

Oregon Travel Impacts

Statewide Estimates

1992 - 2017p

May 2018

Prepared for the

Oregon Tourism Commission
Salem, Oregon

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OREGON TRAVEL IMPACTS, 1992-2017p

STATEWIDE PRELIMINARY ESTIMATES
DETAILED COUNTY ESTIMATES
OVERNIGHT VISITOR VOLUME

May 2018

Prepared for

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Executive Summary

This report provides detailed statewide, regional and county travel impact estimates for Oregon from 1992 to 2017. The report also provides average spending and volume estimates for overnight visitors for most counties. The estimates for 2017 are preliminary. Secondary impacts and travel industry GDP are provided at the state level.

Travel Spending, Employment and earnings continue to expand

The Oregon travel industry continued to exhibit strong growth in 2017, as all measures of travel activity were up over 2016.

- **Spending.** Total direct travel spending in Oregon was \$11.8 billion in 2017. The annual increase from 2016 was 4.7 percent in current dollars. In real, inflation-adjusted, dollars travel spending increased by 3.2 percent. Visitor spending, excluding transportation, increased by 3.6 percent in current dollars. This is the eighth consecutive year of growth in travel spending following the recession.
- **Travel Activity.** An estimated 28.8 million overnight visitors traveled to Oregon destinations in 2017 (preliminary). This represents a 1.0 percent increase over 2016. Since 2010, overnight person-trips have increased by 2.2 percent per year. Domestic visitor air arrivals to Oregon (4.0 million) increased by 5.5 percent for the year. Room demand, as measured by STR, Inc., increased by 1.3 percent for the year.[1]
- **Employment.** Total travel generated employment was 112,200 in 2017. This represents a 2.2 percent increase over 2016, the seventh consecutive year of employment growth following the steep decline from 2008 to 2010. Employment has increased by 3.2 percent per year since 2010.
- **Secondary Impacts.** The re-spending of travel-generated revenues by businesses and employees generates additional impacts. In 2017, these secondary impacts were equivalent to 58,300 jobs with earnings of \$2.8 billion. Most of these jobs were in various professional and business services.
- **GDP.** The Gross Domestic Product of the travel industry was \$5.0 billion in 2017. Overall, the travel industry is one of the three largest export-oriented industries in rural Oregon counties (the other two being agriculture/food processing and logging/wood products).

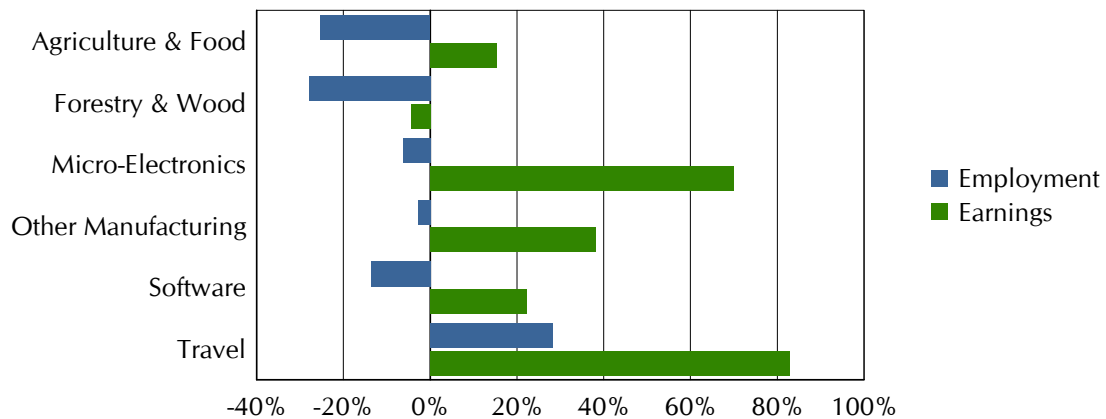
1. The STR reports were prepared for the Oregon Tourism Commission

The Oregon Travel Industry is A Leading Export-Oriented Industry

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

Change in Earnings and Employment (2003-2016)

Selected Export Oriented Industries



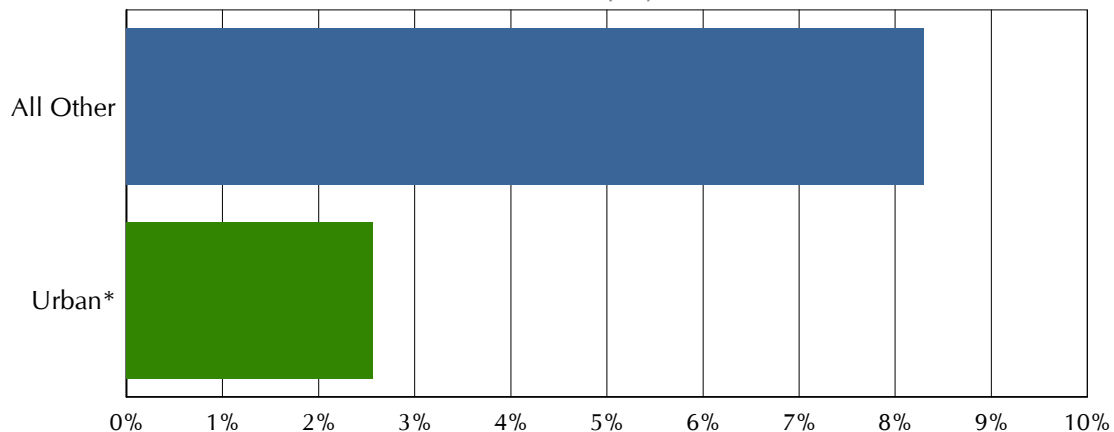
Note: The most current data is for 2016.

The Travel Industry Benefits All Regions of Oregon

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

Travel Generated Employment

as a Percent of Total Employment (2016)



*The urban counties are Clackamas, Lane, Marion, Multnomah, and Washington. The most current data is for 2016.

Oregon Travel Impacts, 1992-2017

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Preface

The purpose of this study is to document the economic significance of the travel industry in Oregon and its thirty-six counties and seven tourism regions from 1992 to 2017. These findings show the level of travel spending by visitors traveling to and within the state, and the impact this spending had on the economy in terms of earnings, employment and tax revenue. Estimates of overnight visitor volume and average spending are also provided for all tourism regions and most counties. The estimates for 2017 are preliminary.

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

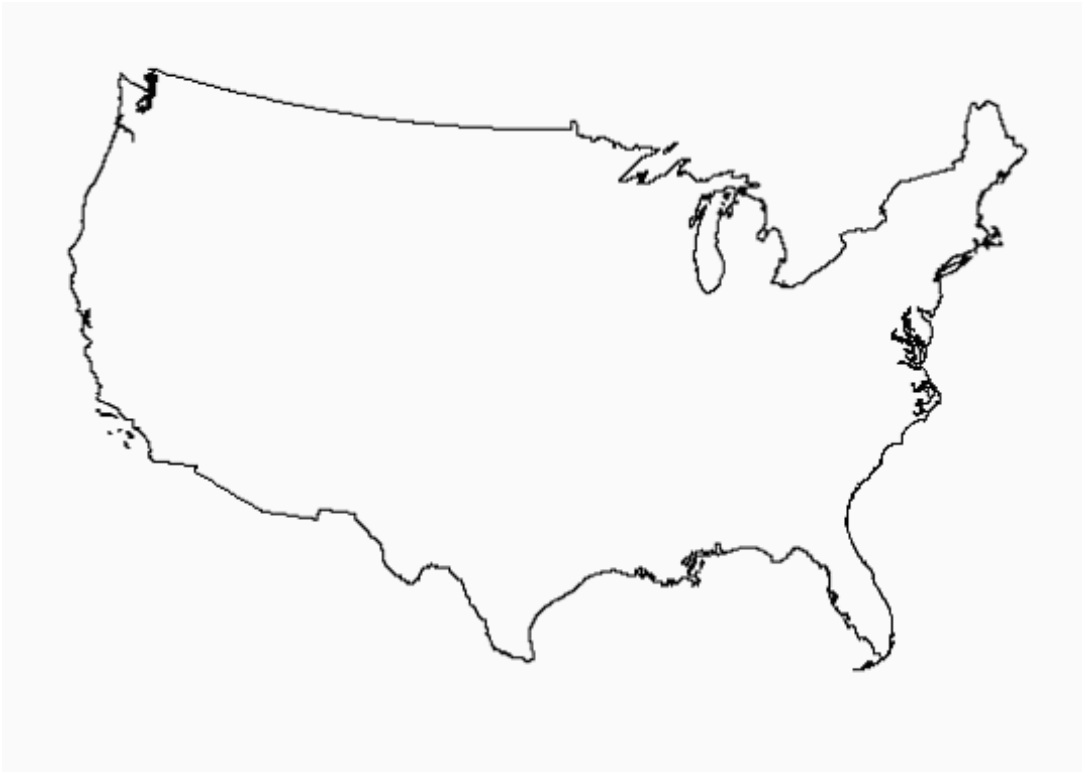
Many individuals and agencies provided information and advice for this report. The state agencies that provided essential information were the Parks and Recreation Department and the Department of Revenue. At the federal level, data was obtained from the U.S. Forest Service, the Department of Labor and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

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

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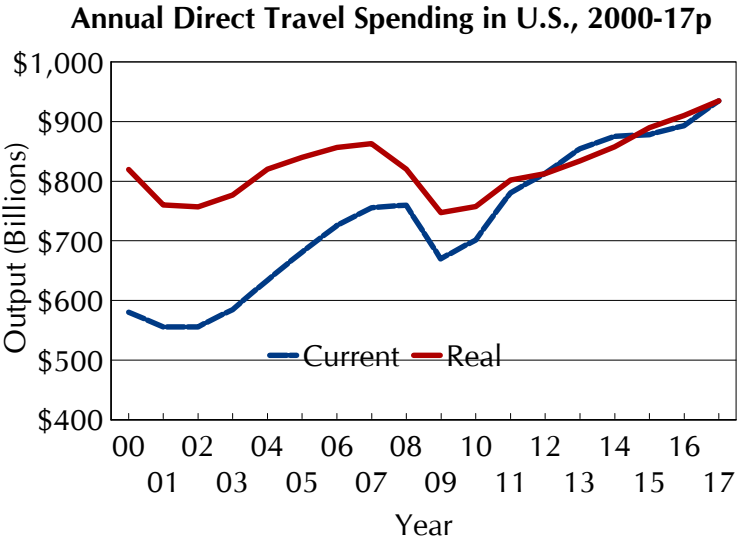
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I. U.S. TRAVEL

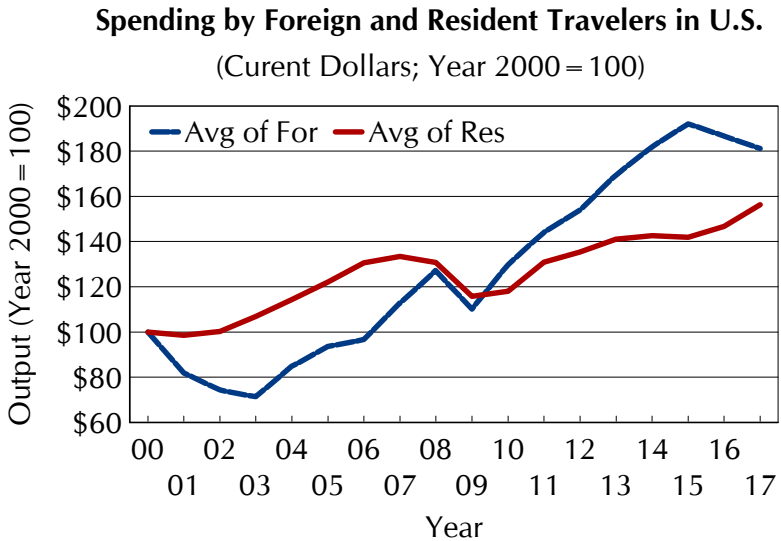


The national level data in this section focuses on visitor spending trends in current and real dollars, resident and foreign visitor spending in the U.S., and trends in travel-generated employment.

The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts*. Both graphs show direct tourism output for the United States - spending by resident and foreign visitors. The 2017 values are based on the first three quarters of the year.



Spending by resident and foreign visitors was \$933 billion in 2017 in current dollars. This represents a 3.0 percent increase over 2016. When adjusted for changes in prices (real dollars), spending increased by 2.3 percent from 2016 to 2017 compared to a 4.7 percent increase for the preceding year.



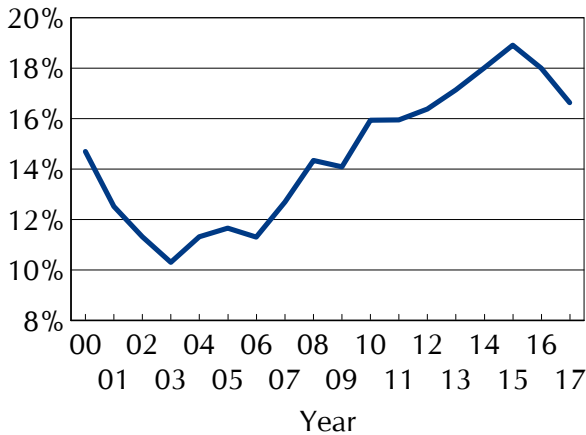
The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2017, the increase in spending by resident visitors (4.7 percent) compares to a 2.0 percent decrease in non-resident spending. Visitor spending by non-residents increased by 5.2 percent from 2014 to 2015.

Note: Foreign visitor spending does not include expenditures on health and educational services or expenditures by short term seasonal workers.

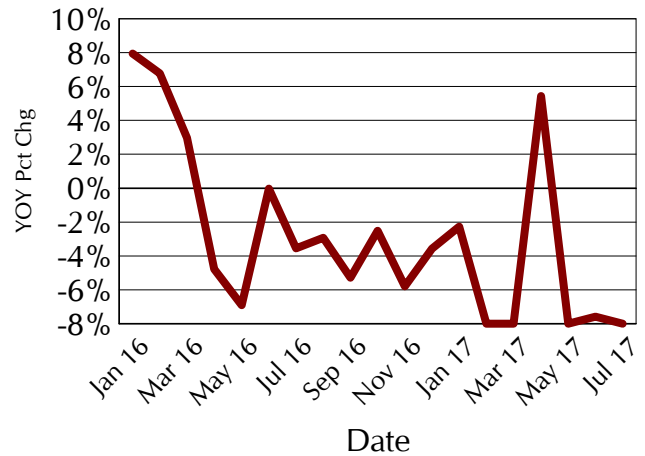
*See <http://www.bea.gov/industry/index.htm#satellite>.

The foreign share of U.S. internal travel declined by almost a full percent point from 2016 to 2017 (18.2 percent to 17.2 percent). This has been due to two factors. First, the source data for foreign travel is under review by the NTTO*. There will be revisions to the data set in the future. Secondly, the value of foreign currencies has fallen relative to the U.S. dollar. This not only discourages travel to the U.S., but also means that foreigners that do travel to the U.S. have less money to spend on goods and services.

Foreign Share of U.S. Internal Travel Spending



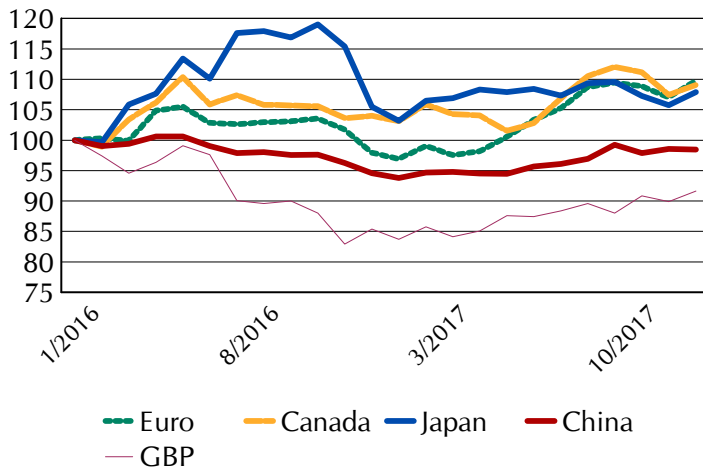
Overseas Arrivals
YOY Percent Change



Note: Internal travel does not include spending on international airfares to U.S. carriers.

Relative Value of Selected Foreign Currencies compared to U.S. Dollar

Monthly Averages, Jan 2016 through December 2017



Sources:

Foreign Share of U.S Internal Travel: Bureau of Economic Analysis Travel & Tourism Satellite Accounts and International Transactions.

Overseas Arrivals: Overseas Arrivals: National Travel and Tourism Office, U.S. Department of Commerce.

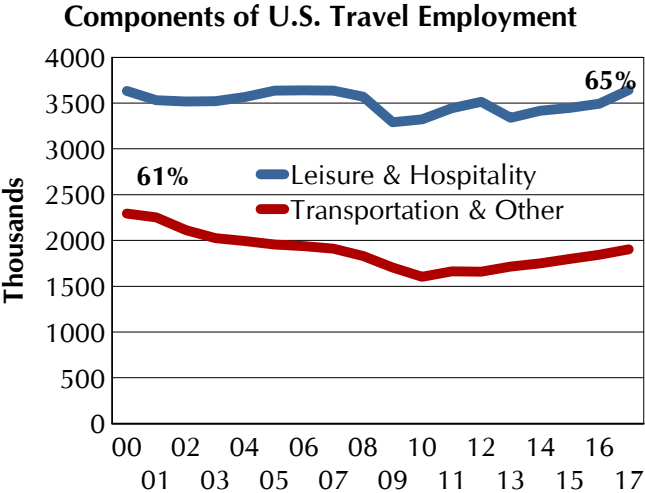
*Link to revision press release. <https://bit.ly/2JTgmH1>

Relative Value of Selected Foreign Currencies: USForex, Inc. (www.usforex.com)

The following two graphs show employment trends since 2000 and the composition of travel industry employment since the recession. The first graph shows that travel-generated employment recovered from the 2008-09 recession by 2013, and has continued to grow on an upward trend. Leisure and hospitality employment was 3.5 million in 2017 or 65 percent of total travel industry employment, compared to 3.6 million in 2000 or 61 percent of the total. Most of this growth was due to food services employment. However, employment in transportation and other industries declined over the same period from 2.3 million to 1.8 million, mostly due to decreased employment in the airline and related transportation industries.



Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts.



Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts. Leisure & hospitality includes accommodations, food services, and arts, entertainment & recreation. Transportation and other includes retail and all other industries.

II. OREGON TRAVEL IMPACTS



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

Impacts of Travel in Oregon: A Summary

- Visitation and spending increased for the eighth consecutive year. In real dollars (adjusted for inflation), spending has increased by 4.5 percent per year since 2010. Over the same period, overnight person-trips have increased by 2.2 percent per year.
- Direct travel spending in 2017 was \$11.8 billion, an increase of 4.7 percent in current dollars. In real dollars, spending increased by 4.8 percent due to the decline in transportation costs. An estimated 28.8 million overnight visitors traveled to Oregon destinations in 2017 (preliminary). This represents a 1.0 percent increase over 2016. Domestic visitor air arrivals to Oregon (3.8 million) increased by 5.5 percent for the year.
- Total travel generated employment was 112,200 in 2017. This represents a 2.2 percent increase over 2016, the seventh consecutive year of employment growth following the steep decline from 2008 to 2010. Employment has increased by 3.2 percent per year since 2010.
- The Gross Domestic Product of the travel industry was \$5.0 billion in 2017. Overall, the travel industry is one of the three largest export-oriented industries in rural Oregon counties (with agriculture/food processing and logging/wood products).
- The re-spending of travel-generated revenues by businesses and employees generates additional impacts. In 2017, these secondary impacts were equivalent to 58,250 jobs with earnings of \$2.8 billion.

Recent Travel Trends in Oregon

Direct Travel Impacts, 2010-2017p

							Ave. Annual %Chg.	
	2010	2012	2014	2015	2016	2017	16-17	10-17
Spending (\$Billions)								
Total (Current \$)	8.7	9.6	10.3	10.8	11.2	11.8	4.7%	4.4%
Other	1.2	1.2	1.3	1.4	1.4	1.5	6.6%	3.7%
Visitor	7.5	8.4	9.1	9.4	9.8	10.2	4.5%	4.5%
Non-transportation	5.5	6.1	6.7	7.2	7.6	7.9	3.6%	5.3%
Transportation	2.0	2.3	2.3	2.2	2.2	2.3	7.4%	2.2%
Earnings (\$Billions)								
Earnings (Current \$)	2.1	2.3	2.6	2.8	3.1	3.3	6.7%	6.5%
Employment (Thousands)								
Employment	89.9	95.1	101.2	105.5	109.8	112.2	2.2%	3.2%
Tax Revenue (\$Millions)								
Total (Current \$)	779	826	962	1,047	1,124	1,191	6%	6%
Local	122	142	175	201	211	224	6%	9%
State	197	231	247	263	289	315	9%	7%
Federal	459	453	539	583	624	652	5%	5%

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

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

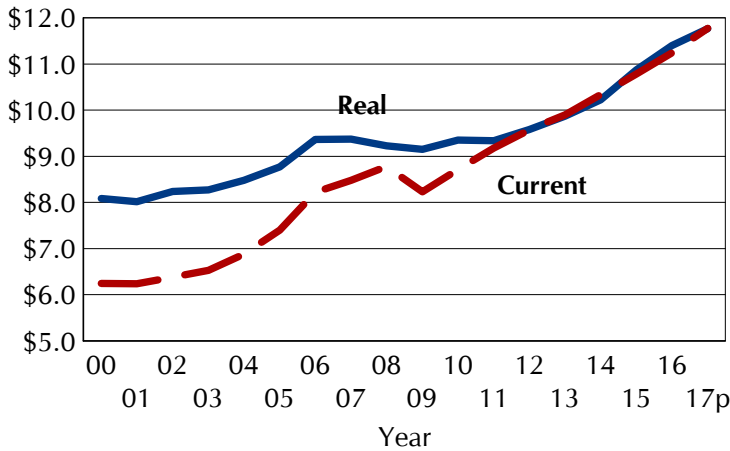
Employment includes all full- and part-time employment of payroll employees and proprietors.

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

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

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

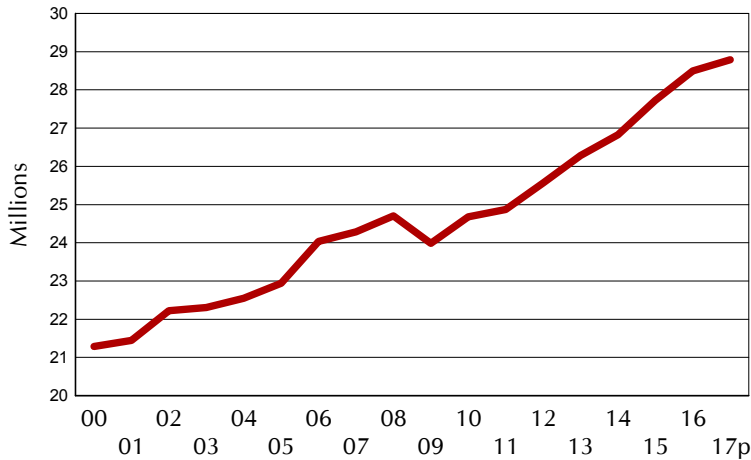
Travel Spending (Millions)



The top graph shows travel spending in current dollars (no inflation adjustment) and real dollars (adjusted for inflation). In real dollars, travel spending increased by 3.2 percent from 2016 to 2017. In current dollars, spending increased by 4.7 percent.

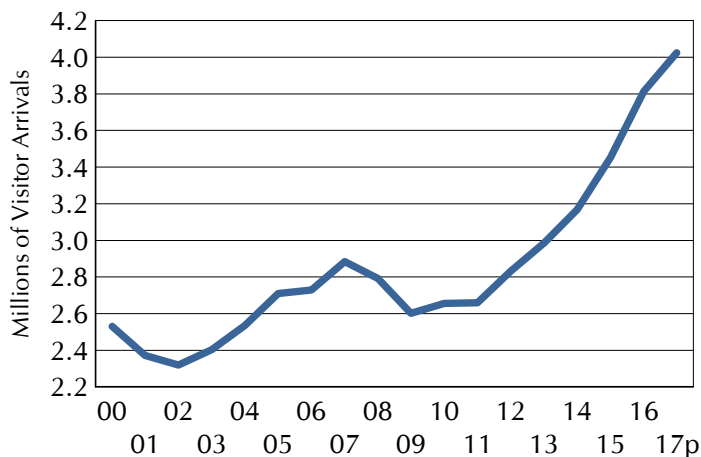
Sources: Bureau of Labor Statistics CPI, STR Inc., Energy Information Administration and Bureau of Transportation Origin and Destination Survey.

Oregon Overnight Person Trips



Overnight person trips increased by 2.2 percent from 2016 to 2017. Since 2010, overnight person trips have increased by 1.0 percent per year. *(A more detailed breakout of overnight visitor volume is shown on next page)*

Visitor Air Arrivals (Millions)



Visitor air arrivals on domestic airlines are shown in the bottom graph for the years 2005 through 2017. Visitor arrivals slightly increased by 5.5 percent in the recent year following a 10.5 percent decrease from 2015 to 2016.

Source: Bureau of Transportation Origin and Destination Survey

OVERNIGHT VISITOR VOLUME AND AVERAGE DAILY SPENDING

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

Average Expenditures for Overnight Visitors, 2017p by Type of Accomodation and Mode of Transportation

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*						
All Modes	\$367	\$921	\$159	\$393	2.3	2.5
Air	\$404	\$1,411	\$217	\$758	1.9	3.5
Other	\$382	\$888	\$157	\$365	2.4	2.3
Private Home						
All Modes	\$101	\$400	\$44	\$172	2.3	4.0
Air	\$119	\$755	\$68	\$430	1.8	6.3
Other	\$85	\$303	\$35	\$124	2.4	3.5
Other Overnight						
All Modes	\$123	\$457	\$37	\$138	3.3	3.7
All Overnight						
All Modes	\$200	\$652	\$82	\$266	2.4	3.3

Overnight Visitor Volume, 2015-2017p

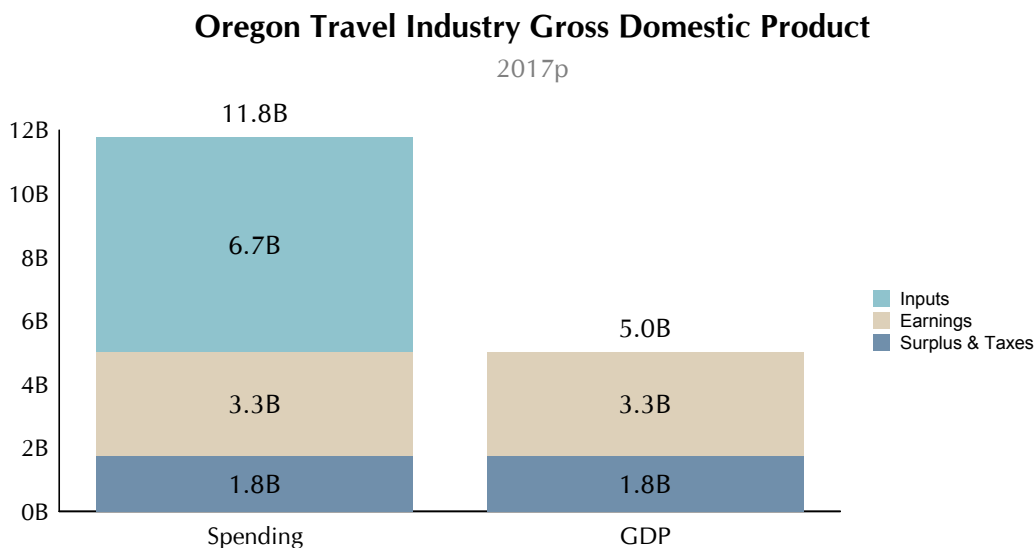
	Person-Nights (Millions)			Party-Nights (Millions)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	30.0	31.3	31.9	12.9	13.6	13.8
Private Home	42.8	43.5	43.8	18.7	19.0	19.2
Other Overnight	16.9	17.2	17.1	5.1	5.2	5.1
All Overnight	89.7	92.0	92.8	36.7	37.8	38.2

	Person-Trips (Millions)			Party-Trips (Millions)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	12.2	12.7	12.9	5.2	5.4	5.5
Private Home	11.0	11.2	11.3	4.7	4.8	4.8
Other Overnight	4.5	4.6	4.6	1.4	1.4	1.4
All Overnight	27.7	28.5	28.8	11.3	11.6	11.7

Oregon Travel Industry Gross Domestic Product

In concept, the Gross Domestic Product (GDP) of a particular industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always smaller than output or sales because GDP measures the “value added” of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. Alternatively, GDP can be thought of as the sum of earnings, indirect business taxes (primarily excise and property taxes) and other operating surplus (including profits, dividends, interest and other payments). Estimates of travel spending and travel industry GDP are shown in the chart below. Oregon travel industry GDP amounted to \$5.0 billion in 2017.

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



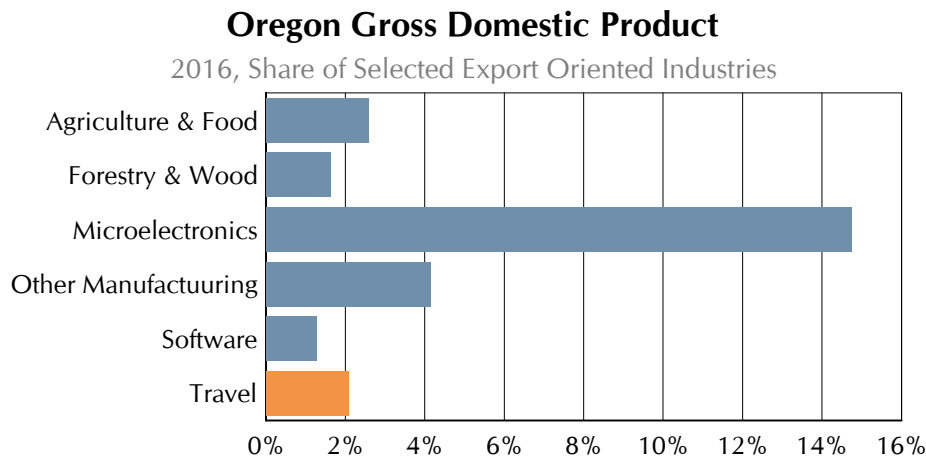
2. Over 40 percent of these intermediate inputs are purchased from other Oregon businesses.

A Comparison of Oregon Export-Oriented Industries

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

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

A comparison of the GDP’s of the leading export-oriented industries in Oregon is shown below for 2016. It should be noted that the largest industry, microelectronics, is concentrated in the urbanized areas of Oregon, primarily Washington County. The primary export-oriented industries in most rural counties are agriculture & food processing, forestry & wood products, and the travel industry.



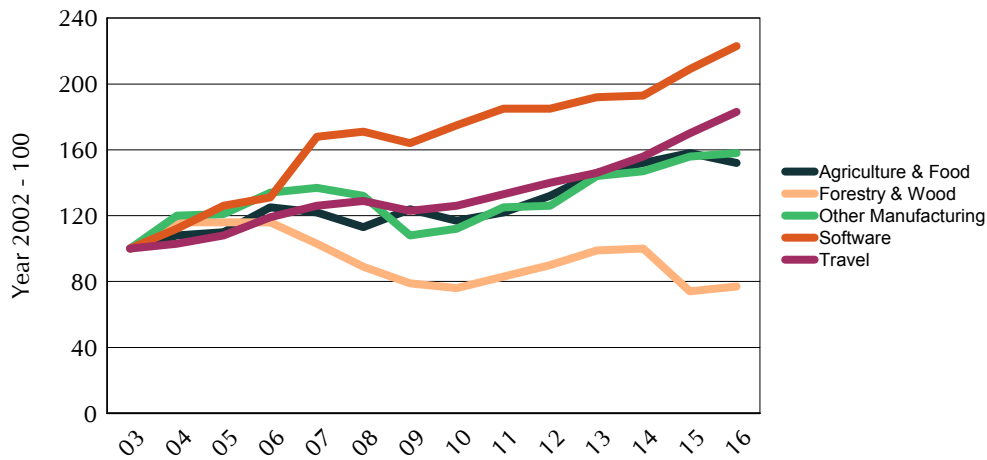
*Source: Dean Runyan Associates and Bureau of Economic Analysis. *Note: The “other manufacturing” category is not a distinct industry. It is shown for comparative purposes only. The most current data is for 2016. GDP estimates by Dean Runyan Associates.*

3. See also Appendices A and E.

The following two graphs provide additional comparisons of these export-oriented industries. The first chart shows the change in GDP from 2003 through 2016. The second chart shows changes in employment and earnings for the same period. Micro-electronics is not included in the GDP graph because of its extraordinary growth.[4] The travel industry compares favorably to the other export industries for all measures (excluding the GDP of micro-electronics).

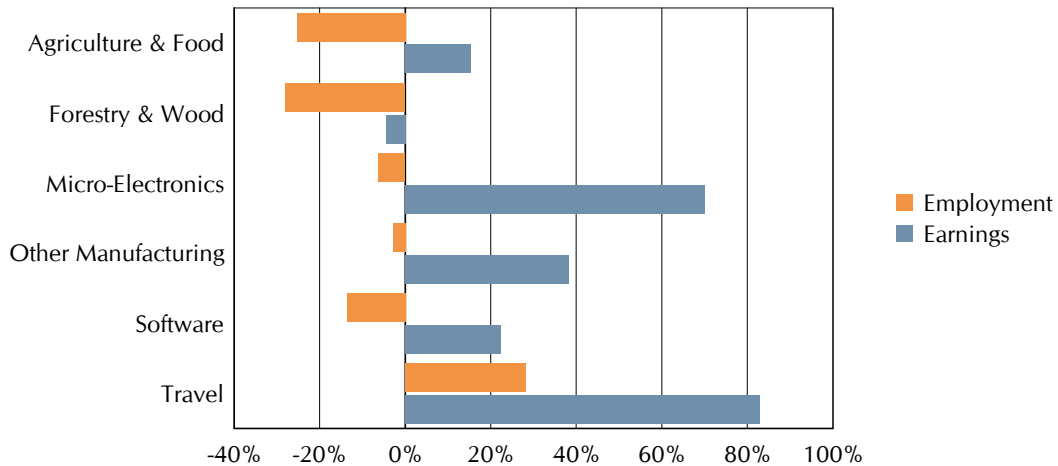
Change in Oregon Gross Domestic Product

2003-2016, Selected Export Oriented Industries



Change in Earnings and Employment

2003-2016, Selected Export Oriented Industries



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

Direct, Secondary and Total Impacts

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

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

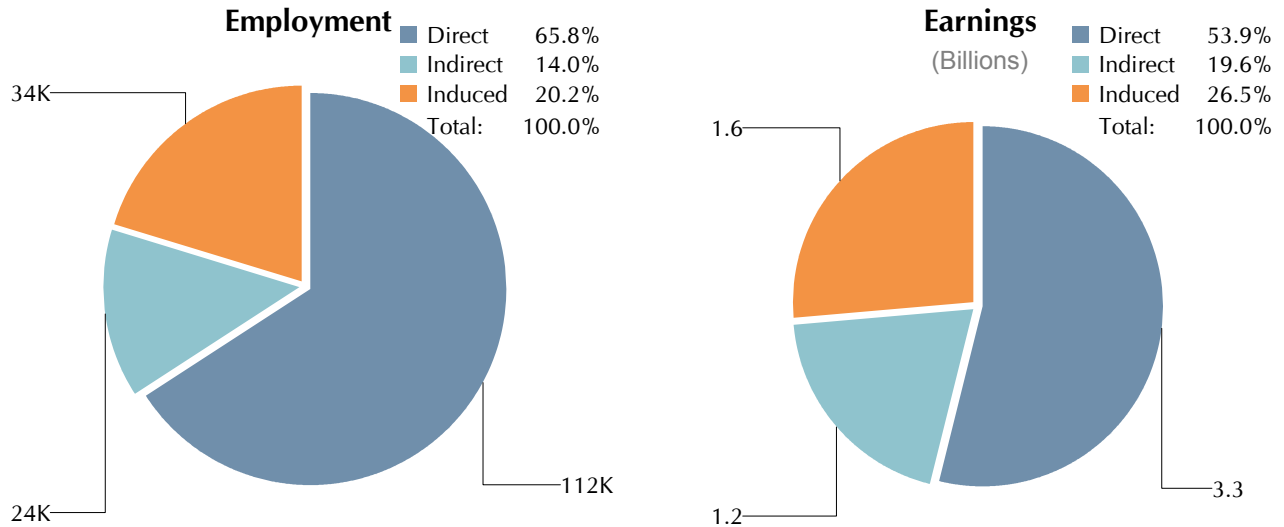
The impacts in this section are presented in terms of the employment and earnings of eleven major industry groups. These industry groups are similar, but not identical to the business service (or commodity) categories presented elsewhere in this report. (The specific industries that comprise these major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

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

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

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

Total Employment and Earnings Generated by Travel Spending in Oregon, 2017

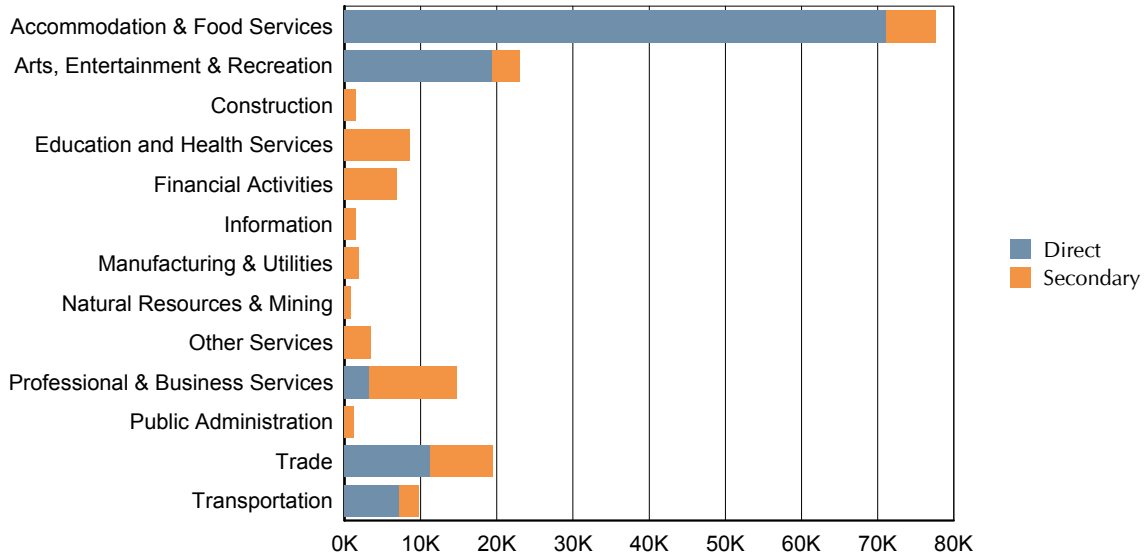


Sources: Dean Runyan Associates with IMPLAN GROUP, LLC. Total employment was 170,500 jobs. The employment multiplier for 2017 is 1.52 (170.45/112.20). Total earnings were \$6.06 Billion. The earnings multiplier is 1.86 (6.06/3.27).

- **Professional & Business Services** (11,500 jobs and \$632 million earnings). A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses (indirect effect). Employees of these firms also purchase professional services (induced effect).
- **Education and Health Services** (8,600 jobs and \$478 million earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- **Financial Activities** (6,900 jobs and \$289 million earnings). Both businesses and individuals make use of banking and insurance institutions.
- **Other Services** (3,500 jobs and \$163 million earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.

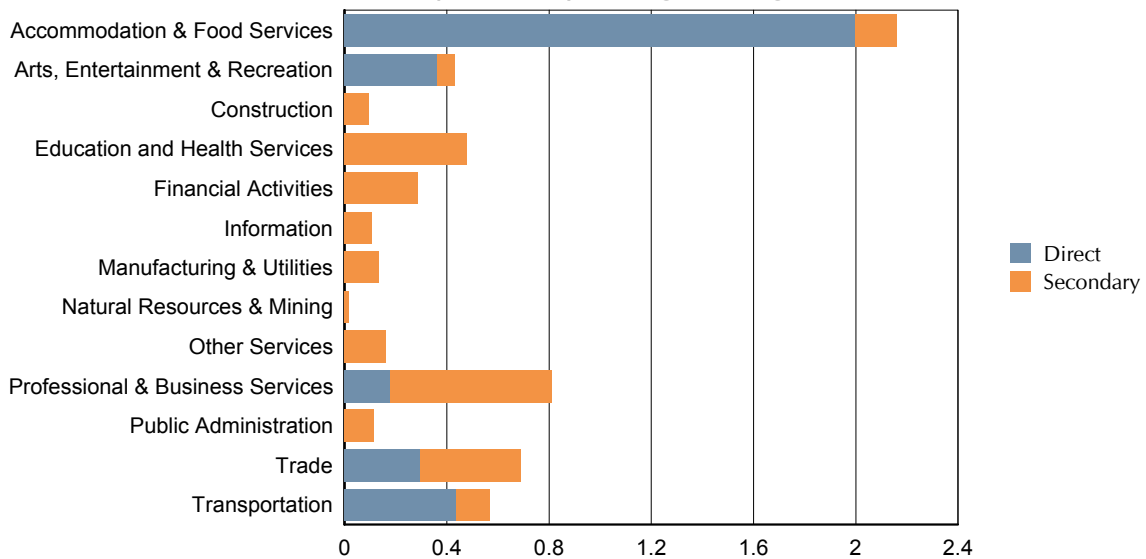
Direct and Secondary Employment

Generated by Travel Spending in Oregon, 2017



Direct and Secondary Earnings

Generated by Travel Spending in Oregon, 2017



Detailed estimates are reported in the following table. It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Oregon and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. While total economic impacts can be calculated on a county or regional level, such a detailed analysis is not included in this study. In general, geographic areas with lower levels of aggregate economic activity will have smaller secondary impacts within those same geographic

Direct and Secondary Travel-Generated Earnings in Oregon, 2017
(\$Million)

Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	2,000	60	100	160	2,160
Arts, Entertainment & Recreation	360	40	30	70	430
Retail & Wholesale Trade	290	70	330	390	690
Professional & Business Services	180	450	180	630	810
Transportation	440	80	50	130	570
Natural Resources & Mining		10	10	20	20
Construction		50	50	100	100
Manufacturing & Utilities		80	50	140	140
Information		70	40	110	110
Financial Activities		130	160	290	290
Education and Health Services		0	470	480	480
Other Services		60	100	160	160
Public Administration		70	40	120	120
All Industries	3,270	1,170	1,610	2,800	6,080

Direct and Secondary Travel-Generated Employment in Oregon, 2017
(thousand jobs)

Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	71.2	2.5	4.0	6.5	77.7
Arts, Entertainment & Recreation	19.4	2.4	1.3	3.7	23.1
Retail & Wholesale Trade	11.2	0.9	7.3	8.2	19.4
Professional & Business Services	3.3	8.1	3.4	11.5	14.7
Transportation	7.1	1.7	0.9	2.6	9.7
Natural Resources & Mining		0.5	0.4	0.9	0.9
Construction		0.7	0.7	1.4	1.4
Manufacturing & Utilities		1.1	0.7	1.8	1.8
Information		1.0	0.5	1.5	1.5
Financial Activities		3.2	3.8	6.9	6.9
Education and Health Services		0.2	8.5	8.6	8.6
Other Services		0.9	2.5	3.5	3.5
Public Administration		0.8	0.5	1.3	1.3
All Industries	112.2	23.9	34.4	58.3	170.5

Source: Dean Runyan Associates and Minnesota Implan Group.

