

The Economic Impact of Travel

Wyoming

2024 Calendar Year

State & County Impacts

April 2025

PREPARED FOR

Wyoming Office of Tourism



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The Economic Impact of Travel in Wyoming

2024 Calendar Year

State & County Impacts

Prepared for the Wyoming Office of Tourism

4/23/2025

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Photo by Alex Moliski via Pexels.com, cropped by DRA

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Introduction

Purpose of the Report

This report was commissioned by Wyoming Office of Tourism to assess the economic impact of travel to the state of Wyoming. The travel industry represents an important component of Wyoming's state economy. Spending associated with travel in Wyoming generates earnings, employment and taxes throughout the state. Many counties in Wyoming contain attractive travel destinations and consider the travel industry a primary economic industry in their area. This report describes economic activity associated with travel throughout the state, detailing important trends within the industry.

How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Wyoming. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

Revisions

This report also presents revised travel impact figures for 2023 based on data available after the 2023 report was published.



Spending, Employment, Earnings, and Taxes are the key metrics to measure the economic impacts of travel.

What are travel impacts?

Travel impacts measure the economic impact of travel activity within a region. Because travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make economic impact estimates for each travel related activity to determine the total travel impact. Travel impact reports are used by industry stakeholders to benchmark the travel industry against other local industries, understand the makeup of travel activity in their region, and communicate the economic relevance of the regional travel industry.



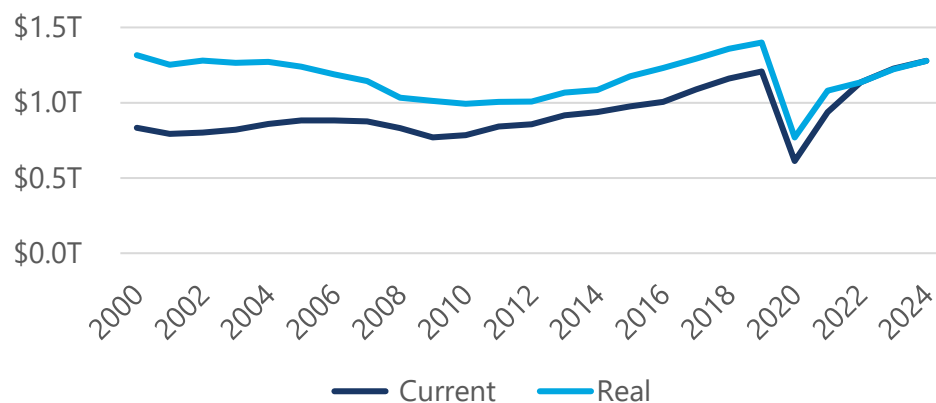
U.S. Travel Impacts

2024

U.S. Travel Impacts

Direct Travel Spending

Direct Travel Spending 2000-2024



National travel-related spending was \$1.3 trillion in 2024, a **4.2% (4.6% when adjusted for inflation) increase** compared to the previous year.

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Note: Real spending is in chained 2017 dollars. Chained dollars are inflation-adjusted measures that account for changes in both prices and consumer spending patterns over time

Direct Travel Spending by Commodity 2000-2024



Travelers spent \$573.7 billion on Leisure & Hospitality in 2024, accounting **for 44.9% of the total direct expenditures.**

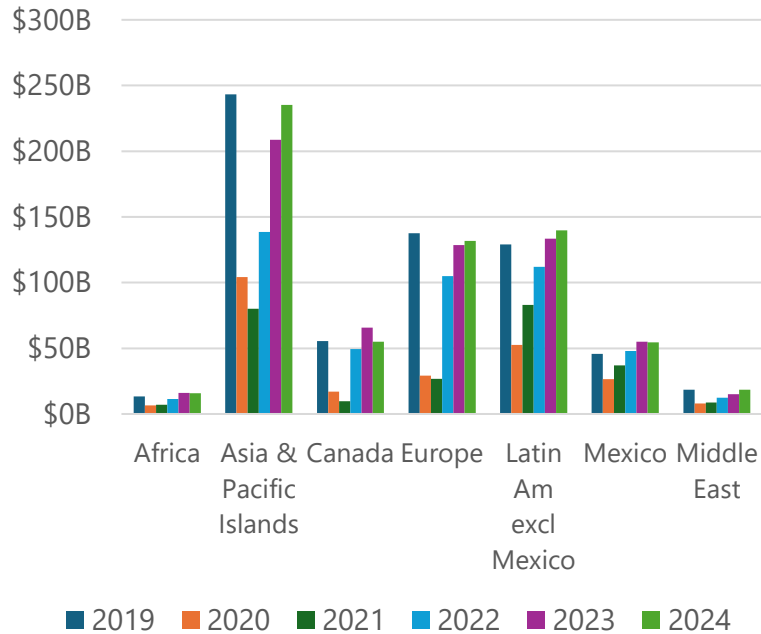
Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Note: DRA estimates 2024 national direct spend using Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2023 and available annual industry trends for 2024.

U.S. Travel Impacts

Direct Spending

International Travel Spending 2019-2024



	2019	2020	2021	2022	2023	2024	% Chg. 23-24
International Travel Spending (\$Billions)							
Africa	13.3	6.6	7.1	11.4	16.1	15.9	-1.0%
Asia & Pacific Islands	243.2	104.1	80.0	138.5	208.7	235.3	12.7%
Canada	55.5	17.1	9.7	49.5	65.6	55.0	-16.3%
Europe	137.6	29.2	26.7	104.9	128.6	131.8	2.4%
Latin Am excl Mexico	129.1	52.5	83.0	112.1	133.4	139.6	4.7%
Mexico	45.8	26.6	37.0	47.9	54.9	54.4	-1.0%
Middle East	18.4	7.9	8.8	12.4	15.0	18.4	22.5%
Total	13.3	6.6	7.1	11.4	16.1	15.9	-1.0%

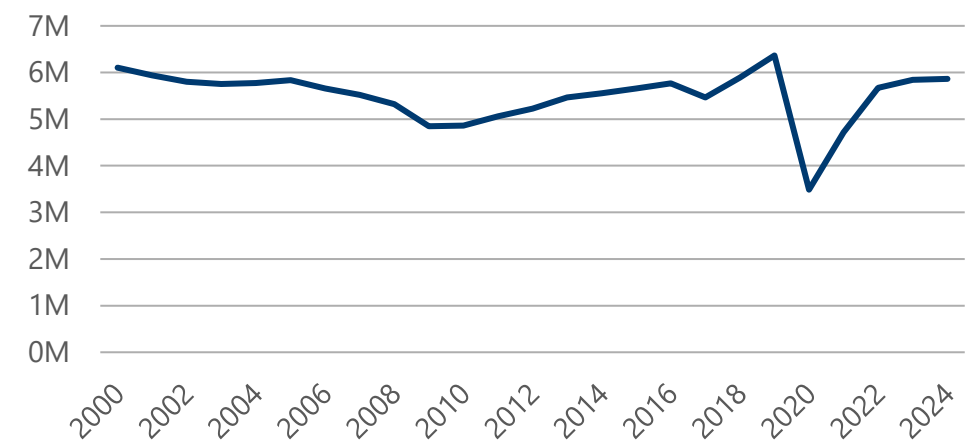
Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Note: International travel spending estimates do not include spending on health, education, or border-worker travel activity.

Visitors from Asia & Pacific Islands spent \$235.3 billion on U.S. travel in 2024, a **12.7% increase** compared to the previous year.

U.S. Travel Impacts

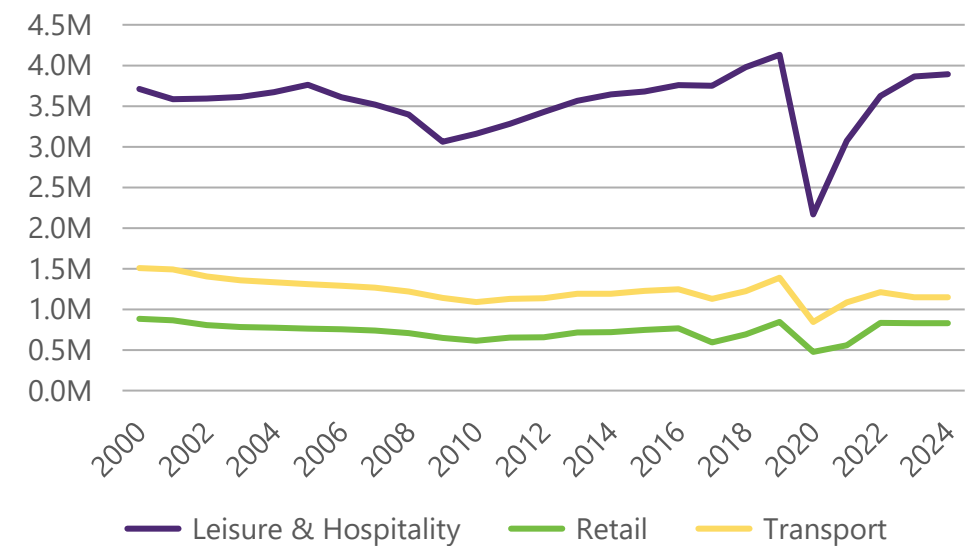
Direct Employment



Approximately **24 thousand jobs** were gained in **2024**, a **0.4% increase** compared to the previous year.

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Direct Employment by Industry Sector



Travel supported 3.8 million jobs in the Leisure and Hospitality industry in 2024, a **0.6% increase** compared to the previous year.

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis



Wyoming Travel Impacts

2024

Wyoming Travel Impacts

Direct Travel Impacts

2024 Summary



1.6% Increase in Travel Spending

Direct travel spending in Wyoming increased 1.6% from \$4.8 billion in 2023 to \$4.9 billion in 2024.



440 Jobs gained

Direct travel-generated employment grew from 33,410 in 2023 to 33,850 in 2024. Approximately 440 jobs were generated, representing a 1.3% increase compared to the previous year.



5.6% Growth in Earnings

Direct travel-generated earnings grew from \$1.3 billion in 2023 to \$1.4 billion in 2024, an increase of approximately \$75.6 million or 5.6%.

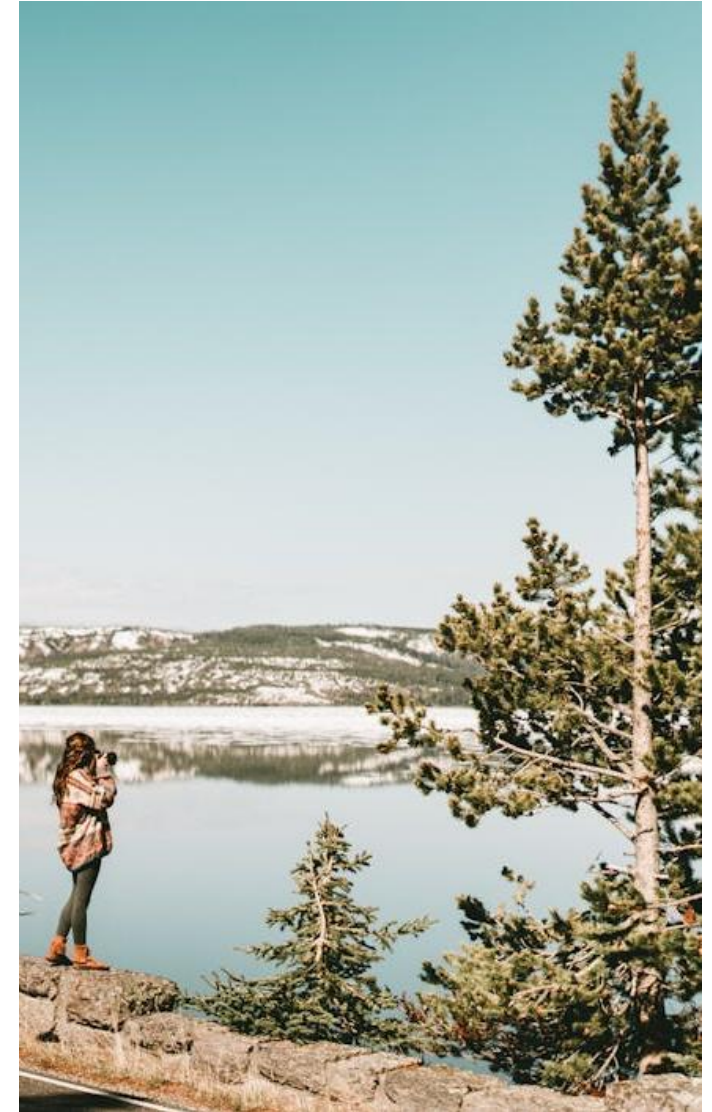


4.3% Increase in Tax Revenue

Overall, tax revenue (local and state) generated by travel spending grew from \$265.7 million in 2023 to \$277.2 million in 2024, a 4.3% increase. Local tax revenue increased 3.5%, while state tax revenue increased 4.9%.

Source: Dean Runyan Associates

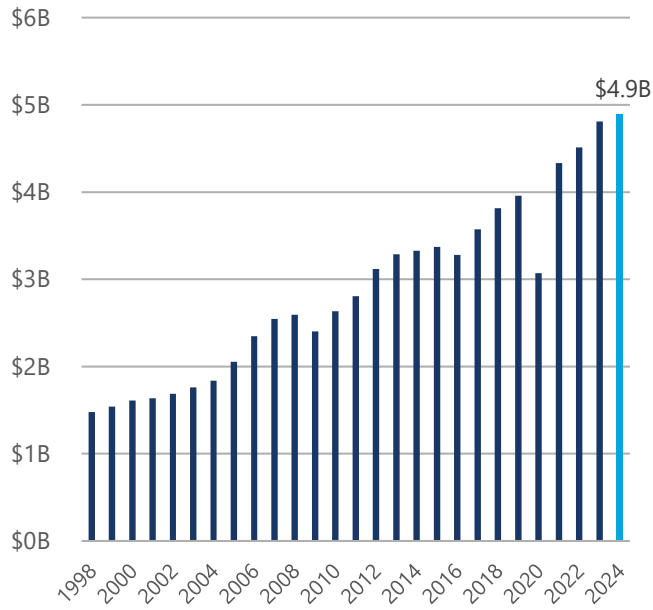
Note: Estimates are subject to revision when more complete or additional data becomes available.



Wyoming Travel Impacts

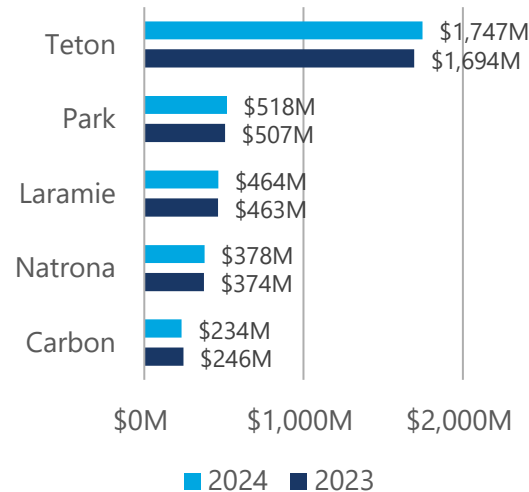
Direct Travel Spending

Direct travel spending increased by \$75.8 million in 2024.



Direct travel spending grew from \$4.8 billion in 2023 to \$4.9 billion in 2024, a 1.6% increase. Between 2014 and 2024, Wyoming travel spending grew at an average annual rate of 3.9%.

Direct travel spending increased in most Wyoming regions.



In 2024, direct travel spending increased in most of Wyoming's top 5 counties. The largest growth was in Teton County (3.2%).



Direct travel spending

includes visitor and other travel spending

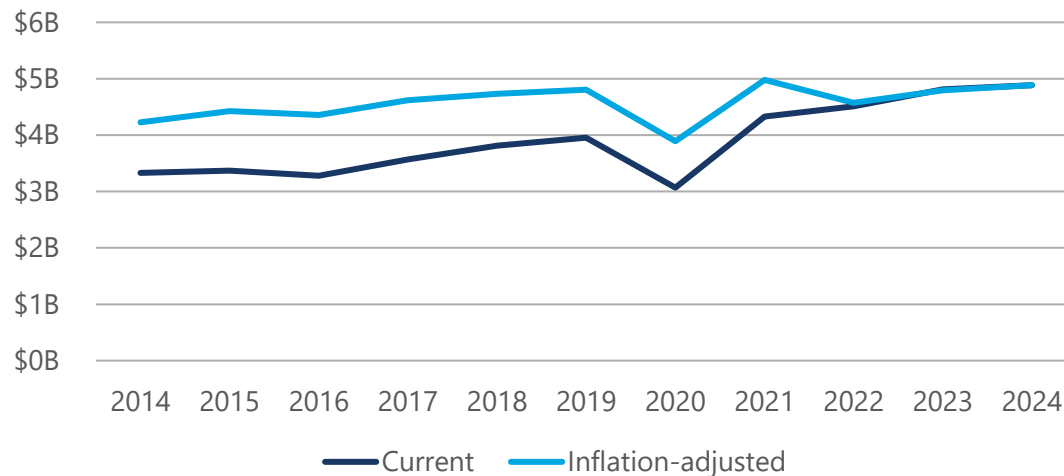
Direct travel spending includes both visitor spending and other travel spending. **Visitor spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in Wyoming, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry in Wyoming but are not considered visitor spending in our methodology.

Wyoming Travel Impacts

Inflation-Adjusted Spending

Direct travel spending grew from \$4.8 billion in 2023 to \$4.9 billion in 2024, an increase of \$75.8 million in current dollars. However, considering inflation, the true quantity of goods and services purchased by travelers increased 1.9% or \$91.9 million.

Current and Inflation-Adjusted Direct Travel Spending



In 2024, travel spending increased \$75.8 million or 1.6% in current dollars, or \$91.9 million or 1.9% in inflation-adjusted dollars.

Sources: Dean Runyan Associates, U.S. Bureau of Labor Statistics CPI

Note: Inflation-Adjusted values are in 2024 dollars as of September 2024.



Wyoming's travel industry experienced **deflation** in 2024

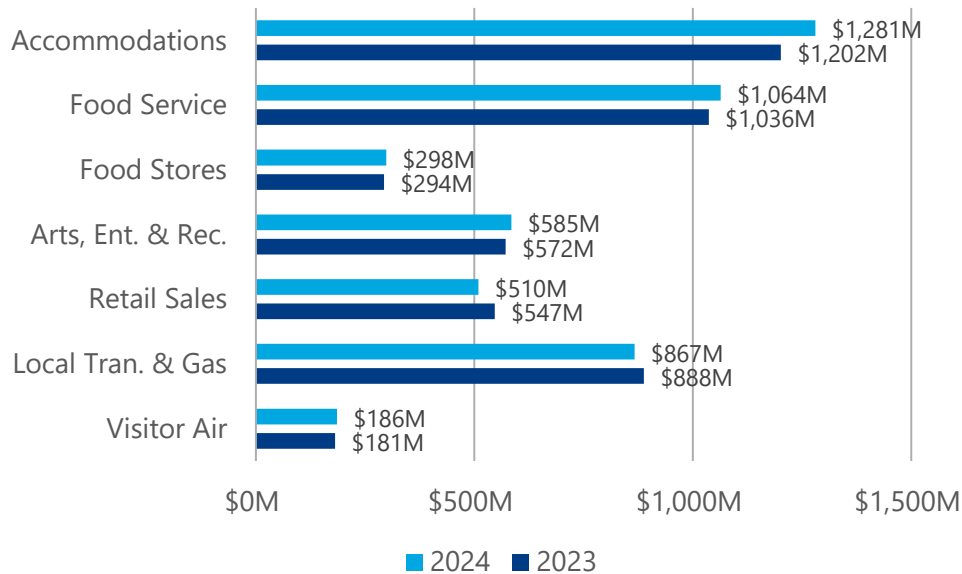
To track the quantity of goods and services that consumers purchase when they travel, we report the real or "Inflation Adjusted" which shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time. When inflation adjusted spending increases more than current spending, it means prices are falling — a sign of **deflation**.

Gasoline prices have fallen approximately 20% in the Rocky Mountain PADD district since peaking in 2022. In Wyoming, gasoline and transportation spending accounts for approximately 20% of the total. **Gasoline is the main contributor to the deflation experienced in the state.**

Wyoming Travel Impacts

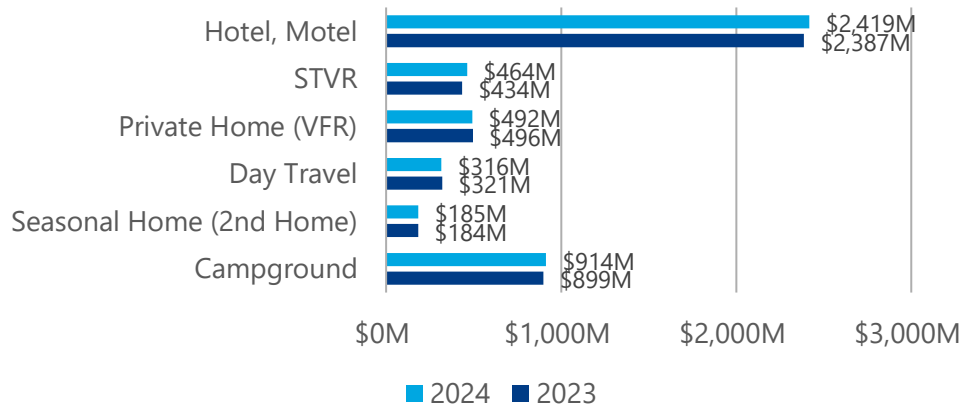
Direct Visitor Spending

Direct Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$1.3 billion in 2024, **an increase of 6.6%**. Spending on food service generated \$1.1 billion, **an increase of 2.6%**.

Direct Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel, or short-term vacation rental (STVR) spent a combined \$2.9 billion in 2024, **an increase of 2.2%** compared to 2023.

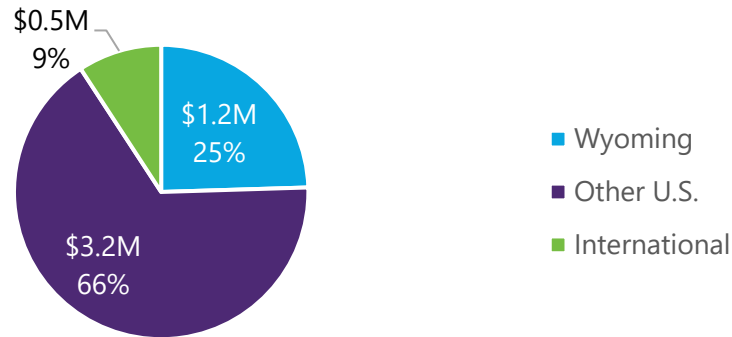
Sources: Dean Runyan Associates, Omnitrak Group, U.S. Energy Information Administration, U.S. Bureau of Labor Statistics CPI, STR

Note: Percent change calculated on unrounded figures.

Wyoming Travel Impacts

Direct Visitor Spending

Direct Visitor Spending by Origin, 2024



The majority (75%) of direct visitor spending was generated by international and out of state visitors.

Direct Impacts by Origin, 2024

Category	Wyoming	Other U.S.	International	All Visitors
Spending (\$Millions)	1,198	3,238	450	4,885
Earnings (\$Millions)	367	1,055	2	1,424
Employment (Jobs)	6,601	27,080	169	33,850
Local Tax (\$Millions)	23	89	1	113
State Tax (\$Millions)	42	121	0	164

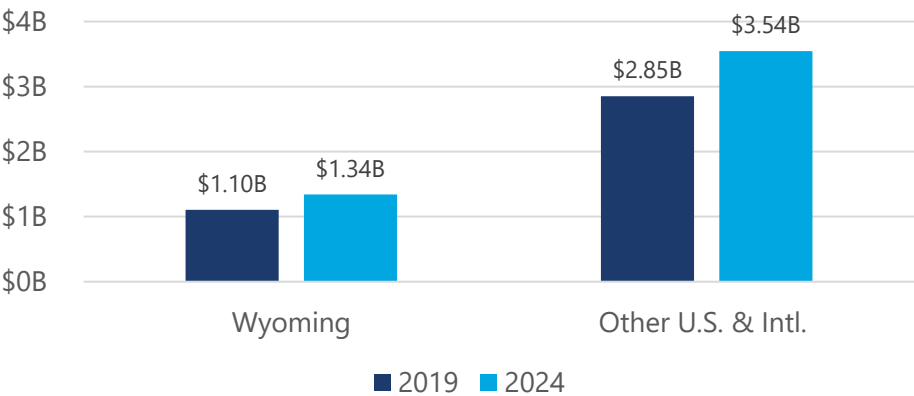
Sources: Xborder Canada, BEA, NTTO, DRA

Note: Estimated with partial annual data; International methodology was revised with additional research acquired by Wyoming Office of Tourism for Canada.

Wyoming Travel Impacts

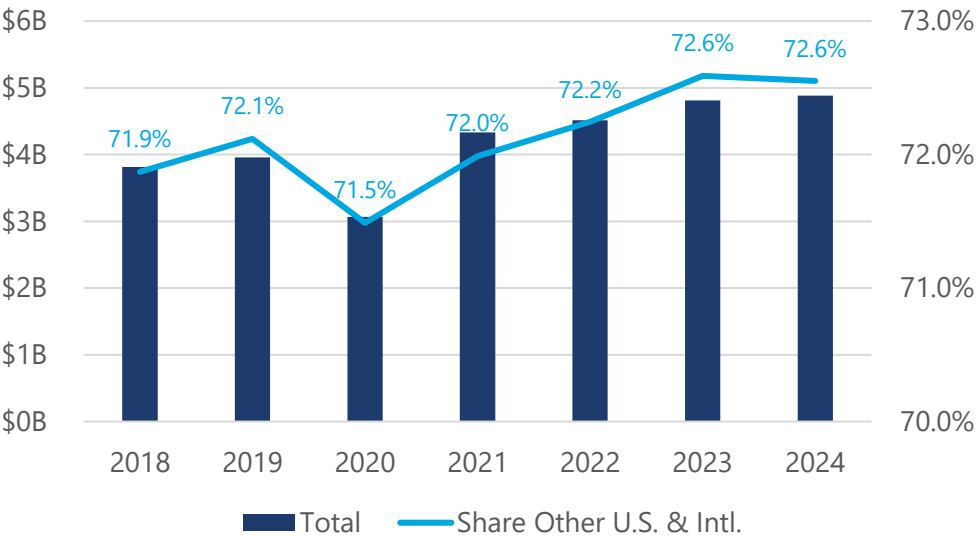
Direct Visitor Spending

Direct Visitor Spending by Origin Trend



Direct spending by Other U.S. and International visitors **increased at an average annual rate of 4.4%** between 2019 and 2024.

Direct Visitor Spending Attributable to Other U.S. and International Visitors



In 2024, **approximately 72.6%** of direct spending was attributable to **Other U.S. and International visitors**.

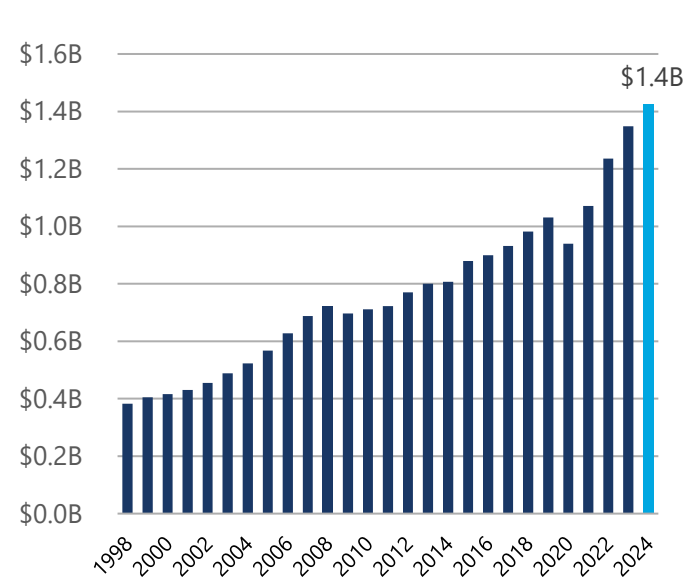
Sources: Xborder Canada, BEA, NTTO, DRA

Note: Estimated with partial annual data; International methodology was revised with additional research acquired by Wyoming Office of Tourism for Canada.

Wyoming Travel Impacts

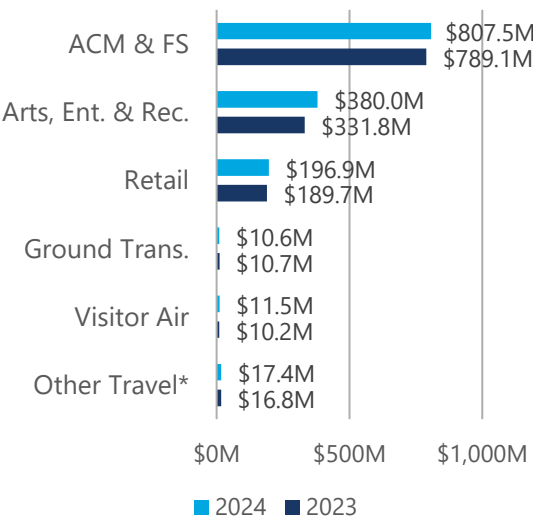
Direct Travel-Generated Earnings

Direct travel-generated earnings increased by \$75.6 million in 2024.



