

The Economic Impact of Travel

Oregon

Calendar Year 2024 Preliminary

April 2025

PREPARED FOR
Travel Oregon





The Economic Impact of Travel in Oregon

Calendar Year 2024 Preliminary

Travel Oregon

4/14/2025

PRIMARY RESEARCH CONDUCTED BY

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Introduction

Purpose of the Report

This report was commissioned by the Oregon Tourism Commission, also known as Travel Oregon, to assess the economic impact of travel to the state of Oregon. The travel industry represents an important component of Oregon's state economy. Spending associated with travel in Oregon generates earnings, employment and taxes throughout the state. Many counties in Oregon contain attractive travel destinations and count the travel industry as a primary economic industry in their area. This report describes the economic activity associated with travel throughout the state, detailing important trends within the industry.

How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Oregon. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to relevant sections of the report and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

2024 Considerations

While inflation has been a significant factor in increased travel spending across the state since 2020, the year 2023 marked a significant drop in prices that continued into 2024. Notably, the transportation sector even experienced deflation during this period, which is largely attributed to lower gasoline prices rather than a reduction in miles journeyed by travelers.

Revisions

Preliminary 2023 reported in April 2024 was revised with the release of this report. The current year in each report is based on incomplete information and always subject to revision in the following year. Historical revisions are made when necessary to address time series inconsistencies and/or the receipt of new information that was previously unavailable, and/or general improvements in modeling travel and tourism activity.



Spending, Employment, Earnings and Taxes are the key metrics to measure the economic impacts of travel.

What are travel impacts?

Travel impacts measure the economic activity associated with the activity of travel within a region. As travel is a broad activity that encompasses many other activities (transportation, lodging, eating and drinking, recreational activities, etc.), it is necessary to make estimates for each of the composite elements of travel in order to arrive at a total number. Reporting on travel impacts allows decision-makers to benchmark the travel industry against other local industries, gain insight on the makeup of traveler activity in their region, and communicate clearly to partners the relevance of the traveler economy to their region.

Introduction

This section provides detailed state estimates, as well as a number of summary tables. In interpreting these estimates, readers are advised that:

- Unless otherwise noted monetary values are expressed in nominal dollars (no inflation adjustment).
- Estimates measure direct impacts only. Exception is made for pages 28-30 which detail the secondary impacts for both earnings and employment.
- Employment measures in this report reflect the number of jobs, not the number of residents who work.

Travel impact estimates utilize the best information available at the time of the report and are subject to revision. All job estimates presented reflect total count of jobs and are not modified to be full-time equivalent. It is important to note that job growth could reflect a decrease in full-time positions and an increase in part-time. Spending and job growth do not have a 1:1 relationship.

Starting with 2021, spending estimates for short term vacation rentals are broken out from our summary figure. These breakouts are subject to revision as more information becomes available regarding this type of lodging.

Visitor volume figures are presented in four measures: person-trips, person-nights, party-trips, and party-nights. These measures can move in different directions based on changes to estimated party size and length of stay. It should be stressed that direct travel spending and employment are more reliable metrics to gauge the health of the travel industry than visitor volume. For these and other reasons, the measures provided in this section are general indicators that should be used in conjunction with other measures of economic activity.





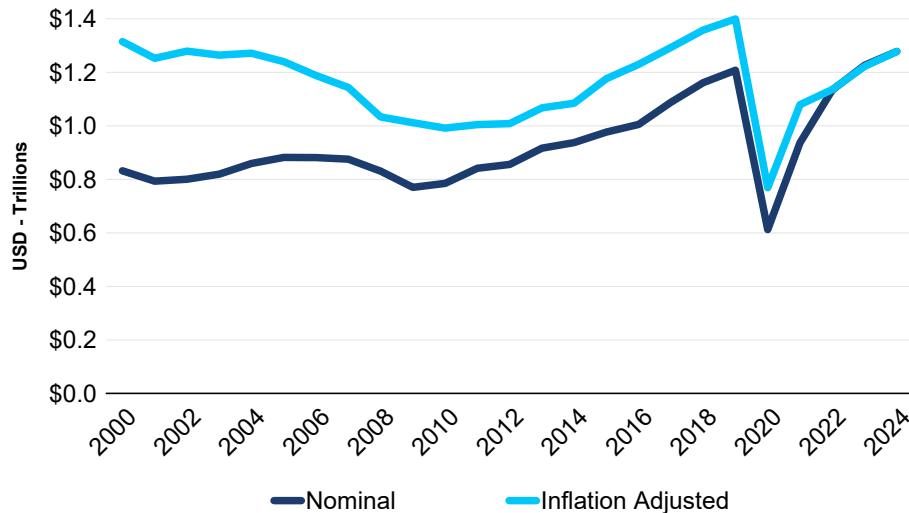
National Impacts

2024p

U.S. Travel Impacts

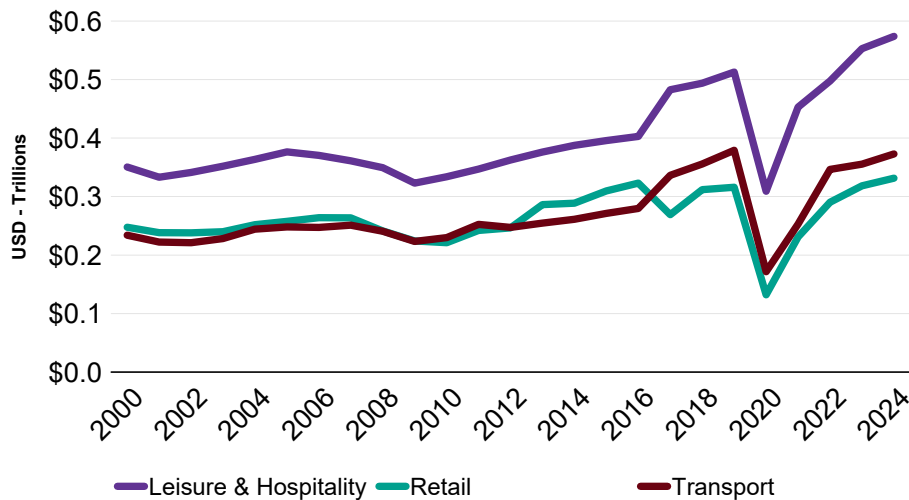
Direct Travel Spending

Direct Travel Spending 2000-2024



National travel-related spending was \$1.3 trillion in 2024, a **4.2% (4.6% when adjusted for inflation) increase** compared to the previous year.

Direct Travel Spending by Commodity 2000-2024



Travelers spent \$573.7 billion on Leisure & Hospitality in 2024, accounting for **44.9% of the total direct expenditures**.

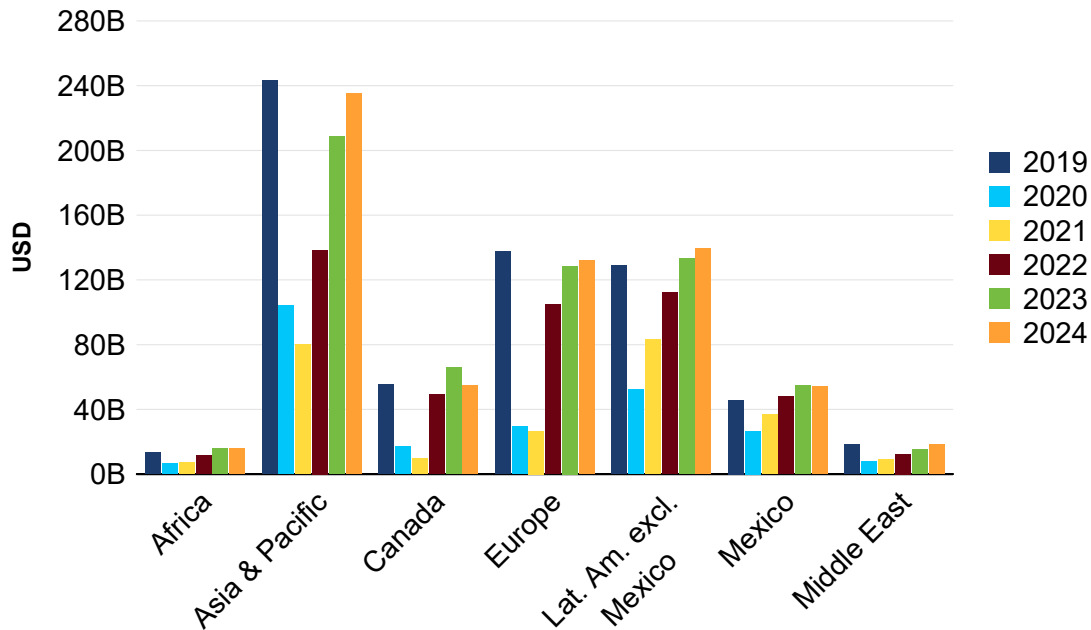
Source: Dean Runyan Associates, Bureau of Economic Analysis (BEA)

Note: DRA estimates 2024 national direct spend using BEA Travel and Tourism Satellite Account data from 2023 and available annual industry trends for 2024. Inflation-adjusted spending is in chained 2017 dollars, and calculated specific for the travel industry, declines in transportation prices over the last couple of years leads to deflation overall.

U.S. Travel Impacts

Direct Spending

International Travel Spending 2019-2024



Sources: Dean Runyan Associates, Bureau of Economic Analysis

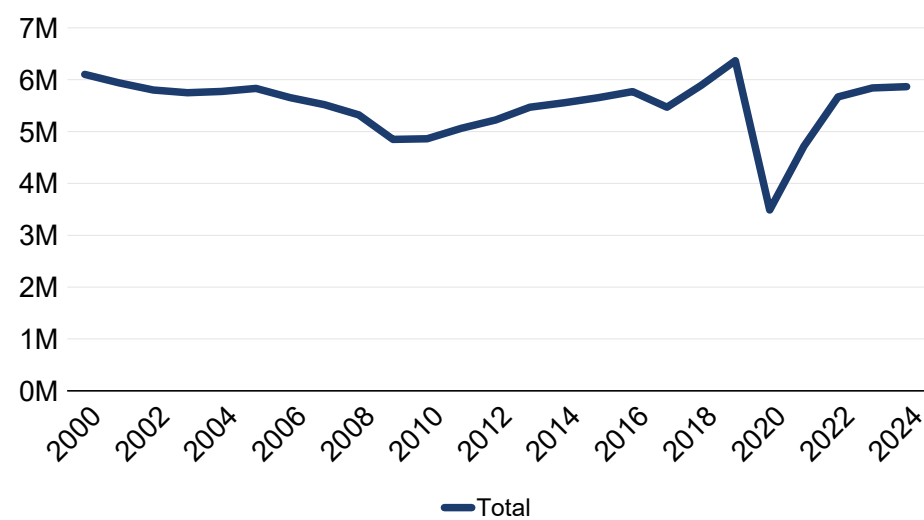
Visitors from Asia & Pacific Islands spent \$235.3 billion on U.S. travel in 2024, a **12.7% increase** compared to the previous year.



U.S. Travel Impacts

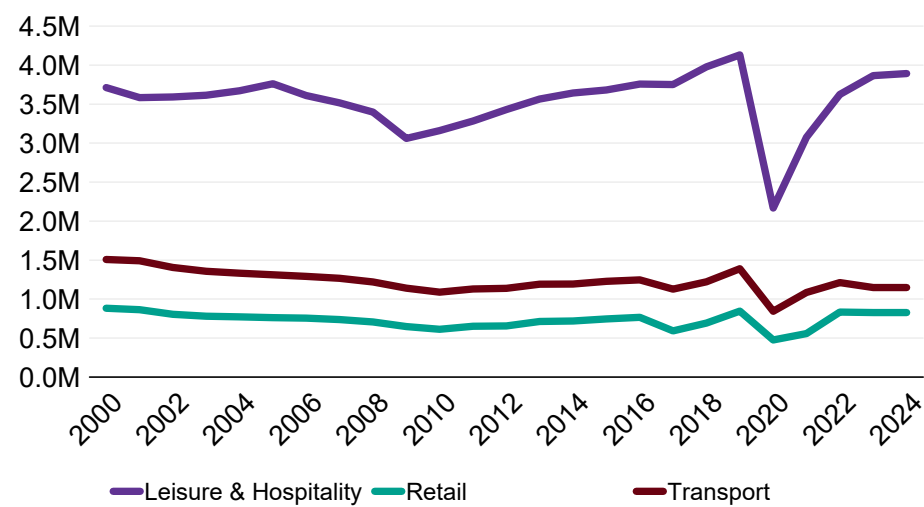
Direct Travel Employment

Employment 2000-2024



Travel industry employment continues to recover nationally. Approximately **24,000 jobs were gained in 2024, 0.4% increase** compared to the previous year.

