

# City of Hood River, Oregon

## *Visitor Impacts, 2011-15p*



Photo courtesy of Hood River County Chamber of Commerce

*May 2016*



**CITY OF HOOD RIVER, OREGON  
VISITOR IMPACTS, 2011-2015P**

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## CITY OF HOOD RIVER VISITOR IMPACTS, 2011-2015P

This report provides detailed travel impact estimates for the City of Hood River from 2011 to 2015. The estimates for 2015 are preliminary. These estimates were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The estimates are comparable to county, regional and state travel impacts prepared by Dean Runyan Associates for Travel Oregon.<sup>1</sup>

- **Overview.** Visitation, travel spending, employment and tax revenue all grew during 2015. They have increased every year since 2011, the first year for which travel impacts for the City of Hood River were estimated for this report.
- **Spending.** Travel spending (\$64.6 million in 2015) in the City of Hood River increased by 3.8 percent for the year in current dollars. The increase would have been greater but for the decline in motor fuel prices. Non-transportation visitor spending increased by 6.9 percent in 2015. This spending has increased by 10.6 percent per year since 2011.<sup>2</sup>
- **Employment.** Travel-generated employment (720 jobs in 2015) increased by 1.6 percent for the year. The average annual rate of employment growth since 2011 has been 6.1 percent. Travel-generated employment in the City of Hood River represents about 6 percent of all employment in the city.<sup>3</sup>
- **Visitor Volume.** There were 226,000 overnight person trips to the City of Hood River in 2015. Almost 80 percent of these overnight visitors stayed in hotels, motels, B&Bs, and similar paid accommodations.
- **Average Spending.** Each overnight visitor spent \$91 per day while in the City of Hood River. This includes spending on lodging, food service, recreation and shopping.
- **City and County Travel Impacts.** About 70 percent of all Hood River county travel impacts occur within the City of Hood River. This reflects the concentration of lodging, restaurants and retail shopping in the city. The employment generated provides for jobs for all county residents, regardless of whether they live within the city.<sup>4</sup>

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<sup>1</sup> *Oregon Travel Impacts, 1992-2015p* prepared by Dean Runyan Associates for the Oregon Tourism Commission.

<sup>2</sup> There was a 24.4 percent increase from 2012 to 2013 due, in part, to the annexation of some lodging by the City of Hood River.

<sup>3</sup> Various data sources indicate that about 75 percent of all county employment is located in City of Hood River. (See appendix, page 10.) The travel share of total employment for the state of Oregon is 4.4 percent.

<sup>4</sup> Whereas about 75 percent of all county employment is located within the City of Hood River, about one-third of the county labor force resides within the city. See appendix, page 9.

## CITY OF HOOD RIVER TRAVEL TRENDS AND ECONOMIC IMPACTS

Total direct travel spending in the City of Hood River was \$64.6 million in 2015. This represents a 3.8 percent increase over the preceding year in current dollars. Since 2011, travel spending has increased by 8.9 percent per year. The recent decline in motor fuel prices is responsible for the apparent decline in the rate of growth in travel spending, as non-transportation visitor spending increased by 6.9 percent from 2014 to 2015. Earnings (\$17.0 million), employment (720 jobs) and tax revenue were also all up in 2015. It should be noted that the annexation of two lodging properties in 2013 contributed to the sharp increase in spending and related impacts for that period.

### City of Hood River Direct Travel Impacts, 2011-2015p

	2011	2012	2013	2014	2015p	Ave. Annual Chg. 14-15p	11-15p
<b>Spending (\$Millions)</b>							
Total	45.9	50.1	61.0	62.3	64.6	3.8%	8.9%
Other	1.4	1.4	1.4	1.3	1.1	-15.0%	-4.2%
Visitor	44.5	48.7	59.7	60.9	63.5	4.2%	9.3%
Non-transportation	38.4	42.2	52.2	53.8	57.5	6.9%	10.6%
Transportation	6.1	6.5	7.4	7.1	6.0	-15.8%	-0.5%
<b>Earnings (\$Millions)</b>							
Earnings	11.7	12.6	14.7	15.9	17.0	7.3%	9.7%
<b>Employment</b>							
Employment	570	600	680	710	720	1.6%	6.1%
<b>Tax Revenue (\$Millions)</b>							
Total	2.0	2.2	2.8	2.9	3.1	7.8%	11.1%
Local	0.8	0.9	1.2	1.3	1.4	10.6%	15.3%
State	1.2	1.3	1.5	1.6	1.7	5.5%	8.0%

**Other spending** includes air travel and ground transportation impacts for travel to other Washington visitor destinations, travel arrangement & reservation services, and convention & 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 and other local ground transportation.

