

Economic Impact of Tourism in Kansas - 2023

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Prepared for: Kansas Tourism





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INTRODUCTION PROJECT BACKGROUND

The travel sector is an integral part of the Kansas economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of Kansas' future. In 2023, visitors supported \$13.2 billion in total business sales, including indirect and induced impacts, at businesses in Kansas.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development.

This is particularly important for Kansas as its visitor economy rebounds. By establishing a timeline of economic impacts, the industry can track its progress.

To quantify the significance of the visitor economy in Kansas, Tourism Economics developed a comprehensive model detailing the far-reaching impacts arising from visitor spending. The results of this study show the scope of the visitor economy in terms of direct visitor spending, along with total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

METHODOLOGY AND DATA SOURCES

An IMPLAN input-output model was constructed for the state of Kansas. The model traces the flow of visitor-related expenditures through the state's economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism. Tourism Economics then cross-checked these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.

Visitors included those who stayed overnight or traveled more than 50 miles to the destination.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis. This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in ES202 data.

The analysis draws on the following data sources:

- D.K. Shifflet: survey data, including spending and visitor totals for domestic visitors to Kansas
- STR lodging performance data, including room demand, room rates, occupancy, and room revenue, for hotels
- Tax collections: Bed tax and sales tax receipts for select industries. Data for both state and county geographies
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry
- Tourism Economics: international travel data for overseas, Canadian, and Mexican travel to Kansas based on aviation, survey, and credit card information
- U.S. National Park Service: visitor volume data
- EIA: gas prices data for the Midwest region

ECONOMIC IMPACTS

KEY FINDINGS

VISITOR SPENDING

Visitor spending increased by more than \$350 million in 2023 to reach \$8.0 billion. Spending grew 4.6% year-over-year, and surpassed pre-pandemic levels by 10%. Visitor spending increases were strongest in the lodging and recreation categories followed closely by food and beverage.

TOTAL ECONOMIC IMPACT

Visitor spending of \$8.0 billion generated a total economic impact of \$13.2 billion in Kansas in 2023 including indirect and induced impacts. This total economic impact sustained 90,923 jobs and generated \$823 million in state and local tax revenues in 2023.



\$13.2 BILLION

Total Economic Impact of Tourism in Kansas in 2023



\$8.0B

Visitor
Spending



\$13.2B

Total
Economic
Impact



90,923

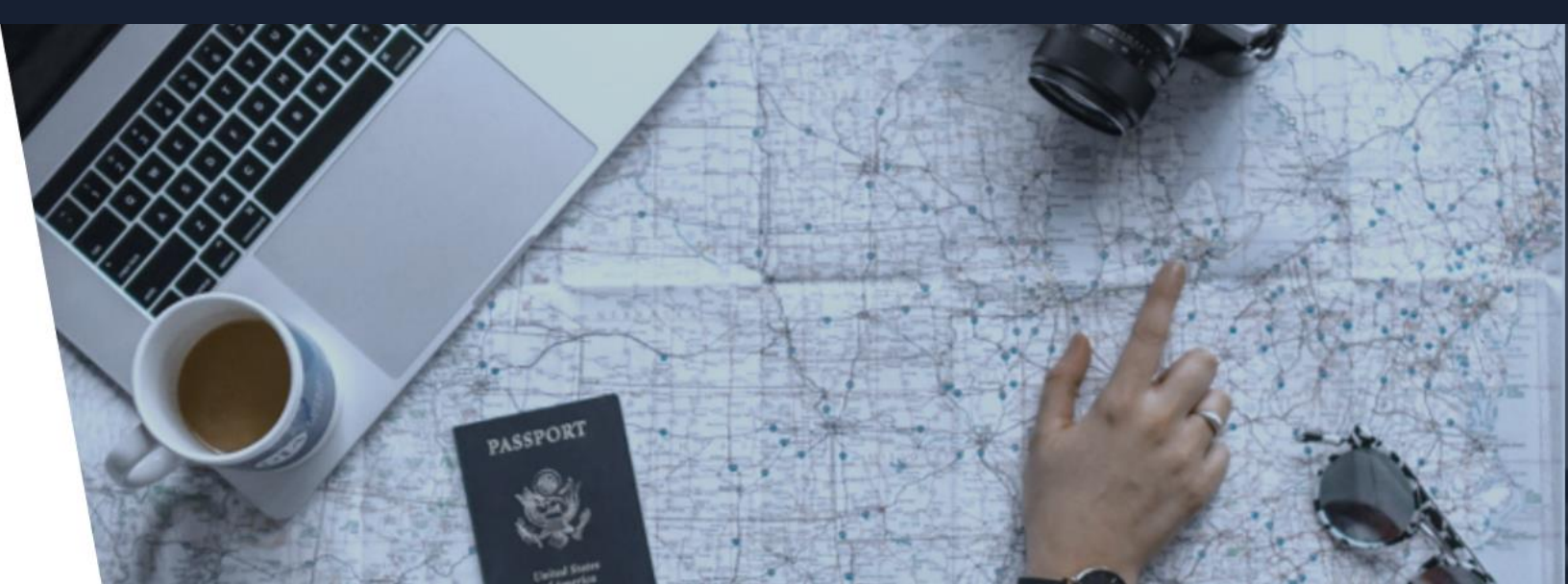
Total
Jobs
Generated



\$823M

State & Local
Taxes
Generated





VISITOR VOLUME & VISITOR SPENDING

Driven by growth in visitor demand and price increases, visitor spending climbed to record levels in 2023 in Kansas. After a recovery to pre-pandemic levels in 2022, the Kansas visitor economy showed continued strength and grew 4.6% year-over-year to 10% above the pre-pandemic high.

