The Economic Impact of Travel in Connecticut

For Calendar Year 2013

Connecticut still revolutionary

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TOURISM ECONOMICS
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Conceptual Overview

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Why quantify the tourism economy?

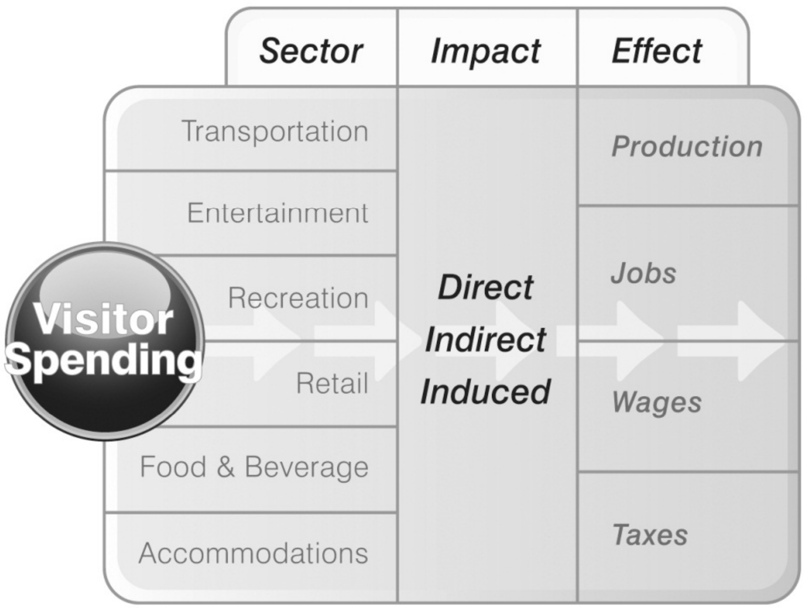
- By monitoring tourism's economic impact, policy makers can make informed decisions regarding the funding and prioritization of tourism development.
- It can also carefully monitor its successes and future needs.
- In order to do this, tourism must be measured in the same categories as other economic sectors – i.e. tax generation, employment, wages, and gross domestic product.

Why is this a challenge?

- Most economic sectors such as financial services, insurance, or construction are easily defined within a country's national accounts statistics.
- Tourism is not so easily measured because it is not a single industry. It is a demand-side activity which affects multiple sectors to various degrees.
- Tourism spans nearly a dozen sectors including lodging, recreation, retail, real estate, air passenger transport, food & beverage, car rental, taxi services, travel agents…

How visitor spending generates impact

- Travelers create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, and taxes within each sector.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.



- Lastly, the induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the Connecticut economy.

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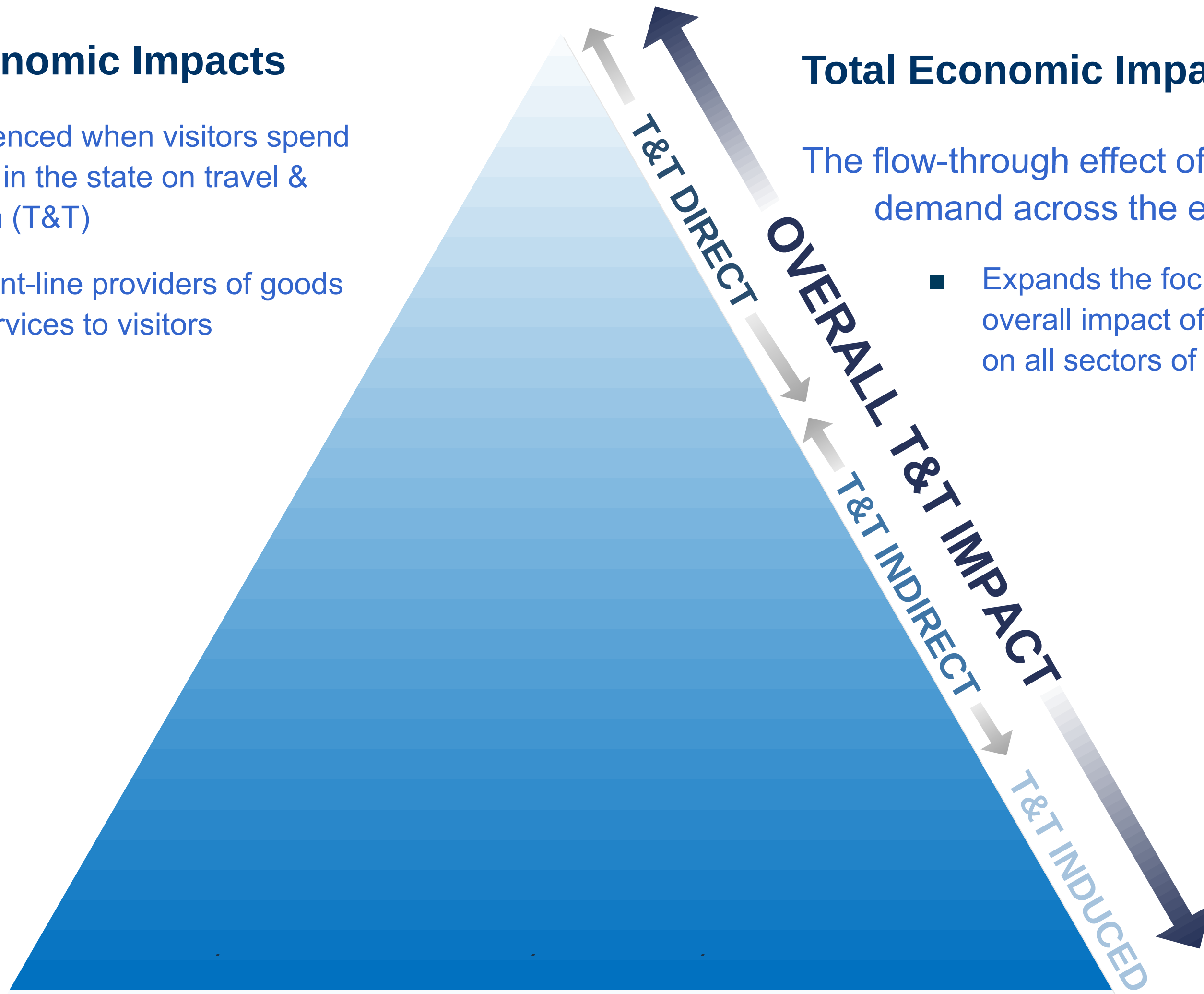
Illustrating the concepts

Direct Economic Impacts

- Experienced when visitors spend money in the state on travel & tourism (T&T)
- The front-line providers of goods and services to visitors



Total Economic Impacts

The flow-through effect of all tourism demand across the economy

- Expands the focus to measure the overall impact of travel & tourism (T&T) on all sectors of the economy

Overview

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2013 Highlights

Traveler Spending

- Traveler spending of $8.3 billion generated $14.0 billion in total business sales in 2013 as travel dollars flowed through the state's economy.
- Travelers to Connecticut destinations spent 3.0% more in 2013 than in 2012.

Traveler Counts

- Overnight travel grew in 2013 as improving economic conditions and moderating growth in transportation costs encouraged travel.

2013 Highlights

Jobs

- A total of 118,586 jobs, including 80,645 direct, with income of $5.0 billion, were sustained by travelers to Connecticut last year.
- Traveler-supported employment represents 5.3% of all employment in the State of Connecticut.

Taxes

- Including indirect and induced impacts, travel in Connecticut generated $858 million in state and local taxes and $748 million in Federal taxes last year.
- State government received $315.5 million in revenues from tourism activity with local government revenue in 2013 of $189.1 million.

Traveler Spending

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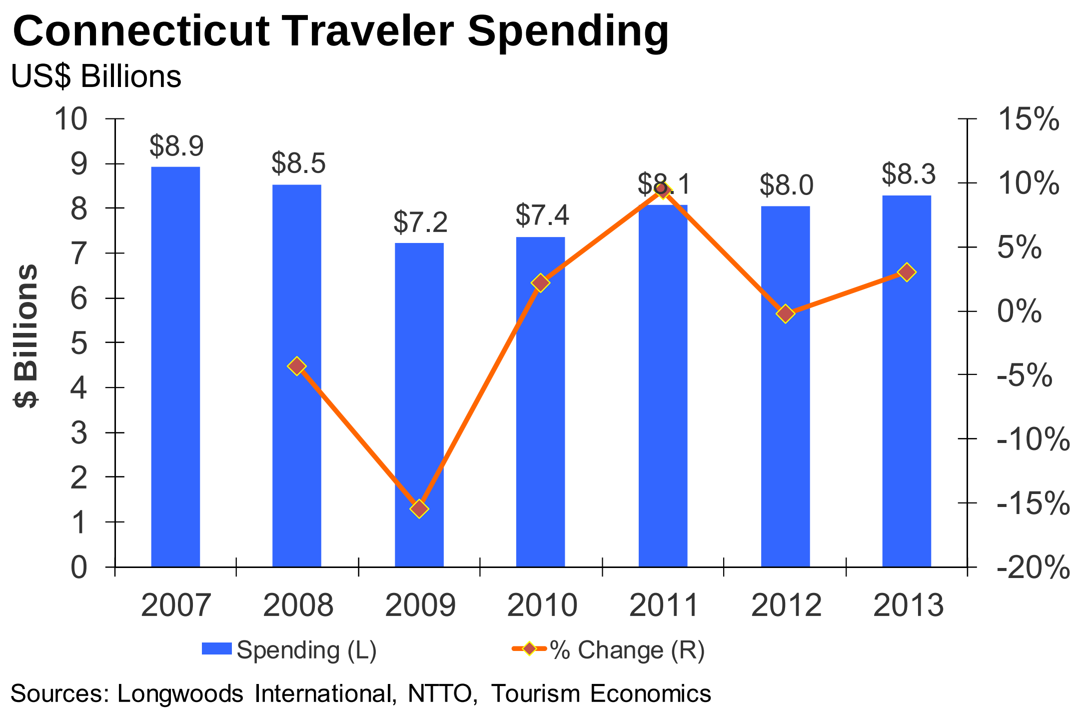
Traveler spending growth in 2013

- Traveler spending grew 3.0% in 2013 to reach $8.3 billion.
- Traveler spending growth has averaged 3.5% per annum over the past four years.



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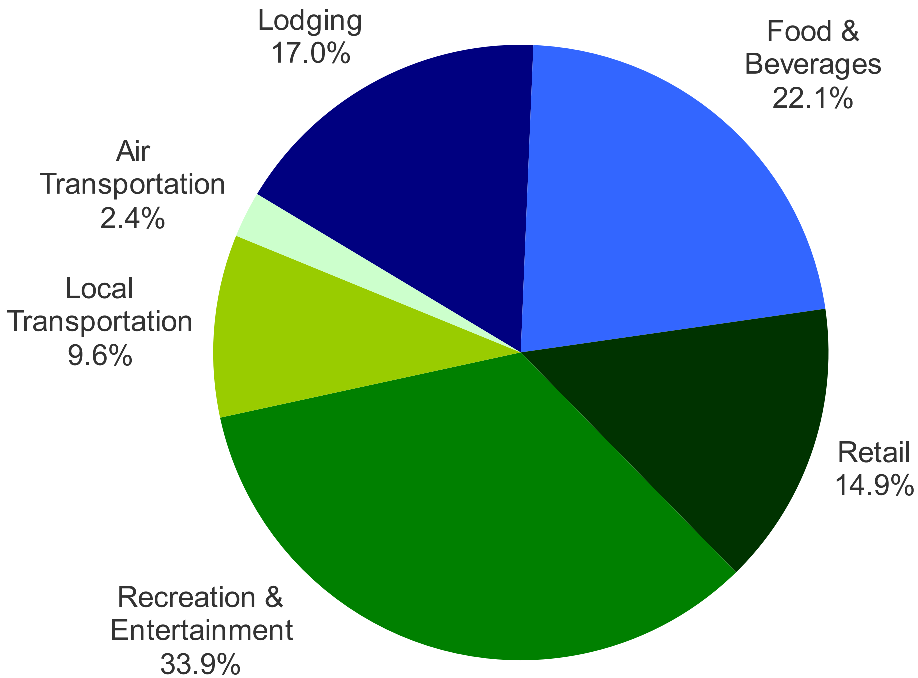
Visitor spending by category

- Traveler spending performance was particularly supported by spending growth in the F&B and retail sectors in 2013

Traveler Spending (US$ Million)								
Sector	2007	2008	2009	2010	2011	2012	2013	% Change
Lodging	$1,261	$1,277	$1,111	$1,185	$1,314	$1,346	$1,413	4.9%
Food & Beverages	$1,730	$1,657	$1,374	$1,442	$1,658	$1,707	$1,831	7.3%
Retail	$1,075	$1,113	$962	$1,007	$1,160	$1,163	$1,239	6.5%
Recreation & Entertainment	$3,659	$3,400	$2,938	$2,869	$2,949	$2,854	$2,814	-1.4%
Local Transportation	$1,017	$902	$675	$696	$794	$782	$796	1.8%
Air Transportation	$175	$186	$155	$175	$193	$196	$200	2.1%
TOTAL	$8,918	$8,535	$7,215	$7,374	$8,068	$8,047	$8,292	3.0%
% Change		-4.3%	-15.5%	2.2%	9.4%	-0.3%	3.0%	

Traveler spending by sector

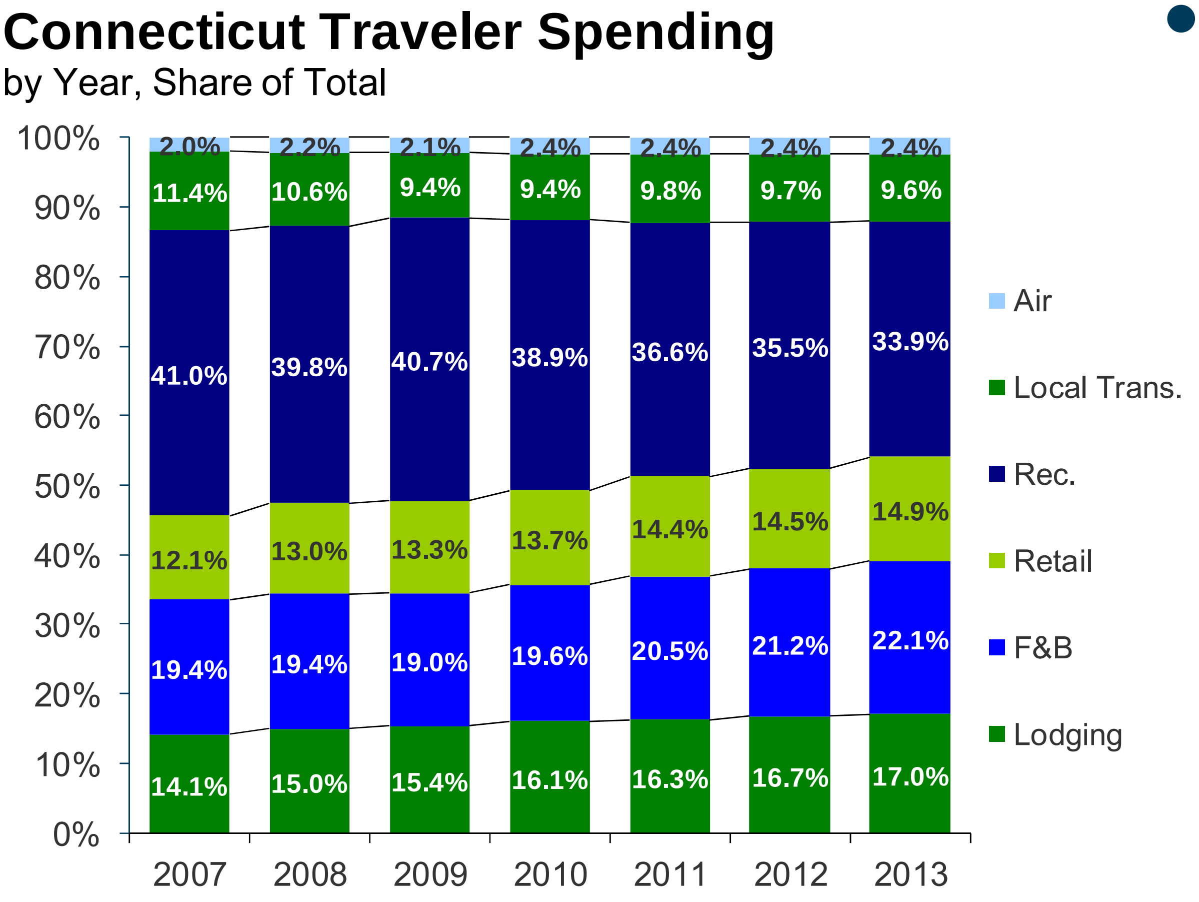
Connecticut Traveler Spending



Sources: Longwoods International, NTTO, Tourism Economics

- Recreational spending represents 34% of all traveler spending.
- With growth in both occupancy and room rates, the share of the traveler dollar spend on lodging has grown to 17% in 2013.
- Retail purchases represent 14.9% of every traveler dollar.

