



# THE **ECONOMIC IMPACT** OF TRAVELERS ON OKLAHOMA COUNTIES

2009-2010



A STUDY PREPARED FOR THE OKLAHOMA TOURISM AND RECREATION DEPARTMENT  
BY THE U.S. TRAVEL ASSOCIATION, WASHINGTON, D.C.

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## **PREFACE**

This study was conducted by the Research Department of the U.S. Travel Association for the *Oklahoma Tourism and Recreation Department*. The study presents 2010 domestic travel economic impact on Oklahoma and its 77 counties. Estimates include travel expenditures, travel-generated employment and payroll income, as well as tax revenues for federal, state and local government. For the purpose of comparison, 2009 impact data are displayed in this report.

U.S. Travel Association  
Washington, D.C.  
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## **INTRODUCTION**

This report presents 2010 estimates of the impact of domestic travel in Oklahoma and its 77 counties, as well as the employment, payroll income and tax revenue directly generated by the spending. For the purpose of comparison, 2009 impact data are also included in this report.

All estimates of the economic impact of travel contained in this volume are the product of the U.S. Travel Association's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The TEIM was created to capture the highly complex nature of the U.S. travel industry at national, regional, state and local levels. The TEIM was designed so that economic impact estimates could be compared across all fifty states and the District of Columbia, thereby allowing states and localities to assess their market share nationally, regionally or within the state.

The domestic component of TEIM is based on national surveys conducted by the U.S. Travel Association and other travel-related data developed by the U.S. Travel Association, various federal agencies, state government, and private travel organizations each year. A summary of the methodology is provided in Appendix B.

U.S. residents traveling in Oklahoma include both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on any overnight and day trips to places 50 miles or more away from home. 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 government supported payroll and employment.

Since additional data relating to travel and its economic impact in 2010 will become available subsequent to this study, the U.S. Travel Association reserves the right to revise these estimates in the future.

## **EXECUTIVE SUMMARY**

- Domestic travelers directly spent nearly \$6.2 billion in Oklahoma during 2010, a 7.2 percent increase over 2009.
- Travel-generated employees earned more than \$1.8 billion in payroll income during 2010, up 4.3 percent over 2009.
- Domestic travel expenditures generated 74.9 thousand jobs within Oklahoma in 2010, comprised 4.9 percent of the state's total non-agricultural employment. Without these jobs generated by domestic travel, Oklahoma's 2010 unemployment rate of 7 percent would have been 4.3 percentage points higher than it was, or 11.3 percent of the labor force.
- On average, every \$82,790 spent in Oklahoma by domestic travelers generated one job in 2010.
- Domestic travel spending in Oklahoma generated \$1.0 billion in tax revenue for federal, state and local governments in 2010, up 4.1 percent from 2009.
- Oklahoma County, which includes Oklahoma City, received more than \$2.1 billion in domestic travel expenditures to lead all Oklahoma counties in 2010.
- Tulsa County, which includes the city of Tulsa, indicated close to \$1.5 billion in domestic travel expenditures to rank second among all Oklahoma counties during 2010.
- Sixteen of the seventy-seven counties in Oklahoma received over \$50 million in domestic travel expenditures in 2010.
- Six counties in Oklahoma indicated one thousand or more jobs directly supported by domestic travel expenditures in 2010.

## **TRAVEL IMPACT ON THE U.S. ECONOMY IN 2010**

Following the longest and deepest downturn since the Great Depression, 2010 was a year of recovery for the U.S. economy. There were fluctuations in major economic indicators, but by and large, the economy showed signs of improvement. Real GDP in chained 2005 dollars grew 3.0 percent from 2009, the strongest annual rate of GDP growth since 2005. Yet, the U.S. economy showed signs of slowing down in the second half of 2010. After growing at an annual rate of 3.9 percent during the first half of the year, real GDP advanced at a slower 2.4 percent pace during the second half of 2010. Much of this slowdown was due to declines in residential investment and business inventories as well as a slowdown in business investment, which together more than offset improvements in consumer spending and exports.

In terms of employment, the economic recovery remained soft in 2010. A total of 940,000 non-farm jobs were added during the 12 months of 2010. Still, by the end of the year, total U.S. non-farm employment remained 7.7 million, or 5.6%, below the peak achieved in January of 2008. The national unemployment rate continued to climb in 2010, rising from 9.3 percent in 2009 to 9.6 percent, the highest level since 1983.

The Consumer Price Index (CPI), an indicator of the level of price inflation, rose 1.6 percent in 2010, while the U.S. Travel Association's Travel Price Index (TPI) increased at a faster rate of 3.8 percent during the same period. The rising prices on motor fuel and airline fares were the major factors that resulted in the much faster increase in the Travel Price Index.

Performance of the U.S. economy in the first half of the year 2011 was disappointing. The annual growth rate of Real GDP increased just 0.4 percent in the first quarter and 1.3 percent in the second quarter. The subdued performance of the U.S. economy during the first half of the year was due to slowdowns in consumer spending, business investment and exports as well as a decline in government consumption expenditures, while residential investment remained stagnant. Since growth in Real GDP has been slower than anticipated so far in 2011, many forecasts for the full-year have been downgraded to a growth rate of 2.0 percent or slightly less. Many research organizations believe that the unemployment rate will remain above 9 percent for 2011. According to the U.S. Travel Association's forecast, the Consumer Price Index and Travel Price Index are projected to increase 2.9 percent and 6.0 percent, respectively, in 2011. Combined with the anticipated modest growth of travel demand and higher cost of travel, total traveler spending is expected to increase 7.7 percent in 2011.

### **U.S. Travel Volume in 2010**

U.S. domestic travel, including leisure and business travel, increased 3.5 percent to a total of 1.96 billion person-trips in 2010. A person-trip is defined as one person on a trip away from home overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home. Total domestic person-trips are expected to increase 2.1 percent in 2011.

Domestic leisure travel, which includes visits to friends and relatives as well as trips taken for outdoor recreation and entertainment purposes, increased 3.5 percent in 2010 as compared to 2009, totaling 1.52 billion person-trips and is expected to increase 2.4 percent in 2011. Leisure travel accounted for 77.2 percent of all U.S. domestic travel in 2010. After five consecutive years of decline, domestic business travel grew 3.7 percent in 2010 to 447.8 million person trips. Domestic business travel is forecasted to increase 1.2 percent in 2011.

International inbound travelers, including visitors from overseas, Canada and Mexico, made 59.8 million visits to the United States in 2010, up 8.8 percent from 2009. These international travelers spent \$103.5 billion (excluding passenger air fares paid to U.S. airlines) in the U.S. during 2010, up 9.9 percent from 2009. Total international arrivals to the U.S. are expected to increase 3.5 percent to 61.9 million in 2011 and total expenditures in the U.S. (excluding international passenger fares paid to U.S. airlines) are expected to reach \$113.9 billion, up 10.0 percent from 2010.

### **Travel Expenditures in 2010**

After a substantial decline in 2009, domestic and international travel spending in the U.S. increased 7.7 percent over 2009 to \$758.7 billion in 2010. Leisure travelers' spending increased 7.4 percent while business travel spending was up 8.4 percent in the year. However, travel spending in 2010 was still lower than in 2008.

Domestic travelers directly spent \$655.2 billion in 2010, a 7.4 percent increase from 2009. This increase reflected a higher travel volume, as well as a rise in travel costs largely driven by high and rising motor fuel prices and airline fares. Domestic travel expenditures are forecasted to grow 7.3 percent in 2011.

International travelers spent \$103.5 billion in the U.S. during 2010, up 9.9 percent from 2009. In addition, international travelers paid a total of \$30.9 billion to U.S. air carriers on international passenger fares in 2010, an increase of 18.5 percent from 2009. As a result, \$31.6 billion was generated as a U.S. travel trade surplus in 2010, the largest surplus in the past 50 years and \$10.6 billion more than 2009. International travelers' spending in the U.S. is expected to increase 10.0 percent in 2011.

