

The Economic Impact of Travel

City of Bend

2023

April 2024

PREPARED FOR
Visit Bend



Page intentionally blank



The Economic Impact of Travel in the City of Bend

2023

Visit Bend

4/26/2024

PRIMARY RESEARCH CONDUCTED BY

Dean Runyan Associates
833 SW 11th Avenue Suite 920
Portland, Oregon 97205

Photo: Visit Bend cropped by DRA

Table of Contents

Summary.....	6
Regional Impacts.....	7
Summary Table.....	8
Detailed Table (Spending).....	9
Detailed Table (Earnings, Employment, Taxes).....	10
Inflation Effects.....	11
Visitor Spending by Commodity.....	12
Visitor Spending by Accommodation.....	12
Direct Employment (Chart).....	13
Taxable Lodging Sales.....	14
Overnight Volume.....	14
Secondary Impacts.....	15
Overnight Visitor Details.....	18
Industry Comparison.....	19
Glossary (Economic Impacts).....	20
Methodology (Economic Impacts).....	21



City of Bend

2023

Bend / Summary

Travel Impacts, 2023

Bend, Oregon, a major economic hub in the heart of Central Oregon, is a city known for its natural beauty, outdoor recreation opportunities, vibrant arts and culture scene, and thriving community spirit. It has long been an attractive travel destination for both Oregonians and those who call somewhere else home.

In 2023, the travel economy experienced mixed results, employment within the industry experienced a double-digit percentage increase, while spending remained steady and overnight visitation declined compared to the prior year.

- Travel spending in Bend increased 0.2%, from \$382.5 million in 2022 to \$383.4 million in 2023.
- Direct travel-generated employment grew to 3,470 jobs, a 10.5% increase over 2022.
- Direct travel-generated earnings increased to \$117.8 million, a gain of 16.0% compared to 2022.
- Tax receipts generated by travel spending increased to \$25.7 million, up 1.2% compared to 2022.

Bend's travel economy increased 0.2% in 2023 to \$383.4 million.

Note: Current year data are preliminary and subject to change as new source data becomes available. All dollar values expressed in nominal terms unless noted otherwise.

Photo: Visit Bend



Bend / Regional Comparison

Travel Impacts, 2023

In this section, we compare the size of Bend's travel industry to the Central Oregon region. The table highlights how the share of spending, earnings, employment, taxes and visitor volume associated with travel to Bend compares to those same metrics for Central Oregon. Bend generates 30% of all the direct travel spending in the region, 33% of direct travel employment, and 54% of local tax revenue. The greater share in local tax revenue is a result of a higher city-level transient occupancy tax rate as compared to other towns in Central Oregon.

The Central Oregon region made up approximately 9% of all travel spending in the state for calendar year 2023. Deschutes County generated around 86% of the region's spend, while Crook, Jefferson, and a portion of Wasco counties accounted for the remaining 14% of the region's spend. In Oregon most of the travel activity is concentrated along the population centers in the I-5 corridor running through Portland, the Willamette Valley, and Southern Oregon.

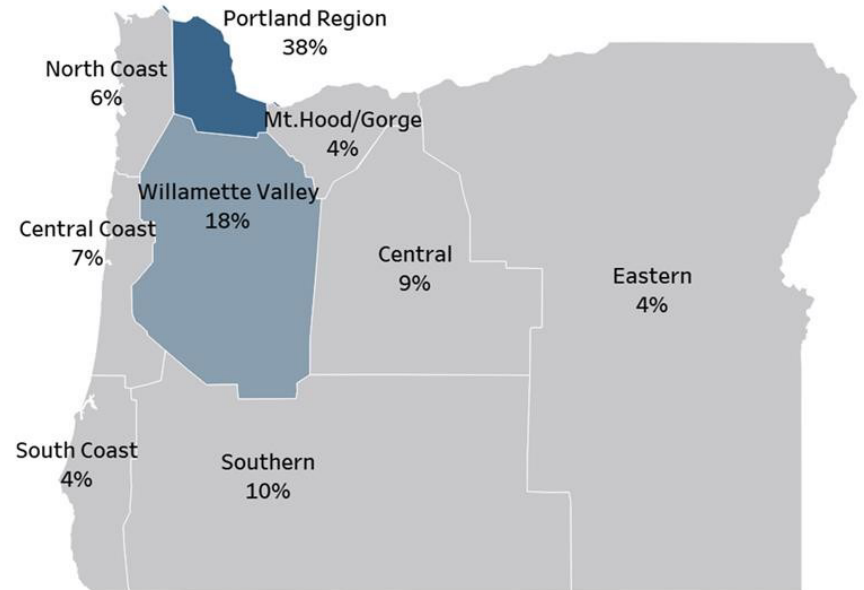
Additional information detailing the travel impacts and current indicators of travel activity for Oregon is available at www.travelstats.com/oregon.

