

Economic Impact of Travel on West Virginia

2000-2010 Detailed State and County Estimates

September 2011



Photo Credit: West Virginia Division of Tourism

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 2010. 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 valuable 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 2010. Previous estimates may be slightly adjusted when original data sources are revised. Detailed breakouts of travel impacts are provided for 2000 through 2010 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 in 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 70 percent of all travel-generated government revenue accrues to state government in West Virginia. State taxes include the 6 percent state sales tax, the motor fuel tax, income taxes on travel-generated earnings and travel-related business income, and state revenue generated through racetrack video lottery and wagering (distributed by the West Virginia Lottery and the West Virginia Racing Commission). Local taxes consist of the Hotel/Motel Occupancy Tax and the Business & Occupation Tax, levied by municipal governments in West Virginia. The West Virginia Lottery makes distributions to racetrack and non-racetrack counties and municipalities throughout the state.

Transportation Impacts

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

Impact Categories

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including hotel/motel occupancy taxes and other applicable local and state taxes, paid by the traveler at the point of sale.
Total Earnings	The earnings (wage and salary disbursements, earned benefits, and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts.
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 taxes on gaming revenue (levied by the West Virginia Lottery and the West Virginia Racing Commission).

Visitor Categories

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

Report Contents

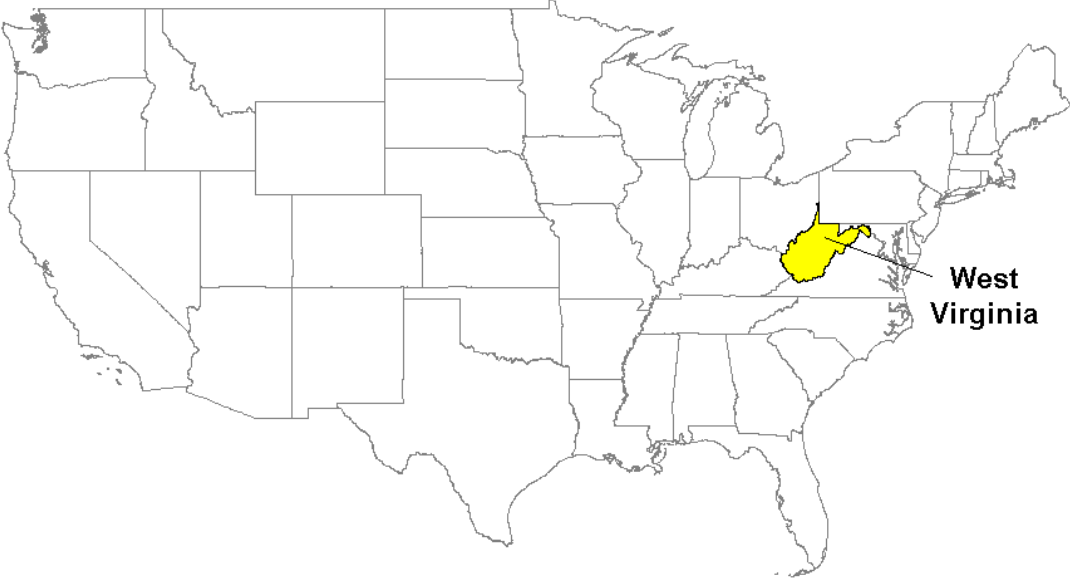
Section II provides an overview of Travel Impacts in the state, detailed estimates for 2000 through 2010, an estimate of gross state product, and the relative impacts for counties measured in terms of the proportion of total earnings and employment that is travel-generated. Section III details estimates 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 2000-2010



West Virginia's \$4.27 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 \$4.27 billion in the 2010 calendar year. This is equivalent to approximately \$11.7 million dollars per day.
- Travel spending in West Virginia has increased by 5.6 percent per year since 2000. In constant dollars (adjusted for inflation), travel spending has increased by 3.1 percent over the same period.
- Visitors who stayed overnight in commercial lodging facilities spent \$1.3 billion in 2010 – or about one-third of all travel spending in the state. Day travelers who spent substantially on gaming and entertainment spent nearly \$2.0 billion, or about one-half (48%) the state total.
- During 2010, visitor spending in West Virginia directly supported about 44,400 jobs with earnings of \$988 million. 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 \$582 million in 2010 (does not include property taxes). Without these government revenues generated travel spending, each household in West Virginia would have had to pay an additional \$783 in state and local taxes to maintain current service levels.

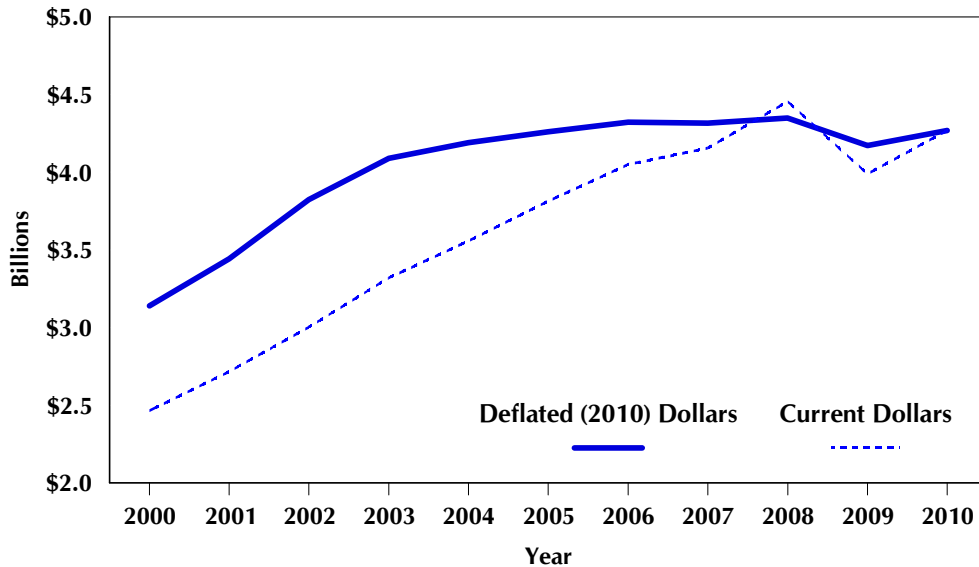
The following tables and graphs document these travel impacts. Detailed travel impact estimates for the state from 2000 to 2010 are found on page 10.

West Virginia Direct Travel Impacts, 2000-2010

	Spending (\$Million)	Earnings (\$Million)	Employment (Thousand)	Gov't Revenue (\$Million)		
				Local	State	Federal
2000	2,464	602	35.1	18.0	279.3	124.0
2001	2,716	657	37.4	21.0	339.0	138.5
2002	3,002	724	39.9	24.4	394.4	134.9
2003	3,319	776	41.7	27.2	447.7	136.8
2004	3,556	802	42.1	30.4	523.5	142.1
2005	3,813	835	43.5	32.2	533.8	143.9
2006	4,048	863	44.0	35.1	550.2	148.6
2007	4,154	897	43.9	37.2	554.4	151.6
2008	4,454	925	44.1	47.3	554.8	156.0
2009	3,989	934	44.0	46.4	543.0	153.8
2010	4,267	988	44.4	51.0	531.4	161.7
<i>Annual Percentage Change</i>						
09-10	7.0	5.8	0.9	9.9	-2.1	5.2
00-10	5.6	5.1	2.4	11.0	6.6	2.7

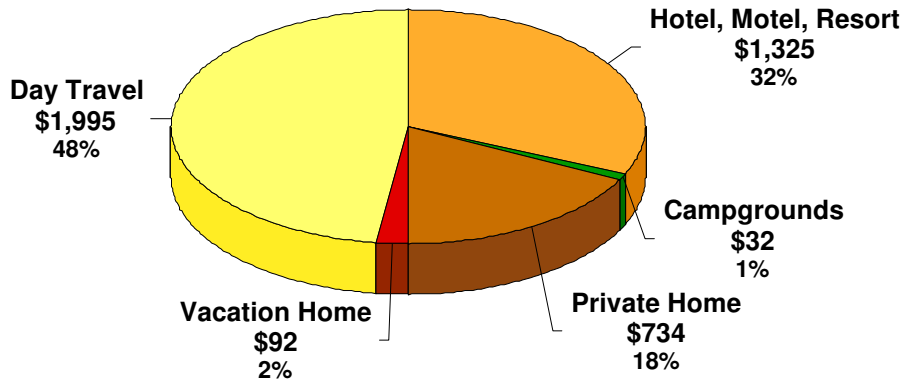
Spending includes passenger air transportation. Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Government revenue includes the state share of racetrack video lottery and wagering, local hotel/motel 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, 2000-2010

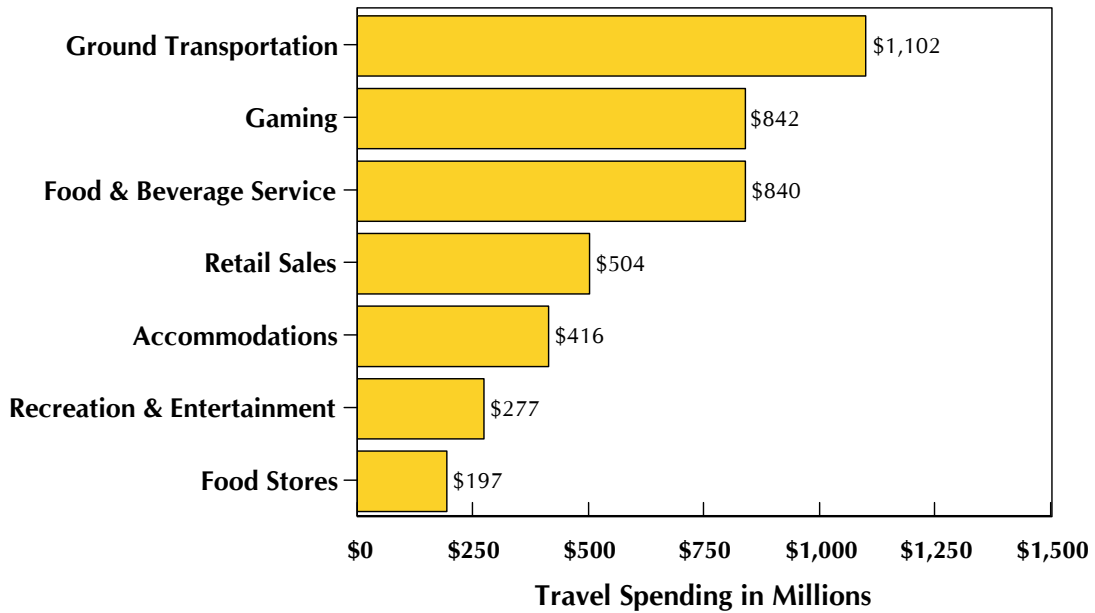


Source: Dean Runyan Associates, Bureau of Labor Statistics and Smith Travel Research.

