

Economic Impact of Travel on West Virginia

2000-2006p Detailed State and County Estimates

August 2007



Prepared for the

West Virginia Division of Tourism
South Charleston, West Virginia

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TABLE OF CONTENTS

I. Introduction	1
II: West Virginia Travel Impacts	5
Direct Impacts of Travel in West Virginia: A Summary	6
Gross State Product	11
III. Regional Travel Impacts.....	13
IV. County Travel Impacts.....	26
Appendices	39
Appendix A. Regional Travel Impact Model (RTIM) Methodology	42
Appendix B. Definition of Terms	43
Appendix C. Travel Industry Business Classifications.....	45

LIST OF TABLES AND FIGURES

	page
<hr/>	
State Travel Impacts	
West Virginia Direct Travel Impacts, 2000-2006p	7
Travel-Generated Spending and Employment, 2006p	8-9
West Virginia Visitor Impacts, 2000-2006p	10
Travel Spending and Gross State Product	11-12
Regional Travel Impacts	
Northern Panhandle Travel Impacts, 2000-2006p	15
Mid-Ohio Valley Travel Impacts, 2000-2006p	16
Metro Valley Travel Impacts, 2000-2006p	17
Mountain Lakes Travel Impacts, 2000-2006p	18
New River/Greenbrier Valley Travel Impacts, 2000-2006p	19
Potomac Highlands Travel Impacts, 2000-2006p	20
Eastern Panhandle Travel Impacts, 2000-2006p	21
Mountaineer Country Travel Impacts, 2000-2006p	22
Hatfield-McCoy Mountains Travel Impacts, 2000-2006p	23
County Travel Impacts	
Barbour through Clay, 2000-2006p	28
Doddridge through Hardy, 2000-2006p	29
Harrison through McDowell, 2000-2006p	30
Marion through Monroe, 2000-2006p	31
Morgan through Putnam, 2000-2006p	32
Raleigh through Tyler, 2000-2006p	33
Upshur through Wyoming, 2000-2006p	34

PREFACE

The purpose of this study is to document the economic significance of the travel industry in West Virginia from 2000 to 2006. These findings show the level of travel spending by visitors traveling to and within the state and the impact this spending had on the economy in terms of earnings, employment, and tax revenue.

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

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

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

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I. Introduction

Visitors traveling to and throughout West Virginia represent an important component of the state's economy. Travel originating in domestic and international markets generates valuable business sales, payroll, employment and tax receipts for the state as well as for local jurisdictions. Further, many locations within West Virginia serve as travel destinations in their own right. These areas accordingly consider travel and tourism a primary industry.

Objectives

This report describes the economic impacts of travel to and through the state of West Virginia and each of its 55 counties from 2000 to 2006. The 2006 estimates are noted as preliminary (p) and may be slightly adjusted when original data sources are revised. Detailed breakouts of travel impacts are provided for 2000 through 2006p at the state level, the nine tourism regions, and the 55 counties. A primary objective of this research is to provide reliable, detailed figures that allow comparisons from year-to-year for the state and county levels.

Direct Impacts

The estimates of the direct impacts associated with traveler spending in West Virginia were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the West Virginia travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur. A description of RTIM methodology is included in Appendix A.

Gross State Product

An estimate of the Gross State Product of the travel industry is also included in this report. Gross State Product is a measure of industry output that excludes the value of intermediate inputs purchased from businesses in other industries. As a single measure, it provides a more meaningful gauge of industry output than spending, earnings, or tax receipts. It also permits comparisons with other industries.

Types of Travel Impacts Included

Most of the travel that occurs in West Virginia is included in the scope of this analysis. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical, or educational purposes. All trips to West Virginia by U.S. residents and foreign visitors are included. The travel of West Virginia residents to other destinations in West Virginia is included, provided that it

is neither commuting nor other routine travel. Travel to non-West Virginia destinations by West Virginia residents is not included as a component of visitor spending.

The impacts associated with travel are included if the travelers remain at the destination overnight and day travel for both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in West Virginia. In general, the terms “traveler” and “visitor” are used interchangeably in this report. Both represent a person who is traveling in the state of West Virginia, away from his or her home, on a trip as defined above.

State and Local Tax Receipts

Approximately 90 percent of all travel-generated tax receipts accrue to state government in West Virginia. State taxes include the 6 percent state sales tax, the motor fuel tax (current flat rate of \$.205 per gallon motor fuel plus a variable rate equal to 5% of the average wholesale price of motor fuel), income taxes on travel-generated earnings and travel-related business income, and state revenue generated through racetrack video lottery and wagering (as levied by the West Virginia Lottery and the West Virginia Racing Commission). Local taxes consist of the Hotel/Motel Occupancy Tax, levied by cities and counties. Property taxes are not included.

Transportation Impacts

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

Impact Categories

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

Visitor Categories

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

Report Contents

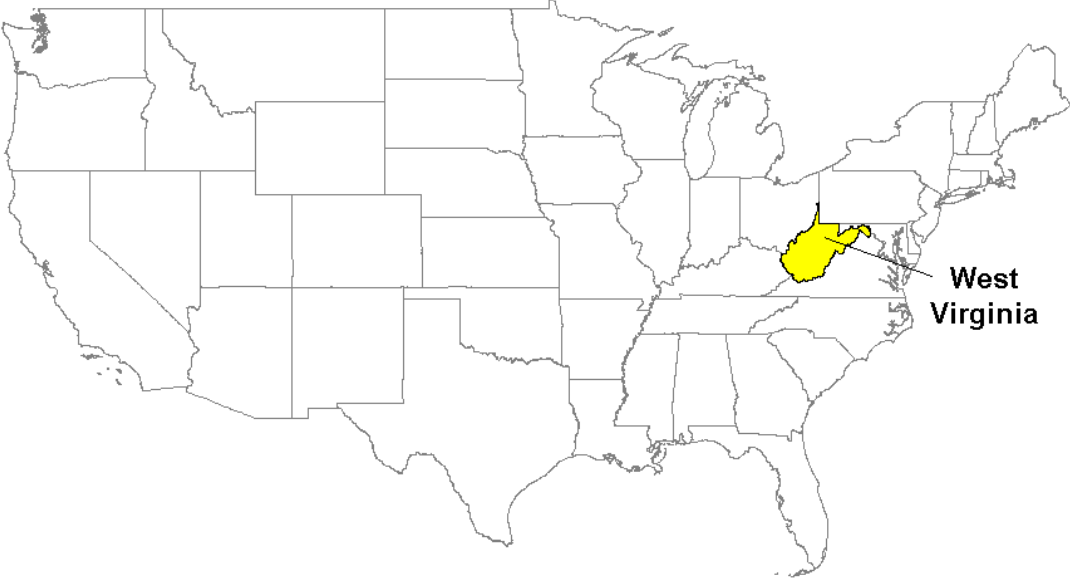
Section II provides an overview of Travel Impacts in the state, detailed estimates for 2000 through 2006p, an estimate of gross state product, and the relative impacts for counties measured in terms of the proportion of total earnings and employment that is travel-generated. Section III details estimates for the nine tourism regions.

Section IV contains summary estimates for all of West Virginia's 55 counties.

The first part of this section focuses on the direct impacts of travel spending. This section provides an overview of travel-generated impacts since 2000, including state and local tax revenues directly generated by travel spending. More detailed travel impacts for the state are reported on the following pages.

A description of the RTIM methodology is included in Appendix A. Definitions of the travel terms used in this report can be found in Appendix B. Appendix C provides a description of travel industries in terms of NAICS.

**II: West Virginia Travel Impacts
2000-2006P**



West Virginia's \$3.97 billion in travel-generated spending is a vital part of the state and local economies. In some areas of the state, it is one of the primary sources of earnings and employment. The types of business that serve travelers are represented primarily by service and retail firms, including lodging establishments, restaurants, gaming establishments, recreation-orientated businesses, retail stores, gasoline service stations, transportation, and other travel-related services. The money that is spent on these goods and services in West Virginia produces business receipts at these firms, which in turn employ West Virginia residents. State and local government units benefit from the travel industry as well through the collection of taxes on the sale of goods and services and on the income generated by these sales.

DIRECT IMPACTS OF TRAVEL IN WEST VIRGINIA: A SUMMARY

- Travel spending by all overnight and day visitors in West Virginia was over \$3.97 billion in the 2006 calendar year. This is equivalent to \$10.9 million dollars per day.
- Travel spending in West Virginia has increased by 8.8 percent per year since 2000. In constant dollars (adjusted for inflation), travel spending has increased by 5.6 percent over the same period.
- Visitors who stayed overnight in commercial lodging facilities spent \$1.2 billion in 2006 – or about one-third of all travel spending in the state. Day travelers who spent substantially on gaming and entertainment spent \$1.9 billion, or nearly one-half the state total.
- During 2006, visitor spending in West Virginia directly supported about 44,000 jobs with earnings of \$854 million. Travel spending generated the greatest number of jobs in accommodations & food services, and arts, entertainment, recreation.
- Local and state tax revenues generated by travel spending were \$546 million in 2006 (not including property taxes). Without these government revenues generated travel spending, each household in West Virginia would have had to pay an additional \$715 in state and local taxes to maintain current service levels.

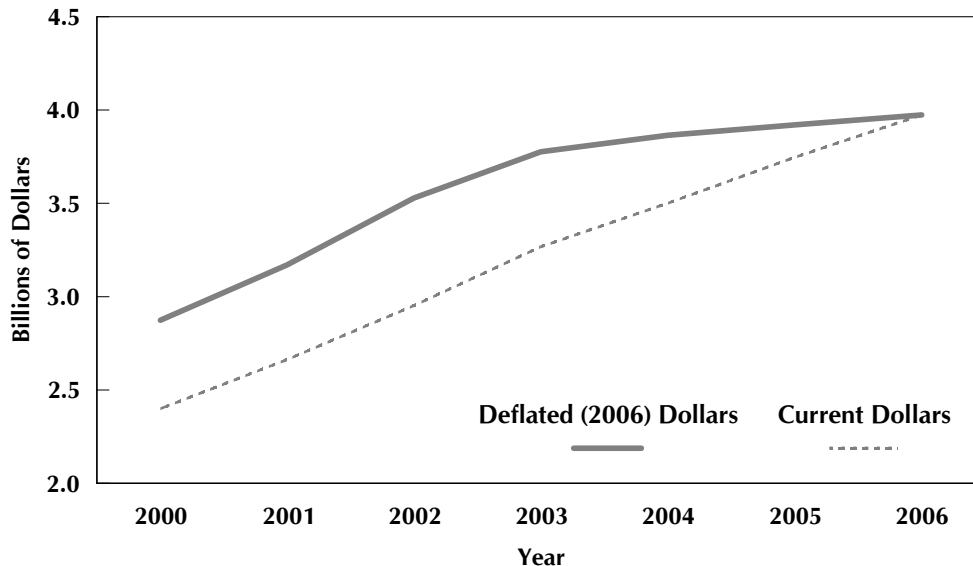
The following tables and graphs document these travel impacts. Detailed travel impact estimates for the state from 2000 to 2006p are found on page 10.