Direct Travel Impacts, 2023

	Central Oregon	City of Bend	Share of Region
Spending (\$M)	\$1,293.0	\$383.4	30%
Earnings (\$M)	\$390.4	\$117.8	30%
Employment (Jobs)	10,650	3,470	33%
State Tax Revenue (\$M)	\$35.5	\$11.1	31%
Local Tax Revenue (\$M)	\$27.0	\$14.5	54%
Visitor Volume* (Thousands)	3,433	1,377	40%

Sources: Dean Runyan Associates

*Visitor volume calculated as overnight person trips. Total region volume will be less than the sum of the individual cities within the region due to cross-city visitation patterns. Visitor volume estimates based primarily on underlying economic data, this may result in differences in estimates compared to other travel research methodologies. Economic activity is a more reliable gauge of visitor activity than visitor volume.



Bend / Impacts, Summary

Direct Travel Impacts, 2016-2023p

	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
									2022-23	2016-23
Spending (\$Millions)										
Total	266.7	290.4	287.8	306.4	231.6	336.6	382.5	383.4	▲ 0.2%	▲ 5.3%
Other	27.1	28.9	10.6	11.4	8.6	9.6	16.5	19.6	▲ 18.5%	▼ -4.6%
Visitor	239.6	261.5	277.2	295.0	222.9	327.0	366.0	363.8	▼ -0.6%	▲ 6.1%
Non-transportation	221.0	240.3	253.1	270.5	206.9	301.5	334.0	334.4	▲ 0.1%	▲ 6.1%
Transportation	18.6	21.1	24.1	24.5	16.1	25.4	31.9	29.4	▼ -7.9%	▲ 6.8%
Earnings (\$Millions)										
Earnings	70.2	75.8	73.6	80.5	71.1	84.0	101.6	117.8	▲ 16.0%	▲ 7.7%
Employment (Jobs)										
Employment	3,180	3,270	3,120	3,200	2,690	2,840	3,140	3,470	▲ 10.5%	▲ 1.2%
Tax Revenue (\$Millions)										
Total	15.0	17.3	17.8	19.4	15.1	22.4	25.4	25.7	▲ 1.2%	▲ 8.0%
Local	8.3	9.2	9.7	10.7	8.1	13.4	15.0	14.5	▼ -3.1%	▲ 8.3%
State	6.7	8.1	8.0	8.7	7.0	8.9	10.4	11.1	▲ 7.3%	▲ 7.5%

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



Bend / Impacts, Detailed

Direct Travel Impacts, 2016-2023p

	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
									2022-23	2019-23
Direct Travel Spending (\$Millions)										
Destination Spending	261.5	261.5	277.2	295.0	222.9	327.0	366.0	363.8	-0.6%	23.3%
Other Travel*	28.9	28.9	10.6	11.4	8.6	9.6	16.5	19.6	18.5%	71.6%
TOTAL	266.7	290.4	287.8	306.4	231.6	336.6	382.5	383.4	0.2%	25.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)										
Hotel, Motel, STVR	186.9	186.9	198.2	212.0	154.9	246.4	274.4	268.7	-2.1%	26.7%
Hotel, Motel	173.4	173.4	174.0	184.7	109.8	169.5	187.1	175.7	-6.1%	-4.9%
Short Term Vacation Rental	13.4	13.4	24.2	27.3	45.1	76.9	87.3	93.0	6.4%	240.8%
Private Home	38.1	38.1	40.1	42.5	34.5	42.3	46.1	47.4	2.7%	11.4%
Campground	12.5	12.5	13.5	13.3	13.2	11.9	16.2	17.6	8.8%	33.0%
Vacation Home	4.9	4.9	4.9	5.7	4.3	5.2	5.7	6.0	5.4%	4.2%
Day Travel	19.1	19.1	20.5	21.5	16.1	21.2	23.6	24.2	2.5%	12.6%
TOTAL	239.6	261.5	277.2	295.0	222.9	327.0	366.0	363.8	-0.6%	23.3%
Visitor Spending by Commodity Purchased (\$Millions)										
Accommodations	100.1	100.1	105.3	116.0	88.3	145.1	162.2	157.3	-3.0%	35.6%
Food Service	70.7	70.7	74.4	78.6	54.1	72.8	79.8	82.7	3.6%	5.2%
Food Stores	17.6	17.6	18.9	19.8	18.6	23.4	27.3	28.8	5.4%	45.6%
Local Tran. & Gas	21.1	21.1	24.1	24.5	16.1	25.4	31.9	29.4	-7.9%	20.2%
Arts, Ent. & Rec.	26.3	26.3	27.9	28.8	23.9	31.1	32.9	34.1	3.7%	18.5%
Retail Sales	25.7	25.7	26.5	27.4	21.9	29.1	31.9	31.5	-1.1%	15.1%
TOTAL	239.6	261.5	277.2	295.0	222.9	327.0	366.0	363.8	-0.6%	23.3%

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

*Other Travel includes travel arrangement and convention/trade shows.