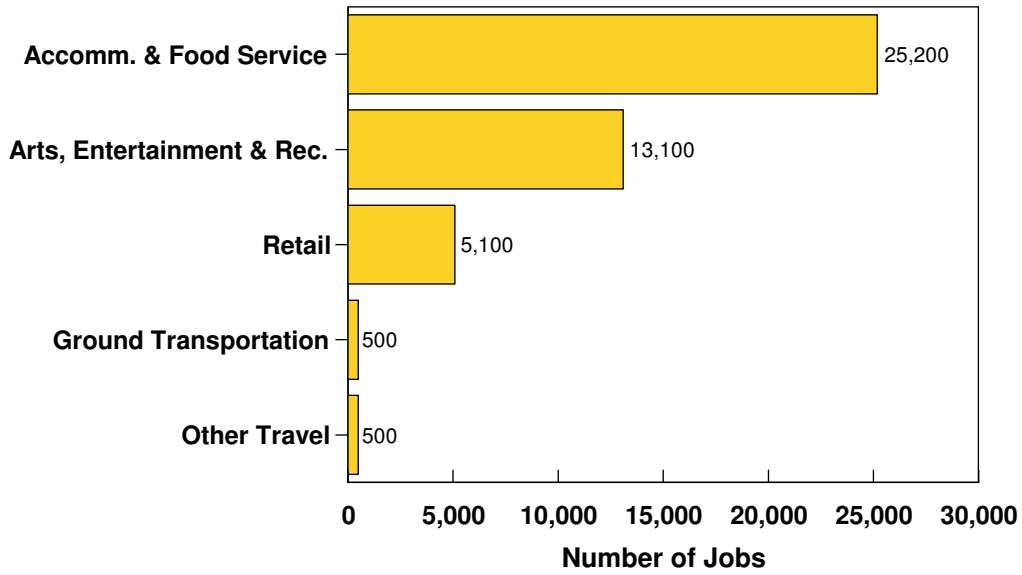
**West Virginia Visitor Spending
by Type of Traveler Accommodation, 2010
(\$ Millions)**



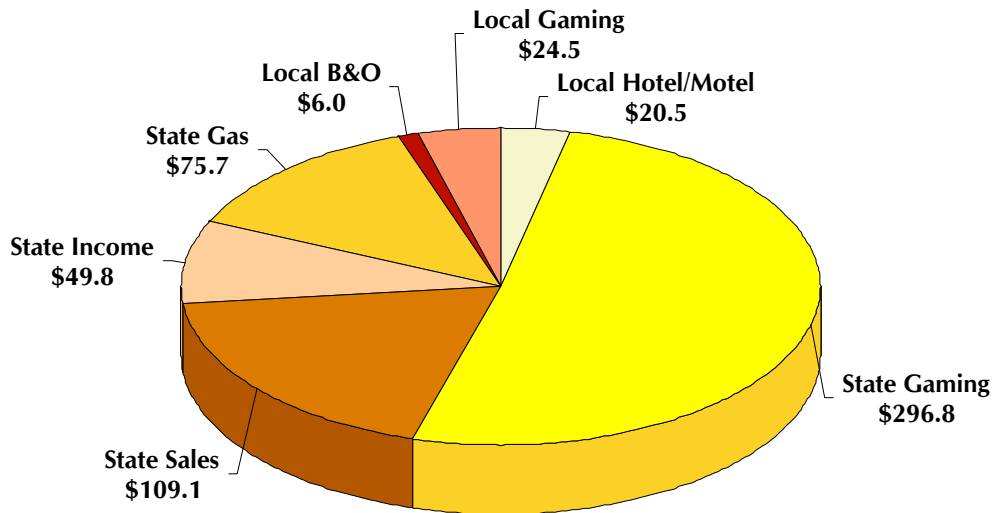
**West Virginia Visitor Spending
by Commodity Purchased, 2010**



West Virginia Direct Employment Generated by Travel Spending, 2010



State and Local Travel-Generated Government Revenue, 2010 (\$ Millions)



West Virginia Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Total Direct Travel Spending (\$Million)							
Destination Spending	2,370	2,926	3,480	3,958	4,364	3,908	4,177
Other Travel*	94	76	76	90	89	81	90
Total Direct Spending	2,464	3,002	3,556	4,048	4,454	3,989	4,267
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	915	998	1,102	1,232	1,406	1,195	1,325
Campground	19	23	24	28	31	28	32
Private Home	464	480	561	659	770	671	734
Vacation Home	62	65	73	84	95	86	92
Day Travel	909	1,360	1,720	1,955	2,062	1,927	1,995
Destination Spending	2,370	2,926	3,480	3,958	4,364	3,908	4,177
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	330	353	373	399	432	387	416
Food Service	477	594	667	727	790	807	840
Food Stores	128	149	162	173	191	191	197
Local Tran. & Gas	438	481	696	980	1,277	898	1,102
Arts, Ent. & Rec.	233	258	273	278	278	267	277
Gaming	368	636	835	915	916	874	842
Retail Sales	396	456	475	487	482	485	504
Destination Spending	2,370	2,926	3,480	3,958	4,364	3,908	4,177
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	301	352	389	428	468	465	488
Arts, Ent. & Rec.	180	231	270	282	300	312	337
Retail**	93	106	109	115	118	120	125
Ground Tran.	10	13	14	15	15	15	15
Other Travel*	18	22	20	24	23	22	23
Total Direct Earnings	602	724	802	863	925	934	988
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	19.6	22.0	23.4	24.8	25.3	25.0	25.2
Arts, Ent. & Rec.	9.4	11.2	12.3	12.7	12.6	12.9	13.1
Retail**	5.0	5.4	5.3	5.4	5.2	5.1	5.1
Ground Tran.	0.5	0.5	0.5	0.5	0.6	0.5	0.5
Other Travel*	0.6	0.7	0.6	0.6	0.5	0.5	0.5
Total Direct Employment	35.1	39.9	42.1	44.0	44.1	44.0	44.4
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	18	24	30	35	47	46	51
State Tax Receipts	279	394	524	550	555	543	531
Federal Tax Receipts	124	135	142	149	156	154	162
Total Direct Gov't Revenue	421	554	696	734	758	743	744

Details may not add to totals due to rounding.

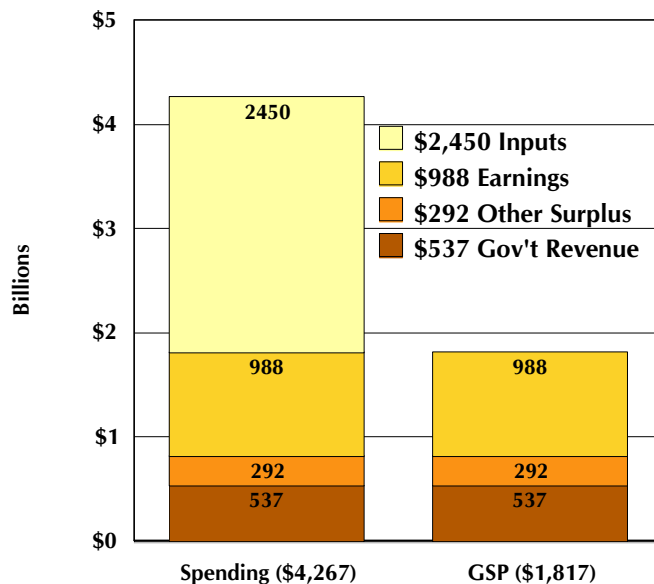
*Other Travel includes air travel and travel agencies. **Retail includes gasoline.

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 3 percent of total state GDP. By way of comparison, the U.S. travel industry comprises about 2.5 percent of national GDP.

