKE	4.1%	4.3%	1.1%	2.8%	2.3%
ROANOKE CITY	6.5%	6.7%	2.4%	5.2%	4.7%
ROCKBRIDGE	3.8%	4.0%	1.1%	2.5%	2.0%
ROCKINGHAM	3.6%	3.8%	1.0%	2.3%	1.8%
RUSSELL	4.3%	4.5%	1.3%	3.0%	2.5%
SALEM CITY	1.6%	1.8%	-1.3%	0.4%	-0.1%
SCOTT	3.5%	3.8%	1.0%	2.3%	1.8%
SHENANDOAH	5.0%	5.2%	1.7%	3.7%	3.2%
SMYTH	1.9%	2.1%	0.1%	0.7%	0.2%
SOUTHAMPTON	2.7%	2.9%	0.6%	1.5%	1.0%
SPOTSYLVANIA	3.3%	3.5%	0.8%	2.0%	1.6%
STAFFORD	6.6%	6.8%	2.5%	5.3%	4.8%
STAUNTON CITY	3.1%	3.3%	0.7%	1.9%	1.4%
SUFFOLK CITY	6.0%	6.3%	2.2%	4.8%	4.2%
SURRY	0.8%	1.1%	-2.1%	-0.4%	-0.9%
SUSSEX	4.0%	4.2%	1.0%	2.7%	2.2%
TAZEWELL	1.5%	1.7%	-1.4%	0.3%	-0.2%
VIRGINIA BEACH CITY	4.6%	4.8%	1.6%	3.3%	2.8%
WARREN	3.1%	3.3%	0.7%	1.8%	1.3%
WASHINGTON	2.5%	2.7%	0.4%	1.2%	0.8%
WAYNESBORO CITY	2.7%	2.9%	0.5%	1.4%	0.9%
WESTMORELAND	1.9%	2.2%	0.2%	0.7%	0.2%
WILLIAMSBURG CITY	2.8%	3.0%	0.6%	1.5%	1.0%
WINCHESTER CITY	5.0%	5.2%	1.7%	3.7%	3.2%
WISE	1.9%	2.2%	0.2%	0.7%	0.2%
WYTHE	5.0%	5.3%	1.7%	3.8%	3.3%
YORK	6.1%	6.3%	2.2%	4.8%	4.3%
<b>STATE TOTALS</b>	<b>4.4%</b>	<b>4.7%</b>	<b>1.3%</b>	<b>3.1%</b>	<b>2.7%</b>

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Table E: Alphabetical by County, 2016

**2016 Domestic Travel Impact on Virginia**  
**Table E: Alphabetical by County (City\*), 2016**

<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	\$196.14	\$42.55	2.21	\$9.40	\$6.02
ALBEMARLE	357.98	67.06	3.32	14.59	12.61
ALEXANDRIA CITY	789.71	139.18	6.45	36.91	26.63
ALLEGHANY	36.49	7.47	0.36	1.49	1.05
AMELIA	5.39	1.18	0.05	0.30	0.15
AMHERST	24.18	5.39	0.28	1.09	0.72
APPOMATTOX	10.52	2.13	0.11	0.50	0.31
ARLINGTON	3,119.06	1,010.97	25.94	119.41	89.28
AUGUSTA	122.93	22.24	1.10	5.47	4.25
BATH	267.20	33.62	1.75	8.04	3.36
BEDFORD	106.17	22.75	1.22	5.20	3.29
BLAND	13.63	2.87	0.13	0.53	0.40
BOTETOURT	56.89	9.41	0.46	2.41	1.63
BRISTOL CITY	54.49	10.37	0.52	2.61	1.63
BRUNSWICK	37.91	8.12	0.43	1.80	0.85
BUCHANAN	19.38	4.29	0.19	0.58	0.22
BUCKINGHAM	11.40	2.46	0.12	0.56	0.34
BUENA VISTA CITY	4.10	0.94	0.04	0.16	0.11
CAMPBELL	48.12	9.20	0.48	2.18	0.76
CAROLINE	93.83	12.86	0.66	4.19	2.12
CARROLL	69.03	13.19	0.67	3.27	2.06
CHARLES CITY	2.95	0.69	0.03	0.13	0.09
CHARLOTTE	13.53	2.81	0.14	0.59	0.36
CHARLOTTESVILLE CITY	242.53	53.14	2.53	10.16	8.33
CHESAPEAKE CITY	343.44	65.37	3.29	16.13	12.47
CHESTERFIELD	478.91	93.99	4.88	19.02	10.87
CLARKE	19.11	3.89	0.19	0.81	0.56
COLONIAL HEIGHTS CITY	40.72	10.87	0.54	1.86	1.63
COVINGTON CITY	5.42	1.29	0.05	0.21	0.15
CRAIG	4.15	0.87	0.05	0.18	0.15
CULPEPER	40.30	7.99	0.41	1.72	0.94
CUMBERLAND	5.79	1.07	0.06	0.30	0.17
DANVILLE CITY	85.94	17.16	0.88	3.72	2.09
DICKENSON	7.43	1.65	0.07	0.42	0.17
DINWIDDIE	14.62	3.12	0.15	0.62	0.45