Bend / Impacts, Detailed

Direct Travel Impacts, 2016-2023p

	2016	2017	2018	2019	2020	2021	2022	2023	Percent Chg.	
									2022-23	2019-23
Travel Industry Earnings (\$Millions)										
Accom. & Food Serv.	52.6	52.6	55.4	62.1	53.8	65.1	79.1	91.1	15.2%	46.8%
Arts, Ent. & Rec.	7.2	7.2	7.3	6.9	6.2	7.2	7.6	10.5	37.2%	51.5%
Retail**	5.8	5.8	6.1	6.4	7.0	7.5	8.4	8.6	2.6%	35.5%
Ground Tran.	1.2	1.2	1.4	1.5	1.3	1.1	1.3	1.5	14.9%	-5.6%
Other Travel*	9.0	9.0	3.3	3.6	2.7	3.0	5.1	6.1	18.5%	71.6%
TOTAL	70.2	75.8	73.6	80.5	71.1	84.0	101.6	117.8	16.0%	46.4%
Travel Industry Employment (Jobs)										
Accom. & Food Serv.	2,250	2,250	2,230	2,340	1,960	2,130	2,390	2,600	9.1%	11.1%
Arts, Ent. & Rec.	530	530	520	480	370	370	390	480	24.7%	0.5%
Retail**	260	260	270	260	260	260	270	270	2.6%	5.2%
Ground Tran.	50	50	50	50	40	30	30	30	8.1%	-44.1%
Other Travel*	190	190	60	70	60	50	70	80	8.5%	20.2%
TOTAL	3,180	3,270	3,120	3,200	2,690	2,840	3,140	3,470	10.5%	8.4%
Tax Receipts Generated by Travel Spending (\$Millions)										
Local Tax Receipts	9.2	9.2	9.7	10.7	8.1	13.4	15.0	14.5	-3.1%	36.1%
State Tax Receipts	8.1	8.1	8.0	8.7	7.0	8.9	10.4	11.1	7.3%	28.5%
TOTAL	15.0	17.3	17.8	19.4	15.1	22.4	25.4	25.7	1.2%	32.7%

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

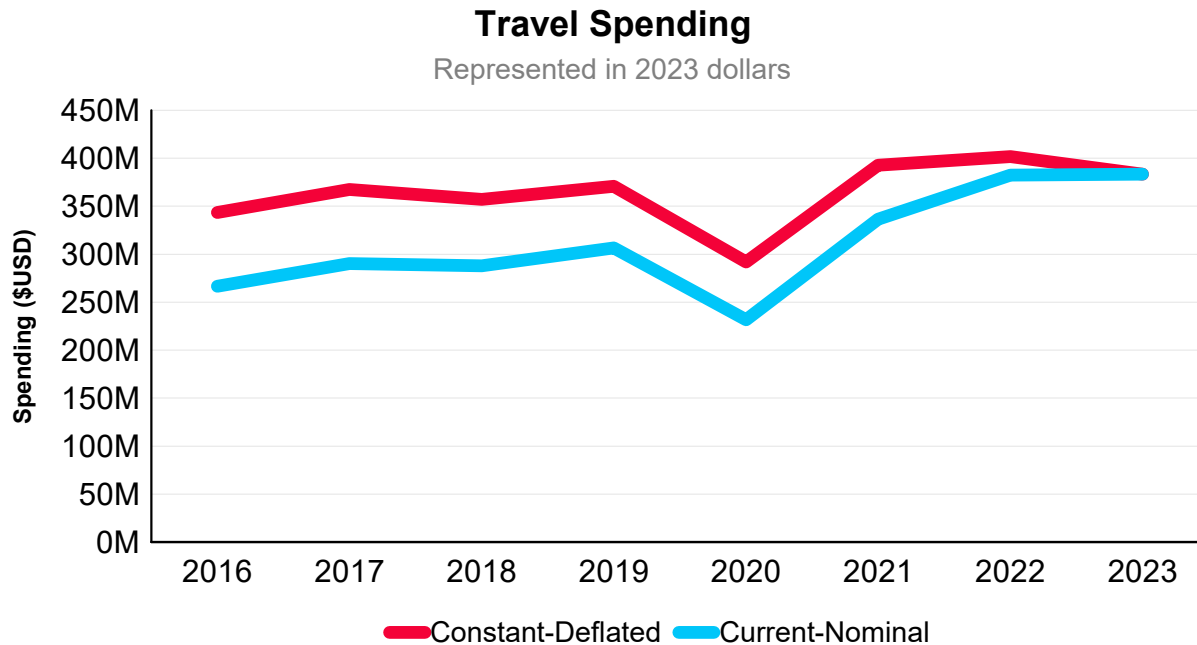
*Other Travel includes travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Bend / Spending

