

**Economic Impact
of Domestic Travel
on the Blackstone Valley
at Rhode Island/Massachusetts
in 2004**

**Prepared for the
Blackstone Valley Tourism Council Inc.**

**On behalf of the Blackstone Valley Tourism Collaborative for the
Blackstone River Valley National Heritage Corridor Communities of
Massachusetts and Rhode Island**

**Prepared by:
Research Department of the
Travel Industry Association of America
Washington, D.C.**

February 2006

The mission of the Travel Industry Association of America (TIA) is to represent the whole of the U.S. travel industry to promote and facilitate increased travel to and within the United States. TIA's Research Department seeks to meet the research needs of TIA members and the travel industry by gathering, conducting, analyzing, publishing and disseminating economic, marketing and international research that articulates the economic significance of the travel and tourism industry at national, state and local levels; defines the size, characteristics and growth of existing and emerging travel markets; and provides qualitative trend analysis and quantitative forecasts of future travel activity and impact.

PREFACE

This study was conducted by the research department of the Travel Industry Association of America (TIA) for the *Blackstone Valley Tourism Council on behalf of the Blackstone Valley Tourism Collaborative for the Blackstone River Valley National Heritage Corridor communities*. The study provides travel impact on the U.S economy during 2004, preliminary 2004 domestic traveler profile and estimates of domestic traveler expenditures on the Blackstone Valley Rhode Island/Massachusetts region, as well as the employment, payroll income, and state and local tax revenue directly generated by these expenditures.

All data and estimates covered in this report are on a calendar year basis.

Research Department
Travel Industry Association of America
Washington, D.C.
February 2006

TABLE OF CONTENTS

| | |
|---|----|
| INTRODUCTION | 1 |
| EXECUTIVE SUMMARY | 3 |
| TRAVEL IMPACT ON THE U.S. ECONOMY, 2004 | 4 |
| BLACKSTONE VALLEY RHODE ISLAND/MASSACHUSETTS REGION – AN OVERVIEW | 11 |
| TRAVEL VOLUME | 13 |
| <i>Overnight Person-Trips vs. Day Trip Person-Trips</i> | 14 |
| <i>Leisure Trips vs. Business Trips</i> | 14 |
| <i>Auto Person-Trips vs. Other Modes of Transportation Person-Trips</i> | 14 |
| <i>Type of Lodging</i> | 16 |
| ECONOMIC IMPACT OF DOMESTIC TRAVEL..... | 17 |
| <i>Domestic Travel Expenditures</i> | 18 |
| <i>Domestic Travel-Generated Employment and Payroll</i> | 20 |
| <i>Domestic Travel-Generated Tax Revenue by Level of Government</i> | 22 |
| APPENDIX A: TRAVELSCOPE® METHODOLOGY | 24 |
| APPENDIX B: TRAVEL ECONOMIC IMPACT MODEL..... | 25 |
| APPENDIX C: GLOSSARY OF TERMS – TEIM | 29 |
| APPENDIX D: GLOSSARY OF TERMS - TRAVELSCOPE® | 30 |
| APPENDIX E: SOURCES OF DATA | 32 |
| APPENDIX F: TRAVELSCOPE® SURVEY CARD..... | 33 |

LIST OF TABLES

| | |
|--|----|
| Table 1: Summary of Blackstone Valley RI/MA Regional Travel and Tourism, 2004 | 3 |
| Table 2: U.S. Domestic Travel Expenditures by Primary Purpose of Trip, 2003-2004..... | 5 |
| Table 3: Travel Expenditures in the U.S. 2003-2004..... | 6 |
| Table 4: Travel-Generated Employment in the U.S., 2003-2004..... | 7 |
| Table 5: Overall U.S. Economic Developments, 2002-2004..... | 8 |
| Table 6: Travel Trends, 2000-2004..... | 9 |
| Table 7: Trip Characteristics of Domestic Travelers in the Blackstone Valley RI/MA Region, 2004..... | 13 |
| Table 8: Overnight Travel in the Blackstone Valley RI/MA region by Accommodation Type, 2004..... | 16 |
| Table 9: Economic Impact of Domestic Travel on the Blackstone Valley RI/MA Region, 2004..... | 17 |
| Table 10: Domestic Travel Expenditures in the Blackstone Valley RI/MA Region by Category, 2004..... | 19 |
| Table 11: Domestic Travel-Generated Employment in the Blackstone Valley RI/MA Region by Category, 2004..... | 21 |
| Table 12: Domestic Travel-Generated Payroll in the Blackstone Valley RI/MA Region by Category, 2004..... | 21 |
| Table 13: Domestic Travel-Generated Tax Revenue in the Blackstone Valley RI/MA Region by Level of Government, 2004..... | 22 |

Introduction

This study provides a base line statistics of travel in the Blackstone Valley at Rhode Island/Massachusetts region during 2004. The statistics includes estimates of economic impact of travel and visitation information. Economic impact covers domestic traveler spending, travel-generated employment and payroll income, and travel-generated tax revenue for state and local governments. Visitation information presents travel volume and major person-trip characteristics.

U.S. residents traveling to the Blackstone Valley Rhode Island/Massachusetts region include both state residents and residents from other states and the District of Columbia. Travel as measured in this report, is based on trips of 50 miles or more, one way, away from home or trips including one or more nights' stay. Travel commuting to and from work, travel by those operating an airplane, bus, truck, train or other form of common carrier transportation, military travel on active duty, and travel by students away at school, are all excluded from this study (see Appendix B for details).

TIA uses its proprietary Travel Economic Impact Model (TEIM) to estimate travel expenditures and the resulting employment, payroll income, and tax revenue generated by these expenditures. The Travel Economic Impact Model (TEIM) was created to capture the highly detailed data from a variety of government and proprietary sources, e.g., county/zip code-level Economic Census data, County Business Patterns, ES-202/QCEW employment series and Smith Travel Research reports.

Travel volume data presented in this report are based on TIA's TravelScope historic and current data and data collected from Blackstone Valley Tourism Council and other government and private organizations. The detailed information of traveler profile is limited due to small sample problems. TravelScope is a survey and a cooperative research effort funded by states, cities and other participants and managed by the research department of the Travel Industry Association. Since 1994, TravelScope has collected visitor volume, market share, trip characteristics, and demographics for all U.S. domestic travel.

Since additional data relating to travel and its economic impact in 2004 will become available subsequent to this study, TIA reserves the right to revise these estimates in the future.

