

Economic Impacts of Heritage Tourism in St. Johns County, Florida, 2001-02

by

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Introduction

St. Johns County Florida has a dynamic and developing economy. In addition to having more than 42 miles of Atlantic beaches, the county is home to the city of St. Augustine, the oldest continuously-occupied European settlement in America. It hosts some 30 locations listed on the national historic register, including a large historic district and a national historic monument, the 17th century stone fortress, Castillo de San Marcos. As a result, tourism and particularly heritage tourism plays an important part in the County's economy. In addition to over 60 attractions, the County has approximately 10,000 rooms and sites available for lodging and meeting purposes. With this and other economic drivers to its benefit, the county is growing rapidly. In 2000, the U.S. Census reported that St. Johns County had 123,135 residents. This made it the 7th fastest growing county in Florida during the 1990s, increasing in population by nearly 47 percent. The County's economy has grown even faster, expanding by over 100 percent in real terms during this 10 year period. In the year 2000, personal income in St Johns County was estimated to be slightly over \$5 billion (Bureau of Economic Analysis and IMPLAN database). To get a better picture of its importance, St. Johns County contracted with the University of Florida to estimate the impact of heritage tourism on the County's economy.

Procedures and Data

To accurately measure the overall economic impact of a tourist activity within a regional economy, it is necessary to have specific data on visitor spending patterns. Spending in different sectors of the economy produces different types and amounts of impacts depending on a number of factors such as the amount of labor involved and whether the product or services are locally produced. Once estimates of average tourist spending patterns are available, these are entered into an input-output model of the County. The computer

software can then be used to generate estimates of various types and levels of economic impact to the County.

A survey of area visitors was sponsored by the County government to obtain data on tourist spending patterns. This survey was carried out by a private research firm, Varga Research and Associates, Inc. of Orlando, Florida. Interviews were conducted at various tourist destinations in the County between June 2001 and June 2002. Respondents were questioned about the nature of their visit(s) to the area, the activities they engaged in while visiting, the types and amounts of expenditures already made and anticipated during their visit, and some standard demographic attributes. Data from 1,094 observations were provided to the Department in electronic spreadsheet format. From these data, per-visitor spending averages were estimated for various expenditure categories by combining expenditures to-date and anticipated remaining expenses, and dividing by party size. Respondents were classified as either excursionist (day-trip) or over-night visitors, and whether heritage tourism was the primary or secondary reason for their visit to the area.

Estimates of the total number of tourists visiting the area by length of stay were provided by the St. Johns County Visitors and Convention Bureau (VCB). The VCB reported that an estimated 6.26 million persons visited the County in 2001. Of these visitors, it was estimated that 3.26 million stayed in paid overnight accommodations, with an additional 800,300 overnight visitors staying with friends or relatives. It was also estimated that 3 million excursionists visited the County in 2001, who did not stay overnight.

For purposes of conducting economic impact analysis it is important to distinguish between local and non-local income to a regional economy. Spending by visitors from outside the County represents “new” money to its economy and has what are called multiplier effects. In contrast spending by local or resident visitors in the county only represents a transfer of funds and does not produce multiplier effects. In reviewing the survey data it was found that thirteen of the 1,094 respondents gave local zip codes for their home address. These observations were deleted from this data set for analysis purposes, leaving 1081 observations.

It is important to note that the proportion of overnight visitors to excursionist visitors was much larger in the survey sample than in VCB estimates. This was probably due to the choice of interview sites used for the survey effort. These differences are detailed in Table 1.

While this issue does not necessarily bias the analysis of spending patterns among the different types of visitors, it does mean the impacts for each type of tourist should be calculated separately, and then multiplied by the estimated number of each type of tourist before being summed to estimate a total impact. In an initial analysis visitor spending was averaged across length of stay to calculate the total impact of heritage tourism. Because the survey sample interviewed a larger proportion of respondents that were overnight visitors to the area than the VCB estimated, this resulted in an upward bias in the estimated impacts. Computing the impacts for each type of tourist first and then weighting these by VCB visitor estimates for each type, helps reduce any bias due to sample and VCB differences.

Table 1. Comparisons of the proportion of estimated excursion and overnight tourists to St. Johns County between the Visitors and Convention Bureau and Varga Research Inc.

	St. Johns County VCB		Varga Research, Inc	
	Number	Percent	Number	Percent
Overnight (commercial lodging)	2,460,000	39.30%	706	65.31%
Overnight (non-commercial lodging)	800,300	12.78%	67	6.20%
Excursionists	3,000,000	47.92%	308	28.49%
Total	6,260,300	100.00%	1,081	100.00%

Impacts of Primary and Secondary Heritage Tourism

A primary heritage tourist was one whose chief purpose for visiting the area was to experience and learn about the early American History. An individual was classified as a secondary heritage visitor if they engaged in a heritage activity while visiting the area, but did not necessarily travel to the area for that purpose. These are not mutually exclusive classifications. Over 98 percent of primary heritage tourists also qualified as secondary heritage tourists.

Visitor spending is strongly determined by length of stay, and thus significantly influences the economic impact of tourism. This is why the St. Johns County VCB provides specific estimates of visitor numbers according to length of stay. To better estimate the economic impacts of primary and secondary heritage tourists to the County, spending estimates for each class by length of stay were multiplied by the proportion of primary or

secondary heritage visitors determined in the survey. These proportions and estimated tourists in each category are detailed in Table 2. By multiplying the estimated expenditures for each class of tourist by the appropriate number of visitors for those classes a more accurate estimate of economic impact can be derived.

Table 2. Calculation of Estimated Visitors by Primary and Secondary Heritage Classification and Length of Stay for St. Johns County Florida, 2002.

	VCB Visitor Estimates	Varga Survey Sample Numbers & Percents			Heritage Visitor Estimates	
		All	Primary	Secondary	Primary	Secondary
Overnight						
Number	3,260,300	773	264	717	1,113,479	3,024,108
Percentage	52.1%	100.0%	34.2%	92.8%		
Excursion						
Number	3,000,000	308	117	246	1,139,610	2,396,104
Percentage	47.9%	100.0%	38.0%	79.9%		
Total						
Number	6,260,300	1081	381	963	2,206,452	5,576,937
Percentage	100.0%	100.0%	35.2%	89.1%		

Average visitor spending for sixteen different expense categories was calculated for both primary and secondary heritage tourists according to length of stay. The results of these survey estimates are shown in Table 3. The table rows show average per-visitor expenditures by expenditure category. Expenditures for the visitor classifications and length of stay are shown in individual columns of the table. The number and percentage of observations used to estimate the averages is shown in the second row of the table. The results shown in Table 3 indicate that Primary overnight heritage visitors spend about \$37 or 12.3 percent less overall than Secondary overnight heritage tourists (\$265 compared to \$303 per visitor). Primary overnight heritage tourists spend substantially fewer dollars at restaurants, bars, grocery stores and gas and oil, while Secondary overnight tourists spend somewhat less money at bed and breakfast establishments and for public transportation. Primary excursion tourists spend

about 8.4 percent less than their secondary counterparts. Differences among spending categories were comparable to those for overnight tourists.

