



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

North Dakota County Tables

October 2022

Prepared for: North Dakota Tourism Division

COUNTY TABLES

Visitor spending timeline

Amounts in millions

North Dakota Counties - Annual Visitor Spending (millions of \$)

County	2017	2018	2019	2020	2021	2021 Growth	Share of State	% relative to 2019
North Dakota	\$2,824.32	\$2,972.20	\$3,100.77	\$2,113.69	\$2,612.63	23.6%	100.0%	84.3%
Adams County	\$5.91	\$6.85	\$7.43	\$6.35	\$6.39	0.7%	0.2%	86.0%
Barnes County	\$19.57	\$21.03	\$21.68	\$20.82	\$24.19	16.2%	0.9%	111.6%
Benson County	\$17.23	\$17.16	\$16.72	\$8.74	\$10.38	18.7%	0.4%	62.1%
Billings County	\$15.27	\$15.16	\$16.69	\$12.34	\$16.16	30.9%	0.6%	96.8%
Bottineau County	\$17.30	\$16.66	\$17.08	\$15.59	\$16.80	7.7%	0.6%	98.3%
Bowman County	\$7.19	\$8.29	\$8.65	\$6.48	\$7.59	17.1%	0.3%	87.8%
Burke County	\$2.23	\$2.36	\$2.24	\$1.66	\$1.94	16.7%	0.1%	86.6%
Burleigh County	\$488.77	\$490.36	\$506.60	\$344.23	\$442.42	28.5%	16.9%	87.3%
Cass County	\$837.64	\$880.50	\$940.32	\$586.79	\$827.49	41.0%	31.7%	88.0%
Cavalier County	\$4.14	\$4.32	\$4.26	\$3.43	\$4.33	26.2%	0.2%	101.6%
Dickey County	\$5.53	\$6.16	\$6.01	\$4.77	\$5.18	8.6%	0.2%	86.3%
Divide County	\$3.97	\$3.91	\$4.24	\$2.75	\$3.43	24.7%	0.1%	80.7%
Dunn County	\$9.94	\$10.22	\$17.18	\$13.57	\$18.22	34.2%	0.7%	106.1%
Eddy County	\$1.50	\$1.55	\$1.46	\$1.08	\$1.48	36.1%	0.1%	100.7%
Emmons County	\$3.22	\$2.96	\$2.96	\$2.52	\$3.05	21.2%	0.1%	102.9%
Foster County	\$6.90	\$7.36	\$9.72	\$9.93	\$11.14	12.1%	0.4%	114.5%
Golden Valley County	\$2.00	\$2.14	\$2.01	\$1.71	\$2.03	19.0%	0.1%	100.9%
Grand Forks County	\$275.42	\$274.63	\$273.51	\$186.69	\$226.92	21.5%	8.7%	83.0%
Grant County	\$1.49	\$1.46	\$2.13	\$1.56	\$1.88	20.2%	0.1%	88.4%
Griggs County	\$2.00	\$1.86	\$1.99	\$1.63	\$1.85	13.3%	0.1%	92.7%
Hettinger County	\$3.69	\$3.04	\$2.81	\$2.60	\$2.99	15.3%	0.1%	106.4%
Kidder County	\$4.51	\$4.45	\$4.18	\$3.99	\$4.58	14.7%	0.2%	109.7%
LaMoure County	\$3.58	\$3.74	\$3.68	\$2.96	\$3.49	17.8%	0.1%	94.9%
Logan County	\$1.50	\$1.53	\$1.59	\$1.04	\$1.30	25.1%	0.0%	82.0%
McHenry County	\$3.35	\$3.55	\$3.86	\$2.60	\$3.31	27.2%	0.1%	85.6%
McIntosh County	\$3.06	\$3.37	\$3.44	\$3.46	\$3.82	10.5%	0.1%	111.0%
McKenzie County	\$76.95	\$102.72	\$108.96	\$65.90	\$63.02	-4.4%	2.4%	57.8%

Source: Tourism Economics

Visitor spending timeline

Amounts in millions

North Dakota Counties - Annual Visitor Spending (millions of \$)