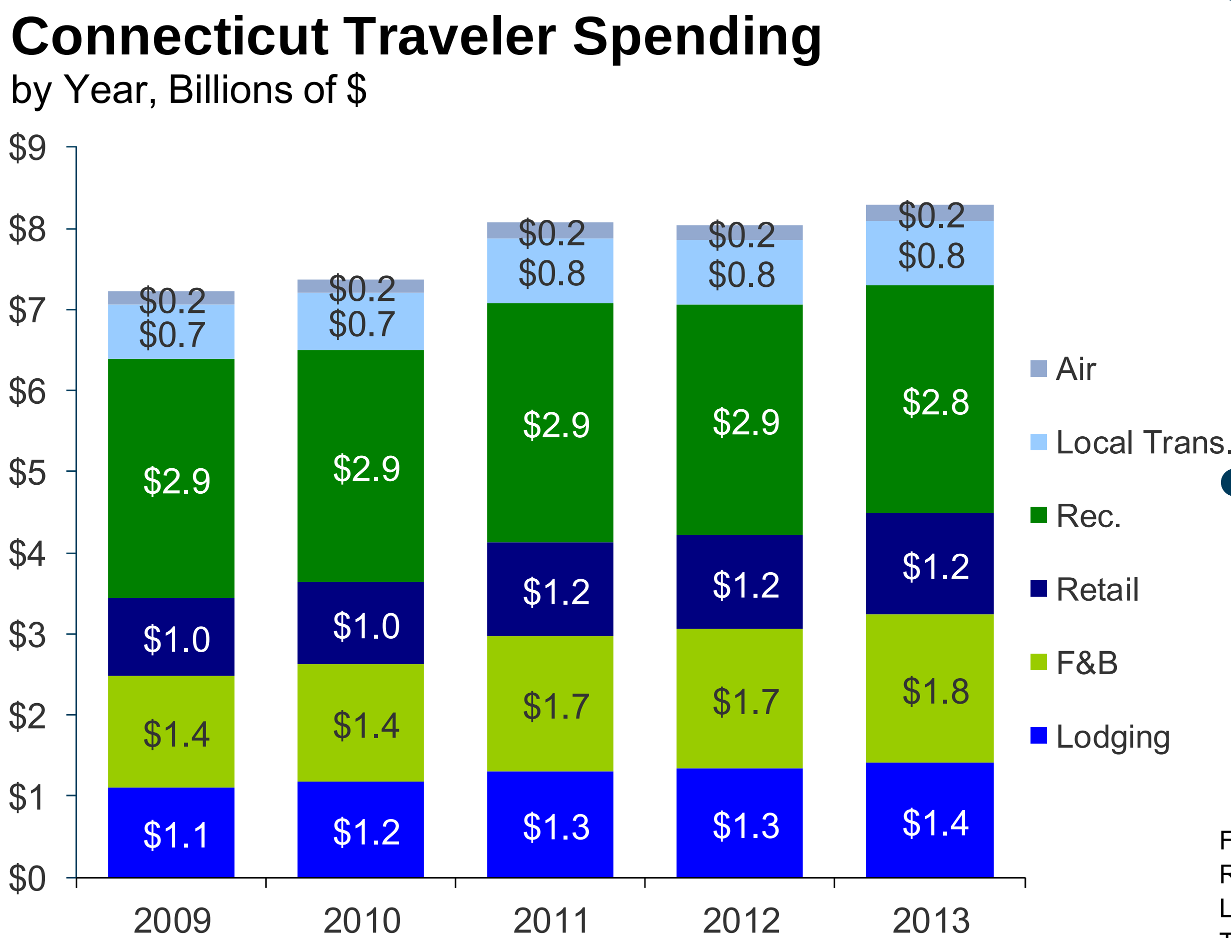
Traveler spending by sector



Sources: Longwoods International, NTTO, Tourism Economics

- As more dollars are spent in the state outside of the casinos and fewer dollars spent in the casinos, the share of the traveler dollar spent on recreational activities has fallen to under 34% in 2013.

Traveler spending by sector



Sources: Longwoods International, NTTO, Tourism Economics

- Spending grew by $245 million in 2013 and more than a half of that increase was in the food & beverage category.
- Retail and lodging spending each increased by around $70 million.

F&B:	Food & Beverages
Retail:	Retail Shopping
Lodging:	Accommodations Sales
Trans:	Non-Air Transportation
Rec:	Recreation & Entertainment
2nd homes:	2nd Home Rental Spending
Air:	Air Transportation Spending

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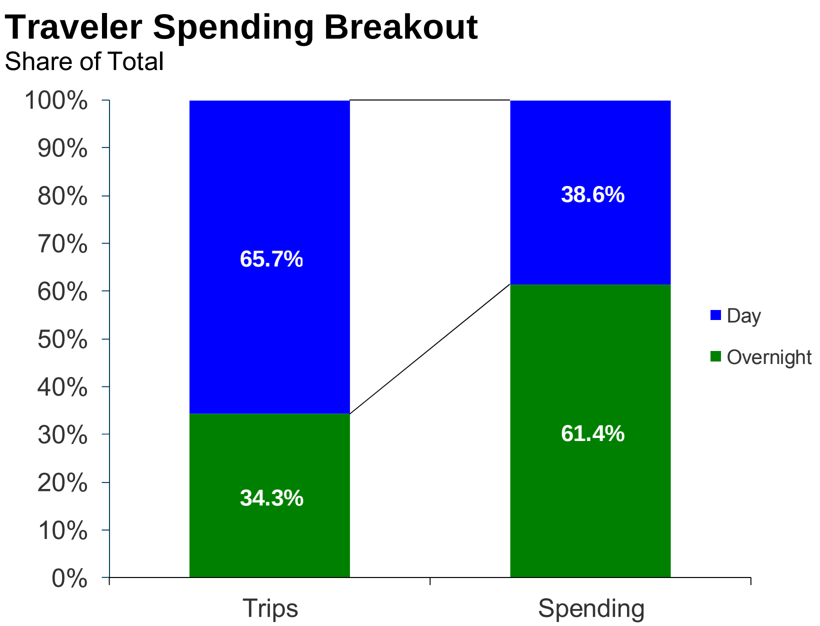
Overnight and day markets

- Of all Connecticut travelers in 2013, nearly two-thirds were day travelers (66%).
- While representing only 34% of all trips, overnight traveler spending accounts for nearly 62% of all traveler spending, generating $5.1 billion.
- On average, overnight travelers spent $255 per person in Connecticut during their trip.



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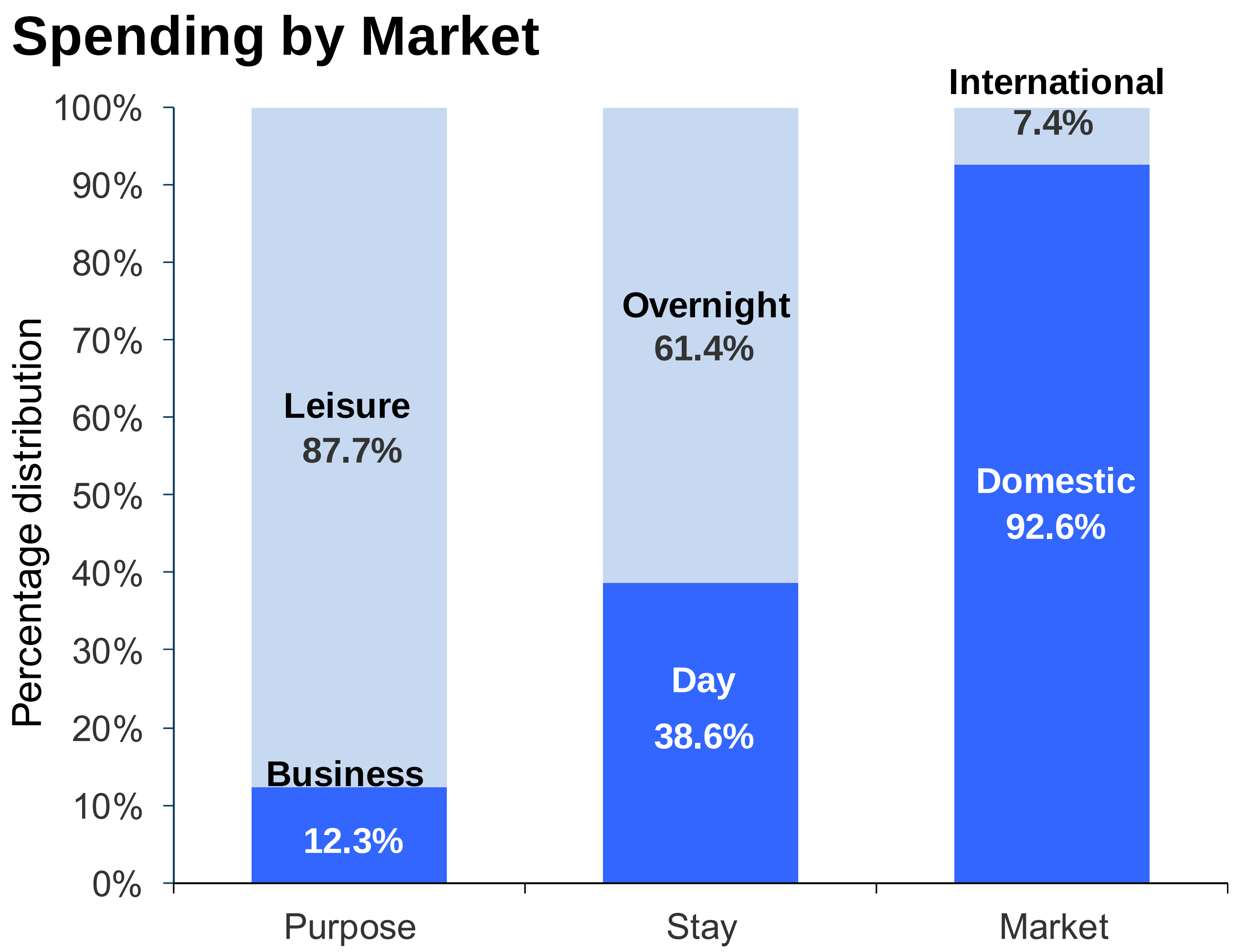
Traveler spending by market segment

- Business travel comprises 12% of all traveler spending.
- Day travelers in Connecticut spent $3.2 billion in 2013; 38.6% of the total.
- Domestic travelers represent 92.6% of all traveler spending.

Traveler Spending in 2013 (US$ Billion)					
Purpose		Stay		Market	
Business	$1.02	Day	$3.20	Domestic	$7.68
Leisure	$7.27	Overnight	$5.09	Overseas	$0.61
Total	$8.29	Total	$8.29	Total	$8.29
Share					
Purpose		Stay		Market	
Business	12.3%	Day	38.6%	Domestic	92.6%
Leisure	87.7%	Overnight	61.4%	Overseas	7.4%

Traveler spending by market segment



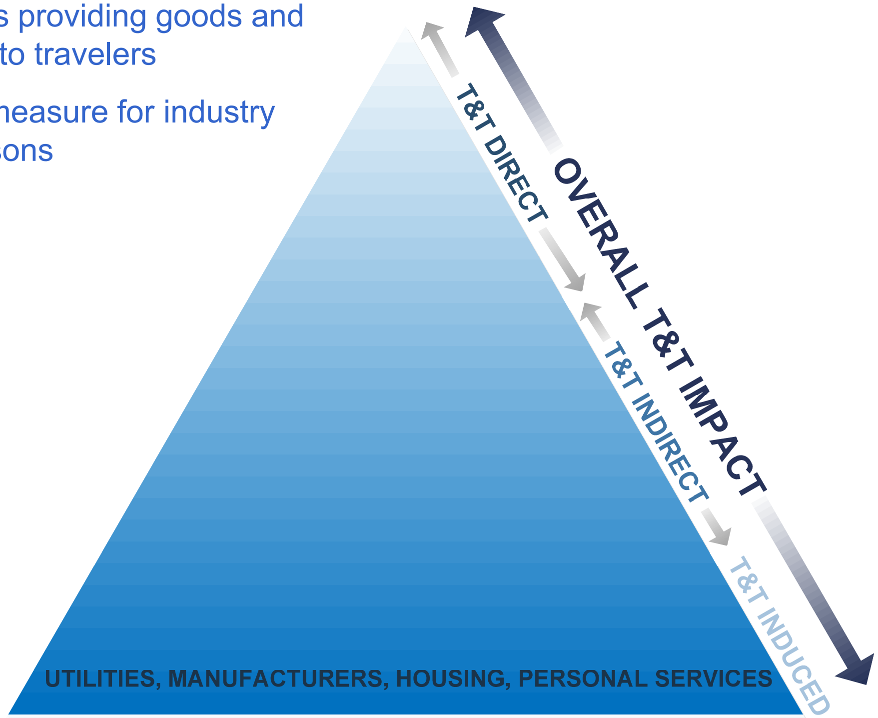
Sources: Longwoods International, NTTO, Tourism Economics

Translating sales into impact

Direct Economic Impact

The first round of impacts to industries providing goods and services to travelers

Narrow measure for industry comparisons



Total Economic Impact

Includes indirect (supply chain) and induced (income effects) impacts

The flow-through effect of T&T demand across the economy

- **Direct tourism sales flow through the Connecticut economy, generating GDP, jobs, wages, and taxes.**
- **The indirect impacts measure supply chain (b2b) activity generated by tourism sales.**
- **The induced impacts measure the effects of tourism-generated incomes that are spent within the state.**

Total Economic Impact

What is the direct economic value of tourism-related sectors?

Travel generated sales

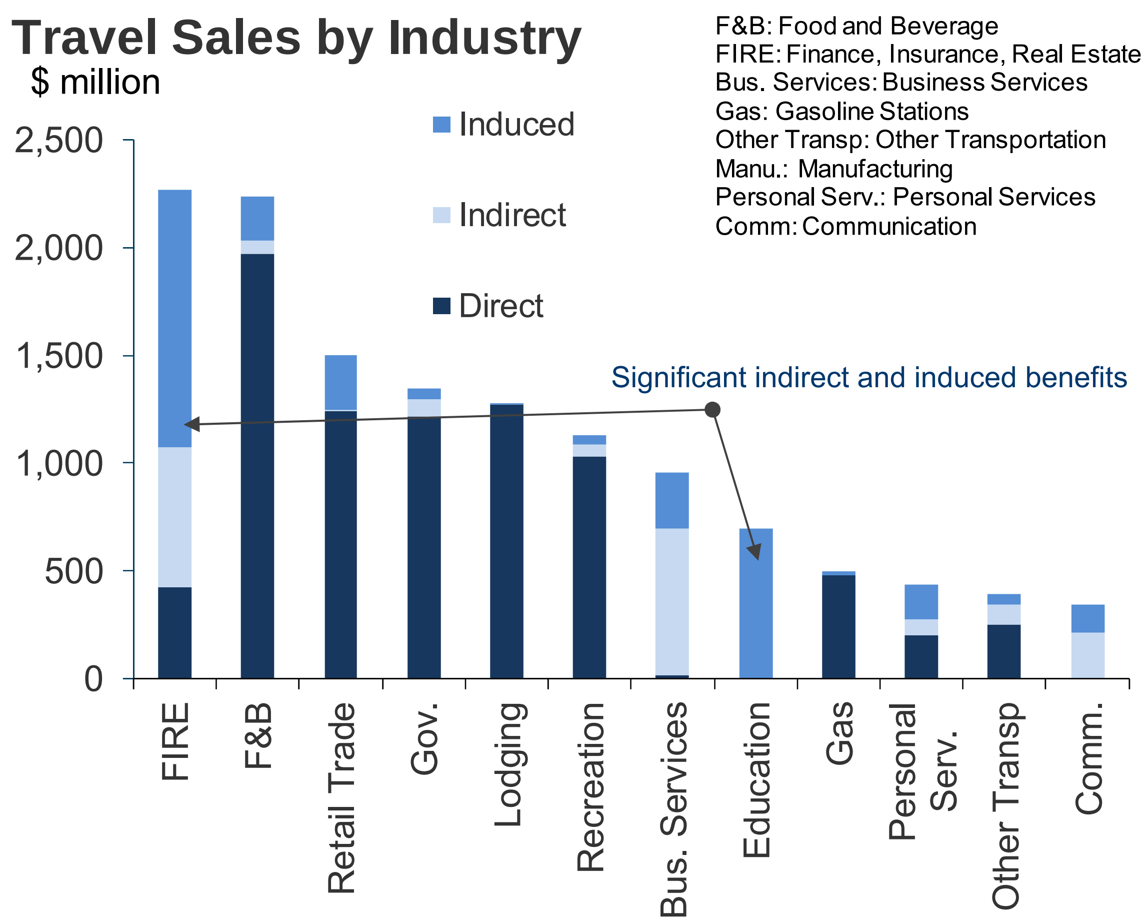
Travel Sales (US$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	17.5	8.5	26.0
Construction and Utilities	-	219.0	91.9	310.9
Manufacturing	-	119.9	100.7	220.7
Wholesale Trade	-	64.8	137.3	202.1
Air Transport	200.2	2.6	6.7	209.5
Other Transport	248.1	96.1	47.7	391.8
Retail Trade	1,238.5	9.6	252.1	1,500.2
Gasoline Stations	477.5	0.9	18.3	496.7
Communications	-	211.1	128.4	339.5
Finance, Insurance and Real Estate	422.4	654.1	1,195.7	2,272.3
Business Services	13.8	681.5	263.6	959.0
Education and Health Care	-	4.4	691.8	696.1
Recreation and Entertainment	1,028.4	59.9	41.5	1,129.8
Lodging	1,272.7	1.3	1.5	1,275.5
Food & Beverage	1,974.2	58.4	205.7	2,238.3
Personal Services	200.2	74.0	158.8	432.9
Government	1,215.7	80.7	52.2	1,348.7
TOTAL	8,291.7	2,355.9	3,402.4	14,049.9

* Direct sales include cost of goods sold for retail sectors

Traveler spending of $8.3 billion generated a travel generated economic impact of $14.0 billion in 2013 as traveler dollars flowed through the Connecticut economy.

Travel sales

- All business sectors of the Connecticut economy benefit from tourism activity directly and/or indirectly.
- Sectors that serve the tourism industry, like business services, gain as suppliers to a dynamic industry.



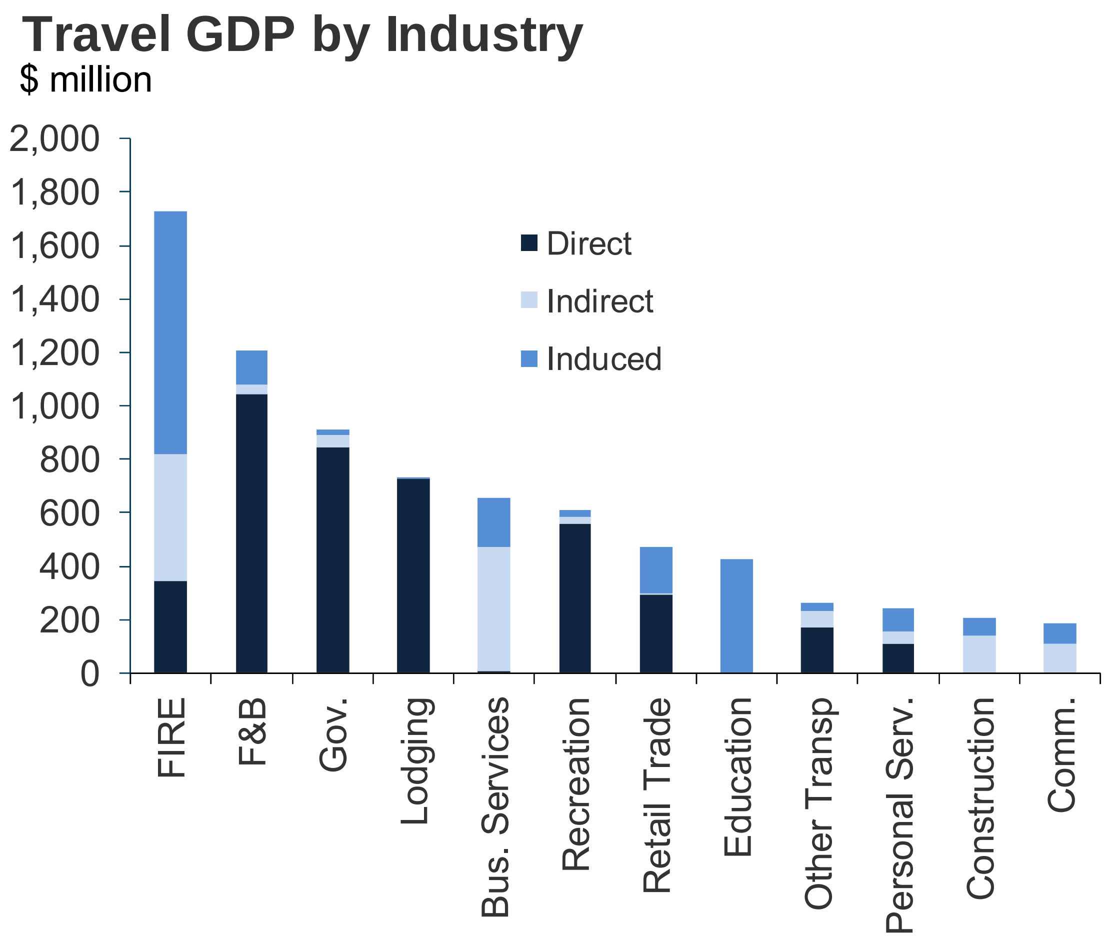
Travel GDP (value added)

Travel GDP (Value Added) (US$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	10.5	5.1	15.5
Construction and Utilities	-	142.2	64.8	207.0
Manufacturing	-	43.8	38.1	81.9
Wholesale Trade	-	56.2	119.1	175.4
Air Transport	92.3	1.2	3.1	96.6
Other Transport	168.1	63.0	30.9	262.1
Retail Trade	292.8	6.5	171.1	470.4
Gasoline Stations	51.9	0.6	13.3	65.9
Communications	-	110.0	73.7	183.6
Finance, Insurance and Real Estate	345.4	472.3	913.1	1,730.8
Business Services	8.3	465.0	182.6	655.9
Education and Health Care	-	2.4	424.6	427.0
Recreation and Entertainment	560.3	26.4	22.0	608.7
Lodging	726.6	0.8	0.8	728.2
Food & Beverage	1,045.6	33.2	127.2	1,206.1
Personal Services	111.0	45.9	86.8	243.7
Government	844.1	48.5	20.6	913.3
TOTAL	4,246.4	1,528.6	2,297.0	8,072.0

Travel generated $8.1 billion in state GDP in 2013, representing 3.2% of the total Connecticut economy. This excludes all import leakages to arrive at the economic value generated by travel.

