

2013 BAKER COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Baker County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

BAKER COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Baker County welcomed 0.6 million overnight visitors in 2013.
- Overnight and day visitors spent \$40 million in 2013.
- Total travel spending directly supported 696 jobs in 2013.
- Travel spending generated \$1.7 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$58,069
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$904
Additional employment if each resident household encouraged one additional overnight visitor	16

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	10.5%
Travel Share of Total County Employment (2012)	8.2%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Baker County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

BAKER COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	154	81	\$228	\$431	\$93	\$176
Private Home	202	66	\$82	\$248	\$31	\$95
Other Overnight	262	80	\$111	\$366	\$34	\$110
All Overnight	618	227	\$134	\$356	\$48	\$129

BAKER COUNTY AND EASTERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Baker County	Eastern Region		Baker County	Eastern Region
All Overnight	\$29	\$240	Accommodations	\$7	\$67
Hotel, Motel	\$14	\$141	Food Service	\$11	\$81
Private Home	\$6	\$53	Food Stores	\$5	\$36
Other Overnight	\$9	\$46	Local Tran. & Gas	\$5	\$52
Campground	\$6	\$35	Arts, Ent. & Rec.	\$5	\$49
Vacation Home	\$3	\$11	Retail Sales	\$6	\$38
Day Travel	\$11	\$84			
Destination Spending	\$40	\$324	Destination Spending*	\$40	\$324

*includes visitor airfares for Eastern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Base Camp Baker and the Huntington Chamber of Commerce are the destination marketing organizations that represent Baker County.

2013 BENTON COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Benton County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

BENTON COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Benton County welcomed 1.4 million overnight visitors in 2013.
- Overnight and day visitors spent \$100 million in 2013.
- Total travel spending directly supported 1,537 jobs in 2013.
- Travel spending generated \$5.2 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$66,849
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,003
Additional employment if each resident household encouraged one additional overnight visitor	60

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	4.4%
Travel Share of Total County Employment (2012)	2.8%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Benton County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

BENTON COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	443	266	\$232	\$387	\$95	\$158
Private Home	874	340	\$82	\$210	\$32	\$82
Other Overnight	82	27	\$132	\$393	\$39	\$117
All Overnight	1,398	633	\$134	\$293	\$52	\$115

BENTON COUNTY AND WILLAMETTE VALLEY VISITOR SPENDING DETAIL, 2013

By Accommodation (Millions)			By Commodity (Millions)		
	Benton County	Willamette Valley		Benton County	Willamette Valley
All Overnight	\$73	\$1,033	Accommodations	\$18	\$204
Hotel, Motel	\$42	\$513	Food Service	\$29	\$366
Private Home	\$28	\$452	Food Stores	\$10	\$142
Other Overnight	\$3	\$68	Local Tran. & Gas	\$14	\$257
Campground	\$3	\$54	Arts, Ent. & Rec.	\$13	\$241
Vacation Home	\$1	\$14	Retail Sales	\$16	\$191
Day Travel	\$27	\$405			
Destination Spending	\$100	\$1,438	Destination Spending*	\$100	\$1,438

*includes visitor airfares for Willamette Valley.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Corvallis Tourism and the Philomath Area Chamber of Commerce are the destination marketing organizations that represent Benton County.

2013 CLACKAMAS COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Clackamas County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

CLACKAMAS COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Clackamas County welcomed 6.8 million overnight visitors in 2013.
- Overnight and day visitors spent \$429 million in 2013.
- Total travel spending directly supported 5,245 jobs in 2013.
- Travel spending generated \$20.0 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$84,539
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$19,921
Additional employment if each resident household encouraged one additional overnight visitor	236

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	4.8%
Travel Share of Total County Employment (2012)	2.3%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Clackamas County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

CLACKAMAS COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	1,292	651	\$240	\$483	\$106	\$210
Private Home	4,948	1,605	\$64	\$200	\$29	\$91
Other Overnight	588	178	\$103	\$343	\$32	\$106
All Overnight	6,828	2,433	\$99	\$282	\$44	\$124

CLACKAMAS COUNTY AND PORTLAND METRO VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Clackamas County	Portland Metro		Clackamas County	Portland Metro
All Overnight	\$327	\$2,583	Accommodations	\$73	\$638
Hotel, Motel	\$155	\$1,731	Food Service	\$132	\$648
Private Home	\$152	\$824	Food Stores	\$34	\$124
Other Overnight	\$20	\$28	Local Tran. & Gas	\$56	\$487
Campground	\$12	\$20	Arts, Ent. & Rec.	\$47	\$193
Vacation Home	\$7	\$9	Retail Sales	\$88	\$332
Day Travel	\$102	\$447			
Destination Spending	\$429	\$3,030	Destination Spending*	\$429	\$3,030

*includes visitor airfares for Portland Metro.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The North Clackamas County Chamber of Commerce, the Oregon City Regional Visitor Information Center and the Sandy Area Chamber of Commerce are three of the destination marketing organizations that represent Clackamas County.

2013 CLATSOP COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Clatsop County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

CLATSOP COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Clatsop County welcomed 3.4 million overnight visitors in 2013.
- Overnight and day visitors spent \$456 million in 2013.
- Total travel spending directly supported 5,303 jobs in 2013.
- Travel spending generated \$20.2 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$86,185
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,070
Additional employment if each resident household encouraged one additional overnight visitor	36

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	24.8%
Travel Share of Total County Employment (2012)	21.0%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Clatsop County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

CLATSOP COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	1,954	1,033	\$296	\$559	\$121	\$229
Private Home	487	160	\$82	\$248	\$31	\$95
Other Overnight	969	293	\$124	\$411	\$38	\$125
All Overnight	3,410	1,486	\$225	\$503	\$85	\$194

CLATSOP COUNTY AND OREGON COAST VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Clatsop County	Oregon Coast		Clatsop County	Oregon Coast
All Overnight	\$288	\$1,101	Accommodations	\$108	\$366
Hotel, Motel	\$236	\$783	Food Service	\$136	\$451
Private Home	\$15	\$84	Food Stores	\$37	\$165
Other Overnight	\$37	\$234	Local Tran. & Gas	\$52	\$215
Campground	\$23	\$171	Arts, Ent. & Rec.	\$56	\$226
Vacation Home	\$14	\$63	Retail Sales	\$66	\$226
Day Travel	\$167	\$553			
Destination Spending	\$456	\$1,653	Destination Spending*	\$456	\$1,653

*includes visitor airfares for Oregon Coast.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Oregon Coast Visitors Association, the Astoria Warrenton Area Chamber of Commerce and the Cannon Beach Chamber of Commerce are three of the destination marketing organizations that represent Clatsop County.