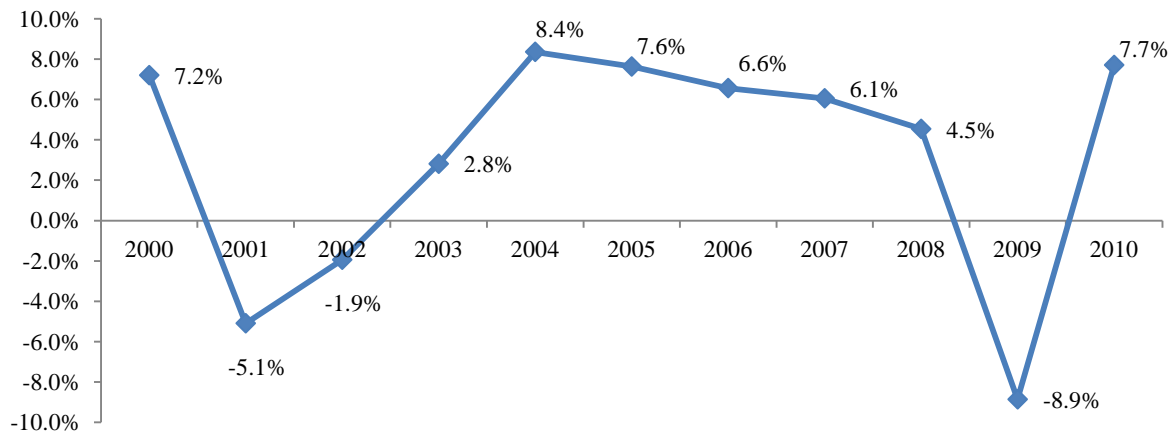
Real travel and tourism spending in chained 2005 dollars increased 3.7 percent in 2010, after two consecutive years of decline. Price for travel goods and services increased 3.9 percent in 2010 after a decrease of 6.3 percent in 2009, according to the U.S. Travel Association's Travel Price Index (TPI).

**Table 1: Travel Expenditures in the U.S., 2009 and 2010**

<u>Industry Sector</u>	<u>2009 Travel Spending in The U.S. (\$ Billions)</u>	<u>2010p Travel Spending in The U.S. (\$ Billions)</u>	<u>% 2010p/2009 Travel Spending in The U.S. (Percent Change)</u>
<i><u>Domestic Travel</u></i>			
Public Transportation	\$114.1	\$128.1	12.3%
Auto Transportation	112.0	127.7	14.0%
Lodging	101.9	108.5	6.5%
Foodservice	160.0	166.8	4.3%
Entertainment/Recreation	74.0	74.1	0.2%
General Retail	48.2	49.8	3.3%
<b><u>Domestic Total</u></b>	<b><u>\$610.2</u></b>	<b><u>\$655.2</u></b>	<b><u>7.4%</u></b>
International Total*	\$94.2	\$103.5	9.9%
<b>Grand Total</b>	<b>\$704.4</b>	<b>\$758.7</b>	<b>7.7%</b>

Source: U.S. Travel Association. P: preliminary. \* Excludes international passenger fare payments.

**Changes of Direct Travel Expenditures\*  
in the U.S., 2000-2010p**



Source: U.S. Travel Association. P: preliminary. \* Excludes international passenger fare payments.

## Travel Employment in 2010

The job market in the U.S. has been struggling since the recession ended in the middle of 2009. The nation's unemployment rate hit 9.6 percent in 2010, the highest since 1983 and it is likely to remain above 9.0 percent in the remainder of 2011. Total non-farm employment in the U.S. decreased 0.8 percent in the year. In 2010, travel directly generated nearly 7.4 million U.S. jobs, a slight decline of 0.2% from 2009, after a decrease of 4.2 percent in 2009. Travel generated jobs accounted for 5.7 percent of total non-farm employment in the U.S. in 2010.

In current sluggish economy, with stubbornly high unemployment and weak job growth, travel and tourism has proven itself to be one of the most efficient job creating industries. From December 2009, almost 77,000 jobs were added to travel and tourism industry, accounting for 8.2 percent of all jobs added to non-farm private industries. Between March 2010 and July 2011, job growth in the travel industry was 84 percent faster than the rest of the economy. So far in 2011, the travel industry is responsible for 1 out of every 9 new jobs that have been created in the United States.

**Table 2: Travel-Generated Employment in the U.S., 2009 and 2010**

<u>Industry Sector</u>	<u>2009 Travel-Generated Employment (Thousands)</u>	<u>2010p Travel-Generated Employment (Thousands)</u>	<u>2010p Percent Change Over 2009 (%)</u>
<i><u>Domestic Travel</u></i>			
Public Transportation	875.2	877.0	0.2%
Auto Transportation	250.7	248.6	-0.8%
Lodging	1,148.5	1,135.7	-1.1%
Foodservice	2,604.2	2,587.6	-0.6%
Entertainment/Recreation	1,140.0	1,124.4	-1.4%
General Retail	317.6	311.3	-2.0%
Travel Planning	163.8	157.7	-3.7%
<b><u>Domestic Total</u></b>	<b><u>6,500.0</u></b>	<b><u>6,442.4</u></b>	<b><u>-0.9%</u></b>
International Total*	893.6	934.8	4.6%
<b>Grand Total</b>	<b>7,393.6</b>	<b>7,377.1</b>	<b>-0.2%</b>

Sources: U.S. Travel Association, BLS

\* Excludes jobs generated by international passenger fare payments.

**Table 3: Overall U.S. Economic Developments, 2008-2010**

<u>Sector</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Nominal gross domestic product (\$ Billions)	\$14,291.5	\$13,939.0	\$14,526.5
Real gross domestic product (\$ Billions)*	\$13,161.9	\$12,703.1	\$13,088.0
Real disposable personal income (\$Billions)*	\$10,119.5	\$9,882.7	\$10,061.6
Real personal consumption expenditures (\$ Billions)*	\$9,211.7	\$9,037.5	\$9,220.9
Consumer price index**	215.3	214.5	218.1
Travel Price Index**	257.7	241.5	250.7
Non-farm payroll employment (Millions)	136.8	130.8	129.8
Unemployment rate (%)	5.8	9.3	9.6

***Percentage change from previous year***

Nominal gross domestic product	1.9%	-2.5%	4.2%
Real gross domestic product	-0.3%	-3.5%	3.0%
Real disposable personal income	2.4%	-2.3%	1.8%
Real personal consumption expenditures	-0.6%	-1.9%	2.0%
Consumer price index	3.8%	-0.4%	1.6%
Travel Price Index	5.6%	-6.3%	3.8%
Non-farm payroll employment	-0.6%	-4.4%	-0.8%

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Census Bureau, U.S. Travel Association

