Study Prepared for the National Park Service

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Executive Synthesis

Tourism, Heritage Tourism, And Enhancing Knowledge of

Route 66 Tourism

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DRAFT, NOT FOR QUOTATION

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STUDY FRAMEWORK AND OBJECTIVES

* The famed Route 66 travels about 2,400 miles through eight states (running east to west): Illinois (IL), Missouri (MS), Kansas (KS), Oklahoma (OK), Texas (TX), Arizona (AZ), New Mexico (NM), and California (CA).
* This study by Rutgers University first examines tourism and heritage tourism in the eight Route 66 states, including the significant economic impacts from such travel activity. Tourism associated with Route 66 is one component of both the total travel and heritage travel in the eight Route 66 states. It would be helpful to better understand and quantify the specific Route 66 travel and a possible strategy for realizing that is considered in a reconnaissance fashion by the current Rutgers investigation.
* Our three major findings are:
  + *One*—The eight Route 66 states comprise a colossal travel market, collectively accounting for about 30 percent of the huge entire United States travel activity and attendant positive tourism-related economic impacts. In 2015, the eight states collectively captured $289 billion in travel expenditures, which supported 2.4 million jobs with $73 billion payroll, and generated $44 billion in taxes ($24 billion federal, $13 billion state, and $7 billion local government).
  + *Two*—Heritage tourism, one aspect of Route 66 travel—is an important and growing share of the travel market. A conservative (lower threshold) estimate in 2015 of spending that is directly related to heritage travel in all the eight Route 66 states is $14.5 billion. Using a Preservation Economic Impact Model (PEIM) developed by Rutgers for the National Park Service, we can quantify the total (direct and multiplier or secondary) significant impacts of the $14.5 billion heritage travel spending in the Mother Road states on the national and state economies with respect to jobs, income, wealth creation (Gross Domestic Product—GDP) and economic activity (economic output). These impacts are:

Table 1

|  |  |  |
| --- | --- | --- |
|  | **Eight Route 66 State Heritage Travel ($14.472 Billion) Economic Impacts** | |
|  | *National Impacts* | *Impacts to Eight Route 66 States* |
| Total (Direct and Multiplier) Impacts | |  |
|  |  |  |
| Jobs (person-years, in  thousands) | 263 | 232 |
| Income ($ billion) | 6.9 | 5.6 |
| Output ($ billion) | 23.4 | 18.3 |
| GDP ($ billion) | 10.8 | 8.7 |
| Taxes ($ billion) | 3.1 | 2.8 |
| * Federal ($ billion) | 1.8 | 1.7 |
| * State ($ billion) | 0.7 | 0.7 |
| * Local ($ billion) | 0.6 | 0.4 |

* + *Three*—It would be advantageous to regularly secure specific Route 66 traveler information (e.g., traveler numbers, origin, profile, and spending), however, that information is currently unavailable. With better information, much could be learned, such as how to attract more tourism on the Mother Road and to quantify the economic contribution of the specific Route 66 travel (as was done with the PEIM concerning heritage travel in the eight Route 66 states).To further this goal, Rutgers has identified in a reconnaissance fashion a number of ways to ascertain Route 66 traveler data from ongoing surveys done for state tourism departments and related purposes by professional firms highly respected by the travel industry. These include:
    - 1—Kantar TNS and its TravelsAmerica survey.
    - 2—MMGY Global and its Portrait of the American Travelers
    - 3—D.K. Shifflets and Associates (DKSA) and its regular travel surveys

For example, the TravelsAmerica survey has a long list of “trip activities” (e.g., “visit museums, historic sites, and national parks”). If “visit Route 66 “could be added to this list of trip activities, then specific Mother Road travelers could be identified with respect to origin, household profile, trip spending, and other characteristics. Rutgers reconnaissance discussion with Kantar, MMGY and DKSA indicates a real possibility of gleaning Route 66 travel information from their survey activities and this warrants further investigation by the Route 66 community.

TRAVEL IN THE EIGHT ROUTE 66 STATES

* Before detailing travel in the eight Route 66 States, it is instructive for context to describe the total national travel activity.
* There is huge travel activity and tourism expenditures in the United States (U.S.). According to the U.S. Travel Association, total U.S. travel in 2015 encompassed 2.3 billion person trips and generated $947 billion in travel expenditures. Those outlays, in turn, supported 8.2 million jobs with $232 billion payroll, and generated $148 billion in tax revenues ($81 billion federal, $41 billion state, and $26 billion local government) (Tables 2 and 4).
* The scale of U.S. travel and tourism outlays and economic impacts have grown considerably over time. From 2005 to 2015, travel expenditures in the U.S. increased (not adjusted for inflation) almost $300 billion or nearly 50 percent from $654 billion (2005) to $947 billion (2015) and there were significant increases in person trips, and travel- related employment, payroll, and taxes. (See Table 2 for details.) The travel industry is truly an economic dynamo.
* The eight Route 66 states contain many world-class natural and manmade travel destination and as such is a huge travel market in its own right. Three of the eight Route

66 states (California, Illinois, and Texas) are in the top 10 states in the U.S. with respect to tourism (number of trips and travel spending).

* Detail on the 2015 travel market in the eight Route 66 states (both collectively and by individual state) are found in Tables 3 and 4. In 2015, the total eight Route 66 states captured $289 billion in travel expenditures which in turn supported 2.4 million jobs with

$73 billion payroll, and generated $44 billion in tax revenues ($24 billion federal, $13 billion state, and $7 billion local government). The above-cited amounts comprise a significant approximate 30 percent of total U.S. national travel expenditures in that year and associated employment, payroll, and tax generation (Table 3).

* Travel activity and impacts of the eight-state Route 66 states are detailed in Tables 3 and

4. For example, California alone in 2015 had $130 billion in travel expenditures, associated with 964,000 jobs, $3.1 billion payroll, and $19 billion in travel-generated tax revenues ($10 billion federal, $6 billion state, and $3 billion local government).

* Of the eight Route 66 states, the California tourism outlay and impacts in 2015 are the largest, followed in turn by Texas and then Illinois with $68 billion and $37 billion travel expenditures, respectively. (Recall, CA, TX and IL are in the top ten travel states nationally.) However, all of the eight Route 66 states have considerable travel expenditures in 2015 (about $7-8 billion each in NM, KS, and OK; $14 billion in MS, and $18 billion in AZ) and large economic impacts as are detailed in Tables 2 and 3. For instance, travel expenditures of $18.5 billion in Arizona in 2015 generated about 167,000 jobs nationally, with $5.2 billion payroll.
* The considerable scale of tourism in the eight Route 66 states is not a recent phenomenon, what we observed for 2015, but has been significant for some time. This considerable scale is evident from Table 4 which shows travel statistics (spending, employment, payroll, and tax generation) for the eight states (both individually and collectively) and the nation for both 2005 and 2010. Consistent throughout the time periods observed thus far (2015, 2010 and 2005), aggregate Route 66 state travel activity comprises about 30 percent of the total U.S. travel spending and economic impacts.

HERITAGE TOURISM NATIONALY AND IN THE EIGHT ROUTE 66 STATES

* Heritage tourism (one aspect of Route 66 travel) is an important and growing component of the total U.S. travel market.
* While significant to U.S. tourism, unfortunately there is incomplete data on heritage tourism and what it is available is often dated. For example, a widely cited study on the subject is *The* *Historic Cultural Traveler* analysis conducted by the Travel Industry Association of America; however, this excellent analysis was released back in 2003 and is based on 2002 U.S. travel information.
* Very few states collect detailed information on the heritage traveler per se, however, from the all traveler information they regularly assemble, it is possible to *estimate* the magnitude, profile and spending of heritage travelers. For example, a recent (2015) study for the state of Texas jointly conducted by the University of Texas and Rutgers University estimated that about 4 percent of all traveler spending in Texas could be directly attributed to heritage travel. This share was estimated through examining an annual travel survey conducted for Texas by a firm contracted by the state, D.K. Shifflets and Associates, and flagging the spending of those survey respondents who citied “visit a historic site” as a primary activity.
* As an important aspect of Route 66 travel is heritage in nature, it would be beneficial for the eight Route 66 states to examine the travel survey data they regularly already collect (such as from D.K. Shifflets and other firms) to better understand their heritage travel component.
* En route to that possible future state detailed heritage travel investigation, Rutgers applies a reconnaissance study of the order of magnitude of heritage travel in the eight Route 66 states and their economic impacts as follows.
* Based on the 2015 joint University of Texas and Rutgers study of travel, and from prior Rutgers state impacts of historic preservation studies conducted in Florida, Massachusetts, Missouri, Oklahoma and numerous other states, Rutgers estimates that of the total $289 billion travel expenditures in the eight Route 66 states in 2015 about 5 percent or $14.5 billion can be directly related to heritage travel. (This is a conservative, or lower threshold estimated.) Rutgers then quantifies the total economic impacts (i.e., direct as well as multiplier, or secondary, economic consequences) to both the nation and by state (for each of the Route 66 states and for eight states collectively). This investigation utilizes the Preservation Economic Impact Model (PEIM), a comprehensive economic model developed by Rutgers University for the National Park Service.
* The results of the PEIM include:
* JOBS: Employment, both part- and full-time, by place of work, estimated using the typical job characteristics of each industry.
* INCOME: “Earned” or labor income; specifically, wages, salaries, and proprietor income.
* WEALTH: Value-added—the sub-national equivalent of gross domestic product (GDP).
* OUTPUT: The value of shipments, as reported in the Economic Census.
* TAXES: Tax revenues generated by the activity, which include taxes to the federal government and to state and local governments.
* Table 6 summarizes the economic impacts with the full detail of the PEIM analysis contained in multiple tables in an appendix. To synthesize at a glance, the total (direct

and multiplier) benefits of the $14.5 billion heritage spending in the eight Route 66 states are quite extensive and encompass the following:

* + The national-level total economic impacts are 263,000 jobs, $6.9 billion income,

$10.8 billion GDP, $23.4 billion output, and $3.1 billion taxes ($1.8 billion federal, $0.7 billion state, and $0.5 billion local government).

* + The total economic impacts to the eight Route 66 states are 232,000 jobs, $5.6 billion income, $8.7 billion GDP, $18.3 billion output, and $2.8 billion taxes ($1.7 billion federal, $ 0.7 billion state, and $0.4 billion local government; see also Table 1 summary).
* Further detail by state is contained in Table 6. For example, in 2015, Illinois had $37.3 billion in travel expenditures of which $1.86 billion (5 percent) is estimated to comprise heritage travel spending. The $1.86 billion Illinois heritage travel outlay had national economic impacts of 34,000 jobs, $900 million income, $1.4 billion GDP, and $396 million in taxes. The lion’s share of these national benefits were captured at the state of Illinois level (30,000 jobs, $714 million income, $1.1 billion GDP, and $364 million taxes). That large state capture is evident in other states. For instance, of the approximately 15,000 jobs generated nationally by the estimated $693 million Missouri heritage travel in 2015, 13,000 were retained in-state.
* National and state-level economic impacts by industry for the eight Route 66 states (both collectively and individually) are found in the appendix A and are summarized in Figures 1 and 2. The appendix has 18 tables organized as follows:
  + National Detailed Economic Impacts
    - A-1: National impacts of all eight Route 66 states
    - A-2 through A-8: National impacts for each Route 66 state: AZ (A-2), CA (A-3), IL (A-4), KS (A-5), MS (A-6), NM (A-7), OK (A-8), and TX (A- 9).
  + State-Detailed Economic Impacts
    - A:10: State impacts of all eight Route 66 states
    - A-11 through A-18: State impacts for each Route 66 state: A2 (A-11), CA (A-12), IL (A-13), KS (A-14), MS (A-15), NM (A-16), OK (A-17), TX (A-18)
* For example, Table A-1 in the appendix demonstrates that of the 263,000 total national jobs supported by the $14.5 billion heritage travel in the eight Route 66 states, the largest numbers of jobs are found in the retail trade (141,000) and service (71,000) economic sectors. However, because of the interconnections of the economy, all sectors benefit such as the $14.5 billion heritage travel outlay supporting nationally 21,000 manufacturing jobs and 10,000 transportation-related jobs (Table A-1 and Figure 1). As a further illustration, of the 108,000 national-level jobs generated by the $6.5 billion California heritage travel spending, the retail (58,000 jobs) and service sectors (29,000 jobs) benefit the most but all economic sectors realize gains (Table A-3).
* It would be advantageous to have in-hand specific Route 66 traveler information including spending. That would allow quantification of the specific Route 66 travel economic impacts using the PEIM as was done for the more general group of heritage travelers in the eight Route 66 states. Currently, however, that specific Route 66 travel information is not available so we consider a means to enhance Route 66 travel detail.

RECONNAISSANCE STRATEGY FOR ENHANCING ROUTE 66 TRAVEL INFORMATION

* There seems to be a number of ways to ascertain Route 66 traveler information from ongoing travel surveys done for states or for other purposes. It is vital to "link" to/take advantage of these ongoing surveys because that would yield statistically valid Route 66 travel information on an ongoing basis. Also, linking to ongoing travel surveys is much less expensive than a special dedicated one-off Route 66 survey and allows comparison of the Route 66 traveler to all travelers. Further, the Route 66 states and the travel industry more generally are already familiar with and use the ongoing surveys so that enhances the acceptance of the Route 66 data that could be ascertained from the ongoing professional travel data/surveys.
* The following are four potential resources:

1--Kantar TNS does a successor to the survey formerly done by Travel Industry Association of America. Kantar TNS administers a national TravelsAmerica survey (every quarter) and in response to a Rutgers inquiry they are open to adding " visit Route 66" to a long list of trip activities. The addition of "visit Route 66 Travel" would first be communicated to their current clients (including many states) in what is called a consensus process. Assuming no one objects (which is likely, though some states might be prompted by this query to suggest adding a travel destination highway in their own states to the questionnaire), then the "visit Route 66 travel activity” could be added to the TravelsAmerica survey. This could be accomplished in a shorter rather than longer protracted time period. If the "consensus process" started in mid-December 2017, then feedback on this could be secured by late January 2018; then the TravelsAmerica survey with the " visit Route 66" added trip activity would be administered for at least 2 quarters of the survey to realize sufficient sample size. That would take this until about September 2018 for results to be obtained.

DK Shifflet & Associates (DKSA) has merged with MMGY Global and that offers other possibilities.

2--MMGY Global does an annual survey, Portrait of the American Travelers®. This survey has been implemented for 28 years. It is administered in February of

every year and focuses on future forward-looking travel activity. In response to a Rutgers inquiry, MMGY is amendable to adding a question on " Visit Route 66". In theory, if we said yes to start this in December 2017, it could be added to the February 2018 administration of Portrait of the American Travelers®, with survey results from (respondents saying that they would visit Route 66) to follow some months later. A written report would take about 3 weeks after the 2018 survey was finished.

* Since 1991, DK Shifflet and Associates contacts 50,000 distinct U.S. households monthly and its Travel Performance Monitor SM provides current behavior and long-term trended analysis on a wide range of travel. It is possible that “visit Route 66” could be added to this survey in a customized research, thus affording another potential source of information on travelers to the Mother Road.
* Longwords International administers Travel USA®, a survey of Americans’ travel habits. The survey is done quarterly and annually yields a sample of over 300,000 respondents. In response to a Rutgers inquiry, Longwords is amenable to adding a question or two that would identify Route 66 travelers. This would yield traveler demographics, states/a few cities visited, travel party characteristics, trip purposes, and other behavioral data, including trip spending. This is very useful, however, most of the travel information so garnered would be overall trip-generic, rather than Route-66 specific. Detailed Route 66 information could be gathered through a subsequent custom follow-up survey to be administered to those people identified in the Travel USA® main survey as Route 66 travelers. The time for the two stage process would take a few months and would be coordinated in sequence with the quarterly administration of Travel USA®.
* Depending on the varying specific nature of the potential add-on of “visit Route 66” to the ongoing travel surveys described above (e.g., a one-stage versus a follow-up two stage process), the nature of the information provided on the Route 66 travel (e.g., raw data from the “visit Route 66” respondents or an additional written report, and other variables, the approximate order of magnitude cost of the Mother Road travel linkage to the four above described respected and widely-used ongoing travel surveys (TravelsAmerica, Portrait of the American Travelers®, Travel Performance MonitorSM and Travel USA®) is $40,000 to $80,000.
* In sum, there appears to be pragmatic ways to gather ongoing, statistically valid Route 66 travel information from regularly conducted industry travel surveys. This needs to be explored further and can offer potentially vitally important information to the Route 66 community.

Eight Route 66 State Heritage Travel ($14.472 Billion) Economic Impacts

|  |  |  |
| --- | --- | --- |
|  | *National Impacts* | *Impacts to Eight Route 66 States* |
| Total (Direct and Multiplier) Impacts | |  |
|  |  |  |
| Jobs (person-years, in  thousands) | 263 | 232 |
| Income ($ billion) | 6.9 | 5.6 |
| Output ($ billion) | 23.4 | 18.3 |
| GDP ($ billion) | 10.8 | 8.7 |
| Taxes ($ billion) | 3.1 | 2.8 |
| * Federal ($ billion) | 1.8 | 1.7 |
| * State ($ billion) | 0.7 | 0.7 |
| * Local ($ billion) | 0.6 | 0.4 |

Growth in U.S.

Travel and Tourism Expenditures 2005-2015

|  |  |  |  |
| --- | --- | --- | --- |
| **Impact** | **2005** | **2010** | **2015** |
| **Person Trips (in millions)** | 1,992.4 | 2,023.7 | 2,256.2 |
| **Travel Expenditures ($ billions)** | $654 | $747 | $947 |
| **Travel-Generated Employment**  **(in thousands)** | 7,509 | 7,371 | 8,157 |
| **Travel-Generated Payroll ($ billions)** | $169 | $187 | $232 |
| **Travel-Generated Tax Revenues ($ billions)** | $105 | $113 | $148 |

Source: U.S. Travel Association, *The Impact of Travel on State Economies* 2016 Edition and

U.S. Travel Association, “U.S. Travel and Tourism Overview” (2016)

2015 Travel-Generated Economic Impact; Expenditures, Employment, Payroll and Taxes

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **State/Area** | **Travel Expenditures ($ millions)** | **Travel- Generated**  **Employment (Thousands)** | **Travel- Generated Payroll**  **($ millions)** | **Travel- Generated Tax Revenues**  **($ millions)** |
| Arizona | $18,455.1 | 167.1 | $5,191.3 | $2,532.6 |
| California | $129,930.0 | 963.7 | $30,867.0 | $19,305.1 |
| Illinois | $37,279.6 | 316.9 | $10,292.8 | $6,825.0 |
| Kansas | $7,425.5 | 64.1 | $1,302.0 | $926.3 |
| Missouri | $13,860.1 | 127.7 | $3,162.6 | $2,048.1 |
| New Mexico | $6,927.4 | 60.6 | $1,352.2 | $893.3 |
| Oklahoma | $7,739.5 | 83.2 | $2,106.1 | $1,212.1 |
| Texas | $67,840.9 | 645.2 | $18,999.4 | $10,633.1 |
| Total Route 66 States | $289,458.1 | 2,428.5 | $73,273.4 | $44,375.6 |
| Total U.S. | $947,100 | 8,157.1 | $231,700 | $147,900 |
| Total Route 66 States as % of Total U.S. | 30.6% | 29.8% | 31.6% | 30.0% |

Source: U.S. Travel Association. *The Impact of Travel on State Economies* 2016 Edition

2015 Travel-Generated Tax Revenues

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **State/Area** | **Tax Revenues**  ($ millions) | | | |
| **Federal** | **State** | **Local** | **Total** |
| Arizona | $1,346.7 | $775.8 | $410.1 | $2,532.6 |
| California | $10,134.5 | $5,706.5 | $3,464.2 | $19,305.1 |
| Illinois | $4,109.3 | $1,834.6 | $881.2 | $6,825.0 |
| Kansas | $437.1 | $366.7 | $122.5 | $926.3 |
| Missouri | $1,186.1 | $579.2 | $282.8 | $2,048.1 |
| New Mexico | $345.3 | $437.1 | $110.9 | $893.3 |
| Oklahoma | $570.9 | $425.5 | $215.8 | $1,212.1 |
| Texas | $6,138.9 | $2,732.4 | $1,762.4 | $10,633.1 |
| Total Route 66  States | $24,268.8 | $12,857.8 | $7,249.9 | $44,375.6 |
| Total U.S. | $80,500 | $41,500 | $25,900 | $147,900 |
| Total Route 66 States as % of Total U.S. | 30.1% | 31.0% | 28.0% | 30.0% |

Source: U.S. Travel Association. *The Impact of Travel on State Economies* 2016 Edition

Table 5

2005 and 2010 Travel-Generated Impact: Expenditures, Employment, Payroll, and Taxes

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **State/Area** | **Travel Expenditures ($ millions)** | | **Travel-Generated Employment ($ thousands)** | | **Travel-Generated Payroll ($ millions)** | | **Travel-Generated Tax Revenues**  **($ millions)** | |
| **2005** | **2010** | **2005** | **2010** | **2005** | **2010** | **2005** | **2010** |
| Arizona | 12,872.1 | 14,667.0 | 153.8 | 149.1 | 3,652.7 | 4,369.9 | 1,965.1 | 2,255.7 |
| California | 83.967.1 | 95,560.0 | 843.2 | 816.5 | 21,013.5 | 23,299.6 | 13,500.1 | 15,035.7 |
| Illinois | 26,190.0 | 29.286.7 | 300.1 | 287.5 | 7,865.5 | 8,105.2 | 4,921.3 | 5,332.5 |
| Kansas | 4,747.0 | 5,744.0 | 56.2 | 55.1 | 949.6 | 1,052.3 | 630.3 | 731.8 |
| Missouri | 5,647.4 | 5,878.4 | 88.3 | 83.0 | 2,523.4 | 2,836.3 | 1,646.7 | 1,826.4 |
| New Mexico | 5,059.4 | 5,994.4 | 55.9 | 54.6 | 953.2 | 1,159.0 | 653.0 | 777.8 |
| Oklahoma | 4,954.5 | 5,802.8 | 71.0 | 76.6 | 1,642.2 | 1,874.1 | 821.8 | 1,026.3 |
| Texas | 40,658.5 | 50,397.8 | 530.2 | 540.3 | 13,123.2 | 14,978.8 | 7,028.3 | 8,246.5 |
| Total Route 66 States | 184,096.0 | 213,361.1 | 2,098.7 | 2,062.7 | 51,723.3 | 57,675.2 | 31,166.6 | 35,232.7 |
| Total U.S. | 653,835.9 | 747,427.3 | 7,508.8 | 7,370.9 | 169,456.8 | 186,813.7 | 105,370.8 | 117,380.2 |
| Total Route 66 States as % of Total U.S. | 28.2 | 28.5 | 27.9 | 28.0 | 30.5 | 30.9 | 29.6 | 30.0 |

Source: U.S. Travel Association, *The Impact of Travel on State Economies* 2016 Edition and U.S. Travel Association, “U.S. Travel and Tourism Overview” (2016

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Table 6

Summary of the Estimated Annual Economic Impacts of Heritage Tourism in All Eight Route 66 States

I II III IV V

HERITAGE TOURISM

Arizona $0.923 billion

California $6.497 billion

Illinois $1.864 billion

Kansas $0.371

billion Missouri $0.693 billion

DIRECT

Annually of heritage tourism

Annually of heritage tourism

Annually of heritage tourism

Annually of heritage tourism

Annually of heritage tourism

EFFECTS expenditures results in:

expenditures results in:

expenditures results in:

expenditures results in:

expenditures results in:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ↓ National Total (Direct and Multiplier) Impacts | | | | | | |
|  | Jobs (person-years) | 17,376 | 107,938 | 34,370 | 8,562 | 14,840 |
| NATIONAL | Income ($ million) | 451 | 3,060 | 900 | 174 | 332 |
| TOTAL | GDP\* ($ million) | 695 | 4,838 | 1,378 | 289 | 521 |
| IMPACTS | Output ($ millions) | 1,501 | 10,445 | 3,052 | 589 | 1,126 |
| (DIRECT AND | Taxes ($ million) | 184 | 1,402 | 396 | 125 | 139 |
| MULTIPLIER) | *Federal($ million)* | 113 | 836 | 235 | 44 | 84 |
| *State ($ million)* 33 | | | 365 | 88 | 38 | 32 |
| *Local ($ million)* 39 | | | 201 | 73 | 43 | 23 |
| ↓ In-State Total (Direct and Multiplier) Impacts | | | | | | |
| Jobs (person-years) 14,845 | | | 96,819 | 30,176 | 7,388 | 12,835 |
| STATE | Income ($ million) | 351 | 2,571 | 714 | 132 | 256 |
| PORTION OF | GDP\* ($ million) | 522 | 4,056 | 1,090 | 218 | 393 |
| NATIONAL | Output ($ millions) | 1,081 | 8,503 | 2,312 | 427 | 820 |
| TOTAL | Taxes ($ million) | 154 | 1,309 | 364 | 70 | 127 |
| IMPACTS | *Federal ($ million)* | 106 | 790 | 220 | 41 | 79 |
| *State ($ million)* 24 | | | 342 | 80 | 18 | 29 |
| *Local ($ million)* 25 | | | 177 | 64 | 12 | 19 |

*Source:* Rutgers University, Center for Urban Policy Research, 2017.

\*GDP=Gross Domestic Product

*Note:* Totals may differ from indicated subtotals because of rounding.

Table 6

Summary of the Estimated Annual Economic Impacts of Heritage Tourism in All Eight Route 66 States

|  |  |  |  |
| --- | --- | --- | --- |
|  | VI  New Mexico $0.346 billion  Annually of heritage tourism  expenditures results in: | VII VIII  Oklahoma $0.387 Texas $3.392 billion billion  Annually of Annually of heritage tourism heritage tourism  expenditures results expenditures results in: in: | **IX** |
|  | ***Total Eight*** |
| HERITAGE | ***Route 66 Sates*** |
| TOURISM | ***$14.472 billion*** |
|  | Annually of heritage |
| DIRECT | tourism |
| EFFECTS | expenditures results in: |
|  | (I-VIII) |

↓ National Total (Direct and Multiplier) Impacts

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Jobs (person-years) | 7,544 | 8,811 | 63,797 | **263,239** |
| Income ($ million) | 167 | 187 | 1,608 | **6,878** |
| GDP\* ($ million) | 269 | 293 | 2,527 | **10,810** |
| Output ($ millions) | 566 | 634 | 5,475 | **23,387** |
| Taxes ($ million) | 74 | 83 | 704 | **3,107** |
| *Federal ($ million)* | 42 | 47 | 425 | **1,827** |
| *State ($ million)* | 18 | 22 | 145 | **740** |
| *Local ($ million)* | 13 | 14 | 135 | **540** |

NATIONAL TOTAL IMPACTS (DIRECT AND MULTIPLIER)

↓ In-State Total (Direct and Multiplier) Impacts

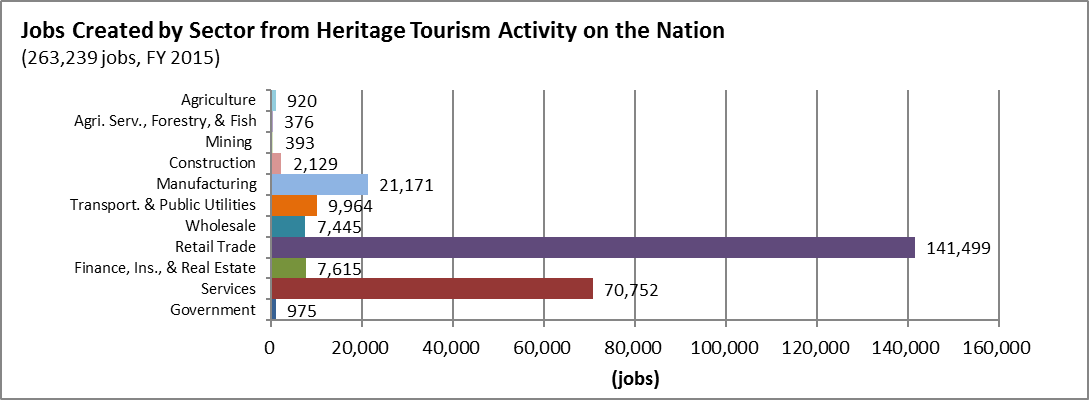
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Jobs (person-years) | 6,555 | 7,587 | 55,890 | **232,094** |
| Income ($ million) | 128 | 143 | 1,289 | **5,584** |
| GDP\* ($ million) | 205 | 226 | 2,030 | **8,740** |
| Output ($ millions) | 414 | 472 | 4,288 | **18,317** |
| Taxes ($ million) | 67 | 76 | 650 | **2,817** |
| *Federal ($ million)* | 40 | 44 | 398 | **1,718** |
| *State ($ million)* | 16 | 20 | 133 | **662** |
| *Local ($ million)* | 11 | 12 | 119 | **437** |

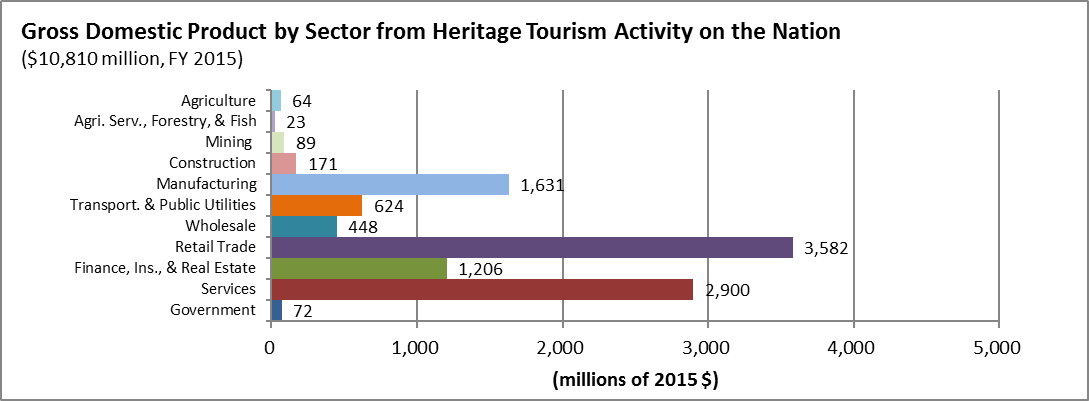
STATE PORTION OF NATIONAL TOTAL IMPACTS

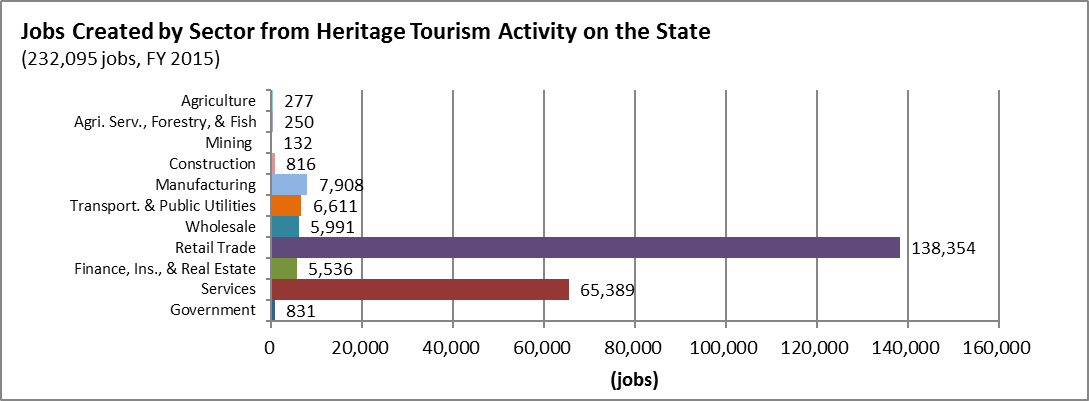
*Source:* Rutgers University, Center for Urban Policy Research, 2017.

