

# TRAVEL IS AN ECONOMIC ENGINE WHY TRAVEL MATTERS TO LARAMIE COUNTY

# TRAVEL-GENERATED SPENDING

MILLION



#### TRAVEL-GENERATED TAXES



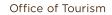
### **TRAVEL & TOURISM WORKS FOR LARAMIE COUNTY**

2017 data

- In 2017, Laramie County welcomed **1,076,000** overnight visitors.
- Domestic and international travelers spent \$346.4 million in Laramie County and contributed \$7.5 million in sales taxes or 10% of all sales tax collections. Travel generated tax revenues help support infrastructure and public services.
- If not for the taxes generated by the travel and tourism industry, the average household in Laramie County would pay **\$516** more in taxes for existing government services.
- The **2,970** jobs created by travelers represent **4%** of Laramie County's total private industry employment.
- Without the jobs generated by the travel industry, the 2016 Laramie County unemployment rate of 4% would have been 8%.

## TRAVEL & TOURISM IS CRITICAL TO WYOMING'S ECONOMY 2017 data

Travel and Tourism is Wyoming's Second-Largest Industry	<ul> <li>Wyoming welcomed 8.7 million overnight visitors.</li> <li>Domestic and international visitors in Wyoming spent over \$3.5 billion in 2017. This is equivalent to \$9.8 million per day, \$407,648 per hour, \$6,794 per minute and \$113 per second.</li> <li>Visitor spending directly affected Wyoming's economy by generating \$188 million in local and state tax revenue.</li> <li>Each Wyoming household would pay approximately \$804 more in taxes without the tax revenue generated by the travel and tourism industry.</li> <li>3.7% of Wyoming's gross domestic product (GDP) is attributed to travel and tourism.</li> </ul>
Travel and Tourism is One of Wyoming's Largest Employers	<ul> <li>Travelers to the state supported 45,690 jobs in Wyoming, including 32,120 directly in the industry and 13,570 in other industries.</li> <li>Travel spending directly generated \$923 million in payroll for those employed in the Wyoming travel industry.</li> <li>1 in every 8 Wyoming non-farm jobs is supported (directly, indirectly or induced) by the leisure and hospitality industry.</li> <li>Leisure and hospitality is the largest employer among all private industries in Wyoming.</li> <li>Without travel and tourism jobs, Wyoming's 2016 unemployment rate would have gone from 4.2% to 15.1%.</li> </ul>
	Source: Dean Runyan Associates, Travel Impact Report, April 2017; U.S. Bureau of Economic Analysis; U.S. Bureau of Labor Statistics



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