

# The Economic Impact of Visitors

## Massachusetts

2023

State, Regional, & County Visitor Impacts

October 2024

**PREPARED FOR**

Massachusetts Executive Office of Economic Development



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# The Economic Impact of Visitors in Massachusetts

**2023**

## **State, Regional, & County Visitor Impacts**

Massachusetts Executive Office of Economic Development

10/30/2024

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Photo by Massachusetts Office of Travel and Tourism

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# Table of Contents

<b>INTRODUCTION</b>	<b>7</b>
<b>U.S. ECONOMIC TRENDS</b>	<b>9</b>
SUMMARY	9
ECONOMIC INDICATORS, 2019-2023	10
<b>U.S. TRAVEL IMPACTS</b>	<b>12</b>
DIRECT TRAVEL SPENDING	12
<i>Direct Travel Spending 2001-2023</i>	12
<i>Direct Travel Spending by Commodity 2001-2023</i>	12
DIRECT EMPLOYMENT	14
<b>MASSACHUSETTS VISITOR IMPACTS</b>	<b>16</b>
DIRECT VISITOR IMPACTS	16
2023 Summary	16
<i>Direct Visitor Spending</i>	17
<i>Direct Visitor-Generated Earnings</i>	20
<i>Direct Visitor-Generated Employment</i>	21
<i>Direct Visitor-Generated Tax Revenue</i>	22
<i>Historical Trend of Direct Visitor Impacts</i>	24
VISITOR VOLUME	27
<i>Visitor Volume by Origin</i>	28
<i>Visitor Trip Details</i>	29
TOTAL VISITOR IMPACTS	30
<i>Total Spending, 2023</i>	31
<i>Total Employment, 2023</i>	32
<i>Total Earnings, 2023</i>	33
<b>REGIONAL VISITOR IMPACTS</b>	<b>35</b>
DEFINITION OF MASSACHUSETTS REGIONAL TOURISM COUNCILS	35
DIRECT VISITOR IMPACTS	36
<b>COUNTY VISITOR IMPACTS</b>	<b>76</b>
DIRECT VISITOR IMPACTS	76
<b>APPENDIX</b>	<b>91</b>
OTHER TRAVEL IMPACTS	91
<i>Massachusetts Direct Impacts of Other Travel</i>	91
<i>County Direct Impacts of Other Travel</i>	92
<i>Current and Inflation-Adjusted Direct Travel Spending</i>	93
<b>GLOSSARY</b>	<b>94</b>
<b>METHODOLOGY</b>	<b>95</b>

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# Introduction

## Purpose of the Report

This report was commissioned by the Massachusetts Office of Travel and Tourism to assess the economic impact of visitors to the state of Massachusetts. A visitor is an individual who travels 50 miles or more from their place of residence on a non-routine day or overnight trip, this includes in-state and out-of-state travelers. Visitor travel represents an important component of Massachusetts's state economy. Spending by visitors in Massachusetts generates earnings, employment and taxes throughout the state. Many counties in Massachusetts contain attractive travel destinations and consider the travel industry a primary economic industry in their area. This report describes economic impacts attributable to visitor spending throughout the state, detailing important trends within the industry. Economic impact analysis of travel activity often accounts for impacts attributable to visitor spending and 'Other Travel' spending which includes resident spending on air travel or travel planning services and travel arrangement services and convention activity. Although the body of this report only reports the economic impacts attributable to visitor spending, the impacts attributable to 'Other Travel' are reported in the Appendix.

## How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Massachusetts. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.



**Spending, Employment, Earnings, and Taxes** are the key metrics to measure the economic impacts of visitors.

## What are visitor impacts?

**Visitor impacts** measure the economic impact of visitor travel activity within a region. Because visitor travel encompasses many activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make economic impact estimates for each visitor related activity to determine the total visitor impact. Visitor impact reports are used by industry stakeholders to benchmark visitor travel against other local industries, understand the makeup of travel activity in their region, and communicate the economic relevance of the regional travel industry.





U.S. Economic Trends  
2023

# U.S. Economic Trends

## Summary

The U.S. economy maintained steady growth in 2024, marking the continuation of an economic expansion that began after the brief but severe COVID-19 recession in 2020. Real GDP increased by 4.2 percent cumulatively in the first two quarters of 2024, building on the 2.5 percent growth recorded in 2023. This growth reflects a resilient economy bolstered by strong consumer spending and consistent business investment. However, the economy faces ongoing challenges, including persistent trade imbalances and sector-specific inflationary pressures.

Consumer spending, which accounts for approximately two-thirds of the U.S. economy, was the dominant driver of economic growth in both 2023 and 2024, contributing 2.6 percentage points to the 4.2 percent real GDP growth rate in the first two quarters of 2024. This spending was driven by the services sector, which saw continued expansion as the travel and hospitality industries recovered from pandemic lows. Business investment also remained strong, contributing 2.2 percentage points to GDP growth in 2024, reflecting ongoing business confidence and capital expenditure.

The labor market continued its positive trajectory in 2024, with nonfarm payrolls increasing steadily and the employment rate for prime-age workers (ages 25 to 54) reaching 80.8 percent in mid-2024. This strong labor market performance contributed to wage growth, with average hourly earnings for non-supervisory employees increasing consistently, outpacing inflation in most sectors. Despite signs of moderation, inflation remained a significant concern in 2024. The Consumer Price Index (CPI) recorded an annual average increase of 3.35 percent in 2023, driven primarily by the continued rise in shelter prices, which added 2.1 percentage points to the CPI. Core services, excluding shelter, contributed an additional one percentage point in 2023, reflecting the impact of domestic wage growth on service prices. In contrast, core goods, heavily influenced by import prices and technological improvements, did not contribute to CPI inflation. This is a notable shift from 2021, when core goods inflation added 1.9 percentage points to the CPI, underscoring the evolving inflation dynamics in the economy.

Trade imbalances continued to pose challenges for the U.S. economy. Although exports grew by 0.4 percentage points in 2024, the increase in imports outpaced export growth, leading to a net subtraction of 1.4 percentage points from GDP. This trend reflects ongoing domestic demand for foreign goods and a strong dollar. The U.S. economy in 2024 reflects a complex mix of sustained growth and ongoing challenges. While consumer spending and business investment continue to drive expansion, issues such as trade imbalances and inflationary pressures in specific sectors will require careful management in the years ahead.



## U.S. Economic Trends

### Economic Indicators, 2019-2023

	2019	2020	2021	2022	2023
<b>Economic Indicator</b>					
Nominal gross domestic product*	\$21.5T	\$21.3T	\$23.6T	\$25.7T	\$27.4T
Real gross domestic product*	\$20.7T	\$20.2T	\$21.4T	\$21.8T	\$22.4T
Real disposable personal income	\$15.6T	\$16.6T	\$17.1T	\$16.1T	\$16.8T
Real personal consumption expenditures*	\$13.9T	\$13.6T	\$14.7T	\$15.1T	\$15.4T
Consumer Price Index**	256	259	271	293	305
Travel Price Index	292	275	300	341	346
Nonfarm payroll employment	150.9B	142.2B	146.3B	152.5B	156.1B
Unemployment rate	3.7%	8.1%	5.4%	3.6%	3.6%

**Sources:** U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics, U.S. Travel Association

\* In chained 2017 dollars

\*\* 1982-84=100

### Year over Year Change of Economic Indicators, 2019-2023

	2019	2020	2021	2022	2023
<b>Economic Indicator</b>					
Nominal gross domestic product	4%	-1%	11%	9%	6%
Real gross domestic product	3%	-2%	6%	2%	3%
Real disposable personal income	3%	6%	3%	-6%	4%
Real personal consumption expenditures	2%	-3%	8%	3%	2%
Consumer Price Index	2%	1%	5%	8%	4%
Travel Price Index	2%	-6%	9%	14%	2%
Nonfarm payroll employment	1%	-6%	3%	4%	2%
Unemployment rate	-6%	120%	-34%	-32%	0%

**Sources:** U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics, U.S. Travel Association



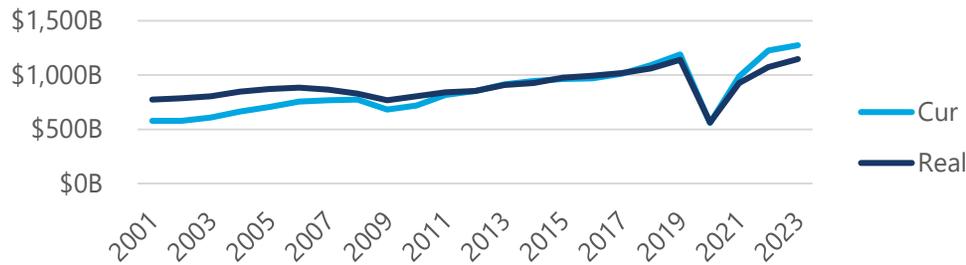
U.S. Travel Impacts  
2023

# U.S. Travel Impacts

## Direct Travel Spending

The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard-hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services, with total travel spending declining by 47% (-\$632B) in 2020. Travel spending recovered fully in 2023, exceeding 2019 real spending by 0.6%

### Direct Travel Spending 2001-2023

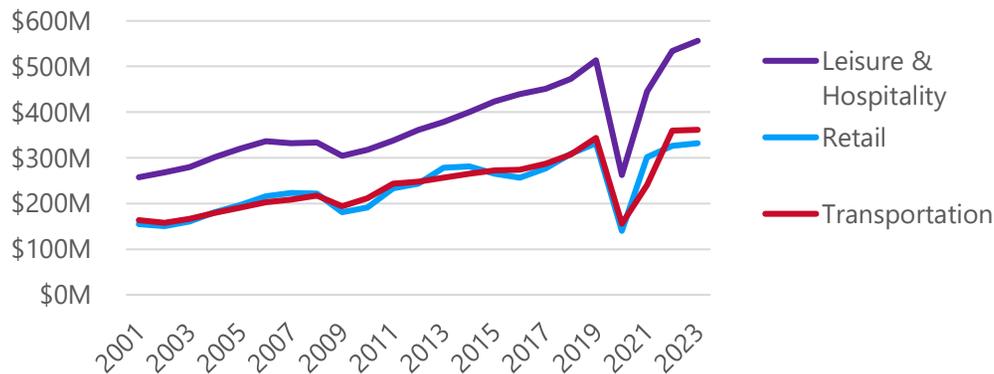


**Source:** Dean Runyan Associates

**Note:** Real spending is in chained 2017 dollars.

National travel-related spending was \$1.3 trillion in 2023, a **3.9% (6.8% when adjusted for inflation) increase** compared to the previous year.

### Direct Travel Spending by Commodity 2001-2023



**Source:** Dean Runyan Associates

**Note:** DRA estimates 2023 national direct spend using Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2022 and available annual industry trends for 2023.

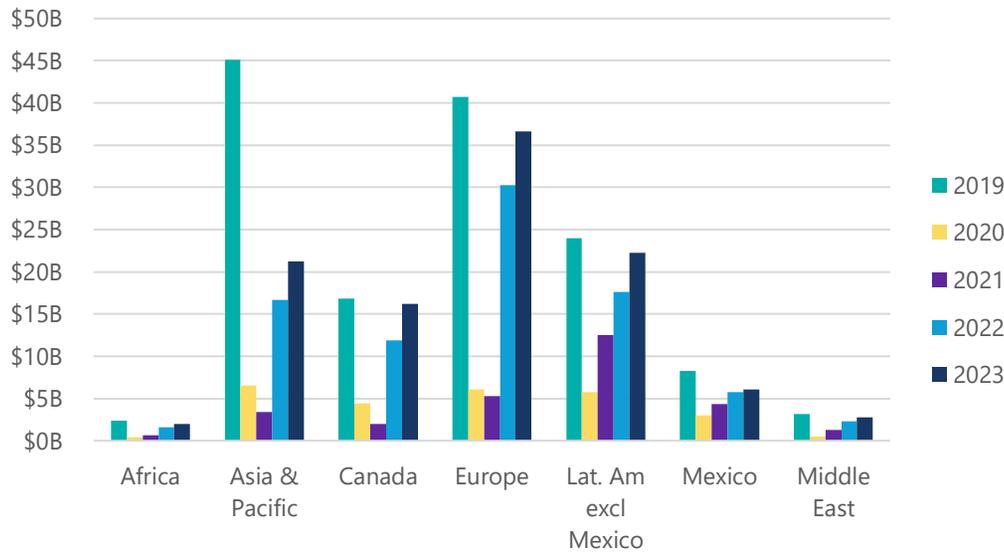
Travelers spent \$556.4 million on Leisure & Hospitality in 2023, accounting for **44.5% of the total direct expenditures.**

# U.S. Travel Impacts

## Direct Spending

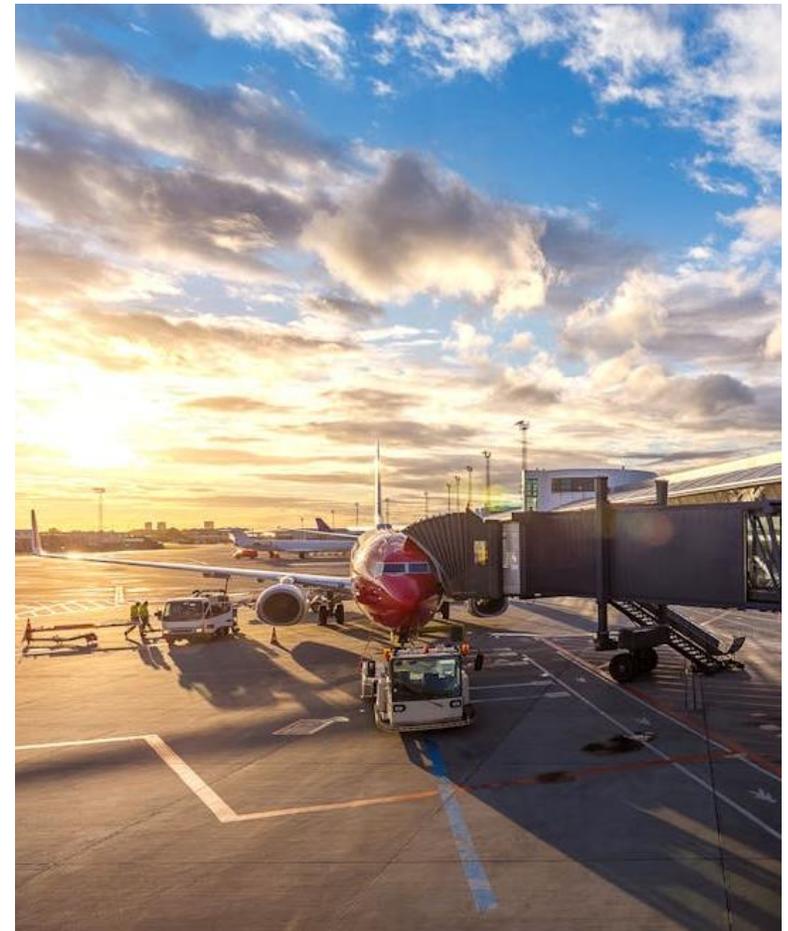
While international travel spending was up 21.0% in 2023 compared to the previous year, all regions were still below 2019 levels. Travel from Asia & Pacific is still significantly lower than before the pandemic. The increased cost of airline travel associated with inflation of oil prices also had a major impact on international travel.

### International Travel Spending 2019-2023



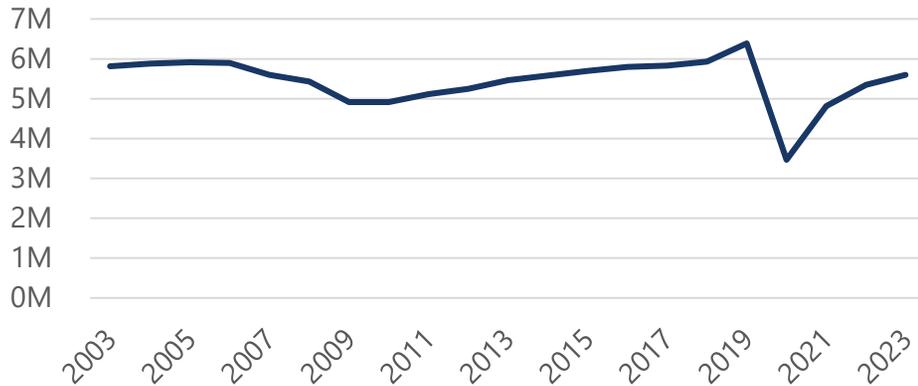
Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

European travelers spent \$36.6 million on U.S. travel in 2023, a **21.0% increase** compared to the previous year.



# U.S. Travel Impacts

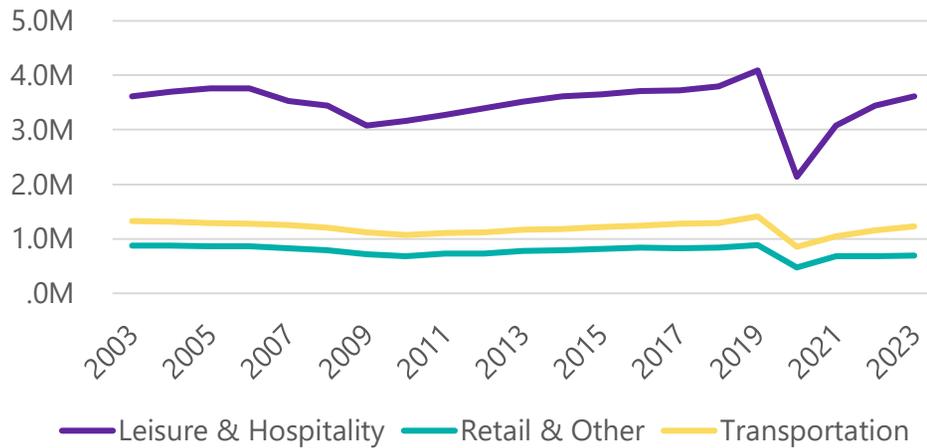
## Direct Employment



Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Travel industry employment continues to recover nationally. Approximately **253.9 thousand jobs were gained in 2023, a 4.7% increase** compared to the previous year.

## Direct Employment by Industry Sector



Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Travel supported 3.6 million jobs in the Leisure and Hospitality industry in 2023, a **4.8% increase** compared to the previous year.



Massachusetts Visitor Impacts  
2023

# Massachusetts Visitor Impacts

## Direct Visitor Impacts

### 2023 Summary



#### 5.3% Increase in Visitor\* Spending

Visitor spending in Massachusetts increased 5.3% from \$22.4 billion in 2022 to \$23.6 billion in 2023.



#### 8,320 Jobs Gained

Direct visitor-generated employment grew from 146,010 in 2022 to 154,330 in 2023. Approximately 8,320 jobs were generated, representing a 5.7% increase compared to the previous year.



#### 10.3% Growth in Earnings

Direct visitor-generated earnings grew from \$5.6 billion in 2022 to \$6.2 billion in 2023, an increase of approximately \$581.1 million or 10.3%.



#### 9.1% Increase in Tax Revenue

Tax revenue (local and state) generated by visitor spending grew from \$2.1 billion in 2022 to \$2.3 billion in 2023, a 9.1% increase. In 2023, state and local tax revenue generated approximately \$825 per Massachusetts household.

**Source:** Dean Runyan Associates

**Note:** Estimates are subject to revision when more complete or additional data becomes available. Direct visitor impacts only account for the economic impacts attributable to visitor spending. The direct impacts attributable to 'Other Travel' are reported in the Appendix.

\*A visitor is an individual who travels 50 miles or more from their place of residence on a non-routine day or overnight trip. This includes in-state and out-of-state travelers.

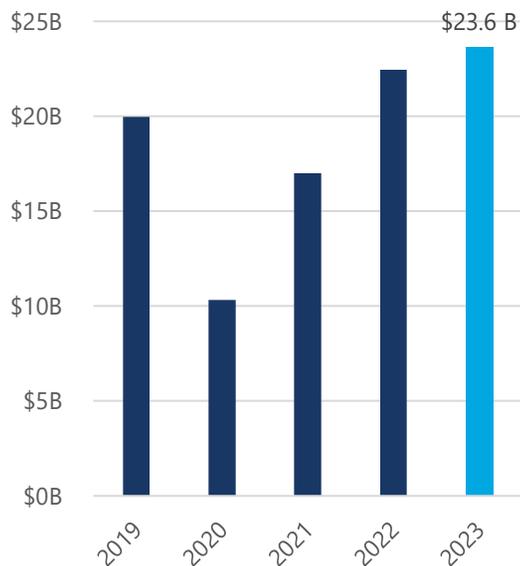


Photo by Massachusetts Office of Travel and Tourism

# Massachusetts Visitor Impacts

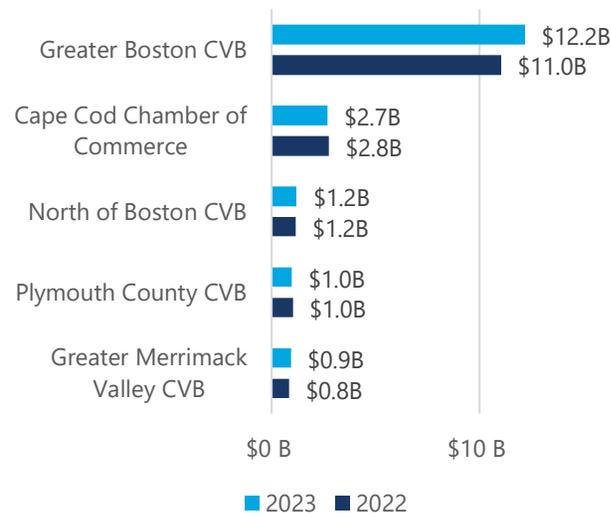
## Direct Visitor Spending

Visitor spending increased by \$1.2 billion in 2023.



Visitor spending grew from \$22.4 billion in 2022 to \$23.6 billion in 2023, a 5.3% increase.

Visitor spending increased in most of the top 5 regions.



Visitor spending increased in three out of the five top travel regions in Massachusetts between 2022 and 2023. Visitors spent approximately \$12.2 billion in the Greater Boston CVB region alone in 2023, which was 51.6% of the statewide total.



Visitors spent **\$23.6 billion** in Massachusetts in 2023

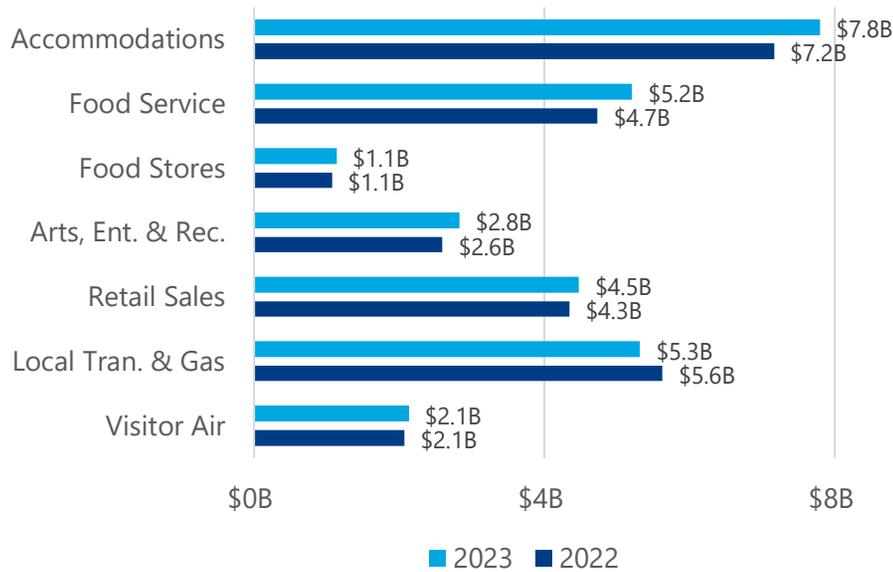
### What is direct visitor spending?

