

**THE ECONOMIC IMPACT  
OF TRAVEL ON  
IOWA COUNTIES  
2007**

A Study Prepared for the  
**Iowa Department of Economic Development**  
**Iowa Tourism Office**  
By the  
Research Department of the  
Travel Industry Association  
Washington, D.C.  
September 2008



## **PREFACE**

This study was conducted by the Research Department of the Travel Industry Association (TIA) for the **Iowa Department of Economic Development, Iowa Tourism Office**. The study provides preliminary 2007 estimates of domestic traveler expenditures in Iowa and its 99 counties, as well as the employment, payroll income, and state and local tax revenue directly generated by these expenditures. For the purpose of comparison, revised 2006 impact data are also included in this report.

Travel Industry Association  
Washington, D.C.  
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## **INTRODUCTION**

This report presents preliminary 2007 estimates of the impact of U.S. resident traveler spending in Iowa and its 99 counties, as well as the employment, payroll income and tax revenue directly generated by the spending. For the purpose of comparison, revised 2006 impact data are also included in this report.

All estimates of the economic impact of travel contained in this volume are the product of TIA's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The Travel Economic Impact Model (TEIM) was initially developed in 1975 for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and counties. The original TEIM has been revised substantially based upon more accurate and targeted input data available from governments and the private sector.

The domestic component of TEIM is based on national surveys conducted by TIA and other travel-related data developed by TIA, various federal agencies and national travel organizations each year. A summary of the methodology is provided in Appendix A.

U.S. residents traveling in Iowa includes both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on day or overnight trips to places 50 miles or more away from home. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude public-supported payroll and employment.

Since additional data relating to travel and its economic impact in 2007 will become available subsequent to this study, TIA reserves the right to revise these estimates in the future.

## **EXECUTIVE SUMMARY**

- Domestic travelers directly spent nearly \$6.3 billion in Iowa during 2007, up 7.7 percent from 2006.
- In 2007, domestic traveler spending on lodging increased 11.4 percent, the fastest growth among the six travel industry sectors investigated in this report.
- Domestic travel-generated employees in Iowa earned close to \$1.1 billion in payroll income during 2007, up 5.3 percent from 2006.
- Domestic traveler expenditures directly generated 64.9 thousand jobs within Iowa in 2007, an increase of 2.2 percent from 2006. These jobs generated by domestic travel spending in Iowa composed 4.3 percent of total state non-agricultural employment in 2007.
- On average, every \$96,582 spent by domestic travelers in Iowa during 2007 generated one job.
- Domestic travel spending in Iowa directly generated \$767.3 million in tax revenue for federal, state and local governments in 2007, up 5.0 percent from 2006.
- Polk County, which includes the city of Des Moines, received close to \$1.5 billion in domestic travel expenditures to lead all Iowa counties.
- Twelve of the ninety-nine counties in Iowa received over \$100 million in domestic travel expenditures in 2007.
- In these 12 counties, one thousand or more jobs were directly supported by domestic travel expenditures in 2007.

## **TRAVEL IMPACT ON THE U.S. ECONOMY - 2007**

The U.S. economy continued to grow in 2007, but at a slower pace. The real GDP increased 2.0 percent compared with 2006. Both real disposable income and real personal consumption expenditures increased 2.8 percent from 2006. Annual average total non-farm employment in the U.S. increased 1.5 million to 137.6 million, up 1.1 percent over 2006. The national unemployment rate remained the same as 2006 at 4.6 percent. The travel industry performed better in the job market than national average, nearly 133 thousands jobs were added during 2007, a 1.8 percent increase from 2006. The Consumer Price Index (CPI), an indicator of the level of price inflation, was up 2.8 percent in 2007, while TIA's Travel Price Index increased 4.5 percent during the same period. The total U.S. current account deficit decreased to \$731.2 billion in 2007, down 7.2 percent from 2006. The U.S. travel industry generated more than \$17.6 billion trade surplus for the country in 2007.

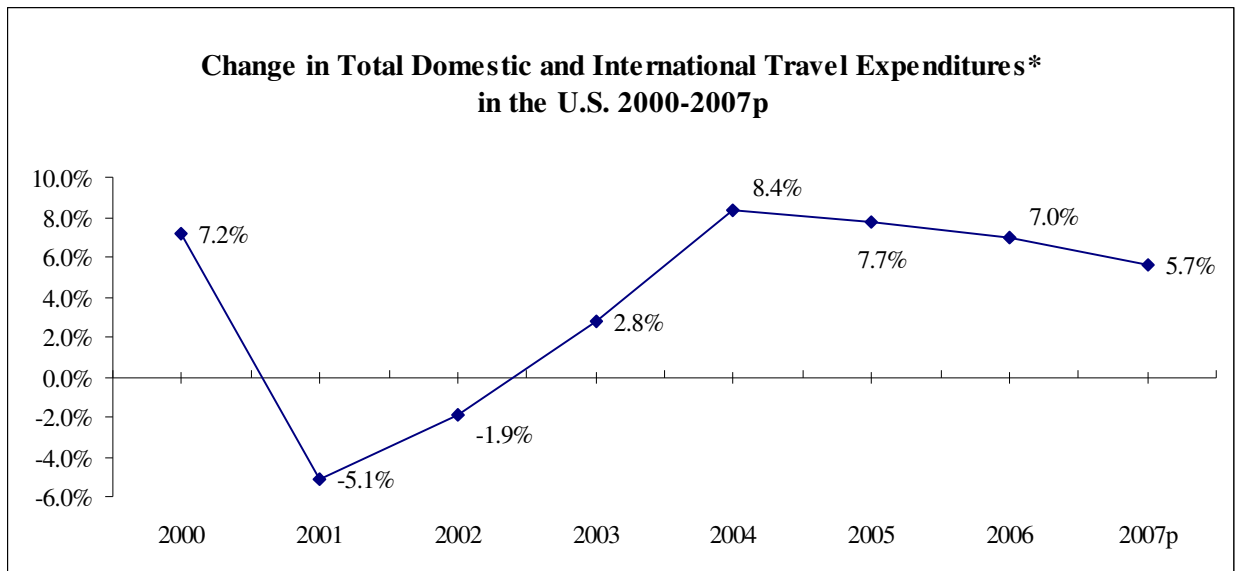
### **U.S. Travel Volume in 2007**

In 2007, total U.S. domestic person-trips were up 0.4 percent over 2006. International visitors to the U.S. increased 10 percent in 2007 to nearly 56 million. Among the international visitors, overseas visitors were up 10 percent to 23.9 million, Canadian visitors increased 11 percent to 17.8 million, and Mexican visitors increased 8 percent to 14.3 million. However, the volume of overseas visitors traveled to the U.S. in 2007 remained 8 percent lower than its historical record set in 2000.

### **Travel Expenditures in 2007**

In 2007, domestic and international travelers' expenditures in the U.S. totaled \$739.4 billion, 5.7 percent more than in 2006. Foodservices sector continually ranked number one among the six industry sectors investigated in this report, totaling \$175.2 billion and representing 23.7 percent of the total travelers' spending. Travel spending on auto transportation reached \$125.8 billion in 2007, a 6.7 percent increase over 2006, largely due to higher gasoline prices. Travel spending on lodging increased 7.6 percent over 2006, the greatest growth among the six industry sectors. According to Smith Travel Research, hotel room demand (hotel room-nights sold) grew 1.2 percent and average daily rate jumped 5.9 percent in 2007.

International travelers' spending jumped 12.8 percent from 2006, totaling \$96.7 billion, while domestic travelers' spending reached \$642.7 billion, up 4.7 percent from 2006.



Sources: TIA, OTTI

**Table 1: Travel Expenditures in the U.S., 2006 and 2007**

<u>Industry Sector*</u>	2006 Travel Spending in The U.S. (\$ Billions)	2007p Travel Spending in The U.S. (\$ Billions)	2007 Percent Change Over 2006 (%)
Public Transportation	\$127.6	\$132.5	3.9%
Auto Transportation	118.0	125.8	6.7%
Lodging	135.6	145.9	7.6%
Foodservice	166.1	175.2	5.5%
Entertainment/Recreation	79.6	82.8	4.1%
General Retail	72.9	77.1	5.8%
<b>Total</b>	<b>\$699.8</b>	<b>\$739.4</b>	<b>5.7%</b>
International*	\$85.7	\$96.7	12.8%
Domestic	\$614.1	\$642.7	4.7%

Source: TIA, OTTI

P: Preliminary

\* Excludes international passenger fare payments.

## Travel Employment in 2007

More than 1.5 million jobs were added to the non-farm sector in 2007, a 1.1 percent increase from 2006, according to the U.S. Bureau of Labor Statistics (BLS). The national unemployment rate kept unchanged compared with 2006 at 4.6 percent. Total domestic and international travelers' spending in the U.S. directly generated nearly 7.7 million jobs for the U.S. economy in 2007, up 1.8 percent from 2006.

Among the seven travel industry categories investigated in this report for employment, the greatest gain occurred in the arts/entertainment/recreation industry, with employment up 2.5 percent from 2006. The employment generated by total travelers' spending in the foodservices industry reached 2.9 million, up 2.0 percent over 2006. The jobs generated by total travelers' spending in lodging sector increased 1.5 percent from 2006 to 1.5 million. Total travel-generated employment in the public transportation sector increased 1.4 percent.

International travelers' spending generated more than 972 thousand jobs, up 8.8 percent from 2006, while domestic travelers' spending generated 6.7 million jobs, a 0.8 percent increase over 2006.

**Table 2: Travel-Generated Employment in the U.S., 2006 and 2007**

<u>Industry Sector</u>	<u>2006 Travel-Generated Employment (Thousands)</u>	<u>2007p Travel-Generated Employment (Thousands)</u>	<u>2007 Percent Change Over 2006 (%)</u>
Public Transportation	983.2	996.5	1.4%
Auto Transportation	270.3	272.6	0.8%
Lodging	1,498.6	1,520.6	1.5%
Foodservice	2,874.0	2,930.2	2.0%
Entertainment/Recreation	1,258.1	1,289.7	2.5%
General Retail	482.9	489.7	1.4%
Travel Planning	176.2	176.9	0.4%
Total	7,543.4	7,676.2	1.8%
International*	893.5	972.2	8.8%
Domestic	6,649.9	6,704.0	0.8%

Sources: TIA, BLS

P: Preliminary

\* Excludes jobs generated by international passenger fare payments.