\* Chained 2005 dollars

\*\* 1982-84=100

**Table 4: U.S. Travel Trends, 2006-2010**

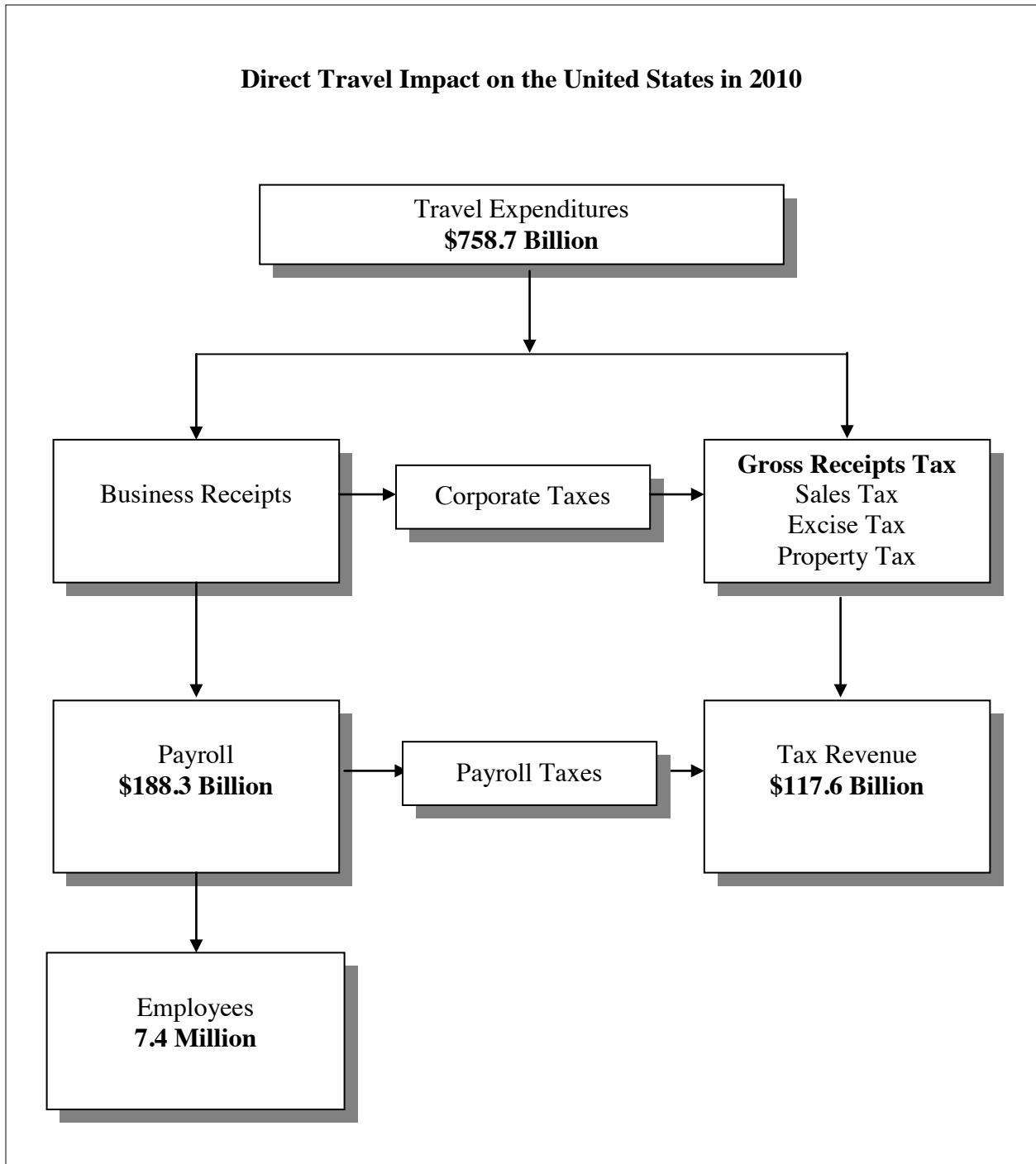
<u>Category</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Total travel expenditures (\$ billions)	\$697.1	\$739.3	\$772.9	\$704.4	\$758.7
<i>U.S. travelers' expenditures (\$ billions)</i>	\$610.9	\$642.0	\$662.4	\$610.2	\$655.2
<i>International travelers' expenditures in the U.S.* (\$ billions)</i>	\$86.2	\$97.4	\$110.4	\$94.2	\$103.5
Travel price index**	233.5	244.0	257.7	241.5	250.7
Travel-generated employment*** (thousands)	7,543.4	7,699.9	7,719.4	7,393.6	7,377.1
<b><i>Percentage change from previous year</i></b>					
Total travel expenditures	6.6%	6.1%	4.5%	-8.9%	7.7%
<i>U.S. travelers' expenditures</i>	6.8%	5.1%	3.2%	-7.9%	7.4%
<i>International travelers' expenditures in the U.S.</i>	4.9%	13.0%	13.4%	-14.7%	9.9%
Travel price index	4.9%	4.5%	5.6%	-6.3%	3.8%
Travel-generated employment	0.5%	2.1%	0.3%	-4.2%	-0.2%

Sources: U.S. Travel Association, BEA and BLS.

\* International traveler spending does not include international passenger fares.

\*\* 1982-84=100.

\*\*\* Includes employment generated by both domestic and international traveler expenditures.



Source: U.S. Travel Association, BEA

\*Does not include international passenger fare payments and other economic impact generated by these payments.

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**DOMESTIC TRAVEL IMPACT ON OKLAHOMA - 2010**

## TRAVEL EXPENDITURES

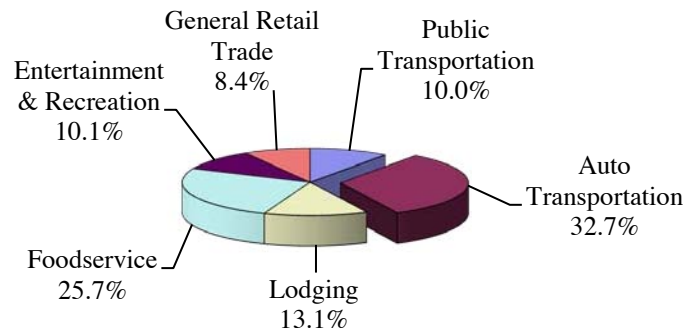
Domestic travelers spent nearly \$6.2 billion on transportation, lodging, food, entertainment and recreation, and retail shopping during their Oklahoma trips in 2010. This represents an increase of 7.2 percent over 2009.

Domestic traveler spending on auto transportation reached \$2.0 billion in 2010, up 12.7 percent from 2009 - the highest growth among the travel-related categories investigated in this report. This large growth partially reflected the rise in gasoline prices. Auto transportation is the largest expenditure category for Oklahoma trips, making up 32.7 percent of total domestic travel expenditures in Oklahoma.

Domestic travelers spent nearly \$1.6 billion on foodservices in 2010, up 4.5 percent from 2009 and accounted for 25.7 percent of total travel spending in the state. With a fairly strong demand in accommodation, travelers' spending on lodging increased 7.1 percent from 2009, reaching \$811.4 billion in 2010.

Domestic travel spending on the entertainment & recreation products and services rose 1.6 percent to \$623.0 million in 2010.

### Domestic Travel Spending in Oklahoma by Industry Sector - 2010



- 
1. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline service stations, and automotive rental.
  2. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
  3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
  4. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
  5. General retail trade sector includes gifts, clothes, souvenirs and other incidental retail purchases.
  6. Entertainment and recreation sector includes amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.
-

Direct Travel Expenditures

**Table 5: Direct Domestic Travel Expenditures in Oklahoma by Industry Sector, 2009-2010**

<i>2010 Expenditures</i>	<b>Total</b> (\$ Millions)	<b>% of Total</b>
Public Transportation	\$619.4	10.0%
Auto Transportation	2,028.1	32.7%
Lodging	811.4	13.1%
Foodservice	1,595.6	25.7%
Entertainment & Recreation	623.0	10.1%
General Retail Trade	521.1	8.4%
<b>Total *</b>	<b>\$6,198.5</b>	<b>100.0%</b>
<i>2009 Expenditures</i>		
Public Transportation	\$571.8	9.9%
Auto Transportation	1,800.3	31.1%
Lodging	757.6	13.1%
Foodservice	1,526.3	26.4%
Entertainment & Recreation	613.3	10.6%
General Retail Trade	513.8	8.9%
<b>Total *</b>	<b>5,783.2</b>	<b>100.0%</b>
<i>Percent Change 2010 over 2009</i>		
Public Transportation	8.3%	
Auto Transportation	12.7%	
Lodging	7.1%	
Foodservice	4.5%	
Entertainment & Recreation	1.6%	
General Retail Trade	1.4%	
<b>Total *</b>	<b>7.2%</b>	

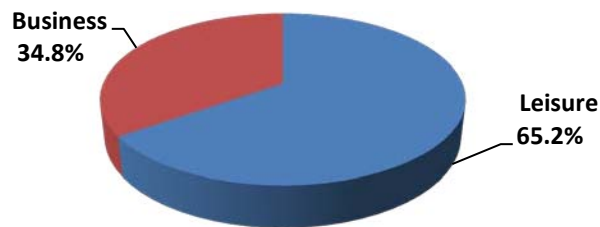
Source: US Travel Association

## TOTAL EXPENDITURES BY TYPE OF U.S. TRAVELER IN OKLAHOMA, 2010

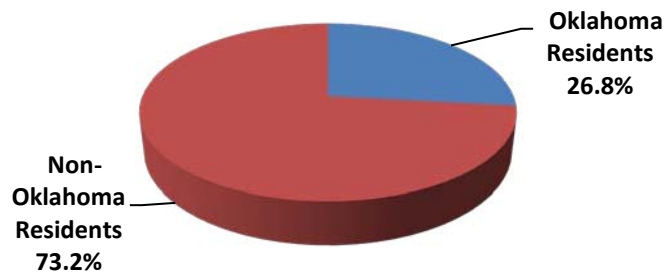
During 2010, domestic travelers spent a total of \$6.2 billion in Oklahoma. Leisure travelers<sup>1)</sup> spent more than \$4 billion or 65.2 percent of the total, while business travelers<sup>2)</sup> spent nearly \$2.2 billion, accounting for 34.8 percent of the total.

