

# 2024

## Economic Impact of Motorcoach Group Travel in Alabama

Conducted by:



Prepared for:





# Key Findings

## Direct Spending Impacts

On behalf of the American Bus Association, Tourism Economics conducted a detailed economic impact analysis that quantifies the important role of motorcoach group travel. Motorcoach group travel represents people traveling aboard motorcoaches as organized groups, including charter, group tour and sightseeing activities, and the associated spending. It excludes scheduled service and commuter travel.

Motorcoach group travel in the State of Alabama recorded an estimated 308 million passenger miles in 2024, supporting significant economic impacts nationally. Direct spending by motorcoach group travelers amounted to \$799 million in 2024, including spending on motorcoach transportation as well as a range of goods and services, such as accommodations and food and beverages.



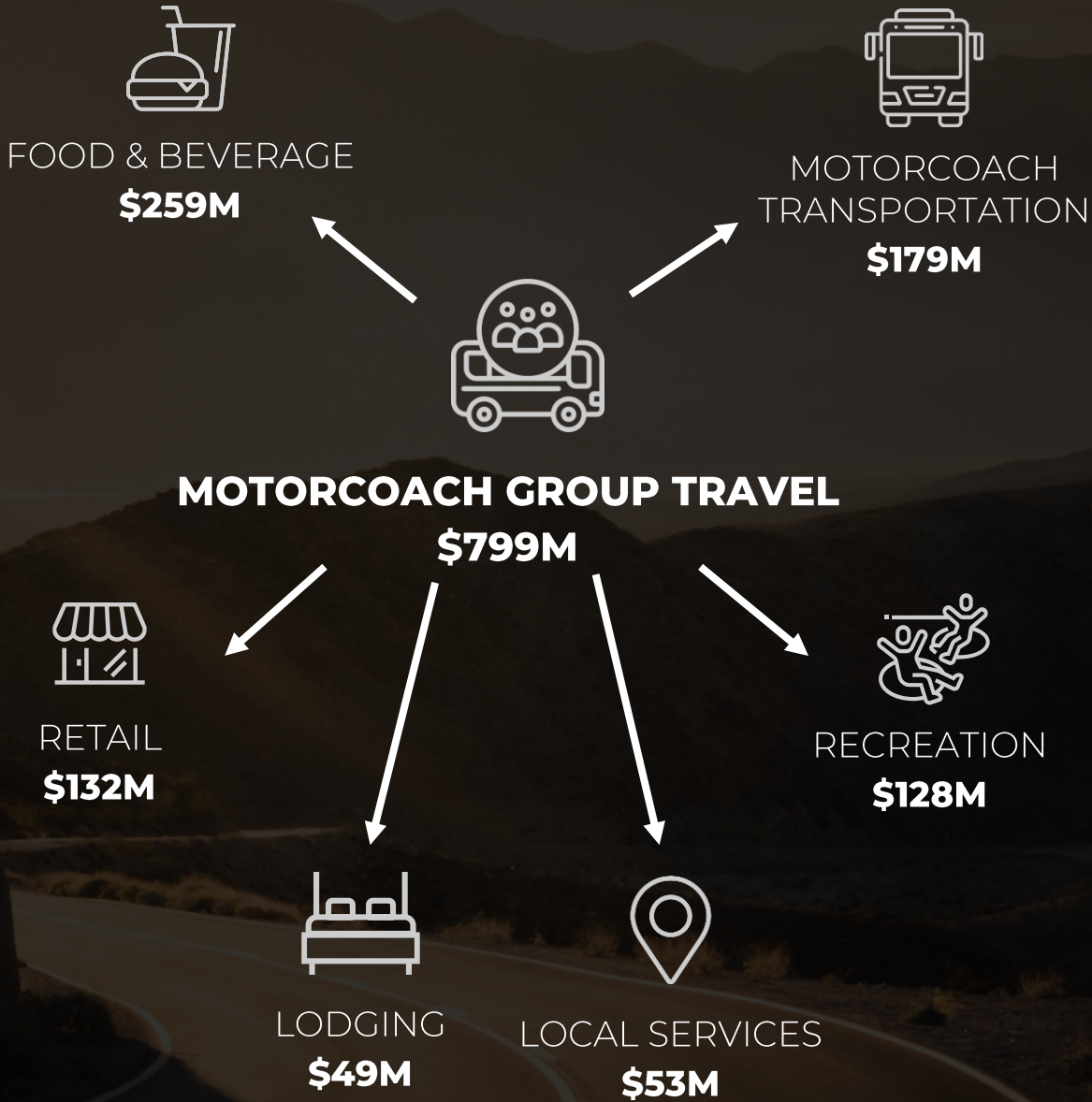
## Total Economic Impact

The sector's direct spending impact of \$799 million generated a total economic impact of \$1.7 billion in the Alabama economy, which supported 10,874 part-time and full-time jobs and generated \$244 million in taxes.