Direct travel-generated earnings grew from \$1.3 billion in 2023 to \$1.4 billion in 2024, an increase of 5.6%. Between 2014 and 2024, Wyoming travel-generated earnings grew at an average annual rate of 5.8%.

Component sectors of the travel industry showed mixed growth.



*Other travel includes resident air travel, travel arrangement services, and conventions/trade shows. Accommodation & Food Services (ACM & FS) earnings reached \$807.5 million, contributing 56.7% of state-wide earnings.



(Revenue - Cost of Goods Sold - Expenses - Sales Tax)
=
Earnings

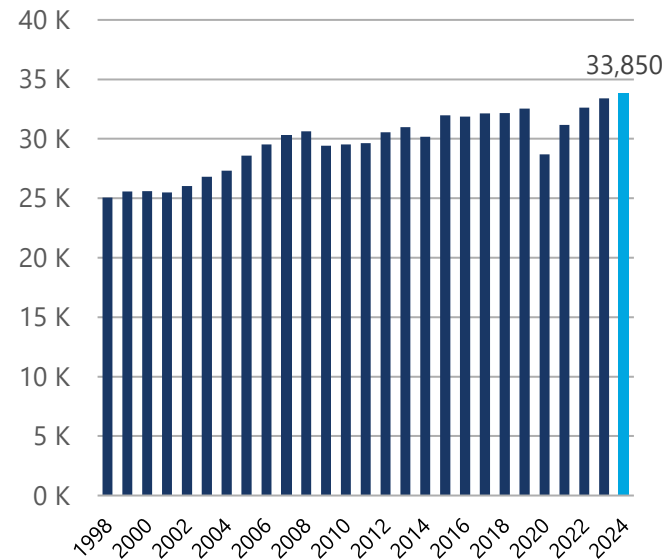
Direct travel-generated earnings represent the total after-point of sale tax income from travel spending. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

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

Wyoming Travel Impacts

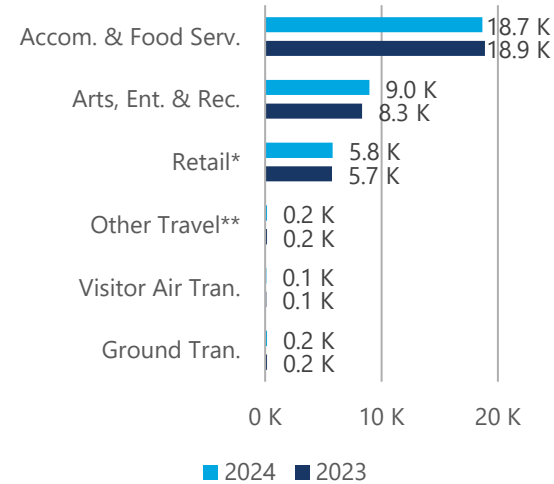
Direct Travel-Generated Employment

Direct travel-generated employment increased by 440 jobs in 2024.



Direct travel-generated employment grew from 33,410 to 33,850 jobs in 2024, a 1.3% increase from the prior year. Between 2014 and 2024, Wyoming travel-generated employment grew at an average annual rate of 1.2%.

Direct travel-generated employment in the Accom. & Food Serv. Sector decreased 1.2% in 2024.



*Retail includes gas stations
**Other travel includes resident air travel, travel arrangement services, and conventions/trade shows.

Employment in the Accommodations and Food Services sector totaled 18,660 in 2024, a loss of 230 jobs (1.2%) from 2023. Arts, Entertainment, and Recreation grew by 7.6%, gaining 630 jobs.



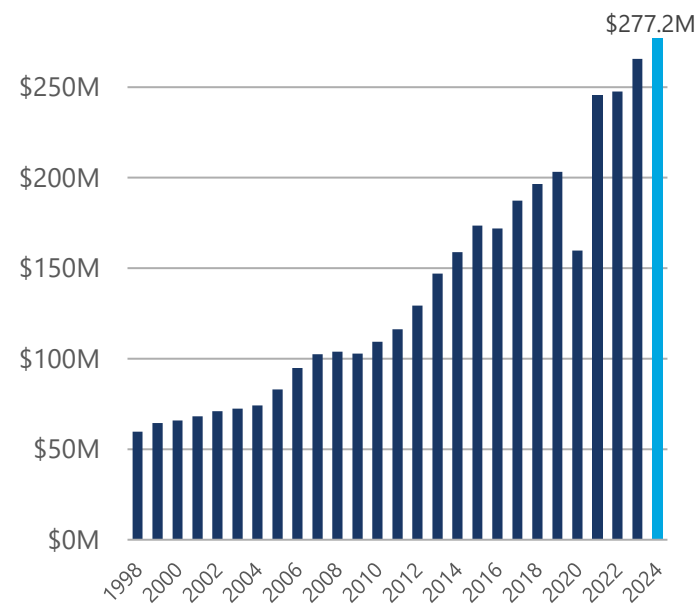
In 2024, every \$1 million in travel-related spending resulted in 7 jobs for the industry.

Direct travel-generated employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from visitor-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Wyoming, a total employment number attributable to travel can be reached. Employment figures reflect an annual average level of employment.

Wyoming Travel Impacts

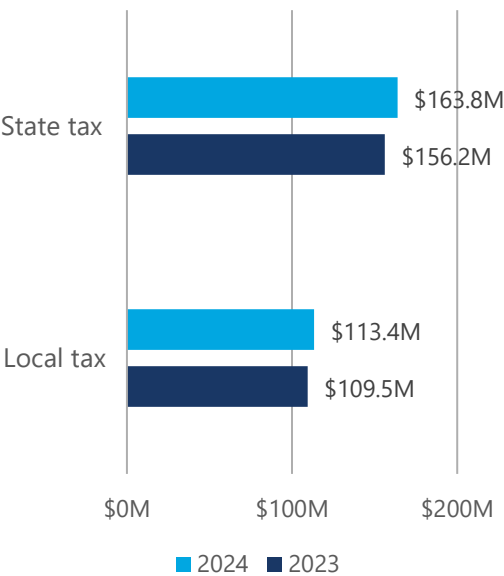
Direct Tax Revenue

Direct travel-generated tax revenue increased by \$11.5 million in 2024.



Direct travel-generated taxes grew from \$265.7 million in 2023 to \$277.2 million in 2024, a 4.3% increase. Between 2014 and 2024, Wyoming travel-generated tax revenue grew at an average annual rate of 5.7%.

Direct travel-generated tax revenue increased across State and Local sources.



Between 2023 and 2024, local tax revenue increased from \$109.5 million to \$113.4 million or 3.5%. State tax revenue increased from \$156.2 million to \$163.8 million or 4.9% during the same period.



State tax + Local tax
=
Tax Revenue

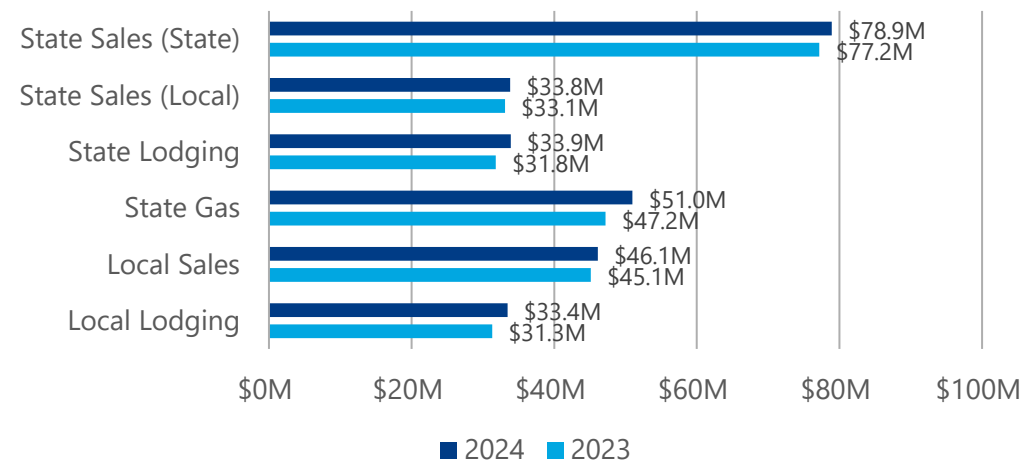
What is direct travel-generated tax revenue?

Direct travel-generated tax revenue includes federal, state, and local tax revenue generated from visitor spending. **State taxes** primarily include lodging taxes, motor fuel taxes, income, and sales taxes. **Local taxes** primarily take the form of sales taxes imposed by cities, counties, and other tax jurisdictions in Wyoming. They also include a share of property taxes paid by travel industry business and employees.

Wyoming Travel Impacts

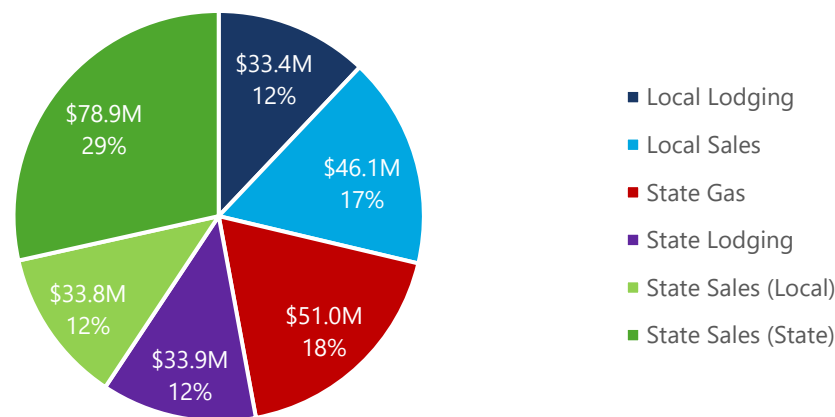
Direct Tax Revenue

Direct Tax Revenue Generated by Travel Spending



All tax categories related to travel grew in 2024. Sales tax (local and state) increased 6.7% and made up approximately 57.3% of total tax revenues.

Direct Tax Revenue Generated by Travel Spending, 2024



Approximately **41% of total travel-generated taxes were generated by state sales tax.** Of that total, \$33.8 million was returned to local governments.

Sources: Dean Runyan Associates

Note: Taxes are estimated based on applicable rates and projected figures for incomplete data. These figures may not match other reporting sources and estimates are subject to revision when more complete data becomes available.

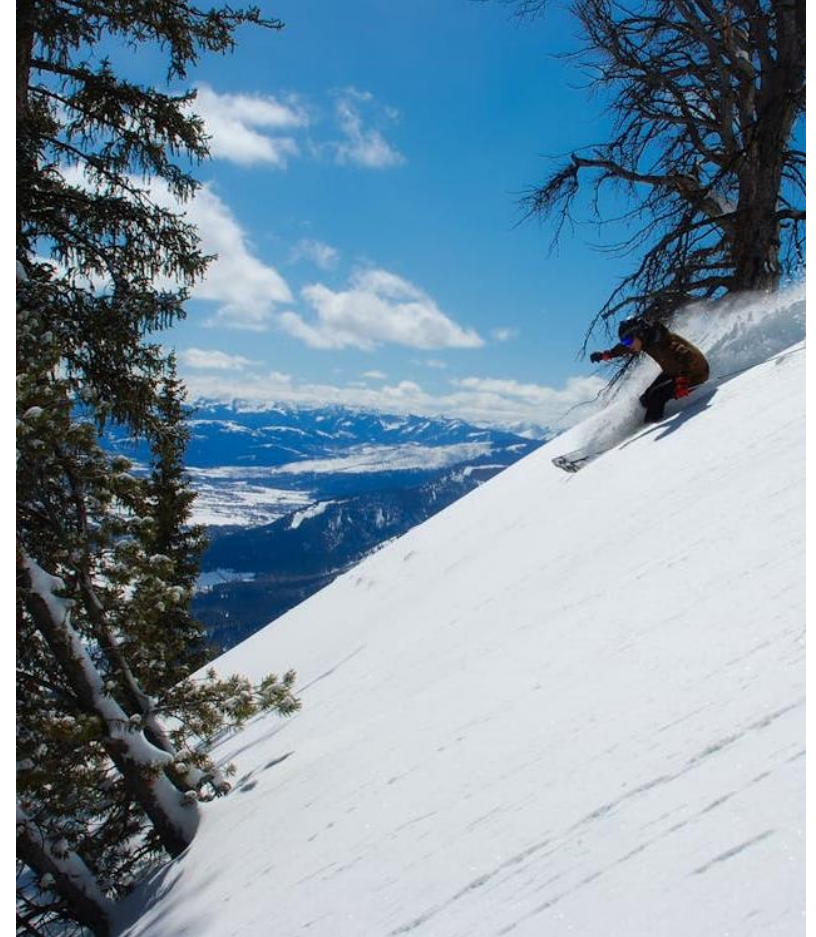
Wyoming Travel Impacts

Direct Travel Impact Insights, 2024

	State
Impact of Direct Visitor Spending	
Amount of Visitor Spending that supports 1 job*	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6
Impact of Travel Industry	
Travel Share of Total Employment	7%
Share of Overnight Visitor Spending	
Hotel, Motel	54%
STVR	10%
Private home (VFR)	11%
Seasonal Home (2nd Home)	4%
Campground	20%

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

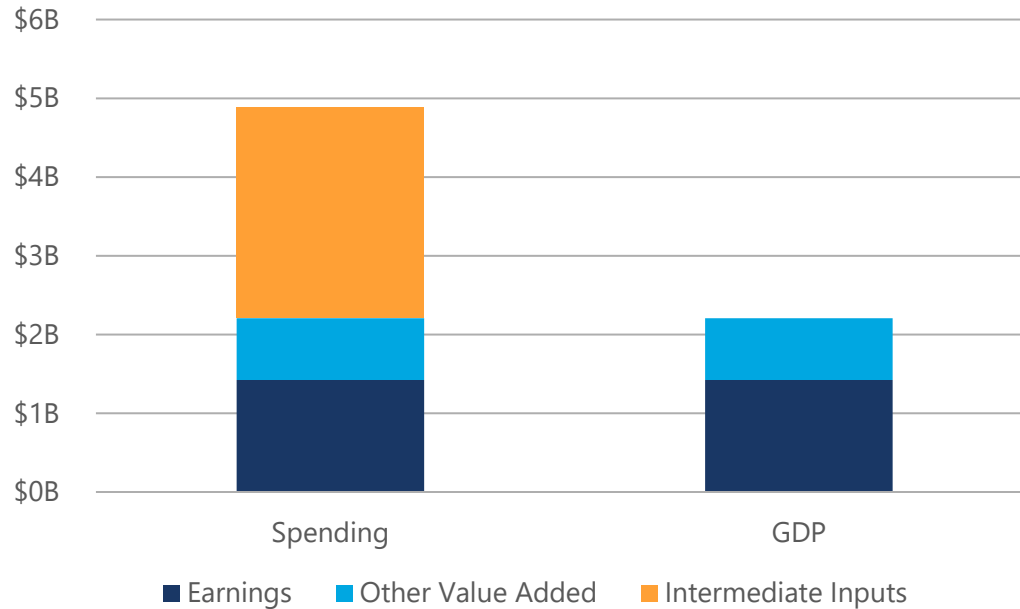
Note: Visitor spending that supports 1 job does not include other travel spending.



Wyoming Travel Impacts

Travel Industry GDP

Direct Travel Spending and GDP of Travel Industry



Wyoming travel industry GDP of \$2.2 billion represents approximately 4% of the total Wyoming GDP.



GDP of the Travel Industry is 4% of the total state-wide GDP

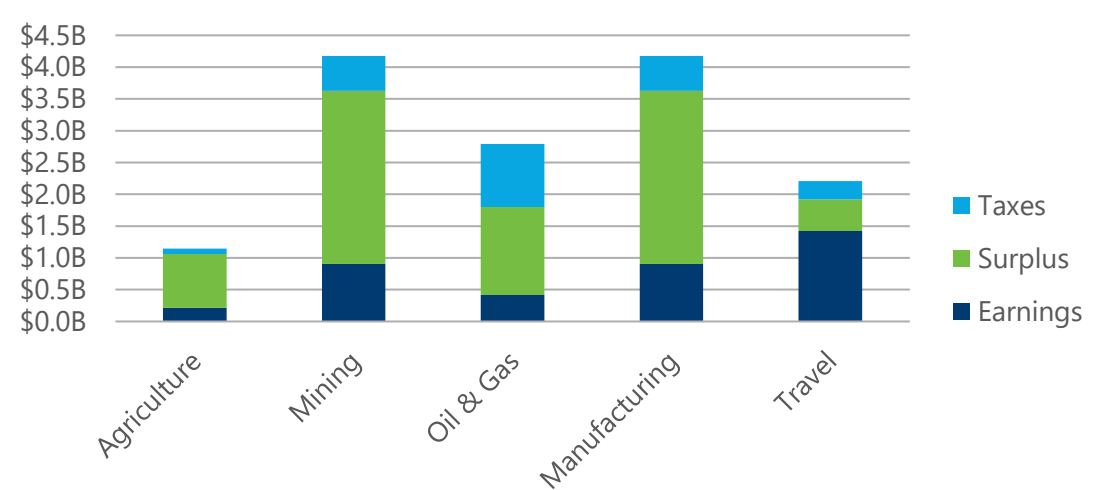
Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individual in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations.

Wyoming Travel Impacts

Export-Oriented Industry GDP Detail

The travel industry is considered an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy. In 2024, Mining and Manufacturing were the state’s largest export-oriented industries, followed by Oil & Gas, Travel, and Agriculture.

GDP of Export-Oriented Industries in Wyoming, 2024



	Earnings	Surplus	Taxes
GDP (\$Millions)			
Agriculture	212.6	847.4	86.6
Mining	902.5	2722.8	549.9
Oil & Gas	415.8	1382.4	996.0
Manufacturing	902.5	2722.8	549.9
Travel	1423.8	497.5	285.7

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis



Mining and Manufacturing
are Wyoming’s largest
export-oriented industries

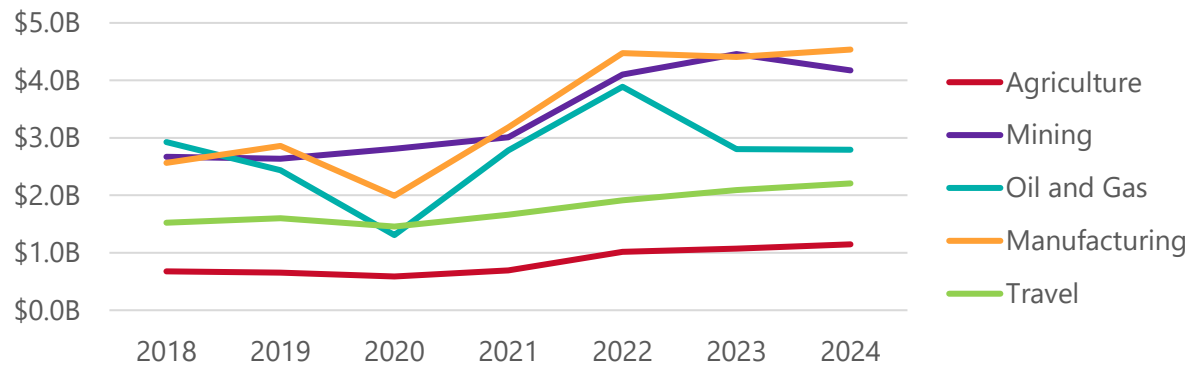
Export-oriented industries primarily market their products and services to other regions, states, or nations. Agriculture, extractive industries such as mining, and manufacturing are examples of goods-producing export industries. Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength - in part because they generate income that contributes to development of other local services and amenities.

Wyoming Travel Impacts

Export-Oriented Industry GDP Trend

The table and graph below highlight the historical trend of Wyoming's export-oriented industries GDP. Manufacturing demonstrates the strongest and most consistent growth, rising from \$2.6 billion in 2018 to \$4.5 billion in 2024. Travel increases from \$1.5 billion in 2018 to \$2.2 billion in 2024, with a CAGR of 6.4%, highlighting its growing role in Wyoming's export economy.

GDP of Export-Oriented Industries in Wyoming, 2018-2024



	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
GDP (\$Billions)									
Agriculture	0.7	0.7	0.6	0.7	1.0	1.1	1.1	6.9%	9.3%
Mining	2.7	2.6	2.8	3.0	4.1	4.5	4.2	-6.3%	7.8%
Oil and Gas	2.9	2.4	1.3	2.8	3.9	2.8	2.8	-0.4%	-0.8%
Manufact.	2.6	2.9	2.0	3.2	4.5	4.4	4.5	2.9%	10.0%
Travel	1.5	1.6	1.5	1.7	1.9	2.1	2.2	5.6%	6.4%

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis



In 2024, Travel Industry GDP
increased 5.6%

Travel GDP increased from \$1.5 billion in 2018 to \$2.2 billion in 2024—a 6.4% compound annual growth rate (CAGR). While it remains smaller in scale compared to sectors like Manufacturing and Mining, it has shown steady growth. In contrast, Oil and Gas and Mining shows volatility with inconsistent growth. Manufacturing leads all sectors with the highest CAGR (10.0%), but the resilience of Travel underscores its importance as a stable contributor to Wyoming's economy.

Wyoming Travel Impacts

Historical Trend of Direct Visitor Impacts

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
Direct Travel Spending (\$Millions)													
Visitor	3,289	3,332	3,240	3,531	3,772	3,911	3,038	4,288	4,438	4,720	4,789	1.5%	3.8%
Other travel*	39	38	38	40	42	46	31	44	74	89	96	7.3%	9.5%
Total	3,328	3,370	3,278	3,572	3,814	3,957	3,068	4,332	4,512	4,810	4,885	1.6%	3.9%
Direct Earnings (\$Millions)													
Earnings	807	879	899	932	982	1,031	940	1,071	1,236	1,348	1,424	5.6%	5.8%
Direct Employment (Jobs)													
Employment	30,160	31,970	31,880	32,130	32,160	32,550	28,680	31,160	32,630	33,410	33,850	1.3%	1.2%
Direct Tax Revenue (\$Millions)													
Local	64	71	71	79	83	86	67	96	99	110	113	3.5%	5.9%
State	95	103	101	108	113	117	92	150	148	156	164	4.9%	5.6%
Total	159	174	172	187	197	203	160	245	248	266	277	4.3%	5.7%

Source: Dean Runyan Associates

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. Details may not add to totals due to rounding. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other travel represents a portion of resident spending on air travel to leave Wyoming and travel arrangement services.

Wyoming Travel Impacts

Historical Trend of Direct Spending

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
Direct Travel Spending (\$Millions)													
Visitor	3,289	3,332	3,240	3,531	3,772	3,911	3,038	4,288	4,438	4,720	4,789	1.5%	3.8%
Other travel*	39	38	38	40	42	46	31	44	74	89	96	7.3%	9.5%
Total	3,328	3,370	3,278	3,572	3,814	3,957	3,068	4,332	4,512	4,810	4,885	1.6%	3.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)													
Hotel, Motel, STVR	1,691	1,763	1,755	1,907	2,090	2,229	1,692	2,554	2,585	2,821	2,882	2.2%	5.5%
Hotel, Motel	1,691	1,763	1,755	1,907	2,090	2,229	1,692	2,186	2,172	2,387	2,419	1.3%	3.6%
STVR	NA	NA	NA	NA	NA	NA	NA	368	414	434	464	6.7%	NA
Campground	763	774	719	811	816	811	681	807	867	899	914	1.7%	1.8%
Private Home (VFR)	410	388	372	392	419	417	326	444	491	496	492	-0.7%	1.8%
Seasonal Home (2nd Home)	159	147	142	149	159	157	115	187	182	184	185	0.4%	1.5%
Day Travel	266	259	253	272	288	297	223	296	312	321	316	-1.4%	1.8%
Total	3,289	3,332	3,240	3,531	3,772	3,911	3,038	4,288	4,438	4,720	4,789	1.5%	3.8%
Visitor Spending by Commodity Purchased (\$Millions)													
Accommodations	651	698	714	778	827	879	660	1,083	1,117	1,202	1,281	6.6%	7.0%
Food Service	676	727	731	794	840	903	735	923	923	1,036	1,064	2.6%	4.6%
Food Stores	224	239	230	242	245	255	213	257	271	294	298	1.6%	2.9%
Arts, Ent. & Rec.	453	479	473	502	518	539	433	528	516	572	585	2.2%	2.6%
Retail Sales	448	468	454	476	486	502	407	509	520	547	510	-6.8%	1.3%
Visitor Air	52	52	53	56	58	61	38	108	151	181	186	2.3%	13.5%
Local Tran. & Gas	785	668	585	684	798	773	551	880	940	888	867	-2.4%	1.0%
Total	3,289	3,332	3,240	3,531	3,772	3,911	3,038	4,288	4,438	4,720	4,789	1.5%	3.8%

Source: Dean Runyan Associates

Note: All dollar figures are reported in nominal terms, not adjusted for inflation.

For more information, see Glossary on page 158.

Wyoming Travel Impacts

Historical Trend of Direct Impacts Generated by Travel Spending

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
Direct Earnings (\$Millions)													
Accom. & Food Serv.	469	515	528	549	580	612	539	623	729	789	808	2.3%	5.6%
Arts, Ent. & Rec.	198	212	220	230	245	253	237	265	299	332	380	14.5%	6.7%
Retail*	115	127	127	128	131	140	142	153	175	190	197	3.8%	5.5%
Ground Trans.	9	9	9	9	9	9	7	8	10	11	11	-0.7%	2.2%
Visitor Air	7	7	7	7	7	7	5	10	10	10	11	12.6%	5.1%
Other travel**	9	9	9	9	9	11	8	11	13	17	17	3.4%	6.3%
Total	807	879	899	932	982	1,031	940	1,071	1,236	1,348	1,424	5.6%	5.8%
Direct Employment (Jobs)													
Accom. & Food Serv.	17,480	18,610	18,500	18,600	18,580	18,890	15,980	17,440	18,570	18,890	18,660	-1.2%	0.7%
Arts, Ent. & Rec.	7,160	7,460	7,530	7,800	7,810	7,850	6,880	7,690	8,100	8,340	8,970	7.6%	2.3%
Retail*	4,900	5,270	5,220	5,110	5,180	5,250	5,410	5,550	5,550	5,740	5,810	1.2%	1.7%
Ground Trans.	260	280	290	270	270	260	220	220	150	160	160	0.0%	-4.7%
Visitor Air	150	150	150	140	140	130	80	120	100	100	100	0.0%	-4.0%
Other travel**	210	200	200	200	180	170	110	150	160	170	160	-5.9%	-2.7%
Total	30,160	31,970	31,880	32,130	32,160	32,550	28,680	31,160	32,630	33,410	33,850	1.3%	1.2%
Direct Tax Revenue (\$Millions)													
Local Tax Receipts	64	71	71	79	83	86	67	96	99	110	113	3.5%	5.9%
State Tax Receipts	95	103	101	108	113	117	92	150	148	156	164	4.9%	5.6%
Total	159	174	172	187	197	203	160	245	248	266	277	4.3%	5.7%

Source: Dean Runyan Associates

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. Details may not add to totals due to rounding. All dollar figures are reported in nominal terms, not adjusted for inflation. City and county tax revenue are included in 'Local Tax Revenue' include sales tax, state sales tax distributed to local governments, and local lodging taxes. 'State Tax Revenue' includes state lodging tax, state sales tax, and motor fuel taxes paid by visitors.

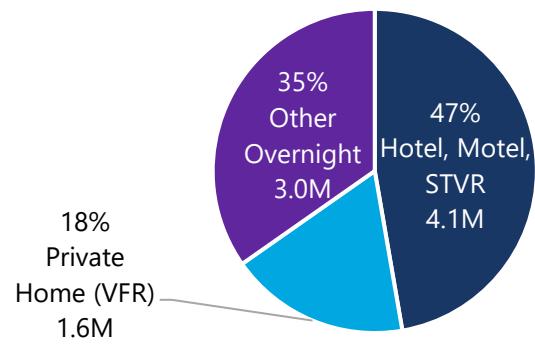
*Retail includes gasoline.

**Other travel includes resident air travel, travel arrangement services, and conventions/trade shows.

Wyoming Travel Impacts

Overnight Visitor Volume

Overnight Visitor Volume by Accommodation Type, 2024



Wyoming welcomed **8.7 million visitors in 2024, which was only 370 less** than the previous year. Most visitors (47%) stayed in a hotel, motel, or STVR.

Source: Dean Runyan Associates

Overnight Visitor Volume by Accommodation Type, 2022-2024

	Person			Party		
	2022	2023	2024	2022	2023	2024
Nights						
Hotel, Motel, STVR	10,561,930	11,151,880	11,015,660	4,190,380	4,375,500	4,293,680
Private Home (VFR)	5,123,680	5,147,260	5,178,660	2,487,230	2,498,670	2,513,910
Other Overnight	7,435,990	7,515,930	7,704,060	2,994,350	3,025,250	3,098,150
Total	23,121,600	23,815,070	23,898,380	9,671,960	9,899,420	9,905,740
Trips						
Hotel, Motel, STVR	4,009,000	4,192,920	4,121,320	1,637,870	1,695,180	1,655,030
Private Home (VFR)	1,552,630	1,559,780	1,569,290	753,700	757,170	761,790
Other Overnight	2,940,190	2,966,120	3,027,840	1,227,200	1,237,450	1,261,930
Total	8,501,820	8,718,820	8,718,450	3,618,770	3,689,800	3,678,750

Source: Dean Runyan Associates

Note: Figures rounded to the nearest 10.