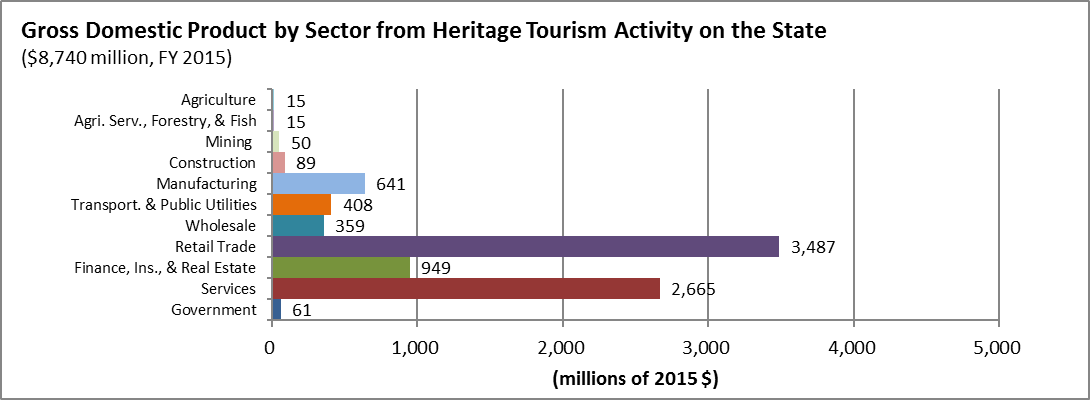
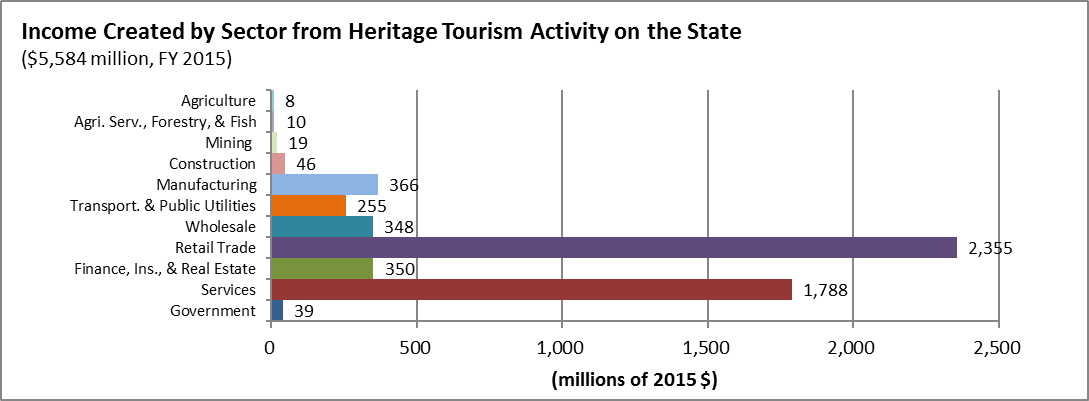
\*GDP=Gross Domestic Product

*Note:* Totals may differ from indicated subtotals because of rounding.









Appendix

Detailed Total (Direct and Multiplier) Economic Impacts of Estimated Heritage Travel in the Eight Route 66 States

|  |
| --- |
| **A-1**  **Economic and Tax Impacts of Heritage Tourism Activity on the Nation** |
| **of Year 2015 in Route 66 States ($14,472.9 Million)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Output** | | **Employment** | **Income** | **Gross Domestic** |
| **(000 $)** | | **(jobs)** | **(000$)** | **Product (000$)** |
| **I. TOTAL EFFECTS (Direct and Indirect/Induced)\*** | |  |  |  |
| 1. Agriculture | 414,923.5 | 920.0 | 27,196.4 | 64,330.9 |
| 2. Agri. Serv., Forestry, & Fish | 33,566.3 | 376.3 | 13,364.5 | 22,805.6 |
| 3. Mining | 256,837.3 | 392.6 | 36,796.0 | 88,659.6 |
| 4. Construction | 429,674.1 | 2,129.0 | 108,311.8 | 171,457.6 |
| 5. Manufacturing | 4,657,642.2 | 21,171.4 | 938,937.2 | 1,630,673.1 |
| 6. Transport. & Public Utilities | 1,485,048.6 | 9,963.9 | 389,987.2 | 623,810.6 |
| 7. Wholesale | 1,068,806.4 | 7,445.3 | 434,632.7 | 448,488.6 |
| 8. Retail Trade | 6,901,399.7 | 141,498.9 | 2,414,846.9 | 3,581,937.1 |
| 9. Finance, Ins., & Real Estate | 1,880,284.3 | 7,614.6 | 488,909.7 | 1,206,395.5 |
| 10. Services | 6,106,525.3 | 70,752.0 | 1,978,849.8 | 2,899,536.4 |
| 11. Government | 152,204.3 | 975.1 | 46,034.2 | 71,685.4 |
| **Total Effects (Private and Public)** | 23,386,912.0 | 263,239.0 | 6,877,866.3 | 10,809,780.4 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** | |  |  |  |
| 1. Direct Effects | 12,558,392.8 | 189,216.0 | 3,913,433.7 | 6,009,032.1 |
| 2. Indirect and Induced Effects | 10,828,519.2 | 74,023.1 | 2,964,432.6 | 4,800,748.3 |
| 3. Total Effects | 23,386,912.0 | 263,239.0 | 6,877,866.3 | 10,809,780.4 |
| 4. Multipliers (3/1) | 1.862 | 1.391 | 1.758 | 1.799 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** | |  |  |  |
| 1. Wages--Net of Taxes | |  |  | 6,569,178.3 |
| 2. Taxes | |  |  | 1,963,709.2 |
| a. Local | |  |  | 428,973.1 |
| b. State | |  |  | 603,883.8 |
| c. Federal | |  |  | 930,852.2 |
| General | |  |  | 308,130.5 |
| Social Security | |  |  | 622,721.7 |
| 3. Profits, dividends, rents, and other | |  |  | 2,276,892.9 |
| 4. Total Gross State Product (1+2+3) | |  |  | 10,809,780.4 |
| **IV. TAX ACCOUNTS** | | **Business** | **Household** | **Total** |
| 1. Income --Net of Taxes | | 6,569,178.3 | 5,808,122.4 | --------- |
| 2. Taxes | | 1,963,709.2 | 1,142,964.1 | 3,106,673.3 |
| a. Local | | 428,973.1 | 111,370.4 | 540,343.5 |
| b. State | | 603,883.8 | 136,393.0 | 740,276.9 |
| c. Federal | | 930,852.2 | 895,200.7 | 1,826,052.9 |
| General | | 308,130.5 | 895,200.7 | 1,203,331.2 |
| Social Security | | 622,721.7 | 0.0 | 622,721.7 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE**  Employment (Jobs) | |  |  | 18.2 |
| Income | |  |  | 475,223.6 |
| State Taxes | |  |  | 51,149.2 |
| Local Taxes | |  |  | 37,334.8 |
| Gross State Product | |  |  | 746,897.8 |
| **INITIAL EXPENDITURE IN DOLLARS** | |  |  | 14,472,905,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

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| --- |
| **A-2**  **Economic and Tax Impacts of Heritage Tourism Activity on the Nation** |
| **of Year 2015 in Arizona ($922.8 Million)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Iutput** | | **Employment** | **Income** | **Gross Domestic** |
| **(000 $)** | | **(jobs)** | **(000$)** | **Product (000$)** |
| **I. TOTAL EFFECTS (Direct and Indirect/Induced)\*** | |  |  |  |
| 1. Agriculture | 27,118.4 | 60 | 4,538.8 | 8,566.0 |
| 2. Agri. Serv., Forestry, & Fish | 2,327.0 | 29 | 112.4 | 693.1 |
| 3. Mining | 14,769.2 | 31 | 856.6 | 4,255.5 |
| 4. Construction | 28,511.2 | 164 | 16,149.1 | 18,095.8 |
| 5. Manufacturing | 304,345.1 | 1,563 | 60,576.3 | 116,600.0 |
| 6. Transport. & Public Utilities | 91,784.7 | 680 | 24,883.2 | 42,543.8 |
| 7. Wholesale | 67,441.8 | 491 | 27,425.3 | 27,235.8 |
| 8. Retail Trade | 437,747.5 | 9,032 | 153,124.0 | 214,528.8 |
| 9. Finance, Ins., & Real Estate | 126,936.8 | 591 | 33,870.0 | 73,302.2 |
| 10. Services | 389,854.1 | 4,687 | 126,253.2 | 184,566.5 |
| 11. Government | 9,704.5 | 49 | 2,935.3 | 4,571.6 |
| **Total Effects (Private and Public)** | 1,500,540.2 | 17,376 | 450,724.4 | 694,959.2 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** | |  |  |  |
| 1. Direct Effects | 807,357.3 | 12,246 | 251,693.4 | 378,174.5 |
| 2. Indirect and Induced Effects | 693,182.8 | 5,130 | 199,030.9 | 316,784.7 |
| 3. Total Effects | 1,500,540.2 | 17,376 | 450,724.4 | 694,959.2 |
| 4. Multipliers (3/1) | 1.859 | 1.419 | 1.791 | 1.838 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** | |  |  |  |
| 1. Wages--Net of Taxes | |  |  | 428,550.0 |
| 2. Taxes | |  |  | 115,512.0 |
| a. Local | |  |  | 31,814.5 |
| b. State | |  |  | 25,706.4 |
| c. Federal | |  |  | 57,991.0 |
| General | |  |  | 19,908.2 |
| Social Security | |  |  | 38,082.8 |
| 3. Profits, dividends, rents, and other | |  |  | 150,897.3 |
| 4. Total Gross State Product (1+2+3) | |  |  | 694,959.2 |
| **IV. TAX ACCOUNTS** | | **Business** | **Household** | **Total** |
| 1. Income --Net of Taxes | | 428,550.0 | 355,198.4 | --------- |
| 2. Taxes | | 115,512.0 | 68,898.8 | 184,410.8 |
| a. Local | | 31,814.5 | 6,971.5 | 38,786.1 |
| b. State | | 25,706.4 | 7,180.8 | 32,887.3 |
| c. Federal | | 57,991.0 | 54,746.4 | 112,737.4 |
| General | | 19,908.2 | 54,746.4 | 74,654.6 |
| Social Security | | 38,082.8 | 0.0 | 38,082.8 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE**  Employment (Jobs) | |  |  | 18.8 |
| Income | |  |  | 488,454.9 |
| State Taxes | |  |  | 35,640.3 |
| Local Taxes | |  |  | 42,032.9 |
| Gross State Product | |  |  | 753,134.9 |
| **INITIAL EXPENDITURE IN DOLLARS** | |  |  | 922,755,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

|  |
| --- |
| **A-3**  **Economic and Tax Impacts of Heritage Tourism Activity on the Nation** |
| **of Year 2015 in California ($6,496.5 Million)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Output Employment** | | **Income** | **Gross Domestic** | |
| **(000 $) (jobs)** | | **(000$)** | **Product (000$)** | |
| **I. TOTAL EFFECTS (Direct and Indirect/Induced)\*** | |  |  | |
| 1. Agriculture 189,563.8 421 | | 11,478.0 | 21,197.5 | |
| 2. Agri. Serv., Forestry, & Fish 15,218.7 168 | | 6,389.5 | 10,589.6 | |
| 3. Mining 107,125.6 101 | | 15,736.6 | 45,314.4 | |
| 4. Construction 184,074.4 853 | | 42,434.8 | 70,520.1 | |
| 5. Manufacturing 2,066,183.0 8,806 | | 410,630.5 | 701,251.6 | |
| 6. Transport. & Public Utilities 662,694.9 4,073 | | 173,891.7 | 280,606.7 | |
| 7. Wholesale 482,275.4 3,330 | | 196,118.4 | 206,167.1 | |
| 8. Retail Trade 3,108,370.5 58,243 | | 1,087,850.5 | 1,664,997.7 | |
| 9. Finance, Ins., & Real Estate 813,730.5 2,825 | | 203,941.6 | 579,486.7 | |
| 10. Services 2,746,951.6 28,730 | | 891,171.1 | 1,225,520.4 | |
| 11. Government 68,775.8 389 | | 20,794.1 | 32,355.2 | |
| **Total Effects (Private and Public)** 10,444,964.1 107,938 | | 3,060,436.8 | 4,838,007.0 | |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** | |  |  | |
| 1. Direct Effects 5,605,568.4 77,371 | | 1,743,160.2 | 2,663,592.9 | |
| 2. Indirect and Induced Effects 4,839,395.7 30,567 | | 1,317,276.6 | 2,174,414.1 | |
| 3. Total Effects 10,444,964.1 107,938 | | 3,060,436.8 | 4,838,007.0 | |
| 4. Multipliers (3/1) 1.863 1.395 | | 1.756 | 1.816 | |
| **III. COMPOSITION OF GROSS STATE PRODUCT** | |  |  | |
| 1. Wages--Net of Taxes | |  | 2,927,984.9 | |
| 2. Taxes | |  | 851,953.2 | |
| a. Local | |  | 159,173.5 | |
| b. State | |  | 268,682.6 | |
| c. Federal | |  | 424,097.1 | |
| General | |  | 137,495.8 | |
| Social Security | |  | 286,601.3 | |
| 3. Profits, dividends, rents, and other | |  | 1,058,068.9 | |
| 4. Total Gross State Product (1+2+3) | |  | 4,838,007.0 | |
| **IV. TAX ACCOUNTS Business** | | **Household** | **Total** | |
| 1. Income --Net of Taxes 2,927,984.9 | | 2,673,129.2 | --------- | |
| 2. Taxes 851,953.2 | | 549,914.1 | 1,401,867.2 | |
| a. Local 159,173.5 | | 41,613.1 | 200,786.6 | |
| b. State 268,682.6 | | 96,294.0 | 364,976.6 | |
| c. Federal 424,097.1 | | 412,007.0 | 836,104.1 | |
| General 137,495.8 | | 412,007.0 | 549,502.8 | |
| Social Security 286,601.3 | | 0.0 | 286,601.3 | |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** | |  |  | |
| Employment (Jobs) | |  | 16.6 | |
| Income | |  | 471,090.0 | |
| State Taxes | |  | 56,180.5 | |
| Local Taxes | |  | 30,906.9 | |
| Gross State Product | |  | 744,709.6 | |
| **INITIAL EXPENDITURE IN DOLLARS** | |  | 6,496,500,000.0 | |
| Note: Detail may not sum to totals due to rounding.  \*Terms:  Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.  **A-4**  **Economic and Tax Impacts of Heritage Tourism Activity on the Nation** | | |
| **of Year 2015 in Illinois ($1,864.0 Million)** | | |
|  | | |

|  |  |  |
| --- | --- | --- |
| **Output Employment** | **Income** | **Gross Domestic** |
| **(000 $) (jobs)** | **(000$)** | **Product (000$)** |
| **I. TOTAL EFFECTS (Direct and Indirect/Induced)\*** |  |  |
| 1. Agriculture 55,215.6 110 | 3,071.7 | 8,072.0 |
| 2. Agri. Serv., Forestry, & Fish 4,391.3 48 | 1,876.2 | 2,507.0 |
| 3. Mining 33,516.7 108 | 5,001.6 | 7,132.3 |
| 4. Construction 55,531.3 226 | 12,796.4 | 20,678.7 |
| 5. Manufacturing 614,301.5 2,597 | 124,924.5 | 204,532.3 |
| 6. Transport. & Public Utilities 190,635.2 1,327 | 51,530.6 | 86,081.2 |
| 7. Wholesale 140,291.4 902 | 57,049.8 | 56,478.3 |
| 8. Retail Trade 889,153.1 18,728 | 311,113.2 | 428,363.0 |
| 9. Finance, Ins., & Real Estate 260,013.7 932 | 70,620.9 | 162,612.0 |
| 10. Services 789,324.9 9,273 | 255,883.2 | 392,217.6 |
| 11. Government 19,824.4 119 | 6,000.2 | 9,359.1 |
| **Total Effects (Private and Public)** 3,052,199.1 34,370 | 899,868.3 | 1,378,033.5 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** |  |  |
| 1. Direct Effects 1,621,065.7 24,800 | 506,094.8 | 754,635.6 |
| 2. Indirect and Induced Effects 1,431,133.3 9,570 | 393,773.4 | 623,397.8 |
| 3. Total Effects 3,052,199.1 34,370 | 899,868.3 | 1,378,033.5 |
| 4. Multipliers (3/1) 1.883 1.386 | 1.778 | 1.826 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |
| 1. Wages--Net of Taxes |  | 858,057.6 |
| 2. Taxes |  | 246,382.4 |
| a. Local |  | 53,887.0 |
| b. State |  | 72,329.5 |
| c. Federal |  | 120,166.0 |
| General |  | 40,107.9 |
| Social Security |  | 80,058.1 |
| 3. Profits, dividends, rents, and other |  | 273,593.4 |
| 4. Total Gross State Product (1+2+3) |  | 1,378,033.5 |
| **IV. TAX ACCOUNTS Business** | **Household** | **Total** |
| 1. Income --Net of Taxes 858,057.6 | 746,701.2 | --------- |
| 2. Taxes 246,382.4 | 149,448.7 | 395,831.1 |
| a. Local 53,887.0 | 19,112.3 | 72,999.3 |
| b. State 72,329.5 | 15,248.0 | 87,577.5 |
| c. Federal 120,166.0 | 115,088.4 | 235,254.3 |
| General 40,107.9 | 115,088.4 | 155,196.3 |
| Social Security 80,058.1 | 0.0 | 80,058.1 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** |  |  |
| Employment (Jobs) |  | 18.4 |
| Income |  | 482,767.0 |
| State Taxes |  | 46,984.1 |
| Local Taxes |  | 39,163.1 |
| Gross State Product |  | 739,296.1 |
| **INITIAL EXPENDITURE IN DOLLARS** |  | 1,863,980,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

**A-5**

**Economic and Tax Impacts of Heritage Tourism Activity on the Nation of Year 2015 in Kansas ($371.3 Million)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | |  | | | |
| **Output** | | | **Employment** | **Income** | **Gross Domestic** | |
| **(000 $)** | | | **(jobs)** | **(000$)** | **Product (000$)** | |
| **I. TOTAL EFFECTS (Direct and Indirect/Induced)\*** | | |  |  |  | |
| 1. Agriculture 10,976.0 | | | 23 | 648.9 | 2,943.7 | |
| 2. Agri. Serv., Forestry, & Fish 768.2 | | | 9 | 329.0 | 684.4 | |
| 3. Mining 6,709.6 | | | 18 | 1,050.4 | 3,114.8 | |
| 4. Construction 9,684.6 | | | 55 | 2,211.4 | 3,766.5 | |
| 5. Manufacturing 119,337.1 | | | 636 | 24,370.7 | 44,758.6 | |
| 6. Transport. & Public Utilities 35,086.3 | | | 334 | 9,374.1 | 16,245.0 | |
| 7. Wholesale 26,331.0 | | | 206 | 10,707.5 | 11,674.5 | |
| 8. Retail Trade 174,906.0 | | | 4,597 | 61,164.9 | 91,000.4 | |
| 9. Finance, Ins., & Real Estate 48,057.6 | | | 255 | 13,460.9 | 30,770.2 | |
| 10. Services 153,043.4 | | | 2,400 | 49,233.8 | 82,145.7 | |
| 11. Government 3,617.5 | | | 29 | 1,094.3 | 1,704.7 | |
| **Total Effects (Private and Public)** 588,517.3 | | | 8,562 | 173,645.9 | 288,808.5 | |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** | | |  |  |  | |
| 1. Direct Effects 325,787.4 | | | 6,353 | 101,543.9 | 166,770.8 | |
| 2. Indirect and Induced Effects 262,729.9 | | | 2,209 | 72,102.0 | 122,037.7 | |
| 3. Total Effects 588,517.3 | | | 8,562 | 173,645.9 | 288,808.5 | |
| 4. Multipliers (3/1) 1.806 | | | 1.348 | 1.710 | 1.732 | |
| **III. COMPOSITION OF GROSS STATE PRODUCT** | | |  |  |  | |
| 1. Wages--Net of Taxes | | |  |  | 165,638.6 | |
| 2. Taxes | | |  |  | 97,721.6 | |
| a. Local | | |  |  | 40,472.7 | |
| b. State | | |  |  | 34,721.3 | |
| c. Federal | | |  |  | 22,527.6 | |
| General | | |  |  | 7,790.8 | |
| Social Security | | |  |  | 14,736.8 | |
| 3. Profits, dividends, rents, and other | | |  |  | 25,448.4 | |
| 4. Total Gross State Product (1+2+3) | | |  |  | 288,808.5 | |
| **IV. TAX ACCOUNTS** | | | **Business** | **Household** | **Total** | |
| 1. Income --Net of Taxes | | | 165,638.6 | 137,449.9 | --------- | |
| 2. Taxes | | | 97,721.6 | 27,484.2 | 125,205.8 | |
| a. Local | | | 40,472.7 | 2,795.3 | 43,268.0 | |
| b. State | | | 34,721.3 | 3,503.9 | 38,225.2 | |
| c. Federal | | | 22,527.6 | 21,185.0 | 43,712.6 | |
| General | | | 7,790.8 | 21,185.0 | 28,975.8 | |
| Social Security | | | 14,736.8 | 0.0 | 14,736.8 | |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** | | |  |  |  | |
| Employment (Jobs) | | |  |  | 23.1 | |
| Income | | |  |  | 467,701.5 | |
| State Taxes | | |  |  | 102,956.5 | |
| Local Taxes | | |  |  | 116,539.0 | |
| Gross State Product | | |  |  | 777,882.8 | |
| **INITIAL EXPENDITURE IN DOLLARS** | | |  |  | 371,275,000.0 | |
| Note: Detail may not sum to totals due to rounding.  \*Terms:  Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.  **A-6**  **Economic and Tax Impacts of Heritage Tourism Activity on the Nation** | | | | |
| **of Year 2015 in Missouri ($693.0 Million)** | | | |

|  |  |  |
| --- | --- | --- |
| **Output Employment** | **Income** | **Gross Domestic** |
| **(000 $) (jobs)** | **(000$)** | **Product (000$)** |
| **I. TOTAL EFFECTS (Direct and Indirect/Induced)\*** |  |  |
| 1. Agriculture 19,297.5 45 | 1,137.1 | 2,667.6 |
| 2. Agri. Serv., Forestry, & Fish 1,594.6 18 | 686.0 | 1,431.5 |
| 3. Mining 11,730.4 36 | 1,888.7 | 2,496.8 |
| 4. Construction 20,948.6 107 | 4,831.7 | 7,512.2 |
| 5. Manufacturing 228,100.8 1,186 | 46,718.5 | 91,495.0 |
| 6. Transport. & Public Utilities 71,483.2 552 | 18,846.6 | 31,996.9 |
| 7. Wholesale 50,424.4 400 | 20,505.2 | 22,045.0 |
| 8. Retail Trade 328,552.1 7,949 | 114,925.2 | 161,785.1 |
| 9. Finance, Ins., & Real Estate 95,274.5 500 | 25,689.8 | 56,589.4 |
| 10. Services 291,655.3 3,983 | 94,356.9 | 139,456.3 |
| 11. Government 7,262.3 63 | 2,197.7 | 3,426.4 |
| **Total Effects (Private and Public)** 1,126,323.7 14,840 | 331,783.4 | 520,902.2 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** |  |  |
| 1. Direct Effects 606,359.4 10,762 | 189,038.9 | 288,065.3 |
| 2. Indirect and Induced Effects 519,964.2 4,078 | 142,744.5 | 232,836.9 |
| 3. Total Effects 1,126,323.7 14,840 | 331,783.4 | 520,902.2 |
| 4. Multipliers (3/1) 1.858 1.379 | 1.755 | 1.808 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |
| 1. Wages--Net of Taxes |  | 316,077.7 |
| 2. Taxes |  | 86,579.5 |
| a. Local |  | 18,216.6 |
| b. State |  | 25,034.6 |
| c. Federal |  | 43,328.2 |
| General |  | 14,822.5 |
| Social Security |  | 28,505.7 |
| 3. Profits, dividends, rents, and other |  | 118,245.0 |
| 4. Total Gross State Product (1+2+3) |  | 520,902.2 |
| **IV. TAX ACCOUNTS Business** | **Household** | **Total** |
| 1. Income --Net of Taxes 316,077.7 | 265,872.4 | --------- |
| 2. Taxes 86,579.5 | 52,641.9 | 139,221.4 |
| a. Local 18,216.6 | 4,658.7 | 22,875.3 |
| b. State 25,034.6 | 7,004.5 | 32,039.1 |
| c. Federal 43,328.2 | 40,978.7 | 84,306.9 |
| General 14,822.5 | 40,978.7 | 55,801.2 |
| Social Security 28,505.7 | 0.0 | 28,505.7 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** |  |  |
| Employment (Jobs) |  | 21.4 |
| Income |  | 478,760.3 |
| State Taxes |  | 46,232.1 |
| Local Taxes |  | 33,008.9 |
| Gross State Product |  | 751,657.0 |
| **INITIAL EXPENDITURE IN DOLLARS** |  | 693,005,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

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| **A-7**  **Economic and Tax Impacts of Heritage Tourism Activity on the Nation** |
| **of Year 2015 in New Mexico ($346.4 Million)** |

|  |  |  |
| --- | --- | --- |
| **Output Employment** | **Income** | **Gross Domestic** |
| **(000 $) (jobs)** | **(000$)** | **Product (000$)** |
| **I. TOTAL EFFECTS (Direct and Indirect/Induced)\*** |  |  |
| 1. Agriculture 10,323.9 24 | 616.9 | 1,411.9 |
| 2. Agri. Serv., Forestry, & Fish 765.9 10 | 317.6 | 614.6 |
| 3. Mining 6,308.8 13 | 1,010.2 | 4,401.5 |
| 4. Construction 9,626.6 61 | 2,205.8 | 3,607.8 |
| 5. Manufacturing 117,751.8 635 | 24,324.0 | 41,591.5 |
| 6. Transport. & Public Utilities 34,994.2 282 | 9,192.4 | 16,664.9 |
| 7. Wholesale 25,414.2 230 | 10,334.7 | 12,274.2 |
| 8. Retail Trade 163,967.3 3,834 | 57,351.6 | 81,617.7 |
| 9. Finance, Ins., & Real Estate 48,149.1 296 | 13,547.4 | 34,604.2 |
| 10. Services 144,660.7 2,130 | 46,733.2 | 70,176.1 |
| 11. Government 3,581.3 29 | 1,083.9 | 1,690.5 |
| **Total Effects (Private and Public)** 565,543.9 7,544 | 166,717.9 | 268,655.1 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** |  |  |
| 1. Direct Effects 305,820.9 5,393 | 95,289.0 | 144,993.9 |
| 2. Indirect and Induced Effects 259,722.9 2,150 | 71,428.8 | 123,661.2 |
| 3. Total Effects 565,543.9 7,544 | 166,717.9 | 268,655.1 |
| 4. Multipliers (3/1) 1.849 1.399 | 1.750 | 1.853 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |
| 1. Wages--Net of Taxes |  | 158,622.4 |
| 2. Taxes |  | 48,830.7 |
| a. Local |  | 12,111.5 |
| b. State |  | 15,120.6 |
| c. Federal |  | 21,598.6 |
| General |  | 7,407.2 |
| Social Security |  | 14,191.4 |
| 3. Profits, dividends, rents, and other |  | 61,202.0 |
| 4. Total Gross State Product (1+2+3) |  | 268,655.1 |
| **IV. TAX ACCOUNTS Business** | **Household** | **Total** |
| 1. Income --Net of Taxes 158,622.4 | 132,363.5 | --------- |
| 2. Taxes 48,830.7 | 24,732.9 | 73,563.6 |
| a. Local 12,111.5 | 1,321.1 | 13,432.5 |
| b. State 15,120.6 | 3,010.8 | 18,131.4 |
| c. Federal 21,598.6 | 20,401.1 | 41,999.7 |
| General 7,407.2 | 20,401.1 | 27,808.2 |
| Social Security 14,191.4 | 0.0 | 14,191.4 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** |  |  |
| Employment (Jobs) |  | 21.8 |
| Income |  | 481,328.7 |
| State Taxes |  | 52,346.8 |
| Local Taxes |  | 38,780.9 |
| Gross State Product |  | 775,630.1 |
| **INITIAL EXPENDITURE IN DOLLARS** |  | 346,370,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