County	2017	2018	2019	2020	2021	2021 Growth	Share of State	% relative to 2020
North Dakota	\$2,824.32	\$2,972.20	\$3,100.77	\$2,113.69	\$2,612.63	23.6%	100.0%	84.3%
McLean County	\$15.60	\$15.31	\$16.40	\$11.93	\$13.63	14.3%	0.5%	83.1%
Mercer County	\$25.97	\$21.13	\$20.13	\$15.21	\$20.31	33.5%	0.8%	100.9%
Morton County	\$41.85	\$43.05	\$45.21	\$32.75	\$42.73	30.5%	1.6%	94.5%
Mountrail County	\$75.80	\$89.58	\$88.91	\$58.62	\$59.26	1.1%	2.3%	66.7%
Nelson County	\$3.39	\$3.47	\$3.41	\$2.73	\$3.35	22.6%	0.1%	98.1%
Oliver County	\$0.56	\$0.53	\$1.01	\$0.64	\$1.39	117.7%	0.1%	138.0%
Pembina County	\$11.50	\$11.90	\$12.09	\$13.07	\$12.56	-3.9%	0.5%	103.9%
Pierce County	\$7.42	\$7.81	\$7.76	\$4.47	\$5.41	20.9%	0.2%	69.7%
Ramsey County	\$43.12	\$53.98	\$56.65	\$53.20	\$57.28	7.7%	2.2%	101.1%
Ransom County	\$7.03	\$7.81	\$8.36	\$4.85	\$5.98	23.2%	0.2%	71.5%
Renville County	\$1.62	\$1.65	\$2.52	\$1.73	\$2.02	16.8%	0.1%	80.0%
Richland County	\$36.70	\$37.64	\$37.80	\$25.47	\$33.56	31.8%	1.3%	88.8%
Rolette County	\$28.18	\$29.08	\$28.40	\$18.44	\$22.12	20.0%	0.8%	77.9%
Sargent County	\$1.76	\$1.77	\$3.03	\$2.54	\$3.00	18.0%	0.1%	99.1%
Sheridan County	\$1.58	\$1.62	\$1.63	\$1.20	\$1.41	17.8%	0.1%	86.2%
Sioux County	\$16.70	\$16.87	\$16.05	\$8.90	\$10.88	22.3%	0.4%	67.8%
Slope County	\$0.26	\$0.28	\$0.76	\$0.69	\$0.90	30.4%	0.0%	117.7%
Stark County	\$118.46	\$128.93	\$132.79	\$92.35	\$103.54	12.1%	4.0%	78.0%
Steele County	\$1.26	\$1.25	\$1.85	\$1.27	\$1.51	18.6%	0.1%	81.8%
Stutsman County	\$62.89	\$63.72	\$67.94	\$44.69	\$55.59	24.4%	2.1%	81.8%
Towner County	\$1.96	\$1.65	\$2.88	\$2.26	\$2.19	-3.4%	0.1%	75.8%
Traill County	\$6.99	\$5.97	\$6.14	\$3.85	\$4.74	23.0%	0.2%	77.2%
Walsh County	\$9.68	\$10.00	\$10.27	\$8.59	\$10.08	17.4%	0.4%	98.2%
Ward County	\$294.44	\$301.92	\$308.80	\$217.50	\$267.95	23.2%	10.3%	86.8%
Wells County	\$7.37	\$6.97	\$6.36	\$5.59	\$5.80	3.8%	0.2%	91.2%
Williams County	\$178.35	\$210.97	\$222.30	\$166.03	\$150.17	-9.6%	5.7%	67.6%

