

ECONOMIC IMPACT OF VISITORS IN CONNECTICUT 2021

Includes 2022 Preliminary Estimates

December 2022

Prepared for: Connecticut Tourism Office



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INTRODUCTION

PROJECT BACKGROUND

The travel sector is an integral part of the Connecticut economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of the state's future. In 2021, gross output (total business sales) attributable to visitor spending in Connecticut reached \$15.4 billion.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development. They can also carefully monitor its successes and future needs. This is particularly important for Connecticut as its visitor economy rebounds.

METHODOLOGY AND DATA SOURCES

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

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

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis.

This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the ES202 data.

By establishing a timeline of economic impacts, the industry can track its progress.

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

The analysis draws on the following data sources:

- Longwoods International: survey data, including spending and volumes for visitors to Connecticut
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry
- STR lodging performance data, including room demand, room rates, occupancy, and room revenue, for hotels
- AllTheRooms vacation rental market intelligence data on short-term rentals
- Tax collections: Lodging and sales tax receipts
- Tourism Economics: international travel data for overseas, Canadian, and Mexican travel to Connecticut based on aviation, survey, and credit card information

ECONOMIC IMPACTS

KEY FINDINGS

DIRECT VISITOR SPENDING

In 2021, 64.8 million visitors spent \$9.0 billion across the Connecticut economy. Visitors spent directly on accommodations, food and beverage, recreation (including gaming), retail shopping, local transportation and air travel. Following significant declines in 2020, spending growth was strongest in 2021 for recreation (53%) and lodging including second homes (47%).

TOTAL ECONOMIC IMPACT

Direct visitor spending of \$9.0 billion generated a total economic impact of \$15.4 billion in Connecticut in 2021 including indirect and induced impacts. This total economic impact sustained 111,184 jobs and generated \$1.0 billion in state and local tax revenues in 2021.