Employment by Industry Sector 2000-2024



Travel supported 3.8 million jobs in the Leisure and Hospitality industry sector in 2024, a **0.6% increase** compared to the previous year.

Source: Dean Runyan Associates, Bureau of Economic Analysis (BEA)



State Impacts

2024p

Oregon Travel Impacts

Summary, 2024p



1.1% Increase in Travel Spending

Travel spending in Oregon increased 1.1% from \$14.2 billion in 2023 to \$14.3 billion in 2024.



480 Jobs Gained

Direct travel-generated employment grew from 120,540 in 2023 to 121,020 in 2024. Approximately 480 jobs were generated, representing a 0.4% increase compared to the previous year.



3.0% Growth in Travel Earnings

Direct travel-generated earnings grew from \$4.5 billion in 2023 to \$4.7 billion in 2024, an increase of approximately \$136 million or 3.0%.



2.7% Increase in State & Local Tax Revenue

Overall, tax revenue (state and local) generated by travel spending grew from \$673 million in 2023 to \$691 million in 2024, a 2.7% increase. Local tax revenue increased 2.6%, while state tax revenue increased 2.8%.

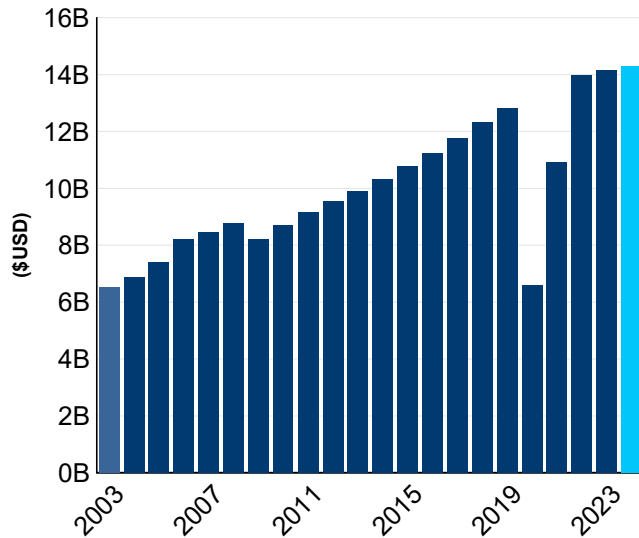
Note: These estimates for Oregon are subject to revision when more complete or additional data becomes available.



Oregon Travel Impacts

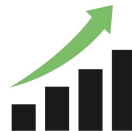
Direct Travel Spending

Direct travel spending increased by \$156 million in 2024.

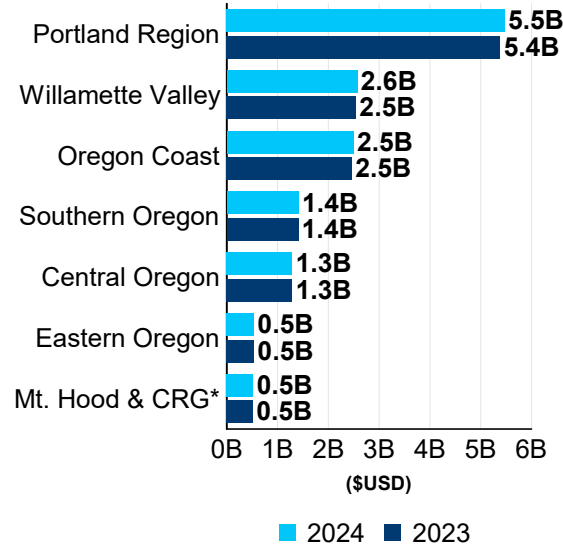


In 2024, travel spending grew to \$14.3 billion, a 1.1% increase from 2023.

From 2003-2024, travel spending grew at an annual rate of 3.8%.



Spending across the regions was relatively unchanged in 2024.



The largest region in terms of travel impacts is the Portland Region. In 2024 travel spending was \$5.5 billion, contributing 38% of the state total. Prior to 2020, the Portland Region accounted for 44% of travel spending in the state.

*Mt. Hood & Columbia River Gorge



Destination + Other Travel =
Direct Travel Spending

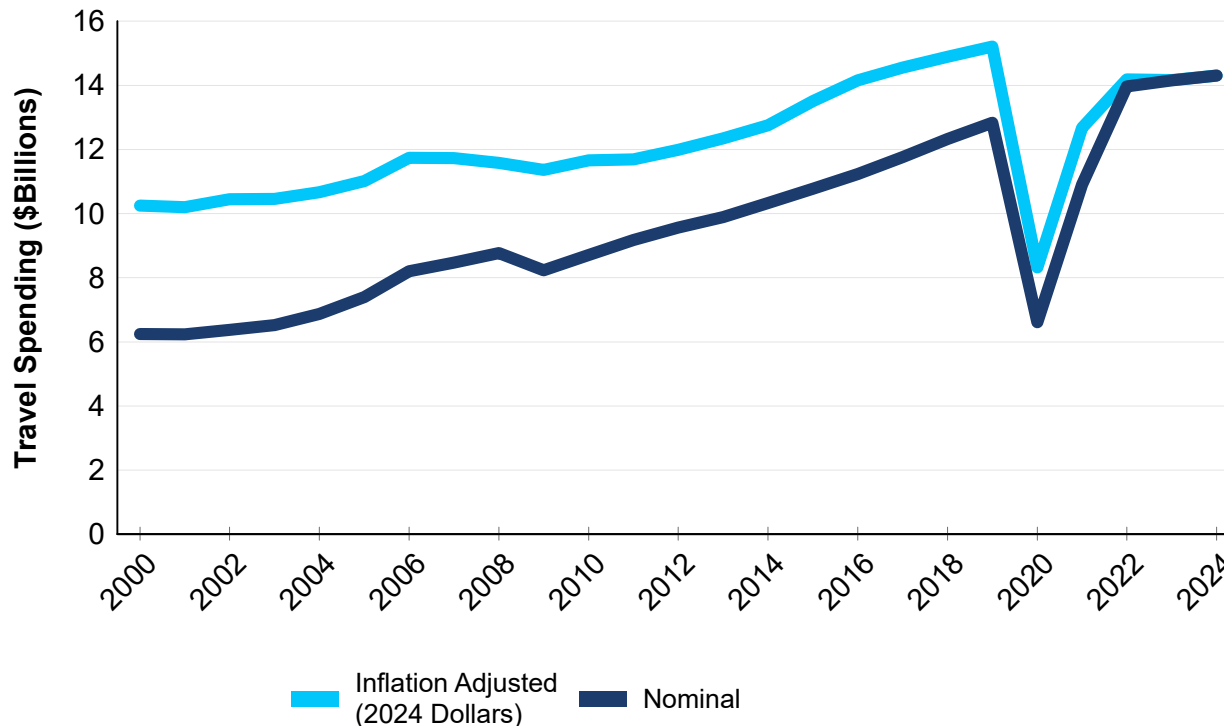
What is direct travel spending?

Direct travel spending includes both destination spending and other spending. **Destination spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel-arrangement companies located in Oregon, on convention and trade show operations, and on air by residents leaving the state for travel elsewhere. These expenditures directly support the travel industry in Oregon but are not considered visitor spending in our methodology.

Oregon Travel Impacts

Direct Spending

Current and Inflation-Adjusted Dollars



In 2024, travel spending increased by \$156 million, or 1.1%, in nominal dollars. When adjusted for inflation, the increase was \$139 million, or 1.0%. Despite this growth, inflation-adjusted travel spending remains 6% below the 2019 level.

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates

Note: Inflation is calculated specifically for the travel industry, transportation prices have continued to fall in 2024 resulting in deflation for this period.

How does inflation affect the travel industry?

Inflation is the rate of increase in prices of goods and services. An increase in the rate of inflation translates into reduced purchasing power for consumers. To track the quantity of goods and services that consumers purchase when they travel, we report the “Inflation Adjusted” travel spending in the chart to the left. This is also known as “real” spending, as it shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time.



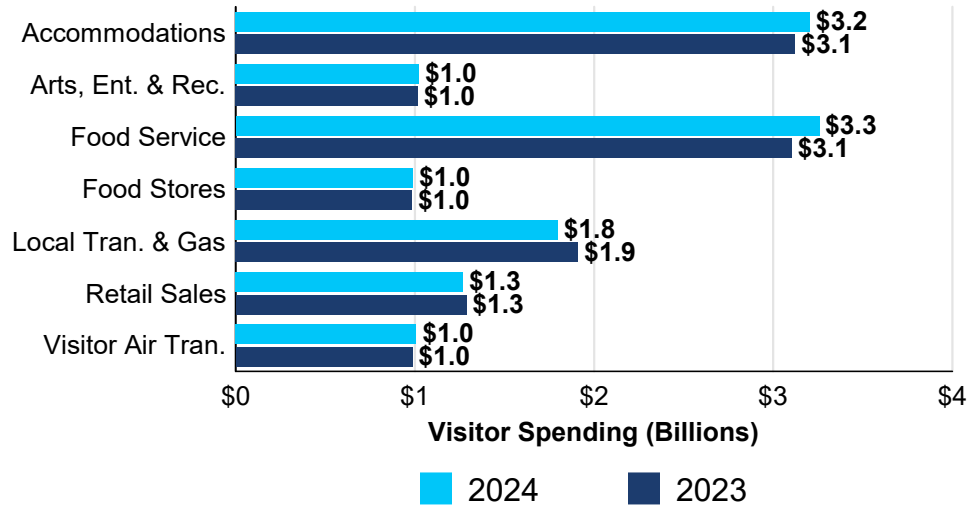
Oregon 2024 Selected Prices (% Chg.)

Hotel & STVR Room Rates: 4%
Gasoline Prices: -7%
Airfares: -6%

Oregon Travel Impacts

Direct Spending

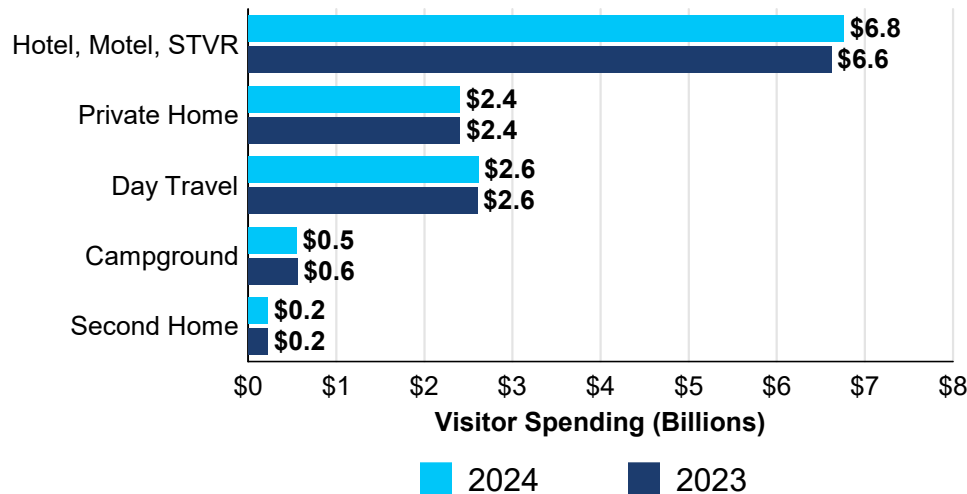
Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$3.2 billion in 2024, **an increase of 2.6%**. Spending on food service grew to \$3.3 billion, **an increase of 4.9%**.

Sources: Oregon Department of Revenue, Dean Runyan Associates, Omnitrak Group, KeyData Dashboard, STR LLC., AirDNA

Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel or short-term vacation rental (STVR) spent a combined \$6.8 billion in 2024, **an increase of 2.1%** compared to 2023.

Visitor Spending by Accommodation Type includes spending on all commodities by where the visitors spend the night or for day-trips.