West Virginia Direct Travel Impacts, 2000-2006p

	Spending	Earnings	Employment	Gov't Revenue (\$Million)		
	(\$Million)	(\$Million)	(Thousand)	Local	State	Federal
2000	2,400	596	35.0	9.0	274.3	96.7
2001	2,663	652	37.3	9.0	333.3	102.7
2002	2,953	714	39.6	9.6	390.9	97.6
2003	3,268	766	41.5	9.8	442.8	96.8
2004	3,501	793	41.8	10.2	474.3	96.2
2005	3,746	822	43.2	11.8	504.2	99.9
2006p	3,974	854	44.0	13.8	532.2	103.5
<i>Annual Percentage Change</i>						
05-06p	6.1	3.9	1.8	17.5	5.6	3.6
00-06p	8.8	6.2	3.9	7.5	11.7	1.1

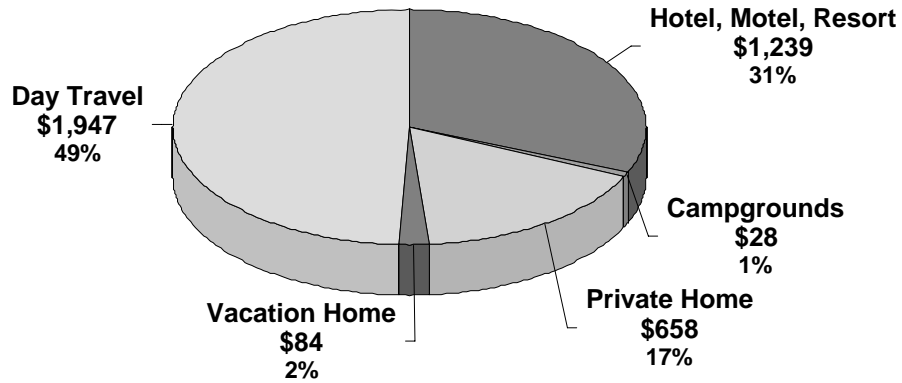
Spending includes passenger air transportation. Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Government revenue includes the state share of racetrack video lottery and wagering, local hotel/motel taxes, state sales and income taxes, and the gasoline tax. Property taxes are not included. Annual Change refers to the average annual change. Details may not add to totals due to rounding.

West Virginia Visitor Spending Adjusted for Inflation, 2000-2006p

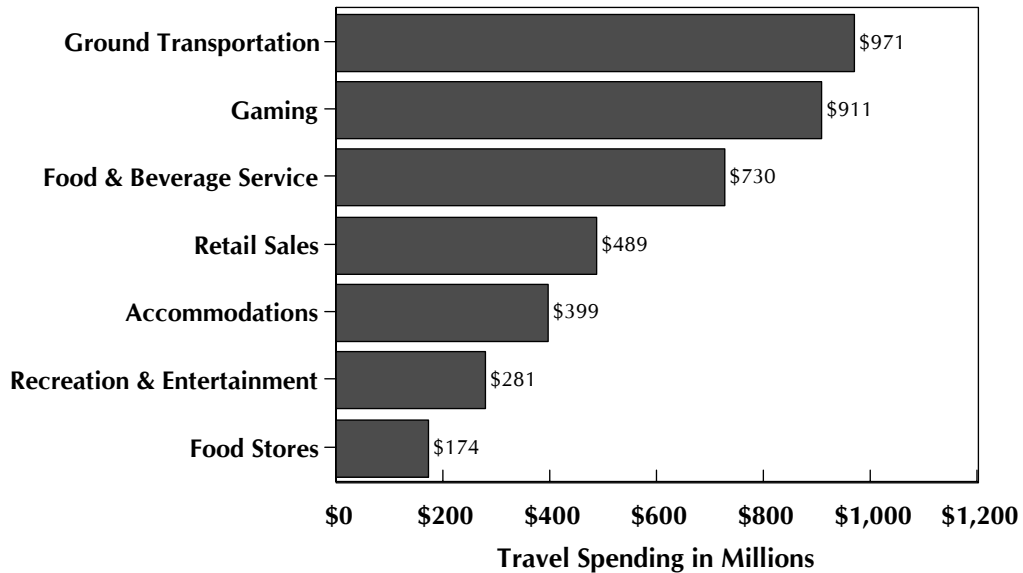


Source: Dean Runyan Associates, Bureau of Labor Statistics and Smith Travel Research.

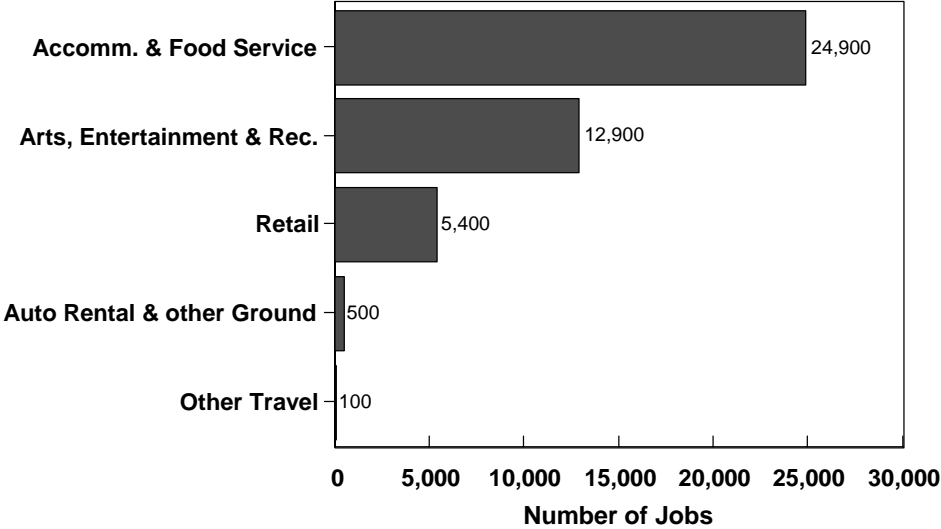
**West Virginia Visitor Spending
by Type of Traveler Accommodation, 2006p
(\$ Millions)**



**West Virginia Visitor Spending
by Commodity Purchased, 2006p**



West Virginia Direct Employment Generated by Travel Spending, 2006p



West Virginia Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	2,370	2,633	2,926	3,243	3,480	3,727	3,956
Other Travel*	30	30	27	25	21	19	18
Total Direct Spending	2,400	2,663	2,953	3,268	3,501	3,746	3,974
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	915	926	998	1,054	1,102	1,158	1,239
Campground	19	19	23	24	24	26	28
Private Home	464	475	480	515	561	614	658
Vacation Home	62	64	65	68	73	79	84
Day Travel	909	1,148	1,360	1,581	1,720	1,850	1,947
Spending at Destination	2,370	2,633	2,926	3,243	3,480	3,727	3,956
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	330	331	353	360	373	384	399
Food & Beverage Services	477	529	594	640	667	694	730
Food Stores	128	137	149	158	162	168	174
Ground Tran. & Motor Fuel	438	461	481	591	696	846	971
Arts, Entertainment & Recreation	233	243	258	266	273	274	281
Gaming	368	508	636	758	835	879	911
Retail Sales	396	424	456	470	475	483	489
Spending at Destination	2,370	2,633	2,926	3,243	3,480	3,727	3,956
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	301	322	352	377	389	407	429
Arts, Entertainment & Recreation	180	206	231	256	271	280	286
Retail**	93	99	106	108	109	112	114
Auto Rental & other ground tran.	10	11	13	14	14	14	15
Other Travel*	8	9	8	8	6	4	5
Total Direct Earnings	596	652	714	766	793	822	854
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	19.6	20.7	22.0	23.2	23.4	24.1	24.9
Arts, Entertainment & Recreation	9.4	10.4	11.2	12.0	12.3	12.8	12.9
Retail**	5.1	5.2	5.3	5.3	5.3	5.4	5.4
Auto Rental & other ground tran.	0.5	0.5	0.5	0.6	0.5	0.6	0.5
Other Travel*	0.3	0.3	0.3	0.3	0.2	0.1	0.1
Total Direct Employment	35.0	37.3	39.6	41.5	41.8	43.2	44.0
Government Revenue Generated by Travel Spending (\$Million)							
Local	9	9	10	10	10	12	14
State	274	333	391	443	474	504	532
Federal	97	103	98	97	96	100	103
Total Direct Gov't Revenue	380	445	498	549	581	616	649

Details may not add to totals due to rounding.

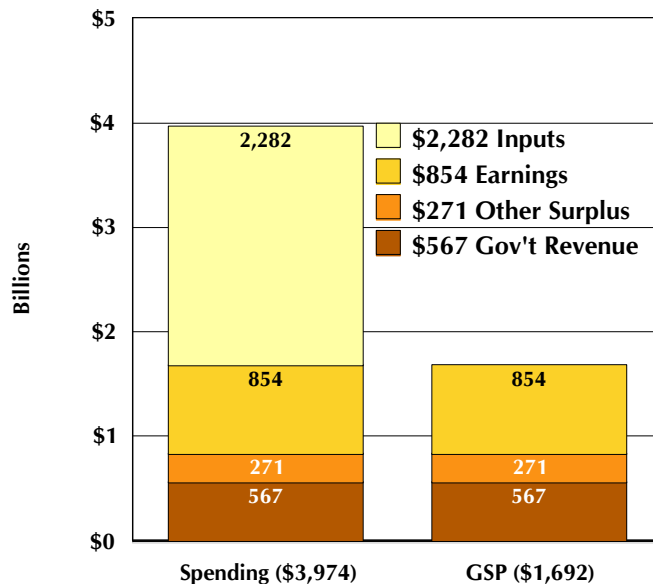
*Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

GROSS STATE PRODUCT

In concept, the Gross State Product (GDP) of a particular industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always smaller than output or sales because GDP measures only the “value-added” of an industry and does not include the cost of inputs that are also necessary to produce a good or service. Estimates of travel spending and travel industry GDP are shown in the chart below. For West Virginia, travel industry GDP represents about 3 percent of total state GDP. By way of comparison, the U.S. travel industry comprises about 2.5 percent of national GDP.

About 57 percent of all travel spending in West Virginia is attributed to intermediate inputs and goods resold at retail. Intermediate inputs cover a range of goods and services that are purchased by travel industry businesses for the purpose of creating a product or service for the traveler. For example, many lodging establishments purchase cable television services. Restaurants purchase food and beverages from vendors. In both cases, these inputs are classified as the GDP of other industries. In addition, travel spending occurs at many retail establishments where the goods purchased from the retailer are purchased as finished goods from suppliers. These resold goods are also counted as the products of other industries. This would include motor fuel, groceries, and most the commodities sold at retail establishments.

