

# **The Economic Impact of Travel on Louisiana Parishes 2001**

A Study Prepared for the  
**Louisiana Office of Tourism**  
by the  
Research Department of the  
Travel Industry Association of America  
Washington, D.C.  
June 2003



## **PREFACE**

This study was conducted by the research department of the Travel Industry Association of America (TIA) for the Louisiana Office of Tourism. The study provides preliminary 2001 and revised 2000 estimates of domestic and international traveler expenditures in Louisiana, as well as the employment, payroll income, and federal, state and local tax revenue directly generated by these expenditures. Indian gaming, a component of the entertainment and recreation sector, has been added to both years' estimates.

Additionally, this study provides estimates by parish for domestic travel expenditures and employment, payroll income, and state and local tax revenue directly generated by domestic expenditures.

Travel Industry Association of America  
Washington, D.C.  
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## **EXECUTIVE SUMMARY**

- Domestic and international travelers directly spent more than \$9 billion in Louisiana during 2001, a 0.4 percent increase from 2000. An ongoing, national recession, combined with the aftermath of the 9/11 terrorist attacks, had a dampening effect on the state's travel industry. However, Louisiana performed much better than the national average, which realized a 5.8 percent decline.
- Domestic and international travel-generated employees earned nearly \$2.1 billion in wage and salary income during 2001, up 0.3 percent compared to 2000.
- Domestic and international travel spending directly generated 124.2 thousand jobs within Louisiana in 2001, up 0.2 percent from 2002.
- On average, every \$72,905 spent in Louisiana by domestic and international travelers generated one job in 2001.
- Domestic and international travel spending in Louisiana directly generated more than \$1.2 billion in tax revenue for federal, state and local governments in 2001, a decrease of 1 percent from 2000.



## **INTRODUCTION**

This report presents preliminary 2001 and revised 2000 estimates of the impact of U.S. resident and international traveler spending in Louisiana, as well as the employment, payroll income and tax revenue directly generated by this spending. These estimates are produced through the County/City Travel Economic Impact Model, a computerized economic model producing estimates of travel spending at the county level, and its impact on employment, wage and salary (payroll) income and federal, state and local tax revenues.

The County/City Travel Economic Impact Model is an extension of TIA's Travel Economic Impact Model (TEIM) initially developed in 1975 for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and parishes. The original TEIM has been revised substantially based upon more accurate and targeted input data available from governments and the private sector.

The TEIM is based upon national travel surveys conducted by TIA and expenditure data developed by the Bureau of the Census, TIA, various federal agencies and national travel organizations each year. A description of the TEIM and the County impact model is provided in Appendix A. The following estimates of travel's economic impact in Louisiana are based upon the most recent version of the TEIM and data available from the U.S. Census Bureau and other sources.

U.S. residents traveling in Louisiana includes both state residents and out-of-state visitors traveling away from home overnight in paid or unpaid accommodations, or on day trips to places 50 miles or more away from home during 2001. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school, are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude public-supported payroll and employment.

Since additional data relating to travel and its economic impact in 2001 will become available subsequent to this study, TIA reserves the right to revise these estimates in the future.

## **TRAVEL INDUSTRY OVERVIEW**

Travel is an extremely diverse and complex industry. The travel industry is not geographically concentrated in one particular region of the country, nor is it characterized by large plants with towering smokestacks. Instead, it is composed of over a dozen related industries: airlines, restaurants, hotels/motels, travel agencies, gift shops, auto rental and a host of businesses that may not even recognize their dependence on travel and tourism since travelers are usually indistinguishable from local customers.

This diversity is both the travel industry's strength and its weakness. Its strength lies in the fact that a large number and wide range of businesses and their employees benefit from travelers. Buses, automobiles, airlines, rail, and other transportation companies bring travelers into an economic region. These travelers then buy the products and services offered by establishments located throughout the area. This activity generates a wide variety of employment and business opportunities, as well as helping sustain and expand the local economy. Economic areas dominated by a single product-producing industry (such as the manufacture of automobiles) are more vulnerable to the negative efforts of competition, economic conditions, shifting consumer preferences and technological advances than those having a more diversified economic base.

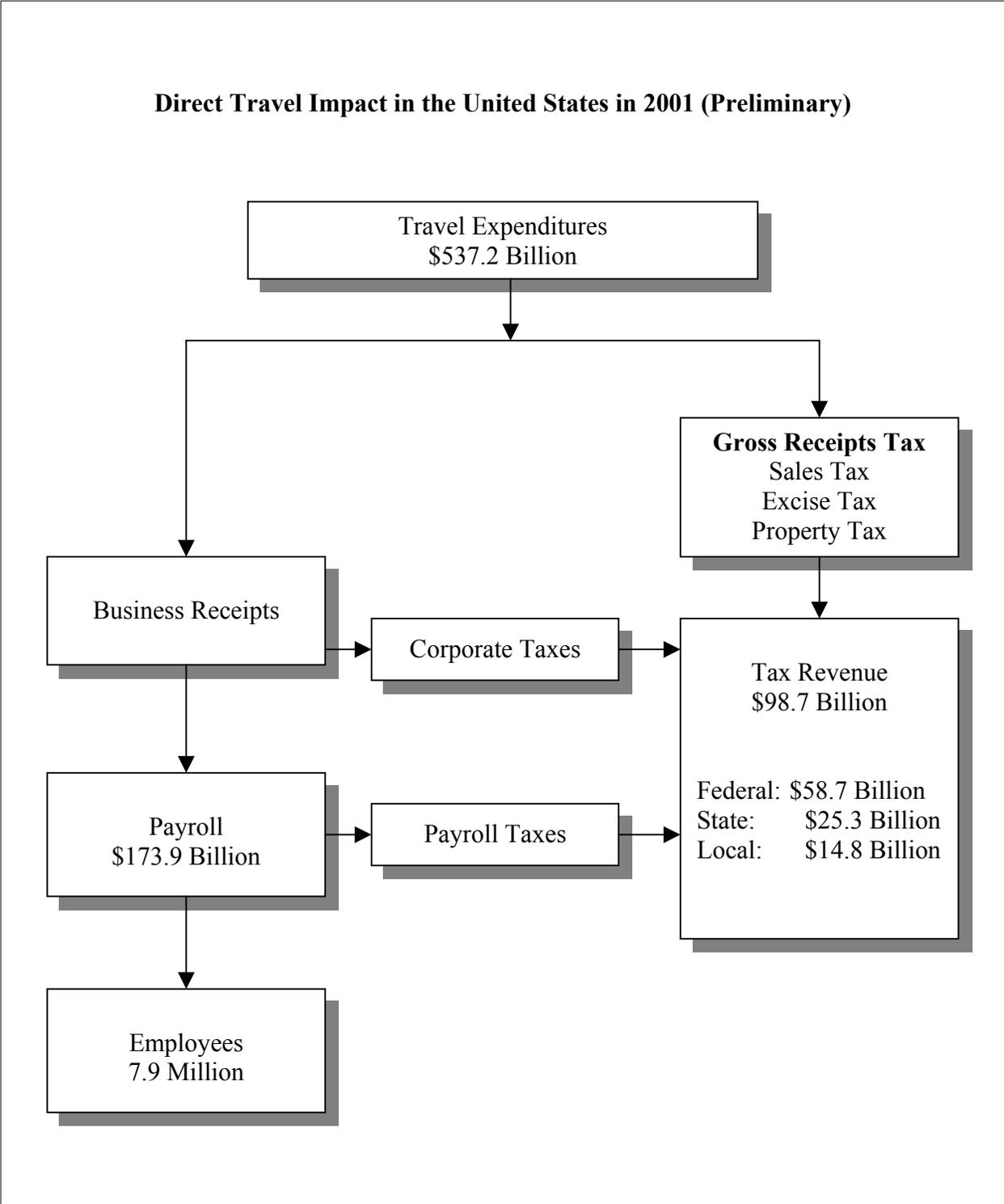
Historically, one of the major challenges created by this diversity has been the resulting lack of awareness of, and appreciation for, the travel industry as a whole. Even though a large number and wide variety of businesses have benefited from travel and tourism, government officials, business executives and the public at large have been slow to grasp the significance of travel away from home and the industry that has developed to serve it.

The terrorist attacks of 9/11 had a profound effect on the nation's economy, and particularly on the travel industry. Its recovery will arguably be an important element of the country's overall economic recovery.

The travel and tourism industry that has developed to serve travelers contributes enormously to the U.S. economy. In 2001, direct traveler spending in the United States by domestic and international travelers reached \$537.2 billion dollars, 5.3 percent of the nation's gross domestic product (nominal). This activity generated \$98.8 billion in tax revenue for federal, state, and local governments.

The chart that follows indicates the main benefits of direct travel spending within the United States during 2001.

