

The Economic Impact of Travel

Wyoming

Calendar Year 2025

State & County Impacts

March, 2026

PREPARED FOR

Wyoming Office of Tourism



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The Economic Impact of Travel in Wyoming

Calendar Year 2025

Preliminary Statewide Estimates

Wyoming Office of Tourism

3/25/2026

PRIMARY RESEARCH CONDUCTED BY

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Photo by Wyoming Office of Tourism

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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.



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.



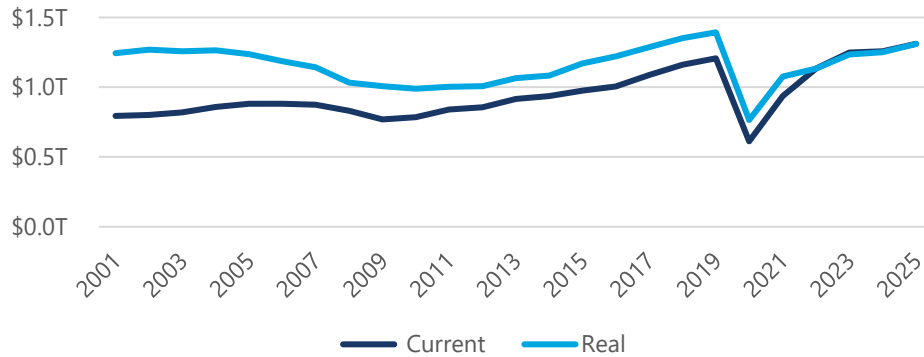


U.S. Travel Impacts
2025

U.S. Travel Impacts

Direct Travel Spending

Direct Travel Spending 2001-2025

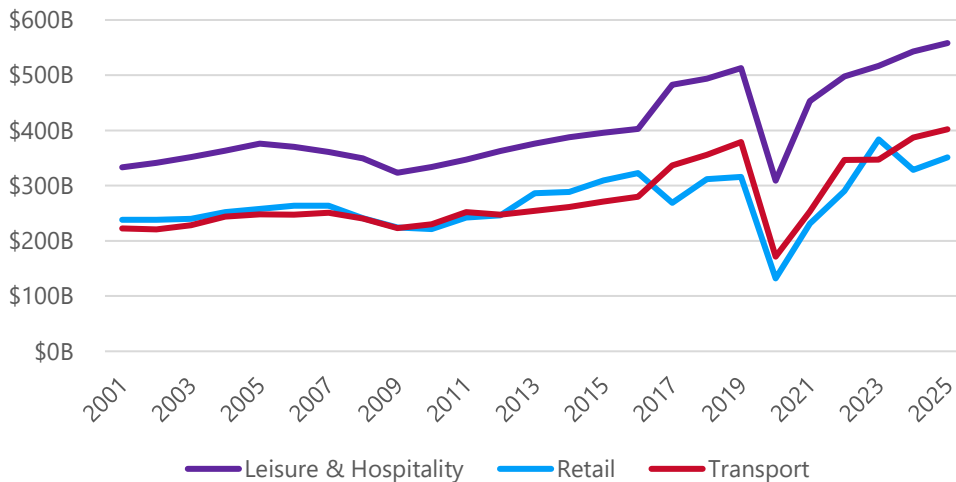


National travel-related spending was \$1.3 trillion in 2025, a **4.2% (4.8% when adjusted for inflation) increase** compared to the previous year.

Source: Dean Runyan Associates

Note: Real spending is in chained 2017 dollars.

Direct Travel Spending by Commodity 2001-2025



Travelers spent \$558.2 billion on Leisure & Hospitality in 2025, accounting for **42.6% of the total direct expenditures**.

Source: Dean Runyan Associates

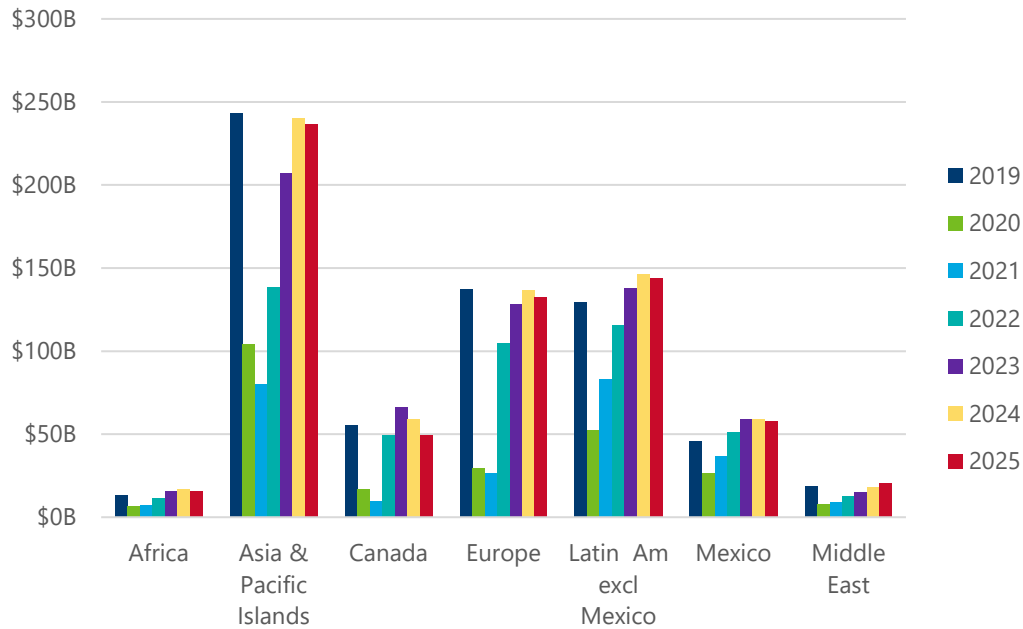
Note: DRA estimates 2025 national direct spend using Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2023 and available annual industry trends for 2024 and 2025.



U.S. Travel Impacts

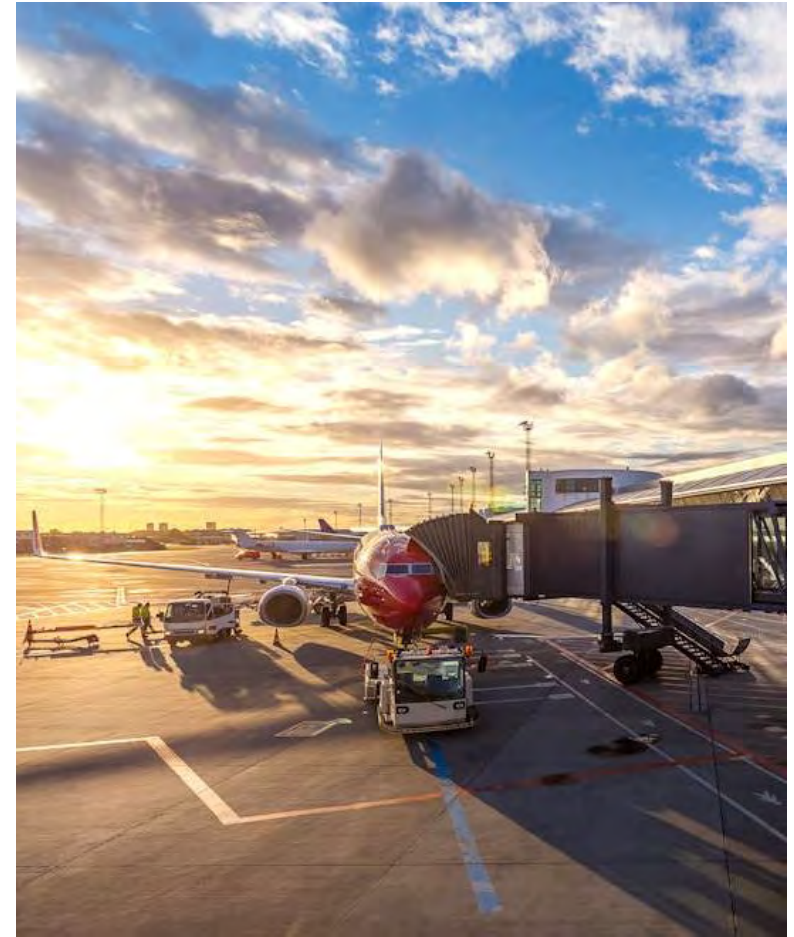
Direct Spending

International Travel Spending 2019-2025



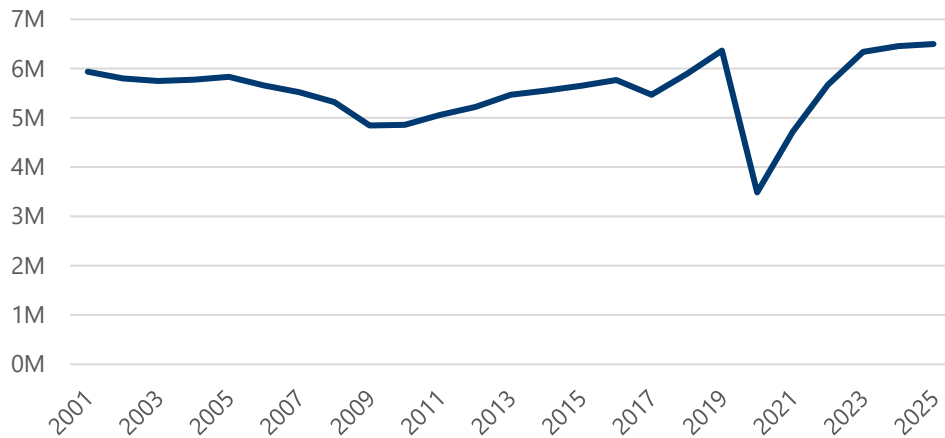
Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Canada's visitor spending declined in 2025, falling further behind Mexico, which surpassed Canada in international travel spend for the second consecutive year.



U.S. Travel Impacts

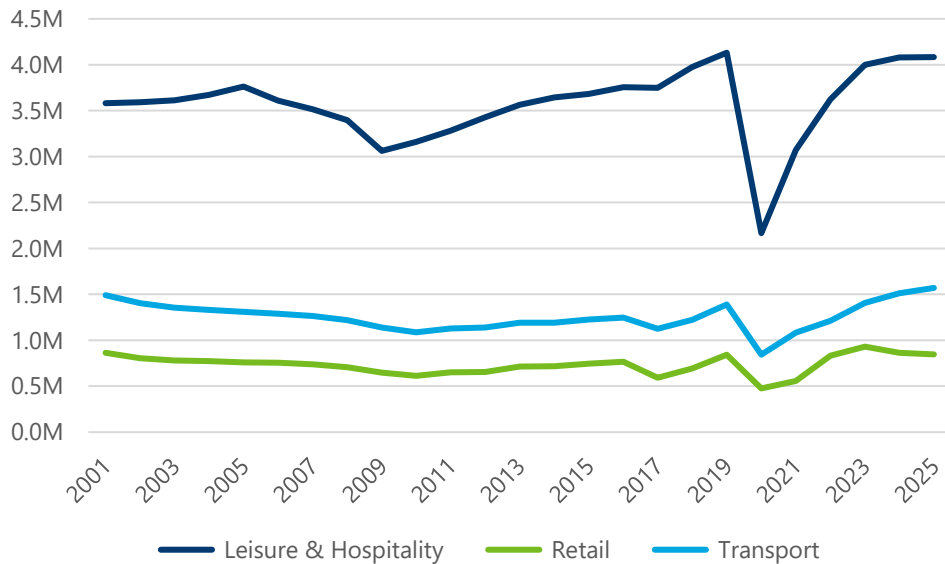
Direct Employment



Approximately **41 thousand jobs were gained in 2025, a 0.6% increase** compared to the previous year.

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

Direct Employment by Industry Sector



Travel supported **4.1 million jobs in the Leisure and Hospitality industry** in 2025, approximately level with the previous year.

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



Wyoming Travel Impacts

2025

Wyoming Travel Impacts

Direct Travel Impacts

2025 Summary



2.8% increase in Travel Spending

Direct travel spending in Wyoming increased 2.8% from \$4.9 billion in 2024 to \$5.0 billion in 2025.



No change in jobs

Direct travel-generated employment remained steady in 2025, declining slightly by 0.1% from 33,960 jobs to 33,920 jobs.



2.9% Growth in Earnings

Direct travel-generated earnings grew from \$1.4 billion in 2024 to \$1.5 billion in 2025, an increase of approximately \$41.2 million or 2.9%.

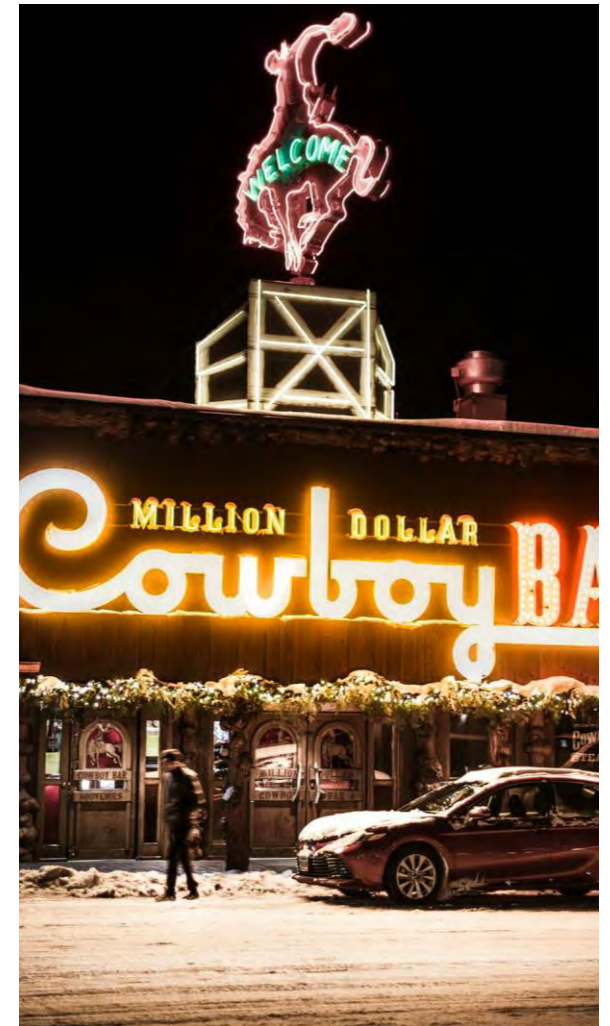


5.2% Increase in Tax Revenue

Tax revenue (local and state) generated by travel spending grew from \$277.3 million in 2024 to \$291.8 million in 2025, a 5.2% increase. In 2025, state and local tax revenue generated approximately \$1.2 thousand per Wyoming household.

Source: Dean Runyan Associates

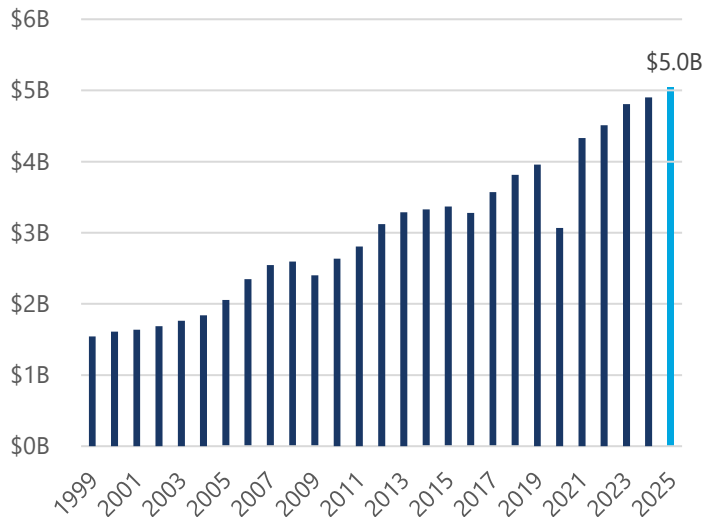
Note: Estimates are subject to revision when more complete or additional data becomes available.



Wyoming Travel Impacts

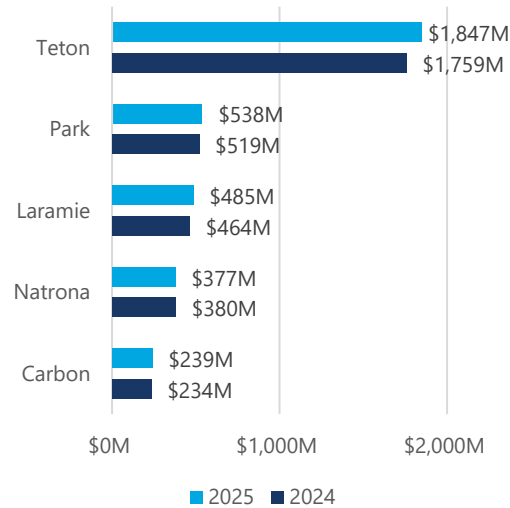
Direct Travel Spending

Direct travel spending increased by \$135.0 million in 2025.



Direct travel spending grew from \$4.9 billion in 2024 to \$5.0 billion in 2025, a 2.8% increase.

Direct travel spending increased in most Wyoming regions.



In 2025, direct travel spending increased in most of Wyoming's top 5 counties. The only decline was in Natrona County.



Visitor Spending

Direct Travel Spending

What is direct travel spending?

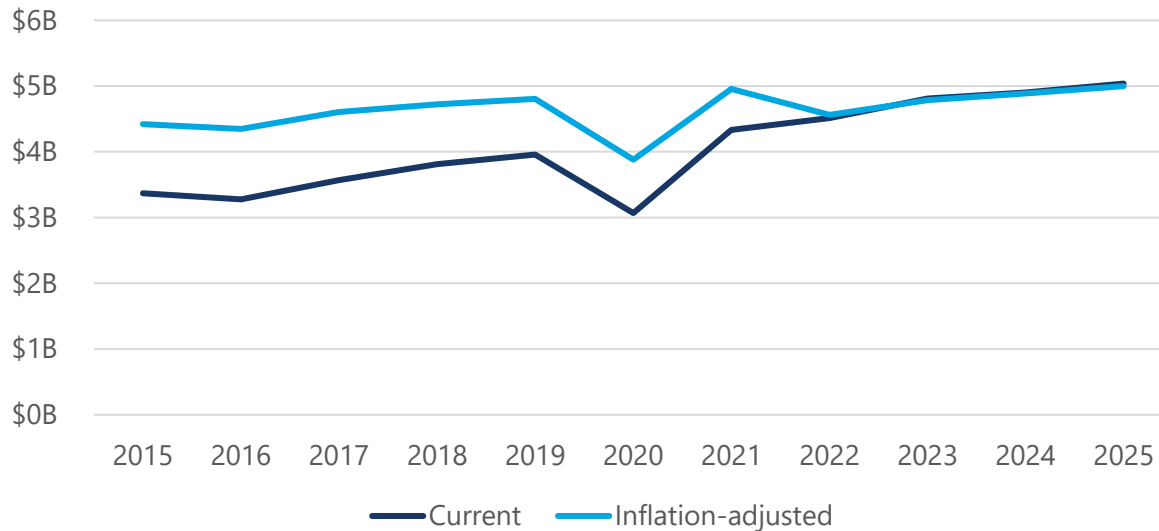
Direct travel spending includes both destination spending and other spending. **Visitor spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in Wyoming, convention and trade show 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 \$4.9 billion in 2024 to \$5.0 billion in 2025, an increase of \$135.2 million in current dollars. However, considering inflation, the true quantity of goods and services purchased by travelers increased 2.2% or \$110.0 million.

Current and Inflation-Adjusted Direct Travel Spending



In 2025, travel spending increased \$135.2 million or 2.8% in current dollars, or \$110.0 million or 2.2% in inflation-adjusted dollars.

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

Note: Inflation-Adjusted values are in 2025 dollars as of February 2026



Inflation is the **rate of increase** in prices of goods and services.

How does inflation affect the travel industry?

Inflation is the rate of increase in prices of goods and services. An increase in the rate of inflation translates into reduced purchasing power for consumers. To track the quantity of goods and services that consumers purchase when they travel, we report the "Inflation Adjusted" travel spending in the chart to the left. This is also known as "real" spending, as it shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time.

U.S. CPI (annual % chg.)

2024: 2.62%

2025: 2.63%

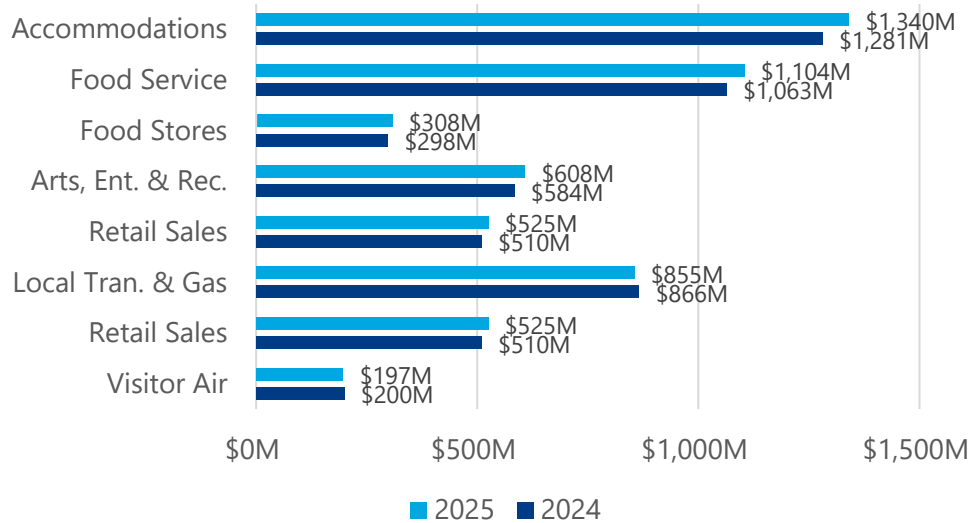
Target: 2% Annually



Wyoming Travel Impacts

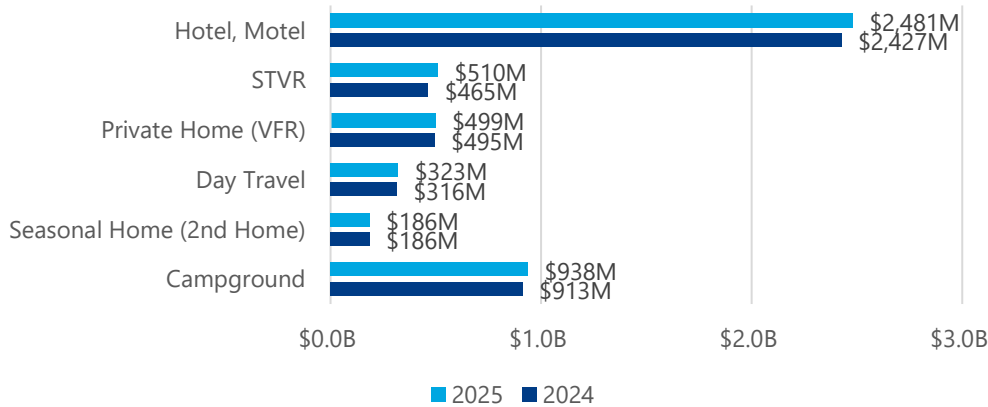
Direct Visitor Spending

Direct Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$1.3 billion in 2025, **an increase of 4.6%**. Spending on food service generated \$1.1 billion, **an increase of 3.8%**.

Direct Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel, or short-term vacation rental (STVR) spent a combined \$3.0 billion in 2025, **an increase of 3.4%** compared to 2024.

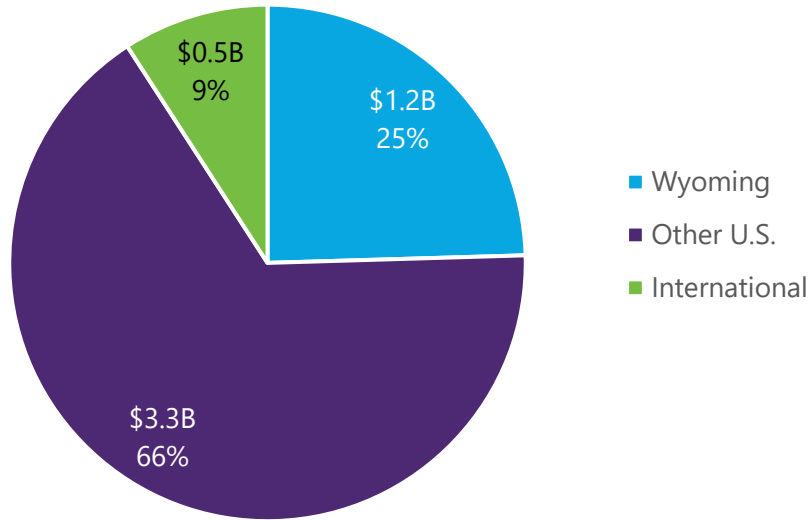
Sources: Dean Runyan Associates, Omnitrak Group, Energy Information Administration, Bureau of Labor Statistics CPI, STR

Note: Percent change calculated on unrounded figures.

Wyoming Travel Impacts

Direct Visitor Spending

Direct Visitor Spending by Origin, 2025



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

Direct Impacts by Origin, 2025

Category	Wyoming	Other U.S.	International	All Visitors
Spending (\$Millions)	1,236	3,341	461	5,038
Earnings (\$Millions)	378	1,089	2	1,469
Employment (Jobs)	6,614	27,136	170	33,920
Local Tax (\$Millions)	24	97	1	122
State Tax (\$Millions)	44	126	0	169

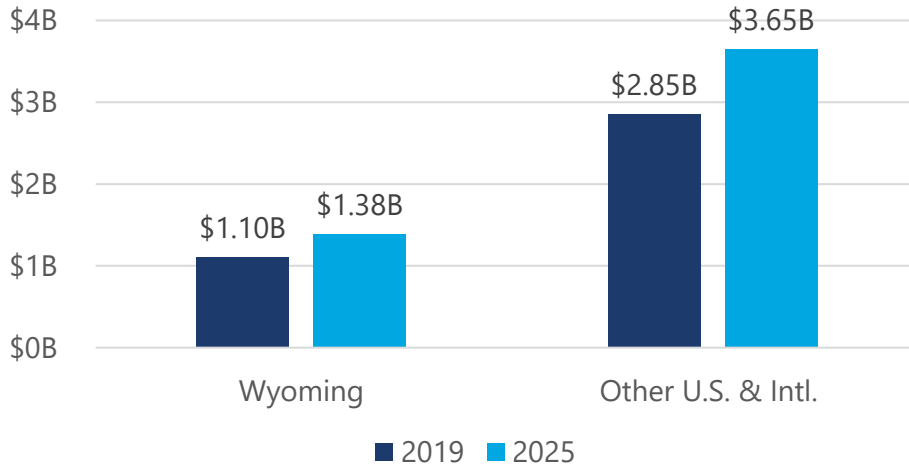
Sources: Xborder Canada, BEA, NTTO, DRA

Note: Estimated with partial annual data.

Wyoming Travel Impacts

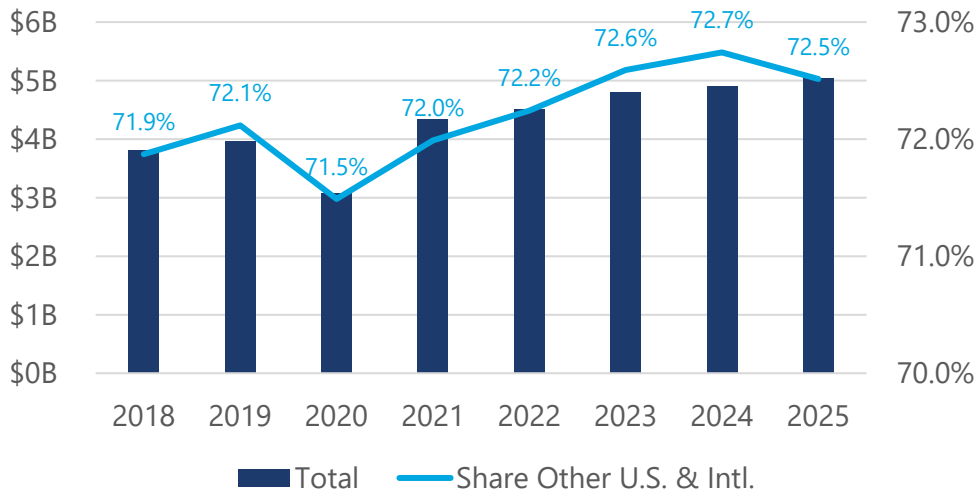
Direct Visitor Spending

Direct Visitor Spending by Origin Trend



Direct spending by Other U.S. and International visitors **increased at an average annual rate of 4.2%** between 2019 and 2025.