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

Detailed direct travel impacts for 2010 through 2017 follow:

OREGON

Travel Impacts, 1992-2017p

Total Direct Travel Spending (\$Million)

	1992	1994	1996	1998	2000	2002	2004
Destination Spending	3,485	3,860	4,330	4,702	5,323	5,566	6,042
Other Travel*	559	620	703	830	920	806	830
Total	4,044	4,480	5,033	5,532	6,244	6,372	6,873

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

	1992	1994	1996	1998	2000	2002	2004
Hotel, Motel, STVR*	1,497	1,691	1,917	2,048	2,316	2,402	2,638
Private Home	839	910	997	1,067	1,195	1,199	1,305
Campground	230	239	246	268	302	341	367
Vacation Home	66	74	87	95	114	119	132
Day Travel	854	946	1,084	1,224	1,396	1,505	1,601
Total	3,485	3,860	4,330	4,702	5,323	5,566	6,042

Visitor Spending by Commodity Purchased (\$Million)

	1992	1994	1996	1998	2000	2002	2004
Accommodations	557	636	737	817	926	963	1,043
Food Service	800	885	965	1,056	1,164	1,289	1,381
Food Stores	273	301	336	373	411	456	493
Local Tran. & Gas	479	525	586	561	740	725	940
Arts, Ent. & Rec.	467	511	598	669	735	796	825
Retail Sales	627	688	749	789	864	910	896
Visitor Air Tran.	281	314	359	436	483	425	465
Total	3,485	3,860	4,330	4,702	5,323	5,566	6,042

Industry Earnings Generated by Travel Spending (\$Million)

	1992	1994	1996	1998	2000	2002	2004
Accom. & Food Serv.	549	612	679	746	828	898	961
Arts, Ent. & Rec.	137	150	175	197	217	235	238
Retail**	122	133	147	158	173	177	193
Ground Tran.	25	29	32	36	41	45	47
Visitor Air Tran.	62	70	78	87	102	94	82
Other Travel*	157	175	197	219	248	223	194
Total	1,051	1,169	1,308	1,443	1,609	1,672	1,716

Industry Employment Generated by Travel Spending (Thousand Jobs)

	1992	1994	1996	1998	2000	2002	2004
Accom. & Food Serv.	41.5	42.2	44.6	45.5	47.9	51.0	51.3
Arts, Ent. & Rec.	13.3	14.4	14.4	16.2	15.7	16.6	16.3
Retail**	8.4	8.5	8.9	8.8	9.1	9.1	9.5
Ground Tran.	1.5	1.7	1.8	1.8	1.9	2.0	2.0
Visitor Air Tran.	1.5	1.7	1.9	2.1	2.3	2.2	1.9
Other Travel*	5.1	5.6	6.0	6.4	6.6	5.8	4.8
Total	71.4	74.2	77.5	80.8	83.5	86.6	85.8

Tax Receipts Generated by Travel Spending (\$Million)

	1992	1994	1996	1998	2000	2002	2004
Local Tax Receipts	36	51	61	68	82	89	95
State Tax Receipts	104	117	125	133	148	150	165
Federal Tax Receipts	223	248	275	303	340	353	371
Total	363	416	461	504	570	592	631

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

OREGON

Travel Impacts, 1992-2017p

Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017
Destination Spending	7,151	7,686	7,519	8,376	9,057	9,796	10,233
Other Travel*	1,056	1,087	1,187	1,192	1,275	1,436	1,532
Total	8,207	8,774	8,706	9,568	10,332	11,232	11,764

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

	2006	2008	2010	2012	2014	2016	2017
Hotel, Motel	3,310	3,715	3,571	4,057	4,516	5,087	5,370
Private Home	1,500	1,636	1,670	1,809	1,871	1,936	2,010
Campground	379	422	391	417	445	454	459
Vacation Home	149	167	164	177	180	178	185
Day Travel	1,813	1,747	1,723	1,917	2,045	2,141	2,208
Total	7,151	7,686	7,519	8,376	9,057	9,796	10,233

Visitor Spending by Commodity Purchased (\$Million)

	2006	2008	2010	2012	2014	2016	2017
Accommodations	1,307	1,431	1,361	1,573	1,806	2,216	2,343
Food Service	1,590	1,697	1,764	1,953	2,178	2,490	2,605
Food Stores	525	574	563	621	676	716	718
Local Tran. & Gas	1,281	1,561	1,337	1,632	1,600	1,343	1,467
Arts, Ent. & Rec.	899	886	869	918	979	1,061	1,081
Retail Sales	968	935	950	1,020	1,070	1,135	1,146
Visitor Air Tran.	581	602	675	659	748	836	873
Total	7,151	7,686	7,519	8,376	9,057	9,796	10,233

Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017
Accom. & Food Serv.	1,134	1,252	1,219	1,379	1,563	1,852	1,995
Arts, Ent. & Rec.	265	301	279	292	311	345	360
Retail**	208	217	213	231	252	282	295
Ground Tran.	54	57	54	60	67	76	81
Visitor Air Tran.	92	93	99	108	127	155	160
Other Travel*	232	237	242	268	289	350	374
Total	1,984	2,157	2,105	2,339	2,609	3,060	3,266

Industry Employment Generated by Travel Spending (Thousand Jobs)

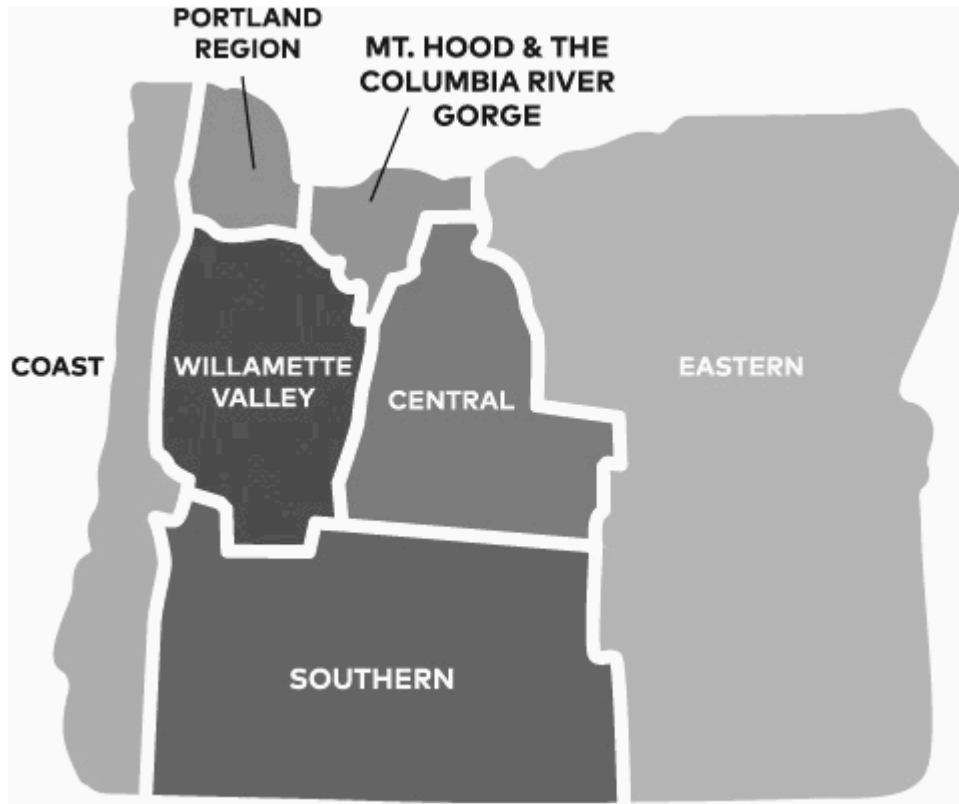
	2006	2008	2010	2012	2014	2016	2017
Accom. & Food Serv.	55.8	58.6	55.2	59.2	63.4	69.3	71.2
Arts, Ent. & Rec.	17.1	18.4	16.9	17.3	18.1	19.1	19.4
Retail**	9.9	9.9	9.4	9.9	10.4	11.0	11.2
Ground Tran.	2.1	2.1	1.9	2.0	2.1	2.2	2.2
Visitor Air Tran.	1.9	2.0	1.7	1.7	1.9	2.2	2.2
Other Travel*	5.3	5.5	4.8	5.0	5.3	6.0	6.0
Total	92.0	96.4	89.9	95.1	101.2	109.8	112.2

Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017
Local Tax Receipts	117	127	122	142	175	211	224
State Tax Receipts	190	204	197	231	247	289	315
Federal Tax Receipts	426	460	459	453	539	624	652
Total	733	791	779	826	962	1,124	1,191

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

III. REGIONAL TRAVEL IMPACTS



North Coast	Willamette Valley	Southern	Eastern
Clatsop	Benton	Douglas (East)	Baker
Tillamook	Clackamas (South)	Jackson	Gilliam
Central Coast	Lane (East)	Josephine	Grant
Douglas (West)	Linn	Klamath	Harney
Lincoln	Marion	Lake	Malheur
Lane (West)	Polk	Central	Morrow
South Coast	Yamhill	Crook	Sherman
Coos	Portland Region	Deschutes	Umatilla
Curry	Clackamas (West)	Jefferson	Union
	Columbia	Wasco (South)	Wallowa
	Multnomah (West)	Mt. Hood/Gorge	Wheeler
	Washington	Clackamas (East)	
		Multnomah (East)	
		Hood River	

2017p Regional Travel Impacts

	Spending (\$Millions)		Earnings (\$Millions)	Employment (Thousands)	Tax Revenue (\$Millions)		
	All Travel	Destination			Local	State	Total
Willamette Valley	1,883	1,629	522	21.9	20	58	79
North Coast	794	790	255	8.4	13	21	34
Central Coast	788	759	227	8.9	15	21	35
South Coast	404	396	130	5.3	2	12	14
Oregon Coast	1,985	1,959	614	22.7	30	54	83
Portland Region	5,129	3,833	1,328	35.3	134	122	256
Southern	1,059	962	307	12.1	14	32	46
Central	903	830	250	9.4	15	25	40
Eastern	383	365	123	5.9	5	12	17
Mt. Hood/Gorge	421	406	125	5.0	7	12	19

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

2017p Overnight Visitor Volume (Millions)

	Nights		Trips	
	Person	Party	Person	Party
Willamette Valley	19.9	7.8	6.6	2.6
North Coast	6.4	2.3	2.4	0.9
Central Coast	6.5	2.3	2.3	0.9
South Coast	4.1	1.5	1.4	0.5
Oregon Coast	17.0	6.2	6.0	2.2
Portland Region	26.4	13.0	8.6	4.1
Southern	11.8	4.5	3.9	1.5
Central	9.0	3.4	3.1	1.2
Eastern	5.1	1.9	1.9	0.7
Mt. Hood/Gorge	3.5	1.4	1.3	0.5

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

Central Oregon Travel Impacts and Visitor Volume

Travel Indicators

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$89,823
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.78

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$21,547
Additional employment if each resident household encouraged one additional overnight visitor	240

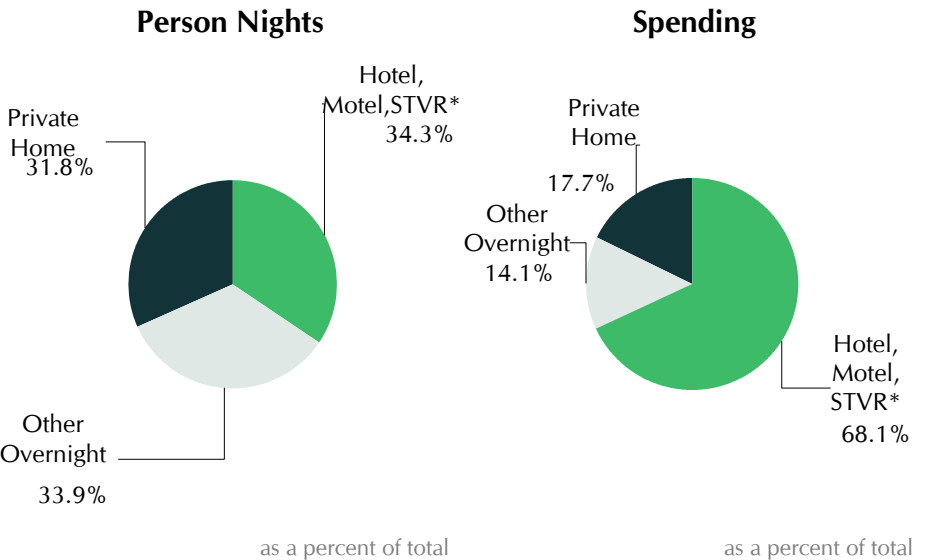
Visitor Shares

Travel Share of Total Employment (2016)*	6.2 %
Overnight Visitor Share of Resident Population (2017p)**	10.4 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,428	3,100	476
Private Home	827	2,871	124
Other Overnight	811	3,058	99
All Overnight	3,066	9,029	699

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

**Central Oregon
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	617	674	749	796	853	903	5.9%	5.6%
Other	59	52	57	59	63	73	14.8%	2.9%
Visitor	557	622	692	736	789	830	5.2%	5.9%
Non-transportation	461	515	583	634	686	712	3.8%	6.4%
Transportation	96	107	109	102	103	118	14.4%	2.9%
Earnings (\$M)								
Earnings (Current \$)	146	163	193	218	232	250	7.4%	7.9%
Employment (Jobs)								
Employment	7,020	7,510	8,370	9,010	9,260	9,400	1.5%	4.2%
Tax Revenue (\$M)								
Total (Current \$)	22	26	30	33	37	40	8.0%	8.8%
Local	8	9	11	12	14	15	6.2%	9.5%
State	14	17	19	20	23	25	9.1%	8.3%

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

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

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

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

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

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

Central Oregon

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	572.9	557.3	621.7	692.1	736.0	789.3	830.3
Other Travel*	49.1	59.3	52.0	56.5	59.5	63.2	72.6
Total	622.1	616.6	673.7	748.6	795.5	852.5	902.9

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	138.1	131.2	150.0	179.7	203.4	227.5	239.8
Food Service	139.2	141.9	160.0	181.5	197.2	214.8	224.8
Food Stores	52.1	49.7	55.4	60.9	64.4	66.0	66.5
Local Tran. & Gas	84.2	69.9	87.9	85.5	72.9	71.7	79.4
Arts, Ent. & Rec.	69.9	67.5	73.0	79.2	83.7	88.8	90.9
Retail Sales	70.9	70.5	76.6	81.4	85.2	88.9	90.1
Visitor Air Tran.	18.6	26.5	18.7	23.9	29.3	31.6	38.8
Total	572.9	557.3	621.7	692.1	736.0	789.3	830.3

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	107.1	102.1	115.3	137.0	157.9	167.6	181.8
Arts, Ent. & Rec.	24.1	21.9	23.5	29.0	31.0	32.4	34.0
Retail**	16.8	16.1	17.7	19.5	20.9	22.4	23.5
Ground Tran.	2.2	2.1	2.4	2.8	3.0	3.4	3.6
Visitor Air Tran.	0.6	0.6	0.6	0.8	0.9	1.0	1.0
Other Travel*	3.5	3.5	3.7	4.0	4.4	5.6	5.7
Total	154.3	146.3	163.2	193.0	218.1	232.3	249.6

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	4,950	4,710	4,990	5,570	6,080	6,220	6,310
Arts, Ent. & Rec.	1,530	1,400	1,540	1,760	1,840	1,890	1,930
Retail**	760	720	770	830	860	870	880
Ground Tran.	70	70	80	80	90	90	100
Visitor Air Tran.	20	20	20	20	20	30	30
Other Travel*	110	100	100	110	110	160	150
Total	7,450	7,020	7,510	8,370	9,010	9,260	9,400

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	8.4	7.9	9.0	11.0	12.5	14.1	15.0
State Tax Receipts	14.9	14.1	16.7	18.6	20.3	22.6	24.7
Total	23.2	22.0	25.7	29.6	32.8	36.7	39.7

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

Central Oregon Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	573	557	622	692	789	830
All Overnight	476	463	515	577	663	699
Hotel, Motel, STVR*	297	286	328	378	452	476
Private Home	91	93	98	105	115	124
Other Overnight	89	83	89	94	96	99
Day Travel	97	95	107	115	126	131
Day Travel	97	95	107	115	126	131

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$368	\$806	\$154	\$334	2.4	2.2
Private Home	\$105	\$375	\$43	\$150	2.4	3.6
Other Overnight	\$105	\$397	\$32	\$122	3.3	3.8
All Overnight	\$205	\$598	\$77	\$228	2.6	2.9

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	2,875	3,077	3,100	1,194	1,279	1,293
Private Home	2,736	2,834	2,871	1,107	1,151	1,179
Other Overnight	3,005	3,038	3,058	923	932	940
All Overnight	8,616	8,948	9,029	3,223	3,362	3,412

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,325	1,417	1,428	547	585	591
Private Home	788	816	827	312	324	330
Other Overnight	797	806	811	244	247	249
All Overnight	2,910	3,039	3,066	1,104	1,156	1,170

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

Central Coast Travel Impacts and Visitor Volume

Travel Indicators

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$88,113
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.67

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$8,093
Additional employment if each resident household encouraged one additional overnight visitor	92

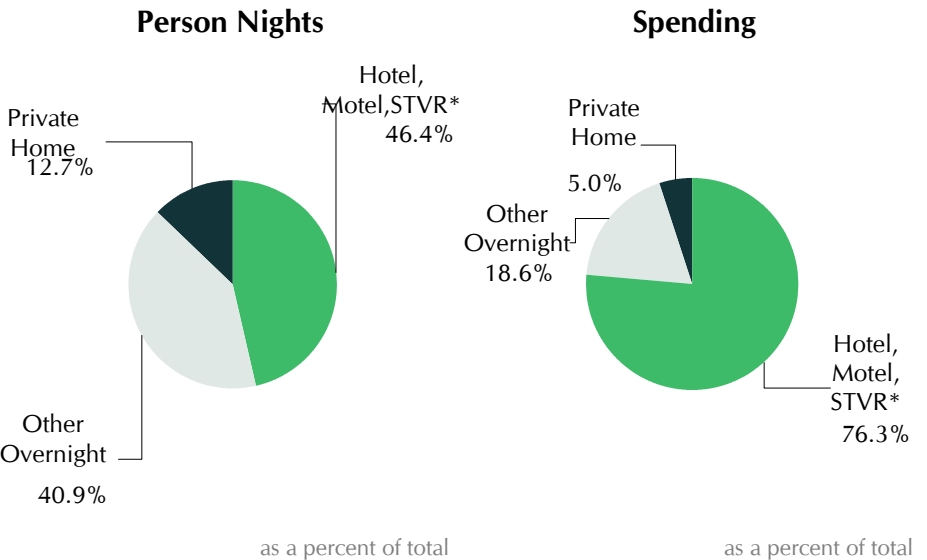
Visitor Shares

Travel Share of Total Employment (2016)*	23.5 %
Overnight Visitor Share of Resident Population (2017p)**	26.4 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,371	3,001	422
Private Home	240	823	28
Other Overnight	705	2,650	103
All Overnight	2,316	6,474	553

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

**Central Coast
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	587	605	687	716	769	788	2.5%	4.3%
Other	16	20	23	24	27	29	3.8%	8.8%
Visitor	571	585	664	692	741	759	2.4%	4.2%
Non-transportation	509	514	592	631	680	693	1.9%	4.5%
Transportation	62	71	72	61	61	67	8.4%	1.0%
Earnings (\$M)								
Earnings (Current \$)	161	168	188	201	216	227	5.0%	5.1%
Employment (Jobs)								
Employment	7,830	7,790	8,330	8,440	8,780	8,860	1.0%	1.8%
Tax Revenue (\$M)								
Total (Current \$)	24	25	28	31	33	35	6.0%	5.8%
Local	10	10	12	13	14	15	5.1%	5.6%
State	14	15	16	17	19	21	6.6%	6.0%

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

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

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

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

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

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

Central Coast

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	584.4	571.0	584.9	664.5	692.4	741.4	759.4
Other Travel*	17.8	15.9	20.5	22.7	24.1	27.5	28.5
Total	602.1	586.8	605.4	687.2	716.4	768.9	787.9

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	143.5	143.1	144.0	163.8	181.3	191.9	201.2
Food Service	143.2	146.7	148.6	178.3	190.6	212.5	217.7
Food Stores	58.7	56.8	59.8	67.8	70.9	73.4	72.5
Local Tran. & Gas	73.6	62.0	70.8	72.5	61.0	61.4	66.6
Arts, Ent. & Rec.	83.6	80.7	79.9	90.9	94.6	102.6	102.6
Retail Sales	81.8	81.7	81.8	91.1	93.9	99.6	98.7
Total	584.4	571.0	584.9	664.5	692.4	741.4	759.4

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	113.9	111.3	115.8	131.6	140.7	151.1	160.3
Arts, Ent. & Rec.	26.5	24.0	25.1	24.5	25.7	27.2	27.9
Retail**	18.8	18.2	18.6	21.3	22.6	24.5	25.2
Ground Tran.	2.1	2.0	2.1	2.5	2.7	3.2	3.3
Other Travel*	5.5	5.1	6.7	7.8	8.8	10.4	10.7
Total	166.8	160.7	168.2	187.8	200.5	216.4	227.3

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	5,480	5,230	5,130	5,490	5,590	5,780	5,890
Arts, Ent. & Rec.	1,640	1,550	1,570	1,620	1,580	1,640	1,620
Retail**	910	850	850	940	970	1,020	1,020
Ground Tran.	70	70	70	80	80	90	90
Other Travel*	150	140	170	200	220	250	250
Total	8,240	7,830	7,790	8,330	8,440	8,780	8,860

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	8.7	10.1	9.9	11.9	13.3	14.0	14.7
State Tax Receipts	14.4	13.8	15.0	16.5	17.4	19.5	20.8
Total	23.0	23.9	24.9	28.4	30.7	33.4	35.4

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

Central Coast Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	584	571	585	664	741	759
All Overnight	419	410	416	475	537	553
Hotel, Motel, STVR*	305	298	298	350	408	422
Private Home	24	24	26	27	27	28
Other Overnight	90	88	92	98	101	103
Day Travel	165	161	169	190	205	206
Day Travel	165	161	169	190	205	206

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$344	\$753	\$141	\$308	2.4	2.2
Private Home	\$88	\$301	\$34	\$116	2.6	3.4
Other Overnight	\$129	\$485	\$39	\$146	3.3	3.8
All Overnight	\$236	\$639	\$85	\$239	2.8	2.7

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	2,719	3,028	3,001	1,112	1,238	1,227
Private Home	805	825	823	310	318	317
Other Overnight	2,622	2,657	2,650	790	801	799
All Overnight	6,146	6,510	6,474	2,213	2,357	2,344

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,244	1,384	1,371	509	566	561
Private Home	235	241	240	91	93	93
Other Overnight	698	707	705	210	213	212
All Overnight	2,177	2,332	2,316	810	872	866

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

Eastern Oregon Travel Impacts and Visitor Volume

Travel Indicators

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$62,277
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.58

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$10,321
Additional employment if each resident household encouraged one additional overnight visitor	166

Visitor Shares

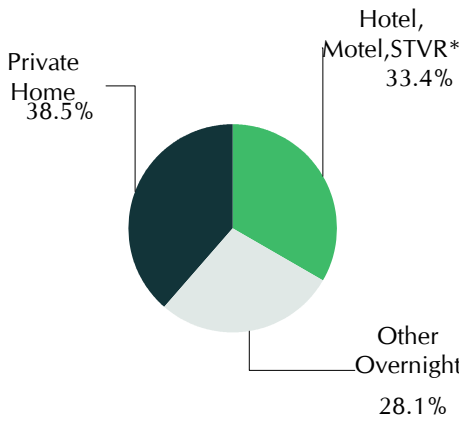
Travel Share of Total Employment (2016)*	5.5 %
Overnight Visitor Share of Resident Population (2017p)**	7.4 %

Overnight Visitor Spending and Volume

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

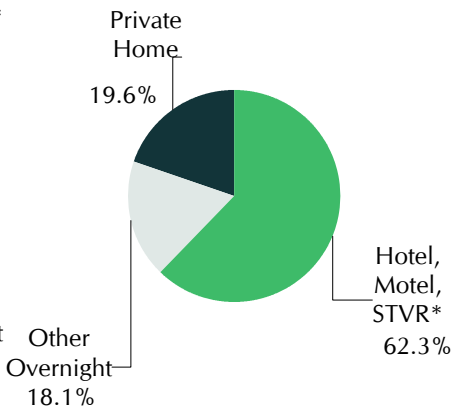
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares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

Person Nights



as a percent of total

Spending



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	852	1,688	171
Private Home	633	1,946	54
Other Overnight	398	1,420	50
All Overnight	1,882	5,054	274

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

**Eastern Oregon
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	316	335	346	349	352	383	8.9%	2.8%
Other	14	16	15	12	12	18	57.2%	3.6%
Visitor	302	319	330	336	340	365	7.2%	2.7%
Non-transportation	257	266	281	296	302	322	6.6%	3.3%
Transportation	45	54	50	41	38	43	12.0%	-0.7%
Earnings (\$M)								
Earnings (Current \$)	87	96	103	111	116	123	5.6%	5.0%
Employment (Jobs)								
Employment	5,050	5,310	5,470	5,600	5,710	5,930	3.8%	2.3%
Tax Revenue (\$M)								
Total (Current \$)	12	13	14	14	15	17	10.4%	5.2%
Local	3	3	4	4	4	5	12.5%	5.4%
State	8	10	10	10	11	12	9.7%	5.2%

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

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

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

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

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

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

Eastern Oregon

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	307.4	302.1	319.2	330.4	336.5	340.4	365.0
Other Travel*	16.7	14.1	16.2	15.2	12.1	11.5	18.1
Total	324.1	316.2	335.4	345.7	348.6	351.9	383.1

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	64.0	63.5	64.2	70.1	76.8	80.3	89.4
Food Service	72.1	75.4	79.3	84.4	89.1	91.9	98.6
Food Stores	32.9	33.0	35.5	37.7	39.0	38.7	39.3
Local Tran. & Gas	53.1	45.4	53.6	49.3	40.8	38.2	43.0
Arts, Ent. & Rec.	48.4	47.7	48.8	50.0	51.6	52.2	54.6
Retail Sales	36.0	37.0	37.9	38.4	39.1	38.9	40.0
Visitor Air Tran.	0.8	0.0	0.0	0.6	0.1	0.2	0.0
Total	307.4	302.1	319.2	330.4	336.5	340.4	365.0

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	60.1	59.7	67.6	72.6	78.9	82.1	86.3
Arts, Ent. & Rec.	15.6	14.4	15.5	16.7	17.4	18.4	19.8
Retail**	10.3	10.3	10.8	11.4	11.9	12.2	12.9
Ground Tran.	1.4	1.4	1.5	1.6	1.7	1.8	2.0
Visitor Air Tran.	0.2	0.0	0.0	0.4	0.2	0.5	0.0
Other Travel*	0.8	1.1	0.7	0.9	1.1	1.0	1.6
Total	88.5	86.9	96.1	103.5	111.2	116.0	122.5

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	3,270	3,110	3,290	3,360	3,480	3,560	3,670
Arts, Ent. & Rec.	1,410	1,340	1,430	1,500	1,490	1,510	1,590
Retail**	520	500	500	510	520	530	550
Ground Tran.	50	50	50	50	50	50	50
Visitor Air Tran.	10	0	0	10	10	10	0
Other Travel*	50	50	40	50	50	60	70
Total	5,310	5,050	5,310	5,470	5,600	5,710	5,930

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	3.1	3.2	3.3	3.6	3.9	4.1	4.6
State Tax Receipts	8.7	8.5	9.8	10.0	10.4	11.0	12.1
Total	11.8	11.7	13.1	13.6	14.2	15.2	16.7

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

Eastern Oregon Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	307	302	319	330	340	365
All Overnight	231	226	237	246	254	274
Hotel, Motel, STVR*	141	135	140	145	154	171
Private Home	48	49	52	53	52	54
Other Overnight	43	42	45	48	49	50
Day Travel	76	76	82	85	86	91
Day Travel	76	76	82	85	86	91

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$248	\$492	\$101	\$201	2.5	2.0
Private Home	\$71	\$218	\$28	\$85	2.6	3.1
Other Overnight	\$118	\$419	\$35	\$125	3.4	3.6
All Overnight	\$147	\$385	\$54	\$146	2.7	2.6

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,584	1,583	1,688	646	645	688
Private Home	1,917	1,906	1,946	748	744	759
Other Overnight	1,414	1,435	1,420	420	426	422
All Overnight	4,915	4,924	5,054	1,814	1,815	1,869

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	800	799	852	326	326	347
Private Home	623	620	633	243	242	247
Other Overnight	396	401	398	118	120	119
All Overnight	1,819	1,820	1,882	687	687	713

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

Mt. Hood/Gorge Travel Impacts and Visitor Volume

Travel Indicators

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$83,165
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.67

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$8,846
Additional employment if each resident household encouraged one additional overnight visitor	106

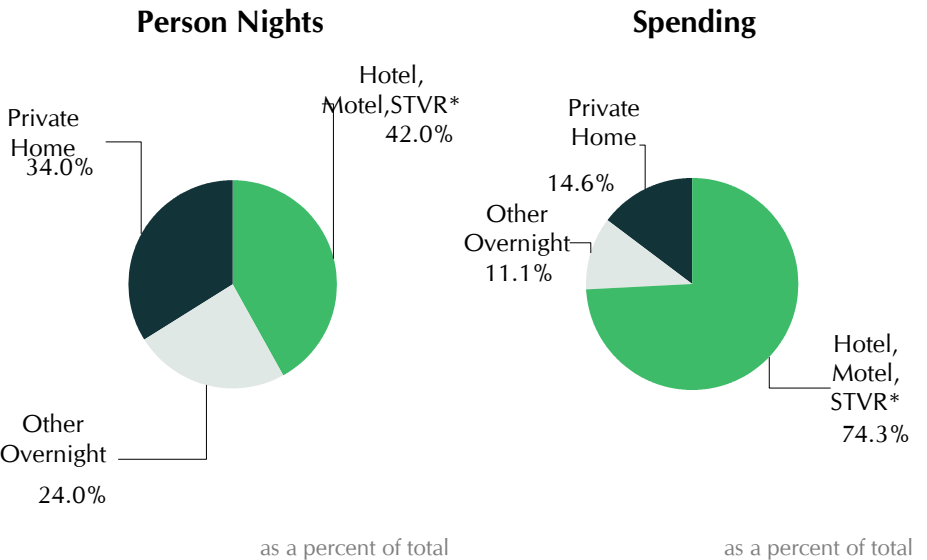
Visitor Shares

Travel Share of Total Employment (2016)*	6.7 %
Overnight Visitor Share of Resident Population (2017p)**	9.9 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	686	1,490	200
Private Home	349	1,204	39
Other Overnight	224	852	30
All Overnight	1,260	3,546	269

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

**Mt. Hood/Gorge
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	290	326	350	369	400	421	5.3%	5.5%
Other	15	17	17	16	17	15	-10.3%	0.3%
Visitor	275	309	333	352	383	406	6.0%	5.7%
Non-transportation	240	265	292	317	348	367	5.3%	6.3%
Transportation	35	43	41	35	35	39	12.4%	1.6%
Earnings (\$M)								
Earnings (Current \$)	77	85	97	106	117	125	6.2%	7.2%
Employment (Jobs)								
Employment	3,760	4,010	4,320	4,550	4,840	4,970	2.7%	4.1%
Tax Revenue (\$M)								
Total (Current \$)	11	12	14	15	17	19	8.7%	8.7%
Local	3	4	5	5	6	7	8.3%	10.4%
State	7	8	9	10	11	12	8.9%	7.9%

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

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

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

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

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

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

Mt. Hood/Gorge Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	281.1	274.9	308.9	333.0	352.4	383.0	405.9
Other Travel*	14.0	15.1	17.0	17.3	16.4	17.2	15.4
Total	295.0	290.0	325.9	350.4	368.8	400.2	421.3

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	53.0	51.9	59.6	70.2	80.4	94.5	102.0
Food Service	76.3	78.5	87.3	96.2	104.6	114.7	122.3
Food Stores	25.3	24.6	27.3	29.7	31.4	32.4	32.8
Local Tran. & Gas	40.6	34.9	43.4	41.0	35.0	34.6	38.9
Arts, Ent. & Rec.	38.3	37.4	39.7	42.2	44.7	47.8	49.7
Retail Sales	47.6	47.6	51.6	53.8	56.3	59.0	60.2
Total	281.1	274.9	308.9	333.0	352.4	383.0	405.9

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	51.7	50.4	57.0	65.6	72.3	80.6	87.0
Arts, Ent. & Rec.	13.1	12.0	12.8	14.5	15.5	17.0	18.1
Retail**	9.5	9.3	10.1	11.0	11.8	12.7	13.4
Ground Tran.	1.1	1.1	1.2	1.4	1.5	1.7	1.9
Other Travel*	3.2	4.0	4.2	4.6	4.8	5.3	4.3
Total	78.7	76.8	85.4	97.0	105.8	117.3	124.6

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	2,650	2,460	2,680	2,910	3,060	3,260	3,370
Arts, Ent. & Rec.	830	740	740	790	860	920	950
Retail**	420	400	440	450	470	490	510
Ground Tran.	40	40	40	40	40	50	50
Other Travel*	90	110	110	110	110	120	90
Total	4,040	3,760	4,010	4,320	4,550	4,840	4,970

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	3.3	3.4	3.9	4.6	5.1	6.3	6.8
State Tax Receipts	7.3	7.2	8.4	9.1	9.8	11.2	12.2
Total	10.6	10.5	12.3	13.8	14.9	17.4	19.0

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

Mt. Hood/Gorge Oregon Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	281	275	309	333	383	406
All Overnight	182	176	198	214	252	269
Hotel, Motel, STVR*	122	118	134	148	184	200
Private Home	32	33	36	37	38	39
Other Overnight	27	25	27	29	29	30
Day Travel	100	99	111	119	131	137
Day Travel	100	99	111	119	131	137

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$308	\$684	\$134	\$291	2.3	2.2
Private Home	\$78	\$279	\$33	\$113	2.4	3.6
Other Overnight	\$117	\$448	\$35	\$134	3.3	3.8
All Overnight	\$191	\$538	\$76	\$213	2.5	2.8

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,293	1,407	1,490	562	613	648
Private Home	1,184	1,203	1,204	489	500	502
Other Overnight	847	859	852	253	257	255
All Overnight	3,324	3,469	3,546	1,305	1,370	1,405

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	596	648	686	253	276	292
Private Home	344	349	349	138	140	141
Other Overnight	223	226	224	66	67	67
All Overnight	1,162	1,223	1,260	457	484	499

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

North Coast Travel Impacts and Visitor Volume

Travel Indicators

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$93,751
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.31

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$5,876
Additional employment if each resident household encouraged one additional overnight visitor	63

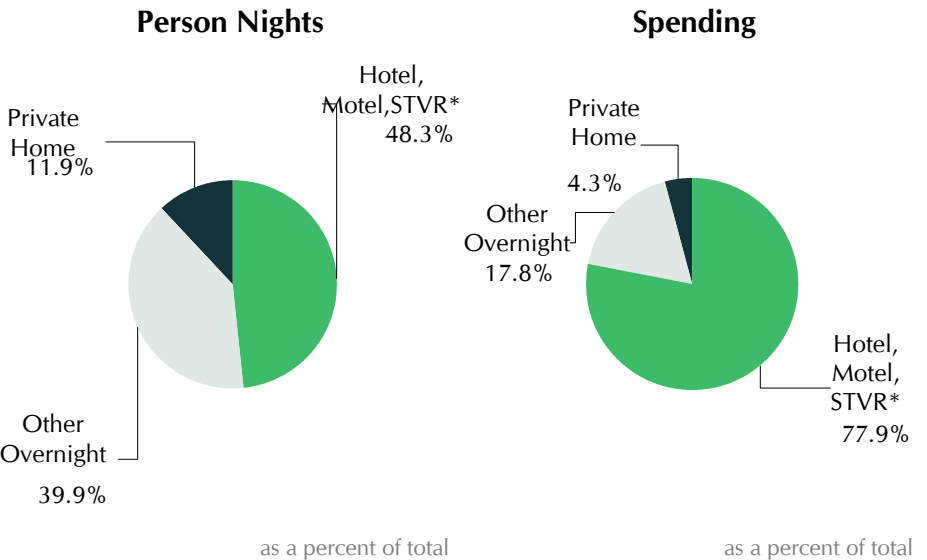
Visitor Shares

Travel Share of Total Employment (2016)*	21.5 %
Overnight Visitor Share of Resident Population (2017p)**	26.7 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,438	3,098	388
Private Home	227	763	21
Other Overnight	718	2,559	88
All Overnight	2,382	6,420	498

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

**North Coast
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	591	639	737	768	778	794	2.0%	4.3%
Other	17	19	6	5	4	4	11.9%	-18.4%
Visitor	574	620	731	763	774	790	2.0%	4.7%
Non-transportation	513	547	654	698	713	723	1.5%	5.0%
Transportation	61	73	78	66	62	67	7.8%	1.3%
Earnings (\$M)								
Earnings (Current \$)	174	185	208	225	237	255	7.9%	5.6%
Employment (Jobs)								
Employment	7,110	7,050	7,620	7,980	8,170	8,430	3.2%	2.5%
Tax Revenue (\$M)								
Total (Current \$)	22	24	28	30	32	34	6.3%	6.7%
Local	8	9	11	12	12	13	4.0%	7.2%
State	14	15	17	18	20	21	7.7%	6.4%

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

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

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

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

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

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

North Coast

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	585.6	574.0	619.6	731.2	763.3	774.3	789.6
Other Travel*	14.5	17.4	19.1	6.0	5.0	3.7	4.2
Total	600.1	591.4	638.7	737.3	768.3	778.0	793.8

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	128.9	128.6	138.4	164.7	182.4	190.3	197.9
Food Service	159.3	163.6	175.6	217.9	233.1	240.5	245.7
Food Stores	56.9	55.0	59.9	69.6	72.9	72.3	71.5
Local Tran. & Gas	72.1	60.8	72.8	77.7	65.7	61.8	66.5
Arts, Ent. & Rec.	82.1	79.8	82.6	97.3	101.5	102.2	102.0
Retail Sales	86.3	86.2	90.3	104.2	107.6	107.3	106.1
Total	585.6	574.0	619.6	731.2	763.3	774.3	789.6

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	123.6	121.3	130.4	153.7	167.3	176.5	193.5
Arts, Ent. & Rec.	28.1	25.7	26.0	27.6	29.1	30.8	31.5
Retail**	19.3	18.7	19.9	23.5	24.9	25.6	26.3
Ground Tran.	2.3	2.2	2.4	3.0	3.2	3.4	3.6
Other Travel*	4.1	5.8	6.1	0.7	0.7	0.2	0.2
Total	177.5	173.7	184.8	208.5	225.2	236.6	255.1

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	5,020	4,790	4,790	5,250	5,570	5,780	6,040
Arts, Ent. & Rec.	1,510	1,290	1,190	1,220	1,230	1,220	1,230
Retail**	940	880	910	1,030	1,070	1,080	1,050
Ground Tran.	80	70	80	90	90	90	90
Other Travel*	70	70	90	20	30	10	10
Total	7,620	7,110	7,050	7,620	7,980	8,170	8,430

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	7.8	7.8	8.5	10.6	12.0	12.3	12.8
State Tax Receipts	14.1	13.8	15.3	17.2	18.3	19.7	21.3
Total	21.9	21.6	23.9	27.8	30.3	32.0	34.0

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

North Coast Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	586	574	620	731	774	790
All Overnight	365	357	382	454	486	498
Hotel, Motel, STVR*	268	263	283	349	378	388
Private Home	19	18	20	21	21	21
Other Overnight	78	75	79	84	87	88
Day Travel	221	217	237	277	288	292
Day Travel	221	217	237	277	288	292

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$307	\$661	\$125	\$270	2.4	2.2
Private Home	\$73	\$244	\$28	\$94	2.6	3.4
Other Overnight	\$114	\$405	\$35	\$123	3.3	3.6
All Overnight	\$213	\$557	\$78	\$209	2.7	2.6

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	3,189	3,152	3,098	1,303	1,289	1,266
Private Home	748	750	763	289	290	295
Other Overnight	2,531	2,561	2,559	768	777	777
All Overnight	6,468	6,464	6,420	2,360	2,355	2,338

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,484	1,463	1,438	606	598	588
Private Home	222	223	227	86	86	88
Other Overnight	710	718	718	216	218	219
All Overnight	2,415	2,403	2,382	908	902	894

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

Oregon Coast Travel Impacts and Visitor Volume

Travel Indicators

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$87,612
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.26

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$22,174
Additional employment if each resident household encouraged one additional overnight visitor	253

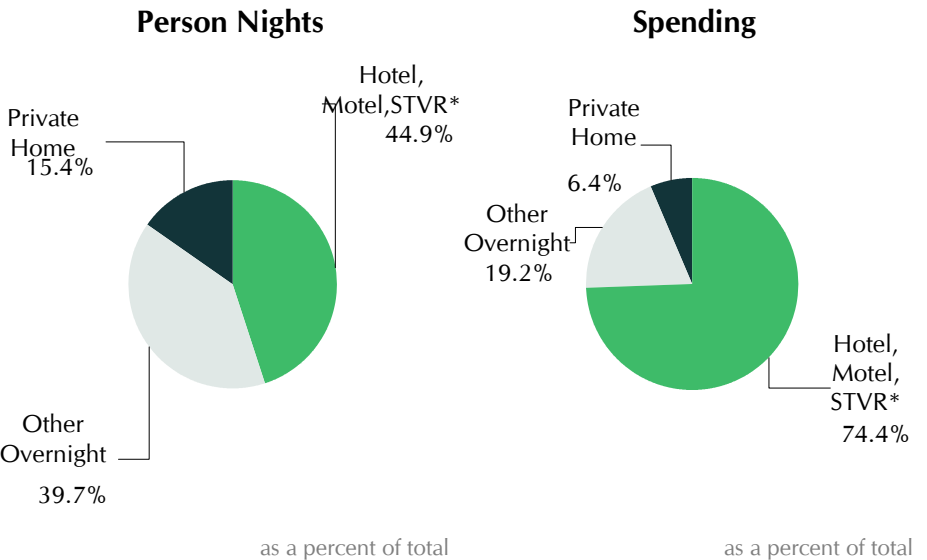
Visitor Shares

Travel Share of Total Employment (2016)*	18.5 %
Overnight Visitor Share of Resident Population (2017p)**	21.2 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	3,348	7,650	992
Private Home	728	2,624	86
Other Overnight	1,941	6,763	256
All Overnight	6,018	17,037	1,334

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

**Oregon Coast
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	1,500	1,592	1,801	1,872	1,943	1,985	2.2%	4.1%
Other	28	31	20	23	25	26	2.7%	-1.0%
Visitor	1,472	1,561	1,780	1,849	1,917	1,959	2.2%	4.2%
Non-transportation	1,291	1,347	1,562	1,664	1,740	1,768	1.6%	4.6%
Transportation	181	214	218	185	178	192	7.8%	0.8%
Earnings (\$M)								
Earnings (Current \$)	427	452	506	545	580	614	5.9%	5.3%
Employment (Jobs)								
Employment	19,690	19,670	20,830	21,540	22,320	22,710	1.7%	2.1%
Tax Revenue (\$M)								
Total (Current \$)	55	60	68	73	79	83	6.0%	6.1%
Local	20	20	24	27	28	30	4.5%	6.1%
State	36	40	43	46	50	54	6.9%	6.0%

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

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

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

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

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

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

Oregon Coast

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	1,525.1	1,472.2	1,561.5	1,780.3	1,849.1	1,917.4	1,959.2
Other Travel*	25.6	28.0	30.9	20.4	22.7	25.4	26.1
Total	1,550.7	1,500.1	1,592.4	1,800.7	1,871.9	1,942.8	1,985.4
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	340.0	334.7	350.9	402.6	445.7	468.9	489.5
Food Service	386.9	393.3	413.4	498.2	532.4	566.6	579.3
Food Stores	152.4	146.4	157.1	178.7	186.7	188.7	186.3
Local Tran. & Gas	215.0	178.6	211.1	215.4	180.7	174.2	188.7
Arts, Ent. & Rec.	216.9	208.2	212.1	242.3	252.2	262.2	261.8
Retail Sales	209.6	208.1	213.9	240.0	247.5	253.2	250.5
Visitor Air Tran.	4.4	2.9	2.9	3.0	4.0	3.6	3.0
Total	1,525.1	1,472.2	1,561.5	1,780.3	1,849.1	1,917.4	1,959.2
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	304.1	294.7	313.9	360.6	391.1	416.5	446.4
Arts, Ent. & Rec.	71.3	64.4	65.8	67.5	71.0	74.6	76.3
Retail**	49.6	47.7	49.9	57.5	60.9	64.0	65.7
Ground Tran.	5.7	5.4	5.8	7.0	7.5	8.3	8.7
Visitor Air Tran.	1.6	1.7	2.1	2.8	3.3	3.6	3.6
Other Travel*	11.9	13.4	14.9	10.5	11.5	12.8	13.3
Total	444.2	427.4	452.5	506.0	545.3	579.8	614.1
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	13,710	12,850	12,860	13,730	14,330	14,900	15,350
Arts, Ent. & Rec.	4,430	4,070	3,970	4,010	4,000	4,090	4,050
Retail**	2,410	2,260	2,280	2,540	2,620	2,690	2,680
Ground Tran.	190	180	180	210	220	230	230
Visitor Air Tran.	40	30	40	50	60	60	60
Other Travel*	320	300	340	290	320	350	340
Total	21,110	19,690	19,670	20,830	21,540	22,320	22,710
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	18.3	19.5	20.1	24.3	27.3	28.3	29.6
State Tax Receipts	37.2	35.7	39.5	43.4	46.0	50.4	53.8
Total	55.6	55.2	59.6	67.7	73.3	78.7	83.4

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

Oregon Coast Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	1,525	1,472	1,561	1,780	1,917	1,959
All Overnight	1,030	990	1,042	1,191	1,298	1,334
Hotel, Motel, STVR*	724	696	729	863	962	992
Private Home	78	76	83	84	84	86
Other Overnight	227	218	230	244	252	256
Day Travel	496	482	520	589	619	626
Day Travel	496	482	520	589	619	626

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$317	\$725	\$130	\$296	2.4	2.3
Private Home	\$84	\$304	\$33	\$117	2.6	3.6
Other Overnight	\$126	\$440	\$38	\$132	3.3	3.5
All Overnight	\$216	\$597	\$78	\$222	2.8	2.8

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	7,455	7,751	7,650	3,049	3,170	3,129
Private Home	2,595	2,619	2,624	1,006	1,015	1,017
Other Overnight	6,703	6,796	6,763	2,011	2,038	2,030
All Overnight	16,753	17,166	17,037	6,067	6,223	6,175

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	3,514	3,646	3,348	1,437	1,491	1,369
Private Home	756	727	728	292	281	282
Other Overnight	1,973	1,999	1,941	592	600	582
All Overnight	6,242	6,372	6,018	2,322	2,372	2,233

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

Portland Region Travel Impacts and Visitor Volume

Travel Indicators

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$124,167
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6.68

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$263,094
Additional employment if each resident household encouraged one additional overnight visitor	2,119

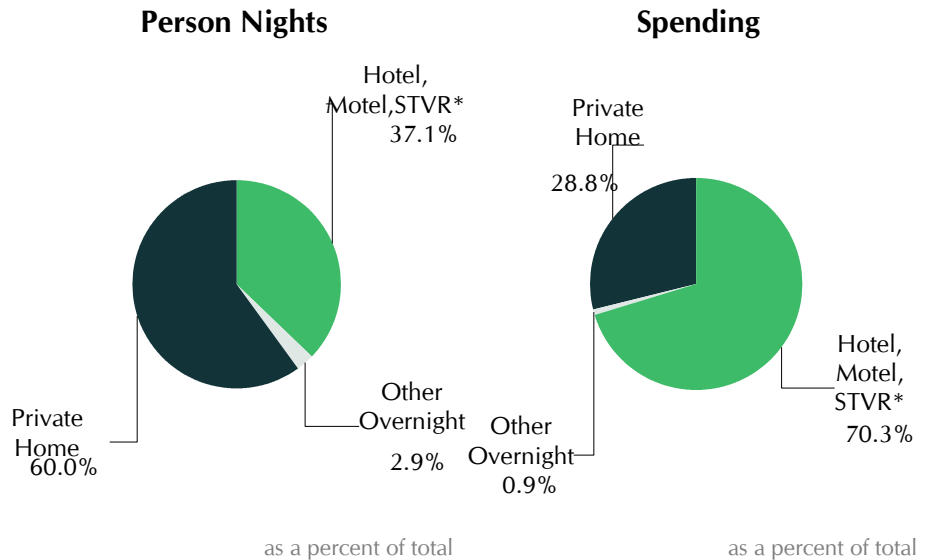
Visitor Shares

Travel Share of Total Employment (2016)*	2.3 %
Overnight Visitor Share of Resident Population (2017p)**	4.1 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	4,085	9,806	2,324
Private Home	4,342	15,844	952
Other Overnight	197	778	30
All Overnight	8,624	26,429	3,306

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

Portland Region
Direct Travel Impacts, 2010-2017p

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	3,639	4,076	4,418	4,672	4,867	5,129	5.4%	5.0%
Other	1,025	1,079	1,142	1,181	1,223	1,297	6.0%	3.4%
Visitor	2,614	2,997	3,276	3,490	3,644	3,833	5.2%	5.6%
Non-transportation	1,628	1,913	2,102	2,286	2,447	2,575	5.2%	6.8%
Transportation	986	1,084	1,174	1,204	1,197	1,258	5.1%	3.5%
Earnings (\$M)								
Earnings (Current \$)	808	931	1,039	1,134	1,239	1,328	7.2%	7.4%
Employment (Jobs)								
Employment	26,700	29,400	31,490	32,830	34,510	35,280	2.2%	4.1%
Tax Revenue (\$M)								
Total (Current \$)	140	169	198	222	236	256	8.2%	9.0%
Local	67	82	104	122	125	134	6.9%	10.3%
State	72	87	94	100	111	122	9.7%	7.8%

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

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

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

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

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

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

Portland Region

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	2,620.0	2,614.2	2,996.9	3,275.8	3,490.5	3,643.7	3,832.6
Other Travel*	1,001.1	1,024.8	1,079.3	1,142.1	1,181.4	1,222.9	1,296.7
Total	3,621.1	3,639.0	4,076.2	4,417.9	4,671.9	4,866.6	5,129.3

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	514.9	471.5	607.3	705.1	811.1	886.2	943.5
Food Service	530.5	563.4	646.6	706.6	756.8	814.8	866.3
Food Stores	108.9	109.2	124.5	134.2	141.1	144.3	146.7
Local Tran. & Gas	472.0	426.1	512.6	529.2	497.9	483.7	522.9
Arts, Ent. & Rec.	177.3	177.8	195.9	205.5	214.6	226.0	234.1
Retail Sales	296.2	306.5	338.6	350.2	362.6	375.3	384.0
Visitor Air Tran.	520.4	559.7	571.4	645.1	706.3	713.5	735.0
Total	2,620.0	2,614.2	2,996.9	3,275.8	3,490.5	3,643.7	3,832.6

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	384.1	375.3	451.1	510.7	558.6	614.4	666.1
Arts, Ent. & Rec.	58.1	54.7	64.8	67.3	71.0	75.4	80.1
Retail**	55.0	55.2	61.6	66.2	70.5	75.1	79.7
Ground Tran.	36.1	33.4	37.9	42.0	46.2	47.2	50.6
Visitor Air Tran.	86.8	92.9	101.5	119.0	134.2	144.9	149.9
Other Travel*	193.4	196.5	214.2	233.7	253.7	281.5	301.8
Total	813.5	808.1	931.1	1,039.0	1,134.3	1,238.5	1,328.2

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	16,540	15,760	17,970	19,370	20,160	21,260	21,800
Arts, Ent. & Rec.	2,580	2,430	2,610	2,770	2,840	3,030	3,090
Retail**	2,140	2,080	2,250	2,340	2,390	2,450	2,560
Ground Tran.	1,340	1,170	1,280	1,340	1,420	1,360	1,410
Visitor Air Tran.	1,780	1,540	1,550	1,690	1,860	1,980	2,010
Other Travel*	4,310	3,710	3,740	3,980	4,160	4,430	4,410
Total	28,700	26,700	29,400	31,490	32,830	34,510	35,280

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	71.8	67.2	82.2	104.4	121.6	125.2	133.8
State Tax Receipts	73.9	72.3	86.9	93.5	100.4	111.3	122.0
Total	145.7	139.5	169.0	197.9	222.0	236.5	255.8

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

Portland Region Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	2,620	2,614	2,997	3,276	3,644	3,833
All Overnight	2,234	2,222	2,549	2,803	3,140	3,306
Hotel, Motel, STVR*	1,474	1,439	1,708	1,908	2,190	2,324
Private Home	732	757	813	866	920	952
Other Overnight	27	26	28	29	30	30
Day Travel	386	392	448	472	504	526
Day Travel	386	392	448	472	504	526

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$499	\$1,229	\$237	\$569	2.1	2.5
Private Home	\$118	\$441	\$60	\$219	2.0	3.7
Other Overnight	\$118	\$473	\$39	\$155	3.0	4.0
All Overnight	\$254	\$803	\$125	\$383	2.0	3.2

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	8,903	9,375	9,806	4,203	4,448	4,654
Private Home	15,394	15,709	15,844	7,795	7,999	8,089
Other Overnight	772	782	778	255	258	257
All Overnight	25,069	25,866	26,429	12,253	12,705	13,000

