

NATIONAL & STATE TRAVEL STATISTICS

1.1 Market Summary

According to the U.S. Travel Association (USTA, www.ustravel.org), spending by domestic and international travelers has been, and is forecast, as follows:

	Domestic	International	Total
• 2006:	\$610.1 billion	\$ 85.7 billion	\$ 695.8 billion
• 2007:	\$641.0 billion	\$ 96.7 billion	\$ 737.8 billion
• 2008:	\$662.1 billion	\$110.4 billion	\$ 772.5 billion
• 2009:	\$605.6 billion	\$ 94.2 billion	\$ 699.8 billion
• 2010:	\$643.9 billion	\$103.5 billion	\$ 747.4 billion
• 2011:	\$694.0 billion	\$118.6 billion	\$ 812.7 billion
• 2012:	\$728.0 billion	\$126.7 billion	\$ 854.7 billion
• 2013:	\$751.2 billion	\$135.0 billion	\$ 886.2 billion
• 2014:	\$792.4 billion	\$135.7 billion	\$ 928.1 billion
• 2015:	\$814.1 billion	\$133.0 billion	\$ 947.1 billion
• 2016:	\$836.7 billion	\$136.3 billion	\$ 973.0 billion
• 2017:	\$860.5 billion	\$142.6 billion	\$1.003 trillion
• 2018:	\$893.4 billion	\$152.1 billion	\$1.045 trillion
• 2019:	\$930.2 billion	\$161.6 billion	\$1.092 trillion
• 2020:	\$969.7 billion	\$172.2 billion	\$1.141 trillion

Domestic travel spending is distributed as follows (source: USTA):

- Leisure: 67%
- Business: 33%

Domestic travel volume in the United States has been, and is forecast, as follows (source: USTA):

	Person-trips	Leisure	Business
• 2006:	2.00 billion	74%	26%
• 2007:	2.00 billion	76%	24%
• 2008:	1.96 billion	76%	24%
• 2009:	1.90 billion	77%	23%
• 2010:	1.96 billion	77%	23%
• 2011:	2.00 billion	77%	23%
• 2012:	2.03 billion	77%	23%
• 2013:	2.06 billion	77%	23%

• 2014:	2.11 billion	77%	23%
• 2015:	2.18 billion	78%	22%
• 2016:	2.22 billion	78%	22%
• 2017:	2.25 billion	79%	21%
• 2018:	2.29 billion	79%	21%
• 2019:	2.32 billion	79%	21%
• 2020:	2.36 billion	80%	20%

The approximate distribution of domestic travel expenditures is as follows (sources: U.S. Department of Commerce, USTA):

• Foodservices:	25%	• Lodging:	18%
• Auto transportation:	19%	• Entertainment/recreation:	12%
• Public transportation:	19%	• General retail:	8%

1.2 State-by-State Travel Spending

According to the USTA (August 2016), annual state-by-state spending by travelers is as follows:

• Alabama:	\$ 8.9 billion	• Montana:	\$ 4.3 billion
• Alaska:	\$ 2.5 billion	• Nebraska:	\$ 4.8 billion
• Arizona:	\$ 17.6 billion	• Nevada:	\$ 33.5 billion
• Arkansas:	\$ 6.6 billion	• New Hampshire:	\$ 3.8 billion
• California:	\$124.2 billion	• New Jersey:	\$ 20.4 billion
• Colorado:	\$ 18.0 billion	• New Mexico:	\$ 6.9 billion
• Connecticut:	\$ 10.6 billion	• New York:	\$ 65.3 billion
• Delaware:	\$ 1.9 billion	• North Carolina:	\$ 22.1 billion
• District of Columbia:	\$ 10.1 billion	• North Dakota:	\$ 3.4 billion
• Florida:	\$ 85.3 billion	• Ohio:	\$ 18.5 billion
• Georgia:	\$ 26.7 billion	• Oklahoma:	\$ 7.8 billion
• Hawaii:	\$ 20.8 billion	• Oregon:	\$ 10.4 billion
• Idaho:	\$ 4.4 billion	• Pennsylvania:	\$ 24.4 billion
• Illinois:	\$ 36.3 billion	• Rhode Island:	\$ 1.9 billion
• Indiana:	\$ 10.5 billion	• South Carolina:	\$ 12.9 billion
• Iowa:	\$ 8.3 billion	• South Dakota:	\$ 2.8 billion
• Kansas:	\$ 7.4 billion	• Tennessee:	\$ 17.8 billion
• Kentucky:	\$ 8.7 billion	• Texas:	\$ 66.0 billion
• Louisiana:	\$ 11.1 billion	• Utah:	\$ 8.0 billion
• Maine:	\$ 3.6 billion	• Vermont:	\$ 2.3 billion
• Maryland:	\$ 15.9 billion	• Virginia:	\$ 22.9 billion
• Massachusetts:	\$ 19.5 billion	• Washington:	\$ 15.7 billion
• Michigan:	\$ 18.1 billion	• West Virginia:	\$ 3.0 billion
• Minnesota:	\$ 13.2 billion	• Wisconsin:	\$ 10.6 billion
• Mississippi:	\$ 6.1 billion	• Wyoming:	\$ 3.2 billion
• Missouri:	\$ 13.5 billion		

1.3 Market Resources

U.S. Travel Association, 1100 New York Avenue NW, Suite 450, Washington, DC 20005. (202) 408-8422. (www.ustravel.org)

CITY-BY-CITY TOURISM & SPENDING

2.1 Overview

Richard K. Miller & Associates (RKMA, www.rkma.com) regularly surveys more than 300 major cities, metropolitan areas, and popular destinations for tourism statistics and economic impact. The most recent survey was conducted in Summer 2016.

It should be noted that cities use various methods to estimate visitor counts and expenditures, and all data is not directly comparable. It should also be noted that all cities do not perform visitor or economic analyses every year. In most instances tourism market statistics are provided by the visitors and convention bureaus.

