

The Economic Impact of Travel

Oregon

2022p (preliminary)

May 2023

PREPARED FOR
Travel Oregon



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The Economic Impact of Travel in Oregon

2022p (preliminary)

Travel Oregon

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PRIMARY RESEARCH CONDUCTED BY

Dean Runyan Associates
833 SW 11th Avenue, Suite 920
Portland, Oregon 97205

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Introduction

Introduction

Purpose of the Report

This report was commissioned by the Oregon Tourism Commission to assess the economic impact of travel to the state of Oregon. The travel industry represents an important component of Oregon's state economy. Spending associated with travel in Oregon generates earnings, employment and taxes throughout the state. Many counties in Oregon contain attractive travel destinations and count the travel industry as a primary economic industry in their area. This report describes the economic activity associated with travel throughout the state, detailing important trends within the industry.

How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Oregon. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

2022 Considerations

Inflation hit multi-decade highs globally. These increased costs for goods and services also affected the travel industry. Spending growth is representative of visitor activity and the effects of price increases.



Spending, Employment, Earnings, and Taxes are the key metrics to measure the economic impacts of travel.

What are travel impacts?

Travel impacts measure the economic activity associated with the activity of travel within a region. As travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make estimates for each of the composite elements of travel in order to arrive at a total number. Reporting on travel impacts allows decision-makers to benchmark the travel industry against other local industries, gain insight on the makeup of traveler activity in their region, and communicate clearly to stakeholders the relevance of the traveler economy to their region.



National Impacts

2022p

National / Summary

U.S. Travel Impacts, 2022 Preliminary

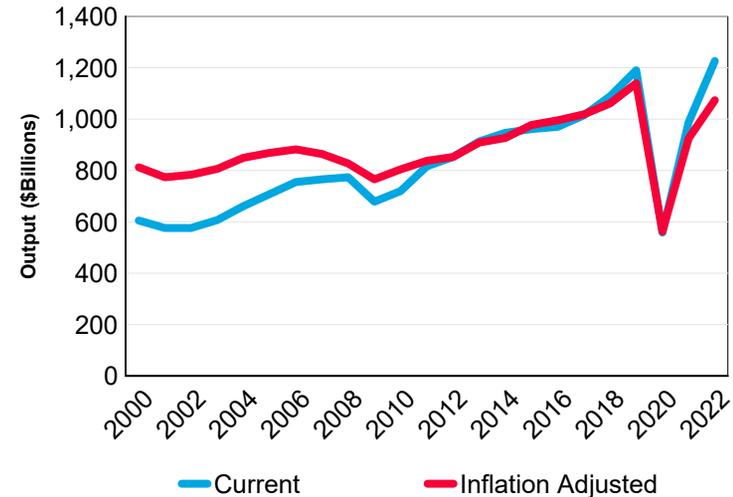
The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard-hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services, with total travel output declining by 47% (-\$632B) in 2020. In 2022 travel activity continued the recovery expansion that began in the latter half of 2020, increasing 24% (16% when adjusted for inflation) over 2021 and exceeding 2019's pre-pandemic mark by 3%.

Direct output by resident and foreign visitors was \$1.2 trillion in 2022, with Leisure & Hospitality categories accounting for 44% of that total.

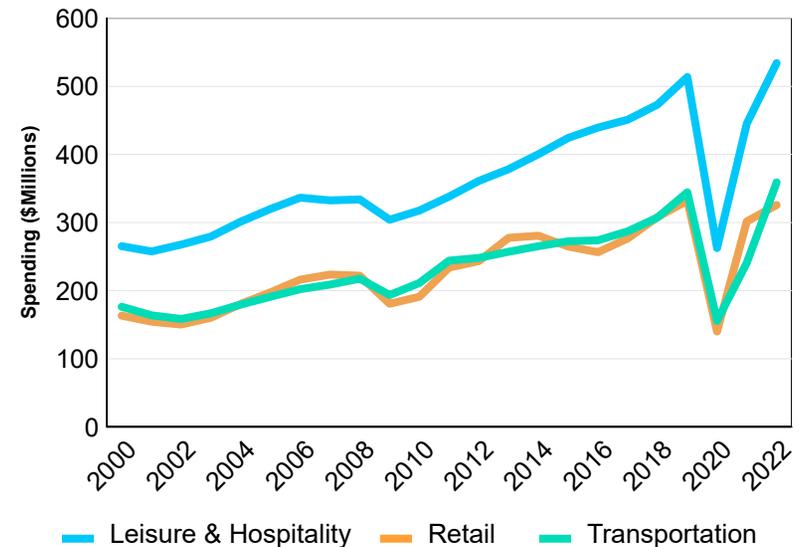
The U.S. travel industry **expanded 24% (\$238B) in 2022**; travel spending is 3% higher than in 2019.

Note: 2022 national data are Dean Runyan Associates estimates based on Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2021 and available annual industry trends for 2022.

Direct Travel Output 2000-2022p

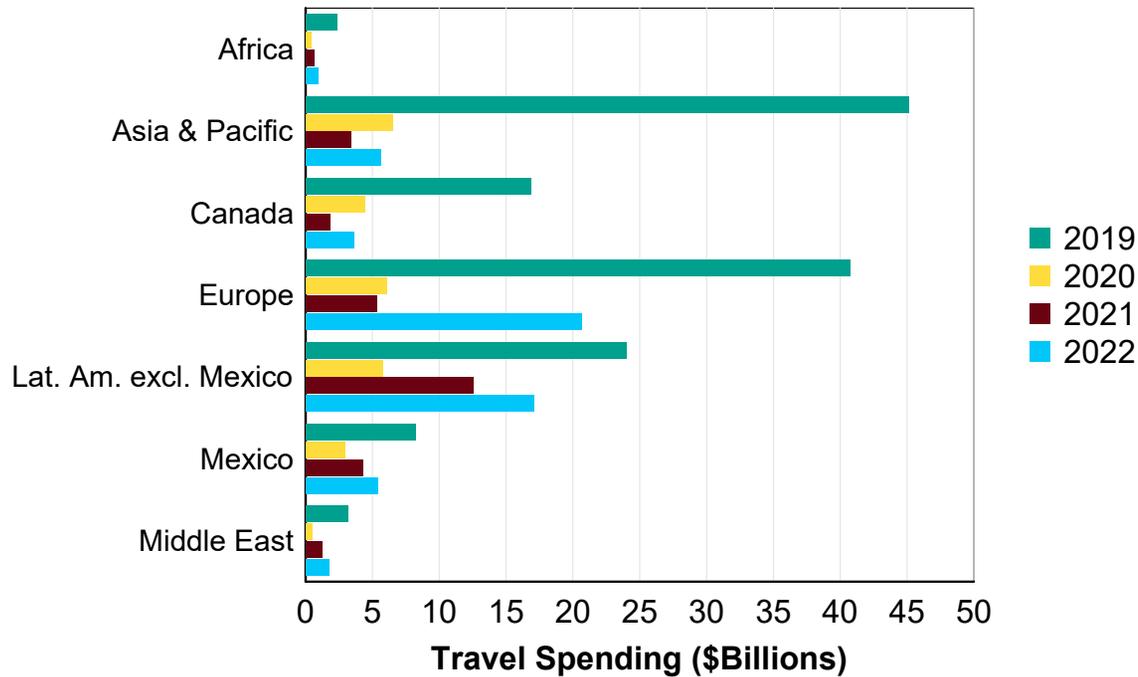


Spending by Summary Commodity 2000-2022p



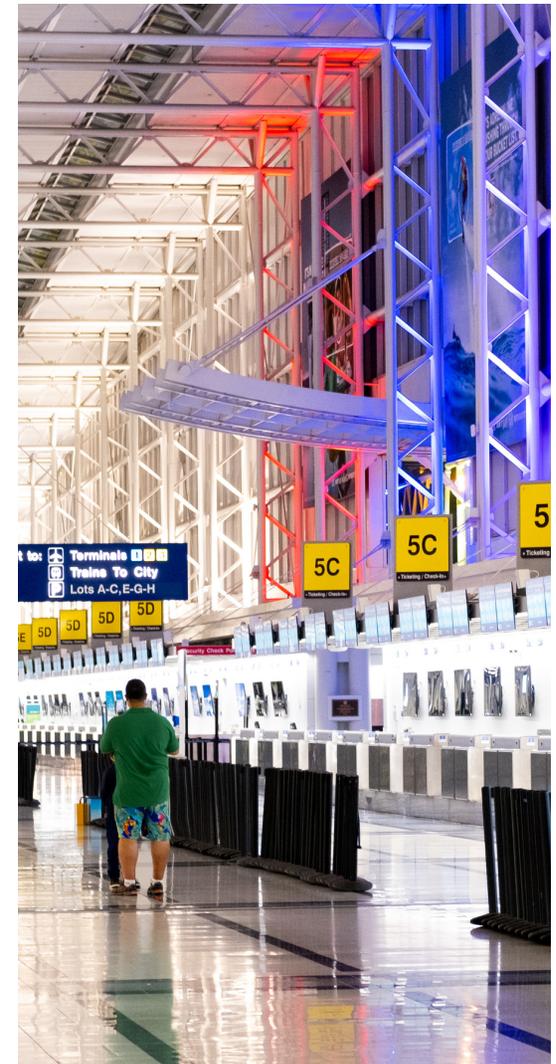
National / Summary

International Spending, 2022p



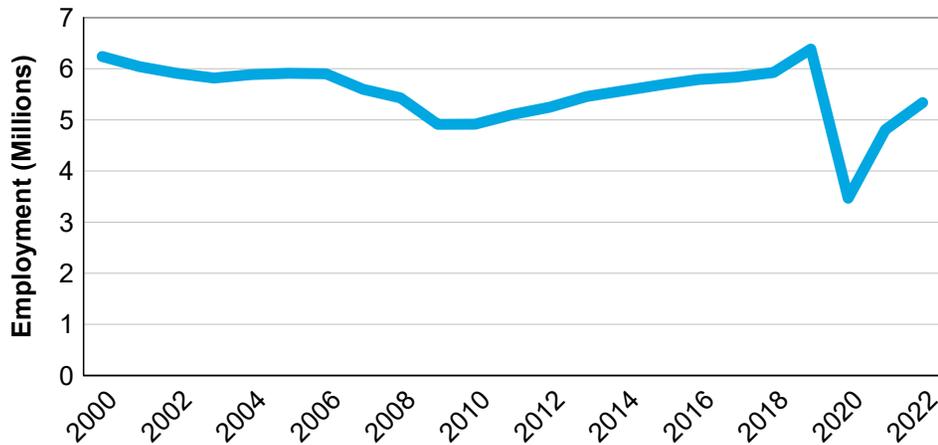
While international spending is up 88% relative to 2021, most regions still lag compared to 2019 levels. Travel from Asia & Pacific was especially limited in 2022, as travel restrictions related to COVID-19 remained in effect for much of the year. The increased cost of airline travel associated with inflation of oil prices also had a major impact on international travel.

Sources: Dean Runyan Associates, Bureau of Economic Analysis



National / Summary

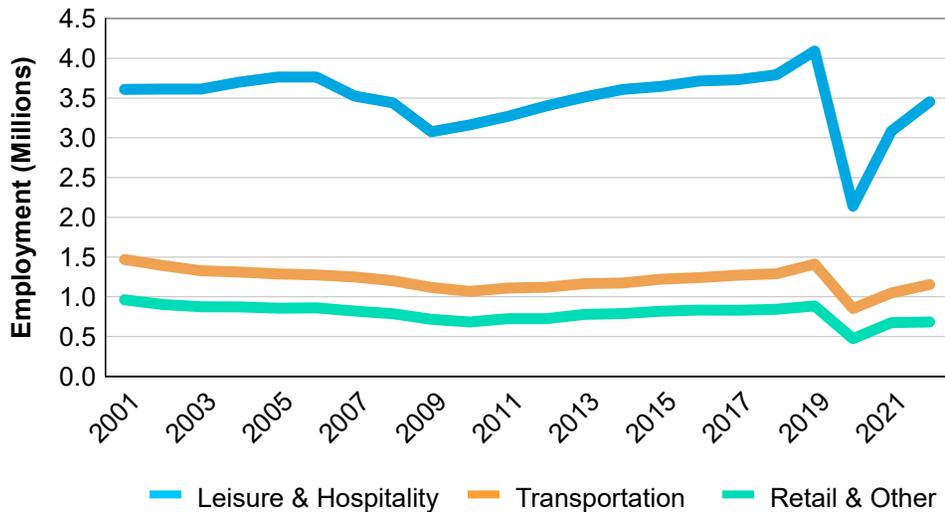
U.S. Travel Industry Direct Employment



Travel industry employment continues to recover nationally. Nearly a half-million jobs were gained in 2022, a year-over-year increase of 11%.

Sources: Bureau of Economic Analysis, Dean Runyan Associates

U.S. Travel Industry Employment by Sector



In 2022, Leisure & Hospitality employment remained 16% below the pre-pandemic level in 2019 -- equivalent to approximately 640,000 jobs.

Sources: Bureau of Economic Analysis, Dean Runyan Associates



State Impacts

2022p

Oregon / Summary

Travel Impacts, 2022p



26.5% Increase in Travel Spending

Travel spending in Oregon increased 26.5% from \$10.9 billion in 2021 to \$13.9 billion in 2022.



16,450 Jobs Gained

Direct travel-generated employment gained approximately 16,450 jobs, a 16.3% increase in travel-generated employment compared to 2021.



23.9% Growth in Travel Earnings

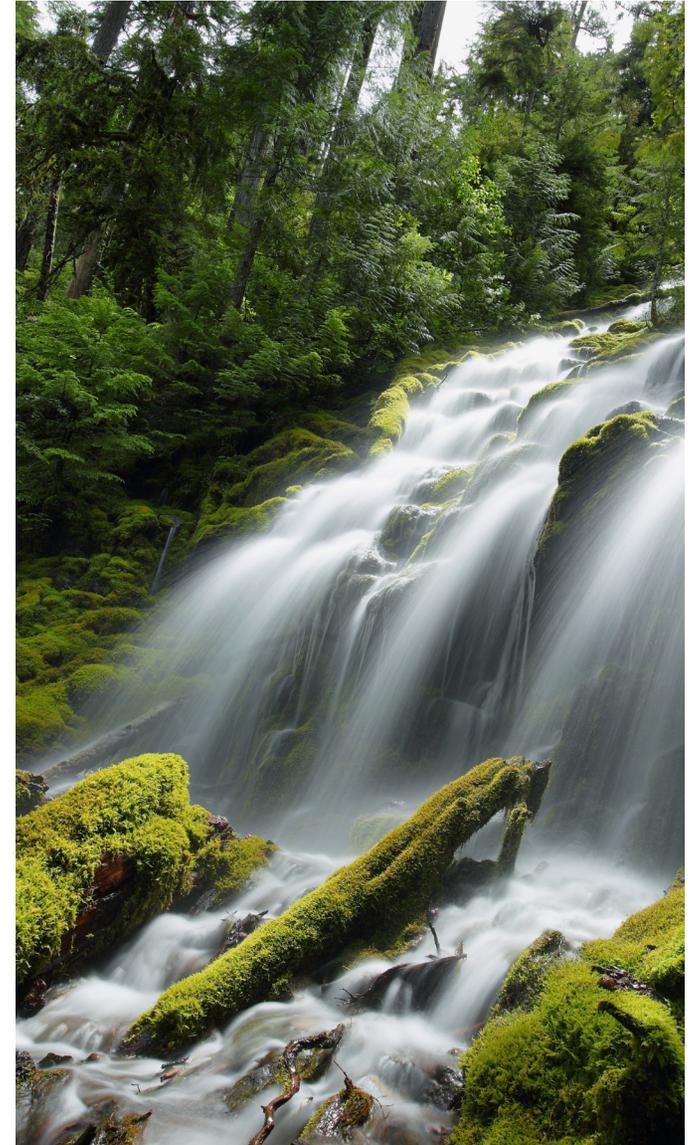
Direct travel-generated earnings added \$821 million in 2022, a 23.9% increase compared to 2021.



21.2% Increase in State & Local Tax Revenue

Tax receipts generated by travel spending were up 21.2% compared to 2021.

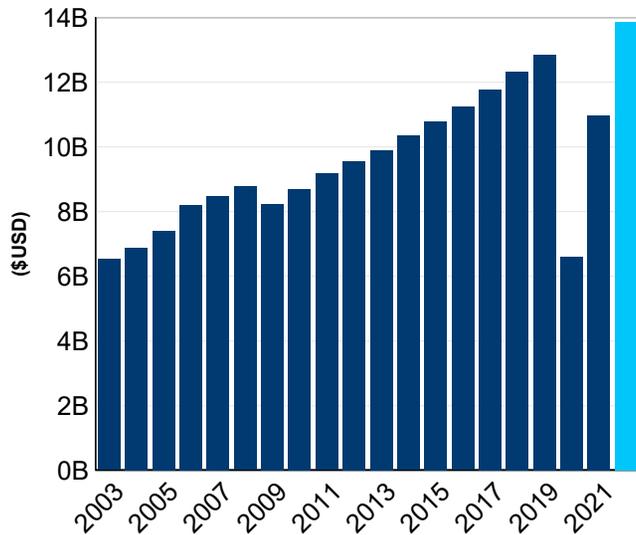
Note: These estimates for Oregon are subject to revision when more complete or additional data becomes available.



Oregon / Spending

Direct Travel Spending

Direct travel spending increased by \$2.9 billion in 2022.



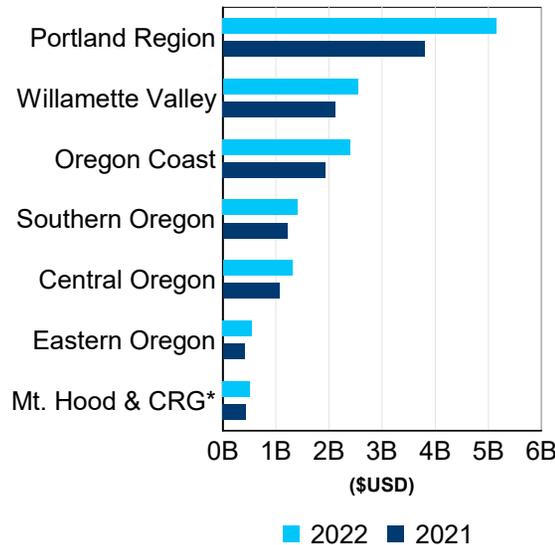
Oregon Travel Spending

In 2022 travel spending grew to \$13.9 billion, a 26.5% increase from 2021.

From 2003-2022, travel spending grew at an annual rate of 4.0%.



Direct travel spending increases in all regions.



Oregon Tourism Regions

The largest region in terms of travel impacts is the Portland Region. In 2022 travel spending was \$5.2 billion, contributing 37% of the state total. Prior to 2020, the Portland Region accounted for 44% of travel spending in the state.

*Mt. Hood & Columbia River Gorge



Destination + Other Travel = Direct Travel Spending

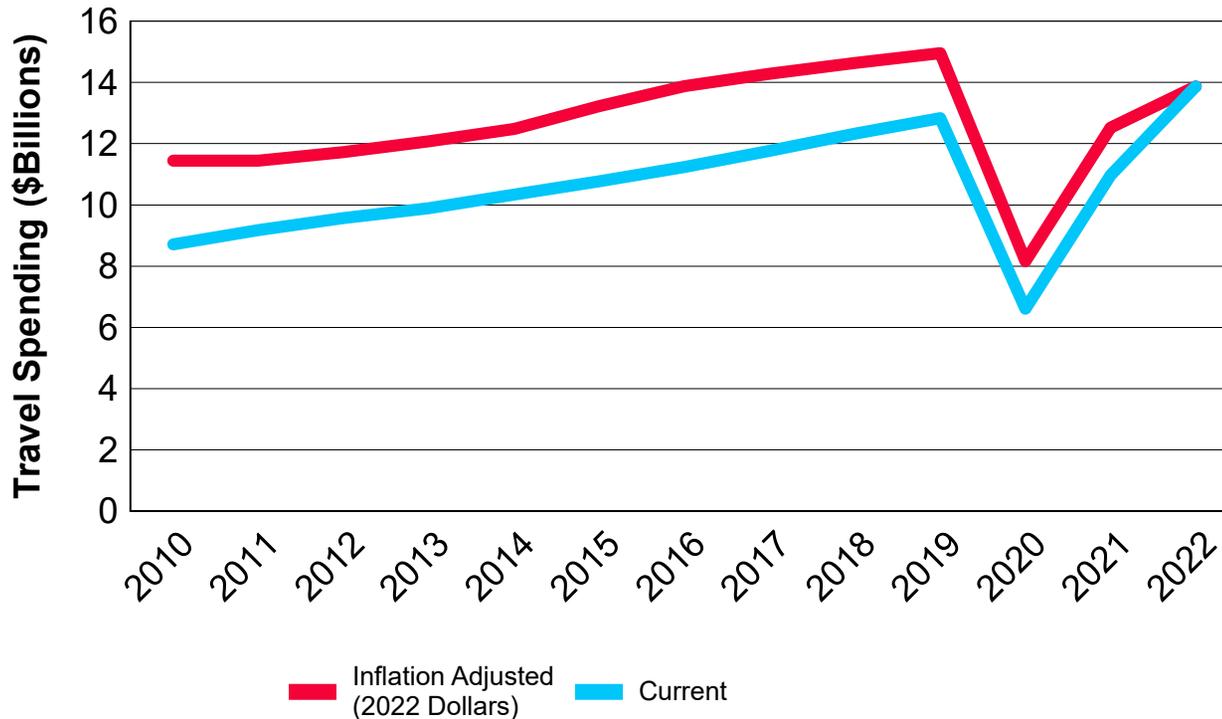
What is direct travel spending?

Direct travel spending includes both destination spending and other spending. **Destination spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in Oregon, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry in Oregon but are not considered visitor spending in our methodology.



Oregon / Spending

Direct Spending / Current and Inflation-Adjusted Dollars



Direct travel spending in 2022 exceeded pre-pandemic levels by \$1 billion (8%). However, taking into account the reduced purchasing power of the dollar associated with recent inflation, the true quantity of goods and services purchased by travelers still lags 2019 levels by approximately 7.3%.

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates

How does inflation affect the travel industry?

Inflation is the rate of increase in prices of goods and services. An increase in the rate of inflation translates into reduced purchasing power for consumers. To track the quantity of goods and services that consumers purchase when they travel, we report the “Inflation Adjusted” travel spending in the chart to the left. This is also known as “real” spending, as it shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time.

U.S. CPI (annual % chg.)

2021: 4.7%

2022: 8.0%

Target: 2% Annually



Oregon 2022 Selected Prices (% Chg.)

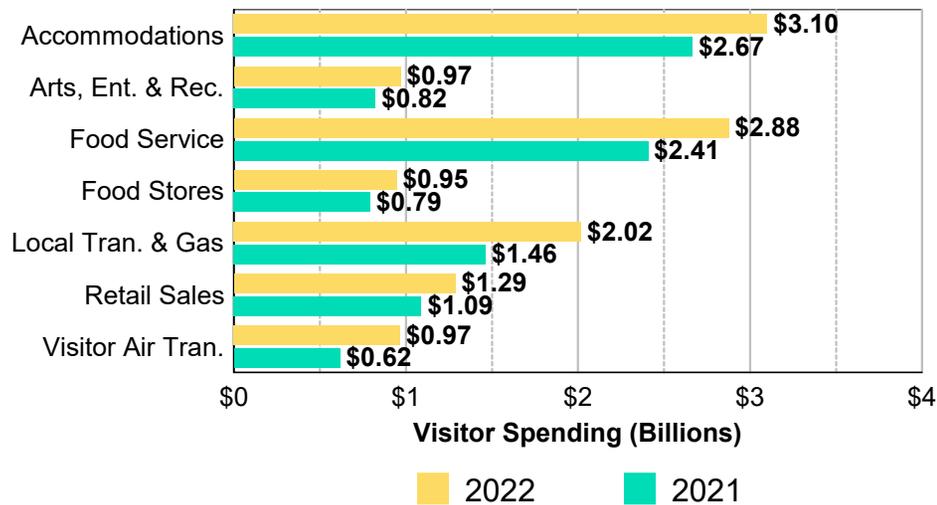
Hotel & STVR Room Rates: 7%

Gasoline Prices: 33%

Air Fares: 32%

Oregon / Spending

Visitor Spending by Commodity Purchased

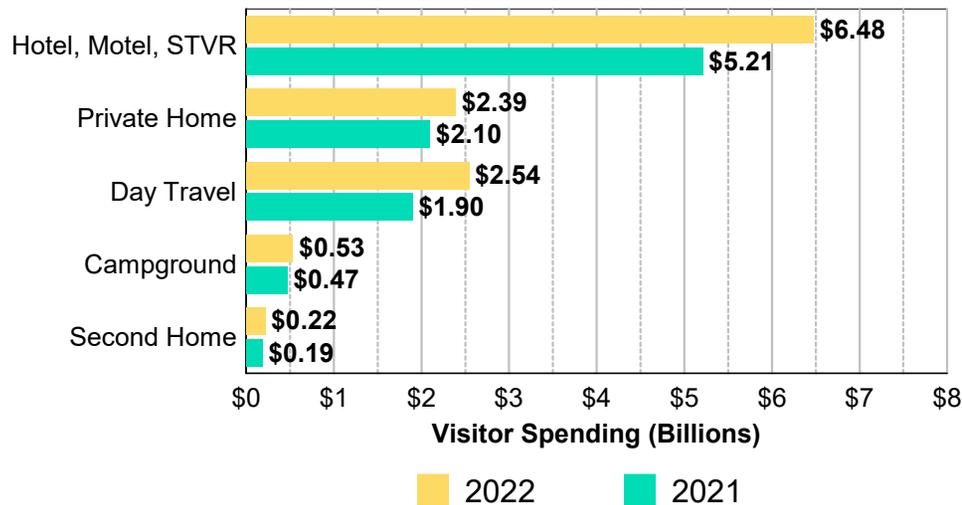


Spending on transportation and gasoline grew to \$2 billion in 2022, **an increase of 38%**. This is the largest gain of all commodities.

Spending on food service and accommodations added an additional \$1 billion combined. These commodities together **account for almost 50% of visitor spending**.

Sources: Oregon Department of Revenue, Dean Runyan Associates, Omnitrak Group, KeyData Dashboard, STR LLC., AirDNA

Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel or short-term vacation rental (STVR) spent a combined \$6.5 billion in 2022, **an increase of 24.3%** compared to 2021.

Sources: Oregon Department of Revenue, Dean Runyan Associates, STR LLC., KeyData Dashboard, U.S. Census Bureau, Omnitrak Group

Oregon / Traveler Origin

Visitor Spending by Origin, 2022p

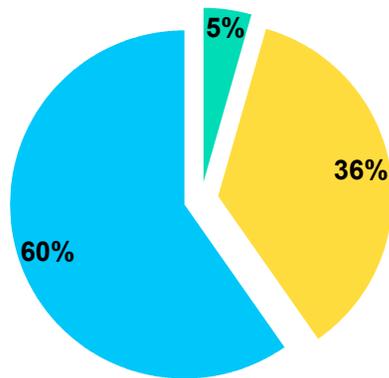
Residents of Oregon accounted for about 36% of visitor spending in Oregon in 2022. U.S. residents of states other than Oregon accounted for approximately 60% while international visitors accounted for approximately 5% of travel spending in the state.

Travel is considered an export industry because it brings an inflow of dollars from outside the state, region, or individual community. The greater the amount of out-of-state and international visitation, the larger the net economic benefit is to the state as a whole.

Out-of-state visitors were approximately 64% of visitor spending prior to the COVID-19 pandemic. In 2020 this share dropped to 42%.

International spending historically has been around 10% of visitor spending in Oregon. The COVID-19 pandemic continues to depress international travel nationally and in the state of Oregon.

Visitor Spending by Residence, 2022p



■ Oregon
 ■ International
 ■ Other U.S.

Sources: BEA, NTTO, VisaVue, Dean Runyan Associates, Tourism Economics
Percentages may not sum to 100% due to rounding.

Visitor Spending by Residence, 2022p

Origin	Spending (Billions)
Oregon	\$4.9
International	\$0.6
Other U.S.	\$8.3
Visitor Spending	\$13.9

Visitor Spending by Top U.S. Origins, 2022p

Origin	Spending (Billions)
Washington	\$2.5
California	\$2.1
Idaho	\$0.4
Arizona	\$0.4
Texas	\$0.3
Remaining*	\$2.5
Visitor Spending	\$8.3

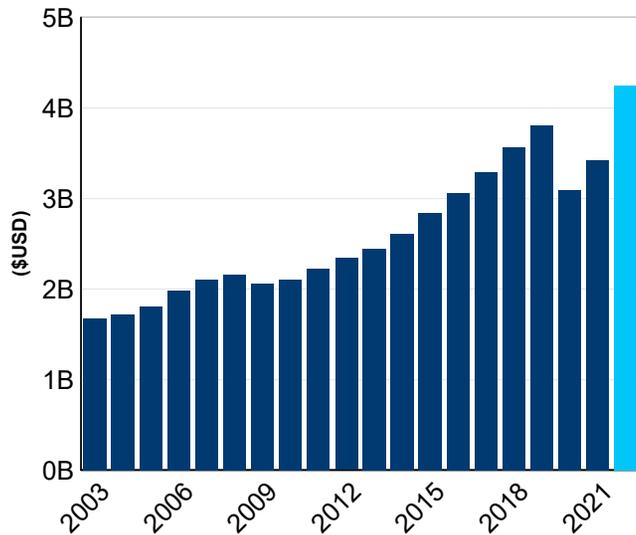
Note: Excludes Oregon as an origin market.

*Remaining includes the other 44 U.S. states, District of Columbia, U.S. Virgin Islands, American Samoa, Guam, Puerto Rico, and the Northern Mariana Islands.

Oregon / Earnings

Direct Travel Earnings

Direct travel earnings increased by \$821 million in 2022.



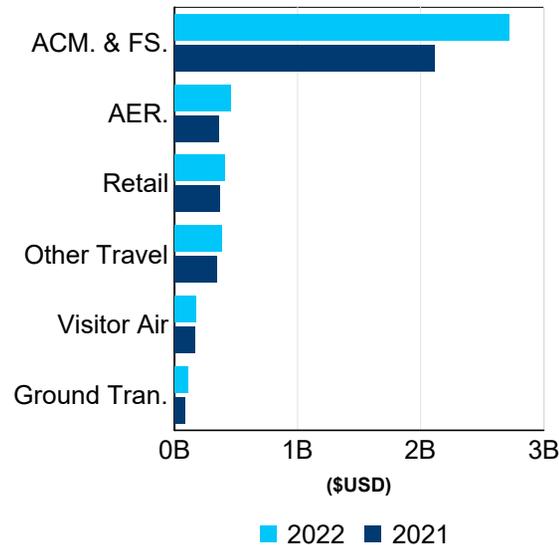
Oregon Travel Earnings

In 2022 regional travel earnings grew to \$4.3 billion, a 23.9% increase from the prior year.

From 2003-2022, Oregon travel industry earnings grew at an annual rate of 5.0%.



All sectors grew over the prior year.



Travel Industry Breakout

Accommodation & Food Services account for more than half (64%) of travel industry earnings. Arts, Entertainment, & Recreation accounts for 11%.

Accommodation & Food Services (ACM & FS)
Arts, Entertainment, & Recreation (AER)



$$\begin{aligned}
 &(\text{Revenue} - \text{Cost of Goods Sold} - \\
 &\text{Expenses} - \text{Point of Sale Taxes}) \\
 &= \\
 &\text{Earnings}
 \end{aligned}$$

What are direct travel-related earnings?

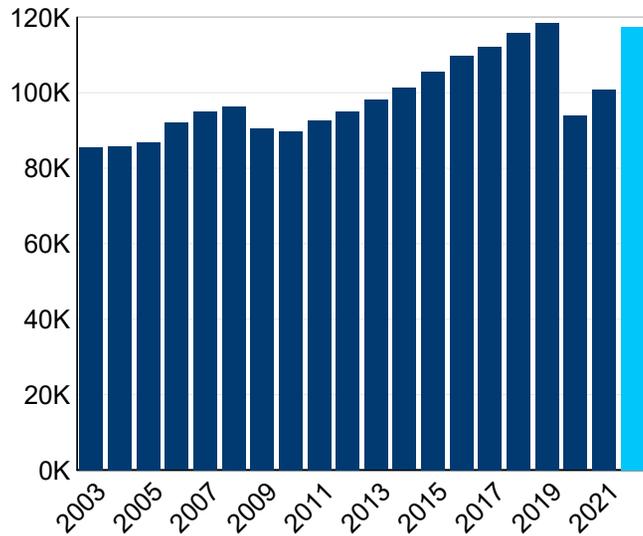
Direct travel-related earnings represent the total after-point of sales-tax income from travel activity. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of travel-related earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

Oregon / Employment

Direct Travel Industry Employment

Direct employment increased by 16,450 jobs in 2022.



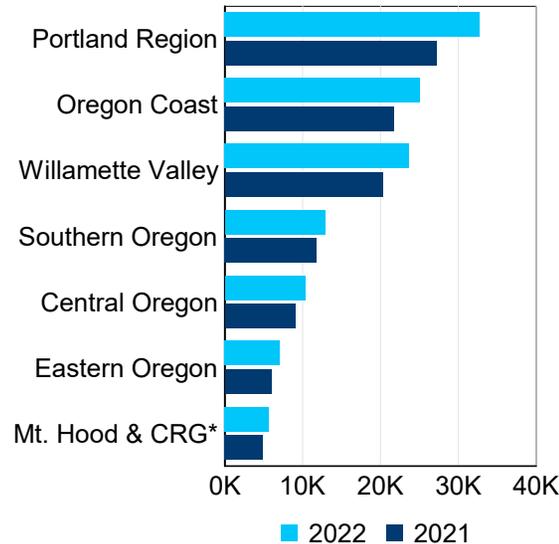
Direct Travel Employment

In 2022 direct travel employment was approximately 177,000 jobs, a 16.3% increase from the prior year.

From 2003-2022, travel employment grew at an annual rate of 1.7%.



All regions added travel-generated jobs in 2022.



Oregon Tourism Regions

The Portland Region makes up 28% of all travel jobs in the state. Except for the Portland Region, all regions have gained back all the travel jobs lost in 2020.

*Mt. Hood & Columbia River Gorge

What is direct travel employment?

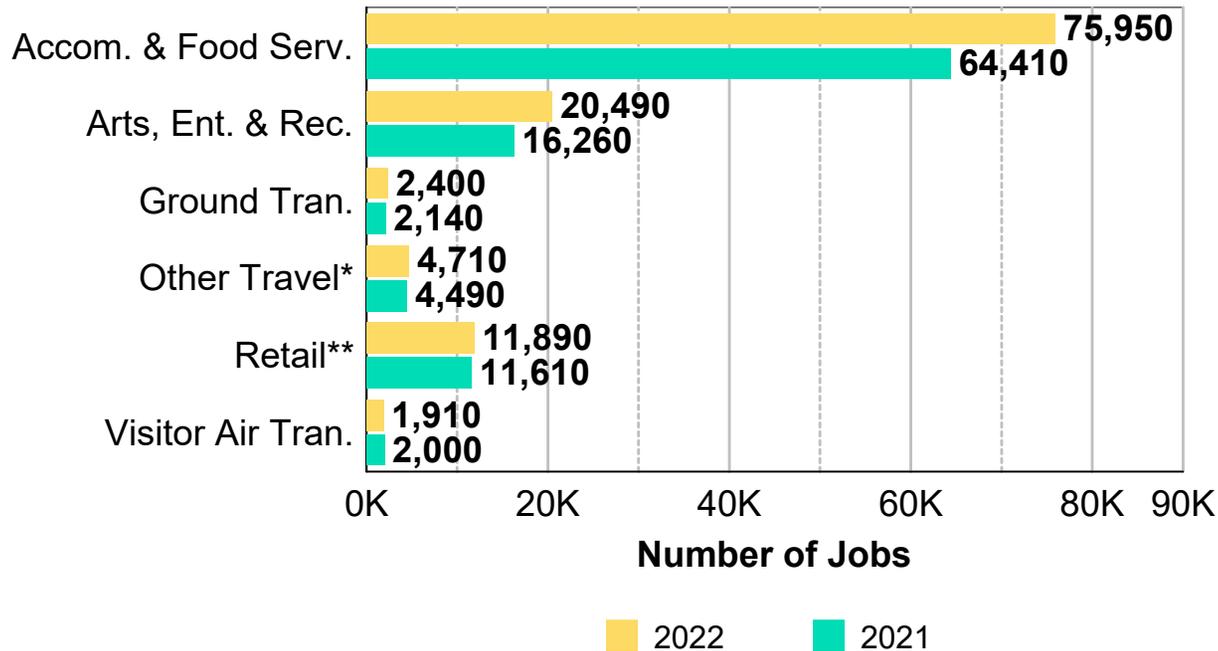
Direct travel-related employment refers to the total number of full, and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings comes from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Oregon, a total employment number attributable to travel can be reached.



In 2022 every \$1 million in direct travel spending resulted in 8.5 jobs for the industry.

Oregon / Employment

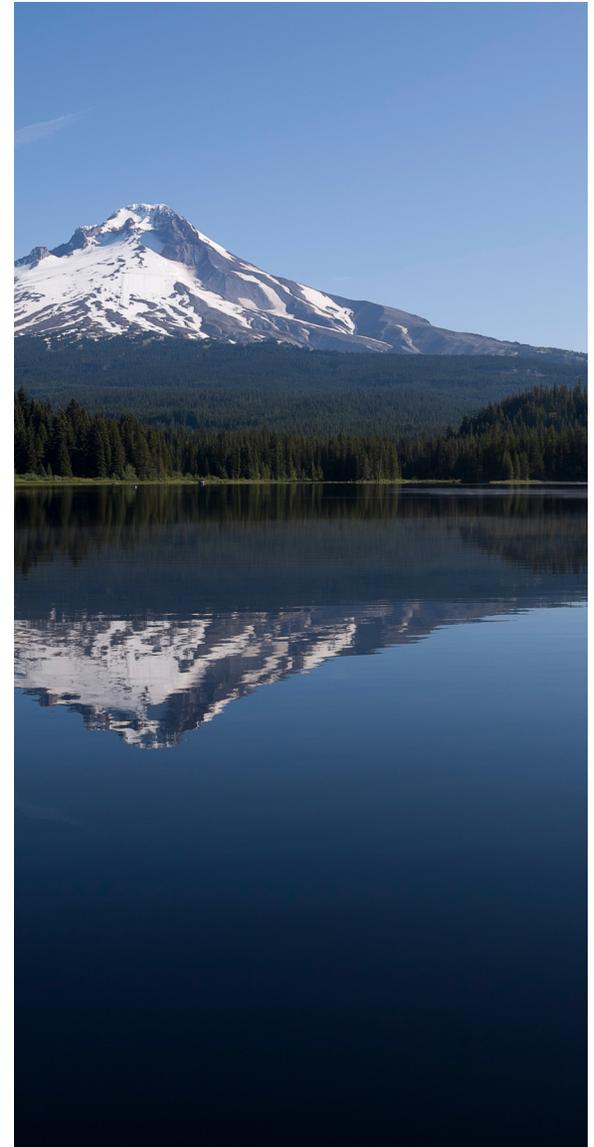
Travel Industry Employment



*Other Travel includes resident air travel, travel arrangement and convention/trade shows.
**Retail includes gasoline.

Total direct job gain is estimated at 16,450 jobs. Leisure & Hospitality grew by approximately 15,860 jobs in 2022; most other categories of employment showed modest gains.

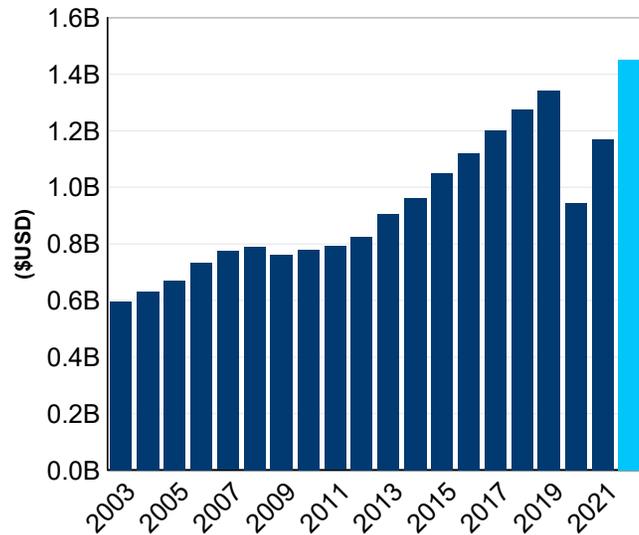
Sources: Bureau of Labor Statistics, Bureau of Economic Analysis, Dean Runyan Associates



Oregon / Tax Receipts

Direct Travel-Generated Tax Revenue

Direct tax revenue increased by \$282 million in 2022.



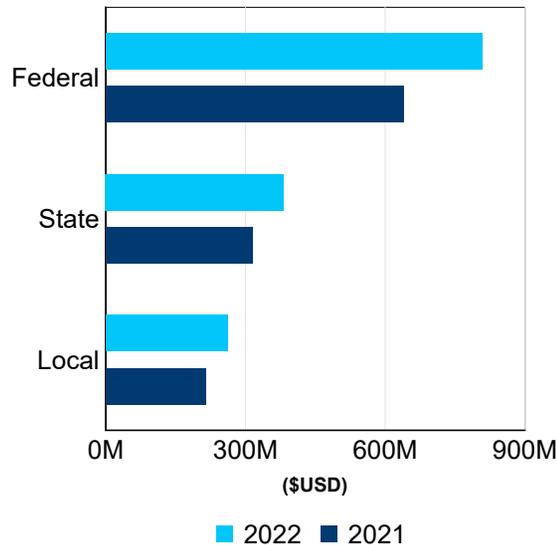
Oregon Tax Receipts

In 2022 tax revenue increased to \$1.5 billion, a 24.1% increase from the prior year.

From 2003-2022, tax revenue grew at an annual rate of 4.8%.



State and local tax revenue grew 21.2% in 2022.



State Taxes

State tax receipts account for 59% of travel-generated tax revenue (excluding Federal taxes).

What are direct travel-generated tax receipts?

Direct travel-generated tax receipts include state and local taxes related to travel. **State taxes** include lodging taxes, motor fuel taxes, and business and personal taxes paid by employees and proprietors of travel-related businesses. **Local taxes** primarily take the form of lodging taxes imposed by cities, counties, and other tax jurisdictions in Oregon. They also include any applicable local taxes on rental cars or food and beverage. **Federal taxes** include income taxes, motor fuel taxes, and airline ticket taxes.

Oregon / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.*		CAGR**
										2021-22	2019-22	2003-22
Spending (\$Millions)												
Total (Current \$)	6,525	10,776	11,234	11,765	12,324	12,834	6,609	10,967	13,869	26.5%	8.1%	4.0%
Other	787	1,364	1,436	1,521	1,624	1,765	690	1,110	1,707	53.8%	-3.3%	4.2%
Visitor	5,738	9,412	9,798	10,243	10,700	11,069	5,919	9,857	12,162	23.4%	9.9%	4.0%
Non-transportation	4,470	7,199	7,620	7,897	8,115	8,427	4,791	7,778	9,177	18.0%	8.9%	3.9%
Transportation	1,268	2,213	2,178	2,347	2,585	2,643	1,128	2,079	2,984	43.5%	12.9%	4.6%
Earnings (\$Millions)												
Earnings (Current \$)	1,673	2,839	3,063	3,290	3,569	3,807	3,089	3,427	4,248	23.9%	11.6%	5.0%
Employment (000's)												
Employment	85.6	105.5	109.8	112.2	116.0	118.5	93.8	100.9	117.4	16.3%	-0.9%	1.7%
Tax Revenue (\$Millions)												
Total (Current \$)	596	1,049	1,120	1,201	1,277	1,341	945	1,170	1,451	24.1%	8.2%	4.8%
Local	90	202	213	226	233	240	153	216	261	21.2%	8.7%	5.8%
State	152	264	283	323	341	357	252	316	382	21.2%	6.9%	5.0%
Federal	354	583	625	652	702	744	541	638	808	26.6%	8.6%	4.4%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Annual percent change is calculated as (Ending Value / Starting Value)-1

**Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1



Oregon / Impacts, Detailed

Direct Travel Impacts 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	5,738	9,059	9,412	9,798	10,243	10,700	11,069	5,919	9,857	12,162	23.4%	9.9%
Other Travel*	787	1,275	1,364	1,436	1,521	1,624	1,765	690	1,110	1,707	53.8%	-3.3%
TOTAL	6,525	10,334	10,776	11,234	11,765	12,324	12,834	6,609	10,967	13,869	26.5%	8.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2,479	4,518	4,806	5,089	5,376	5,607	5,810	3,154	5,210	6,477	24.3%	11.5%
Hotel, Motel**									4,101	5,274	28.6%	
STVR**									1,109	1,203	8.4%	
Private Home	1,239	1,871	1,902	1,936	2,014	2,114	2,175	1,251	2,095	2,390	14.1%	9.9%
Campground	351	445	445	454	459	481	501	389	469	533	13.6%	6.3%
Second Home	124	180	178	178	185	194	198	160	186	219	18.1%	10.7%
Day Travel	1,544	2,045	2,082	2,141	2,209	2,305	2,386	965	1,897	2,543	34.0%	6.6%
TOTAL	5,738	9,059	9,412	9,798	10,243	10,700	11,069	5,919	9,857	12,162	23.4%	9.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	977	1,808	2,039	2,218	2,346	2,378	2,448	1,648	2,667	3,098	16.2%	26.5%
Food Service	1,321	2,178	2,329	2,490	2,606	2,734	2,891	1,490	2,407	2,877	19.5%	-0.5%
Food Stores	470	676	707	716	718	732	757	491	792	947	19.5%	25.0%
Local Tran. & Gas	834	1,600	1,391	1,343	1,467	1,656	1,684	830	1,463	2,018	37.9%	19.9%
Arts, Ent. & Rec.	807	979	1,020	1,061	1,082	1,109	1,140	519	824	970	17.7%	-14.9%
Retail Sales	896	1,070	1,104	1,135	1,146	1,162	1,190	642	1,088	1,286	18.2%	8.0%
Visitor Air Tran.	433	748	821	836	880	929	959	298	616	966	56.8%	0.8%
TOTAL	5,738	9,059	9,412	9,798	10,243	10,700	11,069	5,919	9,857	12,162	23.4%	9.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Starting in 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Oregon / Impacts, Detailed

Direct Travel Impacts 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	916	1,564	1,713	1,854	1,994	2,187	2,341	1,843	2,115	2,719	28.5%	16.1%
Arts, Ent. & Rec.	238	311	327	345	360	383	407	322	355	460	29.5%	12.9%
Retail**	187	252	267	282	295	311	323	342	367	405	10.2%	25.2%
Ground Tran.	46	67	73	76	81	85	93	80	83	110	32.2%	18.3%
Visitor Air Tran.	86	127	143	155	174	188	190	163	167	171	2.6%	-9.6%
Other Travel*	200	289	314	350	385	416	453	339	340	383	12.8%	-15.3%
TOTAL	1,673	2,610	2,839	3,063	3,290	3,569	3,807	3,089	3,427	4,248	23.9%	23.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	50,550	63,440	66,490	69,380	71,130	73,680	75,420	58,440	64,410	76,050	18.1%	0.8%
Arts, Ent. & Rec.	16,550	18,070	18,400	19,090	19,430	20,010	20,580	15,270	16,260	20,480	25.9%	-0.5%
Retail**	9,440	10,450	10,770	10,980	11,190	11,360	11,420	11,230	11,610	11,820	1.8%	3.6%
Ground Tran.	2,020	2,090	2,200	2,180	2,240	2,240	2,320	2,150	2,140	2,390	12.0%	3.0%
Visitor Air Tran.	1,960	1,870	2,050	2,190	2,210	2,330	2,320	1,980	2,000	1,910	-4.5%	-17.4%
Other Travel*	5,060	5,330	5,640	6,040	6,000	6,370	6,420	4,770	4,490	4,710	4.8%	-26.6%
TOTAL	85,590	101,250	105,550	109,850	112,190	115,980	118,480	93,840	100,910	117,360	16.3%	16.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	90	176	202	213	226	233	240	153	216	261	21.2%	8.7%
State Tax Receipts	152	249	264	283	323	341	357	252	316	382	21.2%	6.9%
TOTAL	242	425	466	496	549	574	598	404	531	643	21.2%	21.2%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

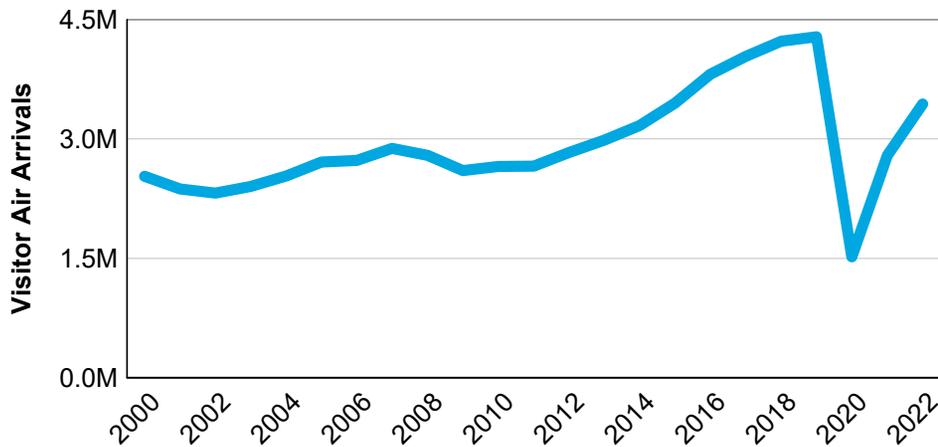
*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Oregon / Visitor Volume

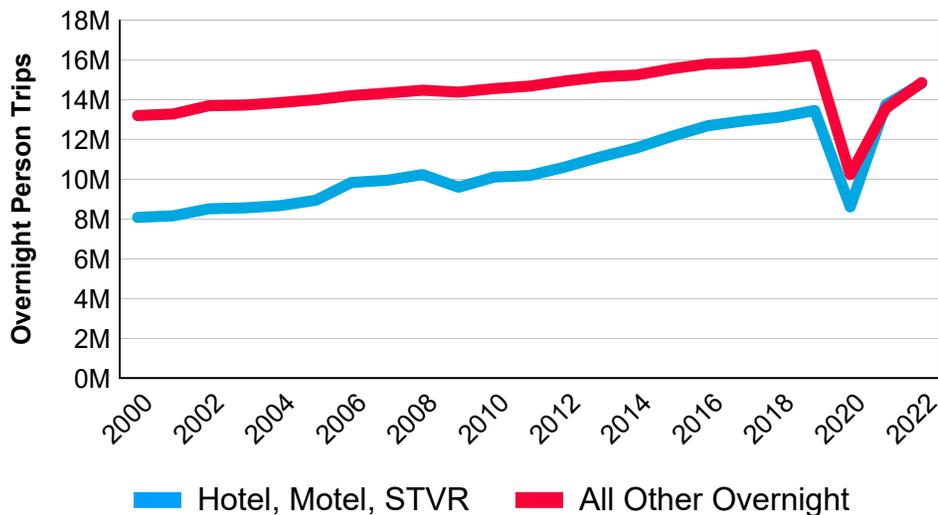
Air Passenger Visitor Arrivals / U.S. Air Carriers



In 2022, 3.4 million people from the United States visited Oregon by plane. This was 23% more than the 2.8 million visitors who visited in 2021. To return to the amount of people who flew to Oregon before the pandemic, an extra 850,000 people would be needed.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Overnight Volume



In 2022 the number of people staying overnight increased by 8.7% compared to the year before. The number of people staying in places like hotels, motels or short-term vacation rentals increased by 7.8%. People who went camping, stayed with family and friends, or used a second home grew by 9.6%.