Source: Tourism Economics

COUNTY TABLES

Annual visitor spending – 2021

Amounts in millions

County	Visitor Spending - 2021 (millions)						Growth Rate (2021/2020)	State and Local Tax Revenue (millions)
	Lodging*	F&B	Retail	Recreation	Transport**	Total		
North Dakota	\$383.95	\$767.77	\$565.15	\$374.73	\$521.02	\$2,612.63	23.6%	\$237.97
Adams County	\$1.37	\$1.87	\$1.55	\$0.71	\$0.89	\$6.39	0.7%	\$0.60
Barnes County	\$4.43	\$8.30	\$3.59	\$1.95	\$5.91	\$24.19	16.2%	\$2.28
Benson County	\$0.55	\$1.04	\$0.29	\$7.56	\$0.94	\$10.38	18.7%	\$0.95
Billings County	\$3.39	\$4.57	\$3.07	\$3.26	\$1.87	\$16.16	30.9%	\$1.46
Bottineau County	\$4.05	\$6.52	\$2.04	\$1.74	\$2.46	\$16.80	7.7%	\$1.66
Bowman County	\$1.27	\$2.31	\$1.09	\$0.72	\$2.20	\$7.59	17.1%	\$0.81
Burke County	\$0.35	\$0.59	\$0.20	\$0.10	\$0.70	\$1.94	16.7%	\$0.18
Burleigh County	\$59.44	\$120.79	\$127.78	\$50.30	\$84.12	\$442.42	28.5%	\$39.84
Cass County	\$113.48	\$233.41	\$190.72	\$131.58	\$158.31	\$827.49	41.0%	\$75.48
Cavalier County	\$0.59	\$1.19	\$0.51	\$0.42	\$1.62	\$4.33	26.2%	\$0.37
Dickey County	\$0.62	\$1.15	\$0.85	\$0.50	\$2.06	\$5.18	8.6%	\$0.46
Divide County	\$0.88	\$1.42	\$0.34	\$0.34	\$0.45	\$3.43	24.7%	\$0.33
Dunn County	\$4.52	\$5.80	\$1.60	\$2.39	\$3.91	\$18.22	34.2%	\$1.58
Eddy County	\$0.17	\$0.35	\$0.40	\$0.12	\$0.43	\$1.48	36.1%	\$0.22
Emmons County	\$0.58	\$1.16	\$0.28	\$0.24	\$0.78	\$3.05	21.2%	\$0.30
Foster County	\$2.38	\$3.30	\$1.81	\$1.20	\$2.46	\$11.14	12.1%	\$1.05
Golden Valley County	\$0.43	\$0.62	\$0.35	\$0.24	\$0.39	\$2.03	19.0%	\$0.24
Grand Forks County	\$32.13	\$73.19	\$56.41	\$18.90	\$46.29	\$226.92	21.5%	\$21.13
Grant County	\$0.50	\$0.75	\$0.12	\$0.11	\$0.40	\$1.88	20.2%	\$0.19
Griggs County	\$0.29	\$0.47	\$0.44	\$0.36	\$0.29	\$1.85	13.3%	\$0.16
Hettinger County	\$0.71	\$1.12	\$0.37	\$0.28	\$0.51	\$2.99	15.3%	\$0.28
Kidder County	\$1.15	\$1.49	\$0.62	\$0.71	\$0.61	\$4.58	14.7%	\$0.43
LaMoure County	\$0.67	\$1.26	\$0.46	\$0.43	\$0.68	\$3.49	17.8%	\$0.31
Logan County	\$0.35	\$0.55	\$0.13	\$0.06	\$0.20	\$1.30	25.1%	\$0.11
McHenry County	\$0.48	\$1.16	\$0.23	\$0.19	\$1.24	\$3.31	27.2%	\$0.33
McIntosh County	\$0.93	\$1.32	\$0.59	\$0.38	\$0.60	\$3.82	10.5%	\$0.37
McKenzie County	\$12.48	\$21.12	\$11.16	\$6.64	\$11.63	\$63.02	-4.4%	\$5.55