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| **A-8**  **Economic and Tax Impacts of Heritage Tourism Activity on the Nation** |
| **of Year 2015 in Oklahoma ($387.0 Million)** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Output** | **Employment** |  | **Income** |  | **Gross Domestic** |
| **(000 $)** | **(jobs)** |  | **(000$)** |  | **Product (000$)** |
| 1. **TOTAL EFFECTS (Direct and Indirect/Induced)\***    1. Agriculture 11,256.6 |  | 25 |  | 676.5 | 2,240.9 |
| 2. Agri. Serv., Forestry, & Fish 873.2 |  | 12 |  | 373.0 | 764.8 |
| 3. Mining 7,847.4 |  | 13 |  | 1,260.6 | 2,112.2 |
| 4. Construction 11,901.8 |  | 75 |  | 2,674.1 | 5,115.0 |
| 5. Manufacturing 131,268.9 |  | 676 |  | 27,132.7 | 42,283.9 |
| 6. Transport. & Public Utilities 39,854.4 |  | 328 |  | 10,536.7 | 15,920.5 |
| 7. Wholesale 28,492.6 |  | 234 |  | 11,586.6 | 13,569.1 |
| 8. Retail Trade 183,366.9 |  | 4,611 |  | 64,139.1 | 96,736.4 |
| 9. Finance, Ins., & Real Estate 52,537.4 |  | 343 |  | 14,402.3 | 32,679.4 |
| 10. Services 162,406.3 |  | 2,459 |  | 52,590.0 | 80,156.1 |
| 11. Government 4,023.4 |  | 36 |  | 1,217.1 | 1,896.0 |
| **Total Effects (Private and Public)** 633,828.9 |  | 8,811 |  | 186,588.7 | 293,474.3 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER**  1. Direct Effects 340,449.3 |  | 6,331 |  | 106,098.6 | 163,661.5 |
| 2. Indirect and Induced Effects 293,379.6 |  | 2,480 |  | 80,490.2 | 129,812.8 |
| 3. Total Effects 633,828.9 |  | 8,811 |  | 186,588.7 | 293,474.3 |
| 4. Multipliers (3/1) 1.862 |  | 1.392 |  | 1.759 | 1.793 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |  |  |  |
| 1. Wages--Net of Taxes |  |  |  |  | 177,627.2 |
| 2. Taxes |  |  |  |  | 53,958.5 |
| a. Local |  |  |  |  | 12,002.6 |
| b. State |  |  |  |  | 17,676.6 |
| c. Federal |  |  |  |  | 24,279.4 |
| General |  |  |  |  | 8,344.0 |
| Social Security |  |  |  |  | 15,935.3 |
| 3. Profits, dividends, rents, and other |  |  |  |  | 61,888.5 |
| 4. Total Gross State Product (1+2+3) |  |  |  |  | 293,474.3 |
| **IV. TAX ACCOUNTS Business**  1. Income --Net of Taxes 177,627.2 | |  | **Household**  148,628.8 | | **Total**  --------- |
| 2. Taxes | | 53,958.5 | 28,713.3 | | 82,671.8 |
| a. Local | | 12,002.6 | 1,654.2 | | 13,656.8 |
| b. State | | 17,676.6 | 4,151.0 | | 21,827.6 |
| c. Federal | | 24,279.4 | 22,908.0 | | 47,187.4 |
| General | | 8,344.0 | 22,908.0 | | 31,252.1 |
| Social Security | | 15,935.3 | 0.0 | | 15,935.3 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE**  Employment (Jobs) | |  |  | | 22.8 |
| Income | |  |  | | 482,172.4 |
| State Taxes | |  |  | | 56,405.7 |
| Local Taxes | |  |  | | 35,291.3 |
| Gross State Product | |  |  | | 758,380.2 |
| **INITIAL EXPENDITURE IN DOLLARS** | |  |  | | 386,975,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

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| |  | | --- | | **A-9**  **Economic and Tax Impacts of Heritage Tourism Activity on the Nation** | | **of Year 2015 in Texas ($3.392 Million)** | |

|  |  |  |
| --- | --- | --- |
| **Economic Component** |  | |
| **Output Employment** | **Income** | **Gross Domestic** |
| **(000 $) (jobs)** | **(000$)** | **Product (000$)** |
| **I. TOTAL EFFECTS (Direct and Indirect/Induced)\*** |  |  |
| 1. Agriculture 91,171.7 213 | 5,028.6 | 17,231.2 |
| 2. Agri. Serv., Forestry, & Fish 7,627.4 82 | 3,280.8 | 5,520.7 |
| 3. Mining 68,829.6 72 | 9,991.3 | 19,832.1 |
| 4. Construction 109,395.7 586 | 25,008.4 | 42,161.4 |
| 5. Manufacturing 1,076,353.9 5,073 | 220,259.9 | 388,160.2 |
| 6. Transport. & Public Utilities 358,515.6 2,388 | 91,731.8 | 133,751.6 |
| 7. Wholesale 248,135.8 1,654 | 100,905.0 | 99,044.6 |
| 8. Retail Trade 1,615,336.2 34,505 | 565,178.4 | 842,908.0 |
| 9. Finance, Ins., & Real Estate 435,584.7 1,873 | 113,376.8 | 236,351.4 |
| 10. Services 1,428,629.1 17,089 | 462,628.3 | 725,297.6 |
| 11. Government 35,415.1 262 | 10,711.7 | 16,681.8 |
| **Total Effects (Private and Public)** 5,474,995.0 63,797 | 1,608,100.9 | 2,526,940.6 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** |  |  |
| 1. Direct Effects 2,945,984.4 45,958 | 920,514.9 | 1,449,137.5 |
| 2. Indirect and Induced Effects 2,529,010.6 17,839 | 687,586.0 | 1,077,803.1 |
| 3. Total Effects 5,474,995.0 63,797 | 1,608,100.9 | 2,526,940.6 |
| 4. Multipliers (3/1) 1.858 1.388 | 1.747 | 1.744 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |
| 1. Wages--Net of Taxes |  | 1,536,620.0 |
| 2. Taxes |  | 462,771.3 |
| a. Local |  | 101,294.7 |
| b. State |  | 144,612.3 |
| c. Federal |  | 216,864.4 |
| General |  | 72,254.1 |
| Social Security |  | 144,610.2 |
| 3. Profits, dividends, rents, and other |  | 527,549.3 |
| 4. Total Gross State Product (1+2+3) |  | 2,526,940.6 |
| **IV. TAX ACCOUNTS Business** | **Household** | **Total** |
| 1. Income --Net of Taxes 1,536,620.0 | 1,348,779.0 | --------- |
| 2. Taxes 462,771.3 | 241,130.2 | 703,901.6 |
| a. Local 101,294.7 | 33,244.1 | 134,538.8 |
| b. State 144,612.3 | 0.0 | 144,612.3 |
| c. Federal 216,864.4 | 207,886.1 | 424,750.5 |
| General 72,254.1 | 207,886.1 | 280,140.2 |
| Social Security 144,610.2 | 0.0 | 144,610.2 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** |  |  |
| Employment (Jobs) |  | 18.8 |
| Income |  | 474,079.9 |
| State Taxes |  | 42,632.8 |
| Local Taxes |  | 39,663.0 |
| Gross State Product |  | 744,960.6 |
| **INITIAL EXPENDITURE IN DOLLARS** |  | 3,392,045,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

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| **A-10**  **Economic and Tax Impacts of Heritage Tourism Activity on the State** |
| **of Year 2015 in Route 66 States ($14,472.9 Million)** |

1. Agriculture 88,467.6 276.9 7,702.9 15,369.0

2. Agri. Serv., Forestry, & Fish 22,078.8 249.7 9,616.5 15,376.6

3. Mining 136,849.6 132.1 18,762.5 50,298.2

4. Construction 271,578.5 816.0 46,023.1 88,779.3

5. Manufacturing 2,022,832.0 7,908.2 366,356.6 641,327.5

6. Transport. & Public Utilities 981,108.4 6,610.8 255,318.1 407,912.9

7. Wholesale 855,033.8 5,990.8 347,701.5 358,721.4

8. Retail Trade 6,732,040.5 138,353.9 2,355,002.2 3,486,748.4

9. Finance, Ins., & Real Estate 1,467,476.0 5,535.8 350,058.1 949,271.4

10. Services 5,609,376.1 65,389.0 1,787,778.8 2,665,155.4

11. Government 129,750.9 831.5 39,181.3 60,789.3

**Total Effects (Private and Public)** 18,316,592.2 232,094.7 5,583,501.5 8,739,749.6

1. **DISTRIBUTION OF EFFECTS/MULTIPLIER**

1. Direct Effects 11,633,594.7 182,990.7 3,664,763.9 5,573,509.4

2. Indirect and Induced Effects 6,682,997.5 49,104.0 1,918,737.6 3,166,240.2

3. Total Effects 18,316,592.2 232,094.7 5,583,501.5 8,739,749.6

4. Multipliers (3/1) 1.574 1.268 1.524 1.568

1. **COMPOSITION OF GROSS STATE PRODUCT**

1. Wages--Net of Taxes 5,435,119.3

2. Taxes 1,719,540.4

a. Local 330,186.9

b. State 531,010.6

c. Federal 858,342.8

General 260,566.3

Social Security 597,776.5

1. Profits, dividends, rents, and other 1,585,089.9
2. Total Gross State Product (1+2+3) 8,739,749.6
3. **TAX ACCOUNTS Business Household Total**

1. Income --Net of Taxes 5,435,119.3 5,575,458.3 ---------

2. Taxes 1,719,540.4 1,097,301.3 2,816,841.6

a. Local 330,186.9 106,827.3 437,014.2

b. State 531,010.6 131,133.6 662,144.3

c. Federal 858,342.8 859,340.4 1,717,683.2

General 260,566.3 859,340.4 1,119,906.7

Social Security 597,776.5 0.0 597,776.5

**EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE**

Employment (Jobs) 16.0

Income 385,790.0

State Taxes 45,750.6

Local Taxes 30,195.3

Gross State Product 603,869.8

**INITIAL EXPENDITURE IN DOLLARS** 14,472,905,000.0

|  |  |
| --- | --- |
| **A-11**  **Economic and Tax Impacts of Heritage Tourism Activity on the State** |  |
| **of Year 2015 in Arizona ($922.8 Million)** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Agriculture 5,197.6 | 14 | 1,031.8 | 2,086.9 |
| 2. Agri. Serv., Forestry,& Fish 1,207.8 | 15 | 64.1 | 308.0 |
| 3. Mining 225.0 | 1 | 30.9 | 90.9 |
| 4. Construction 17,128.5 | 60 | 10,673.9 | 11,789.8 |
| 5. Manufacturing 62,939.4 | 348 | 13,952.7 | 24,765.0 |
| 6. Transport. & Public Utilities 54,313.8 | 415 | 15,242.4 | 25,801.2 |
| 7. Wholesale 52,011.8 | 382 | 21,150.7 | 21,004.5 |
| 8. Retail Trade 429,591.0 | 8,881 | 150,186.8 | 210,105.4 |
| 9. Finance, Ins., & Real Estate 96,438.3 | 422 | 23,538.9 | 53,736.2 |
| 10. Services 353,615.5 | 4,268 | 112,551.4 | 168,069.5 |
| 11. Government 8,113.7 | 40 | 2,450.9 | 3,805.4 |
| **Total Effects (Private and Public)** 1,080,782.5 | 14,845 | 350,874.6 | 521,562.8 |
| 1. **DISTRIBUTION OF EFFECTS/MULTIPLIER**    1. Direct Effects 715,231.3 | 11,709 | 230,962.0 | 338,794.2 |
| 2. Indirect and Induced Effects 365,551.1 | 3,136 | 119,912.6 | 182,768.6 |
| 3. Total Effects 1,080,782.5 | 14,845 | 350,874.6 | 521,562.8 |
| 4. Multipliers (3/1) 1.511 | 1.268 | 1.519 | 1.539 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |  |
| 1. Wages--Net of Taxes |  |  | 335,913.9 |
| 2. Taxes |  |  | 87,502.6 |
| a. Local |  |  | 17,826.8 |
| b. State |  |  | 16,642.0 |
| c. Federal |  |  | 53,033.7 |
| General |  |  | 16,276.8 |
| Social Security |  |  | 36,756.9 |
| 3. Profits, dividends, rents, and other |  |  | 98,146.4 |
| 4. Total Gross State Product (1+2+3) |  |  | 521,562.8 |
| **IV. TAX ACCOUNTS** | **Business** | **Household** | **Total** |
| 1. Income --Net of Taxes | 335,913.9 | 342,831.4 | --------- |
| 2. Taxes | 87,502.6 | 66,499.9 | 154,002.5 |
| a. Local | 17,826.8 | 6,728.8 | 24,555.6 |
| b. State | 16,642.0 | 6,930.8 | 23,572.8 |
| c. Federal | 53,033.7 | 52,840.3 | 105,874.0 |
| General | 16,276.8 | 52,840.3 | 69,117.1 |
| Social Security | 36,756.9 | 0.0 | 36,756.9 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE**  Employment (Jobs) |  |  | 16.1 |
| Income |  |  | 380,246.6 |
| State Taxes |  |  | 25,546.1 |
| Local Taxes |  |  | 26,611.2 |
| Gross State Product |  |  | 565,223.4 |
| **INITIAL EXPENDITURE IN DOLLARS** |  |  | 922,755,000.0 |

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| **A-12**  **Economic and Tax Impacts of Heritage Tourism Activity on the State** |
| **of Year 2015 in California ($6,496.5 Million)** |

|  |  |  |
| --- | --- | --- |
|  |  | |
| **Output Employment** | **Income** | **Gross Domestic** |
| **(000 $) (jobs)** | **(000$)** | **Product (000$)** |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Agriculture 32,473.8 | 162 | 3,965.4 | 5,518.4 |
| 2. Agri. Serv., Forestry, & Fish 10,988.8 | 120 | 4,922.4 | 7,802.8 |
| 3. Mining 70,603.1 | 51 | 9,643.0 | 30,361.8 |
| 4. Construction 118,158.1 | 333 | 16,487.0 | 35,774.8 |
| 5. Manufacturing 1,121,468.3 | 4,319 | 206,415.6 | 353,920.0 |
| 6. Transport. & Public Utilities 452,376.9 | 2,862 | 119,663.5 | 192,740.3 |
| 7. Wholesale 393,378.8 | 2,738 | 159,968.4 | 168,164.9 |
| 8. Retail Trade 3,026,245.0 | 56,838 | 1,059,116.0 | 1,617,690.7 |
| 9. Finance, Ins., & Real Estate 661,730.1 | 2,203 | 156,532.6 | 478,524.5 |
| 10. Services 2,556,388.1 | 26,855 | 816,309.1 | 1,137,921.2 |
| 11. Government 59,447.7 | 337 | 17,952.5 | 27,856.4 |
| **Total Effects (Private and Public)** 8,503,258.6 | 96,819 | 2,570,975.5 | 4,056,276.0 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** |  |  |  |
| 1. Direct Effects 5,312,025.9 | 75,418 | 1,662,208.8 | 2,513,096.5 |
| 2. Indirect and Induced Effects 3,191,232.7 | 21,401 | 908,766.7 | 1,543,179.5 |
| 3. Total Effects 8,503,258.6 | 96,819 | 2,570,975.5 | 4,056,276.0 |
| 4. Multipliers (3/1) 1.601 | 1.284 | 1.547 | 1.614 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |  |
| 1. Wages--Net of Taxes |  |  | 2,498,463.8 |
| 2. Taxes |  |  | 779,879.9 |
| a. Local |  |  | 136,705.8 |
| b. State |  |  | 249,082.4 |
| c. Federal |  |  | 394,091.8 |
| General |  |  | 118,442.9 |
| Social Security |  |  | 275,648.9 |
| 3. Profits, dividends, rents, and other |  |  | 777,932.3 |
| 4. Total Gross State Product (1+2+3) |  |  | 4,056,276.0 |
| **IV. TAX ACCOUNTS** | **Business** | **Household** | **Total** |
| 1. Income --Net of Taxes | 2,498,463.8 | 2,570,975.5 | --------- |
| 2. Taxes | 779,879.9 | 528,899.1 | 1,308,779.0 |
| a. Local | 136,705.8 | 40,022.8 | 176,728.6 |
| b. State | 249,082.4 | 92,614.1 | 341,696.5 |
| c. Federal | 394,091.8 | 396,262.1 | 790,353.9 |
| General | 118,442.9 | 396,262.1 | 514,705.0 |
| Social Security | 275,648.9 | 0.0 | 275,648.9 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** |  |  |  |
| Employment (Jobs) |  |  | 14.9 |
| Income |  |  | 395,747.7 |
| State Taxes |  |  | 52,597.0 |
| Local Taxes |  |  | 27,203.7 |
| Gross State Product |  |  | 624,378.5 |
| **INITIAL EXPENDITURE IN DOLLARS** |  |  | 6,496,500,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

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| **A-13**  **Economic and Tax Impacts of Heritage Tourism Activity on the State** |
| **of Year 2015 in Illinois ($1,864.0 Million)** |

|  |  |  |
| --- | --- | --- |
|  |  | |
| **Output Employment** | **Income** | **Gross Domestic** |
| **(000 $) (jobs)** | **(000$)** | **Product (000$)** |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Agriculture 14,090.2 | 24 | 688.2 | 1,802.0 |
| 2. Agri. Serv., Forestry,& Fish 2,633.8 | 31 | 1,241.1 | 1,560.2 |
| 3. Mining 6,569.1 | 21 | 946.4 | 1,352.9 |
| 4. Construction 34,119.9 | 84 | 4,734.4 | 10,069.4 |
| 5. Manufacturing 211,647.3 | 722 | 36,885.7 | 62,068.5 |
| 6. Transport. & Public Utilities 125,350.2 | 950 | 34,588.8 | 56,809.7 |
| 7. Wholesale 109,939.7 | 709 | 44,707.2 | 44,259.3 |
| 8. Retail Trade 865,954.0 | 18,277 | 302,942.0 | 416,263.9 |
| 9. Finance, Ins., & Real Estate 207,093.4 | 712 | 53,005.2 | 130,715.4 |
| 10. Services 718,093.0 | 8,546 | 228,839.2 | 357,158.7 |
| 11. Government 16,652.1 | 100 | 5,031.9 | 7,819.4 |
| **Total Effects (Private and Public)** 2,312,142.7 | 30,176 | 713,610.2 | 1,089,879.4 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** |  |  |  |
| 1. Direct Effects 1,480,343.8 | 24,021 | 468,984.8 | 693,829.3 |
| 2. Indirect and Induced Effects 831,799.0 | 6,155 | 244,625.3 | 396,050.2 |
| 3. Total Effects 2,312,142.7 | 30,176 | 713,610.2 | 1,089,879.4 |
| 4. Multipliers (3/1) 1.562 | 1.256 | 1.522 | 1.571 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |  |
| 1. Wages--Net of Taxes |  |  | 696,682.0 |
| 2. Taxes |  |  | 221,602.1 |
| a. Local |  |  | 45,701.0 |
| b. State |  |  | 65,916.8 |
| c. Federal |  |  | 109,984.3 |
| General |  |  | 33,474.1 |
| Social Security |  |  | 76,510.2 |
| 3. Profits, dividends, rents, and other |  |  | 171,595.3 |
| 4. Total Gross State Product (1+2+3) |  |  | 1,089,879.4 |
| **IV. TAX ACCOUNTS** | **Business** | **Household** | **Total** |
| 1. Income --Net of Taxes | 696,682.0 | 713,610.2 | --------- |
| 2. Taxes | 221,602.1 | 142,825.7 | 364,427.8 |
| a. Local | 45,701.0 | 18,265.3 | 63,966.3 |
| b. State | 65,916.8 | 14,572.3 | 80,489.1 |
| c. Federal | 109,984.3 | 109,988.1 | 219,972.4 |
| General | 33,474.1 | 109,988.1 | 143,462.2 |
| Social Security | 76,510.2 | 0.0 | 76,510.2 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** |  |  |  |
| Employment (Jobs) |  |  | 16.2 |
| Income |  |  | 382,842.1 |
| State Taxes |  |  | 43,181.3 |
| Local Taxes |  |  | 34,317.1 |
| Gross State Product |  |  | 584,705.4 |
| **INITIAL EXPENDITURE IN DOLLARS** |  |  | 1,863,980,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

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| **A-14**  **Economic and Tax Impacts of Heritage Tourism Activity on the State** |
| **of Year 2015 in Kansas ($371.3 Million)** |

|  |  |  |
| --- | --- | --- |
|  |  | |
| **Output Employment** | **Income** | **Gross Domestic** |
| **(000 $) (jobs)** | **(000$)** | **Product (000$)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Agriculture | 2,365.9 | 3 | 110.4 | 519.7 |
| 2. Agri. Serv., Forestry, & Fish | 343.0 | 5 | 176.7 | 308.4 |
| 3. Mining | 2,287.5 | 5 | 312.8 | 950.9 |
| 4. Construction | 5,848.9 | 20 | 805.3 | 1,804.1 |
| 5. Manufacturing | 28,372.8 | 109 | 4,645.8 | 8,385.3 |
| 6. Transport. & Public Utilities | 20,602.9 | 202 | 5,506.6 | 9,618.3 |
| 7. Wholesale | 20,313.1 | 159 | 8,260.4 | 9,006.4 |
| 8. Retail Trade | 171,749.5 | 4,524 | 60,028.4 | 89,182.2 |
| 9. Finance, Ins., & Real Estate | 33,855.1 | 167 | 8,048.4 | 22,331.4 |
| 10. Services | 137,841.9 | 2,169 | 43,544.8 | 74,623.8 |
| 11. Government | 3,009.5 | 24 | 907.8 | 1,405.0 |
| **Total Effects (Private and Public)** | 426,590.1 | 7,388 | 132,347.5 | 218,135.3 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** |  |  |  |  |
| 1. Direct Effects | 289,173.2 | 6,041 | 92,092.1 | 148,547.0 |
| 2. Indirect and Induced Effects | 137,417.0 | 1,347 | 40,255.4 | 69,588.3 |
| 3. Total Effects | 426,590.1 | 7,388 | 132,347.5 | 218,135.3 |
| 4. Multipliers (3/1) | 1.475 | 1.223 | 1.437 | 1.468 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |  |  |
| 1. Wages--Net of Taxes |  |  |  | 129,669.1 |
| 2. Taxes |  |  |  | 43,909.3 |
| a. Local |  |  |  | 8,967.6 |
| b. State |  |  |  | 14,384.7 |
| c. Federal |  |  |  | 20,556.9 |
| General |  |  |  | 6,367.2 |
| Social Security |  |  |  | 14,189.7 |
| 3. Profits, dividends, rents, and other |  |  |  | 44,556.9 |
| 4. Total Gross State Product (1+2+3) |  |  |  | 218,135.3 |
| **IV. TAX ACCOUNTS** |  | **Business** | **Household** | **Total** |
| 1. Income --Net of Taxes |  | 129,669.1 | 132,347.5 | --------- |
| 2. Taxes |  | 43,909.3 | 26,464.0 | 70,373.3 |
| a. Local |  | 8,967.6 | 2,691.6 | 11,659.2 |
| b. State |  | 14,384.7 | 3,373.8 | 17,758.5 |
| c. Federal |  | 20,556.9 | 20,398.6 | 40,955.5 |
| General |  | 6,367.2 | 20,398.6 | 26,765.8 |
| Social Security |  | 14,189.7 | 0.0 | 14,189.7 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** | |  |  |  |
| Employment (Jobs) | |  |  | 19.9 |
| Income | |  |  | 356,467.5 |
| State Taxes | |  |  | 47,831.2 |
| Local Taxes | |  |  | 31,403.1 |
| Gross State Product | |  |  | 587,530.1 |
| **INITIAL EXPENDITURE IN DOLLARS** | |  |  | 371,275,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

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| **A-15**  **Economic and Tax Impacts of Heritage Tourism Activity on the State** |
| **of Year 2015 in Missouri ($693.0 Million)** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Output**  **(000 $)** | **Employment**  **(jobs)** |  | **Income**  **(000$)** |  | **Gross Domestic**  **Product (000$)** |
| **I. TOTAL EFFECTS (Direct and Indirect/Induced)\*** |  |  |  |  |  |
| 1. Agriculture 2,195.5 |  | 4 |  | 99.7 | 277.7 |
| 2. Agri. Serv., Forestry, & Fish 909.8 |  | 11 |  | 436.5 | 820.2 |
| 3. Mining 73.3 |  | 0 |  | 20.1 | 34.7 |
| 4. Construction 12,688.3 |  | 39 |  | 1,762.3 | 3,611.3 |
| 5. Manufacturing 55,512.4 |  | 254 |  | 10,232.9 | 21,317.4 |
| 6. Transport. & Public Utilities 45,849.6 |  | 356 |  | 11,503.9 | 19,789.7 |
| 7. Wholesale 38,895.0 |  | 309 |  | 15,816.7 | 17,004.5 |
| 8. Retail Trade 322,148.7 |  | 7,810 |  | 112,605.0 | 158,284.5 |
| 9. Finance, Ins., & Real Estate 71,455.3 |  | 352 |  | 17,232.1 | 42,348.6 |
| 10. Services 264,361.0 |  | 3,646 |  | 84,146.0 | 126,711.2 |
| 11. Government 6,069.5 |  | 53 |  | 1,832.8 | 2,843.5 |
| **Total Effects (Private and Public)** 820,158.4 |  | 12,835 |  | 255,688.1 | 393,043.1 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** |  |  |  |  |  |
| 1. Direct Effects 539,087.3 |  | 10,323 |  | 173,226.8 | 256,688.7 |
| 2. Indirect and Induced Effects 281,071.0 |  | 2,512 |  | 82,461.3 | 136,354.3 |
| 3. Total Effects 820,158.4 |  | 12,835 |  | 255,688.1 | 393,043.1 |
| 4. Multipliers (3/1) 1.521 |  | 1.243 |  | 1.476 | 1.531 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |  |  |  |
| 1. Wages--Net of Taxes |  |  |  |  | 250,491.9 |
| 2. Taxes |  |  |  |  | 76,245.8 |
| a. Local |  |  |  |  | 14,428.9 |
| b. State |  |  |  |  | 22,293.0 |
| c. Federal |  |  |  |  | 39,523.8 |
| General |  |  |  |  | 12,110.0 |
| Social Security |  |  |  |  | 27,413.8 |
| 3. Profits, dividends, rents, and other |  |  |  |  | 66,305.4 |
| 4. Total Gross State Product (1+2+3) |  |  |  |  | 393,043.1 |
| **IV. TAX ACCOUNTS Business** | |  | **Household** | | **Total** |
| 1. Income --Net of Taxes 250,491.9 | |  | 255,688.1 | | --------- |
| 2. Taxes | | 76,245.8 | 50,625.4 | | 126,871.2 |
| a. Local | | 14,428.9 | 4,480.2 | | 18,909.2 |
| b. State | | 22,293.0 | 6,736.2 | | 29,029.2 |
| c. Federal | | 39,523.8 | 39,409.0 | | 78,932.8 |
| General | | 12,110.0 | 39,409.0 | | 51,519.0 |
| Social Security | | 27,413.8 | 0.0 | | 27,413.8 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** | |  |  | |  |
| Employment (Jobs) | |  |  | | 18.5 |
| Income | |  |  | | 368,955.6 |
| State Taxes | |  |  | | 41,888.9 |
| Local Taxes | |  |  | | 27,285.7 |
| Gross State Product | |  |  | | 567,157.4 |
| **INITIAL EXPENDITURE IN DOLLARS** | |  |  | | 693,005,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

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| **A-16**  **Economic and Tax Impacts of Heritage Tourism Activity on the State** |
| **of Year 2015 in New Mexico ($346.4 Million)** |

|  |  |  |
| --- | --- | --- |
| **Output Employment** | **Income** | **Gross Domestic** |
| **(000 $) (jobs)** | **(000$)** | **Product (000$)** |
| **I. TOTAL EFFECTS (Direct and Indirect/Induced)\*** |  |  |
| 1. Agriculture 923.9 3 | 67.5 | 161.2 |
| 2. Agri. Serv., Forestry, & Fish 321.2 4 | 166.8 | 284.8 |
| 3. Mining 3,392.1 6 | 482.6 | 2,414.0 |
| 4. Construction 5,934.4 23 | 825.3 | 1,764.2 |
| 5. Manufacturing 35,306.2 202 | 6,971.4 | 12,011.6 |
| 6. Transport. & Public Utilities 22,186.4 204 | 6,070.8 | 10,588.4 |
| 7. Wholesale 19,164.9 175 | 7,793.4 | 9,256.0 |
| 8. Retail Trade 161,233.5 3,778 | 56,366.1 | 80,106.9 |
| 9. Finance, Ins., & Real Estate 31,450.0 176 | 6,919.8 | 22,891.7 |
| 10. Services 131,350.2 1,961 | 41,697.5 | 63,721.0 |
| 11. Government 2,978.9 24 | 898.6 | 1,390.7 |
| **Total Effects (Private and Public)** 414,241.6 6,555 | 128,259.8 | 204,590.5 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER** |  |  |
| 1. Direct Effects 276,459.7 5,225 | 88,404.5 | 132,986.4 |
| 2. Indirect and Induced Effects 137,782.0 1,330 | 39,855.3 | 71,604.1 |
| 3. Total Effects 414,241.6 6,555 | 128,259.8 | 204,590.5 |
| 4. Multipliers (3/1) 1.498 1.255 | 1.451 | 1.538 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |
| 1. Wages--Net of Taxes |  | 124,769.2 |
| 2. Taxes |  | 42,925.0 |
| a. Local |  | 9,695.4 |
| b. State |  | 13,425.7 |
| c. Federal |  | 19,803.9 |
| General |  | 6,052.5 |
| Social Security |  | 13,751.5 |
| 3. Profits, dividends, rents, and other |  | 36,896.2 |
| 4. Total Gross State Product (1+2+3) |  | 204,590.5 |
| **IV. TAX ACCOUNTS Business** | **Household** | **Total** |
| 1. Income --Net of Taxes 124,769.2 | 128,259.8 | --------- |
| 2. Taxes 42,925.0 | 23,966.1 | 66,891.1 |
| a. Local 9,695.4 | 1,280.1 | 10,975.5 |
| b. State 13,425.7 | 2,917.4 | 16,343.2 |
| c. Federal 19,803.9 | 19,768.6 | 39,572.5 |
| General 6,052.5 | 19,768.6 | 25,821.0 |
| Social Security 13,751.5 | 0.0 | 13,751.5 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE** |  |  |
| Employment (Jobs) |  | 18.9 |
| Income |  | 370,297.0 |
| State Taxes |  | 47,184.1 |
| Local Taxes |  | 31,687.2 |
| Gross State Product |  | 590,670.2 |
| **INITIAL EXPENDITURE IN DOLLARS** |  | 346,370,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