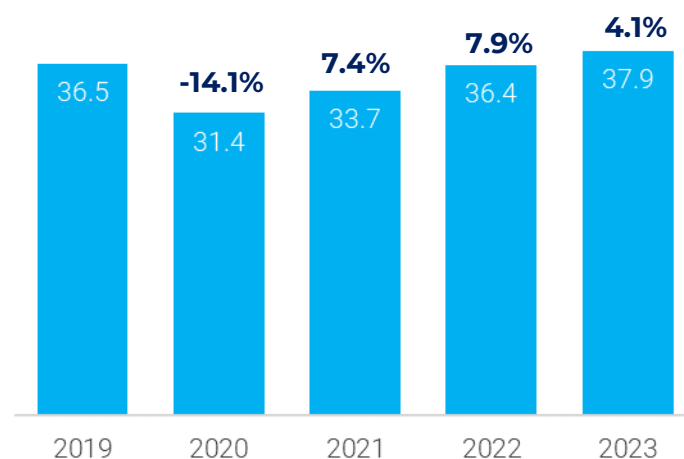
VISITOR VOLUME

Growth in 2023

Kansas visitor volumes continued to climb in 2023, with a steady 4.1% increase. Year-over-year growth in 2023 was supported primarily by growth in day visitors, along with continued growth in international and business travel.

Kansas visitor volume

Amounts in millions



Sources: Tourism Economics

VISITOR SPENDING

Visitors to Kansas spent \$8.0 billion across a range of sectors in 2023.

Visitor spending expanded 4.6% in 2023, recovering to 10% higher than 2019 levels.

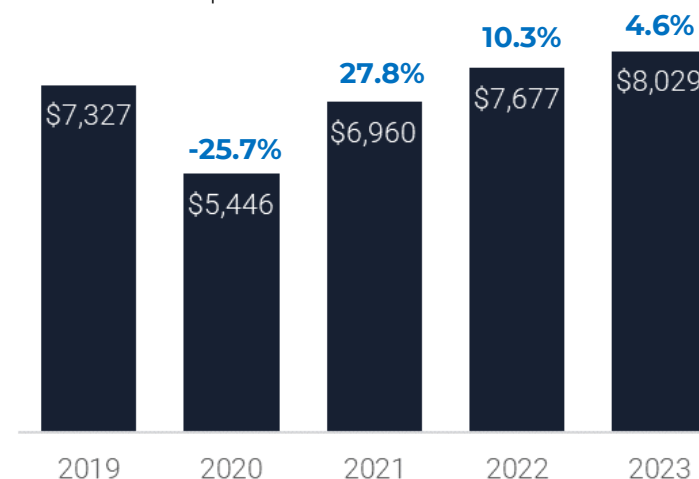
Of the \$8.0 billion spent in Kansas in 2023 by visitors, transportation, including both air and transportation within the destination, accounted for 29% of visitor spending.

Spending on food and beverages contributed \$2.0 billion in sales—about 25% of total visitor spending.

Visitors spent 14% of their total budget on lodging, including the value of second homes, 16% on recreation, and 15% on retail purchases.

Kansas visitor spending

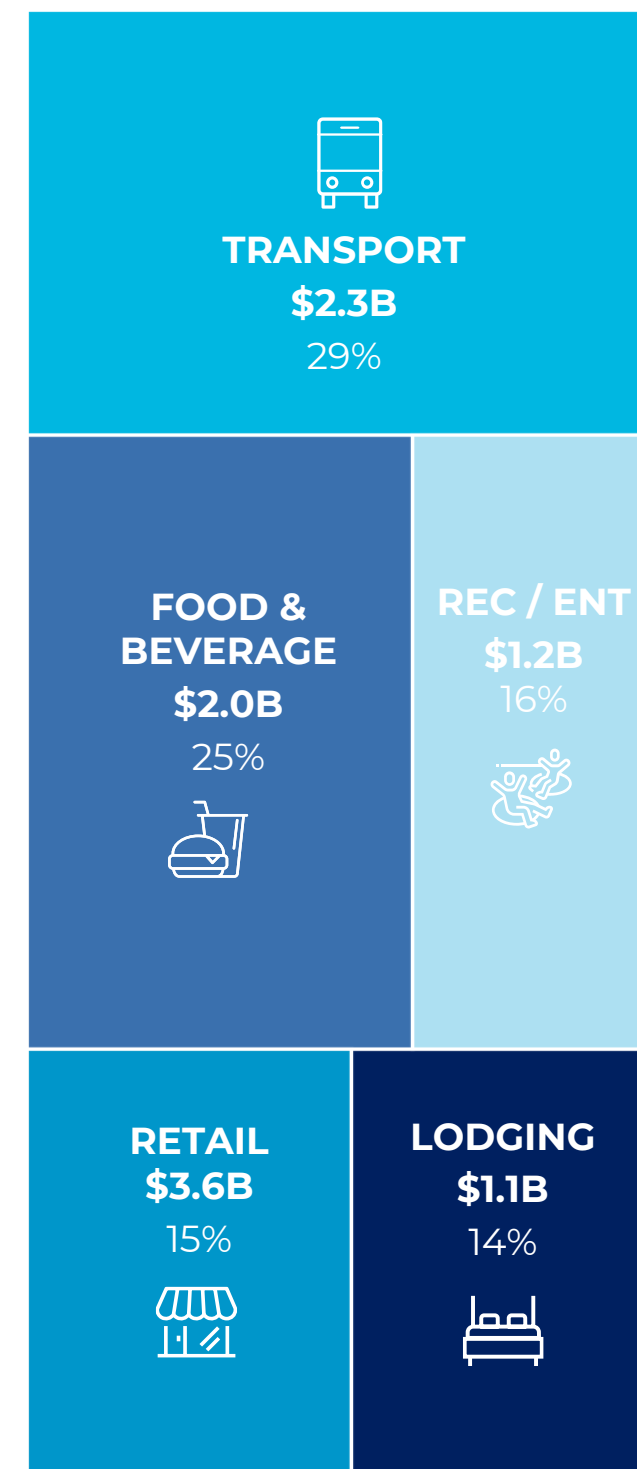
Amounts in \$ millions



Sources: Tourism Economics

\$8.0 BILLION

Visitor Spending in 2023



Source: Tourism Economics

Note: Lodging spending is calculated as an industry. Spending also includes dollars spent on second homes. Transport includes both air and local transportation.

