

# West Virginia Travel Impacts

*2000 - 2017p*



***September 2018***

*Prepared for the*

West Virginia Tourism Office  
Charleston, West Virginia

# **West Virginia Travel Impacts 2000-2017p**

September 2018

*prepared for the*

West Virginia Tourism Office  
Charleston, West Virginia

Dean Runyan Associates  
833 SW Eleventh Avenue, Suite 920  
Portland, OR 97205  
503/226-2973  
[www.deanrunyan.com](http://www.deanrunyan.com)

## Preface

The purpose of this study is to document the economic significance of the travel industry in West Virginia from 2000 to 2017. These findings show the level of travel spending by visitors traveling to and within the state and the impact this spending had on the economy in terms of earnings, employment, and tax revenue.

Dean Runyan Associates prepared this study for the West Virginia Tourism Office. Dean Runyan Associates has specialized in research and planning services for the travel, tourism and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary computer model for analyzing travel economic impacts at the state, regional and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research, and travel and tourism planning.

Many individuals and agencies provided information and advice for this report. Among the organizations involved in this effort were the West Virginia Department of Tax and Revenue, the West Virginia Racing Commission, the West Virginia Lottery, and the West Virginia State Parks and Forests. Federal agencies that provided assistance included the USDA Forest Service, the Department of Labor and the Bureau of Economic Analysis.

Finally, special thanks are due to Chelsea A. Ruby, Tourism Commissioner, West Virginia Tourism Office. Without her support and assistance, this report would not have been possible.

Dean Runyan Associates  
833 SW 11th Ave., Suite 920  
Portland, OR 97205  
(503) 226-2973  
[www.deanrunyan.com](http://www.deanrunyan.com)

## TABLE OF CONTENTS

	page
I. <b>Introduction</b>	1
II. <b>National Trends</b>	5
III. <b>West Virginia Travel Impacts</b>	9
Direct Impacts of Travel in West Virginia: A Summary	
Gross State Product	
IV. <b>Regional Travel Impacts</b>	19
V. <b>County Overnight Visitor Impacts</b>	33
 <b>Appendices</b>	
A. Regional Travel Impact Model (RTIM) Methodology	46
B. Definition of Terms	48
C. Travel Industry Business Classifications	50

## LIST OF TABLES AND FIGURES

	page
<hr/>	
<b>State Travel Impacts</b>	
West Virginia Direct Travel Impacts, 2000-2017p	11
West Virginia Visitor Spending Adjusted for Inflation, 2000-2017p	12
West Virginia Visitor Spending by Type of Traveler Accommodation, 2017p	12
West Virginia Visitor Spending by Commodity Purchased, 2017p	13
West Virginia Direct Employment Generated by Travel Spending, 2017p	13
State and Local Travel-Generated Government Revenue, 2017p	14
West Virginia Visitor Impacts, 2000-2008	15
West Virginia Visitor Impacts, 2010-2017p	16
West Virginia Travel Industry Gross Domestic Product, 2017	17
West Virginia Gross Domestic Product: Selected Export-Orientated Industries	18
<b>Regional Travel Impacts</b>	
Northern Panhandle Travel Impacts, 2008-2017p	21
Mid-Ohio Valley Travel Impacts, 2008-2017p	22
Metro Valley Travel Impacts, 2008-2017p	23
Mountain Lakes Travel Impacts, 2008-2017p	24
New River/Greenbrier Valley Travel Impacts, 2008-2017p	25
Potomac Highlands Travel Impacts, 2008-2017p	26
Eastern Panhandle Travel Impacts, 2008-2017p	27
Mountaineer Country Travel Impacts, 2008-2017p	28
Hatfield-McCoy Mountains Travel Impacts, 2008-2017p	29
Summary: Regional Travel Impacts, 2017p	30-31
<b>County Travel Impacts</b>	
Barbour through Clay, 2008-2017p	35
Doddridge through Hardy, 2008-2017p	36
Harrison through McDowell, 2008-2017p	37
Marion through Monroe, 2008-2017p	38
Morgan through Putnam, 2008-2017p	39
Raleigh through Tyler, 2008-2017p	40
Upshur through Wyoming, 2008-2017p	41
Total & Travel-Generated Employment and Earnings by County, 2017p	42-43

---

# I. Introduction

Visitors traveling to and throughout West Virginia represent an important component of the state's economy. Travel originating in domestic and international markets generates business sales, payroll, employment and tax receipts for the state as well as for local jurisdictions. Further, many locations within West Virginia serve as travel destinations in their own right. These areas accordingly consider travel and tourism a primary industry.

## **Objectives**

This report describes the economic impacts of travel to and through the state of West Virginia and each of its 55 counties from 2000 to 2017. Previous estimates may be slightly adjusted when original data sources are revised. Detailed breakouts of travel impacts are provided at the state level, for the nine tourism regions, and for the 55 counties. A primary objective of this research is to provide reliable, detailed figures that allow comparisons from year-to year for the state and county levels.

## **Direct Impacts**

The estimates of the direct impacts associated with traveler spending in West Virginia were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the West Virginia travel industry were gathered from various local, state and federal sources. Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur. A description of RTIM methodology is included in Appendix A.

## **Gross State Product**

An estimate of the Gross State Product of the travel industry is also included in this report. Gross State Product is a measure of industry output that excludes the value of intermediate inputs purchased from businesses in other industries. As a single measure, it provides a more meaningful gauge of industry output than spending, earnings, or tax receipts. It also permits comparisons with other industries.

## **Types of Travel Impacts Included**

Most of the travel that occurs in West Virginia is included in the scope of this analysis. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical, or educational purposes. All trips to West Virginia by U.S. residents and foreign visitors are included. The travel of West Virginia residents to other destinations in West Virginia is included, provided that it is neither commuting nor other routine travel. Travel to non-West Virginia destinations by West Virginia residents is not included as a component of visitor spending.

The impacts associated with travel are included if the travelers remain at the destination overnight and day travel for both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in West Virginia. In general, the terms “traveler” and “visitor” are used interchangeably in this report. Both represent a person who is traveling in the state of West Virginia, away from his or her home, on a trip as defined above.

### **State and Local Government Revenue**

Approximately two-thirds of all travel-generated government revenue accrues to state government in West Virginia. State taxes include the 6 percent state sales tax, the motor fuel tax, income taxes on travel-generated earnings and travel-related business income, and state revenue generated through racetrack video lottery and wagering (distributed by the West Virginia Lottery and the West Virginia Racing Commission). Local taxes consist of the Hotel/Motel Occupancy Tax and the Business & Occupation Tax, levied by municipal governments in West Virginia. The West Virginia Lottery makes distributions to racetrack and non-racetrack counties and municipalities throughout the state.

### **Transportation Impacts**

The focus of this analysis is on the destination-specific impacts of visitors. This is straightforward with respect to the spending on commodities such as accommodations, food services, recreation, and retail purchases. It is less obvious with respect to ground and air transportation services, in that transportation provides a link between an origin and destination. In this report, the impacts related to spending on transportation are allocated to the location (i.e., region or county) in which those spending impacts occur, regardless of whether that location is the ultimate destination of the visitor. For this reason, counties with urban centers will tend to have relatively greater transportation impacts even though some of that spending on transportation will be related to visits at other destinations.

## Impact Categories

---

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including hotel/motel occupancy taxes and other applicable local and state taxes, paid by the traveler at the point of sale.
Total Earnings	The earnings (wage and salary disbursements, earned benefits, and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a port.
Employment	Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.
Local Tax Receipts	Hotel/motel occupancy tax levied by cities and counties. Property taxes are not included.
State Tax Receipts	State exise taxes including sales and motor fuel taxes, income taxes attributable to travel-generated personal earnings and business receipts, and payments made from gaming revenue (levied by the West Virginia Lottery and the West Virginia Racing Commission).

---

## Visitor Categories

---

Type of Visitor	Description
Hotel/Motel/ B&B Guest	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a hotel/motel occupancy tax is collected.
Private Camper	Travelers staying in a privately owned (i.e., commercial) campground..
Public Camper	Travelers staying in a publicly managed campground such as those managed by West Virginia State Parks and Forests, the U.S. Forest Service, or the National Park Service.
Private Home Visitor	Travelers staying as guests with friends or relatives.
Vacation Home Visitor	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where hotel/motel occupancy tax is not collected.
Day Visitor	Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in West Virginia.

---



## **Report Contents**

Section II provides an overview of Travel Impacts in the state, detailed estimates for 2000 through 2017, an estimate of gross state product, and the relative impacts for counties measured in terms of the proportion of total earnings and employment that is travel-generated. Section III details estimates for the nine tourism regions. Section IV contains summary estimates for all of West Virginia's 55 counties.

The first part of this section focuses on the direct impacts of travel spending. This section provides an overview of travel-generated impacts since 2000, including state and local tax revenues directly generated by travel spending. More detailed travel impacts for the state are reported on the following pages.

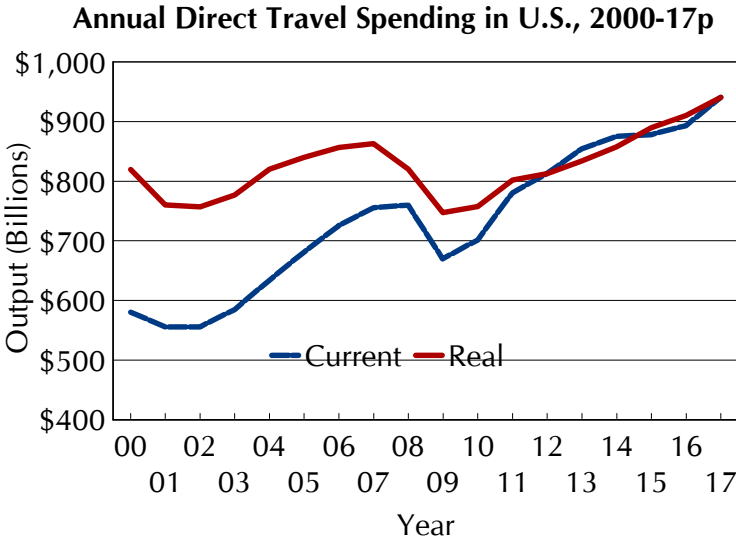
A description of the RTIM methodology is included in Appendix A. Definitions of the travel terms used in this report can be found in Appendix B. Appendix C provides a description of travel industries in terms of NAICS.

## II. NATIONAL TRAVEL TRENDS

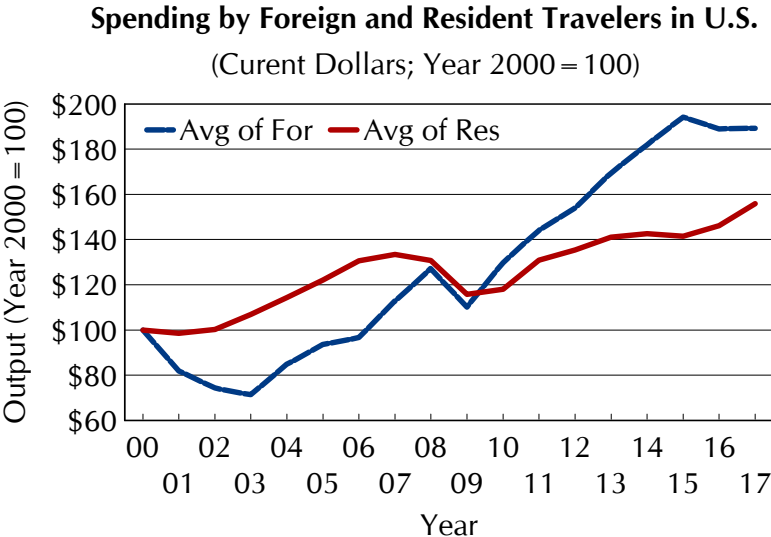


The national level data in this section focuses on visitor spending trends in current and real dollars, resident and foreign visitor spending in the U.S., and trends in travel-generated employment.

The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts\*. Both graphs show direct tourism output for the United States - spending by resident and foreign visitors.



Spending by resident and foreign visitors was \$933 billion in 2017 in current dollars. This represents a 3.0 percent increase over 2016. When adjusted for changes in prices (real dollars), spending increased by 2.3 percent from 2016 to 2017 compared to a 4.7 percent increase for the preceding year.



