

Travel Oregon Welcome Centers

***VISITOR SPENDING CALENDAR YEAR 2019***

July 2020

Travel Oregon Welcome Centers  
Visitor Spending Calendar Year 2019

Prepared for

Travel Oregon

Research Manager

Ladan Ghahramani

Prepared by

Dean Runyan Associates

833 SW Eleventh Avenue, Suite

920 Portland, Oregon 97205

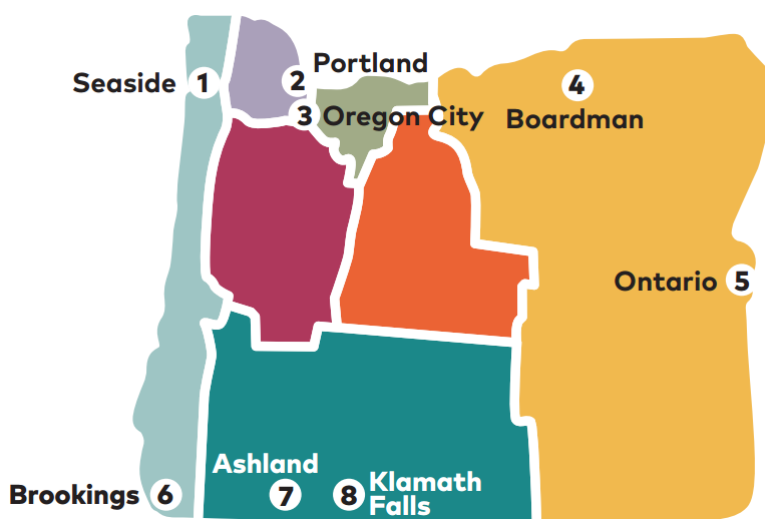
503.226.2973

[www.deanrunyan.com](http://www.deanrunyan.com)

## TRAVEL OREGON WELCOME CENTER OVERVIEW

Travel Oregon Welcome Centers are Oregon's official visitor information destinations. Each location offers a safe, welcoming experience that embodies Oregon's rich, innovative spirit and showcases our state's inspiring adventures and stories to explorers creating their own memorable Oregon adventures and stories.

Currently, Travel Oregon maintains eight staffed welcome center locations throughout the state.



In 2019, the total combined in-person visitation to the welcome centers reached more than 200,000 visitors.

## TRAVEL OREGON WELCOME CENTER VISITOR SPENDING, CY 2019

This report provides visitor spending attributable to travelers who visit an Travel Oregon Welcome Center during their trip. These visitor spending figures represent CY 2019 spending totals. The estimates of spending do not necessarily happen in the same communities the welcome centers reside in and may be spread across multiple areas of the state. These estimates were produced using concepts from the Regional Travel Impact Model developed by Dean Runyan Associates.

## INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several considerations regarding the interpretation of reported impact estimates:

- Ashland Welcome Center opened July 31, 2019
- Ontario and Klamath Welcome Centers operate seasonally May-October.
- Visitor volume estimates were made using welcome center counts adjusted by Dean Runyan Associates to minimize effects of local resident events and/or miscounts. The volume estimates may be higher or lower than the actual welcome center counts.
- Survey data regarding expenditures and other trip characteristics were provided by Travel Oregon. These surveys are completed on site at welcome centers across the state. The expenditure data was analyzed and compared to the expenditure information used in the Oregon Travel Impacts annual report.<sup>1</sup>
- Visitor spending is for trips in Oregon during which the traveler visited a welcome center somewhere in the state. Assumption is that a single traveler did not visit multiple welcome centers on an individual trip.
- This study measures only the eight official state Travel Oregon Welcome Centers.

## SUMMARY

Travelers who stop at welcome centers demonstrate greater engagement by utilizing in-person visitor services and considering additional recommendations from the welcome center staff. This engagement shows in the average spending as well. On average visitors to welcome centers spend 68% more on their entire trip in the state than other types of visitors. In actual amounts this equates to an average spend of \$492 per trip vs. \$293 per trip.

Welcome center staff anecdotally report that visitors indicate adjusting their plans to visit additional attractions, or to stay longer, or plan a return trip to Oregon based on engagement with the staff, however, the data in this report reflects average spending only and does not imply causality between incremental spending due to welcome center experiences.

Welcome centers serve as an opportunity to connect with these important visitors. Without a welcome center, they will seek services elsewhere.

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<sup>1</sup> Oregon Travel Impacts, 1992-2019p (April 2020). Prepared by Dean Runyan Associates for Travel Oregon.