Wyoming Travel Impacts

Visitor Trip Details

Visitors who stay overnight typically spend more than visitors who come for the day. In 2024, overnight visitors spent between \$95 (private home VFR) to \$262 (Hotel, Motel, STVR) per day. Overnight visitors traveled with a party of between 2.1 (Private Home) and 2.6 (Hotel, Motel, STVR) persons.

	Person		Party		Party Size	Length of Stay	
	Day	Trip	Day	Trip			
Overnight Visitor Details, 2024							
Hotel, Motel, STVR	\$262	\$699		\$671	\$1,741	2.6	2.6
Private Home (VFR)	\$95	\$314		\$196	\$646	2.1	3.3
Other Overnight*	\$143	\$363		\$355	\$871	2.5	2.5
All Overnight	\$187	\$513		\$452	\$1,216	2.4	2.7

Source: Dean Runyan Associates

*Other Overnight includes Seasonal Home (2nd Home) and Camping.

				% Chg.	CAGR
	2022	2023	2024	23-24	22-24
All Overnight Person-Trips					
Length of Stay	2.67	2.68	2.69	0.4%	0.4%
Average Daily Expenditures	\$178	\$185	\$187	1.3%	2.4%



Wyoming Travel Impacts

Total Visitor Impacts

The total visitor impacts—which include direct and secondary spending, earnings, and employment attributable to travel spending—are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects. The largest secondary impact industries are reported below.

- **Professional & Business Services** (Secondary impacts include \$314.6 million spent, 1.6 thousand jobs and \$130.6 million in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.
- **Financial Activities** (Secondary impacts include \$755.7 million spent, 1.7 thousand jobs, and \$92.5 million in earnings) Both businesses and individuals make use of banking and insurance institutions.
- **Trade** (Secondary impacts include \$244.5 million spent, 1.1 thousand jobs and \$78.9 million in earnings) Employees and travel businesses utilize service providers such as repair shops, laundry, maintenance, and business services.

Note: The total impacts reported here only reflect the impacts attributable to visitor spending. The indirect and induced impact estimates reported here apply to the entire state and do not necessarily reflect economic patterns for individual counties. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.



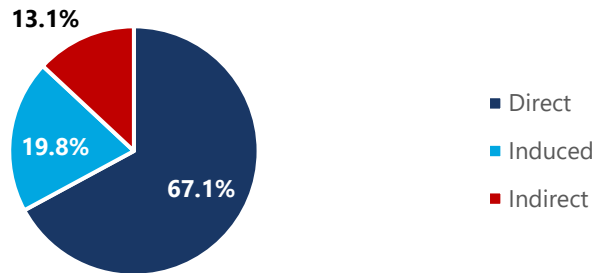
Indirect and induced impacts are the two categories of secondary economic impacts.

What are secondary impacts?

Secondary impacts are the result of re-spending of travel-related revenues. **Indirect** impacts represent effects associated with industries that supply goods and services to the direct businesses. **Induced** impacts represent effects of purchases made by employees in both the direct and indirect businesses.

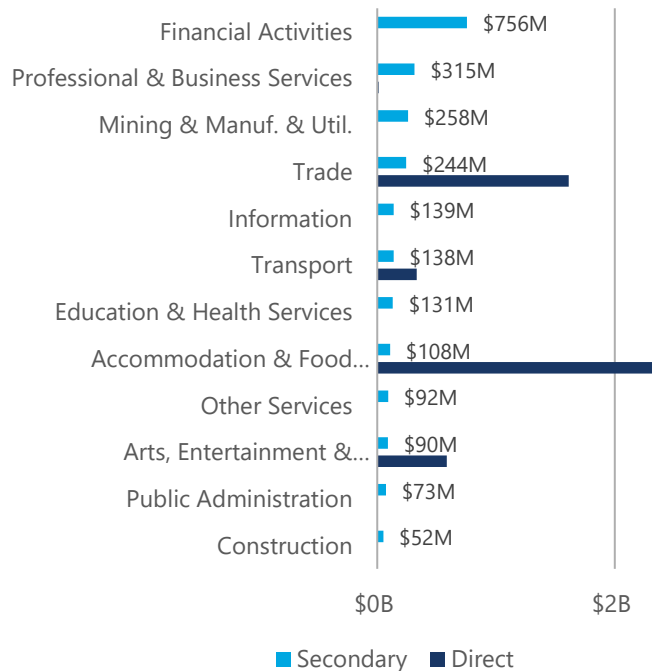
Wyoming Travel Impacts

Total Spend, 2024



In 2024, 32.9% of total spending was secondary.
Financial Activities generated \$756 million in secondary spending, which was the highest among the industry groups.

Total Spend by Industry Group, 2024



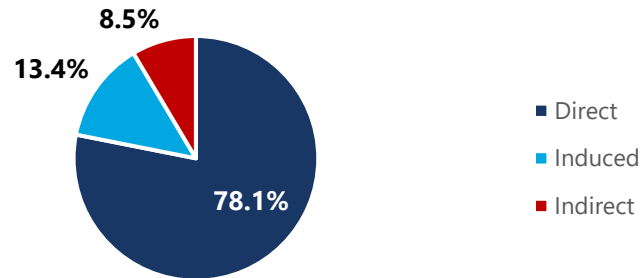
Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Serv.	2,345	41	67	108	2,452
Arts, Entertainment & Recreation	585	74	16	90	675
Trade	1,612	88	157	244	1,857
Transport	332	106	32	138	469
Professional & Business Services	12	263	51	315	327
Mining & Manuf. & Util.	0	201	57	258	258
Construction	0	38	13	52	52
Information	0	102	37	139	139
Financial Activities	0	421	334	756	756
Education & Health Services	0	6	125	131	131
Other Services	0	48	43	92	92
Public Administration	0	55	18	73	73
All industries	4,885	1,444	950	2,394	7,280

Source: Dean Runyan Associates; IMPLAN

Note: Values reported in \$millions

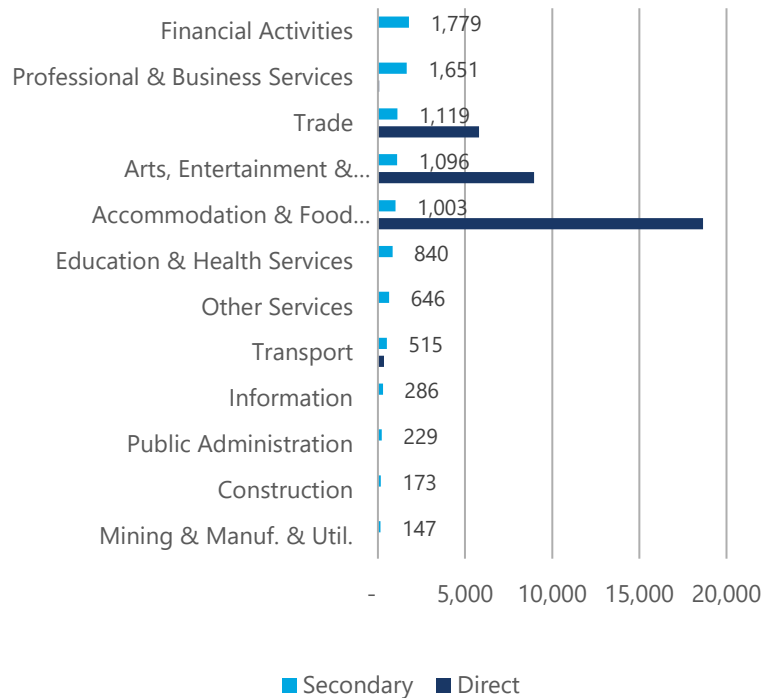
Wyoming Travel Impacts

Total Employment, 2024



In 2024, 21.9% of total employment was secondary. **Financial Activities generated 1,779 in secondary jobs**, which was the highest among the industry groups.

Total Employment by Industry Group, 2024



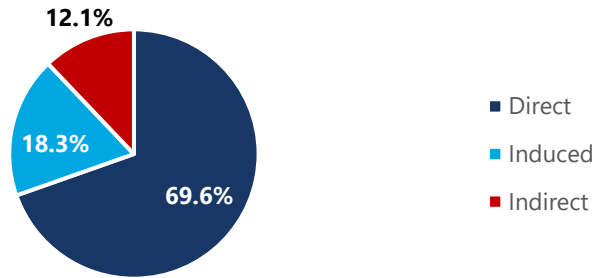
Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Services	18,656	414	589	1,003	19,659
Arts, Entertainment & Recreation	8,966	990	106	1,096	10,062
Trade	5,810	340	779	1,119	6,929
Transport	344	411	104	515	859
Professional & Business Services	74	1,361	289	1,651	1,725
Mining & Manuf. & Util.	0	121	27	147	147
Construction	0	129	44	173	173
Information	0	236	50	286	286
Financial Activities	0	1,244	536	1,779	1,779
Education & Health Services	0	92	748	840	840
Other Services	0	262	384	646	646
Public Administration	0	190	39	229	229
All industries	33,850	5,790	3,695	9,485	43,335

Source: Dean Runyan Associates; IMPLAN

Note: Values may not add to total due to rounding.

Wyoming Travel Impacts

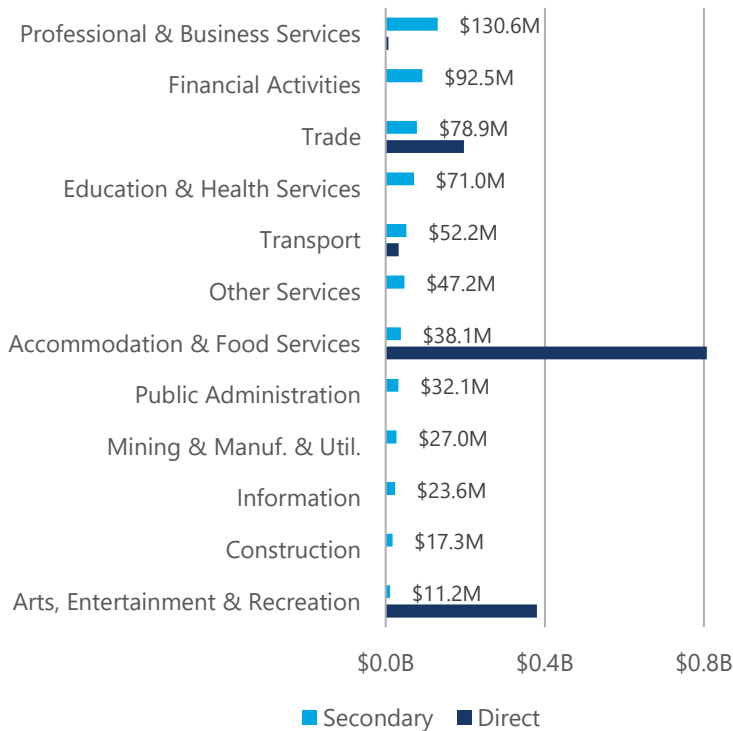
Total Earnings, 2024



In 2024, 30.4% of total earnings were secondary.

Professional & Business Services industry group generated \$130.6 million in secondary earnings, which was the highest among the industry groups.

Total Earnings by Industry Group, 2024



Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Serv.	807.5	16.3	21.8	38.1	845.6
Arts, Entertainment & Rec.	380.0	8.4	2.7	11.2	391.2
Trade	196.9	29.1	49.9	78.9	275.8
Transport	32.5	40.6	11.6	52.2	84.7
Professional & Business Serv.	6.9	108.1	22.5	130.6	137.5
Mining & Manuf. & Util.	0.0	21.8	5.2	27.0	27.0
Construction	0.0	12.9	4.4	17.3	17.3
Information	0.0	18.8	4.9	23.6	23.6
Financial Activities	0.0	64.8	27.8	92.5	92.5
Education & Health Services	0.0	3.3	67.7	71.0	71.0
Other Services	0.0	23.8	23.4	47.2	47.2
Public Administration	0.0	26.5	5.6	32.1	32.1
All industries	1,423.8	374.3	247.4	621.8	2,045.6

Source: Dean Runyan Associates; IMPLAN

Note: Figures reported in \$millions.



County Travel Impacts

2024

County Travel Impacts

Introduction

This section of the report presents a range of summary and detailed tables illustrating travel impacts by county. Readers should keep the following points in mind when interpreting these estimates:

- All county impacts represent direct impacts and are shown in nominal dollars, without adjustments for inflation.
- Estimates for counties with smaller populations and limited economic activity are generally less reliable than those for larger, more economically diverse counties.
- Total employment figures (U.S. BEA) represent the number of jobs, not the number of employed residents. All job counts reflect total positions and are not adjusted to full-time equivalents. As a result, job increases may reflect shifts from full-time to part-time employment.
- Sales tax distribution figures provided by the Wyoming Department of Revenue are shaped by each county's unique economic profile.
- Visitor volume is expressed using four metrics: person-trips, party-trips, person-nights, and party-nights. These metrics may vary independently due to changes in average party size and length of stay. Direct travel spending is a more consistent indicator of the travel sector's performance than visitor volume alone.
- County-level travel estimates are based on the best available data at the time of publication and may be updated as new information becomes available.

County Travel Impacts

Direct Travel Impact Summary, 2024

County Name	Direct Spending			Direct Tax Revenue				
	Visitor Spend	Other Spend	Total	Earnings	Employment	Local Tax	State Tax	Total
Albany	183.3	26.6	209.9	51.8	1,720	5.2	7.6	12.8
Big Horn	32.5	8.2	40.7	10.1	430	0.6	1.4	2.1
Campbell	114.1	39.3	153.4	44.7	1,310	2.9	5.8	8.7
Carbon	224.3	10.1	234.4	75.8	1,720	6.9	8.1	15.0
Converse	67.7	9.5	77.3	16.4	500	1.5	2.7	4.2
Crook	32.8	5.2	37.9	12.4	300	0.8	1.3	2.1
Fremont	144.2	31.5	175.7	73.8	1,550	3.4	6.1	9.5
Goshen	25.6	8.8	34.4	6.1	250	0.5	1.3	1.8
Hot Springs	27.1	3.2	30.3	8.6	250	0.8	1.1	1.9
Johnson	59.1	6.1	65.3	19.3	620	1.2	2.3	3.4
Laramie	388.0	75.9	463.9	115.0	3,640	10.6	16.7	27.2
Lincoln	85.3	14.3	99.6	28.1	680	2.0	3.8	5.8
Natrona	304.2	73.6	377.8	115.6	2,890	7.0	12.6	19.6
Niobrara	9.4	1.6	11.0	4.2	80	0.2	0.4	0.6
Park	490.0	28.2	518.2	139.5	4,560	8.2	16.3	24.4
Platte	45.2	6.2	51.4	15.0	480	1.0	1.7	2.7
Sheridan	136.4	28.9	165.3	48.6	1,020	3.8	5.4	9.2
Sublette	46.9	6.2	53.1	17.1	440	0.8	1.9	2.7
Sweetwater	152.6	32.3	185.0	47.2	1,470	4.6	7.0	11.7
Teton	1,689.7	57.7	1,747.4	526.1	8,480	49.0	54.8	103.8
Uinta	89.9	14.4	104.4	35.6	1,060	1.8	3.7	5.5
Washakie	19.6	5.4	25.0	6.4	210	0.4	0.9	1.3
Weston	19.3	4.7	24.0	6.6	210	0.3	0.9	1.2
Wyoming	4,387.1	498.2	4,885.3	1,423.8	33,870	113.4	163.8	277.2

County Travel Impacts

Direct Travel Spending, 2014-2024

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
Travel Spending (\$Millions)													
Albany	162.2	154.5	147.4	158.3	172.0	176.4	147.9	193.4	200.0	205.6	209.9	2.1%	2.6%
Big Horn	28.4	29.5	29.0	30.8	33.3	32.3	25.7	35.5	38.0	40.1	40.7	1.4%	3.7%
Campbell	145.6	123.7	107.4	107.9	118.3	129.8	91.4	122.7	146.5	155.1	153.4	-1.1%	0.5%
Carbon	148.9	158.4	156.8	170.6	194.2	205.9	164.1	228.2	244.4	246.1	234.4	-4.8%	4.6%
Converse	56.9	56.7	46.7	53.7	65.6	75.0	49.3	61.9	71.3	78.3	77.3	-1.3%	3.1%
Crook	29.0	31.5	29.9	31.9	33.9	34.0	29.5	37.7	36.5	35.9	37.9	5.7%	2.7%
Fremont	130.3	133.5	123.8	131.7	136.4	139.8	117.5	160.8	171.0	170.2	175.7	3.2%	3.0%
Goshen	29.5	28.8	27.3	27.8	32.6	33.8	23.5	31.9	33.4	34.7	34.4	-1.0%	1.6%
Hot Springs	22.4	23.9	23.5	24.7	24.5	27.1	20.1	29.1	30.0	30.8	30.3	-1.6%	3.1%
Johnson	51.7	49.3	47.2	52.4	55.3	56.5	45.4	63.3	66.6	64.5	65.3	1.3%	2.4%
Laramie	344.0	320.1	315.3	346.4	374.1	380.2	290.5	421.0	452.2	462.9	463.9	0.2%	3.0%
Lincoln	57.2	58.9	58.4	64.9	72.6	67.9	59.0	87.5	90.3	96.9	99.6	2.8%	5.7%
Natrona	305.2	288.1	270.8	293.0	294.9	331.3	229.2	310.3	358.6	373.9	377.8	1.0%	2.2%
Niobrara	11.9	10.4	9.8	12.5	10.3	11.2	8.4	10.0	10.6	11.6	11.0	-5.0%	-0.8%
Park	369.5	385.4	398.1	418.2	460.1	470.1	320.6	420.9	441.8	507.2	518.2	2.2%	3.4%
Platte	48.1	35.6	33.0	38.6	40.9	42.7	31.7	48.0	51.5	53.4	51.4	-3.8%	0.7%
Sheridan	110.6	108.3	100.8	108.5	115.9	118.8	99.1	142.9	162.7	160.4	165.3	3.1%	4.1%
Sublette	41.9	38.3	37.1	41.2	45.7	43.8	34.3	55.7	50.4	50.5	53.1	5.2%	2.4%
Sweetwater	163.2	157.3	154.2	157.1	161.5	160.1	122.9	162.6	179.4	185.5	185.0	-0.3%	1.3%
Teton	946.7	1,052.6	1,045.0	1,171.6	1,237.4	1,277.7	1,048.0	1,562.1	1,526.7	1,693.6	1,747.4	3.2%	6.3%
Uinta	84.0	85.9	80.0	91.8	93.4	98.9	76.0	100.0	103.8	104.3	104.4	0.0%	2.2%
Washakie	24.1	20.9	20.0	20.5	21.0	21.2	17.5	24.4	23.9	24.7	25.0	1.3%	0.4%
Weston	16.2	18.1	17.1	17.6	20.1	22.1	17.0	22.0	22.6	23.4	24.0	2.5%	4.0%
Wyoming	3,327.7	3,369.7	3,278.5	3,571.5	3,813.8	3,956.8	3,068.4	4,331.6	4,512.1	4,809.5	4,885.3	1.6%	3.9%

County Travel Impacts

Direct Earnings, 2014-2024

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
Direct Earnings (\$Millions)													
Albany	32.8	33.8	34.4	34.2	36.4	39.4	36.9	41.8	47.5	50.0	51.8	3.5%	4.7%
Big Horn	4.2	4.9	5.1	5.3	5.5	5.9	5.8	6.7	7.4	8.1	10.1	24.4%	9.2%
Campbell	28.3	26.8	27.4	27.4	28.8	31.8	30.6	34.3	40.6	43.6	44.7	2.4%	4.7%
Carbon	36.2	40.2	42.7	44.2	45.8	50.0	48.1	62.4	70.9	73.5	75.8	3.2%	7.7%
Converse	13.2	16.1	15.0	13.7	14.7	16.4	16.7	15.6	17.0	16.1	16.4	1.4%	2.2%
Crook	7.3	8.6	8.2	8.7	8.7	8.9	8.7	9.2	11.2	11.9	12.4	4.9%	5.4%
Fremont	42.2	44.6	43.2	43.3	44.5	48.0	49.5	53.9	62.1	69.3	73.8	6.4%	5.8%
Goshen	4.7	5.2	5.4	5.0	6.0	6.2	5.4	6.0	6.7	6.5	6.1	-5.3%	2.7%
Hot Springs	6.4	7.1	7.3	7.1	6.7	7.1	6.9	8.1	8.9	8.9	8.6	-3.1%	3.0%
Johnson	13.4	14.0	14.5	14.3	15.2	15.0	13.0	15.4	18.7	19.5	19.3	-1.0%	3.7%
Laramie	59.9	62.8	65.2	65.4	69.9	75.3	71.1	90.0	104.8	109.9	115.0	4.7%	6.7%
Lincoln	13.5	15.4	16.0	17.1	16.8	18.0	17.8	19.8	22.2	26.0	28.1	8.1%	7.6%
Natrona	70.8	74.6	72.9	75.0	75.6	82.6	74.3	86.3	100.6	107.0	115.6	8.0%	5.0%
Niobrara	3.9	3.5	3.4	4.3	3.2	3.6	3.1	3.1	3.8	4.0	4.2	6.0%	0.7%
Park	88.1	96.7	102.9	103.5	109.5	109.3	99.5	111.8	121.9	135.0	139.5	3.3%	4.7%
Platte	10.0	8.1	7.9	9.2	9.2	10.2	9.6	12.1	12.9	13.9	15.0	8.2%	4.2%
Sheridan	27.8	30.8	31.1	31.1	30.9	33.9	32.9	40.0	44.1	46.6	48.6	4.2%	5.8%
Sublette	11.0	10.2	9.3	9.5	10.2	11.1	10.9	14.5	16.4	16.5	17.1	3.8%	4.5%
Sweetwater	33.4	34.6	35.2	34.0	34.0	35.6	31.4	37.1	40.8	44.8	47.2	5.4%	3.5%
Teton	271.4	309.9	321.4	347.6	377.1	388.3	335.7	364.5	434.7	491.5	526.1	7.0%	6.8%
Uinta	20.0	22.5	22.7	23.9	24.5	26.6	24.0	28.9	32.4	34.3	35.6	3.7%	5.9%
Washakie	5.6	5.1	4.7	4.8	5.0	4.7	4.5	5.3	5.5	6.2	6.4	2.7%	1.3%
Weston	2.5	3.2	3.2	3.0	3.2	3.7	3.4	3.9	4.4	5.2	6.6	25.8%	10.0%
Wyoming	806.7	878.9	898.9	931.7	981.6	1,031.3	939.6	1,070.6	1,235.5	1,348.3	1,423.8	5.6%	5.9%

County Travel Impacts

Direct Employment, 2014-2024

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
Employment (Jobs)													
Albany	1,720	1,730	1,690	1,610	1,610	1,690	1,540	1,650	1,730	1,720	1,720	0.0%	0.0%
Big Horn	280	320	340	370	390	400	350	390	360	370	430	16.2%	4.4%
Campbell	1,120	1,060	1,090	1,060	1,080	1,180	1,130	1,230	1,300	1,320	1,310	-0.8%	1.6%
Carbon	1,290	1,400	1,450	1,520	1,510	1,530	1,470	1,760	1,830	1,750	1,720	-1.7%	2.9%
Converse	510	620	610	550	580	610	600	540	550	510	500	-2.0%	-0.2%
Crook	350	390	370	370	350	330	280	280	290	300	300	0.0%	-1.5%
Fremont	1,420	1,520	1,480	1,420	1,410	1,450	1,410	1,430	1,500	1,540	1,550	0.6%	0.9%
Goshen	290	300	310	280	320	320	270	300	290	280	250	-10.7%	-1.5%
Hot Springs	270	300	300	290	250	250	240	270	280	270	250	-7.4%	-0.8%
Johnson	630	630	630	620	630	630	530	600	640	680	620	-8.8%	-0.2%
Laramie	2,820	2,890	2,890	2,940	3,020	3,090	2,850	3,290	3,520	3,610	3,640	0.8%	2.6%
Lincoln	500	570	570	590	570	580	560	570	580	640	680	6.3%	3.1%
Natrona	2,550	2,630	2,610	2,690	2,560	2,670	2,400	2,640	2,820	2,860	2,890	1.0%	1.3%
Niobrara	150	140	130	160	110	120	90	90	80	80	80	0.0%	-6.1%
Park	3,930	4,230	4,350	4,310	4,400	4,280	3,780	4,110	4,270	4,430	4,560	2.9%	1.5%
Platte	460	370	350	410	390	400	380	480	450	450	480	6.7%	0.4%
Sheridan	1,010	1,060	1,060	1,030	980	990	930	1,040	1,020	1,030	1,020	-1.0%	0.1%
Sublette	360	340	340	330	340	380	360	450	430	450	440	-2.2%	2.0%
Sweetwater	1,500	1,550	1,580	1,470	1,430	1,460	1,270	1,390	1,420	1,470	1,470	0.0%	-0.2%
Teton	7,740	8,570	8,440	8,780	8,910	8,860	7,000	7,230	7,870	8,190	8,480	3.5%	0.9%
Uinta	860	960	910	970	950	980	890	1,040	1,050	1,070	1,060	-0.9%	2.1%
Washakie	260	250	230	230	240	210	200	220	200	210	210	0.0%	-2.1%
Weston	140	170	170	150	150	170	150	170	150	170	210	23.5%	4.1%
Wyoming	30,160	31,970	31,880	32,130	32,160	32,550	28,680	31,160	32,630	33,410	33,850	1.3%	1.2%

County Travel Impacts

Direct Tax Revenue, 2014-2024

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
Tax Revenue (\$Millions)													
Albany	8.4	8.9	8.6	9.1	9.6	10.0	8.5	11.5	11.6	12.1	12.8	5.8%	4.3%
Big Horn	1.3	1.4	1.4	1.5	1.5	1.5	1.2	1.7	1.7	1.9	2.1	6.9%	5.1%
Campbell	7.2	6.7	5.9	5.8	6.1	6.7	4.9	6.5	7.8	8.4	8.7	3.8%	2.0%
Carbon	7.4	8.4	8.4	9.0	9.9	10.6	8.8	13.4	14.1	15.2	15.0	-1.5%	7.4%
Converse	2.8	2.8	2.3	2.6	3.2	3.7	2.4	3.1	3.5	4.1	4.2	1.3%	3.9%
Crook	1.3	1.5	1.6	1.7	1.8	1.8	1.6	2.0	1.9	1.9	2.1	9.8%	5.1%
Fremont	5.6	6.9	6.5	6.8	6.8	7.1	6.0	8.5	9.0	9.0	9.5	5.6%	5.5%
Goshen	1.5	1.6	1.5	1.5	1.7	1.8	1.3	1.7	1.6	1.7	1.8	4.2%	2.0%
Hot Springs	1.1	1.3	1.3	1.4	1.4	1.6	1.2	1.8	1.8	1.8	1.9	2.4%	5.5%
Johnson	2.4	2.4	2.3	2.5	2.6	3.0	2.4	3.7	3.3	3.2	3.4	7.3%	3.8%
Laramie	18.4	18.5	18.6	20.0	21.4	22.1	16.8	25.0	25.5	26.8	27.2	1.6%	4.0%
Lincoln	2.6	3.0	3.0	3.3	3.5	3.4	3.0	4.5	4.6	5.3	5.8	9.1%	8.3%
Natrona	14.2	14.7	14.0	14.8	14.5	16.4	11.5	15.9	17.4	18.5	19.6	5.8%	3.3%
Niobrara	0.6	0.6	0.6	0.7	0.6	0.6	0.5	0.6	0.6	0.7	0.6	-4.3%	0.0%
Park	13.6	15.3	16.2	19.2	21.0	18.9	13.0	19.5	19.3	22.9	24.4	6.8%	6.0%
Platte	2.0	2.0	1.8	2.1	2.2	2.3	1.7	2.5	2.6	2.8	2.7	-2.8%	3.2%
Sheridan	5.8	6.1	5.9	6.2	6.5	6.7	5.5	8.1	8.7	8.7	9.2	5.6%	4.7%
Sublette	1.7	1.7	1.6	1.8	2.0	1.9	1.5	2.7	2.5	2.5	2.7	8.9%	4.9%
Sweetwater	8.2	8.9	8.9	8.9	8.5	8.5	6.9	9.3	9.8	11.3	11.7	2.8%	3.6%
Teton	46.9	54.0	54.9	61.7	65.0	67.3	55.2	95.9	92.9	99.1	103.8	4.7%	8.3%
Uinta	4.3	4.8	4.5	4.8	4.6	4.9	3.9	5.1	5.1	5.4	5.5	2.4%	2.6%
Washakie	1.0	1.0	1.1	1.1	1.1	1.1	0.9	1.3	1.2	1.3	1.3	5.7%	2.6%
Weston	0.8	0.9	1.0	1.0	1.1	1.2	1.0	1.2	1.0	1.1	1.2	9.2%	4.1%
Wyoming	158.9	173.5	172.0	187.3	196.6	203.2	159.8	245.5	247.6	265.7	277.2	4.3%	5.7%

County Travel Impacts

Travel Proportion of Total Earnings and Employment, 2024

County	Earnings (\$Millions)			Employment (Jobs)		
	Travel	Total	Travel % of Total	Travel	Total	Travel % of Total
Albany	51.8	1,465.5	3.5%	1,719	26,709	6.4%
Big Horn	10.1	363.3	2.8%	430	7,098	6.0%
Campbell	44.7	2,434.4	1.8%	1,310	35,368	3.7%
Carbon	75.8	659.6	11.5%	1,720	9,567	18.0%
Converse	16.4	691.8	2.4%	500	9,591	5.2%
Crook	12.4	248.5	5.0%	300	4,999	6.0%
Fremont	73.8	1,283.9	5.7%	1,550	24,419	6.3%
Goshen	6.1	356.8	1.7%	250	7,335	3.4%
Hot Springs	8.6	177.3	4.9%	250	3,033	8.3%
Johnson	19.3	310.9	6.2%	620	6,983	8.9%
Laramie	115.0	4,902.5	2.3%	3,640	83,990	4.3%
Lincoln	28.1	756.2	3.7%	680	13,412	5.0%
Natrona	115.6	4,768.3	2.4%	2,890	59,615	4.8%
Niobrara	4.2	86.7	4.9%	80	1,608	5.0%
Park	139.5	1,191.1	11.7%	4,560	23,486	19.4%
Platte	15.0	315.2	4.8%	480	5,508	8.7%
Sheridan	48.6	1,285.2	3.8%	1,020	30,724	3.3%
Sublette	17.1	387.0	4.4%	440	6,662	6.6%
Sweetwater	47.2	2,249.0	2.1%	1,470	27,557	5.3%
Teton	526.1	3,366.7	15.6%	8,480	42,078	20.2%
Uinta	35.6	621.5	5.7%	1,060	12,469	8.5%
Washakie	6.4	290.6	2.2%	210	5,370	3.8%
Weston	6.6	216.1	3.1%	210	4,190	4.9%
Wyoming	1,423.8	28,428.3	5.0%	33,869	451,771	7.5%

Sources: U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics, Dean Runyan Associates

Note: 2024 Total Employment and Earnings estimated by Dean Runyan Associates. Details may not add to totals due to rounding. Employment covers all jobs in the county, total earnings cover earnings by place of work.