Sources: Oregon Department of Revenue, Dean Runyan Associates, Omnitrak Group, Oregon State Parks, STR LLC., KeyData Dashboard, AirDNA, U.S. Census Bureau

Oregon / Visitor Volume

Visitor Details, 2022p

Overnight visitor volume for Oregon is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022p

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR						
All Modes	\$222	\$544	\$549	\$1,361	2.5	2.5
Air	\$250	\$858	\$497	\$1,710	2.0	3.4
Other	\$168	\$389	\$434	\$1,006	2.6	2.3
Private Home						
All Modes	\$54	\$226	\$117	\$504	2.2	4.3
Air	\$84	\$561	\$141	\$948	1.7	6.7
Other	\$42	\$160	\$98	\$375	2.4	3.8
Other Overnight						
All Modes	\$48	\$175	\$141	\$519	3.0	3.7
All Overnight						
All Modes	\$97	\$324	\$234	\$803	2.4	3.4

Overnight Visitor Volume, 2020-2022p

	Person-Nights (Millions)			Party-Nights (Millions)		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	21.7	36.1	39.1	8.4	13.5	15.3
Private Home	31.7	45.1	44.5	14.5	21.5	20.5
Other Overnight	11.8	13.3	15.8	4.5	5.1	5.3
All Overnight	65.2	94.5	99.4	27.5	40.0	41.1

	Person-Trips (Millions)			Party-Trips (Millions)		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	8.6	13.7	14.8	3.3	5.1	5.8
Private Home	7.0	9.9	10.6	3.2	4.6	4.7
Other Overnight	3.2	3.6	4.3	1.2	1.4	1.4
All Overnight	18.9	27.3	29.7	7.7	11.1	12.0

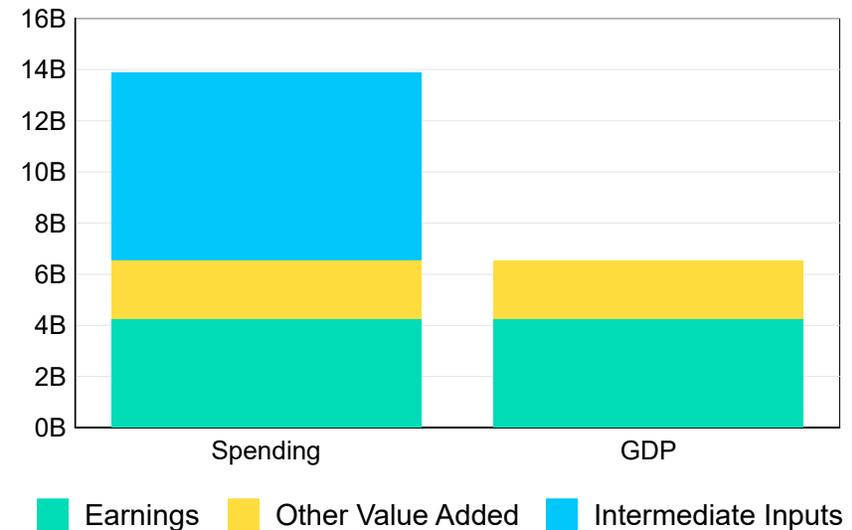
Oregon / GDP

Travel Industry GDP, 2022p

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. It excludes the intermediate inputs purchased by businesses from other firms for use in the production process. The relationship between travel spending and the GDP of the Oregon travel industry is shown to the right. Oregon travel industry GDP of \$6.5 billion represents approximately 2% of the total Oregon GDP.

The estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Oregon will be delivered by other Oregon firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other Oregon businesses. These inputs are sometimes referred to as "indirect" effects.

Travel Spending and GDP of Travel Industry
(\$USD)



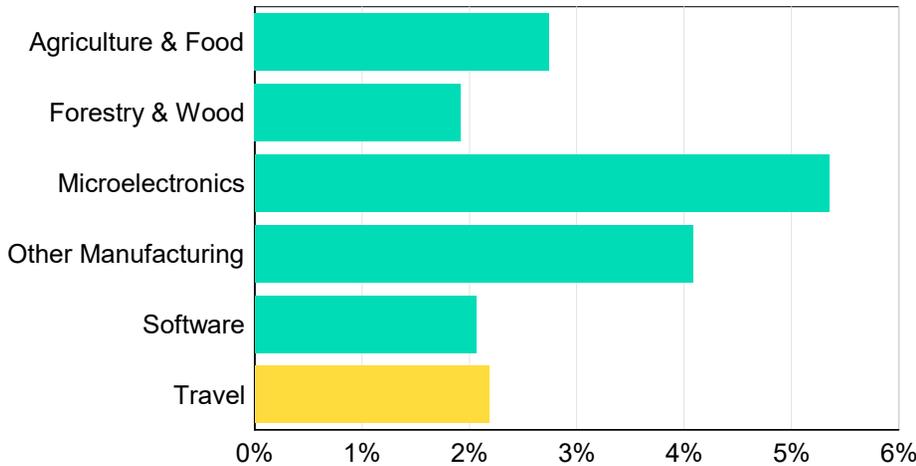
Oregon / GDP

Oregon Export-Oriented Industries, 2022p

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, extractive industries such as logging, and manufacturing are the best examples of goods producing export industries. The travel industry is also an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy, as do the exports of other industries.

Oregon Gross Domestic Product

Share of GDP for Selected Industries, 2022

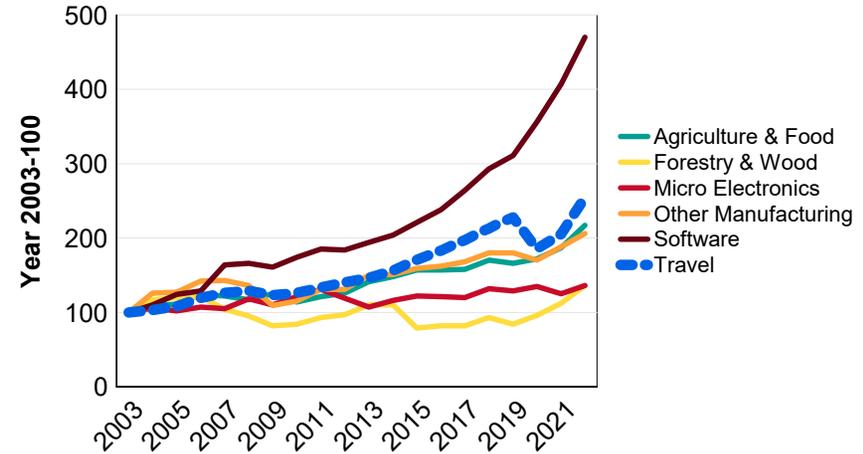


A comparison of the GDPs of the leading export-oriented industries in Oregon is shown for 2022. It should be noted that the largest industry, microelectronics, is concentrated in the urbanized areas of Oregon, primarily Washington County. The primary export-oriented industries in most rural counties are agriculture & food processing, forestry & wood products, and the travel industry. The travel industry is the fourth-largest export-oriented industry in Oregon, making up 2% of Oregon's GDP.

Sources: Dean Runyan Associates, Bureau of Economic Analysis. Other Manufacturing is not a distinct industry, shown for comparative purposes only. Most current data available is for 2022. GDP estimates by Dean Runyan Associates.

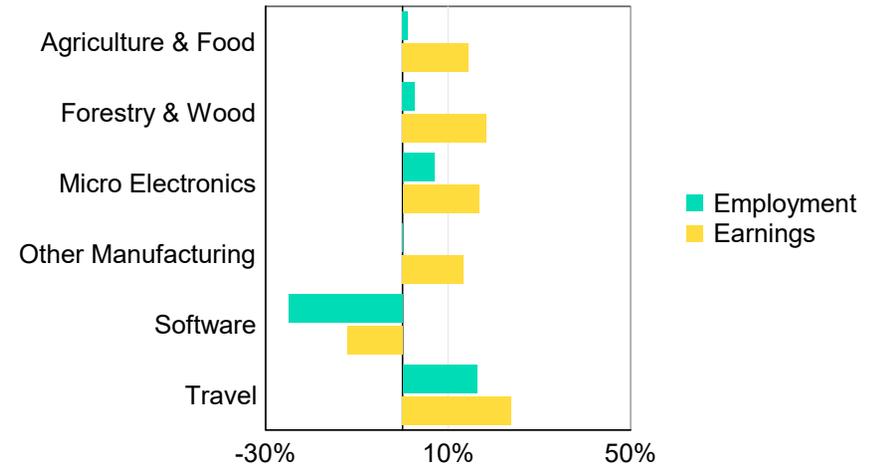
Change in Oregon GDP

Selected Industries, 2003-2022



Change in Earnings and Employment

Selected Industries, 2003-2022



Oregon / Secondary Effects

Travel spending brings money into many Oregon communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This respending of travel-related revenues creates indirect and induced impacts.

Direct impacts represent effects attributable to traveler expenditures.

Indirect impacts represent effects associated with industries that supply goods and services to the direct businesses.

Induced impacts represent effects of purchases made by employees in both the direct and indirect businesses.

The impacts in this section are presented in 11 major industry groups. These industry groups are similar but not identical to the business categories presented elsewhere in this report.

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Oregon and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

Largest Secondary Industries, 2022p

Professional Services (11,990 jobs and \$821 million in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

Education & Health Services (9,021 jobs and \$621 million in earnings) The secondary effects are primarily induced, such as travel industry employees personal use of medical services.

Financial Activities (7,238 jobs and \$376 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

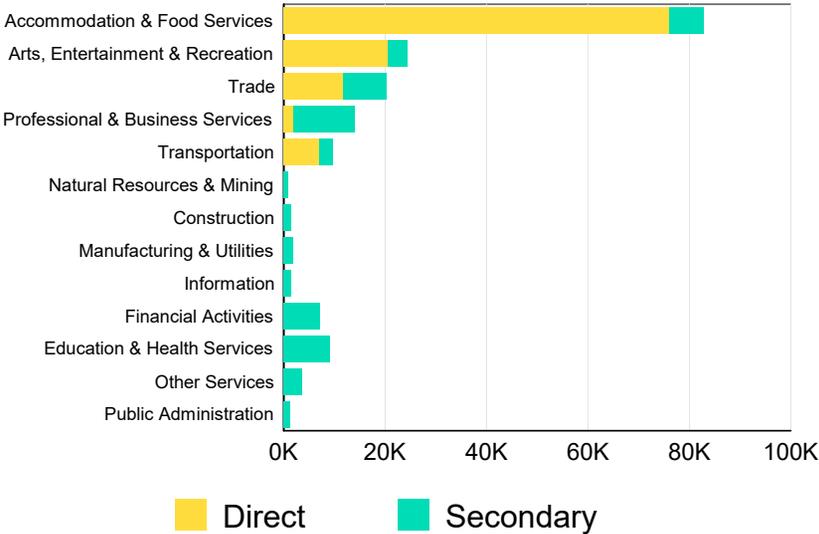
Other Services (3,617 jobs and \$212 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

Oregon / Secondary Effects

Total Employment, 2022p

Direct & Secondary Employment

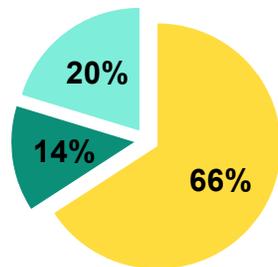
(Jobs)



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	76,050	2,640	4,160	6,800	82,840
Arts, Entertainment & Recreation	20,480	2,520	1,300	3,820	24,300
Trade	11,820	900	7,670	8,570	20,400
Transportation	7,000	1,720	940	2,660	9,660
Professional & Business Services	2,010	8,420	3,580	11,990	14,010
Natural Resources & Mining	0	520	390	910	910
Construction	0	770	740	1,510	1,510
Manufacturing & Utilities	0	1,160	740	1,900	1,900
Information	0	1,030	570	1,590	1,590
Financial Activities	0	3,300	3,940	7,240	7,240
Education & Health Services	0	170	8,850	9,020	9,020
Other Services	0	980	2,640	3,620	3,620
Public Administration	0	830	490	1,310	1,310
All Industries	117,360	24,950	35,990	60,940	178,300

Values may not add to totals due to rounding.

Share of Total Employment



Percent may not sum to 100% due to rounding.



MOST DIRECT JOBS
Accommodation & Food Services



MOST SECONDARY JOBS
Professional & Business Services

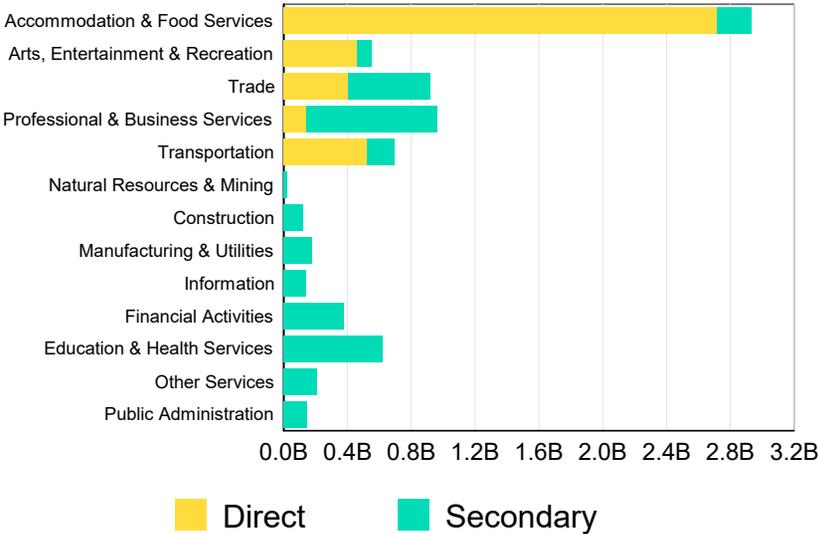


Oregon / Secondary Effects

Total Earnings, 2022p

Direct & Secondary Earnings

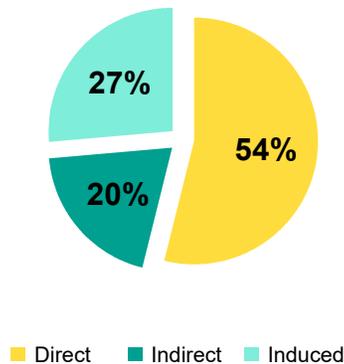
(\$USD)



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	2,719	83	131	214	2,933
Transportation	524	106	64	171	695
Arts, Entertainment & Recreation	460	58	34	92	552
Trade	405	88	425	513	918
Professional & Business Services	141	584	237	821	962
Natural Resources & Mining	0	10	12	22	22
Construction	0	64	61	125	125
Manufacturing & Utilities	0	109	67	176	176
Information	0	91	50	142	142
Financial Activities	0	172	204	376	376
Education & Health Services	0	6	615	621	621
Other Services	0	78	134	212	212
Public Administration	0	95	55	150	150
All Industries	4,248	1,546	2,090	3,636	7,884

Values may not add to totals due to rounding. Figures in \$Millions.

Share of Total Earnings



Percent may not sum to 100% due to rounding.



MOST DIRECT Earnings
Accommodation & Food Services



MOST SECONDARY Earnings
Professional & Business Services



Region Impacts

2022p

Oregon / Tourism Regions

Central Coast

West Douglas
West Lane
Lincoln

Central Oregon

Crook
Deschutes
Jefferson
South Wasco

Eastern Oregon

Baker
Gilliam
Grant
Harney
Malheur
Morrow
Sherman
Umatilla
Union
Wallowa
Wheeler

Mt. Hood & Columbia River Gorge

East Clackamas
Hood River
East Multnomah
North Wasco

North Coast

Clatsop
Tillamook

Portland Region

West Clackamas
Columbia
West Multnomah
Washington

South Coast

Coos
Curry

Southern Oregon

East Douglas
Jackson
Josephine
Klamath
Lake

Willamette Valley

Benton
South Clackamas
East Lane
Linn
Marion
Polk
Yamhill



Region / Summary

Direct Travel Impacts, 2022p

	Travel Spending			Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
	Total (Millions)	Visitor (Millions)	Earnings (Millions)				
Willamette Valley	\$2,542	\$2,223	\$705	23,530	\$32	\$73	\$105
Oregon Coast	\$2,403	\$2,373	\$874	25,290	\$44	\$72	\$116
North Coast	\$826	\$820	\$346	9,160	\$18	\$26	\$44
Central Coast	\$1,055	\$1,021	\$341	10,130	\$22	\$29	\$52
South Coast	\$522	\$512	\$187	6,000	\$4	\$16	\$20
Portland Region	\$5,156	\$3,713	\$1,524	32,390	\$118	\$130	\$248
Southern Oregon	\$1,406	\$1,283	\$418	13,170	\$20	\$40	\$60
Central Oregon	\$1,310	\$1,198	\$360	10,270	\$29	\$35	\$64
Eastern Oregon	\$545	\$526	\$181	7,020	\$8	\$17	\$25
Mt. Hood & CRG*	\$507	\$488	\$186	5,710	\$10	\$16	\$27

Note: Total Earnings includes wage and salary disbursements, other earned income, and proprietor income. Employment includes payroll employees and proprietors.

The sum of visitor spending at the regional level will be less than the state due to the treatment of transportation between regions.

*Mt. Hood & Columbia River Gorge



Region / Summary

Overnight Visitor Volume, 2022p

	Nights		Trips	
	Person	Party	Person	Party
Willamette Valley	21,614,130	8,764,940	6,978,370	2,775,730
Oregon Coast	17,541,470	6,432,440	5,768,440	2,128,060
North Coast	5,871,480	2,145,510	1,944,280	715,500
Central Coast	7,257,700	2,652,200	2,452,850	904,100
South Coast	4,412,290	1,634,730	1,547,890	577,020
Portland Region	26,116,770	12,787,730	8,047,060	3,779,720
Southern Oregon	13,198,580	5,118,650	4,157,810	1,596,230
Central Oregon	11,140,820	4,267,410	3,522,120	1,334,710
Eastern Oregon	5,724,590	2,172,890	2,175,400	828,650
Mt. Hood & Columbia River Gorge	4,102,310	1,598,020	1,352,500	520,230

Note: The sum of trips for regions will be greater than the state trip estimate because some travelers visit multiple destinations on a single trip within Oregon.



Willamette Valley / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$139,532
Employee Earnings Generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$223
Visitor Shares	
Travel Share of Total Employment (2022)	3%
Overnight Visitor Day Share of Resident Population*	5%

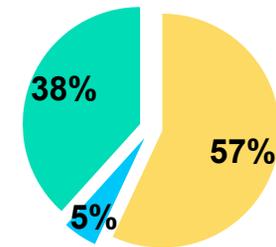
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day approximately 5% of the population is added to the amount of people in the area.

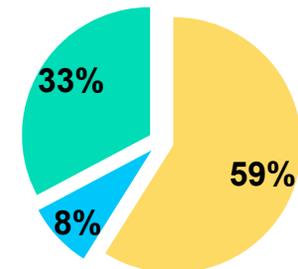
Visitors staying in hotel, motel, or short term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Willamette Valley Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Willamette Valley / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	1,102.5	1,712.4	1,741.0	1,816.2	1,879.8	1,995.0	2,058.3	1,041.6	2,120.1	2,542.3	▲ 19.9%	▲ 4.5%
Other	100.2	226.2	219.9	234.9	251.5	284.6	286.7	159.8	224.8	319.2	▲ 42.0%	▲ 6.3%
Visitor	1,002.2	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,895.3	2,223.0	▲ 17.3%	▲ 4.3%
Earnings (\$Millions)												
Earnings (Current \$)	271.7	420.6	456.6	493.8	520.6	565.5	596.4	487.0	570.8	705.3	▲ 23.5%	▲ 5.1%
Employment (Jobs)												
Employment	16,420	19,840	20,700	21,520	21,900	22,790	23,230	18,020	20,280	23,530	▲ 16.0%	▲ 1.9%
Tax Revenue (\$Millions)												
Total (Current \$)	38.7	63.2	67.7	72.8	79.6	83.7	87.5	57.8	87.1	104.7	▲ 20.2%	▲ 5.4%
Local	8.7	16.1	18.2	19.9	20.4	21.2	22.6	14.7	26.0	31.6	▲ 21.5%	▲ 7.0%
State	30.0	47.1	49.5	52.9	59.2	62.5	64.9	43.0	61.1	73.2	▲ 19.7%	▲ 4.8%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1



Willamette Valley / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	1,002.2	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,895.3	2,223.0	17.3%	25.5%
Other Travel*	100.2	226.2	219.9	234.9	251.5	284.6	286.7	159.8	224.8	319.2	42.0%	11.4%
TOTAL	1,102.5	1,712.4	1,741.0	1,816.2	1,879.8	1,995.0	2,058.3	1,041.6	2,120.1	2,542.3	19.9%	23.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	304.6	541.6	568.6	609.2	627.8	658.1	685.5	317.2	741.3	941.0	26.9%	37.3%
Hotel, Motel**									639.2	830.8	30.0%	
STVR**									102.1	110.2	8.0%	
Private Home	318.8	460.9	459.7	468.9	484.0	510.7	525.2	291.5	577.6	631.1	9.3%	20.2%
Campground	42.4	56.0	56.3	57.5	58.1	60.8	63.4	50.9	56.3	63.3	12.6%	0.0%
Second Home	9.0	14.3	14.2	14.3	14.8	15.4	15.8	12.9	14.7	16.2	10.4%	2.7%
Day Travel	327.4	413.4	422.2	431.5	443.6	465.3	481.8	209.3	505.4	571.4	13.0%	18.6%
TOTAL	1,002.2	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,895.3	2,223.0	17.3%	25.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	121.5	221.8	247.6	274.4	284.2	283.3	293.6	173.8	369.5	444.5	20.3%	51.4%
Food Service	245.0	385.2	409.7	434.7	448.5	474.8	501.9	232.5	508.1	572.7	12.7%	14.1%
Food Stores	102.8	148.8	155.3	156.6	156.3	160.4	165.6	99.4	191.6	214.7	12.1%	29.6%
Local Tran. & Gas	130.7	249.1	210.0	203.2	219.5	254.1	258.5	110.7	249.7	327.6	31.2%	26.7%
Arts, Ent. & Rec.	211.1	246.9	256.4	263.4	267.4	276.4	283.9	129.7	280.1	312.6	11.6%	10.1%
Retail Sales	168.7	194.6	199.6	203.9	203.5	208.1	213.0	112.7	242.7	262.7	8.2%	23.3%
Visitor Air Tran.	22.5	39.8	42.4	45.1	49.0	53.3	55.0	22.9	53.6	88.2	64.3%	60.2%
TOTAL	1,002.2	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,895.3	2,223.0	17.3%	25.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other spending includes resident air travel, travel arrangement & convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Starting in 2021, we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Willamette Valley / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	150.6	248.0	272.4	295.5	314.8	342.7	364.6	290.0	358.8	450.1	25.4%	23.4%
Arts, Ent. & Rec.	65.7	78.1	81.9	85.6	88.9	95.1	101.2	81.2	91.6	118.9	29.8%	17.5%
Retail**	35.7	47.5	50.2	52.7	54.6	57.5	59.9	60.0	65.7	69.9	6.4%	16.8%
Ground Tran.	5.6	7.5	8.1	8.7	9.0	9.7	10.6	7.4	11.1	13.1	18.1%	22.6%
Visitor Air Tran.	1.3	1.7	1.9	2.1	2.3	2.5	2.6	2.5	2.6	2.7	4.4%	5.9%
Other Travel*	12.8	37.8	42.2	49.3	51.0	57.9	57.5	45.8	41.0	50.6	23.3%	-12.0%
TOTAL	271.7	420.6	456.6	493.8	520.6	565.5	596.4	487.0	570.8	705.3	23.5%	18.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	9,170	11,290	11,830	12,280	12,560	13,040	13,340	10,330	12,190	14,150	16.0%	6.1%
Arts, Ent. & Rec.	4,550	5,090	5,210	5,440	5,530	5,780	5,960	4,320	4,710	6,010	27.5%	0.9%
Retail**	1,880	2,070	2,130	2,150	2,180	2,210	2,240	2,070	2,200	2,190	-0.4%	-2.4%
Ground Tran.	240	230	240	250	240	250	260	190	280	270	-2.1%	4.2%
Visitor Air Tran.	40	40	40	50	50	50	50	50	50	50	-2.8%	-3.5%
Other Travel*	540	1,130	1,240	1,350	1,340	1,450	1,370	1,060	850	850	0.8%	-37.7%
TOTAL	16,420	19,840	20,700	21,520	21,900	22,790	23,230	18,020	20,280	23,530	16.0%	1.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	8.7	16.1	18.2	19.9	20.4	21.2	22.6	14.7	26.0	31.6	21.5%	39.8%
State Tax Receipts	30.0	47.1	49.5	52.9	59.2	62.5	64.9	43.0	61.1	73.2	19.7%	12.7%
TOTAL	38.7	63.2	67.7	72.8	79.6	83.7	87.5	57.8	87.1	104.7	20.2%	19.7%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

*Other Travel includes resident air travel, travel arrangement and convention/ trade shows.

Willamette Valley / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Willamette Valley region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$174	\$367	\$437	\$937	2.5	2.1
Private Home	\$46	\$169	\$109	\$409	2.4	3.8
Other Overnight	\$50	\$185	\$150	\$558	3.0	3.7
All Overnight	\$76	\$237	\$188	\$595	2.5	3.2

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	2,461,820	5,609,050	6,256,040	953,420	2,071,650	2,447,480
Private Home	7,752,800	13,896,000	13,760,290	3,279,090	6,024,560	5,787,190
Other Overnight	1,299,380	1,382,420	1,597,810	489,850	521,200	530,260
All Overnight	11,513,990	20,887,470	21,614,130	4,722,360	8,617,410	8,764,940

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,080,830	2,524,220	2,806,840	407,810	925,320	1,090,350
Private Home	1,972,040	3,501,870	3,741,590	831,350	1,496,470	1,542,840
Other Overnight	354,740	377,410	429,930	133,580	142,120	142,540
All Overnight	3,407,610	6,403,500	6,978,370	1,372,730	2,563,910	2,775,730

North Coast / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$136,711
Employee Earnings Generated by \$100 Visitor Spending	\$42
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$1,505
Visitor Shares	
Travel Share of Total Employment (2022)	23%
Overnight Visitor Day Share of Resident Population*	23%

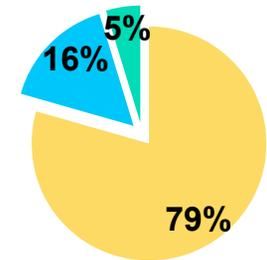
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day approximately 23% of the population is added to the amount of people in the area.

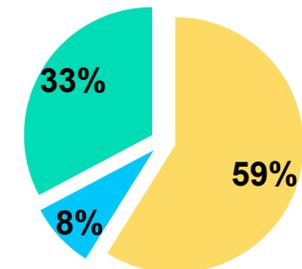
Visitors staying in hotel, motel, or short term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

North Coast Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

North Coast / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	446.6	737.3	768.3	778.0	793.8	824.7	850.7	595.7	695.5	825.7	▲ 18.7%	▲ 3.3%
Other	10.1	6.0	5.0	3.7	4.2	4.8	4.9	2.3	4.4	6.2	▲ 39.3%	▼ -2.6%
Visitor	436.4	731.2	763.3	774.3	789.6	819.8	845.9	593.4	691.1	819.5	▲ 18.6%	▲ 3.4%
Earnings (\$Millions)												
Earnings (Current \$)	128.2	208.5	225.2	236.7	254.9	285.9	307.9	257.3	287.6	346.4	▲ 20.4%	▲ 5.4%
Employment (Jobs)												
Employment	6,480	7,620	7,980	8,180	8,430	8,800	9,180	7,490	8,100	9,160	▲ 13.2%	▲ 1.8%
Tax Revenue (\$Millions)												
Total (Current \$)	15.3	28.9	31.7	32.9	36.4	39.2	40.9	39.4	41.0	44.5	▲ 8.4%	▲ 5.8%
Local	5.5	11.6	13.3	13.7	14.4	15.5	16.1	18.7	18.7	18.4	▼ -1.3%	▲ 6.6%
State	9.8	17.3	18.4	19.2	22.0	23.7	24.9	20.7	22.4	26.1	▲ 16.4%	▲ 5.3%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

North Coast / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	436.4	731.2	763.3	774.3	789.6	819.8	845.9	593.4	691.1	819.5	18.6%	-3.1%
Other Travel*	10.1	6.0	5.0	3.7	4.2	4.8	4.9	2.3	4.4	6.2	39.3%	26.4%
TOTAL	446.6	737.3	768.3	778.0	793.8	824.7	850.7	595.7	695.5	825.7	18.7%	-2.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	159.8	349.1	371.5	378.4	388.2	403.5	414.6	380.8	419.7	430.9	2.7%	3.9%
Hotel, Motel**									235.9	248.0	5.2%	
STVR**									183.8	182.8	-0.6%	
Private Home	15.3	20.8	20.5	20.6	21.4	22.4	23.0	24.1	25.5	25.1	-1.4%	9.4%
Campground	47.0	56.6	57.6	59.1	59.5	62.0	64.6	38.4	44.9	50.5	12.4%	-21.9%
Second Home	20.9	27.6	27.7	27.9	29.0	30.0	30.8	25.3	29.1	36.2	24.5%	17.5%
Day Travel	193.4	277.2	285.9	288.2	291.5	302.0	312.9	124.8	171.9	276.9	61.1%	-11.5%
TOTAL	436.4	731.2	763.3	774.3	789.6	819.8	845.9	593.4	691.1	819.5	18.6%	-3.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	83.2	164.7	182.4	190.3	197.9	204.0	207.2	241.6	282.2	281.0	-0.4%	35.6%
Food Service	119.5	217.9	233.1	240.5	245.7	256.5	270.4	148.5	162.5	209.0	28.6%	-22.7%
Food Stores	46.6	69.6	72.9	72.3	71.5	72.7	75.2	46.6	61.0	80.5	31.8%	7.0%
Local Tran. & Gas	35.4	77.7	65.7	61.8	66.5	75.3	76.4	44.3	54.5	75.4	38.3%	-1.3%
Arts, Ent. & Rec.	69.8	97.3	101.5	102.2	102.0	104.1	106.9	52.0	57.0	72.7	27.6%	-31.9%
Retail Sales	81.9	104.2	107.6	107.3	106.1	107.3	109.8	60.3	73.7	101.0	37.0%	-8.0%
TOTAL	436.4	731.2	763.3	774.3	789.6	819.8	845.9	593.4	691.1	819.5	18.6%	-3.1%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other spending includes resident air travel, travel arrangement & convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Starting in 2021, we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

North Coast / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	85.8	153.7	167.2	176.7	193.3	220.6	239.3	192.2	216.3	263.9	22.1%	10.3%
Arts, Ent. & Rec.	20.8	27.6	29.1	30.8	31.5	33.3	35.5	30.5	34.1	41.0	20.4%	15.6%
Retail**	16.5	23.5	24.9	25.6	26.3	28.0	28.8	30.6	34.3	37.7	10.1%	30.9%
Ground Tran.	1.7	3.0	3.2	3.4	3.6	3.7	4.0	3.6	2.6	3.3	24.0%	-19.0%
Other Travel*	3.4	0.7	0.7	0.2	0.2	0.2	0.3	0.3	0.4	0.4	12.7%	60.1%
TOTAL	128.2	208.5	225.2	236.7	254.9	285.9	307.9	257.3	287.6	346.4	20.4%	12.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	4,290	5,250	5,560	5,780	6,030	6,400	6,700	5,270	5,710	6,610	15.7%	-1.4%
Arts, Ent. & Rec.	1,170	1,220	1,230	1,220	1,230	1,220	1,290	1,080	1,190	1,330	12.5%	3.2%
Retail**	900	1,030	1,070	1,080	1,050	1,080	1,080	1,050	1,120	1,140	1.6%	5.5%
Ground Tran.	70	90	90	90	90	90	100	90	60	60	4.0%	-33.0%
Other Travel*	60	20	30	10	10	10	10	10	10	20	5.1%	27.1%
TOTAL	6,480	7,620	7,980	8,180	8,430	8,800	9,180	7,490	8,100	9,160	13.1%	-0.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	5.5	11.6	13.3	13.7	14.4	15.5	16.1	18.7	18.7	18.4	-1.3%	14.7%
State Tax Receipts	9.8	17.3	18.4	19.2	22.0	23.7	24.9	20.7	22.4	26.1	16.4%	4.7%
TOTAL	15.3	28.9	31.7	32.9	36.4	39.2	40.9	39.4	41.0	44.5	8.4%	8.6%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

*Other Travel includes resident air travel, travel arrangement and convention/ trade shows.

North Coast / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for North Coast region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$269	\$592	\$700	\$1,541	2.6	2.2
Private Home	\$31	\$114	\$77	\$283	2.5	3.7
Other Overnight	\$42	\$146	\$121	\$424	2.9	3.5
All Overnight	\$92	\$279	\$253	\$758	2.7	3.0

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	2,873,770	3,059,950	2,984,930	1,057,380	1,097,150	1,104,180
Private Home	853,660	856,670	807,180	357,170	358,770	324,420
Other Overnight	1,560,820	1,695,440	2,079,370	609,400	661,130	716,920
All Overnight	5,288,250	5,612,060	5,871,480	2,023,950	2,117,040	2,145,510

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,260,640	1,185,540	1,130,880	460,480	426,150	422,050
Private Home	213,930	216,500	220,890	89,570	90,740	88,850
Other Overnight	449,420	487,790	592,510	175,690	190,460	204,600
All Overnight	1,923,990	1,889,830	1,944,280	725,740	707,350	715,500

Central Coast / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$164,637
Employee Earnings Generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$1,713
Visitor Shares	
Travel Share of Total Employment (2022)	25%
Overnight Visitor Day Share of Resident Population*	29%

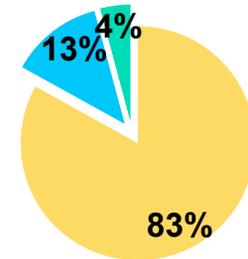
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day approximately 29% of the population is added to the amount of people in the area.

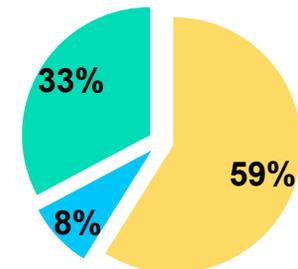
Visitors staying in hotel, motel, or short term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Central Coast Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Central Coast / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	451.3	687.2	716.4	768.9	787.9	823.5	856.1	607.9	853.6	1,054.9	▲ 23.6%	▲ 4.6%
Other	9.5	22.7	24.1	27.5	28.5	33.7	33.0	28.3	26.6	33.7	▲ 26.6%	▲ 6.9%
Visitor	441.8	664.5	692.4	741.4	759.4	789.8	823.2	579.6	827.0	1,021.1	▲ 23.5%	▲ 4.5%
Earnings (\$Millions)												
Earnings (Current \$)	120.1	187.7	200.5	216.6	227.1	249.7	265.9	235.7	262.6	340.8	▲ 29.7%	▲ 5.6%
Employment (Jobs)												
Employment	6,860	8,330	8,440	8,780	8,850	9,220	9,440	7,790	8,280	10,130	▲ 22.3%	▲ 2.1%
Tax Revenue (\$Millions)												
Total (Current \$)	16.7	28.5	30.8	32.9	36.2	38.1	39.4	35.9	44.3	51.9	▲ 17.2%	▲ 6.2%
Local	6.8	11.9	13.3	14.0	14.7	15.2	15.4	15.9	20.5	22.4	▲ 9.0%	▲ 6.5%
State	9.9	16.6	17.5	19.0	21.5	22.9	24.1	20.0	23.7	29.5	▲ 24.2%	▲ 5.9%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1



Central Coast / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	441.8	664.5	692.4	741.4	759.4	789.8	823.2	579.6	827.0	1,021.1	23.5%	24.1%
Other Travel*	9.5	22.7	24.1	27.5	28.5	33.7	33.0	28.3	26.6	33.7	26.6%	2.3%
TOTAL	451.3	687.2	716.4	768.9	787.9	823.5	856.1	607.9	853.6	1,054.9	23.6%	23.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	190.4	350.3	372.9	408.2	422.3	438.3	458.5	377.5	548.3	624.0	13.8%	36.1%
Hotel, Motel**									341.1	366.3	7.4%	
STVR**									207.2	257.7	24.4%	
Private Home	20.0	26.9	26.6	27.4	27.9	29.2	29.9	37.8	37.0	31.6	-14.7%	5.5%
Campground	57.9	69.6	70.9	72.8	73.2	76.2	79.4	53.4	64.0	64.2	0.3%	-19.1%
Second Home	20.7	28.2	28.4	28.6	29.7	30.8	31.6	25.7	29.5	32.6	10.3%	3.2%
Day Travel	152.9	189.5	193.5	204.5	206.2	215.2	223.8	85.2	148.2	268.8	81.4%	20.1%
TOTAL	441.8	664.5	692.4	741.4	759.4	789.8	823.2	579.6	827.0	1,021.1	23.5%	24.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	96.0	163.8	181.3	191.9	201.2	204.2	210.8	215.4	337.2	379.9	12.7%	80.2%
Food Service	106.9	178.3	190.6	212.5	217.7	229.2	244.2	146.7	185.5	234.3	26.3%	-4.1%
Food Stores	49.4	67.8	70.9	73.4	72.5	74.2	77.2	51.5	75.8	98.6	30.0%	27.7%
Local Tran. & Gas	36.4	72.5	61.0	61.4	66.6	75.9	77.9	44.1	65.6	92.2	40.4%	18.3%
Arts, Ent. & Rec.	74.0	90.9	94.6	102.6	102.6	105.6	109.4	60.9	77.1	98.0	27.2%	-10.4%
Retail Sales	79.1	91.1	93.9	99.6	98.7	100.6	103.7	60.9	85.7	118.2	37.9%	14.0%
TOTAL	441.8	664.5	692.4	741.4	759.4	789.8	823.2	579.6	827.0	1,021.1	23.5%	24.1%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

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**Starting in 2021, we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Central Coast / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	78.7	131.5	140.6	151.3	160.1	177.0	189.8	163.4	189.2	245.7	29.8%	29.5%
Arts, Ent. & Rec.	20.4	24.5	25.7	27.2	27.9	30.3	32.5	25.9	27.2	41.1	51.2%	26.4%
Retail**	16.4	21.3	22.6	24.5	25.2	26.2	27.5	31.3	33.1	38.0	14.8%	38.1%
Ground Tran.	1.6	2.5	2.7	3.2	3.3	3.5	3.8	3.7	3.3	3.8	15.1%	-2.0%
Other Travel*	3.1	7.8	8.8	10.4	10.7	12.7	12.3	11.5	9.9	12.2	23.5%	-0.9%
TOTAL	120.1	187.7	200.5	216.6	227.1	249.7	265.9	235.7	262.6	340.8	29.7%	28.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	4,380	5,490	5,590	5,790	5,880	6,120	6,330	5,150	5,730	6,940	21.1%	9.6%
Arts, Ent. & Rec.	1,470	1,620	1,580	1,640	1,620	1,710	1,740	1,270	1,240	1,820	46.7%	4.8%
Retail**	870	940	970	1,020	1,020	1,030	1,030	1,090	1,080	1,150	6.5%	12.1%
Ground Tran.	70	80	80	90	90	90	90	90	80	70	-3.4%	-18.9%
Other Travel*	80	200	220	250	250	270	250	190	140	140	-6.1%	-45.6%
TOTAL	6,860	8,330	8,440	8,780	8,850	9,220	9,440	7,790	8,280	10,130	22.3%	7.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.8	11.9	13.3	14.0	14.7	15.2	15.4	15.9	20.5	22.4	9.0%	45.6%
State Tax Receipts	9.9	16.6	17.5	19.0	21.5	22.9	24.1	20.0	23.7	29.5	24.2%	22.6%
TOTAL	16.7	28.5	30.8	32.9	36.2	38.1	39.4	35.9	44.3	51.9	17.2%	31.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

*Other Travel includes resident air travel, travel arrangement and convention/ trade shows.

Central Coast / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Central Coast region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$264	\$571	\$687	\$1,487	2.6	2.2
Private Home	\$37	\$138	\$92	\$343	2.5	3.7
Other Overnight	\$48	\$177	\$140	\$521	2.9	3.7
All Overnight	\$104	\$307	\$284	\$832	2.7	2.9

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	2,908,070	4,232,520	4,370,890	1,064,460	1,517,450	1,616,970
Private Home	1,119,710	1,035,590	851,300	467,820	432,700	341,500
Other Overnight	1,681,000	1,857,370	2,035,510	649,700	716,370	693,720
All Overnight	5,708,780	7,125,480	7,257,700	2,181,980	2,666,520	2,652,200

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,311,410	1,666,620	1,677,700	477,300	599,020	626,290
Private Home	276,970	256,300	228,890	115,780	107,150	91,880
Other Overnight	455,040	503,080	546,260	175,560	193,690	185,930
All Overnight	2,043,420	2,426,000	2,452,850	768,640	899,850	904,100

South Coast / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$130,072
Employee Earnings Generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$4
Local & State Tax Revenues per County Household	\$509
Visitor Shares	
Travel Share of Total Employment (2022)	14%
Overnight Visitor Day Share of Resident Population*	14%

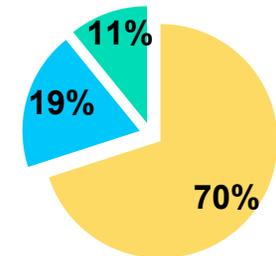
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day approximately 14% of the population is added to the amount of people in the area.

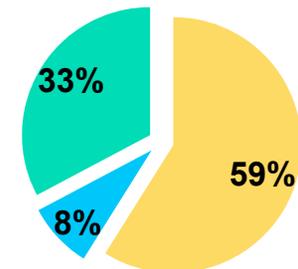
Visitors staying in hotel, motel, or short term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

South Coast Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

South Coast / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	282.2	376.2	387.1	395.9	403.6	416.1	431.5	296.3	384.5	522.1	▲ 35.8%	▲ 3.3%
Other	7.1	8.1	6.8	6.7	7.2	8.1	8.2	3.9	6.8	9.9	▲ 45.0%	▲ 1.7%
Visitor	275.1	368.1	380.3	389.2	396.4	408.1	423.3	292.5	377.7	512.2	▲ 35.6%	▲ 3.3%
Earnings (\$Millions)												
Earnings (Current \$)	81.3	108.5	118.3	125.6	130.5	138.7	147.8	139.5	155.3	187.3	▲ 20.6%	▲ 4.5%
Employment (Jobs)												
Employment	5,080	4,810	5,050	5,300	5,330	5,430	5,560	5,010	5,360	6,000	▲ 11.9%	▲ 0.9%
Tax Revenue (\$Millions)												
Total (Current \$)	8.5	11.6	12.4	13.1	14.4	14.9	15.5	13.4	15.9	19.8	▲ 24.4%	▲ 4.5%
Local	1.7	1.8	2.0	2.0	2.1	2.2	2.2	2.2	2.8	3.6	▲ 26.6%	▲ 4.2%
State	6.9	9.9	10.4	11.0	12.2	12.7	13.3	11.2	13.1	16.2	▲ 23.9%	▲ 4.6%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

South Coast / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	275.1	368.1	380.3	389.2	396.4	408.1	423.3	292.5	377.7	512.2	35.6%	21.0%
Other Travel*	7.1	8.1	6.8	6.7	7.2	8.1	8.2	3.9	6.8	9.9	45.0%	20.4%
TOTAL	282.2	376.2	387.1	395.9	403.6	416.1	431.5	296.3	384.5	522.1	35.8%	21.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	102.8	154.6	163.0	168.4	173.8	176.7	183.1	145.0	204.3	263.2	28.8%	43.7%
Hotel, Motel**									170.3	223.2	31.0%	
STVR**									34.0	40.0	17.8%	
Private Home	28.6	35.5	35.7	35.5	35.7	37.3	38.2	40.3	38.7	40.8	5.3%	6.6%
Campground	42.7	53.1	53.9	55.3	55.7	58.0	60.5	49.8	55.7	62.1	11.5%	2.7%
Second Home	5.9	7.2	7.3	7.3	7.5	7.7	7.9	6.4	7.4	9.3	25.5%	17.2%
Day Travel	95.1	117.7	120.4	122.7	123.8	128.4	133.6	50.9	71.6	136.9	91.3%	2.5%
TOTAL	275.1	368.1	380.3	389.2	396.4	408.1	423.3	292.5	377.7	512.2	35.6%	21.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	53.4	74.1	81.9	86.7	90.5	89.0	91.2	89.8	124.7	157.3	26.2%	72.6%
Food Service	69.4	102.1	108.7	113.7	116.0	121.0	128.3	75.9	92.8	129.3	39.3%	0.8%
Food Stores	31.4	41.3	43.0	43.0	42.4	43.1	44.8	34.0	39.7	52.8	33.0%	17.9%
Local Tran. & Gas	27.1	48.7	40.7	38.5	41.6	47.1	48.1	27.6	40.4	60.8	50.5%	26.6%
Arts, Ent. & Rec.	48.7	54.1	56.0	57.4	57.3	58.4	60.3	33.3	39.2	54.7	39.5%	-9.2%
Retail Sales	41.9	44.7	45.9	46.3	45.7	46.2	47.4	30.4	37.0	52.9	43.0%	11.6%
Visitor Air Tran.	3.1	3.0	4.0	3.6	3.1	3.2	3.3	1.5	3.7	4.3	15.7%	30.5%
TOTAL	275.1	368.1	380.3	389.2	396.4	408.1	423.3	292.5	377.7	512.2	35.6%	21.0%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

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*Other spending includes resident air travel, travel arrangement & convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Starting in 2021, we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

South Coast / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	53.3	75.3	83.1	88.9	92.4	99.9	107.2	98.3	110.7	135.1	22.0%	26.0%
Arts, Ent. & Rec.	13.8	15.4	16.1	16.6	17.0	17.0	18.2	15.8	18.4	22.4	21.8%	23.2%
Retail**	9.9	12.1	12.8	13.3	13.6	13.9	14.2	18.0	18.9	21.9	15.6%	54.4%
Ground Tran.	1.1	1.5	1.6	1.7	1.8	1.9	2.1	2.0	1.6	2.0	27.1%	-4.7%
Visitor Air Tran.	1.4	2.8	3.3	3.6	3.9	4.4	4.3	4.2	4.4	4.1	-5.6%	-4.3%
Other Travel*	1.8	1.4	1.3	1.5	1.8	1.7	1.9	1.2	1.3	1.9	43.3%	1.4%
TOTAL	81.3	108.5	118.3	125.6	130.5	138.7	147.8	139.5	155.3	187.3	20.6%	26.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,080	2,990	3,170	3,340	3,410	3,480	3,620	3,150	3,450	3,900	12.9%	7.6%
Arts, Ent. & Rec.	1,320	1,170	1,190	1,240	1,190	1,230	1,230	1,060	1,110	1,250	13.1%	1.9%
Retail**	540	530	550	560	570	560	550	660	670	720	7.2%	29.8%
Ground Tran.	50	50	50	50	50	50	50	50	40	40	6.7%	-21.1%
Visitor Air Tran.	40	50	60	60	60	60	60	60	60	50	-12.0%	-12.9%
Other Travel*	70	40	40	50	50	50	50	30	30	40	21.8%	-11.8%
TOTAL	5,080	4,810	5,050	5,300	5,330	5,430	5,560	5,010	5,360	6,000	11.9%	7.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.7	1.8	2.0	2.0	2.1	2.2	2.2	2.2	2.8	3.6	26.6%	62.3%
State Tax Receipts	6.9	9.9	10.4	11.0	12.2	12.7	13.3	11.2	13.1	16.2	23.9%	21.6%
TOTAL	8.5	11.6	12.4	13.1	14.4	14.9	15.5	13.4	15.9	19.8	24.4%	27.4%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

*Other Travel includes resident air travel, travel arrangement and convention/ trade shows.