**Table 3: Overall U.S. Economic Developments, 2005-2007**

<u>Sector</u>	<u>2005</u>	<u>2006</u>	<u>2007p</u>
Nominal gross domestic product (\$ Billions)	\$12,421.9	\$13,178.4	\$13,807.5
Real gross domestic product (\$ Billions)*	\$10,989.5	\$11,294.8	\$11,523.9
Real disposable personal income (\$ Billions)*	\$8,121.4	\$8,407.0	\$8,644.0
Real personal consumption expenditures (\$ Billions)*	\$7,791.7	\$8,029.0	\$8,252.8
Consumer price index**	195.3	201.6	207.3
Travel Price Index**	222.6	233.5	244.0
Non-farm payroll employment (Millions)	133.7	136.1	137.6
Unemployment rate (%)	5.1	4.6	4.6

***Percentage change from previous year***

Nominal gross domestic product	6.3%	6.1%	4.8%
Real gross domestic product	2.9%	2.8%	2.0%
Real disposable personal income	1.4%	3.5%	2.8%
Real personal consumption expenditures	3.0%	3.0%	2.8%
Consumer price index	3.4%	3.2%	2.8%
Travel Price Index	5.3%	4.9%	4.5%
Non-farm payroll employment	1.7%	1.8%	1.1%

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Census Bureau, TIA

P: Preliminary

\* Chained 2000 dollars

\*\* Base period: 1982-84=100

**Table 4: U.S. Travel Trends, 2003-2007**

<u>Category</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007p</u>
Total travel expenditures (\$ billions)	\$560.1	\$606.9	\$653.8	\$699.8	\$739.4
<i>U.S. travelers' expenditures (\$ billions)</i>	<i>\$495.8</i>	<i>\$532.4</i>	<i>\$572.1</i>	<i>\$614.1</i>	<i>\$642.7</i>
<i>International travelers' expenditures in the U.S.* (\$ billions)</i>	<i>\$64.3</i>	<i>\$74.5</i>	<i>\$81.7</i>	<i>\$85.7</i>	<i>\$96.7</i>
Travel price index**	202.0	211.3	222.6	233.5	244.0
Travel-generated employment*** (thousands)	7,335.7	7,452.7	7,508.8	7,543.4	7,676.2

***Percentage change from previous year***

Total travel expenditures	2.8%	8.3%	7.7%	7.0%	5.7%
<i>U.S. travelers' expenditures</i>	<i>3.7%</i>	<i>7.4%</i>	<i>7.5%</i>	<i>7.3%</i>	<i>4.7%</i>
<i>International travelers' expenditures in the U.S.</i>	<i>-3.4%</i>	<i>15.8%</i>	<i>9.6%</i>	<i>4.9%</i>	<i>12.8%</i>
Travel price index	2.5%	4.6%	5.3%	4.9%	4.5%
Travel-generated employment	-1.4%	1.6%	0.8%	0.5%	1.8%

Sources: TIA, BEA and BLS.

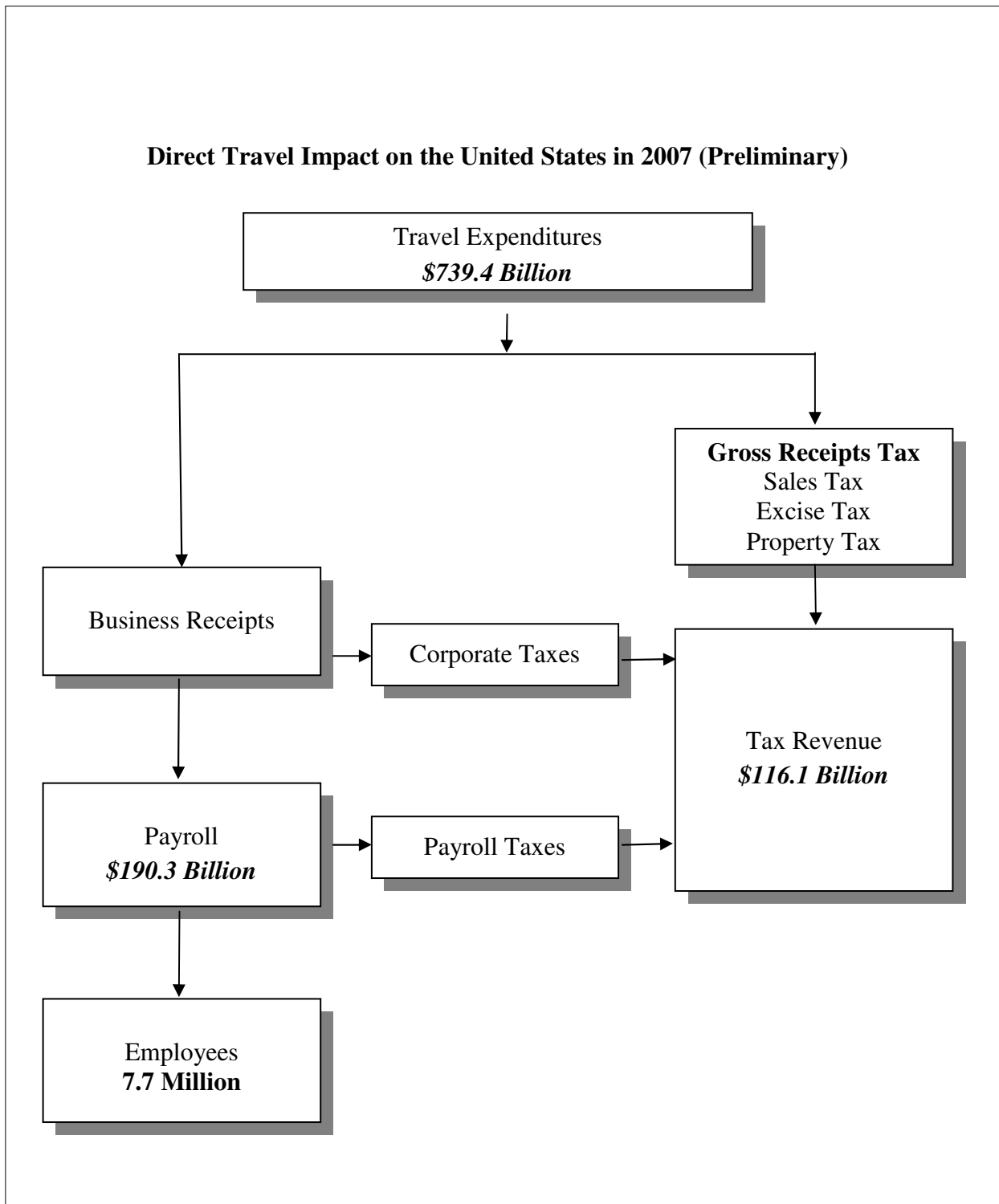
P: preliminary

\* International traveler spending does not include international passenger fares.

\*\* Base period: 1982-84=100

\*\*\* Includes employment generated by both domestic and international traveler expenditures.

**Direct Travel Impact on the United States in 2007 (Preliminary)**



Source: TIA.

**DOMESTIC TRAVEL IMPACT ON IOWA**

## DOMESTIC TRAVEL IMPACT ON IOWA - 2007

### Travel Expenditures

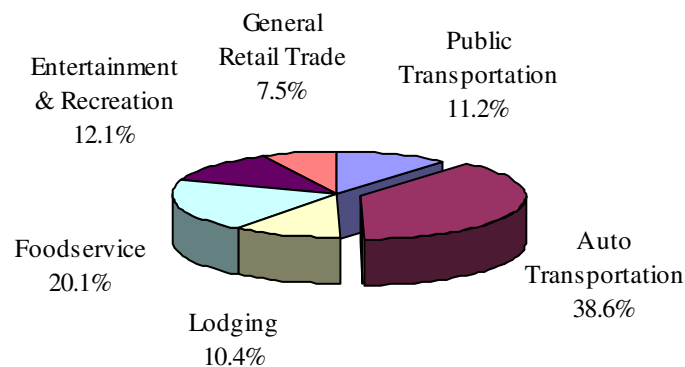
During 2007, domestic travelers to Iowa spent nearly \$6.3 billion on transportation, lodging, food, entertainment and recreation and retail trade, a 7.7 percent increase from 2006. Every one of the six major categories realized positive growth in 2007.

Auto transportation, Iowa's largest travel-related spending category, increased 8.5 percent compared to 2006 to over \$2.4 billion, largely due to higher gasoline prices. This category accounts for more than one-third (38.6 percent) of all travel spending in Iowa.

Foodservice, the second largest spending category in the state grew 7.1 percent over 2006, totaling close to \$1.3 billion, 20.1 percent of the state total.

The entertainment and recreation sector ranked third, up 8.6 percent from 2006 to \$757.1 million.

