West Virginia Travel Impacts

2000 - 2018

October 2019

Prepared for the

West Virginia Tourism Office
Charleston, West Virginia
West Virginia Travel Impacts
2000-2018p

October 2019

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West Virginia Tourism Office
Charleston, West Virginia

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Preface

The purpose of this study is to document the economic significance of the travel industry in West Virginia from 2000 to 2018. 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.

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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 2018. 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

<table>
<thead>
<tr>
<th>Impact Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures</td>
<td>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.</td>
</tr>
<tr>
<td>Total Earnings</td>
<td>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.</td>
</tr>
<tr>
<td>Employment</td>
<td>Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.</td>
</tr>
<tr>
<td>Local Tax Receipts</td>
<td>Hotel/motel occupancy tax levied by cities and counties. Property taxes are not included.</td>
</tr>
<tr>
<td>State Tax Receipts</td>
<td>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).</td>
</tr>
</tbody>
</table>

### Visitor Categories

<table>
<thead>
<tr>
<th>Type of Visitor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/Motel/ B&amp;B Guest</td>
<td>Travelers staying in hotels, motels, resorts, bed &amp; breakfast establishments, and other commercial accommodations, excluding campgrounds, where a hotel/motel occupancy tax is collected.</td>
</tr>
<tr>
<td>Private Camper</td>
<td>Travelers staying in a privately owned (i.e., commercial) campground.</td>
</tr>
<tr>
<td>Public Camper</td>
<td>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.</td>
</tr>
<tr>
<td>Private Home Visitor</td>
<td>Travelers staying as guests with friends or relatives.</td>
</tr>
<tr>
<td>Vacation Home Visitor</td>
<td>Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where hotel/motel occupancy tax is not collected.</td>
</tr>
<tr>
<td>Day Visitor</td>
<td>Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in West Virginia.</td>
</tr>
</tbody>
</table>
Report Contents

Section II provides an overview of Travel Impacts in the state, detailed estimates for 2000 through 2018, 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. 2018p has been estimated by Dean Runyan Associates.

Spending by resident and foreign visitors was $980 billion in 2018 in current dollars. This represents a 4.1 percent increase over 2017. When adjusted for changes in prices (real dollars), spending increased by 2.0 percent from 2017 to 2018 compared to a 3.2 percent increase for the preceding year.

The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2018, the increase in spending by resident visitors (4.2 percent) compares to a 3.5 percent decrease in non-resident spending. Visitor spending by non-residents increased by 6.8 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](http://www.bea.gov/industry/index.htm#satellite).
Foreign arrivals increased 3.5 percent from 2017 to 2018. 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.**

![Graph showing overseas arrivals to the U.S.]

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

Monthly Averages, Jan 2017 through December 2018

![Graph showing relative value of selected foreign currencies]

Sources:

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

Relative Value of Selected Foreign Currencies: USForex, Inc. (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. Leisure and hospitality employment was 3.8 million in 2018 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. Additionally, 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.

Leisure & hospitality includes accommodations, food services, and arts, entertainment & recreation. Transportation and other includes retail and all other industries.

Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts.
III. WEST VIRGINIA TRAVEL IMPACTS
2000-2018

West Virginia
West Virginia’s $4.6 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-oriented 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 second consecutive year after four years of decline, increasing by nearly 10 percent (2016 to 2018). In the 2018 calendar year, travel spending was $4.6 billion compared to $4.3 billion in 2017, equivalent to approximately $12.5 million dollars per day.

- From 2017 to 2018, West Virginia travel spending increased by 6.5 percent including gaming spending, and 7.5 percent excluding gaming spending, compared to the national travel spending increase of 4.1 percent.

- During 2018, visitor spending in West Virginia directly supported about 45,400 jobs with earnings of nearly $1.2 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 $534.5 million in 2018, an increase of 3.3 percent (does not include property taxes). Without these government revenues generated travel spending, each household in West Virginia would have had to pay an additional $720 per year in state and local taxes to maintain current service levels.

- In 2018 overnight visitor volume was 12.2 million person trips. Overnight visitor volume grew 3.8 percent (person-trips) in 2018. Commercial lodging was the largest contributor to the growth, with person trips growing at 9.2 percent.

- Visitors who stayed overnight in commercial lodging facilities spent $1.7 billion in 2018 - or about one-third of all visitor spending in the state. Day travelers who spent substantially on gaming and entertainment spent $1.9 billion.

The following tables and graphs document these travel impacts. Detailed travel impact estimates for the state from 2000 to 2018 are found on pages 15 and 16.
## West Virginia Direct Travel Impacts, 2000-2018p

