



PREPARED FOR
Middle Peninsula Region



September 28, 2020

Middle Peninsula Region Ecotourism **IMPLAN Inputs**

Appendix: IMPLAN and Fiscal Impact Entries

The starting point for the Ecotourism Impact analysis was the Meet in the Middle Database provided by the Middle Peninsula Region. This database listed businesses and organizations along with a description and categorization of the entity (waterways/watersports, outdoors, places to stay, etc.). Chmura’s research expanded the list of businesses and estimated average employment size of establishments based on County Business Patterns data from the U.S. Census Bureau. In total, this process identified 132 businesses, of which 58 were determined to be within the ecotourism definition.

Employee estimates were combined with output per worker estimates from IMPLAN and Chmura’s JobsEQ to estimate total output/sales by sector. Ecotourism visitor spending on food services in the region was estimated as a percentage of total visitor food service/restaurant sales in the region and percentage of outdoor recreation and entertainment/sightseeing visitors based on visitor profiles from the Virginia Tourism Corporation (VTC).

Table A1: IMPLAN Inputs

IMPLAN Code	Description	Estimated Size (Employees)	Estimated Sales (\$Millions)
508	Other Accommodations	55	\$5.20
504	Guide Services	100	\$5.00
501	Museums, Historical Sites, Zoos, and Parks	51	\$4.19
410	Retail-Sporting Goods, Hobby	45	\$4.27
510	Food Service/ Restaurants	119	\$6.00

Source: Chmura, IMPLAN 2018, JobsEQ by Chmura

In total, direct ecotourism sales accounted for 10.3% of all tourism expenditures in the region in 2019 as estimated by VTC’s annual tourism impact report. This relationship and previous VTC tourism impact reports were used to estimate historic ecotourism sales.

Visitors and businesses are subject to various taxes related to trip spending and operations. For the fiscal impact analysis, Chmura collected the latest tax rates from county websites and used the following population-weighted average rates for the region.

Table A2: Tax Rates

Description	Local	State
Business, Professional and Occupational Licensing (BPOL) - Retail	0.10%	
Meal	3.20%	
Lodging	1.82%	
Sales	1.00%	4.30%
Personal Income		5.00%
Corporate Income		6.00%

Source: Chmura