### Domestic Travel Spending in Iowa in 2007 by Industry Sector



- 
1. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
  2. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
  3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
  4. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline stations, and automotive rental.
  5. General retail trade sector includes gifts, clothes, souvenirs, and other incidental retail purchases.
  6. Entertainment and recreation sector includes such items as golf, skiing and gaming.
-

**Table 5: Domestic Travel Expenditures in Iowa by Industry Sector, 2006-2007**

<i>2007 Travel Expenditures</i>	<b>Total</b> (\$ Millions)	<b>% of Total</b> (Percent)
Public Transportation	\$705.0	11.2%
Auto Transportation	2,418.9	38.6%
Lodging	654.9	10.4%
Foodservice	1,261.0	20.1%
Entertainment & Recreation	757.1	12.1%
General Retail Trade	470.0	7.5%
<b>Total</b>	<b>\$6,266.8</b>	<b>100.0%</b>
<i>2006 Travel Expenditures</i>		
Public Transportation	\$678.9	11.7%
Auto Transportation	2,230.3	38.3%
Lodging	588.1	10.1%
Foodservice	1,177.1	20.2%
Entertainment & Recreation	697.3	12.0%
General Retail Trade	445.1	7.7%
<b>Total</b>	<b>\$5,816.7</b>	<b>100.0%</b>
<i>Percent Change 2007 over 2006</i>		
Public Transportation	3.8%	
Auto Transportation	8.5%	
Lodging	11.4%	
Foodservice	7.1%	
Entertainment & Recreation	8.6%	
General Retail Trade	5.6%	
<b>Total</b>	<b>7.7%</b>	

Source: TIA

## DOMESTIC TRAVEL IMPACT ON IOWA – 2007

### Travel-Generated Payroll

Travel-generated payroll is defined as the wage and salary income paid to employees directly serving the traveler within the industry sectors from which these travelers purchase goods and services. Each dollar spent on travel generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

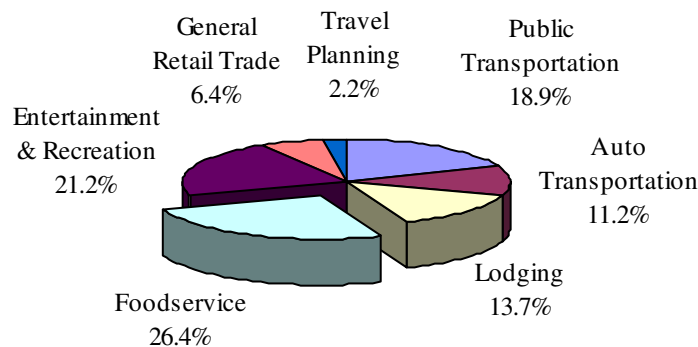
Payroll income generated by domestic travelers in Iowa reached close to \$1.1 billion in 2007, up 5.3 percent from 2006.

On average, every dollar spent by domestic travelers produced 17.2 cents in payroll income for Iowa residents in 2007.

The foodservice sector posted the largest 2007 payroll among seven industry sectors investigated in this report. It grew 6.5 percent from 2006 to \$285.0 million, over one-fourth of the state total.

Entertainment and recreation, the state's second largest payroll category, increased 6.2 percent from 2006 to \$229.2 million.

**Domestic Travel-Generated Payroll in Iowa in 2007  
by Industry Sector**



**Table 6: Domestic Travel-Generated Payroll in Iowa by Industry Sector, 2006-2007**

<i>2007 Payroll</i>	<b>Total</b> <u>(\$ Millions)</u>	<b>% of Total</b> <u>(Percent)</u>
Public Transportation	\$204.1	18.9%
Auto Transportation	121.2	11.2%
Lodging	148.6	13.7%
Foodservice	285.0	26.4%
Entertainment & Recreation	229.2	21.2%
General Retail Trade	68.8	6.4%
Travel Planning*	24.1	2.2%
<b>Total</b>	<b>\$1,080.9</b>	<b>100.0%</b>
<i>2006 Payroll</i>		
Public Transportation	\$201.5	19.6%
Auto Transportation	118.0	11.5%
Lodging	135.6	13.2%
Foodservice	267.6	26.1%
Entertainment & Recreation	215.8	21.0%
General Retail Trade	65.7	6.4%
Travel Planning*	22.7	2.2%
<b>Total</b>	<b>\$1,026.9</b>	<b>100.0%</b>
<i>Percent Change 2007 over 2006</i>		
Public Transportation	1.3%	
Auto Transportation	2.7%	
Lodging	9.6%	
Foodservice	6.5%	
Entertainment & Recreation	6.2%	
General Retail Trade	4.7%	
Travel Planning*	6.1%	
<b>Total</b>	<b>5.3%</b>	

Source: TIA

\* Refers to payroll income that goes to travel agents, tour operators, and other travel service employees who arrange passenger transportation, lodging, tours and other related services.

## DOMESTIC TRAVEL IMPACT ON IOWA - 2007

### Travel-Generated Employment

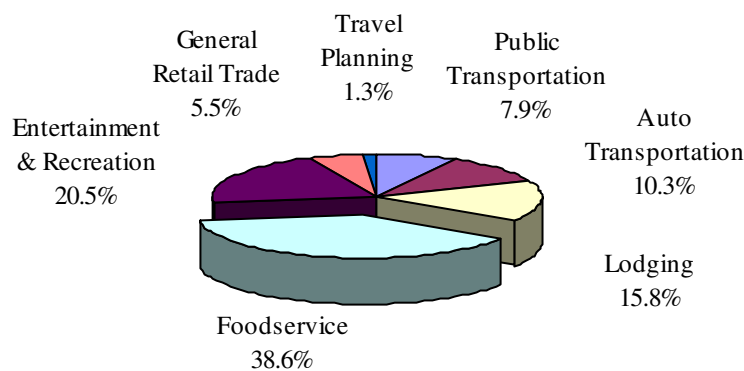
The most impressive contribution of travel and tourism to the Iowa economy is the number of businesses and jobs it supports. These jobs include a large number of executive and managerial positions, as well as service-oriented occupations.

During 2007, domestic travel spending in Iowa generated 64.9 thousand jobs, including full-time and seasonal/part-time positions in the state, up 2.2 percent from 2006. On average, every \$96,582 spent by domestic travelers in Iowa directly supported one job.

The 64.9 thousand jobs generated by domestic travel in Iowa composed 4.3 percent of state's total non-agricultural employment during 2007. Without these jobs generated by domestic travel, Iowa's 2007 unemployment rate of 3.8 percent would have been 3.9 percentage points higher, or 7.7 percent of the labor force.

The foodservice sector that includes restaurants and other eating and drinking establishments provided more jobs than any other industry sector in Iowa during 2007, generating 25.1 thousand jobs, or 38.6 percent of the state total. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on foodservice contribute to the high level of travel employment. Employment in this industry increased 3.0 percent from 2006.

**Domestic Travel-Generated Employment in Iowa in 2007  
by Industry Sector**



**Table 7: Domestic Travel-Generated Employment in Iowa by Industry Sector, 2006-2007**

<i>2007 Employment</i>	<b>Total</b> <u>(Thousand)</u>	<b>% of Total</b> <u>(Percent)</u>
Public Transportation	5.2	7.9%
Auto Transportation	6.7	10.3%
Lodging	10.3	15.8%
Foodservice	25.1	38.6%
Entertainment & Recreation	13.3	20.5%
General Retail Trade	3.5	5.5%
Travel Planning*	0.8	1.3%
<b>Total</b>	<b>64.9</b>	<b>100.0%</b>
<i>2006 Employment</i>		
Public Transportation	5.3	8.3%
Auto Transportation	6.7	10.6%
Lodging	9.6	15.2%
Foodservice	24.3	38.4%
Entertainment & Recreation	13.2	20.7%
General Retail Trade	3.5	5.5%
Travel Planning*	0.9	1.3%
<b>Total</b>	<b>63.5</b>	<b>100.0%</b>
<i>Percent Change</i> <i>2007 over 2006</i>		
Public Transportation	-2.5%	
Auto Transportation	0.1%	
Lodging	6.3%	
Foodservice	3.0%	
Entertainment & Recreation	1.4%	
General Retail Trade	1.7%	
Travel Planning*	-2.4%	
<b>Total</b>	<b>2.2%</b>	

Source: TIA

\* Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses.

## DOMESTIC TRAVEL IMPACT ON IOWA - 2007

### Travel-Generated Tax Revenue

Travel tax receipts are defined in this report as the federal, state and local tax revenues attributable to travel spending in Iowa. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs.

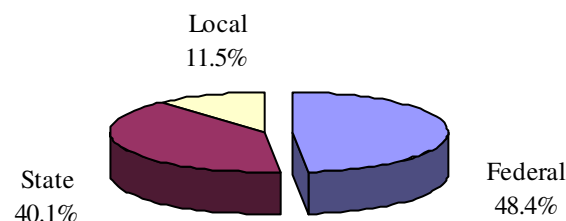
Total tax revenue generated by domestic traveler spending in Iowa for all levels of government was up 5.0 percent from 2006.

Domestic travel spending in Iowa generated \$371.5 million for the federal government in 2007. This represents 48.4 percent of all travel-generated tax collections in the state. Each dollar spent by domestic travelers in Iowa produced 5.9 cents for federal tax coffers.

Spending by domestic travelers in Iowa also generated \$307.7 million in tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income. This composed 40.1 percent of all travel-generated tax revenue for 2007 collected in the state. On average, each travel dollar produced 4.9 cents in state tax receipts.

Local governments in Iowa directly benefited from domestic travel as well. During 2007, domestic travel spending generated \$88.1 million in sales and property tax revenue for counties and cities, 11.5 percent of total travel-generated tax revenue in the state. Each travel dollar produced 1.4 cents for local tax coffers.

**Domestic Travel-Generated Tax Revenue in Iowa in 2007  
by Level of Government**



**Table 8: Domestic Travel-Generated Tax Revenue in Iowa by Level of Government, 2006-2007**

<i>2007 Tax Revenue</i>	<b>Total</b> (\$ Millions)	<b>% of Total</b> (Percent)
Federal	\$371.5	48.4%
State	307.7	40.1%
Local	88.1	11.5%
<b>Total</b>	<b>\$767.3</b>	<b>100.0%</b>
<i>2006 Tax Revenue</i>		
Federal	\$357.3	48.9%
State	291.0	39.8%
Local	82.6	11.3%
<b>Total</b>	<b>\$730.8</b>	<b>100.0%</b>
<i>Percent Change 2007 over 2006</i>		
Federal	4.0%	
State	5.7%	
Local	6.7%	
<b>Total</b>	<b>5.0%</b>	

Source: TIA

## **DOMESTIC TRAVEL IMPACT ON IOWA COUNTIES - 2007**

During 2007, domestic travelers spent close to \$6.3 billion while traveling in Iowa, up 7.7 percent from 2006. These expenditures directly generated nearly \$1.1 billion in payroll income and 64.9 thousand jobs for Iowa residents. The federal government received \$371.5 million in tax revenue through the travel industry in Iowa in 2007. Additionally, domestic expenditures generated \$307.7 million in tax revenue for the state treasury and \$88.1 million tax revenue for local governments during 2007.