**Direct visitor spending** refers to all spending on goods and services by visitors at the destination. The commodity categories spending is reported for in this report include accommodations, food service, food stores, arts/entertainment/recreation, retail sales, local transportation and gas, retail sales, and visitor air.

# Massachusetts Visitor Impacts

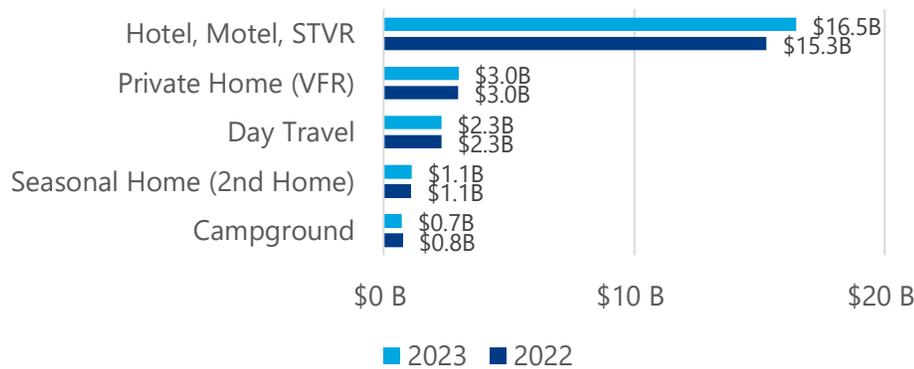
## Direct Visitor Spending

### Direct Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$6.6 billion in 2023, **an increase of 9.9%**. Spending on food service generated \$3.9 billion, **an increase of 10.8%**.

### Direct Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel, or short-term vacation rental (STVR) spent a combined \$16.5 billion in 2023, **an increase of 7.8%** compared to 2022.

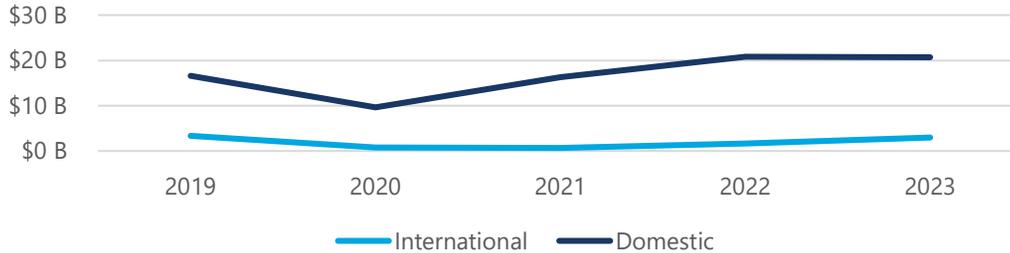
**Sources:** Dean Runyan Associates, Omnitrak Group, Energy Information Administration, Bureau of Labor Statistics CPI, STR

**Note:** Percent change calculated on unrounded figures.

# Massachusetts Visitor Impacts

## Direct Visitor Spending

### Direct Visitor Spending by Origin



In 2023, **domestic visitors who traveled to Massachusetts spent \$20.7 billion** while international visitors spent \$2.9 billion.

Sources: Dean Runyan Associates, U.S BEA, International Trade Administration

### Regional Direct Visitor Spending by Origin

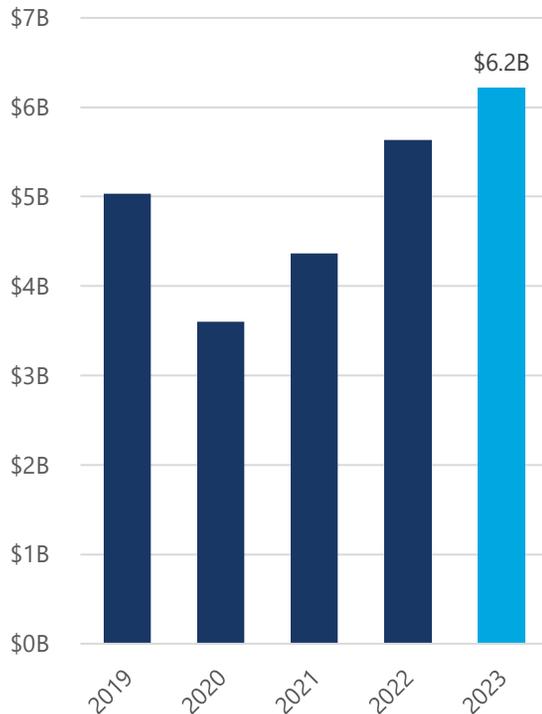
	2019	2020	2021	2022	2023
<b>International</b>					
Cape Cod and The Islands	\$167.7M	\$35.3M	\$34.0M	\$87.2M	\$146.5M
Central Massachusetts	\$65.1M	\$13.7M	\$13.2M	\$33.9M	\$56.9M
Greater Boston	\$3.0B	\$624.2M	\$595.6M	\$1.4B	\$2.6B
North of Boston	\$20.4M	\$4.3M	\$4.1M	\$10.6M	\$17.8M
South of Boston	\$20.4M	\$4.3M	\$4.1M	\$10.6M	\$17.8M
Western Massachusetts	\$110.2M	\$23.2M	\$22.3M	\$57.3M	\$96.2M
<b>Total</b>	<b>\$3.3B</b>	<b>\$705.1M</b>	<b>\$673.4M</b>	<b>\$1.6B</b>	<b>\$2.9B</b>
<b>Domestic</b>					
Cape Cod and The Islands	\$2.5B	\$2.3B	\$3.5B	\$3.7B	\$3.6B
Central Massachusetts	\$1.4B	\$877.4M	\$1.3B	\$1.7B	\$1.7B
Greater Boston	\$7.7B	\$3.2B	\$6.5B	\$9.6B	\$9.6B
North of Boston	\$1.8B	\$961.6M	\$1.6B	\$2.0B	\$2.1B
South of Boston	\$1.5B	\$1.1B	\$1.7B	\$1.9B	\$1.8B
Western Massachusetts	\$1.7B	\$1.2B	\$1.7B	\$1.9B	\$1.9B
<b>Total</b>	<b>\$16.6B</b>	<b>\$9.6B</b>	<b>\$16.3B</b>	<b>\$20.8B</b>	<b>\$20.7B</b>

Sources: Dean Runyan Associates, U.S. BEA, International Trade Administration

# Massachusetts Visitor Impacts

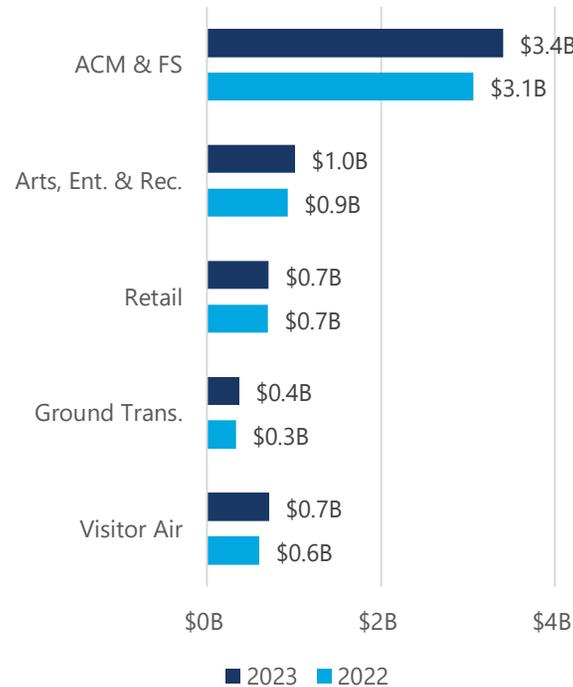
## Direct Visitor-Generated Earnings

Direct visitor-generated earnings increased by \$581.1 million in 2023.



Direct visitor-generated earnings grew from \$5.6 billion to \$6.2 billion in 2023, an increase of 10.3% from the prior year.

Component sectors of the travel industry showed mixed growth.



Earnings from Accommodation & Food Services (ACM & FS) grew \$3.1 billion in 2022 to \$3.4 billion in 2023, an increase of 11.0%. The visitor air sector saw the largest increase in earnings, with 18.7% growth during the same period.



$$\begin{aligned}
 &(\text{Revenue} - \text{Cost of Goods Sold} - \\
 &\text{Expenses} - \text{Sales Tax}) \\
 &= \\
 &\mathbf{\text{Earnings}}
 \end{aligned}$$

### What are direct visitor-generated earnings?

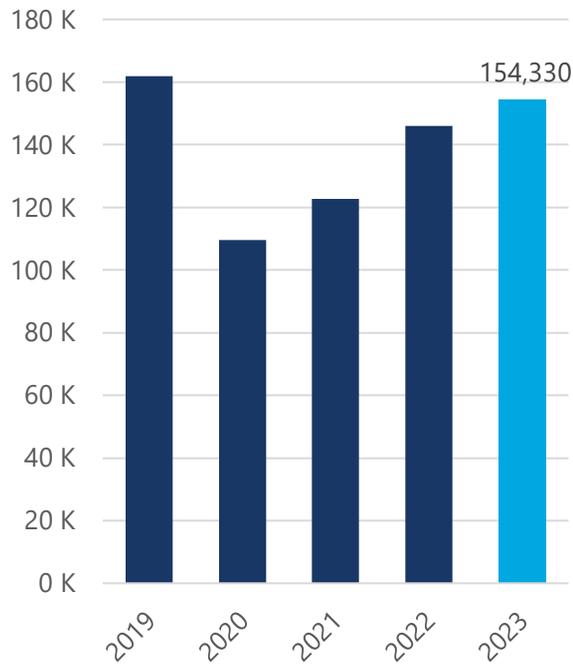
**Direct visitor-generated earnings** represent the total after-point of sale tax income from visitor spending. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of visitor-generated earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

# Massachusetts Visitor Impacts

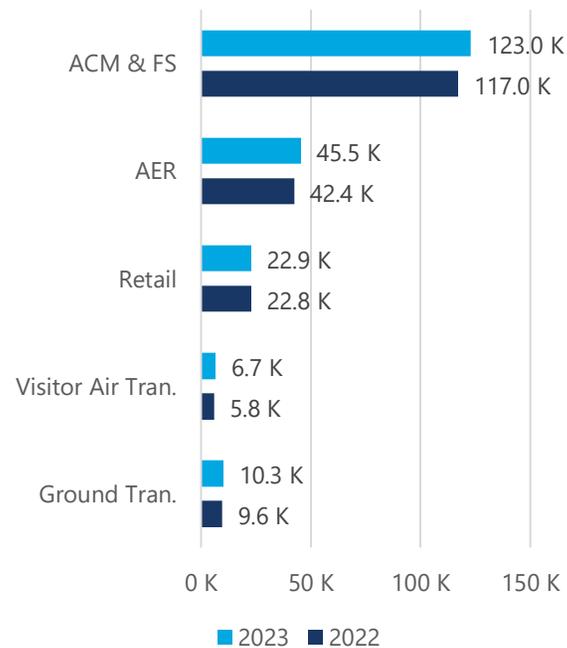
## Direct Visitor-Generated Employment

Direct visitor-generated employment increased by 8,320 jobs in 2023.



Direct visitor-generated employment grew from 146,010 to 154,330 jobs in 2023, a 5.7% increase from the prior year.

Direct visitor-generated employment in the Accom. & Food Serv. Sector increased 5.7% in 2023.



Employment in the Accommodations and Food Services (ACM & FS) sector totaled 94,251 in 2023, a gain of 5,056 jobs (5.7%) from 2022. Arts, Entertainment, and Recreation grew by 8.3%, gaining 2,140 jobs.



In 2023, every \$1 million in travel-related spending resulted in 6 jobs for the industry.

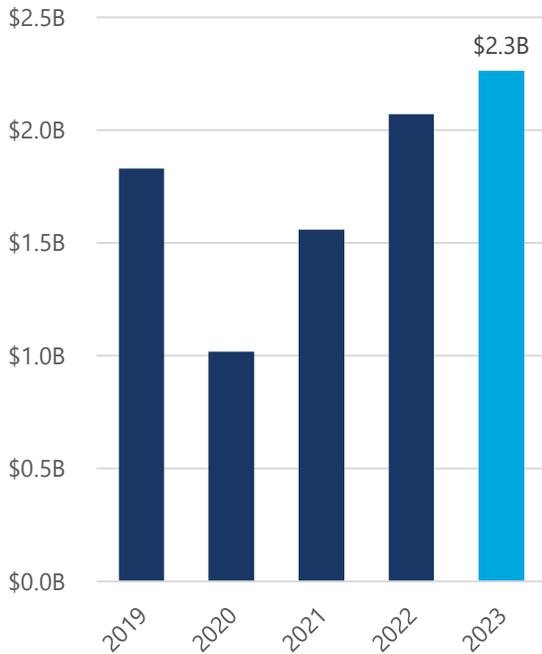
### What is direct visitor-generated employment?

**Direct visitor-generated employment** refers to the total number of full and part-time jobs directly attributable to visitor spending. A significant share of many industries' earnings come from visitor-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Massachusetts, a total employment number attributable to travel can be reached. Employment figures reflect an annual average level of employment.

# Massachusetts Visitor Impacts

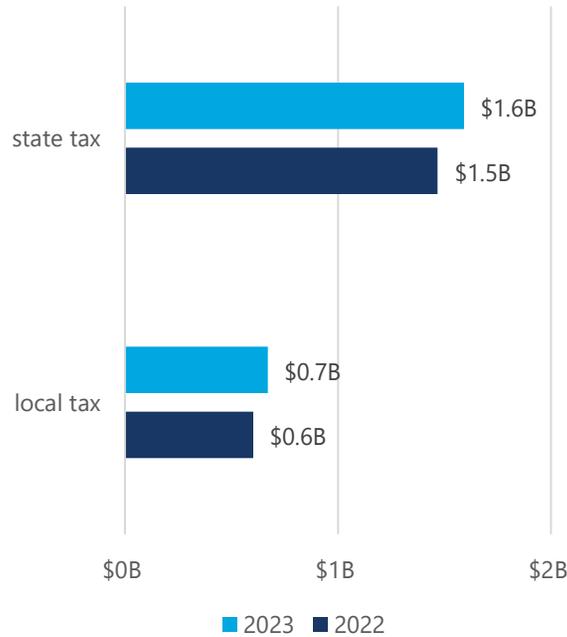
## Direct Visitor-Generated Tax Revenue

Direct visitor-generated tax revenue increased by \$189.5 million in 2023.



Direct visitor-generated tax revenue increased from \$2.1 billion to \$2.3 billion in 2023, an increase of 9.1% from the prior year.

Tax revenue increased across state and local sources.



State tax receipts 8.3% grew while local tax receipts grew 11.3%. The stronger growth in local tax receipts is largely attributable to local sales and lodging tax revenue. Visitor-generated state and local tax revenue generated approximately \$825 per Massachusetts household in 2023.



$$\text{State tax} + \text{Local tax} = \text{Tax Revenue}$$

### What is direct visitor-generated tax revenue?

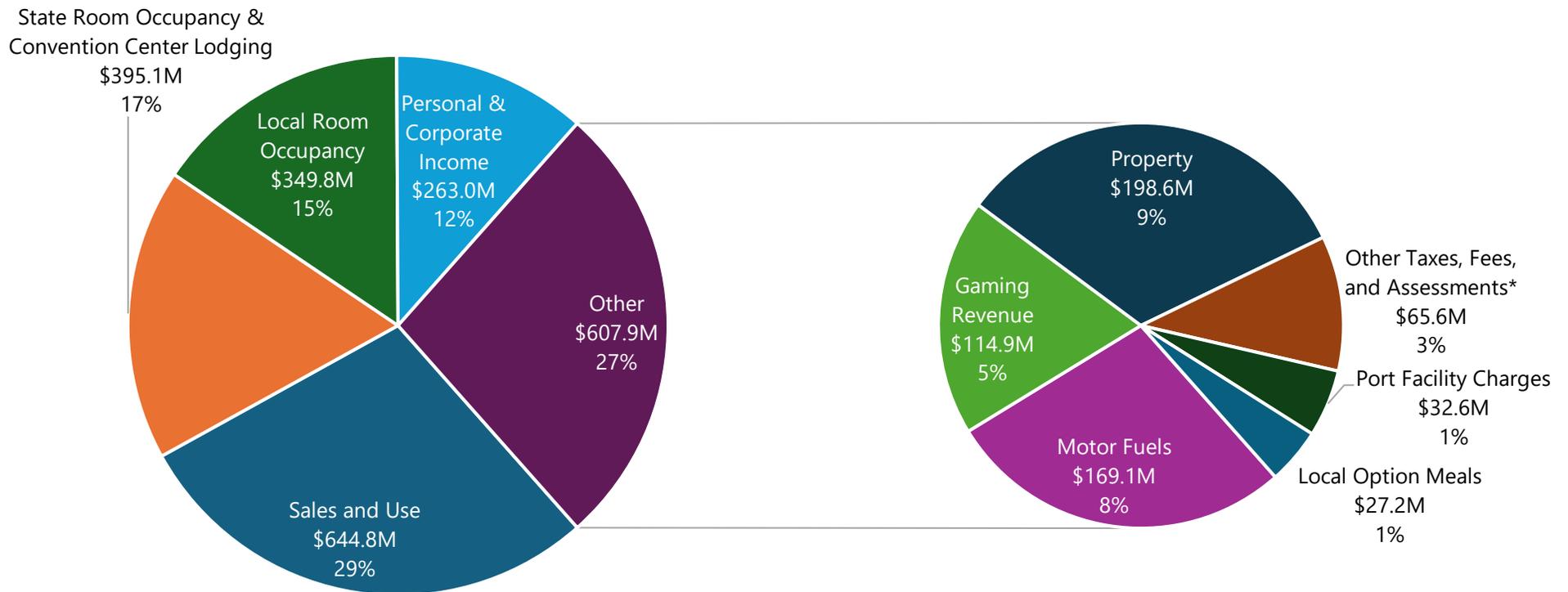
**Direct visitor-generated tax revenue** includes federal, state, and local tax revenue generated from visitor spending. **State taxes** primarily include lodging taxes, motor fuel taxes, income, and sales taxes. **Local taxes** primarily take the form of sales taxes imposed by cities, counties, and other tax jurisdictions in Massachusetts. They also include a share of property taxes paid by travel industry business and employees.

# Massachusetts Visitor Impacts

## Direct Visitor-Generated Tax Revenue

The taxes generated by visitor spending in 2023 are presented in the chart below. Sales and Use tax generated the largest proportion of tax revenue statewide with \$644.8 million which accounts for 29% of state and local tax revenue. An additional 17% of tax revenue is raised through State Occupancy and Convention Center Lodging tax and 15% is generated through Local Room Occupancy. The remainder of taxes generated by visitor spending include Personal & Corporate Income tax and "Other" which include Motor Fuel tax, Gaming Revenue Tax, Property Tax, Local Option Meals Tax, Port Facility Charges imposed on visitors who travel to Massachusetts airports, and Other Taxes, Fees, and Assessments.

### State and Local Government Tax Revenues Generated by Visitor Spending, 2023



**Source:** Dean Runyan Associates

\*Other Taxes, Fees, and Assessments include convention center surcharges, tourism district assessments, state & local auto rental taxes, and water protection and STR impact fees.

# Massachusetts Visitor Impacts

## Historical Trend of Direct Visitor Impacts

Summary Table, 2019-2023

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Billions)</b>							
Visitor Spending	20.0	10.3	17.0	22.4	23.6	5.3%	18.3%
<b>Direct Earnings (\$Billions)</b>							
Earnings	5.0	3.6	4.4	5.6	6.2	10.3%	23.4%
<b>Direct Employment (Thousands)</b>							
Employment	162.0	109.6	122.7	146.0	154.3	5.7%	-4.7%
<b>Direct Tax Revenue (\$Billions)</b>							
Local Tax Receipts	0.5	0.2	0.4	0.6	0.7	11.3%	36.5%
State Tax Receipts	1.3	0.8	1.2	1.5	1.6	8.3%	18.9%
<b>Total</b>	<b>1.8</b>	<b>1.0</b>	<b>1.6</b>	<b>2.1</b>	<b>2.3</b>	<b>9.1%</b>	<b>23.6%</b>

**Source:** Dean Runyan Associates

**Notes:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Data limitations prevent disaggregation.

# Massachusetts Visitor Impacts

## Historical Trend of Visitor Spending

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Billions)</b>							
Visitor Spending	20.0	10.3	17.0	22.4	23.6	5.3%	18.3%
<b>Direct Visitor Spending by Type of Traveler Accommodation (\$Billions)</b>							
Hotel, Motel, STVR	13.6	5.6	10.9	15.3	16.5	7.8%	20.9%
Hotel, Motel	12.1	4.2	9.2	13.2	14.2	7.6%	17.4%
STVR	1.5	1.5	1.6	2.1	2.3	9.0%	49.1%
Campground	0.6	0.5	0.7	0.8	0.7	-5.1%	30.3%
Private Home (VFR)	2.7	2.0	2.5	3.0	3.0	0.6%	9.9%
Seasonal Home (2nd Home)	1.1	0.8	1.0	1.1	1.1	2.1%	6.7%
Day Travel	2.0	1.4	2.0	2.3	2.3	-0.2%	15.2%
<b>Total</b>	<b>20.0</b>	<b>10.3</b>	<b>17.0</b>	<b>22.4</b>	<b>23.6</b>	<b>5.3%</b>	<b>18.3%</b>
<b>Direct Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	5.2	2.0	3.9	6.0	6.6	9.9%	26.8%
Food Service	3.2	2.0	3.0	3.5	3.9	10.8%	21.0%
Food Stores	0.8	0.6	0.8	0.8	0.8	6.0%	10.1%
Arts, Ent. & Rec.	1.9	1.0	1.6	1.9	2.1	10.9%	15.9%
Retail Sales	3.5	2.1	3.2	3.8	3.9	3.4%	10.9%
Visitor Air	1.8	0.3	0.9	1.8	1.8	4.3%	3.7%
Local Tran. & Gas	3.6	2.2	3.6	4.7	4.4	-5.4%	21.0%
<b>Total</b>	<b>20.0</b>	<b>10.3</b>	<b>17.0</b>	<b>22.4</b>	<b>23.6</b>	<b>5.3%</b>	<b>18.3%</b>

**Source:** Dean Runyan Associates

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\* 2024 dollars as of September 2024

## Massachusetts Visitor Impacts

### Historical Trend of Direct Impacts Generated by Visitor Spending

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Billions)</b>							
Accom. & Food Serv.	2.9	1.9	2.3	3.1	3.4	11.0%	17.4%
Arts, Ent. & Rec.	0.8	0.5	0.7	0.9	1.0	9.2%	29.9%
Retail*	0.5	0.5	0.6	0.7	0.7	1.0%	34.5%
Ground Trans.	0.3	0.2	0.3	0.3	0.4	11.4%	15.8%
Visitor Air	0.5	0.4	0.5	0.6	0.7	18.7%	41.3%
<b>Total</b>	<b>5.0</b>	<b>3.6</b>	<b>4.4</b>	<b>5.6</b>	<b>6.2</b>	<b>10.3%</b>	<b>23.4%</b>
<b>Direct Employment (Thousands of Jobs)</b>							
Accom. & Food Serv.	102.3	67.3	74.0	89.2	94.3	5.7%	-7.9%
Arts, Ent. & Rec.	27.3	16.5	21.2	25.8	27.9	8.3%	2.3%
Retail*	17.1	15.5	16.0	17.3	17.1	-1.0%	0.3%
Ground Trans.	9.9	6.7	7.1	8.2	8.7	6.0%	-12.2%
Visitor Air	5.4	3.7	4.2	5.5	6.3	14.4%	17.5%
<b>Total</b>	<b>162.0</b>	<b>109.6</b>	<b>122.7</b>	<b>146.0</b>	<b>154.3</b>	<b>5.7%</b>	<b>-4.7%</b>
<b>Direct Tax Revenue (\$Billions)</b>							
Local Tax Receipts	0.5	0.2	0.4	0.6	0.7	11.3%	36.5%
State Tax Receipts	1.3	0.8	1.2	1.5	1.6	8.3%	18.9%
<b>Total</b>	<b>1.8</b>	<b>1.0</b>	<b>1.6</b>	<b>2.1</b>	<b>2.3</b>	<b>9.1%</b>	<b>23.6%</b>

**Source:** Dean Runyan Associates

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\* Retail includes gasoline.

