

Travel Economic Impact Calculator for the City Level

Powered by the  U.S. Travel Association
Destinations Council

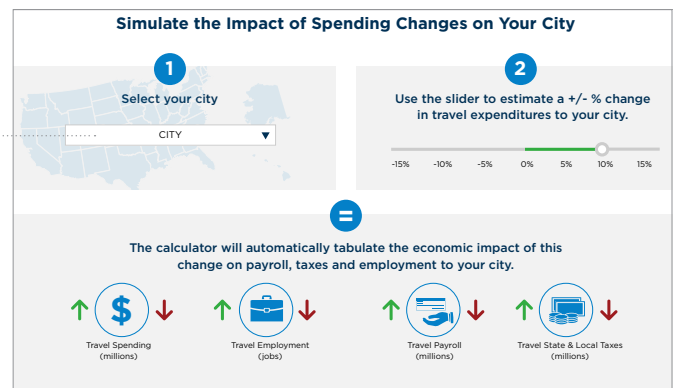
Travel and tourism play an indispensable role in communities' economic health. Let's face it: Tourism marketing brings value to rural communities and small businesses, improves residents' quality of life and so much more. That's why it is critical that we educate policymakers and the public on the importance of sustained promotion efforts.

When tourism promotion is at its best, local economies thrive, reaping benefits in the form of more jobs, higher tax revenue and stronger overall spending. When the tourism dollars stop flowing in, though, the financial toll for America's communities can be devastating.

Whether you are in a position to defend against a potential budget cut or want to justify the economic opportunities provided by increased promotion, U.S. Travel's new city level calculator for cities allows you to simulate the impact of traveler spending in real time.

HERE'S HOW IT WORKS:

- 1. Log in to the calculator** at bit.ly/citycalculator.
Note: Available to U.S. Travel members only. Questions about your login? Contact DestinationsCouncil@ustravel.org.
- 2. Select your destination** from the dropdown menu.
There are currently 24 cities included in the calculator. Want to add your city? **See below.**
- 3. Adjust the slider** by increasing or decreasing the percent change in traveler spending.
- The resulting data displays the proportional change in travel spending, travel employment and travel-generated state and local tax revenue, along with the number of public sector jobs that could be impacted (or even created).
- Use the data to help **tell your story to policymakers, residents, the general public and other stakeholders.**



The percent changes displayed are based on relationships between all variables in a destination's current annual estimate. After a user selects a specific percent change in spending, the calculator provides proportional changes in employment, payroll income and tax revenue. No dynamic conditions (such as changes in travel spending patterns, inflation, labor productivity or other economic factors) are factored into the calculations.

ADD YOUR CITY TO THE CALCULATOR. HERE'S HOW:

- Inclusion is complimentary for Chairman's Circle members.**
Regular members may be added to the calculator for **\$250 annually.**
- Interested cities must provide the following key data points for their local jurisdictions:


DIRECT TRAVEL SPENDING
(annual, most current year)


DIRECT TRAVEL EMPLOYMENT
(number of jobs, annual, most current)


STATE AND LOCAL TAXES GENERATED BY DIRECT TRAVEL SPENDING
(annual, most current)

Note: Please ensure that both spending and employment are **direct**, as opposed to total travel (direct + indirect + induced). For employment, avoid providing overall leisure and hospitality industry employment data, which is supported by both visitors and residents and excludes critical categories like retail trade and transportation.

“We’ve seen it time and again: when jurisdictions stop investing money in tourism promotion, traveler volume slows, and the economic loss can be very painful,” said U.S. Travel President and CEO Roger Dow.

Travel Economic Impact Calculator for the City Level (Cont.)

WHAT HAPPENS IF YOU DO NOT HAVE THE DATA REQUESTED?

If you only have direct travel spending but not direct travel employment and/or state and local taxes generated by direct travel spending, U.S. Travel can estimate these for you. We'll share our estimates with you before including them in the city level calculator.

New cities will be added to the calculator quarterly. Existing cities will be asked to update data annually.

HELPFUL LINKS:

- ✔ Need a tutorial? [Watch the video](#)
- ✔ Check out the city calculator counterpart, which demonstrates the impact of spending at the state level. <https://www.ustravel.org/research/travel-economic-impact-calculator-teic>

QUESTIONS? Contact DestinationsCouncil@ustravel.org