Sources: Oregon Department of Revenue, Dean Runyan Associates, STR LLC., KeyData Dashboard, U.S. Census Bureau, Omnitrak Group

Oregon Travel Impacts

Visitor Spending by Origin, 2024p

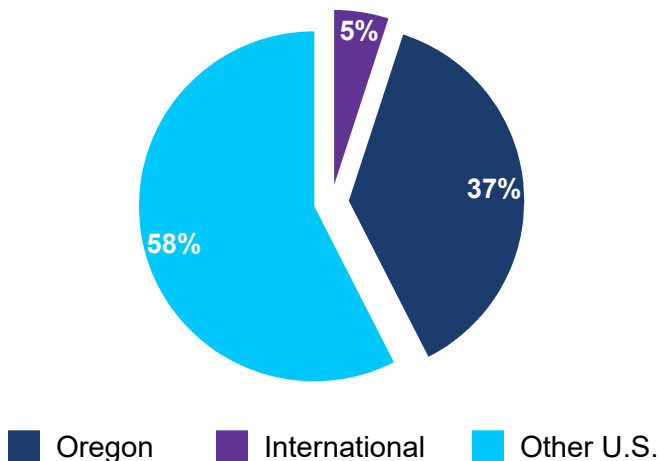
Residents of Oregon accounted for about 37% of visitor spending in Oregon in 2024. U.S. residents of states other than Oregon accounted for approximately 58% while international visitors accounted for approximately 5% of travel spending in the state.

Out-of-state visitors were approximately 64% of visitor spending prior to the COVID-19 pandemic. In 2020 this share dropped to 42%.

Nationally international travel has yet to recover from the decline experienced in 2020.

Travel is considered an export industry because it brings an inflow of dollars from outside the state, region or individual community. The greater the amount of out-of-state and international visitation, the larger the net economic benefit is to the state as a whole.

Visitor Spending by Residence, 2024p



Sources: BEA, NTTO, VisaVue, Dean Runyan Associates, Tourism Economics.
Percentages may not sum to 100% due to rounding.

Visitor Spending by Residence, 2024p

Origin	Spending (Billions)	Share
Oregon	\$5.3	37%
International	\$0.7	5%
Other U.S.	\$8.2	58%

Visitor Spending **\$14.3**

Note: Details may not add to totals due to rounding.

Visitor Spending by Top U.S. Origins, 2024p

Origin	Spending (Billions)
Washington	\$3.0
California	\$2.0
Idaho	\$1.1
Arizona	\$0.3
Michigan	\$0.2
Remaining*	\$1.7

Visitor Spending **\$8.2**

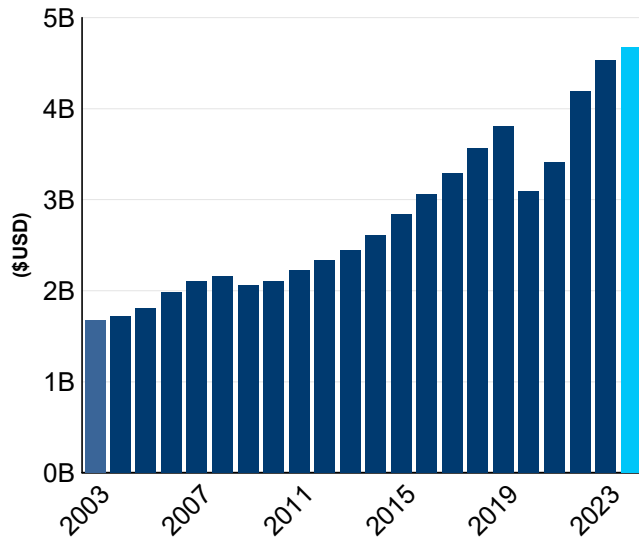
Note: Excludes Oregon as an origin market.
**"Remaining" includes the other 44 U.S. states, District of Columbia, U.S. Virgin Islands, American Samoa, Guam, Puerto Rico and the Northern Mariana Islands.



Oregon Travel Impacts

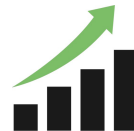
Direct Earnings

Direct travel earnings increased by \$137 million in 2024.

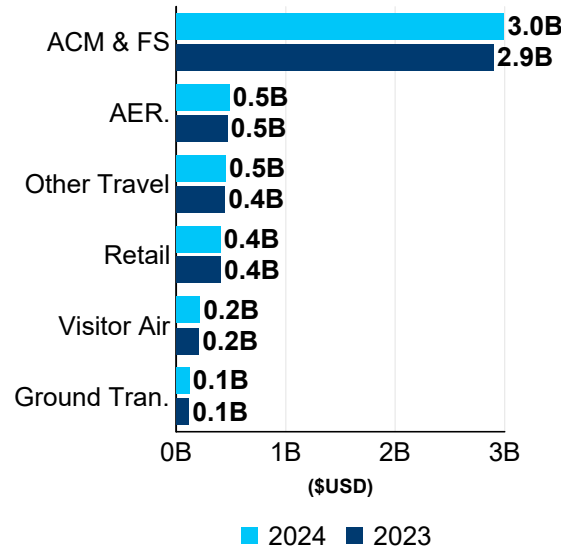


In 2024, travel earnings grew to \$4.7 billion, a 3% increase from the prior year.

From 2003-2024, Oregon travel industry earnings grew at an annual rate of 5.0%.



Most sectors grew over the prior year.



Accommodation & Food Services account for more than half (64%) of travel industry earnings. Arts, Entertainment & Recreation accounts for 10%.

Accommodation & Food Services (ACM & FS)
Arts, Entertainment & Recreation (AER)



$$\begin{aligned}
 &(\text{Revenue} - \text{Cost of Goods Sold} - \\
 &\text{Expenses} - \text{Point of Sale Taxes}) \\
 &= \\
 &\text{Earnings}
 \end{aligned}$$

What are direct travel-related earnings?

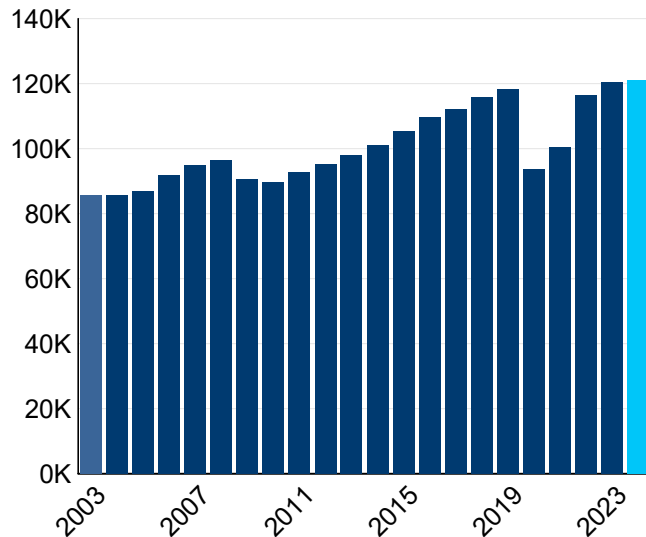
Direct travel-related earnings represent the amount of money left over after costs of goods sold, expenses, and point-of-sale taxes are removed from travel spending. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of travel-related earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

Oregon Travel Impacts

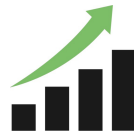
Direct Employment

Direct employment increased by 480 jobs in 2024.

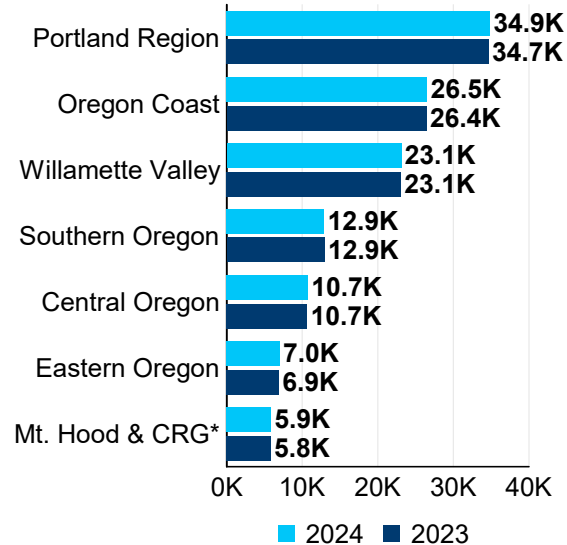


In 2024, direct travel employment was approximately 121,000 jobs, a 0.4% increase from the prior year.

From 2003-2024, travel employment grew at an annual rate of 1.7%.



The Portland Region added the most jobs (190) in 2024.



The Portland Region makes up 29% of all travel jobs in the state. This region remains 6% below the level of jobs generated from travel activity in 2019.

*Mt. Hood & Columbia River Gorge

What is direct travel employment?

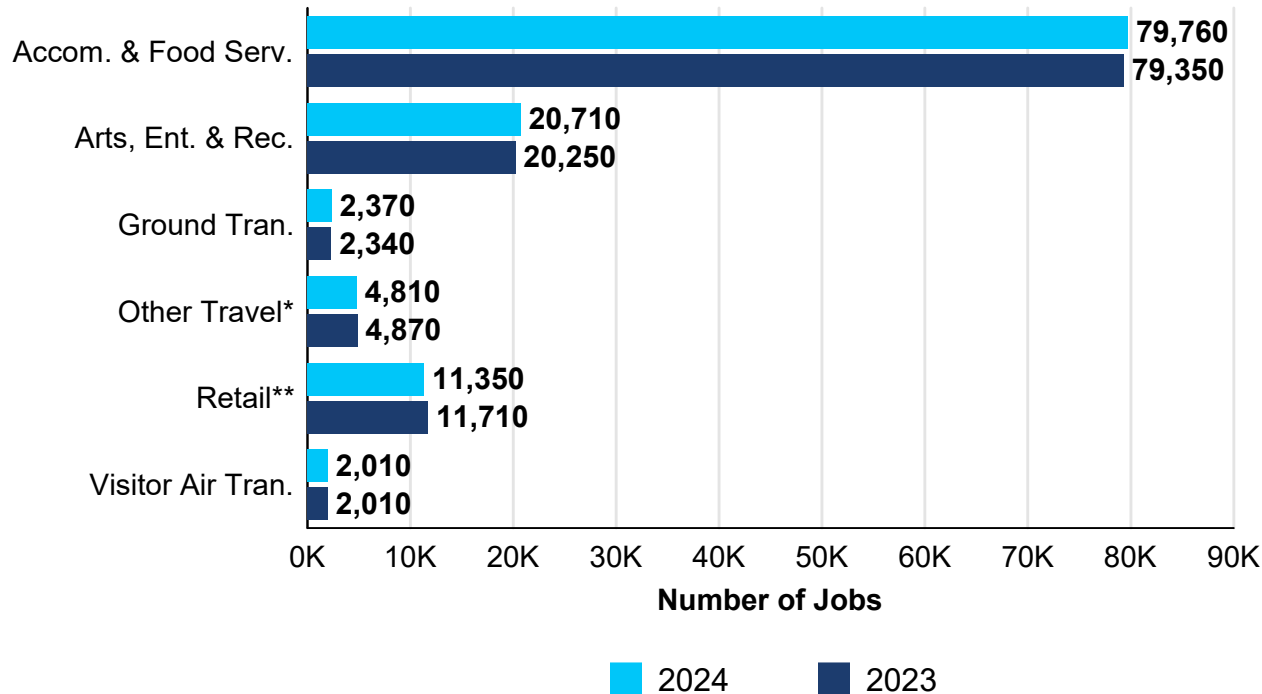
Direct travel-related employment refers to the total number of full- and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings comes from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Oregon, a total employment number attributable to travel can be reached.



In 2024 every \$1 million in direct travel spending resulted in **8.5 jobs** for the industry.

