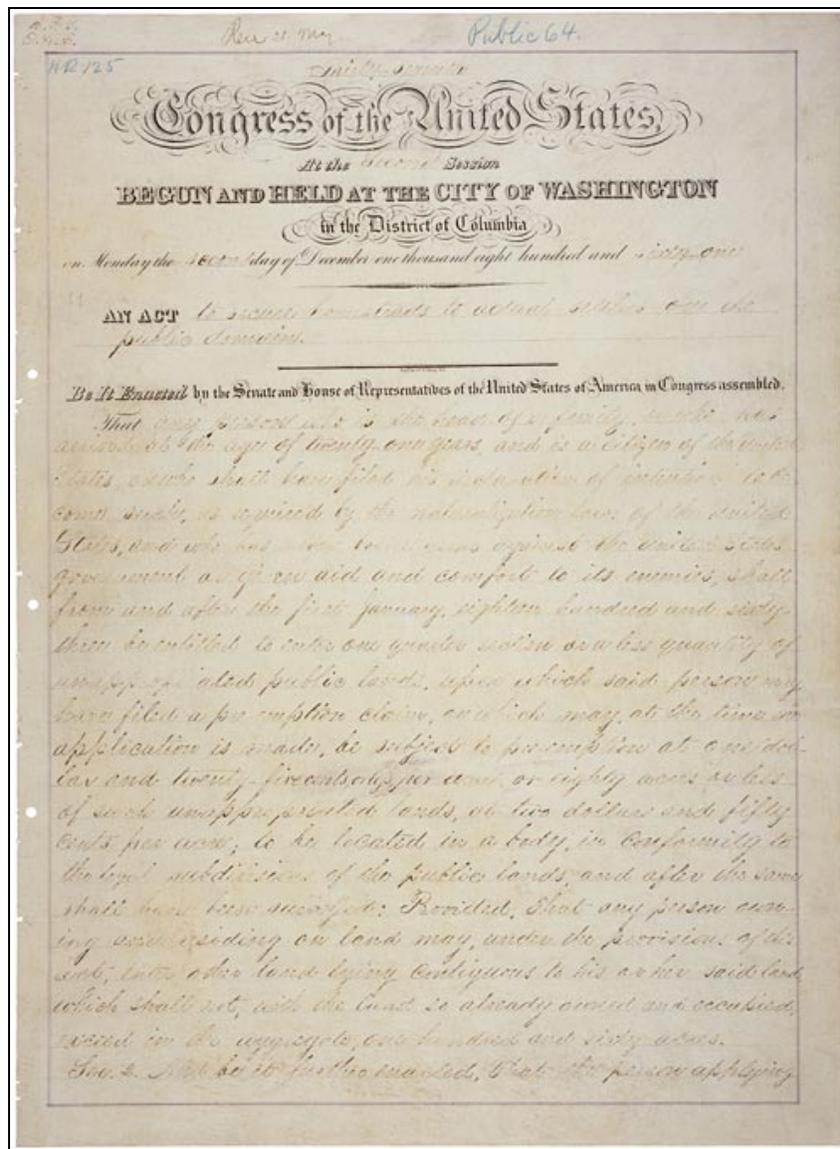




Impacts of Visitor Spending on the Local Economy During Exhibition of the Original Homestead Act at Homestead National Monument of America, April 25 – May 29, 2012



ON THE COVER

Homestead Act of 1862

Photo courtesy of National Archives

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Executive Summary

From April 25 to May 29, 2012, Homestead National Monument of America hosted an exhibition of the original Homestead Act of 1862. During the time of the exhibition, the park received 36,385 recreation visits. This is a 448% increase in visitation over the average for that time period from 2009–2011 (6,643 recreation visits).

The economic impacts on the local region of the increased visitation were measured using a regional input-output model. The local economic region was defined as a 13-county area: Gage, Pawnee, Johnson, Nemaha, Richardson, Otoe, Lancaster, Seward, Saline, Thayer, and Jefferson counties in Nebraska, and Marshall and Washington counties in Kansas. This region coincides roughly with a 60-mile driving radius around the park for which visitor spending data were collected in a 2009 Visitor Services Project (VSP) study at the park.

