Dean Runyan Associates

NEBRASKA TRAVEL IMPACTS, 2003-2008P



Photo Credit: Peter Miller/Getty images

May 2009

Prepared for

Nebraska Department of Economic Development
Nebraska Division of Travel and Tourism
Lincoln, Nebraska 68509

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Prepared by

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EXECUTIVE SUMMARY

This report describes the economic impacts of travel to and through Nebraska and the state's counties. The estimates of the direct impacts associated with traveler spending in Nebraska were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. These estimates are comparable to the U.S. Travel and Tourism Satellite Accounts produced by the Bureau of Economic Analysis.

- Direct travel spending by domestic and international visitors in the United States increased 4.4 percent increase over 2007 in current dollars (no adjustment for price increases). However, when adjusted for inflation travel spending actually declined by 0.4 percent on an annual basis. There were particularly steep declines in the 3rd and 4th quarters of 2008.
- Total direct travel spending in Nebraska in 2008p was $2.3 billion. This represents a 5.8 percent increase over the preceding year in current dollars. In constant (inflation-adjusted) dollars, travel spending grew by 0.5 percent from 2007 to 2008p. Room rates and gasoline prices were responsible for a substantial share of travel spending inflation.
- Visitors that stayed overnight in lodging establishments accounted for one-half of all visitor spending in 2008p. Visitors that stayed overnight in unpaid accommodations (primarily private homes of friends or relatives) accounted for 24 percent. Day travelers accounted for about 22 percent.
- More than one-half (56 percent) of all spending by visitors in 2008p was for leisure and hospitality services (arts, entertainment, recreation, accommodations and food service). Retail spending (including food and beverages purchased for off-premise consumption) amounted to 18 percent. Transportation (including motor fuel) comprised the remaining 26 percent.
- Direct travel spending in Nebraska generated 36,000 jobs with earnings of $556 million in 2008p. Four out of five of these jobs were in leisure and hospitality.
- In 2008p, direct travel spending generated $266 million in federal, state and local tax revenues. Travel-generated income and sales taxes represent 3.8 percent of all state and local tax revenues in Nebraska, not including property taxes.
- Although most of the Nebraska travel industry is concentrated in metropolitan Omaha and Lincoln, many other areas of the state are more dependent on the travel industry in generating earnings, employment and tax revenues for their local economies.

Nebraska Travel Impacts, 2003-2008p

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PREFACE

The purpose of this study is to document the economic significance of the travel industry in the state and counties of Nebraska from 2003 to 2008. These findings show the level of travel spending by visitors traveling to and within the state, and the impact this spending had on the economy in terms of earnings, employment and tax revenue. The estimates for 2008 are preliminary.

Dean Runyan Associates prepared this study for the Nebraska Division of Travel and Tourism. Dean Runyan Associates has specialized in research and planning services for the travel, tourism and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary model for analyzing travel economic impacts at the state, regional and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research and travel and tourism planning.

Many federal, state and local government agencies provided information and essential source data for this report. Special thanks are due to Tom Doering, Research Coordinator for the Division of Travel and Tourism for his support and assistance.

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I: National Travel Trends

Direct travel spending by domestic and international visitors in the United States was $780 billion in 2008 (preliminary). This represents a 4.4 percent increase over 2007 in current dollars (no adjustment for price increases). However, when adjusted for inflation travel spending actually declined by 0.4 percent on an annual basis. This is shown in the graph below. Gasoline, accommodations, and airfares were the primary components of travel price inflation.

Direct Travel Spending In U.S., 1998-2008p

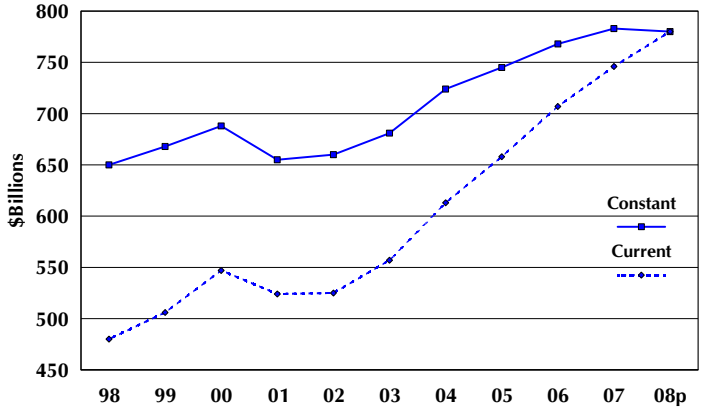
($Billions)

	Domestic	International	Total	Pct. Int'l.
1998	$409	$71	$480	14.9%
1999	$431	$75	$506	14.8%
2000	$465	$82	$547	15.1%
2001	$452	$72	$524	13.7%
2002	$459	$67	$525	12.7%
2003	$493	$64	$557	11.6%
2004	$534	$75	$608	12.3%
2005	$572	$82	$654	12.5%
2006	$615	$86	$700	12.2%
2007	$650	$97	$746	13.0%
2008p	$669	$110	$780	14.2%
Annual Percentage Change				
98-08p	5.1%	4.5%	5.0%	
07-08p	3.0%	14.2%	4.4%	

Sources: Bureau of Economic Analysis (Travel and Tourism Satellite Accounts; U.S. International Trade in Goods and Services).

U.S. Direct Travel Spending in Current and Constant Dollars, 1998-2008p

($Billions)

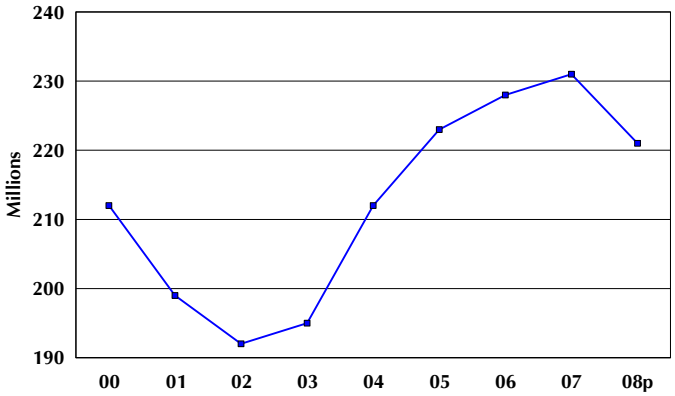


Source: Bureau of Economic Analysis. Constant (2008) travel spending estimates derived from BEA constant (2000) dollar estimates by Dean Runyan Associates, Inc.

The number of domestic trips on U.S. air carriers in 2008 decreased by 7.8 percent on an annual basis. The economic recession, higher airfares, and reduced airline capacity all contributed to the decrease in air travel.

Visitor Air Arrivals in U.S., 1998-2008p

Domestic Air Carriers

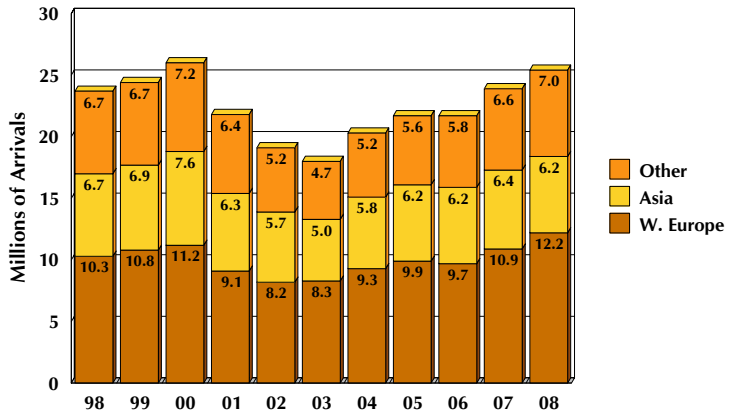


Source: Bureau of Transportation Statistics, U.S. Department of Transportation (Origin & Destination Survey and T-100 domestic market data). Visitor air arrivals exclude return trips and passengers making connections to other flights.

The number of overseas arrivals to the U.S. in 2008 grew by 6.0 percent over the preceding year. This compares to a 10.3 percent increase in 2007. The estimated 26 million arrivals in 2008 will nearly equal the previous peak attained in 2000. The increase in the number of international visitors contributed to a 14.2 percent increase in travel spending in current dollars (see preceding table). Visitation has increased over the past year in part due to the decline in the value of the U.S. dollar in relation to foreign currencies.

Overseas Arrivals to the United States, 1998-2008

(Millions)

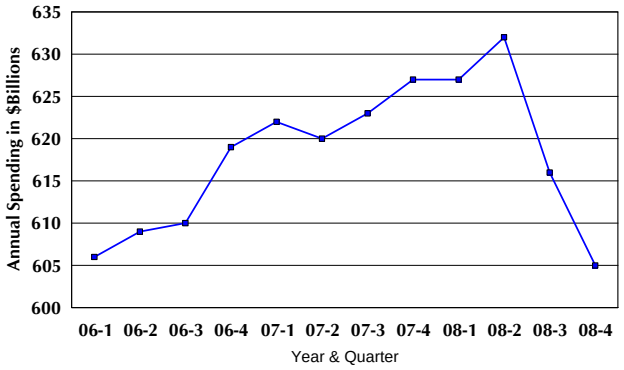


Source: U.S. Department of Commerce, International Trade Administration, Office of Travel and Tourism Industries. Approximately 90% of all overseas arrivals are visitors. Canada and Mexico are not included (less than 20 percent of all international visitor spending).

Quarterly breakouts of the travel indicators shown previously are presented below. The declining rates of annual growth are primarily a function of lower travel activity in the last half of the year.

Annual U.S. Travel Spending, 2006Q1-2008Q4

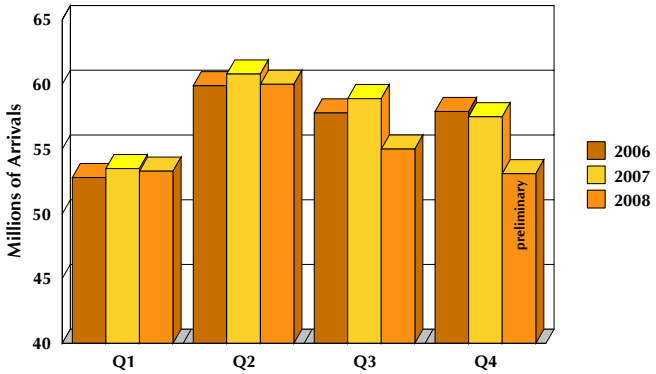
Seasonally adjusted chained (2000) Dollars



Source: Bureau of Economic Analysis

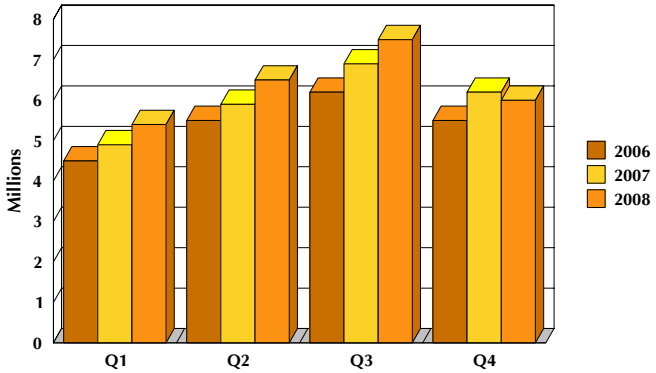
Visitor Air Arrivals in U.S., 2006Q1-2008Q4

Domestic Air Carriers



Source: Bureau of Transportation Statistics, U.S. Department of Transportation (Origin & Destination Survey and T-100 domestic market data).

Overseas Arrivals to the U.S., 2006Q1-2008Q4



Source: U.S. Department of Commerce, International Trade Administration, Office of Travel and Tourism Industries.

II: NEBRASKA TRAVEL IMPACTS
2003-2008P



The multi-billion dollar travel industry in Nebraska is an important part of the state and local economies. The industry is represented primarily by businesses in the leisure and hospitality sector, transportation, and retail. The money that visitors spend on various goods and services while in Nebraska produces business receipts at these firms, which in turn generate earnings and employment for Nebraska residents. In addition, state and local governments collect taxes that are generated from visitor spending. Most of these taxes are imposed on the sale of goods and services to visitors, thus avoiding a tax burden on local residents.

DIRECT TRAVEL IMPACTS OF TRAVEL IN NEBRASKA: A SUMMARY

- Total direct travel spending in Nebraska in 2008p was $2.3 billion. This represents a 5.8 percent increase over the preceding year in current dollars. In constant (inflation-adjusted) dollars, travel spending grew by 0.5 percent from 2007 to 2008p. Room rates and gasoline prices were responsible for a substantial share of travel spending inflation.
- Visitors that stayed overnight in lodging establishments accounted for one-half of all visitor spending in 2008p. Visitors that stayed overnight in unpaid accommodations (primarily private homes of friends or relatives) accounted for 24 percent. Day travelers accounted for about 22 percent.
- More than one-half (56 percent) of all spending by visitors in 2008p was for leisure and hospitality services (arts, entertainment, recreation, accommodations and food service). Retail spending (including food and beverages purchased for off-premise consumption) amounted to 18 percent. Transportation (including motor fuel) comprised the remaining 26 percent.
- Direct travel spending in Nebraska generated 36,000 jobs with earnings of $556 million in 2008p. Four out of five of these jobs were in leisure and hospitality.
- In 2008p, direct travel spending generated $266 million in federal, state and local tax revenues. Travel-generated income and sales taxes represent 3.8 percent of all state and local tax revenues in Nebraska, not including property taxes.

TRAVEL TRENDS

Travel spending in Nebraska increased by 5.8 percent from 2007 to 2008. However, as was the case with the larger U.S. travel industry, a substantial share of the increase in visitor spending was due to increases in the price of gasoline and lodging. When adjusted for inflation, travel spending in Nebraska shows an increase of less than 1 percent (0.5 percent).

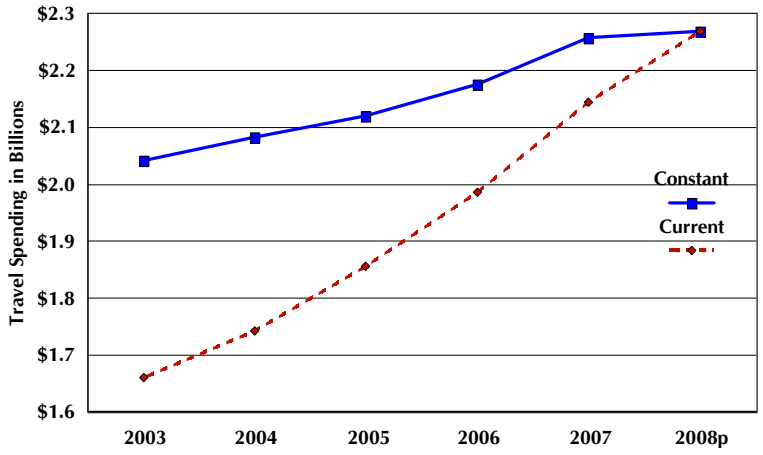
Consistent with the weakening of travel spending (primarily over the last half of 2008), the rate of increase in travel-generated tax revenues and employment was lower than in previous years.

Nebraska Travel Trends, 2003-2008p

	Spending	Earnings	Employment	Tax Receipts ($Million)		
	($Million)	($Million)	(Thousand)	Local	State	Federal
2003	1,661	466	33.8	27	102	76
2004	1,742	470	33.6	29	108	78
2005	1,857	481	33.7	31	113	82
2006	1,987	501	34.5	35	121	85
2007	2,144	535	36.0	38	129	89
2008p	2,269	556	36.0	41	133	92
Annual Percentage Change						
07-08p	5.8	3.8	0.2	6.6	3.0	3.2
03-08p	6.4	3.6	1.3	8.6	5.4	4.1

Note: p = preliminary. The percentage change for 2003-2008p refers to the average annual percentage change.

Travel Spending in Nebraska Adjusted for Inflation, 2003-2008p



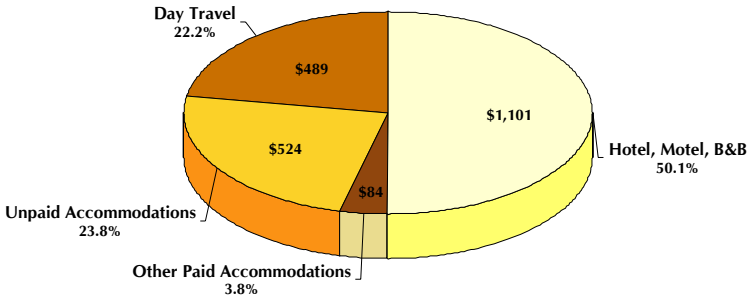
Note: Travel spending was deflated by a composite of items from the Midwest Urban CPI. The average annual increase in constant dollars for 2003 to 2008p was 2.1 percent. The change from 2007 to 2008p was 0.5 percent.