# Massachusetts Visitor Impacts

## Visitor Volume

### Visitor Volume, 2021-2023



Massachusetts welcomed **52.3 million visitors in 2023, a 2.8% increase** compared to the previous year. Approximately 8.2M travelers visited for the day and 34.1M stayed overnight.

Source: Dean Runyan Associates

### Overnight Visitor Volume by Accommodation Type, 2021-2023

	Person			Party		
	2021	2022	2023	2021	2022	2023
<b>Nights</b>						
Hotel, Motel, STVR	36,921,800	47,952,400	50,150,000	15,555,900	20,234,100	21,172,600
Private Home (VFR)	24,314,200	24,240,600	24,325,100	12,633,600	12,593,600	12,635,800
Other Overnight	14,332,400	14,530,500	14,444,600	6,632,200	6,704,800	6,672,300
<b>Total</b>	<b>75,568,400</b>	<b>86,723,500</b>	<b>88,919,700</b>	<b>34,821,700</b>	<b>39,532,500</b>	<b>40,480,700</b>
<b>Trips</b>						
Hotel, Motel, STVR	15,648,400	20,431,900	21,339,900	6,785,200	8,848,000	9,250,400
Private Home (VFR)	8,945,000	8,918,200	8,949,600	4,659,900	4,645,300	4,661,100
Other Overnight	3,770,400	3,831,900	3,805,700	1,738,700	1,761,600	1,751,600
<b>Total</b>	<b>28,363,800</b>	<b>33,182,000</b>	<b>34,095,200</b>	<b>13,183,800</b>	<b>15,254,900</b>	<b>15,663,100</b>

Source: Dean Runyan Associates

Note: Figures rounded to the nearest 100

# Massachusetts Visitor Impacts

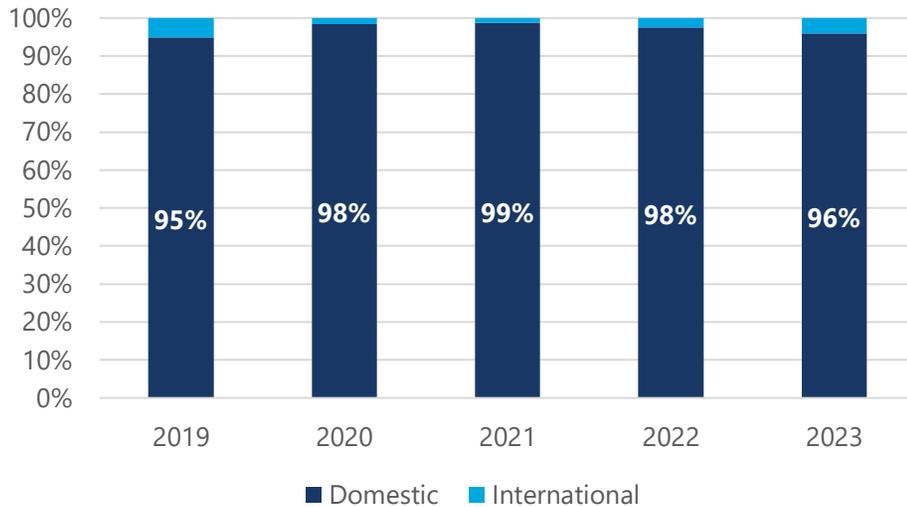
## Visitor Volume by Origin

	2019	2020	2021	2022	2023
<b>Visitor Volume</b>					
Domestic	47.6M	33.7M	43.5M	49.7M	50.2M
International	2.5M	0.5M	0.6M	1.3M	2.1M
<b>Total</b>	<b>50.1M</b>	<b>34.2M</b>	<b>44.1M</b>	<b>50.9M</b>	<b>52.3M</b>

Source: Dean Runyan Associates

Massachusetts welcomed **50.2 million domestic visitors** and 2.1 million international visitors in 2023.

## Proportion Visitor Volume by Origin



Source: Dean Runyan Associates

Domestic visitors make up the majority of Massachusetts visitor market. In 2023, **96% of visitors were of domestic origins.**

# Massachusetts Visitor Impacts

## Visitor Trip Details

Visitors who stay overnight typically spend more than visitors who come for the day. In 2023, day visitors spent \$127 on average per day, while overnight visitors spent between \$123 (private home VFR) to \$328 (Hotel, Motel, STVR) per day. Overnight visitors also traveled in larger parties than day visitors. In 2023, day visitors traveled in a party of 1.8, while overnight visitors traveled with a party between 1.9 (private home VFR) and 2.4 (hotel, motel STVR). Overnight visitors who stayed in a seasonal vacation home (2<sup>nd</sup> home) or camped, which is noted as 'Other Overnight' In the table below, had the longest length of stay with an average of 3.8 days.

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Day</b>						
Day	\$127	\$127	\$228	\$228	1.8	1.0
<b>Overnight</b>						
Hotel, Motel, STVR	\$328	\$771	\$777	\$1,779	2.4	2.3
Private Home (VFR)	\$123	\$335	\$237	\$643	1.9	2.7
Other Overnight	\$129	\$489	\$279	\$1,062	2.2	3.8
All Overnight	\$240	\$625	\$526	\$1,361	2.2	2.6

Source: Dean Runyan Associates



## Massachusetts Visitor Impacts

### Total Visitor Impacts

The total visitor impacts—which include direct and secondary spending, earnings, and employment attributable to visitor spending—are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects. The largest secondary impact industries are reported below.

- **Professional Services** (Secondary impacts include \$6.6 billion spent, 23.2 thousand jobs and \$1.5 billion in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.
- **Education and Health Services** (Secondary impacts include \$2.0 billion spend, 15.6 thousand jobs, and \$853.3 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.
- **Financial Activities** (Secondary impacts include \$1.8 billion spent, 4.7 thousand jobs, and \$478.1 million in earnings) Both businesses and individuals make use of banking and insurance institutions.
- **Trade** (Secondary impacts include \$1.9 billion spent, 10.0 thousand jobs and \$455.6 million in earnings) Employees and travel businesses utilize service providers such as repair shops, laundry, maintenance, and business services.

**Note:** The total impacts reported here only reflect the impacts attributable to visitor spending. The indirect and induced impact estimates reported here apply to the entire state and do not necessarily reflect economic patterns for individual counties. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.



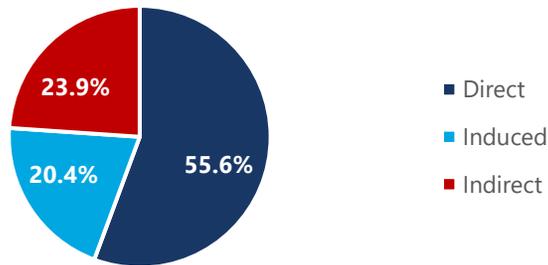
**Indirect and induced impacts** are the two categories of secondary economic impacts.

### What are secondary impacts?

**Secondary impacts** are the result of re-spending of visitor-related revenues. **Indirect** impacts represent effects associated with industries that supply goods and services to the direct businesses. **Induced** impacts represent effects of purchases made by employees in both the direct and indirect businesses.

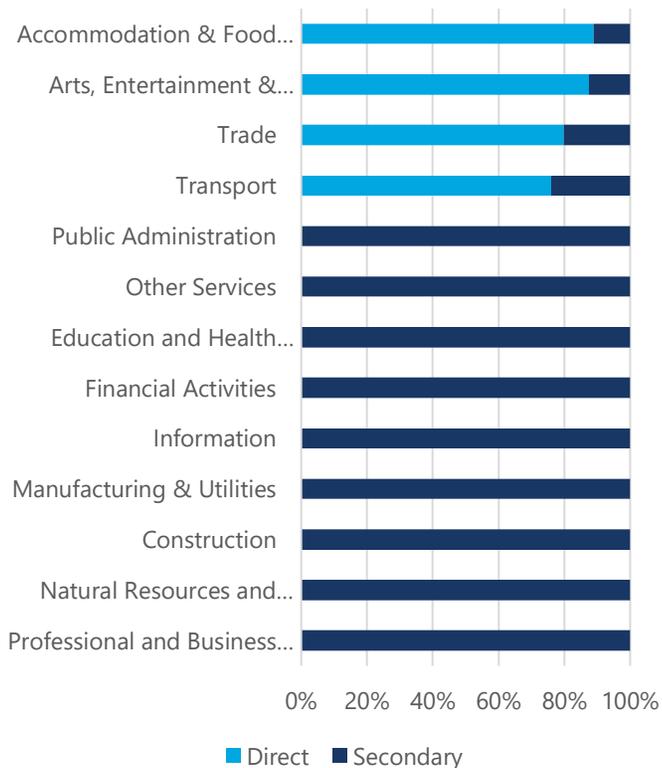
# Massachusetts Visitor Impacts

## Total Spending, 2023



In 2023, 44.3% of total spending generated by visitor spending was secondary. Businesses and employees in the **Professional and Business Services industry** spent **\$6.6 billion** which was the highest secondary spending among industry groups.

## Total Spending by Industry Group, 2023

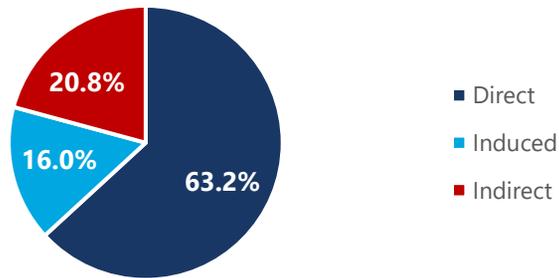


Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	10,510.1M	733.8M	572.9M	1,306.8M	11,816.8M
Arts, Entertainment & Recreation	2,146.9M	109.3M	195.7M	305.0M	2,451.9M
Trade	7,544.4M	525.7M	1,377.7M	1,903.4M	9,447.7M
Transport	3,420.7M	501.4M	577.1M	1,078.5M	4,499.2M
Professional and Business Services	0.0M	3,821.3M	2,799.0M	6,620.3M	6,620.3M
Natural Resources and Mining	0.0M	19.3M	10.4M	29.7M	29.7M
Construction	0.0M	100.6M	73.4M	174.1M	174.1M
Manufacturing & Utilities	0.0M	607.9M	355.3M	963.2M	963.2M
Information	0.0M	1,225.2M	682.4M	1,907.6M	1,907.6M
Financial Activities	0.0M	709.7M	1,082.9M	1,792.6M	1,792.6M
Education and Health Services	0.0M	26.1M	1,947.2M	1,973.4M	1,973.4M
Other Services	0.0M	192.2M	433.0M	625.2M	625.2M
Public Administration	0.0M	98.6M	47.4M	146.0M	146.0M
<b>All industries</b>	<b>\$23.6B</b>	<b>\$8.7B</b>	<b>\$10.2B</b>	<b>\$18.8B</b>	<b>\$42.4B</b>

Source: Dean Runyan Associates  
 Note: Values may not add to total due to rounding.

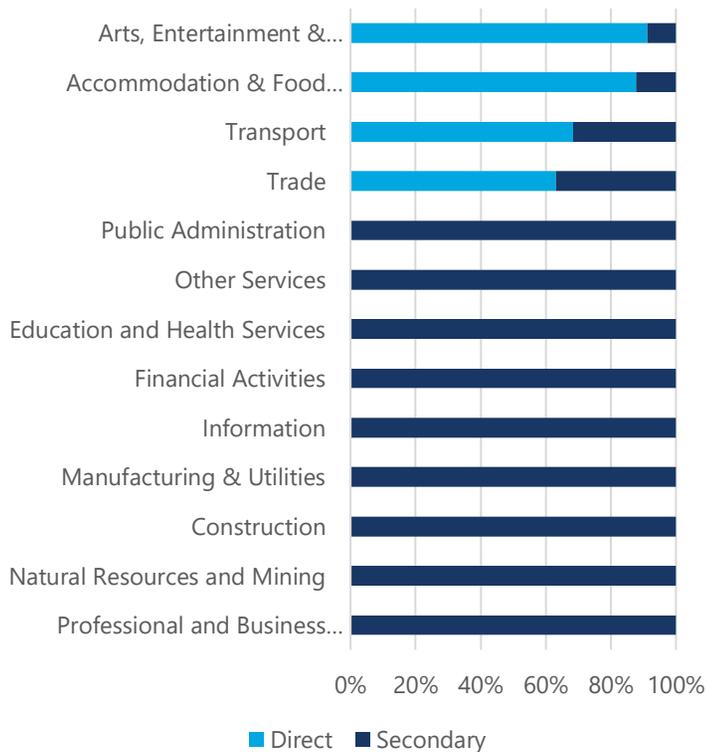
# Massachusetts Visitor Impacts

## Total Employment, 2023



In 2023, 36.8% of total employment was secondary. Secondary impacts attributable to visitor spending supported **23 thousand jobs in the Professional and Business Services industry group.**

## Total Employment by Industry Group, 2023



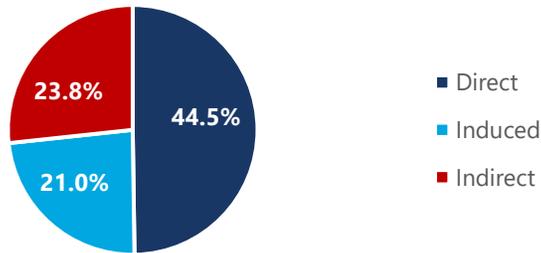
Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Services	94,300	7,800	5,500	13,200	107,500
Arts, Entertainment & Rec.	27,900	900	1,800	2,700	30,600
Trade	17,100	1,800	8,200	10,000	27,200
Transport	15,000	4,000	3,000	6,900	21,900
Professional and Bus. Services	0	16,200	6,900	23,200	23,200
Natural Resources and Mining	0	200	100	300	300
Construction	0	400	300	700	700
Manufacturing & Utilities	0	800	500	1,300	1,300
Information	0	2,500	1,600	4,100	4,100
Financial Activities	0	1,900	2,700	4,700	4,700
Education and Health Services	0	200	15,400	15,600	15,600
Other Services	0	1,600	4,000	5,600	5,600
Public Administration	0	700	800	1,500	1,500
<b>All industries</b>	<b>154,300</b>	<b>39,200</b>	<b>50,800</b>	<b>90,000</b>	<b>244,300</b>

Source: Dean Runyan Associates

Note: Figures rounded to the nearest 100. Reported in terms of number of jobs.

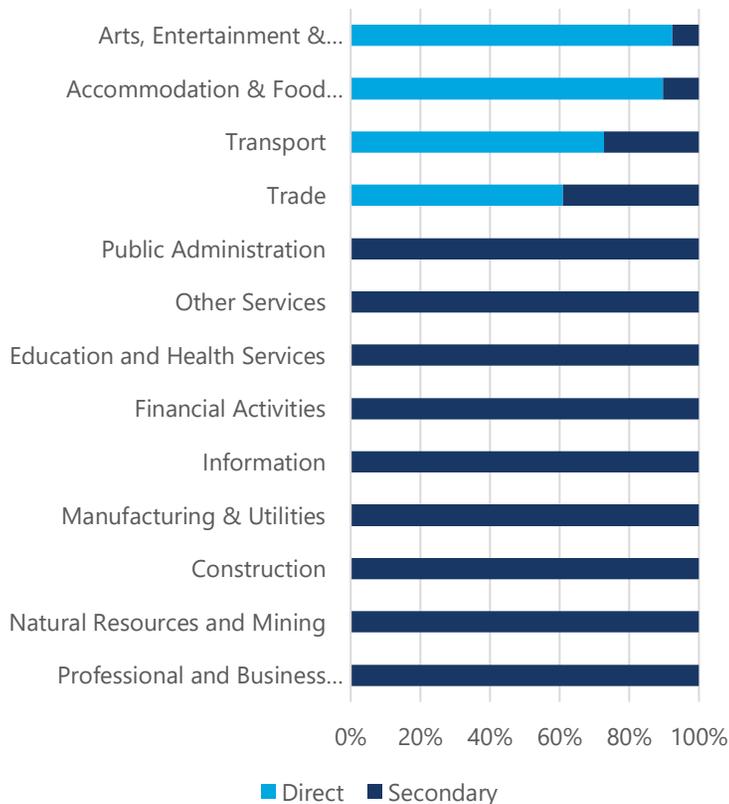
# Massachusetts Visitor Impacts

## Total Earnings, 2023



In 2023, 44.8% of total earnings were secondary. **Professional and Business Services industry group generated \$1.5 billion in secondary earnings** which was highest among industry groups.

## Total Earnings by Industry Group, 2023



Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	3,404.0M	237.3M	156.9M	394.2M	3,798.2M
Arts, Entertainment & Recreation	1,012.7M	27.5M	55.4M	82.9M	1,095.6M
Trade	710.6M	114.8M	340.8M	455.6M	1,166.2M
Transport	1,085.6M	211.1M	197.2M	408.3M	1,493.9M
Professional and Business Services	0.0M	1,094.9M	439.7M	1,534.6M	1,534.6M
Natural Resources and Mining	0.0M	6.0M	1.7M	7.7M	7.7M
Construction	0.0M	24.6M	18.7M	43.3M	43.3M
Manufacturing & Utilities	0.0M	93.0M	52.2M	145.2M	145.2M
Information	0.0M	195.0M	123.6M	318.6M	318.6M
Financial Activities	0.0M	208.8M	269.3M	478.1M	478.1M
Education and Health Services	0.0M	10.6M	842.7M	853.3M	853.3M
Other Services	0.0M	87.1M	160.2M	247.4M	247.4M
Public Administration	0.0M	57.5M	28.8M	86.4M	86.4M
<b>All industries</b>	<b>\$6.2B</b>	<b>\$2.9B</b>	<b>\$3.3B</b>	<b>\$6.3B</b>	<b>\$14.0B</b>

Source: Dean Runyan Associates

Note: Values may not add to the total due to rounding.



# Regional Visitor Impacts

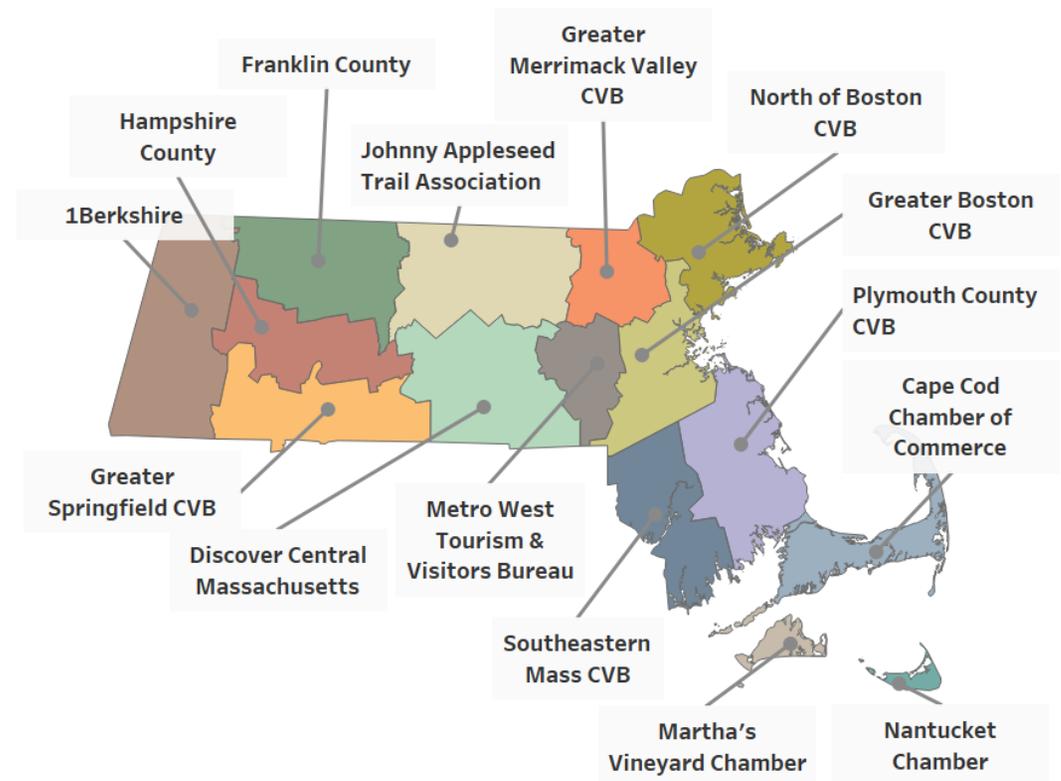
2023

# Regional Visitor Impacts

## Definition of Massachusetts Regional Tourism Councils

Massachusetts has 16 Regional Tourism Council (RTC) regions which are grouped by individual municipalities. The RTC organization for each region are responsible for developing regional marketing, public relations, and other initiatives.

