



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

2007-2008



A STUDY PREPARED FOR THE OKLAHOMA TOURISM AND RECREATION DEPARTMENT  
BY THE U.S. TRAVEL ASSOCIATION, WASHINGTON, D.C., OCTOBER 2009

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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 provides preliminary 2008 estimates of domestic traveler expenditures in the state of Oklahoma and its 77 counties, as well as the employment, payroll income, and state and local tax revenue directly generated by these expenditures. For the purpose of comparison, related 2007 impact estimates are also included in this report.

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

This report presents preliminary 2008 estimates of the impact of U.S. resident traveler spending 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, 2007 impact data are also included in this report. Traveler spending, travel-generated payroll and tax revenue are calculated in current dollars.

All estimates of the economic impact of travel contained in this volume are the product of 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 at national, state and county levels.

The Travel Economic Impact Model (TEIM) was initially developed in 1975 for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and counties. The original TEIM has been revised substantially based upon more accurate and targeted input data available from governments and the private sector.

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

U.S. residents traveling in Oklahoma includes both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on day or overnight trips to places 50 miles or more away from home. 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 2008 will become available subsequent to this study, U.S. Travel Association reserves the right to revise these estimates in the future.

## **EXECUTIVE SUMMARY**

- Direct domestic travel spending in Oklahoma reached over \$6.1 billion during 2008, a 6.5 percent increase over 2007.
- Travel-generated employees earned \$1.8 billion in payroll income during 2008, up 2.3 percent over 2007.
- Domestic travel expenditures generated 76.2 thousand jobs within Oklahoma in 2008, 4.4 percent of the state's total non-agricultural employment. Without these jobs generated by domestic travel, Oklahoma's 2008 unemployment rate of 3.8 percent would have been 4.4 percentage points higher than it was, or 8.2 percent of the labor force.
- On average, every \$80,480 spent in Oklahoma by domestic travelers generated one job in 2008.
- Domestic travel spending in Oklahoma generated \$953.4 million in tax revenue for federal, state and local governments in 2008, up 3.6 percent from 2007.
- Oklahoma County, which includes Oklahoma City, received more than \$2.1 billion in domestic travel expenditures to lead all Oklahoma counties in 2008.
- Tulsa County, which includes the city of Tulsa, indicated \$1.5 billion in domestic travel expenditures to rank second among all Oklahoma counties during 2008.
- Seventeen of the seventy-seven counties in Oklahoma received over \$50 million in domestic travel expenditures in 2008.
- Six counties in Oklahoma indicated one thousand or more jobs directly supported by domestic travel expenditures in 2008.

## **TRAVEL IMPACT ON U.S. ECONOMY - 2008**

The U.S. economy experienced a challenging year in 2008. Real GDP in chained 2005 dollars increased only 0.4 percent over 2007, the lowest annual rate of GDP growth since 1992. Real disposable personal income was up 0.5 percent over the previous year, while real personal consumption expenditures decreased 0.2 percent from 2007. Annual average non-farm employment in the U.S. decreased 532,000 to 137.1 million, down 0.4 percent from 2007. The national unemployment rate increased in 2008, up to 5.8 percent compared to the 2007 rate of 4.6 percent. Travel-generated employment remained at 2007's level. However, the industry employment declined significantly from September to December in 2008. The Consumer Price Index (CPI), an indicator of the level of price inflation, was up 3.8 percent in 2008, while the U.S. Travel Association's Travel Price Index increased 5.6 percent during the same period. U.S. current account deficit decreased to \$706.1 billion in 2008, down 2.8 percent from 2007. The U.S. travel industry (excluding passenger fares) generated more than \$30.3 billion trade surplus for the country in 2008, an increase of 46.6 percent from the previous year.

### **U.S. Travel Volume in 2008**

In 2008, total U.S. domestic person-trips were down 2.0 percent compared to 2007. International visitors to the U.S. increased 4 percent in 2008 to 58 million. Among the international visitors, overseas visitors were up 6 percent to 25.3 million, Canadian visitors increased 7 percent to 18.9 million, but Mexican visitors decreased 4 percent to 13.7 million. The volume of overseas travelers to the U.S. in 2008 remained 2 percent lower than its historical record set in 2000.

### **Travel Expenditures in 2008**

Total direct traveler expenditures, including the spending of both domestic and international visitors, increased 4.7 percent to \$772.9 billion (in current or nominal dollars) in 2008. Calculated in chained 2000 dollars (i.e., adjusted for inflation), however, total direct traveler expenditures actually declined 1.1 percent below 2007's level. In 2008, leisure traveler spending increased 6.7 percent while business traveler spending was up 0.9 percent. Business travel, including travel for meetings/conventions and other business purposes, was much more negatively affected than was leisure travel in 2008. Declining business profits, higher rates of unemployment, changes in corporate travel policies, technological advances that offer alternatives to travel and other political concerns all combined to make business travel – and especially meeting/events-related travel - the most vulnerable sector in the U.S. travel industry in 2008. Spending by meetings/convention travelers declined 1.5 percent in 2008.

Domestic travel expenditures in current dollars rose 3.3 percent to total \$662.4 billion in 2008. This increase reflects the inflation in travel prices, especially in the cost of gasoline prices, experienced throughout much of 2008. Declines in travel volume and changes in the trips that were taken toward traveling closer to home and spending less at the destination, resulted in domestic travel spending experiencing its lowest rate of growth since 2003. Worsening

conditions, however, suggest that domestic travel expenditures will actually decline in 2009, now forecasted to be down 8.1 percent as compared to 2008 and totaling \$608.5 billion.

Encouraged by favorable exchange rates, international inbound visitors increased 3.5 percent and spent a total of \$110.5 billion in the U.S. during 2008, up 14.2 percent over 2007. However, international traveler spending in the U.S. decreased 12.0 percent in the first quarter of 2009 and is projected to decline 12.9 percent in 2009 to total \$96.2 billion.