About 57 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, 2010



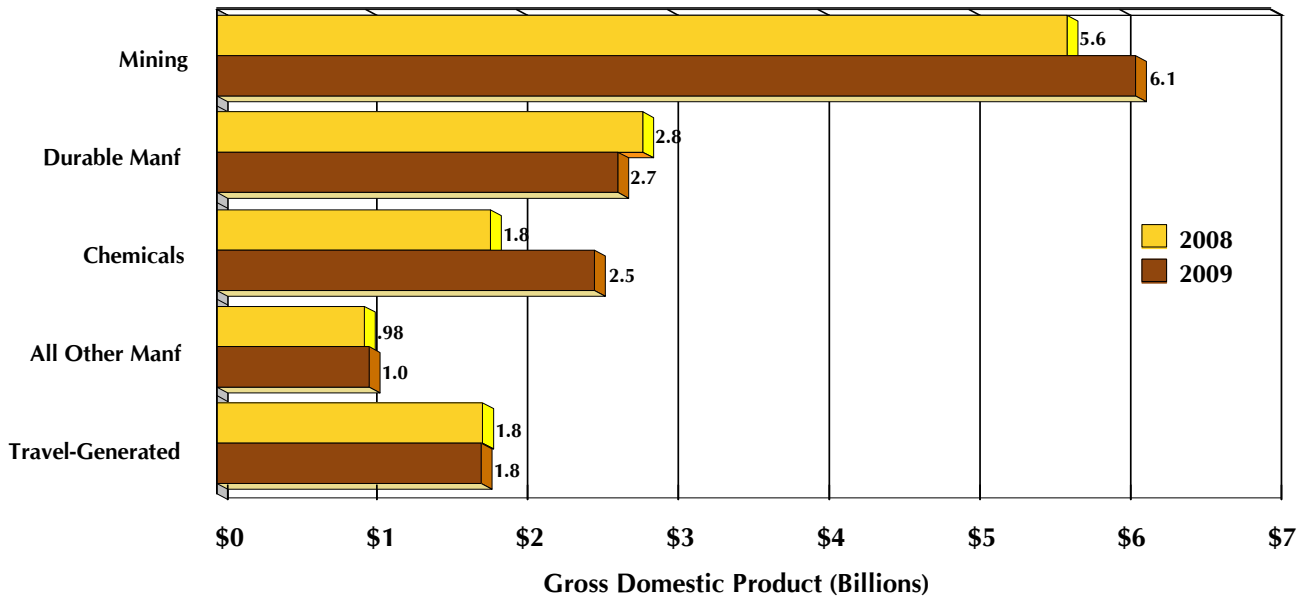
Source: Dean Runyan Associates and Bureau of Economic Analysis

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.

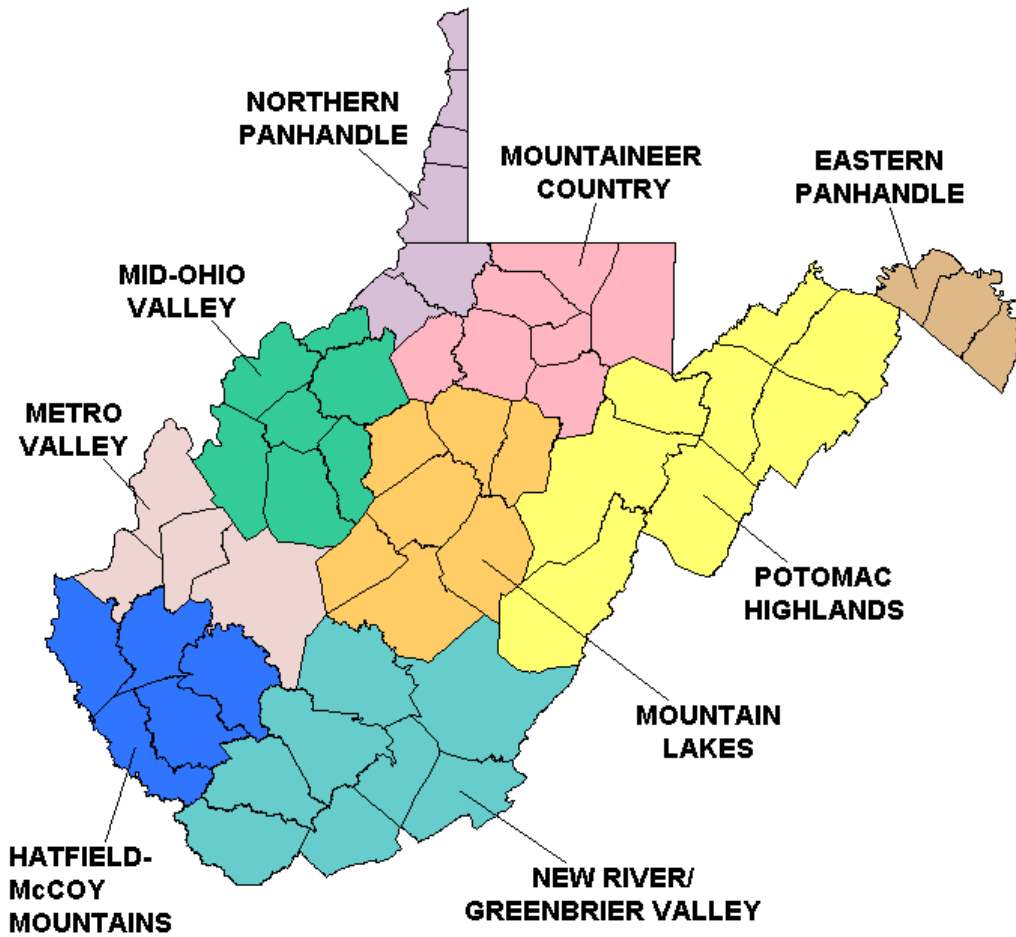
A comparison of the GDP's of the leading export-orientated industries in West Virginia is shown below. The comparison years are for 2008 and 2009 – data for 2010 is not yet available for the comparison industries.

West Virginia Gross Domestic Product, 2008 & 2009
Selected Export-Orientated Industries



Source: Dean Runyan Associates and Bureau of Economic Analysis

III. Regional Travel Impacts 2000-2010



The tables in this section provide detailed estimates for the regions of West Virginia for 2000-2010. 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, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Total Direct Travel Spending (\$Million)							
Destination Spending	458	682	815	847	874	844	798
Other Travel*	2	2	1	1	1	1	1
Total Direct Spending	460	683	816	848	875	845	799
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	62	72	98	102	137	113	114
Campground	0	0	0	0	0	0	1
Private Home	39	40	45	51	57	51	54
Vacation Home	3	3	3	4	4	4	4
Day Travel	353	566	668	690	675	676	625
Destination Spending	458	682	815	847	874	844	798
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	22	24	31	32	37	36	37
Food Service	86	128	150	156	164	175	180
Food Stores	19	27	30	31	33	34	35
Local Tran. & Gas	34	37	55	79	104	71	89
Arts, Ent. & Rec.	13	15	17	17	13	18	18
Gaming	222	365	439	440	436	418	345
Retail Sales	62	86	93	92	87	92	95
Destination Spending	458	682	815	847	874	844	798
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	40.2	57.2	67.5	70.1	75.2	80.1	82.3
Arts, Ent. & Rec.	41.4	62.7	77.5	72.7	79.6	86.0	74.9
Retail**	12.1	16.1	17.3	17.4	17.3	18.1	18.7
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.0	0.8	0.5	0.4	0.3	0.4	0.3
Total Direct Earnings	94.6	136.8	162.8	160.6	172.5	184.6	176.3
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	3.1	4.3	4.8	5.1	4.8	5.1	5.3
Arts, Ent. & Rec.	1.8	2.6	3.0	2.9	2.9	3.1	2.6
Retail**	0.7	0.8	0.9	0.9	0.8	0.8	0.8
Ground Tran.	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
Total Direct Employment	5.7	7.8	8.7	8.9	8.6	9.0	8.6
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.9	7.9	9.9	10.3	12.7	12.4	11.3
State Tax Receipts	94.1	151.4	191.3	189.4	172.8	170.8	144.9
Total Direct Gov't Revenue	99.1	159.3	201.1	199.7	185.4	183.2	156.1

Details may not add to totals due to rounding.

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

Mid-Ohio Valley Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Total Direct Travel Spending (\$Million)							
Destination Spending	121	124	142	164	193	160	176
Other Travel*	1	1	1	1	1	1	1
Total Direct Spending	122	126	143	165	194	160	177
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	49	49	52	55	65	52	56
Campground	1	1	1	2	2	2	2
Private Home	39	41	48	58	67	58	65
Vacation Home	5	5	6	6	7	7	7
Day Travel	27	29	35	43	52	41	47
Destination Spending	121	124	142	164	193	160	176
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	18	17	17	16	18	16	16
Food Service	26	27	28	29	32	32	32
Food Stores	8	8	8	8	9	9	9
Local Tran. & Gas	32	34	51	73	97	66	82
Arts, Ent. & Rec.	14	14	15	15	15	15	15
Gaming	0	0	0	0	0	0	0
Retail Sales	24	24	23	23	23	22	23
Destination Spending	121	124	142	164	193	160	176
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	15.8	16.0	16.1	16.2	17.8	17.5	17.4
Arts, Ent. & Rec.	6.6	6.8	7.1	7.0	7.4	8.1	8.9
Retail**	6.3	6.5	6.4	6.5	6.8	6.9	7.1
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.7	0.7	0.5	0.4	0.4	0.4	0.4
Total Direct Earnings	29.4	30.0	30.1	30.2	32.5	32.9	33.9
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	1.1	1.1	1.1	1.1	1.1	1.0	1.0
Arts, Ent. & Rec.	0.5	0.5	0.5	0.5	0.4	0.5	0.5
Retail**	0.4	0.4	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
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Employment	2.0	1.9	1.9	1.8	1.9	1.8	1.8
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.6	0.6	0.6	0.7	1.5	1.5	1.6
State Tax Receipts	10.0	10.1	10.4	10.8	12.2	11.7	12.1
Total Direct Gov't Revenue	10.6	10.7	11.0	11.4	13.7	13.1	13.7

Details may not add to totals due to rounding.