# MOTORCOACH GROUP TRAVEL

## DIRECT ECONOMIC FOOTPRINT ON ALABAMA



Source: Tourism Economics  
Note: totals may not sum due to rounding.



# Summary Impacts

## Direct Impacts

Motorcoach group travel generated \$799 million in business sales, \$218 million in wages and salaries, and supported nearly 6,700 jobs, contributing to \$143 million in taxes.

## Total Impacts

When considering the total impact, including indirect and induced effects, business sales surged to nearly \$1.7 billion, wages and salaries reached \$445 million, and job creation exceeded 10,800 jobs. Total tax revenue amounted to \$244 million, demonstrating a significantly broader economic footprint.

## Summary Impacts (2024)

\$ millions, jobs

	Direct Impacts	Total Impacts
Business Sales	\$799	\$1,651
Wages and Salaries	\$218	\$445
Jobs	6,698	10,874
Total Taxes	\$143	\$244
State and Local	\$91	\$0
Federal	\$51	\$0

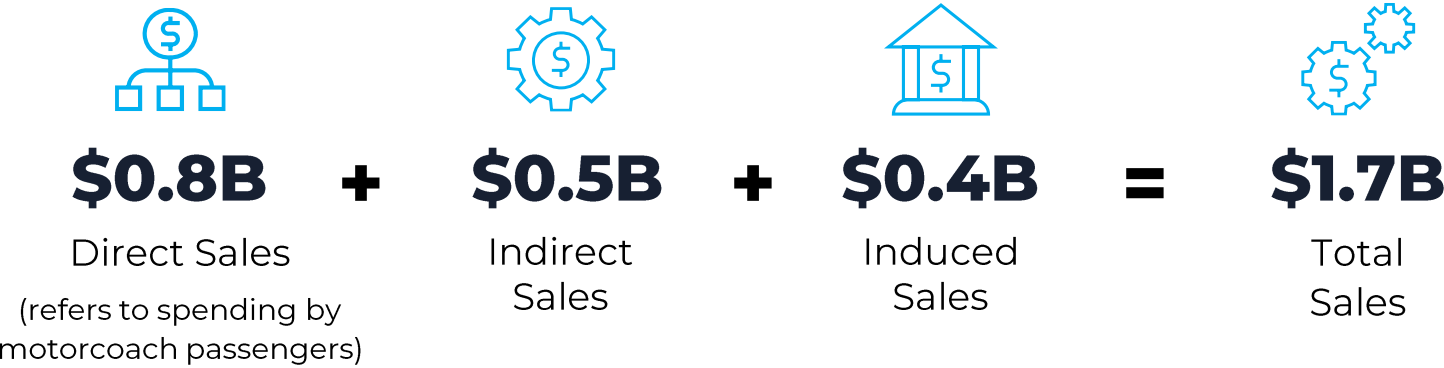
Source: Tourism Economics





# Business Sales Impacts

Motorcoach group travel contributed a direct impact of \$799 million in 2024. This direct impact generated \$852 million in indirect and induced impacts, resulting in a total economic impact of \$1.7 billion in the Alabama economy.