County Travel Impacts

Tax Revenue Detail, 2024

Travel-Generated State Sales Tax Distributions as a Percentage of Total State Sales Tax				Travel-Generated State & Local Tax Revenue Per Household			
County	Travel (\$M)	Total (\$M)	Travel % of Total	Households	Local	State	Total
Albany	4.6	43.6	10.6%	16,609	\$314	\$457	\$771
Big Horn	0.8	9.9	7.8%	4,357	\$139	\$333	\$471
Campbell	2.9	118.7	2.5%	17,879	\$162	\$327	\$489
Carbon	5.8	21.9	26.7%	5,885	\$1,171	\$1,379	\$2,550
Converse	1.7	72.2	2.3%	5,707	\$260	\$472	\$732
Crook	0.7	8.4	8.6%	2,891	\$272	\$466	\$737
Fremont	3.4	32.6	10.5%	14,810	\$231	\$409	\$640
Goshen	0.6	9.0	6.5%	5,053	\$94	\$260	\$355
Hot Springs	0.7	4.9	13.8%	2,079	\$378	\$528	\$906
Johnson	1.4	12.2	11.8%	3,919	\$300	\$576	\$876
Laramie	9.9	120.2	8.2%	42,503	\$249	\$392	\$641
Lincoln	2.2	25.5	8.6%	7,872	\$254	\$482	\$736
Natrona	8.0	101.5	7.8%	33,285	\$211	\$378	\$589
Niobrara	0.2	3.0	7.3%	1,141	\$203	\$346	\$550
Park	12.3	38.7	31.8%	13,179	\$620	\$1,235	\$1,854
Platte	1.0	9.0	11.2%	3,877	\$254	\$442	\$696
Sheridan	3.4	32.6	10.5%	13,515	\$279	\$398	\$678
Sublette	1.2	16.9	7.2%	3,719	\$224	\$507	\$731
Sweetwater	3.9	56.6	6.9%	16,863	\$275	\$416	\$691
Teton	44.8	90.0	49.7%	9,383	\$5,220	\$5,838	\$11,058
Uinta	2.3	21.7	10.5%	7,479	\$236	\$501	\$737
Washakie	0.5	6.9	6.8%	3,417	\$115	\$274	\$389
Weston	0.4	5.6	7.9%	2,754	\$112	\$315	\$428
Wyoming	112.8	861.8	13%	238,176	\$476	\$688	\$1,164

Sources: U.S. Census Bureau, Wyoming Department of Revenue, Dean Runyan Associates

Albany County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$111,839	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$28	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	6%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	52%	54%
STVR	10%	10%
Private home (VFR)	21%	11%
Seasonal Home (2nd Home)	8%	4%
Campground	9%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Albany County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	137.4	133.6	129.1	136.4	146.1	151.3	130.1	164.7	170.9	178.3	183.3	2.8%
Other travel*	24.8	20.9	18.3	21.9	25.9	25.2	17.8	28.7	29.0	27.4	26.6	-2.6%
Total	162.2	154.5	147.4	158.3	172.0	176.4	147.9	193.4	200.0	205.6	209.9	2.1%
Direct Earnings (\$Millions)												
Earnings	32.8	33.8	34.4	34.2	36.4	39.4	36.9	41.8	47.5	50.0	51.8	3.5%
Direct Employment (Jobs)												
Employment	1,720	1,730	1,690	1,610	1,610	1,690	1,540	1,650	1,730	1,720	1,720	0.0%
Direct Tax Revenue (\$Millions)												
Local	3.3	3.5	3.5	3.6	3.8	4.0	3.5	4.5	4.7	5.0	5.2	4.9%
State	5.1	5.4	5.2	5.5	5.8	5.9	5.1	7.0	6.9	7.1	7.6	6.4%
Total	8.4	8.9	8.6	9.1	9.6	10.0	8.5	11.5	11.6	12.1	12.8	5.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Albany County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	137.4	133.6	129.1	136.4	146.1	151.3	130.1	164.7	170.9	178.3	183.3	2.8%
Other travel*	24.8	20.9	18.3	21.9	25.9	25.2	17.8	28.7	29.0	27.4	26.6	-2.6%
Total	162.2	154.5	147.4	158.3	172.0	176.4	147.9	193.4	200.0	205.6	209.9	2.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	56.5	63.9	61.7	64.7	70.7	75.2	68.2	84.6	89.1	94.1	98.6	4.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	76.9	78.0	80.1	82.5	2.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	7.7	11.1	14.0	16.1	15.6%
Campground	19.7	9.6	9.7	10.9	10.8	11.2	9.4	11.8	12.8	13.6	13.9	1.8%
Private Home (VFR)	29.1	28.9	27.5	29.2	31.0	31.0	24.9	31.7	33.5	34.0	34.0	-0.1%
Seasonal Home	14.2	13.4	13.1	13.6	14.5	14.4	9.5	14.6	13.2	13.3	13.3	0.4%
Day Travel	18.0	17.8	17.2	18.0	19.0	19.6	18.1	22.0	22.4	23.3	23.6	1.2%
Total	80.9	69.7	67.5	71.8	75.3	76.1	62.0	164.7	170.9	178.3	183.3	2.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	20.8	23.3	23.1	24.2	26.0	27.7	21.8	34.0	36.5	38.9	42.3	8.7%
Food Service	34.4	35.3	35.2	37.3	39.7	42.3	38.1	43.2	44.3	48.2	48.8	1.2%
Food Stores	11.8	11.3	10.9	11.1	11.4	11.9	10.8	12.6	13.3	14.1	14.5	2.7%
Arts, Ent. & Rec.	21.5	20.4	20.1	20.8	21.6	22.4	20.2	22.7	22.5	24.1	25.0	3.7%
Retail Sales	21.5	20.9	20.1	20.7	21.2	21.8	19.9	23.2	24.0	24.5	24.6	0.4%
Visitor Air	0.4	0.4	0.5	0.5	0.5	0.5	0.3	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	27.0	21.9	19.2	21.9	25.6	24.7	19.0	28.9	30.4	28.5	28.2	-1.0%
Total	137.4	133.6	129.1	136.4	146.1	151.3	130.1	164.7	170.9	178.3	183.3	2.8%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Albany County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	18.8	20.0	20.2	20.4	21.1	22.6	20.5	24.0	27.3	28.2	28.0	-0.6%
Arts, Ent. & Rec.	7.4	7.0	7.4	7.1	8.3	9.3	8.5	9.4	10.4	11.2	13.5	20.5%
Retail*	4.5	4.5	4.5	4.5	4.6	4.9	5.5	6.0	7.1	7.5	7.4	-1.8%
Ground Trans.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.6	0.6	0.5	-17.6%
Visitor Air	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	NA
Other travel**	1.6	1.7	1.7	1.8	1.9	2.1	2.0	2.1	2.1	2.5	2.4	-5.5%
Total	32.8	33.8	34.4	34.2	36.4	39.4	36.9	41.8	47.5	50.0	51.8	3.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	970	1,010	980	950	930	970	830	920	980	960	930	-3.1%
Arts, Ent. & Rec.	420	390	390	340	370	410	370	370	390	410	440	7.3%
Retail*	240	230	230	220	220	220	260	270	270	270	260	-3.7%
Ground Trans.	10	10	10	10	10	10	10	10	10	10	10	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	70	80	80	80	80	80	80	80	80	90	80	-11.1%
Total	1,720	1,730	1,690	1,610	1,610	1,690	1,540	1,650	1,730	1,720	1,720	0.0%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	3.3	3.5	3.5	3.6	3.8	4.0	3.5	4.5	4.7	5.0	5.2	4.9%
State Tax Receipts	5.1	5.4	5.2	5.5	5.8	5.9	5.1	7.0	6.9	7.1	7.6	6.4%
Total	8.4	8.9	8.6	9.1	9.6	10.0	8.5	11.5	11.6	12.1	12.8	5.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Albany County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	578	301	597	308	618	316
Private Home (VFR)	486	173	488	174	491	175
Other Overnight	383	244	389	247	393	250
Total	1,447	719	1,474	729	1,503	741
Party Volume (Thousands)						
Hotel, Motel, STVR	271	143	277	145	283	148
Private Home (VFR)	236	84	237	85	238	85
Other Overnight	167	109	169	110	171	111
Total	674	336	683	340	693	344

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$160	\$312	\$348	\$666	2.2	2.0
Private Home (VFR)	\$69	\$194	\$142	\$400	2.1	2.8
Other Overnight	\$69	\$109	\$159	\$245	2.3	1.6
All Overnight	\$106	\$216	\$231	\$465	2.2	2.0

Big Horn County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$81,822	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$31	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	6%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	18%	54%
STVR	5%	10%
Private home (VFR)	22%	11%
Seasonal Home (2nd Home)	4%	4%
Campground	51%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Big Horn County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	20.9	23.2	23.6	24.3	25.7	25.0	20.5	27.1	29.1	31.7	32.5	2.5%
Other travel*	7.5	6.3	5.5	6.5	7.6	7.3	5.1	8.4	9.0	8.4	8.2	-2.6%
Total	28.4	29.5	29.0	30.8	33.3	32.3	25.7	35.5	38.0	40.1	40.7	1.4%
Direct Earnings (\$Millions)												
Earnings	4.2	4.9	5.1	5.3	5.5	5.9	5.8	6.7	7.4	8.1	10.1	24.4%
Direct Employment (Jobs)												
Employment	280	320	340	370	390	400	350	390	360	370	430	16.2%
Direct Tax Revenue (\$Millions)												
Local	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.5	0.6	0.6	6.0%
State	1.0	1.1	1.1	1.1	1.2	1.2	0.9	1.3	1.3	1.4	1.4	7.3%
Total	1.3	1.4	1.4	1.5	1.5	1.5	1.2	1.7	1.7	1.9	2.1	6.9%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Big Horn County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	20.9	23.2	23.6	24.3	25.7	25.0	20.5	27.1	29.1	31.7	32.5	2.5%
Other travel*	7.5	6.3	5.5	6.5	7.6	7.3	5.1	8.4	9.0	8.4	8.2	-2.6%
Total	28.4	29.5	29.0	30.8	33.3	32.3	25.7	35.5	38.0	40.1	40.7	1.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2.7	2.2	2.1	1.8	2.3	2.0	1.9	4.4	4.8	6.4	6.8	7.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	2.7	3.2	4.7	5.3	11.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	1.7	1.7	1.7	1.6	-6.1%
Campground	8.3	11.9	12.1	13.3	13.1	13.1	11.2	13.4	14.4	15.1	15.3	1.3%
Private Home (VFR)	6.2	5.2	5.5	5.3	6.1	5.7	5.0	5.9	6.4	6.5	6.6	1.1%
Seasonal Home	1.5	1.4	1.4	1.5	1.5	1.5	0.9	1.3	1.3	1.3	1.3	0.0%
Day Travel	2.3	2.5	2.5	2.5	2.7	2.6	1.6	2.0	2.1	2.4	2.4	2.5%
Total	18.3	21.0	21.5	22.5	23.4	23.0	18.6	27.1	29.1	31.7	32.5	2.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.2	2.2	2.2	2.1	2.3	2.2	1.9	3.7	4.1	5.1	5.4	7.5%
Food Service	5.2	5.9	6.2	6.5	6.8	6.8	5.6	6.8	7.1	8.0	8.5	5.5%
Food Stores	2.4	3.0	3.0	3.1	3.1	3.0	2.6	3.1	3.4	3.6	3.7	2.9%
Arts, Ent. & Rec.	3.9	4.8	4.9	5.1	5.2	5.1	4.3	5.0	5.1	5.6	5.3	-6.6%
Retail Sales	3.5	3.9	4.0	4.0	4.1	4.0	3.4	4.1	4.3	4.5	4.8	5.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	3.8	3.5	3.3	3.6	4.2	3.8	2.9	4.5	4.9	4.8	4.8	-0.5%
Total	20.9	23.2	23.6	24.3	25.7	25.0	20.5	27.1	29.1	31.7	32.5	2.5%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Big Horn County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	1.5	1.7	1.8	2.0	2.1	2.4	1.8	2.2	2.1	2.2	2.2	2.5%
Arts, Ent. & Rec.	1.0	1.2	1.2	1.2	1.3	1.2	1.7	2.0	2.4	2.8	4.1	46.7%
Retail*	1.2	1.4	1.5	1.5	1.5	1.5	1.6	1.7	2.1	2.2	2.5	13.5%
Ground Trans.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	4.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.7	0.7	0.8	1.2	39.8%
Total	4.2	4.9	5.1	5.3	5.5	5.9	5.8	6.7	7.4	8.1	10.1	24.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	130	150	160	190	200	220	150	180	150	150	150	0.0%
Arts, Ent. & Rec.	70	80	80	90	100	90	120	120	130	140	190	35.7%
Retail*	50	60	70	60	70	60	60	60	60	60	60	0.0%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	20	20	20	20	20	20	20	20	30	50.0%
Total	280	320	340	370	390	400	350	390	360	370	430	16.2%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.5	0.6	0.6	6.0%
State Tax Receipts	1.0	1.1	1.1	1.1	1.2	1.2	0.9	1.3	1.3	1.4	1.4	7.3%
Total	1.3	1.4	1.4	1.5	1.5	1.5	1.2	1.7	1.7	1.9	2.1	6.9%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Big Horn County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	40	17	54	23	57	24
Private Home (VFR)	71	25	71	25	72	26
Other Overnight	130	52	132	53	134	54
Total	241	94	257	101	262	103
Party Volume (Thousands)						
Hotel, Motel, STVR	16	7	22	9	23	9
Private Home (VFR)	34	12	35	12	35	12
Other Overnight	51	21	51	21	52	22
Total	101	40	108	43	110	43

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$121	\$290	\$303	\$721	2.5	2.4
Private Home (VFR)	\$92	\$258	\$190	\$532	2.1	2.8
Other Overnight	\$124	\$309	\$318	\$771	2.6	2.5
All Overnight	\$115	\$292	\$274	\$692	2.4	2.5

Campbell County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$90,043	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$39	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$8	\$6
Impact of Travel Industry		
Travel Share of Total Employment	4%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	65%	54%
STVR	4%	10%
Private home (VFR)	18%	11%
Seasonal Home (2nd Home)	2%	4%
Campground	10%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Campbell County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	113.6	96.1	83.2	80.8	86.7	99.2	69.8	86.7	105.2	115.1	114.1	-0.9%
Other travel*	32.0	27.6	24.2	27.0	31.7	30.7	21.6	36.0	41.3	40.0	39.3	-1.7%
Total	145.6	123.7	107.4	107.9	118.3	129.8	91.4	122.7	146.5	155.1	153.4	-1.1%
Direct Earnings (\$Millions)												
Earnings	28.3	26.8	27.4	27.4	28.8	31.8	30.6	34.3	40.6	43.6	44.7	2.4%
Direct Employment (Jobs)												
Employment	1,120	1,060	1,090	1,060	1,080	1,180	1,130	1,230	1,300	1,320	1,310	-0.8%
Direct Tax Revenue (\$Millions)												
Local	2.3	2.0	1.7	1.6	1.7	2.0	1.3	1.6	2.5	2.8	2.9	2.8%
State	4.8	4.7	4.3	4.2	4.4	4.8	3.5	4.9	5.3	5.6	5.8	4.2%
Total	7.2	6.7	5.9	5.8	6.1	6.7	4.9	6.5	7.8	8.4	8.7	3.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Campbell County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	113.6	96.1	83.2	80.8	86.7	99.2	69.8	86.7	105.2	115.1	114.1	-0.9%
Other travel*	32.0	27.6	24.2	27.0	31.7	30.7	21.6	36.0	41.3	40.0	39.3	-1.7%
Total	145.6	123.7	107.4	107.9	118.3	129.8	91.4	122.7	146.5	155.1	153.4	-1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	80.4	67.5	54.8	51.6	55.7	67.0	42.6	53.3	68.3	77.0	76.1	-1.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	52.6	66.9	75.0	71.3	-5.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.7	1.4	2.0	4.8	140.3%
Campground	8.9	7.7	7.8	8.8	8.8	9.1	7.7	9.8	10.6	11.3	11.4	1.4%
Private Home (VFR)	19.0	16.3	16.3	16.1	17.5	18.0	15.4	18.1	20.1	20.4	20.3	-0.6%
Seasonal Home	1.4	1.3	1.3	1.4	1.5	1.4	1.4	2.2	2.3	2.3	2.4	1.9%
Day Travel	3.9	3.3	3.1	3.0	3.2	3.6	2.8	3.3	3.9	4.1	3.9	-4.6%
Total	33.2	28.7	28.5	29.3	31.0	32.2	27.2	86.7	105.2	115.1	114.1	-0.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	35.5	31.2	23.2	21.7	22.4	26.4	16.7	22.9	28.4	33.3	35.6	7.1%
Food Service	24.2	21.0	19.8	19.3	21.0	24.9	17.8	19.9	23.9	26.9	26.3	-2.0%
Food Stores	6.7	5.9	5.4	5.2	5.4	6.2	4.9	5.5	6.7	7.3	7.1	-2.4%
Arts, Ent. & Rec.	14.5	12.3	11.6	11.2	11.8	13.5	10.0	11.1	12.7	14.0	13.7	-2.4%
Retail Sales	13.3	11.3	10.5	9.9	10.4	11.8	9.0	10.2	12.0	12.6	10.7	-14.5%
Visitor Air	1.1	1.1	1.2	1.2	1.3	1.3	0.8	2.2	3.6	3.9	4.3	9.4%
Local Tran. & Gas	18.3	13.4	11.6	12.2	14.3	15.1	10.6	15.0	17.9	17.3	16.4	-5.3%
Total	113.6	96.1	83.2	80.8	86.7	99.2	69.8	86.7	105.2	115.1	114.1	-0.9%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Campbell County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	17.0	16.3	16.9	17.2	17.9	19.7	19.0	22.0	25.9	27.5	28.2	2.8%
Arts, Ent. & Rec.	6.4	6.0	6.1	6.1	6.6	7.4	7.3	8.1	9.9	11.0	11.1	0.4%
Retail*	3.0	2.7	2.6	2.4	2.5	2.9	2.8	2.8	3.2	3.4	3.6	3.9%
Ground Trans.	0.7	0.6	0.6	0.5	0.5	0.6	0.4	0.5	0.5	0.6	0.6	2.6%
Visitor Air	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	15.1%
Other travel**	0.9	1.0	1.0	1.0	1.0	1.0	0.9	0.9	1.0	1.0	1.1	9.7%
Total	28.3	26.8	27.4	27.4	28.8	31.8	30.6	34.3	40.6	43.6	44.7	2.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	650	620	640	630	640	680	660	690	740	740	750	1.4%
Arts, Ent. & Rec.	290	270	280	280	280	340	300	370	410	430	390	-9.3%
Retail*	120	110	110	100	100	110	120	120	110	110	120	9.1%
Ground Trans.	20	20	20	20	20	20	10	10	10	10	10	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	40	40	40	40	30	40	40	40	40	40	0.0%
Total	1,120	1,060	1,090	1,060	1,080	1,180	1,130	1,230	1,300	1,320	1,310	-0.8%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	2.3	2.0	1.7	1.6	1.7	2.0	1.3	1.6	2.5	2.8	2.9	2.8%
State Tax Receipts	4.8	4.7	4.3	4.2	4.4	4.8	3.5	4.9	5.3	5.6	5.8	4.2%
Total	7.2	6.7	5.9	5.8	6.1	6.7	4.9	6.5	7.8	8.4	8.7	3.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Campbell County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	506	222	540	237	497	217
Private Home (VFR)	320	114	321	114	323	115
Other Overnight	132	62	137	64	139	65
Total	958	398	998	415	959	397
Party Volume (Thousands)						
Hotel, Motel, STVR	185	81	198	87	181	79
Private Home (VFR)	155	55	156	56	157	56
Other Overnight	53	26	55	27	56	27
Total	394	163	408	169	394	162

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$153	\$351	\$420	\$962	2.7	2.3
Private Home (VFR)	\$63	\$176	\$129	\$363	2.1	2.8
Other Overnight	\$99	\$212	\$246	\$507	2.5	2.1
All Overnight	\$115	\$277	\$280	\$680	2.4	2.4

Carbon County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$132,899	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$34	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	18%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	66%	54%
STVR	2%	10%
Private home (VFR)	6%	11%
Seasonal Home (2nd Home)	7%	4%
Campground	19%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Carbon County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	138.9	150.3	149.7	162.3	184.6	196.7	157.6	217.6	233.4	235.8	224.3	-4.8%
Other travel*	9.9	8.2	7.1	8.3	9.6	9.3	6.5	10.5	11.0	10.3	10.1	-2.6%
Total	148.9	158.4	156.8	170.6	194.2	205.9	164.1	228.2	244.4	246.1	234.4	-4.8%
Direct Earnings (\$Millions)												
Earnings	36.2	40.2	42.7	44.2	45.8	50.0	48.1	62.4	70.9	73.5	75.8	3.2%
Direct Employment (Jobs)												
Employment	1,290	1,400	1,450	1,520	1,510	1,530	1,470	1,760	1,830	1,750	1,720	-1.7%
Direct Tax Revenue (\$Millions)												
Local	3.2	3.7	3.7	3.9	4.2	4.6	4.0	5.5	5.9	7.1	6.9	-2.4%
State	4.2	4.8	4.7	5.1	5.7	6.0	4.8	7.9	8.2	8.2	8.1	-0.6%
Total	7.4	8.4	8.4	9.0	9.9	10.6	8.8	13.4	14.1	15.2	15.0	-1.5%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Carbon County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	138.9	150.3	149.7	162.3	184.6	196.7	157.6	217.6	233.4	235.8	224.3	-4.8%
Other travel*	9.9	8.2	7.1	8.3	9.6	9.3	6.5	10.5	11.0	10.3	10.1	-2.6%
Total	148.9	158.4	156.8	170.6	194.2	205.9	164.1	228.2	244.4	246.1	234.4	-4.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	59.4	73.3	73.3	79.8	97.9	107.3	89.4	130.4	141.6	140.8	132.5	-5.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	128.0	138.5	136.7	127.9	-6.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	2.4	3.1	4.1	4.6	13.3%
Campground	30.5	25.9	26.3	29.4	29.1	30.1	25.5	31.9	34.4	36.7	36.3	-1.1%
Private Home (VFR)	11.6	12.1	11.4	11.7	12.2	12.0	10.7	11.9	12.7	12.9	12.6	-2.6%
Seasonal Home	12.1	11.3	11.0	11.5	11.8	11.8	9.2	14.0	13.6	13.8	13.6	-1.4%
Day Travel	25.4	27.6	27.7	29.8	33.5	35.5	22.8	29.4	31.1	31.7	29.4	-7.2%
Total	79.6	77.0	76.4	82.4	86.7	89.4	68.2	217.6	233.4	235.8	224.3	-4.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	26.4	32.2	31.9	33.6	40.0	44.2	34.4	57.0	62.5	62.3	62.6	0.4%
Food Service	30.3	34.2	35.5	38.9	44.0	48.0	41.0	51.1	54.1	57.3	56.5	-1.5%
Food Stores	12.8	13.7	13.6	14.4	15.3	16.2	13.1	16.4	17.9	18.7	18.3	-2.1%
Arts, Ent. & Rec.	21.8	23.3	23.8	25.6	27.9	29.5	24.1	29.4	30.2	31.6	27.9	-11.8%
Retail Sales	24.5	26.4	26.4	27.9	30.3	31.9	25.4	31.7	33.8	33.8	29.2	-13.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	23.0	20.5	18.5	21.9	27.1	26.8	19.6	32.0	35.0	32.0	29.9	-6.5%
Total	138.9	150.3	149.7	162.3	184.6	196.7	157.6	217.6	233.4	235.8	224.3	-4.8%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Carbon County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	24.1	27.2	29.3	30.8	33.0	36.6	35.6	48.6	56.2	58.2	59.7	2.7%
Arts, Ent. & Rec.	6.0	6.2	6.4	6.3	5.1	5.3	4.3	5.3	4.9	4.8	5.5	13.7%
Retail*	5.1	5.8	6.0	6.1	6.7	7.1	7.1	7.4	8.4	8.8	8.9	0.7%
Ground Trans.	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.5	0.6	0.6	5.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.9	1.0	1.1	3.7%
Total	36.2	40.2	42.7	44.2	45.8	50.0	48.1	62.4	70.9	73.5	75.8	3.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	840	920	950	1,020	1,030	1,040	970	1,240	1,320	1,240	1,220	-1.6%
Arts, Ent. & Rec.	170	170	170	180	140	140	110	140	130	110	120	9.1%
Retail*	240	270	280	280	300	310	350	350	350	350	340	-2.9%
Ground Trans.	10	10	10	10	10	10	10	10	10	10	10	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	30	30	30	30	30	30	30	30	30	40	33.3%
Total	1,290	1,400	1,450	1,520	1,510	1,530	1,470	1,760	1,830	1,750	1,720	-1.7%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	3.2	3.7	3.7	3.9	4.2	4.6	4.0	5.5	5.9	7.1	6.9	-2.4%
State Tax Receipts	4.2	4.8	4.7	5.1	5.7	6.0	4.8	7.9	8.2	8.2	8.1	-0.6%
Total	7.4	8.4	8.4	9.0	9.9	10.6	8.8	13.4	14.1	15.2	15.0	-1.5%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Carbon County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	1,046	566	1,022	552	941	507
Private Home (VFR)	160	57	161	57	162	58
Other Overnight	495	274	505	278	512	282
Total	1,701	898	1,688	888	1,615	847
Party Volume (Thousands)						
Hotel, Motel, STVR	515	279	501	272	460	249
Private Home (VFR)	78	28	78	28	78	28
Other Overnight	208	119	212	120	215	122
Total	800	426	791	420	753	399

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$141	\$261	\$288	\$532	2.0	1.9
Private Home (VFR)	\$78	\$218	\$160	\$450	2.1	2.8
Other Overnight	\$97	\$177	\$232	\$409	2.4	1.8
All Overnight	\$121	\$230	\$259	\$489	2.1	1.9