Among the \$6.2 billion in domestic travel spending, \$4.5 billion (73.2%) was spent by non-Oklahoma resident travelers to Oklahoma, while 26.8 percent (\$1.7 billion) was attributable to Oklahoma resident travel in the state.

### Domestic Leisure and Business Travel Expenditure in Oklahoma, 2010



### 2010 Domestic Spending in Oklahoma by In-State and Out-of-State Travelers



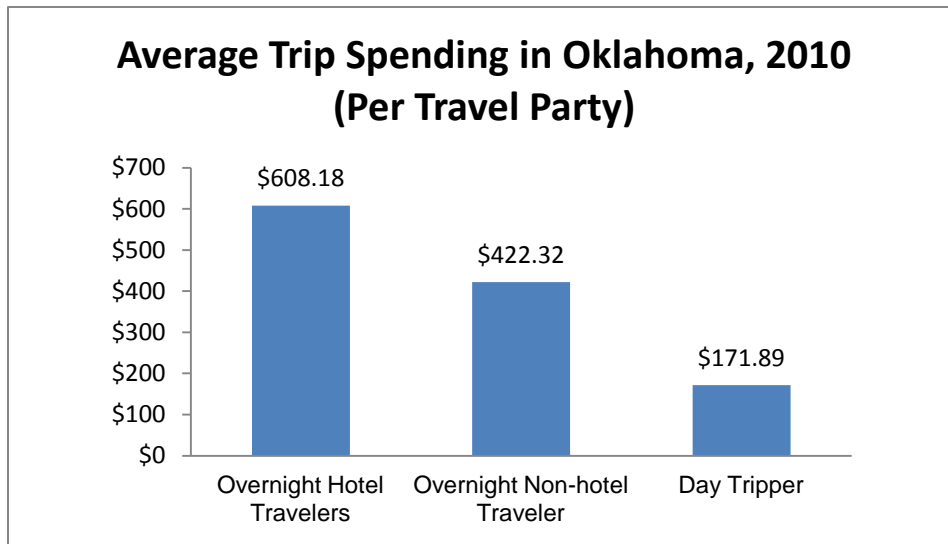
### Average Trip Expenditures by U.S. Travelers in Oklahoma, 2010

Overall, per travel party average trip spending in Oklahoma was about \$371 in 2010. Overnight hotel travelers spent an average of \$608 per trip per travel party, the highest among all traveler groups. Day-trip travelers spent close to \$172 per trip per travel party. The overall average travel party size for domestic travelers in Oklahoma was about 2.7 people.

**Table 6: U.S. Traveler's Spending by Characteristics of Travelers to Oklahoma in 2010**

	Total Expenditures (\$ Millions)	Percentage of Total Expenditures
<b>Total Travelers</b>	\$6,198.5	100.0%
<b>Origin of Travelers</b>		
Oklahoma Residents	\$1,659.4	26.8%
Non-Oklahoma Residents	\$4,539.1	73.2%
<b>Purpose of Trip</b>		
Leisure Travelers	\$4,043.4	65.2%
Business Travelers	\$2,155.1	34.8%

Source: US Travel Association



*Notes:*

- 1) Leisure travel is defined as travel for visiting friends or relatives, entertainment, outdoor recreation and/or other pleasure/personal reasons.
- 2) Business travel includes travel for general business purposes (consulting, service, etc) or travel to attend a convention/conference/seminar.

## TRAVEL-GENERATED PAYROLL

Travel-generated payroll is the wage and salary income paid to employees directly serving the traveler within the industry sectors from which these travelers purchase goods and services. A 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.

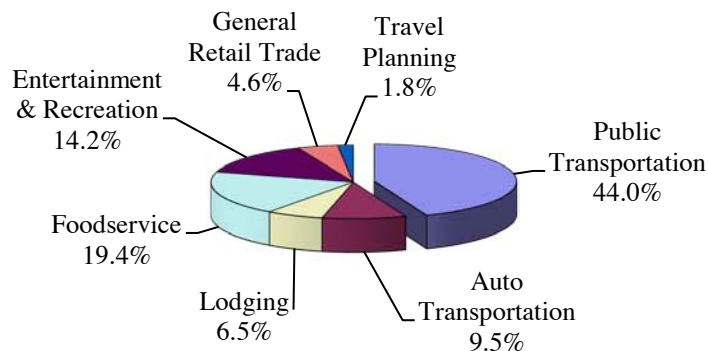
Payroll income paid by Oklahoma travel-related firms and directly generated by domestic travel spending reached more than \$1.8 billion in 2010, up 4.3 percent from 2009.

On average, every dollar spent by travelers produced 29.7 cents in payroll income for Oklahoma residents during 2010.

The public transportation industry, which includes the airline industry, posted the largest payroll generated by domestic travel spending in 2010 at \$809.1 million, 44.0 percent of the state total. Payroll income in this sector increased 5.2 percent from 2009.

Payroll in the foodservice industry ranked second with \$356.9 million, 19.4 percent of the state total. It was up 4.8 percent over 2009.

**Domestic Travel-Generated Payroll in Oklahoma  
by Industry Sector - 2010**



**Table 7: Domestic Travel-Generated Payroll in Oklahoma by Industry Sector, 2009-2010**

<i>2010 Payroll</i>	<b>Total</b> (\$ Millions)	<b>% of Total</b>
Public Transportation	\$809.1	44.0%
Auto Transportation	174.4	9.5%
Lodging	119.3	6.5%
Foodservice	356.9	19.4%
Entertainment & Recreation	261.4	14.2%
General Retail Trade	84.3	4.6%
Travel Planning*	32.7	1.8%
<b>Total**</b>	<b>\$1,838.1</b>	<b>100.0%</b>
<i>2009 Payroll</i>		
Public Transportation	\$769.3	43.6%
Auto Transportation	167.9	9.5%
Lodging	113.4	6.4%
Foodservice	340.5	19.3%
Entertainment & Recreation	257.9	14.6%
General Retail Trade	85.2	4.8%
Travel Planning*	28.5	1.6%
<b>Total**</b>	<b>\$1,762.8</b>	<b>100.0%</b>
<i>Percent Change 2010 over 2009</i>		
Public Transportation	5.2%	
Auto Transportation	3.9%	
Lodging	5.2%	
Foodservice	4.8%	
Entertainment & Recreation	1.3%	
General Retail Trade	-1.1%	
Travel Planning*	14.5%	
<b>Total**</b>	<b>4.3%</b>	

Source: US Travel Association

\*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.

## TRAVEL-GENERATED EMPLOYMENT

The most impressive contribution that travel and tourism makes to the Oklahoma economy is the number of businesses and jobs it supports. Due to the diversity of the travel industry in Oklahoma, a wide variety of multi-level jobs are supported. These jobs include a large number of executive and managerial positions, as well as service-oriented occupations.

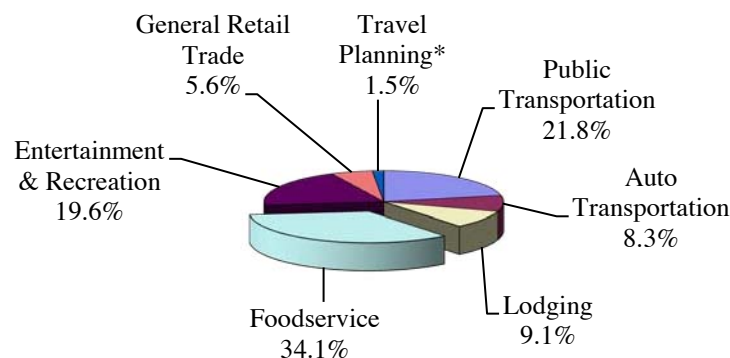
Domestic travel spending in Oklahoma generated 74.9 thousand jobs in 2010, including full-time and seasonal/part-time positions, stable from 2009. On average, every \$82,790 spent by domestic travelers in Oklahoma directly supported one job.