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

Metro Valley Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Total Direct Travel Spending (\$Million)							
Destination Spending	428	503	558	651	731	674	731
Other Travel*	66	53	59	74	67	60	68
Total Direct Spending	494	556	617	725	797	733	798
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	199	218	231	284	314	308	332
Campground	1	1	1	1	1	1	1
Private Home	111	112	131	152	178	154	168
Vacation Home	3	4	4	5	5	5	5
Day Travel	115	168	191	209	233	206	225
Destination Spending	428	503	558	651	731	674	731
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	65	72	72	84	88	93	97
Food Service	83	100	102	112	120	130	134
Food Stores	18	21	21	23	25	26	27
Local Tran. & Gas	129	147	198	265	333	251	298
Arts, Ent. & Rec.	37	44	46	49	49	53	54
Gaming	27	42	44	42	42	43	42
Retail Sales	67	77	74	76	74	78	81
Destination Spending	428	503	558	651	731	674	731
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	54.5	63.0	63.1	70.6	76.3	83.5	85.7
Arts, Ent. & Rec.	23.5	29.2	31.1	31.5	33.0	39.5	43.3
Retail**	16.3	18.5	17.9	18.7	19.3	20.3	21.1
Ground Tran.	9.9	12.5	13.9	14.9	15.5	14.9	15.2
Other Travel*	9.9	13.0	12.2	15.1	15.0	14.0	14.6
Total Direct Earnings	114.1	136.2	138.3	150.8	159.1	172.2	179.9
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	3.4	3.6	3.5	3.8	3.7	4.0	3.9
Arts, Ent. & Rec.	1.2	1.4	1.7	1.7	1.6	1.8	1.9
Retail**	0.8	0.9	0.8	0.9	0.8	0.8	0.8
Ground Tran.	0.5	0.5	0.5	0.5	0.6	0.5	0.5
Other Travel*	0.3	0.4	0.4	0.3	0.3	0.3	0.3
Total Direct Employment	6.1	6.9	6.9	7.2	7.0	7.4	7.5
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	3.1	3.7	3.8	5.5	6.8	7.4	7.9
State Tax Receipts	41.0	49.8	51.3	54.1	57.8	57.5	58.8
Total Direct Gov't Revenue	44.1	53.5	55.1	59.5	64.6	64.9	66.7

Details may not add to totals due to rounding.

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

Mountain Lakes Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Total Direct Travel Spending (\$Million)							
Destination Spending	99	108	136	162	195	165	187
Other Travel*	0	0	0	0	0	0	0
Total Direct Spending	99	108	136	162	196	165	187
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	37	43	56	65	80	68	79
Campground	5	5	6	7	8	7	8
Private Home	26	27	32	39	45	39	43
Vacation Home	8	8	9	11	12	11	12
Day Travel	24	25	32	41	50	40	46
Destination Spending	99	108	136	162	195	165	187
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	13	15	19	20	23	22	24
Food Service	18	20	24	25	29	30	31
Food Stores	8	8	9	9	10	10	11
Local Tran. & Gas	32	34	51	73	97	66	82
Arts, Ent. & Rec.	11	12	14	15	16	16	16
Gaming	0	0	0	0	0	0	0
Retail Sales	18	18	20	20	21	21	22
Destination Spending	99	108	136	162	195	165	187
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	11.1	12.5	15.0	16.0	18.7	19.0	20.3
Arts, Ent. & Rec.	6.3	7.0	8.1	8.4	9.1	10.4	12.0
Retail**	5.4	5.8	5.9	6.2	6.6	6.8	7.1
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.1	0.1	0.1	0.1	0.1
Total Direct Earnings	23.0	25.5	29.2	30.7	34.5	36.2	39.5
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	0.9	0.9	1.0	1.1	1.1	1.1	1.1
Arts, Ent. & Rec.	0.4	0.5	0.5	0.5	0.5	0.5	0.5
Retail**	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Ground Tran.	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
Total Direct Employment	1.6	1.7	1.8	1.9	1.9	2.0	2.0
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.4	0.4	0.6	0.7	1.6	1.6	1.9
State Tax Receipts	8.5	9.0	10.0	10.6	12.3	12.0	12.7
Total Direct Gov't Revenue	8.9	9.4	10.5	11.3	13.9	13.6	14.7

Details may not add to totals due to rounding.

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

New River/Greenbrier Valley Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Total Direct Travel Spending (\$Million)							
Destination Spending	469	502	529	592	669	495	579
Other Travel*	3	3	1	1	1	1	1
Total Direct Spending	472	505	530	593	670	496	580
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	287	308	309	336	375	249	304
Campground	5	7	6	6	7	6	7
Private Home	79	82	96	112	129	116	127
Vacation Home	9	9	10	11	12	12	12
Day Travel	90	97	108	126	146	111	129
Destination Spending	469	502	529	592	669	495	579
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	105	110	106	111	119	80	93
Food Service	99	109	107	112	123	100	112
Food Stores	25	27	26	26	29	25	27
Local Tran. & Gas	76	83	123	177	234	160	199
Arts, Ent. & Rec.	82	89	88	87	85	65	71
Gaming	0	0	0	0	0	0.6	7
Retail Sales	82	84	78	78	78	64	70
Destination Spending	469	502	529	592	669	495	579
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	77.1	81.5	82.9	92.6	100.6	75.1	86.0
Arts, Ent. & Rec.	46.8	49.3	50.4	53.4	53.0	42.9	55.5
Retail**	17.5	19.0	18.4	19.3	20.0	18.0	19.5
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.4	1.4	0.7	0.5	0.5	0.5	0.5
Total Direct Earnings	142.9	151.2	152.3	165.8	174.1	136.5	161.4
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	3.7	3.8	3.8	4.0	4.2	3.2	3.4
Arts, Ent. & Rec.	2.2	2.3	2.3	2.2	2.2	1.9	2.1
Retail**	0.9	0.9	0.8	0.8	0.8	0.7	0.7
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Total Direct Employment	6.9	7.0	6.9	7.0	7.2	5.8	6.3
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	3.3	3.5	3.4	3.7	6.0	5.0	6.0
State Tax Receipts	35.7	37.3	37.2	39.1	43.2	35.8	41.0
Total Direct Gov't Revenue	39.0	40.8	40.6	42.8	49.2	40.7	46.9

Details may not add to totals due to rounding.

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

Potomac Highlands Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Total Direct Travel Spending (\$Million)							
Destination Spending	198	207	233	246	291	250	270
Other Travel*	0	0	0	0	0	0	0
Total Direct Spending	198	207	234	246	291	250	271
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	106	111	123	119	146	124	133
Campground	3	3	4	4	4	4	5
Private Home	29	30	35	41	46	41	45
Vacation Home	22	22	25	28	31	29	30
Day Travel	38	40	47	53	63	52	58
Destination Spending	198	207	233	246	291	250	270
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	44	45	49	47	56	47	50
Food Service	42	45	49	49	58	54	56
Food Stores	19	20	21	21	24	23	24
Local Tran. & Gas	26	28	42	60	79	54	68
Arts, Ent. & Rec.	27	29	32	31	34	32	32
Gaming	0	0	0	0	0	0	0
Retail Sales	39	40	40	39	41	39	40
Destination Spending	198	207	233	246	291	250	270
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	29.9	31.2	33.8	33.9	40.6	37.5	38.8
Arts, Ent. & Rec.	12.0	12.2	14.0	13.7	15.4	16.4	18.7
Retail**	10.7	11.1	11.3	11.2	12.2	11.9	12.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Total Direct Earnings	52.8	54.7	59.2	58.9	68.3	65.9	69.9
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	2.2	2.2	2.1	2.1	2.3	2.2	2.2
Arts, Ent. & Rec.	1.0	0.9	1.0	1.0	1.0	1.1	1.1
Retail**	0.6	0.6	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
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Employment	3.8	3.7	3.7	3.6	3.8	3.8	3.8
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.2	1.2	1.4	1.3	3.4	3.0	3.3
State Tax Receipts	14.3	14.7	15.8	15.7	18.3	17.0	17.8
Total Direct Gov't Revenue	15.5	16.0	17.1	17.0	21.6	20.0	21.1

Details may not add to totals due to rounding.

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

Eastern Panhandle Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Total Direct Travel Spending (\$Million)							
Destination Spending	303	482	685	839	899	860	914
Other Travel*	1	2	1	1	1	1	1
Total Direct Spending	304	484	687	840	900	861	915
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	73	81	91	104	128	109	111
Campground	1	1	1	1	1	1	1
Private Home	30	32	39	46	52	50	54
Vacation Home	6	6	8	9	10	10	10
Day Travel	193	362	547	680	708	691	738
Destination Spending	303	482	685	839	899	860	914
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	26	27	30	34	41	35	35
Food Service	59	93	128	158	176	189	192
Food Stores	15	21	28	34	38	40	40
Local Tran. & Gas	27	29	44	63	83	57	71
Arts, Ent. & Rec.	15	17	20	22	24	23	23
Gaming	118	229	352	432	438	412	449
Retail Sales	45	65	83	96	98	103	105
Destination Spending	303	482	685	839	899	860	914
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	33.4	48.1	63.3	76.9	87.2	92.4	93.2
Arts, Ent. & Rec.	26.4	44.8	61.0	73.1	80.0	81.2	91.7
Retail**	9.2	12.6	15.4	17.9	18.7	19.6	20.0
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.9	0.7	0.6	0.5	0.5	0.5
Total Direct Earnings	69.5	106.4	140.4	168.4	186.5	193.7	205.4
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	2.2	3.0	3.8	4.5	5.0	5.0	4.8
Arts, Ent. & Rec.	1.3	1.9	2.3	2.9	3.0	2.9	3.2
Retail**	0.5	0.6	0.7	0.8	0.7	0.8	0.8
Ground Tran.	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
Total Direct Employment	4.0	5.5	6.9	8.1	8.7	8.7	8.8
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	3.0	5.5	9.1	10.1	11.4	11.1	13.8
State Tax Receipts	50.9	96.1	179.7	200.5	205.6	204.9	208.4
Total Direct Gov't Revenue	53.9	101.5	188.8	210.5	217.0	215.9	222.2

Details may not add to totals due to rounding.

