

WYOMING OFFICE OF TOURISM

2017 Eclipse Economic Impact Study Summary of Findings

Research prepared for the Wyoming Office of Tourism by Dean Runyan Associates and
Destination Analysts, Inc.

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Findings at a Glance

Wyoming Visitor Spending Generated by Eclipse (in \$000)	\$63,450
Out-of-state visitors:	\$59,840
Wyoming residents:	\$3,610
Eclipse-related Earnings (in \$000):	\$11,540
Eclipse-related Tax Receipts and Earnings (in \$000):	\$3,780
Tax receipts to State of Wyoming:	\$2,340
Local tax government receipts:	\$1,440
Visitors on Eclipse-related Trips:	261,100
Out-of-state visitors:	197,600
Wyoming residents:	63,500

Executive Summary

This summary report presents the findings of an economic impact analysis conducted on the 2017 Solar Eclipse to the State of Wyoming. The study was conducted and executed as a joint effort of the Wyoming Office of Tourism, Dean Runyan Associates and Destination Analysts, Inc. to evaluate the impact of the eclipse (a five-day period from August 19-August 23, 2017) on the economy of Wyoming in terms of visitor spending and tax generation resulting from this celestial event. This study estimates the eclipse event's economic impact, including direct spending in the state generated by the eclipse, as well as consequent tax receipts collected by the State of Wyoming and its localities. At the end of this study, the results of two surveys conducted in support of this effort are presented.

Key findings from this research include the following:

- **Visitor volume.** It is estimated that a total of 261,100 persons traveled in Wyoming as a result of the 2017 Solar Eclipse, of which 108,300 visited counties within the path of totality and 161,100 visited other eclipse-affected counties. Approximately three quarters of these visitors were out-of-state residents, while the remainder were Wyoming in-state travelers who are residents who traveled within the state to experience the eclipse. (Tables 1-2, Pages 9-10)
- **Visitor days.** Visitation associated with the eclipse represented 674,900 visitor days. Out-of-state visitors accounted for 576,600 of these Wyoming visitor days, while in-state travelers accounted for 98,400 visitor days. (Table 3, Page 8)
- **Spending impact:** A total of \$63.5 million in travel spending in the state of Wyoming can be attributed to the 2017 Solar Eclipse. The vast majority of this spending (\$59.8 million) was made by out-of-state visitors. In-state travelers spent \$3.6 million on eclipse related travel around the state. Similarly, the bulk of this spending, \$60.6 million, is attributed to travelers staying overnight somewhere in Wyoming. Approximately \$2.8 million was spent by day-trip travelers. (Table 8, Page 14)
- **Tax impact:** Local tax revenue, which accrues to state and municipal government, amounted to \$3.8 million. Of these tax receipts, \$2.3 million went to Wyoming's state government and \$1.4 million went to local governments. (Table 10, Page 16)

Survey Results

- **A majority of out-of-state visitors stayed overnight in Wyoming on their trip.** On average, 77.4 percent of visitors surveyed stayed overnight outside their home within the state of Wyoming. On average, these visitors spent 4.1 days and 3.5 nights in the state.
- **Over half of out-of-state overnight visitors stayed in a Wyoming hotel, motel, bed-and-breakfast or resort on their trip (50.2%).** The next most common places of stay among this group were campgrounds (26.5%) and private homes of a friend or relative in Wyoming (16.5%).
- **The solar eclipse was important to visitors' decision to make their trip to Wyoming.** In total, 78.8 percent of out-of-state visitors said the Solar Eclipse was "important" (13.1%) or "very important" (65.7%) to their decision to visit the state. On average, 39.5 percent of out-of-state visitors said would not have made this trip to Wyoming had it not been for the solar eclipse.
- **Visiting travel parties spent an average of \$930.93 in Wyoming over the course of their trip.** The largest proportion of this spending was on lodging (\$369.80), followed by food and beverage (\$200.43) and transportation (\$147.40).

Methodology

The approach used here combines data collected in surveys, developed by Destination Analysts, Inc, of Wyoming out-of-state visitors and residents during the week of the eclipse with the proprietary tourism economic impact model of Dean Runyan Associates. During the eclipse week, localities around the state conducted a random visitor intercept survey of persons in public spaces around their town or city. Teams of surveyors spread out in these areas and collected surveys from out-of-state visitors and Wyoming residents.

Additionally, tallies were kept measuring the incidence of local county residents as well. Survey teams in 21 cities and towns were trained by Destination Analysts in appropriate field collection techniques. Data collection occurred during the seven days immediately surrounding the eclipse. In total, 1,919 surveys were collected in 221 various sites around those towns and cities.

- 1) The ***Out-of-State Visitor Survey*** served as the basis for this study's data collection. It was conducted to collect travel data from Wyoming out-of-state visitors who had come to the state to specifically attend the eclipse event. The survey explored travel behaviors such as length of stay, method of arrival, place of stay and - very importantly - trip spending within Wyoming. The survey also explored motivations for visiting the state, allowing the research team to quantify and understand travelers who visited Wyoming as a result of the eclipse.
- 2) A second and very similar survey, ***In-State Travelers Survey***, was collected from in-state travelers who were at the survey locations but lived outside the immediate county. Data collected in this survey was used to quantify the number of Wyoming residents traveling outside their counties to experience the eclipse and to understand the visitor spending generated by this activity.

