

NATIONAL & STATE TRAVEL STATISTICS

1.1 Market Summary

The U.S. Travel Association (USTA, www.ustravel.org) assesses spending by domestic and international travelers as follows:

	Domestic	International	Total
• 2006:	\$610.1 billion	\$ 85.7 billion	\$ 695.8 billion
• 2007:	\$641.0 billion	\$ 96.7 billion	\$ 737.8 billion
• 2008:	\$655.3 billion	\$104.6 billion	\$ 759.9 billion
• 2009:	\$602.8 billion	\$ 90.7 billion	\$ 693.5 billion
• 2010:	\$645.1 billion	\$106.9 billion	\$ 751.9 billion
• 2011:	\$697.3 billion	\$118.6 billion	\$ 815.9 billion
• 2012:	\$728.7 billion	\$126.7 billion	\$ 855.4 billion
• 2013:	\$751.9 billion	\$139.5 billion	\$ 891.4 billion
• 2014:	\$792.4 billion	\$149.8 billion	\$ 942.2 billion
• 2015:	\$815.0 billion	\$159.9 billion	\$ 974.9 billion
• 2016:	\$838.5 billion	\$155.6 billion	\$ 994.1 billion
• 2017:	\$881.9 billion	\$155.8 billion	\$1.037 trillion
• 2018:	\$930.8 billion	\$157.5 billion	\$1.088 trillion
• 2019:	\$972.0 billion	\$154.6 billion	\$1.127 trillion

Total (i.e., domestic and international) travel spending in 2019 was distributed as follows (source: USTA):

	Spending	Pct. of Total	Increase from 2018
• Leisure:	\$792.0 billion	70%	4.1%
• Business:	\$334.0 billion	30%	2.2%

Domestic travel volume in the United States has been as follows (source: USTA):

	Person-trips	Leisure	Business
• 2006:	2.00 billion	74%	26%
• 2007:	2.00 billion	76%	24%
• 2008:	1.96 billion	76%	24%
• 2009:	1.90 billion	77%	23%
• 2010:	1.96 billion	77%	23%
• 2011:	2.00 billion	77%	23%
• 2012:	2.03 billion	77%	23%

- 2013: 2.06 billion 77% 23%
- 2014: 2.11 billion 77% 23%
- 2015: 2.18 billion 78% 22%
- 2016: 2.21 billion 78% 22%
- 2017: 2.24 billion 79% 21%
- 2018: 2.28 billion 80% 20%
- 2019: 2.32 billion 82% 18%

International arrivals have been as follows (source: USTA):

- 2008: 58.0 million
- 2009: 55.1 million
- 2010: 60.0 million
- 2011: 63.5 million
- 2012: 67.0 million
- 2013: 71.6 million
- 2014: 75.4 million
- 2015: 77.8 million
- 2016: 76.4 million
- 2017: 77.2 million
- 2018: 79.7 million
- 2019: 79.2 million

The distribution of domestic and international travel expenditures in 2019 was as follows (source: USTA):

- Foodservices: 25%
- Lodging: 22%
- Public transportation: 19%
- Auto transportation: 16%
- Entertainment/recreation: 11%
- General retail: 7%

1.2 State-by-State Travel Spending

By state, annual spending by travelers is as follows (source: USTA):

- Alabama: \$ 8.9 billion
- Alaska: \$ 2.5 billion
- Arizona: \$ 17.6 billion
- Arkansas: \$ 6.6 billion
- California: \$124.2 billion
- Colorado: \$ 18.0 billion
- Connecticut: \$ 10.6 billion
- Delaware: \$ 1.9 billion
- District of Columbia: \$ 10.1 billion
- Florida: \$ 85.3 billion
- Georgia: \$ 26.7 billion
- Hawaii: \$ 20.8 billion
- Idaho: \$ 4.4 billion
- Illinois: \$ 36.3 billion
- Indiana: \$ 10.5 billion
- Iowa: \$ 8.3 billion
- Kansas: \$ 7.4 billion
- Kentucky: \$ 8.7 billion
- Louisiana: \$ 11.1 billion
- Maine: \$ 3.6 billion
- Maryland: \$ 15.9 billion
- Massachusetts: \$ 19.5 billion
- Michigan: \$ 18.1 billion
- Minnesota: \$ 13.2 billion
- Mississippi: \$ 6.1 billion
- Missouri: \$ 13.5 billion

- Montana: \$ 4.3 billion
- Nebraska: \$ 4.8 billion
- Nevada: \$ 33.5 billion
- New Hampshire: \$ 3.8 billion
- New Jersey: \$ 20.4 billion
- New Mexico: \$ 6.9 billion
- New York: \$ 65.3 billion
- North Carolina: \$ 22.1 billion
- North Dakota: \$ 3.4 billion
- Ohio: \$ 18.5 billion
- Oklahoma: \$ 7.8 billion
- Oregon: \$ 10.4 billion
- Pennsylvania: \$ 24.4 billion
- Rhode Island: \$ 1.9 billion
- South Carolina: \$ 12.9 billion
- South Dakota: \$ 2.8 billion
- Tennessee: \$ 17.8 billion
- Texas: \$ 66.0 billion
- Utah: \$ 8.0 billion
- Vermont: \$ 2.3 billion
- Virginia: \$ 22.9 billion
- Washington: \$ 15.7 billion
- West Virginia: \$ 3.0 billion
- Wisconsin: \$ 10.6 billion
- Wyoming: \$ 3.2 billion

1.3 Market Resources

U.S. Travel Association, 1100 New York Avenue NW, Suite 450, Washington, DC 20005. (202) 408-8422. (www.ustravel.org)

IMPACT OF THE PANDEMIC

2.1 Impact of COVID-19

The U.S. Travel Association (www.ustravel.org) forecasts the economic impact of the coronavirus pandemic on the travel sector will reach half a trillion dollars by year-end 2020.

Eight million travel-related jobs were lost by May 1, 2020.

“The damage will be nine times worse than the fallout following September 11 nearly two decades ago. The American Hotel & Lodging Association forecasts that occupancy rates for 2020 will be worse than in 1933 during the Great Depression.”

Advertising Age, 5/4/20

Poll after poll has shown that the vast majority of people are likely to avoid traveling for some time.

Forty-eight percent (48%) of adults cancelled Summer 2020 travel plans, 36% had no travel plans, and only 16% still had summer travel itineraries as of May 2020.

Yet the desire to travel will not go away: In a recent survey by Skift Research (www.skift.com), one-third of adults said they hope to travel within three months after restrictions are lifted.

Leisure travel is likely to return first to domestic markets with ‘staycations,’ then to nearby destinations within the country before expanding across regions, and then finally across continents with the return of journeys to long-haul international destinations.

A boom in road trips is expected and promotions are targeting this market. Visit California (www.visitcalifornia.com), the state’s tourism office, for instance, developed an in-state campaign encouraging Californians to get in their cars and support local businesses and destinations.

According to an ongoing survey of travelers by Destination Analysts, more than half of American travelers say they plan to avoid crowded destinations when they resume traveling. South Dakota, for instance, expects to see road trippers looking for wide-open outdoor spaces, a boost in tourism for state parks and R.V. parks.