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Source: Tourism Economics

Annual visitor spending – 2021

Amounts in millions

County	Visitor Spending - 2021 (millions)						Growth Rate (2021/2020)	State and Local Tax Revenue (millions)
	Lodging*	F&B	Retail	Recreation	Transport**	Total		
North Dakota	\$383.95	\$767.77	\$565.15	\$374.73	\$521.02	\$2,612.63	23.6%	\$237.97
McLean County	\$3.02	\$5.79	\$0.90	\$1.15	\$2.77	\$13.63	14.3%	\$1.17
Mercer County	\$3.99	\$6.51	\$3.75	\$2.29	\$3.77	\$20.31	33.5%	\$1.86
Morton County	\$5.73	\$16.46	\$4.78	\$2.67	\$13.09	\$42.73	30.5%	\$3.97
Mountrail County	\$10.37	\$14.52	\$9.66	\$11.78	\$12.93	\$59.26	1.1%	\$5.07
Nelson County	\$0.58	\$1.10	\$0.38	\$0.34	\$0.94	\$3.35	22.6%	\$0.37
Oliver County	\$0.27	\$0.49	\$0.21	\$0.11	\$0.31	\$1.39	117.7%	\$0.17
Pembina County	\$2.09	\$3.40	\$1.93	\$1.63	\$3.52	\$12.56	-3.9%	\$1.18
Pierce County	\$0.82	\$1.84	\$0.60	\$0.58	\$1.56	\$5.41	20.9%	\$0.51
Ramsey County	\$10.35	\$19.11	\$10.27	\$8.07	\$9.48	\$57.28	7.7%	\$5.38
Ransom County	\$0.88	\$1.86	\$0.82	\$0.63	\$1.78	\$5.98	23.2%	\$0.55
Renville County	\$0.36	\$0.79	\$0.43	\$0.13	\$0.30	\$2.02	16.8%	\$0.20
Richland County	\$3.64	\$9.57	\$3.64	\$10.00	\$6.72	\$33.56	31.8%	\$2.94
Rolette County	\$2.21	\$4.43	\$2.05	\$9.37	\$4.07	\$22.12	20.0%	\$2.07
Sargent County	\$0.42	\$1.07	\$0.35	\$0.37	\$0.80	\$3.00	18.0%	\$0.49
Sheridan County	\$0.48	\$0.61	\$0.08	\$0.05	\$0.18	\$1.41	17.8%	\$0.16
Sioux County	\$0.88	\$1.14	\$0.82	\$7.11	\$0.93	\$10.88	22.3%	\$0.83
Slope County	\$0.25	\$0.30	\$0.13	\$0.07	\$0.15	\$0.90	30.4%	\$0.11
Stark County	\$17.98	\$36.05	\$18.11	\$9.59	\$21.81	\$103.54	12.1%	\$8.81
Steele County	\$0.24	\$0.45	\$0.47	\$0.10	\$0.25	\$1.51	18.6%	\$0.22
Stutsman County	\$9.95	\$20.03	\$10.39	\$5.81	\$9.41	\$55.59	24.4%	\$5.34
Towner County	\$0.34	\$0.54	\$0.30	\$0.17	\$0.83	\$2.19	-3.4%	\$0.20
Traill County	\$0.47	\$1.40	\$0.32	\$0.31	\$2.23	\$4.74	23.0%	\$1.02
Walsh County	\$1.16	\$2.69	\$1.53	\$1.04	\$3.66	\$10.08	17.4%	\$0.97
Ward County	\$32.86	\$70.93	\$56.66	\$48.72	\$58.78	\$267.95	23.2%	\$23.96
Wells County	\$1.13	\$1.87	\$0.94	\$0.63	\$1.25	\$5.80	3.8%	\$0.52
Williams County	\$25.31	\$48.02	\$28.77	\$20.54	\$27.53	\$150.17	-9.6%	\$12.96