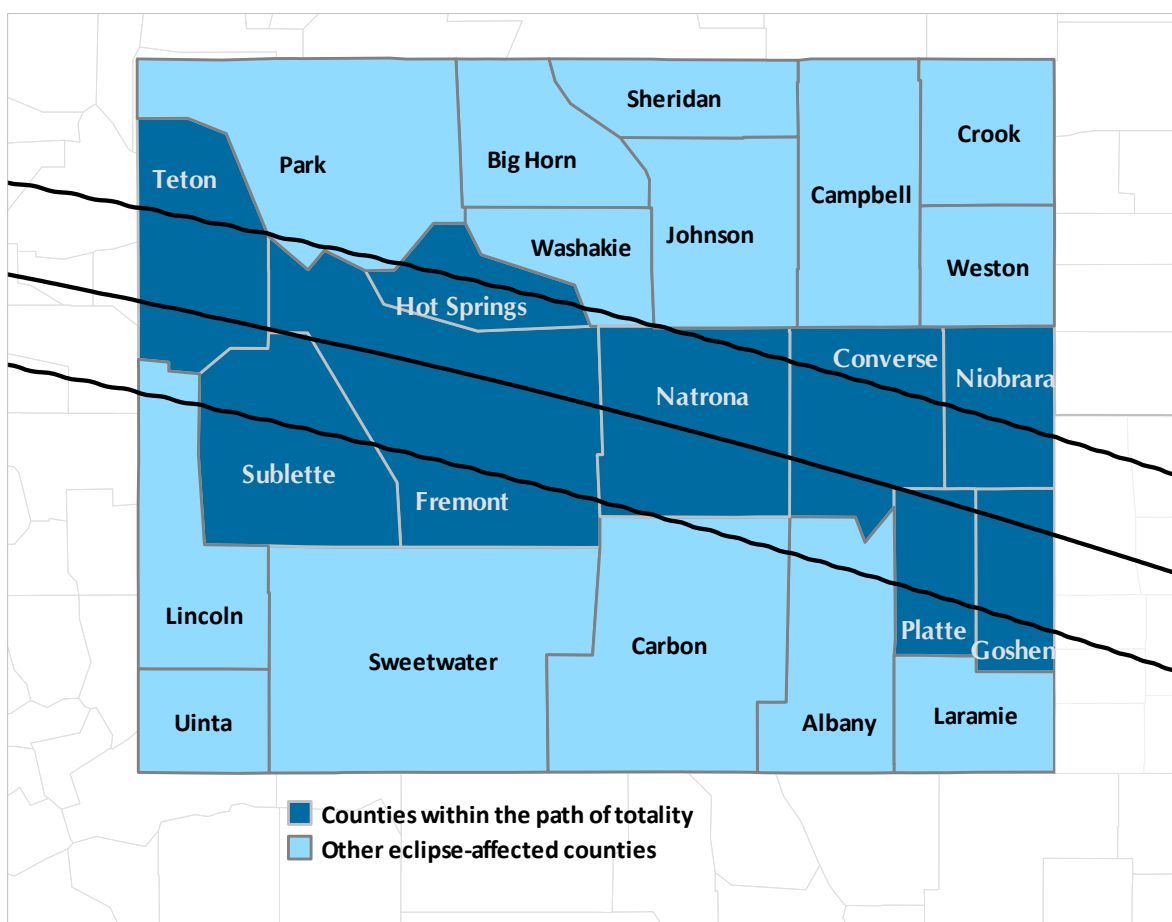
Using Dean Runyan Associates' existing data and Wyoming's economic impact model, estimates of eclipse-related visitor spending and tax receipts developed. These economic impact estimates used the model's infrastructure and data from the two aforementioned surveys as inputs. An inventory of lodging establishments by city and county was used along with the survey data to estimate the share of overnight travelers who spent the night in hotels/motels. Other accommodation types (camping, VFRs, and other), as well as day travel, were estimated based on the overall distributions reported by the respondents of the survey.

Regional Definitions

It is important to note that the economic impacts of the eclipse event were in no way limited to the path of totality. Travel to and within the state included significant tourism activity outside the path of totality. This activity might include travelers enjoying other areas of the state as part of an eclipse-related trip or visitors who were unable to find lodging in the path of totality who drove into this zone for the day to experience the event. The economic regions studied in this project are defined as areas within the path of totality (called eclipse-affected) and other areas of the state.

The map below shows these areas.

Eclipse-affected and other wyoming regions



Economic Impacts

Beneficial economic impacts accrued when eclipse viewers travel to locations in the state where a total or partial eclipse was visible, in particular to locations within the zone of total eclipse. These visitors made use of lodging, purchased food, beverages and retail items, as well as purchased fuel and rental vehicles. As shown in the analysis above, a high proportion of visitors to counties in the path of totality were from out-of-state and many stayed for several days.

Total Visitor Volume

The total number of visitors who traveled for the eclipse was approximately 261,100, with the counties of Teton and Natrona leading the way. The number of visitors is estimated using survey data of where eclipse-orientated visitors spent the night (distribution by accommodation type shown in Table 3.2) and a room inventory of lodging establishments in each county. Within the path of totality counties the visitors were, according to the survey, 88 percent eclipse-orientated. For counties outside of the path of totality, it was assumed to be half (50%). This methodology ensured a more conservative estimate.

Out-of-State Visitors

A high proportion of persons traveled to Wyoming specifically for the eclipse, an estimated 75 percent, were from out-of-state. The number of visitors in counties within the path of totality and in other eclipse-affected counties, broken out by residence, appears in the table below.

Table 1. Visitors, by Residence

	Visitors		
	Out-of-State	In-state	Total
Counties Within The Path Of Totality	80,100	28,300	108,300
Other Eclipse-affected Counties	117,600	35,300	152,800
Total All Wyoming Counties	197,600	63,500	261,100

Due to rounding, numbers may not add up precisely to the totals.

Visitor Days and Lodging

Visitation associated with the eclipse represented approximately 675,000 visitor days—the number of days spent by visitors for eclipse-related travel around the state. As appears in Table 2 below, visitation is broken out for Wyoming residents and those visiting from out-of-state based on the proportion of day and overnight visitors for each category and the average length of stay.

Table 2. Visitor Days, by Residence

Category	Visitor Days		
	Out of State	In-State	Total
Visitor Days			
Day	44,200	15,100	59,300
Overnight	532,400	83,300	615,600
Total	576,600	98,400	674,900

The type of lodging used by these visitors appears in the tables below. A relatively high proportion of out-of-state visitors stayed in commercial lodging, although a significant portion also camped either in formal campgrounds or at other locations. The breakout and distributions of lodging by type of visitors on which this calculation is based appears in Tables 3.1 and 3.2.

Table 3.1 Visitor Lodging, by Residence

Type of Lodging		Visitor Days		
		Out-of-State	In-State	Total
Day		44,200	15,100	59,300
Overnight				
	Hotel, motel, bed & breakfast	191,700	15,000	206,600
	Camping	216,400	30,300	246,600
	Private home of friend or relative	68,100	30,600	98,600
	Vacation rental, Airbnb, other	56,500	7,500	64,000
	Total	532,400	83,300	615,600
All Visitors		576,600	98,400	674,900

Due to rounding, numbers may not add up precisely to the totals.

Table 3.2 Lodging Distribution, by Visitor Residence

Type of Lodging	Percent of Visitors		
	Out-of-State	In-State	Total
Hotel, motel, bed & breakfast	36.0%	18.0%	33.6%
Camping	40.6%	36.3%	40.0%
Private home of friend or relative	12.8%	36.7%	16.0%
Vacation rental, Airbnb, other	10.6%	9.0%	10.4%
Total	100.0%	100.0%	100.0%

Due to rounding, numbers may not add up precisely to the totals.

A breakout of visitor days for each of Wyoming's 23 counties is shown below in Table 4.

