

# **Oregon Travel Impacts**

## Statewide Estimates

### ***1992 - 2019p***

***April 2020***

*Prepared for the*

Oregon Tourism Commission  
Portland, Oregon

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# OREGON TRAVEL IMPACTS, 1992-2019p

STATEWIDE PRELIMINARY ESTIMATES  
DETAILED COUNTY ESTIMATES  
OVERNIGHT VISITOR VOLUME

April 2020

*Prepared for*

Oregon Tourism Commission  
319 SW. Washington Street  
Suite 700  
Portland, Oregon 97204  
503.967.1560  
[www.traveloregon.com](http://www.traveloregon.com)

*Prepared by*

Dean Runyan Associates  
833 SW Eleventh Avenue, Suite 920  
Portland, Oregon 97205  
503/226-2973  
[www.deanrunyan.com](http://www.deanrunyan.com)

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## Executive Summary

This report provides detailed statewide, regional and county travel impact estimates for Oregon from 1992 to 2019. The report also provides average spending and volume estimates for overnight visitors for most counties. The estimates for 2019 are preliminary. Secondary impacts and travel industry GDP are provided at the state level.

### Travel Spending, Employment and earnings continue to expand

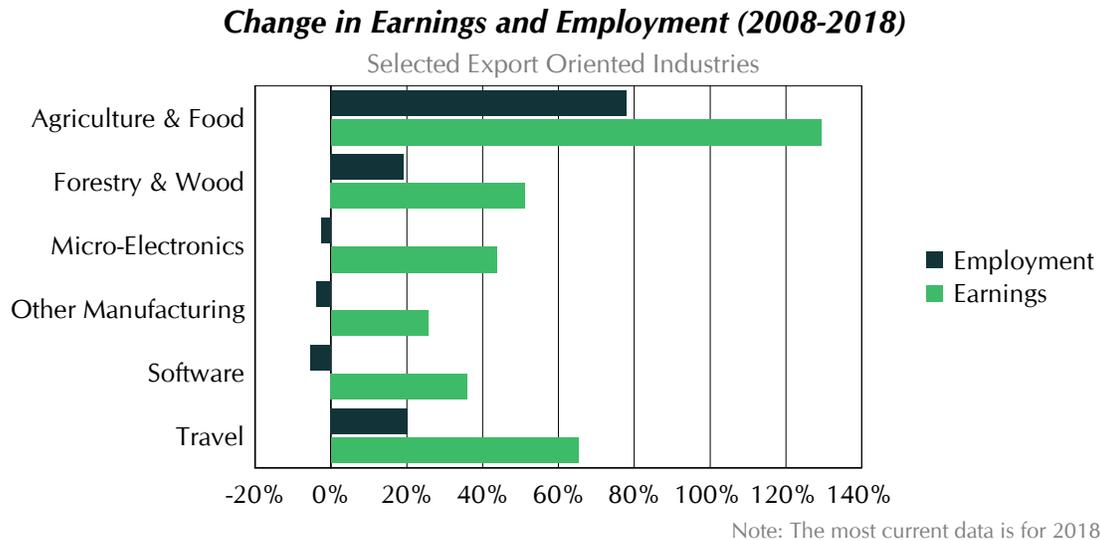
The Oregon travel industry continued to exhibit strong growth in 2019, as all measures of travel activity were up over 2018.

- **Spending.** Total direct travel spending in Oregon was \$12.8 billion in 2019. The annual increase from 2018 was 3.6 percent in current dollars. In real, inflation-adjusted, dollars travel spending increased by 1.7 percent. Visitor spending, excluding transportation, increased by 3.1 percent in current dollars. This is the tenth consecutive year of growth in travel spending following the recession.
- **Travel Activity.** An estimated 29.4 million overnight visitors traveled to Oregon destinations in 2019 (preliminary). This represents a 1.0 percent increase over 2018. Since 2010, overnight person-trips have increased by 2.0 percent per year. Domestic visitor air arrivals to Oregon (4.3 million) increased by 1.3 percent for the year. Room demand, as measured by STR, Inc., increased by 2.6 percent for the year.[1]
- **Employment.** Total travel generated employment was 117,500 in 2019. This represents a 1.4 percent increase over 2018, the ninth consecutive year of employment growth following the steep decline from 2008 to 2010.
- **Secondary Impacts.** The re-spending of travel-generated revenues by businesses and employees generates additional impacts. In 2019, these secondary impacts were equivalent to 61,020 jobs with earnings of \$3.2 billion. Most of these jobs were in various professional and business services.
- **GDP.** The Gross Domestic Product of the travel industry was \$5.8 billion in 2019. Overall, the travel industry is one of the three largest export-oriented industries in rural Oregon counties (the other two being agriculture/food processing and logging/wood products).

1. The STR reports were prepared for the Oregon Tourism Commission

## The Oregon Travel Industry is A Leading Export-Oriented Industry

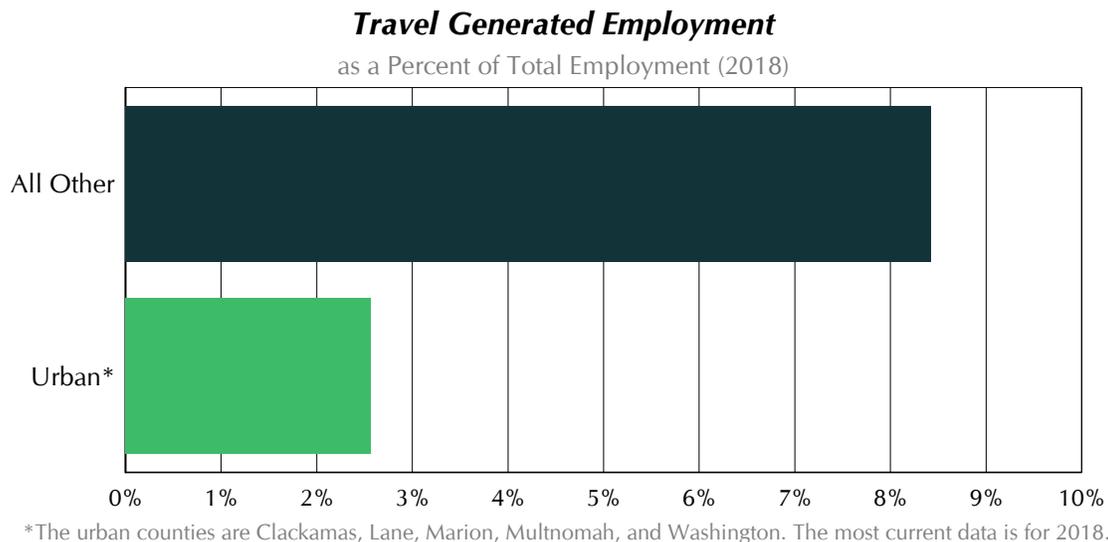
Travel and tourism is one of the most important “*export-oriented*” industries in Oregon. It is especially important in the non-metropolitan areas of the state, where manufacturing and traded services are less prevalent. Over the past decade, travel industry employment and earnings growth also compares favorably to other industries.



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

## The Travel Industry Benefits All Regions of Oregon

Although most travel spending and related economic impacts occur within Oregon’s urban areas, the travel industry is important throughout the state. In general, travel-generated employment is relatively more important in rural counties.



Source: Dean Runyan Associates, Bureau of Economic Analysis

# Oregon Travel Impacts, 1992-2019

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## Preface

The purpose of this study is to document the economic significance of the travel industry in Oregon and its thirty-six counties and seven tourism regions from 1992 to 2019. These findings show the level of travel spending by visitors traveling to and within the state, and the impact this spending had on the economy in terms of earnings, employment and tax revenue. Estimates of overnight visitor volume and average spending are also provided for all tourism regions and most counties. The estimates for 2018 are preliminary.

Dean Runyan Associates prepared this study for the Travel Oregon. Dean Runyan Associates has specialized in research and planning services for the travel, tourism and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary model for analyzing travel economic impacts at the state, regional and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research and travel and tourism planning.

Many individuals and agencies provided information and advice for this report. The state agencies that provided essential information were the Parks and Recreation Department and the Department of Revenue. At the federal level, data was obtained from the U.S. Forest Service, the Department of Labor and the Bureau of Economic Analysis. Additionally, numerous local governments and visitor bureaus throughout Oregon provided information.

Finally, special thanks are due to Ladan Ghahramani, Research Manager, Michael Sturdevant, Director of Global Marketing Services, and Todd Davidson, Chief Executive Officer of Travel Oregon, for their support and assistance.

Dean Runyan Associates, Inc.  
833 SW 11th Ave., Suite 920  
Portland, OR 97205

503.226.2973  
info@deanrunyan.com

# I. OREGON TRAVEL IMPACTS



The multi-billion dollar travel industry in Oregon is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in Oregon produces business receipts at these firms, which in turn employ Oregon residents and pay their wages and salaries. State and local government units also benefit from the tax receipts that travel generates. The state government collects taxes on lodging, motor fuel and the income of travel industry employees. Local governments also collect taxes on lodging and auto rentals.

### **Impacts of Travel in Oregon: A Summary**

- Visitation and spending increased for the tenth consecutive year. In real dollars (adjusted for inflation), spending has increased by 3.0 percent per year since 2010. Over the same period, overnight person-trips have increased by 2.0 percent per year.
- Direct travel spending in 2019 was \$12.8 billion, an increase of 3.6 percent in current dollars. In real dollars, spending increased by 1.7 percent. An estimated 29.4 million overnight visitors traveled to Oregon destinations in 2019 (preliminary). This represents a 1.0 percent increase over 2018. Domestic visitor air arrivals to Oregon (4.3 million) increased by 1.3 percent for the year.
- Total travel generated employment was 117,500 in 2019. This represents a 1.4 percent increase over 2018, the ninth consecutive year of employment growth following the steep decline from 2008 to 2010.
- The Gross Domestic Product of the travel industry was \$5.8 billion in 2019. Overall, the travel industry is one of the three largest export-oriented industries in rural Oregon counties (with agriculture/food processing and logging/wood products).
- The re-spending of travel-generated revenues by businesses and employees generates additional impacts. In 2019, these secondary impacts were equivalent to 61,020 jobs with earnings of \$3.2 billion.

## Recent Travel Trends in Oregon

### Direct Travel Impacts, 2003-2019p

							Avg. Annual %Chg.	
<b>Spending (\$Billions)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>
Total (Current \$)	6.5	8.7	10.3	11.8	12.3	12.8	3.6%	4.3%
Other	0.8	1.2	1.3	1.5	1.6	1.8	8.7%	5.2%
Visitor	5.7	7.5	9.1	10.2	10.7	11.0	2.8%	4.1%
Non-transportation	4.5	5.5	6.7	7.9	8.1	8.4	3.1%	4.0%
Transportation	1.3	2.0	2.3	2.3	2.6	2.6	1.7%	4.7%
<b>Earnings (\$Billions)</b>								
Earnings (Current \$)	1.7	2.1	2.6	3.3	3.6	3.8	6.0%	5.2%
<b>Employment (Thousands)</b>								
Employment	85.6	89.9	101.2	112.2	115.9	117.5	1.4%	2.0%
<b>Tax Revenue (\$Millions)</b>								
Total (Current \$)	596	779	962	1,199	1,274	1,331	5%	5%
Local	90	122	175	224	231	237	3%	6%
State	152	197	247	323	341	355	4%	5%
Federal	354	459	539	652	702	739	5%	5%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

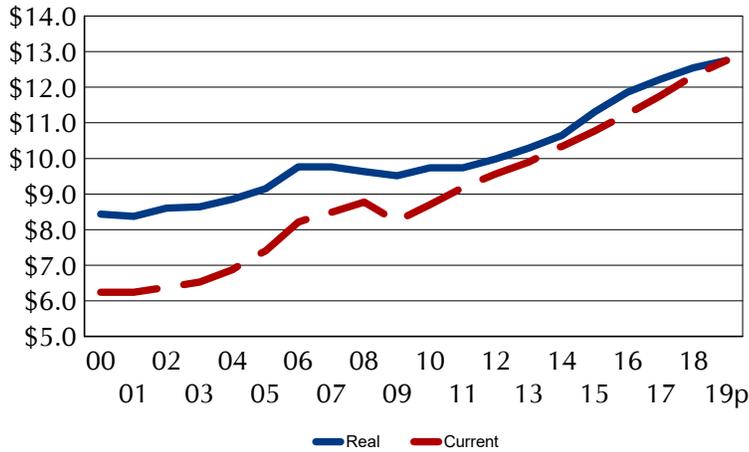
**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, sales and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

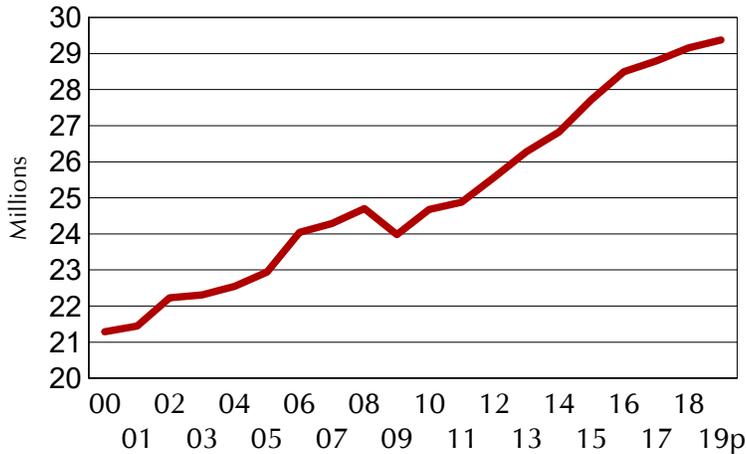
**Travel Spending (Millions)**



The top graph shows travel spending in current dollars (no inflation adjustment) and real dollars (adjusted for inflation). In real dollars, travel spending increased by 1.7 percent from 2018 to 2019. In current dollars, spending increased by 3.6 percent.

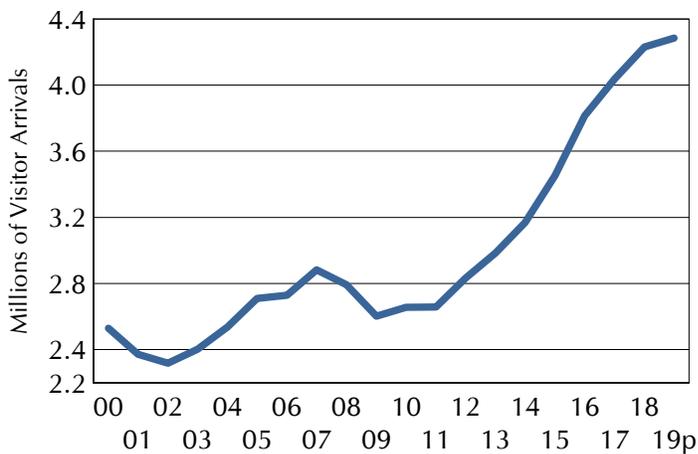
Sources: Bureau of Labor Statistics CPI, STR Inc., Energy Information Administration and Bureau of Transportation Origin and Destination Survey.

**Oregon Overnight Person Trips**



Overnight person trips increased by 1.0 percent from 2018 to 2019. Since 2010, overnight person trips have increased by 2.0 percent per year. (A more detailed breakout of overnight visitor volume is shown on next page)

**Visitor Air Arrivals (Millions)**



Visitor air arrivals on domestic airlines are shown in the bottom graph for the years 2000 through 2019. Visitor arrivals slightly increased by 1.3 percent in the recent year following a 5.4 percent increase from 2017 to 2018.

Source: Bureau of Transportation Origin and Destination Survey

## OVERNIGHT VISITOR VOLUME AND AVERAGE DAILY SPENDING

Overnight visitor volume figures for Oregon are based on the economic findings of this report and other source data. Day travel estimates are not provided because of data limitations. Although volume estimates derived from different methodologies and source data will necessarily vary to some extent, it should be noted that the overnight volume estimates reported here are consistent with other data, such as room demand, visitor air travel and other visitor surveys.

### Average Expenditures for Overnight Visitors, 2019p by Type of Accommodation and Mode of Transportation

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
<b>Hotel, Motel, STVR*</b>						
All Modes	\$403	\$1,010	\$175	\$432	2.3	2.5
Air	\$419	\$1,466	\$225	\$787	1.9	3.5
Other	\$397	\$920	\$163	\$379	2.4	2.3
<b>Private Home</b>						
All Modes	\$111	\$441	\$49	\$190	2.3	4.0
Air	\$125	\$792	\$71	\$450	1.8	6.3
Other	\$90	\$316	\$37	\$130	2.4	3.5
<b>Other Overnight</b>						
All Modes	\$131	\$488	\$39	\$147	3.3	3.7
<b>All Overnight</b>						
All Modes	\$221	\$718	\$91	\$293	2.4	3.2

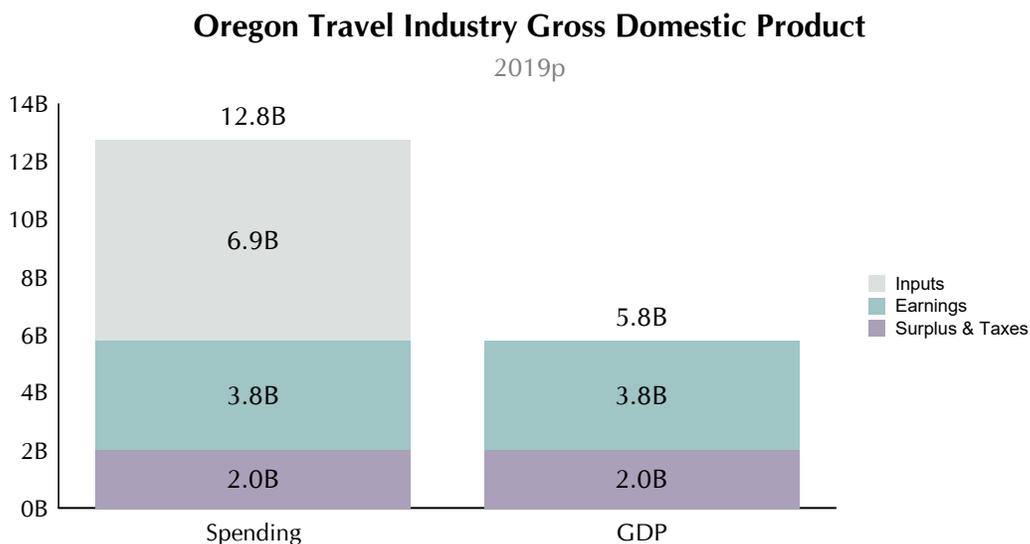
### Overnight Visitor Volume, 2017-2019p

	Person-Nights (Millions)			Party-Nights (Millions)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	31.9	32.4	33.1	13.8	14.1	14.4
Private Home	43.8	44.1	43.6	19.2	19.4	19.3
Other Overnight	17.1	17.4	17.7	5.1	5.2	5.3
All Overnight	92.8	93.9	94.4	38.2	38.7	38.9
	Person-Trips (Millions)			Party-Trips (Millions)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	12.9	13.1	13.4	5.5	5.6	5.7
Private Home	11.3	11.4	11.2	4.8	4.9	4.8
Other Overnight	4.6	4.7	4.8	1.4	1.4	1.4
All Overnight	28.8	29.2	29.4	11.7	11.9	12.0

## Oregon Travel Industry Gross Domestic Product

In concept, the Gross Domestic Product (GDP) of a particular industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always smaller than output or sales because GDP measures the “value added” of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. Alternatively, GDP can be thought of as the sum of earnings, indirect business taxes (primarily excise and property taxes) and other operating surplus (including profits, dividends, interest and other payments). Estimates of travel spending and travel industry GDP are shown in the chart below. Oregon travel industry GDP amounted to \$5.8 billion in 2019.

More than 60 percent of all travel spending in Oregon is attributed to intermediate inputs and goods resold at retail. Intermediate inputs cover a range of goods and services that are purchased by travel industry businesses for the purpose of creating a product or service for the traveler. For example, lodging establishments purchase cable television services. Restaurants purchase food and beverages from vendors. In both cases, these inputs are classified as the GDP of other industries. In addition, travel spending occurs at many retail establishments where the goods purchased from the retailer are purchased as finished goods from suppliers. These resold goods are also counted as products of other industries. This would include motor fuel, groceries and most of the commodities sold at retail establishments.[2]



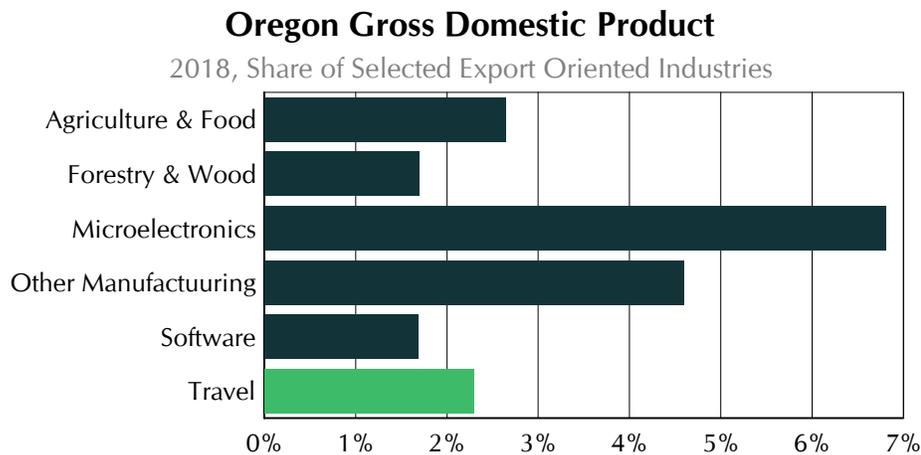
2. Over 40 percent of these intermediate inputs are purchased from other Oregon businesses.

## A Comparison of Oregon Export-Oriented Industries

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations.[3] Agriculture, extractive industries such as logging, and manufacturing are the best examples of goods producing export-oriented industries. In addition, many professional services have a significant export-orientation. The travel industry is also an export-oriented industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do the exports of other industries.

Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength - in part because they generate income that contributes to the development of other local services and amenities. Such industries characterize the “comparative advantage” of the local economy within larger regional, national and global markets.

A comparison of the GDP’s of the leading export-oriented industries in Oregon is shown below for 2018. 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.



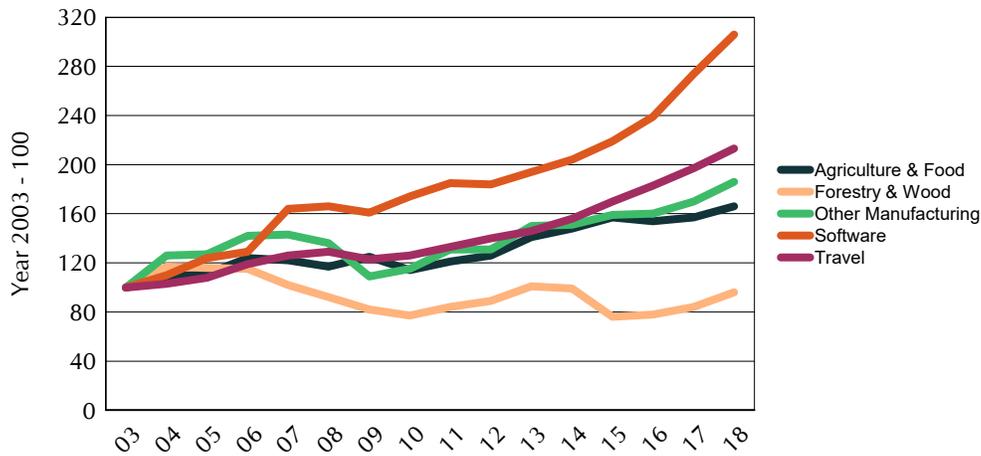
*Source: Dean Runyan Associates and Bureau of Economic Analysis. \*Note: The “other manufacturing” category is not a distinct industry. It is shown for comparative purposes only. The most current data is for 2018. GDP estimates by Dean Runyan Associates.*

3. See also Appendices A and E.

The following two graphs provide additional comparisons of these export-oriented industries. The first chart shows the change in GDP from 2003 through 2018. The second chart shows changes in employment and earnings for the same period. Micro-electronics is not included in the GDP graph because of its extraordinary growth.[4] The travel industry compares favorably to the other export industries for all measures (excluding the GDP of micro-electronics).

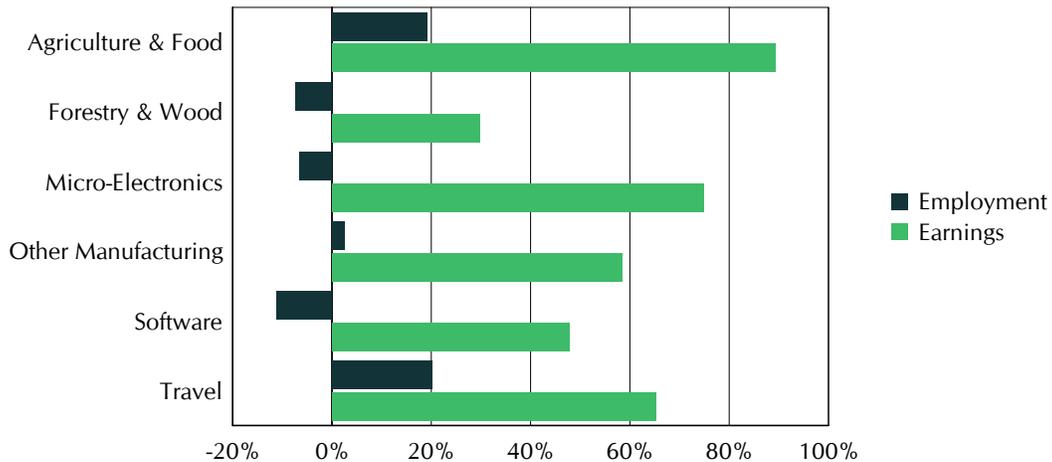
### Change in Oregon Gross Domestic Product

2003-2018, Selected Export Oriented Industries



### Change in Earnings and Employment

2003-2018, Selected Export Oriented Industries



4. Micro-electronics value in 2015 was 290 - an increase of 290 percent. However, most of this growth was due extraordinary gains in operating surplus, rather than employee compensation (see bottom graph). In recent years, employee compensation has accounted for less than 15 percent of micro-electronics GDP in Oregon. This compares to two-thirds share for the travel industry. (See preceding graph on travel industry GDP.)

## **Direct, Secondary and Total Impacts**

Travel spending within Oregon 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 re-spending of travel-related revenues creates *indirect and induced impacts*. To summarize:

- **Direct** impacts represent the employment and earnings attributable to travel expenditures made directly by travelers at businesses throughout the state.
- **Indirect** impacts represent the employment and earnings associated with industries that supply goods and services to the direct businesses (i.e., those that receive money directly from travelers throughout the state).
- **Induced** impacts represent the employment and earnings that result from purchases for food, housing, transportation, recreation, and other goods and services made by travel industry employees, and the employees of the indirectly affected industries.

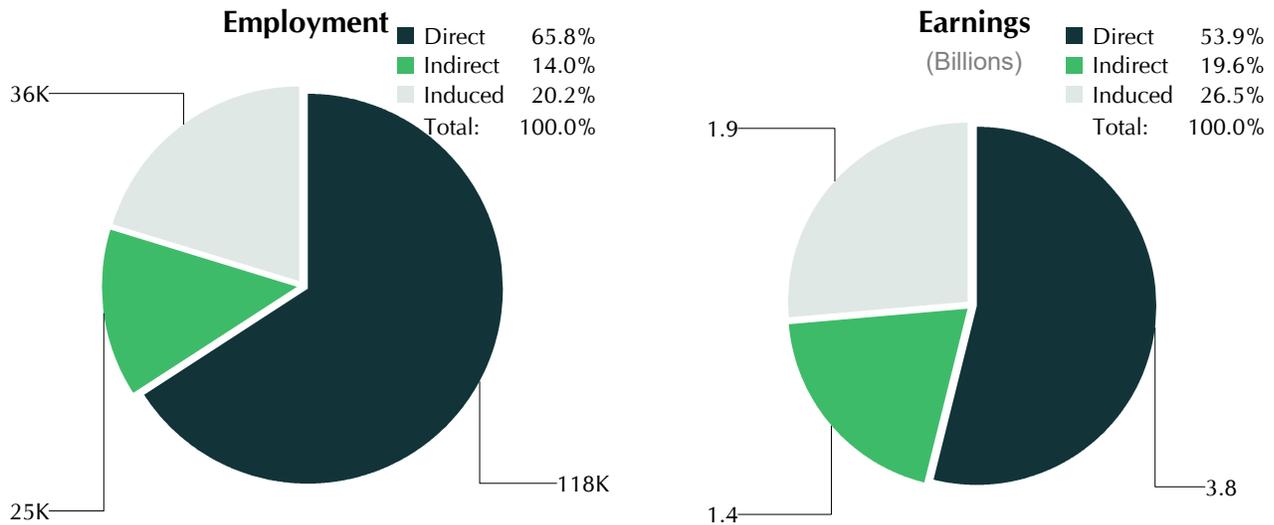
The impacts in this section are presented in terms of the employment and earnings of eleven major industry groups. These industry groups are similar, but not identical to the business service (or commodity) categories presented elsewhere in this report. (The specific industries that comprise these major groups are listed in Appendix D.) Direct travel impacts, such as those discussed in the first part of this section and the regional and county impacts presented elsewhere in this report are found in the following industry groups:

- **Accommodations & Food Services**
- **Arts, Entertainment and Recreation**
- **Trade**
- **Transportation**

As is indicated in the following tables and graphs, the total direct employment and earnings of these four industry groups is identical to the total direct employment and earnings shown in the first part of this section. The only difference is that these industry groups represent industry groupings (firms) rather than commodity or business service groupings.

The indirect and induced impacts of travel spending are found in all thirteen industry groupings shown in the following tables and graphs. To summarize the primary secondary impacts:

## Total Employment and Earnings Generated by Travel Spending in Oregon, 2019

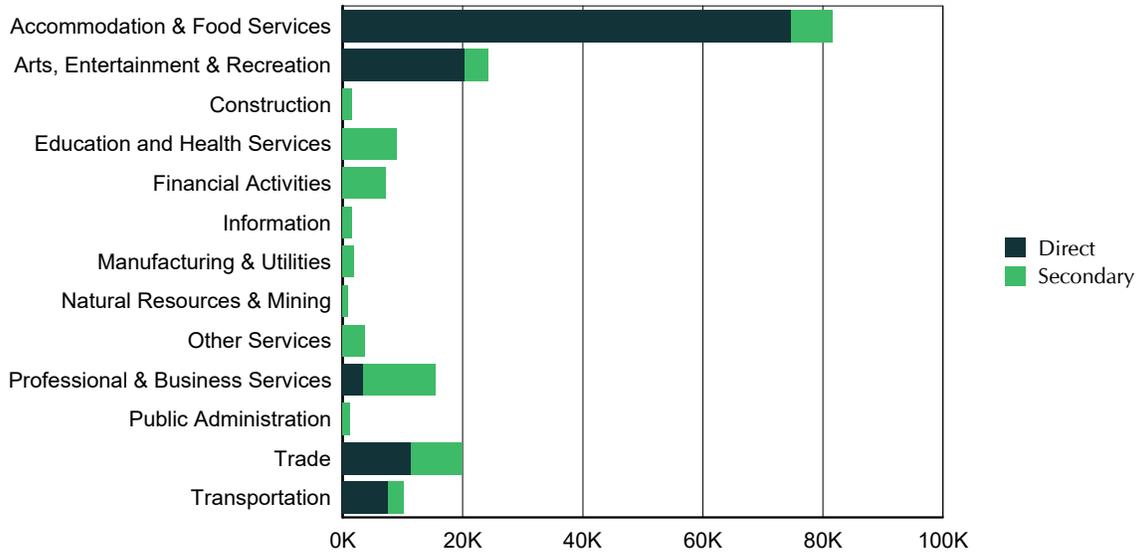


Sources: Dean Runyan Associates with IMPLAN GROUP, LLC. Total employment was 178,500 jobs. The employment multiplier for 2019 is 1.52 (178.54/117.52). Total earnings were \$7.01 Billion. The earnings multiplier is 1.86 (7.01/3.78).

- **Professional & Business Services** (12,000 jobs and \$730 million earnings). A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses (indirect effect). Employees of these firms also purchase professional services (induced effect).
- **Education and Health Services** (9,030 jobs and \$550 million earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- **Financial Activities** (7,250 jobs and \$330 million earnings). Both businesses and individuals make use of banking and insurance institutions.
- **Other Services** (3,620 jobs and \$190 million earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.

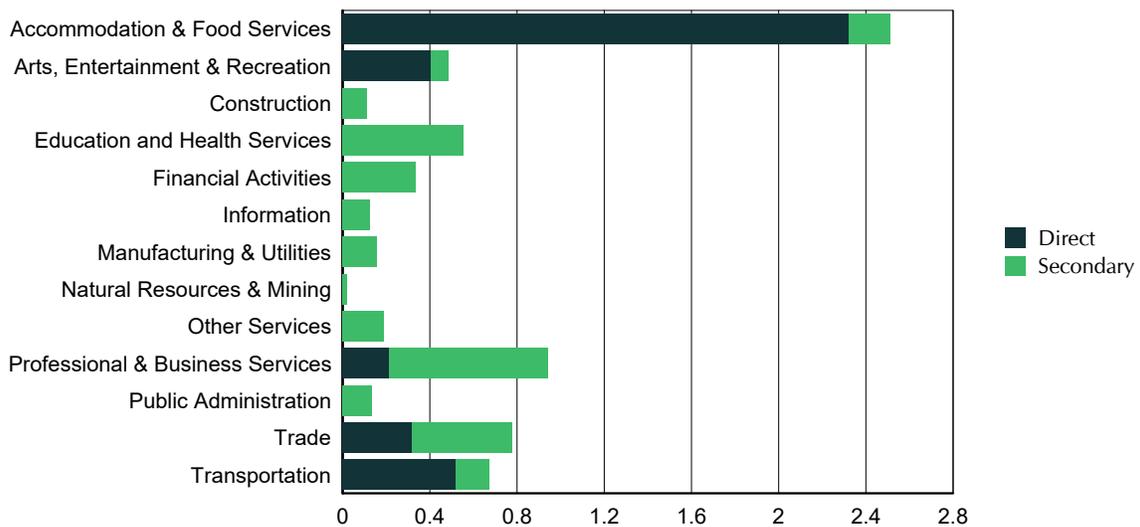
## Direct and Secondary Employment

Generated by Travel Spending in Oregon, 2019



## Direct and Secondary Earnings

Generated by Travel Spending in Oregon, 2019



Detailed estimates are reported in the following table. 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. While total economic impacts can be calculated on a county or regional level, such a detailed analysis is not included in this study. In general, geographic areas with lower levels of aggregate economic activity will have smaller secondary impacts within those same geographic

**Direct and Secondary Travel-Generated Earnings in Oregon, 2019**  
(\$Million)

<b>Industry Group</b>	<b>Secondary</b>			<b>Total</b>	<b>Grand Total</b>
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>		
Accommodation & Food Services	2,320	70	120	190	2,510
Arts, Entertainment & Recreation	400	50	30	80	480
Retail & Wholesale Trade	320	80	380	460	780
Professional & Business Services	210	520	210	730	940
Transportation	520	90	60	150	670
Natural Resources & Mining		10	10	20	20
Construction		60	50	110	110
Manufacturing & Utilities		100	60	160	160
Information		80	40	130	130
Financial Activities		150	180	330	330
Education and Health Services		10	550	550	550
Other Services		70	120	190	190
Public Administration		80	50	130	130
<b>All Industries</b>	<b>3,770</b>	<b>1,370</b>	<b>1,860</b>	<b>3,230</b>	<b>7,000</b>

**Direct and Secondary Travel-Generated Employment in Oregon, 2019**  
(thousand jobs)

<b>Industry Group</b>	<b>Secondary</b>			<b>Total</b>	<b>Grand Total</b>
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>		
Accommodation & Food Services	74.8	2.6	4.2	6.8	81.6
Arts, Entertainment & Recreation	20.4	2.5	1.3	3.8	24.2
Retail & Wholesale Trade	11.3	0.9	7.7	8.6	19.9
Professional & Business Services	3.5	8.4	3.6	12.0	15.5
Transportation	7.5	1.7	0.9	2.7	10.2
Natural Resources & Mining		0.5	0.4	0.9	0.9
Construction		0.8	0.7	1.5	1.5
Manufacturing & Utilities		1.2	0.7	1.9	1.9
Information		1.0	0.6	1.6	1.6
Financial Activities		3.3	3.9	7.3	7.3
Education and Health Services		0.2	8.9	9.0	9.0
Other Services		1.0	2.6	3.6	3.6
Public Administration		0.8	0.5	1.3	1.3
<b>All Industries</b>	<b>117.5</b>	<b>25.0</b>	<b>36.0</b>	<b>61.0</b>	<b>178.5</b>

Source: Dean Runyan Associates and Minnesota Implan Group.

Note: These industry groups are not equivalent to the categories used in the direct impact tables used in this report. See Appendix G. Details may not add to totals due to rounding.

Detailed direct travel impacts for 1992 through 2019 follow:

# OREGON

## Travel Impacts, 1992-2004

### Total Direct Travel Spending (\$Million)

	1992	1994	1996	1998	2000	2002	2003	2004
Destination Spending	3,485	3,860	4,330	4,702	5,323	5,566	5,738	6,000
Other Travel*	559	620	703	830	920	806	787	800
<b>Total</b>	<b>4,044</b>	<b>4,480</b>	<b>5,033</b>	<b>5,532</b>	<b>6,244</b>	<b>6,372</b>	<b>6,525</b>	<b>6,800</b>

### Visitor Spending by Type of Traveler Accommodation (\$Million)

	1992	1994	1996	1998	2000	2002	2003	2004
Hotel, Motel, STVR*	1,497	1,691	1,917	2,048	2,316	2,402	2,479	2,600
Private Home	839	910	997	1,067	1,195	1,199	1,239	1,300
Campground	230	239	246	268	302	341	351	300
Vacation Home	66	74	87	95	114	119	124	100
Day Travel	854	946	1,084	1,224	1,396	1,505	1,544	1,600
<b>Total</b>	<b>3,485</b>	<b>3,860</b>	<b>4,330</b>	<b>4,702</b>	<b>5,323</b>	<b>5,566</b>	<b>5,738</b>	<b>6,000</b>

### Visitor Spending by Commodity Purchased (\$Million)

	1992	1994	1996	1998	2000	2002	2003	2004
Accommodations	557	636	737	817	926	963	977	1,000
Food Service	800	885	965	1,056	1,164	1,289	1,321	1,300
Food Stores	273	301	336	373	411	456	470	400
Local Tran. & Gas	479	525	586	561	740	725	834	900
Arts, Ent. & Rec.	467	511	598	669	735	796	807	800
Retail Sales	627	688	749	789	864	910	896	800
Visitor Air Tran.	281	314	359	436	483	425	433	400
<b>Total</b>	<b>3,485</b>	<b>3,860</b>	<b>4,330</b>	<b>4,702</b>	<b>5,323</b>	<b>5,566</b>	<b>5,738</b>	<b>6,000</b>

### Industry Earnings Generated by Travel Spending (\$Million)

	1992	1994	1996	1998	2000	2002	2003	2004
Accom. & Food Serv.	549	612	679	746	828	898	916	900
Arts, Ent. & Rec.	137	150	175	197	217	235	238	200
Retail**	122	133	147	158	173	177	187	100
Ground Tran.	25	29	32	36	41	45	46	0
Visitor Air Tran.	62	70	78	87	102	94	86	0
Other Travel*	157	175	197	219	248	223	200	100
<b>Total</b>	<b>1,051</b>	<b>1,169</b>	<b>1,308</b>	<b>1,443</b>	<b>1,609</b>	<b>1,672</b>	<b>1,673</b>	<b>1,700</b>

### Industry Employment Generated by Travel Spending (Thousand Jobs)

	1992	1994	1996	1998	2000	2002	2003	2004
Accom. & Food Serv.	41.5	42.2	44.6	45.5	47.9	51.0	50.6	50
Arts, Ent. & Rec.	13.3	14.4	14.4	16.2	15.7	16.6	16.6	16
Retail**	8.4	8.5	8.9	8.8	9.1	9.1	9.4	9
Ground Tran.	1.5	1.7	1.8	1.8	1.9	2.0	2.0	2
Visitor Air Tran.	1.5	1.7	1.9	2.1	2.3	2.2	2.0	2
Other Travel*	5.1	5.6	6.0	6.4	6.6	5.8	5.1	4
<b>Total</b>	<b>71.4</b>	<b>74.2</b>	<b>77.5</b>	<b>80.8</b>	<b>83.5</b>	<b>86.6</b>	<b>85.6</b>	<b>80</b>

### Tax Receipts Generated by Travel Spending (\$Million)

	1992	1994	1996	1998	2000	2002	2003	2004
Local Tax Receipts	36	51	61	68	82	89	90	90
State Tax Receipts	104	117	125	133	148	150	152	150
Federal Tax Receipts	223	248	275	303	340	353	354	350
<b>Total</b>	<b>363</b>	<b>416</b>	<b>461</b>	<b>504</b>	<b>570</b>	<b>592</b>	<b>596</b>	<b>590</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to out of state destinations, and travel arrangement services. STVR stands for short term vacation rentals. \*\* Retail includes gasoline.

# OREGON

## Travel Impacts, 2006-2019p

### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2017	2018	2019
Destination Spending	7,151	7,686	7,519	8,376	9,057	10,241	10,695	10,991
Other Travel*	1,056	1,087	1,187	1,192	1,275	1,521	1,624	1,765
<b>Total</b>	<b>8,207</b>	<b>8,774</b>	<b>8,706</b>	<b>9,568</b>	<b>10,332</b>	<b>11,762</b>	<b>12,319</b>	<b>12,757</b>

### Visitor Spending by Type of Traveler Accommodation (\$Million)

	2006	2008	2010	2012	2014	2017	2018	2019
Hotel, Motel, STVR	3,310	3,715	3,571	4,057	4,516	5,373	5,602	5,784
Private Home	1,500	1,636	1,670	1,809	1,871	2,014	2,114	2,130
Campground	379	422	391	417	445	459	481	501
Vacation Home	149	167	164	177	180	185	194	198
Day Travel	1,813	1,747	1,723	1,917	2,045	2,209	2,305	2,378
<b>Total</b>	<b>7,151</b>	<b>7,686</b>	<b>7,519</b>	<b>8,376</b>	<b>9,057</b>	<b>10,241</b>	<b>10,695</b>	<b>10,991</b>

### Visitor Spending by Commodity Purchased (\$Million)

	2006	2008	2010	2012	2014	2017	2018	2019
Accommodations	1,307	1,431	1,361	1,573	1,806	2,343	2,373	2,435
Food Service	1,590	1,697	1,764	1,953	2,178	2,606	2,734	2,870
Food Stores	525	574	563	621	676	718	732	749
Local Tran. & Gas	1,281	1,561	1,337	1,632	1,600	1,467	1,656	1,671
Arts, Ent. & Rec.	899	886	869	918	979	1,082	1,109	1,131
Retail Sales	968	935	950	1,020	1,070	1,146	1,162	1,178
Visitor Air Tran.	581	602	675	659	748	880	929	959
<b>Total</b>	<b>7,151</b>	<b>7,686</b>	<b>7,519</b>	<b>8,376</b>	<b>9,057</b>	<b>10,241</b>	<b>10,695</b>	<b>10,991</b>

### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2017	2018	2019
Accom. & Food Serv.	1,134	1,252	1,219	1,379	1,563	1,993	2,185	2,321
Arts, Ent. & Rec.	265	301	279	292	311	360	383	403
Retail**	208	217	213	231	252	295	311	320
Ground Tran.	54	57	54	60	67	81	85	92
Visitor Air Tran.	92	93	99	108	127	174	188	190
Other Travel*	232	237	242	268	289	385	416	453
<b>Total</b>	<b>1,984</b>	<b>2,157</b>	<b>2,105</b>	<b>2,339</b>	<b>2,609</b>	<b>3,289</b>	<b>3,566</b>	<b>3,779</b>

### Industry Employment Generated by Travel Spending (Thousand Jobs)

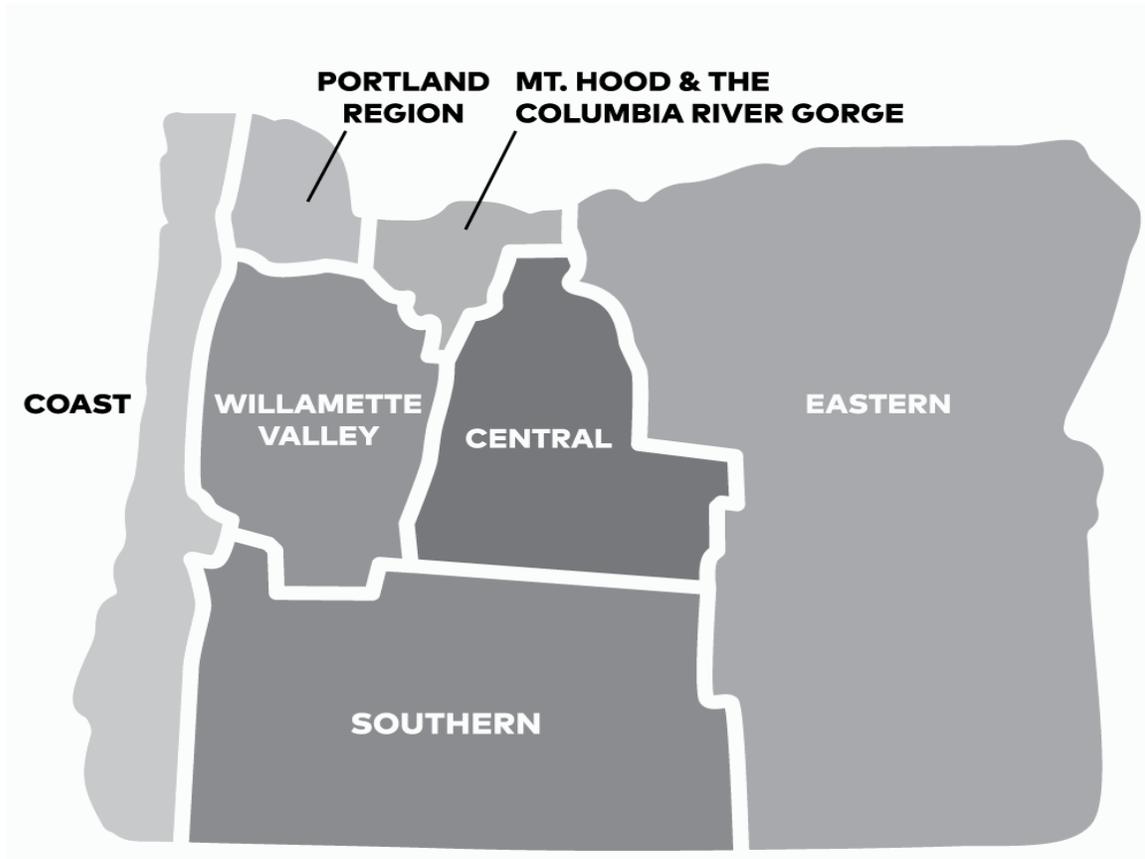
	2006	2008	2010	2012	2014	2017	2018	2019
Accom. & Food Serv.	55.8	58.6	55.2	59.2	63.4	71.1	73.6	74.8
Arts, Ent. & Rec.	17.1	18.4	16.9	17.3	18.1	19.4	20.0	20.4
Retail**	9.9	9.9	9.4	9.9	10.4	11.2	11.4	11.3
Ground Tran.	2.1	2.1	1.9	2.0	2.1	2.2	2.2	2.3
Visitor Air Tran.	1.9	2.0	1.7	1.7	1.9	2.2	2.3	2.3
Other Travel*	5.3	5.5	4.8	5.0	5.3	6.0	6.4	6.4
<b>Total</b>	<b>92.0</b>	<b>96.4</b>	<b>89.9</b>	<b>95.1</b>	<b>101.2</b>	<b>112.2</b>	<b>115.9</b>	<b>117.5</b>

### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2017	2018	2019
Local Tax Receipts	117	127	122	142	175	224	231	237
State Tax Receipts	190	204	197	231	247	323	341	355
Federal Tax Receipts	426	460	459	453	539	652	702	739
<b>Total</b>	<b>733</b>	<b>791</b>	<b>779</b>	<b>826</b>	<b>962</b>	<b>1,199</b>	<b>1,274</b>	<b>1,331</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to out of state destinations, and travel arrangement services. STVR stands for short term vacation rentals. \*\* Retail includes gasoline.

## II. REGIONAL TRAVEL IMPACTS



### North Coast

Clatsop  
Tillamook

### Central Coast

Douglas (West)  
Lincoln  
Lane (West)

### South Coast

Coos  
Curry

### Willamette Valley

Benton  
Clackamas (South)  
Lane (East)  
Linn  
Marion  
Polk  
Yamhill

### Portland Region

Clackamas (West)  
Columbia  
Multnomah (West)  
Washington

### Southern

Douglas (East)  
Jackson  
Josephine  
Klamath  
Lake

### Central

Crook  
Deschutes  
Jefferson  
Wasco (South)

### Mt. Hood/Gorge

Clackamas (East)  
Multnomah (East)  
Hood River

### Eastern

Baker  
Gilliam  
Grant  
Harney  
Malheur  
Morrow  
Sherman  
Umatilla  
Union  
Wallowa  
Wheeler

## 2019p Regional Travel Impacts

	Spending (\$Millions)		Earnings (\$Millions)	Employment (Thousands)	Tax Revenue (\$Millions)		
	All Travel	Destination			Local	State	Total
Willamette Valley	1,986	1,700	570	22.3	23	63	85
North Coast	851	846	308	9.2	13	25	38
Central Coast	856	823	266	9.4	15	24	39
South Coast	431	423	148	5.6	2	13	16
Oregon Coast	2,138	2,108	723	24.3	31	62	93
Portland Region	5,626	4,113	1,567	36.9	139	139	278
Southern	1,132	1,027	340	12.5	15	34	50
Central	1,022	935	292	10.0	18	29	47
Eastern	406	390	140	6.2	5	14	18
Mt. Hood/Gorge	447	429	149	5.3	7	14	21

Note: The sum of destination spending for the regions will be less than statewide destination spending because of the treatment of transportation expenditures (only a portion of ground transportation is allocated to destination spending).