Inflation Effects



Visitor spending on commodities are affected by more than just the volume of visitors. Inflationary pressure related to each commodity can cause spending to rise too. Compared above is direct travel spending. In nominal dollars (not adjusted for inflation), **travel spending grew** year over year and **reached a new high mark in 2023**. By contrast, travel spending measured in constant dollars (adjusted for inflation) shrunk year over year, **5% down from its peak in 2022**.

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates

How does inflation affect the travel industry?

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

U.S. CPI (annual % chg.)

2022: 8.0%

2023: 4.1%

Target: 2% Annually



Oregon 2023 Selected Prices (% Chg.)

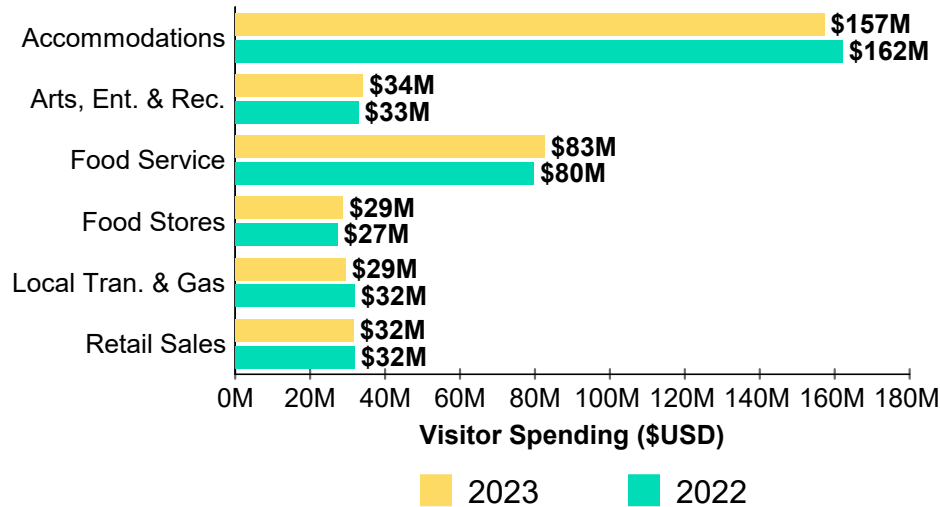
Hotel & STVR Room Rates: 2%

Gasoline Prices: -7.5%

Airfares: -5%

Bend / Spending

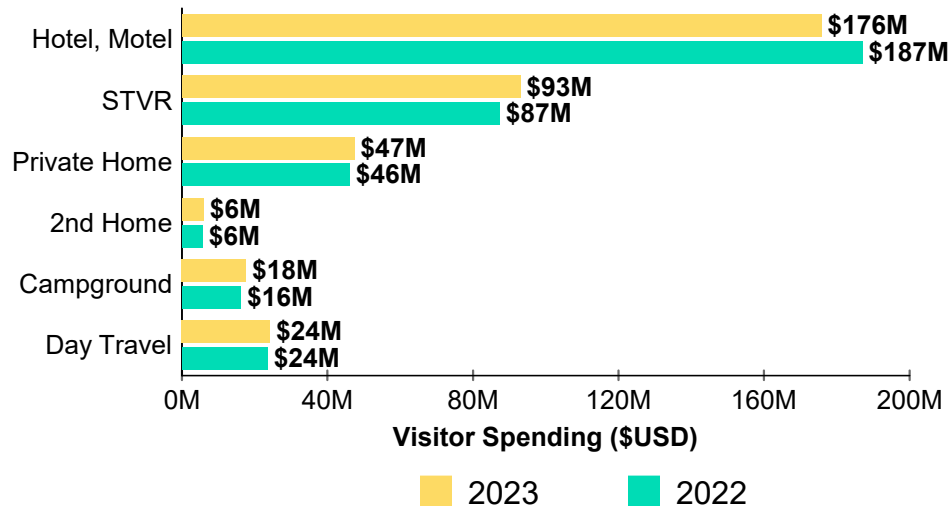
Visitor Spending by Commodity Purchased



Spending on Accommodations fell to **\$157 million** in 2023, a **decrease of 3.0%** compared to 2022. Spending on Arts, Ent. & Rec., Food Service, and Food Stores added a combined \$5.6 million in 2023.