2013 COLUMBIA COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Columbia County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

COLUMBIA COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Columbia County welcomed 0.6 million overnight visitors in 2013.
- Overnight and day visitors spent \$28 million in 2013.
- Total travel spending directly supported 550 jobs in 2013.
- Travel spending generated \$1.4 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$53,885
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,715
Additional employment if each resident household encouraged one additional overnight visitor	32

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	3.5%
Travel Share of Total County Employment (2012)	3.5%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Columbia County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

COLUMBIA COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	38	19	\$212	\$433	\$89	\$182
Private Home	493	159	\$52	\$160	\$24	\$76
Other Overnight	91	28	\$106	\$349	\$33	\$107
All Overnight	622	206	\$67	\$201	\$30	\$89

COLUMBIA COUNTY AND PORTLAND METRO VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Columbia County	Portland Metro		Columbia County	Portland Metro
All Overnight	\$18	\$2,583	Accommodations	\$2	\$638
Hotel, Motel	\$3	\$1,731	Food Service	\$9	\$648
Private Home	\$12	\$824	Food Stores	\$5	\$124
Other Overnight	\$3	\$28	Local Tran. & Gas	\$4	\$487
Campground	\$3	\$20	Arts, Ent. & Rec.	\$4	\$193
Vacation Home	\$0	\$9	Retail Sales	\$5	\$332
Day Travel	\$10	\$447			
Destination Spending	\$28	\$3,030	Destination Spending*	\$28	\$3,030

*includes visitor airfares for Portland Metro.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Clatskanie Chamber of Commerce, the South Columbia County Chamber of Commerce and the Vernonia Area Chamber of Commerce are the destination marketing organizations that represent Columbia County.

2013 COOS COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Coos County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

COOS COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Coos County welcomed 2.4 million overnight visitors in 2013.
- Overnight and day visitors spent \$227 million in 2013.
- Total travel spending directly supported 2,939 jobs in 2013.
- Travel spending generated \$8.0 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$79,580
Employee Earnings generated by \$100 Visitor Spending	\$26
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,118
Additional employment if each resident household encouraged one additional overnight visitor	52

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	10.5%
Travel Share of Total County Employment (2012)	9.9%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Coos County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

COOS COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	970	513	\$254	\$480	\$104	\$197
Private Home	815	268	\$82	\$249	\$32	\$96
Other Overnight	621	192	\$125	\$405	\$37	\$119
All Overnight	2,406	973	\$167	\$404	\$62	\$154

COOS COUNTY AND OREGON COAST VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Coos County	Oregon Coast		Coos County	Oregon Coast
All Overnight	\$149	\$1,101	Accommodations	\$47	\$366
Hotel, Motel	\$101	\$783	Food Service	\$64	\$451
Private Home	\$26	\$84	Food Stores	\$23	\$165
Other Overnight	\$23	\$234	Local Tran. & Gas	\$29	\$215
Campground	\$19	\$171	Arts, Ent. & Rec.	\$37	\$226
Vacation Home	\$4	\$63	Retail Sales	\$27	\$226
Day Travel	\$77	\$553			
Destination Spending	\$227	\$1,653	Destination Spending*	\$227	\$1,653

*includes visitor airfares for Oregon Coast.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Oregon Coast Visitors Association, the Coos Bay – North Bend Visitor & Convention Bureau, the Coquille Chamber of Commerce & Visitor Information Center are three of the destination marketing organizations that represent Coos County.

2013 CROOK COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Crook County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

CROOK COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Crook County welcomed 0.6 million overnight visitors in 2013.
- Overnight and day visitors spent \$36 million in 2013.
- Total travel spending directly supported 498 jobs in 2013.
- Travel spending generated \$1.3 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$74,545
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$886
Additional employment if each resident household encouraged one additional overnight visitor	12

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	8.4%
Travel Share of Total County Employment (2012)	5.3%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Crook County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

CROOK COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	176	106	\$227	\$377	\$92	\$154
Private Home	212	83	\$52	\$133	\$20	\$52
Other Overnight	246	83	\$106	\$313	\$31	\$93
All Overnight	634	271	\$124	\$283	\$45	\$104

CROOK COUNTY AND CENTRAL REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Crook County	Central Region		Crook County	Central Region
All Overnight	\$28	\$541	Accommodations	\$9	\$163
Hotel, Motel	\$16	\$350	Food Service	\$9	\$168
Private Home	\$4	\$100	Food Stores	\$5	\$57
Other Overnight	\$8	\$90	Local Tran. & Gas	\$3	\$87
Campground	\$6	\$45	Arts, Ent. & Rec.	\$5	\$75
Vacation Home	\$1	\$45	Retail Sales	\$4	\$78
Day Travel	\$8	\$110			
Destination Spending	\$36	\$651	Destination Spending*	\$36	\$651

*includes visitor airfares for Central Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Crook County Chamber of Commerce is a destination marketing organization that represents Crook County.

2013 CURRY COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Curry County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

CURRY COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Curry County welcomed 1.5 million overnight visitors in 2013.
- Overnight and day visitors spent \$117 million in 2013.
- Total travel spending directly supported 1,796 jobs in 2013.
- Travel spending generated \$3.8 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$65,608
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,401
Additional employment if each resident household encouraged one additional overnight visitor	21

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	18.4%
Travel Share of Total County Employment (2012)	16.4%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Curry County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

CURRY COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	420	252	\$247	\$410	\$101	\$167
Private Home	227	88	\$82	\$210	\$32	\$82
Other Overnight	853	276	\$136	\$417	\$39	\$122
All Overnight	1,500	617	\$164	\$381	\$55	\$135

CURRY COUNTY AND OREGON COAST VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Curry County	Oregon Coast		Curry County	Oregon Coast
All Overnight	\$83	\$1,101	Accommodations	\$23	\$366
Hotel, Motel	\$42	\$783	Food Service	\$32	\$451
Private Home	\$7	\$84	Food Stores	\$16	\$165
Other Overnight	\$34	\$234	Local Tran. & Gas	\$14	\$215
Campground	\$30	\$171	Arts, Ent. & Rec.	\$15	\$226
Vacation Home	\$3	\$63	Retail Sales	\$16	\$226
Day Travel	\$34	\$553			
Destination Spending	\$117	\$1,653	Destination Spending*	\$117	\$1,653

*includes visitor airfares for Oregon Coast.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Oregon Coast Visitors Association, the Brookings Harbor Chamber of Commerce and the Port Orford Chamber of Commerce are three of the destination marketing organizations that represent Curry County.

2013 DESCHUTES COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Deschutes County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

DESCHUTES COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Deschutes County welcomed 6.1 million overnight visitors in 2013.
- Overnight and day visitors spent \$496 million in 2013.
- Total travel spending directly supported 5,718 jobs in 2013.
- Travel spending generated \$24.3 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$88,711
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$11,882
Additional employment if each resident household encouraged one additional overnight visitor	134

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	10.2%
Travel Share of Total County Employment (2012)	5.9%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Deschutes County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

DESCHUTES COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	2,067	1,093	\$329	\$624	\$136	\$257
Private Home	2,148	706	\$87	\$268	\$34	\$104
Other Overnight	1,843	550	\$104	\$349	\$32	\$109
All Overnight	6,058	2,349	\$182	\$462	\$68	\$176

DESCHUTES COUNTY AND CENTRAL REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Deschutes County	Central Region		Deschutes County	Central Region
All Overnight	\$414	\$541	Accommodations	\$131	\$163
Hotel, Motel	\$280	\$350	Food Service	\$140	\$168
Private Home	\$74	\$100	Food Stores	\$43	\$57
Other Overnight	\$60	\$90	Local Tran. & Gas	\$58	\$87
Campground	\$25	\$45	Arts, Ent. & Rec.	\$59	\$75
Vacation Home	\$35	\$45	Retail Sales	\$65	\$78
Day Travel	\$82	\$110			
Destination Spending	\$496	\$651	Destination Spending*	\$496	\$651

*includes visitor airfares for Central Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Central Oregon Visitors Association, the Visit Bend and the Redmond Chamber of Commerce and Convention and Visitor Bureau are three of the destination marketing organizations that represent Deschutes County.