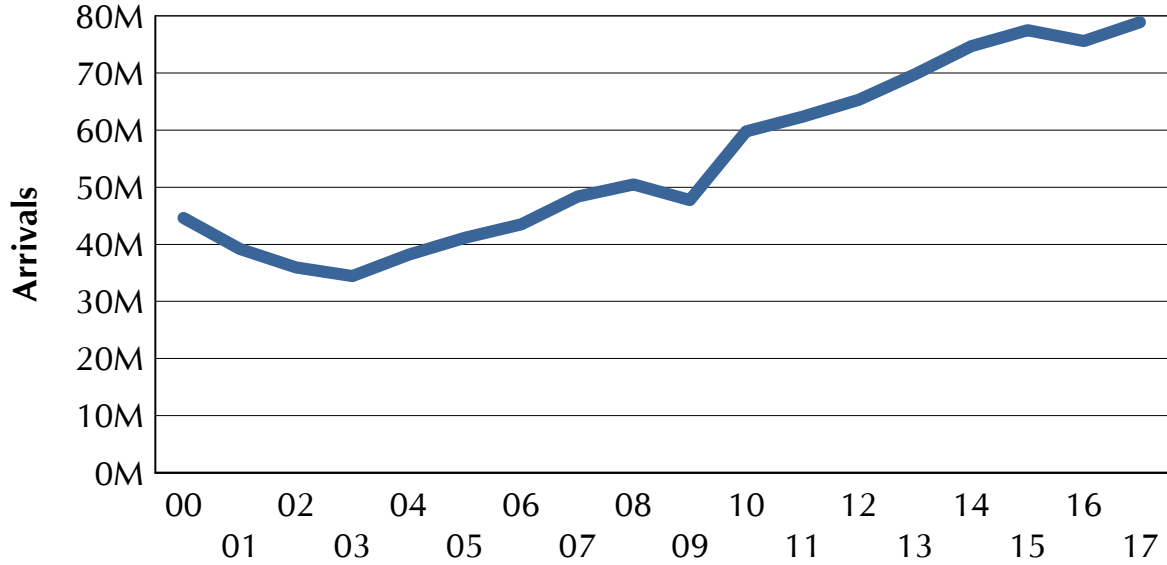
The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2017, the increase in spending by resident visitors (4.7 percent) compares to a 2.0 percent decrease in non-resident spending. Visitor spending by non-residents increased by 5.2 percent from 2014 to 2015.

Note: Foreign visitor spending does not include expenditures on health and educational services or expenditures by short term seasonal workers.

\*See <http://www.bea.gov/industry/index.htm#satellite>.

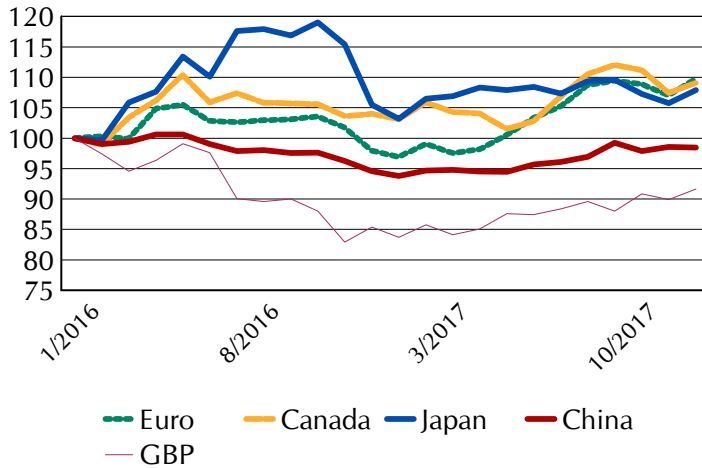
Foreign arrivals increased 4.3 percent from 2016 to 2017. The dollar continues to remain strong against selected foreign currencies. This can apply downward pressure on international spending by lessening the purchasing power of the international visitor that has traveled to the U.S.

### Overseas arrivals to the U.S.



### Relative Value of Selected Foreign Currencies compared to U.S. Dollar

Monthly Averages, Jan 2016 through December 2017



Sources:

Overseas Arrivals: National Travel & Tourism Office, U.S. Department of Commerce, Tourism Economics.

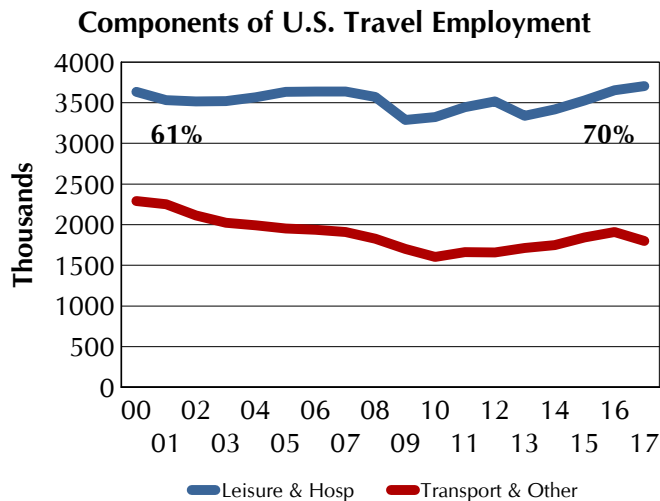
\*Link to revision press release <https://bit.ly/2JTgmH1>

Relative Value of Selected Foreign Currencies: USForex, Inc. ([www.usforex.com](http://www.usforex.com))

The following two graphs show employment trends since 2000 and the composition of travel industry employment since the recession. The first graph shows that travel-generated employment recovered from the 2008-09 recession by 2016, 2017 has experienced a decline of 1.1 percent in travel employment. Leisure and hospitality employment was 3.7 million in 2017 or 70 percent of total travel industry employment, compared to 3.6 million in 2000 or 61 percent of the total. Most of this growth was due to food services employment. However, employment in transportation and other industries declined over the same period from 2.3 million to 1.8 million, mostly due to decreased employment in the airline and related transportation industries.

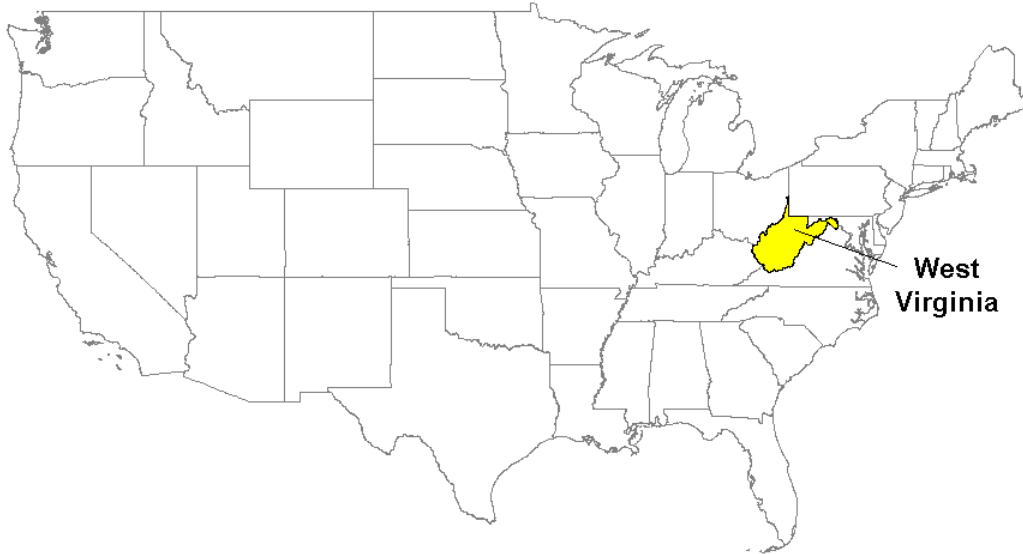


Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts.



Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts. Leisure & hospitality includes accommodations, food services, and arts, entertainment & recreation. Transportation and other includes retail and all other industries.

**III. WEST VIRGINIA TRAVEL IMPACTS  
2000-2017p**



West Virginia's \$4.3 billion in travel-generated spending is a vital part of the state and local economies. In some areas of the state, it is one of the primary sources of earnings and employment. The types of business that serve travelers are represented primarily by service and retail firms, including lodging establishments, restaurants, gaming establishments, recreation-orientated businesses, retail stores, gasoline service stations, transportation, and other travel-related services. The money that is spent on these goods and services in West Virginia produces business receipts at these firms, which in turn employ West Virginia residents. State and local government units benefit from the travel industry as well through the collection of taxes on the sale of goods and services and on the income generated by these sales.

### **Direct Impacts of Travel in West Virginia: A Summary**

- Travel spending by all overnight and day visitors in West Virginia grew for the first time since 2012. In the 2017 calendar year, travel spending was \$4.3 billion compared to \$4.1 billion in 2016. For 2017, travel spending is equivalent to approximately \$11.8 million dollars per day.
- West Virginia travel spending increased more than national travel spending from 2016 to 2017. Total travel spending in West Virginia increased 3.9% including gaming spending, and 5.0% excluding gaming spending, compared to the national increase of 3.0%.
- Travel spending in West Virginia has increased by 3.4 percent per year since 2000. In constant dollars (adjusted for inflation), travel spending has increased by about 1.6 percent per year over the same period.
- Visitors who stayed overnight in commercial lodging facilities spent \$1.5 billion in 2017 - or about one-third of all visitor spending in the state. Day travelers who spent substantially on gaming and entertainment spent \$1.8 billion.
- During 2017, visitor spending in West Virginia directly supported about 45,100 jobs with earnings of \$1.1 billion. Travel spending generated the greatest number of jobs in accommodations & food services, and arts, entertainment, recreation.
- Local and state government revenues generated by travel spending were \$519 million in 2017 (does not include property taxes). Without these government revenues generated travel spending, each household in West Virginia would have had to pay an additional \$690 per year in state and local taxes to maintain current service levels.

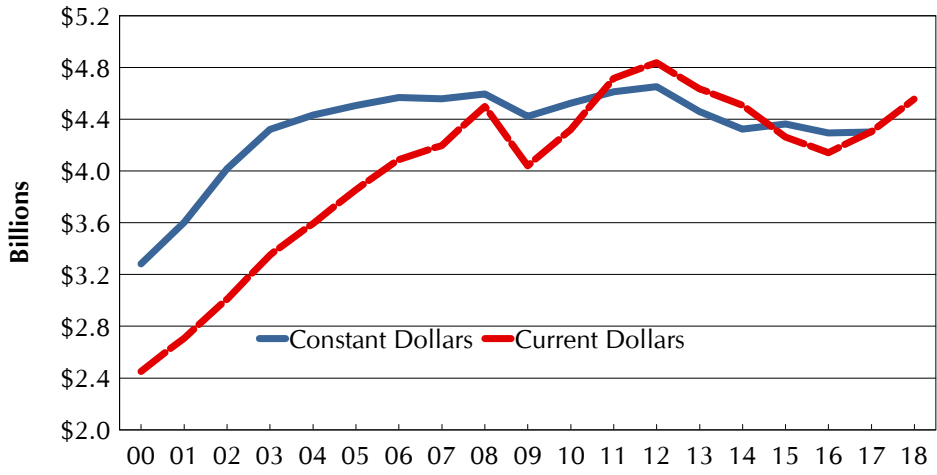
## West Virginia Direct Travel Impacts, 2000-2017p

	Spending (\$Million)	Spending w/o Gaming (\$Million)	Earnings (\$Million)	Employment (Thousand)	Government Revenue (\$Million)		
					Local	State	Total
2000	2,450	2,083	610	36.0	15.1	280.8	295.9
2001	2,708	2,201	667	38.4	17.7	340.6	358.3
2002	3,010	2,374	734	40.8	20.7	396.1	416.8
2003	3,349	2,591	787	42.5	23.3	449.5	472.8
2004	3,594	2,759	815	42.9	26.2	525.7	551.9
2005	3,855	2,976	848	44.3	27.8	536.3	564.1
2006	4,088	3,173	874	44.6	30.5	552.4	582.9
2007	4,195	3,301	904	44.4	32.4	556.4	588.8
2008	4,499	3,584	931	44.7	42.2	557.0	599.2
2009	4,039	3,165	942	44.6	41.1	545.7	586.7
2010	4,319	3,477	997	45.0	45.5	534.3	579.8
2011	4,713	3,824	1,025	45.3	54.4	533.9	588.3
2012	4,836	3,929	1,065	46.2	58.6	543.4	601.9
2013	4,636	3,848	1,065	46.6	53.9	492.4	546.4
2014	4,509	3,801	1,073	46.2	49.9	477.9	527.8
2015	4,261	3,565	1,109	44.9	53.8	484.8	538.6
2016	4,141	3,483	1,118	44.9	51.6	474.5	526.1
2017p	4,302	3,657	1,142	45.1	50.2	468.8	519.1
<i>Annual Percent Change</i>							
16-17p	3.9%	5.0%	2.1%	0.3%	-2.7%	-1.2%	-1.3%
00-17p	3.4%	3.4%	3.8%	1.3%	7.3%	3.1%	3.4%

Note: Estimates for 2017p are preliminary. One-way visitor airfares are included. Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes full- and part-time employees and self-employed. Government revenue includes the state share of racetrack video lottery and wagering, local hotel/motel taxes, state sales and income taxes, and the gasoline tax. Property taxes are not included. Annual Change refers to the average annual change. Details may not add to totals due to rounding.