**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 by visitors.

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

Travel Impacts are shown in greater detail on the next page.

## City of Hood River Travel Impacts, 2011-2015p

	2011	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>					
Destination Spending	44.5	48.7	59.7	60.9	63.5
Other Travel*	1.4	1.4	1.4	1.3	1.1
Total Direct Spending	45.9	50.1	61.0	62.3	64.6
<b>Visitor Spending by Commodity Purchased (\$Million)</b>					
Accommodations	11.1	12.4	16.8	17.7	19.5
Food Service	12.7	14.0	17.0	17.5	18.6
Food Stores	3.1	3.3	3.9	4.0	4.2
Local Tran. & Gas	6.1	6.5	7.4	7.1	6.0
Arts, Ent. & Rec.	5.3	5.7	6.7	6.8	7.1
Retail Sales	6.3	6.7	7.8	7.9	8.1
Destination Spending	44.5	48.7	59.7	60.9	63.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>					
Accom. & Food Serv.	8.5	9.2	10.9	11.9	12.9
Arts, Ent. & Rec.	1.7	1.7	1.9	2.0	2.1
Retail***	1.2	1.3	1.5	1.5	1.6
Other Travel**	0.3	0.3	0.4	0.4	0.4
Total Direct Earnings	11.7	12.6	14.7	15.9	17.0
<b>Industry Employment Generated by Travel Spending (Jobs)</b>					
Accom. & Food Serv.	420	450	510	540	550
Arts, Ent. & Rec.	80	80	90	90	90
Retail***	60	60	70	70	70
Other Travel**	10	10	10	10	10
Total Direct Employment	570	600	680	710	720
<b>Government Revenue Generated by Travel Spending (\$Million)</b>					
Local Tax Receipts	0.8	0.9	1.2	1.3	1.4
State Tax Receipts	1.2	1.3	1.5	1.6	1.7
Total Local & State	2.0	2.2	2.8	2.9	3.1

Details may not add to totals due to rounding.

\*Other Travel spending includes ground transportation spending and related impacts for travel to other Oregon visitor destinations, and travel arrangement services.

\*\*Other Travel employment and earnings includes all ground transportation, except motor fuel, and travel arrangement services. \*\*\*Retail includes gasoline.

## OVERNIGHT VISITOR VOLUME AND AVERAGE VISITOR SPENDING

Visitor volume and average visitor spending estimates for the City of Hood River are shown below. The tables are mathematically related: The total visitor spending estimates in the first table are equivalent to the average spending estimates in the second table multiplied by the appropriate measure of visitor volume in the third table. See Appendix C.

### Visitor Spending by Type of Traveler Accommodation (\$Million)

	2011	2012	2013	2014	2015p
All Overnight	30.0	33.0	41.1	42.1	44.1
Hotel, Motel*	25.9	28.7	36.8	37.8	39.8
Private Home	2.8	3.0	3.0	3.0	3.0
Other Overnight	1.2	1.3	1.3	1.3	1.3
Day Travel	14.6	15.8	18.5	18.8	19.4
Spending at Destination	44.5	48.7	59.7	60.9	63.5

### Average Expenditures for Overnight Visitors, 2015p

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel*	\$287	\$544	\$118	\$222	2.4	1.9
Private Home	\$81	\$246	\$31	\$94	2.6	3.0
Other Overnight	\$88	\$290	\$27	\$88	3.3	3.3
All Overnight	\$231	\$490	\$91	\$195	2.5	2.1

### Overnight Visitor Volume, 2013-2015p

	Person-Nights (000)			Party-Nights (000)		
	2013	2014	2015p	2013	2014	2015p
Hotel, Motel*	322	326	338	132	133	138
Private Home	97	96	98	37	37	38
Other Overnight	49	49	50	15	15	15
All Overnight	468	471	486	184	185	191

	Person-Trips (000)			Party-Trips (000)		
	2013	2014	2015p	2013	2014	2015p
Hotel, Motel*	170	172	179	70	70	73
Private Home	32	31	32	12	12	12
Other Overnight	15	15	15	5	5	5
All Overnight	217	219	226	86	87	90

\*Hotel, Motel accommodations include all non-camping accommodations where a lodging tax is collected.