VISITOR SPENDING BY TYPE OF TRAVELER ACCOMMODATION

The pie chart below provides a breakout of total visitor spending in Nebraska (all spending on leisure and hospitality services, transportation, and retail) by the type of accommodation in which the visitor stayed. As is indicated, the three primary categories for Nebraska are (1) the hotel, motel category (this also includes Bed and Breakfasts), (2) unpaid accommodations (primarily the private homes of friends or relatives), and (3) visitors that do not stay overnight away from home.

The distribution of travel spending – about one-half attributable to travelers that stayed in hotels or motels and most of the remainder split between day travel and unpaid accommodations – is fairly typical.

Nebraska Visitor Spending by Type of Accommodation, 2008p

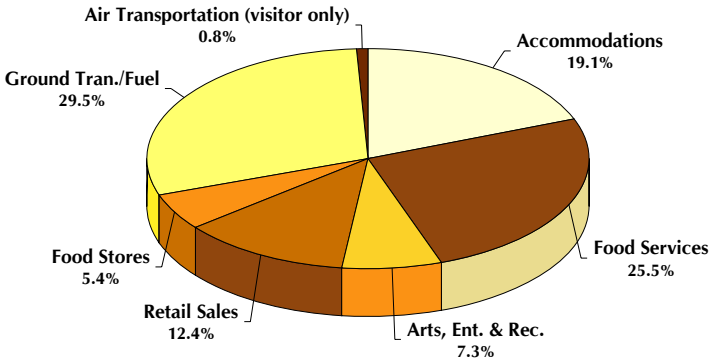


Note: Other paid accommodations include campgrounds and cabins. Unpaid accommodations include private homes of friends and relatives and second homes.

VISITOR SPENDING BY TYPE OF COMMODITY PURCHASED

The following pie chart provides a breakout of visitor spending for all types of travelers by the type of commodity (good or service) purchased. The high proportion of travel spending on ground transportation (primarily motor fuel) is a reflection of the physical size of Nebraska and the significance of pass through travel.

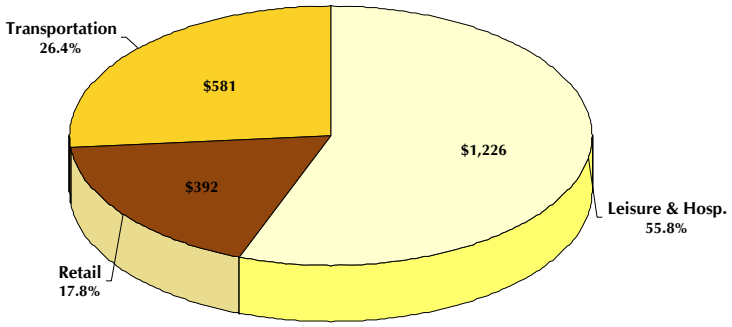
Nebraska Visitor Spending by Type of Commodity, 2008p
Detailed Categories



The following chart on travel spending duplicates the preceding except that the detailed commodity categories are collapsed into three primary categories:

- Leisure & Hospitality (Accommodations, Food Services, and Arts, Entertainment & Recreation)
- Transportation (Air Transportation, Motor Fuel, Auto Rental and other ground transportation)
- Retail (including Food Stores, but not including gasoline service stations)

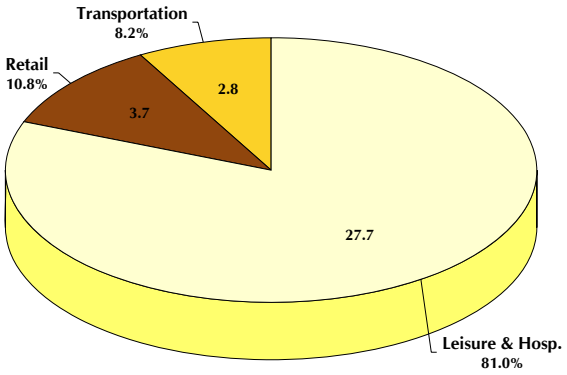
Nebraska Visitor Spending by Type of Commodity, 2008p
Primary Sectors



TRAVEL-GENERATED EMPLOYMENT

While about one-half of all visitor spending is in leisure and hospitality services, more than three-fourths of all travel-generated employment is in the accommodations, food service, arts, entertainment and recreation industries. This is because leisure and hospitality is more labor-intensive than retail trade and gasoline service.

Nebraska Visitor-Generated Employment by Industry, 2008p

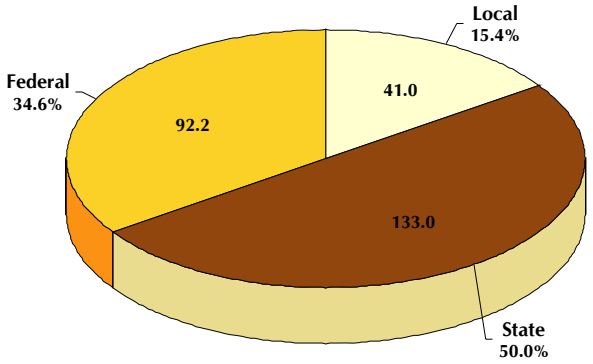


TAX REVENUES GENERATED BY TRAVEL SPENDING

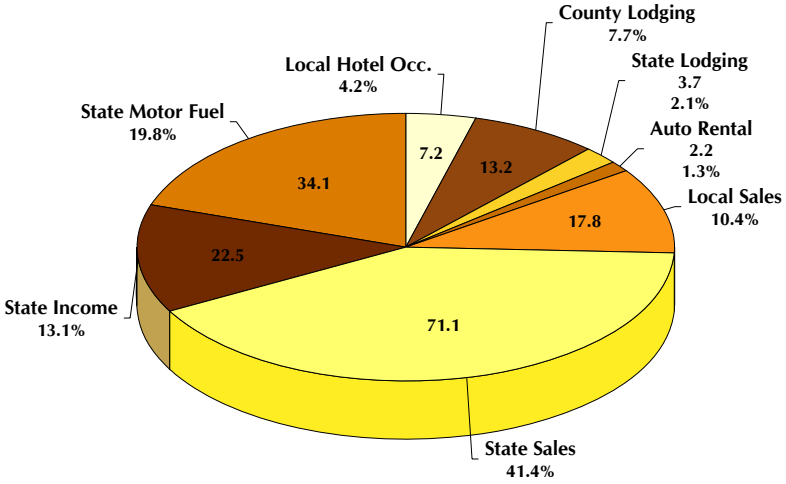
Travel spending in Nebraska generated $266 million in federal, state and local tax revenues in 2008. Federal tax receipts are comprised of the motor fuel excise tax, airline ticket taxes, and individual payroll and income taxes.

Local and state tax revenues totaled $174 million in 2008 – almost two-thirds of all tax receipts. State and local sales taxes comprised more than one-half of all local and state tax revenues. The various types of lodging taxes (state, county and local hotel occupation taxes) accounted for 14 percent of all local and state tax revenues. Travel-generated income and sales taxes represent 3.7 percent of all state and local tax revenues in Nebraska, not including property taxes.[1]

Nebraska Travel-Generated Tax Revenues, 2008p
Federal, State and Local



Nebraska Travel-Generated Tax Revenues, 2008p
State and Local

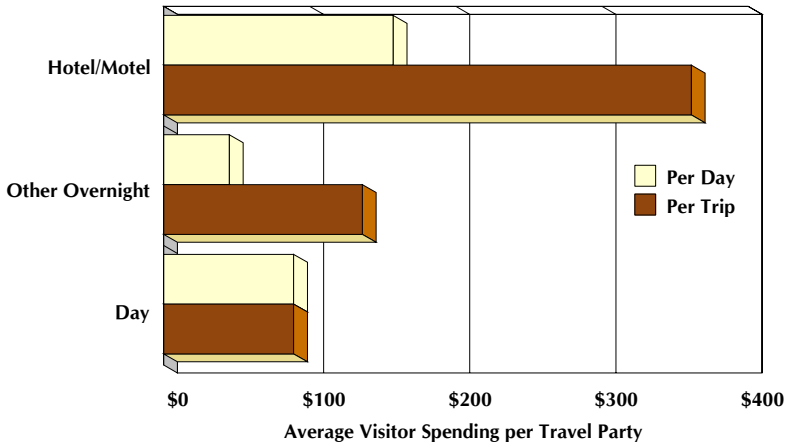


[1] This is based on 2005-06 State and Local Government Finances reported by the U.S. Census Bureau and the average of the 2005 and 2006 calendar year estimates for travel.

AVERAGE DAILY SPENDING AND AVERAGE TRIP SPENDING

Statewide estimates of average daily and average trip spending for overnight and day visitors are shown below. Transportation expenditures, including airfares, are not included in the averages for specific traveler types.

Average Visitor Spending in Nebraska per Travel Party, 2008p
Spending on Transportation not included



Average Daily and Average Trip Spending by Visitors in Nebraska, 2008p

	Total	Travel Party		Person	
Accommodation	($Millions)	Per Day	Per Trip	Per Day	Per Trip
Overnight	$1,270	$95	$258	$41	$112
Hotel/Motel	$882	$165	$379	$72	$165
Other Overnight	$387	$48	$144	$21	$63
Day	$348	$93	$93	$41	$41
Day & Overnight	$1,618	$94	$185	$41	$80
Transportation	$581				
Total	$2,199	$128	$251	$56	$109

Sources: Dean Runyan Associates and TNS Travels America survey.

Detailed travel impact estimates for 2003-2008p are reported on the following page.

Nebraska
Travel Impacts, 2003-2008p

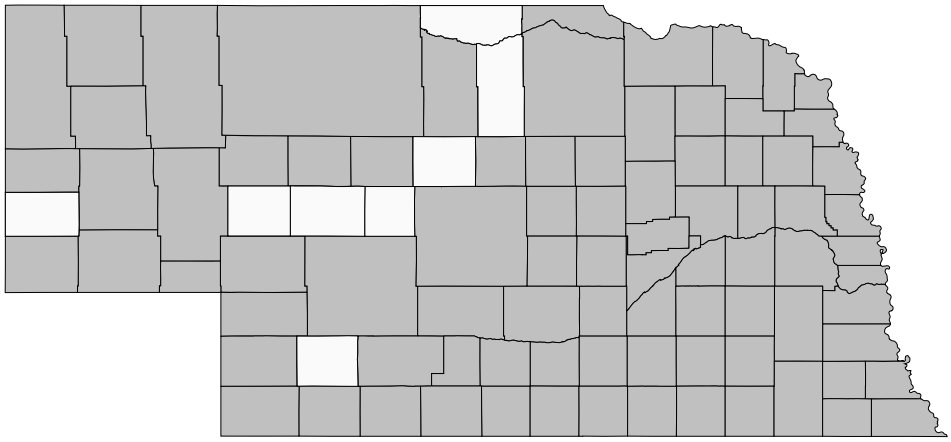
	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	1,582	1,678	1,789	1,920	2,076	2,199
Other Travel*	79	63	68	67	68	70
Total Direct Spending	1,661	1,742	1,857	1,987	2,144	2,269
Visitor Spending by Type of Traveler Accommodation ($Million)						
Hotel, Motel, B&B	787	831	869	947	1,048	1,101
Other Paid Accommodations	61	67	73	81	89	97
Unpaid Accommodations	373	399	439	460	478	512
Day Travel	360	381	408	433	462	489
Spending at Destination	1,582	1,678	1,789	1,920	2,076	2,199
Visitor Spending by Commodity Purchased ($Million)						
Accommodations	295	313	328	360	402	422
Food & Beverage Services	436	457	478	503	538	563
Food Stores	93	97	101	105	112	119
Ground Tran. & Motor Fuel	259	318	394	448	505	563
Arts, Entertainment & Recreation	214	217	214	224	234	241
Retail Sales	266	260	257	263	270	273
Air Transportation (visitor only)	17	15	17	19	16	18
Spending at Destination	1,582	1,678	1,789	1,920	2,076	2,199
Industry Earnings Generated by Travel Spending ($Million)						
Accommodations & Food Service	246	259	270	289	315	329
Arts, Entertainment & Recreation	94	95	93	97	102	105
Retail**	60	62	63	64	67	69
Auto Rental & Ground Tran.	12	12	13	13	14	15
Air Transportation (visitor only)	8	7	6	5	5	5
Other Travel*	46	36	35	31	33	33
Total Direct Earnings	466	470	481	501	535	556
Industry Employment Generated by Travel Spending (Thousand Jobs)						
Accommodations & Food Service	19.4	19.7	20.1	20.8	22.0	22.1
Arts, Entertainment & Recreation	8.7	8.5	8.2	8.3	8.5	8.4
Retail**	3.5	3.5	3.6	3.6	3.7	3.7
Auto Rental & Ground Tran.	0.6	0.6	0.7	0.7	0.8	0.8
Air Transportation (visitor only)	0.2	0.2	0.1	0.1	0.1	0.1
Other Travel*	1.3	1.0	1.0	0.9	0.9	0.9
Total Direct Employment	33.8	33.6	33.7	34.5	36.0	36.0
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	27	29	31	35	38	41
State Tax Receipts	102	108	113	121	129	133
Federal Tax Receipts	76	78	82	85	89	92
Total Direct Tax Receipts	205	215	226	240	257	266

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies. **Retail includes gas service and food stores.

III: NEBRASKA COUNTY TRAVEL IMPACTS

2003-2008P

Summary Findings for 85 of Nebraska's 93 counties[2]



[2] Findings were not reported for those counties where travel spending was estimated to be less than $500,000. However, the estimates that are not reported at the county level are included in the statewide totals.

2008p Nebraska County Travel Impacts

County	Spending ($000)	Earnings ($000)	Jobs	Tax Receipts ($000) Local	State	Total
Adams	24,931	6,296	500	472	1,479	1,951
Antelope	3,848	686	70	24	243	267
Arthur	*Travel Spending less than $500,000*					
Banner	*Travel Spending less than $500,000*					
Blaine	*Travel Spending less than $500,000*					
Boone	6,671	751	80	26	460	485
Box Butte	11,788	2,781	230	190	727	917
Boyd	1,312	172	20	3	83	86
Brown	6,748	1,188	110	57	446	503
Buffalo	90,225	21,733	1,560	1,815	5,563	7,377
Burt	4,785	970	110	27	275	302
Butler	4,682	806	100	19	290	309
Cass	35,758	8,512	600	312	1,999	2,311
Cedar	6,121	752	80	14	408	422
Chase	5,734	910	80	27	371	398
Cherry	18,480	4,322	350	280	1,101	1,381
Cheyenne	25,981	7,120	480	502	1,579	2,081
Clay	2,307	469	60	15	138	154
Colfax	4,497	808	80	25	283	307
Cuming	6,275	1,442	130	16	391	407
Custer	9,584	1,773	170	99	623	722
Dakota	17,354	4,236	310	292	1,095	1,386
Dawes	15,961	3,251	270	172	1,045	1,217
Dawson	22,033	5,485	470	363	1,342	1,706
Deuel	19,044	773	50	32	1,402	1,434
Dixon	2,340	689	60	23	130	153
Dodge	32,821	8,031	570	432	1,961	2,394
Douglas	759,134	216,014	10,880	21,284	41,060	62,343
Dundy	901	277	30	0	52	52
Fillmore	5,882	624	70	20	404	424
Franklin	1,292	348	40	1	73	74
Frontier	1,187	332	50	10	66	76
Furnas	8,120	654	70	16	575	590
Gage	16,102	4,034	330	248	963	1,211
Garden	2,464	206	30	9	171	179
Garfield	6,437	629	70	27	440	468
Gosper	1,210	332	30	0	64	64
Grant	535	144	10	3	31	34
Greeley	901	146	20	0	47	47
Hall	120,055	22,126	1,400	1,699	7,852	9,552
Hamilton	7,247	1,351	100	42	461	503
Harlan	3,788	927	100	30	222	252
Hayes	*Travel Spending less than $500,000*					
Hitchcock	1,184	317	40	0	61	61
Holt	18,301	2,917	290	94	1,224	1,318
Hooker	2,806	930	60	40	171	211
Howard	4,134	710	70	27	265	292