Table 4 Visitor Volume by County

County	Wyoming Visitor Days						
	Overnight					Day	Total
	Hotel/ Motel	Camping	VFR	Other	Total Overnight		
Albany	11,700	23,000	6,800	4,400	45,700	4,600	50,300
Big Horn	1,400	2,800	800	600	5,400	a	5,400
Campbell	16,600	a	4,600	700	21,800	a	21,800
Carbon	11,300	22,400	6,600	4,300	44,500	4,500	48,900
Converse	5,400	10,600	3,100	2,000	21,000	2,100	23,000
Crook	1,700	3,300	1,000	700	6,500	700	7,200
Fremont	9,700	19,100	5,600	3,600	37,900	3,800	41,700
Goshen	1,500	2,900	900	600	5,800	2,500	8,300
Hot Springs	2,000	3,900	1,200	800	7,800	800	8,500
Johnson	4,100	8,100	2,400	1,600	16,100	1,600	17,700
Laramie	20,200	18,000	9,900	7,300	55,100	5,500	60,600
Lincoln	3,900	7,700	2,300	1,500	15,200	1,600	16,700
Natrona	25,800	23,000	12,600	9,300	70,600	7,100	77,600
Niobrara	1,300	2,500	800	500	4,900	2,100	7,000
Park	21,600	21,400	12,500	8,100	63,400	6,300	69,700
Platte	3,000	6,000	1,800	1,200	11,800	1,200	13,000
Sheridan	11,300	22,400	6,600	4,300	44,400	4,500	48,800
Sublette	3,000	6,000	1,800	1,200	11,800	1,200	13,000
Sweetwater	7,800	5,800	2,900	2,100	18,400	a	18,400
Teton	38,000	31,100	12,700	8,500	90,200	9,000	99,100
Uinta	4,000	3,000	1,500	1,100	9,400	a	9,400
Washakie	1,500	2,800	900	600	5,600	600	6,200
Weston	900	1,800	600	400	3,500	400	3,800
Total	206,600	246,600	98,600	64,000	615,600	59,300	674,900

a: Values too small for reporting.

Note: Due to rounding, numbers may not add up precisely to the totals.

Visitor Spending

Average visitor expenditures vary substantially by type of lodging and residence of the traveler. Those staying in hotels or motels and others (mostly vacation home rentals) spend considerably more than those who camp or stay with friends or relatives. Also, out-of-state visitors spend more than Wyoming in-state travelers throughout the state. Average expenditures for the trip to view the eclipse appear in the Tables 5 and 6 below, based on expenditure data from the visitor survey.

Table 5. Out-of-State Visitors, Average Daily Expenditures (\$/party/day)

Category	Average Expenditures per Party per Day				
	Hotel/Motel	Camp	VFR	Other	Day
Lodging/campgrounds	\$207	\$80	\$0	\$246	\$0
Food & beverage	\$77	\$46	\$56	\$71	\$66
Transportation	\$57	\$37	\$45	\$65	\$31
Recreation/entertainment	\$25	\$20	\$21	\$23	\$12
Other shopping (clothing, supplies)	\$25	\$18	\$20	\$24	\$17
Other	\$20	\$16	\$22	\$34	\$7
Total	\$412	\$217	\$165	\$463	\$133
Note:					
Length of stay	3.7	4.0	3.5	3.0	1
Party Size	2.9	2.9	2.7	2.8	2.8

Table 6. In-State Visitors, Average Daily Expenditures (\$/party/day)

Category	Average Expenditures per Party per Day				
	Hotel/Motel	Camp	VFR	Other	Day
Lodging/campgrounds	\$33	\$52	\$0	\$0	\$0
Food & beverage	\$33	\$75	\$13	\$50	\$57
Transportation	\$17	\$32	\$14	\$30	\$33
Recreation/entertainment	\$0	\$3	\$0	\$0	\$8
Other shopping (clothing, supplies)	\$8	\$9	\$3	\$35	\$31
Other	\$0	\$2	\$0	\$0	\$8
Total	\$92	\$173	\$30	\$115	\$137
Notes:					
Length of stay	3.0	2.8	3.0	NA	1
Party size	2.0	2.8	2.0	3.0	3.1

Table 7 shows Wyoming visitor spending during the eclipse broken out for both out-of-state and in-state travel. A more detailed breakout for each of the 23 counties is shown in Table 8.

Table 7. Total Eclipse-Related Visitor Spending

Out-of-State Spending

Category	Total Trip Spending (\$000)					
	Hotel/Motel	Camp	VFR	Other	Day	Total
Lodging/campgrounds	\$13,920	\$5,920	\$0	\$4,900	\$0	\$24,730
Food & beverage	\$5,190	\$3,460	\$1,440	\$1,410	\$1,260	\$12,740
Transportation	\$3,870	\$2,730	\$1,170	\$1,300	\$600	\$9,650
Recreation/entertainment	\$1,720	\$1,520	\$540	\$460	\$240	\$4,460
Other shopping (clothing, supplies)	\$1,710	\$1,330	\$530	\$470	\$330	\$4,340
Other	\$1,360	\$1,230	\$560	\$690	\$130	\$3,950
Total	\$27,730	\$16,170	\$4,220	\$9,200	\$2,540	\$59,840

In-State Spending

Category	Total Trip Spending (\$000)					
	Hotel/Motel	Camp	VFR	Other	Day	Total
Lodging/campgrounds	\$250	\$580	\$0	\$0	\$0	\$830
Food & beverage	\$250	\$820	\$200	\$130	\$120	\$1,510
Transportation	\$130	\$350	\$220	\$80	\$70	\$840
Recreation/entertainment	\$0	\$40	\$0	\$0	\$20	\$60
Other shopping (clothing, supplies)	\$70	\$100	\$50	\$90	\$70	\$360
Other	\$0	\$20	\$0	\$0	\$20	\$40
Total	\$690	\$1,900	\$460	\$290	\$290	\$3,610

All Visitor Spending

Category	Total Trip Spending (\$000)					
	Hotel/Motel	Camp	VFR	Other	Day	Total
Lodging/campgrounds	\$14,170	\$6,500	\$0	\$4,900	\$0	\$25,550
Food & beverage	\$5,440	\$4,280	\$1,640	\$1,530	\$1,380	\$14,240
Transportation	\$3,990	\$3,080	\$1,380	\$1,380	\$670	\$10,490
Recreation/entertainment	\$1,720	\$1,560	\$540	\$460	\$260	\$4,510
Other shopping (clothing, supplies)	\$1,770	\$1,430	\$570	\$560	\$390	\$4,700
Other	\$1,360	\$1,250	\$560	\$690	\$150	\$3,980
Total	\$28,420	\$18,070	\$4,670	\$9,490	\$2,830	\$63,450