**Direct Travel Impact in the United States in 2001 (Preliminary)**



## 2001 NATIONAL ECONOMIC OVERVIEW

The U.S. economy went into recession in 2001, ending an unprecedented decade-long expansion. Explanations vary, but there seems to be widespread agreement that the nation's high tech sector overheated and started to nosedive in 2001, such that the global reach of capital markets in which these firms were valued played a major role in the domestic recession. The terrorist attacks may have simply deepened and prolonged the nation's economic woes.

In the overall economy, real GDP in 2001 increased just 0.3 percent over 2000, the smallest increase since 1992. At the same time, the nation's unemployment rate hit 4.8 percent. This brought the total number of jobs lost in 2001 to 1.1 million, the largest annual decline in two decades. Reflecting these trends, the Consumer Confidence Index decreased sharply in 2001.

Worldwide, the global economy also slowed down, the result of negative economic fallout from both the U.S. recession and 9/11. This engulfed national economies throughout North and South America, Asia and Europe. Additionally, the terrorist attacks introduced new uncertainties (i.e., political risk, in addition to economic risk), that cast a shadow over the economic outlook of the world as a whole.

The outlook for the U.S. economy in general, and the travel industry in particular, is positive. TIA forecasts that real GDP will rebound to an annual rate of 3.9 percent by 2004. Furthermore, several TIA surveys, including one taken shortly after 9/11, suggest that in spite of the horrific events of 2001, most Americans still feel positively about travel. Travel is widely perceived not simply as a privilege, but as a fundamental American freedom—one that should return to normal levels as quickly as possible.

### *2001 National Highlights*

*Real Gross Domestic Product* - The output of the U.S. economy after inflation was virtually flat, increasing just 0.3 percent in 2001—the worst year since 1991, when real GDP fell 0.5 percent.

*Real Disposable Personal Income* - Rose just 1.8 percent in 2001, versus 4.8 percent in 2000.

*Real Personal Consumption Expenditures* - Grew 2.5 percent, compared to 4.4 percent in 2000.

*Consumer Prices* – Rose slowly due to weaker consumer demand, up only 2.8 percent in 2001.

*Unemployment Rate* – Due to the weakening economy, this reached an annual average rate of 4.8 percent in 2001, the highest level since 1997.

**Table 1: Overall U.S. Economic Developments, 1999-2001**

<u>Sector</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
Nominal gross domestic product (\$ billions)	\$9,274.3	\$9,824.6	\$10,082.2
Real gross domestic product (\$ billions)*	\$8,859.0	\$9,191.4	\$9,214.5
Total retail sales (\$ billions)	\$2,868.2	\$3,059.1	\$3,167.8
Real disposable personal income (\$ billions)*	\$6,328.4	\$6,630.3	\$6,748.0
Real personal consumption expenditures (\$ billions)*	\$5,964.5	\$6,223.9	\$6,377.2
Consumer price index	166.6	172.2	177.1
Non-farm payroll employment (millions)	128.9	131.7	131.9
Unemployment rate (%)	4.2	4.0	4.8
Percentage change from previous year			
Nominal gross domestic product	5.6%	5.9%	2.6%
Real gross domestic product	4.1%	3.8%	0.3%
Total retail sales	8.9%	6.7%	3.6%
Real disposable personal income	2.6%	4.8%	1.8%
Real personal consumption expenditures	4.9%	4.4%	2.5%
Consumer price index	2.2%	3.4%	2.8%
Non-farm payroll employment	2.4%	2.2%	0.2%

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor

## **2001 NATIONAL TRAVEL INDUSTRY PERFORMANCE**

The economic slowdown and terrorist attacks of 9/11 dealt a hard blow to the U.S. travel industry. Although total U.S. resident person-trips increased slightly in 2001, by 2 percent, domestic travelers' spending declined to \$464.1 billion, a 4.9 percent decrease from 2000.

Total international visitors to the U.S. in 2001 fell 11.9 percent from 2000, according to revised figures released by the Office of Travel and Tourism Industries, U.S. Commerce Department. Total international visitors' expenditures in the U.S. declined 11.1 percent.

While air passenger transportation registered a steep decline after 9/11, by year-end 2001 signs of recovery emerged in other travel industry-related sectors, such as entertainment/recreation, gaming and auto transportation. Perhaps a reflection of these shifts in consumer spending, many U.S. "driving destinations" fared better than ones more reliant on air travelers.

### *Travel Industry Highlights:*

*U.S. resident travel away from home*, as measured by TIA's TravelScope® survey in "person-trips" (one person on a trip to a place 50 miles or more, one-way, away from home), totaled over 1 billion in 2001, up 2.0 percent over 2000.

*International visitors to the U.S.* dropped to 44.9 million, compared to 50.9 million in 2000.

*International travel expenditures* accounted for 13.6 percent of the total combined domestic and international travel spending in 2001, at \$73.1 billion.

*Domestic travel expenditures* decreased 4.9 percent in 2001, to an estimated total of \$464.1 billion.

*The Travel Price Index (TPI)* increased a modest 1.1 percent in 2001, reflecting major decreases in motor fuel and transportation prices due to slackening demand.

*Travel-generated employment* for 2001 fell 0.5 percent, to an estimated 7.9 million jobs.

**Table 2: Travel Industry Trends, 1997-2001**

<u>Category</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
Total U.S. resident person-trips* (millions)	998.5	1,004.1	987.3	997.6	1,017.8
Total international visitors (millions)	47.8	46.4	48.5	50.9	44.9
U.S. travel expenditures (\$ billions)	\$405.9	\$425.3	\$457.6	\$488.2	\$464.1
International travel expenditures in the U.S.** (\$ billions)	\$73.4	\$71.3	\$74.7	\$82.3	\$73.1
Travel price index	173.7	177.1	183.6	194.8	196.9
Travel-generated employment*** (thousands)	7,345	7,456	7,716	7,939	7,899
<u>Percentage change from previous year</u>					
Total U.S. resident person-trips	3.2%	0.6%	-1.7%	1.0%	2.0%
Total international visitors	2.7%	-2.9%	4.5%	5.1%	-11.9%
U.S. travel expenditures	5.3%	4.8%	7.6%	6.7%	-4.9%
International travel expenditures in the U.S.	5.2%	-2.9%	4.8%	10.1%	-11.1%
Travel price index	3.3%	2.0%	3.7%	6.1%	1.1%
Travel-generated employment	3.0%	1.5%	3.5%	2.9%	-0.5%

Sources: TIA, OTTI/ITA

Notes: \* Data from TravelScope® survey.

\*\* Includes spending within the U.S. only.

\*\*\* Includes employment generated by both domestic and international travelers.

## TRAVEL IMPACT ON LOUISIANA - 2001

### Travel Expenditures

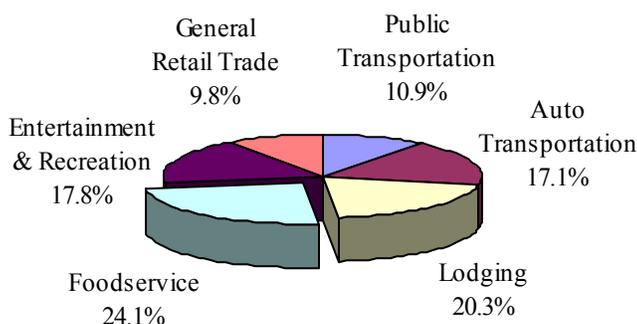
Domestic and international travelers in Louisiana spent more than \$9 billion on transportation, lodging, food, entertainment and recreation and incidentals during 2001, up 0.4 percent from 2000. Compared to the nation as a whole, the state's travel industry fared reasonably well. Despite an economic slowdown and the terrorist attacks, international arrivals to Louisiana grew dramatically in 2001.

Travel spending on foodservice was the largest expenditure category, totaling nearly \$2.2 billion, 24.1 percent of the state total. This represented a decrease of 0.6 percent from 2000.

The lodging industry followed foodservice with over \$1.8 billion during 2001, 20.3 percent of the state total, up 0.5 percent.

Spending on entertainment and recreation increased 6.2 percent from 2000, while public transportation expenditures decreased 6.5 percent. The entertainment and recreation sector may have benefited from travelers choosing driving destinations over flying ones.