## 2019p Overnight Visitor Volume (Millions)

	Nights		Trips	
	Person	Party	Person	Party
Willamette Valley	19.5	7.7	6.5	2.6
North Coast	6.6	2.4	2.5	0.9
Central Coast	6.8	2.4	2.4	0.9
South Coast	4.3	1.5	1.5	0.6
Oregon Coast	17.6	6.4	6.2	2.3
Portland Region	27.0	13.3	8.8	4.2
Southern	12.0	4.6	4.0	1.5
Central	9.5	3.6	3.2	1.2
Eastern	5.2	1.9	1.9	0.7
Mt. Hood/Gorge	3.6	1.4	1.3	0.5

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

# Central Oregon Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$95,022
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.08

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$24,006
Additional employment if each resident household encouraged one additional overnight visitor	253

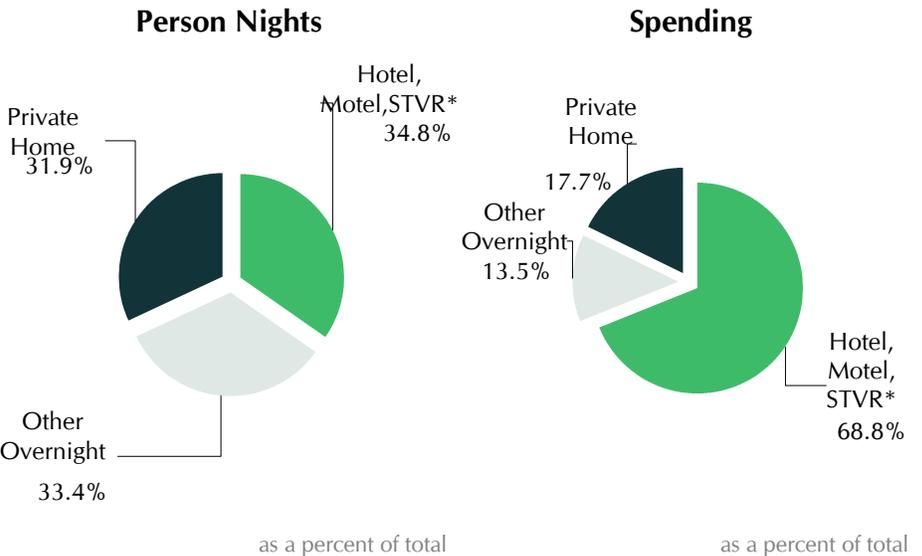
### Visitor Shares

Travel Share of Total Employment (2018)*	6.2 %
Overnight Visitor Share of Resident Population (2019p)**	10.8 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,508	3,291	544
Private Home	869	3,016	140
Other Overnight	837	3,157	106
All Overnight	3,214	9,463	790

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Central Oregon**  
**Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>
Total (Current \$)	401	617	749	902	964	1,022	5.9%	10.9%
Other	26	59	57	72	85	87	2.3%	14.4%
Visitor	375	557	692	831	880	935	6.3%	10.7%
Non-transportation	328	461	583	712	744	794	6.8%	10.3%
Transportation	47	96	109	118	136	141	3.3%	12.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	101	146	193	250	278	292	5.2%	12.5%
<b>Employment (Jobs)</b>								
Employment	5,750	7,020	8,370	9,390	9,970	10,000	0.3%	6.3%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	16	22	30	41	43	47	9.7%	12.6%
Local	7	8	11	15	16	18	16.7%	11.3%
State	9	14	19	26	28	29	5.8%	13.5%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Central Oregon

### Travel Impacts, 2003-2019p

Total Direct Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	375.2	526.2	572.9	557.3	692.1	830.5	879.8	935.0
Other Travel*	25.8	43.6	49.1	59.3	56.5	71.6	84.5	86.5
<b>Total</b>	<b>401.0</b>	<b>569.8</b>	<b>622.1</b>	<b>616.6</b>	<b>748.6</b>	<b>902.2</b>	<b>964.4</b>	<b>1,021.6</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	88.9	133.3	138.1	131.2	179.7	239.9	246.7	270.5
Food Service	90.6	125.5	139.2	141.9	181.5	224.9	240.4	258.0
Food Stores	37.8	46.3	52.1	49.7	60.9	66.5	68.6	71.6
Local Tran. & Gas	36.3	66.4	84.2	69.9	85.5	79.4	92.1	95.0
Arts, Ent. & Rec.	53.7	67.3	69.9	67.5	79.2	90.9	94.8	97.6
Retail Sales	57.2	69.8	70.9	70.5	81.4	90.1	92.9	96.6
Visitor Air Tran.	10.8	17.6	18.6	26.5	23.9	38.8	44.2	45.8
<b>Total</b>	<b>375.2</b>	<b>526.2</b>	<b>572.9</b>	<b>557.3</b>	<b>692.1</b>	<b>830.5</b>	<b>879.8</b>	<b>935.0</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	68.0	96.5	107.1	102.1	137.0	181.6	202.2	212.4
Arts, Ent. & Rec.	15.8	20.1	24.1	21.9	29.0	34.0	38.6	41.1
Retail**	12.4	15.4	16.8	16.1	19.5	23.5	25.1	26.2
Ground Tran.	1.5	2.0	2.2	2.1	2.8	3.6	3.9	4.3
Visitor Air Tran.	0.4	0.6	0.6	0.6	0.8	1.1	1.2	1.2
Other Travel*	2.7	3.1	3.5	3.5	4.0	5.8	6.6	6.8
<b>Total</b>	<b>100.8</b>	<b>137.7</b>	<b>154.3</b>	<b>146.3</b>	<b>193.0</b>	<b>249.7</b>	<b>277.7</b>	<b>292.0</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	3,740	4,540	4,950	4,710	5,570	6,310	6,640	6,630
Arts, Ent. & Rec.	1,180	1,230	1,530	1,400	1,760	1,930	2,120	2,160
Retail**	640	750	760	720	830	880	920	920
Ground Tran.	60	70	70	70	80	100	100	100
Visitor Air Tran.	20	20	20	20	20	30	30	30
Other Travel*	110	110	110	100	110	150	170	160
<b>Total</b>	<b>5,750</b>	<b>6,720</b>	<b>7,450</b>	<b>7,020</b>	<b>8,370</b>	<b>9,390</b>	<b>9,970</b>	<b>10,000</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	6.9	9.5	8.4	7.9	11.0	15.0	15.6	18.2
State Tax Receipts	9.4	13.6	14.9	14.1	18.6	25.7	27.7	29.3
<b>Total</b>	<b>16.3</b>	<b>23.1</b>	<b>23.2</b>	<b>22.0</b>	<b>29.6</b>	<b>40.7</b>	<b>43.2</b>	<b>47.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Central Oregon Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>375</b>	<b>573</b>	<b>557</b>	<b>692</b>	<b>831</b>	<b>880</b>	<b>935</b>
All Overnight	303	476	463	577	700	741	790
Hotel, Motel, STVR*	173	297	286	378	477	505	544
Private Home	62	91	93	105	124	133	140
Other Overnight	68	89	83	94	99	103	106
Day Travel	72	97	95	115	131	139	145
Day Travel	72	97	95	115	131	139	145

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$394	\$869	\$165	\$361	2.4	2.2
Private Home	\$111	\$399	\$46	\$161	2.4	3.6
Other Overnight	\$110	\$415	\$34	\$127	3.3	3.8
All Overnight	\$219	\$641	\$84	\$246	2.6	2.9

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	3,100	3,222	3,291	1,293	1,347	1,379
Private Home	2,871	2,928	3,016	1,180	1,214	1,259
Other Overnight	3,058	3,106	3,157	940	954	969
All Overnight	9,029	9,255	9,463	3,414	3,516	3,607

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	1,428	1,484	1,508	591	615	626
Private Home	827	844	869	330	339	350
Other Overnight	811	824	837	249	253	257
All Overnight	3,066	3,151	3,214	1,171	1,207	1,233

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Central Coast Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$89,559
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.79

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$7,390
Additional employment if each resident household encouraged one additional overnight visitor	83

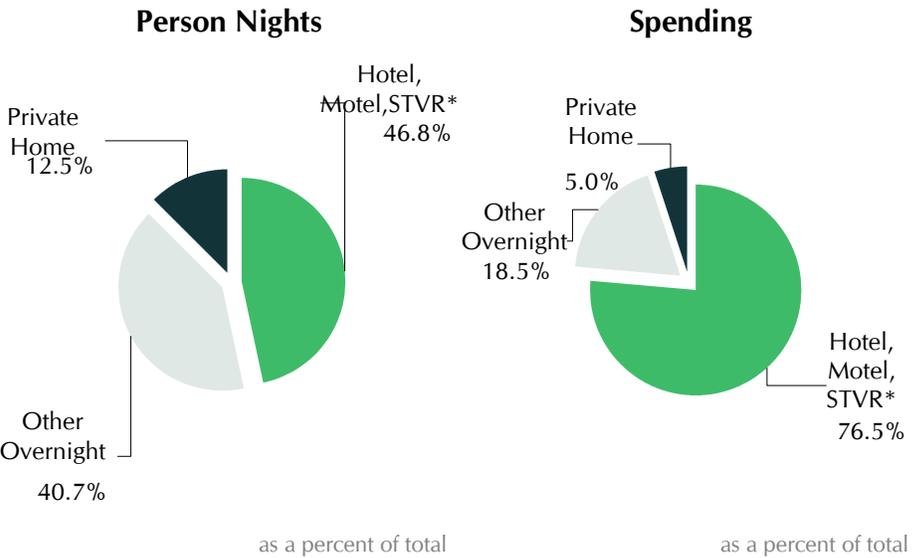
### Visitor Shares

Travel Share of Total Employment (2018)*	24.3 %
Overnight Visitor Share of Resident Population (2019p)**	27.1 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,444	3,160	458
Private Home	247	846	30
Other Overnight	731	2,747	111
All Overnight	2,421	6,753	599

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Central Coast  
Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>
Total (Current \$)	451	587	687	788	823	856	4.0%	7.4%
Other	10	16	23	29	34	33	-2.4%	14.8%
Visitor	442	571	664	759	790	823	4.2%	7.2%
Non-transportation	405	509	592	693	714	745	4.4%	7.0%
Transportation	36	62	72	67	76	78	2.5%	8.8%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	120	161	188	227	250	266	6.5%	9.2%
<b>Employment (Jobs)</b>								
Employment	6,860	7,830	8,330	8,850	9,220	9,440	2.4%	3.6%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	17	24	28	36	38	39	3.5%	10.0%
Local	7	10	12	15	15	15	1.4%	9.5%
State	10	14	16	21	23	24	4.9%	10.4%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Central Coast

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	441.8	552.0	584.4	571.0	664.5	759.4	789.8	823.1
Other Travel*	9.5	13.8	17.8	15.9	22.7	28.5	33.7	32.9
<b>Total</b>	<b>451.3</b>	<b>565.9</b>	<b>602.1</b>	<b>586.8</b>	<b>687.2</b>	<b>787.9</b>	<b>823.5</b>	<b>856.0</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	96.0	133.4	143.5	143.1	163.8	201.2	204.2	210.8
Food Service	106.9	132.3	143.2	146.7	178.3	217.7	229.2	244.2
Food Stores	49.4	55.2	58.7	56.8	67.8	72.5	74.2	77.2
Local Tran. & Gas	36.4	60.0	73.6	62.0	72.5	66.6	75.9	77.8
Arts, Ent. & Rec.	74.0	84.6	83.6	80.7	90.9	102.6	105.6	109.4
Retail Sales	79.1	86.6	81.8	81.7	91.1	98.7	100.6	103.7
<b>Total</b>	<b>441.8</b>	<b>552.0</b>	<b>584.4</b>	<b>571.0</b>	<b>664.5</b>	<b>759.4</b>	<b>789.8</b>	<b>823.1</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	78.7	102.8	113.9	111.3	131.6	160.1	177.0	189.8
Arts, Ent. & Rec.	20.4	23.2	26.5	24.0	24.5	27.9	30.3	32.5
Retail**	16.4	18.4	18.8	18.2	21.3	25.2	26.2	27.5
Ground Tran.	1.6	2.0	2.1	2.0	2.5	3.3	3.5	3.8
Other Travel*	3.1	4.2	5.5	5.1	7.8	10.7	12.7	12.3
<b>Total</b>	<b>120.1</b>	<b>150.6</b>	<b>166.8</b>	<b>160.7</b>	<b>187.8</b>	<b>227.1</b>	<b>249.7</b>	<b>265.9</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	4,380	5,110	5,480	5,230	5,490	5,880	6,120	6,330
Arts, Ent. & Rec.	1,470	1,560	1,640	1,550	1,620	1,620	1,710	1,740
Retail**	870	910	910	850	940	1,020	1,030	1,030
Ground Tran.	70	70	70	70	80	90	90	90
Other Travel*	80	120	150	140	200	250	270	250
<b>Total</b>	<b>6,860</b>	<b>7,780</b>	<b>8,240</b>	<b>7,830</b>	<b>8,330</b>	<b>8,850</b>	<b>9,220</b>	<b>9,440</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	6.8	9.0	8.7	10.1	11.9	14.7	15.2	15.4
State Tax Receipts	9.9	13.3	14.4	13.8	16.5	21.5	22.9	24.1
<b>Total</b>	<b>16.7</b>	<b>22.3</b>	<b>23.0</b>	<b>23.9</b>	<b>28.4</b>	<b>36.2</b>	<b>38.1</b>	<b>39.4</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Central Coast Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>442</b>	<b>584</b>	<b>571</b>	<b>664</b>	<b>759</b>	<b>790</b>	<b>823</b>
All Overnight	289	419	410	475	553	575	599
Hotel, Motel, STVR*	190	305	298	350	422	438	458
Private Home	20	24	24	27	28	29	30
Other Overnight	79	90	88	98	103	107	111
Day Travel	153	165	161	190	206	215	224
Day Travel	153	165	161	190	206	215	224

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$355	\$776	\$145	\$317	2.4	2.2
Private Home	\$92	\$314	\$35	\$121	2.6	3.4
Other Overnight	\$134	\$505	\$40	\$152	3.3	3.8
All Overnight	\$245	\$662	\$89	\$248	2.8	2.7

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	3,001	3,054	3,160	1,227	1,249	1,292
Private Home	823	839	846	317	323	326
Other Overnight	2,650	2,695	2,747	799	813	828
All Overnight	6,474	6,587	6,753	2,344	2,385	2,446

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	1,371	1,396	1,444	561	571	590
Private Home	240	245	247	93	94	95
Other Overnight	705	717	731	212	216	220
All Overnight	2,316	2,357	2,421	866	881	906

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Eastern Oregon Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$63,132
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.73

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$10,885
Additional employment if each resident household encouraged one additional overnight visitor	172

### Visitor Shares

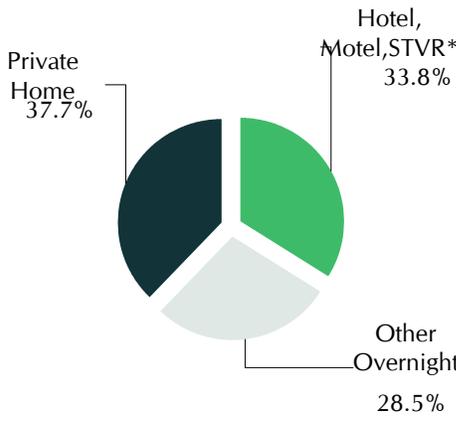
Travel Share of Total Employment (2018)*	5.7 %
Overnight Visitor Share of Resident Population (2019p)**	7.5 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

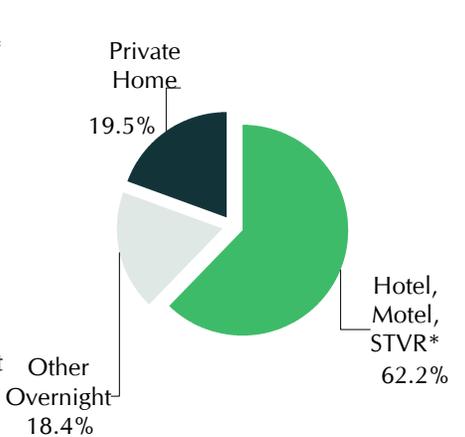
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	884	1,751	182
Private Home	634	1,949	57
Other Overnight	413	1,475	54
All Overnight	1,930	5,175	293

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Eastern Oregon  
Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>
Total (Current \$)	284	316	346	379	393	406	3.2%	4.0%
Other	10	14	15	14	15	16	4.8%	5.9%
Visitor	275	302	330	366	378	390	3.2%	4.0%
Non-transportation	243	257	281	322	328	339	3.5%	3.8%
Transportation	32	45	50	44	50	51	0.7%	5.4%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	79	87	103	122	132	140	5.6%	6.5%
<b>Employment (Jobs)</b>								
Employment	5,630	5,050	5,470	5,920	6,090	6,240	2.5%	1.1%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	10	12	14	17	18	18	3.7%	7.4%
Local	2	3	4	5	5	5	3.8%	9.0%
State	7	8	10	13	13	14	3.7%	6.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Eastern Oregon

### Travel Impacts, 2003-2019p

Total Direct Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	274.6	314.0	307.4	302.1	330.4	365.6	378.0	390.0
Other Travel*	9.6	14.0	16.7	14.1	15.2	13.9	15.4	16.2
<b>Total</b>	<b>284.2</b>	<b>327.9</b>	<b>324.1</b>	<b>316.2</b>	<b>345.7</b>	<b>379.5</b>	<b>393.5</b>	<b>406.1</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	49.4	58.6	64.0	63.5	70.1	89.4	88.0	91.4
Food Service	67.8	76.3	72.1	75.4	84.4	98.6	103.4	108.6
Food Stores	31.1	33.5	32.9	33.0	37.7	39.3	39.9	41.0
Local Tran. & Gas	30.7	46.4	53.1	45.4	49.3	43.0	49.1	49.5
Arts, Ent. & Rec.	53.1	55.9	48.4	47.7	50.0	54.6	55.9	57.1
Retail Sales	41.6	42.3	36.0	37.0	38.4	40.0	40.5	41.2
Visitor Air Tran.	0.8	1.0	0.8	0.0	0.6	0.6	1.2	1.1
<b>Total</b>	<b>274.6</b>	<b>314.0</b>	<b>307.4</b>	<b>302.1</b>	<b>330.4</b>	<b>365.6</b>	<b>378.0</b>	<b>390.0</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	51.9	59.0	60.1	59.7	72.6	86.1	94.9	100.3
Arts, Ent. & Rec.	14.8	15.5	15.6	14.4	16.7	19.8	20.3	21.5
Retail**	10.3	10.9	10.3	10.3	11.4	12.9	13.4	13.9
Ground Tran.	1.4	1.5	1.4	1.4	1.6	2.0	2.1	2.3
Visitor Air Tran.	0.2	0.2	0.2	0.0	0.4	0.2	0.4	0.3
Other Travel*	1.0	0.9	0.8	1.1	0.9	1.4	1.3	1.6
<b>Total</b>	<b>79.5</b>	<b>88.0</b>	<b>88.5</b>	<b>86.9</b>	<b>103.5</b>	<b>122.4</b>	<b>132.4</b>	<b>139.9</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	3,330	3,440	3,270	3,110	3,360	3,670	3,840	3,910
Arts, Ent. & Rec.	1,600	1,490	1,410	1,340	1,500	1,590	1,580	1,650
Retail**	570	570	520	500	510	550	550	550
Ground Tran.	60	60	50	50	50	50	50	50
Visitor Air Tran.	10	10	10	0	10	10	10	10
Other Travel*	60	50	50	50	50	60	60	70
<b>Total</b>	<b>5,630</b>	<b>5,620</b>	<b>5,310</b>	<b>5,050</b>	<b>5,470</b>	<b>5,920</b>	<b>6,090</b>	<b>6,240</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	2.2	2.9	3.1	3.2	3.6	4.6	4.7	4.9
State Tax Receipts	7.5	8.7	8.7	8.5	10.0	12.5	13.1	13.6
<b>Total</b>	<b>9.7</b>	<b>11.6</b>	<b>11.8</b>	<b>11.7</b>	<b>13.6</b>	<b>17.1</b>	<b>17.8</b>	<b>18.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Eastern Oregon Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>275</b>	<b>307</b>	<b>302</b>	<b>330</b>	<b>366</b>	<b>378</b>	<b>390</b>
All Overnight	188	231	226	246	275	284	293
Hotel, Motel, STVR*	110	141	135	145	171	176	182
Private Home	40	48	49	53	54	56	57
Other Overnight	38	43	42	48	50	52	54
Day Travel	86	76	76	85	91	94	97
Day Travel	86	76	76	85	91	94	97

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$255	\$506	\$104	\$206	2.5	2.0
Private Home	\$75	\$230	\$29	\$90	2.6	3.1
Other Overnight	\$123	\$437	\$36	\$130	3.4	3.6
All Overnight	\$153	\$401	\$57	\$152	2.7	2.6

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	1,688	1,716	1,751	688	700	714
Private Home	1,946	1,945	1,949	759	759	760
Other Overnight	1,420	1,445	1,475	422	429	438
All Overnight	5,054	5,105	5,175	1,869	1,888	1,912

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	852	866	884	347	353	360
Private Home	633	632	634	247	247	247
Other Overnight	398	404	413	119	121	123
All Overnight	1,882	1,903	1,930	713	721	731

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Mt. Hood/Gorge Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$82,382
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.84

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$8,599
Additional employment if each resident household encouraged one additional overnight visitor	104

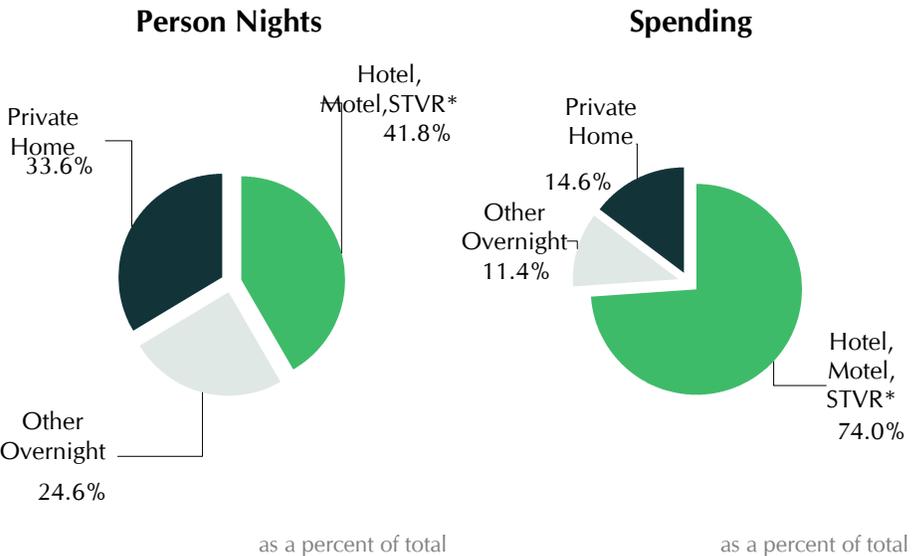
### Visitor Shares

Travel Share of Total Employment (2018)*	6.4 %
Overnight Visitor Share of Resident Population (2019p)**	9.9 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	692	1,502	210
Private Home	351	1,210	41
Other Overnight	233	885	32
<b>All Overnight</b>	<b>1,276</b>	<b>3,597</b>	<b>284</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Mt. Hood/Gorge**  
**Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>
Total (Current \$)	231	290	350	421	431	447	3.7%	7.6%
Other	11	15	17	16	17	18	2.6%	5.3%
Visitor	220	275	333	406	414	429	3.8%	7.7%
Non-transportation	199	240	292	367	370	385	4.0%	7.6%
Transportation	21	35	41	39	43	44	1.8%	8.7%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	61	77	97	125	133	149	12.2%	10.4%
<b>Employment (Jobs)</b>								
Employment	3,590	3,760	4,320	4,970	5,000	5,310	6.2%	4.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	8	11	14	19	20	21	5.4%	11.6%
Local	2	3	5	7	7	7	2.0%	13.3%
State	5	7	9	12	13	14	7.2%	10.8%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Mt. Hood/Gorge**  
**Travel Impacts, 2003-2019p**

<b>Total Direct Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Destination Spending	219.9	267.2	281.1	274.9	333.0	406.0	413.6	429.3
Other Travel*	11.1	13.2	14.0	15.1	17.3	15.5	17.1	17.6
<b>Total</b>	<b>230.9</b>	<b>280.4</b>	<b>295.0</b>	<b>290.0</b>	<b>350.4</b>	<b>421.5</b>	<b>430.7</b>	<b>446.9</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accommodations	35.4	46.4	53.0	51.9	70.2	102.0	102.3	105.1
Food Service	61.0	73.7	76.3	78.5	96.2	122.3	125.4	132.9
Food Stores	20.4	23.0	25.3	24.6	29.7	32.8	32.9	34.2
Local Tran. & Gas	20.9	33.4	40.6	34.9	41.0	38.9	43.5	44.2
Arts, Ent. & Rec.	34.9	39.2	38.3	37.4	42.2	49.7	49.7	51.4
Retail Sales	47.3	51.5	47.6	47.6	53.8	60.3	59.9	61.5
<b>Total</b>	<b>219.9</b>	<b>267.2</b>	<b>281.1</b>	<b>274.9</b>	<b>333.0</b>	<b>406.0</b>	<b>413.6</b>	<b>429.3</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accom. & Food Serv.	38.1	47.0	51.7	50.4	65.6	86.9	93.7	107.6
Arts, Ent. & Rec.	10.3	11.6	13.1	12.0	14.5	18.1	18.5	19.9
Retail**	8.4	9.4	9.5	9.3	11.0	13.4	13.9	14.4
Ground Tran.	0.9	1.1	1.1	1.1	1.4	1.9	1.9	2.1
Other Travel*	3.5	3.5	3.2	4.0	4.6	4.3	4.6	4.9
<b>Total</b>	<b>61.2</b>	<b>72.5</b>	<b>78.7</b>	<b>76.8</b>	<b>97.0</b>	<b>124.6</b>	<b>132.6</b>	<b>148.8</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accom. & Food Serv.	2,320	2,560	2,650	2,460	2,910	3,370	3,410	3,680
Arts, Ent. & Rec.	700	750	830	740	790	950	940	970
Retail**	410	440	420	400	450	510	510	510
Ground Tran.	40	40	40	40	40	50	50	50
Other Travel*	110	110	90	110	110	90	100	100
<b>Total</b>	<b>3,590</b>	<b>3,900</b>	<b>4,040</b>	<b>3,760</b>	<b>4,320</b>	<b>4,970</b>	<b>5,000</b>	<b>5,310</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Local Tax Receipts	2.3	3.0	3.3	3.4	4.6	6.8	6.8	6.9
State Tax Receipts	5.5	6.8	7.3	7.2	9.1	12.4	12.9	13.8
<b>Total</b>	<b>7.7</b>	<b>9.9</b>	<b>10.6</b>	<b>10.5</b>	<b>13.8</b>	<b>19.2</b>	<b>19.7</b>	<b>20.8</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Mt. Hood/Gorge Oregon Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>220</b>	<b>281</b>	<b>275</b>	<b>333</b>	<b>406</b>	<b>414</b>	<b>429</b>
All Overnight	126	182	176	214	269	274	284
Hotel, Motel, STVR*	81	122	118	148	200	202	210
Private Home	26	32	33	37	39	40	41
Other Overnight	20	27	25	29	30	31	32
Day Travel	94	100	99	119	137	140	146
Day Travel	94	100	99	119	137	140	146

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$321	\$714	\$140	\$304	2.3	2.2
Private Home	\$82	\$293	\$34	\$118	2.4	3.6
Other Overnight	\$122	\$466	\$37	\$139	3.3	3.8
All Overnight	\$199	\$562	\$79	\$222	2.5	2.8

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	1,490	1,459	1,502	648	636	654
Private Home	1,204	1,194	1,210	502	500	506
Other Overnight	852	867	885	255	259	264
All Overnight	3,546	3,520	3,597	1,405	1,395	1,424

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	686	672	692	292	286	294
Private Home	349	346	351	141	140	142
Other Overnight	224	228	233	67	68	69
All Overnight	1,260	1,246	1,276	499	494	505

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# North Coast Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$92,243
Employee Earnings generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.50

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$6,216
Additional employment if each resident household encouraged one additional overnight visitor	67

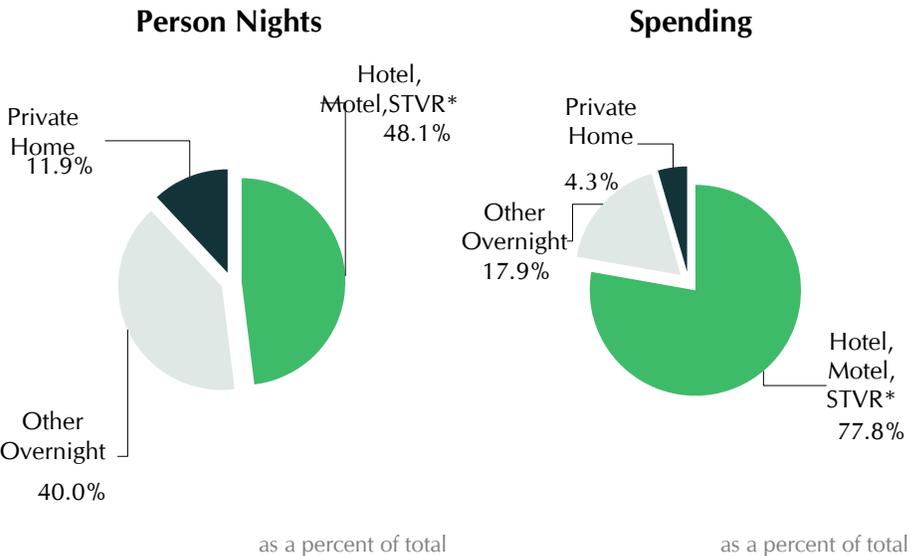
### Visitor Shares

Travel Share of Total Employment (2018)*	22.2 %
Overnight Visitor Share of Resident Population (2019p)**	27.0 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,475	3,179	415
Private Home	233	784	23
Other Overnight	742	2,646	95
All Overnight	2,450	6,608	533

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**North Coast  
Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>
Total (Current \$)	447	591	737	794	825	851	3.2%	7.4%
Other	10	17	6	4	5	5	0.7%	-7.9%
Visitor	436	574	731	790	820	846	3.2%	7.6%
Non-transportation	401	513	654	723	745	769	3.3%	7.5%
Transportation	35	61	78	67	75	76	1.4%	8.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	128	174	208	255	286	308	7.7%	10.2%
<b>Employment (Jobs)</b>								
Employment	6,480	7,110	7,620	8,430	8,800	9,180	4.3%	3.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	15	22	28	35	37	38	3.4%	10.7%
Local	5	8	11	13	13	13	0.5%	10.3%
State	10	14	17	22	24	25	5.0%	10.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## North Coast

### Travel Impacts, 2003-2019p

Total Direct Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	436.4	552.2	585.6	574.0	731.2	789.6	819.8	845.8
Other Travel*	10.1	17.1	14.5	17.4	6.0	4.2	4.8	4.8
<b>Total</b>	<b>446.6</b>	<b>569.3</b>	<b>600.1</b>	<b>591.4</b>	<b>737.3</b>	<b>793.8</b>	<b>824.7</b>	<b>850.7</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	83.2	119.2	128.9	128.6	164.7	197.9	204.0	207.2
Food Service	119.5	149.0	159.3	163.6	217.9	245.7	256.5	270.4
Food Stores	46.6	53.0	56.9	55.0	69.6	71.5	72.7	75.2
Local Tran. & Gas	35.4	57.9	72.1	60.8	77.7	66.5	75.3	76.4
Arts, Ent. & Rec.	69.8	82.3	82.1	79.8	97.3	102.0	104.1	106.9
Retail Sales	81.9	90.9	86.3	86.2	104.2	106.1	107.3	109.8
<b>Total</b>	<b>436.4</b>	<b>552.2</b>	<b>585.6</b>	<b>574.0</b>	<b>731.2</b>	<b>789.6</b>	<b>819.8</b>	<b>845.8</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	85.8	111.8	123.6	121.3	153.7	193.3	220.6	239.3
Arts, Ent. & Rec.	20.8	24.4	28.1	25.7	27.6	31.5	33.3	35.5
Retail**	16.5	18.8	19.3	18.7	23.5	26.3	28.0	28.8
Ground Tran.	1.7	2.1	2.3	2.2	3.0	3.6	3.7	4.0
Other Travel*	3.4	5.7	4.1	5.8	0.7	0.2	0.2	0.3
<b>Total</b>	<b>128.2</b>	<b>162.8</b>	<b>177.5</b>	<b>173.7</b>	<b>208.5</b>	<b>254.9</b>	<b>285.9</b>	<b>307.9</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	4,290	4,910	5,020	4,790	5,250	6,030	6,400	6,700
Arts, Ent. & Rec.	1,170	1,300	1,510	1,290	1,220	1,230	1,220	1,290
Retail**	900	950	940	880	1,030	1,050	1,080	1,080
Ground Tran.	70	80	80	70	90	90	90	100
Other Travel*	60	70	70	70	20	10	10	10
<b>Total</b>	<b>6,480</b>	<b>7,310</b>	<b>7,620</b>	<b>7,110</b>	<b>7,620</b>	<b>8,430</b>	<b>8,800</b>	<b>9,180</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	5.5	7.5	7.8	7.8	10.6	12.8	13.2	13.2
State Tax Receipts	9.8	13.1	14.1	13.8	17.2	22.0	23.7	24.9
<b>Total</b>	<b>15.3</b>	<b>20.6</b>	<b>21.9</b>	<b>21.6</b>	<b>27.8</b>	<b>34.8</b>	<b>36.8</b>	<b>38.1</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## North Coast Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>436</b>	<b>586</b>	<b>574</b>	<b>731</b>	<b>790</b>	<b>820</b>	<b>846</b>
All Overnight	243	365	357	454	498	518	533
Hotel, Motel, STVR*	160	268	263	349	388	403	415
Private Home	15	19	18	21	21	22	23
Other Overnight	68	78	75	84	88	92	95
Day Travel	193	221	217	277	292	302	313
Day Travel	193	221	217	277	292	302	313

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$319	\$687	\$130	\$281	2.4	2.2
Private Home	\$76	\$255	\$29	\$99	2.6	3.4
Other Overnight	\$119	\$423	\$36	\$129	3.3	3.6
All Overnight	\$222	\$580	\$81	\$218	2.7	2.6

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	3,098	3,118	3,179	1,266	1,274	1,299
Private Home	763	777	784	295	300	303
Other Overnight	2,559	2,600	2,646	777	789	803
All Overnight	6,420	6,495	6,608	2,338	2,364	2,405

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	1,438	1,447	1,475	588	591	603
Private Home	227	231	233	88	89	90
Other Overnight	718	729	742	219	222	226
All Overnight	2,382	2,407	2,450	894	903	919

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Oregon Coast Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$88,168
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.41

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$22,304
Additional employment if each resident household encouraged one additional overnight visitor	253

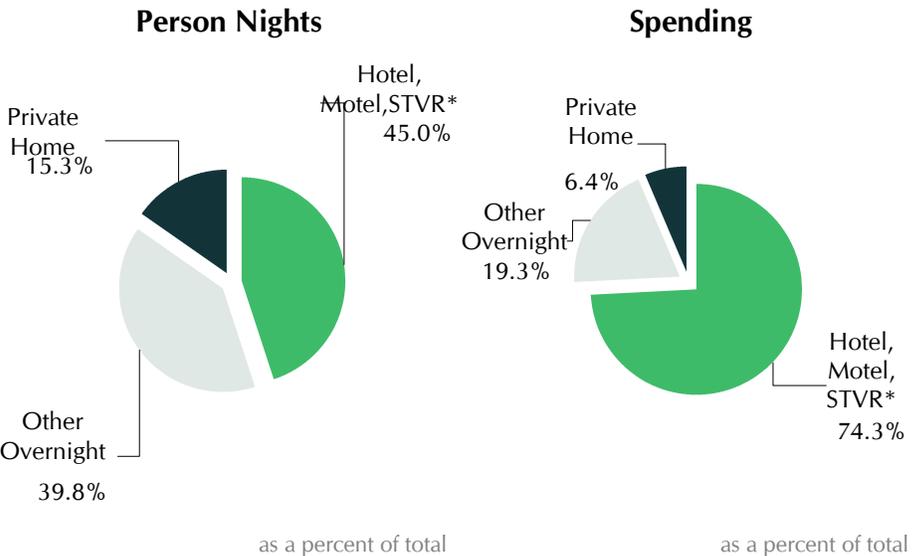
### Visitor Shares

Travel Share of Total Employment (2018)*	19.0 %
Overnight Visitor Share of Resident Population (2019p)**	21.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	3,474	7,938	1,065
Private Home	747	2,693	92
Other Overnight	2,014	7,015	277
All Overnight	6,235	17,646	1,433

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Oregon Coast**  
**Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>	
Total (Current \$)	1,180	1,500	1,801	1,985	2,064	2,138	3.6%	6.8%	
Other	18	28	20	26	31	30	-2.6%	5.8%	
Visitor	1,162	1,472	1,780	1,959	2,034	2,108	3.7%	6.8%	
Non-transportation	1,051	1,291	1,562	1,768	1,816	1,887	3.9%	6.7%	
Transportation	111	181	218	192	218	222	1.9%	8.0%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	330	427	506	614	676	723	7.0%	9.1%	
<b>Employment (Jobs)</b>									
Employment	18,500	19,690	20,830	22,680	23,530	24,260	3.1%	3.1%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	40	55	68	85	90	93	3.5%	9.7%	
Local	14	20	24	30	31	31	1.0%	9.2%	
State	27	36	43	56	59	62	4.8%	9.9%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Oregon Coast

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	1,162.2	1,436.6	1,525.1	1,472.2	1,780.3	1,959.3	2,033.7	2,108.3
Other Travel*	17.9	26.4	25.6	28.0	20.4	26.0	30.5	29.8
<b>Total</b>	<b>1,180.1</b>	<b>1,463.0</b>	<b>1,550.7</b>	<b>1,500.1</b>	<b>1,800.7</b>	<b>1,985.3</b>	<b>2,064.2</b>	<b>2,138.1</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	232.7	317.8	340.0	334.7	402.6	489.5	497.2	509.1
Food Service	295.8	360.0	386.9	393.3	498.2	579.3	606.7	642.9
Food Stores	127.5	141.5	152.4	146.4	178.7	186.3	190.0	197.2
Local Tran. & Gas	107.8	174.2	215.0	178.6	215.4	188.7	214.4	218.3
Arts, Ent. & Rec.	192.5	218.3	216.9	208.2	242.3	261.9	268.1	276.5
Retail Sales	202.9	220.3	209.6	208.1	240.0	250.5	254.1	260.9
Visitor Air Tran.	3.1	4.6	4.4	2.9	3.0	3.1	3.2	3.3
<b>Total</b>	<b>1,162.2</b>	<b>1,436.6</b>	<b>1,525.1</b>	<b>1,472.2</b>	<b>1,780.3</b>	<b>1,959.3</b>	<b>2,033.7</b>	<b>2,108.3</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	217.7	275.7	304.1	294.7	360.6	445.8	497.5	536.2
Arts, Ent. & Rec.	55.0	62.2	71.3	64.4	67.5	76.3	80.6	86.2
Retail**	43.3	48.1	49.6	47.7	57.5	65.7	68.8	71.2
Ground Tran.	4.3	5.3	5.7	5.4	7.0	8.7	9.1	9.9
Visitor Air Tran.	1.4	1.6	1.6	1.7	2.8	3.9	4.4	4.3
Other Travel*	8.7	12.2	11.9	13.4	10.5	13.3	15.4	15.2
<b>Total</b>	<b>330.5</b>	<b>405.1</b>	<b>444.2</b>	<b>427.4</b>	<b>506.0</b>	<b>613.8</b>	<b>675.8</b>	<b>723.1</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	11,740	13,140	13,710	12,850	13,730	15,320	16,000	16,650
Arts, Ent. & Rec.	3,950	4,060	4,430	4,070	4,010	4,050	4,170	4,260
Retail**	2,340	2,410	2,410	2,260	2,540	2,680	2,700	2,700
Ground Tran.	190	190	190	180	210	230	230	240
Visitor Air Tran.	40	40	40	30	50	60	60	60
Other Travel*	250	290	320	300	290	340	370	340
<b>Total</b>	<b>18,500</b>	<b>20,140</b>	<b>21,110</b>	<b>19,690</b>	<b>20,830</b>	<b>22,680</b>	<b>23,530</b>	<b>24,260</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	13.9	18.4	18.3	19.5	24.3	29.6	30.5	30.8
State Tax Receipts	26.6	34.6	37.2	35.7	43.4	55.7	59.4	62.2
<b>Total</b>	<b>40.5</b>	<b>53.0</b>	<b>55.6</b>	<b>55.2</b>	<b>67.7</b>	<b>85.3</b>	<b>89.9</b>	<b>93.0</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Oregon Coast Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>1,162</b>	<b>1,525</b>	<b>1,472</b>	<b>1,780</b>	<b>1,959</b>	<b>2,034</b>	<b>2,108</b>
All Overnight	718	1,030	990	1,191	1,334	1,384	1,433
Hotel, Motel, STVR*	457	724	696	863	992	1,027	1,065
Private Home	64	78	76	84	86	89	92
Other Overnight	196	227	218	244	256	267	277
Day Travel	444	496	482	589	626	650	675
Day Travel	444	496	482	589	626	650	675

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$328	\$750	\$134	\$307	2.4	2.3
Private Home	\$88	\$318	\$34	\$123	2.6	3.6
Other Overnight	\$132	\$459	\$39	\$137	3.3	3.5
All Overnight	\$224	\$620	\$81	\$230	2.8	2.8

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	7,650	7,727	7,938	3,129	3,160	3,247
Private Home	2,624	2,670	2,693	1,017	1,034	1,044
Other Overnight	6,763	6,878	7,015	2,030	2,064	2,104
All Overnight	17,037	17,274	17,646	6,175	6,258	6,394

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	3,348	3,382	3,474	1,369	1,383	1,420
Private Home	728	741	747	282	287	289
Other Overnight	1,941	1,974	2,014	582	592	603
All Overnight	6,018	6,098	6,235	2,233	2,261	2,313

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Portland Region Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$128,196
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6.75

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$280,132
Additional employment if each resident household encouraged one additional overnight visitor	2,185

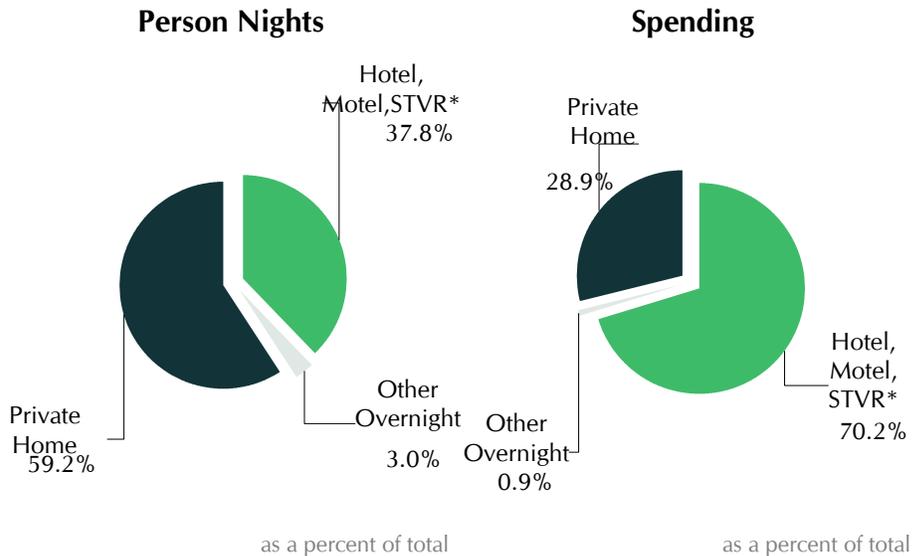
### Visitor Shares

Travel Share of Total Employment (2018)*	2.3 %
Overnight Visitor Share of Resident Population (2019p)**	4.2 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	4,246	10,193	2,492
Private Home	4,379	15,978	1,024
Other Overnight	204	805	33
<b>All Overnight</b>	<b>8,829</b>	<b>26,976</b>	<b>3,549</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Portland Region**  
**Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>
Total (Current \$)	2,609	3,639	4,418	5,139	5,373	5,626	4.7%	8.9%
Other	710	1,025	1,142	1,298	1,376	1,513	10.0%	8.8%
Visitor	1,899	2,614	3,276	3,841	3,997	4,113	2.9%	9.0%
Non-transportation	1,241	1,628	2,102	2,575	2,647	2,731	3.2%	9.2%
Transportation	658	986	1,174	1,265	1,350	1,381	2.3%	8.6%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	644	808	1,039	1,353	1,458	1,567	7.5%	10.4%
<b>Employment (Jobs)</b>								
Employment	24,920	26,700	31,490	35,290	36,220	36,940	2.0%	4.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	104	140	198	259	269	278	3.1%	11.5%
Local	49	67	104	134	137	139	1.2%	12.3%
State	55	72	94	125	132	139	5.0%	10.8%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Portland Region**  
**Travel Impacts, 2003-2019p**

**Total Direct Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	1,898.8	2,391.0	2,620.0	2,614.2	3,275.8	3,840.6	3,997.4	4,112.6
Other Travel*	709.9	948.1	1,001.1	1,024.8	1,142.1	1,298.2	1,375.7	1,513.3
<b>Total</b>	<b>2,608.7</b>	<b>3,339.1</b>	<b>3,621.1</b>	<b>3,639.0</b>	<b>4,417.9</b>	<b>5,138.8</b>	<b>5,373.1</b>	<b>5,625.9</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	330.5	445.4	514.9	471.5	705.1	943.8	962.9	978.8
Food Service	399.0	485.0	530.5	563.4	706.6	866.5	907.7	957.2
Food Stores	85.1	97.4	108.9	109.2	134.2	146.8	148.8	153.2
Local Tran. & Gas	285.3	395.0	472.0	426.1	529.2	523.0	573.1	579.7
Arts, Ent. & Rec.	154.8	174.2	177.3	177.8	205.5	234.1	239.3	245.4
Retail Sales	271.5	296.9	296.2	306.5	350.2	384.0	388.4	396.7
Visitor Air Tran.	372.5	497.3	520.4	559.7	645.1	742.3	777.2	801.6
<b>Total</b>	<b>1,898.8</b>	<b>2,391.0</b>	<b>2,620.0</b>	<b>2,614.2</b>	<b>3,275.8</b>	<b>3,840.6</b>	<b>3,997.4</b>	<b>4,112.6</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	270.3	336.4	384.1	375.3	510.7	665.4	725.9	781.9
Arts, Ent. & Rec.	44.0	49.5	58.1	54.7	67.3	80.1	84.4	89.7
Retail**	46.1	51.8	55.0	55.2	66.2	79.7	83.8	86.6
Ground Tran.	29.1	33.8	36.1	33.4	42.0	50.7	52.4	57.1
Visitor Air Tran.	81.0	85.0	86.8	92.9	119.0	162.9	175.2	177.3
Other Travel*	173.4	191.0	193.4	196.5	233.7	314.6	336.8	374.7
<b>Total</b>	<b>643.8</b>	<b>747.4</b>	<b>813.5</b>	<b>808.1</b>	<b>1,039.0</b>	<b>1,353.4</b>	<b>1,458.5</b>	<b>1,567.2</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	13,470	15,150	16,540	15,760	19,370	21,780	22,360	22,800
Arts, Ent. & Rec.	2,180	2,400	2,580	2,430	2,770	3,090	3,080	3,150
Retail**	1,910	2,090	2,140	2,080	2,340	2,560	2,580	2,570
Ground Tran.	1,270	1,330	1,340	1,170	1,340	1,410	1,400	1,450
Visitor Air Tran.	1,810	1,660	1,780	1,540	1,690	2,000	2,110	2,100
Other Travel*	4,280	4,200	4,310	3,710	3,980	4,440	4,690	4,860
<b>Total</b>	<b>24,920</b>	<b>26,840</b>	<b>28,700</b>	<b>26,700</b>	<b>31,490</b>	<b>35,290</b>	<b>36,220</b>	<b>36,940</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	48.9	62.5	71.8	67.2	104.4	133.8	137.2	138.9
State Tax Receipts	55.0	67.8	73.9	72.3	93.5	125.0	132.1	138.8
<b>Total</b>	<b>103.9</b>	<b>130.3</b>	<b>145.7</b>	<b>139.5</b>	<b>197.9</b>	<b>258.8</b>	<b>269.4</b>	<b>277.7</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Portland Region Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>1,899</b>	<b>2,620</b>	<b>2,614</b>	<b>3,276</b>	<b>3,841</b>	<b>3,997</b>	<b>4,113</b>
All Overnight	1,577	2,234	2,222	2,803	3,314	3,450	3,549
Hotel, Motel, STVR*	1,009	1,474	1,439	1,908	2,328	2,422	2,492
Private Home	548	732	757	866	956	997	1,024
Other Overnight	20	27	26	29	30	32	33
Day Travel	322	386	392	472	527	547	564
Day Travel	322	386	392	472	527	547	564

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$514	\$1,265	\$244	\$587	2.1	2.5
Private Home	\$125	\$469	\$64	\$234	2.0	3.7
Other Overnight	\$124	\$495	\$41	\$162	3.0	4.0
All Overnight	\$267	\$841	\$132	\$402	2.0	3.2

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	9,806	9,948	10,193	4,655	4,736	4,848
Private Home	15,844	15,848	15,978	8,091	8,115	8,178
Other Overnight	778	791	805	257	261	266
All Overnight	26,429	26,587	26,976	13,003	13,112	13,292

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	4,085	4,144	4,246	1,892	1,924	1,970
Private Home	4,342	4,343	4,379	2,159	2,164	2,181
Other Overnight	197	200	204	64	65	67
All Overnight	8,624	8,688	8,829	4,116	4,153	4,218

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

## South Coast Travel Impacts and Visitor Volume

### Travel Indicators

#### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$76,728
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.67

#### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$7,480
Additional employment if each resident household encouraged one additional overnight visitor	97

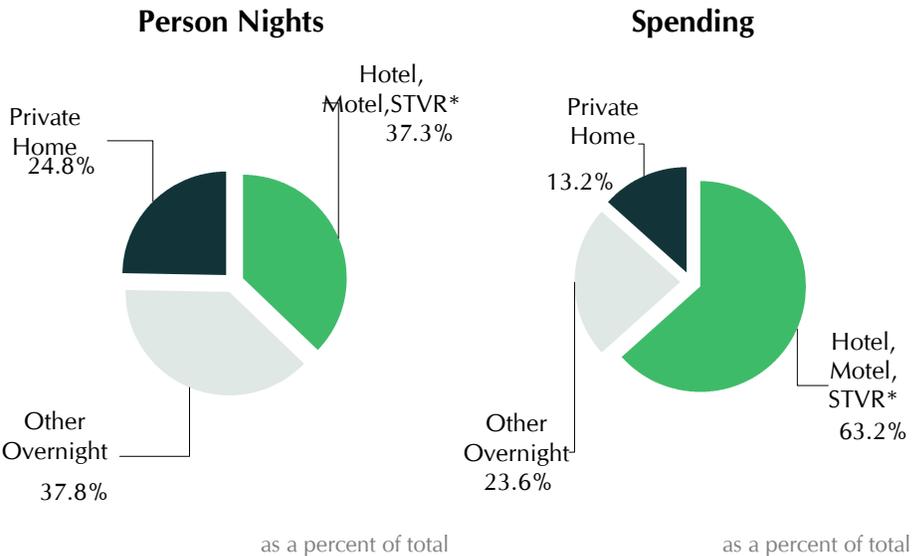
#### Visitor Shares

Travel Share of Total Employment (2018)*	12.7 %
Overnight Visitor Share of Resident Population (2019p)**	13.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	748	1,599	183
Private Home	309	1,064	38
Other Overnight	438	1,622	68
All Overnight	1,494	4,285	290

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**South Coast  
Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>
Total (Current \$)	282	322	376	404	416	431	3.7%	4.8%
Other	7	9	8	7	8	8	1.0%	1.5%
Visitor	275	313	368	396	408	423	3.7%	4.9%
Non-transportation	245	269	316	352	358	372	4.0%	4.8%
Transportation	30	44	52	45	50	51	2.0%	6.1%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	81	92	109	130	139	148	6.5%	6.9%
<b>Employment (Jobs)</b>								
Employment	5,080	4,680	4,810	5,330	5,430	5,560	2.3%	1.0%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	9	10	12	14	15	16	4.0%	6.9%
Local	2	2	2	2	2	2	1.4%	3.3%
State	7	8	10	12	13	13	4.4%	7.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## South Coast

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	275.1	317.5	337.1	312.7	368.1	396.4	408.1	423.3
Other Travel*	7.1	10.2	11.3	9.1	8.1	7.2	8.1	8.1
<b>Total</b>	<b>282.2</b>	<b>327.8</b>	<b>348.5</b>	<b>321.9</b>	<b>376.2</b>	<b>403.6</b>	<b>416.1</b>	<b>431.4</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	53.4	65.3	67.6	63.0	74.1	90.5	89.0	91.2
Food Service	69.4	78.7	84.4	83.0	102.1	116.0	121.0	128.3
Food Stores	31.4	33.3	36.8	34.6	41.3	42.4	43.1	44.8
Local Tran. & Gas	27.1	41.5	51.3	41.3	48.7	41.6	47.1	48.0
Arts, Ent. & Rec.	48.7	51.4	51.1	47.7	54.1	57.3	58.4	60.3
Retail Sales	41.9	42.8	41.5	40.2	44.7	45.7	46.2	47.4
Visitor Air Tran.	3.1	4.6	4.4	2.9	3.0	3.1	3.2	3.3
<b>Total</b>	<b>275.1</b>	<b>317.5</b>	<b>337.1</b>	<b>312.7</b>	<b>368.1</b>	<b>396.4</b>	<b>408.1</b>	<b>423.3</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	53.3	61.1	66.5	62.2	75.3	92.4	99.9	107.2
Arts, Ent. & Rec.	13.8	14.5	16.7	14.7	15.4	17.0	17.0	18.2
Retail**	9.9	10.4	11.0	10.3	12.1	13.6	13.9	14.2
Ground Tran.	1.1	1.2	1.3	1.2	1.5	1.8	1.9	2.1
Visitor Air Tran.	1.4	1.6	1.6	1.7	2.8	3.9	4.4	4.3
Other Travel*	1.8	1.7	1.8	2.0	1.4	1.8	1.7	1.9
<b>Total</b>	<b>81.3</b>	<b>90.6</b>	<b>98.9</b>	<b>92.1</b>	<b>108.5</b>	<b>130.5</b>	<b>138.7</b>	<b>147.8</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	3,080	3,130	3,210	2,830	2,990	3,410	3,480	3,620
Arts, Ent. & Rec.	1,320	1,200	1,290	1,230	1,170	1,190	1,230	1,230
Retail**	540	520	530	490	530	570	560	550
Ground Tran.	50	40	40	40	50	50	50	50
Visitor Air Tran.	40	40	40	30	50	60	60	60
Other Travel*	70	60	60	60	40	50	50	50
<b>Total</b>	<b>5,080</b>	<b>4,980</b>	<b>5,180</b>	<b>4,680</b>	<b>4,810</b>	<b>5,330</b>	<b>5,430</b>	<b>5,560</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	1.7	1.9	1.9	1.7	1.8	2.1	2.2	2.2
State Tax Receipts	6.9	8.2	8.7	8.1	9.8	12.2	12.7	13.3
<b>Total</b>	<b>8.5</b>	<b>10.1</b>	<b>10.6</b>	<b>9.7</b>	<b>11.5</b>	<b>14.4</b>	<b>14.9</b>	<b>15.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## South Coast Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>275</b>	<b>337</b>	<b>313</b>	<b>368</b>	<b>396</b>	<b>408</b>	<b>423</b>
All Overnight	180	233	214	250	273	280	290
Hotel, Motel, STVR*	103	142	128	155	174	177	183
Private Home	29	34	33	35	36	37	38
Other Overnight	49	57	53	60	63	66	68
Day Travel	95	105	99	118	124	128	134
Day Travel	95	105	99	118	124	128	134