Table 8. Total Eclipse-Related Visitor Spending by Type of Accommodation

County	Wyoming Visitor Spending (000)						Total
	Overnight					Day	
	Hotel/ Motel	Camping	VFR	Other	Total Overnight		
Albany	\$1,600	\$1,690	\$320	\$650	\$4,250	\$220	\$4,460
Big Horn	\$190	\$200	\$40	\$80	\$510	a	\$510
Campbell	\$2,280	a	\$220	\$100	\$2,590	a	\$2,590
Carbon	\$1,560	\$1,640	\$310	\$630	\$4,130	\$220	\$4,340
Converse	\$740	\$780	\$150	\$300	\$1,950	\$100	\$2,050
Crook	\$230	\$240	\$50	\$100	\$610	\$40	\$640
Fremont	\$1,330	\$1,400	\$270	\$540	\$3,520	\$180	\$3,700
Goshen	\$210	\$220	\$40	\$90	\$540	\$120	\$660
Hot Springs	\$270	\$290	\$60	\$110	\$720	\$40	\$760
Johnson	\$570	\$600	\$120	\$230	\$1,500	\$80	\$1,570
Laramie	\$2,770	\$1,320	\$470	\$1,070	\$5,620	\$270	\$5,880
Lincoln	\$530	\$560	\$110	\$220	\$1,410	\$80	\$1,480
Natrona	\$3,550	\$1,690	\$600	\$1,370	\$7,190	\$340	\$7,530
Niobrara	\$180	\$190	\$40	\$70	\$460	\$110	\$560
Park	\$2,970	\$1,570	\$590	\$1,200	\$6,310	\$310	\$6,610
Platte	\$420	\$440	\$90	\$170	\$1,100	\$60	\$1,150
Sheridan	\$1,560	\$1,640	\$310	\$630	\$4,130	\$220	\$4,340
Sublette	\$420	\$440	\$90	\$170	\$1,100	\$60	\$1,150
Sweetwater	\$1,070	\$420	\$140	\$310	\$1,920	a	\$1,920
Teton	\$5,220	\$2,280	\$600	\$1,270	\$9,360	\$430	\$9,780
Uinta	\$550	\$220	\$70	\$160	\$990	a	\$990
Washakie	\$200	\$210	\$40	\$80	\$520	\$30	\$550
Weston	\$120	\$130	\$30	\$50	\$320	\$20	\$340
Total	\$28,420	\$18,070	\$4,670	\$9,490	\$60,630	\$2,830	\$63,450

a. Values are too small to report.

Due to rounding, numbers may not add up precisely to the totals.

Tax Receipts and Earnings

Table 9 shows a detailed county summary of the eclipse-related tax receipts and earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the tax receipts and earnings attributable to visitor spending that occurred during the eclipse are included.

Table 9. Wyoming Eclipse-Related Travel Impacts by County

Wyoming Counties	Spending (\$000)	Earnings (\$000)	Tax Receipts (\$000)		
			State	Local	Total
Albany	\$4,460	\$750	\$180	\$120	\$300
Big Horn	\$510	\$70	\$30	\$10	\$40
Campbell	\$2,590	\$610	\$140	\$60	\$190
Carbon	\$4,340	\$770	\$140	\$110	\$250
Converse	\$2,050	\$580	\$100	\$50	\$140
Crook	\$640	\$110	\$30	\$20	\$40
Fremont	\$3,700	\$460	\$160	\$60	\$210
Goshen	\$660	\$130	\$40	\$20	\$50
Hot Springs	\$760	\$140	\$30	\$20	\$50
Johnson	\$1,570	\$300	\$60	\$30	\$90
Laramie	\$5,880	\$950	\$250	\$160	\$410
Lincoln	\$1,480	\$220	\$70	\$30	\$90
Natrona	\$7,530	\$1,390	\$300	\$170	\$470
Niobrara	\$560	\$100	\$30	\$20	\$40
Park	\$6,610	\$1,000	\$190	\$100	\$290
Platte	\$1,150	\$180	\$50	\$20	\$70
Sheridan	\$4,340	\$870	\$170	\$130	\$290
Sublette	\$1,150	\$170	\$50	\$20	\$60
Sweetwater	\$1,920	\$320	\$90	\$50	\$130
Teton	\$9,780	\$2,150	\$250	\$300	\$550
Uinta	\$990	\$210	\$50	\$30	\$70
Washakie	\$550	\$100	\$30	\$10	\$40
Weston	\$340	\$60	\$20	\$10	\$30
Total Wyoming Counties	\$63,450	\$11,540	\$2,340	\$1,440	\$3,780

Due to rounding, numbers may not add up precisely to the totals.

Appendix A

Survey Questions and Responses

- **A majority of out-of-state visitors stayed overnight in Wyoming on their trip.** Fully 77.4 percent of visitors surveyed stayed overnight outside their home within the state of Wyoming. On average, these visitors spent 4.1 days and 3.5 nights in the state.
- **Over half of out-of-state overnight visitors stayed in a Wyoming hotel, motel, bed & breakfast or resort on their trip (50.2%).** The next most common places of stay amongst this group were a campground (26.5%) and the private home of a friend or relative in Wyoming (16.5%).
- **The solar eclipse was important to visitors' decision to make their trip to Wyoming.** In total, 78.8 percent of out-of-state visitors said the solar eclipse was "important" (13.1%) or "very important" (65.7%) to their decision to visit the state. Fully, 39.5 percent of out-of-state visitors said would not have made this trip to Wyoming had it not been for the solar eclipse.
- **Visiting travel parties spent an average of \$930.93 in Wyoming over the course of their trip.** The largest proportion of this spending was on lodging (\$369.80) followed by food and beverage (\$200.43) and transportation (\$147.40).

Chart 1: Question - On this trip, will you stay overnight in Wyoming? Base: Respondents who live outside Wyoming. 1,816 responses.

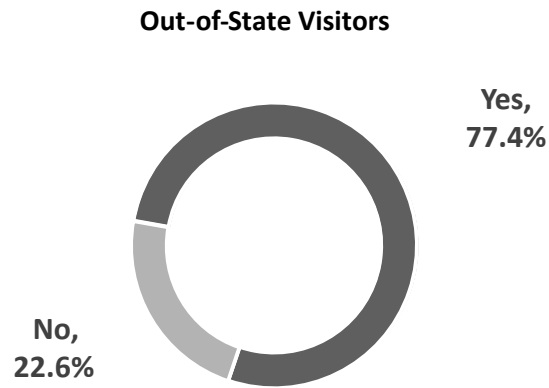


Chart 2: Question - On this trip, will you stay overnight away from your home somewhere in Wyoming? Base: Wyoming Resident. 102 responses.

