

Travel Impacts

By County

County	Travel Spending (\$Million)	Payroll Income (\$Million)	Number of Jobs (#Jobs)	Tax Receipts		
				Local (\$Million)	State (\$Million)	Total (\$Million)
Albany	177.5	30.7	1,830	2.6	4.9	7.5
Big Horn	32.3	5.4	430	0.3	0.8	1.1
Campbell	101.9	24.3	1,120	1.2	2.5	3.7
Carbon	168.7	33.5	1,490	2.7	4.5	7.1
Converse	45.1	12.0	580	0.7	1.1	1.8
Crook	29.4	6.9	380	0.3	0.7	1.1
Fremont	138.2	42.5	1,650	1.1	3.3	4.4
Goshen	28.1	4.1	270	0.3	0.8	1.0
Hot Springs	27.9	7.2	340	0.5	0.7	1.2
Johnson	45.0	11.7	620	0.6	1.1	1.7
Laramie	321.3	55.4	2,940	4.9	8.2	13.6
Lincoln	69.9	12.8	600	0.4	2.1	2.5
Natrona	285.3	67.5	2,830	4.0	7.1	11.1
Niobrara	10.0	3.5	170	0.2	0.2	0.4
Park	264.0	73.4	3,530	3.3	5.3	8.6
Platte	38.9	9.5	530	0.4	0.9	1.3
Sheridan	97.4	28.4	1,120	2.3	2.2	4.5
Sublette	52.9	18.1	540	0.6	1.2	1.8
Sweetwater	185.4	39.8	1,900	2.9	4.9	7.9
Teton	600.1	198.3	6,470	13.2	11.8	25.0
Uinta	108.9	19.6	940	1.3	3.2	4.5
Washakie	21.0	5.9	370	0.2	0.5	0.7
Weston	17.3	3.3	190	0.2	0.4	0.7
Total	2,866.5	713.7	30,840	44.1	69.0	113.1

The Collective Power of Partnerships

In order to ensure success and growth in our ability to attract visitors, Wyoming's tourism industry must continue to work together. Cooperative programs allow the division to leverage its budget and maximize resources. Marketing partnerships have been established with Wyoming-based lodging tax boards and private sector businesses. Wyoming's tourism industry expends millions of marketing dollars each year to maintain Wyoming's position as a premier Rocky Mountain destination.