 **\$15.4 BILLION**
Total Economic Impact of Tourism in Connecticut in 2021



\$9.0B

Direct Visitor
Spending



\$15.4B

Total
Economic
Impact



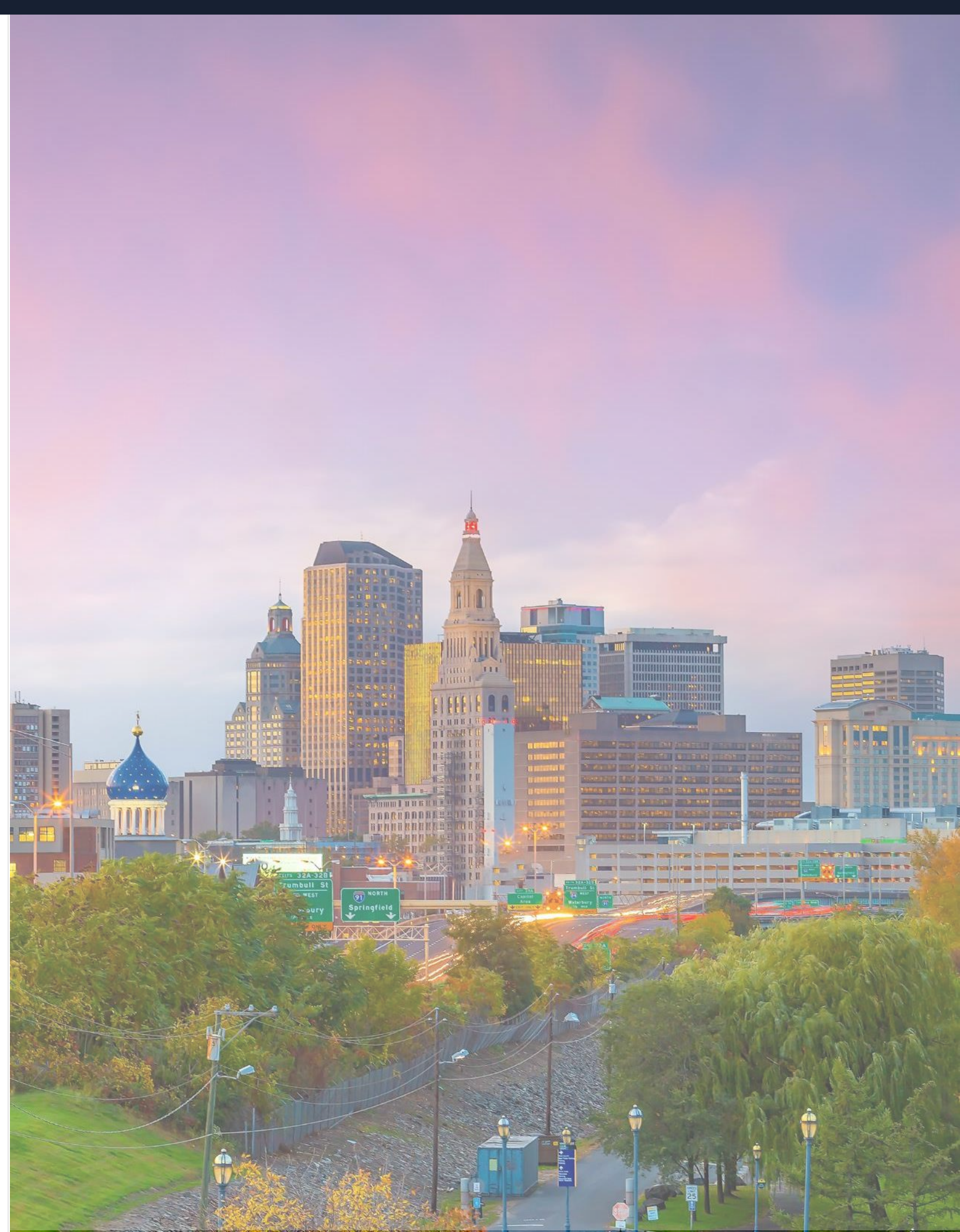
111,184

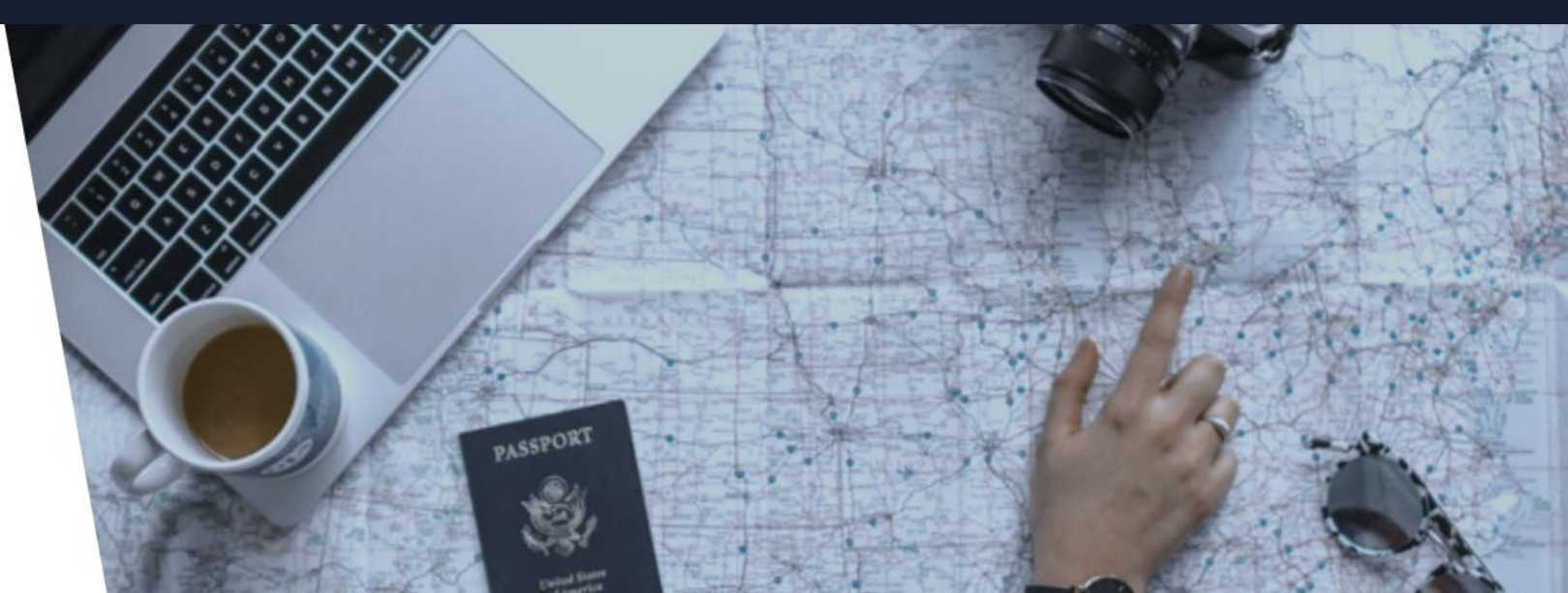
Total
Jobs
Generated



\$1.0B

State & Local
Taxes
Generated





VISITS & VISITOR SPENDING

Connecticut hosts millions of visitors each year. Following severe COVID-related declines the prior year, 2021 was a year of recovery in which direct visitor spending totaled \$9.0 billion and visitor volume reached 98% of 2019 levels, registering 64.8 million.

VISITOR VOLUME

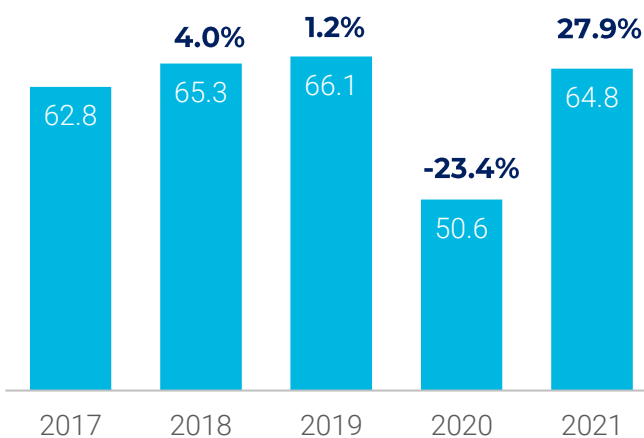
Recovery near 2019 levels

Visitor volume was impacted in 2020 by COVID-19 restrictions and closures.

In 2021, travel confidence rebounded with easing restrictions and vaccines. With an increase of approximately fourteen million visitors over the prior year, total visitation reached 98% of 2019 volumes.

Connecticut visitor volume

Amounts in millions



Sources: Longwoods International, Tourism Economics

VISITOR SPENDING

Visitors to Connecticut spent **\$9.0 billion** across a range of sectors in 2021.

Visitor spending expanded 40% in 2021, recovering to 92% of 2019 levels.

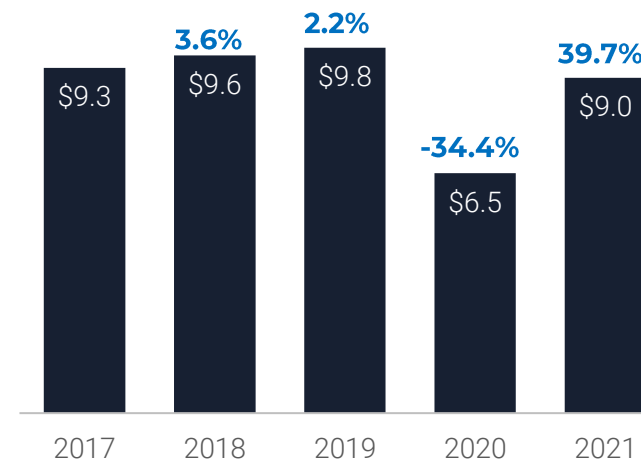
Of the \$9.0 billion spent in Connecticut in 2021 by visitors, food and beverage purchases accounted for \$2.4 billion, 27% of their total budget.

Recreation spending, including casino spending, comprised 27% of total visitor spending, with lodging spending, including the value of second homes, averaging 18%.

Retail spending comprised 16%, with transportation, including both air and transportation within the destination, registering 12%.

