



Tourism Drives Economic Growth Across Oregon

PORTLAND
REGION

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 PORTLAND REGION

| | 2003 | 2022 | Avg. Annual Change |
|--|-----------------|-----------------|--------------------|
| Direct Employment | 24,920 | 32,390 | 1.40% |
| Employee Earnings | \$643 million | \$1.52 billion | 4.60% |
| Visitor Spending | \$1.89 billion | \$3.7 billion | 3.60% |
| State & Local Taxes Generated | \$103.9 million | \$247.6 million | 4.70% |

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.

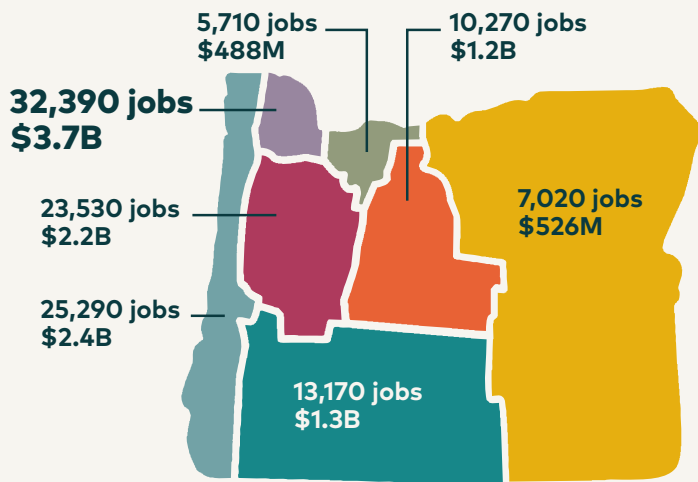
\$1 SPENT ON STATE MARKETING = \$157 IN VISITOR SPENDING

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 32,386 jobs in the Portland Region.
- 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.



Stock/Bruce Block



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

TOURISM BENEFITS THE PORTLAND REGION

- Portland area transient lodging tax revenues accounted for \$10.1 million of 2022 state taxes, with tens of millions more being generated at the local and county level.
- In 2022, visitor spend in the Portland Region was \$3.7 billion, a 29% increase from \$2.8 billion over 2021.
- Through the tourism industry's consistent investments, efforts are being made to support the recovery of Portland's Central City, striving to bring visitors back downtown through support for a series of events and activations, as well as driving convention and meeting business, in the city's core.

TOURISM INVESTS IN THE PORTLAND REGION

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 Portland region:

- The 2023 competitive grants program focused on awarding projects that increased accessibility and inclusivity. Highlights include supporting the Scappoose Marina in improving accessible paddle-craft launches, and the expansion of the Alberta Abbey's marketing and promotion efforts for their Black artists programming.

- The 2021 Travel Oregon grants program centered on supporting communities in recovery from the pandemic. Portland Region awards include funds to ensure the Oregon Symphony's Waterfront Concert Series could operate safely and to create enhanced outdoor seating and signage at the Portland Mercado.
- Local destinations have also utilized their own funds to activate grant making in the region. In 2023, Travel Portland awarded \$140,000 to support new product development and the rejuvenation of existing products that will enhance the visitor experience in Portland.

Through Travel Oregon's Regional Cooperative Tourism Program, the Portland region received \$9.4 million over the last two biennium. The funding was programmed to support projects like:

- Investing in the creation of a new, high-quality, performing arts center in Downtown Beaverton, filling a much needed gap in the urbanizing area as a venue for performances, meetings, festivals, and events serving the region.
- Helping to bring Top Chef Season 18 to Portland, leveraging a unique opportunity to showcase Portland and Oregon to national and international audiences, reinforce Portland's image as home to a thriving culinary scene and inspire visitation.



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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