### Direct Travel Expenditures in Louisiana by Industry Sector, 2001



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

Travel Expenditures

**Table 3: Direct Travel Expenditures in Louisiana by Industry Sector, 2000-2001**

<i>2001 Expenditures</i>	Domestic (\$ millions)	International (\$ millions)	Total (\$ millions)	% of Total
Public Transportation	\$906.8	\$78.9	\$985.7	10.9%
Auto Transportation	1,542.7	7.1	1,549.8	17.1%
Lodging	1,641.1	198.2	1,839.3	20.3%
Foodservice	2,074.1	107.9	2,182.0	24.1%
Entertainment & Recreation	1,559.1	54.4	1,613.4	17.8%
General Retail Trade	766.7	119.3	886.0	9.8%
<b>Total*</b>	<b>\$8,490.6</b>	<b>\$565.7</b>	<b>\$9,056.3</b>	<b>100.0%</b>
<i>2000 Expenditures</i>				
Public Transportation	\$982.0	\$72.7	\$1,054.7	11.7%
Auto Transportation	1,547.0	6.7	1,553.7	17.2%
Lodging	1,646.3	183.0	1,829.3	20.3%
Foodservice	2,100.3	95.6	2,195.9	24.4%
Entertainment & Recreation	1,470.3	48.7	1,519.0	16.8%
General Retail Trade	756.9	108.2	865.1	9.6%
<b>Total*</b>	<b>\$8,502.8</b>	<b>\$514.9</b>	<b>\$9,017.7</b>	<b>100.0%</b>
<i>Percentage Change 2001 over 2000</i>				
Public Transportation	-7.7%	8.5%	-6.5%	
Auto Transportation	-0.3%	5.6%	-0.3%	
Lodging	-0.3%	8.3%	0.5%	
Foodservice	-1.2%	12.8%	-0.6%	
Entertainment & Recreation	6.0%	11.6%	6.2%	
General Retail Trade	1.3%	10.2%	2.4%	
<b>Total*</b>	<b>-0.1%</b>	<b>9.9%</b>	<b>0.4%</b>	

Sources: TIA, OTTI/ITA

Note: \* Total domestic expenditures and percent change from previous year may not match those in parish tables due to rounding.

## TRAVEL IMPACT ON LOUISIANA – 2001

### Travel-Generated Payroll

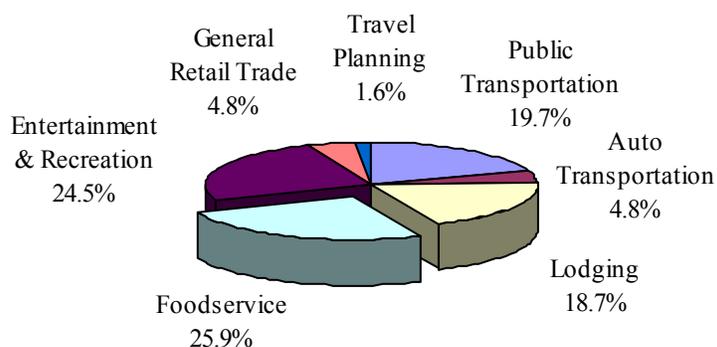
Travel-generated payroll is the wage and salary income paid to employees directly serving travelers within the industry sectors from which these travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors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

Payroll (wages and salaries) paid by Louisiana travel-related firms and directly attributable to domestic and international travel spending totaled nearly \$2.1 billion in 2001, up 0.3 percent from 2000.

On average, every dollar spent by domestic and international travelers produced approximately 23 cents in wage and salary income for Louisiana residents during 2001.

The foodservice industry posted the largest payroll generated by travel spending at \$535 million, 25.9 percent of the state total. Payroll in entertainment & recreation sector ranked second with \$504.5 million, up 2.1 percent from 2000, the best among all categories. The public transportation sector followed entertainment & recreation with \$406.6 million, down 2.1 percent from 2000.

**Travel-Generated Payroll in Louisiana  
by Industry Sector, 2001**



Travel-Generated Payroll

**Table 4: Travel-Generated Payroll in Louisiana by Industry Sector, 2000-2001**

<b>2001 Payroll</b>	<u>Domestic (\$ millions)</u>	<u>International (\$ millions)</u>	<u>Total (\$ millions)</u>	<u>% of Total</u>
Public Transportation	\$376.1	\$30.5	\$406.6	19.7%
Auto Transportation	98.7	0.4	99.1	4.8%
Lodging	345.2	40.3	385.5	18.7%
Foodservice	509.8	25.2	535.0	25.9%
Entertainment & Recreation	487.2	17.4	504.5	24.5%
General Retail Trade	86.5	13.1	99.6	4.8%
Travel Planning*	32.7	0.0	32.7	1.6%
<b>Total**</b>	<b>\$1,936.2</b>	<b>\$126.8</b>	<b>\$2,063.0</b>	<b>100.0%</b>
<b>2000 Payroll</b>				
Public Transportation	\$386.9	\$28.3	\$415.2	20.2%
Auto Transportation	98.6	0.4	99.0	4.8%
Lodging	340.2	38.2	378.4	18.4%
Foodservice	515.4	23.0	538.4	26.2%
Entertainment & Recreation	477.8	16.6	494.4	24.0%
General Retail Trade	85.5	12.4	97.9	4.8%
Travel Planning*	33.6	0.0	33.6	1.6%
<b>Total**</b>	<b>\$1,938.0</b>	<b>\$118.9</b>	<b>\$2,056.9</b>	<b>100.0%</b>
<b>Percentage Change 2001 over 2000</b>				
Public Transportation	-2.8%	7.6%	-2.1%	
Auto Transportation	0.1%	9.1%	0.1%	
Lodging	1.5%	5.5%	1.9%	
Foodservice	-1.1%	9.4%	-0.6%	
Entertainment & Recreation	2.0%	4.6%	2.1%	
General Retail Trade	1.1%	5.7%	1.7%	
Travel Planning *	-2.7%	0.0%	-2.7%	
<b>Total**</b>	<b>-0.1%</b>	<b>6.6%</b>	<b>0.3%</b>	

Sources: TIA, OTTI/ITA

Notes: \*Refers to payroll income that goes to travel agents, tour operators, and other travel service employees who arrange passenger transportation, lodging, tours and other related services; \*\* Total domestic payroll and percent change from previous year may not match those in parish tables due to rounding.

## TRAVEL IMPACT ON LOUISIANA - 2001

### Travel-Generated Employment

Travel and tourism have been important to the Louisiana economy due to the large number of businesses and jobs supported. These jobs include a large number of executive and managerial positions, as well as service-oriented occupations.

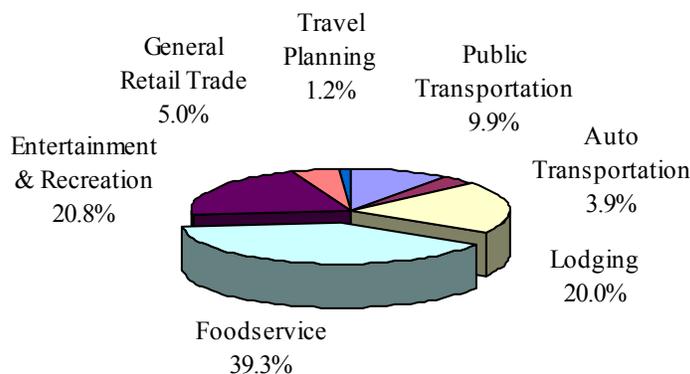
During 2001, domestic and international traveler spending in Louisiana generated 124.2 thousand jobs, up 0.2 percent from 2000. On average, every \$72,905 spent by travelers in Louisiana directly supported one job in 2001.

It is important to note that these 124.2 thousand travel-related jobs composed 6.5 percent of total non-agricultural employment in Louisiana during 2001. Without these jobs generated by travel, Louisiana's 2001 unemployment rate of 5.9 percent would have been 6.1 percentage points higher than it was, or 12 percent of the labor force.

The lodging sector performed better than other sectors in terms of 2001 job creation, posting an increase of 2.9 percent from 2000, 20 percent of the state total.

The foodservice sector, including restaurants and other eating and drinking places, provided more jobs than any other industry sector, accounting for 48.8 thousand jobs, 39.3 percent of the state total. This represented a 0.8 percent decrease from 2000. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on food service contribute to the importance of this sector.