Converse County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$140,832	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$24	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	5%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	46%	54%
STVR	1%	10%
Private home (VFR)	9%	11%
Seasonal Home (2nd Home)	3%	4%
Campground	40%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Converse County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	48.0	49.2	40.2	46.2	56.8	66.6	43.3	52.1	60.8	68.5	67.7	-1.1%
Other travel*	8.9	7.5	6.5	7.5	8.8	8.4	6.0	9.8	10.4	9.8	9.5	-2.6%
Total	56.9	56.7	46.7	53.7	65.6	75.0	49.3	61.9	71.3	78.3	77.3	-1.3%
Direct Earnings (\$Millions)												
Earnings	13.2	16.1	15.0	13.7	14.7	16.4	16.7	15.6	17.0	16.1	16.4	1.4%
Direct Employment (Jobs)												
Employment	510	620	610	550	580	610	600	540	550	510	500	-2.0%
Direct Tax Revenue (\$Millions)												
Local	1.1	0.9	0.7	0.8	1.1	1.4	0.8	0.9	1.1	1.5	1.5	-0.4%
State	1.8	1.9	1.6	1.8	2.1	2.4	1.6	2.2	2.4	2.6	2.7	2.3%
Total	2.8	2.8	2.3	2.6	3.2	3.7	2.4	3.1	3.5	4.1	4.2	1.3%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Converse County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	48.0	49.2	40.2	46.2	56.8	66.6	43.3	52.1	60.8	68.5	67.7	-1.1%
Other travel*	8.9	7.5	6.5	7.5	8.8	8.4	6.0	9.8	10.4	9.8	9.5	-2.6%
Total	56.9	56.7	46.7	53.7	65.6	75.0	49.3	61.9	71.3	78.3	77.3	-1.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	31.4	21.9	12.9	15.9	25.8	35.5	18.1	20.4	26.8	32.5	31.4	-3.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	19.7	26.2	31.7	30.5	-4.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.8	0.6	0.7	0.9	27.5%
Campground	8.3	19.8	20.2	22.2	22.0	22.2	18.9	23.0	24.7	26.4	26.8	1.5%
Private Home (VFR)	5.7	5.0	4.8	5.6	6.4	6.0	4.1	5.7	6.2	6.3	6.3	-0.9%
Seasonal Home	1.6	1.5	1.5	1.6	1.6	1.6	1.3	1.9	1.9	2.0	2.0	0.7%
Day Travel	1.0	0.9	0.7	0.8	1.1	1.2	0.9	1.0	1.2	1.4	1.3	-3.4%
Total	16.6	27.3	27.3	30.3	31.1	31.1	25.2	52.1	60.8	68.5	67.7	-1.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	13.7	10.6	6.7	8.1	11.6	16.5	8.5	9.9	12.8	16.0	16.2	1.2%
Food Service	10.9	11.7	10.1	11.6	14.3	16.6	11.4	13.1	15.1	17.3	17.6	1.4%
Food Stores	3.4	4.6	4.2	4.6	5.0	5.4	4.2	4.9	5.6	6.2	6.3	0.9%
Arts, Ent. & Rec.	6.9	8.9	8.0	8.9	10.0	11.0	8.0	9.1	9.9	11.1	11.2	1.1%
Retail Sales	6.0	6.9	6.1	6.7	7.7	8.4	6.0	7.1	8.0	8.6	7.6	-11.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	7.1	6.5	5.1	6.2	8.3	8.6	5.3	8.0	9.4	9.3	8.9	-3.9%
Total	48.0	49.2	40.2	46.2	56.8	66.6	43.3	52.1	60.8	68.5	67.7	-1.1%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Converse County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	8.1	8.9	8.0	7.7	8.5	10.0	10.4	9.1	9.9	9.2	9.5	2.8%
Arts, Ent. & Rec.	3.0	4.6	4.6	3.4	3.3	3.1	3.3	3.4	3.6	3.5	3.3	-6.7%
Retail*	1.7	2.2	2.0	2.1	2.4	2.7	2.5	2.6	2.8	2.9	3.0	5.2%
Ground Trans.	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.2	2.3%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.4	0.4	16.1%
Total	13.2	16.1	15.0	13.7	14.7	16.4	16.7	15.6	17.0	16.1	16.4	1.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	290	320	300	280	310	340	360	300	300	270	270	0.0%
Arts, Ent. & Rec.	120	170	180	140	130	110	110	110	120	120	110	-8.3%
Retail*	90	110	110	110	120	140	110	110	110	100	100	0.0%
Ground Trans.	0	0	10	10	0	10	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	20	20	20	20	20	20	20	20	10	10	0.0%
Total	510	620	610	550	580	610	600	540	550	510	500	-2.0%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	1.1	0.9	0.7	0.8	1.1	1.4	0.8	0.9	1.1	1.5	1.5	-0.4%
State Tax Receipts	1.8	1.9	1.6	1.8	2.1	2.4	1.6	2.2	2.4	2.6	2.7	2.3%
Total	2.8	2.8	2.3	2.6	3.2	3.7	2.4	3.1	3.5	4.1	4.2	1.3%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Converse County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	216	93	246	106	230	99
Private Home (VFR)	72	26	72	26	72	26
Other Overnight	180	74	186	76	189	77
Total	468	192	504	207	492	202
Party Volume (Thousands)						
Hotel, Motel, STVR	94	40	107	46	100	43
Private Home (VFR)	35	12	35	12	35	13
Other Overnight	71	30	73	31	74	31
Total	200	83	215	89	209	87

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$136	\$318	\$313	\$731	2.3	2.3
Private Home (VFR)	\$86	\$242	\$178	\$499	2.1	2.8
Other Overnight	\$152	\$373	\$389	\$925	2.6	2.4
All Overnight	\$135	\$329	\$317	\$767	2.3	2.4

Crook County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$115,023	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$38	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	6%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	12%	54%
STVR	14%	10%
Private home (VFR)	10%	11%
Seasonal Home (2nd Home)	6%	4%
Campground	58%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Crook County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	24.4	27.6	26.5	27.9	29.1	29.4	26.2	32.3	30.9	30.6	32.8	7.1%
Other travel*	4.6	3.9	3.4	4.0	4.8	4.6	3.3	5.4	5.6	5.3	5.2	-2.6%
Total	29.0	31.5	29.9	31.9	33.9	34.0	29.5	37.7	36.5	35.9	37.9	5.7%
Direct Earnings (\$Millions)												
Earnings	7.3	8.6	8.2	8.7	8.7	8.9	8.7	9.2	11.2	11.9	12.4	4.9%
Direct Employment (Jobs)												
Employment	350	390	370	370	350	330	280	280	290	300	300	0.0%
Direct Tax Revenue (\$Millions)												
Local	0.4	0.4	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.7	0.8	9.9%
State	0.9	1.1	1.1	1.1	1.2	1.2	1.0	1.4	1.2	1.2	1.3	9.8%
Total	1.3	1.5	1.6	1.7	1.8	1.8	1.6	2.0	1.9	1.9	2.1	9.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Crook County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	24.4	27.6	26.5	27.9	29.1	29.4	26.2	32.3	30.9	30.6	32.8	7.1%
Other travel*	4.6	3.9	3.4	4.0	4.8	4.6	3.3	5.4	5.6	5.3	5.2	-2.6%
Total	29.0	31.5	29.9	31.9	33.9	34.0	29.5	37.7	36.5	35.9	37.9	5.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	5.9	8.6	7.9	7.5	8.3	8.5	9.3	10.6	7.2	6.7	8.4	25.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	8.8	4.4	3.2	3.9	19.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	1.8	2.7	3.5	4.6	31.6%
Campground	13.3	13.7	13.8	15.4	15.3	15.6	13.1	16.6	18.0	18.1	18.5	2.4%
Private Home (VFR)	2.7	2.9	2.5	2.6	2.8	2.8	2.3	2.9	3.1	3.1	3.1	-1.0%
Seasonal Home	1.9	1.8	1.8	1.9	2.0	2.0	1.0	1.5	2.0	2.0	2.0	0.9%
Day Travel	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.7	4.1%
Total	18.5	19.0	18.6	20.4	20.8	21.0	16.9	32.3	30.9	30.6	32.8	7.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	4.3	5.0	4.7	4.7	4.8	5.0	4.9	6.4	5.0	4.9	5.9	19.9%
Food Service	4.8	5.9	5.9	6.2	6.5	6.7	6.2	7.0	6.7	6.9	7.1	3.1%
Food Stores	2.5	2.8	2.8	2.9	2.9	3.0	2.6	3.1	3.3	3.4	3.5	4.8%
Arts, Ent. & Rec.	4.1	4.7	4.7	4.9	5.0	5.1	4.5	5.1	4.9	5.1	5.9	17.3%
Retail Sales	3.7	4.4	4.2	4.3	4.4	4.4	4.0	4.7	4.6	4.5	4.4	-2.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	5.1	4.7	4.1	4.8	5.5	5.2	3.9	6.1	6.4	5.8	5.9	1.1%
Total	24.4	27.6	26.5	27.9	29.1	29.4	26.2	32.3	30.9	30.6	32.8	7.1%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Crook County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	4.5	5.3	4.9	5.3	5.2	5.1	4.8	4.9	5.8	5.8	6.3	7.1%
Arts, Ent. & Rec.	1.4	1.6	1.6	1.8	1.8	2.0	2.0	2.2	2.7	3.1	2.8	-9.5%
Retail*	1.2	1.4	1.4	1.4	1.4	1.5	1.6	1.8	2.2	2.5	2.8	15.1%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.4	0.4	0.5	19.4%
Total	7.3	8.6	8.2	8.7	8.7	8.9	8.7	9.2	11.2	11.9	12.4	4.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	240	270	240	250	220	210	160	160	160	160	170	6.3%
Arts, Ent. & Rec.	50	50	50	50	50	50	50	50	60	60	50	-16.7%
Retail*	50	70	70	60	60	60	60	60	60	60	60	0.0%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	10	10	10	0.0%
Total	350	390	370	370	350	330	280	280	290	300	300	0.0%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.4	0.4	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.7	0.8	9.9%
State Tax Receipts	0.9	1.1	1.1	1.1	1.2	1.2	1.0	1.4	1.2	1.2	1.3	9.8%
Total	1.3	1.5	1.6	1.7	1.8	1.8	1.6	2.0	1.9	1.9	2.1	9.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Crook County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	57	24	52	21	66	27
Private Home (VFR)	53	19	53	19	53	19
Other Overnight	206	89	200	87	204	89
Total	317	132	306	128	323	134
Party Volume (Thousands)						
Hotel, Motel, STVR	22	9	20	8	24	10
Private Home (VFR)	26	9	26	9	26	9
Other Overnight	82	37	79	36	81	36
Total	130	55	125	53	131	56

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$128	\$315	\$348	\$847	2.7	2.5
Private Home (VFR)	\$58	\$163	\$120	\$337	2.1	2.8
Other Overnight	\$101	\$232	\$254	\$564	2.5	2.3
All Overnight	\$99	\$239	\$245	\$577	2.5	2.4

Fremont County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$98,399	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$51	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	6%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	33%	54%
STVR	9%	10%
Private home (VFR)	21%	11%
Seasonal Home (2nd Home)	7%	4%
Campground	30%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Fremont County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	103.5	111.1	104.3	108.8	109.6	113.8	99.3	130.7	137.5	138.0	144.2	4.4%
Other travel*	26.8	22.3	19.5	22.9	26.7	26.0	18.2	30.1	33.4	32.2	31.5	-2.0%
Total	130.3	133.5	123.8	131.7	136.4	139.8	117.5	160.8	171.0	170.2	175.7	3.2%
Direct Earnings (\$Millions)												
Earnings	42.2	44.6	43.2	43.3	44.5	48.0	49.5	53.9	62.1	69.3	73.8	6.4%
Direct Employment (Jobs)												
Employment	1,420	1,520	1,480	1,420	1,410	1,450	1,410	1,430	1,500	1,540	1,550	0.6%
Direct Tax Revenue (\$Millions)												
Local	1.4	2.3	2.1	2.2	2.2	2.3	2.0	2.7	3.2	3.3	3.4	4.6%
State	4.2	4.6	4.4	4.6	4.7	4.8	4.0	5.7	5.7	5.7	6.1	6.1%
Total	5.6	6.9	6.5	6.8	6.8	7.1	6.0	8.5	9.0	9.0	9.5	5.6%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Fremont County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	103.5	111.1	104.3	108.8	109.6	113.8	99.3	130.7	137.5	138.0	144.2	4.4%
Other travel*	26.8	22.3	19.5	22.9	26.7	26.0	18.2	30.1	33.4	32.2	31.5	-2.0%
Total	130.3	133.5	123.8	131.7	136.4	139.8	117.5	160.8	171.0	170.2	175.7	3.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	36.0	46.3	41.8	41.7	41.5	43.9	39.1	54.7	55.6	55.4	59.2	6.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	48.3	45.3	42.3	46.0	8.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	6.4	10.3	13.1	13.2	0.6%
Campground	33.0	29.8	30.2	33.8	33.5	34.5	29.2	37.2	40.2	40.3	42.0	4.2%
Private Home (VFR)	25.3	26.1	23.7	24.4	25.4	26.1	22.3	26.3	28.5	29.0	29.3	1.0%
Seasonal Home	6.8	6.4	6.3	6.5	6.8	6.8	6.1	9.4	9.9	10.0	10.3	3.1%
Day Travel	2.4	2.5	2.4	2.4	2.5	2.6	2.5	3.1	3.3	3.3	3.4	2.6%
Total	67.5	64.8	62.5	67.1	68.2	69.9	60.2	130.7	137.5	138.0	144.2	4.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	18.2	21.9	19.7	20.6	20.3	21.0	17.8	27.9	28.6	28.2	30.2	7.2%
Food Service	24.0	27.2	26.4	27.3	27.5	29.5	26.3	31.3	32.8	34.6	36.5	5.6%
Food Stores	8.4	9.0	8.6	8.7	8.5	9.0	8.3	10.0	11.0	11.3	11.7	2.9%
Arts, Ent. & Rec.	19.0	20.1	19.6	20.2	19.9	20.7	18.6	22.0	22.5	23.3	26.6	14.2%
Retail Sales	15.7	16.8	15.8	16.0	15.7	16.3	14.8	17.7	18.8	18.7	16.9	-9.5%
Visitor Air	1.1	1.1	1.1	1.2	1.2	1.3	0.8	1.7	2.0	1.9	2.3	26.7%
Local Tran. & Gas	17.2	15.1	13.0	14.7	16.5	16.1	12.8	20.1	22.0	20.1	19.9	-1.0%
Total	103.5	111.1	104.3	108.8	109.6	113.8	99.3	130.7	137.5	138.0	144.2	4.4%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Fremont County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	19.0	20.8	20.1	20.8	21.8	21.7	20.7	21.8	23.3	24.8	25.1	1.1%
Arts, Ent. & Rec.	17.3	17.4	16.9	16.3	16.5	18.7	20.8	22.9	28.2	32.8	35.9	9.2%
Retail*	4.1	4.5	4.4	4.3	4.3	4.9	5.6	6.0	7.0	7.3	7.8	7.0%
Ground Trans.	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.6	21.1%
Visitor Air	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.4	0.4	0.3	0.4	27.0%
Other travel**	1.3	1.3	1.3	1.3	1.4	2.2	2.0	2.5	2.9	3.5	4.0	12.8%
Total	42.2	44.6	43.2	43.3	44.5	48.0	49.5	53.9	62.1	69.3	73.8	6.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	840	920	890	870	880	880	800	770	780	780	750	-3.8%
Arts, Ent. & Rec.	370	370	350	320	300	310	320	360	420	450	470	4.4%
Retail*	170	190	190	170	170	190	220	230	230	230	230	0.0%
Ground Trans.	10	10	10	10	10	10	10	10	10	10	10	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	40	40	40	40	40	60	60	60	70	80	90	12.5%
Total	1,420	1,520	1,480	1,420	1,410	1,450	1,410	1,430	1,500	1,540	1,550	0.6%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	1.4	2.3	2.1	2.2	2.2	2.3	2.0	2.7	3.2	3.3	3.4	4.6%
State Tax Receipts	4.2	4.6	4.4	4.6	4.7	4.8	4.0	5.7	5.7	5.7	6.1	6.1%
Total	5.6	6.9	6.5	6.8	6.8	7.1	6.0	8.5	9.0	9.0	9.5	5.6%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Fremont County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	336	145	331	142	341	146
Private Home (VFR)	379	135	381	136	383	137
Other Overnight	471	238	451	231	458	234
Total	1,186	517	1,163	508	1,182	517
Party Volume (Thousands)						
Hotel, Motel, STVR	120	52	118	50	121	52
Private Home (VFR)	184	66	185	66	186	66
Other Overnight	193	101	186	99	188	100
Total	498	218	488	215	496	218

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$173	\$406	\$488	\$1,140	2.8	2.3
Private Home (VFR)	\$76	\$214	\$158	\$442	2.1	2.8
Other Overnight	\$114	\$223	\$277	\$523	2.4	2.0
All Overnight	\$119	\$272	\$284	\$645	2.4	2.3

Goshen County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$106,646	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$24	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	3%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	19%	54%
STVR	3%	10%
Private home (VFR)	30%	11%
Seasonal Home (2nd Home)	2%	4%
Campground	45%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Goshen County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	20.9	21.7	21.1	20.4	23.9	25.4	17.6	22.5	23.8	25.7	25.6	-0.4%
Other travel*	8.6	7.1	6.1	7.3	8.7	8.4	5.9	9.5	9.6	9.0	8.8	-2.6%
Total	29.5	28.8	27.3	27.8	32.6	33.8	23.5	31.9	33.4	34.7	34.4	-1.0%
Direct Earnings (\$Millions)												
Earnings	4.7	5.2	5.4	5.0	6.0	6.2	5.4	6.0	6.7	6.5	6.1	-5.3%
Direct Employment (Jobs)												
Employment	290	300	310	280	320	320	270	300	290	280	250	-10.7%
Direct Tax Revenue (\$Millions)												
Local	0.4	0.4	0.4	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.5	1.1%
State	1.1	1.2	1.1	1.2	1.3	1.3	1.0	1.3	1.2	1.2	1.3	5.4%
Total	1.5	1.6	1.5	1.5	1.7	1.8	1.3	1.7	1.6	1.7	1.8	4.2%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Goshen County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	20.9	21.7	21.1	20.4	23.9	25.4	17.6	22.5	23.8	25.7	25.6	-0.4%
Other travel*	8.6	7.1	6.1	7.3	8.7	8.4	5.9	9.5	9.6	9.0	8.8	-2.6%
Total	29.5	28.8	27.3	27.8	32.6	33.8	23.5	31.9	33.4	34.7	34.4	-1.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	6.5	5.7	5.2	3.6	5.3	6.8	2.9	3.8	4.3	5.2	5.4	2.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	3.5	3.8	4.5	4.6	1.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.3	0.5	0.7	0.8	9.5%
Campground	5.6	7.7	7.8	8.8	8.8	9.0	7.6	9.6	10.4	11.1	11.0	-0.5%
Private Home (VFR)	6.9	6.4	6.3	6.2	7.8	7.5	5.8	7.2	7.4	7.5	7.3	-2.1%
Seasonal Home	0.9	0.8	0.8	0.8	0.9	0.9	0.5	0.7	0.6	0.6	0.6	-1.0%
Day Travel	1.0	1.0	1.0	1.0	1.2	1.2	0.9	1.1	1.2	1.3	1.3	-1.1%
Total	14.4	16.0	16.0	16.8	18.6	18.6	14.8	22.5	23.8	25.7	25.6	-0.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.3	3.2	2.9	2.4	3.0	3.6	1.8	2.5	2.8	3.3	3.5	4.4%
Food Service	5.0	5.4	5.5	5.3	6.3	6.8	4.8	5.7	6.0	6.7	6.8	1.0%
Food Stores	1.8	2.1	2.1	2.0	2.2	2.3	1.8	2.2	2.4	2.6	2.7	2.8%
Arts, Ent. & Rec.	3.2	3.7	3.7	3.7	4.0	4.2	3.2	3.8	3.9	4.3	4.1	-3.6%
Retail Sales	3.2	3.4	3.4	3.2	3.6	3.8	2.9	3.5	3.7	3.8	3.6	-4.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	4.4	3.9	3.6	3.8	4.8	4.7	3.1	4.8	5.2	5.0	5.0	-1.0%
Total	20.9	21.7	21.1	20.4	23.9	25.4	17.6	22.5	23.8	25.7	25.6	-0.4%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Goshen County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	2.5	2.7	2.9	2.7	3.5	3.5	2.9	3.5	4.2	4.0	3.9	-3.6%
Arts, Ent. & Rec.	0.9	1.1	1.1	1.0	1.1	1.2	1.0	1.1	1.0	0.9	1.0	10.1%
Retail*	0.7	0.8	0.9	0.8	0.9	1.0	0.9	0.9	1.0	1.0	0.8	-20.8%
Ground Trans.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	4.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4	-18.9%
Total	4.7	5.2	5.4	5.0	6.0	6.2	5.4	6.0	6.7	6.5	6.1	-5.3%
Direct Employment (Jobs)												
Accom. & Food Serv.	180	180	190	180	210	210	170	190	220	210	180	-14.3%
Arts, Ent. & Rec.	50	50	50	40	50	50	40	40	30	30	30	0.0%
Retail*	40	50	50	40	50	50	50	50	30	30	30	0.0%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	20	20	20	10	10	10	10	10	10	0.0%
Total	290	300	310	280	320	320	270	300	290	280	250	-10.7%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.4	0.4	0.4	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.5	1.1%
State Tax Receipts	1.1	1.2	1.1	1.2	1.3	1.3	1.0	1.3	1.2	1.2	1.3	5.4%
Total	1.5	1.6	1.5	1.5	1.7	1.8	1.3	1.7	1.6	1.7	1.8	4.2%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Goshen County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	34	14	39	17	40	17
Private Home (VFR)	109	39	109	39	110	39
Other Overnight	89	35	93	36	95	37
Total	232	88	241	92	245	93
Party Volume (Thousands)						
Hotel, Motel, STVR	14	6	17	7	17	7
Private Home (VFR)	53	19	53	19	53	19
Other Overnight	35	14	36	14	37	15
Total	102	39	106	40	107	41

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$133	\$314	\$318	\$748	2.4	2.4
Private Home (VFR)	\$67	\$187	\$137	\$385	2.1	2.8
Other Overnight	\$123	\$315	\$317	\$792	2.6	2.6
All Overnight	\$99	\$261	\$227	\$595	2.3	2.6

Hot Springs County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$112,494	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$32	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	8%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	30%	54%
STVR	15%	10%
Private home (VFR)	9%	11%
Seasonal Home (2nd Home)	4%	4%
Campground	42%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Hot Springs County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	19.4	21.5	21.3	22.1	21.5	24.2	18.1	26.0	26.5	27.5	27.1	-1.4%
Other travel*	3.0	2.5	2.1	2.5	2.9	2.8	1.9	3.1	3.5	3.3	3.2	-2.6%
Total	22.4	23.9	23.5	24.7	24.5	27.1	20.1	29.1	30.0	30.8	30.3	-1.6%
Direct Earnings (\$Millions)												
Earnings	6.4	7.1	7.3	7.1	6.7	7.1	6.9	8.1	8.9	8.9	8.6	-3.1%
Direct Employment (Jobs)												
Employment	270	300	300	290	250	250	240	270	280	270	250	-7.4%
Direct Tax Revenue (\$Millions)												
Local	0.4	0.5	0.5	0.6	0.6	0.7	0.5	0.8	0.8	0.8	0.8	0.8%
State	0.7	0.8	0.8	0.8	0.8	0.9	0.7	1.0	1.0	1.1	1.1	3.6%
Total	1.1	1.3	1.3	1.4	1.4	1.6	1.2	1.8	1.8	1.8	1.9	2.4%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Hot Springs County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	19.4	21.5	21.3	22.1	21.5	24.2	18.1	26.0	26.5	27.5	27.1	-1.4%
Other travel*	3.0	2.5	2.1	2.5	2.9	2.8	1.9	3.1	3.5	3.3	3.2	-2.6%
Total	22.4	23.9	23.5	24.7	24.5	27.1	20.1	29.1	30.0	30.8	30.3	-1.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	7.8	9.5	9.5	9.2	8.7	10.7	7.7	12.2	11.3	11.5	11.5	0.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	10.8	8.8	8.1	7.7	-5.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	1.4	2.6	3.4	3.8	12.4%
Campground	7.4	7.5	7.6	8.6	8.6	8.9	7.5	9.5	10.3	11.0	10.8	-2.1%
Private Home (VFR)	2.0	2.1	2.0	2.0	2.0	2.2	1.4	2.0	2.3	2.3	2.2	-4.0%
Seasonal Home	0.8	0.7	0.7	0.8	0.8	0.8	0.5	0.8	1.1	1.1	1.1	-2.3%
Day Travel	1.4	1.6	1.6	1.6	1.5	1.7	1.0	1.4	1.4	1.5	1.4	-3.6%
Total	11.6	11.9	11.9	12.9	12.9	13.6	10.4	26.0	26.5	27.5	27.1	-1.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	4.1	4.9	4.8	5.0	4.6	5.4	3.8	6.4	6.7	6.8	7.2	4.6%
Food Service	4.4	5.2	5.4	5.5	5.3	6.2	4.9	6.4	6.2	6.8	6.7	-0.9%
Food Stores	1.7	1.9	1.9	1.9	1.8	2.0	1.6	2.1	2.2	2.4	2.5	2.3%
Arts, Ent. & Rec.	3.0	3.3	3.4	3.5	3.4	3.7	2.9	3.7	3.6	3.9	3.6	-7.3%
Retail Sales	2.8	3.1	3.1	3.1	2.9	3.3	2.5	3.3	3.3	3.4	3.1	-10.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	3.4	3.1	2.8	3.2	3.5	3.6	2.4	4.1	4.4	4.2	4.1	-1.7%
Total	19.4	21.5	21.3	22.1	21.5	24.2	18.1	26.0	26.5	27.5	27.1	-1.4%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Hot Springs County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	3.1	3.5	3.7	3.3	2.9	3.0	2.9	3.4	3.8	3.5	3.3	-4.2%
Arts, Ent. & Rec.	2.5	2.7	2.6	2.8	2.8	3.1	3.0	3.6	3.8	4.2	3.9	-6.1%
Retail*	0.6	0.8	0.8	0.8	0.7	0.8	0.8	0.9	1.0	1.0	1.1	11.2%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	4.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	6.8%
Total	6.4	7.1	7.3	7.1	6.7	7.1	6.9	8.1	8.9	8.9	8.6	-3.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	160	180	190	170	140	140	140	150	160	150	140	-6.7%
Arts, Ent. & Rec.	60	70	60	70	60	60	60	70	80	80	70	-12.5%
Retail*	40	40	40	40	40	40	40	40	30	30	30	0.0%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	20	10	10	0.0%
Total	270	300	300	290	250	250	240	270	280	270	250	-7.4%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.4	0.5	0.5	0.6	0.6	0.7	0.5	0.8	0.8	0.8	0.8	0.8%
State Tax Receipts	0.7	0.8	0.8	0.8	0.8	0.9	0.7	1.0	1.0	1.1	1.1	3.6%
Total	1.1	1.3	1.3	1.4	1.4	1.6	1.2	1.8	1.8	1.8	1.9	2.4%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Hot Springs County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	75	31	76	32	77	32
Private Home (VFR)	35	12	35	12	35	13
Other Overnight	104	45	108	47	110	47
Total	214	89	220	91	222	92
Party Volume (Thousands)						
Hotel, Motel, STVR	30	13	30	13	30	12
Private Home (VFR)	17	6	17	6	17	6
Other Overnight	41	19	43	19	44	19
Total	89	37	90	38	91	38

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$150	\$363	\$386	\$925	2.6	2.4
Private Home (VFR)	\$64	\$179	\$131	\$368	2.1	2.8
Other Overnight	\$108	\$251	\$273	\$613	2.5	2.3
All Overnight	\$116	\$280	\$283	\$676	2.5	2.4