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	3,709	3,905	4,085	1,710	1,808	1,892
Private Home	4,219	4,305	4,342	2,086	2,137	2,159
Other Overnight	195	198	197	64	65	64
All Overnight	8,123	8,408	8,624	3,860	4,010	4,115

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

South Coast Travel Impacts and Visitor Volume

Travel Indicators

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$74,989
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.52

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$7,170
Additional employment if each resident household encouraged one additional overnight visitor	96

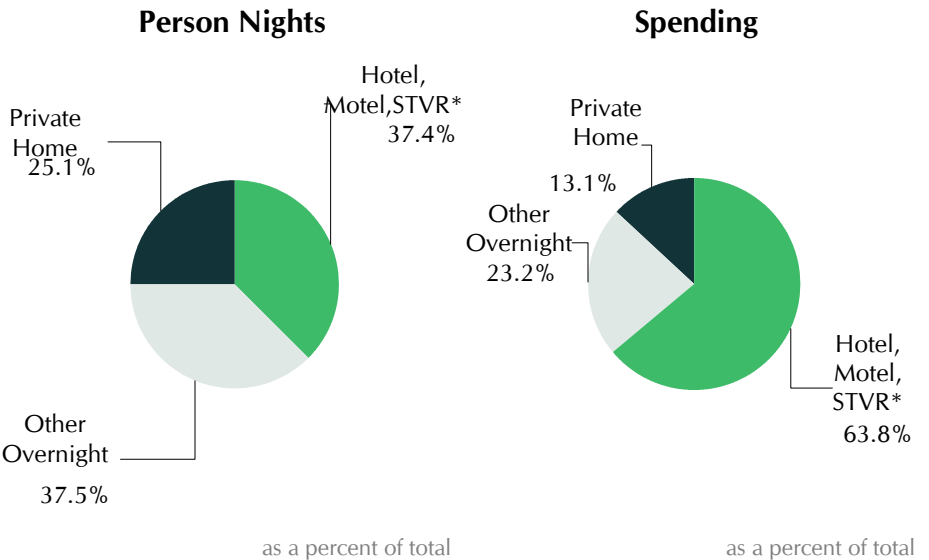
Visitor Shares

Travel Share of Total Employment (2016)*	12.7 %
Overnight Visitor Share of Resident Population (2017p)**	13.2 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	725	1,551	174
Private Home	302	1,038	36
Other Overnight	420	1,554	63
All Overnight	1,446	4,144	273

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

**South Coast
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	322	348	376	387	396	404	2.0%	3.3%
Other	9	9	8	7	7	7	9.4%	-3.1%
Visitor	313	339	368	380	389	396	1.8%	3.4%
Non-transportation	269	286	316	336	347	352	1.3%	3.9%
Transportation	44	53	52	45	42	45	5.9%	0.1%
Earnings (\$M)								
Earnings (Current \$)	92	98	109	118	126	130	3.8%	5.1%
Employment (Jobs)								
Employment	4,680	4,770	4,810	5,050	5,290	5,340	0.8%	1.9%
Tax Revenue (\$M)								
Total (Current \$)	10	11	12	12	13	14	5.7%	5.3%
Local	2	2	2	2	2	2	4.2%	3.7%
State	8	9	10	10	11	12	5.9%	5.6%

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

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

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

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

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

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

South Coast

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	337.1	312.7	339.1	368.1	380.3	389.2	396.3
Other Travel*	11.3	9.1	9.2	8.1	6.8	6.7	7.4
Total	348.5	321.9	348.3	376.2	387.1	395.9	403.7
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	67.6	63.0	68.4	74.1	81.9	86.7	90.5
Food Service	84.4	83.0	89.2	102.1	108.7	113.7	116.0
Food Stores	36.8	34.6	37.4	41.3	43.0	43.0	42.4
Local Tran. & Gas	51.3	41.3	49.7	48.7	40.7	38.5	41.6
Arts, Ent. & Rec.	51.1	47.7	49.6	54.1	56.0	57.4	57.3
Retail Sales	41.5	40.2	41.9	44.7	45.9	46.3	45.7
Visitor Air Tran.	4.4	2.9	2.9	3.0	4.0	3.6	3.0
Total	337.1	312.7	339.1	368.1	380.3	389.2	396.3
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	66.5	62.2	67.6	75.3	83.2	88.8	92.6
Arts, Ent. & Rec.	16.7	14.7	14.8	15.4	16.1	16.6	17.0
Retail**	11.0	10.3	11.0	12.1	12.8	13.3	13.6
Ground Tran.	1.3	1.2	1.3	1.5	1.6	1.7	1.8
Visitor Air Tran.	1.6	1.7	2.1	2.8	3.3	3.6	3.6
Other Travel*	1.8	2.0	1.6	1.4	1.3	1.5	1.8
Total	98.9	92.1	98.3	108.5	118.3	125.5	130.2
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	3,210	2,830	2,940	2,990	3,170	3,340	3,420
Arts, Ent. & Rec.	1,290	1,230	1,210	1,170	1,190	1,240	1,190
Retail**	530	490	490	530	550	560	570
Ground Tran.	40	40	40	50	50	50	50
Visitor Air Tran.	40	30	40	50	60	60	60
Other Travel*	60	60	40	40	40	50	50
Total	5,180	4,680	4,770	4,810	5,050	5,290	5,340
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	1.9	1.7	1.6	1.8	2.0	2.0	2.1
State Tax Receipts	8.7	8.1	9.2	9.8	10.3	11.2	11.8
Total	10.6	9.7	10.8	11.5	12.3	13.2	14.0

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

South Coast Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	337	313	339	368	389	396
All Overnight	233	214	231	250	266	273
Hotel, Motel, STVR*	142	128	140	155	168	174
Private Home	34	33	35	35	36	36
Other Overnight	57	53	56	60	63	63
Day Travel	105	99	108	118	123	124
Day Travel	105	99	108	118	123	124

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$273	\$586	\$112	\$240	2.4	2.1
Private Home	\$88	\$305	\$34	\$118	2.6	3.5
Other Overnight	\$139	\$515	\$41	\$150	3.4	3.7
All Overnight	\$182	\$508	\$66	\$188	2.8	2.8

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,547	1,571	1,551	634	644	635
Private Home	1,042	1,044	1,038	407	408	405
Other Overnight	1,550	1,577	1,554	452	460	453
All Overnight	4,139	4,192	4,144	1,494	1,511	1,494

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	723	734	725	296	301	297
Private Home	303	303	302	118	118	117
Other Overnight	418	426	420	122	124	123
All Overnight	1,444	1,463	1,446	536	543	536

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

Southern Oregon Travel Impacts and Visitor Volume

Travel Indicators

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$80,942
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.76

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$38,952
Additional employment if each resident household encouraged one additional overnight visitor	481

Visitor Shares

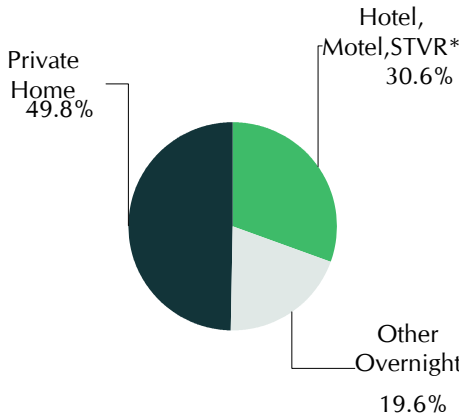
Travel Share of Total Employment (2016)*	4.8 %
Overnight Visitor Share of Resident Population (2017p)**	6.7 %

Overnight Visitor Spending and Volume

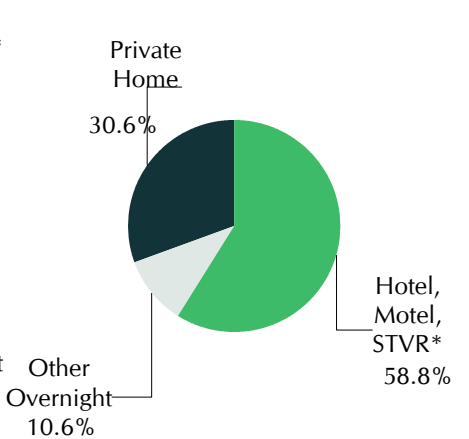
*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
 **Annual Overnight Visitor Days divided by (Resident Population) *365.

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

Person Nights



Spending



as a percent of total

as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,621	3,599	448
Private Home	1,645	5,871	232
Other Overnight	608	2,309	81
All Overnight	3,874	11,778	761

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

**Southern Oregon
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	864	924	956	976	1,002	1,059	5.7%	2.9%
Other	89	91	90	88	84	97	15.0%	1.2%
Visitor	775	833	866	888	917	962	4.8%	3.1%
Non-transportation	614	653	693	731	762	790	3.6%	3.7%
Transportation	160	181	173	157	155	172	10.8%	1.0%
Earnings (\$M)								
Earnings (Current \$)	212	227	251	268	284	307	8.0%	5.4%
Employment (Jobs)								
Employment	10,040	10,430	10,980	11,360	11,670	12,100	3.7%	2.7%
Tax Revenue (\$M)								
Total (Current \$)	31	34	37	39	42	46	8.6%	5.8%
Local	9	10	11	12	13	14	6.2%	6.2%
State	21	25	26	27	29	32	9.7%	5.6%

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

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

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

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

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

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

Southern Oregon

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	784.6	774.8	833.4	866.2	888.2	917.1	961.5
Other Travel*	90.3	89.3	90.6	90.1	87.7	84.5	97.2
Total	875.0	864.1	924.0	956.4	975.9	1,001.6	1,058.7

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	138.6	137.1	144.7	156.6	171.8	183.7	194.3
Food Service	185.9	193.9	208.7	225.8	239.1	252.4	265.3
Food Stores	75.2	74.1	80.6	85.8	89.3	89.8	90.0
Local Tran. & Gas	145.6	123.4	149.0	138.4	118.1	113.5	125.2
Arts, Ent. & Rec.	106.6	104.9	109.2	113.0	116.6	120.3	122.9
Retail Sales	102.3	104.5	109.4	111.5	114.2	115.9	117.3
Visitor Air Tran.	30.4	36.9	31.7	35.1	39.1	41.5	46.4
Total	784.6	774.8	833.4	866.2	888.2	917.1	961.5

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	140.8	138.9	150.2	168.4	181.3	195.1	212.6
Arts, Ent. & Rec.	37.2	34.4	35.3	38.1	39.6	41.2	43.1
Retail**	25.5	25.2	26.8	28.4	30.0	31.3	32.8
Ground Tran.	4.0	3.8	4.2	4.3	4.9	5.3	5.6
Visitor Air Tran.	2.3	2.2	2.4	2.8	3.0	3.2	3.5
Other Travel*	8.5	7.6	8.2	9.1	9.1	7.7	8.9
Total	218.3	212.2	227.1	251.2	267.9	283.8	306.5

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	6,900	6,470	6,770	7,200	7,520	7,800	8,090
Arts, Ent. & Rec.	2,340	2,040	2,070	2,150	2,160	2,210	2,300
Retail**	1,160	1,110	1,150	1,180	1,230	1,240	1,270
Ground Tran.	140	130	140	130	150	150	150
Visitor Air Tran.	70	60	60	60	60	70	70
Other Travel*	300	240	240	260	250	210	220
Total	10,910	10,040	10,430	10,980	11,360	11,670	12,100

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	9.1	9.4	9.8	11.2	12.4	13.4	14.2
State Tax Receipts	22.2	21.5	24.6	25.7	26.7	28.7	31.5
Total	31.3	30.8	34.4	36.8	39.1	42.2	45.8

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

Southern Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	785	775	833	866	917	962
All Overnight	619	610	653	679	722	761
Hotel, Motel, STVR*	350	340	366	384	419	448
Private Home	195	200	214	217	224	232
Other Overnight	74	70	73	78	80	81
Day Travel	166	165	180	187	195	201
Day Travel	166	165	180	187	195	201

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$298	\$666	\$124	\$276	2.4	2.2
Private Home	\$99	\$360	\$40	\$141	2.5	3.6
Other Overnight	\$118	\$449	\$35	\$133	3.4	3.8
All Overnight	\$168	\$508	\$65	\$196	2.6	3.0

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	3,396	3,488	3,599	1,415	1,456	1,504
Private Home	5,781	5,836	5,871	2,295	2,325	2,345
Other Overnight	2,299	2,335	2,309	681	692	684
All Overnight	11,476	11,660	11,778	4,391	4,472	4,533

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,529	1,571	1,621	633	651	672
Private Home	1,620	1,635	1,645	634	641	646
Other Overnight	606	615	608	179	182	180
All Overnight	3,755	3,821	3,874	1,446	1,474	1,498

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

Willamette Valley Travel Impacts and Visitor Volume

Travel Indicators

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$79,178
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.82

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$81,949
Additional employment if each resident household encouraged one additional overnight visitor	1,035

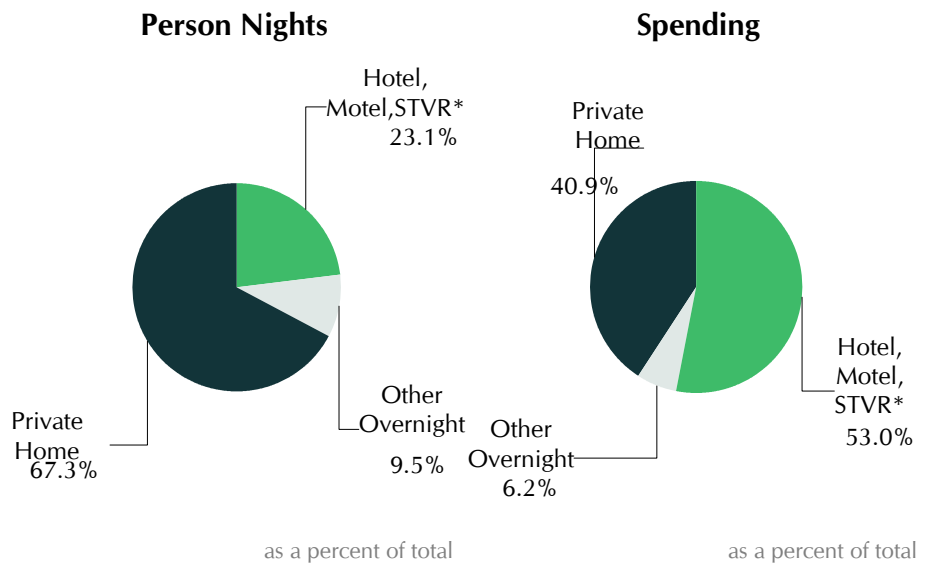
Visitor Shares

Travel Share of Total Employment (2016)*	3.2 %
Overnight Visitor Share of Resident Population (2017p)**	4.6 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	2,170	4,612	628
Private Home	3,957	13,420	484
Other Overnight	505	1,895	73
All Overnight	6,632	19,927	1,185

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

**Willamette Valley
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	1,480	1,640	1,712	1,741	1,816	1,883	3.7%	3.5%
Other	204	217	226	220	235	255	8.4%	3.2%
Visitor	1,276	1,423	1,486	1,521	1,581	1,629	3.0%	3.6%
Non-transportation	1,016	1,126	1,197	1,269	1,333	1,360	2.0%	4.3%
Transportation	260	297	289	252	248	269	8.3%	0.5%
Earnings (\$M)								
Earnings (Current \$)	349	385	421	457	494	522	5.7%	5.9%
Employment (Jobs)								
Employment	17,670	18,830	19,850	20,700	21,510	21,890	1.7%	3.1%
Tax Revenue (\$M)								
Total (Current \$)	50	59	63	68	74	79	6.7%	6.7%
Local	12	14	16	18	20	20	2.3%	8.2%
State	38	45	47	49	54	58	8.3%	6.3%

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

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

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

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

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

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

Willamette Valley

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	1,295.7	1,275.8	1,423.4	1,486.2	1,521.0	1,581.3	1,628.9
Other Travel*	190.1	204.2	216.7	226.2	219.9	234.9	254.6
Total	1,485.8	1,480.0	1,640.1	1,712.4	1,741.0	1,816.2	1,883.5

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	182.8	171.2	196.6	221.8	247.6	274.4	284.2
Food Service	306.0	317.9	357.5	385.2	409.7	434.7	448.5
Food Stores	127.0	125.6	140.7	148.8	155.3	156.6	156.3
Local Tran. & Gas	251.2	211.0	263.2	249.1	210.0	203.2	219.5
Arts, Ent. & Rec.	228.3	225.2	239.8	246.9	256.4	263.4	267.4
Retail Sales	172.8	176.3	191.7	194.6	199.6	203.9	203.5
Visitor Air Tran.	27.6	48.6	33.8	39.8	42.4	45.1	49.4
Total	1,295.7	1,275.8	1,423.4	1,486.2	1,521.0	1,581.3	1,628.9

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	204.0	198.2	224.3	248.0	272.4	295.2	315.1
Arts, Ent. & Rec.	81.8	76.7	74.5	78.1	81.9	85.6	88.9
Retail**	41.4	40.9	45.0	47.5	50.2	52.7	54.6
Ground Tran.	6.7	6.4	7.0	7.5	8.1	8.7	9.0
Visitor Air Tran.	1.6	1.3	1.4	1.7	1.9	2.1	2.1
Other Travel*	25.5	25.2	32.5	37.8	42.2	49.3	51.9
Total	360.9	348.7	384.6	420.7	456.6	493.6	521.7

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	10,540	9,820	10,640	11,290	11,830	12,270	12,570
Arts, Ent. & Rec.	5,250	4,860	4,920	5,090	5,210	5,440	5,530
Retail**	1,970	1,890	2,010	2,070	2,130	2,150	2,180
Ground Tran.	240	220	230	230	240	250	240
Visitor Air Tran.	60	40	30	40	40	50	50
Other Travel*	920	850	990	1,130	1,240	1,350	1,320
Total	18,990	17,670	18,830	19,850	20,700	21,510	21,890

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	13.0	11.7	13.6	16.1	18.2	19.9	20.4
State Tax Receipts	39.4	38.0	45.2	46.9	49.3	53.7	58.1
Total	52.4	49.7	58.8	63.0	67.5	73.6	78.5

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

Willamette Valley Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	1,296	1,276	1,423	1,486	1,581	1,629
All Overnight	934	915	1,022	1,073	1,150	1,185
Hotel, Motel, STVR*	457	433	500	542	609	628
Private Home	410	419	456	461	469	484
Other Overnight	67	62	66	70	72	73
Day Travel	362	361	401	413	432	444
Day Travel	362	361	401	413	432	444

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$326	\$698	\$136	\$289	2.4	2.1
Private Home	\$91	\$312	\$36	\$122	2.5	3.4
Other Overnight	\$130	\$488	\$38	\$144	3.4	3.8
All Overnight	\$151	\$455	\$59	\$179	2.5	3.0

Overnight Visitor Volume, 2015-2017p

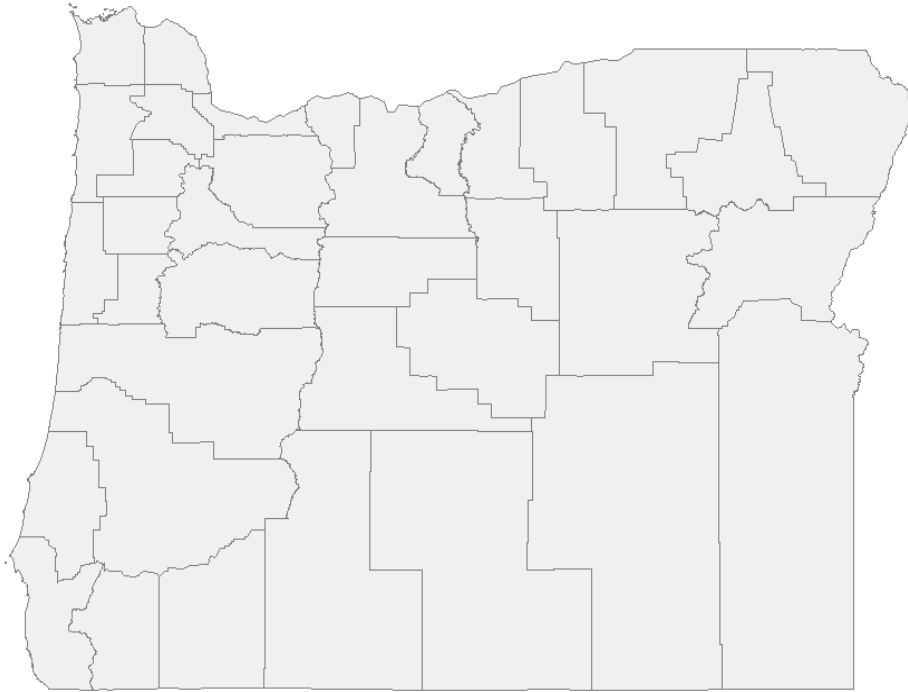
	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	4,484	4,651	4,612	1,869	1,942	1,929
Private Home	13,167	13,379	13,420	5,219	5,316	5,344
Other Overnight	1,883	1,913	1,895	557	565	561
All Overnight	19,533	19,943	19,927	7,645	7,823	7,833

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	2,112	2,188	2,170	873	906	899
Private Home	3,881	3,943	3,957	1,521	1,547	1,554
Other Overnight	502	510	505	148	151	149
All Overnight	6,495	6,640	6,632	2,543	2,603	2,603

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

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IV. OREGON COUNTY TRAVEL IMPACTS



2017p Economic Impacts of Travel

	(\$Millions)		Earnings	Employment	Tax Revenue (\$000)		
	Spending				Local	State	Total
	Total	Visitor					
Baker	47.2	45.2	15.1	740	527	1,434	1,960
Benton	122.0	107.5	35.9	1,790	1,766	4,262	6,029
Clackamas	613.2	530.5	175.9	6,420	6,163	19,703	25,866
East Clackamas	141.5	131.5	41.7	1,560	1,348	4,049	5,397
West Clackamas	390.8	330.9	112.3	4,020	4,815	12,668	17,483
South Clackamas	80.9	68.1	21.9	840	0	2,986	2,986
Clatsop	561.1	556.1	177.9	6,220	11,147	15,350	26,498
Columbia	39.3	32.7	12.9	680	0	1,676	1,676
Coos	271.1	258.1	79.0	3,300	1,475	8,024	9,498
Crook	45.9	43.0	13.8	580	298	1,345	1,643
Curry	132.6	129.7	51.3	2,040	660	3,804	4,465
Deschutes	760.3	640.2	202.4	7,110	14,002	20,503	34,506
Douglas	237.5	223.6	70.5	3,170	1,401	7,167	8,569
East Douglas	177.3	164.3	52.0	2,350	1,172	5,608	6,780
West Douglas	60.2	59.3	18.4	820	229	1,559	1,789
Gilliam	4.5	4.3	1.1	50	0	131	131
Grant	11.2	10.3	3.0	180	89	347	436
Harney	18.8	17.8	6.5	330	313	555	868
Hood River	111.4	108.2	29.6	1,160	2,357	3,263	5,620
Jackson	582.3	446.5	153.2	5,630	9,629	15,728	25,357
Jefferson	52.5	49.4	17.5	1,010	674	1,820	2,494
Josephine	130.9	118.3	46.2	1,820	1,336	4,669	6,005
Klamath	153.9	142.2	51.9	2,080	1,962	5,110	7,071
Lake	14.3	13.3	3.3	220	130	425	555
Lane	954.6	676.0	274.7	10,790	12,994	25,711	38,705
East Lane	817.7	558.8	227.7	8,880	12,142	22,364	34,506
West Lane	136.9	117.2	46.9	1,910	852	3,347	4,199
Lincoln	590.8	578.7	162.0	6,130	13,605	15,845	29,450
Linn	143.6	127.7	37.0	1,800	1,216	5,103	6,319
Malheur	45.6	41.7	13.1	620	941	1,461	2,402
Marion	415.3	363.0	111.9	4,720	4,486	14,504	18,990
Morrow	15.8	14.4	4.1	190	6	520	526
Multnomah	3,956.8	2,012.1	972.0	23,020	113,992	81,841	195,832
East Multnomah	90.2	85.0	26.5	1,080	1,809	2,487	4,296
West Multnomah	3,866.5	1,927.1	945.5	21,950	112,183	79,354	191,537
Polk	177.8	167.2	51.3	2,190	0	4,457	4,457
Sherman	5.3	5.1	1.4	60	18	158	176
Tillamook	232.7	229.3	77.3	2,210	1,604	5,909	7,513
Umatilla	165.5	149.6	52.4	2,480	1,749	5,337	7,087
Union	35.2	31.9	12.3	620	608	1,162	1,770
Wallowa	30.9	30.0	12.8	630	391	901	1,292
Wasco	122.3	119.0	42.7	1,880	1,271	3,413	4,684
North Wasco	78.1	75.0	26.8	1,180	1,271	2,378	3,648
South Wasco	44.2	44.0	15.9	700	0	1,036	1,036
Washington	832.8	697.1	257.5	8,620	16,781	28,347	45,128
Wheeler	3.0	2.8	0.7	30	0	87	87
Yamhill	126.1	111.5	36.0	1,680	770	4,450	5,220

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

2017p Overnight Visitor Volume (thousands)

	Nights		Trips	
	Person	Party	Person	Party
Baker	656	233	244	89
Benton	1,432	559	646	254
Clackamas	7,430	3,465	2,670	1,211
Clatsop	3,871	1,466	1,717	666
Columbia	677	301	225	100
Coos	2,567	960	1,050	401
Crook	690	248	296	109
Curry	1,577	534	651	230
Deschutes	6,910	2,675	2,719	1,057
Douglas	2,465	892	930	343
Gilliam/Sherman	154	54	65	24
Gilliam	69	24	28	10
Grant	223	78	90	32
Harney	271	98	120	45
Hood River	1,021	389	438	170
Jackson	5,478	2,196	2,155	856
Jefferson	911	307	354	123
Josephine	1,898	714	716	273
Klamath	2,162	802	840	318
Lake	263	93	110	40
Lane	8,042	3,156	3,053	1,192
Lincoln	4,971	1,840	2,115	806
Linn	1,965	742	826	316
Malheur	657	251	301	117
Marion	5,436	2,068	2,007	771
Morrow	267	100	120	46
Multnomah	12,745	6,251	5,242	2,481
Polk	1,125	432	472	183
Sherman	85	30	37	14
Tillamook	2,549	872	1,086	385
Umatilla	1,735	667	811	316
Union	568	209	241	91
Wallowa	450	157	195	70
Wasco	1,177	431	546	206
Washington	8,680	4,298	3,184	1,532
Wheeler	72	24	27	9
Yamhill	1,706	667	776	306

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

Baker County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$61,535
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.34

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$962
Additional employment if each resident household encouraged one additional overnight visitor	16

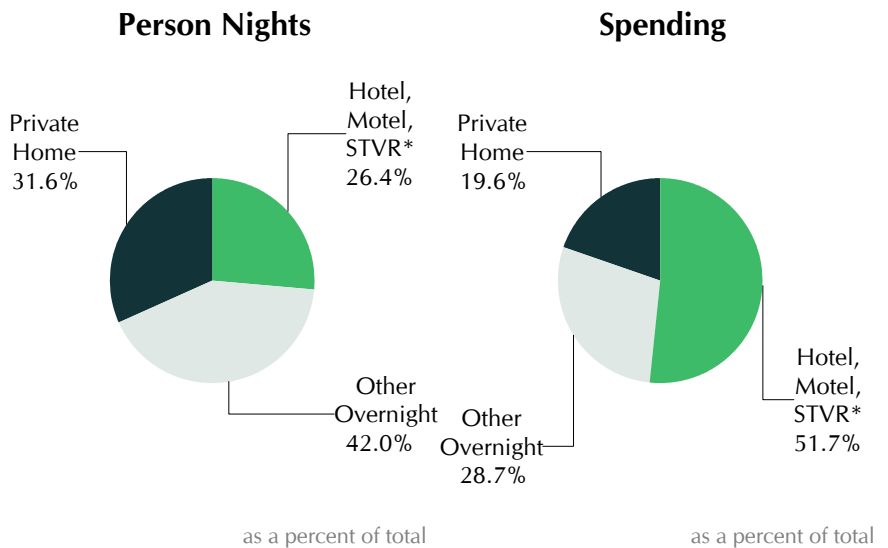
Visitor Shares

Travel Share of Total Employment (2016)*	8.3 %
Overnight Visitor Share of Resident Population (2017)**	11.3 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	91.7	173.4	17.3
Private Home	68.1	207.1	6.6
Other Overnight	83.9	275.4	9.6
All Overnight	243.7	656.0	33.5

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

Baker
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	41.7	43.3	43.6	44.0	45.0	47.2	4.9%	1.8%
Other	2.2	2.7	2.5	2.0	1.9	2.0	10.0%	-1.1%
Visitor	39.5	40.6	41.1	42.0	43.1	45.2	4.7%	2.0%
Non-transportation	34.5	34.9	36.1	37.8	39.1	40.7	4.1%	2.4%
Transportation	5.0	5.7	5.1	4.2	4.0	4.4	11.2%	-1.6%
Earnings (\$M)								
Earnings (Current \$)	10.9	11.6	12.3	12.9	13.7	15.1	10.0%	4.7%
Employment (Jobs)								
Employment	670	700	720	710	700	740	5.5%	1.3%
Tax Revenue (\$M)								
Total (Current \$)	1.5	1.6	1.6	1.7	1.8	2.0	10.6%	4.1%
Local	0.4	0.4	0.4	0.4	0.5	0.5	10.2%	3.9%
State	1.1	1.2	1.2	1.2	1.3	1.4	10.8%	4.2%

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

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

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

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

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

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

Baker County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	38.9	39.5	40.6	41.1	42.0	43.1	45.2
Other Travel*	2.8	2.2	2.7	2.5	2.0	1.9	2.0
Total	41.7	41.7	43.3	43.6	44.0	45.0	47.2

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	7.3	7.5	7.3	7.6	8.3	8.9	9.7
Arts, Ent. & Rec.	5.3	5.3	5.3	5.4	5.5	5.7	5.8
Food Service	10.2	10.8	11.2	11.6	12.3	12.8	13.5
Food Stores	4.6	4.7	5.0	5.3	5.5	5.5	5.5
Local Tran. & Gas	5.7	5.0	5.7	5.1	4.2	4.0	4.4
Retail Sales	5.8	6.0	6.1	6.1	6.2	6.2	6.3
Total	38.9	39.5	40.6	41.1	42.0	43.1	45.2

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	7.4	7.5	7.8	8.3	8.8	9.3	10.4
Arts, Ent. & Rec.	1.7	1.6	1.9	2.1	2.2	2.3	2.4
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	1.5	1.5	1.6	1.6	1.7	1.8	1.8
Total	10.9	10.9	11.6	12.3	12.9	13.7	15.1

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	430	400	390	400	400	390	420
Arts, Ent. & Rec.	180	180	220	220	220	210	220
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	80	80	80	80	80	90	90
Total	700	670	700	720	710	700	740

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.4	0.4	0.4	0.4	0.4	0.5	0.5
State Tax Receipts	1.1	1.1	1.2	1.2	1.2	1.3	1.4
Total	1.5	1.5	1.6	1.6	1.7	1.8	2.0

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

Baker County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	38.9	39.5	40.6	41.1	43.1	45.2
All Overnight	29.0	29.3	29.9	30.2	31.8	33.5
Hotel, Motel, STVR*	15.2	15.0	14.8	14.5	15.9	17.3
Private Home	5.8	6.0	6.4	6.5	6.4	6.6
Other Overnight	8.0	8.3	8.7	9.2	9.5	9.6
Day Travel	9.9	10.2	10.7	11.0	11.4	11.7
Day Travel	9.9	10.2	10.7	11.0	11.4	11.7

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$244	\$461	\$100	\$189	2.4	1.9
Private Home	\$83	\$252	\$32	\$97	2.6	3.0
Other Overnight	\$116	\$381	\$35	\$114	3.3	3.3
All Overnight	\$143	\$377	\$51	\$137	2.8	2.6

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	162	166	173	66	68	71
Private Home	206	206	207	79	79	79
Other Overnight	275	278	275	83	84	83
All Overnight	643	651	656	228	231	233

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	86	88	92	35	36	38
Private Home	68	68	68	26	26	26
Other Overnight	84	85	84	25	26	25
All Overnight	237	241	244	86	87	89

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

Benton County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$62,500
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.61

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,452
Additional employment if each resident household encouraged one additional overnight visitor	71

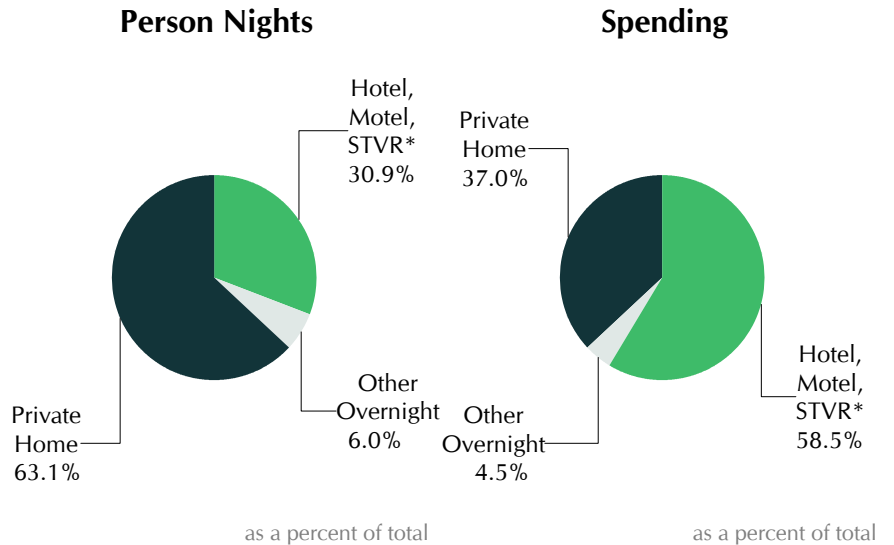
Visitor Shares

Travel Share of Total Employment (2016)*	3.5 %
Overnight Visitor Share of Resident Population (2017)**	4.3 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	266.0	442.4	46.1
Private Home	351.3	903.1	29.2
Other Overnight	28.7	86.2	3.5
All Overnight	645.9	1,431.7	78.9

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

Benton
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	99.1	114.3	115.3	116.9	118.0	122.0	3.4%	3.0%
Other	13.7	17.1	15.4	13.0	13.2	14.6	10.6%	0.9%
Visitor	85.4	97.2	99.9	103.9	104.8	107.5	2.5%	3.3%
Non-transportation	74.3	83.1	87.1	93.0	94.7	96.5	1.9%	3.8%
Transportation	11.1	14.0	12.8	10.9	10.1	10.9	8.2%	-0.1%
Earnings (\$M)								
Earnings (Current \$)	25.1	28.4	30.5	31.7	34.1	35.9	5.2%	5.2%
Employment (Jobs)								
Employment	1,460	1,590	1,600	1,700	1,750	1,790	2.3%	2.9%
Tax Revenue (\$M)								
Total (Current \$)	4.0	4.8	5.0	5.3	5.7	6.0	6.6%	5.9%
Local	1.2	1.3	1.5	1.6	1.7	1.8	2.7%	6.2%
State	2.9	3.5	3.6	3.7	3.9	4.3	8.3%	5.8%

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

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

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

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

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

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

Benton County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Destination Spending	83.1	85.4	97.2	99.9	103.9	104.8	107.5
Other Travel*	16.8	13.7	17.1	15.4	13.0	13.2	14.6
Total	99.8	99.1	114.3	115.3	116.9	118.0	122.0

Visitor Spending By Commodity Purchased (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accommodations	14.6	14.5	16.7	18.7	20.8	21.9	22.5
Arts, Ent. & Rec.	11.5	11.9	12.9	13.0	13.6	13.7	13.8
Food Service	22.5	24.6	27.9	29.4	31.5	32.3	33.3
Food Stores	8.7	9.0	10.1	10.5	11.0	10.8	10.9
Local Tran. & Gas	12.3	11.1	14.0	12.8	10.9	10.1	10.9
Retail Sales	13.5	14.4	15.6	15.6	16.1	16.0	16.0
Total	83.1	85.4	97.2	99.9	103.9	104.8	107.5

Industry Earnings Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	15.5	15.8	18.0	20.2	20.8	22.4	23.7
Arts, Ent. & Rec.	4.6	4.4	4.9	4.9	5.2	5.5	5.7
Ground Tran.	0.4	0.4	0.5	0.5	0.6	0.6	0.6
Other Travel*	1.6	1.3	1.6	1.3	1.4	1.8	1.9
Retail**	3.0	3.1	3.4	3.6	3.8	3.9	4.0
Total	25.0	25.1	28.4	30.5	31.7	34.1	35.9

Industry Employment Generated by Travel Spending (Jobs)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	850	800	870	940	960	990	1,000
Arts, Ent. & Rec.	450	440	480	430	500	510	530
Ground Tran.	10	10	20	20	20	20	20
Other Travel*	60	50	60	50	50	70	70
Retail**	160	160	170	170	170	170	170
Total	1,530	1,460	1,590	1,600	1,700	1,750	1,790

Tax Receipts Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	1.2	1.2	1.3	1.5	1.6	1.7	1.8
State Tax Receipts	2.9	2.9	3.5	3.6	3.7	3.9	4.3
Total	4.0	4.0	4.8	5.0	5.3	5.7	6.0

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

Benton County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	83.1	85.4	97.2	99.9	104.8	107.5
All Overnight	60.9	62.0	70.7	73.0	76.8	78.9
Hotel, Motel, STVR*	33.5	33.4	39.6	42.0	45.2	46.1
Private Home	24.3	25.7	28.0	27.7	28.2	29.2
Other Overnight	3.0	2.9	3.1	3.3	3.5	3.5
Day Travel	22.2	23.3	26.5	27.0	28.0	28.6
Day Travel	22.2	23.3	26.5	27.0	28.0	28.6

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$256	\$426	\$104	\$173	2.5	1.7
Private Home	\$83	\$213	\$32	\$83	2.6	2.6
Other Overnight	\$138	\$413	\$41	\$122	3.4	3.0
All Overnight	\$141	\$310	\$55	\$122	2.6	2.2

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	457	451	442	186	184	180
Private Home	892	889	903	349	347	353
Other Overnight	86	87	86	25	26	25
All Overnight	1,435	1,427	1,432	560	557	559

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	275	271	266	112	111	108
Private Home	347	346	351	136	135	137
Other Overnight	28	29	29	8	9	8
All Overnight	650	646	646	256	254	254

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

Clackamas County

County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$87,112
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.88

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$24,045
Additional employment if each resident household encouraged one additional overnight visitor	276

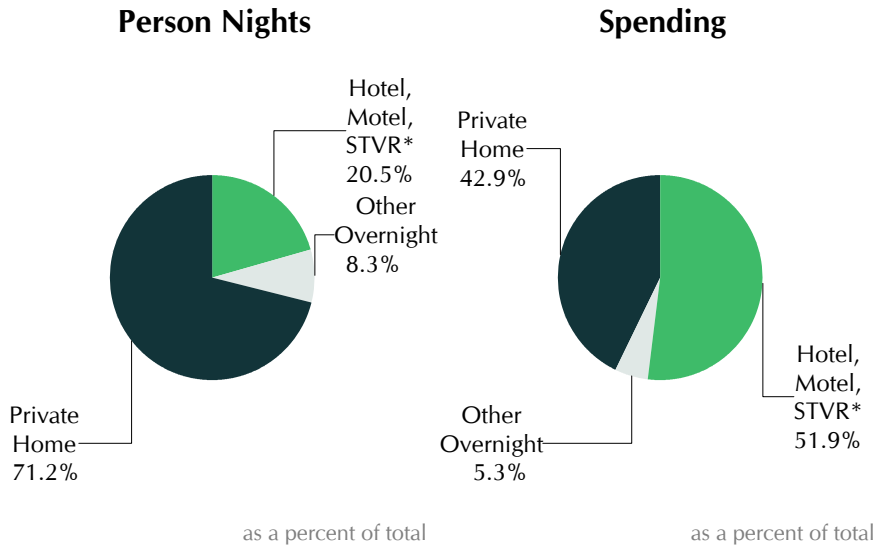
Visitor Shares

Travel Share of Total Employment (2016)*	2.8 %
Overnight Visitor Share of Resident Population (2017)**	4.9 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	767.8	1,523.5	212.0
Private Home	1,715.2	5,288.3	175.3
Other Overnight	186.7	617.9	21.5
All Overnight	2,669.7	7,429.7	408.8

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

Clackamas
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	460.1	529.1	551.6	563.0	596.0	613.2	2.9%	4.2%
Other	74.0	89.3	89.2	78.4	83.1	82.7	-0.5%	1.6%
Visitor	386.1	439.8	462.4	484.6	512.9	530.5	3.4%	4.6%
Non-transportation	337.3	380.4	405.5	433.7	462.0	475.3	2.9%	5.0%
Transportation	48.9	59.4	57.0	51.0	50.9	55.3	8.6%	1.8%
Earnings (\$M)								
Earnings (Current \$)	116.0	130.6	143.0	154.1	166.5	175.9	5.6%	6.1%
Employment (Jobs)								
Employment	5,180	5,530	5,820	6,020	6,270	6,420	2.4%	3.1%
Tax Revenue (\$M)								
Total (Current \$)	15.8	19.0	20.4	22.1	24.1	25.9	7.3%	7.3%
Local	3.2	3.9	4.6	5.4	5.9	6.2	4.3%	9.7%
State	12.6	15.1	15.8	16.6	18.2	19.7	8.3%	6.6%

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

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

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

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

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

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

Clackamas County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	405.7	386.1	439.8	462.4	484.6	512.9	530.5
Other Travel*	63.5	74.0	89.3	89.2	78.4	83.1	82.7
Total	469.1	460.1	529.1	551.6	563.0	596.0	613.2

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	66.8	58.5	72.0	79.5	90.9	101.8	106.2
Arts, Ent. & Rec.	47.6	45.3	49.0	50.9	53.1	55.7	56.6
Food Service	118.0	119.0	133.8	144.7	154.6	165.9	173.1
Food Stores	32.4	30.8	34.5	36.9	38.7	39.3	39.4
Local Tran. & Gas	56.2	48.9	59.4	57.0	51.0	50.9	55.3
Retail Sales	84.7	83.7	91.2	93.5	96.5	99.4	100.0
Total	405.7	386.1	439.8	462.4	484.6	512.9	530.5

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	77.0	72.0	82.4	89.2	97.5	103.7	113.4
Arts, Ent. & Rec.	16.5	14.8	16.0	18.7	19.7	21.3	22.2
Ground Tran.	4.3	4.1	4.6	5.0	5.3	5.9	6.4
Other Travel*	7.1	11.2	12.3	13.7	14.3	17.2	14.7
Retail**	14.6	13.9	15.3	16.3	17.3	18.4	19.2
Total	119.5	116.0	130.6	143.0	154.1	166.5	175.9

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	3,460	3,130	3,420	3,570	3,740	3,880	4,060
Arts, Ent. & Rec.	1,120	1,010	1,010	1,100	1,140	1,210	1,220
Ground Tran.	140	140	150	150	160	160	170
Other Travel*	250	350	350	390	390	410	330
Retail**	600	560	600	610	600	620	640
Total	5,580	5,180	5,530	5,820	6,020	6,270	6,420

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	3.8	3.2	3.9	4.6	5.4	5.9	6.2
State Tax Receipts	12.3	12.6	15.1	15.8	16.6	18.2	19.7
Total	16.1	15.8	19.0	20.4	22.1	24.1	25.9

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

Clackamas County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	405.7	386.1	439.8	462.4	512.9	530.5
All Overnight	310.6	293.0	335.0	352.6	394.1	408.8
Hotel, Motel, STVR*	147.1	133.1	158.4	169.6	202.5	212.0
Private Home	142.9	141.7	157.3	162.6	170.4	175.3
Other Overnight	20.6	18.2	19.3	20.5	21.2	21.5
Day Travel	95.1	93.2	104.8	109.8	118.8	121.7
Day Travel	95.1	93.2	104.8	109.8	118.8	121.7

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$295	\$605	\$139	\$276	2.1	2.0
Private Home	\$69	\$218	\$33	\$102	2.1	3.2
Other Overnight	\$113	\$374	\$35	\$115	3.2	3.3
All Overnight	\$118	\$338	\$55	\$153	2.1	2.9

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,413	1,496	1,524	663	705	719
Private Home	5,183	5,275	5,288	2,481	2,540	2,555
Other Overnight	613	621	618	190	192	191
All Overnight	7,209	7,392	7,430	3,333	3,437	3,465

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	712	754	768	324	344	351
Private Home	1,681	1,711	1,715	782	799	803
Other Overnight	185	188	187	57	58	57
All Overnight	2,578	2,653	2,670	1,163	1,201	1,211

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

Clatsop County

County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$89,577
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.77

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,479
Additional employment if each resident household encouraged one additional overnight visitor	39

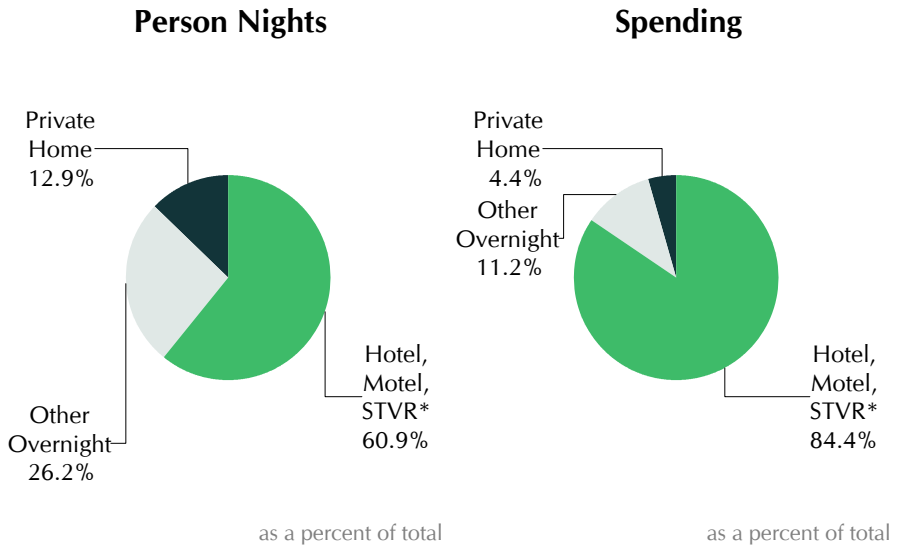
Visitor Shares

Travel Share of Total Employment (2016)*	24.3 %
Overnight Visitor Share of Resident Population (2017)**	27.1 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,246.4	2,357.5	302.7
Private Home	163.7	497.7	15.8
Other Overnight	307.0	1,015.6	40.2
All Overnight	1,717.0	3,870.9	358.7

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

Clatsop
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	405.2	439.3	516.4	539.1	550.6	561.1	1.9%	4.8%
Other	18.2	20.1	7.0	5.8	4.5	5.0	11.6%	-16.9%
Visitor	387.0	419.2	509.4	533.3	546.1	556.1	1.8%	5.3%
Non-transportation	345.6	369.7	454.4	486.7	502.0	508.7	1.3%	5.7%
Transportation	41.4	49.6	55.0	46.6	44.2	47.4	7.3%	1.9%
Earnings (\$M)								
Earnings (Current \$)	118.6	127.8	142.4	156.8	164.2	177.9	8.3%	6.0%
Employment (Jobs)								
Employment	5,010	5,090	5,470	5,800	5,980	6,220	4.0%	3.1%
Tax Revenue (\$M)								
Total (Current \$)	16.5	18.3	21.6	23.7	25.0	26.5	6.2%	7.0%
Local	6.8	7.5	9.3	10.5	10.7	11.1	3.9%	7.3%
State	9.7	10.9	12.3	13.2	14.2	15.4	7.9%	6.8%