Table E: Alphabetical by County, 2016

## 2016 Domestic Travel Impact on Virginia

Table E: Alphabetical by County (City\*), 2016 (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	26.01	4.31	0.20	1.57	1.03
ESSEX	31.23	6.95	0.36	1.44	0.93
FAIRFAX	3,032.69	668.57	30.77	153.95	57.10
FAIRFAX CITY	124.75	25.90	1.35	5.78	3.55
FALLS CHURCH CITY	37.78	11.83	0.53	2.94	1.52
FAUQUIER	174.09	34.88	1.84	8.54	2.99
FLOYD	23.72	4.52	0.22	1.08	0.71
FLUVANNA	53.70	10.93	0.53	2.52	0.73
FRANKLIN	107.84	24.41	1.30	4.33	3.23
FRANKLIN CITY	13.74	2.53	0.12	0.88	0.54
FREDERICK	136.98	26.91	1.35	5.96	4.14
FREDERICKSBURG CITY	177.22	33.15	1.65	7.85	7.13
GALAX CITY	17.13	3.19	0.15	0.82	0.42
GILES	26.54	4.85	0.24	1.29	0.83
GLOUCESTER	46.80	9.22	0.48	2.26	1.39
GOOCHLAND	22.44	4.29	0.23	0.72	0.46
GRAYSON	15.14	3.52	0.15	0.65	0.45
GREENE	18.79	4.87	0.23	0.96	0.56
GREENSVILLE	16.27	2.69	0.13	0.72	0.37
HALIFAX	47.15	10.46	0.56	1.83	0.90
HAMPTON CITY	240.32	45.89	2.37	11.79	8.39
HANOVER	228.23	51.13	2.57	9.00	4.81
HARRISONBURG CITY	118.61	23.25	1.15	5.20	4.52
HENRICO	879.65	214.38	8.49	33.09	27.59
HENRY	48.04	10.47	0.54	2.08	0.96
HIGHLAND	17.59	3.68	0.18	0.90	0.53
HOPEWELL CITY	25.17	4.88	0.25	1.21	1.05
ISLE OF WIGHT	39.94	8.00	0.40	1.95	0.92
JAMES CITY	417.15	77.80	3.99	21.81	17.53
KING AND QUEEN	3.77	0.81	0.04	0.19	0.11
KING GEORGE	20.91	4.51	0.22	0.98	0.63
KING WILLIAM	9.13	2.16	0.09	0.34	0.22
LANCASTER	87.62	15.53	0.78	3.93	2.42
LEE	12.18	3.41	0.17	0.60	0.30
LEXINGTON CITY	37.95	7.49	0.37	1.59	1.34