## Business Sales Impacts by Industry (2024)

\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total	\$799	\$494	\$358	\$1,651
Food and Beverage	\$259	\$9	\$27	\$295
Finance, Insurance, and Real Estate		\$184	\$106	\$291
Transportation	\$232	\$20	\$12	\$264
Retail Trade	\$132	\$5	\$40	\$176
Recreation and Entertainment	\$128	\$27	\$4	\$159
Business Services		\$108	\$27	\$135
Personal Services		\$45	\$17	\$62
Education and Health Care		\$3	\$57	\$60
Lodging	\$49	\$0	\$0	\$49
Wholesale Trade		\$25	\$17	\$42
Communications		\$22	\$13	\$35
Construction and Utilities		\$20	\$14	\$34
Manufacturing		\$14	\$11	\$25
Government		\$10	\$9	\$18
Agriculture, Fishing, Mining		\$3	\$2	\$5

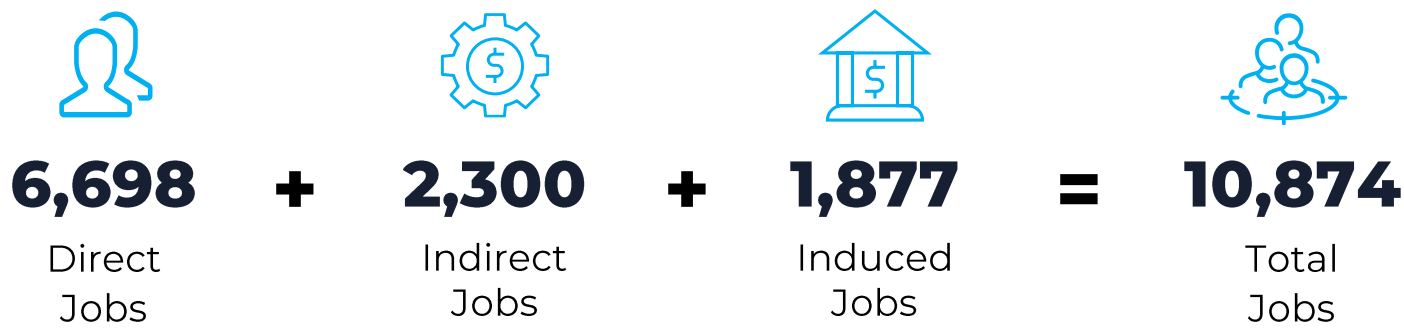
Source: Tourism Economics

The total economic impact of **\$1.7 billion** accrued to industries across the economy.



# Employment Impacts

Motorcoach group travel sustained 6,698 direct jobs in 2024, with an additional 4,176 jobs supported from the indirect and induced impacts of group travel activity. The total employment impact reached 10,874 jobs, equivalent to 0.37% of employment in Alabama. Motorcoach group travel spending supported the largest number of jobs in the food and beverage industry (2,826).