2.2 Travel and Tourism Statistics

The most recent market statistics for cities, metropolitan areas, and destinations of the United States are as follows:

2.2.1 Alabama

Birmingham (www.birminghamal.org)

- Estimated number of visitors: 4.2 million
- Expenditures by visitors: \$1.5 billion
- Distribution: business travelers, 46%; leisure travelers, 34%; conventions, 20%

Fort Payne/DeKalb County (www.discoverlookoutmountain.com)

- Estimated number of visitors: 500,000
- Expenditures by visitors: \$52 million
- Percentage of expenditures from business or convention travelers: 7%

Huntsville [Madison County] (www.huntsville.org)

- Estimated number of visitors: 2.4 million
- Expenditures by visitors: \$688 million
- Estimated annual convention-related expenditures: \$143 million
- Percentage of expenditures from business or convention travelers: 65%

Mobile (www.mobile.org)

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$392 million

Tuscaloosa (www.visittuscaloosa.com)

- Estimated number of visitors: 5.8 million
- Expenditures by visitors: \$2.5 billion

2.2.2 Alaska

Anchorage (www.anchorage.net)

- Estimated number of visitors: 961,000
- Expenditures by visitors: \$426.7 million

Fairbanks (www.explorefairbanks.com)

- Estimated number of visitors: 425,000
- Expenditures by visitors: \$60 million

Juneau (www.traveljuneau.com)

- Estimated number of visitors: 1.2 million (day only); 122,100 (overnight)
- Expenditures by visitors: \$42 million

Ketchikan (<http://visit-ketchikan.com>)

- Estimated number of cruise visitors: 890,000
- Estimated number of air visitors: 105,000
- Expenditures by visitors: \$163 million

2.2.3 Arizona

Lake Havasu City (www.golakehasu.com)

- Estimated number of visitors: 550,000 (overnight); 200,000 (day)
- Expenditures by visitors: \$171 million
- Percentage of expenditures from business or convention travelers: 5%

Mesa (www.visitmesa.com)

- Estimated number of visitors: 1.5 million
- Expenditures by visitors: \$300+ million
- Percentage of expenditures from business or convention travelers: 28%

Phoenix (www.visitphoenix.com)

- Estimated number of visitors: 13.1 million (overnight); 22.8 million (total)
- Expenditures by visitors: \$6.3 billion
- Percentage of expenditures from business or convention travelers: 25%

Scottsdale (www.scottsdalecvb.com)

- Estimated number of visitors: 8.9 million
- Expenditures by visitors: \$1.4 billion

Sedona (www.visitsedona.com)

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$373 million
- Percentage of expenditures from business or convention travelers: 15%

Tucson (www.visittucson.org)

- Estimated number of visitors: 8.7 million
- Expenditures by visitors: \$2.2 billion
- Percentage of expenditures from business or convention travelers: 35%

Yuma (www.visityuma.com)

- Estimated number of visitors: 200,000
- Expenditures by visitors: \$250 million
- Percentage of expenditures from business or convention travelers: 15%

2.2.4 Arkansas

Fort Smith (www.fortsmith.org)

- Estimated number of visitors: 125,000
- Expenditures by visitors: \$106 million

Little Rock Area/Pulaski County (www.littlerock.com)

- Estimated number of visitors (overnight): 6.18 million
- Expenditures by visitors: \$1.82 billion

Pine Bluff (www.pinebluff.com)

- Estimated number of visitors: 475,000
- Expenditures by visitors: \$14 million

2.2.5 California

Anaheim and Orange County (www.visitanaheim.org)

- Estimated number of visitors (overnight): 21.1 million
- Expenditures by visitors: \$11.3 billion
- Percentage of expenditures from business or convention travelers: 21%

Bakersfield and Kern County (www.visitkern.com)

- Expenditures by visitors: \$274 million

Buena Park (www.buenapark.com)

- Estimated number of visitors: 3.5 million
- Expenditures by visitors: \$230 million
- Percentage of expenditures from business or convention travelers: 10%

Carlsbad (www.visitcarlsbad.com)

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$200 million

Eureka and the Redwood Coast (www.redwoods.info)

- Estimated number of visitors: 1.7 million
- Expenditures by visitors: \$267 million
- Percentage of expenditures from business or convention travelers: 20%

Fresno (www.gofresnocounty.com)

- Expenditures by visitors: \$1.0 billion

Huntington Beach (www.surfcityusa.com)

- Estimated number of visitors: 11 million

Irvine (www.destinationirvine.com)

- Estimated number of visitors (overnight): 1.6 million
- Expenditures by visitors: \$589 million
- Percentage of expenditures from business or convention travelers: 70%

Lake Tahoe (www.visitinglaketahoe.com)

- Estimated number of visitors: 1.7 million
- Expenditures by visitors: \$1.2 billion

Long Beach (www.visitlongbeach.com)

- Estimated number of visitors: 5.5 million
- Expenditures by visitors: \$712 million

Los Angeles (www.discoverlosangeles.com)

- Estimated number of visitors: 25.4 million (overnight); 42.2 million (total)
- Expenditures by visitors: \$12.9 billion
- Percentage of expenditures from business or convention travelers: 29%

Marin County [Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, Point Reyes, San Anselmo, and San Rafael] (www.visitmarin.org)

- Estimated number of visitors (overnight): 1.5 million
- Expenditures by visitors: \$800 million
- Percentage of expenditures from business or convention travelers: 25%

Mammoth Lakes (www.visitmammoth.com)

- Estimated number of visitors: 1.5 million
- Expenditures by visitors: \$350 million

Monterey County (www.seemonterey.com)

- Estimated number of visitors (overnight): 11.8 million
- Expenditures by visitors: \$2.7 billion
- Percentage of expenditures from business or convention travelers: 36%

Napa Valley (www.visitnapavalley.com)

- Estimated number of visitors: 5.1 million
- Expenditures by visitors: \$600 million

Palm Springs/Riverside County (www.palmspringsoasis.com)

- Estimated number of visitors: 5.7 million
- Expenditures by visitors: \$5.0 billion

Paso Robles (www.visitpasoroblesca.com)

- Estimated number of visitors: 5.0 million (drive thru/overnight)
- Expenditures by visitors: \$62 million
- Percentage of expenditures from business or convention travelers: 5%

Sacramento (www.discovergold.org)

- Estimated number of visitors: 6.1 million
- Expenditures by visitors: \$1.3 billion

San Diego (www.sandiego.org)

- Estimated number of visitors: 17.2 million (overnight); 34.2 million (total)
- Expenditures by visitors: \$9.9 billion
- Percentage of expenditures from business or convention travelers: 37%

San Francisco (www.sanfrancisco.travel)

- Estimated number of visitors: 16.9 million
- Expenditures by visitors: \$8.3 billion
- Percentage of expenditures from business or convention travelers: 25%

San Jose (www.sanjose.org)

- Estimated number of visitors: 6.4 million
- Expenditures by visitors: \$1.1 billion
- Percentage of expenditures from business or convention travelers: 17%

San Mateo County (www.visitsanmateocounty.com)

- Estimated number of visitors: 5.6 million
- Expenditures by visitors: \$2.5 billion

Santa Barbara (www.santabarbaraca.com)

- Estimated number of visitors: 10.5 million
- Expenditures by visitors: \$1.3 billion

Santa Cruz (www.santacruz.org)

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$611 overnight visit per party/\$123 day trip visit per party

Santa Monica (www.santamonica.com)

- Estimated number of visitors: 962,380 (overnight)
- Expenditures by visitors: \$1.6 billion

Sonora and Tuolumne County (www.tcvb.com)

- Estimated number of visitors: 3.4 million
- Expenditures by visitors: \$200 million
- Percentage of expenditures from business or convention travelers: 2%

South Lake Tahoe (www.tahoemouth.com)

- Estimated number of visitors: 2.1 million
- Expenditures by visitors: \$800 million

West Hollywood (www.visitwesthollywood.com)

