

Nebraska Passport Program

ECONOMIC IMPACT REPORT

March 2022

PREPARED FOR
Visit Nebraska



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Visit Nebraska

March 2022

PRIMARY RESEARCH CONDUCTED BY
Dean Runyan Associates

Table of Contents

Executive Summary / Introduction	6
Executive Summary / Economic Impact	7
Executive Summary / Visitor Profile	8
Understanding Impacts / Methods	10
Participant Profile / Participants	13
Participant Profile / Stops vs Trips	14
Participant Profile / Participant Location	15
Participant Profile / Travel Motivation	16
Participant Profile / Visitor Parties	17
Participant Profile / Overnight Visitors	18
Economic Impacts / Spending	20
Economic Impacts / Employment.....	21
Economic Impacts / Earnings	22
Economic Impacts / Taxes	23
Economic Impacts / County	24
Appendix A / Detailed Expenditures	29
Appendix B / Survey Questions	30





Executive Summary



Executive Summary / Introduction

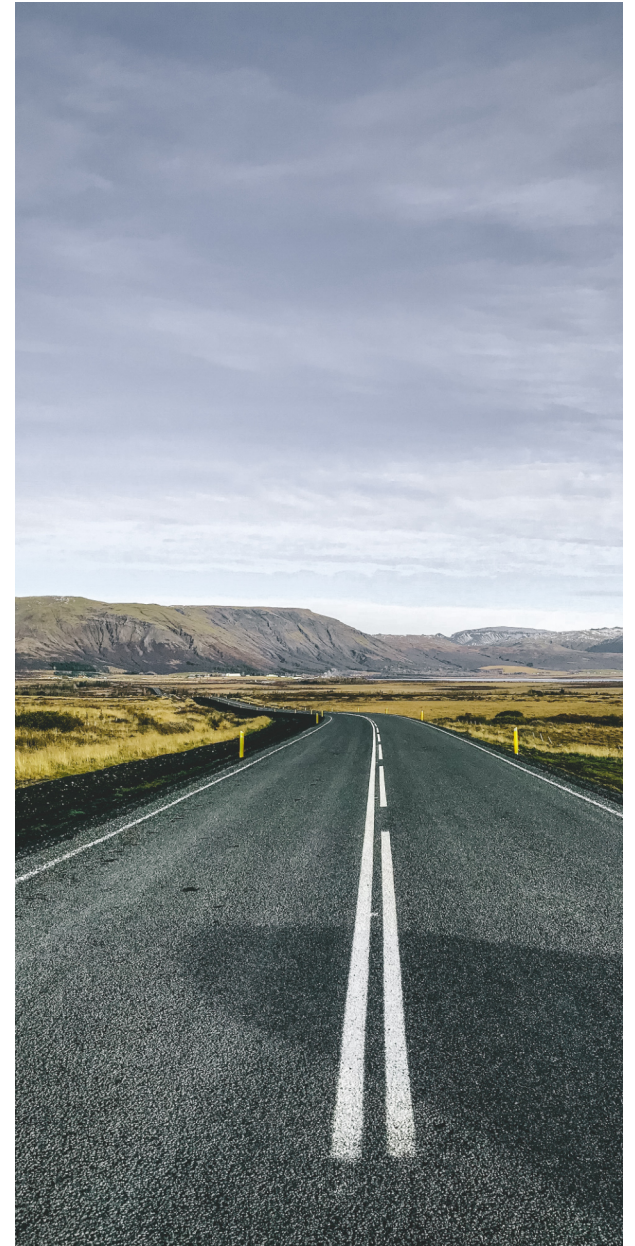
Introduction

Purpose of the report

This report was commissioned by Visit Nebraska to assess the economic impact of the Nebraska Passport Program to the state of Nebraska. The program took place between May 1 and September 30, 2021 and catered primarily to residents of Nebraska, encouraging participants to visit diverse attractions within the state and collect stamps from participating attractions and businesses in a small booklet (the Nebraska passport). Visit Nebraska tracks participation in the program primarily through sign-in forms at passport stops and through use of the Nebraska Passport app, which participants are encouraged to install to receive helpful information and updates related to the program. As the program encourages travel to all regions within the state, participants visit areas that they might not otherwise have visited, spending money along the way and at their final destination on food, gas, lodging, and other travel-related expenses. The primary purpose of this report is to measure the economic impacts of the travel-related spending associated with Nebraska Passport participants.

How to use the report

This report brings together survey data collected by Visit Nebraska on the behavior and demographics of program participants, as well as a variety of data sources used by Dean Runyan Associates to estimate the economic impact of the program. The report synthesizes findings from these data to present an overview of participant characteristics and the economic impacts of the Nebraska Passport Program. The reader of this report is encouraged to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to [Dean Runyan Associates](#) with any questions on further detail or clarification.



Executive Summary / Economic Impact

Findings

The Nebraska Passport Program generates economic impacts for Nebraska to the extent that the program motivates the travel behavior of participants – either by encouraging participants to travel to areas outside of their local vicinity (>50 miles from home) that they would not otherwise have traveled to or by encouraging travelers to extend their stay in those regions to participate in the program. The focus of this analysis is on the expenditures made by active* program participants while traveling outside of their local vicinity within the state of Nebraska**.



Visitor Expenditures

Spending associated with visitation generated by the program totaled to \$10.9 million.



Employment & Earnings

Expenditures associated with visitation generated by the program supported approximately 95 full and part-time jobs and generated approximately \$1.6 million in earnings.



Taxes

State and local tax receipts generated as a result of the program amounted to \$923 thousand.

* Active participants are defined as participants who collect at least 10 passport stamps.

** The economic impacts of travel associated with the Nebraska Passport Program are overestimated to the extent that active program participants might have visited regions outside of their local vicinity regardless of the program; impacts are underestimated to the extent that non-active program participants may have decided to stay longer in an area or travel to the area at all due to the program. DRA measures economic impacts based on active participants to strike a balance between these dangers of overestimation and underestimation.

Executive Summary / Visitor Profile

Findings

The Nebraska Passport Program documented approximately 5,219 active participants out of a total of 8,386 participants in 2021. From the survey results, the majority of participants (96%) were Nebraska residents.



Number of Stamps Collected

Of all 8,386 participants, 1,318 (15.7%) collected all 70 stamps while 5,219 (62.2%) collected at least 10.



Number of Trips

The average survey participant took approximately 8.4 trips (2.3 overnight trips and 6.1 day trips). Of the participants, 80% made at least one overnight trip and 98% made at least one day trip.



Purpose of Trip

Participants replied that the passport program was the primary reason for overnight travel for approximately 50% of the trips in which they received a passport stamp. That number increases to 69.7% for day trips.