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

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

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

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

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

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

Clatsop County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	397.1	387.0	419.2	509.4	533.3	546.1	556.1
Other Travel*	15.5	18.2	20.1	7.0	5.8	4.5	5.0
Total	412.7	405.2	439.3	516.4	539.1	550.6	561.1
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	94.6	93.2	100.9	122.6	136.1	141.3	146.8
Arts, Ent. & Rec.	51.6	49.8	51.8	62.6	65.5	67.1	66.8
Food Service	110.4	112.7	121.2	155.0	166.3	173.9	177.1
Food Stores	32.8	31.8	34.7	41.6	43.7	43.8	43.2
Local Tran. & Gas	49.2	41.4	49.6	55.0	46.6	44.2	47.4
Retail Sales	58.5	58.1	61.0	72.5	75.1	75.8	74.7
Total	397.1	387.0	419.2	509.4	533.3	546.1	556.1
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	85.3	83.0	90.4	105.7	118.0	123.8	136.5
Arts, Ent. & Rec.	18.4	16.7	17.3	18.8	19.8	21.0	21.5
Ground Tran.	1.5	1.5	1.6	2.1	2.2	2.4	2.5
Other Travel*	4.1	5.8	6.2	0.7	0.7	0.2	0.2
Retail**	12.0	11.6	12.4	15.1	16.1	16.8	17.1
Total	121.5	118.6	127.8	142.4	156.8	164.2	177.9
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	3,740	3,520	3,600	3,910	4,190	4,380	4,640
Arts, Ent. & Rec.	960	830	800	840	860	850	850
Ground Tran.	50	50	50	60	60	70	70
Other Travel*	70	70	90	30	30	10	10
Retail**	560	540	550	630	660	680	660
Total	5,390	5,010	5,090	5,470	5,800	5,980	6,220
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	6.8	6.8	7.5	9.3	10.5	10.7	11.1
State Tax Receipts	10.0	9.7	10.9	12.3	13.2	14.2	15.4
Total	16.7	16.5	18.3	21.6	23.7	25.0	26.5

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

Clatsop County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	397.1	387.0	419.2	509.4	546.1	556.1
All Overnight	254.1	246.7	265.9	324.1	350.2	358.7
Hotel, Motel, STVR*	205.3	198.9	214.7	270.5	295.2	302.7
Private Home	14.1	13.6	15.1	15.4	15.4	15.8
Other Overnight	34.7	34.2	36.1	38.2	39.6	40.2
Day Travel	143.0	140.3	153.3	185.3	195.9	197.4
Day Travel	143.0	140.3	153.3	185.3	195.9	197.4

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$314	\$594	\$128	\$243	2.4	1.9
Private Home	\$83	\$252	\$32	\$97	2.6	3.0
Other Overnight	\$130	\$430	\$40	\$131	3.3	3.3
All Overnight	\$245	\$538	\$93	\$209	2.6	2.2

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	2,371	2,401	2,358	970	982	964
Private Home	489	495	498	188	190	191
Other Overnight	1,006	1,018	1,016	307	311	310
All Overnight	3,866	3,914	3,871	1,465	1,483	1,466

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,253	1,270	1,246	513	519	510
Private Home	161	163	164	62	62	63
Other Overnight	304	308	307	93	94	94
All Overnight	1,718	1,740	1,717	667	676	666

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

Columbia County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$49,230
Employee Earnings generated by \$100 Visitor Spending	\$38
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.13

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,917
Additional employment if each resident household encouraged one additional overnight visitor	39

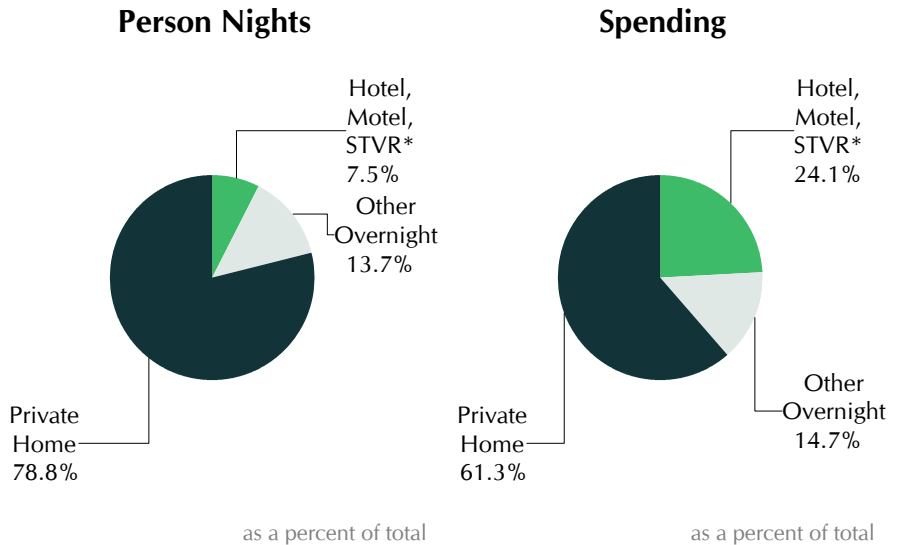
Visitor Shares

Travel Share of Total Employment (2016)*	3.7 %
Overnight Visitor Share of Resident Population (2017)**	3.6 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	25.0	50.9	5.2
Private Home	171.8	532.9	13.1
Other Overnight	28.4	92.8	3.1
All Overnight	225.1	676.6	21.4

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

Columbia
Direct Travel Impacts, 2010-2017p

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	33.7	37.6	38.4	36.9	37.3	39.3	5.1%	2.2%
Other	6.7	8.3	7.7	6.1	5.9	6.6	12.2%	-0.3%
Visitor	27.0	29.3	30.7	30.8	31.5	32.7	3.8%	2.8%
Non-transportation	23.8	25.4	27.1	27.8	28.6	29.5	3.2%	3.1%
Transportation	3.2	3.8	3.6	3.0	2.9	3.2	10.3%	-0.2%
Earnings (\$M)								
Earnings (Current \$)	8.2	9.3	10.0	10.6	11.3	12.9	13.7%	6.7%
Employment (Jobs)								
Employment	530	570	580	610	630	680	9.5%	3.7%
Tax Revenue (\$M)								
Total (Current \$)	1.1	1.3	1.4	1.4	1.5	1.7	13.0%	6.0%
State	1.1	1.3	1.4	1.4	1.5	1.7	13.0%	6.0%

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

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

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

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

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

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

Columbia County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Destination Spending	27.9	27.0	29.3	30.7	30.8	31.5	32.7
Other Travel*	8.5	6.7	8.3	7.7	6.1	5.9	6.6
Total	36.4	33.7	37.6	38.4	36.9	37.3	39.3

Visitor Spending By Commodity Purchased (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accommodations	2.8	2.5	2.6	2.7	3.1	3.2	3.3
Arts, Ent. & Rec.	3.8	3.7	3.8	4.0	4.0	4.1	4.2
Food Service	7.9	8.2	8.8	9.6	9.8	10.3	10.8
Food Stores	4.8	4.7	5.2	5.7	5.7	5.8	5.8
Local Tran. & Gas	3.7	3.2	3.8	3.6	3.0	2.9	3.2
Retail Sales	4.7	4.7	5.0	5.2	5.1	5.2	5.3
Total	27.9	27.0	29.3	30.7	30.8	31.5	32.7

Industry Earnings Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	4.5	5.2	6.2	6.7	7.3	8.0	9.4
Arts, Ent. & Rec.	1.4	1.3	1.3	1.3	1.3	1.2	1.3
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Other Travel*	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Retail**	1.3	1.2	1.3	1.5	1.5	1.5	1.6
Total	7.6	8.2	9.3	10.0	10.6	11.3	12.9

Industry Employment Generated by Travel Spending (Jobs)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	280	310	340	360	370	380	420
Arts, Ent. & Rec.	150	140	140	140	140	150	170
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	20	20	20	20	20	20	20
Retail**	60	60	60	70	70	70	70
Total	520	530	570	580	610	630	680

Tax Receipts Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
State Tax Receipts	1.1	1.1	1.3	1.4	1.4	1.5	1.7
Total	1.1	1.1	1.3	1.4	1.4	1.5	1.7

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

Columbia County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	27.9	27.0	29.3	30.7	31.5	32.7
All Overnight	18.6	17.8	19.3	20.1	20.7	21.4
Hotel, Motel, STVR*	5.0	4.4	4.5	4.4	5.0	5.2
Private Home	11.1	10.9	11.9	12.7	12.6	13.1
Other Overnight	2.6	2.5	2.8	3.0	3.1	3.1
Day Travel	9.2	9.1	10.0	10.6	10.8	11.2
Day Travel	9.2	9.1	10.0	10.6	10.8	11.2

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$240	\$491	\$101	\$207	2.4	2.0
Private Home	\$52	\$162	\$25	\$76	2.1	3.1
Other Overnight	\$110	\$363	\$34	\$111	3.2	3.3
All Overnight	\$71	\$214	\$32	\$95	2.2	3.0

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	50	50	51	21	21	21
Private Home	514	521	533	242	246	251
Other Overnight	92	94	93	28	29	29
All Overnight	656	665	677	291	296	301

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	24	25	25	10	10	11
Private Home	166	168	172	78	79	81
Other Overnight	28	29	28	9	9	9
All Overnight	218	221	225	97	98	100

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

Coos County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$81,129
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.68

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,522
Additional employment if each resident household encouraged one additional overnight visitor	56

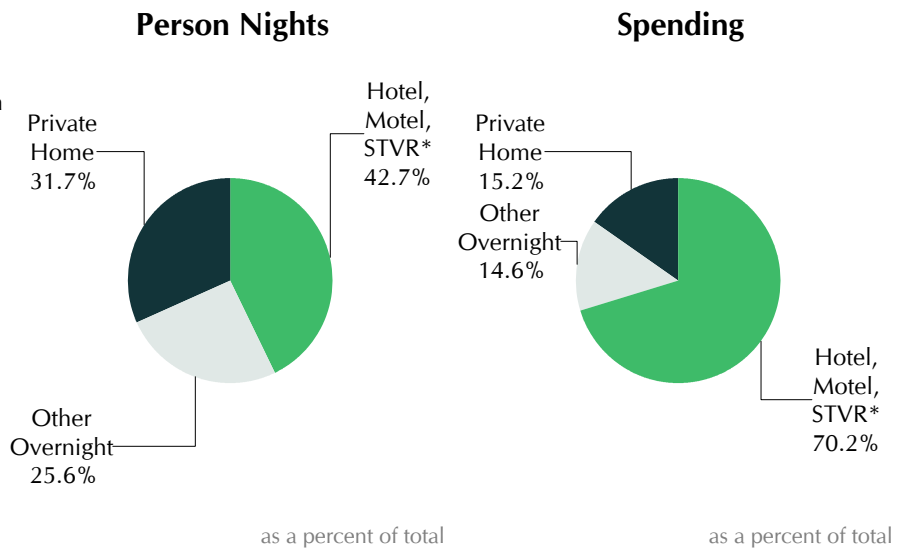
Visitor Shares

Travel Share of Total Employment (2016)*	10.5 %
Overnight Visitor Share of Resident Population (2017)**	11.0 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	579.7	1,096.4	121.2
Private Home	267.3	812.9	26.2
Other Overnight	203.4	657.6	25.3
All Overnight	1,050.4	2,567.0	172.7

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

Coos
Direct Travel Impacts, 2010-2017p

								Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17	
Total (Current \$)	210.8	230.7	252.6	260.1	265.5	271.1	2.1%	3.7%	
Other	14.8	15.6	14.3	13.4	12.7	13.0	2.4%	-1.9%	
Visitor	195.9	215.1	238.3	246.8	252.8	258.1	2.1%	4.0%	
Non-transportation	172.4	186.5	209.4	222.4	229.8	233.3	1.5%	4.4%	
Transportation	26.4	31.5	31.9	28.4	26.6	27.8	4.4%	0.7%	
Earnings (\$M)									
Earnings (Current \$)	56.3	60.4	66.6	72.0	76.5	79.0	3.3%	4.9%	
Employment (Jobs)									
Employment	2,940	3,030	3,030	3,140	3,280	3,300	0.4%	1.6%	
Tax Revenue (\$M)									
Total (Current \$)	6.5	7.3	7.9	8.4	9.0	9.5	5.6%	5.5%	
Local	1.1	1.1	1.2	1.4	1.4	1.5	4.1%	3.9%	
State	5.4	6.2	6.7	7.0	7.6	8.0	5.9%	5.8%	

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

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

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

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

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

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

Coos County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	213.0	195.9	215.1	238.3	246.8	252.8	258.1
Other Travel*	19.3	14.8	15.6	14.3	13.4	12.7	13.0
Total	232.3	210.8	230.7	252.6	260.1	265.5	271.1
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	44.7	40.7	45.3	50.1	55.5	58.8	61.5
Arts, Ent. & Rec.	35.9	33.1	34.8	38.4	39.8	40.7	40.6
Food Service	55.6	53.9	58.7	68.4	72.8	76.0	77.7
Food Stores	21.3	19.9	21.7	24.1	25.1	25.1	24.7
Local Tran. & Gas	29.6	23.5	28.6	28.9	24.4	23.0	24.8
Retail Sales	26.0	24.8	26.1	28.3	29.1	29.2	28.9
Visitor Air Tran.	4.4	2.9	2.9	3.0	4.0	3.6	3.0
Total	217.4	198.9	218.0	241.3	250.8	256.4	261.1
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	39.5	36.1	38.8	42.6	46.5	49.6	51.3
Arts, Ent. & Rec.	11.0	9.5	10.5	11.4	12.0	12.5	12.8
Ground Tran.	0.9	0.8	0.9	1.1	1.1	1.2	1.3
Other Travel*	3.5	3.8	3.8	4.3	4.8	5.2	5.5
Retail**	6.5	6.0	6.4	7.2	7.6	7.9	8.0
Total	61.3	56.3	60.4	66.6	72.0	76.5	79.0
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	2,010	1,700	1,750	1,770	1,860	1,950	2,000
Arts, Ent. & Rec.	840	830	870	820	830	860	820
Ground Tran.	30	30	30	30	30	30	30
Other Travel*	110	100	90	90	100	110	110
Retail**	310	280	290	310	320	330	330
Total	3,300	2,940	3,030	3,030	3,140	3,280	3,300
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	1.3	1.1	1.1	1.2	1.4	1.4	1.5
State Tax Receipts	5.9	5.4	6.2	6.7	7.0	7.6	8.0
Total	7.3	6.5	7.3	7.9	8.4	9.0	9.5

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

Coos County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	213.0	195.9	215.1	238.3	252.8	258.1
All Overnight	141.9	129.3	141.9	157.2	168.3	172.7
Hotel, Motel, STVR*	94.5	83.9	93.7	107.1	117.3	121.2
Private Home	24.6	24.2	25.7	26.0	25.8	26.2
Other Overnight	22.8	21.2	22.5	24.1	25.1	25.3
Day Travel	71.1	66.6	73.2	81.1	84.6	85.4
Day Travel	71.1	66.6	73.2	81.1	84.6	85.4

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$269	\$510	\$111	\$209	2.4	1.9
Private Home	\$83	\$253	\$32	\$98	2.6	3.1
Other Overnight	\$131	\$425	\$38	\$124	3.4	3.2
All Overnight	\$180	\$431	\$67	\$164	2.7	2.4

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,095	1,109	1,096	450	456	450
Private Home	815	816	813	319	319	317
Other Overnight	656	667	658	192	196	193
All Overnight	2,565	2,592	2,567	961	970	960

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	579	586	580	237	241	238
Private Home	268	268	267	104	104	103
Other Overnight	203	206	203	59	60	60
All Overnight	1,050	1,061	1,050	401	405	401

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

Crook County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$75,138
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.82

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,078
Additional employment if each resident household encouraged one additional overnight visitor	14

Visitor Shares

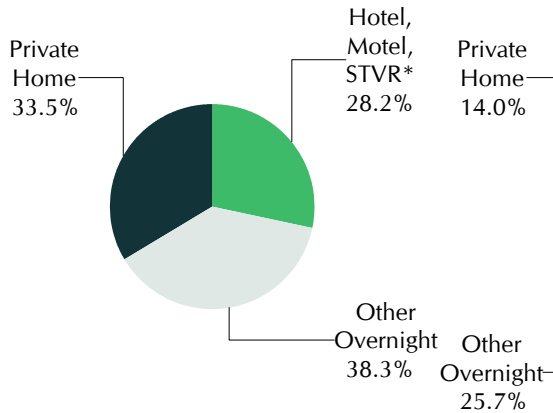
Travel Share of Total Employment (2016)*	6.0 %
Overnight Visitor Share of Resident Population (2017)**	8.1 %

Overnight Visitor Spending and Volume

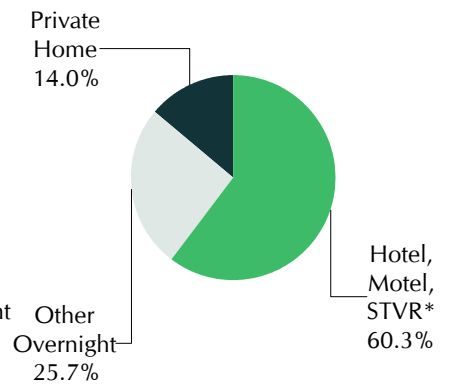
*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
 **Annual Overnight Visitor Days divided by (Resident Population) *365.

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

Person Nights



Spending



as a percent of total

as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	117.0	194.7	20.4
Private Home	89.9	231.0	4.7
Other Overnight	88.8	264.1	8.7
All Overnight	295.7	689.8	33.8

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

Crook
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	29.5	36.1	40.3	42.1	44.2	45.9	3.8%	6.5%
Other	2.9	3.5	3.3	2.7	2.6	2.9	12.8%	0.4%
Visitor	26.7	32.7	37.1	39.4	41.6	43.0	3.2%	7.0%
Non-transportation	24.1	29.3	33.8	36.5	38.8	39.9	2.8%	7.5%
Transportation	2.5	3.3	3.3	2.8	2.8	3.0	8.8%	2.5%
Earnings (\$M)								
Earnings (Current \$)	8.1	9.2	10.6	12.2	13.0	13.8	6.0%	7.9%
Employment (Jobs)								
Employment	460	490	510	570	580	580	-0.4%	3.4%
Tax Revenue (\$M)								
Total (Current \$)	0.9	1.2	1.3	1.4	1.5	1.6	7.9%	8.2%
Local	0.2	0.2	0.2	0.3	0.3	0.3	5.6%	7.8%
State	0.8	0.9	1.0	1.1	1.2	1.3	8.4%	8.2%

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

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

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

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

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

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

Crook County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	27.1	26.7	32.7	37.1	39.4	41.6	43.0
Other Travel*	3.9	2.9	3.5	3.3	2.7	2.6	2.9
Total	31.0	29.5	36.1	40.3	42.1	44.2	45.9

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	5.0	5.4	7.3	9.2	10.4	11.4	12.0
Arts, Ent. & Rec.	4.1	4.0	4.9	5.4	5.8	6.1	6.1
Food Service	6.8	7.0	8.5	9.7	10.5	11.2	11.6
Food Stores	4.6	4.2	4.7	5.1	5.4	5.5	5.5
Local Tran. & Gas	3.0	2.5	3.3	3.3	2.8	2.8	3.0
Retail Sales	3.6	3.6	4.0	4.3	4.5	4.6	4.6
Total	27.1	26.7	32.7	37.1	39.4	41.6	43.0

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	6.1	5.4	5.9	7.1	8.4	9.1	9.7
Arts, Ent. & Rec.	1.7	1.6	2.0	2.0	2.2	2.3	2.4
Ground Tran.	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	1.0	1.0	1.1	1.2	1.3	1.3	1.4
Total	9.1	8.1	9.2	10.6	12.2	13.0	13.8

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	270	230	230	250	290	300	310
Arts, Ent. & Rec.	190	180	200	190	210	210	200
Ground Tran.	0	0	0	10	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	50	50	50	50	60	60	60
Total	530	460	490	510	570	580	580

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.2	0.2	0.2	0.2	0.3	0.3	0.3
State Tax Receipts	0.9	0.8	0.9	1.0	1.1	1.2	1.3
Total	1.0	0.9	1.2	1.3	1.4	1.5	1.6

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

Crook County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	27.1	26.7	32.7	37.1	41.6	43.0
All Overnight	20.3	20.2	25.1	28.9	32.7	33.8
Hotel, Motel, STVR*	7.7	9.1	13.1	16.4	19.5	20.4
Private Home	4.3	3.9	4.3	4.2	4.6	4.7
Other Overnight	8.3	7.2	7.7	8.3	8.6	8.7
Day Travel	6.7	6.5	7.6	8.2	8.9	9.2
Day Travel	6.7	6.5	7.6	8.2	8.9	9.2

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$257	\$427	\$105	\$174	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$111	\$328	\$33	\$98	3.4	3.0
All Overnight	\$136	\$309	\$49	\$114	2.8	2.3

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	184	194	195	75	79	79
Private Home	220	228	231	86	89	90
Other Overnight	261	265	264	77	79	78
All Overnight	666	687	690	239	247	248

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	111	116	117	45	47	48
Private Home	86	89	90	33	35	35
Other Overnight	88	89	89	26	27	26
All Overnight	284	294	296	105	109	109

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

Curry County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$63,838
Employee Earnings generated by \$100 Visitor Spending	\$39
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.44

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,504
Additional employment if each resident household encouraged one additional overnight visitor	24

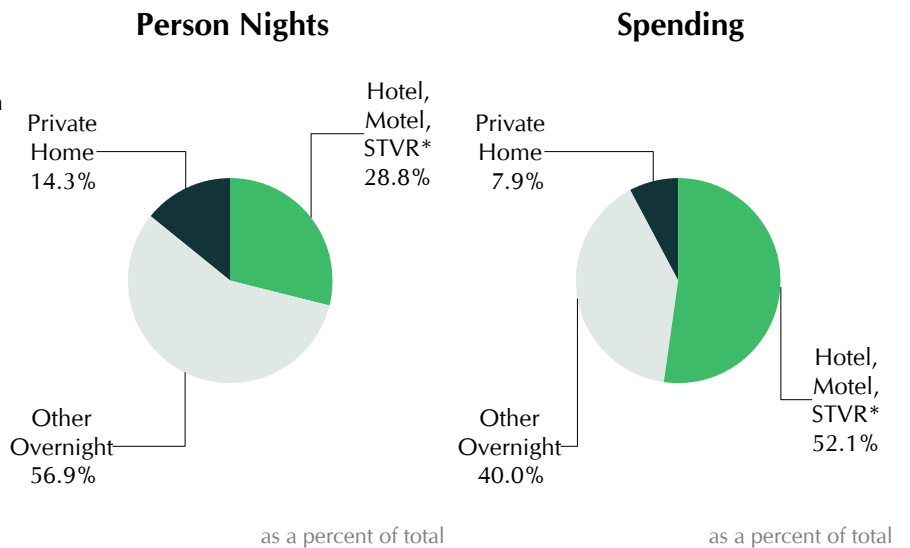
Visitor Shares

Travel Share of Total Employment (2016)*	19.2 %
Overnight Visitor Share of Resident Population (2017)**	19.1 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	273.3	454.6	48.3
Private Home	87.7	225.4	7.3
Other Overnight	290.3	896.7	37.1
All Overnight	651.2	1,576.7	92.7

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

Curry
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	111.1	117.7	123.6	127.0	130.4	132.6	1.7%	2.6%
Other	3.1	3.8	3.5	2.8	2.6	2.9	9.8%	-0.8%
Visitor	108.0	113.9	120.2	124.2	127.8	129.7	1.5%	2.6%
Non-transportation	96.1	99.9	106.9	113.1	117.2	118.4	1.0%	3.0%
Transportation	12.0	14.0	13.2	11.1	10.5	11.3	7.5%	-0.8%
Earnings (\$M)								
Earnings (Current \$)	35.7	37.9	41.9	46.3	49.1	51.3	4.5%	5.3%
Employment (Jobs)								
Employment	1,740	1,740	1,790	1,910	2,010	2,040	1.5%	2.3%
Tax Revenue (\$M)								
Total (Current \$)	3.2	3.5	3.7	3.9	4.2	4.5	5.8%	4.9%
Local	0.5	0.5	0.5	0.6	0.6	0.7	4.3%	3.2%
State	2.7	3.0	3.1	3.3	3.6	3.8	6.1%	5.2%

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

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

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

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

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

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

Curry County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	112.5	108.0	113.9	120.2	124.2	127.8	129.7
Other Travel*	3.7	3.1	3.8	3.5	2.8	2.6	2.9
Total	116.1	111.1	117.7	123.6	127.0	130.4	132.6

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	22.9	22.3	23.1	24.0	26.3	27.8	29.0
Arts, Ent. & Rec.	15.3	14.6	14.8	15.7	16.2	16.7	16.6
Food Service	28.8	29.1	30.5	33.7	35.8	37.6	38.3
Food Stores	15.5	14.7	15.8	17.2	17.9	18.0	17.6
Local Tran. & Gas	14.5	12.0	14.0	13.2	11.1	10.5	11.3
Retail Sales	15.5	15.3	15.7	16.4	16.9	17.1	16.8
Total	112.5	108.0	113.9	120.2	124.2	127.8	129.7

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	27.0	26.0	28.8	32.8	36.6	39.2	41.3
Arts, Ent. & Rec.	5.7	5.1	4.3	3.9	4.1	4.1	4.1
Ground Tran.	0.4	0.4	0.4	0.4	0.5	0.5	0.5
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	4.3	4.1	4.3	4.7	4.9	5.1	5.2
Total	37.6	35.7	37.9	41.9	46.3	49.1	51.3

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	1,200	1,130	1,190	1,220	1,310	1,400	1,420
Arts, Ent. & Rec.	450	400	340	340	360	380	380
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	210	190	190	210	220	220	220
Total	1,880	1,740	1,740	1,790	1,910	2,010	2,040

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.6	0.5	0.5	0.5	0.6	0.6	0.7
State Tax Receipts	2.8	2.7	3.0	3.1	3.3	3.6	3.8
Total	3.4	3.2	3.5	3.7	3.9	4.2	4.5

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

Curry County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	112.5	108.0	113.9	120.2	127.8	129.7
All Overnight	80.9	77.4	81.1	85.2	91.0	92.7
Hotel, Motel, STVR*	41.7	39.7	41.2	42.8	46.9	48.3
Private Home	6.3	6.5	7.1	7.1	7.2	7.3
Other Overnight	32.9	31.2	32.8	35.3	36.8	37.1
Day Travel	31.6	30.7	32.8	34.9	36.8	37.0
Day Travel	31.6	30.7	32.8	34.9	36.8	37.0

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$261	\$434	\$106	\$177	2.5	1.7
Private Home	\$83	\$213	\$32	\$83	2.6	2.6
Other Overnight	\$142	\$438	\$41	\$128	3.4	3.1
All Overnight	\$174	\$403	\$59	\$142	3.0	2.3

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	452	461	455	184	188	185
Private Home	226	228	225	88	89	88
Other Overnight	895	910	897	260	264	261
All Overnight	1,573	1,599	1,577	533	541	534

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	272	277	273	111	113	111
Private Home	88	89	88	34	35	34
Other Overnight	290	295	290	84	86	85
All Overnight	650	660	651	230	234	230

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

Deschutes County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$92,667
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.39

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$15,096
Additional employment if each resident household encouraged one additional overnight visitor	163

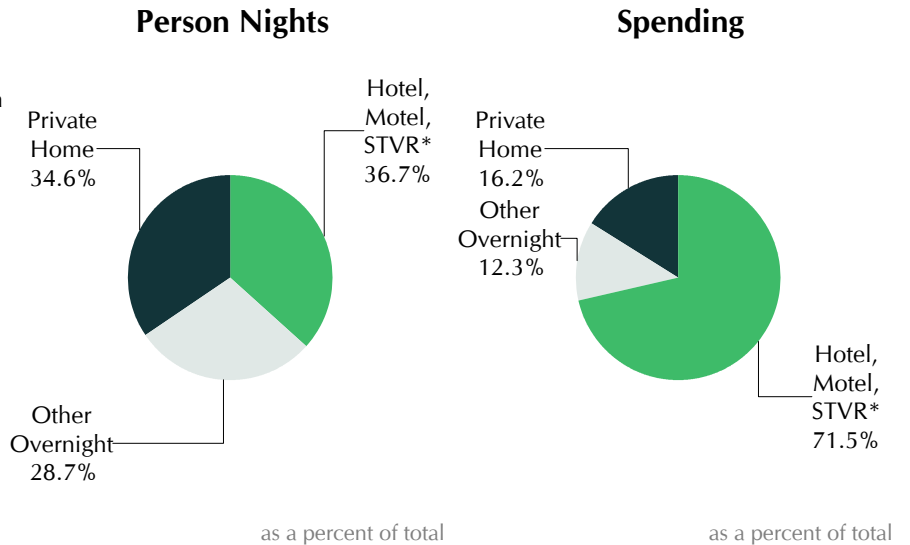
Visitor Shares

Travel Share of Total Employment (2016)*	5.8 %
Overnight Visitor Share of Resident Population (2017)**	10.0 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,341.9	2,538.2	386.2
Private Home	785.0	2,387.5	87.6
Other Overnight	591.7	1,984.2	66.7
All Overnight	2,718.6	6,909.9	540.5

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

Deschutes
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	510.8	557.0	622.8	663.7	715.8	760.3	6.2%	5.8%
Other	93.6	80.7	90.2	96.8	102.6	120.1	17.1%	3.6%
Visitor	417.2	476.3	532.5	566.9	613.3	640.2	4.4%	6.3%
Non-transportation	370.9	417.8	475.1	517.5	564.2	586.1	3.9%	6.8%
Transportation	72.8	77.2	81.3	78.7	80.7	92.9	15.1%	3.5%
Earnings (\$M)								
Earnings (Current \$)	117.5	131.5	154.7	175.5	187.5	202.4	7.9%	8.1%
Employment (Jobs)								
Employment	5,310	5,630	6,270	6,740	6,970	7,110	2.0%	4.2%
Tax Revenue (\$M)								
Total (Current \$)	18.9	22.0	25.5	28.4	31.9	34.5	8.0%	9.0%
Local	7.4	8.3	10.2	11.6	13.2	14.0	6.2%	9.6%
State	11.5	13.7	15.3	16.7	18.8	20.5	9.3%	8.6%

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

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

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

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

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

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

Deschutes County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	435.3	417.2	476.3	532.5	566.9	613.3	640.2
Other Travel*	77.5	93.6	80.7	90.2	96.8	102.6	120.1
Total	512.8	510.8	557.0	622.8	663.7	715.8	760.3
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	111.6	104.7	121.3	146.3	165.8	187.4	197.6
Arts, Ent. & Rec.	54.8	52.7	57.2	62.2	65.8	70.2	71.9
Food Service	116.0	117.8	133.5	152.1	165.5	181.3	189.7
Food Stores	38.8	37.1	41.8	46.1	48.8	50.3	50.8
Local Tran. & Gas	55.2	46.3	58.5	57.4	49.4	49.1	54.1
Retail Sales	59.0	58.6	64.0	68.4	71.6	75.0	76.1
Visitor Air Tran.	18.6	26.5	18.7	23.9	29.3	31.6	38.8
Total	453.9	443.7	495.0	556.5	596.2	644.9	679.0
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	85.9	81.9	93.9	111.0	128.5	136.5	148.9
Arts, Ent. & Rec.	18.9	17.0	17.3	21.1	22.6	23.7	24.9
Ground Tran.	1.8	1.7	2.0	2.2	2.4	2.8	3.0
Other Travel*	4.4	4.4	4.6	5.1	5.7	7.0	7.2
Retail**	13.0	12.4	13.8	15.2	16.4	17.6	18.5
Total	123.9	117.5	131.5	154.7	175.5	187.5	202.4
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	3,890	3,720	3,970	4,420	4,830	4,960	5,030
Arts, Ent. & Rec.	950	860	870	1,010	1,030	1,080	1,140
Ground Tran.	60	60	60	70	70	80	80
Other Travel*	150	140	140	150	160	200	200
Retail**	570	540	580	620	650	650	660
Total	5,620	5,310	5,630	6,270	6,740	6,970	7,110
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	7.7	7.4	8.3	10.2	11.6	13.2	14.0
State Tax Receipts	12.2	11.5	13.7	15.3	16.7	18.8	20.5
Total	19.9	18.9	22.0	25.5	28.4	31.9	34.5

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

Deschutes County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	435.3	417.2	476.3	532.5	613.3	640.2
All Overnight	363.5	347.0	396.4	445.4	517.0	540.5
Hotel, Motel, STVR*	238.7	226.1	263.5	305.0	368.6	386.2
Private Home	67.1	66.0	73.6	77.6	83.8	87.6
Other Overnight	57.8	54.9	59.3	62.9	64.6	66.7
Day Travel	71.7	70.2	79.9	87.1	96.3	99.7
Day Travel	71.7	70.2	79.9	87.1	96.3	99.7

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$363	\$693	\$152	\$288	2.4	1.9
Private Home	\$88	\$278	\$37	\$112	2.4	3.1
Other Overnight	\$107	\$361	\$34	\$113	3.2	3.4
All Overnight	\$202	\$511	\$78	\$199	2.6	2.5

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	2,344	2,527	2,538	977	1,055	1,064
Private Home	2,272	2,359	2,387	926	966	991
Other Overnight	1,942	1,960	1,984	607	612	621
All Overnight	6,558	6,846	6,910	2,510	2,632	2,675

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,239	1,336	1,342	513	554	558
Private Home	747	776	785	297	309	315
Other Overnight	579	585	592	181	182	185
All Overnight	2,566	2,696	2,719	991	1,045	1,057

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

Douglas County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$71,471
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.83

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$6,260
Additional employment if each resident household encouraged one additional overnight visitor	88

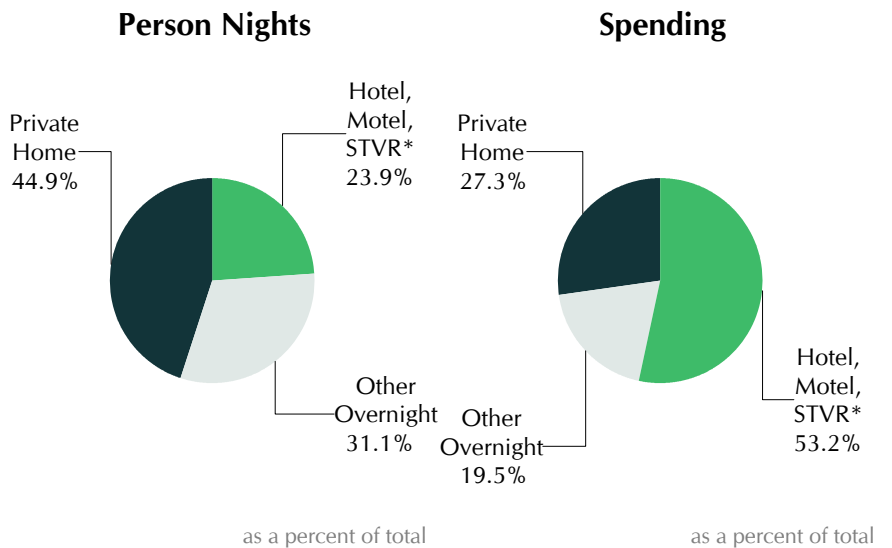
Visitor Shares

Travel Share of Total Employment (2016)*	6.1 %
Overnight Visitor Share of Resident Population (2017)**	6.2 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	319.9	589.9	68.6
Private Home	369.5	1,107.3	35.2
Other Overnight	240.9	767.8	25.1
All Overnight	930.3	2,465.0	129.0

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

Douglas
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	204.4	219.8	229.5	230.9	233.2	237.5	1.8%	2.2%
Other	15.6	19.0	17.7	14.3	12.5	13.9	11.0%	-1.6%
Visitor	188.8	200.8	211.8	216.6	220.7	223.6	1.3%	2.4%
Non-transportation	168.2	176.3	188.8	197.4	202.6	204.1	0.7%	2.8%
Transportation	20.6	24.5	23.1	19.2	18.0	19.4	7.7%	-0.9%
Earnings (\$M)								
Earnings (Current \$)	53.7	55.9	61.5	64.5	68.1	70.5	3.5%	4.0%
Employment (Jobs)								
Employment	2,810	2,830	2,980	3,050	3,130	3,170	1.1%	1.7%
Tax Revenue (\$M)								
Total (Current \$)	6.3	7.0	7.3	7.6	8.1	8.6	5.6%	4.6%
Local	1.0	1.1	1.2	1.3	1.4	1.4	1.6%	4.7%
State	5.3	5.9	6.2	6.3	6.7	7.2	6.5%	4.5%

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

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

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

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

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

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

Douglas County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	197.8	188.8	200.8	211.8	216.6	220.7	223.6
Other Travel*	18.6	15.6	19.0	17.7	14.3	12.5	13.9
Total	216.4	204.4	219.8	229.5	230.9	233.2	237.5
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	31.8	29.2	29.8	32.4	35.6	37.8	38.5
Arts, Ent. & Rec.	37.1	35.6	37.0	38.7	39.6	40.4	40.4
Food Service	51.3	51.7	55.0	60.2	63.4	65.7	67.2
Food Stores	22.5	21.9	23.7	25.5	26.4	26.3	26.0
Local Tran. & Gas	25.2	20.6	24.5	23.1	19.2	18.0	19.4
Retail Sales	29.8	29.8	30.8	31.9	32.4	32.4	32.0
Total	197.8	188.8	200.8	211.8	216.6	220.7	223.6
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	35.1	33.1	34.3	36.9	38.9	41.8	43.4
Arts, Ent. & Rec.	13.4	12.1	12.7	15.0	15.5	16.3	16.7
Ground Tran.	0.8	0.7	0.8	0.9	0.9	1.0	1.0
Other Travel*	0.8	0.9	1.0	1.0	1.0	0.7	0.7
Retail**	7.1	6.8	7.2	7.8	8.1	8.4	8.6
Total	57.2	53.7	55.9	61.5	64.5	68.1	70.5
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	1,910	1,740	1,740	1,790	1,830	1,900	1,910
Arts, Ent. & Rec.	780	680	690	770	780	810	830
Ground Tran.	30	20	30	30	30	30	30
Other Travel*	50	50	50	50	50	40	40
Retail**	340	320	330	340	360	360	360
Total	3,100	2,810	2,830	2,980	3,050	3,130	3,170
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	1.1	1.0	1.1	1.2	1.3	1.4	1.4
State Tax Receipts	5.6	5.3	5.9	6.2	6.3	6.7	7.2
Total	6.7	6.3	7.0	7.3	7.6	8.1	8.6

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

Douglas County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	197.8	188.8	200.8	211.8	220.7	223.6
All Overnight	116.1	108.7	114.6	120.7	126.9	129.0
Hotel, Motel, STVR*	63.0	55.8	58.0	62.2	67.6	68.6
Private Home	31.1	31.5	34.1	34.5	34.5	35.2
Other Overnight	22.0	21.5	22.5	24.0	24.9	25.1
Day Travel	81.7	80.0	86.2	91.1	93.7	94.6
Day Travel	81.7	80.0	86.2	91.1	93.7	94.6

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$285	\$525	\$116	\$215	2.4	1.8
Private Home	\$83	\$248	\$32	\$95	2.6	3.0
Other Overnight	\$112	\$356	\$33	\$104	3.4	3.2
All Overnight	\$145	\$376	\$52	\$139	2.8	2.6

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	596	600	590	244	245	241
Private Home	1,103	1,107	1,107	424	426	426
Other Overnight	764	777	768	224	228	225
All Overnight	2,463	2,485	2,465	892	899	892

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	324	326	320	132	133	131
Private Home	368	369	369	141	142	142
Other Overnight	240	244	241	70	71	71
All Overnight	932	939	930	344	347	343

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

Gilliam County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$83,243
Employee Earnings generated by \$100 Visitor Spending	\$26
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.04

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$96
Additional employment if each resident household encouraged one additional overnight visitor	1

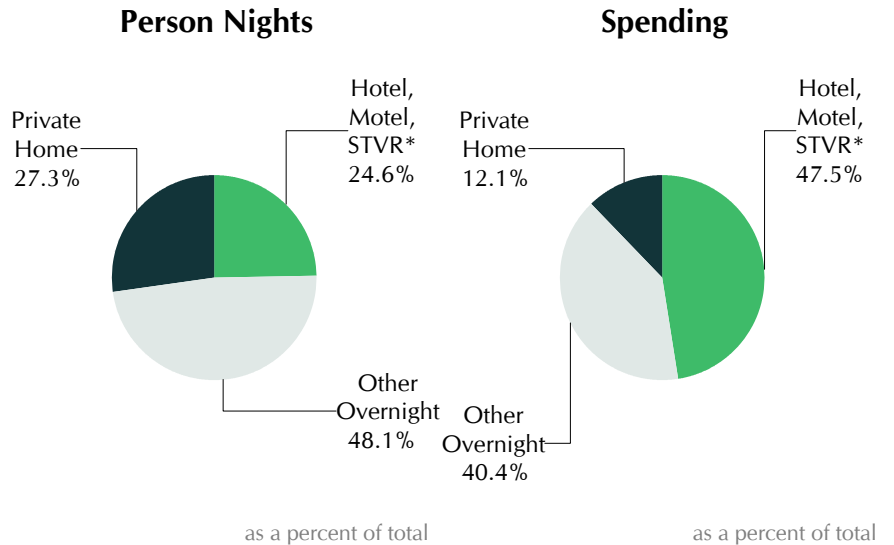
Visitor Shares

Travel Share of Total Employment (2016)*	3.5 %
Overnight Visitor Share of Resident Population (2017)**	10.2 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	10.1	16.9	1.5
Private Home	7.3	18.7	0.4
Other Overnight	10.7	33.0	1.3
All Overnight	28.1	68.5	3.2

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

Gilliam
Direct Travel Impacts, 2010-2017p

							Ave. Annual Chg.	
	2010	2012	2014	2015	2016	2017	16-17	10-17
Spending (\$M)								
Total (Current \$)	4.2	4.4	4.2	4.3	4.4	4.5	4.4%	1.3%
Other	0.3	0.3	0.3	0.2	0.2	0.2	10.1%	-1.1%
Visitor	3.9	4.1	3.9	4.0	4.1	4.3	4.1%	1.5%
Non-transportation	3.5	3.7	3.6	3.7	3.9	4.0	3.6%	1.7%
Transportation	0.4	0.4	0.4	0.3	0.3	0.3	9.8%	-1.8%
Earnings (\$M)								
Earnings (Current \$)	0.9	1.0	0.9	1.0	1.0	1.1	10.5%	2.7%
Employment (Jobs)								
Employment	50	50	50	50	50	50	15.9%	1.0%
Tax Revenue (\$M)								
Total (Current \$)	0.1	0.1	0.1	0.1	0.1	0.1	10.6%	3.6%
State	0.1	0.1	0.1	0.1	0.1	0.1	10.6%	3.6%

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

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

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

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

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

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

Gilliam County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Destination Spending	3.9	3.9	4.1	3.9	4.0	4.1	4.3
Other Travel*	0.3	0.3	0.3	0.3	0.2	0.2	0.2
Total	4.2	4.2	4.4	4.2	4.3	4.4	4.5

Visitor Spending By Commodity Purchased (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accommodations	0.8	0.8	0.8	0.8	0.9	0.9	1.0
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Food Service	1.0	1.0	1.1	1.1	1.1	1.2	1.2
Food Stores	0.6	0.6	0.6	0.7	0.7	0.7	0.7
Local Tran. & Gas	0.4	0.4	0.4	0.4	0.3	0.3	0.3
Retail Sales	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Total	3.9	3.9	4.1	3.9	4.0	4.1	4.3

Industry Earnings Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	0.6	0.6	0.6	0.6	0.6	0.7	0.8
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Total	1.0	0.9	1.0	0.9	1.0	1.0	1.1

Industry Employment Generated by Travel Spending (Jobs)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	30	30	30	30	30	30	30
Arts, Ent. & Rec.	10	10	10	10	10	10	10
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	10	10	10	10	10	10	10
Total	50	50	50	50	50	50	50

Tax Receipts Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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

Gilliam County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	3.9	3.9	4.1	3.9	4.1	4.3
All Overnight	2.9	2.9	3.0	2.8	3.0	3.2
Hotel, Motel, STVR*	1.4	1.5	1.5	1.2	1.4	1.5
Private Home	0.3	0.3	0.4	0.4	0.4	0.4
Other Overnight	1.2	1.1	1.1	1.2	1.3	1.3
Day Travel	1.0	1.0	1.1	1.1	1.1	1.2
Day Travel	1.0	1.0	1.1	1.1	1.1	1.2

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$218	\$362	\$89	\$148	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$133	\$409	\$39	\$119	3.4	3.1
All Overnight	\$133	\$312	\$46	\$112	2.9	2.4

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	16	16	17	6	7	7
Private Home	19	19	19	7	7	7
Other Overnight	33	33	33	10	10	10
All Overnight	67	68	69	23	24	24

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	9	10	10	4	4	4
Private Home	7	7	7	3	3	3
Other Overnight	11	11	11	3	3	3
All Overnight	27	28	28	10	10	10

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

Grant County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$59,339
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.22

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$291
Additional employment if each resident household encouraged one additional overnight visitor	5

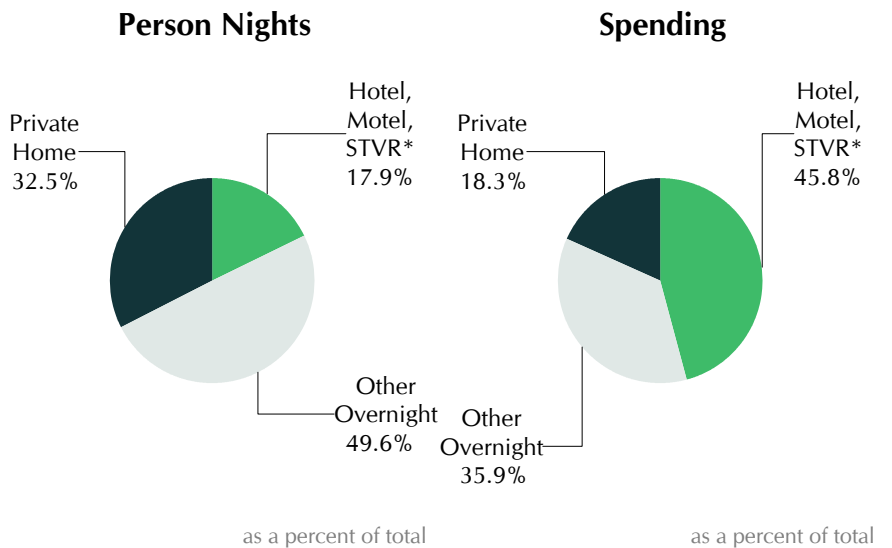
Visitor Shares

Travel Share of Total Employment (2016)*	4.8 %
Overnight Visitor Share of Resident Population (2017)**	8.5 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	24.0	39.9	3.7
Private Home	28.2	72.5	1.5
Other Overnight	37.9	110.6	2.9
All Overnight	90.1	223.1	8.1

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

Grant
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	9.8	9.7	10.5	10.5	10.7	11.2	4.9%	1.9%
Other	1.0	1.2	1.1	0.9	0.8	0.9	10.5%	-1.5%
Visitor	8.8	8.5	9.4	9.6	9.9	10.3	4.4%	2.3%
Non-transportation	7.9	7.5	8.4	8.8	9.1	9.5	3.9%	2.6%
Transportation	0.9	1.0	1.0	0.8	0.8	0.9	9.7%	-1.1%
Earnings (\$M)								
Earnings (Current \$)	2.4	2.3	2.5	2.7	2.8	3.0	7.4%	3.3%
Employment (Jobs)								
Employment	180	160	170	170	180	180	0.5%	-0.3%
Tax Revenue (\$M)								
Total (Current \$)	0.4	0.4	0.4	0.4	0.4	0.4	9.7%	2.7%
Local	0.1	0.1	0.1	0.1	0.1	0.1	10.2%	-1.8%
State	0.3	0.3	0.3	0.3	0.3	0.3	9.6%	4.2%

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

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

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

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

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

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

Grant County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	8.0	8.8	8.5	9.4	9.6	9.9	10.3
Other Travel*	1.2	1.0	1.2	1.1	0.9	0.8	0.9
Total	9.1	9.8	9.7	10.5	10.5	10.7	11.2
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	1.5	1.7	1.5	1.8	2.0	2.1	2.3
Arts, Ent. & Rec.	1.2	1.3	1.2	1.3	1.4	1.4	1.4
Food Service	2.0	2.3	2.3	2.5	2.7	2.8	2.9
Food Stores	1.3	1.4	1.4	1.6	1.6	1.6	1.6
Local Tran. & Gas	1.0	0.9	1.0	1.0	0.8	0.8	0.9
Retail Sales	1.0	1.2	1.1	1.2	1.2	1.2	1.2
Total	8.0	8.8	8.5	9.4	9.6	9.9	10.3
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	1.5	1.6	1.5	1.7	1.8	1.9	2.1
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Ground Tran.	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.3	0.3	0.3	0.4	0.4	0.4	0.4
Total	2.2	2.4	2.3	2.5	2.7	2.8	3.0
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	100	110	100	100	100	110	110
Arts, Ent. & Rec.	50	50	40	50	40	40	40
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	20	20	20	20	20	20	20
Total	170	180	160	170	170	180	180
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.2	0.3	0.3	0.3	0.3	0.3	0.3
Total	0.3	0.4	0.4	0.4	0.4	0.4	0.4