Sources: City of Bend, Dean Runyan Associates, Omnitrak Group

Visitor Spending by Accommodation Type



Visitors who stay in a Hotel, Motel, or Short Term Vacation Rental (STVR) spent a **combined \$269 million** in 2023, a **decrease of 2.1%** compared to 2022. Spending by visitors staying in Hotel, Motels declined by **6.1%**.

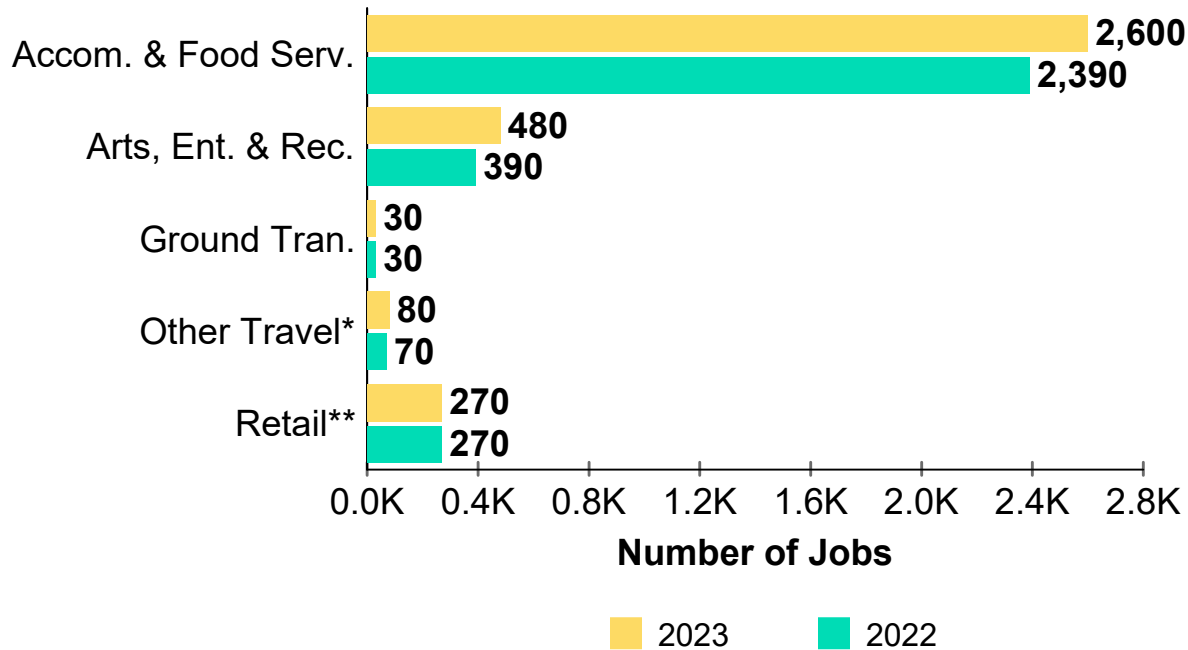
Note: Private Home represents visitors staying with friends or family. (Glossary on page 17)

Sources: City of Bend, AirDNA, Dean Runyan Associates, Omnitrak Group, STR LLC.



Bend / Employment

Travel Industry Employment



*Other Travel includes travel arrangement services and convention services

**Retail includes gasoline station employment.

Travel spending generated 3,470 direct jobs in 2023. Overall, travel industry employment added 330 jobs, an **increase of 10.5%** over 2022.

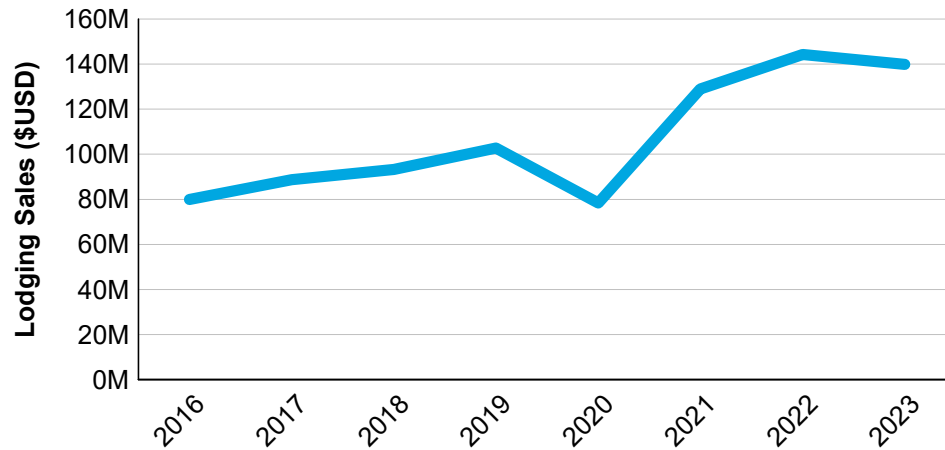
Sources: Dean Runyan Associates, Bureau of Labor Statistics, Bureau of Economic Analysis