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| **A-17**  **Economic and Tax Impacts of Heritage Tourism Activity on the State** |
| **of Year 2015 in Oklahoma ($387.0 Million)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Agriculture | 2,855.3 | 5 | 133.1 | 474.1 |
| 2. Agri. Serv., Forestry, & Fish | 502.2 | 8 | 236.0 | 447.4 |
| 3. Mining | 4,283.9 | 5 | 582.0 | 989.3 |
| 4. Construction | 7,437.7 | 28 | 1,007.8 | 2,533.9 |
| 5. Manufacturing | 46,941.6 | 203 | 8,124.7 | 12,853.3 |
| 6. Transport. & Public Utilities | 22,683.7 | 156 | 5,484.4 | 8,331.9 |
| 7. Wholesale | 21,805.5 | 180 | 8,867.2 | 10,384.5 |
| 8. Retail Trade | 179,934.7 | 4,534 | 62,903.0 | 94,731.4 |
| 9. Finance, Ins., & Real Estate | 35,946.4 | 203 | 8,081.4 | 21,888.8 |
| 10. Services | 146,078.6 | 2,233 | 46,396.2 | 72,195.4 |
| 11. Government | 3,347.9 | 30 | 1,010.1 | 1,563.8 |
| **Total Effects (Private and Public)** | 471,817.3 | 7,587 | 142,825.9 | 226,393.8 |
| **II. DISTRIBUTION OF EFFECTS/MULTIPLIER**  1. Direct Effects | 306,541.5 | 6,054 | 96,389.8 | 150,061.7 |
| 2. Indirect and Induced Effects | 165,275.9 | 1,532 | 46,436.2 | 76,332.1 |
| 3. Total Effects | 471,817.3 | 7,587 | 142,825.9 | 226,393.8 |
| 4. Multipliers (3/1) | 1.539 | 1.253 | 1.482 | 1.509 |
| **III. COMPOSITION OF GROSS STATE PRODUCT**  1. Wages--Net of Taxes |  |  |  | 139,672.4 |
| 2. Taxes |  |  |  | 48,156.2 |
| a. Local |  |  |  | 9,941.4 |
| b. State |  |  |  | 16,131.1 |
| c. Federal |  |  |  | 22,083.7 |
| General |  |  |  | 6,770.5 |
| Social Security |  |  |  | 15,313.2 |
| 3. Profits, dividends, rents, and other |  |  |  | 38,565.1 |
| 4. Total Gross State Product (1+2+3) |  |  |  | 226,393.8 |
| **IV. TAX ACCOUNTS**  1. Income --Net of Taxes |  | **Business**  139,672.4 | **Household**  142,825.9 | **Total**  --------- |
| 2. Taxes |  | 48,156.2 | 27,592.3 | 75,748.5 |
| a. Local |  | 9,941.4 | 1,589.7 | 11,531.1 |
| b. State |  | 16,131.1 | 3,989.0 | 20,120.1 |
| c. Federal |  | 22,083.7 | 22,013.6 | 44,097.3 |
| General |  | 6,770.5 | 22,013.6 | 28,784.1 |
| Social Security |  | 15,313.2 | 0.0 | 15,313.2 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE**  Employment (Jobs) | |  |  | 19.6 |
| Income | |  |  | 369,082.9 |
| State Taxes | |  |  | 51,993.2 |
| Local Taxes | |  |  | 29,798.0 |
| Gross State Product | |  |  | 585,034.4 |
| **INITIAL EXPENDITURE IN DOLLARS** | |  |  | 386,975,000.0 |

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| **A-18**  **Economic and Tax Impacts of Heritage Tourism Activity on the State** |
| **of Year 2015 in Texas ($3,392.0 Million)** |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Agriculture 28,365.4 | 63 | 1,606.8 | 4,529.0 |
| 2. Agri. Serv., Forestry,& Fish 5,172.2 | 55 | 2,372.9 | 3,844.9 |
| 3. Mining 49,415.6 | 43 | 6,744.7 | 14,103.7 |
| 4. Construction 70,262.7 | 228 | 9,727.0 | 21,431.8 |
| 5. Manufacturing 460,644.1 | 1,752 | 79,127.7 | 146,006.3 |
| 6. Transport. & Public Utilities 237,744.8 | 1,465 | 57,257.7 | 84,233.4 |
| 7. Wholesale 199,525.1 | 1,339 | 81,137.4 | 79,641.4 |
| 8. Retail Trade 1,575,184.1 | 33,712 | 550,854.9 | 820,383.5 |
| 9. Finance, Ins., & Real Estate 329,507.4 | 1,300 | 76,699.7 | 176,834.8 |
| 10. Services 1,301,647.9 | 15,710 | 414,294.5 | 664,754.7 |
| 11. Government 30,131.6 | 223 | 9,096.7 | 14,105.1 |
| **Total Effects (Private and Public)** 4,287,600.9 | 55,890 | 1,288,919.9 | 2,029,868.7 |
| 1. **DISTRIBUTION OF EFFECTS/MULTIPLIER**    1. Direct Effects 2,714,732.1 | 44,200 | 852,495.0 | 1,339,505.6 |
| 2. Indirect and Induced Effects 1,572,868.8 | 11,690 | 436,424.9 | 690,363.0 |
| 3. Total Effects 4,287,600.9 | 55,890 | 1,288,919.9 | 2,029,868.7 |
| 4. Multipliers (3/1) 1.579 | 1.264 | 1.512 | 1.515 |
| **III. COMPOSITION OF GROSS STATE PRODUCT** |  |  |  |
| 1. Wages--Net of Taxes |  |  | 1,259,456.9 |
| 2. Taxes |  |  | 419,319.4 |
| a. Local |  |  | 86,920.0 |
| b. State |  |  | 133,134.8 |
| c. Federal |  |  | 199,264.6 |
| General |  |  | 61,072.2 |
| Social Security |  |  | 138,192.4 |
| 3. Profits, dividends, rents, and other |  |  | 351,092.3 |
| 4. Total Gross State Product (1+2+3) |  |  | 2,029,868.7 |
| **IV. TAX ACCOUNTS** | **Business** | **Household** | **Total** |
| 1. Income --Net of Taxes | 1,259,456.9 | 1,288,919.9 | --------- |
| 2. Taxes | 419,319.4 | 230,428.8 | 649,748.2 |
| a. Local | 86,920.0 | 31,768.7 | 118,688.7 |
| b. State | 133,134.8 | 0.0 | 133,134.8 |
| c. Federal | 199,264.6 | 198,660.1 | 397,924.7 |
| General | 61,072.2 | 198,660.1 | 259,732.3 |
| Social Security | 138,192.4 | 0.0 | 138,192.4 |
| **EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE**  Employment (Jobs) |  |  | 16.5 |
| Income |  |  | 379,983.0 |
| State Taxes |  |  | 39,249.1 |
| Local Taxes |  |  | 34,990.3 |
| Gross State Product |  |  | 598,420.1 |
| **INITIAL EXPENDITURE IN DOLLARS** |  |  | 3,392,045,000.0 |

Note: Detail may not sum to totals due to rounding.

\*Terms:

Direct Effects --the proportion of direct spending on goods and services produced in the specified region. Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects. Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

APPENDIX B

Input-Output Analysis:

Technical Description and Application

This appendix discusses the history and application of input-output analysis and details the input-output model, called the R/Econ™ I-O model, developed by Rutgers University. This model offers significant advantages in detailing the total economic effects of an activity (such as historic rehabilitation and heritage tourism), including multiplier effects.

**Estimating Multipliers**

The fundamental issue determining the size of the multiplier effect is the “openness” of regional economies. Regions that are more “open” are those that import their required inputs from other regions. Imports can be thought of as substitutes for local production. Thus, the more a region depends on imported goods and services instead of its own production, the more economic activity leaks away from the local economy. Businessmen noted this phenomenon and formed local chambers of commerce with the explicit goal of stopping such leakage by instituting a “buy local” policy among their membership. In addition, during the 1970s, as an import invasion was under way, businessmen and union leaders announced a “buy American” policy in the hope of regaining ground lost to international economic competition. Therefore, one of the main goals of regional economic multiplier research has been to discover better ways to estimate the leakage of purchases out of a region, a measure of the region’s self-sufficiency.

The earliest attempts to systematize the procedure for estimating multiplier effects used the economic base model, still in use in many econometric models today. This approach assumes that all economic activities in a region can be divided into two categories: “basic” activities that produce exclusively for export, and region-serving or “local” activities that produce strictly for internal regional consumption. Since this approach is simpler but similar to the approach used by regional input-output analysis, a brief explanation of how multiplier effects are estimated using the economic base approach is provided below. If we let **x** be export employment, **l** be local employment, and **t** be total employment, then

**t** = **x** + **l**

For simplification, we create the ratio **a** as

**a** = **l/t**

so that **l** = **at**

then substituting into the first equation, we obtain

**t** = **x** + **at**

By bringing all of the terms with t to one side of the equation, we get

**t** - **at** = **x** or **t** (1-**a**)= **x**

Solving for **t,** we get **t**  = **x**/(1-**a**)

Thus, if we know the amount of export-oriented employment, **x,** and the ratio of local to total employment, **a**, we can readily calculate total employment by applying the economic base multiplier, 1/(1-**a**), which is embedded in the above formula. Thus, if 40 percent of all regional employment is used to produce exports, the regional multiplier would be 2.5. The assumption behind this multiplier is that all remaining regional employment is required to support the export employment. Thus, the 2.5 can be decomposed into two parts the direct effect of the exports, which is always 1.0, and the indirect and induced effects, which is the remainder—in this case 1.5. Hence, the multiplier can be read as telling us that for each export-oriented job another 1.5 jobs are needed to support it.

This notion of the multiplier has been extended so that **x** is understood to represent an economic change demanded by an organization or institution outside of an economy—so-called final demand. Such changes can be those affected by government, households, or even by an outside firm. Changes in the economy can therefore be calculated by a minor alteration in the multiplier formula:

**Δt**  = **Δx**/(1-**a**)

The high level of industry aggregation and the rigidity of the economic assumptions that permit the application of the economic base multiplier have caused this approach to be subject to extensive criticism. Most of the discussion has focused on the estimation of the parameter **a**. Estimating this parameter requires that one be able to distinguish those parts of the economy that produce for local consumption from those that do not. Indeed, virtually all industries, even services, sell to customers both inside and outside the region. As a result, regional economists devised an approach by which to measure the *degree* to which each industry is involved in the nonbase activities of the region, better known as the industry’s *regional purchase coefficient*. Thus, they expanded the above formulations by calculating for each ***i*** industry

**l*i*= r *i*d*i***

and  **x*i = ti* - r *i*d*i***

given that **d*i*** is the total regional demand for industry ***i***’s product. Given the above formulae and data on regional demands by industry, one can calculate an accurate traditional aggregate economic base parameter by the following:

**a = l/t = Σl*ii*/Σt*i***

Although accurate, this approach only facilitates the calculation of an aggregate multiplier for the entire region. That is, we cannot determine from this approach what the effects are on the various sectors of an economy. This is despite the fact that one must painstakingly calculate the regional demand as well as the degree to which they each industry is involved in nonbase activity in the region.

As a result, a different approach to multiplier estimation that takes advantage of the detailed demand and trade data was developed. This approach is called input-output analysis.

**A Brief History OF INPUT-OUTPUT ANALYSIS**

The basic framework for input-output analysis originated nearly 250 years ago when François Quesenay published *Tableau Economique* in 1758. Quesenay’s “tableau” graphically and numerically portrayed the relationships between sales and purchases of the various industries of an economy. More than a century later, his description was adapted by a fellow Frenchman, Léon Walras, who advanced input-output modeling by providing a concise theoretical formulation of an economic system (including consumer purchases and the economic representation of “technology”).

It was not until the twentieth century, however, that economists advanced and tested Walras’s work. Wassily Leontief greatly simplified Walras’s theoretical formu­lation by applying the Nobel prize–winning assumptions that both technology and trading patterns were fixed over time. These two assumptions meant that the pattern of flows among industries in an area could be considered stable. These assumptions permitted Walras’s formulation to use data from a single time period, which generated a great reduction in data requirements.

Although Leontief won the Nobel Prize in 1973, he first used his approach in 1936 when he developed a model of the 1919 and 1929 U.S. economies to estimate the effects of the end of World War I on national employment. Recognition of his work in terms of its wider acceptance and use meant development of a standardized procedure for compiling the requisite data (today’s national economic census of industries) and enhanced capability for calculations (i.e., the computer).

The federal government immediately recognized the importance of Leontief’s development and has been publishing input-output tables of the U.S. economy since 1939. The most recently published tables are those for 1987. Other nations followed suit. Indeed, the United Nations maintains a bank of tables from most member nations with a uniform accounting scheme.

**FRAMEWORK OF ANALYSIS**

Input-output modeling focuses on the interrelationships of sales and purchases among sectors of the economy. Input-output is best understood through its most basic form, the *interindustry transactions table* or matrix. In this table (see Table B-1 for an example), the column industries are consuming sectors (or markets) and the row industries are producing sectors. The content of a matrix cell is the value of shipments that the row industry delivers to the column industry. Conversely, it is the value of shipments that the column industry receives from the row industry. Hence, the interindustry transactions table is a detailed accounting of the disposition of the value of shipments in an economy. Indeed, the detailed accounting of the interindustry transactions at the national level is performed not so much to facilitate calculation of national economic impacts as it is to back out an estimate of the nation’s gross domestic product.

**TABLE B-1  
Interindustry Transactions Matrix (Values)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Agriculture | Manufacturing | Services | Other | Final  Demand | Total  Output |
| Agriculture | 10 | 65 | 10 | 5 | 10 | $100 |
| Manufacturing | 40 | 25 | 35 | 75 | 25 | $200 |
| Services | 15 | 5 | 5 | 5 | 90 | $120 |
| Other | 15 | 10 | 50 | 50 | 100 | $225 |
| Value Added | 20 | 95 | 20 | 90 |  |  |
| Total Input | 100 | 200 | 120 | 225 |  |  |

For example, in Table B-1, agriculture, as a producing industry sector, is depicted as selling $65 million of goods to manufacturing. Conversely, the table depicts that the manufacturing industry purchased $65 million of agricultural production. The sum across columns of the interindustry transaction matrix is called the *intermediate outputs vector*. The sum across rows is called the *intermediate inputs vector*.

A single *final demand* column is also included in Table B-1. Final demand, which is outside the square interindustry matrix, includes imports, exports, government purchases, changes in inventory, private investment, and sometimes household purchases.

The *value added* row, which is also outside the square interindustry matrix, includes wages and salaries, profit-type income, interest, dividends, rents, royalties, capital consumption allowances, and taxes. It is called value added because it is the difference between the total value of the industry’s production and the value of the goods and nonlabor services that it requires to produce. Thus, it is the *value* that an industry *adds* to the goods and services it uses as inputs in order to produce output.

The value added row measures each industry’s contribution to wealth accumulation. In a national model, therefore, its sum is better known as the gross domestic product (GDP). At the state level, this is known as the gross state product—a series produced by the U.S. Bureau of Economic Analysis and published in the Regional Economic Information System. Below the state level, it is known simply as the regional equivalent of the GDP—the gross regional product.

Input-output economic impact modelers now tend to include the household industry within the square interindustry matrix. In this case, the “consuming industry” is the household itself. Its spending is extracted from the final demand column and is appended as a separate column in the interindustry matrix. To maintain a balance, the income of households must be appended as a row. The main income of households is labor income, which is extracted from the value-added row. Modelers tend not to include other sources of household income in the household industry’s row. This is not because such income is not attributed to households but rather because much of this other income derives from sources outside of the economy that is being modeled.

The next step in producing input-output multipliers is to calculate the *direct requirements matrix*, which is also called the technology matrix. The calculations are based entirely on data from Exhibit B-1. As shown in Table B-2, the values of the cells in the direct requirements matrix are derived by dividing each cell in a column of Table B-2, the interindustry transactions matrix, by its column total. For example, the cell for manufacturing’s purchases from agriculture is 65/200 = .33. Each cell in a column of the direct requirements matrix shows how many cents of each producing industry’s goods and/or services are required to produce one dollar of the consuming industry’s production and are called *technical coefficients*. The use of the terms “technology” and “technical” derive from the fact that a column of this matrix represents a recipe for a unit of an industry’s production. It, therefore, shows the needs of each industry’s production process or “technology.”

**TABLE B-2  
Direct Requirements Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Agriculture | Manufacturing | Services | Other |
| Agriculture | .10 | .33 | .08 | .02 |
| Manufacturing | .40 | .13 | .29 | .33 |
| Services | .15 | .03 | .04 | .02 |
| Other | .15 | .05 | .42 | .22 |

Next in the process of producing input-output multipliers, the *Leontief Inverse* is calculated. To explain what the Leontief Inverse is, let us temporarily turn to equations. Now, from Table B.1 we know that the sum across both the rows of the square interindustry transactions matrix (**Z**) and the final demand vector (**y**) is equal to vector of production by industry (**x**). That is,

**x** = **Zi** + **y**

where **i** is a summation vector of ones. Now, we calculate the direct requirements matrix (**A**) by dividing the interindustry transactions matrix by the production vector or

**A** = **ZX**-1

where **X**-1 is a square matrix with inverse of each element in the vector **x** on the diagonal and the rest of the elements equal to zero. Rearranging the above equation yields

**Z** = **AX**

where **X** is a square matrix with the elements of the vector **x** on the diagonal and zeros elsewhere. Thus,

**x** = (**AX)i** + **y**

or, alternatively,

**x** = **Ax** + **y**

solving this equation for **x** yields

**x** = (**I**-**A**)-1 **y**

Total = Total \* Final

Output Requirements Demand

The Leontief Inverse is the matrix (**I**-**A**)-1. It portrays the relationships between final demand and production. This set of relationships is exactly what is needed to identify the economic impacts of an event external to an economy.

Because it does translate the direct economic effects of an event into the total economic effects on the modeled economy, the Leontief Inverse is also called the *total requirements matrix.* The total requirements matrix resulting from the direct requirements matrix in the example is shown in Table B-3.

**TABLE B-3  
Total Requirements Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Agriculture | Manufacturing | Services | Other |
| Agriculture | 1.5 | .6 | .4 | .3 |
| Manufacturing | 1.0 | 1.6 | .9 | .7 |
| Services | .3 | .1 | 1.2 | .1 |
| Other | .5 | .3 | .8 | 1.4 |
| Industry Multipliers | .33 | 2.6 | 3.3 | 2.5 |

In the direct or technical requirements matrix in Table B-2, the technical coefficient for the manufacturing sector’s purchase from the agricultural sector was .33, indicating the 33 cents of agricultural products must be directly purchased to produce a dollar’s worth of manufacturing products. The same “cell” in Table B-3 has a value of .6. This indicates that for every dollar’s worth of product that manufacturing ships out of the economy (i.e., to the government or for export), agriculture will end up increasing its production by 60 cents. The sum of each column in the total requirements matrix is the *output multiplier* for that industry.

**Multipliers**

A *multiplier* is defined as the system of economic transactions that follow a disturbance in an economy. Any economic disturbance affects an economy in the same way as does a drop of water in a still pond. It creates a large primary “ripple” by causing a *direct* change in the purchasing patterns of affected firms and institutions. The suppliers of the affected firms and institutions must change their purchasing patterns to meet the demands placed upon them by the firms originally affected by the economic disturbance, thereby creating a smaller secondary “ripple.” In turn, those who meet the needs of the suppliers must change their purchasing patterns to meet the demands placed upon them by the suppliers of the original firms, and so on; thus, a number of subsequent “ripples” are created in the economy.

The multiplier effect has three components—direct, indirect, and induced effects. Because of the pond analogy, it is also sometimes referred to as the *ripple effect*.

1. A *direct effect* (the initial drop causing the ripple effects) is the change in purchases due to a change in economic activity.
2. An *indirect effect* is the change in the purchases of suppliers to those economic activities directly experiencing change.
3. An *induced effect* is the change in consumer spending that is generated by changes in labor income within the region as a result of the direct and indirect effects of the economic activity. Including households as a column and row in the interindustry matrix allows this effect to be captured.

Extending the Leontief Inverse to pertain not only to relationships between *total* production and final demand of the economy but also to *change*s in each permits its multipliers to be applied to many types of economic impacts. Indeed, in impact analysis the Leontief Inverse lends itself to the drop-in-a-pond analogy discussed earlier. This is because the Leontief Inverse multiplied by a change in final demand can be estimated by a power series. That is,

(**I**-**A**)-1 **Δy** = **Δy** + **A Δy** + **A**(**A** **Δy**)+ **A**(**A**(**A Δy**))+ **A**(**A**(**A**(**A Δy**)))+ ...

Assuming that **Δy**—the change in final demand—is the “drop in the pond,” then succeeding terms are the ripples. Each “ripple” term is calculated as the previous “pond disturbance” multiplied by the direct requirements matrix. Thus, since each element in the direct requirements matrix is less than one, each ripple term is smaller than its predecessor. Indeed, it has been shown that after calculating about seven of these ripple terms that the power series approximation of impacts very closely estimates those produced by the Leontief Inverse directly.

In impacts analysis practice, **Δy** is a single column of expenditures with the same number of elements as there are rows or columns in the direct or technical requirements matrix. This set of elements is called an *impact vector*. This term is used because it is the*vector* of numbers that is used to estimate the *economic impacts* of the investment.

There are two types of changes in investments, and consequently economic impacts, generally associated with projects—*one-time impacts* and *recurring impacts*. One-time impacts are impacts that are attributable to an expenditure that occurs once over a limited period of time. For example, the impacts resulting from the construction of a project are one-time impacts. Recurring impacts are impacts that continue permanently as a result of new or expanded ongoing expenditures. The ongoing operation of a new train station, for example, generates recurring impacts to the economy. Examples of changes in economic activity are investments in the preservation of old homes, tourist expenditures, or the expenditures required to run a historical site. Such activities are considered changes in final demand and can be either positive or negative. When the activity is not made in an industry, it is generally not well represented by the input-output model. Nonetheless, the activity can be represented by a special set of elements that are similar to a column of the transactions matrix. This set of elements is called an economic disturbance or impact vector. The latter term is used because it is thevector of numbers that is used to estimate the impacts. In this study, the impact vector is estimated by multiplying one or more economic *translators* by a dollar figure that represents an investment in one or more projects. The term translator is derived from the fact that such a vector *translates* a dollar amount of an activity into its constituent purchases by industry.

One example of an industry multiplier is shown in Table B-4. In this example, the activity is the preservation of a historic home. The *direct impact* component consists of purchases made specifically for the construction project from the producing industries. The *indirect impact* component consists of expenditures made by producing industries to support the purchases made for this project. Finally, the *induced impact* component focuses on the expenditures made by workers involved in the activity on-site and in the supplying industries.

**TABLE B-4  
Components of the Multiplier for the  
Historic Rehabilitation of a Single-Family Residence**

|  |  |  |
| --- | --- | --- |
| **DIRECT IMPACT** | **INDIRECT IMPACT** | **INDUCED IMPACT** |
| Excavation/Construction Labor  Concrete  Wood  Bricks  Equipment  Finance and Insurance | Production Labor  Steel Fabrication  Concrete Mixing  Factory and Office Expenses  Equipment Components | Expenditures by wage earners  on-site and in the supplying industries for food, clothing, durable goods,  entertainment |

**Regional Input-Output Analysis**

Because of data limitations, regional input-output analysis has some considerations beyond those for the nation. The main considerations concern the depiction of regional technology and the adjustment of the technology to account for interregional trade by industry.

In the regional setting, local technology matrices are not readily available. An accurate region-specific technology matrix requires a survey of a representative sample of organizations for each industry to be depicted in the model. Such surveys are extremely expensive.[[1]](#footnote-1) Because of the expense, regional analysts have tended to use national technology as a surrogate for regional technology. This substitution does not affect the accuracy of the model as long as local industry technology does not vary widely from the nation’s average.[[2]](#footnote-2)

Even when local technology varies widely from the nation’s average for one or more industries, model accuracy may not be affected much. This is because interregional trade may mitigate the error that would be induced by the technology. That is, in estimating economic impacts via a regional input-output model, national technology must be regionalized by a vector of regional purchase coefficients,[[3]](#footnote-3) **r**, in the following manner:

(**I**-**rA**)-1 **r⋅Δy**

or

**r⋅Δy** + **rA** (**r⋅Δy)** + **rA**(**rA** (**r⋅Δy)**) + **rA**(**rA**(**rA** (**r⋅Δy)**)) + ...

where the vector-matrix product **rA** is an estimate of the region’s direct requirements matrix. Thus, if national technology coefficients—which vary widely from their local equivalents—are multiplied by small RPCs, the error transferred to the direct requirements matrices will be relatively small. Indeed, since most manufacturing industries have small RPCs and since technology differences tend to arise due to substitution in the use of manufactured goods, technology differences have generally been found to be minor source error in economic impact measurement. Instead, RPCs and their measurement error due to industry aggregation have been the focus of research on regional input-output model accuracy.

**COMPARING Regional Economic Impact Models**

In the United States there are three major vendors of regional input-output models. They are U.S. Bureau of Economic Analysis’s (BEA) RIMS II multipliers, Minnesota IMPLAN Group Inc.’s (MIG) IMPLAN Pro model, and CUPR’s own R/Econ™ I–O model. CUPR has had the privilege of using them all. (R/Econ™ I–O builds from the PC I–O model produced by the Regional Science Research Corporation’s (RSRC).)

Although the three systems have important similarities, there are also significant differences that should be considered before deciding which system to use in a particular study. This document compares the features of the three systems. Further discussion can be found in Brucker, Hastings, and Latham’s article in the Summer 1987 issue of *The Review of Regional Studies* entitled “Regional Input-Output Analysis: A Comparison of Five Ready-Made Model Systems.” Since that date, CUPR and MIG have added a significant number of new features to PC I–O (now, R/Econ™ I–O) and IMPLAN, respectively.

**Model Accuracy**

RIMS II, IMPLAN, and RECON™ I–O all employ input-output (I–O) models for estimating impacts. All three regionalized the U.S. national I–O technology coefficients table at the highest levels of disaggregation (more than 500 industries). Since aggregation of sectors has been shown to be an important source of error in the calculation of impact multipliers, the retention of maximum industrial detail in these regional systems is a positive feature that they share. The systems diverge in their regionalization approaches, however. The difference is in the manner that they estimate regional purchase coefficients (RPCs), which are used to regionalize the technology matrix. An RPC is the proportion of the region’s demand for a good or service that is fulfilled by the region’s own producers rather than by imports from producers in other areas. Thus, it expresses the proportion of the purchases of the good or service that do not leak out of the region, but rather feed back to its economy, with corresponding multiplier effects. Thus, the accuracy of the RPC is crucial to the accuracy of a regional I–O model, since the regional multiplier effects of a sector vary directly with its RPC.

The techniques for estimating the RPCs used by CUPR and MIG in their models are theoretically more appealing than the location quotient (LQ) approach used in RIMS II. This is because the former two allow for crosshauling of a good or service among regions and the latter does not. Since crosshauling of the same general class of goods or services among regions is quite common, the CUPR-MIG approach should provide better estimates of regional imports and exports. Statistical results reported in Stevens, Treyz, and Lahr (1989) confirm that LQ methods tend to overestimate RPCs. By extension, inaccurate RPCs may lead to inaccurately estimated impact estimates.

Further, the estimating equation used by CUPR to produce RPCs should be more accurate than that used by MIG. The difference between the two approaches is that MIG estimates RPCs at a more aggregated level (two-digit SICs, or about 86 industries) and applies them at a desegregate level (over 500 industries). CUPR both estimates and applies the RPCs at the most detailed industry level. The application of aggregate RPCs can induce as much as 50 percent error in impact estimates (Lahr and Stevens, 2002).

Although both RECON™ I–O and IMPLAN use an RPC-estimating technique that is theoretically sound and update it using the most recent economic data, some practitioners question their accuracy. The reasons for doing so are three-fold. First, the observations currently used to estimate their implemented RPCs are based on 20-years old trade relationships—the Commodity Transportation Survey (CTS) from the 1977 Census of Transportation. Second, the CTS observations are at the state level. Therefore, RPC’s estimated for sub-state areas are extrapolated. Hence, there is the potential that RPCs for counties and metropolitan areas are not as accurate as might be expected. Third, the observed CTS RPCs are only for shipments of goods. The interstate provision of services is unmeasured by the CTS. IMPLAN replies on relationships from the 1977 U.S. Multiregional Input-Output Model that are not clearly documented. RECON™ I–O relies on the same econometric relationships that it does for manufacturing industries but employs expert judgment to construct weight/value ratios (a critical variable in the RPC-estimating equation) for the nonmanufacturing industries.

The fact that BEA creates the RIMS II multipliers gives it the advantage of being constructed from the full set of the most recent regional earnings data available. BEA is the main federal government purveyor of employment and earnings data by detailed industry. It therefore has access to the fully disclosed and disaggregated versions of these data. The other two model systems rely on older data from *County Business Patterns* and Bureau of Labor Statistic’s ES202 forms, which have been “improved” by filling-in for any industries that have disclosure problems (this occurs when three or fewer firms exist in an industry or a region).