2013 DOUGLAS COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Douglas County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

DOUGLAS COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Douglas County welcomed 2.4 million overnight visitors in 2013.
- Overnight and day visitors spent \$206 million in 2013.
- Total travel spending directly supported 2,969 jobs in 2013.
- Travel spending generated \$7.7 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$70,548
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$5,768
Additional employment if each resident household encouraged one additional overnight visitor	82

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	6.1%
Travel Share of Total County Employment (2012)	5.7%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Douglas County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

DOUGLAS COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	553	300	\$213	\$387	\$87	\$158
Private Home	1,112	371	\$72	\$214	\$28	\$82
Other Overnight	729	229	\$75	\$235	\$22	\$69
All Overnight	2,394	900	\$110	\$283	\$39	\$104

DOUGLAS COUNTY AND SOUTHERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Douglas County	Southern Region		Douglas County	Southern Region
All Overnight	\$117	\$666	Accommodations	\$30	\$147
Hotel, Motel	\$59	\$377	Food Service	\$58	\$216
Private Home	\$35	\$214	Food Stores	\$25	\$82
Other Overnight	\$23	\$75	Local Tran. & Gas	\$24	\$151
Campground	\$19	\$57	Arts, Ent. & Rec.	\$38	\$111
Vacation Home	\$4	\$17	Retail Sales	\$32	\$110
Day Travel	\$89	\$184			
Destination Spending	\$206	\$850	Destination Spending*	\$206	\$850

*includes visitor airfares for Southern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Oregon Coast Visitors Association, the Roseburg Visitors Convention Bureau and the Reedsport/Winchester Bay Chamber of Commerce are three of the destination marketing organizations that represent Douglas County.

2013 GRANT COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Grant County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

GRANT COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Grant County welcomed 0.2 million overnight visitors in 2013.
- Overnight and day visitors spent \$9 million in 2013.
- Total travel spending directly supported 166 jobs in 2013.
- Travel spending generated \$0.4 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$54,976
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$267
Additional employment if each resident household encouraged one additional overnight visitor	5

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	7.9%
Travel Share of Total County Employment (2012)	4.0%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Grant County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

GRANT COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	33	20	\$206	\$342	\$84	\$140
Private Home	74	29	\$52	\$133	\$20	\$52
Other Overnight	105	36	\$84	\$243	\$25	\$73
All Overnight	212	85	\$93	\$228	\$32	\$81

GRANT COUNTY AND EASTERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Grant County	Eastern Region		Grant County	Eastern Region
All Overnight	\$7	\$240	Accommodations	\$2	\$67
Hotel, Motel	\$3	\$141	Food Service	\$2	\$81
Private Home	\$2	\$53	Food Stores	\$1	\$36
Other Overnight	\$3	\$46	Local Tran. & Gas	\$1	\$52
Campground	\$2	\$35	Arts, Ent. & Rec.	\$1	\$49
Vacation Home	\$1	\$11	Retail Sales	\$1	\$38
Day Travel	\$2	\$84			
Destination Spending	\$9	\$324	Destination Spending*	\$9	\$324

*includes visitor airfares for Eastern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Grant County Chamber of Commerce is a destination marketing organization that represents Grant County.

2013 HARNEY COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Harney County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

HARNEY COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Harney County welcomed 0.3 million overnight visitors in 2013.
- Overnight and day visitors spent \$15 million in 2013.
- Total travel spending directly supported 293 jobs in 2013.
- Travel spending generated \$0.7 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$52,109
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$321
Additional employment if each resident household encouraged one additional overnight visitor	6

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	9.6%
Travel Share of Total County Employment (2012)	6.8%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Harney County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

HARNEY COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	87	52	\$208	\$346	\$85	\$141
Private Home	70	27	\$52	\$133	\$20	\$52
Other Overnight	94	31	\$98	\$297	\$29	\$87
All Overnight	251	110	\$127	\$280	\$46	\$104

HARNEY COUNTY AND EASTERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Harney County	Eastern Region		Harney County	Eastern Region
All Overnight	\$11	\$240	Accommodations	\$4	\$67
Hotel, Motel	\$7	\$141	Food Service	\$4	\$81
Private Home	\$1	\$53	Food Stores	\$2	\$36
Other Overnight	\$3	\$46	Local Tran. & Gas	\$1	\$52
Campground	\$2	\$35	Arts, Ent. & Rec.	\$3	\$49
Vacation Home	\$0	\$11	Retail Sales	\$1	\$38
Day Travel	\$4	\$84			
Destination Spending	\$15	\$324	Destination Spending*	\$15	\$324

*includes visitor airfares for Eastern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Harney County Chamber of Commerce is a destination marketing organization that represents Harney County.

2013 HOOD RIVER COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Hood River County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

HOOD RIVER COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Hood River County welcomed 0.9 million overnight visitors in 2013.
- Overnight and day visitors spent \$79 million in 2013.
- Total travel spending directly supported 998 jobs in 2013.
- Travel spending generated \$3.9 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$80,053
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,348
Additional employment if each resident household encouraged one additional overnight visitor	17

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	10.3%
Travel Share of Total County Employment (2012)	5.9%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Hood River County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

HOOD RIVER COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	386	204	\$278	\$526	\$114	\$215
Private Home	289	95	\$82	\$248	\$31	\$95
Other Overnight	175	54	\$85	\$277	\$25	\$81
All Overnight	850	353	\$179	\$423	\$68	\$163

HOOD RIVER COUNTY AND MT. HOOD /GORGE VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Hood River County	Mt. Hood /Gorge		Hood River County	Mt. Hood /Gorge
All Overnight	\$57	\$195	Accommodations	\$21	\$62
Hotel, Motel	\$44	\$133	Food Service	\$22	\$86
Private Home	\$9	\$35	Food Stores	\$6	\$27
Other Overnight	\$4	\$27	Local Tran. & Gas	\$10	\$41
Campground	\$3	\$19	Arts, Ent. & Rec.	\$9	\$38
Vacation Home	\$1	\$8	Retail Sales	\$11	\$50
Day Travel	\$22	\$108			
Destination Spending	\$79	\$303	Destination Spending*	\$79	\$303

*includes visitor airfares for Mt. Hood /Gorge.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Hood River County Chamber of Commerce and Visitors Council, the Port of Cascade Locks Visitors Center and the Columbia River Gorge Visitors Association are the destination marketing organizations that represent Hood River County.