The World Travel & Tourism Council (WTTC, www.wttc.org) foresees that younger travelers in the 18-to-35 age group will be the first to begin traveling again.

Business travel may recover sooner, according to a May 2020 survey of the members of the Global Business Travel Association (www.gbta.org) that found that a majority of travel managers expect trips to restart in the coming months. Still, overall business travel will probably be depressed for years.

New protocols and standards for safe and responsible travel are being defined by WTTC with input from associations representing various travel sectors, including International Air Transport Association (IATA), the Airport Council International (ACI), Cruise Lines International Association (CLIA), United States Travel Association (USTA), and several international associations.

2.2 Air Travel

As of mid-May 2020, air passenger traffic was down 94%. About one-half of the industry's 6,215 planes were parked at major airports and desert airstrips, according to Airlines for America (www.airlines.org).

In testimony to Congress, Nicholas Calio, CEO of Airlines for America, reported that U.S. airlines were collectively burning through roughly \$10 billion a month as they awaited the return of passengers. The largest U.S. airlines were averaging just 17 passengers on domestic flights and 29 on international flights.

To stem losses, airlines made deep cuts to every imaginable expense. They closed dozens of airport lounges, froze hiring and bonuses, slashed advertising and technology budgets, and postponed cabin renovations. And they cut their schedules by as much as 90%. Even with fewer passengers, airlines generated revenue from carrying cargo.

Efforts to convince passengers that travel by air was safe include requiring masks for passengers and also increased the frequency and effectiveness of their cleaning protocols.

In May, Frontier Airlines became the first U.S. airline to turn away passengers or crew members with a temperature of 100.4°F.

Forbes polled travel experts about anticipated changes in commercial air travel. The following are key findings:

- Nine out of 10 experts expect slower turnarounds between flights due to the need for thorough cleaning of cabins and other sanitary measures at airports.
- Check-in could take up to four hours as social distancing, sanitation of passengers and luggage, wider spaces for various lines, and waits to board are implemented.
- Among the steps under consideration: no cabin bags, no lounges, no automatic upgrades, face masks, surgical gloves, self-check-in, self-bag-drop-off, immunity passports, on-the-spot blood tests, and sanitation disinfection tunnels.

- Digital technologies and automation will play a critical role in the future of air travel. The need to reduce touchpoints at airports implies mandatory use of biometric boarding that allows passengers to board planes with only their face as a passport. A number of airlines including British Airways, Qantas, and EasyJet already are using the technology.
- Airports will likely stop all non-fliers from entering terminals except for those accompanying minors or others who need assistance.
- Only those 'fit to fly' will be allowed to board aircraft.
- SimpliFlying (www.simpliflying.com) identified more than 70 different areas in the passenger journey that are expected to either change or be introduced, including having bags 'sanitaged' after going through fogging, electrostatic or UV-disinfection.
- On planes there will be blocked seats, electrostatic spraying, personnel in protective gear and, of course, masks. Food service for short haul flights will cease; there would be light refreshments for long-haul flights.
- Upon arrival, international passengers will need to show some form of immunity document/passport. Once a vaccine has been found, that could shift to a proof of vaccination. Also, arriving passengers may undergo temperature screening at their final destination and potentially even blood tests for COVID-19.

In May 2020, Democracy Fund + UCLA Nationscape (www.voterstudygroup.org) found that 60% of people would 'definitely or probably' not fly even if stay-at-home orders were lifted on the advice of public health officials.

Airline traffic levels through year-end 2020 are forecast to range from 25% to 50% of pre-pandemic levels.

2.3 Cruises

Cruises sailing from U.S. ports were halted on March 14, 2020 by no-sail orders issued by the Centers for Disease Control and Prevention.

More than any other segment of the travel industry, the cruise industry suffered the greatest damage to its reputation amid the pandemic. In a survey by The Harris Poll (www.theharrispoll.com), 21% of adults said they would never cruise again; an additional said they would not cruise for at least one year after the pandemic ends (see section 11.4).

“The real challenge will be reducing perceived risk of actually getting on a ship, and this will require changes in operational practices.”

Prof. Robert Kwortnik, Ph.D.
Cornell School of Hotel Administration
The New York Times, 5/4/20

Analysts believe large cruise line companies like Carnival and Royal Caribbean Cruises have the financial endurance to wait out a recovery until 2021. Other lines may never recover. Norwegian Cruise Line warned in May 2020 that there was serious doubt about its ability to survive the coronavirus pandemic.

Among new practices anticipated when cruising resumes are passenger health screenings and contingency plans for when infection occurs. Several cruise lines have already issued new standards, including the elimination of self-service buffets, temperature checks at embarkation and disembarkation, twice-daily temperature checks for crew members, and masks for housekeepers and food servers. Some also require a doctor’s note for passengers 70 and over, indicating they are fit to travel.

Even with the uncertainties, some loyal cruisers are eager to return to sailing. Carnival announced on May 3, 2020, that it would resume some cruises in August. Cruise Planners, an American Express Travel agency, reported that in the 3 days after Carnival’s announcement, bookings were up 200% over the same time period in 2019.

2.4 Lodging

According to the American Hotel & Lodging Association (AHLA, www.ahla.com), U.S. hotels lost more than \$21 billion in room revenue between the beginning of the coronavirus crisis in mid-February 2020 and May 6, 2020. Approximately 3.9 million jobs were eliminated due to closures. With 70% of hotel employees laid off or furloughed, hotel workers lost more than \$2.4 billion in earnings each week.

According to STR (www.str.com), hotel occupancy bottomed out at 21.0% during the week ending April 11, 2020 and rose slightly through April and May.

Reflecting the continued impact of the COVID-19 pandemic, the U.S. hotel industry reported significant year-over-year declines in the three key performance metrics during the week ending April 25, 2020, as follows:

- Occupancy: -62.2% to 26.0%
- Average daily rate (ADR): -42.9% to \$73.61
- Revenue per available room (RevPAR): -78.4% to \$19.13

With these metrics, hotels were losing \$400 million in room revenue per day, according to the AHLA.

CBRE (www.cbrehotels.com) projected hotel sector revenue losses of 80% compared with one year prior for the second quarter 2020.

Many are implementing rigorous cleaning protocols and mandating waiting periods after rooms are vacated. Major hotel companies are experimenting with innovations like electrostatic spraying to disinfect interiors and ultraviolet light to sanitize room keys.

A survey by Destination Analysts (www.destinationanalysts.com) found that consumers expect the following practices when staying in a hotel (percentage of respondents):

- Guests provided with hand sanitizer, face masks, disinfectant wipes, etc.: 56%
- Cleaning/sanitizing procedures well explained: 54%
- Required employee health screening: 53%
- Cleaning activity visible in public areas: 51%
- Social distancing guidelines enforced: 47%
- Breakfast buffets replaced by room service or grab-and-go options: 47%
- Wearing of masks and gloves required for employees: 45%
- Contactless check-in: 40%
- Sneeze guard barriers at front desk, gift shop, etc.: 36%
- Smartphone-based mobile room keys: 35%
- Floor marking for social distancing: 30%
- Automated restaurants: 15%

“When travel restrictions lift and hotels reopen, travelers can expect to see housekeeping front and center in hotels. Experts foresee more touchless check-in via apps and transparency of hygiene practices. Hospitality will be faceless, and encourage social distancing. Where hotel lobbies once aimed for warmth, expect a cold but gleaming scene, with custodians frequently circulating with disinfectant. Pens and other knickknacks likely to be touched by other guests will be replaced with sanitizing wipes.”