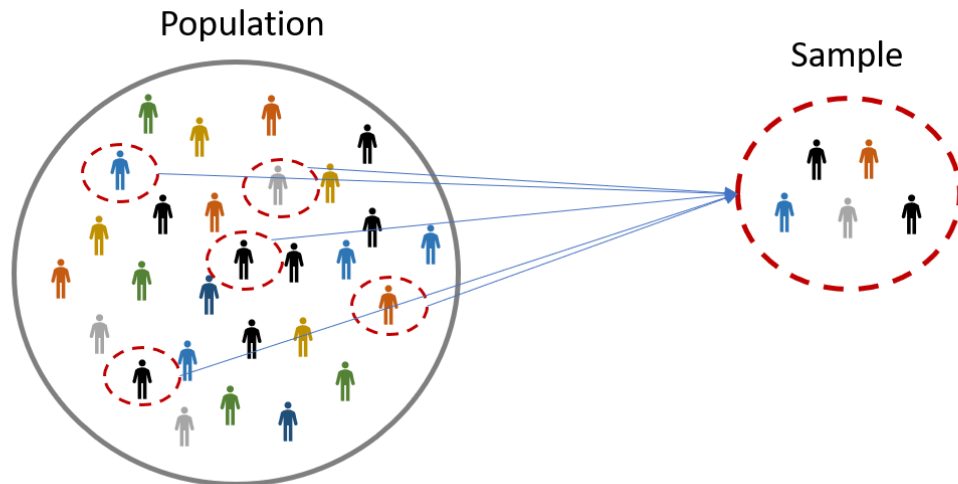




Understanding Impacts

Understanding Impacts / Methods

Insights are based on a representative sample



An online survey of Nebraska Passport participants served as the basis for this study's participant profile. The survey identified travel behaviors such as length of stay, traveler party size, and trip spending within Nebraska. In total, 1,210 responses were collected from participants from around the state. The sample constitutes 14.4% of the population that participated in the program.

* The distribution of stamps by location that participants reported having collected was consistent with the distribution of stamps that were officially collected from passport stop sites. This leads us to believe that the population of program participants is relatively accurately represented from the survey sample.

How reliable are surveys?

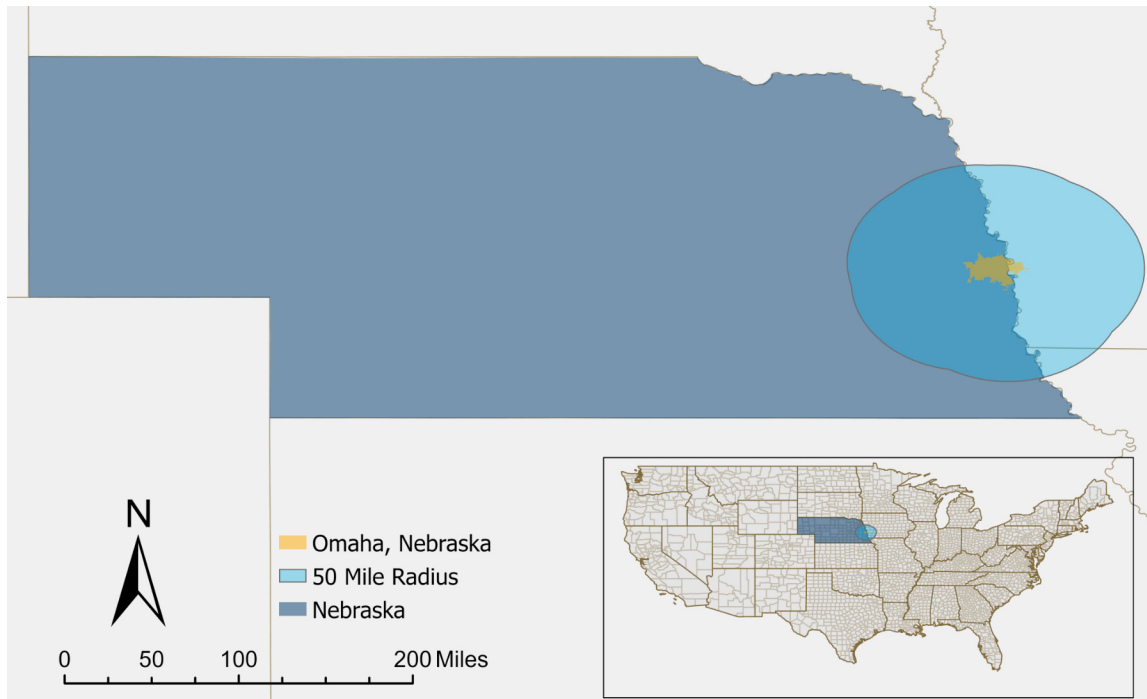
The economic impacts generated from the Nebraska Passport Program are based on both the number of active participants in the program and their travel-related behaviors while participating in the program. Estimates for these inputs are extrapolated from the survey responses distributed by email to participants in the program. While those that respond to the survey do not constitute a random sample (the gold standard in surveying), the age demographics meet our target expectations of the full population that participated in the program, as do the distribution of participants by stamp location*.

The survey collected responses from approximately 14.4% of all program participants.



Understanding Impacts / Method

Impacts are based on participant travel



A visitor refers to any person who travels outside of a 50 mile radius of their primary place of residence. For instance, as shown in the map above, a resident of Omaha, Nebraska would have to travel outside of the blue circle to be considered a visitor.

A program participant refers to any person who participates in the Nebraska Passport Program. This study focuses specifically on persons who collect 10 or more stamps as part of the program (“active participants”).

Economic impacts are calculated based only on the trips that active participants collected a stamp in a location greater than 50 miles away from their primary place of residence. Trips of less than 50 miles do not contribute to travel impacts.

Why does breaking out visitors from participants matter?

Nebraskan communities benefit when visitors from outside of their area visit and spend money on food, retail, lodging, and other travel-related activity in their community. Spending by visitors represents new money coming into the county, whereas spending by residents within their community simply constitutes a circulation of money within the community. Our analysis focuses on the activity of program participants while they visit areas outside of their local community.

Economic impacts are based on trips of 50 miles or greater.