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending ($)</th>
<th>Earnings ($)</th>
<th>Employment (Thousand)</th>
<th>Government Revenue ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Local</td>
<td>State</td>
<td>Total</td>
<td>Local</td>
</tr>
<tr>
<td>2000</td>
<td>2,450</td>
<td>2,083</td>
<td>610</td>
<td>36.0</td>
</tr>
<tr>
<td>2001</td>
<td>2,708</td>
<td>2,201</td>
<td>667</td>
<td>38.4</td>
</tr>
<tr>
<td>2002</td>
<td>3,010</td>
<td>2,374</td>
<td>734</td>
<td>40.8</td>
</tr>
<tr>
<td>2003</td>
<td>3,349</td>
<td>2,591</td>
<td>787</td>
<td>42.5</td>
</tr>
<tr>
<td>2004</td>
<td>3,594</td>
<td>2,759</td>
<td>815</td>
<td>42.9</td>
</tr>
<tr>
<td>2005</td>
<td>3,855</td>
<td>2,976</td>
<td>848</td>
<td>44.3</td>
</tr>
<tr>
<td>2006</td>
<td>4,088</td>
<td>3,173</td>
<td>874</td>
<td>44.6</td>
</tr>
<tr>
<td>2007</td>
<td>4,195</td>
<td>3,301</td>
<td>904</td>
<td>44.4</td>
</tr>
<tr>
<td>2008</td>
<td>4,499</td>
<td>3,584</td>
<td>931</td>
<td>44.7</td>
</tr>
<tr>
<td>2009</td>
<td>4,039</td>
<td>3,165</td>
<td>942</td>
<td>44.6</td>
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<tr>
<td>2010</td>
<td>4,324</td>
<td>3,482</td>
<td>998</td>
<td>45.0</td>
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<tr>
<td>2011</td>
<td>4,713</td>
<td>3,823</td>
<td>1,025</td>
<td>45.3</td>
</tr>
<tr>
<td>2012</td>
<td>4,836</td>
<td>3,929</td>
<td>1,065</td>
<td>46.2</td>
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<tr>
<td>2013</td>
<td>4,633</td>
<td>3,845</td>
<td>1,064</td>
<td>46.5</td>
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<tr>
<td>2014</td>
<td>4,505</td>
<td>3,797</td>
<td>1,075</td>
<td>46.2</td>
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<tr>
<td>2015</td>
<td>4,258</td>
<td>3,562</td>
<td>1,104</td>
<td>44.8</td>
</tr>
<tr>
<td>2016</td>
<td>4,142</td>
<td>3,484</td>
<td>1,118</td>
<td>44.9</td>
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<tr>
<td>2017</td>
<td>4,277</td>
<td>3,633</td>
<td>1,131</td>
<td>44.8</td>
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<tr>
<td>2018p</td>
<td>4,554</td>
<td>3,907</td>
<td>1,184</td>
<td>45.4</td>
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### Annual Percent Change

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<thead>
<tr>
<th>Year</th>
<th>Local</th>
<th>State</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>17-18p</td>
<td>6.5%</td>
<td>7.5%</td>
<td>4.7%</td>
</tr>
<tr>
<td>00-18p</td>
<td>3.5%</td>
<td>3.6%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

### Two-Year Percent Change

<table>
<thead>
<tr>
<th>Year</th>
<th>Local</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-18p</td>
<td>9.9%</td>
<td>12.2%</td>
<td>5.9%</td>
</tr>
</tbody>
</table>

Note: Estimates for 2018p 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, 2000-2018p

Source: Dean Runyan Associates

West Virginia Visitor Spending
by Type of Traveler Accommodation, 2018p
($Millions)

Campground $37
Day Travel $1,901
Hotel, Motel $1,668
Private Home $712
Vacation Home $90

$Millions
West Virginia Visitor Spending
by Commodity Purchased, 2018p
($Millions)

- Accommodations: $582
- Arts, Ent. & Rec.: $319
- Food Service: $1,103
- Food Stores: $236
- Gaming: $646
- Local Tran. & Gas: $983
- Retail Sales: $541

West Virginia Direct Employment
Generated by Travel Spending, 2018p
(Thousands of Jobs)

- Accom. & Food Serv.: 27.0
- Arts, Ent. & Rec.: 12.4
- Ground Tran.: 0.5
- Other Travel*: 0.7
- Retail**: 4.8
State and Local Travel-Generated
Government Revenue, 2018p
($Millions)

<table>
<thead>
<tr>
<th>Source</th>
<th>Revenue ($Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Gaming</td>
<td>221.1</td>
</tr>
<tr>
<td>State Sales</td>
<td>129.9</td>
</tr>
<tr>
<td>State Gas</td>
<td>75.1</td>
</tr>
<tr>
<td>State Income</td>
<td>54.9</td>
</tr>
<tr>
<td>Local Hotel/Motel</td>
<td>29.6</td>
</tr>
<tr>
<td>Local Gaming</td>
<td>18.0</td>
</tr>
<tr>
<td>Other Local</td>
<td>5.7</td>
</tr>
</tbody>
</table>

Overnight Visitor Volume, 2018p
Person Trips (000's)

<table>
<thead>
<tr>
<th>Type</th>
<th>Trips (000's)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel, Motel</td>
<td>5,123</td>
</tr>
<tr>
<td>Other Overnight</td>
<td>1,339</td>
</tr>
<tr>
<td>Private Home</td>
<td>5,726</td>
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</tbody>
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### West Virginia
#### Travel Impacts, 2000-2012