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



In 2025, **approximately 72.5%** of direct spending was attributable to **Other U.S. and International visitors**.

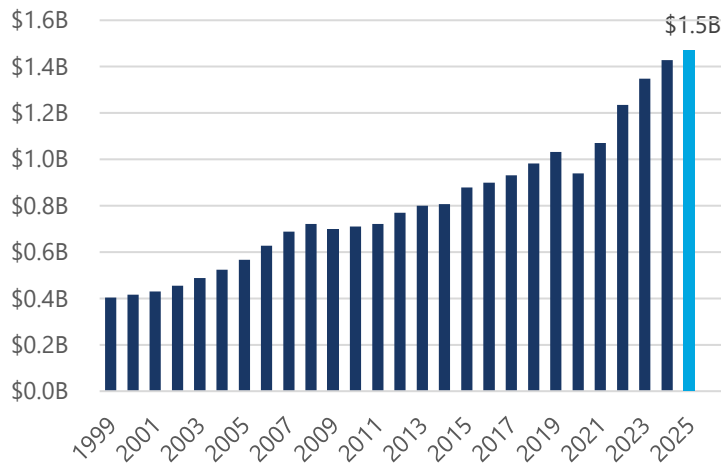
Sources: Xborder Canada, BEA, NTTO, DRA

Note: Estimated with partial annual data.

Wyoming Travel Impacts

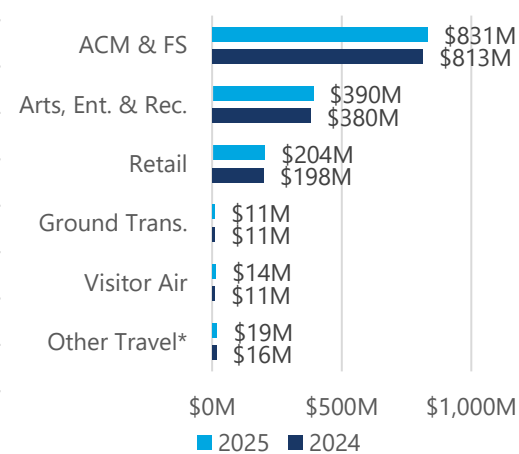
Direct Travel-Generated Earnings

Direct travel-generated earnings increased by \$41.2 million in 2025.



Direct travel-generated earnings grew from \$1.4 billion in 2024 to \$1.5 billion in 2025, an increase of 2.9%.

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 \$830.9 million contributing 56.9% of state-wide earnings.



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

Earnings

What are direct travel-generated 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.

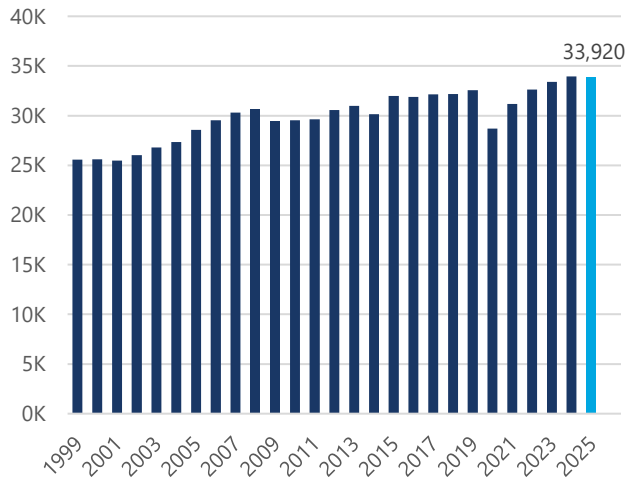
Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of visitor-generated earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.



Wyoming Travel Impacts

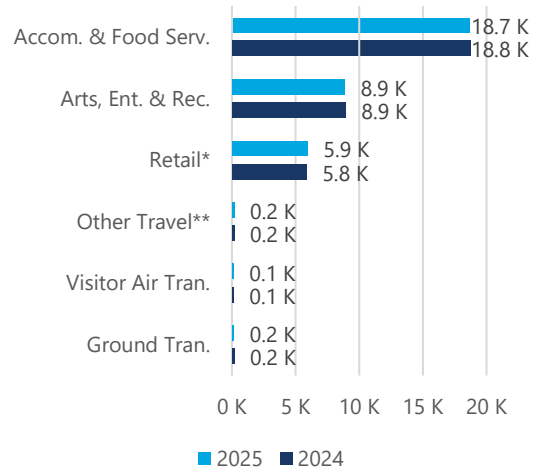
Direct Travel-Generated Employment

Direct travel-generated employment decreased by 40 jobs in 2025.



Direct travel-generated employment shrunk slightly from 33,960 to 33,920 jobs in 2025, a 0.1% decrease from the prior year.

Direct travel-generated employment in the Accom. & Food Serv. Sector decreased 0.4% in 2025.



*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 18,700 in 2025, a loss of 80 jobs (-0.4%) from 2024.



In 2025, every \$1 million in travel related spending resulted in 7 jobs for the industry.

What is direct travel-generated employment?

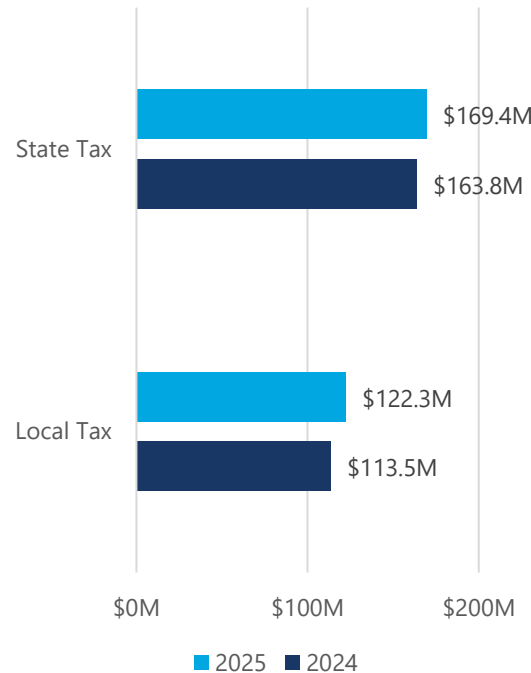
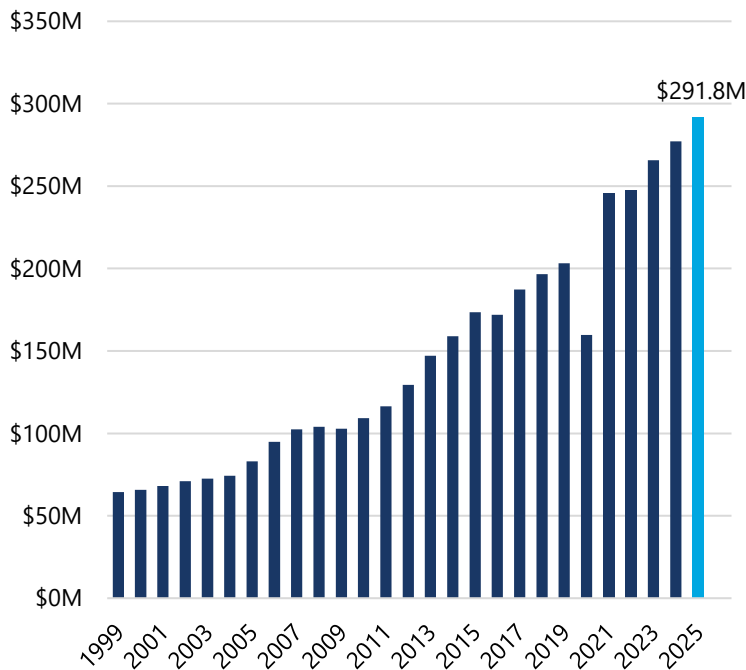
Direct travel-generated employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from visitor-related spending. Part of these earnings are used to pay employees in the form of income and benefits. 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 \$14.5 million in 2025.

Direct travel-generated tax revenue increased across state and local sources.



State tax + Local tax

Tax Revenue

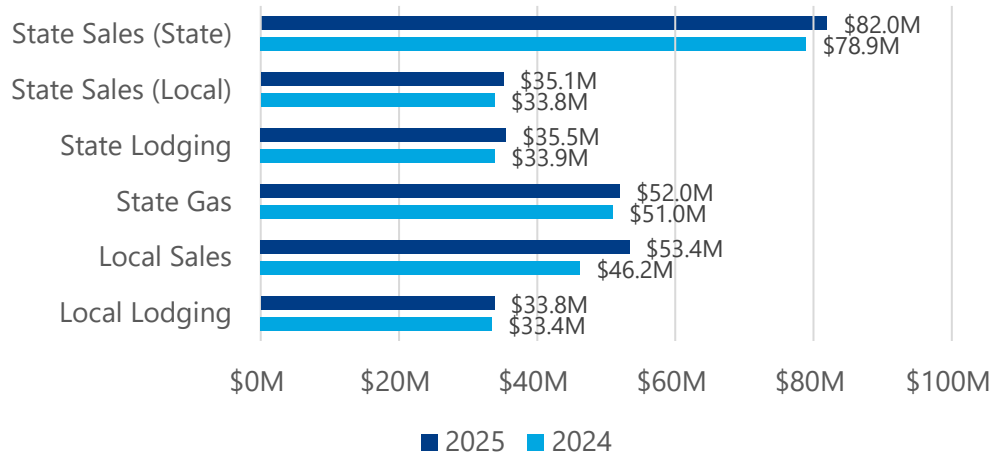
What is direct travel-generated tax revenue?

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

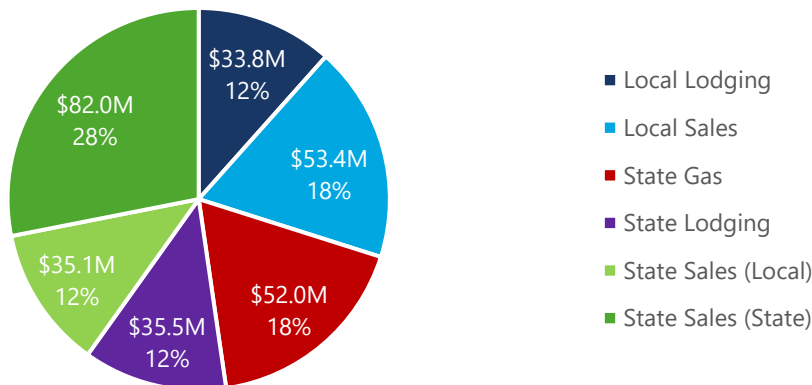
Direct Tax Revenue

Direct Tax Revenue Generated by Travel Spending



All tax categories related to travel grew in 2025. Sales tax (local and state) increased 7.3% and made up approximately 58.4% of total tax revenues.

Direct Tax Revenue Generated by Travel Spending, 2025



Approximately **40% of total travel-generated taxes were generated by state sales tax.** Of that total, \$35.1 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.

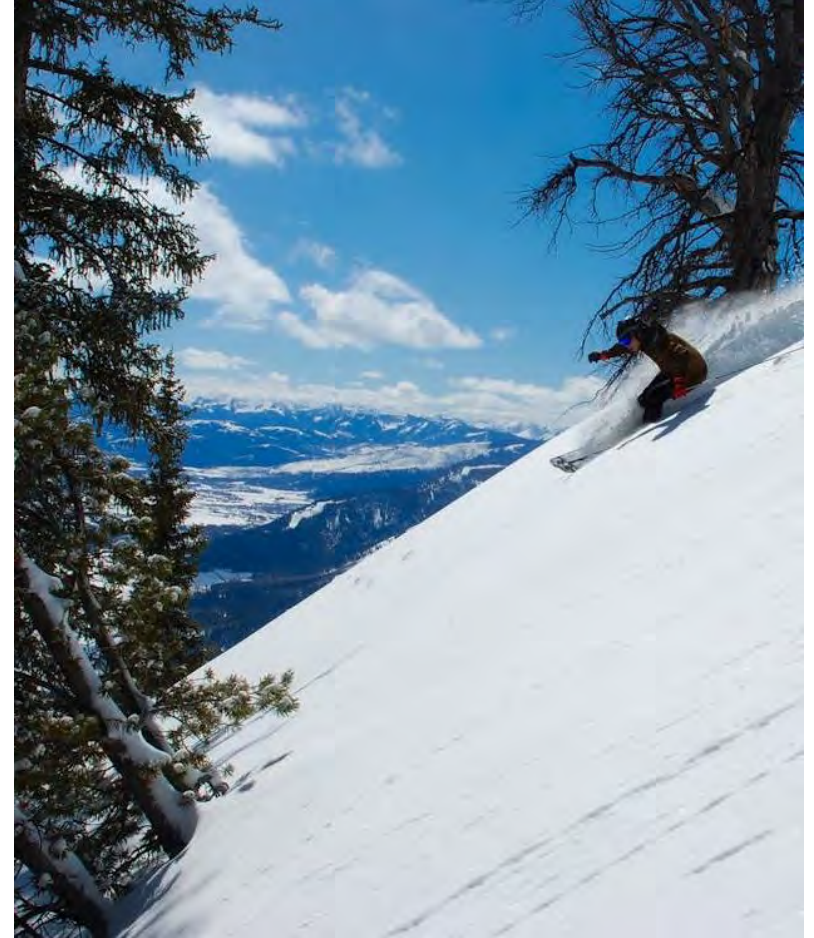
Wyoming Travel Impacts

Direct Travel Impact Insights, 2025

Impact of Direct Visitor Spending	
Amount of Visitor Spending that supports 1 job*	\$146,259
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	8%
Share of Overnight Visitor Spending	
Hotel, Motel	54%
STVR	11%
Private home (VFR)	11%
Seasonal Home (2nd Home)	4%
Campground	20%

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

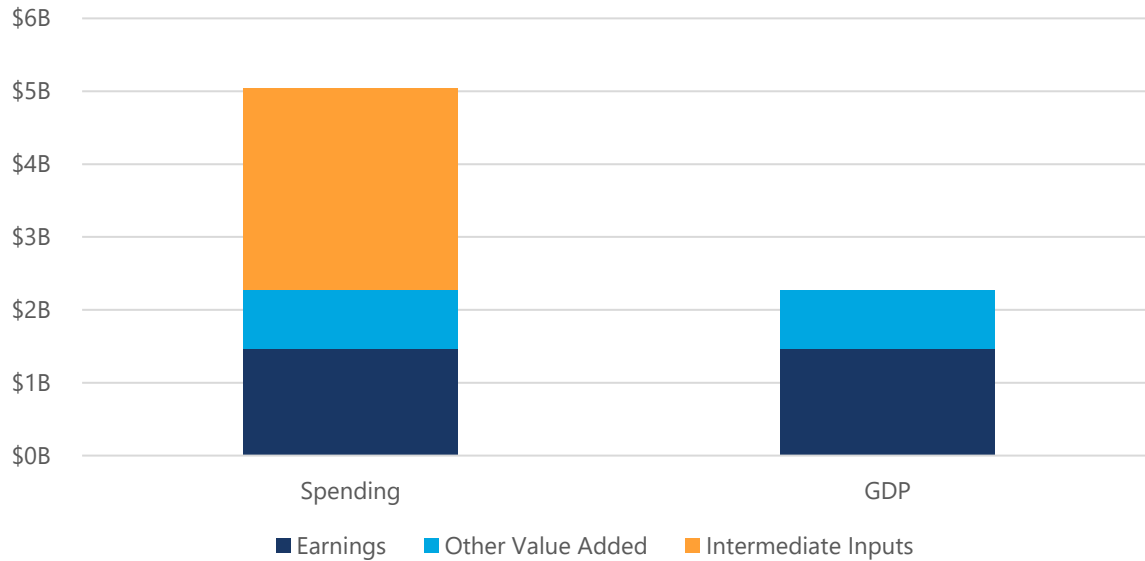
Note: Visitor spending that supports 1 job does not include other travel spending.



Wyoming Travel Impacts

Travel Industry GDP

Direct Travel Spending and GDP of Travel Industry



Note: The estimates represent only the direct impact of travel spending. A portion of the inputs purchased by travel businesses in Wyoming will be delivered by other Wyoming firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other Wyoming businesses. These inputs are sometimes referred to as "indirect" effects.

Wyoming travel industry GDP of \$2.28 billion represents approximately 4.4% of the total Wyoming GDP.



GDP of the Travel Industry is 4.4% of the total state wide GDP

What is Gross Domestic Product (GDP)?

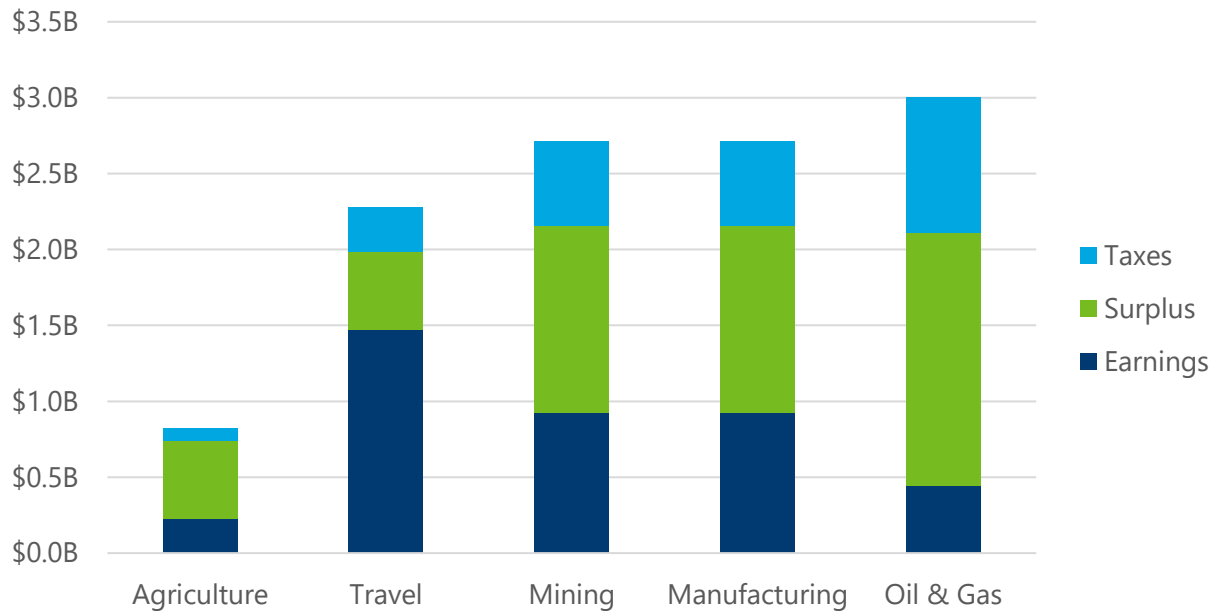
Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other 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

Wyoming's travel industry is projected to add \$64 million in new economic output in 2025, bringing total travel-generated GDP to \$2.28 billion. As an export-oriented sector, travel continues to play a vital role in driving economic activity across the state.

GDP of Export-Oriented Industries in Wyoming, 2025p



Travel ranks among **Wyoming's leading export-oriented industries**, generating significant economic activity by attracting spending from visitors outside the state.

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



Oil & Gas is Wyoming's largest export oriented industry

What are export-oriented industries?

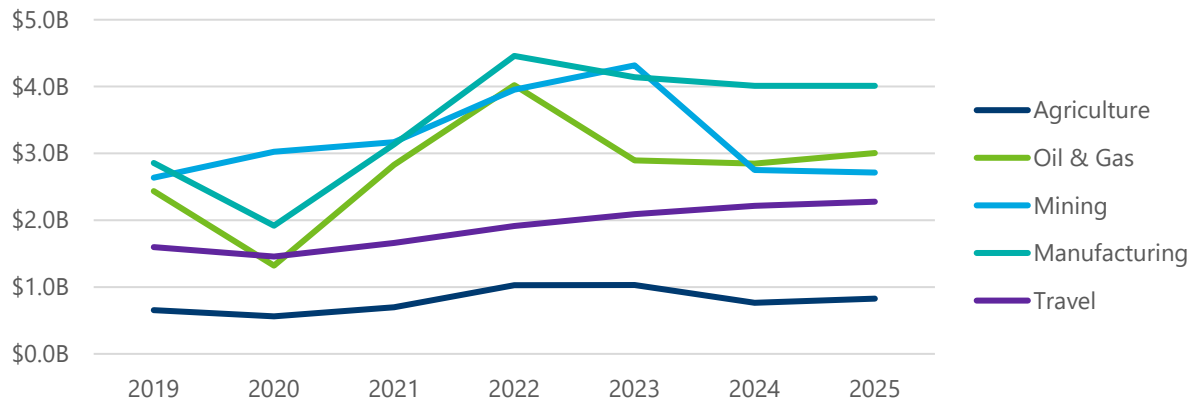
Export-oriented industries are those industries that primarily market their products and services to other regions, states, or nations. Agriculture, extractive industries such as mining, and manufacturing are the best examples of goods-producing export industries. The travel industry is also an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy, as do the exports of other 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. While Manufacturing, Mining, and Oil & Gas contribute the largest overall output, Travel shows the strongest long-term growth, increasing from \$1.6 billion in 2019 to \$2.3 billion in 2025.

GDP of Export-Oriented Industries in Wyoming, 2019-2025



	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR 19-25
GDP (\$Billions)									
Agriculture	0.7	0.6	0.7	1.0	1.0	0.8	0.8	7.9%	4.0%
Oil & Gas	2.4	1.3	2.8	4.0	2.9	2.8	3.0	5.6%	3.6%
Mining	2.6	3.0	3.2	4.0	4.3	2.8	2.7	-1.4%	0.5%
Manufacturing	2.9	1.9	3.1	4.5	4.1	4.0	4.0	-0.1%	5.8%
Travel	1.6	1.5	1.7	1.9	2.1	2.2	2.3	2.9%	6.1%



In 2025, Travel Industry GDP increased 2.9%

Travel achieved the highest compound annual growth rate (6.1%) among these industries, reflecting steady and consistent expansion over time. In contrast, Manufacturing also experienced strong growth (5.8%), while Oil & Gas and Agriculture grew more moderately. Mining remained relatively flat over the period, with minimal overall growth and greater year-to-year volatility. This pattern underscores Travel’s growing role as a stable and increasingly important contributor to Wyoming’s economy relative to other export-oriented industries.

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

Wyoming Travel Impacts

Historical Trend of Direct Visitor Impacts

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change		CAGR
												24-25	19-25	15-25
Direct Travel Spending (\$Millions)														
Visitor	3,332	3,240	3,531	3,772	3,911	3,038	4,288	4,438	4,720	4,802	4,937	2.8%	48.2%	4.0%
Other Travel*	38	38	40	42	46	31	44	74	89	101	101	0.1%	164.3%	10.2%
Total	3,370	3,278	3,572	3,814	3,957	3,068	4,332	4,512	4,810	4,903	5,038	2.8%	49.5%	4.1%
Direct Earnings (\$Millions)														
Earnings	879	899	932	982	1,031	940	1,071	1,236	1,348	1,428	1,469	2.9%	67.2%	5.3%
Direct Employment (Jobs)														
Employment	31,970	31,880	32,130	32,160	32,550	28,680	31,160	32,630	33,410	33,960	33,920	-0.1%	6.1%	0.6%
Direct Tax Revenue (\$Millions)														
Local	71	71	79	83	86	67	96	99	110	113	122	7.8%	73.2%	5.6%
State	103	101	108	113	117	92	150	148	156	164	169	3.4%	64.6%	5.1%
Total	174	172	187	197	203	160	245	248	266	277	292	5.2%	4.3%	5.3%

Source: Dean Runyan Associates

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		% Change		CAGR
Direct Travel Spending (\$Millions)														
Total	3,370	3,278	3,572	3,814	3,957	3,068	4,332	4,512	4,810	4,903	5,038	2.8%	27.3%	4.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)														
Hotel, Motel, STVR	1,763	1,755	1,907	2,090	2,229	1,692	2,554	2,585	2,821	2,892	2,991	3.4%	34.2%	
Hotel, Motel	NA	NA	NA	NA	NA	NA	2,186	2,172	2,387	2,427	2,481	2.2%	11.3%	3.5%
STVR	NA	NA	NA	NA	NA	NA	368	414	434	465	510	9.7%	NA	
Campground	774	719	811	816	811	681	807	867	899	913	938	2.7%	15.7%	1.9%
Private Home (VFR)	388	372	392	419	417	326	444	491	496	495	499	0.8%	19.7%	
Seasonal Home	147	142	149	159	157	115	187	182	184	186	186	0.2%	18.5%	2.4%
Day Travel	259	253	272	288	297	223	296	312	321	316	323	2.1%	8.7%	
Total	3,332	3,240	3,531	3,772	3,911	3,038	4,288	4,438	4,720	4,802	4,937	2.8%	26.2%	4.0%
Visitor Spending by Commodity Purchased (\$Millions)														
Accommodations	698	714	778	827	879	660	1,083	1,117	1,202	1,281	1,340	4.6%	52.5%	6.7%
Food Service	727	731	794	840	903	735	923	923	1,036	1,063	1,104	3.8%	22.3%	4.3%
Food Stores	239	230	242	245	255	213	257	271	294	298	308	3.4%	20.9%	2.5%
Arts, Ent. & Rec.	479	473	502	518	539	433	528	516	572	584	608	4.1%	12.8%	2.4%
Retail Sales	468	454	476	486	502	407	509	520	547	510	525	3.0%	4.6%	1.2%
Visitor Air	52	53	56	58	61	38	108	151	181	200	197	-1.4%	225.4%	14.2%
Local Tran. & Gas	668	585	684	798	773	551	880	940	888	866	855	-1.3%	10.6%	2.5%
Total	3,332	3,240	3,531	3,772	3,911	3,038	4,288	4,438	4,720	4,802	4,937	2.8%	26.2%	4.0%

Source: Dean Runyan Associates

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

Wyoming Travel Impacts

Historical Trend of Direct Impacts Generated by Travel Spending

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change		CAGR
												24-25	19-25	15-25
Direct Earnings (\$Millions)														
Accom. & Food Serv.	515	528	549	580	612	539	623	729	789	813	831	2.2%	35.8%	4.9%
Arts, Ent. & Rec.	212	220	230	245	253	237	265	299	332	380	390	2.8%	54.0%	6.3%
Retail*	127	127	128	131	140	142	153	175	190	198	204	3.0%	45.7%	4.9%
Ground Trans.	9	9	9	9	9	7	8	10	11	11	11	0.7%	25.1%	2.1%
Visitor Air	7	7	7	7	7	5	10	10	10	11	14	35.3%	113.4%	7.7%
Other Travel**	9	9	9	9	11	8	11	13	17	16	19	17.0%	77.8%	7.7%
Total	879	899	932	982	1,031	940	1,071	1,236	1,348	1,428	1,469	2.9%	42.5%	5.3%
Direct Employment (Jobs)														
Accom. & Food Serv.	18,610	18,500	18,600	18,580	18,890	15,980	17,440	18,570	18,890	18,780	18,700	-0.4%	-1.0%	0.0%
Arts, Ent. & Rec.	7,460	7,530	7,800	7,810	7,850	6,880	7,690	8,100	8,340	8,920	8,860	-0.7%	12.9%	1.7%
Retail*	5,270	5,220	5,110	5,180	5,250	5,410	5,550	5,550	5,740	5,840	5,920	1.5%	12.8%	1.2%
Ground Trans.	280	290	270	270	260	220	220	150	160	160	150	-4.9%	-42.3%	-6.1%
Visitor Air	150	150	140	140	130	80	120	100	100	110	120	10.5%	-7.7%	-2.2%
Other Travel**	200	200	200	180	170	110	150	160	170	160	170	3.1%	0.0%	-1.6%
Total	31,970	31,880	32,130	32,160	32,550	28,680	31,160	32,630	33,410	33,960	33,920	-0.1%	4.2%	0.6%
Direct Tax Revenue (\$Millions)														
Local Tax Receipts	71	71	79	83	86	67	96	99	110	113	122	7.8%	42.1%	5.6%
State Tax Receipts	103	101	108	113	117	92	150	148	156	164	169	3.4%	44.7%	5.1%
Total	174	172	187	197	203	160	245	248	266	277	292	5.2%	43.6%	5.3%

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.