Photo: Rich Bacon / Visit Bend cropped by DRA



Bend / Travel Activity Trends

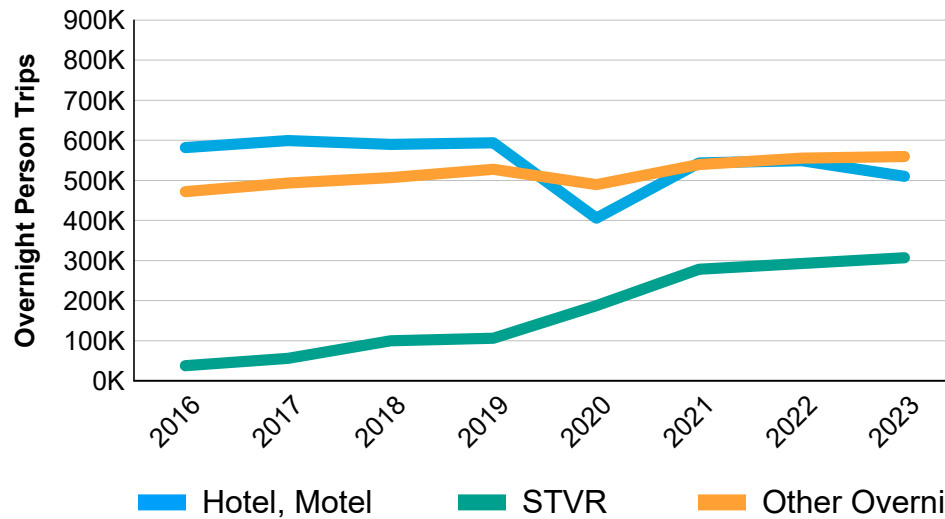
Lodging Sales



Lodging sales **declined to \$140 million** in 2023, a **decrease of 3.1%** compared to 2022.

Sources: City of Bend, Dean Runyan Associates

Overnight Volume



Overall, **1.4 million overnight-visitors** took a trip to Bend in 2023, **1.5% less than in 2022**. The number of visitors staying in hotels decreased by 7.2% while those staying in **short term vacation rentals grew 5.1%**.

Sources: City of Bend, Census Bureau, AirDNA, STR LLC., Dean Runyan Associates, Omnitrak Group LLC.



Deschutes County / Secondary Effects

Travel spending brings money into the community in the form of business receipts. Portions of these receipts are spent within the area for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. Spending on intermediate goods and re-spending of travel-related revenues creates indirect and induced impacts.

Direct impacts represent effects attributable to traveler expenditures.

Indirect impacts represent effects associated with industries that supply goods and services to the direct businesses.

Induced impacts represent effects of purchases made by employees in both the direct and indirect businesses.

The impacts in this section are presented in thirteen major industry groups. These industry groups are similar but not identical to the business categories presented elsewhere in this report.

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire Deschutes County area and do not necessarily reflect economic patterns for individual cities within. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

Largest Secondary Industries, 2023

Professional Services (460 jobs and \$20.0 million in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

Education & Health Services (180 jobs and \$13.7 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

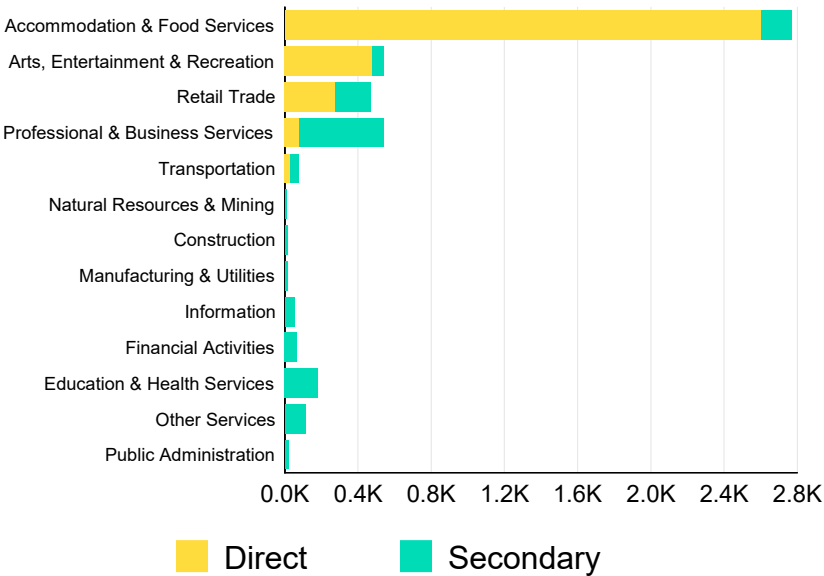
Financial Activities (70 jobs and \$4.4 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