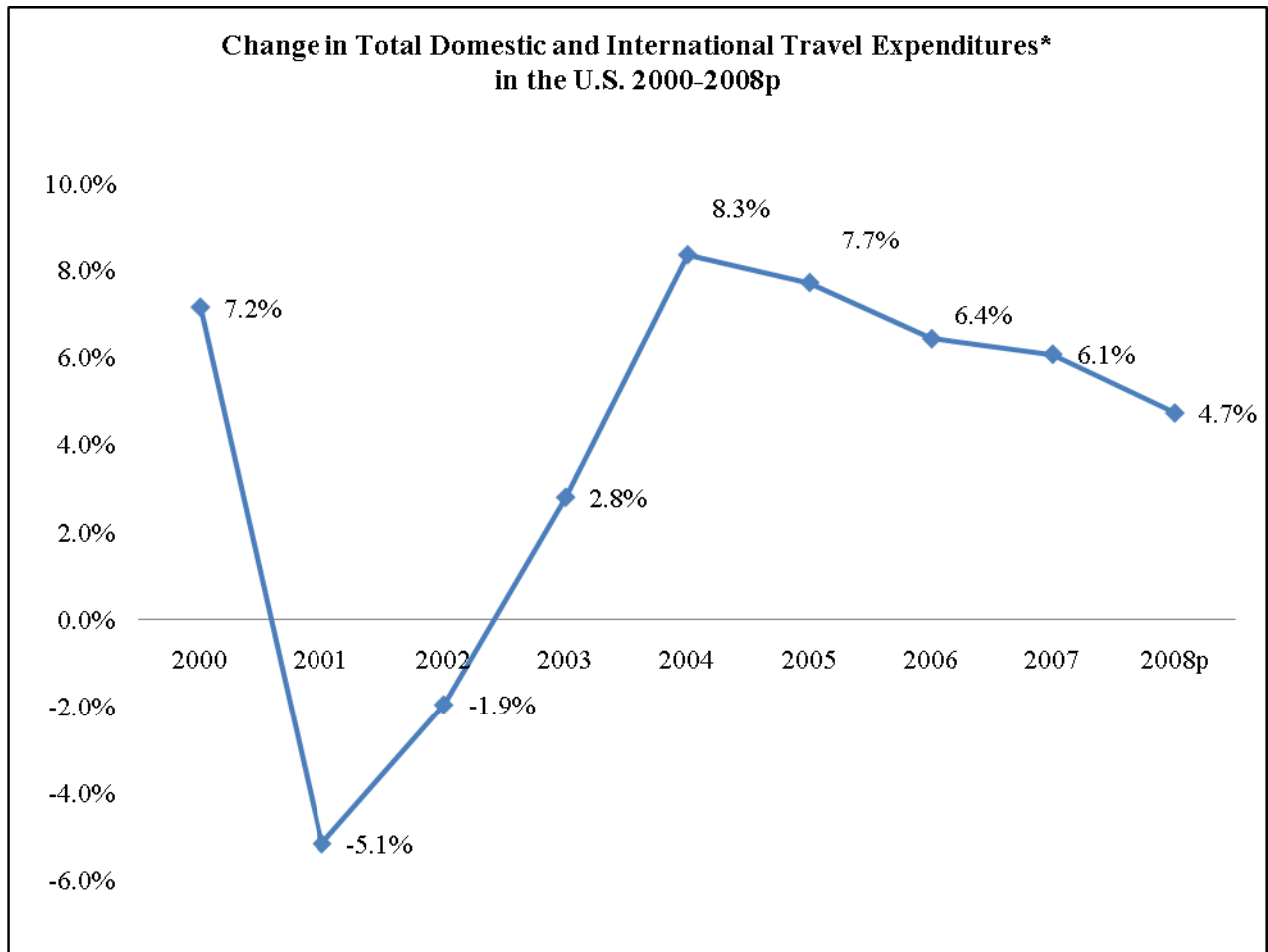
The U.S. current-account deficit - the combined balances on trade in goods and services, income, and net unilateral current transfers - decreased to \$706.1 billion in 2008 from \$726.6 billion in 2007. As one of the largest service exports, U.S. international travel receipts (including passenger fares) generated nearly a \$29.4 billion trade surplus for the country in 2008.

**Table 1: Travel Expenditures in the U.S. 2007-2008p**

<u>Industry Sector</u>	<u>2007 Travel Spending in The U.S. (\$ Billions)</u>	<u>2008p Travel Spending in The U.S. (\$ Billions)</u>	<u>% 2008p/2007 Travel Spending in The U.S. (Percent Change)</u>
Public Transportation	\$132.6	\$144.0	8.6%
Auto Transportation	125.9	137.5	9.3%
Lodging	144.7	145.9	0.8%
Foodservice	174.7	182.2	4.3%
Entertainment/Recreation	83.5	84.4	1.1%
<u>General Retail</u>	<u>76.7</u>	<u>79.0</u>	<u>2.9%</u>
Total	\$738.0	\$772.9	4.7%
International*	\$96.7	\$110.5	14.2%
Domestic	\$641.3	\$662.4	3.3%

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





Sources: U.S. Travel Association, BEA. P: preliminary. \* Excludes international passenger fare payments.

## Travel Employment in 2008

Approximately 532,000 jobs were eliminated in the non-farm sector in 2008, a 0.4 percent decrease from 2007, according to the U.S. Bureau of Labor Statistics (BLS). The national unemployment rate rose from 4.6 percent in 2007 to 5.8 percent in 2008. Total domestic and international travelers' spending in the U.S. directly generated 7.7 million jobs for the U.S. economy in 2008, representing a 0.3 percent increase compared to 2007. International travelers' spending generated more than 1 million jobs, up 4.0 percent from 2007, while domestic travelers' spending generated jobs reached 6.7 million, down 0.3 percent. Although annual average employment in the travel industry was positive in 2008, employment in the industry declined significantly from September to December.

Among the seven travel industry categories investigated in this report for employment, the greatest gain occurred in the foodservice industry, with employment up 1.5 percent from 2007 to nearly three million in total. The employment generated by total travelers' spending in Entertainment and Recreation reached almost 1.3 million, up 1.2 percent over 2007. However, the auto transportation, lodging, and general retail industries saw annual job losses of 2.5 percent, 1.6 percent, and 1.6 percent respectively.

**Table 2: Travel-Generated Employment in the U.S., 2007-2008p**

<u>Industry Sector</u>	<u>2007 Travel-Generated Employment (Thousands)</u>	<u>2008p Travel-Generated Employment (Thousands)</u>	<u>% 2008p/2007 Travel-Generated Employment (Percent Change)</u>
Public Transportation	1,003.5	1,003.0	-0.1%
Auto Transportation	269.6	262.9	-2.5%
Lodging	1,521.5	1,497.3	-1.6%
Foodservice	2,953.8	2,996.7	1.5%
Entertainment/Recreation	1,282.5	1,298.5	1.2%
General Retail	494.0	485.9	-1.6%
<u>Travel Planning</u>	<u>175.0</u>	<u>175.1</u>	<u>0.1%</u>
Total	7,699.9	7,719.4	0.3%
International*	971.4	1,010.2	4.0%
Domestic	6,728.5	6,709.2	-0.3%

Sources: U.S. Travel Association, BLS

P: preliminary

\* Excludes jobs generated by international passenger fare payments.

**Table 3: Overall U.S. Economic Developments, 2006-2008**

<u>Sector</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Nominal gross domestic product (\$ Billions)	\$13,398.9	\$14,077.6	\$14,441.4
Real gross domestic product (\$ Billions)*	\$12,976.2	\$13,254.1	\$13,312.2
Real disposable personal income (\$Billions)*	\$9,650.7	\$9,860.6	\$9,911.3
Real personal consumption expenditures (\$ Billions)*	\$9,073.5	\$9,313.9	\$9,290.9
Consumer price index**	201.6	207.3	215.3
Travel Price Index**	233.5	244.0	257.7
Non-farm payroll employment (Millions)	136.1	137.6	137.1
Unemployment rate (%)	4.6	4.6	5.8

***Percentage change from previous year***

Nominal gross domestic product	6.0%	5.1%	2.6%
Real gross domestic product	2.7%	2.1%	0.4%
Real disposable personal income	4.0%	2.2%	0.5%
Real personal consumption expenditures	2.9%	2.6%	-0.2%
Consumer price index	3.2%	2.8%	3.8%
Travel Price Index	4.9%	4.5%	5.6%
Non-farm payroll employment	1.8%	1.1%	-0.4%