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

Mountaineer Country Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Total Direct Travel Spending (\$Million)							
Destination Spending	207	223	265	313	348	330	372
Other Travel*	6	4	3	1	2	2	2
Total Direct Spending	213	227	268	315	350	332	373
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	91	102	122	144	148	160	184
Campground	2	2	2	2	3	2	3
Private Home	64	66	76	88	104	89	96
Vacation Home	6	6	7	8	9	8	8
Day Travel	45	47	58	71	83	71	81
Destination Spending	207	223	265	313	348	330	372
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	34	37	43	48	47	55	61
Food Service	47	52	58	63	66	75	81
Food Stores	12	13	14	15	16	18	19
Local Tran. & Gas	47	51	75	108	143	98	122
Arts, Ent. & Rec.	25	27	31	32	32	36	38
Gaming	0	0	0	0	0	0	0
Retail Sales	42	43	45	46	45	49	52
Destination Spending	207	223	265	313	348	330	372
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	30.9	33.9	37.8	41.6	42.9	50.5	54.6
Arts, Ent. & Rec.	13.9	15.2	17.3	18.4	18.3	23.1	27.2
Retail**	10.3	10.9	11.1	11.6	11.8	12.8	13.5
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.1	0.7	0.5	0.6	0.5	0.5	0.5
Total Direct Earnings	56.2	60.6	66.6	72.1	73.5	86.9	95.8
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	2.3	2.3	2.4	2.5	2.4	2.7	2.8
Arts, Ent. & Rec.	0.8	0.9	0.9	0.9	0.8	1.0	1.1
Retail**	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
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Employment	3.7	3.9	3.9	4.0	3.8	4.3	4.4
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.3	1.4	1.6	2.6	3.3	3.9	4.4
State Tax Receipts	16.6	17.4	18.9	20.4	22.1	23.3	25.1
Total Direct Gov't Revenue	17.9	18.8	20.4	23.0	25.4	27.2	29.5

Details may not add to totals due to rounding.

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

Hatfield-McCoy Mountains Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Total Direct Travel Spending (\$Million)							
Destination Spending	86	95	117	144	164	131	150
Other Travel*	15	11	10	10	17	15	17
Total Direct Spending	102	106	126	154	181	146	167
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	12	16	19	23	13	11	13
Campground	1	2	3	4	5	4	5
Private Home	47	49	59	72	91	73	82
Vacation Home	2	2	2	2	3	2	3
Day Travel	25	26	34	43	53	41	47
Destination Spending	86	95	117	144	164	131	150
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	4	5	6	6	3	3	3
Food Service	17	19	21	22	21	22	22
Food Stores	4	5	5	6	6	6	6
Local Tran. & Gas	35	38	57	82	108	74	92
Arts, Ent. & Rec.	8	9	10	11	9	10	10
Gaming	0	0	0	0	0	0	0
Retail Sales	17	18	18	18	17	17	17
Destination Spending	86	95	117	144	164	131	150
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	7.8	8.9	9.5	10.1	9.0	9.3	9.5
Arts, Ent. & Rec.	3.2	3.6	3.9	4.0	3.7	4.2	4.7
Retail**	5.1	5.5	5.4	5.7	5.7	5.9	6.1
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	3.3	4.5	4.4	5.9	5.9	5.4	5.7
Total Direct Earnings	19.3	22.5	23.3	25.7	24.3	24.8	26.1
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	0.7	0.7	0.8	0.8	0.6	0.6	0.6
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Retail**	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
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Employment	1.3	1.4	1.4	1.4	1.2	1.2	1.2
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.1	0.2	0.2	0.3	0.5	0.6	0.8
State Tax Receipts	8.2	8.6	9.1	9.7	10.6	10.2	10.7
Total Direct Gov't Revenue	8.3	8.8	9.3	10.0	11.1	10.8	11.5

Details may not add to totals due to rounding.

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

West Virginia Regional Travel Impacts, 2010

	Northern Panhandle	Mid-Ohio Valley	Metro Valley	Mountain Lakes
Total Direct Travel Spending (\$Million)				
Destination Spending	798.3	176.0	730.6	187.1
Other Travel*	0.7	0.8	67.8	0.2
Total Direct Spending	799.0	176.8	798.4	187.4
Visitor Spending by Type of Traveler Accommodation (\$Million)				
Hotel, Motel	114.0	55.5	331.7	78.6
Campground	0.5	1.9	0.8	8.4
Private Home	54.4	64.7	168.1	42.6
Vacation Home	4.3	7.1	5.1	11.8
Day Travel	625.1	46.8	224.8	45.7
Destination Spending	798.3	176.0	730.6	187.1
Visitor Spending by Commodity Purchased (\$Million)				
Accommodations	36.9	15.8	96.9	24.5
Food Service	179.8	31.8	133.5	31.4
Food Stores	35.2	8.7	26.8	10.7
Local Tran. & Gas	88.6	82.2	297.6	82.4
Arts, Ent. & Rec.	18.2	14.9	53.6	16.5
Gaming	344.8	0.0	41.5	0.0
Retail Sales	94.8	22.5	80.6	21.7
Destination Spending	798.3	176.0	730.6	187.1
Industry Earnings Generated by Travel Spending (\$Million)				
Accom. & Food Serv.	82.3	17.4	85.7	20.3
Arts, Ent. & Rec.	74.9	8.9	43.3	12.0
Retail**	18.7	7.1	21.1	7.1
Ground Tran.	0.0	0.0	15.2	0.0
Other Travel*	0.3	0.4	14.6	0.1
Total Direct Earnings	176.3	33.9	179.9	39.5
Industry Employment Generated by Travel Spending (Thousand Jobs)				
Accom. & Food Serv.	5.3	1.0	3.9	1.1
Arts, Ent. & Rec.	2.6	0.5	1.9	0.5
Retail**	0.8	0.3	0.8	0.3
Ground Tran.	0.0	0.0	0.5	0.0
Other Travel*	0.0	0.0	0.3	0.0
Total Direct Employment	8.6	1.8	7.5	2.0
Government Revenue Generated by Travel Spending (\$Million)				
Local Tax Receipts	11.3	1.6	7.9	1.9
State Tax Receipts	144.9	12.1	58.8	12.7
Total Direct Gov't Revenue	156.1	13.7	66.7	14.7

Details may not add to totals due to rounding.

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

West Virginia Regional Travel Impacts, 2010

	New River/ Greenbrier	Potomac Highlands	Eastern Panhandle	Mountaineer Country	Hatfield- McCoy Mts.
Total Direct Travel Spending (\$Million)					
Destination Spending	578.7	270.3	914.4	371.5	150.2
Other Travel*	0.9	0.3	1.0	1.9	16.6
Total Direct Spending	579.6	270.6	915.4	373.5	166.8
Visitor Spending by Type of Traveler Accommodation (\$Million)					
Hotel, Motel	303.6	133.0	111.4	184.0	12.8
Campground	7.1	4.5	0.6	2.7	5.1
Private Home	127.0	44.5	54.5	95.5	82.4
Vacation Home	12.3	30.3	10.3	8.4	2.7
Day Travel	128.7	57.9	737.6	80.9	47.2
Destination Spending	578.7	270.3	914.4	371.5	150.2
Visitor Spending by Commodity Purchased (\$Million)					
Accommodations	93.3	49.9	34.7	60.8	3.5
Food Service	111.6	56.4	192.1	80.8	22.5
Food Stores	26.7	23.9	40.3	18.7	5.8
Local Tran. & Gas	199.3	67.6	70.9	121.5	91.6
Arts, Ent. & Rec.	70.6	32.5	22.9	37.8	9.7
Gaming	6.9	0.0	448.8	0.0	0.0
Retail Sales	70.3	40.0	104.7	52.0	17.1
Destination Spending	578.7	270.3	914.4	371.5	150.2
Industry Earnings Generated by Travel Spending (\$Million)					
Accom. & Food Serv.	86.0	38.8	93.2	54.6	9.5
Arts, Ent. & Rec.	55.5	18.7	91.7	27.2	4.7
Retail**	19.5	12.3	20.0	13.5	6.1
Ground Tran.	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.5	0.1	0.5	0.5	5.7
Total Direct Earnings	161.4	69.9	205.4	95.8	26.1
Industry Employment Generated by Travel Spending (Thousand Jobs)					
Accom. & Food Serv.	3.4	2.2	4.8	2.8	0.6
Arts, Ent. & Rec.	2.1	1.1	3.2	1.1	0.2
Retail**	0.7	0.5	0.8	0.6	0.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.1
Total Direct Employment	6.3	3.8	8.8	4.4	1.2
Government Revenue Generated by Travel Spending (\$Million)					
Local Tax Receipts	6.0	3.3	13.8	4.4	0.8
State Tax Receipts	41.0	17.8	208.4	25.1	10.7
Total Direct Gov't Revenue	46.9	21.1	222.2	29.5	11.5

Details may not add to totals due to rounding.