Travel GDP (value added)

- While the food & beverage and lodging industry are key contributors to visitor supported GDP, FIRE (Finance, Insurance and Real Estate) and business services - key industries in the state – significantly benefit from and contribute to visitor supported GDP in Connecticut.



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Why sales and GDP differ

- Tourism industry sales in Connecticut tally $8.3 billion while direct GDP measures $4.2 billion

- GDP (Gross domestic product) is less than sales because it measures only the locally-produced value of goods and services consumed by visitors

  - This includes the local labor, capital depreciation, and the profits of tourism-related companies that are based in Connecticut.

  - The costs of imported goods (gasoline, food or retail goods) that come from out-of-state are excluded from the GDP calculation.

  - In addition, business profits from out-of-state companies are also excluded. For example, Wal-Mart profits leave the state.

Travel employment

- The tourism sector supported more than 118,500 jobs in 2013.
- 5.3% of all employment in Connecticut is supported by visitor spending – one of every 18.8 jobs.

Travel Employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	156	104	260
Construction and Utilities	-	865	244	1,109
Manufacturing	-	334	185	519
Wholesale Trade	-	318	675	993
Air Transport	660	8	21	689
Other Transport	1,813	821	428	3,063
Retail Trade	7,019	119	3,157	10,295
Gasoline Stations	516	6	132	655
Communications	-	592	352	944
Finance, Insurance and Real Estate	303	2,934	3,355	6,592
Business Services	71	5,101	2,064	7,235
Education and Health Care	-	62	6,379	6,441
Recreation and Entertainment	17,419	1,176	778	19,373
Lodging	13,136	13	14	13,163
Food & Beverage	28,487	903	3,193	32,583
Personal Services	2,034	706	1,985	4,726
Government	9,187	524	237	9,947
TOTAL	80,645	14,638	23,303	118,586

Note: government employment includes tribal casino employment. Bureau of Economic Analysis categorizes all tribal employment as government employment.

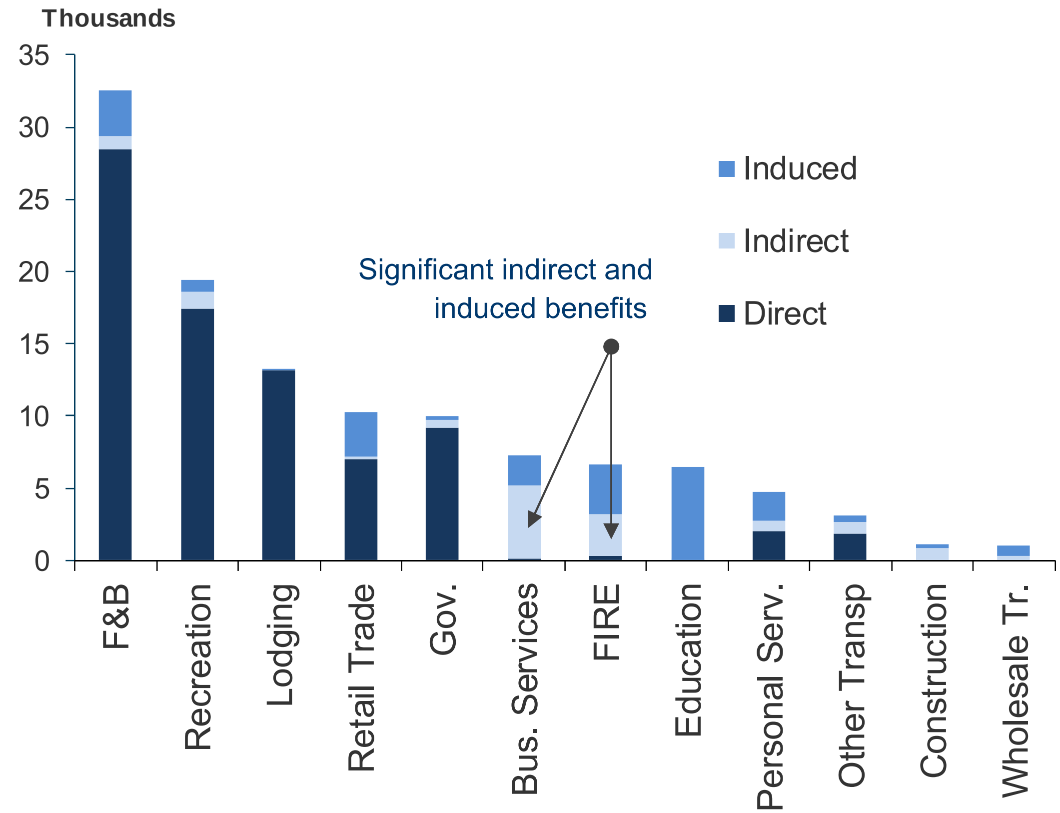
Indirect impacts quantify the supply chain to those industries directly providing goods or services to travelers.

Induced impacts are generated when employees whose incomes are generated either directly or indirectly by travel, spend those incomes in the state economy.

Travel employment

- Travel is an employment intensive industry directly supporting nearly 32,500 jobs in the food & beverage industry.
- Travel spending supported a total of more than 13,150 jobs in the lodging industry.
- Secondary benefits are realized across the entire economy through the supply chain and incomes as they are spent.

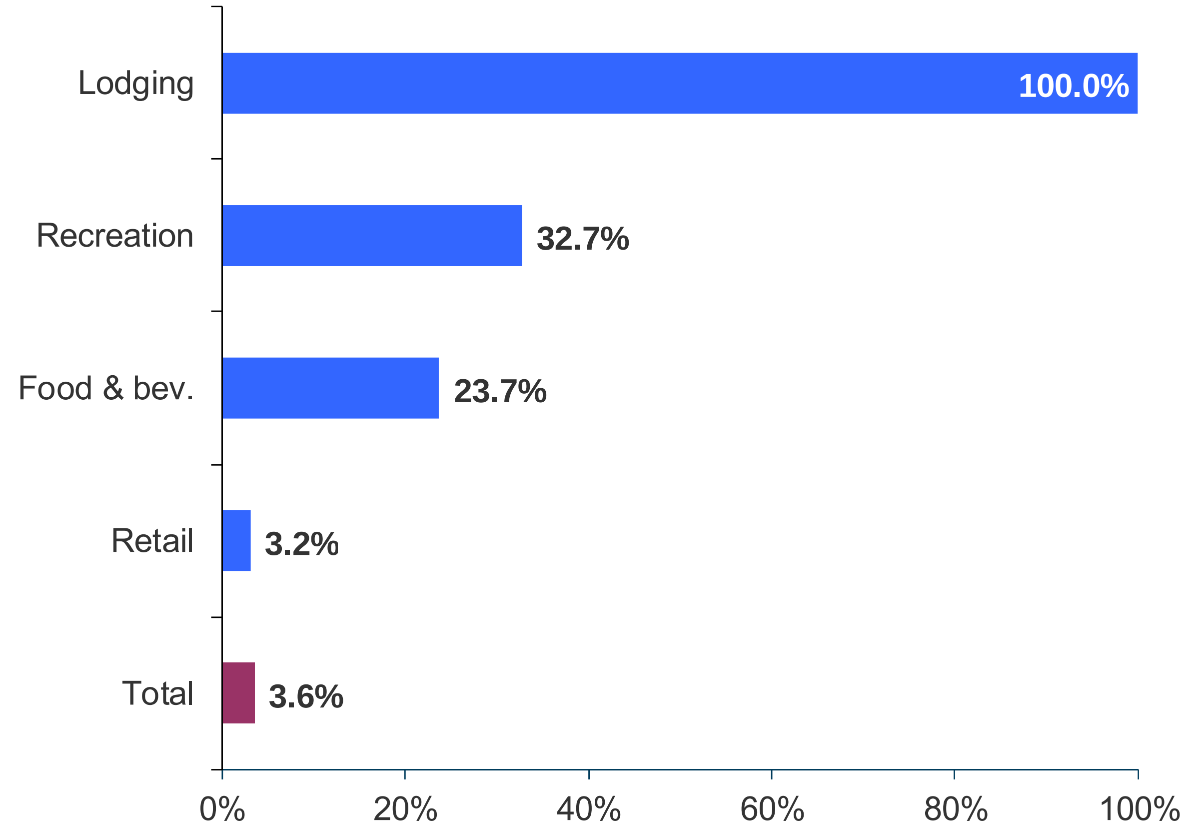
Travel Employment by Industry



Travel employment intensity

- Tourism is a significant part of several industries – 100% of lodging, 33% of recreation, and 24% of food & beverage employment is supported by tourism spending.

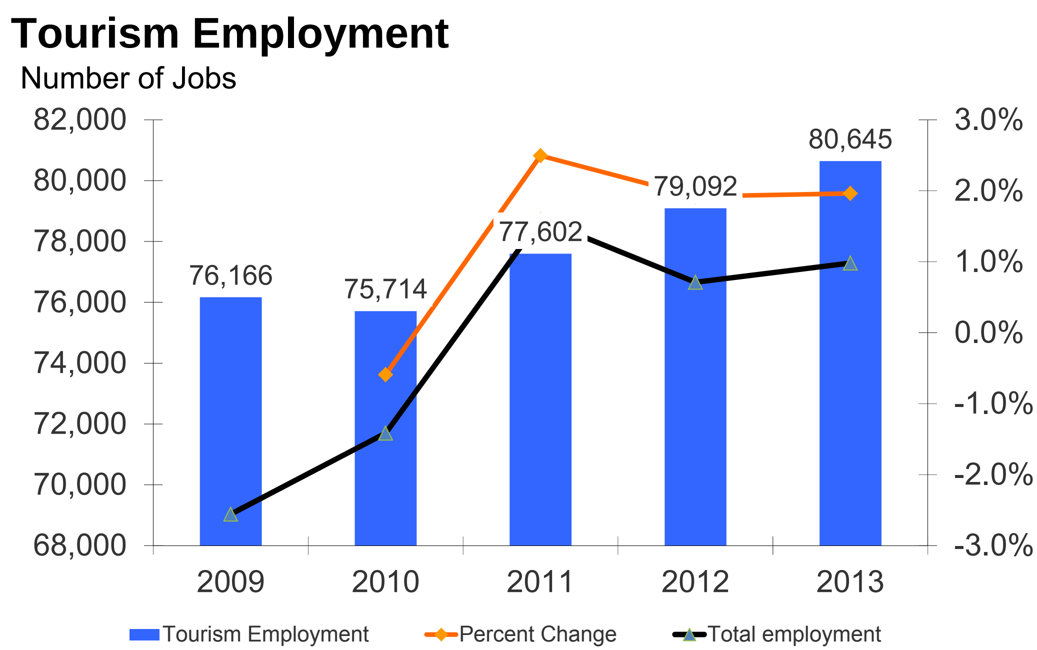
Tourism Employment Intensity by Industry



Travel employment growth

Tourism Employment					
	2009	2010	2011	2012	2013
Tourism Employment	76,166	75,714	77,602	79,092	80,645
Percent Change		-0.6%	2.5%	1.9%	2.0%

- Tourism employment grew 2.0% in 2013, posting three straight years of employment growth.
- Tourism employment has outpaced overall employment growth by 1.0 percentage points in each of the past two years.



Source: Tourism Economics

Tourism ranking

- Were tourism an industry as defined by the government, tourism employment would ranks as the 8th largest industry in Connecticut.

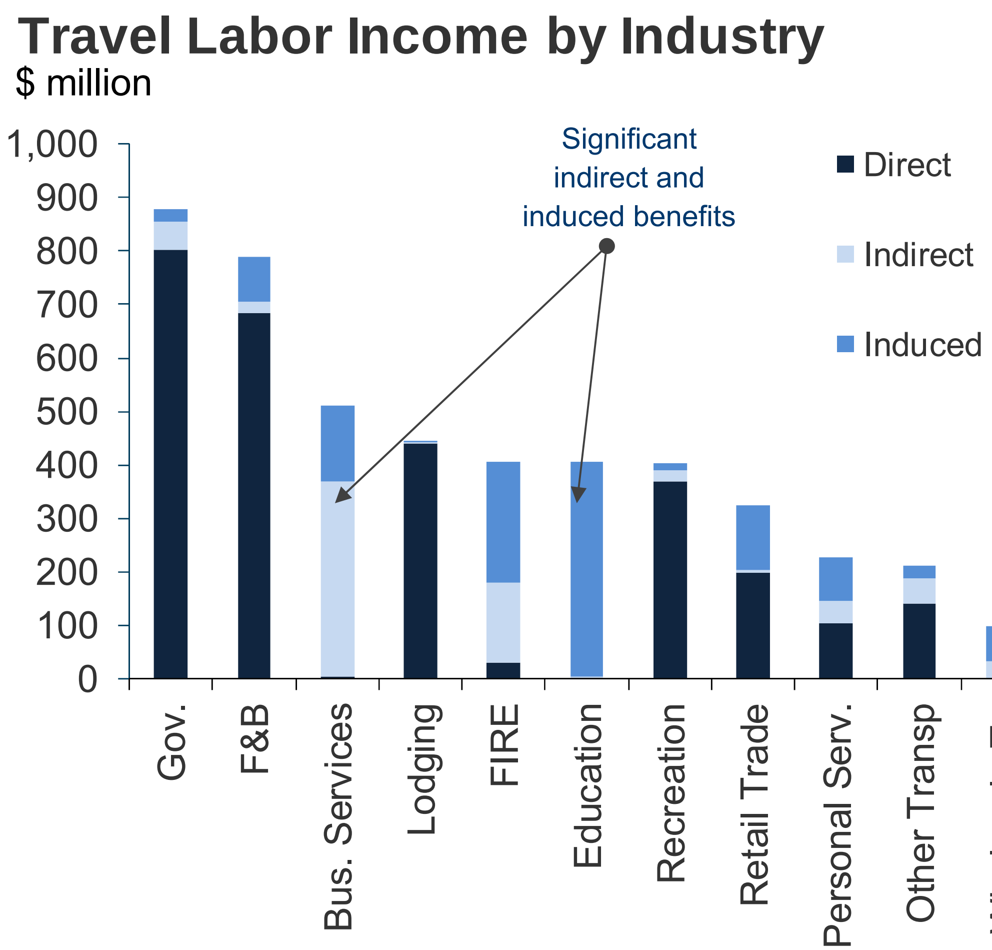
Employment Ranking State of Connecticut		
Rank	**Industry**	**Employment (000s)**
1	Health care and social assistance	259.3
2	Retail trade	183.5
3	Manufacturing	163.8
4	Accommodation and food services	121.8
5	Finance and insurance	112.7
6	Professional, scientific, and technical services	90.4
7	Administrative and waste management services	85.0
8	**Tourism**	**80.6**
9	Wholesale trade	63.3
10	Educational services	62.6
11	Other services, except public administration	62.1
12	Construction	53.8
13	Transportation and warehousing	44.4
14	Information	31.9
15	Management of companies and enterprises	29.2

Travel personal income

Travel Labor Income (Compensation) (US$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	6.2	3.3	9.5
Construction and Utilities	-	69.1	25.5	94.6
Manufacturing	-	27.2	17.2	44.4
Wholesale Trade	-	31.8	67.4	99.2
Air Transport	52.7	0.7	1.8	55.1
Other Transport	140.8	47.5	22.8	211.1
Retail Trade	198.9	4.7	120.7	324.4
Gasoline Stations	30.8	0.4	7.9	39.1
Communications	-	53.3	29.5	82.8
Finance, Insurance and Real Estate	30.0	148.9	227.9	406.8
Business Services	4.6	363.0	142.6	510.2
Education and Health Care	-	2.4	403.2	405.5
Recreation and Entertainment	367.8	20.7	14.9	403.4
Lodging	441.0	0.4	0.5	441.9
Food & Beverage	683.4	21.7	84.8	789.9
Personal Services	103.0	41.4	82.4	226.8
Government	802.4	51.6	23.4	877.4
TOTAL	2,855.4	891.0	1,275.6	5,022.1

Travel personal income

- Significant employment in F&B and lodging drives high labor income in those industries.
- Above average wages drive labor income in supplier industries such as business services.
- The average labor income of workers directly supported by traveler spending was $32,745 in 2013.



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Travel tax generation

Traveler-Generated Tax Revenues (US$ Million, Year)			
	Direct	Indirect/ Induced	Total
Federal	405.0	343.1	748.1
Personal Income	13.4	16.4	29.9
Corporate	71.5	95.3	166.8
Indirect business	49.9	41.0	91.0
Social Security	270.1	190.4	460.5
State and Local	504.6	353.7	858.3
Sales	92.6	102.3	195.0
Bed Tax	104.6	-	104.6
Personal Income	74.2	56.5	130.7
Corporate	8.7	11.5	20.2
Social Security	2.9	2.0	4.9
Excise and Fees	32.5	25.8	58.4
Property	189.1	155.5	344.6
TOTAL	909.6	696.9	1,606.4

- Tax revenue as a result of visitor activity reached $1.6 billion in 2013.
- State and local taxes alone tallied $858 million in 2013 - $498.9 million in state revenues and $359.4 million in revenues for local governments.
- $500 million in state and local tax revenue was a DIRECT result of visitor activity in the state.

