



Tourism Drives Economic Growth Across Oregon

CENTRAL OREGON

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TOURISM SUPPORTS OREGON'S ECONOMY

In 2003, Oregon faced one of its highest unemployment rates in history. As part of a statewide initiative to create new job opportunities for Oregonians, the Oregon Tourism Investment Proposal was signed into law. This bill made tourism and hospitality a pillar of Oregon's economy by establishing a 1% state lodging tax, which dedicated the revenue into tourism development and marketing for all of Oregon. As of June 2020, the tax is now 1.5%, with statute dedicating 30% of the state lodging tax to regional tourism organizations and grant programs across Oregon. This industry investment has delivered results. An increase in visitors has equated to increased resources for regional programs that support jobs, culture, infrastructure and public services.

REGIONAL ECONOMIC IMPACT FOR CENTRAL OREGON

	2003	2022	Avg. Annual Change
Direct Employment	5,750	10,270	3.10%
Employee Earnings	\$100 million	\$360 million	6.90%
Visitor Spending	\$375 million	\$1.2 billion	6.30%
State & Local Taxes Generated	\$16.3 million	\$63.6 million	7.45%

TOURISM BOLSTERS OUR COMMUNITIES

Distinct from the statewide tax created in 2003, more than 120 cities and counties across Oregon collect a local transient lodging tax to expend on local programming — including 8 in Central Oregon. A statewide study conducted by ECONorthwest in 2018 found that cities and counties that levied a local transient lodging tax spent the revenue on the following programs that directly benefit Oregonians in those communities:

Program Category	Expenditures	Share
General Services	\$84,194,912	39%
Tourism Facilities	\$58,312,100	29%
Tourism Promotion & Marketing	\$48,965,052	18%
Arts, Culture & Entertainment	\$20,855,625	6%
Events	\$9,184,891	1%
Economic Development	\$4,071,652	5%
Chambers of Commerce	\$4,035,060	2%
Other	\$2,062,897	1%
Administration & Overhead	\$1,170,350	0%
Total	\$232,852,539	100%

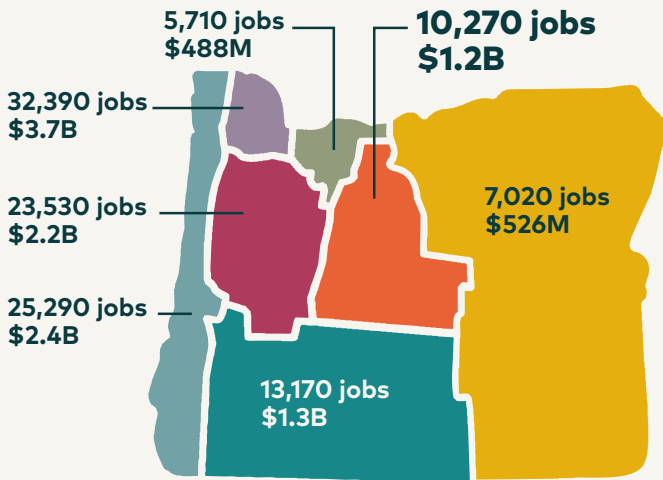
These dollars, especially those expended in the tourism facilities and promotion and marketing programs, can be leveraged against the regional destination management organization and state tourism investments.

\$1 SPENT ON STATE MARKETING = \$157 IN VISITOR SPENDING

TOURISM CREATES CAREERS

- The tourism and hospitality industry is Oregon's largest traded sector employer and a leading contributor to our gross state product. In 2022, travel spending directly generated 10,270 jobs in Central Oregon.
- Tourism jobs are often small business jobs connected to the communities they serve across Oregon. Nationally, the travel and tourism industry is the #1 small business employer.
- Tourism jobs can provide a training ground for Oregon's future workforce, enhancing skills like communication and problem solving. Workers who had their first job in the travel industry achieve higher salaries than most other industries.





\$12.2 BILLION IN VISITOR SPENDING AND 117,400 JOBS ACROSS OREGON

TOURISM BENEFITS CENTRAL OREGON

- Central Oregon tax receipts generated by the tourism industry in 2022 accounted for \$35.1 million at the state level, and \$28.5 million in local taxes.
- In 2022, visitor spend in Central Oregon was nearly \$1.2 billion, a 22% increase from \$985 million over 2021.
- Through the tourism industry's consistent engagement, efforts are being made to uplift all Central Oregon communities by addressing seasonality through encouraging year-round visitation while also supporting rural tourism development through visitor dispersion.

TOURISM INVESTS IN CENTRAL OREGON

In accordance with statute, Travel Oregon makes 10% of its budget available for a statewide competitive grants program. These grants invest in tourism facilities and tourism promotion around the state. Grant dollars have been awarded to communities across Central Oregon:

- The 2023 competitive grants program focused on awarding projects that increased accessibility and inclusivity. Highlights for awarded projects in Central Oregon include supporting the City of Antelope in developing their first hotel, and funding efforts at the High Desert Museum to market to Indigenous and Native audiences.

- The 2021 Travel Oregon grants program centered on supporting communities in recovery from the pandemic. Funds awarded in Central Oregon include dollars to ensure the Bend Film Festival could operate and to create an alternative multi use trail near Sunriver.
- Local destinations have also utilized their own funds to activate grant making in the region. In 2023, Visit Central Oregon's Future Fund invested \$840,000 in projects focused on accessibility, sustainability and cultural tourism, such as trailhead accessibility and wayfinding signage enhancements. Additionally, Visit Bend dedicated close to \$1 million to the Bend Sustainability Fund to support projects that create sustainable experiences in Bend's community and another \$400,000 to the Bend Cultural Tourism Fund which supports arts and culture in Bend, such as OUT Central Oregon.

Through Travel Oregon's Regional Cooperative Tourism Program, the Central Oregon region received \$2.9 million over the last two biennium. The funding was programmed to support projects like:

- The funding of a trailhead ambassador program, to help visitors to high use recreation areas receive needed messaging on responsible recreation principles. This program was especially important during the pandemic, when outdoor recreation in Central Oregon saw a steep increase in users.
- The creation of a mural trail, to support placemaking in areas visitors may not otherwise explore like La Pine, Maupin, and Warm Springs. The mural trail also invests in local culture by partnering with regional artists to create each project.



Dylan VanWeelden



We inspire travel that uplifts Oregon communities. Collaborating with stakeholders to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon ... Oregon. Learn more at industry.traveloregon.com



We inspire visitation to Central Oregon by celebrating our unique culture and diverse landscapes. We drive economic growth for the region with a commitment to sustainability for the long-term vitality of our communities. Learn more at visitcentraloregon.com/industry