

The Economic Impact of Travel

Nebraska

2024 Preliminary
State & County Impacts

October, 2025

PREPARED FOR
Nebraska Tourism Commission



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The Economic Impact of Travel in Nebraska

2024 Preliminary

State & County Impacts

Nebraska Tourism Commission

10/31/2025

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Photo by Nebraska Tourism Commission

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Introduction

Purpose of the Report

This report was commissioned by Nebraska Tourism Commission to assess the economic impact of travel to the state of Nebraska. The travel industry represents an important component of Nebraska's state economy. Spending associated with travel in Nebraska generates earnings, employment and taxes throughout the state. Many counties in Nebraska contain attractive travel destinations and consider the travel industry a primary economic industry in their area. This report describes economic activity associated with travel throughout the state, detailing important trends within the industry.

How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Nebraska. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.



Spending, Employment, Earnings, and Taxes are the key metrics to measure the economic impacts of travel.

Travel impacts measure the economic impact of travel activity within a region. Because travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make economic impact estimates for each travel related activity to determine the total travel impact. Travel impact reports are used by industry stakeholders to benchmark the travel industry against other local industries, understand the makeup of travel activity in their region, and communicate the economic relevance of the regional travel industry.



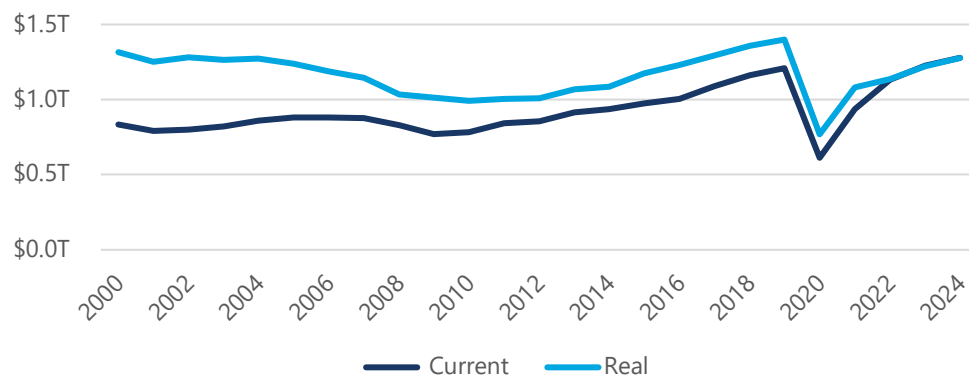
U.S. Travel Impacts

2024

U.S. Travel Impacts

Direct Travel Spending

Direct Travel Spending 2000-2024

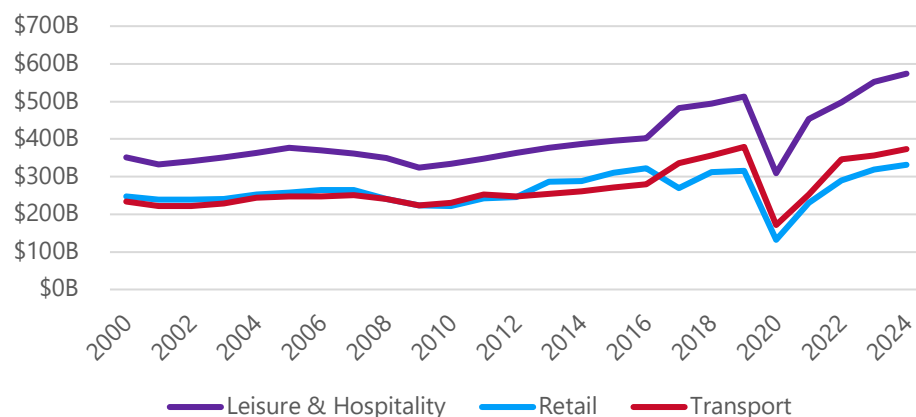


Source: Dean Runyan Associates

Note: Real spending is in chained 2024 dollars. Chained dollars are inflation-adjusted measures that account for changes in both prices and consumer spending patterns over time.

National travel-related spending was \$1.3 trillion in 2024, a **4.2% (4.6% when adjusted for inflation) increase** compared to the previous year.

Direct Travel Spending by Commodity 2000-2024



Source: Dean Runyan Associates

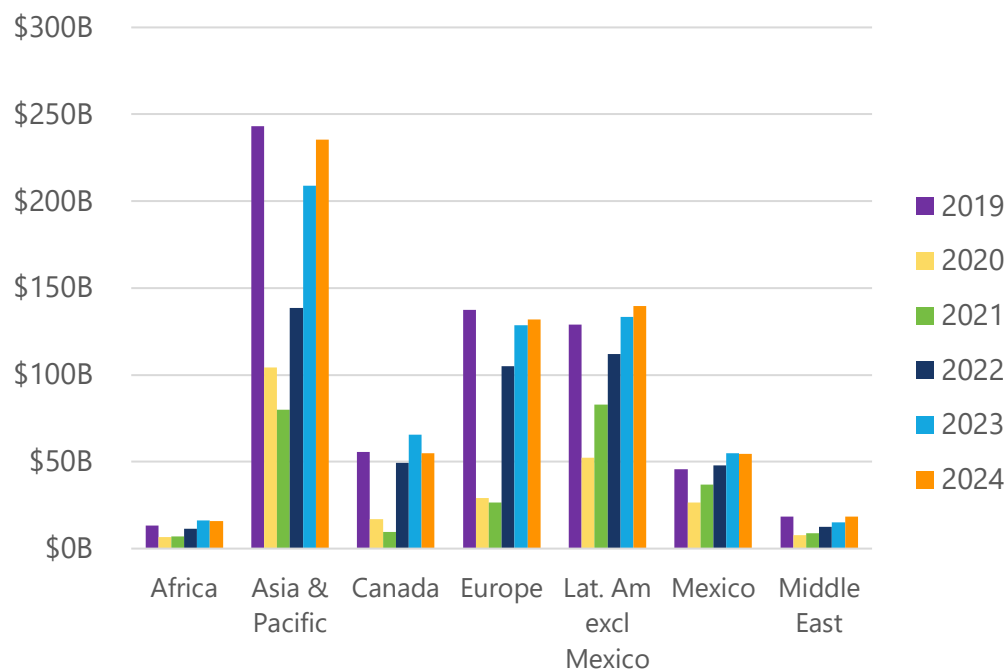
Note: DRA estimates 2024 national direct spend using Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2023 and available annual industry trends for 2024.

Travelers spent \$573.7 billion on Leisure & Hospitality in 2024, accounting **for 44.9% of the total direct expenditures.**

U.S. Travel Impacts

Direct Spending

International Travel Spending 2019-2024



Visitors from Asia & Pacific Islands travelers spent \$235.3 billion on U.S. travel in 2024, a **12.7% increase** compared to the previous year.

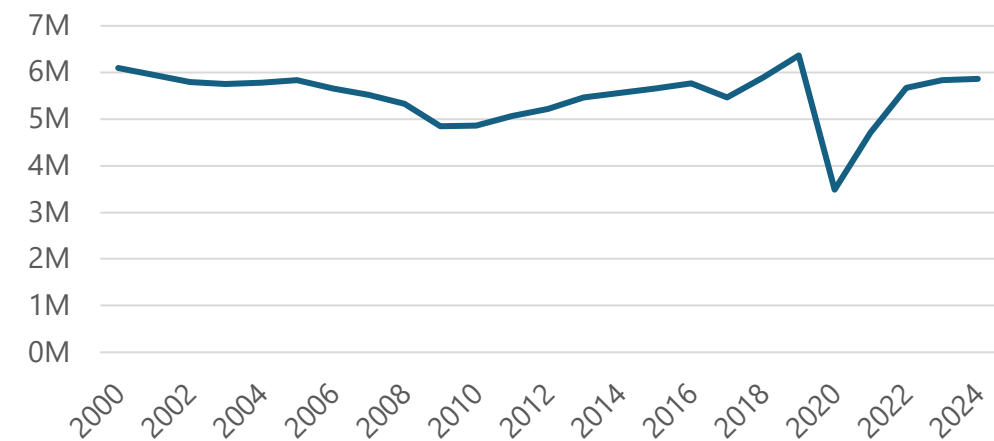
Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Note: International travel spending estimates do not include spending on health, education, or border-worker travel activity.



U.S. Travel Impacts

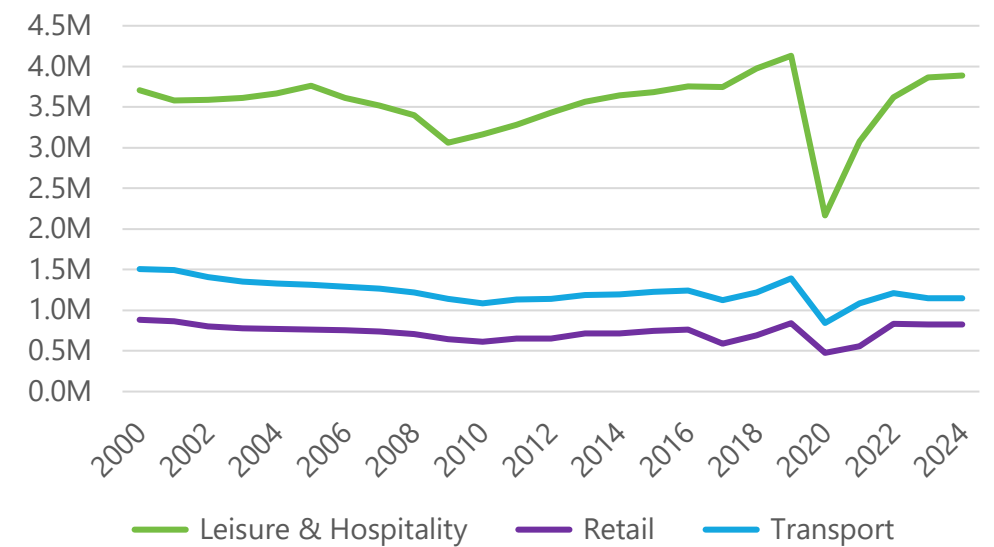
Direct Employment



Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Approximately **24 thousand jobs** were gained in **2024**, a **0.4% increase** compared to the previous year.

Direct Employment by Industry Sector



Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Travel supported 3.8 million jobs in the Leisure and Hospitality industry in 2024, a **0.6% increase** compared to the previous year.



Nebraska Travel Impacts

2024p

Nebraska Travel Impacts

Direct Travel Impacts

2024p Summary



1.1% increase in Travel Spending

Direct travel spending in Nebraska increased 1.1% from \$4.56 billion in 2023 to \$4.61 billion in 2024.



780 Jobs gained

Direct travel-generated employment grew from 40,450 in 2023 to 41,230 in 2024. Approximately 780 jobs were generated, representing a 1.9% increase compared to the previous year.



5.8% Growth in Earnings

Direct travel-generated earnings grew from \$983.2 million in 2023 to \$1.0 billion in 2024, an increase of approximately \$56.6 million or 5.8%.



1.1% increase in Tax Revenue

Tax revenue (local and state) generated by travel spending grew from \$319.9 million in 2023 to \$323.3 million in 2024, a 1.1% increase. In 2024, state and local tax revenue generated approximately \$370 per Nebraska household.

Source: Dean Runyan Associates

Note: Estimates are subject to revision when more complete or additional data becomes available.

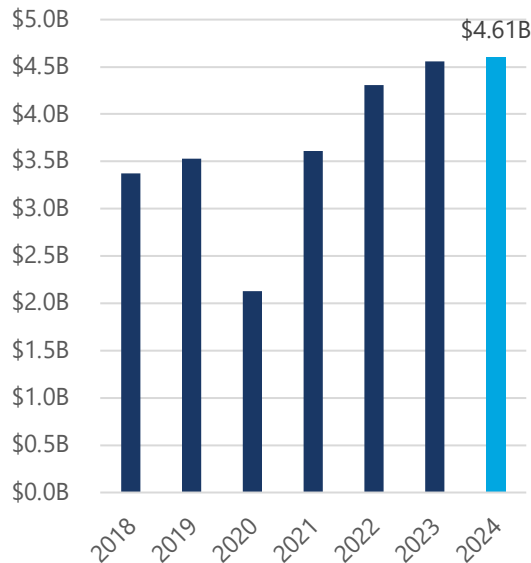


Photo by Nebraska Tourism Commission

Nebraska Travel Impacts

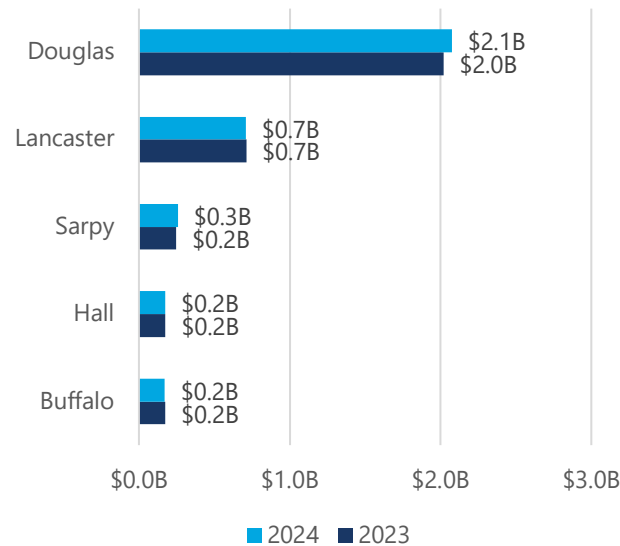
Direct Travel Spending

Direct travel spending increased by \$50.8 million in 2024.



Direct travel spending grew from \$4.56 billion in 2023 to \$4.61 billion in 2024, a 1.1% increase.

Direct travel spending showed mixed growth in Nebraska's top 5 counties.



In 2024, direct travel spending of Nebraska's top 5 counties increased in Douglas County (2.7%) and Sarpy County (4.4%) but decreased in the other top 5 counties.



Visitor + Other Travel

=

Direct Travel Spending

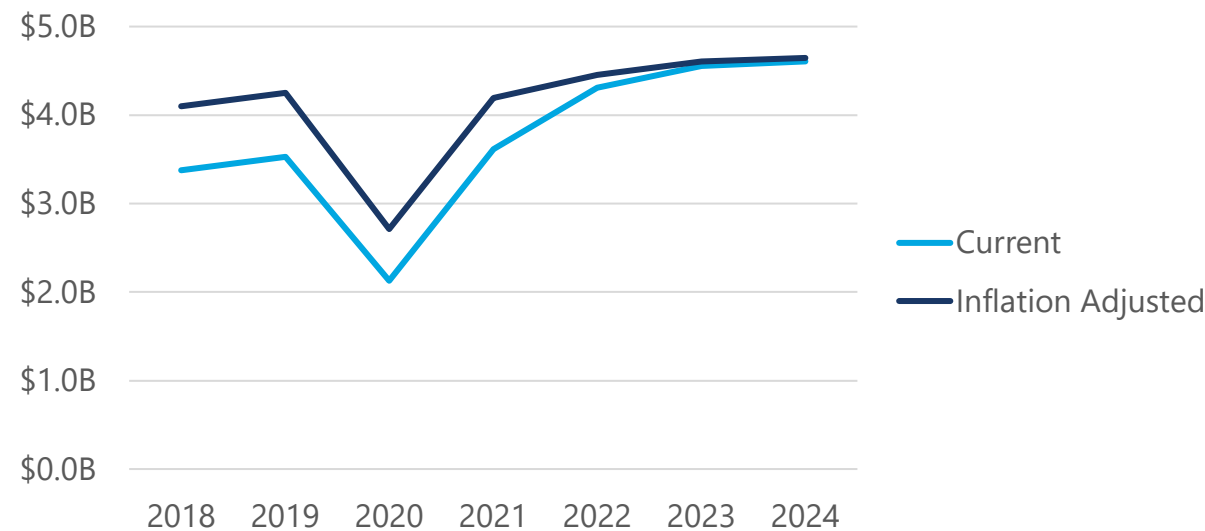
Direct travel spending includes both destination spending and other spending. **Visitor spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in Nebraska, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry in Nebraska but are not considered visitor spending in our methodology.

Nebraska Travel Impacts

Inflation-Adjusted Spending

Direct travel spending grew from \$4.56 billion in 2023 to \$4.61 billion in 2024, an increase of \$50.8 million or 1.1% in current dollars. However, considering the reduced purchasing power of the dollar associated with recent inflation, the true quantity of goods and services purchased by travelers increased 0.9% or \$42.2 million.

Current and Inflation-Adjusted Direct Travel Spending



In 2024, travel spending increased \$50.8 million or 1.1% in current dollars, but only \$42.2 million or 0.9% in inflation-adjusted dollars.

Sources: Dean Runyan Associates, U.S. Bureau of Labor Statistics CPI



Inflation is the **rate of increase** in prices of goods and services.

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

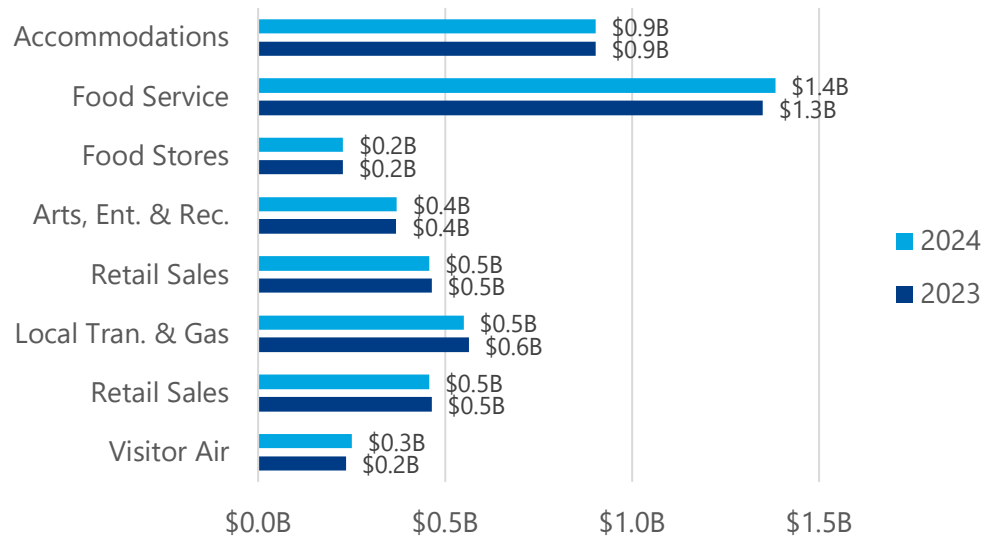
U.S. CPI (annual % chg.)

2022: 8.0%
2023: 4.3%
2024: 2.9%
Target: 2% Annually

Nebraska Travel Impacts

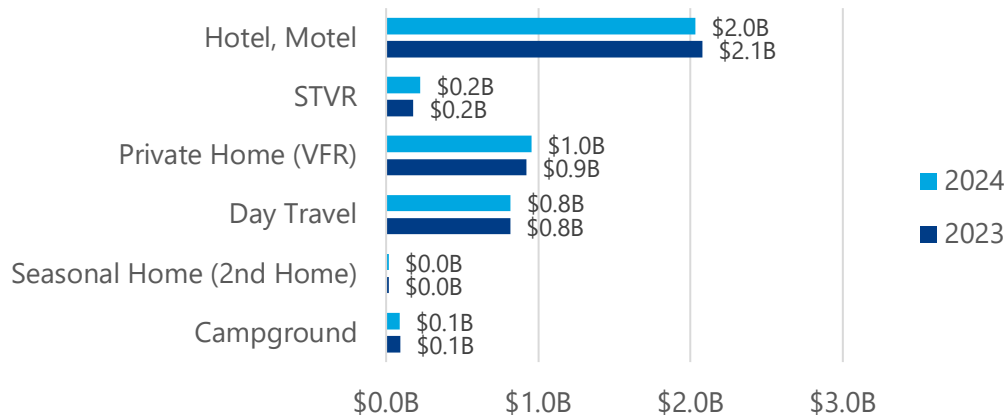
Direct Visitor Spending

Direct Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$902.5 million in 2024, **an increase of 0.1%**. Spending on food service generated \$1.4 billion, **an increase of 2.5%**.

Direct Visitor Spending by Accommodation Type



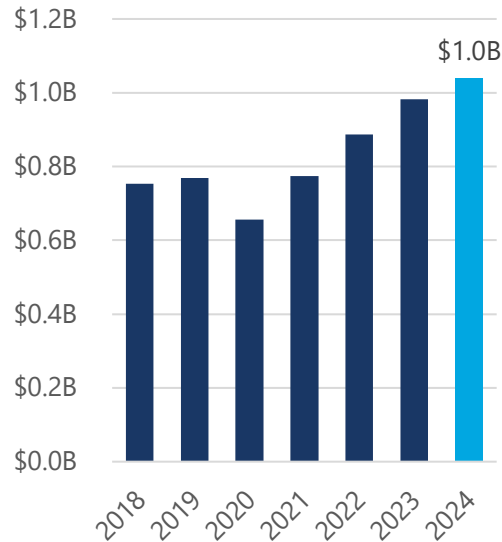
Visitors who stayed in a hotel or motel spent \$2.0 billion in 2024, a **\$46.2 million or 2.2% decline** compared to 2023.

Sources: Dean Runyan Associates, Omnitrak Group, Energy Information Administration, Bureau of Labor Statistics CPI, STR

Nebraska Travel Impacts

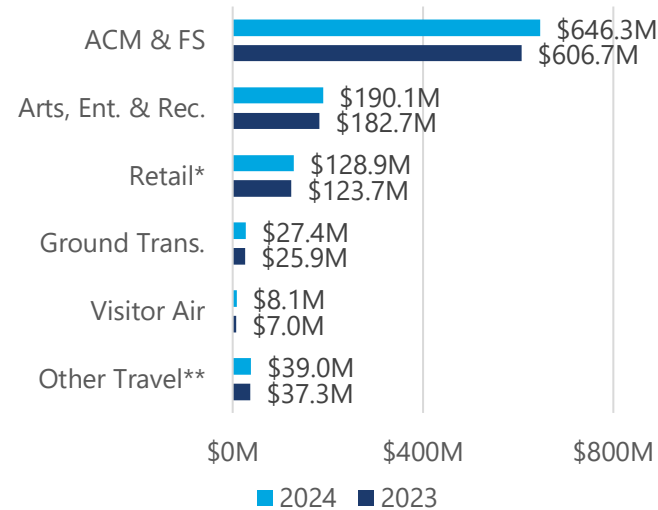
Direct Travel-Generated Earnings

Direct travel-generated earnings increased by \$56.6 million in 2024.



Direct travel-generated earnings grew from \$983.2 million in 2023 to \$1.0 billion in 2024, an increase of 5.8%.

Earnings increased across all travel industry sectors.



*Retail includes gasoline stations.

**Other travel includes travel arrangement and convention services.

Accommodation & Food Services (ACM & FS) earnings reached \$646.3 million contributing 70.1% of earnings state-wide.



$$\begin{aligned} &(\text{Revenue} - \text{Cost of Goods Sold} - \\ &\quad \text{Expenses} - \text{Sales Tax}) \\ &= \\ &\quad \text{Earnings} \end{aligned}$$

What are direct travel-generated earnings?

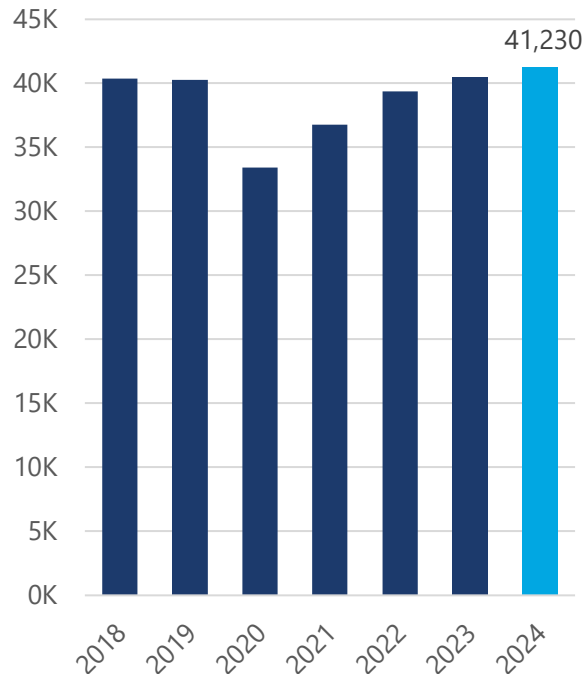
Direct travel-generated earnings represent the total after-point of sale tax income from travel spending. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of visitor-generated earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

Nebraska Travel Impacts

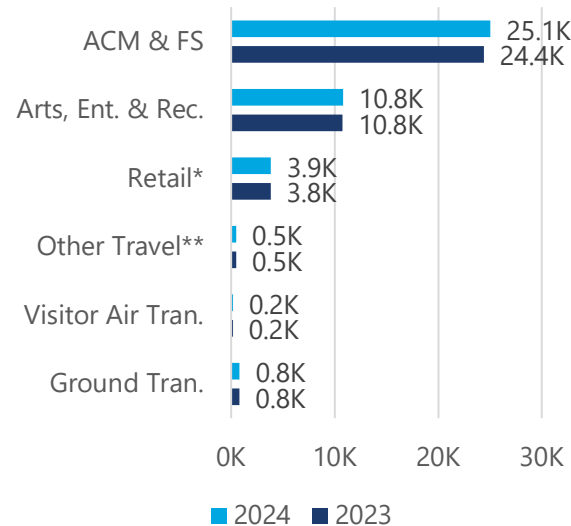
Direct Travel-Generated Employment

Direct travel-generated employment increased by approximately 780 jobs in 2024.



Direct travel-generated employment grew from 40,450 to 41,230 jobs in 2024, a 1.9% increase from the prior year.

Direct travel-generated employment in the Accom. & Food Serv. Sector increased 2.6% in 2024.



*Retail includes gasoline stations.

**Other travel includes travel arrangement and convention services.

Employment in the Accommodations and Food Services (ACM & FS) sector totaled 25,060 in 2024, adding 640 jobs (2.6%) from 2023. Arts, Entertainment, and Recreation grew by 0.5%, gaining 50 jobs.



In 2024, every \$1 million in travel-related spending resulted in 10 jobs for the industry.

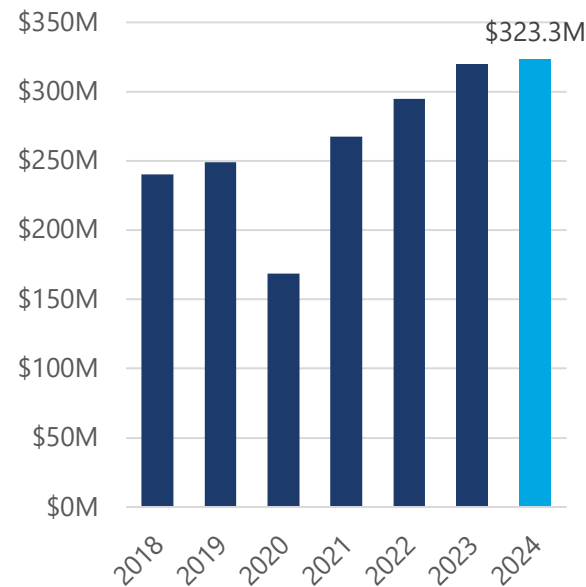
What is direct travel-generated employment?

Direct travel-generated employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from visitor-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Nebraska, a total employment number attributable to travel can be reached. Employment figures reflect an annual average level of employment.

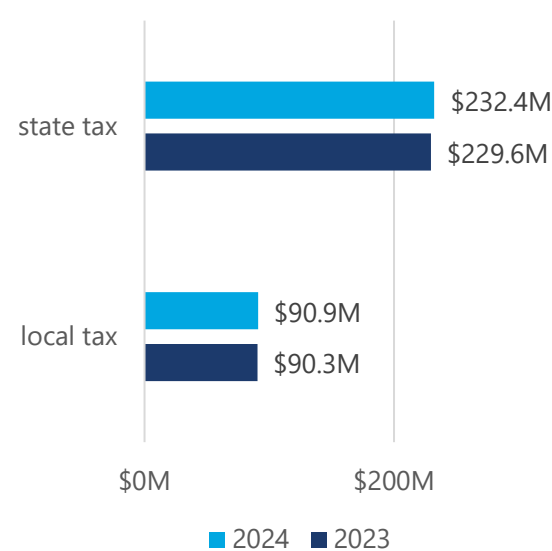
Nebraska Travel Impacts

Direct Tax Revenue

Direct travel-generated tax revenue increased by \$3.4 million in 2024.



