

# West Virginia Travel Impacts 2000-2014p



Photo credit: West Virginia Division of Tourism

*October 2015*

*Prepared for the*

West Virginia Division of Tourism  
South 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 2014. 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 then West Virginia Division of Tourism. Dean Runyan Associates has specialized in research and planning services for the travel, tourism and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary computer model for analyzing travel economic impacts at the state, regional and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research, and travel and tourism planning.

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

Finally, special thanks are due to Joe Black, Director of Research, West Virginia Division of Tourism. Without his support and assistance, this report would not have been possible.

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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 2014. Previous estimates may be slightly adjusted when original data sources are revised. Detailed breakouts of travel impacts are provided for 2004 through 2014 at the state level, the nine tourism regions, and 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

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

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## Visitor Categories

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

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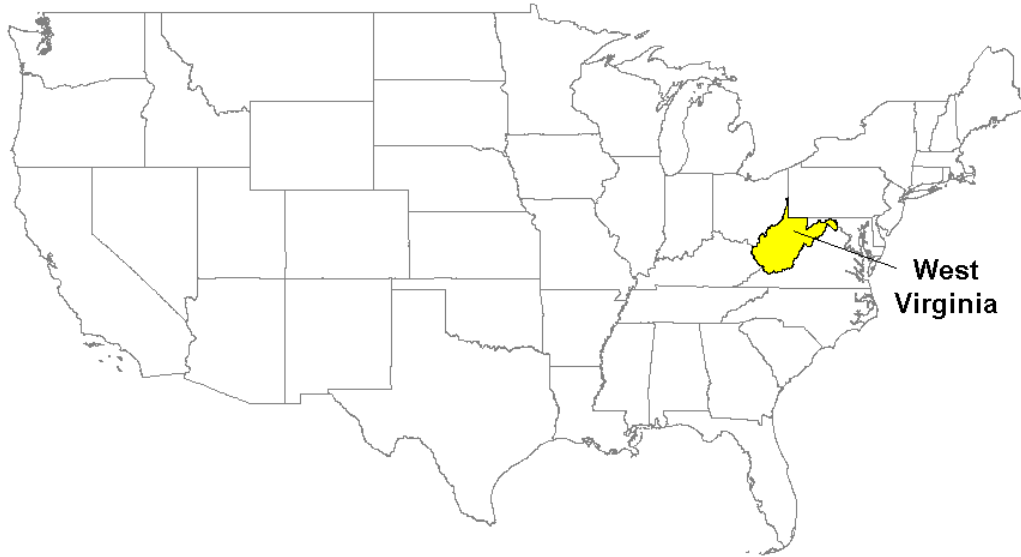
## **Report Contents**

Section II provides an overview of Travel Impacts in the state, detailed estimates for 2004 through 2014, 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. WEST VIRGINIA TRAVEL IMPACTS 2000-2014p



West Virginia's \$4.5 billion in travel-generated spending is a vital part of the state and local economies. In some areas of the state, it is one of the primary sources of earnings and employment. The types of business that serve travelers are represented primarily by service and retail firms, including lodging establishments, restaurants, gaming establishments, recreation-orientated businesses, retail stores, gasoline service stations, transportation, and other travel-related services. The money that is spent on these goods and services in West Virginia produces business receipts at these firms, which in turn employ West Virginia residents. State and local government units benefit from the travel industry as well through the collection of taxes on the sale of goods and services and on the income generated by these sales.

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

- Travel spending by all overnight and day visitors in West Virginia was \$4.5 billion in the 2014 calendar year. This is equivalent to approximately \$12.3 million dollars per day.
- Travel spending in West Virginia has increased by 4.4 percent per year since 2000. In constant dollars (adjusted for inflation), travel spending has increased by about 2 percent per year over the same period.
- Visitors who stayed overnight in commercial lodging facilities spent \$1.5 billion in 2014 - or about one-third of all visitor spending in the state. Day travelers who spent substantially on gaming and entertainment spent almost \$2 billion, or nearly one-half (45%) the state total.
- During 2014, visitor spending in West Virginia directly supported about 46,000 jobs with earnings of \$1.1 billion. Travel spending generated the greatest number of jobs in accommodations & food services, and arts, entertainment, recreation.
- Local and state government revenues generated by travel spending were \$527 million in 2014 (does not include property taxes). Without these government revenues generated travel spending, each household in West Virginia would have had to pay an additional \$692 in state and local taxes to maintain current service levels.

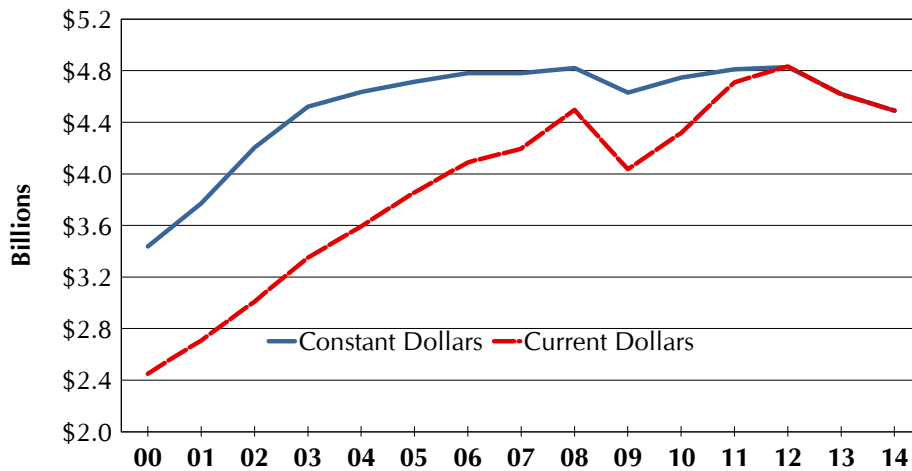
The following tables and graphs document these travel impacts. Detailed travel impact estimates for the state from 2004 to 2014 are found on page 11.

## West Virginia Direct Travel Impacts, 2000-2014p

	Spending (\$Million)	Earnings (\$Million)	Employment (Thousand)	Government Revenue (\$Million)		
				Local	State	Federal
2000	2,450	610	36.0	15.1	280.8	140.4
2001	2,708	667	38.4	17.7	340.6	153.6
2002	3,010	734	40.8	20.7	396.1	165.6
2003	3,349	787	42.5	23.3	449.5	180.6
2004	3,594	815	42.9	26.2	525.7	190.0
2005	3,855	848	44.3	27.8	536.3	192.5
2006	4,088	874	44.6	30.5	552.4	197.9
2007	4,195	904	44.4	32.4	556.4	203.1
2008	4,495	931	44.7	42.2	556.8	208.7
2009	4,035	941	44.6	41.1	545.4	208.4
2010	4,315	996	45.0	45.5	534.0	217.6
2011	4,709	1,025	45.2	54.4	533.6	204.1
2012	4,832	1,065	46.1	58.6	543.2	208.0
2013	4,616	1,058	46.3	53.9	491.8	220.2
2014p	4,489	1,066	46.0	49.8	477.2	219.9
<i>Annual Percent Change</i>						
13-14p	-2.8%	0.7%	-0.7%	-7.4%	-3.0%	-0.1%
00-14p	4.4%	4.1%	1.8%	8.9%	3.9%	3.3%

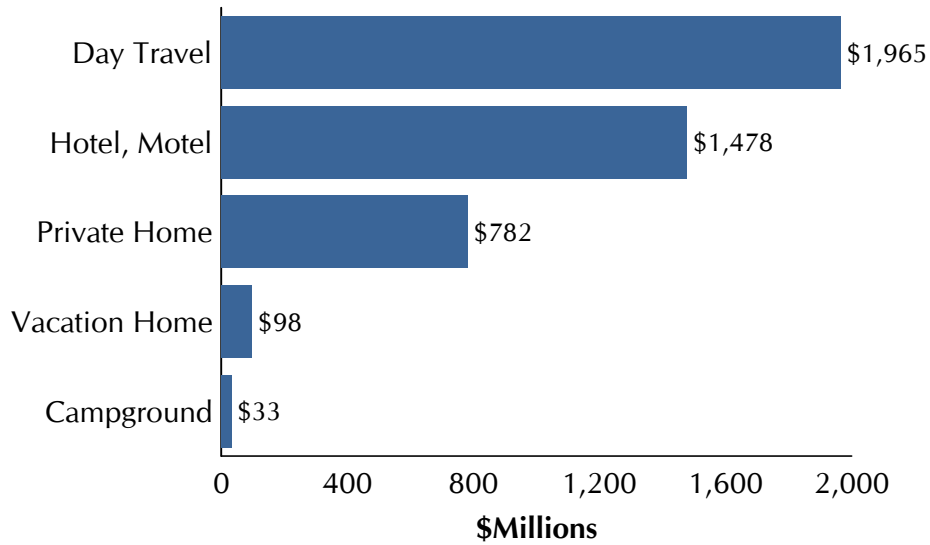
Note: Estimates for 2014p are preliminary. One-way visitor airfares are included. Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes full- and part-time employees and self-employed. Government revenue includes the state share of racetrack 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, 2000-2014p

