

Pierce County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$93,479
Employee Earnings generated by \$100 Visitor Spending	\$29
Local Tax Revenues generated by \$100 Visitor Spending	\$4.04

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$85,142
Additional employment if each resident household encouraged one additional overnight visitor	911

Visitor Shares

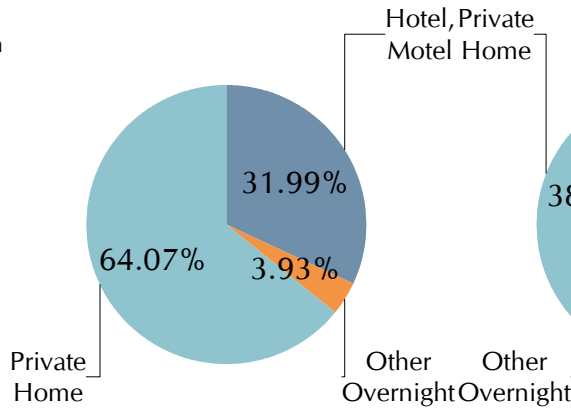
Travel Share of Total Employment (2016)*	2.8 %
Visitor Share of Taxable Sales (2016)**	4.9 %
Overnight Visitor Share (2017p)***	2.8 %

Overnight Visitor Spending and Volume

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

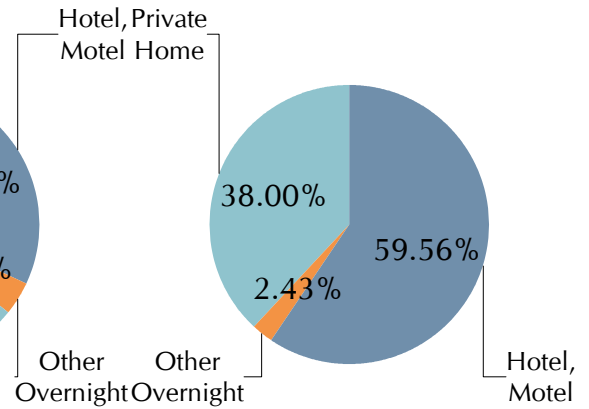
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares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

Person Nights



as a percent of total

Spending



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel	1,375.3	2,900.8	501.7
Private Home	1,772.1	5,809.3	320.1
Other Overnight	123.7	356.6	20.5
All Overnight	3,271.1	9,066.8	842.3

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

Pierce County
Direct Travel Impacts, 2010-2017p

							Ave. Annual Chg.	
	2010	2012	2014	2015	2016	2017	16-17	10-17
Spending								
Total (Current \$)	889	957	1,054	1,103	1,186	1,230	3.7%	4.7%
Other	90	109	103	86	84	98	16.4%	1.2%
Visitor	799	849	951	1,017	1,102	1,132	2.7%	5.1%
Non-transportation	659	695	786	858	931	950	2.0%	5.4%
Transportation	140	153	165	159	171	182	6.3%	3.8%
Earnings								
Earnings (Current \$)	233	241	272	295	321	341	6.2%	5.6%
Employment								
Employment	10,580	10,460	10,960	11,450	12,100	12,350	2.1%	2.2%
Tax Revenue								
Total (Current \$)	89	92	104	115	129	128	-0.8%	5.4%
Local Tax Receipts	31	33	38	43	49	46	-6.5%	5.6%
Visitor	21	22	26	30	34	32	-7.8%	6.3%
Business or Employee	11	11	12	13	15	14	-3.3%	4.2%
State Tax Receipts	57	59	66	71	80	82	2.7%	5.2%
Visitor	45	46	52	55	61	64	3.9%	5.3%
Business or Employee	13	13	15	16	18	18	-1.7%	5.1%

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

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

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

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

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

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

Pierce County

Travel Impacts, 2000-2017p

Total Direct Travel Spending (\$Million)

	2000	2005	2010	2012	2014	2016	2017
Destination Spending	598.3	685.5	799.2	848.8	950.9	1,102.4	1,132.0
Other Travel*	55.0	75.4	90.0	108.5	103.4	84.1	97.9
Total	653.3	760.9	889.2	957.3	1,054.3	1,186.4	1,229.9