Table 3. Estimated Per Visitor Spending by Heritage Tourists for St. Johns County by Type and Length of Stay , 2001/2002.

	Overnight				Excursion			
	Primary Heritage Visitors (1A)		Secondary Heritage Visitors(4)		Primary Heritage Visitors (1A)		Secondary Heritage Visitors(4)	
Survey Observations	264 (24.4%)		717 (66.3%)		117 (10.8%)		246 (22.8%)	
Statistic Expense Category	Mean \$	Std. Error	Mean \$	Std. Error	Mean \$	Std. Error	Mean \$	Std. Error
Fast food	4.698	0.660	6.585	0.822	3.126	0.513	3.851	0.410
Restaurant	56.653	3.099	68.433	2.689	19.038	1.626	24.498	1.917
Bars	8.664	0.952	10.117	1.035	2.658	0.553	3.287	0.489
Groceries	6.499	1.170	10.845	1.026	0.578	0.278	1.319	0.372
Recreation	31.029	1.184	29.426	0.938	13.710	0.929	12.798	0.759
Clothing	18.355	1.820	23.420	1.640	6.670	1.401	6.647	0.957
Personal	3.330	0.821	3.483	0.456	2.343	0.911	5.650	4.068
Citrus	0.973	0.249	0.659	0.122	0.393	0.213	0.392	0.184
Gifts	28.974	1.994	34.415	1.547	14.151	1.541	15.653	1.254
Motels/Hotels	55.456	4.216	55.980	2.989	4.405	2.350	4.154	1.519
Camps	7.681	1.978	8.879	1.145	0.154	0.094	0.073	0.045
Bed & Breakfast	17.440	3.739	13.172	2.190	0.043	0.032	0.427	0.407
Timeshare	1.946	1.034	2.896	0.955	0.000	0.000	0.000	0.000
Other	3.830	1.976	9.322	3.084	0.010	0.007	0.458	0.447
Gas-Oil	9.529	0.804	16.037	2.864	6.084	1.277	8.095	0.814
Public Trans	9.371	1.200	8.311	1.281	4.727	0.727	5.435	1.077
Parking	0.984	0.137	0.936	0.085	0.730	0.185	0.732	0.116
Total	265.413	11.474	302.914	10.883	78.819	5.817	93.469	6.118

Estimates calculated from data collected by Varga Research Associates, Inc and St. Johns County, Florida.

To estimate the economic impacts of primary and secondary heritage tourists for the County, per-visitor spending estimates from Table 3 and number of visitor estimates from Table 2 were entered into a regional economic modeling software package (IMPLAN Pro with year 2000 model data). The parameters of the IMPLAN model are shown in Table 4. The Event Name and Sector represent the industry sector or commodity designation given to each expenditure category. The Value column shows the estimated per-visitor spending for each category. It should be noted that tourist spending on public transportation was

consolidated with recreation because it was determined that these expenditures were for the use of privately operated tour services and not public transportation provided by local government. The Basis is either Industry or Commodity and determines whether inputs are acquired from individual or multiple sectors. Year and deflator are used to bring the model parameters and spending estimates into alignment. Margins represent the proportion of expenditures that are used to purchase inputs from producers, with the remainder allocated to transportation and trade sectors. Finally, the Local parameter reflects the proportion of expenditures that are purchased within the local economy, which in this case was 100 percent for all expenses.

Table 4. Regional Economic Modeling Parameters for St. Johns County Heritage Tourism (Overnight Primary Heritage Visitors).

Event Name	Sector	Value	Basis	Year	Deflator	Margin	% Local
Groceries	450	6.499	Commodity	2002	N/A	0.267	100.0%
Gas and Oil	451	9.529	Commodity	2002	N/A	0.219	100.0%
Clothing	452	18.355	Commodity	2002	N/A	0.421	100.0%
Bars	454	8.664	Industry	2002	1.072		100.0%
Fastfood	454	4.698	Industry	2002	1.072		100.0%
Restaurants	454	56.653	Industry	2002	1.072		100.0%
Citrus	455	0.973	Commodity	2002	N/A	0.318	100.0%
Gifts	455	28.974	Commodity	2002	N/A	0.318	100.0%
Personal	455	3.330	Commodity	2002	N/A	0.318	100.0%
Bed and Breakfast	463	17.440	Industry	2002	1.12		100.0%
Camps	463	7.681	Industry	2002	1.12		100.0%
Motels & Hotels	463	55.456	Industry	2002	1.12		100.0%
Other	463	3.830	Industry	2002	1.12		100.0%
Timeshare	463	1.946	Industry	2002	1.12		100.0%
Parking	478	0.984	Industry	2002	1.082		100.0%
Recreation	488	40.400	Industry	2002	1.079		100.0%

Summary results of the estimated economic impacts from primary and secondary heritage tourists are presented in Table 5. Detailed results by type and length of stay are provided in the appendix as Table A1. Results in Table 5 are divided into Primary and Secondary Heritage Visitors as groups of rows. Individual rows within each group show output, value added, labor income, indirect business taxes and employment impacts. The table columns show the direct, indirect, induced and total economic impacts for various tourist classifications and economic impacts. The output values in this table represent a gross

measure of economic impact from the revenues generated by heritage tourism. Value-added impacts represent the compensation or returns to labor, management and ownership generated by the activity. Labor income is the earnings to labor generated by heritage tourism (wages, salaries and business owners' income).

Table 5. St. Johns County, Florida Economic Impacts for Primary and Secondary Heritage Tourism, 2001-2002.

Visitor Type		Impact Type	Direct	Indirect	Induced	Total
2,206,452 Primary Heritage Visitors	million \$	Output	311.26	66.87	166.12	544.25
		Value Added	192.60	41.30	100.58	334.47
		Labor Income	127.32	27.53	64.14	218.99
		Indirect Taxes	23.68	3.22	9.06	35.97
	jobs	Employment	7,043	699	1,926	9,667
5,576,937 Secondary Heritage Visitors	million \$	Output	895.49	190.84	477.96	1,564.30
		Value Added	554.00	117.80	289.55	961.35
		Labor Income	366.50	78.31	184.77	629.58
		Indirect Taxes	69.58	9.32	26.05	104.95
	jobs	Employment	20,038	1,988	5,543	27,569

Economic impacts were calculated using IMPLAN Pro. regional economic modeling software and based on tourist revenues estimated from data provided Varga Research Associates, Inc and St. Johns County.

Employment impacts are based on industry-average output per worker statistics and include fulltime and parttime jobs. Indirect business taxes are estimates of how the spending attributed to heritage tourism changes local, state and federal tax revenues, such as sales tax, excise tax, property tax, etc.