## Employment Impacts by Industry (2024)

Jobs

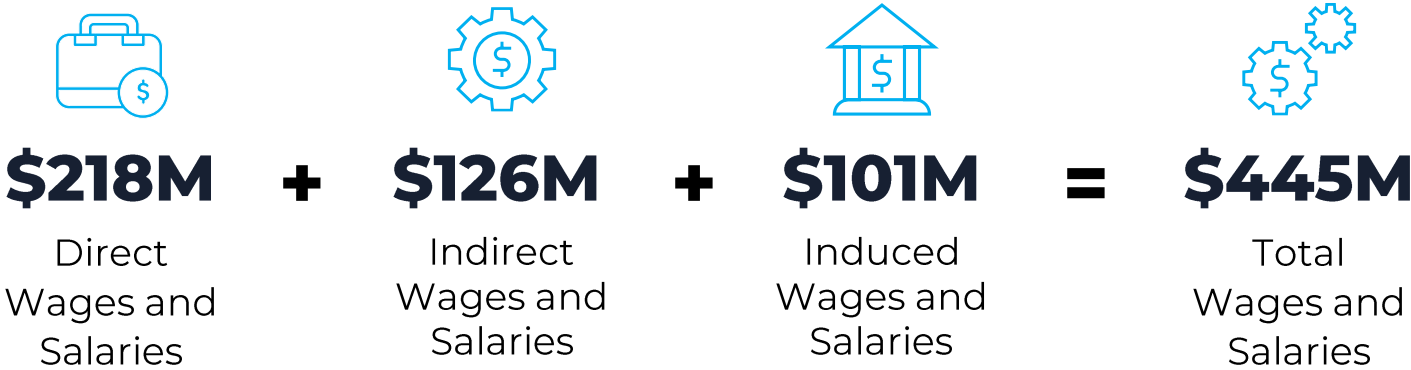
	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total	6,698	2,300	1,877	10,874
Food and Beverage	2,478	98	250	2,826
Retail Trade	1,627	37	346	2,011
Recreation and Entertainment	1,340	259	50	1,649
Transportation	847	163	87	1,097
Business Services		686	184	870
Finance, Insurance, and Real Estate		555	215	770
Education and Health Care		31	416	447
Personal Services		251	189	440
Lodging	406	0	2	408
Wholesale Trade		60	38	98
Communications		48	29	77
Construction and Utilities		32	26	58
Government		35	20	55
Manufacturing		27	14	41
Agriculture, Fishing, Mining		16	11	28

Source: Tourism Economics

The motorcoach group travel economy supports **1 in 270 of all jobs** in the State of Alabama, including nearly **3,000 jobs** in the food and beverage industry.

# Wages and Salaries Impacts

Motorcoach group travel generated \$218 million in direct wages and salaries and a total of \$445 million, including indirect and induced impacts.



Wage and Salary Impacts by Industry (2024)  
\$ millions

	Direct Wages & Salaries	Indirect Wages & Salaries	Induced Wages & Salaries	Total Wages & Salaries
Total	\$218	\$126	\$101	\$445
Food and Beverage	\$73	\$3	\$7	\$84
Transportation	\$48	\$7	\$5	\$60
Retail Trade	\$44	\$2	\$14	\$60
Business Services		\$47	\$12	\$59
Recreation and Entertainment	\$37	\$7	\$1	\$45
Finance, Insurance, and Real Estate		\$24	\$10	\$34
Education and Health Care		\$1	\$32	\$33
Personal Services		\$15	\$7	\$23
Lodging	\$16	\$0	\$0	\$16
Wholesale Trade		\$6	\$4	\$9
Communications		\$4	\$2	\$7
Construction and Utilities		\$3	\$3	\$6
Government		\$3	\$2	\$4
Manufacturing		\$2	\$1	\$3
Agriculture, Fishing, Mining		\$1	\$1	\$1

Source: Tourism Economics

Motorcoach group travel spending drives income across industries, including **nine industries with more than \$15 million** in total wages and salaries.



# Tax Impacts

Motorcoach group traveler spending, visitor-supported jobs, and business sales generated \$244 million in total government revenues. State and local taxes alone tallied nearly \$139 million in 2024.

Each household in the State of Alabama would need to be taxed an additional \$119 to replace the motorcoach group travel-generated taxes received by state and local governments in 2024.