- Estimated number of visitors: 1.2 million
- Expenditures by visitors: \$625 million
- Percentage of expenditures from business or convention travelers: 59%

2.2.6 Colorado

Aurora (www.colorado.com/cities-and-towns/aurora)

- Estimated number of visitors: 1.3 million
- Expenditures by visitors: \$1.3 billion
- Percentage of expenditures from business or convention travelers: 68% to 75%

Colorado Springs and Pikes Peak Region (www.coloradosprings-travel.com)

- Estimated number of visitors: 6.3 million
- Expenditures by visitors: \$1.0 billion
- Percentage of expenditures from business or convention travelers: 30%

Denver (www.denver.org)

- Estimated number of visitors: 11.7 million (overnight); 14.5 million (total)
- Expenditures by visitors: \$6.1 billion
- Percentage of expenditures from business or convention travelers: 32%

2.2.7 Connecticut

Hartford (www.hartford.com)

- Estimated number of visitors: 150,000
- Expenditures by visitors: \$29 million

2.2.8 Delaware

Kent County & Greater Dover (www.visitdover.com)

- Estimated number of visitors: 1.0 million (overnight)
- Expenditures by visitors: \$535.3 million
- Percentage of expenditures from business or convention travelers: 5%

Rehoboth Beach and Dewey Beach (www.beach-fun.com)

- Estimated number of visitors: 3.0+ million (overnight); 3.0+ million (day only)
- Expenditures by visitors: \$180 million
- Percentage of expenditures from business or convention travelers: 15%

Sussex County (www.visitsoutherndelaware.com)

- Estimated number of visitors: 6.0 million (overnight)
- Expenditures by visitors: \$1.2 billion
- Percentage of expenditures from business or convention travelers: 20%

Wilmington (www.visitwilmingtonde.com)

- Estimated number of visitors: 4.4 million
- Expenditures by visitors: \$706 million

2.2.9 District of Columbia

Washington (www.destinationdc.com)

- Estimated number of visitors (overnight): 19.3 million
- Expenditures by visitors: \$7.1 billion
- Percentage of expenditures from business or convention travelers: 62%

2.2.10 Florida

Bradenton, Anna Maria Island, Longboat Key (Manatee County) (www.bacvb.com) •

Estimated number of visitors: 662,000

- Expenditures by visitors: \$697 million

Cape Canaveral (www.visitflorida.com/capecanaveral)

- Estimated number of visitors: 2.3 million
- Expenditures by visitors: \$598 million
- Percentage of expenditures from business or convention travelers: 26%

Charlotte Harbor and the Gulf Islands (www.charlotteharbortravel.com)

- Estimated number of visitors: 315,000
- Expenditures by visitors: \$186 million
- Percentage of expenditures from business or convention travelers: 1%

Daytona Beach (www.daytonabeach.com)

- Estimated number of visitors: 8.0 million
- Expenditures by visitors: \$4.2 billion
- Percentage of expenditures from business or convention travelers: 8%

Fort Lauderdale [Broward County] (www.sunny.org)

- Estimated number of visitors: 10.4 million (overnight); 1.9 million (day only)
- Expenditures by visitors: \$8.8 billion
- Percentage of expenditures from business or convention travelers: 2%

Fort Myers and Sanibel [Lee County] (www.fortmyers-sanibel.com)

- Estimated number of visitors: 4.9 million
- Expenditures by visitors: \$3.0 billion
- Percentage of expenditures from business or convention travelers: 5%

Gainesville and Alachua County (www.visitgainesville.com)

- Estimated number of visitors: 1.5 million hotel/motel visitors
- Expenditures by visitors: \$93/day person
- Percentage of expenditures from business or convention travelers: 22%

Groveland and Lake County (www.lakecountyfl.com)

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$234 million
- Percentage of expenditures from business or convention travelers: 15%

Jacksonville and the Beaches/Duval County (www.visitjacksonville.com)

- Estimated number of visitors (overnight) 5.9 million
- Expenditures by visitors: \$1.7 billion
- Percentage of expenditures from business or convention travelers: 40%

Key West (www.fla-keys.com)

- Estimated number of visitors: 3.1 million
- Expenditures by visitors: \$1.4 billion

Kissimmee [Osceola County] (www.visitkissimmee.com)

- Estimated number of visitors: 5.9 million
- Expenditures by visitors: \$2.0 billion
- Percentage of expenditures from business or convention travelers: 17%

Lecanto and Citrus County (www.visitcitrus.com)

- Estimated number of visitors: 500,000
- Expenditures by visitors: \$52 million
- Percentage of expenditures from business or convention travelers: 20%

Miami and Miami Beach (www.miamiandbeaches.com)

- Estimated number of visitors: 14.2 million (overnight); 19.7 million (total)
- Expenditures by visitors: \$11.6 billion

Naples and Marco Island [Collier County] (www.paradisecoast.com)

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$1.3 billion
- Percentage of expenditures from business or convention travelers: 28%

Orlando and Orange County (www.visitorlando.com)

- Estimated number of visitors: 59.0 million
- Percentage of expenditures from business or convention travelers: 20%

Palm Beach County (www.palmbeachfl.com)

- Estimated number of visitors: 4.3 million
- Expenditures by visitors: \$1.7 billion
- Percentage of expenditures from business or convention travelers: 56%

Panama City Beach (www.visitpanamacitybeach.com)

- Estimated number of visitors: 6.0 million
- Expenditures by visitors: \$1.5 billion

Pensacola (www.visitpensacola.com)

- Estimated number of visitors: 3.5 million (overnight)
- Expenditures by visitors: \$533 million
- Percentage of expenditures from business or convention travelers: 25%

Santa Rosa Beach and South Walton County (www.visitsouthwalton.com)

- Estimated number of visitors: 1.3 million
- Expenditures by visitors: \$345 million

Sarasota (www.visitsarasota.org)

- Estimated number of visitors: 1.2 million
- Expenditures by visitors: \$671 million

St. Augustine and Pointe Vedra (www.floridashistoriccoast.com)

- Estimated number of visitors: 3.8 million
- Expenditures by visitors: \$672 million
- Percentage of expenditures from business or convention travelers: 11%

St. Petersburg and Clearwater (www.visitstpeteclearwater.com)

- Estimated number of visitors: 4.9 million (overnight); 12.2 million (total)
- Expenditures by visitors: \$2.7 billion
- Percentage of expenditures from business or convention travelers: 17.4%

Tallahassee (www.visittallahassee.com)

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$428 million

Tampa Bay/Hillsborough County (www.visittampabay.com)

- Estimated number of visitors: 20.8 million
- Expenditures by visitors: \$3.5 billion
- Percentage of expenditures from business or convention travelers: 26%

Tarpon Springs (www.ctsfl.us)

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$75 million

Walton County (www.visitsouthwalton.com)

- Estimated number of visitors: 2.3 million
- Expenditures by visitors: \$685 million