Connecticut visitor spending

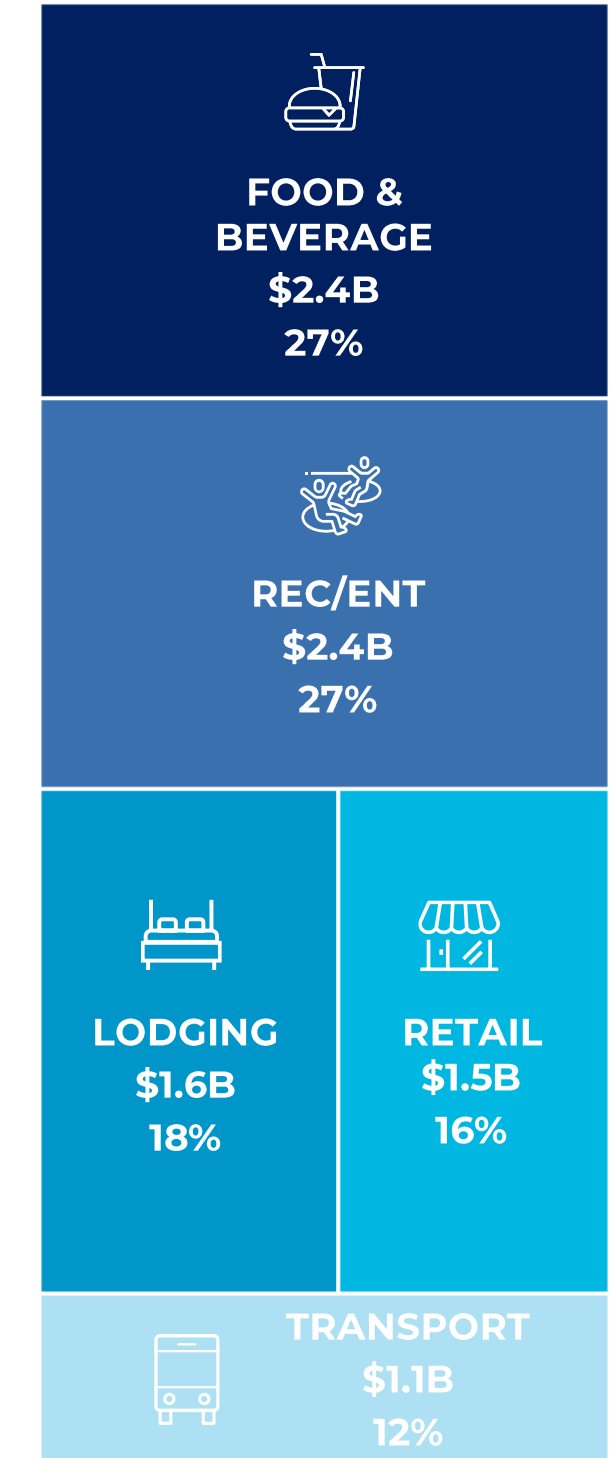
Amounts in \$ billions



Sources: Longwoods International, Tourism Economics

\$9.0 BILLION

Total Visitor Spending in 2021



Source: Tourism Economics

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

VISITATION & SPENDING TRENDS

Visitor spending increased by 40% in 2021, a bounce back after the significant declines in 2020. Spending grew across all sectors, driven by strong room demand and increases in prices of key commodities, especially in lodging and transportation.

Strong growth was seen in lodging, one of the hardest hit categories during the pandemic. Lodging spending, including second homes, increased 47% after a fall of 40% in 2020. Despite the strong rebound, lodging spending remained at 88% of 2019 levels.

Retail spending by visitors to Connecticut grew 32% relative to the prior year and was the spending category closest to pre-pandemic levels. Recreational spending grew the fastest year-on-year, at 53% in 2021, bringing it back to 87% of pre-pandemic levels.

While air transportation remained at about 68% of pre-pandemic levels, transportation within the destination reached 89% of 2019 spending, as food and beverage spending registered just over 96% of 2019 spending levels.

Connecticut visitor spending

Amounts in \$ millions, 2021 percent change and percent recovered relative to 2019

	2017	2018	2019	2020	2021	2021 Growth	% relative to 2019
Total visitor spending	\$9,294	\$9,627	\$9,839	\$6,457	\$9,023	39.7%	91.7%
Food and beverage	\$2,331	\$2,419	\$2,539	\$1,832	\$2,440	33.2%	96.1%
Recreation*	\$2,722	\$2,763	\$2,752	\$1,573	\$2,408	53.1%	87.5%
Lodging**	\$1,759	\$1,833	\$1,852	\$1,110	\$1,631	47.0%	88.1%
Retail	\$1,369	\$1,421	\$1,503	\$1,123	\$1,479	31.7%	98.5%
Transportation***	\$1,113	\$1,191	\$1,193	\$819	\$1,065	30.1%	89.3%

Source: Longwoods International, Tourism Economics

*Recreation includes spending at casinos (gaming)

** Lodging includes second home spending

*** Transportation includes both ground and air transportation

Connecticut visitation, by segment

Amounts in millions of visitors and % shares

Purpose		Stay		Market	
Leisure	61.35	Day	44.21	Domestic	64.67
Business	3.43	Overnight	20.57	International	0.11
Total	64.78	Total	64.78	Total	64.78
Share					
Leisure	94.7%	Day	68.2%	Domestic	99.8%
Business	5.3%	Overnight	31.8%	International	0.2%

Source: Tourism Economics, Longwoods International

Connecticut spending, by segment

Amounts in \$ billions and % shares

Purpose		Stay		Market	
Leisure	\$8.37	Day	\$3.61	Domestic	\$8.82
Business	\$0.65	Overnight	\$5.41	International	\$0.20
Total	\$9.02	Total	\$9.02	Total	\$9.02
Share					
Leisure	92.8%	Day	40.1%	Domestic	97.8%
Business	7.2%	Overnight	59.9%	International	2.2%

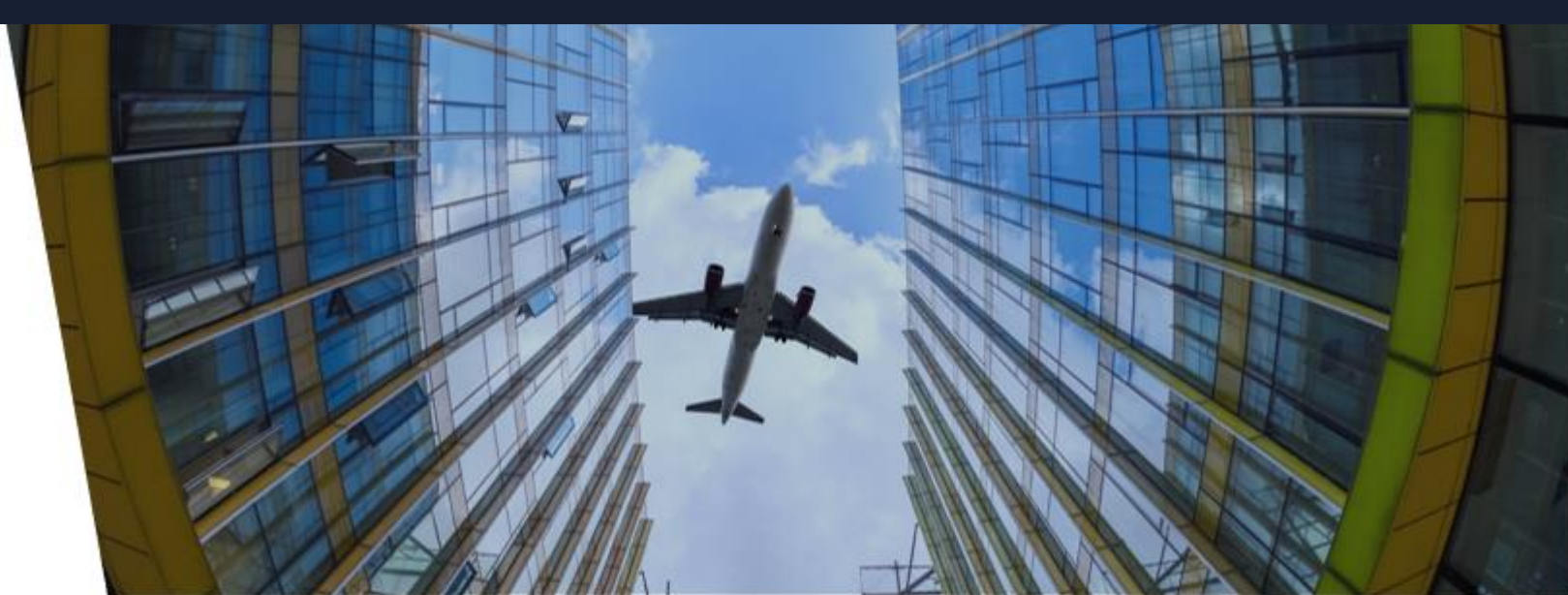
Source: Tourism Economics, Longwoods International