Economic impacts are also classified in terms of how they are generated in an economy. Direct impacts are those directly attributable to the revenues generated by businesses that serve visitors, basically measuring the value of production or services. Indirect impacts count the expenditures made by directly impacted businesses for their inputs, and the increased output and purchases of their suppliers. Induced effects include the impacts from the spending in the local economy by employees and owners of directly and indirectly affected businesses. Finally, the total impact is the sum of the direct, indirect and induced effects and measures the complete impact of an activity as it ripples throughout the local economy.

Comparing the results in Table 5, the economic impacts from Secondary heritage tourism is about 2.9 times greater than that generated by primary heritage tourism. The economic output impact from Primary heritage tourists to the County is estimated to be \$544 million for 2001. Over \$334 million of value was added to the local economy from this activity in the form of income and profits. Over \$219 million of this value-added was attributable to labor earnings, which was equivalent to approximately 9.7 thousand jobs in the area. Finally, it is estimated that nearly \$36 million in indirect business taxes were generated by heritage tourism in St. Johns County, Florida.

Secondary heritage tourists created \$1.56 billion in economic output for the County. Of this amount, slightly over 961 million dollars of value was added to the economy, generating nearly \$630 million in labor income. A total of 27,569 jobs were created by secondary heritage tourists and an additional \$105 million in indirect tax revenues resulted from the spending of these tourists. It is important to remember that the estimated impacts for primary and secondary heritage tourists are independent, and should not be added together.

Detailed break-outs of impacts on particular industries aggregated to one digit SIC codes are shown for output, value added, earnings, indirect business taxes and employment respectively in Tables A2 through A6 for primary heritage tourists and in Tables A7 through A11 for secondary heritage tourists, in the appendix to this report. These results are useful in identifying how particular economic sectors benefit from heritage tourism. Looking at these tables it can be seen that Services and Trade garner the largest shares of economic impacts from heritage tourism in the County. These are followed by Financial, Insurance and Real Estate, and Institutions.

Impacts of Excursionist and Overnight Visitors

Per-visitor spending for various categories of products and services were calculated for visitors classified by length of stay and type of lodging. These included excursionist or day-trippers, overnight visitors staying with friends or relatives, and overnight visitors staying in commercial lodging operations. As mentioned earlier, per-visitor expenditures are considerably larger for overnight visitors than for excursionists. As shown in Table 6 below, day-trip or excursionist visitors averaged spending \$88.99 per visitor, while overnight visitors spent from \$201.73 to \$305.27 each, depending on whether they stayed with friends or relatives or paid for commercial lodging. Overnight visitors have higher expenditures for most expense categories than excursionist as a result of longer average stays. Spending by overnight visitors in paid accommodations was higher than excursionist in all categories with the exception of "Personal". Day-trip visitors may be more likely to purchase more "Personal" items, like shampoo or sun-screen, because they did not have access to many of the complimentary amenities provided by most commercial lodging operations.

Table 6. St. Johns County per-Visitor Expenditure Averages and Standard Errors for Day-trip and Over-night Visitors, 2001/2002.

	Day-trip Visitors		Over-night Visitors, free lodging		Over-night Visitors, paid lodging	
Observations	308 or 35.2%		67 or 6.20%		706 or 65.3%	
Statistic						
Expense Category	Mean \$	Std. Error	Mean \$	Std. Error	Mean \$	Std. Error
Fast food	3.60	0.345	7.14	1.41	6.25	0.83
Restaurant	23.74	1.998	50.43	5.64	68.47	2.75
Bars	2.99	0.412	10.75	2.63	10.29	1.10
Groceries	1.45	0.469	22.44	3.81	10.15	1.03
Recreation	12.18	0.857	19.24	2.18	29.35	0.97
Clothing	6.02	0.804	28.17	6.17	22.43	1.60
Personal	4.89	3.265	2.49	0.86	3.81	0.50
Citrus	0.32	0.147	0.41	0.34	0.67	0.13
Gifts	14.36	1.122	36.40	5.92	33.70	1.60
Motels/Hotels	5.04	1.547	4.10	2.09	59.57	3.06
Camps	0.07	0.037	0.00	0.00	9.67	1.17
Bed & Breakfast	0.34	0.325	0.00	0.00	13.38	2.22
Timeshare	0.81	0.812	0.00	0.00	2.94	0.97
Other	0.53	0.392	0.20	0.14	9.90	3.14
Gas-Oil	7.58	0.731	15.03	3.21	15.62	2.90
Public Trans.	4.42	0.872	4.30	1.05	8.15	1.30
Parking	0.65	0.100	0.64	0.17	0.90	0.09
Totals / Std. Error	88.99	5.647	201.73	18.08	305.27	11.13

Estimates calculated from data collected by Varga Research Associates, Inc and St. Johns County, Florida.

As shown in Table 6, day-trip or excursionist visitors averaged spending \$88.99, while overnight visitors spent from \$201.73 to \$305.27 each depending on whether they stayed with friends, or paid for lodging. Overnight visitors not only make additional expenditures on lodging, but also have higher expenditures for many expense categories as a result of their longer average stays. These estimated expenditures by category were entered into the IMPLAN modeling software for each length of stay, just as was done for the analysis of primary and secondary tourism. Parameter settings were similar as demonstrated in Table 4, with the primary difference being in the amounts for each expense category. Visitor numbers from Table 1 were used to estimate the total impact for each category of tourist by length of stay. Since the length of stay categories are mutually exclusive, summing these can be used to estimate the total impact of tourism for the County.

The results of the IMPLAN impact analysis for tourism by length of stay and all tourism in the County is presented in Table 7. Groups of rows separate the impacts by length of stay and total impacts. Individual rows within groups provide specific estimates of the types of impact for each tourist classification; output, value-added, labor income, indirect business taxes and employment. The meaning of these types of impacts were explained above in the section describing the results for primary and secondary tourism. As in Table 5, the columns in Table 7 show the estimated impacts of tourism at different levels or stages of the County's economy.

Table 7. Economic Impacts of Tourism by Type of Visitor and Impact, St. Johns County, Florida, 2001-2002.

Visitor Type	Impact Type	Direct	Indirect	Induced	Total
3.00 million Excursion Visitors	Output (million \$)	195.55	41.60	104.83	341.97
	Value Added (million \$)	120.67	25.65	63.58	209.90
	Labor Income (million \$)	80.48	17.01	40.59	138.08
	Indirect Taxes (million \$)	15.43	2.13	5.71	23.27
	Employment (jobs)	4,866	414	1,217	6,496
2.46 million Overnight Visitors, Commercial	Output (million \$)	606.66	129.49	323.09	1,059.24
	Value Added (million \$)	375.24	79.97	195.65	650.85
	Labor Income (million \$)	247.75	53.20	124.82	425.77
	Indirect Taxes (million \$)	46.71	6.23	17.62	70.56
	Employment (jobs)	13,089	1,368	3,746	18,203
0.80 million Overnight Visitors, Non-Commercial	Output (million \$)	104.40	21.34	56.79	182.53
	Value Added (million \$)	65.51	13.13	34.52	113.15
	Labor Income (million \$)	43.52	8.64	22.10	74.27
	Indirect Taxes (million \$)	9.17	1.13	3.08	13.38
	Employment (jobs)	2,624	208	661	3,492
6.26 million Total Visitors	Output (million \$)	906.61	192.42	484.71	1,583.74
	Value Added (million \$)	561.42	118.74	293.74	973.90
	Labor Income (million \$)	371.76	78.85	187.51	638.12
	Indirect Taxes (million \$)	71.30	9.49	26.41	107.21
	Employment (jobs)	20,579	1,989	5,623	28,191

Estimates calculated from data collected by Varga Research Associates, Inc. and St. Johns County Visitors and Convention Bureau.