**Model Flexibility**

For the typical user, the most apparent differences among the three modeling systems are the level of flexibility they enable and the type of results that they yield. R/Econ™ I–O allows the user to make changes in individual cells of the 515-by-515 technology matrix as well as in the 11 515-sector vectors of region-specific data that are used to produce the regionalized model. The 11 sectors are: output, demand, employment per unit output, labor income per unit output, total value added per unit of output, taxes per unit of output (state and local), nontax value added per unit output, administrative and auxiliary output per unit output, household consumption per unit of labor income, and the RPCs. Te PC I–O model tends to be simple to use. Its User’s Guide is straightforward and concise, providing instruction about the proper implementation of the model as well as the interpretation of the model’s results.

The software for IMPLAN Pro is Windows-based, and its User’s Guide is more formalized. Of the three modeling systems, it is the most user-friendly. The Windows orientation has enabled MIG to provide many more options in IMPLAN without increasing the complexity of use. Like R/Econ™ I–O, IMPLAN’s regional data on RPCs, output, labor compensation, industry average margins, and employment can be revised. It does not have complete information on tax revenues other than those from indirect business taxes (excise and sales taxes), and those cannot be altered. Also like R/Econ™, IMPLAN allows users to modify the cells of the 538-by-538 technology matrix. It also permits the user to change and apply price deflators so that dollar figures can be updated from the default year, which may be as many as four years prior to the current year. The plethora of options, which are advantageous to the advanced user, can be extremely confusing to the novice. Although default values are provided for most of the options, the accompanying documentation does not clearly point out which items should get the most attention. Further, the calculations needed to make any requisite changes can be more complex than those needed for the R/Econ™ I–O model. Much of the documentation for the model dwells on technical issues regarding the guts of the model. For example, while one can aggregate the 538-sector impacts to the one- and two-digit SIC level, the current documentation does not discuss that possibility. Instead, the user is advised by the Users Guide to produce an aggregate model to achieve this end. Such a model, as was discussed earlier, is likely to be error ridden.

For a region, RIMS II typically delivers a set of 38-by-471 tables of multipliers for output, earnings, and employment; supplementary multipliers for taxes are available at additional cost. Although the model’s documentation is generally excellent, use of RIMS II alone will not provide proper estimates of a region’s economic impacts from a change in regional demand. This is because no RPC estimates are supplied with the model. For example, in order to estimate the impacts of rehabilitation, one not only needs to be able to convert the engineering cost estimates into demands for labor as well as for materials and services by industry, but must also be able to estimate the percentage of the labor income, materials, and services which will be provided by the region’s households and industries (the RPCs for the demanded goods and services). In most cases, such percentages are difficult to ascertain; however, they are provided in the R/Econ™   
I–O and IMPLAN models with simple triggering of an option. This model ought not to be used for evaluating any project or event where superior data are available or where the evaluation is for a change in regional demand (a construction project or an event) as opposed to a change in regional supply (the operation of a new establishment).

**Model Results**

Detailed total economic impacts for about 500 industries can be calculated for jobs, labor income, and output from R/Econ™ I–O and IMPLAN only. These two modeling systems can also provide total impacts as well as impacts at the one- and two-digit industry levels. RIMS II provides total impacts and impacts on only 38 industries for these same three measures. Only the manual for R/Econ™ I–O warns about the problems of interpreting and comparing multipliers and any measures of output, also known as the value of shipments.

As an alternative to the conventional measures and their multipliers, R/Econ™ I–O and IMPLAN provide results on a measure known as “value added.” It is the region’s contribution to the nation’s gross domestic product (GDP) and consists of labor income, nonmonetary labor compensation, proprietors’ income, profit-type income, dividends, interest, rents, capital consumption allowances, and taxes paid. It is, thus, the region’s production of wealth and is the single best economic measure of the total economic impacts of an economic disturbance.

In addition to impacts in terms of jobs, employee compensation, output, and value added, IMPLAN provides information on impacts in terms of personal income, proprietor income, other property-type income, and indirect business taxes. R/Econ™ I–O breaks out impacts into taxes collected by the local, state, and federal governments. It also provides the jobs impacts in terms of either about 90 or 400 occupations at the request of the user. It goes a step further by also providing a return-on-investment-type multiplier measure, which compares the total impacts on all of the main measures to the total original expenditure that caused the impacts. Although these latter can be readily calculated by the user using results of the other two modeling systems, they are rarely used in impact analysis despite their obvious value.

In terms of the format of the results, both R/Econ™ I–O and IMPLAN are flexible. On request, they print the results directly or into a file (Excel® 4.0, Lotus 123®, Word® 6.0, tab delimited, or ASCII text). It can also permit previewing of the results on the computer’s monitor. Both now offer the option of printing out the job impacts in either or both levels of occupational detail.

**RSRC Equation**

The equation currently used by RSRC in estimating RPCs is reported in Treyz and Stevens (1985). In this paper, the authors show that they estimated the RPC from the 1977 CTS data by estimating the demands for an industry’s production of goods or services that are fulfilled by local suppliers (*LS*) as

***LS* = *D*e(-1/*x*)**

and where for a given industry

***x* = k *Z*1a1*Z*2a2 P*j* *Zj*a*j*** and *D* is its total local demand.

Since for a given industry RPC = *LS*/*D* then

**ln{-1/[ln (ln*LS*/ ln*D*)]} = ln k + a1 ln*Z*1 + a2 ln*Z*2 + S*j* a*j*ln*Zj***

which was the equation that was estimated for each industry.

This odd nonlinear form not only yielded high correlations between the estimated and actual values of the RPCs, it also assured that the RPC value ranges strictly between 0 and 1. The results of the empirical implementation of this equation are shown in Treyz and Stevens (1985, table 1). The table shows that total local industry demand (*Z*1), the supply/demand ratio (*Z*2), the weight/value ratio of the good (*Z*3), the region’s size in square miles (*Z*4), and the region’s average establishment size in terms of employees for the industry compared to the nation’s (*Z*5) are the variables that influence the value of the RPC across all regions and industries. The latter of these maintain the least leverage on RPC values.

Because the CTS data are at the state level only, it is important for the purposes of this study that the local industry demand, the supply/demand ratio, and the region’s size in square miles are included in the equation. They allow the equation to extrapolate the estimation of RPCs for areas smaller than states. It should also be noted here that the CTS data only cover manufactured goods. Thus, although calculated effectively making them equal to unity via the above equation, RPC estimates for services drop on the weight/value ratios. A very high weight/value ratio like this forces the industry to meet this demand through local production. Hence, it is no surprise that a region’s RPC for this sector is often very high (0.89). Similarly, hotels and motels tend to be used by visitors from outside the area. Thus, a weight/value ratio on the order of that for industry production would be expected. Hence, an RPC for this sector is often about 0.25.

The accuracy of CUPR’s estimating approach is exemplified best by this last example. Ordinary location quotient approaches would show hotel and motel services serving local residents. Similarly, IMPLAN RPCs are built from data that combine this industry with eating and drinking establishments (among others). The results of such an aggregation process are an RPC that represents neither industry (a value of about 0.50) but which is applied to both. In the end, not only is the CUPR’s RPC-estimating approach the most sound, but it is also widely acknowledged by researchers in the field as being state of the art.

A**dvantages and Limitations of Input-Output Analysis**

Input-output modeling is one of the most accepted means for estimating economic impacts. This is because it provides a concise and accurate means for articulating the interrelationships among industries. The models can be quite detailed. For example, the current U.S. model currently has more than 500 industries representing many six-digit North American Industrial Classification System (NAICS) codes. The CUPR’s model used in this study has 517 sectors. Further, the industry detail of input-output models provides not only a consistent and systematic approach but also more accurately assesses multiplier effects of changes in economic activity. Research has shown that results from more aggregated economic models can have as much as 50 percent error inherent in them. Such large errors are generally attributed to poor estimation of regional trade flows resulting from the aggregation process.

Input-output models also can be set up to capture the flows among economic regions. For example, the model used in this study can calculate impacts for a county as well as the total Ohio state economy.

The limitations of input-output modeling should also be recognized. The approach makes several key assumptions. First, the input-output model approach assumes that there are no economies of scale to production in an industry; that is, the proportion of inputs used in an industry’s production process does not change regardless of the level of production. This assumption will not work if the technology matrix depicts an economy of a recessional economy (e.g., 1982) and the analyst is attempting to model activity in a peak economic year (e.g., 1989). In a recession year, the labor-to-output ratio tends to be excessive because firms are generally reluctant to lay off workers when they believe an economic turnaround is about to occur.

A less-restrictive assumption of the input-output approach is that technology is not permitted to change over time. It is less restrictive because the technology matrix in the United States is updated frequently and, in general, production technology does not radically change over short time periods.

Finally, the technical coefficients used in most regional models are based on the assumption that production processes are spatially invariant and are well represented by the nation’s average technology. In a region as large as an entire state, this assumption is likely to hold true.

APPENDIX C:

Tourism, Heritage TOurism and

ROute 66 TOurism

**TOURISM AND HERITAGE TOURISM IN THE UNITED STATES**

The travel industry in the United States is one of the nation’s largest and fastest-growing businesses. According to U.S. Travel Association, in 2015, $947 billion was spent by domestic and international travelers in the United States. This travel activity generated 8.2 million jobs, 232 billion payroll, and 148 billion in taxes ($81 billion federal, $41 billion state, and $26 billion local. Travel has been a growth industry, The U.S. Travel Association[[4]](#footnote-4) reports that from 2005 to 2015 travel expenditures in the United States grew from $654 billion to $947 billion, travel-generated employment over this ten year period increased from 7.6 million to 8.2 million, travel-generated payroll rose from $169 billion to $232 billion, and travel-generated tax revenues gained from $104 billion in 2005 to $148 billion in 2015. [[5]](#footnote-5)

U.S. is a favored destination for international travelers, and their spending contributes significantly to the U.S. tourism economy. About 6.4 percent of all world travel trips are to the United States; moreover, those visitors spend about 11.3 percent of all traveler spending worldwide. According to U.S. Department of Commerce, international visitors spent $15.4 billion on travel to, and tourism-related activities within, the United States in March 2014. When comparing that figure to the amount spent by U.S. residents abroad on the same time period, the U.S. set a surplus of $5.1 billion.[[6]](#footnote-6)

Historic sites play a crucial role in fostering leisure travel, as they comprise a significant part of the U.S. travel experience. Travel expert Arthur Frommer (1993) explained, “[p]eople travel in massive numbers to commune with the past. We all gain solace, pleasure and inspiration from contact with our roots.... [Y]ou cannot deny that seeing the cultural achievements of the past, as enshrined in period buildings, is one of the major motivators for travel.” A study by Mandala Research (2009) shows that a lion’s share of the travelers (65 percent) seek travel experiences where the “destination, its buildings and surroundings have retained their historic character.” It further reports that “78 percent of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling” (Pg. 1).

Cultural heritage visitations from overseas have been one of the fastest growing genres of tourism in the United States. In 2013, 18 million people from overseas visited cultural heritage sites in the United States, increasing by 30 percent from 2006. Almost half of the visitors (48.8 percent) came from Europe, 21.3 percent from Asia, 17.0 percent from South America, and 9.1 percent from the other regions. In 2013, top 10 overseas spenders in the U.S. were Canada ($24 billion), Japan ($15 billion), UK ($12 billion), Mexico ($9 billion), Brazil ($9 billion), China ($8 billion), Germany ($6 billion), France ($5 billion) Australia ($5 billion), and India ($4 billion). [[7]](#footnote-7)

The past is a valuable tourism commodity. In addition to the knowledge and pleasure heritage places bring to the travelers, heritage tourism also generates multiple economic benefits to communities. “Heritage conservation has been portrayed as the alternative to economic development, ‘either we have historic preservation, or we have economic growth.’ That is a false choice. In fact, heritage-based economic strategies can advance a wide range of public policy priorities” (Rypkema, 2005).[[8]](#footnote-8)

The economic outcomes of conserving heritage in municipalities has been carefully examined and documented during the past 20 to 25 years. First of all, through tourism, heritage conservation generates additional income that helps preserve the heritage sites. Conservation is not cheap, so the spending of visitors creates additional revenue that can be used to meet conservation objectives. At the same time, it enables public awareness of the need to preserve the built environment, which leads to a virtuous circle of heritage conservation (Timothy, 2011).[[9]](#footnote-9)

Second, evidence of heritage tourism’s positive economic impacts has been accumulating rapidly throughout the nation. That is, it been widely recognized for its net positive economic benefits. States from Maine to Florida, from Louisiana to Oregon, and from California to Virginia have performed statewide studies of heritage tourism’s net economic effects.[[10]](#footnote-10)

Third, heritage tourism is a strong engine for job creation, given that it generates a significant number of direct and indirect employment per dollar of investment. Meanwhile the conservation efforts themselves create well-paid jobs that require skilled labor, creative design skills, and marketing and promotional effort. Moreover, active, continuing conservation plans for historic rehabilitation ensures that these jobs will be secure for years to come.

Fourth, heritage tourism generates high levels of state and local tax revenues per unit of investment. Indeed, it generates all forms of taxes, including income, property, sales, and several other tourism-specific taxes such as car rental, lodging, and airport fees. Admission fees at historic sites and monuments often include a government surcharge or sales tax.

National data on heritage tourism volume and spending are sketchy. One of the most commonly cited studies is *The* *Historic/Cultural Traveler* analysis conducted by The Travel Industry Association of America (TIA) in a report published in 2003[[11]](#footnote-11). That report, examining both historic tourism and cultural tourism as of 2002, found that this tourism segment was large, growing and an important spur to travel.

In 2002, heritage travel11 was occasioned by 84.7 million of all U.S. adults (211.6 million) and 57.9 percent of all U.S. adult travelers (146.4 million). Heritage travel in that year involved 143.5 million person-trips--about one seventh (14.1 percent) of all 2002 person-trip volume (1,021.3 million). The more aggregate historic/cultural travel market size (inclusion of a historic *and/or* cultural activity on a trip) was yet larger--involving 118.1 million U.S. adults (55.8 percent of all U.S. adults, 80.7 percent of all U.S. adult travelers) and 216.8 million person-trips (21.2 percent of all person trip volume). (See Table C-1 for more details.)

**Table C-1: Historical/Cultural Travel Market Size (2002)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Number of U.S. Adults | % | Number of Adult Travelers | % | 2002 Person-trip Volume | % |
| Total | 211.6 million | 100.0 | 146.4 million | 100.0 | 1,021.3 million | 100.0 |
| Included an historic and/or cultural activity on a trip | 118.1 million | 55.8 | 118.1 million | 80.7 | 216.8 million | 21.2 |
| Included a cultural activity on a trip | 109.8 million | 51.9 | 109.8 million | 75.0 | 97.7 million | 9.6 |
| Included an historic activity on a trip | 84.7 million | 40.0 | 84.7 million | 57.9 | 143.5 million | 14.1 |
| *Source:* Travel Industry Association of America*, The Historic/Cultural Traveler Survey* (2003 edition) | | | | | | |

Historic/cultural travel activity has grown over time (from 192.4 million person-trips in 1996, 209.2 million person-trips in 1999, and to 216.8 million trips in 2003)-- an increase of more than twice the 1996-2002 growth (5.6 percent) in all United States domestic travel. (Separate historic trip volume is not available from TIA.)

While historic/cultural travelers often combine activities such as visiting friends/relatives or an ethnic site while also engaged in historic/cultural activities, the historic/cultural lure is very strong in its own right. About 40 percent of historic/cultural travelers extended extra time to their trip due to a historic/cultural event according to the Travel Industry Association (TIA) in its 2004 study. Visiting a historic site was frequently the primary motivation for taking a particular trip. Nationwide, 33 percent of historic travelers according to TIA indicated that visiting a historic site, historic community, or history museum was *the* motivation for taking a trip.

What is the profile of the heritage traveler? Based on data from TIA in its 2003 study, it appears that relative to the average leisure traveler in the United States, heritage tourists in this country are: somewhat older, exhibit a smaller household size, are better educated, are more likely to be in a managerial/professional occupations, and earn higher incomes. This orientation parallels some national demographic changes experienced by the U.S. as a whole, such as an aging population with a declining household size and an economic shift away from manufacturing. Heritage trip characteristics also differ compared to the average leisure trip. The heritage trip is more likely to involve a stay at a hotel/motel, to last longer and to include a larger party size. In part due to some of the above cited statistics, such as heritage traveler higher income and heritage trip longer duration, there is higher spending associated with heritage tourism. According to TIA in its 2004 study the average heritage/culture traveler spent $623 per trip as opposed to a much lower $420 for the average leisure trip.

The combination of many of the above factors, including significant numbers of heritage tourists who tend to spend more than most travelers, results in heritage tourism constituting a major economic activity. In many jurisdictions in the United States, tourism ranks in the top 5 industries in terms of revenue. Since heritage travel is an important component of all travel, it therefore constitutes an important economic prop for the state and local economies.

**UPDATING INFORMATION ON HERITAGE TOURISM**

While the heritage travel data cited above from the Travel Industry Association of America’s *The Historic Cultural Traveler* is invaluable, it is dated as it is a 2003 study based on 2002 data. It is important to obtain more current information on the heritage traveler. One way to do this would be to conduct a contemporary version of a survey focused on the heritage traveler, in other words replicating the invaluable 2003 TIA research today. Unfortunately, that takes resources of time and funding that may not be readily available to already multi-tasked state tourism offices and similar travel-oriented entities. To give some order of magnitude, whereas travel expenditures in the eight Route 66 states encompasses a total of about $950 billion in travel expenditures in 2015, the total aggregate budget of the state tourism offices in these eight states is about $200 million (Table C-2)--only about .0002 of the aggregate state travel outlay. Many state tourism offices are already hard pressed to fulfill their existing mandates and fund their existing surveys and may not be readily able to conduct new surveys on heritage travelers.

**Table C-2**

**State Tourism Fiscal Year (FY) Office Budgets in the Eight Route 66 States**

|  |  |  |
| --- | --- | --- |
| **State/Area** | **FY 2012-2013**  **Actual Spending**  **($ millions)** | **FY 2013-2014**  **Provisional Budget**  **($ millions)** |
| Arizona | $20.1 | $24.7 |
| California | $62.3 | $60.4 |
| Illinois | $50.9 | $51.5 |
| Kansas | NA | NA |
| Missouri | $11.5 | $13.0 |
| New Mexico | $8.3 | $10.3 |
| Oklahoma | $13.3 | $14.3 |
| Texas | $40.8 | $42.5 |
| Total Route 66 States | $207.2 | $216.7 |
| Total U.S. | $725.3 | $837.6 |
| Total Route 66 States as % of Total U.S. | 28.6% | 25.9% |

NA= Not Available

Source: U.S. Travel Association. *Survey of U.S. State Tourism Office Budgets*, 2013-2014 Edition, p.5,6

It may be possible however, to extract data on heritage travelers from the *ongoing extant travel surveys* that states either conduct or commission others to implement. As an example, we report on just that strategy of ascertaining information of heritage travelers from existing surveys that was completed in a recent 2015 study conducted by the University of Texas and Rutgers University (Rutgers Center for Urban Policy Research—CUPR). That study quantified the economic contribution of historic preservation in Texas, and a major component of that contribution was heritage tourism. The section below summarizes the travel/heritage travel portion of the Texas analysis.

**TEXAS TRAVEL AND HERITAGE TOURISM**

The Texas travel and tourism market is one of the largest of all states in the United States.

In 2013 in Texas:

# Direct travel spending was $58,382 million

# Over 500 million person-days of travel were spent in Texas. Of this total, about 84 percent was spent by overnight travelers, and 16 percent by day trippers.

* About 133 million person-days of travel (27 percent) were spent by business travelers and leisure travel comprised the balance (73 percent).

Much of the travel data for Texas is derived from annual commissioned survey and other research conducted by DK Shifflet and Associates (hereinafter DKSA). To evaluate Texas heritage tourism, the Center for Urban Policy Research (CUPR) at Rutgers University analyzed travel information provided by the Texas Department of Commerce Tourism Division. This information is based on data compiled from a 2013 survey of Texas business and leisure travelers conducted by DKSA. While the DKSA survey does not focus on heritage tourism per se, certain information can be extracted and assembled to provide useful data for heritage tourism analysis.

The DKSA survey asked households to indicate up to four of their primary trip activities. In the current analysis, those Texas business or leisure travelers who cited “visit a historic site” as a primary activity in the survey were flagged as “heritage travelers.” Other primary activities in the DKSA survey include “visit museums,” “visit festivals,” and “touring.” *Only* indication of visitation to a historic site, however, is applied by CUPR to flag a heritage traveler[[12]](#footnote-12).

All Texas travelers *not* flagged as heritage travelers (as defined above) are referred to as “non-heritage travelers.” Using the DKSA database, which encompasses both day-trip and overnight travel, CUPR identified the following groups and subgroups of Texas travelers:

***All Texas Travel:***

1. Texas Travelers: All Texas day and overnight travelers.
2. Heritage Travelers: Texas day and overnight travelers whose trip included visiting a historic site as one (of up to four) of their primary trip activities.
3. Non-heritage Travelers: Texas day and overnight travelers who did not include “visit a historic site” as a primary activity in the survey.

Texas heritage travel, as defined above, was estimated at 52.7 million person-days of travel in 2013. The amounted to 10.5 percent of the 500 million person-days spent on Texas travel that year. Heritage travel comprised 5.2 percent of all Texas day trips and 11.5 percent of all overnight travel.

**TABLE C-3  
Magnitude of Texas Travel in Trips (2013)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Travel Type** | **All Travel**  **(in millions)** | **Heritage\* Travel (in millions)** | **Heritage as % of All Travel** |
| Day trip (person-days) | 80.3 | 4.2 | 5.2 |
| Overnight (person-days) | 421.0 | 48.5 | 11.5 |
| *Total Person-Days of Travel* | *501.3* | *52.7* | *10.5* |

**\***Defined as a business or leisure traveler indicating “visit historic site” as one (of up to four) “primary activity.”

Compared to all Texas travelers, heritage travelers are (see Table C-4 for details):

## are more likely to be female, less likely to be married, more likely to being 55 years of age or older, and more likely to be retired.

## are more likely to have completed more years of formal education (e.g., The heritage travelers have an above average share with “some college education”, and, also more “postgraduate education”).

## are more likely to have a higher household income than non-heritage travelers.[[13]](#footnote-13)

## spend more per day on average. Heritage day-trippers spend the most per day (see Table C-5 for details).

* Many of the above characteristics of the Texas heritage traveler profile compared to all Texas travelers resemble the heritage travel characteristics observed by the Travel Industry Association of America 2003 study that was earlier summarized in this report.

## **TABLE C-4**

## **Texas Traveler Profile (2013)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | All TX Travelers | Non-heritage TX Travelers | Heritage TX Travelers |
| Gender |  |  |  |
| –Female | 51.3% | 51.0% | 53.3% |
| Age |  |  |  |
| –55+ years | 39.8% | 39.3% | 43.8% |
| Marital status |  |  |  |
| –% married | 70.7% | 70.9% | 69.7% |
| Education |  |  |  |
| –College graduate | 22.0% | 21.8% | 23.9% |
| –Postgraduate education | 14.4% | 14.1% | 17.1% |
| Employment |  |  |  |
| –Retired | 14.6% | 14.3% | 17.3% |
| –Manager/professional | 30.3% | 30.4% | 29.5% |
| Origin state |  |  |  |
| –Texas | N/A | N/A | 57.1% |
| Accommodation type |  |  |  |
| –Hotel/B&B | N/A | N/A | 53.5% |
| –Private home | N/A | N/A | 33.2% |
| Spending |  |  |  |
| –Average per day expenditure (day & overnight travelers) | $147.99 | $144.77 | $175.38 |

Source: D.K. Shifflets survey data as analyzed by CUPR.

N/A= Information non-available

**TABLE C-5 Texas Average Per-Person Per-Day Traveler Spending (2013)**

# All Texas Non-heritage Heritage

Day trip $ 111.85 $ 107.57 $ 187.15

Overnight $ 154.54 $ 152.12 $ 173.06

Day & Overnight $ 147.99 $ 144.77 $ 175.38

Heritage expenditures, relative to the total spending for all Texas travel, are shown in Table C-6. It is important to note that while travelers who visited a historic site represent only 10.5 percent of all Texas visitors, their spending—the sum total of all outlays by heritage travelers—accounted for a 12.5 percent share of total expenditures. These findings result from the aforementioned higher-than-average daily spending of heritage travelers.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TABLE C-6 Texas Travel Spending (2013)** | | | | |
|  | **Total Traveler Spending (millions)** | | **Total Spending by Heritage Travelers (millions)** | **Heritage Spending as % of Total Texas Traveler Spending** |
| Day trip | $7,861 | $707 | | 9.0% of Day trip Spending |
| Overnight | $50,521 | $6,591 | | 13.0% of Overnight Spending |
| Days & Overnight | $58,382 | $7,298 | | 12.5% of Total Spending |

The distributions of heritage travel spending are shown as below in Table C-7. Noticeably, transportation ($1.9 billion) accounted for approximately 26 percent of direct heritage travel spending, and lodging ($1.6 billion) accounted for approximately 22 percent.

**TABLE C-7**

**Distribution of Texas Heritage Travel Direct Spending (2013)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **$ Million** | | | **%** | | |
| **Spending** | **Total** | **Day** | **Night** | **Total** | **Day** | **Night** |
| Transportation | $1,868 | $167 | $1,714 | 25.6% | 23.6% | 26.0% |
| Food and Bev | $1,533 | $186 | $1,305 | 21.0% | 26.3% | 19.8% |
| Shopping | $1,109 | $187 | $844 | 15.2% | 26.5% | 12.8% |
| Entertainment | $890 | $112 | $751 | 12.2% | 15.8% | 11.4% |
| Lodging | $1,598 | $0 | $1,753 | 21.9% | 0.0% | 26.6% |
| Other | $307 | $55 | $224 | 4.2 % | 7.8% | 3.4% |
| *Total* | *$7,298* | *$707* | *$6,591* | *100.0%* | *100.0%* | *100.0%* |

# For the purposes of this study, only the Texas business or leisure travelers who cited “visit a historic site” as primary activities in the survey were flagged as “heritage travelers”. Thus, the estimated $7,298 million in direct heritage-attributed spending is *conservatively adjusted downward* to include only the share of overall travel expenditures focused directly on heritage activity. For example, rather than counting the entire trip expenditures of a Texas business traveler to San Antonio who visited the Alamo, we only count the outlays from the Alamo portion of the trip. The adjusted (heritage-attributed) expenditures are tabulated in Table C-8 and amount to a total annual outlay of $2,255 million for 2013—about 4 percent of total $58 billion of all traveler spending in Texas in 2013. Of the $2.255 billion of Texas total heritage travel spending in 2013, the lion’s share, $2,062 million or about 91 percent, comprised outlays for overnight heritage travel.

**TABLE C-8 Summary of Texas Traveler Spending (2013)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total Traveler Spending**  **($ millions)** | | **Total Spending**  **By Heritage Travelers**  **($ millions)** | **Heritage Spending as % of Total Texas Traveler Spending** | **Total Heritage-Attributed Spending**  **($ millions)** | | **Heritage-Attributed Spending as % of Total Texas Traveler Spending** |
| Day trip | | $7,861 | $707 | 9.0% | $193 | 2.5% | | |
| Overnight | | $50,521 | $6,591 | 13.0% | $2,062 | 4.1% | | |
| *All* | | *$58,382* | *$7,298* | *12.5%* | *$2,255* | *3.9%* | | |

**MISSOURI TRAVEL AND HERITAGE TOURISM**

In a similar fashion, in a 2002 study conducted by the Center for Urban Policy Research (CUPR) at Rutgers University for the state of Missouri concerning the economic impacts of historic preservation in that state, Rutgers identified heritage travelers in Missouri by flagging respondents to an annual survey of travelers to Missouri (Travel Scope Survey over 1995-1999 conducted by The Travel Industry Association of America) who reported to have visited a historic place as a trip activity. Based on that identification of a heritage traveler, Rutgers could then quantify the profile of Missouri heritage tourism over the 1995-1999 period as follows:

* In the period under study, heritage travel comprised about 10 percent of all Missouri person trips (Table C-9). Heritage travel was comprised predominately, about 97 percent, of overnight trips (2.905 million overnight heritage person trip compared to 3.240 million total heritage travel).

**Table C-9**

**Annual Average Person-Trip Distribution for Missouri (1995-1999)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Traveler Trip** | **All Missouri Person-Trips**  **(in millions)** | **Heritage Person-Tripsa**  **(in millions)** | **Heritage as Percent of All Missouri Travel** |
| Day trip | 11.366 | .335 | 2.9% |
| Overnight | 20.699 | 2.905 | 14.0% |
| All trips (day and overnight) | 32.065 | 3.240 | 10.2% |

**a**Defined as a business or leisure traveler indicating “visit historic site” or other related trip purpose.

* The profile of the heritage traveler in Missouri leaned heavily toward middle-aged, married adults who were relatively well-educated and had middle or higher incomes. Compared to all Missouri trips, the heritage trip tended to be a group trip (often part of a family trip), with multiple activities.
* Compared with all Missouri travelers, heritage travelers, on average, spend considerably more (Table C-10).
* Many of the above Missouri heritage traveler characteristics resemble the heritage travel profile previously recounted in the Texas 2015 and TIA 2003 studies.

**Table C-10**

**Annual Average Spending per Person-Trip for Missouri (1995-1999)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Trip Type** | **All Missouri Travelers** | **Heritage Traveler** | **Heritage as % of All Missouri Travelers** |
| Daytrips | $102 | $150 | 147% |
| Overnight Trips | $242 | $265 | 109% |

• Travel expenditures of Missouri heritage travelers, counting only the spending attributable to the heritage portion of their travels, was estimated to amount to some $660 million annually over 1995-1999 (Table C-11). In the case of a lawyer traveling to Jefferson City on business, for example, and stopping at a historic house museum in Missouri’s capital, only a fraction of this trip’s expenditure would be counted by this study as a heritage trip expenditure. Of the $660 million annual heritage travel expenditure $621 million or 94 percent comprised overnight as opposed to day-trip heritage travel (Table C-11). For further context, the estimated $660 million annual average heritage outlay over 1995-1999 was about one-tenth of the estimated annual average of total travel spending in Missouri (about $6 billion over this same time period.