Direct travel-generated tax revenue increased across state and local sources.



State tax + Local tax
=
Tax Revenue

What is direct travel-generated tax revenue?

Direct travel-generated tax revenue includes federal, state, and local tax revenue generated from visitor spending. **State taxes** primarily include lodging taxes, motor fuel taxes, income, and sales taxes. **Local taxes** primarily take the form of sales taxes imposed by cities, counties, and other tax jurisdictions in Nebraska. They also include a share of property taxes paid by travel industry business and employees.

Nebraska Travel Impacts

Historical Trend of Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR** 18-24
Direct Travel Spending (\$Millions)									
Visitor	2,978.4	3,094.7	1,963.1	3,365.5	3,889.4	4,109.3	4,140.7	0.8%	5.6%
Transportation	736.2	740.5	400.4	653.0	823.6	798.3	800.3	0.2%	1.4%
Non-transportation	2,242.1	2,354.2	1,562.7	2,712.6	3,065.8	3,311.0	3,340.4	0.9%	6.9%
Other travel*	396.1	436.1	164.6	246.2	419.7	446.4	465.8	4.4%	2.7%
Total	3,374.5	3,530.8	2,127.7	3,611.7	4,309.1	4,555.7	4,606.5	1.1%	5.3%
Direct Earnings (\$Millions)									
Earnings	752.7	769.5	655.7	774.6	887.5	983.2	1,039.8	5.8%	5.5%
Direct Employment (Jobs)									
Employment	40,350	40,270	33,420	36,770	39,360	40,450	41,230	1.9%	0.4%
Direct Tax Revenue (\$Millions)									
Local	63.3	66.6	39.7	72.0	82.5	90.3	90.9	0.7%	6.2%
State	176.8	182.3	129.0	195.6	212.2	229.6	232.4	1.2%	4.7%
Total	240.1	248.9	168.7	267.5	294.7	319.9	323.3	1.1%	5.1%

Source: Dean Runyan Associates

Note: Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Employment rounded to the nearest 10. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

**Comprehensive Annual Growth Rate (CAGR).

Nebraska Travel Impacts

Historical Trend of Direct Spending

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR** 18-24
Direct Travel Spending (\$Millions)									
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Total	3,374.5	3,530.8	2,127.7	3,611.7	4,309.1	4,555.7	4,606.5	1.1%	5.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)									
Hotel, Motel, STVR	1,605.0	1,695.4	1,028.7	1,745.8	2,039.0	2,258.2	2,258.7	0.0%	5.9%
Hotel, Motel	1,605.0	1,695.4	1,028.7	1,642.8	1,902.7	2,079.1	2,033.0	-2.2%	4.0%
STVR	NA	NA	NA	103.0	136.3	179.0	225.7	26.1%	NA
Campground	85.9	85.1	80.0	92.2	100.8	95.0	90.8	-4.3%	0.9%
Private Home (VFR)	698.1	709.2	434.6	788.6	891.9	921.9	953.9	3.5%	5.3%
Seasonal Home (2nd Home)	16.0	15.9	15.3	16.9	19.7	18.6	18.8	1.0%	2.7%
Day Travel	573.5	589.1	404.5	722.1	838.0	815.6	818.4	0.3%	6.1%
Total	2,978.4	3,094.7	1,963.1	3,365.5	3,889.4	4,109.3	4,140.7	0.8%	5.6%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	640.6	679.0	399.6	692.5	804.2	901.9	902.5	0.1%	5.9%
Food Service	837.0	887.3	617.4	1,101.9	1,238.7	1,349.8	1,382.9	2.5%	8.7%
Food Stores	148.1	151.9	114.5	190.2	218.7	226.2	227.3	0.5%	7.4%
Arts, Ent. & Rec.	298.1	308.9	206.8	316.7	347.6	369.1	370.7	0.4%	3.7%
Retail Sales	318.3	327.1	224.4	411.3	456.7	464.0	456.9	-1.5%	6.2%
Visitor Air	231.2	240.8	82.2	185.9	225.9	234.5	250.9	7.0%	1.4%
Local Tran. & Gas	505.1	499.7	318.2	467.1	597.7	563.8	549.4	-2.5%	1.4%
Total	2,978.4	3,094.7	1,963.1	3,365.5	3,889.4	4,109.3	4,140.7	0.8%	5.6%

Source: Dean Runyan Associates

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

**Comprehensive Annual Growth Rate (CAGR).

Nebraska Travel Impacts

Historical Trend of Direct Impacts Generated by Travel Spending

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR*** 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	457.7	462.0	393.5	471.2	549.1	606.7	646.3	6.5%	5.9%
Arts, Ent. & Rec.	140.7	149.2	121.9	150.1	170.4	182.7	190.1	4.1%	5.1%
Retail*	88.0	89.5	89.4	98.8	105.4	123.7	128.9	4.2%	6.6%
Ground Trans.	18.4	19.2	13.0	18.9	22.0	25.9	27.4	5.7%	6.9%
Visitor Air	8.3	8.7	6.7	6.4	6.8	7.0	8.1	15.8%	-0.4%
Other travel**	39.6	40.9	31.2	29.3	33.8	37.3	39.0	4.5%	-0.3%
Total	752.7	769.5	655.7	774.6	887.5	983.2	1,039.8	5.8%	5.5%
Direct Employment (Jobs)									
Accom. & Food Serv.	24,270	23,900	20,020	21,640	23,390	24,420	25,060	2.6%	0.5%
Arts, Ent. & Rec.	10,230	10,650	8,240	9,840	10,710	10,750	10,800	0.5%	0.9%
Retail*	3,950	3,880	3,720	3,890	3,900	3,820	3,860	1.1%	-0.4%
Ground Trans.	800	810	600	740	750	820	830	0.9%	0.5%
Visitor Air	220	220	180	150	150	160	180	12.0%	-3.8%
Other travel**	870	820	660	510	470	490	500	2.5%	-8.9%
Total	40,350	40,270	33,420	36,770	39,360	40,450	41,230	1.9%	0.4%
Direct Tax Revenue (\$Millions)									
Local	63.3	66.6	39.7	72.0	82.5	90.3	90.9	0.7%	6.2%
State	176.8	182.3	129.0	195.6	212.2	229.6	232.4	1.2%	4.7%
Total	240.1	248.9	168.7	267.5	294.7	319.9	323.3	1.1%	5.1%

Source: Dean Runyan Associates

Note: Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Employment rounded to the nearest 10.

*Retail includes gasoline.

**Other travel earnings and employment include travel arrangement and convention services.

***Comprehensive Annual Growth Rate (CAGR).

Nebraska Travel Impacts

Total Travel Impacts

The total travel impacts, which include direct and secondary spending, earnings, and employment attributable to travel spending, are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects. The largest secondary impact industries are reported below.

- **Professional Services** (Secondary impacts include \$420.0 million in earnings and 5,180 jobs) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.
- **Trade** (Secondary impacts include \$118.7 million in earnings and 2,140 jobs) Employees and travel businesses utilize service providers such as repair shops, laundry, maintenance, and business services.
- **Other Services** (Secondary impacts include \$118.4 in earnings and 2,330 jobs) Other services includes security, dry cleaning, waste management, and other miscellaneous services used by travel industry employees and businesses.
- **Financial Activities** (Secondary impacts include \$115.6 million in earnings and 2,770 jobs) Both businesses and individuals make use of banking and insurance institutions.

Note: The total impacts shown are based solely on the IMPLAN modeling of visitor spending inputs. No "other spending" categories were incorporated into the analysis. The indirect and induced impact estimates reported here apply to the entire state and do not necessarily reflect economic patterns for individual counties. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.



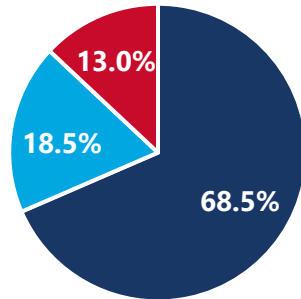
Indirect and induced impacts are the two categories of secondary economic impacts.

What are secondary impacts?

Secondary impacts are the result of re-spending of travel-related revenues. **Indirect** impacts represent effects associated with industries that supply goods and services to the direct businesses. **Induced** impacts represent effects of purchases made by employees in both the direct and indirect businesses.

Nebraska Travel Impacts

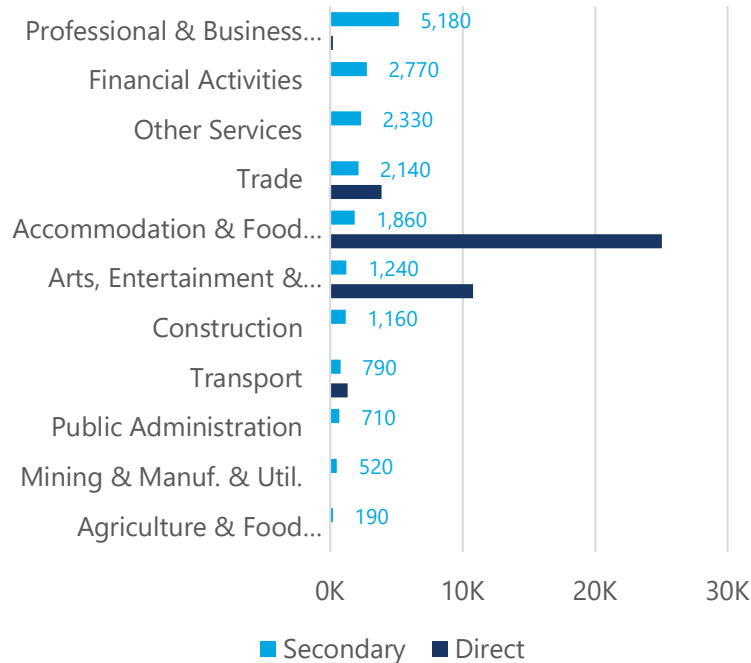
Total Employment, 2024p



■ Direct ■ Indirect ■ Induced

In 2024, 31.5% of total employment was secondary. **Professional and Business Services** supported **5,180 secondary jobs** which was the highest among industry groups.

Total Employment by Industry Group, 2024p



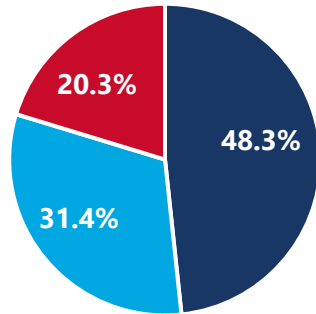
Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Services	25,060	1,000	860	1,860	26,920
Arts, Entertainment & Recreation	10,800	1,000	230	1,240	12,040
Trade	3,860	330	1,800	2,140	6,000
Transport	1,300	560	230	790	2,090
Professional & Business Services	200	2,670	2,510	5,180	5,380
Agriculture & Food Processing	0	110	80	190	190
Construction	0	1,000	160	1,160	1,160
Mining & Manuf. & Util.	0	450	80	520	520
Financial Activities	0	1,670	1,100	2,770	2,770
Other Services	0	1,780	550	2,330	2,330
Public Administration	0	560	160	710	710
All Industries	41,230	11,130	7,830	18,960	60,190

Source: Dean Runyan Associates

Note: Values may not add to total due to rounding.

Nebraska Travel Impacts

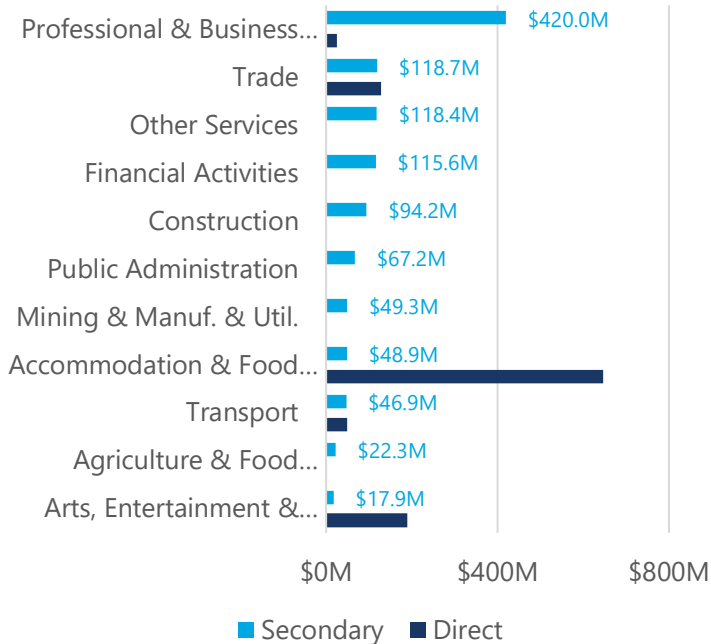
Total Earnings, 2024p



■ Direct ■ Indirect ■ Induced

In 2024, 51.7% of total earnings were secondary.
Professional and Business Services industry group generated **\$420.0 million in secondary earnings** which was highest among industry groups.

Total Earnings by Industry Group, 2024p



Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Services	646.3	27.0	21.8	48.9	695.2
Arts, Entertainment & Recreation	190.1	13.5	4.4	17.9	208.0
Trade	128.9	27.0	91.7	118.7	247.6
Transport	49.2	33.8	13.1	46.9	96.1
Professional & Business Services	25.3	236.6	183.4	420.0	445.3
Agriculture & Food Processing	0.0	13.5	8.7	22.3	22.3
Construction	0.0	81.1	13.1	94.2	94.2
Mining & Manuf. & Util.	0.0	40.6	8.7	49.3	49.3
Financial Activities	0.0	67.6	48.0	115.6	115.6
Other Services	0.0	87.9	30.6	118.4	118.4
Public Administration	0.0	54.1	13.1	67.2	67.2
All Industries	1,039.8	675.9	436.7	1,112.6	2,152.4

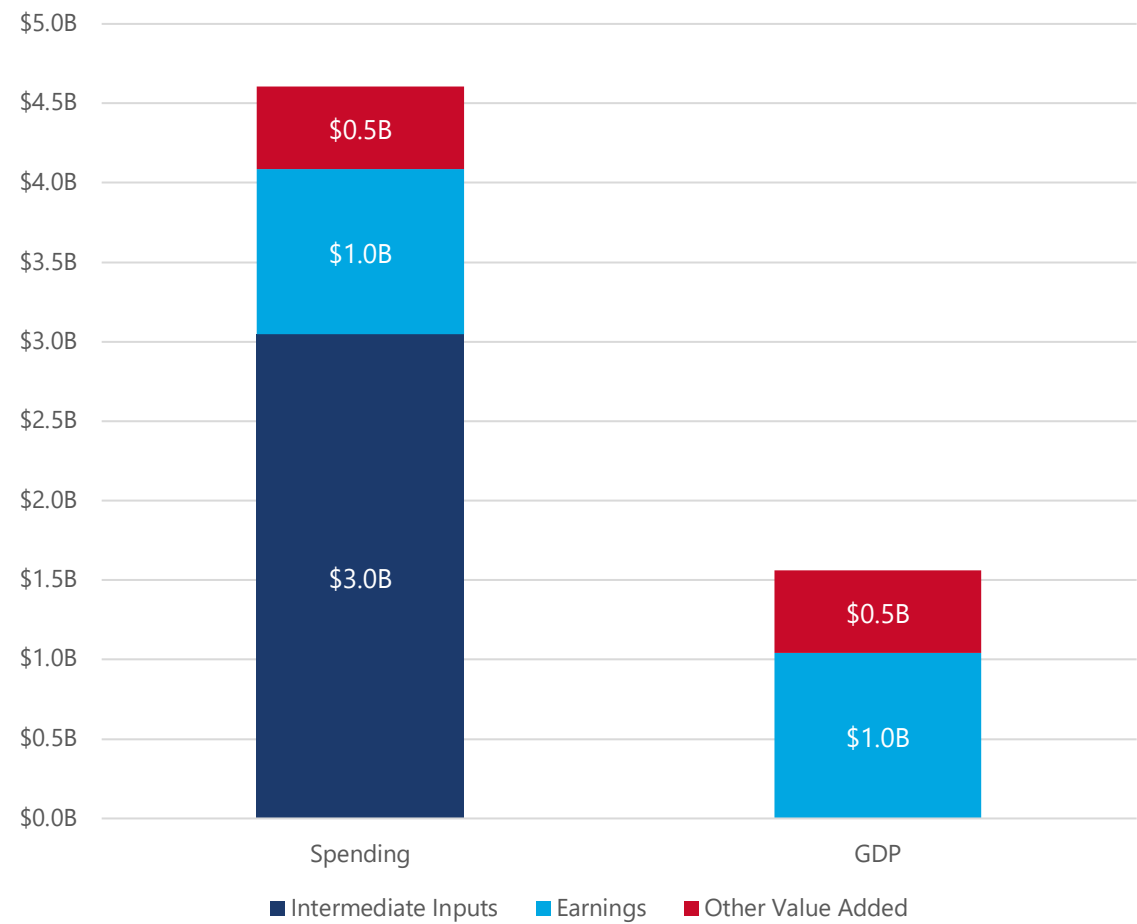
Source: Dean Runyan Associates

Note: Figures reported in millions, values may not add total due to rounding

Nebraska Travel Impacts

Travel Industry GDP

Direct Travel Spending and GDP of Travel Industry



Source: U.S. Bureau of Economic Analysis

Note: The estimates represent only the direct impact of travel spending. A portion of the inputs purchased by travel businesses in Nebraska will be delivered by other Nebraska firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other Nebraska businesses. These inputs are sometimes referred to as "indirect" effects.



Earnings contributed \$1.0B of the GDP of Nebraska’s travel industry.

What is Gross Domestic Product (GDP)?

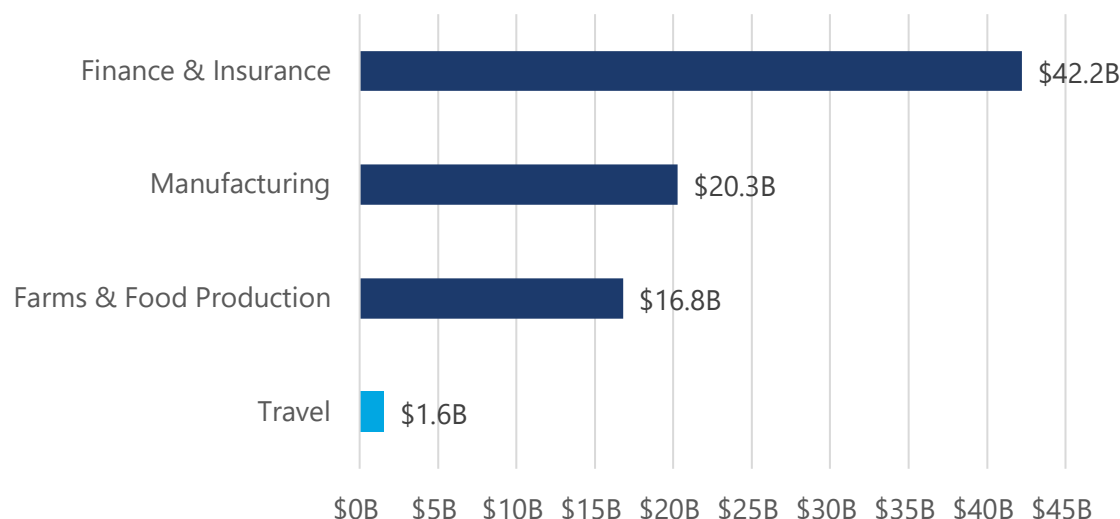
Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations.

Nebraska Travel Impacts

Travel Industry GDP

The travel industry is considered an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy, as do the exports of other industries.

GDP of Export-Oriented Industries in Nebraska, 2024p



Travel is a leading export industry in Nebraska, contributing \$1.6 billion to statewide GDP in 2024.

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis



Finance & Insurance is Nebraska's largest export-oriented industry

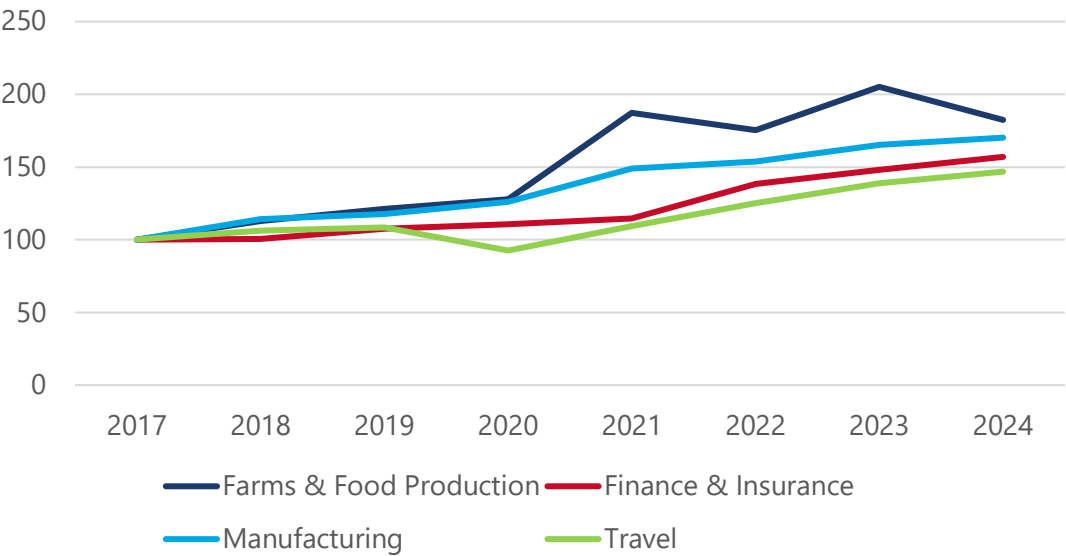
What are export-oriented industries?

Export-oriented industries are those industries that primarily market their products and services to other regions, states, or nations. Agriculture, extractive industries such as mining, and manufacturing are the best examples of goods-producing export industries. Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength - in part because they generate income that contributes to development of other local services and amenities.

Nebraska Travel Impacts

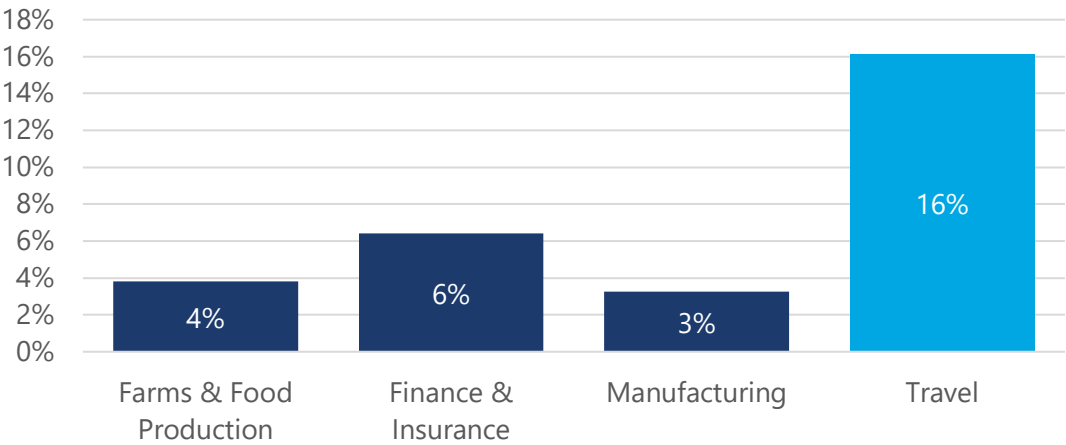
Travel Industry GDP

Change in Statewide GDP, 2018-2024p



In 2024, Nebraska’s travel industry GDP **increased 6%** compared to the previous year.

Tax Proportion of GDP by Industry, 2024p

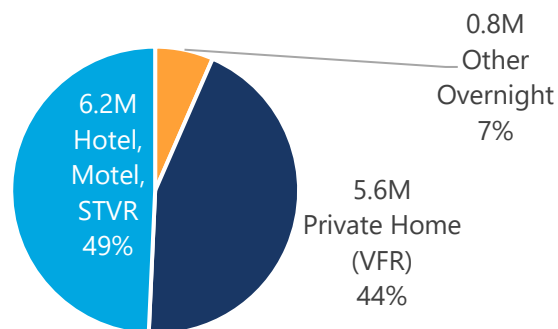


Approximately 16% of Nebraska’s travel industry GDP was generated by taxes.

Nebraska Travel Impacts

Overnight Visitor Volume

Overnight Visitor Volume by Accommodation Type, 2024p



Nebraska welcomed **12.6 million overnight visitors in 2024**, a **0.8% decline** compared to the previous year. Most visitors (49.3%) stayed in a hotel, motel, or short-term vacation rental.

Source: Dean Runyan Associates

Overnight Visitor Volume by Accommodation Type, 2022-2024p

	Person Volume			Party Volume		
	2022	2023	2024	2022	2023	2024
Nights						
Hotel, Motel, STVR	12,782,700	13,855,420	13,721,100	5,814,140	6,264,790	6,139,800
Private Home (VFR)	14,921,260	15,005,080	15,201,580	6,301,450	6,337,050	6,426,100
Other Overnight	2,691,580	2,507,480	2,414,300	1,347,100	1,254,890	1,207,730
Total	30,395,540	31,367,980	31,336,980	13,462,690	13,856,730	13,773,630
Trips						
Hotel, Motel, STVR	5,914,630	6,343,250	6,208,830	2,713,200	2,901,610	2,820,410
Private Home (VFR)	5,466,030	5,496,640	5,565,780	2,269,140	2,281,920	2,312,760
Other Overnight	918,640	855,770	823,770	459,870	428,380	412,190
Total	12,299,300	12,695,660	12,598,380	5,442,210	5,611,910	5,545,360

Source: Dean Runyan Associates

Note: Figures rounded to the nearest 10.

*Other overnight includes Seasonal Home (2nd home) and camping.

Nebraska Travel Impacts

Overnight Visitor Trip Details

In 2024, overnight visitors spent between \$45 (Other Overnight which includes Seasonal/2nd home and camping) to \$165 (Hotel, Motel, STVR) per day. Visitors who stayed in a Private Home (VFR) had the largest average party size (2.4). The length of stay was greatest for visitors staying in a private home (VFR) and Other Overnight.

