

## CITY-BY-CITY TOURISM & SPENDING

### **3.1 Overview**

Richard K. Miller & Associates (RKMA, [www.rkma.com](http://www.rkma.com)) regularly surveys more than 300 major cities, metropolitan areas, and popular destinations for tourism statistics and economic impact. RKMA found that most cities have not reported tourism statistics during the Covid-19 pandemic. The most recent survey was conducted in 2020, ascertaining travel statistics for 2019, prior to the pandemic.

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%