The New York Times, 5/4/20

2.6 Market Resources

COVID-19 Resource Center, American Hotel & Lodging Association.
(www.ahla.com/COVID-19-resource-center)

COVID-19 Travel Industry Research, U.S. Travel Association.
(www.ustravel.org/toolkit/COVID-19-travel-industry-research)

The Future Of Air Travel, *The New York Times*, May 6, 2020.
(www.nytimes.com/interactive/2020/05/06/travel/coronavirus-travel-questions.html)

CITY-BY-CITY TOURISM & SPENDING

3.1 Overview

Richard K. Miller & Associates (RKMA, www.rkma.com) regularly surveys more than 300 major cities, metropolitan areas, and popular destinations for tourism statistics and economic impact. The most recent survey was conducted in 2019.

It should be noted that cities use various methods to estimate visitor counts and expenditures, and all data is not directly comparable. It should also be noted that all cities do not perform visitor or economic analyses every year. In most instances tourism market statistics are provided by the visitors and convention bureaus.

3.2 Travel and Tourism Statistics

The most recent market statistics for cities, metropolitan areas, and destinations of the United States are as follows:

3.2.1 Alabama

Birmingham

- Estimated number of visitors: 4.2 million
- Expenditures by visitors: \$1.5 billion
- Distribution: business travelers, 46%; leisure travelers, 34%; conventions, 20%

Fort Payne/DeKalb County

- Estimated number of visitors: 500,000
- Expenditures by visitors: \$52 million
- Percentage of expenditures from business or convention travelers: 7%

Huntsville/Madison County

- Estimated number of visitors: 2.4 million
- Expenditures by visitors: \$688 million
- Estimated annual convention-related expenditures: \$143 million
- Percentage of expenditures from business or convention travelers: 65%

Mobile

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$392 million

Tuscaloosa

- Estimated number of visitors: 5.8 million
- Expenditures by visitors: \$2.5 billion

3.2.2 Alaska

Anchorage

- Estimated number of visitors: 961,000
- Expenditures by visitors: \$426.7 million

Fairbanks

- Estimated number of visitors: 425,000
- Expenditures by visitors: \$60 million

Juneau

- Estimated number of visitors: 1.2 million (day only); 122,100 (overnight)
- Expenditures by visitors: \$42 million

Ketchikan

- Estimated number of cruise visitors: 890,000
- Estimated number of air visitors: 105,000
- Expenditures by visitors: \$163 million

3.2.3 Arizona

Lake Havasu City

- Estimated number of visitors: 550,000 (overnight); 200,000 (day)
- Expenditures by visitors: \$171 million
- Percentage of expenditures from business or convention travelers: 5%

Mesa

- Estimated number of visitors: 1.5 million
- Expenditures by visitors: \$300+ million
- Percentage of expenditures from business or convention travelers: 28%

Phoenix

- Estimated number of visitors: 13.1 million (overnight); 22.8 million (total)
- Expenditures by visitors: \$6.3 billion
- Percentage of expenditures from business or convention travelers: 25%

Scottsdale

- Estimated number of visitors: 8.9 million
- Expenditures by visitors: \$1.4 billion

Sedona

- Estimated number of visitors: 1.8 million overnight; 3.0 million total
- Expenditures by visitors: \$600 million
- Percentage of expenditures from business or convention travelers: 15%

Tucson

- Estimated number of overnight visitors: 6.5 million
- Expenditures by visitors: \$2.2 billion
- Percentage of expenditures from business or convention travelers: 35%

Yuma

- Estimated number of visitors: 200,000
- Expenditures by visitors: \$250 million
- Percentage of expenditures from business or convention travelers: 15%

3.2.4 Arkansas

Fort Smith

- Estimated number of visitors: 125,000
- Expenditures by visitors: \$106 million

Little Rock/Pulaski County

- Estimated number of visitors (overnight): 6.18 million
- Expenditures by visitors: \$1.82 billion

Pine Bluff

- Estimated number of visitors: 475,000
- Expenditures by visitors: \$14 million

3.2.5 California

Anaheim and Orange County

- Estimated number of visitors (overnight): 21.4 million
- Expenditures by visitors: \$12.5 billion
- Percentage of expenditures from business or convention travelers: 19%

Bakersfield and Kern County

- Expenditures by visitors: \$274 million

Buena Park

- Estimated number of visitors: 3.5 million
- Expenditures by visitors: \$230 million
- Percentage of expenditures from business or convention travelers: 10%

Carlsbad

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$200 million

Eureka and the Redwood Coast

- Estimated number of visitors: 1.7 million
- Expenditures by visitors: \$267 million
- Percentage of expenditures from business or convention travelers: 20%

Fresno

- Expenditures by visitors: \$1.0 billion

Huntington Beach

- Estimated number of visitors: 11 million

Irvine

- Estimated number of visitors (overnight): 1.6 million
- Expenditures by visitors: \$589 million
- Percentage of expenditures from business or convention travelers: 70%

Lake Tahoe

- Estimated number of visitors: 1.7 million
- Expenditures by visitors: \$1.2 billion

Long Beach

- Estimated number of visitors: 5.5 million
- Expenditures by visitors: \$712 million

Los Angeles

- Estimated number of visitors: 25.4 million (overnight); 42.2 million (total)
- Expenditures by visitors: \$12.9 billion
- Percentage of expenditures from business or convention travelers: 29%

Marin County [Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, Point Reyes, San Anselmo, and San Rafael]

- Estimated number of visitors (overnight): 1.5 million
- Expenditures by visitors: \$800 million
- Percentage of expenditures from business or convention travelers: 25%

Mammoth Lakes

- Estimated number of visitors: 1.5 million
- Expenditures by visitors: \$350 million

Monterey County

- Estimated number of visitors (overnight): 11.8 million
- Expenditures by visitors: \$2.7 billion
- Percentage of expenditures from business or convention travelers: 36%

Napa Valley

- Estimated number of visitors: 5.1 million
- Expenditures by visitors: \$600 million

Palm Springs/Riverside County

- Estimated number of overnight visitors: 6.1 million
- Expenditures by visitors: \$5.5 billion

Paso Robles

- Estimated number of visitors: 5.0 million (drive thru/overnight)
- Expenditures by visitors: \$62 million
- Percentage of expenditures from business or convention travelers: 5%

Sacramento

- Estimated number of visitors: 6.1 million
- Expenditures by visitors: \$1.3 billion

San Diego

- Estimated number of visitors: 17.2 million (overnight); 34.2 million (total)
- Expenditures by visitors: \$9.9 billion
- Percentage of expenditures from business or convention travelers: 37%