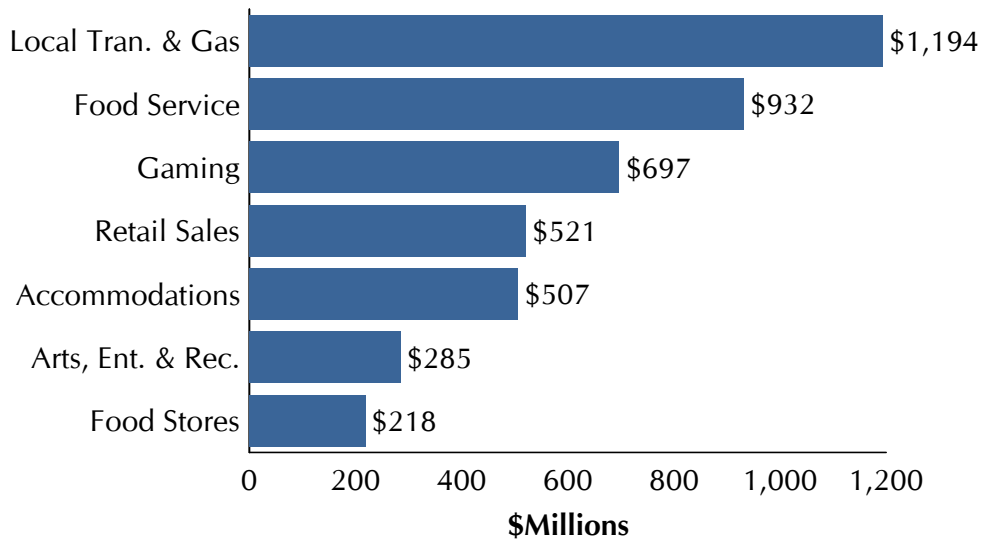


Source: Dean Runyan Associates

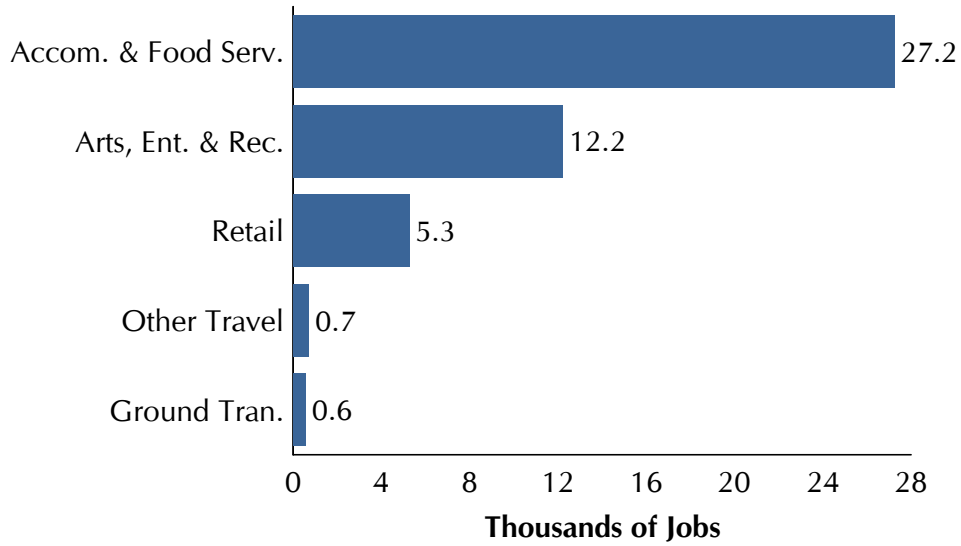
**West Virginia Visitor Spending  
by Type of Traveler Accommodation, 2014p**  
(\$Millions)



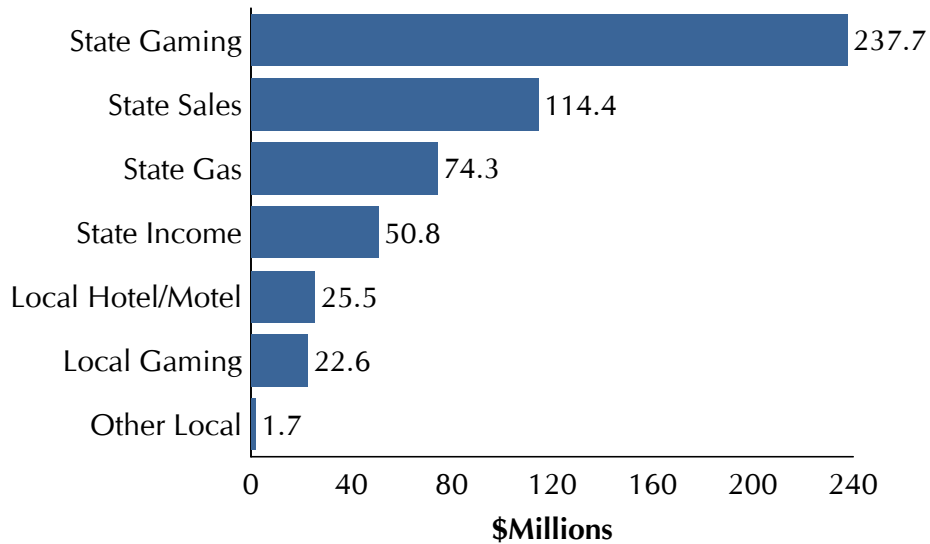
**West Virginia Visitor Spending  
by Commodity Purchased, 2014p**  
(\$Millions)



**West Virginia Direct Employment  
Generated by Travel Spending, 2014p**  
(Thousands of Jobs)



**State and Local Travel-Generated  
Government Revenue, 2014p**  
(\$Millions)



## West Virginia Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	3,480	3,958	4,364	4,190	4,576	4,696	4,482	4,355
Other Travel*	114	129	131	125	133	137	134	133
Total Direct Spending	3,594	4,088	4,495	4,315	4,709	4,832	4,616	4,489
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	1,102	1,232	1,406	1,339	1,491	1,578	1,513	1,478
Campground	24	28	32	31	35	35	34	33
Private Home	561	659	770	732	796	794	787	782
Vacation Home	73	84	95	92	99	100	99	98
Day Travel	1,720	1,955	2,062	1,996	2,156	2,189	2,049	1,965
Destination Spending	3,480	3,958	4,364	4,190	4,576	4,696	4,482	4,355
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	373	399	432	420	461	505	504	507
Food Service	667	727	790	843	885	927	924	932
Food Stores	162	173	191	197	210	219	217	218
Local Tran. & Gas	696	980	1,277	1,105	1,321	1,296	1,237	1,194
Arts, Ent. & Rec.	273	278	278	278	286	300	292	286
Gaming	835	915	916	842	890	907	778	697
Retail Sales	475	487	482	505	525	541	530	521
Destination Spending	3,480	3,958	4,364	4,190	4,576	4,696	4,482	4,355
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	389	428	468	490	508	535	547	565
Arts, Ent. & Rec.	270	282	300	338	344	354	334	321
Retail**	109	115	119	126	129	132	133	134
Ground Tran.	14	15	16	15	16	17	17	17
Other Travel*	33	34	29	28	28	28	28	28
Total Direct Earnings	815	874	931	996	1,025	1,065	1,058	1,066
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	23.4	24.8	25.3	25.3	25.6	26.2	26.8	27.2
Arts, Ent. & Rec.	12.3	12.7	12.6	13.1	13.1	13.4	13.0	12.2
Retail**	5.3	5.4	5.2	5.1	5.2	5.2	5.3	5.3
Ground Tran.	0.5	0.5	0.6	0.5	0.5	0.6	0.6	0.6
Other Travel*	1.5	1.2	1.0	0.8	0.9	0.8	0.7	0.7
Total Direct Employment	42.9	44.6	44.7	45.0	45.2	46.1	46.3	46.0
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	26	31	42	46	54	59	54	50
State Tax Receipts	526	552	557	534	534	543	492	477
Federal Tax Receipts	190	198	209	218	204	208	220	220
Total Direct Gov't Revenue	742	781	808	797	792	810	766	747

Note: Estimates for 2014p are preliminary. Details may not add to totals due to rounding.

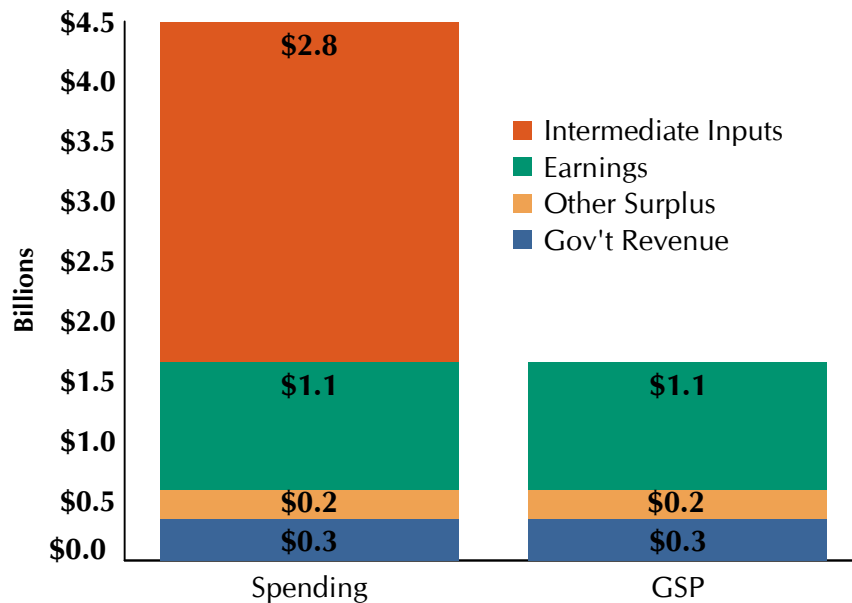
\*Other Travel includes resident air travel and travel agencies. \*\*Retail includes gasoline.

## GROSS STATE PRODUCT

In concept, the Gross State Product (GDP) of a particular industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always smaller than output or sales because GDP measures only the “value-added” of an industry and does not include the cost of inputs that are also necessary to produce a good or service. Estimates of travel spending and travel industry GDP are shown in the chart below. For West Virginia, travel industry GDP represents about 2.5 percent of total state GDP. By way of comparison, the U.S. travel industry also comprises about 2.5 percent of national 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.

**West Virginia Travel Industry Gross Domestic Product, 2014**



Source: Dean Runyan Associates and Bureau of Economic Analysis.