2008p Nebraska County Travel Impacts

County	Spending ($000)	Earnings ($000)	Jobs	Tax Receipts ($000) Local	State	Total
Jefferson	3,045	863	80	37	165	201
Johnson	3,464	662	70	26	222	248
Kearney	3,462	881	70	24	201	225
Keith	51,229	8,062	630	488	3,423	3,911
Keya Paha	*Travel Spending less than $500,000*					
Kimball	4,885	1,091	120	82	297	379
Knox	10,916	1,133	120	62	681	743
Lancaster	330,859	89,720	5,840	5,452	18,522	23,973
Lincoln	71,474	17,985	1,390	1,378	4,386	5,764
Logan	*Travel Spending less than $500,000*					
Loup	638	178	10	5	37	43
McPherson	*Travel Spending less than $500,000*					
Madison	30,720	7,768	570	492	1,898	2,389
Merrick	5,095	901	90	27	327	354
Morrill	6,923	931	80	30	467	496
Nance	2,041	412	40	13	123	136
Nemaha	4,664	936	110	52	292	344
Nuckolls	3,913	691	70	17	249	267
Otoe	18,319	5,014	370	259	1,131	1,391
Pawnee	2,294	305	30	9	152	161
Perkins	1,040	272	40	0	54	54
Phelps	5,810	1,299	140	63	362	425
Pierce	4,845	650	80	22	322	345
Platte	38,502	8,578	710	397	2,417	2,814
Polk	3,627	600	60	3	229	232
Red Willow	10,424	3,130	260	154	613	767
Richardson	3,613	884	80	44	212	257
Rock	*Travel Spending less than $500,000*					
Saline	9,538	1,408	140	35	629	665
Sarpy	117,168	30,923	2,000	1,483	6,741	8,224
Saunders	18,534	3,804	320	109	1,044	1,152
Scotts Bluff	34,654	9,519	670	565	1,981	2,546
Seward	10,770	1,809	170	50	684	735
Sheridan	2,321	657	80	25	134	159
Sherman	1,211	329	40	13	66	78
Sioux	509	131	10	4	29	34
Stanton	1,357	352	40	0	73	73
Thayer	4,482	659	80	14	291	305
Thomas	1,798	540	50	9	102	111
Thurston	3,768	505	50	0	252	252
Valley	4,473	569	60	26	302	328
Washington	17,475	4,100	280	205	929	1,135
Wayne	5,685	1,120	110	31	359	390
Webster	4,720	472	40	12	328	340
Wheeler	594	165	10	0	35	35
York	64,573	8,081	580	500	4,497	4,997
State Total	2,268,751	555,624	36,050	41,009	133,036	174,044

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Adams						
Spending ($000)	18,120	19,375	19,846	20,115	23,124	24,931
Earnings ($000)	4,990	5,246	5,158	5,081	5,902	6,296
Employment (jobs)	450	440	420	410	480	500
Local Taxes ($000)	314	326	325	321	393	472
State Taxes ($000)	1,131	1,209	1,227	1,237	1,408	1,479
Antelope						
Spending ($000)	2,229	2,450	2,748	2,932	3,155	3,848
Earnings ($000)	462	478	495	501	517	686
Employment (jobs)	50	50	60	60	60	70
Local Taxes ($000)	10	10	10	10	11	24
State Taxes ($000)	164	178	192	202	212	243
Boone						
Spending ($000)	3,404	3,999	4,754	5,264	6,299	6,671
Earnings ($000)	548	580	602	615	800	751
Employment (jobs)	70	70	70	70	90	80
Local Taxes ($000)	15	15	15	18	29	26
State Taxes ($000)	313	351	387	414	468	460
Box Butte						
Spending ($000)	8,101	8,825	9,582	10,469	11,845	11,788
Earnings ($000)	2,211	2,344	2,424	2,580	2,928	2,781
Employment (jobs)	240	240	230	240	250	230
Local Taxes ($000)	110	117	121	172	203	190
State Taxes ($000)	542	586	623	672	754	727
Boyd						
Spending ($000)	849	924	1,011	1,106	1,227	1,312
Earnings ($000)	132	138	142	151	166	172
Employment (jobs)	20	20	20	20	20	20
Local Taxes ($000)	2	2	3	3	3	3
State Taxes ($000)	60	65	69	75	81	83
Brown						
Spending ($000)	4,179	4,515	5,483	5,209	6,347	6,748
Earnings ($000)	964	958	1,119	912	1,178	1,188
Employment (jobs)	100	110	120	90	110	110
Local Taxes ($000)	45	44	53	41	56	57
State Taxes ($000)	326	348	401	381	444	446
Buffalo						
Spending ($000)	70,951	70,531	73,363	78,998	87,226	90,225
Earnings ($000)	20,535	19,408	19,053	19,954	21,797	21,733
Employment (jobs)	1,670	1,560	1,480	1,530	1,620	1,560
Local Taxes ($000)	1,310	1,244	1,225	1,318	1,470	1,815
State Taxes ($000)	4,680	4,684	4,798	5,123	5,580	5,563

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Burt						
Spending ($000)	3,453	3,701	3,962	4,204	4,511	4,785
Earnings ($000)	817	848	863	892	937	970
Employment (jobs)	100	110	110	110	110	110
Local Taxes ($000)	24	24	25	25	26	27
State Taxes ($000)	216	231	243	256	270	275
Butler						
Spending ($000)	3,121	3,414	3,776	4,037	4,361	4,682
Earnings ($000)	681	707	727	744	778	806
Employment (jobs)	110	90	110	90	100	100
Local Taxes ($000)	13	13	14	14	14	19
State Taxes ($000)	221	240	257	271	286	290
Cass						
Spending ($000)	31,873	30,714	31,068	33,118	34,686	35,758
Earnings ($000)	8,609	7,947	7,762	8,157	8,425	8,512
Employment (jobs)	690	620	620	610	620	600
Local Taxes ($000)	259	294	281	304	314	312
State Taxes ($000)	1,851	1,787	1,796	1,910	1,984	1,999
Cedar						
Spending ($000)	3,564	4,074	4,742	5,133	5,587	6,121
Earnings ($000)	639	671	700	702	719	752
Employment (jobs)	80	80	80	80	70	80
Local Taxes ($000)	10	10	10	10	11	14
State Taxes ($000)	297	330	361	382	402	408
Chase						
Spending ($000)	3,600	3,883	4,433	4,774	5,354	5,734
Earnings ($000)	775	763	799	809	896	910
Employment (jobs)	90	90	90	80	80	80
Local Taxes ($000)	23	22	23	24	27	27
State Taxes ($000)	277	295	322	340	369	371
Cherry						
Spending ($000)	14,132	14,525	15,264	15,924	17,427	18,480
Earnings ($000)	3,851	3,814	3,824	3,853	4,160	4,322
Employment (jobs)	370	360	340	330	350	350
Local Taxes ($000)	187	184	186	236	267	280
State Taxes ($000)	905	931	967	997	1,073	1,101
Cheyenne						
Spending ($000)	19,941	21,001	22,294	23,229	25,351	25,981
Earnings ($000)	5,993	6,173	6,355	6,518	7,069	7,120
Employment (jobs)	470	470	480	470	500	480
Local Taxes ($000)	303	318	436	454	498	502
State Taxes ($000)	1,258	1,331	1,395	1,451	1,570	1,579

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Clay						
Spending ($000)	1,718	1,825	1,959	2,046	2,165	2,307
Earnings ($000)	407	419	429	435	449	469
Employment (jobs)	60	60	60	60	60	60
Local Taxes ($000)	11	11	11	11	14	15
State Taxes ($000)	112	118	125	130	135	138
Colfax						
Spending ($000)	3,002	3,304	3,589	3,724	4,014	4,497
Earnings ($000)	672	706	708	690	720	808
Employment (jobs)	70	70	70	70	70	80
Local Taxes ($000)	20	21	21	20	21	25
State Taxes ($000)	214	233	246	253	267	283
Cuming						
Spending ($000)	4,481	4,697	5,105	5,417	5,857	6,275
Earnings ($000)	1,294	1,255	1,280	1,308	1,387	1,442
Employment (jobs)	130	120	120	120	130	130
Local Taxes ($000)	0	0	0	0	0	16
State Taxes ($000)	301	320	340	359	381	391
Custer						
Spending ($000)	6,158	6,803	8,261	8,261	9,050	9,584
Earnings ($000)	1,446	1,512	1,782	1,639	1,754	1,773
Employment (jobs)	140	140	170	160	170	170
Local Taxes ($000)	61	63	100	90	98	99
State Taxes ($000)	463	504	583	580	620	623
Dakota						
Spending ($000)	14,346	14,957	15,983	16,768	16,915	17,354
Earnings ($000)	4,112	4,140	4,260	4,370	4,258	4,236
Employment (jobs)	320	310	320	320	330	310
Local Taxes ($000)	210	280	291	302	294	292
State Taxes ($000)	962	998	1,053	1,098	1,099	1,095
Dawes						
Spending ($000)	11,979	12,421	13,436	14,144	15,084	15,961
Earnings ($000)	3,213	3,129	3,128	3,119	3,206	3,251
Employment (jobs)	350	310	310	280	280	270
Local Taxes ($000)	168	161	161	162	169	172
State Taxes ($000)	873	903	948	985	1,036	1,045
Dawson						
Spending ($000)	17,618	18,019	20,209	20,484	21,877	22,033
Earnings ($000)	4,933	4,891	5,381	5,316	5,611	5,485
Employment (jobs)	490	460	500	500	500	470
Local Taxes ($000)	252	316	355	351	375	363
State Taxes ($000)	1,131	1,154	1,277	1,291	1,366	1,342

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Deuel						
Spending ($000)	8,017	10,202	12,939	14,637	17,156	19,044
Earnings ($000)	555	637	671	650	784	773
Employment (jobs)	40	40	50	40	60	50
Local Taxes ($000)	16	16	16	17	36	32
State Taxes ($000)	930	1,071	1,201	1,287	1,406	1,402
Dixon						
Spending ($000)	1,753	1,793	1,868	1,949	2,117	2,340
Earnings ($000)	504	519	541	566	620	689
Employment (jobs)	70	70	70	60	60	60
Local Taxes ($000)	6	7	7	12	14	23
State Taxes ($000)	97	99	103	108	118	130
Dodge						
Spending ($000)	24,895	25,649	27,411	29,245	30,947	32,821
Earnings ($000)	7,138	6,987	7,156	7,435	7,715	8,031
Employment (jobs)	590	570	580	570	560	570
Local Taxes ($000)	288	292	315	392	412	432
State Taxes ($000)	1,560	1,624	1,714	1,818	1,905	1,961
Douglas						
Spending ($000)	570,411	595,277	629,181	676,600	711,437	759,134
Earnings ($000)	174,611	177,568	183,876	193,750	203,482	216,014
Employment (jobs)	9,310	9,540	9,800	10,200	10,550	10,880
Local Taxes ($000)	13,984	15,217	16,162	17,782	19,773	21,284
State Taxes ($000)	30,576	32,456	34,113	36,610	38,708	41,060
Dundy						
Spending ($000)	779	796	806	832	873	901
Earnings ($000)	234	241	244	254	268	277
Employment (jobs)	40	30	30	30	30	30
Local Taxes ($000)	0	0	0	0	0	0
State Taxes ($000)	44	45	46	48	50	52
Fillmore						
Spending ($000)	3,227	3,736	4,395	4,984	5,572	5,882
Earnings ($000)	536	557	571	626	677	624
Employment (jobs)	70	60	60	70	80	70
Local Taxes ($000)	15	15	15	20	24	20
State Taxes ($000)	290	323	354	386	414	404
Franklin						
Spending ($000)	1,103	1,136	1,189	1,219	1,248	1,292
Earnings ($000)	303	312	323	330	338	348
Employment (jobs)	50	40	40	40	40	40
Local Taxes ($000)	1	1	1	1	1	1
State Taxes ($000)	63	65	68	70	71	73

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Frontier						
Spending ($000)	900	962	992	994	1,053	1,187
Earnings ($000)	248	267	274	273	290	332
Employment (jobs)	40	40	40	40	40	50
Local Taxes ($000)	7	8	8	8	9	10
State Taxes ($000)	49	53	55	55	58	66
Furnas						
Spending ($000)	4,051	4,917	5,912	6,697	7,433	8,120
Earnings ($000)	554	608	615	653	669	654
Employment (jobs)	70	70	70	80	80	70
Local Taxes ($000)	13	14	13	15	15	16
State Taxes ($000)	401	457	503	545	577	575
Gage						
Spending ($000)	11,465	13,733	13,326	14,095	16,431	16,102
Earnings ($000)	3,384	3,910	3,556	3,659	4,309	4,034
Employment (jobs)	300	370	320	320	370	330
Local Taxes ($000)	127	198	183	193	241	248
State Taxes ($000)	724	872	838	882	1,015	963
Garden						
Spending ($000)	1,304	1,527	1,802	2,007	2,231	2,464
Earnings ($000)	170	179	182	187	197	206
Employment (jobs)	30	30	30	30	30	30
Local Taxes ($000)	6	6	6	8	8	9
State Taxes ($000)	121	135	148	159	169	171
Garfield						
Spending ($000)	3,299	3,906	4,690	5,302	5,875	6,437
Earnings ($000)	486	519	551	592	616	629
Employment (jobs)	60	70	70	70	70	70
Local Taxes ($000)	16	22	23	26	27	27
State Taxes ($000)	304	343	381	413	438	440
Gosper						
Spending ($000)	1,021	1,042	1,074	1,102	1,170	1,210
Earnings ($000)	284	290	297	304	322	332
Employment (jobs)	40	40	30	40	30	30
Local Taxes ($000)	0	0	0	0	0	0
State Taxes ($000)	54	55	57	59	62	64
Grant						
Spending ($000)	421	435	453	479	511	535
Earnings ($000)	120	123	125	131	139	144
Employment (jobs)	10	10	10	10	10	10
Local Taxes ($000)	2	3	3	3	3	3
State Taxes ($000)	25	26	27	29	30	31

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Greeley						
Spending ($000)	779	798	814	840	869	901
Earnings ($000)	134	136	135	139	142	146
Employment (jobs)	20	20	20	20	20	20
Local Taxes ($000)	0	0	0	0	0	0
State Taxes ($000)	41	42	43	45	46	47
Hall						
Spending ($000)	69,488	75,886	88,479	96,277	113,975	120,055
Earnings ($000)	16,778	16,659	17,943	18,360	22,236	22,126
Employment (jobs)	1,160	1,150	1,200	1,250	1,460	1,400
Local Taxes ($000)	925	932	1,073	1,332	1,716	1,699
State Taxes ($000)	5,412	5,850	6,471	6,896	7,871	7,852
Hamilton						
Spending ($000)	5,088	5,567	5,997	6,176	6,811	7,247
Earnings ($000)	1,207	1,261	1,255	1,215	1,320	1,351
Employment (jobs)	110	110	100	90	100	100
Local Taxes ($000)	38	39	38	37	41	42
State Taxes ($000)	365	395	415	423	455	461
Harlan						
Spending ($000)	2,460	2,664	2,688	2,887	3,339	3,788
Earnings ($000)	637	679	647	686	807	927
Employment (jobs)	80	80	70	70	90	100
Local Taxes ($000)	18	20	18	20	25	30
State Taxes ($000)	151	164	164	175	200	222
Hitchcock						
Spending ($000)	942	975	998	1,055	1,132	1,184
Earnings ($000)	262	269	272	286	305	317
Employment (jobs)	30	30	30	30	40	40
Local Taxes ($000)	0	0	0	0	0	0
State Taxes ($000)	50	51	53	56	59	61
Holt						
Spending ($000)	10,339	11,478	13,418	14,625	16,742	18,301
Earnings ($000)	2,292	2,259	2,389	2,431	2,781	2,917
Employment (jobs)	240	240	260	260	290	290
Local Taxes ($000)	65	66	71	74	88	94
State Taxes ($000)	848	927	1,025	1,090	1,199	1,224
Hooker						
Spending ($000)	1,516	1,561	1,588	1,724	2,631	2,806
Earnings ($000)	500	516	526	568	872	930
Employment (jobs)	40	50	50	50	60	60
Local Taxes ($000)	0	0	0	11	37	40
State Taxes ($000)	91	94	96	104	160	171

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Howard						
Spending ($000)	2,805	2,933	3,367	3,637	3,970	4,134
Earnings ($000)	640	614	664	687	729	710
Employment (jobs)	90	70	80	70	70	70
Local Taxes ($000)	20	18	20	24	29	27
State Taxes ($000)	208	216	239	253	269	265
Jefferson						
Spending ($000)	2,829	2,903	2,967	3,033	3,173	3,045
Earnings ($000)	801	827	845	866	911	863
Employment (jobs)	90	90	90	90	90	80
Local Taxes ($000)	34	36	36	38	40	37
State Taxes ($000)	154	158	162	166	174	165
Johnson						
Spending ($000)	2,213	2,543	2,849	3,030	3,164	3,464
Earnings ($000)	520	576	609	620	616	662
Employment (jobs)	50	60	60	70	70	70
Local Taxes ($000)	20	22	23	24	24	26
State Taxes ($000)	162	183	199	208	214	222
Kearney						
Spending ($000)	3,173	3,005	3,093	3,078	3,888	3,462
Earnings ($000)	971	860	851	812	1,057	881
Employment (jobs)	70	60	60	60	90	70
Local Taxes ($000)	27	24	23	22	32	24
State Taxes ($000)	191	184	187	186	234	201
Keith						
Spending ($000)	33,535	37,242	41,215	44,452	50,668	51,229
Earnings ($000)	7,711	7,890	7,775	7,872	8,923	8,062
Employment (jobs)	760	760	690	680	720	630
Local Taxes ($000)	353	389	467	478	556	488
State Taxes ($000)	2,667	2,910	3,090	3,261	3,581	3,423
Kimball						
Spending ($000)	4,205	4,269	3,869	4,459	5,179	4,885
Earnings ($000)	1,080	1,068	893	1,038	1,223	1,091
Employment (jobs)	110	110	90	120	140	120
Local Taxes ($000)	63	62	50	71	95	82
State Taxes ($000)	271	276	248	283	324	297
Knox						
Spending ($000)	7,136	7,488	8,546	9,175	9,982	10,916
Earnings ($000)	1,023	984	1,024	1,035	1,078	1,133
Employment (jobs)	140	110	110	110	110	120
Local Taxes ($000)	40	50	54	55	57	62
State Taxes ($000)	520	544	595	628	664	681