Based on visitor group, spending, and trip characteristics from the 2009 VSP study, with dollar amounts inflated to 2012, the average visitor group during the exhibition spent \$94.89 in the local region. We estimate that if the exhibition had not been at the park, the average visitor group would have spent slightly less in the region on their trip (\$94.50). This is because visitors during the exhibition spent an average of \$2.49 per visitor group at retail facilities within the park versus our estimate of \$2.10 had the exhibition not been at the park.

Total visitor spending in the local region during the Homestead Act exhibition and attributed to the park was \$1.07 million. This spending generated \$1.14 million in sales in the region, which supported 17.1 jobs. These jobs paid \$385,000 in labor income, which is part of \$615,000 in value added to the region.

Had the Homestead Act exhibition not been at the park, we estimate that total visitor spending in the local region attributable to the park would have been only \$166,000 during the same time period. This spending would have generated \$180,000 in sales, which would have supported 2.7 jobs in the region. These jobs would have paid \$61,000 in labor income, which would have been a part of \$97,000 in value added to the region.

We estimate that the Homestead Act exhibition increased the park's economic impact to the local region during the April 25 – May 29, 2012 time period by about 535% over what it would have been without the exhibition. The estimated percentage increase in economic impact is greater than the estimated percentage increase in visitation because more visitors were assumed to be on trips for the primary purpose of visiting the park, and visitors during the exhibition spent more per visitor at retail facilities in the park.

It should be noted that the economic impact of the Homestead Act exhibition at Homestead National Monument of America was a one-time contribution to the region's economy and not a permanent structural shift in the economic contribution of the park to the region.

Acknowledgments

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Introduction

From April 25 to May 29, 2012, Homestead National Monument of America hosted an exhibition of the original Homestead Act of 1862. The park saw significant increases in visitation during this time period. These visitors spent money in the park and in the local region during their visits. The purpose of this study is to estimate the local economic impacts of the park visitors' spending during the exhibition of the Homestead Act.

A comprehensive study of annual economic impacts of visitor spending at Homestead National Monument of America was conducted in 2009 (Cook 2011). The current study uses data from the 2009 study, revises and updates it, and applies it to the time period when the Homestead Act was on display at the park in 2012. More detailed information about methodologies used to estimate economic impacts are contained in the 2009 report.

Economic impacts are measured as the direct and secondary sales, income, and jobs in the local region resulting from spending by park visitors. The current study uses the same 13-county local economic region as the 2009 study: Gage, Pawnee, Johnson, Nemaha, Richardson, Otoe, Lancaster, Seward, Saline, Thayer, and Jefferson counties in Nebraska, and Marshall and Washington counties in Kansas. This region coincides roughly with a 60-mile driving radius around the park for which visitor spending data were collected in the 2009 study.

During the time the Homestead Act was exhibited (April 25 – May 29, 2012), the park received 36,385 recreation visits (Table 1). This is a 448% increase in visitation over the average for that time period from 2009-2011 (6,643 recreation visits).

Table 1. Recreation visits, Homestead National Monument of America, April 25 – May 29, 2009 to 2012

Year	Recreation Visits
2009	6,308
2010	7,315
2011	6,307
2012	36,385

Source: Data provided by park staff.

Methods

The current study relies heavily on the data and methodology used in a 2009 economic impact study for the park (Cook 2011). The economic impact estimates are produced using the Money Generation Model 2 (MGM2) (Stynes et al. 2007). The three main inputs to the model are:

- 1) number of visits broken down by lodging-based segments,
- 2) spending averages for each segment,
- 3) and economic multipliers for the local region.

The number of visitors each day during the time the Homestead Act was displayed at the park was recorded by park staff using the park's standard visitor counting procedures. To estimate the impact of the Homestead Act exhibition on visitation, we averaged visitation over the previous three years (Table 1). The difference between 2012 visitation over the exhibition period and the 2009–2011 average was assumed to be due to the Homestead Act exhibition.

With one exception, visitor and visit characteristics were also assumed to be the same as in the 2009 study, based on a Visitor Services Project (VSP) visitor study at the park (Papadogiannaki et al. 2010). The exception is that all visits in excess of the 2009–2011 average were considered to be made for the primary purpose of visiting the park due to the Homestead Act being there.

Visitors were categorized into lodging-based segments in the same proportions they were in the 2009 study. Although park staff reported that conversations with local motel owners indicated they were busier than usual during the exhibition, we attribute this to increased visitation overall, not a change in the proportion of visitors using motels.