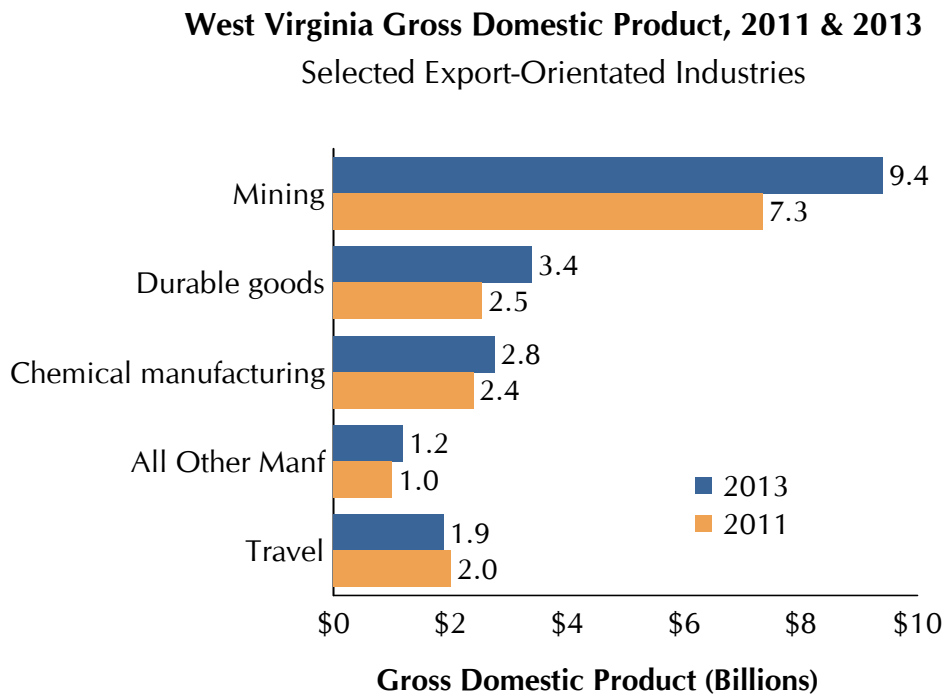


## Gross Domestic Product of West Virginia Export-Orientated Industries

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.

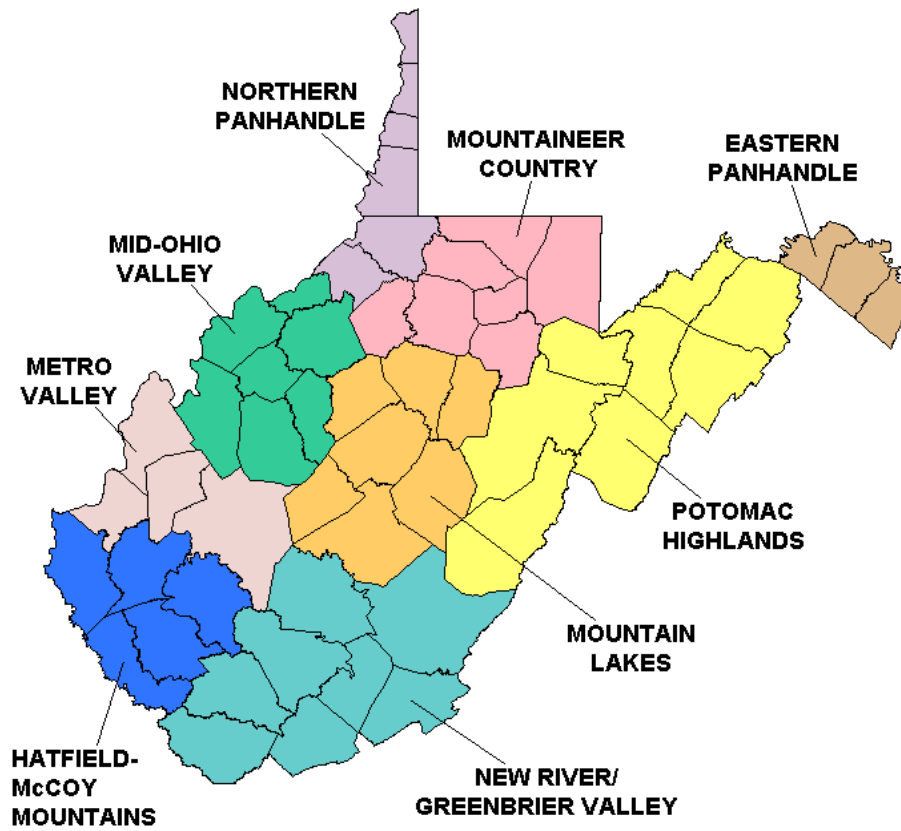
Nonetheless, in general most businesses within these industries depend on export markets. The travel industry is also an export-orientated industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do exports of other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

A comparison of the GDP's of the leading export-orientated industries in West Virginia is shown below. The comparison years are for 2011 and 2013 - data for 2014 is not yet available for the comparison industries.



Source: Dean Runyan Associates and Bureau of Economic Analysis.

### III. REGIONAL VISITOR IMPACTS 2000-2014p



The tables in this section provide detailed estimates for the regions of West Virginia for 2000-2014p. The geographic definitions of the regions are shown below.

### West Virginia's Tourism Regions

#### Northern Panhandle

Brooke  
Hancock  
Marshall  
Ohio  
Tyler  
Wetzel

#### Mid-Ohio Valley

Calhoun  
Jackson  
Pleasants  
Ritchie  
Roane  
Wirt  
Wood

#### Metro Valley

Cabell  
Kanawha  
Mason  
Putnam

#### Mountain Lakes

Braxton  
Clay  
Gilmer  
Lewis  
Nicholas  
Upshur  
Webster

#### New River/Greenbrier Valley

Fayette  
Greenbrier  
McDowell  
Mercer  
Monroe  
Raleigh  
Summers  
Wyoming

#### Potomac Highlands

Grant  
Hampshire  
Hardy  
Mineral  
Pendleton  
Pocahontas  
Randolph  
Tucker

#### Eastern Panhandle

Berkeley  
Jefferson  
Morgan

#### Mountaineer Country

Barbour  
Doddridge  
Harrison  
Marion  
Monongalia  
Preston  
Taylor

#### Hatfield-McCoy Mountains

Boone  
Lincoln  
Logan  
Mingo  
Wayne

## Northern Panhandle Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	815	847	874	801	853	889	818	773
Other Travel*	4	5	5	3	4	5	5	5
Total Direct Spending	819	852	879	804	857	893	823	777
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	98	102	138	118	126	137	134	132
Campground	0	1	1	1	1	1	1	1
Private Home	45	51	57	54	58	57	55	54
Vacation Home	4	4	5	4	5	5	4	4
Day Travel	668	690	675	625	664	689	625	582
Destination Spending	815	847	874	801	853	889	818	773
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	31	32	37	38	41	46	47	47
Food Service	150	156	164	181	188	199	198	198
Food Stores	30	31	33	35	37	40	39	39
Local Tran. & Gas	55	79	104	89	107	105	100	96
Arts, Ent. & Rec.	17	17	13	19	19	20	20	20
Gaming	439	440	436	345	363	377	316	276
Retail Sales	93	92	87	95	98	103	100	98
Destination Spending	815	847	874	801	853	889	818	773
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	68	70	75	83	84	89	91	94
Arts, Ent. & Rec.	78	73	80	75	80	82	73	65
Retail**	17	17	17	19	19	20	20	20
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	2	2	2	2	2	3	3	3
Total Direct Earnings	165	163	174	179	186	194	187	181
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	4.8	5.1	4.8	5.3	5.3	5.5	5.7	5.7
Arts, Ent. & Rec.	3.0	2.9	2.9	2.6	2.7	2.7	2.4	2.1
Retail**	0.9	0.9	0.8	0.8	0.8	0.8	0.8	0.8
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Total Direct Employment	8.8	9.0	8.7	8.7	8.8	9.1	9.0	8.7
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	9	9	12	10	10	10	10	9
State Tax Receipts	192	190	173	145	133	139	121	120
Total Direct Gov't Revenue	200	199	185	155	143	149	131	129

Details may not add to totals due to rounding.

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

## Mid-Ohio Valley Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	142	164	193	178	196	202	197	205
Other Travel*	3	5	5	5	2	4	4	4
Total Direct Spending	145	169	198	182	199	206	201	208
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	52	55	65	58	62	70	67	78
Campground	1	2	2	2	2	2	2	2
Private Home	48	58	67	64	71	70	69	66
Vacation Home	6	7	7	7	8	8	8	7
Day Travel	35	43	52	47	53	53	51	51
Destination Spending	142	164	193	178	196	202	197	205
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	17	17	18	16	17	20	20	25
Food Service	28	29	32	32	33	35	35	39
Food Stores	8	8	9	9	9	10	10	10
Local Tran. & Gas	51	73	97	82	99	97	93	89
Arts, Ent. & Rec.	15	15	15	15	15	16	16	17
Gaming	0	0	0	0	0	0	0	0
Retail Sales	23	23	23	23	23	24	24	25
Destination Spending	142	164	193	178	196	202	197	205
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	16	16	18	18	18	19	20	23
Arts, Ent. & Rec.	7	7	7	9	8	9	9	10
Retail**	6	7	7	7	7	7	8	8
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	2	3	3	2	1	2	2	2
Total Direct Earnings	31	32	35	36	34	38	39	43
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	1.1	1.1	1.1	1.0	1.0	1.1	1.1	1.2
Arts, Ent. & Rec.	0.5	0.5	0.4	0.5	0.5	0.5	0.5	0.5
Retail**	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
Total Direct Employment	1.9	1.9	2.0	1.9	1.8	1.9	1.9	2.1
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	1	1	1	2	2	2	2	2
State Tax Receipts	11	11	13	12	12	13	12	13
Total Direct Gov't Revenue	11	12	14	14	14	15	14	15

Details may not add to totals due to rounding.

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

## Metro Valley Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	558	651	731	732	781	802	733	704
Other Travel*	75	87	82	76	81	83	82	81
Total Direct Spending	633	737	813	808	862	884	815	785
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	231	284	314	333	343	362	308	289
Campground	1	1	1	1	1	1	1	1
Private Home	131	152	178	168	186	185	188	189
Vacation Home	4	5	5	5	6	6	6	6
Day Travel	191	209	233	225	245	248	230	220
Destination Spending	558	651	731	732	781	802	733	704
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	72	85	88	97	97	106	91	87
Food Service	102	112	120	134	134	141	127	124
Food Stores	21	23	25	27	27	29	26	25
Local Tran. & Gas	199	265	333	298	349	345	332	323
Arts, Ent. & Rec.	46	49	49	54	52	54	48	46
Gaming	44	42	42	42	42	44	33	28
Retail Sales	74	76	74	81	80	83	75	72
Destination Spending	558	651	731	732	781	802	733	704
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	63	71	76	86	83	88	80	79
Arts, Ent. & Rec.	31	32	33	43	40	42	36	34
Retail**	18	19	19	21	21	22	21	21
Ground Tran.	14	15	16	15	16	17	17	17
Other Travel*	14	14	11	11	11	10	9	10
Total Direct Earnings	140	150	155	176	171	178	162	160
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	3.5	3.8	3.7	4.0	3.7	3.8	3.4	3.4
Arts, Ent. & Rec.	1.7	1.7	1.6	1.9	1.8	1.9	1.8	1.6
Retail**	0.8	0.9	0.8	0.8	0.8	0.8	0.8	0.8
Ground Tran.	0.5	0.5	0.6	0.5	0.5	0.6	0.6	0.6
Other Travel*	0.6	0.5	0.4	0.3	0.3	0.3	0.2	0.2
Total Direct Employment	7.1	7.3	7.1	7.5	7.1	7.4	6.9	6.6
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	3	5	6	7	7	8	8	7
State Tax Receipts	52	55	58	59	59	61	56	54
Total Direct Gov't Revenue	55	59	64	66	66	69	63	61

Details may not add to totals due to rounding.