South Coast / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for South Coast region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$156	\$329	\$407	\$855	2.6	2.1
Private Home	\$38	\$143	\$94	\$354	2.5	3.8
Other Overnight	\$53	\$193	\$161	\$587	3.1	3.6
All Overnight	\$85	\$242	\$230	\$650	2.7	2.8

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,387,100	1,799,460	1,998,300	507,130	650,540	759,070
Private Home	1,251,780	1,063,740	1,061,520	524,150	452,680	432,290
Other Overnight	1,067,220	1,135,030	1,352,470	396,370	421,580	443,370
All Overnight	3,706,110	3,998,230	4,412,290	1,427,650	1,524,810	1,634,730

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	645,370	806,760	892,760	234,780	291,680	340,270
Private Home	309,940	264,100	284,470	129,740	111,600	115,130
Other Overnight	296,170	314,990	370,660	110,060	117,060	121,620
All Overnight	1,251,480	1,385,860	1,547,890	474,580	520,340	577,020

Portland Region / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$205,809
Employee Earnings Generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$7
Local & State Tax Revenues per County Household	\$359
Visitor Shares	
Travel Share of Total Employment (2022)	2%
Overnight Visitor Day Share of Resident Population*	4%

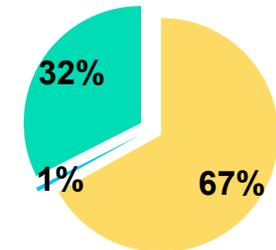
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day approximately 4% of the population is added to the amount of people in the area.

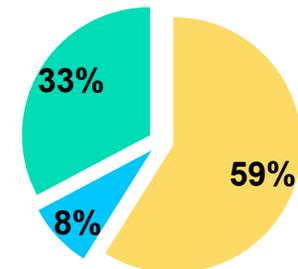
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2022 Share of Overnight Visitor Spending

Portland Region Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Portland Region / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	2,608.7	4,417.9	4,671.9	4,866.6	5,138.8	5,373.1	5,624.6	2,179.9	3,792.5	5,156.4	▲ 36.0%	▲ 3.7%
Other	709.9	1,142.1	1,181.4	1,222.9	1,298.2	1,375.7	1,514.6	535.6	928.5	1,443.8	▲ 55.5%	▲ 3.8%
Visitor	1,898.8	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,863.9	3,712.6	▲ 29.6%	▲ 3.6%
Earnings (\$Millions)												
Earnings (Current \$)	643.8	1,038.9	1,134.2	1,239.1	1,353.4	1,458.5	1,566.2	1,143.3	1,217.0	1,523.9	▲ 25.2%	▲ 4.6%
Employment (Jobs)												
Employment	24,920	31,480	32,830	34,530	35,290	36,220	36,910	26,360	27,180	32,390	▲ 19.2%	▲ 1.4%
Tax Revenue (\$Millions)												
Total (Current \$)	103.9	198.3	222.1	234.1	258.8	269.4	277.8	147.4	192.7	247.6	▲ 28.5%	▲ 4.7%
Local	48.9	104.4	121.6	125.2	133.8	137.2	138.9	61.2	87.9	117.9	▲ 34.1%	▲ 4.7%
State	55.0	93.9	100.5	108.9	125.0	132.1	138.9	86.2	104.8	129.7	▲ 23.8%	▲ 4.6%

Notes:

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The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1



Portland Region / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	1,898.8	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,863.9	3,712.6	29.6%	-9.7%
Other Travel*	709.9	1,142.1	1,181.4	1,222.9	1,298.2	1,375.7	1,514.6	535.6	928.5	1,443.8	55.5%	-4.7%
TOTAL	2,608.7	4,417.9	4,671.9	4,866.6	5,138.8	5,373.1	5,624.6	2,179.9	3,792.5	5,156.4	36.0%	-8.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	1,009.1	1,907.7	2,074.0	2,189.9	2,327.5	2,421.9	2,488.8	894.9	1,552.8	2,151.8	38.6%	-13.5%
Hotel, Motel**									1,426.9	2,024.0	41.8%	
STVR**									126.0	127.8	1.5%	
Private Home	547.6	866.3	902.0	919.7	955.8	996.8	1,024.2	507.3	853.3	1,042.0	22.1%	1.7%
Campground	14.2	20.5	20.7	21.2	21.3	22.3	23.2	18.9	14.2	16.8	18.1%	-27.8%
Second Home	6.0	8.8	8.8	8.8	9.1	9.5	9.8	7.3	8.4	9.2	8.6%	-6.4%
Day Travel	321.9	472.5	485.1	504.1	526.9	546.9	564.0	215.8	435.2	492.9	13.3%	-12.6%
TOTAL	1,898.8	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,863.9	3,712.6	29.6%	-9.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	330.5	705.1	811.1	886.2	943.8	962.9	977.2	368.7	623.0	799.7	28.4%	-18.2%
Food Service	399.0	706.6	756.8	814.8	866.5	907.7	956.2	416.2	713.3	843.7	18.3%	-11.8%
Food Stores	85.1	134.2	141.1	144.3	146.8	148.8	153.1	87.1	147.9	167.7	13.4%	9.5%
Local Tran. & Gas	285.3	529.2	497.9	483.7	523.0	573.1	580.3	284.9	463.0	647.3	39.8%	11.5%
Arts, Ent. & Rec.	154.8	205.5	214.6	226.0	234.1	239.3	245.2	65.5	108.5	120.3	10.8%	-50.9%
Retail Sales	271.5	350.2	362.6	375.3	384.0	388.4	396.4	190.1	334.6	377.1	12.7%	-4.9%
Visitor Air Tran.	372.5	645.1	706.3	713.5	742.3	777.2	801.6	231.8	473.8	756.8	59.7%	-5.6%
TOTAL	1,898.8	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,863.9	3,712.6	29.6%	-9.7%

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Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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**Starting in 2021, we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Portland Region / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	270.3	510.6	558.6	615.0	665.4	725.9	780.9	523.1	578.9	802.1	38.6%	2.7%
Arts, Ent. & Rec.	44.0	67.3	71.0	75.4	80.1	84.4	89.6	60.3	64.0	85.2	33.1%	-5.0%
Retail**	46.1	66.2	70.5	75.1	79.7	83.8	86.6	81.3	83.6	92.4	10.4%	6.7%
Ground Tran.	29.1	42.0	46.2	47.2	50.7	52.4	57.0	49.8	49.3	68.0	37.9%	19.3%
Visitor Air Tran.	81.0	119.0	134.2	144.9	162.9	175.2	177.3	151.4	155.0	159.5	2.9%	-10.0%
Other Travel*	173.4	233.7	253.7	281.5	314.6	336.8	374.8	277.4	286.2	316.8	10.7%	-15.5%
TOTAL	643.8	1,038.9	1,134.2	1,239.1	1,353.4	1,458.5	1,566.2	1,143.3	1,217.0	1,523.9	25.2%	-2.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	13,470	19,360	20,160	21,280	21,780	22,360	22,770	15,390	16,180	20,270	25.3%	-11.0%
Arts, Ent. & Rec.	2,180	2,770	2,840	3,030	3,090	3,080	3,150	1,930	2,030	2,760	35.9%	-12.4%
Retail**	1,910	2,340	2,390	2,450	2,560	2,580	2,570	2,220	2,200	2,220	0.8%	-13.7%
Ground Tran.	1,270	1,340	1,420	1,360	1,410	1,400	1,450	1,380	1,300	1,530	17.0%	5.0%
Visitor Air Tran.	1,810	1,690	1,860	1,980	2,000	2,110	2,100	1,770	1,790	1,720	-4.1%	-18.0%
Other Travel*	4,280	3,980	4,160	4,430	4,440	4,690	4,870	3,660	3,670	3,890	6.1%	-20.0%
TOTAL	24,920	31,480	32,830	34,530	35,290	36,220	36,910	26,360	27,180	32,390	19.2%	-12.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	48.9	104.4	121.6	125.2	133.8	137.2	138.9	61.2	87.9	117.9	34.1%	-15.1%
State Tax Receipts	55.0	93.9	100.5	108.9	125.0	132.1	138.9	86.2	104.8	129.7	23.8%	-6.7%
TOTAL	103.9	198.3	222.1	234.1	258.8	269.4	277.8	147.4	192.7	247.6	28.5%	-10.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

*Other Travel includes resident air travel, travel arrangement and convention/ trade shows.



Portland Region / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Portland Region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$254	\$609	\$581	\$1,417	2.3	2.4
Private Home	\$66	\$261	\$124	\$503	1.9	4.1
Other Overnight	\$46	\$183	\$121	\$484	2.6	4.0
All Overnight	\$123	\$400	\$252	\$852	2.0	3.4

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	4,426,460	8,459,560	9,782,110	1,936,630	3,393,880	4,169,620
Private Home	11,638,660	16,041,120	15,771,140	6,047,830	8,831,230	8,403,280
Other Overnight	548,560	486,640	563,530	232,180	211,880	214,830
All Overnight	16,613,680	24,987,320	26,116,770	8,216,630	12,437,000	12,787,730

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,791,580	3,364,310	3,918,490	762,090	1,341,420	1,655,040
Private Home	2,730,120	3,762,820	3,986,720	1,412,760	2,028,690	2,071,160
Other Overnight	140,730	123,010	141,850	58,880	52,960	53,520
All Overnight	4,662,430	7,250,130	8,047,060	2,233,730	3,423,060	3,779,720

Southern Oregon / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$144,894
Employee Earnings Generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$295
Visitor Shares	
Travel Share of Total Employment (2022)	5%
Overnight Visitor Day Share of Resident Population*	7%

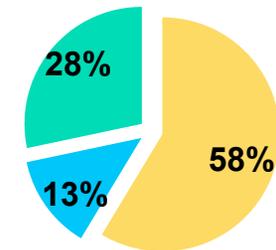
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day approximately 7% of the population is added to the amount of people in the area.

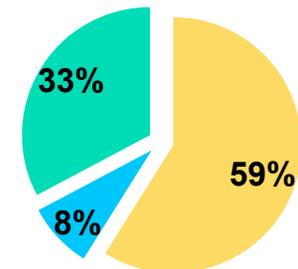
Visitors staying in hotel, motel, or short term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Southern Oregon Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Southern Oregon / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	717.2	956.4	975.9	1,001.6	1,055.0	1,097.8	1,132.5	708.0	1,217.1	1,405.7	▲ 15.5%	▲ 3.6%
Other	54.6	90.1	87.7	84.5	93.9	103.0	105.4	45.4	89.4	122.8	▲ 37.3%	▲ 4.4%
Visitor	662.6	866.2	888.2	917.1	961.1	994.7	1,027.0	662.6	1,127.7	1,283.0	▲ 13.8%	▲ 3.5%
Earnings (\$Millions)												
Earnings (Current \$)	186.6	251.2	267.8	283.9	306.0	325.5	339.6	310.7	343.8	417.5	▲ 21.4%	▲ 4.3%
Employment (Jobs)												
Employment	10,850	10,980	11,360	11,680	12,070	12,370	12,510	10,980	11,740	13,170	▲ 12.2%	▲ 1.0%
Tax Revenue (\$Millions)												
Total (Current \$)	25.2	36.9	39.2	41.7	46.5	48.2	49.6	38.5	52.6	60.0	▲ 14.1%	▲ 4.7%
Local	6.9	11.2	12.4	13.4	14.2	14.7	15.0	12.1	18.5	20.3	▲ 9.9%	▲ 5.9%
State	18.3	25.8	26.8	28.3	32.2	33.5	34.5	26.4	34.1	39.7	▲ 16.4%	▲ 4.2%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Southern Oregon / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	662.6	866.2	888.2	917.1	961.1	994.7	1,027.0	662.6	1,127.7	1,283.0	13.8%	24.9%
Other Travel*	54.6	90.1	87.7	84.5	93.9	103.0	105.4	45.4	89.4	122.8	37.3%	16.4%
TOTAL	717.2	956.4	975.9	1,001.6	1,055.0	1,097.8	1,132.5	708.0	1,217.1	1,405.7	15.5%	24.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	280.0	384.0	400.2	419.2	447.4	460.1	473.8	331.9	532.5	597.2	12.2%	26.1%
Hotel, Motel**									475.8	533.6	12.1%	
STVR**									56.6	63.7	12.4%	
Private Home	156.8	217.2	219.6	223.6	232.2	242.5	250.5	149.2	269.4	290.5	7.8%	15.9%
Campground	49.8	60.3	60.7	62.0	62.6	65.5	68.2	62.5	98.6	112.9	14.5%	65.5%
Second Home	12.8	17.6	17.6	17.7	18.1	18.9	19.3	15.7	18.0	20.3	13.1%	5.3%
Day Travel	163.3	187.1	190.1	194.6	200.7	207.9	215.2	103.3	209.2	262.1	25.2%	21.8%
TOTAL	662.6	866.2	888.2	917.1	961.1	994.7	1,027.0	662.6	1,127.7	1,283.0	13.8%	24.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	118.0	156.6	171.8	183.7	194.3	192.3	195.4	162.6	264.3	276.1	4.5%	41.3%
Food Service	162.0	225.8	239.1	252.4	265.4	275.4	290.8	192.7	319.4	357.6	11.9%	22.9%
Food Stores	65.3	85.8	89.3	89.8	90.0	91.3	94.5	67.5	116.5	134.2	15.2%	42.1%
Local Tran. & Gas	80.4	138.4	118.1	113.5	125.3	142.8	145.0	74.9	143.5	191.8	33.6%	32.2%
Arts, Ent. & Rec.	106.6	113.0	116.6	120.3	122.9	125.0	128.4	66.8	109.9	121.3	10.4%	-5.5%
Retail Sales	106.9	111.5	114.2	115.9	117.3	118.0	120.8	75.5	133.3	149.2	11.9%	23.5%
Visitor Air Tran.	23.5	35.1	39.1	41.5	45.9	50.0	52.0	22.6	40.7	52.8	29.6%	1.4%
TOTAL	662.6	866.2	888.2	917.1	961.1	994.7	1,027.0	662.6	1,127.7	1,283.0	13.8%	24.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other spending includes resident air travel, travel arrangement & convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Starting in 2021, we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Southern Oregon / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	119.6	168.4	181.2	195.3	212.3	227.9	236.8	210.0	233.7	284.4	21.7%	20.1%
Arts, Ent. & Rec.	32.3	38.1	39.6	41.2	43.1	45.0	47.9	41.0	45.0	60.4	34.1%	26.1%
Retail**	23.7	28.4	30.0	31.3	32.8	34.4	35.7	42.7	46.3	49.9	7.9%	39.9%
Ground Tran.	3.4	4.3	4.9	5.3	5.6	6.0	6.6	6.1	7.5	10.3	38.6%	57.8%
Visitor Air Tran.	1.6	2.8	3.0	3.2	3.9	3.9	4.0	3.7	3.6	3.6	1.2%	-10.3%
Other Travel*	6.1	9.1	9.1	7.7	8.4	8.4	8.7	7.2	7.8	8.9	14.2%	2.6%
TOTAL	186.6	251.2	267.8	283.9	306.0	325.5	339.6	310.7	343.8	417.5	21.4%	22.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	6,790	7,200	7,520	7,810	8,080	8,290	8,350	7,180	7,730	8,670	12.2%	3.9%
Arts, Ent. & Rec.	2,390	2,150	2,160	2,210	2,300	2,350	2,430	1,970	2,080	2,510	21.0%	3.5%
Retail**	1,210	1,180	1,230	1,240	1,270	1,300	1,300	1,440	1,500	1,510	0.5%	16.0%
Ground Tran.	150	130	150	150	150	160	160	160	190	230	17.8%	40.0%
Visitor Air Tran.	50	60	60	70	70	70	70	60	60	60	-5.8%	-18.3%
Other Travel*	260	260	250	210	200	200	200	170	180	190	7.3%	-5.8%
TOTAL	10,850	10,980	11,360	11,680	12,070	12,370	12,510	10,980	11,740	13,170	12.2%	5.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.9	11.2	12.4	13.4	14.2	14.7	15.0	12.1	18.5	20.3	9.9%	35.0%
State Tax Receipts	18.3	25.8	26.8	28.3	32.2	33.5	34.5	26.4	34.1	39.7	16.4%	14.9%
TOTAL	25.2	36.9	39.2	41.7	46.5	48.2	49.6	38.5	52.6	60.0	14.1%	21.0%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

*Other Travel includes resident air travel, travel arrangement and convention/ trade shows.

Southern Oregon / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Southern Oregon region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$166	\$366	\$421	\$938	2.5	2.2
Private Home	\$49	\$188	\$116	\$459	2.4	3.9
Other Overnight	\$45	\$168	\$137	\$511	3.0	3.7
All Overnight	\$77	\$246	\$199	\$640	2.6	3.2

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	2,873,520	4,329,920	4,249,500	1,075,230	1,590,220	1,645,160
Private Home	3,663,780	5,988,790	5,981,460	1,545,780	2,601,440	2,498,890
Other Overnight	1,768,060	2,503,080	2,967,620	665,190	933,760	974,590
All Overnight	8,305,360	12,821,780	13,198,580	3,286,200	5,125,420	5,118,650

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,280,610	1,868,420	1,819,220	473,200	683,080	702,480
Private Home	877,340	1,433,010	1,544,040	368,190	611,950	633,200
Other Overnight	477,260	678,920	794,560	179,160	252,820	260,550
All Overnight	2,635,200	3,980,350	4,157,810	1,020,560	1,547,860	1,596,230

Central Oregon / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$190,183
Employee Earnings Generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$618
Visitor Shares	
Travel Share of Total Employment (2022)	6%
Overnight Visitor Day Share of Resident Population*	12%

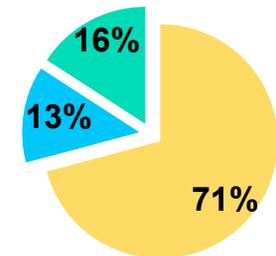
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day approximately 12% of the population is added to the amount of people in the area.

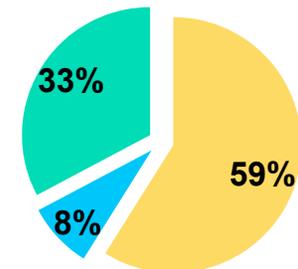
Visitors staying in hotel, motel, or short term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Central Oregon Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Central Oregon / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	401.0	748.6	795.5	852.5	902.2	964.4	1,021.9	680.3	1,056.8	1,310.1	▲ 24.0%	▲ 6.4%
Other	25.8	56.5	59.5	63.2	71.6	84.5	86.7	38.0	72.7	112.2	▲ 54.4%	▲ 8.0%
Visitor	375.2	692.1	736.0	789.3	830.5	879.8	935.2	642.3	984.1	1,198.0	▲ 21.7%	▲ 6.3%
Earnings (\$Millions)												
Earnings (Current \$)	100.8	193.0	218.1	232.5	249.7	277.7	292.0	258.0	294.0	360.0	▲ 22.5%	▲ 6.9%
Employment (Jobs)												
Employment	5,750	8,360	9,000	9,260	9,390	9,970	10,000	8,370	9,080	10,270	▲ 13.1%	▲ 3.1%
Tax Revenue (\$Millions)												
Total (Current \$)	16.3	29.8	33.0	36.2	40.7	43.2	47.5	41.6	54.3	63.6	▲ 17.1%	▲ 7.4%
Local	6.9	11.0	12.5	14.1	15.0	15.6	18.2	18.3	25.1	28.5	▲ 13.7%	▲ 7.7%
State	9.4	18.8	20.5	22.1	25.7	27.7	29.3	23.3	29.2	35.1	▲ 20.0%	▲ 7.2%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Central Oregon / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	375.2	692.1	736.0	789.3	830.5	879.8	935.2	642.3	984.1	1,198.0	21.7%	28.1%
Other Travel*	25.8	56.5	59.5	63.2	71.6	84.5	86.7	38.0	72.7	112.2	54.4%	29.4%
TOTAL	401.0	748.6	795.5	852.5	902.2	964.4	1,021.9	680.3	1,056.8	1,310.1	24.0%	28.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	173.0	377.8	411.0	451.7	476.5	505.0	544.1	383.4	617.9	731.9	18.4%	34.5%
Hotel, Motel**									359.6	464.4	29.1%	
STVR**									258.3	267.5	3.5%	
Private Home	61.7	104.8	110.3	115.4	124.1	133.1	139.8	101.8	143.4	163.0	13.7%	16.6%
Campground	39.2	48.0	48.5	49.6	50.1	52.3	54.6	52.8	65.1	79.9	22.8%	46.3%
Second Home	29.3	46.1	46.2	46.5	48.8	50.7	51.9	42.2	48.6	57.6	18.6%	11.0%
Day Travel	72.0	115.3	120.1	126.1	131.0	138.6	144.8	62.2	109.2	165.6	51.7%	14.4%
TOTAL	375.2	692.1	736.0	789.3	830.5	879.8	935.2	642.3	984.1	1,198.0	21.7%	28.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	88.9	179.7	203.4	227.5	239.9	246.7	270.5	250.5	399.8	451.3	12.9%	66.8%
Food Service	90.6	181.5	197.2	214.8	224.9	240.4	258.0	141.6	200.8	248.6	23.8%	-3.7%
Food Stores	37.8	60.9	64.4	66.0	66.5	68.6	71.6	57.2	85.4	106.8	25.1%	49.3%
Local Tran. & Gas	36.3	85.5	72.9	71.7	79.4	92.1	95.1	51.5	86.1	120.6	40.1%	26.7%
Arts, Ent. & Rec.	53.7	79.2	83.7	88.8	90.9	94.8	97.6	61.4	78.2	94.7	21.0%	-2.9%
Retail Sales	57.2	81.4	85.2	88.9	90.1	92.9	96.6	61.3	90.4	112.5	24.6%	16.5%
Visitor Air Tran.	10.8	23.9	29.3	31.6	38.8	44.2	45.8	18.7	43.4	63.5	46.1%	38.5%
TOTAL	375.2	692.1	736.0	789.3	830.5	879.8	935.2	642.3	984.1	1,198.0	21.7%	28.1%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other spending includes resident air travel, travel arrangement & convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Starting in 2021, we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Central Oregon / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	68.0	137.0	157.9	167.8	181.6	202.2	212.4	181.5	211.1	266.5	26.2%	25.5%
Arts, Ent. & Rec.	15.8	29.0	31.0	32.4	34.0	38.6	41.1	33.2	37.4	42.5	13.8%	3.5%
Retail**	12.4	19.5	20.9	22.4	23.5	25.1	26.2	32.7	35.7	39.8	11.4%	51.6%
Ground Tran.	1.5	2.8	3.0	3.4	3.6	3.9	4.3	3.7	3.7	4.4	18.9%	3.8%
Visitor Air Tran.	0.4	0.8	0.9	1.0	1.1	1.2	1.2	1.1	1.2	1.2	-1.8%	-4.1%
Other Travel*	2.7	4.0	4.4	5.6	5.8	6.6	6.8	5.7	4.8	5.6	16.0%	-17.2%
TOTAL	100.8	193.0	218.1	232.5	249.7	277.7	292.0	258.0	294.0	360.0	22.5%	23.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,740	5,560	6,080	6,230	6,310	6,640	6,630	5,440	6,030	6,910	14.7%	4.2%
Arts, Ent. & Rec.	1,180	1,760	1,840	1,890	1,930	2,120	2,160	1,610	1,720	2,010	16.6%	-7.0%
Retail**	640	830	860	870	880	920	920	1,050	1,100	1,110	1.6%	21.3%
Ground Tran.	60	80	90	90	100	100	100	90	90	90	-0.2%	-14.0%
Visitor Air Tran.	20	20	20	30	30	30	30	30	30	20	-8.5%	-12.6%
Other Travel*	110	110	110	160	150	170	160	140	120	120	3.1%	-26.1%
TOTAL	5,750	8,360	9,000	9,260	9,390	9,970	10,000	8,370	9,080	10,270	13.1%	2.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.9	11.0	12.5	14.1	15.0	15.6	18.2	18.3	25.1	28.5	13.7%	56.8%
State Tax Receipts	9.4	18.8	20.5	22.1	25.7	27.7	29.3	23.3	29.2	35.1	20.0%	19.7%
TOTAL	16.3	29.8	33.0	36.2	40.7	43.2	47.5	41.6	54.3	63.6	17.1%	33.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

*Other Travel includes resident air travel, travel arrangement and convention/ trade shows.

Central Oregon / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Central Oregon region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$291	\$627	\$733	\$1,600	2.5	2.2
Private Home	\$52	\$197	\$119	\$467	2.3	3.9
Other Overnight	\$41	\$152	\$119	\$445	2.9	3.7
All Overnight	\$93	\$293	\$242	\$773	2.6	3.2

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	2,426,790	4,215,130	4,638,010	923,840	1,538,940	1,749,380
Private Home	2,707,770	3,061,690	3,122,630	1,148,060	1,397,240	1,365,540
Other Overnight	2,379,940	2,679,990	3,380,180	925,710	1,038,790	1,152,490
All Overnight	7,514,500	9,956,820	11,140,820	2,997,610	3,974,970	4,267,410

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,062,370	1,627,580	1,785,820	396,050	592,870	676,350
Private Home	663,160	753,280	828,630	279,440	331,540	349,270
Other Overnight	641,980	723,690	907,670	249,220	279,970	309,090
All Overnight	2,367,510	3,104,560	3,522,120	924,710	1,204,380	1,334,710

Eastern Oregon / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$117,484
Employee Earnings Generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$337
Visitor Shares	
Travel Share of Total Employment (2022)	6%
Overnight Visitor Day Share of Resident Population*	8%

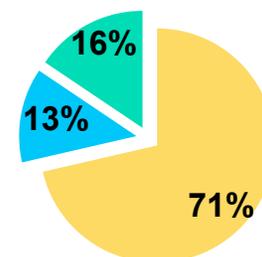
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day approximately 8% of the population is added to the amount of people in the area.

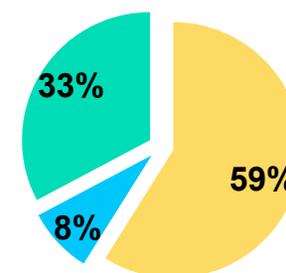
Visitors staying in hotel, motel, or short term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Eastern Oregon Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Eastern Oregon / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	284.2	347.7	350.8	354.1	382.0	398.9	412.0	258.0	409.0	544.6	▲ 33.1%	▲ 3.5%
Other	9.6	15.2	12.1	11.5	13.9	15.4	16.3	7.6	13.4	18.7	▲ 39.3%	▲ 3.5%
Visitor	274.6	332.5	338.7	342.6	368.2	383.4	395.7	250.4	395.6	525.9	▲ 32.9%	▲ 3.5%
Earnings (\$Millions)												
Earnings (Current \$)	79.5	104.4	112.2	117.0	123.4	134.6	142.3	130.8	145.9	181.3	▲ 24.2%	▲ 4.4%
Employment (Jobs)												
Employment	5,630	5,500	5,640	5,750	5,960	6,180	6,340	5,520	5,980	7,020	▲ 17.3%	▲ 1.2%
Tax Revenue (\$Millions)												
Total (Current \$)	9.7	13.7	14.4	15.0	17.2	17.9	18.6	14.8	19.5	24.7	▲ 26.5%	▲ 5.0%
Local	2.2	3.6	3.9	4.1	4.6	4.7	4.9	4.2	6.1	7.9	▲ 30.8%	▲ 6.9%
State	7.5	10.1	10.5	10.9	12.5	13.2	13.7	10.6	13.5	16.8	▲ 24.5%	▲ 4.4%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1

Eastern Oregon / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	274.6	332.5	338.7	342.6	368.2	383.4	395.7	250.4	395.6	525.9	32.9%	32.9%
Other Travel*	9.6	15.2	12.1	11.5	13.9	15.4	16.3	7.6	13.4	18.7	39.3%	14.5%
TOTAL	284.2	347.7	350.8	354.1	382.0	398.9	412.0	258.0	409.0	544.6	33.1%	32.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	109.8	146.6	153.0	156.0	173.7	181.0	187.9	121.6	220.1	292.1	32.7%	55.5%
Hotel, Motel**									200.1	268.1	34.0%	
STVR**									20.0	23.9	19.6%	
Private Home	40.1	53.2	51.9	51.5	54.1	56.2	57.0	48.1	60.1	64.0	6.6%	12.3%
Campground	29.8	36.9	37.2	38.0	38.4	40.1	41.8	31.5	35.7	39.8	11.4%	-4.8%
Second Home	8.6	11.0	11.0	11.0	11.3	11.8	12.0	10.1	11.6	12.8	10.7%	6.6%
Day Travel	86.3	84.7	85.7	86.0	90.7	94.4	97.0	39.1	68.1	117.2	72.2%	20.8%
TOTAL	274.6	332.5	338.7	342.6	368.2	383.4	395.7	250.4	395.6	525.9	32.9%	32.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	49.4	72.1	79.1	82.5	91.9	93.4	97.0	71.8	120.8	153.0	26.6%	57.6%
Food Service	67.8	84.4	89.1	91.9	98.6	103.4	108.6	72.0	111.1	149.4	34.5%	37.6%
Food Stores	31.1	37.7	39.0	38.7	39.3	39.9	41.0	26.6	35.8	45.6	27.6%	11.2%
Local Tran. & Gas	30.7	49.3	40.8	38.2	43.0	49.1	49.7	26.1	47.4	69.2	45.9%	39.3%
Arts, Ent. & Rec.	53.1	50.0	51.6	52.2	54.6	55.9	57.1	31.3	46.5	63.5	36.6%	11.2%
Retail Sales	41.6	38.4	39.1	38.9	40.0	40.5	41.2	22.2	33.2	44.4	33.8%	7.8%
Visitor Air Tran.	0.8	0.6	0.1	0.2	0.6	1.2	1.1	0.4	0.9	0.8	-4.1%	-25.1%
TOTAL	274.6	332.5	338.7	342.6	368.2	383.4	395.7	250.4	395.6	525.9	32.9%	32.9%

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Eastern Oregon / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	51.9	73.5	79.9	83.0	87.1	97.1	102.7	92.6	105.0	132.3	26.0%	28.8%
Arts, Ent. & Rec.	14.8	16.7	17.4	18.4	19.8	20.3	21.5	19.5	21.4	27.1	26.9%	26.0%
Retail**	10.3	11.4	11.9	12.2	12.9	13.4	13.9	15.0	15.8	17.5	10.9%	25.9%
Ground Tran.	1.4	1.6	1.7	1.8	2.0	2.1	2.3	2.0	2.0	2.4	24.6%	7.9%
Visitor Air Tran.	0.2	0.4	0.2	0.5	0.2	0.4	0.3	0.3	0.5	0.4	-14.8%	21.2%
Other Travel*	1.0	0.9	1.1	1.0	1.4	1.3	1.6	1.4	1.3	1.5	14.2%	-4.9%
TOTAL	79.5	104.4	112.2	117.0	123.4	134.6	142.3	130.8	145.9	181.3	24.2%	27.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,330	3,390	3,520	3,600	3,710	3,930	4,000	3,450	3,780	4,420	17.1%	10.5%
Arts, Ent. & Rec.	1,600	1,500	1,490	1,510	1,590	1,580	1,650	1,400	1,530	1,900	24.2%	14.9%
Retail**	570	510	520	530	550	550	550	560	560	580	3.2%	5.8%
Ground Tran.	60	50	50	50	50	50	50	50	50	50	4.6%	-10.7%
Visitor Air Tran.	10	10	10	10	10	10	10	10	10	10	-20.7%	10.4%
Other Travel*	60	50	50	60	60	60	70	60	50	50	2.3%	-20.5%
TOTAL	5,630	5,500	5,640	5,750	5,960	6,180	6,340	5,520	5,980	7,020	17.4%	10.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.2	3.6	3.9	4.1	4.6	4.7	4.9	4.2	6.1	7.9	30.8%	63.1%
State Tax Receipts	7.5	10.1	10.5	10.9	12.5	13.2	13.7	10.6	13.5	16.8	24.5%	22.1%
TOTAL	9.7	13.7	14.4	15.0	17.2	17.9	18.6	14.8	19.5	24.7	26.5%	32.8%

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**Retail includes gasoline.

*Other Travel includes resident air travel, travel arrangement and convention/ trade shows.

Eastern Oregon / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Eastern Oregon region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$126	\$249	\$329	\$649	2.6	2.0
Private Home	\$32	\$108	\$80	\$265	2.5	3.3
Other Overnight	\$45	\$157	\$134	\$469	3.0	3.5
All Overnight	\$71	\$188	\$188	\$493	2.6	2.6

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,228,030	2,167,260	2,565,830	446,420	780,840	975,370
Private Home	1,660,330	1,961,920	1,982,560	703,160	830,820	805,100
Other Overnight	953,290	1,020,950	1,176,210	361,300	386,880	392,420
All Overnight	3,841,660	5,150,130	5,724,590	1,510,870	1,998,540	2,172,890

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	612,750	1,055,340	1,246,030	221,960	380,520	475,050
Private Home	461,970	545,560	594,200	195,700	231,090	241,370
Other Overnight	274,180	293,590	335,170	104,220	111,580	112,230
All Overnight	1,348,900	1,894,480	2,175,400	521,880	723,190	828,650

Mt. Hood & Columbia River Gorge / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$132,662
Employee Earnings Generated by \$100 Visitor Spending	\$37
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$687
Visitor Shares	
Travel Share of Total Employment (2022)	5%
Overnight Visitor Day Share of Resident Population*	11%

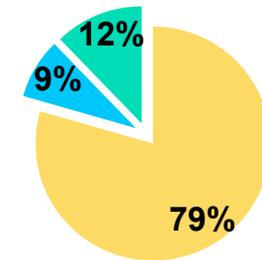
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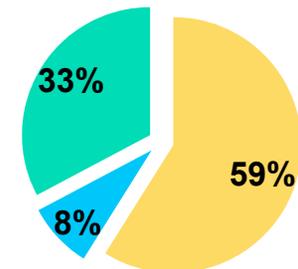
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2022 Share of Overnight Visitor Spending

Mt. Hood & Columbia River Gorge Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Mt. Hood & Columbia River Gorge / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	230.9	350.4	368.8	400.2	421.5	430.7	446.7	241.0	438.1	507.2	▲ 15.8%	▲ 4.2%
Other	11.1	17.3	16.4	17.2	15.5	17.1	17.6	13.1	14.5	18.8	▲ 29.0%	▲ 2.8%
Visitor	219.9	333.0	352.4	383.0	406.0	413.6	429.1	227.9	423.5	488.4	▲ 15.3%	▲ 4.3%
Earnings (\$Millions)												
Earnings (Current \$)	61.2	97.0	105.9	117.4	124.6	132.6	148.7	126.6	150.4	185.5	▲ 23.3%	▲ 6.0%
Employment (Jobs)												
Employment	3,590	4,320	4,550	4,850	4,970	5,000	5,300	4,290	4,920	5,710	▲ 16.0%	▲ 2.5%
Tax Revenue (\$Millions)												
Total (Current \$)	7.7	13.7	14.9	17.0	19.2	19.7	20.8	15.7	23.5	26.6	▲ 13.1%	▲ 6.7%
Local	2.3	4.6	5.1	6.3	6.8	6.8	6.9	5.6	9.9	10.5	▲ 5.6%	▲ 8.4%
State	5.5	9.1	9.8	10.8	12.4	12.9	13.8	10.1	13.6	16.2	▲ 18.6%	▲ 5.9%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Mt. Hood & Columbia River Gorge / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	219.9	333.0	352.4	383.0	406.0	413.6	429.1	227.9	423.5	488.4	15.3%	13.8%
Other Travel*	11.1	17.3	16.4	17.2	15.5	17.1	17.6	13.1	14.5	18.8	29.0%	6.4%
TOTAL	230.9	350.4	368.8	400.2	421.5	430.7	446.7	241.0	438.1	507.2	15.8%	13.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	80.7	148.3	162.0	183.8	199.7	202.5	209.9	121.4	238.6	261.1	9.4%	24.4%
Hotel, Motel**									131.8	152.0	15.3%	
STVR**									106.8	109.1	2.2%	
Private Home	25.9	37.3	37.5	38.4	39.3	40.3	41.5	28.8	37.2	39.8	6.8%	-4.1%
Campground	14.3	20.8	21.0	21.6	21.8	22.7	23.6	17.9	14.5	16.9	16.6%	-28.4%
Second Home	5.5	7.9	7.9	7.9	8.1	8.5	8.7	7.1	8.1	11.1	36.9%	27.9%
Day Travel	93.5	118.7	123.9	131.4	137.0	139.6	145.5	52.6	125.1	159.6	27.6%	9.7%
TOTAL	219.9	333.0	352.4	383.0	406.0	413.6	429.1	227.9	423.5	488.4	15.3%	13.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	35.4	70.2	80.4	94.5	102.0	102.3	105.0	74.0	145.2	154.8	6.6%	47.3%
Food Service	61.0	96.2	104.6	114.7	122.3	125.4	132.8	63.6	113.1	132.4	17.1%	-0.3%
Food Stores	20.4	29.7	31.4	32.4	32.8	32.9	34.2	21.4	38.3	45.8	19.6%	34.0%
Local Tran. & Gas	20.9	41.0	35.0	34.6	38.9	43.5	44.3	21.7	41.5	55.3	33.5%	25.0%
Arts, Ent. & Rec.	34.9	42.2	44.7	47.8	49.7	49.7	51.3	18.1	27.7	32.0	15.7%	-37.6%
Retail Sales	47.3	53.8	56.3	59.0	60.3	59.9	61.5	29.0	57.9	68.2	17.8%	10.8%
TOTAL	219.9	333.0	352.4	383.0	406.0	413.6	429.1	227.9	423.5	488.4	15.3%	13.8%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other spending includes resident air travel, travel arrangement & convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Starting in 2021, we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Mt. Hood & Columbia River Gorge / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	38.1	65.6	72.3	80.8	86.9	93.7	107.5	91.3	111.2	138.5	24.6%	28.8%
Arts, Ent. & Rec.	10.3	14.5	15.5	17.0	18.1	18.5	19.8	14.9	16.2	21.5	32.7%	8.4%
Retail**	8.4	11.0	11.8	12.7	13.4	13.9	14.4	14.1	17.1	18.3	7.0%	26.9%
Ground Tran.	0.9	1.4	1.5	1.7	1.9	1.9	2.1	1.7	2.0	2.5	22.5%	19.7%
Other Travel*	3.5	4.6	4.8	5.3	4.3	4.6	4.9	4.6	3.9	4.7	19.9%	-3.1%
TOTAL	61.2	97.0	105.9	117.4	124.6	132.6	148.7	126.6	150.4	185.5	23.3%	24.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,320	2,910	3,060	3,270	3,370	3,410	3,670	3,070	3,610	4,180	15.8%	13.7%
Arts, Ent. & Rec.	700	790	860	920	950	940	970	630	650	880	34.4%	-9.7%
Retail**	410	450	470	490	510	510	510	470	560	550	-1.9%	6.4%
Ground Tran.	40	40	40	50	50	50	50	40	50	50	2.8%	-0.9%
Other Travel*	110	110	110	120	90	100	100	70	50	60	5.7%	-40.9%
TOTAL	3,590	4,320	4,550	4,850	4,970	5,000	5,300	4,290	4,920	5,710	16.1%	7.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.3	4.6	5.1	6.3	6.8	6.8	6.9	5.6	9.9	10.5	5.6%	50.7%
State Tax Receipts	5.5	9.1	9.8	10.8	12.4	12.9	13.8	10.1	13.6	16.2	18.6%	16.8%
TOTAL	7.7	13.7	14.9	17.0	19.2	19.7	20.8	15.7	23.5	26.6	13.1%	28.2%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

*Other Travel includes resident air travel, travel arrangement and convention/ trade shows.

Mt. Hood & Columbia River Gorge / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Mt. Hood & Columbia River Gorge region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$227	\$483	\$562	\$1,220	2.5	2.2
Private Home	\$33	\$123	\$76	\$293	2.3	3.9
Other Overnight	\$43	\$162	\$125	\$477	2.9	3.8
All Overnight	\$80	\$243	\$206	\$632	2.6	3.1

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,072,840	2,275,520	2,239,070	420,290	835,360	848,910
Private Home	1,073,200	1,212,600	1,207,260	453,650	544,830	525,260
Other Overnight	574,270	507,540	655,980	219,060	195,500	223,850
All Overnight	2,720,310	3,995,660	4,102,310	1,093,000	1,575,680	1,598,020

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	492,440	865,720	857,350	187,070	316,660	325,900
Private Home	265,650	300,650	322,730	111,800	131,120	135,640
Other Overnight	153,900	135,260	172,410	58,550	51,950	58,680
All Overnight	911,990	1,301,640	1,352,500	357,420	499,730	520,230

Oregon Coast / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$147,201
Employee Earnings Generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$1,177
Visitor Shares	
Travel Share of Total Employment (2022)	20%
Overnight Visitor Day Share of Resident Population*	21%

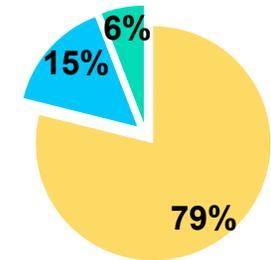
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day approximately 21% of the population is added to the amount of people in the area.

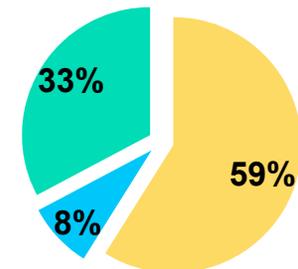
Visitors staying in hotel, motel, or short term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Oregon Coast Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Oregon Coast / Impacts, Summary

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	1,180.1	1,800.7	1,871.9	1,942.8	1,985.3	2,064.2	2,138.4	1,499.9	1,933.6	2,402.7	▲ 24.3%	▲ 3.8%
Other	17.9	20.4	22.7	25.4	26.0	30.5	29.8	26.8	23.3	29.5	▲ 26.5%	▲ 2.7%
Visitor	1,162.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,910.2	2,373.2	▲ 24.2%	▲ 3.8%
Earnings (\$Millions)												
Earnings (Current \$)	329.6	504.7	543.9	578.9	612.4	674.3	721.6	632.5	705.5	874.5	▲ 24.0%	▲ 5.3%
Employment (Jobs)												
Employment	18,430	20,760	21,470	22,260	22,610	23,460	24,180	20,290	21,740	25,290	▲ 16.4%	▲ 1.7%
Tax Revenue (\$Millions)												
Total (Current \$)	40.5	69.0	74.9	78.9	87.0	92.2	95.9	88.7	101.2	116.1	▲ 14.7%	▲ 5.7%
Local	13.9	25.3	28.6	29.8	31.3	32.8	33.7	36.8	42.0	44.4	▲ 5.6%	▲ 6.3%
State	26.6	43.7	46.3	49.1	55.7	59.4	62.3	51.9	59.2	71.7	▲ 21.2%	▲ 5.4%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1

Oregon Coast / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	1,162.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,910.2	2,373.2	24.2%	12.5%
Other Travel*	17.9	20.4	22.7	25.4	26.0	30.5	29.8	26.8	23.3	29.5	26.5%	-0.8%
TOTAL	1,180.1	1,800.7	1,871.9	1,942.8	1,985.3	2,064.2	2,138.4	1,499.9	1,933.6	2,402.7	24.3%	12.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	456.9	862.7	914.6	961.9	991.9	1,027.2	1,065.1	908.0	1,180.3	1,328.0	12.5%	24.7%
Hotel, Motel**									754.2	846.0	12.2%	
STVR**									426.1	482.0	13.1%	
Private Home	64.4	83.9	83.4	84.1	85.6	89.5	91.8	102.8	102.2	98.6	-3.6%	7.3%
Campground	148.6	180.6	183.6	188.2	189.5	197.5	205.8	142.2	165.8	178.2	7.5%	-13.4%
Second Home	47.9	63.7	63.9	64.3	66.7	69.3	71.0	57.9	66.8	79.1	18.4%	11.4%
Day Travel	444.5	589.3	603.7	619.0	625.6	650.2	674.9	262.2	395.1	689.3	74.4%	2.1%
TOTAL	1,162.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,910.2	2,373.2	24.2%	12.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	232.7	402.6	445.7	468.9	489.5	497.2	509.1	546.8	744.2	818.2	9.9%	60.7%
Food Service	295.8	498.2	532.4	566.6	579.3	606.7	642.9	371.2	440.9	572.6	29.9%	-10.9%
Food Stores	127.5	178.7	186.7	188.7	186.3	190.0	197.2	132.1	176.6	231.9	31.3%	17.6%
Local Tran. & Gas	107.8	215.4	180.7	174.2	188.7	214.4	218.6	123.7	175.1	248.6	42.0%	13.7%
Arts, Ent. & Rec.	192.5	242.3	252.2	262.2	261.9	268.1	276.5	146.3	173.3	225.5	30.1%	-18.5%
Retail Sales	202.9	240.0	247.5	253.2	250.5	254.1	260.9	151.6	196.5	272.1	38.5%	4.3%
Visitor Air Tran.	3.1	3.0	4.0	3.6	3.1	3.2	3.3	1.5	3.7	4.3	15.7%	30.5%
TOTAL	1,162.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,910.2	2,373.2	24.2%	12.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other spending includes resident air travel, travel arrangement & convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Starting in 2021, we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Oregon Coast / Impacts, Detailed

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	217.7	360.5	391.0	416.9	445.8	497.5	536.2	453.9	516.2	644.7	24.9%	20.2%
Arts, Ent. & Rec.	55.0	67.5	71.0	74.6	76.3	80.6	86.2	72.2	79.6	104.5	31.3%	21.3%
Retail**	43.3	57.5	60.9	64.0	65.7	68.8	71.2	80.7	87.2	98.6	13.1%	38.5%
Ground Tran.	4.3	7.0	7.5	8.3	8.7	9.1	9.9	9.3	7.5	9.0	20.7%	-9.5%
Visitor Air Tran.	1.4	2.8	3.3	3.6	3.9	4.4	4.3	4.2	4.4	4.1	-5.6%	-4.3%
Other Travel*	7.8	9.3	10.2	11.5	12.0	13.9	13.7	12.2	10.6	13.5	26.9%	-1.9%
TOTAL	329.6	504.7	543.9	578.9	612.4	674.3	721.6	632.5	705.5	874.5	24.0%	21.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	11,740	13,720	14,320	14,920	15,320	16,000	16,650	13,570	14,890	17,440	17.1%	4.8%
Arts, Ent. & Rec.	3,950	4,010	4,000	4,090	4,050	4,170	4,260	3,400	3,540	4,410	24.7%	3.5%
Retail**	2,340	2,540	2,620	2,690	2,680	2,700	2,700	2,830	2,920	3,060	4.7%	13.2%
Ground Tran.	190	210	220	230	230	230	240	230	180	180	1.3%	-25.1%
Visitor Air Tran.	40	50	60	60	60	60	60	60	60	50	-12.0%	-12.9%
Other Travel*	180	230	250	270	270	300	270	200	150	150	-0.8%	-45.4%
TOTAL	18,430	20,760	21,470	22,260	22,610	23,460	24,180	20,290	21,740	25,290	16.3%	4.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	13.9	25.3	28.6	29.8	31.3	32.8	33.7	36.8	42.0	44.4	5.6%	32.0%
State Tax Receipts	26.6	43.7	46.3	49.1	55.7	59.4	62.3	51.9	59.2	71.7	21.2%	15.2%
TOTAL	40.5	69.0	74.9	78.9	87.0	92.2	95.9	88.7	101.2	116.1	14.7%	21.1%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

*Other Travel includes resident air travel, travel arrangement and convention/ trade shows.

Oregon Coast / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Oregon Coast region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$235	\$535	\$612	\$1,392	2.6	2.3
Private Home	\$36	\$142	\$90	\$352	2.5	3.9
Other Overnight	\$47	\$170	\$139	\$502	2.9	3.6
All Overnight	\$96	\$292	\$262	\$791	2.7	3.0

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	7,168,950	9,091,930	9,354,120	2,628,960	3,265,140	3,480,210
Private Home	3,225,150	2,956,000	2,720,000	1,349,140	1,244,150	1,098,210
Other Overnight	4,309,040	4,687,840	5,467,350	1,655,470	1,799,080	1,854,010
All Overnight	14,703,140	16,735,770	17,541,470	5,633,570	6,308,370	6,432,440

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	3,053,230	3,516,620	3,563,400	1,113,100	1,265,300	1,335,620
Private Home	758,690	698,130	695,610	317,450	293,190	280,280
Other Overnight	1,251,900	1,305,850	1,509,440	479,940	501,210	512,160
All Overnight	5,063,810	5,520,600	5,768,440	1,910,480	2,059,710	2,128,060



County Impacts

2022p

This section provides detailed county estimates, as well as a number of summary tables. In interpreting these estimates, readers are advised that:

- Monetary values are expressed in current dollars (no inflation adjustment).
- Estimates measure direct impacts only.
- Counties with small populations and economies are less reliable than estimates for more populous and economically diverse areas.
- Total employment provided by the Bureau of Economic Analysis is an estimate in itself and covers the total amount of jobs, not the number of residents that work.
- Clackamas, Douglas, Lane, Multnomah, and Wasco counties are split into multiple travel regions. This breakdown is provided only on the county summary tables.
- Gilliam and Sherman counties are combined into a single region in the detailed reporting due to their relative size and nature of travel activity in that area.

County level travel estimates utilize the best information available at the time of the report and are subject to revision. All job estimates presented reflect total count of jobs and are not modified to be full time equivalent. It is important to note that job growth could reflect a decrease in full time positions and an increase in part time. Spending and job growth are not in a 1:1 relationship, job gains will continue to lag behind spending during economic recovery.

Starting with 2021 spending estimates for short term vacation rentals is broken out from our summary figure. These breakouts are subject to revision as more information becomes available regarding this type of lodging.

Visitor volume figures are presented in four measures, person-trips, person-nights, party-trips, and party-nights. These measures can move in different directions based on changes to estimated party size and length of stay. It should be stressed that direct travel spending is more reliable to the health of the travel industry than visitor volume. For these and other reasons, the measures provided in this section are general indicators that should be used in conjunction with other measures of local economic activity.