With the exception of one spending category, spending averages for each segment were based on spending averages reported in the 2009 study, adjusted to 2012 using the U.S. Consumer Price Index for each spending category (Bureau of Labor Statistics 2012). For the “souvenirs & other expenditures” inside the park category, the park was able to provide actual revenue records for the time period (April 25 – May 29) for 2010, 2011, and 2012 from its retail facilities within the park. We calculated a new estimate of souvenir spending inside the park using actual visitation and revenue (average dollars per visitor).

Economic impact multipliers from IMPLAN (MIG, Inc. 2008) in the 2009 study were updated to 2012 based on price changes between 2009 and 2012.

Results

Visits

From April 25 – May 29, 2012, the park recorded 36,385 recreation visits (Table 1). The average visitation over this same time period for 2009–2011 was 6,643 visits, a 448% increase in 2012. For the purposes of this analysis, it was assumed that all the “extra” visits (29,742) were due to the Homestead Act exhibition, and these “extra” visitors made the trip for the primary purpose of visiting the park and seeing the Homestead Act.

Visit and trip characteristics were assumed to remain the same as in the 2009 study, except a greater proportion (94%) of trips were for the primary purpose of visiting the park (Table 2). This is because all increased visitation was assumed to be for the primary purpose of seeing the Homestead Act exhibition.

Table 2. Selected visit/trip characteristics by segment

Characteristic	Segment					All visitors
	Local	Day trip	Motel-out	Camp-out	Other OVN	
Visitor segment share (park entries)	24%	44%	15%	8%	9%	100%
Average visitor group size	3.6	3.0	2.1	2.4	3.2	2.9
Length of stay (days or nights)	1.0	1.0	1.3	2.1	2.7	1.9
Re-entry rate (park entries per trip)	1.0	1.0	1.0	1.1	1.0	1.0
Percent primary purpose trips, with exhibition	100%	93%	91%	95%	84%	94%
(without exhibition)	(100%)	(61%)	(48%)	(71%)	(13%)	(55%)

Because visitor spending data was collected and reported for each visitor group’s stay in the local region in the 2009 study, recreation visits to the park were converted to visitor group trips. The 36,385 recreation visits during the exhibit period in 2012 were converted to 12,481 visitor group trips by dividing recreation visits by the average visitor group size and park re-entry rate for each segment (Table 3). By the same calculation, the 6,643 recreation visits we estimate the park would have received without the exhibition were converted to 2,279 visitor group trips.

Table 3. Recreation visits and visitor group trips by segment for April 25 – May 29, with exhibition (2012) and without exhibition (based on 2009–2011 average)

Measure	Segment					All visitors
	Local	Day trip	Motel-out	Camp-out	Other OVN	
Recreation visits, with exhibition	8,699	15,960	5,374	2,931	3,420	36,385
(without exhibition)	(1,588)	(2,914)	(981)	(535)	(624)	(6,643)
Visitor group trips, with exhibition	2,337	5,299	2,606	1,163	1,077	12,481
(without exhibition)	(427)	(967)	(476)	(212)	(197)	(2,279)
Percent of visitor group trips	19%	42%	21%	9%	9%	100%

Visitor Spending

Visitor spending per visitor group trip for outside the park expenditures was estimated using the same visitor spending profiles as in the 2009 study, with dollar values adjusted for inflation from 2009 to 2012 using the U.S. Consumer Price Index (Table 4).

Inside the park expenditures, for which there was only one category (souvenirs & other expenses), were estimated using retail sales numbers for the exhibition period provided by park staff. Based on park-reported sales, each park visitor during the exhibit period in 2012 spent 19% more per visitor (\$0.86 per visitor), than visitors during the same period in 2010 and 2011 (\$0.72 per visitor). The per-visitor expenditures were multiplied by group size to estimate visitor spending per visitor group.

Based on these assumptions and calculations, the average visitor group during the exhibition period spent \$94.89 in the local region (Table 4). Had the exhibition not been there, we estimate the average visitor group would have spent \$94.50.