**Travel-Generated Employment in Louisiana  
by Industry Sector, 2001**



**Table 5: Travel-Generated Employment in Louisiana by Industry Sector, 2000-2001**

<i><b>2001 Employment</b></i>	<u>Domestic (thousands)</u>	<u>International (thousands)</u>	<u>Total (thousands)</u>	<u>% of Total</u>
Public Transportation	11.4	0.9	12.3	9.9%
Auto Transportation	4.8	0.0	4.8	3.9%
Lodging	22.3	2.6	24.8	20.0%
Foodservice	46.5	2.3	48.8	39.3%
Entertainment & Recreation	25.0	0.9	25.9	20.8%
General Retail Trade	5.4	0.8	6.2	5.0%
Travel Planning*	1.4	0.0	1.4	1.2%
<b>Total**</b>	<b>116.8</b>	<b>7.4</b>	<b>124.2</b>	<b>100.0%</b>
<i><b>2000 Employment</b></i>				
Public Transportation	11.3	0.9	12.2	9.8%
Auto Transportation	4.8	0.0	4.8	3.9%
Lodging	21.7	2.4	24.1	19.5%
Foodservice	47.0	2.2	49.2	39.7%
Entertainment & Recreation	25.2	0.9	26.1	21.0%
General Retail Trade	5.3	0.8	6.1	4.9%
Travel Planning*	1.5	0.0	1.5	1.2%
<b>Total**</b>	<b>116.8</b>	<b>7.2</b>	<b>124.0</b>	<b>100.0%</b>
<i><b>Percentage Change 2001 over 2000</b></i>				
Public Transportation	0.5%	3.2%	0.7%	
Auto Transportation	0.3%	0.0%	0.4%	
Lodging	2.7%	5.1%	2.9%	
Foodservice	-1.0%	3.8%	-0.8%	
Entertainment & Recreation	-0.8%	1.9%	-0.7%	
General Retail Trade	1.0%	3.5%	1.3%	
Travel Planning*	-4.5%	0.0%	-4.5%	
<b>Total**</b>	<b>0.0%</b>	<b>3.9%</b>	<b>0.2%</b>	

Sources: TIA, OTTI/ITA

Notes: \* Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses; \*\* Total domestic employment and percent change from previous year may not match those in parish tables due to rounding.

## TRAVEL IMPACT ON LOUISIANA - 2001

### Travel-Generated Tax Revenue

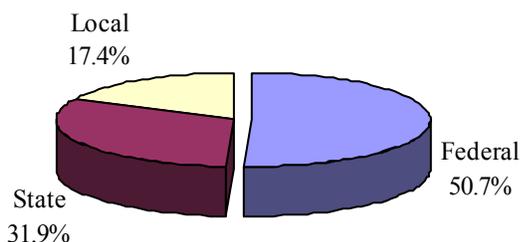
Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in Louisiana. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs.

Domestic and international traveler spending in Louisiana generated \$631.6 million for the federal government during 2001, down 2.2 percent from 2000. This represented 50.7 percent of all travel-generated tax collections in the state. Each dollar spent by domestic and international travelers in Louisiana produced 7.0 cents for federal tax coffers. Federal tax collections were down mainly because of a drop in air ticket and gasoline tax revenues. However, income tax revenue generated by payroll income partially offset the decline.

Domestic and international traveler spending in Louisiana also generated \$396.7 million in tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income, up 0.2 percent from 2000. This comprised 31.9 percent of all travel-generated tax revenue for 2001 collected in the state. On average, each travel dollar produced 4.4 cents in state tax receipts.

Local governments in Louisiana directly benefited from domestic travel as well. During 2001, travel spending generated \$203.9 million in sales and property tax revenue for the localities, 17.4 percent of total travel-generated tax revenue in the state. Each travel dollar produced about 2.4 cents for local tax coffers.

**Travel-Generated Tax Revenue in Louisiana  
by Level of Government, 2001**



Travel-Generated Tax Revenue

**Table 6: Travel-Generated Tax Revenue in Louisiana by Level of Government, 2000-2001**

<i>2001 Tax Revenue</i>	Domestic (\$ millions)	International (\$ millions)	Total (\$ millions)	% of Total
Federal	\$592.1	\$39.5	\$631.6	50.7%
State	371.9	24.8	396.7	31.9%
Local	203.3	13.5	216.8	17.4%
<b>Total</b>	<b>\$1,167.3</b>	<b>\$77.8</b>	<b>\$1,245.1</b>	<b>100.0%</b>
<i>2000 Tax Revenue</i>				
Federal	\$608.6	\$37.0	\$645.6	51.3%
State	373.0	23.1	396.1	31.5%
Local	203.9	12.5	216.4	17.2%
<b>Total</b>	<b>\$1,185.5</b>	<b>\$72.5</b>	<b>\$1,258.0</b>	<b>100.0%</b>
<i>Percentage Change 2001 over 2000</i>				
Federal	-2.7%	6.8%	-2.2%	
State	-0.3%	7.5%	0.2%	
Local	-0.3%	8.0%	0.2%	
<b>Total</b>	<b>5.5%</b>	<b>7.2%</b>	<b>-1.0%</b>	

Sources: TIA, OTTI/ITA

## **2001 DOMESTIC TRAVEL IMPACT ON LOUISIANA PARISHES**

During 2001, domestic travelers spent nearly \$8.5 billion while traveling in Louisiana, down 0.1 percent from 2000. These expenditures directly generated over \$1.9 billion in wages and salaries and 116.8 thousand jobs for Louisiana residents.

Travel expenditures occurred throughout all the sixty-four parishes in Louisiana. The top five parishes in Louisiana received over \$6 billion in direct domestic travel expenditures, 71 percent of the state total. Spending by travelers in the top five parishes generated nearly \$1.5 billion in payroll income (76.8 percent) and 90 thousand jobs (77.3 percent) in 2001.

Additionally, domestic traveler expenditures generated more than \$575 million in tax revenue for the state treasury and the local governments during 2001. The top five parishes in Louisiana contributed 69 percent of the total.

### **Domestic Travel Impact on Top 5 Parishes**

**Orleans Parish**, including the city of New Orleans, led all parishes in travel expenditures, payroll income and jobs directly generated by domestic visitor spending in 2001. U.S. resident traveler expenditures in Orleans Parish reached nearly \$3.9 billion, accounting for 45.5 percent of the state total. These expenditures generated nearly \$1 billion in payroll income and 63.4 thousand jobs for parish residents.

**Jefferson Parish**, located adjacent to New Orleans, ranked second with \$852.7 million in domestic travel spending in 2001, representing 10 percent of the state total. The payroll income and jobs directly attributable to domestic traveler spending reached nearly \$187.3 million and 10.4 thousand jobs.

**East Baton Rouge Parish** posted \$539.1 million in domestic expenditures to rank third. These expenditures generated \$110.9 million in payroll as well as nearly 6 thousand jobs for parish residents.

**Caddo Parish** received \$458.3 million from domestic travelers, 5.4 percent of the state total. These travel expenditures benefited parish residents with \$103.2 million in wages and salaries and nearly 5.3 thousand jobs.

**Bossier Parish** ranked fifth with more than \$314.7 million from domestic visitors. This spending generated \$91.8 million in payroll and 5.2 thousand jobs.

**Table 7: Domestic Travel Impact in Louisiana - Top 5 Parishes, 2000-2001**

***2001 Travel Impact***

Parish	Expenditures (\$ millions)	Payroll (\$ millions)	Employment (thousands)	State & Local Tax Revenue (\$ millions)
Orleans	\$3,862.66	\$993.70	63.39	\$250.70
Jefferson	852.73	187.28	10.39	54.35
E Baton Rouge	539.07	110.90	5.95	35.49
Caddo	458.27	103.21	5.27	32.08
Bossier	314.74	91.76	5.23	23.98
<b>Five Parish Total</b>	<b>\$6,027.47</b>	<b>\$1,486.85</b>	<b>90.23</b>	<b>\$396.59</b>
<b>State Total</b>	<b>\$8,490.55</b>	<b>\$1,936.17</b>	<b>116.79</b>	<b>\$575.18</b>
<b>Share of Top 5 Parishes</b>	<b>71.0%</b>	<b>76.8%</b>	<b>77.3%</b>	<b>69.0%</b>

***2000 Travel Impact***

Orleans	\$3,964.35	\$1,014.32	64.54	\$257.66
Jefferson	841.07	183.72	10.17	53.69
E Baton Rouge	528.25	108.08	5.79	34.84
Caddo	428.15	95.90	4.88	30.02
Bossier	332.48	96.40	5.48	25.36
<b>Five Parish Total</b>	<b>\$6,094.30</b>	<b>\$1,498.42</b>	<b>90.85</b>	<b>\$401.58</b>
<b>State Total</b>	<b>\$8,502.80</b>	<b>\$1,938.00</b>	<b>116.80</b>	<b>\$576.85</b>
<b>Share of Top 5 Parishes</b>	<b>71.7%</b>	<b>77.3%</b>	<b>77.8%</b>	<b>69.6%</b>

***Percentage Change  
2001 over 2000***

Orleans	-2.57%	-2.03%	-1.77%	-2.70%
Jefferson	1.39%	1.94%	2.21%	1.22%
E Baton Rouge	2.05%	2.61%	2.88%	1.86%
Caddo	7.04%	7.62%	7.91%	6.85%
Bossier	-5.34%	-4.82%	-4.57%	-5.47%
<b>Five Parish Total</b>	<b>-1.10%</b>	<b>-0.77%</b>	<b>-0.68%</b>	<b>-1.24%</b>
<b>State Total</b>	<b>-0.14%</b>	<b>-0.09%</b>	<b>-0.01%</b>	<b>-0.29%</b>

Source: TIA

## **PARISH TABLES**

The following tables list the results of the Parish Economic Impact Component of the TIA's Travel Economic Impact Model for Louisiana in 2001 and revised estimates for 2000. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table A shows the parishes listed alphabetically, with 2001 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table B ranks the parishes in order of 2001 travel expenditures from highest to lowest.