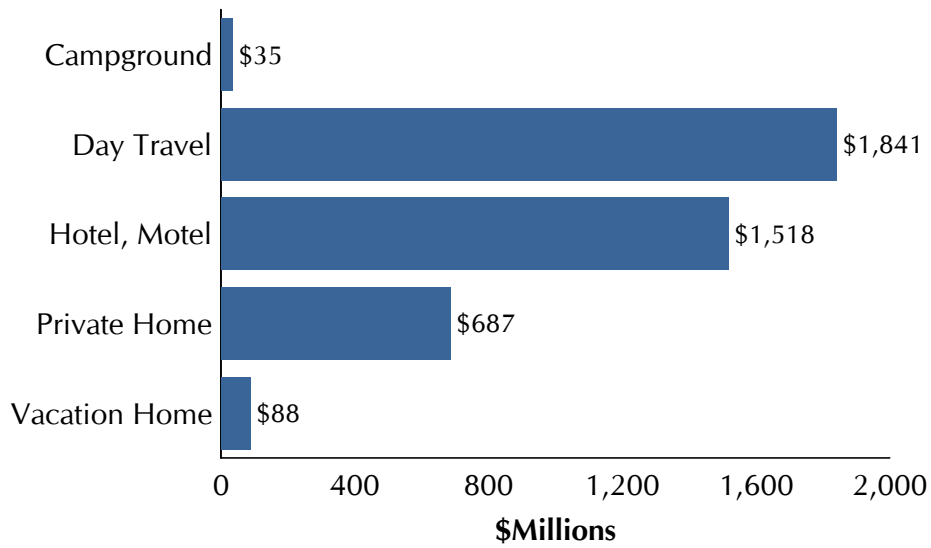


**West Virginia Visitor Spending Adjusted for Inflation, 2000-2017p**

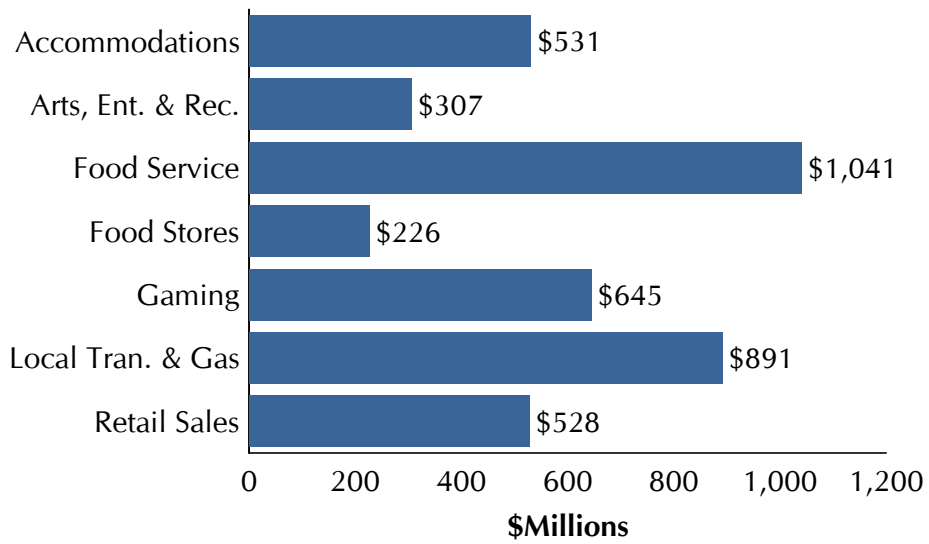


Source: Dean Runyan Associates

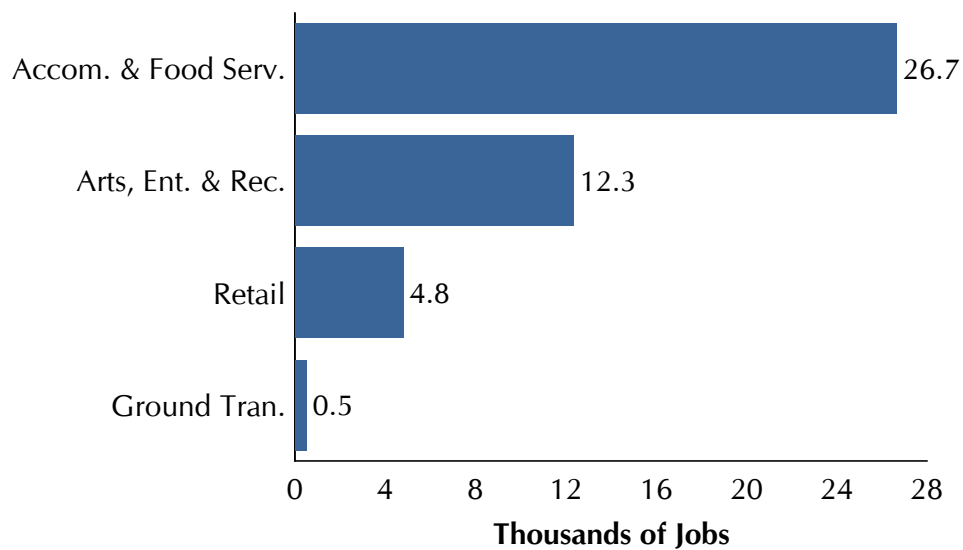
**West Virginia Visitor Spending  
by Type of Traveler Accommodation, 2017p  
(\$Millions)**



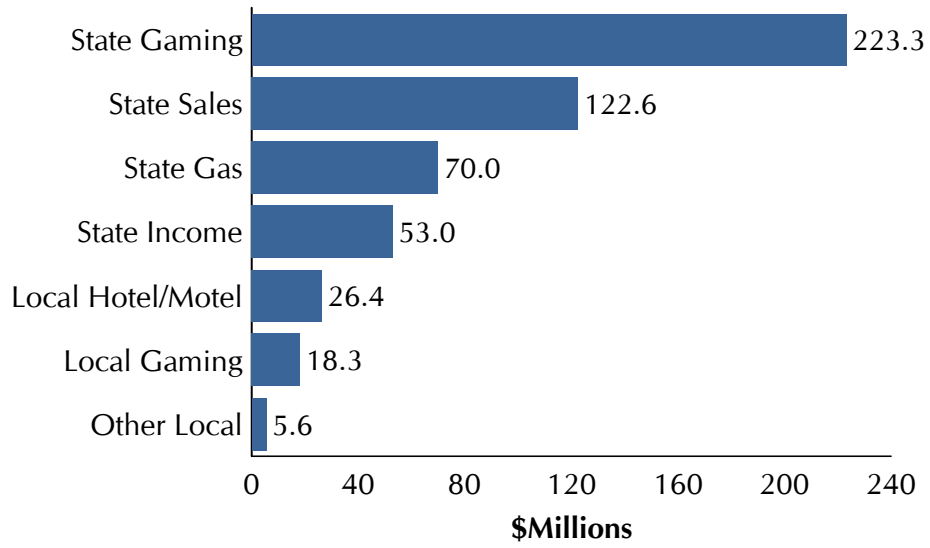
**West Virginia Visitor Spending  
by Commodity Purchased, 2017p**  
(\$Millions)



**West Virginia Direct Employment  
Generated by Travel Spending, 2017p**  
(Thousands of Jobs)



**State and Local Travel-Generated  
Government Revenue, 2017p**  
(\$Millions)



## West Virginia Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2010
<b>Total Direct Travel Spending (\$Million)</b>						
Destination Spending	2,370	2,926	3,480	3,958	4,368	4,194
Other Travel*	81	83	114	129	131	125
Total Direct Spending	2,450	3,010	3,594	4,088	4,499	4,319
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>						
Hotel, Motel	915	998	1,102	1,232	1,405	1,339
Campground	19	23	24	28	37	37
Private Home	464	480	561	659	770	731
Vacation Home	62	65	73	84	95	92
Day Travel	909	1,360	1,720	1,955	2,061	1,996
Destination Spending	2,370	2,926	3,480	3,958	4,368	4,194
<b>Visitor Spending by Commodity Purchased (\$Million)</b>						
Accommodations	330	353	373	399	433	421
Food Service	477	594	667	727	790	843
Food Stores	128	149	162	173	191	198
Local Tran. & Gas	438	481	696	980	1,279	1,106
Arts, Ent. & Rec.	233	258	273	278	278	278
Gaming	368	636	835	915	916	842
Retail Sales	396	456	475	487	482	506
Destination Spending	2,370	2,926	3,480	3,958	4,368	4,194
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>						
Accom. & Food Serv.	301	352	389	428	469	490
Arts, Ent. & Rec.	180	231	270	282	300	338
Retail**	93	106	109	115	119	126
Ground Tran.	10	13	14	15	15	15
Other Travel*	26	33	33	34	29	28
Total Direct Earnings	610	734	815	874	931	997
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>						
Accom. & Food Serv.	19.6	22.0	23.4	24.8	25.3	25.3
Arts, Ent. & Rec.	9.4	11.2	12.3	12.7	12.6	13.2
Retail**	5.0	5.4	5.3	5.4	5.2	5.2
Ground Tran.	0.5	0.5	0.5	0.5	0.6	0.5
Other Travel*	1.5	1.6	1.5	1.2	1.0	0.8
Total Direct Employment	36.0	40.8	42.9	44.6	44.7	45.0
<b>Government Revenue Generated by Travel Spending (\$Million)</b>						
Local Tax Receipts	15	21	26	30	42	46
State Tax Receipts	281	396	526	552	557	534
Federal Tax Receipts	140	166	190	198	209	218
Total Direct Gov't Revenue	436	582	742	781	808	798

Note: Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## West Virginia Travel Impacts, 2011-2017p

	2011	2013	2014	2015	2016	2017p
<b>Total Direct Travel Spending (\$Million)</b>						
Destination Spending	4,581	4,502	4,375	4,127	4,013	4,168
Other Travel*	133	134	133	134	129	134
Total Direct Spending	4,713	4,636	4,509	4,261	4,141	4,302
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>						
Hotel, Motel	1,490	1,523	1,487	1,456	1,418	1,518
Campground	41	40	39	34	33	35
Private Home	796	788	782	688	668	687
Vacation Home	99	98	98	90	87	88
Day Travel	2,155	2,053	1,969	1,860	1,807	1,841
Destination Spending	4,581	4,502	4,375	4,127	4,013	4,168
<b>Visitor Spending by Commodity Purchased (\$Million)</b>						
Accommodations	462	506	509	535	513	531
Food Service	885	925	933	968	992	1,041
Food Stores	211	219	220	225	222	227
Local Tran. & Gas	1,323	1,240	1,197	886	815	891
Arts, Ent. & Rec.	286	293	286	290	289	307
Gaming	890	788	708	696	658	645
Retail Sales	525	531	522	527	523	528
Destination Spending	4,581	4,502	4,375	4,127	4,013	4,168
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>						
Accom. & Food Serv.	508	548	567	593	603	624
Arts, Ent. & Rec.	344	339	326	331	328	331
Retail**	129	133	135	132	139	137
Ground Tran.	16	17	17	17	18	18
Other Travel*	28	28	28	36	31	32
Total Direct Earnings	1,025	1,065	1,073	1,109	1,118	1,142
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>						
Accom. & Food Serv.	25.6	26.9	27.3	26.6	26.5	26.7
Arts, Ent. & Rec.	13.1	13.1	12.4	12.2	12.1	12.3
Retail**	5.2	5.3	5.3	4.9	5.0	4.8
Ground Tran.	0.5	0.6	0.6	0.5	0.5	0.5
Other Travel*	0.9	0.7	0.7	0.7	0.7	0.7
Total Direct Employment	45.3	46.6	46.2	44.9	44.9	45.1
<b>Government Revenue Generated by Travel Spending (\$Million)</b>						
Local Tax Receipts	54	54	50	54	52	50
State Tax Receipts	534	492	478	485	475	469
Federal Tax Receipts	204	221	221	224	224	227
Total Direct Gov't Revenue	793	768	749	762	751	746

Note: Estimates for 2017p are preliminary. Details may not add to totals due to rounding.

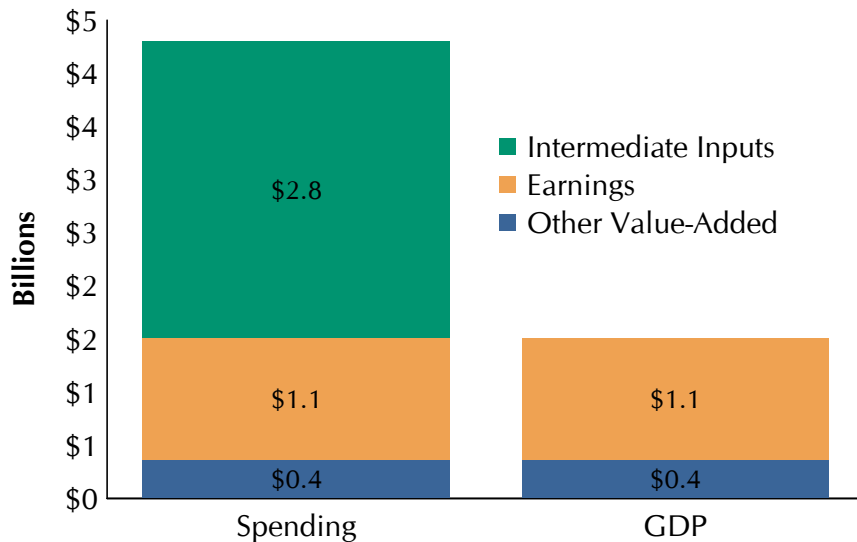
\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## GROSS DOMESTIC PRODUCT OF WEST VIRGINIA TRAVEL INDUSTRY

Gross Domestic Product (GDP, also referred to as value added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the West Virginia travel industry is shown below. West Virginia travel industry GDP of \$1.5 billion represents approximately 2 percent of total West Virginia GDP.

About 64 percent of all travel spending in West Virginia is attributed to intermediate inputs and goods resold at retail. Intermediate inputs cover a range of goods and services that are purchased by travel industry businesses for the purpose of creating a product or service for the traveler. For example, many lodging establishments purchase cable television services. Restaurants purchase food and beverages from vendors. In both cases, these inputs are classified as the GDP of other industries. In addition, travel spending occurs at many retail establishments where the goods purchased from the retailer are purchased as finished goods from suppliers. These resold goods are also counted as the products of other industries. This would include motor fuel, groceries, and most the commodities sold at retail establishments.