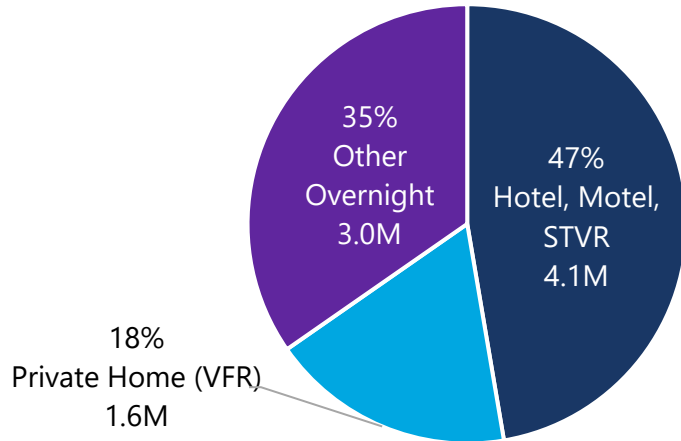
*Retail includes gasoline.

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

Wyoming Travel Impacts

Overnight Visitor Volume

Overnight Person Trips by Accommodation Type, 2025



Wyoming welcomed **8.8 million visitors in 2025, approximately stable** compared to 2024. Most visitors (47%) stayed in a hotel, motel, or STVR.

Source: Dean Runyan Associates

Overnight Visitor Volume by Accommodation Type, 2023-2025

	Person			Party		
	2023	2024	2025	2023	2024	2025
Nights						
Hotel, Motel, STVR	11,151,880	11,017,430	11,095,630	4,375,500	4,294,440	4,314,010
Private Home (VFR)	5,147,260	5,178,930	5,202,590	2,498,670	2,514,040	2,525,530
Other Overnight	7,515,930	7,686,100	7,734,360	3,025,250	3,091,370	3,109,430
Total	23,815,070	23,882,460	24,032,580	9,899,420	9,899,850	9,948,970
Trips						
Hotel, Motel, STVR	4,192,920	4,121,940	4,143,710	1,695,180	1,655,300	1,659,760
Private Home (VFR)	1,559,780	1,569,370	1,576,540	757,170	761,830	765,310
Other Overnight	2,966,120	3,022,750	3,035,750	1,237,450	1,260,010	1,264,820
Total	8,718,820	8,714,060	8,756,000	3,689,800	3,677,140	3,689,890

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 2025, overnight visitors spent between \$96 (private home VFR) to \$270 (Hotel, Motel, STVR) per day. Overnight visitors traveled with an average 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						
Hotel, Motel, STVR	\$270	\$722	\$693	\$1,802	2.6	2.6
Private Home (VFR)	\$96	\$317	\$198	\$653	2.1	3.3
Other Overnight*	\$145	\$370	\$362	\$889	2.5	2.5
All Overnight	\$192	\$527				

Source: Dean Runyan Associates

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



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 \$324 million spent, 1.7 thousand jobs and \$135 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 \$779 million spent, 1.8 thousand jobs, and \$96 million in earnings) Both businesses and individuals make use of banking and insurance institutions.
- **Trade** (Secondary impacts include \$252 million spent, 1.1 thousand jobs and \$81 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.



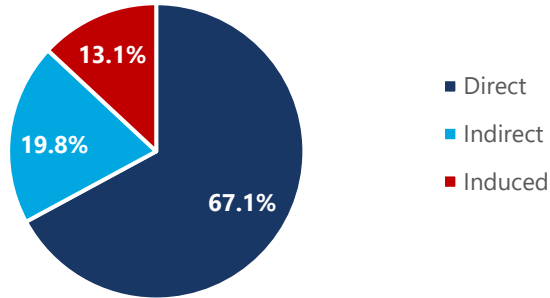
Indirect and induced impacts are the two categories of secondary economic impacts.

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.

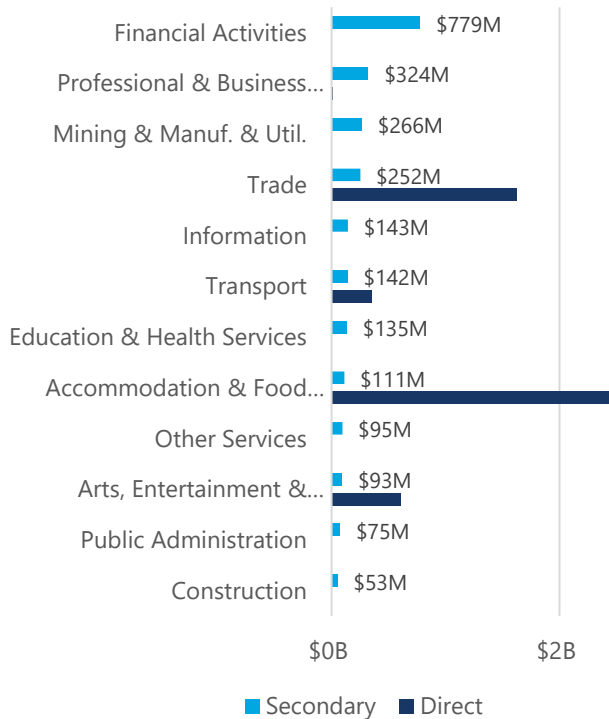
Wyoming Travel Impacts

Total Spend, 2025



In 2025, 32.9% of total spending was secondary. Secondary spending generated **\$779 million in the Financial Activities industry group.**

Total Spend by Industry Group, 2025



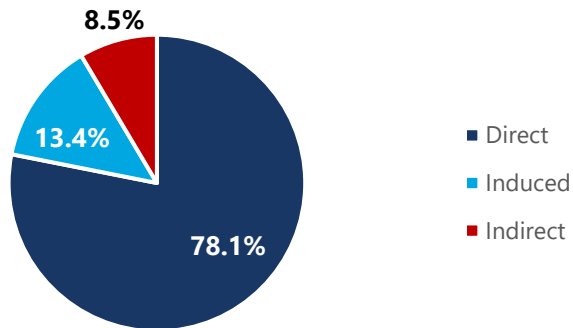
Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	2,444	42	69	111	2,555
Arts, Entertainment & Recreation	608	76	17	93	701
	1,625				1,877
Transport	350	109	33	142	492
	11	271	53	324	335
Mining & Manuf. & Util.	0	208	59	266	266
	0	40	14	53	53
Information	0	105	38	143	143
	0	434	345	779	779
Education & Health Services	0	6	129	135	135
	0	50	45	95	95
Public Administration	0	57	18	75	75
All industries	5,038	1,489	980	2,469	7,507

Source: Dean Runyan Associates, IMPLAN

Note: Values reported in \$millions

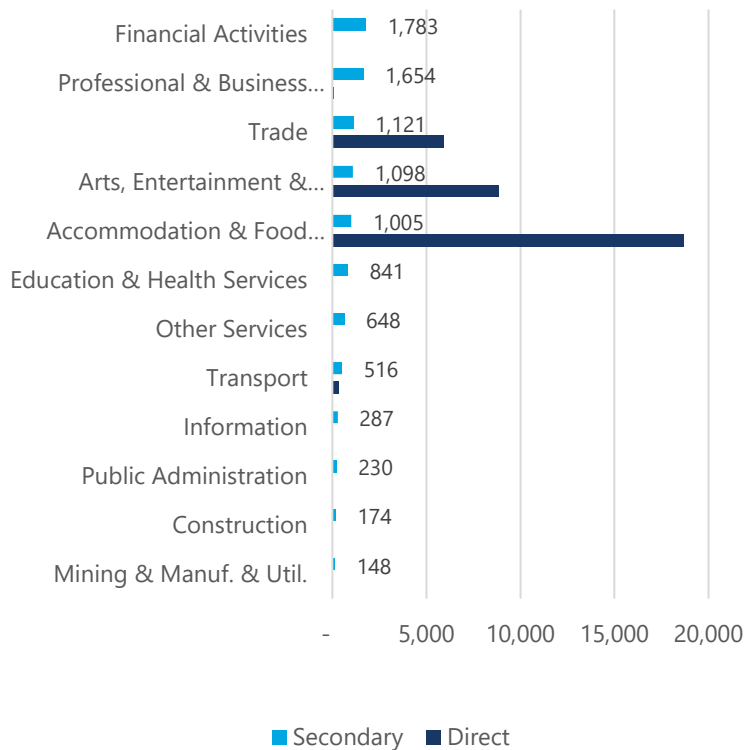
Wyoming Travel Impacts

Total Employment, 2025



In 2025, 21.9% of total employment was secondary. Secondary spending supported **1,783 jobs in the Financial Activities industry group.**

Total Employment by Industry Group, 2025



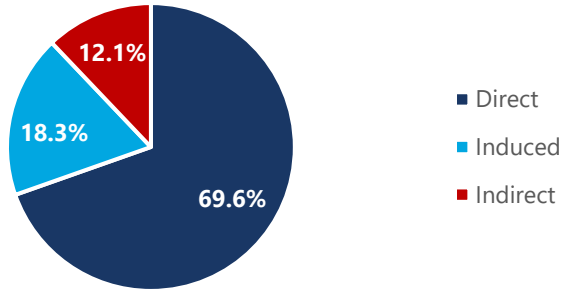
Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	18,704	414	591	1,005	19,709
Arts, Entertainment & Recreation	8,858	992	106	1,098	9,956
Transport	365	412	104	516	881
Professional & Business Services		1,364	290	1,654	
Mining & Manuf. & Util.	0	121	27	148	148
Information	0				
Other Services	0				
Other Services	0	191	39	230	230
All industries	33,920	5,802	3,703	9,504	43,424

Source: Dean Runyan Associates, IMPLAN

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

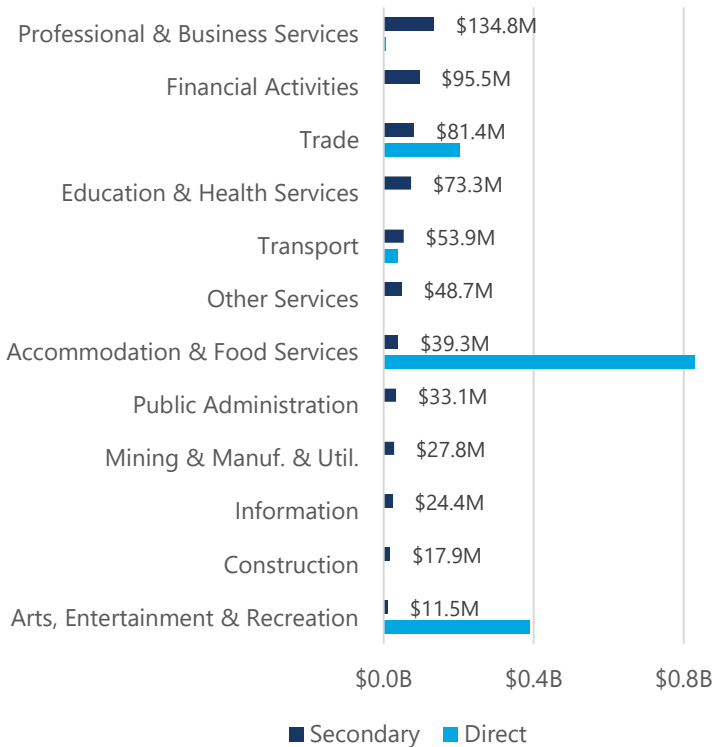
Wyoming Travel Impacts

Total Earnings, 2025



In 2025, 30.4% of total earnings were secondary.
Professional & Business Services industry group generated \$134.8 million in secondary earnings which was highest among industry groups.

Total Earnings by Industry Group, 2025



Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Professional & Business Services	830.9	16.8	22.5	39.3	870.2
Arts, Entertainment & Rec.	390.3	8.7	2.8	11.5	401.8
Transport	38.1	41.8	12.0	53.9	91.9
Mining & Manuf. & Util.	0.0	22.5	5.4	27.8	27.8
Information	0.0	19.4	5.0	24.4	24.4
Education & Health Services	0.0	3.4	69.8	73.3	73.3
Public Administration	0.0	27.3	5.8	33.1	33.1
All industries	1,469.1				2,110.7

Source: Dean Runyan Associates, IMPLAN

Note: Figures reported in \$millions.



County Travel Impacts

2025

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, 2025

County Name	Direct Spending			Earnings	Employment	Direct Tax Revenue		
	Visitor Spend	Other Spend	Total			Local Tax	State Tax	Total
Albany	184.8	26.7	211.6	52.5	1,700	5.2	7.7	13.0
Big Horn	34.3	8.1	42.4	9.4	410	0.7	1.5	2.2
Campbell	113.3	39.0	152.2	44.6	1,270	2.2	5.9	8.1
Carbon	229.6	9.6	239.2	75.2	1,680	7.1	8.3	15.5
Converse	66.6	9.3	75.9	17.7	520	1.4	2.6	4.1
Crook	32.7	5.2	38.0	12.8	300	0.6	1.4	2.0
Fremont	148.7	32.7	181.3	77.4	1,540	3.1	6.2	9.3
Goshen	24.4	8.6	33.0	6.4	260	0.4	1.3	1.7
Hot Springs	27.2	3.1	30.3	9.0	250	0.7	1.1	1.8
Johnson	61.5	6.0	67.5	20.7	600	1.1	2.4	3.5
Laramie	410.2	74.9	485.1	118.2	3,720	11.4	17.6	29.0
Lincoln	88.7	14.1	102.8	29.8	710	2.1	4.0	6.1
Natrona	302.2	74.7	376.9	120.4	3,000	6.8	12.5	19.2
Niobrara	9.6	1.5	11.1	4.4	90	0.2	0.4	0.6
Park	510.4	27.6	538.0	138.5	4,230	8.5	16.9	25.5
Platte	43.3	5.9	49.2	15.0	480	0.9	1.7	2.6
Sheridan	136.7	29.1	165.8	54.8	1,100	3.7	5.4	9.1
Sublette	49.8	6.1	56.0	18.9	470	0.9	2.0	3.0
Sweetwater	147.1	32.8	179.9	48.9	1,470	4.4	6.8	11.3
Teton	1,790.1	57.3	1,847.4	544.6	8,690	58.1	58.1	116.2
Uinta	89.4	14.0	103.4	37.0	1,030	1.7	3.7	5.5
Washakie	19.9	5.3	25.2	6.6	210	0.4	0.9	1.3
Weston	20.7	4.6	25.3	6.4	200	0.4	0.9	1.3
Wyoming	4,541.4	496.3	5,037.7	1,469.1	33,930	122.3	169.4	291.8

County Travel Impacts

Direct Travel Spending Summary, 2015-2025

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change		CAGR
												24-25	19-25	15-25
Travel Spending (\$Millions)														
Albany	154.5	147.4	158.3	172.0	176.4	147.9	193.4	200.0	205.6	210.2	211.6	0.7%	19.9%	3.2%
Big Horn	29.5	29.0	30.8	33.3	32.3	25.7	35.5	38.0	40.1	40.7	42.4	4.1%	31.3%	3.7%
Campbell	123.7	107.4	107.9	118.3	129.8	91.4	122.7	146.5	155.1	154.8	152.2	-1.7%	17.2%	2.1%
Carbon	158.4	156.8	170.6	194.2	205.9	164.1	228.2	244.4	246.1	233.8	239.2	2.3%	16.2%	4.2%
Converse	56.7	46.7	53.7	65.6	75.0	49.3	61.9	71.3	78.3	77.1	75.9	-1.6%	1.1%	3.0%
Crook	31.5	29.9	31.9	33.9	34.0	29.5	37.7	36.5	35.9	38.1	38.0	-0.2%	11.5%	1.9%
Fremont	133.5	123.8	131.7	136.4	139.8	117.5	160.8	171.0	170.2	176.5	181.3	2.7%	29.7%	3.1%
Goshen	28.8	27.3	27.8	32.6	33.8	23.5	31.9	33.4	34.7	34.3	33.0	-3.7%	-2.2%	1.4%
Hot Springs	23.9	23.5	24.7	24.5	27.1	20.1	29.1	30.0	30.8	30.3	30.3	0.2%	12.1%	2.4%
Johnson	49.3	47.2	52.4	55.3	56.5	45.4	63.3	66.6	64.5	65.3	67.5	3.4%	19.4%	3.2%
Laramie	320.1	315.3	346.4	374.1	380.2	290.5	421.0	452.2	462.9	463.9	485.1	4.6%	27.6%	4.2%
Lincoln	58.9	58.4	64.9	72.6	67.9	59.0	87.5	90.3	96.9	99.8	102.8	3.1%	51.4%	5.7%
Natrona	288.1	270.8	293.0	294.9	331.3	229.2	310.3	358.6	373.9	379.7	376.9	-0.7%	13.8%	2.7%
Niobrara	10.4	9.8	12.5	10.3	11.2	8.4	10.0	10.6	11.6	10.9	11.1	1.7%	-0.5%	0.7%
Park	385.4	398.1	418.2	460.1	470.1	320.6	420.9	441.8	507.2	519.2	538.0	3.6%	14.4%	3.4%
Platte	35.6	33.0	38.6	40.9	42.7	31.7	48.0	51.5	53.4	51.2	49.2	-3.8%	15.3%	3.3%
Sheridan	108.3	100.8	108.5	115.9	118.8	99.1	142.9	162.7	160.4	166.9	165.8	-0.6%	39.6%	4.4%
Sublette	38.3	37.1	41.2	45.7	43.8	34.3	55.7	50.4	50.5	53.1	56.0	5.4%	27.7%	3.9%
Sweetwater	157.3	154.2	157.1	161.5	160.1	122.9	162.6	179.4	185.5	185.8	179.9	-3.2%	12.4%	1.4%
Teton	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	1,758.8	1,847.4	5.0%	44.6%	5.8%
Uinta	85.9	80.0	91.8	93.4	98.9	76.0	100.0	103.8	104.3	103.6	103.4	-0.2%	4.6%	1.9%
Washakie	20.9	20.0	20.5	21.0	21.2	17.5	24.4	23.9	24.7	25.0	25.2	0.9%	18.6%	1.9%
Weston	18.1	17.1	17.6	20.1	22.1	17.0	22.0	22.6	23.4	23.9	25.3	5.8%	14.7%	3.4%
Wyoming	3,370	3,278	3,572	3,814	3,957	3,068	4,332	4,512	4,810	4,903	5,038	2.8%	27.3%	4.1%

County Travel Impacts

Direct Earnings, 2015-2025

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change		CAGR
												24-25	19-25	15-25
Earnings (\$Millions)														
Albany	33.8	34.4	34.2	36.4	39.4	36.9	41.8	47.5	50.0	51.2	52.5	2.6%	33.4%	4.5%
Big Horn	4.9	5.1	5.3	5.5	5.9	5.8	6.7	7.4	8.1	10.0	9.4	-5.6%	60.5%	6.6%
Campbell	26.8	27.4	27.4	28.8	31.8	30.6	34.3	40.6	43.6	44.2	44.6	0.9%	40.1%	5.2%
Carbon	40.2	42.7	44.2	45.8	50.0	48.1	62.4	70.9	73.5	74.8	75.2	0.5%	50.3%	6.5%
Converse	16.1	15.0	13.7	14.7	16.4	16.7	15.6	17.0	16.1	16.7	17.7	6.0%	8.3%	0.9%
Crook	8.6	8.2	8.7	8.7	8.9	8.7	9.2	11.2	11.9	12.6	12.8	1.5%	44.9%	4.1%
Fremont	44.6	43.2	43.3	44.5	48.0	49.5	53.9	62.1	69.3	73.9	77.4	4.7%	61.3%	5.7%
Goshen	5.2	5.4	5.0	6.0	6.2	5.4	6.0	6.7	6.5	6.3	6.4	0.8%	2.6%	2.0%
Hot Springs	7.1	7.3	7.1	6.7	7.1	6.9	8.1	8.9	8.9	8.7	9.0	2.6%	26.9%	2.3%
Johnson	14.0	14.5	14.3	15.2	15.0	13.0	15.4	18.7	19.5	19.5	20.7	6.1%	37.9%	4.0%
Laramie	62.8	65.2	65.4	69.9	75.3	71.1	90.0	104.8	109.9	115.0	118.2	2.8%	57.0%	6.5%
Lincoln	15.4	16.0	17.1	16.8	18.0	17.8	19.8	22.2	26.0	31.3	29.8	-5.0%	65.6%	6.8%
Natrona	74.6	72.9	75.0	75.6	82.6	74.3	86.3	100.6	107.0	118.0	120.4	2.1%	45.7%	4.9%
Niobrara	3.5	3.4	4.3	3.2	3.6	3.1	3.1	3.8	4.0	4.2	4.4	3.7%	23.8%	2.2%
Park	96.7	102.9	103.5	109.5	109.3	99.5	111.8	121.9	135.0	136.6	138.5	1.3%	26.7%	3.7%
Platte	8.1	7.9	9.2	9.2	10.2	9.6	12.1	12.9	13.9	15.4	15.0	-3.0%	47.1%	6.3%
Sheridan	30.8	31.1	31.1	30.9	33.9	32.9	40.0	44.1	46.6	49.1	54.8	11.6%	61.8%	5.9%
Sublette	10.2	9.3	9.5	10.2	11.1	10.9	14.5	16.4	16.5	17.4	18.9	8.5%	70.9%	6.4%
Sweetwater	34.6	35.2	34.0	34.0	35.6	31.4	37.1	40.8	44.8	46.7	48.9	4.7%	37.2%	3.5%
Teton	309.9	321.4	347.6	377.1	388.3	335.7	364.5	434.7	491.5	527.2	544.6	3.3%	40.3%	5.8%
Uinta	22.5	22.7	23.9	24.5	26.6	24.0	28.9	32.4	34.3	36.0	37.0	2.9%	39.2%	5.1%
Washakie	5.1	4.7	4.8	5.0	4.7	4.5	5.3	5.5	6.2	6.2	6.6	5.7%	39.3%	2.5%
Weston	3.2	3.2	3.0	3.2	3.7	3.4	3.9	4.4	5.2	6.6	6.4	-2.7%	75.2%	7.1%
Wyoming	879	899	932	982	1,031	940	1,071	1,236	1,348	1,428	1,469	2.9%	42.5%	5.3%

County Travel Impacts

Direct Employment, 2015-2025

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change		CAGR
												24-25	19-25	15-25
Employment (Jobs)														
Albany	1,730	1,690	1,610	1,610	1,690	1,540	1,650	1,730	1,720	1,700	1,700	0.0%	0.6%	-0.2%
Big Horn	320	340	370	390	400	350	390	360	370	420	410	-2.4%	2.5%	2.5%
Campbell	1,060	1,090	1,060	1,080	1,180	1,130	1,230	1,300	1,320	1,300	1,270	-2.3%	7.6%	1.8%
Carbon	1,400	1,450	1,520	1,510	1,530	1,470	1,760	1,830	1,750	1,710	1,680	-1.8%	9.8%	1.8%
Converse	620	610	550	580	610	600	540	550	510	500	520	4.0%	-14.8%	-1.7%
Crook	390	370	370	350	330	280	280	290	300	300	300	0.0%	-9.1%	-2.6%
Fremont	1,520	1,480	1,420	1,410	1,450	1,410	1,430	1,500	1,540	1,560	1,540	-1.3%	6.2%	0.1%
Goshen	300	310	280	320	320	270	300	290	280	270	260	-3.7%	-18.8%	-1.4%
Hot Springs	300	300	290	250	250	240	270	280	270	260	250	-3.8%	0.0%	-1.8%
Johnson	630	630	620	630	630	530	600	640	680	620	600	-3.2%	-4.8%	-0.5%
Laramie	2,890	2,890	2,940	3,020	3,090	2,850	3,290	3,520	3,610	3,670	3,720	1.4%	20.4%	2.6%
Lincoln	570	570	590	570	580	560	570	580	640	740	710	-4.1%	22.4%	2.2%
Natrona	2,630	2,610	2,690	2,560	2,670	2,400	2,640	2,820	2,860	2,970	3,000	1.0%	12.4%	1.3%
Niobrara	140	130	160	110	120	90	90	80	80	80	90	12.5%	-25.0%	-4.3%
Park	4,230	4,350	4,310	4,400	4,280	3,780	4,110	4,270	4,430	4,460	4,230	-5.2%	-1.2%	0.0%
Platte	370	350	410	390	400	380	480	450	450	490	480	-2.0%	20.0%	2.6%
Sheridan	1,060	1,060	1,030	980	990	930	1,040	1,020	1,030	1,030	1,100	6.8%	11.1%	0.4%
Sublette	340	340	330	340	380	360	450	430	450	440	470	6.8%	23.7%	3.3%
Sweetwater	1,550	1,580	1,470	1,430	1,460	1,270	1,390	1,420	1,470	1,450	1,470	1.4%	0.7%	-0.5%
Teton	8,570	8,440	8,780	8,910	8,860	7,000	7,230	7,870	8,190	8,520	8,690	2.0%	-1.9%	0.1%
Uinta	960	910	970	950	980	890	1,040	1,050	1,070	1,080	1,030	-4.6%	5.1%	0.7%
Washakie	250	230	230	240	210	200	220	200	210	200	210	5.0%	0.0%	-1.7%
Weston	170	170	150	150	170	150	170	150	170	210	200	-4.8%	17.6%	1.6%
Wyoming	31,970	31,880	32,130	32,160	32,550	28,680	31,160	32,630	33,410	33,960	33,920	-0.1%	4.2%	0.6%

County Travel Impacts

Direct Tax Revenue, 2015-2025

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change		CAGR
												24-25	19-25	15-25
Tax Revenue (\$Millions)														
Albany	8.9	8.6	9.1	9.6	10.0	8.5	11.5	11.6	12.1	12.8	13.0	0.9%	29.8%	3.9%
Big Horn	1.4	1.4	1.5	1.5	1.5	1.2	1.7	1.7	1.9	2.1	2.2	7.4%	47.0%	4.6%
Campbell	6.7	5.9	5.8	6.1	6.7	4.9	6.5	7.8	8.4	8.8	8.1	-8.0%	20.1%	1.8%
Carbon	8.4	8.4	9.0	9.9	10.6	8.8	13.4	14.1	15.2	15.0	15.5	3.2%	46.5%	6.3%
Converse	2.8	2.3	2.6	3.2	3.7	2.4	3.1	3.5	4.1	4.2	4.1	-2.2%	9.0%	3.7%
Crook	1.5	1.6	1.7	1.8	1.8	1.6	2.0	1.9	1.9	2.1	2.0	-7.2%	10.3%	2.6%
Fremont	6.9	6.5	6.8	6.8	7.1	6.0	8.5	9.0	9.0	9.5	9.3	-1.5%	32.2%	3.0%
Goshen	1.6	1.5	1.5	1.7	1.8	1.3	1.7	1.6	1.7	1.8	1.7	-6.2%	-7.6%	0.6%
Hot Springs	1.3	1.3	1.4	1.4	1.6	1.2	1.8	1.8	1.8	1.9	1.8	-5.2%	14.8%	3.4%
Johnson	2.4	2.3	2.5	2.6	3.0	2.4	3.7	3.3	3.2	3.4	3.5	1.7%	16.2%	3.7%
Laramie	18.5	18.6	20.0	21.4	22.1	16.8	25.0	25.5	26.8	27.2	29.0	6.4%	31.4%	4.6%
Lincoln	3.0	3.0	3.3	3.5	3.4	3.0	4.5	4.6	5.3	5.8	6.1	5.5%	82.3%	7.6%
Natrona	14.7	14.0	14.8	14.5	16.4	11.5	15.9	17.4	18.5	19.6	19.2	-1.8%	17.1%	2.7%
Niobrara	0.6	0.6	0.7	0.6	0.6	0.5	0.6	0.6	0.7	0.6	0.6	2.4%	3.9%	0.9%
Park	15.3	16.2	19.2	21.0	18.9	13.0	19.5	19.3	22.9	24.5	25.5	4.2%	34.7%	5.2%
Platte	2.0	1.8	2.1	2.2	2.3	1.7	2.5	2.6	2.8	2.7	2.6	-3.9%	11.1%	2.8%
Sheridan	6.1	5.9	6.2	6.5	6.7	5.5	8.1	8.7	8.7	9.2	9.1	-0.5%	35.8%	4.1%
Sublette	1.7	1.6	1.8	2.0	1.9	1.5	2.7	2.5	2.5	2.7	3.0	9.4%	55.4%	5.8%
Sweetwater	8.9	8.9	8.9	8.5	8.5	6.9	9.3	9.8	11.3	11.6	11.3	-3.3%	31.9%	2.3%
Teton	54.0	54.9	61.7	65.0	67.3	55.2	95.9	92.9	99.1	103.8	116.2	11.9%	72.5%	8.0%
Uinta	4.8	4.5	4.8	4.6	4.9	3.9	5.1	5.1	5.4	5.5	5.5	0.0%	11.7%	1.4%
Washakie	1.0	1.1	1.1	1.1	1.1	0.9	1.3	1.2	1.3	1.3	1.3	2.1%	22.0%	2.9%
Weston	0.9	1.0	1.0	1.1	1.2	1.0	1.2	1.0	1.1	1.2	1.3	13.1%	9.1%	3.5%
Wyoming	173.5	172.0	187.3	196.6	203.2	159.8	245.5	247.6	265.7	277.3	291.8	5.2%	43.6%	5.3%