Oregon Travel Impacts

Direct Employment

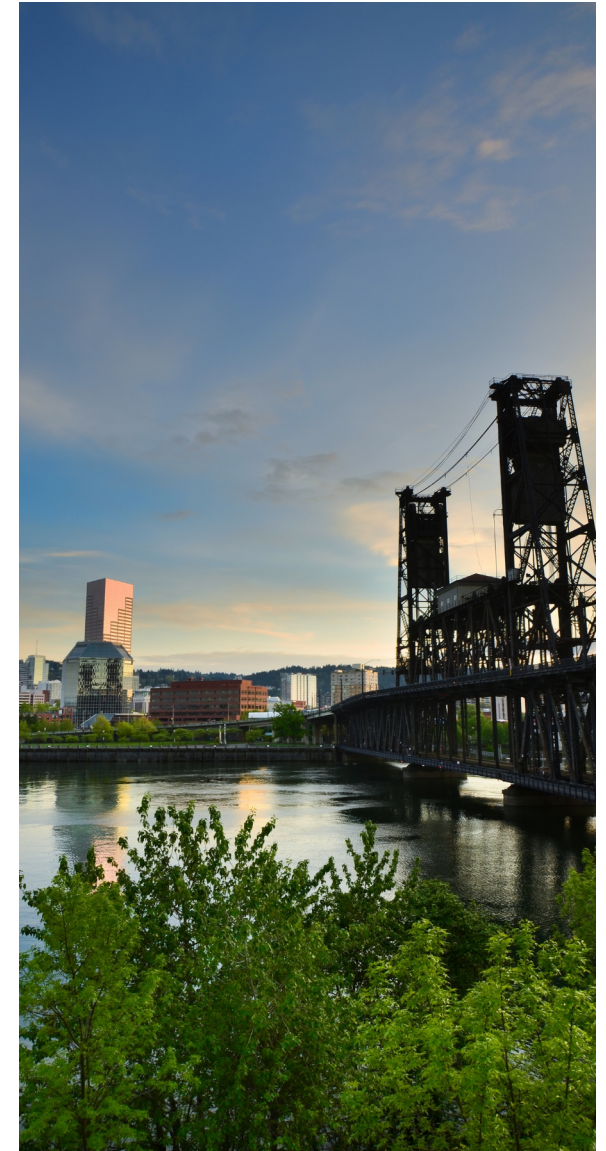


*"Other" Travel includes resident air travel, travel arrangement, and convention/trade shows.

**"Retail" includes gasoline.

Total direct job gain is estimated at 480 jobs. Leisure & Hospitality grew by approximately 880 jobs in 2024; Retail jobs declined 3% compared to 2023.

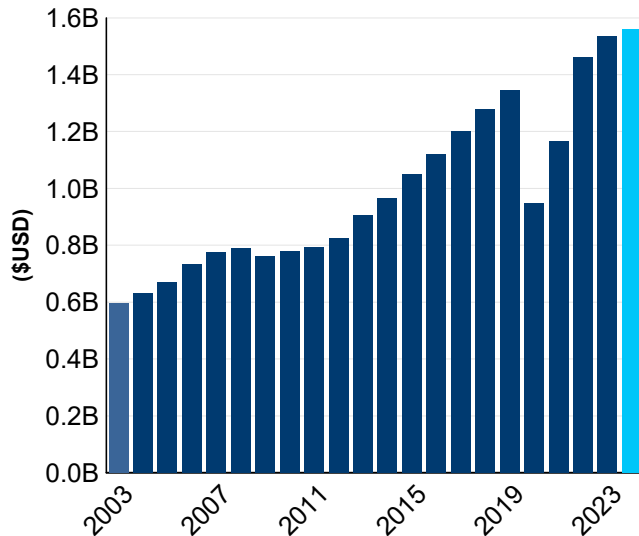
Sources: Bureau of Labor Statistics, Bureau of Economic Analysis, Dean Runyan Associates



Oregon Travel Impacts

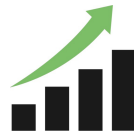
Direct Travel-Generated Tax Revenue

Direct tax revenue increased by \$26 million in 2024.

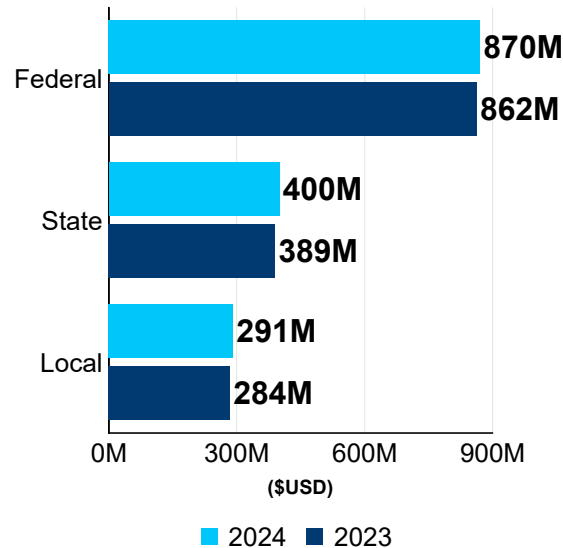


In 2024, tax revenue increased to \$1.6 billion, a 1.7% increase from the prior year.

From 2003-2024, tax revenue grew at an annual rate of 4.7%.



State and local tax revenue grew 2.7% in 2024.



State tax receipts account for 58% of travel-generated tax revenue (excluding federal taxes). State tax receipts grew 2.8% compared to 2024. Local tax receipts grew 2.6% compared to 2024.

What are direct travel-generated tax receipts?

Direct travel-generated tax receipts include state and local taxes related to travel. **State taxes** include lodging taxes, motor fuel taxes, and business and personal taxes paid by employees and proprietors of travel-related businesses. **Local taxes** primarily take the form of lodging taxes imposed by cities, counties, and other tax jurisdictions in Oregon. They also include any applicable local taxes on rental cars or food and beverage. **Federal taxes** include income taxes, motor fuel taxes, and airline ticket taxes.

Oregon Travel Impacts

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.*		CAGR**
										2023-24	2019-24	2003-24
Spending (\$Millions)												
Total	6,525	11,765	12,324	12,834	6,609	10,902	13,969	14,151	14,308	1.1%	11.5%	3.8%
Other	787	1,521	1,624	1,765	690	1,110	1,806	1,742	1,759	1.0%	-0.4%	3.9%
Visitor	5,738	10,243	10,700	11,069	5,919	9,792	12,164	12,409	12,549	1.1%	13.4%	3.8%
Non-transport.	4,470	7,897	8,115	8,427	4,791	7,719	9,129	9,511	9,743	2.4%	15.6%	3.8%
Transportation	1,268	2,347	2,585	2,643	1,128	2,074	3,035	2,898	2,806	-3.2%	6.2%	3.9%
Earnings (\$Millions)												
Earnings	1,673	3,290	3,569	3,807	3,089	3,415	4,195	4,538	4,675	3.0%	22.8%	5.0%
Employment (000's)												
Employment	85.6	112.2	116.0	118.5	93.8	100.5	116.5	120.5	121.0	0.4%	2.1%	1.7%
Tax Revenue (\$Millions)												
Total	596	1,202	1,280	1,345	948	1,167	1,461	1,536	1,562	1.7%	16.1%	4.7%
Local	90	228	236	243	156	217	267	284	291	2.6%	19.6%	5.8%
State	152	323	341	357	252	314	375	389	400	2.8%	12.0%	4.7%
Federal	354	652	702	744	541	636	820	862	870	0.9%	17.0%	4.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax, food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax, personal and business income tax, and motor fuel excise taxes.

Federal taxes include income taxes, motor fuel excise taxes, and airline ticket taxes.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Annual percent change is calculated as (Ending Value / Starting Value)-1.

**Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.



Oregon Travel Impacts

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	5,738	9,798	10,243	10,700	11,069	5,919	9,792	12,164	12,409	12,549	1.1%	13.4%
Other Travel*	787	1,436	1,521	1,624	1,765	690	1,110	1,806	1,742	1,759	1.0%	-0.4%
TOTAL	6,525	11,234	11,765	12,324	12,834	6,609	10,902	13,969	14,151	14,308	1.1%	11.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2,479	5,089	5,376	5,607	5,810	3,154	5,159	6,472	6,620	6,760	2.1%	16.4%
Hotel**							4,096	5,319	5,457	5,576	2.2%	
STVR**							1,063	1,154	1,164	1,184	1.8%	
Private Home	1,239	1,936	2,014	2,114	2,175	1,251	2,077	2,421	2,405	2,402	-0.1%	10.4%
Campground	351	454	459	481	501	389	469	532	558	549	-1.6%	9.6%
Second Home	124	178	185	194	198	160	197	219	225	226	0.6%	14.0%
Day Travel	1,544	2,141	2,209	2,305	2,386	965	1,890	2,519	2,602	2,613	0.4%	9.5%
TOTAL	5,738	9,798	10,243	10,700	11,069	5,919	9,792	12,164	12,409	12,549	1.1%	13.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	977	2,218	2,346	2,378	2,448	1,648	2,627	3,085	3,122	3,204	2.6%	30.9%
Food Service	1,321	2,490	2,606	2,734	2,891	1,490	2,396	2,863	3,103	3,257	5.0%	12.7%
Food Stores	470	716	718	732	757	491	790	938	984	990	0.6%	30.7%
Local Tran. & Gas	834	1,343	1,467	1,656	1,684	830	1,457	2,007	1,912	1,798	-5.9%	6.8%
Arts, Ent. & Rec.	807	1,061	1,082	1,109	1,140	519	822	965	1,016	1,023	0.7%	-10.3%
Retail Sales	896	1,135	1,146	1,162	1,190	642	1,083	1,278	1,287	1,269	-1.4%	6.6%
Visitor Air Tran.	433	836	880	929	959	298	616	1,028	986	1,008	2.2%	5.1%
TOTAL	5,738	9,798	10,243	10,700	11,069	5,919	9,792	12,164	12,409	12,549	1.1%	13.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel arrangement and convention/trade shows.

**Starting in 2021, we have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Oregon Travel Impacts

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	916	1,854	1,994	2,187	2,341	1,843	2,105	2,653	2,901	2,994	3.2%	27.9%
Arts, Ent. & Rec.	238	345	360	383	407	322	355	446	466	486	4.2%	19.2%
Retail**	187	282	295	311	323	342	366	399	406	404	-0.5%	24.9%
Ground Tran.	46	76	81	85	93	80	82	107	114	121	6.3%	30.3%
Visitor Air Tran.	86	155	174	188	190	163	167	185	207	217	4.6%	14.3%
Other Travel*	200	350	385	416	453	339	340	405	445	454	2.0%	0.2%
TOTAL	1,673	3,063	3,290	3,569	3,807	3,089	3,415	4,195	4,538	4,675	3.0%	22.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	50,550	69,380	71,130	73,680	75,420	58,440	64,050	75,470	79,350	79,760	0.5%	5.7%
Arts, Ent. & Rec.	16,550	19,090	19,430	20,010	20,580	15,270	16,250	20,010	20,250	20,710	2.3%	0.6%
Retail**	9,440	10,980	11,190	11,360	11,420	11,230	11,590	11,890	11,710	11,350	-3.1%	-0.6%
Ground Tran.	2,020	2,180	2,240	2,240	2,320	2,150	2,130	2,390	2,340	2,370	1.5%	2.2%
Visitor Air Tran.	1,960	2,190	2,210	2,330	2,320	1,980	2,000	1,950	2,010	2,010	0.0%	-13.2%
Other Travel*	5,060	6,040	6,000	6,370	6,420	4,770	4,490	4,750	4,870	4,810	-1.3%	-25.0%
TOTAL	85,590	109,850	112,190	115,980	118,480	93,840	100,520	116,460	120,540	121,020	0.4%	2.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	90	214	228	236	243	156	217	267	284	291	2.6%	19.6%
State Tax Receipts	152	283	323	341	357	252	314	375	389	400	2.8%	12.0%
TOTAL	242	497	551	577	601	407	531	642	673	691	2.7%	15.1%

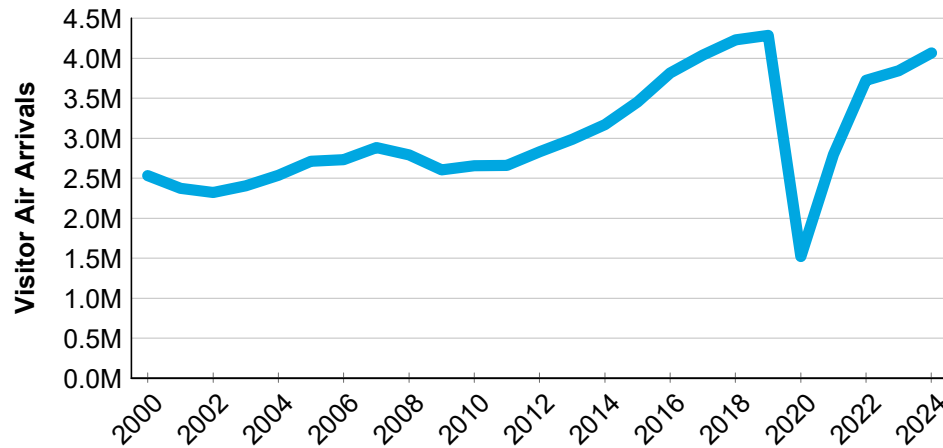
Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Oregon Travel Impacts