These 74.9 thousand travel and tourism-generated jobs account for 4.9 percent of total non-farm employment in Oklahoma during 2010. Without these jobs generated by domestic travel, Oklahoma's 2010 unemployment rate of 7 percent would have been 4.3 percentage points higher than it was, or 11.3 percent of the labor force.

The foodservice industry, including restaurants and other eating and drinking places, provided more jobs than any other industry investigated in this report. During 2010, domestic travel supported 25.5 thousand jobs in the food service industry, accounting for 34.1 percent of state total travel employment. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on foodservice contribute to the high level of travel employment in this sector.

Employment in public transportation directly supported by domestic travel was stable from 2009 (+0.1%).

### Domestic Travel-Generated Employment in Oklahoma by Industry Sector - 2010



**Table 8: Domestic Travel-Generated Employment in Oklahoma by Industry Sector, 2009-2010**

<i><b>2010 Employment</b></i>	<b>Total</b> <u>(Thousands)</u>	<b>% of Total</b>
Public Transportation	16.3	21.8%
Auto Transportation	6.2	8.3%
Lodging	6.8	9.1%
Foodservice	25.5	34.1%
Entertainment & Recreation	14.7	19.6%
General Retail Trade	4.2	5.6%
<u>Travel Planning*</u>	<u>1.1</u>	<u>1.5%</u>
 Total	 74.9	 100.0%
 <i><b>2009 Employment</b></i>		
Public Transportation	16.3	21.8%
Auto Transportation	6.2	8.3%
Lodging	6.6	8.8%
Foodservice	25.5	34.1%
Entertainment & Recreation	14.9	19.9%
General Retail Trade	4.3	5.8%
<u>Travel Planning*</u>	<u>1.0</u>	<u>1.3%</u>
 Total	 74.9	 100.0%
 <i><b>Percent Change</b></i> <i><b>2010 over 2009</b></i>		
Public Transportation	0.1%	
Auto Transportation	-0.9%	
Lodging	3.5%	
Foodservice	-0.1%	
Entertainment & Recreation	-1.3%	
General Retail Trade	-2.5%	
<u>Travel Planning*</u>	<u>15.0%</u>	
 Total	 0.0%	

Source: US Travel Association

\* Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses.

## TRAVEL-GENERATED TAX REVENUE

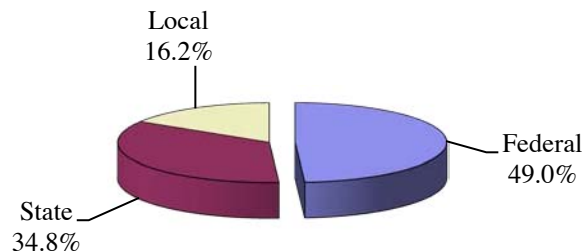
Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in Oklahoma. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs.

Domestic travel spending in Oklahoma generated \$491.7 million for the federal government during 2010. This represents 49.0 percent of all travel-generated tax collections in the state. Each dollar spent by domestic travelers in Oklahoma produced 8.0 cents for federal tax coffers.

Spending by domestic travelers in Oklahoma also generated \$349.5 million in tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income. This comprised 34.8 percent of all travel-generated tax revenue for 2010 collected in the state. On average, each travel dollar produced 5.7 cents in state tax receipts.

Local governments in Oklahoma directly benefited from domestic travel as well. During 2010, domestic travel spending generated \$162.6 million in sales and property tax revenue for the municipal government, 16.2 percent of total travel-generated tax revenue in the state. Each travel dollar produced 2.7 cents for local tax coffers.

**Domestic Travel-Generated Tax Revenue  
in Oklahoma by Level of Government - 2010**



**Table 9: Domestic Travel-Generated Tax Revenue in Oklahoma  
by Level of Government, 2009-2010**

<i>2010 Tax Revenue</i>	<b>Total</b> (\$ Millions)	<b>% of Total</b>
Federal	\$491.7	49.0%
State	349.5	34.8%
Local	162.6	16.2%
<b>Total</b>	<b>\$1,003.8</b>	<b>100.0%</b>
<i>2009 Tax Revenue</i>		
Federal	\$470.9	48.8%
State	336.9	34.9%
Local	156.3	16.2%
<b>Total</b>	<b>\$964.1</b>	<b>100.0%</b>
<i>Percent Change 2009 over 2010</i>		
Federal	4.4%	
State	3.7%	
Local	4.0%	
<b>Total</b>	<b>4.1%</b>	

Source: US Travel Association

## **DOMESTIC TRAVEL IMPACT ON OKLAHOMA COUNTIES - 2010**

Domestic travelers spent close to \$6.2 billion while traveling in Oklahoma during 2010, up 7.2 percent from 2009. These expenditures directly generated more than \$1.8 billion in payroll income and 74.9 thousand jobs for Oklahoma residents.

Travel expenditures occurred throughout all the seventy-seven counties in Oklahoma. The top five counties in Oklahoma received more than \$4.1 billion in direct domestic travel expenditures, 66.6 percent of the state total. Domestic travel spending in the top five counties generated close to \$1.6 billion in payroll (84.8 percent of the state total) and 57.2 thousand jobs (76.4 percent of the state total) in 2010.

Additionally, domestic expenditures generated \$234.1 million in tax revenue for the state treasury and \$111.5 million in tax revenue for local governments during 2010.

### **DOMESTIC TRAVEL IMPACT IN TOP 5 COUNTIES**

**Oklahoma County**, which includes Oklahoma City, led all counties in travel expenditures, payroll income and jobs directly supported by domestic visitor spending in 2010. Domestic travel expenditures in Oklahoma County reached \$2.1 billion, accounting for 34.2 percent of the state total. These expenditures generated \$823.9 million in payroll income and supported 29.9 thousand jobs for the county.

**Tulsa County**, which includes the city of Tulsa, ranked second with nearly \$1.5 billion in domestic travel spending in 2010, representing 24.1 percent of the state total. Payroll income and jobs directly attributable to domestic travel spending reached \$658.8 million and 22.5 thousand jobs.

**Cleveland County** posted \$215.7 million in domestic expenditures to rank third. These expenditures generated \$28.9 million in payroll and supported 1.9 thousand jobs within the county.

**Comanche County** ranked fourth and received \$172.3 million from domestic travelers in 2010, 2.8 percent of the state total. These travel expenditures generated \$31.5 million in payroll income and supported 1.8 thousand jobs.

**Beckham County** ranked fifth in 2010 with \$126 million in domestic travel expenditures, 2.0 percent of the state total. These receipts from domestic travelers generated \$15.9 million in payroll income and supported 1.1 thousand jobs within the county.

Top 5 Counties

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
OKLAHOMA	\$2,121.56	\$823.89	29.89	\$121.71	\$60.11
TULSA	1,494.71	658.77	22.54	84.18	40.82
CLEVELAND	215.71	28.92	1.90	10.32	5.39
COMANCHE	172.34	31.51	1.83	8.79	3.64
BECKHAM	126.02	15.86	1.06	9.08	1.54
Five County Total	\$4,130.3	\$1,559.0	57.2	\$234.1	\$111.5
State Total	\$6,198.5	\$1,838.1	74.9	\$349.5	\$162.6
Share Of Top 5 Counties	66.6%	84.8%	76.4%	67.0%	68.6%

Source: US Travel Association

## COUNTY TABLES

The following tables list the results of the County Economic Impact Component of the US Travel Association's Travel Economic Impact Model for Oklahoma in 2010. The estimates presented are for direct domestic travel expenditures and related economic impact.