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Accommodation Type						
Hotel, Motel, STVR	\$165	\$364	\$368	\$801	2.2	2.2
Private Home (VFR)	\$63	\$171	\$148	\$412	2.4	2.8
Other Overnight	\$45	\$133	\$91	\$266	2.0	2.9
All Overnight	\$106	\$264	\$241	\$599	2.3	2.5

Source: Dean Runyan Associates



Photo by Nebraska Tourism Commission



County Travel Impacts

2024p

Travel spending presented for counties with direct visitor spend greater than \$500,000

County Travel Impacts

Direct Travel Impacts

2024p Summary

County	Direct Spending (\$Millions)			Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)		
	Visitor	Other*	Total			Local Tax	State Tax	Total
Adams	43.0	0.0	43.0	10.2	530	1.1	2.4	3.5
Antelope	4.5	0.0	4.5	1.1	60	0.0	0.3	0.3
Boone	7.2	0.0	7.2	1.7	100	0.0	0.5	0.5
Box Butte	18.9	0.9	19.8	5.1	220	0.2	1.2	1.4
Boyd	0.9	0.0	0.9	0.2	0	0.0	0.1	0.1
Brown	7.4	0.0	7.4	1.6	70	0.1	0.5	0.6
Buffalo	167.8	4.3	172.1	30.9	1,280	4.5	9.7	14.2
Burt	6.1	0.0	6.1	1.3	70	0.1	0.3	0.4
Butler	5.4	0.0	5.4	1.3	70	0.1	0.3	0.4
Cass	52.0	0.9	52.9	15.8	660	0.7	3.0	3.7
Cedar	8.1	0.0	8.1	1.9	140	0.0	0.5	0.5
Chase	6.4	0.0	6.4	1.4	100	0.0	0.4	0.4
Cherry	36.2	0.0	36.2	6.3	220	0.7	2.0	2.8
Cheyenne	33.0	0.4	33.3	8.2	310	0.8	1.9	2.7
Clay	3.1	0.0	3.1	1.5	150	0.0	0.2	0.2
Colfax	6.3	0.0	6.3	1.5	80	0.1	0.4	0.5
Cuming	6.6	0.3	6.9	2.1	110	0.1	0.4	0.5
Custer	14.2	0.0	14.2	3.6	170	0.2	0.9	1.1
Dakota	25.5	0.0	25.5	5.9	260	0.6	1.6	2.2
Dawes	23.3	0.1	23.5	4.5	220	0.6	1.5	2.0
Dawson	34.5	0.0	34.5	10.9	610	0.7	2.2	2.9
Deuel	15.1	0.0	15.1	1.5	50	0.1	1.1	1.2
Dixon	5.4	0.0	5.4	1.4	70	0.1	0.3	0.4

Source: Dean Runyan Associates

Note: Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Direct Visitor Impacts

2024p Summary

County	Direct Spending (\$Millions)			Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)		
	Visitor	Other*	Total			Local Tax	State Tax	Total
Dodge	43.7	1.2	45.0	10.5	510	0.8	2.7	3.5
Douglas	1,679.4	395.4	2,074.8	359.9	12,160	42.7	82.5	125.2
Dundy	1.1	0.0	1.1	0.3	10	0.0	0.1	0.1
Fillmore	5.2	0.0	5.2	0.8	40	0.0	0.3	0.4
Franklin	1.4	0.0	1.4	0.5	30	0.0	0.1	0.1
Frontier	2.4	0.0	2.4	0.8	70	0.0	0.1	0.2
Furnas	8.0	0.0	8.0	1.3	60	0.1	0.5	0.6
Gage	24.1	0.9	24.9	6.2	370	0.6	1.6	2.1
Garden	2.6	0.0	2.6	0.4	40	0.0	0.2	0.2
Garfield	7.5	0.0	7.5	1.4	70	0.1	0.5	0.6
Gosper	2.0	0.0	2.0	0.6	20	0.0	0.1	0.1
Greeley	0.7	0.0	0.7	0.1	0	0.0	0.0	0.0
Hall	163.7	10.5	174.1	30.1	1,200	3.5	9.9	13.4
Hamilton	7.0	0.0	7.0	1.5	60	0.0	0.4	0.5
Harlan	5.4	0.0	5.4	1.7	110	0.1	0.3	0.4
Hitchcock	1.3	0.0	1.3	0.3	30	0.0	0.1	0.1
Holt	25.0	0.4	25.4	3.2	170	0.2	1.5	1.7
Hooker	7.8	0.0	7.8	2.6	190	0.1	0.4	0.5
Howard	4.7	0.0	4.7	1.1	40	0.0	0.3	0.3
Jefferson	6.6	0.0	6.6	1.8	100	0.1	0.4	0.5
Johnson	3.4	0.0	3.4	1.0	60	0.0	0.2	0.3
Kearney	5.8	0.2	6.0	1.1	40	0.1	0.3	0.4
Keith	73.6	0.3	73.9	12.7	630	1.1	4.4	5.5

Source: Dean Runyan Associates

Note: Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Direct Travel Impacts

2024p Summary

County	Direct Spending (\$Millions)			Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)		
	Visitor	Other*	Total			Local Tax	State Tax	Total
Keya Paha	0.5	0.0	0.5	0.1	0	0.0	0.0	0.0
Kimball	6.0	0.0	6.0	2.2	100	0.1	0.4	0.5
Knox	13.3	0.0	13.3	2.4	110	0.1	0.8	0.9
Lancaster	677.3	32.3	709.6	191.6	8,310	13.3	39.1	52.4
Lincoln	113.9	2.8	116.8	32.5	1,450	3.2	6.9	10.1
Loup	1.2	0.0	1.2	0.4	10	0.0	0.1	0.1
Madison	53.5	0.9	54.3	16.7	770	1.2	3.5	4.8
Merrick	5.3	0.0	5.3	1.2	50	0.0	0.3	0.4
Morrill	9.4	0.0	9.4	1.6	70	0.1	0.6	0.7
Nance	2.5	0.0	2.5	0.6	30	0.0	0.1	0.2
Nemaha	5.1	0.0	5.1	1.1	60	0.1	0.3	0.4
Nuckolls	3.7	0.2	3.8	0.8	40	0.0	0.2	0.3
Otoe	38.7	0.0	38.7	9.0	360	0.7	2.2	3.0
Pawnee	2.5	0.0	2.5	1.2	90	0.0	0.2	0.2
Perkins	1.2	0.0	1.2	0.3	30	0.0	0.1	0.1
Phelps	9.1	0.0	9.1	1.9	100	0.2	0.6	0.7
Pierce	5.2	0.0	5.2	1.0	60	0.0	0.3	0.4
Platte	50.7	1.2	51.8	14.9	630	0.9	3.3	4.2
Polk	3.3	0.0	3.3	0.6	30	0.0	0.2	0.2
Red Willow	14.7	0.8	15.5	4.1	180	0.3	0.9	1.2
Richardson	5.0	0.0	5.0	2.2	120	0.1	0.3	0.4
Rock	0.7	0.0	0.7	0.2	10	0.0	0.0	0.1
Saline	14.8	0.0	14.8	2.8	140	0.2	0.9	1.2
Sarpy	251.5	6.7	258.2	76.5	3,650	5.5	14.8	20.3

Source: Dean Runyan Associates

Note: Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Direct Visitor Impacts

2024p Summary

County	Direct Spending (\$Millions)			Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)		
	Visitor	Other*	Total			Local Tax	State Tax	Total
Saunders	25.5	0.7	26.2	7.6	320	0.2	1.4	1.6
Scotts Bluff	58.3	3.4	61.6	14.9	660	1.2	3.3	4.5
Seward	14.1	0.0	14.1	3.2	140	0.2	1.0	1.2
Sheridan	3.5	0.0	3.5	0.7	30	0.0	0.2	0.2
Sherman	2.2	0.0	2.2	0.6	30	0.0	0.1	0.2
Sioux	0.9	0.0	0.9	0.2	0	0.0	0.0	0.1
Stanton	1.9	0.0	1.9	0.4	30	0.0	0.1	0.1
Thayer	4.5	0.0	4.5	1.5	160	0.0	0.3	0.3
Thomas	2.2	0.0	2.2	0.7	20	0.0	0.1	0.1
Thurston	3.4	0.0	3.4	0.7	20	0.0	0.2	0.2
Valley	6.0	0.0	6.0	1.1	60	0.1	0.4	0.5
Washington	26.9	0.7	27.6	11.7	490	0.5	1.7	2.2
Wayne	9.2	0.3	9.6	2.3	100	0.1	0.6	0.7
Webster	3.9	0.0	3.9	0.6	20	0.0	0.3	0.3
York	73.4	0.0	73.4	10.5	430	1.1	4.7	5.8
Total	4,138.4	465.8	4,604.2	982.5	0.0	90.3	229.4	319.8

Source: Dean Runyan Associates

Note: Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Direct Travel Impacts

Travel Industry Contributions to Total Employment, Earnings, and Sales Taxes, 2024p

County	Employment (Jobs)			Earnings (\$Millions)			Sales Tax (\$Millions)		
	Travel	Total	Travel % of Total	Travel	Total	Travel % of Total	Travel	Total	Travel % of Total
Adams	539	22,029	2%	10.8	1,477.1	1%	1.7	27.3	6%
Antelope	75	4,522	2%	1.6	313.8	0%	0.1	2.5	5%
Boone	100	4,143	2%	1.9	287.0	1%	0.2	5.2	3%
Box Butte	235	6,776	4%	5.5	483.2	1%	0.7	5.8	12%
Boyd	4	1,210	0%	0.2	94.9	0%	0.0	0.7	3%
Brown	64	2,247	3%	1.8	152.6	1%	0.2	2.4	9%
Buffalo	1,287	39,491	3%	31.7	2,837.6	1%	6.4	59.2	11%
Burt	82	3,466	2%	1.5	209.6	1%	0.2	2.8	7%
Butler	82	4,648	2%	1.6	336.3	0%	0.2	3.5	5%
Cass	680	11,441	6%	17.4	592.5	3%	1.9	8.8	22%
Cedar	143	5,415	3%	2.2	331.0	1%	0.2	4.0	5%
Chase	101	3,129	3%	1.5	217.9	1%	0.2	2.4	7%
Cherry	222	4,544	5%	6.5	257.6	3%	1.4	4.9	28%
Cheyenne	328	6,423	5%	9.0	327.1	3%	1.3	8.0	17%
Clay	158	3,636	4%	1.7	264.9	1%	0.1	1.4	8%
Colfax	79	7,225	1%	1.6	540.4	0%	0.2	3.3	7%
Cuming	107	6,613	2%	2.1	589.8	0%	0.2	5.0	4%
Custer	184	8,182	2%	4.1	468.6	1%	0.5	6.2	8%
Dakota	264	16,893	2%	6.3	1,469.7	0%	1.0	11.3	9%
Dawes	227	5,130	4%	5.1	248.1	2%	0.8	6.0	13%
Dawson	571	16,087	4%	11.3	1,013.4	1%	1.4	16.2	9%
Deuel	31	1,170	3%	1.2	47.3	3%	0.1	1.0	7%

Note: Only includes counties with \$500,000 or more in travel spending. Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Tax receipts include local option lodging and sales taxes, state lodging, state income, state sales tax and the gasoline tax.

County Travel Impacts

Direct Travel Impacts

Travel Industry Contributions to Total Employment, Earnings, and Sales Taxes, 2024p

County	Employment (Jobs)			Earnings (\$Millions)			Sales Tax (\$Millions)		
	Travel	Total	Travel % of Total	Travel	Total	Travel % of Total	Travel	Total	Travel % of Total
Dixon	65	3,170	2%	1.4	211.2	1%	0.2	0.9	28%
Dodge	501	24,796	2%	11.0	1,912.0	1%	1.6	37.2	4%
Douglas	12,549	463,511	3%	382.9	39,513.6	1%	61.5	683.8	9%
Dundy	10	1,291	1%	0.4	122.7	0%	0.1	0.6	9%
Fillmore	45	4,050	1%	0.9	334.0	0%	0.1	2.7	3%
Franklin	30	1,601	2%	0.5	91.6	1%	0.1	0.7	7%
Frontier	74	1,674	4%	0.8	118.7	1%	0.1	0.6	16%
Furnas	72	2,910	3%	1.5	201.3	1%	0.1	2.0	7%
Gage	381	13,386	3%	6.7	1,122.4	1%	0.9	13.8	7%
Garden	35	1,214	3%	0.4	59.6	1%	0.1	0.5	10%
Garfield	70	1,449	5%	1.6	74.8	2%	0.2	1.6	10%
Gosper	19	1,112	2%	0.6	71.0	1%	0.1	0.4	21%
Greeley	1	1,518	0%	0.1	104.0	0%	0.0	0.7	4%
Hall	1,423	46,921	3%	36.9	3,114.9	1%	5.1	76.1	7%
Hamilton	60	6,516	1%	1.6	440.3	0%	0.2	4.2	5%
Harlan	91	1,907	5%	1.5	131.4	2%	0.2	0.9	22%
Hitchcock	40	1,424	3%	0.4	106.7	0%	0.0	1.0	5%
Holt	184	8,916	2%	3.5	526.6	1%	0.7	7.0	10%
Hooker	198	506	39%	2.8	23.2	11%	0.3	0.9	39%
Howard	46	3,270	1%	1.3	177.6	1%	0.1	2.4	6%
Jefferson	106	4,963	2%	1.9	293.9	1%	0.3	4.3	7%
Johnson	55	2,524	2%	1.1	163.3	1%	0.1	1.5	7%

Note: Only includes counties with \$500,000 or more in travel spending. Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Tax receipts include local option lodging and sales taxes, state lodging, state income, state sales tax and the gasoline tax.

County Travel Impacts

Direct Travel Impacts

Travel Industry Contributions to Total Employment, Earnings, and Sales Taxes, 2024p

County	Employment (Jobs)			Earnings (\$Millions)			Sales Tax (\$Millions)		
	Travel	Total	Travel % of Total	Travel	Total	Travel % of Total	Travel	Total	Travel % of Total
Kearney	38	3,473	1%	1.1	369.8	0%	0.2	1.8	12%
Keith	625	5,632	11%	13.1	297.3	5%	2.1	7.6	28%
Keya Paha	1	744	0%	0.1	32.6	1%	0.0	0.2	14%
Kimball	88	2,576	3%	1.9	157.5	2%	0.2	1.9	12%
Knox	105	5,353	2%	2.4	327.4	1%	0.4	3.2	12%
Lancaster	8,083	239,260	3%	198.5	16,230.3	1%	27.4	275.9	10%
Lincoln	1,449	22,564	6%	33.4	1,911.4	2%	4.5	34.0	13%
Loup	9	379	2%	0.4	32.6	1%	0.1	0.1	88%
Madison	ND	234	ND	ND	19.3	ND	ND	0.1	ND
Merrick	49	4,567	1%	1.3	313.0	0%	0.1	3.0	5%
Morrill	70	2,958	2%	1.7	241.3	1%	0.2	1.7	12%
Nance	31	1,914	2%	0.7	120.6	1%	0.1	1.1	8%
Nemaha	57	4,471	1%	1.1	333.3	0%	0.2	2.2	7%
Nuckolls	32	2,623	1%	0.8	214.1	0%	0.1	2.9	3%
Otoe	375	9,749	4%	9.7	546.1	2%	1.6	9.8	16%
Pawnee	94	1,634	6%	1.1	78.7	1%	0.1	0.8	8%
Perkins	30	2,326	1%	0.3	201.6	0%	0.0	1.7	3%
Phelps	103	7,425	1%	2.0	510.1	0%	0.3	5.2	6%
Pierce	58	4,039	1%	1.2	651.5	0%	0.1	2.4	5%
Platte	709	26,499	3%	18.0	1,796.1	1%	1.7	30.1	6%
Polk	27	2,904	1%	0.7	231.1	0%	0.1	1.7	5%
Red Willow	179	7,454	2%	4.4	440.8	1%	0.6	9.8	6%

Note: Only includes counties with \$500,000 or more in travel spending. Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Tax receipts include local option lodging and sales taxes, state lodging, state income, state sales tax and the gasoline tax.

County Travel Impacts

Direct Travel Impacts

Travel Industry Contributions to Total Employment, Earnings, and Sales Taxes, 2024p

County	Employment (Jobs)			Earnings (\$Millions)			Sales Tax (\$Millions)		
	Travel	Total	Travel % of Total	Travel	Total	Travel % of Total	Travel	Total	Travel % of Total
Richardson	116	4,263	3%	2.2	229.4	1%	0.2	3.0	7%
Rock	6	1,121	1%	0.2	84.2	0%	0.0	0.6	5%
Saline	144	9,596	2%	3.1	636.6	1%	0.4	6.1	7%
Sarpy	3,901	121,737	3%	80.1	8,118.1	1%	10.3	145.9	7%
Saunders	338	11,680	3%	7.8	599.3	1%	0.9	8.9	10%
Scotts Bluff	614	23,252	3%	14.8	1,460.2	1%	2.3	31.9	7%
Seward	141	10,420	1%	3.4	623.5	1%	0.4	8.7	5%
Sheridan	27	3,107	1%	0.7	212.4	0%	0.1	2.5	6%
Sherman	33	1,669	2%	0.8	103.5	1%	0.1	0.7	13%
Sioux	5	732	1%	0.3	65.7	0%	0.0	0.2	16%
Stanton	21	2,617	1%	0.4	247.5	0%	0.1	1.4	5%
Thayer	165	3,478	5%	1.6	234.5	1%	0.1	1.8	6%
Thomas	23	491	5%	0.8	33.4	2%	0.1	0.5	17%
Thurston	25	4,587	1%	0.8	418.8	0%	0.1	1.1	6%
Valley	52	3,130	2%	1.0	215.8	1%	0.2	2.7	7%
Washington	480	13,121	4%	11.2	897.2	1%	1.0	10.8	9%
Wayne	106	6,090	2%	2.4	412.8	1%	0.3	4.9	6%
Webster	14	1,955	1%	0.5	115.6	1%	0.1	1.1	6%
York	405	11,154	4%	10.5	768.2	1%	1.8	14.8	12%

Note: Only includes counties with \$500,000 or more in travel spending. Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Tax receipts include local option lodging and sales taxes, state lodging, state income, state sales tax and the gasoline tax. ND entries are non-disclosed.