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

\* Chained 2005 dollars

\*\* Base period: 1982-84=100

**Table 4: U.S. Travel Trends, 2004-2008**

<u>Category</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Total travel expenditures (\$ billions)	\$606.9	\$653.8	\$695.8	\$738.0	\$772.9
<i>U.S. travelers' expenditures (\$ billions)</i>	<i>\$532.4</i>	<i>\$572.0</i>	<i>\$610.0</i>	<i>\$641.3</i>	<i>\$662.4</i>
<i>International travelers' expenditures In the U.S.* (\$ billions)</i>	<i>\$74.5</i>	<i>\$81.8</i>	<i>\$85.7</i>	<i>\$96.7</i>	<i>\$110.5</i>
Travel price index**	211.3	222.6	233.5	244.0	257.7
Travel-generated employment*** (thousands)	7,452.7	7,508.8	7,550.5	7,699.9	7,719.4

***Percentage change from previous year***

Total travel expenditures	8.3%	7.7%	6.4%	6.1%	4.7%
<i>U.S. travelers' expenditures</i>	<i>7.4%</i>	<i>7.5%</i>	<i>6.6%</i>	<i>5.1%</i>	<i>3.3%</i>
<i>International travelers' expenditures in the U.S.</i>	<i>15.8%</i>	<i>9.7%</i>	<i>4.8%</i>	<i>12.8%</i>	<i>14.2%</i>
Travel price index	4.6%	5.3%	4.9%	4.5%	5.6%
Travel-generated employment	1.6%	0.8%	0.6%	2.0%	0.3%

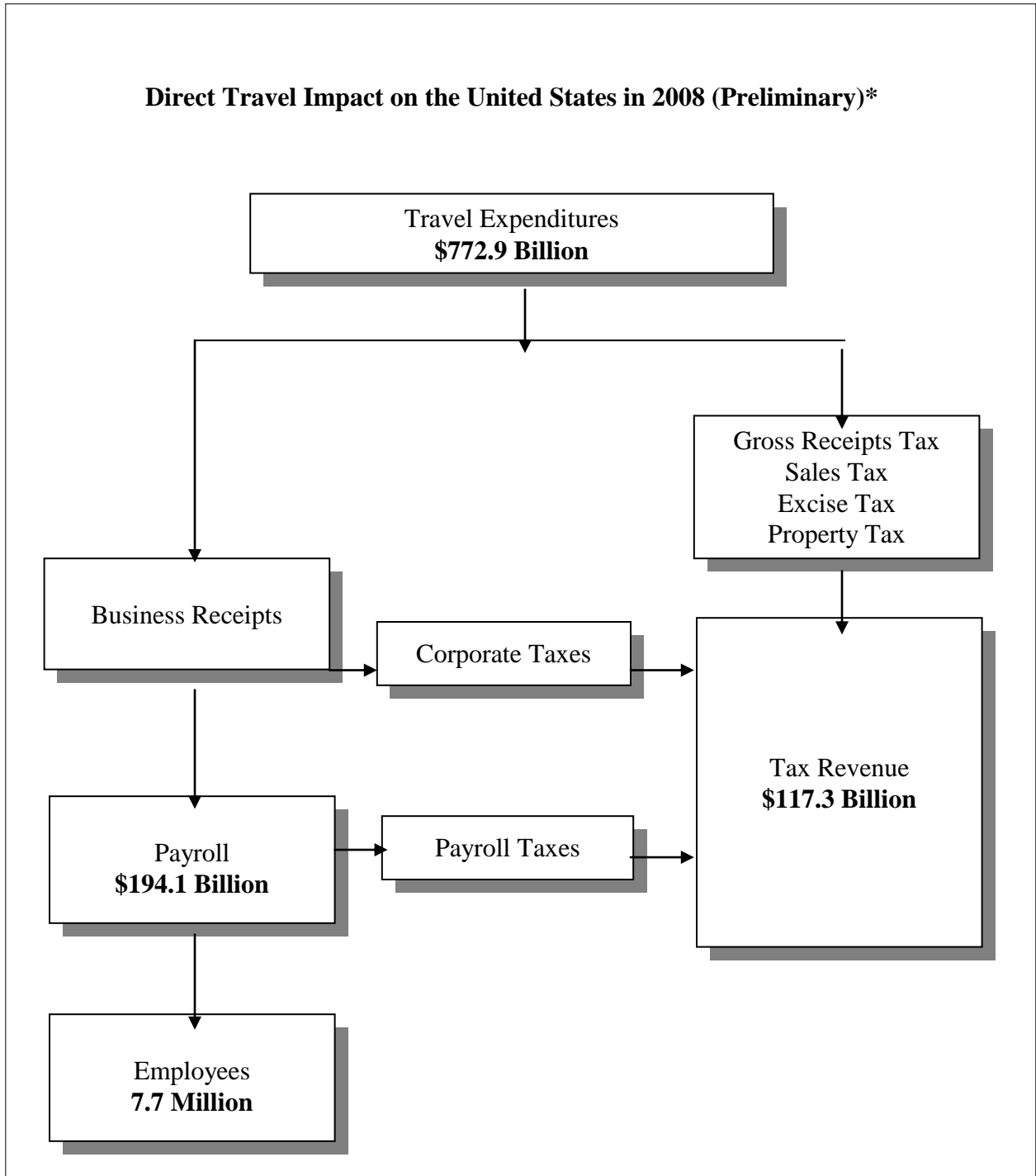
Sources: U.S. Travel Association, BEA, BLS.

p: preliminary

\* Does not include international passenger fare payments..

\*\* Base period: 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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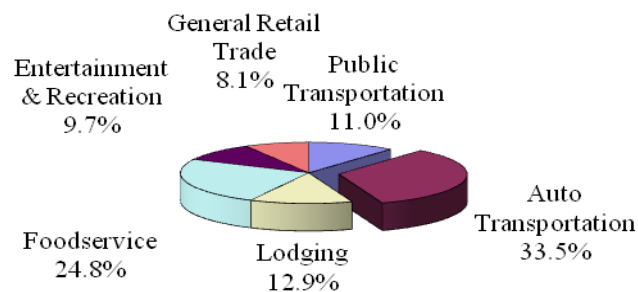
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## DOMESTIC TRAVEL IMPACT ON OKLAHOMA - 2008

### Travel Expenditures

- Domestic travelers in Oklahoma spent over \$6.1 billion on transportation, lodging, food, entertainment and recreation, and incidentals. This represents an increase of 6.5 percent over 2007.
- Driven by the high cost of gasoline in 2008, domestic travel spending on auto transportation increased 9.3 percent to a total of \$2.1 billion. Auto transportation is the largest expenditure category in 2008, making up 33.5 percent of total domestic travel expenditures in Oklahoma.
- Domestic travelers spent more than \$1.5 billion on foodservices in 2008, up 4.8 percent from 2007 and accounted for 24.8 percent of the state total. With a fairly strong demand in accommodation, travelers' spending on lodging increased 6.7 percent from 2007, reaching \$791.8 billion in 2008.
- Among the six travel-related sectors this report investigates, the entertainment and recreation sector posted the highest growth in Oklahoma during 2008. Domestic travel spending in this sector rose 9.9 percent to a total of \$594.1 million. The growth was mostly attributed to the flourishing Indian-owned casinos in the state during 2008. The growing demand for tribal casinos in Oklahoma was also an important factor that stimulated the growth in other travel related categories such as foodservices and lodging.