2.2.11 Georgia

Athens (www.visitathensga.com)

- Estimated number of visitors: 500,000
- Expenditures by visitors: \$273 million
- Percentage of expenditures from business or convention travelers: 50%

Atlanta (www.atlanta.net)

- Estimated number of visitors: 42.3 million
- Expenditures by visitors: \$11.4 billion
- Percentage of expenditures from business or convention travelers: 45%

Augusta (www.augustaga.org)

- Estimated number of visitors: 1.4 million

Brunswick (www.goldenisles.com)

- Estimated number of visitors: 1.7 million
- Expenditures by visitors: \$893 million

Columbus (www.visitcolumbusga.com)

- Estimated number of visitors: 100,000 (overnight)
- Expenditures by visitors: \$371 million

Decatur and DeKalb County (www.visitatlantasdekalbcounty.com)

- Estimated number of visitors: 3.3 million
- Expenditures by visitors: \$1.4 billion

Duluth (www.duluthga.net)

- Estimated number of visitors: 3.5 million
- Expenditures by visitors: \$200 million

Gainesville (www.gainesville.org/tourism)

- Estimated number of visitors: 750,000
- Expenditures by visitors: \$256 million

Gwinnett County (www.gcvb.org)

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$1.2 billion
- Percentage of expenditures from business or convention travelers: 65%

Helen (www.helenga.org)

- Estimated number of visitors: 1.5 million
- Expenditures by visitors: \$123 million

Jekyll Island (www.jekyllisland.com)

- Estimated number of visitors: 1.8 million
- Expenditures by visitors: \$167 million
- Percentage of expenditures from business or convention travelers: 40%

Macon (www.maconga.org)

- Estimated number of visitors: 1.2 million
- Expenditures by visitors: \$364 million

Savannah (www.visitsavannah.com)

- Estimated number of visitors: 6.8 million (overnight)
- Expenditures by visitors: \$1.5 billion
- Percentage of expenditures from business or convention travelers: 21%

2.2.12 Hawaii

Hilo and Big Island (www.gohawaii.com/big-island)

- Estimated number of visitors: 920,000

Honolulu (www.gohawaii.com/oahu/regions-neighborhoods/honolulu)

- Estimated number of visitors: 7.3 million
- Expenditures by visitors: \$12.3 billion
- Percentage of expenditures from business or convention travelers: 5%

Wailuku and Maui (www.visitmaui.com)

- Estimated number of visitors: 2.5 million
- Expenditures by visitors: \$2.6 billion
- Percentage of expenditures from business or convention travelers: 10%

2.2.13 Idaho

Coeur d'Alene (www.coeurdalene.org)

- Estimated number of visitors: approx. 20 million
- Expenditures by visitors: \$250 million
- Percentage of expenditures from business or convention travelers: 20%

2.2.14 Illinois

Aurora (www.enjoyaurora.com)

- Estimated number of visitors: 910,000 (excludes riverboat visitation)
- Expenditures by visitors: \$133 million

Champaign (www.visitchampaigncounty.org)

- Expenditures by visitors: \$163.3 million

Chicago (www.choosechicago.com)

- Estimated number of visitors: 28.5 million (overnight); 50.0 million (total)
- Expenditures by visitors: \$14.8 billion
- Percentage of expenditures from business or convention travelers: 44%

Oak Brook [DuPage County] (www.discoverdupage.com)

- Estimated number of visitors: 9 million to 10 million
- Expenditures by visitors: \$2.0 billion
- Percentage of expenditures from business travelers: 70%

Oak Park (www.visitoakpark.com)

- Estimated number of visitors: 170,000
- Expenditures by visitors: \$278 per person per trip

Peoria (www.peoria.org)

- Estimated number of visitors: 1.6 million
- Expenditures by visitors: \$305 million

Quad Cities [Mercer and Rock Counties, Illinois, and Scott County, Iowa]
(www.visitquadcities.com)

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$116 million
- Percentage of expenditures from business or convention travelers: 3%

Rockford (www.gorockford.com)

- Estimated number of visitors: 28.0 million
- Expenditures by visitors: \$386 million

Southern Illinois [9 counties] (www.thetourismbureau.org)

- Estimated number of visitors: 7.1 million
- Expenditures by visitors: \$821 million
- Percentage of expenditures from business or convention travelers: 35%

Springfield (www.visit-springfieldillinois.com)

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$218 million

2.2.15 Indiana

Bloomington (www.visitbloomington.com)

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$256 million
- Percentage of expenditures from business or convention travelers: 20%

Brown County (www.browncounty.com)

- Estimated number of visitors: 3.5 million
- Expenditures by visitors: \$78 million

Evansville (www.evansvillecvb.org)

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$248 million

Fort Wayne (www.visitfortwayne.com)

- Estimated number of visitors: 2.6 million (overnight); 5.8 million (total)
- Expenditures by visitors: \$560 million
- Percentage of expenditures from business or convention travelers: 20%

Hamilton County/Noblesville (www.visithamiltoncounty.com)

- Estimated number of visitors: 1.6 million
- Expenditures by visitors: \$200 million
- Percentage of expenditures from business or convention travelers: 25%

Indianapolis (www.visitindy.com)

- Estimated number of visitors: 21.7 million
- Expenditures by visitors: \$3.2 billion
- Percentage of expenditures from business travelers: 36%

Lafayette (www.homeofpurdue.com)

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$165 million
- Percentage of expenditures from business or convention travelers: 45%

Terre Haute (www.terrehaute.com)

- Estimated number of visitors: 850,000

2.2.16 Iowa

Ames (www.visitames.com)

- Estimated number of visitors: 400,000
- Expenditures by visitors: \$28 million

Quad Cities [Scott County, Iowa; Mercer and Rock Counties, Illinois]
(www.visitquadcities.com)

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$116 million
- Percentage of expenditures from business or convention travelers: 3%

Sioux City (www.sioux-city.org)

- Estimated number of visitors: 147,000
- Expenditures by visitors: \$13 million

2.2.17 Kansas

Dodge City (www.visitdodgecity.org)

- Estimated number of visitors: 100,000
- Expenditures by visitors: \$238/party (3.5 people per party)

Overland Park (www.visitoverlandpark.com)

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$700 million

Wichita (www.gowichita.com)

- Estimated number of visitors: 125.0 million
- Expenditures by visitors: \$172 million

2.2.18 Kentucky

Lexington (www.visitlex.com)

- Estimated number of visitors: 2.6 million
- Expenditures by visitors: \$1.7 billion
- Percentage of expenditures from business or convention travelers: 30%

Louisville (www.gotolouisville.com)

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$1.3 billion
- Estimated annual convention-related expenditures: \$2.5 million

2.2.19 Louisiana

Baton Rouge (www.visitbatonrouge.com)

- Estimated number of visitors: >2 million
- Expenditures by visitors: \$818 million

Lake Charles and Southwest Louisiana (www.visitlakecharles.org)