Johnson County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$96,963	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$33	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	9%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	40%	54%
STVR	6%	10%
Private home (VFR)	6%	11%
Seasonal Home (2nd Home)	4%	4%
Campground	44%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Johnson County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	46.3	44.8	43.2	47.7	49.8	51.2	41.6	57.2	59.9	58.2	59.1	1.7%
Other travel*	5.5	4.6	4.0	4.7	5.5	5.3	3.8	6.1	6.7	6.3	6.1	-2.6%
Total	51.7	49.3	47.2	52.4	55.3	56.5	45.4	63.3	66.6	64.5	65.3	1.3%
Direct Earnings (\$Millions)												
Earnings	13.4	14.0	14.5	14.3	15.2	15.0	13.0	15.4	18.7	19.5	19.3	-1.0%
Direct Employment (Jobs)												
Employment	630	630	630	620	630	630	530	600	640	680	620	-8.8%
Direct Tax Revenue (\$Millions)												
Local	0.8	0.8	0.8	0.9	0.9	1.2	1.0	1.4	1.1	1.0	1.2	13.7%
State	1.5	1.6	1.5	1.7	1.7	1.8	1.4	2.2	2.3	2.2	2.3	4.2%
Total	2.4	2.4	2.3	2.5	2.6	3.0	2.4	3.7	3.3	3.2	3.4	7.3%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Johnson County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	46.3	44.8	43.2	47.7	49.8	51.2	41.6	57.2	59.9	58.2	59.1	1.7%
Other travel*	5.5	4.6	4.0	4.7	5.5	5.3	3.8	6.1	6.7	6.3	6.1	-2.6%
Total	51.7	49.3	47.2	52.4	55.3	56.5	45.4	63.3	66.6	64.5	65.3	1.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	22.5	21.7	20.0	22.0	24.0	24.7	19.2	28.7	29.2	25.8	26.4	2.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	26.5	26.9	22.2	22.8	2.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	2.2	2.3	3.6	3.7	2.2%
Campground	17.6	17.2	17.5	19.6	19.5	20.2	17.1	21.4	23.1	24.8	25.2	1.6%
Private Home (VFR)	3.3	3.0	3.0	3.1	3.3	3.2	2.6	3.3	3.7	3.7	3.7	-2.1%
Seasonal Home	1.7	1.7	1.6	1.7	1.8	1.8	1.5	2.3	2.2	2.3	2.3	0.4%
Day Travel	1.2	1.2	1.1	1.3	1.3	1.4	1.2	1.6	1.7	1.6	1.6	-0.9%
Total	23.8	23.1	23.2	25.7	25.8	26.5	22.4	57.2	59.9	58.2	59.1	1.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	11.5	11.2	10.4	11.1	11.4	11.7	8.6	14.3	14.4	13.6	14.3	5.2%
Food Service	10.4	10.5	10.6	11.9	12.4	13.2	11.4	14.2	14.9	15.0	14.7	-2.2%
Food Stores	3.9	4.0	3.9	4.2	4.2	4.4	3.9	4.8	5.2	5.4	5.5	2.8%
Arts, Ent. & Rec.	7.2	7.2	7.2	7.9	8.0	8.3	7.0	8.5	8.7	8.9	10.1	14.0%
Retail Sales	6.1	6.1	6.0	6.4	6.5	6.7	5.7	7.1	7.5	7.3	6.6	-9.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	7.1	5.8	5.1	6.1	7.2	6.9	5.1	8.4	9.2	8.1	8.0	-1.2%
Total	46.3	44.8	43.2	47.7	49.8	51.2	41.6	57.2	59.9	58.2	59.1	1.7%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Johnson County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	7.0	7.2	7.4	7.3	7.8	8.0	6.4	7.9	8.9	8.8	8.5	-3.5%
Arts, Ent. & Rec.	4.5	4.8	5.1	4.9	5.3	4.7	4.2	5.1	6.9	7.7	7.7	0.2%
Retail*	1.6	1.7	1.8	1.8	1.8	1.9	2.0	2.1	2.5	2.7	2.8	4.0%
Ground Trans.	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	4.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.3	-4.0%
Total	13.4	14.0	14.5	14.3	15.2	15.0	13.0	15.4	18.7	19.5	19.3	-1.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	390	380	380	370	390	390	310	360	370	380	340	-10.5%
Arts, Ent. & Rec.	120	120	130	120	120	110	110	120	150	180	170	-5.6%
Retail*	110	110	110	110	110	110	110	110	110	110	110	0.0%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	10	10	10	10	10	10	10	10	10	0.0%
Total	630	630	630	620	630	630	530	600	640	680	620	-8.8%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.8	0.8	0.8	0.9	0.9	1.2	1.0	1.4	1.1	1.0	1.2	13.7%
State Tax Receipts	1.5	1.6	1.5	1.7	1.7	1.8	1.4	2.2	2.3	2.2	2.3	4.2%
Total	2.4	2.4	2.3	2.5	2.6	3.0	2.4	3.7	3.3	3.2	3.4	7.3%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Johnson County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	236	101	199	85	203	86
Private Home (VFR)	48	17	49	17	49	17
Other Overnight	202	86	210	89	214	90
Total	487	204	458	191	465	193
Party Volume (Thousands)						
Hotel, Motel, STVR	101	43	84	36	85	36
Private Home (VFR)	23	8	24	8	24	8
Other Overnight	80	35	83	36	84	37
Total	205	87	191	80	193	81

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$131	\$308	\$310	\$730	2.4	2.4
Private Home (VFR)	\$75	\$210	\$154	\$432	2.1	2.8
Other Overnight	\$128	\$305	\$326	\$749	2.5	2.4
All Overnight	\$124	\$297	\$298	\$707	2.4	2.4

Laramie County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$111,260	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$30	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	4%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	48%	54%
STVR	8%	10%
Private home (VFR)	24%	11%
Seasonal Home (2nd Home)	1%	4%
Campground	19%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Laramie County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	282.3	267.9	270.0	291.7	309.2	317.5	246.2	349.6	372.1	388.4	388.0	-0.1%
Other travel*	61.7	52.1	45.3	54.7	64.9	62.7	44.4	71.3	80.1	74.5	75.9	1.9%
Total	344.0	320.1	315.3	346.4	374.1	380.2	290.5	421.0	452.2	462.9	463.9	0.2%
Direct Earnings (\$Millions)												
Earnings	59.9	62.8	65.2	65.4	69.9	75.3	71.1	90.0	104.8	109.9	115.0	4.7%
Direct Employment (Jobs)												
Employment	2,820	2,890	2,890	2,940	3,020	3,090	2,850	3,290	3,520	3,610	3,640	0.8%
Direct Tax Revenue (\$Millions)												
Local	7.0	6.8	7.0	7.4	8.3	8.7	6.4	9.5	9.9	10.6	10.6	-0.6%
State	11.3	11.7	11.6	12.5	13.1	13.4	10.4	15.5	15.6	16.2	16.7	3.1%
Total	18.4	18.5	18.6	20.0	21.4	22.1	16.8	25.0	25.5	26.8	27.2	1.6%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Laramie County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	282.3	267.9	270.0	291.7	309.2	317.5	246.2	349.6	372.1	388.4	388.0	-0.1%
Other travel*	61.7	52.1	45.3	54.7	64.9	62.7	44.4	71.3	80.1	74.5	75.9	1.9%
Total	344.0	320.1	315.3	346.4	374.1	380.2	290.5	421.0	452.2	462.9	463.9	0.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	118.4	108.2	108.6	117.3	127.8	133.8	99.7	146.3	153.6	164.8	163.8	-0.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	137.3	139.8	146.1	139.8	-4.3%
STVR**	NA	NA	NA	NA	NA	NA	NA	8.9	13.8	18.7	24.0	28.6%
Campground	34.1	37.1	37.5	42.3	42.1	43.5	37.6	49.9	54.2	55.1	56.1	1.7%
Private Home (VFR)	57.0	53.6	54.2	57.5	60.4	60.0	42.1	61.9	68.1	68.6	68.7	0.2%
Seasonal Home	1.6	1.5	1.5	1.5	1.6	1.6	1.8	2.6	2.1	2.0	2.2	9.2%
Day Travel	71.2	67.5	68.3	73.2	77.2	78.6	64.9	89.0	94.0	97.9	97.2	-0.7%
Total	163.9	159.7	161.4	174.4	181.3	183.7	146.4	349.6	372.1	388.4	388.0	-0.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	49.6	47.2	47.6	50.8	53.9	57.6	38.7	65.5	69.3	74.7	73.8	-1.2%
Food Service	67.3	66.8	70.0	75.9	80.2	84.2	68.0	88.9	93.2	102.1	105.4	3.2%
Food Stores	19.1	19.0	19.1	20.0	20.5	21.1	17.9	23.4	25.5	27.2	27.5	1.0%
Arts, Ent. & Rec.	36.9	36.3	37.4	39.8	41.0	42.0	34.7	44.2	45.0	48.4	49.2	1.8%
Retail Sales	53.8	52.5	53.1	55.6	56.6	57.6	47.1	62.9	66.7	68.4	64.3	-6.0%
Visitor Air	1.4	1.4	1.5	1.6	1.7	1.7	1.1	0.4	2.1	1.1	2.9	159.9%
Local Tran. & Gas	54.2	44.7	41.4	47.9	55.3	53.2	38.6	64.4	70.3	66.5	64.9	-2.4%
Total	282.3	267.9	270.0	291.7	309.2	317.5	246.2	349.6	372.1	388.4	388.0	-0.1%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Laramie County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	32.7	34.3	34.9	34.4	36.3	39.9	37.3	47.1	55.1	55.3	55.8	0.9%
Arts, Ent. & Rec.	11.8	12.6	13.8	14.3	16.4	17.5	16.0	19.1	22.7	25.2	29.1	15.1%
Retail*	11.0	11.3	11.8	11.9	12.2	12.6	13.1	14.3	16.8	18.0	18.2	1.0%
Ground Trans.	1.5	1.5	1.5	1.5	1.5	1.5	1.2	1.6	1.9	2.0	2.0	3.2%
Visitor Air	0.3	0.3	0.3	0.3	0.3	0.3	0.2	1.9	1.8	1.5	1.8	19.8%
Other travel**	2.7	3.0	2.9	3.0	3.2	3.5	3.3	5.9	6.5	7.9	8.1	3.4%
Total	59.9	62.8	65.2	65.4	69.9	75.3	71.1	90.0	104.8	109.9	115.0	4.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,460	1,510	1,460	1,470	1,470	1,520	1,360	1,640	1,800	1,840	1,810	-1.6%
Arts, Ent. & Rec.	720	750	780	830	910	920	820	930	1,000	1,030	1,080	4.9%
Retail*	480	470	480	470	480	480	510	520	540	540	540	0.0%
Ground Trans.	50	50	50	50	50	50	40	40	40	40	40	0.0%
Visitor Air	10	10	10	10	10	10	0	20	10	10	10	0.0%
Other travel**	110	120	110	110	120	120	120	140	130	160	160	0.0%
Total	2,820	2,890	2,890	2,940	3,020	3,090	2,850	3,290	3,520	3,610	3,640	0.8%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	7.0	6.8	7.0	7.4	8.3	8.7	6.4	9.5	9.9	10.6	10.6	-0.6%
State Tax Receipts	11.3	11.7	11.6	12.5	13.1	13.4	10.4	15.5	15.6	16.2	16.7	3.1%
Total	18.4	18.5	18.6	20.0	21.4	22.1	16.8	25.0	25.5	26.8	27.2	1.6%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Laramie County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	1,053	555	1,121	584	1,121	576
Private Home (VFR)	1,028	367	1,033	368	1,039	371
Other Overnight	503	186	487	181	496	184
Total	2,585	1,107	2,641	1,133	2,656	1,130
Party Volume (Thousands)						
Hotel, Motel, STVR	500	267	526	278	516	270
Private Home (VFR)	499	178	502	179	505	180
Other Overnight	193	73	187	71	191	72
Total	1,193	517	1,214	528	1,211	522

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$146	\$284	\$317	\$606	2.2	1.9
Private Home (VFR)	\$66	\$185	\$136	\$382	2.1	2.8
Other Overnight	\$118	\$317	\$306	\$809	2.6	2.7
All Overnight	\$109	\$257	\$240	\$557	2.2	2.3

Lincoln County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$139,805	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$33	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	5%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	32%	54%
STVR	19%	10%
Private home (VFR)	20%	11%
Seasonal Home (2nd Home)	14%	4%
Campground	15%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Lincoln County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	45.6	49.1	49.9	54.4	60.2	55.9	50.3	73.4	74.7	82.2	85.3	3.8%
Other travel*	11.6	9.8	8.5	10.4	12.5	12.0	8.6	14.1	15.6	14.7	14.3	-2.6%
Total	57.2	58.9	58.4	64.9	72.6	67.9	59.0	87.5	90.3	96.9	99.6	2.8%
Direct Earnings (\$Millions)												
Earnings	13.5	15.4	16.0	17.1	16.8	18.0	17.8	19.8	22.2	26.0	28.1	8.1%
Direct Employment (Jobs)												
Employment	500	570	570	590	570	580	560	570	580	640	680	6.3%
Direct Tax Revenue (\$Millions)												
Local	0.6	0.7	0.8	0.9	1.0	0.9	0.9	1.3	1.3	1.8	2.0	9.7%
State	2.0	2.2	2.2	2.4	2.6	2.5	2.1	3.3	3.2	3.5	3.8	8.8%
Total	2.6	3.0	3.0	3.3	3.5	3.4	3.0	4.5	4.6	5.3	5.8	9.1%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Lincoln County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	45.6	49.1	49.9	54.4	60.2	55.9	50.3	73.4	74.7	82.2	85.3	3.8%
Other travel*	11.6	9.8	8.5	10.4	12.5	12.0	8.6	14.1	15.6	14.7	14.3	-2.6%
Total	57.2	58.9	58.4	64.9	72.6	67.9	59.0	87.5	90.3	96.9	99.6	2.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	8.8	11.2	12.5	14.6	18.0	15.1	17.2	28.8	29.5	35.4	39.1	10.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	18.8	18.8	22.5	24.6	9.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	10.0	10.7	12.9	14.5	12.1%
Campground	8.1	8.2	8.3	9.4	9.3	9.7	8.2	10.4	11.2	12.0	11.9	-0.8%
Private Home (VFR)	11.7	12.6	12.1	12.7	13.7	12.6	10.9	13.7	15.4	15.7	15.4	-2.0%
Seasonal Home	9.3	8.9	8.7	9.0	9.6	9.6	8.2	12.6	10.8	10.9	10.7	-1.5%
Day Travel	7.7	8.2	8.3	8.7	9.4	9.0	5.8	7.9	7.7	8.3	8.2	-0.2%
Total	36.8	37.9	37.3	39.8	42.1	40.8	33.1	73.4	74.7	82.2	85.3	3.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	4.4	5.4	5.9	7.2	8.5	7.3	7.8	14.8	16.3	19.3	22.4	15.7%
Food Service	11.4	13.0	13.7	14.7	16.1	15.5	13.8	18.1	17.9	20.5	21.2	3.6%
Food Stores	4.5	4.9	4.9	5.1	5.3	5.2	4.6	6.1	6.1	6.7	7.0	3.6%
Arts, Ent. & Rec.	7.4	8.2	8.4	8.9	9.4	9.0	8.1	10.4	9.9	11.1	10.5	-5.6%
Retail Sales	7.7	8.4	8.5	8.8	9.3	8.7	7.7	10.0	10.2	10.8	10.5	-2.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	10.2	9.2	8.4	9.7	11.5	10.3	8.3	14.1	14.2	13.8	13.8	-0.1%
Total	45.6	49.1	49.9	54.4	60.2	55.9	50.3	73.4	74.7	82.2	85.3	3.8%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Lincoln County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	6.1	7.1	7.9	8.9	9.6	10.1	9.5	10.5	12.2	13.6	14.5	6.2%
Arts, Ent. & Rec.	4.8	5.2	5.0	5.1	3.9	4.4	4.6	5.3	5.3	6.9	7.8	12.4%
Retail*	1.7	1.9	2.0	2.0	2.1	2.1	2.4	2.6	3.1	3.4	3.7	7.3%
Ground Trans.	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2	5.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.9	0.9	0.9	1.0	1.0	1.2	1.2	1.2	1.4	1.8	2.0	8.1%
Total	13.5	15.4	16.0	17.1	16.8	18.0	17.8	19.8	22.2	26.0	28.1	8.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	240	280	300	320	330	340	300	300	310	330	340	3.0%
Arts, Ent. & Rec.	120	130	110	110	80	90	90	100	110	130	150	15.4%
Retail*	90	100	100	100	110	100	110	120	110	110	120	9.1%
Ground Trans.	0	10	10	10	10	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	50	50	50	50	50	50	50	50	50	60	70	16.7%
Total	500	570	570	590	570	580	560	570	580	640	680	6.3%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.6	0.7	0.8	0.9	1.0	0.9	0.9	1.3	1.3	1.8	2.0	9.7%
State Tax Receipts	2.0	2.2	2.2	2.4	2.6	2.5	2.1	3.3	3.2	3.5	3.8	8.8%
Total	2.6	3.0	3.0	3.3	3.5	3.4	3.0	4.5	4.6	5.3	5.8	9.1%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Lincoln County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	188	78	222	92	238	99
Private Home (VFR)	216	77	217	77	218	78
Other Overnight	312	197	317	199	321	202
Total	717	353	756	369	777	378
Party Volume (Thousands)						
Hotel, Motel, STVR	75	31	88	37	93	39
Private Home (VFR)	105	37	105	38	106	38
Other Overnight	136	88	138	89	139	90
Total	315	156	331	163	339	166

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$164	\$396	\$419	\$1,002	2.5	2.4
Private Home (VFR)	\$70	\$198	\$145	\$407	2.1	2.8
Other Overnight	\$70	\$112	\$162	\$252	2.3	1.6
All Overnight	\$99	\$204	\$227	\$463	2.3	2.1

Natrona County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$110,042	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$38	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	5%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	61%	54%
STVR	2%	10%
Private home (VFR)	23%	11%
Seasonal Home (2nd Home)	4%	4%
Campground	10%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Natrona County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	247.2	238.2	226.4	242.3	236.2	274.1	189.0	245.4	283.1	300.0	304.2	1.4%
Other travel*	58.0	49.9	44.4	50.7	58.6	57.2	40.1	64.9	75.5	73.9	73.6	-0.3%
Total	305.2	288.1	270.8	293.0	294.9	331.3	229.2	310.3	358.6	373.9	377.8	1.0%
Direct Earnings (\$Millions)												
Earnings	70.8	74.6	72.9	75.0	75.6	82.6	74.3	86.3	100.6	107.0	115.6	8.0%
Direct Employment (Jobs)												
Employment	2,550	2,630	2,610	2,690	2,560	2,670	2,400	2,640	2,820	2,860	2,890	1.0%
Direct Tax Revenue (\$Millions)												
Local	5.0	5.3	4.9	5.2	4.9	6.0	3.9	5.2	6.1	6.6	7.0	5.6%
State	9.2	9.5	9.0	9.5	9.5	10.5	7.6	10.7	11.3	11.9	12.6	6.0%
Total	14.2	14.7	14.0	14.8	14.5	16.4	11.5	15.9	17.4	18.5	19.6	5.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Natrona County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	247.2	238.2	226.4	242.3	236.2	274.1	189.0	245.4	283.1	300.0	304.2	1.4%
Other travel*	58.0	49.9	44.4	50.7	58.6	57.2	40.1	64.9	75.5	73.9	73.6	-0.3%
Total	305.2	288.1	270.8	293.0	294.9	331.3	229.2	310.3	358.6	373.9	377.8	1.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	135.3	130.1	119.7	129.4	123.8	153.1	96.0	128.3	155.4	167.6	173.6	3.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	127.1	152.8	164.3	169.4	3.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	1.2	2.6	3.3	4.2	30.1%
Campground	21.3	19.7	20.1	22.6	22.3	23.3	19.8	24.8	26.7	28.7	28.6	-0.6%
Private Home (VFR)	54.0	52.8	52.2	54.0	53.8	57.9	46.3	56.8	62.2	63.6	62.6	-1.6%
Seasonal Home	10.4	10.1	10.0	10.3	10.7	10.7	6.9	10.5	11.1	11.3	11.3	0.0%
Day Travel	26.3	25.5	24.5	26.0	25.5	29.1	20.1	24.8	27.6	28.8	28.1	-2.4%
Total	111.9	108.1	106.7	112.9	112.4	121.0	93.1	245.4	283.1	300.0	304.2	1.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	51.4	50.2	45.7	48.2	44.2	55.6	32.1	47.3	56.5	63.3	70.1	10.7%
Food Service	63.6	63.5	62.5	67.8	66.8	79.0	55.0	66.1	74.1	80.7	83.9	4.0%
Food Stores	17.2	17.0	16.1	16.9	16.3	18.5	14.1	17.1	19.6	20.9	21.2	1.7%
Arts, Ent. & Rec.	36.0	35.0	34.0	36.1	34.9	39.9	29.4	34.7	37.5	40.3	37.6	-6.7%
Retail Sales	41.7	40.5	38.9	40.5	38.9	43.8	33.5	40.6	45.0	46.1	42.2	-8.5%
Visitor Air	4.5	4.5	4.7	5.0	5.2	5.4	3.4	7.3	13.6	13.9	14.8	6.7%
Local Tran. & Gas	32.8	27.4	24.4	27.8	29.9	31.9	21.4	32.3	36.8	34.8	34.3	-1.6%
Total	247.2	238.2	226.4	242.3	236.2	274.1	189.0	245.4	283.1	300.0	304.2	1.4%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Natrona County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	40.5	43.0	41.5	41.4	42.3	47.7	42.6	50.3	55.8	55.7	58.3	4.8%
Arts, Ent. & Rec.	16.2	17.0	17.0	19.1	19.0	19.4	17.4	19.7	26.5	31.4	36.6	16.8%
Retail*	8.7	8.9	8.8	8.8	8.5	9.7	9.3	10.0	11.6	12.2	12.6	3.1%
Ground Trans.	1.2	1.2	1.1	1.1	1.1	1.2	0.9	1.0	1.1	1.3	1.2	-5.9%
Visitor Air	0.8	0.8	0.8	0.9	0.9	0.8	0.7	1.2	1.3	1.3	1.4	10.6%
Other travel**	3.5	3.6	3.6	3.7	3.8	3.8	3.5	4.0	4.3	5.1	5.3	3.5%
Total	70.8	74.6	72.9	75.0	75.6	82.6	74.3	86.3	100.6	107.0	115.6	8.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,500	1,550	1,520	1,490	1,460	1,540	1,410	1,570	1,610	1,580	1,570	-0.6%
Arts, Ent. & Rec.	530	540	550	660	600	580	480	530	680	730	770	5.5%
Retail*	350	360	360	360	330	370	360	380	390	390	380	-2.6%
Ground Trans.	40	40	40	40	40	40	30	30	20	20	20	0.0%
Visitor Air	20	20	20	20	20	20	10	20	20	20	20	0.0%
Other travel**	120	130	120	120	120	120	110	120	110	130	130	0.0%
Total	2,550	2,630	2,610	2,690	2,560	2,670	2,400	2,640	2,820	2,860	2,890	1.0%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	5.0	5.3	4.9	5.2	4.9	6.0	3.9	5.2	6.1	6.6	7.0	5.6%
State Tax Receipts	9.2	9.5	9.0	9.5	9.5	10.5	7.6	10.7	11.3	11.9	12.6	6.0%
Total	14.2	14.7	14.0	14.8	14.5	16.4	11.5	15.9	17.4	18.5	19.6	5.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Natrona County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	1,009	443	1,032	453	1,033	453
Private Home (VFR)	595	212	598	213	602	215
Other Overnight	298	163	305	166	310	168
Total	1,902	818	1,936	832	1,945	835
Party Volume (Thousands)						
Hotel, Motel, STVR	370	162	378	166	378	166
Private Home (VFR)	289	103	290	104	292	104
Other Overnight	125	70	127	71	129	72
Total	783	336	796	341	800	342

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$168	\$383	\$459	\$1,048	2.7	2.3
Private Home (VFR)	\$104	\$292	\$214	\$601	2.1	2.8
Other Overnight	\$129	\$237	\$308	\$550	2.4	1.8
All Overnight	\$142	\$331	\$345	\$806	2.4	2.3

Niobrara County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$117,212	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$45	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	5%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	38%	54%
STVR	2%	10%
Private home (VFR)	11%	11%
Seasonal Home (2nd Home)	2%	4%
Campground	47%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Niobrara County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	10.3	9.1	8.7	11.2	8.8	9.7	7.4	8.3	8.8	9.9	9.4	-5.4%
Other travel*	1.6	1.3	1.2	1.3	1.5	1.5	1.0	1.7	1.8	1.7	1.6	-2.6%
Total	11.9	10.4	9.8	12.5	10.3	11.2	8.4	10.0	10.6	11.6	11.0	-5.0%
Direct Earnings (\$Millions)												
Earnings	3.9	3.5	3.4	4.3	3.2	3.6	3.1	3.1	3.8	4.0	4.2	6.0%
Direct Employment (Jobs)												
Employment	150	140	130	160	110	120	90	90	80	80	80	0.0%
Direct Tax Revenue (\$Millions)												
Local	0.3	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.3	0.2	-8.5%
State	0.4	0.4	0.3	0.4	0.3	0.4	0.3	0.4	0.4	0.4	0.4	-1.7%
Total	0.6	0.6	0.6	0.7	0.6	0.6	0.5	0.6	0.6	0.7	0.6	-4.3%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Niobrara County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	10.3	9.1	8.7	11.2	8.8	9.7	7.4	8.3	8.8	9.9	9.4	-5.4%
Other travel*	1.6	1.3	1.2	1.3	1.5	1.5	1.0	1.7	1.8	1.7	1.6	-2.6%
Total	11.9	10.4	9.8	12.5	10.3	11.2	8.4	10.0	10.6	11.6	11.0	-5.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	5.8	4.6	4.2	6.1	3.9	4.6	3.3	3.2	3.3	4.1	3.6	-11.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	3.2	3.2	3.9	3.4	-12.3%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.0	0.1	0.2	0.2	15.4%
Campground	2.8	2.9	2.9	3.3	3.3	3.4	2.9	3.7	4.0	4.3	4.2	-0.1%
Private Home (VFR)	1.0	0.9	0.9	1.0	0.9	1.0	0.8	1.0	1.1	1.1	1.0	-4.1%
Seasonal Home	0.3	0.3	0.3	0.3	0.3	0.3	0.1	0.2	0.2	0.2	0.2	-2.5%
Day Travel	0.4	0.4	0.4	0.5	0.4	0.4	0.2	0.3	0.3	0.3	0.3	-8.1%
Total	4.5	4.5	4.5	5.1	4.9	5.1	4.1	8.3	8.8	9.9	9.4	-5.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.7	2.2	2.0	2.9	1.9	2.2	1.6	1.7	1.8	2.2	2.1	-5.6%
Food Service	2.3	2.1	2.2	2.7	2.2	2.5	1.9	2.1	2.2	2.5	2.1	-15.7%
Food Stores	0.8	0.8	0.7	0.9	0.7	0.8	0.6	0.7	0.8	0.9	0.9	0.2%
Arts, Ent. & Rec.	1.5	1.4	1.4	1.7	1.4	1.5	1.2	1.3	1.3	1.5	1.6	10.2%
Retail Sales	1.4	1.2	1.2	1.4	1.2	1.3	1.0	1.1	1.2	1.3	1.2	-8.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	1.7	1.3	1.2	1.5	1.4	1.5	1.0	1.4	1.6	1.5	1.5	-4.3%
Total	10.3	9.1	8.7	11.2	8.8	9.7	7.4	8.3	8.8	9.9	9.4	-5.4%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Niobrara County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	3.0	2.6	2.5	3.2	2.3	2.6	2.2	2.2	2.7	2.8	2.9	2.9%
Arts, Ent. & Rec.	0.5	0.5	0.4	0.5	0.4	0.5	0.4	0.5	0.5	0.6	0.7	24.4%
Retail*	0.4	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.5	0.5	0.5	3.5%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	-3.8%
Total	3.9	3.5	3.4	4.3	3.2	3.6	3.1	3.1	3.8	4.0	4.2	6.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	110	100	90	110	80	80	60	60	60	60	60	0.0%
Arts, Ent. & Rec.	20	20	20	20	20	20	10	10	10	10	10	0.0%
Retail*	20	20	20	20	20	20	20	20	10	10	10	0.0%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	0	0	0	0	0	0	0	0	0	0	0	NA
Total	150	140	130	160	110	120	90	90	80	80	80	0.0%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.3	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.3	0.2	-8.5%
State Tax Receipts	0.4	0.4	0.3	0.4	0.3	0.4	0.3	0.4	0.4	0.4	0.4	-1.7%
Total	0.6	0.6	0.6	0.7	0.6	0.6	0.5	0.6	0.6	0.7	0.6	-4.3%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Niobrara County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	25	11	30	13	27	12
Private Home (VFR)	15	5	15	5	15	5
Other Overnight	33	13	34	13	35	14
Total	73	29	79	32	77	30
Party Volume (Thousands)						
Hotel, Motel, STVR	11	5	13	6	12	5
Private Home (VFR)	7	3	7	3	7	3
Other Overnight	13	5	13	5	14	5
Total	31	12	34	13	32	13

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$133	\$312	\$309	\$722	2.3	2.3
Private Home (VFR)	\$69	\$194	\$142	\$399	2.1	2.8
Other Overnight	\$127	\$329	\$328	\$828	2.6	2.6
All Overnight	\$118	\$299	\$280	\$702	2.4	2.5