2013 JACKSON COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Jackson County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

JACKSON COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Jackson County welcomed 5.1 million overnight visitors in 2013.
- Overnight and day visitors spent \$380 million in 2013.
- Total travel spending directly supported 4,709 jobs in 2013.
- Travel spending generated \$20.2 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$84,363
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$13,493
Additional employment if each resident household encouraged one additional overnight visitor	160

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	6.7%
Travel Share of Total County Employment (2012)	4.0%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Jackson County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

JACKSON COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	1,613	853	\$287	\$547	\$119	\$226
Private Home	2,706	890	\$87	\$268	\$34	\$105
Other Overnight	783	242	\$123	\$399	\$36	\$117
All Overnight	5,102	1,985	\$159	\$408	\$62	\$158

JACKSON COUNTY AND SOUTHERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Jackson County	Southern Region		Jackson County	Southern Region
All Overnight	\$314	\$666	Accommodations	\$77	\$147
Hotel, Motel	\$193	\$377	Food Service	\$108	\$216
Private Home	\$93	\$214	Food Stores	\$37	\$82
Other Overnight	\$28	\$75	Local Tran. & Gas	\$59	\$151
Campground	\$24	\$57	Arts, Ent. & Rec.	\$47	\$111
Vacation Home	\$4	\$17	Retail Sales	\$53	\$110
Day Travel	\$66	\$184			
Destination Spending	\$380	\$850	Destination Spending*	\$380	\$850

*includes visitor airfares for Southern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Southern Oregon Visitors Association, the Medford Visitors Convention Bureau and the Rogue River Chamber of Commerce are three of the destination marketing organizations that represent Jackson County.

2013 JEFFERSON COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Jefferson County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

JEFFERSON COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Jefferson County welcomed 0.9 million overnight visitors in 2013.
- Overnight and day visitors spent \$45 million in 2013.
- Total travel spending directly supported 913 jobs in 2013.
- Travel spending generated \$2.1 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$50,041
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$776
Additional employment if each resident household encouraged one additional overnight visitor	15

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	10.9%
Travel Share of Total County Employment (2012)	9.3%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Jefferson County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

JEFFERSON COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	122	73	\$257	\$427	\$105	\$174
Private Home	222	86	\$82	\$210	\$32	\$82
Other Overnight	525	178	\$94	\$275	\$28	\$82
All Overnight	869	338	\$118	\$295	\$40	\$102

JEFFERSON COUNTY AND CENTRAL REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Jefferson County	Central Region		Jefferson County	Central Region
All Overnight	\$35	\$541	Accommodations	\$8	\$163
Hotel, Motel	\$13	\$350	Food Service	\$12	\$168
Private Home	\$7	\$100	Food Stores	\$7	\$57
Other Overnight	\$15	\$90	Local Tran. & Gas	\$6	\$87
Campground	\$9	\$45	Arts, Ent. & Rec.	\$7	\$75
Vacation Home	\$5	\$45	Retail Sales	\$6	\$78
Day Travel	\$11	\$110			
Destination Spending	\$45	\$651	Destination Spending*	\$45	\$651

*includes visitor airfares for Central Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Madras-Jefferson County Chamber of Commerce, the Crooked River Ranch Chamber of Commerce and the Culver Visitors Information Center are three of the destination marketing organizations that represent Jefferson County.

2013 JOSEPHINE COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Josephine County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

JOSEPHINE COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Josephine County welcomed 1.9 million overnight visitors in 2013.
- Overnight and day visitors spent \$111 million in 2013.
- Total travel spending directly supported 1,598 jobs in 2013.
- Travel spending generated \$5.1 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$70,662
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,345
Additional employment if each resident household encouraged one additional overnight visitor	61

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	6.1%
Travel Share of Total County Employment (2012)	4.4%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Josephine County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

JOSEPHINE COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	483	255	\$221	\$418	\$90	\$171
Private Home	1,084	356	\$82	\$248	\$31	\$95
Other Overnight	285	88	\$113	\$369	\$33	\$109
All Overnight	1,852	700	\$125	\$326	\$47	\$125

JOSEPHINE COUNTY AND SOUTHERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Josephine County	Southern Region		Josephine County	Southern Region
All Overnight	\$87	\$666	Accommodations	\$19	\$147
Hotel, Motel	\$44	\$377	Food Service	\$31	\$216
Private Home	\$34	\$214	Food Stores	\$13	\$82
Other Overnight	\$10	\$75	Local Tran. & Gas	\$16	\$151
Campground	\$8	\$57	Arts, Ent. & Rec.	\$15	\$111
Vacation Home	\$2	\$17	Retail Sales	\$17	\$110
Day Travel	\$24	\$184			
Destination Spending	\$111	\$850	Destination Spending*	\$111	\$850

*includes visitor airfares for Southern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Grants Pass & Josephine County Chamber of Commerce, the Grants Pass Visitors and Convention Bureau and Oregon Caves Information Station are three of the destination marketing organizations that represent Josephine County.

2013 KLAMATH COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Klamath County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

KLAMATH COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Klamath County welcomed 2.0 million overnight visitors in 2013.
- Overnight and day visitors spent \$125 million in 2013.
- Total travel spending directly supported 1,816 jobs in 2013.
- Travel spending generated \$6.0 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$70,200
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,496
Additional employment if each resident household encouraged one additional overnight visitor	50

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	8.3%
Travel Share of Total County Employment (2012)	5.8%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Klamath County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

KLAMATH COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	626	331	\$221	\$418	\$90	\$171
Private Home	835	274	\$82	\$249	\$31	\$96
Other Overnight	553	168	\$102	\$335	\$31	\$101
All Overnight	2,013	774	\$134	\$342	\$50	\$129

KLAMATH COUNTY AND SOUTHERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Klamath County	Southern Region		Klamath County	Southern Region
All Overnight	\$100	\$666	Accommodations	\$25	\$147
Hotel, Motel	\$57	\$377	Food Service	\$33	\$216
Private Home	\$26	\$214	Food Stores	\$13	\$82
Other Overnight	\$17	\$75	Local Tran. & Gas	\$19	\$151
Campground	\$11	\$57	Arts, Ent. & Rec.	\$17	\$111
Vacation Home	\$6	\$17	Retail Sales	\$17	\$110
Day Travel	\$25	\$184			
Destination Spending	\$125	\$850	Destination Spending*	\$125	\$850

*includes visitor airfares for Southern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Discover Klamath, the Northern Klamath County Visitor Center and the Travel Klamath are the destination marketing organizations that represent Klamath County.

2013 LAKE COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Lake County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

LAKE COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Lake County welcomed 0.2 million overnight visitors in 2013.
- Overnight and day visitors spent \$12 million in 2013.
- Total travel spending directly supported 213 jobs in 2013.
- Travel spending generated \$0.5 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$55,878
Employee Earnings generated by \$100 Visitor Spending	\$22
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$286
Additional employment if each resident household encouraged one additional overnight visitor	5

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	8.7%
Travel Share of Total County Employment (2012)	5.2%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Lake County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

LAKE COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	53	32	\$198	\$329	\$81	\$134
Private Home	76	30	\$52	\$133	\$20	\$52
Other Overnight	119	41	\$82	\$236	\$25	\$72
All Overnight	248	103	\$100	\$236	\$35	\$85

LAKE COUNTY AND SOUTHERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Lake County	Southern Region		Lake County	Southern Region
All Overnight	\$9	\$666	Accommodations	\$2	\$147
Hotel, Motel	\$4	\$377	Food Service	\$3	\$216
Private Home	\$2	\$214	Food Stores	\$2	\$82
Other Overnight	\$3	\$75	Local Tran. & Gas	\$1	\$151
Campground	\$2	\$57	Arts, Ent. & Rec.	\$2	\$111
Vacation Home	\$1	\$17	Retail Sales	\$2	\$110
Day Travel	\$3	\$184			
Destination Spending	\$12	\$850	Destination Spending*	\$12	\$850

*includes visitor airfares for Southern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Christmas Valley Chamber of Commerce and the Lake County Chamber of Commerce are the destination marketing organizations that represent Lake County.