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Adams									
Travel Spending (\$Thousands)	29,248.9	31,783.0	22,550.6	35,908.7	39,402.9	41,046.3	42,978.4	4.7%	6.6%
Earnings (\$Thousands)	7,933.6	8,171.1	8,400.1	8,531.2	9,151.4	10,153.9	10,789.2	6.3%	5.3%
Employment (Jobs)	510	530	540	530	530	530	540	-0.3%	3.2%
Local Taxes (\$Thousands)	701.2	780.1	523.6	904.5	984.7	1,070.5	1,153.6	7.8%	8.7%
State Taxes (\$Thousands)	1,821.0	1,957.7	1,486.9	2,177.6	2,258.3	2,395.4	2,516.5	5.1%	5.5%
Antelope									
Travel Spending (\$Thousands)	3,675.1	3,893.6	3,023.1	3,591.4	4,299.7	4,194.6	4,549.4	8.5%	3.6%
Earnings (\$Thousands)	767.3	715.0	1,171.1	1,094.2	1,052.4	1,113.8	1,562.8	40.3%	12.6%
Employment (Jobs)	60	50	80	70	70	60	80	29.3%	4.1%
Local Taxes (\$Thousands)	25.1	28.3	26.3	25.5	30.3	30.8	37.0	20.1%	6.7%
State Taxes (\$Thousands)	262.0	271.3	242.3	255.1	254.4	258.0	294.0	14.0%	1.9%
Boone									
Travel Spending (\$Thousands)	7,057.5	6,333.6	4,965.5	6,418.4	7,663.0	7,237.6	7,171.4	-0.9%	0.3%
Earnings (\$Thousands)	1,276.0	1,232.1	1,388.0	1,393.3	1,522.2	1,724.0	1,855.0	7.6%	6.4%
Employment (Jobs)	100	100	100	100	110	100	100	4.2%	-0.3%
Local Taxes (\$Thousands)	39.5	34.8	30.9	39.6	43.6	44.7	45.2	1.2%	2.3%
State Taxes (\$Thousands)	570.1	510.1	451.1	501.4	476.5	473.7	474.7	0.2%	-3.0%
Box Butte									
Travel Spending (\$Thousands)	12,910.9	16,521.3	11,510.1	15,744.0	19,362.3	20,182.7	19,800.3	-1.9%	7.4%
Earnings (\$Thousands)	3,900.9	4,622.2	3,632.1	3,599.4	4,009.2	5,052.9	5,465.2	8.2%	5.8%
Employment (Jobs)	250	290	230	210	220	220	240	4.9%	-1.2%
Local Taxes (\$Thousands)	116.9	155.9	110.7	155.0	178.6	192.4	189.8	-1.3%	8.4%
State Taxes (\$Thousands)	861.7	1,088.3	794.5	989.3	1,076.1	1,175.3	1,175.4	0.0%	5.3%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Boyd									
Travel Spending (\$Thousands)	648.8	791.7	770.3	772.3	880.4	878.8	854.3	-2.8%	4.7%
Earnings (\$Thousands)	66.5	95.5	119.2	84.2	88.5	151.3	181.9	20.2%	18.3%
Employment (Jobs)	<10	10	10	<10	10	<10	<10	33.3%	0.0%
Local Taxes (\$Thousands)	1.5	1.5	1.6	1.6	1.7	1.8	1.8	-0.8%	2.4%
State Taxes (\$Thousands)	59.1	57.5	61.0	53.6	49.4	52.3	52.2	-0.1%	-2.0%
Brown									
Travel Spending (\$Thousands)	6,945.4	7,067.3	5,432.8	6,953.5	8,485.4	8,209.4	7,438.6	-9.4%	1.1%
Earnings (\$Thousands)	1,435.7	1,266.7	1,260.4	1,198.2	1,357.4	1,649.1	1,820.6	10.4%	4.0%
Employment (Jobs)	110	80	90	90	90	70	60	-13.5%	-8.8%
Local Taxes (\$Thousands)	86.4	91.5	37.8	48.3	55.6	58.0	53.1	-8.4%	-7.8%
State Taxes (\$Thousands)	532.7	529.3	450.7	503.4	506.7	512.6	476.6	-7.0%	-1.8%
Buffalo									
Travel Spending (\$Thousands)	119,870.9	119,777.1	85,722.0	129,290.4	170,000.1	173,438.5	172,091.2	-0.8%	6.2%
Earnings (\$Thousands)	30,995.9	30,809.1	23,712.4	24,404.6	28,923.2	30,915.2	31,697.3	2.5%	0.4%
Employment (Jobs)	1,730	1,690	1,150	1,110	1,250	1,280	1,290	0.5%	-4.8%
Local Taxes (\$Thousands)	2,936.8	2,839.3	2,000.7	3,336.3	4,244.7	4,471.6	4,439.0	-0.7%	7.1%
State Taxes (\$Thousands)	7,834.6	7,467.9	5,607.9	7,750.0	9,363.8	9,696.8	9,661.4	-0.4%	3.6%
Burt									
Travel Spending (\$Thousands)	4,945.1	5,097.1	4,457.4	6,164.9	6,752.9	6,252.5	6,145.7	-1.7%	3.7%
Earnings (\$Thousands)	1,074.1	1,108.8	1,128.5	1,087.8	1,029.6	1,333.5	1,490.2	11.7%	5.6%
Employment (Jobs)	100	100	100	90	80	70	80	18.8%	-3.6%
Local Taxes (\$Thousands)	42.7	45.3	42.6	56.7	58.3	57.8	58.1	0.5%	5.3%
State Taxes (\$Thousands)	313.0	319.9	295.1	369.8	355.4	344.3	345.0	0.2%	1.6%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Butler									
Travel Spending (\$Thousands)	4,610.8	4,778.3	3,320.6	4,767.2	5,349.9	5,144.4	5,441.8	5.8%	2.8%
Earnings (\$Thousands)	1,028.9	1,080.1	860.8	887.1	917.0	1,283.6	1,556.7	21.3%	7.1%
Employment (Jobs)	90	90	70	70	70	70	80	17.1%	-0.6%
Local Taxes (\$Thousands)	43.4	46.5	31.4	44.7	47.4	51.4	58.5	13.9%	5.1%
State Taxes (\$Thousands)	320.3	328.7	244.5	309.5	293.2	303.0	326.0	7.6%	0.3%
Cass									
Travel Spending (\$Thousands)	41,117.1	42,537.1	32,344.6	50,736.0	52,914.0	52,154.9	52,900.7	1.4%	4.3%
Earnings (\$Thousands)	11,356.9	11,857.1	10,722.7	12,509.2	13,869.3	15,791.1	17,403.5	10.2%	7.4%
Employment (Jobs)	680	690	570	660	670	660	680	2.7%	0.0%
Local Taxes (\$Thousands)	519.6	549.1	410.1	685.6	676.9	673.3	702.1	4.3%	5.1%
State Taxes (\$Thousands)	2,435.7	2,514.2	2,001.2	2,936.0	2,906.6	2,984.1	3,083.8	3.3%	4.0%
Cedar									
Travel Spending (\$Thousands)	7,618.3	7,251.0	5,072.8	6,718.4	8,151.4	7,797.2	8,054.6	3.3%	0.9%
Earnings (\$Thousands)	1,511.2	1,468.3	1,338.2	1,226.1	1,481.8	1,927.9	2,192.4	13.7%	6.4%
Employment (Jobs)	150	140	130	120	140	140	140	4.4%	-0.9%
Local Taxes (\$Thousands)	44.5	43.3	32.4	42.7	49.1	49.0	53.3	8.9%	3.1%
State Taxes (\$Thousands)	591.0	557.1	430.2	490.6	488.6	496.0	519.7	4.8%	-2.1%
Chase									
Travel Spending (\$Thousands)	5,418.3	5,722.0	5,373.7	6,199.9	6,884.6	6,078.2	6,362.2	4.7%	2.7%
Earnings (\$Thousands)	983.1	1,064.7	1,221.3	1,048.3	1,019.8	1,402.3	1,454.9	3.7%	6.7%
Employment (Jobs)	110	110	130	110	100	100	100	2.0%	-1.3%
Local Taxes (\$Thousands)	29.9	33.7	37.0	37.7	37.8	36.8	40.8	11.1%	5.3%
State Taxes (\$Thousands)	404.4	422.7	432.6	437.7	395.3	372.3	388.3	4.3%	-0.7%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Cherry									
Travel Spending (\$Thousands)	27,096.9	26,786.3	27,832.0	34,460.8	36,733.3	35,859.8	36,164.0	0.8%	4.9%
Earnings (\$Thousands)	5,838.0	5,589.6	5,554.9	5,217.9	5,145.0	6,320.3	6,470.5	2.4%	1.7%
Employment (Jobs)	310	280	260	230	220	220	220	1.4%	-5.5%
Local Taxes (\$Thousands)	533.4	529.8	556.9	679.6	708.4	746.9	767.1	2.7%	6.2%
State Taxes (\$Thousands)	1,683.9	1,648.1	1,742.9	2,028.3	2,004.1	2,017.1	2,039.3	1.1%	3.2%
Cheyenne									
Travel Spending (\$Thousands)	26,785.3	28,579.1	24,107.2	34,085.9	33,811.6	32,063.1	33,339.4	4.0%	3.7%
Earnings (\$Thousands)	7,993.6	8,364.9	7,031.6	6,655.1	6,544.8	8,224.4	9,010.4	9.6%	2.0%
Employment (Jobs)	440	480	360	320	300	310	330	4.7%	-4.5%
Local Taxes (\$Thousands)	643.9	695.3	583.7	859.0	827.6	800.7	842.5	5.2%	4.6%
State Taxes (\$Thousands)	1,702.2	1,804.9	1,547.4	2,032.9	1,907.4	1,906.0	2,001.2	5.0%	2.7%
Clay									
Travel Spending (\$Thousands)	2,321.1	2,177.8	1,865.9	2,440.1	2,716.9	2,899.0	3,120.1	7.6%	5.1%
Earnings (\$Thousands)	511.5	473.0	1,097.0	1,040.5	1,109.4	1,462.9	1,749.6	19.6%	22.7%
Employment (Jobs)	60	60	160	140	140	150	160	8.2%	16.3%
Local Taxes (\$Thousands)	20.8	17.8	20.4	24.8	26.2	30.7	34.8	13.3%	9.0%
State Taxes (\$Thousands)	150.9	139.9	147.6	169.5	170.1	203.5	226.4	11.3%	7.0%
Colfax									
Travel Spending (\$Thousands)	5,854.9	5,974.5	4,495.0	5,704.4	6,146.6	6,936.8	6,296.7	-9.2%	1.2%
Earnings (\$Thousands)	1,433.9	1,482.3	1,355.5	1,242.1	1,311.3	1,521.7	1,612.6	6.0%	2.0%
Employment (Jobs)	110	110	100	100	100	80	80	-4.8%	-5.2%
Local Taxes (\$Thousands)	66.8	69.7	55.3	69.2	70.2	87.5	76.2	-12.9%	2.2%
State Taxes (\$Thousands)	404.3	409.4	327.6	372.8	356.3	416.3	386.3	-7.2%	-0.8%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Cuming									
Travel Spending (\$Thousands)	12,917.9	11,463.5	8,100.6	9,350.2	7,629.0	7,330.2	6,897.9	-5.9%	-9.9%
Earnings (\$Thousands)	3,254.8	2,880.3	2,263.7	2,009.2	1,623.0	2,096.4	2,078.2	-0.9%	-7.2%
Employment (Jobs)	230	210	150	140	110	110	110	-3.6%	-12.2%
Local Taxes (\$Thousands)	171.6	152.1	109.6	130.6	89.8	86.9	80.1	-7.8%	-11.9%
State Taxes (\$Thousands)	896.2	786.5	588.3	616.4	440.1	447.7	423.7	-5.4%	-11.7%
Custer									
Travel Spending (\$Thousands)	12,970.9	12,790.4	11,406.0	13,165.4	13,550.5	14,267.4	14,234.8	-0.2%	1.6%
Earnings (\$Thousands)	3,358.5	3,294.4	3,355.1	2,674.7	2,649.3	3,628.5	4,050.1	11.6%	3.2%
Employment (Jobs)	230	230	220	160	150	170	180	-53.0%	-10.3%
Local Taxes (\$Thousands)	203.8	204.2	196.0	231.2	222.8	245.2	247.5	0.9%	3.3%
State Taxes (\$Thousands)	927.7	906.0	856.6	882.6	803.5	895.4	910.8	1.7%	-0.3%
Dakota									
Travel Spending (\$Thousands)	21,215.9	22,039.4	16,171.5	21,967.2	25,064.9	26,886.8	25,481.1	-5.2%	3.1%
Earnings (\$Thousands)	5,789.5	6,071.1	4,895.4	4,721.5	5,376.9	5,917.1	6,283.8	6.2%	1.4%
Employment (Jobs)	330	330	260	240	270	260	260	2.3%	-3.4%
Local Taxes (\$Thousands)	412.0	436.2	320.9	452.1	505.2	560.2	530.6	-5.3%	4.3%
State Taxes (\$Thousands)	1,444.3	1,491.3	1,140.5	1,413.3	1,487.1	1,633.4	1,574.5	-3.6%	1.4%
Dawes									
Travel Spending (\$Thousands)	23,507.1	22,578.6	17,106.5	25,293.7	25,397.0	25,495.3	23,479.3	-7.9%	0.0%
Earnings (\$Thousands)	4,865.9	4,717.9	3,950.3	3,954.5	3,850.3	4,500.5	5,089.1	13.1%	0.8%
Employment (Jobs)	350	320	250	230	220	220	230	2.7%	-6.7%
Local Taxes (\$Thousands)	462.3	456.3	358.0	572.9	530.8	560.1	523.4	-6.6%	2.1%
State Taxes (\$Thousands)	1,584.7	1,523.1	1,243.3	1,650.6	1,430.2	1,489.6	1,419.7	-4.7%	-1.8%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Dawson									
Travel Spending (\$Thousands)	27,720.6	29,006.4	20,763.1	32,220.5	35,059.4	34,839.1	34,452.3	-1.1%	3.7%
Earnings (\$Thousands)	8,984.7	9,461.0	8,639.5	9,095.0	9,669.6	10,869.4	11,299.3	4.0%	3.9%
Employment (Jobs)	660	660	560	550	570	610	570	-5.6%	-2.3%
Local Taxes (\$Thousands)	529.4	561.4	395.4	656.3	704.1	705.9	689.3	-2.3%	4.5%
State Taxes (\$Thousands)	1,818.6	1,895.8	1,438.7	2,033.9	2,083.2	2,170.7	2,169.0	-0.1%	3.0%
Deuel									
Travel Spending (\$Thousands)	16,024.7	16,398.6	11,995.9	15,282.3	18,138.8	16,803.5	15,130.9	-10.0%	-1.0%
Earnings (\$Thousands)	1,011.8	1,087.3	1,205.8	1,126.3	1,131.4	1,459.7	1,190.1	-18.5%	2.7%
Employment (Jobs)	60	60	60	50	50	50	30	-35.4%	-10.4%
Local Taxes (\$Thousands)	38.6	42.7	37.8	49.3	45.4	51.1	44.8	-12.4%	2.5%
State Taxes (\$Thousands)	1,557.7	1,588.4	1,406.9	1,442.4	1,152.6	1,119.2	1,001.3	-10.5%	-7.1%
Dixon									
Travel Spending (\$Thousands)	4,442.1	4,795.3	3,053.7	5,214.2	5,159.4	5,526.9	5,446.5	-1.5%	3.5%
Earnings (\$Thousands)	1,423.0	1,514.4	1,008.9	1,216.2	1,201.1	1,357.5	1,393.4	2.6%	-0.3%
Employment (Jobs)	70	80	60	70	70	70	70	0.0%	-1.9%
Local Taxes (\$Thousands)	78.6	86.4	50.3	97.2	94.5	103.2	98.8	-4.3%	3.9%
State Taxes (\$Thousands)	261.7	282.9	179.0	297.0	292.2	322.5	320.0	-0.8%	3.4%
Dodge									
Travel Spending (\$Thousands)	41,051.0	46,507.9	30,404.4	40,642.9	46,710.2	46,361.6	44,963.0	-3.0%	1.5%
Earnings (\$Thousands)	8,356.5	8,666.9	8,385.1	8,614.9	9,782.5	10,538.1	11,037.8	4.7%	4.7%
Employment (Jobs)	500	510	490	490	530	510	500	-1.6%	0.0%
Local Taxes (\$Thousands)	660.6	797.2	506.4	704.6	798.0	780.8	744.6	-4.6%	2.0%
State Taxes (\$Thousands)	2,561.1	2,868.6	2,016.6	2,508.8	2,658.4	2,675.1	2,626.6	-1.8%	0.4%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Douglas									
Travel Spending (\$Thousands)	1,421,719.8	1,493,033.1	712,055.4	1,462,296.4	1,854,058.5	2,019,501.0	2,074,758.4	2.7%	6.5%
Earnings (\$Thousands)	267,701.0	274,224.9	216,535.4	291,655.4	339,973.3	359,884.8	382,920.4	6.4%	6.1%
Employment (Jobs)	11,250	11,180	8,530	10,990	11,870	12,160	12,550	3.3%	1.9%
Local Taxes (\$Thousands)	28,423.7	29,739.2	14,942.6	31,416.8	38,046.1	42,691.6	43,175.1	1.1%	7.2%
State Taxes (\$Thousands)	53,002.4	54,965.0	32,262.7	63,556.7	74,043.7	82,540.4	84,378.1	2.2%	8.1%
Dundy									
Travel Spending (\$Thousands)	867.9	964.1	783.3	1,027.8	1,330.5	1,401.4	1,148.4	-18.1%	4.8%
Earnings (\$Thousands)	261.8	288.3	251.8	229.6	299.4	335.5	403.4	20.3%	7.5%
Employment (Jobs)	20	20	20	10	20	10	10	11.1%	-9.3%
Local Taxes (\$Thousands)	14.8	17.2	14.3	19.8	27.9	29.4	21.8	-26.1%	6.6%
State Taxes (\$Thousands)	48.4	54.1	44.6	56.2	73.8	79.9	70.7	-11.6%	6.5%
Fillmore									
Travel Spending (\$Thousands)	4,953.9	4,708.8	3,448.6	4,515.4	5,710.6	5,384.6	5,151.1	-4.3%	0.7%
Earnings (\$Thousands)	657.4	636.8	625.6	559.1	634.0	764.8	865.4	13.1%	4.7%
Employment (Jobs)	50	50	50	40	40	40	50	4.7%	-2.7%
Local Taxes (\$Thousands)	20.8	19.5	19.6	22.4	25.0	27.0	25.6	-5.3%	3.5%
State Taxes (\$Thousands)	423.9	399.8	333.7	364.8	342.9	336.6	327.2	-2.8%	-4.2%
Franklin									
Travel Spending (\$Thousands)	1,103.5	1,211.7	957.0	1,268.7	1,353.7	1,391.9	1,354.0	-2.7%	3.5%
Earnings (\$Thousands)	302.2	336.1	292.7	312.6	394.9	529.2	544.6	2.9%	10.3%
Employment (Jobs)	30	30	30	30	40	30	30	-10.3%	37.2%
Local Taxes (\$Thousands)	6.8	7.1	5.7	7.5	7.9	8.3	8.0	-3.1%	2.7%
State Taxes (\$Thousands)	66.4	69.4	56.2	70.3	74.5	84.4	83.1	-1.6%	3.8%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Frontier									
Travel Spending (\$Thousands)	1,948.7	1,961.6	1,797.0	2,439.9	2,289.6	2,250.3	2,361.6	4.9%	3.3%
Earnings (\$Thousands)	610.9	606.6	595.4	572.8	728.1	829.3	807.4	-2.7%	4.8%
Employment (Jobs)	70	60	60	50	80	70	70	4.2%	1.7%
Local Taxes (\$Thousands)	22.9	23.2	21.7	30.3	27.5	26.9	28.4	5.8%	3.6%
State Taxes (\$Thousands)	114.2	114.7	106.9	138.0	133.5	139.6	144.4	3.4%	4.0%
Furnas									
Travel Spending (\$Thousands)	9,648.5	8,231.9	5,982.7	7,381.6	8,825.9	7,809.4	8,023.8	2.7%	-3.0%
Earnings (\$Thousands)	1,289.3	1,154.8	1,217.8	1,047.2	1,113.7	1,290.6	1,506.5	16.7%	2.6%
Employment (Jobs)	110	100	90	80	80	60	70	16.1%	-7.2%
Local Taxes (\$Thousands)	65.5	53.9	43.9	51.8	55.5	52.0	58.0	11.6%	-2.0%
State Taxes (\$Thousands)	821.9	698.0	583.5	602.5	540.1	499.9	519.1	3.8%	-7.4%
Gage									
Travel Spending (\$Thousands)	19,712.1	19,198.7	15,634.6	21,729.3	24,120.3	27,365.0	24,925.9	-8.9%	4.0%
Earnings (\$Thousands)	4,587.3	4,465.9	4,837.0	4,951.3	5,157.2	6,152.1	6,669.7	8.4%	6.4%
Employment (Jobs)	390	360	390	360	360	370	380	3.3%	-0.3%
Local Taxes (\$Thousands)	359.8	353.6	303.4	433.3	461.9	559.8	487.1	-13.0%	5.2%
State Taxes (\$Thousands)	1,245.3	1,203.0	1,055.4	1,351.1	1,366.4	1,581.3	1,475.0	-6.7%	2.9%
Garden									
Travel Spending (\$Thousands)	3,082.2	3,241.8	2,190.1	2,499.0	2,935.1	2,893.7	2,590.2	-10.5%	-2.9%
Earnings (\$Thousands)	424.3	461.8	392.7	301.7	320.3	400.0	439.8	9.9%	0.6%
Employment (Jobs)	60	60	50	40	40	40	40	0.0%	-8.6%
Local Taxes (\$Thousands)	33.2	38.0	26.0	31.7	33.0	35.7	29.9	-16.3%	-1.7%
State Taxes (\$Thousands)	249.8	260.1	197.8	189.9	173.2	176.8	160.8	-9.0%	-7.1%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Garfield									
Travel Spending (\$Thousands)	6,631.5	6,752.8	6,453.2	7,343.8	8,481.4	8,484.6	7,537.0	-11.2%	2.2%
Earnings (\$Thousands)	944.4	994.4	1,246.0	936.9	978.2	1,420.2	1,563.6	10.1%	8.8%
Employment (Jobs)	80	80	90	70	80	70	70	0.0%	0.4%
Local Taxes (\$Thousands)	53.8	58.9	67.6	69.7	77.2	95.5	82.6	-13.5%	7.4%
State Taxes (\$Thousands)	543.8	548.2	589.8	567.1	503.4	531.2	482.2	-9.2%	-2.0%
Gosper									
Travel Spending (\$Thousands)	1,362.8	1,759.5	1,686.2	1,696.1	1,893.5	2,019.3	1,990.7	-1.4%	6.5%
Earnings (\$Thousands)	384.6	512.1	529.9	349.1	388.0	573.3	588.3	2.6%	7.3%
Employment (Jobs)	30	40	40	20	30	20	20	5.6%	-7.8%
Local Taxes (\$Thousands)	7.6	8.7	8.3	8.4	9.3	10.0	9.9	-1.2%	4.4%
State Taxes (\$Thousands)	84.8	98.2	95.8	89.9	98.5	113.2	112.7	-0.4%	4.9%
Greeley									
Travel Spending (\$Thousands)	705.8	709.5	516.5	612.0	690.4	710.6	715.1	0.6%	0.2%
Earnings (\$Thousands)	112.7	113.2	96.8	80.2	85.4	95.7	82.7	-13.6%	-5.0%
Employment (Jobs)	10	10	10	10	10	<10	<10	-50.0%	-34.8%
Local Taxes (\$Thousands)	0.9	0.9	0.7	0.8	0.9	1.0	1.0	2.0%	1.3%
State Taxes (\$Thousands)	41.6	41.5	31.4	34.6	35.4	36.6	36.2	-1.1%	-2.3%
Hall									
Travel Spending (\$Thousands)	148,486.6	154,114.7	87,957.7	143,962.1	168,530.4	176,413.5	174,147.8	-1.3%	2.7%
Earnings (\$Thousands)	31,872.9	32,100.7	26,848.6	26,625.0	28,691.5	30,087.9	36,852.8	22.5%	2.4%
Employment (Jobs)	1,600	1,540	1,240	1,210	1,220	1,200	1,420	19.0%	-1.9%
Local Taxes (\$Thousands)	2,634.8	2,815.6	1,614.6	2,954.8	3,189.6	3,528.1	3,523.3	-0.1%	5.0%
State Taxes (\$Thousands)	9,986.5	10,249.5	6,615.7	9,429.9	9,298.5	9,886.9	10,043.0	1.6%	0.1%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Hamilton									
Travel Spending (\$Thousands)	7,245.4	7,073.0	5,200.4	7,456.0	7,086.7	7,043.1	6,998.8	-0.6%	-0.6%
Earnings (\$Thousands)	1,515.2	1,494.8	1,338.6	1,346.5	1,162.6	1,459.4	1,584.6	8.6%	0.7%
Employment (Jobs)	90	90	70	70	70	60	60	3.4%	-6.5%
Local Taxes (\$Thousands)	49.2	48.5	38.2	56.3	43.4	43.8	44.2	0.9%	-1.8%
State Taxes (\$Thousands)	514.7	497.6	393.2	498.4	401.5	414.2	416.3	0.5%	-3.5%
Harlan									
Travel Spending (\$Thousands)	4,777.4	4,566.3	4,434.9	4,958.1	5,850.9	5,388.9	5,420.1	0.6%	2.1%
Earnings (\$Thousands)	1,283.3	1,245.2	1,190.0	1,072.1	1,218.8	1,702.2	1,526.7	-10.3%	2.9%
Employment (Jobs)	130	130	110	100	100	110	90	-18.8%	-5.4%
Local Taxes (\$Thousands)	68.1	64.9	65.6	72.7	87.1	82.3	83.9	2.0%	3.5%
State Taxes (\$Thousands)	297.7	282.9	280.2	293.9	325.2	325.8	319.9	-1.8%	1.2%
Hitchcock									
Travel Spending (\$Thousands)	1,178.8	1,248.0	1,255.9	1,567.6	1,504.6	1,350.4	1,330.3	-1.5%	2.0%
Earnings (\$Thousands)	336.8	389.3	402.3	370.7	321.5	339.4	425.7	25.4%	4.0%
Employment (Jobs)	60	70	70	60	50	30	40	29.0%	-7.5%
Local Taxes (\$Thousands)	5.4	6.1	6.9	6.2	4.0	4.3	4.1	-5.3%	-4.6%
State Taxes (\$Thousands)	62.1	67.2	68.9	82.3	73.1	65.8	69.1	5.1%	1.8%
Holt									
Travel Spending (\$Thousands)	21,223.5	21,842.0	17,965.4	21,365.3	23,367.2	24,907.4	25,429.6	2.1%	3.1%
Earnings (\$Thousands)	2,943.9	3,053.6	2,872.3	2,542.0	2,755.2	3,242.5	3,519.7	8.5%	3.0%
Employment (Jobs)	230	230	210	170	170	170	180	10.8%	-3.7%
Local Taxes (\$Thousands)	158.0	170.9	152.2	178.2	175.4	217.6	232.9	7.0%	6.7%
State Taxes (\$Thousands)	1,607.3	1,636.5	1,474.3	1,534.5	1,368.1	1,482.5	1,520.2	2.5%	-0.9%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Hooker									
Travel Spending (\$Thousands)	4,538.4	5,282.9	3,906.1	4,460.4	8,759.8	5,936.8	7,760.2	30.7%	9.4%
Earnings (\$Thousands)	1,561.4	1,784.1	1,375.1	1,085.0	2,194.4	2,566.7	2,807.6	9.4%	10.3%
Employment (Jobs)	130	160	120	90	180	190	200	7.0%	6.7%
Local Taxes (\$Thousands)	104.8	122.7	86.1	102.5	211.0	134.4	177.1	31.8%	9.1%
State Taxes (\$Thousands)	280.0	325.7	240.4	262.0	522.6	397.0	497.2	25.2%	10.0%
Howard									
Travel Spending (\$Thousands)	3,955.2	3,956.4	2,890.4	4,149.1	4,992.5	4,932.6	4,743.6	-3.8%	3.1%
Earnings (\$Thousands)	777.5	742.1	655.2	642.0	735.3	1,127.2	1,285.2	14.0%	8.7%
Employment (Jobs)	50	50	40	40	40	40	50	15.0%	-2.3%
Local Taxes (\$Thousands)	25.2	26.0	22.1	30.3	36.4	38.8	36.6	-5.5%	6.5%
State Taxes (\$Thousands)	292.9	288.4	228.6	285.9	286.5	302.9	299.2	-1.2%	0.4%
Jefferson									
Travel Spending (\$Thousands)	4,554.3	4,803.5	4,404.2	5,766.5	5,932.9	6,826.3	6,633.5	-2.8%	6.5%
Earnings (\$Thousands)	1,474.6	1,511.4	1,676.8	1,657.6	1,687.7	1,781.3	1,875.8	5.3%	4.1%
Employment (Jobs)	120	120	120	120	110	100	110	-2.1%	0.1%
Local Taxes (\$Thousands)	81.9	86.7	81.5	104.3	106.8	127.8	122.3	-4.3%	6.9%
State Taxes (\$Thousands)	262.1	275.4	263.8	326.7	333.3	392.0	387.1	-1.2%	6.7%
Johnson									
Travel Spending (\$Thousands)	2,647.8	3,238.6	2,142.2	3,076.9	3,648.0	3,499.6	3,448.9	-1.4%	4.5%
Earnings (\$Thousands)	501.5	594.5	648.4	704.2	755.9	1,047.3	1,066.2	1.8%	13.4%
Employment (Jobs)	50	60	60	60	60	60	60	-7.7%	-0.2%
Local Taxes (\$Thousands)	23.1	34.0	23.0	33.7	38.9	39.6	38.4	-3.0%	8.9%
State Taxes (\$Thousands)	193.6	232.7	172.6	217.3	216.5	225.7	223.4	-1.0%	2.4%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Kearney									
Travel Spending (\$Thousands)	3,137.7	3,289.1	2,244.1	3,150.7	3,558.5	5,249.4	6,006.4	14.4%	11.4%
Earnings (\$Thousands)	894.5	920.9	834.5	832.0	893.0	1,129.9	1,096.9	-2.9%	3.5%
Employment (Jobs)	50	50	50	50	50	40	40	0.0%	-4.5%
Local Taxes (\$Thousands)	32.1	35.1	24.2	34.0	36.7	71.5	86.9	21.6%	18.0%
State Taxes (\$Thousands)	196.3	204.5	150.3	191.1	192.4	293.0	329.6	12.5%	9.0%
Keith									
Travel Spending (\$Thousands)	59,033.0	60,130.5	59,390.8	65,435.7	76,669.4	72,195.7	73,892.8	2.4%	3.8%
Earnings (\$Thousands)	11,833.2	11,950.2	12,455.4	11,648.9	12,721.9	12,723.2	13,139.2	3.3%	1.8%
Employment (Jobs)	780	800	770	670	680	630	630	-1.4%	-3.6%
Local Taxes (\$Thousands)	758.9	800.2	845.9	1,032.1	1,073.1	1,104.5	1,171.3	6.0%	7.5%
State Taxes (\$Thousands)	4,513.0	4,542.9	4,853.9	4,717.4	4,585.4	4,412.5	4,514.8	2.3%	0.0%
Keya Paha									
Travel Spending (\$Thousands)	280.0	424.8	526.9	386.3	472.6	534.4	535.0	0.1%	11.4%
Earnings (\$Thousands)	68.2	120.1	163.7	67.1	87.1	144.7	145.8	0.8%	13.5%
Employment (Jobs)	<10	10	10	<10	<10	<10	<10	#DIV/0!	-16.7%
Local Taxes (\$Thousands)	2.5	2.6	3.4	2.4	2.9	3.4	3.4	0.7%	5.3%
State Taxes (\$Thousands)	26.1	28.9	37.4	24.1	28.0	34.0	34.0	0.0%	4.5%
Kimball									
Travel Spending (\$Thousands)	5,131.9	5,074.9	4,121.9	6,327.1	6,480.5	6,252.9	6,013.5	-3.8%	2.7%
Earnings (\$Thousands)	1,408.9	1,398.1	1,147.0	1,151.7	1,195.0	2,153.1	1,897.5	-11.9%	5.1%
Employment (Jobs)	100	100	80	80	80	100	90	-13.7%	-1.8%
Local Taxes (\$Thousands)	95.2	94.4	76.0	119.7	116.2	122.1	115.6	-5.4%	3.3%
State Taxes (\$Thousands)	338.2	332.2	276.6	385.8	363.6	399.7	376.1	-5.9%	1.8%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Knox									
Travel Spending (\$Thousands)	10,921.8	10,628.9	9,797.7	13,045.2	14,314.3	13,023.6	13,309.3	2.2%	3.3%
Earnings (\$Thousands)	1,422.5	1,418.9	1,591.5	1,525.3	1,547.2	2,401.0	2,407.8	0.3%	9.2%
Employment (Jobs)	100	90	110	110	100	110	110	-2.8%	0.6%
Local Taxes (\$Thousands)	100.1	97.6	103.4	144.9	146.2	142.6	151.5	6.2%	7.2%
State Taxes (\$Thousands)	769.5	741.3	737.7	869.1	796.7	764.6	777.8	1.7%	0.2%
Lancaster									
Travel Spending (\$Thousands)	476,472.1	507,926.7	297,821.7	584,821.3	671,862.4	711,955.6	709,557.2	-0.3%	6.9%
Earnings (\$Thousands)	132,288.0	134,822.1	109,196.0	146,199.5	171,933.3	191,625.8	198,479.5	3.6%	7.0%
Employment (Jobs)	7,380	7,390	5,570	7,110	7,790	8,310	8,080	-2.5%	1.6%
Local Taxes (\$Thousands)	8,943.4	9,649.0	5,535.9	10,742.7	12,439.9	13,299.2	13,169.8	-1.0%	6.7%
State Taxes (\$Thousands)	25,723.0	27,175.5	17,569.0	32,089.7	36,093.4	39,135.0	39,306.9	0.4%	7.3%
Lincoln									
Travel Spending (\$Thousands)	102,741.0	105,167.5	82,182.9	110,783.2	119,369.7	116,929.1	116,773.6	-0.1%	2.2%
Earnings (\$Thousands)	26,805.0	26,419.7	25,744.1	27,010.4	31,326.0	32,520.4	33,386.1	2.7%	3.7%
Employment (Jobs)	1,520	1,490	1,410	1,360	1,460	1,450	1,450	1.1%	-0.1%
Local Taxes (\$Thousands)	2,463.4	2,453.3	1,506.6	2,925.7	3,092.6	3,227.6	3,201.9	-0.8%	4.5%
State Taxes (\$Thousands)	6,305.9	6,292.5	5,239.1	6,646.3	6,821.6	6,904.0	6,925.1	0.3%	1.6%
Loup									
Travel Spending (\$Thousands)	1,215.1	1,149.4	1,222.1	1,303.9	1,272.7	1,259.2	1,227.9	-2.5%	0.2%
Earnings (\$Thousands)	388.4	360.6	409.0	306.5	296.8	384.7	407.9	6.0%	0.8%
Employment (Jobs)	20	20	20	10	10	10	10	0.0%	-12.5%
Local Taxes (\$Thousands)	12.9	11.8	12.8	14.6	13.9	14.4	14.1	-1.9%	1.5%
State Taxes (\$Thousands)	73.7	69.1	75.0	76.2	72.6	76.8	76.3	-0.6%	0.6%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Madison									
Travel Spending (\$Thousands)	45,563.8	49,412.2	35,277.2	45,055.5	48,364.7	56,908.4	54,343.1	-4.5%	3.0%
Earnings (\$Thousands)	11,072.8	11,800.5	8,978.9	10,028.2	11,029.2	16,651.3	16,705.5	0.3%	7.1%
Employment (Jobs)	670	700	510	540	570	770	760	-45.3%	-7.7%
Local Taxes (\$Thousands)	1,597.6	1,688.4	1,190.5	1,668.5	1,022.4	1,243.2	1,177.0	-5.3%	-5.0%
State Taxes (\$Thousands)	2,859.3	3,111.2	2,286.6	2,787.3	2,812.0	3,548.8	3,405.4	-4.0%	3.0%
Merrick									
Travel Spending (\$Thousands)	4,584.2	5,013.3	2,655.0	5,327.6	5,476.8	5,220.9	5,268.5	0.9%	2.3%
Earnings (\$Thousands)	928.8	1,034.0	608.2	935.4	869.7	1,189.5	1,263.0	6.2%	5.3%
Employment (Jobs)	70	70	40	60	50	50	50	-2.0%	-5.8%
Local Taxes (\$Thousands)	30.0	35.4	15.4	44.5	39.0	38.3	38.9	1.5%	4.4%
State Taxes (\$Thousands)	338.5	366.3	210.9	368.5	314.7	318.6	323.6	1.6%	-0.7%
Morrill									
Travel Spending (\$Thousands)	8,498.1	7,978.8	6,063.3	8,762.9	8,830.8	9,729.5	9,355.8	-3.8%	1.6%
Earnings (\$Thousands)	1,407.8	1,343.1	1,258.9	1,280.0	1,140.7	1,620.0	1,702.1	5.1%	3.2%
Employment (Jobs)	90	90	80	80	70	70	70	1.4%	-4.8%
Local Taxes (\$Thousands)	45.1	43.4	36.9	55.4	45.9	61.6	60.0	-2.6%	4.9%
State Taxes (\$Thousands)	691.9	643.5	546.1	670.0	527.5	610.0	591.1	-3.1%	-2.6%
Nance									
Travel Spending (\$Thousands)	2,187.6	2,227.3	1,897.0	2,367.0	2,635.4	2,367.5	2,486.4	5.0%	2.2%
Earnings (\$Thousands)	515.6	525.6	517.5	444.8	475.1	604.6	656.2	8.5%	4.1%
Employment (Jobs)	50	50	50	40	40	30	30	-3.1%	-7.0%
Local Taxes (\$Thousands)	21.6	22.4	20.8	26.1	28.0	25.2	27.7	9.9%	4.2%
State Taxes (\$Thousands)	142.5	143.8	129.3	145.5	144.6	137.8	145.7	5.7%	0.4%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Nemaha									
Travel Spending (\$Thousands)	4,665.1	4,364.6	3,797.4	4,967.7	4,981.5	5,260.9	5,134.8	-2.4%	1.6%
Earnings (\$Thousands)	1,161.6	1,088.0	1,126.8	1,015.0	934.8	1,115.4	1,117.9	0.2%	-0.6%
Employment (Jobs)	90	80	90	80	70	60	60	-5.0%	-7.8%
Local Taxes (\$Thousands)	46.7	43.1	43.7	52.5	42.6	55.0	54.0	-1.8%	2.4%
State Taxes (\$Thousands)	331.5	307.1	285.7	330.4	283.9	314.4	307.2	-2.3%	-1.3%
Nuckolls									
Travel Spending (\$Thousands)	3,717.9	3,604.7	2,761.6	3,291.1	4,048.8	4,105.9	3,847.2	-6.3%	0.6%
Earnings (\$Thousands)	859.1	838.8	758.7	618.4	738.5	833.8	789.0	-5.4%	-1.4%
Employment (Jobs)	70	70	60	40	50	40	30	-20.0%	-12.6%
Local Taxes (\$Thousands)	20.6	20.1	17.6	21.7	22.9	25.4	22.8	-10.0%	1.7%
State Taxes (\$Thousands)	275.8	264.6	222.5	229.8	233.8	243.0	226.9	-6.6%	-3.2%
Otoe									
Travel Spending (\$Thousands)	21,982.7	27,549.8	19,394.8	29,233.1	31,781.8	37,276.4	38,673.7	3.7%	9.9%
Earnings (\$Thousands)	6,880.2	7,554.7	6,651.7	7,016.1	7,780.3	9,025.6	9,724.7	7.7%	5.9%
Employment (Jobs)	380	410	340	350	360	360	380	4.5%	-0.1%
Local Taxes (\$Thousands)	390.2	506.3	352.1	557.2	593.5	714.9	748.4	4.7%	11.5%
State Taxes (\$Thousands)	1,436.8	1,761.4	1,296.5	1,819.1	1,883.8	2,242.1	2,335.2	4.2%	8.4%
Pawnee									
Travel Spending (\$Thousands)	2,403.2	2,088.6	1,751.0	2,098.0	2,464.3	2,314.7	2,459.6	6.3%	0.4%
Earnings (\$Thousands)	414.2	513.5	843.5	947.4	1,020.8	1,176.8	1,134.6	-3.6%	18.3%
Employment (Jobs)	30	50	80	80	80	90	90	8.0%	19.1%
Local Taxes (\$Thousands)	16.2	12.5	14.0	16.0	18.4	16.3	19.1	17.2%	2.8%
State Taxes (\$Thousands)	185.6	165.1	163.0	172.7	165.8	173.8	178.7	2.8%	-0.6%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Perkins									
Travel Spending (\$Thousands)	941.4	938.6	737.1	1,146.1	1,283.6	1,238.1	1,241.1	0.2%	4.7%
Earnings (\$Thousands)	266.0	259.5	224.0	289.1	304.3	301.8	275.5	-8.7%	0.6%
Employment (Jobs)	50	50	40	50	50	30	30	-11.8%	-7.5%
Local Taxes (\$Thousands)	5.7	5.7	4.4	7.0	8.1	7.3	7.4	0.7%	4.4%
State Taxes (\$Thousands)	50.9	50.4	39.6	59.9	68.3	63.0	62.0	-1.5%	3.4%
Phelps									
Travel Spending (\$Thousands)	5,988.8	5,858.4	5,046.1	7,839.2	8,496.5	9,219.0	9,057.4	-1.8%	7.1%
Earnings (\$Thousands)	1,552.3	1,517.2	1,540.7	1,528.4	1,664.6	1,906.4	2,043.0	7.2%	4.7%
Employment (Jobs)	120	120	110	100	110	100	100	1.0%	-2.2%
Local Taxes (\$Thousands)	86.1	85.8	82.4	137.6	141.2	163.7	159.2	-2.7%	10.8%
State Taxes (\$Thousands)	413.7	401.0	366.2	507.1	494.0	550.5	546.4	-0.7%	4.7%
Pierce									
Travel Spending (\$Thousands)	5,044.9	4,701.2	3,577.8	4,805.9	5,499.1	5,387.5	5,190.5	-3.7%	0.5%
Earnings (\$Thousands)	927.8	871.8	821.4	768.8	799.1	1,012.9	1,169.3	15.4%	3.9%
Employment (Jobs)	80	80	70	60	60	60	60	-3.3%	-5.8%
Local Taxes (\$Thousands)	33.6	31.2	29.2	35.9	35.9	38.9	36.5	-6.1%	1.4%
State Taxes (\$Thousands)	392.7	362.3	303.1	350.6	322.2	330.2	325.8	-1.3%	-3.1%
Platte									
Travel Spending (\$Thousands)	42,062.5	47,413.1	32,771.0	43,402.8	51,290.4	53,287.6	51,843.5	-2.7%	3.5%
Earnings (\$Thousands)	10,929.8	11,520.9	10,252.1	10,156.5	11,562.7	14,864.7	18,024.1	21.3%	8.7%
Employment (Jobs)	640	640	540	520	550	630	710	10.4%	2.5%
Local Taxes (\$Thousands)	661.7	789.7	539.9	742.8	834.2	922.5	892.6	-3.2%	5.1%
State Taxes (\$Thousands)	2,905.3	3,226.8	2,413.4	2,887.9	3,015.5	3,302.1	3,364.1	1.9%	2.5%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Polk									
Travel Spending (\$Thousands)	2,898.3	2,795.9	2,057.2	2,898.7	3,469.0	3,211.5	3,272.7	1.9%	2.0%
Earnings (\$Thousands)	550.5	535.1	474.0	479.9	528.8	638.8	665.2	4.1%	3.2%
Employment (Jobs)	40	40	40	30	30	30	30	0.0%	-7.8%
Local Taxes (\$Thousands)	15.6	15.6	12.2	17.6	19.3	19.1	20.2	5.6%	4.4%
State Taxes (\$Thousands)	211.5	202.0	161.5	197.4	192.1	187.2	190.8	1.9%	-1.7%
Red Willow									
Travel Spending (\$Thousands)	13,078.5	13,106.2	10,851.0	13,886.7	14,843.9	15,313.7	15,512.2	1.3%	2.9%
Earnings (\$Thousands)	4,000.5	4,237.1	3,909.1	3,420.3	3,670.4	4,141.1	4,438.4	7.2%	1.7%
Employment (Jobs)	240	250	230	190	190	180	180	-0.6%	-4.7%
Local Taxes (\$Thousands)	260.0	264.7	228.5	304.4	317.9	321.9	324.9	0.9%	3.8%
State Taxes (\$Thousands)	752.9	767.8	673.6	803.5	825.5	868.5	891.0	2.6%	2.8%
Richardson									
Travel Spending (\$Thousands)	4,867.2	4,716.1	3,808.7	5,159.4	5,165.4	5,164.8	4,970.9	-3.8%	0.4%
Earnings (\$Thousands)	1,492.1	1,477.3	1,994.7	2,066.9	2,068.5	2,167.1	2,189.1	1.0%	6.6%
Employment (Jobs)	120	120	170	170	160	120	120	-5.7%	-0.6%
Local Taxes (\$Thousands)	77.3	74.9	62.9	86.7	83.3	82.9	78.4	-5.4%	0.2%
State Taxes (\$Thousands)	305.8	295.5	266.8	333.6	318.6	338.1	329.4	-2.6%	1.2%
Rock									
Travel Spending (\$Thousands)	651.3	646.7	498.9	653.7	680.2	743.0	743.3	0.0%	2.2%
Earnings (\$Thousands)	172.3	168.7	144.2	133.3	137.2	160.0	159.4	-0.4%	-1.3%
Employment (Jobs)	20	20	10	10	10	10	10	0.0%	-14.2%
Local Taxes (\$Thousands)	10.8	10.7	8.6	12.4	12.3	15.1	15.1	0.5%	5.8%
State Taxes (\$Thousands)	39.4	38.8	30.7	37.8	37.5	42.6	42.6	-0.1%	1.3%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Saline									
Travel Spending (\$Thousands)	9,463.3	8,730.9	8,312.3	12,195.1	14,726.0	15,343.7	14,838.4	-3.3%	7.8%
Earnings (\$Thousands)	1,547.7	1,470.1	1,798.0	1,874.1	2,152.1	2,818.5	3,139.8	11.4%	12.5%
Employment (Jobs)	110	100	120	120	140	140	140	2.1%	4.0%
Local Taxes (\$Thousands)	89.4	83.2	106.1	166.6	186.7	212.1	204.8	-3.4%	14.8%
State Taxes (\$Thousands)	734.2	671.3	700.2	884.7	870.9	944.8	928.6	-1.7%	4.0%
Sarpy									
Travel Spending (\$Thousands)	199,847.9	207,117.0	131,854.3	202,188.8	233,097.3	247,459.1	258,237.0	4.4%	4.4%
Earnings (\$Thousands)	50,165.4	52,374.6	48,389.4	54,644.9	67,346.7	76,498.0	80,113.5	4.7%	8.1%
Employment (Jobs)	2,780	2,850	2,680	2,810	3,320	3,650	3,900	6.8%	5.8%
Local Taxes (\$Thousands)	4,319.7	4,543.1	2,704.1	4,480.7	5,191.2	5,478.3	5,754.4	5.0%	4.9%
State Taxes (\$Thousands)	11,748.5	12,168.9	8,293.6	12,012.4	13,515.0	14,805.4	15,474.1	4.5%	4.7%
Saunders									
Travel Spending (\$Thousands)	21,090.0	20,463.2	16,059.3	21,150.0	24,173.5	25,114.4	26,220.6	4.4%	3.7%
Earnings (\$Thousands)	4,998.3	4,964.7	5,608.2	6,383.5	6,857.3	7,598.2	7,790.0	2.5%	7.7%
Employment (Jobs)	290	280	310	370	350	320	340	4.3%	2.9%
Local Taxes (\$Thousands)	170.9	167.0	148.3	189.5	208.4	216.5	231.9	7.1%	5.2%
State Taxes (\$Thousands)	1,259.4	1,214.7	1,043.6	1,277.2	1,325.0	1,430.8	1,481.7	3.6%	2.7%
Scotts Bluff									
Travel Spending (\$Thousands)	45,972.7	53,119.8	37,362.8	50,546.9	56,561.2	59,844.8	61,647.2	3.0%	5.0%
Earnings (\$Thousands)	13,231.8	13,760.6	12,597.1	12,151.8	13,702.3	14,928.9	14,767.4	-1.1%	1.8%
Employment (Jobs)	730	760	680	620	650	660	610	-7.0%	-2.8%
Local Taxes (\$Thousands)	861.9	989.0	699.6	1,000.8	1,078.2	1,188.6	1,242.8	4.6%	6.3%
State Taxes (\$Thousands)	2,706.4	2,975.1	2,268.0	2,870.8	3,054.0	3,331.0	3,407.5	2.3%	3.9%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Seward									
Travel Spending (\$Thousands)	11,960.0	13,171.0	9,069.5	12,974.0	15,170.8	16,144.5	14,096.7	-12.7%	2.8%
Earnings (\$Thousands)	2,654.9	2,907.9	2,547.8	2,558.5	2,860.9	3,233.3	3,374.2	4.4%	4.1%
Employment (Jobs)	170	190	150	150	150	140	140	3.7%	-3.4%
Local Taxes (\$Thousands)	125.3	148.6	106.9	152.0	169.9	204.1	162.7	-20.3%	4.5%
State Taxes (\$Thousands)	850.9	926.6	689.3	868.4	872.5	954.8	847.7	-11.2%	-0.1%
Sheridan									
Travel Spending (\$Thousands)	2,733.4	2,761.4	2,287.2	2,728.2	2,825.3	3,001.8	3,515.2	17.1%	4.3%
Earnings (\$Thousands)	792.3	822.1	737.6	618.7	589.7	747.2	712.8	-4.6%	-1.7%
Employment (Jobs)	50	50	40	30	30	30	30	-1.7%	0.3%
Local Taxes (\$Thousands)	40.6	40.8	34.9	42.4	42.4	45.0	57.7	28.2%	6.0%
State Taxes (\$Thousands)	161.2	163.3	138.1	155.5	154.9	171.8	195.2	13.6%	3.2%
Sherman									
Travel Spending (\$Thousands)	1,761.3	1,634.0	1,520.7	1,743.7	1,860.4	2,132.9	2,160.4	1.3%	3.5%
Earnings (\$Thousands)	529.0	480.9	489.1	445.2	496.0	627.8	758.7	20.9%	6.2%
Employment (Jobs)	50	50	40	40	40	30	30	17.9%	-7.0%
Local Taxes (\$Thousands)	22.9	20.2	20.9	23.7	24.4	29.5	30.4	3.1%	4.8%
State Taxes (\$Thousands)	98.9	90.7	86.8	95.9	100.9	122.1	129.3	5.9%	4.6%
Sioux									
Travel Spending (\$Thousands)	744.4	652.4	595.2	764.8	791.8	866.2	857.4	-1.0%	2.4%
Earnings (\$Thousands)	221.8	189.3	189.7	161.4	162.9	213.9	298.4	39.5%	5.1%
Employment (Jobs)	10	10	10	10	10	<10	10	25.0%	-12.3%
Local Taxes (\$Thousands)	10.0	8.0	8.0	9.6	9.5	10.3	9.8	-4.8%	-0.3%
State Taxes (\$Thousands)	45.0	38.9	36.6	43.0	42.4	48.6	51.1	5.1%	2.1%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Stanton									
Travel Spending (\$Thousands)	1,599.8	1,675.9	1,168.2	1,702.6	1,830.6	1,939.0	1,937.3	-0.1%	3.2%
Earnings (\$Thousands)	420.3	405.2	311.1	349.5	355.3	444.3	377.5	-15.0%	-1.8%
Employment (Jobs)	50	50	30	40	40	30	20	-30.0%	-13.2%
Local Taxes (\$Thousands)	17.2	18.2	12.7	18.6	19.8	21.1	21.1	0.2%	3.4%
State Taxes (\$Thousands)	86.6	89.6	63.6	88.5	92.5	101.9	98.9	-2.9%	2.2%
Thayer									
Travel Spending (\$Thousands)	3,922.2	4,117.6	3,075.6	4,635.9	4,973.6	4,680.8	4,488.8	-4.1%	2.3%
Earnings (\$Thousands)	685.3	664.5	937.9	1,018.6	989.2	1,485.2	1,571.5	5.8%	14.8%
Employment (Jobs)	100	90	130	140	130	160	170	2.5%	8.7%
Local Taxes (\$Thousands)	12.9	14.8	13.0	18.1	15.5	18.0	16.8	-6.7%	4.5%
State Taxes (\$Thousands)	299.6	308.7	264.7	340.7	293.5	306.4	299.4	-2.3%	0.0%
Thomas									
Travel Spending (\$Thousands)	1,903.3	1,830.3	2,413.2	2,480.7	2,191.6	1,970.1	2,248.1	14.1%	2.8%
Earnings (\$Thousands)	596.0	561.9	808.6	572.7	496.0	662.7	820.6	23.8%	5.5%
Employment (Jobs)	30	30	40	30	20	20	20	15.0%	-6.3%
Local Taxes (\$Thousands)	19.0	17.8	25.8	21.5	16.0	17.2	21.8	26.8%	2.3%
State Taxes (\$Thousands)	109.4	104.3	143.2	137.0	116.4	114.4	135.5	18.4%	3.6%
Thurston									
Travel Spending (\$Thousands)	3,164.6	3,282.9	2,241.4	2,916.5	3,606.9	3,462.6	3,389.7	-2.1%	1.2%
Earnings (\$Thousands)	465.3	496.8	428.8	392.2	437.2	685.4	779.2	13.7%	9.0%
Employment (Jobs)	30	30	30	20	30	20	30	8.7%	-2.4%
Local Taxes (\$Thousands)	11.7	12.9	10.3	11.7	14.3	16.2	15.4	-4.7%	4.8%
State Taxes (\$Thousands)	254.1	260.9	199.6	220.3	210.7	216.6	216.3	-0.1%	-2.6%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
Valley									
Travel Spending (\$Thousands)	5,230.7	5,043.6	4,622.8	5,533.9	6,404.3	6,994.2	6,049.4	-13.5%	2.5%
Earnings (\$Thousands)	964.3	935.3	1,027.9	872.4	907.6	1,055.5	964.8	-8.6%	0.0%
Employment (Jobs)	80	80	80	60	60	60	50	-97.1%	-43.0%
Local Taxes (\$Thousands)	65.8	63.8	66.8	79.0	87.4	105.8	88.0	-16.9%	5.0%
State Taxes (\$Thousands)	392.4	374.7	371.9	390.0	376.2	420.5	364.1	-13.4%	-1.2%
Washington									
Travel Spending (\$Thousands)	19,698.4	20,587.9	14,893.4	20,688.0	23,285.0	27,307.8	27,636.8	1.2%	5.8%
Earnings (\$Thousands)	8,155.6	8,563.4	7,553.1	8,822.7	9,232.3	11,663.4	11,187.3	-4.1%	5.4%
Employment (Jobs)	500	520	420	480	480	490	480	-14.1%	-2.6%
Local Taxes (\$Thousands)	240.9	268.8	193.2	291.8	333.8	496.5	503.5	1.4%	13.1%
State Taxes (\$Thousands)	1,171.5	1,225.1	941.6	1,236.3	1,316.8	1,676.7	1,662.6	-0.8%	6.0%
Wayne									
Travel Spending (\$Thousands)	8,588.2	7,867.8	5,547.7	8,219.6	9,219.2	9,585.9	9,562.1	-0.2%	1.8%
Earnings (\$Thousands)	1,779.3	1,826.6	1,773.1	1,847.6	1,984.6	2,270.6	2,427.8	6.9%	5.3%
Employment (Jobs)	130	120	110	110	110	100	110	6.0%	-2.7%
Local Taxes (\$Thousands)	101.5	93.2	67.3	104.0	110.7	120.2	121.1	0.7%	3.0%
State Taxes (\$Thousands)	583.1	534.6	411.9	547.7	540.0	579.0	583.0	0.7%	0.0%
Webster									
Travel Spending (\$Thousands)	4,643.0	4,144.5	3,146.7	4,491.8	5,020.6	4,588.9	3,939.5	-14.2%	-2.7%
Earnings (\$Thousands)	634.7	570.9	570.9	522.5	504.7	623.1	501.6	-19.5%	-3.8%
Employment (Jobs)	50	40	40	30	30	20	10	-6.7%	-18.6%
Local Taxes (\$Thousands)	27.1	23.5	22.4	30.5	27.7	28.2	21.0	-25.6%	-4.2%
State Taxes (\$Thousands)	394.9	349.9	301.9	358.9	299.9	285.4	243.6	-14.7%	-7.7%