Table E: Alphabetical by County, 2016

**2016 Domestic Travel Impact on Virginia****Table E: Alphabetical by County (City\*), 2016 (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	1,686.57	663.38	17.23	45.72	27.17
LOUISA	73.98	15.79	0.83	3.59	2.22
LUNENBURG	5.58	1.34	0.06	0.22	0.16
LYNCHBURG CITY	181.34	36.55	1.70	8.25	7.21
MADISON	34.17	5.88	0.28	1.44	1.00
MANASSAS CITY	68.06	11.58	0.58	3.26	1.80
MANASSAS PARK CITY	1.45	0.34	0.01	0.08	0.05
MARTINSVILLE CITY	20.74	4.29	0.22	0.98	0.54
MATHEWS	34.17	8.40	0.45	1.64	1.02
MECKLENBURG	130.48	26.94	1.38	6.23	3.90
MIDDLESEX	93.38	22.02	1.16	4.38	2.80
MONTGOMERY	143.84	28.00	1.40	6.42	2.60
NELSON	199.10	35.83	1.75	9.32	5.95
NEW KENT	33.54	7.87	0.42	1.43	0.41
NEWPORT NEWS CITY	295.68	68.06	3.01	12.70	10.25
NORFOLK CITY	785.40	207.31	7.29	30.14	25.05
NORTHAMPTON	77.53	15.28	0.82	3.76	1.51
NORTHUMBERLAND	61.58	12.59	0.63	2.74	1.82
NORTON CITY	19.61	3.36	0.17	0.94	0.86
NOTTOWAY	12.58	2.48	0.12	0.72	0.33
ORANGE	48.33	11.81	0.60	2.10	1.45
PAGE	67.13	14.31	0.74	3.41	2.53
PATRICK	27.69	6.20	0.28	1.55	0.82
PETERSBURG CITY	43.84	8.09	0.39	2.14	1.29
PITTSYLVANIA	73.27	14.04	0.66	3.98	2.14
POQUOSON CITY	3.07	0.54	0.03	0.16	0.10
PORTSMOUTH CITY	82.66	16.32	0.81	4.10	3.35
POWHATAN	9.27	1.77	0.10	0.33	0.20
PRINCE EDWARD	21.66	4.58	0.23	0.95	0.42
PRINCE GEORGE	80.39	15.43	0.80	3.61	1.22
PRINCE WILLIAM	570.90	152.26	6.52	25.31	9.02
PULASKI	56.89	12.05	0.63	2.49	1.69
RADFORD CITY	15.48	2.82	0.14	0.71	0.44
RAPPAHANNOCK	21.58	3.73	0.19	0.99	0.56
RICHMOND	31.05	11.79	0.36	1.05	0.72

Table E: Alphabetical by County, 2016

**2016 Domestic Travel Impact on Virginia****Table E: Alphabetical by County (City\*), 2016 (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	716.15	169.96	7.24	27.00	25.06
ROANOKE	175.02	34.04	1.74	7.27	5.89
ROANOKE CITY	404.85	86.49	3.62	16.12	14.39
ROCKBRIDGE	125.63	20.01	0.96	5.37	2.83
ROCKINGHAM	210.72	40.71	2.12	8.30	5.68
RUSSELL	12.27	2.91	0.15	0.61	0.19
SALEM CITY	68.50	13.94	0.75	2.88	2.57
SCOTT	17.24	3.52	0.18	0.83	0.43
SHENANDOAH	213.11	35.89	1.80	9.80	6.35
SMYTH	24.65	4.99	0.25	1.49	0.51
SOUTHAMPTON	15.27	3.20	0.15	0.88	0.30
SPOTSYLVANIA	275.99	61.52	3.11	6.75	5.50
STAFFORD	132.10	27.54	1.40	5.64	4.03
STAUNTON CITY	54.63	11.41	0.57	2.24	2.06
SUFFOLK CITY	71.12	13.36	0.66	4.04	2.21
SURRY	10.23	2.39	0.10	0.51	0.31
SUSSEX	9.69	2.15	0.10	0.58	0.19
TAZEWELL	50.86	11.05	0.58	2.24	0.71
VIRGINIA BEACH CITY	1,493.99	277.94	13.65	72.59	59.49
WARREN	139.98	31.82	1.67	6.48	2.81
WASHINGTON	103.86	23.00	1.20	4.79	2.57
WAYNESBORO CITY	35.34	7.30	0.37	1.58	1.19
WESTMORELAND	61.23	14.46	0.74	2.88	1.83
WILLIAMSBURG CITY	572.01	118.20	5.94	25.53	19.97
WINCHESTER CITY	111.46	21.43	1.08	4.77	3.87
WISE	33.39	7.16	0.38	1.49	0.48
WYTHE	137.50	20.43	0.95	6.33	4.11
YORK	225.31	41.00	2.02	11.22	8.70
<b>STATE TOTALS</b>	<b>\$23,699.81</b>	<b>\$5,624.41</b>	<b>229.26</b>	<b>\$1,014.41</b>	<b>\$663.39</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 en route.

*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**

<b>Appendix F: Industry Sectors in the U.S. Economy</b>	
<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