Travel expenditures occurred throughout all ninety-nine counties in Iowa. The top five counties in Iowa received almost \$3.1 billion in direct domestic travel expenditures, nearly half of the state total (49.4 percent). Domestic travel spending in the top five counties generated \$573.3 million in payroll (53.0 percent of the state total) and 33.6 thousand jobs (51.8 percent of the state total) in 2007.

### **DOMESTIC TRAVEL IMPACT IN TOP 5 COUNTIES**

**Polk County**, including the city of Des Moines, led all counties in domestic travel expenditures, payroll income and jobs directly generated by these expenditures in 2007. Domestic travel expenditures in Polk County reached close to \$1.5 billion, accounting for 23.2 percent of the state total. These expenditures generated nearly \$282.9 million in payroll income and more than 15.5 thousand jobs for county residents.

**Linn County**, which includes the city of Cedar Rapids, ranked second with more than \$595.9 million in domestic travel spending in 2007, representing 9.5 percent of the state total. The payroll income and jobs directly attributed to domestic travel spending totaled \$112.5 million and 6.1 thousand jobs.

**Scott County** posted close to \$491.9 million in domestic expenditures to rank third. These expenditures generated \$82.9 million in payroll as well as 5.9 thousand jobs within the county.

**Johnson County** ranked fourth with \$294.9 million in domestic travel expenditures. These travel expenditures benefited county residents with \$48.3 million in payroll income and 3.4 thousand jobs.

**Black Hawk County** surpassed Pottawattamie County to rank the fifth by travel spending in 2007. Domestic travelers spent \$260.8 million in the county, up 15.8 percent from 2006, partially due to new travel revenue generated from Casino in Waterloo which started business in the middle of 2007. These travel expenditures benefited county residents with \$46.7 million in payroll income and close to 2.7 thousand jobs.

**2007 Domestic Travel Impact on Iowa****Table 9: Domestic Travel Impact in Iowa - Top 5 Counties, 2006-2007****2007 Travel Impact**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
POLK	\$1,452.5	\$282.9	15.5	\$63.6	\$23.0
LINN	595.9	112.5	6.1	26.0	9.1
SCOTT	491.9	82.9	5.9	25.7	7.4
JOHNSON	294.9	48.3	3.4	13.7	4.5
BLACK HAWK	260.8	46.7	2.7	11.7	3.5
FIVE COUNTY TOTAL	\$3,096.0	\$573.3	33.6	\$140.7	\$47.4
STATE TOTALS	\$6,266.8	\$1,080.9	64.9	\$307.7	\$88.1
FIVE COUNTY SHARE	49.4%	53.0%	51.8%	45.7%	53.8%

**2006 Travel Impact**

POLK	\$1,354.6	\$269.9	15.3	\$60.4	\$21.7
LINN	557.0	107.6	6.0	24.8	8.6
SCOTT	467.6	80.6	5.9	24.9	7.1
JOHNSON	264.5	44.4	3.2	12.6	4.0
POTTAWATTAMIE	244.0	50.4	3.4	14.1	3.7
FIVE COUNTY TOTAL	\$2,887.7	\$552.8	33.8	\$136.8	\$45.0
STATE TOTALS	\$5,816.7	\$1,026.9	63.5	\$291.0	\$82.6
FIVE COUNTY SHARE	49.6%	53.8%	53.2%	47.0%	54.6%

**Percent Change****2007 over 2006**

POLK	7.2%	4.8%	1.8%	5.2%	6.2%
LINN	7.0%	4.6%	1.5%	5.0%	6.0%
SCOTT	5.2%	2.8%	-0.2%	3.2%	4.2%
JOHNSON	11.5%	9.0%	5.8%	9.4%	10.4%
BLACK HAWK	15.8%	13.2%	9.9%	13.6%	14.7%
FIVE COUNTY TOTAL	7.2%	3.7%	-0.5%	2.8%	5.2%
STATE TOTALS	7.7%	5.3%	2.2%	5.7%	6.7%

Source: TIA

## COUNTY TABLES

The following tables list the results of the County Economic Impact Component of the TIA's Travel Economic Impact Model for Iowa preliminary 2007 and revised 2006 estimates by county. The estimates presented are for direct domestic travel expenditures and related economic impact.

**Table A** shows the counties listed alphabetically, with 2007 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

**Table B** ranks the counties in order of 2007 travel expenditures from highest to lowest.

**Table C** shows the percent distribution for each impact measure in 2007.

**Table D** shows the percent change in 2007 over revised 2006 estimates for each of the measures of economic impact.

**Table E** shows the counties listed alphabetically, with revised 2006 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue shown for each.

Table A: Alphabetical by County, 2007

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table A: Alphabetical by County</b>					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ADAIR	\$12.83	\$1.32	0.09	\$0.55	\$0.09
ADAMS	2.24	0.29	0.02	0.14	0.03
ALLAMAKEE	31.60	3.48	0.21	1.69	0.78
APPANOOSE	14.20	1.91	0.12	0.82	0.19
AUDUBON	4.14	0.47	0.02	0.30	0.04
BENTON	15.37	1.64	0.10	1.08	0.10
BLACK HAWK	260.81	46.71	2.67	11.65	3.48
BOONE	20.64	2.67	0.16	1.28	0.17
BREMER	44.97	6.37	0.48	2.36	0.33
BUCHANAN	22.05	2.57	0.15	1.35	0.25
BUENA VISTA	24.71	3.42	0.21	1.29	0.22
BUTLER	8.03	0.72	0.03	0.56	0.05
CALHOUN	8.85	1.15	0.06	0.60	0.23
CARROLL	44.67	6.50	0.45	2.43	0.34
CASS	21.44	2.59	0.16	1.25	0.15
CEDAR	17.88	2.33	0.14	1.22	0.23
CERRO GORDO	151.40	23.58	1.49	7.41	2.46
CHEROKEE	12.38	2.01	0.13	0.89	0.11
CHICKASAW	7.99	1.35	0.09	0.54	0.09
CLARKE	18.90	2.52	0.18	1.07	0.16
CLAY	78.97	19.01	0.71	1.98	1.00
CLAYTON	28.28	4.52	0.28	1.58	0.56
CLINTON	88.59	14.46	0.93	4.59	1.12
CRAWFORD	16.39	2.78	0.18	1.05	0.15
DALLAS	128.42	20.58	1.44	6.29	1.06
DAVIS	5.55	0.64	0.04	0.32	0.07
DECATUR	10.73	1.08	0.07	0.53	0.10

Table A: Alphabetical by County, 2007

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table A: Alphabetical by County (Continued)</b>					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
DELAWARE	6.83	0.78	0.04	0.40	0.08
DES MOINES	97.19	18.67	0.953	4.13	1.34
DICKINSON	200.30	27.38	1.82	11.31	3.52
DUBUQUE	253.20	43.66	2.73	12.03	3.33
EMMET	9.18	1.37	0.07	0.57	0.11
FAYETTE	14.08	1.65	0.10	0.81	0.11
FLOYD	16.05	2.75	0.13	0.86	0.15
FRANKLIN	9.40	1.10	0.07	0.59	0.06
FREMONT	12.08	1.81	0.12	0.69	0.11
GREENE	5.22	0.66	0.04	0.32	0.06
GRUNDY	4.27	0.65	0.04	0.33	0.04
GUTHRIE	10.34	1.66	0.09	0.90	0.26
HAMILTON	20.11	2.87	0.19	1.13	0.16
HANCOCK	5.18	0.86	0.04	0.32	0.08
HARDIN	16.36	1.76	0.10	0.78	0.12
HARRISON	23.01	3.10	0.23	1.27	0.16
HENRY	18.96	2.99	0.18	0.98	0.26
HOWARD	3.72	0.48	0.03	0.22	0.04
HUMBOLDT	9.36	1.60	0.07	0.35	0.11
IDA	5.15	0.72	0.05	0.36	0.06
IOWA	42.36	7.57	0.54	2.52	0.65
JACKSON	23.75	3.47	0.21	1.46	0.50
JASPER	58.47	8.10	0.53	2.83	0.73
JEFFERSON	33.46	5.35	0.38	1.61	0.27
JOHNSON	294.90	48.35	3.40	13.73	4.46
JONES	16.64	1.84	0.10	1.07	0.12
KEOKUK	4.05	0.42	0.02	0.24	0.05

Table A: Alphabetical by County, 2007

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table A: Alphabetical by County (Continued)</b>					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
KOSSUTH	12.30	1.50	0.10	0.73	0.09
LEE	55.63	9.12	0.59	3.00	0.74
LINN	595.93	112.47	6.09	25.99	9.08
LOUISA	12.15	1.77	0.11	0.92	0.31
LUCAS	6.12	0.79	0.05	0.34	0.07
LYON	5.53	0.62	0.04	0.36	0.05
MADISON	10.10	1.01	0.06	0.63	0.10
MAHASKA	15.04	3.08	0.19	1.19	0.23
MARION	38.53	5.37	0.35	2.05	0.31
MARSHALL	66.36	10.83	0.67	3.40	0.84
MILLS	6.30	0.83	0.06	0.51	0.06
MITCHELL	8.17	0.91	0.06	0.44	0.08
MONONA	17.48	3.49	0.21	0.91	0.21
MONROE	6.86	1.31	0.09	0.51	0.08
MONTGOMERY	16.60	3.17	0.22	1.24	0.18
MUSCATINE	64.11	10.62	0.70	3.52	0.71
O'BRIEN	17.01	2.25	0.15	0.99	0.13
OSCEOLA	3.04	0.44	0.03	0.18	0.03
PAGE	14.52	1.61	0.10	0.83	0.13
PALO ALTO	27.89	4.22	0.25	1.67	0.53
PLYMOUTH	19.09	2.45	0.15	1.17	0.14
POCAHONTAS	3.79	0.47	0.03	0.23	0.04
POLK	1,452.47	282.89	15.52	63.57	22.99
POTTAWATTAMIE	259.79	52.41	3.41	14.73	3.90
POWESHIEK	39.05	5.50	0.33	2.32	0.78
RINGGOLD	7.35	0.79	0.04	0.48	0.15
SAC	12.55	1.35	0.08	0.75	0.26