**Table A** shows the counties listed alphabetically, with 2010 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

**Table B** ranks the counties in order of 2010 travel expenditures from highest to lowest.

**Table C** shows the percent distribution for each impact measure in 2010.

Table A: Alphabetical by County

<b>2010 Domestic Travel Impact on Oklahoma</b>					
<b>Table A: Alphabetical by County, 2010</b>					
<u>County</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>
ADAIR	\$14.02	\$1.20	0.05	\$1.01	\$0.19
ALFALFA	3.10	0.41	0.02	0.17	0.12
ATOKA	16.64	2.16	0.15	0.99	0.55
BEAVER	8.12	1.00	0.06	0.55	0.18
BECKHAM	126.02	15.86	1.06	9.08	1.54
BLAINE	10.13	0.97	0.06	0.67	0.17
BRYAN	41.15	6.68	0.44	2.17	1.31
CADDO	18.27	2.49	0.16	1.00	0.50
CANADIAN	90.33	11.17	0.69	4.59	2.98
CARTER	112.42	19.22	0.79	6.08	1.72
CHEROKEE	38.71	5.84	0.32	2.02	1.46
CHOCTAW	17.17	2.69	0.16	1.05	0.35
CIMARRON	4.41	0.65	0.05	0.24	0.14
CLEVELAND	215.71	28.92	1.90	10.32	5.39
COAL	2.89	0.46	0.02	0.19	0.13
COMANCHE	172.34	31.51	1.83	8.79	3.64
COTTON	3.46	0.49	0.04	0.18	0.09
CRAIG	25.63	3.21	0.21	1.56	0.61
CREEK	34.00	4.16	0.27	1.85	0.66
CUSTER	55.83	7.63	0.54	3.13	1.04
DELAWARE	36.14	5.55	0.31	2.04	1.27
DEWEY	5.59	0.66	0.04	0.33	0.13
ELLIS	5.01	0.76	0.05	0.26	0.10
GARFIELD	81.26	9.84	0.64	4.12	2.04
GARVIN	21.74	2.54	0.16	1.11	0.53
GRADY	47.51	4.99	0.31	2.86	0.89
GRANT	4.44	0.53	0.03	0.28	0.09

Table A: Alphabetical by County

<b>2010 Domestic Travel Impact on Oklahoma</b>						
<b>Table A: Alphabetical by County, 2010 (Continued)</b>						
<u>County</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>	
GREER	5.86	0.64	0.04	0.41	0.11	
HARMON	1.01	0.09	0.01	0.05	0.01	
HARPER	7.06	1.38	0.10	0.40	0.20	
HASKELL	10.89	1.65	0.11	0.55	0.35	
HUGHES	21.00	1.88	0.10	1.63	0.32	
JACKSON	31.92	3.39	0.21	1.49	0.61	
JEFFERSON	5.62	0.78	0.06	0.29	0.20	
JOHNSTON	7.29	0.97	0.05	0.47	0.21	
KAY	60.95	9.68	0.64	3.31	1.47	
KINGFISHER	14.79	1.68	0.10	0.73	0.26	
KIOWA	6.73	0.77	0.05	0.40	0.17	
LATIMER	45.86	3.87	0.19	4.00	0.27	
LE FLORE	30.88	4.62	0.29	1.65	0.60	
LINCOLN	20.63	2.52	0.16	1.24	0.49	
LOGAN	25.56	4.10	0.26	1.42	0.69	
LOVE	7.31	1.19	0.08	0.41	0.28	
MCCLAIN	9.20	0.95	0.06	0.40	0.22	
MCCURTAIN	20.10	2.74	0.18	0.98	1.08	
MCINTOSH	28.21	3.32	0.19	1.63	0.82	
MAJOR	19.83	3.19	0.20	1.08	0.37	
MARSHALL	31.74	4.45	0.32	1.76	0.79	
MAYES	48.27	7.34	0.49	2.47	2.63	
MURRAY	16.24	1.96	0.13	0.83	0.32	
MUSKOGEE	79.35	9.33	0.60	4.60	1.91	
NOBLE	23.83	3.05	0.19	1.62	0.40	
NOWATA	5.37	0.65	0.04	0.33	0.18	
OKFUSKEE	7.76	1.01	0.07	0.50	0.26	

Table A: Alphabetical by County

<b>2010 Domestic Travel Impact on Oklahoma</b>					
<b>Table A: Alphabetical by County, 2010 (Continued)</b>					
<u>County</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>
OKLAHOMA	2,121.56	823.89	29.89	121.71	60.11
OKMULGEE	36.55	5.03	0.35	2.08	0.74
OSAGE	25.18	3.69	0.23	1.47	0.81
OTTAWA	40.02	6.81	0.44	2.14	0.98
PAWNEE	11.57	1.42	0.09	0.62	0.27
PAYNE	80.82	10.85	0.71	4.65	1.43
PITTSBURG	75.73	11.11	0.80	3.94	2.62
PONTOTOC	51.06	6.34	0.41	2.94	0.96
POTTAWATOMIE	65.23	8.10	0.53	3.87	1.16
PUSHMATAHA	7.97	1.16	0.08	0.43	0.28
ROGER MILLS	5.98	0.88	0.06	0.34	0.24
ROGERS	42.56	4.95	0.29	2.56	0.75
SEMINOLE	12.10	1.58	0.10	0.64	0.36
SEQUOYAH	40.48	6.88	0.45	2.24	1.14
STEPHENS	49.75	5.90	0.39	2.53	1.03
TEXAS	26.23	3.14	0.21	1.46	0.57
TILLMAN	8.05	1.31	0.09	0.45	0.20
TULSA	1,494.71	658.77	22.54	84.18	40.82
WAGONER	22.18	3.46	0.23	1.16	0.79
WASHINGTON	121.87	17.11	1.25	5.91	2.97
WASHITA	8.39	0.94	0.05	0.47	0.24
WOODS	11.62	1.24	0.07	0.69	0.28
WOODWARD	33.55	4.79	0.34	1.75	0.76
<b>Statewide</b>	<b>\$6,198.49</b>	<b>\$1,838.10</b>	<b>74.87</b>	<b>\$349.52</b>	<b>\$162.56</b>

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Table A: Alphabetical by County

**2010 Domestic Travel Impact on Oklahoma****Table B: Ranking of Counties by Expenditure Levels, 2010**

<u>County</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>
OKLAHOMA	\$2,121.56	\$823.89	29.89	\$121.71	\$60.11
TULSA	1,494.71	658.77	22.54	84.18	40.82
CLEVELAND	215.71	28.92	1.90	10.32	5.39
COMANCHE	172.34	31.51	1.83	8.79	3.64
BECKHAM	126.02	15.86	1.06	9.08	1.54
WASHINGTON	121.87	17.11	1.25	5.91	2.97
CARTER	112.42	19.22	0.79	6.08	1.72
CANADIAN	90.33	11.17	0.69	4.59	2.98
GARFIELD	81.26	9.84	0.64	4.12	2.04
PAYNE	80.82	10.85	0.71	4.65	1.43
MUSKOGEE	79.35	9.33	0.60	4.60	1.91
PITTSBURG	75.73	11.11	0.80	3.94	2.62
POTTAWATOMIE	65.23	8.10	0.53	3.87	1.16
KAY	60.95	9.68	0.64	3.31	1.47
CUSTER	55.83	7.63	0.54	3.13	1.04
PONTOTOC	51.06	6.34	0.41	2.94	0.96
STEPHENS	49.75	5.90	0.39	2.53	1.03
MAYES	48.27	7.34	0.49	2.47	2.63
GRADY	47.51	4.99	0.31	2.86	0.89
LATIMER	45.86	3.87	0.19	4.00	0.27
ROGERS	42.56	4.95	0.29	2.56	0.75
BRYAN	41.15	6.68	0.44	2.17	1.31
SEQUOYAH	40.48	6.88	0.45	2.24	1.14
OTTAWA	40.02	6.81	0.44	2.14	0.98
CHEROKEE	38.71	5.84	0.32	2.02	1.46
OKMULGEE	36.55	5.03	0.35	2.08	0.74
DELAWARE	36.14	5.55	0.31	2.04	1.27