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

## Mountain Lakes Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	136	162	195	189	216	213	207	206
Other Travel*	2	2	2	1	2	1	2	2
Total Direct Spending	138	164	197	190	218	215	208	208
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	57	65	80	82	97	94	90	91
Campground	6	7	9	8	9	9	9	9
Private Home	32	39	45	42	46	46	46	45
Vacation Home	9	11	12	12	13	13	12	12
Day Travel	32	41	50	46	52	52	50	49
Destination Spending	136	162	195	189	216	213	207	206
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	19	20	23	25	29	29	29	30
Food Service	24	25	29	32	35	35	34	35
Food Stores	9	9	10	11	12	12	12	12
Local Tran. & Gas	51	73	97	83	100	97	93	89
Arts, Ent. & Rec.	14	15	16	17	18	17	17	17
Gaming	0	0	0	0	0	0	0	0
Retail Sales	20	20	21	22	23	23	23	23
Destination Spending	136	162	195	189	216	213	207	206
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	15	16	19	21	22	22	22	24
Arts, Ent. & Rec.	8	8	9	12	12	12	12	13
Retail**	6	6	7	7	8	7	8	8
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	1	1	1	0	1	1	1	1
Total Direct Earnings	30	32	35	40	43	42	43	45
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	1.0	1.1	1.1	1.2	1.2	1.2	1.2	1.2
Arts, Ent. & Rec.	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.6
Retail**	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Employment	1.9	1.9	2.0	2.1	2.1	2.1	2.1	2.2
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	1	1	2	2	2	3	2	2
State Tax Receipts	10	11	13	13	14	13	13	13
Total Direct Gov't Revenue	11	11	14	15	16	16	15	15

Details may not add to totals due to rounding.

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

## New River/Greenbrier Valley Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	529	592	669	580	658	686	698	660
Other Travel*	7	6	8	7	9	8	8	8
Total Direct Spending	536	598	677	587	667	694	706	668
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	309	336	375	305	351	378	400	367
Campground	6	6	7	7	8	8	8	7
Private Home	96	112	129	127	139	138	131	132
Vacation Home	10	11	12	12	13	13	13	13
Day Travel	108	126	147	129	147	149	146	140
Destination Spending	529	592	669	580	658	686	698	660
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	106	111	119	94	107	119	133	124
Food Service	107	112	123	112	122	130	137	130
Food Stores	26	27	29	27	29	31	32	31
Local Tran. & Gas	123	177	234	200	241	236	224	216
Arts, Ent. & Rec.	88	87	85	71	75	81	83	78
Gaming	0	0	0	7	8	10	8	7
Retail Sales	78	78	78	70	75	79	81	76
Destination Spending	529	592	669	580	658	686	698	660
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	83	93	101	86	94	102	111	108
Arts, Ent. & Rec.	50	53	53	56	57	63	63	61
Retail**	18	19	20	20	20	21	22	22
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	4	3	4	4	5	4	4	4
Total Direct Earnings	155	169	178	165	176	189	200	194
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	3.8	4.0	4.2	3.4	3.6	3.8	4.2	4.0
Arts, Ent. & Rec.	2.3	2.2	2.2	2.1	2.1	2.1	2.3	2.1
Retail**	0.8	0.8	0.8	0.7	0.8	0.8	0.8	0.8
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.1	0.2	0.1	0.2	0.1	0.1	0.1
Total Direct Employment	7.1	7.1	7.4	6.4	6.6	6.8	7.3	6.9
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	3	3	5	5	7	7	8	7
State Tax Receipts	38	40	44	42	45	46	47	45
Total Direct Gov't Revenue	41	43	49	47	51	53	55	52

Details may not add to totals due to rounding.

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



## Potomac Highlands Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	233	246	291	272	275	275	284	286
Other Travel*	3	2	2	2	2	2	2	2
Total Direct Spending	236	248	293	274	277	277	286	288
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	123	119	146	135	127	127	138	141
Campground	4	4	5	5	5	5	5	5
Private Home	35	41	47	44	48	49	48	47
Vacation Home	25	28	31	30	33	33	32	32
Day Travel	47	53	63	58	62	62	61	61
Destination Spending	233	246	291	272	275	275	284	286
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	49	47	56	50	47	48	54	57
Food Service	49	49	58	57	54	54	58	59
Food Stores	21	21	24	24	24	25	25	26
Local Tran. & Gas	42	60	79	68	82	80	76	73
Arts, Ent. & Rec.	32	31	34	33	30	30	32	32
Gaming	0	0	0	0	0	0	0	0
Retail Sales	40	39	41	40	39	39	40	40
Destination Spending	233	246	291	272	275	275	284	286
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	34	34	41	39	36	36	40	43
Arts, Ent. & Rec.	14	14	15	19	17	17	18	18
Retail**	11	11	12	12	12	12	12	13
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	1	1	1	1	1	1	1	1
Total Direct Earnings	60	60	69	71	65	65	71	75
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	2.1	2.1	2.3	2.2	2.0	2.0	2.1	2.2
Arts, Ent. & Rec.	1.0	1.0	1.0	1.1	1.0	1.0	1.1	1.1
Retail**	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Employment	3.7	3.6	3.9	3.8	3.5	3.5	3.7	3.8
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	1	1	3	3	4	4	4	4
State Tax Receipts	16	16	18	18	17	17	17	18
Total Direct Gov't Revenue	17	17	22	21	21	20	21	21

Details may not add to totals due to rounding.

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

## Eastern Panhandle Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	685	839	899	915	973	974	918	899
Other Travel*	5	3	3	5	5	5	5	5
Total Direct Spending	690	842	902	920	978	979	923	904
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	91	104	128	111	119	115	103	105
Campground	1	1	1	1	1	1	1	1
Private Home	39	46	52	55	59	61	62	62
Vacation Home	8	9	10	10	11	11	12	12
Day Travel	547	680	708	738	783	786	741	720
Destination Spending	685	839	899	915	973	974	918	899
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	30	34	41	35	37	36	34	36
Food Service	128	158	176	192	200	203	208	219
Food Stores	28	34	38	40	43	43	44	46
Local Tran. & Gas	44	63	83	71	86	84	80	77
Arts, Ent. & Rec.	20	22	24	23	23	23	22	22
Gaming	352	432	438	449	476	477	421	388
Retail Sales	83	96	98	105	108	108	109	112
Destination Spending	685	839	899	915	973	974	918	899
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	63	77	87	93	95	95	99	107
Arts, Ent. & Rec.	61	73	80	92	93	92	86	83
Retail**	15	18	19	20	21	20	21	22
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	3	1	2	3	3	2	3	3
Total Direct Earnings	142	169	188	208	211	209	208	214
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	3.8	4.5	5.0	4.8	4.8	4.7	5.0	5.4
Arts, Ent. & Rec.	2.3	2.9	3.0	3.2	3.1	3.1	2.9	2.8
Retail**	0.7	0.8	0.7	0.8	0.8	0.8	0.8	0.8
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Employment	7.0	8.2	8.8	8.9	8.8	8.6	8.8	9.0
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	8	9	10	12	16	17	14	12
State Tax Receipts	180	201	206	209	214	214	185	174
Total Direct Gov't Revenue	188	209	216	221	230	231	200	186

Details may not add to totals due to rounding.

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

## Mountaineer Country Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	265	314	348	372	444	477	459	461
Other Travel*	7	8	7	7	7	7	8	8
Total Direct Spending	272	322	355	379	451	485	467	469
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	122	144	149	185	238	268	253	257
Campground	2	3	3	3	3	3	3	3
Private Home	76	88	105	96	101	100	101	100
Vacation Home	7	8	9	8	9	9	9	9
Day Travel	58	71	83	81	94	96	93	92
Destination Spending	265	314	348	372	444	477	459	461
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	43	48	47	61	79	94	91	95
Food Service	58	63	66	81	95	105	102	104
Food Stores	14	15	16	19	22	24	23	24
Local Tran. & Gas	75	108	143	122	147	144	137	132
Arts, Ent. & Rec.	31	32	32	38	43	47	45	46
Gaming	0	0	0	0	0	0	0	0
Retail Sales	45	46	45	52	59	64	61	61
Destination Spending	265	314	348	372	444	477	459	461
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	38	42	43	55	65	73	73	77
Arts, Ent. & Rec.	17	18	18	27	30	33	32	33
Retail**	11	12	12	14	15	16	16	16
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	3	4	3	3	3	3	3	2
Total Direct Earnings	69	75	76	98	112	124	123	128
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	2.4	2.5	2.4	2.8	3.2	3.5	3.5	3.5
Arts, Ent. & Rec.	0.9	0.9	0.8	1.1	1.2	1.2	1.2	1.2
Retail**	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Employment	4.0	4.1	3.8	4.5	5.1	5.5	5.4	5.5
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	1	2	3	4	6	7	6	6
State Tax Receipts	19	21	22	25	28	30	29	30
Total Direct Gov't Revenue	20	23	25	29	34	36	35	36

Details may not add to totals due to rounding.