West Virginia Travel Industry Gross Domestic Product, 2006p



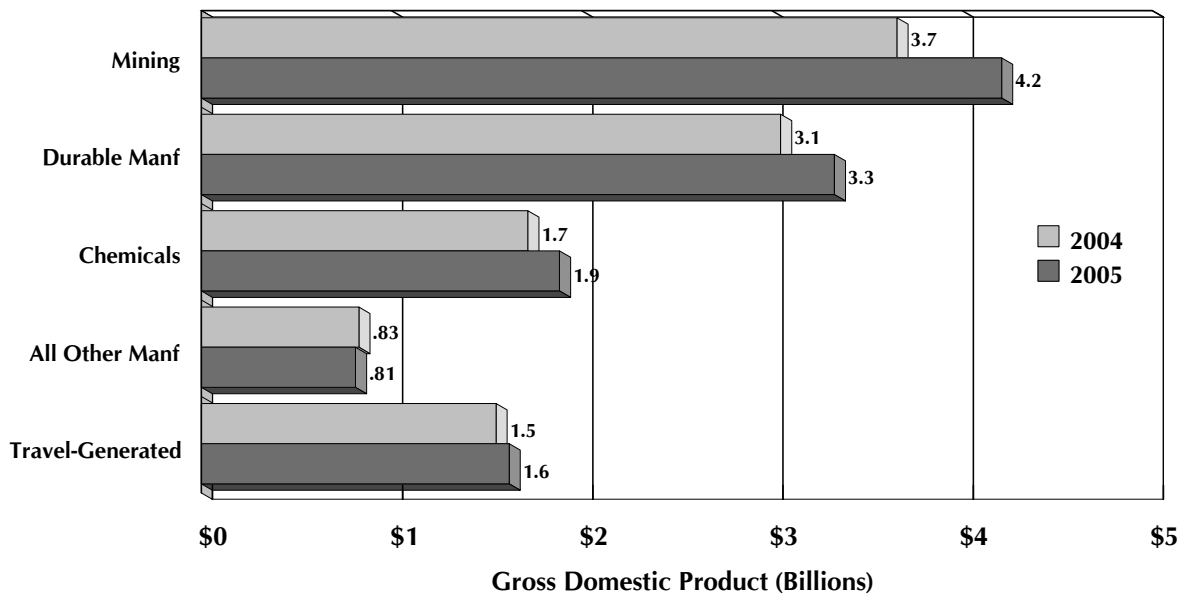
Source: Dean Runyan Associates and Bureau of Economic Analysis

Gross Domestic Product of West Virginia Export-Orientated Industries

Export-orientated industries are those industries that primarily market their products and services to other regions, states, or nations. Mining, manufacturing, and chemicals are the best examples of export-orientated industries. Clearly, there are cases in each of these three sectors where the products are sold within the local or regional market. Nonetheless, in general most businesses within these industries depend on export markets. The travel industry is also an export-orientated industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do exports of other industries.

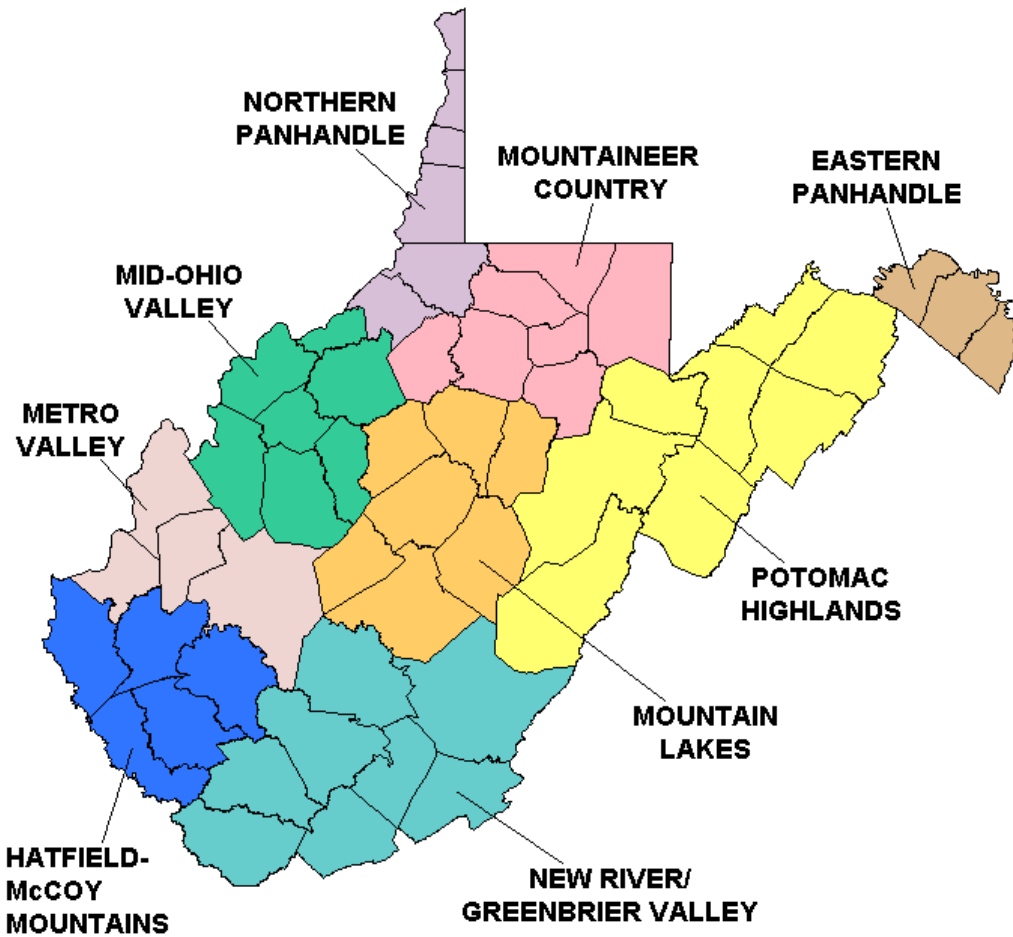
A comparison of the GDP's of the leading export-orientated industries in West Virginia is shown below. The comparison years are for 2004 and 2005 – data for 2006 is not yet available for the comparison industries.

West Virginia Gross Domestic Product, 2004 & 2005
Selected Export-Orientated Industries



Source: Dean Runyan Associates and Bureau of Economic Analysis

III. Regional Travel Impacts 2000-2006P



The tables in this section provide detailed estimates for the regions of West Virginia for 2000-2006p. The geographic definitions of the regions are shown below.

West Virginia's Tourism Regions

Northern Panhandle

Brooke
Hancock
Marshall
Ohio
Tyler
Wetzel

Mid-Ohio Valley

Calhoun
Jackson
Pleasants
Ritchie
Roane
Wirt
Wood

Metro Valley

Cabell
Kanawha
Mason
Putnam

Mountain Lakes

Braxton
Clay
Gilmer
Lewis
Nicholas
Upshur
Webster

New River/Greenbrier Valley

Fayette
Greenbrier
McDowell
Mercer
Monroe
Raleigh
Summers
Wyoming

Potomac Highlands

Grant
Hampshire
Hardy
Mineral
Pendleton
Pocahontas
Randolph
Tucker

Eastern Panhandle

Berkeley
Jefferson
Morgan

Mountaineer Country

Barbour
Doddridge
Harrison
Marion
Monongalia
Preston
Taylor

Hatfield-McCoy Mountains

Boone
Lincoln
Logan
Mingo
Wayne

Northern Panhandle Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	457.9	585.5	681.6	776.4	814.7	831.5	847.5
Other Travel*	1.8	1.9	1.6	1.1	0.9	0.7	0.7
Total Direct Spending	459.7	587.4	683.2	777.5	815.6	832.1	848.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	61.9	65.0	71.8	89.9	97.9	99.7	102.6
Campground	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Private Home	39.4	39.8	40.2	42.0	45.0	48.2	50.9
Vacation Home	2.9	3.0	3.0	3.2	3.5	3.7	4.0
Day Travel	353.3	477.2	566.1	640.8	667.8	679.4	689.6
Spending at Destination	457.9	585.5	681.6	776.4	814.7	831.5	847.5
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	21.6	22.7	24.3	29.0	31.1	31.5	32.3
Food & Beverage Services	85.7	109.0	128.1	145.1	149.9	152.4	156.4
Food Stores	18.8	23.2	26.6	29.7	30.3	30.8	31.2
Ground Tran. & Motor Fuel	34.0	35.7	36.8	45.9	54.9	67.5	78.1
Arts, Entertainment & Recreation	13.1	14.4	15.1	16.2	16.7	16.7	16.9
Gaming	222.4	304.3	364.6	417.4	438.6	439.7	440.5
Retail Sales	62.2	76.2	86.1	93.1	93.3	92.9	92.2
Spending at Destination	457.9	585.5	681.6	776.4	814.7	831.5	847.5
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	40.2	49.4	57.2	65.3	67.5	68.5	70.2
Arts, Entertainment & Recreation	41.4	53.9	62.8	71.2	74.3	73.7	72.9
Retail**	12.1	14.4	16.1	17.2	17.3	17.4	17.5
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.0	1.0	0.8	0.6	0.5	0.3	0.4
Total Direct Earnings	94.7	118.7	136.9	154.3	159.5	159.9	160.9
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,140	3,770	4,320	4,880	4,830	5,160	5,130
Arts, Entertainment & Recreation	1,840	2,310	2,610	2,850	2,870	3,010	2,940
Retail**	700	800	840	870	860	870	860
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Other Travel*	30	40	30	20	20	10	10
Total Direct Employment	5,710	6,900	7,800	8,620	8,570	9,050	8,950
Government Revenue Generated by Travel Spending (\$Million)							
Local	0.6	0.6	0.7	0.8	0.9	1.1	1.3
State	92.4	124.0	149.0	169.0	178.1	182.3	187.4
Total Direct Gov't Revenue	93.0	124.6	149.7	169.8	179.0	183.4	188.6

Details may not add to totals due to rounding. *Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

Northern Panhandle includes Brooke, Hancock, Marshall, Ohio, Tyler and Wetzel counties.

Mid-Ohio Valley Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	120.9	122.5	124.2	133.0	141.9	153.2	164.0
Other Travel*	1.9	1.8	1.7	1.8	1.4	1.2	1.2
Total Direct Spending	122.7	124.3	126.0	134.8	143.4	154.4	165.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	49.1	48.5	48.9	51.1	52.3	53.5	55.5
Campground	1.1	1.2	1.1	1.3	1.4	1.6	1.7
Private Home	38.6	39.9	40.7	43.9	47.9	53.2	57.7
Vacation Home	4.7	4.8	4.9	5.2	5.6	6.1	6.5
Day Travel	27.3	28.0	28.6	31.6	34.7	38.9	42.6
Spending at Destination	120.9	122.5	124.2	133.0	141.9	153.2	164.0
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	17.6	17.1	17.0	16.9	16.9	16.6	16.5
Food & Beverage Services	26.2	26.6	27.3	27.8	28.2	28.3	29.2
Food Stores	7.6	7.6	7.7	7.8	7.8	7.9	8.0
Ground Tran. & Motor Fuel	31.5	33.1	34.2	42.6	50.9	62.7	72.4
Arts, Entertainment & Recreation	14.0	14.2	14.4	14.7	15.1	15.0	15.1
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	24.0	23.8	23.7	23.3	23.0	22.8	22.8
Spending at Destination	120.9	122.5	124.2	133.0	141.9	153.2	164.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	15.8	15.8	16.0	16.1	16.1	16.0	16.3
Arts, Entertainment & Recreation	6.6	6.7	6.8	6.9	7.1	7.1	7.1
Retail**	6.3	6.4	6.5	6.4	6.4	6.4	6.5
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.7	0.7	0.7	0.7	0.5	0.4	0.4
Total Direct Earnings	29.6	29.8	30.1	30.3	30.3	30.1	30.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,110	1,110	1,100	1,080	1,050	1,040	1,060
Arts, Entertainment & Recreation	470	500	470	460	460	450	460
Retail**	360	350	360	340	330	330	330
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Other Travel*	20	30	30	30	20	10	10
Total Direct Employment	1,980	1,990	1,960	1,930	1,880	1,850	1,870
Government Revenue Generated by Travel Spending (\$Million)							
Local	0.5	0.5	0.5	0.5	0.5	0.5	0.5
State	9.8	10.1	10.2	10.5	10.4	10.6	10.8
Total Direct Gov't Revenue	10.3	10.5	10.7	11.0	10.9	11.1	11.3

Details may not add to totals due to rounding. *Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

Mid-Ohio Valley includes Calhoun, Jackson, Pleasants, Ritchie, Roane, Wirt and Wood counties.