For purposes of this report, the Blackstone Valley Rhode Island/Massachusetts region comprises the following 42 communities and associated zip codes (shown on page 2):

Introduction

| City/RI | Zip Code | City/MA | Zip Code |
|------------------|---------------------|------------------------|---|
| Albion | 02802 | Blackstone | 01504 |
| Chepachet | 02814 | East Douglas & Douglas | 01516 |
| West Greenville | 02817 | Grafton | 01519 |
| Forestdale | 02824 | Leicester | 01524 |
| Glendale | 02826 | Linwood | 01525 |
| Greenville | 02828 | Manchaug | 01526 |
| Harmony | 02829 | Millbury | 01527 |
| Harrisville | 02830 | Millville | 01529 |
| Manville | 02838 | North Grafton | 01536 |
| Mapleville | 02839 | North Uxbridge | 01538 |
| Oakland | 02858 | Rochdale | 01542 |
| Pascoag | 02859 | South Grafton | 01560 |
| Pawtucket | 02860, 02861, 02862 | Upton & West Upton | 01568 |
| Central Falls | 02863 | Uxbridge | 01569 |
| Cumberland | 02864 | West Millbury | 01586 |
| Lincoln | 02865 | Whitinsville | 01588 |
| Slatersville | 02876 | Sutton | 01590 |
| Woonsocket | 02895 | Worcester | 01601, 01602, 01603, 01604, 01605, 01606, 01607, 01608, 01609, 01610, 01612, 01655 |
| North Smithfield | 02896 | | |
| Providence | 02903, 02906 | | |
| East Providence | 02914 | Hopedale | 01747 |
| Rumford | 02916 | Mendon | 01756 |

Executive Summary

- The total domestic travel volume in the Blackstone Valley Rhode Island/Massachusetts region reached nearly 2.3 million person-trips in 2004.
- In 2004, nearly two-thirds (63%) of domestic travelers to the Blackstone Valley Rhode Island/Massachusetts region spent one or more nights.
- One in eight (12%) domestic travelers to the Blackstone Valley Rhode Island/Massachusetts region traveled there for business purposes in 2004.
- Nearly half (48%) of overnight person-trips to the Blackstone Valley Rhode Island/Massachusetts region included hotels, motels or B&Bs for overnight accommodations.
- Domestic travelers to the Blackstone Valley Rhode Island/Massachusetts region directly spent \$474.4 million during 2004 on transportation, lodging, food, entertainment and recreation, and incidentals.
- In 2004, domestic travelers' spending also directly generated nearly 6,400 jobs and \$124.6 million in wages and salary income.
- The \$474.4 million in domestic travel spending generated \$39.6 million in tax revenue in 2004 for state and local treasuries.

Table 1: Summary of Blackstone Valley RI/MA Regional Travel and Tourism, 2004

| | |
|--|---------|
| Total Person-Trips (Millions) | 2.3 |
| Travel Expenditures (\$ Millions) | \$474.4 |
| Travel-Generated Employment | 6,400 |
| Travel-Generated Payroll (\$ Millions) | \$124.6 |
| Travel-Generated Tax Revenue for State and Local Governments (\$ Millions) | \$39.6 |

Source: TIA

Travel Impact on the U.S. Economy, 2004

The U.S. economy turned in its best performance in five years in 2004, with real GDP increasing 4.2 percent. Real disposable income and real personal consumption expenditures both rose significantly, 3.4 percent and 3.9 percent, respectively. The U.S. job market also improved during 2004 as annual average total nonfarm employment increased nearly 1.5 million from 2003 to 131.5 million. This reduced the national unemployment rate to 5.5 percent, one-half point lower than in 2003. The travel industry itself added 72 thousands jobs in 2004 as compared to 2003. The Consumer Price Index (CPI), an indicator of the level of price inflation, remained relatively moderate—up 2.7 percent in 2004, while TIA’s Travel Price Index increased 4.5 percent during the same period, primarily due to a significant increase in the price of gasoline. The total U.S. current account deficit rose to a record high of \$666 billion in 2004. The U.S. travel industry, however, generated a \$5.8 billion trade surplus for the country in 2004.

Stimulated by the strong economy, domestic travel volume (total person-trips) increased 2.1 percent in 2004 and domestic travel expenditures rose even more at 6.8 percent. After three consecutive years of declines, international travel to the U.S. began to recover, reflecting appreciating currencies in many of the United States’ key origin markets. International traveler spending jumped nearly 16 percent from 2003, largely due to a sharp increase of international arrivals.

U.S. Travel Volume in 2004

In 2004, total U.S. domestic person-trips were up 2.1 percent over 2003, according to TIA’s TravelScope® survey. Leisure person-trips grew at a slower pace than in the past few years, rising 1.4 percent. Business/convention travel, however, began its long-awaited recovery, increasing 5.0 percent, the first increase posted since 1998. International visitors to the U.S. increased 11.8 percent in 2004 to 46.1 million. International travel to the U.S., however, remained 10.1 percent lower than its historical record set in 2000.

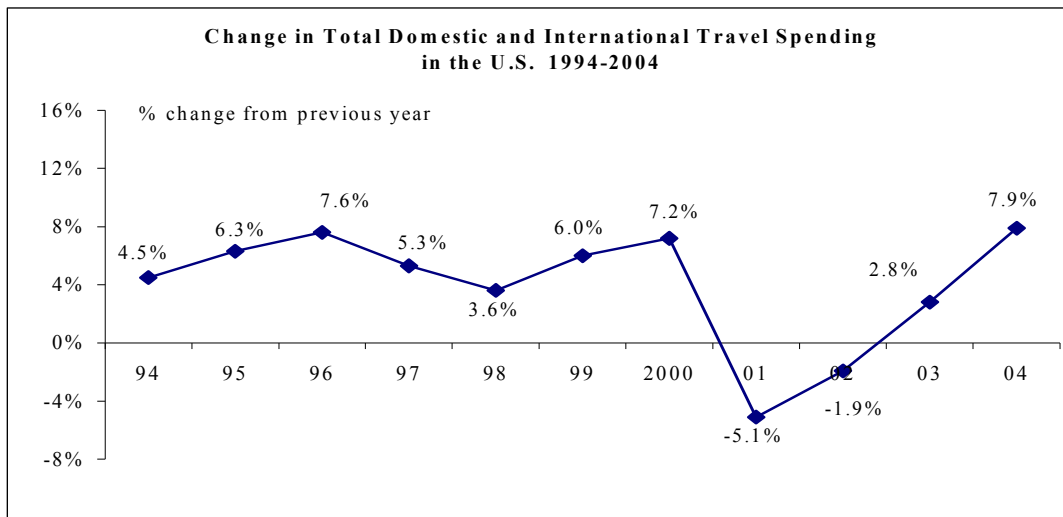
Travel Expenditures in 2004

Domestic travelers spent more than \$524.4 billion in the U.S. during 2004, an increase of 6.8 percent over 2003. International traveler expenditures in the U.S., excluding spending on international airfares purchased outside the U.S., increased more than twice as much, up 15.9 percent to total \$74.8 billion in 2004.

Combined domestic and international travel expenditures in the U.S. totaled \$599.2 billion, 7.9 percent more than in 2003. In fact, 2004 travel expenditures were 8.8 percent higher than in 2001, the most challenging year ever in U.S. travel industry history. And, for the first time since 9/11, total U.S. travel expenditures exceeded the historical record of \$580.8 billion set in 2000.