### Domestic Travel Spending in Oklahoma by Industry Sector - 2008



- 
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.
-

**Table 5: Direct Domestic Travel Expenditures in Oklahoma by Industry Sector, 2007-2008**

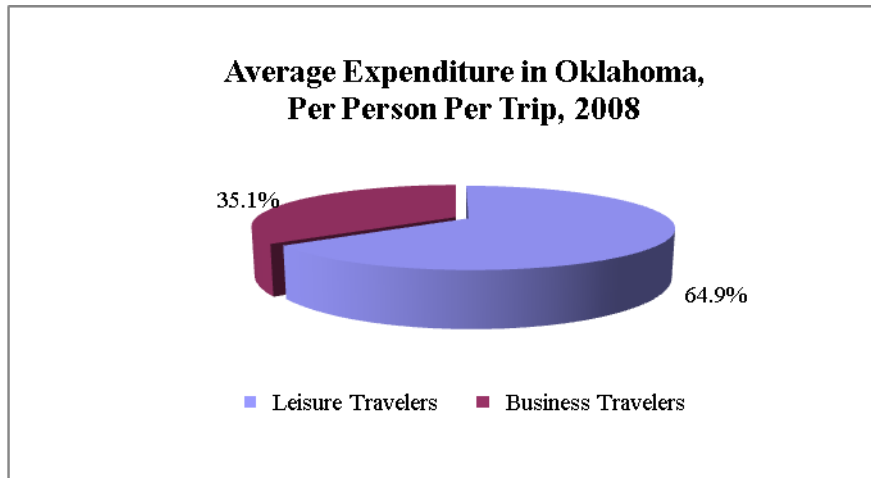
<i>2008 Expenditures</i>	<b>Total</b> (\$ Millions)	<b>% of Total</b>
Public Transportation	\$674.5	11.0%
Auto Transportation	2,056.9	33.5%
Lodging	791.8	12.9%
Foodservice	1,521.2	24.8%
Entertainment & Recreation	594.1	9.7%
General Retail Trade	497.2	8.1%
<b>Total *</b>	<b>\$6,135.7</b>	<b>100.0%</b>
 <i>2007 Expenditures</i>		
Public Transportation	\$653.6	11.4%
Auto Transportation	1,881.9	32.7%
Lodging	742.3	12.9%
Foodservice	1,451.2	25.2%
Entertainment & Recreation	540.5	9.4%
General Retail Trade	489.4	8.5%
<b>Total *</b>	<b>\$5,758.8</b>	<b>100.0%</b>
 <i>Percent Change</i> <i>2008 over 2007</i>		
Public Transportation	3.2%	
Auto Transportation	9.3%	
Lodging	6.7%	
Foodservice	4.8%	
Entertainment & Recreation	9.9%	
General Retail Trade	1.6%	
<b>Total *</b>	<b>6.5%</b>	

Source: US Travel Association



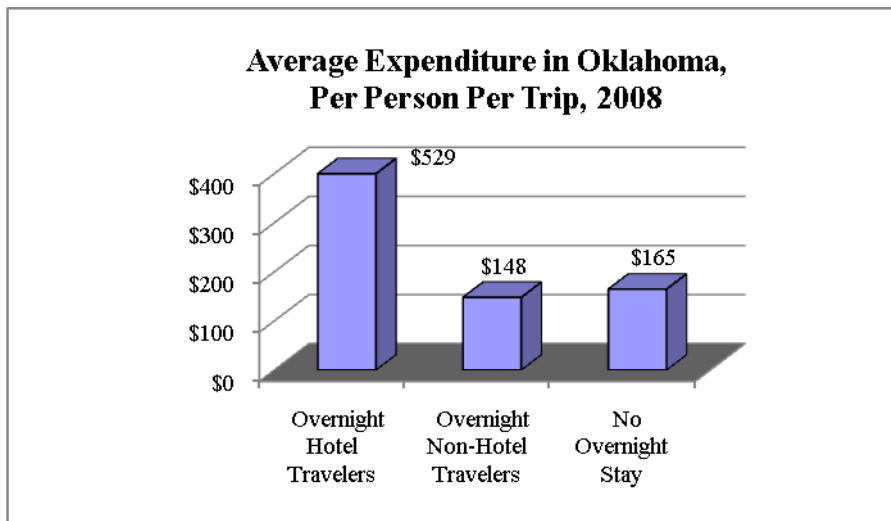
### Total Expenditures by Type of U.S. Traveler in Oklahoma, 2008

Total U.S. traveler spending (excluding air transportation costs to Oklahoma) reached \$5.8 billion in 2008. Domestic leisure travelers<sup>1)</sup> spent more than \$3.8 billion in Oklahoma during 2008, accounting for 64.9 percent of state total, while domestic business travelers<sup>2)</sup> spent over \$2.0 billion, accounting for 35.1 percent of state total.



### Average Expenditures by U.S. Travelers in Oklahoma, 2008

Overall, domestic travelers including day trip travelers spent about \$235 on average (excluding airfares) during their stay in Oklahoma in 2008. Overnight hotel travelers spent nearly \$529 per trip on average, the highest among all traveler groups. Day-trip travelers spent close to \$165 per trip.



**Table 6: U.S. Traveler's Spending by Characteristics of Travelers to Oklahoma in 2008  
(Excluding Expenditures on Air Tickets)**

	Total Expenditures (\$ Millions)	Percentage of Total Expenditures
<b>Total Travelers</b>	\$5,788.1	94.3%
<b>Origin of Travelers</b>		
Oklahoma Residents	\$1,712.3	29.6%
Non-Oklahoma Residents	\$4,075.8	70.4%
<b>Purpose of Trip</b>		
Leisure Travelers	\$3,758.7	64.9%
Business Travelers	\$2,029.4	35.1%

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.

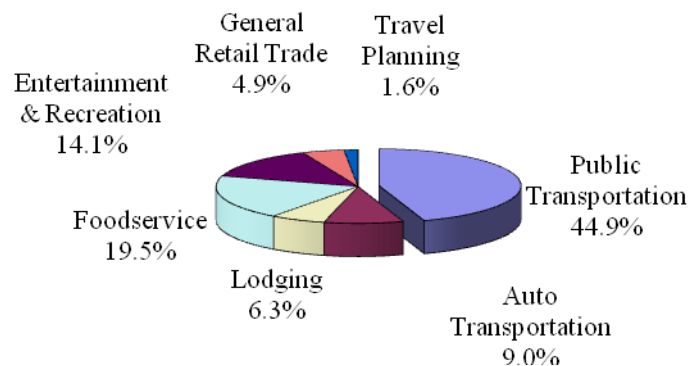
## DOMESTIC TRAVEL IMPACT ON OKLAHOMA - 2008

### 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 \$1.8 billion in 2008, up 2.3 percent from 2007.
- On average, every dollar spent by travelers produced 28.6 cents in payroll income for Oklahoma residents during 2008.
- The public transportation sector posted the largest payroll generated by domestic travel spending in 2008 at \$788.7 million, 44.9 percent of the state total. Payroll income in this sector, largely due to a weakening airline industry, declined 3.7 percent from 2007
- Payroll in the foodservice sector ranked second with \$342.2 million, 19.5 percent of the state total and up 6.5 percent over 2007.