Table 4. Average spending by segment (dollars per visitor group per trip)

Expenditures	Segment					All visitors
	Local	Day trip	Motel-out	Camp-out	Other OVN	
Inside Park						
<u>Souvenirs & other expenses,</u>						
<u>with exhibition</u>	<u>1.38</u>	<u>2.80</u>	<u>2.99</u>	<u>1.89</u>	<u>2.87</u>	<u>2.49</u>
(without exhibition)	(1.16)	(2.35)	(2.52)	(1.59)	(2.41)	(2.10)
Total Inside Park						
with exhibition	1.38	2.80	2.99	1.89	2.87	2.49
(without exhibition)	(1.16)	(2.35)	(2.52)	(1.59)	(2.41)	(2.10)
Outside Park						
Motel, hotel, cabin or B&B	0.00	0.00	111.26	0.00	0.00	23.23
Camping fees	0.00	0.00	0.00	34.13	0.00	3.18
Restaurants & bars	11.43	11.96	46.74	16.96	27.31	20.91
Groceries & takeout food	4.65	4.86	4.86	30.67	1.03	6.89
Gas & oil	8.82	21.24	40.28	69.36	41.84	29.15
Local transportation	0.47	1.52	5.28	0.00	0.00	1.84
Admission & fees	0.00	0.04	5.24	1.37	2.65	1.47
<u>Souvenirs & other expenses</u>	<u>3.85</u>	<u>3.75</u>	<u>12.38</u>	<u>2.09</u>	<u>7.41</u>	<u>5.73</u>
Total Outside Park	29.22	43.37	226.04	154.58	80.23	92.40
Total Inside & Outside Park						
with exhibition	30.60	46.17	229.04	156.47	83.10	94.89
(without exhibition)	(30.38)	(45.73)	(228.56)	(156.17)	(82.64)	(94.50)

Total spending was estimated by multiplying the number of visitor group trips for each segment by the average spending per trip and summing across segments. During the exhibition period in 2012, park visitors spent \$1.18 million in the local region (Table 5a). Had the exhibition not been there, we estimate that during the same time period visitors would have spent only \$215,000 in the local region (Table 5b). The exhibition accounted for a 450% increase in park visitor spending in the local region while it was at the park.

Table 5a. Total visitor spending by segment, April 25 – May 29, 2012, with exhibition (thousands of dollars)

Expenditures	Segment					All visitors
	Local	Day trip	Motel-out	Camp-out	Other OVN	
Inside Park						
<u>Souvenirs & other expenses</u>	<u>3</u>	<u>15</u>	<u>8</u>	<u>2</u>	<u>3</u>	<u>31</u>
Total Inside Park	3	15	8	2	3	31
Outside Park						
Motel, hotel, cabin or B&B	0	0	290	0	0	290
Camping fees	0	0	0	40	0	40
Restaurants & bars	27	63	122	20	29	261
Groceries & takeout food	11	26	13	36	1	86
Gas & oil	21	113	105	81	45	364
Local transportation	1	8	14	0	0	23
Admission & fees	0	0	14	2	3	18
<u>Souvenirs & other expenses</u>	<u>9</u>	<u>20</u>	<u>32</u>	<u>2</u>	<u>8</u>	<u>72</u>
Total Outside Park	68	230	589	180	86	1,153
Total Inside & Outside Park	72	245	597	182	89	1,184
Segment Percent of Total	6%	21%	50%	15%	8%	100%

Table 5b. Estimated total visitor spending by segment, April 25 – May 29, without exhibition (thousands of dollars)

Expenditures	Segment					All visitors
	Local	Day trip	Motel-out	Camp-out	Other OVN	
Inside Park						
<u>Souvenirs & other expenses</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>5</u>
Total Inside Park	0	2	1	0	0	5
Outside Park						
Motel, hotel, cabin or B&B	0	0	53	0	0	53
Camping fees	0	0	0	7	0	7
Restaurants & bars	5	12	22	4	5	48
Groceries & takeout food	2	5	2	7	0	16
Gas & oil	4	21	19	15	8	66
Local transportation	0	1	3	0	0	4
Admission & fees	0	0	2	0	1	3
<u>Souvenirs & other expenses</u>	<u>2</u>	<u>4</u>	<u>6</u>	<u>0</u>	<u>1</u>	<u>13</u>
Total Outside Park	12	42	108	33	16	211
Total Inside & Outside Park	13	44	109	33	16	215
Segment Percent of Total	6%	21%	50%	15%	8%	100%

Because some visitors would come to the region whether or not the park existed and whether or not the exhibition was there, not all visitor spending in the local region can be attributed to the park or the exhibition. In the 2009 study, only 55% of visitor groups made the trip to the region primarily to visit the park (Table 2). We estimate that if the exhibition had not been at the park in 2012, the park would have received only 2,279 visitor group trips from April 25 – May 29 (see Table 3), with 55% of these trips being primarily for the purpose of visiting the park. We estimate that the exhibition caused an additional 10,202 visitor group trips to the park (12,481 with the exhibition minus 2,279 without), and 100% of these visitor group trips were for the primary purpose of visiting the park.

