

# OREGON TOURISM

## CREATING MEANINGFUL JOBS, DRIVING ECONOMIC GROWTH



"Most summers, I employ ten kids who are in high school or college. It's often their first job. My wife and I work hard to instill a work ethic, and to teach these kids to be on time and look professional. They leave us ready to launch their careers."

### **Brad Niva**

Owner, Rogue Wilderness Adventures  
Merlin, Oregon



"Our Director of Housekeeping started as an hourly employee at the front desk. Once her daughter was a little older, she was able to focus on her career. She became an administrative assistant in sales, then a supervisor. Now she oversees 35 employees on her team."

### **Chris Erickson**

General Manager, Heathman Hotel  
Portland, Oregon



"My career path started when I was 15 at my local Dairy Queen. It taught me the core values that continue to influence my career to this day—putting the customer first, creative problem-solving and a hearty work ethic. I am extremely fortunate to continue earning my living in tourism doing work I love."

### **Angie Morris**

President & CEO, Travel Salem



## Tourism Performs

Before the passage of the 2003 Oregon Tourism Investment Proposal, Oregon's annual marketing budget ranked 47<sup>th</sup> in the nation. Now Oregon ranks 20<sup>th</sup>, and can more effectively compete for visitor dollars.

	In 2003	In 2013	Change
Direct Employment	84,500 jobs	93,900	+11%
Employee Earnings	\$1.7 billion	\$2.3 billion	+35%
Visitor Spending	\$6.5 billion	\$9.6 billion	+48%
Taxes (State/Local)	\$246 million	\$404 million	+64%

## Support Tourism, Support Oregon

In 2003, Oregon faced one of its highest unemployment rates in history. Eager to create new opportunities for Oregonians, the **Oregon Tourism Investment Proposal** was created, enacted and signed into law. The bill made tourism and hospitality a pillar of Oregon's economy by reinvesting 1% of lodging revenue back into tourism development and marketing. Visitors generate significant spending, lawmakers reasoned, and businesses may look to relocate to Oregon after executives vacation here. With proper support, they believed tourism could be a powerful tool to bolster the state's flagging economy.

The investment is paying off:

**\$1** spent on state marketing  
= **\$237** in visitor  
spending\*

**\$1** spent on state marketing  
= **\$11** in state and local  
tax revenue\*

Tourism and hospitality industry members in every region of the state collaborate on dozens of strategic marketing programs each year funded by Oregon's Tourism Investment. These efforts brought more than 28 million overnight visitors to Oregon in 2011—for an average stay of four nights.

Visitor spending reached more than **\$9.6 billion** in 2010  
generating **\$2.3 billion** in employee earnings.

Continued dedication to the state's tourism industry will keep this powerful economic engine running strong.

## Tourism Jobs Provide Vibrant Career Paths for Good Jobs Now, Rewarding Careers Later

**Tourism jobs provide a training ground** for Oregon's future workforce, enabling younger workers to demonstrate a professional work ethic and to build good work habits.

**Tourism jobs provide flexibility** for seniors, parents, students and other workers.

**Tourism jobs are often small business jobs** connected to the communities they serve, all over the state.

**Tourism directly generates nearly 94,000\* jobs** in Oregon—and indirectly creates nearly another **42,300 jobs** in agriculture, construction, manufacturing, transportation and other sectors.



Hospitality companies ranked No. 1 and No. 2 for compensation and benefits on the 2011 List of Best Companies to Work for in Oregon.\* A worker for the No. 1 rated firm stated, "The culture of fun, development, benefits, work environment, teamwork and advancement allows the employees to really come to work each day knowing they come first."

\* Oregon Business Magazine list of private companies with more than 100 employees



"The Southern Oregon Coast has been transforming toward a tourism-based economy. Bandon Dunes has helped, employing close to 450 staff members and 250 independent contractors (caddies). In most cases, the staff member is the primary earner in the family."

### Michael Carbiener

Assistant General Manager,  
Director of Food and Beverage  
Services, Bandon Dunes

## Tourism Benefits Rural Economies

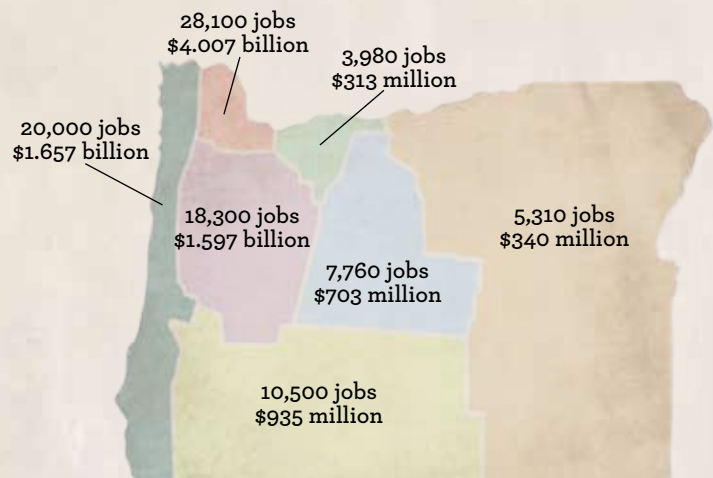
**Tourism jobs are crucial for economic growth, especially in rural counties:**

- Tourism is one of the three largest industries for employment in rural counties
- Oregon's ten most tourism-dependent counties are rural

**Tourism provides the jobs necessary to support rural economies in transition.**

In some rural areas, tourism jobs provide the means to diversify local economies.

## Meaningful Employment & Revenue for All of Oregon





## Oregonians Value Tourism



"Tourism is a job creator on its own, but it's also essentially the front door to the rest of the economy."

**Duncan Wyse**

President, Oregon Business Council

## Tourism Boosts Oregon Business

Travel Oregon is one of the most visible manifestations—nationally and internationally—of the Oregon brand. The positive associations of Oregon established by the brand benefit businesses and agencies beyond hospitality, including:

**High Tech, Manufacturing & Other Industries**—Vacationing executives consider relocating businesses to Oregon for its outdoor lifestyle and the overall quality of life that the Oregon brand espouses.

**Agriculture**—Oregon's thriving culinary and agri-tourism industry boosts the profile of Oregon seafood, produce, wine, beer and spirits, stimulating national and international sales.

**State Parks/Marine Board/Fish & Wildlife**—More visitors are drawn to take advantage of Oregon's great natural resources, populating more campsites and buying more boating, fishing and hunting tags.

Tourism is vital to our state's economy. It provides jobs, fuels small business development and generates revenue in every corner of the state. The tourism and hospitality industry is Oregon's largest traded sector employer and a leading contributor to our gross state product. With Travel Oregon investing collaboratively and strategically with businesses and organizations across the state, the Oregon brand will continue to contribute to the state's economic well-being for many years to come.



### Travel Oregon Oregon Tourism Commission

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