

Tourism Drives Economic Growth Across Oregon

OREGON COAST

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 THE OREGON COAST

	2003	2022	Avg. Annual Change
Direct Employment	18,430	25,290	1.70%
Employee Earnings	\$329.6 million	\$874.5 million	5.30%
Visitor Spending	\$1.16 billion	\$2.37 billion	3.80%
State & Local Taxes Generated	\$40.5 million	\$116.1 million	5.70%

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. 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%

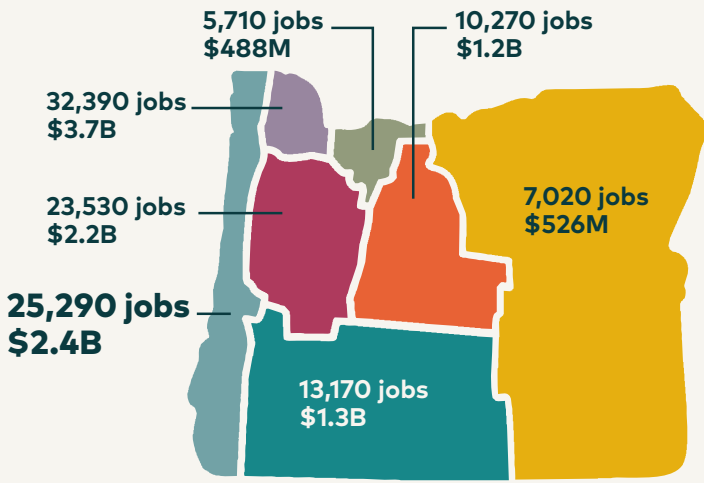
These dollars, especially those expended in the tourism facilities and promotion and marketing programs, can be leveraged against the regional destination management organization and state tourism investments.

\$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 25,290 jobs on the Oregon Coast.
- 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 THE OREGON COAST

- Oregon Coast transient lodging tax revenues accounted for \$12 million of 2022 state taxes, with tens of millions more collected at the local and county level.
- In 2022, visitor spend at the Oregon Coast was nearly \$2.4 billion, a 24% increase from \$1.9 billion over 2021.
- Through consistent investments by the tourism industry, efforts are being made to uplift all Oregon Coast communities by addressing seasonality through encouraging year-round visitation while supporting rural tourism development through visitor dispersion.

TOURISM INVESTS IN THE OREGON COAST

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 the Oregon Coast:

- The 2023 competitive grants program focused on awarding projects that increased accessibility and inclusivity. Oregon Coast highlights include supporting Lincoln City in creating an accessible playground and funding efforts in Yachats to develop a public trolley service.

- The 2021 Travel Oregon grants program centered on supporting communities in recovery from the pandemic. Oregon Coast awards include funds to enhance place-making and main street beautification in Toledo and to create a looped trail system in Coos County to allow for socially distant recreation.
- Local destinations have also utilized their own dollars to activate grant making in the region. In 2023, The Oregon Coast Visitors Association made \$100,000 available to local businesses undertaking sustainable storytelling.

Through Travel Oregon's Regional Cooperative Tourism Program, the Oregon Coast region received \$5.4 million over the last two biennium. The funding was programmed to support projects like:

- The funding of dedicated technical assistance services to Oregon Coast food producer and farmers market operations, providing for a safe and convenient way for locals and visitors alike to find and access local foods.
- The creation of a substantial trail maintenance system along the Oregon Coast Trail, in partnership with the Trailkeepers of Oregon. Due to this program, more than 400 miles of trails have been assessed and maintained.



Dylan VanWeelden



Justin Myers Photography



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.
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