Table A: Alphabetical by County, 2007

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table A: Alphabetical by County (Continued)</b>					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
SCOTT	491.87	82.89	5.93	25.72	7.38
SHELBY	11.68	1.43	0.09	0.68	0.11
SIOUX	26.36	3.56	0.22	1.49	0.19
STORY	156.29	24.39	1.55	7.27	2.00
TAMA	18.34	3.20	0.20	0.99	0.20
TAYLOR	2.93	0.32	0.02	0.23	0.03
UNION	12.70	1.83	0.12	0.84	0.14
VAN BUREN	4.93	0.72	0.05	0.34	0.06
WAPELLO	60.55	8.54	0.54	3.31	0.76
WARREN	27.20	2.77	0.18	1.50	0.23
WASHINGTON	13.41	1.70	0.12	0.78	0.10
WAYNE	5.78	0.79	0.05	0.46	0.09
WEBSTER	55.07	9.81	0.58	2.95	0.50
WINNEBAGO	9.61	1.01	0.07	0.60	0.07
WINNESHIEK	23.70	4.33	0.32	1.42	0.23
WOODBURY	217.45	41.87	2.15	8.73	3.03
WORTH	5.29	0.42	0.03	0.30	0.03
WRIGHT	14.27	1.77	0.09	0.82	0.23
<b>TOTAL</b>	<b>\$6,266.85</b>	<b>\$1,080.92</b>	<b>64.89</b>	<b>\$307.69</b>	<b>\$88.13</b>

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Table B: Ranking of Counties by Expenditure Levels, 2007

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table B: Ranking of Counties by Expenditure Levels</b>					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
POLK	\$1,452.47	\$282.89	15.52	\$63.57	\$22.99
LINN	595.93	112.47	6.09	25.99	9.08
SCOTT	491.87	82.89	5.93	25.72	7.38
JOHNSON	294.90	48.35	3.40	13.73	4.46
BLACK HAWK	260.81	46.71	2.67	11.65	3.48
POTTAWATTAMIE	259.79	52.41	3.41	14.73	3.90
DUBUQUE	253.20	43.66	2.73	12.03	3.33
WOODBURY	217.45	41.87	2.15	8.73	3.03
DICKINSON	200.30	27.38	1.82	11.31	3.52
STORY	156.29	24.39	1.55	7.27	2.00
CERRO GORDO	151.40	23.58	1.49	7.41	2.46
DALLAS	128.42	20.58	1.44	6.29	1.06
DES MOINES	97.19	18.67	0.953	4.13	1.34
CLINTON	88.59	14.46	0.93	4.59	1.12
CLAY	78.97	19.01	0.71	1.98	1.00
MARSHALL	66.36	10.83	0.67	3.40	0.84
MUSCATINE	64.11	10.62	0.70	3.52	0.71
WAPELLO	60.55	8.54	0.54	3.31	0.76
JASPER	58.47	8.10	0.53	2.83	0.73
LEE	55.63	9.12	0.59	3.00	0.74
WEBSTER	55.07	9.81	0.58	2.95	0.50
BREMER	44.97	6.37	0.48	2.36	0.33
CARROLL	44.67	6.50	0.45	2.43	0.34
IOWA	42.36	7.57	0.54	2.52	0.65
POWESHIEK	39.05	5.50	0.33	2.32	0.78
MARION	38.53	5.37	0.35	2.05	0.31
JEFFERSON	33.46	5.35	0.38	1.61	0.27

Table B: Ranking of Counties by Expenditure Levels, 2007

<b>2007 Domestic Travel Impact on Iowa</b>						
<b>Table B: Ranking of Counties by Expenditure Levels (Continued)</b>						
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
ALLAMAKEE	31.60	3.48	0.21	1.69	0.78	
CLAYTON	28.28	4.52	0.28	1.58	0.56	
PALO ALTO	27.89	4.22	0.25	1.67	0.53	
WARREN	27.20	2.77	0.18	1.50	0.23	
SIOUX	26.36	3.56	0.22	1.49	0.19	
BUENA VISTA	24.71	3.42	0.21	1.29	0.22	
JACKSON	23.75	3.47	0.21	1.46	0.50	
WINNESHIEK	23.70	4.33	0.32	1.42	0.23	
HARRISON	23.01	3.10	0.23	1.27	0.16	
BUCHANAN	22.05	2.57	0.15	1.35	0.25	
CASS	21.44	2.59	0.16	1.25	0.15	
BOONE	20.64	2.67	0.16	1.28	0.17	
HAMILTON	20.11	2.87	0.19	1.13	0.16	
PLYMOUTH	19.09	2.45	0.15	1.17	0.14	
HENRY	18.96	2.99	0.18	0.98	0.26	
CLARKE	18.90	2.52	0.18	1.07	0.16	
TAMA	18.34	3.20	0.20	0.99	0.20	
CEDAR	17.88	2.33	0.14	1.22	0.23	
MONONA	17.48	3.49	0.21	0.91	0.21	
O'BRIEN	17.01	2.25	0.15	0.99	0.13	
JONES	16.64	1.84	0.10	1.07	0.12	
MONTGOMERY	16.60	3.17	0.22	1.24	0.18	
CRAWFORD	16.39	2.78	0.18	1.05	0.15	
HARDIN	16.36	1.76	0.10	0.78	0.12	
FLOYD	16.05	2.75	0.13	0.86	0.15	
BENTON	15.37	1.64	0.10	1.08	0.10	
MAHASKA	15.04	3.08	0.19	1.19	0.23	

Table B: Ranking of Counties by Expenditure Levels, 2007

<b>2007 Domestic Travel Impact on Iowa</b>						
<b>Table B: Ranking of Counties by Expenditure Levels (Continued)</b>						
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
PAGE	14.52	1.61	0.10	0.83	0.13	
WRIGHT	14.27	1.77	0.09	0.82	0.23	
APPANOOSE	14.20	1.91	0.12	0.82	0.19	
FAYETTE	14.08	1.65	0.10	0.81	0.11	
WASHINGTON	13.41	1.70	0.12	0.78	0.10	
ADAIR	12.83	1.32	0.09	0.55	0.09	
UNION	12.70	1.83	0.12	0.84	0.14	
SAC	12.55	1.35	0.08	0.75	0.26	
CHEROKEE	12.38	2.01	0.13	0.89	0.11	
KOSSUTH	12.30	1.50	0.10	0.73	0.09	
LOUISA	12.15	1.77	0.11	0.92	0.31	
FREMONT	12.08	1.81	0.12	0.69	0.11	
SHELBY	11.68	1.43	0.09	0.68	0.11	
DECATUR	10.73	1.08	0.07	0.53	0.10	
GUTHRIE	10.34	1.66	0.09	0.90	0.26	
MADISON	10.10	1.01	0.06	0.63	0.10	
WINNEBAGO	9.61	1.01	0.07	0.60	0.07	
FRANKLIN	9.40	1.10	0.07	0.59	0.06	
HUMBOLDT	9.36	1.60	0.07	0.35	0.11	
EMMET	9.18	1.37	0.07	0.57	0.11	
CALHOUN	8.85	1.15	0.06	0.60	0.23	
MITCHELL	8.17	0.91	0.06	0.44	0.08	
BUTLER	8.03	0.72	0.03	0.56	0.05	
CHICKASAW	7.99	1.35	0.09	0.54	0.09	
RINGGOLD	7.35	0.79	0.04	0.48	0.15	
MONROE	6.86	1.31	0.09	0.51	0.08	
DELAWARE	6.83	0.78	0.04	0.40	0.08	

Table B: Ranking of Counties by Expenditure Levels, 2007

<b>2007 Domestic Travel Impact on Iowa</b>						
<b>Table B: Ranking of Counties by Expenditure Levels (Continued)</b>						
<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	
MILLS	6.30	0.83	0.06	0.51	0.06	
LUCAS	6.12	0.79	0.05	0.34	0.07	
WAYNE	5.78	0.79	0.05	0.46	0.09	
DAVIS	5.55	0.64	0.04	0.32	0.07	
LYON	5.53	0.62	0.04	0.36	0.05	
WORTH	5.29	0.42	0.03	0.30	0.03	
GREENE	5.22	0.66	0.04	0.32	0.06	
HANCOCK	5.18	0.86	0.04	0.32	0.08	
IDA	5.15	0.72	0.05	0.36	0.06	
VAN BUREN	4.93	0.72	0.05	0.34	0.06	
GRUNDY	4.27	0.65	0.04	0.33	0.04	
AUDUBON	4.14	0.47	0.02	0.30	0.04	
KEOKUK	4.05	0.42	0.02	0.24	0.05	
POCAHONTAS	3.79	0.47	0.03	0.23	0.04	
HOWARD	3.72	0.48	0.03	0.22	0.04	
OSCEOLA	3.04	0.44	0.03	0.18	0.03	
TAYLOR	2.93	0.32	0.02	0.23	0.03	
ADAMS	2.24	0.29	0.02	0.14	0.03	
<b>TOTAL</b>	<b>\$6,266.85</b>	<b>\$1,080.92</b>	<b>64.89</b>	<b>\$307.69</b>	<b>\$88.13</b>	

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Table C: Percent Distribution by County, 2007

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table C: Percent Distribution by County</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ADAIR	0.20%	0.12%	0.14%	0.18%	0.10%
ADAMS	0.04%	0.03%	0.03%	0.05%	0.03%
ALLAMAKEE	0.50%	0.32%	0.32%	0.55%	0.88%
APPANOOSE	0.23%	0.18%	0.19%	0.27%	0.22%
AUDUBON	0.07%	0.04%	0.03%	0.10%	0.05%
BENTON	0.25%	0.15%	0.16%	0.35%	0.12%
BLACK HAWK	4.16%	4.32%	4.12%	3.79%	3.95%
BOONE	0.33%	0.25%	0.25%	0.42%	0.20%
BREMER	0.72%	0.59%	0.73%	0.77%	0.37%
BUCHANAN	0.35%	0.24%	0.23%	0.44%	0.29%
BUENA VISTA	0.39%	0.32%	0.32%	0.42%	0.25%
BUTLER	0.13%	0.07%	0.05%	0.18%	0.05%
CALHOUN	0.14%	0.11%	0.10%	0.19%	0.26%
CARROLL	0.71%	0.60%	0.70%	0.79%	0.39%
CASS	0.34%	0.24%	0.25%	0.41%	0.17%
CEDAR	0.29%	0.22%	0.22%	0.40%	0.27%
CERRO GORDO	2.42%	2.18%	2.30%	2.41%	2.79%
CHEROKEE	0.20%	0.19%	0.20%	0.29%	0.12%
CHICKASAW	0.13%	0.12%	0.15%	0.18%	0.10%
CLARKE	0.30%	0.23%	0.28%	0.35%	0.18%
CLAY	1.26%	1.76%	1.10%	0.64%	1.14%
CLAYTON	0.45%	0.42%	0.43%	0.51%	0.64%
CLINTON	1.41%	1.34%	1.44%	1.49%	1.27%
CRAWFORD	0.26%	0.26%	0.27%	0.34%	0.17%
DALLAS	2.05%	1.90%	2.22%	2.04%	1.20%
DAVIS	0.09%	0.06%	0.06%	0.10%	0.08%
DECATUR	0.17%	0.10%	0.11%	0.17%	0.11%