**Domestic Travel-Generated Payroll in Oklahoma  
by Industry Sector - 2008**



**Table 7: Domestic Travel-Generated Payroll in Oklahoma by Industry Sector, 2007-2008**

<b>2008 Payroll</b>	<b>Total (\$ Millions)</b>	<b>% of Total</b>
Public Transportation	\$788.7	44.9%
Auto Transportation	157.9	9.0%
Lodging	110.2	6.3%
Foodservice	342.2	19.5%
Entertainment & Recreation	247.1	14.1%
General Retail Trade	83.8	4.8%
Travel Planning*	28.0	1.6%

Total\*\* \$1,757.9 100.0%

**2007 Payroll**

Public Transportation	\$818.8	47.6%
Auto Transportation	157.0	9.1%
Lodging	102.0	5.9%
Foodservice	321.3	18.7%
Entertainment & Recreation	209.7	12.2%
General Retail Trade	81.8	4.8%
Travel Planning*	28.0	1.6%

Total\*\* \$1,718.4 100.0%

**Percent Change**

**2008 over 2007**

Public Transportation	-3.7%
Auto Transportation	0.6%
Lodging	8.1%
Foodservice	6.5%
Entertainment & Recreation	17.8%
General Retail Trade	2.5%
Travel Planning*	0.0%

Total\*\* 2.3%

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.

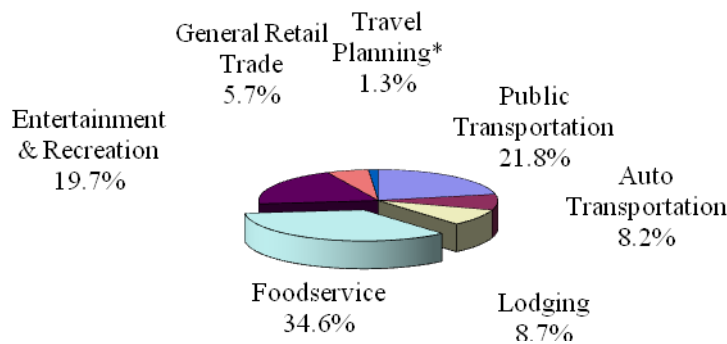
## DOMESTIC TRAVEL IMPACT ON OKLAHOMA - 2008

### 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 76.2 thousand jobs in 2008, including full-time and seasonal/part-time positions, up 1.3 percent from 2007. On average, every \$80,480 spent by domestic travelers in Oklahoma directly supported one job.
- These 76.2 thousand travel and tourism-generated jobs account 4.4 percent of total non-farm employment in Oklahoma during 2008. Without these jobs generated by domestic travel, Oklahoma's 2008 unemployment rate of 3.8 percent would have been 4.4 percentage points higher than it was, or 8.2 percent of the labor force.
- The foodservice sector, including restaurants and other eating and drinking places, provided more jobs than any other industry sector in Oklahoma. During 2008, domestic travelers' spending on foodservices generated 26.4 thousand jobs for the industry, accounting for 34.6 percent of the state total. 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 directly generated by travel spending in public transportation decreased 5.5 percent from 2007, mainly due to substantial layoffs in the airline industry in 2008.

### Domestic Travel-Generated Employment in Oklahoma by Industry Sector - 2008



**Table 8: Domestic Travel-Generated Employment in Oklahoma by Industry Sector, 2007-2008**

<i>2008 Employment</i>	<b>Total (Thousands)</b>	<b>% of Total</b>
Public Transportation	16.62	21.8%
Auto Transportation	6.26	8.2%
Lodging	6.61	8.7%
Foodservice	26.38	34.6%
Entertainment & Recreation	15.03	19.7%
General Retail Trade	4.32	5.7%
Travel Planning*	1.02	1.3%
<b>Total</b>	<b>76.2</b>	<b>100.0%</b>
 <i>2007 Employment</i>		
Public Transportation	17.59	23.4%
Auto Transportation	6.11	8.1%
Lodging	6.47	8.6%
Foodservice	26.02	34.6%
Entertainment & Recreation	13.73	18.2%
General Retail Trade	4.31	5.7%
Travel Planning*	1.02	1.4%
<b>Total</b>	<b>75.3</b>	<b>100.0%</b>
 <i>Percent Change 2008 over 2007</i>		
Public Transportation	-5.5%	
Auto Transportation	2.5%	
Lodging	2.2%	
Foodservice	1.4%	
Entertainment & Recreation	9.5%	
General Retail Trade	0.2%	
Travel Planning*	0.0%	
<b>Total</b>	<b>1.3%</b>	

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.

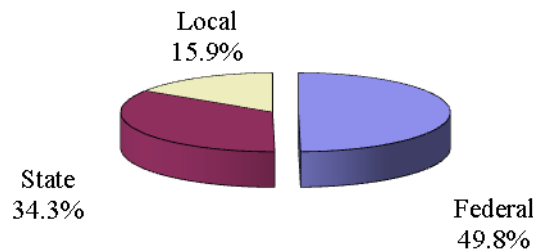
## DOMESTIC TRAVEL IMPACT ON OKLAHOMA - 2008

### 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 \$474.6 million for the federal government during 2008. This represents 49.8 percent of all travel-generated tax collections in the state. Each dollar spent by domestic travelers in Oklahoma produced 7.7 cents for federal tax coffers.
- Spending by domestic travelers in Oklahoma also generated \$327.3 million in tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income. This comprised 34.3 percent of all travel-generated tax revenue for 2008 collected in the state. On average, each travel dollar produced nearly 5.3 cents in state tax receipts.
- Local governments in Oklahoma directly benefited from domestic travel as well. During 2008, domestic travel spending generated \$151.4 million in sales and property tax revenue for the municipal government, 15.9 percent of total travel-generated tax revenue in the state. Each travel dollar produced more than 2.5 cents for local tax coffers.

### Domestic Travel-Generated Tax Revenue in Oklahoma by Level of Government - 2008



**Table 9: Domestic Travel-Generated Tax Revenue in Oklahoma  
by Level of Government, 2007-2008**

<i>2008 Tax Revenue</i>	<b>Total</b> (\$ Millions)	<b>% of Total</b>
Federal	\$474.6	49.8%
State	327.3	34.3%
Local	151.4	15.9%
<b>Total</b>	<b>\$953.4</b>	<b>100.0%</b>
<i>2007 Tax Revenue</i>		
Federal	\$462.7	50.3%
State	313.7	34.1%
Local	143.5	15.6%
<b>Total</b>	<b>\$919.9</b>	<b>100.0%</b>
<i>Percent Change 2007 over 2008</i>		
Federal	2.6%	
State	4.4%	
Local	5.6%	
<b>Total</b>	<b>3.6%</b>	

Source: US Travel Association



## **DOMESTIC TRAVEL IMPACT ON OKLAHOMA COUNTIES - 2008**

Domestic travelers spent over \$6.1 billion while traveling in Oklahoma during 2008, up 6.5 percent from 2007. These expenditures directly generated \$1.8 billion in payroll income and 76.2 thousand jobs for Oklahoma residents.