**Travel Spending and Industry Gross Domestic Product  
of West Virginia Travel Industry, 2017p**  
(\$ Billions)



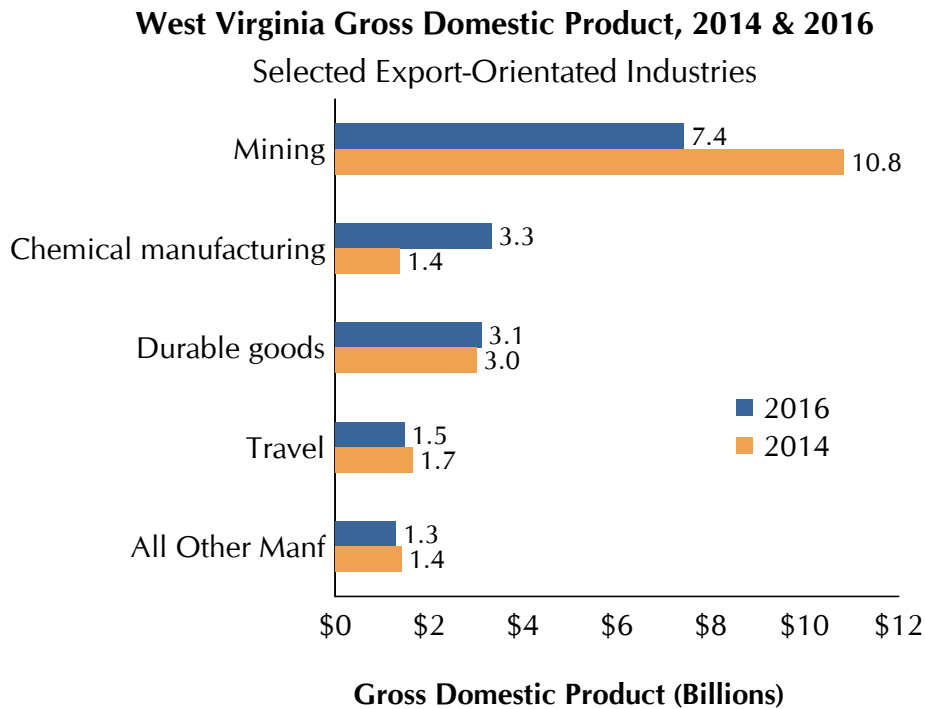
Source: Dean Runyan Associates and Bureau of Economic Analysis.

## Gross Domestic Product of West Virginia Export-Orientated Industries

Export-orientated industries are those industries that primarily market their products and services to other regions, states, or nations. Mining, manufacturing, and chemicals are the best examples of export-orientated industries. Clearly, there are cases in each of these three sectors where the products are sold within the local or regional market.

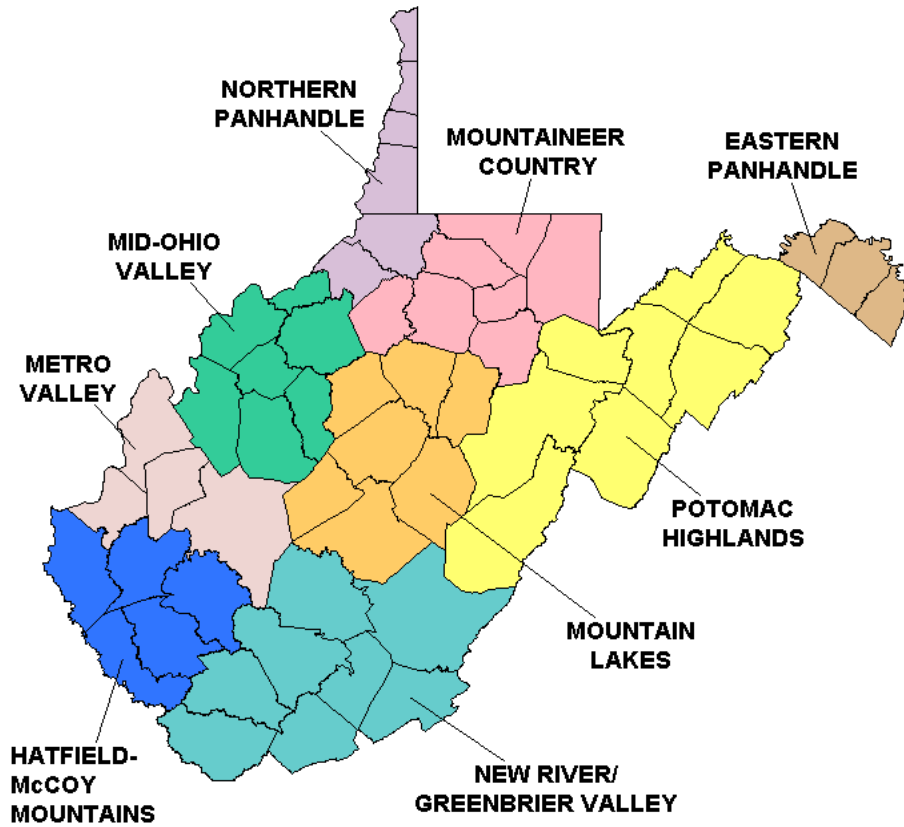
Nonetheless, in general most businesses within these industries depend on export markets. The travel industry is also an export-orientated industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do exports of other industries.

A comparison of the GDP's of the leading export-orientated industries in West Virginia is shown below. The comparison years are for 2014 and 2016 - data for 2017 is not yet available for the comparison industries.



Source: Dean Runyan Associates and Bureau of Economic Analysis.

# IV. REGIONAL VISITOR IMPACTS 2008-2017p





The tables in this section provide detailed estimates for the regions of West Virginia for 2008-2016p. The geographic definitions of the regions are shown below.

### West Virginia's Tourism Regions

#### Northern Panhandle

Brooke  
Hancock  
Marshall  
Ohio  
Tyler  
Wetzel

#### Mid-Ohio Valley

Calhoun  
Jackson  
Pleasants  
Ritchie  
Roane  
Wirt  
Wood

#### Metro Valley

Cabell  
Kanawha  
Mason  
Putnam

#### Mountain Lakes

Braxton  
Clay  
Gilmer  
Lewis  
Nicholas  
Upshur  
Webster

#### New River/Greenbrier Valley

Fayette  
Greenbrier  
McDowell  
Mercer  
Monroe  
Raleigh  
Summers  
Wyoming

#### Potomac Highlands

Grant  
Hampshire  
Hardy  
Mineral  
Pendleton  
Pocahontas  
Randolph  
Tucker

#### Eastern Panhandle

Berkeley  
Jefferson  
Morgan

#### Mountaineer Country

Barbour  
Doddridge  
Harrison  
Marion  
Monongalia  
Preston  
Taylor

#### Hatfield-McCoy Mountains

Boone  
Lincoln  
Logan  
Mingo  
Wayne

## Northern Panhandle Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	874	801	889	819	773	739	661	704
Other Travel*	5	3	5	5	5	5	6	6
Total Direct Spending	879	804	894	824	778	744	667	710
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	137	118	137	134	132	130	112	127
Campground	0	1	1	1	1	1	1	1
Private Home	57	54	57	55	54	49	48	48
Vacation Home	5	4	4	4	4	4	4	4
Day Travel	675	625	689	625	582	556	496	524
Destination Spending	874	801	889	819	773	739	661	704
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	37	38	46	47	47	49	41	46
Food Service	164	181	199	198	198	202	188	205
Food Stores	33	35	40	39	39	39	35	38
Local Tran. & Gas	104	89	105	100	96	69	63	70
Arts, Ent. & Rec.	13	19	20	20	19	19	18	20
Gaming	435.6	344.8	376.8	315.6	275.5	262.9	227.6	232.9
Retail Sales	87	95	103	100	97	97	88	93
Destination Spending	874	801	889	819	773	739	661	704
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	75	83	89	91	94	97	91	98
Arts, Ent. & Rec.	80	75	82	73	65	63	55	57
Retail**	17	19	20	20	20	20	19	19
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	2	2	2	3	2	3	3	3
Total Direct Earnings	174	179	194	187	181	183	169	177
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	4.8	5.3	5.5	5.7	5.7	5.7	5.3	5.4
Arts, Ent. & Rec.	2.9	2.6	2.7	2.4	2.1	2.0	1.7	1.7
Retail**	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.7
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Employment	8.7	8.7	9.1	9.0	8.7	8.5	7.8	7.9
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	12	10	10	10	9	10	9	9
State Tax Receipts	173	145	139	121	120	119	111	113
Total Direct Gov't Revenue	185	155	149	131	129	129	120	122

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## Mid-Ohio Valley Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	193	178	202	197	204	175	168	182
Other Travel*	5	5	4	4	4	4	5	5
Total Direct Spending	198	182	206	201	208	179	173	187
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	65	58	70	67	78	66	64	73
Campground	2	2	2	2	2	1	1	1
Private Home	67	64	70	69	66	59	57	58
Vacation Home	7	7	8	8	7	7	6	7
Day Travel	52	47	53	51	51	42	40	43
Destination Spending	193	178	202	197	204	175	168	182
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	18	16	20	20	25	23	22	24
Food Service	32	32	35	35	39	38	38	41
Food Stores	9	9	10	10	10	10	10	10
Local Tran. & Gas	97	83	97	93	89	64	59	65
Arts, Ent. & Rec.	15	15	16	16	17	16	16	17
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	23	23	24	24	25	24	24	24
Destination Spending	193	178	202	197	204	175	168	182
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	18	18	19	20	23	22	23	24
Arts, Ent. & Rec.	7	9	9	9	10	10	10	11
Retail**	7	7	7	8	8	7	8	8
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	3	2	2	2	2	2	2	2
Total Direct Earnings	35	36	38	38	43	42	43	45
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	1.1	1.0	1.1	1.1	1.2	1.1	1.1	1.1
Arts, Ent. & Rec.	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Retail**	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Employment	2.0	1.9	1.9	1.9	2.1	1.9	1.9	2.0
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	1	1	2	2	2	2	2	2
State Tax Receipts	13	12	13	12	13	13	12	13
Total Direct Gov't Revenue	14	14	15	14	15	15	14	15

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## Metro Valley Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	731	733	802	739	710	695	683	687
Other Travel*	82	76	83	82	81	80	76	78
Total Direct Spending	814	808	885	821	792	775	759	765
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	314	333	362	309	290	321	320	317
Campground	1	1	1	1	1	1	1	1
Private Home	178	168	185	189	190	163	157	164
Vacation Home	5	5	6	6	6	5	5	5
Day Travel	233	225	248	234	225	206	201	201
Destination Spending	731	733	802	739	710	695	683	687
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	88	97	106	91	87	108	105	99
Food Service	120	134	141	127	124	139	145	143
Food Stores	25	27	29	26	25	28	28	27
Local Tran. & Gas	333	299	345	333	324	255	241	259
Arts, Ent. & Rec.	49	54	54	48	46	51	51	50
Gaming	41.8	41.5	44.0	38.7	33.9	36.3	35.8	34.8
Retail Sales	74	81	83	75	71	77	77	74
Destination Spending	731	733	802	739	710	695	683	687
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	76	86	88	80	79	87	89	89
Arts, Ent. & Rec.	33	43	42	38	36	40	41	39
Retail**	19	21	22	21	21	21	22	21
Ground Tran.	15	15	17	17	17	17	17	18
Other Travel*	11	11	10	9	10	15	10	11
Total Direct Earnings	155	176	177	164	162	180	181	178
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	3.7	4.0	3.8	3.4	3.4	3.6	3.6	3.5
Arts, Ent. & Rec.	1.6	1.9	1.9	1.8	1.7	1.8	1.9	1.9
Retail**	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.7
Ground Tran.	0.6	0.5	0.6	0.6	0.6	0.5	0.5	0.5
Other Travel*	0.4	0.3	0.3	0.2	0.2	0.2	0.2	0.2
Total Direct Employment	7.1	7.5	7.4	6.9	6.7	6.9	7.1	6.9
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	6	7	8	7	7	9	9	8
State Tax Receipts	58	59	61	56	54	57	58	57
Total Direct Gov't Revenue	64	66	69	63	61	66	66	66

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## Mountain Lakes Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	197	191	214	208	208	176	172	171
Other Travel*	2	1	1	2	1	2	2	2
Total Direct Spending	198	191	216	210	209	178	174	173
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	79	81	93	89	90	75	75	70
Campground	12	12	13	13	13	12	11	12
Private Home	45	41	46	45	45	39	38	39
Vacation Home	12	11	13	12	12	11	11	11
Day Travel	49	45	51	49	48	39	38	39
Destination Spending	197	191	214	208	208	176	172	171
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	24	26	29	29	31	28	28	25
Food Service	29	32	34	34	35	33	35	33
Food Stores	11	11	12	12	12	12	12	12
Local Tran. & Gas	97	83	98	93	89	65	59	65
Arts, Ent. & Rec.	16	17	18	17	17	16	17	16
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	21	22	23	23	23	22	22	20
Destination Spending	197	191	214	208	208	176	172	171
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	19	21	22	23	24	23	24	23
Arts, Ent. & Rec.	9	12	12	12	13	12	13	12
Retail**	7	7	7	8	8	7	8	7
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	1	0	1	1	1	1	1	1
Total Direct Earnings	36	41	43	43	45	44	45	43
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	1.1	1.2	1.2	1.2	1.2	1.1	1.1	1.1
Arts, Ent. & Rec.	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Retail**	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Employment	2.0	2.1	2.1	2.1	2.2	2.0	2.0	1.9
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	2	2	2	2	2	2	2	2
State Tax Receipts	12	13	13	13	13	12	12	12
Total Direct Gov't Revenue	14	15	16	15	15	14	14	14