Spending directly attributed to park visits was estimated by counting all spending on trips for which the park was the primary reason for the trip. If the park was not the primary trip purpose, one night of spending was counted for overnight trips and half of the spending outside the park was counted for day trips. All spending inside the park was treated as park-related spending. These are the same attribution assumptions as in the 2009 study.

With these assumptions, a total of \$1.07 million in visitor spending in the region is attributed to park while the exhibition was there (Table 6a). This represents 90% of the overall visitor spending total. Had the exhibition not been there, we estimate that the visitor spending attributed to the park over the same time period would have been about \$166,000, or 77% of the overall visitor spending without the exhibition (Table 6b).

Table 6a. Total spending attributed to park, April 25 – May 29, 2012, with exhibition (thousands of dollars)

Expenditures	Segment					
	Local	Day trip	Motel-out	Camp-out	Other OVN	All visitors
Motel, hotel, cabin or B&B	0	0	284	0	0	284
Camping fees	0	0	0	39	0	39
Restaurants & bars	0	61	119	19	26	226
Groceries & takeout food	0	25	12	35	1	73
Gas & oil	0	109	103	78	41	330
Local transportation	0	8	13	0	0	21
Admission & fees	0	0	13	2	3	18
<u>Souvenirs & other expenses</u>	<u>3</u>	<u>19</u>	<u>39</u>	<u>5</u>	<u>10</u>	<u>77</u>
Total Attributed to Park	3	222	584	177	81	1,067
Percent of Spending Attributed to the Park	4%	91%	98%	97%	90%	90%
Percent of Attributed Spending	<1%	21%	55%	17%	8%	100%

Table 6b. Estimated total spending attributed to park, April 25 – May 29, without exhibition (thousands of dollars)

Expenditures	Segment					
	Local	Day trip	Motel-out	Camp-out	Other OVN	All visitors
Motel, hotel, cabin or B&B	0	0	47	0	0	47
Camping fees	0	0	0	6	0	6
Restaurants & bars	0	9	20	3	2	34
Groceries & takeout food	0	4	2	6	0	11
Gas & oil	0	17	17	12	4	50
Local transportation	0	1	2	0	0	3
Admission & fees	0	0	2	0	0	3
<u>Souvenirs & other expenses</u>	<u><1</u>	<u>3</u>	<u>6</u>	<u>1</u>	<u>1</u>	<u>12</u>
Total Attributed to Park	<1	34	96	28	8	166
Percent of Spending Attributed to the Park	4%	76%	88%	85%	47%	77%
Percent of Attributed Spending	<1%	20%	58%	17%	5%	100%

Economic Impacts of Visitor Spending

The economic impacts of park visitor spending on the local economy during the exhibition period were estimated by applying visitor spending to a set of economic ratios and multipliers in MGM2 using the same methods as the 2009 study. The current study uses the same local economic region as the 2009 study: Gage, Pawnee, Johnson, Nemaha, Richardson, Otoe, Lancaster, Seward, Saline, Thayer, and Jefferson counties in Nebraska, and Marshall and Washington counties in Kansas. Economic ratios and multipliers for the region were estimated using the *Impact Analysis for Planning (IMPLAN) Professional software* (version 3, MIG, Inc. 2008) with 2008 data, adjusted to 2012 based on structural changes in the national IMPLAN models between 2008 and 2009 and price changes between 2009 and 2012.

The tourism output sales multiplier for the region was 1.53. Every dollar of direct sales to visitors generated another \$0.53 in secondary sales through indirect and induced effects.

The economic impacts to the local region are presented in two ways: (1) based on all visitor spending, and (2) based on visitor spending attributed to the park. The first estimate—including all visitor spending—shows the overall contribution park visitors make to the local region. The second estimate—including only visitor spending attributable to the park—shows the impact or contribution the park makes to the economy of the local region.

Impacts of All Visitor Spending

Using all visitor spending and including direct and secondary effects, the \$1.18 million spent by park visitors during the time the exhibition was at the park generated \$1.25 million in sales, which supported 18.9 jobs in the local region (Table 7a). These jobs paid \$425,000 in labor income, which was part of \$678,000 in value added to the region.