Reviewing the bottom quarter of Table 7 show that the combined impacts from all types of tourism to the County is estimated to be \$1.58 billion in 2001. This includes \$974 million in value added to the local economy, of which \$638 million was in the form of labor

income. Over \$107 million in indirect business taxes were generated from this activity. Altogether, it is estimated that 28,191 full and part-time jobs are generated from heritage tourism in the County.

Looking at the impacts in relation to length of stay, clearly overnight visitors staying in commercial lodging facilities contributed the lions-share of the economic impact from tourism to the County. Over two-thirds (\$1,059 million) of the output impact from tourism is generated by these overnight tourists. This is due to their large numbers (2.46 million) and also their overall higher spending, not only for lodging, but food, clothing, gifts and recreation. Excursion or day-trip visitors represent the next most significant contributors to the impacts of tourism to the County. Although excursionists spend less than 30 percent of what paid overnight tourists spend during their visits to the County, because the day-trippers are 3 million strong, they generate more than 21 percent of the total tourism impact, or \$342 million in output. As indicated in Table 6, each of these classes of length-of-stay tourist has different spending patterns that are meaningful to different segments of the tourism industry. Obviously, excursions and overnight visitors staying with friends or relatives spend much less on lodging, but their per-day expenditures may be greater in some categories.

Detailed break-outs of impacts for sectors aggregated by one digit SIC codes are shown for output, value added, earnings, indirect business taxes and employment respectively in Tables A12 through A31 for excursion, overnight in commercial lodging, overnight in non-commercial lodging and for all tourists. As mentioned earlier, these results are useful in identifying how particular economic sectors benefit from tourism. Again, Services and Trade garner the largest shares of economic impacts from tourism revenues in the County. These are followed by Financial, Insurance and Real Estate, and Institutions.

Conclusions

Tourism is a significant component of the economy of St. Johns County. The estimated impacts from all visitors, as well as primary and secondary heritage tourists are summarized and compared to the County's total economy in Table 8. Tourism and secondary heritage tourism accounted for approximately one-third of the County's output, value added and income in 2002. Survey results indicated that approximately 98 percent of visitors to the County qualified as secondary heritage tourists. Remarkably, employment due to tourism represented over 50 percent of the jobs in the County. This compares to tourism's 38 percent

share of the County’s personal income. This simplest explanations for this difference are that average wage rates and salaries for service jobs associated with tourism are below those for the County as a whole, and/or that a larger proportion of these jobs are only part-time in nature. The economic impact from primary heritage tourism was considerably less than that attributable to all or secondary heritage visitors. While heritage tourism is clearly an important component of the County’s tourist industry, other attractions or segments of this industry are major contributors as well. None the less, the unique historical significance of St. Augustine plainly distinguishes St. Johns County from Florida’s other coastal tourist destinations.

Table 8. Relative Share of Economic Impact from Tourism and Heritage Tourism for St. Johns County, Florida, 2002. ¹

Activity		County Total ²	All Visitors		Primary Heritage Tourism		Secondary Heritage Tourism	
		Number	Number	Percent	Number	Percent	Number	Percent
Economic Impact								
Output	Million \$s	5,367	1,584	29.5%	544	10.1%	1,564	29.1%
Value Added		2,967	974	32.8%	334	11.3%	961	32.4%
Income		1,641	638	38.9%	219	13.3%	630	38.4%
Employment		jobs	52,037	28,191	54.2%	9,667	18.6%	27,569

¹ County level statistics and economic impacts of tourism calculated using IMPLAN Pro. regional economic modeling software and database. Impact calculations are based on tourist revenues estimated from data provided Varga Research Associates, Inc and tourist numbers provided by St. Johns County Visitors and Convention Bureau.

² St. Johns County statistics were originally for the year 2000. Output, value added and income totals were adjusted for inflation to the year 2002. Employment was not adjusted and therefore may be different from 2002 levels. If the overall economy of the County has grown since 2000, then tourism’s share of employment would be slightly overstated.

References:

Minnesota IMPLAN Group (MIG), 2002. IMPLAN Pro, Economic Impact and Social Accounting Software and Data for Florida Counties. Stillwater, MN.

National Register of Historic Places

<http://www.nationalregisterofhistoricplaces.com/fl/St%2E+Johns/state.html>

St. Augustine and St. Johns County Chamber of Commerce.

<http://www.staugustinechamber.com/>

St. Johns County Visitors and Convention Bureau, <http://www.visitoldcity.com/> and personal communication. 1-800-old-city, Jay Humphreys

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System. <http://www.bea.gov/bea/regional/reis/drill.cfm>

Appendix

Table A1. St. Johns County, Florida, Heritage Tourism Economic Impacts by Type of Visitor and Impact, 2001-2002

Visitor Type	Impact Type		Direct	Indirect	Induced	Total
Primary Heritage Excursion Visitors	Output	million \$s	66.41	14.26	35.72	116.39
	Value Added		41.11	8.79	21.65	71.56
	Income		27.35	5.85	13.82	47.02
	Indirect Taxes		5.18	0.72	1.95	7.84
	Employment	Jobs	1,701	141	415	2,257
Primary Heritage Overnight Visitors	Output	million \$s	244.85	52.62	130.40	427.86
	Value Added		151.48	32.51	78.92	262.91
	Income		99.98	21.68	50.32	171.98
	Indirect Taxes		18.50	2.50	7.12	28.12
	Employment	Jobs	5,342	557	1,511	7,410
Primary Heritage Excursion and Overnight Visitors	Output	million \$s	311.26	66.87	166.12	544.25
	Value Added		192.60	41.30	100.58	334.47
	Income		127.32	27.53	64.14	218.99
	Indirect Taxes		23.68	3.22	9.06	35.97
	Employment	Jobs	7,043	699	1,926	9,667
Secondary Heritage Excursion Visitors	Output	million \$s	161.84	34.42	86.93	283.19
	Value Added		100.01	21.21	52.73	173.95
	Income		66.69	14.07	33.66	114.43
	Indirect Taxes		12.84	1.77	4.74	19.34
	Employment	Jobs	4,088	340	1,009	5,438
Secondary Heritage Overnight Visitors	Output	million \$s	733.65	156.43	391.03	1,281.11
	Value Added		453.99	96.59	236.82	787.40
	Income		299.81	64.24	151.11	515.15
	Indirect Taxes		56.74	7.56	21.32	85.61
	Employment	Jobs	15,950	1,647	4,534	22,131
Secondary Heritage Excursion and Overnight Visitors	Output	million \$s	895.49	190.84	477.96	1,564.30
	Value Added		554.00	117.80	289.55	961.35
	Income		366.50	78.31	184.77	629.58
	Indirect Taxes		69.58	9.32	26.05	104.95
	Employment	Jobs	20,038	1,988	5,543	27,569

Table A2. Annual Output Impacts by Aggregated Sectors for Primary Heritage Tourism in St. Johns County Florida, 2002.

