

Pierce County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$96,452
Employee Earnings generated by \$100 Visitor Spending	\$30
Local Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$88,802
Additional employment if each resident household encouraged one additional overnight visitor	921

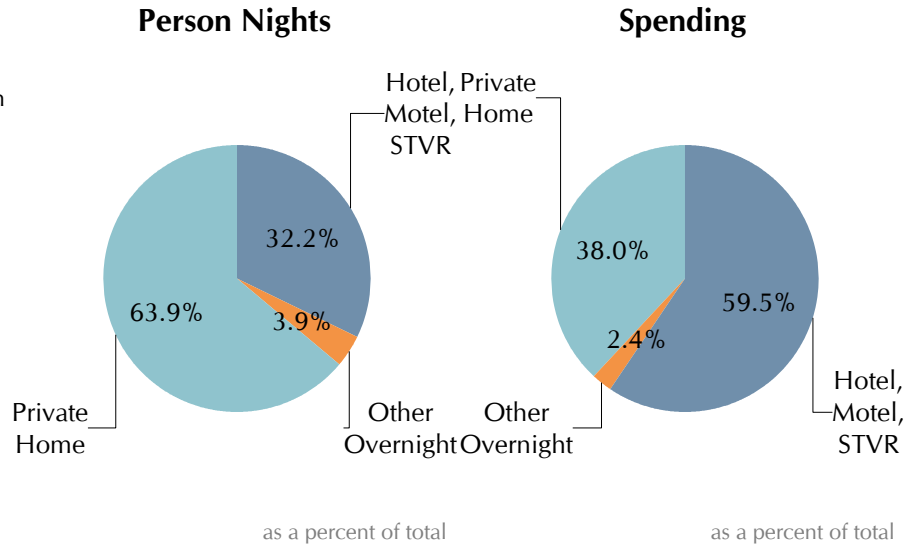
Visitor Shares

Travel Share of Total Employment (2017)*	2.8 %
Overnight Visitor Share (2018p)***	2.9 %

Overnight Visitor Spending and Volume

*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
 **Annual Overnight Visitor Days divided by (Resident Population) *365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (000)	Person Nights (000)	Visitor Spending (\$Millions)
Hotel, Motel, STVR	1,419.6	2,994.4	527.7
Private Home	1,809.0	5,930.0	337.1
Other Overnight	125.7	362.4	21.4
All Overnight	3,354.3	9,286.8	886.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Pierce County
Direct Travel Impacts, 2010-2018p**

							Ave. Annual Chg.	
Spending	2010	2012	2014	2016	2017	2018	17-18	10-18
Total (Current \$)	884	952	1,048	1,178	1,222	1,300	6.4%	4.9%
Other	90	108	103	84	98	110	11.8%	2.5%
Visitor	795	844	945	1,095	1,124	1,191	5.9%	5.2%
Non-transportation	656	692	781	925	943	994	5.3%	5.3%
Transportation	139	152	164	170	181	197	9.1%	4.5%
Earnings								
Earnings (Current \$)	231	240	271	319	338	370	9.3%	6.0%
Employment								
Employment	10,510	10,400	10,890	12,020	12,200	12,580	3.2%	2.3%
Tax Revenue								
Total (Current \$)	89	91	103	128	127	133	4.4%	5.2%
Local Tax Receipts	31	32	37	49	46	48	4.5%	5.3%
Visitor	21	22	26	34	32	33	5.8%	6.2%
Business or Employee	11	11	12	15	14	14	1.6%	3.6%
State Tax Receipts	57	59	66	79	82	85	4.4%	5.1%
Visitor	44	46	51	61	64	67	4.8%	5.2%
Business or Employee	13	13	15	18	18	18	2.7%	4.8%

Other spending includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

Earnings include wages & salaries, earned benefits and proprietor income.

Employment includes all full- and part-time employment of payroll employees and proprietors.

Local tax revenue includes lodging taxes, sales taxes, auto rental taxes and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

State tax revenue includes lodging, sales and motor fuel tax payments of visitors, and the income tax and sales tax payments attributable to the travel industry income of businesses and employees.

