



**APPENDIX J: RESEARCH  
On Economic Impact Studies**

**Information from West Virginia's Coal Heritage Trail CMP,  
Parsons Brinckerhoff Quade & Douglas, Inc. March 1998  
11.3 Visitor's Spending Estimate**

Visitor spending estimates were also based on comparable tourism spending levels. Average visitor would spend approximately \$86.50 per day on a visit to the Coal Heritage Trail. This breaks down to: Lodging: \$35, Food (2 meals): \$20, Gas: \$6.50, Misc. (souvenirs, gate fees, etc): \$25.

**11.4 Potential Economic Benefits. Economic & Employment Impacts of the Coal Heritage Trail (Year 5)**

COUNTY	Direct Spending Impacts	Direct Employment Impacts (jobs)	Indirect Employment Impacts (jobs)
Raleigh	\$1,297,500	31	50
Wyoming	\$648,750	16	17
McDowell	\$1,081,250	26	29
Mercer	\$1,297,500	31	52
<b>TOTAL</b>	<b>\$4,325,000</b>	<b>105</b>	<b>155</b>

**Crooked Road Economic Impact Assessment, December 2008  
Sustainable Development Consulting International, LLC  
Executive Summary**

Overall trend is that slightly over one half of the visitors spent one day or less in the Crooked Road region (56%) and that 33% spent between 2 and 5 days in the region.

**Expenditure Patterns:**

**2007 Leisure Traveler Profile** determined that the Average Spending Per Party was \$463; while the Average Spending Per Party Per Day was \$146.

**AnswerSearch Conversion for TCR:** Average Spending Per Party ranged from \$457 to \$1039; while the Average Spending Per Party Per Day was \$346.

**Economic Impact Assessment for TCR:** Avg. Spending per Party: \$366; Avg. Spending/Party/Day - \$122.

**The Economic Impact of Domestic Travel Expenditures on Virginia Counties, 2008  
A Study Prepared for the Virginia Tourism Authority by the US Travel Association  
September 2009**

- In 2008, Virginia domestic travel expenditures rose 2.8 percent to total \$19.2 billion.
- Domestic travel expenditures directly generated 210,600 jobs within Virginia in 2008. Travel and tourism was the sixth largest industry in employment in Virginia in 2008.
- On average, every \$91,256 spent by travelers in Virginia during 2008 generated one job.
- Domestic travel employees in VA earned more than \$4.4 billion in payroll income.
- Domestic travel spending in VA generates more than \$2.5 billion in tax revenue.



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- 42 counties and independent cities in VA indicated 1,000 or more jobs directly supported by domestic travelers in 2008.

### 2008 Domestic Travel on Virginia (#'s in red Change from 2007)

County	Expenditures (\$millions)	Payroll (\$millions)	Employment (\$millions)	State Tax Receipts (\$millions)	Local Tax Receipts (\$millions)
Buchanan	17.59 (3.1)	3.81 (2.7)	0.20 (0.5)	0.56 (0.6)	0.21 (4.1)
Dickenson	6.57 (6.7)	1.41 (6.3)	0.07 (4.0)	0.36 (4.2)	0.16 (7.7)
Lee	10.62 (9.5)	2.91 (9.1)	0.17 (6.7)	0.52 (6.9)	0.26 (10.5)
City of Norton	15.86 (5.2)	2.70 (4.8)	0.15 (2.5)	0.73 (2.7)	0.71 (6.2)
Russell	10.36 (7.2)	2.37 (6.8)	0.14 (4.5)	0.52 (4.6)	0.17 (8.2)
Scott	14.87 (5.0)	2.93 (4.6)	0.18 (2.3)	0.71 (2.4)	0.38 (6.0)
Tazewell	44.81 (6.3)	9.39 (5.9)	0.58 (3.6)	1.93 (3.8)	0.64 (7.3)
Wise	27.60 (4.4)	5.74 (4.0)	0.35 (1.7)	1.24 (1.8)	0.41 (5.3)

### The Virginia Tourism Corporation's FY 2007-2009 Travel Profile of Virginia Visitors

*based upon data collected monthly by TNS TravelsAmerica survey  
on 7,033 household trips taken to Virginia between August 2006-July 2009.*

### FISCAL YEAR 2007 – 2009 PROFILE OF TRAVEL IN SW VIRGINIA\* Sample Size 786

PURPOSE OF TRIP	PERCENTAGE
Visit friends/relatives	41%
Outdoor recreation	8%
Entertainment/Sightseeing	14%
Other pleasure/personal	15%
Personal business	6%
Business – general	10%
Business – convention/conference	2%
Other	3%

### TRIPS TO VIRGINIA – TRAVEL PARTY SIZE\*

TRAVEL PARTY	PERCENTAGE
1	29%
2	38%
3	14%
4	10%
5	4%
6+	5%



**AGE OF TRAVELER TO VIRGINIA\***

AGE	PERCENTAGE
Under 6	6
6-12	6
13 - 17	5
18 - 24	8
25 - 34	14
35 - 44	15
45 - 54	17
55 – 64	16
65+	12

**TOTAL NIGHTS SPENT ON TRIP\***

NO. OF NIGHTS	PERCENTAGE
0	24
1	15
2	17
3	10
4	9
5	6
6	4
7	7
8 -13	6
14+	3

**ACTIVITIES/ATTRACTIONS IN VIRGINIA\***

Activities/Attraction	PERCENTAGE
Art Galleries/Museums	6
Colleges/Universities	10
Cultural Event	8
Historic Sites/Church	21
History-African American	3
History – Civil War	18
History – Colonial	16
History – Native American	3
History – Other	6
Museums	19
Other	22



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### **TYPES OF LODGING\***

<b>LODGING</b>	<b>PERCENTAGE</b>
Hotel/Motel	48
B & B	1
Private Home	43
Condo	1
RV/Tent	3
Other	10

### **TRAVELER SPENDING\***

<b>AMOUNT</b>	<b>PERCENTAGE</b>
0	10
\$1 to less than \$100	29
\$100 to less than \$250	24
\$250 to less than \$500	17
\$500 to less than \$750	7
\$750 to less than \$1,000	4
\$1000+	10

**Average Spending per Travel Party \$145**

- **Marital Status** shows that 60% of visitors to Virginia are married.
- **Male household head** – 38% has a college degree while 39% of women in the household also have a college degree.
- **The annual income** of most of those visiting Virginia is \$50,000 to 74,999.

Other Resources:

The Economic Impact of Domestic Travel Expenditures on Virginia Counties, 2008, *U.S. Travel Association*, Washington DC, September 2009.

A Tool-kit for Building a Scenic Byway Economic Impact Study, *Economic Development Research Group, Inc*, Boston MA, *PA Consulting, Inc*, Madison WI, Spring 2001.

Snapshots of Southwest Virginia, *Data compiled by Virginia Economic Bridge, Inc*, May 2009.

Unemployment Rates for Virginia Counties - Virginia Workforce Connection Charts, website: [http://bi.cao.virginia.gov/VED\\_EIS/](http://bi.cao.virginia.gov/VED_EIS/)

Southwestern Virginia Community Profile, *Virginia Employment Commission*, Richmond VA, Last updated 10/22/2010.

Travel Impacts based on Sales Tax Receipts and Excise Tax Collected, *compiled by Virginia Tourism Corporation*, 2009.