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

## Hatfield-McCoy Mountains Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	117	144	164	151	179	178	168	163
Other Travel*	8	12	17	20	22	22	19	19
Total Direct Spending	125	156	181	171	201	200	187	182
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>								
Hotel, Motel	19	23	13	13	28	28	21	18
Campground	3	4	5	5	6	6	6	5
Private Home	59	72	91	82	88	88	87	86
Vacation Home	2	2	3	3	3	3	3	3
Day Travel	34	43	53	47	55	54	52	50
Destination Spending	117	144	164	151	179	178	168	163
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	6	6	3	4	7	7	6	5
Food Service	21	22	22	23	25	26	25	25
Food Stores	5	6	6	6	6	7	6	6
Local Tran. & Gas	57	82	108	92	111	108	103	99
Arts, Ent. & Rec.	10	11	10	10	11	11	10	10
Gaming	0	0	0	0	0	0	0	0
Retail Sales	18	18	17	17	19	19	18	17
Destination Spending	117	144	164	151	179	178	168	163
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	10	10	9	10	12	12	11	11
Arts, Ent. & Rec.	4	4	4	5	5	5	5	5
Retail**	5	6	6	6	7	7	7	7
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	4	4	2	3	3	3	3	3
Total Direct Earnings	23	24	21	24	26	26	25	25
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>								
Accom. & Food Serv.	0.8	0.8	0.6	0.6	0.7	0.7	0.7	0.7
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2
Retail**	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Employment	1.4	1.4	1.2	1.2	1.3	1.3	1.2	1.3
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	0	0	1	1	1	1	1	1
State Tax Receipts	9	10	11	11	11	11	11	11
Total Direct Gov't Revenue	9	10	11	12	12	12	12	12

Details may not add to totals due to rounding.

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

## West Virginia Regional Travel Impacts, 2014p

	Northern Panhandle	Mid-Ohio Valley	Metro Valley	Mountain Lakes
<b>Total Direct Travel Spending (\$Million)</b>				
Destination Spending	772.5	204.5	703.7	206.1
Other Travel*	4.8	3.9	81.4	1.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>				
Campground	0.5	1.9	0.9	8.6
Day Travel	582.3	50.9	219.9	49.0
Hotel, Motel	131.5	78.2	288.5	90.8
Private Home	54.0	65.9	188.8	45.3
Vacation Home	4.2	7.4	5.6	12.4
<b>Visitor Spending by Commodity Purchased (\$Million)</b>				
Accommodations	47.3	24.8	87.2	30.4
Arts, Ent. & Rec.	19.5	16.9	45.5	17.0
Food Service	197.9	38.6	123.7	35.0
Food Stores	38.9	10.3	25.3	11.9
Gaming	275.5	0.0	27.7	0.0
Local Tran. & Gas	96.1	89.1	322.8	89.3
Retail Sales	97.5	24.8	71.5	22.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>				
Accom. & Food Serv.	94.1	23.3	78.8	23.9
Arts, Ent. & Rec.	64.9	10.1	33.9	12.6
Ground Tran.	0.0	0.0	16.8	0.0
Other Travel*	2.5	2.0	9.9	0.8
Retail**	19.8	7.9	20.7	7.7
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>				
Accom. & Food Serv.	5.7	1.2	3.4	1.2
Arts, Ent. & Rec.	2.1	0.5	1.6	0.6
Ground Tran.	0.0	0.0	0.6	0.0
Other Travel*	0.0	0.1	0.2	0.0
Retail**	0.8	0.3	0.8	0.3
<b>Government Revenue Generated by Travel Spending (\$Million)</b>				
Federal Tax Receipts				
Local Tax Receipts	9.2	2.0	7.1	2.2
State Tax Receipts	119.9	13.2	54.3	13.1

Details may not add to totals due to rounding.

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

## West Virginia Regional Travel Impacts, 2014p

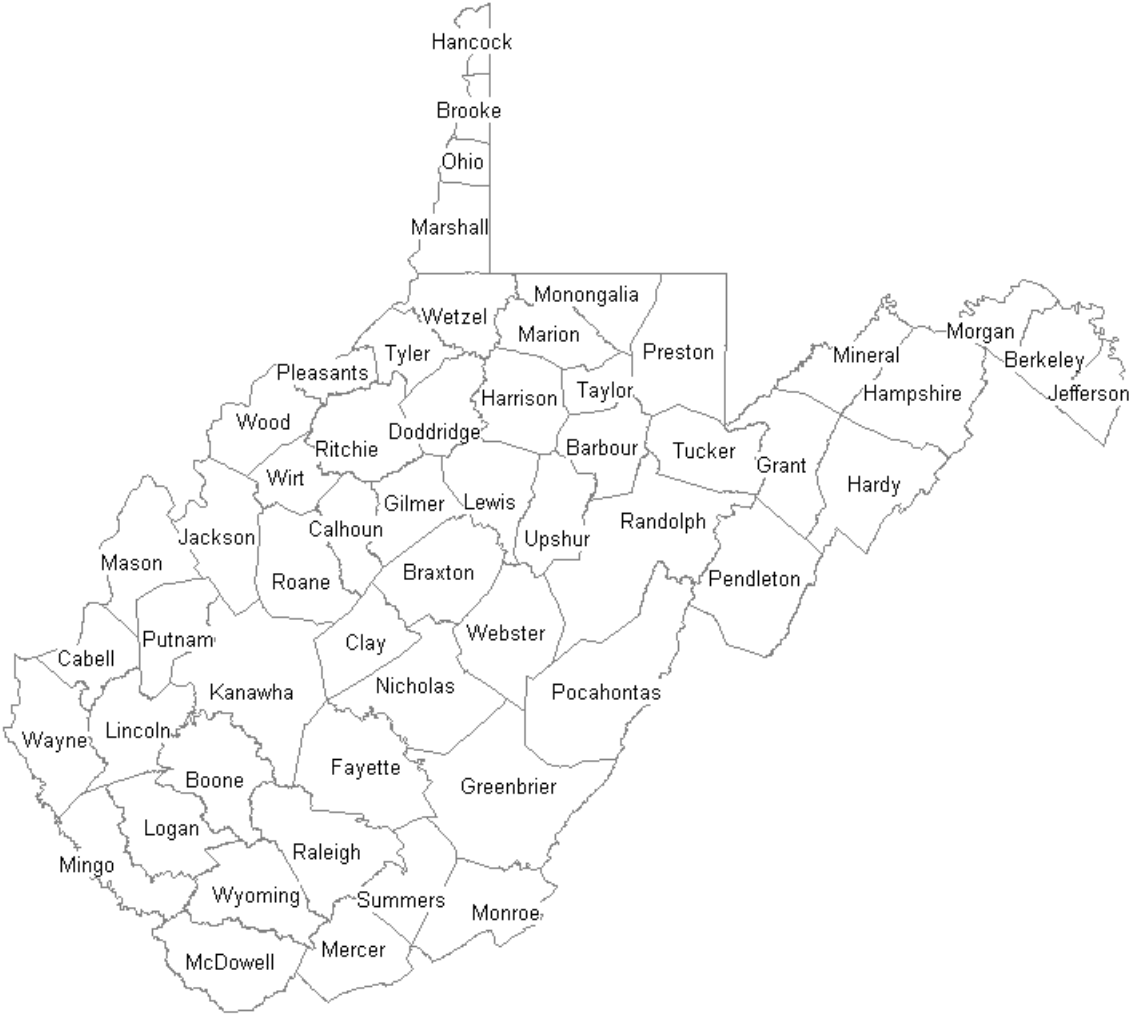
	New River/ Greenbrier	Potomac Highlands	Eastern Panhandle	Mountaineer Country	Hatfield- McCoy Mts.
<b>Total Direct Travel Spending (\$Million)</b>					
Destination Spending	660.0	285.8	899.3	460.8	162.6
Other Travel*	7.6	2.1	4.8	8.1	19.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>					
Campground	7.4	4.7	0.6	2.8	5.3
Day Travel	140.4	60.6	719.7	91.7	50.4
Hotel, Motel	367.4	141.2	105.1	256.9	17.8
Private Home	131.9	47.1	62.1	100.4	86.2
Vacation Home	12.8	32.2	11.8	9.0	2.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>					
Accommodations	123.9	56.6	36.2	95.0	5.1
Arts, Ent. & Rec.	77.5	31.7	22.0	45.5	9.9
Food Service	129.9	59.2	219.1	104.1	24.6
Food Stores	30.7	25.6	46.1	23.5	6.3
Gaming	6.5	0.0	387.5	0.0	0.0
Local Tran. & Gas	216.0	73.2	76.9	131.7	99.3
Retail Sales	75.5	39.5	111.5	61.0	17.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>					
Accom. & Food Serv.	107.9	42.5	106.5	77.0	11.1
Arts, Ent. & Rec.	61.0	18.4	82.9	32.9	4.8
Ground Tran.	0.0	0.0	0.0	0.0	0.0
Other Travel*	4.0	1.1	2.5	2.4	2.9
Retail**	21.5	12.6	21.7	15.8	6.6
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>					
Accom. & Food Serv.	4.0	2.2	5.4	3.5	0.7
Arts, Ent. & Rec.	2.1	1.1	2.8	1.2	0.2
Ground Tran.	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.0	0.1	0.1	0.1
Retail**	0.8	0.5	0.8	0.6	0.3
<b>Government Revenue Generated by Travel Spending (\$Million)</b>					
Federal Tax Receipts					
Local Tax Receipts	6.8	3.7	12.0	6.0	0.9
State Tax Receipts	45.3	17.5	173.9	29.5	10.6

Details may not add to totals due to rounding.

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

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**IV. COUNTY TRAVEL IMPACTS  
2004-2014p**





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 most urban area (Charleston metropolitan area in Kanawha County), which offers visitors a variety of commercial lodging accommodations and entertainment facilities. However, the size of the travel industry in relation to the total economy of a locale is more significant in some 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.

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 page 36-37). A high percentage of travel-generated earnings indicate a relatively high reliance on income generated from visitor spending.