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

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IV. County Travel Impacts 2000-2010



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, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Barbour							
Direct Spending (\$Million)	9.1	9.6	11.3	13.5	16.0	13.6	15.3
Earnings (\$Million)	1.8	1.8	1.9	2.0	2.1	2.3	2.4
Employment (jobs)	150	150	150	150	140	140	150
Local Govt. Revenue (\$000)	15	15	15	16	92	102	130
State Govt. Revenue (\$000)	765	781	817	865	986	977	1,027
Berkeley							
Direct Spending (\$Million)	70.9	76.6	88.8	109.2	139.6	110.4	118.8
Earnings (\$Million)	16.9	18.4	19.1	21.7	27.8	24.5	24.8
Employment (jobs)	1,070	1,140	1,050	1,090	1,350	1,160	1,170
Local Govt. Revenue (\$000)	404	431	445	590	1,090	994	993
State Govt. Revenue (\$000)	5,754	6,049	6,368	7,101	8,850	7,829	8,016
Boone							
Direct Spending (\$Million)	15.5	16.4	21.0	27.1	33.5	25.2	29.4
Earnings (\$Million)	2.4	2.5	2.6	2.7	2.9	2.8	3.0
Employment (jobs)	180	180	170	170	160	160	160
Local Govt. Revenue (\$000)	8	9	9	10	83	85	113
State Govt. Revenue (\$000)	1,575	1,604	1,684	1,820	2,123	1,994	2,095
Braxton							
Direct Spending (\$Million)	21.0	22.6	25.8	31.0	36.6	31.3	36.4
Earnings (\$Million)	5.4	5.9	5.8	6.0	6.4	7.2	8.2
Employment (jobs)	340	340	320	330	320	350	360
Local Govt. Revenue (\$000)	83	90	86	90	167	182	228
State Govt. Revenue (\$000)	1,794	1,867	1,903	2,012	2,291	2,280	2,472
Brooke							
Direct Spending (\$Million)	10.8	11.2	12.9	15.1	17.5	13.7	15.2
Earnings (\$Million)	3.7	3.9	4.0	4.1	4.2	4.0	4.2
Employment (jobs)	190	200	200	200	190	170	170
Local Govt. Revenue (\$000)	28	30	31	32	115	121	155
State Govt. Revenue (\$000)	877	895	929	977	1,090	990	1,027
Cabell							
Direct Spending (\$Million)	80.2	83.5	95.7	113.9	125.0	122.3	133.2
Earnings (\$Million)	21.7	22.6	23.7	26.0	26.0	32.2	33.9
Employment (jobs)	1,350	1,310	1,300	1,370	1,270	1,530	1,520
Local Govt. Revenue (\$000)	598	610	654	739	1,260	1,542	1,626
State Govt. Revenue (\$000)	6,336	6,478	6,827	7,454	7,959	8,654	9,017
Calhoun							
Direct Spending (\$Million)	4.3	4.5	5.3	6.3	7.5	6.2	6.9
Earnings (\$Million)	0.9	0.9	1.0	1.0	1.1	1.1	1.2
Employment (jobs)	60	60	70	70	70	70	80
Local Govt. Revenue (\$000)	1	1	1	1	48	53	70
State Govt. Revenue (\$000)	352	360	378	399	453	438	458
Clay							
Direct Spending (\$Million)	3.7	3.9	5.2	6.9	8.7	6.2	7.3
Earnings (\$Million)	0.5	0.6	0.6	0.6	0.7	0.6	0.6
Employment (jobs)	40	40	40	40	40	30	30
Local Govt. Revenue (\$000)	3	3	3	3	50	55	72
State Govt. Revenue (\$000)	403	410	432	468	552	504	531

West Virginia County Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Doddridge							
Direct Spending (\$Million)	4.1	4.3	4.9	5.6	6.4	5.3	5.8
Earnings (\$Million)	0.9	1.0	1.0	1.0	1.1	1.1	1.1
Employment (jobs)	80	60	60	50	50	40	40
Local Govt. Revenue (\$000)	3	3	3	3	50	55	72
State Govt. Revenue (\$000)	306	313	329	343	383	359	373
Fayette							
Direct Spending (\$Million)	37.2	40.5	46.8	58.8	70.6	56.8	67.1
Earnings (\$Million)	8.4	9.3	9.4	10.9	12.3	11.6	13.5
Employment (jobs)	610	650	620	700	710	660	730
Local Govt. Revenue (\$000)	178	200	201	263	621	546	696
State Govt. Revenue (\$000)	3,145	3,316	3,432	3,852	4,471	4,133	4,578
Gilmer							
Direct Spending (\$Million)	4.9	5.2	5.9	7.1	8.2	6.4	7.1
Earnings (\$Million)	0.9	1.0	1.0	1.1	1.2	1.0	1.1
Employment (jobs)	70	70	80	90	80	70	70
Local Govt. Revenue (\$000)	7	7	7	8	64	69	90
State Govt. Revenue (\$000)	386	396	413	440	494	437	457
Grant							
Direct Spending (\$Million)	8.9	9.4	11.5	14.2	17.2	13.0	14.8
Earnings (\$Million)	1.6	1.7	1.8	1.9	2.0	1.8	1.9
Employment (jobs)	140	130	130	140	140	120	120
Local Govt. Revenue (\$000)	9	9	10	10	66	71	93
State Govt. Revenue (\$000)	788	805	855	918	1,059	960	1,003
Greenbrier							
Direct Spending (\$Million)	215.6	226.4	219.7	221.4	214.1	139.7	181.7
Earnings (\$Million)	80.7	82.8	84.9	92.5	86.9	59.4	79.2
Employment (jobs)	2,660	2,640	2,670	2,610	2,450	1,640	1,990
Local Govt. Revenue (\$000)	1,779	1,798	1,711	1,814	1,802	1,219	1,742
State Govt. Revenue (\$000)	14,817	15,324	14,807	14,793	14,202	10,082	13,866
Hampshire							
Direct Spending (\$Million)	18.3	19.2	22.9	27.7	35.9	31.7	34.5
Earnings (\$Million)	3.6	3.8	4.0	4.3	5.6	6.2	6.3
Employment (jobs)	280	290	310	320	390	400	380
Local Govt. Revenue (\$000)	13	14	14	16	105	118	136
State Govt. Revenue (\$000)	1,491	1,529	1,620	1,731	2,179	2,187	2,252
Hancock							
Direct Spending (\$Million)	234.0	350.6	408.1	409.2	425.2	389.5	368.0
Earnings (\$Million)	45.9	68.6	82.6	79.7	88.1	86.9	83.2
Employment (jobs)	2,780	3,870	4,450	4,680	4,590	4,570	4,490
Local Govt. Revenue (\$000)	2,743	4,310	5,212	5,171	6,593	5,959	5,623
State Govt. Revenue (\$000)	54,711	85,411	102,393	99,099	93,109	86,827	75,600
Hardy							
Direct Spending (\$Million)	12.2	14.3	17.5	18.9	21.0	22.1	23.1
Earnings (\$Million)	2.5	3.1	3.6	3.5	3.6	4.8	4.8
Employment (jobs)	210	250	270	290	250	330	310
Local Govt. Revenue (\$000)	31	48	63	55	108	148	163
State Govt. Revenue (\$000)	928	1,057	1,193	1,184	1,285	1,493	1,503

West Virginia County Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Harrison							
Direct Spending (\$Million)	57.5	59.5	65.1	75.4	98.5	94.3	111.1
Earnings (\$Million)	14.3	15.3	15.5	16.8	22.1	25.4	30.2
Employment (jobs)	920	940	890	880	1,060	1,190	1,330
Local Govt. Revenue (\$000)	368	391	395	724	1,162	1,297	1,609
State Govt. Revenue (\$000)	4,196	4,370	4,492	4,855	6,165	6,476	7,366
Jackson							
Direct Spending (\$Million)	23.8	25.0	28.8	33.6	42.5	34.6	39.2
Earnings (\$Million)	4.8	5.0	4.9	4.7	5.8	5.9	6.2
Employment (jobs)	350	350	340	330	370	350	370
Local Govt. Revenue (\$000)	97	98	94	152	269	256	289
State Govt. Revenue (\$000)	2,070	2,113	2,161	2,215	2,696	2,572	2,707
Jefferson							
Direct Spending (\$Million)	211.2	381.8	570.2	700.1	729.3	723.5	769.6
Earnings (\$Million)	45.5	79.9	112.8	137.8	150.4	161.1	172.6
Employment (jobs)	2,500	3,940	5,370	6,590	6,930	7,080	7,170
Local Govt. Revenue (\$000)	2,482	4,875	8,460	9,298	10,170	9,914	12,601
State Govt. Revenue (\$000)	43,545	88,236	171,477	191,413	194,788	195,217	198,612
Kanawha							
Direct Spending (\$Million)	366.1	422.8	458.9	531.4	576.7	536.7	579.8
Earnings (\$Million)	83.3	104.1	104.7	114.0	121.9	128.8	134.3
Employment (jobs)	4,170	4,910	5,000	5,150	5,070	5,260	5,290
Local Govt. Revenue (\$000)	2,433	3,046	3,071	4,666	5,285	5,568	5,876
State Govt. Revenue (\$000)	30,134	38,748	39,637	41,329	43,840	43,117	43,786
Lewis							
Direct Spending (\$Million)	15.4	18.5	29.3	34.4	41.4	37.7	41.7
Earnings (\$Million)	3.8	4.7	7.7	8.5	10.1	10.5	11.5
Employment (jobs)	260	320	440	450	480	490	500
Local Govt. Revenue (\$000)	77	104	201	229	570	559	624
State Govt. Revenue (\$000)	1,254	1,436	2,040	2,239	2,646	2,609	2,796
Lincoln							
Direct Spending (\$Million)	9.4	9.9	11.9	14.6	17.5	14.3	16.1
Earnings (\$Million)	1.7	1.8	1.9	2.0	2.1	2.2	2.3
Employment (jobs)	160	160	140	140	140	140	140
Local Govt. Revenue (\$000)	0	0	0	0	55	62	82
State Govt. Revenue (\$000)	828	847	888	949	1,089	1,057	1,104
Logan							
Direct Spending (\$Million)	27.7	31.8	39.8	49.1	51.8	44.2	51.3
Earnings (\$Million)	5.2	6.3	6.7	6.9	5.0	6.7	7.1
Employment (jobs)	320	370	390	370	240	310	320
Local Govt. Revenue (\$000)	69	98	113	171	150	241	289
State Govt. Revenue (\$000)	2,654	2,871	3,066	3,275	3,287	3,410	3,610
McDowell							
Direct Spending (\$Million)	13.9	14.6	18.0	22.3	26.9	20.8	23.8
Earnings (\$Million)	2.4	2.5	2.6	2.7	2.8	2.7	2.8
Employment (jobs)	190	190	190	190	180	160	160
Local Govt. Revenue (\$000)	46	48	49	51	179	241	313
State Govt. Revenue (\$000)	1,296	1,317	1,383	1,474	1,691	1,592	1,665