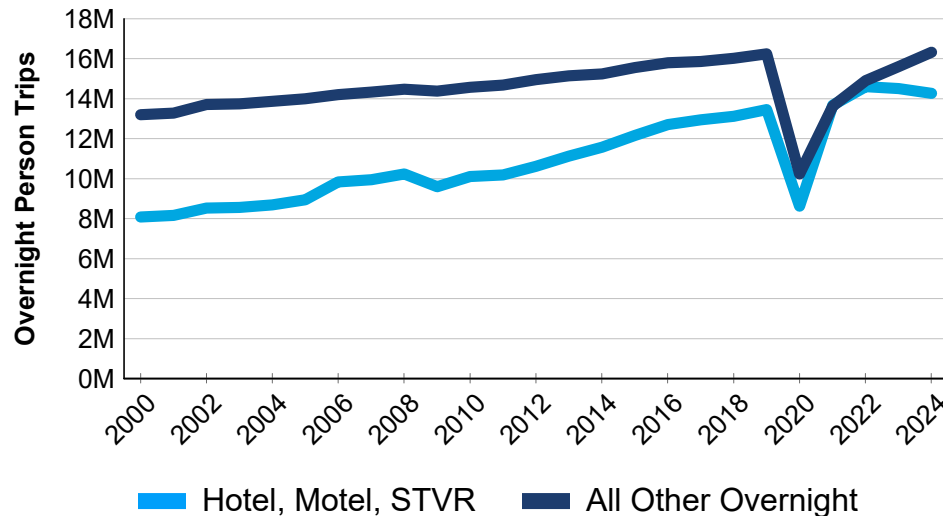
Domestic Air Visitor Arrivals



In 2023, Oregon welcomed 4.1 million U.S. visitors who traveled to the state by plane, a 6% increase compared to the previous year. This number is still 218,000 less than the visitors who traveled by plane in 2019.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Overnight Volume



Overall, overnight visitor volume grew by 1.5% in 2024 compared to the previous year. The number of visitors who stayed in a hotel, motel, or STVR decreased by 1.7% and the number of visitors who camped, stayed with friends and family, or stayed in a second home grew by 4.5%

Sources: Oregon Department of Revenue, Dean Runyan Associates, Omnitrak Group, Oregon State Parks, STR LLC., KeyData Dashboard, AirDNA, U.S. Census Bureau

Oregon Travel Impacts

Overnight Visitation, 2024p

Overnight visitor volume for Oregon is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon.

Average Expenditure for Overnight Visitors, 2024p

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR						
All Modes of Transport	\$238	\$586	\$546	\$1,366	2.3	2.5
Air	\$252	\$889	\$471	\$1,660	1.9	3.5
Other	\$182	\$417	\$443	\$1,013	2.4	2.3
Private Home						
All Modes of Transport	\$54	\$208	\$122	\$485	2.3	4.0
Air	\$80	\$511	\$141	\$899	1.8	6.4
Other	\$41	\$146	\$101	\$356	2.4	3.5
Other Overnight						
All Modes of Transport	\$44	\$162	\$144	\$538	3.3	3.7
All Overnight						
All Modes of Transport	\$99	\$325	\$244	\$808	2.5	3.3

Overnight-Visitor Volume, 2022-2024p

	Person-Nights (Millions)			Party-Nights (Millions)		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	38.4	38.3	37.7	15.1	15.5	15.7
Private Home	44.7	44.6	44.8	20.5	20.0	19.7
Other Overnight	15.8	17.0	17.7	5.3	5.4	5.4
All Overnight	98.8	99.9	100.3	40.9	40.9	40.8

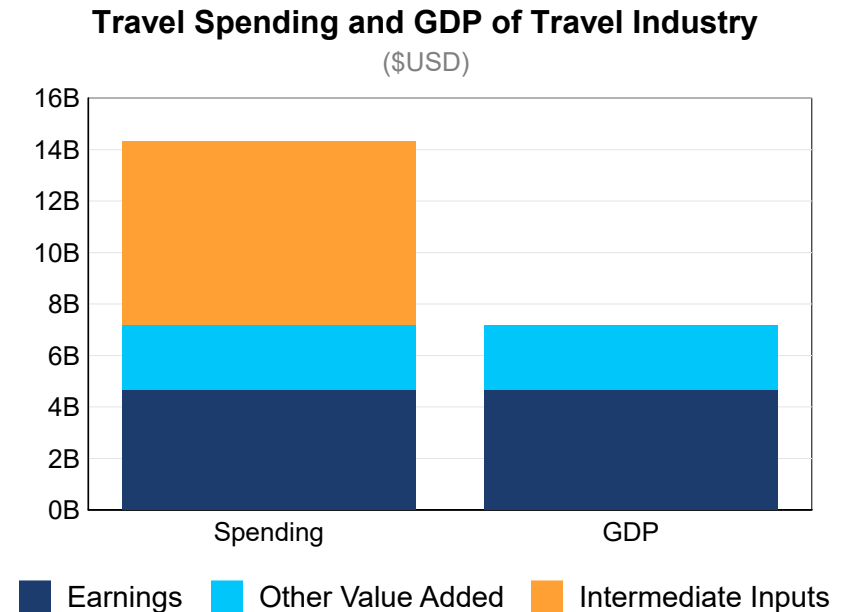
	Person-Trips (Millions)			Party-Trips (Millions)		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	14.6	14.5	14.3	5.7	5.8	5.9
Private Home	10.6	11.0	11.6	4.7	4.8	5.0
Other Overnight	4.3	4.6	4.8	1.4	1.5	1.4
All Overnight	29.5	30.1	30.6	11.9	12.1	12.3

Oregon Travel Impacts

Travel Industry GDP, 2024p

Gross Domestic Product (GDP, also referred to as value added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. It excludes the intermediate inputs purchased by businesses from other firms for use in the production process. This would include items like raw ingredients used for crafting dishes that are served to customers in a restaurant. The relationship between travel spending and the GDP of the Oregon travel industry is shown to the right. Oregon travel industry GDP of \$7.2 billion represents approximately 2% of the total Oregon GDP.

The estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Oregon will be delivered by other Oregon firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other Oregon businesses. These inputs are sometimes referred to as "indirect" effects.



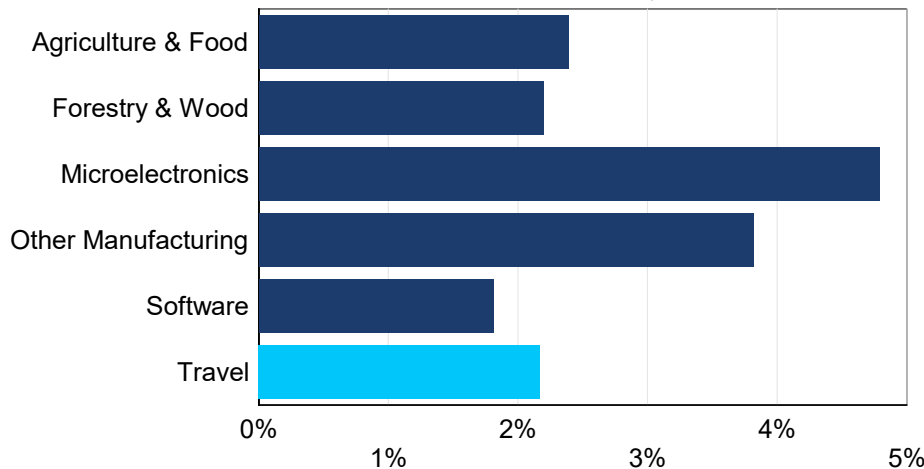
Oregon Travel Impacts

Oregon Export-Oriented Industries, 2024p

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, extractive industries such as logging, and manufacturing are the best examples of goods-producing export industries. The travel industry is also an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy, as do the exports of other industries.

Oregon Gross Domestic Product

Share of GDP for Selected Industries, 2024



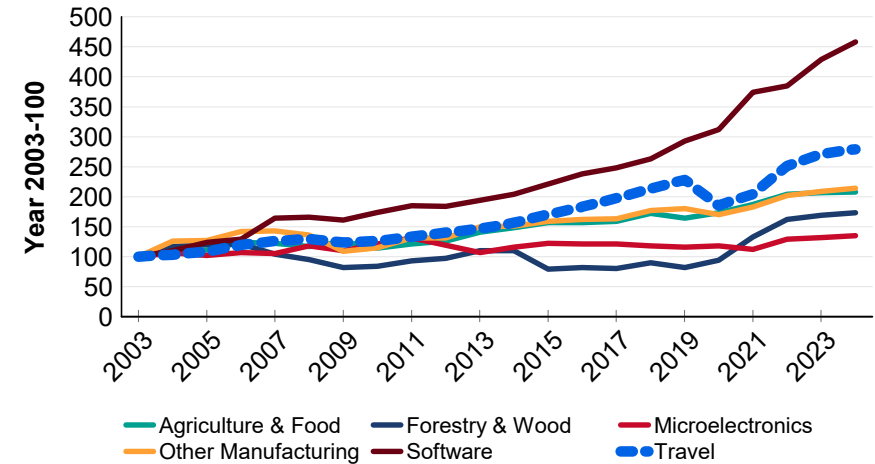
A comparison of the GDPs of the leading export-oriented industries in Oregon is shown for 2024. It should be noted that the largest industry, microelectronics, is concentrated in the urbanized areas of Oregon, primarily Washington County. The primary export-oriented industries in most rural counties are agriculture and food processing, forestry and wood products, and the travel industry. The travel industry is the fourth-largest export-oriented industry in Oregon, making up 2% of Oregon's GDP.

Sources: Dean Runyan Associates, Bureau of Economic Analysis.

Note: "Other Manufacturing" is not a distinct industry, accounting for the remaining manufacturing categories not covered by, "Agriculture & Food", "Forestry & Wood", or "Microelectronics", shown for comparative purposes only. Most current data available is for 2024. GDP estimates by Dean Runyan Associates.

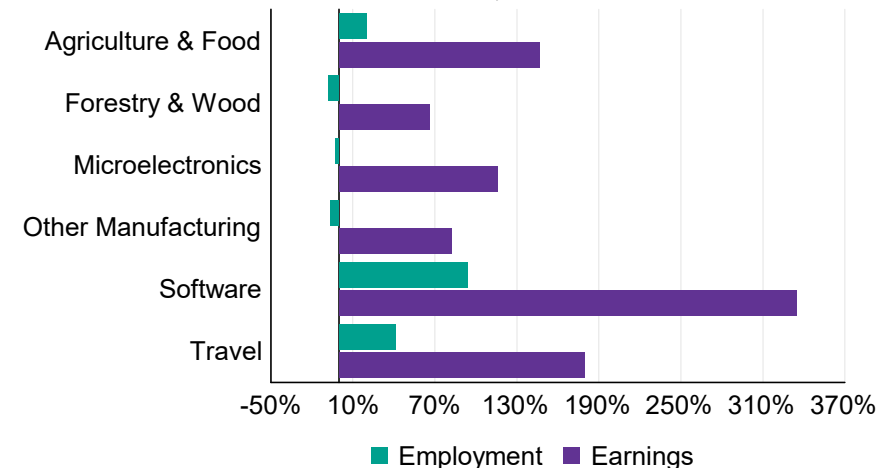
Change in Oregon GDP

Selected Industries, 2003-2024



Change in Earnings and Employment

Selected Industries, 2003-2024



Oregon Travel Impacts

Total Travel Impacts

The total visitor impacts—which include direct and secondary spending, earnings, and employment attributable to travel spending—are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects. The largest secondary impact industries are reported below.