#### Total Direct Travel Spending ($Million)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dest. Spending</td>
<td>2,369.7</td>
<td>2,926.0</td>
<td>3,479.9</td>
<td>3,958.2</td>
<td>4,368.4</td>
<td>4,194.0</td>
<td>4,580.7</td>
<td>4,699.1</td>
</tr>
<tr>
<td>Other Travel*</td>
<td>80.6</td>
<td>83.5</td>
<td>114.1</td>
<td>129.4</td>
<td>130.7</td>
<td>125.2</td>
<td>132.6</td>
<td>136.7</td>
</tr>
<tr>
<td>Total</td>
<td>2,450.3</td>
<td>3,009.5</td>
<td>3,594.0</td>
<td>4,087.6</td>
<td>4,499.1</td>
<td>4,319.1</td>
<td>4,713.3</td>
<td>4,835.8</td>
</tr>
</tbody>
</table>

#### Visitor Spending by Type of Traveler Accommodation ($Million)

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel, Motel</td>
<td>915.3</td>
<td>998.1</td>
<td>1,101.6</td>
<td>1,232.0</td>
<td>1,405.5</td>
<td>1,338.5</td>
<td>1,490.1</td>
<td>1,577.4</td>
</tr>
<tr>
<td>Campground</td>
<td>18.5</td>
<td>22.7</td>
<td>24.1</td>
<td>27.8</td>
<td>36.8</td>
<td>36.6</td>
<td>41.1</td>
<td>39.8</td>
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<tr>
<td>Private Home</td>
<td>464.4</td>
<td>480.4</td>
<td>560.9</td>
<td>659.3</td>
<td>770.0</td>
<td>731.5</td>
<td>795.6</td>
<td>793.7</td>
</tr>
<tr>
<td>Vacation Home</td>
<td>62.5</td>
<td>64.6</td>
<td>73.4</td>
<td>83.9</td>
<td>95.0</td>
<td>91.7</td>
<td>98.9</td>
<td>99.6</td>
</tr>
<tr>
<td>Day Travel</td>
<td>909.1</td>
<td>1,360.3</td>
<td>1,719.8</td>
<td>1,955.2</td>
<td>2,061.1</td>
<td>1,995.8</td>
<td>2,155.0</td>
<td>2,188.5</td>
</tr>
<tr>
<td>Total</td>
<td>2,369.7</td>
<td>2,926.0</td>
<td>3,479.9</td>
<td>3,958.2</td>
<td>4,368.4</td>
<td>4,194.0</td>
<td>4,580.7</td>
<td>4,699.1</td>
</tr>
</tbody>
</table>

#### Visitor Spending By Commodity Purchased ($Million)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accom. &amp; Food Serv.</td>
<td>329.9</td>
<td>352.6</td>
<td>373.1</td>
<td>398.9</td>
<td>432.5</td>
<td>420.6</td>
<td>461.6</td>
<td>505.8</td>
</tr>
<tr>
<td>Food Service</td>
<td>477.3</td>
<td>593.7</td>
<td>666.6</td>
<td>726.7</td>
<td>789.8</td>
<td>842.5</td>
<td>884.7</td>
<td>926.8</td>
</tr>
<tr>
<td>Food Stores</td>
<td>127.8</td>
<td>149.2</td>
<td>161.9</td>
<td>173.1</td>
<td>191.4</td>
<td>198.2</td>
<td>210.9</td>
<td>219.8</td>
</tr>
<tr>
<td>Local Tran. &amp; Gas</td>
<td>437.8</td>
<td>481.2</td>
<td>696.4</td>
<td>980.1</td>
<td>1,279.2</td>
<td>1,106.5</td>
<td>1,323.0</td>
<td>1,297.5</td>
</tr>
<tr>
<td>Arts, Ent. &amp; Rec.</td>
<td>232.8</td>
<td>257.8</td>
<td>272.6</td>
<td>278.2</td>
<td>277.9</td>
<td>278.4</td>
<td>286.2</td>
<td>300.2</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>396.4</td>
<td>455.9</td>
<td>474.5</td>
<td>486.7</td>
<td>481.9</td>
<td>505.6</td>
<td>524.9</td>
<td>541.7</td>
</tr>
<tr>
<td>Others</td>
<td>367.6</td>
<td>635.7</td>
<td>834.6</td>
<td>914.5</td>
<td>915.5</td>
<td>842.1</td>
<td>889.5</td>
<td>907.3</td>
</tr>
<tr>
<td>Total</td>
<td>2,369.7</td>
<td>2,926.0</td>
<td>3,479.9</td>
<td>3,958.2</td>
<td>4,368.4</td>
<td>4,194.0</td>
<td>4,580.7</td>
<td>4,699.1</td>
</tr>
</tbody>
</table>

#### Industry Earnings Generated by Travel Spending ($Million)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accom. &amp; Food Serv.</td>
<td>19,590</td>
<td>22,030</td>
<td>23,380</td>
<td>24,820</td>
<td>25,290</td>
<td>25,310</td>
<td>25,590</td>
<td>26,220</td>
</tr>
<tr>
<td>Arts, Ent. &amp; Rec.</td>
<td>9,420</td>
<td>11,220</td>
<td>12,300</td>
<td>12,680</td>
<td>12,640</td>
<td>13,150</td>
<td>13,090</td>
<td>13,380</td>
</tr>
<tr>
<td>Retail **</td>
<td>5,050</td>
<td>5,350</td>
<td>5,250</td>
<td>5,360</td>
<td>5,170</td>
<td>5,160</td>
<td>5,180</td>
<td>5,210</td>
</tr>
<tr>
<td>Ground Tran</td>
<td>450</td>
<td>540</td>
<td>530</td>
<td>540</td>
<td>550</td>
<td>530</td>
<td>540</td>
<td>560</td>
</tr>
<tr>
<td>Other Travel*</td>
<td>1,520</td>
<td>1,630</td>
<td>1,480</td>
<td>1,210</td>
<td>1,030</td>
<td>840</td>
<td>860</td>
<td>800</td>
</tr>
<tr>
<td>Total</td>
<td>36,040</td>
<td>40,770</td>
<td>42,940</td>
<td>44,630</td>
<td>44,690</td>
<td>44,990</td>
<td>45,270</td>
<td>46,160</td>
</tr>
</tbody>
</table>