County / Summary

Direct Travel Impacts 2022p

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Baker	\$72.1	\$20.1	900	\$1,021	\$2,041	\$3,062
Benton	\$185.6	\$47.8	1,980	\$4,019	\$5,556	\$9,575
Clackamas	\$631.8	\$285.3	7,810	\$5,443	\$25,360	\$30,803
East Clackamas	\$111.8	\$49.4	1,370	\$937	\$4,093	\$5,030
West Clackamas	\$399.4	\$178.1	4,800	\$4,505	\$16,076	\$20,582
South Clackamas	\$120.6	\$57.9	1,640	\$0	\$5,191	\$5,191
Clatsop	\$586.6	\$252.3	7,120	\$13,156	\$19,186	\$32,342
Columbia	\$45.8	\$16.4	710	\$0	\$1,944	\$1,944
Coos	\$309.5	\$114.0	3,630	\$2,138	\$10,406	\$12,543
Crook	\$56.5	\$20.5	690	\$432	\$1,813	\$2,244
Curry	\$212.6	\$73.3	2,370	\$1,450	\$5,786	\$7,235
Deschutes	\$1,116.2	\$307.1	8,150	\$25,694	\$29,587	\$55,281
Douglas	\$311.9	\$99.2	3,540	\$2,271	\$9,444	\$11,715
East Douglas	\$243.8	\$77.6	2,770	\$1,992	\$7,644	\$9,636
West Douglas	\$68.1	\$21.6	760	\$279	\$1,800	\$2,079
Gilliam	\$4.9	\$1.5	80	\$0	\$156	\$156
Grant	\$16.2	\$3.9	200	\$158	\$441	\$598
Harney	\$26.8	\$10.4	460	\$477	\$820	\$1,297
Hood River	\$105.0	\$34.6	1,010	\$2,591	\$3,471	\$6,062
Jackson	\$727.8	\$198.3	5,700	\$13,123	\$18,765	\$31,888
Jefferson	\$122.6	\$26.2	1,200	\$2,419	\$3,205	\$5,624
Josephine	\$171.5	\$65.0	2,230	\$1,969	\$5,876	\$7,844
Klamath	\$242.4	\$72.2	2,250	\$3,017	\$6,861	\$9,878
Lake	\$20.3	\$4.6	220	\$214	\$556	\$770
Lane	\$1,393.6	\$352.2	10,750	\$20,738	\$33,125	\$53,863
East Lane	\$1,072.9	\$264.0	8,020	\$16,210	\$25,719	\$41,929
West Lane	\$320.7	\$88.3	2,740	\$4,528	\$7,407	\$11,935
Lincoln	\$666.0	\$230.9	6,630	\$17,590	\$20,286	\$37,876
Linn	\$209.1	\$57.8	2,220	\$3,100	\$6,912	\$10,012
Malheur	\$68.8	\$19.2	710	\$1,632	\$2,007	\$3,639



County / Summary

Direct Travel Impacts 2022p

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Marion	\$549.0	\$141.0	4,840	\$7,126	\$17,290	\$24,416
Morrow	\$18.0	\$6.2	250	\$6	\$670	\$676
Multnomah	\$4,050.0	\$1,077.7	20,390	\$101,447	\$85,730	\$187,177
East Multnomah	\$201.3	\$60.4	1,900	\$5,085	\$5,484	\$10,570
West Multnomah	\$3,848.7	\$1,017.3	18,490	\$96,361	\$80,246	\$176,607
Polk	\$233.0	\$86.4	3,010	\$0	\$6,811	\$6,811
Sherman	\$5.5	\$1.2	40	\$17	\$144	\$161
Tillamook	\$239.1	\$94.1	2,040	\$5,263	\$6,868	\$12,131
Umatilla	\$238.2	\$76.3	2,810	\$3,063	\$7,363	\$10,426
Union	\$51.7	\$19.2	700	\$1,018	\$1,598	\$2,617
Wallowa	\$37.1	\$21.9	810	\$539	\$1,376	\$1,916
Wasco	\$104.0	\$47.3	1,650	\$1,861	\$3,588	\$5,449
North Wasco	\$89.2	\$41.2	1,430	\$1,861	\$3,115	\$4,977
South Wasco	\$14.9	\$6.2	230	\$0	\$472	\$472
Washington	\$862.4	\$312.0	8,390	\$17,028	\$31,405	\$48,433
Wheeler	\$5.3	\$1.3	60	\$0	\$149	\$149
Yamhill	\$172.0	\$50.4	1,830	\$1,111	\$5,674	\$6,785

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

County / Summary

Overnight Visitor Volume 2022p

	Nights		Trips	
	Person	Party	Person	Party
Baker	756,720	281,200	291,450	108,900
Benton	1,758,250	687,570	767,230	299,090
Clackamas	7,408,280	3,538,460	2,499,930	1,148,990
Clatsop	3,662,560	1,358,950	1,482,780	553,950
Columbia	681,170	317,570	215,120	99,280
Coos	2,514,470	954,330	1,001,710	379,990
Crook	693,290	259,270	286,290	107,730
Curry	1,897,820	680,390	819,340	298,860
Deschutes	8,576,820	3,350,660	3,126,800	1,201,800
Douglas	2,663,680	1,000,610	1,010,600	380,760
Gilliam/Sherman	138,110	50,210	56,410	20,770
Grant	236,800	87,370	96,450	35,880
Harney	311,340	115,830	142,650	53,570
Hood River	930,690	349,680	364,850	137,500
Jackson	5,624,310	2,294,390	2,106,550	836,040
Jefferson	1,589,890	561,200	627,210	224,840
Josephine	1,993,400	767,090	727,170	279,470
Klamath	3,117,490	1,123,060	1,114,850	404,320
Lake	277,780	103,320	118,400	44,360
Lane	9,126,450	3,741,950	3,361,570	1,338,240
Lincoln	4,985,640	1,843,100	1,995,920	743,150
Linn	2,189,660	851,520	908,570	353,160
Malheur	780,170	301,990	370,380	143,110
Marion	5,718,620	2,225,180	2,040,800	792,040
Morrow	261,150	100,350	112,930	43,420
Multnomah	13,060,780	6,156,570	5,067,100	2,288,360
Polk	1,294,230	508,770	520,720	204,350
Tillamook	2,208,920	786,560	804,610	287,810
Umatilla	2,088,670	806,010	990,430	381,740
Union	648,370	245,920	283,510	108,000



County / Summary

Overnight Visitor Volume 2022p

	Nights		Trips	
	Person	Party	Person	Party
Wallowa	420,020	154,350	182,990	67,930
Wasco	993,290	369,400	438,850	164,590
Washington	8,866,650	4,403,560	3,088,230	1,474,870
Wheeler	83,240	29,660	32,090	11,560
Yamhill	1,879,940	736,030	802,300	313,220

Note: The sum of trips for counties will be greater than the state trip estimate because some travelers visit multiple destinations on a single trip within Oregon.



County / Earnings & Employment

All Industry and Travel Earnings & Employment, 2022p

Total earnings and employment includes all jobs and sole proprietors for all industries within a county. Travel earnings and jobs represent the direct impact estimates from this report.

County	Earnings (\$Millions)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Baker	410.0	20.1	4.9%		8,800	900	10.3%
Benton	3,541.0	47.8	1.4%		53,400	1,980	3.7%
Clackamas	17,216.9	285.3	1.7%		247,620	7,810	3.2%
Clatsop	1,565.7	252.3	16.1%		25,970	7,120	27.4%
Columbia	1,045.7	16.4	1.6%		19,060	710	3.7%
Coos	1,925.6	114.0	5.9%		31,730	3,630	11.5%
Crook	863.8	20.5	2.4%		12,060	690	5.7%
Curry	537.3	73.3	13.6%		10,840	2,370	21.8%
Deschutes	9,270.1	307.1	3.3%		133,870	8,150	6.1%
Douglas	3,026.4	99.2	3.3%		53,910	3,540	6.6%
Gilliam	137.3	1.5	1.1%		1,660	80	4.6%
Grant	196.1	3.9	2.0%		3,870	200	5.1%
Harney	244.3	10.4	4.3%		4,650	460	9.9%
Hood River	1,031.5	34.6	3.4%		18,490	1,010	5.4%
Jackson	7,839.2	198.3	2.5%		127,860	5,700	4.5%
Jefferson	590.6	26.2	4.4%		10,250	1,200	11.7%
Josephine	2,570.3	65.0	2.5%		42,700	2,230	5.2%
Klamath	1,925.5	72.2	3.7%		32,920	2,250	6.8%
Lake	216.9	4.6	2.1%		3,970	220	5.6%
Lane	13,386.7	352.2	2.6%		212,950	10,750	5.0%
Lincoln	1,504.3	230.9	15.4%		26,510	6,630	25.0%
Linn	3,907.2	57.8	1.5%		66,460	2,220	3.3%
Malheur	933.3	19.2	2.1%		17,250	710	4.1%
Marion	14,888.1	141.0	0.9%		208,290	4,840	2.3%
Morrow	723.1	6.2	0.9%		9,070	250	2.8%
Multnomah	54,281.1	1,077.7	2.0%		660,880	20,390	3.1%
Polk	1,640.6	86.4	5.3%		33,900	3,010	8.9%
Sherman	116.9	1.2	1.0%		1,630	40	2.3%
Tillamook	809.3	94.1	11.6%		14,510	2,040	14.1%
Umatilla	2,534.0	76.3	3.0%		41,480	2,810	6.8%

County / Earnings & Employment

All Industry and Travel Earnings & Employment, 2022p

Total earnings and employment includes all jobs and sole proprietors for all industries within a county. Travel earnings and jobs represent the direct impact estimates from this report.

County	Earnings (\$Millions)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Union	782.9	19.2	2.5%		14,940	700	4.7%
Wallowa	220.5	21.9	9.9%		5,260	810	15.4%
Wasco	869.9	47.3	5.4%		15,340	1,650	10.8%
Washington	36,441.3	312.0	0.9%		401,580	8,390	2.1%
Wheeler	24.7	1.3	5.1%		780	60	8.0%
Yamhill	3,084.9	50.4	1.6%		55,410	1,830	3.3%
Oregon	190,302.8	4,248.0	2.2%		2,629,870	117,360	4.5%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates

Note: 2022 Total Employment & Earnings has been estimated by Dean Runyan Associates. Details may not add to totals due to rounding.



Baker County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$77,007
Employee Earnings Generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2022)	10%
Overnight Visitor Day Share of Resident Population*	12%

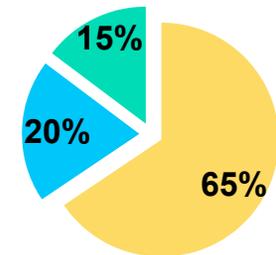
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

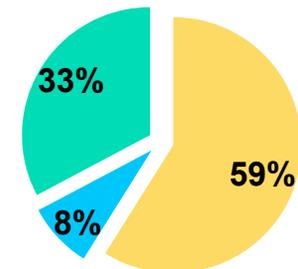
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Baker County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Baker County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	39.1	43.6	44.0	45.0	47.2	49.1	50.7	34.0	55.9	72.1	▲ 29.0%	▲ 3.3%
Other	1.4	2.5	2.0	1.9	2.0	2.3	2.4	1.1	2.2	3.0	▲ 39.3%	▲ 4.0%
Visitor	37.7	41.1	42.0	43.1	45.2	46.7	48.4	32.9	53.8	69.1	▲ 28.6%	▲ 3.2%
Earnings (\$Millions)												
Earnings (Current \$)	10.3	12.3	12.9	13.7	15.0	15.6	16.5	15.8	16.2	20.1	▲ 24.5%	▲ 3.6%
Employment (Jobs)												
Employment	850	720	710	700	740	740	770	770	760	900	▲ 18.9%	▲ 0.3%
Tax Revenue (\$Millions)												
Total (Current \$)	1.3	1.6	1.7	1.8	2.0	2.1	2.2	1.8	2.4	3.1	▲ 25.8%	▲ 4.7%
Local	0.3	0.4	0.4	0.5	0.5	0.5	0.6	0.5	0.8	1.0	▲ 30.0%	▲ 6.9%
State	1.0	1.2	1.2	1.3	1.5	1.6	1.6	1.3	1.6	2.0	▲ 23.8%	▲ 3.9%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Baker County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	37.7	41.1	42.0	43.1	45.2	46.7	48.4	32.9	53.8	69.1	28.6%	42.9%
Other Travel*	1.4	2.5	2.0	1.9	2.0	2.3	2.4	1.1	2.2	3.0	39.3%	27.3%
TOTAL	39.1	43.6	44.0	45.0	47.2	49.1	50.7	34.0	55.9	72.1	29.0%	42.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	11.9	14.5	15.2	15.9	17.3	17.9	18.7	13.2	26.7	35.0	31.0%	87.6%
Hotel, Motel**									23.8	30.7	29.1%	
STVR**									3.0	4.3	45.9%	
Private Home	5.2	6.5	6.4	6.4	6.6	6.8	6.9	5.5	7.2	7.8	8.0%	13.8%
Campground	6.0	6.2	6.3	6.4	6.5	6.7	7.0	5.9	6.9	7.6	9.5%	7.7%
Second Home	2.4	3.0	3.1	3.1	3.1	3.2	3.3	2.8	3.2	3.1	-2.5%	-6.5%
Day Travel	12.1	11.0	11.1	11.4	11.7	12.1	12.5	5.4	9.7	15.6	61.1%	25.0%
TOTAL	37.7	41.1	42.0	43.1	45.2	46.7	48.4	32.9	53.8	69.1	28.6%	42.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.9	7.6	8.3	8.9	9.7	9.9	10.2	8.3	15.1	19.4	28.8%	90.1%
Food Service	10.1	11.6	12.3	12.8	13.5	14.1	14.8	10.3	16.6	21.2	27.8%	43.1%
Food Stores	4.8	5.3	5.5	5.5	5.5	5.6	5.7	4.0	5.5	6.7	23.7%	17.6%
Local Tran. & Gas	3.6	5.1	4.2	4.0	4.4	5.0	5.1	2.9	5.5	7.8	41.5%	53.1%
Arts, Ent. & Rec.	6.1	5.4	5.5	5.7	5.8	5.9	6.0	3.8	5.6	6.8	21.8%	12.1%
Retail Sales	7.1	6.1	6.2	6.2	6.3	6.3	6.5	3.6	5.6	7.2	29.2%	11.2%
TOTAL	37.7	41.1	42.0	43.1	45.2	46.7	48.4	32.9	53.8	69.1	28.6%	42.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Baker County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	6.8	8.3	8.7	9.3	10.4	10.9	11.6	9.8	10.7	13.6	26.4%	17.1%
Arts, Ent. & Rec.	1.7	2.1	2.2	2.3	2.4	2.4	2.6	3.4	2.7	3.6	34.0%	40.3%
Retail**	1.6	1.6	1.7	1.8	1.8	1.9	1.9	2.2	2.3	2.5	5.7%	29.0%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.3	0.3	27.9%	23.3%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	6.2%	16.4%
TOTAL	10.3	12.3	12.9	13.7	15.0	15.6	16.5	15.8	16.2	20.1	24.5%	2.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	450	400	400	390	420	440	450	370	400	480	18.1%	5.5%
Arts, Ent. & Rec.	290	220	220	210	220	210	220	290	250	320	27.6%	44.6%
Retail**	100	80	80	90	90	80	90	90	90	100	1.2%	12.1%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	7.3%	2.1%
Other Travel*	10	10	10	10	10	10	10	10	10	10	1.8%	-7.6%
TOTAL	850	720	710	700	740	740	770	770	760	900	18.4%	-1.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.4	0.4	0.5	0.5	0.5	0.6	0.5	0.8	1.0	30.0%	84.6%
State Tax Receipts	1.0	1.2	1.2	1.3	1.5	1.6	1.6	1.3	1.6	2.0	23.8%	26.4%
TOTAL	1.3	1.6	1.7	1.8	2.0	2.1	2.2	1.8	2.4	3.1	25.8%	36.0%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Baker County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Baker County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$114	\$228	\$301	\$598	2.6	2.0
Private Home	\$36	\$120	\$91	\$301	2.5	3.3
Other Overnight	\$45	\$147	\$134	\$437	3.0	3.3
All Overnight	\$71	\$184	\$190	\$491	2.7	2.6

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	137,470	272,180	306,300	50,310	98,330	116,250
Private Home	169,760	208,120	214,130	70,660	86,620	85,510
Other Overnight	196,530	215,670	236,290	75,390	82,610	79,440
All Overnight	503,770	695,970	756,720	196,360	267,560	281,200

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	71,430	138,870	153,680	26,010	50,220	58,560
Private Home	47,670	58,450	64,870	19,840	24,330	25,900
Other Overnight	61,040	67,060	72,910	23,330	25,600	24,440
All Overnight	180,140	264,380	291,450	69,180	100,140	108,900



Benton County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$86,657
Employee Earnings Generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2022)	4%
Overnight Visitor Day Share of Resident Population*	5%

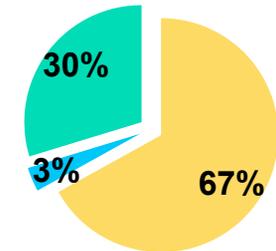
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

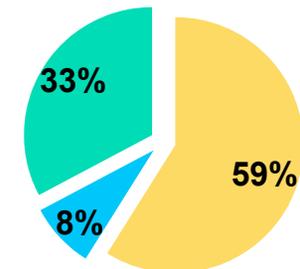
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Benton County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Benton County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	75.5	115.3	116.9	118.0	122.0	134.3	142.7	77.6	162.0	185.6	▲ 14.6%	▲ 4.8%
Other	9.3	15.4	13.0	13.2	14.5	15.2	15.7	8.1	13.4	18.8	▲ 39.8%	▲ 3.8%
Visitor	66.2	99.9	103.9	104.8	107.5	119.1	127.0	69.4	148.5	166.8	▲ 12.3%	▲ 5.0%
Earnings (\$Millions)												
Earnings (Current \$)	19.7	30.5	31.7	34.1	35.8	38.3	40.6	32.3	37.3	47.8	▲ 28.4%	▲ 4.8%
Employment (Jobs)												
Employment	1,320	1,600	1,700	1,750	1,790	1,870	1,910	1,440	1,590	1,980	▲ 24.0%	▲ 2.1%
Tax Revenue (\$Millions)												
Total (Current \$)	3.0	5.0	5.3	5.6	6.1	6.6	7.4	4.9	8.2	9.6	▲ 17.1%	▲ 6.2%
Local	0.8	1.5	1.6	1.7	1.8	2.0	2.5	1.7	3.5	4.0	▲ 13.9%	▲ 9.0%
State	2.3	3.6	3.7	3.9	4.3	4.6	4.9	3.1	4.6	5.6	▲ 19.5%	▲ 4.8%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Benton County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	66.2	99.9	103.9	104.8	107.5	119.1	127.0	69.4	148.5	166.8	12.3%	31.4%
Other Travel*	9.3	15.4	13.0	13.2	14.5	15.2	15.7	8.1	13.4	18.8	39.8%	19.5%
TOTAL	75.5	115.3	116.9	118.0	122.0	134.3	142.7	77.6	162.0	185.6	14.6%	30.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	22.1	42.0	44.4	45.2	46.1	53.0	58.3	28.5	72.9	84.6	16.1%	45.1%
Hotel, Motel**									54.6	67.3	23.4%	
STVR**									18.3	17.3	-5.7%	
Private Home	20.3	27.7	28.2	28.2	29.2	31.2	31.9	21.8	35.2	37.5	6.6%	17.5%
Campground	2.1	2.7	2.7	2.8	2.8	3.0	3.1	2.6	2.9	3.2	11.3%	4.4%
Second Home	0.5	0.6	0.6	0.6	0.7	0.7	0.7	0.6	0.7	0.9	40.0%	30.4%
Day Travel	21.2	27.0	27.9	28.0	28.6	31.2	33.0	15.9	36.9	40.5	9.9%	23.0%
TOTAL	66.2	99.9	103.9	104.8	107.5	119.1	127.0	69.4	148.5	166.8	12.3%	31.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	9.6	18.7	20.8	21.9	22.5	25.3	27.4	16.7	40.0	45.1	12.7%	64.5%
Food Service	18.4	29.4	31.5	32.3	33.3	37.1	40.3	20.1	42.4	46.9	10.6%	16.5%
Food Stores	7.3	10.5	11.0	10.8	10.9	11.5	12.0	8.0	14.8	16.6	12.0%	38.6%
Local Tran. & Gas	6.5	12.8	10.9	10.1	10.9	13.3	14.0	5.8	14.4	18.5	28.6%	32.1%
Arts, Ent. & Rec.	10.9	13.0	13.6	13.7	13.8	14.9	15.6	8.5	16.1	17.1	6.0%	9.3%
Retail Sales	13.6	15.6	16.1	16.0	16.0	17.0	17.7	10.3	20.8	22.6	8.9%	27.7%
TOTAL	66.2	99.9	103.9	104.8	107.5	119.1	127.0	69.4	148.5	166.8	12.3%	31.4%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

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*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Benton County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	11.5	20.2	20.8	22.4	23.6	26.5	27.8	21.0	24.8	32.6	31.1%	16.9%
Arts, Ent. & Rec.	3.7	4.9	5.2	5.5	5.7	5.4	5.9	4.4	5.0	7.0	40.4%	18.9%
Retail**	2.7	3.6	3.8	3.9	4.0	4.3	4.5	4.9	5.5	5.9	7.4%	30.8%
Ground Tran.	0.3	0.5	0.6	0.6	0.6	0.7	0.8	0.5	0.7	0.8	14.4%	6.6%
Other Travel*	1.4	1.3	1.4	1.8	1.9	1.5	1.6	1.5	1.3	1.6	26.9%	-2.1%
TOTAL	19.7	30.5	31.7	34.1	35.8	38.3	40.6	32.3	37.3	47.8	28.4%	15.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	730	940	960	990	1,000	1,060	1,060	790	890	1,090	22.1%	3.0%
Arts, Ent. & Rec.	350	430	500	510	530	560	590	410	440	620	41.9%	4.7%
Retail**	160	170	170	170	170	180	180	180	200	200	-1.1%	8.2%
Ground Tran.	10	20	20	20	20	20	20	10	20	20	-4.0%	-11.7%
Other Travel*	70	50	50	70	70	50	60	50	50	50	10.2%	-11.2%
TOTAL	1,320	1,600	1,700	1,750	1,790	1,870	1,910	1,440	1,590	1,980	24.5%	10.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.5	1.6	1.7	1.8	2.0	2.5	1.7	3.5	4.0	13.9%	57.8%
State Tax Receipts	2.3	3.6	3.7	3.9	4.3	4.6	4.9	3.1	4.6	5.6	19.5%	14.0%
TOTAL	3.0	5.0	5.3	5.6	6.1	6.6	7.4	4.9	8.2	9.6	17.1%	68.3%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Benton County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Benton County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$117	\$213	\$311	\$562	2.7	1.8
Private Home	\$39	\$110	\$97	\$269	2.5	2.8
Other Overnight	\$51	\$151	\$155	\$451	3.0	2.9
All Overnight	\$72	\$165	\$184	\$422	2.6	2.3

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	273,820	704,350	723,220	101,400	253,050	272,440
Private Home	618,690	939,080	954,190	262,530	398,480	388,270
Other Overnight	61,050	64,950	80,840	22,900	24,370	26,870
All Overnight	953,560	1,708,380	1,758,250	386,830	675,900	687,570

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	154,370	387,830	397,490	56,480	139,560	150,650
Private Home	205,800	312,380	342,190	87,330	132,550	139,240
Other Overnight	20,850	22,190	27,550	7,860	8,360	9,200
All Overnight	381,020	722,390	767,230	151,660	280,480	299,090

Clackamas County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$71,202
Employee Earnings Generated by \$100 Visitor Spending	\$51
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2022)	3%
Overnight Visitor Day Share of Resident Population*	5%

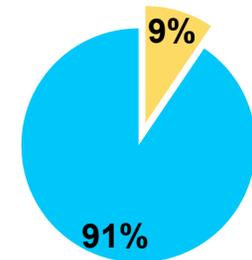
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

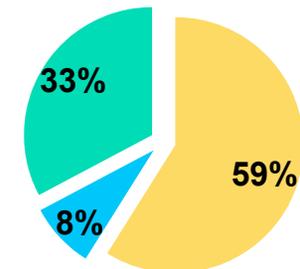
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Clackamas County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Clackamas County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	344.6	551.6	563.0	596.0	611.3	625.6	638.6	267.1	556.9	631.8	▲ 13.5%	▲ 3.2%
Other	38.1	89.2	78.4	83.1	80.6	88.2	89.9	49.1	69.9	93.7	▲ 34.1%	▲ 4.9%
Visitor	306.5	462.4	484.6	512.9	530.7	537.4	548.7	218.0	487.0	538.1	▲ 10.5%	▲ 3.0%
Earnings (\$Millions)												
Earnings (Current \$)	88.5	142.9	154.1	166.6	175.0	189.7	225.7	175.9	219.0	285.3	▲ 30.3%	▲ 6.4%
Employment (Jobs)												
Employment	4,710	5,820	6,010	6,270	6,430	6,580	7,360	5,560	6,570	7,810	▲ 18.8%	▲ 2.7%
Tax Revenue (\$Millions)												
Total (Current \$)	11.3	20.5	22.1	23.8	26.2	26.9	28.8	17.2	25.0	30.8	▲ 23.4%	▲ 5.4%
Local	2.0	4.6	5.4	5.9	6.2	6.0	6.0	2.9	4.3	5.4	▲ 25.4%	▲ 5.3%
State	9.2	15.8	16.7	17.9	20.1	20.9	22.8	14.3	20.6	25.4	▲ 23.0%	▲ 5.5%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Clackamas County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	306.5	462.4	484.6	512.9	530.7	537.4	548.7	218.0	487.0	538.1	10.5%	-1.9%
Other Travel*	38.1	89.2	78.4	83.1	80.6	88.2	89.9	49.1	69.9	93.7	34.1%	4.2%
TOTAL	344.6	551.6	563.0	596.0	611.3	625.6	638.6	267.1	556.9	631.8	13.5%	-1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	95.7	169.6	184.6	202.5	212.1	210.6	212.6	65.5	163.0	206.5	26.7%	-2.8%
Hotel, Motel**									142.4	183.6	28.9%	
STVR**									20.7	23.0	11.1%	
Private Home	113.4	162.6	165.5	170.4	175.3	180.9	186.0	86.7	189.9	200.6	5.7%	7.8%
Campground	7.9	12.9	13.2	13.5	13.6	14.2	14.8	12.3	7.8	9.4	20.7%	-36.4%
Second Home	5.4	7.5	7.6	7.6	7.9	8.2	8.4	6.7	7.7	11.2	46.1%	34.0%
Day Travel	84.2	109.8	113.8	118.8	121.7	123.6	126.9	46.8	118.7	110.4	-7.0%	-13.1%
TOTAL	306.5	462.4	484.6	512.9	530.7	537.4	548.7	218.0	487.0	538.1	10.5%	-1.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	41.7	79.5	90.9	101.8	106.2	103.9	103.8	44.2	87.2	108.2	24.0%	4.2%
Food Service	89.3	144.7	154.6	165.9	173.1	177.2	184.8	70.4	164.5	176.0	7.0%	-4.8%
Food Stores	24.2	36.9	38.7	39.3	39.4	39.6	40.6	21.5	41.2	45.5	10.3%	11.9%
Local Tran. & Gas	30.9	57.0	51.0	50.9	55.3	60.2	60.6	21.8	56.2	68.7	22.2%	13.4%
Arts, Ent. & Rec.	41.3	50.9	53.1	55.7	56.6	56.9	57.8	16.8	36.3	37.0	1.9%	-36.0%
Retail Sales	79.0	93.5	96.5	99.4	100.0	99.5	100.9	43.3	101.6	102.7	1.1%	1.8%
TOTAL	306.5	462.4	484.6	512.9	530.7	537.4	548.7	218.0	487.0	538.1	10.5%	-1.9%

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**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.



Clackamas County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	53.8	89.2	97.5	103.7	113.3	126.3	159.0	124.3	160.7	211.4	31.6%	33.0%
Arts, Ent. & Rec.	12.4	18.7	19.7	21.3	22.2	23.0	24.3	18.9	24.3	34.7	42.6%	42.7%
Retail**	12.2	16.3	17.3	18.4	19.2	19.7	20.4	17.0	18.7	20.2	7.7%	-1.1%
Ground Tran.	3.3	5.0	5.3	5.9	6.4	6.5	7.0	3.9	5.5	7.8	42.1%	12.1%
Other Travel*	6.7	13.7	14.3	17.2	13.9	14.1	15.1	11.9	9.8	11.3	14.9%	-25.2%
TOTAL	88.5	142.9	154.1	166.6	175.0	189.7	225.7	175.9	219.0	285.3	30.3%	24.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,860	3,570	3,740	3,880	4,060	4,230	5,000	3,850	4,670	5,580	19.3%	11.6%
Arts, Ent. & Rec.	920	1,100	1,140	1,210	1,220	1,210	1,190	840	1,010	1,310	29.6%	10.1%
Retail**	520	610	600	620	640	630	640	490	520	520	-0.5%	-18.7%
Ground Tran.	140	150	160	160	170	160	170	100	130	160	19.2%	-7.2%
Other Travel*	260	390	390	410	340	350	360	300	240	250	6.4%	-31.3%
TOTAL	4,710	5,820	6,010	6,270	6,430	6,580	7,360	5,560	6,570	7,810	18.9%	18.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.0	4.6	5.4	5.9	6.2	6.0	6.0	2.9	4.3	5.4	25.4%	-9.2%
State Tax Receipts	9.2	15.8	16.7	17.9	20.1	20.9	22.8	14.3	20.6	25.4	23.0%	11.2%
TOTAL	11.3	20.5	22.1	23.8	26.2	26.9	28.8	17.2	25.0	30.8	23.4%	44.9%

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*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Clackamas County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Clackamas County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$135	\$278	\$317	\$666	2.4	2.1
Private Home	\$37	\$125	\$74	\$255	2.0	3.4
Other Overnight	\$41	\$137	\$114	\$384	2.8	3.4
All Overnight	\$58	\$171	\$121	\$372	2.1	3.1

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	641,310	1,349,530	1,533,280	283,140	541,750	650,860
Private Home	2,780,420	5,397,850	5,370,660	1,371,880	2,809,460	2,706,860
Other Overnight	441,450	358,490	504,350	173,860	144,620	180,730
All Overnight	3,863,180	7,105,860	7,408,280	1,828,890	3,495,830	3,538,460

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	303,180	656,240	743,250	127,510	258,870	310,050
Private Home	771,360	1,497,500	1,606,120	377,670	759,640	785,260
Other Overnight	135,640	108,290	150,560	53,120	43,440	53,680
All Overnight	1,210,180	2,262,020	2,499,930	558,300	1,061,950	1,148,990



Clatsop County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$81,596
Employee Earnings Generated by \$100 Visitor Spending	\$43
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2022)	27%
Overnight Visitor Day Share of Resident Population*	24%

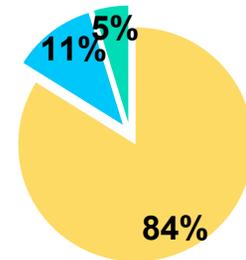
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

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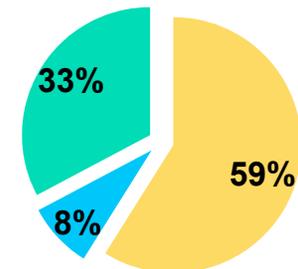
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2022 Share of Overnight Visitor Spending

Clatsop County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Clatsop County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	317.6	516.4	539.1	550.6	561.1	582.9	601.3	482.0	492.7	586.6	▲ 19.1%	▲ 3.3%
Other	10.6	7.0	5.8	4.5	5.0	5.8	5.9	2.8	5.3	7.4	▲ 39.3%	▼ -1.9%
Visitor	307.0	509.4	533.3	546.1	556.1	577.2	595.5	479.3	487.4	579.2	▲ 18.8%	▲ 3.4%
Earnings (\$Millions)												
Earnings (Current \$)	92.1	142.3	156.8	164.4	177.7	203.0	215.7	185.8	202.4	252.3	▲ 24.6%	▲ 5.4%
Employment (Jobs)												
Employment	4,760	5,470	5,800	5,990	6,210	6,620	6,830	5,790	6,130	7,120	▲ 16.2%	▲ 2.1%
Tax Revenue (\$Millions)												
Total (Current \$)	12.0	21.6	23.7	24.5	27.0	28.8	29.6	30.3	28.4	32.3	▲ 13.8%	▲ 5.4%
Local	4.9	9.3	10.5	10.7	11.1	11.5	11.6	14.4	12.4	13.2	▲ 6.4%	▲ 5.4%
State	7.1	12.3	13.2	13.8	15.9	17.3	18.0	15.9	16.1	19.2	▲ 19.5%	▲ 5.4%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1

Clatsop County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	307.0	509.4	533.3	546.1	556.1	577.2	595.5	479.3	487.4	579.2	18.8%	-2.7%
Other Travel*	10.6	7.0	5.8	4.5	5.0	5.8	5.9	2.8	5.3	7.4	39.3%	27.1%
TOTAL	317.6	516.4	539.1	550.6	561.1	582.9	601.3	482.0	492.7	586.6	19.1%	-2.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	133.8	270.5	287.4	295.2	302.7	314.8	323.6	328.7	305.4	328.3	7.5%	1.5%
Hotel, Motel**									223.4	234.5	5.0%	
STVR**									82.0	93.8	14.3%	
Private Home	11.4	15.4	15.2	15.4	15.8	16.5	17.0	19.3	19.3	18.5	-4.2%	8.7%
Campground	20.8	24.2	24.7	25.4	25.5	26.6	27.7	18.1	22.3	25.2	13.3%	-9.0%
Second Home	10.7	14.0	14.1	14.2	14.7	15.2	15.6	12.7	14.5	18.8	29.7%	20.8%
Day Travel	130.2	185.3	191.9	195.9	197.4	204.1	211.6	100.4	125.9	188.4	49.6%	-11.0%
TOTAL	307.0	509.4	533.3	546.1	556.1	577.2	595.5	479.3	487.4	579.2	18.8%	-2.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	65.8	122.6	136.1	141.3	146.8	151.5	153.8	193.6	191.3	204.3	6.8%	32.9%
Food Service	85.3	155.0	166.3	173.9	177.1	184.7	194.8	125.6	122.8	151.1	23.0%	-22.4%
Food Stores	27.7	41.6	43.7	43.8	43.2	43.9	45.4	31.8	37.9	49.6	30.9%	9.3%
Local Tran. & Gas	24.4	55.0	46.6	44.2	47.4	53.5	54.3	36.2	38.7	51.8	33.6%	-4.7%
Arts, Ent. & Rec.	46.8	62.6	65.5	67.1	66.8	68.2	70.0	42.3	42.3	51.6	22.0%	-26.3%
Retail Sales	56.9	72.5	75.1	75.8	74.7	75.5	77.2	49.7	54.3	70.8	30.5%	-8.3%
TOTAL	307.0	509.4	533.3	546.1	556.1	577.2	595.5	479.3	487.4	579.2	18.8%	-2.7%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Clatsop County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	62.4	105.7	118.0	123.9	136.3	158.2	168.6	136.9	148.8	186.9	25.6%	10.8%
Arts, Ent. & Rec.	14.5	18.8	19.8	21.0	21.5	23.4	24.9	22.0	25.4	34.1	34.2%	37.0%
Retail**	10.6	15.1	16.1	16.8	17.1	18.5	18.9	23.4	25.7	28.3	9.9%	49.4%
Ground Tran.	1.2	2.1	2.2	2.4	2.5	2.6	2.8	3.1	1.9	2.3	21.1%	-19.2%
Other Travel*	3.4	0.7	0.7	0.2	0.2	0.3	0.3	0.3	0.5	0.6	14.4%	109.5%
TOTAL	92.1	142.3	156.8	164.4	177.7	203.0	215.7	185.8	202.4	252.3	24.6%	9.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	3,310	3,910	4,190	4,380	4,630	4,980	5,190	4,150	4,400	5,190	17.9%	0.1%
Arts, Ent. & Rec.	790	840	860	850	850	880	880	770	850	1,030	22.0%	17.2%
Retail**	540	630	660	680	660	680	680	770	810	830	1.8%	21.0%
Ground Tran.	50	60	60	70	70	70	70	80	40	50	1.6%	-33.1%
Other Travel*	70	30	30	10	10	10	10	10	20	20	7.7%	67.3%
TOTAL	4,760	5,470	5,800	5,990	6,210	6,620	6,830	5,790	6,130	7,120	16.2%	5.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	4.9	9.3	10.5	10.7	11.1	11.5	11.6	14.4	12.4	13.2	6.4%	13.8%
State Tax Receipts	7.1	12.3	13.2	13.8	15.9	17.3	18.0	15.9	16.1	19.2	19.5%	6.6%
TOTAL	12.0	21.6	23.7	24.5	27.0	28.8	29.6	30.3	28.4	32.3	13.8%	-6.3%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Clatsop County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Clatsop County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$148	\$314	\$396	\$833	2.7	2.1
Private Home	\$35	\$115	\$87	\$287	2.5	3.3
Other Overnight	\$48	\$159	\$139	\$461	2.9	3.3
All Overnight	\$107	\$264	\$288	\$705	2.7	2.5

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	2,616,950	2,285,260	2,215,190	956,500	822,750	829,730
Private Home	622,990	583,830	531,430	259,290	242,990	212,220
Other Overnight	647,820	723,080	915,950	254,090	282,680	317,000
All Overnight	3,887,750	3,592,170	3,662,560	1,469,880	1,348,430	1,358,950

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,364,130	1,106,060	1,044,790	496,360	398,950	394,110
Private Home	174,950	163,950	160,980	72,810	68,240	64,290
Other Overnight	197,580	221,140	277,010	77,210	86,130	95,560
All Overnight	1,736,670	1,491,150	1,482,780	646,380	553,310	553,950

Columbia County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$53,331
Employee Earnings Generated by \$100 Visitor Spending	\$44
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	4%
Overnight Visitor Day Share of Resident Population*	4%

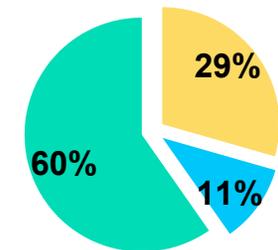
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

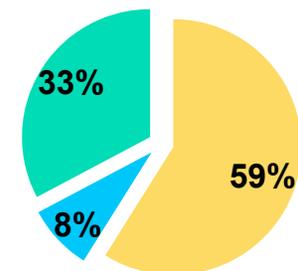
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Columbia County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Columbia County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	25.8	38.4	36.9	37.3	39.3	41.5	42.7	25.0	39.2	45.8	▲ 16.8%	▲ 3.1%
Other	4.0	7.7	6.1	5.9	6.6	7.6	7.7	3.6	6.8	9.4	▲ 39.3%	▲ 4.7%
Visitor	21.8	30.7	30.8	31.5	32.7	33.9	35.0	21.4	32.5	36.4	▲ 12.1%	▲ 2.7%
Earnings (\$Millions)												
Earnings (Current \$)	5.8	10.0	10.6	11.4	12.9	13.8	14.5	12.5	14.2	16.4	▲ 15.7%	▲ 5.6%
Employment (Jobs)												
Employment	440	580	610	630	680	700	740	580	660	710	▲ 7.9%	▲ 2.6%
Tax Revenue (\$Millions)												
Total (Current \$)	0.9	1.4	1.4	1.5	1.7	1.8	1.8	1.3	1.7	1.9	▲ 15.3%	▲ 4.3%
State	0.9	1.4	1.4	1.5	1.7	1.8	1.8	1.3	1.7	1.9	▲ 15.3%	▲ 4.3%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1

Columbia County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	21.8	30.7	30.8	31.5	32.7	33.9	35.0	21.4	32.5	36.4	12.1%	4.0%
Other Travel*	4.0	7.7	6.1	5.9	6.6	7.6	7.7	3.6	6.8	9.4	39.3%	22.5%
TOTAL	25.8	38.4	36.9	37.3	39.3	41.5	42.7	25.0	39.2	45.8	16.8%	7.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	4.0	4.4	4.8	5.0	5.2	5.3	5.5	5.6	6.0	7.5	25.2%	35.7%
Hotel, Motel**									4.6	5.7	24.0%	
STVR**									1.4	1.7	29.0%	
Private Home	8.8	12.7	12.4	12.6	13.1	13.7	14.1	8.6	14.4	15.2	5.8%	8.3%
Campground	0.7	2.5	2.6	2.7	2.7	2.8	2.9	1.8	2.1	2.3	11.5%	-21.1%
Second Home	0.3	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.5	0.5	9.2%	-2.1%
Day Travel	8.0	10.6	10.6	10.8	11.2	11.6	12.0	5.0	9.6	10.9	13.8%	-9.2%
TOTAL	21.8	30.7	30.8	31.5	32.7	33.9	35.0	21.4	32.5	36.4	12.1%	4.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.0	2.7	3.1	3.2	3.3	3.4	3.5	3.7	3.8	4.9	29.4%	39.6%
Food Service	6.3	9.6	9.8	10.3	10.8	11.4	11.9	7.0	11.0	11.8	7.5%	-0.8%
Food Stores	3.6	5.7	5.7	5.8	5.8	5.9	6.1	3.9	6.2	6.8	10.1%	11.0%
Local Tran. & Gas	2.0	3.6	3.0	2.9	3.2	3.6	3.6	2.1	3.7	4.5	21.1%	25.3%
Arts, Ent. & Rec.	3.4	4.0	4.0	4.1	4.2	4.3	4.4	1.7	2.4	2.5	6.1%	-42.4%
Retail Sales	4.5	5.2	5.1	5.2	5.3	5.3	5.4	3.2	5.4	5.8	8.2%	7.4%
TOTAL	21.8	30.7	30.8	31.5	32.7	33.9	35.0	21.4	32.5	36.4	12.1%	4.0%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

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*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Columbia County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	3.3	6.7	7.3	8.0	9.4	10.2	10.8	8.9	10.4	12.0	15.6%	11.6%
Arts, Ent. & Rec.	1.1	1.3	1.3	1.2	1.3	1.3	1.3	0.9	0.9	1.2	34.2%	-7.2%
Retail**	1.0	1.5	1.5	1.5	1.6	1.7	1.7	2.0	2.2	2.4	8.9%	35.7%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	9.2%	-0.3%
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5	18.2%	28.6%
TOTAL	5.8	10.0	10.6	11.4	12.9	13.8	14.5	12.5	14.2	16.4	15.7%	13.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	240	350	370	390	420	430	440	360	410	420	4.5%	-4.4%
Arts, Ent. & Rec.	120	140	140	150	170	170	190	130	140	170	22.0%	-10.3%
Retail**	60	70	70	70	70	70	70	70	80	80	1.0%	13.9%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-8.4%	-17.4%
Other Travel*	20	20	20	20	20	20	20	20	20	20	9.5%	4.0%
TOTAL	440	580	610	630	680	700	740	580	660	710	7.6%	13.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
State Tax Receipts	0.9	1.4	1.4	1.5	1.7	1.8	1.8	1.3	1.7	1.9	15.3%	6.7%
TOTAL	0.9	1.4	1.4	1.5	1.7	1.8	1.8	1.3	1.7	1.9	15.3%	30.8%

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*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Columbia County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Columbia County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$101	\$220	\$261	\$566	2.6	2.2
Private Home	\$28	\$95	\$57	\$193	2.0	3.4
Other Overnight	\$43	\$139	\$122	\$400	2.8	3.3
All Overnight	\$37	\$119	\$80	\$257	2.1	3.2

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	66,810	73,240	74,240	25,810	27,020	28,660
Private Home	348,090	542,780	541,830	178,360	278,120	266,030
Other Overnight	53,010	56,400	65,110	21,200	22,560	22,880
All Overnight	467,910	672,420	681,170	225,370	327,700	317,570

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	31,690	33,790	33,990	12,040	12,500	13,200
Private Home	96,060	149,790	161,140	49,220	76,750	79,120
Other Overnight	16,450	17,510	19,990	6,520	6,930	6,960
All Overnight	144,210	201,090	215,120	67,780	96,190	99,280



Coos County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$83,753
Employee Earnings Generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2022)	11%
Overnight Visitor Day Share of Resident Population*	11%

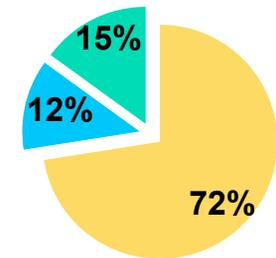
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

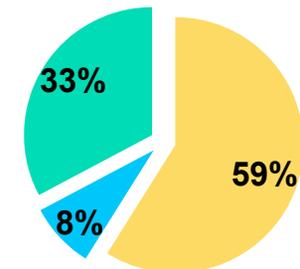
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2022 Share of Overnight Visitor Spending

Coos County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Coos County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	180.5	252.6	260.1	265.5	271.0	277.8	288.5	184.6	226.9	309.5	▲ 36.4%	▲ 2.9%
Other	8.9	11.2	9.4	9.1	9.8	11.1	11.3	5.3	9.4	13.5	▲ 43.4%	▲ 2.2%
Visitor	171.5	241.3	250.8	256.4	261.2	266.7	277.3	179.3	217.5	295.9	▲ 36.1%	▲ 2.9%
Earnings (\$Millions)												
Earnings (Current \$)	48.3	66.6	72.0	76.5	79.2	84.4	90.0	82.9	92.9	114.0	▲ 22.7%	▲ 4.6%
Employment (Jobs)												
Employment	3,110	3,030	3,140	3,290	3,290	3,320	3,360	2,980	3,220	3,630	▲ 12.9%	▲ 0.8%
Tax Revenue (\$Millions)												
Total (Current \$)	5.7	7.9	8.5	8.9	9.8	10.1	10.6	8.6	10.0	12.5	▲ 25.2%	▲ 4.2%
Local	1.2	1.2	1.4	1.4	1.5	1.5	1.5	1.4	1.7	2.1	▲ 27.1%	▲ 3.1%
State	4.5	6.7	7.1	7.5	8.3	8.6	9.0	7.2	8.3	10.4	▲ 24.8%	▲ 4.5%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1

Coos County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	171.5	241.3	250.8	256.4	261.2	266.7	277.3	179.3	217.5	295.9	36.1%	6.7%
Other Travel*	8.9	11.2	9.4	9.1	9.8	11.1	11.3	5.3	9.4	13.5	43.4%	20.3%
TOTAL	180.5	252.6	260.1	265.5	271.0	277.8	288.5	184.6	226.9	309.5	36.4%	7.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	66.2	108.3	115.0	118.8	122.5	122.9	127.9	92.1	117.9	151.8	28.7%	18.7%
Hotel, Motel**									101.2	132.4	30.8%	
STVR**									16.7	19.4	15.9%	
Private Home	22.7	27.7	28.0	27.8	27.9	29.0	29.9	31.8	30.2	31.7	4.9%	6.0%
Campground	17.0	20.6	20.9	21.5	21.6	22.5	23.5	17.3	19.2	21.4	11.5%	-8.7%
Second Home	2.9	3.5	3.6	3.6	3.7	3.8	3.9	3.2	3.6	4.6	26.3%	17.6%
Day Travel	62.8	81.2	83.3	84.8	85.6	88.4	92.2	34.9	46.5	86.5	85.9%	-6.1%
TOTAL	171.5	241.3	250.8	256.4	261.2	266.7	277.3	179.3	217.5	295.9	36.1%	6.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	33.3	50.1	55.5	58.8	61.5	59.1	60.8	53.8	69.7	88.6	27.1%	45.7%
Food Service	43.8	68.4	72.8	76.0	77.7	80.8	85.8	48.2	55.3	76.8	39.0%	-10.5%
Food Stores	17.8	24.1	25.1	25.1	24.7	25.1	26.1	18.6	21.0	28.3	35.1%	8.6%
Local Tran. & Gas	15.1	28.9	24.4	23.0	24.8	27.9	28.6	16.1	21.2	32.3	52.1%	12.9%
Arts, Ent. & Rec.	33.3	38.4	39.8	40.7	40.6	41.4	42.8	21.9	24.9	35.5	42.8%	-17.0%
Retail Sales	25.2	28.3	29.1	29.2	28.9	29.1	30.0	19.1	21.7	30.2	38.8%	0.6%
Visitor Air Tran.	3.1	3.0	4.0	3.6	3.1	3.2	3.3	1.5	3.7	4.3	15.7%	30.5%
TOTAL	171.5	241.3	250.8	256.4	261.2	266.7	277.3	179.3	217.5	295.9	36.1%	6.7%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

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**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Coos County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	29.8	42.6	46.5	49.6	51.2	55.7	60.1	54.2	60.9	76.3	25.3%	27.0%
Arts, Ent. & Rec.	8.8	11.4	12.0	12.5	12.8	12.8	13.8	11.5	14.4	18.4	27.9%	34.0%
Retail**	5.6	7.2	7.6	7.9	8.0	8.2	8.4	10.3	10.8	12.0	10.5%	43.1%
Ground Tran.	0.7	1.1	1.1	1.2	1.3	1.4	1.5	1.4	1.0	1.2	20.2%	-20.0%
Other Travel*	3.3	4.3	4.8	5.2	5.8	6.2	6.3	5.5	5.8	6.2	6.2%	-1.6%
TOTAL	48.3	66.6	72.0	76.5	79.2	84.4	90.0	82.9	92.9	114.0	22.7%	12.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,820	1,770	1,860	1,950	2,000	2,030	2,110	1,820	1,970	2,230	13.6%	6.0%
Arts, Ent. & Rec.	860	820	830	860	820	820	800	670	760	900	18.0%	13.4%
Retail**	290	310	320	330	330	320	310	360	360	370	3.0%	19.0%
Ground Tran.	30	30	30	30	30	30	40	30	20	20	0.9%	-33.8%
Other Travel*	110	90	100	110	110	120	110	100	100	100	0.6%	-10.3%
TOTAL	3,110	3,030	3,140	3,290	3,290	3,320	3,360	2,980	3,220	3,630	12.7%	8.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.2	1.2	1.4	1.4	1.5	1.5	1.5	1.4	1.7	2.1	27.1%	39.8%
State Tax Receipts	4.5	6.7	7.1	7.5	8.3	8.6	9.0	7.2	8.3	10.4	24.8%	15.1%
TOTAL	5.7	7.9	8.5	8.9	9.8	10.1	10.6	8.6	10.0	12.5	25.2%	16.2%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Coos County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Coos County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$131	\$259	\$342	\$676	2.6	2.0
Private Home	\$38	\$127	\$94	\$313	2.5	3.3
Other Overnight	\$49	\$158	\$149	\$479	3.0	3.2
All Overnight	\$83	\$209	\$219	\$551	2.6	2.5

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	897,720	1,047,610	1,160,620	328,680	380,320	443,180
Private Home	998,770	832,380	826,170	416,790	354,510	336,520
Other Overnight	413,760	440,130	527,680	155,010	164,900	174,640
All Overnight	2,310,240	2,320,120	2,514,470	900,480	899,730	954,330

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	470,910	531,290	586,910	171,610	192,750	224,560
Private Home	280,480	233,750	250,270	116,920	98,630	101,100
Other Overnight	130,920	139,260	164,530	48,920	52,040	54,320
All Overnight	882,310	904,300	1,001,710	337,450	343,420	379,990

Crook County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$76,375
Employee Earnings Generated by \$100 Visitor Spending	\$39
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2022)	6%
Overnight Visitor Day Share of Resident Population*	7%

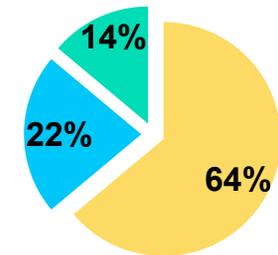
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

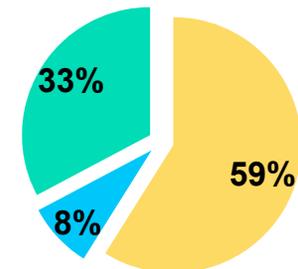
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Crook County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Crook County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	20.9	40.3	42.1	44.2	45.9	48.9	52.8	36.9	44.6	56.5	▲ 26.5%	▲ 5.4%
Other	1.8	3.3	2.7	2.6	2.9	3.5	3.5	1.7	3.3	4.6	▲ 39.3%	▲ 5.1%
Visitor	19.2	37.1	39.4	41.6	43.0	45.4	49.3	35.3	41.4	51.9	▲ 25.5%	▲ 5.4%
Earnings (\$Millions)												
Earnings (Current \$)	5.6	10.6	12.2	13.0	13.8	15.6	16.7	15.7	16.9	20.5	▲ 21.5%	▲ 7.1%
Employment (Jobs)												
Employment	400	510	570	580	580	680	710	680	650	690	▲ 6.8%	▲ 2.9%
Tax Revenue (\$Millions)												
Total (Current \$)	0.8	1.3	1.4	1.5	1.7	1.8	2.0	1.6	1.8	2.2	▲ 21.4%	▲ 5.4%
Local	0.3	0.2	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	▲ 24.7%	▲ 2.9%
State	0.6	1.0	1.1	1.2	1.4	1.5	1.6	1.3	1.5	1.8	▲ 20.6%	▲ 6.3%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Crook County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	19.2	37.1	39.4	41.6	43.0	45.4	49.3	35.3	41.4	51.9	25.5%	5.3%
Other Travel*	1.8	3.3	2.7	2.6	2.9	3.5	3.5	1.7	3.3	4.6	39.3%	30.4%
TOTAL	20.9	40.3	42.1	44.2	45.9	48.9	52.8	36.9	44.6	56.5	26.5%	7.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	3.8	16.4	18.0	19.5	20.4	21.8	24.4	19.2	21.4	27.0	26.6%	10.8%
Hotel, Motel**									16.6	21.1	27.0%	
STVR**									4.7	5.9	24.9%	
Private Home	3.2	4.2	4.4	4.6	4.7	5.0	5.2	4.2	5.4	5.9	10.0%	13.3%
Campground	5.6	6.8	6.9	7.1	7.1	7.4	7.8	6.0	6.7	7.5	11.5%	-3.4%
Second Home	1.1	1.5	1.5	1.5	1.6	1.6	1.7	1.4	1.6	1.9	20.3%	14.5%
Day Travel	5.4	8.2	8.6	8.9	9.2	9.7	10.2	4.4	6.3	9.6	51.3%	-6.6%
TOTAL	19.2	37.1	39.4	41.6	43.0	45.4	49.3	35.3	41.4	51.9	25.5%	5.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.0	9.2	10.4	11.4	12.0	12.6	14.4	13.0	14.9	18.5	24.1%	29.0%
Food Service	4.8	9.7	10.5	11.2	11.6	12.5	13.5	8.0	9.4	11.7	25.1%	-13.3%
Food Stores	3.5	5.1	5.4	5.5	5.5	5.7	6.0	4.5	5.4	6.7	22.8%	11.9%
Local Tran. & Gas	1.5	3.3	2.8	2.8	3.0	3.5	3.6	2.2	3.0	4.2	38.7%	15.3%
Arts, Ent. & Rec.	3.1	5.4	5.8	6.1	6.1	6.4	6.8	4.4	4.7	5.7	22.1%	-16.5%
Retail Sales	3.2	4.3	4.5	4.6	4.6	4.8	5.0	3.1	3.9	5.1	29.4%	2.6%
TOTAL	19.2	37.1	39.4	41.6	43.0	45.4	49.3	35.3	41.4	51.9	25.5%	5.3%

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*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.