Professional Services (12,360 jobs and \$904 million in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

Education & Health Services (9,300 jobs and \$684 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

Financial Activities (7,460 jobs and \$414 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

Other Services (3,730 jobs and \$234 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

Note: The total impacts reported here only reflect the impacts attributable to visitor spending. The indirect and induced impact estimates reported here apply to the entire state and do not necessarily reflect economic patterns for individual counties. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.



Indirect and induced impacts are the two categories of secondary economic impacts.

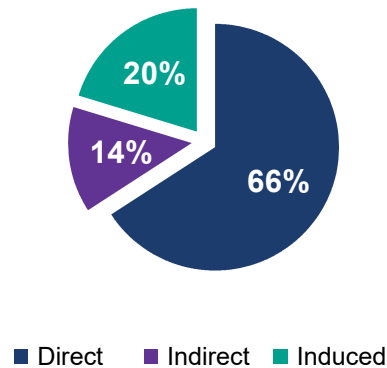
What are secondary impacts?

Secondary impacts are the result of responding of travel-related revenues. **Indirect** impacts represent effects associated with industries that supply goods and services to the direct businesses. **Induced** impacts represent effects of purchases made by employees in both the direct and indirect businesses.

Oregon Travel Impacts

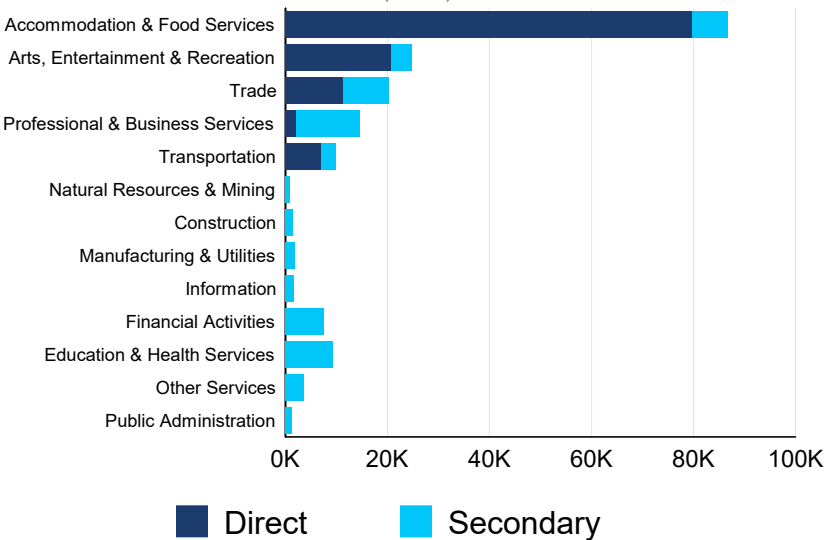
Total Employment, 2024p

Share of Total Employment



Direct & Secondary Employment

(Jobs)



In 2024, **Professional & Business Services** generated **12,360 jobs in secondary employment**, which was the highest among the industry groups.

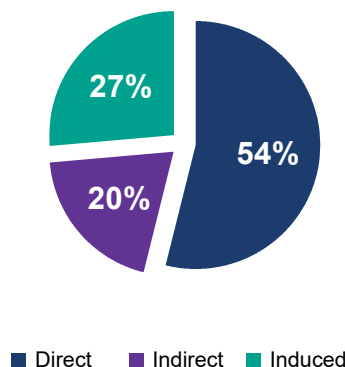
Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	79,760	2,720	4,290	7,010	86,770
Arts, Entertainment & Recreation	20,710	2,600	1,340	3,940	24,650
Trade	11,350	930	7,910	8,840	20,190
Transportation	7,090	1,780	970	2,750	9,840
Professional & Business Services	2,110	8,680	3,690	12,360	14,470
Natural Resources & Mining	0	530	400	940	940
Construction	0	790	760	1,550	1,550
Manufacturing & Utilities	0	1,200	760	1,950	1,950
Information	0	1,060	580	1,640	1,640
Financial Activities	0	3,400	4,060	7,460	7,460
Education & Health Services	0	180	9,120	9,300	9,300
Other Services	0	1,010	2,720	3,730	3,730
Public Administration	0	850	500	1,350	1,350
All Industries	121,020	25,730	37,110	62,840	183,860

Values may not add to totals due to rounding.

Oregon Travel Impacts

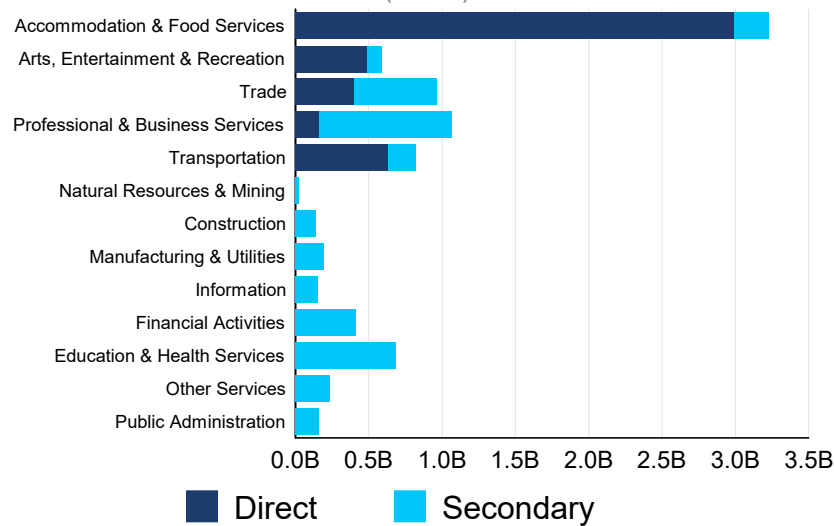
Total Earnings, 2024p

Share of Total Earnings



Percent may not sum to 100% due to rounding.

Direct & Secondary Earnings
(\$USD)



In 2024, **Professional & Business Services** generated **\$904 million in secondary earnings**, which was the highest among the industry groups.

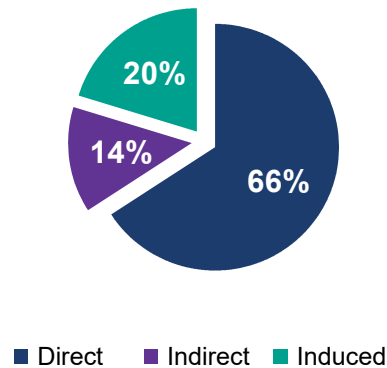
Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	2,994	92	144	236	3,230
Transportation	631	117	71	188	819
Arts, Entertainment & Recreation	486	63	37	101	586
Trade	404	97	468	565	969
Professional & Business Services	160	643	261	904	1,064
Natural Resources & Mining	0	11	14	25	25
Construction	0	70	67	137	137
Manufacturing & Utilities	0	120	74	194	194
Information	0	101	55	156	156
Financial Activities	0	190	224	414	414
Education & Health Services	0	7	677	684	684
Other Services	0	86	147	234	234
Public Administration	0	105	60	165	165
All Industries	4,675	1,701	2,300	4,001	8,676

Values may not add to totals due to rounding. Figures in \$Millions.

Oregon Travel Impacts

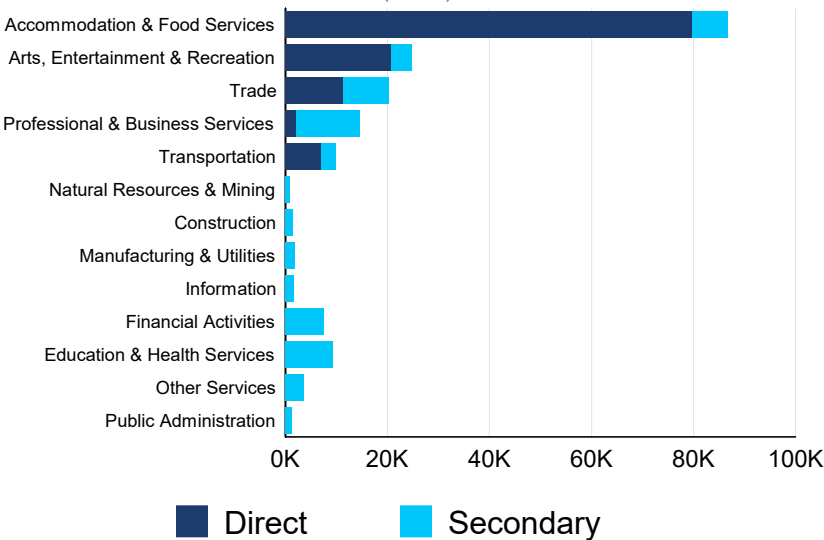
Total Employment, 2024p

Share of Total Employment



Direct & Secondary Employment

(Jobs)



In 2024, **Professional & Business Services** generated **12,360 jobs in secondary employment**, which was the highest among the industry groups.

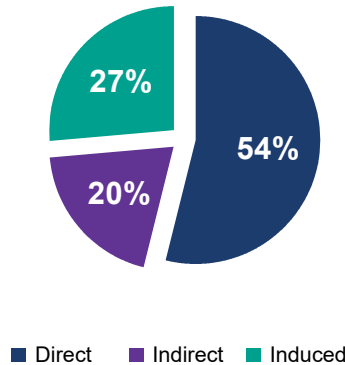
Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	79,760	2,720	4,290	7,010	86,770
Arts, Entertainment & Recreation	20,710	2,600	1,340	3,940	24,650
Trade	11,350	930	7,910	8,840	20,190
Transportation	7,090	1,780	970	2,750	9,840
Professional & Business Services	2,110	8,680	3,690	12,360	14,470
Natural Resources & Mining	0	530	400	940	940
Construction	0	790	760	1,550	1,550
Manufacturing & Utilities	0	1,200	760	1,950	1,950
Information	0	1,060	580	1,640	1,640
Financial Activities	0	3,400	4,060	7,460	7,460
Education & Health Services	0	180	9,120	9,300	9,300
Other Services	0	1,010	2,720	3,730	3,730
Public Administration	0	850	500	1,350	1,350
All Industries	121,020	25,730	37,110	62,840	183,860

Values may not add to totals due to rounding.

Oregon Travel Impacts

Total Earnings, 2024p

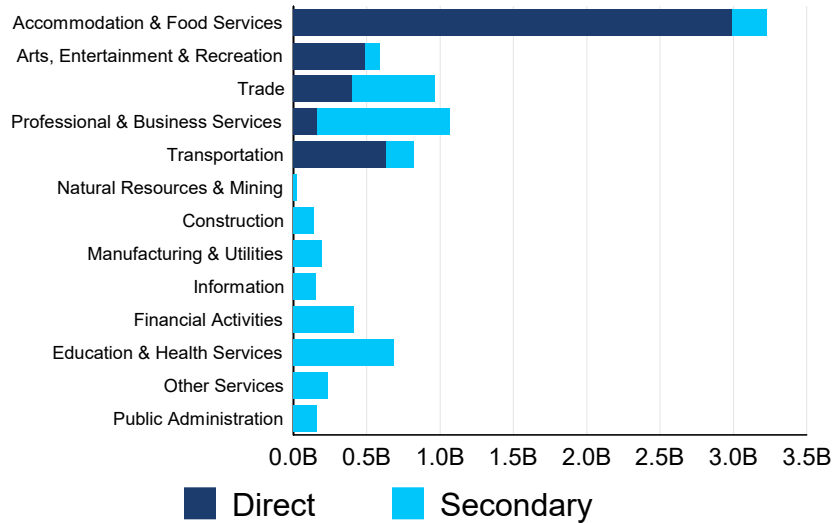
Share of Total Earnings



Percent may not sum to 100% due to rounding.

Direct & Secondary Earnings

(\$USD)



In 2024, **Professional & Business Services** generated **\$904 million in secondary earnings**, which was the highest among the industry groups.

Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	2,994	92	144	236	3,230
Transportation	631	117	71	188	819
Arts, Entertainment & Recreation	486	63	37	101	586
Trade	404	97	468	565	969
Professional & Business Services	160	643	261	904	1,064
Natural Resources & Mining	0	11	14	25	25
Construction	0	70	67	137	137
Manufacturing & Utilities	0	120	74	194	194
Information	0	101	55	156	156
Financial Activities	0	190	224	414	414
Education & Health Services	0	7	677	684	684
Other Services	0	86	147	234	234
Public Administration	0	105	60	165	165
All Industries	4,675	1,701	2,300	4,001	8,676

Values may not add to totals due to rounding. Figures in \$Millions.