## HOOD RIVER COUNTY AND CITY TRAVEL IMPACTS

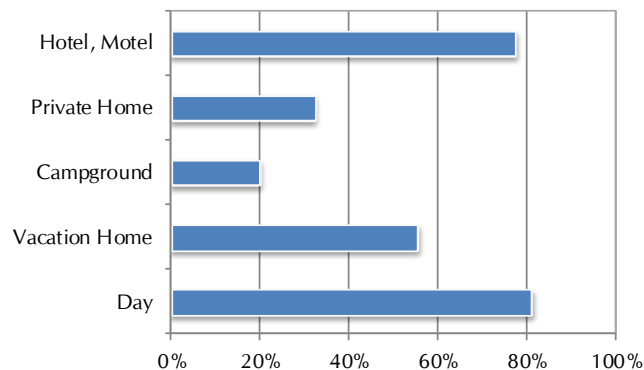
The table below indicates that the City of Hood River receives about 70 percent of all visitor spending and related travel impacts in the county.<sup>5</sup> This is generally consistent with the geographic distribution of leisure and hospitality payroll employment in the county. According to the 2012 Economic Census, approximately 80 percent of all business receipts and payroll for the accommodation and food services sector (NAICS 72) occurs within the City of Hood River.<sup>6</sup> The proportion is unknown for arts, entertainment and recreation (NAICS 71) where it is likely that the city share is less due to the prevalence of outdoor recreational activities outside of the city. However, other components of visitor spending, such as retail shopping, predominantly occur within the City of Hood River.

### Hood River County and City Travel Impacts, 2015p

	County	City	City Share
Visitor Spending (\$ Million)	89.4	63.5	71%
Earnings (\$ Million)	24.7	17.0	69%
Employment	1,050	720	69%
Local & State Tax Revenue (\$Million)	4.2	3.1	73%

The following bar chart shows the city share of visitor spending by type of accommodation. Almost 80 percent of all visitor spending from persons who stayed overnight in hotels, motels and other accommodations where a lodging tax is collected (except campgrounds) occurred within the City of Hood River. A similarly high proportion occurred for day travelers. This reflects spending by travelers passing through the county, day trips from the Portland metro area, and day visits to the city by persons staying in private and vacation homes in other areas of the county.

### City of Hood River Share of County Visitor Spending by Type of Accommodation, 2015p



<sup>5</sup> The county data is from *Oregon Travel Impacts, 1992-2015p*, prepared by Dean Runyan Associates for the Oregon Tourism Commission.

<sup>6</sup> See Appendix A, page 10.

## APPENDICES

APPENDIX A:	INTERPRETATION OF FINDINGS
APPENDIX B:	CITY AND COUNTY SOCIAL AND ECONOMIC CHARACTERISTICS
APPENDIX C:	KEY TERMS AND DEFINITIONS
APPENDIX D:	TRAVEL IMPACT INDUSTRIES MATCHED TO 2007 NAICS
APPENDIX E:	RELATIONSHIP BETWEEN SPENDING AND VOLUME
APPENDIX F:	REGIONAL TRAVEL IMPACT MODEL



## INTERPRETATION OF FINDINGS

- The monetary estimates in this report are expressed in *current* dollars. There is no adjustment for inflation.
- The economic impact measurements represent only direct economic impacts generated by travel spending. Secondary effects related to the additional spending of businesses and employees from travel-generated income are not included.
- The employment estimates in this report are estimates of the total number of full and part-time number of jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates.
- The estimates of visitor volume for the City of Hood River are based on the visitor spending estimates prepared by Dean Runyan Associates and visitor survey data for non-urban Oregon. Because this survey does not measure the trip characteristics of Hood River visitors specifically, the average spending and volume estimates should be interpreted accordingly.<sup>1</sup>
- In general, small area estimates such as these will be less reliable than estimates for larger geographic areas because of data limitations. However, these estimates of visitor impacts are consistent with other data sources that describe the resident population and economy of City of Hood River.<sup>2</sup>

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<sup>1</sup> The survey data was provided by TNS TravelsAmerica.

<sup>2</sup> The visitor impact estimates were evaluated with respect to the 2012 Economic Censuses for the city and county of Hood River, zip code level County Business Patterns reported by the U.S. Census Bureau, and U.S. Census data.