- Estimated number of visitors: 75,729 (overnight)
- Expenditures by visitors: \$360 million (Calcasieu Parish)
- Percentage of expenditures from business or convention travelers: 21%

New Orleans (www.neworleanscvb.com)

- Estimated number of visitors: 10.1 million
- Expenditures by visitors: \$4.9 billion
- Percentage of expenditures from business or convention travelers: 25%

Shreveport/Bossier (www.shreveport-bossier.org)

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$780 million

2.2.20 Maine

Bar Harbor (www.barharborinfo.com)

- Estimated number of visitors: 3.5 million

Portland (www.visitportland.com)

- Estimated number of visitors: 2.0 million

2.2.21 Maryland

Baltimore (www.baltimore.org)

- Estimated number of visitors: 10 million (overnight); 23.9 million (total)
- Expenditures by visitors: \$3.6 billion (overnight); \$1.2 billion (day)
- Percentage of expenditures from business or convention travelers: 28%

Germantown and Montgomery County (www.visitmontgomerycounty.com)

- Estimated number of visitors: 1.5 million
- Expenditures by visitors: \$799 million

Ocean City (www.ococean.com)

- Estimated number of visitors: 8.0 million
- Expenditures by visitors: \$2.2 billion
- Percentage of expenditures from business or convention travelers: 30%

2.2.22 Massachusetts

Boston (www.bostonusa.com)

- Estimated number of visitors: 19.7 million
- Expenditures by visitors: \$17.0 billion

Peabody (www.northofboston.org)

- Estimated number of visitors: 2.7 million
- Expenditures by visitors: \$291 million
- Percentage of expenditures from business or convention travelers: 4%

Plymouth County (www.seeplymouth.com)

- Estimated number of visitors: 1.0 million

Springfield (www.valleyvisitor.com)

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$500 million

The Berkshires and Western Massachusetts (www.berkshires.org)

- Estimated number of visitors: 2.5 million
- Expenditures by visitors: \$250 million

Worcester and Central Massachusetts (www.worcester.org)

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$21 million

2.2.23 Michigan

Detroit (www.visitdetroit.com)

- Estimated number of visitors: 15.7 million
- Expenditures by visitors: \$4.9 billion
- Percentage of expenditures from business or convention travelers: 22%

Flint (www.flint.travel)

- Estimated number of visitors: 300,000
- Expenditures by visitors: \$16 million

Frankenmuth (www.frankenmuth.org)

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$90 million
- Percentage of expenditures from business or convention travelers: 7%

Holland (www.holland.org)

- Estimated number of visitors: 2.0 million

Mackinac Island (www.mackinacisland.org)

- Estimated number of visitors: 850,000
- Expenditures by visitors: \$300 million
- Percentage of expenditures from business or convention travelers: 20%

Saginaw (www.visitgreatlakesbay.com)

- Estimated number of visitors: 4.0 million
- Expenditures by visitors: \$90 million

2.2.24 Minnesota

Bloomington (www.bloomingtonmn.org)

- Estimated number of visitors: 42.0 million

Brainerd (www.explorebrainerdlakes.com)

- Estimated number of visitors: 200,000

Duluth (www.visitduluth.com)

- Estimated number of visitors: 3.5 million
- Expenditures by visitors: \$135 million

Eagan (www.eaganmn.com)

- Estimated number of visitors: 950,000
- Expenditures by visitors: \$7 million
- Percentage of expenditures from business or convention travelers: 65%

Mankato (www.mankato-mn.gov)

- Estimated number of visitors: 180,000

Minneapolis-Saint Paul (www.minneapolis.org and www.visitsaintpaul.com)

- Estimated number of visitors: 15.8 million (overnight); 29.4 million (total)
- Expenditures by visitors: \$3.8 billion
- Percentage of expenditures from business or convention travelers: 30%

Rochester (www.rochestercvb.org)

- Estimated number of visitors: 2.3 million (overnight); 2.9 million (total)
- Expenditures by visitors: \$431 million
- Percentage of expenditures from business or convention travelers: 18%

Roseville (www.visitroseville.com)

- Estimated number of visitors (overnight): 593,000
- Expenditures by visitors: \$141 million
- Percentage of expenditures from business or convention travelers: 23%

2.2.25 Mississippi

Gulfport and the Mississippi Gulf Coast (www.gulfcoast.org)

- Estimated number of visitors: 21.0 million
- Expenditures by visitors: \$2.8 billion
- Percentage of expenditures from business or convention travelers: 7%

Hattiesburg (www.hattiesburg.org)

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$171 million
- Percentage of expenditures from business or convention travelers: 52%

Jackson (www.visitjackson.com)

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$295 million
- Percentage of expenditures from business or convention travelers: 6%

Natchez (www.visitnatchez.org)

- Estimated number of visitors: 500,000
- Expenditures by visitors: \$100 per visitor per day

Vicksburg (www.visitvicksburg.com)

- Estimated number of visitors: 900,000
- Expenditures by visitors: \$90 million
- Percentage of expenditures from business or convention travelers: 10%

2.2.26 Missouri

Branson (www.bransonchamber.com)

- Estimated number of visitors: 7.3 million
- Expenditures by visitors: \$1.5 billion
- Percentage of expenditures from business or convention travelers: 5.5%

Independence (www.visitindependence.com)

- Estimated number of visitors: 358,000
- Expenditures by visitors: \$185 per trip
- Percentage of expenditures from business or convention travelers: 10%

Kansas City (www.visitkc.com)

- Estimated number of visitors: 8.1 million (overnight); 16.5 million (total)
- Expenditures by visitors: \$3.6 billion
- Percentage of expenditures from business or convention travelers: 28%

Springfield (www.springfieldmo.org)

- Estimated number of visitors: 1.1 million (overnight)
- Expenditures by visitors: \$600 million
- Percentage of expenditures from business or convention travelers: 30%

St. Louis (www.explorestlouis.com)

- Estimated number of visitors: 20.3 million
- Expenditures by visitors: \$3.8 billion

2.2.27 Montana

Big Fork and Glacier County (www.glaciermt.com)

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$66 million
- Percentage of expenditures from business or convention travelers: 15%

2.2.28 Nebraska

Lincoln (www.lincoln.org)

- Expenditures by visitors: \$450 million

Omaha (www.visitomaha.com)

- Estimated number of visitors: 5.2 million (overnight); 6.7 million (day)
- Expenditures by visitors: \$1.13 billion

2.2.29 Nevada

Carson Valley - Douglas County (www.visitcarsonvalley.com)

- Estimated number of visitors: 400,000
- Expenditures by visitors: \$30 million
- Percentage of expenditures from business or convention travelers: 15%

Elko (www.elkocva.com)

- Estimated number of visitors: 200,000
- Expenditures by visitors: \$30 million
- Percentage of expenditures from business or convention travelers: 50%

Henderson (www.visithenderson.com)

- Estimated number of visitors: 384,000
- Expenditures by visitors: \$152 million

