

CREATING MEANINGFUL JOBS, DRIVING ECONOMIC GROWTH



PHOTO: SOKOL BLOSSER WINERY/CAROLYN WELLS-KRAMER

SUPPORT TOURISM, SUPPORT OREGON

In 2003, Oregon faced one of its highest unemployment rates in history. Eager to create new opportunities for Oregonians, the Oregon Tourism Investment Proposal was created, enacted and signed into law. The bill made tourism and hospitality a pillar of Oregon's economy by reinvesting 1% of lodging revenue back into tourism development and marketing. With proper support, lawmakers believed tourism could be a powerful tool to bolster the state's economy.

On March 3, 2016 Oregon lawmakers passed HB4146, increasing the state transient lodging tax from 1% to 1.8% for four years effective July 1, 2016 and then effective July 1, 2020 reducing the state transient lodging tax from 1.8% to 1.5%. As a result of the passing of HB4146, Oregon's annual marketing budget is now ranked 5th in the nation. Before the passage of the 2003 Oregon Tourism Investment Proposal, Oregon's annual marketing budget ranked 47th in the nation. The legislation directs 20% of the state transient lodging tax to a Regional Cooperative Tourism Program and 10% of the state transient lodging tax to a competitive grants program.

THE INVESTMENT IS PAYING OFF:

Tourism and hospitality industry members in every region of the state collaborate on dozens of strategic marketing programs each year funded by Oregon's Tourism Investment Proposal. These efforts brought more than 29 million overnight visitors to Oregon in 2018—for an average stay of four nights.

Continued dedication to the state's tourism industry will keep this powerful economic engine running strong.

	IN 2003	IN 2018	CHANGE
Direct Employment			
84,500 jobs		115,400	+37%
Employee Earnings			
\$1.7 billion		\$3.6 billion	+112%
Visitor Spending			
\$6.5 billion		\$12.3 billion	+89%
Taxes (State/Local)			
\$246 million		\$560 million	+128%

\$1 SPENT ON STATE MARKETING =
*\$157 in visitor spending**

\$1 SPENT ON STATE MARKETING =
*\$8 in state and local tax revenue**

Visitor spending reached more than \$12.3 billion in 2018 generating \$3.6 billion in employee earnings.

*Advertising Accountability Study, Longwoods International, 2017 Results for 2016-2017 campaigns

Photo credit: Carolyn Wells-Kramer

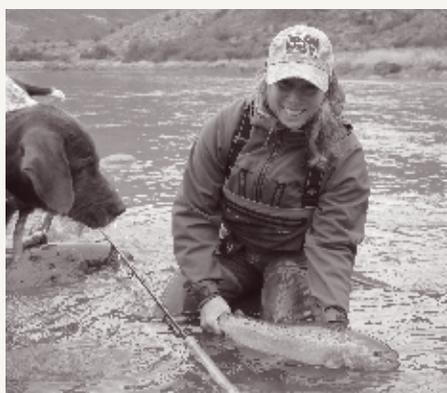
**TOURISM JOBS
PROVIDE VIBRANT
CAREER PATHS
FOR GOOD JOBS
NOW, REWARDING
CAREERS LATER**



Tourism jobs provide a training ground for Oregon's future workforce, enabling younger workers to demonstrate a professional work ethic and to build good work habits.

Tourism jobs provide flexibility for parents, students, seniors and other Oregonians.

Tourism jobs are often small business jobs connected to the communities they serve all over the state.



"My husband and I own Little Creek Outfitters, based in Maupin. Our business attracts visitors to the local area who come to fish, shop, stay in hotels and eat at restaurants. Visitors are mesmerized by the rim rock canyons, the smell of juniper and the solitude experienced on the Deschutes and John Day rivers. These experiences connect visitors with something greater than themselves, giving people an understanding of the value of public lands, while supporting a major component of Oregon's rural economy."

MIA SHEPPARD

*Owner, Little Creek Outfitters & Guide
Maupin, Oregon*



"As Co-Owner of America's Hub World Tours, we provide unique experiences for visitors traveling around Oregon. I'm passionate about ensuring visitors learn what our communities around the state do to support cultural tourism, social and environmental impacts and making sure the economic impact of tourism reaches all corners of our state to support jobs and improve diversity, equity and inclusion. I believe we all play a role in educating and uniting cultural groups from around the world. Tourism is the third largest industry in the world and creates a unique opportunity for everyone to participate in improving relationships globally."