Connecticut spending, by market

Amounts in millions of visitors, \$ millions, and \$ per person

	2017	2018	2019	2020	2021
Total visitors	62.83	65.34	66.12	50.63	64.78
Domestic	62.34	64.84	65.63	50.52	64.67
International	0.49	0.50	0.50	0.12	0.11
Total visitor spending	\$9,294	\$9,627	\$9,839	\$6,457	\$9,023
Domestic	\$8,511	\$8,851	\$9,085	\$6,297	\$8,823
International	\$783	\$776	\$753	\$160	\$200
Per visitor spending	\$148	\$147	\$149	\$128	\$139
Domestic	\$137	\$137	\$138	\$125	\$136
International	\$1,608	\$1,542	\$1,509	\$1,385	\$1,799

Source: Tourism Economics, Longwoods International



ECONOMIC IMPACT METHODOLOGY

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

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

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

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

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

ECONOMIC IMPACT FRAMEWORK

DIRECT IMPACTS

Visitor spending



RETAIL



ENTERTAINMENT/REC



FOOD & BEVERAGE



TRANSPORTATION



LODGING

INDIRECT IMPACTS

Purchases of inputs from suppliers



SUPPLY
CHAIN
EFFECTS



B2B GOODS &
SERVICES
PURCHASED

INDUCED IMPACTS

Consumer spending out of
employees' wages:



INCOME
EFFECT



HOUSEHOLD
CONSUMPTION

TOTAL IMPACTS

Direct, indirect, and
induced impacts



SALES



GDP



JOBS



INCOME



TAXES

ECONOMIC IMPACT FINDINGS

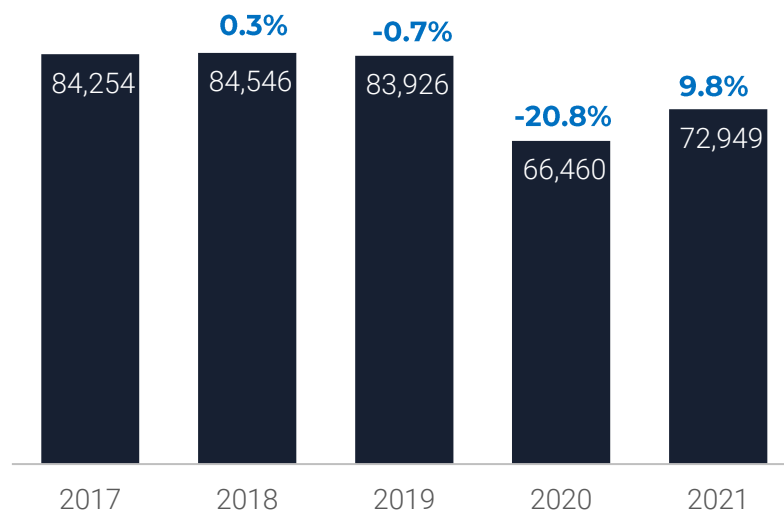
DIRECT IMPACTS

Employment supported by visitor activity increased 9.8% in 2021, rebounding to 72,949 jobs. Despite the increase of 6,500 jobs from 2020 levels, employment directly supported by visitors remained nearly 11,000 jobs below pre-pandemic levels.

Recovery in visitor-supported jobs has been slower than spending, with visitor-supported employment levels at 87% of pre-pandemic levels compared to 92% for spending.

Visitor supported employment in Connecticut

Amounts in number of jobs



Source: Tourism Economics





ECONOMIC IMPACT FINDINGS

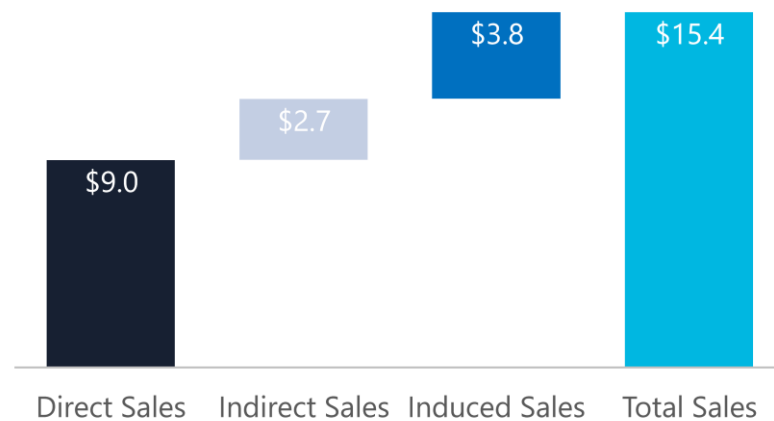
BUSINESS SALES IMPACTS

Visitors contributed a direct impact of \$9.0 billion in 2021. This direct impact of \$9.0 billion generated \$6.4 billion in indirect and induced impacts, resulting in a total economic impact of \$15.4 billion in the Connecticut economy.