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Source: Tourism Economics

COUNTY TABLES

Annual visitor spending – 2020

Amounts in millions

County	Visitor Spending - 2020 (millions)						Growth Rate (2020/2019)
	Lodging*	F&B	Retail	Recreation	Transport**	Total	
North Dakota	\$288.61	\$637.11	\$467.29	\$298.47	\$422.22	\$2,113.69	-31.8%
Adams County	\$1.21	\$1.86	\$1.74	\$0.69	\$0.85	\$6.35	-14.6%
Barnes County	\$3.73	\$7.13	\$3.44	\$1.82	\$4.70	\$20.82	-4.0%
Benson County	\$0.50	\$1.00	\$0.35	\$6.04	\$0.85	\$8.74	-47.7%
Billings County	\$2.46	\$3.71	\$2.46	\$2.23	\$1.48	\$12.34	-26.1%
Bottineau County	\$3.55	\$6.15	\$1.79	\$1.73	\$2.37	\$15.59	-8.7%
Bowman County	\$1.02	\$2.02	\$0.98	\$0.62	\$1.84	\$6.48	-25.0%
Burke County	\$0.26	\$0.56	\$0.17	\$0.09	\$0.58	\$1.66	-25.8%
Burleigh County	\$41.61	\$93.59	\$102.96	\$40.30	\$65.77	\$344.23	-32.1%
Cass County	\$69.03	\$170.41	\$138.99	\$91.96	\$116.41	\$586.79	-37.6%
Cavalier County	\$0.46	\$1.01	\$0.45	\$0.35	\$1.15	\$3.43	-19.5%
Dickey County	\$0.58	\$1.12	\$0.83	\$0.48	\$1.77	\$4.77	-20.6%
Divide County	\$0.64	\$1.20	\$0.28	\$0.26	\$0.37	\$2.75	-35.3%
Dunn County	\$3.13	\$4.48	\$1.01	\$1.80	\$3.15	\$13.57	-21.0%
Eddy County	\$0.11	\$0.23	\$0.33	\$0.07	\$0.34	\$1.08	-26.0%
Emmons County	\$0.45	\$0.97	\$0.22	\$0.21	\$0.66	\$2.52	-15.0%
Foster County	\$2.09	\$2.90	\$1.59	\$1.14	\$2.20	\$9.93	2.1%
Golden Valley County	\$0.34	\$0.54	\$0.31	\$0.19	\$0.33	\$1.71	-15.2%
Grand Forks County	\$24.40	\$61.40	\$47.48	\$15.21	\$38.19	\$186.69	-31.7%
Grant County	\$0.37	\$0.65	\$0.11	\$0.10	\$0.34	\$1.56	-26.4%
Griggs County	\$0.24	\$0.44	\$0.36	\$0.34	\$0.26	\$1.63	-18.1%
Hettinger County	\$0.58	\$1.02	\$0.30	\$0.23	\$0.46	\$2.60	-7.7%
Kidder County	\$0.93	\$1.40	\$0.51	\$0.60	\$0.55	\$3.99	-4.3%
LaMoure County	\$0.51	\$1.13	\$0.40	\$0.35	\$0.57	\$2.96	-19.4%
Logan County	\$0.25	\$0.46	\$0.12	\$0.04	\$0.17	\$1.04	-34.5%
McHenry County	\$0.35	\$1.03	\$0.18	\$0.13	\$0.91	\$2.60	-32.7%
McIntosh County	\$0.78	\$1.23	\$0.55	\$0.35	\$0.55	\$3.46	0.5%
McKenzie County	\$13.02	\$21.30	\$12.47	\$7.29	\$11.83	\$65.90	-39.5%