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$279	\$598	\$114	\$245	2.4	2.1
Private Home	\$92	\$319	\$36	\$124	2.6	3.5
Other Overnight	\$145	\$535	\$42	\$156	3.4	3.7
All Overnight	\$188	\$523	\$68	\$194	2.8	2.8

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	1,551	1,555	1,599	635	637	655
Private Home	1,038	1,054	1,064	405	411	415
Other Overnight	1,554	1,583	1,622	453	462	473
All Overnight	4,144	4,193	4,285	1,494	1,510	1,543

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	725	727	748	297	298	306
Private Home	302	306	309	117	119	120
Other Overnight	420	427	438	123	125	128
All Overnight	1,446	1,461	1,494	536	541	554

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

## Southern Oregon Travel Impacts and Visitor Volume

### Travel Indicators

#### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$83,431
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.82

#### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$41,398
Additional employment if each resident household encouraged one additional overnight visitor	496

#### Visitor Shares

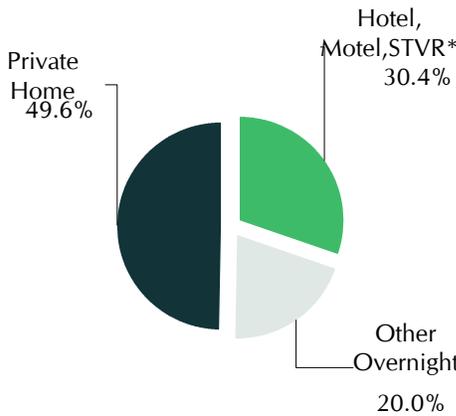
Travel Share of Total Employment (2018)*	5.0 %
Overnight Visitor Share of Resident Population (2019p)**	6.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

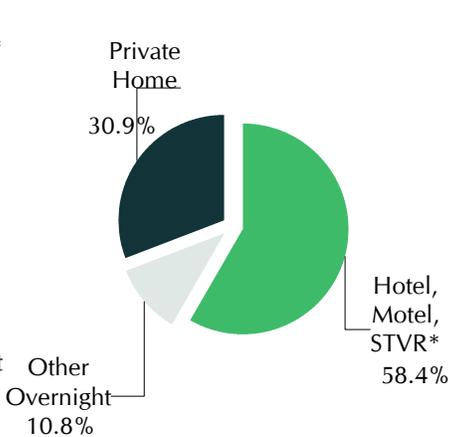
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,647	3,657	474
Private Home	1,671	5,965	250
Other Overnight	633	2,402	87
All Overnight	3,951	12,024	812

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Southern Oregon  
Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>	
Total (Current \$)	717	864	956	1,055	1,098	1,132	3.1%	5.2%	
Other	55	89	90	94	103	105	2.0%	7.6%	
Visitor	663	775	866	961	995	1,027	3.2%	5.0%	
Non-transportation	559	614	693	790	802	830	3.5%	4.5%	
Transportation	104	160	173	171	193	197	2.0%	7.4%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	187	212	251	306	325	340	4.3%	6.9%	
<b>Employment (Jobs)</b>									
Employment	10,850	10,040	10,980	12,070	12,370	12,510	1.1%	1.6%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	25	31	37	46	48	50	2.7%	7.8%	
Local	7	9	11	14	15	15	2.0%	9.1%	
State	18	21	26	32	33	34	3.0%	7.3%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Southern Oregon

### Travel Impacts, 2003-2019p

<b>Total Direct Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Destination Spending	662.6	761.7	784.6	774.8	866.2	961.1	994.7	1,026.7
Other Travel*	54.6	85.4	90.3	89.3	90.1	93.9	103.0	105.1
<b>Total</b>	<b>717.2</b>	<b>847.1</b>	<b>875.0</b>	<b>864.1</b>	<b>956.4</b>	<b>1,055.0</b>	<b>1,097.8</b>	<b>1,131.8</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accommodations	118.0	140.5	138.6	137.1	156.6	194.3	192.3	195.4
Food Service	162.0	180.7	185.9	193.9	225.8	265.4	275.4	290.8
Food Stores	65.3	69.5	75.2	74.1	85.8	90.0	91.3	94.5
Local Tran. & Gas	80.4	120.9	145.6	123.4	138.4	125.3	142.8	144.7
Arts, Ent. & Rec.	106.6	110.9	106.6	104.9	113.0	122.9	125.0	128.4
Retail Sales	106.9	108.6	102.3	104.5	111.5	117.3	118.0	120.8
Visitor Air Tran.	23.5	30.6	30.4	36.9	35.1	45.9	50.0	52.0
<b>Total</b>	<b>662.6</b>	<b>761.7</b>	<b>784.6</b>	<b>774.8</b>	<b>866.2</b>	<b>961.1</b>	<b>994.7</b>	<b>1,026.7</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accom. & Food Serv.	119.6	135.1	140.8	138.9	168.4	212.3	227.9	236.8
Arts, Ent. & Rec.	32.3	33.6	37.2	34.4	38.1	43.1	45.0	47.9
Retail**	23.7	25.0	25.5	25.2	28.4	32.8	34.4	35.7
Ground Tran.	3.4	3.7	4.0	3.8	4.3	5.6	6.0	6.6
Visitor Air Tran.	1.6	2.0	2.3	2.2	2.8	3.9	3.9	4.0
Other Travel*	6.1	8.5	8.5	7.6	9.1	8.4	8.4	8.7
<b>Total</b>	<b>186.6</b>	<b>207.8</b>	<b>218.3</b>	<b>212.2</b>	<b>251.2</b>	<b>306.0</b>	<b>325.5</b>	<b>339.6</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accom. & Food Serv.	6,790	6,860	6,900	6,470	7,200	8,080	8,290	8,350
Arts, Ent. & Rec.	2,390	2,240	2,340	2,040	2,150	2,300	2,350	2,430
Retail**	1,210	1,170	1,160	1,110	1,180	1,270	1,300	1,300
Ground Tran.	150	140	140	130	130	150	160	160
Visitor Air Tran.	50	50	70	60	60	70	70	70
Other Travel*	260	290	300	240	260	200	200	200
<b>Total</b>	<b>10,850</b>	<b>10,760</b>	<b>10,910</b>	<b>10,040</b>	<b>10,980</b>	<b>12,070</b>	<b>12,370</b>	<b>12,510</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Local Tax Receipts	6.9	8.7	9.1	9.4	11.2	14.2	14.7	15.0
State Tax Receipts	18.3	21.5	22.2	21.5	25.7	32.2	33.5	34.5
<b>Total</b>	<b>25.2</b>	<b>30.2</b>	<b>31.3</b>	<b>30.8</b>	<b>36.8</b>	<b>46.5</b>	<b>48.2</b>	<b>49.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Southern Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>663</b>	<b>785</b>	<b>775</b>	<b>866</b>	<b>961</b>	<b>995</b>	<b>1,027</b>
All Overnight	499	619	610	679	760	787	812
Hotel, Motel, STVR*	280	350	340	384	447	460	474
Private Home	157	195	200	217	232	242	250
Other Overnight	63	74	70	78	81	84	87
Day Travel	163	166	165	187	201	208	215
Day Travel	163	166	165	187	201	208	215

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$309	\$692	\$130	\$288	2.4	2.2
Private Home	\$104	\$380	\$42	\$150	2.5	3.6
Other Overnight	\$123	\$467	\$36	\$138	3.4	3.8
All Overnight	\$175	\$530	\$67	\$205	2.6	3.0

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	3,599	3,575	3,657	1,504	1,498	1,535
Private Home	5,871	5,889	5,965	2,346	2,363	2,402
Other Overnight	2,309	2,350	2,402	684	696	711
All Overnight	11,778	11,814	12,024	4,534	4,557	4,648

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	1,621	1,610	1,647	672	669	685
Private Home	1,645	1,650	1,671	646	650	659
Other Overnight	608	619	633	180	183	187
All Overnight	3,874	3,879	3,951	1,498	1,502	1,531

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Willamette Valley Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$81,104
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.02

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$87,658
Additional employment if each resident household encouraged one additional overnight visitor	1,081

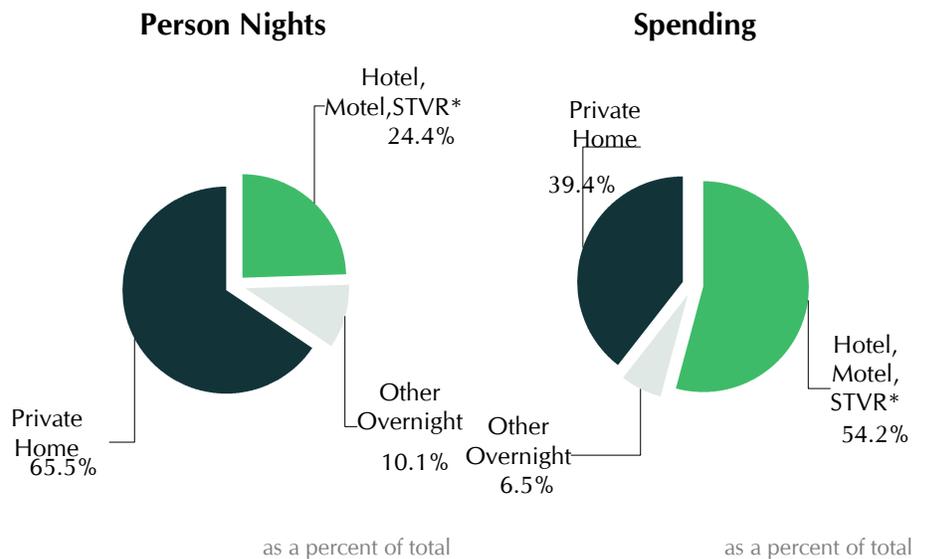
### Visitor Shares

Travel Share of Total Employment (2018)*	3.2 %
Overnight Visitor Share of Resident Population (2019p)**	4.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	2,241	4,746	664
Private Home	3,781	12,766	483
Other Overnight	526	1,972	79
All Overnight	6,547	19,484	1,226

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Willamette Valley**  
**Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>03-19</b>
Total (Current \$)	1,102	1,480	1,712	1,880	1,995	1,986	-0.4%	6.8%
Other	100	204	226	251	285	286	0.4%	12.3%
Visitor	1,002	1,276	1,486	1,628	1,710	1,700	-0.6%	6.0%
Non-transportation	849	1,016	1,197	1,360	1,403	1,395	-0.5%	5.7%
Transportation	153	260	289	268	307	305	-0.8%	8.0%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	272	349	421	521	565	570	0.8%	8.6%
<b>Employment (Jobs)</b>								
Employment	16,420	17,670	19,850	21,900	22,790	22,330	-2.0%	3.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	39	50	63	80	84	85	1.9%	9.2%
Local	9	12	16	20	21	23	6.3%	11.1%
State	30	38	47	59	62	63	0.4%	8.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Willamette Valley

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	1,002.2	1,215.1	1,295.7	1,275.8	1,486.2	1,628.3	1,710.4	1,700.3
Other Travel*	100.2	165.0	190.1	204.2	226.2	251.5	284.6	285.8
<b>Total</b>	<b>1,102.5</b>	<b>1,380.0</b>	<b>1,485.8</b>	<b>1,480.0</b>	<b>1,712.4</b>	<b>1,879.8</b>	<b>1,995.0</b>	<b>1,986.2</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	121.5	164.9	182.8	171.2	221.8	284.2	283.3	284.4
Food Service	245.0	289.2	306.0	317.9	385.2	448.5	474.8	479.1
Food Stores	102.8	113.5	127.0	125.6	148.8	156.3	160.4	157.1
Local Tran. & Gas	130.7	205.3	251.2	211.0	249.1	219.5	254.1	249.9
Arts, Ent. & Rec.	211.1	233.6	228.3	225.2	246.9	267.4	276.4	274.3
Retail Sales	168.7	178.4	172.8	176.3	194.6	203.5	208.1	200.6
Visitor Air Tran.	22.5	30.2	27.6	48.6	39.8	49.0	53.3	55.0
<b>Total</b>	<b>1,002.2</b>	<b>1,215.1</b>	<b>1,295.7</b>	<b>1,275.8</b>	<b>1,486.2</b>	<b>1,628.3</b>	<b>1,710.4</b>	<b>1,700.3</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	150.6	184.0	204.0	198.2	248.0	314.8	342.7	346.1
Arts, Ent. & Rec.	65.7	72.7	81.8	76.7	78.1	88.9	95.1	97.2
Retail**	35.7	39.2	41.4	40.9	47.5	54.6	57.5	56.7
Ground Tran.	5.6	6.5	6.7	6.4	7.5	9.0	9.7	10.2
Visitor Air Tran.	1.3	2.2	1.6	1.3	1.7	2.3	2.5	2.6
Other Travel*	12.8	22.1	25.5	25.2	37.8	51.0	57.9	57.4
<b>Total</b>	<b>271.7</b>	<b>326.6</b>	<b>360.9</b>	<b>348.7</b>	<b>420.7</b>	<b>520.6</b>	<b>565.5</b>	<b>570.2</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	9,170	10,080	10,540	9,820	11,290	12,560	13,040	12,760
Arts, Ent. & Rec.	4,550	4,900	5,250	4,860	5,090	5,530	5,780	5,760
Retail**	1,880	1,930	1,970	1,890	2,070	2,180	2,210	2,140
Ground Tran.	240	250	240	220	230	240	250	250
Visitor Air Tran.	40	80	60	40	40	50	50	50
Other Travel*	540	850	920	850	1,130	1,340	1,450	1,370
<b>Total</b>	<b>16,420</b>	<b>18,090</b>	<b>18,990</b>	<b>17,670</b>	<b>19,850</b>	<b>21,900</b>	<b>22,790</b>	<b>22,330</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	8.7	11.9	13.0	11.7	16.1	20.4	21.2	22.6
State Tax Receipts	30.0	36.7	39.4	38.0	46.9	59.2	62.5	62.8
<b>Total</b>	<b>38.7</b>	<b>48.6</b>	<b>52.4</b>	<b>49.7</b>	<b>63.0</b>	<b>79.6</b>	<b>83.7</b>	<b>85.3</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Willamette Valley Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>1,002</b>	<b>1,296</b>	<b>1,276</b>	<b>1,486</b>	<b>1,628</b>	<b>1,710</b>	<b>1,700</b>
All Overnight	675	934	915	1,073	1,185	1,245	1,226
Hotel, Motel, STVR*	305	457	433	542	628	658	664
Private Home	319	410	419	461	484	511	483
Other Overnight	51	67	62	70	73	76	79
Day Travel	327	362	361	413	444	465	474
Day Travel	327	362	361	413	444	465	474

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$336	\$717	\$140	\$296	2.4	2.1
Private Home	\$95	\$324	\$38	\$128	2.5	3.4
Other Overnight	\$136	\$510	\$40	\$151	3.4	3.8
All Overnight	\$160	\$477	\$63	\$187	2.5	3.0

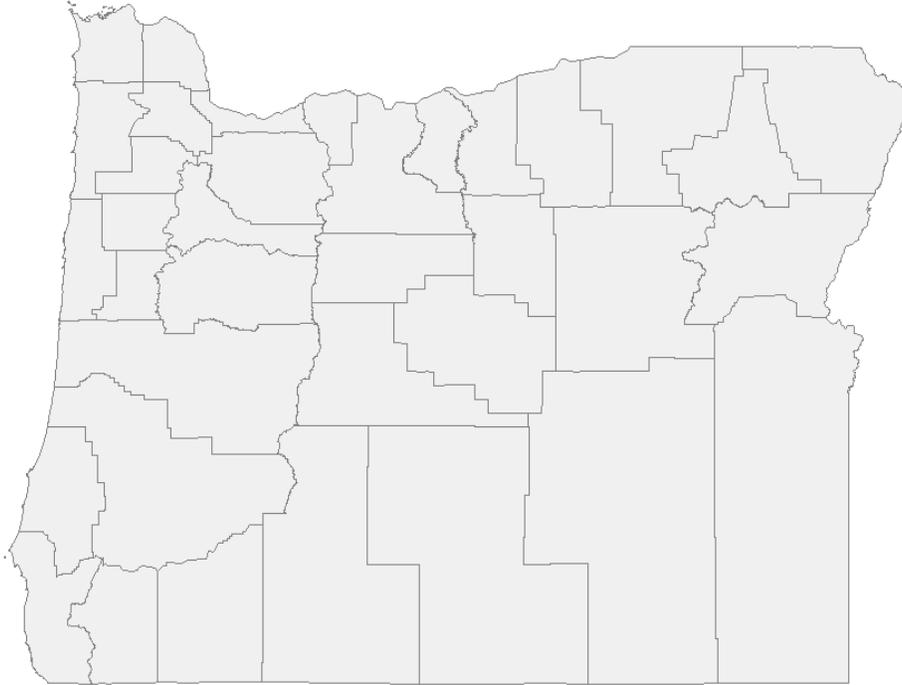
### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	4,612	4,746	4,746	1,929	1,986	1,978
Private Home	13,420	13,665	12,766	5,343	5,448	5,106
Other Overnight	1,895	1,929	1,972	561	570	583
All Overnight	19,927	20,340	19,484	7,832	8,005	7,666

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	2,170	2,236	2,241	899	927	926
Private Home	3,957	4,030	3,781	1,554	1,584	1,489
Other Overnight	505	514	526	149	152	155
All Overnight	6,632	6,781	6,547	2,603	2,663	2,571

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

## IV. OREGON COUNTY TRAVEL IMPACTS



## 2019p Economic Impacts of Travel

	(\$Millions)						
	Spending		Earnings	Employment	Tax Revenue (\$000)		
	Total	Visitor			Local	State	Total
Baker	50.7	48.4	16.5	770	553	1,612	2,166
Benton	142.6	127.0	40.6	1,910	2,546	4,862	7,408
Clackamas	567.9	478.6	199.7	6,470	5,996	20,812	26,809
East Clackamas	147.2	136.3	54.1	1,790	1,311	4,791	6,102
West Clackamas	405.2	341.3	143.5	4,620	4,685	14,583	19,268
South Clackamas	15.5	1.0	2.1	60	0	1,439	1,439
Clatsop	601.3	595.5	215.7	6,830	11,560	17,993	29,554
Columbia	42.6	35.0	14.5	740	0	1,815	1,815
Coos	288.5	277.3	90.0	3,360	1,529	9,034	10,563
Crook	52.8	49.3	16.7	710	362	1,617	1,980
Curry	143.0	139.6	57.8	2,200	682	4,271	4,953
Deschutes	886.3	789.4	246.2	7,870	17,020	24,861	41,881
Douglas	252.5	236.4	76.9	3,180	1,460	7,844	9,304
East Douglas	186.8	171.7	56.2	2,330	1,221	6,094	7,315
West Douglas	65.7	64.7	20.7	850	239	1,750	1,989
Gilliam	4.9	4.6	1.5	70	0	162	162
Grant	12.1	11.0	3.4	190	93	380	473
Harney	20.2	19.1	7.7	360	329	637	966
Hood River	119.0	115.2	33.2	1,170	2,491	3,659	6,150
Jackson	626.3	525.3	170.7	5,790	10,215	17,199	27,414
Jefferson	59.0	55.5	20.1	1,060	820	2,077	2,896
Josephine	141.3	128.6	52.9	2,030	1,432	5,184	6,616
Klamath	162.2	151.7	56.3	2,140	2,045	5,551	7,595
Lake	15.2	14.1	3.5	210	133	454	587
Lane	1,040.6	782.9	308.4	11,140	13,585	28,483	42,068
East Lane	894.5	659.5	256.4	9,200	12,721	24,720	37,441
West Lane	146.1	123.4	51.9	1,940	864	3,763	4,627
Lincoln	644.2	630.1	193.3	6,650	14,281	18,541	32,821
Linn	157.0	138.4	43.1	1,920	1,677	5,662	7,339
Malheur	46.8	42.3	14.2	600	908	1,568	2,476
Marion	454.3	393.3	125.0	4,910	4,801	15,895	20,697
Morrow	17.1	15.4	5.2	250	6	615	621
Multnomah	4,383.0	2,951.9	1,153.2	23,940	118,022	94,348	212,370
East Multnomah	99.1	92.6	30.8	1,110	1,870	2,857	4,727
West Multnomah	4,283.9	2,859.4	1,122.4	22,830	116,152	91,491	207,643
Polk	183.6	171.1	59.9	2,470	0	5,117	5,117
Sherman	5.7	5.5	1.7	60	19	178	198
Tillamook	249.4	245.5	92.2	2,350	1,657	6,883	8,540
Umatilla	174.3	160.6	59.3	2,610	1,910	5,976	7,886
Union	38.0	34.1	15.4	670	634	1,344	1,978
Wallowa	33.2	32.2	14.3	630	411	1,023	1,434
Wasco	105.1	101.2	39.7	1,600	1,277	3,230	4,507
Washington	894.1	749.8	286.8	8,760	18,066	30,894	48,960
Wheeler	3.2	3.0	0.8	40	0	97	97
Yamhill	138.7	121.8	43.1	1,860	827	5,072	5,900

Note: The sum of destination spending for the counties will be less than statewide destination spending because of the treatment of transportation expenditures (airfares and a portion of ground transportation expenditures are not included in county destination spending).

**2019p Overnight Visitor Volume (thousands)**

	Nights		Trips	
	Person	Party	Person	Party
Baker	672	239	250	91
Benton	1,577	617	723	285
Clackamas	6,234	3,000	2,237	1,041
Clatsop	3,980	1,506	1,764	684
Columbia	694	309	231	103
Coos	2,651	991	1,084	414
Crook	737	266	318	118
Curry	1,634	553	674	238
Deschutes	7,370	2,886	2,924	1,146
Douglas	2,550	922	964	356
Gilliam/Sherman	159	55	67	24
Gilliam	71	25	29	10
Grant	229	80	92	33
Harney	280	101	124	46
Hood River	1,034	393	444	172
Jackson	5,533	2,243	2,172	868
Jefferson	957	323	373	130
Josephine	1,971	742	745	284
Klamath	2,210	817	859	324
Lake	269	94	112	40
Lane	8,337	3,280	3,171	1,240
Lincoln	5,182	1,919	2,211	843
Linn	2,038	769	856	328
Malheur	653	248	297	115
Marion	5,626	2,140	2,077	798
Morrow	275	103	124	47
Multnomah	13,160	6,464	5,431	2,573
Polk	1,168	449	491	190
Sherman	88	31	38	14
Tillamook	2,628	898	1,118	397
Umatilla	1,784	686	839	327
Union	584	214	248	93
Wallowa	465	162	201	73
Wasco	1,062	383	472	176
Washington	8,814	4,374	3,246	1,564
Wheeler	75	24	28	10
Yamhill	1,772	694	811	320

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

## Baker County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$63,294
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.48

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,008
Additional employment if each resident household encouraged one additional overnight visitor	16

### Visitor Shares

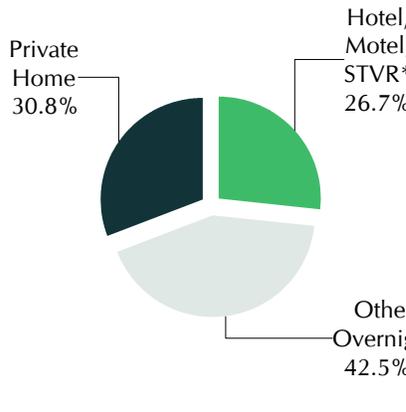
Travel Share of Total Employment (2018)*	8.5 %
Overnight Visitor Share of Resident Population (2018)**	11.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

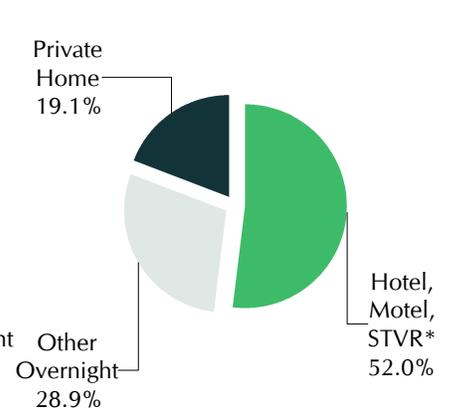
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	95.0	179.7	18.7
Private Home	68.1	207.1	6.9
Other Overnight	87.1	285.7	10.4
All Overnight	250.2	672.4	35.9

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Baker**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	39.1	41.7	43.6	47.2	49.1	50.7	3.4%	2.2%
Other	1.4	2.2	2.5	2.0	2.3	2.3	0.7%	0.7%
Visitor	37.7	39.5	41.1	45.2	46.7	48.4	3.5%	2.3%
Non-transportation	34.1	34.5	36.1	40.7	41.7	43.3	3.7%	2.6%
Transportation	3.6	5.0	5.1	4.4	5.0	5.1	1.6%	0.3%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	10.3	10.9	12.3	15.0	15.6	16.5	5.8%	4.7%
<b>Employment (Jobs)</b>								
Employment	850	670	720	740	740	770	3.7%	1.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.3	1.5	1.6	2.0	2.1	2.2	3.9%	4.3%
Local	0.3	0.4	0.4	0.5	0.5	0.6	3.6%	3.6%
State	1.0	1.1	1.2	1.5	1.6	1.6	3.9%	4.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Baker County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	37.7	41.4	38.9	39.5	41.1	45.2	46.7	48.4
Other Travel*	1.4	2.3	2.8	2.2	2.5	2.0	2.3	2.3
<b>Total</b>	<b>39.1</b>	<b>43.6</b>	<b>41.7</b>	<b>41.7</b>	<b>43.6</b>	<b>47.2</b>	<b>49.1</b>	<b>50.7</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	5.9	6.9	7.3	7.5	7.6	9.7	9.9	10.2
Arts, Ent. & Rec.	6.1	6.2	5.3	5.3	5.4	5.8	5.9	6.0
Food Service	10.1	11.1	10.2	10.8	11.6	13.5	14.1	14.8
Food Stores	4.8	4.9	4.6	4.7	5.3	5.5	5.6	5.7
Local Tran. & Gas	3.6	5.3	5.7	5.0	5.1	4.4	5.0	5.1
Retail Sales	7.1	7.0	5.8	6.0	6.1	6.3	6.3	6.5
<b>Total</b>	<b>37.7</b>	<b>41.4</b>	<b>38.9</b>	<b>39.5</b>	<b>41.1</b>	<b>45.2</b>	<b>46.7</b>	<b>48.4</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	6.8	7.5	7.4	7.5	8.3	10.4	10.9	11.6
Arts, Ent. & Rec.	1.7	1.7	1.7	1.6	2.1	2.4	2.4	2.6
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	1.6	1.6	1.5	1.5	1.6	1.8	1.9	1.9
<b>Total</b>	<b>10.3</b>	<b>11.2</b>	<b>10.9</b>	<b>10.9</b>	<b>12.3</b>	<b>15.0</b>	<b>15.6</b>	<b>16.5</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	450	450	430	400	400	420	440	450
Arts, Ent. & Rec.	290	200	180	180	220	220	210	220
Ground Tran.	10	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10	10
Retail**	100	90	80	80	80	90	80	90
<b>Total</b>	<b>850</b>	<b>750</b>	<b>700</b>	<b>670</b>	<b>720</b>	<b>740</b>	<b>740</b>	<b>770</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.6
State Tax Receipts	1.0	1.1	1.1	1.1	1.2	1.5	1.6	1.6
<b>Total</b>	<b>1.3</b>	<b>1.5</b>	<b>1.5</b>	<b>1.5</b>	<b>1.6</b>	<b>2.0</b>	<b>2.1</b>	<b>2.2</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Baker County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>37.7</b>	<b>38.9</b>	<b>39.5</b>	<b>41.1</b>	<b>45.2</b>	<b>46.7</b>	<b>48.4</b>
<b>All Overnight</b>	<b>25.6</b>	<b>29.0</b>	<b>29.3</b>	<b>30.2</b>	<b>33.5</b>	<b>34.6</b>	<b>35.9</b>
Hotel, Motel, STVR*	11.9	15.2	15.0	14.5	17.3	17.9	18.7
Private Home	5.2	5.8	6.0	6.5	6.6	6.8	6.9
Other Overnight	8.4	8.0	8.3	9.2	9.6	10.0	10.4
<b>Day Travel</b>	<b>12.1</b>	<b>9.9</b>	<b>10.2</b>	<b>11.0</b>	<b>11.7</b>	<b>12.1</b>	<b>12.5</b>
Day Travel	12.1	9.9	10.2	11.0	11.7	12.1	12.5

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$254	\$480	\$104	\$196	2.4	1.9
Private Home	\$86	\$263	\$33	\$101	2.6	3.0
Other Overnight	\$120	\$396	\$36	\$119	3.3	3.3
All Overnight	\$150	\$394	\$53	\$143	2.8	2.6

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	180	0	0	73
Private Home	0	0	207	0	0	79
Other Overnight	0	0	286	0	0	86
All Overnight	0	0	672	0	0	239

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	95	0	0	39
Private Home	0	0	68	0	0	26
Other Overnight	0	0	87	0	0	26
All Overnight	0	0	250	0	0	91

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Benton County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$68,546
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.83

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,832
Additional employment if each resident household encouraged one additional overnight visitor	70

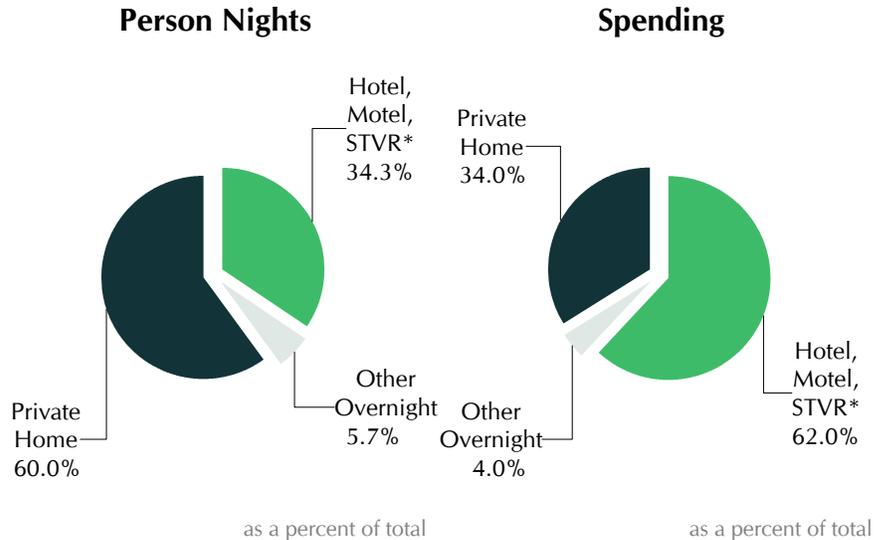
### Visitor Shares

Travel Share of Total Employment (2018)*	3.6 %
Overnight Visitor Share of Resident Population (2018)**	4.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	325.3	541.2	58.3
Private Home	368.2	946.6	31.9
Other Overnight	29.8	89.7	3.8
<b>All Overnight</b>	<b>723.4</b>	<b>1,577.4</b>	<b>94.0</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Benton**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	75.5	99.1	115.3	122.0	134.3	142.6	6.2%	4.1%
Other	9.3	13.7	15.4	14.5	15.2	15.6	2.8%	1.4%
Visitor	66.2	85.4	99.9	107.5	119.1	127.0	6.6%	4.5%
Non-transportation	59.7	74.3	87.1	96.5	105.8	113.0	6.8%	4.8%
Transportation	6.5	11.1	12.8	10.9	13.3	14.0	5.4%	2.7%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	19.7	25.1	30.5	35.8	38.3	40.6	6.1%	5.5%
<b>Employment (Jobs)</b>								
Employment	1,320	1,460	1,600	1,790	1,870	1,910	2.2%	3.0%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	3.0	4.0	5.0	6.1	6.6	7.4	11.8%	7.0%
Local	0.8	1.2	1.5	1.8	2.0	2.5	28.2%	9.1%
State	2.3	2.9	3.6	4.3	4.6	4.9	4.8%	6.0%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Benton County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	66.2	80.1	83.1	85.4	99.9	107.5	119.1	127.0
Other Travel*	9.3	14.0	16.8	13.7	15.4	14.5	15.2	15.6
<b>Total</b>	<b>75.5</b>	<b>94.1</b>	<b>99.8</b>	<b>99.1</b>	<b>115.3</b>	<b>122.0</b>	<b>134.3</b>	<b>142.6</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	9.6	13.6	14.6	14.5	18.7	22.5	25.3	27.4
Arts, Ent. & Rec.	10.9	11.9	11.5	11.9	13.0	13.8	14.9	15.6
Food Service	18.4	21.9	22.5	24.6	29.4	33.3	37.1	40.3
Food Stores	7.3	8.1	8.7	9.0	10.5	10.9	11.5	12.0
Local Tran. & Gas	6.5	10.3	12.3	11.1	12.8	10.9	13.3	14.0
Retail Sales	13.6	14.3	13.5	14.4	15.6	16.0	17.0	17.7
<b>Total</b>	<b>66.2</b>	<b>80.1</b>	<b>83.1</b>	<b>85.4</b>	<b>99.9</b>	<b>107.5</b>	<b>119.1</b>	<b>127.0</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	11.5	14.4	15.5	15.8	20.2	23.6	26.5	27.8
Arts, Ent. & Rec.	3.7	4.1	4.6	4.4	4.9	5.7	5.4	5.9
Ground Tran.	0.3	0.4	0.4	0.4	0.5	0.6	0.7	0.8
Other Travel*	1.4	1.6	1.6	1.3	1.3	1.9	1.5	1.6
Retail**	2.7	3.0	3.0	3.1	3.6	4.0	4.3	4.5
<b>Total</b>	<b>19.7</b>	<b>23.4</b>	<b>25.0</b>	<b>25.1</b>	<b>30.5</b>	<b>35.8</b>	<b>38.3</b>	<b>40.6</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	730	840	850	800	940	1,000	1,060	1,060
Arts, Ent. & Rec.	350	430	450	440	430	530	560	590
Ground Tran.	10	10	10	10	20	20	20	20
Other Travel*	70	60	60	50	50	70	50	60
Retail**	160	160	160	160	170	170	180	180
<b>Total</b>	<b>1,320</b>	<b>1,510</b>	<b>1,530</b>	<b>1,460</b>	<b>1,600</b>	<b>1,790</b>	<b>1,870</b>	<b>1,910</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.8	1.1	1.2	1.2	1.5	1.8	2.0	2.5
State Tax Receipts	2.3	2.8	2.9	2.9	3.6	4.3	4.6	4.9
<b>Total</b>	<b>3.0</b>	<b>3.8</b>	<b>4.0</b>	<b>4.0</b>	<b>5.0</b>	<b>6.1</b>	<b>6.6</b>	<b>7.4</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Benton County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>66.2</b>	<b>83.1</b>	<b>85.4</b>	<b>99.9</b>	<b>107.5</b>	<b>119.1</b>	<b>127.0</b>
<b>All Overnight</b>	<b>45.0</b>	<b>60.9</b>	<b>62.0</b>	<b>73.0</b>	<b>78.9</b>	<b>87.9</b>	<b>94.0</b>
Hotel, Motel, STVR*	22.1	33.5	33.4	42.0	46.1	53.0	58.3
Private Home	20.3	24.3	25.7	27.7	29.2	31.2	31.9
Other Overnight	2.6	3.0	2.9	3.3	3.5	3.7	3.8
<b>Day Travel</b>	<b>21.2</b>	<b>22.2</b>	<b>23.3</b>	<b>27.0</b>	<b>28.6</b>	<b>31.2</b>	<b>33.0</b>
Day Travel	21.2	22.2	23.3	27.0	28.6	31.2	33.0

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$264	\$440	\$108	\$179	2.5	1.7
Private Home	\$86	\$222	\$34	\$87	2.6	2.6
Other Overnight	\$144	\$431	\$42	\$128	3.4	3.0
All Overnight	\$152	\$330	\$60	\$130	2.6	2.2

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	541	0	0	221
Private Home	0	0	947	0	0	370
Other Overnight	0	0	90	0	0	26
All Overnight	0	0	1,577	0	0	617

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	325	0	0	133
Private Home	0	0	368	0	0	144
Other Overnight	0	0	30	0	0	9
All Overnight	0	0	723	0	0	285

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Clackamas County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$78,432
Employee Earnings generated by \$100 Visitor Spending	\$39
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.60

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$24,214
Additional employment if each resident household encouraged one additional overnight visitor	309

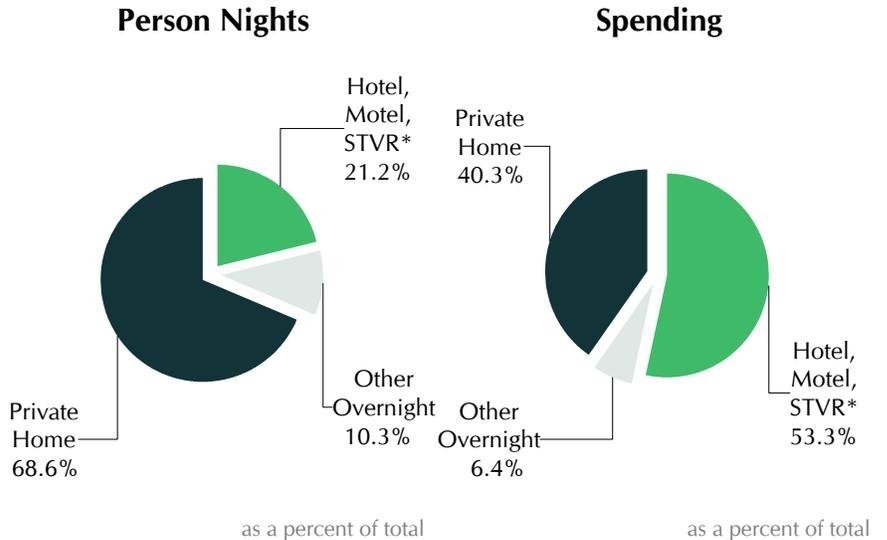
### Visitor Shares

Travel Share of Total Employment (2018)*	2.7 %
Overnight Visitor Share of Resident Population (2018)**	4.1 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	661.3	1,319.5	191.5
Private Home	1,381.9	4,275.2	144.9
Other Overnight	193.4	639.7	23.1
All Overnight	2,236.6	6,234.5	359.6

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Clackamas**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	344.6	460.1	551.6	611.3	625.6	567.9	-9.2%	2.4%
Other	38.1	74.0	89.2	80.6	88.2	89.3	1.2%	2.1%
Visitor	306.5	386.1	462.4	530.7	537.4	478.6	-10.9%	2.4%
Non-transportation	275.6	337.3	405.5	475.4	477.1	425.7	-10.8%	2.6%
Transportation	30.9	48.9	57.0	55.3	60.2	52.9	-12.1%	0.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	88.5	116.0	143.0	175.0	189.7	199.7	5.2%	6.2%
<b>Employment (Jobs)</b>								
Employment	4,710	5,180	5,820	6,430	6,580	6,470	-1.7%	2.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	11.3	15.8	20.4	26.2	26.9	26.8	-0.4%	6.1%
Local	2.0	3.2	4.6	6.2	6.0	6.0	-0.4%	7.2%
State	9.2	12.6	15.8	20.1	20.9	20.8	-0.3%	5.8%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Clackamas County

### Travel Impacts, 2003-2019p

Total Direct Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	306.5	380.0	405.7	386.1	462.4	530.7	537.4	478.6
Other Travel*	38.1	53.3	63.5	74.0	89.2	80.6	88.2	89.3
<b>Total</b>	<b>344.6</b>	<b>433.3</b>	<b>469.1</b>	<b>460.1</b>	<b>551.6</b>	<b>611.3</b>	<b>625.6</b>	<b>567.9</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	41.7	59.2	66.8	58.5	79.5	106.2	103.9	94.7
Arts, Ent. & Rec.	41.3	47.3	47.6	45.3	50.9	56.6	56.9	48.2
Food Service	89.3	110.5	118.0	119.0	144.7	173.1	177.2	162.1
Food Stores	24.2	28.4	32.4	30.8	36.9	39.4	39.6	32.1
Local Tran. & Gas	30.9	47.0	56.2	48.9	57.0	55.3	60.2	52.9
Retail Sales	79.0	87.6	84.7	83.7	93.5	100.0	99.5	88.5
<b>Total</b>	<b>306.5</b>	<b>380.0</b>	<b>405.7</b>	<b>386.1</b>	<b>462.4</b>	<b>530.7</b>	<b>537.4</b>	<b>478.6</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	53.8	68.7	77.0	72.0	89.2	113.3	126.3	140.6
Arts, Ent. & Rec.	12.4	14.2	16.5	14.8	18.7	22.2	23.0	20.3
Ground Tran.	3.3	4.0	4.3	4.1	5.0	6.4	6.5	6.5
Other Travel*	6.7	6.6	7.1	11.2	13.7	13.9	14.1	15.0
Retail**	12.2	13.9	14.6	13.9	16.3	19.2	19.7	17.3
<b>Total</b>	<b>88.5</b>	<b>107.4</b>	<b>119.5</b>	<b>116.0</b>	<b>143.0</b>	<b>175.0</b>	<b>189.7</b>	<b>199.7</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	2,860	3,270	3,460	3,130	3,570	4,060	4,230	4,420
Arts, Ent. & Rec.	920	1,020	1,120	1,010	1,100	1,220	1,210	990
Ground Tran.	140	150	140	140	150	170	160	160
Other Travel*	260	260	250	350	390	340	350	360
Retail**	520	580	600	560	610	640	630	540
<b>Total</b>	<b>4,710</b>	<b>5,270</b>	<b>5,580</b>	<b>5,180</b>	<b>5,820</b>	<b>6,430</b>	<b>6,580</b>	<b>6,470</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	2.0	3.3	3.8	3.2	4.6	6.2	6.0	6.0
State Tax Receipts	9.2	11.5	12.3	12.6	15.8	20.1	20.9	20.8
<b>Total</b>	<b>11.3</b>	<b>14.8</b>	<b>16.1</b>	<b>15.8</b>	<b>20.4</b>	<b>26.2</b>	<b>26.9</b>	<b>26.8</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Clackamas County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>306.5</b>	<b>405.7</b>	<b>386.1</b>	<b>462.4</b>	<b>530.7</b>	<b>537.4</b>	<b>478.6</b>
<b>All Overnight</b>	<b>222.3</b>	<b>310.6</b>	<b>293.0</b>	<b>352.6</b>	<b>408.9</b>	<b>413.8</b>	<b>359.6</b>
Hotel, Motel, STVR*	95.7	147.1	133.1	169.6	212.1	210.6	191.5
Private Home	113.4	142.9	141.7	162.6	175.3	180.9	144.9
Other Overnight	13.3	20.6	18.2	20.5	21.5	22.3	23.1
<b>Day Travel</b>	<b>84.2</b>	<b>95.1</b>	<b>93.2</b>	<b>109.8</b>	<b>121.7</b>	<b>123.6</b>	<b>119.0</b>
Day Travel	84.2	95.1	93.2	109.8	121.7	123.6	119.0

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$307	\$631	\$145	\$290	2.1	2.1
Private Home	\$67	\$214	\$34	\$105	2.0	3.2
Other Overnight	\$117	\$389	\$36	\$120	3.2	3.3
All Overnight	\$120	\$346	\$58	\$161	2.1	2.9

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	1,320	0	0	625
Private Home	0	0	4,275	0	0	2,112
Other Overnight	0	0	640	0	0	198
All Overnight	0	0	6,234	0	0	3,000

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	661	0	0	303
Private Home	0	0	1,382	0	0	666
Other Overnight	0	0	193	0	0	59
All Overnight	0	0	2,237	0	0	1,041

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Clatsop County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$87,302
Employee Earnings generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.96

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,701
Additional employment if each resident household encouraged one additional overnight visitor	42

### Visitor Shares

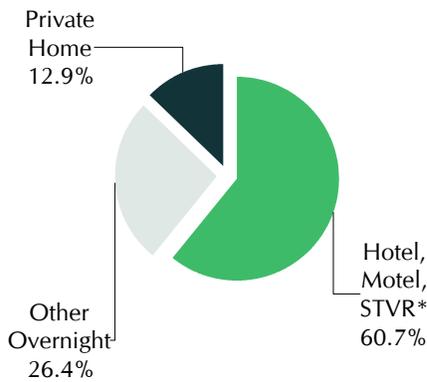
Travel Share of Total Employment (2018)*	25.8 %
Overnight Visitor Share of Resident Population (2018)**	27.2 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

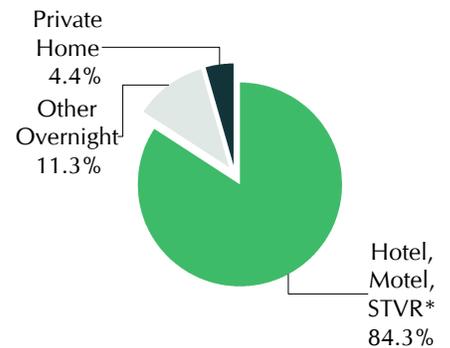
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,277.8	2,417.0	323.6
Private Home	168.7	513.2	17.0
Other Overnight	317.7	1,050.3	43.3
All Overnight	1,764.2	3,980.5	383.9

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Clatsop**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	317.6	405.2	516.4	561.1	582.9	601.3	3.1%	4.5%
Other	10.6	18.2	7.0	5.0	5.8	5.8	0.7%	-11.9%
Visitor	307.0	387.0	509.4	556.1	577.2	595.5	3.2%	4.9%
Non-transportation	282.6	345.6	454.4	508.7	523.7	541.1	3.3%	5.1%
Transportation	24.4	41.4	55.0	47.4	53.5	54.3	1.5%	3.1%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	92.1	118.6	142.4	177.7	203.0	215.7	6.2%	6.9%
<b>Employment (Jobs)</b>								
Employment	4,760	5,010	5,470	6,210	6,620	6,830	3.2%	3.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	12.0	16.5	21.6	27.0	28.8	29.6	2.7%	6.7%
Local	4.9	6.8	9.3	11.1	11.5	11.6	0.5%	6.1%
State	7.1	9.7	12.3	15.9	17.3	18.0	4.2%	7.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Clatsop County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	307.0	370.3	397.1	387.0	509.4	556.1	577.2	595.5
Other Travel*	10.6	17.9	15.5	18.2	7.0	5.0	5.8	5.8
<b>Total</b>	<b>317.6</b>	<b>388.2</b>	<b>412.7</b>	<b>405.2</b>	<b>516.4</b>	<b>561.1</b>	<b>582.9</b>	<b>601.3</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	65.8	86.5	94.6	93.2	122.6	146.8	151.5	153.8
Arts, Ent. & Rec.	46.8	51.6	51.6	49.8	62.6	66.8	68.2	70.0
Food Service	85.3	101.9	110.4	112.7	155.0	177.1	184.7	194.8
Food Stores	27.7	30.6	32.8	31.8	41.6	43.2	43.9	45.4
Local Tran. & Gas	24.4	38.7	49.2	41.4	55.0	47.4	53.5	54.3
Retail Sales	56.9	61.1	58.5	58.1	72.5	74.7	75.5	77.2
<b>Total</b>	<b>307.0</b>	<b>370.3</b>	<b>397.1</b>	<b>387.0</b>	<b>509.4</b>	<b>556.1</b>	<b>577.2</b>	<b>595.5</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	62.4	76.4	85.3	83.0	105.7	136.3	158.2	168.6
Arts, Ent. & Rec.	14.5	16.0	18.4	16.7	18.8	21.5	23.4	24.9
Ground Tran.	1.2	1.4	1.5	1.5	2.1	2.5	2.6	2.8
Other Travel*	3.4	5.7	4.1	5.8	0.7	0.2	0.3	0.3
Retail**	10.6	11.7	12.0	11.6	15.1	17.1	18.5	18.9
<b>Total</b>	<b>92.1</b>	<b>111.1</b>	<b>121.5</b>	<b>118.6</b>	<b>142.4</b>	<b>177.7</b>	<b>203.0</b>	<b>215.7</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	3,310	3,620	3,740	3,520	3,910	4,630	4,980	5,190
Arts, Ent. & Rec.	790	850	960	830	840	850	880	880
Ground Tran.	50	50	50	50	60	70	70	70
Other Travel*	70	80	70	70	30	10	10	10
Retail**	540	550	560	540	630	660	680	680
<b>Total</b>	<b>4,760</b>	<b>5,140</b>	<b>5,390</b>	<b>5,010</b>	<b>5,470</b>	<b>6,210</b>	<b>6,620</b>	<b>6,830</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	4.9	6.3	6.8	6.8	9.3	11.1	11.5	11.6
State Tax Receipts	7.1	9.2	10.0	9.7	12.3	15.9	17.3	18.0
<b>Total</b>	<b>12.0</b>	<b>15.5</b>	<b>16.7</b>	<b>16.5</b>	<b>21.6</b>	<b>27.0</b>	<b>28.8</b>	<b>29.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Clatsop County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>307.0</b>	<b>397.1</b>	<b>387.0</b>	<b>509.4</b>	<b>556.1</b>	<b>577.2</b>	<b>595.5</b>
<b>All Overnight</b>	<b>176.8</b>	<b>254.1</b>	<b>246.7</b>	<b>324.1</b>	<b>358.7</b>	<b>373.1</b>	<b>383.9</b>
Hotel, Motel, STVR*	133.8	205.3	198.9	270.5	302.7	314.8	323.6
Private Home	11.4	14.1	13.6	15.4	15.8	16.5	17.0
Other Overnight	31.5	34.7	34.2	38.2	40.2	41.8	43.3
<b>Day Travel</b>	<b>130.2</b>	<b>143.0</b>	<b>140.3</b>	<b>185.3</b>	<b>197.4</b>	<b>204.1</b>	<b>211.6</b>
Day Travel	130.2	143.0	140.3	185.3	197.4	204.1	211.6

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$327	\$619	\$134	\$253	2.4	1.9
Private Home	\$86	\$263	\$33	\$101	2.6	3.0
Other Overnight	\$135	\$448	\$41	\$136	3.3	3.3
All Overnight	\$255	\$561	\$96	\$218	2.6	2.2

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	2,417	0	0	989
Private Home	0	0	513	0	0	197
Other Overnight	0	0	1,050	0	0	321
All Overnight	0	0	3,980	0	0	1,506

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	1,278	0	0	523
Private Home	0	0	169	0	0	65
Other Overnight	0	0	318	0	0	97
All Overnight	0	0	1,764	0	0	684

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Columbia County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$49,033
Employee Earnings generated by \$100 Visitor Spending	\$40
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.19

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$2,037
Additional employment if each resident household encouraged one additional overnight visitor	42

### Visitor Shares

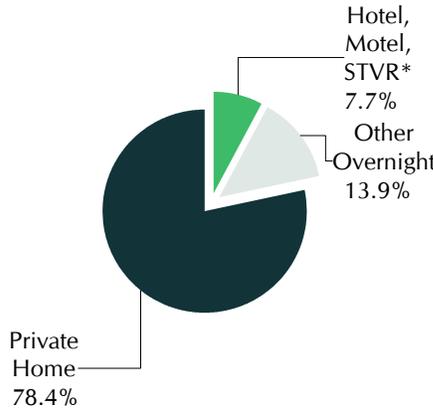
Travel Share of Total Employment (2018)*	3.9 %
Overnight Visitor Share of Resident Population (2018)**	3.6 %

### Overnight Visitor Spending and Volume

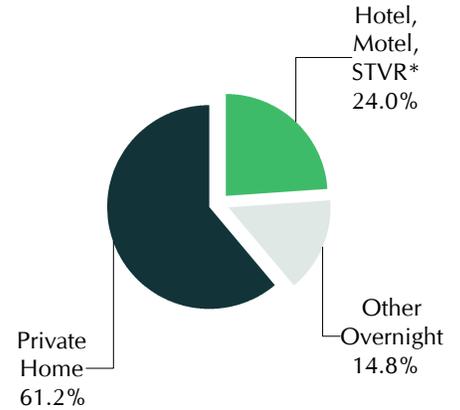
\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



**Spending**



as a percent of total

as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	26.1	53.3	5.5
Private Home	175.5	544.4	14.1
Other Overnight	29.6	96.6	3.4
All Overnight	231.2	694.4	23.0