County Travel Impacts

Travel Proportion of Total Earnings and Employment, 2025

County	Earnings (\$Millions)			Employment (Jobs)		
	Travel	Total	Travel % of Total	Travel	Total	Travel % of Total
Albany	52.5	1,546.9	3.4%	1,701	26,792	6.3%
Big Horn	9.4	384.4	2.4%	410	7,151	5.7%
Campbell	44.6	2,581.9	1.7%	1,270	36,023	3.5%
Carbon	75.2	624.4	12.0%	1,680	9,486	17.8%
Converse	17.7	688.9	2.6%	520	9,345	5.6%
Crook	12.8	280.1	4.6%	300	5,069	5.9%
Fremont	77.4	1,338.5	5.8%	1,540	24,705	6.2%
Goshen	6.4	358.9	1.8%	260	7,310	3.6%
Hot Springs	9.0	210.0	4.3%	250	3,078	8.1%
Johnson	20.7	317.4	6.5%	600	6,930	8.6%
Laramie	118.2	5,045.6	2.3%	3,720	83,654	4.4%
Lincoln	29.8	742.4	4.0%	710	13,701	5.2%
Natrona	120.4	4,614.7	2.6%	3,000	59,721	5.0%
Niobrara	4.4	85.5	5.1%	90	1,622	5.2%
Park	138.5	1,201.6	11.5%	4,230	23,151	18.3%
Platte	15.0	306.3	4.9%	480	5,386	8.9%
Sheridan	54.8	1,518.2	3.6%	1,100	30,837	3.6%
Sublette	18.9	405.1	4.7%	470	6,799	6.9%
Sweetwater	48.9	2,203.8	2.2%	1,470	27,550	5.3%
Teton	544.6	3,168.2	17.2%	8,690	41,475	21.0%
Uinta	37.0	658.5	5.6%	1,030	12,536	8.2%
Washakie	6.6	277.2	2.4%	210	5,453	3.8%
Weston	6.4	208.1	3.1%	200	4,200	4.6%
Wyoming	1,469.1	28,766.7	5.1%	33,931	451,974	7.5%

County Travel Impacts

Tax Revenue Detail, 2025

	Travel Generated State Sales Tax Distributions as a Percentage of Total State Sales Tax			Travel Generated State & Local Tax Revenue Per Household			
	Travel (\$M)	Total (\$M)	Travel % of Total	Households	Local	State	Total
Albany	4.7	37.2	12.6%	17,083	\$307	\$452	\$759
Big Horn	0.8	9.8	8.4%	4,460	\$150	\$345	\$495
Campbell	2.9	119.2	2.4%	17,988	\$123	\$326	\$449
Carbon	6.0	21.7	27.8%	6,116	\$1,165	\$1,362	\$2,527
Converse	1.6	55.7	2.9%	5,772	\$247	\$458	\$706
Crook	0.7	8.3	8.7%	2,907	\$210	\$473	\$683
Fremont	3.6	34.3	10.4%	15,037	\$206	\$414	\$620
Goshen	0.6	8.8	6.3%	5,200	\$75	\$248	\$323
Hot Springs	0.7	4.9	14.0%	2,140	\$312	\$521	\$834
Johnson	1.5	14.7	10.3%	3,932	\$285	\$602	\$887
Laramie	10.6	132.2	8.0%	43,279	\$263	\$407	\$670
Lincoln	2.3	23.2	9.9%	8,324	\$258	\$477	\$735
Natrona	7.9	98.6	8.0%	33,886	\$200	\$368	\$568
Niobrara	0.2	2.8	8.1%	1,188	\$200	\$336	\$536
Park	12.9	39.7	32.6%	13,330	\$640	\$1,271	\$1,910
Platte	1.0	8.2	11.6%	3,848	\$240	\$429	\$669
Sheridan	3.4	34.8	9.8%	13,845	\$270	\$390	\$660
Sublette	1.3	18.1	7.2%	3,693	\$254	\$552	\$806
Sweetwater	3.7	58.8	6.4%	17,502	\$254	\$389	\$643
Teton	47.4	92.9	51.0%	9,830	\$5,909	\$5,908	\$11,818
Uinta	2.3	19.6	11.6%	7,716	\$226	\$484	\$710
Washakie	0.5	7.0	6.8%	3,394	\$118	\$280	\$397
Weston	0.5	5.5	9.0%	2,848	\$144	\$322	\$466
Wyoming	117.1	856.0	14%	243,318	\$503	\$696	\$1,199

Albany County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$114,173	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$28	\$30
Impact of Travel Industry		
Travel Share of Total Employment	6%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	50%	54%
STVR	11%	11%
Private home (VFR)		
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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	133.6	129.1	136.4	146.1	151.3	130.1	164.7	170.9	178.3	183.0	184.8	1.0%
Other travel*	20.9	18.3	21.9	25.9	25.2	17.8	28.7	29.0	27.4	27.2	26.7	-1.7%
Total	154.5	147.4	158.3	172.0	176.4	147.9	193.4	200.0	205.6	210.2	211.6	0.7%
Direct Earnings (\$Millions)												
Earnings	33.8	34.4	34.2	36.4	39.4	36.9	41.8	47.5	50.0	51.2	52.5	2.6%
Direct Employment (Jobs)												
Employment	1,730	1,690	1,610	1,610	1,690	1,540	1,650	1,730	1,720	1,700	1,700	0.1%
Direct Tax Revenue (\$Millions)												
Local	3.5	3.5	3.6	3.8	4.0	3.5	4.5	4.7	5.0	5.2	5.2	0.8%
State	5.4	5.2	5.5	5.8	5.9	5.1	7.0	6.9	7.1	7.6	7.7	1.0%
Total	8.9	8.6	9.1	9.6	10.0	8.5	11.5	11.6	12.1	12.8	13.0	0.9%

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.

Albany County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	133.6	129.1	136.4	146.1	151.3	130.1	164.7	170.9	178.3	183.0	184.8	1.0%
Other travel*	20.9	18.3	21.9	25.9	25.2	17.8	28.7	29.0	27.4	27.2	26.7	-1.7%
Total	154.5	147.4	158.3	172.0	176.4	147.9	193.4	200.0	205.6	210.2	211.6	0.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	63.9	61.7	64.7	70.7	75.2	68.2	84.6	89.1	94.1	98.0	97.8	-0.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	76.9	78.0	80.1	82.0	80.5	-1.8%
STVR**	NA	NA	NA	NA	NA	NA	7.7	11.1	14.0	16.0	17.3	7.9%
Campground	9.6	9.7	10.9	10.8	11.2	9.4	11.8	12.8	13.6	13.8	14.3	4.1%
Private Home (VFR)	28.9	27.5	29.2	31.0	31.0	24.9	31.7	33.5	34.0	34.5	35.3	2.5%
Seasonal Home	13.4	13.1	13.6	14.5	14.4	9.5	14.6	13.2	13.3	13.2	13.4	1.7%
Day Travel	17.8	17.2	18.0	19.0	19.6	18.1	22.0	22.4	23.3	23.5	23.9	1.8%
Total	69.7	67.5	71.8	75.3	76.1	62.0	164.7	170.9	178.3	183.0	184.8	1.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	23.3	23.1	24.2	26.0	27.7	21.8	34.0	36.5	38.9	42.3	42.1	-0.5%
Food Service	35.3	35.2	37.3	39.7	42.3	38.1	43.2	44.3	48.2	48.5	50.1	3.3%
Food Stores	11.3	10.9	11.1	11.4	11.9	10.8	12.6	13.3	14.1	14.6	14.8	1.9%
Arts, Ent. & Rec.	20.4	20.1	20.8	21.6	22.4	20.2	22.7	22.5	24.1	24.4	25.3	3.9%
Retail Sales	20.9	20.1	20.7	21.2	21.8	19.9	23.2	24.0	24.5	24.8	24.8	-0.2%
Visitor Air	0.4	0.5	0.5	0.5	0.5	0.3	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	21.9	19.2	21.9	25.6	24.7	19.0	28.9	30.4	28.5	28.4	27.7	-2.5%
Total	133.6	129.1	136.4	146.1	151.3	130.1	164.7	170.9	178.3	183.0	184.8	1.0%

*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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	20.0	20.2	20.4	21.1	22.6	20.5	24.0	27.3	28.2	27.9	28.7	3.1%
Arts, Ent. & Rec.	7.0	7.4	7.1	8.3	9.3	8.5	9.4	10.4	11.2	13.0	13.0	0.7%
Retail*	4.5	4.5	4.5	4.6	4.9	5.5	6.0	7.1	7.5	7.5	7.7	3.5%
Ground Trans.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.6	0.6	0.5	0.5	4.0%
Visitor Air	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	1.7	1.7	1.8	1.9	2.1	2.0	2.1	2.1	2.5	2.4	2.5	2.9%
Total	33.8	34.4	34.2	36.4	39.4	36.9	41.8	47.5	50.0	51.2	52.5	2.6%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,010	980	950	930	970	830	920	980	960	930	910	-1.9%
Arts, Ent. & Rec.	390	390	340	370	410	370	370	390	410	420	440	3.1%
Retail*	230	230	220	220	220	260	270	270	270	260	270	2.3%
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**	80	80	80	80	80	80	80	80	90	80	80	0.0%
Total	1,730	1,690	1,610	1,610	1,690	1,540	1,650	1,730	1,720	1,700	1,700	0.1%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	3.5	3.5	3.6	3.8	4.0	3.5	4.5	4.7	5.0	5.2	5.2	0.8%
State Tax Receipts	5.4	5.2	5.5	5.8	5.9	5.1	7.0	6.9	7.1	7.6	7.7	1.0%
Total	8.9	8.6	9.1	9.6	10.0	8.5	11.5	11.6	12.1	12.8	13.0	0.9%

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.

Albany County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	597	308	618	316	605	308
Private Home (VFR)	488	174	502	179	504	180
Other Overnight	389	247	393	250	395	250
Total	1,474	729	1,514	745	1,504	738
Party Volume (Thousands)						
Hotel, Motel, STVR	277	145	283	148	276	144
Private Home (VFR)	237	85	244	87	245	87
Other Overnight	169	110	171	111	172	111
Total	683	340	698	346	693	342

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$162	\$317	\$355	\$681	2.2	2.0
Private Home (VFR)	\$70	\$196	\$144	\$405	2.1	2.8
Other Overnight	\$70	\$111	\$162	\$250	2.3	1.6
All Overnight	\$107	\$218	\$232	\$471	2.2	2.0

Big Horn County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$89,001	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$27	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	6%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	20%	54%
STVR	5%	11%
Private home (VFR)	21%	11%
Seasonal Home (2nd Home)	4%	4%
Campground	49%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	23.2	23.6	24.3	25.7	25.0	20.5	27.1	29.1	31.7	32.5	34.3	5.5%
Other travel*	6.3	5.5	6.5	7.6	7.3	5.1	8.4	9.0	8.4	8.3	8.1	-1.6%
Total	29.5	29.0	30.8	33.3	32.3	25.7	35.5	38.0	40.1	40.7	42.4	4.1%
Direct Earnings (\$Millions)												
Earnings	4.9	5.1	5.3	5.5	5.9	5.8	6.7	7.4	8.1	10.0	9.4	-5.6%
Direct Employment (Jobs)												
Employment	320	340	370	390	400	350	390	360	370	420	410	-1.4%
Direct Tax Revenue (\$Millions)												
Local	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.5	0.6	0.6	0.7	11.1%
State	1.1	1.1	1.1	1.2	1.2	0.9	1.3	1.3	1.4	1.5	1.5	5.8%
Total	1.4	1.4	1.5	1.5	1.5	1.2	1.7	1.7	1.9	2.1	2.2	7.4%

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.

Big Horn County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	23.2	23.6	24.3	25.7	25.0	20.5	27.1	29.1	31.7	32.5	34.3	5.5%
Other travel*	6.3	5.5	6.5	7.6	7.3	5.1	8.4	9.0	8.4	8.3	8.1	-1.6%
Total	29.5	29.0	30.8	33.3	32.3	25.7	35.5	38.0	40.1	40.7	42.4	4.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2.2	2.1	1.8	2.3	2.0	1.9	4.4	4.8	6.4	6.8	8.0	17.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	2.7	3.2	4.7	5.3	6.3	18.9%
STVR**	NA	NA	NA	NA	NA	NA	1.7	1.7	1.7	1.6	1.7	10.4%
Campground	11.9	12.1	13.3	13.1	13.1	11.2	13.4	14.4	15.1	15.2	15.6	2.5%
Private Home (VFR)	5.2	5.5	5.3	6.1	5.7	5.0	5.9	6.4	6.5	6.7	6.8	2.2%
Seasonal Home	1.4	1.4	1.5	1.5	1.5	0.9	1.3	1.3	1.3	1.3	1.3	1.4%
Day Travel	2.5	2.5	2.5	2.7	2.6	1.6	2.0	2.1	2.4	2.4	2.5	3.8%
Total	21.0	21.5	22.5	23.4	23.0	18.6	27.1	29.1	31.7	32.5	34.3	5.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.2	2.2	2.1	2.3	2.2	1.9	3.7	4.1	5.1	5.4	6.4	17.9%
Food Service	5.9	6.2	6.5	6.8	6.8	5.6	6.8	7.1	8.0	8.5	8.9	4.9%
Food Stores	3.0	3.0	3.1	3.1	3.0	2.6	3.1	3.4	3.6	3.8	3.9	3.6%
Arts, Ent. & Rec.	4.8	4.9	5.1	5.2	5.1	4.3	5.0	5.1	5.6	5.3	5.4	2.9%
Retail Sales	3.9	4.0	4.0	4.1	4.0	3.4	4.1	4.3	4.5	4.8	4.9	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	3.5	3.3	3.6	4.2	3.8	2.9	4.5	4.9	4.8	4.8	4.8	-0.2%
Total	23.2	23.6	24.3	25.7	25.0	20.5	27.1	29.1	31.7	32.5	34.3	5.5%

*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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	1.7	1.8	2.0	2.1	2.4	1.8	2.2	2.1	2.2	2.2	2.3	6.0%
Arts, Ent. & Rec.	1.2	1.2	1.2	1.3	1.2	1.7	2.0	2.4	2.8	3.8	3.5	-7.9%
Retail*	1.4	1.5	1.5	1.5	1.5	1.6	1.7	2.1	2.2	2.6	2.5	-2.5%
Ground Trans.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	3.9%
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**	0.5	0.5	0.5	0.5	0.6	0.6	0.7	0.7	0.8	1.2	0.9	-26.5%
Total	4.9	5.1	5.3	5.5	5.9	5.8	6.7	7.4	8.1	10.0	9.4	-5.6%
Direct Employment (Jobs)												
Accom. & Food Serv.	150	160	190	200	220	150	180	150	150	150	160	8.1%
Arts, Ent. & Rec.	80	80	90	100	90	120	120	130	140	170	160	-6.9%
Retail*	60	70	60	70	60	60	60	60	60	60	60	1.6%
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	30	30	-21.9%
Total	320	340	370	390	400	350	390	360	370	420	410	-1.4%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.5	0.6	0.6	0.7	11.1%
State Tax Receipts	1.1	1.1	1.1	1.2	1.2	0.9	1.3	1.3	1.4	1.5	1.5	5.8%
Total	1.4	1.4	1.5	1.5	1.5	1.2	1.7	1.7	1.9	2.1	2.2	7.4%

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.

Big Horn County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	54	23	57	24	60	25
Private Home (VFR)	71	25	72	26	73	26
Other Overnight	132	53	134	54	134	54
Total	257	101	263	103	267	105
Party Volume (Thousands)						
Hotel, Motel, STVR	22	9	23	10	24	10
Private Home (VFR)	35	12	35	13	35	13
Other Overnight	51	21	52	22	52	22
Total	108	43	110	44	112	44

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$133	\$318	\$333	\$792	2.5	2.4
Private Home (VFR)	\$93	\$262	\$193	\$540	2.1	2.8
Other Overnight	\$126	\$315	\$324	\$786	2.6	2.5
All Overnight	\$119	\$303	\$284	\$718	2.4	2.5

Campbell County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$91,858	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$39	\$30
Impact of Travel Industry		
Travel Share of Total Employment	4%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	66%	54%
STVR	3%	11%
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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	96.1	83.2	80.8	86.7	99.2	69.8	86.7	105.2	115.1	114.9	113.3	-1.4%
Other travel*	27.6	24.2	27.0	31.7	30.7	21.6	36.0	41.3	40.0	39.9	39.0	-2.5%
Total	123.7	107.4	107.9	118.3	129.8	91.4	122.7	146.5	155.1	154.8	152.2	-1.7%
Direct Earnings (\$Millions)												
Earnings	26.8	27.4	27.4	28.8	31.8	30.6	34.3	40.6	43.6	44.2	44.6	0.9%
Direct Employment (Jobs)												
Employment	1,060	1,090	1,060	1,080	1,180	1,130	1,230	1,300	1,320	1,300	1,270	-2.5%
Direct Tax Revenue (\$Millions)												
Local	2.0	1.7	1.6	1.7	2.0	1.3	1.6	2.5	2.8	2.9	2.2	-23.7%
State	4.7	4.3	4.2	4.4	4.8	3.5	4.9	5.3	5.6	5.9	5.9	-0.1%
Total	6.7	5.9	5.8	6.1	6.7	4.9	6.5	7.8	8.4	8.8	8.1	-8.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	96.1	83.2	80.8	86.7	99.2	69.8	86.7	105.2	115.1	114.9	113.3	-1.4%
Other travel*	27.6	24.2	27.0	31.7	30.7	21.6	36.0	41.3	40.0	39.9	39.0	-2.5%
Total	123.7	107.4	107.9	118.3	129.8	91.4	122.7	146.5	155.1	154.8	152.2	-1.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	67.5	54.8	51.6	55.7	67.0	42.6	53.3	68.3	77.0	76.5	75.4	-1.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	52.6	66.9	75.0	71.7	71.7	0.0%
STVR**	NA	NA	NA	NA	NA	NA	0.7	1.4	2.0	4.9	3.7	-24.1%
Campground	7.7	7.8	8.8	8.8	9.1	7.7	9.8	10.6	11.3	11.4	11.4	-0.3%
Private Home (VFR)	16.3	16.3	16.1	17.5	18.0	15.4	18.1	20.1	20.4	20.6	20.2	-2.0%
Seasonal Home	1.3	1.3	1.4	1.5	1.4	1.4	2.2	2.3	2.3	2.4	2.4	-3.2%
Day Travel	3.3	3.1	3.0	3.2	3.6	2.8	3.3	3.9	4.1	3.9	4.0	1.6%
Total	28.7	28.5	29.3	31.0	32.2	27.2	86.7	105.2	115.1	114.9	113.3	-1.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	31.2	23.2	21.7	22.4	26.4	16.7	22.9	28.4	33.3	35.6	32.8	-8.0%
Food Service	21.0	19.8	19.3	21.0	24.9	17.8	19.9	23.9	26.9	26.4	26.5	0.6%
Food Stores	5.9	5.4	5.2	5.4	6.2	4.9	5.5	6.7	7.3	7.1	7.4	3.8%
Arts, Ent. & Rec.	12.3	11.6	11.2	11.8	13.5	10.0	11.1	12.7	14.0	13.7	13.9	1.4%
Retail Sales	11.3	10.5	9.9	10.4	11.8	9.0	10.2	12.0	12.6	10.8	11.3	5.1%
Visitor Air	1.1	1.2	1.2	1.3	1.3	0.8	2.2	3.6	3.9	4.9	4.6	-6.6%
Local Tran. & Gas	13.4	11.6	12.2	14.3	15.1	10.6	15.0	17.9	17.3	16.4	16.8	2.4%
Total	96.1	83.2	80.8	86.7	99.2	69.8	86.7	105.2	115.1	114.9	113.3	-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.

Campbell County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	16.3	16.9	17.2	17.9	19.7	19.0	22.0	25.9	27.5	27.8	27.4	-1.3%
Arts, Ent. & Rec.	6.0	6.1	6.1	6.6	7.4	7.3	8.1	9.9	11.0	11.2	11.8	5.5%
Retail*	2.7	2.6	2.4	2.5	2.9	2.8	2.8	3.2	3.4	3.5	3.6	3.9%
Ground Trans.	0.6	0.6	0.5	0.5	0.6	0.4	0.5	0.5	0.6	0.6	0.6	2.9%
Visitor Air	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	36.6%
Other travel**	1.0	1.0	1.0	1.0	1.0	0.9	0.9	1.0	1.0	1.0	1.0	-3.8%
Total	26.8	27.4	27.4	28.8	31.8	30.6	34.3	40.6	43.6	44.2	44.6	0.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	620	640	630	640	680	660	690	740	740	740	710	-4.3%
Arts, Ent. & Rec.	270	280	280	280	340	300	370	410	430	390	390	-0.8%
Retail*	110	110	100	100	110	120	120	110	110	120	120	3.4%
Ground Trans.	20	20	20	20	20	10	10	10	10	10	10	11.1%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	0.0%
Other travel**	40	40	40	40	30	40	40	40	40	40	30	-5.7%
Total	1,060	1,090	1,060	1,080	1,180	1,130	1,230	1,300	1,320	1,300	1,270	-2.5%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	2.0	1.7	1.6	1.7	2.0	1.3	1.6	2.5	2.8	2.9	2.2	-23.7%
State Tax Receipts	4.7	4.3	4.2	4.4	4.8	3.5	4.9	5.3	5.6	5.9	5.9	-0.1%
Total	6.7	5.9	5.8	6.1	6.7	4.9	6.5	7.8	8.4	8.8	8.1	-8.0%

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

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	540	237	497	217	537	234
Private Home (VFR)	321	114	326	116	327	117
Other Overnight	137	64	139	65	141	66
Total	998	415	962	398	1,005	417
Party Volume (Thousands)						
Hotel, Motel, STVR	198	87	181	79	196	86
Private Home (VFR)	156	56	158	56	159	57
Other Overnight	55	27	56	27	57	27
Total	408	169	395	163	411	170

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$140	\$322	\$385	\$881	2.7	2.3
Private Home (VFR)	\$62	\$173	\$127	\$356	2.1	2.8
Other Overnight	\$98	\$209	\$242	\$502	2.5	2.1
All Overnight	\$109	\$262	\$266	\$645	2.4	2.4

Carbon County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$139,168	\$146,259
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	18%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	66%	54%
STVR	2%	11%
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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	150.3	149.7	162.3	184.6	196.7	157.6	217.6	233.4	235.8	224.0	229.6	2.5%
Other travel*	8.2	7.1	8.3	9.6	9.3	6.5	10.5	11.0	10.3	9.8	9.6	-1.6%
Total	158.4	156.8	170.6	194.2	205.9	164.1	228.2	244.4	246.1	233.8	239.2	2.3%
Direct Earnings (\$Millions)												
Earnings	40.2	42.7	44.2	45.8	50.0	48.1	62.4	70.9	73.5	74.8	75.2	0.5%
Direct Employment (Jobs)												
Employment	1,400	1,450	1,520	1,510	1,530	1,470	1,760	1,830	1,750	1,710	1,680	-1.4%
Direct Tax Revenue (\$Millions)												
Local	3.7	3.7	3.9	4.2	4.6	4.0	5.5	5.9	7.1	6.9	7.1	3.5%
State	4.8	4.7	5.1	5.7	6.0	4.8	7.9	8.2	8.2	8.1	8.3	2.9%
Total	8.4	8.4	9.0	9.9	10.6	8.8	13.4	14.1	15.2	15.0	15.5	3.2%

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.

Carbon County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	150.3	149.7	162.3	184.6	196.7	157.6	217.6	233.4	235.8	224.0	229.6	2.5%
Other travel*	8.2	7.1	8.3	9.6	9.3	6.5	10.5	11.0	10.3	9.8	9.6	-1.6%
Total	158.4	156.8	170.6	194.2	205.9	164.1	228.2	244.4	246.1	233.8	239.2	2.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	73.3	73.3	79.8	97.9	107.3	89.4	130.4	141.6	140.8	132.7	136.2	2.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	128.0	138.5	136.7	128.1	131.4	2.6%
STVR**	NA	NA	NA	NA	NA	NA	2.4	3.1	4.1	4.6	4.8	4.2%
Campground	25.9	26.3	29.4	29.1	30.1	25.5	31.9	34.4	36.7	36.2	37.4	3.2%
Private Home (VFR)	12.1	11.4	11.7	12.2	12.0	10.7	11.9	12.7	12.9	12.2	12.4	1.8%
Seasonal Home	11.3	11.0	11.5	11.8	11.8	9.2	14.0	13.6	13.8	13.6	13.7	1.0%
Day Travel	27.6	27.7	29.8	33.5	35.5	22.8	29.4	31.1	31.7	29.3	29.9	2.0%
Total	77.0	76.4	82.4	86.7	89.4	68.2	217.6	233.4	235.8	224.0	229.6	2.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	32.2	31.9	33.6	40.0	44.2	34.4	57.0	62.5	62.3	62.6	65.1	4.0%
Food Service	34.2	35.5	38.9	44.0	48.0	41.0	51.1	54.1	57.3	56.3	58.4	3.7%
Food Stores	13.7	13.6	14.4	15.3	16.2	13.1	16.4	17.9	18.7	18.2	18.8	3.1%
Arts, Ent. & Rec.	23.3	23.8	25.6	27.9	29.5	24.1	29.4	30.2	31.6	27.8	28.4	2.2%
Retail Sales	26.4	26.4	27.9	30.3	31.9	25.4	31.7	33.8	33.8	29.4	29.7	1.0%
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	20.5	18.5	21.9	27.1	26.8	19.6	32.0	35.0	32.0	29.8	29.3	-1.7%
Total	150.3	149.7	162.3	184.6	196.7	157.6	217.6	233.4	235.8	224.0	229.6	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.

Carbon County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	27.2	29.3	30.8	33.0	36.6	35.6	48.6	56.2	58.2	59.3	59.3	0.0%
Arts, Ent. & Rec.	6.2	6.4	6.3	5.1	5.3	4.3	5.3	4.9	4.8	4.9	5.2	6.2%
Retail*	5.8	6.0	6.1	6.7	7.1	7.1	7.4	8.4	8.8	9.0	9.1	1.1%
Ground Trans.	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.5	0.6	0.6	0.5	-13.9%
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	0.8	0.8	0.8	0.8	0.9	1.0	1.0	1.1	3.7%
Total	40.2	42.7	44.2	45.8	50.0	48.1	62.4	70.9	73.5	74.8	75.2	0.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	920	950	1,020	1,030	1,040	970	1,240	1,320	1,240	1,210	1,180	-2.3%
Arts, Ent. & Rec.	170	170	180	140	140	110	140	130	110	110	110	2.7%
Retail*	270	280	280	300	310	350	350	350	350	350	350	0.9%
Ground Trans.	10	10	10	10	10	10	10	10	10	10	10	-22.2%
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	30	0.0%
Total	1,400	1,450	1,520	1,510	1,530	1,470	1,760	1,830	1,750	1,710	1,680	-1.4%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	3.7	3.7	3.9	4.2	4.6	4.0	5.5	5.9	7.1	6.9	7.1	3.5%
State Tax Receipts	4.8	4.7	5.1	5.7	6.0	4.8	7.9	8.2	8.2	8.1	8.3	2.9%
Total	8.4	8.4	9.0	9.9	10.6	8.8	13.4	14.1	15.2	15.0	15.5	3.2%

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.