Las Vegas (www.lasvegas.com)

- Estimated number of visitors: 42.3 million (overnight)
- Expenditures by visitors: \$30.5 billion (includes gaming revenue)
- Percentage of expenditures from business or convention travelers: 18%

Laughlin (www.visitlaughlin.com)

- Estimated number of visitors: 4.5 million

Reno/Tahoe (www.visitrenotahoe.com)

- Estimated number of visitors: 4.9 million
- Expenditures by visitors: \$858 million (\$527 million gaming; \$331 million non-gaming)
- Percentage of expenditures from business or convention travelers: 18%

Virginia City (www.visitvirginiacitynv.com)

- Estimated number of visitors: 2.0 million
- Percentage of expenditures from business or convention travelers: 20%

2.2.30 New Hampshire

North Woodstock (www.visitwhitemountains.com)

- Estimated number of visitors: 6.2 million
- Percentage of expenditures from business or convention travelers: 5%

2.2.31 New Jersey

Atlantic City (www.atlanticcitynj.com)

- Estimated number of visitors: 27.0 million
- Expenditures by visitors: \$10.0 billion
- Percentage of expenditures from business or convention travelers: 5.5%

Jersey City and Hudson County (www.destinationjerseycity.com)

- Expenditures by visitors: \$1.7 billion

2.2.32 New Mexico

Albuquerque (www.itsatrip.org)

- Estimated number of visitors: 3.6 million (overnight)
- Expenditures by visitors: \$2 billion
- Percentage of expenditures from business or convention travelers: 25%

Carlsbad (www.carlsbadchamber.com)

- Estimated number of visitors: 186,000
- Percentage of expenditures from business or convention travelers: 30%

Santa Fe (www.santafe.org)

- Estimated number of visitors (overnight): 1.2 million
- Expenditures by visitors: \$3.6 billion
- Percentage of expenditures from business or convention travelers: 20%

2.2.33 New York

Binghamton (www.visitbinghamton.net)

- Estimated number of visitors: 60,000
- Expenditures by visitors: \$14 million
- Percentage of expenditures from business or convention travelers: 60%

Buffalo (www.visitbuffaloniagara.com)

- Estimated number of visitors: 6.2 million
- Expenditures by visitors: \$744 million
- Percentage of expenditures from business or convention travelers: 23%

Dutchess County-Hudson Valley (www.dutchesstourism.com)

- Expenditures by visitors: \$508 million

New York (www.nycgo.com)

- Estimated number of visitors: 54.3 million
- Expenditures by visitors: \$55.3 billion
- Percentage of expenditures from business or convention travelers: 30%

Long Island (www.discoverlongisland.com)

- Estimated number of visitors (overnight): 9.1 million
- Expenditures by visitors: \$5.3 billion
- Percentage of expenditures from business or convention travelers: 40%

Niagara (www.niagara-usa.com)

- Estimated number of visitors: 8.4 million
- Expenditures by visitors: \$380 million
- Percentage of expenditures from business or convention travelers: 2%

Poughkeepsie and Dutchess County (www.dutchessny.gov)

- Estimated number of visitors: 4.2 million
- Expenditures by visitors: \$466 million

Rochester (www.visitrochester.com)

- Estimated number of visitors: 1.6 million
- Expenditures by visitors: \$261 million
- Percentage of expenditures from business or convention travelers: 44%

Syracuse (www.visitsyracuse.com)

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$560 million
- Percentage of expenditures from business or convention travelers: 65%

Waterloo and Seneca County (www.visitsenecany.net)

- Estimated number of visitors: 1.0 million
- Percentage of expenditures from business or convention travelers: 20%

White Plains and Westchester County (www.westchestertourism.com)

- Estimated number of visitors: 5.0 million
- Expenditures by visitors: \$1.4 billion
- Percentage of expenditures from business or convention travelers: 67%

2.2.34 North Carolina

Asheville (www.exploreasheville.com)

- Estimated number of visitors: 6.4 million (2.9 million leisure overnight)
- Expenditures by visitors: approximately \$1.2 billion
- Percentage of expenditures from business or convention travelers: 15% to 20%

Cape Fear Coast [Wilmington, Carolina Beach, Kure Beach, Wrightsville Beach]
(www.capefearcoast.com)

- Expenditures by visitors: \$388 million
- Percentage of expenditures from business travelers: 20%

Chapel Hill and Orange County (www.chocvb.org)

- Estimated number of visitors: 1.4 million
- Expenditures by visitors: \$115 million

Charlotte (www.charlottesgotalot.com)

- Estimated number of visitors: 11.1 million (overnight); 25.0 million (total)
- Expenditures by visitors: \$3.8 billion
- Percentage of expenditures from business or convention travelers: 28%

Cherokee (www.cherokee-nc.com)

- Estimated number of visitors: 6.0 million
- Expenditures by visitors: \$110 million
- Percentage of expenditures from business or convention travelers: 1%

Durham (www.durham-nc.com)

- Estimated number of visitors: 4.6 million
- Expenditures by visitors: \$371 million

Greensboro (www.visitgreensboronc.com)

- Expenditures by visitors: \$1.0 billion

Greenville and Pitt County (www.visitgreenvillenc.com)

- Expenditures by visitors: \$157 million
- Percentage of expenditures from business or convention travelers: 65%

Outer Banks [Dare County] (www.outerbanks.org)

- Estimated number of visitors: 5.0 million
- Expenditures by visitors: \$646 million
- Percentage of expenditures from business or convention travelers: 5%

Pinehurst/Southern Pines (www.vopnc.org)

- Estimated number of visitors: 1.1 million
- Expenditures by visitors: \$326 million

Raleigh/Wake County (www.visitraleigh.com)

- Estimated number of visitors (overnight): 8.4 million
- Expenditures by visitors: \$3.0 billion
- Percentage of expenditures from business or convention travelers: 43%

Winston-Salem (www.visitwinstonsalem.com)

- Expenditures by visitors: \$556.7 million
- Percentage of expenditures from business travelers: 15%

2.2.35 North Dakota

Bismarck-Mandan (www.bismarckmandancvb.com)

- Expenditures by visitors: \$120 million

Fargo (www.fargomoorhead.org)

- Estimated number of visitors: 6,100 overnight stays per day
- Expenditures by visitors: \$175 per person

Minot (www.visitminot.org)

- Estimated number of visitors: 948,000
- Expenditures by visitors: \$72 million

2.2.36 Ohio

Canton (www.visitcantonstark.com)

- Estimated number of visitors: 2.3 million
- Expenditures by visitors: \$436 million

Chillicothe [Ross County] (www.visithistory.com)

- Estimated number of visitors: 750,000
- Expenditures by visitors: \$147 million
- Percentage of expenditures from business or convention travelers: 20%

Cincinnati (www.cincyusa.com)

- Estimated number of visitors: 9.4 million
- Expenditures by visitors: \$4.4 billion

Clark County [Springfield] (www.greaterspringfield.com/cvb/)