Wyoming
Tourism Industry

\$14 Million

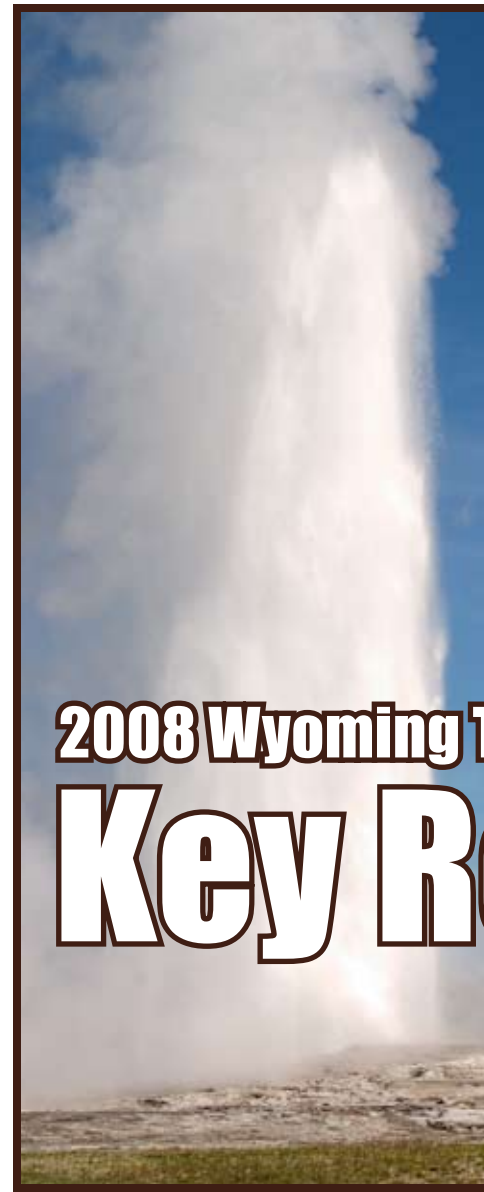
State Office of
Travel & Tourism

\$11.7 Million

Local Option
Lodging Tax

\$8 Million

This report is produced with the Wyoming Lodging and Restaurant Association, Wyoming Travel Industry Coalition and Wyoming Travel & Tourism
Forward questions or comments to: 307-634-8866 or 307-777-7777
Sources: Strategic Marketing & Research, Inc. 2008 Visitor Profile and 2008 Advertising Effectiveness Reports; Dean Runyan Associates
1997-2008 The Economic Impact of Travel in Wyoming



2008 Wyoming Travel & Tourism Key Results



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For Co-Op Information:
wyomingbusiness.org/tourism

A Letter from the Director



Dear Tourism Stakeholder -

This report provides estimates of the impact of travel on Wyoming's economy in 2008. It includes estimates of travel expenditures, as well as travel generated employment, payroll income and tax revenues for the state as well as for each of Wyoming's 23 counties.

In an effort to help stimulate travel's growth while also raising awareness of the industry's contributions to our economy, Wyoming Travel & Tourism (WTT) has contracted for this research and has published this report annually for the past decade. The information provided in this report has been widely used to promote a wider understanding of travel and tourism as a major industry that contributes to the economic, cultural and social well-being of our state.

In 2008, domestic and international travelers spent \$2.9 billion in Wyoming. This generated over 30,000 jobs, \$714 million in payroll income and \$113 million in tax revenues for state and local governments. In fact, for every General Fund dollar spent to fund tourism marketing in 2008, \$9.62 was returned in local and state tax revenues. Tourism continues to be a good investment for Wyoming.

We appreciate the continued support of Governor Freudenthal and the Wyoming legislature in funding the efforts of WTT. Also, we couldn't succeed without the efforts of the local communities and private sector businesses for making travel and tourism a strong growth industry for our state.

Diane Shober

Diane Shober, Director
Wyoming Travel & Tourism

Key Results

Revenues & Expenditures

- **7.31 million overnight (0% increase)**
- **\$2.86 billion in direct expenditures (7% increase)**
- **\$113 million in local & state tax receipts (5.3% increase)**

Employment & Earnings

- **\$714 million in employment earnings (6% increase)**
- **30,820 full and part-time jobs (1.9% increase)**

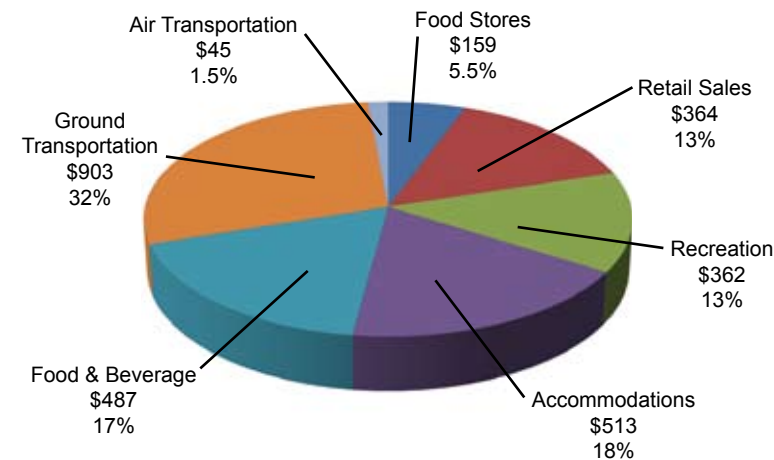
Travel Impacts

Statewide

	2002	2003	2004	2005	2006	2007	2008	2007 - 2008 % Change
Expenditures	\$1,791	\$1,891	\$1,989	\$2,243	\$2,502	\$2,679	\$2,866	7%
Tax Receipts	\$80	\$82	\$83	\$92	\$101	\$107	\$113	5.3%
Payroll Income	\$467	\$490	\$521	\$569	\$621	\$673	\$714	6%
Number of Jobs	27,000	27,340	27,720	29,130	29,790	30,250	30,820	1.9%