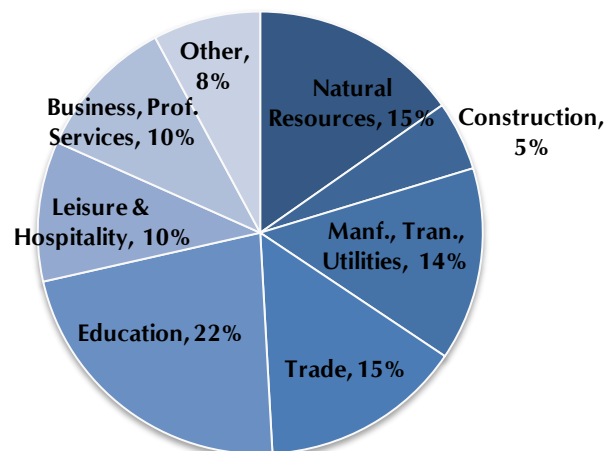
## CITY AND COUNTY SOCIAL AND ECONOMIC CHARACTERISTICS

About 1/3 of the total population of Hood River county resides within the City of Hood River.<sup>3</sup> However, the working age population is younger. The city share of the 20 to 39 year-old age group is 37 percent, while the city share of the 50 to 69 year-old age group is 27 percent.

The greater concentration of younger adults in the City of Hood River is also reflected in the household structure and the city's housing units. Approximately one-half of all non-family households are located in the City of Hood River, as are one-half of all housing units for rent.

The economy of the county is relatively diverse for a non-urban area. The pie chart below shows the distribution of employed persons in the county by type of industry. As with the population, approximately one-third of these employed individuals reside within the City of Hood River. However, at least three-fourths of the jobs are actually located within the city.<sup>4</sup> Most employed persons in the county work in the City of Hood River, regardless of where they reside.

**Hood River County Employment by Industry**  
2010-14 American Community Survey 5-year estimates



Source: U.S. Census Bureau. These estimates are for all employed persons including payroll employees and the self-employed. See Appendix A, page 9 for detail.

<sup>3</sup> See page 9. In 2010, the total county population was 22,346 and the city population was 7,167.

<sup>4</sup> See Appendix A, pages 10 and 11. Natural resources (agriculture and forestry) jobs predominate outside of the City of Hood River. Many of these jobs are classified as self-employment.

**Hood River County and City  
Population & Housing Characteristics, 2010**

	County	City	City Share
<b>Population</b>			
Total	22,346	7,167	32%
Under 20	6,361	2,017	32%
20-29	2,501	890	36%
30-39	2,913	1,108	38%
40-49	3,335	1,054	32%
50-59	3,306	911	28%
60-69	1,946	516	27%
70 & over	1,984	671	34%
Median age (years)	38.0	36.3	
<b>Households</b>			
Total	8,173	2,972	36%
Family households	5,659	1,728	31%
Non-family households	2,514	1,244	49%
Average household size	2.64	2.39	
Average family size	3.14	3.12	
<b>Housing</b>			
Total housing units	9,271	3,473	37%
Occupied housing units	8,173	2,972	36%
Owner-occupied housing units	5,140	1,463	28%
Renter-occupied housing units	3,033	1,509	50%
Vacant housing units	1,098	501	46%
For rent	164	114	70%
For seasonal, recreational, or occasional use	497	269	54%
All other vacants	437	118	27%

Source: U.S. Bureau of the Census (2010 decennial census).

**Selected Economic Characteristics of Hood River County and City Labor Force  
2010-2014 American Community Survey 5-Year Estimates**