VISITOR VOLUME & SPENDING TRENDS

Led by lodging spending growth of 7.6%, overall visitor spending grew across all spending categories in 2023.

Recreation and food and beverage spending expanded 5.9% and 5.2%, respectively, while retail trailed at 3.2% growth. Due to a decline in gas prices, transportation spending growth moderated in 2023 and grew 2.6%.

Visitor volume growth was driven by day visitors in 2023; day visitation to Kansas grew 6.1%, while overnight visitation grew 1.5%.

As a result of the day demand increase, spending by day visitors led with 6.7% spending growth. However, overnight spending remained the largest portion of visitor spending with 75.5% attributed by overnight visitors. Due to both demand and price increases overnight visitors spent \$367 per person, an increase of 2.4%

Kansas visitor spending

Amounts in \$ millions, 2023 percent change and percent recovered relative to 2019

	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
Total visitor spending	\$7,327	\$5,446	\$6,960	\$7,677	\$8,029	4.6%	109.6%
Transportation**	\$2,082	\$1,651	\$1,986	\$2,266	\$2,326	2.6%	111.8%
Food & beverage	\$1,804	\$1,415	\$1,809	\$1,941	\$2,043	5.2%	113.2%
Recreation	\$1,192	\$842	\$1,114	\$1,237	\$1,310	5.9%	109.9%
Retail	\$1,086	\$880	\$1,114	\$1,167	\$1,204	3.2%	110.9%
Lodging*	\$1,163	\$658	\$937	\$1,065	\$1,146	7.6%	98.6%

Source: Tourism Economics

* Lodging includes second home spending
** Transportation includes both ground and air transportation

Kansas visitor volume and spending, by market

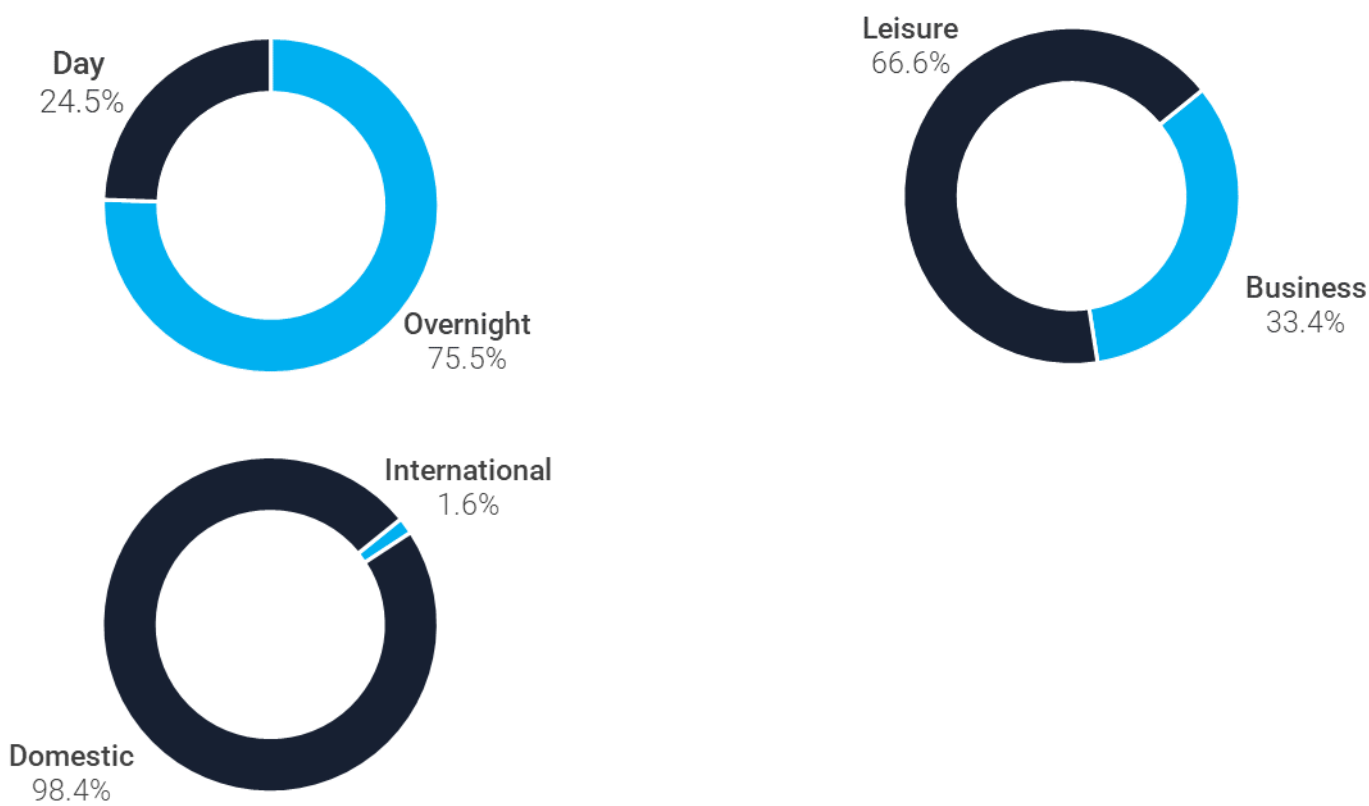
Amounts in millions of visitors , \$ millions, 2023 % change and % recovered to 2019

	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
Total visitors	36.5	31.4	33.7	36.4	37.9	4.1%	103.6%
Day	21.6	19.4	19.4	20.5	21.7	6.1%	100.4%
Overnight	14.9	12.0	14.3	15.9	16.1	1.5%	108.2%
Total visitor spending	\$7,567	\$5,446	\$6,960	\$7,677	\$8,029	4.6%	106.1%
Day	\$1,695	\$1,352	\$1,701	\$1,840	\$1,964	6.7%	115.9%
Overnight	\$5,872	\$4,093	\$5,259	\$5,836	\$6,065	3.9%	103.3%
Per visitor spending	\$207	\$173	\$207	\$211	\$212	0.5%	102.4%
Day	\$78	\$70	\$88	\$90	\$90	0.6%	115.4%
Overnight	\$394	\$340	\$368	\$367	\$376	2.4%	95.5%

Source: Tourism Economics

Kansas spending share by segment

Expressed as percentage % of total visitation by market



Source: Tourism Economics

VISITOR ECONOMY TRENDS

The visitor economy looks at a broader range of tourism-related expenditures. These include government support for tourism as well as capital investment (both new structures and machinery and equipment spending).