Sector		Output Impact			
		Direct	Indirect	Induced	Total
Number	Name	million \$			
1	Agriculture (AGG) ¹	0.00	0.94	1.00	1.93
28	Mining (AGG)	0.00	0.01	0.03	0.04
48	Construction (AGG)	0.00	1.91	25.23	27.14
58	Manufacturing (AGG)	0.00	3.78	11.79	15.57
433	Transport./Comm./Util. (AGG)	0.00	5.62	5.51	11.13
447	Trade (AGG)	141.10	8.13	34.53	183.76
456	Finance/Insur./Real-Est. (AGG)	0.00	13.51	31.65	45.16
463	Services (AGG)	169.33	29.77	34.10	233.20
510	Government (AGG)	0.83	3.20	21.95	25.98
516	Other (AGG)	0.00	0.00	0.34	0.34
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	311.26	66.87	166.12	544.25

¹ AGG = aggregated

Table A3. Annual Value Added Impacts by Aggregated Sectors for Primary Heritage Tourism in St. Johns County Florida, 2002.

Sector		Value Added Impact			
		Direct	Indirect	Induced	Total
Number	Name	million \$			
1	Agriculture (AGG) ¹	0.00	0.47	0.48	0.95
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	1.24	6.78	8.02
58	Manufacturing (AGG)	0.00	1.41	3.07	4.48
433	Transport./Comm./Util. (AGG)	0.00	3.00	2.98	5.98
447	Trade (AGG)	85.85	5.54	24.61	116.00
456	Finance/Insur./Real-Est. (AGG)	0.00	9.09	22.57	31.66
463	Services (AGG)	106.47	19.18	20.99	146.63
510	Government (AGG)	0.28	1.38	18.76	20.42
516	Other (AGG)	0.00	0.00	0.33	0.33
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	192.60	41.30	100.58	334.47

¹ AGG = aggregated

Table A4. Annual Labor Income Impacts by Aggregated Sectors for Primary Heritage Tourism in St. Johns County Florida, 2002.

Sector		Labor Income Impact			
		Direct	Indirect	Induced	Total
Number	Name	million \$			
1	Agriculture (AGG) ¹	0.00	0.31	0.32	0.63
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	1.13	5.88	7.02
58	Manufacturing (AGG)	0.00	1.06	2.68	3.74
433	Transport./Comm./Util. (AGG)	0.00	1.64	1.60	3.25
447	Trade (AGG)	57.83	3.42	15.54	76.79
456	Finance/Insur./Real-Est. (AGG)	0.00	2.84	3.71	6.56
463	Services (AGG)	69.32	16.03	17.91	103.26
510	Government (AGG)	0.17	1.08	16.16	17.42
516	Other (AGG)	0.00	0.00	0.33	0.33
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	127.32	27.53	64.14	218.99

¹ AGG = aggregated

Table A5. Annual Indirect Business Tax Impacts by Aggregated Sectors for Primary Heritage Tourism in St. Johns County Florida, 2002.

Sector		Indirect Business Tax Impact			
		Direct	Indirect	Induced	Total
Number	Name	million \$			
1	Agriculture (AGG) ¹	0.00	0.02	0.02	0.03
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	0.01	0.15	0.16
58	Manufacturing (AGG)	0.00	0.03	0.11	0.14
433	Transport./Comm./Util. (AGG)	0.00	0.31	0.28	0.59
447	Trade (AGG)	12.68	1.09	4.53	18.30
456	Finance/Insur./Real-Est. (AGG)	0.00	1.14	3.28	4.42
463	Services (AGG)	11.00	0.61	0.71	12.32
510	Government (AGG)	0.00	0.00	0.00	0.00
516	Other (AGG)	0.00	0.00	0.00	0.00
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	23.68	3.22	9.06	35.97

¹ AGG = aggregated

Table A6. Annual Employment Impacts by Aggregated Sectors for Primary Heritage Tourism in St. Johns County Florida, 2002.

Sector		Employment Impact			
Number	Name	Direct	Indirect	Induced	Total
		Jobs			
1	Agriculture (AGG) ¹	0	18	18	36
28	Mining (AGG)	0	0	0	0
48	Construction (AGG)	0	31	184	215
58	Manufacturing (AGG)	0	30	50	80
433	Transport./Comm./Util. (AGG)	0	47	35	83
447	Trade (AGG)	3,376	77	626	4,078
456	Finance/Insur./Real-Est. (AGG)	0	93	100	192
463	Services (AGG)	3,662	384	552	4,599
510	Government (AGG)	4	20	337	361
516	Other (AGG)	0	0	24	24
30001	Institutions (AGG)	0	0	0	0
	Total	7,043	699	1,926	9,667

¹ AGG = aggregated

Table A7. Annual Output Impacts by Aggregated Sectors for Secondary Heritage Tourism in St. Johns County Florida, 2002.

Sector		Output Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	2.71	2.86	5.57
28	Mining (AGG)	0.00	0.03	0.07	0.11
48	Construction (AGG)	0.00	5.44	72.56	78.00
58	Manufacturing (AGG)	0.00	10.80	33.88	44.68
433	Transport./Comm./Util. (AGG)	0.00	16.05	15.83	31.88
447	Trade (AGG)	445.28	24.46	99.24	568.98
456	Finance/Insur./Real-Est. (AGG)	0.00	38.62	90.97	129.59
463	Services (AGG)	447.57	83.57	98.04	629.17
510	Government (AGG)	2.64	9.15	63.52	75.32
516	Other (AGG)	0.00	0.00	0.98	0.98
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	895.49	190.84	477.96	1,564.30

¹ AGG = aggregated

Table A8. Annual Value Added Impacts for Aggregated Sectors for Secondary Heritage Tourism in St. Johns County Florida, 2002.

Sector		Value Added Impact			
		Direct	Indirect	Induced	Total
Number	Name	million \$			
1	Agriculture (AGG) ¹	0.00	1.33	1.38	2.72
28	Mining (AGG)	0.00	0.00	0.01	0.01
48	Construction (AGG)	0.00	3.53	19.51	23.04
58	Manufacturing (AGG)	0.00	4.00	8.83	12.83
433	Transport./Comm./Util. (AGG)	0.00	8.54	8.57	17.11
447	Trade (AGG)	271.73	16.64	70.74	359.11
456	Finance/Insur./Real-Est. (AGG)	0.00	26.00	64.86	90.86
463	Services (AGG)	281.37	53.82	60.34	395.53
510	Government (AGG)	0.90	3.93	54.36	59.19
516	Other (AGG)	0.00	0.00	0.95	0.95
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	554.00	117.80	289.55	961.35

¹ AGG = aggregated

Table A9. Annual Labor Income Impacts by Aggregated Sectors for Secondary Heritage Tourism in St. Johns County Florida, 2002.