San Francisco

- Estimated number of visitors: 16.9 million
- Expenditures by visitors: \$8.3 billion
- Percentage of expenditures from business or convention travelers: 25%

San Jose

- Estimated number of visitors: 6.4 million
- Expenditures by visitors: \$1.1 billion
- Percentage of expenditures from business or convention travelers: 17%

San Mateo County

- Estimated number of visitors: 5.6 million
- Expenditures by visitors: \$2.5 billion

Santa Barbara

- Estimated number of visitors: 10.5 million
- Expenditures by visitors: \$1.3 billion

Santa Cruz

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$611 overnight visit per party/\$123 day trip visit per party

Santa Monica

- Estimated number of visitors: 962,380 (overnight)
- Expenditures by visitors: \$1.6 billion

Sonora and Tuolumne County

- Estimated number of visitors: 3.4 million
- Expenditures by visitors: \$200 million
- Percentage of expenditures from business or convention travelers: 2%

South Lake Tahoe

- Estimated number of visitors: 2.1 million
- Expenditures by visitors: \$800 million

Tri Valley (Danville, Dublin, Livermore, Pleasanton)

- Estimated number of visitors: 1.6 million
- Expenditures by visitors: \$646 million

West Hollywood

- Estimated number of visitors: 1.2 million
- Expenditures by visitors: \$625 million
- Percentage of expenditures from business or convention travelers: 59%

3.2.6 Colorado**Aurora**

- Estimated number of visitors: 1.3 million
- Expenditures by visitors: \$1.3 billion
- Percentage of expenditures from business or convention travelers: 68% to 75%

Colorado Springs and Pikes Peak Region

- Estimated number of visitors: 6.3 million
- Expenditures by visitors: \$1.0 billion
- Percentage of expenditures from business or convention travelers: 30%

Denver

- Estimated number of visitors: 11.7 million (overnight); 14.5 million (total)
- Expenditures by visitors: \$6.1 billion
- Percentage of expenditures from business or convention travelers: 32%

3.2.7 Connecticut

Hartford

- Estimated number of visitors: 150,000
- Expenditures by visitors: \$29 million

3.2.8 Delaware

Kent County & Greater Dover

- Estimated number of visitors: 1.0 million (overnight)
- Expenditures by visitors: \$535.3 million
- Percentage of expenditures from business or convention travelers: 5%

Rehoboth Beach and Dewey Beach

- Estimated number of visitors: 3.0+ million (overnight); 3.0+ million (day only)
- Expenditures by visitors: \$180 million
- Percentage of expenditures from business or convention travelers: 15%

Sussex County

- Estimated number of visitors: 6.0 million (overnight)
- Expenditures by visitors: \$1.2 billion
- Percentage of expenditures from business or convention travelers: 20%

Wilmington

- Estimated number of visitors: 4.4 million
- Expenditures by visitors: \$706 million

3.2.9 District of Columbia

Washington

- Estimated number of visitors (overnight): 19.3 million
- Expenditures by visitors: \$7.1 billion
- Percentage of expenditures from business or convention travelers: 62%

3.2.10 Florida

Bradenton, Anna Maria Island, Longboat Key (Manatee County)

- Estimated number of visitors: 3.16 million
- Expenditures by visitors: \$789 million

Cape Canaveral

- Estimated number of visitors: 2.3 million
- Expenditures by visitors: \$598 million
- Percentage of expenditures from business or convention travelers: 26%

Charlotte Harbor and the Gulf Islands

- Estimated number of visitors: 315,000
- Expenditures by visitors: \$186 million
- Percentage of expenditures from business or convention travelers: 1%

Daytona Beach

- Estimated number of visitors: 8.0 million
- Expenditures by visitors: \$4.2 billion
- Percentage of expenditures from business or convention travelers: 8%

Fort Lauderdale/Broward County

- Estimated number of visitors: 10.4 million (overnight); 1.9 million (day only)
- Expenditures by visitors: \$8.8 billion
- Percentage of expenditures from business or convention travelers: 2%

Fort Myers and Sanibel [Lee County]

- Estimated number of visitors (overnight): 3.0 million
- Expenditures by visitors: \$2.2 billion
- Percentage of expenditures from business or convention travelers: 5%

Gainesville and Alachua County

- Estimated number of visitors: 1.5 million hotel/motel visitors
- Expenditures by visitors: \$93/day person
- Percentage of expenditures from business or convention travelers: 22%

Groveland and Lake County

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$234 million
- Percentage of expenditures from business or convention travelers: 15%

Jacksonville and the Beaches/Duval County

- Estimated number of visitors (overnight) 10.6 million
- Expenditures by visitors: \$1.3 billion
- Percentage of expenditures from business or convention travelers: 25%

Key West

- Estimated number of visitors: 3.1 million
- Expenditures by visitors: \$1.4 billion

Kissimmee [Osceola County]

- Estimated number of visitors: 5.9 million
- Expenditures by visitors: \$2.0 billion
- Percentage of expenditures from business or convention travelers: 17%

Lecanto and Citrus County

- Estimated number of visitors: 500,000
- Expenditures by visitors: \$52 million
- Percentage of expenditures from business or convention travelers: 20%

Miami and Miami Beach

- Estimated number of visitors: 14.2 million (overnight); 19.7 million (total)
- Expenditures by visitors: \$11.6 billion

Naples and Marco Island [Collier County]

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$1.3 billion
- Percentage of expenditures from business or convention travelers: 28%

Orlando and Orange County

- Estimated number of visitors: 59.0 million
- Percentage of expenditures from business or convention travelers: 20%

Palm Beach County

- Estimated number of visitors: 4.3 million
- Expenditures by visitors: \$1.7 billion
- Percentage of expenditures from business or convention travelers: 56%

Panama City Beach

- Estimated number of visitors: 6.0 million
- Expenditures by visitors: \$1.5 billion

Pensacola

- Estimated number of visitors: 3.5 million (overnight)
- Expenditures by visitors: \$533 million
- Percentage of expenditures from business or convention travelers: 25%

Santa Rosa Beach and South Walton County

- Estimated number of visitors: 1.3 million
- Expenditures by visitors: \$345 million

Sarasota

- Estimated number of visitors: 1.2 million
- Expenditures by visitors: \$671 million

St. Augustine and Pointe Vedra

- Estimated number of visitors: 3.8 million
- Expenditures by visitors: \$672 million
- Percentage of expenditures from business or convention travelers: 11%

St. Petersburg and Clearwater

- Estimated number of visitors: 4.9 million (overnight); 12.2 million (total)
- Expenditures by visitors: \$2.7 billion
- Percentage of expenditures from business or convention travelers: 17.4%

Tallahassee

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$428 million

Tampa Bay/Hillsborough County

- Estimated number of visitors (overnight): 8.5 million
- Estimated number of visitors (total): 20.8 million
- Expenditures by visitors: \$6.0 billion
- Percentage of expenditures from business or convention travelers: 10%

Tarpon Springs

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$75 million

Walton County

- Estimated number of visitors: 2.3 million
- Expenditures by visitors: \$685 million