Visitor Spending By Commodity Purchased (\$Million)

	2000	2005	2010	2012	2014	2016	2017
Accommodations	72.8	81.0	101.7	103.2	131.2	175.3	174.7
Food Service	165.8	201.7	244.8	263.8	300.4	360.7	376.1
Food Stores	39.6	47.4	55.4	60.5	66.3	72.8	73.1
Local Tran. & Gas	90.7	114.4	140.0	153.4	165.2	171.3	182.1
Arts, Ent. & Rec.	107.3	117.8	125.5	130.4	141.3	160.5	163.3
Retail Sales	122.1	123.2	131.8	137.6	146.5	161.7	162.7
Total	598.3	685.5	799.2	848.8	950.9	1,102.4	1,132.0

Industry Earnings Generated by Travel Spending (\$Million)

	2000	2005	2010	2012	2014	2016	2017
Accom. & Food Serv.	79.9	95.7	113.4	122.3	136.6	168.0	181.8
Arts, Ent. & Rec.	56.2	59.9	60.0	57.8	66.2	72.2	73.5
Retail**	21.7	24.4	26.8	28.1	32.1	36.7	38.5
Ground Tran.	19.2	23.1	26.1	26.0	29.4	34.7	37.2
Other Travel*	8.8	6.7	6.4	7.1	8.0	9.3	9.9
Total	185.8	209.8	232.6	241.4	272.3	320.9	340.8

Industry Employment Generated by Travel Spending (Jobs)

	2000	2005	2010	2012	2014	2016	2017
Accom. & Food Serv.	4,710	4,780	4,860	4,930	5,340	6,070	6,120
Arts, Ent. & Rec.	4,210	3,990	3,530	3,370	3,310	3,580	3,720
Retail**	1,040	1,010	1,050	1,060	1,140	1,230	1,270
Ground Tran.	870	970	910	870	940	990	1,000
Other Travel*	470	280	220	220	220	230	240
Total	11,310	11,030	10,580	10,460	10,960	12,100	12,350

Tax Receipts Generated by Travel Spending (\$Million)

	2000	2005	2010	2012	2014	2016	2017
Local Tax Receipts	21.4	25.9	31.3	32.5	37.9	48.9	45.7
Visitor	13.3	16.6	20.7	21.7	25.6	34.3	31.6
Business or Employee	8.1	9.3	10.6	10.8	12.3	14.6	14.1
State Tax Receipts	43.6	49.9	57.3	59.5	66.4	79.8	81.9
Visitor	33.1	38.4	44.6	46.4	51.5	61.5	63.9
Business or Employee	10.5	11.6	12.7	13.0	14.9	18.3	18.0
Total Local & State Receipts	64.9	75.9	88.6	92.0	104.3	128.7	127.6

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

Pierce County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2000-2017p

	2000	2005	2010	2012	2015	2016	2017
Total Destination Spending	598	686	799	849	1,017	1,102	1,132
All Overnight	433	495	580	614	754	821	842
Hotel, Motel	226	254	301	315	435	490	502
Private Home	193	225	262	281	299	312	320
Other Overnight	14	16	17	18	19	20	21
Day Travel	165	191	219	234	263	281	290
Day Travel	165	191	219	234	263	281	290

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel	\$361	\$772	\$173	\$365	2.1	2.1
Private Home	\$108	\$366	\$55	\$181	2.0	3.4
Other Overnight	\$146	\$419	\$57	\$166	2.5	2.9
All Overnight	\$187	\$536	\$93	\$257	2.1	2.9

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel	2,558	2,856	2,901	1,222	1,365	1,388
Private Home	5,691	5,827	5,809	2,871	2,959	2,967
Other Overnight	344	352	357	136	139	141
All Overnight	8,592	9,035	9,067	4,228	4,463	4,495

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel	1,213	1,354	1,375	572	639	650
Private Home	1,736	1,777	1,772	848	873	874
Other Overnight	119	122	124	47	48	49
All Overnight	3,068	3,254	3,271	1,467	1,560	1,572

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