Metro Valley Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	428.1	455.5	503.2	530.2	557.8	590.9	649.9
Other Travel*	16.5	16.2	14.6	14.4	12.7	11.9	11.1
Total Direct Spending	444.6	471.7	517.8	544.5	570.5	602.8	660.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	198.9	192.7	218.4	218.4	230.8	239.5	286.5
Campground	0.7	0.7	0.7	0.7	0.8	0.7	0.7
Private Home	110.6	112.1	112.4	120.8	131.0	143.6	152.2
Vacation Home	3.4	3.5	3.5	3.7	4.0	4.4	4.6
Day Travel	114.5	146.5	168.2	186.5	191.2	202.7	205.9
Spending at Destination	428.1	455.5	503.2	530.2	557.8	590.9	649.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	65.4	63.5	71.5	68.9	72.0	72.3	84.5
Food & Beverage Services	83.0	88.6	99.6	100.8	101.9	102.6	112.4
Food Stores	18.4	19.3	21.1	21.3	21.3	21.4	23.0
Ground Tran. & Motor Fuel	129.2	137.3	147.0	174.4	198.5	233.3	262.8
Arts, Entertainment & Recreation	37.5	39.8	44.2	44.7	46.0	45.7	49.4
Gaming	27.5	35.8	42.4	44.2	43.7	42.3	41.8
Retail Sales	67.2	71.3	77.3	75.9	74.4	73.4	76.0
Spending at Destination	428.1	455.5	503.2	530.2	557.8	590.9	649.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	54.5	55.9	63.0	62.4	63.1	63.3	70.9
Arts, Entertainment & Recreation	23.4	26.0	29.2	29.8	30.3	29.9	31.4
Retail**	16.3	17.2	18.4	18.1	17.9	18.0	18.7
Auto Rental & other ground tran.	9.9	10.9	12.5	13.6	13.9	14.5	15.0
Other Travel*	3.1	3.6	3.4	3.6	2.7	2.1	2.2
Total Direct Earnings	110.7	117.2	130.1	130.7	131.4	131.2	141.1
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,370	3,360	3,640	3,560	3,520	3,510	3,780
Arts, Entertainment & Recreation	1,150	1,230	1,370	1,640	1,640	1,620	1,670
Retail**	850	880	890	880	850	850	860
Auto Rental & other ground tran.	450	500	540	570	530	570	550
Other Travel*	110	120	110	110	80	50	50
Total Direct Employment	6,090	6,240	6,720	6,910	6,760	6,740	7,050
Government Revenue Generated by Travel Spending (\$Million)							
Local	1.8	1.7	2.0	1.9	2.0	2.5	3.6
State	40.0	44.4	49.4	50.9	50.6	51.1	53.9
Total Direct Gov't Revenue	41.8	46.1	51.4	52.8	52.6	53.6	57.5

Details may not add to totals due to rounding. *Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

Metro Valley includes Boone, Cabell, Kanawha, Lincoln, Logan, Mason, Mingo, Putnam and Wayne counties.

Mountain Lakes Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	99.0	102.6	108.0	123.4	136.0	149.7	162.2
Other Travel*	0.4	0.4	0.4	0.4	0.3	0.2	0.2
Total Direct Spending	99.4	102.9	108.3	123.7	136.3	149.9	162.4
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	36.8	38.4	42.6	51.4	56.5	60.5	65.2
Campground	4.8	4.9	4.9	5.4	5.9	6.8	7.2
Private Home	26.3	27.1	27.3	29.3	32.2	35.7	38.8
Vacation Home	7.6	7.8	7.8	8.4	9.1	9.9	10.6
Day Travel	23.6	24.4	25.3	28.9	32.3	36.7	40.4
Spending at Destination	99.0	102.6	108.0	123.4	136.0	149.7	162.2
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	13.2	13.6	15.0	17.4	18.9	19.5	20.2
Food & Beverage Services	18.0	18.8	20.3	22.4	23.6	24.3	25.5
Food Stores	7.5	7.7	8.0	8.4	8.6	8.9	9.1
Ground Tran. & Motor Fuel	31.6	33.2	34.2	42.7	51.0	62.8	72.6
Arts, Entertainment & Recreation	10.9	11.4	12.1	13.3	14.2	14.4	14.8
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	17.7	17.9	18.5	19.3	19.7	19.8	20.0
Spending at Destination	99.0	102.6	108.0	123.4	136.0	149.7	162.2
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	11.1	11.5	12.5	14.2	15.0	15.4	16.1
Arts, Entertainment & Recreation	6.3	6.6	7.0	7.6	8.1	8.2	8.5
Retail**	5.4	5.6	5.8	5.8	5.9	6.0	6.2
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Total Direct Earnings	23.0	23.8	25.5	27.8	29.2	29.8	30.8
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	900	900	950	1,030	1,030	1,040	1,060
Arts, Entertainment & Recreation	420	430	460	480	490	490	490
Retail**	320	320	310	310	310	320	310
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	0	0
Total Direct Employment	1,640	1,650	1,730	1,830	1,840	1,850	1,880
Government Revenue Generated by Travel Spending (\$Million)							
Local	0.3	0.4	0.4	0.5	0.5	0.6	0.6
State	8.4	8.7	9.1	9.8	10.0	10.3	10.6
Total Direct Gov't Revenue	8.7	9.1	9.5	10.3	10.5	10.9	11.3

Details may not add to totals due to rounding. *Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

Mountain Lakes includes Braxton, Clay, Gilmer, Lewis, Nicholas, Upshur and Webster counties.

New River/Greenbrier Valley Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	469.2	482.6	502.3	522.1	529.1	558.9	593.7
Other Travel*	3.3	3.3	3.2	2.0	1.7	1.4	1.4
Total Direct Spending	472.5	485.9	505.4	524.1	530.8	560.3	595.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	286.5	294.9	307.6	313.7	309.2	320.2	337.9
Campground	4.6	4.8	7.1	7.6	5.8	5.9	6.1
Private Home	79.2	81.1	82.1	88.2	96.3	105.0	112.1
Vacation Home	8.6	8.8	8.9	9.3	9.9	10.5	11.0
Day Travel	90.3	93.0	96.5	103.3	108.0	117.3	126.6
Spending at Destination	469.2	482.6	502.3	522.1	529.1	558.9	593.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	104.8	106.7	110.5	109.4	106.4	107.8	110.8
Food & Beverage Services	99.0	102.8	108.6	109.9	107.3	108.8	113.8
Food Stores	24.8	25.3	26.7	26.9	25.7	26.0	26.7
Ground Tran. & Motor Fuel	76.5	80.3	82.8	103.3	123.4	151.9	175.6
Arts, Entertainment & Recreation	82.4	85.1	89.4	90.4	88.0	86.7	88.2
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	81.7	82.3	84.2	82.2	78.3	77.8	78.5
Spending at Destination	469.2	482.6	502.3	522.1	529.1	558.9	593.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	77.1	79.3	81.5	85.7	82.9	88.8	93.2
Arts, Entertainment & Recreation	46.8	48.1	49.3	52.2	50.4	53.5	54.1
Retail**	17.6	18.2	19.0	18.8	18.4	18.8	19.3
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.4	1.4	1.4	0.9	0.7	0.5	0.5
Total Direct Earnings	143.1	147.2	151.3	157.7	152.5	161.8	167.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,710	3,770	3,790	3,850	3,790	3,920	4,000
Arts, Entertainment & Recreation	2,220	2,280	2,330	2,260	2,260	2,280	2,250
Retail**	880	870	870	840	820	820	820
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Other Travel*	50	50	50	30	20	20	10
Total Direct Employment	6,870	6,980	7,050	7,000	6,900	7,040	7,090
Government Revenue Generated by Travel Spending (\$Million)							
Local	2.9	2.9	3.0	3.0	2.9	3.0	3.2
State	35.3	36.3	37.6	38.4	37.3	38.3	39.3
Total Direct Gov't Revenue	38.1	39.2	40.6	41.4	40.2	41.3	42.5

Details may not add to totals due to rounding. *Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

New River/Greenbrier Valley includes Fayette, Greenbrier, McDowell, Mercer, Monroe, Raleigh, Summers and Wyoming counties.

Potomac Highlands Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	197.6	197.7	206.7	220.8	233.3	249.1	246.9
Other Travel*	0.4	0.4	0.4	0.5	0.4	0.3	0.3
Total Direct Spending	198.0	198.1	207.2	221.3	233.7	249.4	247.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	105.6	103.7	110.8	118.3	122.6	128.8	120.0
Campground	3.5	3.5	3.4	3.5	3.8	4.0	4.1
Private Home	29.0	29.9	30.4	32.5	35.3	38.6	41.3
Vacation Home	21.6	22.0	22.3	23.3	25.1	26.8	28.3
Day Travel	37.9	38.4	39.8	43.2	46.6	51.0	53.1
Spending at Destination	197.6	197.7	206.7	220.8	233.3	249.1	246.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	43.8	42.5	44.8	47.0	49.0	51.2	46.5
Food & Beverage Services	42.1	42.4	45.4	47.9	49.3	51.2	49.3
Food Stores	19.0	19.1	19.7	20.2	20.8	21.5	21.3
Ground Tran. & Motor Fuel	25.9	27.2	28.1	35.0	41.8	51.5	59.5
Arts, Entertainment & Recreation	27.3	27.6	29.0	30.5	32.0	32.7	31.2
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	39.5	38.9	39.9	40.2	40.4	41.0	39.0
Spending at Destination	197.6	197.7	206.7	220.8	233.3	249.1	246.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	29.9	30.5	31.2	32.2	33.8	33.9	34.1
Arts, Entertainment & Recreation	12.0	12.3	12.2	13.0	14.0	13.6	13.8
Retail**	10.7	10.7	11.1	11.1	11.3	11.5	11.3
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.1	0.1
Total Direct Earnings	52.9	53.8	54.7	56.6	59.2	59.1	59.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,180	2,180	2,180	2,090	2,130	2,150	2,120
Arts, Entertainment & Recreation	990	970	930	970	1,000	980	970
Retail**	570	560	560	540	530	540	520
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	0	0
Total Direct Employment	3,750	3,720	3,680	3,610	3,670	3,680	3,610
Government Revenue Generated by Travel Spending (\$Million)							
Local	1.2	1.1	1.2	1.3	1.3	1.4	1.3
State	14.1	14.2	14.8	15.5	15.8	16.3	15.8
Total Direct Gov't Revenue	15.3	15.4	16.0	16.8	17.1	17.7	17.0

Details may not add to totals due to rounding. *Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

Potomac Highlands includes Grant, Hampshire, Hardy, Mineral, Pendleton, Pocahontas, Randolph and Tucker counties.