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

Summary Economic impacts (2021)

Amounts in \$ billions



Source: Tourism Economics

Business sales impacts by industry (2021)

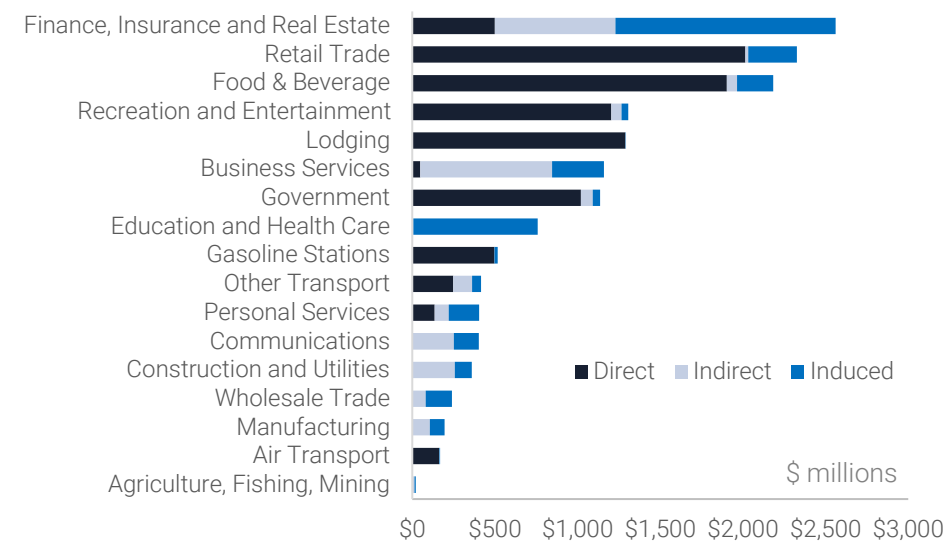
Amounts in \$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$9,023	\$2,657	\$3,769	\$15,449
Finance, Insurance and Real Estate	\$499	\$730	\$1,332	\$2,561
Retail Trade	\$2,016	\$16	\$294	\$2,326
Food & Beverage	\$1,903	\$61	\$220	\$2,184
Recreation and Entertainment	\$1,204	\$61	\$42	\$1,307
Lodging	\$1,290	\$1	\$1	\$1,293
Business Services	\$48	\$798	\$313	\$1,159
Government	\$1,020	\$71	\$46	\$1,137
Education and Health Care		\$6	\$753	\$759
Gasoline Stations	\$496	\$1	\$19	\$516
Other Transport	\$248	\$113	\$55	\$416
Personal Services	\$136	\$85	\$183	\$404
Communications		\$250	\$151	\$401
Construction and Utilities		\$257	\$102	\$359
Wholesale Trade		\$82	\$157	\$239
Manufacturing		\$107	\$89	\$196
Air Transport	\$163	\$2	\$4	\$169
Agriculture, Fishing, Mining		\$14	\$7	\$21

Source: Tourism Economics

Visitor economy business sales impacts by industry (2021)

Amounts in \$ millions



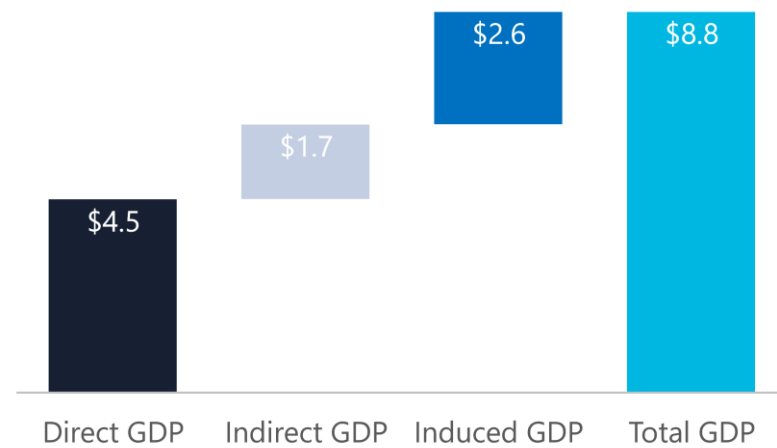
Source: Tourism Economics

VALUE ADDED IMPACTS

The value of all visitor-associated goods and services produced in Connecticut was \$8.8 billion in 2021.

Summary Value-added Impacts (2021)

Amounts in \$ billions



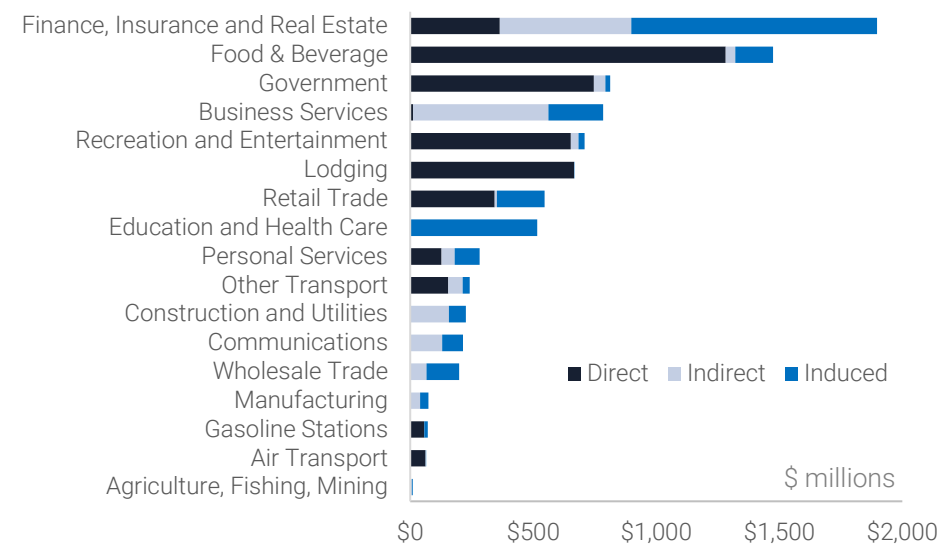
Source: Tourism Economics

In Connecticut, the finance, insurance, and real estate industry had the largest economic contribution when accounting for indirect and induced impacts.

The locally produced portion of visitor-associated sales in the lodging industry added \$667 million to state GDP in 2021.