Crook County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	3.7	7.1	8.4	9.1	9.7	10.5	11.1	10.2	11.7	14.8	26.0%	33.1%
Arts, Ent. & Rec.	0.9	2.0	2.2	2.3	2.4	3.3	3.6	3.1	2.6	2.9	10.8%	-18.9%
Retail**	0.8	1.2	1.3	1.3	1.4	1.5	1.5	1.9	2.1	2.3	10.6%	50.0%
Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.3	26.2%	-10.5%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.3	14.4%	67.6%
TOTAL	5.6	10.6	12.2	13.0	13.8	15.6	16.7	15.7	16.9	20.5	21.5%	7.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	210	250	290	300	310	330	330	300	330	370	12.1%	12.0%
Arts, Ent. & Rec.	140	190	210	210	200	270	310	290	230	230	0.8%	-25.5%
Retail**	40	50	60	60	60	60	60	70	70	80	2.2%	22.7%
Ground Tran.	0	10	10	10	10	10	10	10	0	10	5.9%	-25.9%
Other Travel*	10	10	10	10	10	10	10	10	10	10	5.0%	41.0%
TOTAL	400	510	570	580	580	680	710	680	650	690	6.2%	-4.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.2	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	24.7%	19.2%
State Tax Receipts	0.6	1.0	1.1	1.2	1.4	1.5	1.6	1.3	1.5	1.8	20.6%	11.8%
TOTAL	0.8	1.3	1.4	1.5	1.7	1.8	2.0	1.6	1.8	2.2	21.4%	12.1%

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**Retail includes gasoline station employment and earnings.

Crook County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Crook County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

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Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$127	\$231	\$338	\$608	2.7	1.8
Private Home	\$23	\$65	\$57	\$159	2.5	2.8
Other Overnight	\$42	\$121	\$125	\$362	3.0	2.9
All Overnight	\$61	\$148	\$163	\$393	2.7	2.4

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	187,270	187,940	212,010	68,280	67,580	79,940
Private Home	205,420	246,280	255,790	87,170	104,510	104,080
Other Overnight	177,970	189,390	225,500	67,280	71,600	75,250
All Overnight	570,660	623,600	693,290	222,730	243,690	259,270

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	110,340	105,760	117,160	40,030	38,080	44,430
Private Home	68,330	81,920	91,730	28,990	34,760	37,330
Other Overnight	61,570	65,520	77,400	23,390	24,890	25,970
All Overnight	240,240	253,210	286,290	92,410	97,740	107,730

Curry County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$88,272
Employee Earnings Generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$3
Visitor Shares	
Travel Share of Total Employment (2022)	22%
Overnight Visitor Day Share of Resident Population*	22%

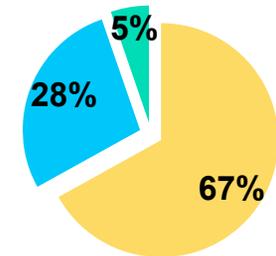
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

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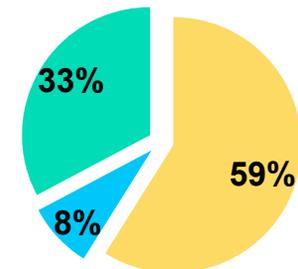
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2022 Share of Overnight Visitor Spending

Curry County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Curry County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	101.8	123.6	127.0	130.4	132.6	138.3	143.0	111.8	157.5	212.6	▲ 35.0%	▲ 4.0%
Other	1.9	3.5	2.8	2.6	2.9	3.3	3.4	1.6	3.0	4.2	▲ 39.3%	▲ 4.4%
Visitor	99.9	120.2	124.2	127.8	129.7	135.0	139.6	110.2	154.5	208.4	▲ 34.9%	▲ 3.9%
Earnings (\$Millions)												
Earnings (Current \$)	33.0	41.9	46.3	49.1	51.2	54.4	57.8	56.6	62.3	73.3	▲ 17.6%	▲ 4.3%
Employment (Jobs)												
Employment	1,970	1,790	1,910	2,010	2,040	2,120	2,200	2,020	2,140	2,370	▲ 10.5%	▲ 1.0%
Tax Revenue (\$Millions)												
Total (Current \$)	2.8	3.7	4.0	4.2	4.6	4.8	5.0	4.7	5.9	7.2	▲ 23.0%	▲ 5.1%
Local	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.8	1.2	1.4	▲ 25.8%	▲ 6.2%
State	2.4	3.1	3.4	3.6	3.9	4.1	4.3	3.9	4.7	5.8	▲ 22.3%	▲ 4.8%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1



Curry County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	99.9	120.2	124.2	127.8	129.7	135.0	139.6	110.2	154.5	208.4	34.9%	49.3%
Other Travel*	1.9	3.5	2.8	2.6	2.9	3.3	3.4	1.6	3.0	4.2	39.3%	25.5%
TOTAL	101.8	123.6	127.0	130.4	132.6	138.3	143.0	111.8	157.5	212.6	35.0%	48.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	34.9	42.8	45.2	46.9	48.3	50.4	51.8	51.4	83.2	107.2	28.8%	106.9%
Hotel, Motel**									66.1	86.7	31.2%	
STVR**									17.1	20.5	19.4%	
Private Home	5.5	7.1	7.2	7.2	7.3	7.6	7.8	8.0	7.8	8.3	7.0%	7.3%
Campground	25.3	31.7	32.4	33.2	33.4	34.8	36.3	32.2	35.8	39.9	11.4%	9.9%
Second Home	2.9	3.6	3.6	3.6	3.7	3.8	3.9	3.2	3.6	4.5	24.7%	16.1%
Day Travel	31.4	34.9	35.9	36.8	37.0	38.4	39.9	15.5	24.1	48.5	101.2%	21.5%
TOTAL	99.9	120.2	124.2	127.8	129.7	135.0	139.6	110.2	154.5	208.4	34.9%	49.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	20.2	24.0	26.3	27.8	29.0	29.8	30.4	35.9	55.0	68.8	25.0%	126.2%
Food Service	25.6	33.7	35.8	37.6	38.3	40.2	42.4	27.8	37.6	52.5	39.7%	23.6%
Food Stores	13.6	17.2	17.9	18.0	17.6	18.0	18.7	15.4	18.8	24.5	30.6%	30.9%
Local Tran. & Gas	8.3	13.2	11.1	10.5	11.3	12.9	13.1	8.5	13.5	20.7	52.6%	58.2%
Arts, Ent. & Rec.	15.5	15.7	16.2	16.7	16.6	17.0	17.5	11.4	14.4	19.2	33.9%	9.7%
Retail Sales	16.8	16.4	16.9	17.1	16.8	17.1	17.5	11.2	15.3	22.8	48.9%	30.3%
TOTAL	99.9	120.2	124.2	127.8	129.7	135.0	139.6	110.2	154.5	208.4	34.9%	49.3%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Curry County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	23.5	32.7	36.6	39.3	41.2	44.2	47.1	44.1	49.8	58.8	18.0%	24.8%
Arts, Ent. & Rec.	5.0	3.9	4.1	4.1	4.1	4.1	4.4	4.3	4.0	4.0	-0.3%	-10.5%
Retail**	4.1	4.7	4.9	5.1	5.2	5.4	5.6	7.5	7.8	9.6	22.8%	71.9%
Ground Tran.	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.8	39.1%	33.8%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	1.6%	25.6%
TOTAL	33.0	41.9	46.3	49.1	51.2	54.4	57.8	56.6	62.3	73.3	17.6%	10.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,260	1,220	1,310	1,400	1,420	1,450	1,510	1,330	1,480	1,660	12.0%	9.8%
Arts, Ent. & Rec.	460	340	360	380	380	420	430	380	340	350	2.2%	-19.2%
Retail**	230	210	220	220	220	230	230	290	290	330	12.7%	44.9%
Ground Tran.	20	10	10	10	10	10	10	20	10	20	16.8%	10.8%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-7.6%	11.4%
TOTAL	1,970	1,790	1,910	2,010	2,040	2,120	2,200	2,020	2,140	2,370	10.7%	5.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.8	1.2	1.4	25.8%	112.5%
State Tax Receipts	2.4	3.1	3.4	3.6	3.9	4.1	4.3	3.9	4.7	5.8	22.3%	35.4%
TOTAL	2.8	3.7	4.0	4.2	4.6	4.8	5.0	4.7	5.9	7.2	23.0%	23.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Curry County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Curry County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$128	\$231	\$339	\$610	2.7	1.8
Private Home	\$35	\$99	\$87	\$243	2.5	2.8
Other Overnight	\$54	\$163	\$165	\$500	3.1	3.0
All Overnight	\$84	\$195	\$235	\$535	2.8	2.3

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	489,390	751,850	837,680	178,440	270,220	315,890
Private Home	253,020	231,360	235,350	107,360	98,170	95,770
Other Overnight	653,460	694,900	824,790	241,360	256,680	268,730
All Overnight	1,395,860	1,678,110	1,897,820	527,170	625,070	680,390

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	288,350	417,850	463,400	104,600	150,410	175,750
Private Home	84,160	76,960	84,400	35,710	32,660	34,340
Other Overnight	217,510	231,320	271,540	80,560	85,680	88,760
All Overnight	590,020	726,130	819,340	220,870	268,740	298,860

Deschutes County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$123,980
Employee Earnings Generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2022)	6%
Overnight Visitor Day Share of Resident Population*	12%

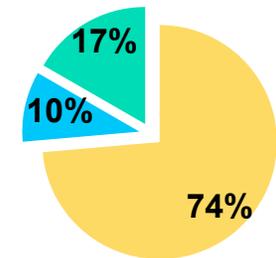
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

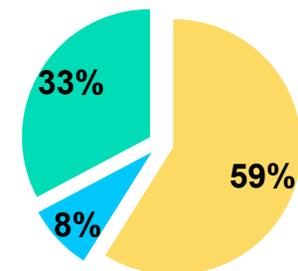
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Deschutes County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Deschutes County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	318.7	622.8	663.7	715.8	759.6	814.5	886.5	568.1	909.8	1,116.2	▲ 22.7%	▲ 6.8%
Other	29.6	66.3	67.5	71.0	80.4	94.9	97.2	43.1	82.4	125.7	▲ 52.6%	▲ 7.9%
Visitor	289.1	556.5	596.2	644.9	679.2	719.7	789.4	525.1	827.4	990.5	▲ 19.7%	▲ 6.7%
Earnings (\$Millions)												
Earnings (Current \$)	78.3	154.6	175.5	187.7	202.5	226.2	246.2	218.1	249.3	307.1	▲ 23.2%	▲ 7.5%
Employment (Jobs)												
Employment	4,180	6,270	6,740	6,970	7,110	7,560	7,870	6,600	7,190	8,150	▲ 13.3%	▲ 3.6%
Tax Revenue (\$Millions)												
Total (Current \$)	13.8	25.6	28.4	31.3	35.3	37.5	41.9	35.6	47.4	55.3	▲ 16.5%	▲ 7.6%
Local	6.4	10.2	11.6	13.2	14.0	14.6	17.0	16.0	22.7	25.7	▲ 13.1%	▲ 7.6%
State	7.3	15.4	16.8	18.2	21.2	22.9	24.9	19.5	24.7	29.6	▲ 19.7%	▲ 7.6%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Deschutes County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	289.1	556.5	596.2	644.9	679.2	719.7	789.4	525.1	827.4	990.5	19.7%	25.5%
Other Travel*	29.6	66.3	67.5	71.0	80.4	94.9	97.2	43.1	82.4	125.7	52.6%	29.4%
TOTAL	318.7	622.8	663.7	715.8	759.6	814.5	886.5	568.1	909.8	1,116.2	22.7%	25.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	141.8	314.6	343.9	381.2	401.8	426.0	480.2	322.1	542.4	636.0	17.2%	32.4%
Hotel, Motel**									301.9	387.6	28.4%	
STVR**									240.5	248.4	3.3%	
Private Home	52.0	90.7	96.2	101.2	109.1	117.0	123.2	90.3	125.9	143.9	14.3%	16.8%
Campground	20.7	26.2	26.7	27.4	27.6	28.8	30.1	30.8	34.2	38.2	11.6%	27.0%
Second Home	22.4	36.6	36.9	37.2	39.0	40.4	41.4	33.8	38.6	44.5	15.3%	7.4%
Day Travel	52.3	88.3	92.5	97.8	101.7	107.4	114.5	48.1	86.3	127.9	48.3%	11.7%
TOTAL	289.1	556.5	596.2	644.9	679.2	719.7	789.4	525.1	827.4	990.5	19.7%	25.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	69.3	146.3	165.8	187.4	197.6	204.2	237.7	211.4	350.9	392.7	11.9%	65.2%
Food Service	72.9	152.1	165.5	181.3	189.8	202.8	222.1	116.3	169.0	205.5	21.6%	-7.5%
Food Stores	26.8	46.1	48.8	50.3	50.8	52.4	55.4	43.8	67.1	81.8	21.9%	47.6%
Local Tran. & Gas	22.9	57.4	49.4	49.1	54.1	62.7	66.1	34.5	57.3	78.8	37.4%	19.2%
Arts, Ent. & Rec.	40.4	62.2	65.8	70.2	71.9	74.9	79.5	48.9	62.6	73.8	17.9%	-7.1%
Retail Sales	46.0	68.4	71.6	75.0	76.1	78.5	82.8	51.5	77.1	94.4	22.6%	14.0%
Visitor Air Tran.	10.8	23.9	29.3	31.6	38.8	44.2	45.8	18.7	43.4	63.5	46.1%	38.5%
TOTAL	289.1	556.5	596.2	644.9	679.2	719.7	789.4	525.1	827.4	990.5	19.7%	25.5%

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**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.



Deschutes County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	52.5	111.0	128.4	136.6	148.8	166.3	181.6	156.0	182.6	232.7	27.4%	28.1%
Arts, Ent. & Rec.	12.0	21.1	22.6	23.7	24.9	28.7	31.5	26.3	29.5	32.9	11.8%	4.5%
Retail**	9.2	15.2	16.4	17.6	18.5	19.8	20.9	25.4	27.5	30.5	10.9%	45.9%
Ground Tran.	1.2	2.2	2.4	2.8	3.0	3.2	3.6	3.0	3.2	3.7	16.1%	2.2%
Other Travel*	3.3	5.1	5.7	7.0	7.4	8.3	8.5	7.4	6.5	7.3	12.1%	-14.1%
TOTAL	78.3	154.6	175.5	187.7	202.5	226.2	246.2	218.1	249.3	307.1	23.2%	14.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	2,780	4,420	4,830	4,960	5,030	5,310	5,520	4,550	5,050	5,850	15.8%	5.9%
Arts, Ent. & Rec.	740	1,010	1,030	1,080	1,140	1,260	1,350	1,020	1,120	1,270	13.8%	-5.8%
Retail**	460	620	650	650	660	690	700	770	790	800	0.9%	14.4%
Ground Tran.	50	70	70	80	80	80	90	70	70	70	-2.6%	-15.4%
Other Travel*	140	150	160	200	200	220	210	190	160	160	0.5%	-24.2%
TOTAL	4,180	6,270	6,740	6,970	7,110	7,560	7,870	6,600	7,190	8,150	13.4%	8.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.4	10.2	11.6	13.2	14.0	14.6	17.0	16.0	22.7	25.7	13.1%	51.0%
State Tax Receipts	7.3	15.4	16.8	18.2	21.2	22.9	24.9	19.5	24.7	29.6	19.7%	18.9%
TOTAL	13.8	25.6	28.4	31.3	35.3	37.5	41.9	35.6	47.4	55.3	16.5%	33.4%

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*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Deschutes County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Deschutes County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$159	\$364	\$421	\$963	2.7	2.3
Private Home	\$55	\$182	\$125	\$429	2.3	3.4
Other Overnight	\$42	\$139	\$120	\$401	2.9	3.3
All Overnight	\$101	\$276	\$257	\$718	2.6	2.8

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,906,050	3,674,770	4,002,680	733,710	1,344,610	1,509,320
Private Home	2,325,890	2,551,760	2,603,120	986,020	1,180,860	1,154,140
Other Overnight	1,567,600	1,669,690	1,971,010	619,270	659,670	687,190
All Overnight	5,799,540	7,896,210	8,576,820	2,339,000	3,185,150	3,350,660

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	944,160	1,610,340	1,745,270	354,970	587,860	660,620
Private Home	653,160	716,590	788,550	274,850	318,060	335,090
Other Overnight	475,250	506,150	592,980	187,070	199,250	206,080
All Overnight	2,072,570	2,833,080	3,126,800	816,880	1,105,170	1,201,800



Douglas County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$83,591
Employee Earnings Generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2022)	7%
Overnight Visitor Day Share of Resident Population*	7%

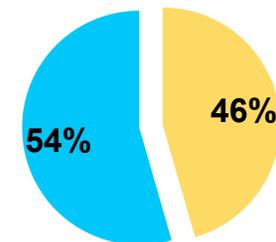
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

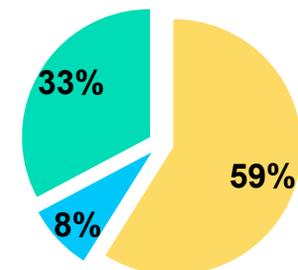
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Douglas County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Douglas County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	185.7	229.5	230.9	233.2	237.5	245.7	252.6	171.7	253.8	311.9	▲ 22.9%	▲ 2.8%
Other	9.6	17.7	14.3	12.5	13.9	16.0	16.2	7.6	14.3	19.9	▲ 39.3%	▲ 3.9%
Visitor	176.1	211.8	216.6	220.7	223.6	229.7	236.4	164.1	239.5	292.0	▲ 21.9%	▲ 2.7%
Earnings (\$Millions)												
Earnings (Current \$)	49.8	61.5	64.5	68.1	70.4	72.8	76.9	74.9	84.0	99.2	▲ 18.1%	▲ 3.7%
Employment (Jobs)												
Employment	3,280	2,980	3,050	3,130	3,160	3,140	3,180	2,970	3,210	3,540	▲ 10.3%	▲ 0.4%
Tax Revenue (\$Millions)												
Total (Current \$)	5.7	7.4	7.7	8.1	8.8	9.0	9.3	8.2	10.3	11.7	▲ 14.1%	▲ 3.9%
Local	0.9	1.2	1.3	1.4	1.4	1.4	1.5	1.7	2.2	2.3	▲ 4.0%	▲ 4.9%
State	4.7	6.2	6.4	6.7	7.4	7.6	7.9	6.5	8.1	9.4	▲ 16.9%	▲ 3.7%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1



Douglas County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	176.1	211.8	216.6	220.7	223.6	229.7	236.4	164.1	239.5	292.0	21.9%	23.5%
Other Travel*	9.6	17.7	14.3	12.5	13.9	16.0	16.2	7.6	14.3	19.9	39.3%	22.8%
TOTAL	185.7	229.5	230.9	233.2	237.5	245.7	252.6	171.7	253.8	311.9	22.9%	23.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	51.9	62.2	65.3	67.6	68.6	67.6	69.6	68.8	96.0	105.4	9.7%	51.5%
Hotel, Motel**									89.6	98.0	9.4%	
STVR**									6.5	7.4	13.9%	
Private Home	25.8	34.5	34.3	34.5	35.2	36.9	37.6	28.0	42.0	43.9	4.4%	16.7%
Campground	15.6	19.9	20.1	20.6	20.8	21.7	22.6	19.6	21.9	24.5	11.8%	8.4%
Second Home	2.6	4.2	4.2	4.2	4.3	4.5	4.6	3.8	4.3	3.9	-9.3%	-15.6%
Day Travel	80.3	91.1	92.7	93.7	94.6	98.9	102.1	43.9	75.2	114.4	52.1%	12.0%
TOTAL	176.1	211.8	216.6	220.7	223.6	229.7	236.4	164.1	239.5	292.0	21.9%	23.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	27.2	32.4	35.6	37.8	38.5	35.2	35.8	38.2	53.3	55.6	4.2%	55.3%
Food Service	45.3	60.2	63.4	65.7	67.2	71.0	74.6	50.4	72.9	91.0	24.9%	22.0%
Food Stores	19.7	25.5	26.4	26.3	26.0	26.7	27.5	19.4	27.4	34.4	25.4%	25.2%
Local Tran. & Gas	14.6	23.1	19.2	18.0	19.4	22.3	22.5	13.8	22.5	30.8	36.8%	36.5%
Arts, Ent. & Rec.	37.8	38.7	39.6	40.4	40.4	41.8	42.6	21.8	32.3	40.3	24.6%	-5.5%
Retail Sales	31.6	31.9	32.4	32.4	32.0	32.8	33.4	20.6	31.0	39.9	28.9%	19.8%
TOTAL	176.1	211.8	216.6	220.7	223.6	229.7	236.4	164.1	239.5	292.0	21.9%	23.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

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*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Douglas County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	29.8	36.9	38.9	41.8	43.4	45.7	48.5	44.5	51.2	59.4	16.0%	22.5%
Arts, Ent. & Rec.	11.8	15.0	15.5	16.3	16.7	16.3	17.2	17.2	19.1	25.2	31.5%	46.3%
Retail**	6.6	7.8	8.1	8.4	8.6	9.0	9.2	11.3	11.6	12.5	7.1%	34.8%
Ground Tran.	0.7	0.9	0.9	1.0	1.0	1.1	1.2	1.1	1.0	1.1	6.0%	-7.4%
Other Travel*	0.8	1.0	1.0	0.7	0.7	0.7	0.8	0.8	1.0	1.0	7.0%	27.9%
TOTAL	49.8	61.5	64.5	68.1	70.4	72.8	76.9	74.9	84.0	99.2	18.1%	12.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,950	1,790	1,830	1,900	1,910	1,940	1,950	1,770	1,950	2,130	9.0%	8.8%
Arts, Ent. & Rec.	870	770	780	810	830	780	790	720	780	930	19.6%	17.3%
Retail**	370	340	360	360	360	370	370	410	410	420	0.9%	14.2%
Ground Tran.	30	30	30	30	30	30	30	30	20	20	-11.0%	-23.3%
Other Travel*	50	50	50	40	40	40	40	40	40	40	7.6%	13.4%
TOTAL	3,280	2,980	3,050	3,130	3,160	3,140	3,180	2,970	3,210	3,540	10.3%	8.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.9	1.2	1.3	1.4	1.4	1.4	1.5	1.7	2.2	2.3	4.0%	55.5%
State Tax Receipts	4.7	6.2	6.4	6.7	7.4	7.6	7.9	6.5	8.1	9.4	16.9%	20.2%
TOTAL	5.7	7.4	7.7	8.1	8.8	9.0	9.3	8.2	10.3	11.7	14.1%	24.7%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Douglas County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Douglas County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$143	\$275	\$375	\$718	2.6	1.9
Private Home	\$42	\$135	\$104	\$338	2.5	3.3
Other Overnight	\$59	\$186	\$181	\$570	3.1	3.1
All Overnight	\$79	\$208	\$210	\$552	2.7	2.6

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	680,260	876,090	865,260	247,170	316,600	329,840
Private Home	813,790	1,140,250	1,132,920	339,710	475,330	453,110
Other Overnight	555,750	591,120	665,500	207,240	220,440	217,660
All Overnight	2,049,800	2,607,450	2,663,680	794,120	1,012,370	1,000,610

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	366,420	458,710	450,640	132,900	165,880	172,220
Private Home	234,940	325,020	348,330	98,120	135,520	139,350
Other Overnight	179,000	190,380	211,640	66,690	70,940	69,190
All Overnight	780,360	974,100	1,010,600	297,700	372,340	380,760

Gilliam/Sherman County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$86,949
Employee Earnings Generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$3
Visitor Shares	
Travel Share of Total Employment (2022)	3%
Overnight Visitor Day Share of Resident Population*	10%

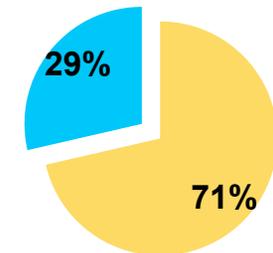
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 10% of the population is added to the amount of people in the area.

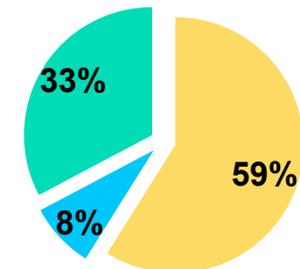
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Gilliam/Sherman County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Gilliam/Sherman County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	7.9	9.0	9.1	9.4	9.9	10.3	10.7	7.1	7.9	10.4	▲ 31.7%	▲ 1.4%
Other	0.3	0.6	0.4	0.4	0.5	0.5	0.5	0.3	0.5	0.7	▲ 39.3%	▲ 4.5%
Visitor	7.6	8.4	8.7	9.0	9.4	9.7	10.1	6.8	7.4	9.7	▲ 31.2%	▲ 1.3%
Earnings (\$Millions)												
Earnings (Current \$)	1.9	2.2	2.3	2.4	2.6	2.8	3.2	2.7	2.0	2.7	▲ 31.9%	▲ 1.8%
Employment (Jobs)												
Employment	140	100	100	100	110	110	130	110	80	110	▲ 34.5%	▼ -1.1%
Tax Revenue (\$Millions)												
Total (Current \$)	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	▲ 10.6%	▲ 2.8%
State	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▲ 15.1%	▲ 2.5%

Notes:
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 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1

Gilliam/Sherman County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	7.6	8.4	8.7	9.0	9.4	9.7	10.1	6.8	7.4	9.7	31.2%	-4.6%
Other Travel*	0.3	0.6	0.4	0.4	0.5	0.5	0.5	0.3	0.5	0.7	39.3%	31.3%
TOTAL	7.9	9.0	9.1	9.4	9.9	10.3	10.7	7.1	7.9	10.4	31.7%	-2.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	3.1	3.5	3.7	4.0	4.3	4.4	4.6	3.3	3.0	4.0	32.7%	-11.9%
Hotel, Motel**									2.6	3.6	35.8%	
STVR**									0.4	0.5	13.1%	
Private Home	0.5	0.7	0.7	0.7	0.7	0.8	0.8	0.7	0.8	0.9	10.3%	19.1%
Campground	1.6	1.9	1.9	2.0	2.0	2.1	2.1	1.8	2.0	2.3	11.8%	5.2%
Second Home	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.1	0.2	0.1	-55.2%	-56.5%
Day Travel	2.3	2.1	2.2	2.2	2.3	2.4	2.4	0.9	1.3	2.4	81.8%	-3.6%
TOTAL	7.6	8.4	8.7	9.0	9.4	9.7	10.1	6.8	7.4	9.7	31.2%	-4.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.5	2.0	2.2	2.3	2.5	2.6	2.7	2.1	2.0	2.4	20.9%	-9.1%
Food Service	1.9	2.2	2.3	2.4	2.6	2.7	2.8	1.9	2.1	2.9	36.9%	2.5%
Food Stores	1.0	1.2	1.2	1.2	1.2	1.2	1.3	0.9	1.1	1.3	23.6%	3.0%
Local Tran. & Gas	0.6	0.8	0.7	0.6	0.7	0.8	0.8	0.5	0.6	0.9	45.7%	7.7%
Arts, Ent. & Rec.	1.4	1.3	1.3	1.3	1.4	1.4	1.5	0.9	0.9	1.2	32.9%	-18.5%
Retail Sales	1.2	1.0	1.0	1.0	1.0	1.0	1.1	0.5	0.7	0.9	40.3%	-11.6%
TOTAL	7.6	8.4	8.7	9.0	9.4	9.7	10.1	6.8	7.4	9.7	31.2%	-4.6%

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**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.



Gilliam/Sherman County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	1.2	1.4	1.5	1.6	1.7	1.8	2.2	1.7	1.3	1.7	32.5%	-21.5%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.3	0.4	46.3%	-9.2%
Retail**	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.4	19.5%	3.6%
Ground Tran.	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	35.2%	-19.6%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.4%	34.2%
TOTAL	1.9	2.2	2.3	2.4	2.6	2.8	3.2	2.7	2.0	2.7	31.9%	-24.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	90	60	70	70	70	70	90	70	60	80	40.2%	-8.2%
Arts, Ent. & Rec.	30	20	20	20	20	20	20	20	10	20	36.5%	-16.6%
Retail**	20	20	20	20	20	20	20	20	10	10	10.9%	-13.0%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	13.5%	-33.5%
Other Travel*	0	0	0	0	0	0	0	0	0	0	12.9%	24.5%
TOTAL	140	100	100	100	110	110	130	110	80	110	37.5%	-27.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-34.5%	-11.2%
State Tax Receipts	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	15.1%	-12.0%
TOTAL	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	10.6%	5.1%

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*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Gilliam/Sherman County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Gilliam/Sherman County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$93	\$165	\$246	\$434	2.6	1.8
Private Home	\$24	\$67	\$59	\$164	2.5	2.8
Other Overnight	\$42	\$129	\$129	\$401	3.1	3.1
All Overnight	\$53	\$129	\$145	\$351	2.8	2.4

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	39,360	35,320	43,410	14,270	12,700	16,420
Private Home	31,500	37,260	38,880	13,370	15,810	15,820
Other Overnight	48,470	51,540	55,820	17,870	19,000	17,970
All Overnight	119,330	124,120	138,110	45,510	47,520	50,210

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	23,550	20,010	24,470	8,520	7,210	9,300
Private Home	10,480	12,390	13,940	4,450	5,260	5,670
Other Overnight	16,080	17,110	17,990	5,950	6,320	5,800
All Overnight	50,110	49,510	56,410	18,910	18,790	20,770

Grant County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$77,120
Employee Earnings Generated by \$100 Visitor Spending	\$25
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2022)	5%
Overnight Visitor Day Share of Resident Population*	9%

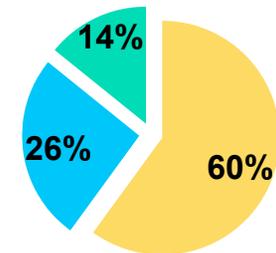
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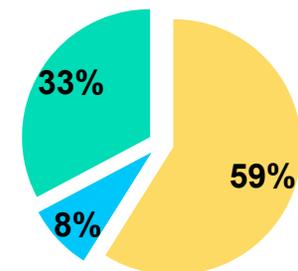
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2022 Share of Overnight Visitor Spending

Grant County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Grant County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	8.6	10.5	10.5	10.7	11.2	11.7	12.1	6.8	13.1	16.2	▲ 23.9%	▲ 3.4%
Other	0.6	1.1	0.9	0.8	0.9	1.0	1.1	0.5	0.9	1.3	▲ 39.3%	▲ 3.8%
Visitor	8.0	9.4	9.6	9.9	10.3	10.7	11.0	6.3	12.2	14.9	▲ 22.7%	▲ 3.4%
Earnings (\$Millions)												
Earnings (Current \$)	2.2	2.5	2.7	2.8	3.0	3.2	3.4	2.9	3.3	3.9	▲ 15.7%	▲ 3.0%
Employment (Jobs)												
Employment	200	170	170	180	180	180	190	160	180	200	▲ 7.2%	▼ -0.1%
Tax Revenue (\$Millions)												
Total (Current \$)	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.3	0.5	0.6	▲ 19.6%	▲ 4.0%
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	▲ 25.7%	▲ 6.1%
State	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.4	0.4	▲ 17.6%	▲ 3.4%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1



Grant County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	8.0	9.4	9.6	9.9	10.3	10.7	11.0	6.3	12.2	14.9	22.7%	35.1%
Other Travel*	0.6	1.1	0.9	0.8	0.9	1.0	1.1	0.5	0.9	1.3	39.3%	22.5%
TOTAL	8.6	10.5	10.5	10.7	11.2	11.7	12.1	6.8	13.1	16.2	23.9%	34.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2.4	3.0	3.2	3.4	3.7	3.8	4.0	1.7	5.6	7.3	30.9%	83.5%
Hotel, Motel**									4.1	5.5	34.7%	
STVR**									1.5	1.8	20.5%	
Private Home	1.1	1.5	1.5	1.4	1.5	1.5	1.6	1.0	1.6	1.7	5.2%	11.1%
Campground	1.6	2.0	2.0	2.1	2.1	2.2	2.2	1.9	2.1	2.4	11.9%	5.2%
Second Home	0.7	0.8	0.8	0.8	0.8	0.9	0.9	0.8	0.9	0.8	-11.5%	-14.0%
Day Travel	2.1	2.1	2.1	2.2	2.2	2.3	2.4	1.0	2.0	2.8	40.9%	16.7%
TOTAL	8.0	9.4	9.6	9.9	10.3	10.7	11.0	6.3	12.2	14.9	22.7%	35.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.3	1.8	2.0	2.1	2.3	2.4	2.5	1.6	3.5	4.3	23.8%	75.8%
Food Service	2.0	2.5	2.7	2.8	2.9	3.0	3.2	1.8	3.5	4.3	22.1%	35.2%
Food Stores	1.3	1.6	1.6	1.6	1.6	1.6	1.7	1.1	1.6	1.9	16.4%	15.3%
Local Tran. & Gas	0.7	1.0	0.8	0.8	0.9	1.0	1.0	0.5	1.0	1.4	33.2%	38.2%
Arts, Ent. & Rec.	1.4	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.3	1.6	22.7%	9.6%
Retail Sales	1.3	1.2	1.2	1.2	1.2	1.2	1.2	0.6	1.1	1.4	21.2%	9.4%
TOTAL	8.0	9.4	9.6	9.9	10.3	10.7	11.0	6.3	12.2	14.9	22.7%	35.1%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Grant County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	1.4	1.7	1.8	1.9	2.1	2.3	2.4	1.9	2.2	2.6	15.2%	6.8%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.6	25.3%	56.2%
Retail**	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	7.8%	21.8%
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	22.6%	17.6%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	14.4%	24.5%
TOTAL	2.2	2.5	2.7	2.8	3.0	3.2	3.4	2.9	3.3	3.9	15.7%	16.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	110	100	100	110	110	120	130	100	120	130	5.9%	-1.5%
Arts, Ent. & Rec.	60	50	40	40	40	30	40	40	40	50	13.9%	22.1%
Retail**	20	20	20	20	20	20	20	20	20	20	0.4%	9.8%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	2.9%	-2.6%
Other Travel*	0	0	0	0	0	0	0	0	0	0	15.6%	15.1%
TOTAL	200	170	170	180	180	180	190	160	180	200	11.1%	12.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	25.7%	69.4%
State Tax Receipts	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.4	0.4	17.6%	15.7%
TOTAL	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.3	0.5	0.6	19.6%	52.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Grant County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Grant County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$98	\$183	\$260	\$486	2.7	1.9
Private Home	\$24	\$67	\$59	\$164	2.5	2.8
Other Overnight	\$35	\$102	\$105	\$303	3.0	2.9
All Overnight	\$51	\$126	\$139	\$339	2.7	2.4

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	15,300	63,410	74,790	5,750	22,740	28,020
Private Home	47,860	72,650	72,270	20,310	30,830	29,410
Other Overnight	79,360	84,470	89,750	30,240	32,190	29,940
All Overnight	142,530	220,530	236,800	56,300	85,760	87,370

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	8,260	33,550	39,740	3,050	12,060	15,000
Private Home	15,920	24,170	25,920	6,760	10,250	10,550
Other Overnight	27,810	29,610	30,790	10,650	11,340	10,330
All Overnight	52,000	87,330	96,450	20,460	33,650	35,880

Harney County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$55,386
Employee Earnings Generated by \$100 Visitor Spending	\$41
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	10%
Overnight Visitor Day Share of Resident Population*	11%

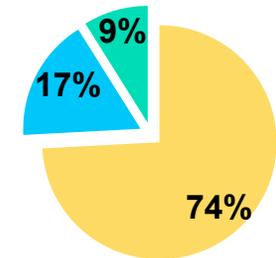
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

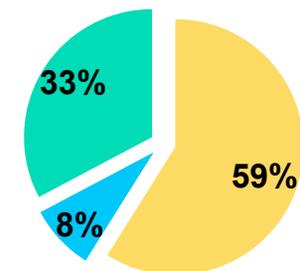
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Harney County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Harney County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	15.5	16.7	17.2	17.7	18.8	19.4	20.2	11.9	19.2	26.8	▲ 39.5%	▲ 2.9%
Other	0.6	1.1	0.9	0.8	0.9	1.1	1.1	0.5	1.0	1.3	▲ 39.3%	▲ 4.2%
Visitor	14.9	15.6	16.3	16.9	17.8	18.4	19.1	11.4	18.2	25.4	▲ 39.6%	▲ 2.8%
Earnings (\$Millions)												
Earnings (Current \$)	4.9	5.3	5.8	6.3	6.5	6.8	7.7	7.2	8.9	10.4	▲ 17.3%	▲ 4.0%
Employment (Jobs)												
Employment	370	300	310	310	330	340	360	340	420	460	▲ 10.8%	▲ 1.2%
Tax Revenue (\$Millions)												
Total (Current \$)	0.5	0.7	0.7	0.8	0.9	0.9	1.0	0.7	1.0	1.3	▲ 23.7%	▲ 5.1%
Local	0.1	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.4	0.5	▲ 28.0%	▲ 6.8%
State	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.5	0.7	0.8	▲ 21.3%	▲ 4.3%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Harney County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	14.9	15.6	16.3	16.9	17.8	18.4	19.1	11.4	18.2	25.4	39.6%	33.1%
Other Travel*	0.6	1.1	0.9	0.8	0.9	1.1	1.1	0.5	1.0	1.3	39.3%	25.0%
TOTAL	15.5	16.7	17.2	17.7	18.8	19.4	20.2	11.9	19.2	26.8	39.5%	32.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	7.1	7.6	8.1	8.6	9.3	9.6	10.0	6.0	11.1	14.9	34.9%	49.6%
Hotel, Motel**									10.1	13.8	36.6%	
STVR**									0.9	1.1	16.4%	
Private Home	1.1	1.5	1.5	1.5	1.5	1.6	1.6	1.3	1.7	1.8	6.7%	13.3%
Campground	1.9	2.5	2.5	2.6	2.6	2.7	2.8	2.4	2.6	3.0	11.8%	4.9%
Second Home	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.4	26.2%	22.6%
Day Travel	4.6	3.7	3.8	3.9	4.1	4.2	4.4	1.4	2.5	5.3	114.1%	21.8%
TOTAL	14.9	15.6	16.3	16.9	17.8	18.4	19.1	11.4	18.2	25.4	39.6%	33.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.2	4.0	4.4	4.7	5.2	5.3	5.5	3.7	6.4	8.2	27.4%	49.5%
Food Service	3.7	4.0	4.3	4.5	4.7	4.9	5.2	3.2	4.9	7.3	47.2%	38.9%
Food Stores	1.7	1.9	2.0	2.0	2.0	2.1	2.1	1.4	1.9	2.5	32.7%	15.7%
Local Tran. & Gas	1.1	1.4	1.2	1.1	1.3	1.4	1.4	0.8	1.3	2.1	55.1%	42.1%
Arts, Ent. & Rec.	3.4	2.7	2.8	2.9	3.0	3.1	3.2	1.6	2.5	3.6	48.3%	14.4%
Retail Sales	1.9	1.5	1.5	1.6	1.6	1.6	1.6	0.8	1.2	1.8	48.1%	11.2%
TOTAL	14.9	15.6	16.3	16.9	17.8	18.4	19.1	11.4	18.2	25.4	39.6%	33.1%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

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**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Harney County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	3.4	3.9	4.3	4.7	4.8	5.1	5.8	5.2	6.0	7.1	18.4%	23.0%
Arts, Ent. & Rec.	0.9	0.8	0.9	0.9	1.0	1.1	1.1	1.2	2.1	2.4	10.9%	110.9%
Retail**	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.7	26.1%	23.3%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	42.3%	17.3%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	14.4%	26.9%
TOTAL	4.9	5.3	5.8	6.3	6.5	6.8	7.7	7.2	8.9	10.4	17.3%	23.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	210	180	200	200	210	220	240	230	260	290	11.5%	17.8%
Arts, Ent. & Rec.	130	90	90	90	90	90	90	90	130	150	8.9%	71.2%
Retail**	20	20	20	20	20	20	20	20	20	20	14.8%	-3.2%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	19.4%	-2.9%
Other Travel*	0	0	0	0	0	0	0	0	0	0	4.0%	0.2%
TOTAL	370	300	310	310	330	340	360	340	420	460	9.5%	23.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.4	0.5	28.0%	44.9%
State Tax Receipts	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.5	0.7	0.8	21.3%	28.5%
TOTAL	0.5	0.7	0.7	0.8	0.9	0.9	1.0	0.7	1.0	1.3	23.7%	41.7%

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*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Harney County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Harney County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$101	\$173	\$265	\$453	2.6	1.7
Private Home	\$24	\$67	\$59	\$164	2.5	2.8
Other Overnight	\$39	\$116	\$118	\$353	3.0	3.0
All Overnight	\$65	\$141	\$174	\$376	2.7	2.2

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	67,570	120,150	148,040	24,520	43,280	56,330
Private Home	63,080	74,610	75,280	26,770	31,660	30,630
Other Overnight	69,290	73,700	88,020	25,740	27,380	28,870
All Overnight	199,940	268,460	311,340	77,030	102,320	115,830

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	40,350	70,140	86,340	14,600	25,280	32,930
Private Home	20,980	24,820	27,000	8,900	10,530	10,990
Other Overnight	23,290	24,770	29,310	8,680	9,240	9,650
All Overnight	84,620	119,740	142,650	32,190	45,050	53,570

Hood River County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$100,940
Employee Earnings Generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2022)	5%
Overnight Visitor Day Share of Resident Population*	11%

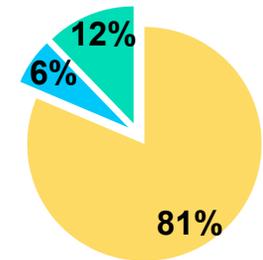
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

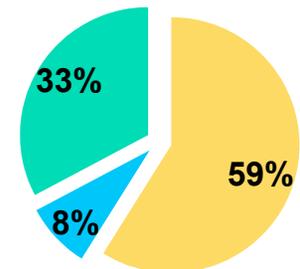
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2022 Share of Overnight Visitor Spending

Hood River County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Hood River County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	58.6	87.3	92.3	100.8	111.4	114.9	119.0	59.9	82.7	105.0	▲ 26.9%	▲ 3.1%
Other	2.6	3.7	3.1	3.0	3.3	3.7	3.8	1.9	3.3	4.5	▲ 38.3%	▲ 3.0%
Visitor	56.0	83.6	89.3	97.8	108.2	111.2	115.2	58.0	79.4	100.5	▲ 26.5%	▲ 3.1%
Earnings (\$Millions)												
Earnings (Current \$)	15.1	22.9	24.8	27.7	29.5	31.3	33.2	24.9	28.7	34.6	▲ 20.6%	▲ 4.5%
Employment (Jobs)												
Employment	910	1,030	1,040	1,120	1,160	1,170	1,170	810	890	1,010	▲ 13.3%	▲ 0.5%
Tax Revenue (\$Millions)												
Total (Current \$)	2.3	3.9	4.3	4.9	5.7	6.0	6.2	4.0	5.2	6.1	▲ 17.7%	▲ 5.3%
Local	0.8	1.5	1.7	2.1	2.4	2.4	2.5	1.6	2.3	2.6	▲ 14.3%	▲ 6.4%
State	1.5	2.4	2.6	2.8	3.4	3.5	3.7	2.4	2.9	3.5	▲ 20.3%	▲ 4.6%

Notes:

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Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Hood River County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	56.0	83.6	89.3	97.8	108.2	111.2	115.2	58.0	79.4	100.5	26.5%	-12.8%
Other Travel*	2.6	3.7	3.1	3.0	3.3	3.7	3.8	1.9	3.3	4.5	38.3%	18.9%
TOTAL	58.6	87.3	92.3	100.8	111.4	114.9	119.0	59.9	82.7	105.0	26.9%	-11.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	26.5	47.0	51.5	58.3	66.4	68.7	71.2	34.1	54.4	64.2	18.0%	-9.9%
Hotel, Motel**									37.5	43.8	16.9%	
STVR**									16.9	20.4	20.4%	
Private Home	6.6	9.2	9.3	9.4	9.7	9.8	10.0	11.7	9.0	9.6	6.9%	-4.4%
Campground	2.5	3.5	3.5	3.6	3.6	3.8	3.9	3.1	3.5	3.9	12.3%	-1.2%
Second Home	0.8	1.1	1.1	1.1	1.2	1.2	1.2	1.0	1.2	1.2	3.9%	-3.2%
Day Travel	19.5	22.7	23.8	25.3	27.3	27.7	28.8	8.2	11.4	21.6	88.8%	-25.1%
TOTAL	56.0	83.6	89.3	97.8	108.2	111.2	115.2	58.0	79.4	100.5	26.5%	-12.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	11.7	22.4	25.8	30.2	34.1	35.3	36.4	22.2	35.3	40.5	14.5%	11.2%
Food Service	15.6	23.7	25.9	28.5	31.6	32.4	34.3	15.1	18.7	24.9	32.9%	-27.4%
Food Stores	4.9	6.8	7.2	7.4	7.7	7.7	7.9	5.2	6.1	8.2	33.3%	2.8%
Local Tran. & Gas	5.2	9.9	8.6	8.6	10.1	11.2	11.4	5.1	7.3	10.6	44.7%	-7.3%
Arts, Ent. & Rec.	8.4	9.7	10.2	11.0	11.8	11.8	12.1	3.9	4.3	5.6	31.0%	-53.8%
Retail Sales	10.1	11.0	11.6	12.2	12.9	12.8	13.1	6.5	7.7	10.8	40.6%	-17.6%
TOTAL	56.0	83.6	89.3	97.8	108.2	111.2	115.2	58.0	79.4	100.5	26.5%	-12.8%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Hood River County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	10.0	17.3	18.8	21.2	22.4	23.8	25.3	19.2	23.4	28.7	22.5%	13.5%
Arts, Ent. & Rec.	2.5	2.7	2.9	3.1	3.4	3.7	3.9	1.9	1.4	1.5	5.6%	-62.2%
Retail**	1.8	2.3	2.5	2.7	2.9	3.0	3.1	3.1	3.2	3.7	13.0%	19.1%
Ground Tran.	0.3	0.4	0.4	0.5	0.5	0.5	0.6	0.4	0.4	0.5	29.1%	-21.5%
Other Travel*	0.4	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	16.7%	5.6%
TOTAL	15.1	22.9	24.8	27.7	29.5	31.3	33.2	24.9	28.7	34.6	20.6%	15.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	630	780	800	850	860	870	880	610	710	830	15.9%	-6.0%
Arts, Ent. & Rec.	150	120	120	140	140	150	150	70	40	40	-4.0%	-71.2%
Retail**	100	100	100	110	120	120	120	110	110	120	4.1%	-3.4%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	8.4%	-35.1%
Other Travel*	20	10	10	10	10	10	10	10	10	10	6.7%	-3.2%
TOTAL	910	1,030	1,040	1,120	1,160	1,170	1,170	810	890	1,010	13.5%	9.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.5	1.7	2.1	2.4	2.4	2.5	1.6	2.3	2.6	14.3%	4.0%
State Tax Receipts	1.5	2.4	2.6	2.8	3.4	3.5	3.7	2.4	2.9	3.5	20.3%	-5.2%
TOTAL	2.3	3.9	4.3	4.9	5.7	6.0	6.2	4.0	5.2	6.1	17.7%	28.6%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Hood River County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Hood River County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$136	\$286	\$362	\$756	2.7	2.1
Private Home	\$31	\$103	\$79	\$259	2.5	3.3
Other Overnight	\$34	\$107	\$102	\$326	3.0	3.2
All Overnight	\$85	\$216	\$226	\$574	2.7	2.5

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	281,250	442,840	473,190	103,860	159,320	177,510
Private Home	421,010	301,810	305,780	175,230	125,610	122,110
Other Overnight	124,220	132,150	151,720	46,620	49,600	50,060
All Overnight	826,480	876,800	930,690	325,700	334,540	349,680

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	142,860	211,990	224,820	52,260	76,420	84,910
Private Home	118,230	84,750	92,630	49,210	35,280	36,990
Other Overnight	39,260	41,760	47,400	14,690	15,630	15,610
All Overnight	300,350	338,510	364,850	116,160	127,330	137,500

Jackson County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$111,418
Employee Earnings Generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	4%
Overnight Visitor Day Share of Resident Population*	7%

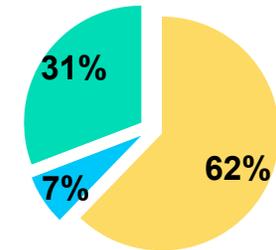
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

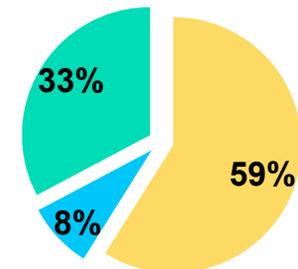
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Jackson County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Jackson County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	352.3	508.9	527.8	547.5	580.3	611.1	626.6	363.9	626.0	727.8	▲ 16.3%	▲ 3.9%
Other	46.6	83.4	82.4	79.9	88.7	99.0	101.3	43.2	86.0	118.0	▲ 37.3%	▲ 5.0%
Visitor	305.7	425.5	445.4	467.6	491.5	512.2	525.3	320.7	540.0	609.7	▲ 12.9%	▲ 3.7%
Earnings (\$Millions)												
Earnings (Current \$)	86.2	124.1	133.2	142.4	153.5	163.1	170.8	146.0	157.9	198.3	▲ 25.5%	▲ 4.5%
Employment (Jobs)												
Employment	4,640	5,070	5,290	5,440	5,630	5,750	5,790	4,750	4,940	5,700	▲ 15.2%	▲ 1.1%
Tax Revenue (\$Millions)												
Total (Current \$)	12.7	20.0	21.5	23.1	25.7	26.9	27.4	20.0	27.4	31.9	▲ 16.3%	▲ 5.0%
Local	4.3	7.4	8.3	9.1	9.6	10.1	10.2	7.5	11.6	13.1	▲ 13.4%	▲ 6.1%
State	8.4	12.6	13.2	14.1	16.1	16.7	17.2	12.5	15.8	18.8	▲ 18.5%	▲ 4.3%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Jackson County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	305.7	425.5	445.4	467.6	491.5	512.2	525.3	320.7	540.0	609.7	12.9%	16.1%
Other Travel*	46.6	83.4	82.4	79.9	88.7	99.0	101.3	43.2	86.0	118.0	37.3%	16.5%
TOTAL	352.3	508.9	527.8	547.5	580.3	611.1	626.6	363.9	626.0	727.8	16.3%	16.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	142.3	210.1	223.4	238.2	254.4	264.7	269.1	175.1	280.4	319.6	14.0%	18.8%
Hotel, Motel**									248.5	283.6	14.1%	
STVR**									31.9	36.1	13.1%	
Private Home	79.6	115.4	119.3	123.1	127.9	134.4	139.1	77.4	145.9	158.8	8.8%	14.2%
Campground	22.3	25.6	26.1	26.8	27.0	28.1	29.2	24.3	27.0	30.1	11.5%	3.0%
Second Home	3.0	4.2	4.2	4.3	4.4	4.5	4.6	3.8	4.3	5.8	35.1%	25.8%
Day Travel	58.5	70.2	72.3	75.2	77.9	80.5	83.2	40.0	82.4	95.4	15.7%	14.6%
TOTAL	305.7	425.5	445.4	467.6	491.5	512.2	525.3	320.7	540.0	609.7	12.9%	16.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	57.3	82.4	90.5	98.1	104.2	105.5	105.2	79.9	129.0	135.3	4.9%	28.6%
Food Service	77.4	114.6	121.9	130.3	137.6	142.7	149.8	94.9	154.8	170.8	10.3%	14.0%
Food Stores	28.6	38.9	40.6	41.2	41.4	42.0	43.4	29.0	48.9	55.1	12.7%	26.9%
Local Tran. & Gas	29.0	51.2	46.4	45.8	50.3	57.8	58.2	29.6	57.2	77.6	35.7%	33.4%
Arts, Ent. & Rec.	43.3	49.0	50.8	53.0	54.5	55.3	56.6	28.6	45.5	48.2	6.1%	-14.8%
Retail Sales	49.6	54.6	56.2	57.7	58.5	58.9	60.1	36.0	64.0	70.0	9.4%	16.5%
Visitor Air Tran.	20.7	34.8	39.1	41.5	45.0	50.0	52.0	22.6	40.7	52.8	29.6%	1.4%
TOTAL	305.7	425.5	445.4	467.6	491.5	512.2	525.3	320.7	540.0	609.7	12.9%	16.1%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

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*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Jackson County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	56.0	83.6	90.1	98.6	106.8	113.9	119.2	100.0	108.0	135.8	25.7%	13.9%
Arts, Ent. & Rec.	12.5	15.4	16.1	16.9	17.8	18.6	19.8	13.8	14.5	22.1	53.1%	12.0%
Retail**	10.0	12.6	13.3	14.0	14.7	15.3	15.8	18.0	19.6	21.1	7.8%	33.6%
Ground Tran.	1.8	2.4	2.8	3.0	3.2	3.5	3.8	3.6	5.0	7.2	45.3%	90.7%
Other Travel*	5.9	10.2	10.8	9.9	11.0	11.7	12.2	10.5	10.9	12.0	10.1%	-1.4%
TOTAL	86.2	124.1	133.2	142.4	153.5	163.1	170.8	146.0	157.9	198.3	25.5%	8.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	3,110	3,560	3,730	3,910	4,040	4,110	4,140	3,350	3,500	4,010	14.5%	-3.3%
Arts, Ent. & Rec.	760	700	710	710	760	780	780	530	520	720	39.2%	-7.5%
Retail**	460	480	500	500	520	520	520	550	570	570	0.2%	9.9%
Ground Tran.	80	70	90	90	90	90	100	100	140	170	23.3%	71.7%
Other Travel*	230	260	270	230	230	250	250	220	220	220	3.4%	-8.7%
TOTAL	4,640	5,070	5,290	5,440	5,630	5,750	5,790	4,750	4,940	5,700	15.4%	4.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	4.3	7.4	8.3	9.1	9.6	10.1	10.2	7.5	11.6	13.1	13.4%	28.5%
State Tax Receipts	8.4	12.6	13.2	14.1	16.1	16.7	17.2	12.5	15.8	18.8	18.5%	8.9%
TOTAL	12.7	20.0	21.5	23.1	25.7	26.9	27.4	20.0	27.4	31.9	16.3%	37.2%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Jackson County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Jackson County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$156	\$315	\$397	\$806	2.5	2.0
Private Home	\$56	\$184	\$128	\$437	2.3	3.4
Other Overnight	\$49	\$156	\$148	\$473	3.0	3.2
All Overnight	\$91	\$244	\$224	\$615	2.5	2.7

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,354,690	2,051,460	2,042,750	520,860	767,080	805,680
Private Home	1,692,760	2,851,890	2,843,770	724,910	1,295,200	1,245,290
Other Overnight	572,480	608,900	737,790	213,550	227,150	243,420
All Overnight	3,619,930	5,512,240	5,624,310	1,459,320	2,289,430	2,294,390

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	707,610	1,026,180	1,014,580	266,220	379,860	396,820
Private Home	475,370	800,870	861,450	201,250	351,380	363,330
Other Overnight	181,750	193,300	230,520	67,640	71,950	75,880
All Overnight	1,364,720	2,020,350	2,106,550	535,110	803,180	836,040

Jefferson County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$99,853
Employee Earnings Generated by \$100 Visitor Spending	\$22
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	12%
Overnight Visitor Day Share of Resident Population*	17%

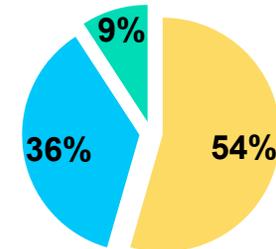
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 17% of the population is added to the amount of people in the area.

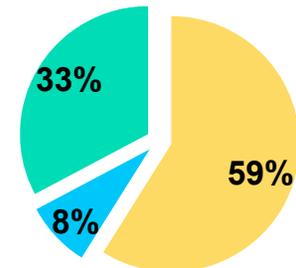
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Jefferson County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Jefferson County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	33.5	48.1	49.2	50.5	52.5	55.7	59.0	67.0	90.6	122.6	▲ 35.3%	▲ 7.1%
Other	1.7	3.5	2.8	2.7	3.0	3.5	3.6	1.7	3.2	4.5	▲ 39.3%	▲ 5.2%
Visitor	31.8	44.6	46.4	47.8	49.4	52.2	55.5	65.4	87.4	118.1	▲ 35.2%	▲ 7.1%
Earnings (\$Millions)												
Earnings (Current \$)	7.8	14.6	15.9	16.6	17.5	18.8	20.2	20.1	22.6	26.2	▲ 16.0%	▲ 6.6%
Employment (Jobs)												
Employment	590	960	1,000	1,020	1,010	1,030	1,060	930	1,050	1,200	▲ 14.5%	▲ 3.8%
Tax Revenue (\$Millions)												
Total (Current \$)	1.2	2.0	2.2	2.3	2.5	2.7	2.9	4.1	4.7	5.6	▲ 20.9%	▲ 8.7%
Local	0.3	0.5	0.6	0.6	0.7	0.7	0.8	1.9	2.0	2.4	▲ 18.5%	▲ 11.9%
State	0.9	1.5	1.6	1.7	1.9	2.0	2.1	2.2	2.6	3.2	▲ 22.7%	▲ 7.1%

Notes:
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 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Jefferson County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	31.8	44.6	46.4	47.8	49.4	52.2	55.5	65.4	87.4	118.1	35.2%	112.9%
Other Travel*	1.7	3.5	2.8	2.7	3.0	3.5	3.6	1.7	3.2	4.5	39.3%	25.3%
TOTAL	33.5	48.1	49.2	50.5	52.5	55.7	59.0	67.0	90.6	122.6	35.3%	107.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	5.5	12.1	13.0	13.8	14.4	15.5	17.4	36.2	42.3	52.8	24.8%	203.4%
Hotel, Motel**									31.9	43.0	34.8%	
STVR**									10.4	9.8	-6.0%	
Private Home	5.0	6.9	7.3	7.4	7.7	8.1	8.3	5.3	8.5	9.0	5.2%	7.7%
Campground	8.7	9.7	9.9	10.1	10.2	10.6	11.1	11.6	18.6	27.6	48.3%	148.8%
Second Home	4.3	5.3	5.3	5.4	5.6	5.8	6.0	4.9	5.6	7.7	37.8%	28.4%
Day Travel	8.4	10.6	10.9	11.2	11.5	12.1	12.6	7.4	12.3	21.0	70.5%	66.2%
TOTAL	31.8	44.6	46.4	47.8	49.4	52.2	55.5	65.4	87.4	118.1	35.2%	112.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	4.4	7.8	8.6	9.3	9.8	10.2	11.5	24.2	30.9	36.5	18.2%	218.1%
Food Service	7.9	12.1	13.0	13.7	14.2	15.1	16.2	15.3	19.7	27.8	41.0%	71.6%
Food Stores	5.2	6.7	7.0	7.1	7.1	7.2	7.5	7.2	10.8	15.8	45.8%	109.7%
Local Tran. & Gas	2.9	5.5	4.6	4.4	4.8	5.6	5.8	5.6	8.2	13.2	60.9%	128.5%
Arts, Ent. & Rec.	6.0	6.8	7.1	7.3	7.4	7.7	8.0	7.2	9.7	13.5	40.1%	70.0%
Retail Sales	5.3	5.8	6.1	6.1	6.2	6.3	6.6	5.9	8.1	11.3	39.5%	73.0%
TOTAL	31.8	44.6	46.4	47.8	49.4	52.2	55.5	65.4	87.4	118.1	35.2%	112.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Jefferson County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	4.7	8.7	9.6	10.2	10.8	12.1	13.0	12.6	13.2	14.9	12.7%	14.5%
Arts, Ent. & Rec.	1.6	3.9	4.2	4.2	4.3	4.2	4.5	3.2	4.4	5.4	23.3%	20.2%
Retail**	1.4	1.7	1.8	1.9	2.0	2.1	2.2	3.7	4.3	5.1	16.8%	132.2%
Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.4	0.3	0.5	39.4%	65.8%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.3	0.4	14.4%	133.1%
TOTAL	7.8	14.6	15.9	16.6	17.5	18.8	20.2	20.1	22.6	26.2	16.0%	12.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	310	430	460	470	480	520	550	510	540	570	5.4%	3.1%
Arts, Ent. & Rec.	190	420	440	450	420	410	400	250	320	430	34.6%	8.3%
Retail**	80	80	80	90	90	90	90	140	160	170	6.3%	91.0%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	17.0%	37.3%
Other Travel*	10	10	10	10	10	10	10	10	10	10	4.0%	75.1%
TOTAL	590	960	1,000	1,020	1,010	1,030	1,060	930	1,050	1,200	14.3%	12.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.5	0.6	0.6	0.7	0.7	0.8	1.9	2.0	2.4	18.5%	195.2%
State Tax Receipts	0.9	1.5	1.6	1.7	1.9	2.0	2.1	2.2	2.6	3.2	22.7%	54.1%
TOTAL	1.2	2.0	2.2	2.3	2.5	2.7	2.9	4.1	4.7	5.6	20.9%	13.6%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Jefferson County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Jefferson County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$138	\$242	\$363	\$636	2.6	1.8
Private Home	\$36	\$101	\$89	\$247	2.5	2.8
Other Overnight	\$37	\$111	\$112	\$335	3.0	3.0
All Overnight	\$61	\$155	\$173	\$432	2.8	2.5

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	320,330	319,000	384,050	116,950	114,770	145,480
Private Home	163,940	248,850	249,120	69,570	105,590	101,370
Other Overnight	454,800	629,830	956,720	171,290	235,290	314,350
All Overnight	939,080	1,197,670	1,589,890	357,800	455,650	561,200

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	188,090	181,520	218,220	68,280	65,380	83,010
Private Home	54,530	82,780	89,340	23,140	35,120	36,350
Other Overnight	156,360	213,640	319,650	59,160	80,130	105,480
All Overnight	398,990	477,940	627,210	150,580	180,640	224,840

Josephine County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$70,925
Employee Earnings Generated by \$100 Visitor Spending	\$41
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	5%
Overnight Visitor Day Share of Resident Population*	6%

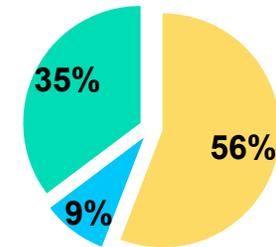
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 6% of the population is added to the amount of people in the area.

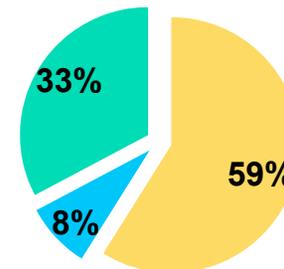
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Josephine County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Josephine County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	98.6	123.5	124.3	125.7	129.2	133.2	141.4	86.6	153.6	171.5	▲ 11.6%	▲ 3.0%
Other	8.5	14.1	11.8	11.3	11.0	12.7	12.9	6.0	11.3	15.7	▲ 39.3%	▲ 3.3%
Visitor	90.1	109.3	112.4	114.4	118.3	120.5	128.6	80.6	142.4	155.7	▲ 9.4%	▲ 2.9%
Earnings (\$Millions)												
Earnings (Current \$)	28.3	35.5	38.7	41.7	45.4	50.2	52.9	49.8	53.8	65.0	▲ 20.7%	▲ 4.5%
Employment (Jobs)												
Employment	1,730	1,650	1,730	1,780	1,800	1,910	2,030	1,800	1,940	2,230	▲ 14.7%	▲ 1.3%
Tax Revenue (\$Millions)												
Total (Current \$)	3.6	4.9	5.1	5.4	6.1	6.3	6.6	5.2	6.9	7.8	▲ 12.9%	▲ 4.2%
Local	0.8	1.1	1.2	1.3	1.3	1.3	1.4	1.3	1.9	2.0	▲ 5.4%	▲ 5.1%
State	2.8	3.8	3.9	4.2	4.7	5.0	5.2	3.9	5.1	5.9	▲ 15.7%	▲ 3.9%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Josephine County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	90.1	109.3	112.4	114.4	118.3	120.5	128.6	80.6	142.4	155.7	9.4%	21.1%
Other Travel*	8.5	14.1	11.8	11.3	11.0	12.7	12.9	6.0	11.3	15.7	39.3%	22.2%
TOTAL	98.6	123.5	124.3	125.7	129.2	133.2	141.4	86.6	153.6	171.5	11.6%	21.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	35.3	42.7	44.4	45.6	47.8	48.2	52.3	39.0	62.9	69.5	10.5%	32.8%
Hotel, Motel**									54.7	59.7	9.0%	
STVR**									8.1	9.8	20.6%	
Private Home	25.0	33.3	33.9	34.1	35.1	36.1	37.9	20.3	41.9	43.8	4.4%	15.5%
Campground	7.1	8.0	8.1	8.3	8.4	8.7	9.1	6.7	7.5	8.4	11.6%	-8.2%
Second Home	1.5	2.0	2.0	2.1	2.1	2.2	2.2	1.8	2.1	2.7	31.1%	22.1%
Day Travel	21.2	23.3	23.9	24.3	24.9	25.4	27.0	12.7	28.0	31.4	12.1%	16.2%
TOTAL	90.1	109.3	112.4	114.4	118.3	120.5	128.6	80.6	142.4	155.7	9.4%	21.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	16.1	19.4	21.3	22.5	23.5	23.5	25.1	21.2	34.0	36.0	5.9%	43.0%
Food Service	24.0	31.5	33.4	34.6	36.1	37.0	40.2	24.9	44.3	48.1	8.5%	19.6%
Food Stores	10.2	13.0	13.6	13.6	13.6	13.6	14.4	9.0	16.1	18.0	11.6%	25.0%
Local Tran. & Gas	9.2	14.5	12.2	11.4	12.6	13.9	14.6	7.3	14.5	18.1	24.9%	23.7%
Arts, Ent. & Rec.	14.0	14.3	14.8	15.1	15.4	15.4	16.3	7.9	13.7	14.3	4.4%	-12.3%
Retail Sales	16.6	16.6	17.1	17.1	17.2	17.1	18.0	10.3	19.8	21.4	7.8%	19.0%
TOTAL	90.1	109.3	112.4	114.4	118.3	120.5	128.6	80.6	142.4	155.7	9.4%	21.1%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Josephine County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	18.5	24.8	27.4	29.8	33.6	37.6	39.2	35.5	37.5	45.6	21.8%	16.2%
Arts, Ent. & Rec.	4.5	4.7	5.0	5.3	5.5	5.9	6.5	6.9	8.1	10.1	25.0%	56.8%
Retail**	3.8	4.4	4.6	4.8	5.0	5.3	5.6	6.1	6.7	7.3	8.6%	30.7%
Ground Tran.	0.5	0.6	0.6	0.7	0.7	0.7	0.8	0.6	0.7	0.9	25.4%	11.5%
Other Travel*	1.1	1.0	1.1	1.2	0.6	0.7	0.8	0.8	0.8	1.0	24.1%	29.9%
TOTAL	28.3	35.5	38.7	41.7	45.4	50.2	52.9	49.8	53.8	65.0	20.7%	8.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	1,040	1,060	1,130	1,180	1,220	1,320	1,410	1,200	1,270	1,490	17.5%	6.1%
Arts, Ent. & Rec.	440	350	350	360	350	350	370	360	420	470	13.6%	27.1%
Retail**	190	180	190	180	190	200	200	200	210	210	1.1%	6.1%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	5.2%	-7.7%
Other Travel*	50	40	50	50	30	30	30	30	30	30	12.9%	6.2%
TOTAL	1,730	1,650	1,730	1,780	1,800	1,910	2,030	1,800	1,940	2,230	14.9%	7.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.1	1.2	1.3	1.3	1.3	1.4	1.3	1.9	2.0	5.4%	37.4%
State Tax Receipts	2.8	3.8	3.9	4.2	4.7	5.0	5.2	3.9	5.1	5.9	15.7%	13.1%
TOTAL	3.6	4.9	5.1	5.4	6.1	6.3	6.6	5.2	6.9	7.8	12.9%	32.6%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Josephine County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Josephine County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$112	\$224	\$295	\$589	2.6	2.0
Private Home	\$39	\$129	\$98	\$322	2.5	3.3
Other Overnight	\$45	\$144	\$133	\$431	3.0	3.2
All Overnight	\$62	\$171	\$162	\$445	2.6	2.7

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	407,100	622,540	621,410	148,670	224,730	235,520
Private Home	581,680	1,129,260	1,122,920	242,100	470,000	448,420
Other Overnight	192,100	204,370	249,060	72,480	77,120	83,150
All Overnight	1,180,870	1,956,170	1,993,400	463,250	771,850	767,090

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	212,630	313,900	309,800	77,340	113,450	117,930
Private Home	163,350	317,120	340,160	67,990	131,990	135,840
Other Overnight	60,450	64,310	77,210	22,740	24,190	25,710
All Overnight	436,430	695,330	727,170	168,070	269,630	279,470

Klamath County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$103,686
Employee Earnings Generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2022)	7%
Overnight Visitor Day Share of Resident Population*	12%

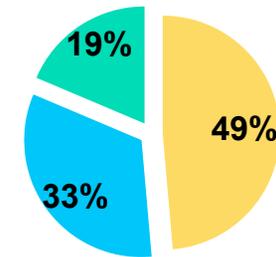
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

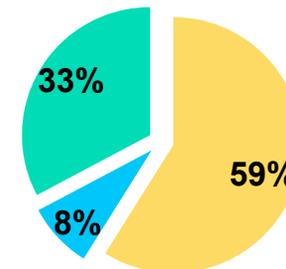
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Klamath County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Klamath County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	117.4	139.8	139.5	141.2	153.9	156.1	162.3	110.1	213.1	242.4	▲ 13.8%	▲ 3.9%
Other	8.9	11.4	8.6	8.3	10.7	10.5	10.7	5.2	9.3	12.9	▲ 38.6%	▲ 2.0%
Visitor	108.6	128.4	131.0	132.9	143.1	145.6	151.7	104.8	203.7	229.4	▲ 12.6%	▲ 4.0%
Earnings (\$Millions)												
Earnings (Current \$)	32.8	43.4	45.7	46.5	51.9	55.4	56.3	52.0	59.4	72.2	▲ 21.5%	▲ 4.2%
Employment (Jobs)												
Employment	1,810	1,850	1,890	1,920	2,080	2,170	2,140	1,880	2,010	2,250	▲ 11.6%	▲ 1.1%
Tax Revenue (\$Millions)												
Total (Current \$)	4.1	5.8	6.0	6.2	7.2	7.4	7.6	6.0	8.9	9.9	▲ 11.4%	▲ 4.7%
Local	1.0	1.6	1.7	1.8	2.0	2.0	2.0	1.7	2.9	3.0	▲ 3.2%	▲ 5.9%
State	3.1	4.2	4.3	4.4	5.2	5.4	5.6	4.2	5.9	6.9	▲ 15.5%	▲ 4.2%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1

Klamath County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	108.6	128.4	131.0	132.9	143.1	145.6	151.7	104.8	203.7	229.4	12.6%	51.3%
Other Travel*	8.9	11.4	8.6	8.3	10.7	10.5	10.7	5.2	9.3	12.9	38.6%	21.5%
TOTAL	117.4	139.8	139.5	141.2	153.9	156.1	162.3	110.1	213.1	242.4	13.8%	49.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	48.0	59.0	61.2	62.4	69.3	70.5	73.9	45.9	85.6	90.5	5.7%	22.4%
Hotel, Motel**									72.0	76.4	6.1%	
STVR**									13.6	14.1	3.5%	
Private Home	23.1	26.6	26.4	26.5	28.2	28.1	29.0	22.2	32.7	34.8	6.3%	19.9%
Campground	8.3	11.1	11.2	11.5	11.6	12.1	12.6	16.6	46.3	53.6	15.8%	325.0%
Second Home	5.1	6.5	6.6	6.6	6.8	7.0	7.2	5.9	6.7	6.8	2.0%	-5.0%
Day Travel	24.0	25.3	25.6	25.9	27.3	27.9	28.9	14.3	32.5	43.8	34.9%	51.3%
TOTAL	108.6	128.4	131.0	132.9	143.1	145.6	151.7	104.8	203.7	229.4	12.6%	51.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	21.5	27.2	29.8	31.0	33.9	34.0	35.5	28.1	54.1	55.8	3.2%	57.3%
Food Service	26.3	34.3	36.1	37.5	40.4	41.6	44.2	29.8	55.8	62.9	12.7%	42.5%
Food Stores	11.1	14.0	14.5	14.4	14.7	14.8	15.3	13.6	28.3	33.4	17.8%	118.0%
Local Tran. & Gas	11.4	17.8	14.8	13.9	15.9	17.7	18.1	9.4	20.3	26.0	27.8%	43.0%
Arts, Ent. & Rec.	17.8	17.8	18.2	18.6	19.4	19.5	20.1	11.5	21.8	24.5	12.3%	21.7%
Retail Sales	17.6	17.1	17.4	17.4	18.0	17.9	18.4	12.5	23.3	26.8	15.0%	45.8%
Visitor Air Tran.	2.8	0.3	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
TOTAL	108.6	128.4	131.0	132.9	143.1	145.6	151.7	104.8	203.7	229.4	12.6%	51.3%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Klamath County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	22.0	31.7	34.1	34.8	38.6	41.7	41.8	37.3	44.1	53.9	22.2%	29.1%
Arts, Ent. & Rec.	5.5	5.6	5.8	5.6	6.0	6.9	7.4	5.8	5.7	7.1	23.5%	-4.4%
Retail**	3.8	4.3	4.5	4.6	4.9	5.2	5.4	7.4	8.0	9.0	12.3%	67.0%
Ground Tran.	0.6	0.7	0.7	0.8	0.9	0.9	1.0	0.8	0.8	1.3	51.5%	31.8%
Other Travel*	1.0	1.1	0.6	0.7	1.5	0.7	0.8	0.7	0.6	0.9	34.5%	11.4%
TOTAL	32.8	43.4	45.7	46.5	51.9	55.4	56.3	52.0	59.4	72.2	21.5%	14.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	1,070	1,160	1,210	1,210	1,310	1,340	1,270	1,100	1,230	1,370	11.0%	7.8%
Arts, Ent. & Rec.	470	450	440	450	500	560	600	450	450	520	17.2%	-12.5%
Retail**	200	180	190	200	210	210	220	270	280	290	3.6%	35.9%
Ground Tran.	20	20	20	20	20	20	20	20	20	30	27.1%	9.1%
Other Travel*	50	40	30	30	50	40	40	30	30	30	20.4%	-8.4%
TOTAL	1,810	1,850	1,890	1,920	2,080	2,170	2,140	1,880	2,010	2,250	11.9%	6.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.0	1.6	1.7	1.8	2.0	2.0	2.0	1.7	2.9	3.0	3.2%	47.6%
State Tax Receipts	3.1	4.2	4.3	4.4	5.2	5.4	5.6	4.2	5.9	6.9	15.5%	23.4%
TOTAL	4.1	5.8	6.0	6.2	7.2	7.4	7.6	6.0	8.9	9.9	11.4%	48.2%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Klamath County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Klamath County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$116	\$232	\$305	\$609	2.6	2.0
Private Home	\$39	\$129	\$98	\$322	2.5	3.3
Other Overnight	\$42	\$133	\$128	\$409	3.1	3.2
All Overnight	\$60	\$167	\$165	\$459	2.8	2.8

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	462,860	832,610	782,610	169,890	300,510	296,620
Private Home	635,720	880,800	891,820	264,590	366,590	356,130
Other Overnight	555,150	1,212,840	1,443,060	210,330	449,860	470,310
All Overnight	1,653,730	2,926,240	3,117,490	644,820	1,116,970	1,123,060

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	238,750	418,930	390,220	87,060	151,390	148,540
Private Home	178,520	247,350	270,150	74,300	102,950	107,880
Other Overnight	174,140	386,710	454,470	65,770	143,170	147,890
All Overnight	591,410	1,052,990	1,114,850	227,130	397,510	404,320

Lake County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$86,457
Employee Earnings Generated by \$100 Visitor Spending	\$24
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2022)	6%
Overnight Visitor Day Share of Resident Population*	9%

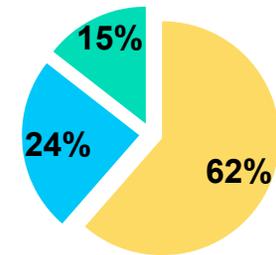
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 9% of the population is added to the amount of people in the area.

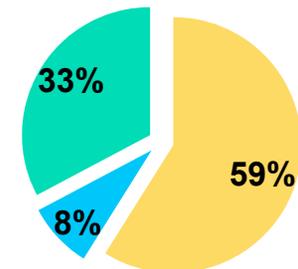
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Lake County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Lake County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	10.4	13.5	13.6	13.8	14.3	14.8	15.3	12.2	17.4	20.3	▲ 16.6%	▲ 3.6%
Other	0.6	1.2	1.0	0.9	1.0	1.1	1.2	0.5	1.1	1.5	▲ 39.3%	▲ 4.6%
Visitor	9.7	12.3	12.7	12.9	13.3	13.7	14.1	11.7	16.4	18.8	▲ 15.1%	▲ 3.5%
Earnings (\$Millions)												
Earnings (Current \$)	2.3	3.0	3.1	3.2	3.3	3.4	3.5	3.9	3.9	4.6	▲ 16.0%	▲ 3.6%
Employment (Jobs)												
Employment	220	220	210	220	220	230	210	220	210	220	▲ 5.9%	▲ 0.0%
Tax Revenue (\$Millions)												
Total (Current \$)	0.3	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.8	▲ 11.7%	▲ 4.7%
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	▲ 5.0%	▲ 7.2%
State	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.5	0.6	▲ 14.5%	▲ 3.9%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Lake County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	9.7	12.3	12.7	12.9	13.3	13.7	14.1	11.7	16.4	18.8	15.1%	33.6%
Other Travel*	0.6	1.2	1.0	0.9	1.0	1.1	1.2	0.5	1.1	1.5	39.3%	27.0%
TOTAL	10.4	13.5	13.6	13.8	14.3	14.8	15.3	12.2	17.4	20.3	16.6%	33.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2.9	4.6	4.9	5.0	5.3	5.4	5.5	5.7	8.5	9.0	6.3%	63.3%
Hotel, Motel**									8.0	8.3	4.7%	
STVR**									0.5	0.7	32.4%	
Private Home	1.1	1.6	1.6	1.6	1.6	1.7	1.7	1.5	1.9	2.1	9.5%	25.1%
Campground	2.2	2.1	2.1	2.1	2.1	2.2	2.3	1.8	2.0	2.3	11.9%	-2.0%
Second Home	0.8	1.0	1.0	1.0	1.1	1.1	1.1	0.9	1.1	1.2	12.6%	7.2%
Day Travel	2.8	3.1	3.1	3.1	3.2	3.3	3.4	1.8	2.8	4.2	48.4%	23.0%
TOTAL	9.7	12.3	12.7	12.9	13.3	13.7	14.1	11.7	16.4	18.8	15.1%	33.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.7	2.6	2.8	2.9	3.1	3.1	3.2	3.4	5.0	5.3	5.4%	65.6%
Food Service	2.4	3.4	3.5	3.6	3.8	3.9	4.2	3.4	4.6	5.4	17.7%	31.0%
Food Stores	1.5	1.8	1.9	1.9	1.9	1.9	2.0	1.6	2.1	2.5	19.3%	26.2%
Local Tran. & Gas	0.8	1.2	1.0	1.0	1.1	1.2	1.2	0.8	1.3	1.7	29.2%	35.8%
Arts, Ent. & Rec.	1.7	1.8	1.8	1.9	1.9	1.9	2.0	1.3	1.8	2.0	11.9%	0.2%
Retail Sales	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.2	1.6	2.0	24.1%	25.6%
TOTAL	9.7	12.3	12.7	12.9	13.3	13.7	14.1	11.7	16.4	18.8	15.1%	33.6%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Lake County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	1.3	1.8	1.8	1.9	1.9	2.0	2.0	2.1	2.3	2.6	16.3%	31.9%
Arts, Ent. & Rec.	0.5	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.7	0.8	23.1%	11.8%
Retail**	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.8	0.8	0.9	9.9%	56.1%
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	14.3%	12.9%
Other Travel*	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	14.4%	29.0%
TOTAL	2.3	3.0	3.1	3.2	3.3	3.4	3.5	3.9	3.9	4.6	16.0%	1.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	150	140	130	140	140	140	130	120	130	140	5.7%	4.7%
Arts, Ent. & Rec.	40	50	50	50	50	50	50	50	40	50	11.9%	-11.2%
Retail**	30	20	20	20	30	30	30	30	30	30	0.3%	26.4%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	-4.0%	-6.5%
Other Travel*	0	0	0	0	0	0	0	0	0	0	1.5%	3.4%
TOTAL	220	220	210	220	220	230	210	220	210	220	4.8%	-4.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	5.0%	60.6%
State Tax Receipts	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.5	0.6	14.5%	22.2%
TOTAL	0.3	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.8	11.7%	24.0%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Lake County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Lake County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$102	\$176	\$268	\$461	2.6	1.7
Private Home	\$26	\$72	\$64	\$178	2.5	2.8
Other Overnight	\$33	\$93	\$97	\$273	3.0	2.8
All Overnight	\$53	\$124	\$142	\$330	2.7	2.3

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	68,010	93,850	88,430	24,640	33,810	33,610
Private Home	63,550	79,410	82,240	26,970	33,700	33,470
Other Overnight	86,640	92,240	107,100	33,260	35,410	36,250
All Overnight	218,200	265,500	277,780	84,860	102,920	103,320

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	40,800	55,080	51,250	14,750	19,860	19,540
Private Home	21,140	26,420	29,490	8,970	11,210	12,000
Other Overnight	30,740	32,730	37,660	11,860	12,630	12,820
All Overnight	92,670	114,220	118,400	35,580	43,700	44,360

Lane County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$111,027
Employee Earnings Generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	5%
Overnight Visitor Day Share of Resident Population*	7%

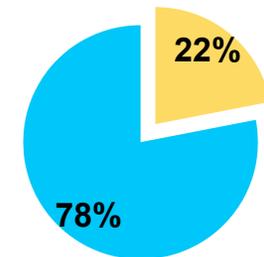
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

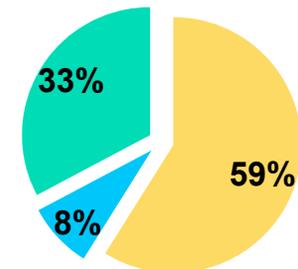
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Lane County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Lane County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	520.5	842.7	868.6	928.7	950.8	1,024.1	1,041.1	566.0	1,064.8	1,393.6	▲ 30.9%	▲ 5.3%
Other	74.8	194.5	195.4	211.5	225.9	258.3	258.2	151.6	205.5	290.7	▲ 41.4%	▲ 7.4%
Visitor	445.7	648.2	673.2	717.2	724.8	765.8	782.9	414.3	859.3	1,102.9	▲ 28.4%	▲ 4.9%
Earnings (\$Millions)												
Earnings (Current \$)	126.2	220.0	238.6	261.8	273.7	297.6	308.4	252.9	278.2	352.2	▲ 26.6%	▲ 5.6%
Employment (Jobs)												
Employment	7,510	9,770	10,160	10,630	10,800	11,110	11,140	8,530	9,060	10,750	▲ 18.7%	▲ 1.9%
Tax Revenue (\$Millions)												
Total (Current \$)	18.2	31.1	33.7	36.6	39.2	41.5	42.1	29.1	42.3	53.9	▲ 27.3%	▲ 5.9%
Local	5.8	10.5	11.9	12.9	13.0	13.6	13.6	9.2	15.8	20.7	▲ 30.9%	▲ 6.9%
State	12.4	20.7	21.8	23.7	26.2	27.9	28.5	19.9	26.5	33.1	▲ 25.2%	▲ 5.3%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1



Lane County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	445.7	648.2	673.2	717.2	724.8	765.8	782.9	414.3	859.3	1,102.9	28.4%	40.9%
Other Travel*	74.8	194.5	195.4	211.5	225.9	258.3	258.2	151.6	205.5	290.7	41.4%	12.6%
TOTAL	520.5	842.7	868.6	928.7	950.8	1,024.1	1,041.1	566.0	1,064.8	1,393.6	30.9%	33.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	157.7	267.2	285.2	313.6	315.4	332.5	338.9	189.1	393.6	532.6	35.3%	57.2%
Hotel, Motel**									316.7	404.4	27.7%	
STVR**									76.9	128.2	66.8%	
Private Home	126.8	181.2	183.7	190.1	194.5	206.9	210.9	107.6	233.6	265.5	13.6%	25.9%
Campground	29.0	35.4	36.0	37.0	37.2	38.7	40.3	32.4	36.0	40.2	11.5%	-0.5%
Second Home	5.1	9.4	9.5	9.5	9.8	10.2	10.5	8.6	9.8	11.5	16.6%	9.6%
Day Travel	127.1	155.0	158.8	167.0	167.9	177.5	182.4	76.7	186.3	253.3	36.0%	38.9%
TOTAL	445.7	648.2	673.2	717.2	724.8	765.8	782.9	414.3	859.3	1,102.9	28.4%	40.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	63.3	112.2	124.8	139.9	142.1	141.3	142.5	99.8	196.9	269.9	37.1%	89.4%
Food Service	116.9	179.0	190.2	206.0	209.1	224.0	233.6	111.9	232.8	284.8	22.3%	21.9%
Food Stores	46.4	65.0	67.7	69.2	68.2	70.6	72.2	43.6	84.4	102.6	21.5%	42.0%
Local Tran. & Gas	42.9	75.8	66.8	66.9	68.5	81.3	81.6	34.9	82.6	109.1	32.1%	33.7%
Arts, Ent. & Rec.	70.0	83.0	85.8	90.9	90.3	94.3	95.8	48.7	94.8	110.4	16.4%	15.2%
Retail Sales	83.6	93.3	95.6	99.1	97.6	101.0	102.1	52.4	114.1	137.9	20.9%	35.1%
Visitor Air Tran.	22.5	39.8	42.4	45.1	49.0	53.3	55.0	22.9	53.6	88.2	64.3%	60.2%
TOTAL	445.7	648.2	673.2	717.2	724.8	765.8	782.9	414.3	859.3	1,102.9	28.4%	40.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Lane County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	77.8	127.1	138.1	149.6	158.2	169.2	178.4	143.3	164.5	213.7	29.9%	19.7%
Arts, Ent. & Rec.	20.5	30.0	31.4	34.2	34.8	37.6	39.6	31.0	34.7	44.4	28.1%	12.2%
Retail**	15.8	20.2	21.2	22.6	23.1	24.2	24.7	24.5	26.4	29.9	13.3%	21.2%
Ground Tran.	3.1	3.8	4.1	4.4	4.3	4.9	5.2	4.2	6.4	7.7	20.2%	47.2%
Other Travel*	9.0	38.9	43.8	51.0	53.3	61.8	60.4	49.8	46.2	56.5	22.2%	-6.4%
TOTAL	126.2	220.0	238.6	261.8	273.7	297.6	308.4	252.9	278.2	352.2	26.6%	10.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	4,300	5,300	5,540	5,780	5,920	6,030	6,150	4,720	5,200	6,210	19.3%	0.9%
Arts, Ent. & Rec.	1,940	2,420	2,400	2,540	2,580	2,620	2,630	1,870	2,000	2,670	33.9%	1.5%
Retail**	780	840	860	880	880	890	890	800	840	880	4.7%	-0.2%
Ground Tran.	140	120	120	130	120	130	130	120	170	170	-1.3%	25.9%
Other Travel*	350	1,100	1,240	1,310	1,310	1,450	1,340	1,020	840	820	-2.9%	-38.9%
TOTAL	7,510	9,770	10,160	10,630	10,800	11,110	11,140	8,530	9,060	10,750	18.7%	6.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	5.8	10.5	11.9	12.9	13.0	13.6	13.6	9.2	15.8	20.7	30.9%	52.7%
State Tax Receipts	12.4	20.7	21.8	23.7	26.2	27.9	28.5	19.9	26.5	33.1	25.2%	16.1%
TOTAL	18.2	31.1	33.7	36.6	39.2	41.5	42.1	29.1	42.3	53.9	27.3%	45.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Lane County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Lane County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$221	\$456	\$561	\$1,167	2.5	2.1
Private Home	\$55	\$182	\$126	\$431	2.3	3.4
Other Overnight	\$64	\$198	\$193	\$593	3.0	3.1
All Overnight	\$113	\$307	\$275	\$770	2.4	2.8

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,316,490	2,737,550	3,117,460	513,320	1,020,920	1,225,860
Private Home	2,561,550	4,899,810	4,839,110	1,088,230	2,184,500	2,125,610
Other Overnight	932,280	992,030	1,169,880	352,800	375,450	390,480
All Overnight	4,810,320	8,629,390	9,126,450	1,954,350	3,580,870	3,741,950

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	695,060	1,350,340	1,508,800	263,220	498,940	588,970
Private Home	724,330	1,381,880	1,472,160	305,290	599,510	622,080
Other Overnight	306,570	326,230	380,610	116,100	123,560	127,190
All Overnight	1,725,960	3,058,460	3,361,570	684,610	1,222,010	1,338,240

Lincoln County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$99,156
Employee Earnings Generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2022)	25%
Overnight Visitor Day Share of Resident Population*	27%

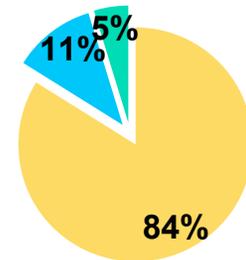
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 27% of the population is added to the amount of people in the area.