## West Virginia County Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Barbour</b>								
Direct Spending (\$Million)	11.0	14.0	16.0	15.0	17.0	17.0	17.0	16.5
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.6
Employment (jobs)	150	150	140	150	150	150	150	150
Local Govt. Revenue (\$000)	11	11	86	123	176	182	152	129
State Govt. Revenue (\$000)	817	865	986	1,029	1,040	1,019	996	1,006
<b>Berkeley</b>								
Direct Spending (\$Million)	91.0	109.0	139.0	122.0	133.0	130.0	123.0	123.2
Earnings (\$Million)	20.0	22.0	28.0	27.0	26.0	25.0	25.0	25.8
Employment (jobs)	1,120	1,080	1,340	1,230	1,190	1,170	1,130	1,200
Local Govt. Revenue (\$000)	366	500	973	888	946	923	793	815
State Govt. Revenue (\$000)	6,544	7,085	8,820	8,266	8,258	7,987	7,569	7,733
<b>Boone</b>								
Direct Spending (\$Million)	21.0	27.0	33.0	29.0	34.0	34.0	32.0	31.4
Earnings (\$Million)	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.1
Employment (jobs)	170	170	160	160	160	150	160	160
Local Govt. Revenue (\$000)	6	7	79	109	164	172	138	110
State Govt. Revenue (\$000)	1,684	1,820	2,123	2,099	2,088	2,053	2,017	2,049
<b>Braxton</b>								
Direct Spending (\$Million)	26.0	31.0	37.0	36.0	41.0	40.0	39.0	37.1
Earnings (\$Million)	6.0	6.0	6.0	8.0	8.0	8.0	8.0	7.8
Employment (jobs)	320	330	320	360	350	330	310	320
Local Govt. Revenue (\$000)	81	84	161	220	282	391	358	315
State Govt. Revenue (\$000)	1,903	2,012	2,291	2,475	2,492	2,403	2,349	2,311
<b>Brooke</b>								
Direct Spending (\$Million)	14.0	16.0	18.0	16.0	18.0	18.0	17.0	17.1
Earnings (\$Million)	4.0	5.0	5.0	5.0	4.0	5.0	5.0	4.9
Employment (jobs)	220	220	210	200	180	170	180	180
Local Govt. Revenue (\$000)	11	12	93	134	196	205	168	137
State Govt. Revenue (\$000)	976	1,039	1,152	1,088	1,087	1,074	1,061	1,073
<b>Cabell</b>								
Direct Spending (\$Million)	99.0	115.0	126.0	134.0	140.0	143.0	133.0	136.0
Earnings (\$Million)	25.0	27.0	27.0	34.0	32.0	33.0	31.0	33.6
Employment (jobs)	1,380	1,390	1,290	1,540	1,430	1,470	1,400	1,490
Local Govt. Revenue (\$000)	465	532	1,052	1,354	1,351	1,819	1,609	1,736
State Govt. Revenue (\$000)	7,033	7,533	8,030	9,064	8,796	8,890	8,290	8,669
<b>Calhoun</b>								
Direct Spending (\$Million)	5.0	6.0	7.0	7.0	8.0	8.0	8.0	7.4
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.3
Employment (jobs)	70	70	70	80	70	70	80	80
Local Govt. Revenue (\$000)	0	0	46	68	103	107	86	69
State Govt. Revenue (\$000)	378	399	453	461	461	447	435	438

## West Virginia County Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Clay</b>								
Direct Spending (\$Million)	5.0	7.0	9.0	8.0	9.0	9.0	8.0	8.2
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.7
Employment (jobs)	40	40	40	40	30	30	30	40
Local Govt. Revenue (\$000)	3	3	49	71	105	110	89	72
State Govt. Revenue (\$000)	432	468	552	552	549	538	527	536
<b>Doddridge</b>								
Direct Spending (\$Million)	5.0	6.0	6.0	6.0	7.0	7.0	7.0	6.6
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.3
Employment (jobs)	60	50	50	50	50	50	50	50
Local Govt. Revenue (\$000)	3	3	49	71	105	110	89	72
State Govt. Revenue (\$000)	329	343	383	392	392	381	376	376
<b>Fayette</b>								
Direct Spending (\$Million)	47.0	59.0	71.0	67.0	78.0	80.0	78.0	75.4
Earnings (\$Million)	9.0	11.0	12.0	14.0	15.0	16.0	16.0	16.0
Employment (jobs)	620	700	710	730	780	800	810	780
Local Govt. Revenue (\$000)	150	204	553	621	783	848	809	739
State Govt. Revenue (\$000)	3,432	3,852	4,471	4,583	4,892	4,933	4,884	4,804
<b>Gilmer</b>								
Direct Spending (\$Million)	6.0	7.0	8.0	8.0	9.0	9.0	8.0	8.3
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.4
Employment (jobs)	80	90	80	80	80	80	80	80
Local Govt. Revenue (\$000)	7	7	62	89	130	136	111	91
State Govt. Revenue (\$000)	413	440	494	504	504	490	475	476
<b>Grant</b>								
Direct Spending (\$Million)	12.0	14.0	17.0	16.0	18.0	18.0	17.0	16.8
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.4
Employment (jobs)	130	140	140	140	140	140	140	140
Local Govt. Revenue (\$000)	9	10	65	91	133	139	115	94
State Govt. Revenue (\$000)	855	918	1,059	1,070	1,068	1,040	1,017	1,026
<b>Greenbrier</b>								
Direct Spending (\$Million)	221.0	223.0	215.0	183.0	211.0	239.0	225.0	221.5
Earnings (\$Million)	85.0	93.0	88.0	80.0	87.0	100.0	97.0	98.0
Employment (jobs)	2,700	2,640	2,480	2,010	2,150	2,450	2,370	2,320
Local Govt. Revenue (\$000)	1,584	1,676	1,671	1,621	2,032	2,392	2,299	2,262
State Govt. Revenue (\$000)	14,868	14,880	14,291	13,946	16,119	18,148	17,353	16,889
<b>Hampshire</b>								
Direct Spending (\$Million)	24.0	28.0	36.0	35.0	38.0	37.0	36.0	35.8
Earnings (\$Million)	4.0	4.0	6.0	7.0	7.0	6.0	6.0	6.6
Employment (jobs)	330	320	390	400	380	370	360	370
Local Govt. Revenue (\$000)	14	16	104	135	174	174	145	127
State Govt. Revenue (\$000)	1,678	1,731	2,179	2,321	2,287	2,157	2,070	2,082

## West Virginia County Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Hancock</b>								
Direct Spending (\$Million)	409.0	411.0	427.0	369.0	384.0	382.0	356.0	336.0
Earnings (\$Million)	83.0	80.0	89.0	84.0	85.0	83.0	81.0	77.5
Employment (jobs)	4,480	4,710	4,620	4,510	4,480	4,390	4,430	4,330
Local Govt. Revenue (\$000)	4,753	4,736	6,122	5,185	5,141	5,100	4,630	4,401
State Govt. Revenue (\$000)	102,477	99,200	93,208	75,687	72,086	74,556	67,348	66,529
<b>Hardy</b>								
Direct Spending (\$Million)	18.0	19.0	21.0	23.0	23.0	22.0	23.0	23.3
Earnings (\$Million)	4.0	3.0	4.0	5.0	4.0	4.0	4.0	4.7
Employment (jobs)	270	290	250	310	250	250	290	300
Local Govt. Revenue (\$000)	62	54	106	161	191	233	243	231
State Govt. Revenue (\$000)	1,193	1,184	1,285	1,504	1,367	1,288	1,346	1,365
<b>Harrison</b>								
Direct Spending (\$Million)	66.0	79.0	102.0	116.0	130.0	142.0	142.0	149.3
Earnings (\$Million)	17.0	18.0	24.0	32.0	34.0	38.0	39.0	43.1
Employment (jobs)	940	930	1,110	1,380	1,450	1,550	1,610	1,720
Local Govt. Revenue (\$000)	278	603	1,002	1,388	1,669	1,964	1,988	2,157
State Govt. Revenue (\$000)	4,666	5,065	6,398	7,596	8,079	8,755	8,793	9,299
<b>Jackson</b>								
Direct Spending (\$Million)	29.0	35.0	44.0	40.0	46.0	46.0	43.0	44.3
Earnings (\$Million)	5.0	5.0	7.0	7.0	7.0	7.0	7.0	7.6
Employment (jobs)	340	360	400	390	400	400	370	440
Local Govt. Revenue (\$000)	82	140	255	273	343	362	292	332
State Govt. Revenue (\$000)	2,161	2,308	2,790	2,791	2,857	2,834	2,651	2,843
<b>Jefferson</b>								
Direct Spending (\$Million)	572.0	702.0	731.0	770.0	815.0	819.0	775.0	756.3
Earnings (\$Million)	114.0	139.0	151.0	173.0	177.0	176.0	177.0	181.0
Employment (jobs)	5,410	6,630	6,970	7,180	7,170	7,010	7,290	7,430
Local Govt. Revenue (\$000)	7,244	7,884	8,626	10,838	14,711	15,953	13,259	11,047
State Govt. Revenue (\$000)	171,571	191,547	194,930	198,676	204,097	204,244	176,380	164,732
<b>Kanawha</b>								
Direct Spending (\$Million)	471.0	541.0	590.0	586.0	622.0	642.0	587.0	555.4
Earnings (\$Million)	104.0	112.0	117.0	129.0	127.0	132.0	118.0	113.1
Employment (jobs)	5,080	5,210	5,100	5,280	5,030	5,210	4,780	4,440
Local Govt. Revenue (\$000)	2,680	4,197	4,669	5,194	5,482	5,947	5,482	5,012
State Govt. Revenue (\$000)	39,839	41,585	43,990	43,864	44,214	45,756	41,610	39,583
<b>Lewis</b>								
Direct Spending (\$Million)	30.0	35.0	42.0	42.0	48.0	47.0	47.0	50.0
Earnings (\$Million)	8.0	9.0	10.0	12.0	12.0	12.0	13.0	14.3
Employment (jobs)	460	470	490	510	550	540	550	610
Local Govt. Revenue (\$000)	186	212	549	600	713	723	716	784
State Govt. Revenue (\$000)	2,084	2,291	2,699	2,843	3,026	2,956	2,946	3,178