## OREGON WELCOME CENTER SPENDING

Total visitor spending attributable to visitors who also visit the eight welcome centers is \$121.8 million in calendar year 2019. This represents about 1.2% of the \$12.9 billion in total visitor spending in the state for 2019.<sup>2</sup>

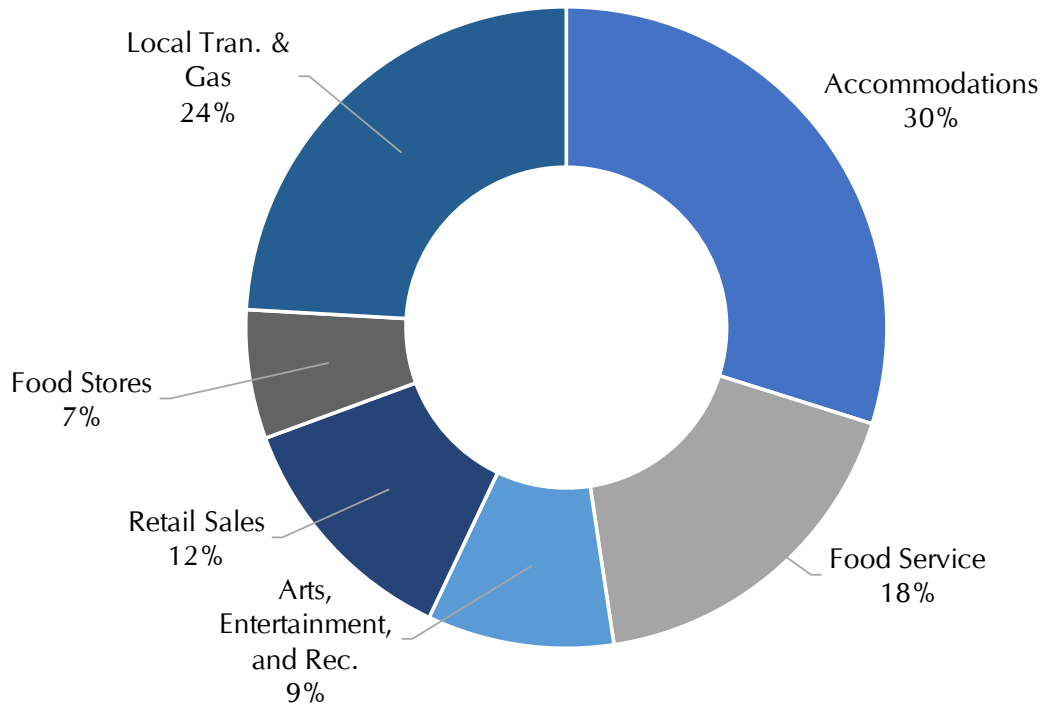
### VISITOR SPENDING ATTRIBUTABLE TO WELCOME CENTERS BY COMMODITY, 2019

| Type of Commodity               | Welcome Center<br>Visitor Spending (\$M) | All State Travel<br>Visitor Spending (\$M) | Percent Share |
|---------------------------------|--|--|---------------|
| Accommodations                  | 36.4                                     | 2,434.8                                    | 1.5%          |
| Food Service                    | 21.6                                     | 2,869.5                                    | 0.8%          |
| Arts, Entertainment, Recreation | 11.5                                     | 1,130.6                                    | 1.0%          |
| Retail Sales                    | 15.1                                     | 1,178.3                                    | 1.3%          |
| Food Stores                     | 7.9                                      | 748.7                                      | 1.1%          |
| Local Transportation & Gas      | 29.4                                     | 1,670.6                                    | 1.8%          |
| <b>Total Visitor Spending</b>   | <b>121.8</b>                             | <b>10,032.6</b>                            | <b>1.2%</b>   |

Note: All State Travel excludes visitor spending on air transportation.

The distribution of visitor spending by type of commodity is shown in the chart below. Accommodations and food service are 48% of trip spending.

### STATE DISTRIBUTION OF WELCOME CENTER SPENDING, 2019



<sup>2</sup> Oregon Travel Impacts, 1992-2019p (April 2020). Prepared by Dean Runyan Associates for Travel Oregon.

## AVERAGE VISITOR SPENDING

Average visitor spending is summarized in the table below. For comparison, average spending and volume has been included from the annual Oregon Travel Impact Report produced for Travel Oregon.

On average visitors to welcome centers spend more on their full trip than the average overnight visitor that visits the state. Welcome center travel parties spend roughly 60% more per trip (\$1,155 vs. \$718).

### AVERAGE VISITOR SPENDING & VOLUME, 2019

|                        | Party Trips<br>(000) | Person Trips<br>(000) | Party<br>Trip  | Person<br>Trip |
|------------------------|----------------------|-----------------------|----------------|----------------|
| <b>Welcome Centers</b> | <b>105.5</b>         | <b>247.7</b>          | <b>\$1,155</b> | <b>\$492</b>   |

Note: Welcome center visitors include day and overnight visitors

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*From the Annual Travel Impacts Report*

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### AVERAGE OVERNIGHT VISITOR SPENDING & VOLUME, 2019

|               | Party Trips<br>(000) | Person Trips<br>(000) | Party<br>Trip | Person<br>Trip |
|---------------|----------------------|-----------------------|---------------|----------------|
| <b>Oregon</b> | <b>11,993</b>        | <b>29,377</b>         | <b>\$718</b>  | <b>\$293</b>   |

Source: Dean Runyan Associates, Oregon Travel Impacts 1992-2019p (April 2020).