West Virginia County Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Marion							
Direct Spending (\$Million)	38.4	40.9	45.2	56.2	55.5	57.7	67.7
Earnings (\$Million)	10.2	10.9	10.6	12.1	9.5	14.4	16.8
Employment (jobs)	710	750	680	740	530	750	810
Local Govt. Revenue (\$000)	202	227	212	349	417	398	501
State Govt. Revenue (\$000)	3,118	3,239	3,261	3,658	3,491	4,128	4,585
Marshall							
Direct Spending (\$Million)	15.9	16.7	19.9	23.8	28.0	23.1	26.0
Earnings (\$Million)	5.1	5.3	5.6	5.8	6.0	6.5	7.0
Employment (jobs)	260	250	260	270	260	260	260
Local Govt. Revenue (\$000)	20	22	23	22	27	28	31
State Govt. Revenue (\$000)	1,362	1,392	1,461	1,537	1,737	1,688	1,765
Mason							
Direct Spending (\$Million)	13.3	14.0	16.5	19.8	23.4	18.6	20.8
Earnings (\$Million)	2.8	3.0	3.1	3.2	3.4	3.3	3.4
Employment (jobs)	190	220	210	230	230	210	210
Local Govt. Revenue (\$000)	16	17	18	19	111	158	210
State Govt. Revenue (\$000)	1,115	1,143	1,197	1,273	1,449	1,347	1,404
Mercer							
Direct Spending (\$Million)	64.2	66.6	75.3	94.2	108.6	81.0	89.9
Earnings (\$Million)	15.7	16.2	16.1	18.6	19.7	16.5	17.1
Employment (jobs)	1,050	1,070	1,010	1,100	1,080	880	900
Local Govt. Revenue (\$000)	388	390	389	479	967	687	736
State Govt. Revenue (\$000)	5,296	5,382	5,508	6,194	6,917	5,954	6,193
Mineral							
Direct Spending (\$Million)	12.5	13.0	14.9	16.7	21.2	19.3	20.4
Earnings (\$Million)	2.7	2.8	2.9	2.9	3.7	4.1	4.1
Employment (jobs)	220	210	200	220	250	260	240
Local Govt. Revenue (\$000)	26	24	25	22	128	140	168
State Govt. Revenue (\$000)	957	978	1,024	1,054	1,309	1,321	1,341
Mingo							
Direct Spending (\$Million)	15.6	16.5	19.7	24.0	28.3	20.0	22.9
Earnings (\$Million)	3.3	3.5	3.6	3.8	4.0	3.0	3.2
Employment (jobs)	240	230	240	250	230	170	180
Local Govt. Revenue (\$000)	39	41	42	45	128	99	132
State Govt. Revenue (\$000)	1,369	1,407	1,474	1,577	1,782	1,512	1,587
Monongalia							
Direct Spending (\$Million)	78.9	86.0	110.1	126.1	128.6	123.0	128.8
Earnings (\$Million)	23.1	25.4	31.2	33.2	31.1	35.7	36.0
Employment (jobs)	1,400	1,490	1,640	1,670	1,480	1,650	1,560
Local Govt. Revenue (\$000)	619	678	886	1,431	1,352	1,716	1,706
State Govt. Revenue (\$000)	6,117	6,514	7,689	8,230	8,222	8,624	8,696
Monroe							
Direct Spending (\$Million)	7.0	7.3	8.0	8.8	9.9	9.2	9.6
Earnings (\$Million)	1.7	1.8	1.9	2.0	2.1	2.2	2.3
Employment (jobs)	130	130	130	120	130	130	130
Local Govt. Revenue (\$000)	1	1	1	1	56	63	83
State Govt. Revenue (\$000)	467	482	505	518	574	571	587

West Virginia County Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Morgan							
Direct Spending (\$Million)	22.3	25.2	27.6	31.0	30.8	26.7	27.0
Earnings (\$Million)	7.2	8.2	8.5	9.0	8.3	8.2	7.9
Employment (jobs)	410	440	440	440	430	430	430
Local Govt. Revenue (\$000)	131	152	156	165	189	177	186
State Govt. Revenue (\$000)	1,619	1,790	1,862	1,969	1,919	1,806	1,768
Nicholas							
Direct Spending (\$Million)	33.1	35.1	42.2	49.9	61.3	51.6	59.4
Earnings (\$Million)	6.7	7.1	7.5	7.5	8.7	9.3	10.2
Employment (jobs)	540	530	550	540	560	600	630
Local Govt. Revenue (\$000)	165	172	186	301	481	489	570
State Govt. Revenue (\$000)	2,901	2,987	3,161	3,300	3,903	3,819	4,099
Ohio							
Direct Spending (\$Million)	181.9	287.4	354.5	374.7	375.7	394.4	361.3
Earnings (\$Million)	36.0	55.2	66.7	66.6	69.7	82.6	76.6
Employment (jobs)	2,160	3,170	3,460	3,430	3,210	3,710	3,390
Local Govt. Revenue (\$000)	2,060	3,490	4,529	4,974	5,689	5,976	5,046
State Govt. Revenue (\$000)	35,780	62,273	85,004	86,186	75,047	79,521	64,528
Pendleton							
Direct Spending (\$Million)	5.0	5.6	6.3	7.2	8.8	7.5	8.1
Earnings (\$Million)	1.4	1.6	1.6	1.6	1.9	1.9	1.9
Employment (jobs)	110	120	120	110	130	130	110
Local Govt. Revenue (\$000)	17	21	21	21	99	101	116
State Govt. Revenue (\$000)	404	436	446	463	548	530	540
Pleasants							
Direct Spending (\$Million)	3.9	4.1	4.9	5.9	7.0	5.2	5.9
Earnings (\$Million)	0.7	0.7	0.8	0.8	0.8	0.7	0.8
Employment (jobs)	50	60	60	60	60	50	50
Local Govt. Revenue (\$000)	5	5	6	6	62	67	88
State Govt. Revenue (\$000)	337	344	361	385	436	390	406
Pocahontas							
Direct Spending (\$Million)	77.2	83.8	92.1	85.4	100.9	78.0	85.1
Earnings (\$Million)	20.9	22.4	25.1	23.6	28.3	22.8	25.0
Employment (jobs)	1,340	1,360	1,320	1,180	1,330	1,160	1,210
Local Govt. Revenue (\$000)	686	735	812	730	1,756	1,301	1,448
State Govt. Revenue (\$000)	5,101	5,488	5,984	5,464	6,460	5,128	5,553
Preston							
Direct Spending (\$Million)	17.4	18.4	22.1	27.3	33.3	27.4	32.5
Earnings (\$Million)	3.8	4.0	4.2	4.6	5.3	5.4	6.3
Employment (jobs)	290	290	290	310	320	320	340
Local Govt. Revenue (\$000)	19	21	23	30	166	189	293
State Govt. Revenue (\$000)	1,502	1,545	1,629	1,768	2,077	1,992	2,198
Putnam							
Direct Spending (\$Million)	34.1	36.0	45.7	59.8	72.4	55.7	64.6
Earnings (\$Million)	6.2	6.5	6.8	7.6	7.7	7.9	8.3
Employment (jobs)	400	410	410	430	410	400	410
Local Govt. Revenue (\$000)	35	33	32	49	155	146	182
State Govt. Revenue (\$000)	3,390	3,443	3,632	4,000	4,586	4,349	4,568