Tourism Value-added Impacts by Industry (2021)

Amounts in \$ millions



Source: Tourism Economics



Summary Value-added Impacts by Industry (2021)

Amounts in \$ millions

Industry	Direct GDP	Indirect GDP	Induced GDP	Total GDP
Total, all industries	\$4,467	\$1,728	\$2,598	\$8,792
Finance, Insurance and Real Estate	\$365	\$534	\$999	\$1,898
Food & Beverage	\$1,282	\$39	\$153	\$1,474
Government	\$747	\$46	\$20	\$812
Business Services	\$11	\$551	\$223	\$785
Recreation and Entertainment	\$653	\$31	\$25	\$709
Lodging	\$666	\$1	\$1	\$667
Retail Trade	\$343	\$9	\$194	\$546
Education and Health Care		\$3	\$513	\$516
Personal Services	\$127	\$54	\$101	\$282
Other Transport	\$154	\$59	\$29	\$242
Construction and Utilities		\$158	\$69	\$227
Communications		\$130	\$86	\$215
Wholesale Trade		\$66	\$132	\$198
Manufacturing		\$40	\$34	\$74
Gasoline Stations	\$57	\$1	\$14	\$72
Air Transport	\$63	\$1	\$2	\$66
Agriculture, Fishing, Mining		\$7	\$3	\$10

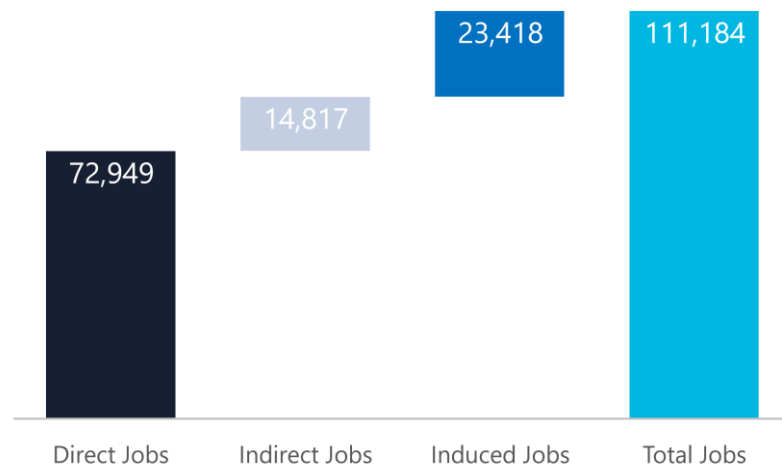
Source: Tourism Economics

EMPLOYMENT IMPACTS

Visitor activity sustained a total of 111,184 jobs in 2021, including 72,949 direct jobs and 38,235 jobs supported through indirect and induced impacts. This equates to 1-in-21 jobs in Connecticut.

Summary Employment Impacts (2021)

Amounts in number of jobs



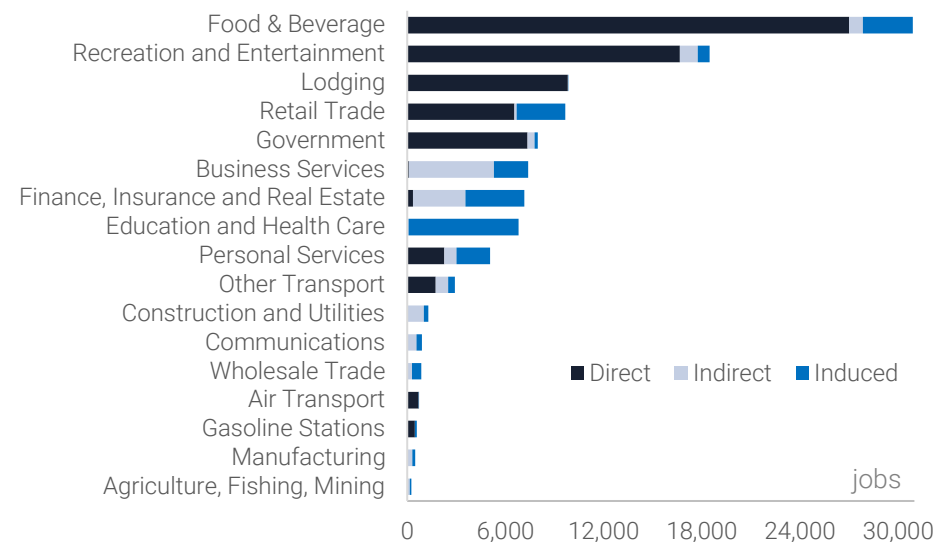
Source: Tourism Economics

Visitor spending supported the largest number of jobs in the food & beverage industry (30,898).

Spending by businesses directly impacted by visitor spending supported 5,214 jobs in the business services industry – in areas like accounting, advertising and building services.

Tourism Job Impacts by Industry (2021)

Amounts in number of jobs



Source: Tourism Economics



Summary Employment Impacts by Industry (2021)

Amounts in number of jobs

Industry	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	72,949	14,817	23,418	111,184
Food & Beverage	27,016	829	3,052	30,898
Recreation and Entertainment	16,652	1,105	714	18,472
Lodging	9,813	10	10	9,833
Retail Trade	6,552	132	2,976	9,660
Government	7,351	426	189	7,966
Business Services	79	5,214	2,094	7,387
Finance, Insurance and Real Estate	348	3,200	3,611	7,160
Education and Health Care		69	6,727	6,796
Personal Services	2,259	746	2,060	5,065
Other Transport	1,733	770	401	2,904
Construction and Utilities		1,005	273	1,278
Communications		559	335	894
Wholesale Trade		282	578	860
Air Transport	691	8	20	719
Gasoline Stations	454	7	111	572
Manufacturing		309	170	479
Agriculture, Fishing, Mining		147	95	242

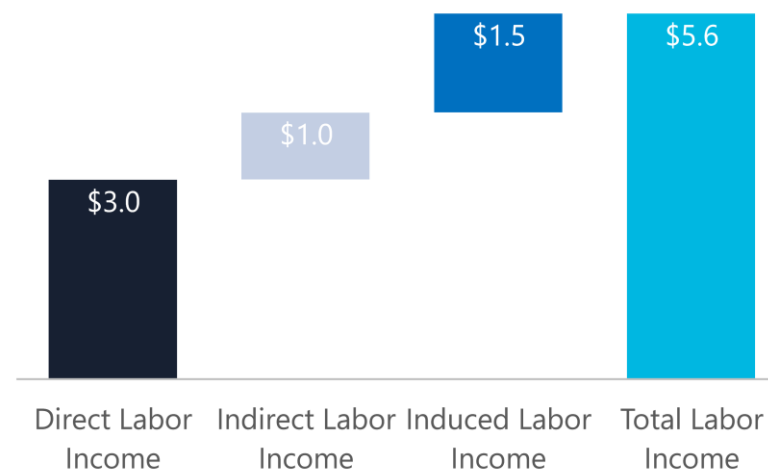
Source: Tourism Economics

LABOR INCOME IMPACTS

Visitor activity generated \$3.0 billion in direct labor income and a total of \$5.6 billion when including indirect and induced impacts.