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Columbia**  
**Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	25.8	33.7	38.4	39.3	41.5	42.6	2.7%	2.6%
Other	4.0	6.7	7.7	6.6	7.6	7.6	0.7%	1.4%
Visitor	21.8	27.0	30.7	32.7	33.9	35.0	3.1%	2.9%
Non-transportation	19.8	23.8	27.1	29.5	30.4	31.4	3.3%	3.1%
Transportation	2.0	3.2	3.6	3.2	3.6	3.6	1.1%	1.3%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	5.8	8.2	10.0	12.9	13.8	14.5	5.1%	6.6%
<b>Employment (Jobs)</b>								
Employment	440	530	580	680	700	740	5.4%	3.8%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.9	1.1	1.4	1.7	1.8	1.8	2.9%	5.6%
State	0.9	1.1	1.4	1.7	1.8	1.8	2.9%	5.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Columbia County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	21.8	26.9	27.9	27.0	30.7	32.7	33.9	35.0
Other Travel*	4.0	6.8	8.5	6.7	7.7	6.6	7.6	7.6
<b>Total</b>	<b>25.8</b>	<b>33.7</b>	<b>36.4</b>	<b>33.7</b>	<b>38.4</b>	<b>39.3</b>	<b>41.5</b>	<b>42.6</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	2.0	2.9	2.8	2.5	2.7	3.3	3.4	3.5
Arts, Ent. & Rec.	3.4	4.0	3.8	3.7	4.0	4.2	4.3	4.4
Food Service	6.3	7.7	7.9	8.2	9.6	10.8	11.4	11.9
Food Stores	3.6	4.2	4.8	4.7	5.7	5.8	5.9	6.1
Local Tran. & Gas	2.0	3.2	3.7	3.2	3.6	3.2	3.6	3.6
Retail Sales	4.5	4.9	4.7	4.7	5.2	5.3	5.3	5.4
<b>Total</b>	<b>21.8</b>	<b>26.9</b>	<b>27.9</b>	<b>27.0</b>	<b>30.7</b>	<b>32.7</b>	<b>33.9</b>	<b>35.0</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	3.3	4.3	4.5	5.2	6.7	9.4	10.2	10.8
Arts, Ent. & Rec.	1.1	1.3	1.4	1.3	1.3	1.3	1.3	1.3
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Other Travel*	0.2	0.2	0.2	0.2	0.3	0.3	0.4	0.4
Retail**	1.0	1.2	1.3	1.2	1.5	1.6	1.7	1.7
<b>Total</b>	<b>5.8</b>	<b>7.2</b>	<b>7.6</b>	<b>8.2</b>	<b>10.0</b>	<b>12.9</b>	<b>13.8</b>	<b>14.5</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	240	290	280	310	360	420	430	440
Arts, Ent. & Rec.	120	150	150	140	140	170	170	190
Ground Tran.	10	10	10	10	10	10	10	10
Other Travel*	20	20	20	20	20	20	20	20
Retail**	60	60	60	60	70	70	70	70
<b>Total</b>	<b>440</b>	<b>530</b>	<b>520</b>	<b>530</b>	<b>580</b>	<b>680</b>	<b>700</b>	<b>740</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
State Tax Receipts	0.9	1.1	1.1	1.1	1.4	1.7	1.8	1.8
<b>Total</b>	<b>0.9</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>	<b>1.4</b>	<b>1.7</b>	<b>1.8</b>	<b>1.8</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Columbia County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>21.8</b>	<b>27.9</b>	<b>27.0</b>	<b>30.7</b>	<b>32.7</b>	<b>33.9</b>	<b>35.0</b>
<b>All Overnight</b>	<b>13.8</b>	<b>18.6</b>	<b>17.8</b>	<b>20.1</b>	<b>21.4</b>	<b>22.3</b>	<b>23.0</b>
Hotel, Motel, STVR*	4.0	5.0	4.4	4.4	5.2	5.3	5.5
Private Home	8.8	11.1	10.9	12.7	13.1	13.7	14.1
Other Overnight	1.0	2.6	2.5	3.0	3.1	3.3	3.4
<b>Day Travel</b>	<b>8.0</b>	<b>9.2</b>	<b>9.1</b>	<b>10.6</b>	<b>11.2</b>	<b>11.6</b>	<b>12.0</b>
Day Travel	8.0	9.2	9.1	10.6	11.2	11.6	12.0

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$245	\$501	\$103	\$211	2.4	2.0
Private Home	\$55	\$170	\$26	\$80	2.1	3.1
Other Overnight	\$115	\$377	\$35	\$115	3.3	3.3
All Overnight	\$74	\$224	\$33	\$99	2.2	3.0

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	53	0	0	22
Private Home	0	0	544	0	0	257
Other Overnight	0	0	97	0	0	30
All Overnight	0	0	694	0	0	309

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	26	0	0	11
Private Home	0	0	176	0	0	83
Other Overnight	0	0	30	0	0	9
All Overnight	0	0	231	0	0	103

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Coos County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$85,265
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.81

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,681
Additional employment if each resident household encouraged one additional overnight visitor	55

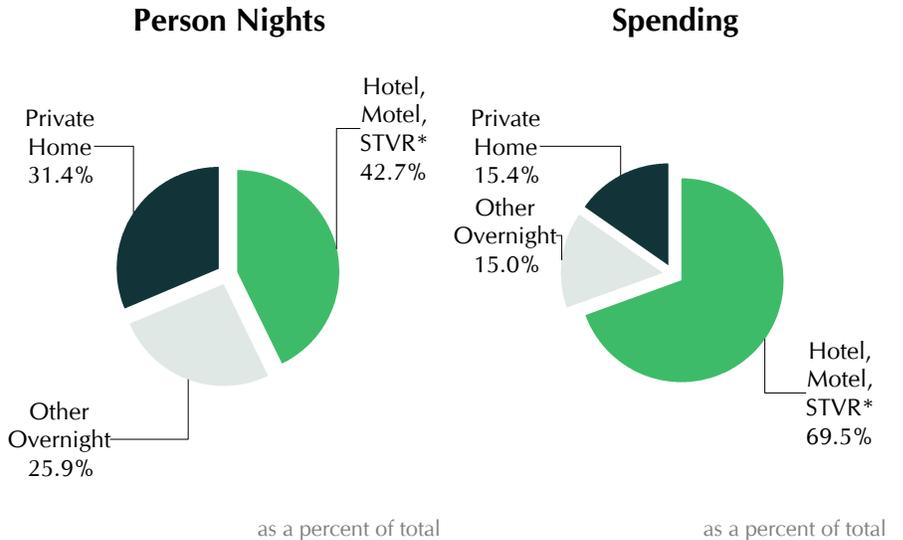
### Visitor Shares

Travel Share of Total Employment (2018)*	10.3 %
Overnight Visitor Share of Resident Population (2018)**	11.2 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	598.2	1,131.6	126.6
Private Home	274.1	833.6	28.1
Other Overnight	212.1	685.6	27.4
<b>All Overnight</b>	<b>1,084.5</b>	<b>2,650.8</b>	<b>182.0</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Coos**  
**Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	180.5	210.8	252.6	271.0	277.8	288.5	3.8%	3.5%	
Other	8.9	11.9	11.2	9.8	11.1	11.2	0.9%	-0.7%	
Visitor	171.5	198.9	241.3	261.2	266.7	277.3	4.0%	3.8%	
Non-transportation	153.3	172.4	209.4	233.4	235.6	245.4	4.2%	4.0%	
Transportation	18.2	26.4	31.9	27.9	31.1	31.9	2.4%	2.1%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	48.3	56.3	66.6	79.2	84.4	90.0	6.6%	5.3%	
<b>Employment (Jobs)</b>									
Employment	3,110	2,940	3,030	3,290	3,320	3,360	1.3%	1.5%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	5.7	6.5	7.9	9.8	10.1	10.6	4.2%	5.5%	
Local	1.2	1.1	1.2	1.5	1.5	1.5	1.9%	3.4%	
State	4.5	5.4	6.7	8.3	8.6	9.0	4.5%	5.8%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Coos County

### Travel Impacts, 2003-2019p

Total Direct Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	171.5	204.8	217.4	198.9	241.3	261.2	266.7	277.3
Other Travel*	8.9	13.2	14.9	11.9	11.2	9.8	11.1	11.2
<b>Total</b>	<b>180.5</b>	<b>218.0</b>	<b>232.3</b>	<b>210.8</b>	<b>252.6</b>	<b>271.0</b>	<b>277.8</b>	<b>288.5</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	33.3	42.7	44.7	40.7	50.1	61.5	59.1	60.8
Arts, Ent. & Rec.	33.3	36.1	35.9	33.1	38.4	40.6	41.4	42.8
Food Service	43.8	51.5	55.6	53.9	68.4	77.7	80.8	85.8
Food Stores	17.8	19.6	21.3	19.9	24.1	24.7	25.1	26.1
Local Tran. & Gas	15.1	23.7	29.6	23.5	28.9	24.8	27.9	28.6
Retail Sales	25.2	26.6	26.0	24.8	28.3	28.9	29.1	30.0
Visitor Air Tran.	3.1	4.6	4.4	2.9	3.0	3.1	3.2	3.3
<b>Total</b>	<b>171.5</b>	<b>204.8</b>	<b>217.4</b>	<b>198.9</b>	<b>241.3</b>	<b>261.2</b>	<b>266.7</b>	<b>277.3</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	29.8	35.9	39.5	36.1	42.6	51.2	55.7	60.1
Arts, Ent. & Rec.	8.8	9.6	11.0	9.5	11.4	12.8	12.8	13.8
Ground Tran.	0.7	0.8	0.9	0.8	1.1	1.3	1.4	1.5
Other Travel*	3.3	3.5	3.5	3.8	4.3	5.8	6.2	6.3
Retail**	5.6	6.1	6.5	6.0	7.2	8.0	8.2	8.4
<b>Total</b>	<b>48.3</b>	<b>56.0</b>	<b>61.3</b>	<b>56.3</b>	<b>66.6</b>	<b>79.2</b>	<b>84.4</b>	<b>90.0</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	1,820	1,930	2,010	1,700	1,770	2,000	2,030	2,110
Arts, Ent. & Rec.	860	770	840	830	820	820	820	800
Ground Tran.	30	30	30	30	30	30	30	40
Other Travel*	110	100	110	100	90	110	120	110
Retail**	290	300	310	280	310	330	320	310
<b>Total</b>	<b>3,110</b>	<b>3,140</b>	<b>3,300</b>	<b>2,940</b>	<b>3,030</b>	<b>3,290</b>	<b>3,320</b>	<b>3,360</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	1.2	1.3	1.3	1.1	1.2	1.5	1.5	1.5
State Tax Receipts	4.5	5.5	5.9	5.4	6.7	8.3	8.6	9.0
<b>Total</b>	<b>5.7</b>	<b>6.9</b>	<b>7.3</b>	<b>6.5</b>	<b>7.9</b>	<b>9.8</b>	<b>10.1</b>	<b>10.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers.\*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Coos County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>168.4</b>	<b>213.0</b>	<b>195.9</b>	<b>238.3</b>	<b>258.2</b>	<b>263.5</b>	<b>274.0</b>
<b>All Overnight</b>	<b>105.8</b>	<b>141.9</b>	<b>129.3</b>	<b>157.2</b>	<b>172.7</b>	<b>175.2</b>	<b>182.0</b>
Hotel, Motel, STVR*	64.9	94.5	83.9	107.1	121.3	121.6	126.6
Private Home	21.0	24.6	24.2	26.0	26.2	27.3	28.1
Other Overnight	19.9	22.8	21.2	24.1	25.3	26.3	27.4
<b>Day Travel</b>	<b>62.6</b>	<b>71.1</b>	<b>66.6</b>	<b>81.1</b>	<b>85.4</b>	<b>88.3</b>	<b>92.0</b>
Day Travel	62.6	71.1	66.6	81.1	85.4	88.3	92.0

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$272	\$516	\$112	\$212	2.4	1.9
Private Home	\$86	\$264	\$34	\$102	2.6	3.1
Other Overnight	\$136	\$441	\$40	\$129	3.4	3.2
All Overnight	\$184	\$440	\$69	\$168	2.7	2.4

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	1,132	0	0	465
Private Home	0	0	834	0	0	325
Other Overnight	0	0	686	0	0	201
All Overnight	0	0	2,651	0	0	991

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	598	0	0	245
Private Home	0	0	274	0	0	106
Other Overnight	0	0	212	0	0	62
All Overnight	0	0	1,084	0	0	414

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Crook County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$69,851
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.02

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,202
Additional employment if each resident household encouraged one additional overnight visitor	17

### Visitor Shares

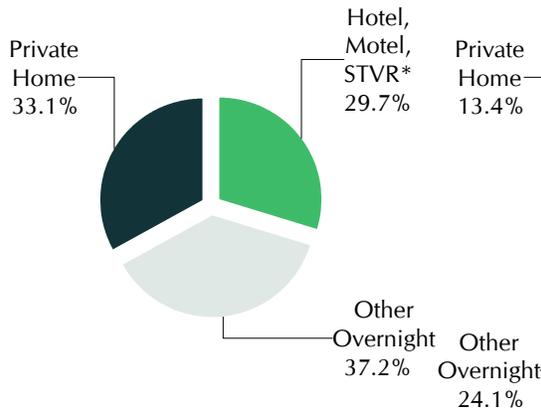
Travel Share of Total Employment (2018)*	7.0 %
Overnight Visitor Share of Resident Population (2018)**	8.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

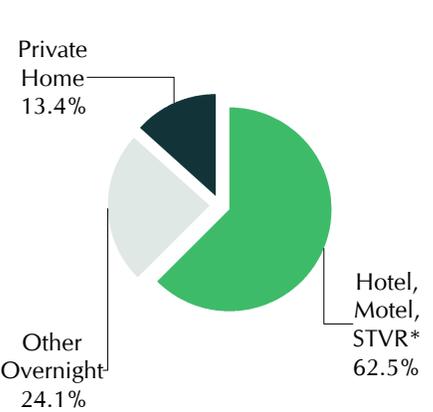
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	131.4	218.6	24.4
Private Home	94.8	243.8	5.2
Other Overnight	92.1	274.4	9.4
<b>All Overnight</b>	<b>318.4</b>	<b>736.7</b>	<b>39.0</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Crook**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	20.9	29.5	40.3	45.9	48.9	52.8	7.9%	6.7%
Other	1.8	2.9	3.3	2.9	3.5	3.5	0.7%	2.2%
Visitor	19.2	26.7	37.1	43.0	45.4	49.3	8.4%	7.1%
Non-transportation	17.7	24.1	33.8	39.9	42.0	45.6	8.8%	7.3%
Transportation	1.5	2.5	3.3	3.0	3.5	3.6	4.2%	4.0%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	5.6	8.1	10.6	13.8	15.6	16.7	6.6%	8.3%
<b>Employment (Jobs)</b>								
Employment	400	460	510	580	680	710	4.9%	5.1%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.8	0.9	1.3	1.7	1.8	2.0	7.9%	8.5%
Local	0.3	0.2	0.2	0.3	0.3	0.4	15.3%	8.3%
State	0.6	0.8	1.0	1.4	1.5	1.6	6.4%	8.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Crook County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	19.2	25.7	27.1	26.7	37.1	43.0	45.4	49.3
Other Travel*	1.8	3.2	3.9	2.9	3.3	2.9	3.5	3.5
<b>Total</b>	<b>20.9</b>	<b>28.8</b>	<b>31.0</b>	<b>29.5</b>	<b>40.3</b>	<b>45.9</b>	<b>48.9</b>	<b>52.8</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	3.0	4.8	5.0	5.4	9.2	12.0	12.6	14.4
Arts, Ent. & Rec.	3.1	4.0	4.1	4.0	5.4	6.1	6.4	6.8
Food Service	4.8	6.4	6.8	7.0	9.7	11.6	12.5	13.5
Food Stores	3.5	4.2	4.6	4.2	5.1	5.5	5.7	6.0
Local Tran. & Gas	1.5	2.5	3.0	2.5	3.3	3.0	3.5	3.6
Retail Sales	3.2	3.8	3.6	3.6	4.3	4.6	4.8	5.0
<b>Total</b>	<b>19.2</b>	<b>25.7</b>	<b>27.1</b>	<b>26.7</b>	<b>37.1</b>	<b>43.0</b>	<b>45.4</b>	<b>49.3</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	3.7	5.6	6.1	5.4	7.1	9.7	10.5	11.1
Arts, Ent. & Rec.	0.9	1.5	1.7	1.6	2.0	2.4	3.3	3.6
Ground Tran.	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Retail**	0.8	1.0	1.0	1.0	1.2	1.4	1.5	1.5
<b>Total</b>	<b>5.6</b>	<b>8.3</b>	<b>9.1</b>	<b>8.1</b>	<b>10.6</b>	<b>13.8</b>	<b>15.6</b>	<b>16.7</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	210	250	270	230	250	310	330	330
Arts, Ent. & Rec.	140	180	190	180	190	200	270	310
Ground Tran.	0	0	0	0	10	10	10	10
Other Travel*	10	10	10	10	10	10	10	10
Retail**	40	50	50	50	50	60	60	60
<b>Total</b>	<b>400</b>	<b>490</b>	<b>530</b>	<b>460</b>	<b>510</b>	<b>580</b>	<b>680</b>	<b>710</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.3	0.2	0.2	0.2	0.2	0.3	0.3	0.4
State Tax Receipts	0.6	0.8	0.9	0.8	1.0	1.4	1.5	1.6
<b>Total</b>	<b>0.8</b>	<b>1.0</b>	<b>1.0</b>	<b>0.9</b>	<b>1.3</b>	<b>1.7</b>	<b>1.8</b>	<b>2.0</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Crook County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>19.2</b>	<b>27.1</b>	<b>26.7</b>	<b>37.1</b>	<b>43.0</b>	<b>45.4</b>	<b>49.3</b>
<b>All Overnight</b>	<b>13.7</b>	<b>20.3</b>	<b>20.2</b>	<b>28.9</b>	<b>33.8</b>	<b>35.8</b>	<b>39.0</b>
Hotel, Motel, STVR*	3.8	7.7	9.1	16.4	20.4	21.8	24.4
Private Home	3.2	4.3	3.9	4.2	4.7	5.0	5.2
Other Overnight	6.7	8.3	7.2	8.3	8.7	9.1	9.4
<b>Day Travel</b>	<b>5.4</b>	<b>6.7</b>	<b>6.5</b>	<b>8.2</b>	<b>9.2</b>	<b>9.7</b>	<b>10.2</b>
Day Travel	5.4	6.7	6.5	8.2	9.2	9.7	10.2

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$274	\$455	\$112	\$186	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$116	\$343	\$34	\$102	3.4	3.0
All Overnight	\$147	\$331	\$53	\$123	2.8	2.3

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	219	0	0	89
Private Home	0	0	244	0	0	95
Other Overnight	0	0	274	0	0	81
All Overnight	0	0	737	0	0	266

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	131	0	0	54
Private Home	0	0	95	0	0	37
Other Overnight	0	0	92	0	0	27
All Overnight	0	0	318	0	0	118

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Curry County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$63,696
Employee Earnings generated by \$100 Visitor Spending	\$41
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.55

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,583
Additional employment if each resident household encouraged one additional overnight visitor	25

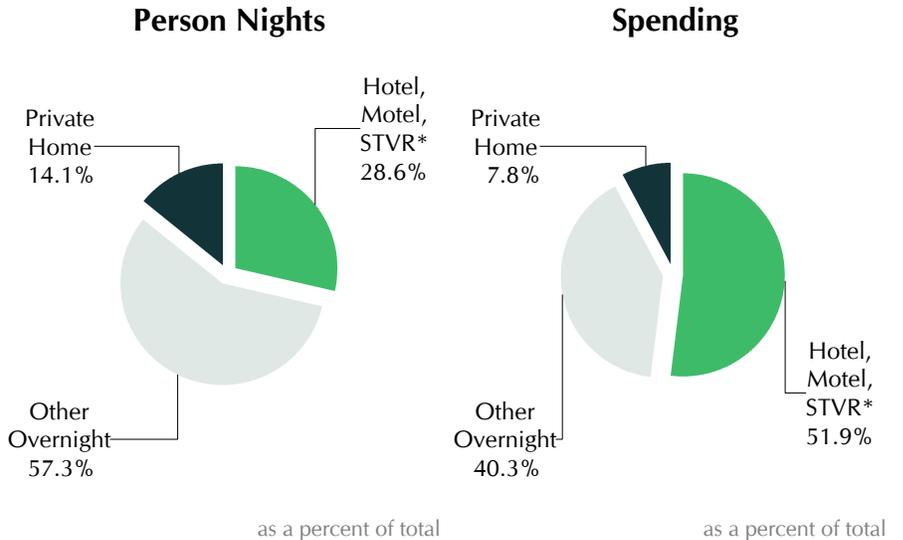
### Visitor Shares

Travel Share of Total Employment (2018)*	20.1 %
Overnight Visitor Share of Resident Population (2018)**	19.5 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	281.3	467.9	51.8
Private Home	89.6	230.2	7.8
Other Overnight	302.8	936.1	40.2
All Overnight	673.6	1,634.2	99.7

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Curry**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	101.8	111.1	123.6	132.6	138.3	143.0	3.3%	2.8%
Other	1.9	3.1	3.5	2.9	3.3	3.3	0.7%	1.0%
Visitor	99.9	108.0	120.2	129.7	135.0	139.6	3.4%	2.9%
Non-transportation	91.6	96.1	106.9	118.4	122.2	126.6	3.6%	3.1%
Transportation	8.3	12.0	13.2	11.3	12.9	13.1	1.6%	1.0%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	33.0	35.7	41.9	51.2	54.4	57.8	6.3%	5.5%
<b>Employment (Jobs)</b>								
Employment	1,970	1,740	1,790	2,040	2,120	2,200	3.9%	2.6%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	2.8	3.2	3.7	4.6	4.8	5.0	3.6%	5.0%
Local	0.5	0.5	0.5	0.7	0.7	0.7	0.4%	2.9%
State	2.4	2.7	3.1	3.9	4.1	4.3	4.1%	5.3%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Curry County

### Travel Impacts, 2003-2019p

Total Direct Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	99.9	106.7	112.5	108.0	120.2	129.7	135.0	139.6
Other Travel*	1.9	3.1	3.7	3.1	3.5	2.9	3.3	3.3
<b>Total</b>	<b>101.8</b>	<b>109.8</b>	<b>116.1</b>	<b>111.1</b>	<b>123.6</b>	<b>132.6</b>	<b>138.3</b>	<b>143.0</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	20.2	22.6	22.9	22.3	24.0	29.0	29.8	30.4
Arts, Ent. & Rec.	15.5	15.3	15.3	14.6	15.7	16.6	17.0	17.5
Food Service	25.6	27.2	28.8	29.1	33.7	38.3	40.2	42.4
Food Stores	13.6	13.7	15.5	14.7	17.2	17.6	18.0	18.7
Local Tran. & Gas	8.3	11.8	14.5	12.0	13.2	11.3	12.9	13.1
Retail Sales	16.8	16.2	15.5	15.3	16.4	16.8	17.1	17.5
<b>Total</b>	<b>99.9</b>	<b>106.7</b>	<b>112.5</b>	<b>108.0</b>	<b>120.2</b>	<b>129.7</b>	<b>135.0</b>	<b>139.6</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	23.5	25.2	27.0	26.0	32.8	41.2	44.2	47.1
Arts, Ent. & Rec.	5.0	4.9	5.7	5.1	3.9	4.1	4.1	4.4
Ground Tran.	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	4.1	4.1	4.3	4.1	4.7	5.2	5.4	5.6
<b>Total</b>	<b>33.0</b>	<b>34.7</b>	<b>37.6</b>	<b>35.7</b>	<b>41.9</b>	<b>51.2</b>	<b>54.4</b>	<b>57.8</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	1,260	1,200	1,200	1,130	1,220	1,420	1,450	1,510
Arts, Ent. & Rec.	460	430	450	400	340	380	420	430
Ground Tran.	20	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10	10
Retail**	230	200	210	190	210	220	230	230
<b>Total</b>	<b>1,970</b>	<b>1,850</b>	<b>1,880</b>	<b>1,740</b>	<b>1,790</b>	<b>2,040</b>	<b>2,120</b>	<b>2,200</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.5	0.6	0.6	0.5	0.5	0.7	0.7	0.7
State Tax Receipts	2.4	2.7	2.8	2.7	3.1	3.9	4.1	4.3
<b>Total</b>	<b>2.8</b>	<b>3.2</b>	<b>3.4</b>	<b>3.2</b>	<b>3.7</b>	<b>4.6</b>	<b>4.8</b>	<b>5.0</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Curry County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>99.9</b>	<b>112.5</b>	<b>108.0</b>	<b>120.2</b>	<b>129.7</b>	<b>135.0</b>	<b>139.6</b>
<b>All Overnight</b>	<b>68.6</b>	<b>80.9</b>	<b>77.4</b>	<b>85.2</b>	<b>92.7</b>	<b>96.6</b>	<b>99.7</b>
Hotel, Motel, STVR*	34.9	41.7	39.7	42.8	48.3	50.4	51.8
Private Home	5.5	6.3	6.5	7.1	7.3	7.6	7.8
Other Overnight	28.2	32.9	31.2	35.3	37.1	38.6	40.2
<b>Day Travel</b>	<b>31.4</b>	<b>31.6</b>	<b>30.7</b>	<b>34.9</b>	<b>37.0</b>	<b>38.4</b>	<b>39.9</b>
Day Travel	31.4	31.6	30.7	34.9	37.0	38.4	39.9

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$272	\$452	\$111	\$184	2.5	1.7
Private Home	\$86	\$222	\$34	\$87	2.6	2.6
Other Overnight	\$148	\$455	\$43	\$133	3.4	3.1
All Overnight	\$180	\$419	\$61	\$148	3.0	2.3

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	468	0	0	191
Private Home	0	0	230	0	0	90
Other Overnight	0	0	936	0	0	272
All Overnight	0	0	1,634	0	0	553

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	281	0	0	115
Private Home	0	0	90	0	0	35
Other Overnight	0	0	303	0	0	88
All Overnight	0	0	674	0	0	238

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Deschutes County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$103,107
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.31

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$16,950
Additional employment if each resident household encouraged one additional overnight visitor	164

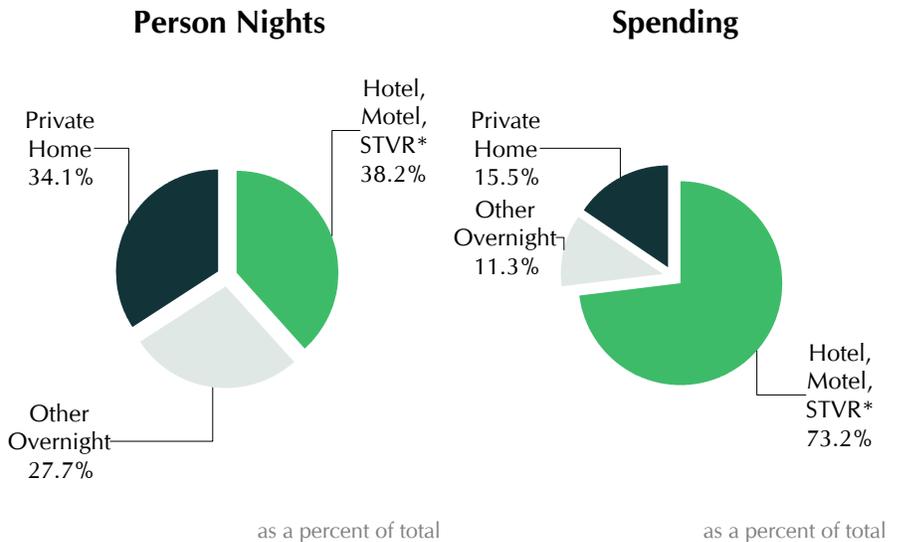
### Visitor Shares

Travel Share of Total Employment (2018)*	5.8 %
Overnight Visitor Share of Resident Population (2018)**	10.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,489.5	2,817.5	461.9
Private Home	825.5	2,510.6	98.0
Other Overnight	609.3	2,042.1	71.5
All Overnight	2,924.3	7,370.2	631.3

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Deschutes**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	318.7	510.8	622.8	759.6	814.5	886.3	8.8%	6.3%
Other	29.6	67.1	66.3	80.4	94.9	96.9	2.2%	4.2%
Visitor	289.1	443.7	556.5	679.2	719.7	789.4	9.7%	6.6%
Non-transportation	255.4	370.9	475.1	586.3	612.8	677.5	10.6%	6.9%
Transportation	33.8	72.8	81.3	92.9	106.9	111.9	4.7%	4.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	78.3	117.5	154.7	202.5	226.2	246.2	8.8%	8.6%
<b>Employment (Jobs)</b>								
Employment	4,180	5,310	6,270	7,110	7,560	7,870	4.1%	4.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	13.8	18.9	25.5	35.3	37.5	41.9	11.7%	9.2%
Local	6.4	7.4	10.2	14.0	14.6	17.0	16.8%	9.8%
State	7.3	11.5	15.3	21.2	22.9	24.9	8.5%	8.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Deschutes County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	289.1	417.5	453.9	443.7	556.5	679.2	719.7	789.4
Other Travel*	29.6	51.1	58.9	67.1	66.3	80.4	94.9	96.9
<b>Total</b>	<b>318.7</b>	<b>468.6</b>	<b>512.8</b>	<b>510.8</b>	<b>622.8</b>	<b>759.6</b>	<b>814.5</b>	<b>886.3</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	69.3	108.1	111.6	104.7	146.3	197.6	204.2	237.7
Arts, Ent. & Rec.	40.4	52.5	54.8	52.7	62.2	71.9	74.9	79.5
Food Service	72.9	104.0	116.0	117.8	152.1	189.8	202.8	222.1
Food Stores	26.8	34.3	38.8	37.1	46.1	50.8	52.4	55.4
Local Tran. & Gas	22.9	43.3	55.2	46.3	57.4	54.1	62.7	66.1
Retail Sales	46.0	57.8	59.0	58.6	68.4	76.1	78.5	82.8
Visitor Air Tran.	10.8	17.6	18.6	26.5	23.9	38.8	44.2	45.8
<b>Total</b>	<b>289.1</b>	<b>417.5</b>	<b>453.9</b>	<b>443.7</b>	<b>556.5</b>	<b>679.2</b>	<b>719.7</b>	<b>789.4</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	52.5	77.0	85.9	81.9	111.0	148.8	166.3	181.6
Arts, Ent. & Rec.	12.0	15.7	18.9	17.0	21.1	24.9	28.7	31.5
Ground Tran.	1.2	1.6	1.8	1.7	2.2	3.0	3.2	3.6
Other Travel*	3.3	3.9	4.4	4.4	5.1	7.4	8.3	8.5
Retail**	9.2	11.9	13.0	12.4	15.2	18.5	19.8	20.9
<b>Total</b>	<b>78.3</b>	<b>110.1</b>	<b>123.9</b>	<b>117.5</b>	<b>154.7</b>	<b>202.5</b>	<b>226.2</b>	<b>246.2</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	2,780	3,510	3,890	3,720	4,420	5,030	5,310	5,520
Arts, Ent. & Rec.	740	780	950	860	1,010	1,140	1,260	1,350
Ground Tran.	50	60	60	60	70	80	80	90
Other Travel*	140	150	150	140	150	200	220	210
Retail**	460	560	570	540	620	660	690	700
<b>Total</b>	<b>4,180</b>	<b>5,050</b>	<b>5,620</b>	<b>5,310</b>	<b>6,270</b>	<b>7,110</b>	<b>7,560</b>	<b>7,870</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	6.4	9.0	7.7	7.4	10.2	14.0	14.6	17.0
State Tax Receipts	7.3	11.1	12.2	11.5	15.3	21.2	22.9	24.9
<b>Total</b>	<b>13.8</b>	<b>20.0</b>	<b>19.9</b>	<b>18.9</b>	<b>25.5</b>	<b>35.3</b>	<b>37.5</b>	<b>41.9</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Deschutes County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>278.3</b>	<b>435.3</b>	<b>417.2</b>	<b>532.5</b>	<b>640.5</b>	<b>675.5</b>	<b>743.5</b>
<b>All Overnight</b>	<b>226.6</b>	<b>363.5</b>	<b>347.0</b>	<b>445.4</b>	<b>540.7</b>	<b>570.2</b>	<b>631.3</b>
Hotel, Motel, STVR*	137.4	238.7	226.1	305.0	386.3	408.3	461.9
Private Home	46.1	67.1	66.0	77.6	87.7	92.7	98.0
Other Overnight	43.1	57.8	54.9	62.9	66.7	69.2	71.5
<b>Day Travel</b>	<b>51.7</b>	<b>71.7</b>	<b>70.2</b>	<b>87.1</b>	<b>99.8</b>	<b>105.2</b>	<b>112.2</b>
Day Travel	51.7	71.7	70.2	87.1	99.8	105.2	112.2

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$389	\$744	\$164	\$310	2.4	1.9
Private Home	\$92	\$292	\$39	\$119	2.4	3.2
Other Overnight	\$112	\$377	\$35	\$117	3.2	3.4
All Overnight	\$219	\$551	\$86	\$216	2.6	2.5

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	2,817	0	0	1,186
Private Home	0	0	2,511	0	0	1,061
Other Overnight	0	0	2,042	0	0	638
All Overnight	0	0	7,370	0	0	2,886

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	1,490	0	0	621
Private Home	0	0	826	0	0	335
Other Overnight	0	0	609	0	0	190
All Overnight	0	0	2,924	0	0	1,146

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Douglas County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$75,314
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.94

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$6,342
Additional employment if each resident household encouraged one additional overnight visitor	84

### Visitor Shares

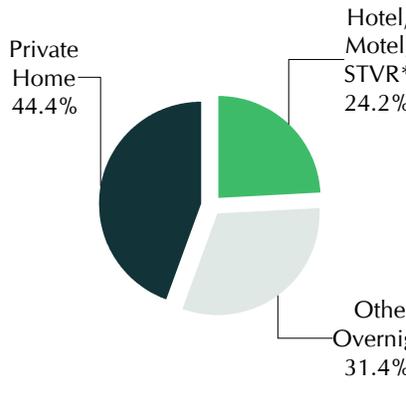
Travel Share of Total Employment (2018)*	6.0 %
Overnight Visitor Share of Resident Population (2018)**	6.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

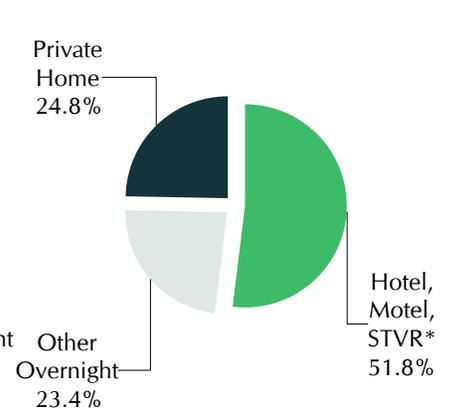
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	334.9	617.4	85.1
Private Home	378.0	1,132.6	40.7
Other Overnight	251.2	800.4	38.3
All Overnight	964.0	2,550.4	164.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Douglas**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	185.7	204.4	229.5	237.5	245.7	252.5	2.8%	2.4%
Other	9.6	15.6	17.7	13.9	16.0	16.1	0.7%	0.3%
Visitor	176.1	188.8	211.8	223.6	229.7	236.4	2.9%	2.5%
Non-transportation	161.6	168.2	188.8	204.1	207.4	213.9	3.1%	2.7%
Transportation	14.6	20.6	23.1	19.4	22.3	22.5	1.1%	1.0%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	49.8	53.7	61.5	70.4	72.8	76.9	5.7%	4.1%
<b>Employment (Jobs)</b>								
Employment	3,280	2,810	2,980	3,160	3,140	3,180	1.0%	1.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	5.7	6.3	7.3	8.8	9.0	9.3	3.0%	4.5%
Local	0.9	1.0	1.2	1.4	1.4	1.5	1.0%	4.1%
State	4.7	5.3	6.2	7.4	7.6	7.8	3.4%	4.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Douglas County

### Travel Impacts, 2003-2019p

Total Direct Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	176.1	198.4	197.8	188.8	211.8	223.6	229.7	236.4
Other Travel*	9.6	15.4	18.6	15.6	17.7	13.9	16.0	16.1
<b>Total</b>	<b>185.7</b>	<b>213.8</b>	<b>216.4</b>	<b>204.4</b>	<b>229.5</b>	<b>237.5</b>	<b>245.7</b>	<b>252.5</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	27.2	31.9	31.8	29.2	32.4	38.5	35.2	35.8
Arts, Ent. & Rec.	37.8	39.9	37.1	35.6	38.7	40.4	41.8	42.6
Food Service	45.3	51.0	51.3	51.7	60.2	67.2	71.0	74.6
Food Stores	19.7	21.7	22.5	21.9	25.5	26.0	26.7	27.5
Local Tran. & Gas	14.6	21.6	25.2	20.6	23.1	19.4	22.3	22.5
Retail Sales	31.6	32.4	29.8	29.8	31.9	32.0	32.8	33.4
<b>Total</b>	<b>176.1</b>	<b>198.4</b>	<b>197.8</b>	<b>188.8</b>	<b>211.8</b>	<b>223.6</b>	<b>229.7</b>	<b>236.4</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	29.8	33.8	35.1	33.1	36.9	43.4	45.7	48.5
Arts, Ent. & Rec.	11.8	12.5	13.4	12.1	15.0	16.7	16.3	17.2
Ground Tran.	0.7	0.8	0.8	0.7	0.9	1.0	1.1	1.2
Other Travel*	0.8	0.9	0.8	0.9	1.0	0.7	0.7	0.8
Retail**	6.6	7.1	7.1	6.8	7.8	8.6	9.0	9.2
<b>Total</b>	<b>49.8</b>	<b>55.1</b>	<b>57.2</b>	<b>53.7</b>	<b>61.5</b>	<b>70.4</b>	<b>72.8</b>	<b>76.9</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	1,950	1,910	1,910	1,740	1,790	1,910	1,940	1,950
Arts, Ent. & Rec.	870	800	780	680	770	830	780	790
Ground Tran.	30	30	30	20	30	30	30	30
Other Travel*	50	50	50	50	50	40	40	40
Retail**	370	360	340	320	340	360	370	370
<b>Total</b>	<b>3,280</b>	<b>3,160</b>	<b>3,100</b>	<b>2,810</b>	<b>2,980</b>	<b>3,160</b>	<b>3,140</b>	<b>3,180</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.9	1.1	1.1	1.0	1.2	1.4	1.4	1.5
State Tax Receipts	4.7	5.5	5.6	5.3	6.2	7.4	7.6	7.8
<b>Total</b>	<b>5.7</b>	<b>6.6</b>	<b>6.7</b>	<b>6.3</b>	<b>7.3</b>	<b>8.8</b>	<b>9.0</b>	<b>9.3</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Douglas County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>176.1</b>	<b>197.8</b>	<b>188.8</b>	<b>211.8</b>	<b>223.6</b>	<b>229.7</b>	<b>236.4</b>
<b>All Overnight</b>	<b>95.9</b>	<b>116.1</b>	<b>108.7</b>	<b>120.7</b>	<b>129.0</b>	<b>130.8</b>	<b>134.3</b>
Hotel, Motel, STVR*	51.9	63.0	55.8	62.2	68.6	67.6	69.6
Private Home	25.8	31.1	31.5	34.5	35.2	36.9	37.6
Other Overnight	18.2	22.0	21.5	24.0	25.1	26.2	27.2
<b>Day Travel</b>	<b>80.3</b>	<b>81.7</b>	<b>80.0</b>	<b>91.1</b>	<b>94.6</b>	<b>98.9</b>	<b>102.1</b>
Day Travel	80.3	81.7	80.0	91.1	94.6	98.9	102.1

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$337	\$622	\$138	\$254	2.4	1.8
Private Home	\$94	\$280	\$36	\$108	2.6	3.0
Other Overnight	\$163	\$521	\$48	\$153	3.4	3.2
All Overnight	\$178	\$461	\$64	\$170	2.8	2.6

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	617	0	0	252
Private Home	0	0	1,133	0	0	435
Other Overnight	0	0	800	0	0	235
All Overnight	0	0	2,550	0	0	922

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	335	0	0	137
Private Home	0	0	378	0	0	145
Other Overnight	0	0	251	0	0	74
All Overnight	0	0	964	0	0	356

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Gilliam County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$69,078
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.48

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$103
Additional employment if each resident household encouraged one additional overnight visitor	1

### Visitor Shares

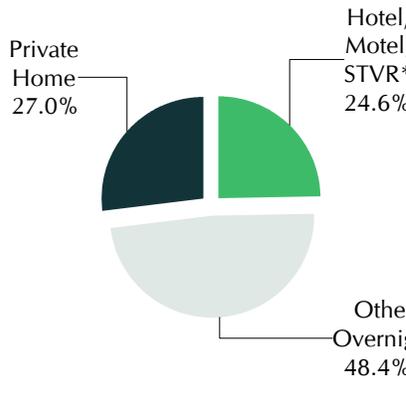
Travel Share of Total Employment (2018)*	3.6 %
Overnight Visitor Share of Resident Population (2018)**	10.2 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

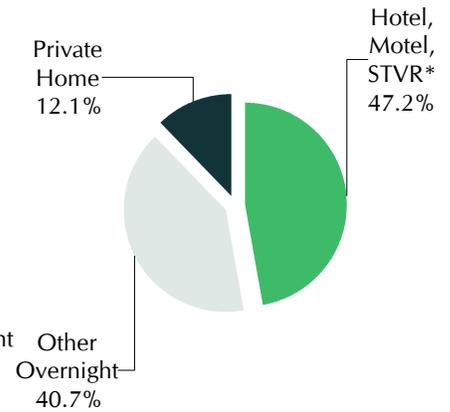
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	10.5	17.5	1.6
Private Home	7.5	19.2	0.4
Other Overnight	11.1	34.4	1.4
All Overnight	29.1	71.0	3.4

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Gilliam**  
**Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	3.6	4.2	4.2	4.5	4.7	4.9	4.1%	1.9%
Other	0.1	0.3	0.3	0.2	0.3	0.3	0.7%	0.9%
Visitor	3.4	3.9	3.9	4.3	4.5	4.6	4.3%	2.0%
Non-transportation	3.2	3.5	3.6	4.0	4.1	4.3	4.4%	2.1%
Transportation	0.2	0.4	0.4	0.3	0.3	0.4	2.3%	0.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	0.8	0.9	0.9	1.1	1.2	1.5	27.3%	5.5%
<b>Employment (Jobs)</b>								
Employment	70	50	50	50	50	70	33.6%	3.7%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.1	0.1	0.1	0.1	0.1	0.2	14.5%	5.2%
State	0.1	0.1	0.1	0.1	0.1	0.2	14.5%	5.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Gilliam County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	3.4	3.7	3.9	3.9	3.9	4.3	4.5	4.6
Other Travel*	0.1	0.2	0.3	0.3	0.3	0.2	0.3	0.3
<b>Total</b>	<b>3.6</b>	<b>3.9</b>	<b>4.2</b>	<b>4.2</b>	<b>4.2</b>	<b>4.5</b>	<b>4.7</b>	<b>4.9</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	0.6	0.6	0.8	0.8	0.8	1.0	1.0	1.0
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7
Food Service	0.9	0.9	1.0	1.0	1.1	1.2	1.3	1.3
Food Stores	0.5	0.6	0.6	0.6	0.7	0.7	0.7	0.7
Local Tran. & Gas	0.2	0.3	0.4	0.4	0.4	0.3	0.3	0.4
Retail Sales	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
<b>Total</b>	<b>3.4</b>	<b>3.7</b>	<b>3.9</b>	<b>3.9</b>	<b>3.9</b>	<b>4.3</b>	<b>4.5</b>	<b>4.6</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	0.5	0.5	0.6	0.6	0.6	0.8	0.8	1.1
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
<b>Total</b>	<b>0.8</b>	<b>0.9</b>	<b>1.0</b>	<b>0.9</b>	<b>0.9</b>	<b>1.1</b>	<b>1.2</b>	<b>1.5</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	40	40	30	30	30	30	30	50
Arts, Ent. & Rec.	10	10	10	10	10	10	10	10
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Retail**	10	10	10	10	10	10	10	10
<b>Total</b>	<b>70</b>	<b>60</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>70</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
<b>Total</b>	<b>0.1</b>	<b>0.2</b>						

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Gilliam County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>3.4</b>	<b>3.9</b>	<b>3.9</b>	<b>3.9</b>	<b>4.3</b>	<b>4.5</b>	<b>4.6</b>
<b>All Overnight</b>	<b>2.4</b>	<b>2.9</b>	<b>2.9</b>	<b>2.8</b>	<b>3.2</b>	<b>3.3</b>	<b>3.4</b>
Hotel, Motel, STVR*	1.1	1.4	1.5	1.2	1.5	1.5	1.6
Private Home	0.3	0.3	0.3	0.4	0.4	0.4	0.4
Other Overnight	1.0	1.2	1.1	1.2	1.3	1.3	1.4
<b>Day Travel</b>	<b>1.1</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>1.2</b>	<b>1.2</b>	<b>1.3</b>
Day Travel	1.1	1.0	1.0	1.1	1.2	1.2	1.3

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$225	\$374	\$92	\$152	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$138	\$425	\$40	\$124	3.4	3.1
All Overnight	\$138	\$325	\$48	\$117	2.9	2.4

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	17	0	0	7
Private Home	0	0	19	0	0	7
Other Overnight	0	0	34	0	0	10
All Overnight	0	0	71	0	0	25

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	11	0	0	4
Private Home	0	0	7	0	0	3
Other Overnight	0	0	11	0	0	3
All Overnight	0	0	29	0	0	10

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Grant County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$59,551
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.28

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$305
Additional employment if each resident household encouraged one additional overnight visitor	5

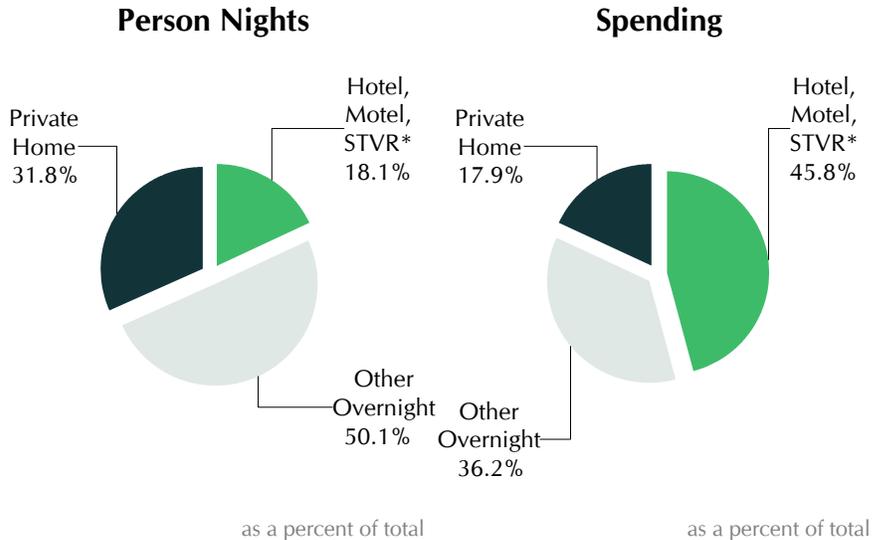
### Visitor Shares

Travel Share of Total Employment (2018)*	4.6 %
Overnight Visitor Share of Resident Population (2018)**	8.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	24.9	41.4	4.0
Private Home	28.2	72.6	1.6
Other Overnight	39.2	114.6	3.1
All Overnight	92.3	228.6	8.7

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Grant**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	8.6	9.8	10.5	11.2	11.7	12.1	3.3%	2.3%
Other	0.6	1.0	1.1	0.9	1.0	1.0	0.7%	0.3%
Visitor	8.0	8.8	9.4	10.3	10.7	11.0	3.5%	2.5%
Non-transportation	7.3	7.9	8.4	9.5	9.7	10.1	3.8%	2.7%
Transportation	0.7	0.9	1.0	0.9	1.0	1.0	1.4%	0.6%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	2.2	2.4	2.5	3.0	3.2	3.4	4.5%	3.9%
<b>Employment (Jobs)</b>								
Employment	200	180	170	180	180	190	5.1%	0.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.3	0.4	0.4	0.4	0.5	0.5	3.1%	3.0%
Local	0.1	0.1	0.1	0.1	0.1	0.1	3.6%	-0.9%
State	0.2	0.3	0.3	0.4	0.4	0.4	3.0%	4.3%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Grant County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	8.0	8.3	8.0	8.8	9.4	10.3	10.7	11.0
Other Travel*	0.6	1.0	1.2	1.0	1.1	0.9	1.0	1.0
<b>Total</b>	<b>8.6</b>	<b>9.3</b>	<b>9.1</b>	<b>9.8</b>	<b>10.5</b>	<b>11.2</b>	<b>11.7</b>	<b>12.1</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	1.3	1.5	1.5	1.7	1.8	2.3	2.4	2.5
Arts, Ent. & Rec.	1.4	1.3	1.2	1.3	1.3	1.4	1.5	1.5
Food Service	2.0	2.1	2.0	2.3	2.5	2.9	3.0	3.2
Food Stores	1.3	1.3	1.3	1.4	1.6	1.6	1.6	1.7
Local Tran. & Gas	0.7	0.9	1.0	0.9	1.0	0.9	1.0	1.0
Retail Sales	1.3	1.2	1.0	1.2	1.2	1.2	1.2	1.2
<b>Total</b>	<b>8.0</b>	<b>8.3</b>	<b>8.0</b>	<b>8.8</b>	<b>9.4</b>	<b>10.3</b>	<b>10.7</b>	<b>11.0</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	1.4	1.5	1.5	1.6	1.7	2.1	2.3	2.4
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Ground Tran.	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Retail**	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4
<b>Total</b>	<b>2.2</b>	<b>2.3</b>	<b>2.2</b>	<b>2.4</b>	<b>2.5</b>	<b>3.0</b>	<b>3.2</b>	<b>3.4</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	110	120	100	110	100	110	120	130
Arts, Ent. & Rec.	60	60	50	50	50	40	30	40
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Retail**	20	20	20	20	20	20	20	20
<b>Total</b>	<b>200</b>	<b>200</b>	<b>170</b>	<b>180</b>	<b>170</b>	<b>180</b>	<b>180</b>	<b>190</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.2	0.3	0.2	0.3	0.3	0.4	0.4	0.4
<b>Total</b>	<b>0.3</b>	<b>0.3</b>	<b>0.3</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>	<b>0.5</b>	<b>0.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Grant County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>8.0</b>	<b>8.0</b>	<b>8.8</b>	<b>9.4</b>	<b>10.3</b>	<b>10.7</b>	<b>11.0</b>
<b>All Overnight</b>	<b>5.8</b>	<b>6.2</b>	<b>6.9</b>	<b>7.3</b>	<b>8.1</b>	<b>8.4</b>	<b>8.7</b>
Hotel, Motel, STVR*	2.4	2.4	2.9	3.0	3.7	3.8	4.0
Private Home	1.1	1.2	1.4	1.5	1.5	1.5	1.6
Other Overnight	2.3	2.5	2.5	2.8	2.9	3.0	3.1
<b>Day Travel</b>	<b>2.1</b>	<b>1.8</b>	<b>1.9</b>	<b>2.1</b>	<b>2.2</b>	<b>2.3</b>	<b>2.4</b>
Day Travel	2.1	1.8	1.9	2.1	2.2	2.3	2.4

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$236	\$392	\$96	\$160	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$92	\$266	\$27	\$80	3.3	2.9
All Overnight	\$109	\$263	\$38	\$94	2.9	2.4

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	41	0	0	17
Private Home	0	0	73	0	0	28
Other Overnight	0	0	115	0	0	34
All Overnight	0	0	229	0	0	80

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	25	0	0	10
Private Home	0	0	28	0	0	11
Other Overnight	0	0	39	0	0	12
All Overnight	0	0	92	0	0	33

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Harney County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$53,706
Employee Earnings generated by \$100 Visitor Spending	\$40
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.06

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$378
Additional employment if each resident household encouraged one additional overnight visitor	7

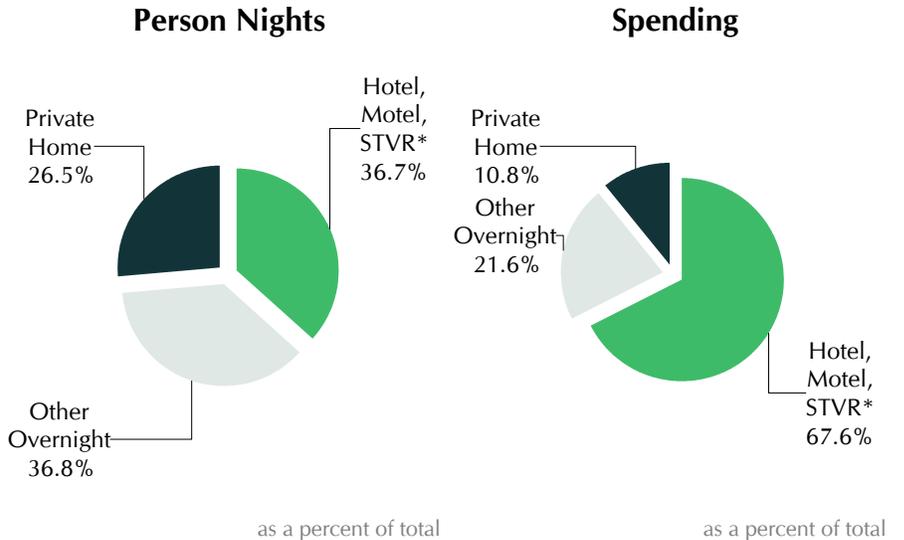
### Visitor Shares

Travel Share of Total Employment (2018)*	7.8 %
Overnight Visitor Share of Resident Population (2018)**	10.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	61.7	102.7	10.0
Private Home	28.8	74.1	1.6
Other Overnight	33.6	102.8	3.2
All Overnight	124.1	279.6	14.7