Table A: Alphabetical by County

**2010 Domestic Travel Impact on Oklahoma****Table B: Ranking of Counties by Expenditure Levels, 2010 (Continued)**

<u>County</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>
CREEK	34.00	4.16	0.27	1.85	0.66
WOODWARD	33.55	4.79	0.34	1.75	0.76
JACKSON	31.92	3.39	0.21	1.49	0.61
MARSHALL	31.74	4.45	0.32	1.76	0.79
LE FLORE	30.88	4.62	0.29	1.65	0.60
MCINTOSH	28.21	3.32	0.19	1.63	0.82
TEXAS	26.23	3.14	0.21	1.46	0.57
CRAIG	25.63	3.21	0.21	1.56	0.61
LOGAN	25.56	4.10	0.26	1.42	0.69
OSAGE	25.18	3.69	0.23	1.47	0.81
NOBLE	23.83	3.05	0.19	1.62	0.40
WAGONER	22.18	3.46	0.23	1.16	0.79
GARVIN	21.74	2.54	0.16	1.11	0.53
HUGHES	21.00	1.88	0.10	1.63	0.32
LINCOLN	20.63	2.52	0.16	1.24	0.49
MCCURTAIN	20.10	2.74	0.18	0.98	1.08
MAJOR	19.83	3.19	0.20	1.08	0.37
CADDO	18.27	2.49	0.16	1.00	0.50
CHOCTAW	17.17	2.69	0.16	1.05	0.35
ATOKA	16.64	2.16	0.15	0.99	0.55
MURRAY	16.24	1.96	0.13	0.83	0.32
KINGFISHER	14.79	1.68	0.10	0.73	0.26
ADAIR	14.02	1.20	0.05	1.01	0.19
SEMINOLE	12.10	1.58	0.10	0.64	0.36
WOODS	11.62	1.24	0.07	0.69	0.28
PAWNEE	11.57	1.42	0.09	0.62	0.27
HASKELL	10.89	1.65	0.11	0.55	0.35

Table C: Percent Distribution by County, 2010

**2010 Domestic Travel Impact on Oklahoma****Table B: Ranking of Counties by Expenditure Levels, 2010 (Continued)**

<u>County</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>
BLAINE	10.13	0.97	0.06	0.67	0.17
MCCLAIN	9.20	0.95	0.06	0.40	0.22
WASHITA	8.39	0.94	0.05	0.47	0.24
BEAVER	8.12	1.00	0.06	0.55	0.18
TILLMAN	8.05	1.31	0.09	0.45	0.20
PUSHMATAHA	7.97	1.16	0.08	0.43	0.28
OKFUSKEE	7.76	1.01	0.07	0.50	0.26
LOVE	7.31	1.19	0.08	0.41	0.28
JOHNSTON	7.29	0.97	0.05	0.47	0.21
HARPER	7.06	1.38	0.10	0.40	0.20
KIOWA	6.73	0.77	0.05	0.40	0.17
ROGER MILLS	5.98	0.88	0.06	0.34	0.24
GREER	5.86	0.64	0.04	0.41	0.11
JEFFERSON	5.62	0.78	0.06	0.29	0.20
DEWEY	5.59	0.66	0.04	0.33	0.13
NOWATA	5.37	0.65	0.04	0.33	0.18
ELLIS	5.01	0.76	0.05	0.26	0.10
GRANT	4.44	0.53	0.03	0.28	0.09
CIMARRON	4.41	0.65	0.05	0.24	0.14
COTTON	3.46	0.49	0.04	0.18	0.09
ALFALFA	3.10	0.41	0.02	0.17	0.12
COAL	2.89	0.46	0.02	0.19	0.13
HARMON	1.01	0.09	0.01	0.05	0.01
<b>Statewide</b>	<b>\$6,198.49</b>	<b>\$1,838.10</b>	<b>74.87</b>	<b>\$349.52</b>	<b>\$162.56</b>

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Table C: Percent Distribution by County, 2010

<b>2010 Domestic Travel Impact on Oklahoma</b>						
<b>Table C: Percent Distribution by County, 2010</b>						
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>	
ADAIR	0.23%	0.07%	0.07%	0.29%	0.12%	
ALFALFA	0.05%	0.02%	0.03%	0.05%	0.07%	
ATOKA	0.27%	0.12%	0.20%	0.28%	0.34%	
BEAVER	0.13%	0.05%	0.09%	0.16%	0.11%	
BECKHAM	2.03%	0.86%	1.42%	2.60%	0.95%	
BLAINE	0.16%	0.05%	0.08%	0.19%	0.11%	
BRYAN	0.66%	0.36%	0.59%	0.62%	0.81%	
CADDO	0.29%	0.14%	0.22%	0.28%	0.31%	
CANADIAN	1.46%	0.61%	0.92%	1.31%	1.83%	
CARTER	1.81%	1.05%	1.06%	1.74%	1.06%	
CHEROKEE	0.62%	0.32%	0.43%	0.58%	0.90%	
CHOCTAW	0.28%	0.15%	0.22%	0.30%	0.22%	
CIMARRON	0.07%	0.04%	0.06%	0.07%	0.08%	
CLEVELAND	3.48%	1.57%	2.54%	2.95%	3.31%	
COAL	0.05%	0.02%	0.03%	0.05%	0.08%	
COMANCHE	2.78%	1.71%	2.45%	2.51%	2.24%	
COTTON	0.06%	0.03%	0.05%	0.05%	0.06%	
CRAIG	0.41%	0.17%	0.27%	0.45%	0.37%	
CREEK	0.55%	0.23%	0.36%	0.53%	0.41%	
CUSTER	0.90%	0.41%	0.72%	0.90%	0.64%	
DELAWARE	0.58%	0.30%	0.42%	0.58%	0.78%	
DEWEY	0.09%	0.04%	0.05%	0.09%	0.08%	
ELLIS	0.08%	0.04%	0.06%	0.08%	0.06%	
GARFIELD	1.31%	0.54%	0.86%	1.18%	1.25%	
GARVIN	0.35%	0.14%	0.22%	0.32%	0.33%	
GRADY	0.77%	0.27%	0.41%	0.82%	0.55%	
GRANT	0.07%	0.03%	0.05%	0.08%	0.05%	

Table C: Percent Distribution by County, 2010

<b>2010 Domestic Travel Impact on Oklahoma</b>					
<b>Table C: Percent Distribution by County, 2010 (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
GREER	0.09%	0.03%	0.06%	0.12%	0.07%
HARMON	0.02%	0.00%	0.02%	0.01%	0.01%
HARPER	0.11%	0.07%	0.13%	0.11%	0.12%
HASKELL	0.18%	0.09%	0.14%	0.16%	0.22%
HUGHES	0.34%	0.10%	0.13%	0.47%	0.20%
JACKSON	0.52%	0.18%	0.28%	0.43%	0.38%
JEFFERSON	0.09%	0.04%	0.08%	0.08%	0.12%
JOHNSTON	0.12%	0.05%	0.07%	0.13%	0.13%
KAY	0.98%	0.53%	0.86%	0.95%	0.90%
KINGFISHER	0.24%	0.09%	0.13%	0.21%	0.16%
KIOWA	0.11%	0.04%	0.07%	0.12%	0.11%
LATIMER	0.74%	0.21%	0.25%	1.14%	0.16%
LE FLORE	0.50%	0.25%	0.39%	0.47%	0.37%
LINCOLN	0.33%	0.14%	0.22%	0.35%	0.30%
LOGAN	0.41%	0.22%	0.34%	0.41%	0.42%
LOVE	0.12%	0.06%	0.10%	0.12%	0.17%
MCCLAIN	0.15%	0.05%	0.08%	0.11%	0.13%
MCCURTAIN	0.32%	0.15%	0.24%	0.28%	0.66%
MCINTOSH	0.46%	0.18%	0.25%	0.47%	0.51%
MAJOR	0.32%	0.17%	0.26%	0.31%	0.23%
MARSHALL	0.51%	0.24%	0.43%	0.50%	0.49%
MAYES	0.78%	0.40%	0.65%	0.71%	1.62%
MURRAY	0.26%	0.11%	0.17%	0.24%	0.20%
MUSKOGEE	1.28%	0.51%	0.81%	1.32%	1.18%
NOBLE	0.38%	0.17%	0.25%	0.46%	0.25%
NOWATA	0.09%	0.04%	0.05%	0.09%	0.11%
OKFUSKEE	0.13%	0.06%	0.09%	0.14%	0.16%