County Travel Impacts

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	2024	% Change 23-24	CAGR 18-24
York									
Travel Spending (\$Thousands)	65,470.9	67,461.8	47,825.3	65,632.2	80,063.5	75,355.7	73,441.2	-2.5%	1.9%
Earnings (\$Thousands)	11,296.6	11,424.2	10,357.2	9,394.4	9,840.1	10,456.0	10,479.5	0.2%	-1.2%
Employment (Jobs)	610	590	520	450	450	430	410	2.1%	1.1%
Local Taxes (\$Thousands)	859.0	918.2	688.6	985.8	1,110.2	1,131.1	1,122.6	-0.8%	4.6%
State Taxes (\$Thousands)	5,343.9	5,440.0	4,324.8	5,030.9	4,835.6	4,666.6	4,548.1	-2.5%	-2.7%

County Travel Impacts

Adams / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	29.2	31.8	22.6	35.9	39.4	41.0	43.0	4.7%	6.6%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	29.2	31.8	22.6	35.9	39.4	41.0	43.0	4.7%	6.6%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	16.1	18.0	12.0	20.1	22.0	24.9	27.0	8.2%	9.0%
Hotel, Motel	NA	NA	NA	NA	21.2	23.9	25.1	5.3%	NA
STVR	NA	NA	NA	NA	0.8	1.0	1.8	75.5%	NA
Campground	2.8	2.8	2.7	3.2	3.4	3.3	3.2	-4.8%	2.0%
Private Home (VFR)	5.4	5.7	3.8	5.5	6.2	6.4	6.3	-0.3%	2.8%
Seasonal Home (2nd Home)	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.7%	6.4%
Day Travel	4.9	5.2	3.9	7.0	7.7	6.3	6.4	1.1%	4.6%
Total	29.2	31.8	22.6	35.9	39.4	41.0	43.0	4.7%	6.6%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	7.5	8.4	5.4	9.4	10.3	11.7	12.8	9.3%	9.3%
Food Service	9.6	10.6	7.9	12.6	13.5	14.1	14.6	3.3%	7.3%
Food Stores	2.3	2.4	2.0	3.0	3.3	3.2	3.2	2.2%	5.7%
Arts, Ent. & Rec.	2.6	2.8	2.1	2.7	2.8	3.5	3.7	6.8%	6.4%
Retail Sales	3.6	3.8	2.9	4.6	4.9	4.6	4.6	1.3%	4.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	3.7	3.7	2.3	3.6	4.6	4.0	4.0	0.3%	1.5%
Total	29.2	31.8	22.6	35.9	39.4	41.0	43.0	4.7%	6.6%

Source: Dean Runyan Associates

Note: Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Adams / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	5.4	5.5	5.5	5.7	6.2	6.5	6.7	2.2%	3.7%
Arts, Ent. & Rec.	1.5	1.5	1.6	1.5	1.6	1.9	2.1	11.1%	6.5%
Retail**	1.1	1.2	1.2	1.3	1.4	1.7	2.0	16.4%	10.2%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	7.9	8.2	8.4	8.5	9.2	10.2	10.8	6.3%	5.3%
Direct Employment (Jobs)									
Accom. & Food Serv.	350	370	380	370	380	370	370	-1.1%	0.6%
Arts, Ent. & Rec.	100	100	90	90	90	100	110	10.1%	2.1%
Retail**	60	60	60	70	60	60	70	1.6%	1.3%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	510	530	540	530	530	530	540	1.3%	1.0%
Direct Tax Revenue (\$Millions)									
Local	0.7	0.8	0.5	0.9	1.0	1.1	1.2	7.8%	8.7%
State	1.8	2.0	1.5	2.2	2.3	2.4	2.5	5.1%	5.5%
Total	2.5	2.7	2.0	3.1	3.2	3.5	3.7	5.9%	6.5%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Box Butte / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	12.6	16.1	11.2	15.4	18.5	19.2	18.9	-1.4%	7.0%
Other Travel*	0.3	0.4	0.3	0.4	0.9	1.0	0.9	-11.2%	20.0%
Total	12.9	16.5	11.5	15.7	19.4	20.2	19.8	-1.9%	7.4%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	7.2	10.3	7.0	9.3	11.3	12.4	12.2	-1.2%	9.3%
Hotel, Motel	NA	NA	NA	NA	10.8	11.9	11.8	-0.9%	NA
STVR	NA	NA	NA	NA	0.5	0.5	0.5	-7.7%	NA
Campground	0.7	0.7	0.7	0.8	0.9	0.8	0.8	-5.3%	1.2%
Private Home (VFR)	2.6	2.6	1.7	2.6	3.0	3.0	3.0	-0.5%	2.0%
Seasonal Home (2nd Home)	0.0	0.0	0.0	0.1	0.2	0.2	0.2	-1.0%	34.5%
Day Travel	2.0	2.4	1.7	2.6	3.1	2.8	2.7	-2.2%	5.1%
Total	12.6	16.1	11.2	15.4	18.5	19.2	18.9	-1.4%	7.0%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	3.0	4.3	2.8	4.4	4.9	5.4	5.4	0.0%	10.4%
Food Service	3.7	4.8	3.6	4.6	5.5	6.0	5.9	-2.4%	8.1%
Food Stores	0.8	0.9	0.7	1.0	1.1	1.2	1.2	-0.1%	7.0%
Arts, Ent. & Rec.	1.0	1.3	0.9	1.0	1.2	1.3	1.3	0.0%	5.5%
Retail Sales	1.3	1.5	1.1	1.6	1.8	1.8	1.7	-1.9%	5.0%
Visitor Air	0.3	0.3	0.1	0.3	0.5	0.4	0.4	10.7%	5.1%
Local Tran. & Gas	2.7	3.1	1.9	2.5	3.6	3.2	3.1	-4.1%	2.4%
Total	12.6	16.1	11.2	15.4	18.5	19.2	18.9	-1.4%	7.0%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Box Butte / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	2.7	3.1	2.4	2.5	2.7	3.1	3.2	3.5%	2.9%
Arts, Ent. & Rec.	0.7	0.9	0.6	0.5	0.6	0.9	1.0	2.1%	6.0%
Retail**	0.5	0.5	0.6	0.5	0.6	1.0	1.2	29.2%	18.0%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.4%	-7.0%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9%	6.2%
Total	3.9	4.6	3.6	3.6	4.0	5.0	5.4	8.2%	5.8%
Direct Employment (Jobs)									
Accom. & Food Serv.	180	200	160	150	160	150	160	1.3%	-2.4%
Arts, Ent. & Rec.	50	60	40	40	40	40	40	0.0%	-2.2%
Retail**	20	30	30	20	20	30	40	32.1%	8.2%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	-100.0%
Total	250	290	230	210	220	220	240	4.9%	-1.2%
Direct Tax Revenue (\$Millions)									
Local	0.1	0.2	0.1	0.2	0.2	0.2	0.2	-1.3%	8.4%
State	0.9	1.1	0.8	1.0	1.1	1.2	1.2	0.0%	5.3%
Total	1.0	1.2	0.9	1.1	1.3	1.4	1.4	-0.2%	5.7%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Buffalo / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	118.2	114.7	82.7	124.6	163.8	168.6	167.8	-0.5%	6.0%
Other Travel*	1.7	5.1	3.0	4.7	6.2	4.8	4.3	-10.1%	17.4%
Total	119.9	119.8	85.7	129.3	170.0	173.4	172.1	-0.8%	6.2%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	80.0	76.5	54.4	86.5	111.2	118.4	117.7	-0.6%	6.6%
Hotel, Motel	NA	NA	NA	NA	108.5	114.4	112.9	-1.3%	NA
STVR	NA	NA	NA	NA	2.8	4.0	4.8	18.5%	NA
Campground	3.1	3.1	3.0	3.5	3.8	3.6	3.5	-3.8%	1.7%
Private Home (VFR)	9.1	10.1	6.7	10.3	11.7	11.9	12.2	2.0%	5.0%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	2.6%	12.0%
Day Travel	25.9	24.9	18.6	24.3	36.9	34.5	34.3	-0.6%	4.8%
Total	118.2	114.7	82.7	124.6	163.8	168.6	167.8	-0.5%	6.0%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	33.9	32.3	22.2	38.1	48.5	52.1	51.4	-1.3%	7.2%
Food Service	35.6	34.7	27.0	39.7	50.7	53.4	54.7	2.4%	7.4%
Food Stores	6.4	6.2	5.0	6.8	9.2	9.2	9.1	-0.9%	6.1%
Arts, Ent. & Rec.	9.9	9.4	7.2	8.9	11.0	13.0	13.3	2.8%	5.1%
Retail Sales	11.8	11.3	8.7	12.3	16.2	15.7	15.2	-2.9%	4.4%
Visitor Air	0.1	2.0	0.9	1.8	2.0	2.1	2.0	-2.4%	84.6%
Local Tran. & Gas	20.6	18.7	11.8	17.0	26.3	23.2	22.0	-5.2%	1.1%
Total	118.2	114.7	82.7	124.6	163.8	168.6	167.8	-0.5%	6.0%