Carbon County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	1,022	552	941	507	940	507
Private Home (VFR)	161	57	157	56	157	56
Other Overnight	505	278	511	281	514	282
Total	1,688	888	1,609	844	1,612	845
Party Volume (Thousands)						
Hotel, Motel, STVR	501	272	460	249	460	249
Private Home (VFR)	78	28	76	27	76	27
Other Overnight	212	120	214	122	215	122
Total	791	420	751	398	751	398

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$145	\$269	\$296	\$548	2.0	1.9
Private Home (VFR)	\$79	\$222	\$163	\$457	2.1	2.8
Other Overnight	\$99	\$181	\$237	\$418	2.4	1.8
All Overnight	\$124	\$236	\$266	\$502	2.1	1.9

Converse County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$132,178	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$27	\$30
Impact of Travel Industry		
Travel Share of Total Employment	6%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	44%	54%
STVR	2%	11%
Private home (VFR)	10%	11%
Seasonal Home (2nd Home)	3%	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.

Converse County

Direct Travel Impact Summary

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	49.2	40.2	46.2	56.8	66.6	43.3	52.1	60.8	68.5	67.7	66.6	-1.5%
Other travel*	7.5	6.5	7.5	8.8	8.4	6.0	9.8	10.4	9.8	9.4	9.3	-1.6%
Total	56.7	46.7	53.7	65.6	75.0	49.3	61.9	71.3	78.3	77.1	75.9	-1.6%
Direct Earnings (\$Millions)												
Earnings	16.1	15.0	13.7	14.7	16.4	16.7	15.6	17.0	16.1	16.7	17.7	6.0%
Direct Employment (Jobs)												
Employment	620	610	550	580	610	600	540	550	510	500	520	3.0%
Direct Tax Revenue (\$Millions)												
Local	0.9	0.7	0.8	1.1	1.4	0.8	0.9	1.1	1.5	1.5	1.4	-3.6%
State	1.9	1.6	1.8	2.1	2.4	1.6	2.2	2.4	2.6	2.7	2.6	-1.4%
Total	2.8	2.3	2.6	3.2	3.7	2.4	3.1	3.5	4.1	4.2	4.1	-2.2%

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.

Converse County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	49.2	40.2	46.2	56.8	66.6	43.3	52.1	60.8	68.5	67.7	66.6	-1.5%
Other travel*	7.5	6.5	7.5	8.8	8.4	6.0	9.8	10.4	9.8	9.4	9.3	-1.6%
Total	56.7	46.7	53.7	65.6	75.0	49.3	61.9	71.3	78.3	77.1	75.9	-1.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	21.9	12.9	15.9	25.8	35.5	18.1	20.4	26.8	32.5	31.4	29.8	-5.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	19.7	26.2	31.7	30.5	28.8	-5.5%
STVR**	NA	NA	NA	NA	NA	NA	0.8	0.6	0.7	0.9	1.0	10.3%
Campground	19.8	20.2	22.2	22.0	22.2	18.9	23.0	24.7	26.4	26.8	27.3	1.8%
Private Home (VFR)	5.0	4.8	5.6	6.4	6.0	4.1	5.7	6.2	6.3	6.2	6.2	0.9%
Seasonal Home	1.5	1.5	1.6	1.6	1.6	1.3	1.9	1.9	2.0	2.0	2.0	0.5%
Day Travel	0.9	0.7	0.8	1.1	1.2	0.9	1.0	1.2	1.4	1.3	1.3	-1.0%
Total	27.3	27.3	30.3	31.1	31.1	25.2	52.1	60.8	68.5	67.7	66.6	-1.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	10.6	6.7	8.1	11.6	16.5	8.5	9.9	12.8	16.0	16.2	15.2	-5.7%
Food Service	11.7	10.1	11.6	14.3	16.6	11.4	13.1	15.1	17.3	17.6	17.4	-0.9%
Food Stores	4.6	4.2	4.6	5.0	5.4	4.2	4.9	5.6	6.2	6.3	6.4	2.4%
Arts, Ent. & Rec.	8.9	8.0	8.9	10.0	11.0	8.0	9.1	9.9	11.1	11.2	11.3	1.2%
Retail Sales	6.9	6.1	6.7	7.7	8.4	6.0	7.1	8.0	8.6	7.6	7.5	-0.1%
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	6.5	5.1	6.2	8.3	8.6	5.3	8.0	9.4	9.3	8.9	8.7	-2.7%
Total	49.2	40.2	46.2	56.8	66.6	43.3	52.1	60.8	68.5	67.7	66.6	-1.5%

*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.

Converse County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	8.9	8.0	7.7	8.5	10.0	10.4	9.1	9.9	9.2	9.8	9.6	-2.0%
Arts, Ent. & Rec.	4.6	4.6	3.4	3.3	3.1	3.3	3.4	3.6	3.5	3.3	4.4	32.6%
Retail*	2.2	2.0	2.1	2.4	2.7	2.5	2.6	2.8	2.9	3.0	3.1	3.8%
Ground Trans.	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.2	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	0.4	0.4	0.4	0.5	0.4	0.4	0.4	2.4%
Total	16.1	15.0	13.7	14.7	16.4	16.7	15.6	17.0	16.1	16.7	17.7	6.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	320	300	280	310	340	360	300	300	270	280	270	-4.6%
Arts, Ent. & Rec.	170	180	140	130	110	110	110	120	120	110	140	21.2%
Retail*	110	110	110	120	140	110	110	110	100	100	100	3.1%
Ground Trans.	0	10	10	0	10	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	10	10	20	7.1%
Total	620	610	550	580	610	600	540	550	510	500	520	3.0%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.9	0.7	0.8	1.1	1.4	0.8	0.9	1.1	1.5	1.5	1.4	-3.6%
State Tax Receipts	1.9	1.6	1.8	2.1	2.4	1.6	2.2	2.4	2.6	2.7	2.6	-1.4%
Total	2.8	2.3	2.6	3.2	3.7	2.4	3.1	3.5	4.1	4.2	4.1	-2.2%

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.

Converse County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	246	106	230	99	221	95
Private Home (VFR)	72	26	72	26	72	26
Other Overnight	186	76	189	77	190	77
Total	504	207	491	201	483	198
Party Volume (Thousands)						
Hotel, Motel, STVR	107	46	100	43	96	41
Private Home (VFR)	35	12	35	12	35	12
Other Overnight	73	31	74	31	74	31
Total	215	89	209	86	205	85

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$135	\$315	\$311	\$725	2.3	2.3
Private Home (VFR)	\$87	\$243	\$179	\$501	2.1	2.8
Other Overnight	\$154	\$378	\$394	\$937	2.6	2.5
All Overnight	\$135	\$330	\$318	\$770	2.4	2.4

Crook County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$113,638	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$39	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	6%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	12%	54%
STVR	14%	11%
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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	27.6	26.5	27.9	29.1	29.4	26.2	32.3	30.9	30.6	32.7	32.7	0.0%
Other travel*	3.9	3.4	4.0	4.8	4.6	3.3	5.4	5.6	5.3	5.3	5.2	-1.6%
Total	31.5	29.9	31.9	33.9	34.0	29.5	37.7	36.5	35.9	38.1	38.0	-0.2%
Direct Earnings (\$Millions)												
Earnings	8.6	8.2	8.7	8.7	8.9	8.7	9.2	11.2	11.9	12.6	12.8	1.5%
Direct Employment (Jobs)												
Employment	390	370	370	350	330	280	280	290	300	300	300	-0.3%
Direct Tax Revenue (\$Millions)												
Local	0.4	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.7	0.8	0.6	-22.1%
State	1.1	1.1	1.1	1.2	1.2	1.0	1.4	1.2	1.2	1.4	1.4	1.4%
Total	1.5	1.6	1.7	1.8	1.8	1.6	2.0	1.9	1.9	2.1	2.0	-7.2%

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.

Crook County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	27.6	26.5	27.9	29.1	29.4	26.2	32.3	30.9	30.6	32.7	32.7	0.0%
Other travel*	3.9	3.4	4.0	4.8	4.6	3.3	5.4	5.6	5.3	5.3	5.2	-1.6%
Total	31.5	29.9	31.9	33.9	34.0	29.5	37.7	36.5	35.9	38.1	38.0	-0.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	8.6	7.9	7.5	8.3	8.5	9.3	10.6	7.2	6.7	8.5	8.4	-1.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	8.8	4.4	3.2	3.9	3.9	-1.4%
STVR**	NA	NA	NA	NA	NA	NA	1.8	2.7	3.5	4.6	4.5	-0.9%
Campground	13.7	13.8	15.4	15.3	15.6	13.1	16.6	18.0	18.1	18.3	18.5	0.8%
Private Home (VFR)	2.9	2.5	2.6	2.8	2.8	2.3	2.9	3.1	3.1	3.2	3.2	-0.7%
Seasonal Home	1.8	1.8	1.9	2.0	2.0	1.0	1.5	2.0	2.0	2.0	2.0	-1.1%
Day Travel	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.7	-0.6%
Total	19.0	18.6	20.4	20.8	21.0	16.9	32.3	30.9	30.6	32.7	32.7	0.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.0	4.7	4.7	4.8	5.0	4.9	6.4	5.0	4.9	5.9	5.9	0.6%
Food Service	5.9	5.9	6.2	6.5	6.7	6.2	7.0	6.7	6.9	7.1	7.1	-0.4%
Food Stores	2.8	2.8	2.9	2.9	3.0	2.6	3.1	3.3	3.4	3.5	3.6	3.5%
Arts, Ent. & Rec.	4.7	4.7	4.9	5.0	5.1	4.5	5.1	4.9	5.1	5.9	5.9	0.7%
Retail Sales	4.4	4.2	4.3	4.4	4.4	4.0	4.7	4.6	4.5	4.4	4.3	-2.0%
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	4.7	4.1	4.8	5.5	5.2	3.9	6.1	6.4	5.8	5.9	5.8	-1.5%
Total	27.6	26.5	27.9	29.1	29.4	26.2	32.3	30.9	30.6	32.7	32.7	0.0%

*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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	5.3	4.9	5.3	5.2	5.1	4.8	4.9	5.8	5.8	6.3	6.1	-3.4%
Arts, Ent. & Rec.	1.6	1.6	1.8	1.8	2.0	2.0	2.2	2.7	3.1	3.0	3.2	7.8%
Retail*	1.4	1.4	1.4	1.4	1.5	1.6	1.8	2.2	2.5	2.8	3.0	5.0%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2%
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	0.3	0.2	0.2	0.3	0.4	0.4	0.5	0.5	5.3%
Total	8.6	8.2	8.7	8.7	8.9	8.7	9.2	11.2	11.9	12.6	12.8	1.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	270	240	250	220	210	160	160	160	160	170	160	-6.9%
Arts, Ent. & Rec.	50	50	50	50	50	50	50	60	60	60	70	18.2%
Retail*	70	70	60	60	60	60	60	60	60	60	60	1.6%
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	390	370	370	350	330	280	280	290	300	300	300	-0.3%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.4	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.7	0.8	0.6	-22.1%
State Tax Receipts	1.1	1.1	1.1	1.2	1.2	1.0	1.4	1.2	1.2	1.4	1.4	1.4%
Total	1.5	1.6	1.7	1.8	1.8	1.6	2.0	1.9	1.9	2.1	2.0	-7.2%

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.

Crook County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	52	21	66	27	65	26
Private Home (VFR)	53	19	55	20	55	20
Other Overnight	200	87	201	88	203	88
Total	306	128	322	134	323	134
Party Volume (Thousands)						
Hotel, Motel, STVR	20	8	24	10	24	10
Private Home (VFR)	26	9	27	10	27	10
Other Overnight	79	36	80	36	80	36
Total	125	53	131	56	131	56

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$129	\$318	\$350	\$853	2.7	2.5
Private Home (VFR)	\$58	\$162	\$119	\$333	2.1	2.8
Other Overnight	\$101	\$232	\$255	\$565	2.5	2.3
All Overnight	\$99	\$238	\$244	\$576	2.5	2.4

Fremont County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$101,771	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$52	\$30
Impact of Travel Industry		
Travel Share of Total Employment	6%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	32%	54%
STVR	10%	11%
Private home (VFR)		
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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	111.1	104.3	108.8	109.6	113.8	99.3	130.7	137.5	138.0	144.5	148.7	2.9%
Other travel*	22.3	19.5	22.9	26.7	26.0	18.2	30.1	33.4	32.2	32.0	32.7	1.9%
Total	133.5	123.8	131.7	136.4	139.8	117.5	160.8	171.0	170.2	176.5	181.3	2.7%
Direct Earnings (\$Millions)												
Earnings	44.6	43.2	43.3	44.5	48.0	49.5	53.9	62.1	69.3	73.9	77.4	4.7%
Direct Employment (Jobs)												
Employment	1,520	1,480	1,420	1,410	1,450	1,410	1,430	1,500	1,540	1,560	1,540	-1.7%
Direct Tax Revenue (\$Millions)												
Local	2.3	2.1	2.2	2.2	2.3	2.0	2.7	3.2	3.3	3.4	3.1	-9.2%
State	4.6	4.4	4.6	4.7	4.8	4.0	5.7	5.7	5.7	6.1	6.2	2.9%
Total	6.9	6.5	6.8	6.8	7.1	6.0	8.5	9.0	9.0	9.5	9.3	-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.

Fremont County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	111.1	104.3	108.8	109.6	113.8	99.3	130.7	137.5	138.0	144.5	148.7	2.9%
Other travel*	22.3	19.5	22.9	26.7	26.0	18.2	30.1	33.4	32.2	32.0	32.7	1.9%
Total	133.5	123.8	131.7	136.4	139.8	117.5	160.8	171.0	170.2	176.5	181.3	2.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	46.3	41.8	41.7	41.5	43.9	39.1	54.7	55.6	55.4	59.5	61.1	2.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	48.3	45.3	42.3	46.3	47.2	1.8%
STVR**	NA	NA	NA	NA	NA	NA	6.4	10.3	13.1	13.2	14.0	5.7%
Campground	29.8	30.2	33.8	33.5	34.5	29.2	37.2	40.2	40.3	42.0	43.5	3.6%
Private Home (VFR)	26.1	23.7	24.4	25.4	26.1	22.3	26.3	28.5	29.0	29.3	30.0	2.7%
Seasonal Home	6.4	6.3	6.5	6.8	6.8	6.1	9.4	9.9	10.0	10.3	10.5	1.6%
Day Travel	2.5	2.4	2.4	2.5	2.6	2.5	3.1	3.3	3.3	3.4	3.5	3.0%
Total	64.8	62.5	67.1	68.2	69.9	60.2	130.7	137.5	138.0	144.5	148.7	2.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	21.9	19.7	20.6	20.3	21.0	17.8	27.9	28.6	28.2	30.2	30.9	2.3%
Food Service	27.2	26.4	27.3	27.5	29.5	26.3	31.3	32.8	34.6	36.5	38.0	4.1%
Food Stores	9.0	8.6	8.7	8.5	9.0	8.3	10.0	11.0	11.3	11.6	12.0	3.5%
Arts, Ent. & Rec.	20.1	19.6	20.2	19.9	20.7	18.6	22.0	22.5	23.3	26.6	27.3	2.6%
Retail Sales	16.8	15.8	16.0	15.7	16.3	14.8	17.7	18.8	18.7	16.9	17.7	4.7%
Visitor Air	1.1	1.1	1.2	1.2	1.3	0.8	1.7	2.0	1.9	2.8	3.2	11.9%
Local Tran. & Gas	15.1	13.0	14.7	16.5	16.1	12.8	20.1	22.0	20.1	19.8	19.6	-1.2%
Total	111.1	104.3	108.8	109.6	113.8	99.3	130.7	137.5	138.0	144.5	148.7	2.9%

*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.

Fremont County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	20.8	20.1	20.8	21.8	21.7	20.7	21.8	23.3	24.8	25.5	26.0	2.3%
Arts, Ent. & Rec.	17.4	16.9	16.3	16.5	18.7	20.8	22.9	28.2	32.8	35.8	38.7	8.2%
Retail*	4.5	4.4	4.3	4.3	4.9	5.6	6.0	7.0	7.3	7.8	7.7	-0.4%
Ground Trans.	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.6	0.5	-12.8%
Visitor Air	0.2	0.2	0.2	0.2	0.2	0.2	0.4	0.4	0.3	0.4	0.5	27.5%
Other travel**	1.3	1.3	1.3	1.4	2.2	2.0	2.5	2.9	3.5	3.9	3.8	-2.2%
Total	44.6	43.2	43.3	44.5	48.0	49.5	53.9	62.1	69.3	73.9	77.4	4.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	920	890	870	880	880	800	770	780	780	760	760	-0.9%
Arts, Ent. & Rec.	370	350	320	300	310	320	360	420	450	470	470	-0.2%
Retail*	190	190	170	170	190	220	230	230	230	230	230	-2.6%
Ground Trans.	10	10	10	10	10	10	10	10	10	10	10	-25.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	0.0%
Other travel**	40	40	40	40	60	60	60	70	80	90	80	-11.8%
Total	1,520	1,480	1,420	1,410	1,450	1,410	1,430	1,500	1,540	1,560	1,540	-1.7%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	2.3	2.1	2.2	2.2	2.3	2.0	2.7	3.2	3.3	3.4	3.1	-9.2%
State Tax Receipts	4.6	4.4	4.6	4.7	4.8	4.0	5.7	5.7	5.7	6.1	6.2	2.9%
Total	6.9	6.5	6.8	6.8	7.1	6.0	8.5	9.0	9.0	9.5	9.3	-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.

Fremont County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	331	142	341	146	342	146
Private Home (VFR)	381	136	381	136	383	137
Other Overnight	451	231	458	234	461	235
Total	1,163	508	1,180	516	1,186	518
Party Volume (Thousands)						
Hotel, Motel, STVR	118	50	121	52	121	52
Private Home (VFR)	185	66	185	66	186	66
Other Overnight	186	99	188	100	190	100
Total	488	215	495	218	497	219

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$179	\$419	\$504	\$1,179	2.8	2.3
Private Home (VFR)	\$78	\$220	\$162	\$453	2.1	2.8
Other Overnight	\$117	\$229	\$284	\$538	2.4	2.0
All Overnight	\$119	\$272	\$284	\$645	2.4	2.3

Goshen County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$96,213	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$26	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	4%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	16%	54%
STVR	3%	11%
Private home (VFR)	31%	11%
Seasonal Home (2nd Home)	3%	4%
Campground	48%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	21.7	21.1	20.4	23.9	25.4	17.6	22.5	23.8	25.7	25.6	24.4	-4.4%
Other travel*	7.1	6.1	7.3	8.7	8.4	5.9	9.5	9.6	9.0	8.8	8.6	-1.7%
Total	28.8	27.3	27.8	32.6	33.8	23.5	31.9	33.4	34.7	34.3	33.0	-3.7%
Direct Earnings (\$Millions)												
Earnings	5.2	5.4	5.0	6.0	6.2	5.4	6.0	6.7	6.5	6.3	6.4	0.8%
Direct Employment (Jobs)												
Employment	300	310	280	320	320	270	300	290	280	270	260	-0.8%
Direct Tax Revenue (\$Millions)												
Local	0.4	0.4	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.5	0.4	-18.4%
State	1.2	1.1	1.2	1.3	1.3	1.0	1.3	1.2	1.2	1.3	1.3	-1.7%
Total	1.6	1.5	1.5	1.7	1.8	1.3	1.7	1.6	1.7	1.8	1.7	-6.2%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	21.7	21.1	20.4	23.9	25.4	17.6	22.5	23.8	25.7	25.6	24.4	-4.4%
Other travel*	7.1	6.1	7.3	8.7	8.4	5.9	9.5	9.6	9.0	8.8	8.6	-1.7%
Total	28.8	27.3	27.8	32.6	33.8	23.5	31.9	33.4	34.7	34.3	33.0	-3.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	5.7	5.2	3.6	5.3	6.8	2.9	3.8	4.3	5.2	5.4	4.5	-17.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	3.5	3.8	4.5	4.6	3.7	-19.7%
STVR**	NA	NA	NA	NA	NA	NA	0.3	0.5	0.7	0.8	0.7	-2.1%
Campground	7.7	7.8	8.8	8.8	9.0	7.6	9.6	10.4	11.1	11.0	11.0	-0.1%
Private Home (VFR)	6.4	6.3	6.2	7.8	7.5	5.8	7.2	7.4	7.5	7.3	7.2	-1.8%
Seasonal Home	0.8	0.8	0.8	0.9	0.9	0.5	0.7	0.6	0.6	0.6	0.6	-1.5%
Day Travel	1.0	1.0	1.0	1.2	1.2	0.9	1.1	1.2	1.3	1.2	1.2	-3.6%
Total	16.0	16.0	16.8	18.6	18.6	14.8	22.5	23.8	25.7	25.6	24.4	-4.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.2	2.9	2.4	3.0	3.6	1.8	2.5	2.8	3.3	3.5	3.0	-13.8%
Food Service	5.4	5.5	5.3	6.3	6.8	4.8	5.7	6.0	6.7	6.7	6.4	-4.6%
Food Stores	2.1	2.1	2.0	2.2	2.3	1.8	2.2	2.4	2.6	2.7	2.7	2.5%
Arts, Ent. & Rec.	3.7	3.7	3.7	4.0	4.2	3.2	3.8	3.9	4.3	4.1	4.0	-2.1%
Retail Sales	3.4	3.4	3.2	3.6	3.8	2.9	3.5	3.7	3.8	3.6	3.4	-5.3%
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	3.9	3.6	3.8	4.8	4.7	3.1	4.8	5.2	5.0	4.9	4.8	-2.3%
Total	21.7	21.1	20.4	23.9	25.4	17.6	22.5	23.8	25.7	25.6	24.4	-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.

Goshen County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	2.7	2.9	2.7	3.5	3.5	2.9	3.5	4.2	4.0	4.1	4.0	-0.7%
Arts, Ent. & Rec.	1.1	1.1	1.0	1.1	1.2	1.0	1.1	1.0	0.9	0.8	0.8	-1.1%
Retail*	0.8	0.9	0.8	0.9	1.0	0.9	0.9	1.0	1.0	0.9	1.0	9.9%
Ground Trans.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	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**	0.4	0.4	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4	0.4	-1.6%
Total	5.2	5.4	5.0	6.0	6.2	5.4	6.0	6.7	6.5	6.3	6.4	0.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	180	190	180	210	210	170	190	220	210	200	200	0.0%
Arts, Ent. & Rec.	50	50	40	50	50	40	40	30	30	30	30	-3.6%
Retail*	50	50	40	50	50	50	50	30	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	10	10	10	10	10	10	10	-9.1%
Total	300	310	280	320	320	270	300	290	280	270	260	-0.8%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.4	0.4	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.5	0.4	-18.4%
State Tax Receipts	1.2	1.1	1.2	1.3	1.3	1.0	1.3	1.2	1.2	1.3	1.3	-1.7%
Total	1.6	1.5	1.5	1.7	1.8	1.3	1.7	1.6	1.7	1.8	1.7	-6.2%

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

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	39	17	40	17	35	15
Private Home (VFR)	109	39	109	39	110	39
Other Overnight	93	36	95	37	96	37
Total	241	92	245	93	241	91
Party Volume (Thousands)						
Hotel, Motel, STVR	17	7	17	7	15	6
Private Home (VFR)	53	19	53	19	53	19
Other Overnight	36	14	37	15	37	15
Total	106	40	107	41	105	40

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$127	\$300	\$305	\$718	2.4	2.4
Private Home (VFR)	\$65	\$183	\$134	\$376	2.1	2.8
Other Overnight	\$121	\$311	\$312	\$782	2.6	2.6
All Overnight	\$96	\$254	\$221	\$580	2.3	2.6

Hot Springs County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$114,372	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$33	\$30
Impact of Travel Industry		
Travel Share of Total Employment	8%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	29%	54%
STVR	16%	11%
Private home (VFR)		
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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	21.5	21.3	22.1	21.5	24.2	18.1	26.0	26.5	27.5	27.1	27.2	0.4%
Other travel*	2.5	2.1	2.5	2.9	2.8	1.9	3.1	3.5	3.3	3.2	3.1	-1.6%
Total	23.9	23.5	24.7	24.5	27.1	20.1	29.1	30.0	30.8	30.3	30.3	0.2%
Direct Earnings (\$Millions)												
Earnings	7.1	7.3	7.1	6.7	7.1	6.9	8.1	8.9	8.9	8.7	9.0	2.6%
Direct Employment (Jobs)												
Employment	300	300	290	250	250	240	270	280	270	260	250	-3.1%
Direct Tax Revenue (\$Millions)												
Local	0.5	0.5	0.6	0.6	0.7	0.5	0.8	0.8	0.8	0.8	0.7	-14.9%
State	0.8	0.8	0.8	0.8	0.9	0.7	1.0	1.0	1.1	1.1	1.1	1.7%
Total	1.3	1.3	1.4	1.4	1.6	1.2	1.8	1.8	1.8	1.9	1.8	-5.2%

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.

Hot Springs County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	21.5	21.3	22.1	21.5	24.2	18.1	26.0	26.5	27.5	27.1	27.2	0.4%
Other travel*	2.5	2.1	2.5	2.9	2.8	1.9	3.1	3.5	3.3	3.2	3.1	-1.6%
Total	23.9	23.5	24.7	24.5	27.1	20.1	29.1	30.0	30.8	30.3	30.3	0.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	9.5	9.5	9.2	8.7	10.7	7.7	12.2	11.3	11.5	11.5	11.6	0.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	10.8	8.8	8.1	7.7	7.5	-3.3%
STVR**	NA	NA	NA	NA	NA	NA	1.4	2.6	3.4	3.8	4.1	7.7%
Campground	7.5	7.6	8.6	8.6	8.9	7.5	9.5	10.3	11.0	10.8	10.9	0.8%
Private Home (VFR)	2.1	2.0	2.0	2.0	2.2	1.4	2.0	2.3	2.3	2.2	2.2	-0.5%
Seasonal Home	0.7	0.7	0.8	0.8	0.8	0.5	0.8	1.1	1.1	1.1	1.1	-1.2%
Day Travel	1.6	1.6	1.6	1.5	1.7	1.0	1.4	1.4	1.5	1.4	1.4	1.1%
Total	11.9	11.9	12.9	12.9	13.6	10.4	26.0	26.5	27.5	27.1	27.2	0.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	4.9	4.8	5.0	4.6	5.4	3.8	6.4	6.7	6.8	7.2	7.1	-1.0%
Food Service	5.2	5.4	5.5	5.3	6.2	4.9	6.4	6.2	6.8	6.7	6.7	0.3%
Food Stores	1.9	1.9	1.9	1.8	2.0	1.6	2.1	2.2	2.4	2.5	2.6	4.7%
Arts, Ent. & Rec.	3.3	3.4	3.5	3.4	3.7	2.9	3.7	3.6	3.9	3.6	3.5	-1.8%
Retail Sales	3.1	3.1	3.1	2.9	3.3	2.5	3.3	3.3	3.4	3.1	3.2	3.8%
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	3.1	2.8	3.2	3.5	3.6	2.4	4.1	4.4	4.2	4.1	4.1	-0.1%
Total	21.5	21.3	22.1	21.5	24.2	18.1	26.0	26.5	27.5	27.1	27.2	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.

Hot Springs County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	3.5	3.7	3.3	2.9	3.0	2.9	3.4	3.8	3.5	3.3	3.2	-1.9%
Arts, Ent. & Rec.	2.7	2.6	2.8	2.8	3.1	3.0	3.6	3.8	4.2	4.0	4.2	5.4%
Retail*	0.8	0.8	0.8	0.7	0.8	0.8	0.9	1.0	1.0	1.1	1.2	8.5%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	4.8%
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	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	-11.4%
Total	7.1	7.3	7.1	6.7	7.1	6.9	8.1	8.9	8.9	8.7	9.0	2.6%
Direct Employment (Jobs)												
Accom. & Food Serv.	180	190	170	140	140	140	150	160	150	140	140	-4.9%
Arts, Ent. & Rec.	70	60	70	60	60	60	70	80	80	70	70	-1.4%
Retail*	40	40	40	40	40	40	40	30	30	30	30	3.2%
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	20	10	10	10	-8.3%
Total	300	300	290	250	250	240	270	280	270	260	250	-3.1%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.5	0.5	0.6	0.6	0.7	0.5	0.8	0.8	0.8	0.8	0.7	-14.9%
State Tax Receipts	0.8	0.8	0.8	0.8	0.9	0.7	1.0	1.0	1.1	1.1	1.1	1.7%
Total	1.3	1.3	1.4	1.4	1.6	1.2	1.8	1.8	1.8	1.9	1.8	-5.2%

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.