Eastern Panhandle Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	303.3	382.8	481.9	593.9	685.2	769.4	834.3
Other Travel*	1.1	1.7	1.7	1.7	1.3	1.0	1.1
Total Direct Spending	304.4	384.5	483.6	595.7	686.5	770.4	835.4
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	73.5	75.7	80.6	86.7	91.0	97.9	104.2
Campground	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Private Home	30.3	31.5	32.5	35.1	38.7	42.5	46.0
Vacation Home	6.1	6.3	6.5	6.9	7.6	8.2	8.8
Day Travel	192.9	268.7	361.8	464.6	547.4	620.3	674.8
Spending at Destination	303.3	382.8	481.9	593.9	685.2	769.4	834.3
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	25.5	26.1	27.5	28.8	30.1	32.0	33.7
Food & Beverage Services	58.7	73.5	93.0	113.1	128.2	143.8	157.7
Food Stores	14.8	17.7	21.3	25.3	28.0	31.2	33.7
Ground Tran. & Motor Fuel	27.2	28.6	29.5	36.7	43.9	54.1	62.5
Arts, Entertainment & Recreation	14.6	15.8	17.1	18.5	19.8	21.0	22.2
Gaming	117.8	167.5	228.7	296.3	352.4	396.8	428.7
Retail Sales	44.7	53.6	64.8	75.3	82.7	90.6	95.9
Spending at Destination	303.3	382.8	481.9	593.9	685.2	769.4	834.3
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	33.4	39.6	48.1	56.9	63.3	70.3	76.6
Arts, Entertainment & Recreation	26.4	34.6	44.8	56.0	65.2	71.7	75.8
Retail**	9.2	10.7	12.6	14.2	15.4	16.8	17.8
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.9	0.9	0.9	0.7	0.5	0.6
Total Direct Earnings	69.5	85.8	106.4	128.1	144.6	159.3	170.8
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,220	2,620	2,970	3,590	3,830	3,990	4,460
Arts, Entertainment & Recreation	1,270	1,570	1,940	2,250	2,490	2,860	2,990
Retail**	470	530	590	640	670	730	760
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Other Travel*	20	30	30	40	20	20	20
Total Direct Employment	3,990	4,740	5,530	6,510	7,020	7,600	8,220
Government Revenue Generated by Travel Spending (\$Million)							
Local	0.7	0.7	0.8	0.8	0.8	0.9	1.0
State	50.0	70.4	94.6	121.6	144.2	166.0	184.4
Total Direct Gov't Revenue	50.7	71.1	95.4	122.4	145.0	166.9	185.4

Details may not add to totals due to rounding. *Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

Eastern Panhandle includes Berkeley, Jefferson and Morgan counties.

Mountaineer Country Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	207.3	213.5	223.1	236.7	265.3	293.2	313.5
Other Travel*	2.3	2.2	1.2	1.0	0.8	0.7	0.7
Total Direct Spending	209.6	215.7	224.3	237.7	266.1	293.9	314.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	91.2	94.1	101.6	105.7	122.1	136.2	144.9
Campground	1.9	1.9	2.0	2.2	2.3	2.3	2.5
Private Home	63.8	65.5	66.1	70.7	76.1	82.2	87.7
Vacation Home	5.8	5.9	6.0	6.3	6.8	7.3	7.7
Day Travel	44.6	46.0	47.5	51.9	58.1	65.1	70.8
Spending at Destination	207.3	213.5	223.1	236.7	265.3	293.2	313.5
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	33.9	34.6	36.9	37.0	42.9	46.7	48.2
Food & Beverage Services	47.2	49.0	52.1	53.1	57.7	61.1	63.9
Food Stores	12.5	12.7	13.2	13.3	14.2	14.8	15.3
Ground Tran. & Motor Fuel	46.6	49.0	50.5	63.0	75.3	92.6	107.1
Arts, Entertainment & Recreation	24.8	25.7	27.0	27.6	30.6	31.9	32.7
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	42.3	42.5	43.4	42.7	44.7	46.0	46.4
Spending at Destination	207.3	213.5	223.1	236.7	265.3	293.2	313.5
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	30.9	31.8	33.9	34.3	37.8	40.3	41.7
Arts, Entertainment & Recreation	13.9	14.4	15.2	15.5	17.3	18.1	18.5
Retail**	10.4	10.6	10.9	10.7	11.1	11.4	11.6
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.9	0.9	0.4	0.3	0.2	0.2	0.2
Total Direct Earnings	56.2	57.9	60.5	61.0	66.5	70.2	72.2
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,260	2,270	2,340	2,330	2,430	2,570	2,540
Arts, Entertainment & Recreation	840	880	890	820	850	880	860
Retail**	600	610	600	580	580	600	580
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Other Travel*	30	30	10	10	10	0	0
Total Direct Employment	3,750	3,800	3,860	3,740	3,880	4,060	3,990
Government Revenue Generated by Travel Spending (\$Million)							
Local	0.9	0.9	1.0	1.0	1.2	1.6	2.2
State	16.4	16.9	17.5	18.0	18.9	19.9	20.5
Total Direct Gov't Revenue	17.3	17.9	18.5	19.0	20.1	21.6	22.6

Details may not add to totals due to rounding. *Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

Mountaineer Country includes Barbour, Doddridge, Harrison, Marion, Monongalia, Preston and Taylor counties.

Hatfield-McCoy Mountains Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	86.4	90.2	95.0	107.0	116.6	131.5	143.6
Other Travel*	2.4	2.2	1.9	1.9	1.7	1.7	1.5
Total Direct Spending	88.7	92.4	97.0	108.9	118.3	133.2	145.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	12.0	13.0	15.7	19.3	19.1	21.2	22.7
Campground	0.9	1.5	2.5	2.8	3.2	4.0	4.2
Private Home	47.1	48.4	48.6	53.0	58.5	65.4	71.5
Vacation Home	1.7	1.7	1.7	1.9	2.0	2.2	2.4
Day Travel	24.7	25.7	26.5	30.1	33.7	38.7	42.9
Spending at Destination	86.4	90.2	95.0	107.0	116.6	131.5	143.6
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	3.9	4.3	5.2	6.0	5.8	6.2	6.3
Food & Beverage Services	17.4	18.2	19.3	20.3	20.6	21.3	22.2
Food Stores	4.4	4.6	5.0	5.2	5.2	5.5	5.6
Ground Tran. & Motor Fuel	35.2	36.9	38.1	47.5	56.7	69.8	80.8
Arts, Entertainment & Recreation	8.3	8.8	9.4	9.9	10.2	10.5	10.6
Gaming	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail Sales	17.2	17.5	18.0	18.0	17.9	18.2	18.2
Spending at Destination	86.4	90.2	95.0	107.0	116.6	131.5	143.6
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	7.8	8.2	8.9	9.6	9.5	9.9	10.2
Arts, Entertainment & Recreation	3.2	3.4	3.6	3.8	3.9	4.0	4.1
Retail**	5.1	5.3	5.5	5.4	5.4	5.6	5.7
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.3	0.3	0.3	0.2	0.2	0.2
Total Direct Earnings	16.9	17.7	18.9	19.7	19.7	20.3	20.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	700	720	750	790	770	770	760
Arts, Entertainment & Recreation	220	230	230	230	230	230	220
Retail**	310	310	310	300	300	300	300
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	0
Total Direct Employment	1,270	1,300	1,320	1,360	1,330	1,330	1,310
Government Revenue Generated by Travel Spending (\$Million)							
Local	0.1	0.1	0.1	0.2	0.1	0.2	0.2
State	7.9	8.3	8.6	9.0	8.9	9.3	9.5
Total Direct Gov't Revenue	8.0	8.4	8.7	9.2	9.1	9.5	9.7

Details may not add to totals due to rounding. *Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

Hatfield-McCoy Mountains includes Boone, Lincoln, Logan, Mingo, and Wayne counties.

West Virginia Regional Travel Impacts, 2006p

	Northern Panhandle	Mid-Ohio Valley	Metro Valley	Mountain Lakes
Total Direct Travel Spending (\$Million)				
Visitor Spending at Destination	848	164	650	162
Other Travel*	1	1	11	0
Total Direct Spending	848	165	661	162
Visitor Spending by Type of Traveler Accommodation (\$Million)				
Hotel, Motel	103	55	286	65
Campground	0	2	1	7
Private Home	51	58	152	39
Vacation Home	4	6	5	11
Day Travel	690	43	206	40
Spending at Destination	848	164	650	162
Visitor Spending by Commodity Purchased (\$Million)				
Accommodations	32	16	84	20
Food & Beverage Services	156	29	112	26
Food Stores	31	8	23	9
Ground Tran. & Motor Fuel	78	72	263	73
Arts, Entertainment & Recreation	17	15	49	15
Gaming	441	0	42	0
Retail Sales	92	23	76	20
Spending at Destination	848	164	650	162
Industry Earnings Generated by Travel Spending (\$Million)				
Accommodations & Food Service	70	16	71	16
Arts, Entertainment & Recreation	73	7	31	8
Retail**	17	7	19	6
Auto Rental & other ground tran.	0	0	15	0
Other Travel*	0	0	2	0
Total Direct Earnings	161	31	141	31
Industry Employment Generated by Travel Spending (Jobs)				
Accommodations & Food Service	5,130	1,060	3,780	1,060
Arts, Entertainment & Recreation	2,940	460	1,670	490
Retail**	860	330	860	310
Auto Rental & other ground tran.	0	0	550	0
Other Travel*	10	10	50	0
Total Direct Employment	8,950	1,870	7,050	1,880
Government Revenue Generated by Travel Spending (\$Million)				
Local	1	1	4	1
State	187	11	54	11
Total Direct Gov't Revenue	189	11	57	11

Details may not add to totals due to rounding. *Other Travel includes passenger air travel and travel agency services. **Retail includes gasoline.

West Virginia Regional Travel Impacts, 2006p

	New River/ Greenbrier	Potomac Highlands	Eastern Panhandle	Mountaineer Country	Hatfield- McCoy Mts.
Total Direct Travel Spending (\$Million)					
Visitor Spending at Destination	594	247	834	313	144
Other Travel*	1	0	1	1	2
Total Direct Spending	595	247	835	314	145
Visitor Spending by Type of Traveler Accommodation (\$Million)					
Hotel, Motel	338	120	104	145	23
Campground	6	4	1	2	4
Private Home	112	41	46	88	71
Vacation Home	11	28	9	8	2
Day Travel	127	53	675	71	43
Spending at Destination	594	247	834	313	144
Visitor Spending by Commodity Purchased (\$Million)					
Accommodations	111	47	34	48	6
Food & Beverage Services	114	49	158	64	22
Food Stores	27	21	34	15	6
Ground Tran. & Motor Fuel	176	60	62	107	81
Arts, Entertainment & Recreation	88	31	22	33	11
Gaming	0	0	429	0	0
Retail Sales	79	39	96	46	18
Spending at Destination	594	247	834	313	144
Industry Earnings Generated by Travel Spending (\$Million)					
Accommodations & Food Service	85	34	77	42	10
Arts, Entertainment & Recreation	49	14	76	19	4
Retail**	20	12	18	12	6
Auto Rental & other ground tran.	0	0	0	0	0
Other Travel*	1	0	1	0	0
Total Direct Earnings	155	59	172	73	21
Industry Employment Generated by Travel Spending (Jobs)					
Accommodations & Food Service	3,730	2,250	4,010	2,600	770
Arts, Entertainment & Recreation	2,120	1,040	2,860	880	230
Retail**	870	560	740	620	320
Auto Rental & other ground tran.	0	0	0	0	0
Other Travel*	20	0	20	0	10
Total Direct Employment	6,740	3,850	7,630	4,120	1,350
Government Revenue Generated by Travel Spending (\$Million)					
Local	3	1	1	2	0
State	39	16	185	21	10
Total Direct Gov't Revenue	42	17	186	23	10

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agency services. **Retail includes gasoline. Less than \$500,000 spending denoted by 'a'. Less than \$50,000 earnings denoted by 'b'.