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## New River/Greenbrier Valley Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	669	580	686	703	664	596	577	631
Other Travel*	8	7	8	8	8	8	9	9
Total Direct Spending	677	587	694	711	672	604	586	641
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	375	305	378	405	372	342	334	376
Campground	7	7	8	8	7	6	6	6
Private Home	129	127	138	131	132	116	112	114
Vacation Home	12	12	13	13	13	12	12	12
Day Travel	147	129	149	146	140	119	114	124
Destination Spending	669	580	686	703	664	596	577	631
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	119	93	119	133	124	122	118	129
Food Service	123	112	130	137	130	128	132	145
Food Stores	29	27	31	32	31	30	30	32
Local Tran. & Gas	235	200	236	225	217	156	142	157
Arts, Ent. & Rec.	85	71	81	83	77	76	75	84
Gaming	0.0	6.9	9.5	12.4	10.7	9.7	8.1	8.9
Retail Sales	78	70	79	81	75	73	72	76
Destination Spending	669	580	686	703	664	596	577	631
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	101	86	102	111	108	109	109	118
Arts, Ent. & Rec.	53	56	62	65	63	63	62	69
Retail**	20	20	21	22	21	20	21	22
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	4	4	4	4	4	4	5	5
Total Direct Earnings	178	165	189	202	196	197	197	213
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	4.2	3.4	3.8	4.2	4.0	3.9	3.9	4.1
Arts, Ent. & Rec.	2.2	2.1	2.1	2.3	2.1	2.0	2.0	2.2
Retail**	0.8	0.7	0.8	0.8	0.8	0.7	0.7	0.7
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Employment	7.4	6.4	6.8	7.4	7.0	6.7	6.7	7.1
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	5	5	7	8	7	7	7	7
State Tax Receipts	44	41	46	47	45	44	43	46
Total Direct Gov't Revenue	49	47	53	55	52	51	49	53

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## Potomac Highlands Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	292	273	276	285	287	266	272	280
Other Travel*	2	2	2	2	2	2	2	3
Total Direct Spending	294	275	278	287	289	269	274	283
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	146	134	126	138	141	136	143	147
Campground	6	7	7	7	7	6	6	7
Private Home	46	44	49	47	47	42	41	43
Vacation Home	31	30	33	32	32	30	29	29
Day Travel	62	58	61	61	60	53	52	55
Destination Spending	292	273	276	285	287	266	272	280
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	56	51	48	54	57	57	60	60
Food Service	58	57	54	58	59	59	64	67
Food Stores	25	24	25	26	26	26	26	27
Local Tran. & Gas	80	68	80	76	73	53	48	53
Arts, Ent. & Rec.	34	33	30	32	32	32	33	34
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	41	40	39	40	40	39	40	40
Destination Spending	292	273	276	285	287	266	272	280
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	41	39	36	40	43	43	44	46
Arts, Ent. & Rec.	15	19	17	18	19	19	20	20
Retail**	12	12	12	12	13	12	13	13
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	1	1	1	1	1	1	1	1
Total Direct Earnings	69	72	65	72	75	76	79	80
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	2.3	2.2	2.0	2.1	2.2	2.1	2.2	2.2
Arts, Ent. & Rec.	1.0	1.1	1.0	1.1	1.1	1.1	1.2	1.1
Retail**	0.5	0.5	0.5	0.5	0.5	0.4	0.5	0.4
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Employment	3.9	3.8	3.5	3.7	3.8	3.7	3.9	3.8
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	3	3	4	4	4	4	4	4
State Tax Receipts	18	18	17	17	18	17	18	18
Total Direct Gov't Revenue	22	21	20	21	21	21	21	22

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## Eastern Panhandle Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	899	915	974	923	904	905	937	961
Other Travel*	3	5	5	5	5	5	5	6
Total Direct Spending	902	920	979	928	909	910	942	966
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	128	111	115	108	110	112	118	158
Campground	1	1	1	1	1	1	1	1
Private Home	52	55	61	62	62	57	57	56
Vacation Home	10	10	11	12	12	11	11	11
Day Travel	708	738	786	741	720	724	750	736
Destination Spending	899	915	974	923	904	905	937	961
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	41	35	36	36	38	41	43	56
Food Service	176	192	203	210	220	234	258	272
Food Stores	38	40	43	44	46	49	51	53
Local Tran. & Gas	83	71	84	80	77	56	51	56
Arts, Ent. & Rec.	24	23	23	22	23	23	24	29
Gaming	438.2	448.8	476.9	421.2	387.5	386.9	386.5	368.3
Retail Sales	98	105	108	110	112	116	123	126
Destination Spending	899	915	974	923	904	905	937	961
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	87	93	95	100	108	115	129	133
Arts, Ent. & Rec.	80	92	92	87	83	84	87	85
Retail**	19	20	20	21	22	22	25	25
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	2	3	2	3	2	3	3	3
Total Direct Earnings	188	208	209	210	215	223	243	247
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	5.0	4.8	4.7	5.1	5.4	4.7	5.1	5.2
Arts, Ent. & Rec.	3.0	3.2	3.1	2.9	2.8	2.8	2.8	2.8
Retail**	0.7	0.8	0.8	0.8	0.8	0.8	0.9	0.9
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Employment	8.8	8.9	8.6	8.9	9.1	8.4	8.9	9.0
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	10	12	17	14	12	13	12	12
State Tax Receipts	206	209	214	186	174	181	182	171
Total Direct Gov't Revenue	216	221	231	200	186	194	195	183

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.



## Mountaineer Country Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	348	372	477	460	461	437	410	414
Other Travel*	7	7	7	8	8	8	8	8
Total Direct Spending	355	380	485	467	469	445	418	422
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	149	185	268	253	257	254	233	230
Campground	3	3	3	3	3	2	2	2
Private Home	105	96	100	101	101	91	90	94
Vacation Home	9	8	9	9	9	8	8	8
Day Travel	83	81	96	93	92	81	77	80
Destination Spending	348	372	477	460	461	437	410	414
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	47	61	93	91	95	101	90	86
Food Service	66	81	105	102	104	108	107	107
Food Stores	16	19	24	23	24	24	23	23
Local Tran. & Gas	143	122	144	137	132	95	87	96
Arts, Ent. & Rec.	32	38	47	45	45	47	45	45
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	45	52	64	61	61	62	59	58
Destination Spending	348	372	477	460	461	437	410	414
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	43	55	73	73	77	84	83	82
Arts, Ent. & Rec.	18	27	33	32	33	34	34	33
Retail**	12	14	16	16	16	16	16	15
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	3	2	3	3	2	3	3	3
Total Direct Earnings	76	98	124	123	128	137	135	133
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	2.4	2.8	3.5	3.5	3.5	3.6	3.5	3.3
Arts, Ent. & Rec.	0.8	1.1	1.2	1.2	1.2	1.3	1.2	1.2
Retail**	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.5
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Employment	3.8	4.5	5.5	5.4	5.5	5.5	5.3	5.1
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	3	4	6	6	6	7	6	6
State Tax Receipts	22	25	30	29	30	30	28	29
Total Direct Gov't Revenue	25	29	36	35	36	37	35	34

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## Hatfield-McCoy Mountains Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	164	151	178	168	163	139	131	138
Other Travel*	17	20	22	19	19	18	16	18
Total Direct Spending	181	171	200	187	182	157	148	156
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	13	13	28	21	18	21	19	20
Campground	5	5	6	6	5	4	4	4
Private Home	91	82	88	87	86	71	67	70
Vacation Home	3	3	3	3	3	2	2	2
Day Travel	53	47	54	52	50	40	38	40
Destination Spending	164	151	178	168	163	139	131	138
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	3	4	7	6	5	7	6	6
Food Service	21	23	26	25	25	26	26	26
Food Stores	6	6	7	6	6	6	6	6
Local Tran. & Gas	108	92	109	103	100	72	65	72
Arts, Ent. & Rec.	9	10	11	10	10	10	10	10
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	17	17	19	18	17	18	17	17
Destination Spending	164	151	178	168	163	139	131	138
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	9	10	12	11	11	11	12	11
Arts, Ent. & Rec.	4	5	5	5	5	5	5	5
Retail**	6	6	7	7	7	6	7	6
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	2	3	3	3	3	5	3	3
Total Direct Earnings	21	23	26	25	25	28	26	26
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	0.6	0.6	0.7	0.7	0.7	0.6	0.6	0.6
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
Retail**	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Employment	1.2	1.2	1.3	1.2	1.3	1.2	1.2	1.2
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	1	1	1	1	1	1	1	1
State Tax Receipts	10	11	11	11	11	10	10	10
Total Direct Gov't Revenue	11	12	12	12	11	11	11	11

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## West Virginia Regional Travel Impacts, 2017p

	Northern Panhandle	Mid-Ohio Valley	Metro Valley	Mountain Lakes
<b>Total Direct Travel Spending (\$Million)</b>				
Destination Spending	704.2	182.1	687.1	170.8
Other Travel*	6.0	4.7	77.8	1.8
Total Direct Spending	710.2	186.9	764.9	172.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>				
Hotel, Motel	127.4	73.3	316.8	69.7
Campground	0.5	1.3	0.8	11.7
Private Home	48.5	58.2	164.0	39.5
Vacation Home	3.5	6.5	4.9	10.9
Day Travel	524.2	42.8	200.7	39.1
Destination Spending	704.2	182.1	687.1	170.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>				
Accommodations	45.9	24.4	99.0	24.7
Food Service	205.3	41.4	143.2	33.3
Food Stores	37.6	10.2	27.1	11.8
Local Tran. & Gas	69.7	64.6	259.0	64.8
Arts, Ent. & Rec.	20.3	17.3	50.3	15.9
Gaming	232.9	0.0	34.8	0.0
Retail Sales	92.6	24.2	73.8	20.3
Destination Spending	704.2	182.1	687.1	170.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>				
Other Travel*	3.1	2.5	10.5	0.9
Arts, Ent. & Rec.	56.6	10.7	39.0	11.8
Accom. & Food Serv.	97.8	24.3	88.9	22.8
Retail**	19.4	7.8	21.2	7.3
Ground Tran.	0.0	0.0	18.0	0.0
Total Direct Earnings	176.9	45.3	177.6	42.8
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>				
Other Travel*	0.0	0.1	0.2	0.0
Arts, Ent. & Rec.	1.7	0.5	1.9	0.6
Accom. & Food Serv.	5.4	1.1	3.5	1.1
Retail**	0.7	0.3	0.7	0.3
Ground Tran.	0.0	0.0	0.5	0.0
Total Direct Employment	7.9	2.0	6.9	1.9
<b>Government Revenue Generated by Travel Spending (\$Million)</b>				
Local Tax Receipts	9.0	2.0	8.3	1.7
State Tax Receipts	112.9	13.0	57.2	12.0
Total Direct Gov't Revenue	121.9	15.1	65.6	13.7

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

## West Virginia Regional Travel Impacts, 2017p

	New River/ Greenbrier	Potomac Highlands	Eastern Panhandle	Mountaineer Country	Hatfield- McCoy Mts.
<b>Total Direct Travel Spending (\$Million)</b>					
Destination Spending	631.4	280.3	960.7	414.2	137.5
Other Travel*	9.3	2.6	5.7	7.5	18.4
Total Direct Spending	640.7	282.8	966.4	421.7	155.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>					
Hotel, Motel	375.8	146.9	157.6	230.2	20.0
Campground	6.5	6.6	0.6	2.4	4.5
Private Home	113.5	42.7	56.3	93.8	70.4
Vacation Home	11.6	29.4	10.6	8.3	2.4
Day Travel	124.0	54.7	735.6	79.6	40.3
Destination Spending	631.4	280.3	960.7	414.2	137.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>					
Accommodations	129.1	59.6	56.0	85.9	6.2
Food Service	145.0	66.6	272.4	107.3	26.2
Food Stores	31.5	26.6	52.7	22.8	6.2
Local Tran. & Gas	156.7	53.1	55.8	95.6	72.1
Arts, Ent. & Rec.	84.1	34.2	29.5	44.8	10.2
Gaming	8.9	0.0	368.3	0.0	0.0
Retail Sales	76.1	40.2	125.9	57.8	16.7
Destination Spending	631.4	280.3	960.7	414.2	137.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>					
Other Travel*	4.8	1.3	2.9	2.9	2.9
Arts, Ent. & Rec.	69.3	20.1	85.4	33.2	5.0
Accom. & Food Serv.	117.7	45.8	133.4	81.5	11.4
Retail**	21.7	13.0	24.9	15.4	6.4
Ground Tran.	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	213.4	80.2	246.7	133.1	25.8
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>					
Other Travel*	0.1	0.0	0.1	0.1	0.1
Arts, Ent. & Rec.	2.2	1.1	2.8	1.2	0.3
Accom. & Food Serv.	4.1	2.2	5.2	3.3	0.6
Retail**	0.7	0.4	0.9	0.5	0.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0
Total Direct Employment	7.1	3.8	9.0	5.1	1.2
<b>Government Revenue Generated by Travel Spending (\$Million)</b>					
Local Tax Receipts	7.0	3.7	12.0	5.7	0.8
State Tax Receipts	46.0	18.1	170.7	28.5	10.3
Total Direct Gov't Revenue	53.0	21.8	182.8	34.2	11.1

Details may not add to totals due to rounding.