3.2.11 Georgia

Athens/Clarke County

- Estimated number of visitors: 500,000
- Expenditures by visitors: \$292 million
- Percentage of expenditures from business or convention travelers: 40%

Atlanta

- Estimated number of visitors: 42.3 million
- Expenditures by visitors: \$11.4 billion
- Percentage of expenditures from business or convention travelers: 45%

Augusta

- Estimated number of visitors: 1.4 million

Brunswick

- Estimated number of visitors: 1.7 million
- Expenditures by visitors: \$893 million

Columbus

- Estimated number of visitors: 100,000 (overnight)
- Expenditures by visitors: \$371 million

Decatur and DeKalb County

- Estimated number of visitors: 3.3 million
- Expenditures by visitors: \$1.4 billion

Duluth

- Estimated number of visitors: 3.5 million
- Expenditures by visitors: \$200 million

Gainesville

- Estimated number of visitors: 750,000
- Expenditures by visitors: \$256 million

Gwinnett County

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$1.2 billion
- Percentage of expenditures from business or convention travelers: 65%

Helen

- Estimated number of visitors: 1.5 million
- Expenditures by visitors: \$123 million

Jekyll Island

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$167 million
- Percentage of expenditures from business or convention travelers: 40%

Macon

- Estimated number of visitors: 1.2 million
- Expenditures by visitors: \$364 million

Savannah

- Estimated number of visitors: 6.8 million (overnight)
- Expenditures by visitors: \$1.5 billion
- Percentage of expenditures from business or convention travelers: 21%

3.2.12 Hawaii

Hilo and Big Island

- Estimated number of visitors: 920,000

Honolulu

- Estimated number of visitors: 7.3 million
- Expenditures by visitors: \$12.3 billion
- Percentage of expenditures from business or convention travelers: 5%

Wailuku and Maui

- Estimated number of visitors: 2.5 million
- Expenditures by visitors: \$2.6 billion
- Percentage of expenditures from business or convention travelers: 10%

3.2.13 Idaho

Coeur d'Alene

- Estimated number of visitors: approx. 20 million
- Expenditures by visitors: \$250 million
- Percentage of expenditures from business or convention travelers: 20%

3.2.14 Illinois

Aurora

- Estimated number of visitors: 910,000 (excludes riverboat visitation)
- Expenditures by visitors: \$133 million

Champaign

- Expenditures by visitors: \$163.3 million

Chicago

- Estimated number of visitors: 29.9 million (overnight); 50.0 million (total)
- Expenditures by visitors: \$15.2 billion
- Percentage of expenditures from business or convention travelers: 50%

Oak Brook [DuPage County]

- Estimated number of visitors: 9 million to 10 million
- Expenditures by visitors: \$2.0 billion
- Percentage of expenditures from business travelers: 70%

Oak Park

- Estimated number of visitors: 170,000
- Expenditures by visitors: \$278 per person per trip

Peoria

- Estimated number of visitors: 1.6 million
- Expenditures by visitors: \$305 million

Quad Cities [Mercer and Rock Counties, Illinois, and Scott County, Iowa]

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$116 million
- Percentage of expenditures from business or convention travelers: 3%

Rockford

- Estimated number of visitors: 28.0 million
- Expenditures by visitors: \$386 million

Springfield

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$218 million

3.2.15 Indiana

Bloomington

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$256 million
- Percentage of expenditures from business or convention travelers: 20%

Brown County

- Estimated number of visitors: 3.5 million
- Expenditures by visitors: \$78 million

Columbus/Bartholomew County

- Estimated number of visitors (overnight): 677,000
- Expenditures by visitors: \$283 million

Evansville

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$248 million

Fort Wayne/Allen County

- Estimated number of visitors: 2.6 million (overnight); 5.9 million (total)
- Expenditures by visitors: \$619 million
- Distribution of expenditures: business (50%), leisure (20%), conventions (20%), other [sports tournaments, VFR] (20%)

Indianapolis

- Estimated number of visitors: 21.7 million
- Expenditures by visitors: \$3.2 billion
- Percentage of expenditures from business travelers: 36%

Lafayette

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$165 million
- Percentage of expenditures from business or convention travelers: 45%

Noblesville/Hamilton County

- Estimated number of visitors: 1.6 million
- Expenditures by visitors: \$200 million
- Percentage of expenditures from business or convention travelers: 25%

Plainfield/Hendricks County

- Estimated number of visitors: 2.2 million
- Expenditures by visitors: \$263 million

Terre Haute

- Estimated number of visitors: 850,000

3.2.16 Iowa

Ames

- Estimated number of visitors: 400,000
- Expenditures by visitors: \$28 million

Quad Cities [Scott County, Iowa; Mercer and Rock Counties, Illinois]

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$116 million
- Percentage of expenditures from business or convention travelers: 3%

Sioux City

- Estimated number of visitors: 147,000
- Expenditures by visitors: \$13 million

3.2.17 Kansas

Dodge City

- Estimated number of visitors: 100,000
- Expenditures by visitors: \$238/party (3.5 people per party)

Overland Park

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$700 million

Wichita

- Estimated number of visitors: 125.0 million
- Expenditures by visitors: \$172 million

3.2.18 Kentucky

Lexington

- Estimated number of visitors: 2.6 million
- Expenditures by visitors: \$1.7 billion
- Percentage of expenditures from business or convention travelers: 30%

Louisville

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$1.3 billion
- Estimated annual convention-related expenditures: \$2.5 million

3.2.19 Louisiana

Baton Rouge

- Estimated number of visitors: >2 million
- Expenditures by visitors: \$818 million

Lake Charles and Southwest Louisiana

- Estimated number of visitors: 75,729 (overnight)
- Expenditures by visitors: \$360 million (Calcasieu Parish)
- Percentage of expenditures from business or convention travelers: 21%

New Orleans

- Estimated number of visitors: 10.1 million
- Expenditures by visitors: \$4.9 billion
- Percentage of expenditures from business or convention travelers: 25%

Shreveport/Bossier

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$780 million

3.2.20 Maine

Bar Harbor

- Estimated number of visitors: 3.5 million

Portland

- Estimated number of visitors: 2.0 million

3.2.21 Maryland

Baltimore

- Estimated number of visitors: 10 million (overnight); 23.9 million (total)
- Expenditures by visitors: \$3.6 billion (overnight); \$1.2 billion (day)
- Percentage of expenditures from business or convention travelers: 28%

Germantown and Montgomery County

- Estimated number of visitors: 1.5 million
- Expenditures by visitors: \$799 million

Ocean City

- Estimated number of visitors: 8.0 million
- Expenditures by visitors: \$2.2 billion
- Percentage of expenditures from business or convention travelers: 30%

3.2.22 Massachusetts

Boston

- Estimated number of visitors: 19.7 million
- Expenditures by visitors: \$17.0 billion

Peabody

- Estimated number of visitors: 2.7 million
- Expenditures by visitors: \$291 million
- Percentage of expenditures from business or convention travelers: 4%