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Lancaster						
Spending ($000)	275,080	278,294	284,145	300,113	315,028	330,859
Earnings ($000)	79,217	79,086	79,108	82,484	85,985	89,720
Employment (jobs)	5,800	5,590	5,560	5,690	5,780	5,840
Local Taxes ($000)	3,716	3,742	4,212	4,943	5,204	5,452
State Taxes ($000)	15,604	15,855	16,101	17,026	17,825	18,522
Lincoln						
Spending ($000)	57,111	58,767	64,183	66,728	70,865	71,474
Earnings ($000)	16,444	16,470	17,391	17,599	18,417	17,985
Employment (jobs)	1,380	1,360	1,440	1,390	1,470	1,390
Local Taxes ($000)	1,132	1,125	1,214	1,254	1,332	1,378
State Taxes ($000)	3,690	3,794	4,078	4,230	4,467	4,386
Loup						
Spending ($000)	440	448	465	491	729	638
Earnings ($000)	125	126	128	134	211	178
Employment (jobs)	10	10	10	10	10	10
Local Taxes ($000)	0	0	0	2	7	5
State Taxes ($000)	26	27	28	29	44	37
Madison						
Spending ($000)	22,238	23,757	25,608	26,214	29,748	30,720
Earnings ($000)	6,648	6,705	6,917	6,824	7,745	7,768
Employment (jobs)	570	600	590	570	580	570
Local Taxes ($000)	288	397	417	416	492	492
State Taxes ($000)	1,450	1,559	1,659	1,693	1,895	1,898
Merrick						
Spending ($000)	3,285	3,692	3,962	4,467	4,604	5,095
Earnings ($000)	738	793	768	860	825	901
Employment (jobs)	80	90	80	90	90	90
Local Taxes ($000)	22	23	22	26	24	27
State Taxes ($000)	243	269	280	309	313	327
Morrill						
Spending ($000)	3,653	4,215	4,950	5,631	6,232	6,923
Earnings ($000)	656	692	727	810	860	931
Employment (jobs)	80	90	80	80	80	80
Local Taxes ($000)	20	20	21	25	27	30
State Taxes ($000)	316	352	388	425	453	467
Nance						
Spending ($000)	1,198	1,492	1,640	1,780	1,951	2,041
Earnings ($000)	263	338	353	376	409	412
Employment (jobs)	30	40	40	40	40	40
Local Taxes ($000)	7	10	11	12	13	13
State Taxes ($000)	81	99	106	114	123	123

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2207	2008p
Nemaha						
Spending ($000)	3,360	3,671	3,784	4,068	4,261	4,664
Earnings ($000)	836	881	831	867	870	936
Employment (jobs)	90	90	90	90	110	110
Local Taxes ($000)	38	40	36	38	41	52
State Taxes ($000)	234	254	256	272	280	292
Nuckolls						
Spending ($000)	2,760	3,084	3,301	3,399	3,660	3,913
Earnings ($000)	697	719	693	656	678	691
Employment (jobs)	80	90	80	70	70	70
Local Taxes ($000)	17	19	18	17	17	17
State Taxes ($000)	200	222	231	236	248	249
Otoe						
Spending ($000)	14,249	15,270	16,410	17,187	18,848	18,319
Earnings ($000)	4,224	4,469	4,701	4,860	5,309	5,014
Employment (jobs)	350	350	360	370	400	370
Local Taxes ($000)	212	226	240	250	276	259
State Taxes ($000)	911	977	1,043	1,089	1,186	1,131
Pawnee						
Spending ($000)	1,333	1,523	1,929	1,937	2,110	2,294
Earnings ($000)	247	261	329	285	295	305
Employment (jobs)	40	40	50	20	30	30
Local Taxes ($000)	6	6	9	8	9	9
State Taxes ($000)	109	121	143	142	150	152
Perkins						
Spending ($000)	885	918	950	965	1,010	1,040
Earnings ($000)	234	243	251	254	265	272
Employment (jobs)	30	30	40	40	40	40
Local Taxes ($000)	0	0	0	0	0	0
State Taxes ($000)	47	48	50	51	53	54
Phelps						
Spending ($000)	4,568	4,758	4,780	5,317	5,763	5,810
Earnings ($000)	1,214	1,218	1,138	1,261	1,350	1,299
Employment (jobs)	120	130	120	130	150	140
Local Taxes ($000)	59	59	54	61	67	63
State Taxes ($000)	306	318	316	347	371	362
Pierce						
Spending ($000)	2,841	3,211	3,698	4,036	4,550	4,845
Earnings ($000)	536	557	574	590	661	650
Employment (jobs)	70	70	80	80	80	80
Local Taxes ($000)	16	16	16	17	22	22
State Taxes ($000)	234	257	281	299	324	322

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Platte						
Spending ($000)	23,852	25,319	28,134	30,674	33,706	38,502
Earnings ($000)	6,406	6,305	6,549	6,929	7,477	8,578
Employment (jobs)	530	540	540	570	630	710
Local Taxes ($000)	266	270	323	307	334	397
State Taxes ($000)	1,667	1,775	1,916	2,063	2,216	2,417
Polk						
Spending ($000)	2,357	2,588	2,902	3,111	3,379	3,627
Earnings ($000)	508	525	543	555	583	600
Employment (jobs)	60	60	70	60	60	60
Local Taxes ($000)	3	3	3	3	3	3
State Taxes ($000)	172	187	202	213	226	229
Red Willow						
Spending ($000)	8,221	8,886	9,274	9,088	10,281	10,424
Earnings ($000)	2,687	2,837	2,886	2,753	3,128	3,130
Employment (jobs)	260	270	260	250	270	260
Local Taxes ($000)	119	131	135	132	155	154
State Taxes ($000)	485	528	546	538	613	613
Richardson						
Spending ($000)	2,875	2,966	3,088	3,198	3,441	3,613
Earnings ($000)	764	773	780	794	853	884
Employment (jobs)	90	80	80	80	80	80
Local Taxes ($000)	31	31	31	38	43	44
State Taxes ($000)	176	182	188	193	207	212
Saline						
Spending ($000)	6,155	6,883	7,139	8,283	9,131	9,538
Earnings ($000)	1,303	1,357	1,173	1,379	1,474	1,408
Employment (jobs)	130	130	120	140	150	140
Local Taxes ($000)	34	35	29	35	38	35
State Taxes ($000)	485	532	535	601	642	629
Sarpy						
Spending ($000)	74,382	78,641	83,714	92,198	101,995	117,168
Earnings ($000)	21,435	21,656	22,329	24,302	26,834	30,923
Employment (jobs)	1,490	1,510	1,490	1,660	1,780	2,000
Local Taxes ($000)	622	807	829	958	1,162	1,483
State Taxes ($000)	4,415	4,706	4,964	5,455	5,977	6,741
Saunders						
Spending ($000)	14,147	14,672	15,851	16,688	17,586	18,534
Earnings ($000)	3,451	3,389	3,522	3,586	3,699	3,804
Employment (jobs)	290	300	300	300	320	320
Local Taxes ($000)	89	89	97	105	107	109
State Taxes ($000)	840	878	937	982	1,023	1,044

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Scotts Bluff						
Spending ($000)	29,186	30,406	31,259	32,775	34,006	34,654
Earnings ($000)	9,105	9,170	9,082	9,269	9,524	9,519
Employment (jobs)	700	690	680	700	690	670
Local Taxes ($000)	389	486	507	546	569	565
State Taxes ($000)	1,709	1,786	1,808	1,910	1,985	1,981
Seward						
Spending ($000)	7,238	8,027	8,803	9,415	10,143	10,770
Earnings ($000)	1,597	1,682	1,692	1,726	1,794	1,809
Employment (jobs)	180	180	180	180	170	170
Local Taxes ($000)	47	48	48	49	51	50
State Taxes ($000)	530	580	616	648	682	684
Sheridan						
Spending ($000)	2,347	2,294	2,214	2,231	2,364	2,321
Earnings ($000)	695	673	638	640	679	657
Employment (jobs)	80	80	70	80	90	80
Local Taxes ($000)	27	25	24	24	26	25
State Taxes ($000)	138	135	130	131	139	134
Sherman						
Spending ($000)	979	1,015	1,051	1,068	1,196	1,211
Earnings ($000)	267	277	285	289	329	329
Employment (jobs)	40	40	50	50	40	40
Local Taxes ($000)	7	8	8	9	13	13
State Taxes ($000)	53	55	57	58	66	66
Sioux						
Spending ($000)	375	406	427	462	514	509
Earnings ($000)	98	107	110	120	135	131
Employment (jobs)	10	10	10	10	10	10
Local Taxes ($000)	3	3	3	4	5	4
State Taxes ($000)	22	24	25	27	30	29
Stanton						
Spending ($000)	1,177	1,217	1,270	1,297	1,318	1,357
Earnings ($000)	307	318	332	338	343	352
Employment (jobs)	30	30	40	40	40	40
Local Taxes ($000)	0	0	0	0	0	0
State Taxes ($000)	64	66	69	70	71	73
Thayer						
Spending ($000)	3,078	3,444	3,676	4,076	4,412	4,482
Earnings ($000)	662	699	654	706	730	659
Employment (jobs)	90	90	70	80	90	80
Local Taxes ($000)	13	14	12	14	15	14
State Taxes ($000)	235	258	267	289	304	291

County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Thomas						
Spending ($000)	1,467	1,502	1,547	1,739	1,882	1,798
Earnings ($000)	447	458	468	529	572	540
Employment (jobs)	40	40	40	50	50	50
Local Taxes ($000)	0	0	7	9	10	9
State Taxes ($000)	83	86	88	100	108	102
Thurston						
Spending ($000)	2,158	2,470	2,878	3,153	3,469	3,768
Earnings ($000)	408	430	451	465	490	505
Employment (jobs)	50	60	50	50	50	50
Local Taxes ($000)	0	0	0	0	0	0
State Taxes ($000)	180	200	220	235	249	252
Valley						
Spending ($000)	3,395	4,513	3,249	3,983	4,457	4,473
Earnings ($000)	756	1,032	463	611	670	569
Employment (jobs)	90	120	50	60	70	60
Local Taxes ($000)	33	48	18	30	34	26
State Taxes ($000)	269	339	255	297	321	302
Washington						
Spending ($000)	13,924	14,441	14,996	15,585	16,660	17,475
Earnings ($000)	3,584	3,603	3,658	3,721	3,953	4,100
Employment (jobs)	280	270	290	290	280	280
Local Taxes ($000)	149	174	173	176	197	205
State Taxes ($000)	753	788	815	845	901	929
Wayne						
Spending ($000)	4,281	4,450	4,888	5,255	5,534	5,685
Earnings ($000)	1,184	1,114	1,128	1,158	1,167	1,120
Employment (jobs)	110	120	120	130	120	110
Local Taxes ($000)	32	32	32	34	34	31
State Taxes ($000)	299	314	336	356	368	359
Webster						
Spending ($000)	2,502	2,967	3,620	3,950	4,411	4,720
Earnings ($000)	397	427	473	466	498	472
Employment (jobs)	50	50	50	50	50	40
Local Taxes ($000)	11	11	13	12	14	12
State Taxes ($000)	232	262	294	311	333	328
Wheeler						
Spending ($000)	454	473	502	527	566	594
Earnings ($000)	132	136	142	148	158	165
Employment (jobs)	10	10	10	10	10	10
Local Taxes ($000)	0	0	0	0	0	0
State Taxes ($000)	27	28	30	32	34	35

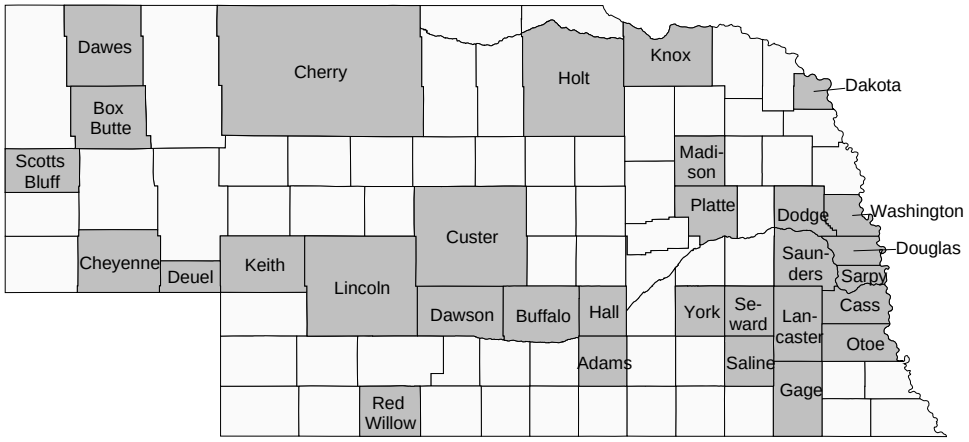
County Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
York						
Spending ($000)	35,457	40,481	47,609	53,825	60,898	64,573
Earnings ($000)	6,741	6,859	7,076	7,631	8,457	8,081
Employment (jobs)	610	600	590	630	630	580
Local Taxes ($000)	315	312	342	469	530	500
State Taxes ($000)	3,208	3,538	3,882	4,215	4,563	4,497

IV: NEBRASKA COUNTY TRAVEL IMPACTS

2003-2008P

Detailed Findings for 31 Nebraska Counties



Adams County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	18.1	19.4	19.8	20.1	23.1	24.9
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	18.1	19.4	19.8	20.1	23.1	24.9
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations**	9.6	10.1	9.6	9.4	11.5	12.4
Unpaid Accommodations	3.5	3.7	3.9	3.9	4.0	4.2
Day Travel	3.1	3.2	3.2	3.2	3.4	3.6
Non Transportation Total	16.3	17.0	16.7	16.5	19.0	20.3
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	11.3	11.9	11.7	11.5	13.6	14.7
Retail	5.0	5.1	5.0	5.0	5.3	5.6
Transportation	1.8	2.4	3.1	3.6	4.1	4.7
Spending at Destination	18.1	19.4	19.8	20.1	23.1	24.9
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	4.2	4.4	4.3	4.2	5.0	5.3
Retail & Transportation	0.8	0.9	0.9	0.9	0.9	1.0
Total Direct Earnings	5.0	5.2	5.2	5.1	5.9	6.3
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	400	390	360	360	420	440
Retail & Transportation	50	50	50	50	60	60
Total Direct Earnings	450	440	420	410	480	500
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.3	0.3	0.3	0.3	0.4	0.5
State Tax Receipts	1.1	1.2	1.2	1.2	1.4	1.5
Total Direct Tax Receipts	1.4	1.5	1.6	1.6	1.8	2.0

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.
**Visitor room sales estimates for 2005 adjusted down to reflect impact of hail storm on lodging sales.