Overall, traveler demand reached \$8.8 billion in 2023 with domestic traveler spending bringing in \$7.9 billion. Capital investment in support of tourism grew to \$670 million in 2023, an increase of 19.5%. Growth in governmental support of tourism was spurred by a strong increase in transient tax revenue.

Tourism Capital Investment

Amounts in millions of dollars

	2018	2019	2020	2021	2022	2023
Total Tourism CAPEX	\$530	\$613	\$416	\$471	\$560	\$670
Machinery & equip.	\$353	\$364	\$275	\$345	\$386	\$401
Construction	\$178	\$249	\$141	\$126	\$175	\$268

Source: Tourism Economics

VISITOR ECONOMY DISTRIBUTION

In Kansas, domestic visitor markets accounted for 89.5% of tourism demand in 2023.

Capital investment in tourism-related construction and machinery & equipment represented 7.6% of all tourism-related demand.

International visitor markets provided 1.4% of tourism demand in 2023, and governmental support contributed an additional 0.7% to tourism demand in Kansas.

Kansas tourism demand

Amounts in \$millions, 2023 % change, and % relative from 2019

	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
Tourism Demand	\$8,063	\$5,989	\$7,539	\$8,353	\$8,831	5.7%	109.5%
Domestic Visitor	\$7,220	\$5,410	\$6,901	\$7,558	\$7,901	4.5%	109.4%
International Visitor	\$107	\$36	\$60	\$119	\$128	7.9%	119.4%
Non-visitor PCE	\$67	\$69	\$71	\$67	\$73	9.6%	108.8%
Governmental Support	\$56	\$58	\$37	\$49	\$59	20.1%	104.7%
Capital Investment	\$613	\$416	\$471	\$560	\$670	19.5%	109.2%

Source: Tourism Economics





ECONOMIC IMPACT METHODOLOGY

Our analysis of the Kansas visitor economy begins with direct visitor spending and analyzes the downstream effects of this spending on the broader economy. To determine total economic impact, we input direct spending into a model of the Kansas economy, constructed using an IMPLAN input-output (I-O) model. The model traces the full extent of industry impacts as dollars flow through the local economy.

An I-O model represents a profile of an economy by measuring the relationships among industries and consumers and quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a discrete group of sectors (such as recreation and transportation). This supports a relative proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitor spending spend those wages in the local economy. This is called the induced impact or income effect.

The Tourism Economics model calculates these three levels of impact - direct, indirect and induced - for a broad set of indicators, including:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

ECONOMIC IMPACT FRAMEWORK

DIRECT IMPACTS

Visitor spending



RETAIL



ENTERTAINMENT/REC



FOOD & BEVERAGE



TRANSPORTATION



LODGING

INDIRECT IMPACTS

Purchases of inputs from suppliers



SUPPLY
CHAIN
EFFECTS



B2B GOODS &
SERVICES
PURCHASED

INDUCED IMPACTS

New consumption generated by
household income impacts



INCOME
EFFECT



HOUSEHOLD
CONSUMPTION

TOTAL IMPACTS

Direct, indirect, and
induced impacts



SALES



GDP



JOBS



INCOME



TAXES

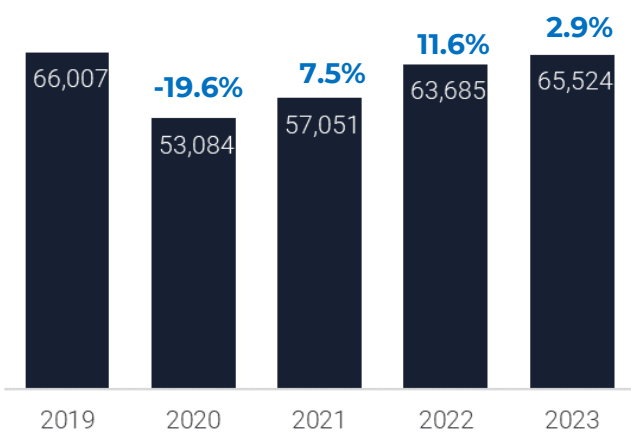
ECONOMIC IMPACT FINDINGS

DIRECT EMPLOYMENT

Employment supported by visitor activity rose 2.9% in 2023, recovering to over 65,500 jobs, an increase of over 1,800 jobs. Despite the increase, the number of jobs directly supported by visitors remained less than 500 jobs below pre-pandemic levels.