Each household in Connecticut would need to be taxed an additional $640 per year to replace the traveler taxes received by state and local governments.

The importance of tourism in Connecticut in context

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How important is tourism?

- Were the Connecticut tourism industry a single business, it would rank #317 on the Fortune 500 list, similar in size to Hormel Foods, and larger than MasterCard Incorporated, Campbell's Soup Company, Coca-Cola Enterprises, or Avis.

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How important is tourism?

- The 80,645 direct tourism jobs are nearly three times more than the number of students at UConn.

- Total tourism supported employment would be enough to fill the Yale Bowl, Rentschler Field and Gampell Pavillion.

How important is tourism?

- The $858 million in state and local revenues from visitor activity represents $640 per household in Connecticut – or about the average cost to attend a wedding (gift not included!).

https://www.americanexpress.com/us/content/infographics/average-cost-of-a-wedding/

How important is tourism?

- Connecticut's Tourism Industry provides $315.5 million in direct taxes to the state. This is sufficient to pay for the total combined state budgets for:
  - Connecticut Departments of Public Health, Energy & Environmental Conservation, Criminal Justice, Veterans Affairs, Rehabilitation, Consumer Protection and State Department on Aging;
  - Protection & Advocacy for Persons with Disabilities and;
  - Commissions on Aging, Permanent Status of Women, Children, Latino & Puerto Rican Affairs, African-American Affairs and Asian Pacific Affairs

Takeaways

- Visitation and spending in Connecticut continues to show growth not just in the last year but over the last four years.
- Traveler spending reached $8.3 billion in 2013.
- $14 billion is the total impact of the travelers and traveler impacts run across every industry in Connecticut.
- Tourism also supports the residents of Connecticut (employment) and governmental activities (tax revenues) in CT – and is growing faster than the state economy as a whole.
- Tourism's importance can be favorably compared to many major industries and facilities in CT.

Destination Analysis

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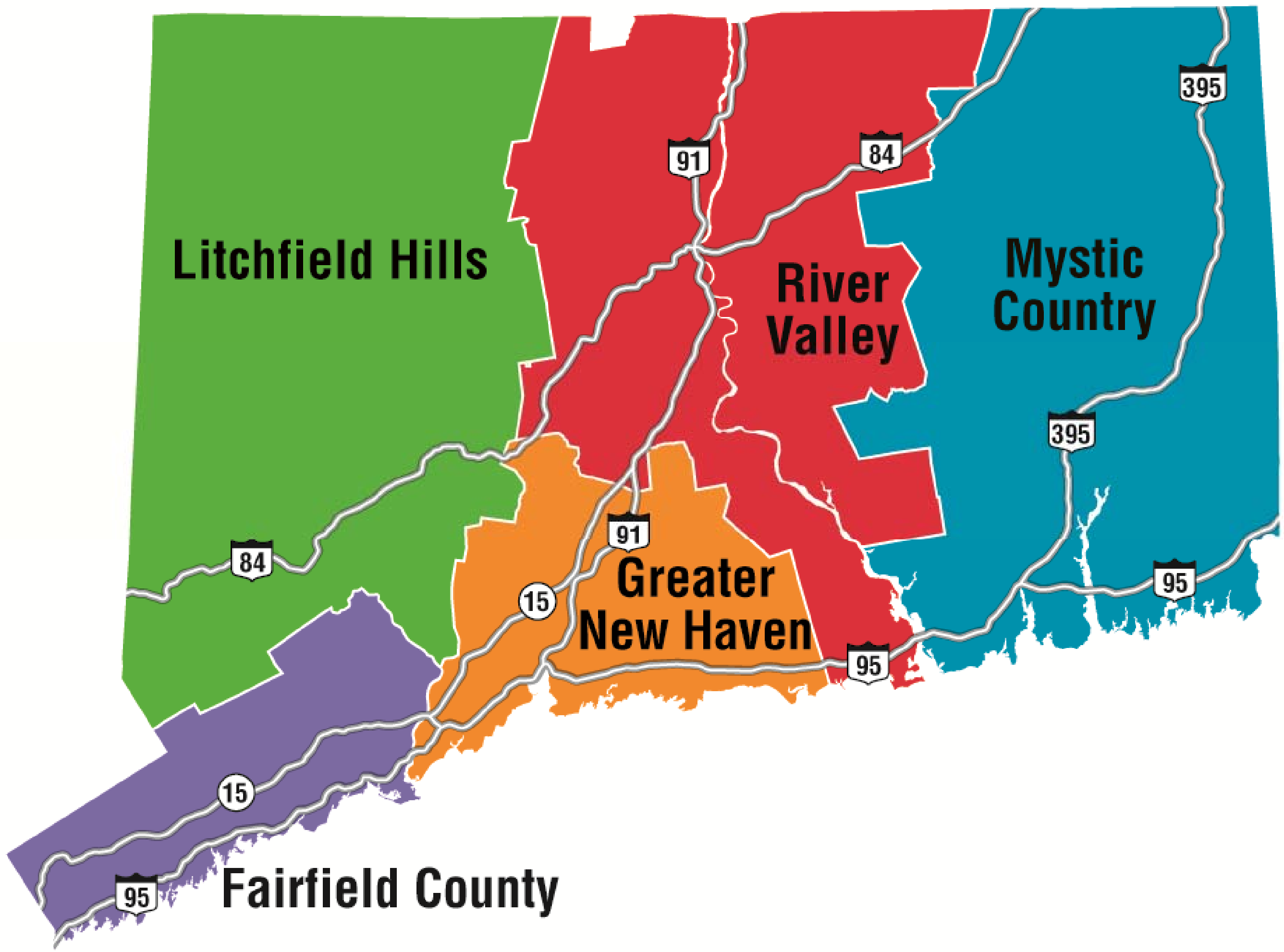
Connecticut Tourism Regions



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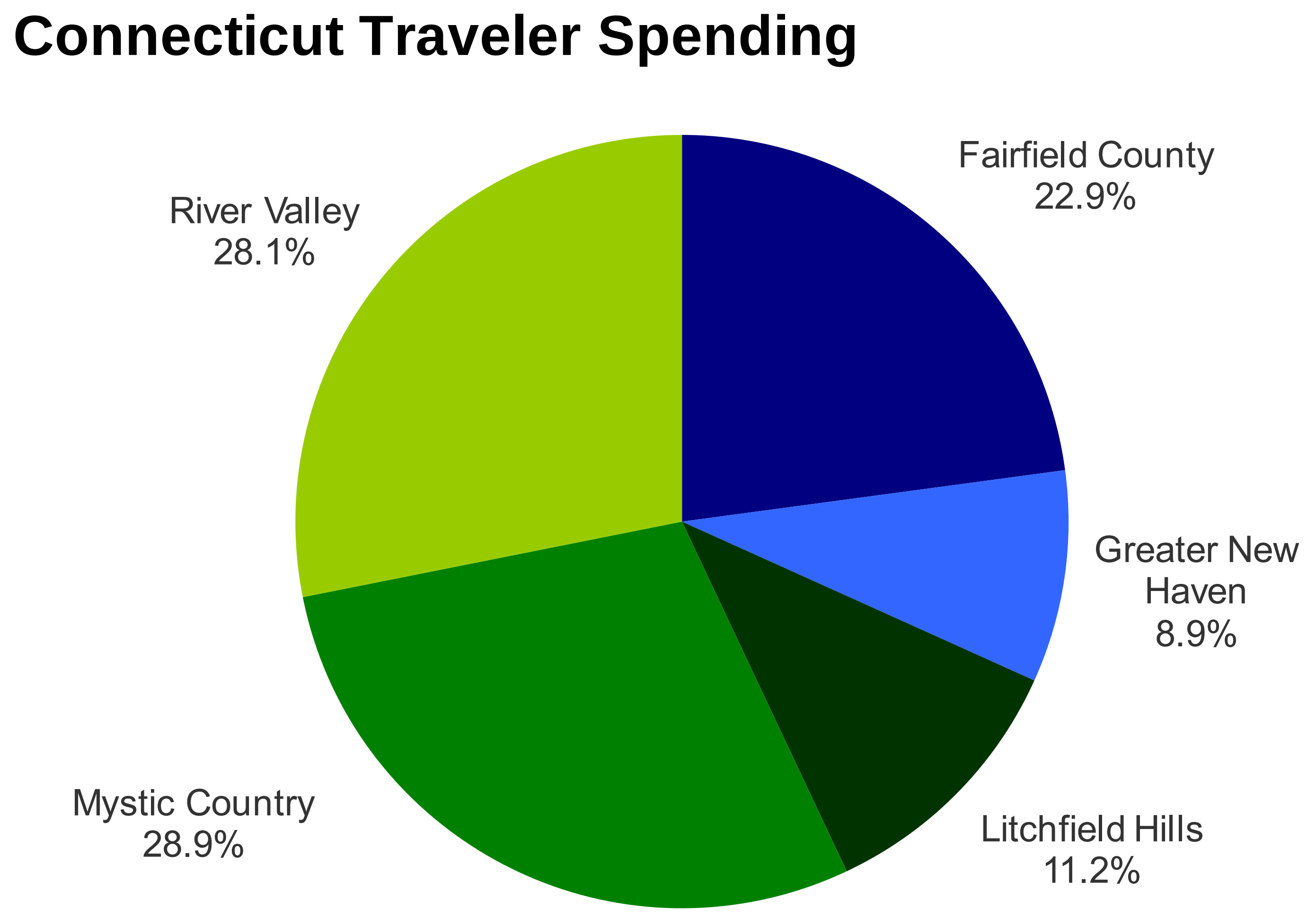
Connecticut Tourism Region Spending

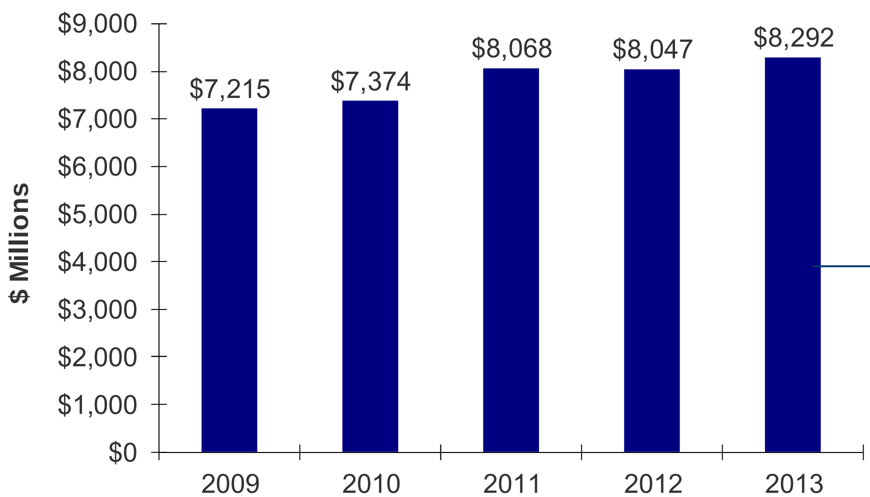


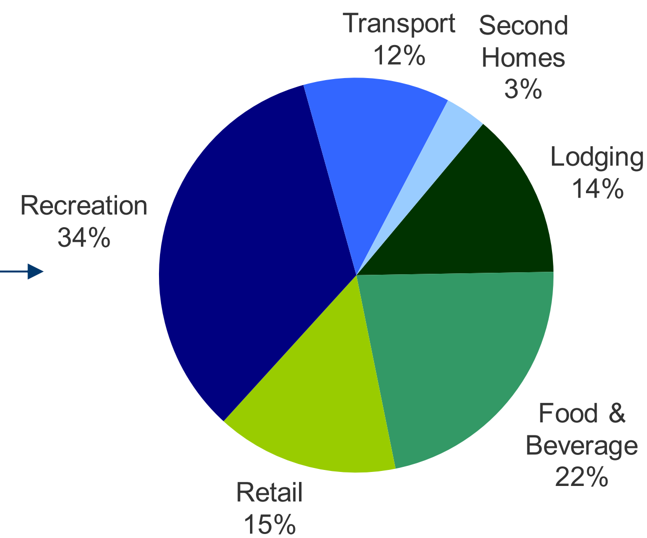
Sources: Longwoods International, NTTO, Tourism Economics

State of Connecticut, Industry Sales

Connecticut								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$1,129.4	$1,830.8	$1,238.5	$2,813.7	$996.0	$283.2	$8,291.7	3.0%
2012	$1,063.3	$1,706.8	$1,162.8	$2,853.8	$977.7	$282.7	$8,047.0	-0.3%
2011	$1,046.7	$1,657.7	$1,160.2	$2,948.9	$986.7	$267.8	$8,068.0	9.4%
2010	$945.9	$1,442.5	$1,006.8	$2,869.2	$870.4	$239.3	$7,374.1	2.2%
2009	$908.7	$1,374.2	$962.0	$2,937.9	$829.8	$202.6	$7,215.2	

Tourism Industry Sales





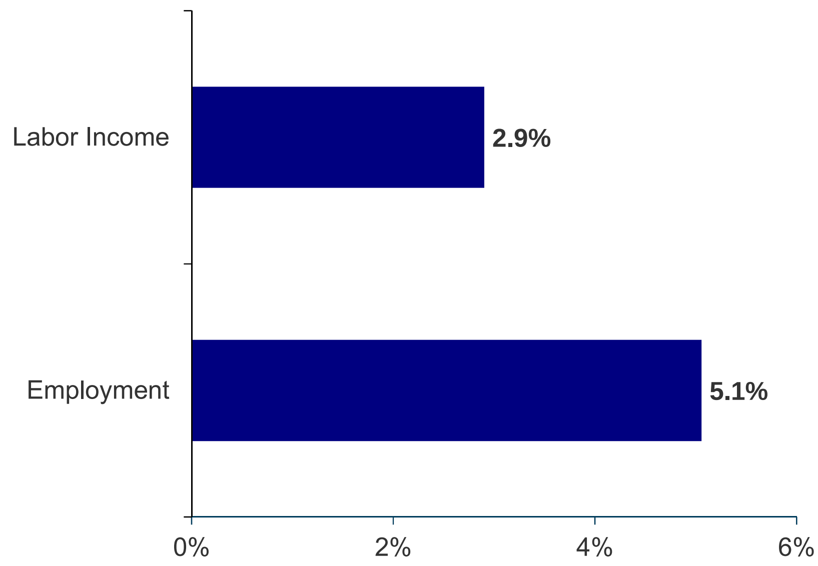
State of Connecticut, Tourism Impact

Connecticut

Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	80,645	118,586	100.00%
2012	79,092	116,397	100.00%
2011	77,602	114,388	100.00%
2010	75,714	111,575	100.00%

Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$2,855.4	$5,022.1	100.00%
2012	$2,795.0	$4,928.3	100.00%
2011	$2,633.4	$4,657.6	100.00%
2010	$2,493.9	$4,418.6	100.00%

Tourism Share of State Economy



Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$748.1	$1,052.0	$104.58	$1,800.1
2012	$731.3	$1,034.3	$101.53	$1,765.7
2011	$705.6	$1,015.8	$90.54	$1,721.4
2010	$660.7	$942.4	$73.32	$1,603.1

Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$8,291.7	$14,049.9
$8,047.0	$13,692.5
$8,068.0	$13,675.2
$7,374.1	$12,582.0

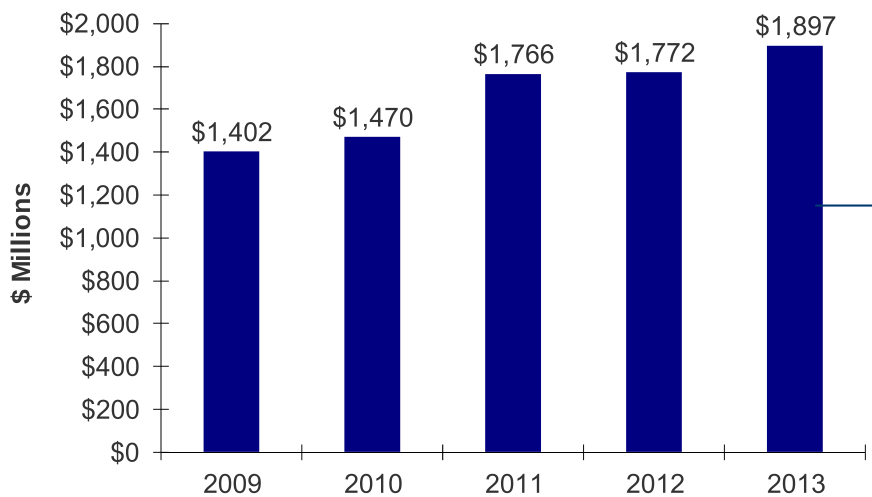
Note: Tourism Share comparisons in this section are against QCEW employment and wage data. Shares will differ from earlier mentions.