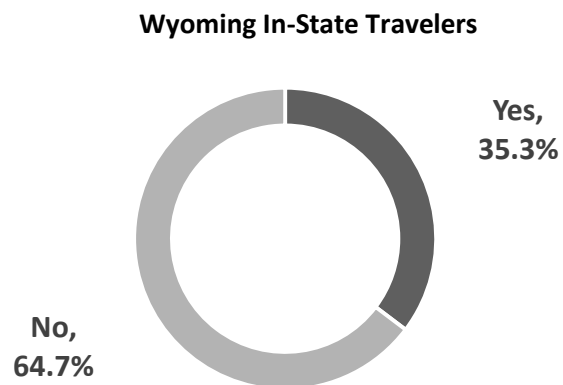
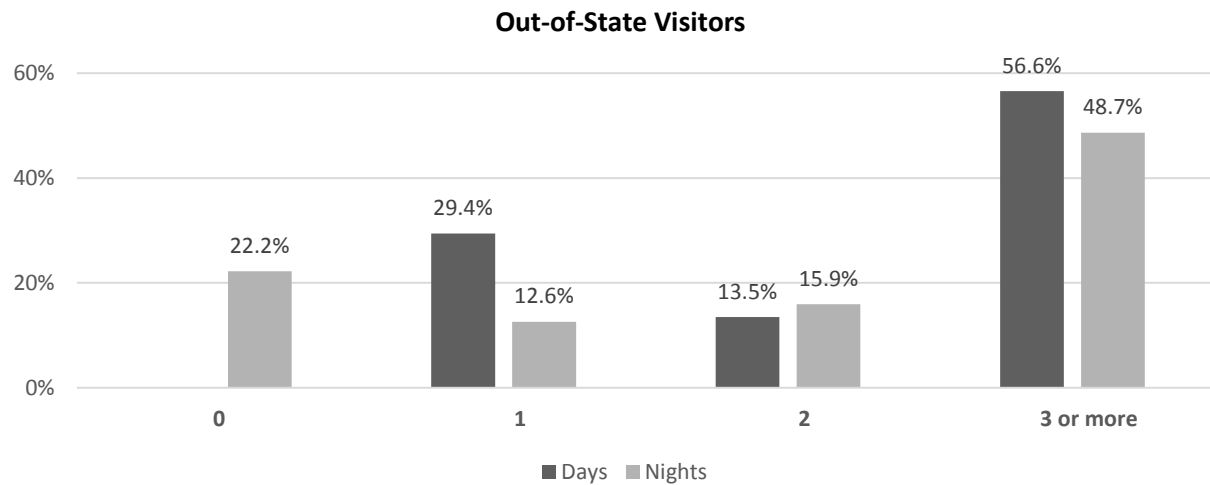
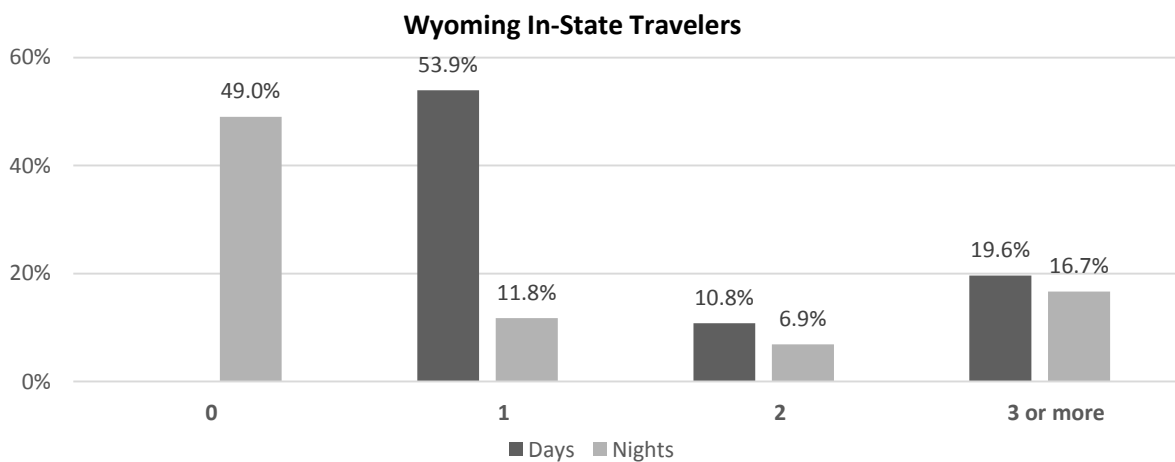


Chart 3: Question - IF YES: How many days and nights will you stay in the State of Wyoming on this trip? Base: Respondents who live outside Wyoming and stayed overnight in the state. 1,817 responses.



	Days	Nights
Mean:	4.1	3.5

Chart 4: Question - IF YES: How many days and nights away from your home will you spend on this trip in Wyoming? Base: Wyoming residents. 102 responses.



	Days	Nights
Mean:	2.1	1.3

Chart 5: Question – What type of lodging did you use? (Select all that apply) Base: All overnight respondents. 1,442 responses.