Table C: Percent Distribution by County, 2010

<b>2010 Domestic Travel Impact on Oklahoma</b>					
<b>Table C: Percent Distribution by County, 2010 (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
OKLAHOMA	34.23%	44.82%	39.92%	34.82%	36.98%
OKMULGEE	0.59%	0.27%	0.47%	0.60%	0.46%
OSAGE	0.41%	0.20%	0.31%	0.42%	0.50%
OTTAWA	0.65%	0.37%	0.58%	0.61%	0.60%
PAWNEE	0.19%	0.08%	0.12%	0.18%	0.17%
PAYNE	1.30%	0.59%	0.95%	1.33%	0.88%
PITTSBURG	1.22%	0.60%	1.06%	1.13%	1.61%
PONTOTOC	0.82%	0.34%	0.55%	0.84%	0.59%
POTTAWATOMIE	1.05%	0.44%	0.70%	1.11%	0.71%
PUSHMATAHA	0.13%	0.06%	0.11%	0.12%	0.17%
ROGER MILLS	0.10%	0.05%	0.08%	0.10%	0.15%
ROGERS	0.69%	0.27%	0.38%	0.73%	0.46%
SEMINOLE	0.20%	0.09%	0.14%	0.18%	0.22%
SEQUOYAH	0.65%	0.37%	0.60%	0.64%	0.70%
STEPHENS	0.80%	0.32%	0.52%	0.72%	0.63%
TEXAS	0.42%	0.17%	0.28%	0.42%	0.35%
TILLMAN	0.13%	0.07%	0.12%	0.13%	0.12%
TULSA	24.11%	35.84%	30.10%	24.08%	25.11%
WAGONER	0.36%	0.19%	0.31%	0.33%	0.48%
WASHINGTON	1.97%	0.93%	1.67%	1.69%	1.83%
WASHITA	0.14%	0.05%	0.07%	0.13%	0.15%
WOODS	0.19%	0.07%	0.10%	0.20%	0.17%
WOODWARD	0.54%	0.26%	0.46%	0.50%	0.47%
<b>Statewide</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

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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 U.S. Travel Association (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 a variety of travel categories (described in Appendix B: Glossary of Terms). 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 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 and day trips to places 50 miles away or more, one way, from the traveler's origin and any overnight trips away from home in paid accommodations.

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 18 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see 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 traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into related 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**

### *Estimates of Travel Expenditures*

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Eighteen (18) categories of activities are covered in the TEIM. 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 18 categories of travel related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations. The estimates derived through the cost factor method are also validated through three additional methods: Household travel spending ratio method - the ratio of out of town spending to total household spending; Trip expenditure ratio method – the ratio of each travel spending category in a trip to that trip’s total expenditures; and economic and business statistics validations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by U.S. Travel Association, The Bureau of Labor Statistics’ Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries’ (OTTI) Survey of International Air Travelers and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

### *Estimates of Business Receipts, Payroll and Employment*

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 18 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 the state 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 total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

#### Estimates of Tax Revenues

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 are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State 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 in Massachusetts.

#### Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level. Consumer survey data are not used in locality impact estimates due to small sample size issue.

The data used to estimate the local area shares includes sales, employment, payroll and taxes for all travel-related industry categories. Local data provided by states such as sales/tax receipts, employment and wages, attraction attendances, etc. are critical inputs. County and local sales, establishments, employment and payroll data derived from Economic Census, County Business Patterns and the Quarterly Census of Employment and Wages (QCEW) are also used in the model.

#### **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.

**Estimates of Travel Expenditure**

- Travel spending in category  $i$  = level of the travel activity  $i$  \* *per unit cost of the activity  $i$*   
Example: Spending on hotel rooms = nights stayed in hotel \* average hotel room rate
- Total Travel Spending =  $\sum$  Travel Spending in category  $i$ ,  $i=1,2,3,\dots,18$

**Estimates of Business Receipts, Payroll and Employment**

For Category  $i$

- Travel business receipts = estimated travel spending – (sales and excise taxes)
- Travel-generated payroll  
= Total payroll of the industry / total sales of the industry \* travel business receipts
- Travel-generated employment  
= Total employment of the industry / total payroll of the industry \* travel-generated payroll
- Total business receipts, payroll and employment are equal to the sum of all categories of each measurement respectively.

**Estimates of Tax Revenues**

The types of tax revenue included in the estimations:

- Retail sales and excise taxes  
For each travel related industry:  
Sales tax or excise tax revenue =  
(tax rate (federal, state and local)) \* estimated travel spending of the category
- Individual income tax  
For each travel related industry:  
Travel-generated personal income tax revenue =  
(total state PI tax collection / total state PI) \* estimated travel-generated personal income
- Corporate income tax and property tax are estimated in the same way.
- Total tax receipts for the federal, state and local government are equal to the sum of all kinds of taxes of all industries.

**Estimates of Travel Economic Impact of counties (CTEIM)**

- County share = measurement of the county / sum of all counties for the same measurement.
- Travel Impact on the county = county share \* the state total (estimated by TEIM).

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

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.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

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 TravelScope.

Travel-generated Tax Receipts. Those 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.

## Appendix C: Travel Related Industry by NAICS

**Travel industry categories:** With the transition to NAICS, the U.S. Travel Association has adjusted its selection of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, U.S. Travel Association's Travel Economic Impact Model tracks business activity in seven (7) major travel-related industry groups. The industry groups and subcategories used in the model are outlined below, followed by a detailed table of NAICS Codes. The share of travel in each of listed industries will depend on travel spending estimates for the related categories and are different from industries and areas.

**Automobile Transportation:** Gasoline service stations, passenger car rental, motor vehicle/parts dealers, automotive repairs and maintenance.

**Entertainment/Recreation industry:** Entertainment, art and recreation industry.

**Foodservice industry:** Eating & drinking places, and grocery stores.

**Retail Trade industry:** General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops, and other retail stores.

**Lodging industry:** This industry includes hotels, motels, and motor hotels, camps and trailer parks.

**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."

**Travel Arrangement industry:** This includes travel agencies, tour operators, and other travel arrangement & reservation services.

## TRAVEL REALTED INDUSTRY BY NAICS

### Accommodations

7211 Traveler Accommodations  
7212 Recreational Vehicle Parks & Campgrounds

### Auto Transportation

532111 Passenger Car Rental  
447 Gasoline Stations  
4411 Automobile Dealers  
4412 Other Motor Vehicle Dealers  
4413 Automotive Parts, Accessories and Tire Stores  
8111 Automotive Repair and Maintenance

### Entertainment and Recreation

711 Performing Arts, Spectator Sports & Related Industries  
712 Museums, Historical Sites & Similar Institutions  
713 Amusement, Gambling & Recreation

### Food

7221 Full service Restaurants  
7222 Limited Service Eating Places  
7224 Drinking Places  
445 Food and Beverage stores

### Public Transportation

481 Passenger Air Transportation  
4881 Airport Support Activities  
4821 Rail Transportation  
4852 Interurban and Rural Bus Transportation  
4853 Taxi & Limousine Services  
485510 Charter Bus  
483112 Deep Sea Passenger Transportation  
483114 Coastal and Great Lakes Passenger Transportation  
483212 Inland Water Passenger Transportation  
487 Scenic & Sightseeing Transportation

### Retail

451 Sporting Goods, Hobby, Book, and Music Stores  
452 General Merchandise Stores  
453 Miscellaneous Store Retailers  
443 Electronics and Appliance Stores  
444 Building Material and Garden Equipment and Supplies Dealers  
446 Health and Personal Care Stores  
448 Clothing and Clothing Accessories Stores

### Travel Arrangement

5615 Travel Arrangement & Reservation Services (includes travel agencies and tour operators)

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

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

### Organizations

Air Transport Association  
American Automobile Association  
American Gaming Association  
Amtrak  
American Society of Travel Agents  
Bureau of Census, U.S. Department of Commerce  
Bureau of Economic Analysis, U.S. Department of Commerce  
Bureau of Labor Statistics, U.S. Department of Labor  
Energy Information Administration  
Federal Aviation Administration, U.S. Department of Transportation  
Federal Highway Administration, U.S. Department of Transportation  
National Park Service  
Oklahoma Employment Security Commission  
Oklahoma Indian Casinos Supersite  
Oklahoma Tourism and Recreation Department  
Oklahoma Tax Commission  
Oklahoma Department of Transportation  
Smith Travel Research  
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce  
U.S. Travel Association