**Table C-11**

**Annual Average Heritage Trip Spending for Missouri (1995-1999)**

|  |  |
| --- | --- |
| Trip Type | **Heritage Trips** |
| Day trips | $39.2 million |
| Overnight Trips | $620.8 million |
| All Trips  (Day and Overnight) | $660.0 million |

Based on other state studies conducted by Rutgers on the economics of historic preservation, we generally have found that heritage travel comprises approximately between 5 to 10 percent of all tourism expenditures in a state. To be conservative in estimating the heritage travel in the eight Route 66 states, the current investigation assumes the lower-bound share, that is to assume that 5 percent of all travel outlays in a state are heritage in nature. The 5 percent heritage travel share is applied in our calculations. All eight Route 66 state, had a total of $289 billion of travel spending in 2015 (Table 3), and the heritage travel portion of that total is estimated at 5 percent or about $14.5 billion (Table 6). As described earlier in this report, the $14.5 billion heritage travel outlay is entered to the Preservation Economic Impact Model (PEIM) to quantify the total (direct and secondary) national and state-level impacts with respect to jobs, income, gross domestic product, output, and taxes (Table 6) and Appendix A. In applying the PEIM to the heritage travel, we assume that 90 percent of the heritage travel outlay comprises overnight trips and 10 percent day trips—an approximate 90:10 apportionment observed in Texas, Missouri and other states.

The above Texas and Missouri-type analyses would be enhanced by regularly examining the annual travel surveys implemented by or commissioned for most states to see if one or more of the travel survey questions could be used to flag the heritage traveler. In Texas and Missouri, Rutgers did this by using the response “visit a historic site” as a primary activity to identify the heritage traveler and this identification or some variation could continue to be used in the future to quantify the magnitude and profile of heritage tourism in the eight Route 66 states and other states as well.

**ROUTE 66 TRAVEL: RUTGERS 2009-2010 SURVEY**

While travel on Route 66 has a heritage component that does not fully describe the profile of travelers and trips along the Mother Road. There is no large scale annual or other periodic survey of Route 66 travel. The most significant effort to date was a Rutgers survey of Route 66 travel that was conducted in 2009-2010 for The World Monuments Fund and The National Public Service. Highlights of the effort are described below.

In collaboration with the *Route 66 Pulse* (a free periodical newspaper distributed along the 2,400 miles of the Mother Road) and a panel of Route 66 experts in both the public and private sectors, Rutgers University conducted the most extensive survey to date of travelers on Route 66.

Approximately 100,000 surveys were distributed along the entire road (inserted into two issues of the *Route 66 Pulse* and also made available in “kiosks” at 33 popular Mother Road-associated travel destinations) between June 2009 and June 2010. The kiosk locations were chosen in consultation with a Route 66 expert advisory group. To cover year-round travel behavior and economic conditions, the survey field period lasted one full calendar year (between June 2009 and June 2010). A total of 4,178 surveys were returned, of which the survey point of origin for 4,176 of these surveys can be identified. Of these 4,176, 3,030 (73 percent) had originally been placed in the *Route 66 Pulse* and 1,146 (27 percent) originated from the kiosks. This type of data capture is referred to as a “passive intercept survey” (answered by those coming across the survey in the *Route 66 Pulse* and kiosks). The four-page intercept survey contained a total of about 30 questions concerning the travelers’ residence and socioeconomic profile, trip expenditure characteristics, and traveler perspectives on Route 66 (e.g. attractions and challenges). The following reports some key survey findings.

# Route 66 Traveler Origins

* + Route 66 draws visitors from a broad geography, and the 4,178 surveys included travelers from all 50 U.S. states and about 40 foreign countries
  + About 85 percent of the 4,160 respondents (with respondent residence data) indicated a current U.S. residence, while 15 percent came from abroad. Not surprisingly among the U.S. travelers, residents of the eight states through which the Mother Road passes were heavily represented (about 60 percent) in the survey. Of the 15 percent of international responses, the lion’s share were European and Canadian in origin. (Note: the questionnaire was English-only, so this may have affected the above-cited international origins.)

**Route 66 Traveler Profile**

From the survey response, the socioeconomic profile of the Route 66 traveler is:

* + Overwhelmingly (97 percent) white in race.
  + Overwhelmingly (96 percent) *not* Hispanic in ethnicity (recall however, the English-only version of the survey).
  + Generally (71 percent) married, though about one-tenth never married and one-seventh are currently divorced/widowed/separated.
  + Overwhelmingly middle age (median of about 45 years), with a prominent senior contingent (46 percent were 60 years or older) and a younger cohort as well (about one-ninth were 20 to 39 years of age).
  + Typically well educated, and employed, in many occupations. Of note is that about four-tenths of the Route 66 travelers are retired.
  + Generally of middle income (median household income of about $65,000), though there is a considerable range in household earnings (about 8 percent earn $25,000 or less annually, while almost one-quarter earn $100,000 or more per year).
  + Compared with the persons living in the Route 66 Corridor (geographic area near the Mother Road delineated and studied by Rutgers), the Route 66 traveler (derived from the Rutgers survey) is far more likely to be white in race; has a much lower share of Hispanic ethnicity; has more years of schooling; is far more likely to be either retired, or if employed, is working as a professional or manager; and is more affluent from an income standpoint.
  + Comparing the Route 66 traveler with heritage and cultural travelers more broadly (the latter information derived from the 2003 Travel Industry Association of America report and Rutgers research on other studies) reveals many similarities. For instance, both groups are largely middle-aged, well educated, relatively affluent, and disproportionately either retired or work in professional/managerial occupations.

# Route 66 Trip Characteristics and Perspectives

* + The Route 66 trip was often embedded in a longer trip taken for other purposes (e.g., “driving coast to coast”).
  + The bulk of the respondents, 78 percent, indicated vacation or leisure to be one of the purposes of their Route 66 trip; 21 percent indicated they would be doing business; still others cited a combination of objectives.
  + Route 66 trip expenditures were at minimum in the $1,500 to $2,000 range.
  + The largest expenses are for lodging, eating/drinking and direct travel-related trip outlays (for airfare, auto/RV rental and gasoline and oil).

As indicated above, much useful information can be gleaned from a dedicated Route 66 survey of Mother Road travelers such as that conducted by Rutgers for the NPS and WMF. But there are limitations to such a Route 66 focused survey. First, it is difficult, time consuming and expensive to implement (recall the 100,000 surveys distributed over a year’s period and the 33 Route 66 survey kiosks). Second, the Rutgers-type Route 66 survey was an intercept approach—responded to by some Mother Road travelers who “intercepted” the *Route 66 Pulse* newspaper and the kiosks—rather than a classic probability sampling approach. The latter allows pyramiding from the sample responding to the survey to the large universe of travelers in a statistically acceptable fashion.

There are regularly conducted, statistically-valid surveys of travelers and tourism in the United States. Ideally, information on Route 66 travelers and tourism could be gleaned from these ongoing surveys, if these surveys could be modified to include a “visit Route 66 component.”

From reconnaissance research conducted by Rutgers, there seems to be a number of ways to ascertain Route 66 traveler information from ongoing travel surveys done for states or other purposes. It is vital to "link" to/take advantage of these ongoing surveys because that would yield statistically valid Route 66 travel information on an ongoing basis. Also, linking to ongoing travel surveys is much less expensive than a special dedicated one-off Route 66 survey (such as the Rutgers 2009-2010 research) and allows comparison of the Route 66 traveler to all travelers. Further, the Route 66 states and the travel industry more generally are already familiar with and use the ongoing surveys so that enhances the acceptance of the Route 66 data that could be ascertained from the ongoing professional travel data/surveys.

The following are four potential resources:

1--Kantar TNS does a successor to the survey formerly done by Travel Industry Association of America. Kantar TNS administers a national TravelsAmerica survey (every quarter; see Table C-12 for details) and in response to a Rutgers inquiry they are open to adding " visit Route 66" to a long list of trip activities. The addition of "visit Route 66 Travel" would first be communicated to their current clients (including many states) in what is called a consensus process. Assuming no one objects (which is likely, though some states might be prompted by this query to suggest adding a travel destination highway in their own states to the questionnaire), then the "visit Route 66 travel activity” could be added to the TravelsAmerica survey. This could be accomplished in a shorter rather than longer protracted time period. If the "consensus process" started in mid-December 2017, then feedback on this could be secured by late January 2018; then the TravelsAmerica survey with the " visit Route 66" added trip activity would be administered for at least 2 quarters of the survey to realize sufficient sample size. That would take this until about September 2018 for results to be obtained.

DK Shifflet & Associates (DKSA) has merged with MMGY Global and that offers other possibilities.

2--MMGY Global does an annual survey, Portrait of the American Travelers® (Table C-13). This survey has been implemented for 28 years. It is administered in February of every year and focuses on FUTURE forward-looking travel activity. In response to a Rutgers inquiry, MMGY is amendable to adding a question on " Visit Route 66". In theory, if we said yes to start this in December 2017, it could be added to the February 2018 administration of Portrait of the American Travelers®, with survey results from (respondents saying that they would visit Route 66) to follow some months later. A written report would take about 3 weeks after the 2018 survey was finished.

Since 1991, DKSA contacts 50,000 district U.S. households monthly and its Travel Performance MonitorSM (Table C-14) provides current behavior and long-term trended analysis on a wide range of travel. It is possible that “visit Route 66” could be added to the DKSA survey in a customized research, thus affording another potential source of information on travelers to the Mother Road.

Longwords International Administers Travel USA®, a survey of Americans’ travel habits. The survey is done quarterly and annually yields a sample of over 300,000 respondents. In response to a Rutgers inquiry, Longwords is amendable to adding a question or two that would identify Route 66 travelers. This would yield traveler demographics, states/a few cities visited, travel party characteristics, trip purposes, and other behavioral data, including trip spending. This is very useful, however, most of the travel information so garnered would be overall trip-generic, rather than Route-66 specific. Detailed Route 66 information could be gathered through a subsequent custom follow-up survey to be administered to those people identifies in the Travel USA® main survey as Route 66 travelers. The time for the two stage process would take a few months and would be coordinated in sequence with the quarterly administration of Travel USA®.

Depending on the varying specific nature of the potential add-on of “visit Route 66” to the ongoing travel surveys described above (e.g., a one-stage versus a follow-up two stage process), the nature of the information provided on the Route 66 travel (e.g., raw data from the “visit Route 66” respondents or an additional written report), and other variables, the approximate order of magnitude cost of the Mother Road travel linkage to the four respected and widely-used ongoing travel surveys (TravelsAmerica, Portrait of the American Travelers®, Travel Performance MonitorSM and Travel USA®) is $40,000 to $80,000.

The four entities described above—Kantar TNS, MMGY Global, DK Shifflet and Associates, and Longwoods International—are all long established, experienced, and highly respected travel survey and tourism-expert firms. They have conducted travel research throughout the United States (including the eight Route 66 states and individual communities in these eight states) and abroad. State tourism offices and local and regional travel bureaus repeatedly draw on the traveler survey and other tourism expertise of the four entities.

To cite just one example, Table C-16 summarizes the results of the 2015 Kantar TNS TravelsAmerica® survey of domestic travel to one of the Route 66 states—California. The survey encompasses many fields of data including: 1. *Traveler origin* (by state and market areas), 2. *Traveler profile* (income, household size/children, marital status, age, gender, education, employment, ethnicity/Spanish origin), 3. *Trip purpose and type* (leisure/business/combinations, transportation modes, travel party characteristics), 4. *Trip expenditures* (by category—lodging, transportation, food, etc.), 5. *Trip activities* (visiting relatives, shopping, many other activities), 6. *Trip planning characteristics* (trip considerations/decisions, and trip booking sources) and 7. *Other* (e.g., trip satisfaction).

Table C-16 shows the 2015 domestic travel to California derived from the TNS TravelsAmerica® by the above described travel fields of data with responses crosstabulated by total trips as well as other trip characteristics (e.g., overnight and day trips and leisure and business trips). The crosstabulation provides a wealth of data. For example, whereas the average spending per visitor was $310 in 2015, overnight travelers understandably spent more than day trippers (average spending per visitor of $375 versus $94) and business overnight travelers spent the most per visitor ($516).

Of note concerning our interest in expanding information on the Route 66 traveler is the Kantar TNS TravelsAmerica® trip activity data. This is a very rich field with more than 60 categories, including as examples: visiting relatives, shopping, museums, historic sites/churches, national park/monuments/recreation areas, and urban/rural sightseeing. As described earlier, Kantar TNS would consider adding “visit Route 66” to its list of trip activities. This could then provide a wealth of information including traveler origin, traveler profile, trip purpose and type, trip expenditures, trip planning characteristics, and more, such as trip satisfaction.

These data for the Route 66 traveler could be gleaned on a regular basis as the TravelsAmerica® survey is regularly administered and would provide statistically valid information concerning those visiting the Mother Road. The Route 66 travel information so determined has many strategic applications. For example, knowing what Route 66 travelers spent by category (e.g., lodging, transportation, food and shopping) would then permit the application of the Preservation Economic Impact Model (PEIM) previously described in this study to quantify the total (direct and multiplier) economic impacts (jobs, income, gross domestic product, and output) of Route 66 travel as was earlier done in this study for the heritage traveler. Identifying who travels on the Mother Road and where they come from could be gleaned from the TravelsAmerica® traveler origin and profile data for those identifying they visited Route 66. Results from the TravelsAmerica® trip planning information (e.g., was trip information secured from travel agents, state destination websites or social media) would help better market the Mother Road.

While the above example illustrated the many types of information that could be secured by adding “visit Route 66” to TravelsAmerica® (from Kantar TMS), there is similar gain from doing the same with respect to the Portrait of the American Travelers® (MMY Global), DKSA (DK Shifflet and Associates) and Travel USA® (Longwoods International).

In sum, there appears to be pragmatic ways to gather ongoing, statistically valid Route 66 travel information from regularly conducted industry travel surveys. This needs to be explored further and can offer potentially important information to the Route 66 community.

**TABLE C-12**

Kantar TNS TravelsAmerica Profile

* TNS uses its Lightspeed US panel to manage sample for TravelsAmerica. TNS is the official research vendor of record to the U.S. Travel Association.
* TravelsAmerica encompasses an extensive, ongoing Travel Survey
* TravelsAmerica surveys 14,000 American households monthly (168,000 American households annually) and over 1 million in the last 6 years.
* Monthly e-mail invitations are sent to representative households; quotas are set for age, income, and region
* Survey usually starting in the middle of the first week of a month, the field period runs two to three weeks
* Final data are weighted in various ways. For example, demographic combinations of region, state, age, and income are weighted to reflect the current characteristics of US households. Trip and state projection calculations count every trip taken by respondents; detailed information is collected for up to three trips in the past month and projected to the number of households in the total U.S.
* TravelsAmerica ascertains detailed trip and other characteristics such as multiple trip activities and spending categories.

Source: Kantar TNS



TABLE C-13

PORTRAIT OF AMERICAN TRAVELERS

**The MMGY Global Portrait of American Travelers®**

Now in its 27th year, the *Portrait of American Travelers*® is the most insightful and actionable survey of the emerging vacation habits, preferences and intentions of Americans. This survey profiles American travelers with an annual household income of $50,000 or more and provides actionable insights into how their travel behavior is influenced by prevailing economic situations, social values and media habits.

Conducted in February 2017, this nationally representative probability survey was conducted among 2,902 U.S. adults who took at least one overnight trip of 75 miles or more from home during the previous 12 months.

The large sample size allows MMGY Global to develop and provide comprehensive analyses of hundreds of distinct market segments, based on variables from the survey. In addition to measuring interest in visiting 110 domestic and 103 international destinations, the survey’s almost 2,000 variables also include:

* The current travel climate
* Travel intentions for the year ahead (motivations and factors)
* Vacation habits (type, frequency, duration, party composition, etc.)
* Interest in and preferences for travel service provider brands, amenities, and services
* Vacation booking preferences
* Sharing economy trends in the travel industry
* Smartphone and tablet usage, influence and preferences
* Attitudes toward travel (influence of children, spending habits, etc.)
* Information sources considered during the travel planning cycle
* Media habits, on and offline



* Branded websites regularly consulted during vacation planning
* Lifestyles and social values
* Demographics

A subset analysis is a useful tool to develop or refine marketing and communication strategy. This analysis enables you to target specific groups of travelers without conducting your own primary research. Our approach enables us to provide you with powerful insights at a significant cost savings. MMGY Global has completed hundreds of subset analyses over the years.

Table C-14

DKSA Travel Performance MonitorSM Profile

**Research Methodology**

DKSA’s **TRAVEL*PERFORMANCE/*** measuring the travel behavior of US residents. DKSA contacts 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.

DKSA data are collected using an online methodology employing Knowledge Panel®, an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DKSA.

Both traveling and non-traveling households are surveyed each month enabling DKSA to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases. **SA**

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DKSA’s Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.

Source: 2015 Texas Visitor Profile

**TABLE C-15**

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**Longwoods Travel USA®**

**LONGWOODS INTERNATIONAL, U.S.A**

**A DIVISION OF THE LONGWOODS GROUP INC.**

# Longwoods Travel USA®

Longwoods **Travel USA®** is a multi-client syndicated study visitor research program surveying Americans’ travel habits. Each quarter, a random cross-section of online panelists is sent an e-mail invitation to participate in the survey. A follow-up reminder is sent several days later to non-responders. The goal is to achieve a nationally representative sample of American adults 18+ years of age. Annually, the program yields an in-tab sample of over 320,000 respondents.

Data are weighted prior to analysis to correct for demographic differences between the survey sample and national targets.

**Content Coverage**

**Longwoods** **Travel USA®** captures visitation to all 50 states and the District of Columbia, selected U.S. cities and regions, and foreign destinations. Trip purpose detail is based on Longwoods’ occasion-based segmentation model encompassing 11 types of pleasure trips and 2 types of business trips. Questionnaire content and report outputs include the following:

Number of visitors (person trips) for day and overnight trips

Market share

Source of business

Demographics

Month started trip

Size and composition of travel party

Main purpose of trip :

* Visiting friends/relatives
* Touring through a region to experience its scenic beauty, history and culture
* Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
* Special event, such as a fair, festival, or sports event
* City trip
* Cruise
* Casino
* Theme park
* Resort (ocean beach, inland or mountain resort)
* Skiing/snowboarding
* Conference/convention
* Other business trip
* Combined business/pleasure

Length of trip

Transportation used

Accommodations used

Trip planning and booking – timing and sources/methods used

* Social media usage on the trip

Activities on trip:

* Art gallery
* Bar/disco/nightclub
* Beach/waterfront
* Biking
* Boating/sailing
* Brewery
* Business meeting
* Business convention, conference
* Camping
* Casino
* Dance
* Fair/exhibition/festival
* Fine dining
* Fishing
* Golf
* Hiking/backpacking
* Hunting
* Landmark/historic site
* Motorcycle touring
* Mountain climbing
* Museum
* National/state park
* Opera
* Professional/college sports event
* Rafting
* Rock/pop concert
* Rodeo
* Shopping
* Skiing/snowboarding
* Spa
* Swimming
* Symphony
* Tennis
* Theater
* Theme park
* Trade show
* Winery
* Zoo
* Of Special Interest on Trip
  + Eco Tourism
  + Cultural Activities and Attractions
  + Historic Places, sites and landmarks
  + Exceptional culinary experiences
  + Winery tours and wine tasting
  + Brewery tours and beer tasting
  + Traveling with grandchildren
  + Medical tourism
  + Religious travel
  + Wedding
  + Brewery tours and beer tasting

Expenditures

* Transportation to destination
* Transportation at destination
* Lodging
* Food and beverage
* Retail purchases
* Recreation/sightseeing/entertainment
* Satisfaction with trip on 7 dimensions
* Past visitation of destination

For day travelers, the data collected includes:

* Number of visitors (person trips)
* Main purpose of trip
* Activities participated in (see overnight listing above)
* Things of special interest on trip (see overnight listing above)
* Source of business
* Month of trip
* Size of travel party
* Total spending on the trip
* Social media usage on the trip
* Demographics

 Overnight Trip intent – next 12 months -

* 50 states, District of Columbia, Canada and Mexico
* Selected cities and regions include:
  + Atlanta GA
  + Atlantic City NJ
  + Baltimore MD
  + Boston MA
  + Branson MO
  + Chicago Il
  + Cleveland OH
  + Colorado Springs CO
  + Columbus OH
  + Dallas TX
  + Daytona Beach FL
  + Denver CO
  + Detroit MI
  + Fredericksburg VA
  + Ft. Myers FL
  + Grand Rapids MI
  + Houston TX
  + Lake Placid NY
  + Las Vegas NV
  + Little Rock AR
  + Los Angeles CA
  + Louisville KY
  + Miami FL
  + Mobile AL
  + Nashville TN
  + New Orleans LA
  + New York City NY
  + Orlando FL
  + Philadelphia PA
  + Phoenix AZ
  + Pittsburgh PA
  + Portland OR
  + Raleigh NC
  + Reno NV
  + San Antonio TX
  + San Diego CA
  + San Francisco CA
  + Savannah GA
  + Scottsdale AZ
  + Seattle WA
  + Tampa/St. Petersburg/Clearwater FL
  + Tucson AZ

Included in a Travel USA® subscription is access to the entire annual database in an easy-to-use software program called Asteroid. The database contains information about travel not just to the states along Route 66 and national totals, but also data on travel to competitive destinations.

**TABLE C-16**

**2015 Domestic Travel to California**

Trip and Travel Behavior and Stats

**Trip Level Data State Level Data**

Trip level data are for trips to California that may have included visits to other states State level data apply only to the portion of the trip that was in California.

CONTENT Page CONTENT Page

|  |  |
| --- | --- |
| Panel: State of Origin, DMA | 1 |
| Household Income |
| Household Size |
| Presence of Children | 2 |
| Marital Status |
| Age |
| Gender |
| Education |
| Employment |
| Ethnicity |
| Spanish Origin |
| Purpose of Trip | 3 |
| Extension of trip for Leisure Purposes |
| Modes of Transportation |
| Travel Party Size | 4 |
| Number of States Visited |

|  |  |
| --- | --- |
| Cities Visited | 5 |
| Stayed Overnight |
| Average Expenditure in California |
| Number of Night Spent, proportional |
| Trip Activities |
| Trip Planning/Booking Characteristics | 6 |
| Trip Booking Characteristics | 7 |
| Trip Satisfaction | 8 |