DAVID PENILTON

*Co-Owner, America's Hub World Tours
Portland, Oregon*



"In Yachats, tides and visitors flow in and out. The visitors helps us create living-wage jobs and grow a business, enriching the flavors of the place. Some guests have been coming here for generations and some are discovering Yachats for the very first time. The economic impact flowing into our community helps us to build a resilient and abundant community, and to share the taste of Yachats with a wide range of visitors and locals alike."

NATHAN BERNARD

*Owner, Yachats Brewing
Yachats, Oregon*



"It's very clear that Travel Oregon awakens such wanderlust, that people all over the world feel compelled to come and see it for themselves. Essentially, Travel Oregon is in the business of turning inspiration into experience. And these experiences translate into economic boon."

KATE BROWN
Governor of Oregon

"Tourism is a job creator on its own, but it's also essentially the front door to the rest of the economy."

DUNCAN WYSE
President, Oregon Business Council

Tourism directly generates more than 115,400 jobs in Oregon — with secondary impacts that create another 60,000 jobs in food services, construction, manufacturing, transportation and other sectors.*

TOURISM BENEFITS RURAL ECONOMICS

Tourism jobs are crucial for economic growth, especially in rural counties:

- Tourism is one of the three largest industries for employment in rural counties
- Oregon's ten most tourism-dependent counties are rural
- Tourism provides the jobs necessary to support rural economies in transition. In some rural areas, tourism jobs provide the means to diversify local economies

*Dean Runyan, Oregon Travel Impacts, 2019 Results for 2018

MEANINGFUL EMPLOYMENT & REVENUE FOR ALL OF OREGON

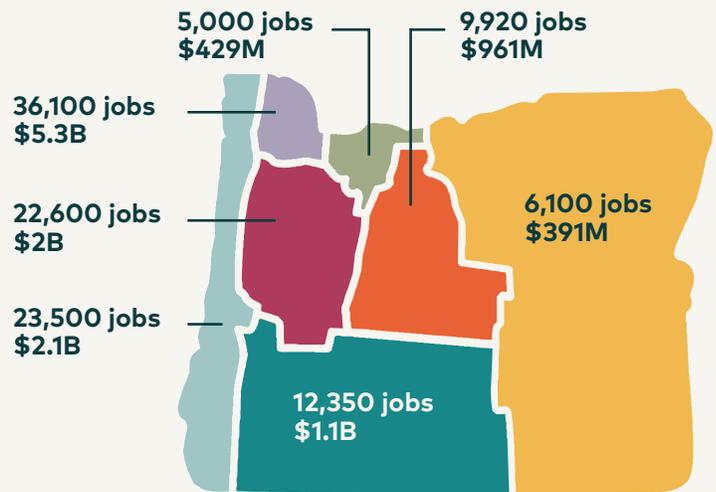


PHOTO: DYLAN VANWEELDEN



PHOTO: PORT OF PORTLAND

PHOTO: RUSS ROCA

TOURISM BOOSTS OREGON BUSINESS

Travel Oregon is one of the most visible manifestations—nationally and internationally—of the Oregon brand. The positive associations of Oregon established by the brand benefit businesses and agencies beyond hospitality, including:

HIGH TECH, MANUFACTURING & OTHER INDUSTRIES

Vacationing executives consider relocating businesses to Oregon for its outdoor lifestyle and the overall quality of life that the Oregon brand espouses.

AGRICULTURE

Oregon's thriving culinary and agritourism industry boosts the profile of Oregon seafood, produce, wine, beer and spirits, stimulating national and international sales.

STATE PARKS/MARINE BOARD/FISH & WILDLIFE

More visitors are drawn to take advantage of Oregon's great natural resources, populating more campsites and buying more boating, fishing and hunting tags.

Tourism is vital to our state's economy. It provides jobs, fuels small business development and generates revenue in every corner of the state. The tourism and hospitality industry is Oregon's largest traded sector employer and a leading contributor to our gross state product. With Travel Oregon investing collaboratively and strategically with businesses and organizations across the state, the Oregon brand will continue to contribute to the state's economic well-being for many years to come.



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