Source: Dean Runyan Associates

Note: Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Buffalo / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	22.3	22.2	16.4	17.5	21.3	22.7	22.8	0.7%	0.4%
Arts, Ent. & Rec.	3.6	3.7	2.4	2.3	2.7	2.9	3.2	8.2%	-2.0%
Retail**	3.9	3.7	4.0	3.6	3.9	4.1	4.5	8.2%	2.5%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.1	0.1	0.1	0.1	0.1	0.1	0.1	24.0%	8.1%
Other Travel*	1.2	1.1	0.9	0.8	1.0	1.1	1.1	1.2%	-0.4%
Total	29.8	29.7	22.8	23.6	27.9	29.8	30.6	2.6%	0.4%
Direct Employment (Jobs)									
Accom. & Food Serv.	1,120	1,070	730	710	810	840	830	-1.6%	-4.9%
Arts, Ent. & Rec.	430	440	260	250	290	300	320	3.9%	-4.8%
Retail**	170	150	150	130	140	130	130	5.6%	-3.7%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	50.0%	7.0%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-8.3%	-13.4%
Total	1,730	1,690	1,150	1,110	1,250	1,280	1,290	0.5%	-4.8%
Direct Tax Revenue (\$Millions)									
Local	2.9	2.8	2.0	3.3	4.2	4.5	4.4	-0.7%	7.1%
State	7.8	7.5	5.6	7.8	9.4	9.7	9.7	-0.4%	3.6%
Total	10.8	10.3	7.6	11.1	13.6	14.2	14.1	-0.5%	4.6%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Cass / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	40.2	41.6	31.8	50.2	52.2	51.2	52.0	1.4%	4.4%
Other Travel*	0.9	0.9	0.6	0.6	0.7	0.9	0.9	0.4%	0.5%
Total	41.1	42.5	32.3	50.7	52.9	52.2	52.9	1.4%	4.3%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	12.4	13.3	9.8	16.5	15.6	16.3	17.3	6.1%	5.7%
Hotel, Motel	NA	NA	NA	NA	14.4	14.5	15.5	6.5%	NA
STVR	NA	NA	NA	NA	1.2	1.8	1.9	2.9%	NA
Campground	4.3	4.3	4.2	4.7	5.0	5.0	4.7	-4.1%	1.6%
Private Home (VFR)	11.9	12.1	8.3	12.1	13.4	14.8	14.8	0.1%	3.7%
Seasonal Home (2nd Home)	0.7	0.7	0.7	1.1	1.2	1.2	1.2	0.1%	8.7%
Day Travel	10.9	11.2	8.8	15.9	17.0	14.0	13.9	-0.4%	4.2%
Total	40.2	41.6	31.8	50.2	52.2	51.2	52.0	1.4%	4.4%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	5.3	5.7	4.1	7.3	6.9	6.9	7.4	8.2%	5.8%
Food Service	12.0	12.6	9.9	16.6	17.0	16.4	16.5	0.6%	5.5%
Food Stores	2.8	2.9	2.5	3.9	4.2	3.9	3.9	0.2%	5.4%
Arts, Ent. & Rec.	4.7	4.8	3.8	5.2	5.1	7.1	7.1	0.8%	7.2%
Retail Sales	5.3	5.4	4.2	7.1	7.3	6.6	6.6	-0.7%	3.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	10.1	10.2	7.4	10.1	11.6	10.4	10.5	0.6%	0.6%
Total	40.2	41.6	31.8	50.2	52.2	51.2	52.0	1.4%	4.4%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Cass / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	5.7	5.9	4.6	5.9	6.9	7.8	8.8	11.8%	7.4%
Arts, Ent. & Rec.	2.7	3.0	3.3	3.5	3.7	3.5	4.2	21.7%	7.6%
Retail**	1.4	1.4	1.6	1.8	1.8	2.2	2.3	2.2%	8.5%
Ground Trans.	0.9	1.0	0.8	0.9	0.9	1.6	1.5	-7.6%	8.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.6	0.6	0.4	0.4	0.5	0.6	0.6	0.4%	0.1%
Total	10.8	11.3	10.3	12.1	13.4	15.2	16.8	10.6%	7.7%
Direct Employment (Jobs)									
Accom. & Food Serv.	400	410	300	360	380	390	410	3.0%	0.1%
Arts, Ent. & Rec.	160	160	160	190	180	150	160	10.3%	0.4%
Retail**	70	70	70	80	70	70	70	-5.4%	0.0%
Ground Trans.	40	40	40	40	30	40	40	-9.1%	0.0%
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-20.0%	-15.5%
Total	680	690	570	660	670	660	680	2.7%	0.0%
Direct Tax Revenue (\$Millions)									
Local	0.5	0.5	0.4	0.7	0.7	0.7	0.7	4.3%	5.1%
State	2.4	2.5	2.0	2.9	2.9	3.0	3.1	3.3%	4.0%
Total	3.0	3.1	2.4	3.6	3.6	3.7	3.8	3.5%	4.2%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Cherry / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	27.1	26.8	27.8	34.5	36.7	35.9	36.2	0.8%	4.9%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	27.1	26.8	27.8	34.5	36.7	35.9	36.2	0.8%	4.9%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	17.3	17.0	18.6	21.1	22.1	23.9	24.5	2.8%	6.0%
Hotel, Motel	NA	NA	NA	NA	21.6	22.9	23.5	2.7%	NA
STVR	NA	NA	NA	NA	0.5	1.0	1.0	4.6%	NA
Campground	4.8	4.8	4.6	5.4	5.8	5.6	5.3	-4.9%	1.7%
Private Home (VFR)	1.1	1.1	0.8	1.1	1.2	1.2	1.2	-0.1%	1.6%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.2	0.3	0.3	0.3	0.6%	18.9%
Day Travel	3.8	3.8	3.8	6.7	7.3	4.9	4.8	-1.8%	4.0%
Total	27.1	26.8	27.8	34.5	36.7	35.9	36.2	0.8%	4.9%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	8.0	8.0	8.2	9.9	10.4	11.2	11.7	3.7%	6.4%
Food Service	7.8	7.9	8.8	10.9	11.3	11.2	11.2	-0.2%	6.1%
Food Stores	2.1	2.1	2.2	3.0	3.2	2.9	2.9	-0.7%	5.4%
Arts, Ent. & Rec.	2.5	2.4	2.7	2.7	2.7	2.9	3.0	3.7%	3.2%
Retail Sales	2.6	2.6	2.7	3.8	4.0	3.3	3.3	-1.5%	3.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	4.0	3.8	3.3	4.1	5.2	4.3	4.1	-3.1%	0.5%
Total	27.1	26.8	27.8	34.5	36.7	35.9	36.2	0.8%	4.9%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Cherry / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	4.7	4.5	4.0	3.8	3.7	4.1	4.1	0.1%	-2.4%
Arts, Ent. & Rec.	0.2	0.2	0.2	0.1	0.1	0.1	0.1	-49.6%	-15.6%
Retail**	0.9	0.9	1.3	1.3	1.3	2.1	2.3	9.8%	16.2%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	5.8	5.6	5.6	5.2	5.1	6.3	6.5	2.4%	1.7%
Direct Employment (Jobs)									
Accom. & Food Serv.	260	230	190	170	160	150	150	0.0%	-8.2%
Arts, Ent. & Rec.	10	10	10	10	10	0	0	-100.0%	-100.0%
Retail**	40	40	60	60	50	60	70	7.9%	7.5%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	310	280	260	230	220	220	220	1.4%	-5.5%
Direct Tax Revenue (\$Millions)									
Local	0.5	0.5	0.6	0.7	0.7	0.7	0.8	2.7%	6.2%
State	1.7	1.6	1.7	2.0	2.0	2.0	2.0	1.1%	3.2%
Total	2.2	2.2	2.3	2.7	2.7	2.8	2.8	1.5%	4.0%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Cheyenne / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	26.4	28.2	23.9	33.9	33.5	31.7	33.0	4.0%	3.8%
Other Travel*	0.4	0.4	0.2	0.2	0.3	0.4	0.4	0.4%	0.5%
Total	26.8	28.6	24.1	34.1	33.8	32.1	33.3	4.0%	3.7%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	17.4	18.8	16.1	22.4	21.5	21.0	22.2	5.6%	4.1%
Hotel, Motel	NA	NA	NA	NA	21.4	20.4	21.3	4.1%	NA
STVR	NA	NA	NA	NA	0.1	0.6	0.9	56.3%	NA
Campground	1.2	1.2	1.1	1.3	1.4	1.4	1.3	-4.2%	1.8%
Private Home (VFR)	1.9	2.0	1.4	2.0	2.2	2.3	2.3	0.9%	3.1%
Seasonal Home (2nd Home)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6%	-5.4%
Day Travel	5.9	6.2	5.3	8.1	8.3	7.0	7.1	2.0%	3.3%
Total	26.4	28.2	23.9	33.9	33.5	31.7	33.0	4.0%	3.8%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	7.9	8.5	6.9	10.5	10.1	9.8	10.4	6.0%	4.8%
Food Service	8.5	9.2	8.2	11.5	11.2	10.9	11.3	4.6%	5.0%
Food Stores	1.7	1.8	1.6	2.2	2.3	2.1	2.2	2.3%	4.6%
Arts, Ent. & Rec.	2.4	2.5	2.3	2.6	2.4	2.4	2.5	5.9%	1.2%
Retail Sales	2.9	3.1	2.6	3.9	3.9	3.4	3.5	0.8%	2.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	3.1	3.2	2.3	3.2	3.7	3.1	3.0	-0.7%	-0.6%
Total	26.4	28.2	23.9	33.9	33.5	31.7	33.0	4.0%	3.8%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Cheyenne / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	5.7	6.0	4.7	4.5	4.5	4.8	5.1	6.7%	-1.9%
Arts, Ent. & Rec.	1.2	1.3	1.1	1.0	0.9	1.1	1.3	15.6%	2.1%
Retail**	0.9	0.9	1.1	1.0	0.9	2.1	2.4	13.8%	18.2%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.4%	0.1%
Total	7.8	8.1	6.9	6.5	6.3	8.0	8.8	9.8%	2.1%
Direct Employment (Jobs)									
Accom. & Food Serv.	350	380	270	230	220	220	220	0.5%	-7.4%
Arts, Ent. & Rec.	60	70	50	40	40	40	40	15.8%	-4.5%
Retail**	30	30	40	40	30	60	70	16.1%	12.0%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-14.2%
Total	440	480	360	320	300	310	330	5.1%	-4.8%
Direct Tax Revenue (\$Millions)									
Local	0.6	0.7	0.6	0.9	0.8	0.8	0.8	5.2%	4.6%
State	1.7	1.8	1.5	2.0	1.9	1.9	2.0	5.0%	2.7%
Total	2.3	2.5	2.1	2.9	2.7	2.7	2.8	5.1%	3.3%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Custer / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	13.0	12.8	11.4	13.2	13.6	14.3	14.2	-0.2%	1.6%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	13.0	12.8	11.4	13.2	13.6	14.3	14.2	-0.2%	1.6%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	7.4	7.3	7.4	7.9	7.7	8.4	8.5	1.1%	2.3%
Hotel, Motel	NA	NA	NA	NA	7.2	7.6	7.4	-1.5%	NA
STVR	NA	NA	NA	NA	0.5	0.8	1.0	24.2%	NA
Campground	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-5.7%	0.8%
Private Home (VFR)	3.1	3.0	2.0	2.8	3.3	3.3	3.2	-2.6%	0.8%
Seasonal Home (2nd Home)	0.2	0.2	0.1	0.1	0.1	0.1	0.1	-2.7%	-11.9%
Day Travel	2.2	2.2	1.8	2.2	2.4	2.4	2.3	-1.2%	0.8%
Total	13.0	12.8	11.4	13.2	13.6	14.3	14.2	-0.2%	1.6%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	2.8	2.8	2.8	3.3	3.1	3.5	3.5	1.6%	3.7%
Food Service	3.6	3.7	3.5	4.0	4.0	4.4	4.4	-0.5%	3.3%
Food Stores	0.7	0.7	0.6	0.7	0.7	0.8	0.8	1.3%	3.1%
Arts, Ent. & Rec.	0.9	0.9	0.9	0.8	0.8	0.8	0.8	1.6%	-2.0%
Retail Sales	1.3	1.3	1.1	1.3	1.3	1.4	1.4	-0.8%	1.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	3.6	3.4	2.6	3.0	3.6	3.3	3.3	-2.2%	-1.7%
Total	13.0	12.8	11.4	13.2	13.6	14.3	14.2	-0.2%	1.6%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Custer / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	2.6	2.6	2.6	2.0	2.0	2.3	2.6	13.8%	-0.3%
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.1	0.4	0.4	0.9%	9.9%
Retail**	0.5	0.5	0.6	0.5	0.5	0.9	1.1	11.0%	13.7%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	3.4	3.3	3.4	2.7	2.6	3.6	4.1	11.6%	3.2%
Direct Employment (Jobs)									
Accom. & Food Serv.	190	190	180	130	130	130	140	3.8%	-5.5%
Arts, Ent. & Rec.	10	10	10	10	10	10	10	0.0%	-1.6%
Retail**	30	30	30	20	20	30	40	22.6%	5.2%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	230	230	220	160	150	170	180	7.0%	-3.7%
Direct Tax Revenue (\$Millions)									
Local	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.9%	3.3%
State	0.9	0.9	0.9	0.9	0.8	0.9	0.9	1.7%	-0.3%
Total	1.1	1.1	1.1	1.1	1.0	1.1	1.2	1.6%	0.4%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Dakota / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	21.2	22.0	16.2	22.0	25.1	26.9	25.5	-5.2%	3.1%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	21.2	22.0	16.2	22.0	25.1	26.9	25.5	-5.2%	3.1%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	14.4	15.2	11.4	14.9	17.1	18.8	17.6	-6.4%	3.3%
Hotel, Motel	NA	NA	NA	NA	16.2	17.7	16.2	-8.8%	NA
STVR	NA	NA	NA	NA	1.0	1.0	1.4	32.8%	NA
Campground	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-5.2%	1.1%
Private Home (VFR)	3.5	3.5	2.3	3.6	4.0	4.1	4.1	-0.9%	2.6%
Seasonal Home (2nd Home)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.9%	7.4%
Day Travel	3.1	3.2	2.3	3.3	3.7	3.8	3.7	-4.0%	2.7%
Total	21.2	22.0	16.2	22.0	25.1	26.9	25.5	-5.2%	3.1%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	6.0	6.3	4.6	6.6	7.4	8.2	7.8	-5.4%	4.5%
Food Service	6.4	6.8	5.4	7.2	7.9	8.9	8.5	-5.1%	4.7%
Food Stores	1.0	1.1	0.8	1.1	1.3	1.4	1.4	-1.8%	4.8%
Arts, Ent. & Rec.	1.7	1.8	1.4	1.5	1.6	1.6	1.6	-5.4%	-1.7%
Retail Sales	2.0	2.0	1.5	2.2	2.3	2.5	2.4	-3.9%	3.0%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	4.1	4.0	2.5	3.4	4.5	4.2	3.9	-7.0%	-0.5%
Total	21.2	22.0	16.2	22.0	25.1	26.9	25.5	-5.2%	3.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Dakota / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	4.5	4.6	3.6	3.4	3.9	4.3	4.6	7.1%	0.4%
Arts, Ent. & Rec.	0.6	0.8	0.6	0.6	0.7	0.8	0.8	-5.4%	3.0%
Retail**	0.7	0.7	0.7	0.7	0.7	0.8	0.9	12.8%	5.7%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	5.8	6.1	4.9	4.7	5.4	5.9	6.3	6.2%	1.4%
Direct Employment (Jobs)									
Accom. & Food Serv.	230	230	180	160	170	180	180	2.8%	-3.5%
Arts, Ent. & Rec.	70	70	50	50	60	60	50	-3.6%	-3.3%
Retail**	30	30	30	30	30	20	30	12.5%	-3.3%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	330	330	260	240	270	260	260	2.3%	-3.4%
Direct Tax Revenue (\$Millions)									
Local	0.4	0.4	0.3	0.5	0.5	0.6	0.5	-5.3%	4.3%
State	1.4	1.5	1.1	1.4	1.5	1.6	1.6	-3.6%	1.4%
Total	1.9	1.9	1.5	1.9	2.0	2.2	2.1	-4.0%	2.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Dawes / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	22.8	21.8	16.7	24.9	25.1	25.2	23.3	-7.2%	0.4%
Other Travel*	0.7	0.8	0.4	0.3	0.3	0.3	0.1	-57.5%	-23.7%
Total	23.5	22.6	17.1	25.3	25.4	25.5	23.5	-7.9%	0.0%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	16.8	16.2	12.6	19.2	18.5	19.1	17.6	-8.1%	0.7%
Hotel, Motel	NA	NA	NA	NA	16.9	17.2	15.1	-12.2%	NA
STVR	NA	NA	NA	NA	1.6	1.9	2.5	29.3%	NA
Campground	0.4	0.4	0.3	0.4	0.5	0.4	0.4	-4.7%	1.1%
Private Home (VFR)	2.5	2.3	1.5	2.0	2.7	2.3	2.3	-2.9%	-1.7%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.5%	0.1%
Day Travel	3.0	2.9	2.2	3.2	3.4	3.2	3.0	-6.0%	0.1%
Total	22.8	21.8	16.7	24.9	25.1	25.2	23.3	-7.2%	0.4%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	6.0	5.9	4.5	7.6	7.0	7.4	6.8	-7.8%	1.9%
Food Service	5.6	5.6	4.7	6.8	6.4	6.8	6.7	-2.0%	3.1%
Food Stores	0.8	0.8	0.7	0.9	1.0	1.0	0.9	-5.7%	2.1%
Arts, Ent. & Rec.	1.6	1.6	1.3	1.6	1.4	1.9	1.8	-7.8%	1.4%
Retail Sales	1.5	1.5	1.2	1.7	1.7	1.7	1.5	-8.0%	0.2%
Visitor Air	0.7	0.4	0.2	0.3	0.9	0.3	0.2	-29.4%	-15.0%
Local Tran. & Gas	6.5	6.1	4.1	5.9	6.7	6.0	5.4	-11.0%	-3.2%
Total	22.8	21.8	16.7	24.9	25.1	25.2	23.3	-7.2%	0.4%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Dawes / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	3.1	3.0	2.3	2.4	2.4	2.7	2.9	7.3%	-1.3%
Arts, Ent. & Rec.	1.0	1.0	0.8	0.8	0.7	0.9	1.0	16.6%	-0.3%
Retail**	0.7	0.7	0.8	0.7	0.7	0.9	1.2	26.4%	9.0%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	42.3%	5.5%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-14.4%	-5.2%
Total	4.8	4.7	3.9	3.9	3.8	4.5	5.1	13.2%	0.8%
Direct Employment (Jobs)									
Accom. & Food Serv.	230	220	160	150	150	150	150	-0.7%	-7.1%
Arts, Ent. & Rec.	80	80	60	50	40	50	50	8.3%	-7.1%
Retail**	30	30	30	30	20	20	20	9.1%	-3.1%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	-100.0%
Total	350	320	250	230	220	220	230	2.7%	-6.7%
Direct Tax Revenue (\$Millions)									
Local	0.5	0.5	0.4	0.6	0.5	0.6	0.5	-6.6%	2.1%
State	1.6	1.5	1.2	1.7	1.4	1.5	1.4	-4.7%	-1.8%
Total	2.0	2.0	1.6	2.2	2.0	2.0	1.9	-5.2%	-0.9%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Dawson / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	27.7	29.0	20.8	32.2	35.1	34.8	34.5	-1.1%	3.7%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	27.7	29.0	20.8	32.2	35.1	34.8	34.5	-1.1%	3.7%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	15.9	16.8	12.0	19.0	20.7	20.6	19.8	-3.5%	3.8%
Hotel, Motel	NA	NA	NA	NA	19.9	19.4	18.2	-6.4%	NA
STVR	NA	NA	NA	NA	0.7	1.1	1.7	45.4%	NA
Campground	0.3	0.3	0.3	0.3	0.4	0.3	0.3	-3.2%	2.0%
Private Home (VFR)	4.2	4.3	2.9	4.4	4.9	5.1	5.4	5.4%	3.9%
Seasonal Home (2nd Home)	0.3	0.3	0.3	0.4	0.3	0.3	0.3	4.3%	2.6%
Day Travel	7.0	7.3	5.3	8.1	8.8	8.6	8.6	0.6%	3.4%
Total	27.7	29.0	20.8	32.2	35.1	34.8	34.5	-1.1%	3.7%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	7.0	7.4	5.0	8.9	9.6	9.5	9.1	-4.7%	4.5%
Food Service	9.2	9.8	7.4	11.2	11.9	12.2	12.8	4.6%	5.7%
Food Stores	1.9	1.9	1.5	2.2	2.4	2.4	2.4	-0.8%	4.5%
Arts, Ent. & Rec.	2.4	2.5	1.9	2.3	2.4	2.6	2.4	-4.7%	0.5%
Retail Sales	3.5	3.6	2.7	4.1	4.3	4.2	4.1	-3.0%	2.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	3.8	3.8	2.3	3.5	4.5	3.9	3.6	-6.2%	-1.0%
Total	27.7	29.0	20.8	32.2	35.1	34.8	34.5	-1.1%	3.7%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Dawson / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	5.9	6.2	5.5	6.0	6.2	7.2	7.6	5.8%	4.5%
Arts, Ent. & Rec.	2.1	2.2	2.0	2.0	2.3	2.3	2.2	-4.7%	0.5%
Retail**	1.0	1.0	1.1	1.1	1.2	1.4	1.5	8.5%	6.7%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	9.0	9.5	8.6	9.1	9.7	10.9	11.3	4.0%	3.9%
Direct Employment (Jobs)									
Accom. & Food Serv.	410	410	340	350	340	400	390	-4.0%	-0.8%
Arts, Ent. & Rec.	200	200	170	150	180	160	140	-14.6%	-6.3%
Retail**	50	50	50	50	50	40	50	11.4%	0.0%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	660	660	560	550	570	610	570	-5.6%	-2.3%
Direct Tax Revenue (\$Millions)									
Local	0.5	0.6	0.4	0.7	0.7	0.7	0.7	-2.3%	4.5%
State	1.8	1.9	1.4	2.0	2.1	2.2	2.2	-0.1%	3.0%
Total	2.3	2.5	1.8	2.7	2.8	2.9	2.9	-0.6%	3.3%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Deuel / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	16.0	16.4	12.0	15.3	18.1	16.8	15.1	-10.0%	-1.0%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	16.0	16.4	12.0	15.3	18.1	16.8	15.1	-10.0%	-1.0%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	6.5	6.9	5.7	6.8	7.4	7.4	6.3	-15.5%	-0.5%
Hotel, Motel	NA	NA	NA	NA	6.1	6.3	5.1	-19.4%	NA
STVR	NA	NA	NA	NA	1.2	1.1	1.2	6.8%	NA
Campground	0.7	0.6	0.5	0.7	0.8	0.7	0.6	-7.4%	-0.9%
Private Home (VFR)	3.5	3.5	2.0	2.9	3.8	3.4	3.4	-1.9%	-0.7%
Seasonal Home (2nd Home)	0.3	0.3	0.3	0.1	0.2	0.2	0.2	-2.9%	-10.2%
Day Travel	5.0	5.1	3.5	4.8	5.9	5.1	4.7	-7.9%	-1.2%
Total	16.0	16.4	12.0	15.3	18.1	16.8	15.1	-10.0%	-1.0%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	0.7	0.7	0.6	0.8	0.8	0.9	0.8	-13.4%	2.5%
Food Service	0.2	0.2	0.2	0.2	0.2	0.3	0.2	-9.9%	3.7%
Food Stores	0.2	0.2	0.2	0.2	0.3	0.3	0.3	-3.8%	3.7%
Arts, Ent. & Rec.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-4.9%	-1.7%
Retail Sales	0.4	0.4	0.3	0.4	0.4	0.4	0.4	-6.0%	2.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	14.6	14.8	10.6	13.5	16.4	14.9	13.5	-10.0%	-1.3%
Total	16.0	16.4	12.0	15.3	18.1	16.8	15.1	-10.0%	-1.0%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Deuel / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	0.2	0.2	0.2	0.1	0.1	0.1	0.1	-11.9%	-2.9%
Arts, Ent. & Rec.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-4.9%	-2.5%
Retail**	0.8	0.9	1.0	1.0	1.0	1.3	1.0	-19.3%	3.7%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	1.0	1.1	1.2	1.1	1.1	1.5	1.2	-18.5%	2.7%
Direct Employment (Jobs)									
Accom. & Food Serv.	20	20	10	10	10	10	10	-33.3%	-15.1%
Arts, Ent. & Rec.	0	0	0	0	0	0	0	NA	-100.0%
Retail**	40	40	50	40	40	40	30	-35.9%	-8.6%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	60	60	60	50	50	50	30	-35.4%	-10.4%
Direct Tax Revenue (\$Millions)									
Local	0.0	0.0	0.0	0.0	0.0	0.1	0.0	-12.4%	2.5%
State	1.6	1.6	1.4	1.4	1.2	1.1	1.0	-10.5%	-7.1%
Total	1.6	1.6	1.4	1.5	1.2	1.2	1.0	-10.6%	-6.8%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Dodge / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	39.9	45.3	29.7	39.9	45.8	45.2	43.7	-3.1%	1.6%
Other Travel*	1.2	1.2	0.7	0.7	0.9	1.2	1.2	0.4%	0.5%
Total	41.1	46.5	30.4	40.6	46.7	46.4	45.0	-3.0%	1.5%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	18.9	23.8	14.8	19.2	22.4	21.3	19.6	-8.2%	0.6%
Hotel, Motel	NA	NA	NA	NA	21.8	20.7	18.8	-9.3%	NA
STVR	NA	NA	NA	NA	0.5	0.6	0.8	28.8%	NA
Campground	0.5	0.5	0.5	0.6	0.6	0.6	0.6	-4.8%	1.3%
Private Home (VFR)	13.4	13.4	9.0	13.2	14.8	15.4	15.8	2.9%	2.9%
Seasonal Home (2nd Home)	0.8	0.8	0.8	0.5	0.7	0.7	0.8	2.0%	-0.5%
Day Travel	6.3	6.9	4.7	6.4	7.4	7.1	7.0	-1.3%	1.7%
Total	39.9	45.3	29.7	39.9	45.8	45.2	43.7	-3.1%	1.6%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	7.9	9.9	5.9	8.5	9.8	9.3	8.6	-7.8%	1.4%
Food Service	12.6	14.3	10.0	13.7	15.2	15.4	15.8	2.1%	3.8%
Food Stores	2.0	2.1	1.6	2.1	2.4	2.5	2.5	0.2%	3.4%
Arts, Ent. & Rec.	5.1	5.7	4.0	4.4	4.8	5.5	5.1	-7.8%	0.0%
Retail Sales	4.9	5.3	3.7	5.2	5.6	5.5	5.4	-2.9%	1.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	7.4	7.8	4.4	6.0	8.1	6.9	6.5	-5.9%	-2.2%
Total	39.9	45.3	29.7	39.9	45.8	45.2	43.7	-3.1%	1.6%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Dodge / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	4.2	4.2	4.2	4.4	5.1	5.4	5.8	7.3%	5.3%
Arts, Ent. & Rec.	2.0	2.2	2.2	2.2	2.4	2.7	2.7	-0.5%	4.6%
Retail**	1.3	1.5	1.4	1.4	1.6	1.7	1.9	7.1%	5.4%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.8	0.8	0.6	0.5	0.7	0.8	0.8	0.4%	0.1%
Total	7.6	7.9	7.8	8.1	9.1	9.8	10.3	5.1%	5.2%
Direct Employment (Jobs)									
Accom. & Food Serv.	280	260	250	260	270	260	260	-1.1%	-1.0%
Arts, Ent. & Rec.	130	160	160	160	180	170	170	0.6%	4.3%
Retail**	80	80	70	70	80	70	60	-8.6%	-2.8%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-13.2%
Total	500	510	490	490	530	510	500	-1.6%	0.0%
Direct Tax Revenue (\$Millions)									
Local	0.7	0.8	0.5	0.7	0.8	0.8	0.7	-4.6%	2.0%
State	2.6	2.9	2.0	2.5	2.7	2.7	2.6	-1.8%	0.4%
Total	3.2	3.7	2.5	3.2	3.5	3.5	3.4	-2.5%	0.8%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Douglas / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	1,086.0	1,127.8	579.2	1,258.6	1,490.6	1,644.4	1,679.4	2.1%	7.5%
Other Travel*	335.8	365.2	132.8	203.7	363.4	375.1	395.4	5.4%	2.8%
Total	1,421.7	1,493.0	712.1	1,462.3	1,854.1	2,019.5	2,074.8	2.7%	6.5%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	608.8	638.2	299.0	658.3	806.1	921.9	932.0	1.1%	7.4%
Hotel, Motel	NA	NA	NA	NA	742.2	840.1	825.8	-1.7%	NA
STVR	NA	NA	NA	NA	63.9	81.8	106.2	29.9%	NA
Campground	3.4	3.4	3.4	3.8	4.0	3.9	3.8	-3.0%	1.8%
Private Home (VFR)	290.7	297.2	162.2	346.4	391.5	406.1	426.7	5.1%	6.6%
Seasonal Home (2nd Home)	1.5	1.5	1.5	1.1	1.3	1.4	1.4	3.7%	-0.3%
Day Travel	181.6	187.5	113.1	248.9	287.7	311.0	315.5	1.4%	9.6%
Total	1,086.0	1,127.8	579.2	1,258.6	1,490.6	1,644.4	1,679.4	2.1%	7.5%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	234.2	246.0	113.0	233.9	290.9	341.7	344.1	0.7%	6.6%
Food Service	289.2	304.4	180.6	415.7	481.9	545.4	560.9	2.8%	11.7%
Food Stores	41.2	42.1	26.9	58.7	69.2	75.9	76.9	1.2%	11.0%
Arts, Ent. & Rec.	119.6	122.9	70.7	135.9	153.7	160.5	161.6	0.7%	5.1%
Retail Sales	109.1	111.7	66.8	153.9	174.8	187.3	185.0	-1.2%	9.2%
Visitor Air	204.5	211.4	71.8	167.3	203.7	209.0	225.0	7.6%	1.6%
Local Tran. & Gas	88.1	89.2	49.3	93.2	116.4	124.6	126.0	1.1%	6.1%
Total	1,086.0	1,127.8	579.2	1,258.6	1,490.6	1,644.4	1,679.4	2.1%	7.5%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Douglas / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	156.0	157.0	125.6	174.3	208.8	224.7	237.3	5.6%	7.2%
Arts, Ent. & Rec.	50.0	53.3	41.3	57.9	65.5	66.0	72.7	10.3%	6.5%
Retail**	22.9	23.1	19.9	26.7	28.8	29.1	29.3	0.8%	4.2%
Ground Trans.	10.1	10.5	6.6	10.7	12.7	14.2	15.3	8.1%	7.2%
Visitor Air	6.7	7.1	5.4	5.1	5.6	5.7	6.6	15.5%	-0.3%
Other Travel*	22.0	23.1	17.8	17.0	18.7	20.3	21.7	6.6%	-0.2%
Total	245.7	251.1	198.8	274.7	321.2	339.6	361.3	6.4%	6.6%
Direct Employment (Jobs)									
Accom. & Food Serv.	6,540	6,420	5,050	6,440	7,140	7,480	7,670	2.5%	2.7%
Arts, Ent. & Rec.	2,790	2,880	2,030	2,860	3,050	2,970	3,150	6.0%	2.0%
Retail**	850	830	670	870	870	850	830	-1.8%	-0.4%
Ground Trans.	440	440	300	420	430	460	480	3.7%	1.4%
Visitor Air	160	160	130	110	110	120	130	12.2%	-3.7%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6%	-7.5%
Total	11,250	11,180	8,530	10,990	11,870	12,160	12,550	3.2%	1.8%
Direct Tax Revenue (\$Millions)									
Local	28.4	29.7	14.9	31.4	38.0	42.7	43.2	1.1%	7.2%
State	53.0	55.0	32.3	63.6	74.0	82.5	84.4	2.2%	8.1%
Total	81.4	84.7	47.2	95.0	112.1	125.2	127.6	1.9%	7.8%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Gage / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	18.9	18.4	15.1	21.2	23.5	26.5	24.1	-9.2%	4.1%
Other Travel*	0.8	0.8	0.5	0.5	0.6	0.9	0.9	0.4%	0.5%
Total	19.7	19.2	15.6	21.7	24.1	27.4	24.9	-8.9%	4.0%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	9.6	9.4	8.4	11.0	12.0	15.0	12.7	-15.6%	4.7%
Hotel, Motel	NA	NA	NA	NA	11.4	14.1	11.5	-18.8%	NA
STVR	NA	NA	NA	NA	0.5	0.9	1.2	34.1%	NA
Campground	0.6	0.6	0.6	0.7	0.8	0.7	0.7	-4.3%	1.6%
Private Home (VFR)	5.1	5.0	3.4	5.0	5.7	5.8	5.9	2.2%	2.4%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.5	0.5	0.5	0.5	0.9%	36.2%
Day Travel	3.4	3.3	2.6	4.1	4.5	4.5	4.3	-4.3%	3.9%
Total	18.9	18.4	15.1	21.2	23.5	26.5	24.1	-9.2%	4.1%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	4.1	4.0	3.5	4.9	5.3	6.6	5.5	-16.4%	5.1%
Food Service	6.0	6.0	5.2	7.2	7.8	9.1	8.8	-3.5%	6.4%
Food Stores	1.3	1.3	1.0	1.6	1.7	1.8	1.8	-4.1%	5.6%
Arts, Ent. & Rec.	1.5	1.4	1.3	1.5	1.5	1.9	1.6	-16.4%	1.1%
Retail Sales	2.3	2.2	1.8	2.7	2.9	3.0	2.8	-6.5%	3.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	3.7	3.4	2.3	3.3	4.3	4.1	3.7	-11.2%	-0.1%
Total	18.9	18.4	15.1	21.2	23.5	26.5	24.1	-9.2%	4.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Gage / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	2.7	2.6	3.0	3.1	3.2	3.4	3.5	3.2%	4.6%
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.7	0.9	31.9%	5.4%
Retail**	0.7	0.7	0.8	0.9	0.9	1.6	1.8	12.5%	15.5%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.5	0.5	0.4	0.4	0.5	0.5	0.5	0.4%	0.1%
Total	4.0	3.9	4.4	4.6	4.7	5.6	6.1	9.2%	7.2%
Direct Employment (Jobs)									
Accom. & Food Serv.	260	240	270	250	250	250	240	-3.6%	-1.4%
Arts, Ent. & Rec.	90	90	80	70	70	70	90	19.7%	-0.2%
Retail**	30	30	40	40	40	50	50	15.6%	8.4%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-14.2%
Total	390	360	390	360	360	370	380	3.3%	-0.3%
Direct Tax Revenue (\$Millions)									
Local	0.4	0.4	0.3	0.4	0.5	0.6	0.5	-13.0%	5.2%
State	1.2	1.2	1.1	1.4	1.4	1.6	1.5	-6.7%	2.9%
Total	1.6	1.6	1.4	1.8	1.8	2.1	2.0	-8.4%	3.4%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Hall / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	137.4	142.8	82.8	137.3	157.8	165.8	163.7	-1.3%	3.0%
Other Travel*	11.1	11.3	5.2	6.7	10.7	10.6	10.5	-1.2%	-0.9%
Total	148.5	154.1	88.0	144.0	168.5	176.4	174.1	-1.3%	2.7%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	86.6	91.1	50.8	87.1	99.5	107.9	106.4	-1.4%	3.5%
Hotel, Motel	NA	NA	NA	NA	96.0	103.7	101.0	-2.6%	NA
STVR	NA	NA	NA	NA	3.4	4.1	5.4	29.6%	NA
Campground	1.1	1.1	1.0	1.1	1.3	1.2	1.1	-5.7%	0.5%
Private Home (VFR)	17.3	17.4	10.8	16.4	19.2	19.0	19.0	0.1%	1.6%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2%	-5.3%
Day Travel	32.3	33.2	20.1	32.4	37.7	37.6	37.1	-1.6%	2.3%
Total	137.4	142.8	82.8	137.3	157.8	165.8	163.7	-1.3%	3.0%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	29.3	31.3	17.2	32.4	35.6	40.1	40.1	-0.1%	5.3%
Food Service	32.2	34.6	22.3	36.3	39.2	43.9	43.7	-0.3%	5.2%
Food Stores	5.6	5.8	3.9	6.2	6.9	7.5	7.5	0.6%	5.0%
Arts, Ent. & Rec.	8.7	9.1	5.8	7.8	8.2	8.9	8.9	-0.1%	0.4%
Retail Sales	10.9	11.3	7.4	11.9	12.8	13.4	13.2	-1.5%	3.2%
Visitor Air	3.6	3.7	1.8	3.2	3.5	3.7	3.8	1.4%	0.5%
Local Tran. & Gas	47.1	46.9	24.5	39.5	51.7	48.4	46.6	-3.8%	-0.2%
Total	137.4	142.8	82.8	137.3	157.8	165.8	163.7	-1.3%	3.0%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Hall / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	18.9	19.1	16.7	17.7	19.1	20.5	26.6	29.4%	5.9%
Arts, Ent. & Rec.	5.7	5.5	3.7	3.9	4.1	3.7	4.2	11.9%	-5.0%
Retail**	5.0	5.2	4.6	4.2	4.6	4.9	5.0	2.9%	0.2%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.3	0.3	0.3	0.3	0.2	0.2	0.3	16.3%	-0.8%
Other Travel*	2.0	2.1	1.6	0.6	0.7	0.7	0.8	13.4%	-14.8%
Total	29.9	30.0	25.3	26.0	28.0	29.4	36.1	22.7%	3.2%
Direct Employment (Jobs)									
Accom. & Food Serv.	960	950	800	770	800	810	990	23.0%	0.6%
Arts, Ent. & Rec.	360	320	210	250	240	200	240	16.3%	-6.9%
Retail**	220	220	180	150	160	160	160	3.2%	-4.9%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	10	10	10	10	10	10	10	0.0%	-5.2%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.6%	-11.8%
Total	1,600	1,540	1,240	1,210	1,220	1,200	1,420	19.0%	-1.9%
Direct Tax Revenue (\$Millions)									
Local	2.6	2.8	1.6	3.0	3.2	3.5	3.5	-0.1%	5.0%
State	10.0	10.2	6.6	9.4	9.3	9.9	10.0	1.6%	0.1%
Total	12.6	13.1	8.2	12.4	12.5	13.4	13.6	1.1%	1.2%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Holt / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	20.9	21.5	17.7	21.1	23.1	24.5	25.0	2.1%	3.1%
Other Travel*	0.4	0.4	0.2	0.2	0.3	0.4	0.4	0.4%	0.5%
Total	21.2	21.8	18.0	21.4	23.4	24.9	25.4	2.1%	3.1%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	11.4	12.2	10.9	11.6	11.9	14.3	15.0	5.0%	4.6%
Hotel, Motel	NA	NA	NA	NA	11.6	13.5	14.2	5.1%	NA
STVR	NA	NA	NA	NA	0.3	0.7	0.7	3.0%	NA
Campground	1.6	1.6	1.4	1.7	2.0	1.7	1.6	-6.2%	0.2%
Private Home (VFR)	4.1	4.0	2.5	3.7	4.4	4.3	4.2	-1.7%	0.3%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.2	0.2	0.3	0.3	-1.4%	9.7%
Day Travel	3.5	3.6	2.8	4.0	4.6	4.0	4.0	-0.3%	2.0%
Total	20.9	21.5	17.7	21.1	23.1	24.5	25.0	2.1%	3.1%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	3.5	3.8	3.4	4.0	3.9	4.9	5.3	7.7%	6.9%
Food Service	4.2	4.5	4.2	4.9	4.9	5.7	5.8	1.7%	5.5%
Food Stores	0.9	0.9	0.8	1.0	1.1	1.2	1.2	1.9%	5.1%
Arts, Ent. & Rec.	1.1	1.2	1.1	1.1	1.0	1.2	1.3	7.7%	2.1%
Retail Sales	1.4	1.5	1.3	1.7	1.7	1.7	1.8	0.5%	3.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	9.6	9.5	7.0	8.4	10.4	9.8	9.7	-0.7%	0.2%
Total	20.9	21.5	17.7	21.1	23.1	24.5	25.0	2.1%	3.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Holt / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	1.7	1.8	1.5	1.3	1.5	1.6	1.7	5.9%	-0.3%
Arts, Ent. & Rec.	0.1	0.2	0.2	0.1	0.1	0.2	0.1	-21.4%	-2.1%
Retail**	0.9	0.9	1.1	1.0	1.0	1.3	1.5	17.2%	9.5%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.4%	0.1%
Total	2.7	2.8	2.7	2.4	2.5	3.0	3.3	9.2%	3.3%
Direct Employment (Jobs)									
Accom. & Food Serv.	150	160	130	100	100	100	110	10.2%	-5.7%