Regional Tourism Councils (RTC)	County
1Berkshire	Berkshire
Cape Cod Chamber of Commerce	Barnstable
Discover Central Massachusetts	Worcester (partial)
Franklin County	Franklin
Greater Boston CVB	Middlesex (partial), Norfolk (partial), Suffolk
Greater Merrimack Valley CVB	Middlesex (partial)
Greater Springfield CVB	Hampden
Hampshire County	Hampshire
Johnny Appleseed Trail Association	Middlesex (partial), Worcester (partial)
Martha's Vineyard Chamber	Dukes
Metro West Tourism & Visitors Bureau	Middlesex (partial), Norfolk (partial), Worcester (partial)
Nantucket Chamber	Nantucket
North of Boston CVB	Essex
Plymouth County CVB	Norfolk (partial), Plymouth
Southeastern Mass CVB	Bristol



**Note:** A 16th RTC, The Mohawk Trail Association, consists of a linear region that passes through Franklin and Berkshire Counties. This region is not broken out in this report, to any avoid confusion or double counting.

# Regional Visitor Impacts

## Direct Visitor Impacts

### Summary of Direct Visitor Impacts, 2023

Region	Direct Visitor Spending	Direct Earnings	Direct Employment	Direct Tax Revenue		
				Local	State	Total
1Berkshire	\$829.2M	\$203.6M	6.7K	\$18.1M	\$53.9M	\$72.0M
Cape Cod Chamber of Commerce	\$2.7B	\$526.8M	14.1K	\$88.1M	\$163.4M	\$251.5M
Discover Central Massachusetts	\$526.4M	\$122.7M	4.6K	\$8.5M	\$34.7M	\$43.2M
Franklin County	\$105.5M	\$22.9M	.9K	\$1.9M	\$6.7M	\$8.5M
Greater Boston CVB	\$12.2B	\$3.5B	72.6K	\$396.7M	\$811.6M	\$1.2B
Greater Merrimack Valley CVB	\$926.7M	\$306.3M	7.6K	\$26.2M	\$73.8M	\$100.0M
Greater Springfield CVB	\$864.6M	\$192.8M	7.4K	\$12.1M	\$89.5M	\$101.6M
Hampshire County	\$225.7M	\$75.6M	2.9K	\$5.7M	\$15.0M	\$20.7M
Johnny Appleseed Trail Association	\$496.9M	\$117.3M	4.3K	\$8.2M	\$33.0M	\$41.2M
Martha's Vineyard Chamber	\$461.8M	\$78.0M	1.7K	\$12.1M	\$26.7M	\$38.8M
Metro West Tourism & Visitors Bureau	\$800.4M	\$228.1M	6.7K	\$18.3M	\$59.1M	\$77.4M
Nantucket Chamber	\$546.2M	\$97.7M	1.3K	\$17.1M	\$31.4M	\$48.5M
North of Boston CVB	\$1.2B	\$306.4M	10.2K	\$28.5M	\$79.0M	\$107.4M
Plymouth County CVB	\$975.5M	\$238.8M	7.6K	\$16.9M	\$61.9M	\$78.8M
Southeastern Mass CVB	\$775.4M	\$163.5M	5.7K	\$11.9M	\$50.7M	\$62.6M
<b>Total</b>	<b>\$23.6B</b>	<b>\$6.2B</b>	<b>154.3K</b>	<b>\$670.1M</b>	<b>\$1.6B</b>	<b>\$2.3B</b>

**Source:** Dean Runyan Associates

**Note:** Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

## Regional Visitor Impacts

### 1 Berkshire / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	674.3	490.8	768.2	862.4	829.2	-3.8%	23.0%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	365.4	209.5	415.4	487.4	470.1	-3.5%	28.7%
Hotel, Motel	268.1	119.1	315.2	378.8	357.7	-5.6%	33.4%
STVR	97.4	90.3	100.2	108.6	112.5	3.6%	15.5%
Campground	51.5	46.4	64.4	66.5	60.2	-9.4%	16.9%
Private Home (VFR)	103.0	99.5	114.2	117.5	115.0	-2.1%	11.6%
Seasonal Home (2nd Home)	45.4	46.0	51.1	52.1	53.2	2.1%	17.4%
Day Travel	109.0	89.4	123.1	139.0	130.7	-6.0%	19.9%
<b>Total</b>	<b>674.3</b>	<b>490.8</b>	<b>768.2</b>	<b>862.4</b>	<b>829.2</b>	<b>-3.8%</b>	<b>23.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	150.0	90.3	175.4	203.2	199.1	-2.0%	32.7%
Food Service	116.7	92.6	132.9	140.3	146.4	4.3%	25.5%
Food Stores	46.4	43.4	52.6	48.8	49.6	1.6%	7.0%
Arts, Ent. & Rec.	56.2	41.8	60.4	62.2	63.3	1.8%	12.7%
Retail Sales	133.2	105.4	148.9	156.1	152.1	-2.6%	14.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	171.9	117.2	198.0	251.9	218.8	-13.2%	27.3%
<b>Total</b>	<b>674.3</b>	<b>490.8</b>	<b>768.2</b>	<b>862.4</b>	<b>829.2</b>	<b>-3.8%</b>	<b>23.0%</b>