Less than 5 employees denoted by 'c'.

IV. County Travel Impacts 2000-2006P



The analysis of travel impacts at the county level provides a valuable overview of how the economic benefits of travel and tourism are distributed throughout the state.

Travel impacts, in absolute terms, are highest in the state's most urban area (Charleston metropolitan area in Kanawha County), which offers visitors a variety of commercial lodging accommodations and entertainment facilities. However, the size of the travel industry in relation to the total economy of a locale is more significant in some smaller communities and rural areas of the state, which tend to be more orientated to scenic and outdoor recreational opportunities. For example, in the counties of Greenbrier, Tucker, and Pocahontas the travel industry is an extremely significant component of the total local economy.

Day travelers are particularly notable for some areas. Day visitors are most significant in the counties of Hancock, Ohio, and Jefferson where the racetracks lie within close proximity to major population centers in Pennsylvania, Maryland, and Washington D.C. Shopping destination areas also receive a higher proportion of day visitation, and visitors tend to spend a higher proportion of their total spending on retail expenditures.

Travel Generated Earnings

The significance of the visitor impact to local economies can be very substantial in some of the state's destination areas. A useful measure of the relative significance of the visitor impact in each area is travel-generated earnings in relation to total earnings (See the table on page 35-36). A high percentage of travel-generated earnings indicates a relatively high reliance on income generated from visitor spending.

West Virginia County Visitor Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Barbour							
Travel Spending (\$M)	9.1	9.4	9.6	10.3	11.3	12.4	13.4
Earnings (\$M)	1.8	1.8	1.8	1.8	1.9	1.9	2.0
Employment (jobs)	160	150	150	150	150	150	150
Local Gov't Rev. (\$000)	11	11	11	11	11	11	11
State Gov't Rev. (\$000)	750	777	791	818	819	848	865
Berkeley							
Travel Spending (\$M)	70.9	73.6	76.6	82.6	88.8	99.4	109.2
Earnings (\$M)	16.9	17.5	18.3	18.8	19.1	20.3	21.7
Employment (jobs)	1,070	1,120	1,140	1,080	1,050	1,040	1,100
Local Gov't Rev. (\$000)	333	342	354	355	366	439	500
State Gov't Rev. (\$000)	5,662	5,902	6,112	6,347	6,385	6,782	7,122
Boone							
Travel Spending (\$M)	15.5	16.0	16.4	18.6	21.0	24.3	27.1
Earnings (\$M)	2.4	2.4	2.5	2.5	2.6	2.6	2.7
Employment (jobs)	180	190	180	180	170	180	180
Local Gov't Rev. (\$000)	6	6	6	6	6	7	7
State Gov't Rev. (\$000)	1,531	1,606	1,634	1,712	1,692	1,770	1,828
Braxton							
Travel Spending (\$M)	21.0	22.0	22.6	24.3	25.8	28.5	30.9
Earnings (\$M)	5.4	5.7	5.9	5.9	5.8	5.9	6.0
Employment (jobs)	340	350	340	350	320	320	330
Local Gov't Rev. (\$000)	78	83	85	84	81	82	84
State Gov't Rev. (\$000)	1,758	1,849	1,892	1,950	1,909	1,968	2,018
Brooke							
Travel Spending (\$M)	10.8	11.1	11.2	12.1	12.9	14.1	15.2
Earnings (\$M)	3.7	3.8	3.9	3.9	4.0	4.1	4.2
Employment (jobs)	190	190	200	200	210	210	210
Local Gov't Rev. (\$000)	11	11	11	11	11	12	12
State Gov't Rev. (\$000)	862	891	905	936	932	959	984
Cabell							
Travel Spending (\$M)	80.2	80.5	83.5	90.0	95.7	104.1	114.1
Earnings (\$M)	21.7	21.6	22.6	23.4	23.7	24.4	26.1
Employment (jobs)	1,350	1,310	1,310	1,300	1,300	1,320	1,380
Local Gov't Rev. (\$000)	425	411	431	448	465	489	532
State Gov't Rev. (\$000)	6,247	6,319	6,539	6,822	6,843	7,112	7,485
Calhoun							
Travel Spending (\$M)	4.3	4.4	4.5	4.9	5.3	5.9	6.3
Earnings (\$M)	0.9	0.9	0.9	1.0	1.0	1.0	1.0
Employment (jobs)	70	70	70	70	70	70	80
Local Gov't Rev. (\$000)	0	0	0	0	0	0	0
State Gov't Rev. (\$000)	345	358	364	378	379	393	400
Clay							
Travel Spending (\$M)	3.7	3.8	3.9	4.6	5.2	6.1	6.9
Earnings (\$M)	0.5	0.6	0.6	0.6	0.6	0.6	0.6
Employment (jobs)	40	40	40	40	40	40	50
Local Gov't Rev. (\$000)	3	3	3	3	3	3	3
State Gov't Rev. (\$000)	391	412	418	440	434	454	468

West Virginia County Visitor Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Doddridge							
Travel Spending (\$M)	4.1	4.2	4.3	4.5	4.9	5.3	5.6
Earnings (\$M)	0.9	0.9	0.9	1.0	1.0	1.0	1.1
Employment (jobs)	90	90	60	60	60	60	50
Local Gov't Rev. (\$000)	3	3	3	3	3	3	3
State Gov't Rev. (\$000)	301	311	316	325	330	341	346
Fayette							
Travel Spending (\$M)	37.2	38.7	40.5	43.3	46.8	53.6	58.8
Earnings (\$M)	8.4	8.8	9.3	9.2	9.4	10.3	10.9
Employment (jobs)	610	650	650	630	630	700	710
Local Gov't Rev. (\$000)	132	138	149	145	150	183	204
State Gov't Rev. (\$000)	3,086	3,229	3,356	3,442	3,443	3,702	3,865
Gilmer							
Travel Spending (\$M)	4.9	5.1	5.2	5.5	5.9	6.6	7.1
Earnings (\$M)	0.9	1.0	1.0	1.0	1.0	1.1	1.1
Employment (jobs)	80	80	80	80	80	90	90
Local Gov't Rev. (\$000)	6	6	6	7	7	7	7
State Gov't Rev. (\$000)	379	392	401	415	414	434	441
Grant							
Travel Spending (\$M)	8.9	9.2	9.4	10.4	11.5	12.9	14.1
Earnings (\$M)	1.6	1.6	1.7	1.7	1.8	1.8	1.9
Employment (jobs)	140	130	140	140	140	140	140
Local Gov't Rev. (\$000)	9	9	9	9	9	10	10
State Gov't Rev. (\$000)	770	803	817	855	858	894	916
Greenbrier							
Travel Spending (\$M)	216.2	217.5	226.9	229.5	220.1	218.1	223.3
Earnings (\$M)	80.9	81.8	83.0	89.7	85.1	91.6	93.6
Employment (jobs)	2,670	2,700	2,650	2,710	2,690	2,690	2,660
Local Gov't Rev. (\$000)	1,659	1,644	1,674	1,652	1,584	1,612	1,676
State Gov't Rev. (\$000)	14,753	14,805	15,383	15,646	14,829	14,780	14,917
Hampshire							
Travel Spending (\$M)	18.3	18.8	19.2	20.9	22.9	25.4	27.5
Earnings (\$M)	3.6	3.7	3.8	3.9	4.0	4.1	4.3
Employment (jobs)	290	300	290	300	310	310	330
Local Gov't Rev. (\$000)	13	14	14	14	14	15	16
State Gov't Rev. (\$000)	1,462	1,520	1,549	1,611	1,625	1,691	1,724
Hancock							
Travel Spending (\$M)	234.0	296.4	350.6	400.7	408.1	410.6	411.8
Earnings (\$M)	46.0	58.0	68.6	79.1	80.0	80.1	80.0
Employment (jobs)	2,790	3,400	3,880	4,480	4,360	4,730	4,700
Local Gov't Rev. (\$000)	101	109	153	247	287	307	320
State Gov't Rev. (\$000)	53,727	69,596	83,954	94,153	97,272	98,652	99,927
Hardy							
Travel Spending (\$M)	12.2	13.6	14.3	16.1	17.5	18.1	19.0
Earnings (\$M)	2.5	2.9	3.1	3.4	3.6	3.4	3.5
Employment (jobs)	210	240	250	270	270	270	290
Local Gov't Rev. (\$000)	31	42	47	56	62	56	54
State Gov't Rev. (\$000)	914	1,014	1,066	1,155	1,195	1,186	1,189

West Virginia County Visitor Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Harrison							
Travel Spending (\$M)	53.2	53.8	56.5	59.7	63.0	68.3	74.4
Earnings (\$M)	14.1	14.2	15.0	15.2	15.2	15.6	16.5
Employment (jobs)	920	920	940	930	890	890	880
Local Gov't Rev. (\$000)	258	253	272	272	275	407	595
State Gov't Rev. (\$000)	4,117	4,193	4,387	4,502	4,485	4,643	4,852
Jackson							
Travel Spending (\$M)	23.8	24.6	25.0	26.8	28.8	31.4	33.5
Earnings (\$M)	4.8	4.9	5.0	4.9	4.9	4.8	4.7
Employment (jobs)	350	360	350	350	340	340	340
Local Gov't Rev. (\$000)	86	87	86	83	82	114	140
State Gov't Rev. (\$000)	2,028	2,110	2,141	2,195	2,169	2,204	2,219
Jefferson							
Travel Spending (\$M)	211.2	287.2	381.8	486.2	570.2	642.2	695.1
Earnings (\$M)	45.4	60.6	79.8	100.7	117.0	130.4	140.0
Employment (jobs)	2,500	3,200	3,950	4,960	5,520	6,090	6,670
Local Gov't Rev. (\$000)	237	236	250	276	306	326	336
State Gov't Rev. (\$000)	42,734	62,834	86,717	113,341	135,943	157,329	175,320
Kanawha							
Travel Spending (\$M)	317.0	342.3	384.3	398.1	412.6	427.5	467.6
Earnings (\$M)	80.0	86.3	98.1	97.6	97.8	96.5	104.2
Employment (jobs)	4,130	4,320	4,780	4,970	4,830	4,790	5,000
Local Gov't Rev. (\$000)	1,338	1,300	1,503	1,413	1,482	1,962	3,006
State Gov't Rev. (\$000)	29,392	33,497	38,189	39,195	38,909	38,877	41,125
Lewis							
Travel Spending (\$M)	15.4	16.2	18.5	24.7	29.3	32.0	34.5
Earnings (\$M)	3.8	4.0	4.7	6.5	7.7	8.1	8.6
Employment (jobs)	270	280	330	410	450	460	460
Local Gov't Rev. (\$000)	69	74	95	147	186	200	212
State Gov't Rev. (\$000)	1,234	1,297	1,450	1,824	2,044	2,156	2,251
Lincoln							
Travel Spending (\$M)	9.4	9.7	9.9	10.9	11.9	13.3	14.5
Earnings (\$M)	1.7	1.8	1.8	1.8	1.9	1.9	2.0
Employment (jobs)	160	160	160	160	150	140	150
Local Gov't Rev. (\$000)	0	0	0	0	0	0	0
State Gov't Rev. (\$000)	809	844	860	895	891	926	950
Logan							
Travel Spending (\$M)	27.7	29.2	31.8	37.3	39.8	44.9	49.0
Earnings (\$M)	5.2	5.5	6.2	7.0	6.7	6.8	7.0
Employment (jobs)	320	340	370	420	390	390	380
Local Gov't Rev. (\$000)	55	61	82	103	95	129	153
State Gov't Rev. (\$000)	2,589	2,741	2,916	3,172	3,078	3,207	3,282
McDowell							
Travel Spending (\$M)	13.9	14.3	14.6	16.2	18.0	20.3	22.3
Earnings (\$M)	2.4	2.4	2.5	2.5	2.6	2.6	2.7
Employment (jobs)	190	190	190	190	200	190	190
Local Gov't Rev. (\$000)	4	5	5	5	5	5	5
State Gov't Rev. (\$000)	1,264	1,318	1,339	1,394	1,389	1,443	1,482