Total domestic leisure travel spending reached \$355.4 billion, up 5.3 percent over 2003. Spending by domestic business/convention travelers increased dramatically, up 10.1 percent to

\$169 billion. Domestic business travelers' spending accounted for about one-third of total domestic travel spending in 2004.



Sources: TIA, OTTI

| Expenditures | 2004 | 2003 | 2004/2003 |
|--------------------|--|--|------------------------------|
| | Travel Spending <u>in the U.S.</u> (\$ Billions) | Travel Spending <u>in the U.S.</u> (\$ Billions) | <u>Percent Change</u> (%) |
| Leisure Travelers | \$355.4 | \$337.4 | 5.3% |
| Business Travelers | 169.0 | 153.5 | 10.1% |
| Total | \$524.4 | \$490.9 | 6.8% |

Sources: TIA, OTTI

Domestic travel spending on auto transportation jumped 12.4 percent over 2003, to \$92.6 billion, reflecting the dramatic increase in gasoline prices during 2004. Total domestic air passenger enplanements were up 4.8 percent from 2003 and international air passenger enplanements jumped 13.9 percent in 2004, according to the Air Transport Association (ATA). In 2004, Amtrak reported a 2.6 percent increase in ridership. This growth in demand contributed to the 4.9 percent increase in public transportation expenditures in 2004.

Domestic travel spending on lodging increased 7.0 percent over 2003. Hotel room demand (hotel room-nights sold) grew 5.4 percent, according to Smith Travel Research.

| Table 3: Travel Expenditures in the U.S. 2003-2004 | | | |
|---|--|--|------------------------------|
| Expenditures | 2004 | 2003 | 2004/2003 |
| | Travel Spending <u>in the U.S.</u> (\$ Billions) | Travel Spending <u>in the U.S.</u> (\$ Billions) | <u>Percent Change</u> (%) |
| Public Transportation | \$100.8 | \$96.1 | 4.9% |
| Auto Transportation | 92.6 | 82.4 | 12.4% |
| Lodging | 93.9 | 87.8 | 7.0% |
| Foodservice | 130.6 | 123.6 | 5.6% |
| Entertainment/Recreation | 63.5 | 59.9 | 6.0% |
| General Retail | 43 | 41 | 4.8% |
| Domestic Travelers | \$524.4 | \$490.9 | 6.8% |
| International Travelers* | \$74.8 | \$64.5 | 15.9% |
| Total | \$599.2 | \$555.4 | 7.9% |

Source: TIA

* Total international traveler spending does not include international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.

Travel Employment in 2004

Nearly 1.5 million jobs were added to the non-farm sector of the strengthening U.S. economy in 2004, a 1.1 percent increase from 2003, according to the U.S. Bureau of Labor Statistics (BLS). This reduced the national unemployment rate to 5.5 percent from 6.0 percent in 2003. Employment generated by domestic and international traveler spending in the U.S. increased 1.0 percent during 2004.

Examining just employment related to domestic travel expenditures, the greatest gain occurred in the entertainment/recreation sector, with employment up 1.1 percent. Employment related to auto transportation and lodging increased 0.8 percent each in 2004. Employment generated by domestic travel in the travel planning sector (i.e., the travel agent and travel arrangement industry), however, declined 4.1 percent in 2004, the most severe decline among all travel industry sectors. Employment in the public transportation sector (composed primarily of the airline industry) continued to decline as well, down 2.3 percent from 2003.

| Table 4: Travel-Generated Employment in the U.S., 2003-2004 | | | |
|--|---|---|------------------------------|
| Employment | 2004 | 2003 | 2004/2003 |
| | <u>Travel-Generated Employment</u> (Thousands) | <u>Travel-Generated Employment</u> (Thousands) | <u>Percent Change</u> (%) |
| Public Transportation | 947 | 969 | -2.3% |
| Auto Transportation | 257 | 255 | 0.8% |
| Lodging | 1,211 | 1,202 | 0.8% |
| Foodservice | 2,446 | 2,434 | 0.5% |
| Entertainment/Recreation | 1,082 | 1,070 | 1.1% |
| General Retail | 333 | 336 | -1.0% |
| Travel Planning | 171 | 178 | -4.1% |
| Domestic Travelers | 6,447 | 6,445 | 0.0% |
| International Travelers | 884 | 815 | 8.5% |
| Total | 7,332 | 7,260 | 1.0% |

Sources: TIA, BLS

| Table 5: Overall U.S. Economic Developments, 2002-2004 | | | |
|---|------------|------------|------------|
| | 2002 | 2003 | 2004 |
| Nominal gross domestic product (\$ Billions) | \$10,469.6 | \$10,971.2 | \$11,734.3 |
| Real gross domestic product (\$ Billions)* | \$10,048.8 | \$10,320.6 | \$10,755.7 |
| Total retail sales (\$ Billions) | \$3,141.5 | \$3,275.4 | \$3,521.7 |
| Real disposable personal income (\$ Billions)* | \$7,562.2 | \$7,741.8 | \$8,004.3 |
| Real personal consumption expenditures (\$ Billions)* | \$7,099.3 | \$7,306.6 | \$7,588.6 |
| Consumer price index** | 179.9 | 184.0 | 188.9 |
| Travel price index** | 196.3 | 201.1 | 210.2 |
| Non-farm payroll employment (Millions) | 130.3 | 130.0 | 131.5 |
| Unemployment rate (%) | 5.8 | 6.0 | 5.5 |
| Percentage change from previous year | | | |
| Nominal gross domestic product | 3.4% | 4.8% | 7.0% |
| Real gross domestic product | 1.6% | 2.7% | 4.2% |
| Total retail sales | 2.3% | 4.3% | 7.5% |
| Real disposable personal income | 3.1% | 2.4% | 3.7% |
| Real personal consumption expenditures | 2.7% | 2.9% | 3.9% |
| Consumer price index | 1.6% | 2.3% | 2.7% |
| Travel price index | -0.3% | 2.4% | 4.5% |
| Non-farm payroll employment | -1.1% | -0.3% | 1.1% |