Table C: Percent Distribution by County, 2007

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table C: Percent Distribution by County (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
DELAWARE	0.11%	0.07%	0.07%	0.13%	0.09%
DES MOINES	1.55%	1.73%	1.47%	1.34%	1.52%
DICKINSON	3.20%	2.53%	2.81%	3.68%	3.99%
DUBUQUE	4.04%	4.04%	4.21%	3.91%	3.78%
EMMET	0.15%	0.13%	0.11%	0.19%	0.13%
FAYETTE	0.22%	0.15%	0.15%	0.26%	0.13%
FLOYD	0.26%	0.25%	0.21%	0.28%	0.17%
FRANKLIN	0.15%	0.10%	0.10%	0.19%	0.07%
FREMONT	0.19%	0.17%	0.19%	0.22%	0.12%
GREENE	0.08%	0.06%	0.05%	0.11%	0.07%
GRUNDY	0.07%	0.06%	0.06%	0.11%	0.05%
GUTHRIE	0.16%	0.15%	0.14%	0.29%	0.30%
HAMILTON	0.32%	0.27%	0.30%	0.37%	0.19%
HANCOCK	0.08%	0.08%	0.06%	0.11%	0.09%
HARDIN	0.26%	0.16%	0.15%	0.25%	0.13%
HARRISON	0.37%	0.29%	0.35%	0.41%	0.18%
HENRY	0.30%	0.28%	0.28%	0.32%	0.29%
HOWARD	0.06%	0.04%	0.05%	0.07%	0.05%
HUMBOLDT	0.15%	0.15%	0.11%	0.11%	0.12%
IDA	0.08%	0.07%	0.08%	0.12%	0.06%
IOWA	0.68%	0.70%	0.84%	0.82%	0.73%
JACKSON	0.38%	0.32%	0.33%	0.47%	0.57%
JASPER	0.93%	0.75%	0.82%	0.92%	0.83%
JEFFERSON	0.53%	0.50%	0.58%	0.52%	0.31%
JOHNSON	4.71%	4.47%	5.25%	4.46%	5.06%
JONES	0.27%	0.17%	0.16%	0.35%	0.14%
KEOKUK	0.06%	0.04%	0.03%	0.08%	0.05%

Table C: Percent Distribution by County, 2007

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table C: Percent Distribution by County (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
KOSSUTH	0.20%	0.14%	0.16%	0.24%	0.10%
LEE	0.89%	0.84%	0.90%	0.97%	0.85%
LINN	9.51%	10.41%	9.38%	8.45%	10.31%
LOUISA	0.19%	0.16%	0.17%	0.30%	0.35%
LUCAS	0.10%	0.07%	0.08%	0.11%	0.08%
LYON	0.09%	0.06%	0.06%	0.12%	0.06%
MADISON	0.16%	0.09%	0.09%	0.20%	0.11%
MAHASKA	0.24%	0.28%	0.29%	0.39%	0.26%
MARION	0.61%	0.50%	0.53%	0.66%	0.36%
MARSHALL	1.06%	1.00%	1.02%	1.10%	0.95%
MILLS	0.10%	0.08%	0.09%	0.16%	0.07%
MITCHELL	0.13%	0.08%	0.09%	0.14%	0.09%
MONONA	0.28%	0.32%	0.32%	0.29%	0.24%
MONROE	0.11%	0.12%	0.14%	0.16%	0.10%
MONTGOMERY	0.26%	0.29%	0.34%	0.40%	0.21%
MUSCATINE	1.02%	0.98%	1.08%	1.14%	0.80%
O'BRIEN	0.27%	0.21%	0.22%	0.32%	0.15%
OSCEOLA	0.05%	0.04%	0.05%	0.06%	0.03%
PAGE	0.23%	0.15%	0.16%	0.27%	0.14%
PALO ALTO	0.45%	0.39%	0.38%	0.54%	0.60%
PLYMOUTH	0.30%	0.23%	0.23%	0.38%	0.16%
POCAHONTAS	0.06%	0.04%	0.05%	0.07%	0.05%
POLK	23.18%	26.17%	23.93%	20.66%	26.09%
POTTAWATTAMIE	4.15%	4.85%	5.26%	4.79%	4.43%
POWESHIEK	0.62%	0.51%	0.51%	0.76%	0.89%
RINGGOLD	0.12%	0.07%	0.06%	0.16%	0.17%
SAC	0.20%	0.13%	0.12%	0.24%	0.29%

Table C: Percent Distribution by County, 2007

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table C: Percent Distribution by County (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
SCOTT	7.85%	7.67%	9.14%	8.36%	8.37%
SHELBY	0.19%	0.13%	0.14%	0.22%	0.13%
SIoux	0.42%	0.33%	0.34%	0.48%	0.21%
STORY	2.49%	2.26%	2.39%	2.36%	2.26%
TAMA	0.29%	0.30%	0.31%	0.32%	0.22%
TAYLOR	0.05%	0.03%	0.03%	0.07%	0.03%
UNION	0.20%	0.17%	0.19%	0.27%	0.16%
VAN BUREN	0.08%	0.07%	0.07%	0.11%	0.07%
WAPELLO	0.97%	0.79%	0.83%	1.07%	0.87%
WARREN	0.43%	0.26%	0.28%	0.49%	0.26%
WASHINGTON	0.21%	0.16%	0.18%	0.26%	0.12%
WAYNE	0.09%	0.07%	0.08%	0.15%	0.10%
WEBSTER	0.88%	0.91%	0.89%	0.96%	0.57%
WINNEBAGO	0.15%	0.09%	0.10%	0.19%	0.08%
WINNESHIEK	0.38%	0.40%	0.49%	0.46%	0.26%
WOODBURY	3.47%	3.87%	3.31%	2.84%	3.44%
WORTH	0.08%	0.04%	0.04%	0.10%	0.04%
WRIGHT	0.23%	0.16%	0.14%	0.27%	0.26%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

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Table D: Percent Change over Revised 2006

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table D: Percent Change over Revised 2006</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ADAIR	7.30%	4.87%	1.83%	5.26%	6.26%
ADAMS	6.17%	3.77%	0.76%	4.15%	5.14%
ALLAMAKEE	8.14%	5.70%	2.63%	6.09%	7.10%
APPANOOSE	7.05%	4.63%	1.59%	5.01%	6.01%
AUDUBON	7.00%	4.59%	1.55%	4.97%	5.97%
BENTON	7.77%	5.33%	2.28%	5.72%	6.73%
BLACK HAWK	15.82%	13.20%	9.92%	13.62%	14.70%
BOONE	4.93%	2.56%	-0.42%	2.94%	3.92%
BREMER	5.71%	3.32%	0.32%	3.70%	4.69%
BUCHANAN	6.99%	4.57%	1.54%	4.95%	5.96%
BUENA VISTA	13.95%	11.37%	8.14%	11.78%	12.85%
BUTLER	7.75%	5.32%	2.26%	5.70%	6.71%
CALHOUN	6.70%	4.29%	1.27%	4.68%	5.68%
CARROLL	8.23%	5.79%	2.72%	6.18%	7.19%
CASS	8.69%	6.23%	3.15%	6.63%	7.64%
CEDAR	7.05%	4.63%	1.59%	5.01%	6.01%
CERRO GORDO	5.44%	3.06%	0.07%	3.44%	4.43%
CHEROKEE	7.33%	4.91%	1.87%	5.29%	6.30%
CHICKASAW	7.24%	4.81%	1.77%	5.20%	6.20%
CLARKE	8.12%	5.68%	2.61%	6.07%	7.08%
CLAY	4.91%	2.53%	-0.44%	2.91%	3.89%
CLAYTON	-2.58%	-3.83%	-4.77%	-4.43%	-3.52%
CLINTON	5.42%	3.04%	0.05%	3.42%	4.41%
CRAWFORD	6.16%	3.76%	0.75%	4.14%	5.13%
DALLAS	9.29%	6.82%	3.72%	7.21%	8.24%
DAVIS	5.86%	3.46%	0.46%	3.84%	4.83%
DECATUR	7.21%	4.78%	1.74%	5.17%	6.17%