Region Impacts

2024p

Oregon / Tourism Regions

Central Coast

West Douglas
West Lane
Lincoln

Central Oregon

Crook
Deschutes
Jefferson
South Wasco

Eastern Oregon

Baker
Gilliam
Grant
Harney
Malheur
Morrow
Sherman
Umatilla
Union
Wallowa
Wheeler

Mt. Hood & Columbia River Gorge

East Clackamas
Hood River
East Multnomah
North Wasco

North Coast

Clatsop
Tillamook

Portland Region

West Clackamas
Columbia
West Multnomah
Washington

South Coast

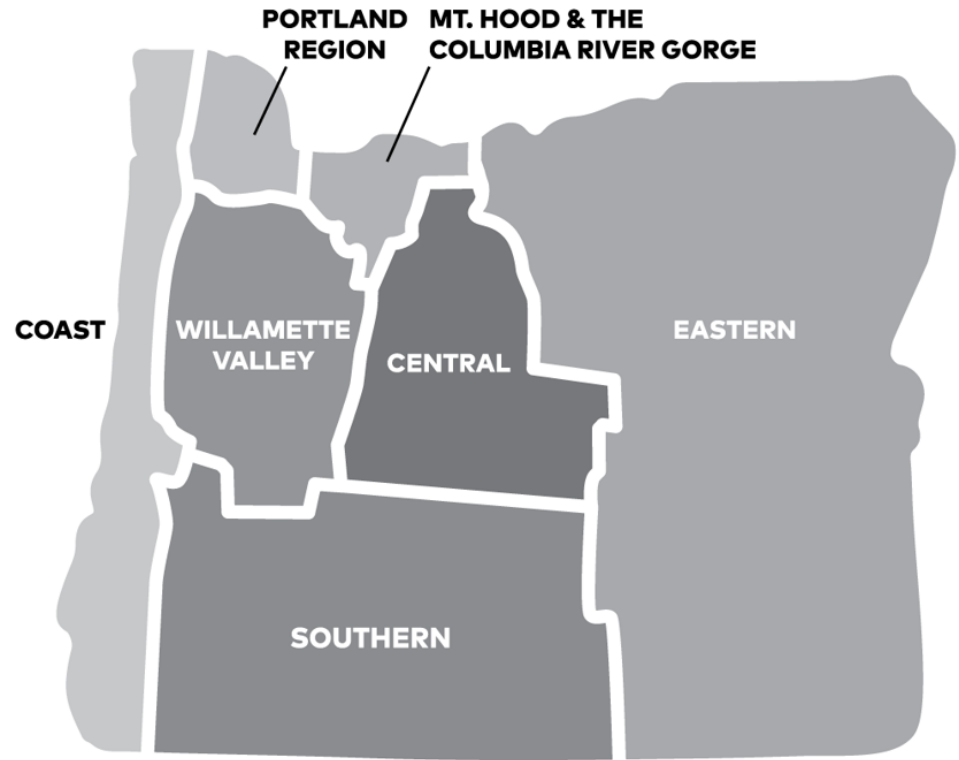
Coos
Curry

Southern Oregon

East Douglas
Jackson
Josephine
Klamath
Lake

Willamette Valley

Benton
South Clackamas
East Lane
Linn
Marion
Polk
Yamhill



Region

Direct Travel Impacts, 2024p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Willamette Valley	\$2,575	\$2,288	\$723	23,140	\$34	\$73	\$107
Oregon Coast	\$2,496	\$2,473	\$949	26,520	\$49	\$75	\$124
North Coast	\$847	\$842	\$369	9,350	\$20	\$27	\$47
Central Coast	\$1,072	\$1,046	\$379	11,090	\$23	\$31	\$54
South Coast	\$578	\$568	\$201	6,080	\$6	\$17	\$23
Portland Region	\$5,473	\$4,005	\$1,776	34,860	\$143	\$143	\$286
Southern Oregon	\$1,413	\$1,295	\$429	12,880	\$20	\$39	\$59
Central Oregon	\$1,287	\$1,166	\$408	10,730	\$27	\$36	\$64
Eastern Oregon	\$540	\$525	\$189	7,010	\$8	\$17	\$25
Mt. Hood & CRG*	\$523	\$499	\$201	5,880	\$11	\$17	\$27

Note: Earnings includes wage and salary disbursements, other earned income, and proprietor income. Employment includes payroll employees and proprietors. The sum of visitor spending at the regional level will be less than the state due to the treatment of transportation between regions.

*Mt. Hood & Columbia River Gorge

Region

Overnight-Visitor Volume, 2024p

	Nights		Trips	
	Person	Party	Person	Party
Willamette Valley	21,797,260	8,665,990	7,325,440	2,896,510
Oregon Coast	17,968,840	6,440,640	5,891,880	2,157,000
North Coast	5,826,570	2,066,580	1,922,990	696,450
Central Coast	7,397,820	2,647,510	2,469,500	905,980
South Coast	4,744,450	1,726,550	1,674,820	625,410
Portland Region	26,700,170	12,952,240	8,594,600	4,059,550
Southern Oregon	13,336,490	5,006,690	4,243,320	1,603,610
Central Oregon	10,822,810	4,029,980	3,421,910	1,277,470
Eastern Oregon	5,618,410	2,097,860	2,129,530	812,730
Mt. Hood & Columbia River Gorge	4,064,730	1,568,560	1,361,210	526,590

Note: The sum of trips for regions will be greater than the state trip estimate because some travelers visit multiple destinations on a single trip within Oregon.

Willamette Valley

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$146,378
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$30
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$226
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	5%

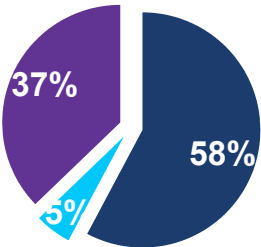
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

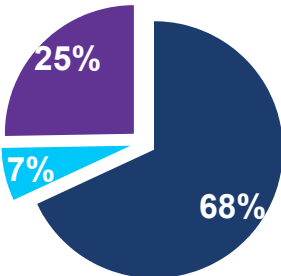
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight-Visitor Spending

Willamette Valley



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Willamette Valley

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	1,102.5	1,816.2	1,879.8	1,995.0	2,058.3	1,041.6	2,069.6	2,503.9	2,545.5	2,574.5	▲ 1.1%	▲ 4.1%
Other	100.2	234.9	251.5	284.6	286.7	159.8	224.6	315.0	288.8	287.0	▼ -0.6%	▲ 5.1%
Visitor	1,002.2	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,845.0	2,188.8	2,256.7	2,287.5	▲ 1.4%	▲ 4.0%
Earnings (\$Millions)												
Earnings	271.7	493.8	520.6	565.5	596.4	487.0	561.4	677.2	703.8	722.6	▲ 2.7%	▲ 4.8%
Employment (Jobs)												
Employment	16,420	21,520	21,900	22,790	23,230	18,020	19,940	23,160	23,070	23,140	▲ 0.3%	▲ 1.6%
Tax Revenue (\$Millions)												
Total	38.7	73.8	80.6	84.9	88.6	58.7	85.4	101.9	104.1	107.3	▲ 3.1%	▲ 5.0%
Local	8.7	20.9	21.5	22.4	23.8	15.6	25.5	31.5	32.7	34.0	▲ 3.8%	▲ 6.7%
State	30.0	52.9	59.2	62.5	64.9	43.0	60.0	70.4	71.4	73.3	▲ 2.8%	▲ 4.4%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Willamette Valley

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	1,002.2	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,845.0	2,188.8	2,256.7	2,287.5	1.4%	29.1%
Other Travel*	100.2	234.9	251.5	284.6	286.7	159.8	224.6	315.0	288.8	287.0	-0.6%	0.1%
TOTAL	1,102.5	1,816.2	1,879.8	1,995.0	2,058.3	1,041.6	2,069.6	2,503.9	2,545.5	2,574.5	1.1%	25.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	304.6	609.2	627.8	658.1	685.5	317.2	701.4	908.9	946.4	981.3	3.7%	43.1%
Hotel, Motel**							639.5	835.4	869.1	900.8	3.7%	
STVR**							61.9	73.5	77.4	80.4	3.9%	
Private Home	318.8	468.9	484.0	510.7	525.2	291.5	573.6	634.2	635.8	631.3	-0.7%	20.2%
Campground	42.4	57.5	58.1	60.8	63.4	50.9	56.3	63.3	69.2	65.4	-5.6%	3.2%
Second Home	9.0	14.3	14.8	15.4	15.8	12.9	14.6	16.2	16.6	16.8	0.7%	6.2%
Day Travel	327.4	431.5	443.6	465.3	481.8	209.3	499.1	566.3	588.6	592.8	0.7%	23.0%
TOTAL	1,002.2	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,845.0	2,188.8	2,256.7	2,287.5	1.4%	29.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	121.5	274.4	284.2	283.3	293.6	173.8	335.9	415.9	430.7	450.0	4.5%	53.3%
Food Service	245.0	434.7	448.5	474.8	501.9	232.5	502.0	570.2	616.8	647.8	5.0%	29.1%
Food Stores	102.8	156.6	156.3	160.4	165.6	99.4	188.7	213.0	222.9	223.5	0.3%	34.9%
Local Tran. & Gas	130.7	203.2	219.5	254.1	258.5	110.7	247.8	326.5	310.3	288.4	-7.0%	11.6%
Arts, Ent. & Rec.	211.1	263.4	267.4	276.4	283.9	129.7	277.3	310.5	327.9	330.2	0.7%	16.3%
Retail Sales	168.7	203.9	203.5	208.1	213.0	112.7	239.6	261.7	262.1	257.8	-1.6%	21.0%
Visitor Air Tran.	22.5	45.1	49.0	53.3	55.0	22.9	53.6	91.0	86.2	89.9	4.4%	63.5%
TOTAL	1,002.2	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,845.0	2,188.8	2,256.7	2,287.5	1.4%	29.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Willamette Valley

Direct Travel Impacts Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	150.6	295.5	314.8	342.7	364.6	290.0	351.3	430.0	450.7	464.7	3.1%	27.4%
Arts, Ent. & Rec.	65.7	85.6	88.9	95.1	101.2	81.2	90.7	114.9	120.2	124.4	3.5%	23.0%
Retail**	35.7	52.7	54.6	57.5	59.9	60.0	64.9	70.2	71.3	70.9	-0.6%	18.4%
Ground Tran.	5.6	8.7	9.0	9.7	10.6	7.4	10.9	12.2	13.0	13.8	6.4%	29.3%
Visitor Air Tran.	1.3	2.1	2.3	2.5	2.6	2.5	2.6	2.9	4.1	4.5	9.0%	75.5%
Other Travel*	12.8	49.3	51.0	57.9	57.5	45.8	41.0	47.1	44.5	44.3	-0.3%	-22.9%
TOTAL	271.7	493.8	520.6	565.5	596.4	487.0	561.4	677.2	703.8	722.6	2.7%	21.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	9,170	12,280	12,560	13,040	13,340	10,330	11,930	13,880	13,910	14,050	1.0%	5.3%
Arts, Ent. & Rec.	4,550	5,440	5,530	5,780	5,960	4,320	4,670	5,820	5,820	5,840	0.4%	-2.0%
Retail**	1,880	2,150	2,180	2,210	2,240	2,070	2,170	2,260	2,210	2,120	-3.9%	-5.3%
Ground Tran.	240	250	240	250	260	190	280	260	260	260	0.6%	-1.8%
Visitor Air Tran.	40	50	50	50	50	50	50	50	60	60	1.1%	12.8%
Other Travel*	540	1,350	1,340	1,450	1,370	1,060	850	890	820	810	-1.7%	-40.8%
TOTAL	16,420	21,520	21,900	22,790	23,230	18,020	19,940	23,160	23,070	23,140	0.3%	-0.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	8.7	20.9	21.5	22.4	23.8	15.6	25.5	31.5	32.7	34.0	3.8%	43.1%
State Tax Receipts	30.0	52.9	59.2	62.5	64.9	43.0	60.0	70.4	71.4	73.3	2.8%	13.0%
TOTAL	38.7	73.8	80.6	84.9	88.6	58.7	85.4	101.9	104.1	107.3	3.1%	21.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

***"Retail" includes gasoline station earnings and employment.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

Willamette Valley

Overnight Visitation

Overnight visitor volume for Willamette Valley region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$181	\$386	\$429	\$925	2.4	2.2
Private Home	\$45	\$154	\$113	\$389	2.5	3.5
Other Overnight	\$46	\$172	\$155	\$582	3.4	3.8
All Overnight	\$78	\$231	\$196	\$585	2.5	3.0

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	6,049,520	6,095,690	6,113,050	2,377,020	2,461,280	2,538,740
Private Home	13,828,950	13,831,980	13,892,840	5,808,750	5,689,930	5,595,890
Other Overnight	1,597,810	1,773,470	1,791,360	530,260	554,590	531,360
All Overnight	21,476,270	21,701,150	21,797,260	8,716,040	8,705,810	8,665,990

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	2,746,630	2,754,050	2,747,680	1,069,800	1,103,750	1,134,130
Private Home	3,761,330	3,916,650	4,101,430	1,549,900	1,580,620	1,621,170
Other Overnight	429,930	474,470	476,330	142,540	148,260	141,200
All Overnight	6,937,900	7,145,170	7,325,440	2,762,240	2,832,620	2,896,510

Oregon Coast

Direct Travel Impact Insights, 2024p

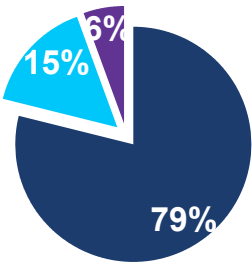
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$146,317
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$38
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$1,254
Visitor Shares	
Travel Share of Total Employment	21%
Overnight-Visitor Day Share of Resident Population*	22%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
**"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 22% of the population is added to the amount of people in the area.