Participant Profile



Profile / Participants

Participant Characteristics

Figure 1
Participant Age

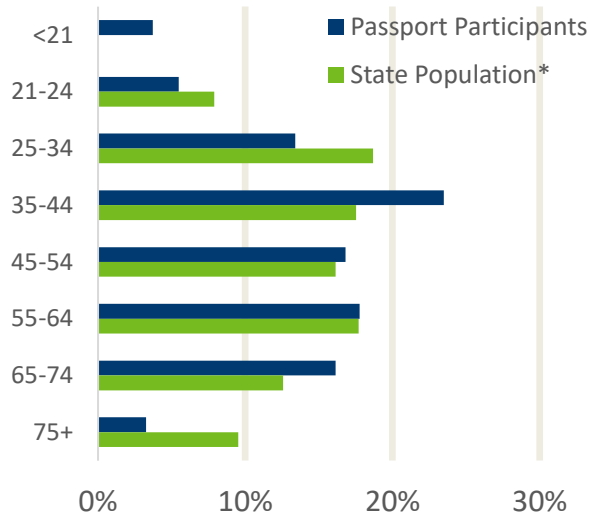


Figure 2
Participant Information Source

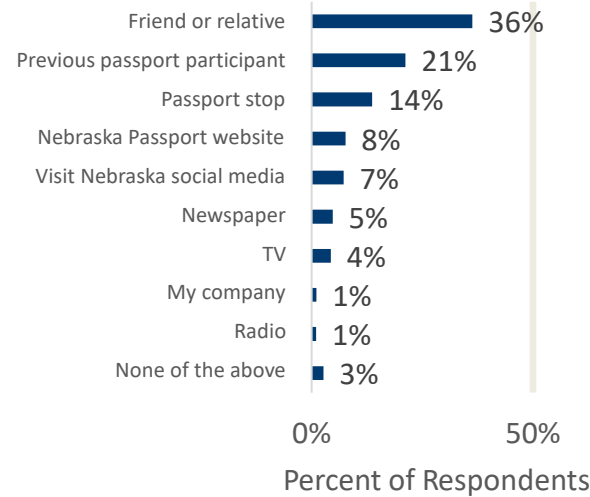
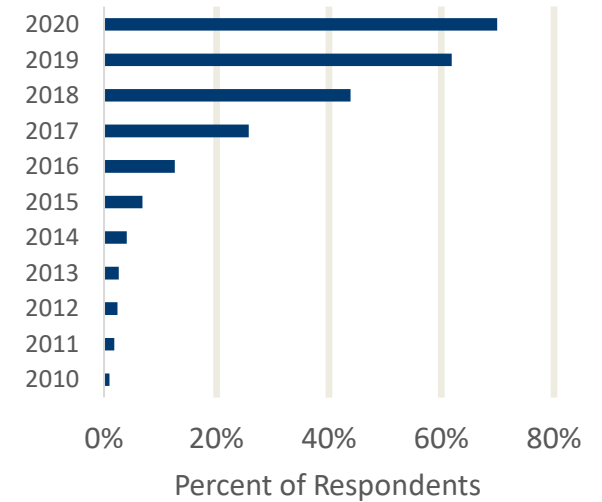


Figure 3
Participant Previous Participation



Who does the Nebraska Passport Program attract?

Comparing the age of participants versus the state as a whole*, we see that the program is attractive to all age groups. Most participants hear about the program directly, either through a friend or relative or from the passport stop. However, the majority of participants didn't need any introduction to the program – 70% of them had participated in the previous year! This statistic should be taken with a note of caution, however. As the survey is based off participants that volunteer their time (10-15 minutes) to fill out a survey, there is potential that repeat participants might be more likely than first-time participants to fill out the survey.

* The state distribution excludes minors (age 20 or less). Source: 2020 ACS 5-year estimate.

Profile / Stops vs Trips

Participant Stops and Trips

Figure 4
Number of Passport Stops

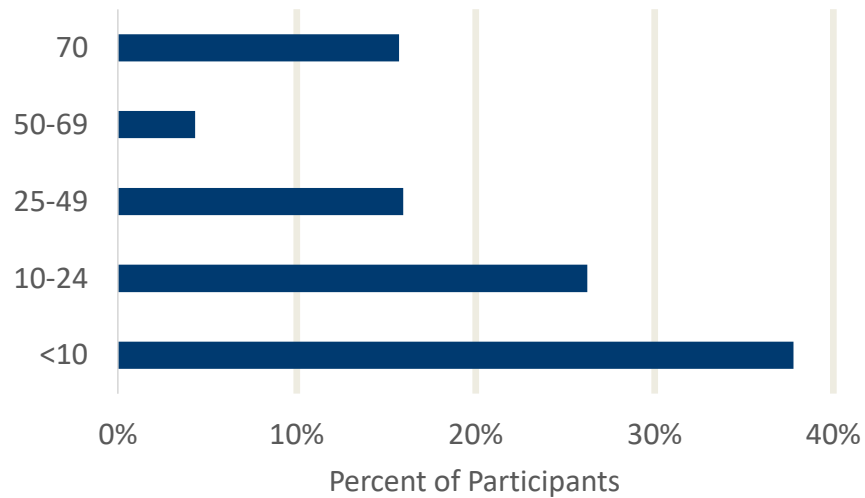
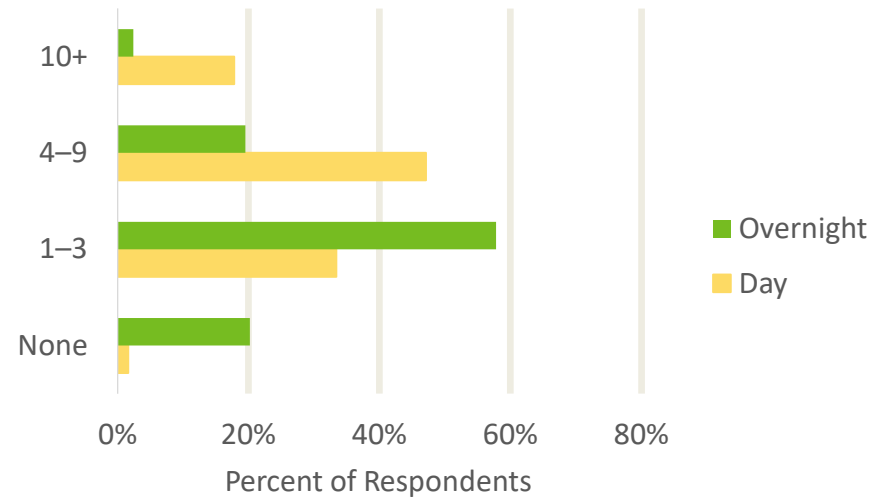


Figure 5
Number of Visitor Trips

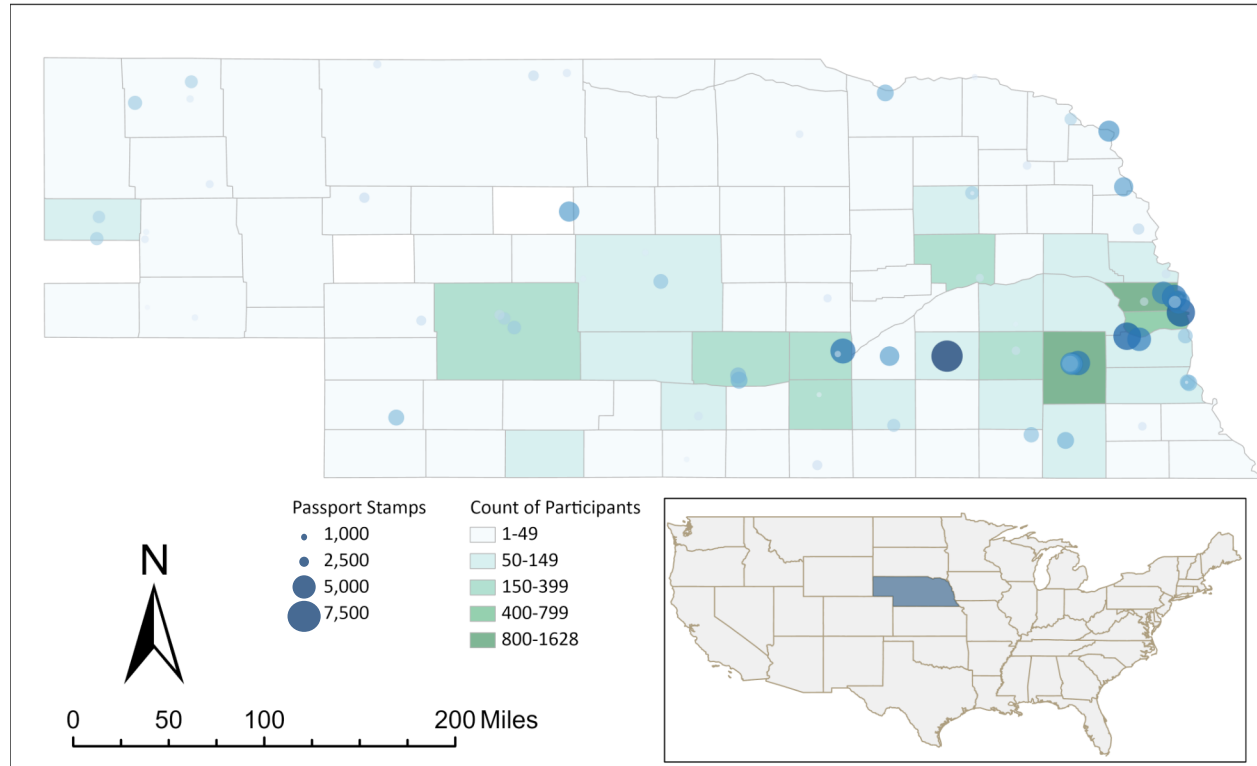


The more passport stops, the more trips.