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

Grant County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	8.0	8.8	8.5	9.4	9.9	10.3
All Overnight	6.2	6.9	6.5	7.3	7.7	8.1
Hotel, Motel, STVR*	2.4	2.9	2.4	3.0	3.4	3.7
Private Home	1.2	1.4	1.5	1.5	1.4	1.5
Other Overnight	2.5	2.5	2.6	2.8	2.9	2.9
Day Travel	1.8	1.9	2.0	2.1	2.2	2.2
Day Travel	1.8	1.9	2.0	2.1	2.2	2.2

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$228	\$380	\$93	\$155	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$88	\$255	\$26	\$77	3.3	2.9
All Overnight	\$104	\$251	\$36	\$90	2.9	2.4

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	37	38	40	15	16	16
Private Home	73	72	73	28	28	28
Other Overnight	110	112	111	33	33	33
All Overnight	220	222	223	77	77	78

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	22	23	24	9	9	10
Private Home	28	28	28	11	11	11
Other Overnight	38	38	38	11	12	11
All Overnight	88	89	90	32	32	32

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

Harney County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$54,842
Employee Earnings generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.87

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$360
Additional employment if each resident household encouraged one additional overnight visitor	7

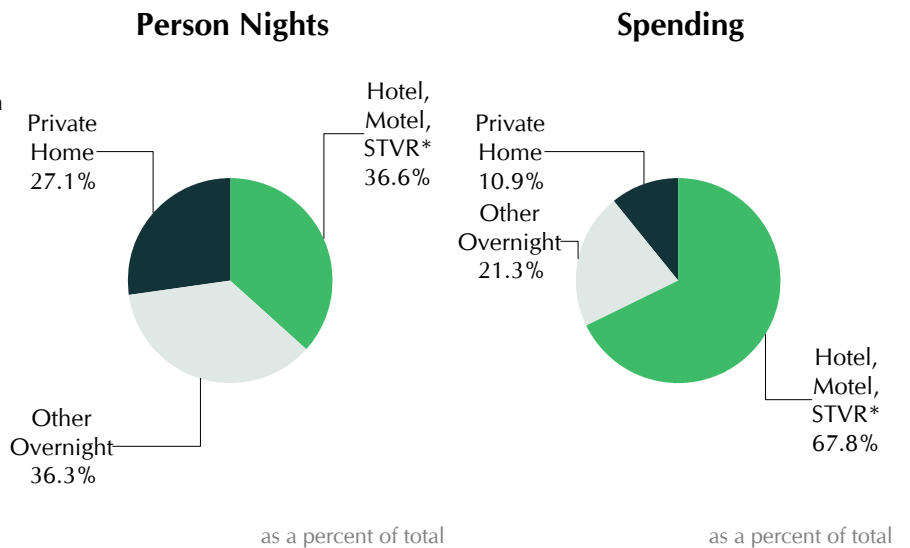
Visitor Shares

Travel Share of Total Employment (2016)*	7.5 %
Overnight Visitor Share of Resident Population (2017)**	10.2 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	59.6	99.1	9.3
Private Home	28.6	73.5	1.5
Other Overnight	32.2	98.6	2.9
All Overnight	120.4	271.2	13.8

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

Harney
Direct Travel Impacts, 2010-2017p

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	14.6	16.7	16.7	17.2	17.7	18.8	5.7%	3.6%
Other	1.0	1.2	1.1	0.9	0.8	0.9	10.0%	-1.3%
Visitor	13.6	15.5	15.6	16.3	16.9	17.8	5.5%	3.9%
Non-transportation	12.4	13.9	14.2	15.1	15.7	16.6	5.2%	4.3%
Transportation	1.2	1.5	1.4	1.2	1.1	1.3	10.3%	0.3%
Earnings (\$M)								
Earnings (Current \$)	4.5	4.9	5.3	5.8	6.3	6.5	3.8%	5.5%
Employment (Jobs)								
Employment	280	290	300	310	310	330	5.8%	2.0%
Tax Revenue (\$M)								
Total (Current \$)	0.6	0.7	0.7	0.7	0.8	0.9	8.4%	5.8%
Local	0.2	0.3	0.2	0.3	0.3	0.3	10.2%	5.8%
State	0.4	0.4	0.4	0.5	0.5	0.6	7.4%	5.8%

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

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

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

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

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

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

Harney County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	14.5	13.6	15.5	15.6	16.3	16.9	17.8
Other Travel*	1.2	1.0	1.2	1.1	0.9	0.8	0.9
Total	15.7	14.6	16.7	16.7	17.2	17.7	18.8
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	3.8	3.4	3.9	4.0	4.4	4.7	5.2
Arts, Ent. & Rec.	2.7	2.5	2.8	2.7	2.8	2.9	3.0
Food Service	3.5	3.4	3.9	4.0	4.3	4.5	4.7
Food Stores	1.6	1.7	1.9	1.9	2.0	2.0	2.0
Local Tran. & Gas	1.5	1.2	1.5	1.4	1.2	1.1	1.3
Retail Sales	1.4	1.4	1.5	1.5	1.5	1.6	1.6
Total	14.5	13.6	15.5	15.6	16.3	16.9	17.8
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	3.5	3.2	3.5	3.9	4.3	4.7	4.8
Arts, Ent. & Rec.	0.9	0.7	0.8	0.8	0.9	0.9	1.0
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.4	0.4	0.4	0.5	0.5	0.5	0.5
Total	4.9	4.5	4.9	5.3	5.8	6.3	6.5
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	200	180	170	180	200	200	210
Arts, Ent. & Rec.	100	90	90	90	90	90	90
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	20	20	20	20	20	20	20
Total	330	280	290	300	310	310	330
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.2	0.2	0.3	0.2	0.3	0.3	0.3
State Tax Receipts	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Total	0.6	0.6	0.7	0.7	0.7	0.8	0.9

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

Harney County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	14.5	13.6	15.5	15.6	16.9	17.8
All Overnight	11.2	10.3	11.8	11.9	13.0	13.8
Hotel, Motel, STVR*	7.8	6.5	7.7	7.6	8.6	9.3
Private Home	1.2	1.4	1.5	1.5	1.5	1.5
Other Overnight	2.2	2.5	2.6	2.8	2.9	2.9
Day Travel	3.3	3.3	3.7	3.7	3.9	4.1
Day Travel	3.3	3.3	3.7	3.7	3.9	4.1

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$231	\$384	\$94	\$157	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$102	\$311	\$30	\$91	3.4	3.0
All Overnight	\$141	\$306	\$51	\$114	2.8	2.2

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	93	95	99	38	39	40
Private Home	73	73	74	28	29	29
Other Overnight	98	100	99	29	29	29
All Overnight	264	268	271	95	97	98

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	56	57	60	23	23	24
Private Home	28	28	29	11	11	11
Other Overnight	32	33	32	9	10	9
All Overnight	116	118	120	43	44	45

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

Hood River County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$94,515
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.20

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,578
Additional employment if each resident household encouraged one additional overnight visitor	17

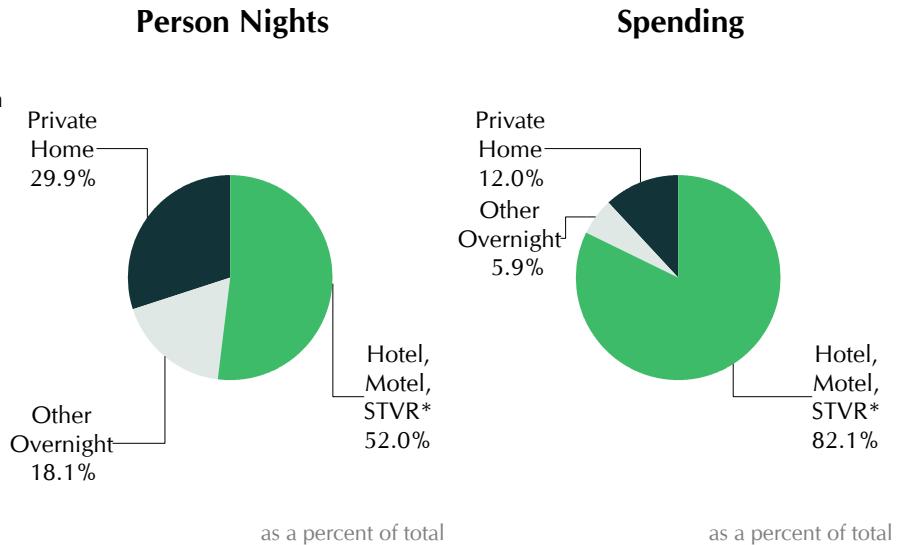
Visitor Shares

Travel Share of Total Employment (2016)*	6.7 %
Overnight Visitor Share of Resident Population (2017)**	12.0 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	280.7	530.9	66.4
Private Home	100.5	305.8	9.7
Other Overnight	57.0	184.5	4.8
All Overnight	438.2	1,021.2	80.9

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

Hood River
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	73.1	81.4	87.3	92.3	100.8	111.4	10.6%	6.2%
Other	3.3	4.0	3.7	3.1	3.0	3.3	9.8%	-0.2%
Visitor	69.8	77.4	83.6	89.3	97.8	108.2	10.6%	6.5%
Non-transportation	61.1	66.8	73.7	80.7	89.2	98.1	9.9%	7.0%
Transportation	8.6	10.6	9.9	8.6	8.6	10.1	17.5%	2.2%
Earnings (\$M)								
Earnings (Current \$)	18.4	20.0	22.9	24.8	27.7	29.6	6.6%	7.0%
Employment (Jobs)								
Employment	920	950	1,030	1,050	1,120	1,160	3.3%	3.3%
Tax Revenue (\$M)								
Total (Current \$)	3.1	3.5	3.9	4.2	5.0	5.6	12.1%	9.0%
Local	1.2	1.3	1.5	1.7	2.1	2.4	13.2%	10.6%
State	1.9	2.2	2.4	2.5	2.9	3.3	11.4%	8.0%

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

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

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

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

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

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

Hood River County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	65.0	69.8	77.4	83.6	89.3	97.8	108.2
Other Travel*	4.2	3.3	4.0	3.7	3.1	3.0	3.3
Total	69.2	73.1	81.4	87.3	92.3	100.8	111.4

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	15.3	16.7	18.6	22.4	25.8	30.2	34.1
Arts, Ent. & Rec.	8.2	8.7	9.3	9.7	10.2	11.0	11.8
Food Service	17.6	19.9	21.8	23.7	25.9	28.5	31.6
Food Stores	5.5	5.7	6.3	6.8	7.2	7.4	7.7
Local Tran. & Gas	9.3	8.6	10.6	9.9	8.6	8.6	10.1
Retail Sales	9.2	10.1	10.8	11.0	11.6	12.2	12.9
Total	65.0	69.8	77.4	83.6	89.3	97.8	108.2

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	12.1	13.0	14.5	17.3	18.8	21.2	22.4
Arts, Ent. & Rec.	2.8	2.9	2.8	2.7	2.9	3.1	3.4
Ground Tran.	0.3	0.3	0.3	0.4	0.4	0.5	0.5
Other Travel*	0.3	0.2	0.2	0.2	0.2	0.3	0.3
Retail**	1.9	2.0	2.2	2.3	2.5	2.7	2.9
Total	17.4	18.4	20.0	22.9	24.8	27.7	29.6

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	670	670	700	780	800	850	870
Arts, Ent. & Rec.	150	140	130	120	120	140	140
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	90	90	100	100	100	110	120
Total	930	920	950	1,030	1,050	1,120	1,160

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	1.0	1.2	1.3	1.5	1.7	2.1	2.4
State Tax Receipts	1.8	1.9	2.2	2.4	2.5	2.9	3.3
Total	2.8	3.1	3.5	3.9	4.2	5.0	5.6

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

Hood River County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	65.0	69.8	77.4	83.6	97.8	108.2
All Overnight	46.9	50.3	55.8	60.8	72.5	80.9
Hotel, Motel, STVR*	34.8	37.8	42.3	47.0	58.3	66.4
Private Home	7.9	8.5	9.1	9.2	9.4	9.7
Other Overnight	4.2	4.1	4.3	4.6	4.7	4.8
Day Travel	18.1	19.4	21.6	22.7	25.3	27.3
Day Travel	18.1	19.4	21.6	22.7	25.3	27.3

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$306	\$578	\$125	\$237	2.4	1.9
Private Home	\$83	\$252	\$32	\$97	2.6	3.0
Other Overnight	\$88	\$286	\$26	\$84	3.4	3.2
All Overnight	\$208	\$475	\$79	\$185	2.6	2.3

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	440	480	531	180	196	217
Private Home	300	303	306	115	116	117
Other Overnight	184	187	185	54	55	54
All Overnight	924	970	1,021	349	368	389

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	233	254	281	95	104	115
Private Home	99	100	101	38	38	39
Other Overnight	57	58	57	17	17	17
All Overnight	388	411	438	150	159	170

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

Jackson County

County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$82,666
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.68

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$15,295
Additional employment if each resident household encouraged one additional overnight visitor	185

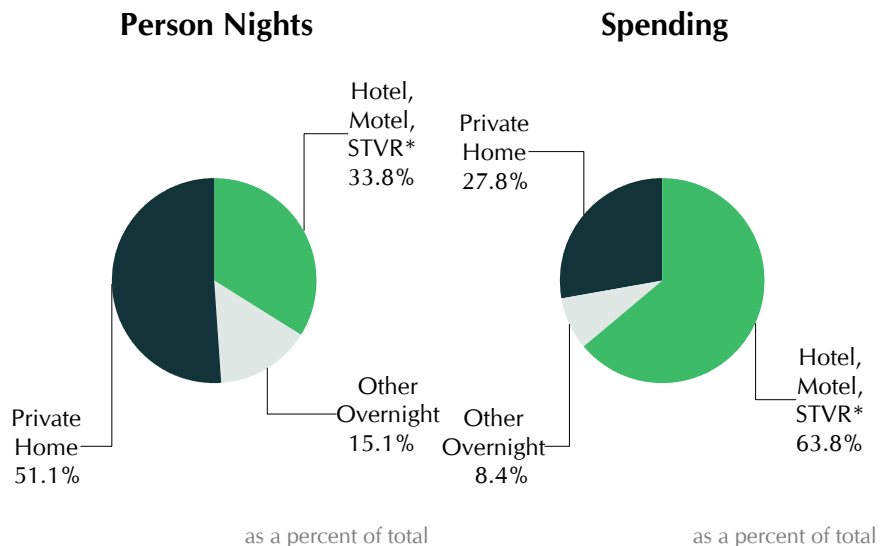
Visitor Shares

Travel Share of Total Employment (2016)*	4.5 %
Overnight Visitor Share of Resident Population (2017)**	6.9 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	979.0	1,851.9	236.4
Private Home	920.4	2,799.4	103.1
Other Overnight	255.9	826.5	31.3
All Overnight	2,155.4	5,477.8	370.8

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

Jackson
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	452.9	479.0	508.9	527.8	547.5	582.3	6.4%	3.7%
Other	115.5	112.1	118.2	121.5	121.5	135.8	11.8%	2.3%
Visitor	337.4	366.9	390.7	406.3	426.1	446.5	4.8%	4.1%
Non-transportation	292.5	313.0	339.6	360.0	380.3	396.1	4.2%	4.4%
Transportation	80.3	84.6	86.0	85.4	87.3	95.8	9.8%	2.6%
Earnings (\$M)								
Earnings (Current \$)	102.5	109.6	124.1	133.2	142.3	153.2	7.7%	5.9%
Employment (Jobs)								
Employment	4,500	4,640	5,070	5,290	5,440	5,630	3.5%	3.2%
Tax Revenue (\$M)								
Total (Current \$)	16.2	18.2	20.0	21.5	23.4	25.4	8.3%	6.6%
Local	6.0	6.4	7.4	8.3	9.1	9.6	6.2%	7.1%
State	10.3	11.8	12.6	13.2	14.4	15.7	9.6%	6.3%

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

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

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

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

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

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

Jackson County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	334.0	337.4	366.9	390.7	406.3	426.1	446.5
Other Travel*	106.6	115.5	112.1	118.2	121.5	121.5	135.8
Total	440.6	452.9	479.0	508.9	527.8	547.5	582.3

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	67.3	69.2	74.2	82.4	90.5	98.1	104.2
Arts, Ent. & Rec.	44.3	44.4	46.4	49.0	50.8	53.0	54.4
Food Service	89.9	95.8	103.6	114.6	121.9	130.3	137.6
Food Stores	33.5	33.0	36.1	38.9	40.6	41.2	41.4
Local Tran. & Gas	50.7	45.0	53.9	51.2	46.4	45.8	50.3
Retail Sales	48.2	50.0	52.7	54.6	56.2	57.7	58.5
Visitor Air Tran.	27.6	35.3	30.7	34.8	39.1	41.5	45.5
Total	361.6	372.8	397.6	425.5	445.4	467.6	492.0

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	66.5	67.4	72.6	83.7	90.2	98.5	106.9
Arts, Ent. & Rec.	14.8	13.9	14.2	15.4	16.1	16.9	17.8
Ground Tran.	2.2	2.1	2.3	2.4	2.8	3.0	3.2
Other Travel*	8.7	8.1	8.9	10.2	10.8	9.9	10.6
Retail**	11.0	10.9	11.7	12.6	13.3	14.0	14.7
Total	103.1	102.5	109.6	124.1	133.2	142.3	153.2

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	3,200	3,060	3,210	3,560	3,730	3,910	4,040
Arts, Ent. & Rec.	830	700	660	700	710	710	760
Ground Tran.	80	70	80	70	90	90	90
Other Travel*	300	230	240	260	270	230	230
Retail**	450	440	460	480	500	500	520
Total	4,860	4,500	4,640	5,070	5,290	5,440	5,630

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	5.6	6.0	6.4	7.4	8.3	9.1	9.6
State Tax Receipts	10.4	10.3	11.8	12.6	13.2	14.4	15.7
Total	16.1	16.2	18.2	20.0	21.5	23.4	25.4

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

Jackson County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	334.0	337.4	366.9	390.7	426.1	446.5
All Overnight	276.5	278.8	302.3	322.3	353.0	370.8
Hotel, Motel, STVR*	163.2	166.0	180.3	196.2	221.6	236.4
Private Home	83.9	86.2	94.2	96.2	100.3	103.1
Other Overnight	29.4	26.5	27.8	29.8	31.0	31.3
Day Travel	57.5	58.7	64.6	68.5	73.1	75.7
Day Travel	57.5	58.7	64.6	68.5	73.1	75.7

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$300	\$575	\$128	\$241	2.3	1.9
Private Home	\$88	\$278	\$37	\$112	2.4	3.1
Other Overnight	\$129	\$418	\$38	\$122	3.4	3.2
All Overnight	\$169	\$433	\$68	\$172	2.5	2.6

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,713	1,790	1,852	727	761	789
Private Home	2,750	2,794	2,799	1,131	1,156	1,165
Other Overnight	824	838	827	241	245	242
All Overnight	5,287	5,422	5,478	2,099	2,162	2,196

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	906	946	979	379	397	411
Private Home	904	919	920	361	368	370
Other Overnight	255	259	256	75	76	75
All Overnight	2,065	2,124	2,155	815	841	856

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

Jefferson County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$49,433
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.04

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$914
Additional employment if each resident household encouraged one additional overnight visitor	18

Visitor Shares

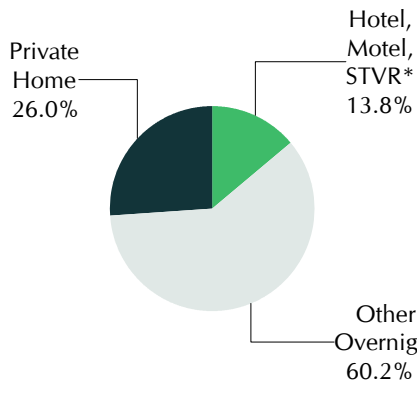
Travel Share of Total Employment (2016)*	11.1 %
Overnight Visitor Share of Resident Population (2017)**	10.4 %

Overnight Visitor Spending and Volume

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

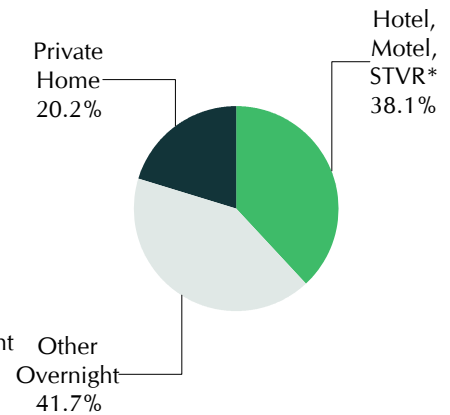
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares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

Person Nights



as a percent of total

Spending



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	75.5	125.6	14.4
Private Home	92.3	237.4	7.7
Other Overnight	185.8	548.4	15.8
All Overnight	353.6	911.4	37.9

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

Jefferson
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	42.5	47.1	48.1	49.2	50.5	52.5	3.9%	3.1%
Other	3.0	3.7	3.5	2.8	2.7	3.0	13.3%	0.3%
Visitor	39.5	43.4	44.6	46.4	47.8	49.4	3.4%	3.3%
Non-transportation	34.6	37.3	39.1	41.8	43.4	44.6	2.8%	3.7%
Transportation	4.9	6.1	5.5	4.6	4.4	4.8	9.7%	-0.3%
Earnings (\$M)								
Earnings (Current \$)	10.0	11.8	14.6	16.0	16.6	17.5	5.5%	8.4%
Employment (Jobs)								
Employment	690	820	960	1,000	1,020	1,010	-1.4%	5.5%
Tax Revenue (\$M)								
Total (Current \$)	1.5	1.8	2.0	2.2	2.3	2.5	7.6%	7.5%
Local	0.4	0.5	0.5	0.6	0.6	0.7	5.6%	8.1%
State	1.1	1.3	1.5	1.6	1.7	1.8	8.3%	7.3%

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

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

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

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

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

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

Jefferson County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Destination Spending	40.5	39.5	43.4	44.6	46.4	47.8	49.4
Other Travel*	3.5	3.0	3.7	3.5	2.8	2.7	3.0
Total	44.0	42.5	47.1	48.1	49.2	50.5	52.5

Visitor Spending By Commodity Purchased (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accommodations	6.6	6.3	7.1	7.8	8.6	9.3	9.8
Arts, Ent. & Rec.	6.5	6.3	6.6	6.8	7.1	7.3	7.4
Food Service	10.1	10.5	11.5	12.1	13.0	13.7	14.2
Food Stores	6.0	5.8	6.3	6.7	7.0	7.1	7.1
Local Tran. & Gas	5.8	4.9	6.1	5.5	4.6	4.4	4.8
Retail Sales	5.5	5.6	5.8	5.8	6.1	6.1	6.2
Total	40.5	39.5	43.4	44.6	46.4	47.8	49.4

Industry Earnings Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	6.5	6.4	7.0	8.7	9.6	10.2	10.8
Arts, Ent. & Rec.	2.0	1.8	2.8	3.9	4.2	4.2	4.3
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	1.6	1.5	1.6	1.7	1.8	1.9	2.0
Total	10.3	10.0	11.8	14.6	16.0	16.6	17.5

Industry Employment Generated by Travel Spending (Jobs)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	350	360	370	430	460	470	480
Arts, Ent. & Rec.	250	250	360	420	440	450	420
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	80	80	80	80	80	90	90
Total	700	690	820	960	1,000	1,020	1,010

Tax Receipts Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.4	0.4	0.5	0.5	0.6	0.6	0.7
State Tax Receipts	1.1	1.1	1.3	1.5	1.6	1.7	1.8
Total	1.6	1.5	1.8	2.0	2.2	2.3	2.5

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

Jefferson County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	40.5	39.5	43.4	44.6	47.8	49.4
All Overnight	31.0	30.1	33.1	34.0	36.6	37.9
Hotel, Motel, STVR*	10.4	10.0	11.8	12.1	13.8	14.4
Private Home	6.1	6.4	7.1	6.9	7.4	7.7
Other Overnight	14.5	13.7	14.3	15.1	15.5	15.8
Day Travel	9.5	9.4	10.3	10.6	11.2	11.5
Day Travel	9.5	9.4	10.3	10.6	11.2	11.5

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$282	\$469	\$115	\$191	2.5	1.7
Private Home	\$83	\$213	\$32	\$83	2.6	2.6
Other Overnight	\$97	\$284	\$29	\$85	3.4	2.9
All Overnight	\$123	\$310	\$42	\$107	3.0	2.5

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	121	125	126	49	51	51
Private Home	230	232	237	90	91	93
Other Overnight	542	549	548	161	163	163
All Overnight	892	907	911	300	305	307

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	73	75	76	30	31	31
Private Home	89	90	92	35	35	36
Other Overnight	183	186	186	55	56	56
All Overnight	345	351	354	119	121	123

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

Josephine County

County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$66,835
Employee Earnings generated by \$100 Visitor Spending	\$38
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.08

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,716
Additional employment if each resident household encouraged one additional overnight visitor	71

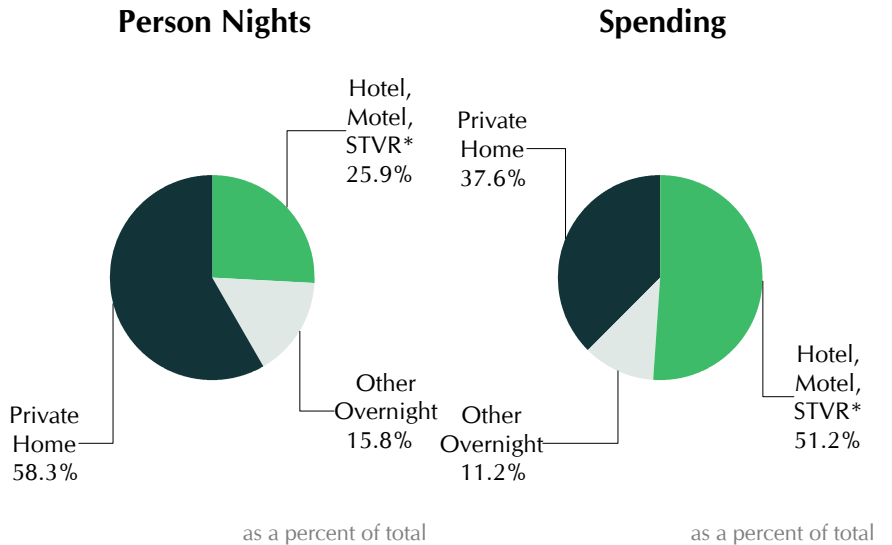
Visitor Shares

Travel Share of Total Employment (2016)*	4.7 %
Overnight Visitor Share of Resident Population (2017)**	6.0 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	259.8	491.5	47.8
Private Home	363.6	1,105.9	35.1
Other Overnight	92.6	300.4	10.5
All Overnight	716.0	1,897.7	93.4

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

Josephine
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	111.8	121.0	123.5	124.3	125.7	130.9	4.2%	2.3%
Other	12.6	15.2	14.1	11.8	11.3	12.6	11.7%	0.1%
Visitor	99.2	105.8	109.3	112.4	114.4	118.3	3.4%	2.5%
Non-transportation	85.9	90.1	94.8	100.3	102.9	105.7	2.7%	3.0%
Transportation	13.3	15.7	14.5	12.2	11.4	12.6	9.9%	-0.8%
Earnings (\$M)								
Earnings (Current \$)	30.7	32.0	35.5	38.7	41.7	46.2	10.8%	6.0%
Employment (Jobs)								
Employment	1,570	1,590	1,650	1,730	1,780	1,820	2.1%	2.1%
Tax Revenue (\$M)								
Total (Current \$)	4.2	4.6	4.8	5.1	5.5	6.0	9.2%	5.4%
Local	1.0	1.0	1.1	1.2	1.3	1.3	4.3%	4.6%
State	3.2	3.6	3.7	3.9	4.2	4.7	10.6%	5.6%

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

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

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

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

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

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

Josephine County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	101.2	99.2	105.8	109.3	112.4	114.4	118.3
Other Travel*	15.9	12.6	15.2	14.1	11.8	11.3	12.6
Total	117.1	111.8	121.0	123.5	124.3	125.7	130.9

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	17.9	17.4	17.8	19.4	21.3	22.5	23.5
Arts, Ent. & Rec.	13.8	13.6	14.0	14.3	14.8	15.1	15.4
Food Service	26.7	27.7	29.5	31.5	33.4	34.6	36.1
Food Stores	11.7	11.4	12.4	13.0	13.6	13.6	13.6
Local Tran. & Gas	15.6	13.3	15.7	14.5	12.2	11.4	12.6
Retail Sales	15.6	15.9	16.5	16.6	17.1	17.1	17.2
Total	101.2	99.2	105.8	109.3	112.4	114.4	118.3

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	21.0	20.6	21.7	24.8	27.4	29.8	33.7
Arts, Ent. & Rec.	5.1	4.7	4.6	4.7	5.0	5.3	5.5
Ground Tran.	0.5	0.5	0.5	0.6	0.6	0.7	0.7
Other Travel*	1.3	1.0	1.0	1.0	1.1	1.2	1.3
Retail**	4.0	4.0	4.2	4.4	4.6	4.8	5.0
Total	31.9	30.7	32.0	35.5	38.7	41.7	46.2

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	1,040	980	990	1,060	1,130	1,170	1,220
Arts, Ent. & Rec.	420	360	360	350	350	360	350
Ground Tran.	20	20	20	20	20	20	20
Other Travel*	50	40	40	40	50	50	50
Retail**	180	180	180	180	190	180	190
Total	1,720	1,570	1,590	1,650	1,730	1,780	1,820

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	1.0	1.0	1.0	1.1	1.2	1.3	1.3
State Tax Receipts	3.3	3.2	3.6	3.7	3.9	4.2	4.7
Total	4.3	4.2	4.6	4.8	5.1	5.5	6.0

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

Josephine County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	101.2	99.2	105.8	109.3	114.4	118.3
All Overnight	80.4	78.4	83.3	86.0	90.1	93.4
Hotel, Motel, STVR*	40.4	38.8	40.6	42.7	45.6	47.8
Private Home	30.0	30.7	33.3	33.3	34.1	35.1
Other Overnight	10.0	8.9	9.4	10.0	10.4	10.5
Day Travel	20.8	20.8	22.6	23.3	24.3	24.9
Day Travel	20.8	20.8	22.6	23.3	24.3	24.9

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$238	\$449	\$97	\$184	2.4	1.9
Private Home	\$83	\$252	\$32	\$97	2.6	3.0
Other Overnight	\$118	\$384	\$35	\$113	3.4	3.3
All Overnight	\$131	\$342	\$49	\$130	2.7	2.6

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	485	485	491	198	198	201
Private Home	1,091	1,096	1,106	419	421	424
Other Overnight	299	304	300	88	90	89
All Overnight	1,875	1,885	1,898	705	709	714

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	256	256	260	105	105	106
Private Home	359	360	364	138	138	140
Other Overnight	92	94	93	27	28	27
All Overnight	707	710	716	270	271	273

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

Klamath County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$69,907
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.97

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,765
Additional employment if each resident household encouraged one additional overnight visitor	54

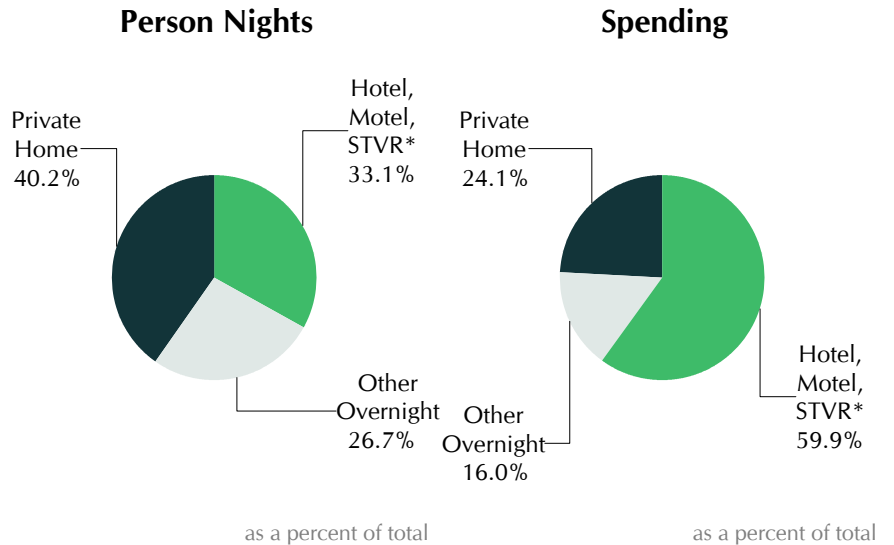
Visitor Shares

Travel Share of Total Employment (2016)*	6.3 %
Overnight Visitor Share of Resident Population (2017)**	8.9 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	378.5	716.0	68.9
Private Home	285.7	868.8	27.7
Other Overnight	175.6	576.9	18.4
All Overnight	839.8	2,161.7	114.9

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

Klamath
Direct Travel Impacts, 2010-2017p

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	135.3	145.6	139.8	139.5	141.2	153.9	9.0%	1.8%
Other	14.1	15.2	11.6	8.6	8.3	11.7	41.3%	-2.7%
Visitor	121.2	130.4	128.2	131.0	132.9	142.2	7.0%	2.3%
Non-transportation	104.2	110.0	110.4	116.1	118.9	126.3	6.2%	2.8%
Transportation	18.6	21.5	18.1	14.8	13.9	16.8	20.5%	-1.5%
Earnings (\$M)								
Earnings (Current \$)	37.1	41.6	43.5	45.7	46.4	51.9	11.7%	4.9%
Employment (Jobs)								
Employment	1,680	1,880	1,850	1,890	1,910	2,080	8.9%	3.1%
Tax Revenue (\$M)								
Total (Current \$)	5.1	5.7	5.7	6.0	6.3	7.1	12.0%	4.7%
Local	1.5	1.4	1.6	1.7	1.8	2.0	10.4%	4.1%
State	3.6	4.3	4.2	4.3	4.5	5.1	12.7%	5.0%

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

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

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

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

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

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

Klamath County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	123.4	121.2	130.4	128.2	131.0	132.9	142.2
Other Travel*	18.6	14.1	15.2	11.6	8.6	8.3	11.7
Total	142.0	135.3	145.6	139.8	139.5	141.2	153.9

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	26.3	25.9	27.4	27.2	29.8	31.0	33.9
Arts, Ent. & Rec.	17.6	17.4	18.0	17.8	18.2	18.6	19.4
Food Service	30.3	31.4	33.7	34.3	36.1	37.5	40.4
Food Stores	12.4	12.5	13.5	14.0	14.5	14.4	14.7
Local Tran. & Gas	20.0	17.1	20.4	17.8	14.8	13.9	15.9
Retail Sales	16.7	16.9	17.5	17.1	17.4	17.4	18.0
Visitor Air Tran.	2.8	1.6	1.1	0.3	0.0	0.0	0.9
Total	126.1	122.8	131.5	128.4	131.0	132.9	143.1

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	26.2	25.7	29.6	31.7	34.1	34.8	38.6
Arts, Ent. & Rec.	6.2	5.8	6.0	5.6	5.8	5.6	6.0
Ground Tran.	0.6	0.6	0.7	0.7	0.7	0.8	0.9
Other Travel*	1.1	1.0	1.1	1.1	0.6	0.7	1.4
Retail**	4.0	4.0	4.2	4.3	4.5	4.6	4.9
Total	38.2	37.1	41.6	43.5	45.7	46.4	51.9

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	1,120	1,040	1,180	1,160	1,210	1,210	1,310
Arts, Ent. & Rec.	440	410	450	450	440	450	500
Ground Tran.	20	20	20	20	20	20	20
Other Travel*	40	40	40	40	30	30	50
Retail**	180	180	190	180	190	200	210
Total	1,810	1,680	1,880	1,850	1,890	1,910	2,080

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	1.5	1.5	1.4	1.6	1.7	1.8	2.0
State Tax Receipts	3.8	3.6	4.3	4.2	4.3	4.5	5.1
Total	5.3	5.1	5.7	5.7	6.0	6.3	7.1

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

Klamath County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	123.4	121.2	130.4	128.2	132.9	142.2
All Overnight	99.9	97.8	105.0	102.9	107.0	114.9
Hotel, Motel, STVR*	59.7	57.1	61.9	58.9	62.4	68.9
Private Home	25.1	24.9	26.5	26.4	26.5	27.7
Other Overnight	15.1	15.9	16.7	17.6	18.1	18.4
Day Travel	23.5	23.4	25.4	25.3	25.9	27.3
Day Travel	23.5	23.4	25.4	25.3	25.9	27.3

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$235	\$445	\$96	\$182	2.4	1.9
Private Home	\$83	\$252	\$32	\$97	2.6	3.0
Other Overnight	\$106	\$348	\$32	\$105	3.3	3.3
All Overnight	\$143	\$362	\$53	\$137	2.7	2.5

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	667	670	716	273	274	293
Private Home	849	849	869	326	326	334
Other Overnight	574	581	577	173	175	174
All Overnight	2,090	2,100	2,162	772	776	802

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	353	354	379	144	145	155
Private Home	279	279	286	107	107	110
Other Overnight	175	177	176	53	53	53
All Overnight	807	810	840	304	305	318

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

Lake County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$61,230
Employee Earnings generated by \$100 Visitor Spending	\$24
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.16

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$310
Additional employment if each resident household encouraged one additional overnight visitor	5

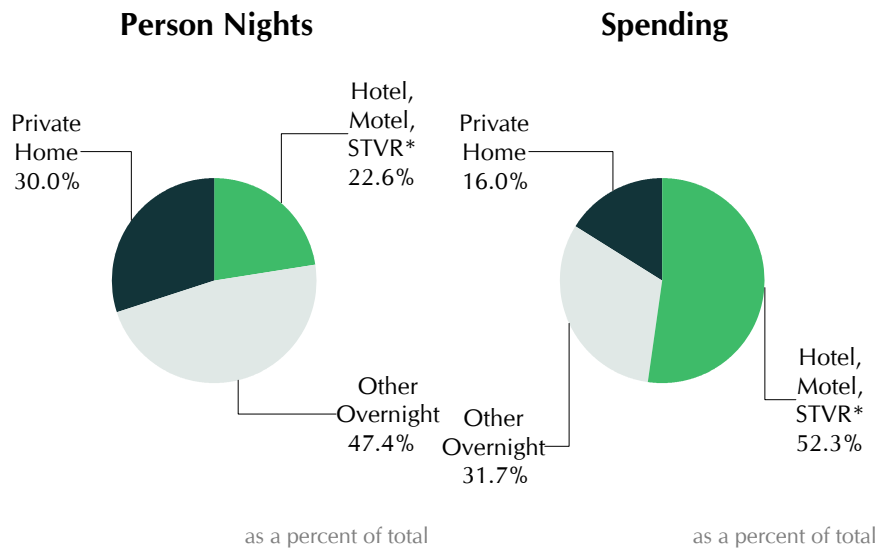
Visitor Shares

Travel Share of Total Employment (2016)*	5.9 %
Overnight Visitor Share of Resident Population (2017)**	9.2 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	35.7	59.4	5.3
Private Home	30.7	79.0	1.6
Other Overnight	43.2	124.8	3.2
All Overnight	109.6	263.2	10.1

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

Lake
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	13.3	13.4	13.5	13.6	13.8	14.3	4.0%	1.0%
Other	1.1	1.3	1.2	1.0	0.9	1.0	10.4%	-1.0%
Visitor	12.3	12.1	12.3	12.7	12.9	13.3	3.5%	1.2%
Non-transportation	11.0	10.7	11.1	11.6	11.9	12.2	3.0%	1.5%
Transportation	1.2	1.4	1.2	1.0	1.0	1.1	9.4%	-1.7%
Earnings (\$M)								
Earnings (Current \$)	2.9	2.7	3.0	3.1	3.2	3.3	3.0%	1.7%
Employment (Jobs)								
Employment	250	220	220	210	220	220	0.9%	-1.5%
Tax Revenue (\$M)								
Total (Current \$)	0.4	0.4	0.5	0.5	0.5	0.6	6.7%	3.0%
Local	0.1	0.1	0.1	0.1	0.1	0.1	5.7%	2.6%
State	0.3	0.4	0.4	0.4	0.4	0.4	7.0%	3.2%

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

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

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

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

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

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

Lake County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	10.9	12.3	12.1	12.3	12.7	12.9	13.3
Other Travel*	1.2	1.1	1.3	1.2	1.0	0.9	1.0
Total	12.1	13.3	13.4	13.5	13.6	13.8	14.3
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	2.2	2.7	2.5	2.6	2.8	2.9	3.1
Arts, Ent. & Rec.	1.7	1.9	1.8	1.8	1.8	1.9	1.9
Food Service	2.7	3.2	3.2	3.4	3.5	3.6	3.8
Food Stores	1.6	1.7	1.7	1.8	1.9	1.9	1.9
Local Tran. & Gas	1.3	1.2	1.4	1.2	1.0	1.0	1.1
Retail Sales	1.4	1.6	1.5	1.6	1.6	1.6	1.6
Total	10.9	12.3	12.1	12.3	12.7	12.9	13.3
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	1.6	1.8	1.6	1.8	1.8	1.9	1.9
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.6	0.7
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Retail**	0.4	0.5	0.5	0.5	0.5	0.5	0.5
Total	2.7	2.9	2.7	3.0	3.1	3.2	3.3
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	150	160	140	140	130	140	140
Arts, Ent. & Rec.	50	50	60	50	50	50	50
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	20	30	20	20	20	20	30
Total	230	250	220	220	210	220	220
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.3	0.3	0.4	0.4	0.4	0.4	0.4
Total	0.4	0.4	0.4	0.5	0.5	0.5	0.6

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

Lake County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	10.9	12.3	12.1	12.3	12.9	13.3
All Overnight	8.3	9.4	9.1	9.3	9.7	10.1
Hotel, Motel, STVR*	4.0	5.1	4.7	4.6	5.0	5.3
Private Home	1.3	1.5	1.5	1.6	1.6	1.6
Other Overnight	3.0	2.8	2.9	3.1	3.2	3.2
Day Travel	2.6	2.9	3.0	3.1	3.1	3.2
Day Travel	2.6	2.9	3.0	3.1	3.1	3.2

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$218	\$363	\$89	\$148	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$85	\$245	\$26	\$74	3.3	2.9
All Overnight	\$109	\$255	\$38	\$92	2.8	2.3

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	58	58	59	24	24	24
Private Home	78	78	79	31	31	31
Other Overnight	124	126	125	37	38	38
All Overnight	260	262	263	92	92	93

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	35	35	36	14	14	15
Private Home	30	30	31	12	12	12
Other Overnight	43	43	43	13	13	13
All Overnight	108	109	110	39	39	40

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

Lane County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$71,130
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.73

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$26,542
Additional employment if each resident household encouraged one additional overnight visitor	373

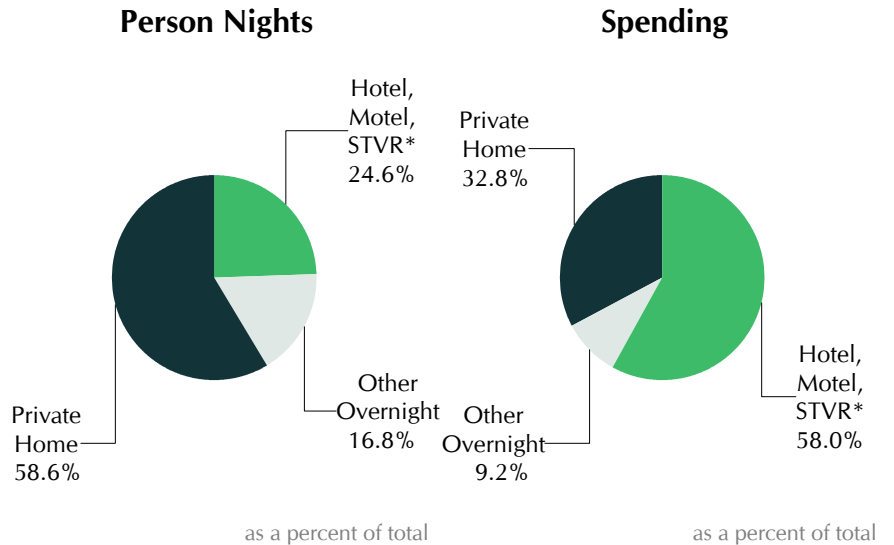
Visitor Shares

Travel Share of Total Employment (2016)*	5.2 %
Overnight Visitor Share of Resident Population (2017)**	5.9 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,062.4	1,974.3	295.9
Private Home	1,556.4	4,713.4	167.6
Other Overnight	434.6	1,353.9	47.0
All Overnight	3,053.4	8,041.6	510.5

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

Lane
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	732.8	787.2	842.7	868.6	928.7	954.6	2.8%	3.8%
Other	221.1	214.8	234.3	237.8	256.6	278.6	8.6%	3.4%
Visitor	511.7	572.4	608.3	630.8	672.0	676.0	0.6%	4.1%
Non-transportation	448.8	494.9	532.5	564.1	605.2	607.4	0.4%	4.4%
Transportation	111.4	111.3	115.6	109.1	112.0	118.0	5.3%	0.8%
Earnings (\$M)								
Earnings (Current \$)	167.9	193.3	220.0	238.6	261.7	274.7	5.0%	7.3%
Employment (Jobs)								
Employment	8,460	9,100	9,770	10,160	10,630	10,790	1.5%	3.5%
Tax Revenue (\$M)								
Total (Current \$)	23.9	28.0	31.1	33.6	37.0	38.7	4.6%	7.1%
Local	7.8	8.8	10.5	11.9	12.9	13.0	0.4%	7.5%
State	16.1	19.3	20.6	21.7	24.1	25.7	6.8%	7.0%

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

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

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

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

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

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

Lane County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	536.8	511.7	572.4	608.3	630.8	672.0	676.0
Other Travel*	180.2	221.1	214.8	234.3	237.8	256.6	278.6
Total	717.0	732.8	787.2	842.7	868.6	928.7	954.6
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	98.3	88.1	100.6	112.2	124.8	139.9	142.1
Arts, Ent. & Rec.	77.1	74.2	78.9	83.0	85.8	90.9	90.3
Food Service	145.4	147.2	164.1	179.0	190.2	206.0	209.2
Food Stores	56.3	54.8	60.6	65.0	67.7	69.2	68.2
Local Tran. & Gas	75.3	62.9	77.5	75.8	66.8	66.9	68.6
Retail Sales	84.4	84.5	90.7	93.3	95.6	99.1	97.6
Visitor Air Tran.	27.6	48.6	33.8	39.8	42.4	45.1	49.4
Total	564.4	560.3	606.2	648.2	673.2	717.2	725.4
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	106.1	99.7	113.6	127.2	138.1	149.5	158.4
Arts, Ent. & Rec.	26.0	23.6	24.8	30.0	31.4	34.2	34.9
Ground Tran.	3.6	3.4	3.4	3.8	4.1	4.4	4.3
Other Travel*	24.3	24.0	32.5	38.9	43.8	51.0	54.0
Retail**	17.9	17.4	18.9	20.2	21.2	22.6	23.1
Total	178.0	167.9	193.3	220.0	238.6	261.7	274.7
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	5,050	4,590	4,990	5,300	5,540	5,770	5,920
Arts, Ent. & Rec.	2,430	2,220	2,240	2,420	2,400	2,540	2,580
Ground Tran.	130	120	120	120	120	130	120
Other Travel*	860	770	950	1,100	1,240	1,310	1,290
Retail**	810	760	810	840	860	880	880
Total	9,290	8,460	9,100	9,770	10,160	10,630	10,790
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	8.5	7.8	8.8	10.5	11.9	12.9	13.0
State Tax Receipts	17.0	16.1	19.3	20.6	21.7	24.1	25.7
Total	25.5	23.9	28.0	31.1	33.6	37.0	38.7

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

Lane County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	536.8	511.7	572.4	608.3	672.0	676.0
All Overnight	405.1	381.7	428.9	455.4	507.3	510.5
Hotel, Motel, STVR*	222.0	198.9	230.0	251.3	295.5	295.9
Private Home	141.5	142.7	157.0	159.3	165.3	167.6
Other Overnight	41.6	40.1	41.9	44.8	46.5	47.0
Day Travel	131.7	129.9	143.5	153.0	164.7	165.5
Day Travel	131.7	129.9	143.5	153.0	164.7	165.5

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$351	\$663	\$150	\$278	2.3	1.9
Private Home	\$88	\$272	\$36	\$108	2.5	3.1
Other Overnight	\$117	\$364	\$35	\$108	3.4	3.1
All Overnight	\$162	\$428	\$63	\$167	2.5	2.6

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,898	2,042	1,974	805	867	843
Private Home	4,658	4,766	4,713	1,872	1,923	1,912
Other Overnight	1,345	1,365	1,354	399	405	402
All Overnight	7,901	8,173	8,042	3,076	3,195	3,156