#### Industry Employment Generated by Travel Spending (Jobs)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Tax Receipts</td>
<td>15.1</td>
<td>20.7</td>
<td>26.2</td>
<td>30.5</td>
<td>42.2</td>
<td>45.5</td>
<td>54.4</td>
<td>58.6</td>
</tr>
<tr>
<td>State Tax Receipts</td>
<td>280.8</td>
<td>396.1</td>
<td>525.7</td>
<td>552.4</td>
<td>557.0</td>
<td>534.3</td>
<td>533.9</td>
<td>543.4</td>
</tr>
<tr>
<td>Federal Tax Receipts</td>
<td>140.4</td>
<td>165.6</td>
<td>190.0</td>
<td>197.9</td>
<td>208.8</td>
<td>217.8</td>
<td>204.3</td>
<td>208.1</td>
</tr>
<tr>
<td>Total</td>
<td>436.3</td>
<td>582.4</td>
<td>741.9</td>
<td>780.8</td>
<td>808.0</td>
<td>797.6</td>
<td>792.5</td>
<td>810.0</td>
</tr>
</tbody>
</table>

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.
- Values are not reliable for reporting purpose. Details may not add to totals due to rounding.
## West Virginia

### Travel Impacts 2013-2018p

#### Total Direct Travel Spending ($Million)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dest. Spending</td>
<td>4,501.5</td>
<td>4,375.2</td>
<td>4,127.3</td>
<td>4,012.5</td>
<td>4,147.0</td>
<td>4,409.1</td>
</tr>
<tr>
<td>Other Travel*</td>
<td>134.0</td>
<td>133.4</td>
<td>133.6</td>
<td>128.9</td>
<td>133.7</td>
<td>141.6</td>
</tr>
<tr>
<td>Total</td>
<td>4,635.6</td>
<td>4,508.6</td>
<td>4,260.9</td>
<td>4,141.3</td>
<td>4,280.8</td>
<td>4,550.7</td>
</tr>
</tbody>
</table>

#### Visitor Spending by Type of Traveler Accommodation ($Million)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel, Motel</td>
<td>1,523.0</td>
<td>1,487.2</td>
<td>1,456.0</td>
<td>1,417.9</td>
<td>1,499.6</td>
<td>1,668.4</td>
</tr>
<tr>
<td>Campground</td>
<td>40.0</td>
<td>38.7</td>
<td>34.1</td>
<td>33.1</td>
<td>34.7</td>
<td>37.0</td>
</tr>
<tr>
<td>Private Home</td>
<td>787.6</td>
<td>782.4</td>
<td>688.0</td>
<td>668.2</td>
<td>686.7</td>
<td>712.2</td>
</tr>
<tr>
<td>Vacation Home</td>
<td>98.4</td>
<td>97.8</td>
<td>89.5</td>
<td>86.7</td>
<td>88.1</td>
<td>90.1</td>
</tr>
<tr>
<td>Day Travel</td>
<td>2,052.5</td>
<td>1,969.1</td>
<td>1,859.6</td>
<td>1,806.6</td>
<td>1,838.0</td>
<td>1,901.4</td>
</tr>
<tr>
<td>Total</td>
<td>4,501.5</td>
<td>4,375.2</td>
<td>4,127.3</td>
<td>4,012.5</td>
<td>4,147.0</td>
<td>4,409.1</td>
</tr>
</tbody>
</table>

#### Visitor Spending By Commodity Purchased ($Million)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acc. &amp; Food Serv.</td>
<td>506.3</td>
<td>509.2</td>
<td>533.4</td>
<td>513.4</td>
<td>524.6</td>
<td>582.4</td>
</tr>
<tr>
<td>Food Service</td>
<td>924.9</td>
<td>933.1</td>
<td>968.2</td>
<td>992.0</td>
<td>1,035.9</td>
<td>1,102.8</td>
</tr>
<tr>
<td>Food Stores</td>
<td>218.5</td>
<td>219.6</td>
<td>225.2</td>
<td>221.8</td>
<td>225.6</td>
<td>235.5</td>
</tr>
<tr>
<td>Local Tran. &amp; Gas</td>
<td>1,240.3</td>
<td>1,197.2</td>
<td>885.9</td>
<td>815.1</td>
<td>888.8</td>
<td>982.7</td>
</tr>
<tr>
<td>Arts, Ent. &amp; Rec.</td>
<td>292.7</td>
<td>286.3</td>
<td>289.8</td>
<td>289.3</td>
<td>302.7</td>
<td>318.7</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>530.9</td>
<td>522.0</td>
<td>527.1</td>
<td>522.8</td>
<td>525.4</td>
<td>540.9</td>
</tr>
<tr>
<td>Others</td>
<td>788.0</td>
<td>707.6</td>
<td>695.8</td>
<td>658.0</td>
<td>644.0</td>
<td>646.1</td>
</tr>
<tr>
<td>Total</td>
<td>4,501.5</td>
<td>4,375.2</td>
<td>4,127.3</td>
<td>4,012.5</td>
<td>4,147.0</td>
<td>4,409.1</td>
</tr>
</tbody>
</table>