Box Butte County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	8.0	8.7	9.4	10.3	11.7	11.7
Other Travel*	0.1	0.1	0.2	0.2	0.1	0.1
Total Direct Spending	8.1	8.8	9.6	10.5	11.8	11.8
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	4.2	4.4	4.6	5.1	6.0	5.6
Unpaid Accommodations	1.3	1.4	1.4	1.4	1.4	1.5
Day Travel	1.2	1.2	1.2	1.3	1.4	1.3
Non Transportation Total	6.7	7.0	7.2	7.8	8.9	8.4
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	4.9	5.2	5.4	5.9	6.9	6.5
Retail	1.8	1.8	1.8	1.9	2.0	2.0
Transportation	1.3	1.7	2.2	2.5	2.8	3.2
Spending at Destination	8.0	8.7	9.4	10.3	11.7	11.7
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	1.8	1.9	2.0	2.2	2.5	2.3
Retail & Transportation	0.4	0.4	0.5	0.4	0.4	0.4
Total Direct Earnings	2.2	2.3	2.4	2.6	2.9	2.8
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	210	210	200	210	220	200
Retail & Transportation	30	30	30	30	30	30
Total Direct Earnings	240	240	230	240	250	230
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.1	0.1	0.1	0.2	0.2	0.2
State Tax Receipts	0.5	0.6	0.6	0.7	0.8	0.7
Total Direct Tax Receipts	0.7	0.7	0.7	0.8	1.0	0.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Buffalo County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	68.5	68.5	71.1	76.9	85.2	88.1
Other Travel*	2.4	2.0	2.3	2.1	2.0	2.2
Total Direct Spending	71.0	70.5	73.4	79.0	87.2	90.2
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	40.8	38.2	37.0	39.6	44.1	43.9
Unpaid Accommodations	4.4	4.5	4.8	4.9	5.1	5.3
Day Travel	13.5	12.7	12.4	12.9	13.8	13.9
Non Transportation Total	58.6	55.5	54.2	57.4	63.0	63.1
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	44.6	42.4	41.6	44.4	49.2	49.3
Retail	14.1	13.1	12.7	13.0	13.8	13.8
Transportation	9.9	13.0	16.9	19.4	22.2	24.9
Spending at Destination	68.5	68.5	71.1	76.9	85.2	88.1
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	16.4	15.5	15.2	16.2	17.9	17.8
Retail & Transportation	4.2	3.9	3.9	3.8	3.9	4.0
Total Direct Earnings	20.5	19.4	19.1	20.0	21.8	21.7
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	1,460	1,360	1,280	1,330	1,420	1,370
Retail & Transportation	210	200	200	200	200	190
Total Direct Earnings	1,670	1,560	1,480	1,530	1,620	1,560
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	1.3	1.2	1.2	1.3	1.5	1.8
State Tax Receipts	4.7	4.7	4.8	5.1	5.6	5.6
Total Direct Tax Receipts	6.0	5.9	6.0	6.4	7.1	7.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Cass County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	30.8	29.9	30.3	32.4	33.9	34.9
Other Travel*	1.1	0.8	0.8	0.8	0.8	0.8
Total Direct Spending	31.9	30.7	31.1	33.1	34.7	35.8
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	11.4	9.8	8.9	9.7	10.0	9.7
Unpaid Accommodations	6.0	6.3	6.5	6.7	6.8	7.1
Day Travel	6.8	6.6	6.5	6.8	7.0	7.1
Non Transportation Total	24.7	23.0	22.4	23.6	24.2	24.4
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	17.1	15.8	15.3	16.4	16.8	16.9
Retail	7.6	7.2	7.0	7.2	7.4	7.5
Transportation	6.1	6.9	7.9	8.8	9.6	10.6
Spending at Destination	30.8	29.9	30.3	32.4	33.9	34.9
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	6.1	5.7	5.5	5.8	6.0	6.0
Retail & Transportation	2.5	2.3	2.3	2.3	2.4	2.5
Total Direct Earnings	8.6	7.9	7.8	8.2	8.4	8.5
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	560	510	510	490	490	480
Retail & Transportation	130	120	110	120	130	130
Total Direct Earnings	690	620	620	610	620	600
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Receipts	1.9	1.8	1.8	1.9	2.0	2.0
Total Direct Tax Receipts	2.1	2.1	2.1	2.2	2.3	2.3

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Cherry County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	14.1	14.5	15.3	15.9	17.4	18.5
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	14.1	14.5	15.3	15.9	17.4	18.5
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	9.5	9.3	9.3	9.4	10.3	10.7
Unpaid Accommodations	0.6	0.7	0.7	0.7	0.7	0.7
Day Travel	2.0	2.0	2.0	2.0	2.1	2.2
Non Transportation Total	12.3	12.1	12.1	12.2	13.2	13.7
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	8.7	8.6	8.7	8.8	9.6	10.0
Retail	3.5	3.4	3.4	3.4	3.6	3.7
Transportation	1.9	2.5	3.2	3.7	4.2	4.8
Spending at Destination	14.1	14.5	15.3	15.9	17.4	18.5
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	3.2	3.2	3.2	3.2	3.5	3.6
Retail & Transportation	0.6	0.6	0.6	0.6	0.7	0.7
Total Direct Earnings	3.9	3.8	3.8	3.9	4.2	4.3
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	330	310	300	290	300	310
Retail & Transportation	40	40	40	40	40	40
Total Direct Earnings	370	360	340	330	350	350
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.2	0.2	0.2	0.2	0.3	0.3
State Tax Receipts	0.9	0.9	1.0	1.0	1.1	1.1
Total Direct Tax Receipts	1.1	1.1	1.2	1.2	1.3	1.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Cheyenne County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	19.5	20.7	22.0	22.9	25.0	25.7
Other Travel*	0.4	0.3	0.3	0.3	0.3	0.3
Total Direct Spending	19.9	21.0	22.3	23.2	25.4	26.0
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	12.4	13.0	13.5	14.0	15.3	15.3
Unpaid Accommodations	1.3	1.3	1.4	1.4	1.4	1.5
Day Travel	4.1	4.2	4.3	4.3	4.6	4.6
Non Transportation Total	17.9	18.5	19.1	19.7	21.3	21.4
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	13.5	14.2	14.8	15.3	16.7	16.8
Retail	4.4	4.3	4.3	4.4	4.6	4.6
Transportation	1.7	2.2	2.8	3.3	3.7	4.2
Spending at Destination	19.5	20.7	22.0	22.9	25.0	25.7
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	5.0	5.2	5.4	5.6	6.1	6.1
Retail & Transportation	1.0	0.9	1.0	0.9	1.0	1.0
Total Direct Earnings	6.0	6.2	6.4	6.5	7.1	7.1
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	430	430	440	420	450	440
Retail & Transportation	50	50	40	40	40	40
Total Direct Earnings	470	470	480	470	500	480
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.3	0.3	0.4	0.5	0.5	0.5
State Tax Receipts	1.3	1.3	1.4	1.5	1.6	1.6
Total Direct Tax Receipts	1.6	1.6	1.8	1.9	2.1	2.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Custer County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	6.2	6.8	8.3	8.3	9.0	9.6
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	6.2	6.8	8.3	8.3	9.0	9.6
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	2.1	2.2	2.9	2.5	2.8	2.7
Unpaid Accommodations	1.4	1.5	1.5	1.5	1.5	1.6
Day Travel	0.9	0.9	1.0	1.0	1.0	1.0
Non Transportation Total	4.5	4.6	5.4	5.0	5.3	5.4
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	3.1	3.2	3.9	3.6	3.9	3.9
Retail	1.4	1.4	1.5	1.4	1.4	1.5
Transportation	1.7	2.2	2.8	3.3	3.7	4.2
Spending at Destination	6.2	6.8	8.3	8.3	9.0	9.6
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	1.2	1.2	1.4	1.3	1.4	1.4
Retail & Transportation	0.3	0.3	0.3	0.3	0.3	0.3
Total Direct Earnings	1.4	1.5	1.8	1.6	1.8	1.8
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	120	120	140	140	150	150
Retail & Transportation	20	20	20	20	20	20
Total Direct Earnings	140	140	170	160	170	170
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.5	0.5	0.6	0.6	0.6	0.6
Total Direct Tax Receipts	0.5	0.6	0.7	0.7	0.7	0.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Dakota County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	14.3	15.0	16.0	16.8	16.9	17.4
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	14.3	15.0	16.0	16.8	16.9	17.4
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	8.6	8.6	8.9	9.1	8.8	8.6
Unpaid Accommodations	2.0	2.1	2.1	2.2	2.3	2.3
Day Travel	2.0	1.9	2.0	2.0	2.0	2.0
Non Transportation Total	12.6	12.7	13.0	13.3	13.0	12.9
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	9.7	9.9	10.2	10.5	10.2	10.2
Retail	2.9	2.8	2.8	2.8	2.7	2.7
Transportation	1.7	2.3	3.0	3.4	3.9	4.4
Spending at Destination	14.3	15.0	16.0	16.8	16.9	17.4
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	3.6	3.6	3.7	3.8	3.7	3.7
Retail & Transportation	0.5	0.5	0.5	0.5	0.5	0.5
Total Direct Earnings	4.1	4.1	4.3	4.4	4.3	4.2
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	280	270	290	290	300	280
Retail & Transportation	30	30	30	30	30	30
Total Direct Earnings	320	310	320	320	330	310
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.2	0.3	0.3	0.3	0.3	0.3
State Tax Receipts	1.0	1.0	1.1	1.1	1.1	1.1
Total Direct Tax Receipts	1.2	1.3	1.3	1.4	1.4	1.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Dawes County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	11.8	12.3	13.2	13.9	14.9	15.8
Other Travel*	0.1	0.1	0.2	0.2	0.1	0.1
Total Direct Spending	12.0	12.4	13.4	14.1	15.1	16.0
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	7.0	6.7	6.6	6.6	6.8	6.9
Unpaid Accommodations	0.9	0.9	1.0	1.0	1.0	1.0
Day Travel	1.3	1.2	1.2	1.2	1.2	1.2
Non Transportation Total	9.3	8.9	8.8	8.8	9.1	9.2
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	7.4	7.1	7.1	7.1	7.4	7.5
Retail	1.9	1.8	1.7	1.7	1.7	1.7
Transportation	2.6	3.4	4.5	5.1	5.8	6.6
Spending at Destination	11.8	12.3	13.2	13.9	14.9	15.8
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	2.7	2.6	2.6	2.6	2.7	2.7
Retail & Transportation	0.5	0.5	0.5	0.5	0.5	0.5
Total Direct Earnings	3.2	3.1	3.1	3.1	3.2	3.3
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	320	290	280	250	250	250
Retail & Transportation	30	30	30	20	30	30
Total Direct Earnings	350	310	310	280	280	270
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Receipts	0.9	0.9	0.9	1.0	1.0	1.0
Total Direct Tax Receipts	1.0	1.1	1.1	1.1	1.2	1.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Dawson County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	17.6	18.0	20.2	20.5	21.9	22.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	17.6	18.0	20.2	20.5	21.9	22.0
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	8.7	8.5	9.6	9.4	10.0	9.6
Unpaid Accommodations	2.6	2.6	2.8	2.8	2.9	3.0
Day Travel	4.3	4.3	4.6	4.5	4.7	4.6
Non Transportation Total	15.8	15.6	17.1	16.9	17.8	17.4
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	11.2	11.2	12.5	12.3	13.1	12.8
Retail	4.6	4.4	4.6	4.6	4.7	4.7
Transportation	1.8	2.4	3.1	3.6	4.1	4.6
Spending at Destination	17.6	18.0	20.2	20.5	21.9	22.0
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	4.2	4.1	4.6	4.5	4.8	4.7
Retail & Transportation	0.8	0.8	0.8	0.8	0.8	0.8
Total Direct Earnings	4.9	4.9	5.4	5.3	5.6	5.5
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	440	420	450	460	450	430
Retail & Transportation	50	50	50	40	50	40
Total Direct Earnings	490	460	500	500	500	470
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.3	0.3	0.4	0.4	0.4	0.4
State Tax Receipts	1.1	1.2	1.3	1.3	1.4	1.3
Total Direct Tax Receipts	1.4	1.5	1.6	1.6	1.7	1.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Deuel County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	8.0	10.2	12.9	14.6	17.2	19.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	8.0	10.2	12.9	14.6	17.2	19.0
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	0.6	0.6	0.6	0.5	0.9	0.8
Unpaid Accommodations	0.2	0.2	0.2	0.2	0.2	0.2
Day Travel	0.3	0.3	0.3	0.3	0.3	0.3
Non Transportation Total	1.1	1.1	1.1	0.9	1.5	1.3
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	0.6	0.6	0.6	0.5	0.9	0.8
Retail	0.5	0.5	0.5	0.4	0.6	0.5
Transportation	6.9	9.1	11.9	13.7	15.7	17.7
Spending at Destination	8.0	10.2	12.9	14.6	17.2	19.0
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	0.1	0.1	0.1	0.1	0.2	0.2
Retail & Transportation	0.4	0.5	0.6	0.6	0.6	0.6
Total Direct Earnings	0.6	0.6	0.7	0.6	0.8	0.8
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	10	10	10	10	20	20
Retail & Transportation	30	30	40	30	40	30
Total Direct Earnings	40	40	50	40	60	50
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Receipts	0.9	1.1	1.2	1.3	1.4	1.4
Total Direct Tax Receipts	0.9	1.1	1.2	1.3	1.4	1.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Dodge County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	23.3	24.5	26.3	28.2	29.9	31.8
Other Travel*	1.6	1.2	1.1	1.0	1.0	1.1
Total Direct Spending	24.9	25.6	27.4	29.2	30.9	32.8
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	8.7	8.7	8.8	9.7	10.2	10.7
Unpaid Accommodations	7.8	8.0	8.4	8.5	8.7	9.0
Day Travel	3.4	3.4	3.5	3.6	3.7	3.8
Non Transportation Total	20.2	20.4	20.9	22.1	22.8	23.8
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	14.5	14.8	15.3	16.3	17.0	17.8
Retail	5.7	5.6	5.7	5.8	5.9	6.0
Transportation	3.1	4.1	5.3	6.2	7.1	8.0
Spending at Destination	23.3	24.5	26.3	28.2	29.9	31.8
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	5.2	5.3	5.4	5.8	6.0	6.3
Retail & Transportation	1.9	1.7	1.7	1.7	1.7	1.7
Total Direct Earnings	7.1	7.0	7.2	7.4	7.7	8.0
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	510	500	510	500	490	490
Retail & Transportation	80	80	80	70	70	70
Total Direct Earnings	590	570	580	570	560	570
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Receipts	1.6	1.6	1.7	1.8	1.9	2.0
Total Direct Tax Receipts	1.8	1.9	2.0	2.2	2.3	2.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Douglas County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	525.6	559.9	590.7	636.7	671.2	717.5
Other Travel*	44.8	35.4	38.5	39.9	40.2	41.7
Total Direct Spending	570.4	595.3	629.2	676.6	711.4	759.1
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	256.1	278.6	291.6	320.7	342.7	368.4
Unpaid Accommodations	95.3	99.0	104.1	106.8	110.0	115.2
Day Travel	104.9	110.0	114.0	119.9	124.8	131.8
Non Transportation Total	456.9	488.2	510.5	548.1	578.4	616.2
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	341.4	370.5	390.8	423.8	450.3	482.6
Retail	115.6	117.7	119.7	124.3	128.0	133.6
Transportation	68.7	71.7	80.1	88.6	92.9	101.2
Spending at Destination	525.6	559.9	590.7	636.7	671.2	717.5
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	119.9	129.8	136.5	147.7	156.6	167.6
Retail & Transportation	54.7	47.8	47.4	46.1	46.9	48.4
Total Direct Earnings	174.6	177.6	183.9	193.7	203.5	216.0
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	7,400	7,820	8,070	8,470	8,790	9,090
Retail & Transportation	1,910	1,720	1,730	1,730	1,760	1,780
Total Direct Earnings	9,310	9,540	9,800	10,200	10,550	10,880
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	14.0	15.2	16.2	17.8	19.8	21.3
State Tax Receipts	30.6	32.5	34.1	36.6	38.7	41.1
Total Direct Tax Receipts	44.6	47.7	50.3	54.4	58.5	62.3

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Gage County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	10.4	13.0	12.6	13.4	15.7	15.3
Other Travel*	1.0	0.8	0.7	0.7	0.7	0.8
Total Direct Spending	11.5	13.7	13.3	14.1	16.4	16.1
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	4.1	5.9	4.9	5.1	6.7	5.9
Unpaid Accommodations	2.8	2.9	3.0	3.1	3.1	3.2
Day Travel	1.9	2.1	2.0	2.0	2.2	2.1
Non Transportation Total	8.9	10.9	9.9	10.3	12.1	11.3
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	6.0	7.8	6.9	7.3	8.8	8.1
Retail	2.9	3.1	3.0	3.0	3.2	3.2
Transportation	1.6	2.1	2.7	3.1	3.6	4.1
Spending at Destination	10.4	13.0	12.6	13.4	15.7	15.3
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	2.2	2.9	2.5	2.7	3.2	3.0
Retail & Transportation	1.2	1.0	1.0	1.0	1.1	1.1
Total Direct Earnings	3.4	3.9	3.6	3.7	4.3	4.0
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	250	320	270	270	320	280
Retail & Transportation	50	50	50	50	50	50
Total Direct Earnings	300	370	320	320	370	330
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.1	0.2	0.2	0.2	0.2	0.2
State Tax Receipts	0.7	0.9	0.8	0.9	1.0	1.0
Total Direct Tax Receipts	0.9	1.1	1.0	1.1	1.3	1.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Hall County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	66.5	73.4	85.6	93.8	111.6	117.5
Other Travel*	3.0	2.5	2.9	2.4	2.4	2.5
Total Direct Spending	69.5	75.9	88.5	96.3	114.0	120.1
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	27.1	27.0	29.4	31.3	40.7	39.9
Unpaid Accommodations	5.7	5.9	6.2	6.3	6.5	6.9
Day Travel	11.1	11.0	11.5	11.9	13.8	13.9
Non Transportation Total	44.0	43.9	47.2	49.5	61.1	60.7
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	32.4	32.7	35.6	37.7	47.5	47.1
Retail	11.6	11.3	11.6	11.9	13.6	13.5
Transportation	22.5	29.5	38.4	44.3	50.5	56.8
Spending at Destination	66.5	73.4	85.6	93.8	111.6	117.5
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	11.9	12.0	13.0	13.7	17.2	17.0
Retail & Transportation	4.8	4.7	5.0	4.7	5.1	5.1
Total Direct Earnings	16.8	16.7	17.9	18.4	22.2	22.1
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	930	910	960	1,010	1,210	1,160
Retail & Transportation	230	230	250	240	250	240
Total Direct Earnings	1,160	1,150	1,200	1,250	1,460	1,400
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.9	0.9	1.1	1.3	1.7	1.7
State Tax Receipts	5.4	5.8	6.5	6.9	7.9	7.9
Total Direct Tax Receipts	6.3	6.8	7.5	8.2	9.6	9.6