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,021	1,099	1,062	427	460	446
Private Home	1,538	1,574	1,556	606	622	617
Other Overnight	432	438	435	128	130	129
All Overnight	2,990	3,111	3,053	1,162	1,212	1,192

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

Lincoln County

County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$95,504
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.09

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,799
Additional employment if each resident household encouraged one additional overnight visitor	50

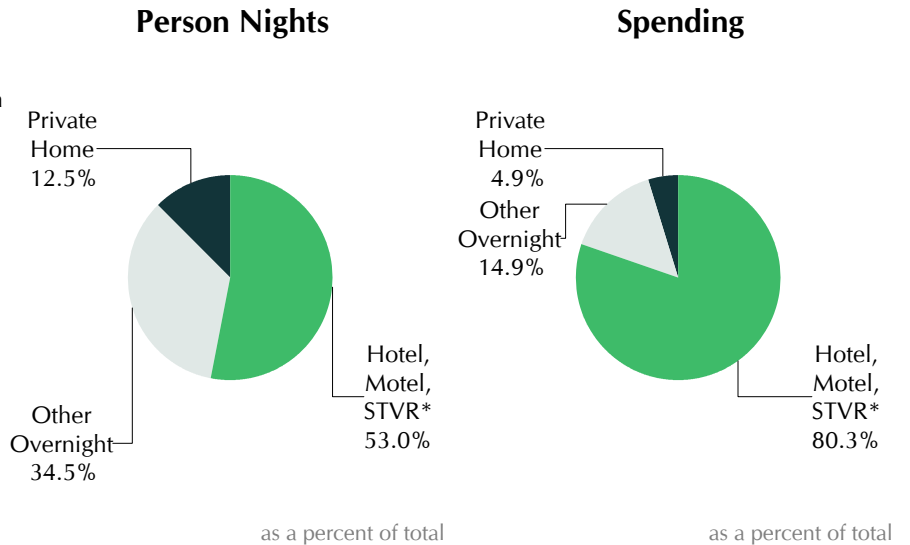
Visitor Shares

Travel Share of Total Employment (2016)*	23.5 %
Overnight Visitor Share of Resident Population (2017)**	27.8 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,392.1	2,633.2	373.1
Private Home	205.1	623.7	22.6
Other Overnight	518.2	1,713.8	69.2
All Overnight	2,115.4	4,970.6	464.8

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

Lincoln
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	433.0	443.8	506.7	529.1	573.1	590.8	3.1%	4.5%
Other	9.8	11.3	10.9	10.0	11.4	12.1	6.6%	3.1%
Visitor	423.2	432.6	495.8	519.1	561.8	578.7	3.0%	4.6%
Non-transportation	377.9	381.3	442.2	473.8	515.3	528.3	2.5%	4.9%
Transportation	45.4	51.3	53.5	45.3	46.4	50.4	8.5%	1.5%
Earnings (\$M)								
Earnings (Current \$)	116.5	121.9	133.1	141.8	153.3	162.0	5.6%	4.8%
Employment (Jobs)								
Employment	5,540	5,520	5,790	5,820	6,060	6,130	1.1%	1.5%
Tax Revenue (\$M)								
Total (Current \$)	19.8	20.6	23.3	25.3	27.7	29.4	6.3%	5.8%
Local	9.3	9.2	11.0	12.3	12.9	13.6	5.4%	5.6%
State	10.5	11.4	12.4	13.0	14.8	15.8	7.2%	6.1%

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

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

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

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

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

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

Lincoln County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	432.5	423.2	432.6	495.8	519.1	561.8	578.7
Other Travel*	12.5	9.8	11.3	10.9	10.0	11.4	12.1
Total	445.0	433.0	443.8	506.7	529.1	573.1	590.8
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	120.4	120.5	121.7	138.6	153.6	162.6	171.2
Arts, Ent. & Rec.	59.2	57.2	56.6	64.8	67.7	74.2	74.6
Food Service	102.7	105.1	105.9	128.9	138.4	156.9	161.5
Food Stores	39.6	38.2	40.4	46.1	48.2	50.4	50.0
Local Tran. & Gas	53.7	45.4	51.3	53.5	45.3	46.4	50.4
Retail Sales	57.0	56.8	56.7	63.9	66.0	71.1	70.8
Total	432.5	423.2	432.6	495.8	519.1	561.8	578.7
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	86.0	84.2	88.2	99.5	106.2	114.3	121.7
Arts, Ent. & Rec.	18.0	16.4	17.5	14.9	15.6	16.3	16.8
Ground Tran.	1.6	1.6	1.6	2.0	2.1	2.5	2.6
Other Travel*	2.2	1.7	1.7	1.9	2.1	2.8	2.9
Retail**	13.0	12.6	12.8	14.9	15.8	17.4	17.9
Total	120.9	116.5	121.9	133.1	141.8	153.3	162.0
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	4,090	3,920	3,850	4,080	4,130	4,280	4,360
Arts, Ent. & Rec.	950	930	990	940	900	910	890
Ground Tran.	60	50	50	60	60	70	70
Other Travel*	50	40	40	40	40	70	70
Retail**	640	600	600	670	690	730	730
Total	5,770	5,540	5,520	5,790	5,820	6,060	6,130
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	8.1	9.3	9.2	11.0	12.3	12.9	13.6
State Tax Receipts	10.9	10.5	11.4	12.4	13.0	14.8	15.8
Total	19.0	19.8	20.6	23.3	25.3	27.7	29.4

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

Lincoln County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	432.5	423.2	432.6	495.8	561.8	578.7
All Overnight	344.1	337.4	342.6	393.8	449.4	464.8
Hotel, Motel, STVR*	264.1	259.6	260.1	306.7	359.3	373.1
Private Home	19.7	19.2	20.8	21.6	22.2	22.6
Other Overnight	60.2	58.5	61.6	65.5	67.9	69.2
Day Travel	88.4	85.9	90.0	102.0	112.3	113.8
Day Travel	88.4	85.9	90.0	102.0	112.3	113.8

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$346	\$655	\$142	\$268	2.4	1.9
Private Home	\$94	\$287	\$36	\$110	2.6	3.0
Other Overnight	\$132	\$438	\$40	\$134	3.3	3.3
All Overnight	\$253	\$577	\$94	\$220	2.7	2.3

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	2,358	2,644	2,633	964	1,082	1,077
Private Home	607	625	624	233	240	239
Other Overnight	1,691	1,712	1,714	516	522	524
All Overnight	4,656	4,981	4,971	1,714	1,844	1,840

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,246	1,398	1,392	510	572	569
Private Home	200	206	205	77	79	79
Other Overnight	512	518	518	156	158	158
All Overnight	1,958	2,122	2,115	742	808	806

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

Linn County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$72,767
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.95

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$5,193
Additional employment if each resident household encouraged one additional overnight visitor	71

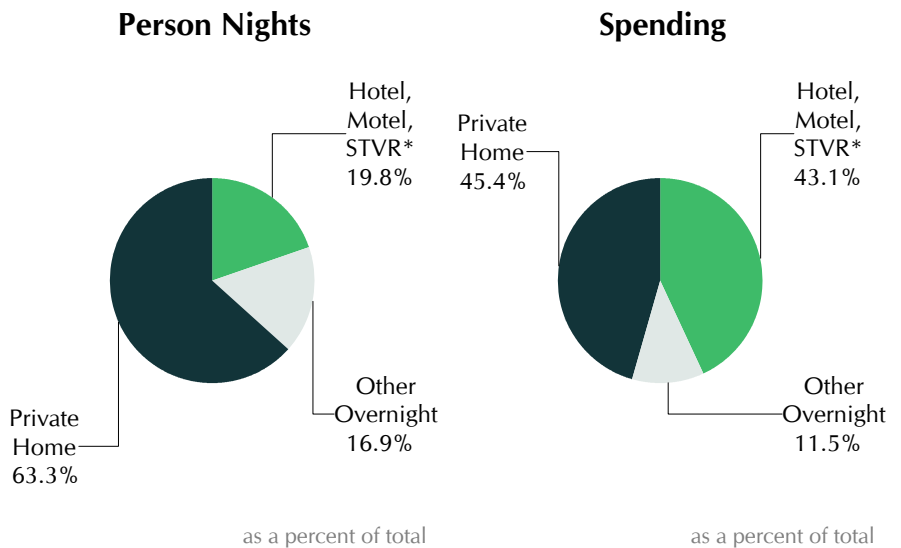
Visitor Shares

Travel Share of Total Employment (2016)*	2.9 %
Overnight Visitor Share of Resident Population (2017)**	4.3 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	234.0	389.2	38.1
Private Home	484.0	1,244.3	40.2
Other Overnight	108.0	331.9	10.2
All Overnight	826.0	1,965.5	88.5

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

Linn
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	112.9	131.4	136.0	135.1	139.2	143.6	3.2%	3.5%
Other	16.8	20.7	19.3	15.7	14.2	15.9	12.0%	-0.8%
Visitor	96.1	110.7	116.7	119.4	125.0	127.7	2.2%	4.2%
Non-transportation	84.0	95.2	102.1	107.1	113.1	114.9	1.5%	4.6%
Transportation	12.1	15.5	14.6	12.3	11.9	12.9	8.2%	0.9%
Earnings (\$M)								
Earnings (Current \$)	24.8	27.5	29.8	32.4	34.8	37.0	6.2%	5.9%
Employment (Jobs)								
Employment	1,490	1,570	1,630	1,700	1,780	1,800	1.1%	2.8%
Tax Revenue (\$M)								
Total (Current \$)	4.0	4.9	5.1	5.4	5.9	6.3	8.0%	6.9%
Local	0.6	0.8	0.9	1.0	1.2	1.2	3.6%	9.4%
State	3.3	4.0	4.1	4.3	4.7	5.1	9.1%	6.3%

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

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

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

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

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

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

Linn County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	101.6	96.1	110.7	116.7	119.4	125.0	127.7
Other Travel*	20.9	16.8	20.7	19.3	15.7	14.2	15.9
Total	122.5	112.9	131.4	136.0	135.1	139.2	143.6
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	12.6	10.8	12.8	15.3	16.9	19.2	19.9
Arts, Ent. & Rec.	15.2	14.6	16.0	16.6	17.1	17.8	17.9
Food Service	27.9	28.0	32.2	34.9	36.9	39.2	40.4
Food Stores	13.1	12.6	14.4	15.2	15.7	15.9	15.8
Local Tran. & Gas	14.7	12.1	15.5	14.6	12.3	11.9	12.9
Retail Sales	18.1	17.9	19.8	20.1	20.5	21.0	20.9
Total	101.6	96.1	110.7	116.7	119.4	125.0	127.7
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	15.8	14.8	16.8	18.3	20.3	22.4	24.1
Arts, Ent. & Rec.	5.3	4.8	4.9	5.4	5.6	5.9	6.1
Ground Tran.	0.5	0.5	0.5	0.6	0.6	0.7	0.7
Other Travel*	1.0	0.9	0.9	0.9	1.0	0.7	0.8
Retail**	4.0	3.9	4.3	4.6	4.8	5.1	5.2
Total	26.7	24.8	27.5	29.8	32.4	34.8	37.0
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	990	870	950	1,010	1,060	1,120	1,120
Arts, Ent. & Rec.	390	360	350	350	350	370	390
Ground Tran.	20	20	20	20	20	20	20
Other Travel*	60	50	50	50	50	40	40
Retail**	190	190	210	210	220	220	230
Total	1,650	1,490	1,570	1,630	1,700	1,780	1,800
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.8	0.6	0.8	0.9	1.0	1.2	1.2
State Tax Receipts	3.6	3.3	4.0	4.1	4.3	4.7	5.1
Total	4.3	4.0	4.9	5.1	5.4	5.9	6.3

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

Linn County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	101.6	96.1	110.7	116.7	125.0	127.7
All Overnight	70.4	65.7	75.6	80.2	86.5	88.5
Hotel, Motel, STVR*	27.0	22.9	28.0	32.1	37.0	38.1
Private Home	34.2	34.1	38.5	38.4	39.4	40.2
Other Overnight	9.2	8.6	9.1	9.7	10.1	10.2
Day Travel	31.2	30.4	35.1	36.5	38.6	39.2
Day Travel	31.2	30.4	35.1	36.5	38.6	39.2

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$240	\$400	\$98	\$163	2.5	1.7
Private Home	\$83	\$213	\$32	\$83	2.6	2.6
Other Overnight	\$105	\$323	\$31	\$94	3.4	3.1
All Overnight	\$119	\$280	\$45	\$107	2.6	2.3

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	373	393	389	152	160	159
Private Home	1,218	1,243	1,244	476	486	486
Other Overnight	330	336	332	96	98	97
All Overnight	1,921	1,972	1,965	724	744	742

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	224	237	234	91	96	95
Private Home	474	483	484	185	189	189
Other Overnight	107	109	108	31	32	32
All Overnight	805	829	826	308	317	316

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

Malheur County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$68,471
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.76

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,147
Additional employment if each resident household encouraged one additional overnight visitor	17

Visitor Shares

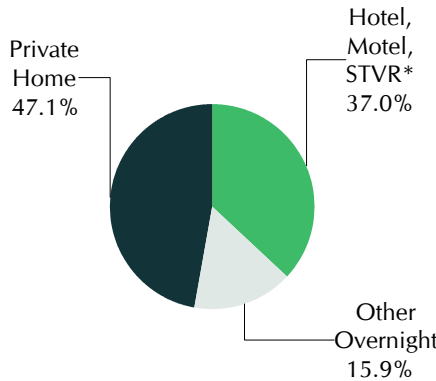
Travel Share of Total Employment (2016)*	3.5 %
Overnight Visitor Share of Resident Population (2017)**	5.9 %

Overnight Visitor Spending and Volume

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

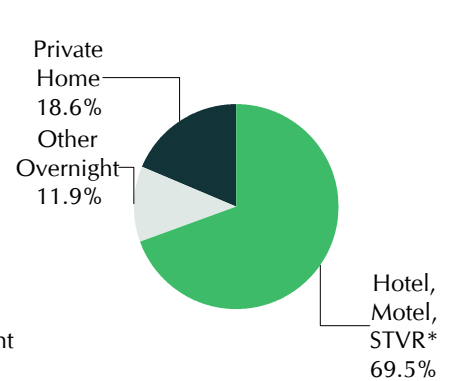
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares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

Person Nights



as a percent of total

Spending



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	146.3	243.3	23.7
Private Home	120.5	309.7	6.3
Other Overnight	34.0	104.3	4.0
All Overnight	300.7	657.3	34.0

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

Malheur
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	37.6	41.0	40.1	40.6	42.1	45.6	8.2%	2.8%
Other	4.3	5.2	4.7	3.8	3.5	3.9	10.2%	-1.4%
Visitor	33.3	35.9	35.3	36.8	38.6	41.7	8.1%	3.3%
Non-transportation	30.2	32.2	32.1	34.0	35.9	38.7	7.7%	3.6%
Transportation	3.1	3.7	3.3	2.8	2.7	3.0	12.4%	-0.4%
Earnings (\$M)								
Earnings (Current \$)	9.8	10.9	11.1	11.7	12.4	13.1	5.6%	4.2%
Employment (Jobs)								
Employment	550	590	560	580	590	620	4.1%	1.8%
Tax Revenue (\$M)								
Total (Current \$)	1.7	1.9	1.9	2.0	2.2	2.4	11.0%	5.4%
Local	0.6	0.7	0.7	0.7	0.8	0.9	13.4%	6.0%
State	1.0	1.2	1.2	1.2	1.3	1.5	9.5%	5.0%

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

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

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

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

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

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

Malheur County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Destination Spending	31.2	33.3	35.9	35.3	36.8	38.6	41.7
Other Travel*	5.3	4.3	5.2	4.7	3.8	3.5	3.9
Total	36.5	37.6	41.0	40.1	40.6	42.1	45.6

Visitor Spending By Commodity Purchased (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accommodations	7.9	8.5	9.1	9.2	10.2	11.3	12.8
Arts, Ent. & Rec.	5.0	5.2	5.4	5.2	5.4	5.6	5.9
Food Service	7.8	8.6	9.3	9.4	9.9	10.4	11.2
Food Stores	3.6	3.9	4.2	4.3	4.5	4.5	4.5
Local Tran. & Gas	3.3	3.1	3.7	3.3	2.8	2.7	3.0
Retail Sales	3.6	3.9	4.1	4.0	4.0	4.1	4.2
Total	31.2	33.3	35.9	35.3	36.8	38.6	41.7

Industry Earnings Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	6.4	6.8	7.5	7.8	8.2	8.6	9.0
Arts, Ent. & Rec.	1.7	1.6	1.9	1.9	2.0	2.2	2.4
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Other Travel*	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Retail**	0.9	1.0	1.0	1.0	1.1	1.1	1.2
Total	9.4	9.8	10.9	11.1	11.7	12.4	13.1

Industry Employment Generated by Travel Spending (Jobs)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	360	370	380	380	400	410	410
Arts, Ent. & Rec.	120	120	150	130	120	120	130
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	50	50	50	50	50	50	50
Total	530	550	590	560	580	590	620

Tax Receipts Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.6	0.6	0.7	0.7	0.7	0.8	0.9
State Tax Receipts	1.0	1.0	1.2	1.2	1.2	1.3	1.5
Total	1.6	1.7	1.9	1.9	2.0	2.2	2.4

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

Malheur County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	31.2	33.3	35.9	35.3	38.6	41.7
All Overnight	25.1	26.8	28.8	28.4	31.3	34.0
Hotel, Motel, STVR*	16.6	17.5	19.0	18.4	21.2	23.7
Private Home	5.6	5.9	6.2	6.1	6.1	6.3
Other Overnight	2.9	3.4	3.6	3.8	4.0	4.0
Day Travel	6.1	6.5	7.1	7.0	7.3	7.7
Day Travel	6.1	6.5	7.1	7.0	7.3	7.7

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$239	\$397	\$97	\$162	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$133	\$407	\$39	\$119	3.4	3.1
All Overnight	\$136	\$292	\$52	\$113	2.6	2.1

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	220	227	243	90	92	99
Private Home	306	306	310	120	120	121
Other Overnight	104	106	104	30	31	30
All Overnight	630	638	657	240	243	251

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	133	136	146	54	56	60
Private Home	119	119	120	47	46	47
Other Overnight	34	34	34	10	10	10
All Overnight	285	290	301	110	112	117

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

Marion County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$80,370
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.23

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$16,662
Additional employment if each resident household encouraged one additional overnight visitor	207

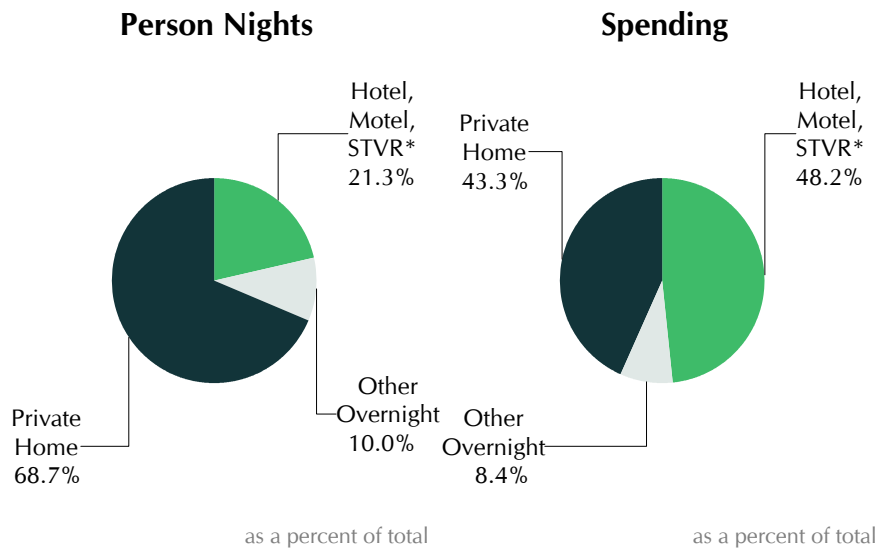
Visitor Shares

Travel Share of Total Employment (2016)*	2.5 %
Overnight Visitor Share of Resident Population (2017)**	4.4 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	612.1	1,157.8	132.0
Private Home	1,228.0	3,734.6	118.6
Other Overnight	167.3	543.5	23.1
All Overnight	2,007.3	5,435.9	273.6

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

Marion
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	324.2	364.3	381.9	382.9	396.7	415.3	4.7%	3.6%
Other	48.6	59.3	56.5	47.4	47.3	52.3	10.7%	1.1%
Visitor	275.7	305.0	325.5	335.5	349.4	363.0	3.9%	4.0%
Non-transportation	241.8	263.4	286.0	302.2	317.4	327.7	3.2%	4.4%
Transportation	33.8	41.6	39.5	33.3	32.1	35.3	10.0%	0.6%
Earnings (\$M)								
Earnings (Current \$)	75.6	81.4	89.6	98.1	104.9	111.9	6.7%	5.8%
Employment (Jobs)								
Employment	3,890	4,020	4,340	4,490	4,660	4,720	1.2%	2.8%
Tax Revenue (\$M)								
Total (Current \$)	12.0	14.1	15.1	16.1	17.4	19.0	8.9%	6.8%
Local	2.5	2.9	3.4	3.8	4.2	4.5	6.6%	8.6%
State	9.5	11.2	11.7	12.3	13.2	14.5	9.7%	6.3%

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

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

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

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

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

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

Marion County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	279.1	275.7	305.0	325.5	335.5	349.4	363.0
Other Travel*	59.8	48.6	59.3	56.5	47.4	47.3	52.3
Total	338.9	324.2	364.3	381.9	382.9	396.7	415.3
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	42.3	40.1	43.1	51.5	57.2	63.5	67.6
Arts, Ent. & Rec.	40.5	40.1	42.8	44.7	46.2	47.8	48.7
Food Service	75.8	79.4	87.8	96.2	102.1	108.1	112.8
Food Stores	34.1	33.8	37.7	40.2	41.9	42.2	42.4
Local Tran. & Gas	39.1	33.8	41.6	39.5	33.3	32.1	35.3
Retail Sales	47.2	48.4	52.1	53.4	54.7	55.7	56.1
Total	279.1	275.7	305.0	325.5	335.5	349.4	363.0
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	48.2	47.2	51.8	57.8	64.5	69.5	74.9
Arts, Ent. & Rec.	13.9	13.0	13.1	14.0	14.6	14.7	15.3
Ground Tran.	1.3	1.3	1.5	1.6	1.7	1.9	2.0
Other Travel*	4.0	3.7	3.8	4.2	4.6	5.5	5.8
Retail**	10.4	10.3	11.2	12.0	12.6	13.2	13.8
Total	77.8	75.6	81.4	89.6	98.1	104.9	111.9
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	2,480	2,320	2,500	2,690	2,830	2,910	2,980
Arts, Ent. & Rec.	990	910	850	950	930	970	950
Ground Tran.	50	40	50	50	50	50	50
Other Travel*	170	150	150	160	160	210	200
Retail**	470	460	480	500	520	520	530
Total	4,150	3,890	4,020	4,340	4,490	4,660	4,720
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	2.8	2.5	2.9	3.4	3.8	4.2	4.5
State Tax Receipts	9.9	9.5	11.2	11.7	12.3	13.2	14.5
Total	12.7	12.0	14.1	15.1	16.1	17.4	19.0

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

Marion County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	279.1	275.7	305.0	325.5	349.4	363.0
All Overnight	210.0	205.9	226.6	243.2	262.6	273.6
Hotel, Motel, STVR*	91.6	87.1	95.6	109.2	124.6	132.0
Private Home	98.3	99.4	110.6	112.1	115.2	118.6
Other Overnight	20.2	19.4	20.4	21.9	22.8	23.1
Day Travel	69.1	69.8	78.4	82.2	86.8	89.4
Day Travel	69.1	69.8	78.4	82.2	86.8	89.4

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$279	\$527	\$114	\$216	2.4	1.9
Private Home	\$83	\$252	\$32	\$97	2.6	3.0
Other Overnight	\$143	\$466	\$42	\$138	3.4	3.3
All Overnight	\$132	\$355	\$50	\$136	2.6	2.7

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,093	1,137	1,158	447	465	474
Private Home	3,642	3,701	3,735	1,398	1,420	1,433
Other Overnight	540	549	544	160	162	161
All Overnight	5,275	5,387	5,436	2,005	2,048	2,068

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	578	601	612	236	246	250
Private Home	1,197	1,217	1,228	460	467	471
Other Overnight	166	169	167	49	50	49
All Overnight	1,942	1,987	2,007	745	763	771

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

Morrow County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$75,444
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.66

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$375
Additional employment if each resident household encouraged one additional overnight visitor	5

Visitor Shares

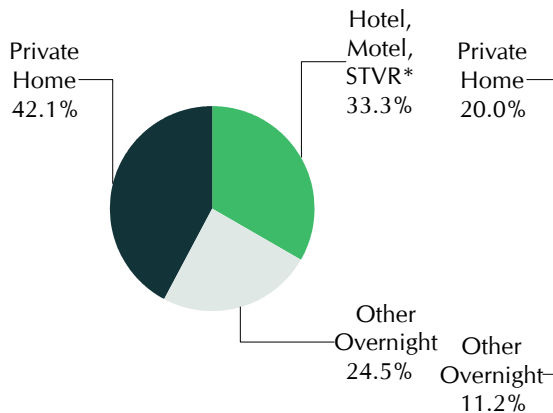
Travel Share of Total Employment (2016)*	2.3 %
Overnight Visitor Share of Resident Population (2017)**	6.6 %

Overnight Visitor Spending and Volume

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

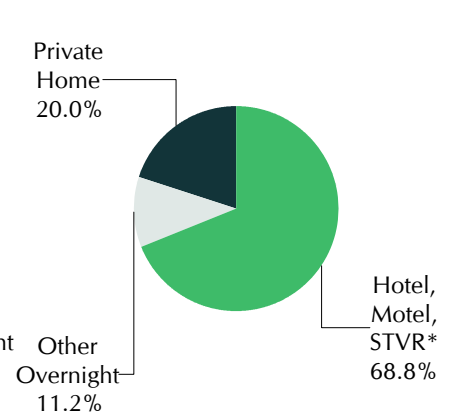
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares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

Person Nights



as a percent of total

Spending



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	53.6	89.1	7.9
Private Home	43.8	112.6	2.3
Other Overnight	22.8	65.5	1.3
All Overnight	120.2	267.2	11.5

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

Morrow
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	12.0	13.4	14.4	14.5	14.9	15.8	5.9%	4.1%
Other	1.5	1.9	1.7	1.4	1.3	1.4	9.0%	-1.1%
Visitor	10.4	11.5	12.6	13.2	13.6	14.4	5.6%	4.7%
Non-transportation	9.3	10.2	11.3	12.0	12.6	13.2	5.2%	5.1%
Transportation	1.1	1.3	1.3	1.1	1.1	1.2	9.8%	0.8%
Earnings (\$M)								
Earnings (Current \$)	2.8	3.1	3.4	3.6	3.8	4.1	8.2%	5.7%
Employment (Jobs)								
Employment	150	160	180	170	180	190	9.4%	3.5%
Tax Revenue (\$M)								
Total (Current \$)	0.3	0.4	0.4	0.4	0.5	0.5	9.7%	6.2%
Local	0.0	0.0	0.0	0.0	0.0	0.0	10.2%	4.3%
State	0.3	0.4	0.4	0.4	0.5	0.5	9.7%	6.2%

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

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

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

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

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

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

Morrow County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	11.5	10.4	11.5	12.6	13.2	13.6	14.4
Other Travel*	2.0	1.5	1.9	1.7	1.4	1.3	1.4
Total	13.5	12.0	13.4	14.4	14.5	14.9	15.8
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	2.7	2.4	2.7	3.2	3.5	3.8	4.1
Arts, Ent. & Rec.	1.8	1.6	1.7	1.8	1.9	2.0	2.0
Food Service	2.9	2.8	3.1	3.4	3.6	3.8	4.0
Food Stores	1.3	1.3	1.4	1.5	1.5	1.5	1.5
Local Tran. & Gas	1.4	1.1	1.3	1.3	1.1	1.1	1.2
Retail Sales	1.4	1.3	1.4	1.5	1.5	1.5	1.5
Total	11.5	10.4	11.5	12.6	13.2	13.6	14.4
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	1.9	1.6	1.8	2.1	2.3	2.4	2.6
Arts, Ent. & Rec.	0.7	0.6	0.6	0.6	0.7	0.7	0.7
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	0.5	0.4	0.5	0.5	0.5	0.5	0.6
Total	3.2	2.8	3.1	3.4	3.6	3.8	4.1
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	140	100	100	120	110	120	130
Arts, Ent. & Rec.	30	30	30	40	30	30	40
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	20	20	20	20	20	20	20
Total	200	150	160	180	170	180	190
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Receipts	0.4	0.3	0.4	0.4	0.4	0.5	0.5
Total	0.4	0.3	0.4	0.4	0.4	0.5	0.5

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

Morrow County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	11.5	10.4	11.5	12.6	13.6	14.4
All Overnight	9.1	8.2	9.0	10.0	10.8	11.5
Hotel, Motel, STVR*	5.7	5.0	5.6	6.5	7.3	7.9
Private Home	2.2	2.1	2.2	2.2	2.3	2.3
Other Overnight	1.2	1.1	1.2	1.3	1.3	1.3
Day Travel	2.4	2.3	2.5	2.7	2.8	2.9
Day Travel	2.4	2.3	2.5	2.7	2.8	2.9

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$218	\$363	\$89	\$148	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$65	\$185	\$20	\$56	3.3	2.9
All Overnight	\$115	\$251	\$43	\$96	2.7	2.2

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	83	85	89	34	35	36
Private Home	113	113	113	44	44	44
Other Overnight	66	66	66	20	20	20
All Overnight	262	265	267	98	99	100

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	50	51	54	20	21	22
Private Home	44	44	44	17	17	17
Other Overnight	23	23	23	7	7	7
All Overnight	117	118	120	45	45	46

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

Multnomah County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$117,026
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$9.73

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$112,923
Additional employment if each resident household encouraged one additional overnight visitor	965

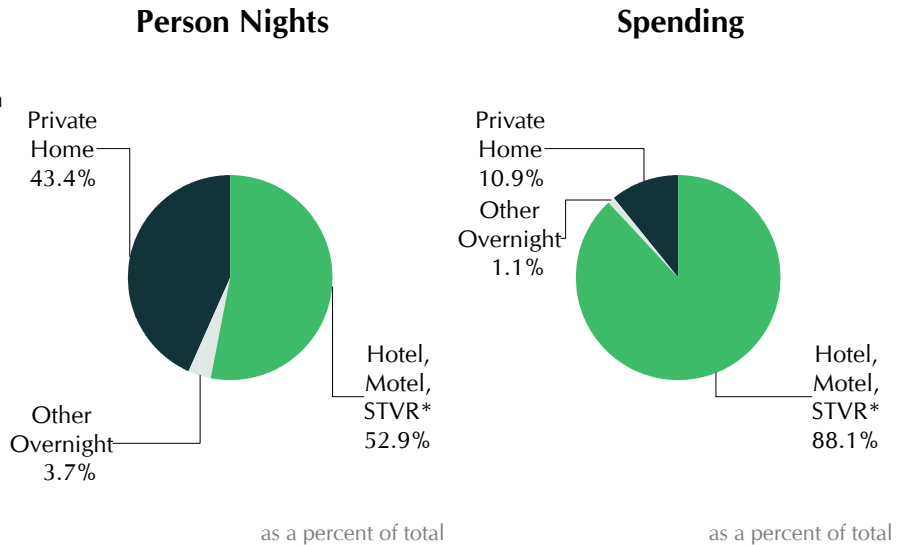
Visitor Shares

Travel Share of Total Employment (2016)*	3.6 %
Overnight Visitor Share of Resident Population (2017)**	4.3 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	3,316.8	6,744.7	1,542.1
Private Home	1,784.3	5,531.8	190.0
Other Overnight	140.4	468.3	18.7
All Overnight	5,241.6	12,744.8	1,750.8

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

Multnomah
Direct Travel Impacts, 2010-2017p

								Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17	
Total (Current \$)	2,813.6	3,118.0	3,432.5	3,670.7	3,784.2	3,956.8	4.6%	5.0%	
Other	1,521.2	1,580.8	1,722.1	1,821.1	1,854.7	1,944.6	4.8%	3.6%	
Visitor	1,292.4	1,537.1	1,710.5	1,849.6	1,929.5	2,012.1	4.3%	6.5%	
Non-transportation	1,065.1	1,271.1	1,417.4	1,554.0	1,645.7	1,712.2	4.0%	7.0%	
Transportation	787.0	837.4	938.2	1,001.8	997.3	1,034.9	3.8%	4.0%	
Earnings (\$M)									
Earnings (Current \$)	599.4	687.8	774.6	846.0	911.2	972.0	6.7%	7.2%	
Employment (Jobs)									
Employment	17,930	19,660	21,130	21,970	22,750	23,020	1.2%	3.6%	
Tax Revenue (\$M)									
Total (Current \$)	108.0	130.4	156.2	176.2	185.5	195.8	5.6%	8.9%	
Local	59.5	72.6	92.9	107.8	109.6	114.0	4.0%	9.7%	
State	48.5	57.8	63.3	68.4	76.0	81.8	7.7%	7.7%	

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

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

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

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

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

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

Multnomah County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	1,302.0	1,292.4	1,537.1	1,710.5	1,849.6	1,929.5	2,012.1
Other Travel*	1,462.4	1,521.2	1,580.8	1,722.1	1,821.1	1,854.7	1,944.6
Total	2,764.3	2,813.6	3,118.0	3,432.5	3,670.7	3,784.2	3,956.8

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	398.2	370.5	477.4	562.3	646.9	693.1	723.6
Arts, Ent. & Rec.	105.1	106.6	119.0	125.7	131.8	137.8	141.6
Food Service	328.2	353.1	409.5	450.5	484.2	516.5	544.2
Food Stores	57.2	58.1	67.2	72.9	76.9	78.2	79.1
Local Tran. & Gas	244.5	227.3	266.1	293.0	295.6	283.8	299.9
Retail Sales	168.7	176.9	197.9	206.0	214.2	220.0	223.7
Visitor Air Tran.	520.4	559.7	571.4	645.1	706.3	713.5	735.0
Total	1,822.3	1,852.1	2,108.5	2,355.6	2,555.9	2,642.9	2,747.2

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	252.0	248.4	297.5	339.7	369.0	398.5	429.1
Arts, Ent. & Rec.	33.5	32.0	40.3	39.9	42.2	43.7	46.0
Ground Tran.	26.2	23.8	26.9	30.1	33.5	32.6	34.5
Other Travel*	257.5	265.7	289.8	328.9	362.9	395.6	419.5
Retail**	29.0	29.5	33.3	36.0	38.5	40.7	43.0
Total	598.4	599.4	687.8	774.6	846.0	911.2	972.0

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	10,830	10,420	11,810	12,710	13,080	13,510	13,720
Arts, Ent. & Rec.	1,020	950	1,060	1,140	1,160	1,220	1,170
Ground Tran.	1,010	860	930	970	1,050	960	980
Other Travel*	5,500	4,650	4,700	5,080	5,430	5,770	5,830
Retail**	1,070	1,050	1,160	1,220	1,260	1,290	1,320
Total	19,420	17,930	19,660	21,130	21,970	22,750	23,020

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	63.0	59.5	72.6	92.9	107.8	109.6	114.0
State Tax Receipts	49.7	48.5	57.8	63.3	68.4	76.0	81.8
Total	112.7	108.0	130.4	156.2	176.2	185.5	195.8

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

Multnomah County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	1,302	1,292	1,537	1,710	1,929	2,012
All Overnight	1,119	1,104	1,318	1,477	1,677	1,751
Hotel, Motel, STVR*	956	935	1,131	1,284	1,475	1,542
Private Home	148	154	171	176	184	190
Other Overnight	16	16	17	18	18	19
Day Travel	183	188	219	233	252	261
Day Travel	183	188	219	233	252	261

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$482	\$1,005	\$229	\$465	2.1	2.1
Private Home	\$66	\$211	\$34	\$106	1.9	3.2
Other Overnight	\$124	\$416	\$40	\$133	3.1	3.4
All Overnight	\$280	\$706	\$137	\$334	2.0	2.5

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	6,388	6,592	6,745	3,015	3,127	3,200
Private Home	5,435	5,489	5,532	2,816	2,867	2,900
Other Overnight	465	472	468	150	152	151
All Overnight	12,288	12,553	12,745	5,981	6,146	6,251

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	3,141	3,242	3,317	1,447	1,499	1,534
Private Home	1,753	1,771	1,784	879	893	902
Other Overnight	140	141	140	45	45	45
All Overnight	5,034	5,154	5,242	2,370	2,437	2,481

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

Polk County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$77,289
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$2.67

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,089
Additional employment if each resident household encouraged one additional overnight visitor	40

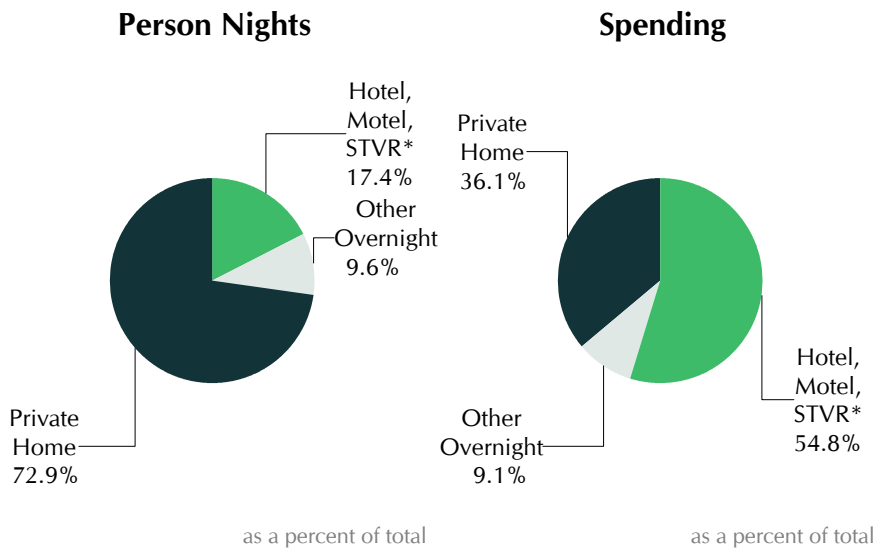
Visitor Shares

Travel Share of Total Employment (2016)*	7.2 %
Overnight Visitor Share of Resident Population (2017)**	3.7 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	118.0	196.2	25.4
Private Home	319.2	820.5	16.8
Other Overnight	35.2	108.6	4.2
All Overnight	472.4	1,125.3	46.5

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

Polk
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	152.6	161.7	165.4	170.1	170.6	177.8	4.2%	2.2%
Other	10.3	12.9	12.2	9.8	9.4	10.6	12.6%	0.4%
Visitor	142.3	148.9	153.2	160.2	161.2	167.2	3.7%	2.3%
Non-transportation	134.4	139.5	144.6	152.9	154.3	159.6	3.4%	2.5%
Transportation	7.9	9.3	8.6	7.4	6.9	7.6	10.5%	-0.6%
Earnings (\$M)								
Earnings (Current \$)	48.3	43.2	41.8	45.9	48.5	51.3	5.7%	0.9%
Employment (Jobs)								
Employment	1,970	1,890	1,900	2,070	2,120	2,190	3.5%	1.6%
Tax Revenue (\$M)								
Total (Current \$)	3.7	3.7	3.7	3.9	4.1	4.5	8.6%	2.8%
State	3.7	3.7	3.7	3.9	4.1	4.5	8.6%	2.8%

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

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

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

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

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

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

Polk County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	145.2	142.3	148.9	153.2	160.2	161.2	167.2
Other Travel*	13.2	10.3	12.9	12.2	9.8	9.4	10.6
Total	158.5	152.6	161.7	165.4	170.1	170.6	177.8
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	13.6	13.1	13.6	14.4	16.0	16.8	17.4
Arts, Ent. & Rec.	81.9	80.1	82.1	84.0	87.7	87.9	90.6
Food Service	25.7	26.6	28.3	30.1	32.1	32.8	34.5
Food Stores	11.3	11.1	11.9	12.6	13.3	13.0	13.3
Local Tran. & Gas	9.2	7.9	9.3	8.6	7.4	6.9	7.6
Retail Sales	3.5	3.5	3.6	3.6	3.8	3.7	3.8
Total	145.2	142.3	148.9	153.2	160.2	161.2	167.2
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	16.0	16.0	16.3	16.7	19.4	21.4	22.6
Arts, Ent. & Rec.	31.1	29.4	23.8	21.9	23.1	23.6	25.0
Ground Tran.	0.4	0.4	0.4	0.4	0.5	0.5	0.5
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Retail**	2.2	2.1	2.2	2.3	2.5	2.5	2.6
Total	50.1	48.3	43.2	41.8	45.9	48.5	51.3
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	970	940	900	920	990	1,010	1,060
Arts, Ent. & Rec.	990	880	840	830	920	950	970
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	30	20	20	30	30	30	30
Retail**	110	110	110	110	120	120	120
Total	2,120	1,970	1,890	1,900	2,070	2,120	2,190
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
State Tax Receipts	3.9	3.7	3.7	3.7	3.9	4.1	4.5
Total	3.9	3.7	3.7	3.7	3.9	4.1	4.5

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

Polk County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	145.2	142.3	148.9	153.2	161.2	167.2
All Overnight	39.5	38.4	40.7	41.9	44.9	46.5
Hotel, Motel, STVR*	21.4	20.7	21.7	22.4	24.8	25.4
Private Home	14.3	14.1	15.2	15.5	15.9	16.8
Other Overnight	3.8	3.6	3.7	4.0	4.2	4.2
Day Travel	105.8	103.9	108.2	111.3	116.3	120.7
Day Travel	105.8	103.9	108.2	111.3	116.3	120.7

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$318	\$529	\$130	\$216	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$134	\$413	\$39	\$121	3.4	3.1
All Overnight	\$108	\$254	\$41	\$98	2.6	2.4

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	211	199	196	86	81	80
Private Home	791	793	820	309	310	321
Other Overnight	108	110	109	31	32	32
All Overnight	1,110	1,101	1,125	426	423	432

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	127	119	118	52	49	48
Private Home	308	308	319	120	121	125
Other Overnight	35	36	35	10	10	10
All Overnight	469	463	472	182	180	183

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

Sherman County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$89,466
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.44

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$83
Additional employment if each resident household encouraged one additional overnight visitor	1

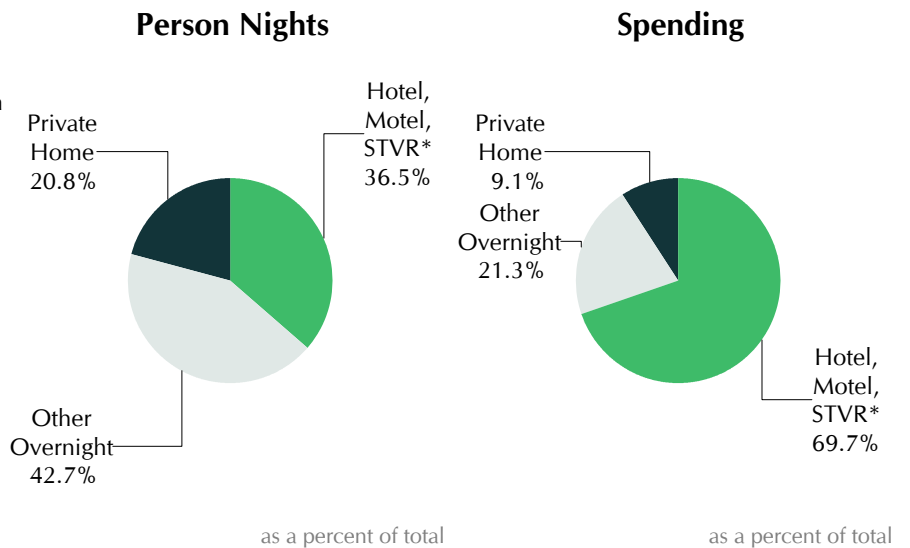
Visitor Shares

Travel Share of Total Employment (2016)*	4.3 %
Overnight Visitor Share of Resident Population (2017)**	13.2 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	18.7	31.1	2.8
Private Home	6.9	17.7	0.4
Other Overnight	11.7	36.4	0.9
All Overnight	37.3	85.2	4.0

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

Sherman
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	5.0	5.2	4.7	4.9	5.0	5.3	6.3%	1.1%
Other	0.2	0.3	0.3	0.2	0.2	0.2	13.1%	-1.1%
Visitor	4.7	4.9	4.5	4.6	4.8	5.1	6.1%	1.2%
Non-transportation	4.3	4.3	4.0	4.3	4.5	4.7	5.7%	1.5%
Transportation	0.4	0.5	0.4	0.4	0.4	0.4	10.9%	-1.9%
Earnings (\$M)								
Earnings (Current \$)	1.3	1.3	1.3	1.3	1.4	1.4	5.7%	1.6%
Employment (Jobs)								
Employment	60	60	50	60	60	60	-1.1%	-1.2%
Tax Revenue (\$M)								
Total (Current \$)	0.1	0.2	0.1	0.1	0.2	0.2	9.0%	3.2%
Local	0.0	0.0	0.0	0.0	0.0	0.0	10.2%	5.0%
State	0.1	0.1	0.1	0.1	0.1	0.2	8.9%	3.0%

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

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

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

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

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

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

Sherman County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	4.7	4.7	4.9	4.5	4.6	4.8	5.1
Other Travel*	0.3	0.2	0.3	0.3	0.2	0.2	0.2
Total	5.0	5.0	5.2	4.7	4.9	5.0	5.3

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	1.3	1.3	1.3	1.2	1.3	1.4	1.5
Arts, Ent. & Rec.	0.8	0.8	0.8	0.7	0.7	0.7	0.8
Food Service	1.1	1.2	1.2	1.1	1.2	1.3	1.4
Food Stores	0.5	0.5	0.5	0.5	0.6	0.6	0.6
Local Tran. & Gas	0.5	0.4	0.5	0.4	0.4	0.4	0.4
Retail Sales	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Total	4.7	4.7	4.9	4.5	4.6	4.8	5.1

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	0.8	0.8	0.8	0.8	0.9	0.9	0.9
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Total	1.3	1.3	1.3	1.3	1.3	1.4	1.4

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	40	40	40	30	40	40	40
Arts, Ent. & Rec.	10	10	10	10	10	10	10
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	10	10	10	10	10	10	10
Total	70	60	60	50	60	60	60

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Total	0.1	0.1	0.2	0.1	0.1	0.2	0.2

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

Sherman County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	4.7	4.7	4.9	4.5	4.8	5.1
All Overnight	3.7	3.7	3.8	3.5	3.8	4.0
Hotel, Motel, STVR*	2.6	2.7	2.7	2.3	2.6	2.8
Private Home	0.3	0.3	0.4	0.3	0.3	0.4
Other Overnight	0.8	0.7	0.8	0.8	0.8	0.9
Day Travel	1.0	1.0	1.1	1.0	1.1	1.1
Day Travel	1.0	1.0	1.1	1.0	1.1	1.1

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$220	\$366	\$90	\$149	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$81	\$252	\$23	\$73	3.5	3.1
All Overnight	\$133	\$292	\$47	\$108	2.8	2.2

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	29	30	31	12	12	13
Private Home	17	17	18	7	7	7
Other Overnight	36	37	36	10	11	11
All Overnight	82	84	85	29	30	30

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	17	18	19	7	7	8
Private Home	7	7	7	3	3	3
Other Overnight	12	12	12	3	3	3
All Overnight	36	36	37	13	13	14

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

Tillamook County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$104,065
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.28

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,440
Additional employment if each resident household encouraged one additional overnight visitor	14