Travel expenditures occurred throughout all the seventy-seven counties in Oklahoma. The top five counties in Oklahoma received \$4.1 billion in direct domestic travel expenditures, 66.5 percent of the state total. Domestic travel spending in the top five counties generated close to \$1.5 billion in payroll (84.6 percent of the state total) and 58.0 thousand jobs (76.0 percent of the state total) in 2008.

Additionally, domestic expenditures generated \$218.7 million in tax revenue for the state treasury and \$104.8 million in tax revenue for local governments during 2008.

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

**Oklahoma County**, which includes Oklahoma City, led all counties in travel expenditures, payroll income and jobs directly generated by domestic visitor spending in 2008. Domestic travel expenditures in Oklahoma County reached more than \$2.1 billion, accounting for 34.3 percent of the state total. These expenditures generated \$785.8 million in payroll income and 30.4 thousand jobs for county residents.

**Tulsa County**, which includes the city of Tulsa, ranked second with \$1.5 billion in domestic travel spending in 2008, representing 24.3 percent of the state total. Payroll income and jobs directly attributable to domestic travel spending reached \$631.7 million and 22.9 thousand jobs.

**Cleveland County** posted \$209.4 million in domestic expenditures to rank third. These expenditures generated \$27.0 million in payroll as well as 1.9 thousand jobs within the county.

**Comanche County** ranked fourth and received \$146.7 million from domestic travelers in 2008, 2.4 percent of the state total. These travel expenditures generated \$28.0 million in payroll income and 1.7 thousand jobs.

**Beckham County** ranked fifth in 2008 with \$127.8 million in domestic travel expenditures, 2.1 percent of the state total. These receipts from domestic travelers generated \$15.5 million in payroll income and 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	\$2,104.7	\$785.8	30.3	\$114.1	\$56.9
TULSA	1,490.98	631.74	22.91	79.36	38.47
CLEVELAND	209.43	26.99	1.90	9.47	4.97
COMANCHE	146.65	27.97	1.71	7.07	2.87
BECKHAM	127.82	15.46	1.11	8.71	1.52
Five County Total	\$4,079.6	\$1,487.9	58.0	\$218.7	\$104.8
State Total	\$6,135.7	\$1,757.9	76.2	\$327.3	\$151.4
Share Of Top 5 Counties	66.5%	84.6%	76.0%	66.8%	69.2%

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 2008. The estimates presented are for direct domestic travel expenditures and related economic impact.

**Table A** shows the counties listed alphabetically, with 2008 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 2008 travel expenditures from highest to lowest.

**Table C** shows the percent distribution for each impact measure in 2008.

Table A: Alphabetical by County

**2008 Domestic Travel Impact on Oklahoma**  
**Table A: Alphabetical by County, 2008**

<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	\$13.65	\$1.12	0.05	\$0.93	\$0.19
ALFALFA	3.03	0.38	0.02	0.15	0.11
ATOKA	16.56	2.11	0.16	0.93	0.52
BEAVER	8.01	0.96	0.07	0.51	0.17
BECKHAM	127.82	15.46	1.11	8.71	1.52
BLAINE	9.99	0.92	0.06	0.62	0.17
BRYAN	36.93	5.76	0.41	1.84	1.12
CADDO	18.40	2.41	0.17	0.95	0.45
CANADIAN	83.48	10.18	0.67	4.01	2.70
CARTER	108.45	17.83	0.79	5.54	1.52
CHEROKEE	37.98	5.50	0.33	1.87	1.29
CHOCTAW	15.96	2.41	0.16	0.92	0.30
CIMARRON	4.44	0.63	0.05	0.23	0.13
CLEVELAND	209.43	26.99	1.90	9.47	4.97
COAL	2.84	0.43	0.02	0.18	0.13
COMANCHE	146.65	27.97	1.71	7.07	2.87
COTTON	3.35	0.46	0.04	0.16	0.08
CRAIG	25.04	3.01	0.21	1.44	0.55
CREEK	32.07	3.77	0.26	1.65	0.59
CUSTER	55.00	7.22	0.54	2.91	0.93
DELAWARE	35.45	5.41	0.33	1.89	1.11
DEWEY	5.47	0.62	0.04	0.30	0.12
ELLIS	4.91	0.71	0.05	0.24	0.09
GARFIELD	80.68	9.39	0.66	3.86	1.97
GARVIN	21.47	2.42	0.17	1.03	0.48
GRADY	46.31	4.68	0.31	2.64	0.78
GRANT	4.47	0.51	0.04	0.27	0.08

Table A: Alphabetical by County

<b>2008 Domestic Travel Impact on Oklahoma</b>						
<b>Table A: Alphabetical by County, 2008 (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	5.81	0.61	0.04	0.39	0.10	
HARMON	0.98	0.08	0.01	0.05	0.01	
HARPER	6.91	1.29	0.10	0.37	0.18	
HASKELL	10.33	1.50	0.11	0.49	0.32	
HUGHES	20.52	1.77	0.10	1.51	0.30	
JACKSON	30.77	3.14	0.21	1.36	0.58	
JEFFERSON	5.51	0.73	0.06	0.27	0.19	
JOHNSTON	7.23	0.92	0.06	0.44	0.21	
KAY	64.42	10.11	0.71	3.30	1.44	
KINGFISHER	14.60	1.59	0.10	0.68	0.25	
KIOWA	6.33	0.72	0.05	0.36	0.15	
LATIMER	44.64	3.63	0.19	3.68	0.24	
LE FLORE	29.14	4.31	0.29	1.47	0.51	
LINCOLN	20.07	2.38	0.16	1.14	0.44	
LOGAN	24.53	3.78	0.25	1.28	0.64	
LOVE	6.97	1.09	0.07	0.37	0.26	
MCCLAIN	9.11	0.93	0.06	0.38	0.21	
MCCURTAIN	17.42	2.32	0.16	0.80	0.91	
MCINTOSH	29.28	3.31	0.20	1.60	0.85	
MAJOR	20.17	3.12	0.21	1.03	0.37	
MARSHALL	31.03	4.18	0.32	1.62	0.69	
MAYES	43.13	6.68	0.48	2.09	2.17	
MURRAY	16.29	1.89	0.13	0.79	0.29	
MUSKOGEE	82.02	9.27	0.64	4.50	1.87	
NOBLE	23.57	2.90	0.19	1.52	0.37	
NOWATA	5.24	0.61	0.04	0.30	0.16	
OKFUSKEE	7.92	0.99	0.07	0.48	0.25	