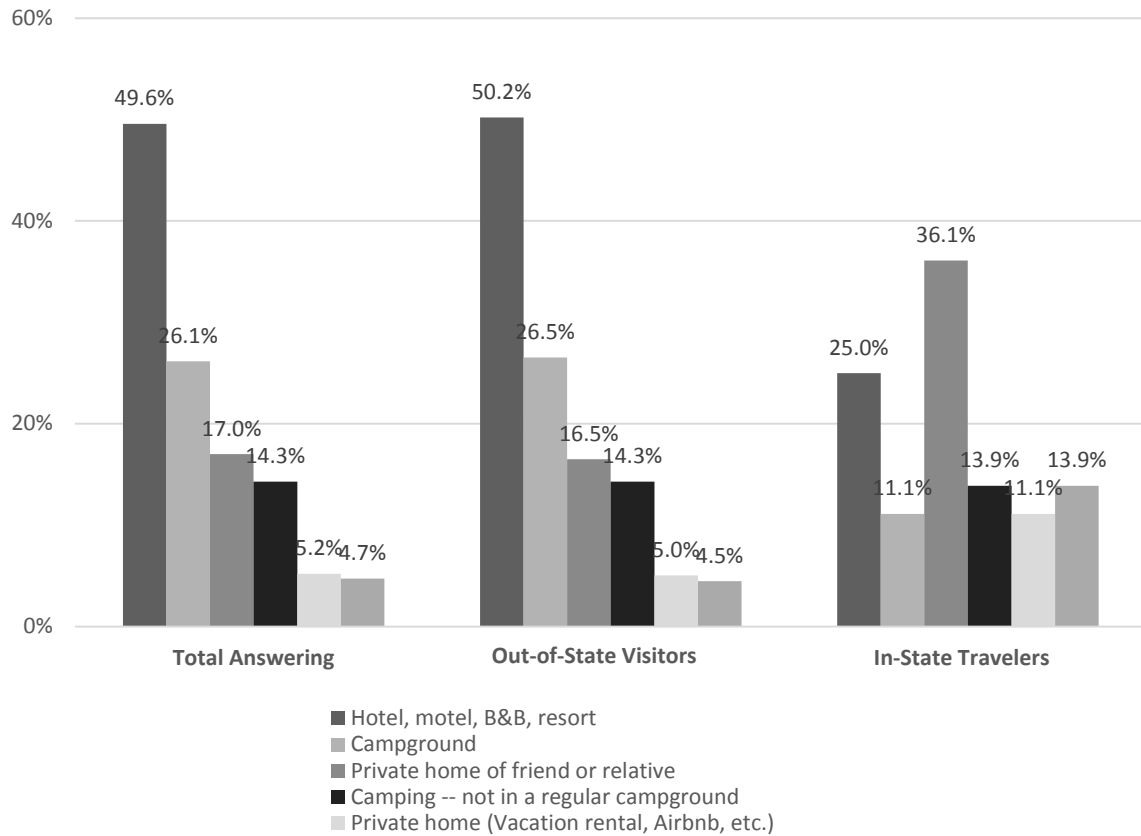


Chart 6: Question - How important was experiencing the Solar Eclipse to your decision to make this trip? (Select one) Base: All respondents. 1,896 responses.

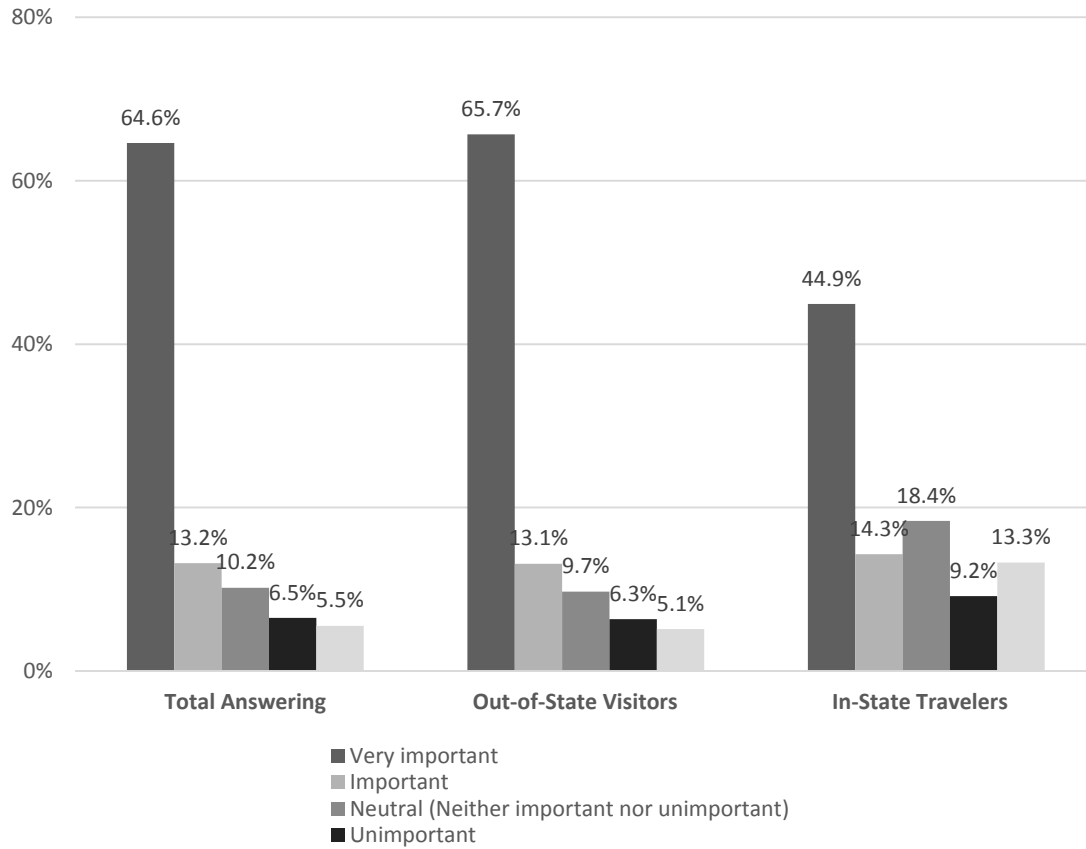


Chart 7: Question - Would you have still made this trip to Wyoming if the Eclipse were not happening? Base: All respondents. 1,885 responses.

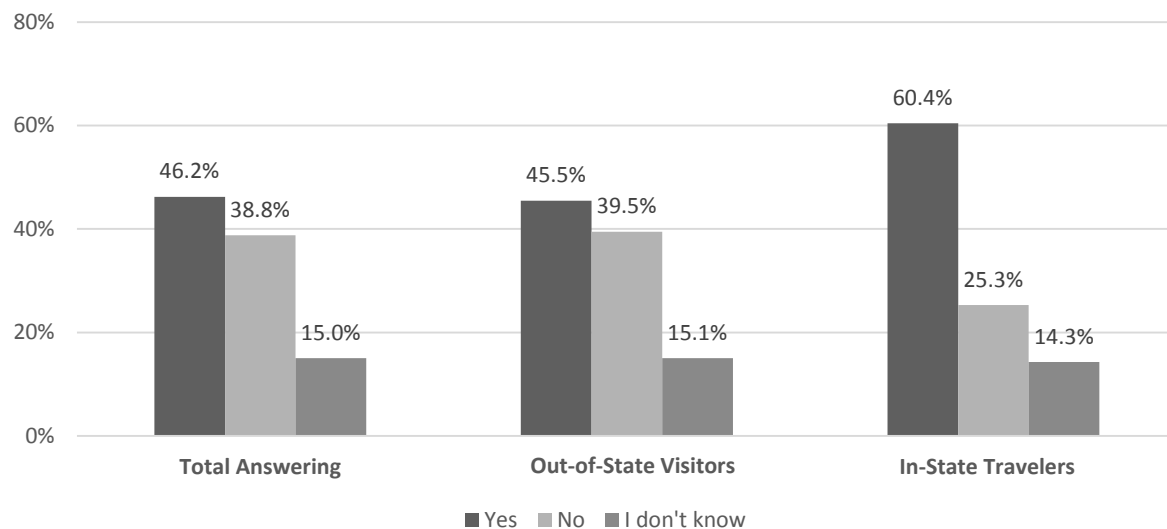
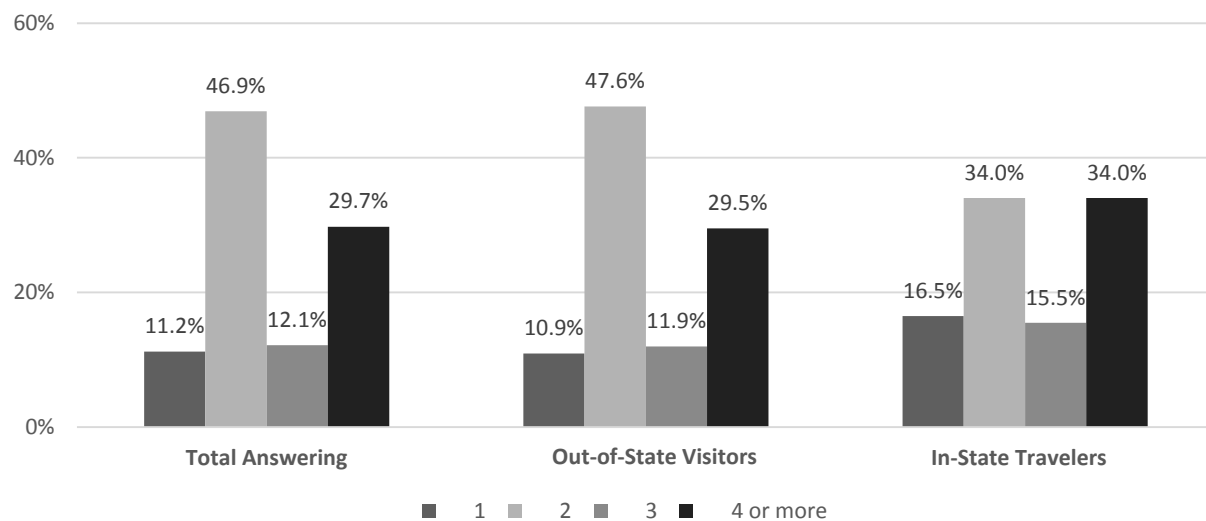