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Source: Tourism Economics

Annual visitor spending – 2020

Amounts in millions

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	Lodging*	F&B	Retail	Recreation	Transport**	Total	
North Dakota	\$288.61	\$637.11	\$467.29	\$298.47	\$422.22	\$2,113.69	-31.8%
McLean County	\$2.39	\$5.23	\$0.75	\$1.14	\$2.42	\$11.93	-27.3%
Mercer County	\$2.64	\$5.08	\$2.84	\$1.79	\$2.85	\$15.21	-24.4%
Morton County	\$4.07	\$13.48	\$4.03	\$2.03	\$9.14	\$32.75	-27.6%
Mountrail County	\$10.26	\$14.82	\$10.17	\$10.89	\$12.48	\$58.62	-34.1%
Nelson County	\$0.45	\$0.91	\$0.34	\$0.26	\$0.78	\$2.73	-20.0%
Oliver County	\$0.12	\$0.20	\$0.08	\$0.04	\$0.20	\$0.64	-36.6%
Pembina County	\$2.25	\$3.75	\$2.32	\$1.79	\$2.96	\$13.07	8.1%
Pierce County	\$0.64	\$1.54	\$0.53	\$0.47	\$1.30	\$4.47	-42.3%
Ramsey County	\$9.31	\$17.95	\$10.13	\$7.14	\$8.66	\$53.20	-6.1%
Ransom County	\$0.71	\$1.56	\$0.73	\$0.38	\$1.48	\$4.85	-42.0%
Renville County	\$0.27	\$0.73	\$0.36	\$0.11	\$0.26	\$1.73	-31.5%
Richland County	\$2.38	\$7.48	\$2.64	\$7.79	\$5.18	\$25.47	-32.6%
Rolette County	\$1.75	\$3.97	\$1.80	\$7.58	\$3.34	\$18.44	-35.1%
Sargent County	\$0.34	\$0.93	\$0.32	\$0.29	\$0.67	\$2.54	-16.0%
Sheridan County	\$0.36	\$0.54	\$0.08	\$0.06	\$0.16	\$1.20	-26.8%
Sioux County	\$0.70	\$1.01	\$0.72	\$5.67	\$0.79	\$8.90	-44.6%
Slope County	\$0.18	\$0.24	\$0.10	\$0.05	\$0.12	\$0.69	-9.7%
Stark County	\$14.93	\$33.34	\$16.57	\$8.52	\$18.99	\$92.35	-30.5%
Steele County	\$0.18	\$0.42	\$0.38	\$0.08	\$0.21	\$1.27	-31.1%
Stutsman County	\$7.40	\$16.35	\$8.52	\$4.57	\$7.85	\$44.69	-34.2%
Towner County	\$0.36	\$0.60	\$0.35	\$0.21	\$0.75	\$2.26	-21.5%
Traill County	\$0.34	\$1.14	\$0.27	\$0.26	\$1.84	\$3.85	-37.2%
Walsh County	\$0.92	\$2.32	\$1.37	\$0.85	\$3.13	\$8.59	-16.3%
Ward County	\$24.17	\$59.46	\$46.95	\$39.16	\$47.77	\$217.50	-29.6%
Wells County	\$1.08	\$1.88	\$0.88	\$0.59	\$1.17	\$5.59	-12.1%
Williams County	\$27.81	\$53.26	\$33.79	\$22.10	\$29.06	\$166.03	-25.3%

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Source: Tourism Economics

COUNTY TABLES

Tourism impacts – 2021

Jobs in units, income in millions

County	Employment		Employment - Share of State Tourism	Employment - Share of County total	Labor Income, (Millions)	
	Direct	Total			Direct	Total
State Total	25,331	36,565		6.6%	\$688.4	\$1,253.6
Adams County	58	92	0.3%	6.0%	\$1.0	\$2.5
Barnes County	244	373	1.0%	5.3%	\$5.1	\$9.9
Benson County	124	187	0.5%	6.1%	\$1.9	\$4.7
Billings County	131	185	0.5%	17.8%	\$5.0	\$6.8
Bottineau County	218	298	0.8%	6.9%	\$4.0	\$7.0
Bowman County	79	107	0.3%	5.0%	\$1.5	\$2.7
Burke County	11	18	0.0%	1.3%	\$0.2	\$0.5
Burleigh County	4,024	6,103	16.7%	8.2%	\$119.1	\$227.1
Cass County	8,630	12,335	33.7%	8.1%	\$260.2	\$462.2
Cavalier County	33	43	0.1%	1.6%	\$0.6	\$1.1
Dickey County	49	72	0.2%	2.4%	\$0.8	\$1.8
Divide County	31	50	0.1%	3.2%	\$0.5	\$1.4
Dunn County	82	140	0.4%	4.3%	\$1.7	\$4.7
Eddy County	12	20	0.1%	1.5%	\$0.2	\$0.5
Emmons County	55	69	0.2%	3.3%	\$0.9	\$1.4
Foster County	153	181	0.5%	7.5%	\$2.4	\$3.6
Golden Valley County	13	18	0.0%	1.5%	\$0.2	\$0.4
Grand Forks County	2,755	3,911	10.7%	7.5%	\$67.2	\$120.4
Grant County	16	27	0.1%	1.8%	\$0.3	\$0.7
Griggs County	6	15	0.0%	0.9%	\$0.2	\$0.5
Hettinger County	46	48	0.1%	2.9%	\$0.8	\$0.9
Kidder County	57	66	0.2%	4.0%	\$0.9	\$1.2
LaMoure County	23	28	0.1%	1.1%	\$0.3	\$0.5
Logan County	17	20	0.1%	1.4%	\$0.2	\$0.2
McHenry County	33	53	0.1%	1.8%	\$0.4	\$1.4
McIntosh County	39	62	0.2%	3.4%	\$0.7	\$1.7
McKenzie County	579	734	2.0%	6.2%	\$16.6	\$27.6

