



State Capitol Complex  
1900 Kanawha Blvd. East  
Building 3 | Suite 100  
Charleston, WV 25305



(304) 558-2200



[WVtourism.com](http://WVtourism.com)

## REQUEST FOR EXPRESSION OF INTEREST FOR ECONOMIC IMPACT DATA PROVIDER

Written Questions Received and Answers Prepared by the Department of Tourism

### QUESTION 1

“For evaluation purposes, will we have access to the model data and assumption used in the Regional Travel Impact Model (RTIM)?”

No - the successful bidder will not have access to the proprietary input-output model and assumptions - Regional Travel Impact Model (RTIM) - used in previous years to measure the economic impact of tourism to West Virginia.

However, the successful bidder will have access to the data provided by West Virginia Department of Tourism to economic impact data providers in the previous years.

### QUESTION 2

“As part of your agreement with Longwoods International, will you be providing their estimates of weighted visitor volume and spending by category that can be used in the analysis?”

On the state level each year Longwoods International will provide to the successful vendor the overall visitor volume, and are happy to calculate the specific trip count for any segment of visitation identifiable through their Travel USA study upon request. Longwoods will also provide overnight and day visitation estimates per tourist region. Additionally, for both overnight and day visitation. Longwoods will provide the total estimated expenditures and average per person per trip spend, as well as total and average per person estimates for each of the following categories: lodging (overnight only); transportation within the destination; restaurant, food and beverage; retail purchases; and recreation/entertainment.

All visitation and expenditure estimates provided by Longwoods are weighted back to the population of visitors before delivery.

### QUESTION 3

“Can you describe any additional supporting data that the WV Department of Tourism subscribes to that would be available to us for conducting the analysis?”

For example:

- WV lodging performance (state, county, regional): STR, AllTheRooms, AirDNA, etc.
- Geolocation data: Near, Arrivalist, etc.
- Other data?”

West Virginia Department of Tourism would provide the successful bidder with the following data for West Virginia:

- STR
- AirDNA
- State Sales Tax Information Identified for Hotel Businesses
- State Sales Tax Information Identified for Campgrounds and RV Park Businesses
- Travel Booking Marketplace Facilitators Taxable Sales
- Booking Data from West Virginia State Parks Lodges, Cabins and Campgrounds
- Arrivalist
- Limited airport arrival data

Posted to [wvtourism.com](http://wvtourism.com) on Tuesday, April 4, 2023

*almost heaven*