



**For Immediate Release**

**Contacts:** Linea Gagliano  
(503) 729-6021  
[Linea@TravelOregon.com](mailto:Linea@TravelOregon.com)

Lisa Heathman  
(503) 546-7871  
[Lisa.Heathman@lanepr.com](mailto:Lisa.Heathman@lanepr.com)

**TOURISM SPENDING IN OREGON ENJOYS SEVENTH CONSECUTIVE YEAR OF STRONG GROWTH**

*\$11.3 billion travel and tourism industry fuels economic activity and employment statewide*

**PORTLAND, Ore.** – May 11, 2017 – Governor Kate Brown announced today that 2016 was the travel industry’s seventh consecutive year of increasing growth and economic impact, with travel-related spending generating record revenues for the state. Independent findings by Dean Runyan Associates indicate that travel-related spending throughout the state increased by nearly \$500 million last year, reaching a record \$11.3 billion, while the number of Oregonians directly employed in the industry rose to more than 109,000. The governor made the announcement today at the Governor’s Conference on Tourism in Salem.

“The travel and tourism industry continues to be a bright spot for Oregon’s economy,” said Governor Kate Brown today. “Not only are travel-related spending, employment and earnings vital components to the state’s healthy economy, but also, traveling and connecting with the outdoors are good for Oregonians’ health and well-being.”

The report, which provides detailed estimates of statewide, regional and county travel impact, includes the following findings:

- Visitors to Oregon generated \$11.3 billion in revenue for the state in 2016. This represents a 4.3 percent increase in spending in real dollars compared to the previous year and marked the seventh consecutive year of growth.
- Last year Oregon destinations hosted 28.4 million overnight visitors, with hotel room revenue throughout the state increasing by 8 percent.
- Domestic visitor air arrivals to Oregon grew 10.5 percent over the previous year.
- The travel industry added more than 4,000 new jobs in 2016, a 3.5 percent increase over the prior year, bringing total statewide travel industry jobs to 109,500.
- Secondary impacts from the re-spending of travel-generated revenues by businesses and employees were equivalent to 56,900 jobs in 2016, with earnings of \$2.6 billion.
- The travel industry’s gross domestic product was \$4.7 billion in 2016.
- The travel industry is one of the top three export-oriented industries in rural Oregon counties.

“Everything we do at Travel Oregon is aimed at improving the lives of all Oregonians through travel and  
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tourism,” said Todd Davidson, Travel Oregon CEO. “This report, indicating the strong economic impact and jobs numbers the industry brings to the state, shows us that we are on track to achieve our mission of inspiring travel that drives economic development, enhancing communities, both large and small, in every corner of the state.”

The findings reported by Dean Runyan Associates confirm the economic significance of the travel industry in Oregon. To read the full report, including specific regional and county breakouts, go to [Industry.TravelOregon.com/EconomicImpact](http://Industry.TravelOregon.com/EconomicImpact).

***About Travel Oregon***

The Oregon Tourism Commission, dba Travel Oregon, works to enhance visitors’ experiences by providing information, resources and trip planning tools that inspire travel and consistently convey the exceptional quality of Oregon. The commission aims to improve Oregonians’ quality of life by strengthening economic impacts of the state’s \$11.3 billion tourism industry that employs 109,500 Oregonians. Visit [TravelOregon.com](http://TravelOregon.com) to learn more.

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