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Harney**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	15.5	14.6	16.7	18.8	19.4	20.2	3.8%	3.6%
Other	0.6	1.0	1.1	0.9	1.1	1.1	0.7%	0.6%
Visitor	14.9	13.6	15.6	17.8	18.4	19.1	4.0%	3.8%
Non-transportation	13.9	12.4	14.2	16.6	16.9	17.7	4.2%	4.0%
Transportation	1.1	1.2	1.4	1.3	1.4	1.4	2.1%	1.7%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	4.9	4.5	5.3	6.5	6.8	7.7	12.5%	6.2%
<b>Employment (Jobs)</b>								
Employment	370	280	300	330	340	360	5.9%	2.6%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.5	0.6	0.7	0.9	0.9	1.0	5.9%	5.7%
Local	0.1	0.2	0.2	0.3	0.3	0.3	3.6%	5.1%
State	0.4	0.4	0.4	0.6	0.6	0.6	7.1%	6.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Harney County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	14.9	17.4	14.5	13.6	15.6	17.8	18.4	19.1
Other Travel*	0.6	1.0	1.2	1.0	1.1	0.9	1.1	1.1
<b>Total</b>	<b>15.5</b>	<b>18.4</b>	<b>15.7</b>	<b>14.6</b>	<b>16.7</b>	<b>18.8</b>	<b>19.4</b>	<b>20.2</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	3.2	4.0	3.8	3.4	4.0	5.2	5.3	5.5
Arts, Ent. & Rec.	3.4	3.7	2.7	2.5	2.7	3.0	3.1	3.2
Food Service	3.7	4.3	3.5	3.4	4.0	4.7	4.9	5.2
Food Stores	1.7	1.9	1.6	1.7	1.9	2.0	2.1	2.1
Local Tran. & Gas	1.1	1.6	1.5	1.2	1.4	1.3	1.4	1.4
Retail Sales	1.9	2.0	1.4	1.4	1.5	1.6	1.6	1.6
<b>Total</b>	<b>14.9</b>	<b>17.4</b>	<b>14.5</b>	<b>13.6</b>	<b>15.6</b>	<b>17.8</b>	<b>18.4</b>	<b>19.1</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	3.4	4.0	3.5	3.2	3.9	4.8	5.1	5.8
Arts, Ent. & Rec.	0.9	1.0	0.9	0.7	0.8	1.0	1.1	1.1
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Retail**	0.5	0.5	0.4	0.4	0.5	0.5	0.6	0.6
<b>Total</b>	<b>4.9</b>	<b>5.7</b>	<b>4.9</b>	<b>4.5</b>	<b>5.3</b>	<b>6.5</b>	<b>6.8</b>	<b>7.7</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	210	220	200	180	180	210	220	240
Arts, Ent. & Rec.	130	120	100	90	90	90	90	90
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Retail**	20	30	20	20	20	20	20	20
<b>Total</b>	<b>370</b>	<b>380</b>	<b>330</b>	<b>280</b>	<b>300</b>	<b>330</b>	<b>340</b>	<b>360</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.3
State Tax Receipts	0.4	0.5	0.4	0.4	0.4	0.6	0.6	0.6
<b>Total</b>	<b>0.5</b>	<b>0.7</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.9</b>	<b>0.9</b>	<b>1.0</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Harney County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>14.9</b>	<b>14.5</b>	<b>13.6</b>	<b>15.6</b>	<b>17.8</b>	<b>18.4</b>	<b>19.1</b>
<b>All Overnight</b>	<b>10.3</b>	<b>11.2</b>	<b>10.3</b>	<b>11.9</b>	<b>13.8</b>	<b>14.2</b>	<b>14.7</b>
Hotel, Motel, STVR*	7.1	7.8	6.5	7.6	9.3	9.6	10.0
Private Home	1.1	1.2	1.4	1.5	1.5	1.6	1.6
Other Overnight	2.2	2.2	2.5	2.8	2.9	3.1	3.2
<b>Day Travel</b>	<b>4.6</b>	<b>3.3</b>	<b>3.3</b>	<b>3.7</b>	<b>4.1</b>	<b>4.2</b>	<b>4.4</b>
Day Travel	4.6	3.3	3.3	3.7	4.1	4.2	4.4

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$238	\$396	\$97	\$162	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$106	\$324	\$31	\$95	3.4	3.1
All Overnight	\$146	\$319	\$53	\$119	2.8	2.2

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	103	0	0	42
Private Home	0	0	74	0	0	29
Other Overnight	0	0	103	0	0	30
All Overnight	0	0	280	0	0	101

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	62	0	0	25
Private Home	0	0	29	0	0	11
Other Overnight	0	0	34	0	0	10
All Overnight	0	0	124	0	0	46

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Hood River County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$99,179
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.34

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,679
Additional employment if each resident household encouraged one additional overnight visitor	17

### Visitor Shares

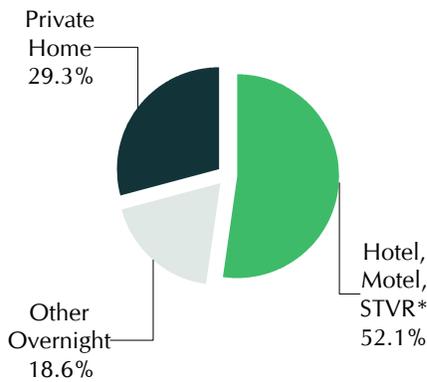
Travel Share of Total Employment (2018)*	6.4 %
Overnight Visitor Share of Resident Population (2018)**	12.0 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

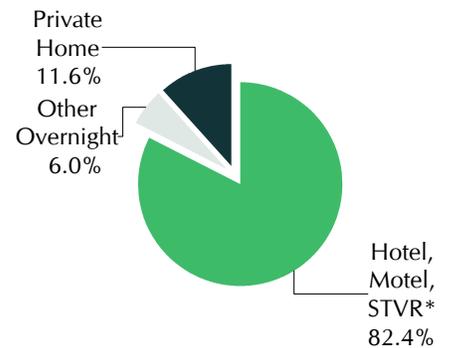
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	285.0	539.2	71.2
Private Home	99.6	302.8	10.0
Other Overnight	59.4	192.2	5.2
All Overnight	444.0	1,034.2	86.4

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Hood River**  
**Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	58.6	73.1	87.3	111.4	114.9	119.0	3.5%	5.6%	
Other	2.6	3.3	3.7	3.3	3.7	3.8	0.8%	1.4%	
Visitor	56.0	69.8	83.6	108.2	111.2	115.2	3.6%	5.7%	
Non-transportation	50.8	61.1	73.7	98.1	100.0	103.9	3.8%	6.1%	
Transportation	5.2	8.6	9.9	10.1	11.2	11.4	1.8%	3.1%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	15.1	18.4	22.9	29.5	31.3	33.2	6.0%	6.8%	
<b>Employment (Jobs)</b>									
Employment	910	920	1,030	1,160	1,170	1,170	0.3%	2.7%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	2.3	3.1	3.9	5.7	6.0	6.1	3.2%	8.0%	
Local	0.8	1.2	1.5	2.4	2.4	2.5	2.0%	8.8%	
State	1.5	1.9	2.4	3.4	3.5	3.7	4.0%	7.5%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Hood River County**  
**Travel Impacts, 2003-2019p**

**Total Direct Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	56.0	63.7	65.0	69.8	83.6	108.2	111.2	115.2
Other Travel*	2.6	3.7	4.2	3.3	3.7	3.3	3.7	3.8
<b>Total</b>	<b>58.6</b>	<b>67.4</b>	<b>69.2</b>	<b>73.1</b>	<b>87.3</b>	<b>111.4</b>	<b>114.9</b>	<b>119.0</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	11.7	13.9	15.3	16.7	22.4	34.1	35.3	36.4
Arts, Ent. & Rec.	8.4	8.8	8.2	8.7	9.7	11.8	11.8	12.1
Food Service	15.6	17.6	17.6	19.9	23.7	31.6	32.4	34.3
Food Stores	4.9	5.3	5.5	5.7	6.8	7.7	7.7	7.9
Local Tran. & Gas	5.2	7.8	9.3	8.6	9.9	10.1	11.2	11.4
Retail Sales	10.1	10.4	9.2	10.1	11.0	12.9	12.8	13.1
<b>Total</b>	<b>56.0</b>	<b>63.7</b>	<b>65.0</b>	<b>69.8</b>	<b>83.6</b>	<b>108.2</b>	<b>111.2</b>	<b>115.2</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	10.0	11.4	12.1	13.0	17.3	22.4	23.8	25.3
Arts, Ent. & Rec.	2.5	2.7	2.8	2.9	2.7	3.4	3.7	3.9
Ground Tran.	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.6
Other Travel*	0.4	0.4	0.3	0.2	0.2	0.3	0.3	0.3
Retail**	1.8	1.9	1.9	2.0	2.3	2.9	3.0	3.1
<b>Total</b>	<b>15.1</b>	<b>16.7</b>	<b>17.4</b>	<b>18.4</b>	<b>22.9</b>	<b>29.5</b>	<b>31.3</b>	<b>33.2</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	630	660	670	670	780	860	870	880
Arts, Ent. & Rec.	150	150	150	140	120	140	150	150
Ground Tran.	10	10	10	10	10	10	10	10
Other Travel*	20	20	10	10	10	10	10	10
Retail**	100	100	90	90	100	120	120	120
<b>Total</b>	<b>910</b>	<b>940</b>	<b>930</b>	<b>920</b>	<b>1,030</b>	<b>1,160</b>	<b>1,170</b>	<b>1,170</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.8	0.9	1.0	1.2	1.5	2.4	2.4	2.5
State Tax Receipts	1.5	1.8	1.8	1.9	2.4	3.4	3.5	3.7
<b>Total</b>	<b>2.3</b>	<b>2.7</b>	<b>2.8</b>	<b>3.1</b>	<b>3.9</b>	<b>5.7</b>	<b>6.0</b>	<b>6.1</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Hood River County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>56.0</b>	<b>65.0</b>	<b>69.8</b>	<b>83.6</b>	<b>108.2</b>	<b>111.2</b>	<b>115.2</b>
<b>All Overnight</b>	<b>36.4</b>	<b>46.9</b>	<b>50.3</b>	<b>60.8</b>	<b>80.9</b>	<b>83.5</b>	<b>86.4</b>
Hotel, Motel, STVR*	26.5	34.8	37.8	47.0	66.4	68.7	71.2
Private Home	6.6	7.9	8.5	9.2	9.7	9.8	10.0
Other Overnight	3.4	4.2	4.1	4.6	4.8	5.0	5.2
<b>Day Travel</b>	<b>19.5</b>	<b>18.1</b>	<b>19.4</b>	<b>22.7</b>	<b>27.3</b>	<b>27.7</b>	<b>28.8</b>
Day Travel	19.5	18.1	19.4	22.7	27.3	27.7	28.8

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$323	\$611	\$132	\$250	2.4	1.9
Private Home	\$86	\$263	\$33	\$101	2.6	3.0
Other Overnight	\$92	\$297	\$27	\$87	3.4	3.2
All Overnight	\$220	\$502	\$84	\$195	2.6	2.3

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	539	0	0	221
Private Home	0	0	303	0	0	116
Other Overnight	0	0	192	0	0	57
All Overnight	0	0	1,034	0	0	393

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	285	0	0	117
Private Home	0	0	100	0	0	38
Other Overnight	0	0	59	0	0	17
All Overnight	0	0	444	0	0	172

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Jackson County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$94,720
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.22

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$16,330
Additional employment if each resident household encouraged one additional overnight visitor	172

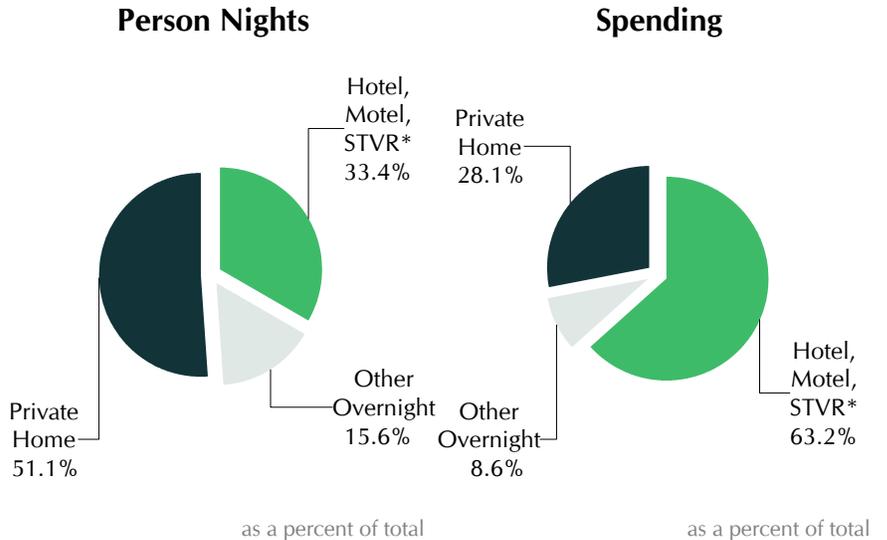
### Visitor Shares

Travel Share of Total Employment (2018)*	4.6 %
Overnight Visitor Share of Resident Population (2018)**	6.9 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	976.1	1,846.4	248.3
Private Home	928.8	2,824.9	110.4
Other Overnight	266.9	862.0	33.9
All Overnight	2,171.9	5,533.3	392.6

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Jackson**  
**Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	352.3	452.9	508.9	580.3	611.1	626.3	2.5%	3.7%	
Other	46.6	80.2	83.4	88.7	99.0	101.0	2.1%	2.6%	
Visitor	305.7	372.8	425.5	491.5	512.2	525.3	2.6%	3.9%	
Non-transportation	256.1	292.5	339.6	396.2	404.4	415.0	2.6%	4.0%	
Transportation	49.7	80.3	86.0	95.3	107.8	110.2	2.2%	3.6%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	86.2	102.5	124.1	153.5	163.1	170.7	4.7%	5.8%	
<b>Employment (Jobs)</b>									
Employment	4,640	4,500	5,070	5,630	5,750	5,790	0.6%	2.8%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	12.7	16.2	20.0	25.7	26.9	27.4	2.1%	6.0%	
Local	4.3	6.0	7.4	9.6	10.1	10.2	1.0%	6.2%	
State	8.4	10.3	12.6	16.1	16.7	17.2	2.7%	5.9%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Jackson County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	305.7	344.7	361.6	372.8	425.5	491.5	512.2	525.3
Other Travel*	46.6	74.4	79.0	80.2	83.4	88.7	99.0	101.0
<b>Total</b>	<b>352.3</b>	<b>419.1</b>	<b>440.6</b>	<b>452.9</b>	<b>508.9</b>	<b>580.3</b>	<b>611.1</b>	<b>626.3</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	57.3	66.4	67.3	69.2	82.4	104.2	105.5	105.2
Arts, Ent. & Rec.	43.3	44.6	44.3	44.4	49.0	54.5	55.3	56.6
Food Service	77.4	85.2	89.9	95.8	114.6	137.6	142.7	149.8
Food Stores	28.6	30.3	33.5	33.0	38.9	41.4	42.0	43.4
Local Tran. & Gas	29.0	40.8	50.7	45.0	51.2	50.3	57.8	58.2
Retail Sales	49.6	50.0	48.2	50.0	54.6	58.5	58.9	60.1
Visitor Air Tran.	20.7	27.4	27.6	35.3	34.8	45.0	50.0	52.0
<b>Total</b>	<b>305.7</b>	<b>344.7</b>	<b>361.6</b>	<b>372.8</b>	<b>425.5</b>	<b>491.5</b>	<b>512.2</b>	<b>525.3</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	56.0	62.1	66.5	67.4	83.7	106.8	113.9	119.2
Arts, Ent. & Rec.	12.5	12.9	14.8	13.9	15.4	17.8	18.6	19.8
Ground Tran.	1.8	1.9	2.2	2.1	2.4	3.2	3.5	3.8
Other Travel*	5.9	8.4	8.7	8.1	10.2	11.0	11.7	12.2
Retail**	10.0	10.5	11.0	10.9	12.6	14.7	15.3	15.8
<b>Total</b>	<b>86.2</b>	<b>95.7</b>	<b>103.1</b>	<b>102.5</b>	<b>124.1</b>	<b>153.5</b>	<b>163.1</b>	<b>170.7</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	3,110	3,100	3,200	3,060	3,560	4,040	4,110	4,140
Arts, Ent. & Rec.	760	730	830	700	700	760	780	780
Ground Tran.	80	70	80	70	70	90	90	100
Other Travel*	230	270	300	230	260	230	250	250
Retail**	460	440	450	440	480	520	520	520
<b>Total</b>	<b>4,640</b>	<b>4,610</b>	<b>4,860</b>	<b>4,500</b>	<b>5,070</b>	<b>5,630</b>	<b>5,750</b>	<b>5,790</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	4.3	5.3	5.6	6.0	7.4	9.6	10.1	10.2
State Tax Receipts	8.4	9.9	10.4	10.3	12.6	16.1	16.7	17.2
<b>Total</b>	<b>12.7</b>	<b>15.1</b>	<b>16.1</b>	<b>16.2</b>	<b>20.0</b>	<b>25.7</b>	<b>26.9</b>	<b>27.4</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Jackson County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>285.1</b>	<b>334.0</b>	<b>337.4</b>	<b>390.7</b>	<b>446.6</b>	<b>462.1</b>	<b>473.2</b>
<b>All Overnight</b>	<b>227.6</b>	<b>276.5</b>	<b>278.8</b>	<b>322.3</b>	<b>370.9</b>	<b>384.1</b>	<b>392.6</b>
Hotel, Motel, STVR*	134.1	163.2	166.0	196.2	236.4	244.7	248.3
Private Home	68.3	83.9	86.2	96.2	103.1	106.9	110.4
Other Overnight	25.3	29.4	26.5	29.8	31.3	32.6	33.9
<b>Day Travel</b>	<b>57.4</b>	<b>57.5</b>	<b>58.7</b>	<b>68.5</b>	<b>75.7</b>	<b>78.0</b>	<b>80.6</b>
Day Travel	57.4	57.5	58.7	68.5	75.7	78.0	80.6

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$313	\$602	\$134	\$254	2.3	1.9
Private Home	\$92	\$293	\$39	\$119	2.4	3.2
Other Overnight	\$134	\$434	\$39	\$127	3.4	3.2
All Overnight	\$175	\$452	\$71	\$181	2.5	2.6

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	1,846	0	0	794
Private Home	0	0	2,825	0	0	1,196
Other Overnight	0	0	862	0	0	252
All Overnight	0	0	5,533	0	0	2,243

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	976	0	0	412
Private Home	0	0	929	0	0	377
Other Overnight	0	0	267	0	0	78
All Overnight	0	0	2,172	0	0	868

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Jefferson County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$52,935
Employee Earnings generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.22

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,002
Additional employment if each resident household encouraged one additional overnight visitor	19

### Visitor Shares

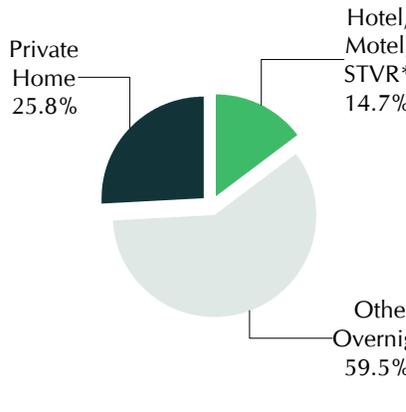
Travel Share of Total Employment (2018)*	10.5 %
Overnight Visitor Share of Resident Population (2018)**	10.8 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

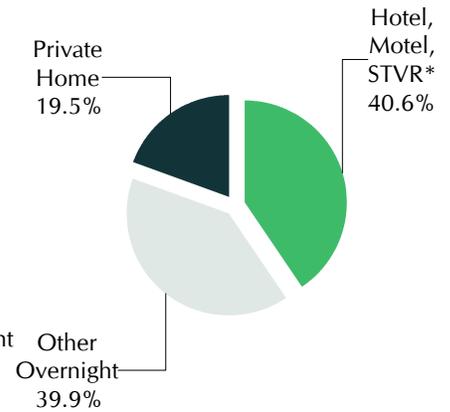
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	84.8	141.1	17.4
Private Home	96.1	247.1	8.3
Other Overnight	192.5	569.2	17.1
All Overnight	373.5	957.4	42.8

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Jefferson**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	33.5	42.5	48.1	52.5	55.7	59.0	6.0%	3.7%
Other	1.7	3.0	3.5	3.0	3.5	3.5	0.7%	2.0%
Visitor	31.8	39.5	44.6	49.4	52.2	55.5	6.3%	3.8%
Non-transportation	28.9	34.6	39.1	44.6	46.6	49.7	6.7%	4.1%
Transportation	2.9	4.9	5.5	4.8	5.6	5.8	3.3%	1.8%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	7.8	10.0	14.6	17.5	18.8	20.1	7.3%	8.1%
<b>Employment (Jobs)</b>								
Employment	590	690	960	1,010	1,030	1,060	3.0%	4.8%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.2	1.5	2.0	2.5	2.7	2.9	8.5%	7.6%
Local	0.3	0.4	0.5	0.7	0.7	0.8	15.3%	8.6%
State	0.9	1.1	1.5	1.9	2.0	2.1	6.0%	7.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Jefferson County**  
**Travel Impacts, 2003-2019p**

**Total Direct Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	31.8	38.8	40.5	39.5	44.6	49.4	52.2	55.5
Other Travel*	1.7	2.8	3.5	3.0	3.5	3.0	3.5	3.5
<b>Total</b>	<b>33.5</b>	<b>41.6</b>	<b>44.0</b>	<b>42.5</b>	<b>48.1</b>	<b>52.5</b>	<b>55.7</b>	<b>59.0</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	4.4	6.5	6.6	6.3	7.8	9.8	10.2	11.5
Arts, Ent. & Rec.	6.0	6.6	6.5	6.3	6.8	7.4	7.7	8.0
Food Service	7.9	9.6	10.1	10.5	12.1	14.2	15.1	16.2
Food Stores	5.2	5.6	6.0	5.8	6.7	7.1	7.2	7.5
Local Tran. & Gas	2.9	4.8	5.8	4.9	5.5	4.8	5.6	5.8
Retail Sales	5.3	5.6	5.5	5.6	5.8	6.2	6.3	6.6
<b>Total</b>	<b>31.8</b>	<b>38.8</b>	<b>40.5</b>	<b>39.5</b>	<b>44.6</b>	<b>49.4</b>	<b>52.2</b>	<b>55.5</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	4.7	6.1	6.5	6.4	8.7	10.8	12.1	13.0
Arts, Ent. & Rec.	1.6	1.7	2.0	1.8	3.9	4.3	4.2	4.5
Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Retail**	1.4	1.5	1.6	1.5	1.7	2.0	2.1	2.2
<b>Total</b>	<b>7.8</b>	<b>9.5</b>	<b>10.3</b>	<b>10.0</b>	<b>14.6</b>	<b>17.5</b>	<b>18.8</b>	<b>20.1</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	310	360	350	360	430	480	520	550
Arts, Ent. & Rec.	190	180	250	250	420	420	410	400
Ground Tran.	10	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10	10
Retail**	80	80	80	80	80	90	90	90
<b>Total</b>	<b>590</b>	<b>630</b>	<b>700</b>	<b>690</b>	<b>960</b>	<b>1,010</b>	<b>1,030</b>	<b>1,060</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.3	0.3	0.4	0.4	0.5	0.7	0.7	0.8
State Tax Receipts	0.9	1.1	1.1	1.1	1.5	1.9	2.0	2.1
<b>Total</b>	<b>1.2</b>	<b>1.4</b>	<b>1.6</b>	<b>1.5</b>	<b>2.0</b>	<b>2.5</b>	<b>2.7</b>	<b>2.9</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Jefferson County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>31.8</b>	<b>40.5</b>	<b>39.5</b>	<b>44.6</b>	<b>49.4</b>	<b>52.2</b>	<b>55.5</b>
<b>All Overnight</b>	<b>23.4</b>	<b>31.0</b>	<b>30.1</b>	<b>34.0</b>	<b>37.9</b>	<b>40.1</b>	<b>42.8</b>
Hotel, Motel, STVR*	5.5	10.4	10.0	12.1	14.4	15.5	17.4
Private Home	5.0	6.1	6.4	6.9	7.7	8.1	8.3
Other Overnight	12.9	14.5	13.7	15.1	15.8	16.5	17.1
<b>Day Travel</b>	<b>8.4</b>	<b>9.5</b>	<b>9.4</b>	<b>10.6</b>	<b>11.5</b>	<b>12.1</b>	<b>12.6</b>
Day Travel	8.4	9.5	9.4	10.6	11.5	12.1	12.6

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$303	\$503	\$123	\$205	2.5	1.7
Private Home	\$86	\$222	\$34	\$87	2.6	2.6
Other Overnight	\$101	\$297	\$30	\$89	3.4	2.9
All Overnight	\$132	\$330	\$45	\$115	3.0	2.5

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	141	0	0	58
Private Home	0	0	247	0	0	97
Other Overnight	0	0	569	0	0	169
All Overnight	0	0	957	0	0	323

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	85	0	0	35
Private Home	0	0	96	0	0	38
Other Overnight	0	0	193	0	0	58
All Overnight	0	0	373	0	0	130

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Josephine County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$64,336
Employee Earnings generated by \$100 Visitor Spending	\$41
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.15

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$5,026
Additional employment if each resident household encouraged one additional overnight visitor	78

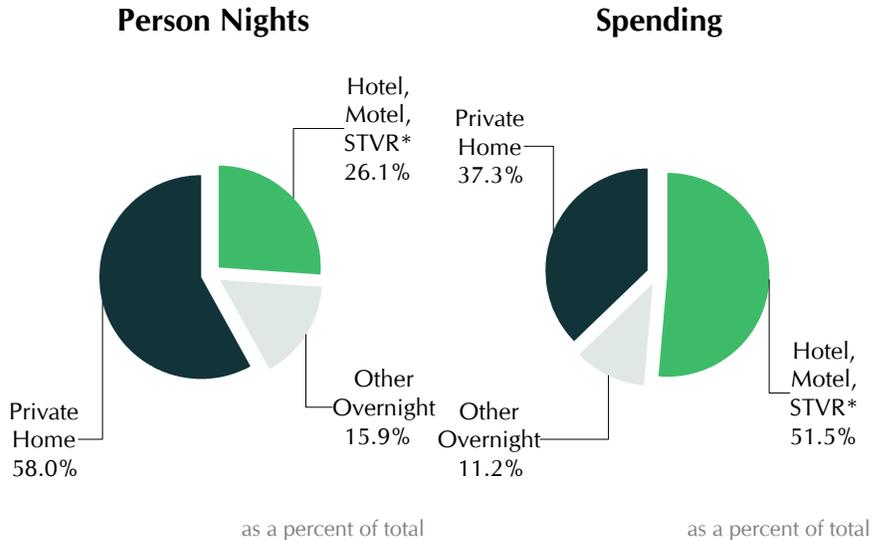
### Visitor Shares

Travel Share of Total Employment (2018)*	4.8 %
Overnight Visitor Share of Resident Population (2018)**	6.1 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	271.9	514.3	52.3
Private Home	376.3	1,144.3	37.9
Other Overnight	96.4	312.8	11.3
All Overnight	744.6	1,971.4	101.6

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Josephine**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	98.6	111.8	123.5	129.2	133.2	141.3	6.1%	2.6%
Other	8.5	12.6	14.1	11.0	12.7	12.7	0.7%	0.2%
Visitor	90.1	99.2	109.3	118.3	120.5	128.6	6.6%	2.9%
Non-transportation	80.9	85.9	94.8	105.7	106.7	114.0	6.8%	3.2%
Transportation	9.2	13.3	14.5	12.6	13.9	14.6	5.2%	1.1%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	28.3	30.7	35.5	45.4	50.2	52.9	5.4%	6.2%
<b>Employment (Jobs)</b>								
Employment	1,730	1,570	1,650	1,800	1,910	2,030	6.3%	2.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	3.6	4.2	4.8	6.1	6.3	6.6	5.2%	5.3%
Local	0.8	1.0	1.1	1.3	1.3	1.4	7.1%	4.4%
State	2.8	3.2	3.7	4.7	5.0	5.2	4.7%	5.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Josephine County**  
**Travel Impacts, 2003-2019p**

<b>Total Direct Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Destination Spending	90.1	106.0	101.2	99.2	109.3	118.3	120.5	128.6
Other Travel*	8.5	13.2	15.9	12.6	14.1	11.0	12.7	12.7
<b>Total</b>	<b>98.6</b>	<b>119.2</b>	<b>117.1</b>	<b>111.8</b>	<b>123.5</b>	<b>129.2</b>	<b>133.2</b>	<b>141.3</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accommodations	16.1	20.4	17.9	17.4	19.4	23.5	23.5	25.1
Arts, Ent. & Rec.	14.0	15.1	13.8	13.6	14.3	15.4	15.4	16.3
Food Service	24.0	27.7	26.7	27.7	31.5	36.1	37.0	40.2
Food Stores	10.2	11.2	11.7	11.4	13.0	13.6	13.6	14.4
Local Tran. & Gas	9.2	14.2	15.6	13.3	14.5	12.6	13.9	14.6
Retail Sales	16.6	17.4	15.6	15.9	16.6	17.2	17.1	18.0
<b>Total</b>	<b>90.1</b>	<b>106.0</b>	<b>101.2</b>	<b>99.2</b>	<b>109.3</b>	<b>118.3</b>	<b>120.5</b>	<b>128.6</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accom. & Food Serv.	18.5	21.8	21.0	20.6	24.8	33.6	37.6	39.2
Arts, Ent. & Rec.	4.5	4.8	5.1	4.7	4.7	5.5	5.9	6.5
Ground Tran.	0.5	0.5	0.5	0.5	0.6	0.7	0.7	0.8
Other Travel*	1.1	1.2	1.3	1.0	1.0	0.6	0.7	0.8
Retail**	3.8	4.1	4.0	4.0	4.4	5.0	5.3	5.6
<b>Total</b>	<b>28.3</b>	<b>32.5</b>	<b>31.9</b>	<b>30.7</b>	<b>35.5</b>	<b>45.4</b>	<b>50.2</b>	<b>52.9</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accom. & Food Serv.	1,040	1,090	1,040	980	1,060	1,220	1,320	1,410
Arts, Ent. & Rec.	440	420	420	360	350	350	350	370
Ground Tran.	20	20	20	20	20	20	20	20
Other Travel*	50	60	50	40	40	30	30	30
Retail**	190	190	180	180	180	190	200	200
<b>Total</b>	<b>1,730</b>	<b>1,770</b>	<b>1,720</b>	<b>1,570</b>	<b>1,650</b>	<b>1,800</b>	<b>1,910</b>	<b>2,030</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Local Tax Receipts	0.8	1.1	1.0	1.0	1.1	1.3	1.3	1.4
State Tax Receipts	2.8	3.4	3.3	3.2	3.7	4.7	5.0	5.2
<b>Total</b>	<b>3.6</b>	<b>4.6</b>	<b>4.3</b>	<b>4.2</b>	<b>4.8</b>	<b>6.1</b>	<b>6.3</b>	<b>6.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Josephine County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>90.1</b>	<b>101.2</b>	<b>99.2</b>	<b>109.3</b>	<b>118.3</b>	<b>120.5</b>	<b>128.6</b>
<b>All Overnight</b>	<b>68.9</b>	<b>80.4</b>	<b>78.4</b>	<b>86.0</b>	<b>93.4</b>	<b>95.2</b>	<b>101.6</b>
Hotel, Motel, STVR*	35.3	40.4	38.8	42.7	47.8	48.2	52.3
Private Home	25.0	30.0	30.7	33.3	35.1	36.1	37.9
Other Overnight	8.6	10.0	8.9	10.0	10.5	10.9	11.3
<b>Day Travel</b>	<b>21.2</b>	<b>20.8</b>	<b>20.8</b>	<b>23.3</b>	<b>24.9</b>	<b>25.4</b>	<b>27.0</b>
Day Travel	21.2	20.8	20.8	23.3	24.9	25.4	27.0

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$249	\$470	\$102	\$192	2.4	1.9
Private Home	\$86	\$263	\$33	\$101	2.6	3.0
Other Overnight	\$123	\$399	\$36	\$118	3.4	3.3
All Overnight	\$137	\$358	\$52	\$136	2.7	2.6

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	514	0	0	210
Private Home	0	0	1,144	0	0	439
Other Overnight	0	0	313	0	0	92
All Overnight	0	0	1,971	0	0	742

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	272	0	0	111
Private Home	0	0	376	0	0	144
Other Overnight	0	0	96	0	0	28
All Overnight	0	0	745	0	0	284

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Klamath County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$71,927
Employee Earnings generated by \$100 Visitor Spending	\$37
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.01

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,997
Additional employment if each resident household encouraged one additional overnight visitor	56

### Visitor Shares

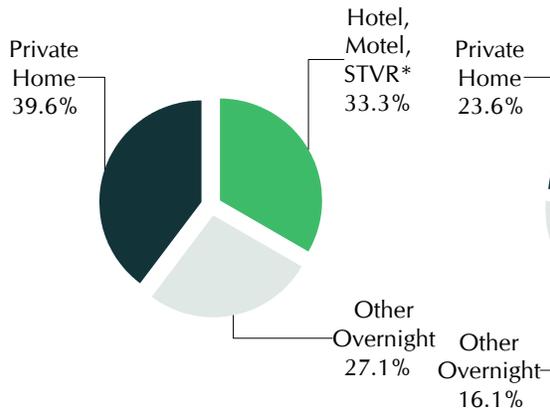
Travel Share of Total Employment (2018)*	6.8 %
Overnight Visitor Share of Resident Population (2018)**	8.9 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

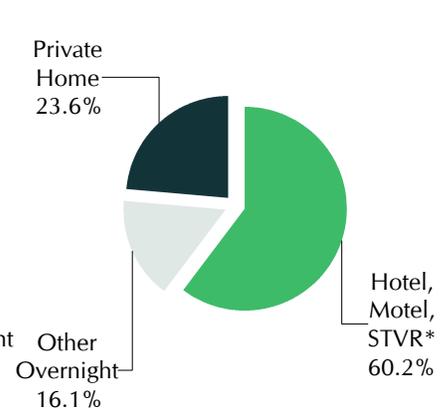
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	389.0	735.8	73.9
Private Home	288.0	875.8	29.0
Other Overnight	182.2	598.1	19.8
All Overnight	859.2	2,209.7	122.7

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Klamath**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	117.4	135.3	139.8	153.9	156.1	162.2	3.9%	2.0%
Other	8.9	12.5	11.4	10.7	10.5	10.6	0.7%	-1.9%
Visitor	108.6	122.8	128.4	143.1	145.6	151.7	4.2%	2.4%
Non-transportation	94.4	104.2	110.4	126.3	127.9	133.5	4.4%	2.8%
Transportation	14.2	18.6	18.1	16.8	17.7	18.1	2.2%	-0.3%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	32.8	37.1	43.5	51.9	55.4	56.3	1.6%	4.7%
<b>Employment (Jobs)</b>								
Employment	1,810	1,680	1,850	2,080	2,170	2,140	-1.2%	2.7%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	4.1	5.1	5.7	7.2	7.4	7.6	2.9%	4.5%
Local	1.0	1.5	1.6	2.0	2.0	2.0	4.6%	3.7%
State	3.1	3.6	4.2	5.2	5.4	5.6	2.2%	4.8%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Klamath County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	108.6	122.9	126.1	122.8	128.4	143.1	145.6	151.7
Other Travel*	8.9	14.0	15.8	12.5	11.4	10.7	10.5	10.6
<b>Total</b>	<b>117.4</b>	<b>137.0</b>	<b>142.0</b>	<b>135.3</b>	<b>139.8</b>	<b>153.9</b>	<b>156.1</b>	<b>162.2</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	21.5	26.4	26.3	25.9	27.2	33.9	34.0	35.5
Arts, Ent. & Rec.	17.8	18.3	17.6	17.4	17.8	19.4	19.5	20.1
Food Service	26.3	29.3	30.3	31.4	34.3	40.4	41.6	44.2
Food Stores	11.1	11.2	12.4	12.5	14.0	14.7	14.8	15.3
Local Tran. & Gas	11.4	16.9	20.0	17.1	17.8	15.9	17.7	18.1
Retail Sales	17.6	17.7	16.7	16.9	17.1	18.0	17.9	18.4
Visitor Air Tran.	2.8	3.2	2.8	1.6	0.3	0.9	0.0	0.0
<b>Total</b>	<b>108.6</b>	<b>122.9</b>	<b>126.1</b>	<b>122.8</b>	<b>128.4</b>	<b>143.1</b>	<b>145.6</b>	<b>151.7</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	22.0	25.1	26.2	25.7	31.7	38.6	41.7	41.8
Arts, Ent. & Rec.	5.5	5.6	6.2	5.8	5.6	6.0	6.9	7.4
Ground Tran.	0.6	0.6	0.6	0.6	0.7	0.9	0.9	1.0
Other Travel*	1.0	1.2	1.1	1.0	1.1	1.5	0.7	0.8
Retail**	3.8	3.9	4.0	4.0	4.3	4.9	5.2	5.4
<b>Total</b>	<b>32.8</b>	<b>36.3</b>	<b>38.2</b>	<b>37.1</b>	<b>43.5</b>	<b>51.9</b>	<b>55.4</b>	<b>56.3</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	1,070	1,140	1,120	1,040	1,160	1,310	1,340	1,270
Arts, Ent. & Rec.	470	420	440	410	450	500	560	600
Ground Tran.	20	20	20	20	20	20	20	20
Other Travel*	50	50	40	40	40	50	40	40
Retail**	200	180	180	180	180	210	210	220
<b>Total</b>	<b>1,810</b>	<b>1,820</b>	<b>1,810</b>	<b>1,680</b>	<b>1,850</b>	<b>2,080</b>	<b>2,170</b>	<b>2,140</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	1.0	1.2	1.5	1.5	1.6	2.0	2.0	2.0
State Tax Receipts	3.1	3.7	3.8	3.6	4.2	5.2	5.4	5.6
<b>Total</b>	<b>4.1</b>	<b>4.9</b>	<b>5.3</b>	<b>5.1</b>	<b>5.7</b>	<b>7.2</b>	<b>7.4</b>	<b>7.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Klamath County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>105.8</b>	<b>123.4</b>	<b>121.2</b>	<b>128.2</b>	<b>142.2</b>	<b>145.6</b>	<b>151.7</b>
<b>All Overnight</b>	<b>82.0</b>	<b>99.9</b>	<b>97.8</b>	<b>102.9</b>	<b>114.9</b>	<b>117.7</b>	<b>122.7</b>
Hotel, Motel, STVR*	46.9	59.7	57.1	58.9	68.9	70.5	73.9
Private Home	21.6	25.1	24.9	26.4	27.7	28.1	29.0
Other Overnight	13.5	15.1	15.9	17.6	18.4	19.1	19.8
<b>Day Travel</b>	<b>23.8</b>	<b>23.5</b>	<b>23.4</b>	<b>25.3</b>	<b>27.3</b>	<b>27.9</b>	<b>28.9</b>
Day Travel	23.8	23.5	23.4	25.3	27.3	27.9	28.9

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$246	\$464	\$100	\$190	2.4	1.9
Private Home	\$86	\$263	\$33	\$101	2.6	3.0
Other Overnight	\$110	\$361	\$33	\$109	3.3	3.3
All Overnight	\$150	\$378	\$56	\$143	2.7	2.5

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	736	0	0	301
Private Home	0	0	876	0	0	336
Other Overnight	0	0	598	0	0	180
All Overnight	0	0	2,210	0	0	817

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	389	0	0	159
Private Home	0	0	288	0	0	111
Other Overnight	0	0	182	0	0	55
All Overnight	0	0	859	0	0	324

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Lake County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$66,872
Employee Earnings generated by \$100 Visitor Spending	\$24
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.17

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$325
Additional employment if each resident household encouraged one additional overnight visitor	5

### Visitor Shares

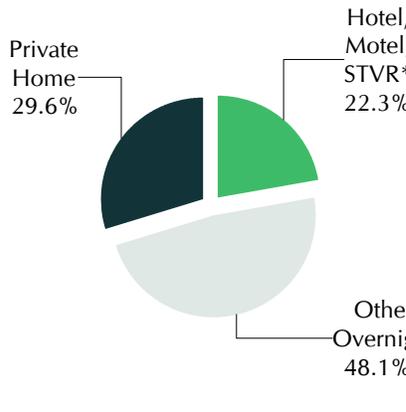
Travel Share of Total Employment (2018)*	5.7 %
Overnight Visitor Share of Resident Population (2018)**	9.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

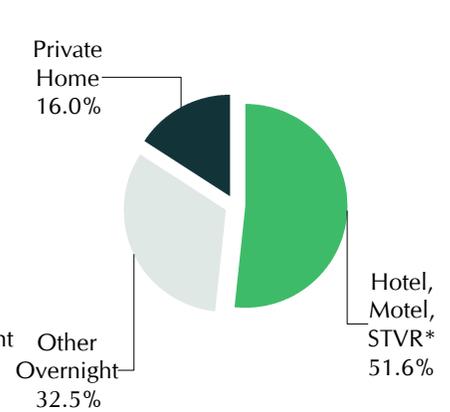
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	36.1	60.0	5.5
Private Home	30.9	79.5	1.7
Other Overnight	44.6	129.1	3.5
All Overnight	111.6	268.6	10.7

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Lake**  
**Direct Travel Impacts, 2003-2019p**

	<b>Avg. Annual Chg.</b>								
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	10.4	13.3	13.5	14.3	14.8	15.2	2.9%	1.5%	
Other	0.6	1.1	1.2	1.0	1.1	1.1	0.7%	0.7%	
Visitor	9.7	12.3	12.3	13.3	13.7	14.1	3.0%	1.6%	
Non-transportation	8.9	11.0	11.1	12.2	12.5	12.9	3.2%	1.7%	
Transportation	0.8	1.2	1.2	1.1	1.2	1.2	1.3%	0.0%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	2.3	2.9	3.0	3.3	3.4	3.5	1.5%	1.9%	
<b>Employment (Jobs)</b>									
Employment	220	250	220	220	230	210	-5.1%	-1.5%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	0.3	0.4	0.5	0.6	0.6	0.6	1.4%	3.0%	
Local	0.1	0.1	0.1	0.1	0.1	0.1	1.4%	2.3%	
State	0.3	0.3	0.4	0.4	0.4	0.5	1.4%	3.2%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Lake County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	9.7	11.5	10.9	12.3	12.3	13.3	13.7	14.1
Other Travel*	0.6	1.0	1.2	1.1	1.2	1.0	1.1	1.1
<b>Total</b>	<b>10.4</b>	<b>12.5</b>	<b>12.1</b>	<b>13.3</b>	<b>13.5</b>	<b>14.3</b>	<b>14.8</b>	<b>15.2</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	1.7	2.4	2.2	2.7	2.6	3.1	3.1	3.2
Arts, Ent. & Rec.	1.7	1.8	1.7	1.9	1.8	1.9	1.9	2.0
Food Service	2.4	2.8	2.7	3.2	3.4	3.8	3.9	4.2
Food Stores	1.5	1.6	1.6	1.7	1.8	1.9	1.9	2.0
Local Tran. & Gas	0.8	1.2	1.3	1.2	1.2	1.1	1.2	1.2
Retail Sales	1.6	1.6	1.4	1.6	1.6	1.6	1.6	1.6
<b>Total</b>	<b>9.7</b>	<b>11.5</b>	<b>10.9</b>	<b>12.3</b>	<b>12.3</b>	<b>13.3</b>	<b>13.7</b>	<b>14.1</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	1.3	1.7	1.6	1.8	1.8	1.9	2.0	2.0
Arts, Ent. & Rec.	0.5	0.5	0.6	0.6	0.6	0.7	0.7	0.7
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Retail**	0.4	0.5	0.4	0.5	0.5	0.5	0.6	0.6
<b>Total</b>	<b>2.3</b>	<b>2.7</b>	<b>2.7</b>	<b>2.9</b>	<b>3.0</b>	<b>3.3</b>	<b>3.4</b>	<b>3.5</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	150	160	150	160	140	140	140	130
Arts, Ent. & Rec.	40	40	50	50	50	50	50	50
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Retail**	30	30	20	30	20	30	30	30
<b>Total</b>	<b>220</b>	<b>230</b>	<b>230</b>	<b>250</b>	<b>220</b>	<b>220</b>	<b>230</b>	<b>210</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5
<b>Total</b>	<b>0.3</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>	<b>0.5</b>	<b>0.6</b>	<b>0.6</b>	<b>0.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Lake County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>9.7</b>	<b>10.9</b>	<b>12.3</b>	<b>12.3</b>	<b>13.3</b>	<b>13.7</b>	<b>14.1</b>
<b>All Overnight</b>	<b>7.0</b>	<b>8.3</b>	<b>9.4</b>	<b>9.3</b>	<b>10.1</b>	<b>10.4</b>	<b>10.7</b>
Hotel, Motel, STVR*	2.9	4.0	5.1	4.6	5.3	5.4	5.5
Private Home	1.1	1.3	1.5	1.6	1.6	1.7	1.7
Other Overnight	3.0	3.0	2.8	3.1	3.2	3.3	3.5
<b>Day Travel</b>	<b>2.8</b>	<b>2.6</b>	<b>2.9</b>	<b>3.1</b>	<b>3.2</b>	<b>3.3</b>	<b>3.4</b>
Day Travel	2.8	2.6	2.9	3.1	3.2	3.3	3.4

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$225	\$375	\$92	\$153	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$89	\$256	\$27	\$78	3.3	2.9
All Overnight	\$113	\$265	\$40	\$96	2.8	2.3

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	60	0	0	24
Private Home	0	0	80	0	0	31
Other Overnight	0	0	129	0	0	39
All Overnight	0	0	269	0	0	94

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	36	0	0	15
Private Home	0	0	31	0	0	12
Other Overnight	0	0	45	0	0	14
All Overnight	0	0	112	0	0	40

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Lane County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$79,872
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.37

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$28,159
Additional employment if each resident household encouraged one additional overnight visitor	353

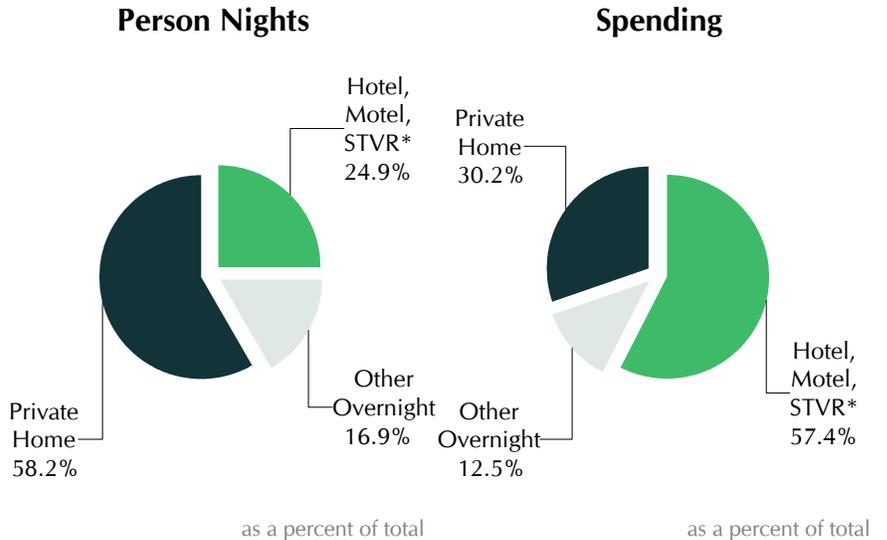
### Visitor Shares

Travel Share of Total Employment (2018)*	5.2 %
Overnight Visitor Share of Resident Population (2018)**	6.0 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,117.2	2,075.7	348.4
Private Home	1,602.8	4,853.8	183.1
Other Overnight	451.5	1,407.2	75.6
All Overnight	3,171.5	8,336.8	607.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Lane**  
**Direct Travel Impacts, 2003-2019p**

								<b>Avg. Annual Chg.</b>	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	520.5	732.8	842.7	950.8	1,024.1	1,040.6	1.6%	4.0%	
Other	74.8	172.6	194.5	225.9	258.3	257.7	-0.2%	4.6%	
Visitor	445.7	560.3	648.2	724.8	765.8	782.9	2.2%	3.8%	
Non-transportation	380.3	448.8	532.5	607.3	631.1	646.3	2.4%	4.1%	
Transportation	65.5	111.4	115.6	117.5	134.7	136.6	1.4%	2.3%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	126.2	167.9	220.0	273.7	297.6	308.4	3.6%	7.0%	
<b>Employment (Jobs)</b>									
Employment	7,510	8,460	9,770	10,800	11,110	11,140	0.2%	3.1%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	18.2	23.9	31.1	39.2	41.5	42.1	1.5%	6.5%	
Local	5.8	7.8	10.5	13.0	13.6	13.6	-0.1%	6.3%	
State	12.4	16.1	20.6	26.2	27.9	28.5	2.3%	6.6%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Lane County

### Travel Impacts, 2003-2019p

Total Direct Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	445.7	522.0	564.4	560.3	648.2	724.8	765.8	782.9
Other Travel*	74.8	132.3	152.6	172.6	194.5	225.9	258.3	257.7
<b>Total</b>	<b>520.5</b>	<b>654.3</b>	<b>717.0</b>	<b>732.8</b>	<b>842.7</b>	<b>950.8</b>	<b>1,024.1</b>	<b>1,040.6</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	63.3	82.8	98.3	88.1	112.2	142.1	141.3	142.5
Arts, Ent. & Rec.	70.0	75.6	77.1	74.2	83.0	90.3	94.3	95.8
Food Service	116.9	135.1	145.4	147.2	179.0	209.1	224.0	233.6
Food Stores	46.4	49.3	56.3	54.8	65.0	68.2	70.6	72.2
Local Tran. & Gas	42.9	62.1	75.3	62.9	75.8	68.5	81.3	81.6
Retail Sales	83.6	86.9	84.4	84.5	93.3	97.6	101.0	102.1
Visitor Air Tran.	22.5	30.2	27.6	48.6	39.8	49.0	53.3	55.0
<b>Total</b>	<b>445.7</b>	<b>522.0</b>	<b>564.4</b>	<b>560.3</b>	<b>648.2</b>	<b>724.8</b>	<b>765.8</b>	<b>782.9</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	77.8	92.7	106.1	99.7	127.2	158.2	169.2	178.4
Arts, Ent. & Rec.	20.5	22.1	26.0	23.6	30.0	34.8	37.6	39.6
Ground Tran.	3.1	3.5	3.6	3.4	3.8	4.3	4.9	5.2
Other Travel*	9.0	20.7	24.3	24.0	38.9	53.3	61.8	60.4
Retail**	15.8	16.8	17.9	17.4	20.2	23.1	24.2	24.7
<b>Total</b>	<b>126.2</b>	<b>155.8</b>	<b>178.0</b>	<b>167.9</b>	<b>220.0</b>	<b>273.7</b>	<b>297.6</b>	<b>308.4</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	4,300	4,610	5,050	4,590	5,300	5,920	6,030	6,150
Arts, Ent. & Rec.	1,940	2,070	2,430	2,220	2,420	2,580	2,620	2,630
Ground Tran.	140	140	130	120	120	120	130	130
Other Travel*	350	780	860	770	1,100	1,310	1,450	1,340
Retail**	780	780	810	760	840	880	890	890
<b>Total</b>	<b>7,510</b>	<b>8,380</b>	<b>9,290</b>	<b>8,460</b>	<b>9,770</b>	<b>10,800</b>	<b>11,110</b>	<b>11,140</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	5.8	7.7	8.5	7.8	10.5	13.0	13.6	13.6
State Tax Receipts	12.4	15.4	17.0	16.1	20.6	26.2	27.9	28.5
<b>Total</b>	<b>18.2</b>	<b>23.2</b>	<b>25.5</b>	<b>23.9</b>	<b>31.1</b>	<b>39.2</b>	<b>41.5</b>	<b>42.1</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Lane County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>423.2</b>	<b>536.8</b>	<b>511.7</b>	<b>608.3</b>	<b>675.9</b>	<b>712.5</b>	<b>727.9</b>
<b>All Overnight</b>	<b>297.2</b>	<b>405.1</b>	<b>381.7</b>	<b>455.4</b>	<b>510.4</b>	<b>537.7</b>	<b>548.3</b>
Hotel, Motel, STVR*	148.7	222.0	198.9	251.3	295.8	311.1	316.9
Private Home	114.4	141.5	142.7	159.3	167.6	177.6	180.6
Other Overnight	34.1	41.6	40.1	44.8	47.0	48.9	50.8
<b>Day Travel</b>	<b>126.0</b>	<b>131.7</b>	<b>129.9</b>	<b>153.0</b>	<b>165.5</b>	<b>174.8</b>	<b>179.6</b>
Day Travel	126.0	131.7	129.9	153.0	165.5	174.8	179.6

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$393	\$742	\$168	\$312	2.3	1.9
Private Home	\$93	\$288	\$38	\$114	2.5	3.1
Other Overnight	\$181	\$563	\$54	\$167	3.4	3.1
All Overnight	\$185	\$489	\$73	\$191	2.5	2.6