Table A: Alphabetical by County

<b>2008 Domestic Travel Impact on Oklahoma</b>					
<b>Table A: Alphabetical by County, 2008 (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	2,104.72	785.77	30.35	114.12	56.94
OKMULGEE	37.66	4.99	0.37	2.03	0.71
OSAGE	24.86	3.50	0.24	1.37	0.76
OTTAWA	50.21	8.21	0.57	2.53	1.12
PAWNEE	11.46	1.35	0.09	0.58	0.24
PAYNE	84.33	10.89	0.77	4.58	1.39
PITTSBURG	74.09	10.72	0.82	3.64	2.30
PONTOTOC	52.37	6.47	0.44	2.85	0.93
POTTAWATOMIE	74.45	8.89	0.60	4.17	1.23
PUSHMATAHA	7.71	1.08	0.08	0.39	0.24
ROGER MILLS	5.84	0.83	0.06	0.32	0.22
ROGERS	44.83	5.01	0.31	2.55	0.74
SEMINOLE	11.80	1.51	0.10	0.59	0.33
SEQUOYAH	47.22	7.71	0.54	2.47	1.17
STEPHENS	47.60	5.57	0.39	2.29	0.93
TEXAS	25.98	2.99	0.21	1.37	0.52
TILLMAN	7.86	1.23	0.09	0.41	0.18
TULSA	1,490.98	631.74	22.91	79.36	38.47
WAGONER	22.93	3.43	0.25	1.13	0.74
WASHINGTON	113.57	16.15	1.26	5.20	2.27
WASHITA	8.17	0.88	0.05	0.43	0.22
WOODS	11.23	1.15	0.07	0.63	0.25
WOODWARD	34.11	4.68	0.36	1.68	0.66
<b>STATE TOTAL</b>	<b>\$6,135.75</b>	<b>\$1,757.86</b>	<b>76.24</b>	<b>\$327.34</b>	<b>\$151.44</b>

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Table A: Alphabetical by County

**2008 Domestic Travel Impact on Oklahoma****Table B: Ranking of Counties by Expenditure Levels, 2008**

<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	\$2,104.72	\$785.77	30.35	\$114.12	\$56.94
TULSA	1,490.98	631.74	22.91	79.36	38.47
CLEVELAND	209.43	26.99	1.90	9.47	4.97
COMANCHE	146.65	27.97	1.71	7.07	2.87
BECKHAM	127.82	15.46	1.11	8.71	1.52
WASHINGTON	113.57	16.15	1.26	5.20	2.27
CARTER	108.45	17.83	0.79	5.54	1.52
PAYNE	84.33	10.89	0.77	4.58	1.39
CANADIAN	83.48	10.18	0.67	4.01	2.70
MUSKOGEE	82.02	9.27	0.64	4.50	1.87
GARFIELD	80.68	9.39	0.66	3.86	1.97
POTTAWATOMIE	74.45	8.89	0.60	4.17	1.23
PITTSBURG	74.09	10.72	0.82	3.64	2.30
KAY	64.42	10.11	0.71	3.30	1.44
CUSTER	55.00	7.22	0.54	2.91	0.93
PONTOTOC	52.37	6.47	0.44	2.85	0.93
OTTAWA	50.21	8.21	0.57	2.53	1.12
STEPHENS	47.60	5.57	0.39	2.29	0.93
SEQUOYAH	47.22	7.71	0.54	2.47	1.17
GRADY	46.31	4.68	0.31	2.64	0.78
ROGERS	44.83	5.01	0.31	2.55	0.74
LATIMER	44.64	3.63	0.19	3.68	0.24
MAYES	43.13	6.68	0.48	2.09	2.17
CHEROKEE	37.98	5.50	0.33	1.87	1.29
OKMULGEE	37.66	4.99	0.37	2.03	0.71
BRYAN	36.93	5.76	0.41	1.84	1.12
DELAWARE	35.45	5.41	0.33	1.89	1.11

Table A: Alphabetical by County

**2008 Domestic Travel Impact on Oklahoma****Table B: Ranking of Counties by Expenditure Levels, 2008 (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>
WOODWARD	34.11	4.68	0.36	1.68	0.66
CREEK	32.07	3.77	0.26	1.65	0.59
MARSHALL	31.03	4.18	0.32	1.62	0.69
JACKSON	30.77	3.14	0.21	1.36	0.58
MCINTOSH	29.28	3.31	0.20	1.60	0.85
LE FLORE	29.14	4.31	0.29	1.47	0.51
TEXAS	25.98	2.99	0.21	1.37	0.52
CRAIG	25.04	3.01	0.21	1.44	0.55
OSAGE	24.86	3.50	0.24	1.37	0.76
LOGAN	24.53	3.78	0.25	1.28	0.64
NOBLE	23.57	2.90	0.19	1.52	0.37
WAGONER	22.93	3.43	0.25	1.13	0.74
GARVIN	21.47	2.42	0.17	1.03	0.48
HUGHES	20.52	1.77	0.10	1.51	0.30
MAJOR	20.17	3.12	0.21	1.03	0.37
LINCOLN	20.07	2.38	0.16	1.14	0.44
CADDO	18.40	2.41	0.17	0.95	0.45
MCCURTAIN	17.42	2.32	0.16	0.80	0.91
ATOKA	16.56	2.11	0.16	0.93	0.52
MURRAY	16.29	1.89	0.13	0.79	0.29
CHOCTAW	15.96	2.41	0.16	0.92	0.30
KINGFISHER	14.60	1.59	0.10	0.68	0.25
ADAIR	13.65	1.12	0.05	0.93	0.19
SEMINOLE	11.80	1.51	0.10	0.59	0.33
PAWNEE	11.46	1.35	0.09	0.58	0.24
WOODS	11.23	1.15	0.07	0.63	0.25
HASKELL	10.33	1.50	0.11	0.49	0.32



Table C: Percent Distribution by County, 2008

<b>2008 Domestic Travel Impact on Oklahoma</b>						
<b>Table B: Ranking of Counties by Expenditure Levels, 2008 (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>	
BLAINE	9.99	0.92	0.06	0.62	0.17	
MCCLAIN	9.11	0.93	0.06	0.38	0.21	
WASHITA	8.17	0.88	0.05	0.43	0.22	
BEAVER	8.01	0.96	0.07	0.51	0.17	
OKFUSKEE	7.92	0.99	0.07	0.48	0.25	
TILLMAN	7.86	1.23	0.09	0.41	0.18	
PUSHMATAHA	7.71	1.08	0.08	0.39	0.24	
JOHNSTON	7.23	0.92	0.06	0.44	0.21	
LOVE	6.97	1.09	0.07	0.37	0.26	
HARPER	6.91	1.29	0.10	0.37	0.18	
KIOWA	6.33	0.72	0.05	0.36	0.15	
ROGER MILLS	5.84	0.83	0.06	0.32	0.22	
GREER	5.81	0.61	0.04	0.39	0.10	
JEFFERSON	5.51	0.73	0.06	0.27	0.19	
DEWEY	5.47	0.62	0.04	0.30	0.12	
NOWATA	5.24	0.61	0.04	0.30	0.16	
ELLIS	4.91	0.71	0.05	0.24	0.09	
GRANT	4.47	0.51	0.04	0.27	0.08	
CIMARRON	4.44	0.63	0.05	0.23	0.13	
COTTON	3.35	0.46	0.04	0.16	0.08	
ALFALFA	3.03	0.38	0.02	0.15	0.11	
COAL	2.84	0.43	0.02	0.18	0.13	
HARMON	0.98	0.08	0.01	0.05	0.01	
<b>STATE TOTAL</b>	<b>\$6,135.75</b>	<b>\$1,757.86</b>	<b>76.24</b>	<b>\$327.34</b>	<b>\$151.44</b>	

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Table C: Percent Distribution by County, 2008