\*Other Travel includes air travel and travel agencies. \*\*Retail includes gasoline.

*This page intentionally blank*

# V. COUNTY TRAVEL IMPACTS 2008-2017p



The analysis of travel impacts at the county level provides a valuable overview of how the economic benefits of travel and tourism are distributed throughout the state.

Travel impacts, in absolute terms, are highest in the state's Eastern Panhandle (Berkeley, Jefferson, and Morgan counties), just a short distance from Washington D.C. and Baltimore. The area offers visitors a variety of historic sites and attractions, including Harpers Ferry National Historic Park, Berkeley Springs State Park, and Hollywood Casino at Charles Town Races. It is also notable that the size of the travel industry in relation to the total economy of a locale is quite significant in a number of smaller communities and rural areas of the state, which tend to be more orientated to scenic and outdoor recreational opportunities. For example, in the counties of Greenbrier, Tucker, and Pocahontas the travel industry is an extremely significant component of the total local economy as measured by the proportion of travel-generated employment and earnings.

Day travelers are particularly notable for some areas. Day visitors are most significant in the counties of Hancock, Ohio, and Jefferson where the racetracks lie within close proximity to major population centers in Pennsylvania, Maryland, and Washington D.C. Shopping destination areas also receive a higher proportion of day visitation, and visitors tend to spend a higher proportion of their total spending on retail expenditures.

### **Travel Generated Earnings**

The significance of the visitor impact to local economies can be very substantial in some of the state's destination areas. A useful measure of the relative significance of the visitor impact in each area is travel-generated earnings in relation to total earnings (See the table on pages 43-44). A high percentage of travel-generated earnings indicate a relatively high reliance on income generated from visitor spending.

## West Virginia County Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Barbour</b>								
Direct Spending (\$Million)	16.0	15.0	17.0	17.0	16.5	14.4	13.8	14.4
Earnings (\$Million)	2.0	2.0	2.0	3.0	2.6	2.7	2.8	2.7
Employment (jobs)	140	150	150	150	150	160	160	150
Local Govt. Revenue (\$000)	86	123	182	152	129	125	117	105
State Govt. Revenue (\$000)	987	1,030	1,019	997	1,007	989	958	980
<b>Berkeley</b>								
Direct Spending (\$Million)	139.0	122.0	130.0	123.0	123.3	112.1	108.5	139.2
Earnings (\$Million)	28.0	27.0	25.0	25.0	25.8	26.7	27.3	33.8
Employment (jobs)	1,340	1,230	1,170	1,130	1,200	1,240	1,240	1,510
Local Govt. Revenue (\$000)	973	888	923	793	815	936	871	1,421
State Govt. Revenue (\$000)	8,825	8,272	7,991	7,577	7,741	7,717	7,522	9,290
<b>Boone</b>								
Direct Spending (\$Million)	34.0	30.0	34.0	32.0	31.4	24.9	23.3	24.8
Earnings (\$Million)	3.0	3.0	3.0	3.0	3.1	3.0	3.2	3.1
Employment (jobs)	160	160	150	160	160	150	150	140
Local Govt. Revenue (\$000)	79	109	172	138	110	104	97	83
State Govt. Revenue (\$000)	2,125	2,102	2,055	2,021	2,053	1,969	1,880	1,938
<b>Braxton</b>								
Direct Spending (\$Million)	37.0	37.0	40.0	39.0	37.6	31.1	30.6	31.7
Earnings (\$Million)	6.0	8.0	8.0	8.0	8.0	7.4	8.0	7.7
Employment (jobs)	320	360	330	320	320	280	300	300
Local Govt. Revenue (\$000)	161	220	391	358	315	282	285	258
State Govt. Revenue (\$000)	2,301	2,487	2,406	2,363	2,325	2,170	2,152	2,183
<b>Brooke</b>								
Direct Spending (\$Million)	18.0	16.0	18.0	17.0	17.1	14.9	14.3	14.8
Earnings (\$Million)	5.0	5.0	5.0	5.0	4.9	4.9	5.0	4.9
Employment (jobs)	210	200	170	180	180	170	170	170
Local Govt. Revenue (\$000)	93	134	205	168	137	149	140	125
State Govt. Revenue (\$000)	1,153	1,089	1,074	1,062	1,074	1,050	1,016	1,037
<b>Cabell</b>								
Direct Spending (\$Million)	126.0	134.0	143.0	133.0	136.2	125.6	119.8	115.2
Earnings (\$Million)	27.0	34.0	33.0	31.0	33.6	34.9	34.8	33.4
Employment (jobs)	1,290	1,540	1,470	1,400	1,490	1,470	1,450	1,410
Local Govt. Revenue (\$000)	1,052	1,354	1,819	1,609	1,736	1,802	1,681	1,436
State Govt. Revenue (\$000)	8,035	9,070	8,894	8,298	8,677	8,689	8,357	8,061
<b>Calhoun</b>								
Direct Spending (\$Million)	7.0	7.0	8.0	7.0	7.2	6.2	5.9	6.2
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.2	1.2	1.2	1.2
Employment (jobs)	70	70	70	70	70	80	70	80
Local Govt. Revenue (\$000)	46	68	107	86	69	65	61	52
State Govt. Revenue (\$000)	454	454	440	430	433	421	407	418



## West Virginia County Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Clay</b>								
Direct Spending (\$Million)	9.0	8.0	9.0	8.0	8.2	6.4	6.0	6.4
Earnings (\$Million)	1.0	1.0	1.0	1.0	0.8	0.7	0.8	0.8
Employment (jobs)	40	40	30	30	40	30	30	40
Local Govt. Revenue (\$000)	49	71	110	89	72	68	63	55
State Govt. Revenue (\$000)	553	553	539	528	537	515	490	509
<b>Doddridge</b>								
Direct Spending (\$Million)	6.0	6.0	7.0	7.0	6.6	6.1	5.9	6.2
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.3	1.4	1.4	1.4
Employment (jobs)	50	50	50	50	50	50	50	50
Local Govt. Revenue (\$000)	49	71	110	89	72	68	64	55
State Govt. Revenue (\$000)	383	392	381	376	377	377	367	380
<b>Fayette</b>								
Direct Spending (\$Million)	71.0	67.0	80.0	78.0	75.5	65.5	65.0	69.5
Earnings (\$Million)	12.0	14.0	16.0	16.0	16.1	17.1	18.2	18.8
Employment (jobs)	710	730	800	810	780	770	790	780
Local Govt. Revenue (\$000)	553	621	848	809	739	701	704	716
State Govt. Revenue (\$000)	4,474	4,587	4,936	4,889	4,810	4,675	4,668	4,904
<b>Gilmer</b>								
Direct Spending (\$Million)	8.0	8.0	9.0	8.0	8.3	7.3	7.0	7.2
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.4	1.4	1.4	1.4
Employment (jobs)	80	80	80	80	80	70	70	70
Local Govt. Revenue (\$000)	62	89	136	111	91	86	80	70
State Govt. Revenue (\$000)	494	504	490	475	477	465	450	459
<b>Grant</b>								
Direct Spending (\$Million)	17.0	16.0	18.0	17.0	16.9	14.4	13.7	14.4
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.4	2.4	2.5	2.5
Employment (jobs)	140	140	140	140	140	140	130	140
Local Govt. Revenue (\$000)	65	91	139	115	94	90	84	73
State Govt. Revenue (\$000)	1,060	1,071	1,041	1,018	1,027	1,003	968	998
<b>Greenbrier</b>								
Direct Spending (\$Million)	215.0	183.0	239.0	230.0	225.5	215.3	199.4	232.5
Earnings (\$Million)	88.0	80.0	100.0	99.0	100.0	101.8	97.1	111.3
Employment (jobs)	2,480	2,010	2,450	2,410	2,340	2,280	2,270	2,690
Local Govt. Revenue (\$000)	1,671	1,621	2,392	2,299	2,262	2,217	2,028	2,303
State Govt. Revenue (\$000)	14,297	13,952	18,148	17,407	16,935	16,673	15,412	17,628
<b>Hampshire</b>								
Direct Spending (\$Million)	36.0	35.0	37.0	36.0	35.9	32.4	31.3	32.5
Earnings (\$Million)	6.0	7.0	6.0	6.0	6.6	6.8	7.0	7.0
Employment (jobs)	390	400	370	360	370	360	370	360
Local Govt. Revenue (\$000)	104	135	174	145	127	140	131	118
State Govt. Revenue (\$000)	2,180	2,323	2,159	2,073	2,085	2,081	2,025	2,076

## West Virginia County Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Hancock</b>								
Direct Spending (\$Million)	427.0	369.0	382.0	356.0	336.0	343.7	303.8	303.5
Earnings (\$Million)	89.0	84.0	83.0	81.0	77.5	83.9	75.8	75.1
Employment (jobs)	4,620	4,510	4,390	4,430	4,330	4,570	4,130	3,980
Local Govt. Revenue (\$000)	6,122	5,185	5,100	4,630	4,401	4,600	4,024	3,751
State Govt. Revenue (\$000)	93,210	75,689	74,557	67,351	66,532	62,607	56,189	53,088
<b>Hardy</b>								
Direct Spending (\$Million)	21.0	23.0	22.0	23.0	23.4	22.9	22.4	23.5
Earnings (\$Million)	4.0	5.0	4.0	4.0	4.7	5.2	5.4	5.4
Employment (jobs)	250	310	250	290	300	320	310	300
Local Govt. Revenue (\$000)	106	161	233	243	231	261	250	246
State Govt. Revenue (\$000)	1,293	1,514	1,293	1,350	1,369	1,442	1,421	1,473
<b>Harrison</b>								
Direct Spending (\$Million)	102.0	116.0	142.0	142.0	149.4	138.2	118.1	121.1
Earnings (\$Million)	24.0	32.0	38.0	39.0	43.1	45.1	41.3	40.9
Employment (jobs)	1,110	1,380	1,550	1,610	1,720	1,680	1,510	1,500
Local Govt. Revenue (\$000)	1,002	1,388	1,964	1,988	2,157	2,429	1,915	1,869
State Govt. Revenue (\$000)	6,402	7,600	8,758	8,798	9,304	9,147	8,005	8,152
<b>Jackson</b>								
Direct Spending (\$Million)	44.0	40.0	46.0	43.0	44.4	36.9	37.3	39.7
Earnings (\$Million)	7.0	7.0	7.0	7.0	7.6	7.2	8.0	8.2
Employment (jobs)	400	390	400	370	440	390	410	420
Local Govt. Revenue (\$000)	255	273	362	292	332	294	317	318
State Govt. Revenue (\$000)	2,792	2,794	2,836	2,655	2,847	2,685	2,721	2,841
<b>Jefferson</b>								
Direct Spending (\$Million)	731.0	770.0	819.0	775.0	756.3	769.5	805.0	796.4
Earnings (\$Million)	151.0	173.0	176.0	177.0	181.0	188.3	205.7	202.6
Employment (jobs)	6,970	7,180	7,010	7,290	7,430	6,660	7,150	6,920
Local Govt. Revenue (\$000)	8,626	10,838	15,953	13,259	11,047	11,506	11,354	10,345
State Govt. Revenue (\$000)	194,932	198,678	204,246	176,384	164,735	171,889	172,780	159,485
<b>Kanawha</b>								
Direct Spending (\$Million)	590.0	586.0	643.0	592.0	561.9	571.7	565.5	571.2
Earnings (\$Million)	117.0	129.0	132.0	120.0	115.2	131.0	131.7	129.9
Employment (jobs)	5,100	5,280	5,210	4,830	4,500	4,720	4,930	4,870
Local Govt. Revenue (\$000)	4,669	5,194	5,947	5,482	5,011	6,873	6,938	6,660
State Govt. Revenue (\$000)	44,004	43,881	45,768	41,703	39,688	42,952	43,602	43,330
<b>Lewis</b>								
Direct Spending (\$Million)	42.0	42.0	47.0	47.0	50.0	41.8	43.5	39.5
Earnings (\$Million)	10.0	12.0	12.0	13.0	14.3	13.4	13.7	12.5
Employment (jobs)	490	510	540	550	610	550	570	520
Local Govt. Revenue (\$000)	549	600	723	716	784	669	698	569
State Govt. Revenue (\$000)	2,700	2,844	2,957	2,948	3,180	2,845	2,936	2,684