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	2,076	0	0	887
Private Home	0	0	4,854	0	0	1,975
Other Overnight	0	0	1,407	0	0	418
All Overnight	0	0	8,337	0	0	3,280

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	1,117	0	0	470
Private Home	0	0	1,603	0	0	636
Other Overnight	0	0	451	0	0	134
All Overnight	0	0	3,171	0	0	1,240

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Lincoln County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$95,762
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.21

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$5,090
Additional employment if each resident household encouraged one additional overnight visitor	53

### Visitor Shares

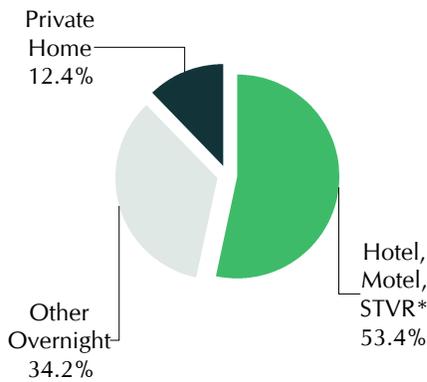
Travel Share of Total Employment (2018)*	24.3 %
Overnight Visitor Share of Resident Population (2018)**	28.6 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

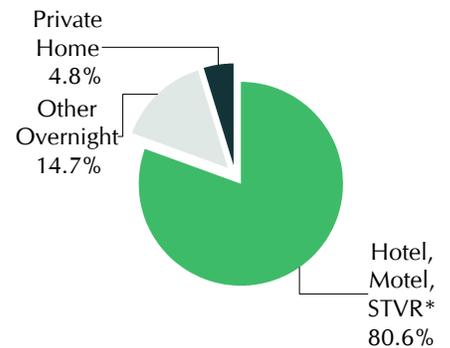
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,463.9	2,769.1	408.5
Private Home	210.5	640.1	24.1
Other Overnight	536.3	1,772.5	74.4
All Overnight	2,210.7	5,181.7	507.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Lincoln**  
**Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	324.6	433.0	506.7	590.9	617.4	644.2	4.3%	4.5%	
Other	8.8	9.8	10.9	12.2	14.0	14.2	1.2%	4.2%	
Visitor	315.7	423.2	495.8	578.7	603.4	630.1	4.4%	4.5%	
Non-transportation	290.2	377.9	442.2	528.3	546.1	571.1	4.6%	4.7%	
Transportation	25.5	45.4	53.5	50.4	57.4	59.0	2.8%	3.0%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	85.5	116.5	133.1	161.8	180.5	193.3	7.1%	5.8%	
<b>Employment (Jobs)</b>									
Employment	4,690	5,540	5,790	6,120	6,470	6,650	2.8%	2.1%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	13.6	19.8	23.3	30.0	31.7	32.8	3.6%	5.8%	
Local	6.4	9.3	11.0	13.6	14.1	14.3	1.5%	4.9%	
State	7.2	10.5	12.4	16.4	17.6	18.5	5.2%	6.5%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Lincoln County

### Travel Impacts, 2003-2019p

Total Direct Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	315.7	408.6	432.5	423.2	495.8	578.7	603.4	630.1
Other Travel*	8.8	10.5	12.5	9.8	10.9	12.2	14.0	14.2
<b>Total</b>	<b>324.6</b>	<b>419.0</b>	<b>445.0</b>	<b>433.0</b>	<b>506.7</b>	<b>590.9</b>	<b>617.4</b>	<b>644.2</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	81.7	116.2	120.4	120.5	138.6	171.2	177.0	182.9
Arts, Ent. & Rec.	51.3	59.7	59.2	57.2	64.8	74.6	76.6	79.5
Food Service	72.0	92.9	102.7	105.1	128.9	161.5	169.5	181.2
Food Stores	32.7	37.1	39.6	38.2	46.1	50.0	51.1	53.2
Local Tran. & Gas	25.5	43.3	53.7	45.4	53.5	50.4	57.4	59.0
Retail Sales	52.5	59.4	57.0	56.8	63.9	70.8	71.9	74.4
<b>Total</b>	<b>315.7</b>	<b>408.6</b>	<b>432.5</b>	<b>423.2</b>	<b>495.8</b>	<b>578.7</b>	<b>603.4</b>	<b>630.1</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	57.5	78.4	86.0	84.2	99.5	121.5	137.0	146.9
Arts, Ent. & Rec.	13.6	15.8	18.0	16.4	14.9	16.8	18.8	20.2
Ground Tran.	1.2	1.5	1.6	1.6	2.0	2.6	2.7	3.0
Other Travel*	2.3	2.0	2.2	1.7	1.9	2.9	3.3	3.4
Retail**	11.0	12.6	13.0	12.6	14.9	17.9	18.7	19.7
<b>Total</b>	<b>85.5</b>	<b>110.3</b>	<b>120.9</b>	<b>116.5</b>	<b>133.1</b>	<b>161.8</b>	<b>180.5</b>	<b>193.3</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	3,120	3,830	4,090	3,920	4,080	4,360	4,600	4,770
Arts, Ent. & Rec.	880	940	950	930	940	890	990	1,000
Ground Tran.	50	60	60	50	60	70	70	70
Other Travel*	60	50	50	40	40	70	80	70
Retail**	590	640	640	600	670	730	740	740
<b>Total</b>	<b>4,690</b>	<b>5,510</b>	<b>5,770</b>	<b>5,540</b>	<b>5,790</b>	<b>6,120</b>	<b>6,470</b>	<b>6,650</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	6.4	8.4	8.1	9.3	11.0	13.6	14.1	14.3
State Tax Receipts	7.2	10.1	10.9	10.5	12.4	16.4	17.6	18.5
<b>Total</b>	<b>13.6</b>	<b>18.6</b>	<b>19.0</b>	<b>19.8</b>	<b>23.3</b>	<b>30.0</b>	<b>31.7</b>	<b>32.8</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Lincoln County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>315.7</b>	<b>432.5</b>	<b>423.2</b>	<b>495.8</b>	<b>578.7</b>	<b>603.4</b>	<b>630.1</b>
<b>All Overnight</b>	<b>236.4</b>	<b>344.1</b>	<b>337.4</b>	<b>393.8</b>	<b>464.8</b>	<b>485.4</b>	<b>507.1</b>
Hotel, Motel, STVR*	167.0	264.1	259.6	306.7	373.1	390.0	408.5
Private Home	16.3	19.7	19.2	21.6	22.6	23.5	24.1
Other Overnight	53.1	60.2	58.5	65.5	69.2	71.8	74.4
<b>Day Travel</b>	<b>79.4</b>	<b>88.4</b>	<b>85.9</b>	<b>102.0</b>	<b>113.8</b>	<b>118.1</b>	<b>122.9</b>
Day Travel	79.4	88.4	85.9	102.0	113.8	118.1	122.9

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$361	\$682	\$148	\$279	2.4	1.9
Private Home	\$98	\$299	\$38	\$115	2.6	3.0
Other Overnight	\$138	\$456	\$42	\$139	3.3	3.3
All Overnight	\$264	\$602	\$98	\$229	2.7	2.3

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	2,769	0	0	1,133
Private Home	0	0	640	0	0	246
Other Overnight	0	0	1,773	0	0	541
All Overnight	0	0	5,182	0	0	1,919

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	1,464	0	0	599
Private Home	0	0	210	0	0	81
Other Overnight	0	0	536	0	0	163
All Overnight	0	0	2,211	0	0	843

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Linn County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$73,973
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.30

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$5,568
Additional employment if each resident household encouraged one additional overnight visitor	75

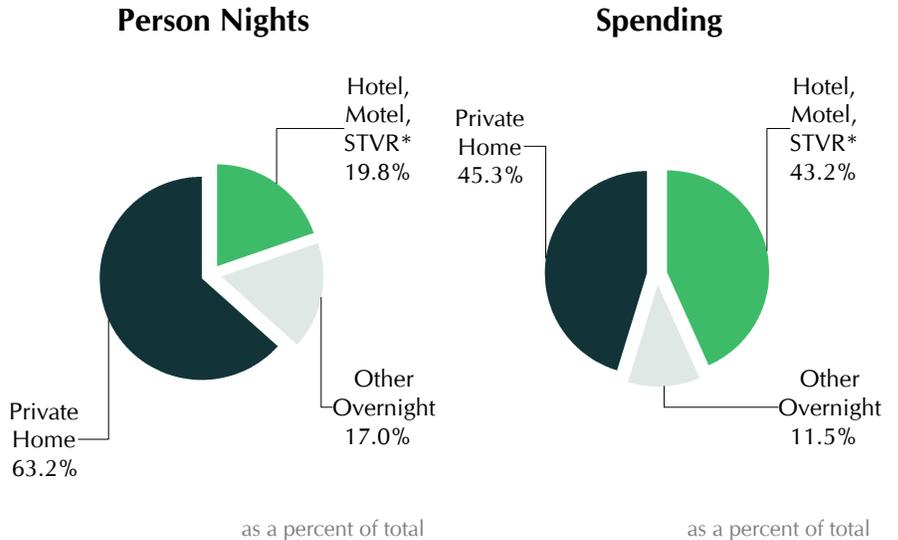
### Visitor Shares

Travel Share of Total Employment (2018)*	3.0 %
Overnight Visitor Share of Resident Population (2018)**	4.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	242.5	403.4	41.5
Private Home	501.3	1,288.7	43.5
Other Overnight	112.5	346.3	11.0
All Overnight	856.4	2,038.4	96.0

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Linn**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	92.0	112.9	136.0	143.6	151.1	157.0	3.9%	3.7%
Other	10.6	16.8	19.3	15.9	18.4	18.6	0.7%	1.1%
Visitor	81.4	96.1	116.7	127.7	132.7	138.4	4.3%	4.1%
Non-transportation	73.6	84.0	102.1	114.9	118.1	123.5	4.6%	4.4%
Transportation	7.8	12.1	14.6	12.9	14.6	14.9	2.2%	2.4%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	21.1	24.8	29.8	36.9	40.6	43.1	6.3%	6.4%
<b>Employment (Jobs)</b>								
Employment	1,510	1,490	1,630	1,800	1,910	1,920	0.9%	2.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	3.3	4.0	5.1	6.4	6.7	7.3	9.7%	7.1%
Local	0.5	0.6	0.9	1.2	1.2	1.7	36.0%	11.2%
State	2.8	3.3	4.1	5.2	5.5	5.7	3.7%	6.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Linn County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	81.4	96.5	101.6	96.1	116.7	127.7	132.7	138.4
Other Travel*	10.6	16.9	20.9	16.8	19.3	15.9	18.4	18.6
<b>Total</b>	<b>92.0</b>	<b>113.4</b>	<b>122.5</b>	<b>112.9</b>	<b>136.0</b>	<b>143.6</b>	<b>151.1</b>	<b>157.0</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	8.7	11.5	12.6	10.8	15.3	19.9	20.2	21.3
Arts, Ent. & Rec.	14.1	15.4	15.2	14.6	16.6	17.9	18.3	18.9
Food Service	22.6	26.6	27.9	28.0	34.9	40.4	42.3	44.8
Food Stores	10.6	12.0	13.1	12.6	15.2	15.8	16.1	16.8
Local Tran. & Gas	7.8	12.1	14.7	12.1	14.6	12.9	14.6	14.9
Retail Sales	17.7	18.8	18.1	17.9	20.1	20.9	21.2	21.8
<b>Total</b>	<b>81.4</b>	<b>96.5</b>	<b>101.6</b>	<b>96.1</b>	<b>116.7</b>	<b>127.7</b>	<b>132.7</b>	<b>138.4</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	11.9	14.4	15.8	14.8	18.3	24.1	26.9	28.3
Arts, Ent. & Rec.	4.2	4.6	5.3	4.8	5.4	6.1	6.5	6.9
Ground Tran.	0.4	0.5	0.5	0.5	0.6	0.7	0.8	0.8
Other Travel*	1.0	1.1	1.0	0.9	0.9	0.8	0.9	1.1
Retail**	3.5	3.9	4.0	3.9	4.6	5.2	5.6	5.9
<b>Total</b>	<b>21.1</b>	<b>24.4</b>	<b>26.7</b>	<b>24.8</b>	<b>29.8</b>	<b>36.9</b>	<b>40.6</b>	<b>43.1</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	870	950	990	870	1,010	1,120	1,200	1,220
Arts, Ent. & Rec.	380	400	390	360	350	390	410	400
Ground Tran.	20	20	20	20	20	20	20	20
Other Travel*	60	60	60	50	50	40	40	50
Retail**	200	190	190	190	210	230	230	240
<b>Total</b>	<b>1,510</b>	<b>1,630</b>	<b>1,650</b>	<b>1,490</b>	<b>1,630</b>	<b>1,800</b>	<b>1,910</b>	<b>1,920</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.5	0.7	0.8	0.6	0.9	1.2	1.2	1.7
State Tax Receipts	2.8	3.4	3.6	3.3	4.1	5.2	5.5	5.7
<b>Total</b>	<b>3.3</b>	<b>4.1</b>	<b>4.3</b>	<b>4.0</b>	<b>5.1</b>	<b>6.4</b>	<b>6.7</b>	<b>7.3</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Linn County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>81.4</b>	<b>101.6</b>	<b>96.1</b>	<b>116.7</b>	<b>127.7</b>	<b>132.7</b>	<b>138.4</b>
<b>All Overnight</b>	<b>53.0</b>	<b>70.4</b>	<b>65.7</b>	<b>80.2</b>	<b>88.5</b>	<b>92.0</b>	<b>96.0</b>
Hotel, Motel, STVR*	18.4	27.0	22.9	32.1	38.1	39.4	41.5
Private Home	27.1	34.2	34.1	38.4	40.2	41.9	43.5
Other Overnight	7.5	9.2	8.6	9.7	10.2	10.6	11.0
<b>Day Travel</b>	<b>28.4</b>	<b>31.2</b>	<b>30.4</b>	<b>36.5</b>	<b>39.2</b>	<b>40.7</b>	<b>42.4</b>
Day Travel	28.4	31.2	30.4	36.5	39.2	40.7	42.4

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$253	\$420	\$103	\$171	2.5	1.7
Private Home	\$86	\$222	\$34	\$87	2.6	2.6
Other Overnight	\$109	\$335	\$32	\$98	3.4	3.1
All Overnight	\$125	\$293	\$47	\$112	2.7	2.3

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	403	0	0	164
Private Home	0	0	1,289	0	0	504
Other Overnight	0	0	346	0	0	101
All Overnight	0	0	2,038	0	0	769

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	243	0	0	99
Private Home	0	0	501	0	0	196
Other Overnight	0	0	113	0	0	33
All Overnight	0	0	856	0	0	328

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Malheur County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$71,769
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.86

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,191
Additional employment if each resident household encouraged one additional overnight visitor	17

### Visitor Shares

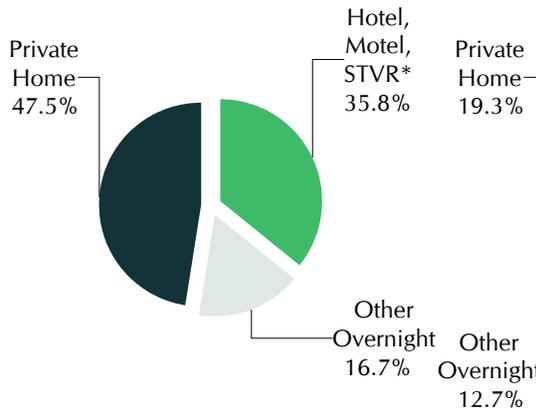
Travel Share of Total Employment (2018)*	3.4 %
Overnight Visitor Share of Resident Population (2018)**	5.8 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

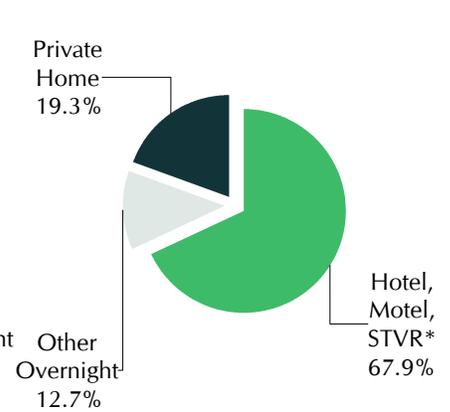
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	140.6	233.8	23.3
Private Home	120.7	310.2	6.6
Other Overnight	35.4	108.8	4.4
All Overnight	296.6	652.8	34.4

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Malheur**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
	2003	2010	2014	2017	2018	2019	18-19	10-19
<b>Spending (\$M)</b>								
Total (Current \$)	35.6	37.6	40.1	45.6	45.1	46.8	3.8%	2.5%
Other	2.7	4.3	4.7	3.9	4.4	4.5	0.7%	0.5%
Visitor	32.9	33.3	35.3	41.7	40.6	42.3	4.1%	2.7%
Non-transportation	30.5	30.2	32.1	38.7	37.4	39.0	4.3%	2.9%
Transportation	2.4	3.1	3.3	3.0	3.2	3.3	2.1%	0.6%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	9.7	9.8	11.1	13.1	13.5	14.2	4.5%	4.2%
<b>Employment (Jobs)</b>								
Employment	660	550	560	620	600	600	-1.2%	1.0%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.3	1.7	1.9	2.5	2.4	2.5	3.6%	4.5%
Local	0.4	0.6	0.7	0.9	0.9	0.9	4.1%	4.2%
State	1.0	1.0	1.2	1.5	1.5	1.6	3.3%	4.7%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Malheur County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	32.9	35.9	31.2	33.3	35.3	41.7	40.6	42.3
Other Travel*	2.7	4.4	5.3	4.3	4.7	3.9	4.4	4.5
<b>Total</b>	<b>35.6</b>	<b>40.3</b>	<b>36.5</b>	<b>37.6</b>	<b>40.1</b>	<b>45.6</b>	<b>45.1</b>	<b>46.8</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	7.1	8.0	7.9	8.5	9.2	12.8	11.9	12.4
Arts, Ent. & Rec.	6.2	6.3	5.0	5.2	5.2	5.9	5.7	5.9
Food Service	8.5	9.2	7.8	8.6	9.4	11.2	11.2	11.8
Food Stores	3.8	4.1	3.6	3.9	4.3	4.5	4.5	4.7
Local Tran. & Gas	2.4	3.4	3.3	3.1	3.3	3.0	3.2	3.3
Retail Sales	4.9	4.9	3.6	3.9	4.0	4.2	4.1	4.2
<b>Total</b>	<b>32.9</b>	<b>35.9</b>	<b>31.2</b>	<b>33.3</b>	<b>35.3</b>	<b>41.7</b>	<b>40.6</b>	<b>42.3</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	6.5	7.1	6.4	6.8	7.8	9.0	9.8	10.2
Arts, Ent. & Rec.	1.8	1.8	1.7	1.6	1.9	2.4	2.0	2.2
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Retail**	1.1	1.1	0.9	1.0	1.0	1.2	1.3	1.3
<b>Total</b>	<b>9.7</b>	<b>10.4</b>	<b>9.4</b>	<b>9.8</b>	<b>11.1</b>	<b>13.1</b>	<b>13.5</b>	<b>14.2</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	410	410	360	370	380	410	430	420
Arts, Ent. & Rec.	170	150	120	120	130	130	100	100
Ground Tran.	10	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10	10
Retail**	60	60	50	50	50	50	50	50
<b>Total</b>	<b>660</b>	<b>630</b>	<b>530</b>	<b>550</b>	<b>560</b>	<b>620</b>	<b>600</b>	<b>600</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.4	0.5	0.6	0.6	0.7	0.9	0.9	0.9
State Tax Receipts	1.0	1.1	1.0	1.0	1.2	1.5	1.5	1.6
<b>Total</b>	<b>1.3</b>	<b>1.6</b>	<b>1.6</b>	<b>1.7</b>	<b>1.9</b>	<b>2.5</b>	<b>2.4</b>	<b>2.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Malheur County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>32.9</b>	<b>31.2</b>	<b>33.3</b>	<b>35.3</b>	<b>41.7</b>	<b>40.6</b>	<b>42.3</b>
<b>All Overnight</b>	<b>24.1</b>	<b>25.1</b>	<b>26.8</b>	<b>28.4</b>	<b>34.0</b>	<b>33.0</b>	<b>34.4</b>
Hotel, Motel, STVR*	16.4	16.6	17.5	18.4	23.7	22.4	23.3
Private Home	4.8	5.6	5.9	6.1	6.3	6.4	6.6
Other Overnight	2.9	2.9	3.4	3.8	4.0	4.2	4.4
<b>Day Travel</b>	<b>8.8</b>	<b>6.1</b>	<b>6.5</b>	<b>7.0</b>	<b>7.7</b>	<b>7.6</b>	<b>7.9</b>
Day Travel	8.8	6.1	6.5	7.0	7.7	7.6	7.9

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$245	\$407	\$100	\$166	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$138	\$422	\$40	\$123	3.4	3.1
All Overnight	\$138	\$299	\$53	\$116	2.6	2.2

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	234	0	0	95
Private Home	0	0	310	0	0	121
Other Overnight	0	0	109	0	0	32
All Overnight	0	0	653	0	0	248

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	141	0	0	57
Private Home	0	0	121	0	0	47
Other Overnight	0	0	35	0	0	10
All Overnight	0	0	297	0	0	115

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Marion County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$83,726
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.26

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$17,867
Additional employment if each resident household encouraged one additional overnight visitor	213

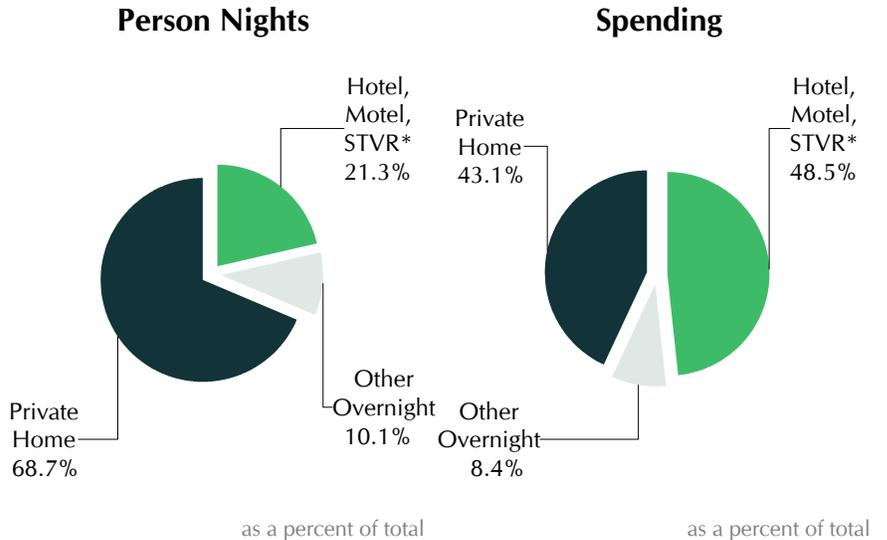
### Visitor Shares

Travel Share of Total Employment (2018)*	2.4 %
Overnight Visitor Share of Resident Population (2018)**	4.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	632.3	1,196.1	143.8
Private Home	1,270.6	3,864.4	128.0
Other Overnight	174.1	565.7	24.9
All Overnight	2,077.1	5,626.2	296.8

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Marion**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	255.8	324.2	381.9	415.5	429.3	454.3	5.8%	3.8%
Other	31.6	48.6	56.5	52.6	60.4	61.0	1.0%	2.6%
Visitor	224.2	275.7	325.5	363.0	368.9	393.3	6.6%	4.0%
Non-transportation	203.3	241.8	286.0	327.7	329.9	352.5	6.9%	4.3%
Transportation	20.9	33.8	39.5	35.3	39.0	40.7	4.4%	2.1%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	61.5	75.6	89.6	111.9	119.0	125.0	5.1%	5.7%
<b>Employment (Jobs)</b>								
Employment	3,730	3,890	4,340	4,720	4,760	4,910	3.3%	2.6%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	9.6	12.0	15.1	19.2	19.7	20.7	5.0%	6.2%
Local	1.9	2.5	3.4	4.5	4.4	4.8	8.1%	7.4%
State	7.8	9.5	11.7	14.8	15.3	15.9	4.2%	5.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Marion County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	224.2	268.9	279.1	275.7	325.5	363.0	368.9	393.3
Other Travel*	31.6	48.9	59.8	48.6	56.5	52.6	60.4	61.0
<b>Total</b>	<b>255.8</b>	<b>317.8</b>	<b>338.9</b>	<b>324.2</b>	<b>381.9</b>	<b>415.5</b>	<b>429.3</b>	<b>454.3</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	28.9	39.8	42.3	40.1	51.5	67.6	67.1	73.0
Arts, Ent. & Rec.	37.8	41.5	40.5	40.1	44.7	48.7	48.9	51.4
Food Service	61.8	73.5	75.8	79.4	96.2	112.8	115.5	125.0
Food Stores	28.0	31.2	34.1	33.8	40.2	42.4	42.5	44.8
Local Tran. & Gas	20.9	33.0	39.1	33.8	39.5	35.3	39.0	40.7
Retail Sales	46.8	49.9	47.2	48.4	53.4	56.1	55.9	58.4
<b>Total</b>	<b>224.2</b>	<b>268.9</b>	<b>279.1</b>	<b>275.7</b>	<b>325.5</b>	<b>363.0</b>	<b>368.9</b>	<b>393.3</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	36.2	44.7	48.2	47.2	57.8	74.8	79.1	82.4
Arts, Ent. & Rec.	11.3	12.4	13.9	13.0	14.0	15.3	16.8	18.3
Ground Tran.	1.1	1.3	1.3	1.3	1.6	2.0	2.1	2.3
Other Travel*	3.7	3.8	4.0	3.7	4.2	5.9	6.6	6.8
Retail**	9.1	10.1	10.4	10.3	12.0	13.8	14.3	15.1
<b>Total</b>	<b>61.5</b>	<b>72.3</b>	<b>77.8</b>	<b>75.6</b>	<b>89.6</b>	<b>111.9</b>	<b>119.0</b>	<b>125.0</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	2,200	2,440	2,480	2,320	2,690	2,980	3,000	3,000
Arts, Ent. & Rec.	840	890	990	910	950	950	950	1,090
Ground Tran.	50	50	50	40	50	50	50	60
Other Travel*	180	170	170	150	160	210	220	220
Retail**	450	480	470	460	500	530	530	550
<b>Total</b>	<b>3,730</b>	<b>4,020</b>	<b>4,150</b>	<b>3,890</b>	<b>4,340</b>	<b>4,720</b>	<b>4,760</b>	<b>4,910</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	1.9	2.6	2.8	2.5	3.4	4.5	4.4	4.8
State Tax Receipts	7.8	9.4	9.9	9.5	11.7	14.8	15.3	15.9
<b>Total</b>	<b>9.6</b>	<b>12.0</b>	<b>12.7</b>	<b>12.0</b>	<b>15.1</b>	<b>19.2</b>	<b>19.7</b>	<b>20.7</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Marion County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>224.2</b>	<b>279.1</b>	<b>275.7</b>	<b>325.5</b>	<b>363.0</b>	<b>368.9</b>	<b>393.3</b>
<b>All Overnight</b>	<b>159.6</b>	<b>210.0</b>	<b>205.9</b>	<b>243.2</b>	<b>273.6</b>	<b>277.9</b>	<b>296.8</b>
Hotel, Motel, STVR*	62.7	91.6	87.1	109.2	132.0	132.2	143.8
Private Home	80.6	98.3	99.4	112.1	118.6	121.7	128.0
Other Overnight	16.3	20.2	19.4	21.9	23.1	24.0	24.9
<b>Day Travel</b>	<b>64.5</b>	<b>69.1</b>	<b>69.8</b>	<b>82.2</b>	<b>89.4</b>	<b>91.0</b>	<b>96.5</b>
Day Travel	64.5	69.1	69.8	82.2	89.4	91.0	96.5

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$294	\$556	\$120	\$227	2.4	1.9
Private Home	\$86	\$263	\$33	\$101	2.6	3.0
Other Overnight	\$149	\$484	\$44	\$143	3.4	3.3
All Overnight	\$139	\$372	\$53	\$143	2.6	2.7

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	1,196	0	0	489
Private Home	0	0	3,864	0	0	1,483
Other Overnight	0	0	566	0	0	167
All Overnight	0	0	5,626	0	0	2,140

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	632	0	0	259
Private Home	0	0	1,271	0	0	488
Other Overnight	0	0	174	0	0	51
All Overnight	0	0	2,077	0	0	798

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Morrow County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$63,633
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.03

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$400
Additional employment if each resident household encouraged one additional overnight visitor	6

### Visitor Shares

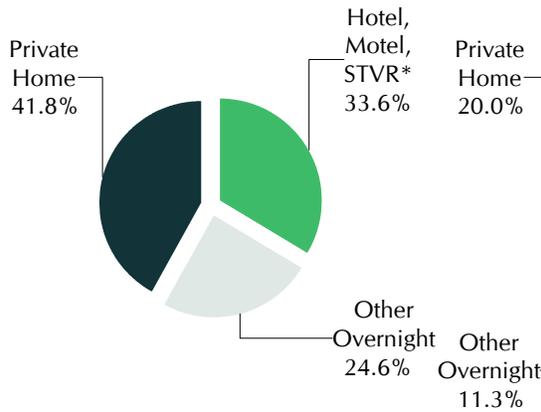
Travel Share of Total Employment (2018)*	2.7 %
Overnight Visitor Share of Resident Population (2018)**	6.6 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

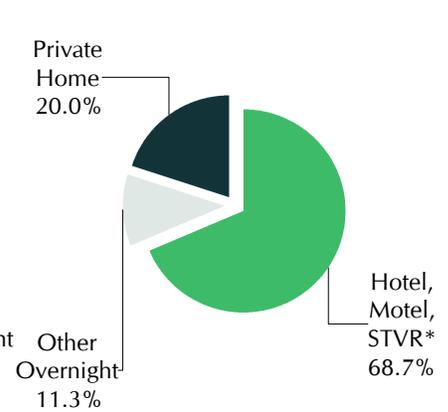
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

#### Person Nights



as a percent of total

#### Spending



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	55.5	92.3	8.5
Private Home	44.8	115.0	2.5
Other Overnight	23.6	67.7	1.4
All Overnight	123.8	275.1	12.3

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Morrow**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	10.8	12.0	14.4	15.8	16.5	17.1	3.8%	4.0%
Other	1.0	1.5	1.7	1.4	1.6	1.7	0.7%	0.9%
Visitor	9.8	10.4	12.6	14.4	14.8	15.4	4.1%	4.4%
Non-transportation	8.9	9.3	11.3	13.2	13.5	14.1	4.3%	4.7%
Transportation	0.8	1.1	1.3	1.2	1.3	1.3	2.3%	2.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	2.7	2.8	3.4	4.1	4.7	5.2	10.6%	7.3%
<b>Employment (Jobs)</b>								
Employment	200	150	180	190	220	250	9.7%	5.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.3	0.3	0.4	0.5	0.6	0.6	6.0%	6.7%
Local	0.0	0.0	0.0	0.0	0.0	0.0	3.6%	3.9%
State	0.3	0.3	0.4	0.5	0.6	0.6	6.0%	6.7%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Morrow County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	9.8	10.6	11.5	10.4	12.6	14.4	14.8	15.4
Other Travel*	1.0	1.6	2.0	1.5	1.7	1.4	1.6	1.7
<b>Total</b>	<b>10.8</b>	<b>12.2</b>	<b>13.5</b>	<b>12.0</b>	<b>14.4</b>	<b>15.8</b>	<b>16.5</b>	<b>17.1</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	2.0	2.1	2.7	2.4	3.2	4.1	4.2	4.3
Arts, Ent. & Rec.	1.7	1.7	1.8	1.6	1.8	2.0	2.1	2.1
Food Service	2.5	2.7	2.9	2.8	3.4	4.0	4.1	4.4
Food Stores	1.2	1.3	1.3	1.3	1.5	1.5	1.6	1.6
Local Tran. & Gas	0.8	1.1	1.4	1.1	1.3	1.2	1.3	1.3
Retail Sales	1.5	1.5	1.4	1.3	1.5	1.5	1.5	1.6
<b>Total</b>	<b>9.8</b>	<b>10.6</b>	<b>11.5</b>	<b>10.4</b>	<b>12.6</b>	<b>14.4</b>	<b>14.8</b>	<b>15.4</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	1.5	1.7	1.9	1.6	2.1	2.6	3.2	3.6
Arts, Ent. & Rec.	0.6	0.6	0.7	0.6	0.6	0.7	0.8	0.8
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	0.4	0.5	0.5	0.4	0.5	0.6	0.6	0.6
<b>Total</b>	<b>2.7</b>	<b>2.8</b>	<b>3.2</b>	<b>2.8</b>	<b>3.4</b>	<b>4.1</b>	<b>4.7</b>	<b>5.2</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	130	130	140	100	120	130	160	180
Arts, Ent. & Rec.	30	30	30	30	40	40	40	40
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Retail**	30	20	20	20	20	20	20	20
<b>Total</b>	<b>200</b>	<b>190</b>	<b>200</b>	<b>150</b>	<b>180</b>	<b>190</b>	<b>220</b>	<b>250</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Receipts	0.3	0.4	0.4	0.3	0.4	0.5	0.6	0.6
<b>Total</b>	<b>0.3</b>	<b>0.4</b>	<b>0.4</b>	<b>0.3</b>	<b>0.4</b>	<b>0.5</b>	<b>0.6</b>	<b>0.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Morrow County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>9.8</b>	<b>11.5</b>	<b>10.4</b>	<b>12.6</b>	<b>14.4</b>	<b>14.8</b>	<b>15.4</b>
<b>All Overnight</b>	<b>7.2</b>	<b>9.1</b>	<b>8.2</b>	<b>10.0</b>	<b>11.5</b>	<b>11.9</b>	<b>12.3</b>
Hotel, Motel, STVR*	4.5	5.7	5.0	6.5	7.9	8.1	8.5
Private Home	1.8	2.2	2.1	2.2	2.3	2.4	2.5
Other Overnight	1.0	1.2	1.1	1.3	1.3	1.3	1.4
<b>Day Travel</b>	<b>2.5</b>	<b>2.4</b>	<b>2.3</b>	<b>2.7</b>	<b>2.9</b>	<b>3.0</b>	<b>3.1</b>
Day Travel	2.5	2.4	2.3	2.7	2.9	3.0	3.1

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$225	\$375	\$92	\$153	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$68	\$194	\$21	\$59	3.3	2.9
All Overnight	\$120	\$261	\$45	\$100	2.7	2.2

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	92	0	0	38
Private Home	0	0	115	0	0	45
Other Overnight	0	0	68	0	0	20
All Overnight	0	0	275	0	0	103

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	56	0	0	23
Private Home	0	0	45	0	0	17
Other Overnight	0	0	24	0	0	7
All Overnight	0	0	124	0	0	47

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Multnomah County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$167,855
Employee Earnings generated by \$100 Visitor Spending	\$21
Local & State Tax Revenues generated by \$100 Visitor Spending	\$7.19

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$117,678
Additional employment if each resident household encouraged one additional overnight visitor	701

### Visitor Shares

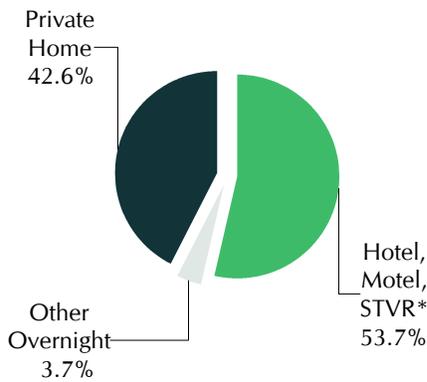
Travel Share of Total Employment (2018)*	3.5 %
Overnight Visitor Share of Resident Population (2018)**	4.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

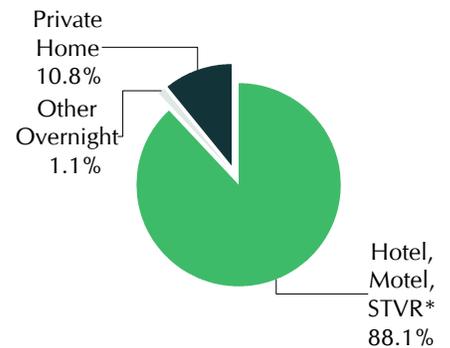
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	3,477.4	7,071.1	1,645.6
Private Home	1,807.5	5,603.6	202.2
Other Overnight	145.7	485.4	20.2
All Overnight	5,430.6	13,160.1	1,868.0

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Multnomah**  
**Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	1,987.7	2,813.6	3,432.5	3,972.4	4,165.4	4,383.0	5.2%	5.0%	
Other	664.2	961.5	1,077.0	1,217.4	1,294.5	1,431.1	10.5%	4.5%	
Visitor	1,323.5	1,852.1	2,355.6	2,755.0	2,870.8	2,951.9	2.8%	5.3%	
Non-transportation	785.7	1,065.1	1,417.4	1,712.7	1,770.7	1,823.7	3.0%	6.2%	
Transportation	537.8	787.0	938.2	1,042.3	1,100.1	1,128.3	2.6%	4.1%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	481.7	599.4	774.6	999.7	1,079.6	1,153.2	6.8%	7.5%	
<b>Employment (Jobs)</b>									
Employment	16,930	17,930	21,130	23,010	23,750	23,940	0.8%	3.3%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	81.0	108.0	156.2	198.5	207.0	212.4	2.6%	7.8%	
Local	44.2	59.5	92.9	114.0	117.2	118.0	0.7%	7.9%	
State	36.7	48.5	63.3	84.4	89.8	94.3	5.0%	7.7%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

**Multnomah County**  
**Travel Impacts, 2003-2019p**

**Total Direct Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	1,323.5	1,664.6	1,822.3	1,852.1	2,355.6	2,755.0	2,870.8	2,951.9
Other Travel*	664.2	895.8	942.0	961.5	1,077.0	1,217.4	1,294.5	1,431.1
<b>Total</b>	<b>1,987.7</b>	<b>2,560.4</b>	<b>2,764.3</b>	<b>2,813.6</b>	<b>3,432.5</b>	<b>3,972.4</b>	<b>4,165.4</b>	<b>4,383.0</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	254.2	342.4	398.2	370.5	562.3	723.8	741.0	748.4
Arts, Ent. & Rec.	90.8	102.2	105.1	106.6	125.7	141.7	146.0	150.1
Food Service	242.9	296.2	328.2	353.1	450.5	544.4	574.6	607.8
Food Stores	45.2	51.2	57.2	58.1	72.9	79.2	81.0	83.5
Local Tran. & Gas	165.2	208.4	244.5	227.3	293.0	300.0	322.9	326.7
Retail Sales	152.6	166.9	168.7	176.9	206.0	223.8	228.3	233.8
Visitor Air Tran.	372.5	497.3	520.4	559.7	645.1	742.3	777.2	801.6
<b>Total</b>	<b>1,323.5</b>	<b>1,664.6</b>	<b>1,822.3</b>	<b>1,852.1</b>	<b>2,355.6</b>	<b>2,755.0</b>	<b>2,870.8</b>	<b>2,951.9</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	175.2	218.6	252.0	248.4	339.7	428.5	467.2	493.7
Arts, Ent. & Rec.	25.1	28.3	33.5	32.0	39.9	46.1	49.0	52.3
Ground Tran.	21.2	24.6	26.2	23.8	30.1	34.5	35.8	38.9
Other Travel*	235.9	256.1	257.5	265.7	328.9	447.7	482.3	521.8
Retail**	24.2	27.1	29.0	29.5	36.0	43.0	45.2	46.6
<b>Total</b>	<b>481.7</b>	<b>554.6</b>	<b>598.4</b>	<b>599.4</b>	<b>774.6</b>	<b>999.7</b>	<b>1,079.6</b>	<b>1,153.2</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	8,660	9,810	10,830	10,420	12,710	13,700	14,090	14,020
Arts, Ent. & Rec.	840	990	1,020	950	1,140	1,170	1,170	1,230
Ground Tran.	930	990	1,010	860	970	980	980	1,020
Other Travel*	5,530	5,320	5,500	4,650	5,080	5,830	6,180	6,360
Retail**	970	1,040	1,070	1,050	1,220	1,320	1,330	1,310
<b>Total</b>	<b>16,930</b>	<b>18,140</b>	<b>19,420</b>	<b>17,930</b>	<b>21,130</b>	<b>23,010</b>	<b>23,750</b>	<b>23,940</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	44.2	55.9	63.0	59.5	92.9	114.0	117.2	118.0
State Tax Receipts	36.7	45.3	49.7	48.5	63.3	84.4	89.8	94.3
<b>Total</b>	<b>81.0</b>	<b>101.2</b>	<b>112.7</b>	<b>108.0</b>	<b>156.2</b>	<b>198.5</b>	<b>207.0</b>	<b>212.4</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers.\*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Multnomah County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>951</b>	<b>1,302</b>	<b>1,292</b>	<b>1,710</b>	<b>2,013</b>	<b>2,094</b>	<b>2,150</b>
<b>All Overnight</b>	<b>793</b>	<b>1,119</b>	<b>1,104</b>	<b>1,477</b>	<b>1,751</b>	<b>1,821</b>	<b>1,868</b>
Hotel, Motel, STVR*	659	956	935	1,284	1,543	1,603	1,646
Private Home	120	148	154	176	190	198	202
Other Overnight	14	16	16	18	19	19	20
<b>Day Travel</b>	<b>158</b>	<b>183</b>	<b>188</b>	<b>233</b>	<b>261</b>	<b>273</b>	<b>282</b>
Day Travel	158	183	188	233	261	273	282

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$489	\$1,021	\$233	\$473	2.1	2.1
Private Home	\$69	\$221	\$36	\$112	1.9	3.2
Other Overnight	\$129	\$434	\$42	\$139	3.1	3.4
All Overnight	\$289	\$726	\$142	\$344	2.0	2.5

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	7,071	0	0	3,363
Private Home	0	0	5,604	0	0	2,945
Other Overnight	0	0	485	0	0	156
All Overnight	0	0	13,160	0	0	6,464

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	3,477	0	0	1,611
Private Home	0	0	1,807	0	0	915
Other Overnight	0	0	146	0	0	47
All Overnight	0	0	5,431	0	0	2,573

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Polk County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$70,135
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$2.99

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$2,743
Additional employment if each resident household encouraged one additional overnight visitor	39

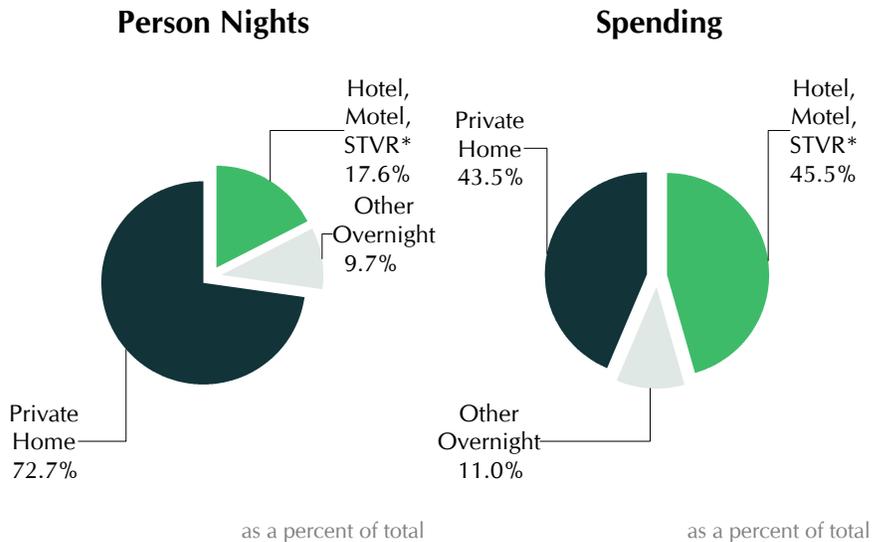
### Visitor Shares

Travel Share of Total Employment (2018)*	7.6 %
Overnight Visitor Share of Resident Population (2018)**	3.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	123.7	205.8	19.0
Private Home	330.1	848.7	18.2
Other Overnight	36.7	113.3	4.6
<b>All Overnight</b>	<b>490.6</b>	<b>1,167.8</b>	<b>41.8</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Polk**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	128.5	152.6	165.4	177.8	178.2	183.6	3.0%	2.1%
Other	5.7	10.3	12.2	10.6	12.3	12.4	0.7%	2.1%
Visitor	122.8	142.3	153.2	167.2	165.9	171.1	3.2%	2.1%
Non-transportation	117.8	134.4	144.6	159.6	157.2	162.4	3.3%	2.1%
Transportation	5.0	7.9	8.6	7.6	8.7	8.8	1.5%	1.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	39.2	48.3	41.8	51.2	55.7	59.9	7.7%	2.4%
<b>Employment (Jobs)</b>								
Employment	2,010	1,970	1,900	2,190	2,380	2,470	3.9%	2.6%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	3.0	3.7	3.7	4.6	4.9	5.1	5.1%	3.7%
State	3.0	3.7	3.7	4.6	4.9	5.1	5.1%	3.7%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Polk County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	122.8	147.6	145.2	142.3	153.2	167.2	165.9	171.1
Other Travel*	5.7	10.3	13.2	10.3	12.2	10.6	12.3	12.4
<b>Total</b>	<b>128.5</b>	<b>157.9</b>	<b>158.5</b>	<b>152.6</b>	<b>165.4</b>	<b>177.8</b>	<b>178.2</b>	<b>183.6</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	8.6	13.0	13.6	13.1	14.4	17.4	9.9	10.1
Arts, Ent. & Rec.	76.7	87.7	81.9	80.1	84.0	90.6	93.4	95.8
Food Service	20.6	25.2	25.7	26.6	30.1	34.5	36.5	38.4
Food Stores	8.9	10.4	11.3	11.1	12.6	13.3	13.6	14.0
Local Tran. & Gas	5.0	7.8	9.2	7.9	8.6	7.6	8.7	8.8
Retail Sales	3.1	3.4	3.5	3.5	3.6	3.8	3.9	4.0
<b>Total</b>	<b>122.8</b>	<b>147.6</b>	<b>145.2</b>	<b>142.3</b>	<b>153.2</b>	<b>167.2</b>	<b>165.9</b>	<b>171.1</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	11.6	15.1	16.0	16.0	16.7	22.6	25.2	27.6
Arts, Ent. & Rec.	25.2	28.9	31.1	29.4	21.9	25.0	26.6	28.3
Ground Tran.	0.3	0.4	0.4	0.4	0.4	0.5	0.6	0.6
Other Travel*	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Retail**	1.7	2.0	2.2	2.1	2.3	2.6	2.8	2.9
<b>Total</b>	<b>39.2</b>	<b>46.7</b>	<b>50.1</b>	<b>48.3</b>	<b>41.8</b>	<b>51.2</b>	<b>55.7</b>	<b>59.9</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	880	1,000	970	940	920	1,060	1,100	1,170
Arts, Ent. & Rec.	990	1,050	990	880	830	970	1,110	1,130
Ground Tran.	10	10	10	10	10	10	10	10
Other Travel*	30	30	30	20	30	30	30	30
Retail**	100	110	110	110	110	120	120	120
<b>Total</b>	<b>2,010</b>	<b>2,200</b>	<b>2,120</b>	<b>1,970</b>	<b>1,900</b>	<b>2,190</b>	<b>2,380</b>	<b>2,470</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
State Tax Receipts	3.0	3.6	3.9	3.7	3.7	4.6	4.9	5.1
<b>Total</b>	<b>3.0</b>	<b>3.6</b>	<b>3.9</b>	<b>3.7</b>	<b>3.7</b>	<b>4.6</b>	<b>4.9</b>	<b>5.1</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Polk County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>122.8</b>	<b>145.2</b>	<b>142.3</b>	<b>153.2</b>	<b>167.2</b>	<b>165.9</b>	<b>171.1</b>
<b>All Overnight</b>	<b>27.4</b>	<b>39.5</b>	<b>38.4</b>	<b>41.9</b>	<b>46.5</b>	<b>40.4</b>	<b>41.8</b>
Hotel, Motel, STVR*	14.1	21.4	20.7	22.4	25.4	18.3	19.0
Private Home	10.3	14.3	14.1	15.5	16.8	17.6	18.2
Other Overnight	3.0	3.8	3.6	4.0	4.2	4.4	4.6
<b>Day Travel</b>	<b>95.4</b>	<b>105.8</b>	<b>103.9</b>	<b>111.3</b>	<b>120.7</b>	<b>125.5</b>	<b>129.3</b>
Day Travel	95.4	105.8	103.9	111.3	120.7	125.5	129.3

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$227	\$377	\$92	\$154	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$140	\$429	\$41	\$125	3.4	3.1
All Overnight	\$93	\$220	\$36	\$85	2.6	2.4

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	206	0	0	84
Private Home	0	0	849	0	0	332
Other Overnight	0	0	113	0	0	33
All Overnight	0	0	1,168	0	0	449

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	124	0	0	50
Private Home	0	0	330	0	0	129
Other Overnight	0	0	37	0	0	11
All Overnight	0	0	491	0	0	190

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Sherman County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$96,523
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.61

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$85
Additional employment if each resident household encouraged one additional overnight visitor	1

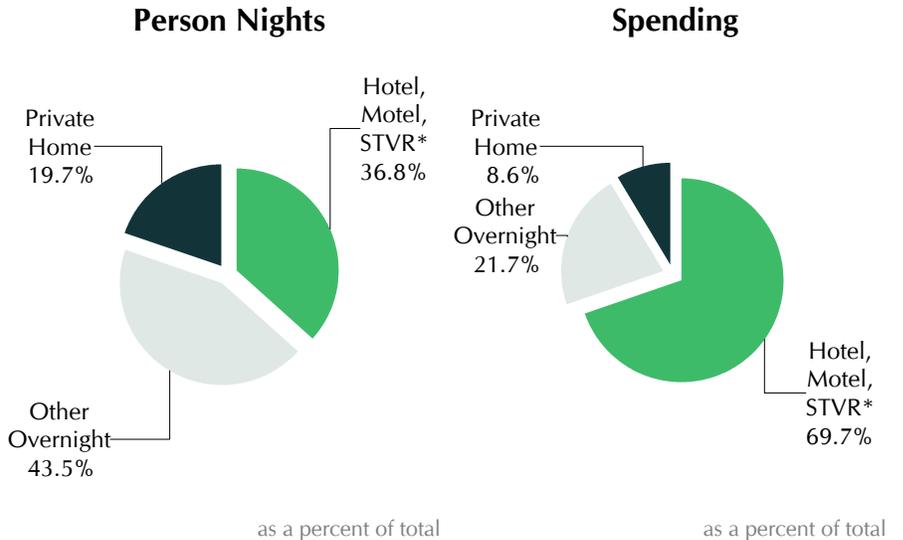
### Visitor Shares

Travel Share of Total Employment (2018)*	4.0 %
Overnight Visitor Share of Resident Population (2018)**	14.0 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	19.4	32.2	3.0
Private Home	6.7	17.3	0.4
Other Overnight	12.2	38.1	0.9
All Overnight	38.3	87.5	4.3

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Sherman**  
**Direct Travel Impacts, 2003-2019p**

	<b>Avg. Annual Chg.</b>								
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	4.3	5.0	4.7	5.3	5.5	5.7	3.5%	1.6%	
Other	0.2	0.2	0.3	0.2	0.2	0.2	0.7%	0.3%	
Visitor	4.2	4.7	4.5	5.1	5.3	5.5	3.7%	1.7%	
Non-transportation	3.9	4.3	4.0	4.7	4.8	5.0	3.9%	1.8%	
Transportation	0.3	0.4	0.4	0.4	0.4	0.4	1.6%	0.0%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	1.1	1.3	1.3	1.4	1.6	1.7	6.1%	2.8%	
<b>Employment (Jobs)</b>									
Employment	70	60	50	60	60	60	-1.8%	-1.0%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	0.1	0.1	0.1	0.2	0.2	0.2	4.2%	3.8%	
Local	0.0	0.0	0.0	0.0	0.0	0.0	3.6%	4.5%	
State	0.1	0.1	0.1	0.2	0.2	0.2	4.3%	3.7%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Sherman County**  
**Travel Impacts, 2003-2019p**