Table C shows the percent distribution for each impact measure in 2001.

Table D shows the percent change in 2001 over 2000 estimates for each of the measures of economic impact.

Table E shows the parishes listed alphabetically, with revised 2000 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue shown for each.

Table A: Alphabetical by Parish, 2001

<b>2001 Domestic Travel Impact on Louisiana</b>					
<b>Table A: Alphabetical by Parish, 2001</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$25.12	\$2.52	0.16	\$1.51	\$0.47
ALLEN	247.10	69.43	3.85	7.53	5.02
ASCENSION	58.66	7.10	0.49	3.37	0.97
ASSUMPTION	8.65	0.96	0.06	0.49	0.20
AVOUELLES	114.50	27.37	1.58	2.93	1.83
BEAUREGARD	13.18	1.80	0.10	0.73	1.01
BIENVILLE	8.08	1.05	0.07	0.44	0.61
BOSSIER	314.74	91.76	5.23	14.80	9.18
CADDO	458.27	103.21	5.27	22.24	9.84
CALCASIEU	254.74	64.85	3.59	12.00	6.86
CALDWELL	6.30	0.85	0.06	0.31	0.42
CAMERON	4.33	0.64	0.05	0.20	0.27
CATAHOULA	3.86	0.65	0.05	0.17	0.25
CLAIBORNE	7.40	1.15	0.08	0.35	0.39
CONCORDIA	10.31	1.27	0.08	0.55	0.49
DE SOTA	10.81	1.30	0.08	0.64	0.38
E BATON ROUGE	539.07	110.90	5.95	25.75	9.74
E CARROLL	7.36	0.81	0.06	0.46	0.17
E FELICIANA	3.14	0.53	0.04	0.14	0.20
EVANGELINE	13.28	2.03	0.13	0.69	0.51
FRANKLIN	7.01	1.08	0.09	0.30	0.23
GRANT	2.93	0.47	0.04	0.12	0.26
IBERIA	36.96	5.71	0.38	1.90	0.66
IBERVILLE	17.01	2.58	0.15	0.93	0.72
JACKSON	7.12	1.16	0.08	0.29	0.19
JEFFERSON	852.73	187.28	10.39	37.01	17.34
JEFFERSON DAVIS	15.54	1.99	0.15	0.87	0.37

Table A: Alphabetical by Parish, 2001

<b>2001 Domestic Travel Impact on Louisiana</b>						
<b>Table A: Alphabetical by Parish, 2001 (Continued)</b>						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
LAFAYETTE	282.34	51.91	2.92	14.28	5.27	
LAFOURCHE	55.79	6.97	0.45	3.17	0.95	
LASALLE	3.96	0.63	0.05	0.16	0.21	
LINCOLN	20.18	3.42	0.25	1.02	0.50	
LIVINGSTON	29.05	2.78	0.17	1.69	1.04	
MADISON	32.00	2.60	0.15	2.28	0.49	
MOREHOUSE	12.72	2.04	0.13	0.66	0.35	
NATCHITOCHE	26.19	4.14	0.29	1.37	0.94	
ORLEANS	3,862.66	993.70	63.39	153.87	96.83	
OUACHITA	150.65	31.37	1.66	6.79	2.94	
PLAQUEMINES	18.97	3.21	0.19	0.97	1.41	
POINTE COUPEE	8.58	1.13	0.08	0.43	0.22	
RAPIDES	102.61	17.47	1.02	5.25	2.04	
RED RIVER	4.37	0.57	0.04	0.24	0.15	
RICHLAND	14.65	1.77	0.12	0.89	0.29	
SABINE	16.80	2.25	0.13	0.82	1.75	
SAINT BERNARD	35.53	4.67	0.29	1.95	0.53	
SAINT CHARLES	27.45	3.75	0.25	1.41	0.38	
SAINT HELENA	2.08	0.40	0.03	0.08	0.14	
SAINT JAMES	9.02	1.18	0.09	0.43	0.15	
SAINT JOHN	24.85	4.15	0.29	1.23	0.53	
SAINT LANDRY	44.68	5.09	0.32	2.63	1.27	
SAINT MARTIN	20.97	2.62	0.15	1.13	1.19	
SAINT MARY	143.72	33.14	1.95	4.43	2.39	
SAINT TAMMANY	143.21	20.98	1.31	8.00	3.99	
TANGIPAOA	102.20	10.45	0.66	6.01	1.76	
TENSAS	3.23	0.66	0.04	0.14	0.36	

Table A: Alphabetical by Parish, 2001

<b>2001 Domestic Travel Impact on Louisiana</b>						
<b>Table A: Alphabetical by Parish, 2001 (Continued)</b>						
<u>Parish</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	
TERREBONNE	82.98	11.92	0.78	4.65	1.49	
UNION	9.37	1.07	0.07	0.53	0.65	
VERMILION	29.03	3.07	0.19	1.73	0.76	
VERNON	14.22	1.97	0.13	0.76	0.60	
W BATON ROUGE	36.00	4.85	0.33	2.16	0.69	
W CARROLL	3.32	0.52	0.04	0.14	0.13	
W FELICIANA	14.07	2.35	0.17	0.77	0.57	
WASHINGTON	17.08	1.98	0.13	0.96	0.49	
WEBSTER	32.21	3.87	0.23	1.95	1.02	
<u>WINN</u>	<u>5.63</u>	<u>1.08</u>	<u>0.08</u>	<u>0.24</u>	<u>0.25</u>	
STATE TOTALS	\$8,490.55	\$1,936.17	116.79	\$371.93	\$203.25	

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Table B: Ranking Of Parishes By Expenditure Levels, 2001

<b>2001 Domestic Travel Impact on Louisiana</b>					
<b>Table B: Ranking of Parishes by Expenditure Levels, 2001</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ORLEANS	\$3,862.66	\$993.70	63.39	\$153.87	\$96.83
JEFFERSON	852.73	187.28	10.39	37.01	17.34
E BATON ROUGE	539.07	110.90	5.95	25.75	9.74
CADDO	458.27	103.21	5.27	22.24	9.84
BOSSIER	314.74	91.76	5.23	14.80	9.18
LAFAYETTE	282.34	51.91	2.92	14.28	5.27
CALCASIEU	254.74	64.85	3.59	12.00	6.86
ALLEN	247.10	69.43	3.85	7.53	5.02
OUACHITA	150.65	31.37	1.66	6.79	2.94
SAINT MARY	143.72	33.14	1.95	4.43	2.39
SAINT TAMMANY	143.21	20.98	1.31	8.00	3.99
AVOYELLES	114.50	27.37	1.58	2.93	1.83
RAPIDES	102.61	17.47	1.02	5.25	2.04
TANGIPAOHA	102.20	10.45	0.66	6.01	1.76
TERREBONNE	82.98	11.92	0.78	4.65	1.49
ASCENSION	58.66	7.10	0.49	3.37	0.97
LAFOURCHE	55.79	6.97	0.45	3.17	0.95
SAINT LANDRY	44.68	5.09	0.32	2.63	1.27
IBERIA	36.96	5.71	0.38	1.90	0.66
W BATON ROUGE	36.00	4.85	0.33	2.16	0.69
SAINT BERNARD	35.53	4.67	0.29	1.95	0.53
WEBSTER	32.21	3.87	0.23	1.95	1.02
MADISON	32.00	2.60	0.15	2.28	0.49
LIVINGSTON	29.05	2.78	0.17	1.69	1.04
VERMILION	29.03	3.07	0.19	1.73	0.76
SAINT CHARLES	27.45	3.75	0.25	1.41	0.38
NATCHITOCHE	26.19	4.14	0.29	1.37	0.94