Source: Dean Runyan Associates

# Regional Visitor Impacts

## 1 Berkshire / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	111.7	80.9	102.2	123.3	135.9	10.3%	21.7%
Arts, Ent. & Rec.	16.0	13.2	14.8	18.3	19.9	8.8%	24.4%
Retail*	24.0	25.2	27.0	37.6	38.5	2.4%	60.2%
Ground Trans.	7.9	5.9	6.9	8.3	9.3	11.9%	16.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
<b>Total</b>	<b>159.6</b>	<b>125.2</b>	<b>150.9</b>	<b>187.5</b>	<b>203.6</b>	<b>8.6%</b>	<b>27.5%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	4,930	3,330	3,920	4,510	4,690	4.0%	-5.0%
Arts, Ent. & Rec.	820	560	650	730	790	8.6%	-2.7%
Retail*	960	860	880	1,050	1,040	-1.3%	8.3%
Ground Trans.	190	130	140	150	160	3.3%	-16.0%
Visitor Air	0	0	0	0	0	NA	NA
<b>Total</b>	<b>6,890</b>	<b>4,880</b>	<b>5,590</b>	<b>6,440</b>	<b>6,680</b>	<b>3.6%</b>	<b>-3.2%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	12.3	9.0	13.9	17.1	18.1	5.8%	47.1%
State Tax Receipts	44.7	34.4	49.6	53.9	53.9	0.2%	20.8%
<b>Total</b>	<b>57.0</b>	<b>43.4</b>	<b>63.6</b>	<b>71.0</b>	<b>72.0</b>	<b>1.5%</b>	<b>26.5%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Cape Cod Chamber of Commerce / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	1,974.6	1,710.0	2,487.5	2,754.6	2,698.8	-2.0%	36.7%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	1,315.9	1,079.1	1,773.7	2,036.8	1,972.7	-3.1%	49.9%
Hotel, Motel	738.6	551.7	1,190.3	1,295.9	1,215.2	-6.2%	64.5%
STVR	577.2	527.4	583.4	741.0	757.5	2.2%	31.2%
Campground	136.2	118.0	138.9	140.0	142.1	1.5%	4.3%
Private Home (VFR)	70.4	67.9	80.4	80.0	81.1	1.3%	15.1%
Seasonal Home (2nd Home)	354.4	357.3	382.3	373.6	382.1	2.3%	7.8%
Day Travel	97.7	87.7	112.2	124.2	120.8	-2.7%	23.7%
<b>Total</b>	<b>1,974.6</b>	<b>1,710.0</b>	<b>2,487.5</b>	<b>2,754.6</b>	<b>2,698.8</b>	<b>-2.0%</b>	<b>36.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	591.4	522.1	834.1	899.4	883.1	-1.8%	49.3%
Food Service	409.6	363.9	502.7	557.2	574.1	3.0%	40.2%
Food Stores	167.1	155.8	182.3	177.0	181.8	2.7%	8.8%
Arts, Ent. & Rec.	154.2	133.3	171.6	183.6	186.0	1.3%	20.6%
Retail Sales	414.1	354.5	506.0	562.4	540.1	-4.0%	30.4%
Visitor Air	7.2	2.8	5.7	5.1	4.2	-17.9%	-41.4%
Local Tran. & Gas	231.0	177.7	285.0	369.8	329.5	-10.9%	42.6%
<b>Total</b>	<b>1,974.6</b>	<b>1,710.0</b>	<b>2,487.5</b>	<b>2,754.6</b>	<b>2,698.8</b>	<b>-2.0%</b>	<b>36.7%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Cape Cod Chamber of Commerce / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	264.1	204.8	285.8	325.6	333.1	2.3%	26.1%
Arts, Ent. & Rec.	49.1	43.0	51.2	61.2	65.1	6.4%	32.7%
Retail*	69.5	73.5	82.7	94.1	95.1	1.0%	36.8%
Ground Trans.	24.4	16.0	20.0	26.2	30.3	15.4%	24.3%
Visitor Air	2.5	2.9	3.0	3.7	3.2	-13.7%	28.6%
<b>Total</b>	<b>409.5</b>	<b>340.3</b>	<b>442.7</b>	<b>510.8</b>	<b>526.8</b>	<b>3.1%</b>	<b>28.6%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	9,300	6,510	8,030	8,770	8,850	0.9%	-4.8%
Arts, Ent. & Rec.	2,190	1,580	1,930	2,130	2,200	3.0%	0.3%
Retail*	2,330	2,150	2,270	2,380	2,380	0.0%	2.2%
Ground Trans.	730	480	550	620	660	5.1%	-9.9%
Visitor Air	30	30	30	30	30	-21.9%	0.0%
<b>Total</b>	<b>14,570</b>	<b>10,750</b>	<b>12,800</b>	<b>13,950</b>	<b>14,120</b>	<b>1.2%</b>	<b>-3.1%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	46.5	49.8	75.3	84.7	88.1	4.0%	89.5%
State Tax Receipts	115.1	105.2	149.8	164.7	163.4	-0.8%	42.0%
<b>Total</b>	<b>161.6</b>	<b>155.0</b>	<b>225.1</b>	<b>249.4</b>	<b>251.5</b>	<b>0.8%</b>	<b>55.6%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Discover Central Massachusetts / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	438.9	280.2	413.9	522.2	526.4	0.8%	19.9%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	220.6	99.8	177.1	236.7	248.4	4.9%	12.6%
Hotel, Motel	213.7	92.6	169.1	225.6	234.9	4.1%	9.9%
STVR	6.9	7.2	8.1	11.1	13.5	22.2%	95.5%
Campground	31.2	27.4	39.1	60.3	62.5	3.7%	100.4%
Private Home (VFR)	74.7	69.8	84.5	91.2	86.9	-4.7%	16.3%
Seasonal Home (2nd Home)	10.7	9.9	10.7	10.8	10.4	-3.7%	-3.3%
Day Travel	101.7	73.4	102.5	123.3	118.3	-4.1%	16.3%
<b>Total</b>	<b>438.9</b>	<b>280.2</b>	<b>413.9</b>	<b>522.2</b>	<b>526.4</b>	<b>0.8%</b>	<b>19.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	80.3	32.9	58.8	88.8	97.9	10.2%	21.8%
Food Service	79.2	52.0	74.1	85.2	93.6	9.9%	18.2%
Food Stores	20.6	17.6	22.0	23.8	25.9	8.6%	25.7%
Arts, Ent. & Rec.	27.7	18.1	24.8	27.8	30.0	7.9%	8.3%
Retail Sales	73.0	56.3	72.6	80.2	82.3	2.6%	12.8%
Visitor Air	1.6	0.3	0.2	1.2	1.5	28.3%	-6.4%
Local Tran. & Gas	156.5	103.0	161.4	215.2	195.3	-9.2%	24.8%
<b>Total</b>	<b>438.9</b>	<b>280.2</b>	<b>413.9</b>	<b>522.2</b>	<b>526.4</b>	<b>0.8%</b>	<b>19.9%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Discover Central Massachusetts / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	64.1	44.1	55.7	72.6	79.7	9.7%	24.2%
Arts, Ent. & Rec.	11.2	9.0	11.3	13.9	15.4	10.8%	38.0%
Retail*	14.6	13.1	16.1	19.0	18.0	-5.4%	23.0%
Ground Trans.	7.9	5.7	6.5	8.1	8.7	8.4%	10.6%
Visitor Air	0.7	0.6	0.8	1.0	0.9	-14.4%	18.4%
<b>Total</b>	<b>98.6</b>	<b>72.5</b>	<b>90.4</b>	<b>114.6</b>	<b>122.7</b>	<b>7.0%</b>	<b>24.5%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	3,110	2,050	2,340	2,800	2,920	4.5%	-6.0%
Arts, Ent. & Rec.	860	590	700	840	900	6.7%	4.2%
Retail*	580	450	520	540	520	-3.6%	-10.3%
Ground Trans.	270	190	190	220	240	6.3%	-13.7%
Visitor Air	10	10	10	10	10	-21.7%	-5.2%
<b>Total</b>	<b>4,830</b>	<b>3,280</b>	<b>3,770</b>	<b>4,410</b>	<b>4,580</b>	<b>4.0%</b>	<b>-5.1%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	7.2	4.0	5.6	7.8	8.5	9.4%	18.0%
State Tax Receipts	31.2	21.3	28.5	33.1	34.7	5.0%	11.1%
<b>Total</b>	<b>38.4</b>	<b>25.3</b>	<b>34.0</b>	<b>40.8</b>	<b>43.2</b>	<b>5.8%</b>	<b>12.4%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Franklin County / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	91.9	65.1	92.3	102.7	105.5	2.7%	14.7%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	39.3	19.1	35.3	42.0	46.4	10.6%	18.2%
Hotel, Motel	28.1	8.3	23.1	28.1	31.5	12.0%	12.1%
STVR	11.1	10.9	12.2	13.8	14.9	7.8%	33.7%
Campground	4.7	3.7	5.6	5.9	5.7	-2.9%	21.9%
Private Home (VFR)	17.2	16.1	18.9	20.4	19.2	-5.5%	12.2%
Seasonal Home (2nd Home)	9.4	9.3	10.3	10.3	10.2	-1.0%	8.0%
Day Travel	21.4	16.9	22.3	24.3	24.0	-1.3%	11.8%
<b>Total</b>	<b>91.9</b>	<b>65.1</b>	<b>92.3</b>	<b>102.7</b>	<b>105.5</b>	<b>2.7%</b>	<b>14.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	14.7	7.8	13.2	16.7	18.7	12.2%	27.5%
Food Service	15.9	12.3	16.2	16.4	18.5	12.8%	16.1%
Food Stores	6.0	5.5	6.4	5.9	6.3	7.0%	5.4%
Arts, Ent. & Rec.	5.7	4.4	5.6	5.4	6.0	10.1%	5.2%
Retail Sales	19.1	14.3	19.0	19.2	20.2	5.1%	6.0%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	30.6	20.7	31.8	39.1	35.8	-8.5%	17.0%
<b>Total</b>	<b>91.9</b>	<b>65.1</b>	<b>92.3</b>	<b>102.7</b>	<b>105.5</b>	<b>2.7%</b>	<b>14.7%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Franklin County / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	8.2	6.3	7.6	8.8	9.6	9.7%	17.5%
Arts, Ent. & Rec.	2.5	2.2	2.6	3.1	3.4	9.1%	36.0%
Retail*	4.2	4.5	4.9	7.1	8.6	20.9%	105.2%
Ground Trans.	1.3	0.9	1.1	1.2	1.2	5.2%	-2.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
<b>Total</b>	<b>16.2</b>	<b>13.8</b>	<b>16.2</b>	<b>20.2</b>	<b>22.9</b>	<b>13.3%</b>	<b>41.6%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	430	320	360	390	400	4.1%	-7.2%
Arts, Ent. & Rec.	300	240	280	320	320	2.2%	8.4%
Retail*	130	130	130	160	180	11.8%	38.5%
Ground Trans.	40	20	30	30	30	0.0%	-20.0%
Visitor Air	0	0	0	0	0	NA	NA
<b>Total</b>	<b>900</b>	<b>710</b>	<b>800</b>	<b>890</b>	<b>930</b>	<b>4.7%</b>	<b>4.1%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	1.2	0.9	1.2	1.5	1.9	23.0%	51.8%
State Tax Receipts	6.0	4.6	5.9	6.2	6.7	7.3%	11.3%
<b>Total</b>	<b>7.2</b>	<b>5.5</b>	<b>7.2</b>	<b>7.7</b>	<b>8.5</b>	<b>10.4%</b>	<b>18.1%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Greater Boston CVB / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	10,671.5	3,816.2	7,143.4	11,047.3	12,182.6	10.3%	14.2%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	7,900.9	2,268.2	4,932.4	8,123.2	9,145.4	12.6%	15.8%
Hotel, Motel	7,619.5	1,948.8	4,574.7	7,631.4	8,552.4	12.1%	12.2%
STVR	281.4	319.3	357.8	491.8	593.0	20.6%	110.8%
Campground	47.5	43.2	60.8	70.1	70.1	0.1%	47.7%
Private Home (VFR)	1,675.9	981.6	1,337.8	1,743.2	1,796.1	3.0%	7.2%
Seasonal Home (2nd Home)	342.0	106.7	202.0	347.1	362.7	4.5%	6.1%
Day Travel	705.2	416.7	610.4	763.7	808.2	5.8%	14.6%
<b>Total</b>	<b>10,671.5</b>	<b>3,816.2</b>	<b>7,143.4</b>	<b>11,047.3</b>	<b>12,182.6</b>	<b>10.3%</b>	<b>14.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	3,057.1	675.9	1,598.1	3,177.5	3,657.2	15.1%	19.6%
Food Service	1,578.9	747.2	1,222.8	1,613.3	1,861.6	15.4%	17.9%
Food Stores	229.6	151.2	205.5	229.6	256.2	11.6%	11.6%
Arts, Ent. & Rec.	952.6	412.4	749.8	985.8	1,115.4	13.1%	17.1%
Retail Sales	1,763.5	813.8	1,340.0	1,766.4	1,899.1	7.5%	7.7%
Visitor Air	1,717.2	323.4	851.8	1,706.6	1,784.3	4.6%	3.9%
Local Tran. & Gas	1,372.4	692.3	1,175.3	1,568.2	1,609.0	2.6%	17.2%
<b>Total</b>	<b>10,671.5</b>	<b>3,816.2</b>	<b>7,143.4</b>	<b>11,047.3</b>	<b>12,182.6</b>	<b>10.3%</b>	<b>14.2%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Greater Boston CVB / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	1,581.9	933.4	1,084.9	1,583.7	1,814.3	14.6%	14.7%
Arts, Ent. & Rec.	446.7	287.0	400.2	540.9	584.3	8.0%	30.8%
Retail*	216.5	218.4	243.6	272.8	266.8	-2.2%	23.2%
Ground Trans.	158.8	114.5	124.5	162.3	181.8	12.0%	14.4%
Visitor Air	481.9	360.1	440.6	569.2	685.3	20.4%	42.2%
<b>Total</b>	<b>2,885.9</b>	<b>1,913.5</b>	<b>2,293.8</b>	<b>3,128.9</b>	<b>3,532.5</b>	<b>12.9%</b>	<b>22.4%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	49,870	30,570	32,170	41,930	45,610	8.8%	-8.5%
Arts, Ent. & Rec.	10,580	6,160	7,990	10,410	11,350	9.1%	7.3%
Retail*	5,940	5,410	5,480	5,860	5,690	-2.8%	-4.1%
Ground Trans.	4,390	3,000	3,150	3,620	3,860	6.6%	-12.0%
Visitor Air	5,130	3,440	3,980	5,230	6,090	16.3%	18.5%
<b>Total</b>	<b>75,900</b>	<b>48,570</b>	<b>52,760</b>	<b>67,050</b>	<b>72,600</b>	<b>8.3%</b>	<b>-4.3%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	307.8	108.4	187.9	348.6	396.7	13.8%	28.9%
State Tax Receipts	691.4	300.1	496.4	721.6	811.6	12.5%	17.4%
<b>Total</b>	<b>999.2</b>	<b>408.4</b>	<b>684.3</b>	<b>1,070.2</b>	<b>1,208.3</b>	<b>12.9%</b>	<b>20.9%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Greater Merrimack Valley CVB / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	825.2	373.5	609.3	845.4	926.7	9.6%	12.3%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	647.3	225.2	423.3	643.8	721.3	12.0%	11.4%
Hotel, Motel	619.9	193.2	387.0	597.1	663.0	11.0%	6.9%
STVR	27.4	32.1	36.2	46.7	58.4	25.1%	113.2%
Campground	4.5	4.1	5.7	6.4	6.5	2.1%	43.7%
Private Home (VFR)	89.2	88.3	102.7	102.7	103.3	0.6%	15.8%
Seasonal Home (2nd Home)	7.1	7.2	7.8	7.6	7.6	0.5%	6.9%
Day Travel	77.1	48.6	69.8	85.0	88.0	3.5%	14.1%
<b>Total</b>	<b>825.2</b>	<b>373.5</b>	<b>609.3</b>	<b>845.4</b>	<b>926.7</b>	<b>9.6%</b>	<b>12.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	244.7	63.9	121.5	232.2	270.0	16.3%	10.3%
Food Service	150.3	80.0	117.4	144.8	165.3	14.2%	10.0%
Food Stores	21.0	15.5	19.5	20.4	22.7	11.2%	8.0%
Arts, Ent. & Rec.	96.0	47.2	95.4	121.8	136.2	11.8%	41.8%
Retail Sales	151.2	81.4	117.9	143.5	152.5	6.3%	0.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	161.9	85.4	137.5	182.7	180.0	-1.5%	11.2%
<b>Total</b>	<b>825.2</b>	<b>373.5</b>	<b>609.3</b>	<b>845.4</b>	<b>926.7</b>	<b>9.6%</b>	<b>12.3%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Greater Merrimack Valley CVB / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	143.3	106.9	114.1	148.4	163.0	9.8%	13.8%
Arts, Ent. & Rec.	66.2	45.1	66.4	83.6	92.5	10.7%	39.7%
Retail*	22.0	22.1	23.9	28.9	29.8	3.0%	35.5%
Ground Trans.	18.0	13.2	14.7	18.8	21.0	11.3%	16.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
<b>Total</b>	<b>249.5</b>	<b>187.3</b>	<b>219.1</b>	<b>279.7</b>	<b>306.3</b>	<b>9.5%</b>	<b>22.8%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	4,630	3,360	3,280	3,880	4,070	5.1%	-12.0%
Arts, Ent. & Rec.	2,030	1,140	1,700	2,120	2,300	8.3%	13.3%
Retail*	740	680	690	730	720	-0.4%	-1.6%
Ground Trans.	590	400	430	490	520	6.2%	-11.0%
Visitor Air	0	0	0	0	0	NA	NA
<b>Total</b>	<b>7,980</b>	<b>5,580</b>	<b>6,100</b>	<b>7,220</b>	<b>7,620</b>	<b>5.6%</b>	<b>-4.5%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	22.1	9.3	13.7	23.0	26.2	14.1%	18.4%
State Tax Receipts	61.7	31.3	49.5	66.3	73.8	11.2%	19.5%
<b>Total</b>	<b>83.8</b>	<b>40.6</b>	<b>63.2</b>	<b>89.3</b>	<b>100.0</b>	<b>11.9%</b>	<b>19.2%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Greater Springfield CVB / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	847.0	493.0	678.0	771.5	864.6	12.1%	2.1%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	616.8	317.8	459.5	540.5	633.1	17.1%	2.6%
Hotel, Motel	605.7	307.0	447.5	526.4	615.1	16.9%	1.5%
STVR	11.0	10.8	12.0	14.1	18.0	27.2%	62.6%
Campground	25.6	19.7	26.9	24.3	19.5	-19.8%	-23.9%
Private Home (VFR)	51.2	49.0	56.0	58.1	56.1	-3.5%	9.5%
Seasonal Home (2nd Home)	15.5	15.0	15.6	15.5	15.5	0.0%	-0.2%
Day Travel	137.9	91.6	120.1	133.2	140.5	5.5%	1.9%
<b>Total</b>	<b>847.0</b>	<b>493.0</b>	<b>678.0</b>	<b>771.5</b>	<b>864.6</b>	<b>12.1%</b>	<b>2.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	115.3	56.0	83.3	105.3	127.2	20.8%	10.3%
Food Service	99.7	65.0	83.2	86.0	103.0	19.8%	3.3%
Food Stores	21.9	16.8	20.4	18.4	19.8	7.3%	-9.9%
Arts, Ent. & Rec.	235.4	134.3	175.8	196.8	237.1	20.5%	0.7%
Retail Sales	152.3	98.1	125.8	129.7	144.3	11.3%	-5.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	222.4	122.8	189.5	235.4	233.2	-0.9%	4.9%
<b>Total</b>	<b>847.0</b>	<b>493.0</b>	<b>678.0</b>	<b>771.5</b>	<b>864.6</b>	<b>12.1%</b>	<b>2.1%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Greater Springfield CVB / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	99.0	68.3	80.2	95.5	102.3	7.1%	3.3%
Arts, Ent. & Rec.	43.7	25.4	34.1	39.0	45.5	16.8%	4.1%
Retail*	26.9	26.5	28.5	32.2	32.8	1.6%	21.8%
Ground Trans.	11.2	8.0	8.7	10.9	12.2	11.6%	8.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
<b>Total</b>	<b>180.9</b>	<b>128.1</b>	<b>151.5</b>	<b>177.7</b>	<b>192.8</b>	<b>8.5%</b>	<b>6.6%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	4,160	2,840	3,180	3,580	3,590	0.4%	-13.6%
Arts, Ent. & Rec.	3,100	1,390	2,080	2,310	2,570	11.1%	-17.2%
Retail*	1,000	900	920	960	960	-0.9%	-4.0%
Ground Trans.	350	230	250	290	300	4.8%	-12.1%
Visitor Air	0	0	0	0	0	NA	NA
<b>Total</b>	<b>8,600</b>	<b>5,360</b>	<b>6,430</b>	<b>7,140</b>	<b>7,410</b>	<b>3.9%</b>	<b>-13.7%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	11.2	6.6	8.1	10.1	12.1	20.1%	8.0%
State Tax Receipts	90.5	53.6	69.5	76.6	89.5	16.8%	-1.1%
<b>Total</b>	<b>101.7</b>	<b>60.2</b>	<b>77.5</b>	<b>86.7</b>	<b>101.6</b>	<b>17.2%</b>	<b>-0.1%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Hampshire County / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	214.6	126.1	194.6	220.8	225.7	2.2%	5.2%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	113.0	38.4	87.0	110.0	116.2	5.6%	2.8%
Hotel, Motel	96.2	22.1	68.9	89.0	93.4	4.9%	-3.0%
STVR	16.7	16.3	18.1	21.0	22.8	8.6%	36.3%
Campground	16.1	14.8	20.3	22.3	23.1	3.4%	43.2%
Private Home (VFR)	34.7	33.6	37.8	37.4	36.2	-3.2%	4.4%
Seasonal Home (2nd Home)	8.7	8.3	8.5	7.9	7.8	-1.6%	-10.4%
Day Travel	42.1	31.0	40.9	43.1	42.4	-1.6%	0.7%
<b>Total</b>	<b>214.6</b>	<b>126.1</b>	<b>194.6</b>	<b>220.8</b>	<b>225.7</b>	<b>2.2%</b>	<b>5.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	45.1	16.5	35.5	48.1	53.4	10.9%	18.3%
Food Service	42.6	27.1	39.3	41.1	44.4	7.9%	4.1%
Food Stores	14.6	12.8	15.5	14.4	15.2	5.8%	4.1%
Arts, Ent. & Rec.	14.5	9.5	13.0	13.1	13.9	6.0%	-4.3%
Retail Sales	51.6	32.4	46.9	49.0	49.3	0.7%	-4.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	46.1	27.7	44.3	55.1	49.5	-10.1%	7.4%
<b>Total</b>	<b>214.6</b>	<b>126.1</b>	<b>194.6</b>	<b>220.8</b>	<b>225.7</b>	<b>2.2%</b>	<b>5.2%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Hampshire County / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	36.4	24.6	30.5	36.8	40.4	9.6%	10.9%
Arts, Ent. & Rec.	12.3	9.0	9.7	12.5	13.9	11.4%	13.8%
Retail*	9.6	10.1	11.0	16.0	17.2	7.8%	80.2%
Ground Trans.	3.3	2.9	3.2	3.7	4.1	12.2%	24.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
<b>Total</b>	<b>61.5</b>	<b>46.6</b>	<b>54.4</b>	<b>69.0</b>	<b>75.6</b>	<b>9.7%</b>	<b>22.9%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	1,900	1,190	1,370	1,580	1,610	2.0%	-15.0%
Arts, Ent. & Rec.	750	420	480	610	690	12.1%	-8.4%
Retail*	350	330	350	420	430	0.7%	20.6%
Ground Trans.	170	110	130	150	150	3.4%	-10.2%
Visitor Air	0	0	0	0	0	NA	NA
<b>Total</b>	<b>3,170</b>	<b>2,070</b>	<b>2,330</b>	<b>2,760</b>	<b>2,880</b>	<b>4.1%</b>	<b>-9.2%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	4.5	2.4	3.9	5.1	5.7	10.8%	25.8%
State Tax Receipts	14.4	9.1	12.9	14.3	15.0	5.3%	4.6%
<b>Total</b>	<b>18.9</b>	<b>11.5</b>	<b>16.7</b>	<b>19.4</b>	<b>20.7</b>	<b>6.7%</b>	<b>9.7%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Johnny Appleseed Trail Association / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	415.1	262.6	388.8	491.7	496.9	1.1%	19.7%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	212.4	95.0	169.0	227.1	239.0	5.3%	12.5%
Hotel, Motel	205.6	87.9	161.0	216.2	225.7	4.4%	9.8%
STVR	6.8	7.1	8.0	10.9	13.3	22.4%	96.7%
Campground	28.6	25.1	35.9	55.3	57.3	3.7%	100.2%
Private Home (VFR)	69.8	65.3	79.0	85.1	81.2	-4.6%	16.3%
Seasonal Home (2nd Home)	9.9	9.2	9.9	10.0	9.6	-3.7%	-3.2%
Day Travel	94.4	68.0	95.0	114.3	109.7	-4.0%	16.3%
<b>Total</b>	<b>415.1</b>	<b>262.6</b>	<b>388.8</b>	<b>491.7</b>	<b>496.9</b>	<b>1.1%</b>	<b>19.7%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Accommodations	77.5	31.2	55.8	85.1	93.9	10.4%	21.2%
Food Service	75.0	48.9	69.8	80.3	88.4	10.0%	17.9%
Food Stores	19.2	16.4	20.5	22.1	24.1	8.6%	25.4%
Arts, Ent. & Rec.	26.9	17.3	24.3	27.4	29.6	8.2%	10.2%
Retail Sales	69.3	52.9	68.4	75.7	77.8	2.7%	12.4%
Visitor Air	1.5	0.2	0.1	1.1	1.4	28.3%	-6.4%
Local Tran. & Gas	145.9	95.7	150.0	200.0	181.7	-9.1%	24.5%
<b>Total</b>	<b>415.1</b>	<b>262.6</b>	<b>388.8</b>	<b>491.7</b>	<b>496.9</b>	<b>1.1%</b>	<b>19.7%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Johnny Appleseed Trail Association / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	61.0	42.1	52.8	68.9	75.6	9.7%	23.8%
Arts, Ent. & Rec.	11.3	9.0	11.4	14.1	15.6	10.8%	38.1%
Retail*	13.8	12.3	15.1	17.9	17.0	-5.1%	23.3%
Ground Trans.	7.5	5.4	6.2	7.7	8.3	8.6%	10.9%
Visitor Air	0.7	0.6	0.7	0.9	0.8	-14.4%	18.4%
<b>Total</b>	<b>94.3</b>	<b>69.4</b>	<b>86.3</b>	<b>109.5</b>	<b>117.3</b>	<b>7.1%</b>	<b>24.4%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	2,920	1,930	2,200	2,620	2,740	4.5%	-6.1%
Arts, Ent. & Rec.	820	560	670	810	860	6.8%	4.5%
Retail*	540	420	490	500	480	-3.5%	-10.1%
Ground Trans.	260	180	190	210	230	6.3%	-13.6%
Visitor Air	10	10	10	10	10	-21.8%	-5.3%
<b>Total</b>	<b>4,550</b>	<b>3,090</b>	<b>3,550</b>	<b>4,150</b>	<b>4,320</b>	<b>4.0%</b>	<b>-5.1%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	6.9	3.8	5.3	7.5	8.2	9.6%	18.0%
State Tax Receipts	29.6	20.0	26.9	31.3	33.0	5.2%	11.4%
<b>Total</b>	<b>36.5</b>	<b>23.8</b>	<b>32.2</b>	<b>38.8</b>	<b>41.2</b>	<b>6.0%</b>	<b>12.6%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Martha's Vineyard Chamber / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	315.5	297.2	460.2	480.2	461.8	-3.8%	46.4%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	225.5	215.9	361.4	381.0	361.1	-5.2%	60.2%
Hotel, Motel	96.5	104.5	238.1	241.8	229.9	-4.9%	138.3%
STVR	129.0	111.4	123.3	139.2	131.2	-5.7%	1.7%
Campground	6.4	6.0	8.1	7.1	7.4	3.8%	15.9%
Private Home (VFR)	12.6	7.2	13.8	15.3	16.1	5.6%	27.8%
Seasonal Home (2nd Home)	57.4	55.7	61.0	60.3	61.3	1.7%	6.8%
Day Travel	13.5	12.3	15.9	16.5	15.8	-4.1%	17.2%
<b>Total</b>	<b>315.5</b>	<b>297.2</b>	<b>460.2</b>	<b>480.2</b>	<b>461.8</b>	<b>-3.8%</b>	<b>46.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	110.6	119.7	198.8	211.2	204.3	-3.3%	84.8%
Food Service	42.0	39.8	55.7	55.8	55.9	0.2%	33.0%
Food Stores	25.9	23.9	28.1	25.5	25.6	0.4%	-1.3%
Arts, Ent. & Rec.	27.2	24.3	32.9	32.0	31.3	-2.1%	15.2%
Retail Sales	61.8	57.3	82.7	82.9	77.5	-6.5%	25.3%
Visitor Air	14.1	3.3	13.2	16.3	17.4	6.9%	23.7%
Local Tran. & Gas	33.8	29.0	48.8	56.6	49.9	-11.9%	47.4%
<b>Total</b>	<b>315.5</b>	<b>297.2</b>	<b>460.2</b>	<b>480.2</b>	<b>461.8</b>	<b>-3.8%</b>	<b>46.4%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Martha's Vineyard Chamber / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	31.4	24.5	36.0	37.8	40.3	6.6%	28.1%
Arts, Ent. & Rec.	8.1	7.2	8.4	9.5	11.2	18.4%	37.6%
Retail*	11.0	10.6	11.9	13.9	14.2	2.2%	29.0%
Ground Trans.	3.3	2.6	4.0	4.0	4.6	13.9%	38.2%
Visitor Air	6.4	6.5	7.1	8.5	7.8	-8.0%	21.7%
<b>Total</b>	<b>60.3</b>	<b>51.4</b>	<b>67.4</b>	<b>73.6</b>	<b>78.0</b>	<b>6.0%</b>	<b>29.4%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	1,050	690	960	970	1,020	6.0%	-2.5%
Arts, Ent. & Rec.	270	190	240	270	340	26.6%	27.1%
Retail*	250	210	220	240	250	4.2%	-1.2%
Ground Trans.	80	50	60	60	60	1.6%	-21.0%
Visitor Air	70	60	60	80	60	-17.1%	-4.5%
<b>Total</b>	<b>1,710</b>	<b>1,200</b>	<b>1,530</b>	<b>1,610</b>	<b>1,740</b>	<b>7.9%</b>	<b>1.3%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	5.9	7.2	11.3	12.1	12.1	-0.8%	103.0%
State Tax Receipts	16.8	17.8	26.6	27.4	26.7	-2.5%	58.8%
<b>Total</b>	<b>22.8</b>	<b>25.0</b>	<b>37.9</b>	<b>39.6</b>	<b>38.8</b>	<b>-2.0%</b>	<b>70.3%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Metro West Tourism & Visitors Bureau / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	691.7	366.6	571.1	756.8	800.4	5.8%	15.7%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	461.9	176.3	325.4	471.7	518.3	9.9%	12.2%
Hotel, Motel	443.6	155.6	302.0	441.3	480.9	9.0%	8.4%
STVR	18.3	20.7	23.3	30.4	37.4	23.1%	104.5%
Campground	23.0	20.3	28.9	42.9	44.4	3.4%	92.7%
Private Home (VFR)	92.3	88.7	105.2	109.6	107.1	-2.3%	16.0%
Seasonal Home (2nd Home)	10.5	9.9	10.7	10.7	10.4	-2.4%	-0.3%
Day Travel	103.9	71.4	100.9	121.9	120.2	-1.4%	15.6%
<b>Total</b>	<b>691.7</b>	<b>366.6</b>	<b>571.1</b>	<b>756.8</b>	<b>800.4</b>	<b>5.8%</b>	<b>15.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	171.5	53.0	98.5	171.5	196.1	14.3%	14.3%
Food Service	125.1	73.1	106.1	126.7	142.5	12.5%	13.9%
Food Stores	23.7	19.1	24.0	25.5	28.0	9.6%	18.0%
Arts, Ent. & Rec.	65.9	35.4	63.0	77.6	86.3	11.1%	30.9%
Retail Sales	121.7	76.5	105.4	122.9	128.9	4.9%	5.9%
Visitor Air	1.0	0.2	0.1	0.7	1.0	28.3%	-6.4%
Local Tran. & Gas	182.6	109.4	174.0	231.9	217.7	-6.1%	19.2%
<b>Total</b>	<b>691.7</b>	<b>366.6</b>	<b>571.1</b>	<b>756.8</b>	<b>800.4</b>	<b>5.8%</b>	<b>15.7%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Metro West Tourism & Visitors Bureau / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	111.4	80.6	91.9	119.4	131.0	9.8%	17.6%
Arts, Ent. & Rec.	38.7	27.3	38.7	48.5	53.6	10.7%	38.6%
Retail*	20.4	19.5	22.3	27.3	27.1	-0.7%	32.5%
Ground Trans.	13.8	10.1	11.3	14.3	15.8	10.4%	14.5%
Visitor Air	0.5	0.4	0.5	0.7	0.6	-14.4%	18.4%
<b>Total</b>	<b>184.8</b>	<b>137.9</b>	<b>164.7</b>	<b>210.1</b>	<b>228.1</b>	<b>8.6%</b>	<b>23.5%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	4,300	2,980	3,150	3,730	3,900	4.7%	-9.3%
Arts, Ent. & Rec.	1,520	920	1,250	1,540	1,660	7.9%	9.6%
Retail*	740	630	680	710	700	-1.9%	-4.9%
Ground Trans.	470	320	340	390	410	6.3%	-12.1%
Visitor Air	0	0	0	10	0	-21.8%	-5.3%
<b>Total</b>	<b>7,020</b>	<b>4,840</b>	<b>5,420</b>	<b>6,370</b>	<b>6,670</b>	<b>4.8%</b>	<b>-4.9%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	15.4	7.2	10.3	16.2	18.3	12.7%	18.6%
State Tax Receipts	50.9	29.4	43.1	54.3	59.1	8.8%	16.0%
<b>Total</b>	<b>66.4</b>	<b>36.6</b>	<b>53.4</b>	<b>70.5</b>	<b>77.4</b>	<b>9.7%</b>	<b>16.6%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Nantucket Chamber / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	378.3	331.5	543.9	584.0	546.2	-6.5%	44.4%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	289.5	257.4	445.7	481.7	445.4	-7.5%	53.9%
Hotel, Motel	171.6	152.8	329.7	339.2	305.8	-9.8%	78.2%
STVR	117.9	104.6	115.9	142.5	139.5	-2.1%	18.4%
Campground	0.0	0.0	0.0	0.0	0.0	NA	NA
Private Home (VFR)	22.7	12.5	24.0	26.1	25.5	-2.3%	12.2%
Seasonal Home (2nd Home)	50.7	48.0	55.2	56.0	56.5	0.9%	11.3%
Day Travel	15.4	13.5	19.0	20.2	18.9	-6.7%	22.7%
<b>Total</b>	<b>378.3</b>	<b>331.5</b>	<b>543.9</b>	<b>584.0</b>	<b>546.2</b>	<b>-6.5%</b>	<b>44.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	138.4	139.0	228.0	249.0	240.1	-3.6%	73.5%
Food Service	56.0	50.8	76.4	78.3	76.0	-3.0%	35.6%
Food Stores	17.8	16.2	19.9	18.7	18.5	-1.1%	4.1%
Arts, Ent. & Rec.	22.9	19.8	28.8	28.7	27.2	-5.0%	18.6%
Retail Sales	54.6	48.1	74.7	76.6	69.1	-9.7%	26.5%
Visitor Air	30.0	9.6	26.3	31.1	28.5	-8.4%	-5.0%
Local Tran. & Gas	58.6	48.0	89.8	101.6	86.8	-14.6%	48.2%
<b>Total</b>	<b>378.3</b>	<b>331.5</b>	<b>543.9</b>	<b>584.0</b>	<b>546.2</b>	<b>-6.5%</b>	<b>44.4%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Nantucket Chamber / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	39.1	28.6	43.6	48.1	52.7	9.7%	35.0%
Arts, Ent. & Rec.	7.4	6.2	7.8	8.7	9.5	9.2%	28.5%
Retail*	9.6	9.3	10.4	13.5	12.8	-5.3%	33.5%
Ground Trans.	3.8	3.3	5.6	5.8	5.6	-4.0%	44.9%
Visitor Air	13.9	14.2	15.8	18.7	17.1	-8.5%	23.2%
<b>Total</b>	<b>73.8</b>	<b>61.7</b>	<b>83.3</b>	<b>94.7</b>	<b>97.7</b>	<b>3.1%</b>	<b>32.4%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	820	500	680	750	790	5.9%	-3.2%
Arts, Ent. & Rec.	140	100	130	150	160	7.6%	9.9%
Retail*	210	180	190	220	210	-3.7%	-3.3%
Ground Trans.	0	0	0	0	0	NA	NA
Visitor Air	140	130	140	170	140	-18.0%	-4.2%
<b>Total</b>	<b>1,320</b>	<b>920</b>	<b>1,130</b>	<b>1,280</b>	<b>1,290</b>	<b>1.3%</b>	<b>-1.9%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	9.0	9.9	15.8	17.5	17.1	-2.3%	90.5%
State Tax Receipts	20.1	20.1	31.3	33.0	31.4	-4.7%	56.6%
<b>Total</b>	<b>29.0</b>	<b>30.0</b>	<b>47.1</b>	<b>50.4</b>	<b>48.5</b>	<b>-3.9%</b>	<b>67.0%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### North of Boston CVB / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	988.7	592.5	988.4	1,158.6	1,206.1	4.1%	22.0%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	666.4	325.6	639.9	776.1	833.3	7.4%	25.0%
Hotel, Motel	549.6	207.1	506.8	605.0	631.8	4.4%	15.0%
STVR	116.8	118.5	133.0	171.1	201.5	17.7%	72.4%
Campground	41.1	30.0	42.6	51.8	48.3	-6.7%	17.5%
Private Home (VFR)	116.8	113.4	131.2	135.9	133.3	-1.9%	14.1%
Seasonal Home (2nd Home)	39.5	38.8	43.8	44.8	44.3	-1.0%	12.2%
Day Travel	124.9	84.6	131.0	150.0	146.9	-2.0%	17.7%
<b>Total</b>	<b>988.7</b>	<b>592.5</b>	<b>988.4</b>	<b>1,158.6</b>	<b>1,206.1</b>	<b>4.1%</b>	<b>22.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	242.9	113.5	217.8	295.1	331.4	12.3%	36.4%
Food Service	177.8	117.6	183.9	195.5	216.9	10.9%	22.0%
Food Stores	39.3	33.3	42.2	41.7	45.3	8.6%	15.4%
Arts, Ent. & Rec.	84.0	52.8	82.0	84.8	92.2	8.8%	9.8%
Retail Sales	181.1	119.0	184.0	194.9	201.2	3.3%	11.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	263.5	156.2	278.6	346.5	319.1	-7.9%	21.1%
<b>Total</b>	<b>988.7</b>	<b>592.5</b>	<b>988.4</b>	<b>1,158.6</b>	<b>1,206.1</b>	<b>4.1%</b>	<b>22.0%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### North of Boston CVB / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	158.2	116.8	148.5	176.5	191.4	8.4%	21.0%
Arts, Ent. & Rec.	33.9	27.5	32.7	38.0	42.7	12.2%	25.8%
Retail*	29.3	30.3	32.4	40.9	43.9	7.4%	50.0%
Ground Trans.	24.1	18.0	21.0	25.6	28.5	11.1%	18.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
<b>Total</b>	<b>245.4</b>	<b>192.6</b>	<b>234.5</b>	<b>281.1</b>	<b>306.4</b>	<b>9.0%</b>	<b>24.8%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	6,400	4,530	5,110	5,670	5,860	3.4%	-8.4%
Arts, Ent. & Rec.	2,070	1,380	1,640	1,880	2,000	6.5%	-3.5%
Retail*	1,130	1,050	1,070	1,160	1,180	2.2%	4.8%
Ground Trans.	1,300	880	920	1,060	1,130	6.5%	-13.2%
Visitor Air	0	0	0	0	0	NA	NA
<b>Total</b>	<b>10,900</b>	<b>7,840</b>	<b>8,740</b>	<b>9,760</b>	<b>10,170</b>	<b>4.2%</b>	<b>-6.7%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	20.1	12.1	19.4	24.4	28.5	16.7%	41.5%
State Tax Receipts	66.8	43.9	66.4	73.9	79.0	6.8%	18.1%
<b>Total</b>	<b>86.9</b>	<b>56.0</b>	<b>85.8</b>	<b>98.3</b>	<b>107.4</b>	<b>9.3%</b>	<b>23.5%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add to total due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Plymouth County CVB / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	818.0	651.3	930.5	1,022.0	975.5	-4.6%	19.2%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	275.9	154.8	292.5	336.2	340.6	1.3%	23.5%
Hotel, Motel	203.0	82.3	211.4	237.7	230.7	-2.9%	13.6%
STVR	72.9	72.5	81.1	98.5	109.9	11.6%	50.8%
Campground	125.1	119.6	174.9	195.1	163.9	-16.0%	31.0%
Private Home (VFR)	137.0	133.7	153.3	158.2	155.5	-1.8%	13.5%
Seasonal Home (2nd Home)	68.5	66.8	71.8	70.6	69.9	-1.0%	2.1%
Day Travel	211.5	176.5	238.0	261.9	245.5	-6.2%	16.1%
<b>Total</b>	<b>818.0</b>	<b>651.3</b>	<b>930.5</b>	<b>1,022.0</b>	<b>975.5</b>	<b>-4.6%</b>	<b>19.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	116.4	70.2	121.5	145.0	148.3	2.2%	27.4%
Food Service	151.0	132.2	173.1	176.9	184.1	4.1%	21.9%
Food Stores	76.1	74.3	91.4	86.2	85.2	-1.2%	11.9%
Arts, Ent. & Rec.	54.8	47.8	60.0	59.7	60.9	2.0%	11.1%
Retail Sales	158.2	133.6	179.0	183.2	176.8	-3.5%	11.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	261.6	193.3	305.5	371.0	320.2	-13.7%	22.4%
<b>Total</b>	<b>818.0</b>	<b>651.3</b>	<b>930.5</b>	<b>1,022.0</b>	<b>975.5</b>	<b>-4.6%</b>	<b>19.2%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Plymouth County CVB / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	113.5	90.8	110.2	129.7	139.0	7.2%	22.5%
Arts, Ent. & Rec.	21.8	18.3	21.6	24.1	26.1	8.3%	19.8%
Retail*	33.3	35.2	37.0	49.1	54.5	11.0%	63.5%
Ground Trans.	17.5	12.5	13.9	17.6	19.1	8.4%	8.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
<b>Total</b>	<b>186.2</b>	<b>156.8</b>	<b>182.6</b>	<b>220.5</b>	<b>238.8</b>	<b>8.3%</b>	<b>28.2%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	4,780	3,550	3,960	4,360	4,450	2.2%	-6.7%
Arts, Ent. & Rec.	1,180	810	970	1,070	1,140	7.0%	-3.2%
Retail*	1,260	1,200	1,230	1,370	1,400	1.8%	10.5%
Ground Trans.	730	490	520	600	630	5.5%	-12.9%
Visitor Air	0	0	0	0	0	NA	NA
<b>Total</b>	<b>7,950</b>	<b>6,050</b>	<b>6,680</b>	<b>7,400</b>	<b>7,630</b>	<b>3.1%</b>	<b>-4.0%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	12.4	9.1	13.2	15.4	16.9	9.7%	37.0%
State Tax Receipts	53.8	44.9	59.1	61.9	61.9	-0.1%	15.1%
<b>Total</b>	<b>66.1</b>	<b>54.0</b>	<b>72.3</b>	<b>77.4</b>	<b>78.8</b>	<b>1.9%</b>	<b>19.2%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

