

❖ B.3 Tourist Spending

Table B-3 presents estimates of total tourist spending in the four counties comprising the Roanoke Metro Area. In 1997, tourists spent some \$317 million in the area. About 62% of that amount (\$19 million) was spent within the City of Roanoke, a proportion corresponding to the city's percentage of hotel rooms.

Of the tourist spending in Roanoke, nearly 30% goes for food service, about 20% for hotels, while auto and public transportation account for 18% and 17% respectively. Spending on retail, entertainment and recreation comprises the balance.

Table B-3
Spending by Tourists in the Roanoke Metro Area, 1997

	<u>(Millions of Dollars)</u>	<u>% Total</u>
Roanoke City	\$ 195.790	62%
Salem City	\$ 26.360	8%
Roanoke County	\$ 72.370	23%
<u>Botetourt County</u>	<u>\$ 22.680</u>	<u>7%</u>
Metropolitan Total	\$ 317.200	100%

Source: Virginia Tourism Corporation

Table B-4 presents trends in tourist spending, employment and taxes in the City of Roanoke from 1989 to 1997. Tourist spending, which decreased during the recessionary years of the early 1990's, picked up by almost 5% a year between 1993 and 1997, registering an overall average annual increase of 1.8%. This figure is less than half of the 3.8 % average annual growth rate for tourist spending in the state as a whole for this period.

Although tourist spending and payroll increased, the number of jobs in the City of Roanoke supported by tourists decreased 9% during this period. This percentage is in line with the decrease in employment in hotels. Local tax revenues from tourist spending have risen by 2.5% a year and, in 1997, totaled almost \$5.3 million a year.

Table B-4
Travel Spending, Payroll, Jobs & Taxes in City of Roanoke, 1989-1997

<u>(Dollars in Millions)</u>	<u>1989</u>	<u>1993</u>	<u>1997</u>	<u>1989-1993</u>	<u>1993-1997</u>	<u>1989-1997</u>
Travel Spending	\$ 170.110	\$161.860	\$ 195.790	-1.2%	4.9%	1.8%
Travel Payroll	\$ 45.900	\$ 44.610	\$ 53.340	-0.7%	4.6%	1.9%
Travel-Related Jobs	\$ 3.540	\$ 2.980	\$ 3.230	-4.2%	2.0%	-1.1%
Local Travel Taxes	\$ 4.320	\$ 4.230	\$ 5.280	-0.5%	5.7%	2.5%

Source: Virginia Tourism Corporation