Had the exhibit not been at the park, we estimate that the \$215,000 spent by park visitors during the same time period would have generated \$228,000 in sales, which would have supported 3.4 jobs in the region (Table 7b). These jobs would have paid \$77,000 in labor income, which would have been a part of \$123,000 in value added to the region.

Impacts of Visitor Spending Attributed to the Park

Using only visitor spending attributable to the park (see spending inclusion assumptions in the Visitor Spending section), the \$1.07 million spent by park visitors during the time the exhibition was at the park generated \$1.14 million in sales, which supported 17.1 jobs in the local region (Table 8a). These jobs paid \$385,000 in labor income, which was part of \$615,000 in value added to the region.

Had the exhibition not been at the park, we estimate that the \$166,000 spent by park visitors during the same time period and attributable to the park would have generated \$180,000 in sales, which would have supported 2.7 jobs in the region (Table 8b). These jobs would have paid \$61,000 in labor income, which would have been a part of \$97,000 in value added to the region.

Table 7a. Impacts of all visitor spending on the local economy during the exhibition, April 25 – May 29, 2012

Sector/Expenditure category	Sales (\$000's)	Jobs	Labor Income (\$000's)	Value Added (\$000's)
Direct Effects				
Motel, hotel, cabin or B&B	290	4.4	85	152
Camping fees	40	0.7	16	14
Restaurants & bars	261	5.4	84	120
Groceries & takeout food	22	0.5	11	17
Gas & oil	81	1.6	41	68
Local transportation	23	0.5	12	15
Admission & fees	18	0.4	7	10
Souvenirs & other expenses	51	1.1	26	42
Wholesale trade	30	0.2	11	19
<u>Local production of goods</u>	<u>1</u>	<u>0.0</u>	<u>0</u>	<u>0</u>
Total Direct Effects	817	14.8	292	457
<u>Secondary Effects</u>	<u>436</u>	<u>4.1</u>	<u>132</u>	<u>221</u>
Total Effects	1,253	18.9	425	678

Note: Impacts of \$1.18 million in visitor spending reported in Table 5a.

Table 7b. Impacts of all visitor spending on the local economy during same time period assuming no exhibition

Sector/Expenditure category	Sales (\$000's)	Jobs	Labor Income (\$000's)	Value Added (\$000's)
Direct Effects				
Motel, hotel, cabin or B&B	53	0.8	16	28
Camping fees	7	0.1	3	3
Restaurants & bars	48	1.0	15	22
Groceries & takeout food	4	0.1	2	3
Gas & oil	15	0.3	8	12
Local transportation	4	0.1	2	3
Admission & fees	3	0.1	1	2
Souvenirs & other expenses	9	0.2	5	7
Wholesale trade	5	0.0	2	3
<u>Local production of goods</u>	<u>0</u>	<u>0.0</u>	<u>0</u>	<u>0</u>
Total Direct Effects	149	2.7	53	83
<u>Secondary Effects</u>	<u>79</u>	<u>0.7</u>	<u>24</u>	<u>40</u>
Total Effects	228	3.4	77	123

Note: Impacts of \$215,000 in visitor spending reported in Table 5b.

Table 8a. Impacts of visitor spending attributed to the park during the exhibition, April 25 – May 29, 2012

Sector/Expenditure category	Sales (\$000's)	Jobs	Labor Income (\$000's)	Value Added (\$000's)
Direct Effects				
Motel, hotel, cabin or B&B	284	4.3	83	149
Camping fees	39	0.7	15	14
Restaurants & bars	226	4.7	73	104
Groceries & takeout food	18	0.5	9	15
Gas & oil	74	1.4	37	61
Local transportation	21	0.4	11	14
Admission & fees	18	0.3	6	10
Souvenirs & other expenses	38	0.8	19	32
Wholesale trade	26	0.2	10	17
<u>Local production of goods</u>	<u>1</u>	<u>0.0</u>	<u>0</u>	<u>0</u>
Total Direct Effects	744	13.4	264	414
<u>Secondary Effects</u>	<u>398</u>	<u>3.7</u>	<u>121</u>	<u>201</u>
Total Effects	1,142	17.1	385	615

Note: Impacts of \$1.07 million in visitor spending reported in Table 6a.