	<u>County</u>		<u>City</u>		<b>*City Share</b>
	Estimate	Margin of Error	Estimate	Margin of Error	
<b>EMPLOYMENT STATUS</b>					
Population 16 years and over	17,442	+/-117	5,693	+/-261	33%
In labor force	11,847	+/-386	4,043	+/-340	34%
Employed	11,181	+/-418	3,873	+/-339	35%
Unemployed	666	+/-182	170	+/-93	26%
Not in labor force	5,595	+/-382	1,650	+/-223	29%
<b>OCCUPATION</b>					
Civilian employed population 16 years & over	11,181	+/-418	3,873	+/-339	35%
Management, business, science, and arts	3,900	+/-345	1,341	+/-245	34%
Service	1,767	+/-261	865	+/-205	49%
Sales and office	2,285	+/-335	943	+/-220	41%
Natural resources, construction, and maintenance	1,727	+/-381	160	+/-92	9%
Production, transportation, and material moving	1,502	+/-223	564	+/-184	38%
<b>INDUSTRY</b>					
Civilian employed population 16 years & over	11,181	+/-418	3,873	+/-339	35%
Agriculture, forestry, fishing and hunting, and mining	1,706	+/-293	158	+/-121	9%
Construction	565	+/-220	86	+/-74	15%
Manufacturing	1,235	+/-243	616	+/-208	50%
Wholesale trade	588	+/-176	182	+/-111	31%
Retail trade	1,059	+/-197	569	+/-201	54%
Transportation and warehousing, and utilities	339	+/-111	73	+/-60	22%
Information	137	+/-75	81	+/-64	59%
Finance and insurance, and real estate and rental and leasing	271	+/-119	26	+/-24	10%
Professional, scientific, and management, and administrative and waste management services	762	+/-204	307	+/-137	40%
Educational services, and health care and social assistance	2,499	+/-329	851	+/-182	34%
Arts, entertainment, and recreation, and accommodation and food services	1,142	+/-235	583	+/-186	51%
Other services, except public administration	522	+/-172	218	+/-119	42%
Public administration	356	+/-113	123	+/-62	35%
<b>CLASS OF WORKER</b>					
Civilian employed population 16 years & over	11,181	+/-418	3,873	+/-339	35%
Private wage and salary workers	8,740	+/-445	3,264	+/-316	37%
Government workers	1,606	+/-316	444	+/-138	28%
Self-employed in own not incorporated business workers	835	+/-231	165	+/-80	20%

Source: U.S. Bureau of the Census (American Community Survey). \*City Share calculated from reported estimates. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error contains the true value.

### Hood River County and City Census of Businesses, 2012

NAICS	Industry	County			City			City Share		
		Establish- ments	Receipts (\$1,000)	Payroll (\$1,000)	Establish- ments	Receipts (\$1,000)	Payroll (\$1,000)	Establish- ments	Receipts (\$1,000)	Payroll (\$1,000)
31-33	Manufacturing	63	304,290	44,533	31	216,865	30,375	49%	71%	68%
42	Wholesale trade	24	110,485	14,680	13	53,052	6,504	54%	48%	44%
44-45	Retail trade	157	315,357	33,541	110	247,270	24,866	70%	78%	74%
48-49	Transportation and warehousing	18	23,840	5,169	5			28%		
51	Information	16		10,463	14			88%		
52	Finance and insurance	30		9,001	28			93%		
53	Real estate and rental and leasing	31	10,006	1,954	20	7,230	1,284	65%	72%	66%
54	Professional, scientific, and technical services	125	84,405	18,247	85	74,398	14,954	68%	88%	82%
56	Administrative and support and waste management and remediation services	36	11,098	3,698	15	3,444	1,177	42%	31%	32%
61	Educational services	13	1,782	597	13	1,782	597	100%	100%	100%
62	Health care and social assistance	96	130,751	59,382	75	117,644	53,445	78%	90%	90%
71	Arts, entertainment, and recreation	18	29,017	9,357	11			61%		
72	Accommodation and food services	96	62,118	19,312	74	50,751	15,005	77%	82%	78%
81	Other services (except public administration)	55	20,717	6,145	29			53%		

Source: U.S. Bureau of the Census (2012 Economic Census). Agriculture, forestry, construction, utilities and government not included. Blanks indicate estimates not available due to data limitations. The city share of receipts and payroll for those sectors where data is reported is approximately 75 percent (NAICS 31-33, 42, 44-45, 53, 54, 56, 61, 62, and 72).

## KEY TERMS AND DEFINITIONS

### ECONOMIC IMPACTS

**Commodity:** A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

**Direct Impacts:** Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

**Earnings:** Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

**Employment:** Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

**Industry:** A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

**Local Taxes:** City of Newport lodging tax. Property taxes are not included.

**Other spending:** See *Travel spending*.

**Private Home:** Unpaid overnight accommodations of friends and relatives.

**Receipts:** Travel expenditures less the sales and excise taxes paid by the consumer.

**State Taxes:** Lodging, motor fuel, and personal and business income taxes imposed by the state of Oregon.

**Total Impacts:** The sum of *Direct* and *Secondary* impacts.

**Travel spending:** The sum of visitor and other spending related to travel. Other spending includes spending by residents on ground and air transportation for the purpose of travel to other destinations and spending on travel arrangement services.

**Visitor spending:** All spending on goods & services by visitors at the destination. Also referred to as destination spending.

## VISITOR VOLUME

**Length of Stay:** The number of nights that a visitor or travel party is away from home on a trip.

**Night:** Applies to overnight visitors only. The number of nights on a trip is the length of stay. The count of days and nights is generally equivalent for overnight visitors. (See trips.)