Hot Springs County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	76	32	77	32	80	33
Private Home (VFR)	35	12	35	13	35	13
Other Overnight	108	47	110	47	112	48
Total	220	91	222	92	227	94
Party Volume (Thousands)						
Hotel, Motel, STVR	30	13	30	12	31	13
Private Home (VFR)	17	6	17	6	17	6
Other Overnight	43	19	44	19	44	20
Total	90	38	91	38	92	39

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$145	\$351	\$374	\$898	2.6	2.4
Private Home (VFR)	\$63	\$177	\$130	\$364	2.1	2.8
Other Overnight	\$107	\$250	\$270	\$610	2.5	2.3
All Overnight	\$113	\$275	\$279	\$667	2.5	2.4

Johnson County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$105,262	\$146,259
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	9%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	42%	54%
STVR	5%	11%
Private home (VFR)	6%	11%
Seasonal Home (2nd Home)	4%	4%
Campground	43%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	44.8	43.2	47.7	49.8	51.2	41.6	57.2	59.9	58.2	59.1	61.5	3.9%
Other travel*	4.6	4.0	4.7	5.5	5.3	3.8	6.1	6.7	6.3	6.1	6.0	-1.8%
Total	49.3	47.2	52.4	55.3	56.5	45.4	63.3	66.6	64.5	65.3	67.5	3.4%
Direct Earnings (\$Millions)												
Earnings	14.0	14.5	14.3	15.2	15.0	13.0	15.4	18.7	19.5	19.5	20.7	6.1%
Direct Employment (Jobs)												
Employment	630	630	620	630	630	530	600	640	680	620	600	-4.2%
Direct Tax Revenue (\$Millions)												
Local	0.8	0.8	0.9	0.9	1.2	1.0	1.4	1.1	1.0	1.2	1.1	-4.7%
State	1.6	1.5	1.7	1.7	1.8	1.4	2.2	2.3	2.2	2.3	2.4	5.1%
Total	2.4	2.3	2.5	2.6	3.0	2.4	3.7	3.3	3.2	3.4	3.5	1.7%

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.

Johnson County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	44.8	43.2	47.7	49.8	51.2	41.6	57.2	59.9	58.2	59.1	61.5	3.9%
Other travel*	4.6	4.0	4.7	5.5	5.3	3.8	6.1	6.7	6.3	6.1	6.0	-1.8%
Total	49.3	47.2	52.4	55.3	56.5	45.4	63.3	66.6	64.5	65.3	67.5	3.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	21.7	20.0	22.0	24.0	24.7	19.2	28.7	29.2	25.8	26.4	28.1	6.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	26.5	26.9	22.2	22.8	24.9	9.2%
STVR**	NA	NA	NA	NA	NA	NA	2.2	2.3	3.6	3.7	3.2	-11.2%
Campground	17.2	17.5	19.6	19.5	20.2	17.1	21.4	23.1	24.8	25.2	25.8	2.5%
Private Home (VFR)	3.0	3.0	3.1	3.3	3.2	2.6	3.3	3.7	3.7	3.6	3.7	0.7%
Seasonal Home	1.7	1.6	1.7	1.8	1.8	1.5	2.3	2.2	2.3	2.3	2.3	0.0%
Day Travel	1.2	1.1	1.3	1.3	1.4	1.2	1.6	1.7	1.6	1.6	1.6	0.4%
Total	23.1	23.2	25.7	25.8	26.5	22.4	57.2	59.9	58.2	59.1	61.5	3.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	11.2	10.4	11.1	11.4	11.7	8.6	14.3	14.4	13.6	14.3	16.2	13.6%
Food Service	10.5	10.6	11.9	12.4	13.2	11.4	14.2	14.9	15.0	14.7	14.7	0.3%
Food Stores	4.0	3.9	4.2	4.2	4.4	3.9	4.8	5.2	5.4	5.5	5.7	3.4%
Arts, Ent. & Rec.	7.2	7.2	7.9	8.0	8.3	7.0	8.5	8.7	8.9	10.1	10.4	2.3%
Retail Sales	6.1	6.0	6.4	6.5	6.7	5.7	7.1	7.5	7.3	6.6	6.7	1.1%
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	5.8	5.1	6.1	7.2	6.9	5.1	8.4	9.2	8.1	8.0	7.8	-1.8%
Total	44.8	43.2	47.7	49.8	51.2	41.6	57.2	59.9	58.2	59.1	61.5	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.

Johnson County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	7.2	7.4	7.3	7.8	8.0	6.4	7.9	8.9	8.8	8.3	7.8	-5.8%
Arts, Ent. & Rec.	4.8	5.1	4.9	5.3	4.7	4.2	5.1	6.9	7.7	8.1	9.5	18.5%
Retail*	1.7	1.8	1.8	1.8	1.9	2.0	2.1	2.5	2.7	2.8	2.9	4.9%
Ground Trans.	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	3.4%
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
Other travel**	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.4	15.4%
Total	14.0	14.5	14.3	15.2	15.0	13.0	15.4	18.7	19.5	19.5	20.7	6.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	380	380	370	390	390	310	360	370	380	330	290	-12.4%
Arts, Ent. & Rec.	120	130	120	120	110	110	120	150	180	170	190	6.9%
Retail*	110	110	110	110	110	110	110	110	110	110	110	1.9%
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	10	10	10	10	10	10	10	10	10	10	9.1%
Total	630	630	620	630	630	530	600	640	680	620	600	-4.2%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.8	0.8	0.9	0.9	1.2	1.0	1.4	1.1	1.0	1.2	1.1	-4.7%
State Tax Receipts	1.6	1.5	1.7	1.7	1.8	1.4	2.2	2.3	2.2	2.3	2.4	5.1%
Total	2.4	2.3	2.5	2.6	3.0	2.4	3.7	3.3	3.2	3.4	3.5	1.7%

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.

Johnson County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	199	85	203	86	198	84
Private Home (VFR)	49	17	49	17	49	17
Other Overnight	210	89	214	90	217	91
Total	458	191	465	193	464	193
Party Volume (Thousands)						
Hotel, Motel, STVR	84	36	85	36	84	36
Private Home (VFR)	24	8	24	8	24	8
Other Overnight	83	36	84	37	85	37
Total	191	80	193	81	193	81

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$142	\$334	\$336	\$789	2.4	2.4
Private Home (VFR)	\$75	\$210	\$154	\$433	2.1	2.8
Other Overnight	\$130	\$309	\$329	\$759	2.5	2.4
All Overnight	\$129	\$311	\$310	\$738	2.4	2.4

Laramie County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$115,268	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$29	\$30
Impact of Travel Industry		
Travel Share of Total Employment	4%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	49%	54%
STVR	9%	11%
Private home (VFR)	23%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	267.9	270.0	291.7	309.2	317.5	246.2	349.6	372.1	388.4	388.3	410.2	5.6%
Other travel*	52.1	45.3	54.7	64.9	62.7	44.4	71.3	80.1	74.5	75.6	74.9	-0.9%
Total	320.1	315.3	346.4	374.1	380.2	290.5	421.0	452.2	462.9	463.9	485.1	4.6%
Direct Earnings (\$Millions)												
Earnings	62.8	65.2	65.4	69.9	75.3	71.1	90.0	104.8	109.9	115.0	118.2	2.8%
Direct Employment (Jobs)												
Employment	2,890	2,890	2,940	3,020	3,090	2,850	3,290	3,520	3,610	3,670	3,720	1.5%
Direct Tax Revenue (\$Millions)												
Local	6.8	7.0	7.4	8.3	8.7	6.4	9.5	9.9	10.6	10.6	11.4	7.7%
State	11.7	11.6	12.5	13.1	13.4	10.4	15.5	15.6	16.2	16.7	17.6	5.6%
Total	18.5	18.6	20.0	21.4	22.1	16.8	25.0	25.5	26.8	27.2	29.0	6.4%

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.

Laramie County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	267.9	270.0	291.7	309.2	317.5	246.2	349.6	372.1	388.4	388.3	410.2	5.6%
Other travel*	52.1	45.3	54.7	64.9	62.7	44.4	71.3	80.1	74.5	75.6	74.9	-0.9%
Total	320.1	315.3	346.4	374.1	380.2	290.5	421.0	452.2	462.9	463.9	485.1	4.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	108.2	108.6	117.3	127.8	133.8	99.7	146.3	153.6	164.8	163.8	179.2	9.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	137.3	139.8	146.1	139.8	150.4	7.6%
STVR**	NA	NA	NA	NA	NA	NA	8.9	13.8	18.7	24.0	28.8	19.9%
Campground	37.1	37.5	42.3	42.1	43.5	37.6	49.9	54.2	55.1	56.3	57.4	2.0%
Private Home (VFR)	53.6	54.2	57.5	60.4	60.0	42.1	61.9	68.1	68.6	68.7	69.5	1.1%
Seasonal Home	1.5	1.5	1.5	1.6	1.6	1.8	2.6	2.1	2.0	2.2	2.3	1.6%
Day Travel	67.5	68.3	73.2	77.2	78.6	64.9	89.0	94.0	97.9	97.3	101.9	4.7%
Total	159.7	161.4	174.4	181.3	183.7	146.4	349.6	372.1	388.4	388.3	410.2	5.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	47.2	47.6	50.8	53.9	57.6	38.7	65.5	69.3	74.7	73.8	80.9	9.5%
Food Service	66.8	70.0	75.9	80.2	84.2	68.0	88.9	93.2	102.1	105.4	113.9	8.0%
Food Stores	19.0	19.1	20.0	20.5	21.1	17.9	23.4	25.5	27.2	27.5	29.3	6.6%
Arts, Ent. & Rec.	36.3	37.4	39.8	41.0	42.0	34.7	44.2	45.0	48.4	49.3	49.7	0.7%
Retail Sales	52.5	53.1	55.6	56.6	57.6	47.1	62.9	66.7	68.4	64.3	66.9	4.0%
Visitor Air	1.4	1.5	1.6	1.7	1.7	1.1	0.4	2.1	1.1	2.9	3.3	11.4%
Local Tran. & Gas	44.7	41.4	47.9	55.3	53.2	38.6	64.4	70.3	66.5	64.9	66.3	2.0%
Total	267.9	270.0	291.7	309.2	317.5	246.2	349.6	372.1	388.4	388.3	410.2	5.6%

*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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	34.3	34.9	34.4	36.3	39.9	37.3	47.1	55.1	55.3	56.1	57.8	3.0%
Arts, Ent. & Rec.	12.6	13.8	14.3	16.4	17.5	16.0	19.1	22.7	25.2	29.4	29.1	-1.0%
Retail*	11.3	11.8	11.9	12.2	12.6	13.1	14.3	16.8	18.0	18.1	18.3	1.0%
Ground Trans.	1.5	1.5	1.5	1.5	1.5	1.2	1.6	1.9	2.0	2.1	2.1	3.1%
Visitor Air	0.3	0.3	0.3	0.3	0.3	0.2	1.9	1.8	1.5	1.6	2.2	34.2%
Other travel**	3.0	2.9	3.0	3.2	3.5	3.3	5.9	6.5	7.9	7.6	8.7	14.2%
Total	62.8	65.2	65.4	69.9	75.3	71.1	90.0	104.8	109.9	115.0	118.2	2.8%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,510	1,460	1,470	1,470	1,520	1,360	1,640	1,800	1,840	1,820	1,820	-0.2%
Arts, Ent. & Rec.	750	780	830	910	920	820	930	1,000	1,030	1,100	1,140	4.2%
Retail*	470	480	470	480	480	510	520	540	540	540	550	1.3%
Ground Trans.	50	50	50	50	50	40	40	40	40	40	40	-2.4%
Visitor Air	10	10	10	10	10	0	20	10	10	10	10	9.1%
Other travel**	120	110	110	120	120	120	140	130	160	160	160	3.9%
Total	2,890	2,890	2,940	3,020	3,090	2,850	3,290	3,520	3,610	3,670	3,720	1.5%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	6.8	7.0	7.4	8.3	8.7	6.4	9.5	9.9	10.6	10.6	11.4	7.7%
State Tax Receipts	11.7	11.6	12.5	13.1	13.4	10.4	15.5	15.6	16.2	16.7	17.6	5.6%
Total	18.5	18.6	20.0	21.4	22.1	16.8	25.0	25.5	26.8	27.2	29.0	6.4%

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.

Laramie County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	1,121	584	1,120	576	1,218	623
Private Home (VFR)	1,033	368	1,039	370	1,044	372
Other Overnight	487	181	500	185	507	188
Total	2,641	1,133	2,660	1,132	2,769	1,182
Party Volume (Thousands)						
Hotel, Motel, STVR	526	278	516	270	557	290
Private Home (VFR)	502	179	504	180	507	181
Other Overnight	187	71	192	73	195	73
Total	1,214	528	1,213	523	1,259	544

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$147	\$288	\$322	\$617	2.2	2.0
Private Home (VFR)	\$67	\$187	\$137	\$385	2.1	2.8
Other Overnight	\$118	\$318	\$306	\$813	2.6	2.7
All Overnight	\$111	\$261	\$245	\$566	2.2	2.3

Lincoln County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$138,531	\$146,259
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	5%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	33%	54%
STVR	19%	11%
Private home (VFR)	19%	11%
Seasonal Home (2nd Home)	13%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	49.1	49.9	54.4	60.2	55.9	50.3	73.4	74.7	82.2	85.4	88.7	3.8%
Other travel*	9.8	8.5	10.4	12.5	12.0	8.6	14.1	15.6	14.7	14.4	14.1	-1.6%
Total	58.9	58.4	64.9	72.6	67.9	59.0	87.5	90.3	96.9	99.8	102.8	3.1%
Direct Earnings (\$Millions)												
Earnings	15.4	16.0	17.1	16.8	18.0	17.8	19.8	22.2	26.0	31.3	29.8	-5.0%
Direct Employment (Jobs)												
Employment	570	570	590	570	580	560	570	580	640	740	710	-3.1%
Direct Tax Revenue (\$Millions)												
Local	0.7	0.8	0.9	1.0	0.9	0.9	1.3	1.3	1.8	2.0	2.1	7.2%
State	2.2	2.2	2.4	2.6	2.5	2.1	3.3	3.2	3.5	3.8	4.0	4.6%
Total	3.0	3.0	3.3	3.5	3.4	3.0	4.5	4.6	5.3	5.8	6.1	5.5%

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.

Lincoln County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	49.1	49.9	54.4	60.2	55.9	50.3	73.4	74.7	82.2	85.4	88.7	3.8%
Other travel*	9.8	8.5	10.4	12.5	12.0	8.6	14.1	15.6	14.7	14.4	14.1	-1.6%
Total	58.9	58.4	64.9	72.6	67.9	59.0	87.5	90.3	96.9	99.8	102.8	3.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	11.2	12.5	14.6	18.0	15.1	17.2	28.8	29.5	35.4	39.1	41.8	6.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	18.8	18.8	22.5	24.6	26.5	7.8%
STVR**	NA	NA	NA	NA	NA	NA	10.0	10.7	12.9	14.5	15.2	5.3%
Campground	8.2	8.3	9.4	9.3	9.7	8.2	10.4	11.2	12.0	11.9	12.2	2.6%
Private Home (VFR)	12.6	12.1	12.7	13.7	12.6	10.9	13.7	15.4	15.7	15.5	15.6	0.8%
Seasonal Home	8.9	8.7	9.0	9.6	9.6	8.2	12.6	10.8	10.9	10.7	10.8	0.3%
Day Travel	8.2	8.3	8.7	9.4	9.0	5.8	7.9	7.7	8.3	8.3	8.4	1.4%
Total	37.9	37.3	39.8	42.1	40.8	33.1	73.4	74.7	82.2	85.4	88.7	3.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.4	5.9	7.2	8.5	7.3	7.8	14.8	16.3	19.3	22.4	24.7	10.6%
Food Service	13.0	13.7	14.7	16.1	15.5	13.8	18.1	17.9	20.5	21.2	21.7	2.3%
Food Stores	4.9	4.9	5.1	5.3	5.2	4.6	6.1	6.1	6.7	7.0	7.2	3.5%
Arts, Ent. & Rec.	8.2	8.4	8.9	9.4	9.0	8.1	10.4	9.9	11.1	10.5	10.8	2.7%
Retail Sales	8.4	8.5	8.8	9.3	8.7	7.7	10.0	10.2	10.8	10.5	10.6	0.4%
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	9.2	8.4	9.7	11.5	10.3	8.3	14.1	14.2	13.8	13.8	13.6	-1.0%
Total	49.1	49.9	54.4	60.2	55.9	50.3	73.4	74.7	82.2	85.4	88.7	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	7.1	7.9	8.9	9.6	10.1	9.5	10.5	12.2	13.6	14.0	14.1	1.1%
Arts, Ent. & Rec.	5.2	5.0	5.1	3.9	4.4	4.6	5.3	5.3	6.9	11.5	9.8	-14.7%
Retail*	1.9	2.0	2.0	2.1	2.1	2.4	2.6	3.1	3.4	3.6	3.6	-0.4%
Ground Trans.	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2	0.2	3.6%
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	1.0	1.0	1.2	1.2	1.2	1.4	1.8	2.0	2.0	-0.7%
Total	15.4	16.0	17.1	16.8	18.0	17.8	19.8	22.2	26.0	31.3	29.8	-5.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	280	300	320	330	340	300	300	310	330	330	320	-2.7%
Arts, Ent. & Rec.	130	110	110	80	90	90	100	110	130	220	200	-10.9%
Retail*	100	100	100	110	100	110	120	110	110	120	120	2.5%
Ground Trans.	10	10	10	10	0	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	60	70	70	10.4%
Total	570	570	590	570	580	560	570	580	640	740	710	-3.1%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.7	0.8	0.9	1.0	0.9	0.9	1.3	1.3	1.8	2.0	2.1	7.2%
State Tax Receipts	2.2	2.2	2.4	2.6	2.5	2.1	3.3	3.2	3.5	3.8	4.0	4.6%
Total	3.0	3.0	3.3	3.5	3.4	3.0	4.5	4.6	5.3	5.8	6.1	5.5%

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.

Lincoln County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	222	92	238	99	241	100
Private Home (VFR)	217	77	220	78	221	79
Other Overnight	317	199	321	202	322	202
Total	756	369	778	379	784	381
Party Volume (Thousands)						
Hotel, Motel, STVR	88	37	93	39	94	39
Private Home (VFR)	105	38	107	38	107	38
Other Overnight	138	89	139	90	140	90
Total	331	163	339	166	341	167

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$173	\$418	\$442	\$1,059	2.6	2.4
Private Home (VFR)	\$71	\$198	\$146	\$409	2.1	2.8
Other Overnight	\$71	\$113	\$164	\$256	2.3	1.6
All Overnight	\$102	\$211	\$235	\$480	2.3	2.1

Natrona County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$105,562	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$40	\$30
Impact of Travel Industry		
Travel Share of Total Employment	5%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	60%	54%
STVR	2%	11%
Private home (VFR)	23%	11%
Seasonal Home (2nd Home)	4%	4%
Campground	11%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	238.2	226.4	242.3	236.2	274.1	189.0	245.4	283.1	300.0	305.4	302.2	-1.0%
Other travel*	49.9	44.4	50.7	58.6	57.2	40.1	64.9	75.5	73.9	74.3	74.7	0.5%
Total	288.1	270.8	293.0	294.9	331.3	229.2	310.3	358.6	373.9	379.7	376.9	-0.7%
Direct Earnings (\$Millions)												
Earnings	74.6	72.9	75.0	75.6	82.6	74.3	86.3	100.6	107.0	118.0	120.4	2.1%
Direct Employment (Jobs)												
Employment	2,630	2,610	2,690	2,560	2,670	2,400	2,640	2,820	2,860	2,970	3,000	1.0%
Direct Tax Revenue (\$Millions)												
Local	5.3	4.9	5.2	4.9	6.0	3.9	5.2	6.1	6.6	7.0	6.8	-3.4%
State	9.5	9.0	9.5	9.5	10.5	7.6	10.7	11.3	11.9	12.6	12.5	-1.0%
Total	14.7	14.0	14.8	14.5	16.4	11.5	15.9	17.4	18.5	19.6	19.2	-1.8%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	238.2	226.4	242.3	236.2	274.1	189.0	245.4	283.1	300.0	305.4	302.2	-1.0%
Other travel*	49.9	44.4	50.7	58.6	57.2	40.1	64.9	75.5	73.9	74.3	74.7	0.5%
Total	288.1	270.8	293.0	294.9	331.3	229.2	310.3	358.6	373.9	379.7	376.9	-0.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	130.1	119.7	129.4	123.8	153.1	96.0	128.3	155.4	167.6	174.5	168.4	-3.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	127.1	152.8	164.3	170.1	163.4	-3.9%
STVR**	NA	NA	NA	NA	NA	NA	1.2	2.6	3.3	4.4	4.9	12.4%
Campground	19.7	20.1	22.6	22.3	23.3	19.8	24.8	26.7	28.7	28.6	29.9	4.5%
Private Home (VFR)	52.8	52.2	54.0	53.8	57.9	46.3	56.8	62.2	63.6	62.8	64.1	2.1%
Seasonal Home	10.1	10.0	10.3	10.7	10.7	6.9	10.5	11.1	11.3	11.4	11.4	-0.2%
Day Travel	25.5	24.5	26.0	25.5	29.1	20.1	24.8	27.6	28.8	28.1	28.6	1.7%
Total	108.1	106.7	112.9	112.4	121.0	93.1	245.4	283.1	300.0	305.4	302.2	-1.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	50.2	45.7	48.2	44.2	55.6	32.1	47.3	56.5	63.3	70.1	65.4	-6.7%
Food Service	63.5	62.5	67.8	66.8	79.0	55.0	66.1	74.1	80.7	83.9	85.8	2.2%
Food Stores	17.0	16.1	16.9	16.3	18.5	14.1	17.1	19.6	20.9	21.2	21.6	1.8%
Arts, Ent. & Rec.	35.0	34.0	36.1	34.9	39.9	29.4	34.7	37.5	40.3	37.6	38.7	3.0%
Retail Sales	40.5	38.9	40.5	38.9	43.8	33.5	40.6	45.0	46.1	42.2	43.0	2.1%
Visitor Air	4.5	4.7	5.0	5.2	5.4	3.4	7.3	13.6	13.9	16.0	14.0	-12.6%
Local Tran. & Gas	27.4	24.4	27.8	29.9	31.9	21.4	32.3	36.8	34.8	34.3	33.6	-2.0%
Total	238.2	226.4	242.3	236.2	274.1	189.0	245.4	283.1	300.0	305.4	302.2	-1.0%

*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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	43.0	41.5	41.4	42.3	47.7	42.6	50.3	55.8	55.7	60.9	62.6	2.8%
Arts, Ent. & Rec.	17.0	17.0	19.1	19.0	19.4	17.4	19.7	26.5	31.4	36.6	36.1	-1.2%
Retail*	8.9	8.8	8.8	8.5	9.7	9.3	10.0	11.6	12.2	12.7	12.7	-0.3%
Ground Trans.	1.2	1.1	1.1	1.1	1.2	0.9	1.0	1.1	1.3	1.3	1.3	4.5%
Visitor Air	0.8	0.8	0.9	0.9	0.8	0.7	1.2	1.3	1.3	1.4	1.7	22.4%
Other travel**	3.6	3.6	3.7	3.8	3.8	3.5	4.0	4.3	5.1	5.1	6.0	16.5%
Total	74.6	72.9	75.0	75.6	82.6	74.3	86.3	100.6	107.0	118.0	120.4	2.1%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,550	1,520	1,490	1,460	1,540	1,410	1,570	1,610	1,580	1,640	1,700	3.3%
Arts, Ent. & Rec.	540	550	660	600	580	480	530	680	730	770	740	-4.0%
Retail*	360	360	360	330	370	360	380	390	390	390	390	0.0%
Ground Trans.	40	40	40	40	40	30	30	20	20	20	20	0.0%
Visitor Air	20	20	20	20	20	10	20	20	20	20	20	6.3%
Other travel**	130	120	120	120	120	110	120	110	130	130	130	4.7%
Total	2,630	2,610	2,690	2,560	2,670	2,400	2,640	2,820	2,860	2,970	3,000	1.0%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	5.3	4.9	5.2	4.9	6.0	3.9	5.2	6.1	6.6	7.0	6.8	-3.4%
State Tax Receipts	9.5	9.0	9.5	9.5	10.5	7.6	10.7	11.3	11.9	12.6	12.5	-1.0%
Total	14.7	14.0	14.8	14.5	16.4	11.5	15.9	17.4	18.5	19.6	19.2	-1.8%

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

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	1,032	453	1,033	453	1,006	440
Private Home (VFR)	598	213	601	214	604	215
Other Overnight	305	166	310	168	313	169
Total	1,936	832	1,945	835	1,922	824
Party Volume (Thousands)						
Hotel, Motel, STVR	378	166	378	166	368	161
Private Home (VFR)	290	104	292	104	293	105
Other Overnight	127	71	129	72	130	73
Total	796	341	799	342	791	338

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$167	\$382	\$458	\$1,045	2.7	2.3
Private Home (VFR)	\$106	\$297	\$218	\$613	2.1	2.8
Other Overnight	\$132	\$244	\$316	\$567	2.4	1.9
All Overnight	\$142	\$332	\$346	\$809	2.4	2.3

Niobrara County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$112,656	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$46	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$7	\$6
Impact of Travel Industry		
Travel Share of Total Employment	5%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	37%	54%
STVR	2%	11%
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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	9.1	8.7	11.2	8.8	9.7	7.4	8.3	8.8	9.9	9.4	9.6	2.2%
Other travel*	1.3	1.2	1.3	1.5	1.5	1.0	1.7	1.8	1.7	1.6	1.5	-1.6%
Total	10.4	9.8	12.5	10.3	11.2	8.4	10.0	10.6	11.6	10.9	11.1	1.7%
Direct Earnings (\$Millions)												
Earnings	3.5	3.4	4.3	3.2	3.6	3.1	3.1	3.8	4.0	4.2	4.4	3.7%
Direct Employment (Jobs)												
Employment	140	130	160	110	120	90	90	80	80	80	90	3.7%
Direct Tax Revenue (\$Millions)												
Local	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	2.6%
State	0.4	0.3	0.4	0.3	0.4	0.3	0.4	0.4	0.4	0.4	0.4	2.3%
Total	0.6	0.6	0.7	0.6	0.6	0.5	0.6	0.6	0.7	0.6	0.6	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.

Niobrara County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	9.1	8.7	11.2	8.8	9.7	7.4	8.3	8.8	9.9	9.4	9.6	2.2%
Other travel*	1.3	1.2	1.3	1.5	1.5	1.0	1.7	1.8	1.7	1.6	1.5	-1.6%
Total	10.4	9.8	12.5	10.3	11.2	8.4	10.0	10.6	11.6	10.9	11.1	1.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	4.6	4.2	6.1	3.9	4.6	3.3	3.2	3.3	4.1	3.6	3.7	1.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	3.2	3.2	3.9	3.4	3.5	1.2%
STVR**	NA	NA	NA	NA	NA	NA	0.0	0.1	0.2	0.2	0.2	0.7%
Campground	2.9	2.9	3.3	3.3	3.4	2.9	3.7	4.0	4.3	4.3	4.4	3.3%
Private Home (VFR)	0.9	0.9	1.0	0.9	1.0	0.8	1.0	1.1	1.1	1.0	1.0	1.7%
Seasonal Home	0.3	0.3	0.3	0.3	0.3	0.1	0.2	0.2	0.2	0.2	0.2	1.0%
Day Travel	0.4	0.4	0.5	0.4	0.4	0.2	0.3	0.3	0.3	0.3	0.3	2.2%
Total	4.5	4.5	5.1	4.9	5.1	4.1	8.3	8.8	9.9	9.4	9.6	2.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.2	2.0	2.9	1.9	2.2	1.6	1.7	1.8	2.2	2.1	2.1	2.1%
Food Service	2.1	2.2	2.7	2.2	2.5	1.9	2.1	2.2	2.5	2.1	2.2	4.0%
Food Stores	0.8	0.7	0.9	0.7	0.8	0.6	0.7	0.8	0.9	0.9	0.9	3.8%
Arts, Ent. & Rec.	1.4	1.4	1.7	1.4	1.5	1.2	1.3	1.3	1.5	1.6	1.7	2.7%
Retail Sales	1.2	1.2	1.4	1.2	1.3	1.0	1.1	1.2	1.3	1.2	1.2	1.4%
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	1.3	1.2	1.5	1.4	1.5	1.0	1.4	1.6	1.5	1.5	1.4	-1.0%
Total	9.1	8.7	11.2	8.8	9.7	7.4	8.3	8.8	9.9	9.4	9.6	2.2%

*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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	2.6	2.5	3.2	2.3	2.6	2.2	2.2	2.7	2.8	3.0	3.1	3.3%
Arts, Ent. & Rec.	0.5	0.4	0.5	0.4	0.5	0.4	0.5	0.5	0.6	0.7	0.8	5.8%
Retail*	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	3.0%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8%
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-2.0%
Total	3.5	3.4	4.3	3.2	3.6	3.1	3.1	3.8	4.0	4.2	4.4	3.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	100	90	110	80	80	60	60	60	60	60	60	5.1%
Arts, Ent. & Rec.	20	20	20	20	20	10	10	10	10	10	10	7.7%
Retail*	20	20	20	20	20	20	20	10	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	140	130	160	110	120	90	90	80	80	80	90	3.7%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	2.6%
State Tax Receipts	0.4	0.3	0.4	0.3	0.4	0.3	0.4	0.4	0.4	0.4	0.4	2.3%
Total	0.6	0.6	0.7	0.6	0.6	0.5	0.6	0.6	0.7	0.6	0.6	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.