Respondents received on average 23.3 stamps in 2021 in participation with the Nebraska Passport Program. While several stamps for each participant were likely collected within a 50 mile radius of their home, the collection of other stamps undoubtedly required a trip – either day or overnight. Respondents took on average 6.14 day trips and 2.3 overnight trips in which they collected stamps from passport stops. The average number of day and overnight trips taken by participants is a key input to calculating the economic impact of the passport program.

Profile / Participant Location

Figure 6: Geography of Participation



Participant origins: Participants were asked where they call home. We find that the distribution of participants across the state largely resembles the location of population centers in the state.

Participant stops: Passport stamps awarded are relatively evenly distributed throughout the state. Out of 93 counties, 44 had a passport stop in 2021. The highest number of stamps were earned at those passport stops that were close to population centers in the state (a portion of those stamps is likely to have come from residents of those areas). Comparing the number of stamps to the number of passport holders by county, we see that a majority of stamps have been awarded to passport holders from outside the county.



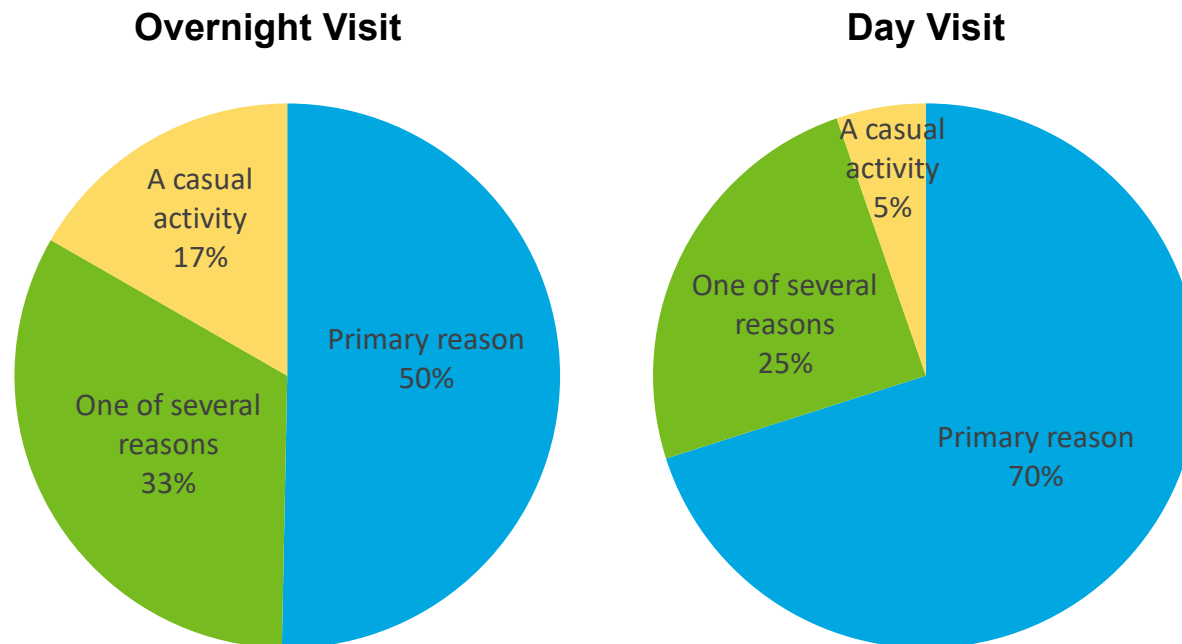
Approximately 96% of program participants reside in the state of Nebraska.

Why is participant origin important?

The Nebraska Passport Program is targeted at Nebraska residents, encouraging them to get out in their state and see the hidden gems that make their state unique. Our survey finds that program participants indeed come largely from Nebraska and that their numbers are largely reflective of the population centers in the state. As many of the stops are in more rural counties, the program serves to disperse the economic impacts of travel relatively more evenly across the state.

Profile / Travel Motivation

Figure 7: Motivation for Participant Travel



Program participants were asked to recall a trip that they took in which they collected a stamp in their Nebraska Passport. The program was the primary reason or one of several reasons for the trip for approximately 83% of respondents reporting an overnight trip and 95% of respondents reporting a day trip. A further question was posed to respondents relating to the influence of the prize on their participation. Of all respondents, 64% reported that the prizes influenced their participation.



27% of program participants collected all 70 stamps.

How motivating was the Nebraska Passport Program?

The program undoubtedly encourages tens of thousands of trips within the state of Nebraska. For at least one trip (the one that survey respondents chose to report), the passport program played a very large role in their decision to take a trip. Overnight trips in particular generally require significant expenditures on lodging, food, and gasoline. It is significant that 83% of respondents reported to have taken an overnight trip either primarily due to the Nebraska Passport Program or as one of several reasons.