2013 LANE COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Lane County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

LANE COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Lane County welcomed 7.5 million overnight visitors in 2013.
- Overnight and day visitors spent \$576 million in 2013.
- Total travel spending directly supported 8,512 jobs in 2013.
- Travel spending generated \$28.9 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$69,682
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$22,763
Additional employment if each resident household encouraged one additional overnight visitor	327

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	5.8%
Travel Share of Total County Employment (2012)	4.3%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Lane County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

LANE COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	1,727	928	\$264	\$488	\$110	\$202
Private Home	4,539	1,499	\$82	\$249	\$32	\$97
Other Overnight	1,284	412	\$73	\$222	\$22	\$66
All Overnight	7,549	2,839	\$126	\$330	\$47	\$125

LANE COUNTY AND WILLAMETTE VALLEY VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Lane County	Willamette Valley		Lane County	Willamette Valley
All Overnight	\$430	\$1,033	Accommodations	\$102	\$204
Hotel, Motel	\$233	\$513	Food Service	\$167	\$366
Private Home	\$154	\$452	Food Stores	\$61	\$142
Other Overnight	\$43	\$68	Local Tran. & Gas	\$76	\$257
Campground	\$33	\$54	Arts, Ent. & Rec.	\$79	\$241
Vacation Home	\$9	\$14	Retail Sales	\$90	\$191
Day Travel	\$146	\$405			
Destination Spending	\$576	\$1,438	Destination Spending*	\$576	\$1,438

Note: Approximately 20 percent of Lane County visitor spending occurs within the Oregon Coast region.

*includes visitor airfares for Willamette Valley.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Travel Lane County, the Oregon Coast Visitors Association and the Eugene Convention & Visitors Association of Lane County Oregon are three of the destination marketing organizations that represent Lane County.

2013 LINCOLN COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Lincoln County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

LINCOLN COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Lincoln County welcomed 4.2 million overnight visitors in 2013.
- Overnight and day visitors spent \$455 million in 2013.
- Total travel spending directly supported 5,528 jobs in 2013.
- Travel spending generated \$21.7 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$82,618
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,254
Additional employment if each resident household encouraged one additional overnight visitor	51

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	25.0%
Travel Share of Total County Employment (2012)	21.3%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Lincoln County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

LINCOLN COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	2,004	1,059	\$336	\$636	\$137	\$260
Private Home	604	198	\$93	\$281	\$36	\$108
Other Overnight	1,626	492	\$126	\$419	\$39	\$128
All Overnight	4,233	1,749	\$232	\$546	\$85	\$206

LINCOLN COUNTY AND OREGON COAST VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Lincoln County	Oregon Coast		Lincoln County	Oregon Coast
All Overnight	\$360	\$1,101	Accommodations	\$125	\$366
Hotel, Motel	\$275	\$783	Food Service	\$115	\$451
Private Home	\$21	\$84	Food Stores	\$42	\$165
Other Overnight	\$63	\$234	Local Tran. & Gas	\$53	\$215
Campground	\$40	\$171	Arts, Ent. & Rec.	\$60	\$226
Vacation Home	\$23	\$63	Retail Sales	\$60	\$226
Day Travel	\$95	\$553			
Destination Spending	\$455	\$1,653	Destination Spending*	\$455	\$1,653

*includes visitor airfares for Oregon Coast.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Central Oregon Coast Association, the Greater Newport Chamber of Commerce and the Lincoln City Visitors Convention Bureau are three of the destination marketing organizations that represent Lincoln County.

2013 LINN COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Linn County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

LINN COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Linn County welcomed 1.9 million overnight visitors in 2013.
- Overnight and day visitors spent \$114 million in 2013.
- Total travel spending directly supported 1,551 jobs in 2013.
- Travel spending generated \$5.3 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$75,626
Employee Earnings generated by \$100 Visitor Spending	\$23
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,618
Additional employment if each resident household encouraged one additional overnight visitor	61

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	4.3%
Travel Share of Total County Employment (2012)	3.0%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Linn County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

LINN COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	336	202	\$218	\$363	\$89	\$148
Private Home	1,206	469	\$82	\$210	\$32	\$82
Other Overnight	318	103	\$102	\$311	\$30	\$91
All Overnight	1,860	774	\$111	\$263	\$42	\$100

LINN COUNTY AND WILLAMETTE VALLEY VISITOR SPENDING DETAIL, 2013

By Accommodation (Millions)			By Commodity (Millions)		
	Linn County	Willamette Valley		Linn County	Willamette Valley
All Overnight	\$78	\$1,033	Accommodations	\$14	\$204
Hotel, Motel	\$30	\$513	Food Service	\$34	\$366
Private Home	\$38	\$452	Food Stores	\$15	\$142
Other Overnight	\$9	\$68	Local Tran. & Gas	\$15	\$257
Campground	\$8	\$54	Arts, Ent. & Rec.	\$16	\$241
Vacation Home	\$1	\$14	Retail Sales	\$20	\$191
Day Travel	\$36	\$405			
Destination Spending	\$114	\$1,438	Destination Spending*	\$114	\$1,438

*includes visitor airfares for Willamette Valley.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Willamette Valley Visitors Association, the Albany Visitors Association and the Lebanon Area Chamber of Commerce are three of the destination marketing organizations that represent Linn County.

2013 MALHEUR COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Malheur County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

MALHEUR COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Malheur County welcomed 0.6 million overnight visitors in 2013.
- Overnight and day visitors spent \$35 million in 2013.
- Total travel spending directly supported 556 jobs in 2013.
- Travel spending generated \$1.9 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$63,909
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,023
Additional employment if each resident household encouraged one additional overnight visitor	16

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	5.5%
Travel Share of Total County Employment (2012)	3.5%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Malheur County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

MALHEUR COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	214	129	\$211	\$351	\$86	\$143
Private Home	303	118	\$52	\$133	\$20	\$52
Other Overnight	98	32	\$126	\$383	\$37	\$112
All Overnight	615	279	\$120	\$260	\$46	\$101

MALHEUR COUNTY AND EASTERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Malheur County	Eastern Region		Malheur County	Eastern Region
All Overnight	\$28	\$240	Accommodations	\$9	\$67
Hotel, Motel	\$18	\$141	Food Service	\$9	\$81
Private Home	\$6	\$53	Food Stores	\$4	\$36
Other Overnight	\$4	\$46	Local Tran. & Gas	\$3	\$52
Campground	\$3	\$35	Arts, Ent. & Rec.	\$5	\$49
Vacation Home	\$0	\$11	Retail Sales	\$4	\$38
Day Travel	\$7	\$84			
Destination Spending	\$35	\$324	Destination Spending*	\$35	\$324

*includes visitor airfares for Eastern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Nyssa Chamber of Commerce & Agriculture, the Ontario Chamber of Commerce and Visitors & Convention Bureau and the Vale Chamber of Commerce are the destination marketing organizations that represent Malheur County.

