

Direct Economic Impact of The National Civil War Museum¹

- According to *The Economic Impact of the Travel and Tourism in Pennsylvania* produced by Tourism Economics “on average, the dollars spent by 415 travelers support one PA job.” Removing our school group tours, as well as local Harrisburg zip codes from the museum’s annual visitation total in FY 2013-2014, the museum welcomed a total of 33,552 travelers. This means the visitation at NCWM supported about 81 jobs in FY 2013-2014.
- Total Visitors for FY 2013- 2014 = 38,688
- Total School Age Group Visitors FY 2013-2014- 4,664
- Harrisburg Zip Code Visitations - 472
- Total Non-Harrisburg and Non-School Group Visitors for FY 2013-2014 = 33,552
- % in the Museum’s Surveys who said they stayed in a hotel in FY 2013-2014 = 39.42
- Number of persons with overnight stays who visited the National Civil War Museum (Not counting Harrisburg residents, and school age groups in this total) FY 2013-2014- 13,226 (Rounded to the nearest whole number).
- Overnight Leisure Traveler for Pennsylvania Average Spending = \$265.00 per day
- Direct Impact from overnight Leisure Travelers to the museum in FY 2013-2014 = \$3,504,890
- Total Day trip Leisure Travel to NCWM (does not include school age groups, reported and Harrisburg Zip Code Residents) for FY 2013-2014 = 20,326
- Day trip Leisure Traveler for Pennsylvania Average spending = \$111.00 per person
- Total Economic Impact from Leisure Day Trip Travelers to the museum in FY 2013-2014 = \$2,256,186
- Total Direct Economic Impact from the NCWM for FY 2013-2014 = \$5,761,076

HHRVB Distribution of Hotel Tax for FY 2013=2014 = \$296,646

ROI = 1,842.1% For every dollar of hotel tax distributed to the National Civil War Museum by the HHRVB the return was \$19.42.

¹ Spending figures and other economic tourism data taken from *the Economic Impact of the Travel and Tourism in Pennsylvania* produced by Tourism Economics (2012). Released December 2013.