Plymouth County

- Estimated number of visitors: 1.0 million

Springfield

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$500 million

The Berkshires and Western Massachusetts

- Estimated number of visitors: 2.5 million
- Expenditures by visitors: \$250 million

Worcester and Central Massachusetts

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$21 million

3.2.23 Michigan

Detroit

- Estimated number of visitors: 15.7 million
- Expenditures by visitors: \$4.9 billion
- Percentage of expenditures from business or convention travelers: 22%

Flint

- Estimated number of visitors: 300,000
- Expenditures by visitors: \$16 million

Frankenmuth

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$90 million
- Percentage of expenditures from business or convention travelers: 7%

Holland

- Estimated number of visitors: 2.0 million

Mackinac Island

- Estimated number of visitors: 850,000
- Expenditures by visitors: \$300 million
- Percentage of expenditures from business or convention travelers: 20%

Saginaw

- Estimated number of visitors: 4.0 million
- Expenditures by visitors: \$90 million

3.2.24 Minnesota

Bloomington

- Estimated number of visitors: 42.0 million

Brainerd

- Estimated number of visitors: 200,000

Duluth

- Estimated number of visitors: 3.5 million
- Expenditures by visitors: \$135 million

Eagan

- Estimated number of visitors: 950,000
- Expenditures by visitors: \$7 million
- Percentage of expenditures from business or convention travelers: 65%

Mankato

- Estimated number of visitors: 180,000

Minneapolis-Saint Paul

- Estimated number of visitors: 15.8 million (overnight); 29.4 million (total)
- Expenditures by visitors: \$3.8 billion
- Percentage of expenditures from business or convention travelers: 30%

Rochester

- Estimated number of visitors: 2.5million (overnight); 3.4 million (total)
- Expenditures by visitors: \$628 million
- Percentage of expenditures from business or convention travelers: 10%

Roseville

- Estimated number of visitors (overnight): 593,000
- Expenditures by visitors: \$141 million
- Percentage of expenditures from business or convention travelers: 23%

3.2.25 Mississippi

Mississippi Gulf Coast (Hancock, Harrison, Jackson counties)

- Estimated number of visitors: 6.3 million
- Expenditures by visitors: \$2.0 billion

Hattiesburg

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$171 million
- Percentage of expenditures from business or convention travelers: 52%

Jackson

- Estimated number of visitors (overnight): 936,000; (total) 3.0 million
- Expenditures by visitors: \$304 million
- Percentage of expenditures from business or convention travelers: 26%

Natchez

- Estimated number of visitors: 500,000
- Expenditures by visitors: \$100 per visitor per day

Vicksburg

- Estimated number of visitors: 900,000
- Expenditures by visitors: \$90 million
- Percentage of expenditures from business or convention travelers: 10%

3.2.26 Missouri

Branson

- Estimated number of visitors: 7.6 million
- Expenditures by visitors: \$2.5 billion
- Percentage of expenditures from business or convention travelers: 1.4%

Independence

- Estimated number of visitors: 358,000
- Expenditures by visitors: \$185 per trip
- Percentage of expenditures from business or convention travelers: 10%

Kansas City

- Estimated number of visitors: 8.1 million (overnight); 16.5 million (total)
- Expenditures by visitors: \$3.6 billion
- Percentage of expenditures from business or convention travelers: 28%

Springfield

- Estimated number of visitors: 1.1 million (overnight)
- Expenditures by visitors: \$600 million
- Percentage of expenditures from business or convention travelers: 30%

St. Louis

- Estimated number of visitors: 26.1 million person-stays
- Expenditures by visitors: \$5.5 billion
- Percentage of expenditures from business or convention travelers: 29%

3.2.27 Montana

Big Fork and Glacier County

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$66 million
- Percentage of expenditures from business or convention travelers: 15%

3.2.28 Nebraska

Lincoln

- Expenditures by visitors: \$450 million

Omaha

- Estimated number of visitors: 5.4 million (overnight); 6.7 million (day)
- Expenditures by visitors: \$1.2 billion
- Percentage of expenditures from convention travelers: 39%

3.2.29 Nevada

Carson Valley - Douglas County

- Estimated number of visitors: 400,000
- Expenditures by visitors: \$30 million
- Percentage of expenditures from business or convention travelers: 15%

Elko

- Estimated number of visitors: 200,000
- Expenditures by visitors: \$30 million
- Percentage of expenditures from business or convention travelers: 50%

Henderson

- Estimated number of visitors: 384,000
- Expenditures by visitors: \$152 million

Las Vegas

- Estimated number of visitors: 42.3 million (overnight)
- Expenditures by visitors: \$30.5 billion (includes gaming revenue)
- Percentage of expenditures from business or convention travelers: 18%

Laughlin

- Estimated number of visitors: 4.5 million

Reno/Tahoe

- Estimated number of visitors: 4.9 million
- Expenditures by visitors: \$858 million (\$527 million gaming; \$331 million non-gaming)
- Percentage of expenditures from business or convention travelers: 18%

Virginia City

- Estimated number of visitors: 2.0 million
- Percentage of expenditures from business or convention travelers: 20%

3.2.30 New Hampshire

North Woodstock

- Estimated number of visitors: 6.2 million
- Percentage of expenditures from business or convention travelers: 5%

3.2.31 New Jersey

Atlantic City

- Estimated number of visitors: 27.0 million
- Expenditures by visitors: \$10.0 billion
- Percentage of expenditures from business or convention travelers: 5.5%

Jersey City and Hudson County

- Expenditures by visitors: \$1.7 billion

3.2.32 New Mexico

Albuquerque

- Estimated number of visitors: 3.6 million (overnight)
- Expenditures by visitors: \$2 billion
- Percentage of expenditures from business or convention travelers: 25%

Carlsbad

- Estimated number of visitors: 186,000
- Percentage of expenditures from business or convention travelers: 30%

Santa Fe

- Estimated number of visitors (overnight): 1.2 million
- Expenditures by visitors: \$3.6 billion
- Percentage of expenditures from business or convention travelers: 20%

3.2.33 New York

Binghamton

- Estimated number of visitors: 60,000
- Expenditures by visitors: \$14 million
- Percentage of expenditures from business or convention travelers: 60%

Buffalo

- Estimated number of visitors: 6.2 million
- Expenditures by visitors: \$744 million
- Percentage of expenditures from business or convention travelers: 23%

New York

- Estimated number of visitors: 54.3 million
- Expenditures by visitors: \$55.3 billion
- Percentage of expenditures from business or convention travelers: 30%

Long Island

- Estimated number of visitors (overnight): 9.1 million
- Expenditures by visitors: \$5.3 billion
- Percentage of expenditures from business or convention travelers: 40%

Niagara

- Estimated number of visitors: 8.4 million
- Expenditures by visitors: \$380 million
- Percentage of expenditures from business or convention travelers: 2%

Poughkeepsie/ Dutchess County

- Estimated number of visitors: 4.2 million
- Expenditures by visitors: \$466 million

Rochester

- Estimated number of visitors: 1.6 million
- Expenditures by visitors: \$261 million
- Percentage of expenditures from business or convention travelers: 44%