## West Virginia County Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Lincoln</b>								
Direct Spending (\$Million)	12.0	15.0	17.0	16.0	18.0	18.0	18.0	17.3
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.5
Employment (jobs)	140	140	140	140	140	130	140	140
Local Govt. Revenue (\$000)	0	0	54	81	122	128	103	82
State Govt. Revenue (\$000)	888	949	1,089	1,105	1,103	1,086	1,069	1,085
<b>Logan</b>								
Direct Spending (\$Million)	41.0	50.0	52.0	53.0	64.0	63.0	57.0	54.1
Earnings (\$Million)	7.0	8.0	5.0	8.0	9.0	9.0	8.0	7.5
Employment (jobs)	420	400	240	340	410	400	340	320
Local Govt. Revenue (\$000)	95	153	135	269	439	450	325	260
State Govt. Revenue (\$000)	3,133	3,366	3,278	3,693	4,003	3,923	3,592	3,524
<b>Marion</b>								
Direct Spending (\$Million)	45.0	59.0	56.0	68.0	77.0	84.0	75.0	79.9
Earnings (\$Million)	11.0	13.0	10.0	17.0	18.0	20.0	18.0	20.8
Employment (jobs)	680	800	530	810	840	960	890	1,010
Local Govt. Revenue (\$000)	144	271	310	446	871	1,038	846	928
State Govt. Revenue (\$000)	3,261	3,838	3,491	4,590	4,818	5,188	4,689	5,075
<b>Marshall</b>								
Direct Spending (\$Million)	20.0	24.0	28.0	26.0	29.0	29.0	32.0	34.8
Earnings (\$Million)	6.0	6.0	6.0	7.0	7.0	7.0	9.0	11.0
Employment (jobs)	260	270	260	250	250	260	370	430
Local Govt. Revenue (\$000)	6	5	89	132	195	208	256	292
State Govt. Revenue (\$000)	1,461	1,537	1,737	1,768	1,766	1,742	1,964	2,174
<b>Mason</b>								
Direct Spending (\$Million)	16.0	20.0	23.0	22.0	24.0	24.0	24.0	23.2
Earnings (\$Million)	3.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0
Employment (jobs)	210	230	230	230	230	230	250	240
Local Govt. Revenue (\$000)	9	10	100	146	214	224	183	149
State Govt. Revenue (\$000)	1,197	1,273	1,449	1,471	1,470	1,442	1,418	1,432
<b>McDowell</b>								
Direct Spending (\$Million)	18.0	22.0	27.0	24.0	28.0	27.0	26.0	25.5
Earnings (\$Million)	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.1
Employment (jobs)	190	190	180	170	160	160	170	160
Local Govt. Revenue (\$000)	5	5	130	195	291	304	246	197
State Govt. Revenue (\$000)	1,383	1,474	1,691	1,702	1,689	1,655	1,623	1,641
<b>Mercer</b>								
Direct Spending (\$Million)	77.0	95.0	111.0	92.0	102.0	101.0	115.0	111.4
Earnings (\$Million)	17.0	19.0	21.0	18.0	18.0	18.0	24.0	23.9
Employment (jobs)	1,060	1,120	1,130	930	900	880	1,140	1,110
Local Govt. Revenue (\$000)	306	382	863	646	739	760	1,076	1,022
State Govt. Revenue (\$000)	5,618	6,235	7,072	6,331	6,350	6,243	7,204	7,150

## West Virginia County Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Mineral</b>								
Direct Spending (\$Million)	15.0	17.0	21.0	20.0	23.0	22.0	22.0	21.9
Earnings (\$Million)	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.4
Employment (jobs)	200	220	250	240	240	240	250	260
Local Govt. Revenue (\$000)	20	17	120	160	268	276	247	216
State Govt. Revenue (\$000)	1,024	1,054	1,309	1,342	1,373	1,336	1,335	1,333
<b>Mingo</b>								
Direct Spending (\$Million)	20.0	24.0	28.0	23.0	29.0	29.0	29.0	28.1
Earnings (\$Million)	4.0	4.0	4.0	3.0	4.0	4.0	5.0	4.7
Employment (jobs)	240	250	230	180	240	230	240	250
Local Govt. Revenue (\$000)	33	36	117	123	222	234	198	168
State Govt. Revenue (\$000)	1,474	1,577	1,782	1,590	1,814	1,791	1,768	1,795
<b>Monongalia</b>								
Direct Spending (\$Million)	113.0	127.0	129.0	130.0	171.0	185.0	178.0	170.1
Earnings (\$Million)	33.0	34.0	32.0	36.0	48.0	53.0	52.0	51.0
Employment (jobs)	1,720	1,680	1,490	1,570	2,040	2,210	2,170	2,020
Local Govt. Revenue (\$000)	699	1,233	1,165	1,490	2,235	2,570	2,471	2,346
State Govt. Revenue (\$000)	7,892	8,290	8,284	8,766	10,856	11,614	11,213	10,856
<b>Monroe</b>								
Direct Spending (\$Million)	8.0	9.0	10.0	10.0	10.0	10.0	10.0	10.4
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.5
Employment (jobs)	130	120	130	130	170	150	160	170
Local Govt. Revenue (\$000)	1	1	55	82	123	129	104	83
State Govt. Revenue (\$000)	505	518	574	592	597	571	554	553
<b>Morgan</b>								
Direct Spending (\$Million)	28.0	31.0	32.0	28.0	30.0	30.0	25.0	24.7
Earnings (\$Million)	9.0	9.0	9.0	8.0	8.0	8.0	6.0	6.7
Employment (jobs)	440	440	450	440	450	440	360	360
Local Govt. Revenue (\$000)	153	162	186	182	253	272	180	165
State Govt. Revenue (\$000)	1,862	1,969	1,975	1,817	1,855	1,783	1,443	1,465
<b>Nicholas</b>								
Direct Spending (\$Million)	42.0	50.0	61.0	59.0	68.0	66.0	62.0	60.8
Earnings (\$Million)	7.0	7.0	9.0	10.0	11.0	10.0	10.0	10.2
Employment (jobs)	550	540	560	630	640	590	570	580
Local Govt. Revenue (\$000)	156	272	445	529	636	612	543	512
State Govt. Revenue (\$000)	3,161	3,300	3,903	4,105	4,275	4,071	3,894	3,907
<b>Ohio</b>								
Direct Spending (\$Million)	356.0	376.0	377.0	363.0	393.0	431.0	385.0	357.3
Earnings (\$Million)	67.0	67.0	70.0	77.0	84.0	93.0	86.0	81.6
Employment (jobs)	3,480	3,470	3,250	3,410	3,570	3,880	3,590	3,350
Local Govt. Revenue (\$000)	3,853	4,309	5,011	4,326	4,096	4,127	4,055	3,934
State Govt. Revenue (\$000)	85,101	86,297	75,158	64,662	56,228	59,353	48,771	48,053

## West Virginia County Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Pendleton</b>								
Direct Spending (\$Million)	6.0	7.0	9.0	8.0	9.0	9.0	9.0	8.3
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.9
Employment (jobs)	120	110	130	110	100	110	110	100
Local Govt. Revenue (\$000)	21	21	98	114	149	159	134	116
State Govt. Revenue (\$000)	446	463	548	540	536	533	505	500
<b>Pleasants</b>								
Direct Spending (\$Million)	5.0	6.0	7.0	6.0	7.0	7.0	7.0	6.9
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Employment (jobs)	60	60	60	60	50	50	60	60
Local Govt. Revenue (\$000)	5	5	60	86	128	134	109	88
State Govt. Revenue (\$000)	361	385	436	439	438	432	426	433
<b>Pocahontas</b>								
Direct Spending (\$Million)	92.0	86.0	101.0	85.0	76.0	80.0	85.0	87.9
Earnings (\$Million)	25.0	24.0	29.0	25.0	21.0	22.0	24.0	25.9
Employment (jobs)	1,330	1,190	1,340	1,220	1,010	1,050	1,090	1,090
Local Govt. Revenue (\$000)	799	717	1,740	1,433	1,279	1,373	1,502	1,569
State Govt. Revenue (\$000)	6,008	5,493	6,489	5,578	4,843	4,916	5,247	5,410
<b>Preston</b>								
Direct Spending (\$Million)	22.0	27.0	33.0	33.0	37.0	37.0	35.0	34.2
Earnings (\$Million)	4.0	5.0	5.0	6.0	7.0	6.0	6.0	6.5
Employment (jobs)	290	310	320	340	350	350	340	340
Local Govt. Revenue (\$000)	22	28	164	290	408	418	346	297
State Govt. Revenue (\$000)	1,629	1,768	2,077	2,201	2,262	2,205	2,110	2,123
<b>Putnam</b>								
Direct Spending (\$Million)	47.0	62.0	74.0	66.0	76.0	75.0	72.0	70.4
Earnings (\$Million)	7.0	8.0	9.0	9.0	9.0	9.0	9.0	9.4
Employment (jobs)	450	470	450	440	430	420	420	420
Local Govt. Revenue (\$000)	22	38	142	168	236	240	192	159
State Govt. Revenue (\$000)	3,710	4,123	4,714	4,682	4,660	4,570	4,490	4,573
<b>Raleigh</b>								
Direct Spending (\$Million)	126.0	144.0	186.0	159.0	180.0	180.0	197.0	170.9
Earnings (\$Million)	31.0	33.0	43.0	39.0	41.0	41.0	49.0	42.1
Employment (jobs)	1,830	1,850	2,180	1,840	1,920	1,850	2,200	1,900
Local Govt. Revenue (\$000)	744	795	1,792	1,783	2,096	2,154	2,580	2,078
State Govt. Revenue (\$000)	8,896	9,465	11,939	10,750	11,408	11,263	12,422	10,943
<b>Randolph</b>								
Direct Spending (\$Million)	31.0	36.0	44.0	45.0	49.0	48.0	51.0	49.7
Earnings (\$Million)	9.0	9.0	11.0	13.0	13.0	13.0	14.0	14.5
Employment (jobs)	560	590	620	670	660	650	750	730
Local Govt. Revenue (\$000)	98	110	387	496	578	585	627	581
State Govt. Revenue (\$000)	2,167	2,331	2,790	3,027	3,021	2,915	3,120	3,074

