



2012 Tourism Facts for Lincoln County
How our Local Economy is affected by Tourism
Results of a study completed by the Nebraska Department of Economic Development

- **Total direct travel spending in Nebraska was \$3.1 billion in 2012. In current dollars, travel spending grew by 5.2% from 2003 to 2012.**
- **Total direct travel spending in Lincoln County in 2012 was \$91.8 million. This represents a 58% increase from 2003 in current dollars.**
- **Direct and indirect travel spending generated 52,570 jobs in Nebraska with earnings of more than \$597 million in 2012.**
- **Direct travel spending in Lincoln County generated 1,370 jobs with earnings of nearly \$21 million in 2012.**
- **2012 Travel Generated Taxes in Lincoln County**
 - 2% Lincoln County sales taxes collected - \$2,044,000**
 - 5% State sales tax collected in Lincoln County - \$5,369,000**
 - 7% Total sales Tax collected in Lincoln County - \$7,413,000**
 - \$526.64 is the amount of state and local taxes Lincoln County residents did NOT have to pay in 2012 as a result of visitor spending.**
- **The average nonresident traveling party visiting Nebraska by highway during the summer consists of 2.4 persons who stay 2.2 nights in the state and spend \$452. Over a third of the nonresident traveling parties go to attractions or events, and for each attraction or event visited, they average a half-day longer in Nebraska, spending an additional \$104.**
- **Each dollar spent by tourists in Nebraska is respent in the state to produce an additional \$1.70 in business and income, creating an overall economic impact of \$2.70.**

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