Syracuse

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$560 million
- Percentage of expenditures from business or convention travelers: 65%

Waterloo/Seneca County

- Estimated number of visitors: 1.0 million
- Percentage of expenditures from business or convention travelers: 20%

White Plains/Westchester County

- Estimated number of visitors: 5.0 million
- Expenditures by visitors: \$1.4 billion
- Percentage of expenditures from business or convention travelers: 67%

3.2.34 North Carolina

Asheville

- Estimated number of visitors: 6.4 million (2.9 million leisure overnight)
- Expenditures by visitors: approximately \$1.2 billion
- Percentage of expenditures from business or convention travelers: 15% to 20%

Cape Fear Coast [Wilmington, Carolina Beach, Kure Beach, Wrightsville Beach]

- Expenditures by visitors: \$388 million
- Percentage of expenditures from business travelers: 20%

Chapel Hill/Orange County

- Estimated number of visitors: 1.4 million
- Expenditures by visitors: \$115 million

Charlotte

- Estimated number of visitors: 11.1 million (overnight); 25.0 million (total)
- Expenditures by visitors: \$3.8 billion
- Percentage of expenditures from business or convention travelers: 28%

Cherokee

- Estimated number of visitors: 6.0 million
- Expenditures by visitors: \$110 million
- Percentage of expenditures from business or convention travelers: 1%

Durham

- Estimated number of visitors: 4.6 million
- Expenditures by visitors: \$371 million

Greensboro

- Expenditures by visitors: \$1.0 billion

Greenville and Pitt County

- Expenditures by visitors: \$157 million
- Percentage of expenditures from business or convention travelers: 65%

Outer Banks [Dare County]

- Estimated number of visitors: 5.0 million
- Expenditures by visitors: \$646 million
- Percentage of expenditures from business or convention travelers: 5%

Pinehurst/Southern Pines

- Estimated number of visitors: 1.1 million
- Expenditures by visitors: \$326 million

Raleigh/Wake County

- Estimated number of visitors (overnight): 8.4 million
- Expenditures by visitors: \$3.3 billion
- Percentage of expenditures from business or convention travelers: 28%

Winston-Salem

- Expenditures by visitors: \$556.7 million
- Percentage of expenditures from business travelers: 15%

3.2.35 North Dakota

Bismarck-Mandan

- Expenditures by visitors: \$120 million

Fargo

- Estimated number of visitors: 6,100 overnight stays per day
- Expenditures by visitors: \$175 per person

Minot

- Estimated number of visitors: 948,000
- Expenditures by visitors: \$72 million

3.2.36 Ohio

Beavercreek/Greene County

- Estimated number of visitors: 1.2 million
- Expenditures by visitors: \$80 million

Canton

- Estimated number of visitors: 2.3 million
- Expenditures by visitors: \$436 million

Chillicothe/Ross County

- Estimated number of visitors: 750,000
- Expenditures by visitors: \$147 million
- Percentage of expenditures from business or convention travelers: 20%

Cincinnati

- Estimated number of visitors: 9.4 million
- Expenditures by visitors: \$4.4 billion

Cleveland

- Estimated number of visitors: 8.4 million

Clinton County [Wilmington]

- Estimated number of visitors: 206,000
- Expenditures by visitors: \$90 million
- Percentage of expenditures from business or convention travelers: 50%

Columbus

- Estimated number of visitors: 6.9 million
- Expenditures by visitors: \$3.9 billion

New Philadelphia/Tuscarawas County

- Estimated number of visitors: 2.2 million
- Expenditures by visitors: \$254 million
- Percentage of expenditures from business or convention travelers: 15% to 20%

Richland County [Mansfield]

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$182 million

Springfield/Clark County

- Expenditures by visitors: \$266 million
- Percentage of expenditures from business or convention travelers: 60%

Toledo

- Expenditures by visitors: \$703 million

Warren County [Lebanon and Mason]

- Estimated number of visitors: 6.7 million
- Expenditures by visitors: \$596 million

3.2.37 Oklahoma

Bartlesville

- Expenditures by visitors: \$376 per day
- Percentage of expenditures from business or convention travelers: 55%

Muskogee

- Estimated number of visitors: 280,000
- Expenditures by visitors: \$4.4 million
- Percentage of expenditures from business or convention travelers: 30%

Oklahoma City

- Estimated number of visitors: 3.0 million (overnight); 7.5 million (total)
- Expenditures by visitors: \$2.2 billion
- Percentage of expenditures from business or convention travelers: 60%

3.2.38 Oregon

Bend and Central Oregon

- Estimated number of visitors: 4.8 million
- Expenditures by visitors: \$380 million

Eugene/ Lane County

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$473 million

Pendleton/Umatilla County

- Estimated number of visitors: 718,000
- Expenditures by visitors: \$115 million
- Percentage of expenditures from business or convention travelers: 42%

Portland

- Estimated number of visitors: 7.0 million (overnight)
- Expenditures by visitors: \$3.6 billion
- Percentage of expenditures from convention travelers: 3.6%

3.2.39 Pennsylvania

Altoona and Allegheny Mountains

- Expenditures by visitors: \$62 million

Beaver County

- Estimated number of visitors: 470,000
- Expenditures by visitors: \$35 million

Gettysburg

- Estimated number of visitors: 4.0 million
- Expenditures by visitors: \$400 million
- Percentage of expenditures from business or convention travelers: 12%

Lancaster County

- Estimated number of visitors: 8.0 million
- Expenditures by visitors: \$2.2 billion
- Percentage of expenditures from business or convention travelers: 25%

Philadelphia

- Estimated number of visitors (2017): 43.3 million

Pittsburgh

- Estimated number of visitors: 11.8 million
- Expenditures by visitors: \$5.95 billion

Pocono Mountains

- Estimated number of visitors: 8.7 billion
- Expenditures by visitors: \$2.1 billion
- Percentage of expenditures from business or convention travelers: 7%

York

- Expenditures by visitors: \$616 million

3.2.40 Rhode Island

Newport

- Estimated number of visitors: 3.6 million
- Expenditures by visitors: \$960 million
- Percentage of expenditures from business or convention travelers: 40%

Providence

- Estimated number of visitors: 3.9 million
- Expenditures by visitors: \$2.5 billion

3.2.41 South Carolina

Charleston

- Estimated number of visitors: 4.5 million
- Economic impact: \$3.5 billion
- Percentage of expenditures from business or convention travelers: 30%

Hilton Head Island

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$1.4 billion
- Percentage of expenditures from business or convention travelers: 15%

Myrtle Beach

- Estimated number of visitors: 16.1 million
- Expenditures by visitors: \$6.3 billion
- Percentage of expenditures from business or convention travelers: 10%

3.2.42 South Dakota

Black Hills Region

- Estimated number of visitors: 4.5 million
- Expenditures by visitors: \$575 million
- Percentage of expenditures from business travelers: 3%

Rapid City

- Estimated number of visitors: 2.7 million
- Expenditures by visitors: \$156 million

Sioux Falls

- Estimated number of visitors: 522,000 (business only)
- Expenditures by visitors: \$122 million