Chart 8: Question - How many people are in your immediate travel party (including children)? Base: All respondents. 1,880 responses.



	Total Answering	Out-of-State Visitor	In-State Traveler
Mean Travel Party	3.97	3.97	3.94

Chart 9: Question - How did you arrive in Wyoming? Base: Respondents who live outside Wyoming. 1,721 responses.

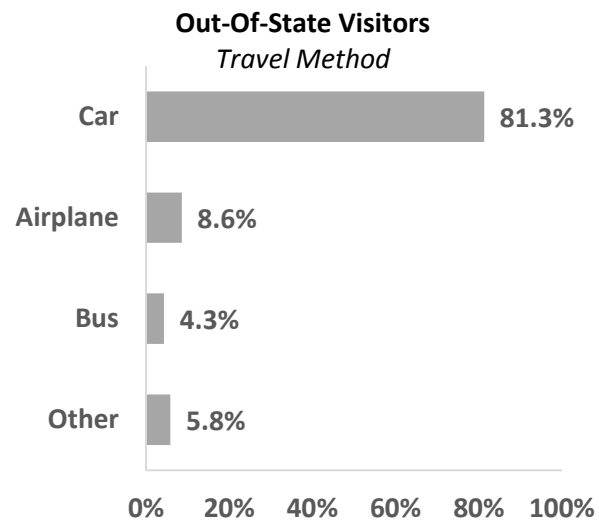


Chart 10: Question - Which of the following Wyoming cities will you visit while on this trip?
 (Select all that apply) Base: All respondents. 1,919 responses.