Niobrara County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	30	13	27	12	27	11
Private Home (VFR)	15	5	14	5	14	5
Other Overnight	34	13	35	14	36	14
Total	79	32	76	30	77	30
Party Volume (Thousands)						
Hotel, Motel, STVR	13	6	12	5	12	5
Private Home (VFR)	7	3	7	2	7	2
Other Overnight	13	5	14	5	14	5
Total	34	13	32	13	32	13

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$137	\$320	\$318	\$742	2.3	2.3
Private Home (VFR)	\$70	\$197	\$145	\$407	2.1	2.8
Other Overnight	\$130	\$336	\$335	\$847	2.6	2.6
All Overnight	\$121	\$307	\$288	\$722	2.4	2.5

Park County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$121,755	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$27	\$30
Impact of Travel Industry		
Travel Share of Total Employment	18%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	49%	54%
STVR	11%	11%
Private home (VFR)		
Seasonal Home (2nd Home)	2%	4%
Campground	33%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	367.7	382.3	399.5	438.5	448.9	305.9	396.7	411.9	478.6	490.5	510.4	4.1%
Other travel*	17.8	15.8	18.7	21.6	21.2	14.7	24.2	29.9	28.6	28.7	27.6	-3.8%
Total	385.4	398.1	418.2	460.1	470.1	320.6	420.9	441.8	507.2	519.2	538.0	3.6%
Direct Earnings (\$Millions)												
Earnings	96.7	102.9	103.5	109.5	109.3	99.5	111.8	121.9	135.0	136.6	138.5	1.3%
Direct Employment (Jobs)												
Employment	4,230	4,350	4,310	4,400	4,280	3,780	4,110	4,270	4,430	4,460	4,230	-5.1%
Direct Tax Revenue (\$Millions)												
Local	4.8	5.3	7.8	8.8	6.4	4.2	6.3	6.2	7.6	8.2	8.5	4.4%
State	10.6	10.9	11.4	12.2	12.5	8.9	13.2	13.1	15.2	16.3	16.9	4.0%
Total	15.3	16.2	19.2	21.0	18.9	13.0	19.5	19.3	22.9	24.5	25.5	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.

Park County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	367.7	382.3	399.5	438.5	448.9	305.9	396.7	411.9	478.6	490.5	510.4	4.1%
Other travel*	17.8	15.8	18.7	21.6	21.2	14.7	24.2	29.9	28.6	28.7	27.6	-3.8%
Total	385.4	398.1	418.2	460.1	470.1	320.6	420.9	441.8	507.2	519.2	538.0	3.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	134.6	153.4	148.6	186.2	191.6	109.8	226.2	214.0	282.3	290.1	306.0	5.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	191.0	170.8	230.5	238.7	249.4	4.4%
STVR**	NA	NA	NA	NA	NA	NA	35.2	43.3	51.8	51.4	56.6	10.1%
Campground	204.8	201.3	222.7	221.5	227.5	171.9	138.4	162.3	160.6	165.0	168.6	2.2%
Private Home (VFR)	17.3	17.0	17.1	19.1	18.1	15.0	19.3	22.4	22.3	22.0	22.3	1.3%
Seasonal Home	6.3	6.1	6.4	6.7	6.6	5.3	8.4	8.4	8.3	8.2	8.2	0.1%
Day Travel	4.6	4.6	4.8	5.0	5.1	3.9	4.4	4.7	5.1	5.2	5.3	3.2%
Total	233.0	228.9	250.9	252.3	257.4	196.1	396.7	411.9	478.6	490.5	510.4	4.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	63.2	72.2	75.7	86.9	88.3	53.3	94.7	88.4	114.3	125.9	128.6	2.2%
Food Service	72.4	77.7	80.0	89.5	94.6	66.0	84.5	87.1	107.0	114.2	121.0	5.9%
Food Stores	37.9	37.7	39.5	39.5	41.0	31.7	29.2	33.6	36.1	38.3	39.6	3.4%
Arts, Ent. & Rec.	78.8	82.5	83.9	90.4	93.2	64.3	75.5	76.4	91.0	86.2	94.6	9.7%
Retail Sales	66.9	68.4	69.2	73.1	75.0	53.2	62.0	65.8	73.6	67.8	70.3	3.6%
Visitor Air	2.2	2.3	2.4	2.6	2.7	1.7	5.3	8.8	7.2	8.0	6.9	-13.8%
Local Tran. & Gas	46.2	41.6	48.7	56.6	54.2	35.6	45.5	51.9	49.3	50.1	49.4	-1.3%
Total	367.7	382.3	399.5	438.5	448.9	305.9	396.7	411.9	478.6	490.5	510.4	4.1%

*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.

Park County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	41.1	42.4	42.7	45.0	45.4	37.8	45.5	51.2	55.6	59.5	59.7	0.3%
Arts, Ent. & Rec.	36.9	40.9	41.5	44.6	42.9	42.7	45.7	47.4	52.9	51.4	51.4	0.1%
Retail*	16.9	17.8	17.4	18.1	19.0	17.4	17.4	19.7	22.5	21.7	22.4	3.2%
Ground Trans.	0.5	0.5	0.5	0.5	0.5	0.3	0.3	0.3	0.4	0.4	0.5	5.7%
Visitor Air	0.4	0.4	0.4	0.4	0.4	0.3	1.3	1.3	1.3	1.3	1.8	34.5%
Other travel**	1.0	1.0	1.0	1.0	1.1	0.9	1.5	2.0	2.2	2.3	2.7	17.7%
Total	96.7	102.9	103.5	109.5	109.3	99.5	111.8	121.9	135.0	136.6	138.5	1.3%
Direct Employment (Jobs)												
Accom. & Food Serv.	1,830	1,820	1,810	1,860	1,800	1,500	1,640	1,710	1,780	1,840	1,700	-7.3%
Arts, Ent. & Rec.	1,630	1,750	1,750	1,730	1,680	1,530	1,710	1,750	1,770	1,790	1,700	-5.1%
Retail*	720	730	700	760	750	720	710	750	820	780	770	-0.6%
Ground Trans.	20	20	20	10	10	10	10	0	10	10	10	0.0%
Visitor Air	10	10	10	10	10	10	10	10	10	10	10	18.2%
Other travel**	30	30	30	30	30	20	30	40	40	40	40	2.6%
Total	4,230	4,350	4,310	4,400	4,280	3,780	4,110	4,270	4,430	4,460	4,230	-5.1%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	4.8	5.3	7.8	8.8	6.4	4.2	6.3	6.2	7.6	8.2	8.5	4.4%
State Tax Receipts	10.6	10.9	11.4	12.2	12.5	8.9	13.2	13.1	15.2	16.3	16.9	4.0%
Total	15.3	16.2	19.2	21.0	18.9	13.0	19.5	19.3	22.9	24.5	25.5	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.

Park County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	867	321	882	326	915	339
Private Home (VFR)	329	117	333	119	335	119
Other Overnight	1,425	548	1,534	585	1,517	579
Total	2,621	986	2,749	1,030	2,767	1,037
Party Volume (Thousands)						
Hotel, Motel, STVR	278	103	283	105	294	109
Private Home (VFR)	160	57	162	58	162	58
Other Overnight	552	217	593	231	587	229
Total	990	377	1,038	394	1,043	396

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$334	\$903	\$1,041	\$2,814	3.1	2.7
Private Home (VFR)	\$67	\$187	\$137	\$384	2.1	2.8
Other Overnight	\$117	\$305	\$301	\$772	2.6	2.6
All Overnight	\$183	\$487	\$484	\$1,276	2.7	2.7

Platte County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$97,338	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$35	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	9%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	10%	54%
STVR	6%	11%
Private home (VFR)	9%	11%
Seasonal Home (2nd Home)	3%	4%
Campground	72%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	30.8	28.8	33.7	35.2	37.2	27.8	41.8	44.8	47.1	45.1	43.3	-4.0%
Other travel*	4.8	4.2	4.8	5.7	5.5	3.8	6.1	6.7	6.4	6.0	5.9	-1.9%
Total	35.6	33.0	38.6	40.9	42.7	31.7	48.0	51.5	53.4	51.2	49.2	-3.8%
Direct Earnings (\$Millions)												
Earnings	8.1	7.9	9.2	9.2	10.2	9.6	12.1	12.9	13.9	15.4	15.0	-3.0%
Direct Employment (Jobs)												
Employment	370	350	410	390	400	380	480	450	450	490	480	-2.4%
Direct Tax Revenue (\$Millions)												
Local	0.7	0.7	0.8	0.8	0.9	0.6	0.9	1.0	1.1	1.0	0.9	-6.3%
State	1.2	1.2	1.3	1.4	1.4	1.0	1.6	1.7	1.7	1.7	1.7	-2.5%
Total	2.0	1.8	2.1	2.2	2.3	1.7	2.5	2.6	2.8	2.7	2.6	-3.9%

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.

Platte County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	30.8	28.8	33.7	35.2	37.2	27.8	41.8	44.8	47.1	45.1	43.3	-4.0%
Other travel*	4.8	4.2	4.8	5.7	5.5	3.8	6.1	6.7	6.4	6.0	5.9	-1.9%
Total	35.6	33.0	38.6	40.9	42.7	31.7	48.0	51.5	53.4	51.2	49.2	-3.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	8.8	7.1	9.5	10.8	12.3	6.9	9.3	8.4	9.2	7.8	6.7	-13.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	8.5	7.0	6.9	5.2	4.1	-19.8%
STVR**	NA	NA	NA	NA	NA	NA	0.8	1.3	2.3	2.7	2.6	-2.4%
Campground	16.1	16.3	18.2	18.1	18.6	16.9	26.6	29.7	31.0	30.6	30.1	-1.8%
Private Home (VFR)	3.3	3.0	3.4	3.5	3.5	2.4	3.4	3.8	3.8	3.7	3.6	-2.6%
Seasonal Home	1.2	1.2	1.2	1.3	1.3	0.6	1.0	1.3	1.3	1.3	1.3	-2.6%
Day Travel	1.3	1.2	1.4	1.5	1.6	1.0	1.6	1.7	1.8	1.7	1.6	-3.4%
Total	21.9	21.7	24.3	24.4	24.9	21.0	41.8	44.8	47.1	45.1	43.3	-4.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.8	4.9	6.3	6.6	7.4	4.6	6.9	6.7	7.3	6.6	5.8	-12.4%
Food Service	7.3	7.2	8.3	8.7	9.4	7.4	10.4	11.2	12.2	12.1	11.3	-6.6%
Food Stores	3.2	3.1	3.4	3.4	3.6	3.0	4.4	5.0	5.3	5.2	5.4	3.3%
Arts, Ent. & Rec.	5.2	5.1	5.7	5.8	6.1	4.9	7.0	7.3	7.9	8.2	8.0	-3.5%
Retail Sales	4.5	4.3	4.8	4.8	4.9	3.9	5.7	6.2	6.4	5.5	5.6	1.1%
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	4.8	4.1	5.1	6.0	5.8	4.0	7.4	8.4	7.9	7.4	7.3	-1.7%
Total	30.8	28.8	33.7	35.2	37.2	27.8	41.8	44.8	47.1	45.1	43.3	-4.0%

*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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	4.0	3.9	4.4	4.9	5.4	5.2	6.6	7.0	7.0	6.9	6.3	-8.3%
Arts, Ent. & Rec.	2.1	2.0	2.7	2.1	2.4	2.0	2.9	2.9	3.0	3.3	3.4	2.9%
Retail*	1.6	1.6	1.7	1.8	1.9	1.9	2.1	2.6	3.1	3.9	4.0	3.7%
Ground Trans.	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	3.4%
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
Other travel**	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.7	1.2	1.1	-10.5%
Total	8.1	7.9	9.2	9.2	10.2	9.6	12.1	12.9	13.9	15.4	15.0	-3.0%
Direct Employment (Jobs)												
Accom. & Food Serv.	190	190	210	210	220	220	270	260	240	240	210	-10.1%
Arts, Ent. & Rec.	100	80	120	90	90	80	120	110	110	120	120	3.4%
Retail*	70	70	70	70	70	70	70	70	80	100	110	10.1%
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	40	40	-5.1%
Total	370	350	410	390	400	380	480	450	450	490	480	-2.4%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.7	0.7	0.8	0.8	0.9	0.6	0.9	1.0	1.1	1.0	0.9	-6.3%
State Tax Receipts	1.2	1.2	1.3	1.4	1.4	1.0	1.6	1.7	1.7	1.7	1.7	-2.5%
Total	2.0	1.8	2.1	2.2	2.3	1.7	2.5	2.6	2.8	2.7	2.6	-3.9%

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.

Platte County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	78	33	67	28	65	27
Private Home (VFR)	56	20	55	19	55	20
Other Overnight	309	114	298	111	299	111
Total	443	167	420	158	419	158
Party Volume (Thousands)						
Hotel, Motel, STVR	32	13	26	11	26	11
Private Home (VFR)	27	10	27	9	27	10
Other Overnight	119	45	115	43	115	44
Total	178	68	168	64	167	64

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$104	\$250	\$264	\$632	2.5	2.4
Private Home (VFR)	\$66	\$186	\$136	\$382	2.1	2.8
Other Overnight	\$105	\$282	\$272	\$719	2.6	2.7
All Overnight	\$100	\$264	\$249	\$654	2.5	2.7

Sheridan County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$130,075	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$40	\$30
Impact of Travel Industry		
Travel Share of Total Employment	4%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	41%	54%
STVR	10%	11%
Private home (VFR)		
Seasonal Home (2nd Home)	13%	4%
Campground	18%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	91.4	86.9	91.9	96.2	99.7	85.5	118.3	132.3	131.4	137.1	136.7	-0.3%
Other travel*	16.9	13.9	16.6	19.7	19.0	13.6	24.6	30.4	29.0	29.8	29.1	-2.2%
Total	108.3	100.8	108.5	115.9	118.8	99.1	142.9	162.7	160.4	166.9	165.8	-0.6%
Direct Earnings (\$Millions)												
Earnings	30.8	31.1	31.1	30.9	33.9	32.9	40.0	44.1	46.6	49.1	54.8	11.6%
Direct Employment (Jobs)												
Employment	1,060	1,060	1,030	980	990	930	1,040	1,020	1,030	1,030	1,100	6.9%
Direct Tax Revenue (\$Millions)												
Local	2.6	2.5	2.6	2.7	2.8	2.3	3.3	3.6	3.6	3.8	3.7	-1.2%
State	3.6	3.4	3.7	3.8	3.9	3.2	4.8	5.1	5.1	5.4	5.4	-0.1%
Total	6.1	5.9	6.2	6.5	6.7	5.5	8.1	8.7	8.7	9.2	9.1	-0.5%

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.

Sheridan County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	91.4	86.9	91.9	96.2	99.7	85.5	118.3	132.3	131.4	137.1	136.7	-0.3%
Other travel*	16.9	13.9	16.6	19.7	19.0	13.6	24.6	30.4	29.0	29.8	29.1	-2.2%
Total	108.3	100.8	108.5	115.9	118.8	99.1	142.9	162.7	160.4	166.9	165.8	-0.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	43.5	39.9	41.6	44.8	47.3	40.3	58.9	62.9	59.8	63.7	62.3	-2.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	52.7	52.8	48.3	51.8	49.7	-4.1%
STVR**	NA	NA	NA	NA	NA	NA	6.2	10.1	11.5	11.8	12.6	6.3%
Campground	14.4	14.7	16.3	16.1	16.6	14.2	17.5	18.9	20.2	21.0	21.4	2.0%
Private Home (VFR)	17.1	16.4	17.3	18.0	18.1	14.5	18.9	21.5	22.0	22.5	22.9	1.7%
Seasonal Home	6.9	6.6	6.9	7.2	7.2	7.0	10.7	14.9	15.2	15.6	15.7	0.6%
Day Travel	9.5	9.3	9.8	10.1	10.5	9.5	12.3	14.1	14.2	14.4	14.5	0.7%
Total	47.9	47.0	50.3	51.4	52.5	45.2	118.3	132.3	131.4	137.1	136.7	-0.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	18.4	17.1	17.6	18.9	19.9	15.3	24.7	26.7	25.6	28.3	26.9	-5.1%
Food Service	24.3	24.4	26.1	27.3	29.0	25.6	32.0	35.3	36.7	38.4	39.6	3.0%
Food Stores	7.3	7.1	7.3	7.4	7.7	7.1	8.9	10.5	10.8	11.1	11.4	2.5%
Arts, Ent. & Rec.	14.3	14.2	14.9	15.1	15.7	14.0	17.2	18.5	19.1	21.6	21.0	-3.0%
Retail Sales	15.7	15.3	15.9	16.0	16.4	14.7	18.4	20.6	20.4	18.4	18.5	0.5%
Visitor Air	1.6	0.0	0.0	0.0	0.0	0.0	2.7	3.6	3.3	4.0	4.4	11.3%
Local Tran. & Gas	9.8	8.7	10.0	11.5	11.1	8.8	14.3	17.0	15.5	15.3	15.0	-1.9%
Total	91.4	86.9	91.9	96.2	99.7	85.5	118.3	132.3	131.4	137.1	136.7	-0.3%

*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.

Sheridan County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	19.0	19.0	19.2	18.6	19.9	17.8	21.2	23.2	23.7	23.6	25.4	7.7%
Arts, Ent. & Rec.	7.0	7.6	7.4	7.7	9.2	9.9	11.8	13.2	14.7	16.5	19.0	14.7%
Retail*	3.6	3.7	3.7	3.7	3.9	4.4	4.8	5.3	5.6	6.1	6.7	10.4%
Ground Trans.	0.3	0.3	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.4	0.4	2.7%
Visitor Air	0.3	0.0	0.0	0.0	0.0	0.0	0.7	0.5	0.5	0.6	0.8	50.1%
Other travel**	0.7	0.5	0.6	0.6	0.7	0.6	1.3	1.6	1.8	2.0	2.5	27.8%
Total	30.8	31.1	31.1	30.9	33.9	32.9	40.0	44.1	46.6	49.1	54.8	11.6%
Direct Employment (Jobs)												
Accom. & Food Serv.	710	700	680	630	620	530	590	600	600	560	590	3.7%
Arts, Ent. & Rec.	170	180	160	170	190	190	210	210	220	230	250	7.3%
Retail*	150	150	150	150	150	180	190	180	180	190	210	10.8%
Ground Trans.	10	10	10	10	10	10	10	0	0	0	0	0.0%
Visitor Air	10	0	0	0	0	0	10	0	10	10	10	20.0%
Other travel**	30	20	30	20	20	20	30	30	30	40	50	31.6%
Total	1,060	1,060	1,030	980	990	930	1,040	1,020	1,030	1,030	1,100	6.9%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	2.6	2.5	2.6	2.7	2.8	2.3	3.3	3.6	3.6	3.8	3.7	-1.2%
State Tax Receipts	3.6	3.4	3.7	3.8	3.9	3.2	4.8	5.1	5.1	5.4	5.4	-0.1%
Total	6.1	5.9	6.2	6.5	6.7	5.5	8.1	8.7	8.7	9.2	9.1	-0.5%

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.

Sheridan County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	420	181	421	181	415	178
Private Home (VFR)	205	73	210	75	211	75
Other Overnight	337	208	342	210	343	211
Total	963	462	973	466	969	464
Party Volume (Thousands)						
Hotel, Motel, STVR	150	65	151	65	148	64
Private Home (VFR)	100	36	102	36	102	37
Other Overnight	146	92	147	93	148	93
Total	396	192	400	194	398	193

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$150	\$350	\$421	\$978	2.8	2.3
Private Home (VFR)	\$108	\$304	\$223	\$626	2.1	2.8
Other Overnight	\$108	\$176	\$251	\$399	2.3	1.6
All Overnight	\$126	\$264	\$307	\$633	2.4	2.1

Sublette County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$106,703	\$146,259
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	7%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	45%	54%
STVR	13%	11%
Private home (VFR)	10%	11%
Seasonal Home (2nd Home)	19%	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.

Sublette County

Direct Travel Impact Summary

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	33.0	32.5	35.8	39.3	37.6	29.9	48.6	43.7	44.2	46.8	49.8	6.4%
Other travel*	5.3	4.6	5.4	6.4	6.2	4.4	7.1	6.7	6.3	6.2	6.1	-1.8%
Total	38.3	37.1	41.2	45.7	43.8	34.3	55.7	50.4	50.5	53.1	56.0	5.4%
Direct Earnings (\$Millions)												
Earnings	10.2	9.3	9.5	10.2	11.1	10.9	14.5	16.4	16.5	17.4	18.9	8.5%
Direct Employment (Jobs)												
Employment	340	340	330	340	380	360	450	430	450	440	470	6.5%
Direct Tax Revenue (\$Millions)												
Local	0.4	0.4	0.5	0.5	0.5	0.4	0.8	0.8	0.8	0.8	0.9	12.8%
State	1.3	1.2	1.4	1.5	1.4	1.1	2.0	1.7	1.7	1.9	2.0	7.9%
Total	1.7	1.6	1.8	2.0	1.9	1.5	2.7	2.5	2.5	2.7	3.0	9.4%

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.

Sublette County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	33.0	32.5	35.8	39.3	37.6	29.9	48.6	43.7	44.2	46.8	49.8	6.4%
Other travel*	5.3	4.6	5.4	6.4	6.2	4.4	7.1	6.7	6.3	6.2	6.1	-1.8%
Total	38.3	37.1	41.2	45.7	43.8	34.3	55.7	50.4	50.5	53.1	56.0	5.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	13.1	12.6	14.9	17.7	16.3	11.0	22.3	22.8	22.5	24.7	27.7	12.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	18.9	19.2	17.4	18.8	21.6	14.5%
STVR**	NA	NA	NA	NA	NA	NA	3.4	3.7	5.1	5.8	6.1	4.4%
Campground	5.0	5.1	5.6	5.5	5.5	4.7	5.6	6.0	6.4	6.6	6.6	0.1%
Private Home (VFR)	4.3	4.3	4.5	4.8	4.5	3.3	4.7	4.5	4.6	4.7	4.7	0.0%
Seasonal Home	9.3	9.2	9.5	9.8	9.9	9.6	14.1	8.8	9.0	9.2	9.1	-0.6%
Day Travel	1.3	1.3	1.4	1.5	1.4	1.3	1.9	1.6	1.6	1.7	1.7	3.3%
Total	19.9	19.9	20.9	21.6	21.3	18.8	48.6	43.7	44.2	46.8	49.8	6.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	6.0	5.7	7.1	8.2	7.6	5.1	11.5	11.6	11.9	13.4	15.6	16.2%
Food Service	7.8	8.0	8.6	9.4	9.3	7.7	11.2	9.9	10.3	10.6	10.9	2.7%
Food Stores	3.4	3.4	3.5	3.6	3.5	3.2	4.5	3.7	3.9	4.0	4.2	4.8%
Arts, Ent. & Rec.	6.0	6.1	6.4	6.7	6.6	5.6	7.7	6.4	6.6	7.6	7.6	0.7%
Retail Sales	5.7	5.7	5.9	6.2	6.0	4.9	7.1	6.4	6.3	6.1	6.3	3.6%
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	4.1	3.7	4.3	5.2	4.7	3.5	6.6	5.7	5.2	5.2	5.2	1.4%
Total	33.0	32.5	35.8	39.3	37.6	29.9	48.6	43.7	44.2	46.8	49.8	6.4%

*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.

Sublette County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	4.8	3.8	4.1	4.4	4.6	3.9	5.7	6.8	7.2	7.9	8.3	5.6%
Arts, Ent. & Rec.	3.3	3.3	3.3	3.6	4.3	4.7	6.3	6.7	6.3	6.6	7.4	12.3%
Retail*	1.8	1.9	1.9	1.9	1.9	2.0	2.1	2.5	2.6	2.6	2.9	9.0%
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	0.3	0.2	0.2	0.2	0.2	0.2	0.2	-4.0%
Total	10.2	9.3	9.5	10.2	11.1	10.9	14.5	16.4	16.5	17.4	18.9	8.5%
Direct Employment (Jobs)												
Accom. & Food Serv.	170	150	150	150	160	140	190	190	210	210	210	0.0%
Arts, Ent. & Rec.	90	100	100	110	130	130	170	160	170	160	180	12.0%
Retail*	80	80	80	80	80	80	80	80	70	70	80	13.7%
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	340	340	330	340	380	360	450	430	450	440	470	6.5%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.4	0.4	0.5	0.5	0.5	0.4	0.8	0.8	0.8	0.8	0.9	12.8%
State Tax Receipts	1.3	1.2	1.4	1.5	1.4	1.1	2.0	1.7	1.7	1.9	2.0	7.9%
Total	1.7	1.6	1.8	2.0	1.9	1.5	2.7	2.5	2.5	2.7	3.0	9.4%

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.

Sublette County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	154	65	163	68	176	74
Private Home (VFR)	35	13	36	13	36	13
Other Overnight	142	94	144	95	144	95
Total	331	171	343	176	356	182
Party Volume (Thousands)						
Hotel, Motel, STVR	63	26	66	28	71	30
Private Home (VFR)	17	6	17	6	17	6
Other Overnight	63	42	63	43	63	43
Total	142	75	147	77	152	79

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$157	\$376	\$388	\$922	2.5	2.4
Private Home (VFR)	\$130	\$364	\$267	\$750	2.1	2.8
Other Overnight	\$110	\$166	\$249	\$370	2.3	1.5
All Overnight	\$135	\$265	\$316	\$610	2.3	2.0

Sweetwater County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$105,527	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$33	\$30
Impact of Travel Industry		
Travel Share of Total Employment	5%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	68%	54%
STVR	3%	11%
Private home (VFR)	17%	11%
Seasonal Home (2nd Home)	1%	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.

Sweetwater County

Direct Travel Impact Summary

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	132.9	132.9	132.4	132.6	132.3	103.6	130.4	144.5	152.4	152.8	147.1	-3.8%
Other travel*	24.4	21.3	24.7	28.8	27.9	19.3	32.2	34.8	33.1	32.9	32.8	-0.4%
Total	157.3	154.2	157.1	161.5	160.1	122.9	162.6	179.4	185.5	185.8	179.9	-3.2%
Direct Earnings (\$Millions)												
Earnings	34.6	35.2	34.0	34.0	35.6	31.4	37.1	40.8	44.8	46.7	48.9	4.7%
Direct Employment (Jobs)												
Employment	1,550	1,580	1,470	1,430	1,460	1,270	1,390	1,420	1,470	1,450	1,470	1.3%
Direct Tax Revenue (\$Millions)												
Local	3.2	3.2	3.1	2.7	2.8	2.4	3.0	3.4	4.6	4.6	4.4	-4.4%
State	5.8	5.7	5.7	5.8	5.8	4.5	6.3	6.5	6.8	7.0	6.8	-2.5%
Total	8.9	8.9	8.9	8.5	8.5	6.9	9.3	9.8	11.3	11.6	11.3	-3.3%

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.