*Source: TNS TravelsAmerica, 2015*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
| **Sample Size** | 6,667 | 5,378 | 1,285 | 5,253 | 4,291 | 962 | 830 | 713 | 5,082 | 1,150 |
| **Top States of Origin** |  |  |  |  |  |  |  |  |  |  |
| California | 70.8% | 64.5% | 97.1% | 72.7% | 67.2% | 97.2% | 56.1% | 49.4% | 81.4% | 25.5% |
| Arizona | 3.3% | 4.0% | 0.4% | 3.7% | 4.5% | 0.3% | 1.8% | 2.0% | 3.4% | 3.1% |
| Nevada | 2.9% | 3.3% | 1.3% | 3.1% | 3.4% | 1.4% | 1.9% | 2.2% | 3.2% | 2.1% |
| Texas | 2.5% | 3.0% |  | 2.0% | 2.5% |  | 4.9% | 5.7% | 1.4% | 6.6% |
| New York | 1.9% | 2.4% |  | 1.8% | 2.2% |  | 3.4% | 4.0% | 0.9% | 5.4% |
| Washington | 1.7% | 2.1% | 0.1% | 1.6% | 1.9% | 0.1% | 2.4% | 2.8% | 1.0% | 5.0% |
| Oregon | 1.5% | 1.7% | 0.3% | 1.5% | 1.8% | 0.2% | 1.4% | 1.5% | 1.2% | 2.7% |
| Illinois | 1.4% | 1.7% |  | 1.3% | 1.5% |  | 2.3% | 2.7% | 0.6% | 4.5% |
| Florida | 1.3% | 1.6% |  | 1.2% | 1.5% |  | 1.6% | 1.9% | 0.7% | 3.7% |
| Colorado | 1.2% | 1.5% | 0.1% | 0.9% | 1.1% |  | 3.1% | 3.6% | 0.3% | 5.5% |
| Utah | 0.7% | 0.9% | 0.1% | 0.7% | 0.8% | 0.1% | 1.2% | 1.4% | 0.6% | 1.4% |
| Virginia | 0.7% | 0.8% | 0.1% | 0.6% | 0.7% | 0.1% | 1.1% | 1.3% | 0.4% | 2.0% |
| **Top Demographic Market Areas (DMAs) of Origin** |  |  |  |  |  |  |  |  |  |  |
| Los Angeles | 30.3% | 27.8% | 40.9% | 31.2% | 28.9% | 41.9% | 26.0% | 22.3% | 34.5% | 11.0% |
| San Francisco-Oakland-San Jose | 14.1% | 13.3% | 17.5% | 14.4% | 13.8% | 17.1% | 11.8% | 10.4% | 15.9% | 7.5% |
| Sacramento-Stockton-Modesto | 9.6% | 8.7% | 13.3% | 10.1% | 9.2% | 14.4% | 5.6% | 4.9% | 11.3% | 2.7% |
| San Diego | 5.7% | 5.0% | 8.8% | 6.2% | 5.4% | 9.6% | 4.3% | 3.7% | 6.3% | 3.6% |
| Fresno-Visalia | 3.8% | 3.7% | 4.1% | 3.7% | 3.8% | 3.4% | 2.7% | 3.1% | 4.6% | 0.4% |
| Phoenix (Prescott) | 2.9% | 3.5% | 0.4% | 3.2% | 3.9% | 0.3% | 1.6% | 1.8% | 3.0% | 2.7% |
| Las Vegas | 2.0% | 2.4% | 0.5% | 2.1% | 2.5% | 0.6% | 1.6% | 1.9% | 2.2% | 1.5% |
| New York | 2.0% | 2.5% |  | 1.9% | 2.4% |  | 3.5% | 4.0% | 0.9% | 5.8% |
| Bakersfield | 2.0% | 1.6% | 3.6% | 2.0% | 1.7% | 3.2% | 1.2% | 1.1% | 2.3% | 0.1% |
| Chico-Redding | 1.9% | 1.6% | 3.1% | 1.7% | 1.6% | 2.1% | 1.7% | 1.4% | 2.4% | 0.2% |
| Santa Barbara-Santa Maria-San Luis Obispo | 1.6% | 1.5% | 2.1% | 1.7% | 1.6% | 1.9% | 1.3% | 1.1% | 2.0% |  |
| Seattle-Tacoma | 1.4% | 1.6% | 0.1% | 1.2% | 1.4% |  | 2.1% | 2.5% | 0.8% | 4.1% |
| Chicago | 1.2% | 1.5% |  | 1.0% | 1.3% |  | 2.2% | 2.6% | 0.5% | 4.0% |
| Monterey-Salinas | 1.2% | 0.9% | 2.2% | 1.1% | 0.9% | 2.3% | 1.1% | 1.1% | 1.5% | 0.1% |
| Denver | 1.1% | 1.4% | 0.1% | 0.8% | 1.0% |  | 3.1% | 3.5% | 0.3% | 5.1% |
| Portland, OR | 1.0% | 1.2% | 0.1% | 1.0% | 1.2% | 0.1% | 1.3% | 1.4% | 0.7% | 2.8% |
| **Household Income** |  |  |  |  |  |  |  |  |  |  |
| Under $10,000 (10) | 3.1% | 2.8% | 4.6% | 3.1% | 2.9% | 3.8% | 1.2% | 1.2% | 3.0% | 1.4% |
| $10,000-$14,999 (12.5) | 2.2% | 1.7% | 4.6% | 2.1% | 1.6% | 4.3% | 1.2% | 1.2% | 2.3% | 1.0% |
| $15,000-$19,999 (17.5) | 2.4% | 2.3% | 2.6% | 2.4% | 2.3% | 2.5% | 1.6% | 1.4% | 2.3% | 0.9% |
| $20,000-$24,999 (22.5) | 3.9% | 3.7% | 4.8% | 4.0% | 3.8% | 4.8% | 2.2% | 1.9% | 4.0% | 2.5% |
| $25,000-$29,999 (27.5) | 4.1% | 3.6% | 5.9% | 4.2% | 3.7% | 6.4% | 2.5% | 2.4% | 4.3% | 2.6% |
| $30,000-$34,999 (32.5) | 4.3% | 4.0% | 5.8% | 4.2% | 4.0% | 5.1% | 4.5% | 4.2% | 4.5% | 3.1% |
| $35,000-$39,999 (37.5) | 4.3% | 4.2% | 4.9% | 4.5% | 4.4% | 4.9% | 2.1% | 2.2% | 4.6% | 3.6% |
| $40,000-$49,999 (45) | 7.7% | 7.6% | 8.3% | 8.2% | 8.1% | 8.7% | 5.8% | 5.5% | 8.5% | 5.6% |
| $50,000-$59,999 (55) | 8.1% | 7.9% | 8.8% | 8.5% | 8.2% | 9.8% | 6.1% | 6.7% | 8.6% | 6.7% |
| **Household Income (continued)** |  |  |  |  |  |  |  |  |  |  |
| $60,000-$74,999 (67.5) | 8.9% | 8.6% | 10.5% | 9.0% | 8.7% | 10.4% | 8.0% | 7.2% | 9.2% | 7.8% |
| $75,000-$99,999 (87.5) | 13.6% | 14.1% | 11.8% | 13.3% | 13.8% | 11.1% | 15.9% | 15.5% | 13.6% | 13.9% |
| $100,000-$124,999 (112.5) | 15.9% | 17.1% | 11.2% | 16.1% | 17.1% | 11.7% | 18.3% | 18.9% | 15.6% | 19.1% |
| $125,000-$149,999 (137.5) | 7.8% | 8.1% | 6.5% | 7.8% | 8.1% | 6.8% | 8.2% | 8.8% | 7.3% | 10.8% |
| $150,000-$199,999 (175) | 7.8% | 7.8% | 7.5% | 7.5% | 7.4% | 8.2% | 10.9% | 11.0% | 7.5% | 9.6% |
| $200,000 + (225) | 5.7% | 6.6% | 2.1% | 5.1% | 5.9% | 1.7% | 11.4% | 11.9% | 4.6% | 11.5% |
| **Household Size** |  |  |  |  |  |  |  |  |  |  |
| 1 | 16.3% | 15.7% | 19.1% | 16.2% | 15.9% | 17.2% | 17.1% | 15.4% | 15.6% | 17.6% |
| 2 | 36.5% | 36.4% | 36.9% | 37.2% | 37.4% | 36.5% | 31.0% | 30.1% | 36.9% | 38.2% |
| 3 | 18.6% | 18.4% | 19.2% | 18.0% | 17.6% | 19.8% | 21.8% | 22.8% | 18.6% | 18.8% |
| 4 | 16.9% | 17.5% | 14.5% | 16.7% | 17.0% | 15.5% | 20.3% | 21.0% | 17.0% | 16.0% |
| 5+ | 11.7% | 12.0% | 10.3% | 11.9% | 12.1% | 11.0% | 9.8% | 10.6% | 11.8% | 9.4% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
| **Sample Size** | 6,667 | 5,378 | 1,285 | 5,253 | 4,291 | 962 | 830 | 713 | 5,082 | 1,150 |
| **Presence of Children in Household** |  |  |  |  |  |  |  |  |  |  |
| Net - Children Under 18 | 38.7% | 39.8% | 34.2% | 38.6% | 39.1% | 36.3% | 42.2% | 44.6% | 38.6% | 37.3% |
| Children 0-5 | 18.4% | 19.0% | 16.0% | 18.7% | 19.0% | 17.5% | 19.5% | 20.5% | 18.5% | 17.8% |
| 6-12 | 19.6% | 20.5% | 15.8% | 19.7% | 20.2% | 17.4% | 21.9% | 23.5% | 19.1% | 19.5% |
| 13-17 | 15.6% | 16.5% | 11.9% | 15.3% | 16.1% | 12.2% | 17.8% | 19.3% | 15.1% | 16.9% |
| None Under 18 | 61.3% | 60.2% | 65.8% | 61.4% | 60.9% | 63.7% | 57.8% | 55.4% | 61.4% | 62.7% |
| **Marital Status** |  |  |  |  |  |  |  |  |  |  |
| Now married | 56.8% | 57.5% | 53.8% | 56.7% | 57.1% | 54.8% | 59.6% | 61.0% | 56.9% | 61.3% |
| Never married | 28.6% | 29.3% | 25.5% | 28.6% | 29.5% | 24.4% | 27.7% | 27.1% | 28.4% | 25.5% |
| Divorced, Widowed, Separated | 14.7% | 13.2% | 20.7% | 14.7% | 13.4% | 20.8% | 12.8% | 11.9% | 14.7% | 13.2% |
| **Age** |  |  |  |  |  |  |  |  |  |  |
| 18-20 | 3.2% | 3.6% | 1.9% | 3.2% | 3.5% | 1.9% | 2.3% | 2.4% | 3.3% | 3.1% |
| 21-24 | 6.1% | 6.2% | 5.9% | 6.2% | 6.3% | 5.5% | 4.9% | 4.5% | 6.0% | 5.4% |
| 25-34 | 25.9% | 27.7% | 18.3% | 26.2% | 27.4% | 20.6% | 29.1% | 32.3% | 25.3% | 28.3% |
| 35-44 | 16.4% | 17.1% | 13.4% | 16.4% | 17.0% | 13.8% | 18.3% | 19.2% | 16.4% | 15.9% |
| 45-54 | 16.0% | 15.5% | 18.2% | 15.1% | 14.9% | 16.1% | 17.6% | 16.7% | 16.6% | 13.4% |
| 55-64 | 18.6% | 17.3% | 23.8% | 18.5% | 17.2% | 24.1% | 20.3% | 19.2% | 18.9% | 19.7% |
| 65+ | 13.8% | 12.6% | 18.4% | 14.5% | 13.7% | 18.0% | 7.6% | 5.8% | 13.6% | 14.3% |
| **Average Age** | 44.72 | 43.83 | 48.47 | 44.83 | 44.08 | 48.15 | 43.31 | 42.19 | 44.90 | 44.84 |
| **Gender** |  |  |  |  |  |  |  |  |  |  |
| Male | 34.7% | 35.4% | 31.6% | 33.9% | 34.7% | 30.4% | 40.6% | 40.6% | 33.9% | 34.8% |
| Female | 65.3% | 64.6% | 68.4% | 66.1% | 65.3% | 69.6% | 59.4% | 59.4% | 66.1% | 65.2% |
| **Education (male else female HOH)** |  |  |  |  |  |  |  |  |  |  |
| Grade School | 0.1% | 0.1% | 0.1% | 0.0% | 0.1% |  | 0.1% | 0.1% | 0.0% | 0.1% |
| Some High School | 0.9% | 0.8% | 1.3% | 0.8% | 0.7% | 1.4% | 0.1% | 0.1% | 0.8% | 0.6% |
| Graduated High School | 8.8% | 8.2% | 11.4% | 8.8% | 8.2% | 11.4% | 5.6% | 5.0% | 9.1% | 4.5% |
| Some College - no degree | 25.3% | 23.5% | 33.2% | 25.9% | 24.2% | 33.4% | 19.5% | 18.0% | 27.7% | 15.0% |
| Graduated College - Associate's degree (2 year) | 10.1% | 10.2% | 9.9% | 10.5% | 10.3% | 11.1% | 8.1% | 8.8% | 10.6% | 8.7% |
| Graduated College - Bachelor's degree (4 year) | 35.3% | 36.8% | 29.1% | 35.3% | 36.9% | 28.3% | 37.9% | 38.1% | 34.0% | 42.3% |
| Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc | 19.3% | 20.4% | 14.9% | 18.4% | 19.3% | 14.4% | 28.6% | 29.7% | 17.6% | 28.7% |
| No answer | 0.1% | 0.1% |  | 0.1% | 0.2% |  | 0.1% | 0.1% | 0.1% | 0.1% |
| **Employment (male else female HOH)** |  |  |  |  |  |  |  |  |  |  |
| Full time | 49.1% | 52.5% | 35.2% | 47.2% | 50.1% | 34.1% | 70.8% | 72.7% | 47.0% | 60.0% |
| Part time | 14.7% | 14.4% | 16.1% | 14.9% | 14.3% | 17.8% | 13.1% | 13.0% | 14.9% | 12.8% |
| Net - Other | 35.3% | 32.3% | 47.6% | 36.9% | 34.7% | 46.8% | 15.9% | 14.1% | 37.2% | 26.7% |
| Retired | 18.7% | 17.2% | 25.0% | 20.0% | 19.0% | 24.6% | 6.2% | 4.7% | 19.3% | 15.9% |
| Not employed | 16.5% | 15.1% | 22.6% | 16.9% | 15.6% | 22.2% | 9.7% | 9.4% | 17.9% | 10.7% |
| No answer | 0.9% | 0.9% | 1.1% | 1.0% | 0.9% | 1.3% | 0.2% | 0.2% | 1.0% | 0.5% |
| **Ethnicity** |  |  |  |  |  |  |  |  |  |  |
| White | 77.0% | 77.0% | 76.9% | 76.9% | 76.7% | 77.6% | 76.8% | 77.8% | 76.5% | 82.6% |
| Black/African American | 4.9% | 4.9% | 4.8% | 4.5% | 4.7% | 3.7% | 6.1% | 5.5% | 4.2% | 4.7% |
| Asian or Pacific Islander | 11.2% | 11.3% | 10.9% | 11.5% | 11.6% | 10.8% | 12.0% | 11.4% | 11.5% | 9.4% |
| American Indian, Aleut Eskimo | 1.2% | 1.1% | 1.5% | 1.1% | 1.1% | 1.4% | 0.9% | 0.9% | 1.3% | 0.6% |
| Other | 4.9% | 4.8% | 5.3% | 5.1% | 5.0% | 5.7% | 3.7% | 3.7% | 5.6% | 2.3% |
| No answer | 0.8% | 0.9% | 0.6% | 0.9% | 0.9% | 0.8% | 0.6% | 0.7% | 0.9% | 0.4% |
| **Spanish Origin** |  |  |  |  |  |  |  |  |  |  |
| Yes | 14.6% | 15.1% | 12.1% | 14.5% | 14.9% | 12.8% | 15.3% | 16.4% | 15.4% | 10.1% |
| No | 84.4% | 83.8% | 86.9% | 84.3% | 83.9% | 86.0% | 83.5% | 82.4% | 83.4% | 89.3% |
| No answer | 1.1% | 1.1% | 1.0% | 1.2% | 1.2% | 1.2% | 1.2% | 1.2% | 1.2% | 0.6% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
| **Sample Size** | 6,667 | 5,378 | 1,285 | 5,253 | 4,291 | 962 | 830 | 713 | 5,082 | 1,150 |
| **Primary Purpose of Trip** |  |  |  |  |  |  |  |  |  |  |
| Leisure (Net) | 78.8% | 79.8% | 74.8% | 100.0% | 100.0% | 100.0% |  |  | 82.3% | 66.8% |
| Visit friends/relatives | 40.8% | 42.1% | 35.7% | 51.8% | 52.8% | 47.7% |  |  | 41.7% | 41.8% |
| Other pleasure/personal | 14.9% | 14.5% | 16.6% | 18.9% | 18.2% | 22.2% |  |  | 16.0% | 9.9% |
| Entertainment/Sightseeing | 13.3% | 13.3% | 13.0% | 16.8% | 16.7% | 17.4% |  |  | 13.4% | 11.4% |
| Business (Net) | 12.5% | 13.3% | 9.1% |  |  |  | 100.0% | 100.0% | 9.0% | 26.8% |
| Business - General (Sub Net) | 10.2% | 10.7% | 8.2% |  |  |  | 81.8% | 80.5% | 7.5% | 21.7% |
| Outdoor recreation | 9.8% | 9.9% | 9.5% | 12.5% | 12.4% | 12.7% |  |  | 11.1% | 3.7% |
| Personal business | 5.5% | 4.3% | 10.9% |  |  |  |  |  | 5.7% | 4.3% |
| Other | 3.2% | 2.7% | 5.2% |  |  |  |  |  | 3.0% | 2.0% |
| Client or Customer Meeting/Service | 2.7% | 2.8% | 2.7% |  |  |  | 22.1% | 20.8% | 1.9% | 6.5% |
| Any Other General Business | 2.7% | 2.6% | 3.4% |  |  |  | 22.0% | 19.4% | 2.4% | 3.9% |
| Business - Convention/Conference/Tradeshow/Seminar (Sub Net) | 2.3% | 2.6% | 0.9% |  |  |  | 18.2% | 19.5% | 1.5% | 5.1% |
| Employee Training/Seminar | 1.9% | 2.1% | 0.7% |  |  |  | 14.9% | 16.0% | 1.3% | 4.3% |
| Business - Conference/Seminar | 1.4% | 1.6% | 0.5% |  |  |  | 11.3% | 12.2% | 1.0% | 3.4% |
| Internal Business Meeting | 1.1% | 1.3% | 0.1% |  |  |  | 8.5% | 9.7% | 0.4% | 3.7% |
| Sales/Marketing | 1.0% | 1.1% | 0.6% |  |  |  | 8.2% | 8.5% | 0.9% | 1.7% |
| Business - Convention/Tradeshow | 0.9% | 1.0% | 0.4% |  |  |  | 6.9% | 7.3% | 0.5% | 1.7% |
| Internal Operations/Equipment Repair or Service | 0.5% | 0.5% | 0.6% |  |  |  | 3.9% | 3.5% | 0.4% | 0.9% |
| Incentive/Reward | 0.3% | 0.3% | 0.1% |  |  |  | 2.2% | 2.5% | 0.2% | 0.6% |
| **All Purposes of Trip** |  |  |  |  |  |  |  |  |  |  |
| Leisure (Sub Net) | 85.9% | 87.6% | 78.7% | 100.0% | 100.0% | 100.0% | 33.6% | 36.9% | 88.3% | 77.2% |
| Visit friends/relatives | 53.7% | 56.7% | 41.3% | 62.1% | 64.3% | 52.1% | 22.2% | 24.5% | 53.3% | 56.8% |
| Entertainment/Sightseeing | 33.4% | 35.9% | 23.1% | 37.7% | 39.7% | 29.0% | 18.8% | 21.1% | 31.8% | 37.6% |
| Other pleasure/personal | 33.1% | 34.4% | 27.9% | 37.7% | 38.4% | 34.6% | 16.1% | 18.0% | 32.8% | 32.9% |
| Outdoor recreation | 25.1% | 26.9% | 17.5% | 28.3% | 29.8% | 21.6% | 14.8% | 16.4% | 25.6% | 20.9% |
| Business (Sub Net) | 19.4% | 21.3% | 11.5% | 7.8% | 8.9% | 2.6% | 100.0% | 100.0% | 15.1% | 34.3% |
| Business - General (Sub Sub Net) | 17.3% | 18.9% | 10.5% | 7.3% | 8.4% | 2.6% | 86.4% | 85.7% | 13.5% | 30.1% |
| Personal business | 12.4% | 12.1% | 13.7% | 6.2% | 7.0% | 2.6% | 12.6% | 14.0% | 11.6% | 13.0% |
| Any Other General Business | 7.8% | 8.4% | 5.2% | 4.1% | 4.6% | 1.7% | 32.7% | 31.6% | 6.6% | 10.6% |
| Business-Convention/Conference/Tradeshow/Seminar (Sub Sub Net) | 7.6% | 9.0% | 2.0% | 4.5% | 5.3% | 0.8% | 28.5% | 31.3% | 5.8% | 12.0% |
| Client or Customer Meeting/Service | 7.6% | 8.5% | 3.7% | 4.0% | 4.7% | 0.8% | 32.2% | 32.1% | 5.9% | 12.6% |
| Other | 6.9% | 6.9% | 6.8% | 3.6% | 4.0% | 1.7% | 4.8% | 5.4% | 6.3% | 6.2% |
| Employee Training/Seminar | 6.4% | 7.6% | 1.6% | 3.8% | 4.4% | 1.0% | 24.4% | 27.1% | 4.9% | 10.4% |
| Business - Conference/Seminar | 5.8% | 6.8% | 1.3% | 3.5% | 4.1% | 0.8% | 20.7% | 23.0% | 4.5% | 9.4% |
| Business - Convention/Tradeshow | 5.6% | 6.5% | 1.4% | 4.0% | 4.7% | 0.8% | 15.9% | 17.5% | 4.4% | 7.5% |
| Internal Business Meeting | 5.4% | 6.5% | 0.7% | 3.6% | 4.2% | 0.7% | 17.6% | 20.2% | 3.9% | 9.8% |
| Sales/Marketing | 5.4% | 6.3% | 1.5% | 3.6% | 4.2% | 0.8% | 18.1% | 19.6% | 4.5% | 7.5% |
| Internal Operations/Equipment Repair or Service | 4.8% | 5.6% | 1.4% | 3.6% | 4.2% | 0.9% | 13.7% | 14.7% | 3.9% | 6.4% |
| Incentive/Reward | 4.4% | 5.3% | 0.8% | 3.5% | 4.1% | 0.9% | 10.6% | 12.2% | 3.5% | 5.7% |
| **Did you extend your stay for leisure purposes?** |  |  |  |  |  |  |  |  |  |  |
| No | 70.8% | 67.0% | 94.5% |  |  |  | 70.9% | 67.0% | 72.9% | 71.5% |
| Yes | 29.2% | 33.0% | 5.5% |  |  |  | 29.1% | 33.0% | 27.1% | 28.5% |
| **Primary Mode of Transportation Used on Trip** |  |  |  |  |  |  |  |  |  |  |
| Own Auto/Truck | 68.5% | 63.3% | 90.3% | 72.3% | 67.8% | 92.3% | 43.9% | 36.9% | 89.8% |  |
| Airplane | 17.3% | 21.2% | 0.6% | 14.6% | 17.8% | 0.3% | 37.2% | 42.5% |  | 100.0% |
| Rental Car | 6.8% | 7.9% | 2.3% | 6.3% | 7.3% | 1.8% | 10.6% | 12.2% | 8.9% |  |
| Other | 2.0% | 1.7% | 3.1% | 1.3% | 1.1% | 2.4% | 2.2% | 2.4% |  |  |
| Train | 1.2% | 1.3% | 0.6% | 1.3% | 1.4% | 0.6% | 1.0% | 1.0% |  |  |
| Bus | 1.2% | 1.1% | 1.6% | 1.1% | 1.0% | 1.4% | 1.6% | 1.4% |  |  |
| Motorcycle | 1.2% | 1.2% | 0.8% | 1.0% | 1.2% | 0.4% | 1.9% | 1.8% |  |  |
| Camper/RV | 0.9% | 1.1% | 0.2% | 1.0% | 1.2% | 0.2% | 0.5% | 0.5% | 1.2% |  |
| Ship/Boat | 0.7% | 0.8% | 0.2% | 0.7% | 0.8% | 0.2% | 0.9% | 1.1% |  |  |
| Motorcoach/Group Tour | 0.3% | 0.3% | 0.3% | 0.3% | 0.2% | 0.4% | 0.2% | 0.2% |  |  |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Total | Leisure- Overnight | Leisure- Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
| **Sample Size** | 6,667 | 5,378 | 1,285 | 5,253 | 4,291 | 962 | 830 | 713 | 5,082 | 1,150 |
| **All Modes of Transportation** |  |  |  |  |  |  |  |  |  |  |
| Own Auto/Truck | 73.6% | 69.4% | 91.2% | 76.9% | 73.2% | 93.4% | 53.3% | 47.7% | 91.3% | 14.6% |
| Airplane | 22.5% | 27.7% | 0.7% | 19.4% | 23.7% | 0.5% | 46.2% | 53.0% | 5.4% | 100.0% |
| Rental Car | 15.9% | 19.0% | 2.7% | 14.1% | 16.8% | 2.0% | 29.7% | 33.8% | 11.3% | 36.4% |
| Bus | 5.7% | 6.6% | 2.0% | 5.3% | 6.0% | 1.8% | 9.6% | 10.6% | 2.9% | 8.3% |
| Train | 5.2% | 6.2% | 1.0% | 4.6% | 5.4% | 1.0% | 9.4% | 10.6% | 2.5% | 8.0% |
| Other | 4.6% | 4.9% | 3.7% | 3.5% | 3.7% | 2.9% | 8.1% | 8.9% | 1.6% | 6.4% |
| Motorcycle | 3.8% | 4.4% | 1.0% | 3.4% | 4.0% | 0.6% | 7.0% | 7.5% | 2.2% | 3.3% |
| Camper/RV | 3.8% | 4.6% | 0.4% | 3.5% | 4.1% | 0.5% | 6.3% | 7.2% | 3.4% | 3.2% |
| Ship/Boat | 3.8% | 4.5% | 0.5% | 3.5% | 4.1% | 0.5% | 6.0% | 6.9% | 2.4% | 4.3% |
| Motorcoach/Group Tour | 2.7% | 3.2% | 0.6% | 2.3% | 2.7% | 0.7% | 5.7% | 6.5% | 1.7% | 3.9% |
| **Average Total Travel Party Size** | 2.17 | 2.19 | 2.07 | 2.27 | 2.28 | 2.22 | 1.66 | 1.71 | 2.23 | 1.85 |
| **All Travel Party Members Under 18** |  |  |  |  |  |  |  |  |  |  |
| 0 | 70.0% | 69.2% | 73.3% | 67.6% | 67.3% | 69.1% | 80.9% | 79.0% | 69.1% | 76.6% |
| 1 | 12.9% | 13.1% | 11.9% | 13.5% | 13.5% | 13.3% | 9.2% | 10.0% | 13.1% | 12.0% |
| 2 | 11.2% | 11.7% | 9.2% | 12.3% | 12.6% | 10.8% | 7.6% | 8.4% | 11.8% | 8.2% |
| 3 | 3.5% | 3.4% | 4.2% | 3.9% | 3.7% | 5.0% | 1.3% | 1.5% | 3.7% | 1.7% |
| 4 | 1.3% | 1.3% | 1.0% | 1.5% | 1.5% | 1.3% | 0.3% | 0.4% | 1.4% | 0.5% |
| 5+ | 1.1% | 1.3% | 0.5% | 1.2% | 1.4% | 0.5% | 0.8% | 0.8% | 0.9% | 1.1% |
| **Number of Travel Party Members Over 18** |  |  |  |  |  |  |  |  |  |  |
| 1 | 32.5% | 32.9% | 31.1% | 27.6% | 28.3% | 24.7% | 61.1% | 59.4% | 28.4% | 47.9% |
| 2 | 51.3% | 51.5% | 50.0% | 55.1% | 55.3% | 54.1% | 28.8% | 29.9% | 55.0% | 39.8% |
| 3 | 8.4% | 7.8% | 11.2% | 8.8% | 8.0% | 12.2% | 4.9% | 4.8% | 9.0% | 5.9% |
| 4 | 4.4% | 4.4% | 4.5% | 5.0% | 4.9% | 5.3% | 1.6% | 1.9% | 4.7% | 3.2% |
| 5+ | 3.4% | 3.5% | 3.3% | 3.5% | 3.4% | 3.7% | 3.6% | 4.0% | 2.9% | 3.2% |
| **All Travel Party Members** |  |  |  |  |  |  |  |  |  |  |
| 1 | 26.3% | 26.4% | 25.8% | 21.4% | 21.9% | 19.5% | 55.3% | 53.1% | 22.5% | 42.2% |
| 2 | 37.8% | 37.7% | 38.3% | 39.7% | 39.8% | 38.9% | 23.2% | 23.5% | 40.1% | 31.5% |
| 3 | 13.2% | 12.9% | 14.9% | 14.0% | 13.4% | 16.5% | 8.3% | 8.2% | 14.1% | 9.8% |
| 4 | 12.8% | 13.2% | 11.1% | 14.2% | 14.4% | 13.2% | 7.6% | 8.7% | 13.5% | 9.3% |
| 5+ | 9.8% | 9.8% | 9.9% | 10.7% | 10.4% | 11.8% | 5.7% | 6.5% | 9.8% | 7.1% |
| **Average Number of States Visited** | 1.28 | 1.35 | 1.02 | 1.25 | 1.31 | 1.02 | 1.42 | 1.48 | 1.24 | 1.26 |
| **Number of States Visited Per Trip** |  |  |  |  |  |  |  |  |  |  |
| 1 | 88.9% | 86.7% | 98.7% | 89.2% | 87.0% | 98.8% | 87.0% | 85.2% | 90.4% | 86.6% |
| 2 | 5.8% | 6.9% | 1.1% | 5.9% | 7.0% | 0.9% | 6.0% | 6.7% | 5.0% | 8.7% |
| 3 | 2.2% | 2.6% | 0.2% | 2.1% | 2.5% | 0.3% | 3.0% | 3.5% | 1.9% | 2.0% |
| 4+ | 3.1% | 3.8% |  | 2.8% | 3.4% |  | 4.0% | 4.6% | 2.7% | 2.7% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Leisure Total | Leisure- Overnight | Leisure-Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
| **State Level Data** |  |  |  |  |  |  |  |  |  |  |
| **Sample Size** | 6,444 | 4,886 | 1,526 | 5,088 | 3,919 | 1,149 | 800 | 642 | 4,914 | 1,129 |
| **Cities Visited in the State** |  |  |  |  |  |  |  |  |  |  |
| Los Angeles Area | 22.7% | 24.2% | 17.7% | 21.7% | 23.1% | 17.0% | 29.6% | 30.0% | 20.3% | 31.2% |
| San Diego Area | 15.4% | 16.0% | 13.8% | 15.3% | 15.8% | 14.0% | 16.2% | 16.7% | 14.4% | 19.8% |
| Anaheim/Orange County | 14.9% | 15.7% | 12.4% | 15.6% | 16.5% | 12.8% | 12.5% | 11.9% | 14.0% | 17.4% |
| San Francisco Area | 14.6% | 15.9% | 10.6% | 13.3% | 14.3% | 9.9% | 23.6% | 25.7% | 11.6% | 25.8% |
| Sacramento | 8.2% | 8.2% | 8.4% | 7.9% | 7.8% | 8.2% | 8.2% | 8.0% | 8.4% | 6.8% |
| Palm Springs | 6.2% | 6.8% | 4.3% | 6.3% | 7.0% | 3.6% | 6.8% | 6.5% | 6.5% | 4.6% |
| Lake Tahoe | 6.0% | 6.6% | 3.7% | 6.4% | 7.1% | 4.2% | 5.2% | 5.7% | 6.2% | 4.7% |
| San Jose | 5.2% | 5.6% | 4.0% | 5.0% | 5.4% | 3.8% | 6.6% | 6.5% | 4.6% | 8.2% |
| Fresno | 5.1% | 5.5% | 3.8% | 5.2% | 5.6% | 3.5% | 5.2% | 6.0% | 5.1% | 3.8% |
| Monterey/Santa Cruz | 5.0% | 5.3% | 4.2% | 5.1% | 5.3% | 4.4% | 4.9% | 5.1% | 5.2% | 3.9% |
| Santa Barbara | 4.7% | 4.9% | 3.9% | 4.9% | 5.2% | 3.9% | 4.4% | 4.3% | 4.7% | 4.4% |
| Oakland | 4.4% | 4.6% | 3.7% | 4.0% | 4.2% | 3.4% | 6.3% | 6.2% | 4.1% | 5.1% |
| Other (Specify) | 25.6% | 23.9% | 31.7% | 26.9% | 25.4% | 32.5% | 14.8% | 14.2% | 28.3% | 14.5% |
| **Stayed Overnight/Did Not Stay Overnight** |  |  |  |  |  |  |  |  |  |  |
| Stayed overnight | 75.8% | 100.0% |  | 77.0% | 100.0% |  | 80.2% | 100.0% | 71.9% | 94.8% |
| Did not stay overnight | 23.7% |  | 100.0% | 22.6% |  | 100.0% | 18.8% |  | 27.8% | 4.0% |
| **Trip Expenditures** |  |  |  |  |  |  |  |  |  |  |
| Lodging | $194 | $254 |  | $183 | $236 |  | $316 | $391 | $148 | $399 |
| Transportation to get to State | $164 | $205 | $30 | $151 | $186 | $30 | $290 | $344 | $73 | $553 |
| Food/Beverage/Dining | $137 | $166 | $41 | $137 | $163 | $43 | $169 | $201 | $112 | $250 |
| Entertainment | $67 | $81 | $20 | $70 | $84 | $22 | $62 | $74 | $53 | $118 |
| Shopping | $62 | $72 | $28 | $65 | $75 | $31 | $53 | $61 | $53 | $95 |
| Gasoline within State | $57 | $64 | $35 | $58 | $65 | $35 | $56 | $61 | $62 | $42 |
| Groceries | $35 | $43 | $10 | $38 | $46 | $10 | $29 | $33 | $33 | $46 |
| Gaming | $26 | $28 | $19 | $28 | $30 | $23 | $16 | $18 | $27 | $18 |
| Other | $19 | $19 | $19 | $11 | $13 | $6 | $21 | $23 | $16 | $25 |
| Amenities | $19 | $24 | $4 | $19 | $23 | $3 | $28 | $32 | $15 | $34 |
| Total Expenditure minus Transportation | $672 | $820 | $194 | $660 | $797 | $187 | $857 | $1,012 | $555 | $1,172 |
| **Average Spending per Visitor** | $310 | $375 | $94 | $291 | $350 | $84 | $516 | $592 | $249 | $633 |
| **Average Nights in California** | 2.91 | 3.84 |  | 2.92 | 3.79 |  | 3.18 | 3.97 | 2.41 | 5.01 |
| **Stayed at Accommodation - Proportion** |  |  |  |  |  |  |  |  |  |  |
| Hotel | 57.7% | 57.7% |  | 52.9% | 52.9% |  | 87.6% | 87.6% | 54.1% | 67.0% |
| Private Home | 35.3% | 35.3% |  | 38.7% | 38.7% |  | 15.0% | 15.0% | 35.3% | 35.7% |
| RV/Tent | 4.8% | 4.8% |  | 5.1% | 5.1% |  | 2.8% | 2.8% | 5.6% | 1.4% |
| Personal Second Home/Condo | 4.7% | 4.7% |  | 4.6% | 4.6% |  | 4.0% | 4.0% | 4.9% | 2.1% |
| B&B | 4.3% | 4.3% |  | 4.3% | 4.3% |  | 5.8% | 5.8% | 4.1% | 2.8% |
| Other | 4.3% | 4.3% |  | 4.2% | 4.2% |  | 3.7% | 3.7% | 3.9% | 2.7% |
| Rental Home | 4.0% | 4.0% |  | 4.1% | 4.1% |  | 3.0% | 3.0% | 3.6% | 3.8% |
| Time Share | 3.5% | 3.5% |  | 3.7% | 3.7% |  | 2.6% | 2.6% | 3.6% | 2.1% |
| Rental Condo | 2.8% | 2.8% |  | 2.9% | 2.9% |  | 2.5% | 2.5% | 2.6% | 1.8% |
| **Trip Activities** |  |  |  |  |  |  |  |  |  |  |
| Visiting relatives | 23.3% | 25.4% | 16.7% | 26.8% | 28.7% | 20.3% | 5.7% | 6.6% | 23.1% | 28.2% |
| Shopping | 21.1% | 23.9% | 12.1% | 22.5% | 25.3% | 12.7% | 15.8% | 18.1% | 19.4% | 28.6% |
| Beach | 19.0% | 21.7% | 10.1% | 20.7% | 23.3% | 11.8% | 13.4% | 14.5% | 17.8% | 25.9% |
| Visiting friends | 17.4% | 19.1% | 11.9% | 18.8% | 20.4% | 13.5% | 10.1% | 10.9% | 16.6% | 21.4% |
| Fine dining | 16.6% | 18.9% | 8.8% | 17.1% | 19.2% | 9.9% | 18.3% | 21.3% | 14.6% | 26.2% |
| None of the above | 15.4% | 12.3% | 25.5% | 9.1% | 7.4% | 14.7% | 40.1% | 35.4% | 15.5% | 14.7% |
| Urban sightseeing | 11.2% | 13.3% | 4.6% | 11.7% | 13.7% | 4.9% | 10.1% | 11.9% | 9.1% | 19.4% |
| Museums | 10.8% | 12.4% | 5.4% | 11.5% | 13.1% | 5.7% | 9.5% | 10.4% | 9.3% | 15.7% |
| Rural sightseeing | 9.8% | 10.9% | 5.8% | 10.9% | 12.0% | 6.7% | 7.2% | 8.0% | 9.7% | 10.4% |
| Theme park/ Amusement park/ Water park | 8.4% | 9.2% | 6.1% | 9.6% | 10.2% | 7.3% | 4.2% | 4.4% | 7.8% | 12.1% |
| Theme park | 8.4% | 9.2% | 6.1% | 9.6% | 10.2% | 7.3% | 4.2% | 4.4% | 7.8% | 12.1% |
| Historic sites/churches | 8.3% | 9.2% | 5.4% | 8.8% | 9.5% | 6.1% | 7.6% | 8.5% | 7.6% | 9.8% |
| Art galleries | 7.9% | 9.4% | 3.2% | 8.1% | 9.5% | 3.4% | 8.5% | 9.7% | 6.8% | 9.9% |
| State park/Monuments/ Recreation areas | 7.8% | 8.9% | 4.2% | 8.7% | 9.8% | 4.9% | 4.9% | 5.5% | 7.2% | 11.3% |
| Casino/gaming | 6.4% | 6.6% | 6.0% | 7.0% | 7.0% | 7.0% | 4.0% | 4.5% | 6.6% | 5.4% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Leisure Total | Leisure- Overnight | Leisure-Day Trip | Business- Total | Business- Overnight | Prim. Mode Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
| **State Level Data** |  |  |  |  |  |  |  |  |  |  |
| **Sample Size** | 6,444 | 4,886 | 1,526 | 5,088 | 3,919 | 1,149 | 800 | 642 | 4,914 | 1,129 |
| **Trip Activities (continued)** |  |  |  |  |  |  |  |  |  |  |
| Wine tasting/winery tour | 6.3% | 7.4% | 3.0% | 7.0% | 8.0% | 3.6% | 4.7% | 5.5% | 5.6% | 9.7% |
| Hiking/ Backpacking/ Canyoneering | 6.1% | 7.1% | 2.8% | 6.9% | 8.0% | 3.5% | 3.0% | 3.6% | 6.2% | 6.6% |
| Family reunion | 5.5% | 6.4% | 2.6% | 6.4% | 7.3% | 3.4% | 1.5% | 1.9% | 5.4% | 6.4% |
| Wildlife viewing | 5.4% | 6.1% | 3.2% | 5.9% | 6.5% | 3.7% | 3.8% | 3.9% | 5.6% | 4.9% |
| Nightclub/dancing | 5.1% | 6.1% | 1.9% | 5.4% | 6.5% | 1.9% | 4.5% | 5.2% | 4.5% | 6.9% |
| Zoos/ Aquariums/ Aviaries | 5.0% | 5.6% | 2.7% | 5.5% | 6.2% | 3.1% | 3.4% | 3.6% | 4.5% | 6.9% |
| National park/Monuments/ Recreation areas | 4.8% | 5.7% | 2.2% | 5.3% | 6.2% | 2.5% | 2.9% | 3.0% | 4.4% | 7.3% |
| Gardens | 4.8% | 5.6% | 2.2% | 5.0% | 5.8% | 2.4% | 4.9% | 5.7% | 4.1% | 8.2% |
| Other nature (photography, rockhound, etc) | 4.1% | 4.3% | 3.5% | 4.5% | 4.6% | 4.0% | 1.6% | 1.8% | 4.3% | 2.8% |
| Camping | 4.0% | 4.9% | 1.3% | 4.5% | 5.4% | 1.5% | 2.2% | 2.5% | 4.5% | 2.4% |
| Musical performance/show | 3.9% | 4.4% | 2.4% | 4.2% | 4.7% | 2.5% | 3.2% | 2.9% | 3.6% | 5.0% |
| Old homes/mansions | 3.5% | 3.8% | 2.7% | 3.5% | 3.8% | 2.6% | 4.7% | 4.7% | 3.3% | 4.0% |
| Theater/drama | 3.4% | 3.9% | 1.9% | 3.5% | 3.9% | 1.9% | 3.0% | 2.9% | 2.8% | 5.9% |
| Nature travel/ecotouring | 3.2% | 3.6% | 2.0% | 3.6% | 4.0% | 2.3% | 2.2% | 2.2% | 2.9% | 4.7% |
| Craft breweries | 3.2% | 3.8% | 1.6% | 3.2% | 3.6% | 1.7% | 3.9% | 4.5% | 2.7% | 5.1% |
| Spa/health club | 3.0% | 3.6% | 1.1% | 3.0% | 3.5% | 1.1% | 4.0% | 4.7% | 2.6% | 4.5% |
| Musical theater | 3.0% | 3.5% | 1.5% | 3.1% | 3.5% | 1.5% | 3.3% | 3.7% | 2.5% | 3.9% |
| Special events/Festivals (e.g., Mardi Gras, hot air balloon races) | 3.0% | 3.5% | 1.7% | 3.2% | 3.6% | 2.1% | 2.9% | 3.5% | 2.8% | 3.2% |
| Bird watching | 2.5% | 2.8% | 1.4% | 2.6% | 2.9% | 1.6% | 1.8% | 1.9% | 2.4% | 2.6% |
| Local/folk arts/crafts | 2.5% | 2.7% | 2.0% | 2.5% | 2.6% | 2.0% | 3.4% | 3.1% | 2.4% | 2.6% |
| Fishing | 2.3% | 2.7% | 1.3% | 2.6% | 2.9% | 1.3% | 1.8% | 1.6% | 2.4% | 2.2% |
| Golf | 2.3% | 2.8% | 0.5% | 2.4% | 2.9% | 0.6% | 2.4% | 2.8% | 2.2% | 2.9% |
| Biking /Road biking/ Cycling | 2.2% | 2.5% | 1.4% | 2.5% | 2.7% | 1.8% | 1.6% | 2.0% | 2.1% | 2.3% |
| Sports events - Major/ Professional | 2.2% | 2.4% | 1.4% | 2.4% | 2.6% | 1.6% | 1.5% | 1.7% | 1.9% | 3.2% |
| Area where a TV show or movie was filmed | 2.1% | 2.5% | 0.6% | 2.2% | 2.7% | 0.6% | 1.6% | 1.8% | 1.6% | 4.3% |
| Sports events - Youth/ Amateur/ Collegiate/ Other (spectator) | 1.9% | 2.0% | 1.4% | 1.9% | 2.1% | 1.5% | 1.7% | 1.6% | 1.8% | 2.2% |
| Sailing | 1.8% | 2.3% | 0.4% | 1.8% | 2.2% | 0.5% | 1.6% | 2.0% | 1.6% | 1.7% |
| Native American ruins/Rock art | 1.7% | 1.8% | 1.4% | 1.7% | 1.8% | 1.3% | 2.4% | 2.2% | 1.7% | 1.2% |
| Mountain biking | 1.7% | 2.0% | 0.7% | 1.5% | 1.7% | 0.8% | 2.9% | 3.4% | 1.3% | 2.4% |
| Symphony/opera/concert | 1.4% | 1.5% | 1.0% | 1.4% | 1.5% | 1.1% | 1.8% | 1.9% | 1.3% | 1.7% |
| Horseback riding | 1.4% | 1.7% | 0.7% | 1.4% | 1.7% | 0.5% | 1.6% | 1.3% | 1.3% | 1.6% |
| Farms/ Ranches/ Agri-tours | 1.4% | 1.5% | 1.3% | 1.5% | 1.6% | 1.4% | 1.5% | 1.4% | 1.4% | 1.5% |
| Hunting | 1.4% | 1.7% | 0.5% | 1.2% | 1.5% | 0.4% | 2.1% | 2.4% | 1.2% | 1.7% |
| Rock/mountain climbing | 1.3% | 1.5% | 0.6% | 1.3% | 1.5% | 0.6% | 1.9% | 2.1% | 1.2% | 1.3% |
| ATV/Four-wheeling | 1.3% | 1.4% | 0.9% | 1.3% | 1.5% | 0.9% | 1.2% | 1.2% | 1.1% | 1.1% |
| Motor boat/Jet ski | 1.2% | 1.5% | 0.5% | 1.2% | 1.5% | 0.2% | 1.7% | 1.4% | 1.0% | 1.7% |
| Sports events - Youth/ Amateur/ Collegiate/ Other (participant) | 1.2% | 1.2% | 1.2% | 1.2% | 1.1% | 1.5% | 1.3% | 1.5% | 1.3% | 1.1% |
| Skiing/snowboarding | 1.2% | 1.4% | 0.5% | 1.2% | 1.4% | 0.6% | 1.3% | 1.5% | 1.2% | 1.1% |
| Water skiing | 1.1% | 1.3% | 0.5% | 1.1% | 1.4% | 0.4% | 1.4% | 1.5% | 1.0% | 1.5% |
| Horseracing | 1.1% | 1.2% | 0.6% | 1.1% | 1.3% | 0.5% | 1.2% | 0.9% | 0.8% | 1.2% |
| Motor sports - NASCAR/Indy | 1.0% | 1.1% | 0.6% | 0.9% | 1.0% | 0.4% | 1.9% | 1.7% | 0.8% | 1.3% |
| High School/College reunion | 1.0% | 1.0% | 0.7% | 0.9% | 1.0% | 0.9% | 1.0% | 1.2% | 0.8% | 0.9% |
| Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding | 0.9% | 1.1% | 0.3% | 1.0% | 1.2% | 0.3% | 0.7% | 0.7% | 0.8% | 1.3% |
| Tennis | 0.9% | 1.1% | 0.3% | 1.0% | 1.2% | 0.4% | 0.5% | 0.7% | 0.9% | 0.9% |
| Scuba diving/snorkeling | 0.8% | 0.9% | 0.6% | 0.9% | 0.9% | 0.6% | 0.7% | 0.7% | 0.6% | 1.2% |
| Caverns | 0.7% | 0.9% | 0.2% | 0.7% | 0.9% | 0.1% | 1.2% | 1.3% | 0.6% | 0.6% |
| Snowmobiling | 0.7% | 0.8% | 0.4% | 0.6% | 0.7% | 0.4% | 1.4% | 1.6% | 0.5% | 0.8% |
| Hang gliding/ Skydiving/ Base jumping | 0.7% | 0.8% | 0.4% | 0.7% | 0.8% | 0.3% | 0.9% | 0.8% | 0.6% | 0.8% |
| Rodeo/State fair | 0.7% | 0.7% | 0.5% | 0.7% | 0.7% | 0.6% | 0.7% | 0.7% | 0.7% | 0.5% |
| Snow sports other than skiing or snowmobiling | 0.7% | 0.7% | 0.5% | 0.6% | 0.7% | 0.3% | 0.7% | 0.6% | 0.5% | 0.6% |
| Distilleries | 0.3% | 0.3% | 0.2% | 0.3% | 0.3% | 0.2% | 0.4% | 0.4% | 0.2% | 0.4% |
| **Trip Planning Sources** |  |  |  |  |  |  |  |  |  |  |
| Offline Sources (Net) | 61.7% | 65.5% | 49.2% | 63.7% | 66.6% | 53.8% | 56.2% | 60.1% | 59.9% | 67.9% |
| Corporate travel department (in person or by phone) | 2.4% | 2.9% | 0.9% | 1.4% | 1.6% | 0.7% | 9.2% | 10.6% | 1.5% | 5.6% |
| Destination printed material | 3.7% | 4.1% | 2.6% | 3.8% | 4.0% | 2.7% | 4.0% | 4.7% | 3.3% | 3.5% |
| Friends/relatives | 24.2% | 26.5% | 16.9% | 26.9% | 29.0% | 19.8% | 12.0% | 12.7% | 23.0% | 30.9% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total Trips | | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Leisure Total | Leisure- Overnight | Leisure-Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
| **State Level Data** |  |  |  |  |  |  |  |  |  |  |
| **Sample Size** | 6,444 | 4,886 | 1,526 | 5,088 | 3,919 | 1,149 | 800 | 642 | 4,914 | 1,129 |
| **Trip Planning Sources (continued)** |  |  |  |  |  |  |  |  |  |  |
| Magazine | 3.4% | 4.0% | 1.5% | 3.4% | 3.9% | 1.6% | 3.8% | 4.4% | 2.9% | 4.1% |
| Newspaper | 2.3% | 2.4% | 1.8% | 2.2% | 2.2% | 2.1% | 3.0% | 3.4% | 2.1% | 2.2% |
| Own experience | 33.9% | 35.2% | 29.8% | 35.6% | 36.4% | 32.9% | 27.0% | 28.3% | 34.6% | 33.3% |
| Radio | 2.1% | 2.2% | 1.8% | 2.1% | 2.1% | 2.1% | 2.1% | 2.4% | 1.9% | 2.0% |
| TV | 4.8% | 5.3% | 3.1% | 4.7% | 5.3% | 2.9% | 5.9% | 6.3% | 4.3% | 5.5% |
| Travel agent | 2.5% | 2.7% | 1.6% | 2.0% | 2.2% | 1.4% | 6.2% | 6.2% | 1.6% | 5.0% |
| Travel book | 3.5% | 4.0% | 1.7% | 3.5% | 4.1% | 1.8% | 3.7% | 3.9% | 3.1% | 3.9% |
| Travel club (AAA) | 6.0% | 7.0% | 2.8% | 5.8% | 6.8% | 2.5% | 7.5% | 8.0% | 5.8% | 6.4% |
| Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone | 5.1% | 6.1% | 1.9% | 4.8% | 5.6% | 1.8% | 7.5% | 8.8% | 3.4% | 10.7% |
| Online Sources (Including Social/Commercial Networking Sources) (Net) | 40.0% | 45.2% | 23.0% | 39.9% | 44.5% | 23.6% | 47.2% | 52.0% | 34.4% | 63.8% |
| Online Sources (Excluding Social/Commercial Networking Sources) (Net) | 27.3% | 32.4% | 10.7% | 27.1% | 31.5% | 11.8% | 34.1% | 39.3% | 21.7% | 52.3% |
| Corporate desktop travel tool/internet | 1.5% | 1.9% | 0.3% | 0.9% | 1.0% | 0.2% | 6.2% | 7.1% | 0.8% | 4.4% |
| Destination website (official site of state or attraction) | 9.2% | 10.3% | 5.5% | 9.9% | 11.0% | 6.3% | 7.3% | 7.8% | 9.0% | 11.0% |
| Online full service travel website (Expedia, Travelocity, etc.) | 10.1% | 12.6% | 1.9% | 10.3% | 12.6% | 1.9% | 11.1% | 13.2% | 8.0% | 19.7% |
| Traditional travel agency website (American Express, Carlson Wagonlit, etc.) | 1.1% | 1.3% | 0.4% | 1.1% | 1.3% | 0.3% | 1.7% | 1.7% | 0.7% | 2.3% |
| Travel provider website (airline, hotel, rental car, cruise, tour) | 11.0% | 13.4% | 2.9% | 10.7% | 12.9% | 3.1% | 14.5% | 16.6% | 6.6% | 28.7% |
| Search engines (Google, Bing, Yahoo, etc.) | 17.1% | 18.6% | 12.2% | 17.6% | 19.3% | 12.0% | 16.9% | 17.4% | 16.1% | 22.0% |
| Other online planning sources(s) | 2.1% | 2.2% | 1.7% | 2.3% | 2.4% | 2.0% | 0.9% | 1.1% | 2.1% | 2.1% |
| Social/Commercial Networking Sources (Net) | 14.9% | 16.8% | 9.0% | 15.1% | 16.7% | 9.4% | 16.7% | 18.0% | 13.4% | 18.6% |
| MySpace | 0.1% | 0.1% |  | 0.0% | 0.0% |  | 0.5% | 0.6% | 0.0% | 0.1% |
| Pinterest | 1.6% | 1.7% | 1.0% | 1.4% | 1.5% | 1.0% | 2.2% | 2.4% | 1.5% | 1.8% |
| Facebook | 7.5% | 8.4% | 4.8% | 7.6% | 8.3% | 5.1% | 8.6% | 9.0% | 6.9% | 8.2% |
| LinkedIn | 0.8% | 1.0% | 0.3% | 0.7% | 0.8% | 0.4% | 1.3% | 1.6% | 0.6% | 1.8% |
| Match.com |  |  |  |  |  |  |  |  |  |  |
| Twitter.com | 2.2% | 2.4% | 1.4% | 2.0% | 2.2% | 1.4% | 2.8% | 2.5% | 1.8% | 2.8% |
| Blogs | 1.4% | 1.6% | 1.0% | 1.5% | 1.6% | 1.1% | 1.2% | 1.1% | 1.2% | 2.1% |
| Travel review sites (TripAdvisor, Yelp,etc.) | 5.2% | 6.2% | 2.0% | 5.2% | 6.0% | 2.2% | 6.7% | 7.7% | 4.4% | 8.6% |
| Yahoo Trip Planner | 1.0% | 1.1% | 0.8% | 0.8% | 0.8% | 0.8% | 2.3% | 2.4% | 0.8% | 1.7% |
| VibeAgent | 0.4% | 0.5% | 0.2% | 0.4% | 0.4% | 0.3% | 0.9% | 1.1% | 0.3% | 0.4% |
| Other social/commercial networking sources | 0.6% | 0.5% | 0.9% | 0.6% | 0.5% | 0.6% | 0.3% | 0.2% | 0.5% | 0.3% |
| Online forums | 1.2% | 1.2% | 1.1% | 1.1% | 1.1% | 0.9% | 2.3% | 2.1% | 0.8% | 2.1% |
| Mobile (Net) | 8.1% | 8.6% | 6.4% | 8.1% | 8.5% | 6.4% | 9.1% | 9.6% | 8.2% | 7.7% |
| iPhone |  |  |  |  |  |  |  |  |  |  |
| Mobile Web Browsing | 7.7% | 8.3% | 5.6% | 7.6% | 8.2% | 5.6% | 8.9% | 9.4% | 7.7% | 7.4% |
| Other mobile sites | 0.5% | 0.3% | 0.9% | 0.5% | 0.4% | 0.8% | 0.4% | 0.1% | 0.5% | 0.3% |
| Someone else planned for me and I don't know the method | 2.4% | 2.3% | 3.0% | 1.9% | 1.7% | 2.4% | 4.0% | 4.5% | 2.1% | 2.8% |
| No plans were made for this destination | 23.0% | 18.1% | 39.1% | 22.1% | 18.3% | 35.5% | 21.2% | 15.7% | 26.8% | 8.2% |
| **Advance Trip Considerations** |  |  |  |  |  |  |  |  |  |  |
| Less than 2 weeks before the visit | 28.7% | 21.6% | 52.1% | 28.0% | 21.1% | 52.0% | 28.4% | 22.4% | 33.5% | 8.6% |
| Within 2 weeks-4 weeks of visit | 17.2% | 17.1% | 17.4% | 17.1% | 16.8% | 17.9% | 18.8% | 19.2% | 18.0% | 14.0% |
| At least 1 month, but less than 3 months before the visit | 19.0% | 20.7% | 13.6% | 19.0% | 20.6% | 13.6% | 20.3% | 22.7% | 18.8% | 20.7% |
| At least 3 months, but less than 6 months before the visit | 14.5% | 16.9% | 6.5% | 14.4% | 16.7% | 6.6% | 14.8% | 16.8% | 12.4% | 23.6% |
| At least 6 months, but less than 1 year before the visit | 11.6% | 13.3% | 5.9% | 12.1% | 13.8% | 5.9% | 11.2% | 11.9% | 9.1% | 21.2% |
| More than a year before the visit | 9.0% | 10.4% | 4.5% | 9.5% | 11.0% | 4.1% | 6.4% | 7.0% | 8.2% | 11.8% |
| **Advance Trip Decision** |  |  |  |  |  |  |  |  |  |  |
| Less than 2 weeks before the visit | 37.5% | 30.5% | 60.5% | 37.3% | 30.4% | 61.2% | 36.1% | 30.0% | 42.9% | 14.7% |
| Within 2 weeks-4 weeks of visit | 17.4% | 17.6% | 16.7% | 17.0% | 17.1% | 16.6% | 19.3% | 19.6% | 18.0% | 15.6% |
| At least 1 month, but less than 3 months before the visit | 18.9% | 21.3% | 11.3% | 18.6% | 20.8% | 11.1% | 23.3% | 26.7% | 17.2% | 27.0% |
| At least 3 months, but less than 6 months before the visit | 12.1% | 14.4% | 4.6% | 12.3% | 14.6% | 4.5% | 10.0% | 11.4% | 9.9% | 22.2% |
| At least 6 months, but less than 1 year before the visit | 8.8% | 10.1% | 4.1% | 9.2% | 10.6% | 4.1% | 8.4% | 9.2% | 7.1% | 14.3% |
| More than a year before the visit | 5.2% | 6.0% | 2.8% | 5.6% | 6.5% | 2.6% | 2.8% | 3.1% | 4.9% | 6.3% |
| **Trip Booking Sources** |  |  |  |  |  |  |  |  |  |  |
| Offline booking (Net) | 29.1% | 34.1% | 12.8% | 27.4% | 31.8% | 12.2% | 42.3% | 47.8% | 25.6% | 39.2% |
| Corporate travel department | 5.8% | 7.0% | 2.3% | 4.2% | 4.9% | 1.8% | 16.3% | 19.2% | 4.6% | 9.3% |
| Directly with destination or attraction (tourist/visitor center etc.) in person or by phone | 10.0% | 11.4% | 5.4% | 10.2% | 11.5% | 5.9% | 10.5% | 11.5% | 10.0% | 8.2% |
| Directly with travel provider in person/phone | 10.5% | 12.7% | 3.3% | 10.0% | 12.0% | 3.2% | 14.8% | 16.7% | 7.8% | 19.8% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Total Trips | Trip Type- Overnight | Trip Type- Day Trip | Leisure- Leisure Total | Leisure- Overnight | Leisure-Day Trip | Business- Total | Business- Overnight | Prim. Mode- Auto/Truck/Rental/Camper | Prim. Mode- Airplane |
| **State Level Data** |  |  |  |  |  |  |  |  |  |  |
| **Sample Size** | 6,444 | 4,886 | 1,526 | 5,088 | 3,919 | 1,149 | 800 | 642 | 4,914 | 1,129 |
| **Trip Booking Sources (continued)** |  |  |  |  |  |  |  |  |  |  |
| Travel Agent | 2.9% | 3.3% | 1.6% | 2.7% | 3.0% | 1.5% | 5.0% | 5.3% | 2.1% | 5.1% |
| Travel club (e.g. AAA) | 4.4% | 5.1% | 2.2% | 4.5% | 5.3% | 1.8% | 4.4% | 4.5% | 4.5% | 3.6% |
| Some other offline booking method | 1.4% | 1.6% | 0.9% | 1.5% | 1.6% | 0.8% | 0.8% | 0.9% | 1.4% | 1.3% |
| Online booking (Excluding Social/Commercial Networking) (Net) | 35.5% | 43.2% | 10.3% | 35.0% | 42.1% | 10.0% | 45.2% | 51.9% | 28.1% | 66.5% |
| Online booking (Including Social/Commercial Networking) (Net) | 36.2% | 44.0% | 10.6% | 35.8% | 43.1% | 10.4% | 45.7% | 52.4% | 28.8% | 67.3% |
| Corporate desktop travel tool/intranet | 3.7% | 4.3% | 1.4% | 2.5% | 2.8% | 1.2% | 12.2% | 13.9% | 2.6% | 7.7% |
| Destination website | 8.1% | 9.4% | 3.9% | 8.2% | 9.5% | 3.7% | 8.2% | 9.2% | 7.7% | 8.7% |
| Online full service travel website (Expedia, Travelocity, etc.) | 13.2% | 16.2% | 3.1% | 13.3% | 16.2% | 2.9% | 14.8% | 17.1% | 10.6% | 24.2% |
| Traditional travel agency website | 2.2% | 2.6% | 1.0% | 2.1% | 2.6% | 0.8% | 3.4% | 3.5% | 1.7% | 4.1% |
| Travel provider website (airline, hotel, rental car, cruise, tour) | 12.2% | 15.0% | 2.9% | 12.0% | 14.6% | 3.1% | 15.2% | 17.6% | 7.2% | 33.5% |
| Some other online booking method | 2.7% | 3.4% | 0.7% | 3.0% | 3.7% | 0.9% | 1.3% | 1.5% | 2.9% | 2.4% |
| Unsure, I just used link from social/commercial networking or mobile source | 0.8% | 0.9% | 0.4% | 0.8% | 0.9% | 0.4% | 0.5% | 0.5% | 0.8% | 0.8% |
| Someone else booked for me and I don't know the method | 4.3% | 5.0% | 2.4% | 3.7% | 4.2% | 2.1% | 6.3% | 7.5% | 3.8% | 5.3% |
| No bookings were made for this destination | 41.0% | 29.6% | 78.2% | 43.0% | 32.7% | 78.6% | 22.1% | 10.6% | 50.4% | 4.8% |
| **Trip Satisfaction (1-5)** |  |  |  |  |  |  |  |  |  |  |
| Top 2 Box (Net) | 88.5% | 90.0% | 83.5% | 90.1% | 91.2% | 86.0% | 83.3% | 83.6% | 88.7% | 89.2% |
| Extremely Satisfied (5) | 51.2% | 52.6% | 46.6% | 53.4% | 54.8% | 48.5% | 40.4% | 39.1% | 51.2% | 50.2% |
| Very Satisfied (4) | 37.3% | 37.4% | 36.9% | 36.7% | 36.4% | 37.5% | 42.8% | 44.5% | 37.5% | 39.0% |
| Somewhat Satisfied (3) | 10.0% | 8.7% | 14.4% | 8.6% | 7.5% | 12.6% | 15.4% | 15.4% | 9.8% | 10.4% |
| Bottom 2 Box (Net) | 1.5% | 1.3% | 2.1% | 1.3% | 1.3% | 1.4% | 1.3% | 0.9% | 1.5% | 0.5% |
| Not Very Satisfied (2) | 1.0% | 0.8% | 1.6% | 0.8% | 0.7% | 1.0% | 1.3% | 0.9% | 1.0% | 0.4% |
| Not At all Satisfied (1) | 0.4% | 0.5% | 0.4% | 0.5% | 0.5% | 0.4% |  |  | 0.5% | 0.1% |