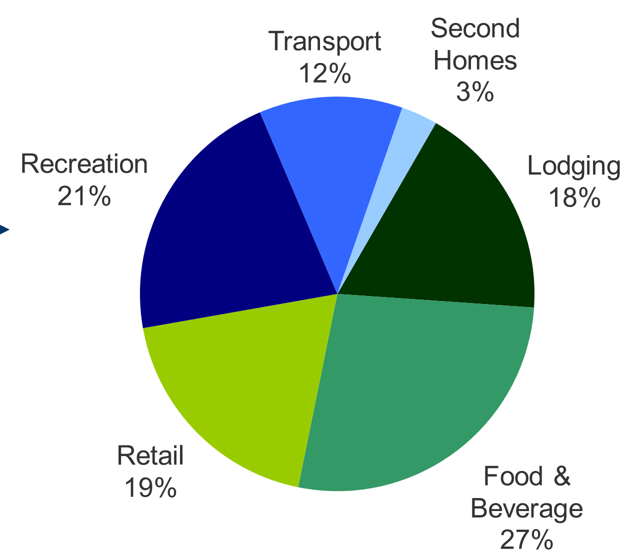
TOURISM ECONOMICS

Fairfield County (Region), Industry Sales

Fairfield County (Region)								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$337.0	$513.5	$361.3	$405.3	$223.0	$56.7	$1,896.7	7.1%
2012	$315.8	$475.3	$338.4	$371.4	$214.3	$56.4	$1,771.7	0.3%
2011	$311.7	$464.0	$339.0	$370.0	$227.9	$53.0	$1,765.6	20.1%
2010	$263.1	$380.5	$277.2	$308.2	$193.8	$47.6	$1,470.4	4.8%
2009	$248.3	$357.6	$261.5	$305.3	$191.6	$38.1	$1,402.5	

Tourism Industry Sales





Fairfield County (Region), Tourism Impact

Fairfield County (Region)

Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	15,919	24,394	20.57%
2012	15,669	24,003	20.62%
2011	15,151	23,297	20.37%
2010	14,425	22,200	19.90%

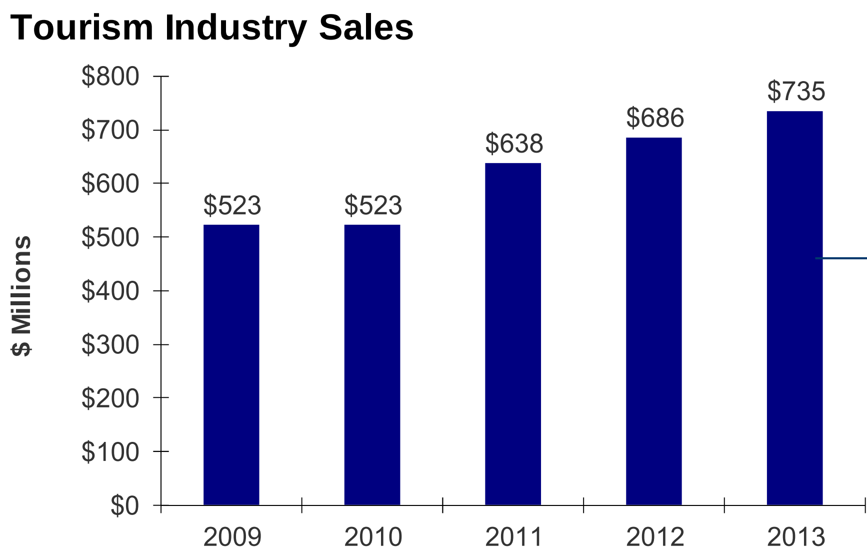
Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$544.7	$1,083.2	21.57%
2012	$533.6	$1,067.0	21.65%
2011	$510.3	$1,022.9	21.96%
2010	$481.2	$960.2	21.73%

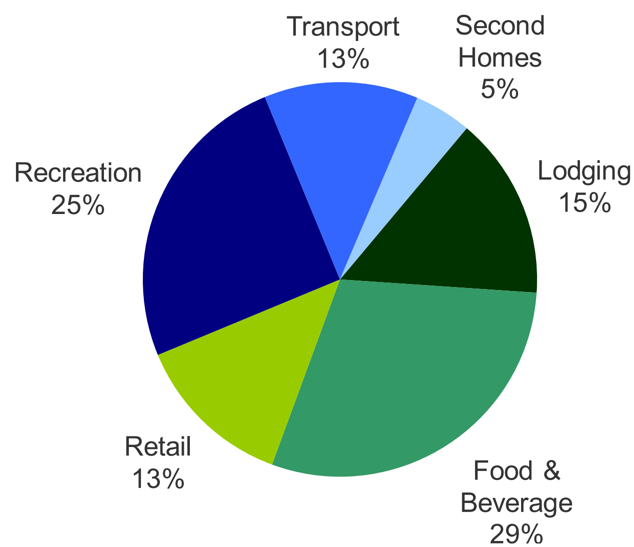
Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$177.7	$227.4	$25.61	$405.1
2012	$173.4	$219.6	$24.67	$393.0
2011	$170.0	$217.0	$21.29	$387.0
2010	$154.0	$187.9	$17.45	$341.9

Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$1,896.7	$3,465.3
$1,771.7	$3,273.9
$1,765.6	$3,263.3
$1,470.4	$2,769.6

Greater New Haven region, Industry Sales

Greater New Haven								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$110.1	$217.1	$96.6	$184.1	$92.9	$34.6	$735.4	7.2%
2012	$103.1	$202.4	$90.8	$165.2	$92.0	$32.4	$685.8	7.5%
2011	$92.2	$186.5	$85.0	$155.2	$86.5	$32.3	$637.8	22.0%
2010	$73.0	$151.6	$72.7	$132.9	$68.7	$23.7	$522.6	0.0%
2009	$79.1	$152.7	$80.9	$125.9	$64.5	$19.7	$522.7	





TOURISM ECONOMICS

Greater New Haven region, Tourism Impact

Greater New Haven

Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	10,060	15,226	12.84%
2012	9,647	14,644	12.58%
2011	9,293	14,142	12.36%
2010	8,952	13,644	12.23%

Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$248.4	$453.1	9.02%
2012	$242.6	$442.4	8.98%
2011	$225.3	$411.9	8.84%
2010	$214.4	$395.3	8.95%

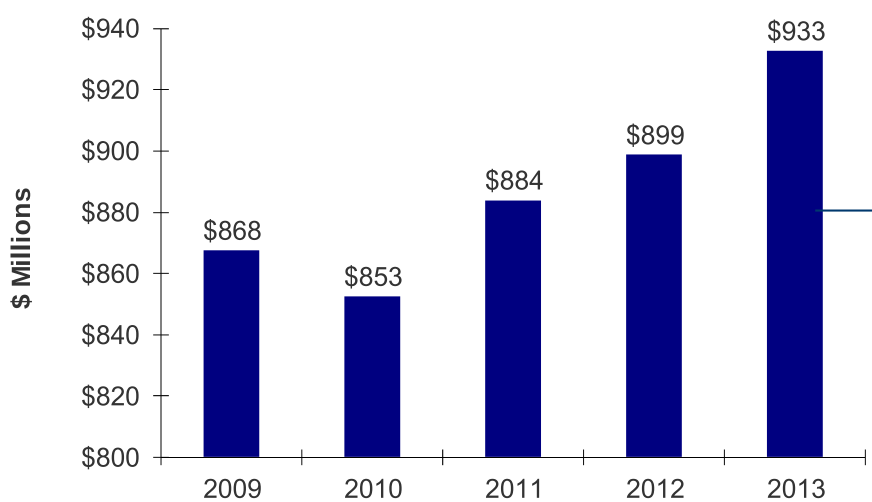
Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$71.2	$90.6	$13.72	$161.8
2012	$69.2	$87.5	$13.27	$156.6
2011	$64.6	$81.4	$11.80	$146.1
2010	$59.4	$70.2	$9.59	$129.6

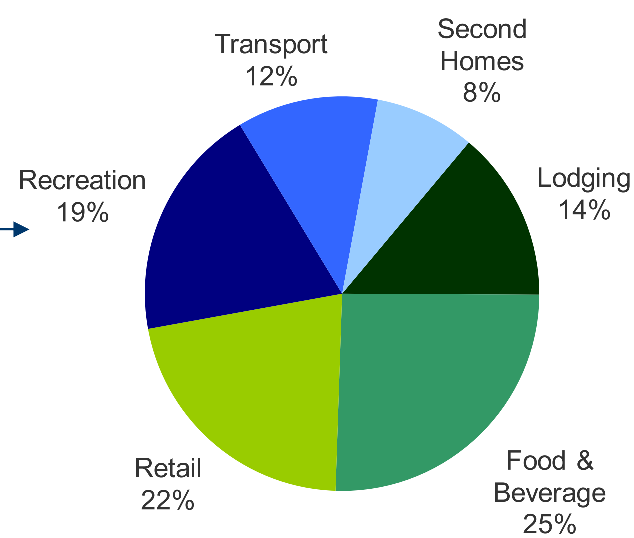
Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$735.4	$1,334.3
$685.8	$1,244.2
$637.8	$1,149.5
$522.6	$961.8

Litchfield Hills region, Industry Sales

Litchfield Hills								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$130.3	$237.3	$201.5	$179.1	$108.0	$76.4	$932.7	3.8%
2012	$128.3	$229.9	$195.5	$163.7	$108.8	$72.5	$898.8	1.7%
2011	$127.3	$222.6	$199.5	$161.2	$108.4	$65.1	$884.0	3.7%
2010	$133.1	$211.3	$185.3	$164.3	$102.6	$56.1	$852.6	-1.7%
2009	$134.1	$206.9	$177.9	$195.5	$104.2	$49.0	$867.6	

Tourism Industry Sales





Litchfield Hills region, Tourism Impact

Litchfield Hills

Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	9,497	14,143	11.93%
2012	9,176	13,709	11.78%
2011	8,759	13,161	11.51%
2010	8,591	12,904	11.57%

Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$269.8	$491.8	9.79%
2012	$265.9	$486.1	9.86%
2011	$244.8	$450.7	9.68%
2010	$231.7	$427.0	9.66%

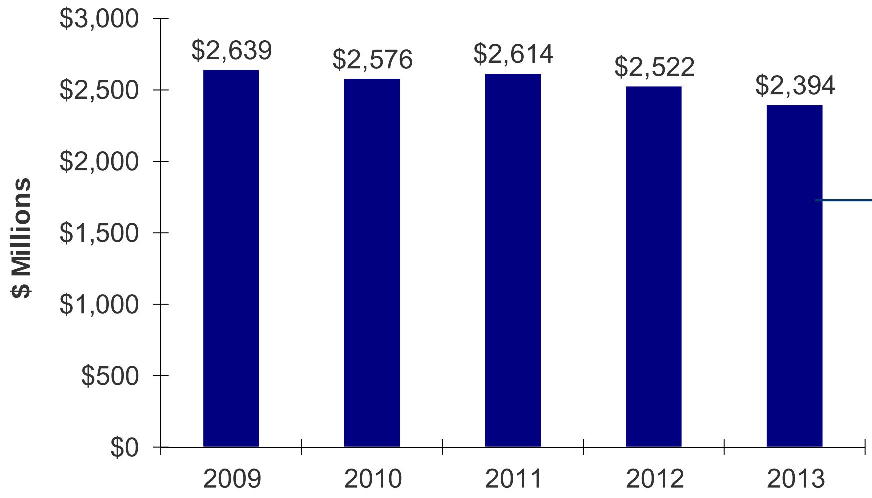
Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$81.5	$104.6	$10.99	$186.2
2012	$80.9	$104.0	$10.66	$184.9
2011	$77.7	$102.6	$9.58	$180.3
2010	$75.6	$100.9	$8.00	$176.5

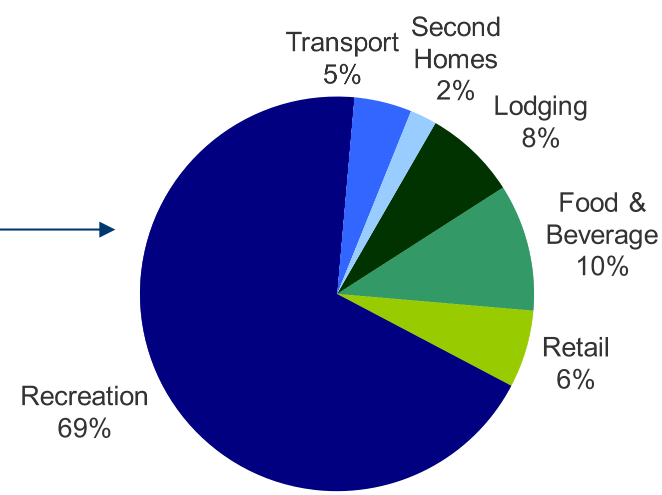
Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$932.7	$1,511.2
$898.8	$1,496.3
$884.0	$1,472.9
$852.6	$1,429.2

Mystic Country region, Industry Sales

Mystic Country								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$182.1	$249.5	$152.2	$1,644.3	$113.1	$52.9	$2,394.1	-5.1%
2012	$177.8	$242.0	$147.3	$1,783.8	$113.5	$58.0	$2,522.5	-3.5%
2011	$173.0	$231.9	$144.0	$1,895.3	$110.8	$59.0	$2,614.0	1.5%
2010	$157.6	$203.5	$125.8	$1,929.1	$97.2	$62.6	$2,575.8	-2.4%
2009	$156.2	$199.8	$124.8	$2,004.9	$99.8	$53.2	$2,638.6	

Tourism Industry Sales





Mystic Country region, Tourism Impact

Mystic Country

Tourism Employment

Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	20,134	27,572	23.25%
2012	20,167	27,621	23.73%
2011	20,605	28,233	24.68%
2010	20,668	28,299	25.36%

Tourism Labor Income, (millions)

Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$1,098.2	$1,706.5	33.98%
2012	$1,081.0	$1,682.9	34.15%
2011	$1,017.5	$1,588.7	34.11%
2010	$962.8	$1,506.1	34.09%

Total Tourism Tax Receipts (millions)

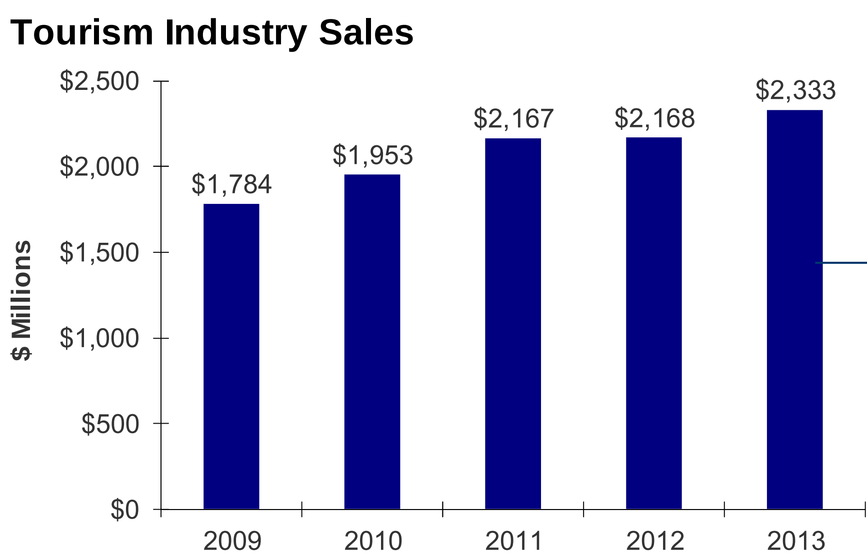
Year	Federal	State and Local	Hotel	Total
2013	$201.9	$341.7	$17.19	$543.6
2012	$199.8	$347.1	$16.78	$546.9
2011	$190.2	$340.6	$15.54	$530.8
2010	$179.4	$331.3	$12.94	$510.7

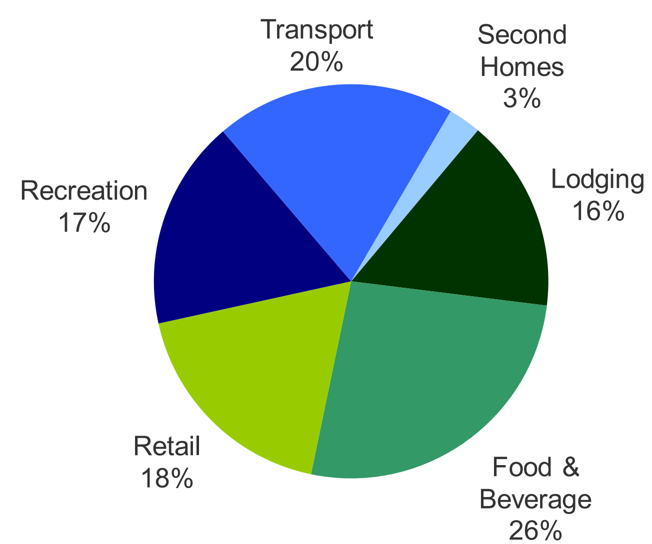
Tourism Sales (millions)

Tourism Industry	Tourism Economy
$2,394.1	$3,695.1
$2,522.5	$3,899.1
$2,614.0	$4,024.9
$2,575.8	$3,989.2

River Valley region, Industry Sales

River Valley								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$369.8	$613.5	$426.9	$401.0	$459.0	$62.5	$2,332.7	7.6%
2012	$338.3	$557.1	$390.8	$369.7	$449.1	$63.3	$2,168.2	0.1%
2011	$342.6	$552.8	$392.7	$367.2	$453.1	$58.4	$2,166.7	11.0%
2010	$319.2	$495.6	$345.8	$334.8	$408.1	$49.3	$1,952.7	9.5%
2009	$291.0	$457.2	$317.1	$306.2	$369.7	$42.7	$1,783.8	





River Valley region, Tourism Impact

River Valley

Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	25,034	37,252	31.41%
2012	24,434	36,420	31.29%
2011	23,793	35,557	31.08%
2010	23,078	34,529	30.95%

Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$694.3	$1,287.6	25.64%
2012	$671.9	$1,250.0	25.36%
2011	$635.5	$1,183.5	25.41%
2010	$603.8	$1,130.2	25.58%

Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$215.7	$287.7	$37.07	$503.4
2012	$208.1	$276.2	$36.16	$484.3
2011	$203.1	$274.2	$32.33	$477.3
2010	$192.2	$252.2	$25.35	$444.4

Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$2,332.7	$4,043.9
$2,168.2	$3,779.0
$2,166.7	$3,765.0
$1,952.7	$3,432.7