Profile / Visitor Parties

Visitor Party Characteristics

Figure 8
Visitor Party Composition

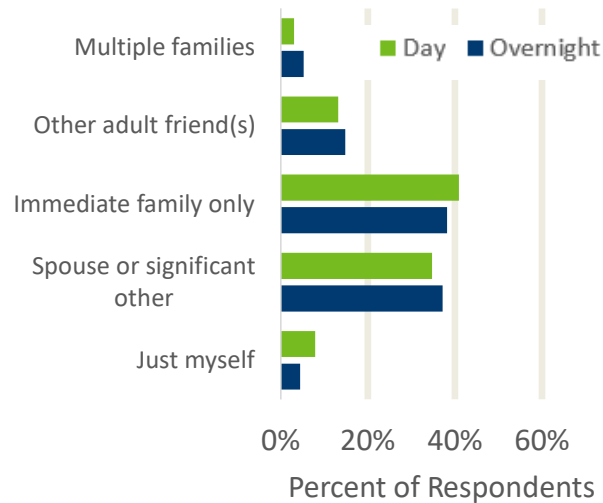


Figure 9
Number of Adults in Party

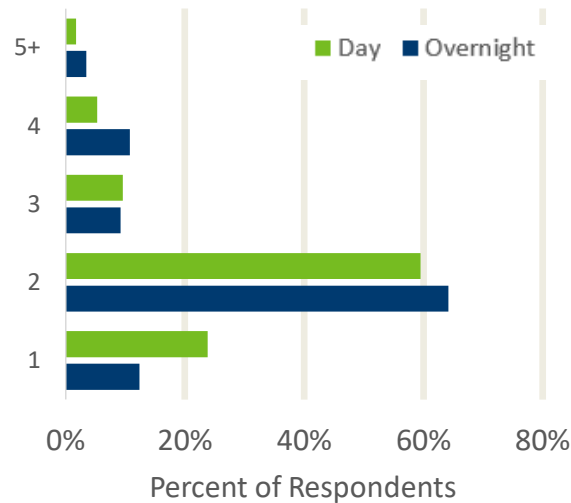
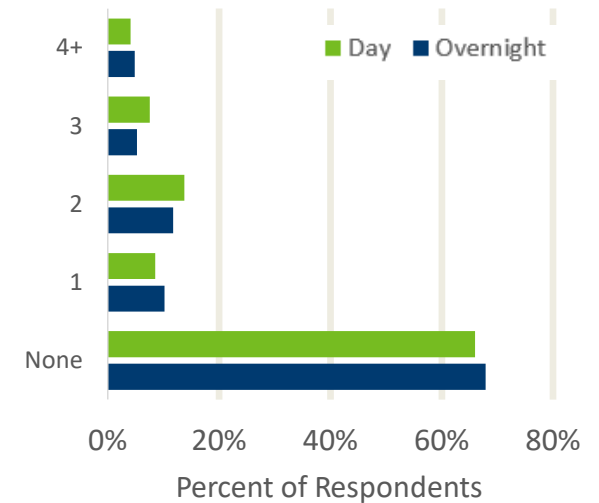


Figure 10
Number of Children in Party



Did participants travel in groups?

Respondents were asked to describe the composition of their visitor party on their trip. Comparing the responses from participants who reported on a day trip vs those that reported on an overnight trip, we see that there are strong commonalities between day trip groups and overnight groups. Most respondents traveled with their spouse, significant other, or immediate family. This finding aligns with the finding that most groups had a total of 2 adults in their travel party. Approximately one-third of groups included at least one child on their trip. Our survey also found that approximately 8% of respondents traveled with their pet on their reported trip.

Profile / Overnight Visitors

Overnight Visitor Characteristics

Figure 11
Distance Traveled

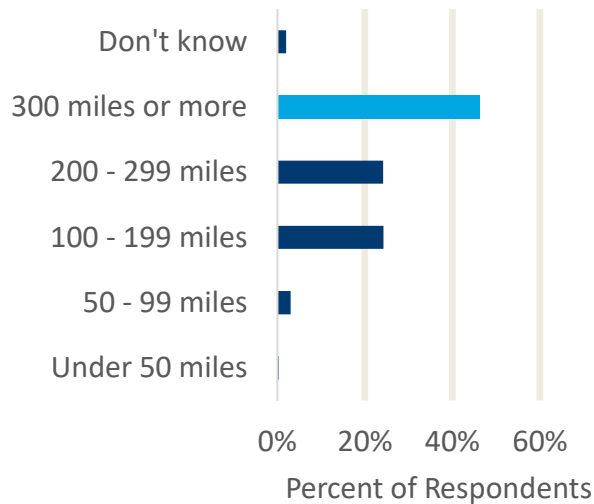


Figure 12
Where Nights Were Spent

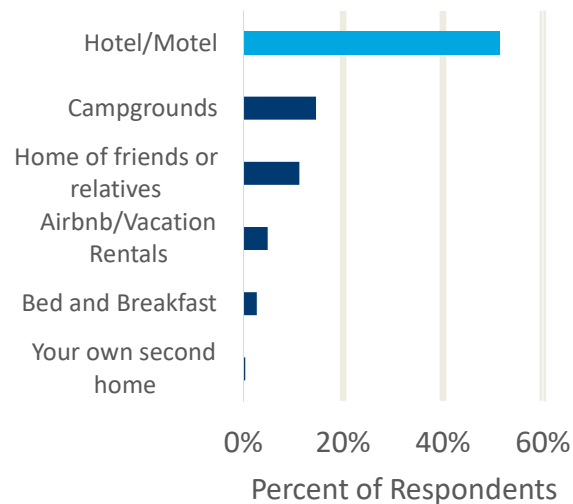
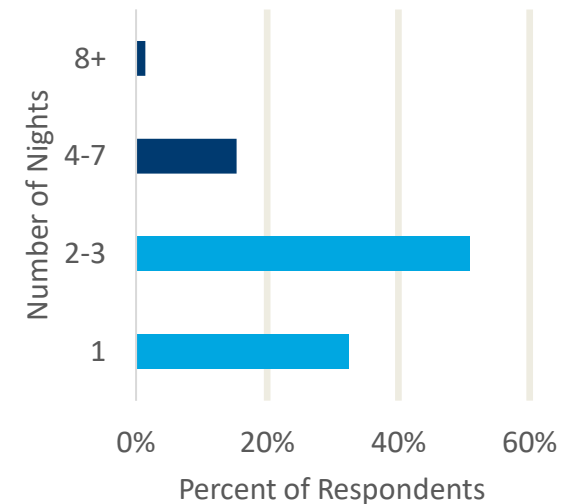


Figure 13
Nights Spent in Total Trip



What type of overnight trips did participants take?

Respondents were asked to describe an overnight trip that they took in which they collected at least one stamp from a passport stop in Nebraska. Approximately 46% of respondents reported having traveled more than 300 miles one-way on their trip. The majority of overnight trips lasted 1-3 days (avg of 2.4 nights), and hotel/motel was the primary form of lodging during these trips. The profile of this trip – both the number of nights spent in the location and the type of accommodations in which the respondent stayed for each of those nights – inform the total spend per program participant and total economic impact of the program.