2013 MARION COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Marion County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

MARION COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Marion County welcomed 5.1 million overnight visitors in 2013.
- Overnight and day visitors spent \$318 million in 2013.
- Total travel spending directly supported 4,199 jobs in 2013.
- Travel spending generated \$15.7 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$78,009
Employee Earnings generated by \$100 Visitor Spending	\$26
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$14,697
Additional employment if each resident household encouraged one additional overnight visitor	188

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	4.4%
Travel Share of Total County Employment (2012)	2.3%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Marion County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

MARION COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	1,007	532	\$252	\$477	\$103	\$195
Private Home	3,572	1,174	\$82	\$248	\$31	\$95
Other Overnight	524	161	\$137	\$445	\$40	\$131
All Overnight	5,103	1,868	\$122	\$331	\$46	\$127

MARION COUNTY AND WILLAMETTE VALLEY VISITOR SPENDING DETAIL, 2013

By Accommodation (Millions)			By Commodity (Millions)		
	Marion County	Willamette Valley		Marion County	Willamette Valley
All Overnight	\$237	\$1,033	Accommodations	\$47	\$204
Hotel, Motel	\$104	\$513	Food Service	\$93	\$366
Private Home	\$112	\$452	Food Stores	\$39	\$142
Other Overnight	\$21	\$68	Local Tran. & Gas	\$42	\$257
Campground	\$17	\$54	Arts, Ent. & Rec.	\$44	\$241
Vacation Home	\$4	\$14	Retail Sales	\$53	\$191
Day Travel	\$81	\$405			
Destination Spending	\$318	\$1,438	Destination Spending*	\$318	\$1,438

*includes visitor airfares for Willamette Valley.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Travel Salem, the Keizer Chamber of Commerce & Visitors Center and the Silverton Area Chamber of Commerce are three of the destination marketing organizations that represent Marion County.

2013 MORROW COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Morrow County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

MORROW COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Morrow County welcomed 0.3 million overnight visitors in 2013.
- Overnight and day visitors spent \$13 million in 2013.
- Total travel spending directly supported 177 jobs in 2013.
- Travel spending generated \$0.5 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$73,941
Employee Earnings generated by \$100 Visitor Spending	\$26
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$346
Additional employment if each resident household encouraged one additional overnight visitor	5

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	6.3%
Travel Share of Total County Employment (2012)	2.6%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Morrow County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

MORROW COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	82	49	\$197	\$327	\$80	\$133
Private Home	116	45	\$52	\$133	\$20	\$52
Other Overnight	63	22	\$64	\$181	\$19	\$55
All Overnight	261	117	\$104	\$228	\$39	\$87

MORROW COUNTY AND EASTERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Morrow County	Eastern Region		Morrow County	Eastern Region
All Overnight	\$10	\$240	Accommodations	\$3	\$67
Hotel, Motel	\$7	\$141	Food Service	\$3	\$81
Private Home	\$2	\$53	Food Stores	\$1	\$36
Other Overnight	\$1	\$46	Local Tran. & Gas	\$1	\$52
Campground	\$1	\$35	Arts, Ent. & Rec.	\$2	\$49
Vacation Home	\$1	\$11	Retail Sales	\$2	\$38
Day Travel	\$3	\$84			
Destination Spending	\$13	\$324	Destination Spending*	\$13	\$324

*includes visitor airfares for Eastern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Boardman Chamber of Commerce and Heppner Chamber of Commerce are the destination marketing organizations that represent Morrow County.

MULTNOMAH COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Multnomah County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

MULTNOMAH COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Multnomah County welcomed 11.7 million overnight visitors in 2013.
- Overnight and day visitors spent \$1,534 million in 2013.
- Total travel spending directly supported 18,686 jobs in 2013.
- Travel spending generated \$141.6 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$105,551
Employee Earnings generated by \$100 Visitor Spending	\$25
Local & State Tax Revenues generated by \$100 Visitor Spending	\$9.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$88,450
Additional employment if each resident household encouraged one additional overnight visitor	838

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	4.2%
Travel Share of Total County Employment (2012)	3.1%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Multnomah County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

MULTNOMAH COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	5,979	2,939	\$365	\$752	\$162	\$330
Private Home	5,262	1,697	\$61	\$191	\$30	\$92
Other Overnight	445	133	\$110	\$372	\$36	\$119
All Overnight	11,686	4,770	\$212	\$531	\$98	\$240

MULTNOMAH COUNTY AND PORTLAND METRO VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Multnomah County	Portland Metro		Multnomah County	Portland Metro
All Overnight	\$1,318	\$2,583	Accommodations	\$503	\$638
Hotel, Motel	\$1,137	\$1,731	Food Service	\$409	\$648
Private Home	\$165	\$824	Food Stores	\$66	\$124
Other Overnight	\$17	\$28	Local Tran. & Gas	\$247	\$487
Campground	\$12	\$20	Arts, Ent. & Rec.	\$116	\$193
Vacation Home	\$4	\$9	Retail Sales	\$193	\$332
Day Travel	\$216	\$447			
Destination Spending	\$1,534	\$3,030	Destination Spending*	\$1,534	\$3,030

*includes visitor airfares for Portland Metro.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Travel Portland, the West Columbia Gorge Chamber of Commerce and the Portland Oregon Information Center are three of the destination marketing organizations that represent Multnomah County.

2013 POLK COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Polk County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

POLK COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Polk County welcomed 1.1 million overnight visitors in 2013.
- Overnight and day visitors spent \$152 million in 2013.
- Total travel spending directly supported 1,909 jobs in 2013.
- Travel spending generated \$3.9 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$80,866
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$2,642
Additional employment if each resident household encouraged one additional overnight visitor	33

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	3.8%
Travel Share of Total County Employment (2012)	7.3%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Polk County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

POLK COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	205	123	\$267	\$444	\$109	\$181
Private Home	760	296	\$52	\$133	\$20	\$52
Other Overnight	103	33	\$128	\$393	\$37	\$115
All Overnight	1,067	452	\$101	\$236	\$39	\$92

POLK COUNTY AND WILLAMETTE VALLEY VISITOR SPENDING DETAIL, 2013

By Accommodation (Millions)			By Commodity (Millions)		
	Polk County	Willamette Valley		Polk County	Willamette Valley
All Overnight	\$41	\$1,033	Accommodations	\$14	\$204
Hotel, Motel	\$22	\$513	Food Service	\$29	\$366
Private Home	\$15	\$452	Food Stores	\$12	\$142
Other Overnight	\$4	\$68	Local Tran. & Gas	\$9	\$257
Campground	\$4	\$54	Arts, Ent. & Rec.	\$84	\$241
Vacation Home	\$0	\$14	Retail Sales	\$4	\$191
Day Travel	\$110	\$405			
Destination Spending	\$152	\$1,438	Destination Spending*	\$152	\$1,438

*includes visitor airfares for Willamette Valley.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Dallas Area Chamber of Commerce and the Monmouth Independence Chamber of Commerce are the destination marketing organizations that represent Polk County.