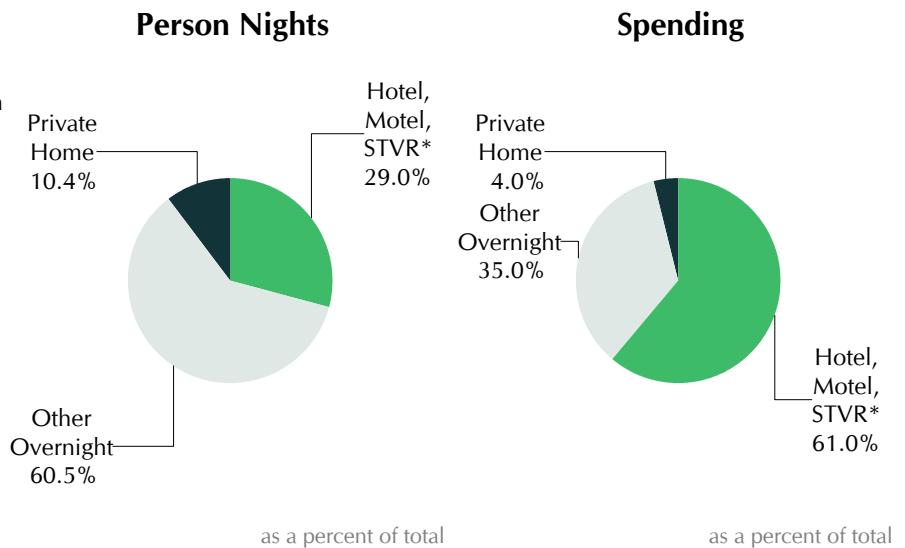
Visitor Shares

Travel Share of Total Employment (2016)*	16.4 %
Overnight Visitor Share of Resident Population (2017)**	26.1 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	445.0	740.2	83.3
Private Home	103.2	265.3	5.4
Other Overnight	537.6	1,543.3	47.7
All Overnight	1,085.8	2,548.8	136.5

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

Tillamook
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	186.2	199.4	220.9	229.2	227.4	232.7	2.3%	3.2%
Other	3.4	4.3	3.9	3.2	3.0	3.4	12.4%	-0.2%
Visitor	182.8	195.1	216.9	226.0	224.4	229.3	2.2%	3.3%
Non-transportation	167.6	177.1	199.1	210.8	210.6	214.4	1.8%	3.6%
Transportation	15.2	18.0	17.8	15.2	13.8	15.0	8.2%	-0.2%
Earnings (\$M)								
Earnings (Current \$)	55.0	57.0	66.1	68.4	72.3	77.3	6.8%	5.0%
Employment (Jobs)								
Employment	2,100	1,960	2,150	2,180	2,190	2,210	1.0%	0.8%
Tax Revenue (\$M)								
Total (Current \$)	5.1	5.6	6.3	6.6	7.0	7.5	6.7%	5.6%
Local	1.0	1.1	1.3	1.5	1.5	1.6	4.3%	6.6%
State	4.1	4.5	4.9	5.1	5.5	5.9	7.4%	5.4%

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

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

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

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

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

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

Tillamook County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	183.2	182.8	195.1	216.9	226.0	224.4	229.3
Other Travel*	4.3	3.4	4.3	3.9	3.2	3.0	3.4
Total	187.5	186.2	199.4	220.9	229.2	227.4	232.7

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	34.3	35.3	37.5	42.1	46.3	49.0	51.0
Arts, Ent. & Rec.	30.5	30.0	30.8	34.6	36.1	35.0	35.1
Food Service	48.9	50.9	54.5	62.9	66.8	66.6	68.6
Food Stores	24.1	23.2	25.1	27.9	29.1	28.4	28.3
Local Tran. & Gas	17.5	15.2	18.0	17.8	15.2	13.8	15.0
Retail Sales	27.8	28.0	29.3	31.6	32.5	31.5	31.4
Total	183.2	182.8	195.1	216.9	226.0	224.4	229.3

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	38.3	38.3	40.0	48.0	49.3	52.7	57.1
Arts, Ent. & Rec.	9.7	9.0	8.7	8.9	9.3	9.8	10.0
Ground Tran.	0.7	0.7	0.8	0.9	1.0	1.0	1.1
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Retail**	7.1	6.9	7.3	8.2	8.6	8.7	8.9
Total	56.0	55.0	57.0	66.1	68.4	72.3	77.3

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	1,280	1,270	1,190	1,340	1,370	1,400	1,410
Arts, Ent. & Rec.	550	460	400	380	370	370	390
Ground Tran.	20	20	20	30	30	30	30
Other Travel*	10	10	10	10	10	10	10
Retail**	370	340	350	400	400	390	380
Total	2,240	2,100	1,960	2,150	2,180	2,190	2,210

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	1.0	1.0	1.1	1.3	1.5	1.5	1.6
State Tax Receipts	4.2	4.1	4.5	4.9	5.1	5.5	5.9
Total	5.2	5.1	5.6	6.3	6.6	7.0	7.5

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

Tillamook County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	183.2	182.8	195.1	216.9	224.4	229.3
All Overnight	107.1	107.0	113.0	126.6	133.3	136.5
Hotel, Motel, STVR*	59.9	62.2	65.2	76.0	81.2	83.3
Private Home	4.7	4.7	5.2	5.2	5.1	5.4
Other Overnight	42.5	40.1	42.6	45.4	47.0	47.7
Day Travel	76.1	75.7	82.1	90.3	91.1	92.8
Day Travel	76.1	75.7	82.1	90.3	91.1	92.8

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$276	\$459	\$113	\$187	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$102	\$292	\$31	\$89	3.3	2.9
All Overnight	\$157	\$354	\$54	\$126	2.9	2.3

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	818	751	740	334	306	302
Private Home	259	255	265	101	100	104
Other Overnight	1,525	1,543	1,543	461	466	467
All Overnight	2,602	2,549	2,549	896	872	872

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	492	452	445	201	184	181
Private Home	101	99	103	39	39	40
Other Overnight	530	536	538	161	163	164
All Overnight	1,123	1,087	1,086	401	386	385

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

Umatilla County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$61,852
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.74

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,561
Additional employment if each resident household encouraged one additional overnight visitor	58

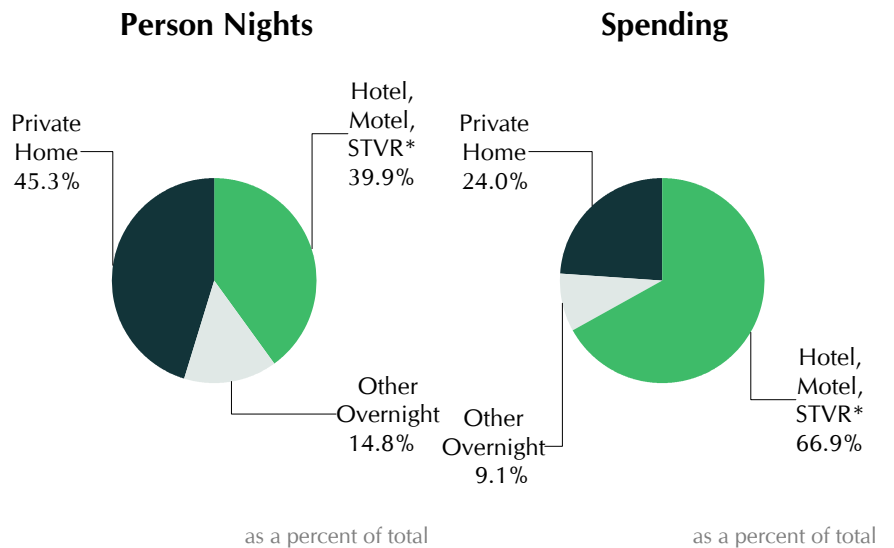
Visitor Shares

Travel Share of Total Employment (2016)*	6.1 %
Overnight Visitor Share of Resident Population (2017)**	6.2 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	416.3	692.5	70.7
Private Home	305.4	785.2	25.4
Other Overnight	88.7	256.9	9.6
All Overnight	810.5	1,734.6	105.7

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

Umatilla
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	133.6	140.3	148.0	148.5	146.6	165.5	13.0%	3.1%
Other	11.7	13.4	13.3	10.1	9.7	16.0	63.6%	4.5%
Visitor	121.9	126.9	134.7	138.4	136.8	149.6	9.4%	3.0%
Non-transportation	106.5	109.1	118.0	124.4	124.0	134.7	8.7%	3.4%
Transportation	15.4	17.8	17.4	14.1	13.0	14.9	14.4%	-0.5%
Earnings (\$M)								
Earnings (Current \$)	36.0	41.9	45.1	48.6	49.6	52.4	5.6%	5.5%
Employment (Jobs)								
Employment	2,030	2,190	2,290	2,370	2,430	2,480	2.2%	2.9%
Tax Revenue (\$M)								
Total (Current \$)	4.9	5.5	5.8	6.1	6.3	7.1	11.7%	5.5%
Local	1.2	1.2	1.4	1.5	1.5	1.7	14.8%	5.3%
State	3.7	4.3	4.4	4.6	4.8	5.3	10.7%	5.5%

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

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

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

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

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

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

Umatilla County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	122.9	121.9	126.9	134.7	138.4	136.8	149.6
Other Travel*	14.5	11.7	13.4	13.3	10.1	9.7	16.0
Total	137.4	133.6	140.3	148.0	148.5	146.6	165.5

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	25.7	25.5	25.2	28.6	31.4	31.5	35.7
Arts, Ent. & Rec.	22.3	22.2	22.6	23.7	24.4	24.2	25.8
Food Service	30.2	31.6	33.0	36.0	38.1	38.5	42.2
Food Stores	11.6	11.5	12.3	13.3	13.7	13.4	13.9
Local Tran. & Gas	17.9	15.4	17.8	16.8	14.1	12.8	14.9
Retail Sales	15.1	15.6	15.9	16.4	16.7	16.3	17.1
Visitor Air Tran.	0.8	0.0	0.0	0.6	0.1	0.2	0.0
Total	123.7	121.9	126.9	135.4	138.5	137.0	149.6

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	24.6	24.4	29.9	32.1	34.9	35.4	36.9
Arts, Ent. & Rec.	6.8	6.3	6.9	7.1	7.4	7.8	8.5
Ground Tran.	0.6	0.6	0.6	0.7	0.7	0.7	0.8
Other Travel*	0.9	1.0	0.6	1.1	1.2	1.4	1.4
Retail**	3.7	3.7	3.9	4.1	4.3	4.4	4.7
Total	36.7	36.0	41.9	45.1	48.6	49.6	52.4

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	1,280	1,230	1,370	1,400	1,460	1,500	1,530
Arts, Ent. & Rec.	610	570	600	640	660	660	680
Ground Tran.	20	20	20	20	20	20	20
Other Travel*	50	50	30	50	50	60	60
Retail**	180	170	170	170	180	180	190
Total	2,140	2,030	2,190	2,290	2,370	2,430	2,480

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	1.1	1.2	1.2	1.4	1.5	1.5	1.7
State Tax Receipts	3.7	3.7	4.3	4.4	4.6	4.8	5.3
Total	4.9	4.9	5.5	5.8	6.1	6.3	7.1

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

Umatilla County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	122.9	121.9	126.9	134.7	136.8	149.6
All Overnight	87.0	85.8	88.5	94.2	95.9	105.7
Hotel, Motel, STVR*	56.9	55.3	56.0	60.6	62.4	70.7
Private Home	21.5	22.4	23.8	24.5	24.0	25.4
Other Overnight	8.6	8.1	8.7	9.2	9.5	9.6
Day Travel	35.9	36.1	38.4	40.5	40.9	43.9
Day Travel	35.9	36.1	38.4	40.5	40.9	43.9

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$251	\$417	\$102	\$170	2.5	1.7
Private Home	\$83	\$213	\$32	\$83	2.6	2.6
Other Overnight	\$124	\$358	\$37	\$108	3.3	2.9
All Overnight	\$159	\$335	\$61	\$130	2.6	2.1

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	657	636	693	268	259	282
Private Home	769	757	785	301	296	307
Other Overnight	255	259	257	77	78	77
All Overnight	1,682	1,651	1,735	645	633	667

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	395	382	416	161	156	170
Private Home	299	294	305	117	115	119
Other Overnight	88	89	89	27	27	27
All Overnight	782	766	811	305	298	316

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

Union County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$52,747
Employee Earnings generated by \$100 Visitor Spending	\$38
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.55

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,123
Additional employment if each resident household encouraged one additional overnight visitor	21

Visitor Shares

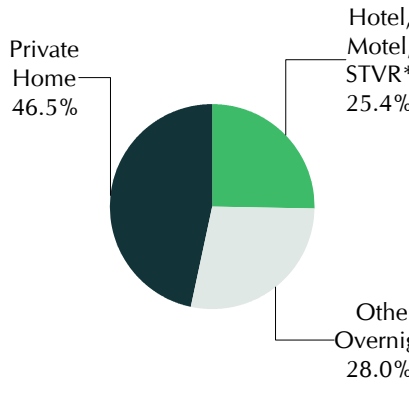
Travel Share of Total Employment (2016)*	4.2 %
Overnight Visitor Share of Resident Population (2017)**	6.0 %

Overnight Visitor Spending and Volume

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

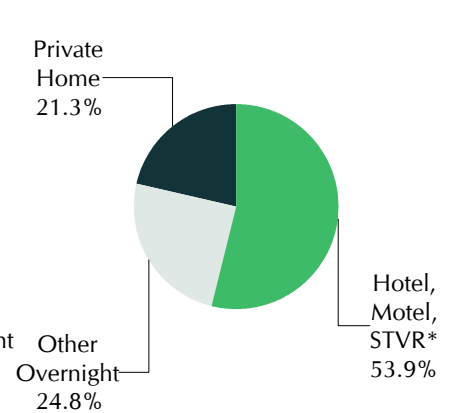
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares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

Person Nights



as a percent of total

Spending



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	86.8	144.3	13.7
Private Home	102.9	264.4	5.4
Other Overnight	51.7	159.3	6.3
All Overnight	241.3	568.1	25.3

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

Union
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
	2010	2012	2014	2015	2016	2017	16-17	10-17
Spending (\$M)								
Total (Current \$)	29.3	31.8	33.0	33.0	33.3	35.2	5.6%	2.6%
Other	3.5	4.4	4.0	3.2	3.0	3.3	10.6%	-0.8%
Visitor	25.8	27.5	29.0	29.8	30.3	31.9	5.1%	3.1%
Non-transportation	23.3	24.5	26.3	27.5	28.1	29.4	4.7%	3.4%
Transportation	2.5	2.9	2.7	2.3	2.2	2.4	10.5%	-0.3%
Earnings (\$M)								
Earnings (Current \$)	9.3	9.5	10.5	11.2	11.8	12.3	4.1%	4.1%
Employment (Jobs)								
Employment	540	550	570	580	600	620	2.2%	2.0%
Tax Revenue (\$M)								
Total (Current \$)	1.2	1.4	1.5	1.5	1.6	1.8	8.9%	6.0%
Local	0.3	0.4	0.5	0.5	0.6	0.6	10.1%	8.2%
State	0.8	0.9	1.0	1.0	1.1	1.2	8.3%	5.0%

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

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

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

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

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

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

Union County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	27.8	25.8	27.5	29.0	29.8	30.3	31.9
Other Travel*	4.3	3.5	4.4	4.0	3.2	3.0	3.3
Total	32.1	29.3	31.8	33.0	33.0	33.3	35.2
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	6.3	5.7	5.8	6.5	7.1	7.4	8.0
Arts, Ent. & Rec.	4.3	3.9	4.0	4.2	4.3	4.4	4.5
Food Service	6.8	6.7	7.2	7.7	8.1	8.4	8.8
Food Stores	4.0	3.8	4.1	4.4	4.5	4.5	4.5
Local Tran. & Gas	3.0	2.5	2.9	2.7	2.3	2.2	2.4
Retail Sales	3.3	3.2	3.4	3.5	3.5	3.5	3.6
Total	27.8	25.8	27.5	29.0	29.8	30.3	31.9
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	6.9	6.8	6.9	7.4	8.1	8.4	8.7
Arts, Ent. & Rec.	1.6	1.3	1.3	1.7	1.7	1.9	2.0
Ground Tran.	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Retail**	1.0	0.9	1.0	1.1	1.1	1.1	1.2
Total	9.7	9.3	9.5	10.5	11.2	11.8	12.3
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	350	340	330	330	340	360	360
Arts, Ent. & Rec.	160	140	160	180	170	180	190
Ground Tran.	0	0	0	0	0	0	10
Other Travel*	10	10	10	10	10	10	10
Retail**	50	50	50	50	50	50	50
Total	570	540	550	570	580	600	620
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.4	0.3	0.4	0.5	0.5	0.6	0.6
State Tax Receipts	0.9	0.8	0.9	1.0	1.0	1.1	1.2
Total	1.3	1.2	1.4	1.5	1.5	1.6	1.8

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

Union County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	27.8	25.8	27.5	29.0	30.3	31.9
All Overnight	22.2	20.4	21.5	22.8	24.0	25.3
Hotel, Motel, STVR*	11.9	10.6	10.8	11.6	12.6	13.7
Private Home	4.6	4.7	5.2	5.3	5.2	5.4
Other Overnight	5.7	5.2	5.5	6.0	6.2	6.3
Day Travel	5.6	5.4	5.9	6.2	6.3	6.5
Day Travel	5.6	5.4	5.9	6.2	6.3	6.5

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$232	\$386	\$95	\$157	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$135	\$416	\$39	\$121	3.4	3.1
All Overnight	\$122	\$280	\$45	\$105	2.7	2.3

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	139	138	144	57	56	59
Private Home	260	260	264	101	102	103
Other Overnight	159	162	159	46	47	46
All Overnight	558	560	568	204	205	209

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	84	83	87	34	34	35
Private Home	101	101	103	39	40	40
Other Overnight	52	52	52	15	15	15
All Overnight	236	237	241	89	89	91

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

Wallowa County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$47,556
Employee Earnings generated by \$100 Visitor Spending	\$43
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.31

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$380
Additional employment if each resident household encouraged one additional overnight visitor	8

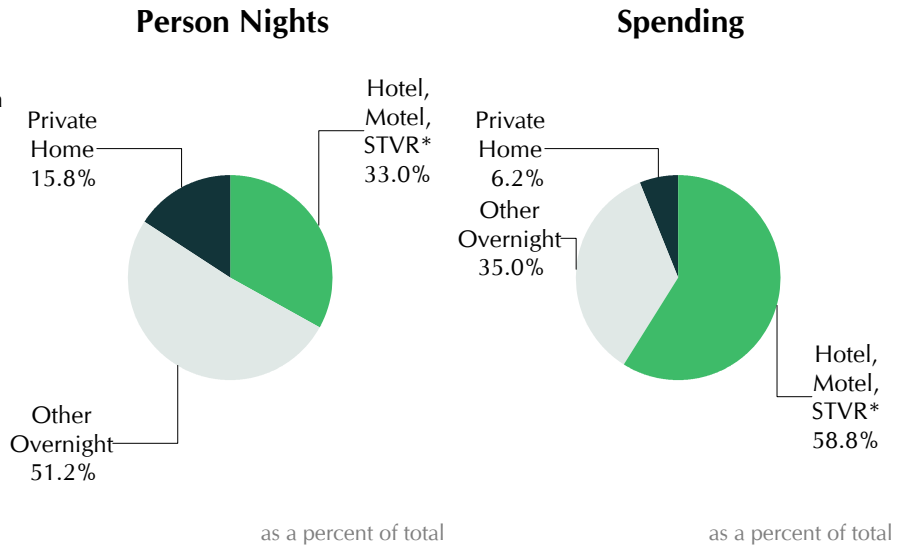
Visitor Shares

Travel Share of Total Employment (2016)*	12.4 %
Overnight Visitor Share of Resident Population (2017)**	17.5 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	89.2	148.4	13.8
Private Home	27.7	71.1	1.5
Other Overnight	77.7	230.7	8.2
All Overnight	194.6	450.2	23.4

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

Wallowa
Direct Travel Impacts, 2010-2017p

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	25.7	26.7	27.6	28.3	29.3	30.9	5.3%	2.7%
Other	1.0	1.1	1.1	0.8	0.8	0.9	11.7%	-1.0%
Visitor	24.7	25.5	26.5	27.5	28.5	30.0	5.1%	2.8%
Non-transportation	22.6	23.1	24.2	25.6	26.7	27.9	4.8%	3.1%
Transportation	2.1	2.5	2.3	1.9	1.9	2.0	10.6%	-0.7%
Earnings (\$M)								
Earnings (Current \$)	8.4	9.1	10.5	11.8	12.7	12.8	1.3%	6.2%
Employment (Jobs)								
Employment	490	520	550	580	590	630	7.2%	3.8%
Tax Revenue (\$M)								
Total (Current \$)	0.9	0.9	1.0	1.1	1.2	1.3	6.9%	5.4%
Local	0.3	0.3	0.3	0.3	0.4	0.4	10.2%	4.3%
State	0.6	0.7	0.7	0.8	0.9	0.9	5.6%	6.0%

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

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

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

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

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

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

Wallowa County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Destination Spending	24.8	24.7	25.5	26.5	27.5	28.5	30.0
Other Travel*	1.2	1.0	1.1	1.1	0.8	0.8	0.9
Total	25.9	25.7	26.7	27.6	28.3	29.3	30.9

Visitor Spending By Commodity Purchased (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accommodations	6.2	6.1	6.1	6.6	7.2	7.7	8.4
Arts, Ent. & Rec.	4.0	3.9	3.9	4.0	4.1	4.3	4.4
Food Service	5.9	6.2	6.4	6.8	7.2	7.6	8.0
Food Stores	3.3	3.4	3.6	3.8	4.0	4.0	4.0
Local Tran. & Gas	2.5	2.1	2.5	2.3	1.9	1.9	2.0
Retail Sales	2.9	2.9	3.0	3.0	3.1	3.1	3.1
Total	24.8	24.7	25.5	26.5	27.5	28.5	30.0

Industry Earnings Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	6.0	5.9	6.7	7.5	8.7	9.5	9.5
Arts, Ent. & Rec.	1.4	1.2	1.1	1.6	1.7	1.7	1.8
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Other Travel*	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Retail**	1.1	1.1	1.1	1.2	1.3	1.3	1.4
Total	8.6	8.4	9.1	10.5	11.8	12.7	12.8

Industry Employment Generated by Travel Spending (Jobs)

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	320	300	340	360	380	390	410
Arts, Ent. & Rec.	130	140	120	150	140	150	170
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	50	50	50	50	50	50	50
Total	510	490	520	550	580	590	630

Tax Receipts Generated by Travel Spending (\$Million)

	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.3	0.3	0.3	0.3	0.3	0.4	0.4
State Tax Receipts	0.6	0.6	0.7	0.7	0.8	0.9	0.9
Total	0.9	0.9	0.9	1.0	1.1	1.2	1.3

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

Wallowa County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	24.8	24.7	25.5	26.5	28.5	30.0
All Overnight	19.3	19.2	19.7	20.5	22.2	23.4
Hotel, Motel, STVR*	11.4	11.0	11.0	11.3	12.7	13.8
Private Home	1.3	1.3	1.4	1.4	1.4	1.5
Other Overnight	6.6	6.9	7.3	7.8	8.1	8.2
Day Travel	5.5	5.5	5.8	6.0	6.3	6.5
Day Travel	5.5	5.5	5.8	6.0	6.3	6.5

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$228	\$379	\$93	\$154	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$120	\$354	\$36	\$106	3.4	3.0
All Overnight	\$150	\$333	\$52	\$121	2.9	2.2

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	139	142	148	57	58	60
Private Home	69	70	71	27	27	28
Other Overnight	229	232	231	68	69	68
All Overnight	437	444	450	151	154	157

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	83	85	89	34	35	36
Private Home	27	27	28	10	11	11
Other Overnight	77	78	78	23	23	23
All Overnight	187	191	195	67	69	70

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

Wasco County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$63,633
Employee Earnings generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.94

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,507
Additional employment if each resident household encouraged one additional overnight visitor	24

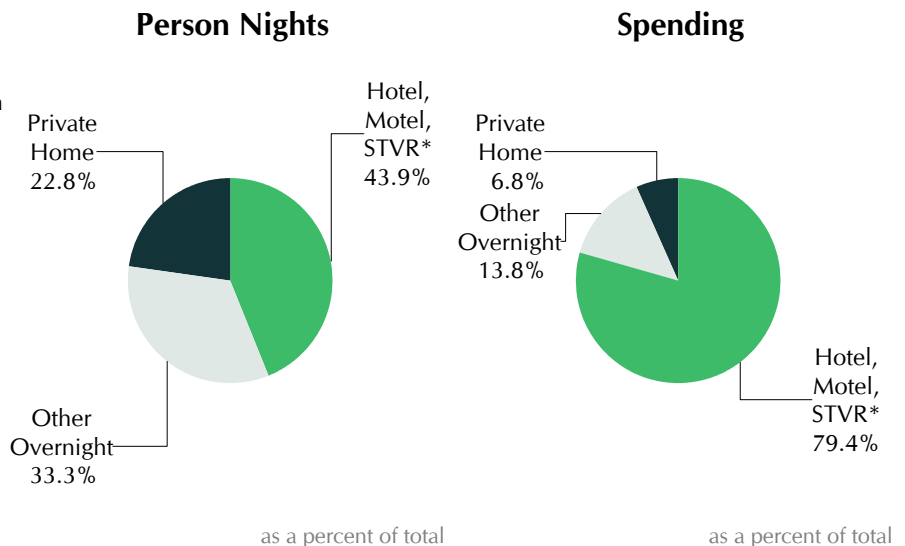
Visitor Shares

Travel Share of Total Employment (2016)*	12.4 %
Overnight Visitor Share of Resident Population (2017)**	12.2 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	310.7	516.8	64.4
Private Home	104.4	268.4	5.5
Other Overnight	130.8	391.7	11.2
All Overnight	545.9	1,176.9	81.1

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

Wasco
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	90.0	91.1	102.2	108.3	115.1	122.3	6.3%	4.5%
Other	3.4	4.3	4.0	3.2	3.0	3.4	11.4%	-0.4%
Visitor	86.5	86.8	98.2	105.1	112.1	119.0	6.1%	4.7%
Non-transportation	79.8	79.2	90.7	98.5	105.7	111.8	5.8%	4.9%
Transportation	6.8	7.6	7.5	6.5	6.4	7.2	11.9%	0.9%
Earnings (\$M)								
Earnings (Current \$)	26.8	27.1	33.3	36.6	39.9	42.7	7.1%	6.9%
Employment (Jobs)								
Employment	1,400	1,430	1,590	1,770	1,810	1,880	3.8%	4.3%
Tax Revenue (\$M)								
Total (Current \$)	2.7	2.8	3.4	3.7	4.3	4.7	9.2%	8.2%
Local	0.7	0.7	0.9	0.9	1.2	1.3	9.7%	9.8%
State	2.0	2.2	2.6	2.8	3.1	3.4	9.0%	7.7%

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

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

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

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

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

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

Wasco County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	85.5	86.5	86.8	98.2	105.1	112.1	119.0
Other Travel*	4.1	3.4	4.3	4.0	3.2	3.0	3.4
Total	89.6	90.0	91.1	102.2	108.3	115.1	122.3

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	24.8	24.8	24.1	29.0	33.0	36.5	39.1
Arts, Ent. & Rec.	13.4	13.4	12.9	14.3	15.2	16.1	16.9
Food Service	20.5	21.9	22.1	25.4	27.4	29.5	31.6
Food Stores	8.5	8.4	8.9	9.9	10.4	10.6	10.8
Local Tran. & Gas	7.6	6.8	7.6	7.5	6.5	6.4	7.2
Retail Sales	10.8	11.2	11.2	12.1	12.5	13.0	13.4
Total	85.5	86.5	86.8	98.2	105.1	112.1	119.0

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	19.3	19.4	19.9	24.2	26.9	29.2	31.3
Arts, Ent. & Rec.	4.6	4.4	4.2	5.7	6.1	6.8	7.3
Ground Tran.	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Retail**	2.5	2.5	2.5	2.8	3.0	3.2	3.4
Total	26.9	26.8	27.1	33.3	36.6	39.9	42.7

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	960	920	950	1,050	1,150	1,170	1,210
Arts, Ent. & Rec.	400	360	350	400	470	490	510
Ground Tran.	10	10	10	10	10	10	20
Other Travel*	10	10	10	10	10	10	10
Retail**	100	100	110	110	120	120	130
Total	1,480	1,400	1,430	1,590	1,770	1,810	1,880

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.5	0.7	0.7	0.9	0.9	1.2	1.3
State Tax Receipts	2.1	2.0	2.2	2.6	2.8	3.1	3.4
Total	2.6	2.7	2.8	3.4	3.7	4.3	4.7

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

Wasco County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	85.5	86.5	86.8	98.2	112.1	119.0
All Overnight	57.4	57.7	56.7	65.1	76.1	81.1
Hotel, Motel, STVR*	43.1	43.7	41.6	49.2	59.7	64.4
Private Home	4.5	4.6	5.0	5.3	5.3	5.5
Other Overnight	9.8	9.4	10.0	10.7	11.0	11.2
Day Travel	28.1	28.8	30.1	33.1	36.0	37.8
Day Travel	28.1	28.8	30.1	33.1	36.0	37.8

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$306	\$509	\$125	\$207	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$97	\$288	\$29	\$86	3.4	3.0
All Overnight	\$188	\$393	\$69	\$149	2.7	2.1

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	462	488	517	188	199	211
Private Home	262	266	268	102	104	105
Other Overnight	389	395	392	115	117	116
All Overnight	1,113	1,149	1,177	406	420	431

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	278	293	311	113	120	127
Private Home	102	103	104	40	40	41
Other Overnight	130	132	131	39	39	39
All Overnight	510	529	546	192	199	206

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

Washington County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$86,856
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6.47

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$37,691
Additional employment if each resident household encouraged one additional overnight visitor	434

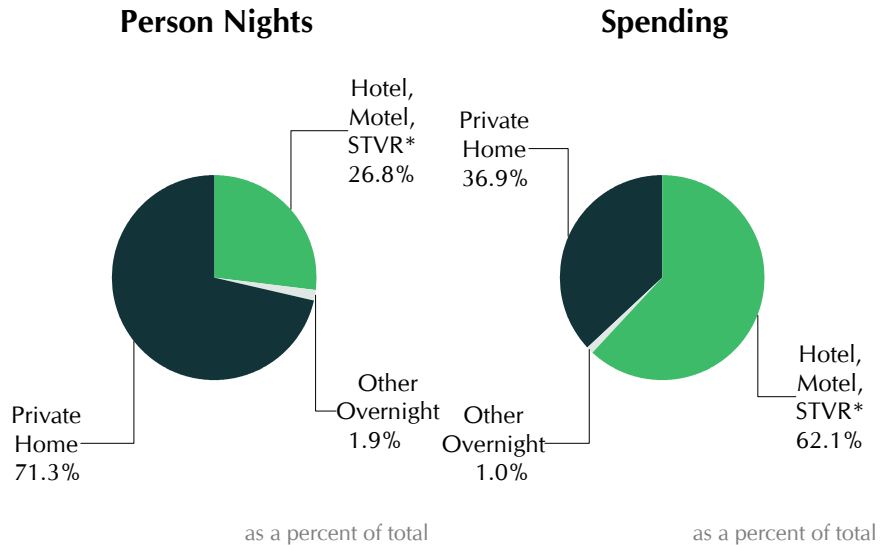
Visitor Shares

Travel Share of Total Employment (2016)*	2.2 %
Overnight Visitor Share of Resident Population (2017)**	3.7 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,141.9	2,330.1	333.5
Private Home	1,995.1	6,187.7	198.3
Other Overnight	46.9	161.7	5.4
All Overnight	3,183.9	8,679.5	537.2

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

Washington
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	556.6	653.3	670.8	686.8	754.7	832.8	10.3%	5.9%
Other	117.9	141.3	130.0	115.8	121.6	135.7	11.6%	2.0%
Visitor	438.7	512.0	540.7	571.0	633.1	697.1	10.1%	6.8%
Non-transportation	377.2	436.7	467.6	504.0	563.0	617.3	9.6%	7.3%
Transportation	61.5	75.3	73.2	67.0	70.1	79.7	13.8%	3.8%
Earnings (\$M)								
Earnings (Current \$)	141.8	169.3	184.0	202.3	235.4	257.5	9.4%	8.9%
Employment (Jobs)								
Employment	5,740	6,560	7,070	7,480	8,300	8,620	4.0%	6.0%
Tax Revenue (\$M)								
Total (Current \$)	22.0	27.3	29.7	32.8	37.2	45.1	21.2%	10.8%
Local	6.1	7.5	9.1	10.9	12.7	16.8	31.9%	15.5%
State	15.9	19.8	20.6	21.9	24.5	28.3	15.7%	8.6%

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

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

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

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

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

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

Washington County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	448.1	438.7	512.0	540.7	571.0	633.1	697.1
Other Travel*	139.0	117.9	141.3	130.0	115.8	121.6	135.7
Total	587.1	556.6	653.3	670.8	686.8	754.7	832.8

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	81.3	70.7	93.4	103.2	118.7	144.5	169.2
Arts, Ent. & Rec.	50.0	49.5	54.1	56.4	59.0	63.7	67.5
Food Service	135.5	141.2	161.2	174.6	187.2	208.0	227.8
Food Stores	35.1	35.1	39.7	42.6	45.0	46.8	48.2
Local Tran. & Gas	67.2	61.5	75.3	73.2	67.0	70.1	79.7
Retail Sales	79.0	80.7	88.4	90.8	94.2	100.0	104.6
Total	448.1	438.7	512.0	540.7	571.0	633.1	697.1

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	88.5	84.6	105.9	120.1	134.5	158.5	173.2
Arts, Ent. & Rec.	16.5	15.3	17.2	18.5	19.6	22.0	23.9
Ground Tran.	6.4	6.2	7.2	7.8	8.4	9.7	11.0
Other Travel*	22.9	21.5	23.2	20.7	21.9	25.7	28.3
Retail**	14.3	14.2	15.8	16.8	18.0	19.6	21.2
Total	148.6	141.8	169.3	184.0	202.3	235.4	257.5

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	3,840	3,560	4,250	4,700	5,050	5,690	5,870
Arts, Ent. & Rec.	900	860	940	980	1,010	1,120	1,190
Ground Tran.	220	210	230	240	240	270	290
Other Travel*	650	580	570	560	560	580	600
Retail**	550	540	570	590	610	640	680
Total	6,150	5,740	6,560	7,070	7,480	8,300	8,620

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	6.8	6.1	7.5	9.1	10.9	12.7	16.8
State Tax Receipts	16.8	15.9	19.8	20.6	21.9	24.5	28.3
Total	23.6	22.0	27.3	29.7	32.8	37.2	45.1

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

Washington County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	448.1	438.7	512.0	540.7	633.1	697.1
All Overnight	335.1	324.3	382.1	404.5	482.3	537.2
Hotel, Motel, STVR*	177.5	162.6	205.8	221.4	285.7	333.5
Private Home	153.0	157.2	171.4	177.9	191.2	198.3
Other Overnight	4.6	4.6	4.9	5.2	5.3	5.4
Day Travel	112.9	114.4	129.9	136.3	150.9	159.9
Day Travel	112.9	114.4	129.9	136.3	150.9	159.9

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$301	\$630	\$143	\$292	2.1	2.1
Private Home	\$63	\$201	\$32	\$99	2.0	3.2
Other Overnight	\$96	\$333	\$34	\$116	2.8	3.5
All Overnight	\$125	\$351	\$62	\$169	2.0	2.8

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,823	2,067	2,330	861	981	1,106
Private Home	5,936	6,123	6,188	2,987	3,095	3,135
Other Overnight	160	162	162	56	57	57
All Overnight	7,919	8,351	8,680	3,904	4,133	4,298

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	893	1,013	1,142	412	469	529
Private Home	1,914	1,974	1,995	942	975	987
Other Overnight	46	47	47	16	16	16
All Overnight	2,854	3,034	3,184	1,371	1,460	1,532

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

Wheeler County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$83,298
Employee Earnings generated by \$100 Visitor Spending	\$24
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.10

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$46
Additional employment if each resident household encouraged one additional overnight visitor	1

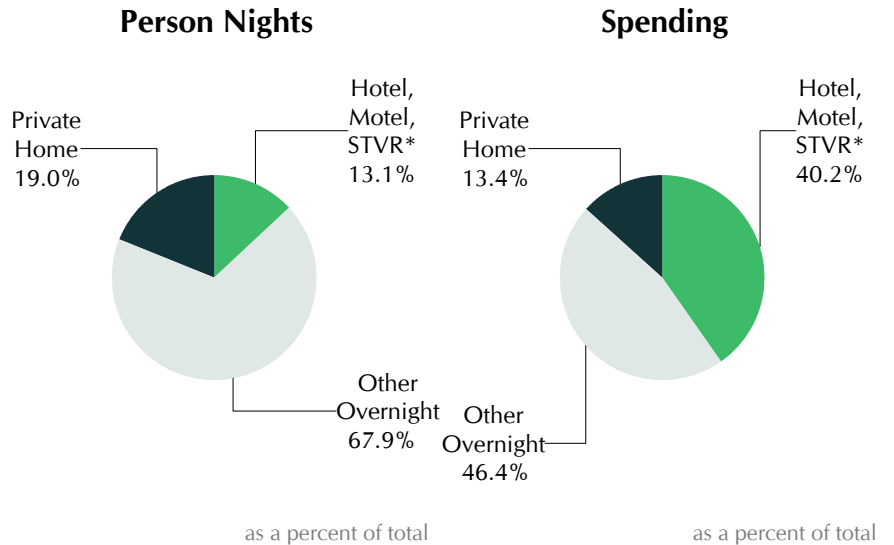
Visitor Shares

Travel Share of Total Employment (2016)*	4.4 %
Overnight Visitor Share of Resident Population (2017)**	14.6 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	5.7	9.5	0.8
Private Home	5.3	13.7	0.3
Other Overnight	16.5	49.1	1.0
All Overnight	27.5	72.2	2.1

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

Wheeler
Direct Travel Impacts, 2010-2017p

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	2.8	2.8	2.8	2.8	2.8	3.0	4.4%	0.7%
Other	0.2	0.2	0.2	0.2	0.2	0.2	11.1%	-1.9%
Visitor	2.6	2.6	2.6	2.6	2.7	2.8	4.0%	0.8%
Non-transportation	2.3	2.3	2.3	2.4	2.4	2.5	3.5%	1.2%
Transportation	0.3	0.3	0.3	0.3	0.2	0.3	9.5%	-2.2%
Earnings (\$M)								
Earnings (Current \$)	0.6	0.6	0.6	0.6	0.6	0.7	6.9%	0.9%
Employment (Jobs)								
Employment	40	40	40	30	30	30	2.6%	-2.9%
Tax Revenue (\$M)								
Total (Current \$)	0.1	0.1	0.1	0.1	0.1	0.1	9.3%	2.4%
State	0.1	0.1	0.1	0.1	0.1	0.1	9.3%	2.4%

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

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

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

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

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

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

Wheeler County
Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	2.7	2.6	2.6	2.6	2.6	2.7	2.8
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Total	2.9	2.8	2.8	2.8	2.8	2.8	3.0

Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	0.5	0.5	0.5	0.5	0.5	0.5	0.6
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Food Service	0.6	0.7	0.7	0.7	0.7	0.8	0.8
Food Stores	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Local Tran. & Gas	0.4	0.3	0.3	0.3	0.3	0.2	0.3
Retail Sales	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Total	2.7	2.6	2.6	2.6	2.6	2.7	2.8

Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Arts, Ent. & Rec.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total	0.7	0.6	0.6	0.6	0.6	0.6	0.7

Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	30	30	30	30	20	20	20
Arts, Ent. & Rec.	10	10	0	0	0	0	0
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	10	10	10	10	10	10	10
Total	40	40	40	40	30	30	30

Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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

Wheeler County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	2.7	2.6	2.6	2.6	2.7	2.8
All Overnight	2.0	2.0	1.9	1.9	2.0	2.1
Hotel, Motel, STVR*	0.9	0.9	0.8	0.7	0.8	0.8
Private Home	0.3	0.3	0.3	0.3	0.3	0.3
Other Overnight	0.9	0.8	0.9	0.9	1.0	1.0
Day Travel	0.6	0.6	0.7	0.7	0.7	0.7
Day Travel	0.6	0.6	0.7	0.7	0.7	0.7

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$217	\$362	\$89	\$147	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$66	\$197	\$20	\$59	3.4	3.0
All Overnight	\$88	\$224	\$29	\$76	3.0	2.6

Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	9	9	9	4	4	4
Private Home	14	13	14	5	5	5
Other Overnight	49	50	49	14	15	15
All Overnight	71	72	72	23	24	24

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	5	5	6	2	2	2
Private Home	5	5	5	2	2	2
Other Overnight	16	17	16	5	5	5
All Overnight	27	27	27	9	9	9

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

Yamhill County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$68,418
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.68

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,631
Additional employment if each resident household encouraged one additional overnight visitor	53

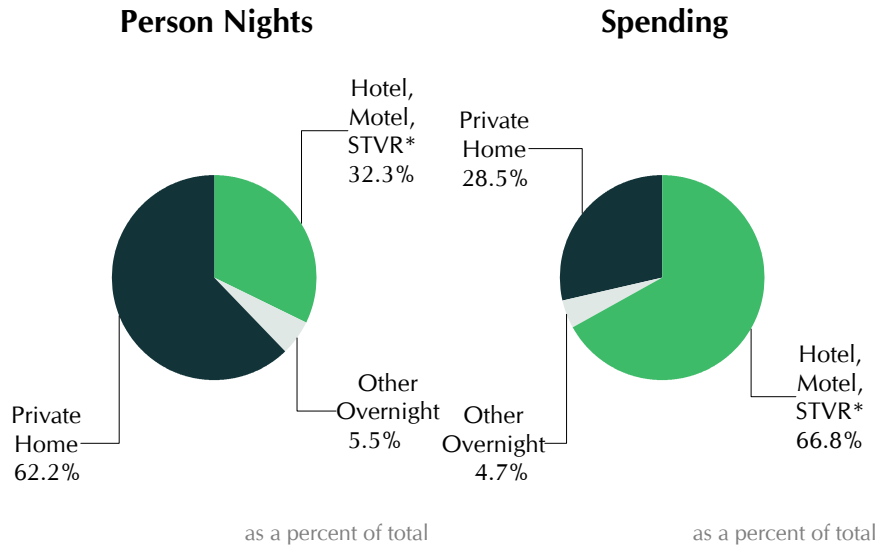
Visitor Shares

Travel Share of Total Employment (2016)*	3.4 %
Overnight Visitor Share of Resident Population (2017)**	4.4 %

Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	331.5	551.3	50.8
Private Home	412.8	1,061.1	21.7
Other Overnight	31.3	93.5	3.6
All Overnight	775.5	1,705.9	76.1

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

Yamhill
Direct Travel Impacts, 2010-2017p

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	94.2	113.2	115.7	117.7	119.8	126.1	5.3%	4.3%
Other	14.2	17.7	17.0	13.8	13.1	14.6	11.6%	0.4%
Visitor	80.0	95.4	98.7	103.9	106.7	111.5	4.5%	4.9%
Non-transportation	71.9	85.0	89.1	95.6	98.7	102.7	4.1%	5.2%
Transportation	8.1	10.5	9.6	8.4	8.0	8.8	9.8%	1.1%
Earnings (\$M)								
Earnings (Current \$)	21.6	25.7	28.8	31.5	33.8	36.0	6.7%	7.6%
Employment (Jobs)								
Employment	1,250	1,450	1,560	1,590	1,660	1,680	1.5%	4.4%
Tax Revenue (\$M)								
Total (Current \$)	2.9	3.9	4.1	4.4	4.8	5.2	8.9%	8.6%
Local	0.2	0.4	0.6	0.6	0.7	0.8	7.2%	22.1%
State	2.7	3.4	3.6	3.8	4.1	4.5	9.2%	7.2%

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

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

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

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

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

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

Yamhill County

Travel Impacts, 2008-2017p

Total Direct Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Destination Spending	69.9	80.0	95.4	98.7	103.9	106.7	111.5
Other Travel*	17.8	14.2	17.7	17.0	13.8	13.1	14.6
Total	87.7	94.2	113.2	115.7	117.7	119.8	126.1
Visitor Spending By Commodity Purchased (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accommodations	11.2	14.5	18.4	20.1	23.1	24.5	26.2
Arts, Ent. & Rec.	10.7	12.3	14.3	14.7	15.4	15.7	16.1
Food Service	19.4	22.9	27.1	28.7	30.5	31.8	33.4
Food Stores	9.4	9.9	11.4	11.8	12.4	12.4	12.5
Local Tran. & Gas	8.2	8.1	10.5	9.6	8.4	8.0	8.8
Retail Sales	11.0	12.2	13.8	13.8	14.2	14.3	14.4
Total	69.9	80.0	95.4	98.7	103.9	106.7	111.5
Industry Earnings Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	11.7	13.6	16.2	18.9	21.0	23.0	24.7
Arts, Ent. & Rec.	3.7	4.1	5.1	5.1	5.4	5.5	5.8
Ground Tran.	0.4	0.5	0.6	0.6	0.7	0.7	0.8
Other Travel*	0.8	0.7	0.8	1.0	1.0	1.0	1.1
Retail**	2.6	2.7	3.1	3.2	3.4	3.5	3.7
Total	19.2	21.6	25.7	28.8	31.5	33.8	36.0
Industry Employment Generated by Travel Spending (Jobs)							
	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	680	730	820	910	950	990	1,010
Arts, Ent. & Rec.	330	340	430	450	430	460	460
Ground Tran.	10	20	20	20	20	20	20
Other Travel*	50	40	40	50	50	50	50
Retail**	120	120	130	140	140	140	140
Total	1,190	1,250	1,450	1,560	1,590	1,660	1,680
Tax Receipts Generated by Travel Spending (\$Million)							
	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	0.1	0.2	0.4	0.6	0.6	0.7	0.8
State Tax Receipts	2.6	2.7	3.4	3.6	3.8	4.1	4.5
Total	2.7	2.9	3.9	4.1	4.4	4.8	5.2

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

Yamhill County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
Total Destination Spending	69.9	80.0	95.4	98.7	106.7	111.5
All Overnight	44.9	52.7	63.4	66.1	72.5	76.1
Hotel, Motel, STVR*	23.2	31.0	39.6	42.2	47.9	50.8
Private Home	18.6	18.7	20.7	20.6	21.0	21.7
Other Overnight	3.1	3.0	3.1	3.3	3.5	3.6
Day Travel	25.0	27.3	32.0	32.6	34.2	35.4
Day Travel	25.0	27.3	32.0	32.6	34.2	35.4

Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$226	\$376	\$92	\$153	2.5	1.7
Private Home	\$52	\$135	\$20	\$53	2.6	2.6
Other Overnight	\$128	\$381	\$38	\$113	3.4	3.0
All Overnight	\$114	\$249	\$45	\$98	2.6	2.2

Overnight Visitor Volume, 2015-2017p

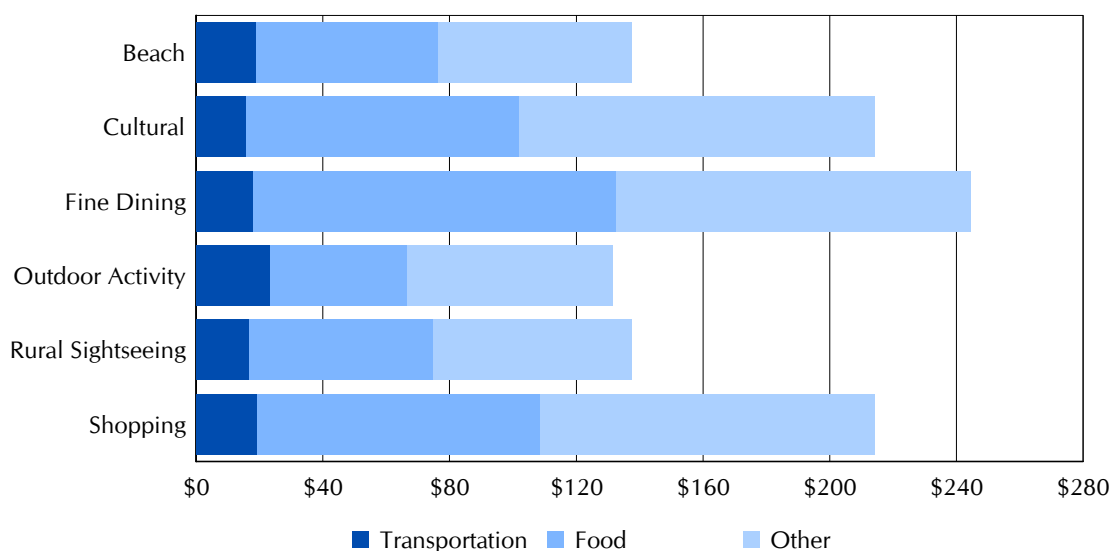
	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	535	539	551	218	220	225
Private Home	1,036	1,050	1,061	405	410	415
Other Overnight	93	95	94	28	28	28
All Overnight	1,665	1,683	1,706	651	658	667

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	322	324	331	131	132	135
Private Home	403	408	413	158	160	161
Other Overnight	31	32	31	9	9	9
All Overnight	756	764	776	298	301	306

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

V. Oregon Day Travel, 2017p

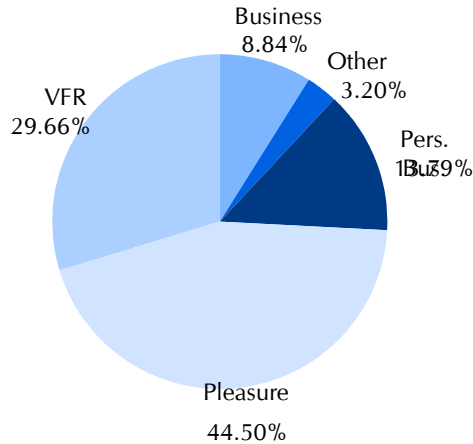
Visitor volume and average daily spending estimates for day travel to specific destinations within Oregon are not provided in this report because of data limitations. Day travel often involves expenditures in multiple locations. For example, a day trip from Portland to Eugene may entail expenditures on food and motor fuel in different intermediate locations on the trip. In addition, the magnitude and type of expenditures are very much related to the purpose of day travel and the activities engaged on the trip. Finally, it is difficult to provide meaningful estimates of day travel visitor volume relating to specific destinations because of the fact that day trips involve travel to and through multiple locations (e.g., counties). The following charts and tables provide information on day travel to destinations in Oregon broken out by trip activity and trip purpose. Trip activities are shown below. In general, the greater levels of average daily spending for cultural, dining and shopping activities reflect day trips to urban areas. Many important day trip activities, such as visits to wineries and gaming, are not shown because of insufficient data.