#### Industry Earnings Generated by Travel Spending ($Million)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acc. &amp; Food Serv.</td>
<td>26,920</td>
<td>27,330</td>
<td>26,560</td>
<td>26,530</td>
<td>26,520</td>
<td>26,970</td>
</tr>
<tr>
<td>Arts, Ent. &amp; Rec.</td>
<td>13,090</td>
<td>12,360</td>
<td>12,170</td>
<td>12,140</td>
<td>12,230</td>
<td>12,410</td>
</tr>
<tr>
<td>Retail **</td>
<td>5,270</td>
<td>5,270</td>
<td>4,870</td>
<td>4,980</td>
<td>4,800</td>
<td>4,810</td>
</tr>
<tr>
<td>Ground Tran.</td>
<td>580</td>
<td>570</td>
<td>540</td>
<td>540</td>
<td>520</td>
<td>520</td>
</tr>
<tr>
<td>Other Travel *</td>
<td>710</td>
<td>720</td>
<td>730</td>
<td>740</td>
<td>750</td>
<td>730</td>
</tr>
<tr>
<td>Total</td>
<td>46,560</td>
<td>46,240</td>
<td>44,880</td>
<td>44,930</td>
<td>44,820</td>
<td>45,450</td>
</tr>
</tbody>
</table>

#### Industry Employment Generated by Travel Spending (Jobs)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Tax Receipts</td>
<td>53.9</td>
<td>49.9</td>
<td>53.8</td>
<td>51.6</td>
<td>50.0</td>
<td>53.3</td>
</tr>
<tr>
<td>State Tax Receipts</td>
<td>492.4</td>
<td>477.9</td>
<td>484.8</td>
<td>474.5</td>
<td>467.4</td>
<td>481.1</td>
</tr>
<tr>
<td>Federal Tax Receipts</td>
<td>221.1</td>
<td>220.9</td>
<td>223.5</td>
<td>224.3</td>
<td>225.8</td>
<td>235.7</td>
</tr>
<tr>
<td>Total</td>
<td>767.5</td>
<td>748.6</td>
<td>762.1</td>
<td>750.5</td>
<td>743.2</td>
<td>770.1</td>
</tr>
</tbody>
</table>

Note: Estimates for 2018p are preliminary. Details may not add to totals due to rounding.

*Other Travel includes air travel and travel agencies. **Retail includes gasoline.
## West Virginia Average Expenditures and Visitor Volume

### Average Expenditures for Overnight Visitors, 2018

<table>
<thead>
<tr>
<th>Travel Party</th>
<th>Person</th>
<th>Party Size</th>
<th>Length of Stay (nights)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Day</td>
<td>Trip</td>
<td>Day</td>
</tr>
<tr>
<td>Hotel, Motel</td>
<td>$312</td>
<td>$652</td>
<td>$156</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Home</td>
<td>$89</td>
<td>$263</td>
<td>$42</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Overnight</td>
<td>$29</td>
<td>$110</td>
<td>$13</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Overnight</td>
<td>$162</td>
<td>$429</td>
<td>$77</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Overnight Visitor Volume, 2016-2018

<table>
<thead>
<tr>
<th></th>
<th>Person-Nights (thousands)</th>
<th>Party-Nights (thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016</td>
<td>2017</td>
</tr>
<tr>
<td>Hotel, Motel</td>
<td>9,554</td>
<td>9,812</td>
</tr>
<tr>
<td>Private Home</td>
<td>16,923</td>
<td>16,849</td>
</tr>
<tr>
<td>Other Overnight</td>
<td>5,013</td>
<td>5,003</td>
</tr>
<tr>
<td>All Overnight</td>
<td>31,489</td>
<td>31,664</td>
</tr>
<tr>
<td>Annual Percentage Change</td>
<td>0.6%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Person-Trips (thousands)</th>
<th>Party-Trips (thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016</td>
<td>2017</td>
</tr>
<tr>
<td>Hotel, Motel</td>
<td>4,567</td>
<td>4,690</td>
</tr>
<tr>
<td>Private Home</td>
<td>5,737</td>
<td>5,712</td>
</tr>
<tr>
<td>Other Overnight</td>
<td>1,341</td>
<td>1,338</td>
</tr>
<tr>
<td>All Overnight</td>
<td>11,644</td>
<td>11,741</td>
</tr>
<tr>
<td>Annual Percentage Change</td>
<td>0.8%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>
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 $1.6 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, 2018p
($ Billions)

![Chart showing travel spending and industry GDP of West Virginia travel industry, 2018.]

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 2015 and 2017 - data for 2018 is not yet available for the comparison industries.