2013 TILLAMOOK COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Tillamook County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

TILLAMOOK COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Tillamook County welcomed 2.4 million overnight visitors in 2013.
- Overnight and day visitors spent \$207 million in 2013.
- Total travel spending directly supported 2,049 jobs in 2013.
- Travel spending generated \$6.1 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$101,472
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,244
Additional employment if each resident household encouraged one additional overnight visitor	12

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	26.6%
Travel Share of Total County Employment (2012)	15.1%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Tillamook County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

TILLAMOOK COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	733	441	\$240	\$400	\$98	\$163
Private Home	259	101	\$52	\$133	\$20	\$52
Other Overnight	1,456	507	\$98	\$279	\$30	\$85
All Overnight	2,448	1,049	\$143	\$321	\$49	\$114

TILLAMOOK COUNTY AND OREGON COAST VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Tillamook County	Oregon Coast		Tillamook County	Oregon Coast
All Overnight	\$120	\$1,101	Accommodations	\$40	\$366
Hotel, Motel	\$72	\$783	Food Service	\$59	\$451
Private Home	\$5	\$84	Food Stores	\$26	\$165
Other Overnight	\$43	\$234	Local Tran. & Gas	\$18	\$215
Campground	\$30	\$171	Arts, Ent. & Rec.	\$33	\$226
Vacation Home	\$13	\$63	Retail Sales	\$31	\$226
Day Travel	\$87	\$553			
Destination Spending	\$207	\$1,653	Destination Spending*	\$207	\$1,653

*includes visitor airfares for Oregon Coast.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Oregon Coast Visitors Association, the Tillamook Chamber of Commerce and the Nehalem Bay Area Chamber of Commerce & Visitor Center are three of the destination marketing organizations that represent Tillamook County.

2013 UMATILLA COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Umatilla County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

UMATILLA COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Umatilla County welcomed 1.7 million overnight visitors in 2013.
- Overnight and day visitors spent \$134 million in 2013.
- Total travel spending directly supported 2,194 jobs in 2013.
- Travel spending generated \$6.0 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$62,086
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,334
Additional employment if each resident household encouraged one additional overnight visitor	54

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	5.9%
Travel Share of Total County Employment (2012)	5.6%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Umatilla County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

UMATILLA COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	628	377	\$235	\$391	\$96	\$159
Private Home	779	303	\$82	\$210	\$32	\$82
Other Overnight	245	85	\$119	\$342	\$36	\$104
All Overnight	1,652	765	\$148	\$315	\$57	\$123

UMATILLA COUNTY AND EASTERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Umatilla County	Eastern Region		Umatilla County	Eastern Region
All Overnight	\$94	\$240	Accommodations	\$28	\$67
Hotel, Motel	\$60	\$141	Food Service	\$35	\$81
Private Home	\$25	\$53	Food Stores	\$13	\$36
Other Overnight	\$9	\$46	Local Tran. & Gas	\$18	\$52
Campground	\$6	\$35	Arts, Ent. & Rec.	\$24	\$49
Vacation Home	\$3	\$11	Retail Sales	\$17	\$38
Day Travel	\$40	\$84			
Destination Spending	\$134	\$324	Destination Spending*	\$134	\$324

*includes visitor airfares for Eastern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Umatilla Chamber of Commerce, the Greater Hermiston Chamber of Commerce and the Milton-Freewater Chamber of Commerce are three of the destination marketing organizations that represent Umatilla County.

2013 UNION COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Union County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

UNION COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Union County welcomed 0.5 million overnight visitors in 2013.
- Overnight and day visitors spent \$27 million in 2013.
- Total travel spending directly supported 574 jobs in 2013.
- Travel spending generated \$1.5 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$48,183
Employee Earnings generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,005
Additional employment if each resident household encouraged one additional overnight visitor	21

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	5.6%
Travel Share of Total County Employment (2012)	3.8%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Union County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

UNION COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	123	74	\$210	\$349	\$86	\$142
Private Home	252	98	\$52	\$133	\$20	\$52
Other Overnight	151	49	\$128	\$394	\$37	\$115
All Overnight	527	221	\$110	\$257	\$40	\$96

UNION COUNTY AND EASTERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Union County	Eastern Region		Union County	Eastern Region
All Overnight	\$21	\$240	Accommodations	\$6	\$67
Hotel, Motel	\$11	\$141	Food Service	\$7	\$81
Private Home	\$5	\$53	Food Stores	\$4	\$36
Other Overnight	\$6	\$46	Local Tran. & Gas	\$3	\$52
Campground	\$5	\$35	Arts, Ent. & Rec.	\$4	\$49
Vacation Home	\$0	\$11	Retail Sales	\$3	\$38
Day Travel	\$6	\$84			
Destination Spending	\$27	\$324	Destination Spending*	\$27	\$324

*includes visitor airfares for Eastern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Elgin Chamber of Commerce and the Union County Chamber of Commerce are the destination marketing organizations that represent Union County.

2013 WALLOWA COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Wallowa County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

WALLOWA COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Wallowa County welcomed 0.4 million overnight visitors in 2013.
- Overnight and day visitors spent \$25 million in 2013.
- Total travel spending directly supported 528 jobs in 2013.
- Travel spending generated \$1.0 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$47,295
Employee Earnings generated by \$100 Visitor Spending	\$37
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$334
Additional employment if each resident household encouraged one additional overnight visitor	7

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	16.3%
Travel Share of Total County Employment (2012)	10.8%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Wallowa County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

WALLOWA COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	124	75	\$205	\$341	\$84	\$139
Private Home	67	26	\$52	\$133	\$20	\$52
Other Overnight	218	74	\$114	\$336	\$34	\$100
All Overnight	410	175	\$135	\$305	\$47	\$110

WALLOWA COUNTY AND EASTERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Wallowa County	Eastern Region		Wallowa County	Eastern Region
All Overnight	\$19	\$240	Accommodations	\$6	\$67
Hotel, Motel	\$10	\$141	Food Service	\$6	\$81
Private Home	\$1	\$53	Food Stores	\$4	\$36
Other Overnight	\$7	\$46	Local Tran. & Gas	\$2	\$52
Campground	\$6	\$35	Arts, Ent. & Rec.	\$4	\$49
Vacation Home	\$1	\$11	Retail Sales	\$3	\$38
Day Travel	\$6	\$84			
Destination Spending	\$25	\$324	Destination Spending*	\$25	\$324

*includes visitor airfares for Eastern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

2013 WASCO COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Wasco County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

WASCO COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Wasco County welcomed 1.0 million overnight visitors in 2013.
- Overnight and day visitors spent \$85 million in 2013.
- Total travel spending directly supported 1,549 jobs in 2013.
- Travel spending generated \$3.1 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$55,481
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,211
Additional employment if each resident household encouraged one additional overnight visitor	22

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	10.4%
Travel Share of Total County Employment (2012)	10.1%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Wasco County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

WASCO COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	359	216	\$293	\$488	\$120	\$199
Private Home	250	97	\$50	\$129	\$20	\$50
Other Overnight	364	122	\$89	\$266	\$26	\$79
All Overnight	972	435	\$163	\$354	\$59	\$132

WASCO COUNTY AND CENTRAL REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Wasco County	Central Region		Wasco County	Central Region
All Overnight	\$56	\$541	Accommodations	\$24	\$163
Hotel, Motel	\$41	\$350	Food Service	\$22	\$168
Private Home	\$5	\$100	Food Stores	\$9	\$57
Other Overnight	\$10	\$90	Local Tran. & Gas	\$7	\$87
Campground	\$8	\$45	Arts, Ent. & Rec.	\$12	\$75
Vacation Home	\$2	\$45	Retail Sales	\$11	\$78
Day Travel	\$29	\$110			
Destination Spending	\$85	\$651	Destination Spending*	\$85	\$651

*includes visitor airfares for Central Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Greater Maupin Area Chamber of Commerce, the Columbia River Gorge Visitors Association and the The Dalles Area Chamber of Commerce are the destination marketing organizations that represent Wasco County.