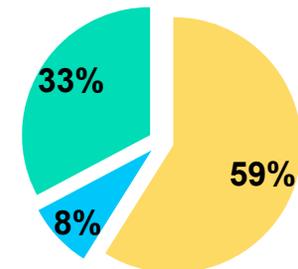
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Lincoln County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Lincoln County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	324.6	506.7	529.1	573.1	590.9	617.4	644.3	467.4	604.1	666.0	▲ 10.3%	▲ 3.9%
Other	8.8	10.9	10.0	11.4	12.2	14.0	14.2	9.1	10.2	13.6	▲ 33.1%	▲ 2.3%
Visitor	315.7	495.8	519.1	561.8	578.7	603.4	630.1	458.4	593.8	652.4	▲ 9.9%	▲ 3.9%
Earnings (\$Millions)												
Earnings (Current \$)	85.5	133.1	141.8	153.5	161.8	180.5	193.3	165.6	191.8	230.9	▲ 20.4%	▲ 5.4%
Employment (Jobs)												
Employment	4,690	5,790	5,820	6,070	6,120	6,470	6,650	5,330	5,910	6,630	▲ 12.1%	▲ 1.8%
Tax Revenue (\$Millions)												
Total (Current \$)	13.6	23.4	25.4	27.2	30.0	31.7	32.8	29.6	35.0	37.9	▲ 8.2%	▲ 5.5%
Local	6.4	11.0	12.3	12.9	13.6	14.1	14.3	14.5	17.3	17.6	▲ 1.5%	▲ 5.5%
State	7.2	12.4	13.1	14.3	16.4	17.6	18.5	15.2	17.7	20.3	▲ 14.7%	▲ 5.6%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Lincoln County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	315.7	495.8	519.1	561.8	578.7	603.4	630.1	458.4	593.8	652.4	9.9%	3.5%
Other Travel*	8.8	10.9	10.0	11.4	12.2	14.0	14.2	9.1	10.2	13.6	33.1%	-4.2%
TOTAL	324.6	506.7	529.1	573.1	590.9	617.4	644.3	467.4	604.1	666.0	10.3%	3.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	167.0	306.7	326.8	359.3	373.1	390.0	408.5	325.7	423.1	447.6	5.8%	9.6%
Hotel, Motel**									290.2	311.3	7.3%	
STVR**									132.9	136.3	2.6%	
Private Home	16.3	21.6	21.4	22.2	22.6	23.5	24.1	31.7	31.1	25.4	-18.2%	5.2%
Campground	35.1	42.2	43.2	44.3	44.6	46.4	48.3	29.6	37.4	34.5	-7.6%	-28.5%
Second Home	18.0	23.2	23.4	23.6	24.6	25.5	26.1	21.3	24.3	26.8	10.0%	2.4%
Day Travel	79.4	102.0	104.3	112.3	113.8	118.1	122.9	50.0	78.0	118.1	51.5%	-3.9%
TOTAL	315.7	495.8	519.1	561.8	578.7	603.4	630.1	458.4	593.8	652.4	9.9%	3.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	81.7	138.6	153.6	162.6	171.2	177.0	182.9	183.4	255.6	258.9	1.3%	41.5%
Food Service	72.0	128.9	138.4	156.9	161.5	169.5	181.2	113.5	129.5	142.7	10.2%	-21.3%
Food Stores	32.7	46.1	48.2	50.4	50.0	51.1	53.2	35.9	50.1	59.2	18.2%	11.3%
Local Tran. & Gas	25.5	53.5	45.3	46.4	50.4	57.4	59.0	34.3	46.6	60.5	29.8%	2.5%
Arts, Ent. & Rec.	51.3	64.8	67.7	74.2	74.6	76.6	79.5	44.7	52.9	60.3	14.0%	-24.1%
Retail Sales	52.5	63.9	66.0	71.1	70.8	71.9	74.4	46.5	59.2	70.9	19.8%	-4.6%
TOTAL	315.7	495.8	519.1	561.8	578.7	603.4	630.1	458.4	593.8	652.4	9.9%	3.5%

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**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Lincoln County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	57.5	99.5	106.2	114.5	121.5	137.0	146.9	121.9	145.1	175.7	21.1%	19.6%
Arts, Ent. & Rec.	13.6	14.9	15.6	16.3	16.8	18.8	20.2	14.8	17.2	24.2	40.8%	19.3%
Retail**	11.0	14.9	15.8	17.4	17.9	18.7	19.7	23.2	25.1	26.3	4.8%	33.3%
Ground Tran.	1.2	2.0	2.1	2.5	2.6	2.7	3.0	2.9	2.4	2.3	-1.4%	-23.7%
Other Travel*	2.3	1.9	2.1	2.8	2.9	3.3	3.4	2.8	2.1	2.5	17.6%	-26.5%
TOTAL	85.5	133.1	141.8	153.5	161.8	180.5	193.3	165.6	191.8	230.9	20.4%	15.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	3,120	4,080	4,130	4,290	4,360	4,600	4,770	3,720	4,280	4,820	12.7%	1.1%
Arts, Ent. & Rec.	880	940	900	910	890	990	1,000	670	720	920	28.0%	-8.0%
Retail**	590	670	690	730	730	740	740	810	810	790	-2.6%	7.6%
Ground Tran.	50	60	60	70	70	70	70	70	60	50	-17.3%	-36.8%
Other Travel*	60	40	40	70	70	80	70	60	50	50	-1.0%	-34.1%
TOTAL	4,690	5,790	5,820	6,070	6,120	6,470	6,650	5,330	5,910	6,630	12.2%	10.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.4	11.0	12.3	12.9	13.6	14.1	14.3	14.5	17.3	17.6	1.5%	23.2%
State Tax Receipts	7.2	12.4	13.1	14.3	16.4	17.6	18.5	15.2	17.7	20.3	14.7%	9.4%
TOTAL	13.6	23.4	25.4	27.2	30.0	31.7	32.8	29.6	35.0	37.9	8.2%	18.1%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Lincoln County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Lincoln County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$146	\$316	\$391	\$840	2.7	2.2
Private Home	\$39	\$130	\$98	\$325	2.5	3.3
Other Overnight	\$48	\$160	\$140	\$464	2.9	3.3
All Overnight	\$107	\$268	\$290	\$719	2.7	2.5

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	2,418,650	3,097,210	3,073,180	886,740	1,112,940	1,145,890
Private Home	899,600	828,760	646,480	374,420	344,930	258,160
Other Overnight	1,061,190	1,197,910	1,265,980	416,910	468,670	439,050
All Overnight	4,379,440	5,123,880	4,985,640	1,678,060	1,926,540	1,843,100

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,251,190	1,453,970	1,417,770	455,960	523,630	532,790
Private Home	252,630	232,730	195,840	105,150	96,870	78,200
Other Overnight	323,220	366,130	382,310	126,510	142,710	132,160
All Overnight	1,827,030	2,052,830	1,995,920	687,620	763,200	743,150

Linn County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$85,920
Employee Earnings Generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	3%
Overnight Visitor Day Share of Resident Population*	5%

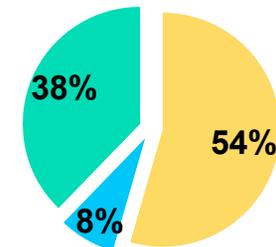
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

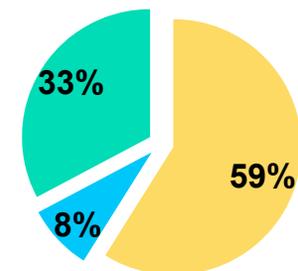
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Linn County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Linn County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	92.0	136.0	135.1	139.2	143.6	151.1	157.2	91.6	174.2	209.1	▲ 20.0%	▲ 4.4%
Other	10.6	19.3	15.7	14.2	15.9	18.4	18.7	8.9	16.6	23.1	▲ 39.3%	▲ 4.2%
Visitor	81.4	116.7	119.4	125.0	127.7	132.7	138.4	82.7	157.6	186.0	▲ 18.0%	▲ 4.4%
Earnings (\$Millions)												
Earnings (Current \$)	21.1	29.8	32.4	34.8	36.9	40.6	43.1	38.6	47.5	57.8	▲ 21.6%	▲ 5.5%
Employment (Jobs)												
Employment	1,510	1,630	1,700	1,780	1,800	1,910	1,920	1,630	1,920	2,220	▲ 15.6%	▲ 2.0%
Tax Revenue (\$Millions)												
Total (Current \$)	3.3	5.1	5.4	5.8	6.4	6.7	7.4	5.3	8.4	10.0	▲ 18.9%	▲ 6.1%
Local	0.5	0.9	1.0	1.2	1.2	1.2	1.7	1.3	2.6	3.1	▲ 18.3%	▲ 10.6%
State	2.8	4.2	4.3	4.6	5.2	5.5	5.7	4.0	5.8	6.9	▲ 19.1%	▲ 4.9%

Notes:

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Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Linn County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	81.4	116.7	119.4	125.0	127.7	132.7	138.4	82.7	157.6	186.0	18.0%	34.4%
Other Travel*	10.6	19.3	15.7	14.2	15.9	18.4	18.7	8.9	16.6	23.1	39.3%	23.3%
TOTAL	92.0	136.0	135.1	139.2	143.6	151.1	157.2	91.6	174.2	209.1	20.0%	33.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	18.4	32.1	33.8	37.0	38.1	39.4	41.5	24.6	59.0	73.0	23.6%	75.8%
Hotel, Motel**									47.5	61.3	28.9%	
STVR**									11.5	11.7	2.0%	
Private Home	27.1	38.4	38.5	39.4	40.2	41.9	43.5	30.4	49.1	50.7	3.4%	16.7%
Campground	6.4	8.2	8.3	8.5	8.6	9.0	9.4	7.3	8.1	9.1	11.9%	-2.7%
Second Home	1.1	1.5	1.5	1.5	1.6	1.6	1.7	1.4	1.6	1.3	-14.5%	-20.4%
Day Travel	28.4	36.5	37.2	38.6	39.2	40.7	42.4	19.1	39.8	51.8	30.1%	22.2%
TOTAL	81.4	116.7	119.4	125.0	127.7	132.7	138.4	82.7	157.6	186.0	18.0%	34.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	8.7	15.3	16.9	19.2	19.9	20.2	21.3	15.6	34.1	40.0	17.3%	88.2%
Food Service	22.6	34.9	36.9	39.2	40.4	42.3	44.8	24.5	46.0	54.1	17.7%	20.7%
Food Stores	10.6	15.2	15.7	15.9	15.8	16.1	16.8	11.6	19.0	21.9	15.3%	30.5%
Local Tran. & Gas	7.8	14.6	12.3	11.9	12.9	14.6	14.9	7.1	15.7	21.1	34.3%	41.5%
Arts, Ent. & Rec.	14.1	16.6	17.1	17.8	17.9	18.3	18.9	10.9	18.8	21.1	12.0%	11.7%
Retail Sales	17.7	20.1	20.5	21.0	20.9	21.2	21.8	13.1	24.0	27.8	15.8%	27.5%
TOTAL	81.4	116.7	119.4	125.0	127.7	132.7	138.4	82.7	157.6	186.0	18.0%	34.4%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Linn County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	11.9	18.3	20.3	22.4	24.1	26.9	28.3	24.2	27.9	34.8	24.6%	22.9%
Arts, Ent. & Rec.	4.2	5.4	5.6	5.9	6.1	6.5	6.9	5.7	10.0	12.3	23.2%	78.5%
Retail**	3.5	4.6	4.8	5.1	5.2	5.6	5.9	6.8	7.6	8.1	6.9%	36.6%
Ground Tran.	0.4	0.6	0.6	0.7	0.7	0.8	0.8	0.6	0.8	1.0	32.3%	24.5%
Other Travel*	1.0	0.9	1.0	0.7	0.8	0.9	1.2	1.2	1.3	1.6	22.9%	34.5%
TOTAL	21.1	29.8	32.4	34.8	36.9	40.6	43.1	38.6	47.5	57.8	21.6%	23.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	870	1,010	1,060	1,120	1,120	1,200	1,220	1,010	1,110	1,300	17.4%	7.1%
Arts, Ent. & Rec.	380	350	350	370	390	410	400	300	470	570	20.3%	44.0%
Retail**	200	210	220	220	230	230	240	250	270	270	0.5%	13.1%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	11.0%	3.0%
Other Travel*	60	50	50	40	40	40	50	50	50	60	11.7%	6.0%
TOTAL	1,510	1,630	1,700	1,780	1,800	1,910	1,920	1,630	1,920	2,220	15.6%	17.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.5	0.9	1.0	1.2	1.2	1.2	1.7	1.3	2.6	3.1	18.3%	84.9%
State Tax Receipts	2.8	4.2	4.3	4.6	5.2	5.5	5.7	4.0	5.8	6.9	19.1%	21.7%
TOTAL	3.3	5.1	5.4	5.8	6.4	6.7	7.4	5.3	8.4	10.0	18.9%	57.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Linn County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Linn County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$114	\$202	\$302	\$533	2.6	1.8
Private Home	\$39	\$110	\$97	\$269	2.5	2.8
Other Overnight	\$40	\$122	\$123	\$375	3.1	3.0
All Overnight	\$61	\$148	\$158	\$380	2.6	2.4

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	243,330	576,230	639,590	89,640	207,230	241,950
Private Home	862,670	1,309,410	1,290,300	366,060	555,630	525,040
Other Overnight	218,240	232,110	259,770	80,980	86,130	84,530
All Overnight	1,324,240	2,117,760	2,189,660	536,670	848,990	851,520

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	139,290	324,810	360,510	50,810	116,970	137,020
Private Home	286,960	435,560	462,730	121,770	184,820	188,290
Other Overnight	73,200	77,860	85,330	27,250	28,990	27,850
All Overnight	499,450	838,230	908,570	199,830	330,780	353,160

Malheur County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$90,536
Employee Earnings Generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2022)	4%
Overnight Visitor Day Share of Resident Population*	7%

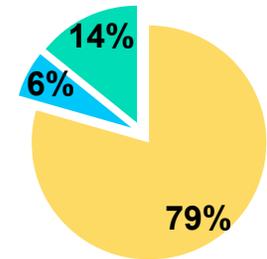
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

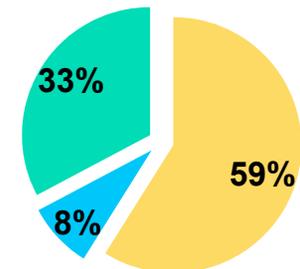
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Malheur County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Malheur County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	35.6	40.1	40.6	42.1	45.6	45.1	46.8	34.2	52.5	68.8	▲ 31.1%	▲ 3.5%
Other	2.7	4.7	3.8	3.5	3.9	4.4	4.5	2.1	4.0	5.6	▲ 39.3%	▲ 4.0%
Visitor	32.9	35.3	36.8	38.6	41.7	40.6	42.3	32.1	48.5	63.2	▲ 30.4%	▲ 3.5%
Earnings (\$Millions)												
Earnings (Current \$)	9.7	11.1	11.7	12.4	13.1	13.5	14.2	14.4	15.5	19.2	▲ 23.6%	▲ 3.7%
Employment (Jobs)												
Employment	660	560	580	590	620	600	600	580	580	710	▲ 21.3%	▲ 0.4%
Tax Revenue (\$Millions)												
Total (Current \$)	1.3	1.9	2.0	2.1	2.5	2.4	2.5	2.2	2.9	3.6	▲ 26.1%	▲ 5.4%
Local	0.4	0.7	0.7	0.8	0.9	0.9	0.9	0.9	1.3	1.6	▲ 29.5%	▲ 7.8%
State	1.0	1.2	1.2	1.3	1.5	1.5	1.6	1.3	1.6	2.0	▲ 23.4%	▲ 4.0%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Malheur County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	32.9	35.3	36.8	38.6	41.7	40.6	42.3	32.1	48.5	63.2	30.4%	49.4%
Other Travel*	2.7	4.7	3.8	3.5	3.9	4.4	4.5	2.1	4.0	5.6	39.3%	24.7%
TOTAL	35.6	40.1	40.6	42.1	45.6	45.1	46.8	34.2	52.5	68.8	31.1%	47.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	16.4	18.4	19.7	21.2	23.7	22.4	23.3	20.3	32.0	42.0	31.5%	80.0%
Hotel, Motel**									30.5	40.5	32.8%	
STVR**									1.5	1.5	3.3%	
Private Home	4.8	6.1	6.1	6.1	6.3	6.4	6.6	5.3	7.0	7.5	7.9%	13.4%
Campground	2.7	3.5	3.6	3.7	3.7	3.9	4.0	2.4	2.6	3.0	11.4%	-26.6%
Second Home	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	21.5%	18.0%
Day Travel	8.8	7.0	7.1	7.3	7.7	7.6	7.9	3.8	6.5	10.2	57.2%	29.3%
TOTAL	32.9	35.3	36.8	38.6	41.7	40.6	42.3	32.1	48.5	63.2	30.4%	49.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	7.1	9.2	10.2	11.3	12.8	11.9	12.4	11.2	17.5	22.6	29.2%	82.3%
Food Service	8.5	9.4	9.9	10.4	11.2	11.2	11.8	9.2	13.7	17.9	30.7%	51.8%
Food Stores	3.8	4.3	4.5	4.5	4.5	4.5	4.7	3.0	4.1	5.1	24.3%	9.6%
Local Tran. & Gas	2.4	3.3	2.8	2.7	3.0	3.2	3.3	2.2	3.6	5.1	42.3%	53.6%
Arts, Ent. & Rec.	6.2	5.2	5.4	5.6	5.9	5.7	5.9	4.1	5.9	7.7	29.1%	29.2%
Retail Sales	4.9	4.0	4.0	4.1	4.2	4.1	4.2	2.4	3.6	4.8	31.8%	14.6%
TOTAL	32.9	35.3	36.8	38.6	41.7	40.6	42.3	32.1	48.5	63.2	30.4%	49.4%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

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*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Malheur County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	6.5	7.8	8.2	8.6	9.0	9.8	10.2	10.1	11.2	13.8	23.0%	35.2%
Arts, Ent. & Rec.	1.8	1.9	2.0	2.2	2.4	2.0	2.2	2.3	2.2	3.1	42.0%	44.2%
Retail**	1.1	1.0	1.1	1.1	1.2	1.3	1.3	1.5	1.6	1.7	3.6%	27.5%
Ground Tran.	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4	30.1%	29.0%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	8.4%	29.6%
TOTAL	9.7	11.1	11.7	12.4	13.1	13.5	14.2	14.4	15.5	19.2	23.6%	7.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	410	380	400	410	410	430	420	400	420	500	20.3%	18.0%
Arts, Ent. & Rec.	170	130	120	120	130	100	100	110	90	130	38.7%	23.6%
Retail**	60	50	50	50	50	50	50	60	60	60	4.1%	13.0%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	9.2%	6.8%
Other Travel*	10	10	10	10	10	10	10	10	10	10	5.7%	7.8%
TOTAL	660	560	580	590	620	600	600	580	580	710	22.4%	0.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	0.7	0.7	0.8	0.9	0.9	0.9	0.9	1.3	1.6	29.5%	79.7%
State Tax Receipts	1.0	1.2	1.2	1.3	1.5	1.5	1.6	1.3	1.6	2.0	23.4%	27.7%
TOTAL	1.3	1.9	2.0	2.1	2.5	2.4	2.5	2.2	2.9	3.6	26.1%	31.3%

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*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Malheur County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Malheur County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$106	\$180	\$279	\$470	2.6	1.7
Private Home	\$24	\$67	\$59	\$164	2.5	2.8
Other Overnight	\$48	\$144	\$146	\$434	3.0	3.0
All Overnight	\$68	\$143	\$175	\$370	2.6	2.1

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	228,080	341,050	395,460	82,490	122,920	150,850
Private Home	251,500	308,520	314,960	106,720	130,910	128,160
Other Overnight	55,190	58,710	69,750	20,610	21,920	22,980
All Overnight	534,770	708,280	780,170	209,820	275,760	301,990

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	137,370	201,710	234,020	49,630	72,730	89,400
Private Home	83,660	102,630	112,950	35,500	43,550	45,960
Other Overnight	18,710	19,900	23,420	7,010	7,460	7,750
All Overnight	239,740	324,230	370,380	92,140	123,740	143,110



Marion County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$102,512
Employee Earnings Generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	2%
Overnight Visitor Day Share of Resident Population*	5%

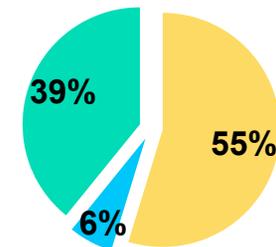
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

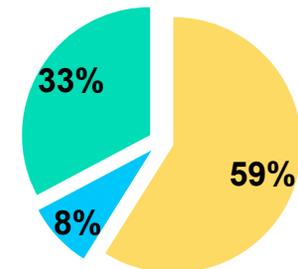
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Marion County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Marion County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	255.8	381.9	382.9	396.7	415.5	429.3	454.8	236.1	481.9	549.0	▲ 13.9%	▲ 4.1%
Other	31.6	56.5	47.4	47.3	52.6	60.4	61.5	32.0	48.8	67.3	▲ 37.7%	▲ 4.1%
Visitor	224.2	325.5	335.5	349.4	363.0	368.9	393.3	204.1	433.1	481.8	▲ 11.2%	▲ 4.1%
Earnings (\$Millions)												
Earnings (Current \$)	61.5	89.5	98.1	104.9	111.9	119.0	125.0	105.7	113.8	141.0	▲ 23.9%	▲ 4.5%
Employment (Jobs)												
Employment	3,730	4,340	4,490	4,660	4,720	4,760	4,910	3,970	4,140	4,840	▲ 16.9%	▲ 1.4%
Tax Revenue (\$Millions)												
Total (Current \$)	9.6	15.1	16.1	17.2	19.2	19.7	20.7	13.8	20.6	24.4	▲ 18.3%	▲ 5.0%
Local	1.9	3.4	3.8	4.2	4.5	4.4	4.8	3.2	6.0	7.1	▲ 17.9%	▲ 7.3%
State	7.8	11.7	12.3	13.0	14.8	15.3	15.9	10.5	14.6	17.3	▲ 18.5%	▲ 4.3%

Notes:

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Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Marion County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	224.2	325.5	335.5	349.4	363.0	368.9	393.3	204.1	433.1	481.8	11.2%	22.5%
Other Travel*	31.6	56.5	47.4	47.3	52.6	60.4	61.5	32.0	48.8	67.3	37.7%	9.3%
TOTAL	255.8	381.9	382.9	396.7	415.5	429.3	454.8	236.1	481.9	549.0	13.9%	20.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	62.7	109.2	115.8	124.6	132.0	132.2	143.8	74.1	164.2	202.6	23.4%	40.9%
Hotel, Motel**									135.4	173.9	28.4%	
STVR**									28.8	28.7	-0.5%	
Private Home	80.6	112.1	113.1	115.2	118.6	121.7	128.0	68.2	140.9	145.4	3.2%	13.5%
Campground	13.4	17.9	18.3	18.8	18.9	19.7	20.5	15.3	17.0	18.9	11.3%	-7.8%
Second Home	2.8	3.9	4.0	4.0	4.1	4.3	4.4	3.6	4.1	4.2	1.9%	-5.1%
Day Travel	64.5	82.2	84.3	86.8	89.4	91.0	96.5	42.9	106.9	110.7	3.6%	14.8%
TOTAL	224.2	325.5	335.5	349.4	363.0	368.9	393.3	204.1	433.1	481.8	11.2%	22.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	28.9	51.5	57.2	63.5	67.6	67.1	73.0	45.8	96.6	112.9	16.9%	54.8%
Food Service	61.8	96.2	102.1	108.1	112.8	115.5	125.0	59.4	126.7	138.0	9.0%	10.4%
Food Stores	28.0	40.2	41.9	42.2	42.4	42.5	44.8	26.2	51.2	55.6	8.7%	24.3%
Local Tran. & Gas	20.9	39.5	33.3	32.1	35.3	39.0	40.7	16.5	40.5	51.9	28.1%	27.4%
Arts, Ent. & Rec.	37.8	44.7	46.2	47.8	48.7	48.9	51.4	25.7	51.9	53.5	3.1%	4.1%
Retail Sales	46.8	53.4	54.7	55.7	56.1	55.9	58.4	30.5	66.2	69.8	5.4%	19.4%
TOTAL	224.2	325.5	335.5	349.4	363.0	368.9	393.3	204.1	433.1	481.8	11.2%	22.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Marion County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	36.2	57.8	64.5	69.6	74.8	79.1	82.4	69.2	78.4	98.4	25.6%	19.5%
Arts, Ent. & Rec.	11.3	14.0	14.6	14.7	15.3	16.8	18.3	14.1	12.9	17.8	38.5%	-2.6%
Retail**	9.1	12.0	12.6	13.2	13.8	14.3	15.1	15.0	16.4	17.4	6.3%	15.3%
Ground Tran.	1.1	1.6	1.7	1.9	2.0	2.1	2.3	1.5	2.1	2.4	18.8%	5.0%
Other Travel*	3.7	4.2	4.6	5.5	5.9	6.6	6.9	6.0	4.1	4.8	18.1%	-29.6%
TOTAL	61.5	89.5	98.1	104.9	111.9	119.0	125.0	105.7	113.8	141.0	23.9%	7.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,200	2,690	2,830	2,910	2,980	3,000	3,000	2,470	2,670	3,090	15.5%	3.0%
Arts, Ent. & Rec.	840	950	930	970	950	950	1,090	770	760	1,020	34.7%	-6.5%
Retail**	450	500	520	520	530	530	550	500	530	540	2.2%	-1.5%
Ground Tran.	50	50	50	50	50	50	60	40	50	50	-0.3%	-13.1%
Other Travel*	180	160	160	210	210	220	220	200	130	140	7.1%	-34.8%
TOTAL	3,730	4,340	4,490	4,660	4,720	4,760	4,910	3,970	4,140	4,840	16.9%	4.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.9	3.4	3.8	4.2	4.5	4.4	4.8	3.2	6.0	7.1	17.9%	48.4%
State Tax Receipts	7.8	11.7	12.3	13.0	14.8	15.3	15.9	10.5	14.6	17.3	18.5%	8.4%
TOTAL	9.6	15.1	16.1	17.2	19.2	19.7	20.7	13.8	20.6	24.4	18.3%	49.8%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Marion County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Marion County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$133	\$264	\$349	\$692	2.6	2.0
Private Home	\$39	\$127	\$97	\$319	2.5	3.3
Other Overnight	\$54	\$175	\$164	\$527	3.0	3.2
All Overnight	\$65	\$182	\$167	\$468	2.6	2.8

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	633,530	1,358,790	1,527,520	233,680	490,540	579,970
Private Home	1,974,130	3,832,540	3,766,390	821,640	1,595,120	1,504,040
Other Overnight	351,320	373,790	424,700	132,920	141,440	141,170
All Overnight	2,958,990	5,565,110	5,718,620	1,188,240	2,227,090	2,225,180

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	322,760	685,970	767,820	117,990	247,930	292,650
Private Home	554,380	1,076,260	1,140,930	230,740	447,940	455,610
Other Overnight	110,320	117,370	132,050	41,610	44,270	43,780
All Overnight	987,460	1,879,600	2,040,800	390,330	740,150	792,040

Morrow County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$63,921
Employee Earnings Generated by \$100 Visitor Spending	\$38
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2022)	3%
Overnight Visitor Day Share of Resident Population*	6%

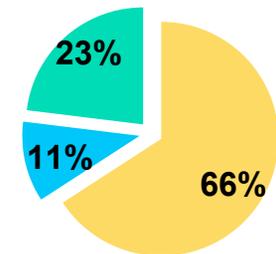
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 6% of the population is added to the amount of people in the area.

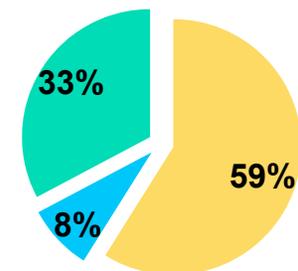
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Morrow County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Morrow County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	10.8	14.4	14.5	14.9	15.8	16.5	17.1	9.2	14.0	18.0	▲ 28.7%	▲ 2.7%
Other	1.0	1.7	1.4	1.3	1.4	1.6	1.7	0.8	1.6	2.2	▲ 39.3%	▲ 4.3%
Visitor	9.8	12.6	13.2	13.6	14.4	14.8	15.4	8.4	12.4	15.8	▲ 27.4%	▲ 2.6%
Earnings (\$Millions)												
Earnings (Current \$)	2.7	3.4	3.6	3.8	4.1	4.7	5.2	4.5	5.0	6.2	▲ 24.2%	▲ 4.5%
Employment (Jobs)												
Employment	200	180	170	180	190	220	250	200	220	250	▲ 15.8%	▲ 1.2%
Tax Revenue (\$Millions)												
Total (Current \$)	0.3	0.4	0.4	0.5	0.5	0.6	0.6	0.4	0.6	0.7	▲ 22.4%	▲ 4.2%
Local	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 27.9%	▲ 16.9%
State	0.3	0.4	0.4	0.5	0.5	0.6	0.6	0.4	0.5	0.7	▲ 22.3%	▲ 4.1%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Morrow County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	9.8	12.6	13.2	13.6	14.4	14.8	15.4	8.4	12.4	15.8	27.4%	2.7%
Other Travel*	1.0	1.7	1.4	1.3	1.4	1.6	1.7	0.8	1.6	2.2	39.3%	30.8%
TOTAL	10.8	14.4	14.5	14.9	15.8	16.5	17.1	9.2	14.0	18.0	28.7%	5.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	4.5	6.5	6.9	7.3	7.9	8.1	8.5	3.9	6.4	8.3	29.8%	-1.7%
Hotel, Motel**									6.0	8.0	32.9%	
STVR**									0.4	0.4	-15.3%	
Private Home	1.8	2.2	2.3	2.3	2.3	2.4	2.5	2.1	2.7	2.9	10.4%	18.6%
Campground	0.5	0.7	0.7	0.7	0.7	0.7	0.8	0.6	0.7	0.8	12.8%	5.8%
Second Home	0.4	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.6	0.6	-5.3%	-8.0%
Day Travel	2.5	2.7	2.7	2.8	2.9	3.0	3.1	1.3	2.0	3.2	57.0%	3.5%
TOTAL	9.8	12.6	13.2	13.6	14.4	14.8	15.4	8.4	12.4	15.8	27.4%	2.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.0	3.2	3.5	3.8	4.1	4.2	4.3	2.2	3.6	4.5	26.6%	3.9%
Food Service	2.5	3.4	3.6	3.8	4.0	4.1	4.4	2.7	3.8	4.9	27.3%	10.5%
Food Stores	1.2	1.5	1.5	1.5	1.5	1.6	1.6	1.0	1.3	1.6	20.3%	0.1%
Local Tran. & Gas	0.8	1.3	1.1	1.1	1.2	1.3	1.3	0.7	1.1	1.5	37.2%	14.9%
Arts, Ent. & Rec.	1.7	1.8	1.9	2.0	2.0	2.1	2.1	1.0	1.4	1.9	28.0%	-13.1%
Retail Sales	1.5	1.5	1.5	1.5	1.5	1.5	1.6	0.8	1.1	1.4	28.2%	-8.9%
TOTAL	9.8	12.6	13.2	13.6	14.4	14.8	15.4	8.4	12.4	15.8	27.4%	2.7%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.



Morrow County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	1.5	2.1	2.3	2.4	2.6	3.2	3.6	3.1	3.7	4.5	23.7%	26.5%
Arts, Ent. & Rec.	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.6	0.6	0.8	40.8%	-3.0%
Retail**	0.4	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.6	12.7%	4.3%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	25.0%	-12.3%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	14.4%	32.9%
TOTAL	2.7	3.4	3.6	3.8	4.1	4.7	5.2	4.5	5.0	6.2	24.2%	10.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	130	120	110	120	130	160	180	150	170	200	15.1%	10.8%
Arts, Ent. & Rec.	30	40	30	30	40	40	40	30	30	30	29.1%	-22.0%
Retail**	30	20	20	20	20	20	20	20	10	20	3.5%	-19.5%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	4.9%	-27.4%
Other Travel*	0	0	0	0	0	0	0	0	0	0	4.0%	6.5%
TOTAL	200	180	170	180	190	220	250	200	220	250	13.6%	10.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.9%	2.7%
State Tax Receipts	0.3	0.4	0.4	0.5	0.5	0.6	0.6	0.4	0.5	0.7	22.3%	8.7%
TOTAL	0.3	0.4	0.4	0.5	0.5	0.6	0.6	0.4	0.6	0.7	22.4%	27.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Morrow County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Morrow County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$98	\$166	\$257	\$435	2.6	1.7
Private Home	\$24	\$67	\$59	\$164	2.5	2.8
Other Overnight	\$26	\$73	\$76	\$216	3.0	2.8
All Overnight	\$48	\$112	\$126	\$291	2.6	2.3

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	47,230	74,370	84,840	17,100	26,790	32,360
Private Home	99,290	117,100	122,260	42,130	49,690	49,750
Other Overnight	47,360	50,420	54,050	18,210	19,390	18,230
All Overnight	193,880	241,880	261,150	77,450	95,870	100,350

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	28,340	43,660	50,180	10,250	15,740	19,170
Private Home	33,030	38,950	43,850	14,020	16,530	17,840
Other Overnight	16,850	17,940	18,900	6,510	6,940	6,410
All Overnight	78,220	100,550	112,930	30,770	39,200	43,420

Multnomah County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$174,350
Employee Earnings Generated by \$100 Visitor Spending	\$23
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$7
Visitor Shares	
Travel Share of Total Employment (2022)	3%
Overnight Visitor Day Share of Resident Population*	4%

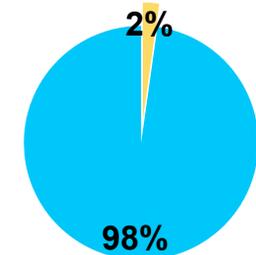
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

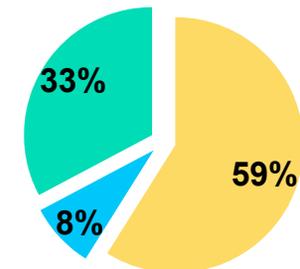
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Multnomah County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Multnomah County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	1,987.7	3,432.5	3,670.7	3,784.2	3,972.4	4,165.4	4,381.2	1,630.8	2,869.9	4,050.0	▲ 41.1%	▲ 3.8%
Other	664.2	1,077.0	1,114.9	1,141.3	1,217.4	1,294.5	1,432.2	480.5	883.1	1,391.7	▲ 57.6%	▲ 4.0%
Visitor	1,323.5	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,986.8	2,658.3	▲ 33.8%	▲ 3.7%
Earnings (\$Millions)												
Earnings (Current \$)	481.7	774.5	846.0	911.7	999.7	1,079.6	1,152.4	823.3	873.4	1,077.7	▲ 23.4%	▲ 4.3%
Employment (Jobs)												
Employment	16,930	21,130	21,970	22,760	23,010	23,750	23,920	16,660	17,190	20,390	▲ 18.6%	▲ 1.0%
Tax Revenue (\$Millions)												
Total (Current \$)	81.0	156.5	176.3	183.3	198.5	207.0	212.4	110.1	145.7	187.2	▲ 28.5%	▲ 4.5%
Local	44.2	92.9	107.8	109.6	114.0	117.2	118.0	51.9	76.3	101.4	▲ 32.9%	▲ 4.5%
State	36.7	63.5	68.5	73.7	84.4	89.8	94.4	58.2	69.3	85.7	▲ 23.6%	▲ 4.6%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1



Multnomah County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	1,323.5	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,986.8	2,658.3	33.8%	-9.9%
Other Travel*	664.2	1,077.0	1,114.9	1,141.3	1,217.4	1,294.5	1,432.2	480.5	883.1	1,391.7	57.6%	-2.8%
TOTAL	1,987.7	3,432.5	3,670.7	3,784.2	3,972.4	4,165.4	4,381.2	1,630.8	2,869.9	4,050.0	41.1%	-7.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	807.9	1,541.8	1,692.5	1,760.5	1,839.5	1,914.1	1,963.6	708.8	1,260.2	1,712.3	35.9%	-12.8%
Hotel, Motel**									1,108.7	1,566.8	41.3%	
STVR**									151.4	145.5	-3.9%	
Private Home	325.3	530.4	567.6	576.1	598.3	625.8	643.1	298.3	462.3	625.2	35.2%	-2.8%
Campground	10.9	13.2	13.5	13.9	14.0	14.6	15.2	12.6	7.9	9.6	20.4%	-37.0%
Second Home	3.1	4.5	4.5	4.6	4.7	4.9	5.0	3.8	4.3	5.3	22.4%	4.8%
Day Travel	176.3	265.7	277.7	287.9	298.5	311.6	322.2	126.9	252.2	306.0	21.4%	-5.0%
TOTAL	1,323.5	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,986.8	2,658.3	33.8%	-9.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	254.2	562.3	646.9	693.1	723.8	741.0	747.2	274.2	496.5	618.5	24.6%	-17.2%
Food Service	242.9	450.5	484.2	516.5	544.4	574.6	607.1	266.1	434.7	530.6	22.1%	-12.6%
Food Stores	45.2	72.9	76.9	78.2	79.2	81.0	83.4	50.4	85.0	98.5	15.9%	18.1%
Local Tran. & Gas	165.2	293.0	295.6	283.8	300.0	322.9	326.2	172.1	245.1	357.7	46.0%	9.7%
Arts, Ent. & Rec.	90.8	125.7	131.8	137.8	141.7	146.0	149.9	41.4	64.6	74.6	15.4%	-50.2%
Retail Sales	152.6	206.0	214.2	220.0	223.8	228.3	233.6	114.2	187.1	221.5	18.4%	-5.2%
Visitor Air Tran.	372.5	645.1	706.3	713.5	742.3	777.2	801.6	231.8	473.8	756.8	59.7%	-5.6%
TOTAL	1,323.5	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,986.8	2,658.3	33.8%	-9.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Multnomah County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	175.2	339.6	368.9	399.1	428.5	467.2	492.9	295.8	326.6	466.4	42.8%	-5.4%
Arts, Ent. & Rec.	25.1	39.9	42.2	43.7	46.1	49.0	52.2	37.0	38.1	48.4	27.0%	-7.3%
Retail**	24.2	36.0	38.5	40.7	43.0	45.2	46.5	44.8	46.6	49.9	7.2%	7.3%
Ground Tran.	21.2	30.1	33.5	32.6	34.5	35.8	38.9	38.1	36.2	52.9	46.2%	36.1%
Other Travel*	235.9	328.9	362.9	395.6	447.7	482.3	521.9	407.5	426.0	460.1	8.0%	-11.8%
TOTAL	481.7	774.5	846.0	911.7	999.7	1,079.6	1,152.4	823.3	873.4	1,077.7	23.4%	6.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	8,660	12,710	13,080	13,520	13,700	14,090	14,000	8,610	9,100	11,710	28.7%	-16.3%
Arts, Ent. & Rec.	840	1,140	1,160	1,220	1,170	1,170	1,230	800	820	1,150	40.3%	-6.6%
Retail**	970	1,220	1,260	1,290	1,320	1,330	1,310	1,180	1,200	1,160	-2.9%	-11.5%
Ground Tran.	930	970	1,050	960	980	980	1,020	1,090	990	1,230	23.4%	20.4%
Other Travel*	5,530	5,080	5,430	5,770	5,830	6,180	6,360	4,970	5,090	5,140	1.1%	-19.1%
TOTAL	16,930	21,130	21,970	22,760	23,010	23,750	23,920	16,660	17,190	20,390	18.6%	3.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	44.2	92.9	107.8	109.6	114.0	117.2	118.0	51.9	76.3	101.4	32.9%	-14.0%
State Tax Receipts	36.7	63.5	68.5	73.7	84.4	89.8	94.4	58.2	69.3	85.7	23.6%	-9.2%
TOTAL	81.0	156.5	176.3	183.3	198.5	207.0	212.4	110.1	145.7	187.2	28.5%	32.3%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Multnomah County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Multnomah County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$235	\$512	\$562	\$1,228	2.4	2.2
Private Home	\$115	\$386	\$210	\$729	1.8	3.5
Other Overnight	\$44	\$149	\$117	\$398	2.6	3.4
All Overnight	\$180	\$464	\$382	\$1,028	2.1	2.7

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	3,183,300	6,617,210	7,276,060	1,391,100	2,614,780	3,047,110
Private Home	5,503,450	5,599,440	5,449,590	2,845,450	3,154,280	2,982,480
Other Overnight	333,360	265,320	335,140	137,580	113,960	126,970
All Overnight	9,020,110	12,481,970	13,060,780	4,374,130	5,883,020	6,156,570

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,534,550	3,004,110	3,346,490	649,820	1,183,010	1,394,080
Private Home	1,519,550	1,545,830	1,621,310	782,190	846,100	857,020
Other Overnight	101,680	79,240	99,300	41,520	33,670	37,250
All Overnight	3,155,790	4,629,180	5,067,100	1,473,530	2,062,780	2,288,360

Polk County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$72,826
Employee Earnings Generated by \$100 Visitor Spending	\$39
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$3
Visitor Shares	
Travel Share of Total Employment (2022)	9%
Overnight Visitor Day Share of Resident Population*	4%

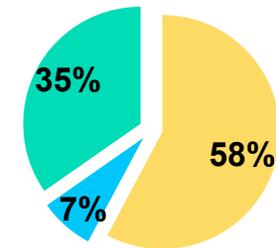
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

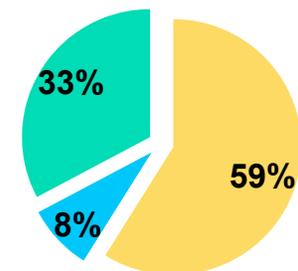
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Polk County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Polk County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	128.5	165.4	170.1	170.6	177.8	178.2	183.7	81.2	192.1	233.0	▲ 21.3%	▲ 3.2%
Other	5.7	12.2	9.8	9.4	10.6	12.3	12.5	5.9	11.4	15.9	▲ 39.3%	▲ 5.5%
Visitor	122.8	153.2	160.2	161.2	167.2	165.9	171.1	75.3	180.7	217.2	▲ 20.2%	▲ 3.0%
Earnings (\$Millions)												
Earnings (Current \$)	39.2	41.8	45.9	48.5	51.2	55.7	59.9	55.2	66.8	86.4	▲ 29.2%	▲ 4.2%
Employment (Jobs)												
Employment	2,010	1,900	2,070	2,120	2,190	2,380	2,470	2,100	2,490	3,010	▲ 20.9%	▲ 2.1%
Tax Revenue (\$Millions)												
Total (Current \$)	3.0	3.7	4.0	4.2	4.6	4.9	5.1	3.9	5.5	6.8	▲ 24.0%	▲ 4.4%
State	3.0	3.7	4.0	4.2	4.6	4.9	5.1	3.9	5.5	6.8	▲ 24.0%	▲ 4.4%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Polk County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	122.8	153.2	160.2	161.2	167.2	165.9	171.1	75.3	180.7	217.2	20.2%	26.9%
Other Travel*	5.7	12.2	9.8	9.4	10.6	12.3	12.5	5.9	11.4	15.9	39.3%	26.5%
TOTAL	128.5	165.4	170.1	170.6	177.8	178.2	183.7	81.2	192.1	233.0	21.3%	26.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	14.1	22.4	24.4	24.8	25.4	18.3	19.0	7.4	32.0	36.6	14.5%	92.3%
Hotel, Motel**									18.5	23.7	28.0%	
STVR**									13.5	12.9	-4.1%	
Private Home	10.3	15.5	15.8	15.9	16.8	17.6	18.2	12.6	20.8	22.1	6.3%	21.3%
Campground	2.9	3.7	3.8	3.9	3.9	4.1	4.3	3.6	4.0	4.5	11.4%	5.2%
Second Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	-24.0%	-27.6%
Day Travel	95.4	111.3	115.9	116.3	120.7	125.5	129.3	51.3	123.6	153.8	24.4%	18.9%
TOTAL	122.8	153.2	160.2	161.2	167.2	165.9	171.1	75.3	180.7	217.2	20.2%	26.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	8.6	14.4	16.0	16.8	17.4	9.9	10.1	6.0	21.1	22.5	6.6%	122.0%
Food Service	20.6	30.1	32.1	32.8	34.5	36.5	38.4	16.6	38.4	46.7	21.5%	21.6%
Food Stores	8.9	12.6	13.3	13.0	13.3	13.6	14.0	8.2	15.9	19.3	20.8%	37.1%
Local Tran. & Gas	5.0	8.6	7.4	6.9	7.6	8.7	8.8	3.6	9.1	12.3	34.7%	39.6%
Arts, Ent. & Rec.	76.7	84.0	87.7	87.9	90.6	93.4	95.8	38.3	91.2	111.1	21.8%	16.0%
Retail Sales	3.1	3.6	3.8	3.7	3.8	3.9	4.0	2.6	4.9	5.3	9.0%	34.7%
TOTAL	122.8	153.2	160.2	161.2	167.2	165.9	171.1	75.3	180.7	217.2	20.2%	26.9%

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**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Polk County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	11.6	16.7	19.4	21.4	22.6	25.2	27.6	28.2	39.0	50.0	28.3%	81.3%
Arts, Ent. & Rec.	25.2	21.9	23.1	23.6	25.0	26.6	28.3	23.0	23.5	31.5	34.0%	11.2%
Retail**	1.7	2.3	2.5	2.5	2.6	2.8	2.9	2.9	3.2	3.6	10.7%	25.1%
Ground Tran.	0.3	0.4	0.5	0.5	0.5	0.6	0.6	0.4	0.6	0.7	15.4%	5.5%
Other Travel*	0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.7	14.4%	11.5%
TOTAL	39.2	41.8	45.9	48.5	51.2	55.7	59.9	55.2	66.8	86.4	29.2%	21.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	880	920	990	1,010	1,060	1,100	1,170	1,110	1,500	1,830	22.3%	56.3%
Arts, Ent. & Rec.	990	830	920	950	970	1,110	1,130	840	840	1,020	21.8%	-10.2%
Retail**	100	110	120	120	120	120	120	110	120	120	2.6%	0.0%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-3.1%	-12.7%
Other Travel*	30	30	30	30	30	30	30	30	30	30	4.0%	-10.2%
TOTAL	2,010	1,900	2,070	2,120	2,190	2,380	2,470	2,100	2,490	3,010	20.9%	18.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
State Tax Receipts	3.0	3.7	4.0	4.2	4.6	4.9	5.1	3.9	5.5	6.8	24.0%	32.8%
TOTAL	3.0	3.7	4.0	4.2	4.6	4.9	5.1	3.9	5.5	6.8	24.0%	41.3%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Polk County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Polk County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$110	\$205	\$294	\$543	2.7	1.8
Private Home	\$25	\$70	\$62	\$173	2.5	2.8
Other Overnight	\$53	\$162	\$163	\$497	3.1	3.1
All Overnight	\$49	\$122	\$125	\$310	2.5	2.5

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	65,910	295,500	331,310	25,490	106,050	124,380
Private Home	563,980	868,760	873,120	239,320	368,640	355,280
Other Overnight	76,090	80,920	89,800	28,160	29,950	29,110
All Overnight	705,990	1,245,180	1,294,230	292,970	504,640	508,770

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	32,300	158,840	178,300	12,170	57,120	67,420
Private Home	187,600	288,990	313,120	79,610	122,630	127,410
Other Overnight	25,410	27,020	29,300	9,430	10,030	9,520
All Overnight	245,310	474,850	520,720	101,200	189,780	204,350



Tillamook County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$115,225
Employee Earnings Generated by \$100 Visitor Spending	\$40
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	14%
Overnight Visitor Day Share of Resident Population*	22%

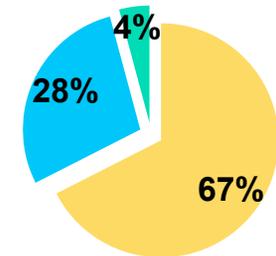
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 22% of the population is added to the amount of people in the area.