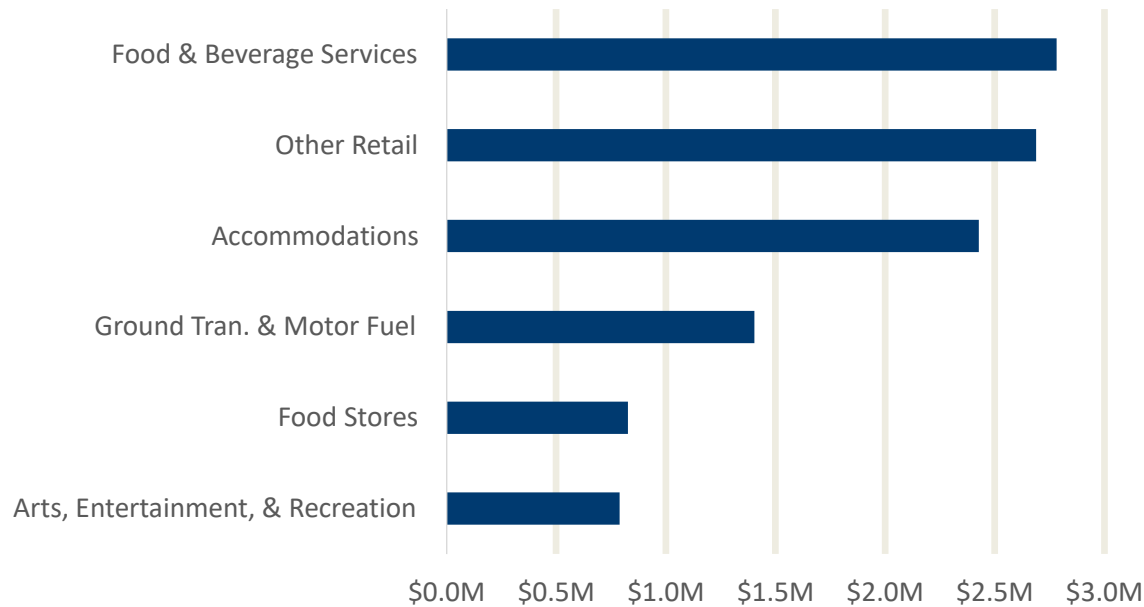


Economic Impacts

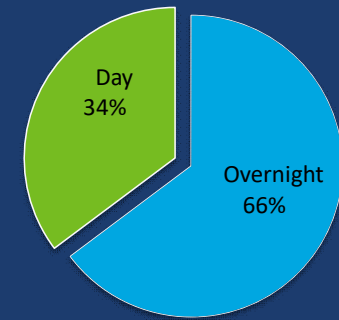


Economic Impacts

Visitor Spending by Commodity Purchased



Commodity Type	Spending Generated
Food & Beverage Services	\$2,782,450
Other Retail	\$2,688,334
Accommodations	\$2,427,151
Ground Tran. & Motor Fuel	\$1,403,839
Food Stores	\$827,598
Arts, Entertainment, & Recreation	\$789,978
Total	\$10,919,351



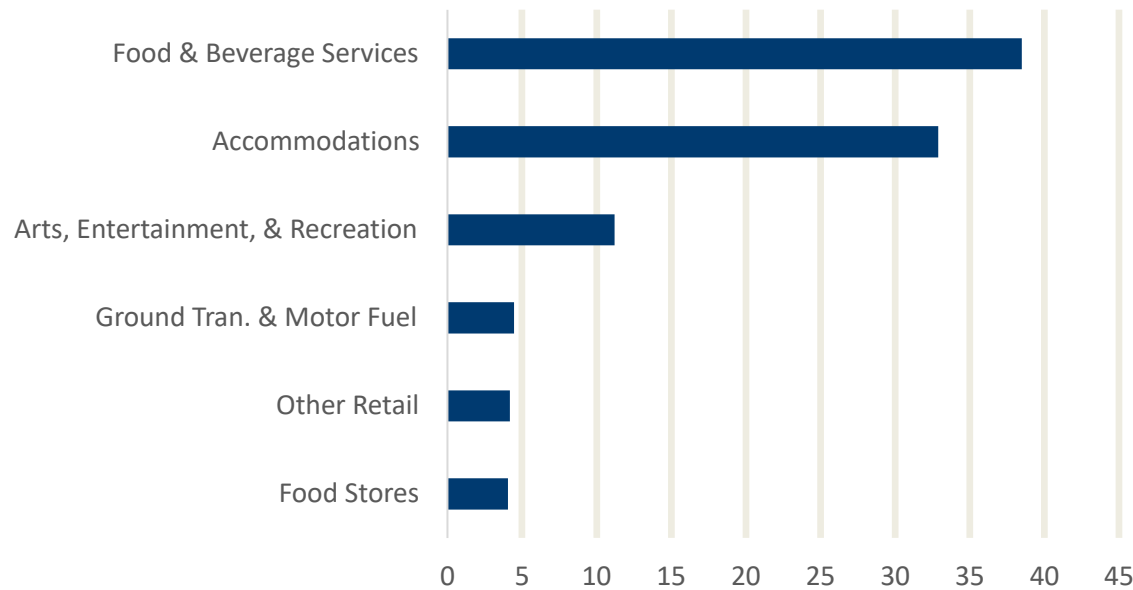
64.8% of visitor spending came from overnight trips.

Who are the highest value visitors?

The largest share of spending generated by the Nebraska Passport Program came from participants taking overnight trips. While only 28% of participant trips were overnight (the rest being day trips), these overnight trips generated approximately 65% of the total spending associated with the program.

Economic Impacts

Industry Employment Generated by Travel Spending



The program results in approximately 95 full and part-time jobs in Nebraska.

What is travel-related employment?

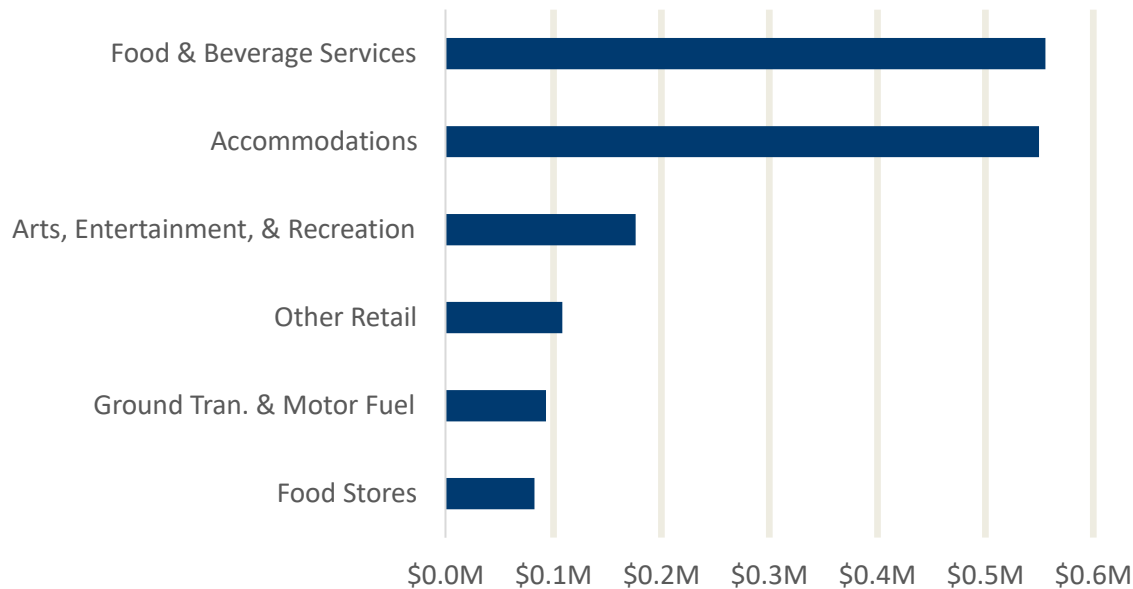
Travel-related employment refers to the total number of full and part-time jobs directly attributable to travel spending.

While few jobs exist solely due to travel, a significant share of many industries' earnings come from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Nebraska, a total employment number attributable to travel can be calculated.

Commodity Type	Employment Generated
Food & Beverage Services	38
Accommodations	33
Arts, Entertainment, & Recreation	11
Ground Tran. & Motor Fuel	4
Other Retail	4
Food Stores	4
Total	95

Economic Impacts

Industry Earnings Generated by Travel Spending



Commodity Type	Earnings Generated
Food & Beverage Services	\$555,589
Accommodations	\$549,708
Arts, Entertainment, & Recreation	\$176,134
Other Retail	\$108,391
Ground Tran. & Motor Fuel	\$93,070
Food Stores	\$82,436
Total	\$1,565,328



Earnings generated from participants in the program totaled \$2.9M.