## Tax Impacts (2024)

\$ millions

	2024
Total Tax Revenue	\$244
Federal	\$105
Personal income	\$36
Corporate	\$13
Indirect business	\$4
Social insurance	\$51
State and Local	\$139
Sales	\$92
Bed tax	\$6
Personal income	\$10
Corporate	\$4
Social insurance	\$0
Excise and fees	\$7
Property	\$20

Source: Tourism Economics





# Geographical Distribution of Motorcoach Operations

## Motorcoach Operations in the State of Alabama

To provide a comprehensive understanding of the motorcoach industry's footprint within the State of Alabama, this section identifies where direct group travel spending primarily takes place, highlighting key operational hubs and areas with higher concentrations of service providers. Specifically, the top three congressional districts with the highest concentration of operations are:

- Alabama's Seventh Congressional District
- Alabama's Second Congressional District
- Alabama's Fifth Congressional District

Understanding these locations offers valuable insights into the industry's infrastructure, facilitating strategic planning for both operators and stakeholders interested in the state's motorcoach sector.

## Fuel Usage

The analysis reveals that the motorcoach industry, supporting group travel across Alabama, collectively consumed an estimated 6.3 million gallons of fuel in 2024. This figure accounts for the operational demands of the 349 motorcoaches in service in Alabama, reflecting the miles traveled to facilitate charter, packaged tours, and sightseeing excursions.





# APPENDIX





# Economic Impact Methodology

Our analysis of the motorcoach group travel impact begins with direct passenger spending and operator spending/expenditures and analyzes the downstream effects of this spending on the broader economy. To determine total economic impact, we input direct spending into a model of the state economy, constructed using an IMPLAN input-output (I-O) model. The model traces the full extent of industry impacts as dollars flow through the local economy. The state results are part of broader national research.

The study defines motorcoach group travel as the activity of transporting motorcoach charter, sightseeing and packaged tour passengers, and the additional spending by these passengers during their trip, such as on accommodations, food and beverages, and entertainment. This study measures the motorcoach and other jobs in the economy supported by passenger spending, as well as wages and salaries, taxes, and total business sales.

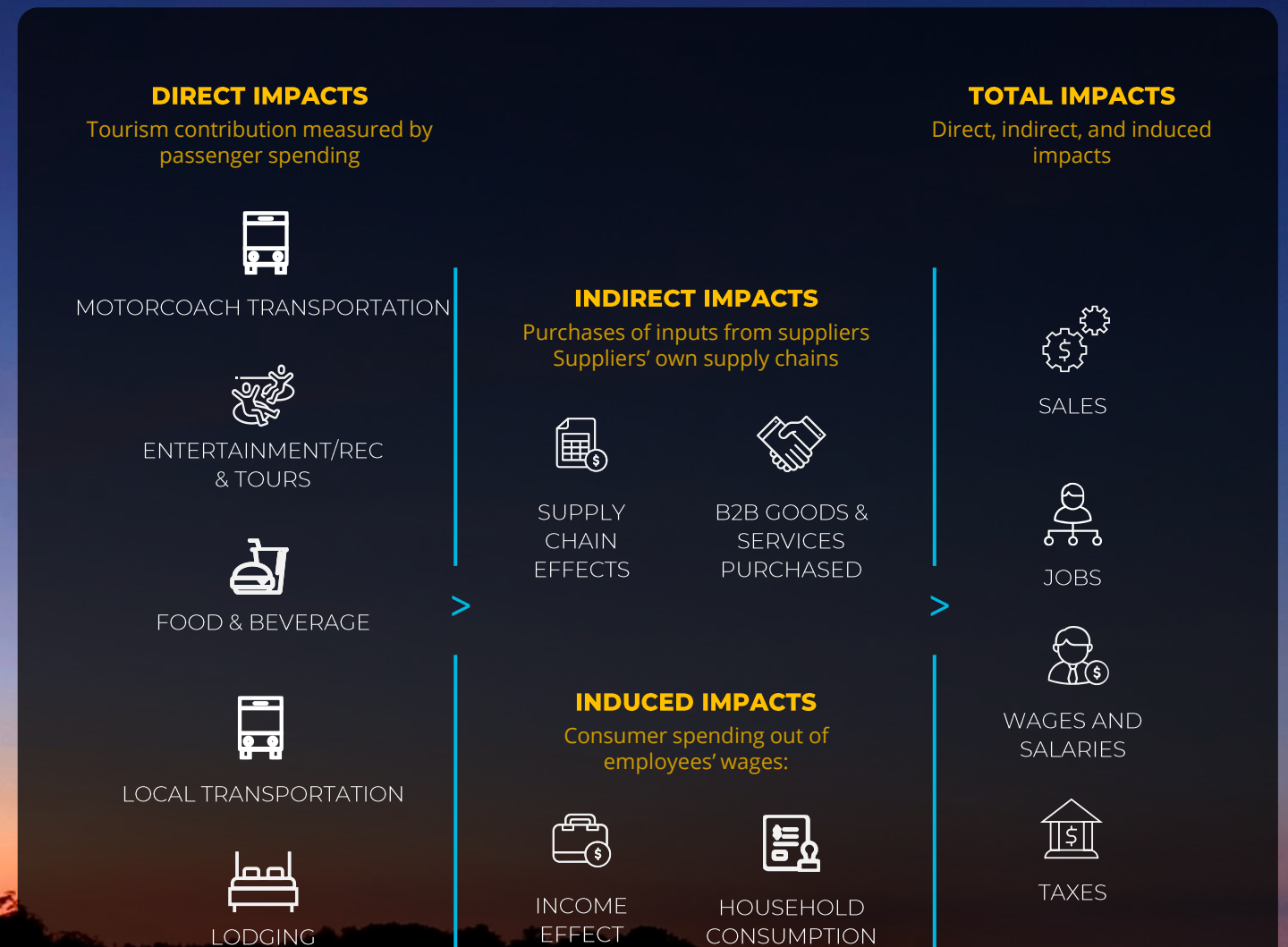
I-O models represent a profile of an economy by measuring the relationships among industries and consumers, quantifying three levels of impact:

- 1. Direct impacts:** Motorcoach group traveler spending creates direct economic value within a discrete group of sectors (such as recreation and transportation). This supports a relative proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Each directly affected sector also purchases goods and services as inputs (e.g., food wholesalers, utilities) into production. These impacts are called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitor spending spend those wages in the local economy. This is called the induced impact or income effect.

The Tourism Economics model calculates these three levels of impact—direct, indirect, and induced—for a broad set of indicators, including:

- Spending
- Wages and Salaries
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

# Economic Impact Framework





# Glossary of Terms

## Glossary – Spending Definitions

Term	Description
Motorcoach group transportation	Includes people traveling aboard motorcoaches as organized groups, including charter, group tour and sightseeing activities, and the associated spending. It excludes scheduled service and commuter travel
Lodging	All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.
Food and beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Recreation	Includes visitors spending within the arts, entertainment and recreation sector.
Retail	Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
Local transport	Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.

## Glossary – Economic Impact Definitions

Term	Description
Direct Impact	Impacts (business sales, jobs, income, and taxes) related to businesses where motorcoach group travelers spend dollars (e.g., recreation, transportation, lodging).
Indirect Impact	Impacts created from the purchase of goods and services as inputs (e.g., food wholesalers, utilities, business services) into production by the directly affected sectors (i.e., business-to-business purchases).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by motorcoach group traveler activity.
Total Impact	The sum of the Direct Impact, Indirect Impact, and Induced Impact. It represents the comprehensive effect on business sales, jobs, income, and taxes within an economy resulting from motorcoach group traveler activity.
Employment	Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
Wages and Salaries	Labor income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Local Taxes	City and county taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.
State Taxes	State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.



## About the Research Team

This extensive research, undertaken to provide a thorough understanding of the motorcoach industry's economic footprint, was commissioned by the American Bus Association Foundation and carried out by Tourism Economics, a division of Oxford Economics.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics employs more than 600 full-time staff, including 350+ professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC.



For more information, questions on the report or other general inquiries, please reach out to the team at **[admin@tourismeconomics.com](mailto:admin@tourismeconomics.com)**.