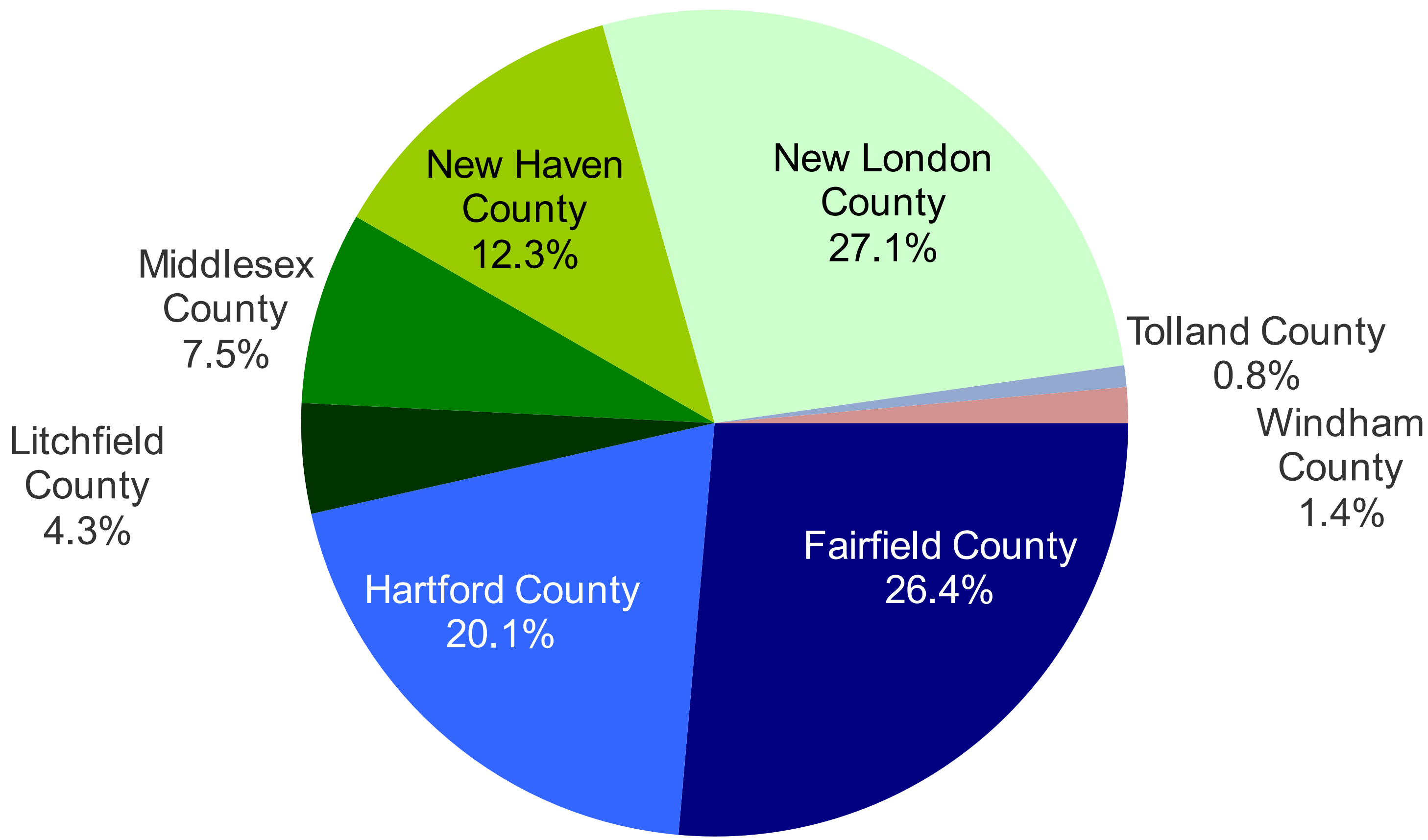
County Analysis

TOURISM ECONOMICS

AN OXFORD ECONOMICS COMPANY

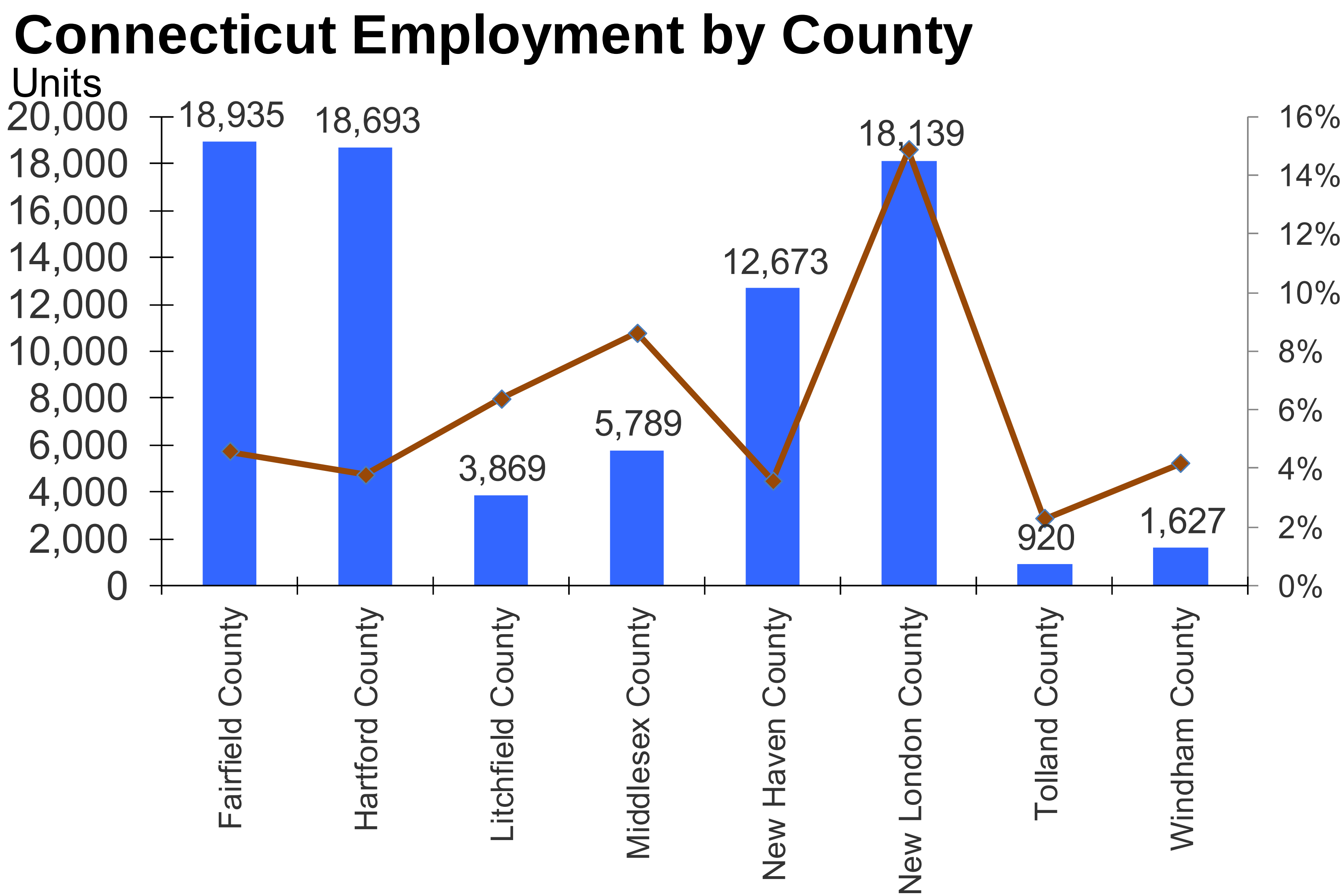
Connecticut Tourism County Spending

Connecticut Traveler Spending - Counties



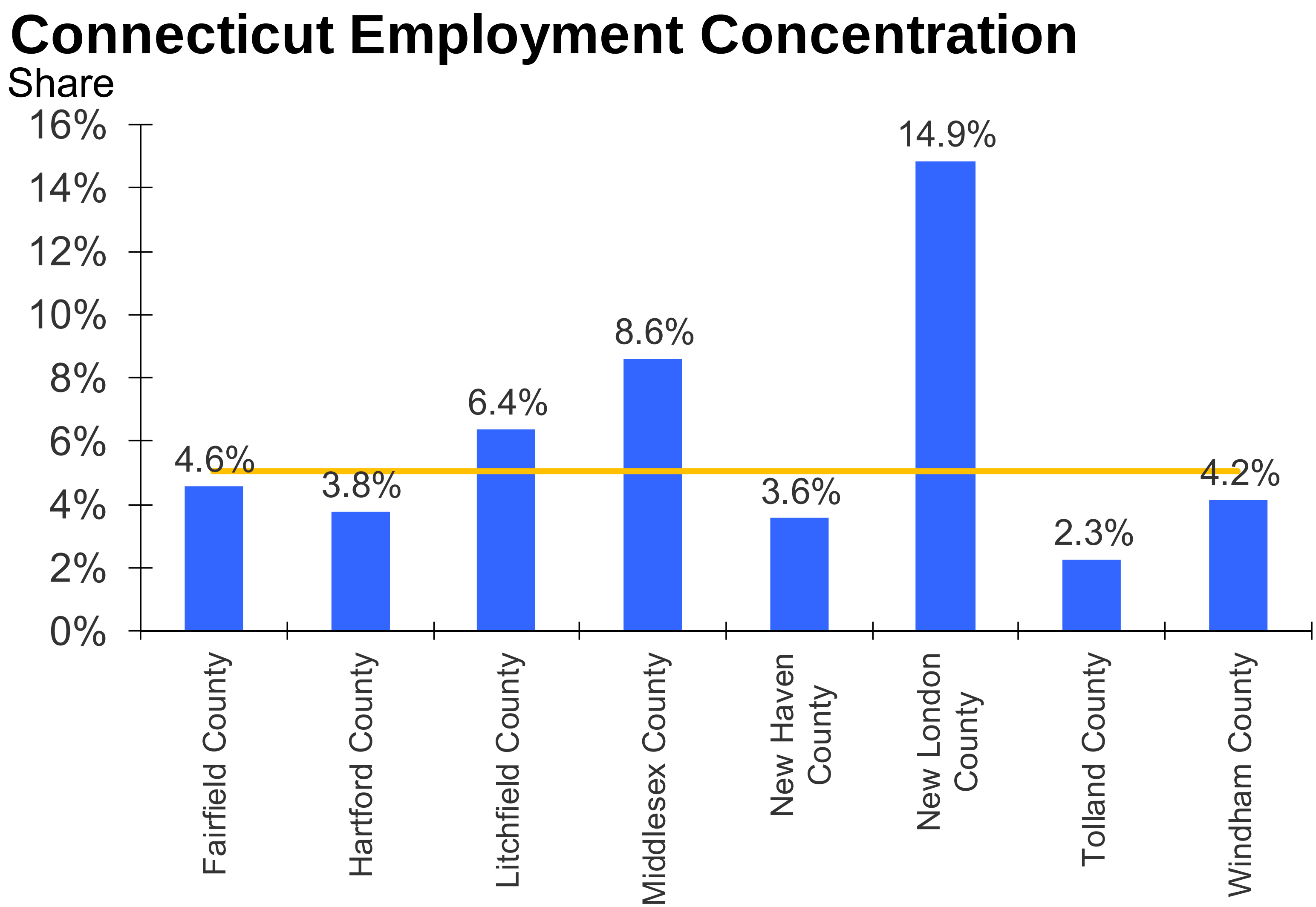
Sources: Longwoods International, NTTO, Tourism Economics

Connecticut Tourism Employment by County



TOURISM ECONOMICS

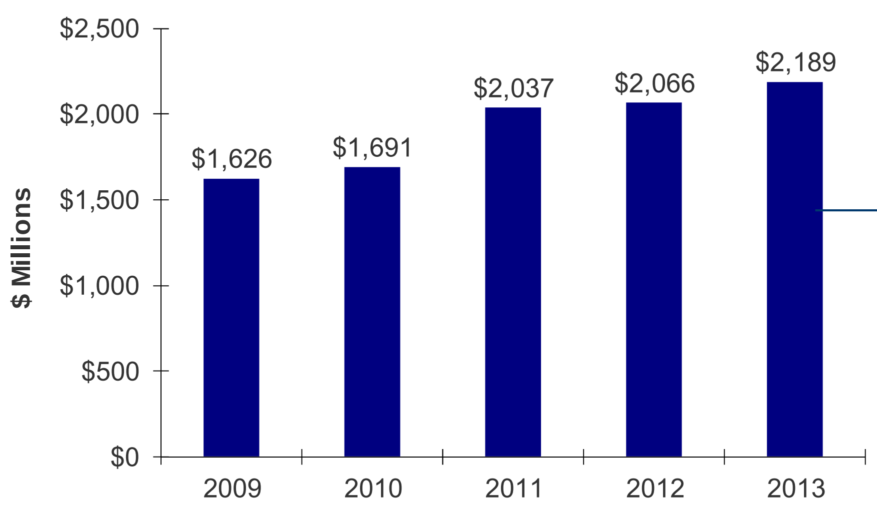
Conn. Tourism Employment Concentration

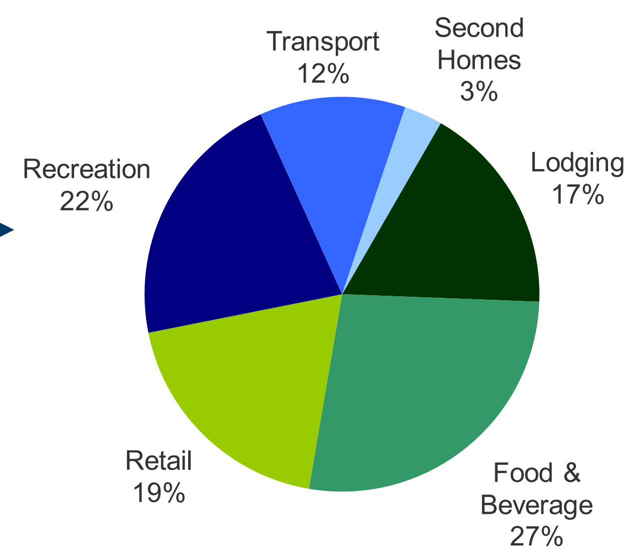


Fairfield County, Industry Sales

Fairfield County								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$378.3	$592.5	$419.8	$467.6	$261.7	$68.9	$2,188.8	6.0%
2012	$359.5	$556.2	$397.4	$429.5	$253.8	$69.0	$2,065.5	1.4%
2011	$350.6	$538.9	$397.6	$425.8	$259.1	$65.0	$2,036.9	20.4%
2010	$293.7	$440.5	$325.2	$358.5	$215.2	$58.0	$1,691.1	4.0%
2009	$278.0	$415.1	$304.7	$375.2	$206.1	$46.5	$1,625.6	

Tourism Industry Sales



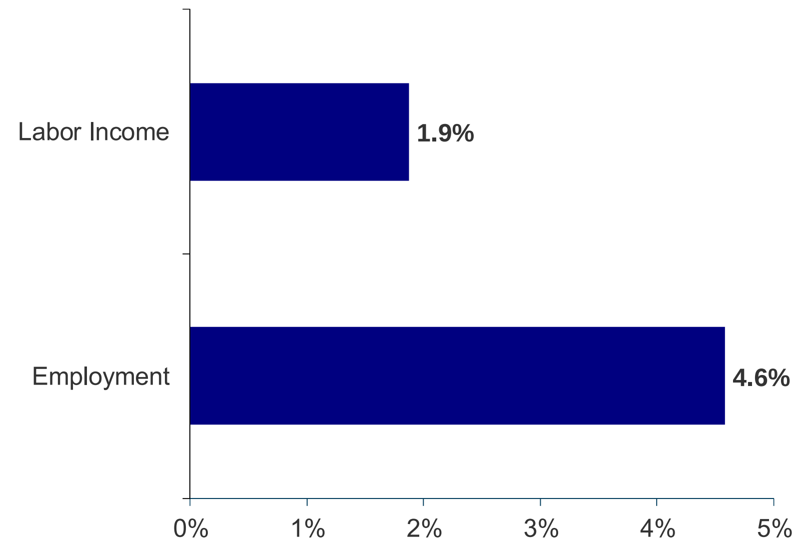


TOURISM ECONOMICS

Fairfield County, Tourism Impact

Fairfield County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	18,935	29,016	24.47%
2012	18,650	28,569	24.54%
2011	18,045	27,747	24.26%
2010	17,164	26,415	23.67%
Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$649.6	$1,291.7	25.72%
2012	$637.2	$1,274.0	25.85%
2011	$609.1	$1,221.1	26.22%
2010	$573.3	$1,144.1	25.89%

Tourism Share of County Economy



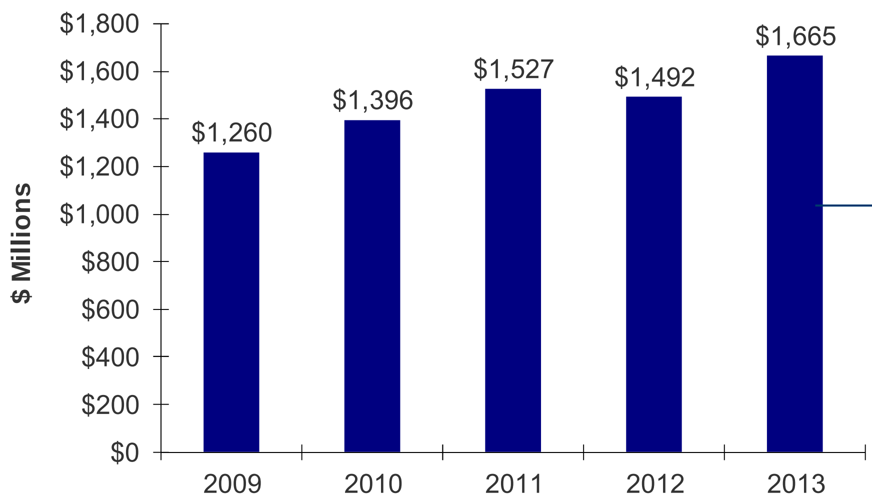
Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$190.1	$260.6	$31.14	$450.7
2012	$186.5	$248.0	$30.17	$434.5
2011	$181.9	$240.1	$26.07	$422.0
2010	$164.7	$202.0	$21.26	$366.8

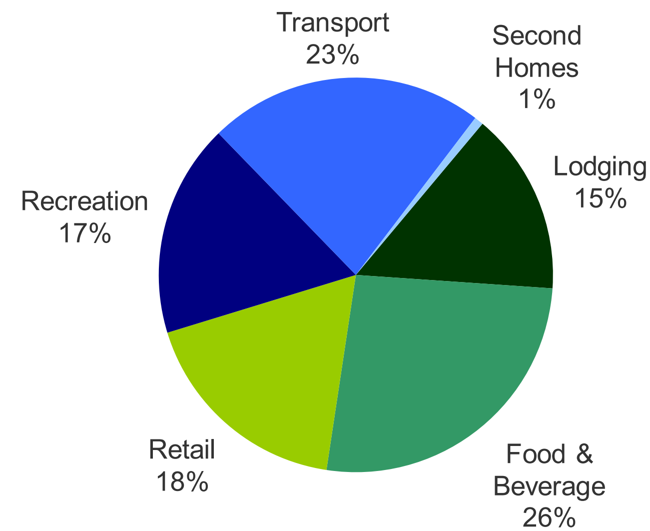
Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$2,188.8	$3,996.3
$2,065.5	$3,814.8
$2,036.9	$3,763.4
$1,691.1	$3,184.3

Hartford County, Industry Sales

Hartford County								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$249.3	$437.8	$297.7	$290.7	$376.9	$12.4	$1,664.8	11.6%
2012	$213.8	$380.4	$262.9	$260.5	$363.0	$11.5	$1,492.1	-2.3%
2011	$223.2	$385.3	$272.9	$262.4	$370.0	$12.6	$1,526.5	9.3%
2010	$210.0	$348.3	$247.0	$241.3	$335.4	$14.1	$1,396.1	10.8%
2009	$188.9	$320.7	$222.6	$212.5	$304.7	$11.1	$1,260.4	

Tourism Industry Sales





TOURISM ECONOMICS

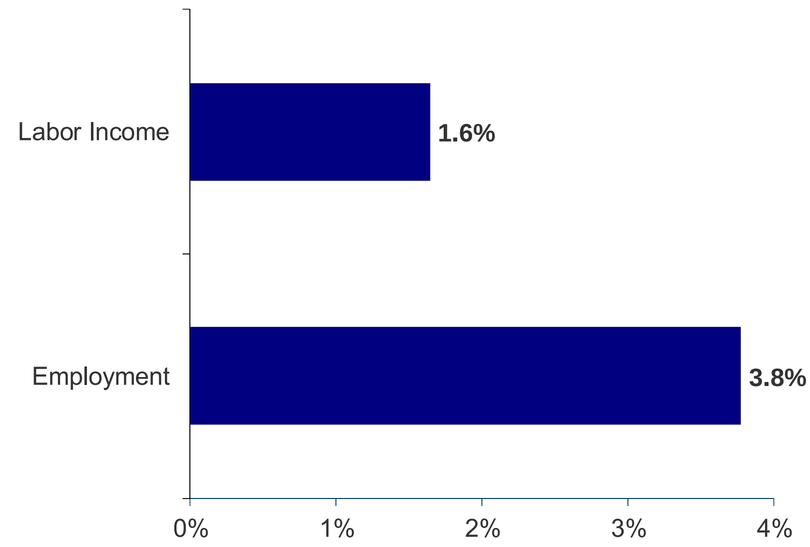
Hartford County, Tourism Impact

Hartford County

Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	18,693	28,269	23.84%
2012	18,228	27,623	23.73%
2011	17,951	27,240	23.81%
2010	17,256	26,250	23.53%

Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$510.9	$990.1	19.71%
2012	$494.0	$961.2	19.50%
2011	$469.3	$912.3	19.59%
2010	$443.2	$867.2	19.63%

Tourism Share of County Economy



Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$151.9	$213.5	$31.74	$365.4
2012	$144.9	$195.3	$30.57	$340.2
2011	$142.5	$193.9	$27.09	$336.4
2010	$134.6	$174.4	$21.11	$309.1

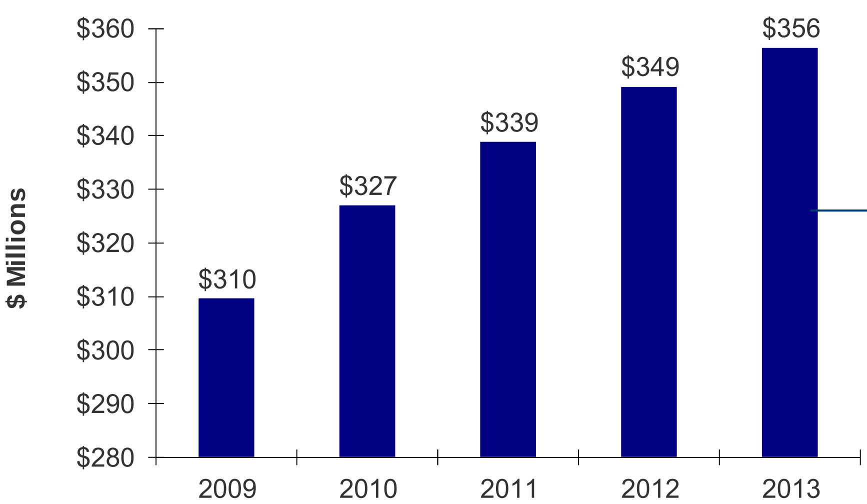
Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$1,664.8	$2,992.1
$1,492.1	$2,725.5
$1,526.5	$2,761.9
$1,396.1	$2,551.6

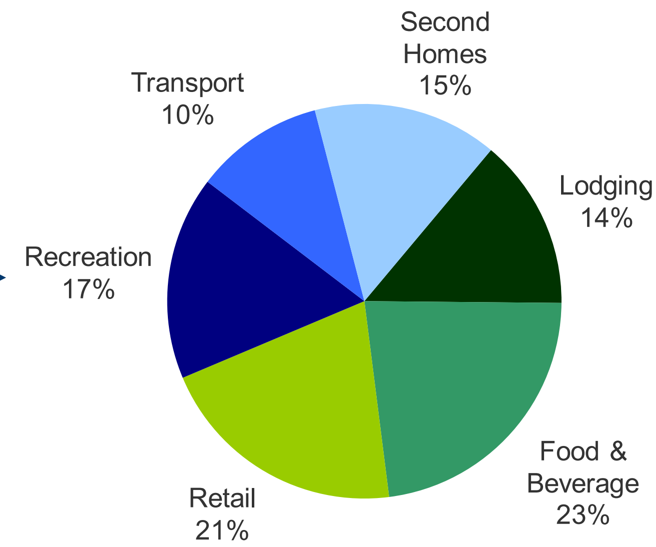
TOURISM ECONOMICS

Litchfield County, Industry Sales

Litchfield County								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$50.0	$81.4	$73.7	$59.5	$37.8	$54.0	$356.4	2.1%
2012	$51.3	$81.3	$72.2	$55.8	$38.7	$49.9	$349.2	3.1%
2011	$51.7	$79.8	$70.6	$55.3	$39.1	$42.3	$338.8	3.6%
2010	$54.3	$77.0	$63.3	$57.2	$38.2	$37.1	$327.0	5.6%
2009	$50.1	$70.4	$61.0	$59.1	$36.0	$33.0	$309.6	

Tourism Industry Sales





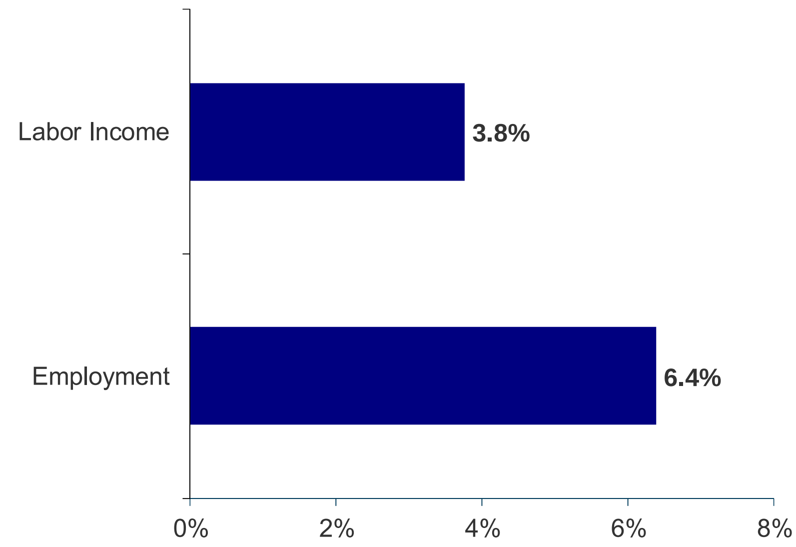
Litchfield County, Tourism Impact

Litchfield County

Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	3,869	5,567	4.69%
2012	3,643	5,269	4.53%
2011	3,345	4,876	4.26%
2010	3,351	4,877	4.37%

Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$97.3	$159.9	3.18%
2012	$95.3	$156.8	3.18%
2011	$83.6	$138.5	2.97%
2010	$79.5	$132.5	3.00%

Tourism Share of County Economy



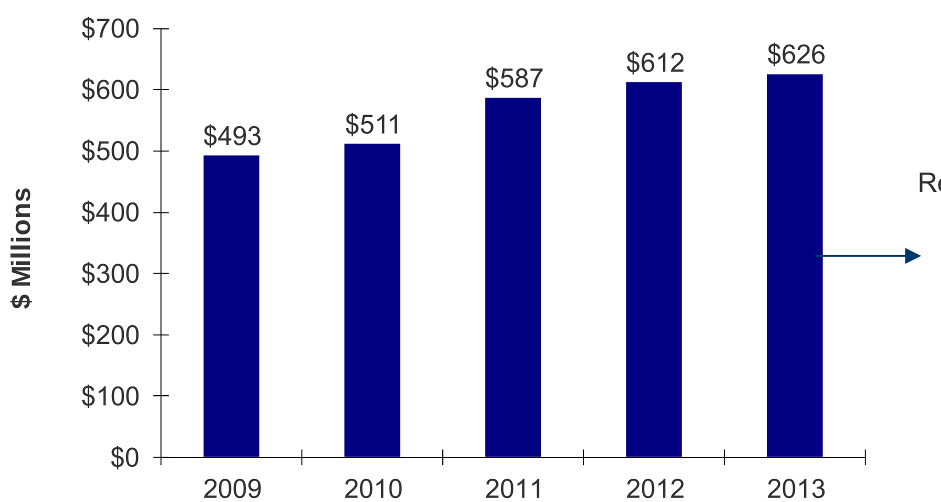
Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$28.6	$35.5	$2.36	$64.1
2012	$28.4	$34.8	$2.33	$63.1
2011	$26.4	$33.2	$2.13	$59.6
2010	$25.7	$31.8	$1.79	$57.5

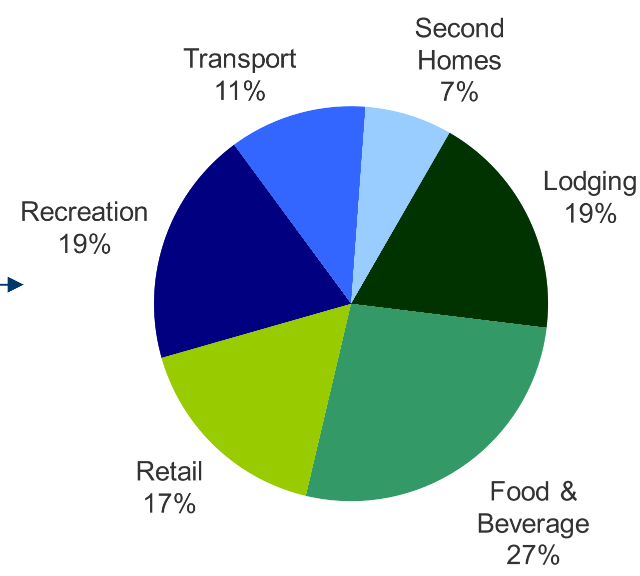
Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$356.4	$566.1
$349.2	$556.0
$338.8	$538.3
$327.0	$522.6

Middlesex County, Industry Sales

Middlesex County								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$116.5	$167.2	$105.7	$120.8	$70.6	$44.9	$625.6	2.2%
2012	$114.3	$162.5	$102.4	$114.0	$72.6	$46.5	$612.2	4.3%
2011	$110.1	$154.6	$99.0	$109.6	$72.0	$41.5	$586.7	14.7%
2010	$100.1	$135.0	$86.8	$96.4	$63.4	$29.8	$511.5	3.8%
2009	$93.9	$125.3	$88.4	$97.9	$60.3	$26.8	$492.6	

Tourism Industry Sales





TOURISM ECONOMICS

Middlesex County, Tourism Impact

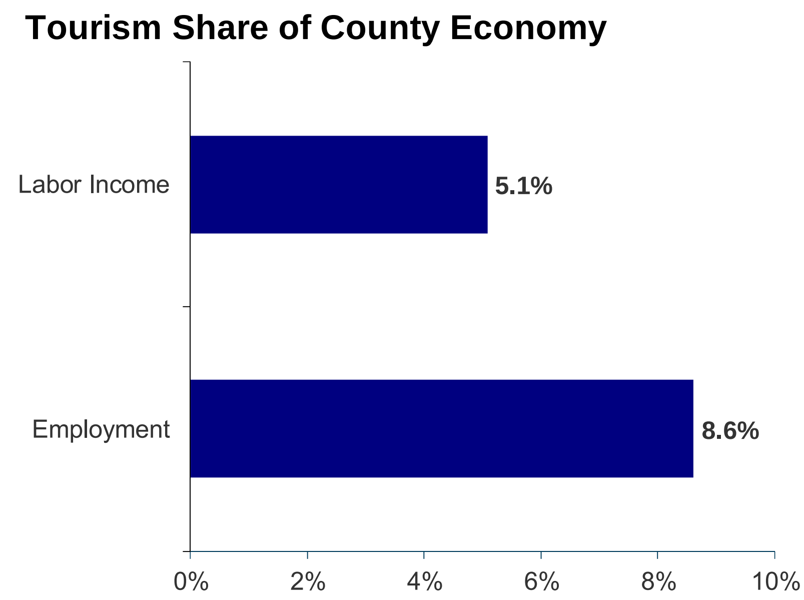
Middlesex County

Tourism Employment

Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	5,789	8,102	6.83%
2012	5,649	7,910	6.80%
2011	5,329	7,485	6.54%
2010	5,304	7,444	6.67%

Tourism Labor Income, (millions)

Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$170.8	$274.8	5.47%
2012	$165.0	$265.6	5.39%
2011	$154.2	$249.3	5.35%
2010	$148.8	$241.5	5.47%



Total Tourism Tax Receipts (millions)

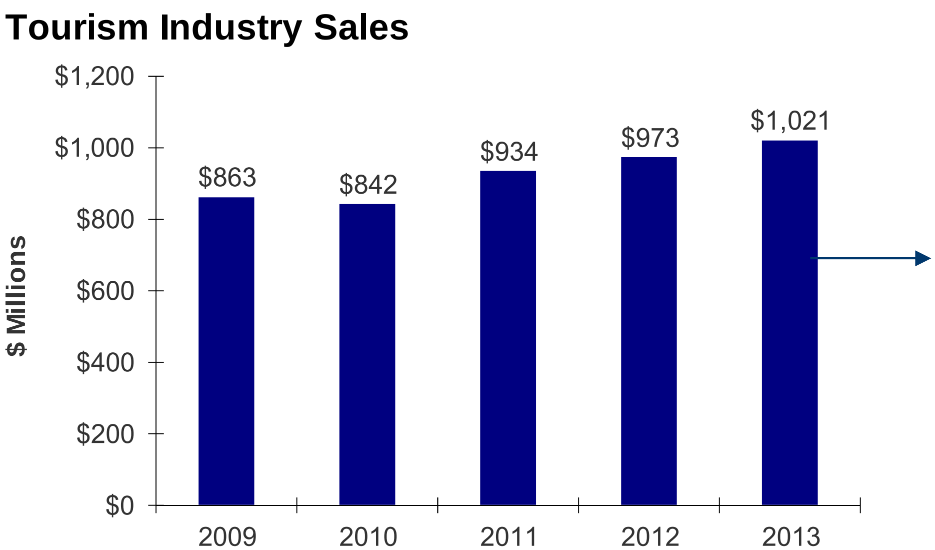
Year	Federal	State and Local	Hotel	Total
2013	$51.2	$66.6	$3.89	$117.8
2012	$50.2	$65.1	$3.79	$115.3
2011	$47.9	$62.0	$3.42	$109.9
2010	$45.4	$54.6	$2.84	$100.0

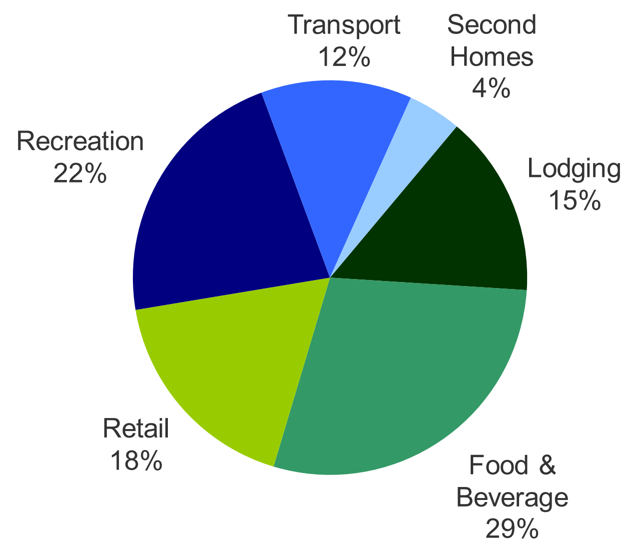
Tourism Sales (millions)

Tourism Industry	Tourism Economy
$625.6	$980.3
$612.2	$961.1
$586.7	$919.7
$511.5	$809.3

New Haven County, Industry Sales

New Haven County								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$152.1	$292.1	$181.2	$224.2	$126.4	$44.7	$1,020.7	4.9%
2012	$146.9	$276.4	$174.4	$205.7	$126.7	$42.5	$972.6	4.1%
2011	$138.9	$260.2	$170.1	$196.3	$125.2	$43.2	$933.9	11.0%
2010	$130.8	$231.9	$153.4	$182.2	$111.1	$32.2	$841.6	-2.4%
2009	$142.7	$237.6	$154.5	$183.0	$117.4	$27.3	$862.5	





New Haven County, Tourism Impact

New Haven County

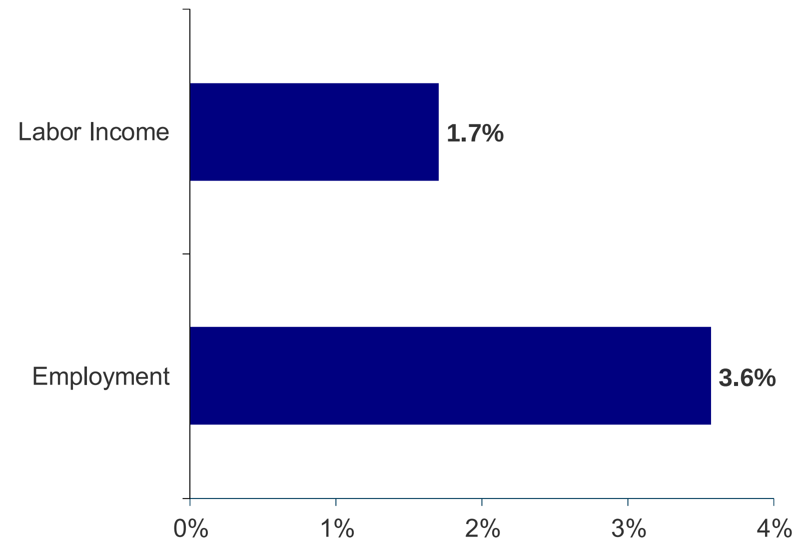
Tourism Employment

Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	12,673	19,180	16.17%
2012	12,199	18,518	15.91%
2011	11,813	17,976	15.72%
2010	11,453	17,457	15.65%

Tourism Labor Income, (millions)

Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$316.1	$576.5	11.48%
2012	$309.6	$564.6	11.46%
2011	$287.7	$525.9	11.29%
2010	$274.4	$505.8	11.45%

Tourism Share of County Economy



Total Tourism Tax Receipts (millions)

Year	Federal	State and Local	Hotel	Total
2013	$92.9	$123.8	$17.77	$216.6
2012	$90.8	$118.8	$17.38	$209.6
2011	$86.3	$112.7	$15.78	$199.0
2010	$82.0	$101.2	$13.04	$183.2

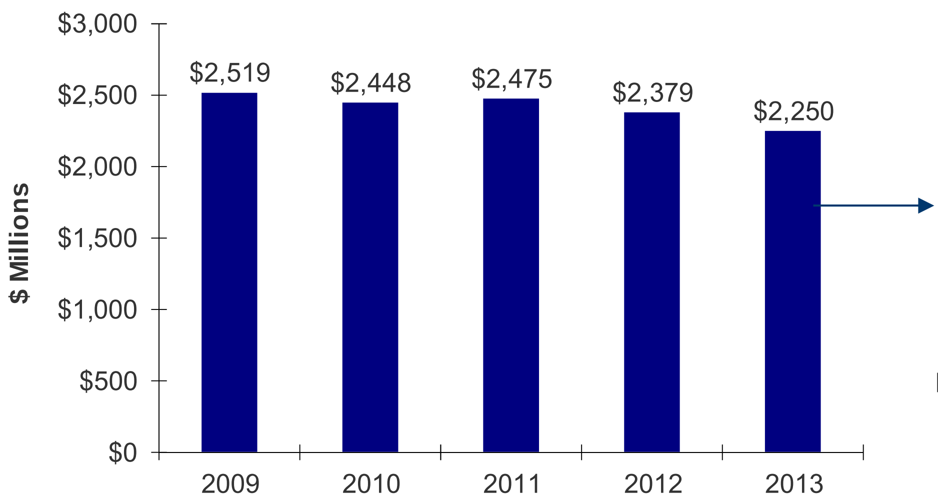
Tourism Sales (millions)