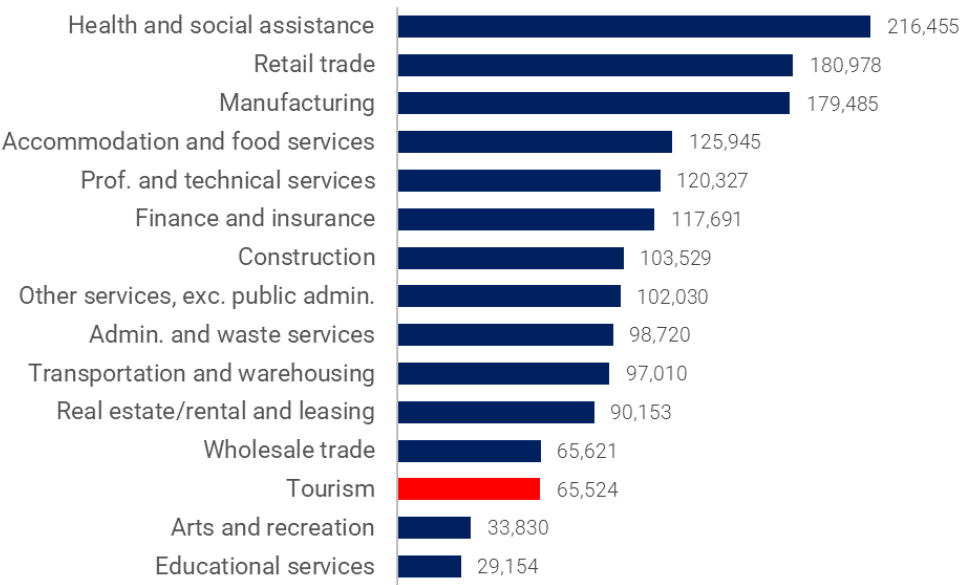
If direct visitor-supported employment was treated as a single industry, it would rank 13th in comparison to all other sectors, between the wholesale trade and arts and recreation industries.

Visitor supported employment in Kansas
Amounts in number of jobs



Sources: Tourism Economics

Employment in Kansas, by major industry
Amounts in number of jobs



Sources: Tourism Economics





ECONOMIC IMPACT FINDINGS

BUSINESS SALES IMPACTS

Visitors contributed a direct impact of \$8.8 billion in 2023. This direct impact of \$8.8 billion generated \$4.3 billion in indirect and induced impacts, resulting in a total economic impact of \$13.2 billion in the Kansas economy.

Outside of direct impacts, significant benefits accrued in sectors like finance, insurance, and real estate, and business services.

Summary economic impacts (2023)

Amounts in \$ billions



Source: Tourism Economics

Business sales impacts by industry (2023)

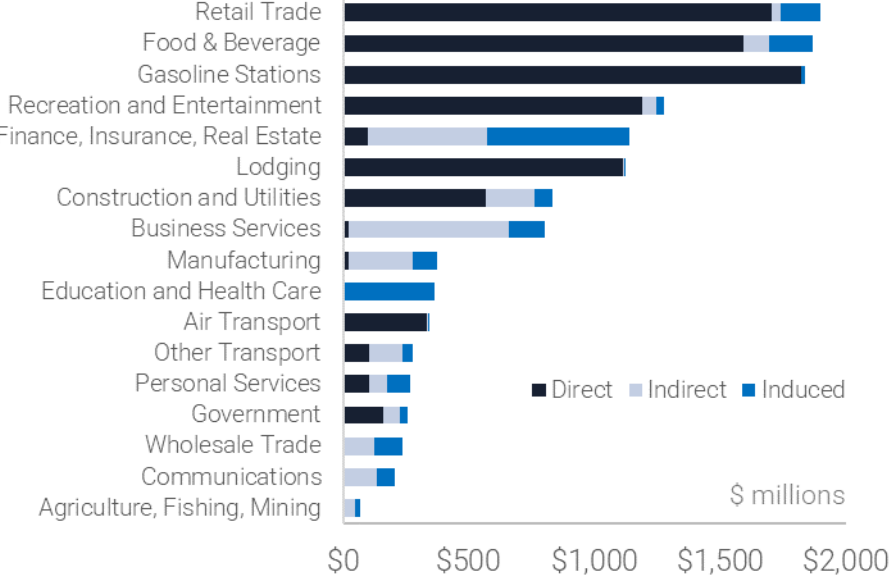
Amounts in \$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$8,831	\$2,351	\$1,969	\$13,150
Retail Trade	\$1,706	\$36	\$155	\$1,897
Food & Beverage	\$1,593	\$102	\$171	\$1,867
Gasoline Stations	\$1,821	\$2	\$14	\$1,837
Recreation and Entertainment	\$1,188	\$58	\$31	\$1,276
Finance, Insurance, Real Estate	\$99	\$474	\$565	\$1,139
Lodging	\$1,115	\$1	\$1	\$1,117
Construction and Utilities	\$570	\$194	\$68	\$831
Business Services	\$21	\$638	\$146	\$805
Manufacturing	\$20	\$256	\$95	\$371
Education and Health Care		\$8	\$354	\$362
Air Transport	\$334	\$3	\$4	\$341
Other Transport	\$103	\$133	\$42	\$279
Personal Services	\$102	\$74	\$91	\$266
Government	\$159	\$68	\$32	\$258
Wholesale Trade		\$123	\$112	\$235
Communications		\$134	\$70	\$204
Agriculture, Fishing, Mining		\$48	\$17	\$65

Source: Tourism Economics

Business sales impacts by industry (2023)

Amounts in \$ millions



Source: Tourism Economics

VALUE ADDED IMPACTS

The value of all visitor-supported goods & services produced in Kansas in 2023 for Kansas visitors was \$6.0 billion, 2.7% of the Kansas economy.

Summary value-added impacts (2023)

Amounts in \$ billions



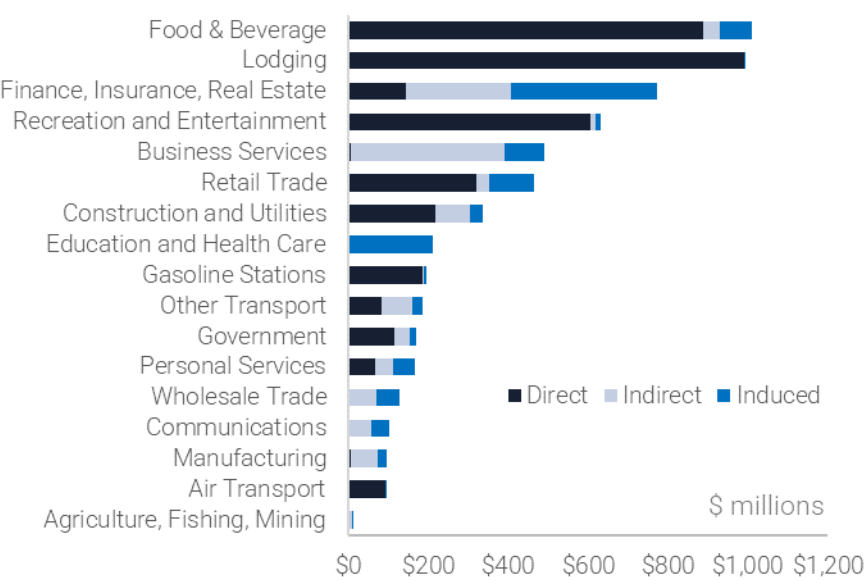
Source: Tourism Economics

The locally produced portion of visitor-supported sales in the finance & real estate industry added \$772 million to state GDP in 2023.