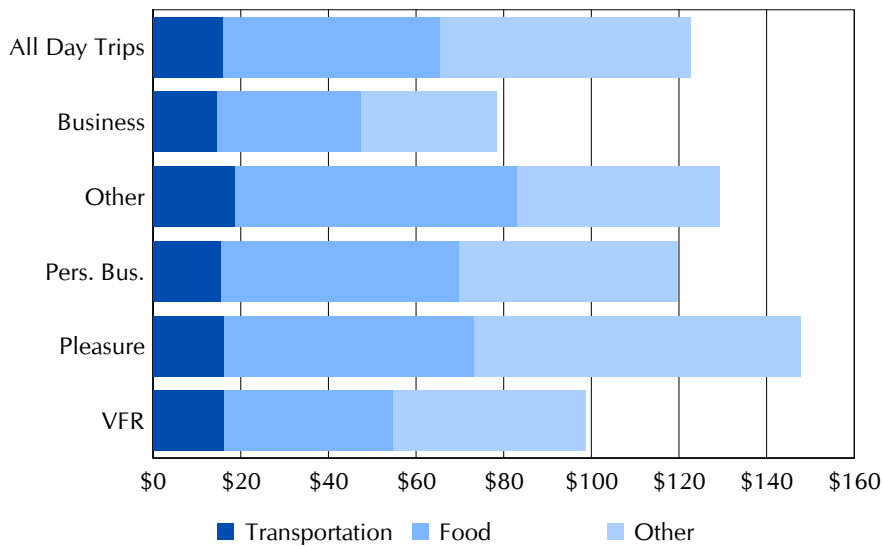
	Total	Transp.	Food	Other	Party Size
Beach	\$137.5	\$18.9	\$57.5	\$61.1	2.8
Cultural	\$214.2	\$16.0	\$86.2	\$112.1	2.8
Fine Dining	\$244.5	\$18.0	\$114.4	\$112.0	2.6
Outdoor Activity	\$131.3	\$23.5	\$43.1	\$64.7	2.8
Rural Sightseeing	\$137.6	\$16.7	\$58.1	\$62.8	2.7
Shopping	\$214.4	\$19.2	\$89.4	\$105.7	2.4

Sources: TNS Travels America and Dean Runyan Associates

Purpose of Trip, 2017p



Many day travelers, such as those visiting friends and relatives, do not report an activity on their trip. For this reason, spending by trip purpose is lower than the average spending shown for activities.



(Because travelers may engage in more than one activity, or none at all, the activity distribution is not shown.)

Sources: TNS TravelsAmerica and Dean Runyan Associates.

	Total	Transp.	Food	Other	Party Size
All Day Trips	\$122.6	\$16.0	\$49.4	\$57.3	2.4
Business	\$78.5	\$14.5	\$33.0	\$31.0	1.6
Other	\$129.3	\$18.6	\$64.6	\$46.1	2.0
Pers. Bus.	\$119.7	\$15.5	\$54.4	\$49.8	2.2
Pleasure	\$147.7	\$16.2	\$57.0	\$74.5	2.7
VFR	\$98.7	\$16.1	\$38.8	\$43.9	2.4

Sources: TNS Travels America and Dean Runyan Associates

VI. Transient Occupancy Tax Receipts

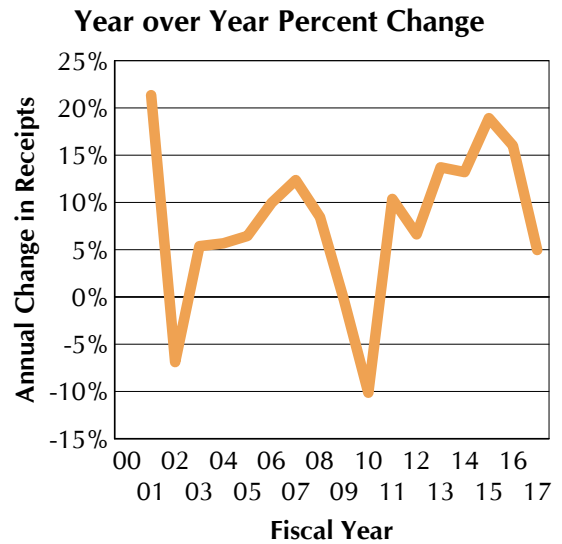
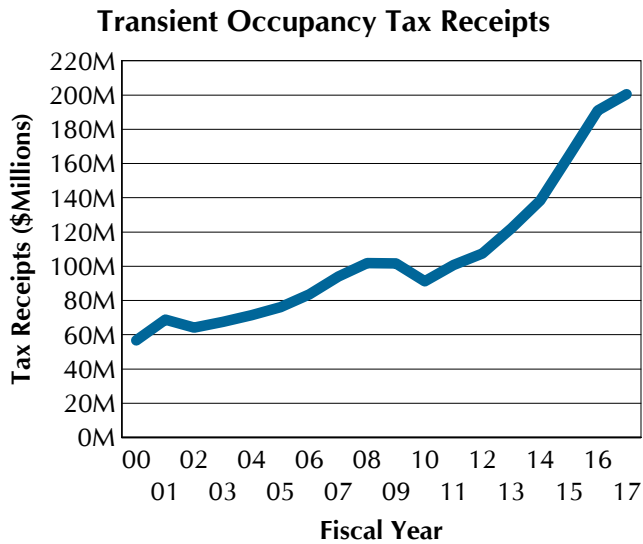
Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made by travelers. Transient lodging tax receipts therefore provide a basis for evaluating both travel trends and the distribution of travel activity in the state.

During 2017, ninety-one cities and sixteen counties in Oregon levied a locally administered transient lodging tax. This tax, ranging from 2 percent to 13.5 percent, is collected on the sale (i.e., rental) of a room at a lodging establishment such as a hotel, motel, bed & breakfast or at a campground site or RV park.

Local lodging tax receipts increased by 5.0 percent from the 2016 to 2017 fiscal years.

Those with more current information or corrections are encouraged to notify Dean Runyan Associates, Inc.

Room tax collections for most taxing jurisdictions within Oregon are reported for the last 8 fiscal years in the following table. It should be noted that transient lodging tax data is subject to revision. The revisions can be a result of late payments, back taxes, interest or fees.



Oregon Transient Occupancy Tax by Jurisdiction
Fiscal Year
Amounts in \$000

	Rate	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Baker													
Baker City		N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
County-wide	7.0%	386	386	386	386	386	413	391	395	404	455	521	578
Benton													
Corvallis	9.0%	1,080	1,080	1,080	1,080	1,080	1,062	1,239	1,364	1,425	1,604	1,754	1,754
Clackamas													
County-wide	6.0%	2,432	2,432	2,432	2,432	2,432	2,683	2,894	3,198	3,421	3,786	4,420	4,494
Lake Oswego	6.0%	716	716	716	716	716	796	806	949	1,011	1,146	1,273	1,249
Oregon City	6.0%	52	52	52	52	52	52	55	63	77	99	180	220
Sandy	3.0%	21	21	21	21	21	20	24	26	26	38	37	39
Wilsonville	5.0%	193	193	193	193	193	214	209	242	273	258	470	477
Clatsop													
Astoria	9.0%	1,024	1,024	1,024	1,024	1,024	952	971	1,111	1,253	1,423	1,790	1,911
Cannon Beach	8.0%	2,074	2,074	2,074	2,074	2,074	2,336	2,465	2,631	2,761	3,045	3,536	3,844
Gearhart	7.0%	135	135	135	135	135	129	118	163	167	189	199	300
Seaside	8.0%	2,982	2,982	2,982	2,982	2,982	2,854	2,922	3,550	3,550	4,120	4,476	4,427
Unincorporated	9.5%	164	164	164	164	164	168	188	216	214	334	451	477
Warrenton	12.0%	458	458	458	458	458	463	446	483	620	626	720	723
Columbia													
StHelens	6.0%	73	73	73	73	73	71	74	76	79	111	130	139
Coos													
Bandon		391	391	391	391	391	384	376	438	462	525	524	N/A
Coos Bay	7.0%	464	464	464	464	464	469	485	507	520	583	652	360
Coquille Indian Tribe	8.8%	108	108	108	108	108	274	281	296	295	343	337	370
Lakeside	7.5%	23	23	23	23	23	35	35	37	40	46	52	55
North Bend	7.0%	84	84	84	84	84	89	96	96	102	102	158	200

Note: Values listed as N/A are missing, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend.

Oregon Transient Occupancy Tax by Jurisdiction
Fiscal Year
Amounts in \$000

	Rate	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Crook													
Prineville	8.5%	149	149	149	149	149	176	180	207	191	253	316	318
Curry													
Brookings	6.0%	141	141	141	141	141	140	142	168	165	166	199	239
Gold Beach	7.0%	309	309	309	309	309	300	297	311	324	355	410	470
Port Orford	7.0%	46	46	46	46	46	49	51	54	59	64	72	73
Deschutes													
Bend	10.4%	2,960	2,960	2,960	2,960	2,960	3,280	3,524	3,888	4,660	6,367	7,694	8,990
Redmond	9.0%	458	458	458	458	458	504	503	533	587	691	835	884
Sisters	8.99%	275	275	275	275	275	288	308	331	355	407	448	535
Unincorporated	8.0%	2,960	2,960	2,960	2,960	2,960	3,139	3,258	3,691	4,266	5,107	5,938	6,456
Douglas													
Reedsport	5.0%-7.0 ^c	168	168	168	168	168	160	170	182	181	221	183	204
Roseburg	8.0%	775	775	775	775	775	785	806	801	904	1,011	1,120	1,164
Sutherlin	8.0%	64	64	64	64	64	79	84	82	91	149	182	194
Winston	5.0%	6	6	6	6	6	7	6	7	7	16	19	22
Gilliam													
Condon	5.0	13	13	13	13	13	14	14	N/A	N/A	17	N/A	10
Grant													
County-wide	8.0%	92	92	92	92	92	96	80	89	108	127	137	140
Harney													
Burns	9.0%	67	67	67	67	67	93	104	85	85	91	126	121
Hines	8.0%	130	130	130	130	130	135	141	144	153	166	195	201

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Oregon Transient Occupancy Tax by Jurisdiction
Fiscal Year
Amounts in \$000

	Rate	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Hood River													
Cascade Locks	7.0%	129	129	129	129	129	135	127	144	153	177	216	239
Hood River	8.0%	738	738	738	738	738	787	828	971	1,202	1,361	1,587	1,846
Unincorporated	8.0%	180	180	180	180	180	224	234	237	109	114	145	148
Jackson													
Ashland	9.0%	1,923	1,923	1,923	1,923	1,923	1,897	1,978	2,081	2,081	2,339	2,055	2,819
Central Point	9.0%	298	298	298	298	298	304	362	452	373	391	482	453
Jacksonville	9.0%	81	81	81	81	81	87	96	103	104	117	135	147
Medford	9.0%	2,273	2,273	2,273	2,273	2,273	2,373	2,502	2,646	2,929	3,315	3,824	3,866
Phoenix	6.0%	13	13	13	13	13	11	13	21	33	35	33	50
Rogue River	6.0%	44	44	44	44	44	44	47	57	66	74	72	85
Shady Cove	6.0%	43	43	43	43	43	45	42	43	43	50	61	61
Talent	6.0%	4	4	4	4	4	5	5	6	5	6	8	9
Jefferson													
Madras	9.0%	183	183	183	183	183	194	195	222	251	278	283	327
Metolius		1	1	1	1	1	1	1	1	2	1	N/A	N/A
Unincorporated	6.0%	205	205	205	205	205	188	255	273	293	282	298	282
Josephine													
Grants Pass	9.0%	941	941	941	941	941	939	951	1,062	1,111	1,204	1,420	1,458
Klamath													
County-wide	8.0%	1,376	1,376	1,376	1,376	1,376	1,409	1,400	1,565	1,707	1,896	2,047	2,200
Lake													
County-wide	6.0%	98	98	98	98	98	125	94	107	115	122	137	158

Note: Values listed as N/A are missing, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend.

Oregon Transient Occupancy Tax by Jurisdiction
Fiscal Year
Amounts in \$000

	Rate	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Lane													
Coburg	8.0%	38	38	38	38	38	39	38	36	39	45	48	59
Cottage Grove	9.0%	205	205	205	205	205	186	207	215	236	254	272	297
Creswell	8.0%	83	83	83	83	83	128	118	141	130	156	177	184
Dunes City	8.0%	21	21	21	21	21	26	33	31	30	40	41	47
Eugene	9.5%	3,175	3,175	3,175	3,175	3,175	3,458	3,404	3,751	3,999	4,480	5,157	5,839
Florence	9.0%	538	538	538	538	538	565	540	557	629	714	786	834
Junction City	8.0%	18	18	18	18	18	20	18	21	23	30	31	33
Lowell	8.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	1	1	1	1
McKenzie	8.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Oakridge	8.0%	50	50	50	50	50	54	57	69	75	85	71	70
Springfield	9.5%	1,435	1,435	1,435	1,435	1,435	1,641	1,904	2,056	2,260	2,574	2,900	3,051
Unincorporated	8.0%	621	621	621	621	621	690	674	739	788	879	967	1,119
Veneta	8.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1	1
Westfir	8.0%	1	1	1	1	1	1	0	1	N/A	0	5	4
Lincoln													
Depoe Bay	8.0%	457	457	457	457	457	453	473	505	519	545	609	653
Lincoln City	9.5%	4,352	4,352	4,352	4,352	4,352	4,260	4,234	4,514	4,983	5,887	6,337	6,917
Newport	9.5%	2,256	2,256	2,256	2,256	2,256	2,291	2,323	2,426	2,751	3,173	3,537	3,743
Unincorporated	10.0%	1,556	1,556	1,556	1,556	1,556	1,673	1,696	1,801	1,776	1,856	2,134	2,365
Waldport	7.0%	23	23	23	23	23	23	30	34	41	52	61	77
Yachats		477	477	477	477	477	429	451	481	512	605	N/A	N/A
Linn													
Albany	9.0%	595	595	595	595	595	656	716	755	804	941	1,041	1,085
Lebanon	9.0%	34	34	34	34	34	35	39	39	45	70	204	260
Sweet Home	6.0%	21	21	21	21	21	23	25	27	29	36	23	27

Note: Values listed as N/A are missing, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend.

Oregon Transient Occupancy Tax by Jurisdiction
Fiscal Year
Amounts in \$000

	Rate	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Malheur													
Ontario	9.0%	583	583	583	583	583	634	659	672	712	734	867	965
Marion													
Keizer	6.0%	61	61	61	61	61	63	57	49	54	68	118	108
Salem	9.0%	2,138	2,138	2,138	2,138	2,138	2,215	2,239	2,445	2,731	3,125	3,613	3,943
Silverton		N/A	N/A	N/A	N/A	N/A	166	191	199	214	255	276	200
Stayton	7.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4	3	3
Sublimity		23	23	23	23	23	22	21	23	22	21	N/A	N/A
Woodburn	9.0%	215	215	215	215	215	256	274	276	353	335	435	418
Morrow													
Hepner	5.0%	4	4	4	4	4	4	6	4	4	4	5	5
Multnomah													
County-Wide	5.5%	15,441	15,441	15,441	15,441	15,441	18,208	20,052	21,464	24,268	29,692	34,341	35,237
Fairview	6.0%	37	37	37	37	37	38	39	45	49	59	57	88
Gresham	6.0%	455	455	455	455	455	460	495	605	664	809	977	1,046
Portland	8.0%	16,512	16,512	16,512	16,512	16,512	19,143	21,359	28,747	35,063	41,804	50,543	50,783
Troutdale	6.95%	403	403	403	403	403	429	428	452	481	578	718	738
Wood Village	6.0%	85	85	85	85	85	89	97	105	110	126	153	156
Polk													
Dallas	9.0%	54	54	54	54	54	60	61	68	77	84	88	97
Monmouth	9.0%	26	26	26	26	26	31	31	34	38	39	42	46

Note: Values listed as N/A are missing, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend.

Oregon Transient Occupancy Tax by Jurisdiction
Fiscal Year
Amounts in \$000

	Rate	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Tillamook													
Bay City	9.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1	16	15	22
Garibaldi		58	58	58	58	58	80	90	121	113	138	165	N/A
Incorporated	1.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	71	224	218	N/A
Manzanita	9.0%	384	384	384	384	384	374	388	466	599	679	721	811
Nehalem	9.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3	2	1	1
Rockaway Beach	9.0%	224	224	224	224	224	257	254	309	373	623	675	684
Tillamook	10.0%	276	276	276	276	276	313	278	291	321	363	349	381
Unincorporated	1%-10%*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	714	2,239	2,596	3,097
Wheeler	9.0%	17	17	17	17	17	25	23	27	24	28	34	32
Umatilla													
Hermiston	8.0%	359	359	359	359	359	364	412	374	437	494	513	550
Milton-Freewater	7.0%	20	20	20	20	20	9	24	14	18	16	18	17
Pendleton	8.0%	778	778	778	778	778	805	799	836	862	913	1,012	964
Umatilla	3.5%	18	18	18	18	18	30	44	26	32	42	45	42
Union													
County-wide	3.0%	125	125	125	125	125	147	150	165	181	163	168	167
LaGrande	6.0%	220	220	220	220	220	245	271	268	300	304	340	338
Wallowa													
County-wide	5.0%	248	248	248	248	248	240	251	252	244	284	301	319
Enterprise	3.0%	37	37	37	37	37	34	34	N/A	N/A	34	39	46
Wasco													
The Dalles	8.0%	652	652	652	652	652	671	546	527	590	700	774	794
Washington													
Beaverton	4.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	803
County-wide	9.0%	5,673	5,673	5,673	5,673	5,673	6,869	7,604	8,269	9,053	10,069	12,262	14,072

Note: Values listed as N/A are missing, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend.

Oregon Transient Occupancy Tax by Jurisdiction
Fiscal Year
Amounts in \$000

	Rate	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Yamhill													
Dundee	10.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	64	68
McMinnville	0.08	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	576	646	718
Newberg	9.0%	216	216	216	216	216	352	416	472	512	681	952	996

Note: Values listed as N/A are missing, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend.

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APPENDICES

Appendix A	2017 Travel Impact Estimates
Appendix B	Key Terms and Definitions
Appendix C	Regional Travel Impact Model
Appendix D	Travel Industry Accounts
Appendix E	Oregon Earnings and Employment by Industry Sector
Appendix F	Industry Groups
Appendix G	Split-County Trends

2017 TRAVEL IMPACT ESTIMATES

This appendix provides a brief overview of the methodology, terminology and limitations of the travel impact and visitor volume estimates.

DIRECT IMPACTS

The estimates of the direct impacts associated with traveler spending in Oregon were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the Oregon travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

PRELIMINARY ESTIMATES

Preliminary estimates for 2017 were prepared at the state, regional and county level. These estimates take advantage of the most current available data. However, because full-year data was not available in all cases, these estimates are subject to subsequent revision as additional information relating to travel and its economic impact in 2017 becomes available.

TRANSPORTATION IMPACTS

The treatment of ground transportation expenditures depends upon the level of geography (county, region or state). County and regional level estimates of destination spending include only a portion of ground transportation expenditures because some county and regional transportation expenditures are for travel to other Oregon destinations. These expenditures are allocated to "other travel." State level estimates include all in-state expenditures for ground transportation.

SECONDARY (INDIRECT AND INDUCED) IMPACTS

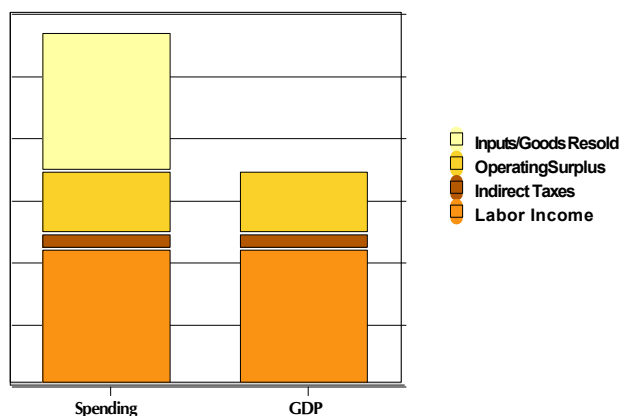
Direct impacts are reported for all counties within Oregon. Secondary employment and earnings impacts over and above direct impacts are reported at the state level only for the year 2017. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model of the Oregon economy prepared by the IMPLAN Group, Inc. Indirect impacts represent the purchases of goods and services from other firms by businesses that directly receive expenditures

part derived from travel expenditures. The sum of the direct, indirect and induced impacts equals the total impact of all spending by visitors in the state. The "multiplier" refers to the ratio of the total impacts to the direct impacts for employment or earnings.

GROSS DOMESTIC PRODUCT

An estimate of the Gross Domestic Product (GDP) of the Oregon travel industry based on the RTIM direct travel impacts is also provided in this report. The GDP of an industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always less than output or sales because GDP measures only the "value added" of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. GDP is a useful concept because it permits comparisons of the economic contributions of different industries. The relationship between spending and gross domestic product is illustrated in the figure below. Examples of inputs are the food or accounting services that restaurants purchase from suppliers. "Goods resold" are the commodities that retail establishments purchase from manufacturers or wholesale trade

Relationship Between Spending and Gross Domestic Product



It is for this reason that "travel spending" - as measured from surveys of visitors - is not the best measure of the travel industry's real economic contribution. This is because some visitor spending is actually counted as the GDP of other industries (e.g., agriculture, accounting, manufacturing). Furthermore, these other industries may or may not be located within the geographic area of interest. If the farm were located within the region of interest, then the GDP of

the local farm would be included as an indirect or secondary effect. If not (e.g., a manufacturing firm in another state or country), then that portion of GDP is not counted.

The preceding graph also shows the three main components of GDP. For most industries, labor income (essentially equivalent to earnings in this report) is the primary component of GDP. This is true of the travel industry. A second component is the tax payments that businesses make to government, such as sales, excise and property taxes. In the case of excise taxes, businesses are essentially a collection agency for the government. The final component, operating surplus, represents the income and payments (e.g., dividends, interest) to other stakeholders of the firm.

The concept of GDP also illustrates that with small geographic units of analysis (e.g., counties), earnings, employment, and tax revenues are the best measures of the economic value of the travel industry to the local economy. Small area measures of GDP are less reliable and much of the operating surplus may leak out of the local economy anyway. Indirect effects are also generally less in smaller economies.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The estimates in this report are expressed in *current* dollars unless otherwise noted.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

DEFINITION OF TERMS

Commodity: A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

Direct Impacts: Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

Earnings: Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

Employment: Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

Federal Taxes: Federal taxes include the motor fuel excise tax, airline ticket taxes, and personal income and payroll taxes.

Industry: A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

Local Taxes: Lodging taxes imposed by cities, counties and other regional tax jurisdictions in Oregon. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger Facility Charges attributable to visitors (a fee imposed on airline tickets) are included in counties with airports. Property tax payments attributable to travel industry businesses and employees are also included.

Other spending: Other spending includes spending by residents on ground and air transportation for travel to other destinations, spending on travel arrangement services, and convention/ trade shows.

Private Home: Unpaid overnight accommodations of friends and relatives.

Receipts: Travel expenditures less the sales and excise taxes paid by the consumer.

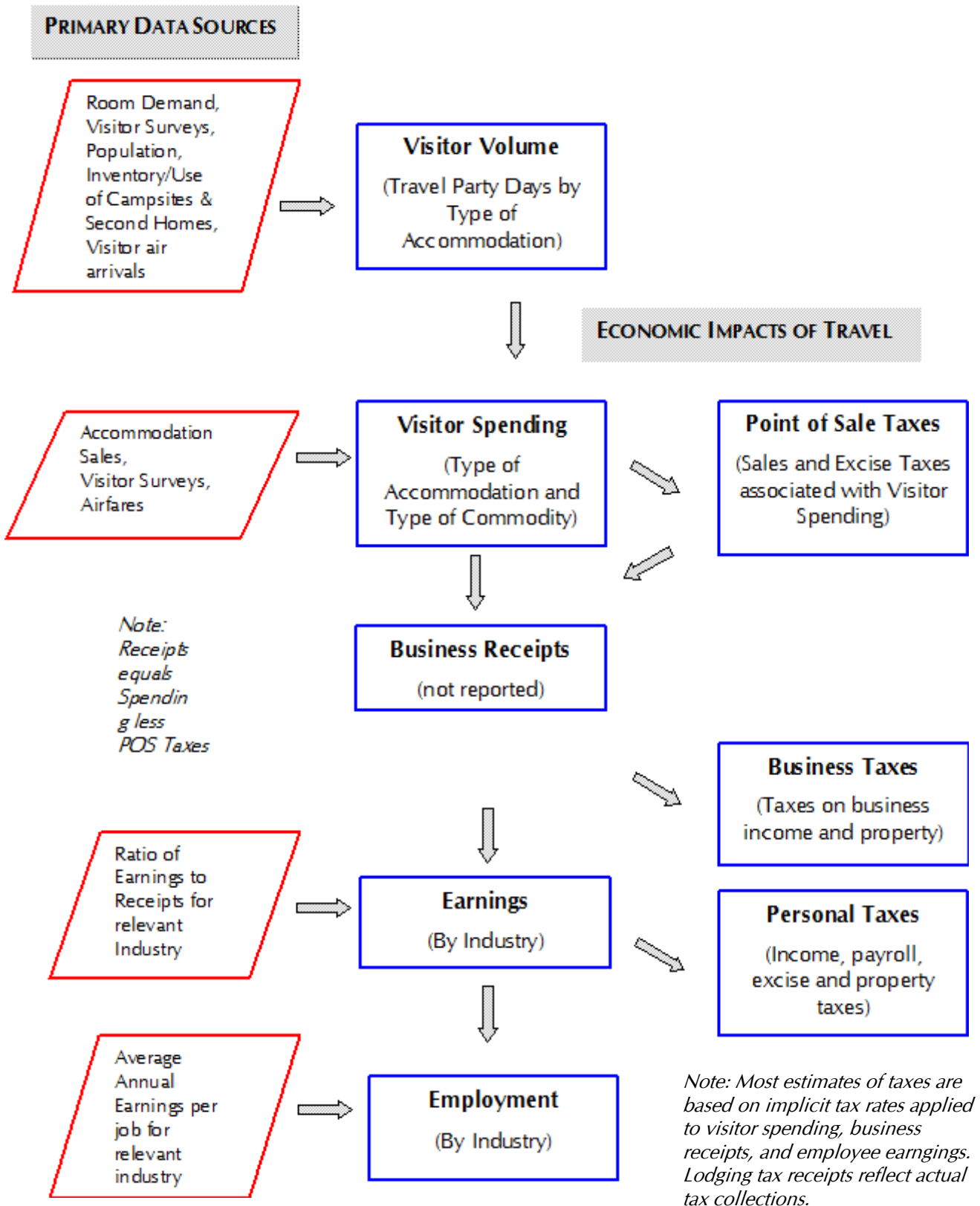
State Taxes: Lodging taxes, motor fuel, and business and personal income taxes imposed by the state of Oregon. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Total Impacts: The sum of *Direct* and *Secondary* impacts.

Travel spending: The sum of visitor and other spending related to travel.

Visitor spending: All spending on goods & services by visitors at the destination. Also referred to as destination spending.

REGIONAL TRAVEL IMPACT MODEL



TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”[1] Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSA). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

[1] Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, “U.S. Travel and Tourism Satellite Accounts for 1998-2003,” *Survey of Current Business* 84 (September 2004): 43-59.

PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the **travel industry** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is a measure of the **demand segments** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the **components of economic output** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger - they represent different ways of viewing or analyzing the travel industry.

The bulk of this paper will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of **indirect and induced effects** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.² There are only three significant industrial classifications (Accommodations [NAICS 721], Scheduled Passenger Air Transportation [NAICS 481111] and Travel Arrangement and Reservation Services [NAICS 5615]) that *primarily* sell travel industry goods and services.³ Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of

² The North American Industrial Classification System (NAICS) is the current standard in the United States.

³ Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.⁴

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however.

Suppose, for example, that the focus of a travel industry account is the state of Oregon. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in Oregon? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Oregon and ignore the remainder for the purpose of creating a travel industry account for Oregon. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Oregon can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the Oregon *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.⁵

⁴ The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

⁵ The same issue arises with travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.⁶

**Bureau of Economic Analysis Tourism Industries
Distribution of Travel-Generated Compensation
in United States, 2007**

Accommodation & Food Services	38.1%
Traveler accommodations	21.5%
Food services and drinking places	16.6%
Transportation	23.3%
Air transportation	15.4%
Rail transportation	0.4%
Water transportation	1.2%
Interurban bus transportation	0.3%
Interurban charter bus transportation	0.2%
Urban transit systems & other tran.	1.7%
Taxi service	1.0%
Automotive equipment rental & leasing	2.0%
Automotive repair services	0.8%
Parking lots and garages	0.2%
Toll highways	0.1%
Recreation	11.2%
Scenic and sightseeing transportation	0.4%
Motion pictures and performing arts	1.1%
Spectator sports	2.3%
Participant sports	2.4%
Gambling	3.0%
All other recreation and entertainment	2.0%
Retail & Nondurable Goods Production	16.2%
Petroleum refineries	0.6%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.4%
Wholesale trade & tran. services	4.2%
Gasoline service stations	1.3%
Retail trade services, excluding gasoline service stations	5.8%
Travel Arrangement	7.3%
All other industries	2.2%
Total Tourism Compensation	100.0%

Source: Adapted from Eric S. Griffith and Steven L. Zemanek, "U.S. Travel and Tourism Satellite Accounts for 2005-2008," Survey of Current Business (June 2009): 37, table 6.

⁶ The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

RTIM Travel Impact Industries Matched to NAICS

Travel Impact Industry	NAICS Industry (code)
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Ground Transportation	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
Air Transportation	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
Administrative/Support Services	Travel Arrangement and Reservation Services (5615) Convention and Trade Show Organizers (56192)

Source: Dean Runyan Associates

DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: **leisure versus business travel**, and **resident versus non-resident travel**. The third demand category is typically reported in the RTIM: **type of traveler accommodation**. These three demand categories will be discussed in turn.

The distinction between **leisure versus business travel** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more “marketable” segment because their travel choices are less determined by economic and business factors. Furthermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between **resident versus non-resident travel** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.⁷ The distinction is obviously also important because it is based on different political, legal, and currency regimes - factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.⁸ There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism,

⁷ Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

⁸ The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

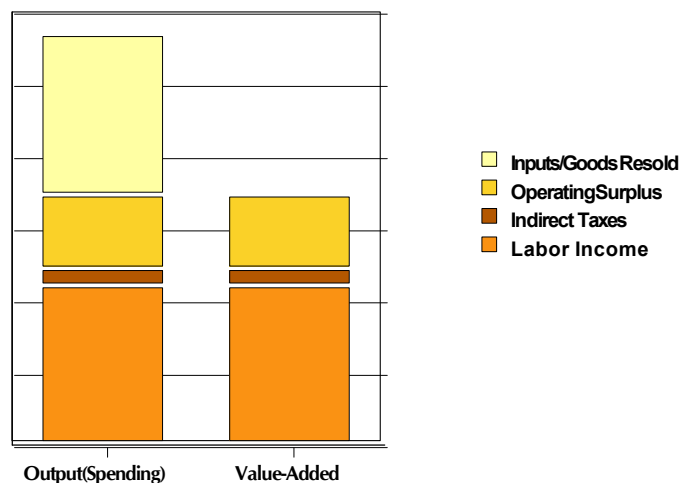
COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:¹¹

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

Components of Industry Output



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. For example, the economic impact

¹¹ There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus, the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in other parts of the world. Travel industry value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because a portion of the economic impact of visitor spending in the state will actually occur elsewhere.¹²

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called “indirect” because most of them are actually paid by consumers in the form of sales or excise taxes.¹³ The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.¹⁴ For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates.

Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

¹² It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

¹³ Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

¹⁴ It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects - the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.¹⁵ As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

¹⁵ The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis - the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

Oregon Earnings and Employment by Industry Sector, 2016

Industry Sector	Earnings (\$Million)	Percent of Total	Employment (Thousand)	Percent of Total
Primarily Export-Oriented	19,274	14.5%	300	12.2%
Agriculture, Forestry, Fishing and related	2,947	2.2%	89	3.6%
Mining	130	0.1%	6	0.3%
Manufacturing	16,196	12.2%	205	8.3%
**Travel	3,060	2.3%	110	4.5%
Primarily Non Export-Oriented	65,136	49.0%	1,182	48.1%
Construction	8,548	6.4%	123	5.0%
Utilities	754	0.6%	5	0.2%
Wholesale trade	6,624	5.0%	90	3.7%
Retail trade	8,839	6.6%	254	10.4%
Real estate and rental and leasing	2,848	2.1%	115	4.7%
Management of companies and enterprises	6,089	4.6%	47	1.9%
Administrative and waste services	4,863	3.7%	128	5.2%
Other services, except public administration	5,075	3.8%	131	5.3%
Government and government enterprises	21,495	16.2%	288	11.7%
Mixed	48,631	36.6%	973	39.7%
Transportation and warehousing	4,210	3.2%	76	3.1%
Information	3,247	2.4%	41	1.7%
Finance and insurance	5,757	4.3%	92	3.8%
Professional and technical services	10,391	7.8%	163	6.6%
Educational services	1,708	1.3%	61	2.5%
Health care and social assistance	16,873	12.7%	289	11.8%
Leisure and Hospitality	6,445	4.8%	251	10.2%
Oregon Total**	133,041	100.0%	2,455	100.0%

**Travel is not included in the sub and grand totals because it is also represented in other sectors (primarily leisure and hospitality, transportation, and retail trade).

Industry Groups

Accommodation & Food Services

Food services and drinking places
Hotels and motels, including casino hotels
Other accommodations

Arts, Entertainment & Recreation

Amusement parks, arcades, and gambling industries
Bowling centers
Fitness and recreational sports centers
Independent artists, writers, and performers
Museums, historical sites, zoos, and parks
Other amusement and recreation industries
Performing arts companies
Promoters of performing arts and sports and agents for public figures
Spectator sports companies

Construction

Construction of new nonresidential commercial and health care structures
Construction of new nonresidential manufacturing structures
Construction of new residential permanent site single- and multi-family structures
Construction of other new nonresidential structures
Construction of other new residential structures
Maintenance and repair construction of nonresidential structures
Maintenance and repair construction of residential structures

Education and Health Services

Child day care services
Community food, housing, and other relief services, including rehabilitation services
Home health care services
Individual and family services
Medical and diagnostic labs and outpatient and other ambulatory care services
Nursing and residential care facilities
Offices of physicians, dentists, and other health practitioners
Other private educational services
Private elementary and secondary schools
Private hospitals
Private junior colleges, colleges, universities, and professional schools

Financial Activities

Commercial and industrial machinery and equipment rental and leasing
Funds, trusts, and other financial vehicles
General and consumer goods rental except video tapes and discs
Imputed rental activity for owner-occupied dwellings
Insurance agencies, brokerages, and related activities
Insurance carriers
Lessors of nonfinancial intangible assets
Monetary authorities and depository credit intermediation activities
Nondepository credit intermediation and related activities
Real estate establishments
Securities, commodity contracts, investments, and related activities
Video tape and disc rental

Information

- Book publishers
- Cable and other subscription programming
- Data processing, hosting, ISP, web search portals and related services
- Directory, mailing list, and other publishers
- Internet publishing and broadcasting
- Motion picture and video industries
- Newspaper publishers
- Other information services
- Periodical publishers
- Radio and television broadcasting
- Software publishers
- Sound recording industries
- Telecommunications

Manufacturing & Utilities

(280 industries)

Natural Resources and Mining

- All other crop farming
- Animal production, except cattle and poultry and eggs
- Cattle ranching and farming
- Commercial Fishing
- Commercial hunting and trapping
- Commercial logging
- Cotton farming
- Dairy cattle and milk production
- Drilling oil and gas wells
- Extraction of oil and natural gas
- Forestry, forest products, and timber tract production
- Fruit farming
- Grain farming
- Greenhouse, nursery, and floriculture production
- Mining and quarrying other nonmetallic minerals
- Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals
- Mining and quarrying stone
- Mining coal
- Mining copper, nickel, lead, and zinc
- Mining gold, silver, and other metal ore
- Mining iron ore
- Oilseed farming
- Poultry and egg production
- Sugarcane and sugar beet farming
- Support activities for agriculture and forestry
- Support activities for oil and gas operations
- Support activities for other mining
- Tobacco farming
- Tree nut farming
- Vegetable and melon farming

Other Services

- Automotive repair and maintenance, except car washes
- Car washes
- Civic, social, professional, and similar organizations
- Commercial and industrial machinery and equipment repair and maintenance
- Death care services
- Dry-cleaning and laundry services
- Electronic and precision equipment repair and maintenance
- Grantmaking, giving, and social advocacy organizations
- Other personal services
- Personal and household goods repair and maintenance
- Personal care services
- Private household operations
- Religious organizations

Professional and Business Services

- Accounting, tax preparation, bookkeeping, and payroll services
- Advertising and related services
- All other miscellaneous professional, scientific, and technical services
- Architectural, engineering, and related services
- Business support services
- Computer systems design services
- Custom computer programming services
- Employment services
- Environmental and other technical consulting services
- Facilities support services
- Investigation and security services
- Legal services
- Management of companies and enterprises
- Management, scientific, and technical consulting services
- Office administrative services
- Other computer related services, including facilities management
- Other support services
- Photographic services
- Scientific research and development services
- Services to buildings and dwellings
- Specialized design services
- Travel arrangement and reservation services
- Veterinary services
- Waste management and remediation services

Public Administration

- Federal electric utilities
- Other Federal Government enterprises
- Other state and local government enterprises
- State and local government electric utilities
- State and local government passenger transit
- US Postal Service

Trade

- Retail Nonstores - Direct and electronic sales
- Retail Stores - Building material and garden supply
- Retail Stores - Clothing and clothing accessories
- Retail Stores - Electronics and appliances
- Retail Stores - Food and beverage
- Retail Stores - Furniture and home furnishings
- Retail Stores - Gasoline stations
- Retail Stores - General merchandise
- Retail Stores - Health and personal care
- Retail Stores - Miscellaneous
- Retail Stores - Motor vehicle and parts
- Retail Stores - Sporting goods, hobby, book and music
- Wholesale trade businesses

Transport

- Automotive equipment rental and leasing
- Couriers and messengers
- Scenic and sightseeing transportation and support activities for transportation
- Transit and ground passenger transportation
- Transport by air
- Transport by pipeline
- Transport by rail
- Transport by truck
- Transport by water
- Warehousing and storage

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**East Douglas
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	150.7	165.0	170.6	170.6	173.5	177.3	2.2%	2.3%
Other	14.5	17.6	16.4	13.2	11.7	13.0	11.0%	-1.5%
Visitor	136.3	147.4	154.2	157.4	161.8	164.3	1.6%	2.7%
Non-transportation	120.9	128.8	136.9	143.0	148.0	149.5	1.0%	3.1%
Transportation	15.4	18.5	17.3	14.4	13.7	14.8	8.0%	-0.5%
Earnings (\$M)								
Earnings (Current \$)	38.9	41.2	45.2	47.2	50.2	52.0	3.7%	4.2%
Employment (Jobs)								
Employment	2,040	2,090	2,190	2,240	2,320	2,350	1.3%	2.0%
Tax Revenue (\$M)								
Total (Current \$)	4.9	5.5	5.8	6.0	6.4	6.8	6.0%	4.8%
Local	0.8	0.9	1.0	1.1	1.2	1.2	1.6%	4.8%
State	4.0	4.6	4.8	4.9	5.2	5.6	6.9%	4.8%

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

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

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

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

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

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**West Douglas
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	53.7	54.8	58.9	60.2	59.7	60.2	0.8%	1.6%
Other	1.1	1.4	1.3	1.1	0.8	0.9	11.0%	-3.2%
Visitor	52.5	53.4	57.6	59.2	58.9	59.3	0.7%	1.7%
Non-transportation	47.3	47.5	51.9	54.4	54.6	54.7	0.2%	2.1%
Transportation	5.2	5.9	5.7	4.8	4.3	4.6	6.8%	-1.9%
Earnings (\$M)								
Earnings (Current \$)	14.8	14.7	16.4	17.3	17.9	18.4	3.1%	3.2%
Employment (Jobs)								
Employment	770	740	790	810	820	820	0.3%	0.9%
Tax Revenue (\$M)								
Total (Current \$)	1.4	1.4	1.6	1.6	1.7	1.8	4.4%	3.7%
Local	0.2	0.2	0.2	0.2	0.2	0.2	1.6%	4.2%
State	1.2	1.3	1.4	1.4	1.5	1.6	4.8%	3.6%

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

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**East Lane
Direct Travel Impacts, 2010-2017p**

	Ave. Annual Chg.							
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	632.7	680.5	721.0	741.5	792.6	817.7	3.2%	3.7%
Other	211.9	201.6	218.8	220.7	237.5	258.9	9.0%	2.9%
Visitor	420.8	478.9	502.2	520.8	555.1	558.8	0.7%	4.1%
Non-transportation	365.0	409.6	434.6	460.9	495.1	497.6	0.5%	4.5%
Transportation	104.3	103.1	107.4	102.2	105.1	110.7	5.3%	0.8%
Earnings (\$M)								
Earnings (Current \$)	138.5	161.6	181.7	197.2	216.5	227.7	5.2%	7.4%
Employment (Jobs)								
Employment	6,940	7,570	8,020	8,350	8,730	8,880	1.7%	3.6%
Tax Revenue (\$M)								
Total (Current \$)	21.2	25.1	27.6	29.9	33.0	34.5	4.6%	7.2%
Local	7.2	8.2	9.8	11.0	12.1	12.1	0.4%	7.7%
State	13.9	16.9	17.9	18.8	20.9	22.4	7.1%	7.0%

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

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

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

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**West Lane
Direct Travel Impacts, 2010-2017p**

								Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17	
Total (Current \$)	100.2	106.8	121.7	127.1	136.1	136.9	0.6%	4.6%	
Other	9.3	13.2	15.5	17.0	19.1	19.8	3.4%	11.4%	
Visitor	90.9	93.6	106.1	110.1	117.0	117.2	0.2%	3.7%	
Non-transportation	83.8	85.4	97.9	103.1	110.1	109.8	-0.2%	3.9%	
Transportation	7.1	8.2	8.2	6.9	6.9	7.3	6.3%	0.4%	
Earnings (\$M)									
Earnings (Current \$)	29.4	31.7	38.3	41.4	45.2	46.9	3.7%	6.9%	
Employment (Jobs)									
Employment	1,530	1,530	1,750	1,810	1,900	1,910	0.9%	3.3%	
Tax Revenue (\$M)									
Total (Current \$)	2.7	2.9	3.4	3.7	4.0	4.2	4.0%	6.4%	
Local	0.6	0.6	0.7	0.8	0.8	0.9	1.4%	5.1%	
State	2.1	2.4	2.7	2.9	3.2	3.3	4.6%	6.7%	

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

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

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**East Multnomah
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	57.4	68.4	74.2	79.2	86.7	90.2	4.1%	6.7%
Other	4.2	4.5	4.6	4.7	4.8	5.2	8.7%	3.3%
Visitor	53.2	63.9	69.6	74.5	81.9	85.0	3.8%	6.9%
Non-transportation	47.2	56.0	62.0	67.9	75.2	77.7	3.3%	7.4%
Transportation	6.0	7.9	7.6	6.6	6.7	7.4	10.5%	3.0%
Earnings (\$M)								
Earnings (Current \$)	15.1	18.1	20.2	22.2	24.8	26.5	6.8%	8.4%
Employment (Jobs)								
Employment	760	870	950	990	1,070	1,080	0.6%	5.0%
Tax Revenue (\$M)								
Total (Current \$)	2.3	2.8	3.1	3.4	4.0	4.3	6.6%	9.5%
Local	0.9	1.1	1.3	1.4	1.7	1.8	4.4%	10.4%
State	1.4	1.7	1.8	2.0	2.3	2.5	8.2%	8.9%

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

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

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

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

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**West Multnomah
Direct Travel Impacts, 2010-2017p**

								Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17	
Total (Current \$)	2,756.2	3,049.6	3,358.3	3,591.5	3,697.5	3,866.5	4.6%	5.0%	
Other	1,517.0	1,576.3	1,717.5	1,816.5	1,849.9	1,939.4	4.8%	3.6%	
Visitor	1,239.2	1,473.3	1,640.9	1,775.1	1,847.6	1,927.1	4.3%	6.5%	
Non-transportation	1,017.9	1,215.1	1,355.4	1,486.1	1,570.4	1,634.6	4.1%	7.0%	
Transportation	781.0	829.6	930.6	995.2	990.6	1,027.6	3.7%	4.0%	
Earnings (\$M)									
Earnings (Current \$)	584.3	669.7	754.3	823.8	886.3	945.5	6.7%	7.1%	
Employment (Jobs)									
Employment	17,160	18,790	20,180	20,980	21,680	21,950	1.3%	3.6%	
Tax Revenue (\$M)									
Total (Current \$)	105.7	127.6	153.1	172.8	181.5	191.5	5.5%	8.9%	
Local	58.6	71.5	91.6	106.4	107.8	112.2	4.0%	9.7%	
State	47.2	56.1	61.4	66.4	73.7	79.4	7.7%	7.7%	

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

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

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

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

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North Wasco
Direct Travel Impacts, 2010-2017p

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	56.2	57.5	64.7	67.7	73.1	78.1	6.9%	4.8%
Other	3.3	4.1	3.8	3.0	2.8	3.2	11.4%	-0.4%
Visitor	52.9	53.4	60.9	64.7	70.3	75.0	6.7%	5.1%
Non-transportation	48.6	48.5	56.1	60.5	66.1	70.3	6.3%	5.4%
Transportation	4.3	4.9	4.9	4.2	4.2	4.7	12.4%	1.1%
Earnings (\$M)								
Earnings (Current \$)	16.0	16.4	20.2	22.1	24.8	26.8	8.4%	7.7%
Employment (Jobs)								
Employment	840	860	960	1,070	1,120	1,180	5.1%	5.0%
Tax Revenue (\$M)								
Total (Current \$)	2.0	2.1	2.6	2.8	3.3	3.6	9.9%	8.9%
Local	0.7	0.7	0.9	0.9	1.2	1.3	9.7%	9.8%
State	1.4	1.5	1.7	1.9	2.2	2.4	10.0%	8.4%

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

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

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

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

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

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

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

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**South Wasco
Direct Travel Impacts, 2010-2017p**

							Ave. Annual Chg.	
Spending (\$M)	2010	2012	2014	2015	2016	2017	16-17	10-17
Total (Current \$)	33.8	33.6	37.5	40.5	42.0	44.2	5.2%	3.9%
Other	0.2	0.2	0.2	0.2	0.2	0.2	11.4%	-0.4%
Visitor	33.6	33.3	37.3	40.4	41.8	44.0	5.2%	3.9%
Non-transportation	31.2	30.7	34.6	38.1	39.6	41.5	4.8%	4.2%
Transportation	2.4	2.7	2.7	2.3	2.2	2.5	10.9%	0.4%
Earnings (\$M)								
Earnings (Current \$)	10.8	10.7	13.1	14.5	15.2	15.9	4.9%	5.7%
Employment (Jobs)								
Employment	560	570	630	700	690	700	1.7%	3.2%
Tax Revenue (\$M)								
Total (Current \$)	0.7	0.7	0.8	0.9	1.0	1.0	6.8%	6.1%
State	0.7	0.7	0.8	0.9	1.0	1.0	6.8%	6.1%

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

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

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

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

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

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