Federal tax revenue includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Pierce County

Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	794.6	843.9	887.4	944.9	1,010.0	1,094.6	1,124.1	1,190.8
Other Travel*	89.8	108.3	104.5	103.2	85.7	83.9	98.1	109.7
Total	884.4	952.2	992.0	1,048.0	1,095.8	1,178.5	1,222.1	1,300.4

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	100.4	101.9	114.5	129.5	156.2	173.0	172.4	184.3
Food Service	243.6	262.4	278.2	298.7	324.6	358.4	373.7	398.3
Food Stores	55.3	60.3	62.3	66.1	70.0	72.6	72.9	75.2
Local Tran. & Gas	139.0	152.4	157.2	164.0	158.2	169.9	180.7	197.2
Arts, Ent. & Rec.	124.9	129.8	134.2	140.6	148.5	159.7	162.5	169.0
Retail Sales	131.3	137.1	141.0	145.9	152.5	161.0	161.9	166.7
Total	794.6	843.9	887.4	944.9	1,010.0	1,094.6	1,124.1	1,190.8

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	112.5	121.4	128.6	135.5	151.1	166.6	180.2	198.2
Arts, Ent. & Rec.	59.7	57.6	61.3	65.9	66.8	71.8	73.1	78.6
Retail**	26.7	28.0	30.0	32.0	34.9	36.6	38.3	40.7
Ground Tran.	25.9	25.8	26.9	29.2	31.4	34.5	36.9	42.2
Other Travel*	6.4	7.1	7.4	8.0	8.9	9.3	9.9	10.2
Total	231.2	239.9	254.2	270.6	293.1	318.7	338.4	369.9

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	4,830	4,890	5,090	5,300	5,640	6,020	6,060	6,320
Arts, Ent. & Rec.	3,520	3,350	3,380	3,300	3,320	3,560	3,640	3,710
Retail**	1,040	1,060	1,100	1,140	1,210	1,230	1,260	1,290
Ground Tran.	900	870	900	940	970	980	990	1,020
Other Travel*	220	220	220	220	240	230	240	230
Total	10,510	10,400	10,690	10,890	11,370	12,020	12,200	12,580

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	31.4	32.3	34.5	37.4	43.2	48.7	45.6	47.7
Visitor	20.6	21.7	23.3	25.6	30.0	34.2	31.5	33.3
Business or Employee	10.8	10.7	11.2	11.9	13.2	14.6	14.1	14.3
State Tax Receipts	57.1	59.1	62.3	65.9	71.1	79.4	81.6	85.2
Visitor	44.4	46.2	48.6	51.3	54.8	61.1	63.6	66.7
Business or Employee	12.7	12.9	13.7	14.6	16.3	18.2	18.0	18.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other Washington visitor destinations and travel arrangement services. ** Retail includes gasoline. Federal tax receipts not included.

Pierce County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2010-2018p

	2010	2012	2013	2014	2015	2016	2017	2018
Total Destination Spending	795	844	887	945	1,010	1,095	1,124	1,191
All Overnight	576	610	646	693	748	815	836	886
Hotel, Motel, STVR*	297	311	343	381	429	483	495	528
Private Home	262	281	285	293	299	312	320	337
Other Overnight	18	18	19	19	19	20	21	21
Day Travel	218	234	241	252	262	280	289	305

Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$372	\$793	\$176	\$372	2.1	2.1
Private Home	\$111	\$377	\$57	\$186	2.0	3.4
Other Overnight	\$149	\$430	\$59	\$170	2.5	2.9
All Overnight	\$192	\$550	\$95	\$264	2.1	2.9

Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	2,856	2,901	2,994	1,346	1,369	1,420
Private Home	5,827	5,809	5,930	2,959	2,967	3,042
Other Overnight	353	358	362	139	141	143
All Overnight	9,036	9,068	9,287	4,444	4,477	4,605

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,354	1,375	1,420	631	642	665
Private Home	1,777	1,772	1,809	873	874	895
Other Overnight	123	124	126	48	49	50
All Overnight	3,254	3,272	3,354	1,552	1,565	1,610

"Hotel, Motel, STVR*" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.