

TRAVEL IS AN ECONOMIC ENGINE

WHY TRAVEL MATTERS TO TETON COUNTY



TRAVEL-GENERATED SPENDING

\$1.02 BILLION

TRAVEL-GENERATED JOBS

8,250

TRAVEL-GENERATED TAXES

\$54.8 MILLION

TRAVEL & TOURISM WORKS FOR TETON COUNTY 2016 data

- In 2016, Teton County welcomed **1,664,000** overnight visitors.
- Domestic and international travelers spent **\$1.02 billion** in Teton County and generated **\$54.8 million** in state and local taxes. This tax revenue is used to support public infrastructure like streets and roads, education, fire and police protection, and many other public services in Teton County.
- Visitors paid **57.1% of sales tax** in Teton County.
- If not for the taxes generated by the travel and tourism industry, the average household in Teton County would pay **\$5,785** more in taxes for existing government services.
- In 2016, **8,250** jobs were generated by travelers in Teton County.
- Travelers supported **25.9%** of Teton County's total private industry employment. Without the jobs generated by the travel industry, the 2015 Teton County unemployment rate of **3.8%** would have been **29.7%.***

TRAVEL & TOURISM IS CRITICAL TO WYOMING'S ECONOMY 2016 data

Travel and Tourism is Wyoming's Second-Largest Industry

- Wyoming welcomed **8.5 million** overnight visitors.
- Domestic and international visitors in Wyoming spent **\$3.2 billion** in 2016. This is equivalent to \$8.9 million per day, \$370,833 per hour, \$6,181 per minute and \$103 per second.
- Visitor spending directly affected Wyoming's economy by generating **\$171 million** in local and state tax revenue.
- Each Wyoming household would pay approximately **\$730** more in taxes without the tax revenue generated by the travel and tourism industry.
- **3%** of Wyoming's gross domestic product (GDP) is attributed to travel and tourism.

Travel and Tourism is One of Wyoming's Largest Employers

- Travelers to the state supported **46,070** jobs in Wyoming, including 31,770 directly in the industry and 14,300 in other industries.
- Travel spending directly generated **\$894 million** in payroll for those employed in the Wyoming travel industry.
- **1 in every 8** Wyoming non-farm jobs is supported (directly, indirectly or induced) by the leisure and hospitality industry.
- Leisure and hospitality is the **largest employer** among all private industries in Wyoming.
- Without travel and tourism jobs, Wyoming's 2015 unemployment rate would have gone from **4.2%** to **15.1%.***

* These employment numbers represent 2015 data. At the time of this report, 2016 data for these figures were not available.

Source: Dean Runyan Associates, *Travel Impact Report*, April 2017; U.S. Bureau of Economic Analysis; U.S. Bureau of Labor Statistics; Wyoming Dept. of Revenue; Wyoming Dept. of A&I, Division of Economic Analysis.

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