## West Virginia County Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Lincoln</b>								
Direct Spending (\$Million)	18.0	16.0	18.0	18.0	17.3	14.6	13.9	14.5
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.5	2.5	2.6	2.5
Employment (jobs)	140	140	130	140	140	130	130	120
Local Govt. Revenue (\$000)	54	81	128	103	82	77	72	62
State Govt. Revenue (\$000)	1,090	1,106	1,087	1,070	1,087	1,053	1,020	1,043
<b>Logan</b>								
Direct Spending (\$Million)	52.0	53.0	64.0	57.0	54.2	48.3	45.3	47.4
Earnings (\$Million)	5.0	8.0	9.0	8.0	7.5	8.0	8.1	8.0
Employment (jobs)	240	340	400	340	320	340	340	310
Local Govt. Revenue (\$000)	135	269	450	325	260	337	307	282
State Govt. Revenue (\$000)	3,282	3,697	3,926	3,598	3,530	3,622	3,451	3,532
<b>Marion</b>								
Direct Spending (\$Million)	56.0	68.0	84.0	75.0	80.0	74.0	70.7	68.3
Earnings (\$Million)	10.0	17.0	20.0	18.0	20.8	21.5	21.4	20.2
Employment (jobs)	530	810	960	890	1,010	1,010	960	880
Local Govt. Revenue (\$000)	310	446	1,038	846	928	1,093	1,019	880
State Govt. Revenue (\$000)	3,494	4,593	5,191	4,694	5,080	5,076	4,890	4,713
<b>Marshall</b>								
Direct Spending (\$Million)	28.0	26.0	29.0	32.0	34.8	30.2	28.3	30.3
Earnings (\$Million)	6.0	7.0	7.0	9.0	11.0	11.0	10.8	11.2
Employment (jobs)	260	250	260	370	430	410	380	380
Local Govt. Revenue (\$000)	89	132	208	256	292	316	283	289
State Govt. Revenue (\$000)	1,739	1,769	1,743	1,967	2,177	2,100	1,992	2,097
<b>Mason</b>								
Direct Spending (\$Million)	23.0	22.0	24.0	24.0	23.3	20.1	19.3	20.3
Earnings (\$Million)	3.0	4.0	4.0	4.0	4.0	4.1	4.2	4.2
Employment (jobs)	230	230	230	250	240	230	230	230
Local Govt. Revenue (\$000)	100	146	224	183	149	141	132	114
State Govt. Revenue (\$000)	1,450	1,472	1,443	1,420	1,434	1,402	1,360	1,400
<b>McDowell</b>								
Direct Spending (\$Million)	27.0	24.0	27.0	26.0	25.5	20.7	19.5	20.4
Earnings (\$Million)	3.0	3.0	3.0	3.0	3.1	3.0	3.1	3.0
Employment (jobs)	180	170	160	170	160	150	150	140
Local Govt. Revenue (\$000)	130	195	304	246	197	186	174	149
State Govt. Revenue (\$000)	1,693	1,704	1,657	1,625	1,644	1,579	1,509	1,544
<b>Mercer</b>								
Direct Spending (\$Million)	111.0	92.0	101.0	115.0	111.5	97.4	93.8	106.4
Earnings (\$Million)	21.0	18.0	18.0	24.0	23.9	23.5	24.0	26.4
Employment (jobs)	1,130	930	880	1,140	1,110	1,100	1,090	1,180
Local Govt. Revenue (\$000)	863	646	760	1,076	1,022	1,122	1,072	1,245
State Govt. Revenue (\$000)	7,077	6,336	6,247	7,212	7,157	6,916	6,724	7,421

## West Virginia County Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Mineral</b>								
Direct Spending (\$Million)	21.0	21.0	22.0	22.0	22.0	19.9	19.6	20.0
Earnings (\$Million)	4.0	4.0	4.0	4.0	4.4	4.5	4.7	4.6
Employment (jobs)	250	250	240	250	260	250	260	250
Local Govt. Revenue (\$000)	120	160	276	247	216	208	201	179
State Govt. Revenue (\$000)	1,311	1,345	1,337	1,336	1,335	1,311	1,302	1,315
<b>Mingo</b>								
Direct Spending (\$Million)	28.0	23.0	29.0	29.0	28.1	24.0	22.6	23.8
Earnings (\$Million)	4.0	3.0	4.0	5.0	4.7	4.6	4.6	4.6
Employment (jobs)	230	180	230	240	250	240	240	230
Local Govt. Revenue (\$000)	117	123	234	198	168	163	152	137
State Govt. Revenue (\$000)	1,784	1,591	1,792	1,771	1,797	1,747	1,674	1,720
<b>Monongalia</b>								
Direct Spending (\$Million)	130.0	130.0	185.0	178.0	170.2	172.1	170.2	170.3
Earnings (\$Million)	32.0	36.0	53.0	52.0	51.0	56.8	58.7	57.9
Employment (jobs)	1,490	1,570	2,210	2,170	2,020	2,160	2,170	2,060
Local Govt. Revenue (\$000)	1,165	1,490	2,570	2,471	2,346	2,647	2,571	2,414
State Govt. Revenue (\$000)	8,289	8,770	11,618	11,220	10,863	11,588	11,520	11,475
<b>Monroe</b>								
Direct Spending (\$Million)	10.0	10.0	10.0	10.0	10.4	9.8	9.6	9.8
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.5	2.5	2.6	2.6
Employment (jobs)	130	130	150	160	170	170	170	160
Local Govt. Revenue (\$000)	55	82	129	104	83	78	73	62
State Govt. Revenue (\$000)	574	592	571	555	553	548	541	552
<b>Morgan</b>								
Direct Spending (\$Million)	32.0	28.0	30.0	29.0	29.2	28.0	28.7	30.8
Earnings (\$Million)	9.0	8.0	8.0	8.0	8.6	8.3	9.8	10.3
Employment (jobs)	450	440	450	470	470	460	520	560
Local Govt. Revenue (\$000)	186	182	274	245	232	244	250	253
State Govt. Revenue (\$000)	1,976	1,818	1,793	1,734	1,755	1,771	1,853	1,968
<b>Nicholas</b>								
Direct Spending (\$Million)	62.0	61.0	67.0	63.0	61.9	52.6	49.7	54.0
Earnings (\$Million)	9.0	10.0	11.0	10.0	10.4	10.2	10.2	10.9
Employment (jobs)	570	640	600	580	590	550	540	550
Local Govt. Revenue (\$000)	445	529	612	543	512	483	444	463
State Govt. Revenue (\$000)	3,935	4,148	4,103	3,928	3,937	3,774	3,611	3,837
<b>Ohio</b>								
Direct Spending (\$Million)	377.0	363.0	431.0	385.0	357.4	323.6	287.0	318.2
Earnings (\$Million)	70.0	77.0	93.0	86.0	81.6	75.5	68.7	75.2
Employment (jobs)	3,250	3,410	3,880	3,590	3,350	2,950	2,640	2,800
Local Govt. Revenue (\$000)	5,011	4,326	4,127	4,055	3,934	4,249	3,887	4,174
State Govt. Revenue (\$000)	75,162	64,667	59,357	48,778	48,060	51,224	49,914	53,811

## West Virginia County Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Pendleton</b>								
Direct Spending (\$Million)	9.0	8.0	9.0	9.0	8.7	7.9	7.7	8.7
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.0	2.1	2.2	2.5
Employment (jobs)	130	110	110	110	100	120	120	130
Local Govt. Revenue (\$000)	98	114	159	134	116	118	114	114
State Govt. Revenue (\$000)	553	550	543	516	510	514	505	555
<b>Pleasants</b>								
Direct Spending (\$Million)	7.0	6.0	7.0	7.0	6.9	5.9	5.6	5.9
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Employment (jobs)	60	60	50	60	60	50	50	50
Local Govt. Revenue (\$000)	60	86	134	109	88	83	78	67
State Govt. Revenue (\$000)	437	439	432	427	434	423	409	420
<b>Pocahontas</b>								
Direct Spending (\$Million)	102.0	86.0	80.0	86.0	88.6	80.2	87.4	92.9
Earnings (\$Million)	29.0	25.0	22.0	24.0	26.0	24.3	25.4	27.1
Employment (jobs)	1,350	1,230	1,060	1,090	1,100	950	1,100	1,130
Local Govt. Revenue (\$000)	1,740	1,433	1,373	1,502	1,569	1,441	1,562	1,606
State Govt. Revenue (\$000)	6,511	5,604	4,929	5,263	5,425	5,005	5,409	5,752
<b>Preston</b>								
Direct Spending (\$Million)	33.0	33.0	37.0	35.0	34.2	29.8	28.2	29.9
Earnings (\$Million)	5.0	6.0	6.0	6.0	6.5	6.8	6.8	6.9
Employment (jobs)	320	340	350	340	340	340	320	320
Local Govt. Revenue (\$000)	164	290	418	346	297	291	262	244
State Govt. Revenue (\$000)	2,079	2,203	2,206	2,113	2,126	2,092	1,999	2,080
<b>Putnam</b>								
Direct Spending (\$Million)	74.0	66.0	75.0	72.0	70.5	57.7	54.8	58.2
Earnings (\$Million)	9.0	9.0	9.0	9.0	9.4	9.5	10.0	10.0
Employment (jobs)	450	440	420	420	420	420	420	420
Local Govt. Revenue (\$000)	142	168	240	192	159	155	142	123
State Govt. Revenue (\$000)	4,719	4,687	4,574	4,498	4,581	4,444	4,285	4,429
<b>Raleigh</b>								
Direct Spending (\$Million)	186.0	159.0	180.0	197.0	171.1	150.9	156.7	157.5
Earnings (\$Million)	43.0	39.0	41.0	49.0	42.1	40.4	43.1	42.4
Employment (jobs)	2,180	1,840	1,850	2,200	1,900	1,740	1,800	1,730
Local Govt. Revenue (\$000)	1,792	1,783	2,154	2,580	2,078	2,152	2,297	2,163
State Govt. Revenue (\$000)	11,945	10,756	11,267	12,430	10,951	10,401	10,758	10,748
<b>Randolph</b>								
Direct Spending (\$Million)	45.0	46.0	48.0	51.0	49.9	46.3	47.1	44.9
Earnings (\$Million)	11.0	13.0	13.0	14.0	14.5	15.0	15.7	14.9
Employment (jobs)	620	670	650	760	730	740	750	710
Local Govt. Revenue (\$000)	387	496	585	627	581	592	606	500
State Govt. Revenue (\$000)	2,795	3,034	2,920	3,125	3,079	3,081	3,130	2,987

## West Virginia County Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Ritchie</b>								
Direct Spending (\$Million)	6.0	6.0	6.0	6.0	5.9	5.2	6.6	7.6
Earnings (\$Million)	1.0	2.0	1.0	1.0	1.5	1.5	2.4	2.8
Employment (jobs)	100	110	90	90	80	90	130	150
Local Govt. Revenue (\$000)	115	172	234	193	159	156	185	185
State Govt. Revenue (\$000)	381	422	356	346	348	336	430	491
<b>Roane</b>								
Direct Spending (\$Million)	14.0	13.0	14.0	14.0	13.7	11.9	11.4	11.8
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.2	2.2	2.3	2.2
Employment (jobs)	130	130	120	120	130	120	110	110
Local Govt. Revenue (\$000)	64	91	139	113	93	88	82	72
State Govt. Revenue (\$000)	853	864	843	825	833	813	786	806
<b>Summers</b>								
Direct Spending (\$Million)	21.0	19.0	20.0	20.0	18.8	17.0	16.6	17.4
Earnings (\$Million)	5.0	5.0	5.0	5.0	4.4	4.4	4.6	4.6
Employment (jobs)	300	310	290	270	250	240	250	230
Local Govt. Revenue (\$000)	251	245	284	272	242	238	230	223
State Govt. Revenue (\$000)	1,307	1,253	1,228	1,185	1,136	1,111	1,095	1,133
<b>Taylor</b>								
Direct Spending (\$Million)	12.0	12.0	14.0	14.0	12.3	10.4	11.1	11.5
Earnings (\$Million)	2.0	3.0	3.0	3.0	2.8	2.6	3.1	3.1
Employment (jobs)	150	150	160	160	130	120	130	130
Local Govt. Revenue (\$000)	83	117	171	145	107	109	117	106
State Govt. Revenue (\$000)	747	813	831	821	751	699	751	767
<b>Tucker</b>								
Direct Spending (\$Million)	43.0	40.0	41.0	42.0	44.2	44.8	44.7	46.0
Earnings (\$Million)	13.0	13.0	12.0	13.0	14.4	15.4	16.0	16.2
Employment (jobs)	710	680	650	700	770	770	810	780
Local Govt. Revenue (\$000)	687	690	763	773	796	861	838	841
State Govt. Revenue (\$000)	2,729	2,624	2,525	2,607	2,722	2,850	2,859	2,925
<b>Tyler</b>								
Direct Spending (\$Million)	6.0	6.0	6.0	6.0	6.2	5.5	5.2	5.5
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.4	1.4	1.5	1.5
Employment (jobs)	80	70	80	80	80	80	70	80
Local Govt. Revenue (\$000)	81	112	168	139	116	115	107	95
State Govt. Revenue (\$000)	393	393	387	381	388	382	368	380
<b>Upshur</b>								
Direct Spending (\$Million)	30.0	27.0	34.0	34.0	33.5	30.6	29.3	25.8
Earnings (\$Million)	7.0	7.0	9.0	9.0	9.5	9.8	9.8	8.5
Employment (jobs)	370	320	410	430	430	450	430	360
Local Govt. Revenue (\$000)	176	187	319	305	297	305	282	177
State Govt. Revenue (\$000)	1,893	1,824	2,054	2,033	2,063	2,055	1,983	1,767