Other Services (110 jobs and \$4.1 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

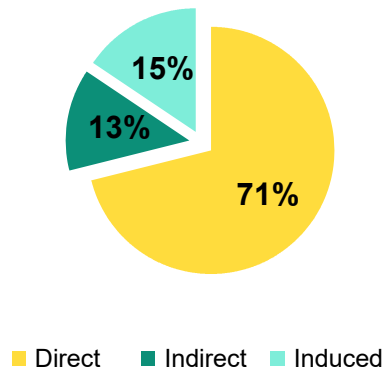
Deschutes County / Secondary Effects

Total Employment, 2023

Direct & Secondary Employment



Share of Total Employment



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	2,600	80	90	170	2,770
Arts, Entertainment & Recreation	480	30	30	60	540
Trade	270	40	150	190	470
Professional & Business Services	80	340	120	460	540
Transportation	30	20	30	50	80
Public Administration	0	10	10	20	20
Natural Resources & Mining	0	10	0	10	10
Construction	0	10	10	10	10
Manufacturing & Utilities	0	10	0	10	10
Information	0	30	20	50	50
Financial Activities	0	30	40	70	70
Education and Health Services	0	0	180	180	180
Other Services	0	40	70	110	110
All Industries	3,470	660	750	1,410	4,870

Values may not add to totals due to rounding.

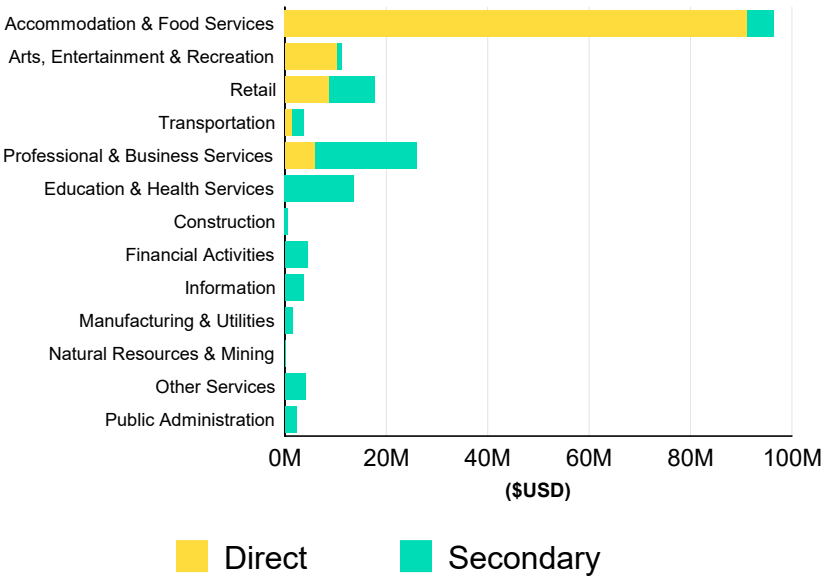
MOST DIRECT JOBS
Accommodation & Food Services

MOST SECONDARY JOBS
Professional & Business Services

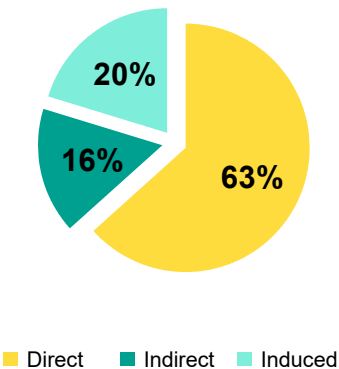
Deschutes County / Secondary Effects

Total Earnings, 2023

Direct & Secondary Earnings



Share of Total Earnings



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	91.1	2.5	2.7	5.2	96.3
Arts, Entertainment & Recreation	10.5	0.3	0.6	0.8	11.3
Trade	8.6	2.6	6.4	9.0	17.7
Professional & Business Services	6.1	15.2	4.8	20.0	26.1
Transportation	1.5	1.3	1.1	2.3	3.8
Natural Resources & Mining	0.0	0.0	0.0	0.1	0.1
Construction	0.0	0.4	0.3	0.7	0.7
Manufacturing & Utilities	0.0	1.2	0.4	1.6	1.6
Information	0.0	2.1	1.7	3.8	3.8
Financial Activities	0.0	2.0	2.4	4.4	4.4
Education and Health Services	0.0	0.1	13.6	13.7	13.7
Other Services	0.0	1.2	2.9	4.1	4.1
Public Administration	0.0	1.6	0.7	2.3	2.3
All Industries	117.8	30.5	37.4	67.9	185.7

Values may not add to totals due to rounding. (\$Millions)



MOST DIRECT EARNINGS
Accommodation & Food Services



MOST SECONDARY EARNINGS
Professional & Business Services

Bend / Overnight Visitor Details

Overnight Visitor Volume and Average Spending



59%
Hotel, Motel, STVR
share of overnight
person-trips

DRA estimates overnight visitor volumes by cross-referencing visitor surveys, lodging performance, and other economic indicators. Because of this, visitor volumes estimated using other methodologies that rely solely on visitor surveys or geolocation data will not align with what DRA estimates.