Table B: Ranking Of Parishes By Expenditure Levels, 2001

<b>2001 Domestic Travel Impact on Louisiana</b>						
<b>Table B: Ranking of Parishes by Expenditure Levels, 2001 (Continued)</b>						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
ACADIA	25.12	2.52	0.16	1.51	0.47	
SAINT JOHN	24.85	4.15	0.29	1.23	0.53	
SAINT MARTIN	20.97	2.62	0.15	1.13	1.19	
LINCOLN	20.18	3.42	0.25	1.02	0.50	
PLAQUEMINES	18.97	3.21	0.19	0.97	1.41	
WASHINGTON	17.08	1.98	0.13	0.96	0.49	
IBERVILLE	17.01	2.58	0.15	0.93	0.72	
SABINE	16.80	2.25	0.13	0.82	1.75	
JEFFERSON DAVIS	15.54	1.99	0.15	0.87	0.37	
RICHLAND	14.65	1.77	0.12	0.89	0.29	
VERNON	14.22	1.97	0.13	0.76	0.60	
W FELICIANA	14.07	2.35	0.17	0.77	0.57	
EVANGELINE	13.28	2.03	0.13	0.69	0.51	
BEAUREGARD	13.18	1.80	0.10	0.73	1.01	
MOREHOUSE	12.72	2.04	0.13	0.66	0.35	
DE SOTA	10.81	1.30	0.08	0.64	0.38	
CONCORDIA	10.31	1.27	0.08	0.55	0.49	
UNION	9.37	1.07	0.07	0.53	0.65	
SAINT JAMES	9.02	1.18	0.09	0.43	0.15	
ASSUMPTION	8.65	0.96	0.06	0.49	0.20	
POINTE COUPEE	8.58	1.13	0.08	0.43	0.22	
BIENVILLE	8.08	1.05	0.07	0.44	0.61	
CLAIBORNE	7.40	1.15	0.08	0.35	0.39	
E CARROLL	7.36	0.81	0.06	0.46	0.17	
JACKSON	7.12	1.16	0.08	0.29	0.19	
FRANKLIN	7.01	1.08	0.09	0.30	0.23	
CALDWELL	6.30	0.85	0.06	0.31	0.42	

Table B: Ranking Of Parishes By Expenditure Levels, 2001

<b>2001 Domestic Travel Impact on Louisiana</b>						
<b>Table B: Ranking of Parishes by Expenditure Levels, 2001 (Continued)</b>						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
WINN	5.63	1.08	0.08	0.24	0.25	
RED RIVER	4.37	0.57	0.04	0.24	0.15	
CAMERON	4.33	0.64	0.05	0.20	0.27	
LASALLE	3.96	0.63	0.05	0.16	0.21	
CATAHOULA	3.86	0.65	0.05	0.17	0.25	
W CARROLL	3.32	0.52	0.04	0.14	0.13	
TENSAS	3.23	0.66	0.04	0.14	0.36	
E FELICIANA	3.14	0.53	0.04	0.14	0.20	
GRANT	2.93	0.47	0.04	0.12	0.26	
<u>SAINT HELENA</u>	<u>2.08</u>	<u>0.40</u>	<u>0.03</u>	<u>0.08</u>	<u>0.14</u>	
STATE TOTALS	\$8,490.55	\$1,936.17	116.79	\$371.93	\$203.25	

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Table C: Percent Distribution By Parish, 2001

<b>2001 Domestic Travel Impact on Louisiana</b>					
<b>Table C: Percent Distribution by Parish, 2001</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	0.30%	0.13%	0.14%	0.41%	0.23%
ALLEN	2.91%	3.59%	3.29%	2.02%	2.47%
ASCENSION	0.69%	0.37%	0.42%	0.91%	0.47%
ASSUMPTION	0.10%	0.05%	0.05%	0.13%	0.10%
AVOUELLES	1.35%	1.41%	1.35%	0.79%	0.90%
BEAUREGARD	0.16%	0.09%	0.09%	0.20%	0.50%
BIENVILLE	0.10%	0.05%	0.06%	0.12%	0.30%
BOSSIER	3.71%	4.74%	4.48%	3.98%	4.52%
CADDO	5.40%	5.33%	4.51%	5.98%	4.84%
CALCASIEU	3.00%	3.35%	3.08%	3.23%	3.38%
CALDWELL	0.07%	0.04%	0.05%	0.08%	0.20%
CAMERON	0.05%	0.03%	0.04%	0.05%	0.13%
CATAHOULA	0.05%	0.03%	0.04%	0.05%	0.12%
CLAIBORNE	0.09%	0.06%	0.07%	0.09%	0.19%
CONCORDIA	0.12%	0.07%	0.07%	0.15%	0.24%
DE SOTA	0.13%	0.07%	0.07%	0.17%	0.19%
E BATON ROUGE	6.35%	5.73%	5.10%	6.92%	4.79%
E CARROLL	0.09%	0.04%	0.05%	0.12%	0.08%
E FELICIANA	0.04%	0.03%	0.03%	0.04%	0.10%
EVANGELINE	0.16%	0.10%	0.11%	0.19%	0.25%
FRANKLIN	0.08%	0.06%	0.07%	0.08%	0.11%
GRANT	0.03%	0.02%	0.03%	0.03%	0.13%
IBERIA	0.44%	0.29%	0.32%	0.51%	0.32%
IBERVILLE	0.20%	0.13%	0.13%	0.25%	0.35%
JACKSON	0.08%	0.06%	0.07%	0.08%	0.09%
JEFFERSON	10.04%	9.67%	8.90%	9.95%	8.53%
JEFFERSON DAVIS	0.18%	0.10%	0.13%	0.23%	0.18%

Table C: Percent Distribution By Parish, 2001

<b>2001 Domestic Travel Impact on Louisiana</b>					
<b>Table C: Percent Distribution by Parish, 2001 (Continued)</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	3.33%	2.68%	2.50%	3.84%	2.59%
LAFOURCHE	0.66%	0.36%	0.38%	0.85%	0.47%
LASALLE	0.05%	0.03%	0.04%	0.04%	0.10%
LINCOLN	0.24%	0.18%	0.21%	0.28%	0.25%
LIVINGSTON	0.34%	0.14%	0.14%	0.45%	0.51%
MADISON	0.38%	0.13%	0.13%	0.61%	0.24%
MOREHOUSE	0.15%	0.11%	0.11%	0.18%	0.17%
NATCHITOCHE	0.31%	0.21%	0.25%	0.37%	0.46%
ORLEANS	45.49%	51.32%	54.28%	41.37%	47.64%
OUACHITA	1.77%	1.62%	1.42%	1.83%	1.45%
PLAQUEMINES	0.22%	0.17%	0.16%	0.26%	0.69%
POINTE COUPEE	0.10%	0.06%	0.07%	0.12%	0.11%
RAPIDES	1.21%	0.90%	0.87%	1.41%	1.00%
RED RIVER	0.05%	0.03%	0.03%	0.07%	0.07%
RICHLAND	0.17%	0.09%	0.10%	0.24%	0.14%
SABINE	0.20%	0.12%	0.12%	0.22%	0.86%
SAINT BERNARD	0.42%	0.24%	0.25%	0.52%	0.26%
SAINT CHARLES	0.32%	0.19%	0.21%	0.38%	0.19%
SAINT HELENA	0.02%	0.02%	0.03%	0.02%	0.07%
SAINT JAMES	0.11%	0.06%	0.08%	0.12%	0.07%
SAINT JOHN	0.29%	0.21%	0.24%	0.33%	0.26%
SAINT LANDRY	0.53%	0.26%	0.27%	0.71%	0.62%
SAINT MARTIN	0.25%	0.14%	0.13%	0.30%	0.59%
SAINT MARY	1.69%	1.71%	1.67%	1.19%	1.17%
SAINT TAMMANY	1.69%	1.08%	1.12%	2.15%	1.96%
TANGIPAHOA	1.20%	0.54%	0.56%	1.62%	0.87%
TENSAS	0.04%	0.03%	0.03%	0.04%	0.18%

Table C: Percent Distribution By Parish, 2001

<b>2001 Domestic Travel Impact on Louisiana</b>						
<b>Table C: Percent Distribution by Parish, 2001 (Continued)</b>						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
TERREBONNE	0.98%	0.62%	0.67%	1.25%	0.73%	
UNION	0.11%	0.06%	0.06%	0.14%	0.32%	
VERMILION	0.34%	0.16%	0.16%	0.47%	0.37%	
VERNON	0.17%	0.10%	0.11%	0.20%	0.29%	
W BATON ROUGE	0.42%	0.25%	0.28%	0.58%	0.34%	
W CARROLL	0.04%	0.03%	0.03%	0.04%	0.06%	
W FELICIANA	0.17%	0.12%	0.14%	0.21%	0.28%	
WASHINGTON	0.20%	0.10%	0.11%	0.26%	0.24%	
WEBSTER	0.38%	0.20%	0.20%	0.52%	0.50%	
<u>WINN</u>	<u>0.07%</u>	<u>0.06%</u>	<u>0.07%</u>	<u>0.07%</u>	<u>0.12%</u>	
STATE TOTALS	100.00%	100.00%	100.00%	100.00%	100.00%	

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Table D: Percent Change Over Revised 2000