Arts, Ent. & Rec.	20	20	20	20	10	10	10	-33.3%	-11.8%
Retail**	50	60	60	60	50	50	70	22.2%	3.4%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-14.2%
Total	230	230	210	170	170	170	180	10.8%	-3.7%
Direct Tax Revenue (\$Millions)									
Local	0.2	0.2	0.2	0.2	0.2	0.2	0.2	7.0%	6.7%
State	1.6	1.6	1.5	1.5	1.4	1.5	1.5	2.5%	-0.9%
Total	1.8	1.8	1.6	1.7	1.5	1.7	1.8	3.1%	-0.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Keith / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	58.7	59.8	59.2	65.3	76.5	71.9	73.6	2.4%	3.8%
Other Travel*	0.3	0.3	0.2	0.2	0.2	0.3	0.3	0.4%	0.5%
Total	59.0	60.1	59.4	65.4	76.7	72.2	73.9	2.4%	3.8%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	34.2	35.5	37.5	41.1	42.9	44.2	46.4	4.8%	5.2%
Hotel, Motel	NA	NA	NA	NA	35.0	36.6	37.3	2.0%	NA
STVR	NA	NA	NA	NA	7.9	7.7	9.1	18.4%	NA
Campground	5.4	5.2	4.7	5.6	6.5	5.8	5.5	-6.1%	0.3%
Private Home (VFR)	3.4	3.3	2.1	3.2	3.8	3.6	3.5	-1.5%	0.7%
Seasonal Home (2nd Home)	1.5	1.5	1.4	1.6	1.9	1.7	1.7	-0.9%	1.7%
Day Travel	14.3	14.3	13.6	13.7	21.4	16.5	16.5	-0.2%	2.4%
Total	58.7	59.8	59.2	65.3	76.5	71.9	73.6	2.4%	3.8%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	11.0	11.7	12.1	15.8	16.0	16.7	18.0	7.6%	8.4%
Food Service	12.0	12.7	14.1	14.8	16.1	16.5	16.8	1.6%	5.8%
Food Stores	2.7	2.8	2.9	3.2	3.9	3.6	3.7	1.8%	5.3%
Arts, Ent. & Rec.	3.5	3.6	4.1	3.5	3.6	3.7	4.0	7.6%	2.0%
Retail Sales	4.2	4.3	4.4	4.8	5.9	5.2	5.3	0.7%	3.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	25.3	24.7	21.5	23.1	30.9	26.2	25.9	-0.8%	0.4%
Total	58.7	59.8	59.2	65.3	76.5	71.9	73.6	2.4%	3.8%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Keith / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	7.8	7.8	7.9	7.6	8.4	7.6	8.1	6.2%	0.7%
Arts, Ent. & Rec.	1.5	1.6	1.6	1.5	1.6	2.0	1.8	-7.4%	3.4%
Retail**	2.4	2.4	2.8	2.5	2.5	2.9	3.0	2.9%	4.0%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.4%	0.1%
Total	11.6	11.8	12.3	11.5	12.6	12.5	13.0	3.3%	1.8%
Direct Employment (Jobs)									
Accom. & Food Serv.	520	540	500	440	450	380	380	0.5%	-5.2%
Arts, Ent. & Rec.	140	150	150	130	130	160	160	-3.7%	1.6%
Retail**	110	100	120	100	100	90	90	-5.4%	-3.5%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-16.7%
Total	780	800	770	670	680	630	630	-1.4%	-3.6%
Direct Tax Revenue (\$Millions)									
Local	0.8	0.8	0.8	1.0	1.1	1.1	1.2	6.0%	7.5%
State	4.5	4.5	4.9	4.7	4.6	4.4	4.5	2.3%	0.0%
Total	5.3	5.3	5.7	5.7	5.7	5.5	5.7	3.1%	1.3%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Knox / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	10.9	10.6	9.8	13.0	14.3	13.0	13.3	2.2%	3.3%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	10.9	10.6	9.8	13.0	14.3	13.0	13.3	2.2%	3.3%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	3.6	3.4	3.9	5.0	5.1	4.8	5.3	9.7%	6.6%
Hotel, Motel	NA	NA	NA	NA	3.6	3.2	3.4	6.0%	NA
STVR	NA	NA	NA	NA	1.5	1.6	1.9	16.9%	NA
Campground	1.8	1.7	1.6	1.9	2.1	1.9	1.8	-5.8%	0.6%
Private Home (VFR)	2.5	2.5	1.6	2.4	2.8	2.8	2.7	-1.6%	1.5%
Seasonal Home (2nd Home)	0.8	0.8	0.8	0.8	0.9	0.9	0.9	-1.0%	1.5%
Day Travel	2.2	2.2	1.9	3.0	3.4	2.6	2.5	-0.7%	2.2%
Total	10.9	10.6	9.8	13.0	14.3	13.0	13.3	2.2%	3.3%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	1.4	1.3	1.5	2.2	2.2	2.1	2.3	8.2%	8.3%
Food Service	2.5	2.6	2.6	3.4	3.5	3.4	3.5	2.6%	5.4%
Food Stores	0.8	0.9	0.8	1.1	1.2	1.1	1.1	0.9%	4.7%
Arts, Ent. & Rec.	0.7	0.7	0.7	0.8	0.7	0.7	0.8	8.2%	2.0%
Retail Sales	1.1	1.1	1.0	1.4	1.5	1.3	1.3	0.0%	3.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	4.3	4.1	3.2	4.2	5.3	4.3	4.3	-1.0%	0.0%
Total	10.9	10.6	9.8	13.0	14.3	13.0	13.3	2.2%	3.3%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Knox / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	0.5	0.5	0.5	0.5	0.6	0.6	0.7	2.0%	4.0%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.3	0.3	0.4	0.4	8.2%	2.8%
Retail**	0.5	0.5	0.7	0.7	0.7	1.3	1.3	-2.9%	16.3%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	1.4	1.4	1.6	1.5	1.5	2.4	2.4	0.3%	9.2%
Direct Employment (Jobs)									
Accom. & Food Serv.	50	50	50	60	50	50	50	-6.3%	-1.7%
Arts, Ent. & Rec.	20	20	20	20	20	10	10	0.0%	-8.2%
Retail**	30	30	40	40	40	50	50	0.0%	7.6%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	100	90	110	110	100	110	110	-2.8%	0.6%
Direct Tax Revenue (\$Millions)									
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.2	6.2%	7.2%
State	0.8	0.7	0.7	0.9	0.8	0.8	0.8	1.7%	0.2%
Total	0.9	0.8	0.8	1.0	0.9	0.9	0.9	2.4%	1.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Lancaster / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	448.8	476.5	287.7	568.2	651.4	679.8	677.3	-0.4%	7.1%
Other Travel*	27.6	31.5	10.1	16.6	20.5	32.1	32.3	0.4%	2.6%
Total	476.5	507.9	297.8	584.8	671.9	712.0	709.6	-0.3%	6.9%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	228.7	248.8	132.3	259.2	306.4	336.2	328.0	-2.5%	6.2%
Hotel, Motel	NA	NA	NA	NA	287.3	306.7	293.1	-4.4%	NA
STVR	NA	NA	NA	NA	19.1	29.6	34.9	18.1%	NA
Campground	15.5	15.5	15.4	17.4	18.4	17.8	17.2	-3.2%	1.8%
Private Home (VFR)	106.2	108.8	70.3	143.2	158.3	166.8	172.9	3.6%	8.5%
Seasonal Home (2nd Home)	0.5	0.5	0.5	0.8	1.9	1.1	1.1	3.3%	13.7%
Day Travel	97.8	102.8	69.2	147.6	166.4	157.9	158.1	0.1%	8.3%
Total	448.8	476.5	287.7	568.2	651.4	679.8	677.3	-0.4%	7.1%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	99.3	108.1	56.0	102.4	122.6	134.5	131.1	-2.5%	4.7%
Food Service	142.5	153.5	99.9	214.0	241.1	255.5	260.7	2.1%	10.6%
Food Stores	24.5	25.5	18.6	36.4	42.0	42.2	42.2	0.0%	9.4%
Arts, Ent. & Rec.	57.8	60.9	38.7	68.4	75.1	75.3	73.4	-2.5%	4.1%
Retail Sales	56.8	59.3	39.0	83.9	92.9	92.5	90.4	-2.3%	8.1%
Visitor Air	19.7	19.7	5.6	10.3	12.4	15.8	16.1	1.4%	-3.4%
Local Tran. & Gas	48.3	49.6	30.1	52.8	65.4	64.1	63.5	-1.0%	4.7%
Total	448.8	476.5	287.7	568.2	651.4	679.8	677.3	-0.4%	7.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Lancaster / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	78.6	79.1	66.3	88.6	105.6	119.3	127.0	6.5%	8.3%
Arts, Ent. & Rec.	31.5	32.7	23.1	31.9	38.1	42.8	41.0	-4.1%	4.5%
Retail**	12.7	13.0	12.5	17.0	18.2	18.3	18.5	0.7%	6.5%
Ground Trans.	4.6	4.9	3.4	5.0	5.8	6.5	7.0	7.5%	7.1%
Visitor Air	1.0	1.0	0.8	0.8	0.8	0.8	0.9	14.8%	-1.2%
Other Travel*	4.0	4.1	3.1	3.0	3.5	3.9	4.1	4.2%	0.6%
Total	128.3	130.7	106.1	143.2	168.4	187.7	194.4	3.6%	7.2%
Direct Employment (Jobs)									
Accom. & Food Serv.	3,920	3,850	3,110	3,870	4,290	4,590	4,670	1.7%	3.0%
Arts, Ent. & Rec.	2,570	2,670	1,720	2,350	2,610	2,810	2,510	-10.6%	-0.4%
Retail**	520	520	460	600	600	600	580	-2.3%	1.8%
Ground Trans.	200	210	160	200	200	210	210	1.9%	0.9%
Visitor Air	40	40	30	30	30	30	30	10.3%	-4.8%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7%	-7.3%
Total	7,380	7,390	5,570	7,110	7,790	8,310	8,080	-2.7%	1.5%
Direct Tax Revenue (\$Millions)									
Local	8.9	9.6	5.5	10.7	12.4	13.3	13.2	-1.0%	6.7%
State	25.7	27.2	17.6	32.1	36.1	39.1	39.3	0.4%	7.3%
Total	34.7	36.8	23.1	42.8	48.5	52.4	52.5	0.1%	7.2%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Lincoln / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	101.4	102.5	80.9	109.0	116.8	114.1	113.9	-0.2%	2.0%
Other Travel*	1.3	2.7	1.3	1.8	2.6	2.8	2.8	1.6%	13.2%
Total	102.7	105.2	82.2	110.8	119.4	116.9	116.8	-0.1%	2.2%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	61.7	62.0	48.4	65.3	69.7	74.6	74.4	-0.3%	3.2%
Hotel, Motel	NA	NA	NA	NA	69.0	73.0	72.1	-1.3%	NA
STVR	NA	NA	NA	NA	0.7	1.6	2.3	44.1%	NA
Campground	9.0	8.9	7.5	7.9	8.3	8.0	7.7	-3.1%	-2.5%
Private Home (VFR)	7.5	7.9	5.3	7.6	8.3	8.5	8.8	4.1%	2.8%
Seasonal Home (2nd Home)	0.3	0.3	0.3	0.3	0.4	0.3	0.4	2.5%	3.0%
Day Travel	23.0	23.3	19.4	27.9	30.1	22.7	22.7	-0.3%	-0.2%
Total	101.4	102.5	80.9	109.0	116.8	114.1	113.9	-0.2%	2.0%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	28.0	27.4	19.6	32.5	34.6	37.4	36.7	-1.9%	4.6%
Food Service	31.5	32.7	27.6	35.1	36.7	36.3	38.2	5.2%	3.3%
Food Stores	7.2	7.3	6.5	8.1	8.8	7.9	7.7	-2.2%	1.1%
Arts, Ent. & Rec.	8.9	9.0	7.7	7.8	7.9	8.2	8.0	-1.9%	-1.7%
Retail Sales	11.5	11.7	9.7	13.2	13.8	11.4	11.0	-4.0%	-0.8%
Visitor Air	1.1	1.6	0.9	1.3	1.3	1.4	1.5	10.1%	6.1%
Local Tran. & Gas	13.2	12.7	8.8	10.9	13.8	11.6	10.8	-6.3%	-3.2%
Total	101.4	102.5	80.9	109.0	116.8	114.1	113.9	-0.2%	2.0%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Lincoln / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	18.8	18.4	17.3	18.3	20.6	22.2	22.8	2.5%	3.3%
Arts, Ent. & Rec.	5.2	5.2	5.2	5.7	7.4	6.6	6.5	-1.9%	3.8%
Retail**	2.6	2.6	3.1	2.9	3.2	3.5	3.9	11.6%	6.9%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.1	0.1	0.1	0.1	0.1	0.1	0.1	20.3%	-3.3%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	11.0%	3.2%
Total	26.7	26.3	25.6	26.9	31.2	32.4	33.3	2.6%	3.7%
Direct Employment (Jobs)									
Accom. & Food Serv.	1,040	980	910	880	900	910	930	2.6%	-1.8%
Arts, Ent. & Rec.	340	370	340	340	400	390	360	-6.5%	1.2%
Retail**	140	140	160	140	150	150	150	3.4%	1.3%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	0.0%	-6.5%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-4.7%
Total	1,520	1,490	1,410	1,360	1,460	1,450	1,450	0.3%	-0.8%
Direct Tax Revenue (\$Millions)									
Local	2.5	2.5	1.5	2.9	3.1	3.2	3.2	-0.8%	4.5%
State	6.3	6.3	5.2	6.6	6.8	6.9	6.9	0.3%	1.6%
Total	8.8	8.7	6.7	9.6	9.9	10.1	10.1	0.0%	2.4%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Madison / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	44.3	48.2	34.5	44.3	47.5	56.0	53.5	-4.6%	3.2%
Other Travel*	1.2	1.2	0.8	0.8	0.8	0.9	0.9	0.4%	-5.4%
Total	45.6	49.4	35.3	45.1	48.4	56.9	54.3	-4.5%	3.0%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	30.3	33.6	24.0	30.5	32.2	39.9	37.5	-5.9%	3.6%
Hotel, Motel	NA	NA	NA	NA	31.7	38.8	36.0	-7.2%	NA
STVR	NA	NA	NA	NA	0.5	1.1	1.5	39.3%	NA
Campground	0.4	0.4	0.5	0.4	0.5	0.4	0.4	-3.8%	1.8%
Private Home (VFR)	6.9	6.9	4.6	6.8	7.7	7.9	8.0	1.1%	2.5%
Seasonal Home (2nd Home)	0.0	0.0	0.0	0.1	0.1	0.1	0.1	1.7%	14.6%
Day Travel	6.8	7.2	5.4	6.4	7.0	7.7	7.5	-3.7%	1.6%
Total	44.3	48.2	34.5	44.3	47.5	56.0	53.5	-4.6%	3.2%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	13.5	14.6	10.0	13.7	14.3	17.8	16.6	-6.3%	3.6%
Food Service	13.9	15.6	11.9	15.1	15.9	19.3	18.8	-2.6%	5.2%
Food Stores	2.3	2.5	1.9	2.4	2.6	3.0	2.9	-3.1%	4.1%
Arts, Ent. & Rec.	3.7	4.1	3.1	3.3	3.3	3.8	3.8	0.0%	0.5%
Retail Sales	4.4	4.7	3.5	4.5	4.7	5.3	5.0	-5.3%	2.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	6.5	6.8	4.2	5.3	6.7	6.8	6.2	-8.4%	-0.8%
Total	44.3	48.2	34.5	44.3	47.5	56.0	53.5	-4.6%	3.2%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Madison / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	7.1	7.5	5.2	5.8	6.3	11.8	11.5	-2.1%	8.4%
Arts, Ent. & Rec.	1.8	2.1	1.7	2.0	2.3	2.6	2.8	11.2%	7.8%
Retail**	1.4	1.4	1.5	1.7	1.8	1.6	1.6	1.0%	3.0%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.8	0.8	0.6	0.6	0.6	0.7	0.7	0.4%	-1.4%
Total	10.3	11.0	8.4	9.4	10.4	15.9	16.0	0.3%	7.6%
Direct Employment (Jobs)									
Accom. & Food Serv.	440	450	290	300	320	540	530	-1.8%	3.1%
Arts, Ent. & Rec.	140	170	130	140	160	160	170	6.4%	3.4%
Retail**	80	80	70	80	80	60	60	-1.6%	-3.7%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-14.3%	-14.2%
Total	670	700	510	540	570	770	760	-0.3%	2.2%
Direct Tax Revenue (\$Millions)									
Local	1.6	1.7	1.2	1.7	1.0	1.2	1.2	-5.3%	-5.0%
State	2.9	3.1	2.3	2.8	2.8	3.5	3.4	-4.0%	3.0%
Total	4.5	4.8	3.5	4.5	3.8	4.8	4.6	-4.4%	0.5%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Otoe / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	22.0	27.5	19.4	29.2	31.8	37.3	38.7	3.7%	9.9%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	22.0	27.5	19.4	29.2	31.8	37.3	38.7	3.7%	9.9%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	14.8	19.8	13.8	21.0	22.6	27.8	29.2	4.8%	12.0%
Hotel, Motel	NA	NA	NA	NA	21.7	26.9	27.7	2.9%	NA
STVR	NA	NA	NA	NA	0.8	0.9	1.4	64.2%	NA
Campground	0.7	0.7	0.7	0.8	0.8	0.8	0.8	-4.4%	1.9%
Private Home (VFR)	3.3	3.3	2.2	3.3	3.7	3.8	3.9	0.6%	2.8%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.0	0.1	0.1	0.1	1.5%	4.7%
Day Travel	3.2	3.7	2.7	4.2	4.6	4.7	4.8	1.6%	7.0%
Total	22.0	27.5	19.4	29.2	31.8	37.3	38.7	3.7%	9.9%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	6.6	8.9	5.9	9.9	10.5	12.9	13.7	6.2%	12.9%
Food Service	7.2	9.1	6.8	9.9	10.6	12.6	12.8	1.5%	10.1%
Food Stores	1.3	1.5	1.1	1.6	1.8	2.0	2.1	3.1%	8.1%
Arts, Ent. & Rec.	2.0	2.5	1.8	2.2	2.3	3.1	3.4	10.1%	9.5%
Retail Sales	2.3	2.6	1.9	2.9	3.1	3.3	3.3	1.3%	6.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	2.7	3.1	1.9	2.7	3.5	3.4	3.4	-0.3%	4.2%
Total	22.0	27.5	19.4	29.2	31.8	37.3	38.7	3.7%	9.9%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Otoe / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	4.7	4.8	3.9	4.3	4.6	5.1	5.3	3.3%	1.9%
Arts, Ent. & Rec.	1.4	2.0	1.9	1.9	2.3	2.9	3.3	13.2%	14.5%
Retail**	0.7	0.8	0.8	0.8	0.9	1.0	1.2	14.4%	9.2%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	6.9	7.6	6.7	7.0	7.8	9.0	9.7	7.7%	5.9%
Direct Employment (Jobs)									
Accom. & Food Serv.	250	250	200	210	210	200	210	1.5%	-3.0%
Arts, Ent. & Rec.	90	110	100	90	110	110	120	8.9%	5.4%
Retail**	40	50	50	50	50	40	50	6.8%	2.3%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	380	410	340	350	360	360	380	4.5%	-0.1%
Direct Tax Revenue (\$Millions)									
Local	0.4	0.5	0.4	0.6	0.6	0.7	0.7	4.7%	11.5%
State	1.4	1.8	1.3	1.8	1.9	2.2	2.3	4.2%	8.4%
Total	1.8	2.3	1.6	2.4	2.5	3.0	3.1	4.3%	9.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Platte / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	40.9	46.3	32.0	42.7	50.4	52.1	50.7	-2.8%	3.6%
Other Travel*	1.1	1.1	0.7	0.7	0.9	1.2	1.2	0.4%	0.5%
Total	42.1	47.4	32.8	43.4	51.3	53.3	51.8	-2.7%	3.5%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	22.5	27.3	18.3	23.8	27.1	30.3	28.8	-4.9%	4.2%
Hotel, Motel	NA	NA	NA	NA	26.4	29.2	27.6	-5.4%	NA
STVR	NA	NA	NA	NA	0.7	1.2	1.2	7.2%	NA
Campground	3.3	3.2	3.0	3.5	4.0	3.7	3.5	-4.8%	1.1%
Private Home (VFR)	8.2	8.3	5.4	8.2	9.5	9.5	9.9	3.4%	3.2%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	2.7%	6.6%
Day Travel	6.9	7.4	5.3	7.1	9.8	8.4	8.3	-1.2%	3.2%
Total	40.9	46.3	32.0	42.7	50.4	52.1	50.7	-2.8%	3.6%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	8.9	10.9	7.2	10.1	11.2	12.6	12.0	-4.8%	5.0%
Food Service	11.1	13.0	9.6	12.8	14.4	15.7	15.9	1.3%	6.1%
Food Stores	2.5	2.6	2.1	2.8	3.3	3.3	3.3	-0.9%	5.1%
Arts, Ent. & Rec.	2.9	3.4	2.5	2.7	2.9	3.4	3.3	-4.8%	1.7%
Retail Sales	4.0	4.3	3.2	4.5	5.2	5.0	4.9	-2.6%	3.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	11.4	12.1	7.4	9.8	13.4	12.0	11.3	-6.0%	-0.2%
Total	40.9	46.3	32.0	42.7	50.4	52.1	50.7	-2.8%	3.6%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Platte / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	6.5	6.7	6.6	6.7	7.7	10.0	13.2	31.7%	12.4%
Arts, Ent. & Rec.	2.1	2.3	1.4	1.2	1.3	1.7	1.4	-17.9%	-6.3%
Retail**	1.6	1.7	1.8	1.7	2.0	2.4	2.7	12.5%	9.4%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.7	0.7	0.6	0.5	0.6	0.7	0.7	0.4%	0.1%
Total	10.2	10.8	9.7	9.6	10.9	14.1	17.3	22.4%	9.2%
Direct Employment (Jobs)									
Accom. & Food Serv.	400	400	380	350	380	450	540	21.3%	5.1%
Arts, Ent. & Rec.	140	150	80	80	80	90	70	-24.2%	-11.5%
Retail**	80	80	80	80	80	80	90	9.5%	2.4%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-13.2%
Total	640	640	540	520	550	630	710	12.9%	1.7%
Direct Tax Revenue (\$Millions)									
Local	0.7	0.8	0.5	0.7	0.8	0.9	0.9	-3.2%	5.1%
State	2.9	3.2	2.4	2.9	3.0	3.3	3.4	1.9%	2.5%
Total	3.6	4.0	3.0	3.6	3.8	4.2	4.3	0.8%	3.0%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Red Willow / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	12.2	12.3	10.5	13.4	14.3	14.5	14.7	1.9%	3.2%
Other Travel*	0.9	0.9	0.4	0.5	0.5	0.9	0.8	-9.6%	-2.5%
Total	13.1	13.1	10.9	13.9	14.8	15.3	15.5	1.3%	2.9%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	8.2	8.3	7.5	9.3	9.8	9.9	10.0	1.4%	3.5%
Hotel, Motel	NA	NA	NA	NA	9.4	9.4	9.5	0.7%	NA
STVR	NA	NA	NA	NA	0.3	0.5	0.5	16.7%	NA
Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-2.9%	2.4%
Private Home (VFR)	2.2	2.2	1.5	2.2	2.5	2.5	2.6	4.5%	3.0%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.1	0.0	0.0	0.0	2.5%	-10.0%
Day Travel	1.7	1.7	1.4	1.9	2.0	2.0	2.0	1.3%	2.8%
Total	12.2	12.3	10.5	13.4	14.3	14.5	14.7	1.9%	3.2%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	3.7	3.8	3.2	4.4	4.6	4.6	4.6	-0.1%	3.8%
Food Service	4.1	4.3	3.8	4.8	5.0	5.2	5.5	5.2%	4.8%
Food Stores	0.7	0.7	0.6	0.7	0.8	0.8	0.8	-0.1%	3.5%
Arts, Ent. & Rec.	1.1	1.1	1.0	1.0	1.0	1.1	1.1	-0.1%	0.6%
Retail Sales	1.3	1.3	1.1	1.4	1.5	1.5	1.5	-2.3%	1.9%
Visitor Air	0.4	0.3	0.2	0.2	0.4	0.4	0.5	22.8%	1.2%
Local Tran. & Gas	0.8	0.8	0.6	0.7	0.9	0.8	0.8	-4.5%	-1.6%
Total	12.2	12.3	10.5	13.4	14.3	14.5	14.7	1.9%	3.2%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Red Willow / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	2.4	2.6	2.3	2.1	2.2	2.4	2.6	6.8%	1.1%
Arts, Ent. & Rec.	0.9	1.0	0.9	0.8	0.8	0.8	0.8	-0.1%	-1.5%
Retail**	0.3	0.3	0.4	0.4	0.4	0.6	0.7	22.0%	12.5%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.5%	3.8%
Other Travel*	0.3	0.3	0.2	0.2	0.2	0.3	0.3	-0.2%	-0.1%
Total	3.7	4.0	3.7	3.2	3.4	3.9	4.2	7.7%	1.9%
Direct Employment (Jobs)									
Accom. & Food Serv.	150	150	150	120	120	120	120	0.9%	-4.3%
Arts, Ent. & Rec.	60	70	60	50	50	40	40	-9.5%	-8.3%
Retail**	20	20	20	20	20	20	20	10.0%	4.4%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-16.7%
Total	240	250	230	190	190	180	180	-0.6%	-4.7%
Direct Tax Revenue (\$Millions)									
Local	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.9%	3.8%
State	0.8	0.8	0.7	0.8	0.8	0.9	0.9	2.6%	2.8%
Total	1.0	1.0	0.9	1.1	1.1	1.2	1.2	2.1%	3.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Saline / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	9.5	8.7	8.3	12.2	14.7	15.3	14.8	-3.3%	7.8%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	9.5	8.7	8.3	12.2	14.7	15.3	14.8	-3.3%	7.8%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	2.2	1.9	3.4	5.1	6.2	7.1	6.6	-6.5%	19.9%
Hotel, Motel	NA	NA	NA	NA	5.8	6.0	5.3	-10.2%	NA
STVR	NA	NA	NA	NA	0.4	1.1	1.3	13.0%	NA
Campground	0.6	0.5	0.5	0.6	0.7	0.6	0.6	-5.8%	0.4%
Private Home (VFR)	4.4	4.1	2.7	3.9	4.7	4.7	4.7	0.8%	1.2%
Seasonal Home (2nd Home)	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1%	9.7%
Day Travel	2.2	2.1	1.7	2.5	3.1	2.9	2.8	-1.7%	4.3%
Total	9.5	8.7	8.3	12.2	14.7	15.3	14.8	-3.3%	7.8%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	0.7	0.6	1.1	1.8	2.1	2.4	2.2	-5.9%	20.8%
Food Service	2.1	2.0	2.1	3.1	3.4	3.9	3.9	1.2%	11.1%
Food Stores	0.6	0.5	0.5	0.7	0.8	0.8	0.8	-0.2%	6.9%
Arts, Ent. & Rec.	0.4	0.4	0.5	0.6	0.6	0.7	0.7	-5.9%	8.0%
Retail Sales	1.0	0.9	0.8	1.2	1.3	1.4	1.3	-2.2%	5.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	4.7	4.2	3.4	4.8	6.5	6.1	5.8	-5.5%	3.7%
Total	9.5	8.7	8.3	12.2	14.7	15.3	14.8	-3.3%	7.8%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Saline / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	0.9	0.8	1.0	1.1	1.3	1.5	1.7	12.5%	11.1%
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.3	0.3	0.3	3.8%	12.1%
Retail**	0.5	0.5	0.6	0.6	0.6	1.0	1.1	12.1%	15.1%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	1.5	1.5	1.8	1.9	2.2	2.8	3.1	11.4%	12.5%
Direct Employment (Jobs)									
Accom. & Food Serv.	70	60	60	60	80	80	80	5.3%	2.7%
Arts, Ent. & Rec.	20	30	30	30	40	40	40	-5.0%	8.0%
Retail**	20	20	30	20	20	30	30	4.0%	2.8%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	110	100	120	120	140	140	140	2.1%	4.0%
Direct Tax Revenue (\$Millions)									
Local	0.1	0.1	0.1	0.2	0.2	0.2	0.2	-3.4%	14.8%
State	0.7	0.7	0.7	0.9	0.9	0.9	0.9	-1.7%	4.0%
Total	0.8	0.8	0.8	1.1	1.1	1.2	1.1	-2.0%	5.5%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Sarpy / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	194.6	201.9	128.5	198.6	228.3	240.8	251.5	4.5%	4.4%
Other Travel*	5.3	5.2	3.3	3.6	4.8	6.7	6.7	0.4%	4.1%
Total	199.8	207.1	131.9	202.2	233.1	247.5	258.2	4.4%	4.4%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	102.3	108.1	62.8	98.8	116.3	124.1	130.8	5.4%	4.2%
Hotel, Motel	NA	NA	NA	NA	109.9	116.3	121.1	4.1%	NA
STVR	NA	NA	NA	NA	6.4	7.8	9.7	23.7%	NA
Campground	3.8	3.8	3.7	4.3	4.6	4.5	4.3	-3.8%	1.9%
Private Home (VFR)	59.5	60.3	41.7	64.0	71.5	76.4	79.4	3.8%	4.9%
Seasonal Home (2nd Home)	0.6	0.6	0.6	0.4	0.5	0.7	0.7	3.7%	1.4%
Day Travel	28.2	29.0	19.6	31.1	35.3	35.1	36.4	3.7%	4.3%
Total	194.6	201.9	128.5	198.6	228.3	240.8	251.5	4.5%	4.4%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	45.8	48.4	26.8	46.5	54.9	58.2	61.2	5.2%	4.9%
Food Service	65.8	69.2	46.7	72.8	82.0	87.5	92.5	5.7%	5.8%
Food Stores	10.0	10.2	7.4	11.1	12.8	13.3	13.7	3.2%	5.5%
Arts, Ent. & Rec.	26.8	27.5	18.2	23.4	25.6	29.8	31.4	5.2%	2.7%
Retail Sales	25.3	25.8	17.3	27.5	30.5	31.0	31.4	1.6%	3.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	21.0	20.7	12.1	17.3	22.5	21.0	21.3	1.2%	0.3%
Total	194.6	201.9	128.5	198.6	228.3	240.8	251.5	4.5%	4.4%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Sarpy / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	31.8	32.7	31.1	34.9	43.7	48.1	51.0	6.1%	8.2%
Arts, Ent. & Rec.	8.3	9.5	8.4	10.4	12.6	15.5	15.4	-0.4%	11.0%
Retail**	5.8	5.8	5.6	5.9	6.5	7.6	8.1	6.7%	5.8%
Ground Trans.	0.9	1.0	0.7	0.7	0.9	1.0	1.3	19.9%	5.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	3.4	3.4	2.5	2.7	3.7	4.2	4.2	0.4%	3.7%
Total	46.8	49.0	45.8	51.9	63.7	72.3	75.9	5.0%	8.4%
Direct Employment (Jobs)									
Accom. & Food Serv.	1,500	1,510	1,390	1,410	1,610	1,750	1,820	3.6%	3.2%
Arts, Ent. & Rec.	990	1,070	1,050	1,180	1,480	1,650	1,820	10.6%	10.7%
Retail**	190	180	170	160	170	180	190	5.5%	0.4%
Ground Trans.	40	40	30	30	30	30	30	10.0%	-3.2%
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-5.4%	-9.3%
Total	2,780	2,850	2,680	2,810	3,320	3,650	3,900	6.8%	5.8%
Direct Tax Revenue (\$Millions)									
Local	4.3	4.5	2.7	4.5	5.2	5.5	5.8	5.0%	4.9%
State	11.7	12.2	8.3	12.0	13.5	14.8	15.5	4.5%	4.7%
Total	16.1	16.7	11.0	16.5	18.7	20.3	21.2	4.7%	4.8%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Saunders / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	20.4	19.7	15.6	20.7	23.6	24.4	25.5	4.5%	3.8%
Other Travel*	0.7	0.7	0.5	0.4	0.5	0.7	0.7	0.4%	0.5%
Total	21.1	20.5	16.1	21.1	24.2	25.1	26.2	4.4%	3.7%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	2.3	2.2	2.8	2.7	3.0	2.9	3.3	12.4%	6.4%
Hotel, Motel	NA	NA	NA	NA	2.4	2.2	2.4	10.4%	NA
STVR	NA	NA	NA	NA	0.7	0.8	0.9	18.0%	NA
Campground	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-2.9%	0.7%
Private Home (VFR)	13.1	12.7	8.8	13.0	14.8	15.5	16.0	3.5%	3.4%
Seasonal Home (2nd Home)	1.1	1.1	1.0	1.0	1.2	1.3	1.3	2.8%	3.3%
Day Travel	3.8	3.7	2.8	3.9	4.5	4.6	4.7	3.6%	3.8%
Total	20.4	19.7	15.6	20.7	23.6	24.4	25.5	4.5%	3.8%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	0.8	0.7	0.9	1.1	1.2	1.2	1.3	10.9%	9.1%
Food Service	5.3	5.2	4.3	6.2	6.8	7.3	8.0	9.4%	7.2%
Food Stores	1.1	1.1	0.9	1.2	1.4	1.5	1.5	1.2%	5.7%
Arts, Ent. & Rec.	1.9	1.9	1.6	1.8	2.0	2.1	2.2	8.0%	2.5%
Retail Sales	2.3	2.3	1.8	2.6	2.9	2.9	2.9	-0.8%	3.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	9.0	8.6	6.3	7.7	9.4	9.4	9.5	1.4%	1.0%
Total	20.4	19.7	15.6	20.7	23.6	24.4	25.5	4.5%	3.8%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Saunders / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	2.1	2.1	1.8	1.8	2.0	2.3	2.4	4.3%	1.9%
Arts, Ent. & Rec.	0.8	0.9	2.0	2.7	2.7	2.5	2.7	8.0%	22.4%
Retail**	0.7	0.6	0.7	0.8	0.8	1.2	1.2	1.8%	9.8%
Ground Trans.	0.9	0.9	0.7	0.8	0.9	1.2	1.1	-10.9%	2.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.5	0.5	0.3	0.3	0.4	0.5	0.5	0.4%	0.1%
Total	4.5	4.5	5.3	6.0	6.4	7.1	7.3	2.7%	8.3%
Direct Employment (Jobs)									
Accom. & Food Serv.	140	130	110	110	110	110	110	2.8%	-4.4%
Arts, Ent. & Rec.	60	60	130	190	170	140	160	12.2%	18.6%
Retail**	40	30	40	40	40	40	40	0.0%	1.8%
Ground Trans.	40	40	30	30	30	30	30	-14.7%	-5.2%
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-25.0%	-16.7%
Total	290	280	310	370	350	320	340	4.3%	2.9%
Direct Tax Revenue (\$Millions)									
Local	0.2	0.2	0.1	0.2	0.2	0.2	0.2	7.1%	5.2%
State	1.3	1.2	1.0	1.3	1.3	1.4	1.5	3.6%	2.7%
Total	1.4	1.4	1.2	1.5	1.5	1.6	1.7	4.0%	3.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Scotts Bluff / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	43.3	48.8	35.1	48.1	53.2	56.5	58.3	3.2%	5.1%
Other Travel*	2.7	4.3	2.2	2.5	3.3	3.4	3.4	-0.5%	3.8%
Total	46.0	53.1	37.4	50.5	56.6	59.8	61.6	3.0%	5.0%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	24.5	28.5	20.5	27.2	30.1	33.7	35.4	5.0%	6.3%
Hotel, Motel	NA	NA	NA	NA	28.8	31.8	31.9	0.5%	NA
STVR	NA	NA	NA	NA	1.4	1.9	3.4	80.7%	NA
Campground	1.1	1.1	1.1	1.2	1.3	1.3	1.2	-4.3%	1.8%
Private Home (VFR)	6.8	7.5	4.9	7.2	7.9	8.2	8.2	0.2%	3.1%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2%	-7.4%
Day Travel	10.7	11.6	8.6	12.4	13.8	13.2	13.4	1.4%	3.8%
Total	43.3	48.8	35.1	48.1	53.2	56.5	58.3	3.2%	5.1%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	11.1	12.8	8.8	12.9	14.0	15.7	16.6	5.4%	6.9%
Food Service	14.6	16.5	12.6	16.9	18.5	20.2	20.8	3.1%	6.0%
Food Stores	3.1	3.3	2.6	3.5	4.0	4.1	4.2	2.4%	5.1%
Arts, Ent. & Rec.	3.8	4.2	3.2	3.5	3.7	3.8	4.0	5.4%	1.0%
Retail Sales	5.7	6.1	4.5	6.4	6.9	6.9	7.0	0.6%	3.5%
Visitor Air	0.8	1.5	0.7	1.2	1.3	1.4	1.4	3.3%	10.6%
Local Tran. & Gas	4.3	4.4	2.7	3.7	4.9	4.4	4.4	-0.8%	0.4%
Total	43.3	48.8	35.1	48.1	53.2	56.5	58.3	3.2%	5.1%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Scotts Bluff / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	9.1	9.4	8.5	8.2	9.5	9.9	9.4	-4.2%	0.6%
Arts, Ent. & Rec.	1.5	1.6	1.6	1.4	1.5	1.8	2.0	9.6%	5.0%
Retail**	1.6	1.7	1.8	1.7	1.8	2.2	2.3	2.4%	6.3%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.1	0.1	0.1	0.1	0.1	0.1	0.1	17.1%	2.9%
Other Travel*	1.0	1.0	0.7	0.7	0.9	1.0	1.0	1.8%	0.0%
Total	12.2	12.8	11.8	11.4	12.8	14.0	13.8	-1.3%	2.0%
Direct Employment (Jobs)									
Accom. & Food Serv.	520	540	480	430	470	470	430	-9.7%	-3.3%
Arts, Ent. & Rec.	110	120	110	110	100	110	110	1.9%	-0.2%
Retail**	70	80	80	70	70	70	70	-2.8%	-1.2%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	0.0%	-6.5%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-11.6%
Total	730	760	680	620	650	660	610	-7.0%	-2.8%
Direct Tax Revenue (\$Millions)									
Local	0.9	1.0	0.7	1.0	1.1	1.2	1.2	4.6%	6.3%
State	2.7	3.0	2.3	2.9	3.1	3.3	3.4	2.3%	3.9%
Total	3.6	4.0	3.0	3.9	4.1	4.5	4.7	2.9%	4.5%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Seward / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	12.0	13.2	9.1	13.0	15.2	16.1	14.1	-12.7%	2.8%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	12.0	13.2	9.1	13.0	15.2	16.1	14.1	-12.7%	2.8%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	3.0	3.8	2.7	3.5	4.1	5.3	3.4	-35.9%	2.2%
Hotel, Motel	NA	NA	NA	NA	3.4	4.0	1.7	-59.1%	NA
STVR	NA	NA	NA	NA	0.7	1.3	1.8	36.1%	NA
Campground	0.4	0.4	0.3	0.4	0.4	0.4	0.4	-3.4%	1.2%
Private Home (VFR)	4.3	4.5	2.9	4.3	5.1	5.0	5.2	3.4%	3.2%
Seasonal Home (2nd Home)	0.0	0.0	0.0	0.1	0.1	0.1	0.1	3.5%	3.2%
Day Travel	4.2	4.5	3.1	4.7	5.5	5.3	5.0	-5.4%	2.8%
Total	12.0	13.2	9.1	13.0	15.2	16.1	14.1	-12.7%	2.8%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	1.2	1.5	1.0	1.4	1.7	2.2	1.5	-32.5%	4.2%
Food Service	3.4	3.9	2.9	4.1	4.5	5.1	4.7	-7.0%	5.7%
Food Stores	0.9	1.0	0.7	1.1	1.2	1.3	1.2	-6.1%	4.6%
Arts, Ent. & Rec.	0.7	0.8	0.6	0.7	0.7	0.9	0.8	-6.2%	2.2%
Retail Sales	1.7	1.8	1.3	2.0	2.2	2.2	2.0	-8.3%	2.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	4.1	4.2	2.5	3.6	4.8	4.5	3.8	-14.8%	-0.9%
Total	12.0	13.2	9.1	13.0	15.2	16.1	14.1	-12.7%	2.8%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Seward / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	1.7	1.9	1.4	1.5	1.6	1.9	2.0	6.0%	2.7%
Arts, Ent. & Rec.	0.4	0.3	0.5	0.4	0.5	0.4	0.4	-6.2%	1.6%
Retail**	0.6	0.7	0.7	0.7	0.7	0.9	1.0	5.9%	8.5%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	2.7	2.9	2.5	2.6	2.9	3.2	3.4	4.4%	4.1%
Direct Employment (Jobs)									
Accom. & Food Serv.	120	130	90	80	90	80	90	4.8%	-4.5%
Arts, Ent. & Rec.	20	20	30	20	30	10	10	-14.3%	-8.9%
Retail**	40	40	40	40	40	40	40	7.7%	1.7%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	170	190	150	150	150	140	140	3.7%	-3.4%
Direct Tax Revenue (\$Millions)									
Local	0.1	0.1	0.1	0.2	0.2	0.2	0.2	-20.3%	4.5%
State	0.9	0.9	0.7	0.9	0.9	1.0	0.8	-11.2%	-0.1%
Total	1.0	1.1	0.8	1.0	1.0	1.2	1.0	-12.8%	0.6%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