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Census Bureau, TIA

* Chained 2000 dollars

** Base period: 1982-84=100

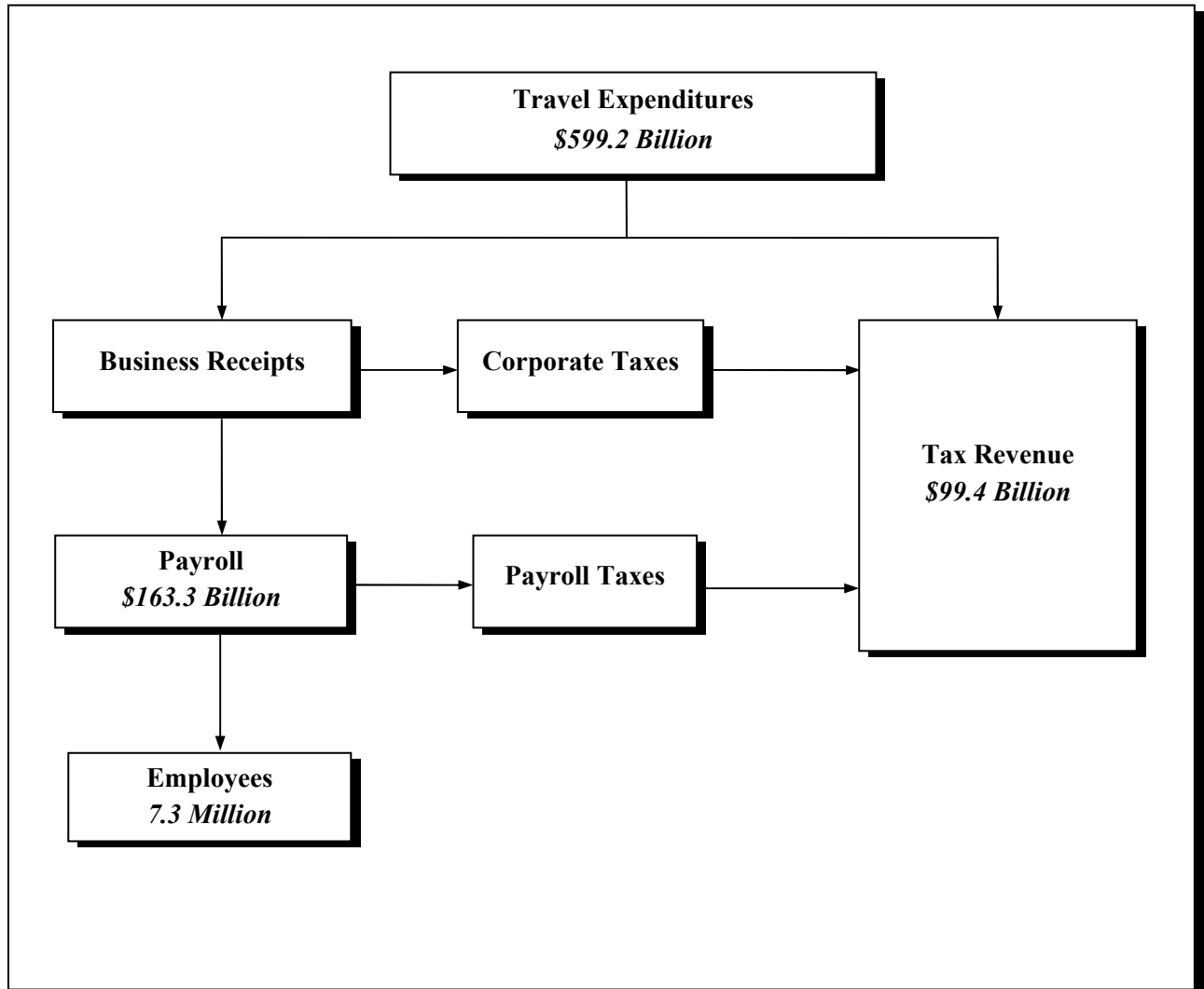
| Table 6: Travel Trends, 2000-2004 | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|
| | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
| Total U.S. resident person-trips (Millions) | 1,100.8 | 1,123.1 | 1,127.0 | 1,140.0 | 1,163.9 |
| Total international visitors (Millions) | 51.2 | 46.9 | 43.6 | 41.2 | 46.1 |
| U.S. travel expenditures (\$ Billions) | \$498.4 | \$479.0 | \$473.6 | \$490.9 | \$524.4 |
| International travel expenditures in the U.S. * (\$ Billions) | \$82.4 | \$71.9 | \$66.7 | \$64.5 | \$74.8 |
| Travel price index | 194.8 | 196.9 | 196.3 | 201.1 | 210.2 |
| Travel-generated employment** (Thousands) | 7,701 | 7,596 | 7,366 | 7,260 | 7,332 |
| <i>Percentage change from previous year</i> | | | | | |
| Total U.S. resident person-trips | 1.0% | 2.0% | 0.4% | 1.2% | 2.1% |
| Total international visitors | 5.6% | -8.4% | -7.1% | -5.4% | 11.8% |
| U.S. travel expenditures | 6.7% | -3.9% | -1.1% | 3.7% | 6.8% |
| International travel expenditures in the U.S. * | 10.2% | -12.8% | -7.2% | -3.3% | 15.9% |
| Travel price index | 6.1% | 1.1% | -0.3% | 2.4% | 4.5% |
| Travel-generated employment** | 2.9% | -1.4% | -3.0% | -1.4% | 1.0% |

Sources: TIA, Office of Travel and Tourism Industries (OTTI)/International Trade Administration

Note: * Includes international traveler spending within the U.S. only.

** Includes employment generated by both domestic and international traveler expenditures.

Direct Travel Impact in the United States in 2004



Blackstone Valley Rhode Island/Massachusetts Region – An Overview

The Blackstone Valley Rhode Island/Massachusetts region discussed in this study covers 22 communities located within Providence County in northern Rhode Island and 20 communities within Worcester County in central Massachusetts. Based on the data from the U.S. Census Bureau, the estimated total population in the Blackstone Valley Region was nearly 603 thousand in 2004. The population in the Rhode Island side was 315 thousand, 29.1 percent of Rhode Island's total. The population in the Massachusetts side was nearly 288 thousand, 4.5 percent of Massachusetts' total. Total people in the labor force was nearly 301 thousand, almost half (49.9%) of the total population in the region during 2004.

The Blackstone Valley of Rhode Island and Massachusetts is the “Birthplace of the American Industrial Revolution,” the place where America made the transformation from farm to factory. In 1986, the Blackstone Valley was recognized as a special place and designated as a National Heritage Corridor by the U.S. Congress. The Blackstone River Valley National Heritage Corridor covers nearly 400,000 acres of land and contains over 10,000 historic buildings and sites. America's first cotton mill opened in 1790 in Pawtucket, Rhode Island, sparking the historical phenomenon of the Industrial Revolution.

The Blackstone Valley is not only rich in history, but also in recreational and many other activities, such as railway tours, motorcoach tours, walking tours, riverboat cruises, vineyard, farm and orchard tours, parades, concerts, arts festivals, bicycling, boat racing, camping, hiking, hunting, kayaking, wildlife viewing, dining out, and shopping at factory outlets and antique and gift stores.

The continued efforts of the Blackstone Valley Tourism Council have been instrumental in fostering collaboration among the region's communities and organizations to help enhance its economy, preserve its environment, and expand its recreational opportunities. Success is demonstrated through these efforts each year as the Blackstone Valley region welcomes tens of thousands of visitors, making tourism a very important contributor to the economy. Today, travel generates more jobs for the local residents and more tax revenue for local and state governments. It is no doubt that the travel industry will continue to contribute more to the region's economy in the future making the Blackstone Valley even stronger and more prosperous a destination to be treasured by residents and visitors alike.

Travel Volume

Travel volume is measured by person-trips in this study. One person-trip is defined as one person who takes a trip of 50 miles or more, one way, away from home or a trip including one or more nights' stay. Trips commuting to/from work or school, or trips taken as a flight attendant or vehicle operator, are not included.