Table D: Percent Change over Revised 2006

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table D: Percent Change over Revised 2006 (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
DELAWARE	6.05%	3.65%	0.65%	4.03%	5.03%
DES MOINES	6.71%	4.33%	2.43%	6.54%	5.93%
DICKINSON	9.09%	6.62%	3.53%	7.01%	8.03%
DUBUQUE	6.92%	4.50%	1.47%	4.89%	5.89%
EMMET	7.30%	4.87%	1.83%	5.26%	6.26%
FAYETTE	8.62%	6.17%	3.09%	6.56%	7.58%
FLOYD	7.00%	4.58%	1.55%	4.97%	5.97%
FRANKLIN	6.41%	4.00%	0.99%	4.39%	5.38%
FREMONT	7.94%	5.50%	2.44%	5.89%	6.90%
GREENE	5.28%	2.90%	-0.09%	3.28%	4.26%
GRUNDY	2.47%	0.15%	-2.76%	0.52%	1.48%
GUTHRIE	8.58%	6.12%	3.04%	6.51%	7.53%
HAMILTON	4.46%	2.10%	-0.86%	2.47%	3.45%
HANCOCK	5.55%	3.16%	0.17%	3.54%	4.53%
HARDIN	5.43%	3.04%	0.05%	3.42%	4.41%
HARRISON	8.65%	6.19%	3.11%	6.58%	7.60%
HENRY	6.33%	3.92%	0.91%	4.31%	5.30%
HOWARD	4.97%	2.60%	-0.38%	2.98%	3.96%
HUMBOLDT	4.35%	2.00%	-0.96%	2.37%	3.35%
IDA	5.58%	3.19%	0.20%	3.57%	4.56%
IOWA	9.71%	7.23%	4.12%	7.62%	8.65%
JACKSON	4.92%	2.54%	-0.43%	2.92%	3.90%
JASPER	7.24%	4.81%	1.77%	5.20%	6.20%
JEFFERSON	10.20%	7.71%	4.59%	8.11%	9.14%
JOHNSON	11.47%	8.95%	5.79%	9.35%	10.40%
JONES	7.87%	5.44%	2.38%	5.82%	6.83%
KEOKUK	6.86%	4.44%	1.41%	4.82%	5.83%

Table D: Percent Change over Revised 2006

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table D: Percent Change over Revised 2006 (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
KOSSUTH	6.10%	3.70%	0.69%	4.08%	5.08%
LEE	8.48%	6.02%	2.95%	6.41%	7.43%
LINN	6.99%	4.58%	1.54%	4.96%	5.96%
LOUISA	7.00%	4.58%	1.55%	4.96%	5.97%
LUCAS	8.08%	5.64%	2.57%	6.03%	7.04%
LYON	6.41%	4.00%	0.98%	4.38%	5.38%
MADISON	7.95%	5.51%	2.45%	5.90%	6.91%
MAHASKA	8.14%	5.69%	2.63%	6.08%	7.10%
MARION	6.67%	4.26%	1.23%	4.64%	5.64%
MARSHALL	8.16%	5.72%	2.65%	6.10%	7.12%
MILLS	7.04%	4.62%	1.58%	8.15%	6.01%
MITCHELL	8.84%	6.38%	3.29%	6.77%	7.79%
MONONA	5.03%	2.65%	-0.33%	3.03%	4.01%
MONROE	8.54%	6.08%	3.01%	6.47%	7.49%
MONTGOMERY	6.05%	3.65%	0.64%	4.03%	5.02%
MUSCATINE	5.90%	3.51%	0.50%	3.89%	4.88%
O'BRIEN	6.75%	4.33%	1.31%	4.72%	5.72%
OSCEOLA	6.40%	3.99%	0.97%	4.37%	5.37%
PAGE	7.12%	4.70%	1.66%	5.08%	6.09%
PALO ALTO	121.00%	116.01%	109.74%	116.80%	118.87%
PLYMOUTH	8.73%	6.28%	3.19%	6.67%	7.69%
POCAHONTAS	2.40%	0.09%	-2.82%	0.45%	1.41%
POLK	7.22%	4.80%	1.76%	5.18%	6.19%
POTTAWATTAMIE	6.49%	4.08%	1.06%	4.46%	5.46%
POWESHIEK	10.65%	8.15%	5.01%	8.55%	9.58%
RINGGOLD	8.41%	5.96%	2.88%	6.34%	7.36%
SAC	8.29%	5.84%	2.77%	6.23%	7.24%

Table D: Percent Change over Revised 2006

<b>2007 Domestic Travel Impact on Iowa</b>					
<b>Table D: Percent Change over Revised 2006 (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
SCOTT	5.19%	2.81%	-0.17%	3.19%	4.17%
SHELBY	10.12%	7.63%	4.51%	8.03%	9.06%
SIOUX	8.58%	6.13%	3.05%	6.51%	7.53%
STORY	3.42%	1.08%	-1.85%	1.45%	2.42%
TAMA	8.37%	5.92%	2.84%	6.31%	7.32%
TAYLOR	7.35%	4.92%	1.88%	5.31%	6.32%
UNION	5.88%	3.49%	0.48%	3.87%	4.86%
VAN BUREN	8.57%	6.12%	3.04%	6.51%	7.52%
WAPELLO	8.32%	5.87%	2.80%	6.26%	7.28%
WARREN	7.06%	4.64%	1.60%	5.02%	6.02%
WASHINGTON	7.60%	5.17%	2.12%	5.56%	6.57%
WAYNE	7.21%	4.79%	1.75%	5.17%	6.18%
WEBSTER	10.13%	7.64%	4.52%	8.04%	9.07%
WINNEBAGO	6.63%	4.22%	1.20%	4.60%	5.60%
WINNESHIEK	6.39%	3.99%	0.97%	4.37%	5.36%
WOODBURY	8.18%	5.74%	2.67%	6.13%	7.14%
WORTH	7.91%	5.48%	2.42%	5.86%	6.87%
WRIGHT	7.99%	5.55%	2.49%	5.94%	6.95%
<b>TOTAL</b>	<b>7.74%</b>	<b>5.26%</b>	<b>2.23%</b>	<b>5.75%</b>	<b>6.75%</b>

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Table E: Alphabetical by County, Revised 2006

<b>2006 Domestic Travel Impact on Iowa</b>					
<b>Table E: Alphabetical by County, Revised 2006</b>					
<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
ADAIR	\$11.96	\$1.26	0.09	\$0.52	\$0.08
ADAMS	2.11	0.28	0.02	0.14	0.03
ALLAMAKEE	29.22	3.30	0.20	1.59	0.72
APPANOOSE	13.26	1.83	0.12	0.79	0.18
AUDUBON	3.87	0.45	0.02	0.28	0.04
BENTON	14.26	1.55	0.10	1.02	0.10
BLACK HAWK	225.18	41.27	2.43	10.26	3.03
BOONE	19.67	2.60	0.16	1.25	0.17
BREMER	42.54	6.17	0.47	2.28	0.31
BUCHANAN	20.61	2.46	0.15	1.29	0.24
BUENA VISTA	21.69	3.07	0.19	1.16	0.20
BUTLER	7.45	0.68	0.03	0.53	0.04
CALHOUN	8.29	1.10	0.06	0.57	0.22
CARROLL	41.28	6.14	0.44	2.29	0.32
CASS	19.72	2.44	0.16	1.17	0.14
CEDAR	16.71	2.23	0.14	1.16	0.22
CERRO GORDO	143.58	22.88	1.49	7.16	2.35
CHEROKEE	11.53	1.92	0.13	0.85	0.10
CHICKASAW	7.45	1.28	0.09	0.51	0.08
CLARKE	17.48	2.38	0.18	1.01	0.15
CLAY	75.28	18.54	0.72	1.92	0.97
CLAYTON	29.03	4.70	0.29	1.65	0.58
CLINTON	84.03	14.03	0.93	4.44	1.08
CRAWFORD	15.44	2.68	0.18	1.01	0.14
DALLAS	117.50	19.27	1.39	5.87	0.98
DAVIS	5.24	0.61	0.04	0.31	0.06
DECATUR	10.01	1.03	0.07	0.50	0.09

Table E: Alphabetical by County, Revised 2006

<b>2006 Domestic Travel Impact on Iowa</b>					
<b>Table E: Alphabetical by County, Revised 2006 (Continued)</b>					
<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
DELAWARE	6.44	0.75	0.04	0.39	0.07
DES MOINES	91.08	17.90	0.93	3.88	1.26
DICKINSON	183.61	25.68	1.76	10.57	3.25
DUBUQUE	236.82	41.78	2.69	11.47	3.14
EMMET	8.55	1.31	0.07	0.54	0.11
FAYETTE	12.96	1.56	0.09	0.76	0.11
FLOYD	15.00	2.63	0.13	0.82	0.14
FRANKLIN	8.83	1.06	0.06	0.56	0.06
FREMONT	11.19	1.72	0.12	0.65	0.10
GREENE	4.96	0.64	0.04	0.31	0.06
GRUNDY	4.17	0.65	0.04	0.32	0.04
GUTHRIE	9.52	1.56	0.09	0.84	0.25
HAMILTON	19.25	2.81	0.20	1.11	0.16
HANCOCK	4.91	0.83	0.04	0.31	0.08
HARDIN	15.52	1.71	0.10	0.75	0.11
HARRISON	21.17	2.92	0.22	1.19	0.15
HENRY	17.84	2.88	0.18	0.94	0.25
HOWARD	3.54	0.47	0.03	0.21	0.04
HUMBOLDT	8.97	1.57	0.07	0.34	0.10
IDA	4.88	0.70	0.05	0.35	0.05
IOWA	38.61	7.06	0.52	2.34	0.60
JACKSON	22.64	3.38	0.21	1.41	0.49
JASPER	54.53	7.72	0.52	2.69	0.69
JEFFERSON	30.36	4.97	0.36	1.49	0.25
JOHNSON	264.54	44.37	3.22	12.55	4.04
JONES	15.43	1.75	0.10	1.01	0.11
KEOKUK	3.79	0.40	0.02	0.23	0.04

Table E: Alphabetical by County, Revised 2006

<b>2006 Domestic Travel Impact on Iowa</b>					
<b>Table E: Alphabetical by County, Revised 2006 (Continued)</b>					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
KOSSUTH	11.59	1.45	0.10	0.70	0.08
LEE	51.29	8.60	0.57	2.82	0.69
LINN	556.97	107.55	6.00	24.77	8.57
LOUISA	11.35	1.70	0.11	0.88	0.29
LUCAS	5.66	0.75	0.05	0.32	0.06
LYON	5.20	0.60	0.04	0.34	0.05
MADISON	9.35	0.96	0.06	0.60	0.09
MAHASKA	13.91	2.91	0.19	1.12	0.21
MARION	36.12	5.15	0.34	1.96	0.30
MARSHALL	61.36	10.25	0.65	3.20	0.79
MILLS	5.89	0.79	0.06	0.47	0.06
MITCHELL	7.51	0.85	0.05	0.41	0.07
MONONA	16.65	3.40	0.21	0.88	0.20
MONROE	6.32	1.23	0.09	0.48	0.08
MONTGOMERY	15.66	3.05	0.22	1.20	0.17
MUSCATINE	60.54	10.26	0.70	3.39	0.67
O'BRIEN	15.93	2.16	0.14	0.94	0.12
OSCEOLA	2.86	0.42	0.03	0.17	0.03
PAGE	13.56	1.54	0.10	0.79	0.12
PALO ALTO	12.62	1.95	0.12	0.77	0.24
PLYMOUTH	17.56	2.31	0.15	1.10	0.13
POCAHONTAS	3.70	0.47	0.03	0.23	0.04
POLK	1,354.63	269.93	15.26	60.44	21.65
POTTAWATTAMIE	243.97	50.36	3.37	14.10	3.70
POWESHIEK	35.29	5.09	0.31	2.14	0.71
RINGGOLD	6.78	0.74	0.04	0.46	0.14
SAC	11.59	1.28	0.08	0.71	0.24