Summary Labor Income Impacts (2021)

Amounts in \$ billions

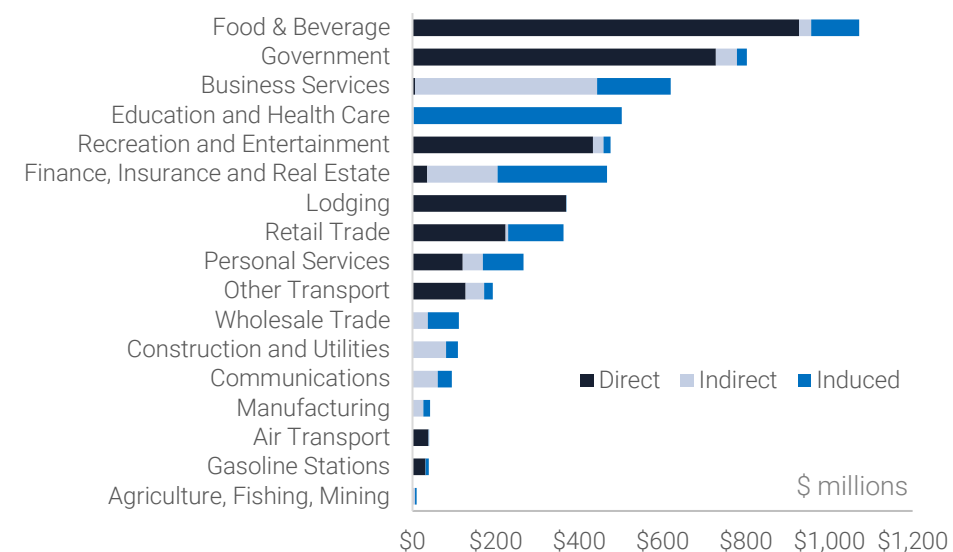


Source: Tourism Economics

There are 12 industries in which visitor activity supported more than \$100 million in personal income. These range from the obvious—food & beverage and lodging, to the less obvious—business services and education & healthcare.

Tourism Labor Income Impacts by Industry (2021)

Amounts in \$ millions



Source: Tourism Economics



Summary Labor Income Impacts (2021)

Amounts in \$ millions

	Direct Labor Income	Indirect Labor Income	Induced Labor Income	Total Labor Income
Total, all industries	\$3,040	\$1,024	\$1,511	\$5,575
Food & Beverage	\$927	\$29	\$115	\$1,071
Government	\$728	\$51	\$23	\$802
Business Services	\$6	\$436	\$177	\$619
Education and Health Care		\$3	\$499	\$502
Recreation and Entertainment	\$433	\$25	\$17	\$475
Finance, Insurance and Real Estate	\$35	\$169	\$262	\$467
Lodging	\$369	\$0	\$0	\$369
Retail Trade	\$223	\$6	\$133	\$362
Personal Services	\$121	\$49	\$97	\$266
Other Transport	\$128	\$44	\$21	\$193
Wholesale Trade		\$37	\$75	\$112
Construction and Utilities		\$81	\$28	\$109
Communications		\$61	\$33	\$94
Manufacturing		\$26	\$16	\$42
Air Transport	\$38	\$0	\$1	\$40
Gasoline Stations	\$31	\$0	\$8	\$39
Agriculture, Fishing, Mining		\$7	\$3	\$10

Source: Tourism Economics

ECONOMIC IMPACT FINDINGS

FISCAL (TAX) IMPACTS

Visitor spending, visitor supported jobs, and business sales generated \$2.3 billion in government revenues. State and local taxes alone tallied \$1.0 billion in 2021, compared to \$1.3 billion from federal taxes.

Each household in Connecticut would need to be taxed an additional \$732 to replace the visitor-generated taxes received by Connecticut state and local governments in 2021.

Fiscal (tax) impacts

Amounts in \$ millions

	Direct	Indirect/ Induced	Total
TOTAL	\$1,446.7	\$898.6	\$2,345.3
Federal	\$769.0	\$561.9	\$1,330.9
Personal Income	\$379.7	\$263.6	\$643.3
Corporate	\$41.2	\$44.0	\$85.2
Indirect business	\$49.5	\$30.5	\$80.0
Social insurance	\$298.7	\$223.7	\$522.4
State and Local	\$677.6	\$336.8	\$1,014.4
Sales	\$175.2	\$64.5	\$239.7
Bed Tax	\$113.4		\$113.4
Personal Income	\$101.2	\$70.8	\$172.0
Corporate	\$10.6	\$12.0	\$22.6
Social insurance	\$2.6	\$2.0	\$4.6
Excise and Fees	\$28.0	\$20.7	\$48.7
Property	\$246.6	\$166.7	\$413.4

Source: Tourism Economics



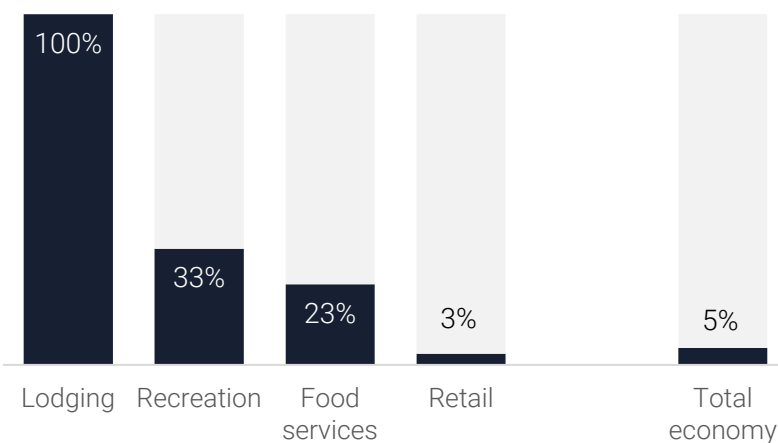


ECONOMIC IMPACTS IN CONTEXT

Despite the challenges since the pandemic's onset, visitors sustained all employment in the lodging sector, 33% of recreation employment, and 23% of food & beverage employment.

Tourism employment intensity

Amounts in percentage of total industry employment



Source: BEA, BLS, Tourism Economics

ECONOMIC IMPACTS IN CONTEXT



\$9.0B VISITOR SPENDING

The \$9.0 billion in visitor spending means that more than \$24.7 million was spent EVERY DAY by visitors in Connecticut.



\$5.6B LABOR INCOME

The \$5.6 billion in total income generated by tourism is the equivalent of \$4,000 for every household in Connecticut.



111,184 JOBS

The number of jobs sustained by tourism (111,184) supports 4.9% of all jobs in Connecticut.



\$1.0B STATE & LOCAL TAXES

The \$1.0 billion in state and local taxes generated by tourism would cover the average salary of more than 15,100 public school teachers in Connecticut.