Table 8b. Impacts of visitor spending attributed to the park during same time period assuming no exhibition

Sector/Expenditure category	Sales (\$000's)	Jobs	Labor Income (\$000's)	Value Added (\$000's)
Direct Effects				
Motel, hotel, cabin or B&B	47	0.7	14	24
Camping fees	6	0.1	2	2
Restaurants & bars	34	0.7	11	16
Groceries & takeout food	3	0.1	1	2
Gas & oil	11	0.2	6	9
Local transportation	3	0.1	2	2
Admission & fees	3	0.1	1	2
Souvenirs & other expenses	6	0.1	3	5
Wholesale trade	4	0.0	1	3
<u>Local production of goods</u>	<u>0</u>	<u>0.0</u>	<u>0</u>	<u>0</u>
Total Direct Effects	117	2.1	41	65
<u>Secondary Effects</u>	<u>63</u>	<u>0.6</u>	<u>19</u>	<u>32</u>
Total Effects	180	2.7	61	97

Note: Impacts of \$166,000 in visitor spending reported in Table 6b.

We estimate that the Homestead Act exhibition increased the park's economic impact to the local region during the April 25 – May 29, 2012 time period by about 535% over what it would have been without the exhibition. The estimated percentage increase in economic impact is greater than the estimated percentage increase in visitation (448%) because more visitors were assumed to be on trips for the primary purpose of visiting the park, and visitors during the exhibition spent 19% more per visitor at retail facilities in the park.

It should be noted that the economic impact of the Homestead Act exhibition at Homestead National Monument of America was a one-time contribution to the region's economy and not a permanent structural shift in the economic contribution of the park to the region.

Study Limitations and Errors

The limitations and errors identified in the 2009 economic impact study (Cook 2011) also apply to this study.

In addition, for the current study we assumed that most visitor and trip characteristics had remained the same since 2009, e.g., visitor group size, number re-entries into the park, length of visit to the region. The data in the 2009 study were collected during late May and early June, and we assume they apply equally well to the April-May time period in 2012.

We also assumed that the entire increase in 2012 visitation during the April 25 – May 29 period above the average visitation in 2009-2011 for that time period was due to the Homestead Act exhibition being at the park. If other reasons (e.g., improved national economic conditions) caused at least a part of the increased visitation in 2012, we have overestimated the impacts of the exhibition because we attributed visitor spending to the park when visiting the park was not the primary purpose of the trip.

We also kept the proportion of visitors in each lodging-based segment the same as in the 2009 study. Although park staff reported anecdotal conversations with motel owners who said they were busier in 2012, we assume the increase in business was due to the increased number of park visitors, not an increase in the proportion of visitors staying in motels. If, in fact, a greater proportion of visitors stayed in motels in 2012, we have underestimated the impacts of the exhibition because motel segment visitors spend more per group than other segments.

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Appendix A: Economic Ratios and Multipliers

Table A1. Economic ratios and multipliers for selected tourism-related sectors, Homestead National Monument of America region, 2012.

Sector	Direct effects			Total effects multipliers				
	Jobs/ \$MM sales	Income/ sales	Value added/ sales	Sales I	Sales SAM	Jobs II/ \$MM sales	Income II/ sales	Value Added II/ sales
Motel, hotel, cabin or B&B	15.14	0.29	0.52	1.29	1.55	20.40	0.46	0.80
Camping fees	18.34	0.39	0.36	1.42	1.70	25.29	0.61	0.72
Restaurants & bars	20.78	0.32	0.46	1.27	1.51	25.37	0.47	0.72
Groceries & takeout food	25.23	0.49	0.80	1.26	1.57	30.51	0.66	1.09
Gas & oil	19.46	0.51	0.83	1.21	1.45	23.64	0.64	1.07
Local transportation	20.12	0.52	0.64	1.15	1.46	24.50	0.66	0.88
Admission & fees	19.22	0.36	0.56	1.41	1.61	24.95	0.55	0.86
Souvenirs & other expenses	21.68	0.51	0.83	1.25	1.56	26.94	0.68	1.12
Local production of goods	10.68	0.25	0.40	1.17	1.38	14.06	0.37	0.60
Wholesale trade	6.70	0.37	0.64	1.23	1.52	11.54	0.54	0.92

Source: IMPLAN (MIG, Inc. 2008, updated to 2012).

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