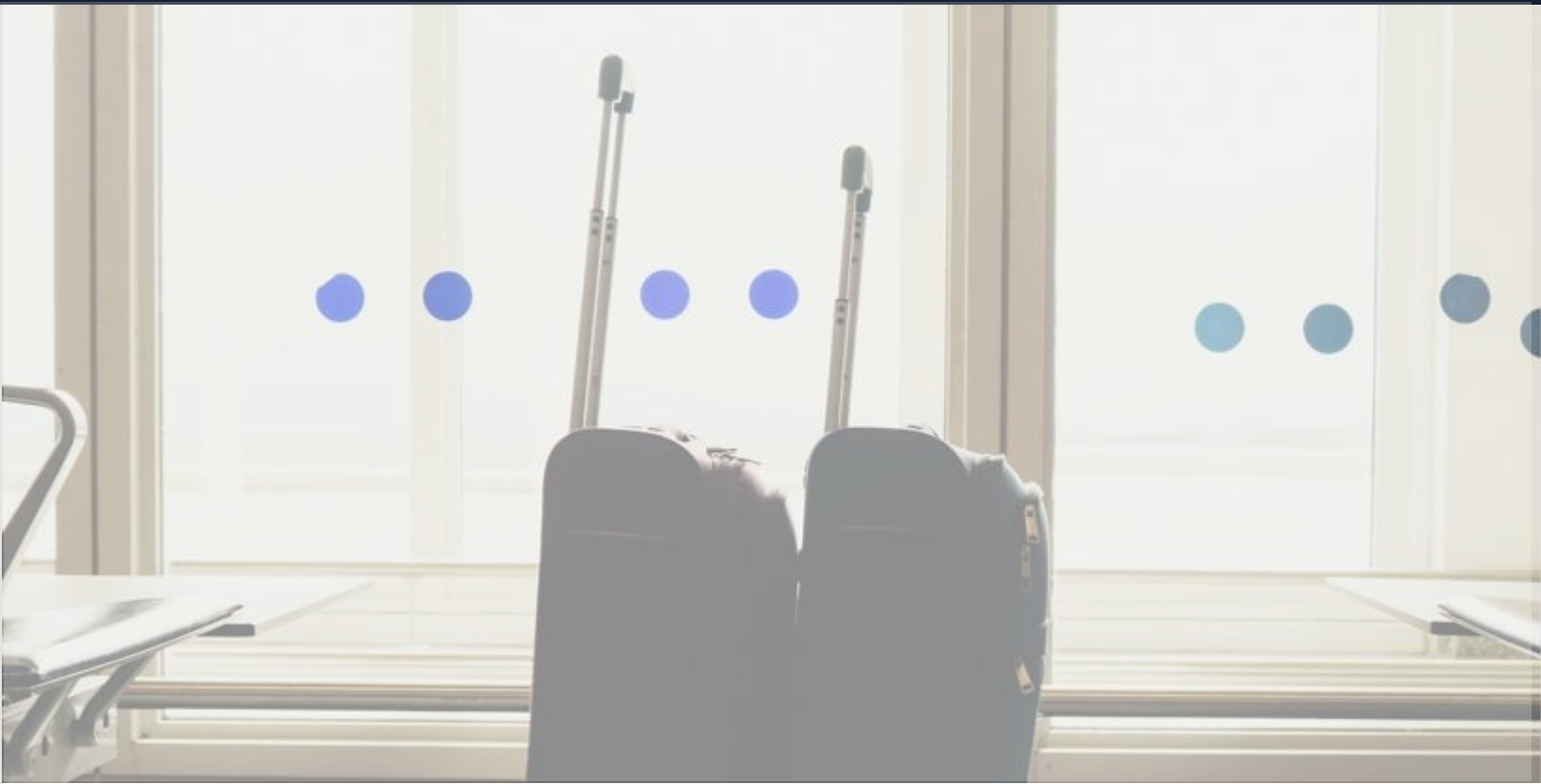
Spending by travel demand supported \$211 million in GDP contribution in the education and health care industries, showing how tourism activity supports businesses across the broader economy.

Value-added impacts by Industry (2023)

Amounts in \$ millions



Source: Tourism Economics



Value-added impacts by industry (2023)

Amounts in \$ millions

	Direct GDP	Indirect GDP	Induced GDP	Total GDP
Total, all industries	\$3,720	\$1,191	\$1,137	\$6,048
Food & Beverage	\$886	\$42	\$82	\$1,010
Lodging	\$989	\$1	\$1	\$990
Finance, Insurance, Real Estate	\$145	\$263	\$365	\$772
Recreation and Entertainment	\$605	\$13	\$12	\$630
Business Services	\$7	\$384	\$98	\$489
Retail Trade	\$320	\$31	\$113	\$463
Construction and Utilities	\$218	\$87	\$31	\$337
Education and Health Care		\$4	\$207	\$211
Gasoline Stations	\$187	\$2	\$8	\$196
Other Transport	\$84	\$77	\$24	\$185
Government	\$114	\$40	\$15	\$168
Personal Services	\$68	\$43	\$55	\$165
Wholesale Trade		\$70	\$59	\$129
Communications		\$58	\$43	\$102
Manufacturing	\$6	\$68	\$21	\$95
Air Transport	\$92	\$1	\$1	\$94
Agriculture, Fishing, Mining		\$8	\$3	\$11