<b>2001 Domestic Travel Impact on Louisiana</b>					
<b>Table D: Percent Change over Revised 2000</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	2.41%	2.97%	3.24%	2.11%	2.52%
ALLEN	3.39%	1.17%	0.88%	3.33%	3.00%
ASCENSION	4.66%	5.23%	5.51%	4.35%	4.77%
ASSUMPTION	3.76%	4.33%	4.61%	3.46%	3.87%
AVOUELLES	1.61%	-1.40%	-2.02%	2.27%	1.84%
BEAUREGARD	-5.90%	-5.38%	-5.13%	-6.17%	-5.80%
BIENVILLE	0.74%	1.29%	1.56%	0.45%	0.85%
BOSSIER	-5.34%	-4.82%	-4.57%	-5.61%	-5.24%
CADDO	7.04%	7.62%	7.91%	6.72%	7.15%
CALCASIEU	3.89%	4.46%	4.73%	3.59%	4.00%
CALDWELL	5.74%	6.32%	6.60%	5.43%	5.85%
CAMERON	3.28%	3.85%	4.12%	2.98%	3.39%
CATAHOULA	5.94%	6.52%	6.80%	5.63%	6.05%
CLAIBORNE	2.71%	3.27%	3.54%	2.41%	2.81%
CONCORDIA	2.76%	3.33%	3.60%	2.46%	2.87%
DE SOTA	-2.12%	-1.59%	-1.33%	-2.41%	-2.02%
E BATON ROUGE	2.05%	2.61%	2.88%	1.75%	2.15%
E CARROLL	-0.94%	-0.40%	-0.14%	-1.23%	-0.84%
E FELICIANA	8.51%	9.11%	9.39%	8.20%	8.62%
EVANGELINE	2.75%	3.31%	3.58%	2.45%	2.86%
FRANKLIN	7.86%	8.45%	8.74%	7.55%	7.97%
GRANT	-4.88%	-4.36%	-4.10%	-5.16%	-4.78%
IBERIA	8.05%	8.64%	8.93%	7.73%	8.16%
IBERVILLE	9.16%	9.76%	10.05%	8.84%	9.27%
JACKSON	0.20%	0.75%	1.02%	-0.09%	0.31%
JEFFERSON	1.39%	1.94%	2.21%	1.09%	1.49%
JEFFERSON DAVIS	-0.30%	0.25%	0.51%	-0.59%	-0.19%

Table D: Percent Change Over Revised 2000

**2001 Domestic Travel Impact on Louisiana**  
**Table D: Percent Change over Revised 2000 (Continued)**

<u>Parish</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
LAFAYETTE	0.45%	1.00%	1.26%	0.15%	0.55%
LAFOURCHE	0.12%	0.67%	0.93%	-0.17%	0.22%
LASALLE	-1.16%	-0.62%	-0.36%	-1.45%	-1.06%
LINCOLN	-3.94%	-3.41%	-3.15%	-4.22%	-3.84%
LIVINGSTON	-1.73%	-1.19%	-0.93%	-2.02%	-1.63%
MADISON	-2.25%	-1.72%	-1.46%	-2.54%	-2.15%
MOREHOUSE	2.76%	3.32%	3.60%	2.46%	2.87%
NATCHITOCHE	1.59%	2.15%	2.42%	1.30%	1.70%
ORLEANS	-2.57%	-2.03%	-1.77%	-2.85%	-2.46%
OUACHITA	2.86%	3.43%	3.70%	2.56%	2.97%
PLAQUEMINES	-1.62%	-1.09%	-0.82%	-1.91%	-1.52%
POINTE COUPEE	1.90%	2.46%	2.73%	1.61%	2.01%
RAPIDES	-6.96%	-6.45%	-6.20%	-7.23%	-6.86%
RED RIVER	0.96%	1.51%	1.78%	0.66%	1.06%
RICHLAND	1.32%	1.88%	2.15%	1.03%	1.43%
SABINE	4.37%	4.94%	5.21%	4.06%	4.47%
SAINT BERNARD	3.51%	4.07%	4.35%	3.20%	3.61%
SAINT CHARLES	5.98%	6.56%	6.84%	5.67%	6.09%
SAINT HELENA	4.56%	5.14%	5.41%	4.26%	4.67%
SAINT JAMES	0.39%	0.93%	1.20%	0.09%	0.49%
SAINT JOHN	7.55%	8.13%	8.42%	7.23%	7.66%
SAINT LANDRY	-0.33%	0.21%	0.48%	-0.62%	-0.23%
SAINT MARTIN	4.76%	5.34%	5.62%	4.46%	4.87%
SAINT MARY	7.68%	5.42%	4.87%	7.03%	7.64%
SAINT TAMMANY	0.99%	1.54%	1.81%	0.70%	1.10%
TANGIPAHOA	6.03%	6.61%	6.89%	5.72%	6.14%
TENSAS	2.38%	2.94%	3.21%	2.08%	2.49%

Table D: Percent Change Over Revised 2000

<b>2001 Domestic Travel Impact on Louisiana</b>					
<b>Table D: Percent Change over Revised 2000 (Continued)</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	7.44%	8.03%	8.31%	7.13%	7.55%
UNION	1.20%	1.75%	2.02%	0.91%	1.31%
VERMILION	-3.91%	-3.38%	-3.13%	-4.19%	-3.81%
VERNON	-1.79%	-1.26%	-1.00%	-2.08%	-1.69%
W BATON ROUGE	1.88%	2.44%	2.71%	1.59%	1.99%
W CARROLL	3.12%	3.68%	3.96%	2.82%	3.23%
W FELICIANA	0.96%	1.51%	1.78%	0.66%	1.06%
WASHINGTON	4.15%	4.72%	4.99%	3.84%	4.26%
WEBSTER	0.77%	1.32%	1.59%	0.47%	0.87%
<u>WINN</u>	<u>-0.80%</u>	<u>-0.26%</u>	<u>0.01%</u>	<u>-1.09%</u>	<u>-0.70%</u>
STATE TOTALS	-0.14%	-0.09%	-0.01%	-0.29%	-0.29%

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Table E: Alphabetical By Parish, Revised 2000

<b>2001 Domestic Travel Impact on Louisiana</b>					
<b>Table E: Alphabetical by Parish, Revised 2000</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$24.52	\$2.45	0.15	\$1.48	\$0.45
ALLEN	239.00	68.63	3.81	7.29	4.88
ASCENSION	56.05	6.75	0.46	3.23	0.92
ASSUMPTION	8.33	0.92	0.06	0.47	0.20
AVOUELLES	112.69	27.76	1.61	2.86	1.80
BEAUREGARD	14.00	1.90	0.11	0.78	1.07
BIENVILLE	8.02	1.04	0.07	0.43	0.60
BOSSIER	332.48	96.40	5.48	15.67	9.69
CADDO	428.15	95.90	4.88	20.84	9.19
CALCASIEU	245.21	62.08	3.43	11.59	6.60
CALDWELL	5.96	0.80	0.05	0.29	0.39
CAMERON	4.19	0.62	0.05	0.20	0.26
CATAHOULA	3.65	0.61	0.05	0.16	0.23
CLAIBORNE	7.20	1.12	0.08	0.34	0.38
CONCORDIA	10.03	1.23	0.08	0.54	0.47
DE SOTA	11.05	1.32	0.08	0.65	0.39
E BATON ROUGE	528.25	108.08	5.79	25.30	9.54
E CARROLL	7.43	0.81	0.06	0.47	0.17
E FELICIANA	2.89	0.48	0.04	0.13	0.19
EVANGELINE	12.92	1.97	0.13	0.67	0.49
FRANKLIN	6.50	1.00	0.08	0.28	0.21
GRANT	3.08	0.49	0.04	0.13	0.27
IBERIA	34.21	5.25	0.34	1.77	0.61
IBERVILLE	15.58	2.35	0.14	0.85	0.66
JACKSON	7.11	1.15	0.08	0.29	0.19
JEFFERSON	841.07	183.72	10.17	36.61	17.08
JEFFERSON DAVIS	15.59	1.98	0.15	0.88	0.37