West Virginia County Visitor Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Marion							
Travel Spending (\$M)	38.4	39.1	40.9	42.2	45.2	51.3	56.1
Earnings (\$M)	10.2	10.4	10.8	10.4	10.6	11.5	12.2
Employment (jobs)	720	720	760	700	680	730	750
Local Gov't Rev. (\$000)	137	135	157	142	144	213	271
State Gov't Rev. (\$000)	3,067	3,149	3,274	3,275	3,270	3,508	3,667
Marshall							
Travel Spending (\$M)	15.9	16.4	16.7	18.2	19.9	22.0	23.9
Earnings (\$M)	5.1	5.2	5.3	5.4	5.6	5.7	5.8
Employment (jobs)	260	260	260	260	270	280	280
Local Gov't Rev. (\$000)	5	5	6	6	6	5	5
State Gov't Rev. (\$000)	1,333	1,387	1,411	1,462	1,466	1,515	1,546
Mason							
Travel Spending (\$M)	13.3	13.7	14.0	15.2	16.5	18.2	19.8
Earnings (\$M)	2.8	2.9	3.0	3.0	3.1	3.2	3.2
Employment (jobs)	200	200	220	220	210	210	240
Local Gov't Rev. (\$000)	9	9	9	9	9	10	10
State Gov't Rev. (\$000)	1,093	1,137	1,158	1,202	1,201	1,245	1,274
Mercer							
Travel Spending (\$M)	64.2	65.4	66.6	72.5	75.3	84.2	94.2
Earnings (\$M)	15.7	16.0	16.2	16.7	16.1	17.0	18.7
Employment (jobs)	1,060	1,050	1,080	1,050	1,010	1,070	1,110
Local Gov't Rev. (\$000)	307	305	306	317	306	336	382
State Gov't Rev. (\$000)	5,208	5,349	5,442	5,683	5,524	5,828	6,216
Mineral							
Travel Spending (\$M)	12.5	12.9	13.0	13.8	14.9	15.9	16.8
Earnings (\$M)	2.7	2.8	2.8	2.8	2.9	2.9	3.0
Employment (jobs)	230	220	210	200	210	220	220
Local Gov't Rev. (\$000)	21	20	19	19	20	18	17
State Gov't Rev. (\$000)	942	977	987	1,017	1,027	1,048	1,061
Mingo							
Travel Spending (\$M)	15.6	16.1	16.5	18.1	19.7	22.0	24.0
Earnings (\$M)	3.3	3.4	3.5	3.5	3.6	3.7	3.8
Employment (jobs)	250	250	240	240	250	250	250
Local Gov't Rev. (\$000)	31	31	32	33	33	35	36
State Gov't Rev. (\$000)	1,341	1,398	1,427	1,486	1,479	1,537	1,582
Monongalia							
Travel Spending (\$M)	79.4	83.2	86.4	92.3	110.5	121.7	126.8
Earnings (\$M)	23.3	24.6	25.6	26.4	31.4	33.4	33.6
Employment (jobs)	1,410	1,460	1,500	1,460	1,650	1,770	1,690
Local Gov't Rev. (\$000)	481	505	526	544	699	956	1,233
State Gov't Rev. (\$000)	6,048	6,343	6,577	6,833	7,711	8,199	8,275
Monroe							
Travel Spending (\$M)	7.0	7.2	7.3	7.6	8.0	8.4	8.8
Earnings (\$M)	1.7	1.8	1.8	1.8	1.9	1.9	2.0
Employment (jobs)	140	130	140	140	130	120	130
Local Gov't Rev. (\$000)	1	1	1	1	1	1	1
State Gov't Rev. (\$000)	463	475	485	495	506	516	520

West Virginia County Visitor Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Morgan							
Travel Spending (\$M)	22.3	23.6	25.2	26.9	27.6	28.9	31.1
Earnings (\$M)	7.2	7.6	8.2	8.6	8.5	8.6	9.1
Employment (jobs)	420	430	440	470	450	460	450
Local Gov't Rev. (\$000)	129	138	149	156	153	153	162
State Gov't Rev. (\$000)	1,603	1,695	1,801	1,888	1,865	1,900	1,979
Nicholas							
Travel Spending (\$M)	33.1	33.9	35.1	39.0	42.2	46.1	49.8
Earnings (\$M)	6.7	6.8	7.1	7.4	7.5	7.4	7.5
Employment (jobs)	540	530	530	560	550	540	550
Local Gov't Rev. (\$000)	139	138	144	152	156	217	272
State Gov't Rev. (\$000)	2,843	2,940	3,027	3,187	3,172	3,241	3,308
Ohio							
Travel Spending (\$M)	181.9	245.9	287.4	327.6	354.5	362.8	372.4
Earnings (\$M)	36.0	47.7	55.2	61.9	66.0	66.0	66.5
Employment (jobs)	2,160	2,740	3,180	3,370	3,440	3,520	3,430
Local Gov't Rev. (\$000)	421	439	442	474	495	690	871
State Gov't Rev. (\$000)	35,129	50,641	61,297	70,913	76,974	79,615	83,275
Pendleton							
Travel Spending (\$M)	5.0	5.1	5.6	5.6	6.3	6.8	7.2
Earnings (\$M)	1.4	1.4	1.6	1.5	1.6	1.6	1.6
Employment (jobs)	110	120	130	120	120	120	110
Local Gov't Rev. (\$000)	17	17	21	18	21	21	21
State Gov't Rev. (\$000)	397	408	441	434	448	459	465
Pleasants							
Travel Spending (\$M)	3.9	4.0	4.1	4.5	4.9	5.4	5.9
Earnings (\$M)	0.7	0.7	0.7	0.8	0.8	0.8	0.8
Employment (jobs)	60	60	60	60	60	60	60
Local Gov't Rev. (\$000)	4	5	5	5	5	5	5
State Gov't Rev. (\$000)	330	343	349	363	362	376	386
Pocahontas							
Travel Spending (\$M)	77.2	72.8	83.8	89.9	92.1	99.2	86.1
Earnings (\$M)	20.9	20.6	22.4	23.7	25.1	25.0	23.9
Employment (jobs)	1,350	1,310	1,370	1,340	1,330	1,330	1,200
Local Gov't Rev. (\$000)	675	621	723	775	799	868	717
State Gov't Rev. (\$000)	5,086	4,830	5,498	5,854	5,986	6,321	5,511
Preston							
Travel Spending (\$M)	17.4	18.0	18.4	20.1	22.1	24.9	27.1
Earnings (\$M)	3.8	3.9	4.0	4.1	4.2	4.4	4.6
Employment (jobs)	290	300	290	290	300	300	310
Local Gov't Rev. (\$000)	18	19	20	20	22	26	28
State Gov't Rev. (\$000)	1,470	1,537	1,567	1,625	1,635	1,715	1,764
Putnam							
Travel Spending (\$M)	34.1	35.3	36.0	41.2	45.7	53.0	59.5
Earnings (\$M)	6.2	6.4	6.5	6.8	6.8	7.1	7.6
Employment (jobs)	410	420	410	420	410	420	430
Local Gov't Rev. (\$000)	26	24	23	23	22	30	38
State Gov't Rev. (\$000)	3,299	3,451	3,505	3,706	3,648	3,835	4,002

West Virginia County Visitor Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Raleigh							
Travel Spending (\$M)	103.1	110.7	115.7	118.1	123.3	132.5	141.2
Earnings (\$M)	27.1	29.3	30.8	29.8	29.8	30.6	31.7
Employment (jobs)	1,670	1,740	1,830	1,750	1,750	1,780	1,790
Local Gov't Rev. (\$000)	659	719	752	733	744	772	795
State Gov't Rev. (\$000)	7,847	8,396	8,748	8,743	8,704	9,004	9,261
Randolph							
Travel Spending (\$M)	25.8	26.7	27.0	28.7	30.0	32.3	35.2
Earnings (\$M)	7.7	8.0	8.1	8.2	8.1	8.2	8.7
Employment (jobs)	570	570	560	570	550	560	570
Local Gov't Rev. (\$000)	96	99	100	101	98	100	110
State Gov't Rev. (\$000)	1,985	2,057	2,092	2,154	2,120	2,175	2,267
Ritchie							
Travel Spending (\$M)	3.9	4.0	4.0	4.3	4.7	5.1	5.5
Earnings (\$M)	1.3	1.3	1.3	1.3	1.4	1.5	1.5
Employment (jobs)	110	110	110	110	110	110	100
Local Gov't Rev. (\$000)	11	12	12	11	12	13	13
State Gov't Rev. (\$000)	297	307	310	320	325	339	344
Roane							
Travel Spending (\$M)	8.1	8.3	8.5	9.2	9.9	11.0	11.9
Earnings (\$M)	1.6	1.6	1.7	1.7	1.7	1.8	1.8
Employment (jobs)	120	130	130	130	130	130	140
Local Gov't Rev. (\$000)	8	8	8	9	9	9	10
State Gov't Rev. (\$000)	649	674	686	711	712	741	760
Summers							
Travel Spending (\$M)	14.0	14.4	16.0	16.7	16.6	17.2	17.4
Earnings (\$M)	3.8	3.9	4.5	4.5	4.2	4.2	4.0
Employment (jobs)	280	270	300	320	300	300	300
Local Gov't Rev. (\$000)	83	84	98	99	92	91	86
State Gov't Rev. (\$000)	1,024	1,057	1,160	1,191	1,133	1,139	1,111
Taylor							
Travel Spending (\$M)	8.0	8.1	8.2	8.6	9.2	10.1	10.7
Earnings (\$M)	2.1	2.1	2.2	2.1	2.2	2.3	2.3
Employment (jobs)	160	160	150	150	140	160	160
Local Gov't Rev. (\$000)	17	17	17	15	15	17	17
State Gov't Rev. (\$000)	606	621	632	639	642	671	685
Tucker							
Travel Spending (\$M)	38.2	39.0	34.9	35.9	38.5	39.0	41.2
Earnings (\$M)	12.4	12.8	11.3	11.5	12.1	12.0	12.5
Employment (jobs)	860	840	730	670	750	730	740
Local Gov't Rev. (\$000)	322	326	277	281	305	302	316
State Gov't Rev. (\$000)	2,587	2,639	2,377	2,425	2,546	2,540	2,630
Tyler							
Travel Spending (\$M)	3.7	3.8	3.9	4.2	4.6	5.0	5.4
Earnings (\$M)	1.0	1.1	1.1	1.1	1.1	1.2	1.2
Employment (jobs)	70	80	80	90	90	90	90
Local Gov't Rev. (\$000)	14	15	15	15	15	16	17
State Gov't Rev. (\$000)	301	313	319	331	331	343	353