Sector		Labor Income Impact			
		Direct	Indirect	Induced	Total
Number	Name	million \$			
1	Agriculture (AGG) ¹	0.00	0.88	0.91	1.79
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	3.22	16.93	20.15
58	Manufacturing (AGG)	0.00	3.02	7.70	10.72
433	Transport./Comm./Util. (AGG)	0.00	4.70	4.61	9.31
447	Trade (AGG)	182.99	10.28	44.66	237.93
456	Finance/Insur./Real-Est. (AGG)	0.00	8.13	10.68	18.81
463	Services (AGG)	182.97	44.98	51.48	279.43
510	Government (AGG)	0.53	3.09	46.85	50.47
516	Other (AGG)	0.00	0.00	0.95	0.95
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	366.50	78.31	184.77	629.58

¹ AGG = aggregated

Table A10. Annual Indirect Business Tax Impacts by Aggregated Sectors for Secondary Heritage Tourism in St. Johns County Florida, 2002.

Sector		Indirect Business Tax Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.05	0.05	0.10
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	0.02	0.42	0.45
58	Manufacturing (AGG)	0.00	0.10	0.30	0.40
433	Transport./Comm./Util. (AGG)	0.00	0.90	0.81	1.70
447	Trade (AGG)	40.21	3.27	13.02	56.50
456	Finance/Insur./Real-Est. (AGG)	0.00	3.27	9.42	12.69
463	Services (AGG)	29.36	1.72	2.03	33.11
510	Government (AGG)	0.00	0.00	0.00	0.00
516	Other (AGG)	0.00	0.00	0.00	0.00
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	69.58	9.32	26.05	104.95

¹ AGG = aggregated

Table A11. Annual Employment Impacts by Aggregated Sectors for Secondary Heritage Tourism in St. Johns County Florida, 2002.

Sector		Employment Impact			
Number	Name	Direct	Indirect	Induced	Total
		Jobs			
1	Agriculture (AGG) ¹	0	50	52	102
28	Mining (AGG)	0	0	1	1
48	Construction (AGG)	0	87	530	617
58	Manufacturing (AGG)	0	84	144	228
433	Transport./Comm./Util. (AGG)	0	135	102	236
447	Trade (AGG)	10,635	230	1,798	12,662
456	Finance/Insur./Real-Est. (AGG)	0	265	286	550
463	Services (AGG)	9,391	1,079	1,588	12,057
510	Government (AGG)	13	58	975	1,046
516	Other (AGG)	0	0	69	69
30001	Institutions (AGG)	0	0	0	0
	Total	20,038	1,988	5,543	27,569

¹ AGG = aggregated

Table A12. Annual Output Impacts by Aggregated Sectors for Excursion Tourists in St. Johns County Florida, 2002.

Sector		Output Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.63	0.63	1.25
28	Mining (AGG)	0.00	0.01	0.02	0.02
48	Construction (AGG)	0.00	1.06	15.85	16.91
58	Manufacturing (AGG)	0.00	2.68	7.40	10.07
433	Transport./Comm./Util. (AGG)	0.00	3.22	3.47	6.70
447	Trade (AGG)	122.64	6.21	21.76	150.61
456	Finance/Insur./Real-Est. (AGG)	0.00	7.73	19.96	27.69
463	Services (AGG)	72.14	18.22	21.51	111.86
510	Government (AGG)	0.77	1.85	14.01	16.63
516	Other (AGG)	0.00	0.00	0.21	0.21
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	195.55	41.60	104.83	341.97

¹ AGG = aggregated

Table A13. Annual Value Added Impacts by Aggregated Sectors for Excursion Tourists in St. Johns County Florida, 2002.

Sector		Value Added Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.29	0.30	0.59
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	0.68	4.27	4.95
58	Manufacturing (AGG)	0.00	0.99	1.93	2.92
433	Transport./Comm./Util. (AGG)	0.00	1.66	1.88	3.54
447	Trade (AGG)	74.97	4.23	15.51	94.71
456	Finance/Insur./Real-Est. (AGG)	0.00	5.27	14.23	19.50
463	Services (AGG)	45.44	11.72	13.24	70.40
510	Government (AGG)	0.26	0.80	12.00	13.06
516	Other (AGG)	0.00	0.00	0.21	0.21
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	120.67	25.65	63.58	209.90

¹ AGG = aggregated

Table A14. Annual Labor Income Impacts by Aggregated Sectors for Excursion Tourists in St. Johns County Florida, 2002.

Sector		Labor Income Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.20	0.20	0.40
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	0.62	3.70	4.32
58	Manufacturing (AGG)	0.00	0.75	1.68	2.43
433	Transport./Comm./Util. (AGG)	0.00	0.90	1.01	1.92
447	Trade (AGG)	50.47	2.61	9.79	62.87
456	Finance/Insur./Real-Est. (AGG)	0.00	1.51	2.34	3.86
463	Services (AGG)	29.86	9.79	11.30	50.94
510	Government (AGG)	0.16	0.63	10.35	11.14
516	Other (AGG)	0.00	0.00	0.21	0.21
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	80.48	17.01	40.59	138.08

¹ AGG = aggregated

Table A15. Annual Indirect Business Tax Impacts by Aggregated Sectors for Excursion Tourists in St. Johns County Florida, 2002.

Sector		Indirect Business Tax Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.01	0.01	0.02
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	0.00	0.09	0.10
58	Manufacturing (AGG)	0.00	0.02	0.07	0.09
433	Transport./Comm./Util. (AGG)	0.00	0.17	0.18	0.35
447	Trade (AGG)	11.12	0.83	2.86	14.81
456	Finance/Insur./Real-Est. (AGG)	0.00	0.70	2.07	2.76
463	Services (AGG)	4.31	0.39	0.45	5.14
510	Government (AGG)	0.00	0.00	0.00	0.00
516	Other (AGG)	0.00	0.00	0.00	0.00
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	15.43	2.13	5.71	23.27

¹ AGG = aggregated

Table A16. Annual Employment Impacts by Aggregated Sectors for Excursion Tourists in St. Johns County Florida, 2002.