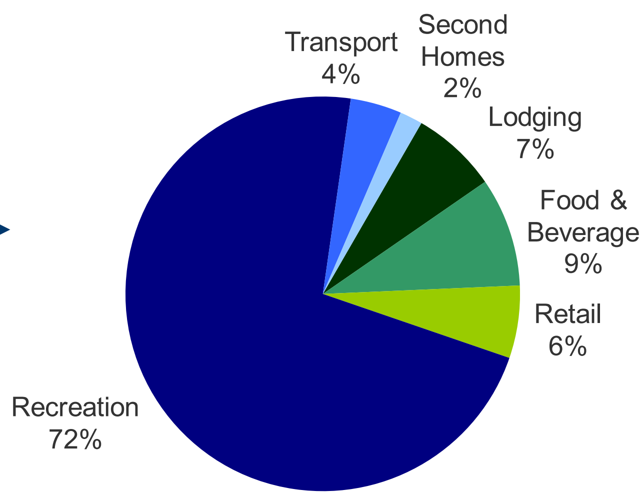
Tourism Industry	Tourism Economy
$1,020.7	$1,749.7
$972.6	$1,674.6
$933.9	$1,606.2
$841.6	$1,467.8

New London County, Industry Sales

New London County								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$158.6	$201.1	$133.6	$1,620.1	$94.6	$41.9	$2,249.9	-5.4%
2012	$153.9	$194.7	$128.2	$1,760.3	$95.7	$46.2	$2,379.0	-3.9%
2011	$149.8	$186.0	$125.2	$1,872.7	$93.9	$47.6	$2,475.2	1.1%
2010	$135.8	$162.1	$108.5	$1,908.3	$81.6	$51.8	$2,448.2	-2.8%
2009	$135.7	$160.5	$113.5	$1,983.9	$81.5	$44.1	$2,519.2	

Tourism Industry Sales



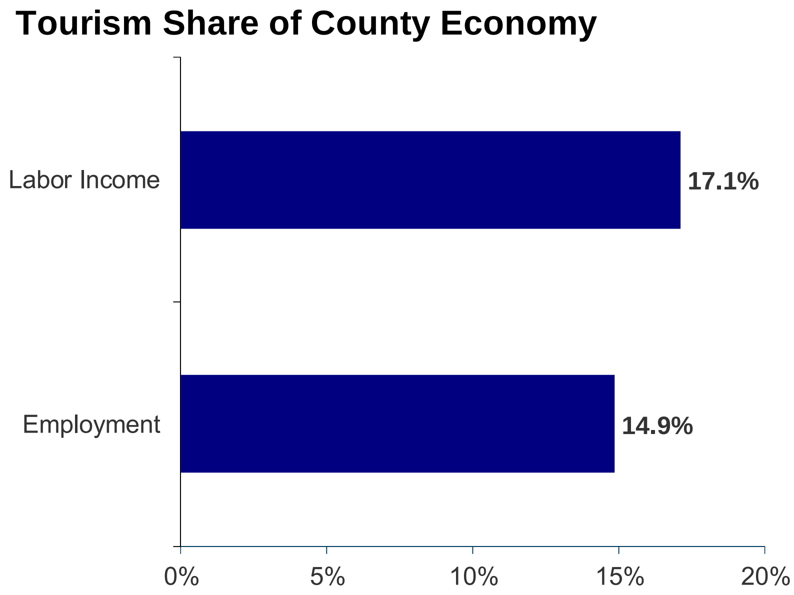


New London County, Tourism Impact

New London County

Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	18,139	24,640	20.78%
2012	18,200	24,728	21.24%
2011	18,747	25,486	22.28%
2010	18,834	25,592	22.94%

Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$1,051.4	$1,627.8	32.41%
2012	$1,034.0	$1,604.0	32.55%
2011	$975.5	$1,517.6	32.58%
2010	$922.3	$1,437.4	32.53%



Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$216.4	$331.8	$15.95	$548.2
2012	$213.7	$341.0	$15.63	$554.7
2011	$204.6	$338.4	$14.44	$543.0
2010	$193.0	$334.7	$12.06	$527.7

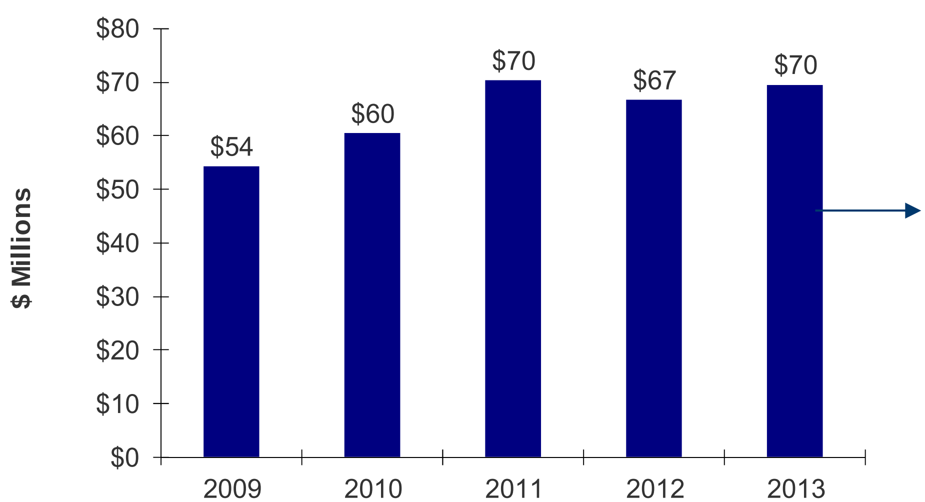
Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$2,249.9	$3,461.3
$2,379.0	$3,669.6
$2,475.2	$3,805.1
$2,448.2	$3,783.3

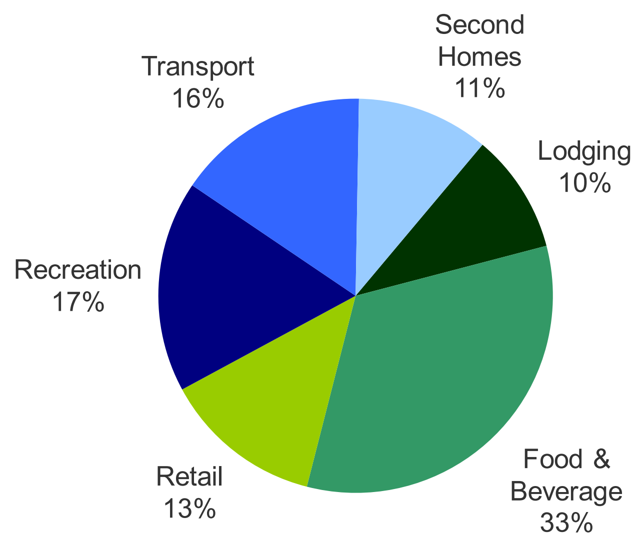
TOURISM ECONOMICS

Tolland County, Industry Sales

Tolland County								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$6.8	$23.0	$9.1	$12.1	$11.0	$7.5	$69.6	4.3%
2012	$6.7	$21.4	$8.7	$10.9	$10.8	$8.3	$66.7	-5.2%
2011	$7.7	$21.6	$9.5	$11.5	$11.5	$8.5	$70.3	16.3%
2010	$6.3	$18.1	$8.0	$10.6	$10.1	$7.2	$60.5	11.3%
2009	$5.6	$16.8	$5.0	$11.4	$9.6	$5.9	$54.3	

Tourism Industry Sales

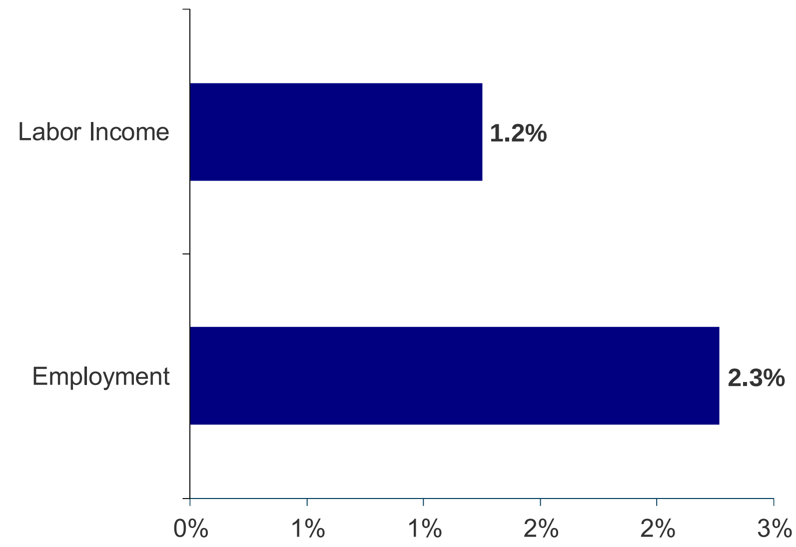




Tolland County, Tourism Impact

Tolland County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	920	1,467	1.24%
2012	928	1,479	1.27%
2011	855	1,387	1.21%
2010	863	1,391	1.25%
Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$21.0	$37.9	0.75%
2012	$21.6	$38.8	0.79%
2011	$20.0	$36.5	0.78%
2010	$19.6	$35.8	0.81%

Tourism Share of County Economy

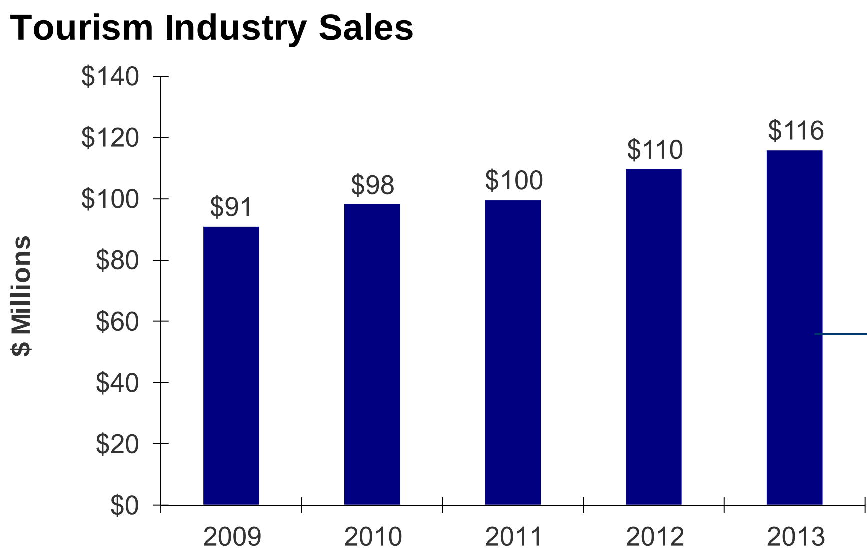


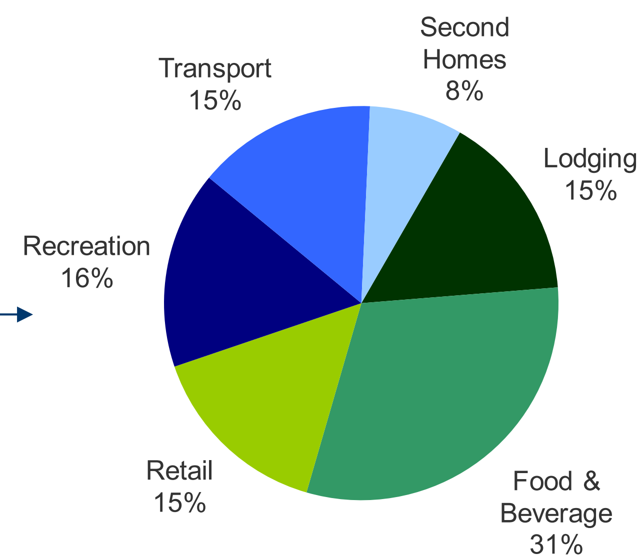
Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$6.1	$7.7	$0.92	$13.7
2012	$6.1	$7.4	$0.93	$13.6
2011	$6.0	$7.7	$0.92	$13.7
2010	$5.7	$6.6	$0.68	$12.3

Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$69.6	$118.2
$66.7	$114.2
$70.3	$120.2
$60.5	$104.9

Windham County, Industry Sales

Windham County								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2013	$17.8	$35.6	$17.7	$18.8	$17.1	$8.8	$115.9	5.7%
2012	$16.9	$33.8	$16.7	$17.2	$16.4	$8.8	$109.7	10.0%
2011	$14.7	$31.3	$15.2	$15.2	$16.0	$7.2	$99.7	1.6%
2010	$14.9	$29.5	$14.6	$14.8	$15.3	$9.0	$98.1	7.9%
2009	$13.9	$27.7	$12.2	$15.0	$14.1	$8.0	$90.9	



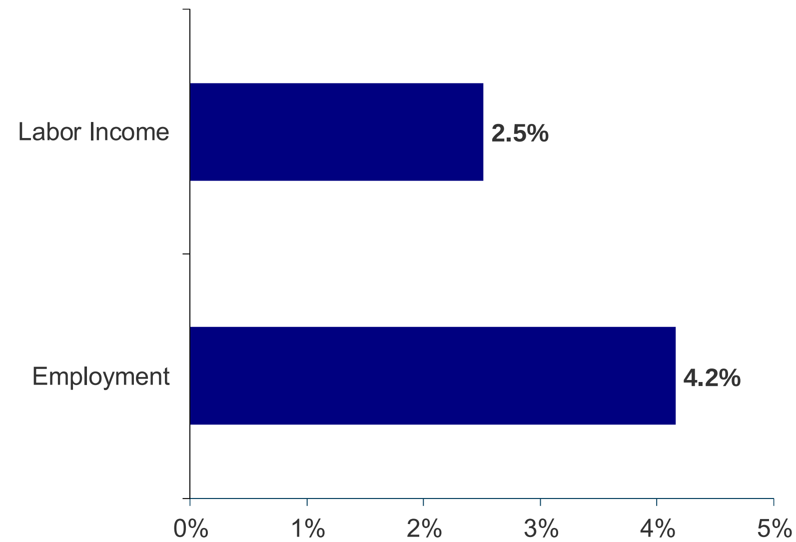


TOURISM ECONOMICS

Windham County, Tourism Impact

Windham County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	1,627	2,345	1.98%
2012	1,596	2,301	1.98%
2011	1,517	2,193	1.92%
2010	1,488	2,151	1.93%
Tourism Labor Income, (millions)			
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)
2013	$38.4	$63.5	1.26%
2012	$38.3	$63.4	1.29%
2011	$34.0	$56.6	1.21%
2010	$32.7	$54.4	1.23%

Tourism Share of County Economy



Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	$10.9	$12.6	$0.81	$23.6
2012	$10.8	$12.0	$0.74	$22.8
2011	$9.8	$10.9	$0.69	$20.7
2010	$9.5	$10.6	$0.55	$20.1

Tourism Sales (millions)	
Tourism Industry	Tourism Economy
$115.9	$186.0
$109.7	$176.7
$99.7	$160.8
$98.1	$158.6

TOURISM ECONOMICS

Methodology and Background

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Definitions and terms

- A visitor includes all overnight and day travelers - traveling outside of their usual environment
- The analysis measures the economic impact of travelers to the State of Connecticut, including:
  - Day trips and overnight travelers
  - Domestic, Canadian and overseas travelers
  - Leisure and business travel

Methods and data sources

- Domestic traveler expenditure estimates are provided by Longwoods International's representative survey of US travelers. These are broken out by sectors (lodging, transport at destination, food & beverage, retail, and recreation), by purpose (business and leisure), and by length of stay (day and overnight).
- Tourism Economics (TE) then adds and cross-checks several categories of spending:
  - Overseas traveler spending (source: OTTI, TE)
  - Canada traveler spending (source: Statistics Canada, TE)
  - Spending on air travel which accrues to CT airports and locally-based airlines
  - Gasoline purchases by travelers (source: TE calculation)
  - Recreational second home expenditures (source: US Census)
  - Smith Travel Research (lodging performance)
  - Local level lodging tax data
  - Sales tax by industry (CT Department of Revenue)
  - Industry-by-industry employment and personal income (Bureau of Economic Analysis and Bureau of Labor Statistics)

Methods and data sources

- An IMPLAN model was utilized for the State of Connecticut. This traces the flow of traveler-related expenditures through the local economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of travel.
- Tourism Economics then cross-checks these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.
- The source of the employment and wage data is the Regional Economic Information System (REIS), Bureau of Economic Analysis, U.S. Department of Commerce. This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data. The main definitional difference is that sole-proprietors, which do not require unemployment insurance, are not counted in the ES202 data.

Description of spending categories

Spend Category	Description
Lodging	Includes traveler spending in accommodation sector. This includes food and other services provided by hotels and similar establishments.
Recreation	Includes traveler spending within the arts, entertainment and recreation supersector.
Air transport	Includes the local economic activity generated by travelers within the air transport (airline) and support services (on airport) sectors.
Other transport	Includes all forms of local transport services such as taxis, limos, trains, rental cars, and buses.
Shopping	Includes traveler spending within all retail sectors within the Connecticut economy.
Service stations	Traveler spending on gasoline. Only the margin counts as local economic impact.
Second homes	Spending associated with the operation of seasonal second homes for recreational use as defined by the Census Department. This is based on an “imputed rent” calculation over an estimated peak season.
Food and beverage	Includes all traveler spending at restaurants and bars.

Cross section of our clients

Corporations

Hotel companies
Aviation manufacturing
Internet marketing
Internet distribution
Financial institutions
Theme Parks
Travel trade

Associations

Caribbean Tourism Org.
European Travel Commission
Pacific Asia Travel Assoc.
US Travel Association
DMAI
IAAPA
WTTC
UN World Tourism Org.

Destinations

Tourism Australia
Bahamas Ministry of Tourism
Brand USA
Visit California
Canadian Tourism Commission
Dubai Tourism
Georgia Tourism
Saudi Arabia (SCT)
Discover Los Angeles
NYC & Company
Ontario Ministry of Tourism
Visit Orlando
Philadelphia Tourism Marketing
San Diego CVB
Tourism Ireland
Visit Britain
Visit Denmark
Visit Florida
Visit Switzerland

About Tourism Economics

- Tourism Economics, headquartered in Philadelphia, is an Oxford Economics company dedicated to providing high value, robust, and relevant analyses of the tourism sector that reflects the dynamics of local and global economies. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, project feasibility analysis, tourism forecasting models, tourism policy analysis, and economic impact studies.
- Our staff have worked with over 200 destinations to quantify the economic value of tourism, forecast demand, guide strategy, or evaluate tourism policies.
- Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics is founded on a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of 80 highly-experienced professional economists; a dedicated data analysis team; global modeling tools; close links with Oxford University, and a range of partner institutions in Europe, the US and in the United Nations Project Link.
- For more information: info@tourismeconomics.com.

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