West Virginia County Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Raleigh							
Direct Spending (\$Million)	103.1	115.7	123.3	140.8	182.3	141.9	155.6
Earnings (\$Million)	27.0	30.8	29.8	31.5	41.4	35.1	37.2
Employment (jobs)	1,660	1,820	1,750	1,770	2,100	1,790	1,790
Local Govt. Revenue (\$000)	805	918	906	965	2,017	1,852	1,986
State Govt. Revenue (\$000)	7,945	8,681	8,686	9,214	11,688	10,003	10,525
Randolph							
Direct Spending (\$Million)	25.8	27.0	30.0	35.2	43.4	40.0	44.5
Earnings (\$Million)	7.7	8.1	8.1	8.6	10.3	11.7	12.8
Employment (jobs)	560	550	540	560	600	650	650
Local Govt. Revenue (\$000)	113	118	116	129	411	451	525
State Govt. Revenue (\$000)	2,015	2,071	2,115	2,258	2,715	2,787	2,963
Ritchie							
Direct Spending (\$Million)	3.9	4.0	4.7	5.5	6.2	5.8	6.5
Earnings (\$Million)	1.3	1.3	1.4	1.5	1.5	1.8	1.9
Employment (jobs)	110	110	100	100	100	110	110
Local Govt. Revenue (\$000)	11	12	12	13	116	133	173
State Govt. Revenue (\$000)	301	307	324	343	380	396	422
Roane							
Direct Spending (\$Million)	8.1	8.5	9.9	11.9	13.8	10.7	12.0
Earnings (\$Million)	1.6	1.7	1.7	1.8	1.9	1.7	1.8
Employment (jobs)	120	120	120	140	130	110	110
Local Govt. Revenue (\$000)	14	14	15	16	72	77	99
State Govt. Revenue (\$000)	662	678	710	758	852	770	801
Summers							
Direct Spending (\$Million)	14.0	16.0	16.6	17.4	20.9	18.1	19.0
Earnings (\$Million)	3.8	4.5	4.2	4.0	4.7	4.7	4.7
Employment (jobs)	270	300	300	290	300	300	310
Local Govt. Revenue (\$000)	107	125	118	111	282	262	275
State Govt. Revenue (\$000)	1,036	1,152	1,131	1,105	1,306	1,235	1,251
Taylor							
Direct Spending (\$Million)	8.0	8.2	9.2	10.8	12.1	10.8	12.2
Earnings (\$Million)	2.1	2.2	2.2	2.3	2.3	2.6	2.9
Employment (jobs)	160	140	140	150	150	140	150
Local Govt. Revenue (\$000)	29	29	28	31	98	102	135
State Govt. Revenue (\$000)	615	625	640	686	747	753	811
Tucker							
Direct Spending (\$Million)	38.2	34.9	38.5	40.8	43.0	38.7	40.1
Earnings (\$Million)	12.4	11.3	12.1	12.4	12.8	12.6	13.0
Employment (jobs)	850	720	740	730	710	690	670
Local Govt. Revenue (\$000)	324	279	306	318	690	651	693
State Govt. Revenue (\$000)	2,598	2,369	2,544	2,609	2,728	2,566	2,622
Tyler							
Direct Spending (\$Million)	3.7	3.9	4.6	5.4	6.3	3.6	4.1
Earnings (\$Million)	1.0	1.1	1.1	1.2	1.2	0.6	0.6
Employment (jobs)	70	70	90	80	80	40	40
Local Govt. Revenue (\$000)	14	15	15	17	82	87	113
State Govt. Revenue (\$000)	307	316	330	351	393	273	285

West Virginia County Travel Impacts, 2000-2010

	2000	2002	2004	2006	2008	2009	2010
Upshur							
Direct Spending (\$Million)	16.2	17.8	21.1	25.0	29.4	25.1	27.4
Earnings (\$Million)	4.7	5.3	5.7	6.0	6.6	6.9	7.3
Employment (jobs)	280	320	310	310	350	340	330
Local Govt. Revenue (\$000)	53	63	72	78	197	195	211
State Govt. Revenue (\$000)	1,325	1,408	1,506	1,606	1,831	1,780	1,835
Wayne							
Direct Spending (\$Million)	33.5	31.6	33.7	39.3	49.7	42.5	47.1
Earnings (\$Million)	6.7	8.5	8.6	10.3	10.3	10.0	10.5
Employment (jobs)	410	460	470	460	420	410	410
Local Govt. Revenue (\$000)	27	31	32	37	102	109	139
State Govt. Revenue (\$000)	1,741	1,888	1,944	2,097	2,321	2,231	2,327
Webster							
Direct Spending (\$Million)	5.0	5.3	6.6	8.3	10.0	6.9	8.1
Earnings (\$Million)	0.8	0.9	0.9	0.9	1.0	0.7	0.7
Employment (jobs)	70	80	70	70	70	50	50
Local Govt. Revenue (\$000)	10	10	11	11	76	82	107
State Govt. Revenue (\$000)	469	480	504	539	622	530	558
Wetzel							
Direct Spending (\$Million)	13.3	13.4	15.5	19.6	22.3	20.5	24.4
Earnings (\$Million)	2.8	2.7	2.8	3.2	3.3	3.9	4.7
Employment (jobs)	220	210	200	230	220	250	280
Local Govt. Revenue (\$000)	53	50	51	67	157	239	314
State Govt. Revenue (\$000)	1,107	1,095	1,135	1,273	1,399	1,477	1,655
Wirt							
Direct Spending (\$Million)	1.1	1.1	1.2	1.2	1.3	1.3	1.3
Earnings (\$Million)	0.3	0.3	0.4	0.4	0.4	0.4	0.4
Employment (jobs)	20	20	20	20	20	20	20
Local Govt. Revenue (\$000)	0	0	0	0	47	52	69
State Govt. Revenue (\$000)	61	63	66	67	70	71	73
Wood							
Direct Spending (\$Million)	77.2	78.4	88.2	100.4	115.4	96.6	105.0
Earnings (\$Million)	19.8	19.9	20.0	19.9	20.9	21.3	21.6
Employment (jobs)	1,220	1,200	1,130	1,100	1,080	1,080	1,040
Local Govt. Revenue (\$000)	499	482	483	477	870	846	858
State Govt. Revenue (\$000)	6,222	6,225	6,383	6,588	7,326	7,019	7,192
Wyoming							
Direct Spending (\$Million)	16.9	17.9	22.6	29.0	36.4	28.3	32.8
Earnings (\$Million)	3.1	3.3	3.4	3.7	4.2	4.3	4.6
Employment (jobs)	240	200	190	200	220	210	210
Local Govt. Revenue (\$000)	22	24	26	32	110	111	140
State Govt. Revenue (\$000)	1,656	1,691	1,782	1,939	2,311	2,191	2,309

**Total Employment and Earnings Compared to Direct
Travel-Generated Employment and Earnings by County, 2010**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Barbour	5,960	154	2.6%	175	2.4	1.4%
Berkeley	40,040	1,174	2.9%	1,767	24.8	1.4%
Boone	10,780	164	1.5%	648	2.9	0.5%
Braxton	5,880	365	6.2%	196	8.2	4.2%
Brooke	11,480	179	1.6%	437	4.2	1.0%
Cabell	65,960	1,530	2.3%	2,891	33.9	1.2%
Calhoun	3,580	81	2.3%	82	1.2	1.4%
Clay	2,720	34	1.3%	109	0.6	0.6%
Doddridge	3,010	49	1.6%	60	1.1	1.8%
Fayette	16,930	737	4.4%	643	13.5	2.1%
Gilmer	3,690	71	1.9%	135	1.1	0.8%
Grant	5,780	127	2.2%	219	1.9	0.9%
Greenbrier	19,160	1,802	9.4%	662	71.0	10.7%
Hampshire	7,570	388	5.1%	206	6.3	3.1%
Hancock	13,090	4,492	34.3%	527	83.2	15.8%
Hardy	7,720	317	4.1%	241	4.8	2.0%
Harrison	45,570	1,336	2.9%	2,187	30.2	1.4%
Jackson	11,540	374	3.2%	397	6.2	1.6%
Jefferson	21,230	7,178	33.8%	790	172.6	21.9%
Kanawha	134,550	5,297	3.9%	6,888	134.2	1.9%
Lewis	9,100	508	5.6%	427	11.5	2.7%
Lincoln	4,900	146	3.0%	191	2.3	1.2%
Logan	13,830	253	1.8%	635	5.5	0.9%
McDowell	7,190	165	2.3%	364	2.8	0.8%
Marion	28,040	813	2.9%	1,214	16.8	1.4%
Marshall	18,640	260	1.4%	723	7.0	1.0%
Mason	9,470	212	2.2%	381	3.4	0.9%
Mercer	29,060	904	3.1%	1,099	17.1	1.6%

**Total Employment and Earnings Compared to Direct
Travel-Generated Employment and Earnings by County, 2010**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Mineral	10,730	250	2.3%	415	4.1	1.0%
Mingo	10,340	186	1.8%	588	3.2	0.5%
Monongalia	67,100	1,563	2.3%	3,433	36.0	1.0%
Monroe	4,190	130	3.1%	117	2.3	2.0%
Morgan	4,790	432	9.0%	161	7.9	4.9%
Nicholas	11,220	632	5.6%	451	10.2	2.3%
Ohio	33,590	3,391	10.1%	1,342	76.6	5.7%
Pendleton	3,230	115	3.6%	101	1.9	1.9%
Pleasants	4,070	52	1.3%	170	0.8	0.4%
Pocahontas	4,890	1,220	24.9%	142	25.0	17.7%
Preston	11,300	350	3.1%	388	6.3	1.6%
Putnam	26,040	419	1.6%	1,264	8.3	0.7%
Raleigh	40,900	1,791	4.4%	1,871	37.2	2.0%
Randolph	15,240	660	4.3%	546	12.8	2.3%
Ritchie	5,430	116	2.1%	173	1.9	1.1%
Roane	7,010	115	1.6%	160	1.8	1.1%
Summers	3,940	316	8.0%	114	4.7	4.1%
Taylor	4,560	152	3.3%	143	2.9	2.0%
Tucker	3,390	680	20.1%	95	13.0	13.6%
Tyler	3,410	42	1.2%	130	0.6	0.5%
Upshur	12,000	333	2.8%	442	7.3	1.6%
Wayne	12,100	413	3.4%	568	10.5	1.8%
Webster	3,000	57	1.9%	121	0.7	0.6%
Wetzel	5,930	282	4.8%	179	4.6	2.6%
Wirt	1,440	28	1.9%	33	0.4	1.3%
Wood	49,240	1,041	2.1%	2,003	21.6	1.1%
Wyoming	6,690	214	3.2%	303	4.6	1.5%
West Virginia	922,240	44,087	4.8%	39,749	978	2.5%

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Appendices

Appendix A. Regional Travel Impact Model (RTIM) Methodology

Appendix B. Definition of Terms

Appendix C. Travel Industry Business Classifications

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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 enterprises (e.g., park systems) are included in this classification.

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

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