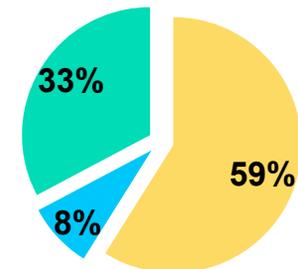
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2022 Share of Overnight Visitor Spending

Tillamook County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Tillamook County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	129.0	220.9	229.2	227.4	232.7	241.7	249.4	113.6	202.8	239.1	▲ 17.9%	▲ 3.3%
Other	2.1	3.9	3.2	3.0	3.4	3.9	3.9	1.9	3.5	4.9	▲ 39.3%	▲ 4.5%
Visitor	126.9	216.9	226.0	224.4	229.3	237.8	245.5	111.8	199.2	234.2	▲ 17.5%	▲ 3.3%
Earnings (\$Millions)												
Earnings (Current \$)	36.1	66.1	68.3	72.4	77.2	82.9	92.2	71.5	85.2	94.1	▲ 10.5%	▲ 5.2%
Employment (Jobs)												
Employment	1,720	2,150	2,180	2,190	2,210	2,180	2,350	1,700	1,960	2,040	▲ 3.8%	▲ 0.9%
Tax Revenue (\$Millions)												
Total (Current \$)	3.3	7.3	7.9	8.4	9.4	10.4	11.4	9.1	12.6	12.1	▼ -3.8%	▲ 7.1%
Local	0.6	2.3	2.8	3.0	3.3	4.0	4.5	4.3	6.3	5.3	▼ -16.3%	▲ 12.1%
State	2.7	5.0	5.2	5.4	6.1	6.4	6.9	4.8	6.3	6.9	▲ 8.5%	▲ 5.0%

Notes:

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Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1



Tillamook County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	126.9	216.9	226.0	224.4	229.3	237.8	245.5	111.8	199.2	234.2	17.5%	-4.6%
Other Travel*	2.1	3.9	3.2	3.0	3.4	3.9	3.9	1.9	3.5	4.9	39.3%	25.3%
TOTAL	129.0	220.9	229.2	227.4	232.7	241.7	249.4	113.6	202.8	239.1	17.9%	-4.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	24.9	76.0	82.0	81.2	83.3	86.1	88.4	50.6	112.0	99.8	-10.9%	12.9%
Hotel, Motel**									10.6	11.3	6.6%	
STVR**									101.4	88.5	-12.7%	
Private Home	3.8	5.2	5.2	5.1	5.4	5.7	5.8	4.7	5.9	6.3	7.1%	9.2%
Campground	25.9	32.0	32.6	33.5	33.7	35.1	36.5	20.1	22.3	24.9	11.4%	-31.9%
Second Home	10.0	13.3	13.4	13.5	14.1	14.6	15.0	12.4	14.3	17.0	18.9%	13.2%
Day Travel	62.3	90.3	92.7	91.1	92.8	96.4	99.8	23.9	44.7	86.2	92.8%	-13.6%
TOTAL	126.9	216.9	226.0	224.4	229.3	237.8	245.5	111.8	199.2	234.2	17.5%	-4.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	17.4	42.1	46.3	49.0	51.0	52.5	53.4	48.0	90.9	76.7	-15.6%	43.6%
Food Service	34.2	62.9	66.8	66.6	68.6	71.8	75.7	22.9	39.7	57.9	45.7%	-23.5%
Food Stores	18.9	27.9	29.1	28.4	28.3	28.8	29.8	14.8	23.1	30.8	33.3%	3.4%
Local Tran. & Gas	8.5	17.8	15.2	13.8	15.0	16.9	17.2	5.8	11.3	17.4	54.0%	1.5%
Arts, Ent. & Rec.	23.0	34.6	36.1	35.0	35.1	35.9	36.9	9.6	14.7	21.2	43.6%	-42.6%
Retail Sales	25.0	31.6	32.5	31.5	31.4	31.8	32.5	10.6	19.4	30.2	55.4%	-7.2%
TOTAL	126.9	216.9	226.0	224.4	229.3	237.8	245.5	111.8	199.2	234.2	17.5%	-4.6%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Tillamook County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	23.4	48.0	49.3	52.8	57.0	62.5	70.6	55.3	67.5	77.0	14.2%	9.1%
Arts, Ent. & Rec.	6.3	8.9	9.3	9.8	10.0	9.9	10.5	8.5	8.6	6.9	-20.2%	-34.9%
Retail**	5.8	8.2	8.6	8.7	8.9	9.3	9.6	7.0	8.2	9.0	10.6%	-6.2%
Ground Tran.	0.5	0.9	1.0	1.0	1.1	1.1	1.2	0.6	0.7	1.0	31.5%	-18.6%
Other Travel*	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	7.6%	-7.4%
TOTAL	36.1	66.1	68.3	72.4	77.2	82.9	92.2	71.5	85.2	94.1	10.5%	19.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	980	1,340	1,370	1,400	1,400	1,420	1,510	1,120	1,310	1,410	8.4%	-6.4%
Arts, Ent. & Rec.	370	380	370	370	390	350	410	300	340	300	-11.3%	-26.9%
Retail**	340	400	400	390	380	380	380	260	290	300	0.8%	-22.7%
Ground Tran.	20	30	30	30	30	30	30	10	20	20	10.3%	-32.6%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-2.2%	-26.7%
TOTAL	1,720	2,150	2,180	2,190	2,210	2,180	2,350	1,700	1,960	2,040	4.1%	15.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.6	2.3	2.8	3.0	3.3	4.0	4.5	4.3	6.3	5.3	-16.3%	17.1%
State Tax Receipts	2.7	5.0	5.2	5.4	6.1	6.4	6.9	4.8	6.3	6.9	8.5%	-0.3%
TOTAL	3.3	7.3	7.9	8.4	9.4	10.4	11.4	9.1	12.6	12.1	-3.8%	39.3%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Tillamook County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Tillamook County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$130	\$349	\$364	\$974	2.8	2.7
Private Home	\$23	\$64	\$56	\$157	2.5	2.8
Other Overnight	\$36	\$100	\$105	\$288	2.9	2.8
All Overnight	\$67	\$184	\$188	\$514	2.8	2.7

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	256,830	774,680	769,750	100,870	274,390	274,440
Private Home	230,670	272,840	275,750	97,880	115,780	112,210
Other Overnight	913,000	972,360	1,163,420	355,310	378,440	399,920
All Overnight	1,400,500	2,019,890	2,208,920	554,060	768,610	786,560

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	118,970	288,690	285,660	45,380	102,410	102,420
Private Home	76,730	90,760	98,890	32,560	38,510	40,240
Other Overnight	331,140	352,720	420,060	129,490	137,940	145,160
All Overnight	526,850	732,170	804,610	207,430	278,860	287,810

Umatilla County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$80,636
Employee Earnings Generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	7%
Overnight Visitor Day Share of Resident Population*	7%

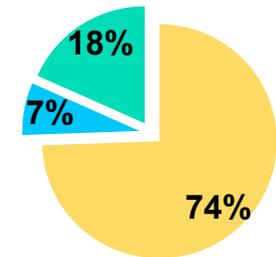
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

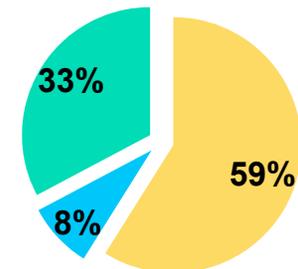
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Umatilla County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Umatilla County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	114.9	150.1	150.8	148.7	164.5	175.1	180.1	116.2	174.0	238.2	▲ 36.9%	▲ 3.9%
Other	8.0	12.7	10.0	9.6	11.8	13.0	13.8	6.5	11.2	15.6	▲ 39.3%	▲ 3.6%
Visitor	106.9	137.4	140.7	139.2	152.8	162.1	166.2	109.7	162.8	222.6	▲ 36.7%	▲ 3.9%
Earnings (\$Millions)												
Earnings (Current \$)	31.3	46.0	49.5	50.5	53.4	58.5	61.7	55.4	60.7	76.3	▲ 25.8%	▲ 4.8%
Employment (Jobs)												
Employment	2,060	2,320	2,410	2,460	2,520	2,600	2,710	2,210	2,400	2,810	▲ 17.2%	▲ 1.7%
Tax Revenue (\$Millions)												
Total (Current \$)	3.9	5.9	6.2	6.3	7.3	7.7	8.0	6.5	8.0	10.4	▲ 29.6%	▲ 5.3%
Local	0.8	1.4	1.5	1.5	1.8	1.8	1.9	1.8	2.2	3.1	▲ 36.2%	▲ 7.4%
State	3.1	4.5	4.7	4.8	5.5	5.9	6.1	4.7	5.8	7.4	▲ 27.0%	▲ 4.6%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Umatilla County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	106.9	137.4	140.7	139.2	152.8	162.1	166.2	109.7	162.8	222.6	36.7%	33.9%
Other Travel*	8.0	12.7	10.0	9.6	11.8	13.0	13.8	6.5	11.2	15.6	39.3%	12.5%
TOTAL	114.9	150.1	150.8	148.7	164.5	175.1	180.1	116.2	174.0	238.2	36.9%	32.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	41.4	62.9	65.7	64.7	73.5	79.2	81.9	55.9	92.1	122.4	33.0%	49.5%
Hotel, Motel**									88.4	118.3	33.9%	
STVR**									3.7	4.1	12.1%	
Private Home	18.9	24.8	24.4	24.1	25.7	26.8	26.9	25.1	28.4	30.0	5.8%	11.3%
Campground	4.9	5.9	6.1	6.2	6.3	6.5	6.8	6.3	7.0	7.8	11.4%	14.0%
Second Home	2.5	3.2	3.2	3.3	3.4	3.5	3.6	3.0	3.4	4.5	31.5%	26.1%
Day Travel	39.2	40.5	41.3	40.9	43.9	46.1	47.0	19.4	32.0	57.9	81.0%	23.3%
TOTAL	106.9	137.4	140.7	139.2	152.8	162.1	166.2	109.7	162.8	222.6	36.7%	33.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	18.4	30.7	33.7	33.7	38.3	40.0	41.6	31.7	49.8	63.1	26.6%	51.5%
Food Service	26.7	36.0	38.1	38.5	42.2	45.0	46.8	32.9	47.6	66.1	38.8%	41.0%
Food Stores	10.5	13.3	13.7	13.4	13.9	14.2	14.5	9.6	12.3	16.6	35.1%	14.5%
Local Tran. & Gas	10.2	16.8	14.1	12.8	14.9	17.3	17.4	9.8	16.8	26.0	54.3%	49.3%
Arts, Ent. & Rec.	24.0	23.7	24.4	24.2	25.8	26.7	27.0	15.0	21.2	30.7	44.8%	13.7%
Retail Sales	16.4	16.4	16.7	16.3	17.1	17.6	17.7	10.3	14.2	19.3	36.4%	9.0%
Visitor Air Tran.	0.8	0.6	0.1	0.2	0.6	1.2	1.1	0.4	0.9	0.8	-4.1%	-25.1%
TOTAL	106.9	137.4	140.7	139.2	152.8	162.1	166.2	109.7	162.8	222.6	36.7%	33.9%

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**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Umatilla County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	19.9	32.9	35.9	36.3	37.8	42.5	44.9	40.7	44.6	58.2	30.4%	29.6%
Arts, Ent. & Rec.	6.3	7.1	7.4	7.8	8.5	8.6	9.0	6.3	7.5	8.6	14.6%	-4.5%
Retail**	3.6	4.1	4.3	4.4	4.7	5.0	5.1	5.9	6.2	7.0	12.8%	35.5%
Ground Tran.	0.5	0.7	0.7	0.7	0.8	0.9	0.9	0.9	0.8	0.9	15.4%	-3.3%
Other Travel*	1.0	1.1	1.2	1.4	1.5	1.6	1.8	1.6	1.6	1.7	6.1%	-3.5%
TOTAL	31.3	46.0	49.5	50.5	53.4	58.5	61.7	55.4	60.7	76.3	25.8%	9.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	1,210	1,440	1,500	1,540	1,570	1,650	1,670	1,440	1,520	1,800	18.5%	8.1%
Arts, Ent. & Rec.	590	640	660	660	680	680	750	480	600	720	21.4%	-3.7%
Retail**	180	170	180	180	190	190	200	210	210	220	3.0%	10.5%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	-3.2%	-20.0%
Other Travel*	70	50	50	60	60	60	70	60	50	50	-4.0%	-23.0%
TOTAL	2,060	2,320	2,410	2,460	2,520	2,600	2,710	2,210	2,400	2,810	17.1%	8.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.4	1.5	1.5	1.8	1.8	1.9	1.8	2.2	3.1	36.2%	60.4%
State Tax Receipts	3.1	4.5	4.7	4.8	5.5	5.9	6.1	4.7	5.8	7.4	27.0%	20.8%
TOTAL	3.9	5.9	6.2	6.3	7.3	7.7	8.0	6.5	8.0	10.4	29.6%	24.3%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Umatilla County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Umatilla County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$118	\$199	\$310	\$521	2.6	1.7
Private Home	\$38	\$105	\$93	\$259	2.5	2.8
Other Overnight	\$47	\$135	\$140	\$397	3.0	2.8
All Overnight	\$79	\$166	\$204	\$431	2.6	2.1

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	552,050	872,190	1,035,550	199,810	314,460	395,240
Private Home	748,160	786,660	794,900	317,470	333,810	323,450
Other Overnight	194,070	206,570	258,220	74,100	78,890	87,320
All Overnight	1,494,290	1,865,420	2,088,670	591,390	727,160	806,010

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	331,890	519,660	614,690	119,940	187,430	234,900
Private Home	248,870	261,680	285,060	105,600	111,040	116,000
Other Overnight	68,250	72,660	90,670	26,190	27,890	30,840
All Overnight	649,010	853,990	990,430	251,740	326,350	381,740

Union County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$68,973
Employee Earnings Generated by \$100 Visitor Spending	\$40
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2022)	5%
Overnight Visitor Day Share of Resident Population*	7%

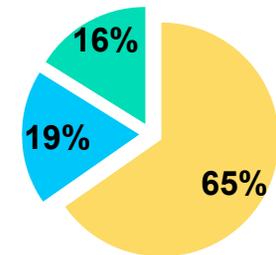
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

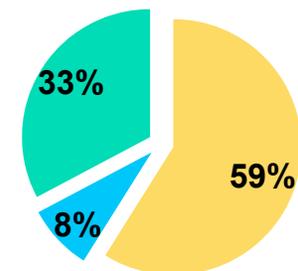
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Union County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Union County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	28.9	33.0	33.0	33.3	35.2	36.8	38.0	24.0	41.3	51.7	▲ 25.1%	▲ 3.1%
Other	2.1	4.0	3.2	3.0	3.3	3.8	3.9	1.8	3.3	4.7	▲ 39.3%	▲ 4.2%
Visitor	26.8	29.0	29.8	30.3	31.9	33.0	34.1	22.2	38.0	47.1	▲ 23.9%	▲ 3.0%
Earnings (\$Millions)												
Earnings (Current \$)	9.3	10.4	11.2	11.8	12.3	14.3	15.4	14.1	16.5	19.2	▲ 16.8%	▲ 3.9%
Employment (Jobs)												
Employment	610	570	580	600	610	660	670	560	610	700	▲ 13.3%	▲ 0.7%
Tax Revenue (\$Millions)												
Total (Current \$)	1.1	1.5	1.5	1.6	1.8	1.9	2.0	1.5	2.2	2.6	▲ 21.0%	▲ 4.5%
Local	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.5	0.8	1.0	▲ 25.3%	▲ 5.5%
State	0.8	1.0	1.0	1.1	1.2	1.3	1.3	1.0	1.3	1.6	▲ 18.4%	▲ 3.9%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Union County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	26.8	29.0	29.8	30.3	31.9	33.0	34.1	22.2	38.0	47.1	23.9%	38.0%
Other Travel*	2.1	4.0	3.2	3.0	3.3	3.8	3.9	1.8	3.3	4.7	39.3%	19.8%
TOTAL	28.9	33.0	33.0	33.3	35.2	36.8	38.0	24.0	41.3	51.7	25.1%	36.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	12.2	11.6	12.4	12.6	13.7	14.1	14.6	9.4	19.0	25.1	32.5%	72.3%
Hotel, Motel**									17.0	23.3	36.8%	
STVR**									2.0	1.9	-4.2%	
Private Home	3.8	5.3	5.2	5.2	5.4	5.6	5.7	3.8	6.1	6.2	1.7%	8.8%
Campground	3.8	5.5	5.6	5.8	5.8	6.1	6.3	5.3	5.9	6.6	11.4%	4.5%
Second Home	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.4	0.5	0.6	20.8%	17.3%
Day Travel	6.6	6.2	6.2	6.3	6.5	6.7	7.0	3.3	6.5	8.5	31.1%	22.1%
TOTAL	26.8	29.0	29.8	30.3	31.9	33.0	34.1	22.2	38.0	47.1	23.9%	38.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.7	6.5	7.1	7.4	8.0	8.2	8.4	6.3	11.4	14.1	24.4%	67.7%
Food Service	6.8	7.7	8.1	8.4	8.8	9.2	9.7	6.5	11.1	13.8	23.7%	41.5%
Food Stores	3.5	4.4	4.5	4.5	4.5	4.6	4.8	3.2	4.6	5.4	16.8%	13.6%
Local Tran. & Gas	2.0	2.7	2.3	2.2	2.4	2.7	2.8	1.5	2.9	4.0	36.4%	44.6%
Arts, Ent. & Rec.	4.9	4.2	4.3	4.4	4.5	4.6	4.7	2.8	4.6	5.7	24.6%	20.0%
Retail Sales	3.9	3.5	3.5	3.5	3.6	3.6	3.7	2.0	3.4	4.1	20.3%	10.4%
TOTAL	26.8	29.0	29.8	30.3	31.9	33.0	34.1	22.2	38.0	47.1	23.9%	38.0%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Union County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	6.5	7.4	8.1	8.4	8.7	10.4	11.2	10.4	12.2	14.1	15.3%	25.7%
Arts, Ent. & Rec.	1.5	1.7	1.7	1.9	2.0	2.3	2.5	1.9	2.3	3.0	32.3%	19.4%
Retail**	1.0	1.1	1.1	1.1	1.2	1.2	1.3	1.4	1.6	1.7	8.6%	32.1%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	27.0%	20.7%
Other Travel*	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	-7.1%	5.6%
TOTAL	9.3	10.4	11.2	11.8	12.3	14.3	15.4	14.1	16.5	19.2	16.8%	17.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	360	330	340	360	360	400	410	350	390	430	10.9%	6.0%
Arts, Ent. & Rec.	190	180	170	180	190	200	190	130	150	180	27.2%	-5.1%
Retail**	50	50	50	50	50	50	50	60	60	60	0.5%	13.0%
Ground Tran.	10	0	0	0	10	0	10	0	0	10	6.6%	-0.1%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-5.0%	9.1%
TOTAL	610	570	580	600	610	660	670	560	610	700	14.8%	8.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.5	0.8	1.0	25.3%	60.5%
State Tax Receipts	0.8	1.0	1.0	1.1	1.2	1.3	1.3	1.0	1.3	1.6	18.4%	18.6%
TOTAL	1.1	1.5	1.5	1.6	1.8	1.9	2.0	1.5	2.2	2.6	21.0%	41.6%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Union County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Union County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$102	\$175	\$267	\$459	2.6	1.7
Private Home	\$24	\$67	\$59	\$164	2.5	2.8
Other Overnight	\$51	\$155	\$157	\$472	3.1	3.0
All Overnight	\$59	\$136	\$157	\$357	2.6	2.3

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	101,980	204,800	247,550	37,090	73,730	94,120
Private Home	178,420	270,820	260,490	75,710	114,920	106,000
Other Overnight	111,670	118,760	140,340	41,330	43,960	45,800
All Overnight	392,070	594,380	648,370	154,130	232,600	245,920

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	60,500	117,980	143,750	21,920	42,510	54,810
Private Home	59,350	90,080	93,420	25,180	38,230	38,010
Other Overnight	37,300	39,670	46,340	13,850	14,730	15,180
All Overnight	157,150	247,740	283,510	60,950	95,470	108,000

Wallowa County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$44,310
Employee Earnings Generated by \$100 Visitor Spending	\$61
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	15%
Overnight Visitor Day Share of Resident Population*	15%

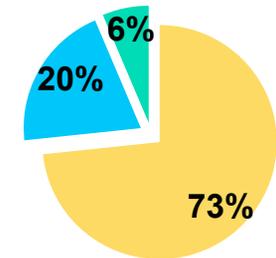
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 15% of the population is added to the amount of people in the area.

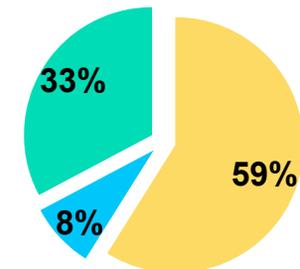
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Wallowa County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Wallowa County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	20.4	27.6	28.3	29.3	30.9	32.0	33.2	12.4	26.9	37.1	▲ 38.1%	▲ 3.2%
Other	0.6	1.1	0.8	0.8	0.9	1.0	1.0	0.5	1.0	1.3	▲ 39.3%	▲ 4.3%
Visitor	19.8	26.5	27.5	28.5	30.0	30.9	32.2	11.9	25.9	35.8	▲ 38.1%	▲ 3.1%
Earnings (\$Millions)												
Earnings (Current \$)	6.5	10.5	11.8	12.7	12.8	14.5	14.3	13.3	16.9	21.9	▲ 30.0%	▲ 6.6%
Employment (Jobs)												
Employment	500	550	580	590	630	670	630	560	670	810	▲ 20.2%	▲ 2.6%
Tax Revenue (\$Millions)												
Total (Current \$)	0.7	1.0	1.1	1.2	1.3	1.4	1.4	0.9	1.5	1.9	▲ 28.9%	▲ 5.7%
Local	0.2	0.3	0.3	0.4	0.4	0.4	0.4	0.2	0.4	0.5	▲ 26.4%	▲ 4.9%
State	0.5	0.7	0.8	0.8	0.9	1.0	1.0	0.7	1.1	1.4	▲ 29.9%	▲ 6.0%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Wallowa County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	19.8	26.5	27.5	28.5	30.0	30.9	32.2	11.9	25.9	35.8	38.1%	11.1%
Other Travel*	0.6	1.1	0.8	0.8	0.9	1.0	1.0	0.5	1.0	1.3	39.3%	28.8%
TOTAL	20.4	27.6	28.3	29.3	30.9	32.0	33.2	12.4	26.9	37.1	38.1%	11.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	6.7	11.3	12.0	12.7	13.8	14.1	14.7	4.3	15.6	21.0	34.3%	42.6%
Hotel, Motel**									10.5	14.2	36.2%	
STVR**									5.2	6.8	30.6%	
Private Home	1.1	1.4	1.4	1.4	1.5	1.5	1.5	1.3	1.6	1.8	9.0%	16.8%
Campground	5.4	6.5	6.6	6.8	6.8	7.1	7.4	3.5	3.9	4.4	11.4%	-40.7%
Second Home	1.1	1.3	1.3	1.3	1.4	1.4	1.5	1.3	1.4	1.4	0.5%	-2.4%
Day Travel	5.6	6.0	6.1	6.3	6.5	6.8	7.0	1.5	3.2	7.1	120.4%	1.4%
TOTAL	19.8	26.5	27.5	28.5	30.0	30.9	32.2	11.9	25.9	35.8	38.1%	11.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.9	6.6	7.2	7.7	8.4	8.5	8.8	3.9	10.0	12.5	25.4%	42.1%
Food Service	4.9	6.8	7.2	7.6	8.0	8.3	8.8	3.0	6.6	9.8	47.8%	10.3%
Food Stores	3.1	3.8	4.0	4.0	4.0	4.1	4.2	1.9	2.9	3.8	33.2%	-9.5%
Local Tran. & Gas	1.4	2.3	1.9	1.9	2.0	2.3	2.4	0.7	1.8	2.7	56.5%	16.7%
Arts, Ent. & Rec.	3.6	4.0	4.1	4.3	4.4	4.5	4.7	1.2	2.7	3.8	42.4%	-17.7%
Retail Sales	3.0	3.0	3.1	3.1	3.1	3.2	3.3	1.0	2.0	3.1	54.9%	-6.3%
TOTAL	19.8	26.5	27.5	28.5	30.0	30.9	32.2	11.9	25.9	35.8	38.1%	11.1%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Wallowa County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	4.3	7.5	8.7	9.5	9.4	10.7	10.3	9.4	12.4	15.8	27.8%	52.9%
Arts, Ent. & Rec.	1.1	1.6	1.7	1.7	1.8	2.2	2.4	2.8	3.1	4.5	42.2%	87.5%
Retail**	1.0	1.2	1.3	1.3	1.4	1.3	1.4	0.9	1.1	1.4	19.5%	-0.3%
Ground Tran.	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.2	42.9%	4.3%
Other Travel*	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	14.4%	30.9%
TOTAL	6.5	10.5	11.8	12.7	12.8	14.5	14.3	13.3	16.9	21.9	30.0%	27.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	340	360	380	390	410	420	390	320	410	470	16.0%	22.0%
Arts, Ent. & Rec.	100	150	140	150	170	200	200	210	230	300	29.3%	52.8%
Retail**	50	50	50	50	50	40	40	30	30	30	9.6%	-21.0%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	19.9%	-13.6%
Other Travel*	0	0	0	0	0	0	0	0	0	0	4.0%	14.0%
TOTAL	500	550	580	590	630	670	630	560	670	810	20.9%	19.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.2	0.3	0.3	0.4	0.4	0.4	0.4	0.2	0.4	0.5	26.4%	31.3%
State Tax Receipts	0.5	0.7	0.8	0.8	0.9	1.0	1.0	0.7	1.1	1.4	29.9%	34.4%
TOTAL	0.7	1.0	1.1	1.2	1.3	1.4	1.4	0.9	1.5	1.9	28.9%	59.7%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Wallowa County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Wallowa County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$101	\$194	\$270	\$515	2.7	1.9
Private Home	\$24	\$67	\$59	\$164	2.5	2.8
Other Overnight	\$43	\$122	\$126	\$360	3.0	2.9
All Overnight	\$68	\$156	\$186	\$422	2.7	2.3

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	33,860	163,470	208,050	13,020	58,630	77,690
Private Home	61,500	72,740	74,980	26,100	30,870	30,510
Other Overnight	116,450	123,970	136,990	44,640	47,530	46,150
All Overnight	211,800	360,190	420,020	83,760	137,030	154,350

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	16,930	86,360	108,310	6,350	31,040	40,790
Private Home	20,460	24,200	26,890	8,680	10,270	10,940
Other Overnight	41,220	43,890	47,790	15,880	16,910	16,190
All Overnight	78,610	154,450	182,990	30,910	58,220	67,930

Wasco County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$60,482
Employee Earnings Generated by \$100 Visitor Spending	\$47
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	11%
Overnight Visitor Day Share of Resident Population*	10%

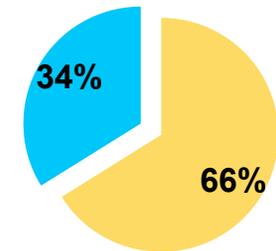
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 10% of the population is added to the amount of people in the area.

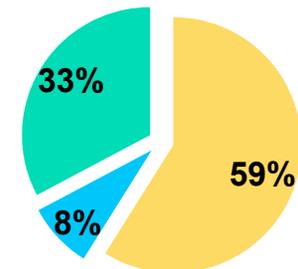
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Wasco County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Wasco County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	71.4	102.2	108.3	115.1	122.3	122.3	105.1	62.9	78.3	104.0	▲ 32.9%	▲ 2.0%
Other	2.0	4.0	3.2	3.0	3.4	3.8	3.9	1.8	3.4	4.8	▲ 39.3%	▲ 4.5%
Visitor	69.4	98.2	105.1	112.1	119.0	118.4	101.2	61.1	74.9	99.3	▲ 32.6%	▲ 1.9%
Earnings (\$Millions)												
Earnings (Current \$)	21.2	33.3	36.6	40.0	42.7	44.2	39.7	34.2	36.7	47.3	▲ 29.0%	▲ 4.3%
Employment (Jobs)												
Employment	1,350	1,590	1,770	1,810	1,880	1,840	1,600	1,260	1,310	1,650	▲ 26.3%	▲ 1.1%
Tax Revenue (\$Millions)												
Total (Current \$)	2.0	3.4	3.7	4.2	4.8	4.8	4.5	4.2	4.5	5.4	▲ 20.9%	▲ 5.5%
Local	0.4	0.9	0.9	1.2	1.3	1.2	1.3	1.6	1.7	1.9	▲ 11.3%	▲ 8.6%
State	1.6	2.6	2.8	3.0	3.5	3.6	3.2	2.5	2.8	3.6	▲ 26.6%	▲ 4.4%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Wasco County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	69.4	98.2	105.1	112.1	119.0	118.4	101.2	61.1	74.9	99.3	32.6%	-1.9%
Other Travel*	2.0	4.0	3.2	3.0	3.4	3.8	3.9	1.8	3.4	4.8	39.3%	21.9%
TOTAL	71.4	102.2	108.3	115.1	122.3	122.3	105.1	62.9	78.3	104.0	32.9%	-1.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	30.7	49.2	54.7	59.7	64.4	63.3	45.7	36.6	42.4	49.1	15.7%	7.4%
Hotel, Motel**									37.3	43.3	16.1%	
STVR**									5.1	5.7	13.2%	
Private Home	3.7	5.3	5.2	5.3	5.5	5.5	5.8	4.3	5.4	5.7	4.8%	-1.6%
Campground	6.9	8.7	8.8	9.0	9.1	9.5	9.9	6.8	7.6	8.5	11.9%	-14.0%
Second Home	1.3	2.0	2.0	2.0	2.1	2.2	2.2	1.8	2.1	2.5	19.4%	13.7%
Day Travel	26.9	33.1	34.3	36.0	37.8	37.9	37.7	11.6	17.3	33.5	93.4%	-11.1%
TOTAL	69.4	98.2	105.1	112.1	119.0	118.4	101.2	61.1	74.9	99.3	32.6%	-1.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	18.2	29.0	33.0	36.5	39.1	37.4	26.0	24.4	28.7	32.1	11.9%	23.5%
Food Service	16.7	25.4	27.4	29.5	31.6	32.3	30.2	15.3	18.8	27.0	43.6%	-10.7%
Food Stores	7.2	9.9	10.4	10.6	10.8	10.8	10.5	6.2	7.8	10.7	38.2%	2.1%
Local Tran. & Gas	4.3	7.5	6.5	6.4	7.2	7.9	7.1	3.9	5.5	8.5	55.2%	20.4%
Arts, Ent. & Rec.	12.0	14.3	15.2	16.1	16.9	16.9	15.0	5.6	6.5	8.8	36.6%	-41.1%
Retail Sales	11.1	12.1	12.5	13.0	13.4	13.2	12.5	5.7	7.7	12.1	58.4%	-3.0%
TOTAL	69.4	98.2	105.1	112.1	119.0	118.4	101.2	61.1	74.9	99.3	32.6%	-1.9%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Wasco County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	15.0	24.2	26.8	29.3	31.2	32.8	29.0	26.2	28.5	36.5	27.9%	25.9%
Arts, Ent. & Rec.	3.6	5.7	6.1	6.8	7.3	7.2	6.6	4.0	4.4	6.5	50.2%	-1.2%
Retail**	2.2	2.8	3.0	3.2	3.4	3.5	3.4	3.2	3.2	3.6	11.4%	6.0%
Ground Tran.	0.3	0.4	0.5	0.5	0.6	0.6	0.5	0.5	0.4	0.5	35.1%	-5.5%
Other Travel*	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	2.6%	11.1%
TOTAL	21.2	33.3	36.6	40.0	42.7	44.2	39.7	34.2	36.7	47.3	29.0%	7.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	910	1,050	1,150	1,170	1,210	1,170	980	860	890	1,100	24.5%	13.3%
Arts, Ent. & Rec.	310	400	470	490	510	510	480	260	290	410	42.3%	-13.0%
Retail**	100	110	120	120	130	120	120	110	110	110	2.9%	-7.6%
Ground Tran.	10	10	10	10	20	10	10	10	10	10	13.3%	-21.8%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-2.8%	-6.8%
TOTAL	1,350	1,590	1,770	1,810	1,880	1,840	1,600	1,260	1,310	1,650	26.0%	4.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	0.9	0.9	1.2	1.3	1.2	1.3	1.6	1.7	1.9	11.3%	45.7%
State Tax Receipts	1.6	2.6	2.8	3.0	3.5	3.6	3.2	2.5	2.8	3.6	26.6%	10.9%
TOTAL	2.0	3.4	3.7	4.2	4.8	4.8	4.5	4.2	4.5	5.4	20.9%	7.8%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Wasco County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Wasco County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$119	\$209	\$315	\$548	2.6	1.7
Private Home	\$21	\$60	\$53	\$147	2.5	2.8
Other Overnight	\$35	\$102	\$104	\$304	3.0	2.9
All Overnight	\$66	\$150	\$178	\$400	2.7	2.2

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	360,100	386,050	410,620	130,490	138,980	155,760
Private Home	227,650	269,270	265,590	96,600	114,260	108,070
Other Overnight	251,060	267,150	317,070	94,710	100,790	105,560
All Overnight	838,800	922,470	993,290	321,800	354,030	369,400

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	215,810	222,540	235,210	78,040	80,190	89,550
Private Home	75,730	89,570	95,250	32,130	38,010	38,760
Other Overnight	86,560	92,120	108,390	32,810	34,920	36,280
All Overnight	378,090	404,230	438,850	142,980	153,120	164,590

Washington County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$91,824
Employee Earnings Generated by \$100 Visitor Spending	\$41
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$7
Visitor Shares	
Travel Share of Total Employment (2022)	2%
Overnight Visitor Day Share of Resident Population*	4%

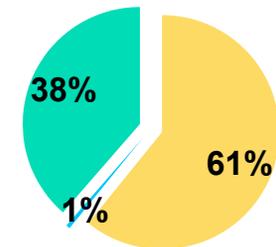
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

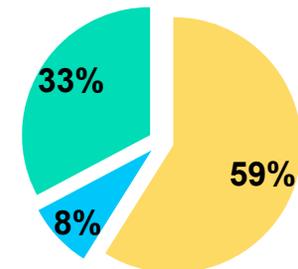
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Washington County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Washington County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	427.6	670.8	686.8	754.7	828.8	863.7	894.3	418.7	722.0	862.4	▲ 19.5%	▲ 3.8%
Other	80.9	130.0	115.8	121.6	131.6	143.0	145.2	82.9	106.8	139.2	▲ 30.3%	▲ 2.9%
Visitor	346.7	540.7	571.0	633.1	697.2	720.7	749.1	335.7	615.2	723.2	▲ 17.6%	▲ 3.9%
Earnings (\$Millions)												
Earnings (Current \$)	113.4	184.0	202.3	235.4	255.9	273.4	286.6	224.6	244.6	312.0	▲ 27.6%	▲ 5.5%
Employment (Jobs)												
Employment	5,390	7,070	7,480	8,300	8,640	8,750	8,750	6,660	7,040	8,390	▲ 19.3%	▲ 2.4%
Tax Revenue (\$Millions)												
Total (Current \$)	16.3	29.7	32.8	37.3	45.4	47.0	49.0	28.6	38.9	48.4	▲ 24.5%	▲ 5.9%
Local	3.7	9.1	10.9	12.7	16.8	17.2	18.1	8.7	13.2	17.0	▲ 28.8%	▲ 8.4%
State	12.6	20.7	21.9	24.6	28.6	29.9	31.0	19.9	25.7	31.4	▲ 22.3%	▲ 4.9%

Notes:

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Calendar year 2021 has been revised with the release of this report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Washington County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	346.7	540.7	571.0	633.1	697.2	720.7	749.1	335.7	615.2	723.2	17.6%	-3.5%
Other Travel*	80.9	130.0	115.8	121.6	131.6	143.0	145.2	82.9	106.8	139.2	30.3%	-4.1%
TOTAL	427.6	670.8	686.8	754.7	828.8	863.7	894.3	418.7	722.0	862.4	19.5%	-3.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	125.3	221.4	241.2	285.7	333.5	347.5	364.2	145.6	258.0	347.4	34.7%	-4.6%
Hotel, Motel**									223.2	310.0	38.9%	
STVR**									34.9	37.4	7.4%	
Private Home	120.0	177.9	183.2	191.2	198.3	203.3	209.3	120.7	211.2	220.3	4.3%	5.2%
Campground	2.0	2.7	2.7	2.8	2.8	2.9	3.0	2.6	2.9	3.2	11.2%	4.5%
Second Home	1.7	2.5	2.5	2.6	2.6	2.8	2.8	2.1	2.4	1.5	-36.4%	-46.3%
Day Travel	97.7	136.3	141.3	150.9	159.9	164.2	169.7	64.7	140.7	150.8	7.2%	-11.1%
TOTAL	346.7	540.7	571.0	633.1	697.2	720.7	749.1	335.7	615.2	723.2	17.6%	-3.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	54.3	103.2	118.7	144.5	169.3	173.1	181.9	78.0	136.4	174.9	28.2%	-3.8%
Food Service	105.5	174.6	187.2	208.0	227.9	237.4	250.0	116.5	210.7	240.7	14.2%	-3.7%
Food Stores	27.8	42.6	45.0	46.8	48.2	48.5	49.9	27.4	52.4	57.7	10.1%	15.5%
Local Tran. & Gas	40.0	73.2	67.0	70.1	79.8	88.1	89.8	41.1	79.8	101.8	27.6%	13.4%
Arts, Ent. & Rec.	44.9	56.4	59.0	63.7	67.5	68.6	70.2	19.3	35.1	37.4	6.7%	-46.7%
Retail Sales	74.2	90.8	94.2	100.0	104.6	105.1	107.3	53.4	100.8	110.7	9.8%	3.2%
TOTAL	346.7	540.7	571.0	633.1	697.2	720.7	749.1	335.7	615.2	723.2	17.6%	-3.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

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**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Washington County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	64.5	120.1	134.5	158.5	173.1	187.5	196.9	154.7	174.8	230.3	31.8%	17.0%
Arts, Ent. & Rec.	12.8	18.5	19.6	22.0	23.9	25.1	26.6	17.8	19.8	26.9	35.9%	0.9%
Retail**	12.2	16.8	18.0	19.6	21.2	22.1	22.7	21.6	23.7	27.0	13.9%	19.0%
Ground Tran.	5.1	7.8	8.4	9.7	11.0	11.4	12.4	8.6	9.2	9.3	0.7%	-25.1%
Other Travel*	18.7	20.7	21.9	25.7	26.8	27.4	27.9	21.9	17.2	18.6	8.2%	-33.5%
TOTAL	113.4	184.0	202.3	235.4	255.9	273.4	286.6	224.6	244.6	312.0	27.6%	8.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	3,270	4,700	5,050	5,690	5,870	5,970	5,970	4,650	5,000	5,990	19.8%	0.3%
Arts, Ent. & Rec.	800	980	1,010	1,120	1,190	1,180	1,190	720	760	1,050	38.4%	-11.6%
Retail**	500	590	610	640	680	690	690	600	630	650	3.5%	-4.9%
Ground Tran.	220	240	240	270	290	290	300	210	220	180	-15.5%	-38.0%
Other Travel*	590	560	560	580	610	630	610	480	430	520	20.2%	-14.7%
TOTAL	5,390	7,070	7,480	8,300	8,640	8,750	8,750	6,660	7,040	8,390	19.2%	5.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	3.7	9.1	10.9	12.7	16.8	17.2	18.1	8.7	13.2	17.0	28.8%	-5.7%
State Tax Receipts	12.6	20.7	21.9	24.6	28.6	29.9	31.0	19.9	25.7	31.4	22.3%	1.4%
TOTAL	16.3	29.7	32.8	37.3	45.4	47.0	49.0	28.6	38.9	48.4	24.5%	36.0%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Washington County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Washington County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$132	\$282	\$311	\$668	2.4	2.1
Private Home	\$36	\$121	\$68	\$234	1.9	3.4
Other Overnight	\$45	\$151	\$118	\$403	2.6	3.4
All Overnight	\$65	\$185	\$130	\$388	2.0	3.0

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	1,168,530	2,192,350	2,628,370	508,420	878,250	1,117,810
Private Home	3,999,840	6,236,950	6,133,680	2,079,340	3,412,540	3,245,990
Other Overnight	118,960	126,740	104,600	53,310	56,810	39,750
All Overnight	5,287,330	8,556,040	8,866,650	2,641,070	4,347,600	4,403,560

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	563,980	1,020,890	1,233,080	239,260	406,680	520,040
Private Home	1,103,830	1,721,200	1,824,130	571,370	923,880	943,160
Other Overnight	34,820	37,090	31,020	15,450	16,460	11,670
All Overnight	1,702,630	2,779,180	3,088,230	826,090	1,347,020	1,474,870

Wheeler County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$81,022
Employee Earnings Generated by \$100 Visitor Spending	\$25
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$3
Visitor Shares	
Travel Share of Total Employment (2022)	8%
Overnight Visitor Day Share of Resident Population*	16%

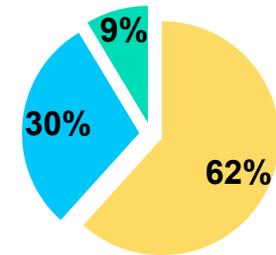
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 16% of the population is added to the amount of people in the area.

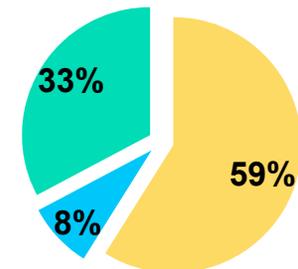
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Wheeler County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Wheeler County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	2.4	2.8	2.8	2.8	3.0	3.1	3.2	2.2	4.3	5.3	▲ 24.3%	▲ 4.2%
Other	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.3	▲ 39.3%	▲ 3.7%
Visitor	2.3	2.6	2.6	2.7	2.8	2.9	3.0	2.1	4.1	5.0	▲ 23.6%	▲ 4.2%
Earnings (\$Millions)												
Earnings (Current \$)	0.6	0.6	0.6	0.6	0.7	0.7	0.8	0.6	0.9	1.3	▲ 36.1%	▲ 4.4%
Employment (Jobs)												
Employment	40	40	30	30	30	40	40	30	50	60	▲ 29.1%	▲ 1.8%
Tax Revenue (\$Millions)												
Total (Current \$)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 17.7%	▲ 4.5%
State	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 17.7%	▲ 4.5%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Wheeler County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	2.3	2.6	2.6	2.7	2.8	2.9	3.0	2.1	4.1	5.0	23.6%	67.5%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.3	39.3%	28.4%
TOTAL	2.4	2.8	2.8	2.8	3.0	3.1	3.2	2.2	4.3	5.3	24.3%	65.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	0.6	0.7	0.7	0.8	0.8	0.9	0.9	0.7	2.1	2.5	16.2%	178.4%
Hotel, Motel**									0.9	1.2	36.7%	
STVR**									1.3	1.3	2.2%	
Private Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	13.4%	16.5%
Campground	0.5	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.8	12.8%	5.9%
Second Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	43.4%	39.3%
Day Travel	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.3	0.6	1.0	56.2%	28.7%
TOTAL	2.3	2.6	2.6	2.7	2.8	2.9	3.0	2.1	4.1	5.0	23.6%	67.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	0.4	0.5	0.5	0.5	0.6	0.6	0.6	0.7	1.6	1.8	12.3%	187.0%
Food Service	0.6	0.7	0.7	0.8	0.8	0.8	0.9	0.5	1.0	1.3	30.8%	50.7%
Food Stores	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.3	0.5	0.6	23.4%	31.3%
Local Tran. & Gas	0.2	0.3	0.3	0.2	0.3	0.3	0.3	0.2	0.3	0.5	41.7%	51.0%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.2	0.4	0.5	30.0%	14.4%
Retail Sales	0.4	0.3	0.3	0.3	0.3	0.3	0.4	0.2	0.3	0.4	30.8%	25.2%
TOTAL	2.3	2.6	2.6	2.7	2.8	2.9	3.0	2.1	4.1	5.0	23.6%	67.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Wheeler County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.6	0.9	39.9%	80.9%
Arts, Ent. & Rec.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	43.0%	27.7%
Retail**	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	15.1%	38.3%
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.8%	39.2%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.4%	30.5%
TOTAL	0.6	0.6	0.6	0.6	0.7	0.7	0.8	0.6	0.9	1.3	36.1%	49.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	30	30	20	20	20	30	30	20	40	50	34.4%	81.0%
Arts, Ent. & Rec.	10	0	0	0	0	0	0	0	0	10	30.0%	24.0%
Retail**	10	10	10	10	10	10	10	10	10	10	4.8%	16.0%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	8.9%	15.2%
Other Travel*	0	0	0	0	0	0	0	0	0	0	1.5%	4.6%
TOTAL	40	40	30	30	30	40	40	30	50	60	20.0%	66.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	17.7%	52.2%
TOTAL	0.1	17.7%	71.7%									

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Wheeler County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Wheeler County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$114	\$232	\$309	\$621	2.7	2.0
Private Home	\$24	\$67	\$59	\$164	2.5	2.8
Other Overnight	\$26	\$75	\$77	\$223	3.0	2.9
All Overnight	\$49	\$126	\$137	\$350	2.8	2.6

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	5,130	20,320	21,840	2,040	7,260	8,080
Private Home	9,260	13,440	14,420	3,930	5,700	5,870
Other Overnight	34,900	37,130	46,980	13,160	14,000	15,710
All Overnight	49,290	70,890	83,240	19,120	26,960	29,660

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	2,270	9,620	10,750	870	3,440	4,020
Private Home	3,080	4,470	5,170	1,310	1,900	2,100
Other Overnight	12,020	12,790	16,180	4,550	4,840	5,440
All Overnight	17,360	26,880	32,090	6,730	10,190	11,560

Yamhill County / Insights

Direct Travel Impacts, 2022p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$85,075
Employee Earnings Generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2022)	3%
Overnight Visitor Day Share of Resident Population*	5%

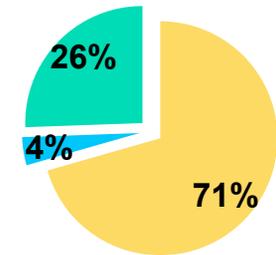
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

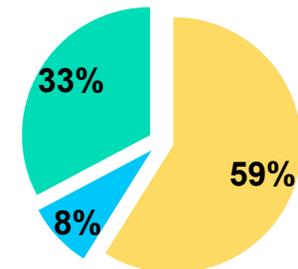
Visitors staying in hotel, motel, or short-term rentals account for 59% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 41%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2022 Share of Overnight Visitor Spending

Yamhill County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Yamhill County / Summary Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Avg. Annual % Chg.	
											2021-22	2003-22*
Spending (\$Millions)												
Total (Current \$)	61.5	115.7	117.7	119.8	126.0	136.6	138.8	57.9	141.1	172.0	▲ 21.9%	▲ 5.6%
Other	8.3	17.0	13.8	13.1	14.5	16.6	17.0	8.4	15.1	21.3	▲ 40.6%	▲ 5.1%
Visitor	53.2	98.7	103.9	106.7	111.5	120.0	121.8	49.5	126.0	150.7	▲ 19.7%	▲ 5.6%
Earnings (\$Millions)												
Earnings (Current \$)	14.1	28.8	31.5	33.8	36.0	40.2	43.1	35.1	38.8	50.4	▲ 29.8%	▲ 6.9%
Employment (Jobs)												
Employment	1,030	1,560	1,590	1,660	1,680	1,820	1,860	1,460	1,510	1,830	▲ 21.5%	▲ 3.1%
Tax Revenue (\$Millions)												
Total (Current \$)	2.0	4.1	4.4	4.7	5.3	5.7	5.9	3.6	5.5	6.8	▲ 23.1%	▲ 6.6%
Local	0.1	0.6	0.6	0.7	0.8	0.8	0.8	0.4	0.9	1.1	▲ 22.4%	▲ 14.7%
State	1.9	3.6	3.8	4.0	4.6	4.9	5.1	3.2	4.6	5.7	▲ 23.2%	▲ 5.8%

Notes:
 House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.
 Calendar year 2021 has been revised with the release of this report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.
 Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.
 *Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1

Yamhill County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Direct Travel Spending (\$Millions)												
Destination Spending	53.2	98.7	103.9	106.7	111.5	120.0	121.8	49.5	126.0	150.7	19.7%	23.7%
Other Travel*	8.3	17.0	13.8	13.1	14.5	16.6	17.0	8.4	15.1	21.3	40.6%	25.2%
TOTAL	61.5	115.7	117.7	119.8	126.0	136.6	138.8	57.9	141.1	172.0	21.9%	23.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	15.4	42.2	46.1	47.9	50.8	55.7	56.5	15.4	59.2	74.8	26.3%	32.3%
Hotel, Motel**									37.9	49.5	30.5%	
STVR**									21.2	25.2	18.9%	
Private Home	13.8	20.6	20.7	21.0	21.7	22.9	23.1	15.9	25.8	27.2	5.3%	17.7%
Campground	2.2	2.8	3.0	3.0	3.0	3.2	3.3	2.8	3.1	3.4	11.3%	3.9%
Second Home	0.3	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.5	0.4	-16.8%	-20.8%
Day Travel	21.5	32.6	33.6	34.2	35.4	37.7	38.4	15.0	37.4	44.9	20.3%	17.1%
TOTAL	53.2	98.7	103.9	106.7	111.5	120.0	121.8	49.5	126.0	150.7	19.7%	23.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	7.1	20.1	23.1	24.5	26.2	28.5	28.5	11.8	34.7	42.3	22.1%	48.7%
Food Service	15.0	28.7	30.5	31.8	33.4	36.2	37.5	14.1	35.4	41.7	17.9%	11.2%
Food Stores	7.3	11.8	12.4	12.4	12.5	13.0	13.2	7.8	15.3	17.7	15.9%	34.3%
Local Tran. & Gas	4.4	9.6	8.4	8.0	8.8	10.2	10.2	3.7	9.9	13.0	31.3%	27.5%
Arts, Ent. & Rec.	9.2	14.7	15.4	15.7	16.1	17.1	17.4	5.3	14.5	17.2	18.3%	-1.1%
Retail Sales	10.3	13.8	14.2	14.3	14.4	15.0	15.1	6.9	16.2	18.8	16.1%	24.5%
TOTAL	53.2	98.7	103.9	106.7	111.5	120.0	121.8	49.5	126.0	150.7	19.7%	23.7%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel spending includes resident air travel, travel arrangement & convention services, and transportation of visitors traveling to other Oregon destinations.

**Starting with 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Yamhill County / Detail Trend

Direct Travel Impacts, 2003-2022p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	2022	Annual % Chg.	
											2021-22	2019-22
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	8.3	18.9	21.0	23.1	24.6	27.9	30.3	24.1	28.3	37.0	30.9%	22.3%
Arts, Ent. & Rec.	2.8	5.1	5.4	5.5	5.8	6.4	6.7	5.8	4.7	6.5	39.9%	-2.4%
Retail**	2.1	3.2	3.4	3.5	3.7	3.9	3.9	3.6	3.9	4.2	8.5%	7.4%
Ground Tran.	0.3	0.6	0.7	0.7	0.8	0.8	0.9	0.4	0.7	0.9	20.9%	-0.4%
Other Travel*	0.6	1.0	1.0	1.0	1.1	1.2	1.3	1.2	1.3	1.7	39.0%	34.0%
TOTAL	14.1	28.8	31.5	33.8	36.0	40.2	43.1	35.1	38.8	50.4	29.8%	10.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	580	910	950	990	1,010	1,110	1,160	900	1,030	1,230	19.1%	6.2%
Arts, Ent. & Rec.	290	450	430	460	460	490	480	380	280	400	41.4%	-16.7%
Retail**	110	140	140	140	140	150	150	120	130	130	-0.5%	-10.6%
Ground Tran.	10	20	20	20	20	20	20	10	20	20	1.4%	-17.5%
Other Travel*	50	50	50	50	50	50	60	50	50	60	23.0%	1.5%
TOTAL	1,030	1,560	1,590	1,660	1,680	1,820	1,860	1,460	1,510	1,830	21.2%	3.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.6	0.6	0.7	0.8	0.8	0.8	0.4	0.9	1.1	22.4%	34.2%
State Tax Receipts	1.9	3.6	3.8	4.0	4.6	4.9	5.1	3.2	4.6	5.7	23.2%	11.5%
TOTAL	2.0	4.1	4.4	4.7	5.3	5.7	5.9	3.6	5.5	6.8	23.1%	52.5%

House Bill 2267 established Travel Oregon in 2003, we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Yamhill County / Visitor Details

Visitor Details, 2022p

Overnight visitor volume for Yamhill County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day-travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/oregon

Average Expenditure for Overnight Visitors, 2022

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$103	\$191	\$273	\$506	2.7	1.8
Private Home	\$25	\$70	\$62	\$173	2.5	2.8
Other Overnight	\$51	\$151	\$154	\$458	3.0	3.0
All Overnight	\$56	\$132	\$144	\$338	2.6	2.3

Overnight Visitor Volume, 2020-2022

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	129,920	632,620	728,390	50,600	226,990	273,340
Private Home	712,080	1,080,840	1,075,650	302,160	458,640	437,690
Other Overnight	66,450	70,710	75,900	25,020	26,620	25,000
All Overnight	908,460	1,784,170	1,879,940	377,780	712,240	736,030

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	62,080	338,120	391,090	23,520	121,570	147,830
Private Home	236,870	359,530	385,750	100,510	152,560	156,970
Other Overnight	22,830	24,290	25,460	8,630	9,190	8,420
All Overnight	321,780	721,950	802,300	132,660	283,320	313,220

Glossary

Term	Definition
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination.
State Taxes	State taxes generated by travel spending.
Local Taxes	City and county taxes generated by travel spending.
Direct Employment	Employment generated by direct spending; includes full time, part time, seasonal, and proprietors.
Direct Earnings	Total after-tax net income for travel. It includes wages and salary disbursements, proprietor income, and other earned income or benefits.
Other Spending	Spending by residents on travel arrangement services, or spending for convention activity.
Visitor Spending	Direct spending made by visitors in a destination.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Private Home	Personal residences used to host visiting friends and family overnight.
NAICS	North American Industry Classification System.
Person Trips	Individual trips to the destination for all age groups.
Vacation Home Rental	Accommodation types that house transient lodging activity.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or second homes.
STVR	Short-Term Vacation Rental, private and semi-private lodging rented by owners or property management companies (e.g., Airbnb, VRBO).
Seasonal Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
Specific terms to this report	
Overnight Visitor Day Share of Resident Population	A measure indicating the percent additional population in an area on an average day. For example a place with 5% visitor day share and a resident population of 10,000 would have 10,500 total people in which 500 are visitors.
Travel Share of Total Employment	A measure indicating the percent of travel generated employment in an area.

Methodology

Travel Impacts Methodology

Primary travel-impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel-impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom-up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor-profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging-tax data to calculate lodging sales, then employs expenditure-distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure-distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category for each county, plus the applicable taxes on each type of expenditure. Tax impacts-such as for restaurant, fuel, and retail purchases-are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping-occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Oregon, as available.

Other impacts are calculated in a manner like those for commercial-accommodation travelers. Sales attributable to travelers staying in their own second homes-or in rented condo, cabin, and other accommodations-are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second-home inventories are from U.S. Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial-accommodation travelers.

(Continued on next page)

Methodology / Continued

Travel Impacts Methodology

Day-travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Oregon travelers. This analysis will rely the most on visitor-profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial-accommodation travelers.

All spending estimates are summed for each county and separately for each business category, with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the U.S. Bureau of Labor Statistics and lodging sales data from STR and Key Data.

Methodology / Continued

RTIM Industries mapped to NAICS

The following categorization is intended as a high level overview of how our reported industries map to the North American Industry Classification System. It should be noted the NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)**Notes on next page
Arts, Entertainment & Recreation	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
Transportation	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and trade show organizers (56192)

**Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the food-service, retail, food-stores, and recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the food-service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories.