



TRAVEL IS AN ECONOMIC ENGINE

WHY TRAVEL MATTERS TO LARAMIE COUNTY

TRAVEL-GENERATED SPENDING



\$346.4
MILLION

TRAVEL-GENERATED JOBS



2,970
JOBS

TRAVEL-GENERATED TAXES



\$20.0
MILLION

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

- Wyoming welcomed **8.7 million** overnight visitors.
- 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.
- Visitor spending directly affected Wyoming's economy by generating **\$188 million** in local and state tax revenue.
- Each Wyoming household would pay approximately **\$804** more in taxes without the tax revenue generated by the travel and tourism industry.
- **3.7%** of Wyoming's gross domestic product (GDP) is attributed to travel and tourism.

Travel and Tourism is One of Wyoming's Largest Employers

- Travelers to the state supported **45,690** jobs in Wyoming, including 32,120 directly in the industry and 13,570 in other industries.
- Travel spending directly generated **\$923 million** in payroll for those employed in the Wyoming travel industry.
- **1 in every 8** Wyoming non-farm jobs is supported (directly, indirectly or induced) by the leisure and hospitality industry.
- Leisure and hospitality is the **largest employer** among all private industries in Wyoming.
- Without travel and tourism jobs, Wyoming's 2016 unemployment rate would have gone from **4.2%** to **15.1%**.



Office of Tourism

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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