**Total Direct Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	4.2	4.3	4.7	4.7	4.5	5.1	5.3	5.5
Other Travel*	0.2	0.2	0.3	0.2	0.3	0.2	0.2	0.2
<b>Total</b>	<b>4.3</b>	<b>4.6</b>	<b>5.0</b>	<b>5.0</b>	<b>4.7</b>	<b>5.3</b>	<b>5.5</b>	<b>5.7</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	0.9	1.0	1.3	1.3	1.2	1.5	1.6	1.6
Arts, Ent. & Rec.	0.8	0.8	0.8	0.8	0.7	0.8	0.8	0.8
Food Service	1.0	1.1	1.1	1.2	1.1	1.4	1.4	1.5
Food Stores	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6
Local Tran. & Gas	0.3	0.4	0.5	0.4	0.4	0.4	0.4	0.4
Retail Sales	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5
<b>Total</b>	<b>4.2</b>	<b>4.3</b>	<b>4.7</b>	<b>4.7</b>	<b>4.5</b>	<b>5.1</b>	<b>5.3</b>	<b>5.5</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	0.7	0.7	0.8	0.8	0.8	0.9	1.0	1.1
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
<b>Total</b>	<b>1.1</b>	<b>1.1</b>	<b>1.3</b>	<b>1.3</b>	<b>1.3</b>	<b>1.4</b>	<b>1.6</b>	<b>1.7</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	40	40	40	40	30	40	40	40
Arts, Ent. & Rec.	20	10	10	10	10	10	10	10
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Retail**	10	10	10	10	10	10	10	10
<b>Total</b>	<b>70</b>	<b>60</b>	<b>70</b>	<b>60</b>	<b>50</b>	<b>60</b>	<b>60</b>	<b>60</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
<b>Total</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Sherman County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>4.2</b>	<b>4.7</b>	<b>4.7</b>	<b>4.5</b>	<b>5.1</b>	<b>5.3</b>	<b>5.5</b>
<b>All Overnight</b>	<b>3.0</b>	<b>3.7</b>	<b>3.7</b>	<b>3.5</b>	<b>4.0</b>	<b>4.1</b>	<b>4.3</b>
Hotel, Motel, STVR*	2.0	2.6	2.7	2.3	2.8	2.9	3.0
Private Home	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Other Overnight	0.7	0.8	0.7	0.8	0.9	0.9	0.9
<b>Day Travel</b>	<b>1.2</b>	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>1.2</b>	<b>1.2</b>
Day Travel	1.2	1.0	1.0	1.0	1.1	1.2	1.2

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$227	\$378	\$93	\$154	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$84	\$262	\$24	\$76	3.5	3.1
All Overnight	\$139	\$305	\$49	\$112	2.8	2.2

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	32	0	0	13
Private Home	0	0	17	0	0	7
Other Overnight	0	0	38	0	0	11
All Overnight	0	0	88	0	0	31

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	19	0	0	8
Private Home	0	0	7	0	0	3
Other Overnight	0	0	12	0	0	4
All Overnight	0	0	38	0	0	14

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Tillamook County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$105,077
Employee Earnings generated by \$100 Visitor Spending	\$37
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.48

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,508
Additional employment if each resident household encouraged one additional overnight visitor	14

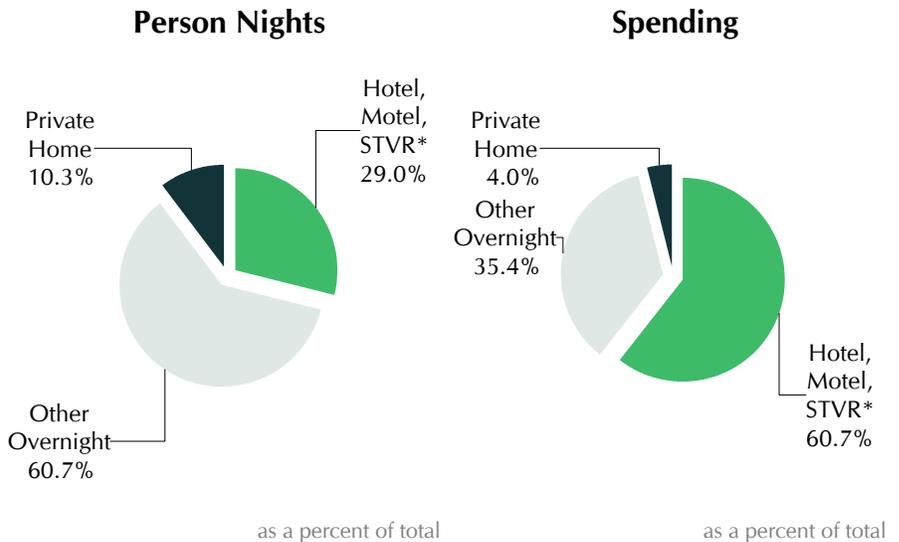
### Visitor Shares

Travel Share of Total Employment (2018)*	15.5 %
Overnight Visitor Share of Resident Population (2018)**	26.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	458.0	761.7	88.4
Private Home	105.2	270.3	5.8
Other Overnight	555.1	1,595.8	51.5
All Overnight	1,118.2	2,627.9	145.7

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Tillamook**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	129.0	186.2	220.9	232.7	241.7	249.4	3.2%	3.3%
Other	2.1	3.4	3.9	3.4	3.9	3.9	0.7%	1.4%
Visitor	126.9	182.8	216.9	229.3	237.8	245.5	3.2%	3.3%
Non-transportation	118.4	167.6	199.1	214.4	220.9	228.3	3.4%	3.5%
Transportation	8.5	15.2	17.8	15.0	16.9	17.2	1.5%	1.4%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	36.1	55.0	66.1	77.2	82.9	92.2	11.2%	5.9%
<b>Employment (Jobs)</b>								
Employment	1,720	2,100	2,150	2,210	2,180	2,350	7.5%	1.3%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	3.3	5.1	6.3	7.7	8.1	8.5	5.7%	5.8%
Local	0.6	1.0	1.3	1.6	1.7	1.7	0.4%	5.5%
State	2.7	4.1	4.9	6.1	6.4	6.9	7.0%	5.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Tillamook County**  
**Travel Impacts, 2003-2019p**

**Total Direct Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	126.9	177.5	183.2	182.8	216.9	229.3	237.8	245.5
Other Travel*	2.1	3.5	4.3	3.4	3.9	3.4	3.9	3.9
<b>Total</b>	<b>129.0</b>	<b>181.1</b>	<b>187.5</b>	<b>186.2</b>	<b>220.9</b>	<b>232.7</b>	<b>241.7</b>	<b>249.4</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	17.4	32.7	34.3	35.3	42.1	51.0	52.5	53.4
Arts, Ent. & Rec.	23.0	30.7	30.5	30.0	34.6	35.1	35.9	36.9
Food Service	34.2	47.1	48.9	50.9	62.9	68.6	71.8	75.7
Food Stores	18.9	22.4	24.1	23.2	27.9	28.3	28.8	29.8
Local Tran. & Gas	8.5	14.8	17.5	15.2	17.8	15.0	16.9	17.2
Retail Sales	25.0	29.8	27.8	28.0	31.6	31.4	31.8	32.5
<b>Total</b>	<b>126.9</b>	<b>177.5</b>	<b>183.2</b>	<b>182.8</b>	<b>216.9</b>	<b>229.3</b>	<b>237.8</b>	<b>245.5</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	23.4	35.5	38.3	38.3	48.0	57.0	62.5	70.6
Arts, Ent. & Rec.	6.3	8.4	9.7	9.0	8.9	10.0	9.9	10.5
Ground Tran.	0.5	0.7	0.7	0.7	0.9	1.1	1.1	1.2
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Retail**	5.8	7.0	7.1	6.9	8.2	8.9	9.3	9.6
<b>Total</b>	<b>36.1</b>	<b>51.7</b>	<b>56.0</b>	<b>55.0</b>	<b>66.1</b>	<b>77.2</b>	<b>82.9</b>	<b>92.2</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	980	1,290	1,280	1,270	1,340	1,400	1,420	1,510
Arts, Ent. & Rec.	370	460	550	460	380	390	350	410
Ground Tran.	20	30	20	20	30	30	30	30
Other Travel*	10	10	10	10	10	10	10	10
Retail**	340	390	370	340	400	380	380	380
<b>Total</b>	<b>1,720</b>	<b>2,170</b>	<b>2,240</b>	<b>2,100</b>	<b>2,150</b>	<b>2,210</b>	<b>2,180</b>	<b>2,350</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.6	1.2	1.0	1.0	1.3	1.6	1.7	1.7
State Tax Receipts	2.7	4.0	4.2	4.1	4.9	6.1	6.4	6.9
<b>Total</b>	<b>3.3</b>	<b>5.2</b>	<b>5.2</b>	<b>5.1</b>	<b>6.3</b>	<b>7.7</b>	<b>8.1</b>	<b>8.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Tillamook County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>126.9</b>	<b>183.2</b>	<b>182.8</b>	<b>216.9</b>	<b>229.3</b>	<b>237.8</b>	<b>245.5</b>
<b>All Overnight</b>	<b>64.6</b>	<b>107.1</b>	<b>107.0</b>	<b>126.6</b>	<b>136.5</b>	<b>141.5</b>	<b>145.7</b>
Hotel, Motel, STVR*	24.9	59.9	62.2	76.0	83.3	86.1	88.4
Private Home	3.8	4.7	4.7	5.2	5.4	5.7	5.8
Other Overnight	35.9	42.5	40.1	45.4	47.7	49.7	51.5
<b>Day Travel</b>	<b>62.3</b>	<b>76.1</b>	<b>75.7</b>	<b>90.3</b>	<b>92.8</b>	<b>96.4</b>	<b>99.8</b>
Day Travel	62.3	76.1	75.7	90.3	92.8	96.4	99.8

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$285	\$474	\$116	\$193	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$107	\$305	\$32	\$93	3.3	2.9
All Overnight	\$162	\$367	\$55	\$130	2.9	2.3

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	762	0	0	311
Private Home	0	0	270	0	0	106
Other Overnight	0	0	1,596	0	0	482
All Overnight	0	0	2,628	0	0	898

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	458	0	0	187
Private Home	0	0	105	0	0	41
Other Overnight	0	0	555	0	0	169
All Overnight	0	0	1,118	0	0	397

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Umatilla County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$63,080
Employee Earnings generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.91

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,711
Additional employment if each resident household encouraged one additional overnight visitor	59

### Visitor Shares

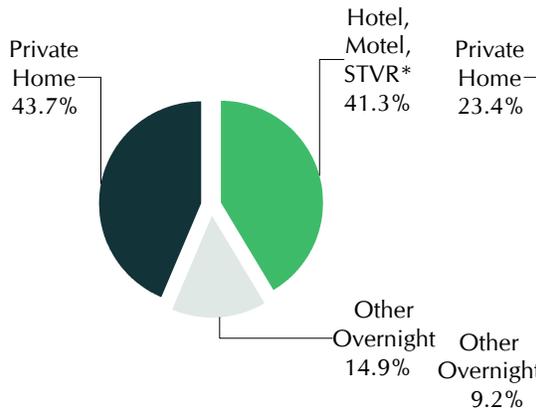
Travel Share of Total Employment (2018)*	6.2 %
Overnight Visitor Share of Resident Population (2018)**	6.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

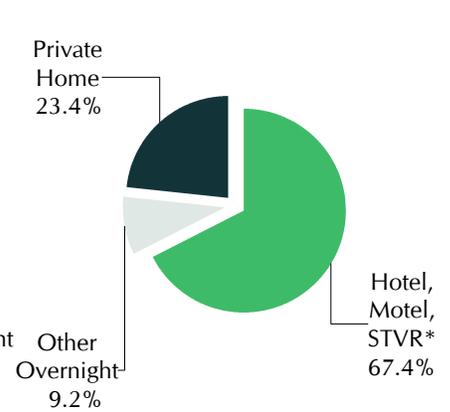
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	443.5	737.7	75.9
Private Home	303.6	780.6	26.3
Other Overnight	91.7	266.0	10.4
<b>All Overnight</b>	<b>838.9</b>	<b>1,784.3</b>	<b>112.6</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Umatilla**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	114.9	133.6	148.0	162.0	169.7	174.3	2.7%	3.0%
Other	8.0	11.7	12.7	11.8	13.0	13.7	5.6%	1.8%
Visitor	106.9	121.9	135.4	150.2	156.7	160.6	2.5%	3.1%
Non-transportation	95.9	106.5	118.0	134.7	138.1	142.1	2.9%	3.3%
Transportation	11.0	15.4	17.4	15.5	18.6	18.5	-0.4%	2.0%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	31.3	36.0	45.1	52.4	56.3	59.3	5.4%	5.7%
<b>Employment (Jobs)</b>								
Employment	2,060	2,030	2,290	2,480	2,520	2,610	3.9%	2.8%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	3.9	4.9	5.8	7.3	7.6	7.9	3.5%	5.5%
Local	0.8	1.2	1.4	1.8	1.8	1.9	4.2%	5.1%
State	3.1	3.7	4.4	5.5	5.8	6.0	3.3%	5.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way fares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Umatilla County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	106.9	123.4	123.7	121.9	135.4	150.2	156.7	160.6
Other Travel*	8.0	11.5	13.7	11.7	12.7	11.8	13.0	13.7
<b>Total</b>	<b>114.9</b>	<b>134.8</b>	<b>137.4</b>	<b>133.6</b>	<b>148.0</b>	<b>162.0</b>	<b>169.7</b>	<b>174.3</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	18.4	22.3	25.7	25.5	28.6	35.7	34.6	36.0
Arts, Ent. & Rec.	24.0	25.6	22.3	22.2	23.7	25.8	26.7	27.0
Food Service	26.7	30.7	30.2	31.6	36.0	42.2	45.0	46.8
Food Stores	10.5	11.6	11.6	11.5	13.3	13.9	14.2	14.5
Local Tran. & Gas	10.2	15.4	17.9	15.4	16.8	14.9	17.3	17.4
Retail Sales	16.4	16.9	15.1	15.6	16.4	17.1	17.6	17.7
Visitor Air Tran.	0.8	1.0	0.8	0.0	0.6	0.6	1.2	1.1
<b>Total</b>	<b>106.9</b>	<b>123.4</b>	<b>123.7</b>	<b>121.9</b>	<b>135.4</b>	<b>150.2</b>	<b>156.7</b>	<b>160.6</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	19.9	23.0	24.6	24.4	32.1	36.9	40.3	42.5
Arts, Ent. & Rec.	6.3	6.7	6.8	6.3	7.1	8.5	8.6	9.0
Ground Tran.	0.5	0.6	0.6	0.6	0.7	0.8	0.9	0.9
Other Travel*	1.0	1.0	0.9	1.0	1.1	1.5	1.6	1.7
Retail**	3.6	3.8	3.7	3.7	4.1	4.7	5.0	5.1
<b>Total</b>	<b>31.3</b>	<b>35.2</b>	<b>36.7</b>	<b>36.0</b>	<b>45.1</b>	<b>52.4</b>	<b>56.3</b>	<b>59.3</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	1,210	1,280	1,280	1,230	1,400	1,530	1,560	1,580
Arts, Ent. & Rec.	590	610	610	570	640	680	680	750
Ground Tran.	20	20	20	20	20	20	20	20
Other Travel*	70	50	50	50	50	60	60	70
Retail**	180	180	180	170	170	190	190	200
<b>Total</b>	<b>2,060</b>	<b>2,150</b>	<b>2,140</b>	<b>2,030</b>	<b>2,290</b>	<b>2,480</b>	<b>2,520</b>	<b>2,610</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.8	1.0	1.1	1.2	1.4	1.8	1.8	1.9
State Tax Receipts	3.1	3.6	3.7	3.7	4.4	5.5	5.8	6.0
<b>Total</b>	<b>3.9</b>	<b>4.7</b>	<b>4.9</b>	<b>4.9</b>	<b>5.8</b>	<b>7.3</b>	<b>7.6</b>	<b>7.9</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Umatilla County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>106.1</b>	<b>122.9</b>	<b>121.9</b>	<b>134.7</b>	<b>149.6</b>	<b>155.4</b>	<b>159.5</b>
<b>All Overnight</b>	<b>66.9</b>	<b>87.0</b>	<b>85.8</b>	<b>94.2</b>	<b>105.7</b>	<b>109.4</b>	<b>112.6</b>
Hotel, Motel, STVR*	41.1	56.9	55.3	60.6	70.7	73.3	75.9
Private Home	18.5	21.5	22.4	24.5	25.4	26.1	26.3
Other Overnight	7.3	8.6	8.1	9.2	9.6	10.0	10.4
<b>Day Travel</b>	<b>39.2</b>	<b>35.9</b>	<b>36.1</b>	<b>40.5</b>	<b>43.9</b>	<b>46.0</b>	<b>46.9</b>
Day Travel	39.2	35.9	36.1	40.5	43.9	46.0	46.9

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$252	\$420	\$103	\$171	2.5	1.7
Private Home	\$86	\$222	\$34	\$87	2.6	2.6
Other Overnight	\$130	\$373	\$39	\$113	3.3	2.9
All Overnight	\$164	\$344	\$63	\$134	2.6	2.1

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	738	0	0	301
Private Home	0	0	781	0	0	305
Other Overnight	0	0	266	0	0	80
All Overnight	0	0	1,784	0	0	686

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	444	0	0	181
Private Home	0	0	304	0	0	119
Other Overnight	0	0	92	0	0	28
All Overnight	0	0	839	0	0	327

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Union County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$51,593
Employee Earnings generated by \$100 Visitor Spending	\$45
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.80

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,187
Additional employment if each resident household encouraged one additional overnight visitor	23

### Visitor Shares

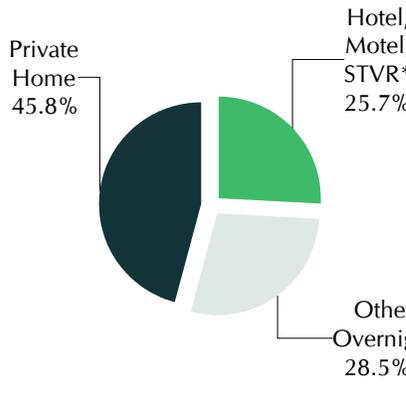
Travel Share of Total Employment (2018)*	4.5 %
Overnight Visitor Share of Resident Population (2018)**	6.0 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

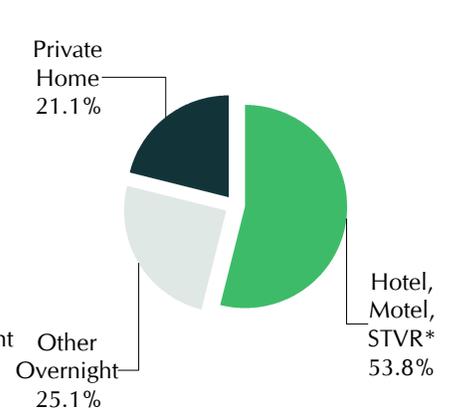
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**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	90.3	150.2	14.6
Private Home	104.0	267.3	5.7
Other Overnight	53.9	166.3	6.8
All Overnight	248.2	583.8	27.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Union**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	28.9	29.3	33.0	35.2	36.8	38.0	3.2%	2.9%
Other	2.1	3.5	4.0	3.3	3.8	3.9	0.7%	1.0%
Visitor	26.8	25.8	29.0	31.9	33.0	34.1	3.5%	3.1%
Non-transportation	24.8	23.3	26.3	29.4	30.2	31.3	3.6%	3.3%
Transportation	2.0	2.5	2.7	2.4	2.7	2.8	1.5%	1.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	9.3	9.3	10.5	12.3	14.3	15.4	7.7%	5.8%
<b>Employment (Jobs)</b>								
Employment	610	540	570	610	660	670	1.3%	2.6%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.1	1.2	1.5	1.8	1.9	2.0	3.8%	6.0%
Local	0.4	0.3	0.5	0.6	0.6	0.6	2.8%	6.8%
State	0.8	0.8	1.0	1.2	1.3	1.3	4.4%	5.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Union County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	26.8	28.9	27.8	25.8	29.0	31.9	33.0	34.1
Other Travel*	2.1	3.5	4.3	3.5	4.0	3.3	3.8	3.9
<b>Total</b>	<b>28.9</b>	<b>32.4</b>	<b>32.1</b>	<b>29.3</b>	<b>33.0</b>	<b>35.2</b>	<b>36.8</b>	<b>38.0</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	5.7	6.1	6.3	5.7	6.5	8.0	8.2	8.4
Arts, Ent. & Rec.	4.9	4.9	4.3	3.9	4.2	4.5	4.6	4.7
Food Service	6.8	7.3	6.8	6.7	7.7	8.8	9.2	9.7
Food Stores	3.5	3.9	4.0	3.8	4.4	4.5	4.6	4.8
Local Tran. & Gas	2.0	2.7	3.0	2.5	2.7	2.4	2.7	2.8
Retail Sales	3.9	4.0	3.3	3.2	3.5	3.6	3.6	3.7
<b>Total</b>	<b>26.8</b>	<b>28.9</b>	<b>27.8</b>	<b>25.8</b>	<b>29.0</b>	<b>31.9</b>	<b>33.0</b>	<b>34.1</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	6.5	6.9	6.9	6.8	7.4	8.7	10.4	11.2
Arts, Ent. & Rec.	1.5	1.5	1.6	1.3	1.7	2.0	2.3	2.5
Ground Tran.	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Retail**	1.0	1.0	1.0	0.9	1.1	1.2	1.2	1.3
<b>Total</b>	<b>9.3</b>	<b>9.8</b>	<b>9.7</b>	<b>9.3</b>	<b>10.5</b>	<b>12.3</b>	<b>14.3</b>	<b>15.4</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	360	350	350	340	330	360	400	410
Arts, Ent. & Rec.	190	190	160	140	180	190	200	190
Ground Tran.	10	10	0	0	0	10	0	10
Other Travel*	10	10	10	10	10	10	10	10
Retail**	50	50	50	50	50	50	50	50
<b>Total</b>	<b>610</b>	<b>600</b>	<b>570</b>	<b>540</b>	<b>570</b>	<b>610</b>	<b>660</b>	<b>670</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.4	0.4	0.4	0.3	0.5	0.6	0.6	0.6
State Tax Receipts	0.8	0.9	0.9	0.8	1.0	1.2	1.3	1.3
<b>Total</b>	<b>1.1</b>	<b>1.3</b>	<b>1.3</b>	<b>1.2</b>	<b>1.5</b>	<b>1.8</b>	<b>1.9</b>	<b>2.0</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Union County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>26.8</b>	<b>27.8</b>	<b>25.8</b>	<b>29.0</b>	<b>31.9</b>	<b>33.0</b>	<b>34.1</b>
<b>All Overnight</b>	<b>20.2</b>	<b>22.2</b>	<b>20.4</b>	<b>22.8</b>	<b>25.3</b>	<b>26.2</b>	<b>27.1</b>
Hotel, Motel, STVR*	12.2	11.9	10.6	11.6	13.7	14.1	14.6
Private Home	3.8	4.6	4.7	5.3	5.4	5.6	5.7
Other Overnight	4.2	5.7	5.2	6.0	6.3	6.5	6.8
<b>Day Travel</b>	<b>6.6</b>	<b>5.6</b>	<b>5.4</b>	<b>6.2</b>	<b>6.5</b>	<b>6.7</b>	<b>7.0</b>
Day Travel	6.6	5.6	5.4	6.2	6.5	6.7	7.0

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$238	\$397	\$97	\$162	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$141	\$432	\$41	\$126	3.4	3.1
All Overnight	\$127	\$291	\$46	\$109	2.7	2.3

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	150	0	0	61
Private Home	0	0	267	0	0	104
Other Overnight	0	0	166	0	0	48
All Overnight	0	0	584	0	0	214

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	90	0	0	37
Private Home	0	0	104	0	0	41
Other Overnight	0	0	54	0	0	16
All Overnight	0	0	248	0	0	93

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Wallaqua County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$51,183
Employee Earnings generated by \$100 Visitor Spending	\$44
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.46

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$399
Additional employment if each resident household encouraged one additional overnight visitor	8

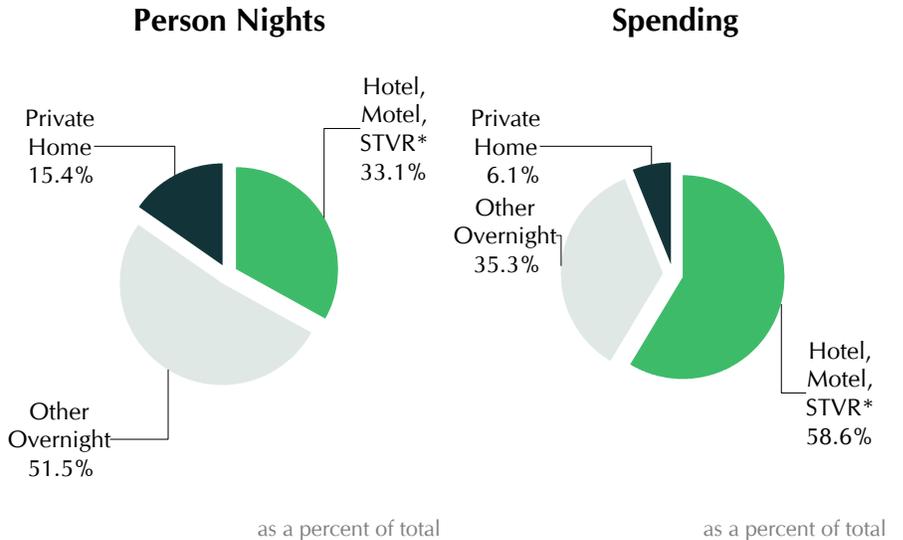
### Visitor Shares

Travel Share of Total Employment (2018)*	13.3 %
Overnight Visitor Share of Resident Population (2018)**	17.9 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	92.4	153.7	14.7
Private Home	27.9	71.6	1.5
Other Overnight	80.6	239.7	8.9
All Overnight	200.9	465.0	25.2

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Wallowa**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	20.4	25.7	27.6	30.9	32.0	33.2	3.9%	2.9%
Other	0.6	1.0	1.1	0.9	1.0	1.0	0.7%	0.8%
Visitor	19.8	24.7	26.5	30.0	30.9	32.2	4.1%	3.0%
Non-transportation	18.5	22.6	24.2	27.9	28.6	29.8	4.2%	3.2%
Transportation	1.4	2.1	2.3	2.0	2.3	2.4	2.1%	1.0%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	6.5	8.4	10.5	12.8	14.5	14.3	-0.9%	6.1%
<b>Employment (Jobs)</b>								
Employment	500	490	550	630	670	630	-5.5%	2.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.7	0.9	1.0	1.3	1.4	1.4	1.6%	5.4%
Local	0.2	0.3	0.3	0.4	0.4	0.4	3.6%	3.9%
State	0.5	0.6	0.7	0.9	1.0	1.0	0.9%	6.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Wallowa County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	19.8	24.8	24.8	24.7	26.5	30.0	30.9	32.2
Other Travel*	0.6	1.0	1.2	1.0	1.1	0.9	1.0	1.0
<b>Total</b>	<b>20.4</b>	<b>25.7</b>	<b>25.9</b>	<b>25.7</b>	<b>27.6</b>	<b>30.9</b>	<b>32.0</b>	<b>33.2</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	3.9	5.6	6.2	6.1	6.6	8.4	8.5	8.8
Arts, Ent. & Rec.	3.6	4.3	4.0	3.9	4.0	4.4	4.5	4.7
Food Service	4.9	6.1	5.9	6.2	6.8	8.0	8.3	8.8
Food Stores	3.1	3.2	3.3	3.4	3.8	4.0	4.1	4.2
Local Tran. & Gas	1.4	2.2	2.5	2.1	2.3	2.0	2.3	2.4
Retail Sales	3.0	3.3	2.9	2.9	3.0	3.1	3.2	3.3
<b>Total</b>	<b>19.8</b>	<b>24.8</b>	<b>24.8</b>	<b>24.7</b>	<b>26.5</b>	<b>30.0</b>	<b>30.9</b>	<b>32.2</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	4.3	5.7	6.0	5.9	7.5	9.4	10.7	10.3
Arts, Ent. & Rec.	1.1	1.3	1.4	1.2	1.6	1.8	2.2	2.4
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Other Travel*	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Retail**	1.0	1.1	1.1	1.1	1.2	1.4	1.3	1.4
<b>Total</b>	<b>6.5</b>	<b>8.3</b>	<b>8.6</b>	<b>8.4</b>	<b>10.5</b>	<b>12.8</b>	<b>14.5</b>	<b>14.3</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	340	360	320	300	360	410	420	390
Arts, Ent. & Rec.	100	110	130	140	150	170	200	200
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Retail**	50	60	50	50	50	50	40	40
<b>Total</b>	<b>500</b>	<b>540</b>	<b>510</b>	<b>490</b>	<b>550</b>	<b>630</b>	<b>670</b>	<b>630</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Receipts	0.5	0.6	0.6	0.6	0.7	0.9	1.0	1.0
<b>Total</b>	<b>0.7</b>	<b>0.9</b>	<b>0.9</b>	<b>0.9</b>	<b>1.0</b>	<b>1.3</b>	<b>1.4</b>	<b>1.4</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Wallowa County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>19.8</b>	<b>24.8</b>	<b>24.7</b>	<b>26.5</b>	<b>30.0</b>	<b>30.9</b>	<b>32.2</b>
<b>All Overnight</b>	<b>14.3</b>	<b>19.3</b>	<b>19.2</b>	<b>20.5</b>	<b>23.4</b>	<b>24.2</b>	<b>25.2</b>
Hotel, Motel, STVR*	6.7	11.4	11.0	11.3	13.8	14.1	14.7
Private Home	1.1	1.3	1.3	1.4	1.5	1.5	1.5
Other Overnight	6.4	6.6	6.9	7.8	8.2	8.5	8.9
<b>Day Travel</b>	<b>5.6</b>	<b>5.5</b>	<b>5.5</b>	<b>6.0</b>	<b>6.5</b>	<b>6.8</b>	<b>7.0</b>
Day Travel	5.6	5.5	5.5	6.0	6.5	6.8	7.0

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$235	\$391	\$96	\$159	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$125	\$370	\$37	\$110	3.4	3.0
All Overnight	\$155	\$346	\$54	\$125	2.9	2.2

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	154	0	0	63
Private Home	0	0	72	0	0	28
Other Overnight	0	0	240	0	0	71
All Overnight	0	0	465	0	0	162

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	92	0	0	38
Private Home	0	0	28	0	0	11
Other Overnight	0	0	81	0	0	24
All Overnight	0	0	201	0	0	73

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Wasco County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$63,837
Employee Earnings generated by \$100 Visitor Spending	\$39
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.45

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,543
Additional employment if each resident household encouraged one additional overnight visitor	24

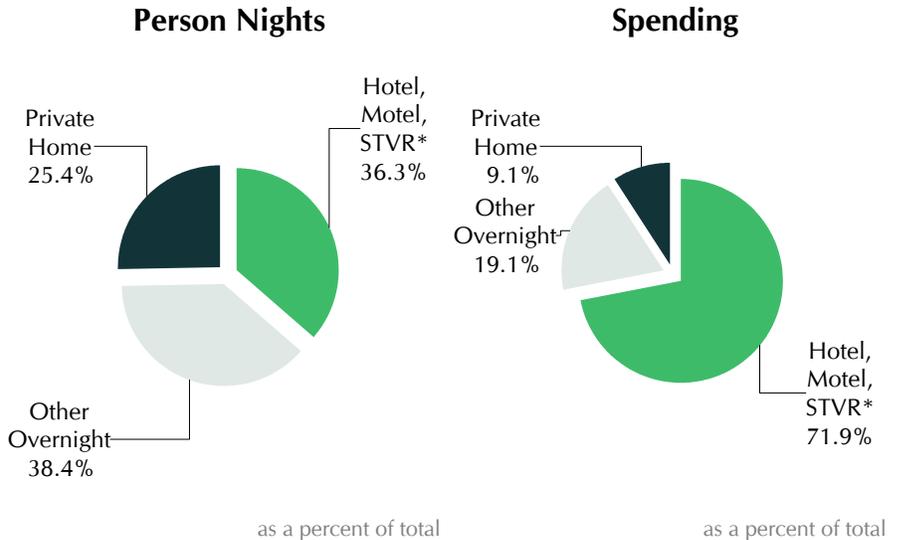
### Visitor Shares

Travel Share of Total Employment (2018)*	12.4 %
Overnight Visitor Share of Resident Population (2018)**	12.2 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	231.6	385.2	45.7
Private Home	104.8	269.3	5.8
Other Overnight	135.9	407.3	12.1
All Overnight	472.2	1,061.8	63.6

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Wasco**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	71.4	90.0	102.2	122.3	122.3	105.1	-14.0%	1.7%
Other	2.0	3.4	4.0	3.4	3.8	3.9	0.7%	1.3%
Visitor	69.4	86.5	98.2	119.0	118.4	101.2	-14.5%	1.8%
Non-transportation	65.1	79.8	90.7	111.8	110.5	94.2	-14.8%	1.9%
Transportation	4.3	6.8	7.5	7.2	7.9	7.1	-10.5%	0.5%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	21.2	26.8	33.3	42.7	44.2	39.7	-10.2%	4.5%
<b>Employment (Jobs)</b>								
Employment	1,350	1,400	1,590	1,880	1,840	1,600	-13.0%	1.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	2.0	2.7	3.4	4.8	4.8	4.5	-5.8%	5.9%
Local	0.4	0.7	0.9	1.3	1.2	1.3	5.9%	7.6%
State	1.6	2.0	2.6	3.5	3.6	3.2	-9.8%	5.3%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Wasco County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	69.4	79.8	85.5	86.5	98.2	119.0	118.4	101.2
Other Travel*	2.0	3.3	4.1	3.4	4.0	3.4	3.8	3.9
<b>Total</b>	<b>71.4</b>	<b>83.1</b>	<b>89.6</b>	<b>90.0</b>	<b>102.2</b>	<b>122.3</b>	<b>122.3</b>	<b>105.1</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	18.2	21.9	24.8	24.8	29.0	39.1	37.4	26.0
Arts, Ent. & Rec.	12.0	13.1	13.4	13.4	14.3	16.9	16.9	15.0
Food Service	16.7	19.4	20.5	21.9	25.4	31.6	32.3	30.2
Food Stores	7.2	7.6	8.5	8.4	9.9	10.8	10.8	10.5
Local Tran. & Gas	4.3	6.3	7.6	6.8	7.5	7.2	7.9	7.1
Retail Sales	11.1	11.5	10.8	11.2	12.1	13.4	13.2	12.5
<b>Total</b>	<b>69.4</b>	<b>79.8</b>	<b>85.5</b>	<b>86.5</b>	<b>98.2</b>	<b>119.0</b>	<b>118.4</b>	<b>101.2</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	15.0	17.4	19.3	19.4	24.2	31.2	32.8	29.0
Arts, Ent. & Rec.	3.6	3.9	4.6	4.4	5.7	7.3	7.2	6.6
Ground Tran.	0.3	0.3	0.4	0.4	0.4	0.6	0.6	0.5
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Retail**	2.2	2.4	2.5	2.5	2.8	3.4	3.5	3.4
<b>Total</b>	<b>21.2</b>	<b>24.2</b>	<b>26.9</b>	<b>26.8</b>	<b>33.3</b>	<b>42.7</b>	<b>44.2</b>	<b>39.7</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	910	930	960	920	1,050	1,210	1,170	980
Arts, Ent. & Rec.	310	310	400	360	400	510	510	480
Ground Tran.	10	10	10	10	10	20	10	10
Other Travel*	10	10	10	10	10	10	10	10
Retail**	100	110	100	100	110	130	120	120
<b>Total</b>	<b>1,350</b>	<b>1,370</b>	<b>1,480</b>	<b>1,400</b>	<b>1,590</b>	<b>1,880</b>	<b>1,840</b>	<b>1,600</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.4	0.5	0.5	0.7	0.9	1.3	1.2	1.3
State Tax Receipts	1.6	1.9	2.1	2.0	2.6	3.5	3.6	3.2
<b>Total</b>	<b>2.0</b>	<b>2.4</b>	<b>2.6</b>	<b>2.7</b>	<b>3.4</b>	<b>4.8</b>	<b>4.8</b>	<b>4.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Wasco County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>69.4</b>	<b>85.5</b>	<b>86.5</b>	<b>98.2</b>	<b>119.0</b>	<b>118.4</b>	<b>101.2</b>
<b>All Overnight</b>	<b>42.5</b>	<b>57.4</b>	<b>57.7</b>	<b>65.1</b>	<b>81.1</b>	<b>80.5</b>	<b>63.6</b>
Hotel, Motel, STVR*	30.7	43.1	43.7	49.2	64.4	63.3	45.7
Private Home	3.7	4.5	4.6	5.3	5.5	5.5	5.8
Other Overnight	8.1	9.8	9.4	10.7	11.2	11.6	12.1
<b>Day Travel</b>	<b>26.9</b>	<b>28.1</b>	<b>28.8</b>	<b>33.1</b>	<b>37.8</b>	<b>37.9</b>	<b>37.7</b>
Day Travel	26.9	28.1	28.8	33.1	37.8	37.9	37.7

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$291	\$484	\$119	\$197	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$101	\$300	\$30	\$89	3.4	3.0
All Overnight	\$166	\$362	\$60	\$135	2.8	2.2

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	385	0	0	157
Private Home	0	0	269	0	0	105
Other Overnight	0	0	407	0	0	120
All Overnight	0	0	1,062	0	0	383

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	232	0	0	94
Private Home	0	0	105	0	0	41
Other Overnight	0	0	136	0	0	40
All Overnight	0	0	472	0	0	176

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.



**Washington**  
**Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	427.6	556.6	670.8	828.8	863.7	894.1	3.5%	5.4%	
Other	80.9	117.9	130.0	131.6	143.0	144.3	0.9%	2.3%	
Visitor	346.7	438.7	540.7	697.2	720.7	749.8	4.0%	6.1%	
Non-transportation	306.7	377.2	467.6	617.5	632.7	660.0	4.3%	6.4%	
Transportation	40.0	61.5	73.2	79.8	88.1	89.8	2.0%	4.3%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	113.4	141.8	184.0	255.9	273.4	286.8	4.9%	8.1%	
<b>Employment (Jobs)</b>									
Employment	5,390	5,740	7,070	8,640	8,750	8,760	0.1%	4.8%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	16.3	22.0	29.7	45.4	47.0	49.0	4.1%	9.3%	
Local	3.7	6.1	9.1	16.8	17.2	18.1	5.2%	12.8%	
State	12.6	15.9	20.6	28.6	29.9	30.9	3.5%	7.7%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Washington County**  
**Travel Impacts, 2003-2019p**

<b>Total Direct Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Destination Spending	346.7	417.1	448.1	438.7	540.7	697.2	720.7	749.8
Other Travel*	80.9	115.1	139.0	117.9	130.0	131.6	143.0	144.3
<b>Total</b>	<b>427.6</b>	<b>532.2</b>	<b>587.1</b>	<b>556.6</b>	<b>670.8</b>	<b>828.8</b>	<b>863.7</b>	<b>894.1</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accommodations	54.3	70.9	81.3	70.7	103.2	169.3	173.1	182.2
Arts, Ent. & Rec.	44.9	50.1	50.0	49.5	56.4	67.5	68.6	70.3
Food Service	105.5	126.5	135.5	141.2	174.6	227.9	237.4	250.2
Food Stores	27.8	31.9	35.1	35.1	42.6	48.2	48.5	50.0
Local Tran. & Gas	40.0	57.2	67.2	61.5	73.2	79.8	88.1	89.8
Retail Sales	74.2	80.6	79.0	80.7	90.8	104.6	105.1	107.3
<b>Total</b>	<b>346.7</b>	<b>417.1</b>	<b>448.1</b>	<b>438.7</b>	<b>540.7</b>	<b>697.2</b>	<b>720.7</b>	<b>749.8</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accom. & Food Serv.	64.5	78.8	88.5	84.6	120.1	173.1	187.5	197.1
Arts, Ent. & Rec.	12.8	14.3	16.5	15.3	18.5	23.9	25.1	26.6
Ground Tran.	5.1	5.9	6.4	6.2	7.8	11.0	11.4	12.5
Other Travel*	18.7	20.6	22.9	21.5	20.7	26.8	27.4	27.9
Retail**	12.2	13.7	14.3	14.2	16.8	21.2	22.1	22.7
<b>Total</b>	<b>113.4</b>	<b>133.3</b>	<b>148.6</b>	<b>141.8</b>	<b>184.0</b>	<b>255.9</b>	<b>273.4</b>	<b>286.8</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Accom. & Food Serv.	3,270	3,570	3,840	3,560	4,700	5,870	5,970	5,970
Arts, Ent. & Rec.	800	800	900	860	980	1,190	1,180	1,190
Ground Tran.	220	220	220	210	240	290	290	300
Other Travel*	590	610	650	580	560	610	630	610
Retail**	500	540	550	540	590	680	690	690
<b>Total</b>	<b>5,390</b>	<b>5,740</b>	<b>6,150</b>	<b>5,740</b>	<b>7,070</b>	<b>8,640</b>	<b>8,750</b>	<b>8,760</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>								
	<b>2003</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Local Tax Receipts	3.7	4.9	6.8	6.1	9.1	16.8	17.2	18.1
State Tax Receipts	12.6	15.5	16.8	15.9	20.6	28.6	29.9	30.9
<b>Total</b>	<b>16.3</b>	<b>20.4</b>	<b>23.6</b>	<b>22.0</b>	<b>29.7</b>	<b>45.4</b>	<b>47.0</b>	<b>49.0</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Washington County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>346.7</b>	<b>448.1</b>	<b>438.7</b>	<b>540.7</b>	<b>697.2</b>	<b>720.7</b>	<b>749.8</b>
<b>All Overnight</b>	<b>249.1</b>	<b>335.1</b>	<b>324.3</b>	<b>404.5</b>	<b>537.3</b>	<b>556.5</b>	<b>580.0</b>
Hotel, Motel, STVR*	125.3	177.5	162.6	221.4	333.5	347.5	364.8
Private Home	120.0	153.0	157.2	177.9	198.3	203.3	209.3
Other Overnight	3.7	4.6	4.6	5.2	5.4	5.7	5.9
<b>Day Travel</b>	<b>97.7</b>	<b>112.9</b>	<b>114.4</b>	<b>136.3</b>	<b>159.9</b>	<b>164.2</b>	<b>169.8</b>
Day Travel	97.7	112.9	114.4	136.3	159.9	164.2	169.8

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$314	\$657	\$150	\$305	2.1	2.1
Private Home	\$66	\$211	\$34	\$105	2.0	3.2
Other Overnight	\$100	\$349	\$35	\$122	2.8	3.5
All Overnight	\$133	\$371	\$66	\$179	2.0	2.8

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	2,440	0	0	1,161
Private Home	0	0	6,207	0	0	3,154
Other Overnight	0	0	166	0	0	58
All Overnight	0	0	8,814	0	0	4,374

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	1,196	0	0	555
Private Home	0	0	2,001	0	0	992
Other Overnight	0	0	48	0	0	17
All Overnight	0	0	3,246	0	0	1,564

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Wheeler County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$78,776
Employee Earnings generated by \$100 Visitor Spending	\$26
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.24

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$49
Additional employment if each resident household encouraged one additional overnight visitor	1

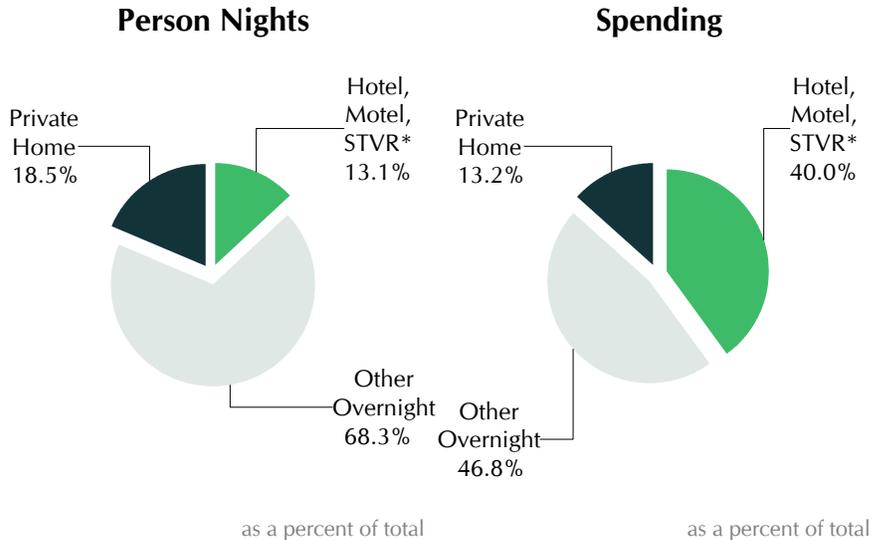
### Visitor Shares

Travel Share of Total Employment (2018)*	4.9 %
Overnight Visitor Share of Resident Population (2018)**	14.9 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	5.9	9.8	0.9
Private Home	5.4	13.8	0.3
Other Overnight	17.1	51.0	1.0
All Overnight	28.4	74.6	2.2

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Wheeler**  
**Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	2.4	2.8	2.8	3.0	3.1	3.2	3.6%	1.4%
Other	0.1	0.2	0.2	0.2	0.2	0.2	0.7%	0.1%
Visitor	2.3	2.6	2.6	2.8	2.9	3.0	3.8%	1.5%
Non-transportation	2.1	2.3	2.3	2.5	2.6	2.7	4.0%	1.7%
Transportation	0.2	0.3	0.3	0.3	0.3	0.3	1.7%	-0.1%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	0.6	0.6	0.6	0.7	0.7	0.8	5.9%	2.1%
<b>Employment (Jobs)</b>								
Employment	40	40	40	30	40	40	-2.7%	-0.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.1	0.1	0.1	0.1	0.1	0.1	3.8%	3.2%
State	0.1	0.1	0.1	0.1	0.1	0.1	3.8%	3.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Wheeler County**  
**Travel Impacts, 2003-2019p**

**Total Direct Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	2.3	2.5	2.7	2.6	2.6	2.8	2.9	3.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
<b>Total</b>	<b>2.4</b>	<b>2.7</b>	<b>2.9</b>	<b>2.8</b>	<b>2.8</b>	<b>3.0</b>	<b>3.1</b>	<b>3.2</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.6
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Food Service	0.6	0.6	0.6	0.7	0.7	0.8	0.8	0.9
Food Stores	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Local Tran. & Gas	0.2	0.3	0.4	0.3	0.3	0.3	0.3	0.3
Retail Sales	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.4
<b>Total</b>	<b>2.3</b>	<b>2.5</b>	<b>2.7</b>	<b>2.6</b>	<b>2.6</b>	<b>2.8</b>	<b>2.9</b>	<b>3.0</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Arts, Ent. & Rec.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>Total</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.7</b>	<b>0.8</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	30	30	30	30	30	20	30	30
Arts, Ent. & Rec.	10	10	10	10	0	0	0	0
Ground Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Retail**	10	10	10	10	10	10	10	10
<b>Total</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>30</b>	<b>40</b>	<b>40</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2003	2006	2008	2010	2014	2017	2018	2019
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>Total</b>	<b>0.1</b>							

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Wheeler County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>2.3</b>	<b>2.7</b>	<b>2.6</b>	<b>2.6</b>	<b>2.8</b>	<b>2.9</b>	<b>3.0</b>
<b>All Overnight</b>	<b>1.6</b>	<b>2.0</b>	<b>2.0</b>	<b>1.9</b>	<b>2.1</b>	<b>2.2</b>	<b>2.2</b>
Hotel, Motel, STVR*	0.6	0.9	0.9	0.7	0.8	0.9	0.9
Private Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3
Other Overnight	0.8	0.9	0.8	0.9	1.0	1.0	1.0
<b>Day Travel</b>	<b>0.7</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.7</b>	<b>0.7</b>	<b>0.8</b>
Day Travel	0.7	0.6	0.6	0.7	0.7	0.7	0.8

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$224	\$373	\$91	\$152	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$69	\$206	\$21	\$61	3.4	3.0
All Overnight	\$91	\$234	\$30	\$79	3.0	2.6

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	10	0	0	4
Private Home	0	0	14	0	0	5
Other Overnight	0	0	51	0	0	15
All Overnight	0	0	75	0	0	24

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	6	0	0	2
Private Home	0	0	5	0	0	2
Other Overnight	0	0	17	0	0	5
All Overnight	0	0	28	0	0	10

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Yamhill County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$67,705
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.84

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,880
Additional employment if each resident household encouraged one additional overnight visitor	57

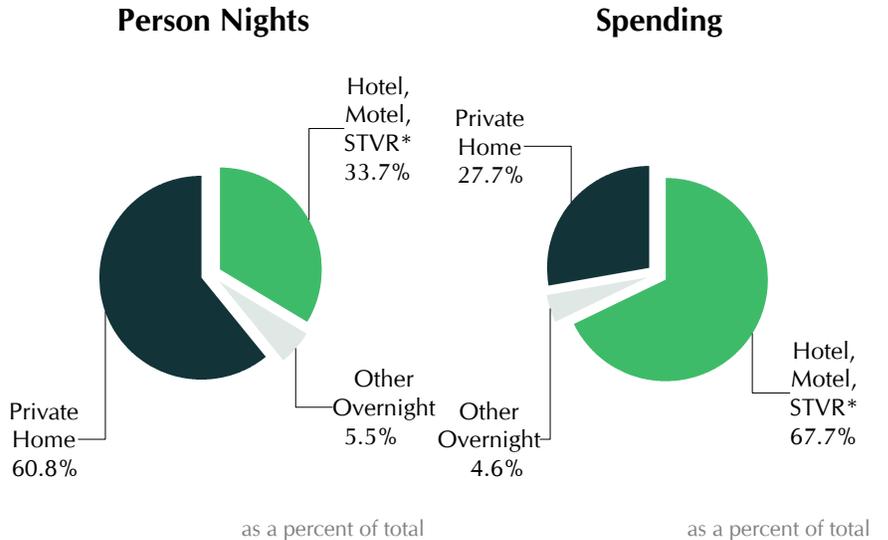
### Visitor Shares

Travel Share of Total Employment (2018)*	3.5 %
Overnight Visitor Share of Resident Population (2018)**	4.5 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	359.4	597.9	56.5
Private Home	419.1	1,077.3	23.1
Other Overnight	32.5	97.2	3.8
All Overnight	811.0	1,772.4	83.5

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Yamhill**  
**Direct Travel Impacts, 2003-2019p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	61.5	94.2	115.7	126.0	136.6	138.7	1.5%	4.4%
Other	8.3	14.2	17.0	14.5	16.6	16.9	1.4%	1.9%
Visitor	53.2	80.0	98.7	111.5	120.0	121.8	1.5%	4.8%
Non-transportation	48.8	71.9	89.1	102.7	109.8	111.6	1.7%	5.0%
Transportation	4.4	8.1	9.6	8.8	10.2	10.2	0.0%	2.6%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	14.1	21.6	28.8	36.0	40.2	43.1	7.2%	8.0%
<b>Employment (Jobs)</b>								
Employment	1,030	1,250	1,560	1,680	1,820	1,860	2.0%	4.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	2.0	2.9	4.1	5.3	5.7	5.9	2.9%	8.1%
Local	0.1	0.2	0.6	0.8	0.8	0.8	-1.0%	17.7%
State	1.9	2.7	3.6	4.6	4.9	5.1	3.6%	7.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Yamhill County

### Travel Impacts, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	53.2	61.0	69.9	80.0	98.7	111.5	120.0	121.8
Other Travel*	8.3	13.9	17.8	14.2	17.0	14.5	16.6	16.9
<b>Total</b>	<b>61.5</b>	<b>75.0</b>	<b>87.7</b>	<b>94.2</b>	<b>115.7</b>	<b>126.0</b>	<b>136.6</b>	<b>138.7</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	7.1	8.6	11.2	14.5	20.1	26.2	28.5	28.5
Arts, Ent. & Rec.	9.2	9.8	10.7	12.3	14.7	16.1	17.1	17.4
Food Service	15.0	17.2	19.4	22.9	28.7	33.4	36.2	37.5
Food Stores	7.3	8.1	9.4	9.9	11.8	12.5	13.0	13.2
Local Tran. & Gas	4.4	6.4	8.2	8.1	9.6	8.8	10.2	10.2
Retail Sales	10.3	10.8	11.0	12.2	13.8	14.4	15.0	15.1
<b>Total</b>	<b>53.2</b>	<b>61.0</b>	<b>69.9</b>	<b>80.0</b>	<b>98.7</b>	<b>111.5</b>	<b>120.0</b>	<b>121.8</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	8.3	9.6	11.7	13.6	18.9	24.6	27.9	30.3
Arts, Ent. & Rec.	2.8	3.0	3.7	4.1	5.1	5.8	6.4	6.7
Ground Tran.	0.3	0.4	0.4	0.5	0.6	0.8	0.8	0.9
Other Travel*	0.6	0.8	0.8	0.7	1.0	1.1	1.2	1.3
Retail**	2.1	2.3	2.6	2.7	3.2	3.7	3.9	3.9
<b>Total</b>	<b>14.1</b>	<b>16.0</b>	<b>19.2</b>	<b>21.6</b>	<b>28.8</b>	<b>36.0</b>	<b>40.2</b>	<b>43.1</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	580	590	680	730	910	1,010	1,110	1,160
Arts, Ent. & Rec.	290	330	330	340	450	460	490	480
Ground Tran.	10	10	10	20	20	20	20	20
Other Travel*	50	50	50	40	50	50	50	60
Retail**	110	110	120	120	140	140	150	150
<b>Total</b>	<b>1,030</b>	<b>1,090</b>	<b>1,190</b>	<b>1,250</b>	<b>1,560</b>	<b>1,680</b>	<b>1,820</b>	<b>1,860</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	0.1	0.1	0.1	0.2	0.6	0.8	0.8	0.8
State Tax Receipts	1.9	2.3	2.6	2.7	3.6	4.6	4.9	5.1
<b>Total</b>	<b>2.0</b>	<b>2.4</b>	<b>2.7</b>	<b>2.9</b>	<b>4.1</b>	<b>5.3</b>	<b>5.7</b>	<b>5.9</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Yamhill County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>53.2</b>	<b>69.9</b>	<b>80.0</b>	<b>98.7</b>	<b>111.5</b>	<b>120.0</b>	<b>121.8</b>
<b>All Overnight</b>	<b>31.7</b>	<b>44.9</b>	<b>52.7</b>	<b>66.1</b>	<b>76.1</b>	<b>82.3</b>	<b>83.5</b>
Hotel, Motel, STVR*	15.4	23.2	31.0	42.2	50.8	55.7	56.5
Private Home	13.8	18.6	18.7	20.6	21.7	22.9	23.1
Other Overnight	2.5	3.1	3.0	3.3	3.6	3.7	3.8
<b>Day Travel</b>	<b>21.5</b>	<b>25.0</b>	<b>27.3</b>	<b>32.6</b>	<b>35.4</b>	<b>37.7</b>	<b>38.4</b>
Day Travel	21.5	25.0	27.3	32.6	35.4	37.7	38.4

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$232	\$386	\$95	\$157	2.5	1.7
Private Home	\$55	\$141	\$21	\$55	2.6	2.6
Other Overnight	\$134	\$398	\$40	\$118	3.4	3.0
All Overnight	\$120	\$261	\$47	\$103	2.6	2.2

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	598	0	0	244
Private Home	0	0	1,077	0	0	421
Other Overnight	0	0	97	0	0	29
All Overnight	0	0	1,772	0	0	694

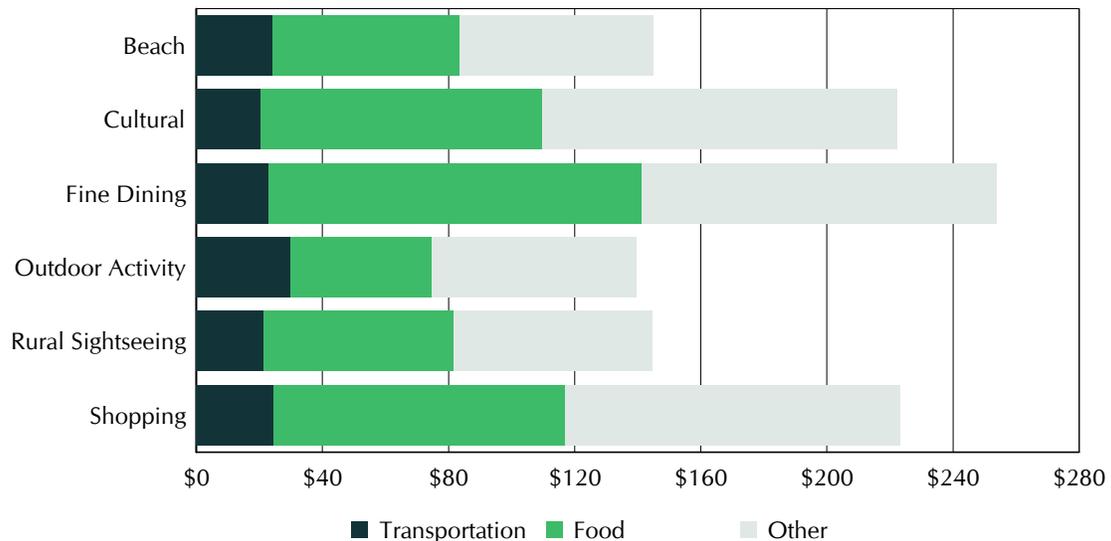
	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	359	0	0	147
Private Home	0	0	419	0	0	164
Other Overnight	0	0	33	0	0	10
All Overnight	0	0	811	0	0	320

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## V. Oregon Day Travel, 2019p

Visitor volume and average daily spending estimates for day travel to specific destinations within Oregon are not provided in this report because of data limitations. Day travel often involves expenditures in multiple locations. For example, a day trip from Portland to Eugene may entail expenditures on food and motor fuel in different intermediate locations on the trip. In addition, the magnitude and type of expenditures are very much related to the purpose of day travel and the activities engaged on the trip. Finally, it is difficult to provide meaningful estimates of day travel visitor volume relating to specific destinations because of the fact that day trips involve travel to and through multiple locations (e.g., counties).