![Bar chart showing the Gross Domestic Product (Billions) of selected export-orientated industries in West Virginia, 2015 & 2017.](chart)

- **All Other Manf**: 1.2 (2015), 1.2 (2017)
- **Chemical manufacturing**: 2.6 (2015), 2.9 (2017)
- **Durable goods**: 3.2 (2015), 3.3 (2017)
- **Mining**: 6.7 (2015), 7.3 (2017)
- **Travel**: 1.5 (2015), 1.5 (2017)

*Source: Dean Runyan Associates and Bureau of Economic Analysis.*
The tables in this section provide detailed estimates for the regions of West Virginia for 2008-2018. The geographic definitions of the regions are shown below.

**West Virginia’s Tourism Regions**

<table>
<thead>
<tr>
<th>Northern Panhandle</th>
<th>Mid-Ohio Valley</th>
<th>Metro Valley</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brooke</td>
<td>Calhoun</td>
<td>Cabell</td>
</tr>
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<td>Tyler</td>
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<table>
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<tr>
<th>Mountain Lakes</th>
<th>New River/Greenbrier Valley</th>
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<td>Braxton</td>
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<td></td>
<td>Marion</td>
<td>Mingo</td>
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<td></td>
<td>Monongalia</td>
<td>Wayne</td>
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<td>Preston</td>
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### West Virginia Regional Travel Impacts, 2018

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<tr>
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<td>702.0</td>
<td>197.3</td>
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<td><strong>Visitor Spending by Type of Traveler Accommodation ($Million)</strong></td>
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<tr>
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<td>45.9</td>
<td>203.3</td>
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<tr>
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<td>199.9</td>
<td>702.0</td>
<td>197.3</td>
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<tr>
<td><strong>Visitor Spending by Commodity Purchased ($Million)</strong></td>
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<td>100.1</td>
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<td>208.9</td>
<td>44.6</td>
<td>145.5</td>
<td>38.5</td>
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<tr>
<td>Food Stores</td>
<td>37.8</td>
<td>10.7</td>
<td>27.2</td>
<td>12.7</td>
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<tr>
<td>Local Tran. &amp; Gas</td>
<td>76.7</td>
<td>73.0</td>
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<td>75.5</td>
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<td>199.9</td>
<td>702.0</td>
<td>197.3</td>
</tr>
<tr>
<td><strong>Industry Earnings Generated by Travel Spending ($Million)</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Other Travel*</td>
<td>3.4</td>
<td>2.7</td>
<td>11.1</td>
<td>1.0</td>
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<td>Accom. &amp; Food Serv.</td>
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<td>91.2</td>
<td>24.8</td>
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<td>8.1</td>
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<td>20.1</td>
<td>0.0</td>
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<td>181.8</td>
<td>47.2</td>
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<td><strong>Industry Employment Generated by Travel Spending (Thousand Jobs)</strong></td>
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<td></td>
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<td>0.1</td>
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<td>0.7</td>
<td>0.3</td>
<td>0.7</td>
<td>0.3</td>
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<td>2.1</td>
<td>6.8</td>
<td>2.1</td>
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<td><strong>Government Revenue Generated by Travel Spending ($Million)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>Local Tax Receipts</td>
<td>9.1</td>
<td>2.3</td>
<td>8.4</td>
<td>2.0</td>
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<td>State Tax Receipts</td>
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<td>14.1</td>
<td>58.7</td>
<td>13.7</td>
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<td>Total Direct Gov’t Revenue</td>
<td>120.7</td>
<td>16.4</td>
<td>67.1</td>
<td>15.7</td>
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</tbody>
</table>

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, 2018p

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<tr>
<td><strong>Total Direct Travel Spending ($Million)</strong></td>
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<td></td>
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<tr>
<td>Destination Spending</td>
<td>642.0</td>
<td>314.7</td>
<td>1,025.6</td>
<td>479.5</td>
<td>141.7</td>
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<td>6.3</td>
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**Visitor Spending by Type of Traveler Accommodation ($Million)**

<table>
<thead>
<tr>
<th></th>
<th>Hotel, Motel</th>
<th>Campground</th>
<th>Private Home</th>
<th>Vacation Home</th>
<th>Day Travel</th>
<th>Destination Spending</th>
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<td>Hotel, Motel</td>
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<td>182.3</td>
<td>279.2</td>
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<td>6.9</td>
<td>6.9</td>
<td>0.6</td>
<td>2.6</td>
<td>4.9</td>
<td>10.3</td>
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<tr>
<td>Private Home</td>
<td>115.9</td>
<td>44.7</td>
<td>58.8</td>
<td>99.7</td>
<td>73.0</td>
<td>115.9</td>
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<td>Vacation Home</td>
<td>11.7</td>
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<td>8.5</td>
<td>2.4</td>
<td>11.7</td>
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<tr>
<td>Day Travel</td>
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<td>59.3</td>
<td>772.9</td>
<td>89.5</td>
<td>42.1</td>
<td>127.1</td>
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<tr>
<td><strong>Destination Spending</strong></td>
<td>642.0</td>
<td>314.7</td>
<td>1,025.6</td>
<td>479.5</td>
<td>141.7</td>
<td>652.4</td>
</tr>
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</table>