Visitor Spending is a more reliable metric to assess changes in the travel industry because it is more closely tied to fiscal data and lessens the variability that is a common result of using annual visitor surveys.

Average Expenditure for Overnight Visitors, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel	\$376	\$711	\$919	\$1,738	2.4	1.9
STVR	\$224	\$587	\$633	\$1,660	2.8	2.6
Private Home	\$74	\$225	\$193	\$586	2.6	3.0
Other Overnight	\$96	\$316	\$319	\$1,050	3.3	3.3
All Overnight	\$194	\$495	\$522	\$1,311	2.7	2.5

Overnight Visitor Volume, 2021-2023

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel	543,900	549,700	510,200	222,500	224,900	208,700
STVR	278,500	292,400	307,400	98,400	103,300	108,600
Private Home	419,500	418,400	415,900	161,000	160,600	159,600
Other Overnight	120,500	137,600	143,900	36,600	41,400	43,300
Overnight Volume	1,362,400	1,398,200	1,377,400	518,500	530,200	520,200

	Person-Days			Party-Days		
	2021	2022	2023	2021	2022	2023
Hotel, Motel	1,028,800	1,039,800	965,000	420,900	425,400	394,800
STVR	730,800	767,300	806,500	258,200	271,100	285,000
Private Home	1,275,800	1,272,400	1,264,900	489,600	488,300	485,400
Other Overnight	397,600	452,000	472,300	121,000	136,500	142,400
Overnight Volume	3,433,000	3,531,700	3,508,700	1,289,700	1,321,300	1,307,600

Note: Private Home represents visitors staying with friends or family. (Glossary on page 17). Other Overnight represents all camping and private vacation homes.



Bend / Industry Comparison

Economic Census, 2017

NAICS	Establishments	Sales (\$1,000)	Payroll (\$1,000)	Employees
42 Wholesale trade	141	891,206	64,910	1,204
44-45 Retail trade	597	2,596,591	250,402	8,285
48-49 Transportation and warehousing (106)	74	106,108	31,923	776
51 Information	119	N/D	103,831	1,718
52 Finance and insurance	251	N/D	119,503	1,817
53 Real estate and rental and leasing	323	212,057	34,350	808
54 Professional, scientific, and technical services	638	383,849	151,939	2,520
56 Administrative and support and waste management	239	294,919	136,949	3,959
61 Educational services	51	18,516	7,252	399
62 Health care and social assistance	533	1,387,573	551,473	9,929
71 Arts, entertainment, and recreation	87	86,375	24,526	1,770
72 Accommodation and food services	382	434,804	139,367	6,525
81 Other services (except public administration)	260	163,531	44,796	1,326
2017 Travel Industry*		277,907	66,324	2,680

Note: N/D fields are non-disclosed due to size.

*Travel Industry is a combination of sectors and is estimated by Dean Runyan Associates. Payroll and employees are less than earnings/employment presented in other report tables. For comparison purposes we removed the additional benefits and sole proprietorships that are included in our analysis. Source: U.S. Census Bureau

Glossary

Term	Definition
State Taxes	State taxes generated by travel spending.
Local Taxes	City and county taxes generated by travel spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
NAICS	North American Industry Classification System.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or second homes.
Seasonal Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with “Visitor Spending.”
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Other Spending	Spending by residents on travel arrangement services and/or spending for convention activity.
Visitor Spending	Spending by visitors in a destination.
Private Home (VFR)	Personal residences used to host visiting friends and family overnight.
Person Trips	A trip made by a person to the destination.
Vacation Home Rental	Privately owned homes for personal use as a seasonal property.
STVR	STVR stands for “short term vacation rental.” The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).



Methodology

Travel Impacts Methodology

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Oregon, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

(Continued on next page)



Methodology / Continued

Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Oregon travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.

Methodology / Continued

RTIM Industries mapped to NAICS

The following categorization is intended as a high level overview of how our reported industries map to the North American Industry Classification System. It should be noted the NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)**Notes on next page
Arts, Entertainment & Recreation	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
Transportation	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and trade show organizers (56192)



**Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories.