Total travel volume includes all person-trips taken by travelers who visited the Blackstone Valley Rhode Island/Massachusetts region. The Blackstone Valley Rhode Island/Massachusetts region may not have been the final destination for some of these travelers.

Total person-trips in the Blackstone Valley Rhode Island/Massachusetts region reached nearly 2.3 million in 2004.

| Table 7: Trip Characteristics of Domestic Travelers in the Blackstone Valley RI/MA Region, 2004 | |
|--|-----|
| Total Person-Trips (Millions) | 2.3 |
| Overnight Person-Trips | 63% |
| Day-Trip Person-Trips | 37% |
| Leisure Person-Trips | 88% |
| Business Person-Trips | 12% |
| Person-Trips used Auto as Primary Mode of Transportation | 68% |
| Person-Trips used Other Forms as Primary Mode of Transportation | 32% |

Source: TIA

Overnight Person-Trips vs. Day-Trip Person-Trips

In this study, one overnight person-trip is defined as one person staying one or more nights during his or her trip. One day-trip person-trip means one person takes a trip of 50 miles or more, one way, away from home, without staying overnight.

Of the total 2.3 million domestic person-trips to the Blackstone Valley Rhode Island/Massachusetts region during 2004, 63 percent were overnight person-trips, 37 percent were day-trip person-trips.

Leisure Trips vs. Business Trips

Leisure travel includes person-trips taken to visit friends or relatives, for entertainment, for outdoor recreation purposes, or for personal pleasure/other purposes. Business travel includes person-trips taken for general business, convention/conference/seminar, and combined business/pleasure purposes.

Business travel accounted for 12 percent of total domestic person-trips in the Blackstone Valley Rhode Island/Massachusetts region in 2004.

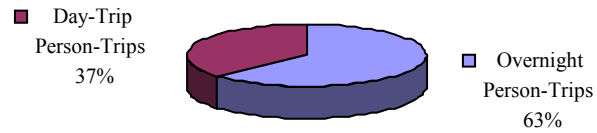
Seven in eight (88%) domestic person-trips in the Blackstone Rhode Island/Massachusetts region were taken for leisure purposes during 2004.

Auto Person-Trips vs. Other Modes of Transportation Person-Trips

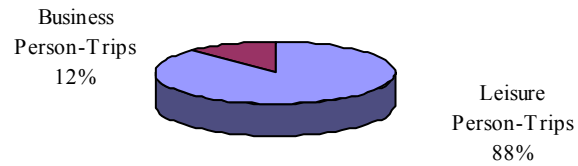
One auto person-trip means one person takes a trip by driving a personal auto/truck, rental car, or camper/recreation vehicle as his or her primary mode of transportation. Other modes of transportation include ship/boat, airplane, bus, motor coach, and train. Similar to most regions in the United States of America, the most commonly used mode of transportation by domestic travelers to the Blackstone Valley Rhode Island/Massachusetts region was automobiles during 2004.

Sixty-eight percent of total domestic person-trips in the region involved automobile as the primary mode of transportation. Thirty-two percent of total domestic person-trips in the region involved other forms of transportation.

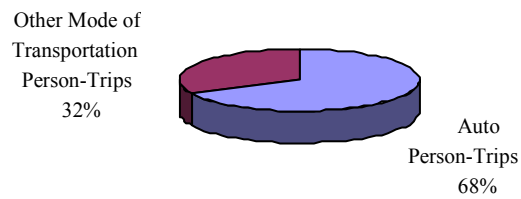
**Overnight Person-Trips vs. Day-Trip Person-Trips
of Total 2.3 Million Domestic Person-Trips, 2004**



**Leisure Person-Trips vs. Business Person-Trips
of Total 2.3 Million Domestic Person-Trips, 2004**



**Mode of Transportation Person-Trips
of Total 2.3 Million Domestic Person-Trips, 2004**



Type of Lodging

Three types of lodging are categorized in this study. They are Hotel/Motel/B&B (Bed and Breakfast), Private/Friends' Homes, and Camp/Vacation Home/Other.

Among overnight travelers, nearly half (48%) paid for hotels or motels; about two out of five (41%) stayed in private homes or friends' homes; and around one in ten (11%) stayed in vacation homes, camps or other places.

| Table 8: Overnight Travel in the Blackstone Valley RI/MA region by Accommodation Type, 2004 | |
|--|--------------------|
| Category | Share (Percent) |
| Total Overnight Person-Trips | 100% |
| Hotel/Motel/B&B | 48% |
| Private/Friend Home | 41% |
| Vacation Home/Camp/Other | 11% |

Source: TIA

Economic Impact of Domestic Travel

Domestic travelers in the Blackstone Valley Rhode Island/Massachusetts region directly spent \$474.4 million during 2004 on transportation, lodging, food, entertainment and recreation, and incidentals. These traveler expenditures generated 6,400 jobs and \$124.6 million in payroll for the region's residents. These expenditures also contributed \$26.5 million and \$13.0 million in tax revenue to the Rhode Island and Massachusetts state governments and local governments, respectively.

Table 9 summarizes total travel expenditures, employment and payroll generated by these expenditures, as well as state and local tax revenue generated by these expenditures.

| Table 9: Economic Impact of Domestic Travel on the Blackstone Valley RI/MA Region, 2004 | |
|--|---------|
| Travel Expenditures (\$ Millions) | \$474.4 |
| Travel-Generated Employment | 6,400 |
| Travel-Generated Payroll (\$ Millions) | \$118.9 |
| Travel-Generated Tax Revenue for State Governments (\$ Millions) | \$26.5 |
| Travel-Generated Tax Revenue for Local Governments (\$ Millions) | \$13.0 |

Source: TIA

Domestic Travel Expenditures

Travel expenditures are assumed to take place whenever one traveler exchanges money for an activity considered part of his/her trip. Travel expenditures can be separated into 16 categories representing traveler purchases of goods and services at the retail level. Expenditures estimated in this study represent spending that occurred in the Blackstone Valley Rhode Island/Massachusetts region.

For purposes of this study, direct domestic travel expenditures are grouped into six categories – public transportation, auto transportation, lodging, foodservice, entertainment/recreation and general retail trade. Spending estimates reflect travelers, not local consumers. Travelers include persons who travel at least 50 miles or more, one way, away from home or take trips including one or more nights' stay. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school, are all excluded from this study.

During 2004, domestic travelers directly spent \$474.4 million in the Blackstone Valley Rhode Island/Massachusetts region.

Public transportation expenditures in the Blackstone Valley Rhode Island/Massachusetts region include traveler spending on bus and boat/ship transportation, as well as taxicab or limousine services. Air travel cost is not included in this study. Domestic travelers spent \$33.6 million on this category in 2004.