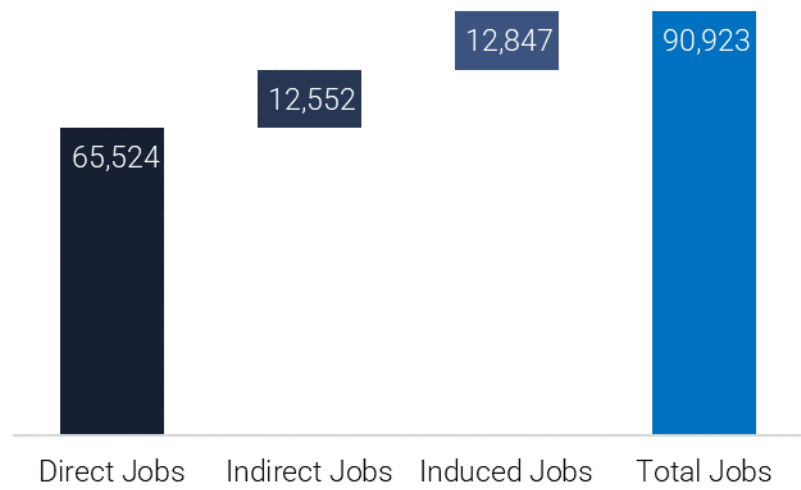
Source: Tourism Economics

EMPLOYMENT IMPACTS

Visitor activity sustained 65,524 direct jobs in 2023, with an additional 25,399 jobs supported from the indirect and induced impacts of visitor activity. The total jobs impact recovered to 90,923 in 2023, one of every 22 jobs in the state (4.5%).

Summary employment impacts (2023)

Amounts in thousands of jobs



Source: Tourism Economics

Visitor spending supported the largest number of jobs in the food & beverage industry (26,945).

Spending by businesses directly impacted by visitor spending supports 4,281 jobs in the business services industry—in areas like accounting, advertising and building services.

Employment impacts by industry (2023)

Amounts in number of jobs



Source: Tourism Economics



Employment impacts by industry (2023)

Amounts in number of jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	65,524	12,552	12,847	90,923
Food & Beverage	23,652	1,255	2,038	26,945
Recreation and Entertainment	12,158	873	393	13,424
Lodging	11,368	8	11	11,387
Retail Trade	5,942	293	1,862	8,098
Business Services	94	4,281	1,126	5,501
Finance, Insurance, Real Estate	718	2,026	1,423	4,167
Other Transport	2,663	943	352	3,958
Construction and Utilities	3,090	437	125	3,652
Personal Services	1,579	744	1,234	3,557
Education and Health Care		97	3,321	3,417
Gasoline Stations	2,077	19	130	2,226
Government	1,156	339	167	1,663
Air Transport	970	6	8	984
Wholesale Trade		374	342	716
Manufacturing	58	400	115	573
Communications		364	161	526
Agriculture, Fishing, Mining		93	37	130

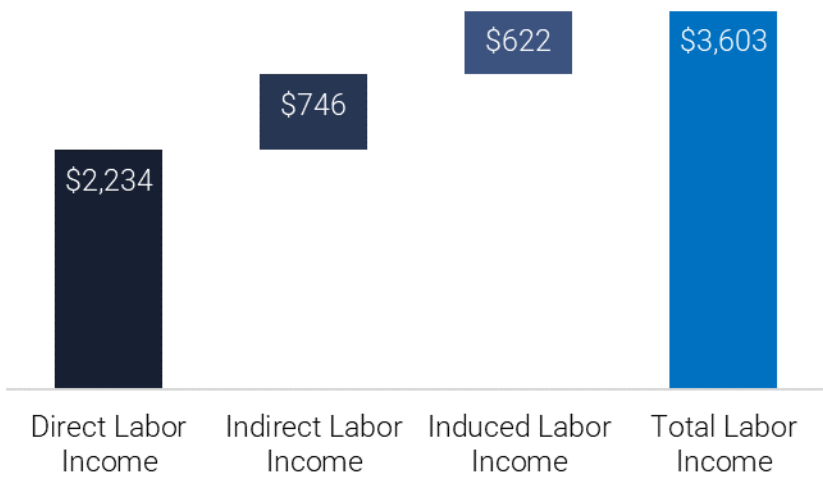
Source: Tourism Economics

LABOR INCOME IMPACTS

Visitor activity generated \$2.2 billion in direct labor income and a total of \$3.6 billion when including indirect and induced impacts.

Summary labor income impacts (2023)

Amounts in \$ billions

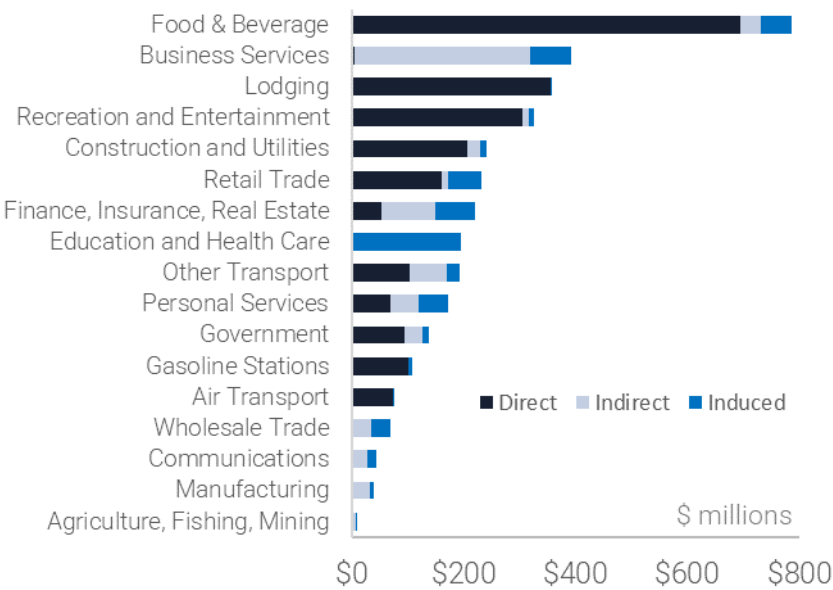


Source: Tourism Economics

There are seven industries in which visitor activity supported more than \$200 million in personal income. These range from the obvious—food & beverage and lodging, to the less obvious—business services and construction and utilities.