3.2.43 Tennessee

Chattanooga

- Estimated number of visitors: 8.1 million
- Expenditures by visitors: \$457 million

Gatlinburg

- Estimated number of visitors: 9.0 million
- Expenditures by visitors: \$410 million
- Percentage of expenditures from business or convention travelers: 2%

Kingsport

- Expenditures by visitors: \$146 million

Knoxville

- Estimated number of visitors: 10.0 million
- Expenditures by visitors: \$448 million

Memphis

- Estimated number of visitors: 8.0 million
- Expenditures by visitors: \$1.9 billion

Nashville

- Estimated number of visitors: 7.0 million (overnight); 14.0 million (total)
- Expenditures by visitors: \$6.0 billion
- Percentage of expenditures from business or convention travelers: 68%

Pigeon Forge

- Estimated number of visitors (overnight): 3.7 million
- Expenditures by visitors: \$1.26 billion
- Percentage of expenditures from business or convention travelers: 5% to 7%

3.2.44 Texas

Abilene

- Estimated number of visitors (overnight): 2.0 million
- Expenditures by visitors: \$250 million
- Percentage of expenditures from business or convention travelers: 30%

Amarillo

- Estimated number of visitors: 1.6 million
- Expenditures by visitors: \$258 million
- Percentage of expenditures from business or convention travelers: 40%

Arlington

- Estimated number of visitors: 6.5 million
- Expenditures by visitors: \$396 million
- Percentage of expenditures from business or convention travelers: 20%

Austin

- Estimated number of visitors: 19.0 million
- Expenditures by visitors: \$1.6 billion

Dallas [including Plano and Irving]

- Estimated number of visitors: 28.1 million (overnight); 48.9 million (total)
- Expenditures by visitors: \$8.7 billion
- Percentage of expenditures from business or convention travelers: 40%

El Paso

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$805 million

Fort Worth

- Estimated number of visitors: 8.2 million
- Expenditures by visitors: \$1.1 billion

Galveston

- Estimated number of visitors: 7.0 million
- Expenditures by visitors: \$372 million

Houston

- Estimated number of visitors (overnight): 17.5 million
- Expenditures by visitors: \$17.2 billion

Irving

- Estimated number of visitors (overnight): 3.1 million
- Expenditures by visitors: \$2.0 billion
- Percentage of expenditures from business or convention travelers: 79%

Kerrville

- Estimated number of visitors: 1.2 million
- Expenditures by visitors: \$58 million

Lubbock

- Estimated number of visitors (overnight): 5.96 million
- Expenditures by visitors: \$150 million
- Percentage of expenditures from business or convention travelers: 20%

Odessa

- Estimated number of visitors (overnight): 100,000
- Expenditures by visitors: \$3240 million
- Percentage of expenditures from business or convention travelers: 70%

San Antonio

- Estimated number of visitors (overnight): 19.7 million
- Expenditures by visitors: \$8.3 billion
- Percentage of expenditures from business or convention travelers: 27%

Tyler

- Estimated number of visitors: 25,000
- Expenditures by visitors: \$122 per person
- Percentage of expenditures from business or convention travelers: 25%

Waco

- Estimated number of visitors: 94,000
- Expenditures by visitors: \$104 million

3.2.45 Utah

Park City

- Estimated number of visitors: 300,000
- Expenditures by visitors: \$500 million

Provo and Utah Valley

- Estimated number of visitors: 3.1 million
- Expenditures by visitors: \$326 million

Salt Lake City

- Estimated number of visitors: 9.2 million
- Expenditures by visitors: \$2.5 billion
- Percentage of expenditures from business or convention travelers: 47%

3.2.46 Vermont

Burlington

- Estimated number of visitors: 1.3 million (overnight)

3.2.47 Virginia

Alexandria

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$557 million

Arlington

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$1.9 billion

Blacksburg

- Estimated number of visitors: 350,000 (overnight); 1.0 million (total)
- Expenditures by visitors: \$100+ million
- Percentage of expenditures from business or convention travelers: 15%

Fredericksburg

- Estimated number of visitors: 696,000
- Expenditures by visitors: \$307 million

Hampton

- Estimated number of visitors: 370,000 (overnight); 585,000 (total)
- Expenditures by visitors: \$97.9 million
- Percentage of expenditures from business or convention travelers: 63%

Norfolk

- Estimated number of visitors: 2.3 million
- Expenditures by visitors: \$367 billion

Portsmouth

- Expenditures by visitors: \$65 million

Richmond Region [counties of Chesterfield, Hanover, Henrico, New Kent, and City of Richmond]

- Estimated number of visitors: 5.8 million
- Expenditures by visitors: \$1.8 billion

Roanoke

- Estimated number of visitors: 42,000

Vienna and Fairfax County

- Expenditures by visitors: \$1.4 billion

Virginia Beach

- Estimated number of visitors: 5.7 million
- Expenditures by visitors: \$1.2 billion
- Percentage of expenditures from business or convention travelers: 15%

Williamsburg

- Estimated number of visitors: 4.0 million
- Expenditures by visitors: \$632 million
- Percentage of expenditures from business or convention travelers: 15%

3.2.48 Washington

Bellingham/Mt. Baker Region

- Estimated number of visitors: 45,500
- Expenditures by visitors: \$360 million

Everett and Snohomish County

- Estimated number of visitors: 286,000 (visitors center)
- Expenditures by visitors: \$520 million

Grays Harbor

- Estimated number of visitors: 4.0 million
- Expenditures by visitors: \$350 million

Seattle

- Estimated number of visitors: 10.2 million (overnight); 15.7 million (total)
- Expenditures by visitors: \$3.0 billion

Tacoma

- Estimated number of visitors: 6.0 million
- Expenditures by visitors: \$649 million

Tri-Cities [Kennewick, PESCO, and Richland]

- Estimated number of visitors: 778,000
- Expenditures by visitors: \$392.6 million

3.2.49 West Virginia

Beckley and Southern West Virginia [9 counties]

- Estimated number of visitors: 5.0 million
- Expenditures by visitors: \$679 million

Charleston

- Estimated number of visitors: 460,000
- Expenditures by visitors: \$55 million

3.2.50 Wisconsin

Green Bay

- Estimated number of visitors (overnight): 1.8 million
- Expenditures by visitors: \$614 million
- Percentage of expenditures from business or convention travelers: 35%

Madison

- Estimated number of visitors: 2.6 million
- Expenditures by visitors: \$1.1 billion
- Percentage of expenditures from business or convention travelers: 63%

Milwaukee

- Estimated number of visitors: 6.9 million
- Expenditures by visitors: \$2.6 billion
- Percentage of expenditures from business or convention travelers: 68%

Oshkosh

- Estimated number of visitors: 394,000
- Expenditures by visitors: \$98 million

Racine

- Expenditures by visitors: \$168 million

Wisconsin Dells

- Estimated number of visitors: 2.9 million
- Expenditures by visitors: \$840 million

3.2.51 Wyoming**Cheyenne**

- Expenditures by visitors: \$333.2 million
- Percentage of expenditures from business travel: 56%
- Percentage of expenditures from conferences/meetings: 9%