West Virginia County Visitor Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Upshur							
Travel Spending (\$M)	16.2	16.8	17.8	19.6	21.1	23.1	25.0
Earnings (\$M)	4.7	4.9	5.3	5.6	5.7	5.8	6.1
Employment (jobs)	290	290	330	320	320	320	320
Local Gov't Rev. (\$000)	38	40	47	53	55	58	60
State Gov't Rev. (\$000)	1,301	1,355	1,424	1,508	1,510	1,568	1,612
Wayne							
Travel Spending (\$M)	20.6	21.4	22.4	23.9	25.9	28.7	30.6
Earnings (\$M)	4.4	4.6	4.9	4.8	5.0	5.2	5.2
Employment (jobs)	350	360	360	350	370	370	350
Local Gov't Rev. (\$000)	11	11	11	11	12	12	13
State Gov't Rev. (\$000)	1,583	1,661	1,726	1,781	1,784	1,858	1,891
Webster							
Travel Spending (\$M)	5.0	5.2	5.3	6.0	6.6	7.5	8.3
Earnings (\$M)	0.8	0.8	0.9	0.9	0.9	0.9	0.9
Employment (jobs)	80	80	80	80	80	80	70
Local Gov't Rev. (\$000)	9	9	9	10	10	10	11
State Gov't Rev. (\$000)	457	478	488	511	506	528	541
Wetzel							
Travel Spending (\$M)	13.3	13.8	13.4	14.8	15.5	17.6	19.6
Earnings (\$M)	2.8	2.9	2.7	2.8	2.8	3.0	3.2
Employment (jobs)	230	230	210	220	210	220	240
Local Gov't Rev. (\$000)	40	42	38	41	38	44	52
State Gov't Rev. (\$000)	1,087	1,132	1,109	1,165	1,139	1,208	1,280
Wirt							
Travel Spending (\$M)	1.1	1.1	1.1	1.1	1.2	1.2	1.2
Earnings (\$M)	0.3	0.3	0.3	0.4	0.4	0.4	0.4
Employment (jobs)	30	30	30	30	30	20	20
Local Gov't Rev. (\$000)	0	0	0	0	0	0	0
State Gov't Rev. (\$000)	61	62	63	64	66	68	67
Wood							
Travel Spending (\$M)	77.7	77.8	78.8	84.1	88.6	94.5	100.9
Earnings (\$M)	20.0	19.9	20.1	20.3	20.1	19.9	20.2
Employment (jobs)	1,240	1,240	1,210	1,180	1,140	1,110	1,120
Local Gov't Rev. (\$000)	369	353	350	351	352	345	346
State Gov't Rev. (\$000)	6,135	6,213	6,300	6,491	6,409	6,496	6,623
Wyoming							
Travel Spending (\$M)	16.9	17.5	17.9	20.3	22.6	26.0	29.0
Earnings (\$M)	3.1	3.2	3.3	3.3	3.4	3.5	3.7
Employment (jobs)	240	240	210	210	190	190	210
Local Gov't Rev. (\$000)	16	17	17	18	19	21	24
State Gov't Rev. (\$000)	1,613	1,692	1,720	1,807	1,790	1,875	1,945

Total & Travel-Generated Earnings by County, 2006p
(\$000)

	Total	Travel- Generated	Percent
Barbour	139,890	1,980	1.4%
Berkeley	1,712,070	21,740	1.3%
Boone	573,660	2,730	0.5%
Braxton	173,880	6,040	3.5%
Brooke	399,340	4,170	1.0%
Cabell	2,530,580	26,140	1.0%
Calhoun	71,270	1,030	1.5%
Clay	106,090	620	0.6%
Doddridge	54,510	1,050	1.9%
Fayette	552,840	10,920	2.0%
Gilmer	102,570	1,110	1.1%
Grant	200,370	1,890	0.9%
Greenbrier	614,170	93,620	15.3%
Hampshire	194,280	4,270	2.2%
Hancock	575,130	79,990	13.9%
Hardy	267,520	3,470	1.3%
Harrison	1,810,760	16,500	0.9%
Jackson	437,320	4,750	1.1%
Jefferson	690,250	140,010	20.3%
Kanawha	6,189,830	104,180	1.7%
Lewis	267,410	8,550	3.2%
Lincoln	159,950	1,990	1.2%
Logan	563,280	6,950	1.2%
McDowell	253,200	2,680	1.1%
Marion	1,062,410	12,170	1.1%
Marshall	691,580	5,820	0.8%
Mason	371,490	3,240	0.9%
Mercer	968,050	18,710	1.9%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics and Dean Runyan Associates. Total earnings by county estimated by Dean Runyan Associates.

Total & Travel-Generated Earnings by County, 2006p
(\$000)

	Total	Travel- Generated	Percent
Mineral	339,380	2,970	0.9%
Mingo	504,240	3,810	0.8%
Monongalia	2,487,840	33,580	1.4%
Monroe	109,160	1,970	1.8%
Morgan	168,730	9,060	5.4%
Nicholas	371,500	7,520	2.0%
Ohio	1,229,210	66,530	5.4%
Pendleton	99,570	1,630	1.6%
Pleasants	184,450	820	0.4%
Pocahontas	139,880	23,860	17.1%
Preston	370,900	4,600	1.2%
Putnam	1,111,710	7,560	0.7%
Raleigh	1,616,570	31,680	2.0%
Randolph	536,640	8,690	1.6%
Ritchie	163,780	1,480	0.9%
Roane	151,270	1,840	1.2%
Summers	94,350	4,040	4.3%
Taylor	129,760	2,320	1.8%
Tucker	101,180	12,550	12.4%
Tyler	124,340	1,200	1.0%
Upshur	380,330	6,060	1.6%
Wayne	508,650	5,190	1.0%
Webster	119,970	940	0.8%
Wetzel	170,260	3,230	1.9%
Wirt	29,790	380	1.3%
Wood	1,985,100	20,210	1.0%
Wyoming	279,660	3,710	1.3%
West Virginia	35,241,920	853,750	2.4%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics and Dean Runyan Associates. Total earnings by county estimated by Dean Runyan Associates.

Total & Travel-Generated Employment by County, 2006p

	Total	Travel- Generated	Percent
Barbour	5,770	150	2.6%
Berkeley	41,580	1,100	2.6%
Boone	10,820	180	1.6%
Braxton	5,940	330	5.6%
Brooke	10,880	210	1.9%
Cabell	65,630	1,380	2.1%
Calhoun	2,730	80	2.8%
Clay	3,050	50	1.5%
Doddridge	2,750	50	2.0%
Fayette	17,070	710	4.1%
Gilmer	3,180	90	2.9%
Grant	5,920	140	2.4%
Greenbrier	19,550	2,660	13.6%
Hampshire	7,630	330	4.3%
Hancock	14,880	4,700	31.6%
Hardy	8,870	290	3.3%
Harrison	43,650	880	2.0%
Jackson	12,620	340	2.7%
Jefferson	20,270	6,670	32.9%
Kanawha	134,640	5,000	3.7%
Lewis	8,020	460	5.8%
Lincoln	4,990	150	3.0%
Logan	13,980	380	2.7%
McDowell	6,930	190	2.8%
Marion	27,880	750	2.7%
Marshall	18,630	280	1.5%
Mason	10,220	240	2.3%
Mercer	28,800	1,110	3.9%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics and Dean Runyan Associates. Total earnings by county estimated by Dean Runyan Associates.

Total & Travel-Generated Employment by County, 2006p

	Total	Travel- Generated	Percent
Mineral	10,280	220	2.2%
Mingo	10,330	250	2.4%
Monongalia	60,510	1,690	2.8%
Monroe	4,330	130	2.9%
Morgan	4,690	450	9.7%
Nicholas	11,440	550	4.8%
Ohio	32,950	3,430	10.4%
Pendleton	3,700	110	3.1%
Pleasants	4,340	60	1.4%
Pocahontas	5,110	1,200	23.5%
Preston	11,740	310	2.7%
Putnam	25,330	430	1.7%
Raleigh	41,970	1,790	4.3%
Randolph	16,790	570	3.4%
Ritchie	5,520	100	1.9%
Roane	6,000	140	2.4%
Summers	3,900	300	7.7%
Taylor	4,650	160	3.4%
Tucker	3,870	740	19.1%
Tyler	3,490	90	2.6%
Upshur	11,680	320	2.7%
Wayne	12,210	350	2.9%
Webster	3,350	70	2.2%
Wetzel	6,100	240	3.9%
Wirt	1,510	20	1.6%
Wood	52,120	1,120	2.2%
Wyoming	6,940	210	3.0%
West Virginia	883,900	43,970	5.0%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics and Dean Runyan Associates. Total earnings by county estimated by Dean Runyan Associates.

Appendices

Appendix A. Regional Travel Impact Model (RTIM) Methodology

Appendix B. Definition of Terms

Appendix C. Travel Industry Business Classifications

TRAVEL IMPACT ESTIMATION PROCEDURES

TRAVEL SPENDING

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

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

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

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

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

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

Air Transportation. Visitor spending estimates for air transportation are derived from the Origin-Destination survey conducted for the Bureau of

Transportation Statistics. Employment and earnings estimates are derived from industry receipts, payroll, and employment data for passenger traffic. The impacts of air cargo operations on scheduled passenger flights are not included in these estimates.

Travel Arrangement Services. This category consists of travel agencies (NAICS 56151). Employment estimates are based on employment data provided by the Bureau of Labor Statistics. Spending estimates are derived from the 1997 Economic Census.

RELATED TRAVEL IMPACTS

Spending by travelers generates jobs, payroll, and state and local tax revenue.

Earnings generated directly from traveler expenditures are estimated from the payroll-to-receipts ratio obtained from data published in the 1997 Economic Census and the state and county estimates of earnings and employment produced annually by the Bureau of Economic Analysis' Regional Economic Information System (REIS). Earnings includes payroll and other earned benefits of employees, and proprietor income.

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

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

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

DEFINITION OF TERMS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TRAVEL IMPACT INDUSTRIES MATCHED TO 1997 NAICS

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

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

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

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