

	2005	2006	2007	2008	2009	Percent Change
Population	17,176	17,638	18,017	18,197	18,421	1.2%

	2005	2006	2007	2008	2009	Percent Change
Travel Impacts						
Expenditures	\$ 12,891,493	\$ 13,820,346	\$ 14,441,693	\$ 15,173,319	\$ 14,272,592	-5.9%
Payroll	\$ 3,496,706	\$ 3,623,460	\$ 3,619,706	\$ 3,788,583	\$ 3,774,926	-0.4%
Employment	206	208	208	213	211	-0.7%
State Tax Receipts	\$ 716,783	\$ 750,154	\$ 767,436	\$ 786,921	\$ 791,019	0.5%
Local Tax Receipts	\$ 394,944	\$ 419,254	\$ 436,070	\$ 462,506	\$ 440,018	-4.9%
Excise Tax Collections						
Lodging Excise Tax Collected	\$ 5,383	\$ 8,639	\$ 22,977	\$ 42,009	\$ 50,428	20.0%
Food Service Excise Tax Collected	\$ 456,137	\$ 418,701	\$ 432,439	\$ 432,562	\$ 508,476	17.5%
Admissions Excise Tax Collected	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	n/a
Excise Tax Rates						
Lodging Excise Tax Rate	2.0 %	2.0 %	2.0 %	2.0 %	5.0 %	n/a
Food Service Excise Tax Rate	4.0 %	4.0 %	4.0 %	4.0 %	4.0 %	n/a
Admissions Excise Tax Rate	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	n/a

*** Notes**

--

Background

These summary profiles represent locality-specific travel-related data kept by the Virginia Tourism Corporation. Each profile is intended to provide 4 unique pieces of information:

- 1) Population estimates for 2005 - 2009 to indicate growth in resident population
- 2) The direct economic impacts of domestic travelers' spending for calendar years 2005 - 2009
- 3) Local Excise Taxes collected by fiscal year and
- 4) Local Excise Tax Rates imposed within each locality.

The discussion below explains the topics within each major section in more detail.

The studies to estimate the domestic travelers' spending estimates were conducted by the Research Department of the U.S. Travel Association (formerly TIA). The studies provide 2005, 2006, 2007, 2008, and 2009 estimates of domestic traveler expenditures in Virginia and its 134 counties and independent cities, as well as the employment, payroll income, and state and local tax revenue directly generated by these expenditures.

Percent Change column represents the percentage change in each category over the previous year.

EXPLANATION

Population

Population represents the Virginia Employment Commission's population estimates for Virginia localities.

Travel Impacts

Expenditures

Expenditures represent the direct spending by domestic travelers including meals, lodging, public transportation, auto transportation, shopping, admissions and entertainment.

Payroll

Payroll represents the direct wages, salaries and tips corresponding to the direct travel-related employment.

Employment

Employment represents the estimates of direct travel-related employment in the locality.

State Tax Receipts

State Tax Receipts represents the estimates of direct travel-related state taxes generated within the locality. These taxes would include the state sales-and-use tax, gasoline excise taxes, corporate income tax and the personal income tax.

Local Travel Receipts

Local Travel Receipts represents the estimates of direct travel-related local taxes generated within the locality. These taxes would include the local sales-and-use tax, local excise taxes and property taxes.

These five impact estimates EXCLUDE indirect, or multiplier impacts.

Excise Tax Collections

Lodging Excise Tax Collected, Food Service Excise Tax Collected, and Admissions Excise Tax Collected represent the local excise tax collections for lodging, meals and admissions, respectively, if applicable in the locality. Incorporated towns within a county may also impose a separate excise tax. Excise tax collections from incorporated towns are included in this report. If applicable, a separate note identifying a town's collections and tax rate will appear at the bottom of the report.

NOTE: Localities imposing a local lodging excise tax may impose the tax on any or all classes of lodging such as hotels, motels, bed and breakfasts, cabins, and campgrounds. These collections are typically reported in July-to-June fiscal years, not calendar years. For this reason, they may not perfectly mirror the lodging and meals sales movements. The source for this data is the Auditor of Public Accounts. Website: <http://www.apa.state.va.us/ComparativeReport.cfm>

Excise Tax Rates

Lodging Excise Tax Rate, Food Service Excise Tax Rate, and Admissions Tax Rate show the local excise tax rates (if applicable) for lodging, meals, and admissions as of the most recent fiscal year. These rates are typically for July-to-June fiscal years, not calendar years. The tax rates shown are only for the county or city listed. Incorporated towns within a county may impose a separate excise tax rate. The source for this data is an annual survey administered by the Weldon Cooper Center for Public Service at the University of Virginia. The survey is administered between the spring and early fall of each year. For this reason the fiscal year tax rate reported by each county may vary.

More information regarding excise tax rates can also be found in the Economic Impact section of the Virginia Tourism Corporation industry site: <http://www.vatc.org/research> Website: <http://www.coopercenter.org/>