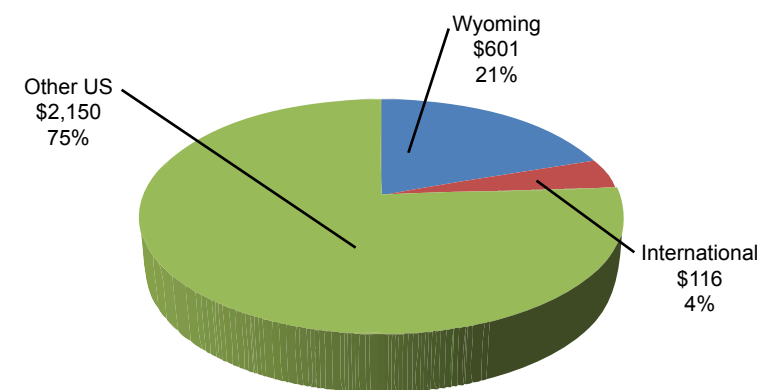
Wyoming Travel Spending

By Commodity Purchased (\$ Millions)



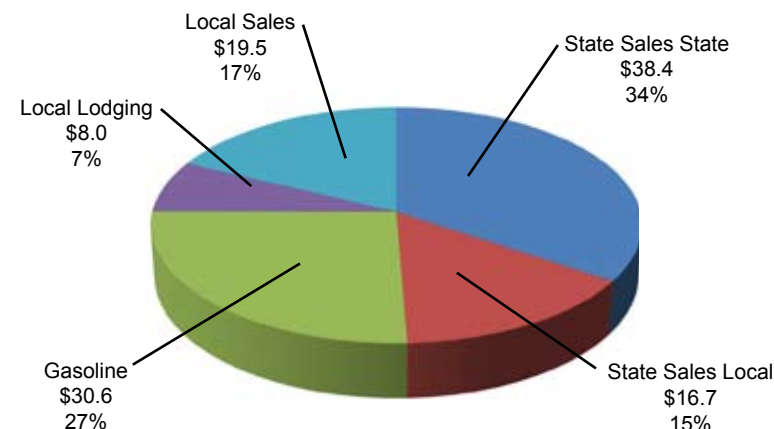
Spending By Visitor Residence

(\$ Millions)



Wyoming Travel-Generated Tax Receipts

(\$ Millions)



Executive Summary

Travel and Tourism Generated Expenditures

- Domestic and international travelers spent \$2.9 billion in Wyoming in 2008. This is equivalent to \$7.8 million per day.
- Travel expenditures increased 7% over 2007, not adjusted for inflation.
- U.S. domestic travelers spent \$2.15 billion in 2008.
- International visitor spending increased 13.7% to \$116 million in 2008.

Travel and Tourism Generated Employment

- The Wyoming travel and tourism industry supported 30,820 jobs in 2008.
- Travel generated employment accounted for 7.7% of Wyoming's total employment in 2008.
- Travel spending generated the greatest number of jobs in accommodations, recreation and food service sectors.

Travel and Tourism Generated Payroll

- Travel and tourism generated \$714 million in payroll income in Wyoming in 2008.
- Travel and tourism industry payroll rose by 6% from 2007, not adjusted for inflation.
- The largest travel and tourism sector in terms of payroll was accommodations and food service.

Travel and Tourism Generated Tax Revenue

- The Wyoming travel and tourism industry generated \$113 million in taxes for state and local governments in 2008.
- Travel and tourism generated tax revenues increased by 5.3% from 2007.
- Without these travel generated tax revenues, each household in Wyoming would have had to pay an additional \$540 in taxes to maintain these current state and local tax revenues.