1. The most recent statewide survey-based model was developed for the State of Kansas in 1986 and cost on the order of $60,000 (in 1990 dollars). The development of this model, however, leaned heavily on work done in 1965 for the same state. In addition the model was aggregated to the 35-sector level, making it inappropriate for many possible applications since the industries in the model do not represent the very detailed sectors that are generally analyzed. [↑](#footnote-ref-1)
2. Only recently have researchers studied the validity of this assumption. They have found that large urban areas may have technology in some manufacturing industries that differs in a statistically significant way from the national average. As will be discussed in a subsequent paragraph, such differences may be unimportant after accounting for trade patterns. [↑](#footnote-ref-2)
3. A regional purchase coefficient (RPC) for an industry is the proportion of the region’s demand for a good or service that is fulfilled by local production. Thus, each industry’s RPC varies between zero (0) and one (1), with one implying that all local demand is fulfilled by local suppliers. As a general rule, agriculture, mining, and manufacturing industries tend to have low RPCs, and both service and construction industries tend to have high RPCs. [↑](#footnote-ref-3)
4. U.S. Travel Association, *The Impact of Travel on State Economies*, 2016 Edition [↑](#footnote-ref-4)
5. U.S. Travel Association, *The Impact of Travel on State Economies*, 2016 Edition [↑](#footnote-ref-5)
6. National Travel and Tourism Office- ITA (2013). “2013 Cultural Heritage Traveler”. Retrieved from: http://travel.trade.gov/outreachpages/download\_data\_table/2013-cultural-heritage-profile.pdf [↑](#footnote-ref-6)
7. Stark Tourism Associates (2013). “USA Tourism: Trends & Statistics”. Retrieved from: http://www.slideshare.net/ssoman/usa-tourism-trends-statistics-2013 [↑](#footnote-ref-7)
8. Rypkema, D. (2005). “Cultural Heritage and Sustainable Economic and Social Development”. *Europa Nostra*. [↑](#footnote-ref-8)
9. Timothy, D. J. (2011). *Cultural heritage and tourism*. Channel View Publications. [↑](#footnote-ref-9)
10. CURP (2008). “Economic Impacts of Historic Preservation in Oklahoma”. Retrieved from: http://www.okhistory.org/shpo/econimpact.pdf [↑](#footnote-ref-10)
11. Travel Industry Association of America, *The Historic/Cultural Traveler* *2003 edition*. Sponsored by Smithsonian Magazine. Prepared by the Research Department of the Travel Industry Association of America. [↑](#footnote-ref-11)
12. It must be emphasized, however, that this approach likely underestimates the actual full incidence of Texas heritage travelers because the fact that someone did not indicate “visit a historic site” as one of their four primary trip activities does not necessarily mean that they did not visit a historic site or participate in another form of heritage tourism on their trip. Similarly “visit museums” as a primary activity could have included a historic museum or other museums that present a historical component (such as art or natural history). Nonetheless, Rutgers adhered to the strict definition of a Texas heritage traveler noted above, namely indication of “visit a historic site” in the DKSA survey. [↑](#footnote-ref-12)
13. A larger proportion of heritage travelers compared to non-heritage travelers earn incomes between $75,000 and $99,999 (29.0 percent vs. 15.3 percent). The same pattern was found in the income range $100,000-$124,999 (15.8 percent vs. 11.0 percent). It is even more distinct when it comes to day-trippers alone. 18.3 percent of heritage day-trippers earn between $100,000 and $124,999, while it is 11.1 percent for non-heritage day-trippers. [↑](#footnote-ref-13)