## Regional Visitor Impacts

### Southeastern Mass CVB / Visitor Spending Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Spending (\$Millions)</b>							
Visitor	617.0	477.0	726.6	816.7	775.4	-5.0%	25.7%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>							
Hotel, Motel, STVR	262.1	166.2	321.6	374.3	364.2	-2.7%	38.9%
Hotel, Motel	241.4	146.0	298.8	347.0	333.5	-3.9%	38.2%
STVR	20.7	20.2	22.8	27.3	30.7	12.5%	48.0%
Campground	23.6	19.3	29.0	28.3	25.1	-11.2%	6.6%
Private Home (VFR)	156.9	144.9	177.3	195.5	182.5	-6.7%	16.3%
Seasonal Home (2nd Home)	24.4	22.6	24.4	24.4	23.0	-6.0%	-6.0%
Day Travel	150.0	124.0	174.3	194.2	180.7	-6.9%	20.5%
<b>Total</b>	<b>617.0</b>	<b>477.0</b>	<b>726.6</b>	<b>816.7</b>	<b>775.4</b>	<b>-5.0%</b>	<b>25.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>							
Accommodations	76.5	45.5	88.5	108.5	112.8	4.0%	47.4%
Food Service	83.6	72.1	99.2	99.7	106.0	6.2%	26.8%
Food Stores	27.4	26.1	31.3	28.1	29.2	3.9%	6.4%
Arts, Ent. & Rec.	27.8	23.5	31.0	30.1	31.4	4.3%	13.2%
Retail Sales	102.6	86.2	119.3	119.7	118.7	-0.9%	15.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	299.1	223.6	357.3	430.5	377.4	-12.3%	26.1%
<b>Total</b>	<b>617.0</b>	<b>477.0</b>	<b>726.6</b>	<b>816.7</b>	<b>775.4</b>	<b>-5.0%</b>	<b>25.7%</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Southeastern Mass CVB / Direct Impact Detail

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Direct Earnings (\$Millions)</b>							
Accom. & Food Serv.	75.1	61.7	77.9	90.3	95.7	5.9%	27.4%
Arts, Ent. & Rec.	10.9	8.4	10.3	12.4	13.9	11.6%	27.2%
Retail*	23.7	25.1	27.0	33.5	34.4	2.6%	45.0%
Ground Trans.	16.6	12.1	15.2	17.6	19.5	11.1%	17.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	NA	NA
<b>Total</b>	<b>126.4</b>	<b>107.3</b>	<b>130.4</b>	<b>153.9</b>	<b>163.5</b>	<b>6.2%</b>	<b>29.4%</b>
<b>Direct Employment (Jobs)</b>							
Accom. & Food Serv.	3,720	2,900	3,340	3,680	3,730	1.2%	0.1%
Arts, Ent. & Rec.	700	440	540	620	670	7.5%	-4.4%
Retail*	940	890	920	1,020	1,010	-0.6%	7.1%
Ground Trans.	320	220	240	280	290	4.7%	-11.1%
Visitor Air	0	0	0	0	0	NA	NA
<b>Total</b>	<b>5,690</b>	<b>4,440</b>	<b>5,030</b>	<b>5,600</b>	<b>5,700</b>	<b>1.8%</b>	<b>0.1%</b>
<b>Direct Tax Revenue (\$Millions)</b>							
Local Tax Receipts	8.4	6.1	9.1	11.1	11.9	7.5%	41.4%
State Tax Receipts	44.4	37.0	49.6	50.4	50.7	0.6%	14.2%
<b>Total</b>	<b>52.8</b>	<b>43.1</b>	<b>58.7</b>	<b>61.5</b>	<b>62.6</b>	<b>1.8%</b>	<b>18.6%</b>

**Source:** Dean Runyan Associates

**Note:** Employment rounded to the nearest 10, details may not add due to rounding. Percent change calculated with unrounded figures.

\* Retail includes gasoline

# Regional Visitor Impacts

## Overnight Visitor Volume

	Person						Party					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips										
<b>1Berkshire</b>												
Hotel, Motel, STVR	1.5M	905.6K	1.7M	1.1M	1.6M	1.0M	616.0K	398.1K	711.6K	468.0K	682.6K	445.9K
Private Home (VFR)	1.5M	814.6K	1.5M	812.5K	1.5M	814.3K	801.7K	428.7K	799.7K	427.6K	801.5K	428.6K
Other Overnight	1.1M	336.7K	1.1M	344.5K	1.1M	339.5K	490.2K	152.9K	501.3K	156.4K	497.1K	154.7K
<b>Total</b>	<b>4.1M</b>	<b>2.1M</b>	<b>4.3M</b>	<b>2.2M</b>	<b>4.2M</b>	<b>2.2M</b>	<b>1.9M</b>	<b>979.7K</b>	<b>2.0M</b>	<b>1.1M</b>	<b>2.0M</b>	<b>1.0M</b>
<b>Cape Cod Chamber of Commerce</b>												
Hotel, Motel, STVR	5.7M	2.2M	7.0M	2.7M	6.6M	2.5M	2.2M	878.8K	2.7M	1.1M	2.6M	1.0M
Private Home (VFR)	1.0M	406.9K	1.0M	409.5K	1.0M	415.4K	436.1K	176.9K	438.9K	178.1K	445.2K	180.6K
Other Overnight	6.4M	2.0M	6.4M	2.0M	6.4M	2.0M	3.0M	916.4K	3.0M	912.9K	3.0M	914.3K
<b>Total</b>	<b>13.1M</b>	<b>4.6M</b>	<b>14.4M</b>	<b>5.1M</b>	<b>14.0M</b>	<b>4.9M</b>	<b>5.7M</b>	<b>2.0M</b>	<b>6.1M</b>	<b>2.2M</b>	<b>6.0M</b>	<b>2.1M</b>
<b>Discover Central Massachusetts</b>												
Hotel, Motel, STVR	926.4K	646.1K	1.1M	797.4K	1.2M	814.8K	396.1K	279.2K	489.4K	344.5K	502.1K	351.8K
Private Home (VFR)	923.7K	472.5K	925.9K	473.6K	934.0K	477.7K	513.2K	262.5K	514.4K	263.1K	518.9K	265.4K
Other Overnight	256.6K	83.1K	315.4K	103.6K	325.9K	107.4K	112.4K	36.2K	135.6K	44.3K	139.6K	45.7K
<b>Total</b>	<b>2.1M</b>	<b>1.2M</b>	<b>2.4M</b>	<b>1.4M</b>	<b>2.4M</b>	<b>1.4M</b>	<b>1.0M</b>	<b>577.8K</b>	<b>1.1M</b>	<b>651.9K</b>	<b>1.2M</b>	<b>662.9K</b>
<b>Franklin County</b>												
Hotel, Motel, STVR	198.5K	100.5K	219.8K	112.4K	241.6K	124.8K	86.0K	46.8K	95.6K	52.4K	105.5K	58.4K
Private Home (VFR)	261.6K	118.4K	261.2K	118.2K	261.2K	118.2K	137.7K	62.3K	137.5K	62.2K	137.5K	62.2K
Other Overnight	148.3K	45.5K	146.6K	45.0K	146.2K	44.9K	69.3K	21.2K	68.4K	21.0K	68.3K	20.9K
<b>Total</b>	<b>608.4K</b>	<b>264.4K</b>	<b>627.6K</b>	<b>275.6K</b>	<b>649.1K</b>	<b>287.9K</b>	<b>293.0K</b>	<b>130.3K</b>	<b>301.5K</b>	<b>135.6K</b>	<b>311.3K</b>	<b>141.5K</b>

Source: Dean Runyan Associates

# Regional Visitor Impacts

## Overnight Visitor Volume

	Person						Party					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips
<b>Greater Boston CVB</b>												
Hotel, Motel, STVR	15.8M	7.8M	22.9M	11.4M	25.0M	12.5M	6.7M	3.3M	9.7M	4.9M	10.6M	5.3M
Private Home (VFR)	11.1M	4.5M	11.0M	4.5M	11.0M	4.5M	5.8M	2.4M	5.8M	2.4M	5.8M	2.4M
Other Overnight	1.0M	316.6K	1.0M	326.6K	1.1M	338.0K	469.8K	145.4K	482.3K	149.5K	499.2K	154.8K
<b>Total</b>	<b>27.9M</b>	<b>12.6M</b>	<b>35.0M</b>	<b>16.2M</b>	<b>37.1M</b>	<b>17.3M</b>	<b>13.0M</b>	<b>5.8M</b>	<b>16.0M</b>	<b>7.4M</b>	<b>16.9M</b>	<b>7.8M</b>
<b>Greater Merrimack Valley CVB</b>												
Hotel, Motel, STVR	1.6M	795.2K	2.2M	1.1M	2.4M	1.2M	681.6K	339.5K	927.5K	466.4K	1.0M	501.7K
Private Home (VFR)	1.1M	461.0K	1.1M	460.9K	1.1M	462.5K	598.1K	242.6K	598.0K	242.6K	600.1K	243.4K
Other Overnight	124.9K	38.7K	123.8K	38.4K	124.8K	38.8K	57.8K	17.8K	57.1K	17.7K	57.6K	17.8K
<b>Total</b>	<b>2.9M</b>	<b>1.3M</b>	<b>3.5M</b>	<b>1.6M</b>	<b>3.6M</b>	<b>1.7M</b>	<b>1.3M</b>	<b>600.0K</b>	<b>1.6M</b>	<b>726.7K</b>	<b>1.7M</b>	<b>762.9K</b>
<b>Greater Springfield CVB</b>												
Hotel, Motel, STVR	1.2M	763.4K	1.3M	843.9K	1.5M	982.7K	660.5K	443.0K	730.5K	489.6K	851.3K	569.8K
Private Home (VFR)	652.8K	349.1K	650.4K	347.8K	649.1K	347.1K	362.7K	193.9K	361.3K	193.2K	360.6K	192.9K
Other Overnight	259.7K	82.9K	246.3K	78.4K	225.6K	71.3K	115.9K	36.8K	110.3K	34.9K	101.8K	32.0K
<b>Total</b>	<b>2.1M</b>	<b>1.2M</b>	<b>2.2M</b>	<b>1.3M</b>	<b>2.4M</b>	<b>1.4M</b>	<b>1.1M</b>	<b>673.7K</b>	<b>1.2M</b>	<b>717.7K</b>	<b>1.3M</b>	<b>794.6K</b>
<b>Hampshire County</b>												
Hotel, Motel, STVR	482.3K	265.2K	565.2K	316.2K	575.1K	318.9K	216.4K	126.1K	255.6K	151.0K	259.1K	152.0K
Private Home (VFR)	702.3K	317.8K	668.1K	302.3K	662.0K	299.5K	369.6K	167.2K	351.6K	159.1K	348.4K	157.6K
Other Overnight	208.6K	66.7K	209.9K	67.4K	209.7K	67.5K	92.9K	29.5K	92.8K	29.7K	92.5K	29.6K
<b>Total</b>	<b>1.4M</b>	<b>649.6K</b>	<b>1.4M</b>	<b>685.9K</b>	<b>1.4M</b>	<b>686.0K</b>	<b>678.9K</b>	<b>322.9K</b>	<b>700.0K</b>	<b>339.8K</b>	<b>700.0K</b>	<b>339.3K</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Overnight Visitor Volume

	Person						Party					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips
<b>Johnny Appleseed Trail Association</b>												
Hotel, Motel, STVR	874.4K	604.4K	1.1M	747.7K	1.1M	765.0K	373.7K	261.1K	463.0K	322.9K	475.9K	330.2K
Private Home (VFR)	864.1K	440.1K	866.1K	441.1K	873.6K	444.9K	479.5K	244.3K	480.6K	244.8K	484.8K	247.0K
Other Overnight	237.0K	76.7K	290.8K	95.5K	300.5K	99.0K	103.9K	33.4K	125.1K	40.9K	128.7K	42.2K
<b>Total</b>	<b>2.0M</b>	<b>1.1M</b>	<b>2.2M</b>	<b>1.3M</b>	<b>2.3M</b>	<b>1.3M</b>	<b>957.1K</b>	<b>538.8K</b>	<b>1.1M</b>	<b>608.6K</b>	<b>1.1M</b>	<b>619.3K</b>
<b>Martha's Vineyard Chamber</b>												
Hotel, Motel, STVR	847.4K	321.2K	896.1K	340.2K	813.1K	307.1K	326.4K	126.8K	345.4K	134.4K	312.9K	121.2K
Private Home (VFR)	89.2K	36.2K	90.4K	36.7K	93.5K	37.9K	38.8K	15.7K	39.3K	15.9K	40.7K	16.5K
Other Overnight	1.0M	317.4K	1.0M	314.2K	1.0M	313.9K	495.3K	150.1K	491.0K	148.7K	490.3K	148.6K
<b>Total</b>	<b>2.0M</b>	<b>674.7K</b>	<b>2.0M</b>	<b>691.1K</b>	<b>1.9M</b>	<b>659.0K</b>	<b>860.5K</b>	<b>292.7K</b>	<b>875.7K</b>	<b>299.1K</b>	<b>843.9K</b>	<b>286.2K</b>
<b>Metro West Tourism &amp; Visitors Bureau</b>												
Hotel, Motel, STVR	1.4M	813.7K	1.8M	1.1M	2.0M	1.1M	597.0K	349.6K	778.7K	454.3K	826.5K	477.7K
Private Home (VFR)	1.2M	530.3K	1.2M	531.0K	1.2M	534.5K	624.6K	287.9K	625.3K	288.3K	629.3K	290.2K
Other Overnight	229.5K	73.5K	266.5K	86.5K	273.7K	89.1K	102.0K	32.5K	116.4K	37.6K	119.1K	38.6K
<b>Total</b>	<b>2.8M</b>	<b>1.4M</b>	<b>3.3M</b>	<b>1.7M</b>	<b>3.4M</b>	<b>1.7M</b>	<b>1.3M</b>	<b>669.9K</b>	<b>1.5M</b>	<b>780.2K</b>	<b>1.6M</b>	<b>806.5K</b>
<b>Nantucket Chamber</b>												
Hotel, Motel, STVR	798.7K	325.9K	863.5K	351.0K	759.1K	305.6K	315.6K	131.3K	340.8K	141.3K	298.6K	122.7K
Private Home (VFR)	60.7K	24.6K	61.9K	25.1K	64.9K	26.3K	26.4K	10.7K	26.9K	10.9K	28.2K	11.4K
Other Overnight	722.3K	217.9K	723.4K	218.2K	730.1K	220.2K	343.9K	103.8K	344.5K	103.9K	347.7K	104.9K
<b>Total</b>	<b>1.6M</b>	<b>568.4K</b>	<b>1.6M</b>	<b>594.3K</b>	<b>1.6M</b>	<b>552.2K</b>	<b>685.9K</b>	<b>245.8K</b>	<b>712.2K</b>	<b>256.1K</b>	<b>674.4K</b>	<b>239.0K</b>

Source: Dean Runyan Associates

# Regional Visitor Impacts

## Overnight Visitor Volume

	Person						Party					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips
<b>North of Boston CVB</b>												
Hotel, Motel, STVR	3.0M	1.4M	3.4M	1.6M	3.5M	1.7M	1.2M	601.5K	1.4M	676.5K	1.5M	698.0K
Private Home (VFR)	1.4M	587.5K	1.5M	588.6K	1.5M	592.4K	762.3K	309.2K	763.7K	309.8K	768.5K	311.8K
Other Overnight	644.4K	199.9K	663.6K	206.7K	661.8K	205.9K	297.4K	91.9K	304.8K	94.6K	304.4K	94.3K
<b>Total</b>	<b>5.1M</b>	<b>2.2M</b>	<b>5.5M</b>	<b>2.4M</b>	<b>5.6M</b>	<b>2.4M</b>	<b>2.3M</b>	<b>1.0M</b>	<b>2.5M</b>	<b>1.1M</b>	<b>2.5M</b>	<b>1.1M</b>
<b>Plymouth County CVB</b>												
Hotel, Motel, STVR	1.3M	527.8K	1.4M	586.6K	1.4M	571.5K	501.5K	214.3K	560.1K	237.7K	550.7K	230.7K
Private Home (VFR)	1.6M	649.0K	1.6M	651.4K	1.6M	655.7K	696.1K	282.4K	698.7K	283.4K	703.4K	285.3K
Other Overnight	1.6M	515.0K	1.7M	529.6K	1.5M	489.9K	718.2K	228.2K	731.9K	233.4K	684.9K	217.3K
<b>Total</b>	<b>4.5M</b>	<b>1.7M</b>	<b>4.7M</b>	<b>1.8M</b>	<b>4.5M</b>	<b>1.7M</b>	<b>1.9M</b>	<b>724.8K</b>	<b>2.0M</b>	<b>754.6K</b>	<b>1.9M</b>	<b>733.4K</b>
<b>Southeastern Mass CVB</b>												
Hotel, Motel, STVR	1.4M	913.9K	1.5M	987.0K	1.5M	966.4K	679.7K	451.9K	735.0K	487.8K	723.1K	476.7K
Private Home (VFR)	1.8M	815.9K	1.8M	816.8K	1.8M	821.9K	949.0K	429.4K	950.0K	429.9K	956.0K	432.6K
Other Overnight	347.8K	108.5K	330.9K	103.1K	316.5K	98.5K	159.6K	49.5K	152.0K	47.1K	145.6K	45.1K
<b>Total</b>	<b>3.5M</b>	<b>1.8M</b>	<b>3.6M</b>	<b>1.9M</b>	<b>3.6M</b>	<b>1.9M</b>	<b>1.8M</b>	<b>930.8K</b>	<b>1.8M</b>	<b>964.8K</b>	<b>1.8M</b>	<b>954.4K</b>

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>1 Berkshire</b>						
Hotel, Motel, STVR	\$290	\$464	\$689	\$1,054	2.4	1.6
Private Home (VFR)	\$75	\$141	\$143	\$268	1.9	1.9
Other Overnight	\$104	\$334	\$228	\$734	2.2	3.2
All Overnight	\$165	\$322	\$353	\$679	2.1	2.0
<b>Cape Cod Chamber of Commerce</b>						
Hotel, Motel, STVR	\$299	\$774	\$771	\$1,950	2.6	2.6
Private Home (VFR)	\$79	\$195	\$182	\$449	2.3	2.5
Other Overnight	\$82	\$268	\$175	\$573	2.1	3.3
All Overnight	\$184	\$524	\$430	\$1,224	2.3	2.8
<b>Discover Central Massachusetts</b>						
Hotel, Motel, STVR	\$211	\$305	\$495	\$706	2.3	1.4
Private Home (VFR)	\$93	\$182	\$167	\$327	1.8	2.0
Other Overnight	\$224	\$678	\$522	\$1,593	2.3	3.0
All Overnight	\$168	\$292	\$352	\$616	2.1	1.7
<b>Franklin County</b>						
Hotel, Motel, STVR	\$192	\$372	\$440	\$795	2.3	1.9
Private Home (VFR)	\$74	\$163	\$140	\$309	1.9	2.2
Other Overnight	\$108	\$353	\$232	\$758	2.1	3.3
All Overnight	\$126	\$283	\$262	\$576	2.1	2.3