## West Virginia County Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Ritchie</b>								
Direct Spending (\$Million)	5.0	5.0	6.0	6.0	6.0	6.0	6.0	5.9
Earnings (\$Million)	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.5
Employment (jobs)	100	100	100	110	80	90	90	80
Local Govt. Revenue (\$000)	12	13	115	172	222	234	193	159
State Govt. Revenue (\$000)	324	343	380	422	359	356	346	348
<b>Roane</b>								
Direct Spending (\$Million)	10.0	12.0	14.0	13.0	14.0	14.0	14.0	13.7
Earnings (\$Million)	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.2
Employment (jobs)	120	140	130	130	120	120	120	130
Local Govt. Revenue (\$000)	9	10	64	91	132	139	113	93
State Govt. Revenue (\$000)	710	758	852	863	861	843	824	832
<b>Summers</b>								
Direct Spending (\$Million)	17.0	17.0	21.0	19.0	21.0	20.0	20.0	18.8
Earnings (\$Million)	5.0	4.0	5.0	5.0	5.0	5.0	5.0	4.4
Employment (jobs)	310	290	300	310	310	290	270	250
Local Govt. Revenue (\$000)	92	86	251	245	293	284	272	242
State Govt. Revenue (\$000)	1,168	1,105	1,306	1,252	1,317	1,227	1,184	1,135
<b>Taylor</b>								
Direct Spending (\$Million)	9.0	11.0	12.0	12.0	13.0	14.0	14.0	12.3
Earnings (\$Million)	2.0	2.0	2.0	3.0	3.0	3.0	3.0	2.8
Employment (jobs)	140	150	150	150	150	160	160	130
Local Govt. Revenue (\$000)	15	17	83	117	160	171	145	107
State Govt. Revenue (\$000)	640	686	747	812	823	831	820	750
<b>Tucker</b>								
Direct Spending (\$Million)	39.0	41.0	43.0	40.0	42.0	41.0	42.0	44.2
Earnings (\$Million)	12.0	12.0	13.0	13.0	13.0	12.0	13.0	14.4
Employment (jobs)	750	730	710	680	680	650	700	770
Local Govt. Revenue (\$000)	305	316	687	690	768	763	773	796
State Govt. Revenue (\$000)	2,563	2,609	2,728	2,623	2,668	2,524	2,606	2,721
<b>Tyler</b>								
Direct Spending (\$Million)	5.0	5.0	6.0	6.0	6.0	6.0	6.0	6.2
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.4
Employment (jobs)	90	80	80	70	70	80	80	80
Local Govt. Revenue (\$000)	15	17	81	112	160	168	139	116
State Govt. Revenue (\$000)	330	351	393	393	390	387	381	388
<b>Upshur</b>								
Direct Spending (\$Million)	22.0	26.0	30.0	27.0	33.0	34.0	34.0	33.5
Earnings (\$Million)	6.0	6.0	7.0	7.0	8.0	9.0	9.0	9.5
Employment (jobs)	330	330	370	320	390	410	430	430
Local Govt. Revenue (\$000)	55	60	176	187	295	319	305	297
State Govt. Revenue (\$000)	1,550	1,667	1,892	1,822	2,046	2,053	2,031	2,061



## West Virginia County Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
<b>Wayne</b>								
Direct Spending (\$Million)	31.0	40.0	50.0	50.0	55.0	55.0	51.0	50.9
Earnings (\$Million)	7.0	8.0	7.0	7.0	7.0	7.0	7.0	7.6
Employment (jobs)	440	410	370	360	360	350	340	360
Local Govt. Revenue (\$000)	44	55	150	207	257	292	301	272
State Govt. Revenue (\$000)	1,891	2,019	2,188	2,223	2,228	2,176	2,114	2,129
<b>Webster</b>								
Direct Spending (\$Million)	7.0	8.0	10.0	9.0	10.0	10.0	10.0	9.7
Earnings (\$Million)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.1
Employment (jobs)	70	70	70	80	70	70	70	70
Local Govt. Revenue (\$000)	10	11	74	106	154	161	132	108
State Govt. Revenue (\$000)	504	539	622	628	624	610	596	604
<b>Wetzel</b>								
Direct Spending (\$Million)	16.0	20.0	22.0	24.0	27.0	27.0	27.0	26.0
Earnings (\$Million)	3.0	3.0	3.0	5.0	5.0	5.0	5.0	5.0
Employment (jobs)	200	230	220	280	260	270	270	270
Local Govt. Revenue (\$000)	38	52	141	292	358	387	353	321
State Govt. Revenue (\$000)	1,135	1,273	1,399	1,657	1,653	1,674	1,645	1,640
<b>Wirt</b>								
Direct Spending (\$Million)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.4
Earnings (\$Million)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Employment (jobs)	20	20	20	20	20	20	20	20
Local Govt. Revenue (\$000)	0	0	46	68	102	107	86	68
State Govt. Revenue (\$000)	66	67	70	73	74	70	67	65
<b>Wood</b>								
Direct Spending (\$Million)	90.0	103.0	119.0	108.0	116.0	123.0	122.0	128.8
Earnings (\$Million)	21.0	21.0	23.0	23.0	21.0	24.0	26.0	29.3
Employment (jobs)	1,200	1,160	1,150	1,080	1,020	1,120	1,150	1,250
Local Govt. Revenue (\$000)	352	346	731	715	806	957	971	1,141
State Govt. Revenue (\$000)	6,543	6,796	7,548	7,384	7,227	7,639	7,655	8,238
<b>Wyoming</b>								
Direct Spending (\$Million)	23.0	29.0	36.0	33.0	36.0	36.0	35.0	33.7
Earnings (\$Million)	3.0	4.0	4.0	5.0	4.0	4.0	4.0	4.4
Employment (jobs)	190	200	220	210	180	190	190	190
Local Govt. Revenue (\$000)	19	24	100	129	188	209	174	146
State Govt. Revenue (\$000)	1,782	1,939	2,311	2,314	2,230	2,232	2,173	2,190

**Total Employment and Earnings Compared to  
Direct Travel-Generated Employment and Earnings by County, 2014p**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Barbour	5,760	157	2.7%	201.7	2.6	1.3%
Berkeley	45,290	1,207	2.7%	1,999.2	25.8	1.3%
Boone	8,430	163	1.9%	478.9	3.1	0.7%
Braxton	5,440	322	5.9%	197.8	7.8	3.9%
Brooke	11,710	189	1.6%	505.4	4.9	1.0%
Cabell	65,280	1,498	2.3%	3,109.5	33.6	1.1%
Calhoun	3,760	83	2.2%	110.9	1.3	1.1%
Clay	2,330	40	1.7%	74.0	0.7	1.0%
Doddridge	3,330	52	1.6%	104.9	1.3	1.3%
Fayette	15,050	785	5.2%	633.4	16.0	2.5%
Gilmer	3,810	81	2.1%	141.9	1.4	1.0%
Grant	5,690	149	2.6%	252.5	2.4	0.9%
Greenbrier	18,510	2,321	12.5%	776.9	98.0	12.6%
Hampshire	7,610	379	5.0%	226.2	6.6	2.9%
Hancock	11,970	4,332	36.2%	536.0	77.5	14.5%
Hardy	7,720	306	4.0%	272.9	4.7	1.7%
Harrison	46,330	1,729	3.7%	2,622.7	43.1	1.6%
Jackson	11,780	450	3.8%	465.8	7.6	1.6%
Jefferson	22,060	7,439	33.7%	907.9	181.0	19.9%
Kanawha	130,500	4,446	3.4%	7,399.8	113.1	1.5%
Lewis	9,250	612	6.6%	507.6	14.3	2.8%
Lincoln	4,300	143	3.3%	173.7	2.5	1.4%
Logan	12,750	327	2.6%	632.1	7.5	1.2%
McDowell	6,420	170	2.6%	327.5	3.1	0.9%
Marion	27,160	1,012	3.7%	1,302.1	20.8	1.6%
Marshall	18,020	439	2.4%	1,054.3	11.0	1.0%
Mason	8,390	250	3.0%	359.8	4.0	1.1%
Mercer	26,910	1,113	4.1%	1,144.4	23.9	2.1%
Mineral	10,660	263	2.5%	461.0	4.4	1.0%

**Total Employment and Earnings Compared to  
Direct Travel-Generated Employment and Earnings by County, 2014p**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Mingo	7,860	252	3.2%	437.2	4.7	1.1%
Monongalia	69,950	2,026	2.9%	3,846.3	51.0	1.3%
Monroe	4,020	175	4.3%	126.0	2.5	2.0%
Morgan	4,810	366	7.6%	159.1	6.7	4.2%
Nicholas	10,350	584	5.6%	456.1	10.2	2.2%
Ohio	32,460	3,358	10.3%	1,563.4	81.6	5.2%
Pendleton	3,110	104	3.4%	104.7	1.9	1.8%
Pleasants	4,160	62	1.5%	227.0	1.0	0.4%
Pocahontas	4,760	1,100	23.1%	156.6	25.9	16.5%
Preston	11,830	349	2.9%	493.8	6.5	1.3%
Putnam	26,790	428	1.6%	1,466.3	9.4	0.6%
Raleigh	40,750	1,904	4.7%	2,059.1	42.1	2.0%
Randolph	15,110	731	4.8%	592.4	14.5	2.4%
Ritchie	5,580	87	1.6%	220.2	1.5	0.7%
Roane	6,630	133	2.0%	174.8	2.2	1.3%
Summers	3,680	259	7.0%	118.9	4.4	3.7%
Taylor	5,160	139	2.7%	206.2	2.8	1.3%
Tucker	3,980	771	19.4%	142.5	14.4	10.1%
Tyler	3,480	82	2.3%	152.1	1.4	0.9%
Upshur	11,190	439	3.9%	466.9	9.5	2.0%
Wayne	11,350	370	3.3%	604.0	7.6	1.3%
Webster	3,050	76	2.5%	115.0	1.1	1.0%
Wetzel	6,170	280	4.5%	221.0	5.0	2.2%
Wirt	1,390	27	2.0%	31.6	0.4	1.4%
Wood	48,790	1,258	2.6%	2,194.3	29.3	1.3%
Wyoming	6,370	194	3.1%	309.8	4.4	1.4%

# Appendices

Appendix A. Regional Travel Impact Model (RTIM) Methodology

Appendix B. Definition of Terms

Appendix C. Travel Industry Business Classifications

### Travel Impact Estimation Procedures

#### Travel Spending

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

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

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

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

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

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

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

**Travel Arrangement Services.** This category consists of travel agencies (NAICS 56151). Employment estimates are based on employment data provided by the Bureau of Labor Statistics. Spending estimates are derived from the 2002 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 2007 Economic Census and the state and county estimates of earnings and employment produced annually by the Bureau of Economic Analysis' Regional Economic Information System (REIS). Earnings includes payroll and other earned benefits of employees, and proprietor income.

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

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

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

### Definition of Terms

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



TRAVEL IMPACT INDUSTRIES MATCHED TO 1997 NAICS

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

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

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

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