- Expenditures by visitors: \$266 million
- Percentage of expenditures from business or convention travelers: 60%

Cleveland (www.positivelycleveland.com)

- Estimated number of visitors: 8.4 million

Clinton County [Wilmington] (www.clintoncountyohio.com)

- Estimated number of visitors: 206,000
- Expenditures by visitors: \$90 million
- Percentage of expenditures from business or convention travelers: 50%

Columbus (www.experiencecolumbus.com)

- Estimated number of visitors: 6.9 million
- Expenditures by visitors: \$3.9 billion

Greene County [Beavercreek] (www.greenecountyohio.org)

- Estimated number of visitors: 1.2 million
- Expenditures by visitors: \$80 million

Richland County [Mansfield] (www.mansfieldtourism.com)

- Estimated number of visitors: 1.0 million
- Expenditures by visitors: \$182 million

Toledo (www.dotoledo.org)

- Expenditures by visitors: \$703 million

Tuscarawas County [New Philadelphia] (www.traveltusc.com)

- Estimated number of visitors: 2.2 million
- Expenditures by visitors: \$254 million
- Percentage of expenditures from business or convention travelers: 15% to 20%

Warren County [Lebanon and Mason] (www.ohioslargestplayground.com)

- Estimated number of visitors: 6.7 million
- Expenditures by visitors: \$596 million

2.2.37 Oklahoma

Bartlesville (www.visitbartlesville.com)

- Expenditures by visitors: \$376 per day
- Percentage of expenditures from business or convention travelers: 55%

Muskogee (www.cityofmuskogee.com)

- Estimated number of visitors: 280,000
- Expenditures by visitors: \$4.4 million
- Percentage of expenditures from business or convention travelers: 30%

Oklahoma City (www.visitokc.com)

- Estimated number of visitors: 5.4 million (overnight); 7.5 million (total)
- Expenditures by visitors: \$1.4 billion
- Percentage of expenditures from business or convention travelers: 71%

2.2.38 Oregon

Bend and Central Oregon (www.visitorcentraloregon.com)

- Estimated number of visitors: 4.8 million
- Expenditures by visitors: \$380 million

Eugene and Lane County (www.eugenecascadescoast.org)

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$473 million

Portland (www.travelportland.com)

- Estimated number of visitors: 7.0 million (overnight)
- Expenditures by visitors: \$3.6 billion
- Percentage of expenditures from convention travelers: 3.6%

Umatilla County [Pendleton] (www.co.umatilla.or.us/)

- Estimated number of visitors: 718,000
- Expenditures by visitors: \$115 million
- Percentage of expenditures from business or convention travelers: 42%

2.2.39 Pennsylvania

Altoona and Allegheny Mountains (www.alleghenymountains.com)

- Expenditures by visitors: \$62 million

Beaver County (www.beavercountypa.gov)

- Estimated number of visitors: 470,000
- Expenditures by visitors: \$35 million

Gettysburg (www.gettysburg.travel)

- Estimated number of visitors: 4.0 million
- Expenditures by visitors: \$400 million
- Percentage of expenditures from business or convention travelers: 12%

Lancaster County (www.padutchcountry.com)

- Estimated number of visitors: 8.0 million
- Expenditures by visitors: \$2.2 billion
- Percentage of expenditures from business or convention travelers: 25%

Philadelphia (www.visitphilly.com)

- Estimated number of visitors: 27.7 million
- Expenditures by visitors: \$5.3 billion

Pittsburgh (www.visitpittsburgh.com)

- Estimated number of visitors: 9.6 million
- Expenditures by visitors: \$2.9 billion

Pocono Mountains (www.800poconos.com)

- Estimated number of visitors: 8.7 billion
- Expenditures by visitors: \$2.1 billion
- Percentage of expenditures from business or convention travelers: 7%

York (www.yorkpa.org)

- Expenditures by visitors: \$616 million

2.2.40 Rhode Island**Newport** (www.gonewport.com)

- Estimated number of visitors: 3.6 million
- Expenditures by visitors: \$960 million
- Percentage of expenditures from business or convention travelers: 40%

Providence (www.providencecvb.com)

- Estimated number of visitors: 3.9 million
- Expenditures by visitors: \$2.5 billion

2.2.41 South Carolina**Charleston** (www.charlestoncvb.com)

- Estimated number of visitors: 4.5 million
- Economic impact: \$3.5 billion
- Percentage of expenditures from business or convention travelers: 30%

Hilton Head (www.hiltonheadisland.org)

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$1.4 billion
- Percentage of expenditures from business or convention travelers: 15%

Myrtle Beach (www.visitmyrtlebeach.com)

- Estimated number of visitors: 16.1 million
- Expenditures by visitors: \$6.3 billion
- Percentage of expenditures from business or convention travelers: 10%

2.2.42 South Dakota

Black Hills Region (www.blackhillsbadlands.com)

- Estimated number of visitors: 4.5 million
- Expenditures by visitors: \$575 million
- Percentage of expenditures from business travelers: 3%

Rapid City (www.rapidcitycvb.com)

- Estimated number of visitors: 2.7 million
- Expenditures by visitors: \$156 million

Sioux Falls (www.siouxfalls.com)

- Estimated number of visitors: 522,000 (business only)
- Expenditures by visitors: \$122 million

2.2.43 Tennessee

Chattanooga (www.chattanoogaofun.com)

- Estimated number of visitors: 8.1 million
- Expenditures by visitors: \$457 million

Gatlinburg (www.gatlinburg.com)

- Estimated number of visitors: 9.0 million
- Expenditures by visitors: \$410 million
- Percentage of expenditures from business or convention travelers: 2%

Kingsport (www.kingsportchamber.org)

- Expenditures by visitors: \$146 million

Knoxville (www.knoxville.org)

- Estimated number of visitors: 10.0 million
- Expenditures by visitors: \$448 million

Memphis (www.memphistravel.com)

- Estimated number of visitors: 8.0 million
- Expenditures by visitors: \$1.9 billion

Nashville (www.visitmusiccity.com)

- Estimated number of visitors: 7.0 million (overnight); 12.2 million (total)
- Expenditures by visitors: \$4.6 billion
- Percentage of expenditures from business or convention travelers: 63%

Pigeon Forge (www.mypigeonforge.com)

- Estimated number of visitors: 2.7 million
- Expenditures by visitors: \$830 million
- Percentage of expenditures from business or convention travelers: 26%

2.2.44 Texas

Abilene (www.abilenevisitors.com)

- Estimated number of visitors (overnight): 2.0 million
- Expenditures by visitors: \$250 million
- Percentage of expenditures from business or convention travelers: 30%

Amarillo (www.visitamarillotx.com)

- Estimated number of visitors: 1.6 million
- Expenditures by visitors: \$258 million
- Percentage of expenditures from business or convention travelers: 40%

Arlington (www.experiencearlington.org)