Table E: Alphabetical by County, Revised 2006

<b>2006 Domestic Travel Impact on Iowa</b>					
<b>Table E: Alphabetical by County, Revised 2006 (Continued)</b>					
<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
SCOTT	467.62	80.62	5.94	24.92	7.08
SHELBY	10.61	1.33	0.09	0.63	0.10
SIOUX	24.28	3.35	0.21	1.40	0.18
STORY	151.13	24.13	1.58	7.16	1.95
TAMA	16.92	3.02	0.19	0.93	0.18
TAYLOR	2.73	0.30	0.02	0.22	0.03
UNION	11.99	1.77	0.12	0.81	0.13
VAN BUREN	4.54	0.68	0.04	0.32	0.06
WAPELLO	55.90	8.07	0.53	3.11	0.71
WARREN	25.41	2.65	0.18	1.42	0.22
WASHINGTON	12.47	1.61	0.11	0.74	0.10
WAYNE	5.39	0.75	0.05	0.43	0.08
WEBSTER	50.01	9.12	0.55	2.73	0.46
WINNEBAGO	9.02	0.97	0.06	0.57	0.07
WINNESHIEK	22.27	4.16	0.31	1.36	0.22
WOODBURY	201.00	39.60	2.09	8.23	2.83
WORTH	4.90	0.40	0.02	0.28	0.03
WRIGHT	13.22	1.67	0.09	0.77	0.22
<b>TOTAL</b>	<b>\$5,816.74</b>	<b>\$1,026.89</b>	<b>63.47</b>	<b>\$290.97</b>	<b>\$82.56</b>

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**APPENDICES**

## Appendix A: Travel Economic Impact Model

### Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at TIA (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

### Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations and day trips or overnight trips to places 50 miles or more, one way, from the traveler's origin. The TEIM definition includes all overnight trips regardless of distance away from home, but excludes day trips to places less than 50 miles away from home.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

A *travel expenditure* is assumed to take place whenever a traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

*Economic impact* is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

*Employment* represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

## **Description of the Model**

### *Estimates of Travel Expenditures*

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Sixteen (16) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by TIA, The Bureau of Labor Statistics' Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

### *Estimates of Business Receipts, Payroll and Employment*

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC

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701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

#### Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

#### Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level.

Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, TIA's travel surveys and other sources are used in building and updating the model. These data indicate the change in travel spending for each of the expenditure categories for each state over the previous year, as well as changes in the relationship of travel spending to employment, payroll and tax revenue.

### **Limitations of the Study**

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

## Appendix B: Glossary of Terms

### Glossary of Terms

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation" as indicated in the TravelScope.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

## Appendix C: Travel-Related Industry Measurement

### SIC-NAICS Transition

As described in Appendix A, the 16 types of travel categories used in TEIM are associated with types of travel-related businesses. For many years, TIA selected these business types using 1987 U.S. Standard Industrial Classification (SIC) system codes.

The SIC system has been used for decades with tremendous success to classify all businesses in the U.S. by the types of products or services they make available. To its credit, the SIC system has facilitated the collection, tabulation and analysis of data. It has also promoted “apples-to-apples” comparability in statistical analyses. At the industry group level, SIC Codes report industry groups as 2 or 3 digit categories to 4 digits at their most specific.

However, as a direct consequence of rapid and widespread structural changes throughout the American economy in recent years, the SIC system has become largely outdated. Therefore, its business classification capabilities have become increasingly less than optimal.

In 1998, the United States Office of Management and Budget published a new industry classification system – the 1997 North American Industry Classification System (NAICS) to replace the SIC system. In contrast, the 2- to 6-digit NAICS industry classification system includes more useful and detailed economic data and provides a more comprehensive statistical representation of our industry. NAICS offers four major advantages over the SIC system:

**Relevance:** NAICS identifies hundreds of new, emerging, and advanced technology industries. Perhaps most important in terms of quantification of travel-related activity, NAICS reorganizes industries into more meaningful sectors, especially in the service-producing segments of the economy. A few examples of travel-related industries that are separately recognized for the first time:

- Convenience stores
- Gas stations with convenience stores
- Casino hotels
- Casinos
- Other gambling industries
- Bed and breakfast inns
- Limited service restaurants

**International Comparability:** NAICS was developed by the U.S. Office of Management and Budget (OMB) in cooperation with Statistics Canada and Mexico’s Instituto Nacional de Estadística, Geografía e Informática (INEGI). NAICS provides for comparable statistics among the three NAFTA trading partners.

**Consistency:** NAICS defines industries according to a consistent principle -- businesses that use similar processes are grouped together.

**Adaptability:** NAICS will be reviewed every five years, so classifications and information keep up with our changing economy.

### **TEIM: SIC/NAICS Industry Categories**

With the transition to NAICS, TIA has adjusted its selections of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, TIA's Travel Economic Impact Model, tracks business activity in seven (7) major travel-related industry groups. These, in turn, are comprised of sixteen (16) business subcategories.

The industry groups and subcategories used in the model are outlined below, followed by a detailed table of SIC and NAICS Codes.

1. Automobile Transportation Industry: Gasoline service stations, motor vehicle/parts dealers and passenger car rental.
2. Entertainment/Recreation Industry: Entertainment, art and recreation industry.
3. Foodservice Industry: Eating & drinking places, and grocery stores.
4. General Retail Trade Industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops.

Incidental Purchases Industry: See above, General Retail Trade Industry.

5. Lodging Industry: This industry includes hotels, motels, and motor hotels, camps and trailer parks.
6. Public Transportation Industry: Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."
7. Travel Arrangement Industry: This includes travel agencies, tour operators, and other travel arrangement & reservation services.

**1987 SIC – 1997 NAICS:  
Selected Travel-Related Categories**

SIC DESCRIPTION(S)	SIC CODE(S)	NAICS DESCRIPTION(S)	NAICS CODE(S)
<b>Accommodations</b>			
<i>Hotels and Motels</i>	701	<i>Traveler Accommodation</i>	7211
<i>Recreational Vehicle Parks &amp; Campsites</i>	703	<i>Recreational Vehicle Parks &amp; Campgrounds</i>	7212
<b>Auto Transportation</b>			
<i>Passenger Car Rental</i>	7514	<i>Passenger Car Rental</i>	532111
<i>Gasoline Service Stations</i>	554	<i>Gasoline Stations with Convenience Stores; Other Gasoline Stations</i>	447110; 447190
<i>Automotive Dealers</i>	55 (excl. 554)	<i>Motor Vehicle &amp; Parts Dealers</i>	4411; 4412; 4413
<b>Entertainment and Recreation</b>			
<i>Amusement and Recreational Services</i>	79	<i>Amusement, Gambling &amp; Recreation Industries</i>	713
		<i>Performing Arts, Spectator Sports &amp; Related Industries</i>	711
<i>Museums, Art Galleries, Botanical and Zoological Gardens</i>	84	<i>Museums, Historical Sites &amp; Similar Institutions</i>	712
<b>Food</b>			
<i>Eating &amp; Drinking Places (Alcoholic Beverages)</i>	581	<i>Foodservices &amp; Drinking Places</i>	7221; 7222; 7224
<i>Grocery Stores</i>	541	<i>Food and Beverage stores</i>	4451; 4452; 4453
<b>Public Transportation</b>			
<i>Air Transportation</i>	45	<i>Passenger Air Transportation; Airport Support Activities</i>	481; 4881
<i>Rail - Local &amp; Suburban Transit</i>	4111	<i>Rail Transportation</i>	485112
<i>Interurban &amp; Rural Bus Carriers</i>	413	<i>Interurban &amp; Rural Bus Transportation</i>	4852
<i>Charter Bus/Interstate</i>	4142	<i>Charter Bus (interstate/interurban)</i>	4855102
<i>Taxi &amp; Limousine Services</i>	412	<i>Taxi &amp; Limousine Services</i>	4853
<i>Water Transportation of Passengers</i>	448	<i>Water Passenger Transportation</i>	483112; 483114; 483212
--	--	<i>Scenic &amp; Sightseeing Transportation (New industry-includes parts of SICs 4119,4489,4522,4789,7999)</i>	487
<b>Retail</b>			
<i>General Merchandise Stores</i>	53	<i>General Merchandise Stores</i>	452
<i>Miscellaneous Retail Stores</i>	59	<i>Other Retail Stores</i>	453; 44611; 4483; 45111; 45112; 45121
<b>Travel Arrangement</b>			
<i>Travel Arrangement</i>	472	<i>Travel Arrangement &amp; Reservation Services (includes travel agencies and tour operators)</i>	5615

## **Appendix D: Sources of Data**

This appendix presents the sources of data used in this report.

### Organizations

Air Transport Association  
American Automobile Association  
Amtrak  
American Society of Travel Agents  
Bureau of the Census, U.S. Department of Commerce  
Bureau of Economic Analysis, U.S. Department of Commerce  
Bureau of Labor Statistics, U.S. Department of Labor  
Bureau of Transportation Statistics, U.S. Department of Commerce  
Federal Aviation Administration, U.S. Department of Transportation  
Federal Highway Administration, U.S. Department of Transportation  
National Park Service  
Iowa Workforce Development, Labor Market Information Bureau  
Iowa Department of Economic Development, Iowa Tourism Office  
Iowa Department of Transportation  
Iowa Department of Revenue and Finance  
Smith Travel Research  
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce  
Travel Industry Association