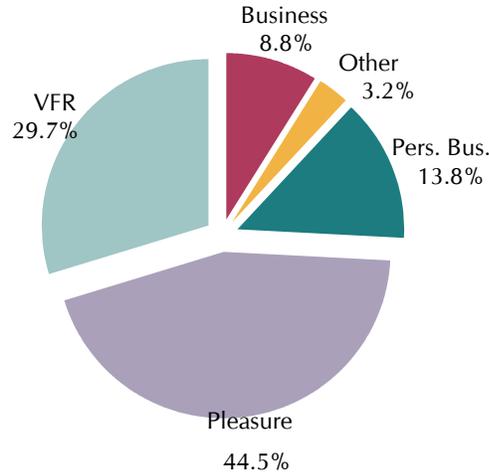
The following charts and tables provide information on day travel to destinations in Oregon broken out by trip activity and trip purpose. Trip activities are shown below. In general, the greater levels of average daily spending for cultural, dining and shopping activities reflect day trips to urban areas. Many important day trip activities, such as visits to wineries and gaming, are not shown because of insufficient data.



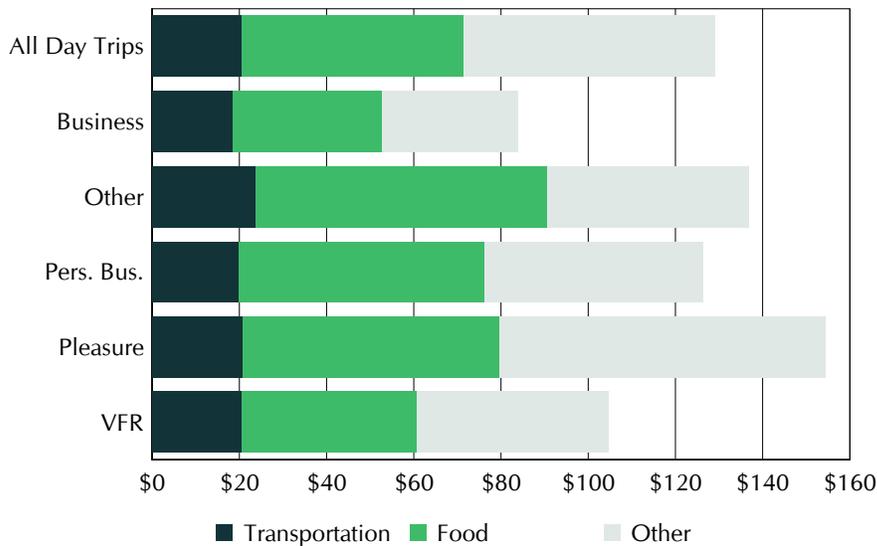
	Total	Transp.	Food	Other	Party Size
Beach	\$145.0	\$24.2	\$59.5	\$61.4	2.8
Cultural	\$222.2	\$20.4	\$89.2	\$112.6	2.8
Fine Dining	\$254.0	\$23.0	\$118.4	\$112.5	2.6
Outdoor Activity	\$139.6	\$30.0	\$44.6	\$65.0	2.8
Rural Sightseeing	\$144.5	\$21.3	\$60.2	\$63.0	2.7
Shopping	\$223.3	\$24.6	\$92.5	\$106.2	2.4

Sources: OmniTrak and Dean Runyan Associates

## Purpose of Trip, 2019p



Many day travelers, such as those visiting friends and relatives, do not report an activity on their trip. For this reason, spending by trip purpose is lower than the average spending shown for activities.



*(Because travelers may engage in more than one activity, or none at all, the activity distribution is not shown.)*

Sources: OmniTrak and Dean Runyan Associates.

	Total	Transp.	Food	Other	Party Size
All Day Trips	\$129.0	\$20.4	\$51.1	\$57.5	2.4
Business	\$83.8	\$18.5	\$34.2	\$31.1	1.6
Other	\$137.0	\$23.8	\$66.8	\$46.3	2.0
Pers. Bus.	\$126.2	\$19.8	\$56.3	\$50.0	2.2
Pleasure	\$154.5	\$20.6	\$59.0	\$74.8	2.7
VFR	\$104.8	\$20.6	\$40.1	\$44.1	2.4

Sources: OmniTrak and Dean Runyan Associates

## VI. Transient Occupancy Tax Receipts

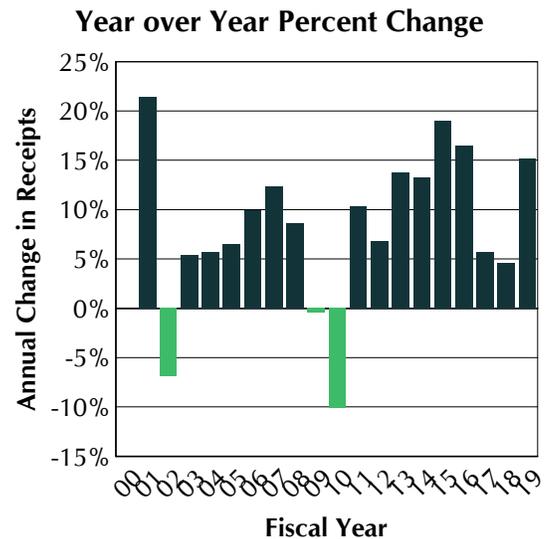
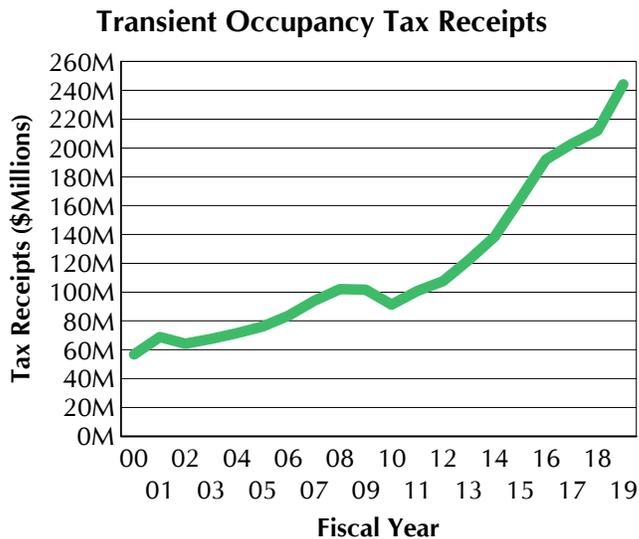
Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made by travelers. Transient lodging tax receipts therefore provide a basis for evaluating both travel trends and the distribution of travel activity in the state.

During 2019, one hundred and eight cities and sixteen counties in Oregon levied a locally administered transient lodging tax. This tax, ranging from 2 percent to 13.5 percent, is collected on the sale (i.e., rental) of a room at a lodging establishment such as a hotel, motel, bed & breakfast or at a campground site or RV park. Local lodging tax receipts increased by 15.0 percent from the 2018 to 2019 fiscal years.

At the time of this report we had about 83% of jurisdictions reported, accounting for an estimated 97% of tax receipts.

***Those with more current information or corrections are encouraged to notify Dean Runyan Associates, Inc.***

Room tax collections for most taxing jurisdictions within Oregon are reported for the last 12 fiscal years in the following table. It should be noted that transient lodging tax data is subject to revision. The revisions can be a result of late payments, back taxes, interest or fees.



## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	Rate (2019)	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Baker</b>													
Baker City		N/A											
County-wide	7.0%	411	394	386	413	391	395	404	455	521	578	559	423
<b>Benton</b>													
Corvallis	9.0%	1,126	1,076	1,080	1,062	1,239	1,364	1,425	1,604	1,754	1,754	1,977	2,121
<b>Clackamas</b>													
County-wide	6.0%	3,071	2,661	2,432	2,683	2,894	3,198	3,421	3,786	4,420	4,486	4,629	4,712
Lake Oswego	6.0%	733	678	716	796	806	949	1,011	1,146	1,273	1,249	1,304	1,307
Oregon City	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	180	220	238	243
Sandy	3.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Wilsonville	5.0%	275	219	193	214	209	242	273	258	470	477	450	308
<b>Clatsop</b>													
Astoria	11.0%	1,195	976	1,024	952	971	1,111	1,253	1,423	1,790	1,911	1,999	N/A
Cannon Beach	8.0%	2,110	2,049	2,074	2,336	2,465	2,631	2,761	3,045	3,536	3,844	4,271	4,629
Gearhart	7.0%	120	130	135	129	118	163	167	189	199	300	302	345
Seaside	10.0%	2,979	2,960	2,982	2,854	2,922	3,550	3,550	4,120	4,476	4,427	5,946	6,432
Unincorporated	9.5%	116	153	164	168	188	216	214	334	451	477	569	N/A
Warrenton	12.0%	328	308	458	463	446	483	620	626	720	723	838	N/A
<b>Columbia</b>													
Scappoose	9.0%	N/A	<100	N/A									
StHelens	6.0%	N/A	<100	<100	<100	<100	<100	<100	111	130	139	123	117
<b>Coos</b>													
Bandon	6.0%	426	386	391	384	376	438	462	525	524	570	685	N/A
Coos Bay	7.0%	561	461	464	469	485	507	520	583	652	630	685	758
Coquille Indian Tribe	11.3%	N/A	N/A	108	274	281	296	295	343	337	370	398	485
Lakeside	7.5%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
North Bend	7.0%	246	307	<100	<100	<100	<100	102	102	158	200	222	259

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	Rate (2019)	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Crook</b>													
Prineville	8.5%	194	164	149	176	180	207	191	253	316	318	339	432
<b>Curry</b>													
Brookings	6.0%	178	160	141	140	142	168	165	166	199	239	229	251
Gold Beach	7.0%	314	306	309	300	297	311	324	355	410	438	475	525
Port Orford	7.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
<b>Deschutes</b>													
Bend	10.4%	3,427	2,938	2,960	3,280	3,524	3,888	4,660	6,367	7,694	8,990	9,700	10,239
Redmond	9.0%	509	436	458	504	503	533	587	691	835	884	996	1,067
Sisters	8.99%	267	280	275	288	308	331	355	407	448	535	595	648
Unincorporated	8.0%	3,511	3,270	2,960	3,139	3,258	3,691	4,266	5,107	5,938	6,456	6,250	6,666
<b>Douglas</b>													
Reedsport	6.0%	175	151	168	160	170	182	181	221	183	204	210	230
Roseburg	8.0%	892	826	775	785	806	801	904	1,011	1,120	1,164	1,166	1,233
Sutherlin	8.0%	<100	<100	<100	<100	<100	<100	<100	149	182	194	185	188
Winston	7.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
<b>Gilliam</b>													
Condon	5.0%	N/A	<100	<100	<100	<100	N/A	N/A	<100	<100	<100	<100	<100
<b>Grant</b>													
County-wide	8.0%	<100	<100	<100	<100	<100	<100	108	127	137	140	157	N/A
<b>Harney</b>													
Burns	9.0%	<100	<100	<100	<100	104	<100	<100	<100	126	121	137	139
Hines	8.0%	150	143	130	135	141	144	153	166	195	201	221	220
<b>Hood River</b>													
Cascade Locks	7.0%	129	119	129	135	127	144	153	177	216	239	220	238
Hood River	8.0%	630	694	738	787	828	971	1,202	1,361	1,587	1,846	1,894	2,076
Unincorporated	8.0%	236	176	180	224	234	237	109	114	145	148	142	173

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**Oregon Transient Occupancy Tax by Jurisdiction**  
**Fiscal Year**  
**Amounts in \$000**

	Rate (2019)	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Jackson</b>													
Ashland	9.0%	1,537	1,854	1,923	1,897	1,978	2,081	2,081	2,339	2,055	2,819	2,910	3,134
Central Point	9.0%	343	299	298	304	362	452	373	391	482	453	495	492
Jacksonville	9.0%	<100	<100	<100	<100	<100	103	104	117	135	147	180	166
Medford	9.0%	2,553	2,283	2,273	2,373	2,502	2,646	2,929	3,315	3,824	3,866	3,302	3,356
Phoenix	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	N/A	N/A
Rogue River	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Shady Cove	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Talent	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	N/A
<b>Jefferson</b>													
Madras	9.0%	202	196	183	194	195	222	251	278	283	327	355	398
Unincorporated	6.0%	227	203	205	188	255	273	293	282	298	282	389	398
<b>Josephine</b>													
Grants Pass	9.0%	1,024	970	941	939	951	1,062	1,111	1,204	1,420	1,462	1,533	1,528
<b>Klamath</b>													
County-wide	8.0%	1,477	1,421	1,376	1,409	1,400	1,565	1,707	1,896	2,047	2,200	2,634	2,354
<b>Lake</b>													
County-wide	6.0%	107	<100	<100	125	<100	107	115	122	137	158	178	185
Town of Lakeview	6.0%	N/A											

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	Rate (2019)	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Lane</b>													
Coburg	8.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100
Cottage Grove	9.0%	224	227	205	186	207	215	236	254	272	297	283	301
Creswell	8.0%	< 100	< 100	< 100	128	118	141	130	156	177	184	169	135
Dunes City	8.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100
Eugene	9.5%	3,686	3,611	3,175	3,458	3,404	3,751	3,999	4,480	5,157	5,839	6,271	6,499
Florence	9.0%	299	498	538	565	540	557	629	714	786	834	914	946
Junction City	8.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100
Lowell	8.0%	N/A	N/A	N/A	N/A	N/A	< 100	< 100	< 100	< 100	< 100	< 100	< 100
McKenzie	8.0%	N/A											
Oakridge	8.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100
Springfield	9.5%	1,655	1,630	1,435	1,641	1,904	2,056	2,260	2,574	2,900	3,051	2,909	2,919
Unincorporated	8.0%	812	863	621	690	674	739	788	879	967	1,119	1,253	1,357
Veneta	8.0%	N/A	< 100	< 100	< 100	< 100							
Westfir	8.0%	< 100	< 100	< 100	< 100	< 100	< 100	N/A	< 100	< 100	< 100	< 100	< 100
<b>Lincoln</b>													
Depoe Bay	8.0%	401	378	457	453	473	505	519	545	609	705	N/A	N/A
Lincoln City	9.5%	3,704	4,417	4,352	4,260	4,234	4,514	4,983	5,887	6,337	6,917	7,173	7,338
Newport	9.5%	2,357	2,228	2,256	2,291	2,323	2,426	2,751	3,173	3,537	3,743	4,248	4,403
Unincorporated	10.0%	1,389	1,599	1,556	1,673	1,696	1,801	1,776	1,856	2,134	1,867	1,964	2,429
Waldport	7.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	130
Yachats	9.0%	520	496	477	429	451	481	512	605	766	951	1,041	1,058
<b>Linn</b>													
Albany	9.0%	741	675	595	656	716	755	804	941	1,041	1,085	1,061	N/A
Brownsville	6.0%	N/A	< 100										
Lebanon	9.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	204	259	276	N/A
Sweet Home	6.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	N/A	N/A

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	Rate (2019)	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Malheur</b>													
Ontario	9.0%	618	578	583	634	659	672	712	734	867	965	1,140	980
<b>Marion</b>													
Keizer	6.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	118	108	N/A	N/A
Salem	9.0%	2,506	2,416	2,138	2,215	2,239	2,445	2,731	3,125	3,613	3,943	3,923	4,088
Silverton	9.0%	N/A	N/A	N/A	166	191	199	214	255	276	200	231	338
Stayton	7.0%	N/A	< 100	< 100	< 100	< 100	< 100						
Sublimity	7.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	N/A	< 100	< 100	< 100
Woodburn	9.0%	239	271	215	256	274	276	353	335	435	418	448	N/A
<b>Morrow</b>													
Boardman	5.0%	N/A	145	142									
Heppler	5.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	N/A	N/A
Irrigon	5.0%	N/A	< 100	< 100									
<b>Multnomah</b>													
County-Wide	5.5%	18,491	16,115	15,441	18,208	20,052	21,464	24,268	29,692	34,341	35,237	34,806	59,296
Fairview	6.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100
Gresham	6.0%	616	563	455	460	495	605	664	809	977	1,046	995	968
Portland	8.0%	19,647	23,572	16,512	19,143	21,359	28,747	35,063	41,804	50,543	50,783	53,181	60,417
Troutdale	6.95%	375	414	403	429	428	452	481	578	718	738	725	717
Wood Village	6.0%	105	100	< 100	< 100	< 100	105	110	126	153	156	153	148
<b>Polk</b>													
Dallas	9.0%	N/A	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	N/A	N/A
Monmouth	9.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	N/A

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## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	Rate (2019)	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Tillamook</b>													
Bay City	9.0%	N/A	N/A	N/A	N/A	N/A	N/A	< 100	< 100	< 100	< 100	< 100	< 100
Garibaldi	9.0%	< 100	< 100	< 100	< 100	< 100	121	113	138	165	202	201	226
Incorporated	1.0%	N/A	N/A	N/A	N/A	N/A	N/A	< 100	224	218	N/A	N/A	N/A
Manzanita	9.0%	355	378	384	374	388	466	599	679	721	811	893	1,027
Nehalem	9.0%	N/A	N/A	N/A	N/A	N/A	N/A	< 100	< 100	< 100	< 100	< 100	< 100
Rockaway Beach	10.0%	257	255	224	257	254	309	373	623	675	685	856	1,239
Tillamook	10.0%	344	292	276	313	278	291	321	363	349	381	375	413
Unincorporated	10.0%	N/A	N/A	N/A	N/A	N/A	N/A	714	2,239	2,596	3,102	3,638	4,221
Wheeler	9.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100
<b>Umatilla</b>													
Hermiston	8.0%	320	339	359	364	412	374	437	494	513	782	984	927
Milton-Freewater	8.0%	N/A	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100
Pendleton	8.0%	791	777	778	805	799	836	862	913	1,012	964	N/A	N/A
Umatilla	3.5%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100
<b>Union</b>													
County-wide	3.0%	167	146	125	147	150	165	181	163	168	167	192	195
LaGrande	6.0%	271	239	220	245	271	268	300	304	340	356	384	391
<b>Wallowa</b>													
County-wide	5.0%	244	253	248	240	251	252	244	284	301	319	N/A	N/A
Enterprise	3.0%	< 100	< 100	< 100	< 100	< 100	N/A	N/A	< 100	< 100	< 100	< 100	N/A
<b>Wasco</b>													
The Dalles	8.0%	634	688	653	671	672	648	726	933	1,033	1,059	1,076	N/A

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## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	Rate (2019)	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Washington</b>													
Beaverton	4.0%	N/A	N/A	803	1,159	1,283							
County-wide	9.0%	7,014	6,332	5,673	6,869	7,604	8,269	9,053	10,069	12,262	13,636	13,624	14,660
Forest Grove	2.5%	N/A	N/A	N/A	<100	118							
Hillsboro	3.0%	N/A	N/A	N/A	1,452	1,939							
Sherwood	3.0%	N/A	N/A	N/A	N/A	<100							
Tigard	2.5%	N/A	N/A	N/A	543	752							
Tualatin	2.5%	N/A	N/A	N/A	<100	271							
<b>Yamhill</b>													
Dundee	10.0%	N/A	<100	<100	<100	<100							
McMinnville	10%	N/A	576	646	718	951	1,275						
Newberg	9.0%	121	120	216	352	416	472	512	681	952	996	1,119	1,146

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

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## APPENDICES

Appendix A	2019 Travel Impact Estimates
Appendix B	Key Terms and Definitions
Appendix C	Regional Travel Impact Model
Appendix D	Travel Industry Accounts
Appendix E	Oregon Earnings and Employment by Industry Sector
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Appendix G	Split-County Trends

**2019 TRAVEL IMPACT ESTIMATES**

This appendix provides a brief overview of the methodology, terminology and limitations of the travel impact and visitor volume estimates.

**DIRECT IMPACTS**

The estimates of the direct impacts associated with traveler spending in Oregon were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the Oregon travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

**PRELIMINARY ESTIMATES**

Preliminary estimates for 2019 were prepared at the state, regional and county level. These estimates take advantage of the most current available data. However, because full-year data was not available in all cases, these estimates are subject to subsequent revision as additional information relating to travel and its economic impact in 2019 becomes available.

**TRANSPORTATION IMPACTS**

The treatment of ground transportation expenditures depends upon the level of geography (county, region or state). County and regional level estimates of destination spending include only a portion of ground transportation expenditures because some county and regional transportation expenditures are for travel to other Oregon destinations. These expenditures are allocated to "other travel." State level estimates include all in-state expenditures for ground transportation.

**SECONDARY (INDIRECT AND INDUCED) IMPACTS**

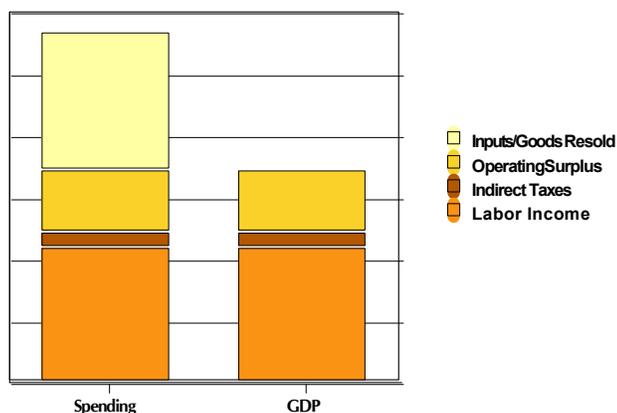
Direct impacts are reported for all counties within Oregon. Secondary employment and earnings impacts over and above direct impacts are reported at the state level only for the year 2019. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model of the Oregon economy prepared by the IMPLAN Group, Inc. Indirect impacts represent the purchases of goods and services from other firms by businesses that directly receive expenditures

part derived from travel expenditures. The sum of the direct, indirect and induced impacts equals the total impact of all spending by visitors in the state. The "multiplier" refers to the ratio of the total impacts to the direct impacts for employment or earnings.

### GROSS DOMESTIC PRODUCT

An estimate of the Gross Domestic Product (GDP) of the Oregon travel industry based on the RTIM direct travel impacts is also provided in this report. The GDP of an industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always less than output or sales because GDP measures only the "value added" of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. GDP is a useful concept because it permits comparisons of the economic contributions of different industries. The relationship between spending and gross domestic product is illustrated in the figure below. Examples of inputs are the food or accounting services that restaurants purchase from suppliers. "Goods resold" are the commodities that retail establishments purchase from manufacturers or wholesale trade

**Relationship Between Spending and Gross Domestic Product**



It is for this reason that "travel spending" - as measured from surveys of visitors - is not the best measure of the travel industry's real economic contribution. This is because some visitor spending is actually counted as the GDP of other industries (e.g., agriculture, accounting, manufacturing). Furthermore, these other industries may or may not be located within the geographic area of interest. If the farm were located within the region of interest, then the GDP of

the local farm would be included as an indirect or secondary effect. If not (e.g., a manufacturing firm in another state or country), then that portion of GDP is not counted.

The preceding graph also shows the three main components of GDP. For most industries, labor income (essentially equivalent to earnings in this report) is the primary component of GDP. This is true of the travel industry. A second component is the tax payments that businesses make to government, such as sales, excise and property taxes. In the case of excise taxes, businesses are essentially a collection agency for the government. The final component, operating surplus, represents the income and payments (e.g., dividends, interest) to other stakeholders of the firm.

The concept of GDP also illustrates that with small geographic units of analysis (e.g., counties), earnings, employment, and tax revenues are the best measures of the economic value of the travel industry to the local economy. Small area measures of GDP are less reliable and much of the operating surplus may leak out of the local economy anyway. Indirect effects are also generally less in smaller economies.

#### **INTERPRETATION OF IMPACT ESTIMATES**

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The estimates in this report are expressed in *current* dollars unless otherwise noted.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

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**DEFINITION OF TERMS**

**Commodity:** A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

**Direct Impacts:** Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

**Earnings:** Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

**Employment:** Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

**Federal Taxes:** Federal taxes include the motor fuel excise tax, airline ticket taxes, and personal income and payroll taxes.

**Industry:** A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

**Local Taxes:** Lodging taxes imposed by cities, counties and other regional tax jurisdictions in Oregon. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger Facility Charges attributable to visitors (a fee imposed on airline tickets) are included in counties with airports. Property tax payments attributable to travel industry businesses and employees are also included.

**Other spending:** Other spending includes spending by residents on ground and air transportation for travel to other destinations, spending on travel arrangement services, and convention/ trade shows.

**Private Home:** Unpaid overnight accommodations of friends and relatives.

**Receipts:** Travel expenditures less the sales and excise taxes paid by the consumer.

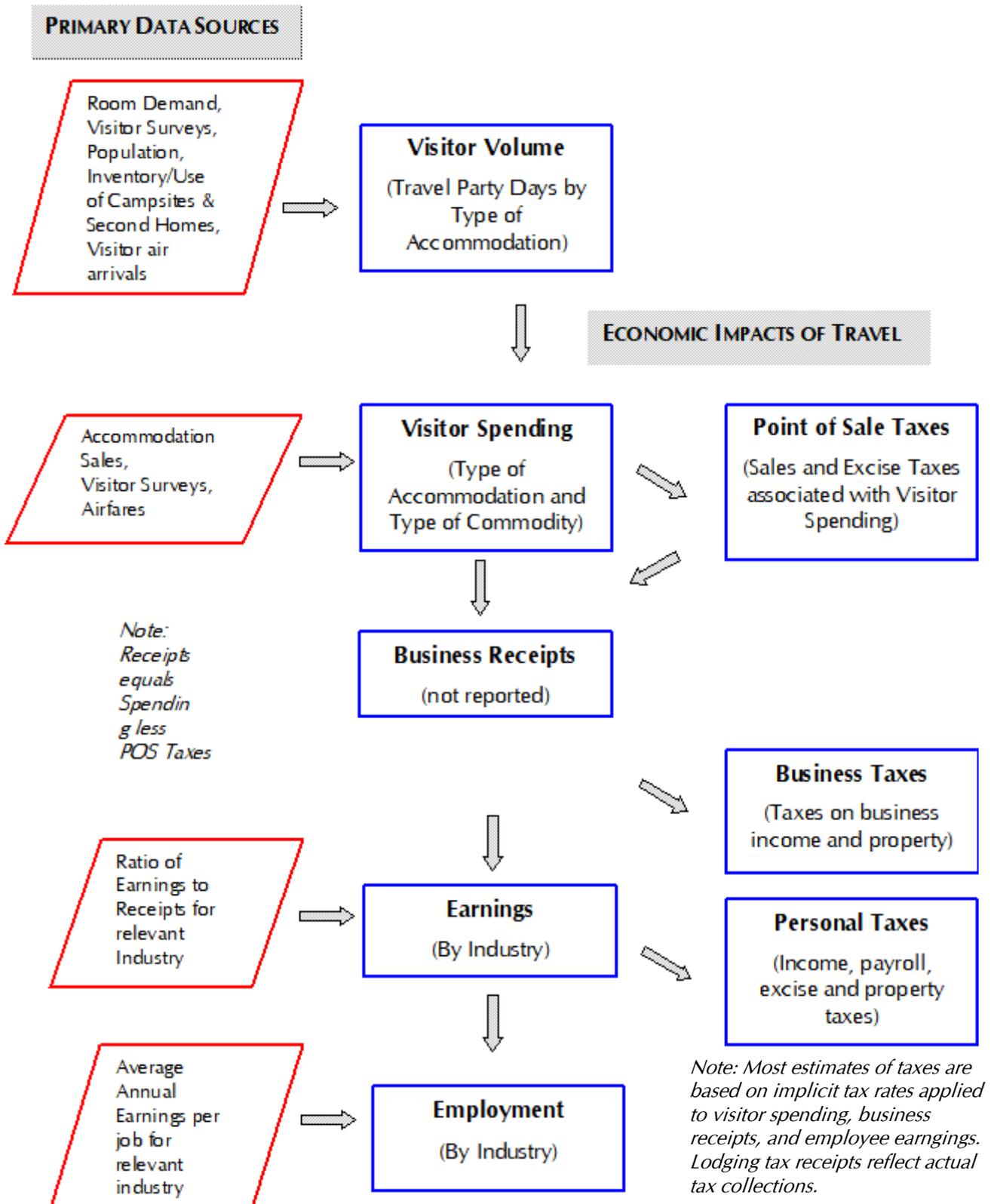
**State Taxes:** Lodging taxes, motor fuel, and business and personal income taxes imposed by the state of Oregon. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

**Total Impacts:** The sum of *Direct* and *Secondary* impacts.

**Travel spending:** The sum of visitor and other spending related to travel.

**Visitor spending:** All spending on goods & services by visitors at the destination. Also referred to as destination spending.

**REGIONAL TRAVEL IMPACT MODEL**



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## TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”[1] Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSA). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

[1] Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, “U.S. Travel and Tourism Satellite Accounts for 1998-2003,” *Survey of Current Business* 84 (September 2004): 43-59.

## PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the **travel industry** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is a measure of the **demand segments** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the **components of economic output** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger - they represent different ways of viewing or analyzing the travel industry.

The bulk of this paper will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of **indirect and induced effects** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

### TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.<sup>2</sup> There are only three significant industrial classifications (Accommodations [NAICS 721], Scheduled Passenger Air Transportation [NAICS 481111] and Travel Arrangement and Reservation Services [NAICS 5615]) that *primarily* sell travel industry goods and services.<sup>3</sup> Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of

<sup>2</sup> The North American Industrial Classification System (NAICS) is the current standard in the United States.

<sup>3</sup> Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.<sup>4</sup>

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however.

Suppose, for example, that the focus of a travel industry account is the state of Oregon. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in Oregon? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Oregon and ignore the remainder for the purpose of creating a travel industry account for Oregon. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Oregon can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the Oregon *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.<sup>5</sup>

<sup>4</sup> The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

<sup>5</sup> The same issue arises with travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.<sup>6</sup>

**Bureau of Economic Analysis Tourism Industries  
Distribution of Travel-Generated Compensation  
in United States, 2007**

<b>Accommodation &amp; Food Services</b>	<b>38.1%</b>
Traveler accommodations	21.5%
Food services and drinking places	16.6%
<b>Transportation</b>	<b>23.3%</b>
Air transportation	15.4%
Rail transportation	0.4%
Water transportation	1.2%
Interurban bus transportation	0.3%
Interurban charter bus transportation	0.2%
Urban transit systems & other tran.	1.7%
Taxi service	1.0%
Automotive equipment rental & leasing	2.0%
Automotive repair services	0.8%
Parking lots and garages	0.2%
Toll highways	0.1%
<b>Recreation</b>	<b>11.2%</b>
Scenic and sightseeing transportation	0.4%
Motion pictures and performing arts	1.1%
Spectator sports	2.3%
Participant sports	2.4%
Gambling	3.0%
All other recreation and entertainment	2.0%
<b>Retail &amp; Nondurable Goods Production</b>	<b>16.2%</b>
Petroleum refineries	0.6%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.4%
Wholesale trade & tran. services	4.2%
Gasoline service stations	1.3%
Retail trade services, excluding gasoline service stations	5.8%
<b>Travel Arrangement</b>	<b>7.3%</b>
<b>All other industries</b>	<b>2.2%</b>
<b>Total Tourism Compensation</b>	<b>100.0%</b>

Source: Adapted from Eric S. Griffith and Steven L. Zemanek, "U.S. Travel and Tourism Satellite Accounts for 2005-2008," Survey of Current Business (June 2009): 37, table 6.

<sup>6</sup> The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

## RTIM Travel Impact Industries Matched to NAICS

<b>Travel Impact Industry</b>	<b>NAICS Industry (code)</b>
<b>Accommodation &amp; Food Services</b>	Accommodation (721) Food Services and Drinking Places (722)
<b>Arts, Entertainment &amp; Recreation</b>	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487)
<b>Retail</b>	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
<b>Ground Transportation</b>	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
<b>Air Transportation</b>	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
<b>Administrative/Support Services</b>	Travel Arrangement and Reservation Services (5615) Convention and Trade Show Organizers (56192)

Source: Dean Runyan Associates

## DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: **leisure versus business travel**, and **resident versus non-resident travel**. The third demand category is typically reported in the RTIM: **type of traveler accommodation**. These three demand categories will be discussed in turn.

The distinction between **leisure versus business travel** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more “marketable” segment because their travel choices are less determined by economic and business factors. Furthermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between **resident versus non-resident travel** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.<sup>7</sup> The distinction is obviously also important because it is based on different political, legal, and currency regimes - factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.<sup>8</sup> There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism,

<sup>7</sup> Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

<sup>8</sup> The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

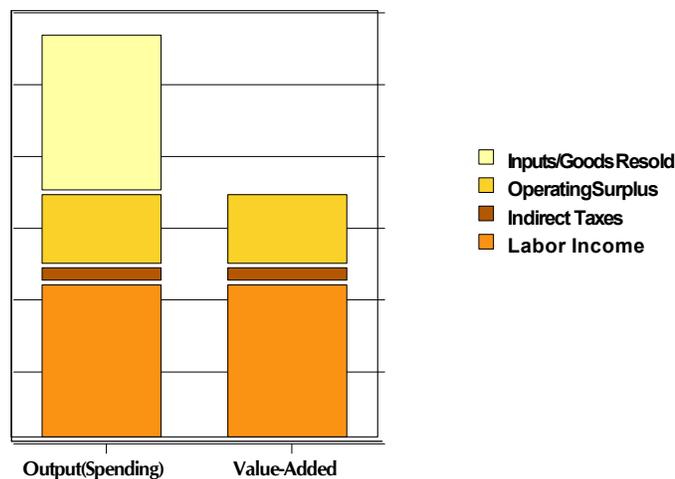
## COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:<sup>11</sup>

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

**Components of Industry Output**



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. For example, the economic impact

<sup>11</sup> There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus, the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in other parts of the world. Travel industry value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because a portion of the economic impact of visitor spending in the state will actually occur elsewhere.<sup>12</sup>

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called “indirect” because most of them are actually paid by consumers in the form of sales or excise taxes.<sup>13</sup> The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.<sup>14</sup> For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates.

Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

<sup>12</sup> It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

<sup>13</sup> Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

<sup>14</sup> It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

## INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects - the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.<sup>15</sup> As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

<sup>15</sup> The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

#### **THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED**

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis - the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

## Oregon Earnings and Employment by Industry Sector, 2018

Industry Sector	Earnings (\$Million)	Percent of Total	Employment (Thousand)	Percent of Total
<b>Primarily Export-Oriented</b>	<b>20,614</b>	<b>13.7%</b>	<b>321</b>	<b>12.4%</b>
Agriculture, Forestry, Fishing and related	2,818	1.9%	102	3.9%
Mining	164	0.1%	6	0.2%
Manufacturing	17,632	11.7%	214	8.3%
**Travel	3,566	2.4%	116	4.5%
<b>Primarily Non Export-Oriented</b>	<b>74,832</b>	<b>49.7%</b>	<b>1,221</b>	<b>47.3%</b>
Construction	10,647	7.1%	142	5.5%
Utilities	793	0.5%	5	0.2%
Wholesale trade	6,956	4.6%	83	3.2%
Retail trade	9,571	6.4%	261	10.1%
Real estate and rental and leasing	4,164	2.8%	121	4.7%
Management of companies and enterprises	6,784	4.5%	51	2.0%
Administrative and waste services	5,612	3.7%	134	5.2%
Other services, except public administration	5,572	3.7%	130	5.0%
Government and government enterprises	24,732	16.4%	294	11.4%
<b>Mixed</b>	<b>55,226</b>	<b>36.7%</b>	<b>1,040</b>	<b>40.3%</b>
Transportation and warehousing	4,863	3.2%	102	3.9%
Information	3,982	2.6%	44	1.7%
Finance and insurance	6,431	4.3%	97	3.8%
Professional and technical services	11,901	7.9%	170	6.6%
Educational services	1,771	1.2%	59	2.3%
Health care and social assistance	18,494	12.3%	299	11.6%
Leisure and Hospitality	7,786	5.2%	269	10.4%
<b>Oregon Total**</b>	<b>150,672</b>	<b>100.0%</b>	<b>2,582</b>	<b>100.0%</b>

\*\*Travel is not included in the sub and grand totals because it is also represented in other sectors (primarily leisure and hospitality, transportation, and retail trade).

## Industry Groups

### Accommodation & Food Services

Food services and drinking places  
Hotels and motels, including casino hotels  
Other accommodations

### Arts, Entertainment & Recreation

Amusement parks, arcades, and gambling industries  
Bowling centers  
Fitness and recreational sports centers  
Independent artists, writers, and performers  
Museums, historical sites, zoos, and parks  
Other amusement and recreation industries  
Performing arts companies  
Promoters of performing arts and sports and agents for public figures  
Spectator sports companies

### Construction

Construction of new nonresidential commercial and health care structures  
Construction of new nonresidential manufacturing structures  
Construction of new residential permanent site single- and multi-family structures  
Construction of other new nonresidential structures  
Construction of other new residential structures  
Maintenance and repair construction of nonresidential structures  
Maintenance and repair construction of residential structures

### Education and Health Services

Child day care services  
Community food, housing, and other relief services, including rehabilitation services  
Home health care services  
Individual and family services  
Medical and diagnostic labs and outpatient and other ambulatory care services  
Nursing and residential care facilities  
Offices of physicians, dentists, and other health practitioners  
Other private educational services  
Private elementary and secondary schools  
Private hospitals  
Private junior colleges, colleges, universities, and professional schools

### Financial Activities

Commercial and industrial machinery and equipment rental and leasing  
Funds, trusts, and other financial vehicles  
General and consumer goods rental except video tapes and discs  
Imputed rental activity for owner-occupied dwellings  
Insurance agencies, brokerages, and related activities  
Insurance carriers  
Lessors of nonfinancial intangible assets  
Monetary authorities and depository credit intermediation activities  
Nondepository credit intermediation and related activities  
Real estate establishments  
Securities, commodity contracts, investments, and related activities  
Video tape and disc rental

## **Information**

- Book publishers
- Cable and other subscription programming
- Data processing, hosting, ISP, web search portals and related services
- Directory, mailing list, and other publishers
- Internet publishing and broadcasting
- Motion picture and video industries
- Newspaper publishers
- Other information services
- Periodical publishers
- Radio and television broadcasting
- Software publishers
- Sound recording industries
- Telecommunications

## **Manufacturing & Utilities**

(280 industries)

## **Natural Resources and Mining**

- All other crop farming
- Animal production, except cattle and poultry and eggs
- Cattle ranching and farming
- Commercial Fishing
- Commercial hunting and trapping
- Commercial logging
- Cotton farming
- Dairy cattle and milk production
- Drilling oil and gas wells
- Extraction of oil and natural gas
- Forestry, forest products, and timber tract production
- Fruit farming
- Grain farming
- Greenhouse, nursery, and floriculture production
- Mining and quarrying other nonmetallic minerals
- Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals
- Mining and quarrying stone
- Mining coal
- Mining copper, nickel, lead, and zinc
- Mining gold, silver, and other metal ore
- Mining iron ore
- Oilseed farming
- Poultry and egg production
- Sugarcane and sugar beet farming
- Support activities for agriculture and forestry
- Support activities for oil and gas operations
- Support activities for other mining
- Tobacco farming
- Tree nut farming
- Vegetable and melon farming

**Other Services**

- Automotive repair and maintenance, except car washes
- Car washes
- Civic, social, professional, and similar organizations
- Commercial and industrial machinery and equipment repair and maintenance
- Death care services
- Dry-cleaning and laundry services
- Electronic and precision equipment repair and maintenance
- Grantmaking, giving, and social advocacy organizations
- Other personal services
- Personal and household goods repair and maintenance
- Personal care services
- Private household operations
- Religious organizations

**Professional and Business Services**

- Accounting, tax preparation, bookkeeping, and payroll services
- Advertising and related services
- All other miscellaneous professional, scientific, and technical services
- Architectural, engineering, and related services
- Business support services
- Computer systems design services
- Custom computer programming services
- Employment services
- Environmental and other technical consulting services
- Facilities support services
- Investigation and security services
- Legal services
- Management of companies and enterprises
- Management, scientific, and technical consulting services
- Office administrative services
- Other computer related services, including facilities management
- Other support services
- Photographic services
- Scientific research and development services
- Services to buildings and dwellings
- Specialized design services
- Travel arrangement and reservation services
- Veterinary services
- Waste management and remediation services

**Public Administration**

- Federal electric utilities
- Other Federal Government enterprises
- Other state and local government enterprises
- State and local government electric utilities
- State and local government passenger transit
- US Postal Service

**Trade**

- Retail Nonstores - Direct and electronic sales
- Retail Stores - Building material and garden supply
- Retail Stores - Clothing and clothing accessories
- Retail Stores - Electronics and appliances
- Retail Stores - Food and beverage
- Retail Stores - Furniture and home furnishings
- Retail Stores - Gasoline stations
- Retail Stores - General merchandise
- Retail Stores - Health and personal care
- Retail Stores - Miscellaneous
- Retail Stores - Motor vehicle and parts
- Retail Stores - Sporting goods, hobby, book and music
- Wholesale trade businesses

**Transport**

- Automotive equipment rental and leasing
- Couriers and messengers
- Scenic and sightseeing transportation and support activities for transportation
- Transit and ground passenger transportation
- Transport by air
- Transport by pipeline
- Transport by rail
- Transport by truck
- Transport by water
- Warehousing and storage

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

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**East Douglas**  
**Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	138.5	150.7	170.6	177.3	182.5	186.8	2.3%	2.4%
Other	8.9	14.5	16.4	13.0	14.9	15.0	0.7%	0.4%
Visitor	129.6	136.3	154.2	164.3	167.6	171.7	2.5%	2.6%
Non-transportation	118.5	120.9	136.9	149.5	150.6	154.6	2.7%	2.8%
Transportation	11.1	15.4	17.3	14.8	17.0	17.1	0.8%	1.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	37.0	38.9	45.2	52.0	53.4	56.2	5.3%	4.2%
<b>Employment (Jobs)</b>								
Employment	2,450	2,040	2,190	2,350	2,310	2,330	0.7%	1.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	4.5	4.9	5.8	6.9	7.1	7.3	2.7%	4.6%
Local	0.8	0.8	1.0	1.2	1.2	1.2	1.0%	4.2%
State	3.7	4.0	4.8	5.8	5.9	6.1	3.0%	4.7%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

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**West Douglas**  
**Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	47.3	53.7	58.9	60.2	63.1	65.7	4.1%	2.3%
Other	0.7	1.1	1.3	0.9	1.0	1.0	0.7%	-0.9%
Visitor	46.5	52.5	57.6	59.3	62.1	64.7	4.2%	2.3%
Non-transportation	43.1	47.3	51.9	54.7	56.8	59.3	4.3%	2.5%
Transportation	3.5	5.2	5.7	4.6	5.3	5.4	2.3%	0.3%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	12.8	14.8	16.4	18.4	19.4	20.7	6.7%	3.8%
<b>Employment (Jobs)</b>								
Employment	830	770	790	820	830	850	2.1%	1.1%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.2	1.4	1.6	1.8	1.9	2.0	4.4%	4.1%
Local	0.1	0.2	0.2	0.2	0.2	0.2	1.0%	3.7%
State	1.0	1.2	1.4	1.6	1.7	1.8	4.9%	4.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way fares.

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**East Lane  
Direct Travel Impacts, 2003-2019p**

								<b>Avg. Annual Chg.</b>	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	441.0	632.7	721.0	813.9	881.2	894.5	1.5%	3.9%	
Other	72.2	163.3	179.0	206.2	234.7	235.0	0.1%	4.1%	
Visitor	368.8	469.4	542.0	607.7	646.5	659.5	2.0%	3.9%	
Non-transportation	308.2	365.0	434.6	497.5	520.2	531.4	2.2%	4.3%	
Transportation	60.6	104.3	107.4	110.2	126.3	128.1	1.4%	2.3%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	104.4	138.5	181.7	226.9	247.9	256.4	3.4%	7.1%	
<b>Employment (Jobs)</b>									
Employment	6,180	6,940	8,020	8,890	9,200	9,200	0.0%	3.2%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	16.3	21.2	27.6	34.9	36.9	37.4	1.3%	6.6%	
Local	5.5	7.2	9.8	12.1	12.7	12.7	-0.1%	6.5%	
State	10.7	13.9	17.9	22.7	24.2	24.7	2.1%	6.6%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way fares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

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**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

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**West Lane  
Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	79.5	100.2	121.7	136.9	142.9	146.1	2.2%	4.3%	
Other	2.6	9.3	15.5	19.7	23.6	22.6	-4.0%	10.4%	
Visitor	76.9	90.9	106.1	117.2	119.3	123.4	3.4%	3.5%	
Non-transportation	72.1	83.8	97.9	109.8	110.9	114.9	3.6%	3.6%	
Transportation	4.8	7.1	8.2	7.3	8.4	8.5	1.5%	2.1%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	21.8	29.4	38.3	46.9	49.7	51.9	4.5%	6.5%	
<b>Employment (Jobs)</b>									
Employment	1,340	1,530	1,750	1,910	1,920	1,940	1.1%	2.7%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	1.9	2.7	3.4	4.3	4.5	4.6	2.7%	6.1%	
Local	0.2	0.6	0.7	0.9	0.9	0.9	-0.3%	4.1%	
State	1.6	2.1	2.7	3.5	3.6	3.8	3.4%	6.6%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

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**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

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**East Multnomah  
Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	47.7	57.4	74.2	90.3	95.0	99.1	4.3%	6.3%
Other	4.3	4.2	4.6	5.3	6.1	6.5	6.4%	5.1%
Visitor	43.3	53.2	69.6	85.0	88.9	92.6	4.1%	6.3%
Non-transportation	39.7	47.2	62.0	77.7	80.5	83.9	4.3%	6.6%
Transportation	3.6	6.0	7.6	7.4	8.4	8.6	2.8%	4.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	12.7	15.1	20.2	26.5	28.9	30.8	6.6%	8.3%
<b>Employment (Jobs)</b>								
Employment	770	760	950	1,080	1,100	1,110	0.9%	4.3%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.7	2.3	3.1	4.4	4.6	4.7	3.3%	8.5%
Local	0.6	0.9	1.3	1.8	1.9	1.9	1.0%	8.4%
State	1.1	1.4	1.8	2.6	2.7	2.9	4.9%	8.5%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way fares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

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**West Multnomah  
Direct Travel Impacts, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	1,940.0	2,756.2	3,358.3	3,882.1	4,070.3	4,283.9	5.2%	5.0%	
Other	659.8	957.3	1,072.3	1,212.1	1,288.4	1,424.6	10.6%	4.5%	
Visitor	1,280.2	1,798.9	2,286.0	2,670.0	2,781.9	2,859.4	2.8%	5.3%	
Non-transportation	746.0	1,017.9	1,355.4	1,635.0	1,690.3	1,739.7	2.9%	6.1%	
Transportation	534.1	781.0	930.6	1,034.9	1,091.7	1,119.6	2.6%	4.1%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	469.0	584.3	754.3	973.1	1,050.6	1,122.4	6.8%	7.5%	
<b>Employment (Jobs)</b>									
Employment	16,160	17,160	20,180	21,930	22,640	22,830	0.8%	3.2%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	79.2	105.7	153.1	194.1	202.5	207.6	2.6%	7.8%	
Local	43.6	58.6	91.6	112.2	115.4	116.2	0.7%	7.9%	
State	35.6	47.2	61.4	81.9	87.1	91.5	5.0%	7.6%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

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**North Wasco**  
**Direct Travel Impacts, 2003-2019p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	43.6	56.2	64.7	78.1	77.0	81.6	6.0%	4.2%
Other	1.9	3.3	3.8	3.2	3.6	3.7	0.7%	1.3%
Visitor	41.7	52.9	60.9	75.0	73.4	77.9	6.2%	4.4%
Non-transportation	39.0	48.6	56.1	70.3	68.3	72.7	6.4%	4.6%
Transportation	2.7	4.3	4.9	4.7	5.0	5.2	3.9%	2.1%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	12.2	16.0	20.2	26.9	27.2	30.7	12.9%	7.5%
<b>Employment (Jobs)</b>								
Employment	770	840	960	1,180	1,130	1,230	9.1%	4.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.4	2.0	2.6	3.6	3.5	3.8	7.8%	7.3%
Local	0.4	0.7	0.9	1.3	1.2	1.3	5.9%	7.6%
State	1.0	1.4	1.7	2.3	2.3	2.5	8.7%	7.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way fares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

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**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

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**South Wasco**  
**Direct Travel Impacts, 2003-2019p**

						Avg. Annual Chg.		
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>
Total (Current \$)	27.8	33.8	37.5	44.2	45.3	23.5	-48.1%	-4.0%
Other	0.1	0.2	0.2	0.2	0.2	0.2	0.7%	1.3%
Visitor	27.7	33.6	37.3	44.0	45.1	23.3	-48.3%	-4.0%
Non-transportation	26.2	31.2	34.6	41.5	42.2	21.4	-49.2%	-4.1%
Transportation	1.5	2.4	2.7	2.5	2.9	1.9	-35.6%	-2.8%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	9.1	10.8	13.1	15.8	17.0	9.0	-47.0%	-1.9%
<b>Employment (Jobs)</b>								
Employment	580	560	630	700	700	360	-48.5%	-4.7%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.6	0.7	0.8	1.2	1.3	0.7	-43.8%	0.4%
State	0.6	0.7	0.8	1.2	1.3	0.7	-43.8%	0.4%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.