Sweetwater County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	132.9	132.9	132.4	132.6	132.3	103.6	130.4	144.5	152.4	152.8	147.1	-3.8%
Other travel*	24.4	21.3	24.7	28.8	27.9	19.3	32.2	34.8	33.1	32.9	32.8	-0.4%
Total	157.3	154.2	157.1	161.5	160.1	122.9	162.6	179.4	185.5	185.8	179.9	-3.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	82.9	83.1	81.6	80.8	80.2	64.3	80.4	90.1	96.4	96.9	90.7	-6.4%
Hotel, Motel	NA	NA	NA	NA	NA	NA	79.8	88.8	94.2	93.4	86.6	-7.3%
STVR**	NA	NA	NA	NA	NA	NA	0.7	1.3	2.2	3.5	4.1	17.9%
Campground	8.6	8.6	9.7	9.7	9.9	8.3	10.5	11.4	12.1	12.4	12.7	2.5%
Private Home (VFR)	19.2	18.8	18.8	19.6	19.6	15.6	20.4	21.7	21.8	21.7	22.3	2.5%
Seasonal Home	1.5	1.5	1.6	1.6	1.6	0.7	1.2	1.7	1.7	1.8	1.8	3.5%
Day Travel	20.8	20.8	20.7	20.9	20.8	14.7	17.8	19.6	20.4	20.0	19.5	-2.4%
Total	50.0	49.8	50.7	51.9	52.0	39.3	130.4	144.5	152.4	152.8	147.1	-3.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	35.3	35.2	34.5	32.9	33.1	25.3	33.4	37.5	41.4	42.8	39.7	-7.2%
Food Service	30.0	31.3	31.2	31.4	32.2	26.2	30.2	32.9	36.0	36.4	35.8	-1.8%
Food Stores	8.2	8.2	8.0	7.8	7.9	6.5	7.5	8.5	9.1	9.0	8.9	-1.6%
Arts, Ent. & Rec.	16.6	17.0	16.7	16.4	16.4	13.4	15.2	16.0	17.3	18.1	16.8	-7.5%
Retail Sales	18.9	19.0	18.3	18.0	17.9	14.5	17.1	18.6	19.1	17.6	18.0	1.9%
Visitor Air	0.6	0.6	0.7	0.7	0.7	0.5	1.3	2.0	2.0	2.5	3.1	22.8%
Local Tran. & Gas	23.3	21.5	23.0	25.4	24.0	17.4	25.7	29.0	27.4	26.3	24.9	-5.4%
Total	132.9	132.9	132.4	132.6	132.3	103.6	130.4	144.5	152.4	152.8	147.1	-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.

Sweetwater County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	20.0	20.5	20.6	20.8	20.5	18.6	21.8	23.8	26.6	27.1	26.8	-0.9%
Arts, Ent. & Rec.	7.9	7.8	6.9	6.6	8.5	6.4	7.3	8.2	8.8	9.6	11.4	18.8%
Retail*	4.3	4.5	4.2	4.1	4.2	4.3	4.7	5.4	5.8	6.2	6.2	0.9%
Ground Trans.	0.9	0.9	0.8	0.8	0.8	0.6	0.7	0.7	0.8	0.8	0.7	-3.4%
Visitor Air	0.1	0.1	0.1	0.1	0.1	0.1	0.4	0.4	0.4	0.4	0.6	49.4%
Other travel**	1.4	1.4	1.4	1.5	1.6	1.5	2.2	2.3	2.5	2.7	3.1	14.8%
Total	34.6	35.2	34.0	34.0	35.6	31.4	37.1	40.8	44.8	46.7	48.9	4.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	800	810	780	780	760	690	750	770	790	770	740	-3.0%
Arts, Ent. & Rec.	480	470	420	390	450	340	370	400	410	410	440	8.0%
Retail*	190	200	180	170	170	170	180	180	190	190	190	1.0%
Ground Trans.	30	30	30	30	20	20	20	10	10	10	10	-16.7%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	0.0%
Other travel**	60	60	60	60	60	50	70	60	60	70	80	12.9%
Total	1,550	1,580	1,470	1,430	1,460	1,270	1,390	1,420	1,470	1,450	1,470	1.3%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	3.2	3.2	3.1	2.7	2.8	2.4	3.0	3.4	4.6	4.6	4.4	-4.4%
State Tax Receipts	5.8	5.7	5.7	5.8	5.8	4.5	6.3	6.5	6.8	7.0	6.8	-2.5%
Total	8.9	8.9	8.9	8.5	8.5	6.9	9.3	9.8	11.3	11.6	11.3	-3.3%

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.

Sweetwater County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	701	379	682	367	631	338
Private Home (VFR)	380	135	377	134	379	135
Other Overnight	149	66	151	66	153	67
Total	1,230	580	1,210	568	1,163	541
Party Volume (Thousands)						
Hotel, Motel, STVR	344	187	333	180	307	165
Private Home (VFR)	184	66	183	65	184	66
Other Overnight	59	27	60	27	61	28
Total	588	279	576	272	551	259

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$144	\$268	\$296	\$548	2.1	1.9
Private Home (VFR)	\$59	\$165	\$121	\$340	2.1	2.8
Other Overnight	\$95	\$217	\$240	\$528	2.5	2.3
All Overnight	\$110	\$236	\$231	\$493	2.1	2.2

Teton County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$207,264	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$30	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6	\$6
Impact of Travel Industry		
Travel Share of Total Employment	21%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	65%	54%
STVR	17%	11%
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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	1,699.9	1,790.1	5.3%
Other travel*	32.7	31.5	34.8	37.9	39.9	27.6	36.3	45.4	57.2	58.9	57.3	-2.7%
Total	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	1,758.8	1,847.4	5.0%
Direct Earnings (\$Millions)												
Earnings	309.9	321.4	347.6	377.1	388.3	335.7	364.5	434.7	491.5	527.2	544.6	3.3%
Direct Employment (Jobs)												
Employment	8,570	8,440	8,780	8,910	8,860	7,000	7,230	7,870	8,190	8,520	8,690	2.1%
Direct Tax Revenue (\$Millions)												
Local	28.9	29.9	33.7	35.6	37.0	29.9	44.3	43.8	46.9	49.1	58.1	18.4%
State	25.1	25.0	27.9	29.4	30.3	25.3	51.6	49.2	52.1	54.8	58.1	6.1%
Total	54.0	54.9	61.7	65.0	67.3	55.2	95.9	92.9	99.1	103.8	116.2	11.9%

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.

Teton County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	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	1,699.9	1,790.1	5.3%
Other travel*	32.7	31.5	34.8	37.9	39.9	27.6	36.3	45.4	57.2	58.9	57.3	-2.7%
Total	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	1,758.8	1,847.4	5.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	762.0	799.0	899.5	962.7	1,015.1	815.6	1,241.4	1,196.8	1,318.0	1,372.0	1,447.8	5.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	987.1	929.1	1,061.8	1,104.5	1,150.0	4.1%
STVR**	NA	NA	NA	NA	NA	NA	254.4	267.8	256.2	267.6	297.7	11.3%
Campground	200.3	157.3	177.1	174.7	159.7	159.5	207.8	202.3	224.3	229.9	243.1	5.7%
Private Home (VFR)	20.2	20.3	21.5	22.0	22.5	16.6	30.7	37.3	44.3	46.4	46.7	0.6%
Seasonal Home	29.0	28.9	29.9	31.0	31.2	20.4	34.6	34.7	38.5	40.1	40.6	1.3%
Day Travel	8.4	7.9	8.7	9.1	9.3	8.4	11.1	10.2	11.4	11.4	11.9	4.3%
Total	257.9	214.6	237.3	236.8	222.7	204.9	1,525.7	1,481.4	1,636.4	1,699.9	1,790.1	5.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	302.4	332.9	378.4	403.2	419.3	342.6	578.2	580.9	608.5	650.4	704.1	8.2%
Food Service	250.9	247.5	279.1	295.0	312.7	267.5	347.0	313.7	364.1	372.9	388.7	4.2%
Food Stores	70.4	64.2	69.7	70.8	72.1	62.9	81.2	77.2	87.2	87.6	90.8	3.7%
Arts, Ent. & Rec.	152.5	144.1	158.8	163.3	166.5	140.3	177.8	157.1	179.1	191.8	204.4	6.6%
Retail Sales	132.0	122.3	133.3	135.6	137.5	116.8	152.7	140.4	153.0	145.5	152.4	4.7%
Visitor Air	38.9	40.8	43.0	44.9	46.8	29.4	86.8	115.4	148.2	158.6	157.5	-0.7%
Local Tran. & Gas	72.9	61.7	74.5	86.6	82.8	60.8	102.0	96.7	96.3	93.1	92.3	-0.9%
Total	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	1,699.9	1,790.1	5.3%

*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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	208.0	218.5	233.9	253.3	262.4	221.3	242.3	297.8	342.9	352.6	364.2	3.3%
Arts, Ent. & Rec.	60.0	62.4	71.4	80.9	80.8	69.3	74.8	82.7	89.4	114.2	115.3	0.9%
Retail*	30.5	29.1	30.5	31.1	32.3	34.8	38.1	43.3	45.8	46.9	49.8	6.1%
Ground Trans.	1.9	1.8	1.9	1.9	1.9	1.6	1.7	2.1	2.3	2.2	2.2	1.0%
Visitor Air	4.5	4.5	4.7	4.7	4.6	3.7	4.3	4.5	4.8	4.9	6.7	37.3%
Other travel**	5.1	4.9	5.2	5.3	6.3	5.0	3.4	4.2	6.4	6.3	6.3	-0.8%
Total	309.9	321.4	347.6	377.1	388.3	335.7	364.5	434.7	491.5	527.2	544.6	3.3%
Direct Employment (Jobs)												
Accom. & Food Serv.	5,820	5,790	5,940	5,940	6,050	4,580	4,760	5,320	5,640	5,640	5,860	3.8%
Arts, Ent. & Rec.	1,480	1,450	1,680	1,810	1,690	1,320	1,370	1,380	1,360	1,680	1,630	-3.0%
Retail*	1,010	930	910	910	880	930	950	1,020	1,040	1,040	1,050	1.3%
Ground Trans.	60	60	60	60	60	50	50	50	50	40	40	-4.7%
Visitor Air	100	100	100	100	90	60	60	50	50	50	60	11.1%
Other travel**	100	100	100	100	90	70	60	60	60	60	60	-3.4%
Total	8,570	8,440	8,780	8,910	8,860	7,000	7,230	7,870	8,190	8,520	8,690	2.1%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	28.9	29.9	33.7	35.6	37.0	29.9	44.3	43.8	46.9	49.1	58.1	18.4%
State Tax Receipts	25.1	25.0	27.9	29.4	30.3	25.3	51.6	49.2	52.1	54.8	58.1	6.1%
Total	54.0	54.9	61.7	65.0	67.3	55.2	95.9	92.9	99.1	103.8	116.2	11.9%

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.

Teton County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	3,039	1,123	2,992	1,106	3,002	1,110
Private Home (VFR)	123	44	122	44	123	44
Other Overnight	1,371	592	1,373	594	1,401	604
Total	4,533	1,759	4,487	1,744	4,526	1,758
Party Volume (Thousands)						
Hotel, Motel, STVR	976	360	960	355	964	356
Private Home (VFR)	60	21	59	21	60	21
Other Overnight	543	243	544	244	555	247
Total	1,578	624	1,564	620	1,578	625

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$482	\$1,304	\$1,503	\$4,063	3.1	2.7
Private Home (VFR)	\$380	\$1,066	\$783	\$2,195	2.1	2.8
Other Overnight	\$203	\$470	\$511	\$1,148	2.5	2.3
All Overnight	\$393	\$1,012	\$1,127	\$2,847	2.9	2.6

Uinta County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$91,914	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$41	\$30
Impact of Travel Industry		
Travel Share of Total Employment	8%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	56%	54%
STVR	3%	11%
Private home (VFR)	30%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	74.9	70.5	80.6	80.3	86.2	67.1	85.5	88.1	89.5	89.4	89.4	0.0%
Other travel*	11.0	9.5	11.2	13.1	12.7	8.9	14.5	15.7	14.8	14.2	14.0	-1.7%
Total	85.9	80.0	91.8	93.4	98.9	76.0	100.0	103.8	104.3	103.6	103.4	-0.2%
Direct Earnings (\$Millions)												
Earnings	22.5	22.7	23.9	24.5	26.6	24.0	28.9	32.4	34.3	36.0	37.0	2.9%
Direct Employment (Jobs)												
Employment	960	910	970	950	980	890	1,040	1,050	1,070	1,080	1,030	-4.6%
Direct Tax Revenue (\$Millions)												
Local	1.7	1.6	1.5	1.4	1.5	1.2	1.5	1.6	1.8	1.8	1.7	-0.8%
State	3.1	2.9	3.3	3.3	3.4	2.7	3.6	3.6	3.6	3.7	3.7	0.4%
Total	4.8	4.5	4.8	4.6	4.9	3.9	5.1	5.1	5.4	5.5	5.5	0.0%

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	74.9	70.5	80.6	80.3	86.2	67.1	85.5	88.1	89.5	89.4	89.4	0.0%
Other travel*	11.0	9.5	11.2	13.1	12.7	8.9	14.5	15.7	14.8	14.2	14.0	-1.7%
Total	85.9	80.0	91.8	93.4	98.9	76.0	100.0	103.8	104.3	103.6	103.4	-0.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	27.4	25.4	30.0	30.2	33.6	28.0	36.4	37.7	38.1	37.6	36.9	-2.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	35.7	36.9	36.9	36.2	35.2	-2.8%
STVR**	NA	NA	NA	NA	NA	NA	0.7	0.7	1.2	1.5	1.7	18.4%
Campground	3.8	3.8	4.3	4.3	4.4	3.7	4.8	5.2	5.5	5.7	5.9	3.1%
Private Home (VFR)	15.6	14.6	16.0	15.7	16.2	13.1	16.4	18.2	18.3	18.4	18.6	1.4%
Seasonal Home	2.3	2.2	2.3	2.4	2.4	1.7	2.7	1.5	1.5	1.5	1.5	0.6%
Day Travel	25.9	24.6	28.0	27.7	29.6	20.5	25.3	25.6	26.1	26.1	26.4	1.2%
Total	47.5	45.1	50.6	50.1	52.6	39.1	85.5	88.1	89.5	89.4	89.4	0.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	10.9	10.0	10.4	10.2	11.1	8.6	12.8	13.7	14.3	14.3	13.8	-3.7%
Food Service	19.2	18.9	22.1	21.9	24.4	21.3	25.1	25.5	27.0	27.2	27.8	2.5%
Food Stores	5.9	5.6	6.3	6.0	6.5	4.9	5.8	6.1	6.3	6.2	6.4	1.9%
Arts, Ent. & Rec.	10.7	10.3	11.8	11.4	12.4	9.4	10.9	10.7	11.2	12.2	12.3	0.9%
Retail Sales	14.4	13.7	15.2	14.6	15.6	11.6	13.8	14.2	14.3	13.8	13.8	0.0%
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	13.9	12.0	14.8	16.1	16.2	11.2	17.1	17.8	16.4	15.7	15.3	-2.3%
Total	74.9	70.5	80.6	80.3	86.2	67.1	85.5	88.1	89.5	89.4	89.4	0.0%

*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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	13.9	14.8	15.5	15.7	17.4	15.1	18.7	21.5	22.2	22.8	23.8	4.2%
Arts, Ent. & Rec.	4.5	4.0	4.3	4.7	4.8	4.7	5.5	6.0	6.9	7.7	7.6	-1.1%
Retail*	2.6	2.6	2.8	2.7	2.9	2.8	3.1	3.2	3.3	3.4	3.5	3.1%
Ground Trans.	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.3	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**	1.1	1.1	1.1	1.2	1.2	1.2	1.4	1.5	1.7	1.7	1.8	2.9%
Total	22.5	22.7	23.9	24.5	26.6	24.0	28.9	32.4	34.3	36.0	37.0	2.9%
Direct Employment (Jobs)												
Accom. & Food Serv.	520	540	550	540	560	490	560	600	610	600	580	-3.0%
Arts, Ent. & Rec.	240	190	230	230	250	240	300	290	310	320	280	-10.4%
Retail*	130	120	130	120	130	120	130	110	110	110	110	-0.9%
Ground Trans.	10	10	10	10	10	10	10	0	0	0	0	0.0%
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	3.9%
Total	960	910	970	950	980	890	1,040	1,050	1,070	1,080	1,030	-4.6%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	1.7	1.6	1.5	1.4	1.5	1.2	1.5	1.6	1.8	1.8	1.7	-0.8%
State Tax Receipts	3.1	2.9	3.3	3.3	3.4	2.7	3.6	3.6	3.6	3.7	3.7	0.4%
Total	4.8	4.5	4.8	4.6	4.9	3.9	5.1	5.1	5.4	5.5	5.5	0.0%

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

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	254	137	242	130	236	127
Private Home (VFR)	335	119	332	118	334	119
Other Overnight	92	47	93	48	94	48
Total	681	304	667	297	664	294
Party Volume (Thousands)						
Hotel, Motel, STVR	125	68	118	64	115	62
Private Home (VFR)	163	58	161	57	162	58
Other Overnight	38	20	39	21	39	21
Total	325	146	318	142	316	141

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$156	\$291	\$321	\$593	2.1	1.9
Private Home (VFR)	\$56	\$157	\$115	\$323	2.1	2.8
Other Overnight	\$79	\$154	\$191	\$361	2.4	2.0
All Overnight	\$95	\$214	\$199	\$448	2.1	2.3

Washakie County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$101,238	\$146,259
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	4%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	21%	54%
STVR	8%	11%
Private home (VFR)	17%	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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	16.2	16.0	16.1	15.8	16.3	14.0	18.8	18.0	19.1	19.6	19.9	1.7%
Other travel*	4.6	4.0	4.5	5.2	5.0	3.5	5.6	5.9	5.6	5.4	5.3	-1.8%
Total	20.9	20.0	20.5	21.0	21.2	17.5	24.4	23.9	24.7	25.0	25.2	0.9%
Direct Earnings (\$Millions)												
Earnings	5.1	4.7	4.8	5.0	4.7	4.5	5.3	5.5	6.2	6.2	6.6	5.7%
Direct Employment (Jobs)												
Employment	250	230	230	240	210	200	220	200	210	200	210	1.5%
Direct Tax Revenue (\$Millions)												
Local	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.4	0.4	2.0%
State	0.8	0.8	0.8	0.8	0.8	0.7	0.9	0.8	0.9	0.9	0.9	2.1%
Total	1.0	1.1	1.1	1.1	1.1	0.9	1.3	1.2	1.3	1.3	1.3	2.1%

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.

Washakie County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	16.2	16.0	16.1	15.8	16.3	14.0	18.8	18.0	19.1	19.6	19.9	1.7%
Other travel*	4.6	4.0	4.5	5.2	5.0	3.5	5.6	5.9	5.6	5.4	5.3	-1.8%
Total	20.9	20.0	20.5	21.0	21.2	17.5	24.4	23.9	24.7	25.0	25.2	0.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	5.3	5.1	4.5	4.3	4.3	4.2	6.3	4.7	5.1	5.5	5.5	0.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	5.4	3.7	3.8	4.1	4.1	-1.5%
STVR**	NA	NA	NA	NA	NA	NA	0.9	1.0	1.3	1.4	1.5	7.7%
Campground	6.6	6.7	7.5	7.4	7.7	6.5	8.1	8.8	9.4	9.6	9.8	2.4%
Private Home (VFR)	3.1	3.0	2.9	3.0	3.1	2.4	3.1	3.3	3.3	3.3	3.3	1.2%
Seasonal Home	0.5	0.5	0.5	0.5	0.5	0.3	0.5	0.5	0.5	0.5	0.5	0.5%
Day Travel	0.7	0.7	0.7	0.7	0.7	0.6	0.8	0.7	0.8	0.8	0.8	2.2%
Total	11.0	10.9	11.5	11.6	11.9	9.8	18.8	18.0	19.1	19.6	19.9	1.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.0	2.9	2.9	2.7	2.7	2.4	3.8	3.3	3.6	3.8	3.9	1.1%
Food Service	3.9	4.0	4.0	4.0	4.3	3.8	4.6	4.4	4.9	5.1	5.4	4.4%
Food Stores	1.6	1.6	1.6	1.6	1.6	1.4	1.8	1.8	2.0	2.0	2.1	3.9%
Arts, Ent. & Rec.	2.7	2.7	2.8	2.7	2.8	2.4	2.9	2.8	3.1	3.3	3.3	-0.1%
Retail Sales	2.4	2.4	2.3	2.3	2.3	2.0	2.5	2.5	2.6	2.4	2.4	0.5%
Visitor Air	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	2.4	2.1	2.4	2.6	2.5	1.9	3.1	3.1	3.0	2.9	2.9	-1.0%
Total	16.2	16.0	16.1	15.8	16.3	14.0	18.8	18.0	19.1	19.6	19.9	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.

Washakie County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	2.4	2.2	2.1	2.1	2.0	1.9	2.3	2.5	2.8	2.7	2.8	3.6%
Arts, Ent. & Rec.	1.8	1.6	1.8	2.0	1.8	1.6	1.9	1.9	2.3	2.3	2.5	8.9%
Retail*	0.6	0.7	0.6	0.6	0.7	0.7	0.8	0.9	0.8	0.9	1.0	6.8%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.9%
Visitor Air	0.1	0.1	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	0.3	0.2	0.2	-3.8%
Total	5.1	4.7	4.8	5.0	4.7	4.5	5.3	5.5	6.2	6.2	6.6	5.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	140	130	130	130	110	100	110	110	110	110	110	-0.9%
Arts, Ent. & Rec.	70	60	60	70	60	60	60	60	70	60	70	3.2%
Retail*	30	30	30	30	30	30	30	20	20	20	20	9.1%
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	250	230	230	240	210	200	220	200	210	200	210	1.5%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.4	0.4	2.0%
State Tax Receipts	0.8	0.8	0.8	0.8	0.8	0.7	0.9	0.8	0.9	0.9	0.9	2.1%
Total	1.0	1.1	1.1	1.1	1.1	0.9	1.3	1.2	1.3	1.3	1.3	2.1%

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.

Washakie County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	37	15	38	16	38	16
Private Home (VFR)	45	16	44	16	44	16
Other Overnight	71	27	72	28	73	28
Total	152	59	155	60	156	60
Party Volume (Thousands)						
Hotel, Motel, STVR	15	6	15	6	15	6
Private Home (VFR)	22	8	21	8	21	8
Other Overnight	28	11	28	11	28	11
Total	64	25	65	25	65	25

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$145	\$348	\$363	\$865	2.5	2.4
Private Home (VFR)	\$75	\$211	\$155	\$434	2.1	2.8
Other Overnight	\$140	\$364	\$362	\$919	2.6	2.6
All Overnight	\$123	\$319	\$294	\$758	2.4	2.6

Weston County

Direct Travel Impact Insights 2025

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$137,046	\$146,259
Employee Earnings generated by \$100 of Visitor Spending	\$31	\$30
Impact of Travel Industry		
Travel Share of Total Employment	5%	8%
Share of Overnight Visitor Spending		
Hotel, Motel	25%	54%
STVR	2%	11%
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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	14.3	13.8	13.9	15.6	17.8	13.9	17.1	17.4	18.5	19.2	20.7	7.7%
Other travel*	3.8	3.3	3.8	4.5	4.3	3.0	4.9	5.2	4.9	4.7	4.6	-1.6%
Total	18.1	17.1	17.6	20.1	22.1	17.0	22.0	22.6	23.4	23.9	25.3	5.8%
Direct Earnings (\$Millions)												
Earnings	3.2	3.2	3.0	3.2	3.7	3.4	3.9	4.4	5.2	6.6	6.4	-2.7%
Direct Employment (Jobs)												
Employment	170	170	150	150	170	150	170	150	170	210	200	-4.9%
Direct Tax Revenue (\$Millions)												
Local	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.2	0.3	0.3	0.4	32.7%
State	0.7	0.7	0.7	0.7	0.8	0.6	0.8	0.8	0.8	0.9	0.9	6.1%
Total	0.9	1.0	1.0	1.1	1.2	1.0	1.2	1.0	1.1	1.2	1.3	13.1%

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.

Weston County

Direct Spending Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	14.3	13.8	13.9	15.6	17.8	13.9	17.1	17.4	18.5	19.2	20.7	7.7%
Other travel*	3.8	3.3	3.8	4.5	4.3	3.0	4.9	5.2	4.9	4.7	4.6	-1.6%
Total	18.1	17.1	17.6	20.1	22.1	17.0	22.0	22.6	23.4	23.9	25.3	5.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	3.1	2.6	1.9	2.9	4.5	3.9	4.5	3.9	4.2	5.0	5.5	9.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	4.2	3.5	3.8	4.5	5.0	10.1%
STVR**	NA	NA	NA	NA	NA	NA	0.3	0.4	0.4	0.5	0.5	3.5%
Campground	7.0	7.2	8.1	8.0	8.3	7.1	8.9	9.6	10.3	10.2	11.0	7.4%
Private Home (VFR)	2.8	2.7	2.5	3.2	3.3	2.4	2.9	3.1	3.2	3.1	3.2	5.9%
Seasonal Home	0.7	0.7	0.7	0.8	0.8	0.2	0.3	0.4	0.4	0.4	0.5	4.3%
Day Travel	0.7	0.7	0.7	0.8	0.9	0.4	0.4	0.4	0.5	0.5	0.5	8.4%
Total	11.3	11.2	12.0	12.7	13.3	10.0	17.1	17.4	18.5	19.2	20.7	7.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.1	1.9	1.7	2.0	2.8	2.3	3.0	2.7	2.9	3.6	3.9	8.1%
Food Service	3.5	3.5	3.5	4.0	4.6	3.6	4.2	4.3	4.7	4.8	5.4	11.1%
Food Stores	1.6	1.6	1.7	1.7	1.9	1.5	1.8	1.9	2.1	2.2	2.3	4.5%
Arts, Ent. & Rec.	2.8	2.8	2.9	3.1	3.4	2.7	3.1	3.2	3.5	3.4	3.8	10.4%
Retail Sales	2.2	2.2	2.2	2.3	2.6	2.0	2.4	2.5	2.6	2.5	2.7	7.8%
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	1.8	1.9	2.4	2.6	1.8	2.7	2.9	2.7	2.7	2.7	0.0%
Total	14.3	13.8	13.9	15.6	17.8	13.9	17.1	17.4	18.5	19.2	20.7	7.7%

*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.

Weston County

Direct Impact Detail

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Earnings (\$Millions)												
Accom. & Food Serv.	1.3	1.3	1.1	1.2	1.4	1.3	1.4	1.5	1.6	1.6	1.4	-11.4%
Arts, Ent. & Rec.	0.9	0.9	0.9	1.0	1.0	1.0	1.1	1.3	1.4	1.7	1.8	4.1%
Retail*	0.8	0.8	0.8	0.8	0.9	0.9	1.1	1.2	1.4	1.9	2.0	3.1%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5%
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**	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.4	0.8	1.3	1.2	-9.4%
Total	3.2	3.2	3.0	3.2	3.7	3.4	3.9	4.4	5.2	6.6	6.4	-2.7%
Direct Employment (Jobs)												
Accom. & Food Serv.	80	80	60	60	70	60	70	60	70	60	50	-15.8%
Arts, Ent. & Rec.	30	30	30	30	30	30	30	30	40	40	40	5.0%
Retail*	50	50	50	50	50	40	50	40	50	60	60	1.7%
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	30	50	40	-8.3%
Total	170	170	150	150	170	150	170	150	170	210	200	-4.9%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.2	0.3	0.3	0.4	32.7%
State Tax Receipts	0.7	0.7	0.7	0.7	0.8	0.6	0.8	0.8	0.8	0.9	0.9	6.1%
Total	0.9	1.0	1.0	1.1	1.2	1.0	1.2	1.0	1.1	1.2	1.3	13.1%

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.

Weston County

Overnight Visitor Volume

	2023		2024		2025	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	36	15	41	18	43	18
Private Home (VFR)	37	13	37	13	37	13
Other Overnight	67	26	68	26	70	26
Total	140	54	147	57	150	58
Party Volume (Thousands)						
Hotel, Motel, STVR	15	7	18	8	18	8
Private Home (VFR)	18	6	18	6	18	6
Other Overnight	26	10	26	10	27	10
Total	59	23	62	24	63	25

Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$127	\$299	\$298	\$698	2.3	2.3
Private Home (VFR)	\$87	\$245	\$180	\$505	2.1	2.8
Other Overnight	\$164	\$433	\$425	\$1,096	2.6	2.6
All Overnight	\$135	\$348	\$319	\$816	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).
Visitor Spending	Spending by visitors in a destination.

Methodology

Travel Impacts Methodology

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.

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Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Wyoming 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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