2013 WASHINGTON COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Washington County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

WASHINGTON COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Washington County welcomed 7.6 million overnight visitors in 2013.
- Overnight and day visitors spent \$519 million in 2013.
- Total travel spending directly supported 6,348 jobs in 2013.
- Travel spending generated \$29.5 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$86,973
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$29,637
Additional employment if each resident household encouraged one additional overnight visitor	341

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	3.8%
Travel Share of Total County Employment (2012)	2.0%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Washington County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

WASHINGTON COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	1,769	867	\$270	\$557	\$120	\$245
Private Home	5,721	1,845	\$62	\$193	\$30	\$93
Other Overnight	154	45	\$91	\$318	\$32	\$111
All Overnight	7,644	2,756	\$107	\$302	\$51	\$141

WASHINGTON COUNTY AND PORTLAND METRO VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Washington County	Portland Metro		Washington County	Portland Metro
All Overnight	\$388	\$2,583	Accommodations	\$99	\$638
Hotel, Motel	\$212	\$1,731	Food Service	\$164	\$648
Private Home	\$171	\$824	Food Stores	\$40	\$124
Other Overnight	\$5	\$28	Local Tran. & Gas	\$73	\$487
Campground	\$3	\$20	Arts, Ent. & Rec.	\$54	\$193
Vacation Home	\$2	\$9	Retail Sales	\$88	\$332
Day Travel	\$131	\$447			
Destination Spending	\$519	\$3,030	Destination Spending*	\$519	\$3,030

*includes visitor airfares for Portland Metro.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Washington County Visitors Association, the Greater Hillsboro Area Chamber of Commerce and the Beaverton Area Chamber of Commerce are three of the destination marketing organizations that represent Washington County.

2013 WHEELER COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Wheeler County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

WHEELER COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Wheeler County welcomed 0.1 million overnight visitors in 2013.
- Overnight and day visitors spent \$2 million in 2013.
- Total travel spending directly supported 35 jobs in 2013.
- Travel spending generated \$0.1 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$72,957
Employee Earnings generated by \$100 Visitor Spending	\$24
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$44
Additional employment if each resident household encouraged one additional overnight visitor	1

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	13.1%
Travel Share of Total County Employment (2012)	3.7%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Wheeler County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

WHEELER COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	8	5	\$196	\$326	\$80	\$133
Private Home	14	5	\$52	\$133	\$20	\$52
Other Overnight	47	16	\$65	\$192	\$19	\$57
All Overnight	69	26	\$80	\$207	\$26	\$70

WHEELER COUNTY AND EASTERN REGION VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Wheeler County	Eastern Region		Wheeler County	Eastern Region
All Overnight	\$2	\$240	Accommodations	\$0	\$67
Hotel, Motel	\$1	\$141	Food Service	\$1	\$81
Private Home	\$0	\$53	Food Stores	\$0	\$36
Other Overnight	\$1	\$46	Local Tran. & Gas	\$0	\$52
Campground	\$1	\$35	Arts, Ent. & Rec.	\$0	\$49
Vacation Home	\$0	\$11	Retail Sales	\$0	\$38
Day Travel	\$1	\$84			
Destination Spending	\$2	\$324	Destination Spending*	\$2	\$324

*includes visitor airfares for Eastern Region.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Condon Chamber of Commerce is a destination marketing organization that represents Wheeler County.

2013 YAMHILL COUNTY VISITOR FACT SHEET

Travel and tourism is one of the leading export-oriented industries in the State of Oregon and Yamhill County. Visitor spending generates employment and tax revenue. Tourism is also compatible with the long term stewardship of Oregon's natural resources that benefit all Oregonians.

This summary report is based on the Oregon Travel Impacts report prepared for the Oregon Tourism Commission by Dean Runyan Associates. The Longwood's Visitor Profile provides additional information about visitors to Oregon and its tourism regions. Both reports are available at the Travel Oregon website, www.traveloregon.com.

YAMHILL COUNTY TRAVEL IMPACTS AND VISITOR VOLUME SUMMARY

- Yamhill County welcomed 1.6 million overnight visitors in 2013.
- Overnight and day visitors spent \$93 million in 2013.
- Total travel spending directly supported 1,464 jobs in 2013.
- Travel spending generated \$4.2 million in state and local tax revenue in 2013.

TRAVEL INDICATORS

Visitor Spending Impacts (2013p)

Amount of Visitor Spending that supports 1 Job	\$65,566
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2013p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,118
Additional employment if each resident household encouraged one additional overnight visitor	48

Visitor Shares

Overnight Visitor Day Share of Resident Population (2013p) **	4.3%
Travel Share of Total County Employment (2012)	3.2%

Notes: Total travel spending includes all visitor spending plus some resident spending on ground transportation to other Oregon destinations, resident spending on air travel that impacts Yamhill County, and spending on travel agencies. These estimates refer to direct impacts only. Secondary (indirect and induced) are not included.

*Annual Overnight Visitor Days/(Resident Population)*365

YAMHILL COUNTY VISITOR VOLUME AND AVERAGE SPENDING, 2013

	Visitor Volume (thousands of persons)		Average Spending			
	Nights	Trips	Travel Party		Person	
			Per Day	Per Trip	Per Day	Per Trip
Hotel, Motel	475	285	\$200	\$333	\$82	\$136
Private Home	987	384	\$52	\$133	\$20	\$52
Other Overnight	89	30	\$121	\$360	\$36	\$107
All Overnight	1,551	699	\$102	\$225	\$40	\$88

YAMHILL COUNTY AND WILLAMETTE VALLEY VISITOR SPENDING DETAIL, 2013

	By Accommodation (Millions)			By Commodity (Millions)	
	Yamhill County	Willamette Valley		Yamhill County	Willamette Valley
All Overnight	\$62	\$1,033	Accommodations	\$18	\$204
Hotel, Motel	\$39	\$513	Food Service	\$27	\$366
Private Home	\$20	\$452	Food Stores	\$11	\$142
Other Overnight	\$3	\$68	Local Tran. & Gas	\$10	\$257
Campground	\$3	\$54	Arts, Ent. & Rec.	\$14	\$241
Vacation Home	\$0	\$14	Retail Sales	\$13	\$191
Day Travel	\$31	\$405			
Destination Spending	\$93	\$1,438	Destination Spending*	\$93	\$1,438

*includes visitor airfares for Willamette Valley.

OREGON STATEWIDE TRAVEL IMPACT SUMMARY

- Travel spending, \$9.6 billion in 2013, increased by 4.1 percent in current dollars.
- Travel-generated employment (93,900 jobs in 2013) increased by 2.9 percent. Employment growth has accelerated in each of the past three years.
- The re-spending of travel-related revenues by businesses and employees supported 42,300 additional jobs outside of the travel industry with \$1.5 billion in earnings in 2013.

The Yamhill Valley Visitors Association, the West Valley Chamber of Commerce and the Chehalem Valley Chamber of Commerce are three of the destination marketing organizations that represent Yamhill County.