Park County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$108,424	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$28	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$5	\$6
Impact of Travel Industry		
Travel Share of Total Employment	19%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	49%	54%
STVR	11%	10%
Private home (VFR)	4%	11%
Seasonal Home (2nd Home)	2%	4%
Campground	34%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Park County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	348.8	367.7	382.3	399.5	438.5	448.9	305.9	396.7	411.9	478.6	490.0	2.4%
Other travel*	20.7	17.8	15.8	18.7	21.6	21.2	14.7	24.2	29.9	28.6	28.2	-1.3%
Total	369.5	385.4	398.1	418.2	460.1	470.1	320.6	420.9	441.8	507.2	518.2	2.2%
Direct Earnings (\$Millions)												
Earnings	88.1	96.7	102.9	103.5	109.5	109.3	99.5	111.8	121.9	135.0	139.5	3.3%
Direct Employment (Jobs)												
Employment	3,930	4,230	4,350	4,310	4,400	4,280	3,780	4,110	4,270	4,430	4,560	2.9%
Direct Tax Revenue (\$Millions)												
Local	4.2	4.8	5.3	7.8	8.8	6.4	4.2	6.3	6.2	7.6	8.2	6.8%
State	9.4	10.6	10.9	11.4	12.2	12.5	8.9	13.2	13.1	15.2	16.3	6.7%
Total	13.6	15.3	16.2	19.2	21.0	18.9	13.0	19.5	19.3	22.9	24.4	6.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Park County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	348.8	367.7	382.3	399.5	438.5	448.9	305.9	396.7	411.9	478.6	490.0	2.4%
Other travel*	20.7	17.8	15.8	18.7	21.6	21.2	14.7	24.2	29.9	28.6	28.2	-1.3%
Total	369.5	385.4	398.1	418.2	460.1	470.1	320.6	420.9	441.8	507.2	518.2	2.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	119.4	134.6	153.4	148.6	186.2	191.6	109.8	226.2	214.0	282.3	289.8	2.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	191.0	170.8	230.5	238.5	3.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	35.2	43.3	51.8	51.4	-0.9%
Campground	201.2	204.8	201.3	222.7	221.5	227.5	171.9	138.4	162.3	160.6	165.1	2.8%
Private Home (VFR)	17.3	17.3	17.0	17.1	19.1	18.1	15.0	19.3	22.4	22.3	21.7	-2.6%
Seasonal Home	6.6	6.3	6.1	6.4	6.7	6.6	5.3	8.4	8.4	8.3	8.2	-1.0%
Day Travel	4.3	4.6	4.6	4.8	5.0	5.1	3.9	4.4	4.7	5.1	5.2	1.5%
Total	229.4	233.0	228.9	250.9	252.3	257.4	196.1	396.7	411.9	478.6	490.0	2.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	61.8	63.2	72.2	75.7	86.9	88.3	53.3	94.7	88.4	114.3	125.9	10.1%
Food Service	64.5	72.4	77.7	80.0	89.5	94.6	66.0	84.5	87.1	107.0	114.2	6.7%
Food Stores	34.5	37.9	37.7	39.5	39.5	41.0	31.7	29.2	33.6	36.1	38.3	5.9%
Arts, Ent. & Rec.	71.9	78.8	82.5	83.9	90.4	93.2	64.3	75.5	76.4	91.0	86.2	-5.2%
Retail Sales	61.6	66.9	68.4	69.2	73.1	75.0	53.2	62.0	65.8	73.6	67.8	-7.9%
Visitor Air	2.2	2.2	2.3	2.4	2.6	2.7	1.7	5.3	8.8	7.2	7.6	5.4%
Local Tran. & Gas	52.3	46.2	41.6	48.7	56.6	54.2	35.6	45.5	51.9	49.3	50.1	1.5%
Total	348.8	367.7	382.3	399.5	438.5	448.9	305.9	396.7	411.9	478.6	490.0	2.4%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Park County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	37.9	41.1	42.4	42.7	45.0	45.4	37.8	45.5	51.2	55.6	59.8	7.6%
Arts, Ent. & Rec.	33.6	36.9	40.9	41.5	44.6	42.9	42.7	45.7	47.4	52.9	53.8	1.7%
Retail*	14.8	16.9	17.8	17.4	18.1	19.0	17.4	17.4	19.7	22.5	21.6	-4.0%
Ground Trans.	0.4	0.5	0.5	0.5	0.5	0.5	0.3	0.3	0.3	0.4	0.4	-1.9%
Visitor Air	0.4	0.4	0.4	0.4	0.4	0.4	0.3	1.3	1.3	1.3	1.4	12.0%
Other travel**	1.0	1.0	1.0	1.0	1.0	1.1	0.9	1.5	2.0	2.2	2.4	4.9%
Total	88.1	96.7	102.9	103.5	109.5	109.3	99.5	111.8	121.9	135.0	139.5	3.3%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,720	1,830	1,820	1,810	1,860	1,800	1,500	1,640	1,710	1,780	1,850	3.9%
Arts, Ent. & Rec.	1,530	1,630	1,750	1,750	1,730	1,680	1,530	1,710	1,750	1,770	1,880	6.2%
Retail*	640	720	730	700	760	750	720	710	750	820	770	-6.1%
Ground Trans.	10	20	20	20	10	10	10	10	0	10	10	0.0%
Visitor Air	10	10	10	10	10	10	10	10	10	10	10	0.0%
Other travel**	30	30	30	30	30	30	20	30	40	40	40	0.0%
Total	3,930	4,230	4,350	4,310	4,400	4,280	3,780	4,110	4,270	4,430	4,560	2.9%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	4.2	4.8	5.3	7.8	8.8	6.4	4.2	6.3	6.2	7.6	8.2	6.8%
State Tax Receipts	9.4	10.6	10.9	11.4	12.2	12.5	8.9	13.2	13.1	15.2	16.3	6.7%
Total	13.6	15.3	16.2	19.2	21.0	18.9	13.0	19.5	19.3	22.9	24.4	6.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Park County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	681	252	867	321	882	326
Private Home (VFR)	327	117	329	117	331	118
Other Overnight	1,457	558	1,425	548	1,535	586
Total	2,465	927	2,621	986	2,748	1,030
Party Volume (Thousands)						
Hotel, Motel, STVR	219	81	278	103	283	105
Private Home (VFR)	159	57	160	57	161	57
Other Overnight	564	221	552	217	594	231
Total	941	359	990	377	1,037	393

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$329	\$889	\$1,024	\$2,768	3.1	2.7
Private Home (VFR)	\$66	\$184	\$135	\$380	2.1	2.8
Other Overnight	\$113	\$296	\$292	\$749	2.6	2.6
All Overnight	\$176	\$471	\$467	\$1,233	2.6	2.7

Platte County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$101,405	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$33	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	9%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	11%	54%
STVR	6%	10%
Private home (VFR)	9%	11%
Seasonal Home (2nd Home)	3%	4%
Campground	71%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Platte County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	42.4	30.8	28.8	33.7	35.2	37.2	27.8	41.8	44.8	47.1	45.2	-3.9%
Other travel*	5.7	4.8	4.2	4.8	5.7	5.5	3.8	6.1	6.7	6.4	6.2	-2.6%
Total	48.1	35.6	33.0	38.6	40.9	42.7	31.7	48.0	51.5	53.4	51.4	-3.8%
Direct Earnings (\$Millions)												
Earnings	10.0	8.1	7.9	9.2	9.2	10.2	9.6	12.1	12.9	13.9	15.0	8.2%
Direct Employment (Jobs)												
Employment	460	370	350	410	390	400	380	480	450	450	480	6.7%
Direct Tax Revenue (\$Millions)												
Local	0.5	0.7	0.7	0.8	0.8	0.9	0.6	0.9	1.0	1.1	1.0	-6.6%
State	1.4	1.2	1.2	1.3	1.4	1.4	1.0	1.6	1.7	1.7	1.7	-0.4%
Total	2.0	2.0	1.8	2.1	2.2	2.3	1.7	2.5	2.6	2.8	2.7	-2.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Platte County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	42.4	30.8	28.8	33.7	35.2	37.2	27.8	41.8	44.8	47.1	45.2	-3.9%
Other travel*	5.7	4.8	4.2	4.8	5.7	5.5	3.8	6.1	6.7	6.4	6.2	-2.6%
Total	48.1	35.6	33.0	38.6	40.9	42.7	31.7	48.0	51.5	53.4	51.4	-3.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	7.6	8.8	7.1	9.5	10.8	12.3	6.9	9.3	8.4	9.2	7.5	-18.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	8.5	7.0	6.9	4.9	-29.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.8	1.3	2.3	2.6	15.4%
Campground	26.9	16.1	16.3	18.2	18.1	18.6	16.9	26.6	29.7	31.0	31.1	0.0%
Private Home (VFR)	4.9	3.3	3.0	3.4	3.5	3.5	2.4	3.4	3.8	3.8	3.7	-2.7%
Seasonal Home	1.3	1.2	1.2	1.2	1.3	1.3	0.6	1.0	1.3	1.3	1.3	-0.9%
Day Travel	1.7	1.3	1.2	1.4	1.5	1.6	1.0	1.6	1.7	1.8	1.7	-4.8%
Total	34.8	21.9	21.7	24.3	24.4	24.9	21.0	41.8	44.8	47.1	45.2	-3.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	6.8	5.8	4.9	6.3	6.6	7.4	4.6	6.9	6.7	7.3	6.6	-9.6%
Food Service	9.6	7.3	7.2	8.3	8.7	9.4	7.4	10.4	11.2	12.2	11.9	-3.0%
Food Stores	4.5	3.2	3.1	3.4	3.4	3.6	3.0	4.4	5.0	5.3	5.4	1.5%
Arts, Ent. & Rec.	7.3	5.2	5.1	5.7	5.8	6.1	4.9	7.0	7.3	7.9	8.0	1.7%
Retail Sales	6.2	4.5	4.3	4.8	4.8	4.9	3.9	5.7	6.2	6.4	5.7	-11.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	7.9	4.8	4.1	5.1	6.0	5.8	4.0	7.4	8.4	7.9	7.6	-3.4%
Total	42.4	30.8	28.8	33.7	35.2	37.2	27.8	41.8	44.8	47.1	45.2	-3.9%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Platte County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	4.7	4.0	3.9	4.4	4.9	5.4	5.2	6.6	7.0	7.0	6.9	-1.2%
Arts, Ent. & Rec.	2.6	2.1	2.0	2.7	2.1	2.4	2.0	2.9	2.9	3.0	3.3	10.1%
Retail*	2.2	1.6	1.6	1.7	1.8	1.9	1.9	2.1	2.6	3.1	3.6	17.9%
Ground Trans.	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	3.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.7	1.0	52.3%
Total	10.0	8.1	7.9	9.2	9.2	10.2	9.6	12.1	12.9	13.9	15.0	8.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	230	190	190	210	210	220	220	270	260	240	230	-4.2%
Arts, Ent. & Rec.	120	100	80	120	90	90	80	120	110	110	120	9.1%
Retail*	90	70	70	70	70	70	70	70	70	80	90	12.5%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	10	20	30	50.0%
Total	460	370	350	410	390	400	380	480	450	450	480	6.7%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.5	0.7	0.7	0.8	0.8	0.9	0.6	0.9	1.0	1.1	1.0	-6.6%
State Tax Receipts	1.4	1.2	1.2	1.3	1.4	1.4	1.0	1.6	1.7	1.7	1.7	-0.4%
Total	2.0	2.0	1.8	2.1	2.2	2.3	1.7	2.5	2.6	2.8	2.7	-2.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Platte County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	73	31	78	33	66	27
Private Home (VFR)	56	20	56	20	56	20
Other Overnight	304	113	309	114	315	116
Total	433	163	443	167	436	164
Party Volume (Thousands)						
Hotel, Motel, STVR	30	13	32	13	26	11
Private Home (VFR)	27	10	27	10	27	10
Other Overnight	117	44	119	45	121	46
Total	174	67	178	68	174	66

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$114	\$276	\$291	\$698	2.5	2.4
Private Home (VFR)	\$67	\$187	\$137	\$384	2.1	2.8
Other Overnight	\$103	\$278	\$267	\$709	2.6	2.7
All Overnight	\$100	\$266	\$250	\$660	2.5	2.7

Sheridan County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$139,781	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$36	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	3%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	42%	54%
STVR	10%	10%
Private home (VFR)	18%	11%
Seasonal Home (2nd Home)	13%	4%
Campground	17%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Sheridan County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	90.6	91.4	86.9	91.9	96.2	99.7	85.5	118.3	132.3	131.4	136.4	3.8%
Other travel*	20.0	16.9	13.9	16.6	19.7	19.0	13.6	24.6	30.4	29.0	28.9	-0.3%
Total	110.6	108.3	100.8	108.5	115.9	118.8	99.1	142.9	162.7	160.4	165.3	3.1%
Direct Earnings (\$Millions)												
Earnings	27.8	30.8	31.1	31.1	30.9	33.9	32.9	40.0	44.1	46.6	48.6	4.2%
Direct Employment (Jobs)												
Employment	1,010	1,060	1,060	1,030	980	990	930	1,040	1,020	1,030	1,020	-1.0%
Direct Tax Revenue (\$Millions)												
Local	2.4	2.6	2.5	2.6	2.7	2.8	2.3	3.3	3.6	3.6	3.8	4.9%
State	3.3	3.6	3.4	3.7	3.8	3.9	3.2	4.8	5.1	5.1	5.4	6.1%
Total	5.8	6.1	5.9	6.2	6.5	6.7	5.5	8.1	8.7	8.7	9.2	5.6%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Sheridan County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	90.6	91.4	86.9	91.9	96.2	99.7	85.5	118.3	132.3	131.4	136.4	3.8%
Other travel*	20.0	16.9	13.9	16.6	19.7	19.0	13.6	24.6	30.4	29.0	28.9	-0.3%
Total	110.6	108.3	100.8	108.5	115.9	118.8	99.1	142.9	162.7	160.4	165.3	3.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	41.8	43.5	39.9	41.6	44.8	47.3	40.3	58.9	62.9	59.8	63.4	6.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	52.7	52.8	48.3	51.6	6.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	6.2	10.1	11.5	11.8	2.5%
Campground	15.0	14.4	14.7	16.3	16.1	16.6	14.2	17.5	18.9	20.2	21.0	3.8%
Private Home (VFR)	17.2	17.1	16.4	17.3	18.0	18.1	14.5	18.9	21.5	22.0	22.1	0.6%
Seasonal Home	7.2	6.9	6.6	6.9	7.2	7.2	7.0	10.7	14.9	15.2	15.6	2.7%
Day Travel	9.4	9.5	9.3	9.8	10.1	10.5	9.5	12.3	14.1	14.2	14.3	1.2%
Total	48.9	47.9	47.0	50.3	51.4	52.5	45.2	118.3	132.3	131.4	136.4	3.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	17.5	18.4	17.1	17.6	18.9	19.9	15.3	24.7	26.7	25.6	28.3	10.5%
Food Service	23.3	24.3	24.4	26.1	27.3	29.0	25.6	32.0	35.3	36.7	38.2	4.3%
Food Stores	7.1	7.3	7.1	7.3	7.4	7.7	7.1	8.9	10.5	10.8	11.1	2.0%
Arts, Ent. & Rec.	14.1	14.3	14.2	14.9	15.1	15.7	14.0	17.2	18.5	19.1	21.6	13.1%
Retail Sales	15.6	15.7	15.3	15.9	16.0	16.4	14.7	18.4	20.6	20.4	18.5	-9.3%
Visitor Air	1.6	1.6	0.0	0.0	0.0	0.0	0.0	2.7	3.6	3.3	3.5	6.0%
Local Tran. & Gas	11.6	9.8	8.7	10.0	11.5	11.1	8.8	14.3	17.0	15.5	15.2	-1.6%
Total	90.6	91.4	86.9	91.9	96.2	99.7	85.5	118.3	132.3	131.4	136.4	3.8%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Sheridan County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	16.8	19.0	19.0	19.2	18.6	19.9	17.8	21.2	23.2	23.7	23.0	-2.8%
Arts, Ent. & Rec.	6.3	7.0	7.6	7.4	7.7	9.2	9.9	11.8	13.2	14.7	16.5	12.7%
Retail*	3.4	3.6	3.7	3.7	3.7	3.9	4.4	4.8	5.3	5.6	6.0	7.2%
Ground Trans.	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.4	4.0%
Visitor Air	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.7	0.5	0.5	0.6	9.2%
Other travel**	0.7	0.7	0.5	0.6	0.6	0.7	0.6	1.3	1.6	1.8	2.1	16.0%
Total	27.8	30.8	31.1	31.1	30.9	33.9	32.9	40.0	44.1	46.6	48.6	4.2%
Direct Employment (Jobs)												
Accom. & Food Serv.	670	710	700	680	630	620	530	590	600	600	550	-8.3%
Arts, Ent. & Rec.	160	170	180	160	170	190	190	210	210	220	230	4.5%
Retail*	140	150	150	150	150	150	180	190	180	180	190	5.6%
Ground Trans.	10	10	10	10	10	10	10	10	0	0	0	NA
Visitor Air	10	10	0	0	0	0	0	10	0	10	0	-100.0%
Other travel**	30	30	20	30	20	20	20	30	30	30	40	33.3%
Total	1,010	1,060	1,060	1,030	980	990	930	1,040	1,020	1,030	1,020	-1.0%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	2.4	2.6	2.5	2.6	2.7	2.8	2.3	3.3	3.6	3.6	3.8	4.9%
State Tax Receipts	3.3	3.6	3.4	3.7	3.8	3.9	3.2	4.8	5.1	5.1	5.4	6.1%
Total	5.8	6.1	5.9	6.2	6.5	6.7	5.5	8.1	8.7	8.7	9.2	5.6%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Sheridan County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	454	196	420	181	421	181
Private Home (VFR)	204	73	205	73	207	74
Other Overnight	332	206	337	208	342	210
Total	991	475	963	462	970	465
Party Volume (Thousands)						
Hotel, Motel, STVR	163	71	150	65	151	65
Private Home (VFR)	99	35	100	36	100	36
Other Overnight	143	91	146	92	147	93
Total	406	197	396	192	398	194

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$151	\$350	\$421	\$977	2.8	2.3
Private Home (VFR)	\$107	\$300	\$220	\$618	2.1	2.8
Other Overnight	\$107	\$174	\$248	\$394	2.3	1.6
All Overnight	\$126	\$263	\$306	\$631	2.4	2.1

Sublette County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$108,666	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$36	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	7%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	42%	54%
STVR	13%	10%
Private home (VFR)	10%	11%
Seasonal Home (2nd Home)	20%	4%
Campground	15%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Sublette County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	35.5	33.0	32.5	35.8	39.3	37.6	29.9	48.6	43.7	44.2	46.9	6.3%
Other travel*	6.4	5.3	4.6	5.4	6.4	6.2	4.4	7.1	6.7	6.3	6.2	-2.6%
Total	41.9	38.3	37.1	41.2	45.7	43.8	34.3	55.7	50.4	50.5	53.1	5.2%
Direct Earnings (\$Millions)												
Earnings	11.0	10.2	9.3	9.5	10.2	11.1	10.9	14.5	16.4	16.5	17.1	3.8%
Direct Employment (Jobs)												
Employment	360	340	340	330	340	380	360	450	430	450	440	-2.2%
Direct Tax Revenue (\$Millions)												
Local	0.4	0.4	0.4	0.5	0.5	0.5	0.4	0.8	0.8	0.8	0.8	9.9%
State	1.3	1.3	1.2	1.4	1.5	1.4	1.1	2.0	1.7	1.7	1.9	8.4%
Total	1.7	1.7	1.6	1.8	2.0	1.9	1.5	2.7	2.5	2.5	2.7	8.9%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Sublette County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	35.5	33.0	32.5	35.8	39.3	37.6	29.9	48.6	43.7	44.2	46.9	6.3%
Other travel*	6.4	5.3	4.6	5.4	6.4	6.2	4.4	7.1	6.7	6.3	6.2	-2.6%
Total	41.9	38.3	37.1	41.2	45.7	43.8	34.3	55.7	50.4	50.5	53.1	5.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	13.6	13.1	12.6	14.9	17.7	16.3	11.0	22.3	22.8	22.5	24.7	9.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	18.9	19.2	17.4	18.9	8.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	3.4	3.7	5.1	5.9	15.0%
Campground	6.5	5.0	5.1	5.6	5.5	5.5	4.7	5.6	6.0	6.4	6.7	4.0%
Private Home (VFR)	4.4	4.3	4.3	4.5	4.8	4.5	3.3	4.7	4.5	4.6	4.6	0.7%
Seasonal Home	9.7	9.3	9.2	9.5	9.8	9.9	9.6	14.1	8.8	9.0	9.2	2.5%
Day Travel	1.3	1.3	1.3	1.4	1.5	1.4	1.3	1.9	1.6	1.6	1.7	3.5%
Total	21.9	19.9	19.9	20.9	21.6	21.3	18.8	48.6	43.7	44.2	46.9	6.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	6.1	6.0	5.7	7.1	8.2	7.6	5.1	11.5	11.6	11.9	13.4	13.0%
Food Service	8.0	7.8	8.0	8.6	9.4	9.3	7.7	11.2	9.9	10.3	10.7	3.3%
Food Stores	3.6	3.4	3.4	3.5	3.6	3.5	3.2	4.5	3.7	3.9	4.0	3.3%
Arts, Ent. & Rec.	6.5	6.0	6.1	6.4	6.7	6.6	5.6	7.7	6.4	6.6	7.6	13.9%
Retail Sales	6.1	5.7	5.7	5.9	6.2	6.0	4.9	7.1	6.4	6.3	6.1	-2.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	5.2	4.1	3.7	4.3	5.2	4.7	3.5	6.6	5.7	5.2	5.2	0.0%
Total	35.5	33.0	32.5	35.8	39.3	37.6	29.9	48.6	43.7	44.2	46.9	6.3%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Sublette County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	5.1	4.8	3.8	4.1	4.4	4.6	3.9	5.7	6.8	7.2	7.9	8.9%
Arts, Ent. & Rec.	3.7	3.3	3.3	3.3	3.6	4.3	4.7	6.3	6.7	6.3	6.3	0.1%
Retail*	1.8	1.8	1.9	1.9	1.9	1.9	2.0	2.1	2.5	2.6	2.6	-1.0%
Ground Trans.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	5.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	-3.2%
Total	11.0	10.2	9.3	9.5	10.2	11.1	10.9	14.5	16.4	16.5	17.1	3.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	170	170	150	150	150	160	140	190	190	210	210	0.0%
Arts, Ent. & Rec.	100	90	100	100	110	130	130	170	160	170	150	-11.8%
Retail*	80	80	80	80	80	80	80	80	80	70	70	0.0%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	10	10	10	0.0%
Total	360	340	340	330	340	380	360	450	430	450	440	-2.2%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.4	0.4	0.4	0.5	0.5	0.5	0.4	0.8	0.8	0.8	0.8	9.9%
State Tax Receipts	1.3	1.3	1.2	1.4	1.5	1.4	1.1	2.0	1.7	1.7	1.9	8.4%
Total	1.7	1.7	1.6	1.8	2.0	1.9	1.5	2.7	2.5	2.5	2.7	8.9%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Sublette County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	161	68	154	65	163	68
Private Home (VFR)	35	12	35	13	35	13
Other Overnight	141	94	142	94	144	95
Total	337	174	331	171	343	176
Party Volume (Thousands)						
Hotel, Motel, STVR	67	28	63	26	66	28
Private Home (VFR)	17	6	17	6	17	6
Other Overnight	62	42	63	42	63	43
Total	146	76	142	75	146	77

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$151	\$362	\$375	\$891	2.5	2.4
Private Home (VFR)	\$131	\$368	\$270	\$758	2.1	2.8
Other Overnight	\$110	\$167	\$251	\$373	2.3	1.5
All Overnight	\$132	\$257	\$309	\$591	2.3	1.9

Sweetwater County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$109,169	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$31	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$8	\$6
Impact of Travel Industry		
Travel Share of Total Employment	5%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	70%	54%
STVR	3%	10%
Private home (VFR)	17%	11%
Seasonal Home (2nd Home)	1%	4%
Campground	9%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Sweetwater County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	134.1	132.9	132.9	132.4	132.6	132.3	103.6	130.4	144.5	152.4	152.6	0.1%
Other travel*	29.2	24.4	21.3	24.7	28.8	27.9	19.3	32.2	34.8	33.1	32.3	-2.2%
Total	163.2	157.3	154.2	157.1	161.5	160.1	122.9	162.6	179.4	185.5	185.0	-0.3%
Direct Earnings (\$Millions)												
Earnings	33.4	34.6	35.2	34.0	34.0	35.6	31.4	37.1	40.8	44.8	47.2	5.4%
Direct Employment (Jobs)												
Employment	1,500	1,550	1,580	1,470	1,430	1,460	1,270	1,390	1,420	1,470	1,470	0.0%
Direct Tax Revenue (\$Millions)												
Local	2.8	3.2	3.2	3.1	2.7	2.8	2.4	3.0	3.4	4.6	4.6	1.3%
State	5.4	5.8	5.7	5.7	5.8	5.8	4.5	6.3	6.5	6.8	7.0	3.8%
Total	8.2	8.9	8.9	8.9	8.5	8.5	6.9	9.3	9.8	11.3	11.7	2.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Sweetwater County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	134.1	132.9	132.9	132.4	132.6	132.3	103.6	130.4	144.5	152.4	152.6	0.1%
Other travel*	29.2	24.4	21.3	24.7	28.8	27.9	19.3	32.2	34.8	33.1	32.3	-2.2%
Total	163.2	157.3	154.2	157.1	161.5	160.1	122.9	162.6	179.4	185.5	185.0	-0.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	80.5	82.9	83.1	81.6	80.8	80.2	64.3	80.4	90.1	96.4	96.6	0.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	79.8	88.8	94.2	93.1	-1.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.7	1.3	2.2	3.5	56.8%
Campground	11.0	8.6	8.6	9.7	9.7	9.9	8.3	10.5	11.4	12.1	12.4	2.6%
Private Home (VFR)	19.5	19.2	18.8	18.8	19.6	19.6	15.6	20.4	21.7	21.8	21.9	0.2%
Seasonal Home	1.6	1.5	1.5	1.6	1.6	1.6	0.7	1.2	1.7	1.7	1.7	1.4%
Day Travel	21.3	20.8	20.8	20.7	20.9	20.8	14.7	17.8	19.6	20.4	20.0	-1.5%
Total	53.5	50.0	49.8	50.7	51.9	52.0	39.3	130.4	144.5	152.4	152.6	0.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	32.4	35.3	35.2	34.5	32.9	33.1	25.3	33.4	37.5	41.4	42.8	3.3%
Food Service	29.2	30.0	31.3	31.2	31.4	32.2	26.2	30.2	32.9	36.0	36.5	1.4%
Food Stores	8.2	8.2	8.2	8.0	7.8	7.9	6.5	7.5	8.5	9.1	9.1	-0.4%
Arts, Ent. & Rec.	16.8	16.6	17.0	16.7	16.4	16.4	13.4	15.2	16.0	17.3	18.2	5.1%
Retail Sales	19.0	18.9	19.0	18.3	18.0	17.9	14.5	17.1	18.6	19.1	17.5	-8.3%
Visitor Air	0.6	0.6	0.6	0.7	0.7	0.7	0.5	1.3	2.0	2.0	2.1	4.2%
Local Tran. & Gas	27.8	23.3	21.5	23.0	25.4	24.0	17.4	25.7	29.0	27.4	26.4	-3.7%
Total	134.1	132.9	132.9	132.4	132.6	132.3	103.6	130.4	144.5	152.4	152.6	0.1%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Sweetwater County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	19.0	20.0	20.5	20.6	20.8	20.5	18.6	21.8	23.8	26.6	27.5	3.3%
Arts, Ent. & Rec.	8.0	7.9	7.8	6.9	6.6	8.5	6.4	7.3	8.2	8.8	9.7	9.6%
Retail*	4.1	4.3	4.5	4.2	4.1	4.2	4.3	4.7	5.4	5.8	6.2	6.1%
Ground Trans.	0.8	0.9	0.9	0.8	0.8	0.8	0.6	0.7	0.7	0.8	0.8	1.2%
Visitor Air	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.4	0.4	0.4	0.4	13.0%
Other travel**	1.4	1.4	1.4	1.4	1.5	1.6	1.5	2.2	2.3	2.5	2.8	11.3%
Total	33.4	34.6	35.2	34.0	34.0	35.6	31.4	37.1	40.8	44.8	47.2	5.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	750	800	810	780	780	760	690	750	770	790	780	-1.3%
Arts, Ent. & Rec.	480	480	470	420	390	450	340	370	400	410	410	0.0%
Retail*	180	190	200	180	170	170	170	180	180	190	190	0.0%
Ground Trans.	30	30	30	30	30	20	20	20	10	10	10	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	60	60	60	60	60	60	50	70	60	60	70	16.7%
Total	1,500	1,550	1,580	1,470	1,430	1,460	1,270	1,390	1,420	1,470	1,470	0.0%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	2.8	3.2	3.2	3.1	2.7	2.8	2.4	3.0	3.4	4.6	4.6	1.3%
State Tax Receipts	5.4	5.8	5.7	5.7	5.8	5.8	4.5	6.3	6.5	6.8	7.0	3.8%
Total	8.2	8.9	8.9	8.9	8.5	8.5	6.9	9.3	9.8	11.3	11.7	2.8%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Sweetwater County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	679	369	701	379	682	367
Private Home (VFR)	378	135	380	135	382	136
Other Overnight	144	64	149	66	151	66
Total	1,201	567	1,230	580	1,215	569
Party Volume (Thousands)						
Hotel, Motel, STVR	335	182	344	187	333	180
Private Home (VFR)	183	65	184	66	185	66
Other Overnight	57	26	59	27	60	27
Total	576	274	588	279	578	273

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$142	\$263	\$290	\$537	2.0	1.9
Private Home (VFR)	\$57	\$161	\$118	\$331	2.1	2.8
Other Overnight	\$93	\$212	\$235	\$516	2.5	2.3
All Overnight	\$109	\$233	\$229	\$485	2.1	2.1