**Party-trips:** The number of trips to the destination by travel parties. Party-trips are equal to the number of Visitor-trips divided by the average party size.

**Party-nights:** The number of nights or days that travel parties stayed at the destination. Party-nights are equal to the number of visitor-nights divided by the average party size or the number of party-trips multiplied by the average length of stay.

**Party Size:** The number of individuals (adults and children, including non-household members) that are traveling together and are sharing the costs of travel.

**Room Demand:** A count of the number of hotel/motel rooms that are sold on a nightly basis over a given period of time. Also referred to as *room nights sold*.

**Travel party:** A *travel party* includes all *visitors* (adults and children) traveling together. The *party size* represents the average number of visitors or persons in the travel party.

**Trip:** A trip may include more than one day or night at a destination. For overnight visitor categories, the total number of trips will be less than the number of nights. The *length of stay* for the trip represents the number of nights (or days) at the destination.

**Visitor:** An individual traveler that stays overnight away from home in paid or unpaid accommodations, or a day visitor that travels at least fifty miles one-way from home on non-routine trip.

**Visitor-trips:** The number of trips to the destination by visitors or persons. This is also equivalent to as the total number of *visits*.

**Visitor-nights:** The number of nights or days that visitors (persons) stayed at the destination. Visitor-nights are equal to the number of visitor-trips multiplied by the average length of stay.

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**TRAVEL IMPACT INDUSTRIES MATCHED TO 2007 NAICS**

<b>TRAVEL IMPACT INDUSTRY</b>	<b>NAICS INDUSTRIES* (code)</b>
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722) Residential Property Managers (531311)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487) Miscellaneous Industries (see note**)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Ground Transportation	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
Air Transportation	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
Travel Agencies	Travel Agencies (56151)

Notes: \*Government enterprises (e.g., park systems) are included in this classification.

\*\*Includes parts of industries in other sectors (e.g., accommodation, charter bus).

A more detailed description of these industries can be found at <http://www.ntis.gov/naics>.



## RELATIONSHIP BETWEEN SPENDING AND VOLUME

The Spending, Average Expenditures and Volume tables are computationally related as shown below with sample data.

- **Spending equals Average Expenditures multiplied by Volume** for comparable party/person and night/trip categories
- **Travel parties and persons** are related by division or multiplication with **Party Size**
- **Trips and nights** are related by division or multiplication with **Length of Stay**

### Visitor Spending by Type of Accommodation (\$Million), YEAR

		YEAR
All Overnight	<b>656,000 x \$79 = \$56,100,000 (calculated from person-trips)</b>	<b>56.1</b>
Hotel, Motel	<b>160,000 x \$200 = \$32,000,000 (calculated from party-nights)</b>	<b>32.0</b>
Private Home	<b>1,030,000 x \$20 = \$20,600,000 (calculated from person-nights)</b>	<b>20.6</b>
Other Overnight	<b>10,000 x \$350 = \$3,500,000 (calculated from party-trips)</b>	<b>3.5</b>
Campground		3.0
Vacation Home		0.5
Day Travel		30.0
Spending at Destination		86.1

### Average Expenditures for Overnight Visitors, YEAR

	Travel Party		Visitor (Person)		Party Size	Length of Stay (nights)
	Nights	Trip	Nights	Trip		
Hotel, Motel	<b>\$200</b>	\$340	\$83	\$142	<b>2.4</b>	1.7
Private Home	\$50	\$130	<b>\$20</b>	\$52	2.5	<b>2.6</b>
Other Overnight	\$117	<b>\$350</b>	\$34	\$103	3.4	3.0
All Overnight	\$494	\$214	\$197	<b>\$86</b>	2.5	2.3

### Overnight Visitor Volume, YEAR

	Visitor-Nights (000)		Party-Nights (000)	
	YEAR	YEAR	YEAR	YEAR
Hotel, Motel	<b>160 x 2.4 =</b>	384		<b>160</b>
Private Home		<b>1,030</b>		412
Other Overnight		102		30
All Overnight		1,516		602

	Visitor-Trips (000)		Party-Trips (000)	
	YEAR	YEAR	YEAR	YEAR
Hotel, Motel		226		94
Private Home	<b>1,030 / 2.6 =</b>	396		158
Other Overnight		34		<b>10</b>
All Overnight		<b>656</b>		263

**REGIONAL TRAVEL IMPACT MODEL**

**PRIMARY DATA SOURCES**