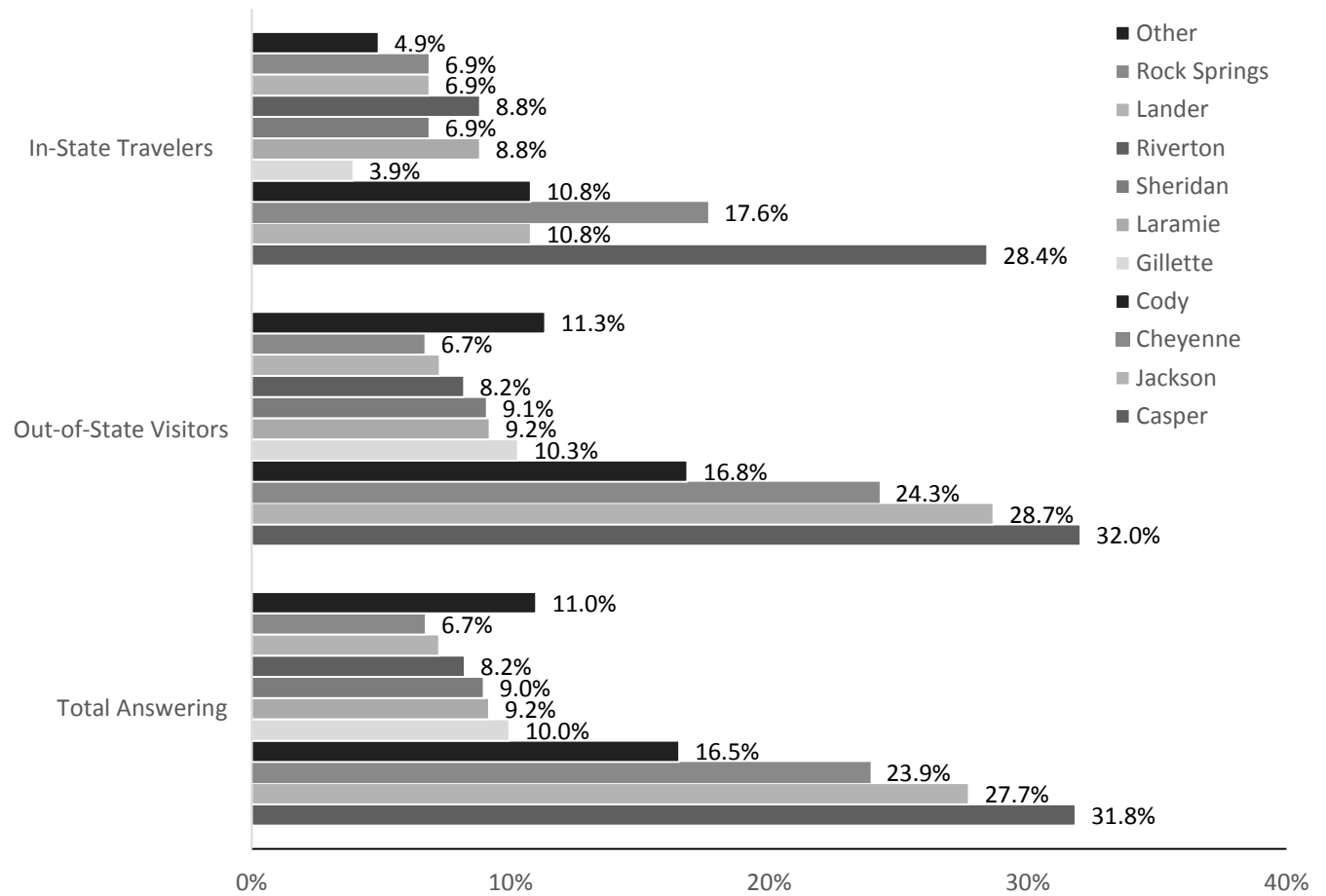
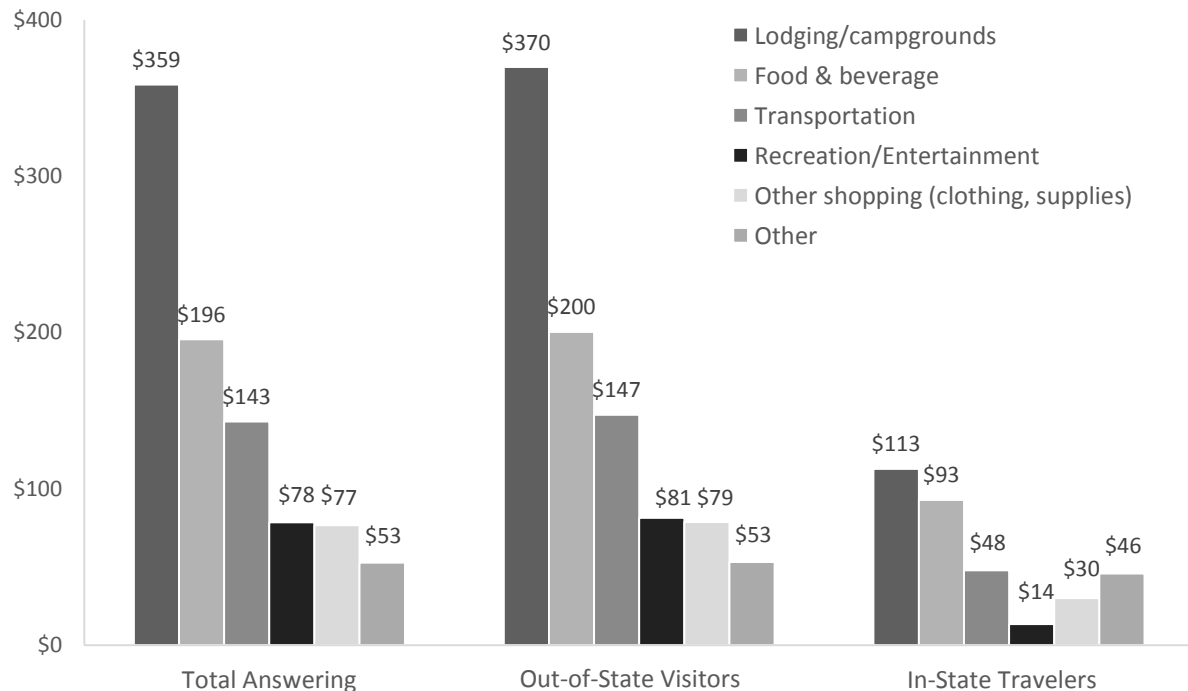
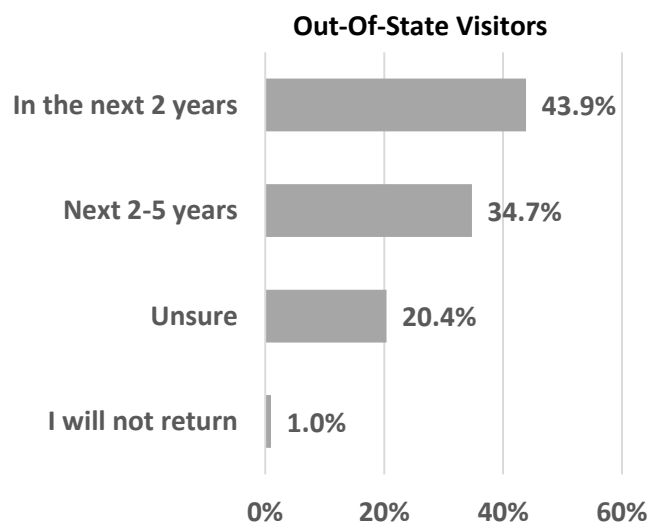


Chart 11: Question - On this trip, how much do you expect your entire travel party will spend (IN TOTAL) while in the State of Wyoming? (Please estimate your total spending on each. Enter "0" if no expenses) Base: All respondents. 1,919 responses.



	Total Answering	Out-of-State Visitor	In-State Traveler
Total Mean Spending	\$905	\$931	\$343

Chart 12: Question - When are you most likely to return to Wyoming? Base: Respondents who live outside Wyoming. 1,750 responses.



Appendix B

DEFINITION OF TERMS

Camping: Travelers staying at RV parks and commercial campgrounds or at public campgrounds such as those in state and national parks.

Counties Within The Path Of Totality: Wyoming counties within the path of the total solar eclipse.

Earnings: Total earnings include wage and salary disbursements, other earned income, and proprietor income. Only the earnings attributable to travel expenditures are included.

Food and Beverage: Businesses serving food and beverages for immediate consumption. In addition to table service restaurants, this category includes fast-food outlets and refreshment stands.

Food Stores: Grocery stores, supermarkets, fruit stands, retail bakeries, and other businesses selling food for consumption off the premises.

Hotel/Motel: Travelers staying in hotels, motels, guest ranches, resorts, bed -and-breakfast establishments.

In-State Traveler: A Wyoming resident traveling in Wyoming.

Length of Stay: The number of nights that a visitor or travel party is away from home on a trip.

Local Tax Receipts: Tax revenue collected by counties and municipalities, as levied on applicable travel-related businesses. Consists of lodging taxes, the local share of state sales taxes, and other local use taxes.

Other Eclipse-affected Counties: Other counties that were not within the path of total solar eclipse.

Out-of-State Visitor: A resident of another state traveling in Wyoming.

Recreation/entertainment: Spending on entertainment and recreation, such as guide services, admissions to museums or artistic events.

Retail Sales: Spending for gifts, souvenirs and other items. Excludes spending listed separately, such as food stores or recreation.

Spending: All spending on goods and services made by travelers during their trip, including lodging taxes and other applicable local and state taxes paid by the traveler at the point of sale.

State Tax Receipts: State sales taxes, motor fuel taxes, and income taxes on visitor-generated earnings and business income.

Transportation: Spending on gasoline, car rental, and other vehicle operating expenses made during the trip.

Vacation Home User: Travelers using their own vacation home or timeshare and those renting a vacation home or privately owned cabin where a lodging or sales tax is not collected.

VFR: Travelers staying as guests at private homes with friends or relatives.

Visitor: An individual traveler that stays overnight away from home in paid or unpaid accommodations, or a day visitor that travels at least fifty miles one-way from home on non-routine trip.

Visitor Days: The number of days that visitors (persons) stayed at the destination. Visitor days are equal to the number of visitors multiplied by the average length of stay.