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Holt County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	9.9	11.1	13.1	14.3	16.4	18.0
Other Travel*	0.5	0.3	0.3	0.3	0.3	0.3
Total Direct Spending	10.3	11.5	13.4	14.6	16.7	18.3
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	3.3	3.3	3.5	3.7	4.5	4.8
Unpaid Accommodations	1.4	1.4	1.4	1.4	1.4	1.5
Day Travel	1.1	1.1	1.1	1.2	1.2	1.3
Non Transportation Total	5.8	5.8	6.2	6.3	7.3	7.6
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	4.0	4.1	4.4	4.6	5.4	5.7
Retail	1.8	1.7	1.8	1.8	1.9	1.9
Transportation	4.0	5.3	6.9	8.0	9.2	10.3
Spending at Destination	9.9	11.1	13.1	14.3	16.4	18.0
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	1.5	1.5	1.6	1.7	2.0	2.1
Retail & Transportation	0.8	0.7	0.8	0.7	0.8	0.8
Total Direct Earnings	2.3	2.3	2.4	2.4	2.8	2.9
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	190	180	210	210	230	240
Retail & Transportation	50	50	60	60	60	60
Total Direct Earnings	240	240	260	260	290	290
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.8	0.9	1.0	1.1	1.2	1.2
Total Direct Tax Receipts	0.9	1.0	1.1	1.2	1.3	1.3

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Keith County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	33.2	37.0	41.0	44.2	50.4	51.0
Other Travel*	0.4	0.3	0.3	0.2	0.3	0.3
Total Direct Spending	33.5	37.2	41.2	44.5	50.7	51.2
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	15.2	15.5	15.1	15.4	17.9	15.6
Unpaid Accommodations	1.1	1.1	1.1	1.1	1.2	1.2
Day Travel	5.3	5.2	5.1	5.1	5.6	5.2
Non Transportation Total	22.0	22.3	21.9	22.2	25.2	22.5
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	16.3	16.7	16.5	16.8	19.3	17.1
Retail	5.8	5.6	5.4	5.4	5.9	5.5
Transportation	11.1	14.7	19.1	22.0	25.2	28.4
Spending at Destination	33.2	37.0	41.0	44.2	50.4	51.0
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	6.0	6.2	6.0	6.1	7.0	6.2
Retail & Transportation	1.7	1.7	1.7	1.7	1.9	1.8
Total Direct Earnings	7.7	7.9	7.8	7.9	8.9	8.1
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	660	650	590	590	630	540
Retail & Transportation	100	110	100	90	100	90
Total Direct Earnings	760	760	690	680	720	630
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.4	0.4	0.5	0.5	0.6	0.5
State Tax Receipts	2.7	2.9	3.1	3.3	3.6	3.4
Total Direct Tax Receipts	3.0	3.3	3.6	3.7	4.1	3.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Knox County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	7.1	7.5	8.5	9.2	10.0	10.9
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	7.1	7.5	8.5	9.2	10.0	10.9
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	2.6	2.3	2.4	2.4	2.6	2.8
Unpaid Accommodations	1.2	1.2	1.2	1.2	1.2	1.3
Day Travel	1.1	1.0	1.0	1.0	1.1	1.1
Non Transportation Total	5.0	4.7	4.9	5.0	5.2	5.5
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	3.3	3.0	3.2	3.3	3.4	3.7
Retail	1.7	1.7	1.7	1.7	1.7	1.8
Transportation	2.1	2.8	3.7	4.2	4.8	5.4
Spending at Destination	7.1	7.5	8.5	9.2	10.0	10.9
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	0.7	0.6	0.6	0.6	0.7	0.7
Retail & Transportation	0.4	0.4	0.4	0.4	0.4	0.4
Total Direct Earnings	1.0	1.0	1.0	1.0	1.1	1.1
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	110	80	80	80	80	90
Retail & Transportation	30	30	30	30	30	30
Total Direct Earnings	140	110	110	110	110	120
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Receipts	0.5	0.5	0.6	0.6	0.7	0.7
Total Direct Tax Receipts	0.6	0.6	0.6	0.7	0.7	0.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Lancaster County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	266.7	270.8	276.2	293.1	307.8	323.6
Other Travel*	8.4	7.5	8.0	7.0	7.2	7.2
Total Direct Spending	275.1	278.3	284.1	300.1	315.0	330.9
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	126.8	125.6	123.1	132.3	138.7	144.4
Unpaid Accommodations	50.5	52.3	55.2	56.7	58.6	61.6
Day Travel	57.9	58.1	58.6	60.9	63.2	65.8
Non Transportation Total	235.4	236.2	237.1	250.2	260.9	272.0
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	171.2	173.5	175.0	186.3	195.2	204.4
Retail	64.2	62.7	62.1	63.9	65.7	67.7
Transportation	31.2	34.6	39.1	42.9	46.9	51.6
Spending at Destination	266.7	270.8	276.2	293.1	307.8	323.6
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	61.1	61.8	62.0	65.8	68.8	72.0
Retail & Transportation	18.2	17.3	17.1	16.7	17.2	17.7
Total Direct Earnings	79.2	79.1	79.1	82.5	86.0	89.7
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	4,910	4,770	4,740	4,870	4,930	4,980
Retail & Transportation	890	830	820	820	850	860
Total Direct Earnings	5,800	5,590	5,560	5,690	5,780	5,840
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	3.7	3.7	4.2	4.9	5.2	5.5
State Tax Receipts	15.6	15.9	16.1	17.0	17.8	18.5
Total Direct Tax Receipts	19.3	19.6	20.3	22.0	23.0	24.0

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Lincoln County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	56.6	58.1	63.3	66.0	70.3	70.8
Other Travel*	0.5	0.7	0.9	0.8	0.6	0.7
Total Direct Spending	57.1	58.8	64.2	66.7	70.9	71.5
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	34.1	33.7	35.7	36.6	38.8	37.6
Unpaid Accommodations	4.1	4.3	4.5	4.6	4.7	4.9
Day Travel	11.7	11.5	11.9	12.0	12.4	12.2
Non Transportation Total	50.1	49.6	52.3	53.4	56.1	54.9
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	37.9	37.8	40.3	41.4	43.8	42.8
Retail	12.2	11.8	12.0	12.0	12.3	12.1
Transportation	6.5	8.5	11.0	12.6	14.2	16.0
Spending at Destination	56.6	58.1	63.3	66.0	70.3	70.8
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	13.9	13.9	14.7	15.1	15.9	15.5
Retail & Transportation	2.5	2.6	2.7	2.5	2.5	2.5
Total Direct Earnings	16.4	16.5	17.4	17.6	18.4	18.0
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	1,230	1,220	1,290	1,240	1,320	1,250
Retail & Transportation	150	150	160	150	150	150
Total Direct Earnings	1,380	1,360	1,440	1,390	1,470	1,390
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	1.1	1.1	1.2	1.3	1.3	1.4
State Tax Receipts	3.7	3.8	4.1	4.2	4.5	4.4
Total Direct Tax Receipts	4.8	4.9	5.3	5.5	5.8	5.8

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Madison County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	20.6	22.6	24.5	25.2	28.7	29.6
Other Travel*	1.6	1.2	1.1	1.0	1.1	1.1
Total Direct Spending	22.2	23.8	25.6	26.2	29.7	30.7
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	10.6	11.4	11.9	11.7	14.1	14.0
Unpaid Accommodations	3.8	3.9	4.0	4.1	4.0	4.2
Day Travel	3.0	3.1	3.2	3.1	3.4	3.4
Non Transportation Total	17.4	18.4	19.1	18.9	21.5	21.6
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	12.9	13.9	14.5	14.4	16.8	16.8
Retail	4.5	4.6	4.6	4.5	4.8	4.8
Transportation	3.2	4.2	5.4	6.2	7.1	8.0
Spending at Destination	20.6	22.6	24.5	25.2	28.7	29.6
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	4.8	5.1	5.3	5.3	6.1	6.1
Retail & Transportation	1.9	1.6	1.6	1.6	1.6	1.7
Total Direct Earnings	6.6	6.7	6.9	6.8	7.7	7.8
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	490	520	510	490	510	490
Retail & Transportation	80	80	80	70	80	70
Total Direct Earnings	570	600	590	570	580	570
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.3	0.4	0.4	0.4	0.5	0.5
State Tax Receipts	1.5	1.6	1.7	1.7	1.9	1.9
Total Direct Tax Receipts	1.7	2.0	2.1	2.1	2.4	2.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Otoe County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	14.2	15.3	16.4	17.2	18.8	18.3
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	14.2	15.3	16.4	17.2	18.8	18.3
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	9.2	9.7	10.3	10.6	11.8	10.9
Unpaid Accommodations	1.9	1.9	2.0	2.1	2.1	2.2
Day Travel	2.0	2.1	2.1	2.2	2.3	2.2
Non Transportation Total	13.1	13.8	14.4	14.9	16.2	15.4
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	10.1	10.7	11.3	11.8	13.0	12.2
Retail	3.0	3.0	3.1	3.1	3.3	3.2
Transportation	1.2	1.5	2.0	2.3	2.6	2.9
Spending at Destination	14.2	15.3	16.4	17.2	18.8	18.3
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	3.7	3.9	4.2	4.3	4.7	4.5
Retail & Transportation	0.5	0.5	0.5	0.5	0.6	0.6
Total Direct Earnings	4.2	4.5	4.7	4.9	5.3	5.0
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	310	320	330	330	360	330
Retail & Transportation	40	30	40	40	40	40
Total Direct Earnings	350	350	360	370	400	370
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.2	0.2	0.2	0.2	0.3	0.3
State Tax Receipts	0.9	1.0	1.0	1.1	1.2	1.1
Total Direct Tax Receipts	1.1	1.2	1.3	1.3	1.5	1.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Platte County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	22.5	24.3	27.1	29.7	32.7	37.5
Other Travel*	1.4	1.0	1.0	0.9	1.0	1.0
Total Direct Spending	23.9	25.3	28.1	30.7	33.7	38.5
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	10.3	10.3	10.8	11.7	12.9	15.6
Unpaid Accommodations	3.7	3.8	4.0	4.1	4.2	4.4
Day Travel	3.2	3.2	3.3	3.4	3.6	4.0
Non Transportation Total	17.2	17.4	18.1	19.3	20.8	24.0
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	12.1	12.4	13.0	14.1	15.3	18.1
Retail	5.1	5.0	5.1	5.2	5.5	5.9
Transportation	5.3	6.9	9.0	10.4	11.9	13.4
Spending at Destination	22.5	24.3	27.1	29.7	32.7	37.5
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	4.5	4.6	4.8	5.2	5.6	6.6
Retail & Transportation	1.9	1.7	1.8	1.7	1.9	2.0
Total Direct Earnings	6.4	6.3	6.5	6.9	7.5	8.6
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	430	440	450	480	540	610
Retail & Transportation	100	100	90	100	100	100
Total Direct Earnings	530	540	540	570	630	710
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.3	0.3	0.3	0.3	0.3	0.4
State Tax Receipts	1.7	1.8	1.9	2.1	2.2	2.4
Total Direct Tax Receipts	1.9	2.0	2.2	2.4	2.6	2.8

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Red Willow County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	7.6	8.3	8.7	8.5	9.7	9.9
Other Travel*	0.7	0.6	0.6	0.6	0.6	0.6
Total Direct Spending	8.2	8.9	9.3	9.1	10.3	10.4
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	4.5	5.0	5.1	5.0	6.0	5.9
Unpaid Accommodations	1.4	1.4	1.5	1.5	1.5	1.5
Day Travel	1.2	1.2	1.2	1.2	1.3	1.3
Non Transportation Total	7.1	7.7	7.8	7.6	8.7	8.7
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	5.4	5.9	6.1	5.9	6.9	6.9
Retail	1.7	1.8	1.7	1.7	1.8	1.8
Transportation	0.5	0.6	0.8	0.9	1.0	1.1
Spending at Destination	7.6	8.3	8.7	8.5	9.7	9.9
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	2.0	2.2	2.2	2.2	2.5	2.5
Retail & Transportation	0.7	0.7	0.7	0.6	0.6	0.6
Total Direct Earnings	2.7	2.8	2.9	2.8	3.1	3.1
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	230	240	230	220	240	230
Retail & Transportation	30	30	30	30	30	30
Total Direct Earnings	260	270	260	250	270	260
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.1	0.1	0.1	0.1	0.2	0.2
State Tax Receipts	0.5	0.5	0.5	0.5	0.6	0.6
Total Direct Tax Receipts	0.6	0.7	0.7	0.7	0.8	0.8

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Saline County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	6.2	6.9	7.1	8.3	9.1	9.5
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	6.2	6.9	7.1	8.3	9.1	9.5
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	1.5	1.6	1.0	1.5	1.7	1.4
Unpaid Accommodations	1.6	1.6	1.7	1.7	1.7	1.8
Day Travel	0.9	1.0	0.9	1.0	1.0	1.0
Non Transportation Total	4.1	4.2	3.6	4.2	4.5	4.3
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	2.6	2.7	2.2	2.7	2.9	2.8
Retail	1.5	1.5	1.4	1.5	1.5	1.5
Transportation	2.1	2.7	3.5	4.1	4.7	5.3
Spending at Destination	6.2	6.9	7.1	8.3	9.1	9.5
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	1.0	1.0	0.8	1.0	1.1	1.0
Retail & Transportation	0.3	0.4	0.4	0.4	0.4	0.4
Total Direct Earnings	1.3	1.4	1.2	1.4	1.5	1.4
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	110	120	100	120	130	120
Retail & Transportation	20	20	20	20	20	20
Total Direct Earnings	130	130	120	140	150	140
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Receipts	0.5	0.5	0.5	0.6	0.6	0.6
Total Direct Tax Receipts	0.5	0.6	0.6	0.6	0.7	0.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Sarpy County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	68.6	74.2	79.3	88.0	97.3	112.4
Other Travel*	5.8	4.4	4.4	4.2	4.7	4.8
Total Direct Spending	74.4	78.6	83.7	92.2	102.0	117.2
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	20.9	22.2	22.0	26.4	31.1	40.3
Unpaid Accommodations	26.0	27.4	29.3	30.5	31.9	34.0
Day Travel	10.4	10.9	11.4	12.2	13.1	14.5
Non Transportation Total	57.5	60.8	62.8	69.3	76.3	89.0
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	39.6	42.5	44.2	49.6	55.4	66.1
Retail	17.9	18.2	18.7	19.7	20.9	23.0
Transportation	11.1	13.5	16.5	18.7	21.0	23.4
Spending at Destination	68.6	74.2	79.3	88.0	97.3	112.4
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	14.3	15.3	15.8	17.7	19.7	23.4
Retail & Transportation	7.2	6.4	6.5	6.6	7.1	7.5
Total Direct Earnings	21.4	21.7	22.3	24.3	26.8	30.9
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	1,220	1,250	1,230	1,400	1,500	1,720
Retail & Transportation	270	260	260	260	280	290
Total Direct Earnings	1,490	1,510	1,490	1,660	1,780	2,000
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.6	0.8	0.8	1.0	1.2	1.5
State Tax Receipts	4.4	4.7	5.0	5.5	6.0	6.7
Total Direct Tax Receipts	5.0	5.5	5.8	6.4	7.1	8.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Saunders County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	13.3	14.0	15.2	16.1	16.9	17.9
Other Travel*	0.9	0.7	0.6	0.6	0.6	0.7
Total Direct Spending	14.1	14.7	15.9	16.7	17.6	18.5
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	1.0	0.9	0.9	1.0	1.0	0.9
Unpaid Accommodations	4.8	5.0	5.2	5.3	5.4	5.6
Day Travel	1.6	1.6	1.7	1.7	1.8	1.8
Non Transportation Total	7.7	7.9	8.2	8.4	8.5	8.7
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	5.0	5.1	5.4	5.5	5.6	5.8
Retail	2.8	2.8	2.9	2.9	2.9	2.9
Transportation	5.5	6.2	7.0	7.7	8.4	9.2
Spending at Destination	13.3	14.0	15.2	16.1	16.9	17.9
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	1.8	1.9	2.0	2.0	2.0	2.1
Retail & Transportation	1.6	1.5	1.6	1.6	1.7	1.7
Total Direct Earnings	3.5	3.4	3.5	3.6	3.7	3.8
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	210	220	220	220	230	230
Retail & Transportation	80	80	80	80	80	80
Total Direct Earnings	290	300	300	300	320	320
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.8	0.9	0.9	1.0	1.0	1.0
Total Direct Tax Receipts	0.9	1.0	1.0	1.1	1.1	1.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Scotts Bluff County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	26.9	28.4	29.1	30.9	32.1	32.7
Other Travel*	2.3	2.0	2.2	1.9	1.9	1.9
Total Direct Spending	29.2	30.4	31.3	32.8	34.0	34.7
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	13.4	14.1	13.7	14.8	15.4	15.1
Unpaid Accommodations	4.1	4.2	4.4	4.4	4.6	4.8
Day Travel	6.9	6.9	6.9	7.1	7.3	7.4
Non Transportation Total	24.5	25.3	25.1	26.4	27.3	27.3
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	17.2	18.0	17.9	19.1	19.9	19.8
Retail	7.3	7.3	7.2	7.3	7.4	7.5
Transportation	2.4	3.1	4.0	4.5	4.8	5.4
Spending at Destination	26.9	28.4	29.1	30.9	32.1	32.7
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	6.4	6.6	6.6	7.0	7.3	7.2
Retail & Transportation	2.7	2.5	2.5	2.3	2.3	2.3
Total Direct Earnings	9.1	9.2	9.1	9.3	9.5	9.5
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	590	580	580	600	600	580
Retail & Transportation	110	100	100	100	90	90
Total Direct Earnings	700	690	680	700	690	670
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.4	0.5	0.5	0.5	0.6	0.6
State Tax Receipts	1.7	1.8	1.8	1.9	2.0	2.0
Total Direct Tax Receipts	2.1	2.3	2.3	2.5	2.6	2.5