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Greater Boston CVB</b>						
Hotel, Motel, STVR	\$366	\$735	\$865	\$1,714	2.4	2.0
Private Home (VFR)	\$163	\$401	\$309	\$762	1.9	2.5
Other Overnight	\$399	\$1,281	\$867	\$2,797	2.2	3.2
All Overnight	\$306	\$659	\$674	\$1,450	2.2	2.2
<b>Greater Merrimack Valley CVB</b>						
Hotel, Motel, STVR	\$302	\$614	\$719	\$1,438	2.4	2.0
Private Home (VFR)	\$91	\$223	\$172	\$424	1.9	2.5
Other Overnight	\$113	\$364	\$245	\$793	2.2	3.2
All Overnight	\$230	\$501	\$505	\$1,099	2.2	2.2
<b>Greater Springfield CVB</b>						
Hotel, Motel, STVR	\$422	\$644	\$744	\$1,111	1.8	1.5
Private Home (VFR)	\$86	\$162	\$155	\$291	1.8	1.9
Other Overnight	\$155	\$490	\$343	\$1,092	2.2	3.2
All Overnight	\$305	\$517	\$551	\$911	1.8	1.7
<b>Hampshire County</b>						
Hotel, Motel, STVR	\$202	\$364	\$448	\$764	2.2	1.8
Private Home (VFR)	\$55	\$121	\$104	\$230	1.9	2.2
Other Overnight	\$147	\$457	\$334	\$1,043	2.3	3.1
All Overnight	\$127	\$267	\$262	\$540	2.1	2.1

Source: Dean Runyan Associates

## Regional Visitor Impacts

### Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Johnny Appleseed Trail Association</b>						
Hotel, Motel, STVR	\$214	\$312	\$502	\$724	2.3	1.5
Private Home (VFR)	\$93	\$183	\$168	\$329	1.8	2.0
Other Overnight	\$223	\$676	\$520	\$1,588	2.3	3.0
All Overnight	\$169	\$296	\$355	\$625	2.1	1.7
<b>Martha's Vineyard Chamber</b>						
Hotel, Motel, STVR	\$444	\$1,176	\$1,154	\$2,980	2.6	2.6
Private Home (VFR)	\$173	\$425	\$397	\$979	2.3	2.5
Other Overnight	\$66	\$219	\$140	\$463	2.1	3.3
All Overnight	\$230	\$677	\$529	\$1,558	2.3	2.9
<b>Metro West Tourism &amp; Visitors Bureau</b>						
Hotel, Motel, STVR	\$265	\$466	\$627	\$1,085	2.4	1.8
Private Home (VFR)	\$92	\$200	\$170	\$369	1.8	2.2
Other Overnight	\$200	\$615	\$460	\$1,422	2.3	3.1
All Overnight	\$201	\$392	\$432	\$844	2.2	2.0
<b>Nantucket Chamber</b>						
Hotel, Motel, STVR	\$587	\$1,457	\$1,492	\$3,629	2.5	2.5
Private Home (VFR)	\$393	\$968	\$903	\$2,227	2.3	2.5
Other Overnight	\$77	\$256	\$162	\$538	2.1	3.3
All Overnight	\$339	\$955	\$782	\$2,206	2.3	2.8

**Source:** Dean Runyan Associates

## Regional Visitor Impacts

### Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>North of Boston CVB</b>						
Hotel, Motel, STVR	\$237	\$505	\$573	\$1,194	2.4	2.1
Private Home (VFR)	\$91	\$225	\$173	\$428	1.9	2.5
Other Overnight	\$140	\$450	\$304	\$982	2.2	3.2
All Overnight	\$188	\$432	\$419	\$959	2.2	2.3
<b>Plymouth County CVB</b>						
Hotel, Motel, STVR	\$245	\$596	\$618	\$1,476	2.5	2.4
Private Home (VFR)	\$96	\$237	\$221	\$545	2.3	2.5
Other Overnight	\$152	\$477	\$341	\$1,076	2.2	3.1
All Overnight	\$161	\$425	\$376	\$995	2.3	2.6
<b>Southeastern Mass CVB</b>						
Hotel, Motel, STVR	\$243	\$377	\$504	\$764	2.1	1.5
Private Home (VFR)	\$100	\$222	\$191	\$422	1.9	2.2
Other Overnight	\$152	\$489	\$330	\$1,066	2.2	3.2
All Overnight	\$164	\$315	\$326	\$623	2.0	1.9

Source: Dean Runyan Associates



# County Visitor Impacts

2023

# County Visitor Impacts

## Direct Visitor Impacts

### Summary of Direct Visitor Impacts, 2023

County	Direct Visitor Spend	Direct Earnings	Direct Employment	Direct Tax Revenue		
				Local	State	Total
Barnstable	\$2.7B	\$526.8M	14.1K	\$88.1M	\$163.4M	\$251.5M
Berkshire	\$829.2M	\$203.6M	6.7K	\$18.1M	\$53.9M	\$72.0M
Bristol	\$775.4M	\$163.5M	5.7K	\$11.9M	\$50.7M	\$62.6M
Dukes	\$461.8M	\$78.0M	1.7K	\$12.1M	\$26.7M	\$38.8M
Essex	\$1.2B	\$306.4M	10.2K	\$28.5M	\$79.0M	\$107.4M
Franklin	\$105.5M	\$22.9M	.9K	\$1.9M	\$6.7M	\$8.5M
Hampden	\$864.6M	\$192.8M	7.4K	\$12.1M	\$89.5M	\$101.6M
Hampshire	\$225.7M	\$75.6M	2.9K	\$5.7M	\$15.0M	\$20.7M
<b>Middlesex</b>	<b>\$3.7B</b>	<b>\$1.2B</b>	<b>30.5K</b>	<b>\$104.8M</b>	<b>\$295.0M</b>	<b>\$399.8M</b>
Nantucket	\$546.2M	\$97.7M	1.3K	\$17.1M	\$31.4M	\$48.5M
Norfolk	\$1.4B	\$338.9M	9.4K	\$31.3M	\$110.0M	\$141.3M
Plymouth	\$969.8M	\$237.4M	7.6K	\$16.8M	\$61.4M	\$78.2M
Suffolk	\$8.5B	\$2.4B	44.3K	\$300.2M	\$519.0M	\$819.3M
Worcester	\$1.3B	\$313.0M	11.7K	\$21.7M	\$88.5M	\$110.2M
<b>Total</b>	<b>\$23.6B</b>	<b>\$6.2B</b>	<b>154.4K</b>	<b>\$670.1M</b>	<b>\$1.6B</b>	<b>\$2.3B</b>

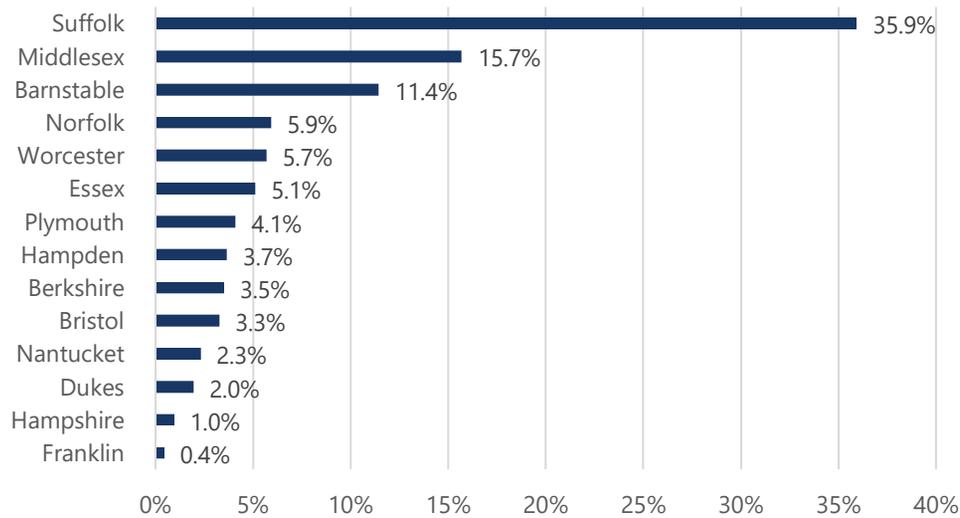
**Source:** Dean Runyan Associates

**Note:** Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

# County Visitor Impacts

## Direct Visitor Impacts

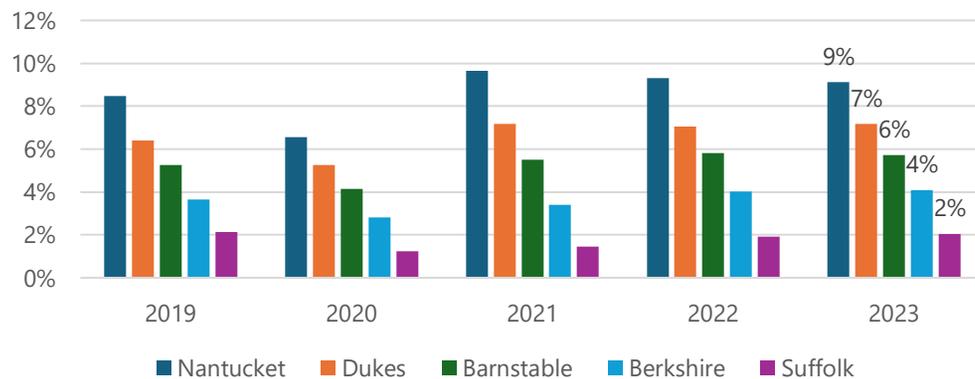
### Direct Earnings by County, 2023



Suffolk County generating \$8.5 billion in direct earnings generated by visitor spending in 2023, accounting for 35.9% of the state-wide total.

Source: Dean Runyan Associates

### Top 5 Travel Industry Earnings as a share of Total Earnings



Although Suffolk County had the largest proportion of travel generated earnings in the state, the county had a lower share of travel earnings as a share of total earnings compared to other counties. This is because major urban areas have more economic diversification than rural areas.

Sources: Dean Runyan Associates, U.S. Bureau of Labor Statistics and U.S. Bureau of Economic Analysis.

# County Visitor Impacts

## Direct Visitor Impacts

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Barnstable</b>							
Direct Visitor Spending (\$M)	1,974.6	1,710.0	2,487.5	2,754.6	2,698.8	-2.0%	36.7%
Direct Earnings (\$M)	409.5	340.3	442.7	510.8	526.8	3.1%	28.6%
Direct Employment (Jobs)	14,570	10,750	12,800	13,950	14,120	1.2%	-3.1%
Direct Local Taxes (\$M)	46.5	49.8	75.3	84.7	88.1	4.0%	89.5%
Direct State Taxes (\$M)	115.1	105.2	149.8	164.7	163.4	-0.8%	42.0%
<b>Berkshire</b>							
Direct Visitor Spending (\$M)	674.3	490.8	768.2	862.4	829.2	-3.8%	23.0%
Direct Earnings (\$M)	159.6	125.2	150.9	187.5	203.6	8.6%	27.5%
Direct Employment (Jobs)	6,890	4,880	5,590	6,440	6,680	3.6%	-3.2%
Direct Local Taxes (\$M)	12.3	9.0	13.9	17.1	18.1	5.8%	47.1%
Direct State Taxes (\$M)	44.7	34.4	49.6	53.9	53.9	0.2%	20.8%
<b>Bristol</b>							
Direct Visitor Spending (\$M)	617.0	477.0	726.6	816.7	775.4	-5.0%	25.7%
Direct Earnings (\$M)	126.4	107.3	130.4	153.9	163.5	6.2%	29.4%
Direct Employment (Jobs)	5,690	4,440	5,030	5,600	5,700	1.8%	0.1%
Direct Local Taxes (\$M)	8.4	6.1	9.1	11.1	11.9	7.5%	41.4%
Direct State Taxes (\$M)	44.4	37.0	49.6	50.4	50.7	0.6%	14.2%

**Source:** Dean Runyan Associates

**Note:** Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

# County Visitor Impacts

## Direct Visitor Impacts

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Dukes</b>							
Direct Visitor Spending (\$M)	315.5	297.2	460.2	480.2	461.8	-3.8%	46.4%
Direct Earnings (\$M)	60.3	51.4	67.4	73.6	78.0	6.0%	29.4%
Direct Employment (Jobs)	1,710	1,200	1,530	1,610	1,740	7.9%	1.3%
Direct Local Taxes (\$M)	5.9	7.2	11.3	12.1	12.1	-0.8%	103.0%
Direct State Taxes (\$M)	16.8	17.8	26.6	27.4	26.7	-2.5%	58.8%
<b>Essex</b>							
Direct Visitor Spending (\$M)	988.7	592.5	988.4	1,158.6	1,206.1	4.1%	22.0%
Direct Earnings (\$M)	245.4	192.6	234.5	281.1	306.4	9.0%	24.8%
Direct Employment (Jobs)	10,900	7,840	8,740	9,760	10,170	4.2%	-6.7%
Direct Local Taxes (\$M)	20.1	12.1	19.4	24.4	28.5	16.7%	41.5%
Direct State Taxes (\$M)	66.8	43.9	66.4	73.9	79.0	6.8%	18.1%
<b>Franklin</b>							
Direct Visitor Spending (\$M)	91.9	65.1	92.3	102.7	105.5	2.7%	14.7%
Direct Earnings (\$M)	16.2	13.8	16.2	20.2	22.9	13.3%	41.6%
Direct Employment (Jobs)	900	710	800	890	930	4.7%	4.1%
Direct Local Taxes (\$M)	1.2	0.9	1.2	1.5	1.9	23.0%	51.8%
Direct State Taxes (\$M)	6.0	4.6	5.9	6.2	6.7	7.3%	11.3%

**Source:** Dean Runyan Associates

**Note:** Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

# County Visitor Impacts

## Direct Visitor Impacts

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Hampden</b>							
Direct Visitor Spending (\$M)	847.0	493.0	678.0	771.5	864.6	12.1%	2.1%
Direct Earnings (\$M)	180.9	128.1	151.5	177.7	192.8	8.5%	6.6%
Direct Employment (Jobs)	8,600	5,360	6,430	7,140	7,410	3.9%	-13.7%
Direct Local Taxes (\$M)	11.2	6.6	8.1	10.1	12.1	20.1%	8.0%
Direct State Taxes (\$M)	90.5	53.6	69.5	76.6	89.5	16.8%	-1.1%
<b>Hampshire</b>							
Direct Visitor Spending (\$M)	214.6	126.1	194.6	220.8	225.7	2.2%	5.2%
Direct Earnings (\$M)	61.5	46.6	54.4	69.0	75.6	9.7%	22.9%
Direct Employment (Jobs)	3,170	2,070	2,330	2,760	2,880	4.1%	-9.2%
Direct Local Taxes (\$M)	4.5	2.4	3.9	5.1	5.7	10.8%	25.8%
Direct State Taxes (\$M)	14.4	9.1	12.9	14.3	15.0	5.3%	4.6%
<b>Middlesex</b>							
Direct Visitor Spending (\$M)	3,301.0	1,493.8	2,437.1	3,381.6	3,706.8	9.6%	12.3%
Direct Earnings (\$M)	997.8	749.1	876.3	1,118.8	1,225.1	9.5%	22.8%
Direct Employment (Jobs)	31,920	22,320	24,400	28,870	30,480	5.6%	-4.5%
Direct Local Taxes (\$M)	88.5	37.4	54.8	91.8	104.8	14.1%	18.4%
Direct State Taxes (\$M)	246.8	125.1	198.1	265.3	295.0	11.2%	19.5%

**Source:** Dean Runyan Associates

**Note:** Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

# County Visitor Impacts

## Direct Visitor Impacts

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Nantucket</b>							
Direct Visitor Spending (\$M)	378.3	331.5	543.9	584.0	546.2	-6.5%	44.4%
Direct Earnings (\$M)	73.8	61.7	83.3	94.7	97.7	3.1%	32.4%
Direct Employment (Jobs)	1,320	920	1,130	1,280	1,290	1.3%	-1.9%
Direct Local Taxes (\$M)	9.0	9.9	15.8	17.5	17.1	-2.3%	90.5%
Direct State Taxes (\$M)	20.1	20.1	31.3	33.0	31.4	-4.7%	56.6%
<b>Norfolk</b>							
Direct Visitor Spending (\$M)	1,179.4	591.1	979.4	1,278.4	1,401.7	9.6%	18.8%
Direct Earnings (\$M)	271.1	208.3	239.0	313.2	338.9	8.2%	25.0%
Direct Employment (Jobs)	10,210	6,990	7,730	8,990	9,380	4.3%	-8.1%
Direct Local Taxes (\$M)	25.2	12.4	18.3	27.3	31.3	14.8%	24.0%
Direct State Taxes (\$M)	95.3	52.4	78.5	97.9	110.0	12.4%	15.4%
<b>Plymouth</b>							
Direct Visitor Spending (\$M)	813.3	649.0	926.5	1,016.9	969.8	-4.6%	19.2%
Direct Earnings (\$M)	185.1	155.9	181.7	219.3	237.4	8.3%	28.3%
Direct Employment (Jobs)	7,910	6,020	6,650	7,360	7,590	3.1%	-4.0%
Direct Local Taxes (\$M)	12.3	9.1	13.2	15.3	16.8	9.6%	37.1%
Direct State Taxes (\$M)	53.4	44.7	58.8	61.5	61.4	-0.2%	15.1%

**Source:** Dean Runyan Associates

**Note:** Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

# County Visitor Impacts

## Direct Visitor Impacts

	2019	2020	2021	2022	2023	% Change	
						22-23	19-23
<b>Suffolk</b>							
Direct Visitor Spending (\$M)	7,447.1	2,301.8	4,658.1	7,676.5	8,487.3	10.6%	14.0%
Direct Earnings (\$M)	1,993.6	1,239.0	1,509.3	2,119.7	2,431.2	14.7%	21.9%
Direct Employment (Jobs)	45,880	27,730	29,880	40,120	44,290	10.4%	-3.5%
Direct Local Taxes (\$M)	227.5	72.8	135.6	264.3	300.2	13.6%	32.0%
Direct State Taxes (\$M)	443.5	170.4	295.5	459.5	519.0	13.0%	17.0%
<b>Worcester</b>							
Direct Visitor Spending (\$M)	1,119.6	714.8	1,055.9	1,332.0	1,342.9	0.8%	19.9%
Direct Earnings (\$M)	251.4	184.9	230.6	292.4	313.0	7.0%	24.5%
Direct Employment (Jobs)	12,310	8,360	9,610	11,240	11,690	4.0%	-5.1%
Direct Local Taxes (\$M)	18.4	10.1	14.2	19.8	21.7	9.4%	18.0%
Direct State Taxes (\$M)	79.7	54.3	72.6	84.3	88.5	5.0%	11.1%

**Source:** Dean Runyan Associates

**Note:** Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

# County Visitor Impacts

## Overnight Visitor Volume

	Person						Party					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips
<b>Barnstable</b>												
Hotel, Motel, STVR	5.7M	2.2M	7.0M	2.7M	6.6M	2.5M	2.2M	878.8K	2.7M	1.1M	2.6M	1.0M
Private Home (VFR)	1.0M	406.9K	1.0M	409.5K	1.0M	415.4K	436.1K	176.9K	438.9K	178.1K	445.2K	180.6K
Other Overnight	6.4M	2.0M	6.4M	2.0M	6.4M	2.0M	3.0M	916.4K	3.0M	912.9K	3.0M	914.3K
<b>Total</b>	<b>13.1M</b>	<b>4.6M</b>	<b>14.4M</b>	<b>5.1M</b>	<b>14.0M</b>	<b>4.9M</b>	<b>5.7M</b>	<b>2.0M</b>	<b>6.1M</b>	<b>2.2M</b>	<b>6.0M</b>	<b>2.1M</b>
<b>Berkshire</b>												
Hotel, Motel, STVR	1.5M	905.6K	1.7M	1.1M	1.6M	1.0M	616.0K	398.1K	711.6K	468.0K	682.6K	445.9K
Private Home (VFR)	1.5M	814.6K	1.5M	812.5K	1.5M	814.3K	801.7K	428.7K	799.7K	427.6K	801.5K	428.6K
Other Overnight	1.1M	336.7K	1.1M	344.5K	1.1M	339.5K	490.2K	152.9K	501.3K	156.4K	497.1K	154.7K
<b>Total</b>	<b>4.1M</b>	<b>2.1M</b>	<b>4.3M</b>	<b>2.2M</b>	<b>4.2M</b>	<b>2.2M</b>	<b>1.9M</b>	<b>979.7K</b>	<b>2.0M</b>	<b>1.1M</b>	<b>2.0M</b>	<b>1.0M</b>
<b>Bristol</b>												
Hotel, Motel, STVR	1.4M	913.9K	1.5M	987.0K	1.5M	966.4K	679.7K	451.9K	735.0K	487.8K	723.1K	476.7K
Private Home (VFR)	1.8M	815.9K	1.8M	816.8K	1.8M	821.9K	949.0K	429.4K	950.0K	429.9K	956.0K	432.6K
Other Overnight	347.8K	108.5K	330.9K	103.1K	316.5K	98.5K	159.6K	49.5K	152.0K	47.1K	145.6K	45.1K
<b>Total</b>	<b>3.5M</b>	<b>1.8M</b>	<b>3.6M</b>	<b>1.9M</b>	<b>3.6M</b>	<b>1.9M</b>	<b>1.8M</b>	<b>930.8K</b>	<b>1.8M</b>	<b>964.8K</b>	<b>1.8M</b>	<b>954.4K</b>
<b>Dukes</b>												
Hotel, Motel, STVR	847.4K	321.2K	896.1K	340.2K	813.1K	307.1K	326.4K	126.8K	345.4K	134.4K	312.9K	121.2K
Private Home (VFR)	89.2K	36.2K	90.4K	36.7K	93.5K	37.9K	38.8K	15.7K	39.3K	15.9K	40.7K	16.5K
Other Overnight	1.0M	317.4K	1.0M	314.2K	1.0M	313.9K	495.3K	150.1K	491.0K	148.7K	490.3K	148.5K
<b>Total</b>	<b>2.0M</b>	<b>674.7K</b>	<b>2.0M</b>	<b>691.1K</b>	<b>1.9M</b>	<b>659.0K</b>	<b>860.5K</b>	<b>292.7K</b>	<b>875.7K</b>	<b>299.1K</b>	<b>843.9K</b>	<b>286.2K</b>