CONNECTICUT 2022 ESTIMATE

FULL RECOVERY IN 2022

Visitor volume and spending improved in 2021 to 98% and 92% of 2019 levels, respectively. Visitor volume and spending are estimated to fully recover in 2022.

Visitor volume and spending levels

Amounts in \$ millions, millions of visitors, year-on-year percent change and percent recovered relative to 2019

	2017	2018	2019	2020	2021	Estimate 2022
Visitor volume, mils	62.83	65.34	66.12	50.63	64.78	66.56
% change		4.0%	1.2%	-23.4%	27.9%	2.7%
% relative to 2019			100%	77%	98%	101%
Direct visitor spending, \$ mils	\$9,294	\$9,627	\$9,839	\$6,457	\$9,023	\$10,030
% change		3.6%	2.2%	-34.4%	39.7%	11.2%
% relative to 2019			100%	66%	92%	102%

Source: Tourism Economics

The projected improvement in visitor volumes and direct visitor spending should further stimulate Connecticut's economy through indirect and induced spending. This total economic impact of tourism is estimated to be near \$17 billion in 2022, supporting nearly 120,000 jobs and generating approximately \$2.6 billion in total fiscal revenues.

Estimate of economic impacts

	2021	Estimate 2022	2022 growth
Direct business sales (direct visitor spending)	\$9,023	\$10,030	11.2%
Total business sales, \$ mils	\$15,449	\$16,950	9.7%
Direct employment	72,949	80,364	10.2%
Total employment	111,184	119,729	7.7%
State & local taxes	\$1,014	\$1,128	11.2%
Federal taxes	\$1,331	\$1,467	10.3%
Total fiscal (tax) impacts, \$ mils	\$2,345	\$2,596	10.7%

Source: Tourism Economics

In 2022, visitor volume and spending are expected to reach 101% and 102% of 2019 levels, respectively.

Visitor volume and spending % relative to 2019



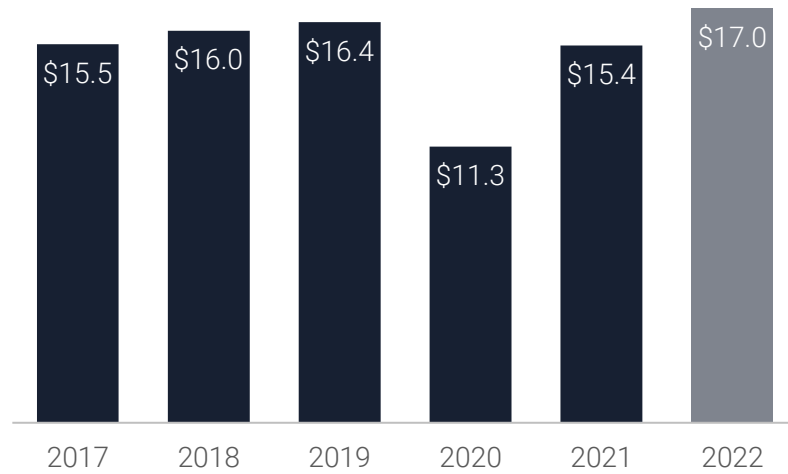
Source: Tourism Economics

TOTAL IMPACTS RECOVERY

The projected recovery in 2022 direct visitor spending should generate \$17 billion in total business sales – slightly above pre-pandemic levels (103% versus 2019).

Total business sales

Amounts in \$ billions

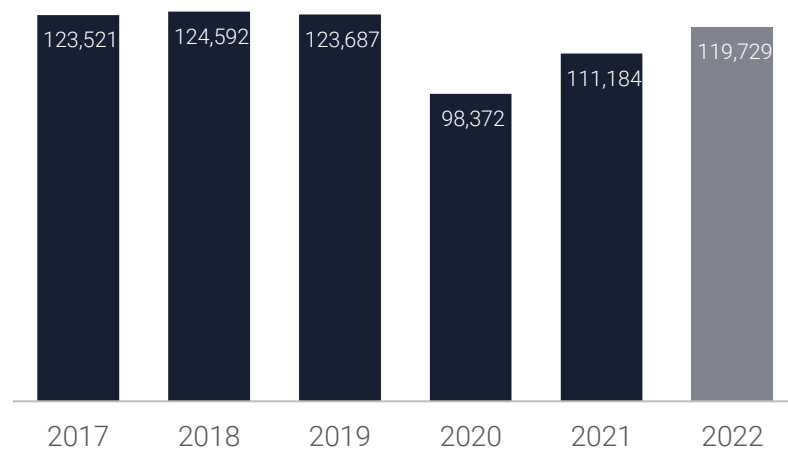


Source: Tourism Economics

Following widespread layoffs in 2020, employment has recovered slower than business sales. In 2022, total employment sustained by visitor activity is expected to reach 97% of 2019 levels at 119,729 jobs.

Total jobs

Amounts in number of jobs

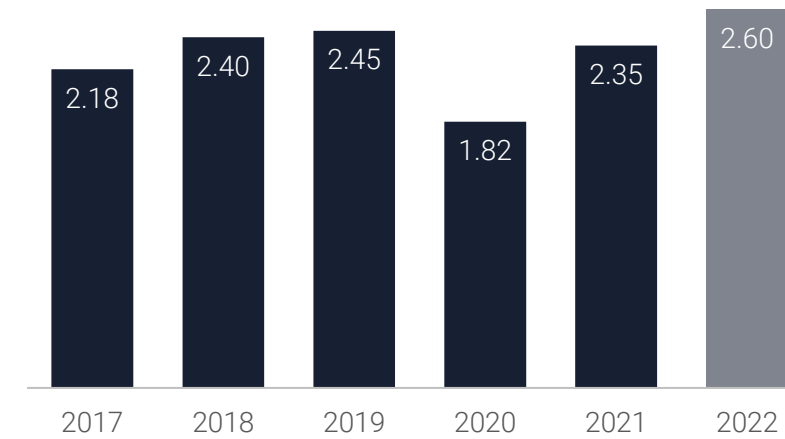


Source: Tourism Economics

Growth in visitor spending, as well as growth in visitor-supported jobs and income, are expected to increase total tax revenues by 11%. This includes both indirect and induced impacts for federal, state, and local taxes.

Total fiscal (tax) impact

Amounts in \$ billions



Source: Tourism Economics



APPENDIX

Glossary – Spending Definitions

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

Glossary – Economic Impact Definitions

Term	Description
Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
Indirect Impact	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Employment	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
Labor income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Value Added (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
Local Taxes	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
State Taxes	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.

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

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

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For more information:

admin@tourismeconomics.com