**Visitor Spending by Commodity Purchased ($Million)**

<table>
<thead>
<tr>
<th></th>
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<th>Food Service</th>
<th>Food Stores</th>
<th>Local Tran. &amp; Gas</th>
<th>Arts, Ent. &amp; Rec.</th>
<th>Gaming</th>
<th>Retail Sales</th>
<th>Destination Spending</th>
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<td>Accommodations</td>
<td>129.9</td>
<td>70.1</td>
<td>64.6</td>
<td>103.5</td>
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<td>146.3</td>
<td>75.3</td>
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<td>123.0</td>
<td>26.2</td>
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<td></td>
<td>652.4</td>
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<tr>
<td>Food Stores</td>
<td>31.5</td>
<td>28.2</td>
<td>56.2</td>
<td>25.3</td>
<td>6.2</td>
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<td></td>
<td></td>
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<tr>
<td>Local Tran. &amp; Gas</td>
<td>168.8</td>
<td>60.8</td>
<td>64.4</td>
<td>114.0</td>
<td>77.3</td>
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<td>Gaming</td>
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<td>141.7</td>
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<td>652.4</td>
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**Industry Earnings Generated by Travel Spending ($Million)**

<table>
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<tr>
<th></th>
<th>Other Travel*</th>
<th>Arts, Ent. &amp; Rec.</th>
<th>Accom. &amp; Food Serv.</th>
<th>Retail**</th>
<th>Ground Tran.</th>
<th>Total Direct Earnings</th>
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</thead>
<tbody>
<tr>
<td>Other Travel*</td>
<td>5.4</td>
<td>1.5</td>
<td>3.3</td>
<td>3.2</td>
<td>0.1</td>
<td>212.9</td>
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<td>Accom. &amp; Food Serv.</td>
<td>118.8</td>
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<td>139.5</td>
<td>87.0</td>
<td>0.6</td>
<td>212.9</td>
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<tr>
<td>Retail**</td>
<td>21.4</td>
<td>13.8</td>
<td>26.2</td>
<td>16.9</td>
<td>0.0</td>
<td>212.9</td>
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<tr>
<td>Ground Tran.</td>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
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<td><strong>Total Direct Earnings</strong></td>
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<td>86.2</td>
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**Industry Employment Generated by Travel Spending (Thousand Jobs)**

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<th>Ground Tran.</th>
<th>Total Direct Employment</th>
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<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
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<td>3.4</td>
<td>0.6</td>
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<tr>
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<td>0.7</td>
<td>0.5</td>
<td>0.9</td>
<td>0.6</td>
<td>0.3</td>
<td>1.5</td>
</tr>
<tr>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Total Direct Employment</strong></td>
<td>7.0</td>
<td>4.1</td>
<td>9.1</td>
<td>5.3</td>
<td>1.2</td>
<td>17.9</td>
</tr>
</tbody>
</table>

**Government Revenue Generated by Travel Spending ($Million)**

<table>
<thead>
<tr>
<th></th>
<th>Local Tax Receipts</th>
<th>State Tax Receipts</th>
<th>Total Direct Gov’t Revenue</th>
</tr>
</thead>
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<tr>
<td>Local Tax Receipts</td>
<td>7.2</td>
<td>4.3</td>
<td>12.5</td>
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<td>State Tax Receipts</td>
<td>47.1</td>
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<td><strong>Total Direct Gov’t Revenue</strong></td>
<td>54.3</td>
<td>24.4</td>
<td>185.3</td>
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</table>

Details may not add to totals due to rounding.

*Other Travel includes air travel and travel agencies. **Retail includes gasoline.
V. COUNTY TRAVEL IMPACTS
2008-2018p
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.
<table>
<thead>
<tr>
<th>County</th>
<th>2008 Direct Spending ($Million)</th>
<th>2010 Direct Spending ($Million)</th>
<th>2012 Direct Spending ($Million)</th>
<th>2014 Direct Spending ($Million)</th>
<th>2015 Direct Spending ($Million)</th>
<th>2016 Direct Spending ($Million)</th>
<th>2017 Direct Spending ($Million)</th>
<th>2018 Direct Spending ($Million)</th>
</tr>
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<tbody>
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<td>16.5</td>
<td>14.4</td>
<td>13.8</td>
<td>14.4</td>
<td>15.0</td>
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<td>36.7</td>
<td>40.0</td>
<td>37.6</td>
<td>31.4</td>
<td>24.9</td>
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<tr>
<td>Brooke</td>
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<td>16.1</td>
<td>17.8</td>
<td>17.1</td>
<td>14.9</td>
<td>14.3</td>
<td>14.8</td>
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## West Virginia County Travel Impacts, 2008-2018

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West Virginia County Travel Impacts, 2008-2018p

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</tbody>
</table>

*Some counties are not available due to the reliability of rural estimates. The sum of the counties will be greater than the state or tourism regions. This is due to visitors who visit multiple locations on a single trip.*
## Total Employment and Earnings Compared to Direct Travel-Generated Employment and Earnings by County, 2018