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Seward County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	7.2	8.0	8.8	9.4	10.1	10.8
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	7.2	8.0	8.8	9.4	10.1	10.8
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	1.4	1.5	1.4	1.4	1.5	1.4
Unpaid Accommodations	1.8	1.9	2.0	2.0	2.0	2.1
Day Travel	2.0	2.0	2.1	2.1	2.1	2.2
Non Transportation Total	5.3	5.5	5.5	5.6	5.8	5.8
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	3.1	3.3	3.3	3.4	3.5	3.5
Retail	2.2	2.2	2.2	2.2	2.2	2.3
Transportation	1.9	2.5	3.3	3.8	4.4	4.9
Spending at Destination	7.2	8.0	8.8	9.4	10.1	10.8
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	1.2	1.2	1.2	1.3	1.3	1.3
Retail & Transportation	0.4	0.4	0.5	0.5	0.5	0.5
Total Direct Earnings	1.6	1.7	1.7	1.7	1.8	1.8
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	150	150	140	140	140	140
Retail & Transportation	30	30	30	30	30	30
Total Direct Earnings	180	180	180	180	170	170
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.0	0.0	0.0	0.0	0.1	0.1
State Tax Receipts	0.5	0.6	0.6	0.6	0.7	0.7
Total Direct Tax Receipts	0.6	0.6	0.7	0.7	0.7	0.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Washington County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	13.1	13.8	14.4	15.0	16.1	16.9
Other Travel*	0.9	0.6	0.6	0.6	0.6	0.6
Total Direct Spending	13.9	14.4	15.0	15.6	16.7	17.5
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	2.2	2.4	2.3	2.2	2.6	2.8
Unpaid Accommodations	4.5	4.6	4.8	4.9	5.1	5.2
Day Travel	1.8	1.8	1.9	1.9	2.0	2.0
Non Transportation Total	8.5	8.9	9.1	9.2	9.8	10.1
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	5.5	5.9	6.0	6.1	6.6	6.8
Retail	3.0	3.1	3.1	3.1	3.2	3.3
Transportation	4.6	4.9	5.3	5.8	6.2	6.7
Spending at Destination	13.1	13.8	14.4	15.0	16.1	16.9
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	2.0	2.1	2.1	2.2	2.4	2.4
Retail & Transportation	1.6	1.5	1.5	1.5	1.6	1.7
Total Direct Earnings	3.6	3.6	3.7	3.7	4.0	4.1
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	210	210	220	220	210	210
Retail & Transportation	70	70	70	70	70	70
Total Direct Earnings	280	270	290	290	280	280
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.1	0.2	0.2	0.2	0.2	0.2
State Tax Receipts	0.8	0.8	0.8	0.8	0.9	0.9
Total Direct Tax Receipts	0.9	1.0	1.0	1.0	1.1	1.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

York County
Travel Impacts, 2003-2008p

	2003	2004	2005	2006	2007	2008p
Total Direct Travel Spending ($Million)						
Visitor Spending at Destination	35.5	40.5	47.6	53.8	60.9	64.6
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	35.5	40.5	47.6	53.8	60.9	64.6
Visitor Spending by Type of Accommodation, not including Transporation ($Million)						
Paid Accommodations	12.5	12.3	12.6	14.0	15.8	14.8
Unpaid Accommodations	1.6	1.7	1.7	1.8	1.8	1.9
Day Travel	4.4	4.2	4.3	4.5	4.9	4.7
Non Transportation Total	18.5	18.2	18.6	20.3	22.6	21.4
Visitor Spending by Commodity Purchased ($Million)						
Leisure & Hospitality	14.0	13.9	14.3	15.8	17.8	16.8
Retail	4.5	4.3	4.3	4.5	4.8	4.6
Transportation	16.9	22.3	29.0	33.5	38.3	43.2
Spending at Destination	35.5	40.5	47.6	53.8	60.9	64.6
Industry Earnings Generated by Travel Spending ($Million)						
Leisure & Hospitality	5.2	5.1	5.3	5.8	6.5	6.1
Retail & Transportation	1.6	1.7	1.8	1.9	2.0	2.0
Total Direct Earnings	6.7	6.9	7.1	7.6	8.5	8.1
Industry Employment Generated by Travel Spending (Jobs)						
Leisure & Hospitality	520	500	490	520	520	470
Retail & Transportation	90	100	100	110	110	110
Total Direct Earnings	610	600	590	630	630	580
Tax Receipts Generated by Travel Spending ($Million)						
Local Tax Receipts	0.3	0.3	0.3	0.5	0.5	0.5
State Tax Receipts	3.2	3.5	3.9	4.2	4.6	4.5
Total Direct Tax Receipts	3.5	3.9	4.2	4.7	5.1	5.0

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

V: RELATIVE COUNTY TRAVEL IMPACTS

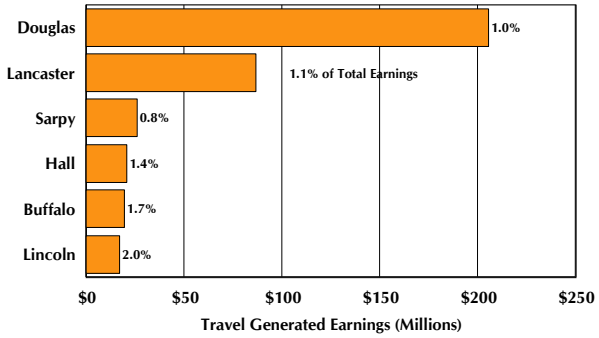
The analysis of travel impacts at the county level provides a valuable overview of how the economic benefits of travel and tourism are distributed throughout the state.

Urban areas tend to have highly developed travel industry infrastructure consisting of large inventories of amusement and recreation opportunities, commercial accommodations, and well-developed transportation links. Hotel/motel guests are important to these areas and, hence, a large proportion of travel expenditures are spent on overnight lodging.

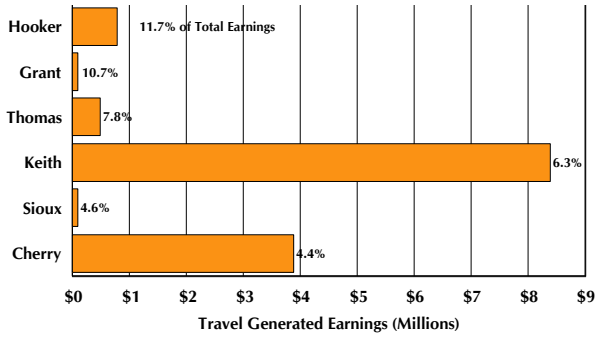
In some of the less urbanized areas of Nebraska, however, the economic significance of travel and tourism is actually more important in relative sense. This is because the infrastructure that serves visitors to the Omaha metropolitan area also serves local residents. Most of the spending on recreation and food services in the metropolitan region is by local residents. This is not the case in other less urbanized areas of the state – leisure and hospitality businesses are generally much more dependent on visitor spending rather than local residents.

This is illustrated graphically below. The graph on the left shows the top six counties in terms of travel-generated earnings. The percentage figure to the right of each bar represents the percentage of total earnings in the county that is travel generated. The graph on the right shows the top six counties that have the highest percentage of travel-generated earnings. All of these counties are much smaller in terms of the absolute size of the travel industry.

Top Six Counties, 2007
Travel-Generated Earnings



Top Six Counties, 2007
Percent Travel-Generated Earnings



The following table provides county estimates for the relative importance of travel in terms of earnings, employment and state sales tax receipts. The proportion of state tax receipts attributable to travel is significant (6.4 percent statewide) because both the average daily spending amounts and the proportion of taxable purchases is greater for visitors than for residents.

Employment, Earnings and Sales Tax Receipts Comparisons

	Employment (2007) (jobs)			Earnings (2007) ($Millions)			State Sales Tax Receipts (2008) ($000)		
County	Total	Travel	Percent	Total	Travel	Percent	Total	Travel	Percent
Adams	21,430	480	2.2%	680.3	5.9	0.9%	20,184	854	4.2%
Antelope	4,720	60	1.2%	119.3	0.5	0.4%	2,152	93	4.3%
Arthur	320	*n.a.*		0.0	*n.a.*		67	*n.a.*	
Banner	430	*n.a.*		10.0	*n.a.*		22	*n.a.*	
Blaine	420	*n.a.*		2.1	*n.a.*		43	*n.a.*	
Boone	3,820	90	2.3%	101.4	0.8	0.8%	2,455	88	3.6%
Box Butte	7,510	250	3.4%	317.9	2.9	0.9%	6,471	366	5.7%
Boyd	1,330	20	1.9%	20.5	0.2	0.8%	432	38	8.9%
Brown	2,280	110	4.8%	55.0	1.2	2.1%	1,766	149	8.5%
Buffalo	35,100	1,620	4.6%	1,172.1	21.8	1.9%	35,543	2,750	7.7%
Burt	3,620	110	2.9%	88.0	0.9	1.1%	1,985	128	6.4%
Butler	4,550	100	2.1%	122.1	0.8	0.6%	2,091	108	5.1%
Cass	10,060	620	6.1%	231.8	8.4	3.6%	5,861	1,187	20.2%
Cedar	5,400	70	1.4%	174.1	0.7	0.4%	2,862	94	3.3%
Chase	2,710	80	3.1%	75.9	0.9	1.2%	2,533	112	4.4%
Cherry	4,070	350	8.5%	84.5	4.2	4.9%	2,754	553	20.1%
Cheyenne	8,300	500	6.0%	317.7	7.1	2.2%	7,817	938	12.0%
Clay	4,090	60	1.4%	119.7	0.4	0.4%	1,535	68	4.4%
Colfax	6,560	70	1.1%	220.7	0.7	0.3%	2,587	111	4.3%
Cuming	6,290	130	2.0%	228.3	1.4	0.6%	4,601	169	3.7%
Custer	7,300	170	2.4%	238.9	1.8	0.7%	4,880	234	4.8%
Dakota	13,710	330	2.4%	514.6	4.3	0.8%	7,601	572	7.5%
Dawes	5,960	280	4.7%	125.4	3.2	2.6%	4,610	413	9.0%
Dawson	15,510	500	3.2%	502.7	5.6	1.1%	12,341	757	6.1%
Deuel	1,150	60	4.8%	26.2	0.8	3.0%	824	58	7.0%
Dixon	3,230	60	1.8%	122.6	0.6	0.5%	702	99	14.2%
Dodge	22,530	560	2.5%	696.3	7.7	1.1%	21,247	1,018	4.8%
Douglas	403,820	10,550	2.6%	20,638.3	203.5	1.0%	440,030	28,522	6.5%
Dundy	1,280	30	2.2%	36.5	0.3	0.7%	503	40	7.9%
Fillmore	4,060	80	1.9%	118.3	0.7	0.6%	2,127	74	3.5%
Franklin	1,860	40	2.2%	39.4	0.3	0.9%	607	50	8.3%

n.a., not available due to travel spending less than $500,000; **Negative reported earnings due to farm income loss.

Employment, Earnings and Sales Tax Receipts Comparisons

	Employment (2007) (jobs)			Earnings (2007) ($Millions)			State Sales Tax Receipts (2008) ($000)		
County	Total	Travel	Percent	Total	Travel	Percent	Total	Travel	Percent
Frontier	1,760	40	2.3%	60.8	0.3	0.5%	754	46	6.1%
Furnas	2,770	80	2.7%	77.4	0.7	0.9%	2,109	67	3.2%
Gage	14,870	370	2.5%	444.5	4.3	1.0%	10,485	485	4.6%
Garden	1,490	30	2.3%	26.6	0.2	0.7%	513	25	4.9%
Garfield	1,460	70	5.1%	27.3	0.6	2.3%	885	71	8.0%
Gosper	1,010	30	3.4%	22.6	0.3	1.4%	351	45	12.7%
Grant	470	10	2.9%	**	0.1		292	19	6.6%
Greeley	1,480	20	1.0%	42.5	0.1	0.3%	622	35	5.6%
Hall	42,250	1,460	3.4%	1,554.7	22.2	1.4%	50,805	2,662	5.2%
Hamilton	5,590	100	1.7%	169.2	1.3	0.8%	2,755	184	6.7%
Harlan	1,830	90	4.7%	45.9	0.8	1.8%	670	122	18.3%
Hayes	670	*n.a.*		16.7	*n.a.*		73	*n.a.*	
Hitchcock	1,590	40	2.3%	37.7	0.3	0.8%	693	39	5.7%
Holt	7,790	290	3.7%	221.2	2.8	1.3%	5,672	331	5.8%
Hooker	690	60	9.1%	5.0	0.9	17.5%	458	127	27.7%
Howard	3,240	70	2.2%	80.5	0.7	0.9%	1,700	95	5.6%
Jefferson	5,180	90	1.7%	165.2	0.9	0.6%	3,395	124	3.6%
Johnson	3,030	70	2.2%	81.5	0.6	0.8%	1,160	89	7.7%
Kearney	3,520	90	2.4%	114.2	1.1	0.9%	1,621	103	6.4%
Keith	5,350	720	13.5%	139.2	8.9	6.4%	4,987	961	19.3%
Keya Paha	580	*n.a.*		8.5	*n.a.*		124	*n.a.*	
Kimball	2,560	140	5.4%	65.5	1.2	1.9%	1,432	160	11.2%
Knox	4,700	110	2.4%	126.0	1.1	0.9%	2,360	224	9.5%
Lancaster	205,640	5,780	2.8%	7,952.1	86.0	1.1%	182,441	12,504	6.9%
Lincoln	23,150	1,470	6.4%	861.0	18.4	2.1%	24,707	2,401	9.7%
Logan	440	*n.a.*		9.4	*n.a.*		155	*n.a.*	
Loup	340	10	4.2%	**	0.2		52	24	46.2%
McPherson	270	*n.a.*		1.6	*n.a.*		22	*n.a.*	
Madison	28,030	580	2.1%	918.6	7.7	0.8%	28,489	952	3.3%
Merrick	3,760	90	2.3%	102.4	0.8	0.8%	2,018	120	5.9%
Morrill	2,710	80	2.9%	72.4	0.9	1.2%	1,416	116	8.2%

n.a., not available due to travel spending less than $500,000; **Negative reported earnings due to farm income loss.

Employment, Earnings and Sales Tax Receipts Comparisons

	Employment (2007) (jobs)			Earnings (2007) ($Millions)			State Sales Tax Receipts (2008) ($000)		
County	Total	Travel	Percent	Total	Travel	Percent	Total	Travel	Percent
Nance	2,020	40	2.2%	58.7	0.4	0.7%	814	56	6.8%
Nemaha	5,200	110	2.1%	203.0	0.9	0.4%	1,820	126	6.9%
Nuckolls	2,870	70	2.4%	65.7	0.7	1.0%	1,888	78	4.1%
Otoe	9,710	400	4.1%	277.1	5.3	1.9%	7,480	682	9.1%
Pawnee	1,640	30	2.0%	42.6	0.3	0.7%	462	39	8.3%
Perkins	2,100	40	1.7%	67.8	0.3	0.4%	1,348	39	2.9%
Phelps	6,570	150	2.2%	233.3	1.4	0.6%	4,136	178	4.3%
Pierce	3,730	80	2.2%	109.5	0.7	0.6%	1,785	84	4.7%
Platte	24,710	630	2.6%	945.7	7.5	0.8%	20,416	1,040	5.1%
Polk	2,910	60	2.1%	81.5	0.6	0.7%	1,880	78	4.2%
Red Willow	7,370	270	3.6%	234.0	3.1	1.3%	8,215	391	4.8%
Richardson	4,480	80	1.9%	121.2	0.9	0.7%	2,529	126	5.0%
Rock	1,120	*n.a.*		20.3	*n.a.*		433	*n.a.*	
Saline	8,890	150	1.7%	339.7	1.5	0.4%	4,041	181	4.5%
Sarpy	79,400	1,780	2.2%	3,451.8	26.8	0.8%	57,696	3,985	6.9%
Saunders	8,120	320	3.9%	253.2	3.7	1.5%	5,668	545	9.6%
Scotts Bluff	24,300	690	2.9%	858.4	9.5	1.1%	23,208	1,178	5.1%
Seward	9,330	170	1.9%	306.5	1.8	0.6%	5,502	246	4.5%
Sheridan	3,310	90	2.6%	58.0	0.7	1.2%	2,387	94	3.9%
Sherman	1,760	40	2.5%	46.5	0.3	0.7%	554	47	8.5%
Sioux	700	10	1.4%	3.7	0.1	3.6%	178	18	10.4%
Stanton	2,480	40	1.7%	121.3	0.3	0.3%	673	54	8.0%
Thayer	3,660	90	2.4%	128.8	0.7	0.6%	1,841	84	4.6%
Thomas	500	50	10.2%	4.9	0.6	11.7%	232	72	30.8%
Thurston	3,490	50	1.3%	141.4	0.5	0.3%	945	64	6.7%
Valley	2,910	70	2.4%	75.2	0.7	0.9%	2,143	70	3.3%
Washington	11,070	280	2.5%	441.6	4.0	0.9%	6,698	597	8.9%
Wayne	6,110	120	1.9%	195.9	1.2	0.6%	3,380	122	3.6%
Webster	1,740	50	2.6%	56.4	0.5	0.9%	1,343	54	4.0%
Wheeler	640	10	1.8%	17.4	0.2	0.9%	110	22	20.2%
York	10,950	630	5.8%	378.5	8.5	2.2%	10,227	941	9.2%
State Total	1,245,360	35,980	2.9%	49,988.1	535.1	1.1%	1,112,483	73,148	6.6%

n.a., not available due to travel spending less than $500,000; **Negative reported earnings due to farm income loss.

