

Origins of Visitors to Roanoke. Table B-8 shows the top tourist origin locations for the City of Roanoke. These locations account for almost 40% of all trips. By cutting travel times, I-73 will improve access to six of these markets, which account for 12.6% of all trips to Roanoke. The project will have a major impact on trips from the northern markets of Pittsburgh and Cleveland and the mid-southern cities of Greensboro and Charlotte. It will have a more minor impact on trips from Roanoke's main Florida markets, including Tampa, St. Petersburg, Orlando, and Daytona. Estimated 1997 spending from the affected markets totaled some \$24.7 million. Interstate 73 is expected to have a positive impact on tourism from these areas by reducing travel times and by enhancing connections between Roanoke and some of its main tourist markets.

Table B-8

Top Roanoke Tourist Origin Markets that will be Served I-73

	<u>% of Total Trips</u>	<u>Impact of I-73</u>	<u>Estimated Visitor Days</u>	<u>Estimated Spending</u>
Mid-Atlantic States	15.2%	None	572,309	\$ 29,760,080
Northeastern States	9.2%	None	647,613	\$ 25,844,280
Greensboro	4.0%	Major	150,608	\$ 7,831,600
Raleigh-Durham	2.4%	Major	90,365	\$ 4,698,960
Pittsburgh	2.4%	Major	90,365	\$ 4,698,960
Charlotte	2.0%	Major	75,304	\$ 3,915,800
Atlanta	2.0%	None	75,304	\$ 3,915,800
Florida Cities	1.4%	Minor	52,713	\$ 2,741,060
Cleveland	<u>0.4%</u>	Major	<u>15,061</u>	<u>\$ 783,160</u>
Total Trips Affected	12.6%		474,414	\$ 24,669,540

Source: Virginia Tourism Corporation