Automobile transportation expenditures include gasoline consumption during leisure and business trips, cost of renting automobiles or other motor vehicles, and a prorated share of the fixed costs of owning an automobile, truck, or other recreational vehicle, such as insurance, licenses, fees, tax, repair and depreciation costs. Spending on auto transportation totaled \$105.7 million in 2004, accounting for 22.3 percent of total expenditures.

Lodging expenditures include traveler spending on hotels and motels, bed and breakfasts, campgrounds and trailer parks, rental of vacation homes and other types of lodging. During 2004, travelers in the region spent \$117.5 million on lodging, the second largest sector among the six categories investigated in this report. This represents 24.8 percent of total travel expenditures.

The spending on the foodservice category include traveler spending in commercial eating and drinking facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption. In 2004, travelers spent \$124.4 million on this category, the largest spending sector, representing 26.2 percent of total travel expenditures in the region.

Entertainment and recreation expenditures include traveler spending on recreation facility user fees, admissions at historical places, museums and attractions, attendance at movies, sports events and other forms of entertainment and recreation while traveling. Domestic travelers spent

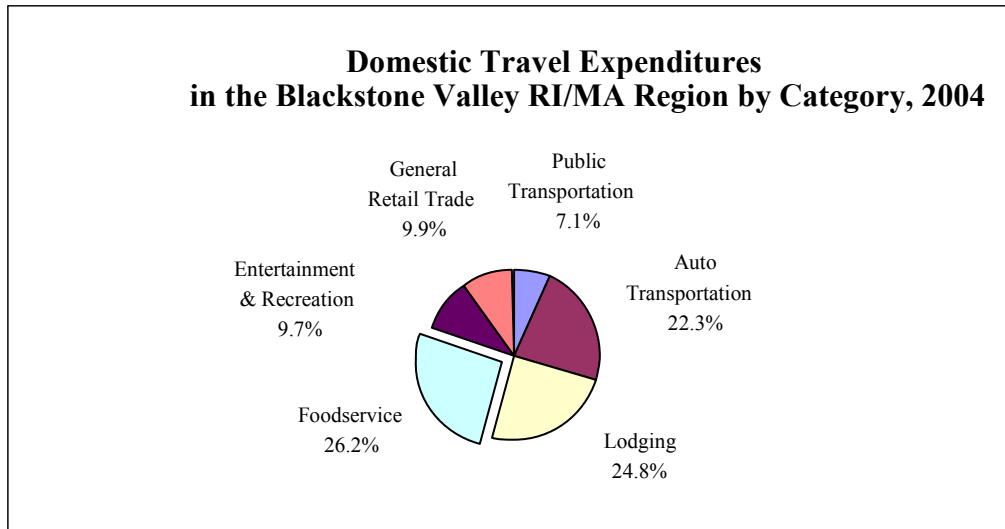
Domestic Travel Expenditures

\$46.2 million on this category during 2004 in the region, nearly 10 percent of total travel expenditures.

Traveler spending on general retail trade purchases includes gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature. Travelers spent \$47.0 million on general retail trade shopping, almost 10 percent of total travel expenditures.

| Table 10: Domestic Travel Expenditures in the Blackstone Valley RI/MA Region by Category, 2004 | | |
|---|--|-------------------|
| <i>2004 Expenditures</i> | <u>Domestic Total</u> (\$ Millions) | <u>% of Total</u> |
| Public Transportation | \$33.6 | 7.1% |
| Auto Transportation | 105.7 | 22.3% |
| Lodging | 117.5 | 24.8% |
| Foodservice | 124.4 | 26.2% |
| Entertainment & Recreation | 46.2 | 9.7% |
| General Retail Trade | 47.0 | 9.9% |
| Total | \$474.4 | 100.0% |

Source: TIA



Source: TIA

Domestic Travel-Generated Employment and Payroll

The most impressive contribution that travel and tourism makes to the Blackstone Valley Rhode Island/Massachusetts region's economy is the number of businesses and jobs it supports. Due to the diversity of the travel industry in the area, a wide variety of multi-level jobs are supported. These jobs include various executive and managerial positions, as well as a large number of service-oriented occupations.

Travel-generated payroll is the wage and salary income paid to employees directly serving the traveler within the industry sectors from which travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

During 2004, domestic traveler spending in the Blackstone Valley Rhode Island/Massachusetts region generated 6,400 jobs, including full-time and seasonal/part-time positions in the region. The total wage and salary earned by these 6,400 employees reached \$124.6 million. Based on Bureau of Labor Statistics' data, these 6,400 jobs accounted for 2.2 percent of the region's total Civilian labor force.

On average, every dollar spent by domestic travelers produced 26.3 cents in wage and salary income for the residents of the region. In the region, average annual wage and salary income in the travel industry was around \$19,500 during 2004.

The foodservice sector provided more jobs than any other industry sector through travel spending in the Blackstone Valley Rhode Island/Massachusetts region during 2004, generating 2,400 jobs, more than one third (37.5%) of the region total. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on food service contribute to the high level of travel employment in this sector. This sector also posted the largest payroll generated by domestic travel spending in 2004 at \$36.1 million, 29.0 percent of the region total.

The lodging sector ranked second in domestic travel-generated employment and payroll in the Blackstone Valley Rhode Island/Massachusetts region with 1,400 jobs and \$31.6 million in wage and salary income.

The entertainment and recreation sector was the third largest job and payroll generator for the travel industry in the region during 2004. Around 1,100 people worked in this sector as full time, part time or seasonal employees in 2004, 17.1 percent of the region total. Payroll generated in this sector totaled \$19.2 million, 15.4 percent of the region total.

Travel-generated employment in the travel planning sector includes travel agents, tour operators, and other travel service staff who arrange passenger transportation, lodging, tours and other related services. The domestic traveler spending generated nearly 700 jobs and \$18.2 million in payroll in this sector for the region's residents during 2004.

Domestic Travel-Generated Employment and Payroll

| Table 11: Domestic Travel-Generated Employment in the Blackstone Valley RI/MA Region by Category, 2004 | | |
|---|-----------------------|-------------------|
| <i>2004 Employment</i> | <u>Domestic Total</u> | <u>% of Total</u> |
| Public Transportation | 200 | 3.1% |
| Auto Transportation | 300 | 4.7% |
| Lodging | 1,400 | 21.9% |
| Foodservice | 2,400 | 37.5% |
| Entertainment & Recreation | 1,100 | 17.2% |
| General Retail Trade | 300 | 4.7% |
| Travel Planning | 700 | 10.9% |
| Total | 6,400 | 100.0% |

Source: TIA

| Table 12: Domestic Travel-Generated Payroll in the Blackstone Valley RI/MA Region by Category, 2004 | | |
|--|--|-------------------|
| <i>2004 Payroll</i> | <u>Domestic Total</u> (\$ Millions) | <u>% of Total</u> |
| Public Transportation | \$5.7 | 4.6% |
| Auto Transportation | 6.8 | 5.5% |
| Lodging | 31.6 | 25.3% |
| Foodservice | 36.1 | 29.0% |
| Entertainment & Recreation | 19.2 | 15.4% |
| General Retail Trade | 7.0 | 5.6% |
| Travel Planning | 18.2 | 14.6% |
| Total | \$124.6 | 100.0% |

Source: TIA

Domestic Travel-Generated Tax Revenue by Level of Government

Travel tax receipts are tax revenues attributable to travel spending in the Blackstone Valley Rhode Island/Massachusetts region. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure as well as a variety of public programs.

