



American Bus Association Foundation
Motorcoach Tourism Economic Impact Analysis

Frequently Asked Questions

Q: What is the Motorcoach Tourism Economic Impact Analysis?

A: The study is an estimation of the economic activity generated by the spending and operations of motorcoach companies and their passengers for the year 2018. The analysis provides estimates of the number of jobs generated by motorcoach group tour and charter operations, and spending associated with these operations at hotels, eating and drinking places, retail outlets, attractions and venues, and personal services (e.g. dry cleaning, spa services) companies.

Q: How Does this Study Differ from the ABAF Industry Economic Impact Analysis?

A: This analysis focuses only on day and overnight group tour and charter operations. The ABAF Motorcoach Travel and Tourism study includes the operations of intercity motorcoaches and commuter services as well as spending by their passengers.

Q: What is a Motorcoach?

A: For the purpose of this study only companies operating omnibuses with a capacity of at least 30 passengers that is 35 feet or longer and has a covered baggage area underneath the passenger cabin.

Q: What Is Included In the Analysis?

A: Jobs created, wages and benefits paid, and economic output generated by companies involved in the motorcoach travel industry including group tour operators, charter busses and tour operators, and the portion of employment due to motorcoach tourism passengers at hotels, eating and drinking places, retail outlets, attractions and venues and personal services (e.g. dry cleaning, spa services) companies.

Q: What Is Meant by Economic Activity or Output?

A: Economic activity is a measure of the value of goods or services produced over the course of a year whether consumed or used for further production. Gross Domestic Product (or GDP) is the most common measure of output; however, in economic impact studies, the direct, supplier and induced sectors will not add up to GDP due to how impacts are defined (one industry's direct output is another's supply) and various tax accounting issues.

Q: What are Direct, Indirect and Induced Impacts?

A: Direct impacts are those in the primary sectors considered as part of the analysis. In this case, for example, the analysis actually counts the number of people working in specific motorcoach company facilities. Indirect, or supplier, impacts are those that are associated with the provision of goods and services consumed by the direct activities. For example, a supplier impact might be diesel fuel. Only the percentage of sales at a given gasoline station associated with motorcoach tourism operations would be counted a supplier impact. Induced impacts are

those that are generated, or "induced," by the re-spending of direct and supplier industry employee wages. As such, induced impacts occur throughout the economy.

Q: How Does This Study Differ From Other Tourism Studies Conducted by States, DMOs and the Estimates Produced by The US Department of Commerce?

A: This particular study focuses on a specific segment of the tourism industry (motorcoach group tourism and charter services) and as such represents a small sub-set of larger state or national estimates. What makes this particular study unique is that it is based on actual physical location data and can therefore be broken down into specific geographic areas. There are a number of different methodologies used by various organizations to calculate the economic impact of tourism. Each has its own definition of what tourism is, and each includes different categories of spending.

Q: How Are Numbers for a Given Year Reported if That Year is Not Even Over?

A: Since the basis of this study is motorcoach industry jobs as currently reported by the companies themselves, and from current survey data, it actually reports on activity as of the time the study was created. Since all economic impact studies are a snapshot of a current point in time, this analysis accurately reflects motorcoach tourism operations as of this point in time.