<b>2008 Domestic Travel Impact on Oklahoma</b>						
<b>Table C: Percent Distribution by County, 2008</b>						
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>	
ADAIR	0.22%	0.06%	0.07%	0.28%	0.12%	
ALFALFA	0.05%	0.02%	0.03%	0.05%	0.07%	
ATOKA	0.27%	0.12%	0.21%	0.28%	0.34%	
BEAVER	0.13%	0.05%	0.09%	0.16%	0.11%	
BECKHAM	2.08%	0.88%	1.45%	2.66%	1.00%	
BLAINE	0.16%	0.05%	0.08%	0.19%	0.11%	
BRYAN	0.60%	0.33%	0.53%	0.56%	0.74%	
CADDO	0.30%	0.14%	0.22%	0.29%	0.30%	
CANADIAN	1.36%	0.58%	0.89%	1.23%	1.78%	
CARTER	1.77%	1.01%	1.03%	1.69%	1.00%	
CHEROKEE	0.62%	0.31%	0.43%	0.57%	0.85%	
CHOCTAW	0.26%	0.14%	0.21%	0.28%	0.20%	
CIMARRON	0.07%	0.04%	0.06%	0.07%	0.08%	
CLEVELAND	3.41%	1.54%	2.50%	2.89%	3.28%	
COAL	0.05%	0.02%	0.03%	0.05%	0.08%	
COMANCHE	2.39%	1.59%	2.24%	2.16%	1.90%	
COTTON	0.05%	0.03%	0.05%	0.05%	0.05%	
CRAIG	0.41%	0.17%	0.27%	0.44%	0.37%	
CREEK	0.52%	0.21%	0.34%	0.50%	0.39%	
CUSTER	0.90%	0.41%	0.71%	0.89%	0.61%	
DELAWARE	0.58%	0.31%	0.43%	0.58%	0.73%	
DEWEY	0.09%	0.04%	0.05%	0.09%	0.08%	
ELLIS	0.08%	0.04%	0.06%	0.07%	0.06%	
GARFIELD	1.31%	0.53%	0.86%	1.18%	1.30%	
GARVIN	0.35%	0.14%	0.22%	0.32%	0.31%	
GRADY	0.75%	0.27%	0.41%	0.81%	0.52%	
GRANT	0.07%	0.03%	0.05%	0.08%	0.05%	

Table C: Percent Distribution by County, 2008

<b>2008 Domestic Travel Impact on Oklahoma</b>						
<b>Table C: Percent Distribution by County, 2008 (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	0.17%	0.09%	0.14%	0.15%	0.21%	
HUGHES	0.33%	0.10%	0.13%	0.46%	0.20%	
JACKSON	0.50%	0.18%	0.27%	0.42%	0.38%	
JEFFERSON	0.09%	0.04%	0.08%	0.08%	0.12%	
JOHNSTON	0.12%	0.05%	0.07%	0.13%	0.14%	
KAY	1.05%	0.58%	0.93%	1.01%	0.95%	
KINGFISHER	0.24%	0.09%	0.13%	0.21%	0.17%	
KIOWA	0.10%	0.04%	0.07%	0.11%	0.10%	
LATIMER	0.73%	0.21%	0.25%	1.12%	0.16%	
LE FLORE	0.47%	0.25%	0.37%	0.45%	0.33%	
LINCOLN	0.33%	0.14%	0.22%	0.35%	0.29%	
LOGAN	0.40%	0.22%	0.33%	0.39%	0.42%	
LOVE	0.11%	0.06%	0.10%	0.11%	0.17%	
MCCLAIN	0.15%	0.05%	0.08%	0.11%	0.14%	
MCCURTAIN	0.28%	0.13%	0.21%	0.24%	0.60%	
MCINTOSH	0.48%	0.19%	0.26%	0.49%	0.56%	
MAJOR	0.33%	0.18%	0.27%	0.32%	0.24%	
MARSHALL	0.51%	0.24%	0.42%	0.50%	0.46%	
MAYES	0.70%	0.38%	0.63%	0.64%	1.43%	
MURRAY	0.27%	0.11%	0.18%	0.24%	0.19%	
MUSKOGEE	1.34%	0.53%	0.84%	1.37%	1.23%	
NOBLE	0.38%	0.16%	0.25%	0.46%	0.25%	
NOWATA	0.09%	0.03%	0.05%	0.09%	0.11%	
OKFUSKEE	0.13%	0.06%	0.09%	0.15%	0.16%	

Table C: Percent Distribution by County, 2008

<b>2008 Domestic Travel Impact on Oklahoma</b>					
<b>Table C: Percent Distribution by County, 2008 (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	34.30%	44.70%	39.81%	34.86%	37.60%
OKMULGEE	0.61%	0.28%	0.49%	0.62%	0.47%
OSAGE	0.41%	0.20%	0.31%	0.42%	0.50%
OTTAWA	0.82%	0.47%	0.74%	0.77%	0.74%
PAWNEE	0.19%	0.08%	0.12%	0.18%	0.16%
PAYNE	1.37%	0.62%	1.00%	1.40%	0.92%
PITTSBURG	1.21%	0.61%	1.07%	1.11%	1.52%
PONTOTOC	0.85%	0.37%	0.58%	0.87%	0.62%
POTTAWATOMIE	1.21%	0.51%	0.79%	1.27%	0.81%
PUSHMATAHA	0.13%	0.06%	0.10%	0.12%	0.16%
ROGER MILLS	0.10%	0.05%	0.08%	0.10%	0.15%
ROGERS	0.73%	0.29%	0.41%	0.78%	0.49%
SEMINOLE	0.19%	0.09%	0.13%	0.18%	0.22%
SEQUOYAH	0.77%	0.44%	0.71%	0.75%	0.77%
STEPHENS	0.78%	0.32%	0.51%	0.70%	0.61%
TEXAS	0.42%	0.17%	0.28%	0.42%	0.34%
TILLMAN	0.13%	0.07%	0.12%	0.13%	0.12%
TULSA	24.30%	35.94%	30.05%	24.25%	25.40%
WAGONER	0.37%	0.20%	0.33%	0.35%	0.49%
WASHINGTON	1.85%	0.92%	1.65%	1.59%	1.50%
WASHITA	0.13%	0.05%	0.07%	0.13%	0.14%
WOODS	0.18%	0.07%	0.10%	0.19%	0.17%
WOODWARD	0.56%	0.27%	0.47%	0.51%	0.43%
<b>STATE TOTAL</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 US Travel Association (formerly known as the Travel Industry Association) 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 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 accommodations and day trips or overnight trips to places 50 miles or more, one way, from the traveler's origin.

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 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.

A *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**

### *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. Sixteen (16) 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 16 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 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 the US 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) In-Flight Survey 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 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is

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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.

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, US Travel Association's travel surveys and other sources are used in building and updating the model. 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.

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### **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

### 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.

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, 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 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, US Travel Association 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, US Travel Association 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, US Travel Association'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>Entertainment and Recreation</b>			
<i>Amusement and Recreational Services</i>	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>Rail - Local &amp; Suburban Transit</i>	4111	<i>Rail Transportation</i>	485112
<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</i>	483112; 483114; 483212
--	--	<i>Scenic &amp; Sightseeing Transportation</i>	487
		<i>(New industry-includes parts of SICs 4119,4489,4522,4789,7999)</i>	
<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</i> <i>(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  
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  
Peterson, Howell & Heather, Inc.  
Runzheimer International Ltd.  
Smith Travel Research  
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce  
U.S. Travel Association