Appendices

Appendix A. Regional Travel Impact Model

Appendix B. Travel Industry Accounts

Appendix C. Rounding and Format of Detailed Tables

REGIONAL TRAVEL IMPACT MODEL

This appendix provides a brief overview of the methodology, terminology and limitations of the travel impact estimates.

DIRECT IMPACTS

The estimates of the direct impacts associated with traveler spending in Nebraska were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the Nebraska travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

SECONDARY (INDIRECT AND INDUCED) IMPACTS

The economic impact measurements reported herein represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the earnings, employment and tax receipts generated by that spending. Indirect and induced impacts (or "multiplier" effects) of the secondary spending of businesses and employees are not included.

PRELIMINARY ESTIMATES

Preliminary estimates for 2008 were prepared at the state and county level. These estimates take advantage of the most current available data. However, because some full-year data was not available, these estimates are subject to subsequent revision as additional information becomes available. These revisions are usually not substantial.

AVERAGE DAILY SPENDING ESTIMATES

This report also provides statewide estimates of average daily spending (which includes both domestic and international visitation). These estimates are derived from the RTIM spending estimates and other source data. While these estimates are comparable to most other average daily spending estimates, some deviation may be present due to different methodologies and source data.

TYPES OF TRAVEL IMPACTS INCLUDED

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements. The most conservative interpretation is employed where data limitations cause deviations from the above definition.

Most of the travel that occurs in Nebraska is included in the scope of this analysis. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical, or educational purposes. All trips to Nebraska by U.S. residents and foreign visitors are included. The travel of Nebraska residents to other destinations within Nebraska is included, provided that it is neither commuting nor other routine travel. Travel to non-Nebraska destinations by Nebraska residents is not included as a component of visitor spending. Outbound air travel impacts and spending on travel arrangement services in the state are included in the "Other Travel" category.

TRANSPORTATION IMPACTS

The focus of this analysis is on the destination-specific impacts of visitors. This is straightforward with respect to the spending on commodities such as accommodations, food services, recreation and retail purchases. It is less obvious with respect to ground and air transportation services, in that transportation provides a link between an origin and destination. In this report, the impacts related to spending on transportation are allocated to the location (i.e., county) in which those spending impacts occur, regardless of whether that location is the ultimate destination of the visitor. For this reason, urban counties will tend to have relatively greater transportation impacts even though some of that spending on transportation will be related to visits at other destinations. Counties located along the Interstate 80 corridor will also have relatively higher transportation impacts than other counties.

IMPACT CATEGORIES

The specific categories of travel impacts included in this analysis are as follows:

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale.
Total Earnings	The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts.
Employment	Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.
Local Tax Receipts	Tax receipts collected by counties and municipalities, as levied on applicable travel-related purchases (e.g., lodging and hotel occupation taxes, sales taxes, auto rental taxes).
State Tax Receipts	State motor fuel taxes, sales taxes, lodging taxes and business and personal income taxes attributable to travel expenditures.

VISITOR CATEGORIES

Travelers are classified according to the type of accommodation in which they stay.

Type of Visitor	Description
Hotel/Motel/B&B Guest	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a transient lodging tax is collected.
Other Paid Accommodations	Travelers staying in a privately owned or publicly managed campgrounds. Travelers renting a vacation home or cabin where a lodging tax is not collected.
Unpaid Accommodations	Travelers staying as guests in the homes of friends or relatives. Travelers staying in their own second homes.
Day Visitor	Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in Nebraska.

ROUNDING OF ESTIMATES

Dollar amounts in the detailed metropolitan and regional reports are rounded to the nearest $100,000. For example, an estimate of $3,674,352 before rounding would be rounded to $3,700,000. In the detailed tables, this is presented as $3.7 million. Most employment estimates are rounded to the nearest ten jobs. For example, an employment estimate of 137 jobs before rounding would be rounded to 140 jobs. Employment estimates for the state are rounded to the nearest 100 jobs and reported in thousands (e.g., 3,943 reported as 3.9 thousand). All totals in the tables are the sum of the estimates before rounding. For example, the sum of 40 (rounded from 37) and 60 (rounded from 57) would be 90 (rounded from 37 + 57 = 94). This means that the reported totals are occasionally different from the sum of the rounded details.

TABLE FORMAT

- *Total Direct Travel Spending* includes visitor spending at destination (including air transportation) plus other travel. Other travel includes resident spending on outbound air transportation and spending on travel arrangement services. Total direct travel spending does not include secondary (indirect and induced) effects.
- *Visitor Spending by Type of Traveler Accommodation* refers to the total direct spending of each category of visitor at that destination (county or state). For example, the spending of visitors that stayed at hotels, motels or B&B's includes their spending on accommodations, food and beverage service, recreation, and all other visitor related commodities. Spending on transportation is included for the state estimates.
- *Visitor Spending by Commodity Purchased* refers to the total spending on each commodity for all types of visitors. For example, the total spending on food and beverage services includes spending by visitors staying in hotels, private campgrounds, private homes, and the other types of accommodation.

The next two sections, *Direct Travel-Generated Earnings by Industry* and *Direct Travel-Generated Employment by Industry*, provide estimates of travel-generated earnings and employment that are based on an industry, rather than a commodity, classification. A business that is classified in a particular industry may include more than one commodity. For example, a resort that is classified in the accommodation industry may provide accommodations, food and beverages and recreation.

- *Direct Travel-Generated Earnings by Industry* includes the payroll, other earned benefits, and proprietor income of all employees in that industry classification.

- *Direct Travel-Generated Employment by Industry* includes all full- and part-time employees. This includes payroll employees covered by unemployment insurance and those that are not, as well as proprietors.
- *Tax Revenues Generated by Travel Spending* provides a breakout of local and state taxes. A breakout of federal tax impacts is provided at the state level only. Local taxes include local room taxes, sales taxes and auto rental taxes. State taxes include the state lodging tax, state sales tax, motor fuel tax, and personal income tax. Federal taxes include payroll and income taxes, the motor fuel excise tax, and airline ticket taxes.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- The estimates in this report are expressed in *current* dollars unless otherwise noted.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. The estimates reported here are consistent with other data sources on the Nebraska economy in general and travel and tourism in particular.

TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as "present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts."[3] Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSAs). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

[3] Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, "U.S. Travel and Tourism Satellite Accounts for 1998-2003," Survey of Current Business 84 (September 2004): 43-59.

PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the ***travel industry*** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is a measure of the ***demand segments*** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the ***components of economic output*** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger – they represent different ways of viewing or analyzing the travel industry.

The bulk of this paper will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of ***indirect and induced effects*** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.[4] There are only three significant industrial classifications (Accommodations [NAICS 721], Scheduled Passenger Air Transportation [NAICS 481111] and Travel Arrangement and Reservation Services [NAICS 5615]) that *primarily* sell travel industry goods and services.[5] Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of

[4] The North American Industrial Classification System (NAICS) is the current standard in the United States.

[5] Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.[6]

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however. Suppose, for example, that the focus of a travel industry account is the state of Arizona. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in Arizona? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Arizona and ignore the remainder for the purpose of creating a travel industry account for Arizona. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Arizona can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the Arizona *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.[7]

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[6] The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

[7] The same issue arises with travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.[8]

Bureau of Economic Analysis Tourism Industries
Distribution of United States Domestic
Travel-Generated Compensation, 2002

Accommodations & Food Service	**35.4%**
Traveler accommodations	21.0%
Food services and drinking places	14.3%
Transportation	**29.2%**
Air transportation	20.7%
Rail transportation	0.5%
Water transportation	0.9%
Interurban bus transportation	0.4%
Interurban charter bus transportation	0.3%
Urban transit systems & other tran.	1.6%
Taxi service	0.9%
Automotive equipment rental & leasing	2.4%
Automotive repair services	1.2%
Parking lots and garages	0.2%
Toll highways	0.1%
Recreation	**11.1%**
Scenic and sightseeing transportation	0.5%
Motion pictures and performing arts	1.2%
Spectator sports	2.2%
Participant sports	2.5%
Gambling	2.4%
All other recreation and entertainment	2.3%
Retail & nondurable goods production	**16.2%**
Petroleum refineries	0.2%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.7%
Wholesale trade & tran. services	4.2%
Gasoline service stations	0.9%
Retail trade services, excluding gasoline service stations	6.2%
Travel arrangement & reservation services	**7.0%**
All other industries	**1.1%**
Total Tourism Compensation	**100.0%**

Source: Adapted from Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, "U.S. Travel and Tourism Satellite Accounts for 1998-2003," Survey of Current Business 84 (September 2004): 59, table 5.

[8] The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

RTIM Travel Impact Industries Matched to NAICS

Travel Impact Industry	NAICS Industry (code)
Accommodation & Food Services	
	Accommodation (721)
	Food Services and Drinking Places (722)
Arts, Entertainment & Recreation	
	Performing Arts, Spectator Sports (711)
	Museums (712)
	Amusement, Gambling (713)
	Scenic and Sightseeing Transportation (487)
Retail	
	Food & Beverage Stores (445)
	Gasoline Stations (447)
	Clothing and Clothing Accessories Stores (448)
	Sporting Goods, Hobby, Book, and Music Stores (451)
	General Merchandise Stores (452)
	Miscellaneous Store Retailers (453)
Ground Transportation	
	Interurban and Rural Bus Transportation (4852)
	Taxi and Limousine Service (4853)
	Charter Bus Industry (4855)
	Passenger Car Rental (532111)
	Parking Lots and Garages (812930)
Air Transportation	
	Scheduled Air Passenger Transportation (481111)
	Support Activities for Air Transportation (4881)
Travel Arrangement Services	
	Travel Agencies (56151)
	Tour Operators (56152)

Source: Dean Runyan Associates

DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: ***leisure versus business travel***, and ***resident versus non-resident travel***. The third demand category is typically reported in the RTIM: ***type of traveler accommodation***. These three demand categories will be discussed in turn.

The distinction between ***leisure versus business travel*** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more "marketable" segment because their travel choices are less determined by economic and business factors. Futhermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between ***resident versus non-resident travel*** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.[9] The distinction is obviously also important because it is based on different political, legal, and currency regimes – factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.[10] There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism,

[9] Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

[10] The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

the evaluation of the tax impacts of resident versus nonresident travel might also be important.[11]

Second, travel is behaviorally defined by length of distance from home (usually at least 50 miles one-way), trip purpose (non-routine), and/or the use of an overnight accommodation away from home. Rarely is domestic travel defined by virtue of crossing a geographic boundary.[12] The operators of tourist attractions in local communities are generally less interested in the origin of visitors than in the revenue that they generate for their businesses. In terms of the economic impacts at the *local* level, the distinction between in-state residents, out-of-state residents and international visitors may not be relevant other than for the purpose of marketing. However, other geographic characteristics of the visitor (e.g., distance traveled, the specific area of origin) are generally more useful measures of the visitor market than whether the visitor is a resident or nonresident.

Finally, the distinction among different ***types of traveler accommodations*** is generally reported in the RTIM. Typically, these categories are:

- Visitors who stay in hotels, motels, B&Bs., and similar lodging facilities
- Visitors who stay at campsites
- Visitors who stay in the private homes of friends or relatives
- Visitors who stay in vacation or second homes
- Visitors who do not stay in overnight accommodations on their trip away from home (day visitors).

These distinctions can be useful because estimates of economic impacts are often used for different purposes. The total of all accommodation types, of course, is an estimate of the total magnitude of the visitor industry. Visitors who stay in commercial lodging such as hotels and motels are most likely to have the greatest economic impact on a person-day basis. These visitors are also more likely to be influenced by marketing efforts. In urban areas, a large proportion will represent business travel. In other words, the type of accommodation category can be used in conjunction with other types of data to analyze the market characteristics of visitors.

[11] Nonresident visitors who pay taxes in their destination state represent an unambiguous gain for the state. This effect is less clear for resident travelers within the state.

[12] In essence, state level travel impact estimates really represent an aggregation of smaller geographic units, such as counties or regions. Populous states with large landmasses (e.g., California or Texas) will have a higher proportion of resident travel than small states (e.g., Rhode Island or Delaware).

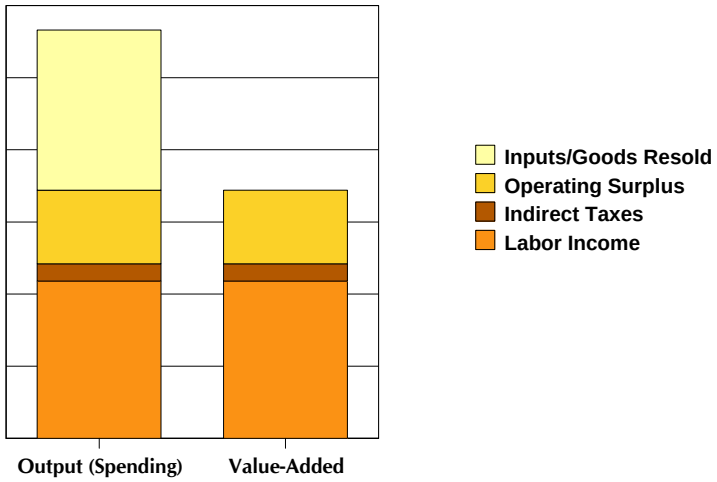
COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:[13]

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

Components of Industry Output



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. For example, the economic impact

[13] There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus, the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in other parts of the world. Travel industry value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because a portion of the economic impact of visitor spending in the state will actually occur elsewhere.[14]

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called "indirect" because most of them are actually paid by consumers in the form of sales or excise taxes.[15] The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.[16] For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates. Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

[14] It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.
[15] Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.
[16] It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects – the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.[17] As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

[17] The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis – the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

Nebraska Earnings and Employment by Industry Sector, 2007

Industry Sector	Earnings ($Million)	Percent of Total	Employment (Thousand)	Percent of Total
Primarily Export-Oriented	**7,694**	**15.4%**	**173.7**	**13.9%**
Agriculture, Forestry, Fishing and related	2,006	4.0%	67.1	5.4%
Mining	213	0.4%	2.0	0.2%
Food & Bev. Processing	1,735	3.5%	34.7	2.8%
Chemical Manufacturing	346	0.7%	4.8	0.4%
Other Manufacturing	3,394	6.8%	65.2	5.2%
***Travel*	*556*	*1.1%*	*36.0*	*2.9%*
Primarily Local/Regional	**23,612**	**47.2%**	**610.1**	**49.0%**
Construction	3,081	6.2%	73.1	5.9%
Utilities	1,253	2.5%	1.8	0.1%
Wholesale trade	2,600	5.2%	44.3	3.6%
Retail trade	3,096	6.2%	138.4	11.1%
Real estate and rental and leasing	563	1.1%	32.8	2.6%
Management of companies and enterprises	1,519	3.0%	17.8	1.4%
Administrative and waste services	1,504	3.0%	61.5	4.9%
Other services, except public administration	1,378	2.8%	67.8	5.4%
Government and government enterprises	8,617	17.2%	172.6	13.9%
Mixed	**18,683**	**37.4%**	**461.6**	**37.1%**
Transportation and warehousing	3,565	7.1%	63.9	5.1%
Information	1,431	2.9%	22.0	1.8%
Finance and insurance	3,555	7.1%	70.5	5.7%
Professional and technical services	3,213	6.4%	59.5	4.8%
Educational services	569	1.1%	21.3	1.7%
Health care and social assistance	5,005	10.0%	127.5	10.2%
Leisure and Hospitality	1,345	2.7%	96.9	7.8%
Nebraska Total**	**49,988**	**100.0%**	**1,245**	**100.0%**

**Travel is not included in the sub and grand totals because it is also represented in other sectors (primarily leisure and hospitality, transporation, and retail trade).