In 2004, total tax revenue, including state and local, generated by domestic traveler spending in the Blackstone Valley Rhode Island/Massachusetts region reached \$39.6 million.

Travel-generated tax revenue for state governments include corporate taxes, individual income taxes, sales and gross receipts taxes, and excise taxes. Domestic travel spending in the Blackstone Valley Rhode Island/Massachusetts region generated \$26.5 million in tax revenue in 2004 for Rhode Island and Massachusetts state treasuries. On average, each travel dollar produced 5.6 cents in state tax receipts. The state sales tax was the largest source of state travel-related revenue.

Travel-generated tax revenue for local governments includes county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes. During 2004, domestic traveler spending generated \$13.0 million for local governments. Each domestic travel dollar produced 2.7 cents for local tax coffers.

| Table 13: Domestic Travel-Generated Tax Revenue in the Blackstone Valley RI/MA Region by Level of Government, 2004 | | |
|---|----------------------------------|-------------------|
| <i>2004 Tax Revenue</i> | <u>Domestic</u> (\$ Millions) | <u>% of Total</u> |
| State Government | \$26.5 | 67.0% |
| Local Government | 13.0 | 33.0% |
| Total* | \$39.6 | 100.0% |

Source: TIA

** Rounding.*

APPENDICES

Appendix A: TravelScope® Methodology

TravelScope is a cooperative research effort, funded by states, cities and other participants and managed by the research department of the Travel Industry Association. Since 1994, TravelScope has collected visitor volume, market share, trip characteristics, and demographics for all U.S. domestic travel.

To collect these data, TravelScope uses a mail panel of U.S. households operated by National Family Opinion (NFO) Research, Inc. Each month, a representative sample of 25,000 households is mailed a questionnaire that asks the total number of trips of 50 miles or more away from home and/or overnight trips taken in the previous month by all members of the household.

The panel has more than 475,000 households. The samples are representative of all U.S. households, the panel is selected to match the U.S. census population on five variables: census region of residence, market size of residence, age of household head, household income, and household size.

Respondents are asked to record details of up to three trips taken in the previous month. Specifically, the survey collects information on:

- primary and secondary purpose of trip,
- primary and secondary mode of transportation,
- the number of household members traveling (adults and children),
- whether the trip was a group tour,
- up to three states or countries visited on each trip,
- key cities/places visited in each state/country,
- the number of nights in each type of accommodation,
- trip expenditures, and
- activities.

TravelScope demographic information is collected from each responding household head via the NFO Research mail panel. The demographics reflect the profile of heads of household, although it is possible that someone else in the household is the traveler. Responses are sample-balanced to match the U.S. population.

Appendix B: Travel Economic Impact Model

Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at TIA (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight and day trips to places 50 miles away or more, one way, from the traveler's origin and any overnight trips away from home in paid accommodations.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

Travel *expenditure* is assumed to take place whenever traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

Employment represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

Description of the Model

Estimates of Travel Expenditures

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Sixteen (16) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by TIA, The Bureau of Labor Statistics' Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

Estimates of Business Receipts, Payroll and Employment

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is

related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level.

Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, TIA's travel surveys and other sources are used in building and updating the model. These data indicate the change in travel spending for each of

the expenditure categories for each state over the previous year, as well as changes in the relationship of travel spending to employment, payroll and tax revenue.

Limitations of the Study

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

Appendix C: Glossary of Terms – TEIM

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation" as indicated in the TravelScope.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

Appendix D: Glossary of Terms - TravelScope®

Activities. TravelScope gathers information on 20 different activity categories: (1) visiting historic places, sites, museums; (2) attending performing arts events (e.g., concerts, plays, stage shows); (3) attending cultural events or festivals; (4) visiting art museums or galleries; (5) outdoor activities (e.g., hunt, fish, hike, bike, camp); (6) shopping; (7) engaging in nightlife activities or dancing; (8) beach activities; (9) visiting national or state parks; (10) attending sports events; (11) gambling; (12) water sports or boating; (13) playing golf; (14) going to theme or amusement parks; (15) visiting zoos, aquariums, or science museums; (16) winter sports (e.g., skiing); (17) rural sightseeing; (18) city/urban sightseeing; (19) taking seminars or courses; (20) attending a social or family event (e.g., wedding, funeral, graduation).

Annual Household Income. The total combined annual income of the household before taxes.

Business Trip. Any trip where the primary purpose of the trip is given as “business,” “convention/conference/seminar,” or “combined business/pleasure.”

Census Region of Origin/Destination. Regional breakdowns as defined by the U.S. Bureau of Census:

| | |
|-----------|--|
| Northeast | New England: Connecticut, Maine, Massachusetts, New Hampshire, Georgia and Vermont. Mid-Atlantic: New Jersey, New York and Pennsylvania |
| South | South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia. East South Central: Alabama, Kentucky, Mississippi and Tennessee. West South Central: Arkansas, Louisiana, Oklahoma and Texas. |
| Midwest | East North Central: Illinois, Indiana, Michigan, Ohio and Wisconsin West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota. |
| West | Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming. Pacific: California, Oregon and Washington. (Alaska and Hawaii as destinations only) |

Designated Market Area (DMA). Designated Marketing Areas (DMAs) are areas of television coverage defined by counties that are based on surveys conducted by Nielsen Media Research. A DMA is often larger than a Metropolitan Statistical Area (MSA).

Household. Comprises all persons who occupy a “housing unit”, that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Length of Stay. The number of nights spent on entire trip.

Lifestage. Lifestage groups are based on household size and composition (e.g. number of members, marital status, presence of children), age of household head, and employment of household head.

Lodging. Information is gathered on five lodging categories: (1) hotel/motel/b&b; (2) private home; (3) condominium/time share; (4) recreational vehicle/tent; and (5) other.

Mode of Transportation. Each trip is classified according to the respondent’s answer to the question, “Primary and secondary transportation (mode).” See air mode and auto mode.

Nights Away from home. The number of nights spent away from home on one trip, including nights spent at the destination and en route. It is possible for a trip not to involve an overnight stay if the traveler took a trip of 50 miles or more, one-way, and returned home the same day.

Number of Household Members on Trip. Number of household members on a trip, including the respondent.

Person-Trip. A person on a trip. If three persons from a household go together on one trip, their travel counts as one trip and three person-trips. If three persons from this household take two trips, they account for six person-trips. (A trip is counted each time one or more members of a household travel 50 miles or more, one-way, away from home or spends one or more overnights and returns.)

Leisure Trip. Any trip where the primary purpose of the trip is given as “visit friends or relatives, outdoor recreation, entertainment/sightseeing, or other pleasure/personal.”