- Estimated number of visitors: 6.5 million
- Expenditures by visitors: \$396 million
- Percentage of expenditures from business or convention travelers: 20%

Austin (www.austintexas.org)

- Estimated number of visitors: 19.0 million
- Expenditures by visitors: \$1.6 billion

Dallas [including Plano and Irving] (www.visitdallas.com)

- Estimated number of visitors: 28.1 million (overnight); 48.9 million (total)
- Expenditures by visitors: \$8.7 billion
- Percentage of expenditures from business or convention travelers: 40%

El Paso (www.visitelpaso.com)

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$805 million

Fort Worth (www.fortworth.com)

- Estimated number of visitors: 8.2 million
- Expenditures by visitors: \$1.1 billion

Galveston (www.galveston.com)

- Estimated number of visitors: 7.0 million
- Expenditures by visitors: \$372 million

Houston (www.visithoustontexas.com)

- Estimated number of visitors (overnight): 17.5 million
- Expenditures by visitors: \$17.2 billion

Irving (www.irvingtexas.com)

- Estimated number of visitors (overnight): 3.1 million
- Expenditures by visitors: \$2.0 billion
- Percentage of expenditures from business or convention travelers: 79%

Kerrville (www.kerrvilletexascvb.com)

- Estimated number of visitors: 1.2 million
- Expenditures by visitors: \$58 million

Odessa (www.odessacvb.com)

- Estimated number of visitors (overnight): 67,700
- Expenditures by visitors: \$53.0 million

San Antonio (www.visitsanantonio.com)

- Estimated number of visitors (overnight): 19.7 million
- Expenditures by visitors: \$8.3 billion
- Percentage of expenditures from business or convention travelers: 27%

Tyler (www.tylertexas.com)

- Estimated number of visitors: 25,000
- Expenditures by visitors: \$122 per person
- Percentage of expenditures from business or convention travelers: 25%

Waco (www.wacocvb.com)

- Estimated number of visitors: 94,000
- Expenditures by visitors: \$104 million

2.2.45 Utah**Park City** (www.parkcityinfo.com)

- Estimated number of visitors: 300,000
- Expenditures by visitors: \$500 million

Provo and Utah Valley (www.visitutah.com)

- Estimated number of visitors: 3.1 million
- Expenditures by visitors: \$326 million

Salt Lake City (www.visitsaltlake.com)

- Estimated number of visitors: 9.2 million
- Expenditures by visitors: \$2.5 billion
- Percentage of expenditures from business or convention travelers: 47%

2.2.46 Vermont**Burlington** (www.vermontvacation.com)

- Estimated number of visitors: 1.3 million (overnight)

2.2.47 Virginia

Alexandria (www.visitalexandriava.com)

- Estimated number of visitors: 2.0 million
- Expenditures by visitors: \$557 million

Arlington (www.stayarlington.com)

- Estimated number of visitors: 3.0 million
- Expenditures by visitors: \$1.9 billion

Blacksburg (www.blacksburg.gov)

- Estimated number of visitors: 350,000 (overnight); 1.0 million (total)
- Expenditures by visitors: \$100+ million
- Percentage of expenditures from business or convention travelers: 15%

Fredericksburg (www.fredericksburgva.com)

- Estimated number of visitors: 696,000
- Expenditures by visitors: \$307 million

Hampton (www.visithampton.com)

- Estimated number of visitors: 370,000 (overnight); 585,000 (total)
- Expenditures by visitors: \$97.9 million
- Percentage of expenditures from business or convention travelers: 63%

Norfolk (www.visitnorfolktoday.com)

- Estimated number of visitors: 2.3 million
- Expenditures by visitors: \$367 billion

Portsmouth (www.portsmouthva.gov/tourism)

- Expenditures by visitors: \$65 million

Richmond Region [counties of Chesterfield, Hanover, Henrico, New Kent, and City of Richmond] (www.visitrichmond.com)

- Estimated number of visitors: 5.8 million
- Expenditures by visitors: \$1.8 billion

Roanoke (www.visitroanokeva.com)

- Estimated number of visitors: 42,000

Vienna and Fairfax County (www.fxva.com)

- Expenditures by visitors: \$1.4 billion

Virginia Beach (www.visitvirginiabeach.com)

- Estimated number of visitors: 5.7 million
- Expenditures by visitors: \$1.2 billion
- Percentage of expenditures from business or convention travelers: 15%

Williamsburg (www.williamsburg.com)

- Estimated number of visitors: 4.0 million
- Expenditures by visitors: \$632 million
- Percentage of expenditures from business or convention travelers: 15%

2.2.48 Washington

Bellingham/Mt. Baker Region (www.bellingham.org)

- Estimated number of visitors: 45,500
- Expenditures by visitors: \$360 million

Everett and Snohomish County (www.snohomish.org)

- Estimated number of visitors: 286,000 (visitors center)
- Expenditures by visitors: \$520 million

Grays Harbor (www.graysharbor.org)

- Estimated number of visitors: 4.0 million
- Expenditures by visitors: \$350 million

Seattle (www.visitseattle.org)

- Estimated number of visitors: 10.2 million (overnight); 15.7 million (total)
- Expenditures by visitors: \$3.0 billion

Tacoma (www.traveltacoma.com)

- Estimated number of visitors: 6.0 million
- Expenditures by visitors: \$649 million

Tri-Cities [Kennewick, PESCO, and Richland] (www.visittri-cities.com)

- Estimated number of visitors: 778,000
- Expenditures by visitors: \$392.6 million

2.2.49 West Virginia

Beckley and Southern West Virginia [9 counties] (www.visitwv.com)

- Estimated number of visitors: 5.0 million
- Expenditures by visitors: \$679 million

Charleston (www.charlestonwv.com)

- Estimated number of visitors: 460,000
- Expenditures by visitors: \$55 million

2.2.50 Wisconsin

Green Bay (www.greenbay.com)

- Estimated number of visitors (overnight): 1.8 million
- Expenditures by visitors: \$614 million
- Percentage of expenditures from business or convention travelers: 35%

Madison (www.visitmadison.com)

- Estimated number of visitors: 2.6 million
- Expenditures by visitors: \$1.1 billion
- Percentage of expenditures from business or convention travelers: 63%

Milwaukee (www.visitmilwaukee.org)

- Estimated number of visitors: 6.9 million
- Expenditures by visitors: \$2.6 billion
- Percentage of expenditures from business or convention travelers: 68%

Oshkosh (www.visitoshkosh.com)

- Estimated number of visitors: 394,000
- Expenditures by visitors: \$98 million

Racine (www.realracine.com)

- Expenditures by visitors: \$168 million

Wisconsin Dells (www.wisdells.com)

- Estimated number of visitors: 2.9 million
- Expenditures by visitors: \$840 million

2.2.51 Wyoming

Cheyenne (www.cheyenne.org)

- Expenditures by visitors: \$333.2 million
- Percentage of expenditures from business travel: 56%
- Percentage of expenditures from conferences/meetings: 9%