Washington / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	19.0	19.9	14.5	20.3	22.8	26.6	26.9	1.2%	6.0%
Other Travel*	0.7	0.7	0.4	0.4	0.5	0.7	0.7	0.4%	0.5%
Total	19.7	20.6	14.9	20.7	23.3	27.3	27.6	1.2%	5.8%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	2.4	3.1	2.2	3.4	4.1	8.1	8.2	1.3%	22.6%
Hotel, Motel	NA	NA	NA	NA	3.0	7.2	7.1	-0.6%	NA
STVR	NA	NA	NA	NA	1.2	0.9	1.1	15.6%	NA
Campground	2.0	2.0	1.9	2.1	2.2	2.2	2.1	-3.0%	0.9%
Private Home (VFR)	11.1	11.2	7.6	10.5	11.7	12.0	12.2	2.2%	1.6%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.1	0.0	0.1	0.1	1.5%	-8.2%
Day Travel	3.4	3.5	2.6	4.3	4.7	4.3	4.3	0.6%	4.0%
Total	19.0	19.9	14.5	20.3	22.8	26.6	26.9	1.2%	6.0%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	1.0	1.3	0.9	1.5	1.8	3.5	3.5	1.3%	22.9%
Food Service	5.4	5.7	4.2	6.5	7.2	8.4	8.6	2.1%	8.0%
Food Stores	1.2	1.2	1.0	1.4	1.6	1.7	1.7	0.1%	5.4%
Arts, Ent. & Rec.	2.0	2.1	1.5	1.9	2.1	2.1	2.1	1.3%	0.9%
Retail Sales	2.5	2.5	1.8	2.8	3.1	3.3	3.2	-1.3%	4.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	7.0	7.1	5.0	6.1	7.1	7.8	7.9	1.5%	2.1%
Total	19.0	19.9	14.5	20.3	22.8	26.6	26.9	1.2%	6.0%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

Washington / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	2.2	2.4	1.8	2.0	2.2	2.6	2.6	0.2%	2.5%
Arts, Ent. & Rec.	3.9	4.2	4.0	5.1	5.0	5.5	5.6	1.3%	5.9%
Retail**	0.6	0.6	0.6	0.7	0.7	1.7	1.3	-25.6%	13.4%
Ground Trans.	0.9	1.0	0.8	0.8	0.9	1.4	1.3	-7.9%	5.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4%	0.1%
Total	7.7	8.1	7.2	8.5	8.9	11.2	10.7	-4.3%	5.7%
Direct Employment (Jobs)									
Accom. & Food Serv.	180	190	130	130	150	160	160	1.3%	-2.1%
Arts, Ent. & Rec.	250	260	230	300	270	260	260	0.8%	0.7%
Retail**	20	20	20	20	20	40	30	-22.9%	2.0%
Ground Trans.	40	40	30	30	30	40	30	-20.0%	-3.7%
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-15.1%
Total	500	520	420	480	480	490	480	-2.4%	-0.7%
Direct Tax Revenue (\$Millions)									
Local	0.2	0.3	0.2	0.3	0.3	0.5	0.5	1.4%	13.1%
State	1.2	1.2	0.9	1.2	1.3	1.7	1.7	-0.8%	6.0%
Total	1.4	1.5	1.1	1.5	1.7	2.2	2.2	-0.3%	7.4%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

County Travel Impacts

York / Direct Spending Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Spending (\$Millions)									
Visitor	65.5	67.5	47.8	65.6	80.1	75.4	73.4	-2.5%	1.9%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	65.5	67.5	47.8	65.6	80.1	75.4	73.4	-2.5%	1.9%
Visitor Spending by Accommodation Type (\$Millions)									
Hotel, Motel, STVR	41.5	43.3	31.1	41.5	50.4	48.6	47.5	-2.4%	2.3%
Hotel, Motel	NA	NA	NA	NA	49.0	47.3	45.6	-3.8%	NA
STVR	NA	NA	NA	NA	1.4	1.3	1.9	48.3%	NA
Campground	1.6	1.5	1.4	1.6	1.9	1.7	1.6	-6.4%	-0.1%
Private Home (VFR)	6.0	6.0	3.7	5.7	7.0	6.7	6.5	-1.7%	1.4%
Seasonal Home (2nd Home)	0.1	0.1	0.1	0.1	0.2	0.2	0.2	-1.7%	5.2%
Day Travel	16.2	16.5	11.6	16.7	20.6	18.2	17.7	-2.9%	1.5%
Total	65.5	67.5	47.8	65.6	80.1	75.4	73.4	-2.5%	1.9%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	10.8	11.5	8.3	12.3	14.0	14.3	14.2	-0.6%	4.7%
Food Service	11.2	12.0	9.7	13.2	14.6	15.1	15.0	-0.8%	5.0%
Food Stores	1.9	2.0	1.6	2.3	2.6	2.6	2.6	-0.2%	5.0%
Arts, Ent. & Rec.	3.1	3.3	2.6	2.9	3.1	3.1	3.1	-0.6%	0.1%
Retail Sales	3.6	3.8	3.0	4.3	4.6	4.5	4.4	-2.3%	3.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	34.9	34.8	22.5	30.7	41.1	35.7	34.1	-4.4%	-0.4%
Total	65.5	67.5	47.8	65.6	80.1	75.4	73.4	-2.5%	1.9%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling throughout the state.

County Travel Impacts

York / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 18-24
Direct Earnings (\$Millions)									
Accom. & Food Serv.	7.0	7.0	5.9	5.4	5.5	5.3	5.3	-0.4%	-4.7%
Arts, Ent. & Rec.	1.6	1.7	1.5	1.3	1.4	1.6	1.6	0.7%	-0.4%
Retail**	2.7	2.8	3.0	2.6	2.9	3.6	3.6	0.9%	5.3%
Ground Trans.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	11.3	11.4	10.4	9.4	9.8	10.5	10.5	0.2%	-1.2%
Direct Employment (Jobs)									
Accom. & Food Serv.	400	380	320	280	270	250	230	-6.5%	-8.7%
Arts, Ent. & Rec.	120	110	100	90	90	90	90	-8.6%	-5.5%
Retail**	100	100	100	90	90	90	90	1.1%	-1.2%
Ground Trans.	0	0	0	0	0	0	0	NA	NA
Visitor Air	0	0	0	0	0	0	0	NA	NA
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Total	610	590	520	450	450	430	410	-5.4%	-6.6%
Direct Tax Revenue (\$Millions)									
Local	0.9	0.9	0.7	1.0	1.1	1.1	1.1	-0.8%	4.6%
State	5.3	5.4	4.3	5.0	4.8	4.7	4.5	-2.5%	-2.7%
Total	6.2	6.4	5.0	6.0	5.9	5.8	5.7	-2.2%	-1.5%

Source: Dean Runyan Associates

Note: Detail tables only reported for counties with over \$10 million in travel spending. Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Local includes transient occupancy taxes, sales taxes, and airport passenger facility charges paid by visitors. State includes sales tax payments, transient occupancy taxes, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of employees and businesses.

*Other travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.

Glossary

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

Methodology

Travel Impacts Methodology

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

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

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

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

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

Methodology

Travel Impacts Methodology

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

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

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

The table below demonstrates how our reported “Travel Industries” translate to the North American Industry Classification System (NAICS) codes.

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

Note: Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories. NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.



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