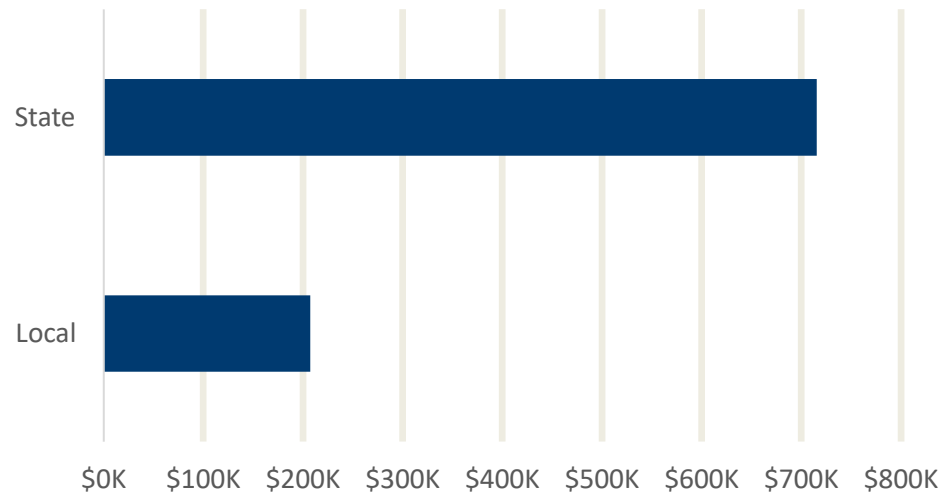
What are travel-related earnings?

Travel-related earnings represent the total after-tax net income generated from travel-related activities. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of travel-related earnings flow to the working class in the form of wages as opposed to owners of capital and intellectual property assets.

Economic Impacts

Tax Receipts Generated by Travel Spending



Program participants generated \$923 thousand in state and local taxes.

How much did the program impact tax revenue?

Visitor spending associated with program participation generated approximately \$207K in local taxes and \$716K in state taxes. **State taxes** include lodging taxes, motor fuel taxes, and sales taxes, as well as business taxes and personal income taxes paid by employees and proprietors of travel-related businesses. **Local taxes** primarily take the form of lodging taxes imposed by cities, counties, and other tax jurisdictions in Nebraska. They also include any applicable local sales tax.

Tax Type	Taxes Generated
State	\$ 715,589
Local	\$ 207,232
Total	\$ 922,821

Economic Impacts

County Economics Impacts

County	Spending (\$000)			Earnings (\$000)	Tax Receipts (\$000)		
	Overnight	Day	Total	Total	Local	State	Total
Lancaster	\$1,526.2	\$726.8	\$2,253.0	\$332.8	\$43.4	\$137.9	\$181.3
Douglas	\$1,424.2	\$754.3	\$2,178.5	\$302.5	\$55.4	\$121.7	\$177.0
Sarpy	\$491.1	\$267.5	\$758.6	\$101.6	\$17.0	\$49.3	\$66.3
Hall	\$315.0	\$168.4	\$483.5	\$66.9	\$8.8	\$38.7	\$47.5
Buffalo	\$317.1	\$165.1	\$482.2	\$72.7	\$10.5	\$32.5	\$43.0
Platte	\$316.3	\$137.0	\$453.2	\$64.3	\$7.7	\$34.1	\$41.8
Adams	\$283.0	\$126.1	\$409.1	\$53.5	\$9.8	\$27.0	\$36.8
Seward	\$179.5	\$87.3	\$266.9	\$39.0	\$4.0	\$20.2	\$24.2
Dodge	\$136.1	\$72.5	\$208.6	\$19.1	\$3.7	\$14.2	\$17.9
Lincoln	\$130.4	\$77.3	\$207.7	\$29.4	\$3.8	\$13.4	\$17.3
Madison	\$138.2	\$62.0	\$200.2	\$31.7	\$0.0	\$0.0	\$0.0
York	\$122.0	\$59.5	\$181.5	\$25.2	\$2.3	\$16.6	\$18.9
Cass	\$118.7	\$56.5	\$175.1	\$26.6	\$2.4	\$11.1	\$13.5
Saunders	\$108.5	\$50.4	\$158.8	\$25.2	\$2.0	\$11.0	\$12.9
Gage	\$89.5	\$47.2	\$136.8	\$15.5	\$2.9	\$9.6	\$12.5
Saline	\$88.6	\$45.0	\$133.6	\$19.1	\$2.0	\$11.2	\$13.1
Scotts Bluff	\$102.7	\$29.4	\$132.2	\$20.0	\$2.6	\$8.5	\$11.1
Otoe	\$83.3	\$39.7	\$123.0	\$16.7	\$2.1	\$8.2	\$10.4
Dawson	\$87.9	\$34.3	\$122.2	\$21.1	\$2.3	\$8.5	\$10.8
Custer	\$69.4	\$34.3	\$103.8	\$18.2	\$1.8	\$7.8	\$9.5
Washington	\$68.5	\$34.3	\$102.8	\$21.3	\$1.9	\$7.7	\$9.6
Red Willow	\$50.8	\$24.4	\$75.2	\$11.6	\$1.6	\$4.8	\$6.4
Butler	\$27.1	\$45.0	\$72.1	\$11.0	\$0.7	\$5.2	\$5.9
Phelps	\$49.7	\$21.4	\$71.1	\$11.6	\$1.3	\$5.2	\$6.5
Webster	\$48.1	\$21.4	\$69.5	\$10.6	\$0.7	\$6.6	\$7.2



Economic Impacts

County Economics Impacts (continued)

County	Spending (\$000)			Earnings (\$000)	Tax Receipts (\$000)		
	Overnight	Day	Total	Total	Local	State	Total
Clay	\$40.8	\$24.4	\$65.3	\$9.3	\$1.1	\$5.1	\$6.3
Boone	\$41.1	\$22.1	\$63.3	\$10.3	\$0.4	\$5.7	\$6.2
Jefferson	\$36.7	\$24.4	\$61.1	\$9.5	\$1.2	\$3.7	\$4.9
Holt	\$43.0	\$17.5	\$60.6	\$5.8	\$0.5	\$5.1	\$5.5
Merrick	\$32.1	\$17.5	\$49.7	\$7.7	\$0.3	\$3.8	\$4.1
Nemaha	\$34.2	\$15.3	\$49.4	\$8.5	\$0.7	\$3.7	\$4.4
Nuckolls	\$36.4	\$12.2	\$48.6	\$8.5	\$0.4	\$4.1	\$4.5
Johnson	\$32.3	\$16.0	\$48.3	\$6.6	\$0.7	\$3.9	\$4.5
Pierce	\$33.0	\$15.3	\$48.2	\$7.6	\$0.6	\$4.0	\$4.6
Cheyenne	\$31.6	\$14.5	\$46.1	\$7.1	\$1.0	\$3.0	\$4.0
Dawes	\$25.4	\$19.1	\$44.4	\$5.7	\$0.9	\$3.3	\$4.2
Kearney	\$27.2	\$15.3	\$42.5	\$7.3	\$0.6	\$3.2	\$3.8
Hamilton	\$23.8	\$17.5	\$41.3	\$5.9	\$0.4	\$3.1	\$3.5
Thayer	\$26.3	\$13.7	\$40.0	\$5.5	\$0.2	\$3.4	\$3.6
Thurston	\$22.8	\$12.2	\$35.0	\$5.0	\$0.2	\$3.1	\$3.3
Cuming	\$18.7	\$15.3	\$34.0	\$4.7	\$0.5	\$2.5	\$3.0
Antelope	\$20.0	\$11.4	\$31.4	\$4.4	\$0.4	\$2.5	\$2.9
Fillmore	\$15.6	\$15.3	\$30.9	\$4.6	\$0.3	\$2.9	\$3.2
Colfax	\$19.0	\$11.4	\$30.5	\$4.7	\$0.4	\$2.2	\$2.6
Valley	\$21.5	\$8.4	\$29.9	\$3.9	\$0.4	\$2.4	\$2.8
Wayne	\$17.9	\$9.9	\$27.8	\$3.4	\$0.4	\$2.1	\$2.5
Keith	\$13.3	\$13.0	\$26.3	\$3.6	\$0.4	\$2.2	\$2.5
Garfield	\$17.0	\$8.4	\$25.4	\$3.8	\$0.3	\$2.3	\$2.6
Frontier	\$13.7	\$10.7	\$24.4	\$3.7	\$0.3	\$1.5	\$1.8
Sherman	\$18.0	\$5.3	\$23.3	\$3.8	\$0.4	\$1.3	\$1.7