## West Virginia County Travel Impacts, 2008-2017p

	2008	2010	2012	2013	2014	2015	2016	2017p
<b>Wayne</b>								
Direct Spending (\$Million)	50.0	50.0	55.0	51.0	50.9	45.6	42.4	45.4
Earnings (\$Million)	7.0	7.0	7.0	7.0	7.6	9.6	7.7	7.6
Employment (jobs)	370	360	350	340	360	360	360	370
Local Govt. Revenue (\$000)	150	207	292	301	272	266	264	220
State Govt. Revenue (\$000)	2,190	2,225	2,178	2,117	2,132	2,078	2,014	2,065
<b>Webster</b>								
Direct Spending (\$Million)	10.0	9.0	10.0	10.0	9.7	8.1	7.6	8.0
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.1	1.1	1.2	1.2
Employment (jobs)	70	80	70	70	70	70	70	70
Local Govt. Revenue (\$000)	74	106	161	132	108	103	96	84
State Govt. Revenue (\$000)	623	628	610	597	605	586	560	578
<b>Wetzel</b>								
Direct Spending (\$Million)	22.0	24.0	27.0	27.0	26.0	26.5	28.4	37.8
Earnings (\$Million)	3.0	5.0	5.0	5.0	5.0	6.1	7.1	9.0
Employment (jobs)	220	280	270	270	270	310	360	460
Local Govt. Revenue (\$000)	141	292	387	353	321	391	430	586
State Govt. Revenue (\$000)	1,400	1,658	1,675	1,647	1,641	1,828	1,955	2,507
<b>Wirt</b>								
Direct Spending (\$Million)	1.0	1.0	1.0	1.0	1.4	1.4	1.4	1.4
Earnings (\$Million)	0.0	0.0	0.0	0.0	0.4	0.5	0.5	0.5
Employment (jobs)	20	20	20	20	20	20	20	20
Local Govt. Revenue (\$000)	46	68	107	86	68	64	60	51
State Govt. Revenue (\$000)	70	73	70	67	65	66	66	67
<b>Wood</b>								
Direct Spending (\$Million)	119.0	108.0	124.0	123.0	128.9	111.7	104.7	114.1
Earnings (\$Million)	23.0	23.0	24.0	26.0	29.3	28.2	27.7	29.4
Employment (jobs)	1,150	1,090	1,120	1,150	1,250	1,160	1,100	1,160
Local Govt. Revenue (\$000)	731	715	957	971	1,141	1,335	1,196	1,302
State Govt. Revenue (\$000)	7,553	7,390	7,643	7,664	8,247	7,864	7,452	7,962
<b>Wyoming</b>								
Direct Spending (\$Million)	36.0	33.0	36.0	35.0	33.7	27.4	25.7	27.2
Earnings (\$Million)	4.0	5.0	4.0	4.0	4.4	4.3	4.5	4.4
Employment (jobs)	220	210	190	190	190	170	170	160
Local Govt. Revenue (\$000)	100	129	209	174	146	143	133	120
State Govt. Revenue (\$000)	2,313	2,316	2,234	2,177	2,194	2,117	2,023	2,081

**Total Employment and Earnings Compared to  
Direct Travel-Generated Employment and Earnings by County, 2017p**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Barbour	5,540	157	2.8%	202.8	2.7	1.3%
Berkeley	46,150	1,513	3.3%	2,067.4	33.8	1.6%
Boone	7,230	148	2.0%	412.6	3.1	0.7%
Braxton	5,280	301	5.7%	201.6	7.7	3.8%
Brooke	10,050	172	1.7%	485.5	4.9	1.0%
Cabell	65,200	1,417	2.2%	3,142.8	33.4	1.1%
Calhoun	2,820	82	2.9%	80.7	1.2	1.5%
Clay	2,130	40	1.9%	73.8	0.8	1.0%
Doddridge	2,710	51	1.9%	128.0	1.4	1.1%
Fayette	14,550	783	5.4%	629.5	18.8	3.0%
Gilmer	3,440	72	2.1%	136.4	1.4	1.0%
Grant	5,050	144	2.8%	203.8	2.5	1.2%
Greenbrier	18,930	2,691	14.2%	790.2	111.3	14.1%
Hampshire	7,020	361	5.1%	207.8	7.0	3.4%
Hancock	12,700	3,981	31.3%	556.5	75.1	13.5%
Hardy	8,120	309	3.8%	266.3	5.4	2.0%
Harrison	47,350	1,503	3.2%	2,724.6	40.9	1.5%
Jackson	11,710	428	3.7%	476.0	8.2	1.7%
Jefferson	23,870	6,930	29.0%	996.9	202.6	20.3%
Kanawha	127,630	4,875	3.8%	7,094.6	129.9	1.8%
Lewis	9,290	524	5.6%	466.7	12.5	2.7%
Lincoln	3,870	127	3.3%	158.2	2.5	1.6%
Logan	12,440	319	2.6%	618.2	8.0	1.3%
McDowell	6,020	146	2.4%	319.2	3.0	0.9%
Marion	26,560	881	3.3%	1,280.4	20.2	1.6%
Marshall	15,330	380	2.5%	1,004.9	11.2	1.1%
Mason	8,470	234	2.8%	356.8	4.2	1.2%
Mercer	26,460	1,183	4.5%	1,122.7	26.4	2.4%
Mineral	11,160	258	2.3%	463.6	4.6	1.0%



**Total Employment and Earnings Compared to  
Direct Travel-Generated Employment and Earnings by County, 2017p**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Mingo	8,140	235	2.9%	432.0	4.6	1.1%
Monongalia	73,770	2,064	2.8%	4,203.0	57.9	1.4%
Monroe	4,030	166	4.1%	132.6	2.6	1.9%
Morgan	4,850	561	11.6%	155.1	10.3	6.6%
Nicholas	10,110	558	5.5%	413.4	10.9	2.6%
Ohio	35,500	2,806	7.9%	1,783.5	75.2	4.2%
Pendleton	3,010	132	4.4%	80.0	2.5	3.1%
Pleasants	3,630	56	1.5%	206.4	1.0	0.5%
Pocahontas	4,640	1,135	24.5%	151.3	27.1	17.9%
Preston	11,970	325	2.7%	467.7	6.9	1.5%
Putnam	27,150	422	1.6%	1,441.2	10.0	0.7%
Raleigh	41,070	1,733	4.2%	1,911.5	42.4	2.2%
Randolph	14,950	713	4.8%	598.1	14.9	2.5%
Ritchie	5,410	150	2.8%	208.2	2.8	1.3%
Roane	5,630	120	2.1%	172.0	2.2	1.3%
Summers	3,620	232	6.4%	128.6	4.6	3.6%
Taylor	5,150	137	2.7%	212.0	3.1	1.4%
Tucker	3,590	785	21.9%	140.2	16.2	11.5%
Tyler	3,330	83	2.5%	155.1	1.5	0.9%
Upshur	10,970	366	3.3%	456.7	8.5	1.9%
Wayne	12,120	375	3.1%	611.3	7.6	1.2%
Webster	2,550	74	2.9%	104.7	1.2	1.1%
Wetzel	6,070	466	7.7%	230.4	9.0	3.9%
Wirt	1,300	26	2.0%	34.6	0.5	1.4%
Wood	47,620	1,168	2.5%	2,346.2	29.4	1.3%
Wyoming	6,270	165	2.6%	314.9	4.4	1.4%

# Appendices

Appendix A. Regional Travel Impact Model (RTIM) Methodology

Appendix B. Definition of Terms

Appendix C. Travel Industry Business Classifications

## Travel Impact Estimation Procedures

### Travel Spending

**Hotel, Motel, B&B.** Spending on commercial accommodations by hotel and motel guests is estimated from hotel/motel occupancy tax receipts for each jurisdiction and county. Where room tax receipts are unavailable or incomplete, room sales are estimated from lodging inventories, occupancy rates, and room rates. Other lodging industry data, such as sales tax receipts, employment and earnings, are also used to estimate and/or validate room sales. Spending by hotel and motel guests in other business categories, such as food and transportation, is estimated using spending distributions reported in visitor survey data. The spending distribution shows how travelers divide their spending between lodging and other purchases.

**Private Campground.** Spending by campers using commercial campgrounds is estimated from the number of commercial campsites, the average occupancy of these campsites, and the average daily expenditures of visitor camp parties reported in survey data. Spending in other business categories is estimated in the same way as for hotel/motel guests.

**Public Campground.** Spending by campers using public campgrounds is estimated from visitor counts at federally, state, and locally managed campsites and recreation areas, and daily spending estimates from visitor survey data.

**Private Home.** Spending by private home guests is determined from census data and visitor survey data. The number of owner occupied housing units per county is taken from the decennial census and updated annually. The average number of days per year visitors hosted by residents and the average daily spending of these visitors are estimated from visitor survey data.

**Vacation Home.** The estimated spending by vacation home renters and owners is also based on census data and visitor survey data. The number of seasonal housing units per county is taken from the decennial census and updated annually. The average number of days per year that these units are occupied by owners or renters (where a hotel/motel occupancy tax is not collected) and the average daily spending of these visitors are estimated from visitor survey data.

**Day Travel.** The share of day visits as a percentage of total travel is estimated from visitor survey data and applied to average daily spending estimates to produce day visitor spending.

**Air Transportation.** Visitor spending estimates for air transportation are derived from the Origin-Destination survey conducted for the Bureau of Transportation Statistics. Employment and earnings estimates are derived from industry receipts, payroll, and employment data for passenger traffic. The impacts of air cargo operations on scheduled passenger flights are not included in these estimates.

**Travel Arrangement Services.** This category consists of travel agencies (NAICS 56151). Employment estimates are based on employment data provided by the Bureau of Labor Statistics. Spending estimates are derived from the 2012 Economic Census.

### **Related Travel Impacts**

Spending by travelers generates jobs, payroll, and state and local tax revenue.

**Earnings** generated directly from traveler expenditures are estimated from the payroll-to-receipts ratio obtained from data published in the 2012 Economic Census and the state and county estimates of earnings and employment produced annually by the Bureau of Economic Analysis' Regional Economic Information System (REIS). Earnings includes payroll and other earned benefits of employees, and proprietor income.

**Employment** in each business category is calculated from average earnings data derived from ES-202 statistics and the earnings and employment produced annually by the Bureau of Economic Analysis' Regional Economic Information System (REIS).

**Local Taxes** consist of all local (municipality, county, special districts) point-of-sale taxes, including room taxes, sales taxes, and auto rental taxes. Property taxes are not included.

**State Taxes** consist of all statewide point of sale taxes (including sales taxes and motor fuel taxes) and personal and business income taxes.

### Definition of Terms

**Accommodation:** Spending for lodging by hotel and motel guests, campers and vacation home users.

**Air Transportation:** Air passenger spending attributable to travelers in and to West Virginia. The spending total includes air travel spending made outside West Virginia for travel to West Virginia, purchases by West Virginia residents who travel outside the state, and air travel within the state.

**Campers:** Travelers staying at RV parks and commercial campgrounds or at public campgrounds such as those in State or National Parks.

**Day Visitor:** A traveler whose trip does not include an overnight stay and who travels from out of state or within state and out of his/her local area (50+ miles one way).

**Travel Spending:** Spending by travelers at or near their destinations. This includes spending on air transportation and for travel arrangement. All automobile operating expenses are included in the ground transportation component of destination spending.

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

**Eating, Drinking:** Businesses serving food and beverages for immediate consumption. In addition to table service restaurants, this category includes fast-food outlets and refreshment stands.

**Employment:** Industry employment (jobs) associated with the travel-generated payroll and proprietors. This includes both full- and part-time positions.

**Expenditures:** Purchases by travelers during their trip, including hotel/motel taxes and other applicable local and state taxes paid by the traveler at the point of sale.

**Food Stores:** Grocery stores, supermarkets, fruit stands, retail bakeries, and other businesses selling food for consumption off the premises.

**Ground Transport:** Spending on car rentals, gasoline and other vehicle operating expenses, and on local transportation such as taxi, bus and train.

**Hotel and Motel Guests:** Travelers staying in hotels, motels, resorts, bed & breakfast establishments, condominiums, and other lodging places where the Hotel/Motel Occupancy Tax is collected.

**Local Tax Receipts:** Hotel/Motel Occupancy Tax revenue collected by counties and municipalities (no other local or municipal sales taxes are levied in the state).

**Private Home Guests:** Travelers staying as guests with friends or relatives.

**Receipts:** Travel expenditures less the sales and excise taxes imposed on those expenditures (also referred to as business receipts).

**Recreation:** Spending on amusement and recreation, such as admissions to tourist attractions.

**Gaming:** Revenue generated on racetrack video lottery and “live” on-site and simulcast wagering by visitors.

**Retail Sales:** Spending for gifts, souvenirs and other items (excludes spending listed separately, such as food stores or recreation).

**Spending Distributions:** Information from visitor surveys showing how spending by each type of visitor is divided between various business categories.

**State Tax Receipts:** State sales taxes, personal and business income taxes, motor fuel taxes, and car rental taxes attributable to travel expenditures.

**Travel:** A day or overnight trip that is not of a local or commuting nature. Travel may be for business or pleasure purposes.

**Travel Arrangement:** Spending for fees paid to travel agents and tour operators.

**Traveler:** A person traveling in West Virginia. A traveler may be a West Virginia resident or a resident of another state. The terms traveler and visitor have the same meaning in this report.

**Vacation Home User:** Travelers using their own vacation home or timeshare and those renting a vacation home or privately owned cabin where a hotel/motel occupancy tax is not collected.

TRAVEL IMPACT INDUSTRIES MATCHED TO 1997 NAICS

TRAVEL IMPACT INDUSTRY	NAICS INDUSTRIES* (code)
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722) Residential Property Managers (531311)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487) Miscellaneous Industries (see note**)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Ground Transportation	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
Air Transportation	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
Travel Arrangement Services	Travel Arrangement and Reservation Services (5615)

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

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

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