Sector		Employment Impact			
Number	Name	Direct	Indirect	Induced	Total
		Jobs			
1	Agriculture (AGG) ¹	0	11	11	22
28	Mining (AGG)	0	0	0	0
48	Construction (AGG)	0	17	116	133
58	Manufacturing (AGG)	0	21	32	52
433	Transport./Comm./Util. (AGG)	0	22	22	45
447	Trade (AGG)	2,919	57	394	3,371
456	Finance/Insur./Real-Est. (AGG)	0	47	63	110
463	Services (AGG)	1,943	227	348	2,518
510	Government (AGG)	4	12	215	231
516	Other (AGG)	0	0	15	15
30001	Institutions (AGG)	0	0	0	0
	Total	4,866	414	1,217	6,496

¹ AGG = aggregated

Table A17. Annual Output Impacts by Aggregated Sectors for Overnight Tourists in Paid Lodging in St. Johns County Florida, 2002.

Sector		Output Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	1.81	1.94	3.75
28	Mining (AGG)	0.00	0.02	0.05	0.07
48	Construction (AGG)	0.00	3.81	49.10	52.91
58	Manufacturing (AGG)	0.00	7.00	22.93	29.93
433	Transport./Comm./Util. (AGG)	0.00	11.16	10.71	21.87
447	Trade (AGG)	275.80	15.79	67.10	358.68
456	Finance/Insur./Real-Est. (AGG)	0.00	26.86	61.50	88.36
463	Services (AGG)	329.31	56.68	66.28	452.26
510	Government (AGG)	1.56	6.35	42.82	50.74
516	Other (AGG)	0.00	0.00	0.66	0.66
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	606.66	129.49	323.09	1,059.24

¹ AGG = aggregated

Table A18. Annual Value Added Impacts by Aggregated Sectors for Overnight Tourists in Paid Lodging in St. Johns County Florida, 2002.

Sector		Value Added Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.91	0.93	1.84
28	Mining (AGG)	0.00	0.00	0.00	0.01
48	Construction (AGG)	0.00	2.48	13.20	15.67
58	Manufacturing (AGG)	0.00	2.59	5.98	8.57
433	Transport./Comm./Util. (AGG)	0.00	6.00	5.79	11.79
447	Trade (AGG)	167.77	10.74	47.83	226.34
456	Finance/Insur./Real-Est. (AGG)	0.00	18.02	43.85	61.87
463	Services (AGG)	206.94	36.52	40.79	284.24
510	Government (AGG)	0.53	2.72	36.63	39.88
516	Other (AGG)	0.00	0.00	0.64	0.64
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	375.24	79.97	195.65	650.85

¹ AGG = aggregated

Table A19. Annual Labor Income Impacts by Aggregated Sectors for Overnight Tourists in Paid Lodging in St. Johns County Florida, 2002.

Sector		Labor Income Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.60	0.62	1.21
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	2.26	11.45	13.72
58	Manufacturing (AGG)	0.00	1.96	5.21	7.17
433	Transport./Comm./Util. (AGG)	0.00	3.31	3.12	6.43
447	Trade (AGG)	113.17	6.64	30.20	150.00
456	Finance/Insur./Real-Est. (AGG)	0.00	5.77	7.22	12.99
463	Services (AGG)	134.27	30.53	34.80	199.60
510	Government (AGG)	0.32	2.13	31.56	34.01
516	Other (AGG)	0.00	0.00	0.64	0.64
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	247.75	53.20	124.82	425.77

¹ AGG = aggregated

Table A20. Annual Indirect Business Tax Impacts by Aggregated Sectors for Overnight Tourists in Paid Lodging in St. Johns County Florida, 2002.

Sector		Indirect Business Tax Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.03	0.03	0.07
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	0.02	0.29	0.30
58	Manufacturing (AGG)	0.00	0.06	0.21	0.27
433	Transport./Comm./Util. (AGG)	0.00	0.63	0.55	1.17
447	Trade (AGG)	24.69	2.11	8.80	35.60
456	Finance/Insur./Real-Est. (AGG)	0.00	2.23	6.37	8.60
463	Services (AGG)	22.02	1.15	1.37	24.55
510	Government (AGG)	0.00	0.00	0.00	0.00
516	Other (AGG)	0.00	0.00	0.00	0.00
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	46.71	6.23	17.62	70.56

¹ AGG = aggregated

Table A21. Annual Employment Impacts by Aggregated Sectors for Overnight Tourists in Paid Lodging in St. Johns County Florida, 2002.

Sector		Employment Impact			
Number	Name	Direct	Indirect	Induced	Total
		Jobs			
1	Agriculture (AGG) ¹	0	34	35	69
28	Mining (AGG)	0	0	0	1
48	Construction (AGG)	0	61	358	420
58	Manufacturing (AGG)	0	55	98	152
433	Transport./Comm./Util. (AGG)	0	98	69	167
447	Trade (AGG)	6,592	149	1,216	7,957
456	Finance/Insur./Real-Est. (AGG)	0	190	193	383
463	Services (AGG)	6,489	741	1,073	8,303
510	Government (AGG)	8	40	657	705
516	Other (AGG)	0	0	46	46
30001	Institutions (AGG)	0	0	0	0
	Total	13,089	1,368	3,746	18,203

¹ AGG = aggregated

Table A22. Annual Output Impacts by Aggregated Sectors for Overnight Tourists in Free Lodging in St. Johns County Florida, 2002.

Sector		Output Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.33	0.34	0.66
28	Mining (AGG)	0.00	0.00	0.01	0.01
48	Construction (AGG)	0.00	0.53	8.60	9.13
58	Manufacturing (AGG)	0.00	1.45	3.99	5.44
433	Transport./Comm./Util. (AGG)	0.00	1.62	1.87	3.49
447	Trade (AGG)	81.01	3.52	11.73	96.26
456	Finance/Insur./Real-Est. (AGG)	0.00	3.93	10.75	14.68
463	Services (AGG)	22.79	9.02	11.60	43.41
510	Government (AGG)	0.60	0.94	7.79	9.33
516	Other (AGG)	0.00	0.00	0.12	0.12
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	104.40	21.34	56.79	182.53

¹ AGG = aggregated

Table A23. Annual Value Added Impacts by Aggregated Sectors for Overnight Tourists in Free Lodging in St. Johns County Florida, 2002.

Sector		Value Added Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.15	0.16	0.31
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	0.34	2.32	2.66
58	Manufacturing (AGG)	0.00	0.53	1.04	1.57
433	Transport./Comm./Util. (AGG)	0.00	0.82	1.01	1.84
447	Trade (AGG)	50.96	2.40	8.36	61.72
456	Finance/Insur./Real-Est. (AGG)	0.00	2.69	7.66	10.35
463	Services (AGG)	14.34	5.79	7.14	27.27
510	Government (AGG)	0.20	0.41	6.70	7.32
516	Other (AGG)	0.00	0.00	0.11	0.11
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	65.51	13.13	34.52	113.15

¹ AGG = aggregated

Table A24. Annual Labor Income Impacts by Aggregated Sectors for Overnight Tourists in Free Lodging in St. Johns County Florida, 2002.