Economic Impacts

County Economics Impacts (continued)

County	Spending (\$000)			Earnings (\$000)	Tax Receipts (\$000)		
	Overnight	Day	Total	Total	Local	State	Total
Cedar	\$13.9	\$9.2	\$23.1	\$3.7	\$0.2	\$1.9	\$2.1
Howard	\$16.8	\$6.1	\$22.9	\$3.5	\$0.3	\$1.8	\$2.1
Box Butte	\$0.0	\$19.1	\$19.1	\$2.2	\$0.2	\$1.4	\$1.5
Nance	\$13.7	\$4.6	\$18.3	\$2.9	\$0.2	\$1.2	\$1.5
Morrill	\$10.1	\$7.6	\$17.7	\$2.6	\$0.1	\$1.6	\$1.7
Dixon	\$9.4	\$7.6	\$17.0	\$2.5	\$0.3	\$1.0	\$1.3
Polk	\$0.0	\$15.3	\$15.3	\$1.9	\$0.1	\$1.2	\$1.2
Furnas	\$9.8	\$5.3	\$15.2	\$2.1	\$0.1	\$1.5	\$1.6
Knox	\$8.0	\$6.9	\$14.9	\$1.2	\$0.2	\$1.1	\$1.3
Brown	\$10.3	\$4.6	\$14.9	\$2.1	\$0.1	\$1.2	\$1.3
Dakota	\$10.1	\$4.6	\$14.7	\$2.3	\$0.3	\$1.0	\$1.3
Pawnee	\$8.7	\$4.6	\$13.3	\$2.6	\$0.1	\$1.2	\$1.4
Sheridan	\$7.5	\$5.3	\$12.9	\$1.8	\$0.2	\$0.8	\$1.0
Cherry	\$6.8	\$4.6	\$11.4	\$1.4	\$0.2	\$0.7	\$0.9
Burt	\$6.7	\$4.6	\$11.3	\$1.6	\$0.1	\$0.7	\$0.9
Richardson	\$6.9	\$3.8	\$10.7	\$1.7	\$0.2	\$0.8	\$1.0
Rock	\$6.8	\$3.8	\$10.6	\$1.7	\$0.2	\$0.7	\$0.9
Harlan	\$4.9	\$5.3	\$10.2	\$1.5	\$0.2	\$0.6	\$0.8
Chase	\$4.8	\$3.1	\$7.9	\$1.1	\$0.1	\$0.6	\$0.7
Dundy	\$4.9	\$1.5	\$6.5	\$1.0	\$0.1	\$0.4	\$0.5
Gosper	\$0.0	\$6.1	\$6.1	\$0.7	\$0.0	\$0.3	\$0.4
Thomas	\$3.5	\$2.3	\$5.8	\$0.9	\$0.1	\$0.3	\$0.4
Franklin	\$0.0	\$5.3	\$5.3	\$0.7	\$0.0	\$0.3	\$0.3
Hooker	\$2.3	\$1.5	\$3.8	\$0.6	\$0.1	\$0.2	\$0.3
Hayes	\$2.2	\$1.5	\$3.7	\$0.6	\$0.0	\$0.2	\$0.3



Economic Impacts

County Economics Impacts (continued)

County	Spending (\$000)			Earnings (\$000)	Tax Receipts (\$000)		
	Overnight	Day	Total	Total	Local	State	Total
Deuel	\$1.2	\$2.3	\$3.5	\$0.3	\$0.0	\$0.4	\$0.4
Greeley	\$0.0	\$3.1	\$3.1	\$0.2	\$0.0	\$0.2	\$0.2
Stanton	\$0.0	\$2.3	\$2.3	\$0.2	\$0.0	\$0.1	\$0.1
Hitchcock	\$1.1	\$0.8	\$1.9	\$0.3	\$0.0	\$0.1	\$0.1
Garden	\$0.9	\$0.8	\$1.7	\$0.2	\$0.0	\$0.2	\$0.2
Grant	\$0.8	\$0.8	\$1.6	\$0.2	\$0.0	\$0.1	\$0.1
Logan	\$0.0	\$1.5	\$1.5	\$0.2	\$0.0	\$0.1	\$0.1
Blaine	\$0.7	\$0.8	\$1.5	\$0.2	\$0.0	\$0.1	\$0.1
Kimball	\$0.7	\$0.8	\$1.5	\$0.2	\$0.0	\$0.1	\$0.1
Keya Paha	\$0.0	\$0.8	\$0.8	\$0.1	\$0.0	\$0.1	\$0.1
Perkins	\$0.0	\$0.8	\$0.8	\$0.1	\$0.0	\$0.0	\$0.0
Loup	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Boyd	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Mcperson	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Banner	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Arthur	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Wheeler	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Sioux	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Total	\$7,207.1	\$3,712.2	\$10,919.4	\$1,565.3	\$207.2	\$715.6	\$922.8



Appendix



Appendix A / Detailed Expenditures

Average Expenditures

Category	Day	Overnight
	Party/Trip (\$)	Party/Trip (\$)
Accommodations (hotel, motel room rentals, campground fees)		\$203.84
Restaurants/Bars/Lounges (food and drink in restaurants and nightclubs, bars)	\$40.30	\$134.11
Groceries, snacks (groceries, liquor, and snacks/food from a store)	\$10.52	\$43.51
Fuel/Gas/Transportation/Parking (car rental, fuel/gas for auto/truck)	\$39.69	\$127.69
Recreation and Entertainment (event fees, shows, museum admission, etc...)	\$11.63	\$37.62
All Other retail (gifts, souvenirs, maps, books etc...)	\$24.03	\$58.52
Total	\$126.17	\$605.29

Appendix B / Survey Questions

Due to the length of the survey, we have posted a public link to the survey questions located [here](#)





Dean Runyan Associates (DRA) has offered insightful travel and tourism research since 1984. Our experts assist clients in market research, planning, and economic analysis for travel, tourism, and recreation projects.

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