Teton County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$200,530	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$31	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	20%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	65%	54%
STVR	16%	10%
Private home (VFR)	3%	11%
Seasonal Home (2nd Home)	2%	4%
Campground	14%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Teton County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	911.4	1,019.9	1,013.5	1,136.8	1,199.5	1,237.8	1,020.5	1,525.7	1,481.4	1,636.4	1,689.7	3.3%
Other travel*	35.2	32.7	31.5	34.8	37.9	39.9	27.6	36.3	45.4	57.2	57.7	0.9%
Total	946.7	1,052.6	1,045.0	1,171.6	1,237.4	1,277.7	1,048.0	1,562.1	1,526.7	1,693.6	1,747.4	3.2%
Direct Earnings (\$Millions)												
Earnings	271.4	309.9	321.4	347.6	377.1	388.3	335.7	364.5	434.7	491.5	526.1	7.0%
Direct Employment (Jobs)												
Employment	7,740	8,570	8,440	8,780	8,910	8,860	7,000	7,230	7,870	8,190	8,480	3.5%
Direct Tax Revenue (\$Millions)												
Local	25.2	28.9	29.9	33.7	35.6	37.0	29.9	44.3	43.8	46.9	49.0	4.4%
State	21.7	25.1	25.0	27.9	29.4	30.3	25.3	51.6	49.2	52.1	54.8	5.1%
Total	46.9	54.0	54.9	61.7	65.0	67.3	55.2	95.9	92.9	99.1	103.8	4.7%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Teton County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	911.4	1,019.9	1,013.5	1,136.8	1,199.5	1,237.8	1,020.5	1,525.7	1,481.4	1,636.4	1,689.7	3.3%
Other travel*	35.2	32.7	31.5	34.8	37.9	39.9	27.6	36.3	45.4	57.2	57.7	0.9%
Total	946.7	1,052.6	1,045.0	1,171.6	1,237.4	1,277.7	1,048.0	1,562.1	1,526.7	1,693.6	1,747.4	3.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	691.6	762.0	799.0	899.5	962.7	1,015.1	815.6	1,241.4	1,196.8	1,318.0	1,364.7	3.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	987.1	929.1	1,061.8	1,098.2	3.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	254.4	267.8	256.2	266.5	4.0%
Campground	162.6	200.3	157.3	177.1	174.7	159.7	159.5	207.8	202.3	224.3	229.9	2.5%
Private Home (VFR)	20.1	20.2	20.3	21.5	22.0	22.5	16.6	30.7	37.3	44.3	44.5	0.5%
Seasonal Home	29.6	29.0	28.9	29.9	31.0	31.2	20.4	34.6	34.7	38.5	39.1	1.6%
Day Travel	7.5	8.4	7.9	8.7	9.1	9.3	8.4	11.1	10.2	11.4	11.4	0.6%
Total	219.8	257.9	214.6	237.3	236.8	222.7	204.9	1,525.7	1,481.4	1,636.4	1,689.7	3.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	264.6	302.4	332.9	378.4	403.2	419.3	342.6	578.2	580.9	608.5	650.4	6.9%
Food Service	218.6	250.9	247.5	279.1	295.0	312.7	267.5	347.0	313.7	364.1	372.9	2.4%
Food Stores	60.8	70.4	64.2	69.7	70.8	72.1	62.9	81.2	77.2	87.2	87.6	0.4%
Arts, Ent. & Rec.	134.0	152.5	144.1	158.8	163.3	166.5	140.3	177.8	157.1	179.1	191.8	7.1%
Retail Sales	116.8	132.0	122.3	133.3	135.6	137.5	116.8	152.7	140.4	153.0	145.6	-4.8%
Visitor Air	39.0	38.9	40.8	43.0	44.9	46.8	29.4	86.8	115.4	148.2	148.2	0.0%
Local Tran. & Gas	77.7	72.9	61.7	74.5	86.6	82.8	60.8	102.0	96.7	96.3	93.1	-3.3%
Total	911.4	1,019.9	1,013.5	1,136.8	1,199.5	1,237.8	1,020.5	1,525.7	1,481.4	1,636.4	1,689.7	3.3%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Teton County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	181.7	208.0	218.5	233.9	253.3	262.4	221.3	242.3	297.8	342.9	349.2	1.9%
Arts, Ent. & Rec.	52.8	60.0	62.4	71.4	80.9	80.8	69.3	74.8	82.7	89.4	115.9	29.7%
Retail*	25.5	30.5	29.1	30.5	31.1	32.3	34.8	38.1	43.3	45.8	47.1	2.8%
Ground Trans.	1.7	1.9	1.8	1.9	1.9	1.9	1.6	1.7	2.1	2.3	2.2	-6.8%
Visitor Air	4.5	4.5	4.5	4.7	4.7	4.6	3.7	4.3	4.5	4.8	5.3	10.4%
Other travel**	5.2	5.1	4.9	5.2	5.3	6.3	5.0	3.4	4.2	6.4	6.5	1.4%
Total	271.4	309.9	321.4	347.6	377.1	388.3	335.7	364.5	434.7	491.5	526.1	7.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	5,260	5,820	5,790	5,940	5,940	6,050	4,580	4,760	5,320	5,640	5,590	-0.9%
Arts, Ent. & Rec.	1,340	1,480	1,450	1,680	1,810	1,690	1,320	1,370	1,380	1,360	1,710	25.7%
Retail*	870	1,010	930	910	910	880	930	950	1,020	1,040	1,040	0.0%
Ground Trans.	50	60	60	60	60	60	50	50	50	50	40	-20.0%
Visitor Air	100	100	100	100	100	90	60	60	50	50	50	0.0%
Other travel**	110	100	100	100	100	90	70	60	60	60	60	0.0%
Total	7,740	8,570	8,440	8,780	8,910	8,860	7,000	7,230	7,870	8,190	8,480	3.5%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	25.2	28.9	29.9	33.7	35.6	37.0	29.9	44.3	43.8	46.9	49.0	4.4%
State Tax Receipts	21.7	25.1	25.0	27.9	29.4	30.3	25.3	51.6	49.2	52.1	54.8	5.1%
Total	46.9	54.0	54.9	61.7	65.0	67.3	55.2	95.9	92.9	99.1	103.8	4.7%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Teton County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	2,784	1,030	3,039	1,123	2,992	1,106
Private Home (VFR)	122	44	123	44	124	44
Other Overnight	1,297	567	1,371	592	1,373	594
Total	4,204	1,641	4,533	1,759	4,489	1,745
Party Volume (Thousands)						
Hotel, Motel, STVR	894	331	976	360	960	355
Private Home (VFR)	59	21	60	21	60	21
Other Overnight	515	233	543	243	544	244
Total	1,468	585	1,578	624	1,565	620

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$456	\$1,234	\$1,421	\$3,845	3.1	2.7
Private Home (VFR)	\$359	\$1,008	\$740	\$2,077	2.1	2.8
Other Overnight	\$196	\$453	\$494	\$1,104	2.5	2.3
All Overnight	\$374	\$962	\$1,073	\$2,707	2.9	2.6

Uinta County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$88,933	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$40	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	9%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	57%	54%
STVR	2%	10%
Private home (VFR)	29%	11%
Seasonal Home (2nd Home)	2%	4%
Campground	9%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Uinta County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	70.8	74.9	70.5	80.6	80.3	86.2	67.1	85.5	88.1	89.5	89.9	0.5%
Other travel*	13.2	11.0	9.5	11.2	13.1	12.7	8.9	14.5	15.7	14.8	14.4	-2.6%
Total	84.0	85.9	80.0	91.8	93.4	98.9	76.0	100.0	103.8	104.3	104.4	0.0%
Direct Earnings (\$Millions)												
Earnings	20.0	22.5	22.7	23.9	24.5	26.6	24.0	28.9	32.4	34.3	35.6	3.7%
Direct Employment (Jobs)												
Employment	860	960	910	970	950	980	890	1,040	1,050	1,070	1,060	-0.9%
Direct Tax Revenue (\$Millions)												
Local	1.5	1.7	1.6	1.5	1.4	1.5	1.2	1.5	1.6	1.8	1.8	0.3%
State	2.8	3.1	2.9	3.3	3.3	3.4	2.7	3.6	3.6	3.6	3.7	3.4%
Total	4.3	4.8	4.5	4.8	4.6	4.9	3.9	5.1	5.1	5.4	5.5	2.4%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Uinta County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	70.8	74.9	70.5	80.6	80.3	86.2	67.1	85.5	88.1	89.5	89.9	0.5%
Other travel*	13.2	11.0	9.5	11.2	13.1	12.7	8.9	14.5	15.7	14.8	14.4	-2.6%
Total	84.0	85.9	80.0	91.8	93.4	98.9	76.0	100.0	103.8	104.3	104.4	0.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	24.0	27.4	25.4	30.0	30.2	33.6	28.0	36.4	37.7	38.1	37.6	-1.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	35.7	36.9	36.9	36.2	-1.9%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.7	0.7	1.2	1.5	17.3%
Campground	4.2	3.8	3.8	4.3	4.3	4.4	3.7	4.8	5.2	5.5	5.7	4.5%
Private Home (VFR)	15.4	15.6	14.6	16.0	15.7	16.2	13.1	16.4	18.2	18.3	18.7	2.0%
Seasonal Home	2.4	2.3	2.2	2.3	2.4	2.4	1.7	2.7	1.5	1.5	1.5	2.3%
Day Travel	24.8	25.9	24.6	28.0	27.7	29.6	20.5	25.3	25.6	26.1	26.3	1.0%
Total	46.8	47.5	45.1	50.6	50.1	52.6	39.1	85.5	88.1	89.5	89.9	0.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	9.3	10.9	10.0	10.4	10.2	11.1	8.6	12.8	13.7	14.3	14.3	0.5%
Food Service	17.3	19.2	18.9	22.1	21.9	24.4	21.3	25.1	25.5	27.0	27.3	1.1%
Food Stores	5.4	5.9	5.6	6.3	6.0	6.5	4.9	5.8	6.1	6.3	6.3	-0.8%
Arts, Ent. & Rec.	9.8	10.7	10.3	11.8	11.4	12.4	9.4	10.9	10.7	11.2	12.3	9.7%
Retail Sales	13.4	14.4	13.7	15.2	14.6	15.6	11.6	13.8	14.2	14.3	13.9	-2.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	15.5	13.9	12.0	14.8	16.1	16.2	11.2	17.1	17.8	16.4	15.8	-3.9%
Total	70.8	74.9	70.5	80.6	80.3	86.2	67.1	85.5	88.1	89.5	89.9	0.5%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Uinta County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	12.2	13.9	14.8	15.5	15.7	17.4	15.1	18.7	21.5	22.2	22.5	1.5%
Arts, Ent. & Rec.	4.2	4.5	4.0	4.3	4.7	4.8	4.7	5.5	6.0	6.9	7.6	10.7%
Retail*	2.3	2.6	2.6	2.8	2.7	2.9	2.8	3.1	3.2	3.3	3.4	2.8%
Ground Trans.	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.3	0.3	0.2	-6.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	1.0	1.1	1.1	1.1	1.2	1.2	1.2	1.4	1.5	1.7	1.8	7.2%
Total	20.0	22.5	22.7	23.9	24.5	26.6	24.0	28.9	32.4	34.3	35.6	3.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	460	520	540	550	540	560	490	560	600	610	590	-3.3%
Arts, Ent. & Rec.	230	240	190	230	230	250	240	300	290	310	310	0.0%
Retail*	120	130	120	130	120	130	120	130	110	110	110	0.0%
Ground Trans.	10	10	10	10	10	10	10	10	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	50	50	50	50	50	50	50	50	50	50	50	0.0%
Total	860	960	910	970	950	980	890	1,040	1,050	1,070	1,060	-0.9%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	1.5	1.7	1.6	1.5	1.4	1.5	1.2	1.5	1.6	1.8	1.8	0.3%
State Tax Receipts	2.8	3.1	2.9	3.3	3.3	3.4	2.7	3.6	3.6	3.6	3.7	3.4%
Total	4.3	4.8	4.5	4.8	4.6	4.9	3.9	5.1	5.1	5.4	5.5	2.4%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Uinta County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	259	141	254	137	242	130
Private Home (VFR)	333	119	335	119	337	120
Other Overnight	90	47	92	47	93	48
Total	683	306	681	304	672	298
Party Volume (Thousands)						
Hotel, Motel, STVR	128	69	125	68	118	64
Private Home (VFR)	162	58	163	58	164	58
Other Overnight	37	20	38	20	39	21
Total	327	147	325	146	320	143

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$156	\$289	\$319	\$589	2.0	1.9
Private Home (VFR)	\$55	\$155	\$114	\$320	2.1	2.8
Other Overnight	\$78	\$151	\$189	\$354	2.4	1.9
All Overnight	\$95	\$213	\$199	\$445	2.1	2.3

Washakie County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$98,774	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$32	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	4%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	22%	54%
STVR	7%	10%
Private home (VFR)	18%	11%
Seasonal Home (2nd Home)	2%	4%
Campground	51%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Washakie County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	18.7	16.2	16.0	16.1	15.8	16.3	14.0	18.8	18.0	19.1	19.6	2.4%
Other travel*	5.5	4.6	4.0	4.5	5.2	5.0	3.5	5.6	5.9	5.6	5.4	-2.6%
Total	24.1	20.9	20.0	20.5	21.0	21.2	17.5	24.4	23.9	24.7	25.0	1.3%
Direct Earnings (\$Millions)												
Earnings	5.6	5.1	4.7	4.8	5.0	4.7	4.5	5.3	5.5	6.2	6.4	2.7%
Direct Employment (Jobs)												
Employment	260	250	230	230	240	210	200	220	200	210	210	0.0%
Direct Tax Revenue (\$Millions)												
Local	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.4	4.3%
State	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.9	0.8	0.9	0.9	6.3%
Total	1.0	1.0	1.1	1.1	1.1	1.1	0.9	1.3	1.2	1.3	1.3	5.7%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Washakie County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	18.7	16.2	16.0	16.1	15.8	16.3	14.0	18.8	18.0	19.1	19.6	2.4%
Other travel*	5.5	4.6	4.0	4.5	5.2	5.0	3.5	5.6	5.9	5.6	5.4	-2.6%
Total	24.1	20.9	20.0	20.5	21.0	21.2	17.5	24.4	23.9	24.7	25.0	1.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	4.7	5.3	5.1	4.5	4.3	4.3	4.2	6.3	4.7	5.1	5.5	6.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	5.4	3.7	3.8	4.1	6.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.9	1.0	1.3	1.4	5.1%
Campground	9.5	6.6	6.7	7.5	7.4	7.7	6.5	8.1	8.8	9.4	9.5	1.5%
Private Home (VFR)	3.1	3.1	3.0	2.9	3.0	3.1	2.4	3.1	3.3	3.3	3.3	-0.9%
Seasonal Home	0.5	0.5	0.5	0.5	0.5	0.5	0.3	0.5	0.5	0.5	0.5	1.2%
Day Travel	0.8	0.7	0.7	0.7	0.7	0.7	0.6	0.8	0.7	0.8	0.8	1.6%
Total	13.9	11.0	10.9	11.5	11.6	11.9	9.8	18.8	18.0	19.1	19.6	2.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.1	3.0	2.9	2.9	2.7	2.7	2.4	3.8	3.3	3.6	3.8	7.5%
Food Service	4.2	3.9	4.0	4.0	4.0	4.3	3.8	4.6	4.4	4.9	5.2	5.6%
Food Stores	1.9	1.6	1.6	1.6	1.6	1.6	1.4	1.8	1.8	2.0	2.0	3.0%
Arts, Ent. & Rec.	3.2	2.7	2.7	2.8	2.7	2.8	2.4	2.9	2.8	3.1	3.2	3.9%
Retail Sales	2.7	2.4	2.4	2.3	2.3	2.3	2.0	2.5	2.5	2.6	2.4	-9.4%
Visitor Air	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	3.3	2.4	2.1	2.4	2.6	2.5	1.9	3.1	3.1	3.0	3.0	-0.8%
Total	18.7	16.2	16.0	16.1	15.8	16.3	14.0	18.8	18.0	19.1	19.6	2.4%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Washakie County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	2.5	2.4	2.2	2.1	2.1	2.0	1.9	2.3	2.5	2.8	2.9	3.7%
Arts, Ent. & Rec.	2.0	1.8	1.6	1.8	2.0	1.8	1.6	1.9	1.9	2.3	2.3	0.5%
Retail*	0.7	0.6	0.7	0.6	0.6	0.7	0.7	0.8	0.9	0.8	0.9	7.2%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9%
Visitor Air	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	-3.3%
Total	5.6	5.1	4.7	4.8	5.0	4.7	4.5	5.3	5.5	6.2	6.4	2.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	150	140	130	130	130	110	100	110	110	110	110	0.0%
Arts, Ent. & Rec.	80	70	60	60	70	60	60	60	60	70	60	-14.3%
Retail*	30	30	30	30	30	30	30	30	20	20	20	0.0%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	10	10	10	0.0%
Total	260	250	230	230	240	210	200	220	200	210	210	0.0%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.4	4.3%
State Tax Receipts	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.9	0.8	0.9	0.9	6.3%
Total	1.0	1.0	1.1	1.1	1.1	1.1	0.9	1.3	1.2	1.3	1.3	5.7%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Washakie County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	34	14	37	15	38	16
Private Home (VFR)	44	16	45	16	45	16
Other Overnight	68	27	71	27	72	28
Total	146	56	152	59	155	60
Party Volume (Thousands)						
Hotel, Motel, STVR	14	6	15	6	15	6
Private Home (VFR)	22	8	22	8	22	8
Other Overnight	26	11	28	11	28	11
Total	62	24	64	25	65	25

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$143	\$343	\$358	\$852	2.5	2.4
Private Home (VFR)	\$74	\$208	\$153	\$428	2.1	2.8
Other Overnight	\$138	\$357	\$356	\$901	2.6	2.6
All Overnight	\$121	\$314	\$288	\$743	2.4	2.6

Weston County

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$122,615	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$34	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	5%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	24%	54%
STVR	2%	10%
Private home (VFR)	16%	11%
Seasonal Home (2nd Home)	2%	4%
Campground	55%	20%

Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

Weston County

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	11.7	14.3	13.8	13.9	15.6	17.8	13.9	17.1	17.4	18.5	19.3	3.9%
Other travel*	4.5	3.8	3.3	3.8	4.5	4.3	3.0	4.9	5.2	4.9	4.7	-2.6%
Total	16.2	18.1	17.1	17.6	20.1	22.1	17.0	22.0	22.6	23.4	24.0	2.5%
Direct Earnings (\$Millions)												
Earnings	2.5	3.2	3.2	3.0	3.2	3.7	3.4	3.9	4.4	5.2	6.6	25.8%
Direct Employment (Jobs)												
Employment	140	170	170	150	150	170	150	170	150	170	210	23.5%
Direct Tax Revenue (\$Millions)												
Local	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.2	0.3	0.3	8.9%
State	0.6	0.7	0.7	0.7	0.7	0.8	0.6	0.8	0.8	0.8	0.9	9.3%
Total	0.8	0.9	1.0	1.0	1.1	1.2	1.0	1.2	1.0	1.1	1.2	9.2%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Weston County

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	11.7	14.3	13.8	13.9	15.6	17.8	13.9	17.1	17.4	18.5	19.3	3.9%
Other travel*	4.5	3.8	3.3	3.8	4.5	4.3	3.0	4.9	5.2	4.9	4.7	-2.6%
Total	16.2	18.1	17.1	17.6	20.1	22.1	17.0	22.0	22.6	23.4	24.0	2.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2.9	3.1	2.6	1.9	2.9	4.5	3.9	4.5	3.9	4.2	5.0	20.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	4.2	3.5	3.8	4.5	20.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.3	0.4	0.4	0.5	22.0%
Campground	4.6	7.0	7.2	8.1	8.0	8.3	7.1	8.9	9.6	10.3	10.2	-0.5%
Private Home (VFR)	2.8	2.8	2.7	2.5	3.2	3.3	2.4	2.9	3.1	3.2	3.1	-2.3%
Seasonal Home	0.7	0.7	0.7	0.7	0.8	0.8	0.2	0.3	0.4	0.4	0.4	-0.7%
Day Travel	0.6	0.7	0.7	0.7	0.8	0.9	0.4	0.4	0.4	0.5	0.5	1.9%
Total	8.7	11.3	11.2	12.0	12.7	13.3	10.0	17.1	17.4	18.5	19.3	3.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.9	2.1	1.9	1.7	2.0	2.8	2.3	3.0	2.7	2.9	3.6	22.3%
Food Service	2.7	3.5	3.5	3.5	4.0	4.6	3.6	4.2	4.3	4.7	4.8	2.0%
Food Stores	1.2	1.6	1.6	1.7	1.7	1.9	1.5	1.8	1.9	2.1	2.2	3.8%
Arts, Ent. & Rec.	2.1	2.8	2.8	2.9	3.1	3.4	2.7	3.1	3.2	3.5	3.4	-1.3%
Retail Sales	1.8	2.2	2.2	2.2	2.3	2.6	2.0	2.4	2.5	2.6	2.5	-3.3%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	2.0	2.0	1.8	1.9	2.4	2.6	1.8	2.7	2.9	2.7	2.7	1.0%
Total	11.7	14.3	13.8	13.9	15.6	17.8	13.9	17.1	17.4	18.5	19.3	3.9%

*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

**STVR breakout is not available before 2021 because of data limitations.

Weston County

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	1.1	1.3	1.3	1.1	1.2	1.4	1.3	1.4	1.5	1.6	1.6	0.2%
Arts, Ent. & Rec.	0.7	0.9	0.9	0.9	1.0	1.0	1.0	1.1	1.3	1.4	1.7	23.0%
Retail*	0.6	0.8	0.8	0.8	0.8	0.9	0.9	1.1	1.2	1.4	1.9	30.4%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.4	0.8	1.4	76.7%
Total	2.5	3.2	3.2	3.0	3.2	3.7	3.4	3.9	4.4	5.2	6.6	25.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	60	80	80	60	60	70	60	70	60	70	60	-14.3%
Arts, Ent. & Rec.	30	30	30	30	30	30	30	30	30	40	40	0.0%
Retail*	40	50	50	50	50	50	40	50	40	50	60	20.0%
Ground Trans.	0	0	0	0	0	0	0	0	0	0	0	NA
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	10	30	50	66.7%
Total	140	170	170	150	150	170	150	170	150	170	210	23.5%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.2	0.3	0.3	8.9%
State Tax Receipts	0.6	0.7	0.7	0.7	0.7	0.8	0.6	0.8	0.8	0.8	0.9	9.3%
Total	0.8	0.9	1.0	1.0	1.1	1.2	1.0	1.2	1.0	1.1	1.2	9.2%

Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.

*Retail includes gasoline station employment and earnings.

**Other includes resident air travel, travel arrangement services, convention/trade shows.

Weston County

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	35	15	36	15	41	18
Private Home (VFR)	37	13	37	13	37	13
Other Overnight	64	25	67	26	68	26
Total	137	53	140	54	147	57
Party Volume (Thousands)						
Hotel, Motel, STVR	15	6	15	7	18	8
Private Home (VFR)	18	6	18	6	18	6
Other Overnight	25	10	26	10	26	10
Total	58	23	59	23	62	24

Average Expenditures, Party Size, and Length of Stay

2024

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$121	\$284	\$284	\$665	2.3	2.3
Private Home (VFR)	\$83	\$233	\$171	\$479	2.1	2.8
Other Overnight	\$156	\$409	\$403	\$1,036	2.6	2.6
All Overnight	\$128	\$329	\$302	\$773	2.4	2.6

Glossary

Term	Definition
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with "Visitor Spending."
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Local Taxes	City and county taxes generated by travel spending.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Other Spending	Spending by residents on travel arrangement services and/or spending for convention activity.
Private Home (VFR)	Personal residences used to host friends and family visiting overnight in the destination.
State Taxes	State taxes generated by travel spending.
STVR	STVR stands for "short term vacation rental." The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).
Surplus	Surplus is the value by industry after subtracting total intermediate inputs, compensation of employees, and taxes on production and imports less subsidies from total industry output.
Visitor Spending	Spending by visitors in a destination.

Methodology

Direct Travel Impacts

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology.

Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Wyoming, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

Methodology

Direct Travel Impacts

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Massachusetts travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.

The table below demonstrates how our reported “Travel Industries” translate to the North American Industry Classification System (NAICS) codes.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)
Arts, Entertainment, & Recreation	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
Transportation	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and trade show organizers (56192)

Note: Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories. NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

Methodology

Secondary Travel Impacts

Secondary (indirect and induced) spending, earnings, and employment were estimated using IMPLAN. IMPLAN is a widely used, nationally recognized economic impact model, first developed by the U.S. Forest Service. IMPLAN provides estimates of the additional economic activity associated with a sale of a good or service to a traveler. This methodology has been packaged, along with the necessary data files, as IMPLAN Pro by the Minnesota IMPLAN Group, Inc. (MIG) of Stillwater, Minnesota.

Multipliers

Each industry that produces goods and services generates demands for other goods and services. These other producers, in turn, purchase goods and services. These indirect purchases (indirect effects) continue until “leakage” from the region (imports, wages, profits, etc.) stop the cycle. The repeating iterations are described by multipliers. Each of the multiplier types can be calculated for output, employment, and income (value added).

Wyoming Data and Analysis

All impact amounts are expressed in current dollars using IMPLAN deflators based on the U.S. Bureau of Labor Statistics’ Consumer Price Index. Through IMPLAN, direct employment from the RTIM model was used to estimate all the associated indirect and induced effects. Employment associated with retail trade was evenly divided between general merchandise stores and miscellaneous retail. Employment associated with ground transportation was divided between auto rental, gasoline service stations, and local transportation based on the expenditure distribution data used for the RTIM model.

Implan Industry Groups

Accommodation & Food Services

- Food services and drinking places
- Hotels and motels, including casino hotels
- Other accommodations

Arts, Entertainment & Recreation

- Bowling centers
- Fitness and recreational sports centers
- Independent artists, writers, and performers
- Museums, historical sites, zoos, and parks
- Other amusement, gambling, and recreation industries
- Performing arts companies
- Promoters of performing arts and sports and agents for public figures
- Scenic and sightseeing trans and support activities for transportation
- Spectator sports

Wholesale & Retail Trade

- Building material and garden supply stores
- Clothing and clothing accessories stores
- Electronics and appliance stores
- Food and beverage stores
- Furniture and home furnishings stores
- Gasoline stations
- General merchandise stores
- Health and personal care stores
- Miscellaneous store retailers
- Motor vehicle and parts dealers
- Non-store retailers
- Sporting goods, hobby, book and music stores
- Wholesale trade

Transportation

- Air transportation
- Automotive equipment rental and leasing
- Automotive repair and maintenance, except car washes
- Couriers and messengers
- Rail transportation
- Transit and ground passenger transportation
- Travel arrangement and reservation services
- Truck transportation
- Warehousing and storage
- Water transportation

Government

- Federal electric utilities
- Federal Military
- Federal Non-Military
- Other Federal
- Government enterprises
- Other State and local government enterprises
- Postal service
- State & Local Education
- State & Local Non-Education
- State and local government electric utilities
- State and local government passenger transit
- Securities, commodity contracts, investments

Implan Industry Groups

Professional Services

- Accounting and bookkeeping services
- Advertising and related services
- All other miscellaneous professional and technical services
- Architectural and engineering services
- Book publishers
- Cable networks and program distribution
- Child day care services
- Civic, social, professional and similar organizations
- Colleges, universities, and junior colleges
- Computer systems design services
- Custom computer programming services
- Data processing services
- Database, directory, and other publishers
- Elementary and secondary schools
- Environmental and other technical consulting services
- Grantmaking and giving and social advocacy organizations
- Home health care services
- Hospitals Information services
- Legal services
- Management consulting services
- Management of companies and enterprises
- Motion picture and video industries
- Newspaper publishers
- Nursing and residential care facilities
- Offices of physicians, dentists, and other health practitioners
- Other ambulatory health care services
- Other computer related services, including facilities management
- Other educational services
- Periodical publishers
- Photographic services
- Radio and television broadcasting
- Religious organizations
- Scientific research and development services
- Social assistance, except child day care services
- Software publishers
- Sound recording industries
- Specialized design services
- Telecommunications
- Veterinary services

Implan Industry Groups

Other Services

- Business support services
- Car washes
- Commercial machinery repair and maintenance
- Death care services
- Drycleaning and laundry services
- Electronic equipment repair and maintenance
- Employment services
- Facilities support services
- General and consumer goods rental except video tapes and discs
- Household goods repair and maintenance
- Investigation and security services
- Lessors of nonfinancial intangible assets
- Machinery and equipment rental and leasing
- Office administrative services
- Other personal services
- Other support services
- Personal care services
- Private households
- Services to buildings and dwellings
- Video tape and disc rental
- Waste management and remediation services

Mining & Manufacturing

- All mining & manufacturing industries except for food processing

Agriculture & Food Processing

- Farming & manufacturing industries in food processing

Finance, Ins., & Real Estate

- Funds, trusts, and other financial vehicles
- Insurance agencies, brokerages, and related
- Insurance carriers
- Monetary authorities and depository credit intermediation
- Non-depository credit intermediation and related activities
- Real estate
- Securities, commodity contracts, investments

Construction

- Commercial and institutional buildings
- Highway, street, bridge, and tunnel construction
- Maintenance and repair of farm and nonfarm residential structures
- Maintenance and repair of highways, streets, bridges, and tunnels
- Maintenance and repair of nonresidential buildings
- Manufacturing and industrial buildings
- New farm housing units and additions and alterations
- New multifamily housing structures, nonfarm
- New residential 1-unit structures, nonfarm
- New residential additions and alterations, nonfarm
- Other maintenance and repair construction
- Other new construction
- Water, sewer, and pipeline construction



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