Source: Dean Runyan Associates

# County Visitor Impacts

## Overnight Visitor Volume

	Person						Party					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips										
<b>Essex</b>												
Hotel, Motel, STVR	3.0M	1.4M	3.4M	1.6M	3.5M	1.7M	1.2M	601.5K	1.4M	676.5K	1.5M	698.0K
Private Home (VFR)	1.4M	587.5K	1.5M	588.6K	1.5M	592.4K	762.3K	309.2K	763.7K	309.8K	768.5K	311.8K
Other Overnight	644.4K	199.9K	663.6K	206.7K	661.8K	205.9K	297.4K	91.9K	304.8K	94.6K	304.4K	94.3K
<b>Total</b>	<b>5.1M</b>	<b>2.2M</b>	<b>5.5M</b>	<b>2.4M</b>	<b>5.6M</b>	<b>2.4M</b>	<b>2.3M</b>	<b>1.0M</b>	<b>2.5M</b>	<b>1.1M</b>	<b>2.5M</b>	<b>1.1M</b>
<b>Franklin</b>												
Hotel, Motel, STVR	198.5K	100.5K	219.8K	112.4K	241.6K	124.8K	86.0K	46.8K	95.6K	52.4K	105.5K	58.4K
Private Home (VFR)	261.6K	118.4K	261.2K	118.2K	261.2K	118.2K	137.7K	62.3K	137.5K	62.2K	137.5K	62.2K
Other Overnight	148.3K	45.5K	146.6K	45.0K	146.2K	44.9K	69.3K	21.2K	68.4K	21.0K	68.3K	20.9K
<b>Total</b>	<b>608.4K</b>	<b>264.4K</b>	<b>627.6K</b>	<b>275.6K</b>	<b>649.1K</b>	<b>287.9K</b>	<b>293.0K</b>	<b>130.3K</b>	<b>301.5K</b>	<b>135.6K</b>	<b>311.3K</b>	<b>141.5K</b>
<b>Hampden</b>												
Hotel, Motel, STVR	1.2M	763.4K	1.3M	843.9K	1.5M	982.7K	660.5K	443.0K	730.5K	489.6K	851.3K	569.8K
Private Home (VFR)	652.8K	349.1K	650.4K	347.8K	649.1K	347.1K	362.7K	193.9K	361.3K	193.2K	360.6K	192.9K
Other Overnight	259.7K	82.9K	246.3K	78.4K	225.6K	71.3K	115.9K	36.8K	110.3K	34.9K	101.8K	32.0K
<b>Total</b>	<b>2.1M</b>	<b>1.2M</b>	<b>2.2M</b>	<b>1.3M</b>	<b>2.4M</b>	<b>1.4M</b>	<b>1.1M</b>	<b>673.7K</b>	<b>1.2M</b>	<b>717.7K</b>	<b>1.3M</b>	<b>794.6K</b>
<b>Hampshire</b>												
Hotel, Motel, STVR	482.3K	265.2K	565.2K	316.2K	575.1K	318.9K	216.4K	126.1K	255.6K	151.0K	259.1K	152.0K
Private Home (VFR)	702.3K	317.8K	668.1K	302.3K	662.0K	299.5K	369.6K	167.2K	351.6K	159.1K	348.4K	157.6K
Other Overnight	208.6K	66.7K	209.9K	67.4K	209.7K	67.5K	92.9K	29.5K	92.8K	29.7K	92.5K	29.6K
<b>Total</b>	<b>1.4M</b>	<b>649.6K</b>	<b>1.4M</b>	<b>685.9K</b>	<b>1.4M</b>	<b>686.0K</b>	<b>678.9K</b>	<b>322.9K</b>	<b>700.0K</b>	<b>339.8K</b>	<b>700.0K</b>	<b>339.3K</b>

Source: Dean Runyan Associates

# County Visitor Impacts

## Overnight Visitor Volume

	Person						Party					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips
<b>Middlesex</b>												
Hotel, Motel, STVR	6.5M	3.2M	8.8M	4.4M	9.5M	4.7M	2.7M	1.4M	3.7M	1.9M	4.0M	2.0M
Private Home (VFR)	4.5M	1.8M	4.5M	1.8M	4.6M	1.9M	2.4M	970.5K	2.4M	970.4K	2.4M	973.7K
Other Overnight	499.7K	154.6K	495.2K	153.6K	499.3K	155.0K	231.4K	71.3K	228.5K	70.6K	230.2K	71.2K
<b>Total</b>	<b>11.5M</b>	<b>5.2M</b>	<b>13.8M</b>	<b>6.4M</b>	<b>14.6M</b>	<b>6.7M</b>	<b>5.4M</b>	<b>2.4M</b>	<b>6.3M</b>	<b>2.9M</b>	<b>6.6M</b>	<b>3.1M</b>
<b>Nantucket</b>												
Hotel, Motel, STVR	798.7K	325.9K	863.5K	351.0K	759.1K	305.6K	315.6K	131.3K	340.8K	141.3K	298.6K	122.7K
Private Home (VFR)	60.7K	24.6K	61.9K	25.1K	64.9K	26.3K	26.4K	10.7K	26.9K	10.9K	28.2K	11.4K
Other Overnight	722.3K	217.9K	723.4K	218.2K	730.1K	220.2K	343.9K	103.8K	344.5K	103.9K	347.7K	104.9K
<b>Total</b>	<b>1.6M</b>	<b>568.4K</b>	<b>1.6M</b>	<b>594.3K</b>	<b>1.6M</b>	<b>552.2K</b>	<b>685.9K</b>	<b>245.8K</b>	<b>712.2K</b>	<b>256.1K</b>	<b>674.4K</b>	<b>239.0K</b>
<b>Norfolk</b>												
Hotel, Motel, STVR	2.6M	1.3M	3.4M	1.7M	3.8M	1.9M	1.1M	562.3K	1.4M	736.5K	1.6M	823.1K
Private Home (VFR)	1.6M	643.0K	1.6M	644.5K	1.6M	648.8K	834.2K	338.4K	836.1K	339.2K	841.8K	341.5K
Other Overnight	307.2K	99.6K	314.7K	102.6K	316.3K	103.4K	134.4K	43.3K	136.6K	44.3K	137.0K	44.5K
<b>Total</b>	<b>4.5M</b>	<b>2.1M</b>	<b>5.3M</b>	<b>2.5M</b>	<b>5.7M</b>	<b>2.7M</b>	<b>2.1M</b>	<b>944.0K</b>	<b>2.4M</b>	<b>1.1M</b>	<b>2.6M</b>	<b>1.2M</b>
<b>Plymouth</b>												
Hotel, Motel, STVR	1.2M	522.5K	1.4M	579.8K	1.4M	563.8K	497.1K	212.0K	554.3K	234.8K	544.3K	227.5K
Private Home (VFR)	1.6M	646.4K	1.6M	648.8K	1.6M	653.1K	692.8K	281.0K	695.3K	282.1K	700.0K	284.0K
Other Overnight	1.6M	514.6K	1.6M	529.2K	1.5M	489.5K	717.7K	228.0K	731.4K	233.3K	684.3K	217.2K
<b>Total</b>	<b>4.4M</b>	<b>1.7M</b>	<b>4.6M</b>	<b>1.8M</b>	<b>4.5M</b>	<b>1.7M</b>	<b>1.9M</b>	<b>721.0K</b>	<b>2.0M</b>	<b>750.1K</b>	<b>1.9M</b>	<b>728.6K</b>

Source: Dean Runyan Associates

# County Visitor Impacts

## Overnight Visitor Volume

	Person						Party					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips
<b>Suffolk</b>												
Hotel, Motel, STVR	9.1M	4.5M	14.0M	7.0M	15.3M	7.6M	3.9M	1.9M	5.9M	3.0M	6.5M	3.3M
Private Home (VFR)	6.7M	2.7M	6.6M	2.7M	6.6M	2.7M	3.5M	1.4M	3.5M	1.4M	3.5M	1.4M
Other Overnight	407.1K	122.8K	432.7K	130.5K	465.2K	140.3K	193.9K	58.5K	206.1K	62.2K	221.5K	66.8K
<b>Total</b>	<b>16.2M</b>	<b>7.4M</b>	<b>21.1M</b>	<b>9.8M</b>	<b>22.4M</b>	<b>10.5M</b>	<b>7.6M</b>	<b>3.4M</b>	<b>9.6M</b>	<b>4.5M</b>	<b>10.2M</b>	<b>4.8M</b>
<b>Worcester</b>												
Hotel, Motel, STVR	2.4M	1.6M	2.9M	2.0M	3.0M	2.1M	1.0M	712.2K	1.2M	878.8K	1.3M	897.3K
Private Home (VFR)	2.4M	1.2M	2.4M	1.2M	2.4M	1.2M	1.3M	669.6K	1.3M	671.2K	1.3M	677.1K
Other Overnight	654.5K	211.9K	804.5K	264.3K	831.4K	274.0K	286.8K	92.3K	345.9K	113.0K	356.0K	116.7K
<b>Total</b>	<b>5.4M</b>	<b>3.1M</b>	<b>6.1M</b>	<b>3.5M</b>	<b>6.2M</b>	<b>3.6M</b>	<b>2.6M</b>	<b>1.5M</b>	<b>2.9M</b>	<b>1.7M</b>	<b>3.0M</b>	<b>1.7M</b>

Source: Dean Runyan Associates

# County Visitor Impacts

## Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Barnstable</b>						
Hotel, Motel, STVR	\$299	\$774	\$771	\$1,950	2.6	2.6
Private Home (VFR)	\$79	\$195	\$182	\$449	2.3	2.5
Other Overnight	\$82	\$268	\$175	\$573	2.1	3.3
All Overnight	\$184	\$524	\$430	\$1,224	2.3	2.8
<b>Berkshire</b>						
Hotel, Motel, STVR	\$290	\$464	\$689	\$1,054	2.4	1.6
Private Home (VFR)	\$75	\$141	\$143	\$268	1.9	1.9
Other Overnight	\$104	\$334	\$228	\$734	2.2	3.2
All Overnight	\$165	\$322	\$353	\$679	2.1	2.0
<b>Bristol</b>						
Hotel, Motel, STVR	\$243	\$377	\$504	\$764	2.1	1.5
Private Home (VFR)	\$100	\$222	\$191	\$422	1.9	2.2
Other Overnight	\$152	\$489	\$330	\$1,066	2.2	3.2
All Overnight	\$164	\$315	\$326	\$623	2.0	1.9
<b>Dukes</b>						
Hotel, Motel, STVR	\$444	\$1,176	\$1,154	\$2,980	2.6	2.6
Private Home (VFR)	\$173	\$425	\$397	\$979	2.3	2.5
Other Overnight	\$66	\$219	\$140	\$463	2.1	3.3
All Overnight	\$230	\$677	\$529	\$1,558	2.3	2.9

Source: Dean Runyan Associates

# County Visitor Impacts

## Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Essex</b>						
Hotel, Motel, STVR	\$237	\$505	\$573	\$1,194	2.4	2.1
Private Home (VFR)	\$91	\$225	\$173	\$428	1.9	2.5
Other Overnight	\$140	\$450	\$304	\$982	2.2	3.2
All Overnight	\$188	\$432	\$419	\$959	2.2	2.3
<b>Franklin</b>						
Hotel, Motel, STVR	\$192	\$372	\$440	\$795	2.3	1.9
Private Home (VFR)	\$74	\$163	\$140	\$309	1.9	2.2
Other Overnight	\$108	\$353	\$232	\$758	2.1	3.3
All Overnight	\$126	\$283	\$262	\$576	2.1	2.3
<b>Hampden</b>						
Hotel, Motel, STVR	\$422	\$644	\$744	\$1,111	1.8	1.5
Private Home (VFR)	\$86	\$162	\$155	\$291	1.8	1.9
Other Overnight	\$155	\$490	\$343	\$1,092	2.2	3.2
All Overnight	\$305	\$517	\$551	\$911	1.8	1.7
<b>Hampshire</b>						
Hotel, Motel, STVR	\$202	\$364	\$448	\$764	2.2	1.8
Private Home (VFR)	\$55	\$121	\$104	\$230	1.9	2.2
Other Overnight	\$147	\$457	\$334	\$1,043	2.3	3.1
All Overnight	\$127	\$267	\$262	\$540	2.1	2.1

Source: Dean Runyan Associates

# County Visitor Impacts

## Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Middlesex</b>						
Hotel, Motel, STVR	\$302	\$614	\$719	\$1,438	2.4	2.0
Private Home (VFR)	\$91	\$223	\$172	\$424	1.9	2.5
Other Overnight	\$113	\$364	\$245	\$793	2.2	3.2
All Overnight	\$230	\$501	\$505	\$1,099	2.2	2.2
<b>Nantucket</b>						
Hotel, Motel, STVR	\$587	\$1,457	\$1,492	\$3,629	2.5	2.5
Private Home (VFR)	\$393	\$968	\$903	\$2,227	2.3	2.5
Other Overnight	\$77	\$256	\$162	\$538	2.1	3.3
All Overnight	\$339	\$955	\$782	\$2,206	2.3	2.8
<b>Norfolk</b>						
Hotel, Motel, STVR	\$269	\$532	\$632	\$1,238	2.4	2.0
Private Home (VFR)	\$97	\$240	\$185	\$456	1.9	2.5
Other Overnight	\$214	\$654	\$494	\$1,520	2.3	3.1
All Overnight	\$218	\$466	\$480	\$1,028	2.2	2.1
<b>Plymouth</b>						
Hotel, Motel, STVR	\$245	\$597	\$618	\$1,480	2.5	2.4
Private Home (VFR)	\$96	\$237	\$221	\$545	2.3	2.5
Other Overnight	\$152	\$477	\$341	\$1,076	2.2	3.1
All Overnight	\$160	\$425	\$376	\$995	2.3	2.6

**Source:** Dean Runyan Associates

# County Visitor Impacts

## Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Suffolk</b>						
Hotel, Motel, STVR	\$414	\$830	\$979	\$1,937	2.4	2.0
Private Home (VFR)	\$209	\$516	\$398	\$980	1.9	2.5
Other Overnight	\$713	\$2,365	\$1,498	\$4,967	2.1	3.3
All Overnight	\$360	\$770	\$791	\$1,695	2.2	2.1
<b>Worcester</b>						
Hotel, Motel, STVR	\$211	\$305	\$495	\$706	2.3	1.4
Private Home (VFR)	\$93	\$182	\$167	\$327	1.8	2.0
Other Overnight	\$224	\$678	\$522	\$1,593	2.3	3.0
All Overnight	\$168	\$292	\$352	\$616	2.1	1.7

Source: Dean Runyan Associates

# Appendix

## Other Travel Impacts

**Other Travel** includes a portion of expenditures and the associated impacts for resident outbound airport activity and estimates of revenue and the associated impacts for Travel Arrangement and Convention Services. Lack of reliable data exists to determine how much of Travel Arrangement and Convention Services is attributable to visitors, however they are still part of the state's travel industry and included in benchmark datasets like the Bureau of Economic Analysis Travel and Tourism Satellite Account.

### Massachusetts Direct Impacts of Other Travel

	2019	2020	2021	2022	2023
<b>Direct Spending (\$Millions)</b>					
Resident Air	2,090.8	524.9	1,132.7	2,126.4	2,162.8
Travel Arrangement & Convention Services	3,347.9	2,413.8	2,372.8	2,692.9	2,816.2
<b>Total</b>	<b>5,438.7</b>	<b>2,938.7</b>	<b>3,505.4</b>	<b>4,819.2</b>	<b>4,979.0</b>
<b>Direct Earnings (\$Millions)</b>					
Resident Air	590.4	588.6	592.3	716.6	835.0
Travel Arrangement & Convention Services	799.8	584.8	577.0	630.3	656.1
<b>Total</b>	<b>1,390.2</b>	<b>1,173.4</b>	<b>1,169.3</b>	<b>1,346.9</b>	<b>1,491.1</b>
<b>Direct Employment (Jobs)</b>					
Resident Air	6,286	5,614	5,347	6,585	7,403
Travel Arrangement & Convention Services	8,954	6,425	5,458	6,298	6,344
<b>Total</b>	<b>15,240</b>	<b>12,039</b>	<b>10,805</b>	<b>12,883</b>	<b>13,747</b>
<b>Direct Tax Revenue (\$Millions)</b>					
Local	46.5	36.8	34.9	42.4	47.7
State	62.7	51.5	50.8	59.0	64.8
<b>Total</b>	<b>109.3</b>	<b>88.4</b>	<b>85.7</b>	<b>101.5</b>	<b>112.4</b>

# Appendix

## County Direct Impacts of Other Travel

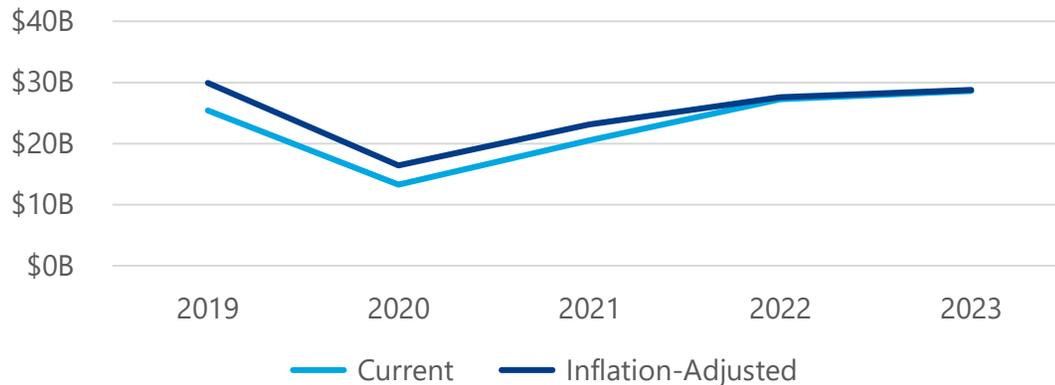
County	Direct Other Travel Spending	Direct Earnings	Direct Employment	Direct Tax Revenue	
				State Tax	Local Tax
Barnstable	\$18.5M	\$6.8M	86	\$329.1K	\$216.8K
Berkshire	\$20.0M	\$4.0M	94	\$204.0K	\$127.9K
Bristol	\$44.2M	\$13.3M	251	\$676.5K	\$424.1K
Dukes	\$17.2M	\$4.1M	33	\$193.4K	\$131.6K
Essex	\$200.0M	\$30.0M	423	\$1.5M	\$959.1K
Franklin	\$2.6M	\$649.8K	11	\$33.1K	\$20.8K
Hampden	\$79.8M	\$19.9M	340	\$1.0M	\$637.6K
Hampshire	\$14.2M	\$2.8M	43	\$145.0K	\$90.9K
Middlesex	\$628.7M	\$125.7M	1,366	\$6.4M	\$4.0M
Nantucket	\$12.1M	\$5.5M	52	\$246.9K	\$176.0K
Norfolk	\$563.8M	\$169.1M	922	\$8.6M	\$5.4M
Plymouth	\$202.1M	\$30.3M	353	\$1.5M	\$969.0K
Suffolk	\$3.0B	\$1.0B	9,312	\$42.2M	\$33.4M
Worcester	\$145.6M	\$34.1M	461	\$1.6M	\$1.1M
<b>Massachusetts</b>	<b>\$5.0B</b>	<b>\$1.5B</b>	<b>13,747</b>	<b>\$64.8M</b>	<b>\$47.7M</b>

# Appendix

## Inflation-Adjusted Direct Travel Spending

Direct travel spending (which includes visitor and other travel spending) grew from \$27.3 billion in 2022 to \$28.6 billion in 2023, an increase of \$1.3 billion in current dollars. However, considering the reduced purchasing power of the dollar associated with recent inflation, the true quantity of goods and services purchased by travelers increased \$1.1 billion.

### Current and Inflation-Adjusted Direct Travel Spending



**Sources:** Dean Runyan Associates, U.S. Bureau of Labor Statistics CPI

**Note:** Direct travel spending includes visitor and other travel spending. Inflation-Adjusted values are in 2024 dollars as of September 2024

In 2023, travel spending **increased \$1.3 billion or 4.9% in current dollars**, but only \$1.1 billion or 4.1% in inflation-adjusted dollars.



Inflation is the **rate of increase** in prices of goods and services.

### How does inflation affect the travel industry?

Inflation is the rate of increase in prices of goods and services. An increase in the rate of inflation translates into reduced purchasing power for consumers. To track the quantity of goods and services that consumers purchase when they travel, we report the "Inflation Adjusted" travel spending in the chart to the left. This is also known as "real" spending, as it shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time.

#### U.S. CPI (annual % chg.)

2022: 8.0%

2023: 4.3%

Target: 2% Annually

# Glossary

Term	Definition
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with "Visitor Spending."
Direct Travel Earnings	Total after-tax net income. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Travel Employment	Employment generated by visitor and other travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Travel Spending	Expenditures related to travel made by consumers; equals the sum of Visitor Spending and Other Travel Spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Local Taxes	City and county taxes generated by travel spending.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Other Travel Spending	Direct spending by residents on travel arrangement services and/or convention activity.
Other Travel Impacts	Economic impacts attributable to resident spending on travel arrangement services and/or spending for convention activity.
Private Home (VFR)	Personal residences used to host friends and family visiting overnight in the destination.
State Taxes	State taxes generated by travel spending.
STVR	STVR stands for "short term vacation rental." The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).
Visitor	A visitor is an individual who travels 50 miles or more from their place of residence on a non-routine day or overnight trip, this includes in-state and out-of-state travelers.
Visitor Impacts	Economic impacts attributable to spending by visitors in a destination.
Visitor Spending	Direct spending by non-resident (visitor) consumers in a destination.

# Methodology

The direct impacts in this report were estimated using the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. The private, public, and state model inputs used for this report are listed in the table below.

	Geography	Source
<b>Private Data</b>		
Hotel/Motel—monthly ADR (\$), Occupancy (%), Room Inventory	County*	STR
STVR—ADR (\$), Occupancy (%), Room Inventory	County	Key Data
National Visitor Survey	Region	OmniTrak
<b>Public Data</b>		
Private & Public Campgrounds—Site Inventory	County	AllStays
Industry Earnings (\$) and Total Employment	County	BEA
Industry Employment—Jobs, Wages (\$), Payroll	County	BLS
Household Expenditure	National	BLS
Population	County	U.S. Census Bureau
Business Patterns per Zip-Code	County	U.S. Census Bureau
Second Home—Inventory, Utilization (%)	County	U.S. Census Bureau
State and Local Government Finances	State	U.S. Census Bureau
Air Transportation—Price, visitation by destination	Airport	BTS
Motor Fuel Consumption	State	FHWA
Motor Fuel Price	State	EIA
Public Campgrounds – Federal ADR (\$), Occupancy (%), Site Inventory	Park	USFS - RIDB
<b>State Data</b>		
Public Camp—Site Inventory	Park	Parks and Rec.
Local Lodging Tax Rates and Receipts	City/Town	MA DOR
Meals and Room Taxes	County	MA DOR
State and Local Tax Revenue	State	MA DOR

**Note:** ADR (average daily rate), BEA (Bureau of Economic Analysis), BLS (Bureau of Labor Statistics), DOT (U.S. Department of Transportation), STR (Smith Travel Research), STVR (short-term vacation rental), MA DOR (Massachusetts Department of Revenue)

## Methodology

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Massachusetts, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Massachusetts travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

## Methodology

The direct economic impacts (spending, earnings, employment, taxes) generated by the RTIM will be the inputs for the IMPLAN model, which will be used to estimate secondary impacts.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.

The table below demonstrates how our reported “Travel Industries” translate to the North American Industry Classification System (NAICS) codes.

Travel Impact Industry	NAICS Industry Code
<b>Accommodation &amp; Food Service</b>	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)
<b>Arts, Entertainment, &amp; Recreation</b>	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
<b>Retail</b>	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
<b>Transportation</b>	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
<b>Air Transportation</b>	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
<b>Others</b>	Travel agencies (56151) Convention and trade show organizers (56192)

**Note:** Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories. NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.



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