Sector		Labor Income Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.10	0.11	0.21
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	0.31	2.01	2.32
58	Manufacturing (AGG)	0.00	0.40	0.91	1.31
433	Transport./Comm./Util. (AGG)	0.00	0.45	0.55	0.99
447	Trade (AGG)	33.92	1.48	5.28	40.67
456	Finance/Insur./Real-Est. (AGG)	0.00	0.76	1.26	2.02
463	Services (AGG)	9.48	4.83	6.09	20.40
510	Government (AGG)	0.12	0.32	5.79	6.23
516	Other (AGG)	0.00	0.00	0.11	0.11
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	43.52	8.64	22.10	74.27

¹ AGG = aggregated

Table A25. Annual Indirect Business Tax Impacts by Aggregated Sectors for Overnight Tourists in Free Lodging in St. Johns County Florida, 2002.

Sector		Indirect Business Tax Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.01	0.01	0.01
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	0.00	0.05	0.05
58	Manufacturing (AGG)	0.00	0.01	0.04	0.05
433	Transport./Comm./Util. (AGG)	0.00	0.09	0.10	0.18
447	Trade (AGG)	7.86	0.47	1.54	9.87
456	Finance/Insur./Real-Est. (AGG)	0.00	0.36	1.11	1.47
463	Services (AGG)	1.31	0.19	0.24	1.74
510	Government (AGG)	0.00	0.00	0.00	0.00
516	Other (AGG)	0.00	0.00	0.00	0.00
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	9.17	1.13	3.08	13.38

¹ AGG = aggregated

Table A26. Annual Employment Impacts by Aggregated Sectors for Overnight Tourists in Free Lodging in St. Johns County Florida, 2002.

Sector		Employment Impact			
Number	Name	Direct	Indirect	Induced	Total
		Jobs			
1	Agriculture (AGG) ¹	0	5	6	12
28	Mining (AGG)	0	0	0	0
48	Construction (AGG)	0	8	63	71
58	Manufacturing (AGG)	0	11	17	28
433	Transport./Comm./Util. (AGG)	0	11	12	23
447	Trade (AGG)	1,956	32	212	2,201
456	Finance/Insur./Real-Est. (AGG)	0	23	34	57
463	Services (AGG)	666	111	188	964
510	Government (AGG)	3	6	120	129
516	Other (AGG)	0	0	8	8
30001	Institutions (AGG)	0	0	0	0
	Total	2,624	208	661	3,492

¹ AGG = aggregated

Table A27. Annual Output Impacts by Aggregated Sectors for All Tourists in St. Johns County Florida, 2002.

Sector		Output Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	2.76	2.90	5.66
28	Mining (AGG)	0.00	0.03	0.07	0.11
48	Construction (AGG)	0.00	5.40	73.55	78.95
58	Manufacturing (AGG)	0.00	11.13	34.32	45.45
433	Transport./Comm./Util. (AGG)	0.00	16.00	16.05	32.05
447	Trade (AGG)	479.45	25.52	100.59	605.56
456	Finance/Insur./Real-Est. (AGG)	0.00	38.52	92.22	130.74
463	Services (AGG)	424.23	83.92	99.38	607.53
510	Government (AGG)	2.93	9.14	64.63	76.70
516	Other (AGG)	0.00	0.00	0.99	0.99
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	906.61	192.42	484.71	1,583.74

¹ AGG = aggregated

Table A28. Annual Value Added Impacts by Aggregated Sectors for All Tourists in St. Johns County Florida, 2002.

Sector		Value Added Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	1.34	1.40	2.74
28	Mining (AGG)	0.00	0.00	0.01	0.01
48	Construction (AGG)	0.00	3.50	19.78	23.28
58	Manufacturing (AGG)	0.00	4.11	8.95	13.06
433	Transport./Comm./Util. (AGG)	0.00	8.48	8.69	17.17
447	Trade (AGG)	293.70	17.36	71.70	382.77
456	Finance/Insur./Real-Est. (AGG)	0.00	25.98	65.74	91.72
463	Services (AGG)	266.72	54.03	61.17	381.92
510	Government (AGG)	1.00	3.93	55.33	60.26
516	Other (AGG)	0.00	0.00	0.96	0.96
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	561.42	118.74	293.74	973.90

¹ AGG = aggregated

Table A29. Annual Labor Income Impacts by Aggregated Sectors for All Tourists in St. Johns County Florida, 2002.

Sector		Labor Income Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.89	0.92	1.82
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	3.20	17.17	20.36
58	Manufacturing (AGG)	0.00	3.11	7.80	10.91
433	Transport./Comm./Util. (AGG)	0.00	4.66	4.67	9.34
447	Trade (AGG)	197.55	10.73	45.27	253.55
456	Finance/Insur./Real-Est. (AGG)	0.00	8.04	10.82	18.86
463	Services (AGG)	173.61	45.14	52.19	270.94
510	Government (AGG)	0.59	3.09	47.70	51.38
516	Other (AGG)	0.00	0.00	0.96	0.96
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	371.76	78.85	187.51	638.12

¹ AGG = aggregated

Table A30. Annual Indirect Business Tax Impacts by Aggregated Sectors for All Tourists in St. Johns County Florida, 2002.

Sector		Indirect Business Tax Impact			
Number	Name	Direct	Indirect	Induced	Total
		million \$			
1	Agriculture (AGG) ¹	0.00	0.05	0.05	0.10
28	Mining (AGG)	0.00	0.00	0.00	0.00
48	Construction (AGG)	0.00	0.02	0.43	0.45
58	Manufacturing (AGG)	0.00	0.10	0.31	0.41
433	Transport./Comm./Util. (AGG)	0.00	0.89	0.82	1.71
447	Trade (AGG)	43.66	3.41	13.20	60.27
456	Finance/Insur./Real-Est. (AGG)	0.00	3.29	9.55	12.84
463	Services (AGG)	27.64	1.73	2.06	31.43
510	Government (AGG)	0.00	0.00	0.00	0.00
516	Other (AGG)	0.00	0.00	0.00	0.00
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	71.30	9.49	26.41	107.21

¹ AGG = aggregated

Table A31. Annual Employment Impacts by Aggregated Sectors for All Tourists in St. Johns County Florida, 2002.

Sector		Employment Impact			
Number	Name	Direct	Indirect	Induced	Total
		Jobs			
1	Agriculture (AGG) ¹	0.00	50.20	52.90	102.90
28	Mining (AGG)	0.00	0.30	0.60	0.90
48	Construction (AGG)	0.00	86.60	536.80	623.40
58	Manufacturing (AGG)	0.00	86.50	146.00	232.50
433	Transport./Comm./Util. (AGG)	0.00	131.20	102.90	234.10
447	Trade (AGG)	11,466.70	238.70	1,822.30	13,527.70
456	Finance/Insur./Real-Est. (AGG)	0.00	259.90	289.80	549.70
463	Services (AGG)	9,097.80	1,078.30	1,609.40	11,785.40
510	Government (AGG)	14.50	57.60	992.80	1,064.90
516	Other (AGG)	0.00	0.00	69.60	69.60
30001	Institutions (AGG)	0.00	0.00	0.00	0.00
	Total	20,579.10	1,989.20	5,623.10	28,191.40

¹ AGG = aggregated