Purpose of Trip. Each trip is classified according to the respondent’s answer to the questions “primary and secondary purpose” with these categories: (1) visit friends or relatives, (2) outdoor recreation, (3) entertainment/sightseeing, (4) other pleasure/personal, (5) business-general, (6) convention/conference/seminar, (7) combined business/pleasure.

Trip. A household trip. The term “household trips” counts the number of trips taken by U.S. households in a year. To qualify, a “household trip” must be 50 miles or more, one-way, away from home or include one or more overnights. Respondents are instructed to not include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator.

Appendix E: Sources of Data

This appendix presents the sources of data used in this report.

Sources

Air Transport Association
American Automobile Association
Amtrak
American Society of Travel Agents
Blackstone Valley Tourism Council on Behalf of
 the Blackstone Valley National Heritage Corridor Communities
Bureau of the Census, U.S. Department of Commerce
Bureau of Economic Analysis, U.S. Department of Commerce
Bureau of Labor Statistics, U.S. Department of Labor
Federal Aviation Administration, U.S. Department of Transportation
Federal Highway Administration, U.S. Department of Transportation
Massachusetts Department of Revenue
National Park Service
Rhode Island Department of Revenue
Smith Travel Research
Travel Industry Association of America

Appendix F: TravelScope® Survey Card

Please complete for each **pleasure/personal or business trip** taken in the month of **OCTOBER**—where you and/or other members of your household (HH) traveled **50 miles or more, one-way, away from home (including day trips) OR spent one or more overnights**. **DO NOT** include trips commuting to/from work or school or trips taken as a flight attendant or commercial vehicle operator.

TOTAL # OF TRIPS IN OCTOBER: _____ If you **DID NOT TRAVEL** for pleasure/personal or business, X here and return card.
(If more than 3 trips were taken, please record the information for your 3 most recent trips. Record Trips #2 and #3 on Side 2.)

| OCTOBER | Purpose (See Codes) | Transportation (See Codes) | Number Of HH Members Traveling | List States/Countries Visited (X box if passed through only) | Key Cities & Places Visited In That State/Country | (X box if no nights) | # Nights in Each State/Country In: | | | | | Total \$ Spent Per State/Country | Activities In State/Country (See Codes) |
|-----------|---------------------|----------------------------|--------------------------------|--|---|--------------------------|------------------------------------|--------------|------------------|---------|-------|----------------------------------|---|
| | | | | | | | Hotel/Motel/B&B | Private Home | Condo/Time Share | RV/Tent | Other | | |
| Trip #1 | | | No. By Age | <input type="checkbox"/> 1. _____ | | <input type="checkbox"/> | # | # | # | # | # | \$ | |
| Primary | | | 0-17 | <input type="checkbox"/> 2. _____ | | <input type="checkbox"/> | # | # | # | # | # | \$ | |
| Secondary | | | 18+ | <input type="checkbox"/> 3. _____ | | <input type="checkbox"/> | # | # | # | # | # | \$ | |

| PURPOSE CODES | TRANSPORTATION CODES | ACTIVITY CODES |
|--|---|--|
| 1- Visit friends/relatives 2- Outdoor recreation 3- Entertainment/Sightseeing 4- Other pleasure/personal 5- Business-General (e.g., Consulting, Service) 6- Business-Convention/Conference/Seminar 7- Combined Business/pleasure | 1- Own Auto/Truck 2- Rental car 3- Camper/RV 4- Ship/Boat 5- Airplane 6- Bus 7- Motor coach 8- Train 9- Other | 01- Historic places, sites, museums 02- Performing Arts (e.g., Concerts, Plays, Stage shows) 03- Cultural Events/Festivals 04- Art museums/Galleries 05- Outdoor (e.g., hunt, fish, hike, bike, camp) 06- Shopping 07- Nightlife/Dancing 08- Beach activities 09- National/State park 10- Attend sports event 11- Gambling 12- Water sports/Boating 13- Golf 14- Theme/Amusement park 15- Zoo/Aquarium/Science Museum 16- Winter sports (e.g., skiing) 17- Rural sightseeing 18- City/Urban sightseeing 19- Seminar/Courses 20- Attend a social/family event (e.g., wedding, funeral, graduation) |

CONTINUE ⇨

| OCTOBER | Purpose (See Codes) | Transportation (See Codes) | Number Of HH Members Traveling | List States/Countries Visited (X box if passed through only) | Key Cities & Places Visited In That State/Country | (X box if no nights) | # Nights in Each State/Country In: | | | | | Total \$ Spent Per State/Country | Activities In State/Country (See Codes) |
|-----------|---------------------|----------------------------|--------------------------------|--|---|--------------------------|------------------------------------|--------------|------------------|---------|-------|----------------------------------|---|
| | | | | | | | Hotel/Motel/B&B | Private Home | Condo/Time Share | RV/Tent | Other | | |
| Trip #2 | | | No. By Age | <input type="checkbox"/> 1. _____ | | <input type="checkbox"/> | # | # | # | # | # | \$ | |
| Primary | | | 0-17 | <input type="checkbox"/> 2. _____ | | <input type="checkbox"/> | # | # | # | # | # | \$ | |
| Secondary | | | 18+ | <input type="checkbox"/> 3. _____ | | <input type="checkbox"/> | # | # | # | # | # | \$ | |
| Trip #3 | | | No. By Age | <input type="checkbox"/> 1. _____ | | <input type="checkbox"/> | # | # | # | # | # | \$ | |
| Primary | | | 0-17 | <input type="checkbox"/> 2. _____ | | <input type="checkbox"/> | # | # | # | # | # | \$ | |
| Secondary | | | 18+ | <input type="checkbox"/> 3. _____ | | <input type="checkbox"/> | # | # | # | # | # | \$ | |

| PURPOSE CODES | TRANSPORTATION CODES | ACTIVITY CODES |
|--|---|--|
| 1- Visit friends/relatives 2- Outdoor recreation 3- Entertainment/Sightseeing 4- Other pleasure/personal 5- Business-General (e.g., Consulting, Service) 6- Business-Convention/Conference/Seminar 7- Combined Business/pleasure | 1- Own Auto/Truck 2- Rental car 3- Camper/RV 4- Ship/Boat 5- Airplane 6- Bus 7- Motor coach 8- Train 9- Other | 01- Historic places, sites, museums 02- Performing Arts (e.g., Concerts, Plays, Stage shows) 03- Cultural Events/Festivals 04- Art museums/Galleries 05- Outdoor (e.g., hunt, fish, hike, bike, camp) 06- Shopping 07- Nightlife/Dancing 08- Beach activities 09- National/State park 10- Attend sports event 11- Gambling 12- Water sports/Boating 13- Golf 14- Theme/Amusement park 15- Zoo/Aquarium/Science Museum 16- Winter sports (e.g., skiing) 17- Rural sightseeing 18- City/Urban sightseeing 19- Seminar/Courses 20- Attend a social/family event (e.g., wedding, funeral, graduation) |