### Employment

<table>
<thead>
<tr>
<th>County</th>
<th>Total</th>
<th>Travel</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Barbour</td>
<td>5,530</td>
<td>154</td>
<td>2.8%</td>
</tr>
<tr>
<td>Berkeley</td>
<td>48,840</td>
<td>1,532</td>
<td>3.1%</td>
</tr>
<tr>
<td>Boone</td>
<td>6,070</td>
<td>143</td>
<td>2.3%</td>
</tr>
<tr>
<td>Braxton</td>
<td>5,030</td>
<td>321</td>
<td>6.4%</td>
</tr>
<tr>
<td>Brooke</td>
<td>10,020</td>
<td>182</td>
<td>1.8%</td>
</tr>
<tr>
<td>Cabell</td>
<td>64,250</td>
<td>1,418</td>
<td>2.2%</td>
</tr>
<tr>
<td>Calhoun</td>
<td>3,400</td>
<td>81</td>
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</tr>
<tr>
<td>Clay</td>
<td>1,960</td>
<td>41</td>
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</tr>
<tr>
<td>Doddridge</td>
<td>2,970</td>
<td>47</td>
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</tr>
<tr>
<td>Fayette</td>
<td>13,870</td>
<td>783</td>
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<tr>
<td>Gilmer</td>
<td>3,200</td>
<td>74</td>
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</tr>
<tr>
<td>Grant</td>
<td>5,220</td>
<td>139</td>
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</tr>
<tr>
<td>Greenbrier</td>
<td>18,590</td>
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<td>7,160</td>
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<tr>
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<tr>
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<tr>
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<tr>
<td>Jackson</td>
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</tr>
<tr>
<td>Jefferson</td>
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<tr>
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<td>2.8%</td>
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<tr>
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<td>5,250</td>
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<tr>
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<tr>
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<tr>
<td>Mineral</td>
<td>11,020</td>
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### Earnings ($Millions)

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<th>Total</th>
<th>Travel</th>
<th>Percent</th>
</tr>
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<td>366.1</td>
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<tr>
<td>Braxton</td>
<td>208.2</td>
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<td>4.1%</td>
</tr>
<tr>
<td>Brooke</td>
<td>485.0</td>
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<td>1.1%</td>
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<tr>
<td>Cabell</td>
<td>3,198.7</td>
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</tr>
<tr>
<td>Calhoun</td>
<td>76.6</td>
<td>1.2</td>
<td>1.6%</td>
</tr>
<tr>
<td>Clay</td>
<td>64.6</td>
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<td>1.2%</td>
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<tr>
<td>Doddridge</td>
<td>144.4</td>
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<td>1.0%</td>
</tr>
<tr>
<td>Fayette</td>
<td>604.4</td>
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<td>3.1%</td>
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<td>Gilmer</td>
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<tr>
<td>Grant</td>
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<tr>
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<tr>
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<td>Logan</td>
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### Total Employment and Earnings Compared to Direct Travel-Generated Employment and Earnings by County, 2018

<table>
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<tr>
<th>County</th>
<th>Total Employment</th>
<th>Travel Employment</th>
<th>Percent</th>
<th>Total Earnings ($Millions)</th>
<th>Travel Earnings</th>
<th>Percent</th>
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<td>1.5%</td>
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<td>1.0%</td>
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<td>4.1%</td>
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<td>34.6</td>
<td>0.5</td>
<td>1.4%</td>
</tr>
<tr>
<td>Wood</td>
<td>45,820</td>
<td>1,214</td>
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<td>2,211.1</td>
<td>31.5</td>
<td>1.4%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>5,690</td>
<td>169</td>
<td>3.0%</td>
<td>277.1</td>
<td>4.4</td>
<td>1.6%</td>
</tr>
</tbody>
</table>
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.

Volume: Overnight visitor volume expressed in person nights, person trips, party nights, party trips. A visitor is anyone who visits West Virginia and stays the night, including those under 18.
### TRAVEL IMPACT INDUSTRIES MATCHED TO 1997 NAICS

<table>
<thead>
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<th>TRAVEL IMPACT INDUSTRY</th>
<th>NAICS INDUSTRIES* (code)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>Accommodation (721)</td>
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<td>Food Services and Drinking Places (722)</td>
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<td>Residential Property Managers (531311)</td>
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<td>Arts, Entertainment &amp; Recreation</td>
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<td></td>
<td>Museums (712)</td>
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<td>Amusement, Gambling (713)</td>
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<td></td>
<td>Scenic and Sightseeing Transportation (487)</td>
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<tr>
<td></td>
<td>Miscellaneous Industries (see note***)</td>
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<tr>
<td>Retail</td>
<td>Food &amp; Beverage Stores (445)</td>
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<td>Gasoline Stations (447)</td>
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<td>Clothing and Clothing Accessories Stores (448)</td>
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<td>Miscellaneous Store Retailers (453)</td>
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<td>Ground Transportation</td>
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<td>Charter Bus Industry (4855)</td>
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<td>Passenger Car Rental (532111)</td>
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<td>Parking Lots and Garages (812930)</td>
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<td>Air Transportation</td>
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<td>Support Activities for Air Transportation (4881)</td>
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<tr>
<td>Travel Arrangement Services</td>
<td>Travel Arrangement and Reservation Services (5615)</td>
</tr>
</tbody>
</table>

Notes:  
*Government enterprises (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](http://www.ntis.gov/naics).