Source: Tourism Economics

Tourism impacts – 2021

Jobs in units, income in millions

County	Employment		Employment - Share of State Tourism	Employment - Share of County total	Labor Income, (Millions)	
	Direct	Total			Direct	Total
State Total	25,331	36,565		6.6%	\$688.4	\$1,253.6
McLean County	101	141	0.4%	2.6%	\$1.9	\$4.3
Mercer County	208	301	0.8%	5.3%	\$3.8	\$9.8
Morton County	449	713	1.9%	4.1%	\$11.1	\$22.6
Mountrail County	448	587	1.6%	8.7%	\$10.8	\$18.7
Nelson County	57	71	0.2%	3.6%	\$0.8	\$1.4
Oliver County	27	35	0.1%	2.8%	\$0.4	\$1.0
Pembina County	131	214	0.6%	4.4%	\$2.1	\$5.7
Pierce County	93	113	0.3%	4.1%	\$1.6	\$2.5
Ramsey County	757	997	2.7%	12.2%	\$20.4	\$30.3
Ransom County	65	96	0.3%	3.0%	\$1.1	\$2.3
Renville County	23	28	0.1%	2.1%	\$0.3	\$0.5
Richland County	229	377	1.0%	3.6%	\$4.8	\$10.7
Rolette County	216	329	0.9%	5.5%	\$3.8	\$7.4
Sargent County	40	65	0.2%	1.7%	\$0.7	\$1.6
Sheridan County	12	34	0.1%	4.4%	\$0.1	\$0.7
Sioux County	4	8	0.0%	0.4%	\$0.1	\$0.2
Slope County	12	12	0.0%	3.0%	\$0.4	\$0.4
Stark County	549	875	2.4%	3.7%	\$14.8	\$30.8
Steele County	14	18	0.0%	1.5%	\$0.3	\$0.6
Stutsman County	853	1,117	3.1%	8.0%	\$19.8	\$31.1
Towner County	23	28	0.1%	1.9%	\$0.2	\$0.4
Traill County	37	58	0.2%	1.2%	\$0.7	\$1.6
Walsh County	127	186	0.5%	2.6%	\$2.1	\$4.8
Ward County	2,261	3,338	9.1%	7.2%	\$60.7	\$111.1
Wells County	47	67	0.2%	2.5%	\$0.7	\$1.5
Williams County	1,033	1,502	4.1%	5.3%	\$32.1	\$58.3

Source: Tourism Economics

APPENDIX

Glossary – Spending Definitions

Term	Description
Lodging	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels, rentals and similar establishments.
Food and beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Recreation	Includes visitor spending within the arts, entertainment and recreation sub-sector.
Shopping	Includes visitor spending in all retail sub-sectors within the local economy.
Local transport	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.
Service stations	Visitor spending on gasoline.
Second homes	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.

Glossary – Economic Impact Definitions

Term	Description
Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
Indirect Impact	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Employment	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
Labor income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Value Added (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
Local Taxes	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
State Taxes	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of city governments.

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Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and city coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, London, Frankfurt, Ontario, and Sydney.

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