

Table B-2 shows employment trends in six tourist-serving industries in both the city and in the wider Metro Area. These employment figures represent industries serving both visitors and local residents. With a combined location quotient of 1.19, these industries are highly concentrated in the city, while their presence in the suburbs is closer to the state average. In aggregate, employment in these industries grew by a third in both the city and the metro area, but there were stark contrasts in the performance of the individual sectors.

Table B-2
Employment Trends in Tourist-Serving Industries, 1988-1998

SIC	Economic Sector	ROANOKE CITY				ROANOKE Metro Area			
		1988	1998	% Change	Location Quotient	1988	1998	% Change	Location Quotient
41	Passenger transit	285	396	38.9%	2.17	285	396	38.9%	1.19
45	Transportation by air	420	1,659	295.0%	2.28	433	1,675	286.8%	1.26
55	Autos & service stations	1,642	2,509	52.8%	1.61	2,916	3,641	24.9%	1.29
58	Eating & drinking estabs.	4,120	4,776	15.9%	1.04	6,114	8,002	30.9%	0.96
70	Hotels & other lodging	1,080	920	-14.8%	0.84	1,768	1,523	-13.9%	0.76
79	Amusements & recreation	454	432	-4.8%	0.56	784	1,181	50.6%	0.84
	Total	8,001	10,692	33.6%	1.19	12,015	16,022	33.3%	0.98

Note: The Shift/Share factor compares growth in each sector with the state average growth for that sector.
 Source: Virginia Employment Commission; calculations by Economic Development Research Group

Of the six industries, air transportation has registered the strongest growth since 1988, having almost tripled in both the city and the suburbs. Jobs in restaurants in the city have grown by 16%, only about half the rate of the metro and the state averages. In contrast to the statewide growth trend, jobs in hotels have declined by about 15% in both the city and in the wider Metro Area. Employment in amusement and recreation services in the city has declined by 5%, while rising in the metro area by over 50%. The suburbs now have almost two-thirds of the metro area's jobs in amusement and recreation services.

Business sales in Roanoke now include \$26 million for auto repair / service stations, \$133 million for restaurants and \$25 million for hotels (source: VA Dept. of Taxation, 1997 data). Of course, not all of these sales are attributable to visitors; the automobile services and restaurants serve local residents as well as out-of-town visitors.