Labor income impacts by industry (2023)

Amounts in \$ millions



Source: Tourism Economics



Labor income impacts by industry (2023)

Amounts in \$ millions

	Direct Labor Income	Indirect Labor Income	Induced Labor Income	Total Labor Income
Total, all industries	\$2,234	\$746	\$622	\$3,603
Food & Beverage	\$694	\$38	\$54	\$786
Business Services	\$6	\$313	\$73	\$392
Lodging	\$356	\$0	\$0	\$356
Recreation and Entertainment	\$306	\$10	\$9	\$325
Construction and Utilities	\$206	\$24	\$9	\$240
Retail Trade	\$162	\$10	\$59	\$232
Finance, Insurance, Real Estate	\$54	\$95	\$72	\$221
Education and Health Care		\$4	\$191	\$195
Other Transport	\$104	\$67	\$24	\$194
Personal Services	\$70	\$51	\$53	\$173
Government	\$96	\$32	\$10	\$138
Gasoline Stations	\$101	\$1	\$6	\$108
Air Transport	\$75	\$0	\$0	\$76
Wholesale Trade		\$36	\$34	\$70
Communications		\$30	\$14	\$44
Manufacturing	\$3	\$29	\$9	\$41
Agriculture, Fishing, Mining		\$7	\$4	\$11

Source: Tourism Economics

ECONOMIC IMPACT FINDINGS

FISCAL (TAX) IMPACTS

Visitor spending, supporting jobs, income, and business sales, generated nearly \$1.5 billion in government revenues.

State and local taxes alone tallied \$823 million in 2023.

Each household in Kansas would need to be taxed an additional \$716 to replace the visitor-generated taxes generated by visitor activity in Kansas and received by state and local governments in 2023.

Fiscal (tax) impacts

Amounts in \$ millions

	2019	2020	2021	2022	2023	2023 Growth
Total Tax Revenues	\$1,225.9	\$1,084.0	\$1,252.4	\$1,386.0	\$1,468.2	5.9%
Federal Taxes	\$554.6	\$494.8	\$552.0	\$609.2	\$645.4	5.9%
Personal Income	\$177.2	\$153.2	\$170.7	\$199.6	\$212.1	6.3%
Corporate	\$42.8	\$31.7	\$37.0	\$48.0	\$50.2	4.6%
Indirect Business	\$44.0	\$34.4	\$38.8	\$40.4	\$42.1	4.1%
Social Insurance	\$290.6	\$275.6	\$305.5	\$321.2	\$341.0	6.2%
State and Local Taxes	\$671.3	\$589.1	\$700.5	\$776.8	\$822.9	5.9%
Sales	\$281.2	\$261.4	\$333.9	\$359.3	\$377.8	5.1%
Bed Tax	\$48.3	\$26.8	\$38.4	\$55.7	\$62.1	11.4%
Personal Income	\$61.2	\$49.5	\$54.6	\$62.9	\$66.9	6.3%
Corporate	\$7.8	\$8.8	\$10.1	\$14.0	\$14.7	4.6%
Social Insurance	\$2.6	\$2.7	\$3.0	\$3.1	\$3.3	6.3%
Excise and Fees	\$46.1	\$25.7	\$28.5	\$32.1	\$33.9	5.5%
Property	\$224.1	\$214.3	\$231.9	\$249.6	\$264.2	5.9%

Source: Tourism Economics



Tourism-supported revenues to state government were \$392 million in 2023. The majority of state revenues are from sales taxes with income, excise & fees, and corporate taxes from visitor activity together adding \$103 million to state coffers.

Local tax revenues from visitor activity provided \$431 million to local governmental authorities with property taxes, bed taxes, fees, and sales taxes supporting local governmental revenues.

Fiscal (tax) impacts

Amounts in \$ millions

	State	Local
Total Revenues	\$391.9	\$431.0
Sales	\$288.9	\$88.9
Bed Tax		\$62.1
Personal Income	\$66.9	
Corporate	\$14.7	
Social Insurance	\$3.3	
Excise and Fees	\$18.1	\$15.8
Property		\$264.2

Source: Tourism Economics

ECONOMIC IMPACTS IN CONTEXT



\$8.0B **VISITOR** **SPENDING**

The \$8.0 billion in visitor spending means that nearly \$22.0 million was spent EVERY DAY by visitors in Kansas.



\$3.6B **LABOR** **INCOME**

The \$3.6 billion in total income generated by tourism is the equivalent of \$3,136 for every household in Kansas.



90,923 **TOTAL** **JOBS**

The total job impact of visitor activity in Kansas is nearly as large as the population of Lawrence, Kansas's 6th largest city.



\$823M **STATE & LOCAL** **TAXES**

The \$823 million in state and local tax revenue received in 2023 would be enough to pay the salaries of nearly 14,600 teachers in Kansas.

Glossary – Spending Definitions

Term	Description
Lodging	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels, rentals and similar establishments.
Food and beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Recreation	Includes visitor spending within the arts, entertainment and recreation sub-sector.
Shopping	Includes visitor spending in all retail sub-sectors within the local economy.
Local transport	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.
Service stations	Visitor spending on gasoline.
Second homes	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.

Glossary – Economic Impact Definitions

Term	Description
Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
Indirect Impact	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Employment	Employment is measured by the Bureau of Economic Analysis (BEA) and Bureau of Labor Statistics (BLS) definitions, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
Labor income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Value Added (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
Local Taxes	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
State Taxes	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.

ABOUT TOURISM ECONOMICS

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, London, Frankfurt, Ontario, and Sydney.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 600 full-time staff, including 350 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

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