Table E: Alphabetical By Parish, Revised 2000

<b>2001 Domestic Travel Impact on Louisiana</b>						
<b>Table E: Alphabetical by Parish, Revised 2000 (Continued)</b>						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
LAFAYETTE	281.08	51.40	2.88	14.26	5.24	
LAFOURCHE	55.72	6.92	0.44	3.18	0.95	
LASALLE	4.01	0.63	0.05	0.17	0.21	
LINCOLN	21.01	3.54	0.26	1.07	0.52	
LIVINGSTON	29.56	2.81	0.17	1.72	1.05	
MADISON	32.73	2.65	0.15	2.34	0.50	
MOREHOUSE	12.38	1.98	0.13	0.64	0.34	
NATCHITOCHE	25.78	4.05	0.28	1.35	0.92	
ORLEANS	3,964.35	1,014.32	64.54	158.38	99.28	
OUACHITA	146.45	30.33	1.60	6.62	2.86	
PLAQUEMINES	19.28	3.25	0.19	0.99	1.43	
POINTE COUPEE	8.42	1.11	0.08	0.42	0.21	
RAPIDES	110.28	18.68	1.09	5.66	2.19	
RED RIVER	4.33	0.56	0.04	0.24	0.15	
RICHLAND	14.46	1.74	0.12	0.88	0.29	
SABINE	16.10	2.14	0.13	0.79	1.68	
SAINT BERNARD	34.33	4.49	0.28	1.89	0.51	
SAINT CHARLES	25.90	3.52	0.23	1.34	0.36	
SAINT HELENA	1.99	0.38	0.03	0.08	0.13	
SAINT JAMES	8.98	1.16	0.09	0.43	0.14	
SAINT JOHN	23.10	3.83	0.26	1.14	0.49	
SAINT LANDRY	44.83	5.08	0.32	2.65	1.27	
SAINT MARTIN	20.01	2.49	0.14	1.08	1.14	
SAINT MARY	133.47	31.44	1.86	4.14	2.22	
SAINT TAMMANY	141.80	20.66	1.29	7.94	3.95	
TANGIPAHOA	96.39	9.81	0.61	5.69	1.66	
TENSAS	3.16	0.64	0.04	0.13	0.35	

Table E: Alphabetical By Parish, Revised 2000

<b>2001 Domestic Travel Impact on Louisiana</b>						
<b>Table E: Alphabetical by Parish, Revised 2000 (Continued)</b>						
<u>Parish</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	
TERREBONNE	77.23	11.03	0.72	4.34	1.39	
UNION	9.26	1.06	0.07	0.53	0.64	
VERMILION	30.21	3.17	0.19	1.81	0.79	
VERNON	14.48	2.00	0.13	0.78	0.61	
W BATON ROUGE	35.33	4.74	0.32	2.12	0.68	
W CARROLL	3.22	0.50	0.04	0.13	0.12	
W FELICIANA	13.93	2.31	0.16	0.76	0.56	
WASHINGTON	16.40	1.89	0.12	0.93	0.47	
WEBSTER	31.96	3.82	0.23	1.94	1.01	
<u>WINN</u>	<u>5.68</u>	<u>1.08</u>	<u>0.08</u>	<u>0.24</u>	<u>0.25</u>	
STATE TOTALS	\$8,502.80	\$1,938.00	116.80	\$373.00	\$203.85	

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**APPENDICES**

## **Appendix A: Travel Economic Impact Model**

### **Introduction**

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

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics.

The revised TEIM has been used to develop estimates of 1987 and subsequent year travel expenditures and the effect of these expenditures on employment, payroll and tax revenue in each of the 50 states and the District of Columbia. TIA has also produced a time series of estimates for the years 1977-87 through the revised TEIM. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

### **Definition of Terms**

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

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

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

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

Economic impact is represented by measures of spending, employment, payroll, business receipts, and tax revenues generated by traveler spending. Payroll includes all forms of compensation, such as salaries,

wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

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

### **Description of the Model**

The basic data on travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home spent by type of accommodation) are available from TIA's Travel Surveys and Smith Travel Research's Hotel and Motel Survey. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in campgrounds is multiplied by the average cost per night per travel party of staying in a campground facility to obtain the estimate of traveler expenditures for camping accommodations.

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC 701, NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

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

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

The 1987 benchmark estimates of travel expenditures, travel generated employment and payroll, and federal, state and local tax revenue are updated for each successive year. Data from the U.S. Bureau of the

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

### **Limitations of the Study**

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

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

## **Appendix B: Glossary of Terms**

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

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

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

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

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

**Tourism.** Generally avoided in this study, this can be used to refer to pleasure or personal travel, a subset of travel.

**Travel.** The act of taking a "trip".

**Traveler.** Person taking a "trip".

**Travel Expenditure.** The exchange of money or the promise of money for goods or service while traveling, including any advance purchase of public transportation tickets, lodging or other items normally considered incidental to travel, but which may be purchased in advance of the trip. In addition, certain of the "fixed" or capital costs of owning a motor vehicle (including campers, motor homes, etc.) or a vacation or second home are included as associated with taking a trip.

Generally, expenditures are assumed to take place at the point where the good or service is bought while traveling. The two exceptions to this rule are that the fixed costs of operating a motor vehicle while on a trip are allocated to the traveler's area of residence, and the "imputed rent" of spending nights in the traveler's own vacation home is allocated to the area visited.

**Travel-generated Employment.** The number of jobs attributable to travel expenditures in an area. These estimates of employment follow the "establishment payroll survey definition" rather than the "household survey definition". Consequently, the TEIM estimates are more closely related to the number of jobs than to the number of employees. For a detailed description of the household and establishment survey differences, see Green, Gloria P., "Comparing Employment Estimates from Household and Payroll Surveys," *Monthly Labor Review*, Volume 92, No. 12, December 1969.

**Travel-generated Payroll.** This is the payroll, or wage and salary income, attributable to travel expenditures in an area. Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Trips and gratuities received by

employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit nor other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc.

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

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

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

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

**Travel-generated Wage and Salary Income.** The same as "travel-generated payroll."

**Trip.** A trip occurs, for the purpose of the model, every time one or more persons goes to a place 50 miles or more, each way, from home in one day, or is out of town one or more nights in paid or unpaid accommodations, and returns to his/her origin. Specifically excluded from this definition are: (1) travel as part of an operating crew on a train, plane, bus, truck or ship; (2) commuting to a place of work; (3) student trips to school or those taken while in school.

## Appendix C: Travel-Related Industry Measurement

### SIC-NAICS Transition

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

SIC DESCRIPTION(S)	SIC CODE(S)	NAICS DESCRIPTION(S)	NAICS CODE(S)
<b>Accommodations</b>			
<i>Hotels and Motels</i>	701	<i>Traveler Accommodation</i>	7211
<i>Recreational Vehicle Parks &amp; Campsites</i>	703	<i>Recreational Vehicle Parks &amp; Campgrounds</i>	7212
<b>Auto Transportation</b>			
<i>Passenger Car Rental</i>	7514	<i>Passenger Car Rental</i>	532111
<i>Gasoline Service Stations</i>	554	<i>Gasoline Stations with Convenience Stores; Other Gasoline Stations</i>	447110; 447190
<i>Automotive Dealers</i>	55 (excl. 554)	<i>Motor Vehicle &amp; Parts Dealers</i>	4411; 4412; 4413
<b>Amusement and Recreational Services</b>			
	79	<i>Amusement, Gambling &amp; Recreation Industries</i>	713
		<i>Performing Arts, Spectator Sports &amp; Related Industries</i>	711
<i>Museums, Art Galleries, Botanical and Zoological Gardens</i>	84	<i>Museums, Historical Sites &amp; Similar Institutions</i>	712
<b>Food</b>			
<i>Eating &amp; Drinking Places (Alcoholic Beverages)</i>	581	<i>Foodservices &amp; Drinking Places</i>	7221; 7222; 7224
<i>Grocery Stores</i>	541	<i>Food and Beverage stores</i>	4451; 4452; 4453
<b>Public Transportation</b>			
<i>Air Transportation</i>	45	<i>Passenger Air Transportation; Airport Support Activities</i>	481; 4881
<i>Interurban &amp; Rural Bus Carriers</i>	413	<i>Interurban &amp; Rural Bus Transportation</i>	4852
<i>Charter Bus/Interstate</i>	4142	<i>Charter Bus (interstate/interurban)</i>	4855102
<i>Taxi &amp; Limousine Services</i>	412	<i>Taxi &amp; Limousine Services</i>	4853
<i>Water Transportation of Passengers</i>	448	<i>Water Passenger Transportation and Excursion &amp; Sightseeing Boats</i>	483112; 483114; 483212; 487210
<b>Retail</b>			
<i>General Merchandise Stores</i>	53	<i>General Merchandise Stores</i>	452
<i>Miscellaneous Retail Stores</i>	59	<i>Other Retail Stores</i>	453; 44611; 4483; 45111; 45112; 45121
<b>Travel Arrangement</b>			
<i>Travel Arrangement</i>	472	<i>Travel Arrangement &amp; Reservation Services (includes travel agencies and tour operators)</i>	5615

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

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

### **Organizations**

Air Transport Association  
American Automobile Association  
Amtrak  
American Society of Travel Agents  
Bureau of the Census, U.S. Department of Commerce  
Bureau of Economic Analysis, U.S. Department of Commerce  
Bureau of Labor Statistics, U.S. Department of Labor  
Federal Aviation Administration, U.S. Department of Transportation  
Federal Highway Administration, U.S. Department of Transportation  
National Park Service  
Louisiana Office of Tourism  
Peterson, Howell & Heather, Inc.  
Runzheimer International Ltd.  
Smith Travel Research  
Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce  
Travel Industry Association of America