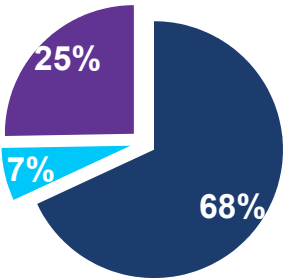
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight-Visitor Spending

Oregon Coast



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Oregon Coast

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	1,180.1	1,942.8	1,985.3	2,064.2	2,138.4	1,499.9	1,944.2	2,388.4	2,469.4	2,496.4	▲ 1.1%	▲ 3.6%
Other	17.9	25.4	26.0	30.5	29.8	26.8	23.3	27.5	23.5	23.5	▲ 0.1%	▲ 1.3%
Visitor	1,162.2	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,920.8	2,360.9	2,445.9	2,473.0	▲ 1.1%	▲ 3.7%
Earnings (\$Millions)												
Earnings	329.6	578.9	612.4	674.3	721.6	632.5	709.9	834.1	922.1	948.7	▲ 2.9%	▲ 5.2%
Employment (Jobs)												
Employment	18,430	22,260	22,610	23,460	24,180	20,290	21,870	24,750	26,450	26,520	▲ 0.3%	▲ 1.7%
Tax Revenue (\$Millions)												
Total	40.5	78.9	87.3	93.8	97.6	90.4	103.7	117.1	120.7	123.5	▲ 2.4%	▲ 5.5%
Local	13.9	29.8	31.6	34.4	35.4	38.5	44.3	48.0	47.4	48.5	▲ 2.4%	▲ 6.1%
State	26.6	49.1	55.7	59.4	62.3	51.9	59.5	69.1	73.3	75.0	▲ 2.4%	▲ 5.1%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Oregon Coast

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	1,162.2	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,920.8	2,360.9	2,445.9	2,473.0	1.1%	17.3%
Other Travel*	17.9	25.4	26.0	30.5	29.8	26.8	23.3	27.5	23.5	23.5	0.1%	-21.0%
TOTAL	1,180.1	1,942.8	1,985.3	2,064.2	2,138.4	1,499.9	1,944.2	2,388.4	2,469.4	2,496.4	1.1%	16.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	456.9	961.9	991.9	1,027.2	1,065.1	908.0	1,180.0	1,328.5	1,367.6	1,387.5	1.5%	30.3%
Hotel, Motel**							753.9	845.9	881.0	888.5	0.8%	
STVR**							426.1	482.6	486.6	499.0	2.5%	
Private Home	64.4	84.1	85.6	89.5	91.8	102.8	103.0	99.1	99.4	99.0	-0.4%	7.8%
Campground	148.6	188.2	189.5	197.5	205.8	142.2	165.7	178.1	186.3	188.5	1.1%	-8.4%
Second Home	47.9	64.3	66.7	69.3	71.0	57.9	71.8	79.0	81.6	82.5	1.2%	16.2%
Day Travel	444.5	619.0	625.6	650.2	674.9	262.2	400.3	676.1	711.0	715.5	0.6%	6.0%
TOTAL	1,162.2	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,920.8	2,360.9	2,445.9	2,473.0	1.1%	17.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	232.7	468.9	489.5	497.2	509.1	546.8	744.8	824.8	828.7	850.2	2.6%	67.0%
Food Service	295.8	566.6	579.3	606.7	642.9	371.2	444.5	565.5	620.0	645.4	4.1%	0.4%
Food Stores	127.5	188.7	186.3	190.0	197.2	132.1	178.4	229.0	243.1	245.0	0.8%	24.3%
Local Tran. & Gas	107.8	174.2	188.7	214.4	218.6	123.7	176.1	245.6	237.7	219.2	-7.8%	0.3%
Arts, Ent. & Rec.	192.5	262.2	261.9	268.1	276.5	146.3	174.8	223.0	238.1	239.7	0.7%	-13.3%
Retail Sales	202.9	253.2	250.5	254.1	260.9	151.6	198.6	268.2	273.2	268.1	-1.9%	2.7%
Visitor Air Tran.	3.1	3.6	3.1	3.2	3.3	1.5	3.7	4.8	5.0	5.3	7.5%	61.7%
TOTAL	1,162.2	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,920.8	2,360.9	2,445.9	2,473.0	1.1%	17.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Oregon Coast

Direct Travel Impacts Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	217.7	416.9	445.8	497.5	536.2	453.9	518.8	620.7	704.1	726.2	3.1%	35.4%
Arts, Ent. & Rec.	55.0	74.6	76.3	80.6	86.2	72.2	80.4	96.4	98.9	103.6	4.7%	20.2%
Retail**	43.3	64.0	65.7	68.8	71.2	80.7	88.2	90.1	92.4	91.5	-1.0%	28.5%
Ground Tran.	4.3	8.3	8.7	9.1	9.9	9.3	7.5	9.8	10.9	11.5	5.7%	16.0%
Visitor Air Tran.	1.4	3.6	3.9	4.4	4.3	4.2	4.4	4.4	4.7	4.8	2.0%	11.6%
Other Travel*	7.8	11.5	12.0	13.9	13.7	12.2	10.6	12.7	11.1	11.1	0.3%	-19.1%
TOTAL	329.6	578.9	612.4	674.3	721.6	632.5	709.9	834.1	922.1	948.7	2.9%	31.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	11,740	14,920	15,320	16,000	16,650	13,570	14,960	17,140	18,880	18,980	0.5%	14.0%
Arts, Ent. & Rec.	3,950	4,090	4,050	4,170	4,260	3,400	3,570	4,340	4,310	4,370	1.4%	2.4%
Retail**	2,340	2,690	2,680	2,700	2,700	2,830	2,950	2,850	2,860	2,780	-2.8%	3.0%
Ground Tran.	190	230	230	230	240	230	180	200	200	200	0.3%	-14.6%
Visitor Air Tran.	40	60	60	60	60	60	60	50	50	50	-2.5%	-15.3%
Other Travel*	180	270	270	300	270	200	150	160	140	140	-0.8%	-49.7%
TOTAL	18,430	22,260	22,610	23,460	24,180	20,290	21,870	24,750	26,450	26,520	0.3%	9.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	13.9	29.8	31.6	34.4	35.4	38.5	44.3	48.0	47.4	48.5	2.4%	37.2%
State Tax Receipts	26.6	49.1	55.7	59.4	62.3	51.9	59.5	69.1	73.3	75.0	2.4%	20.5%
TOTAL	40.5	78.9	87.3	93.8	97.6	90.4	103.7	117.1	120.7	123.5	2.4%	26.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

***"Retail" includes gasoline station earnings and employment.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

Oregon Coast

Overnight Visitation

Overnight visitor volume for Oregon Coast region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$253	\$577	\$617	\$1,411	2.4	2.3
Private Home	\$36	\$131	\$94	\$339	2.6	3.6
Other Overnight	\$44	\$160	\$145	\$529	3.3	3.7
All Overnight	\$98	\$298	\$273	\$815	2.8	3.0

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	9,196,670	9,365,010	9,077,440	3,424,820	3,552,940	3,514,460
Private Home	2,726,150	2,703,940	2,715,840	1,101,520	1,070,810	1,054,360
Other Overnight	5,467,350	5,847,730	6,175,560	1,854,010	1,871,030	1,871,820
All Overnight	17,390,170	17,916,680	17,968,840	6,380,350	6,494,790	6,440,640

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	3,517,490	3,562,400	3,448,950	1,319,460	1,365,210	1,352,530
Private Home	697,120	719,750	753,720	281,010	284,340	291,900
Other Overnight	1,509,440	1,606,690	1,689,210	512,160	514,510	512,570
All Overnight	5,724,050	5,888,840	5,891,880	2,112,630	2,164,060	2,157,000

North Coast

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$138,330
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$44
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$1,592
Visitor Shares	
Travel Share of Total Employment	22%
Overnight-Visitor Day Share of Resident Population*	23%

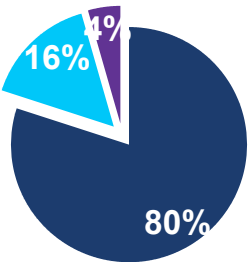
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 23% of the population is added to the amount of people in the area.

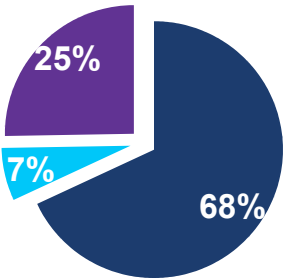
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight-Visitor Spending

North Coast



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

North Coast

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	446.6	778.0	793.8	824.7	850.7	595.7	704.3	838.2	862.3	846.9	▼ -1.8%	▲ 3.1%
Other	10.1	3.7	4.2	4.8	4.9	2.3	4.4	6.1	5.6	5.1	▼ -9.2%	▼ -3.2%
Visitor	436.4	774.3	789.6	819.8	845.9	593.4	699.9	832.1	856.7	841.8	▼ -1.7%	▲ 3.2%
Earnings (\$Millions)												
Earnings	128.2	236.7	254.9	285.9	307.9	257.3	292.1	331.7	362.1	369.0	▲ 1.9%	▲ 5.2%
Employment (Jobs)												
Employment	6,480	8,180	8,430	8,800	9,180	7,490	8,220	8,980	9,400	9,350	▼ -0.6%	▲ 1.8%
Tax Revenue (\$Millions)												
Total	15.3	32.9	36.4	39.2	40.9	39.4	41.3	45.1	46.4	46.7	▲ 0.8%	▲ 5.5%
Local	5.5	13.7	14.4	15.5	16.1	18.7	18.7	19.7	19.7	19.8	▲ 0.5%	▲ 6.3%
State	9.8	19.2	22.0	23.7	24.9	20.7	22.7	25.4	26.7	26.9	▲ 1.0%	▲ 4.9%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

North Coast

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	436.4	774.3	789.6	819.8	845.9	593.4	699.9	832.1	856.7	841.8	-1.7%	-0.5%
Other Travel*	10.1	3.7	4.2	4.8	4.9	2.3	4.4	6.1	5.6	5.1	-9.2%	4.7%
TOTAL	446.6	778.0	793.8	824.7	850.7	595.7	704.3	838.2	862.3	846.9	-1.8%	-0.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	159.8	378.4	388.2	403.5	414.6	380.8	419.7	446.6	457.0	450.1	-1.5%	8.6%
Hotel, Motel**							235.9	247.9	257.8	252.4	-2.1%	
STVR**							183.8	198.6	199.2	197.7	-0.8%	
Private Home	15.3	20.6	21.4	22.4	23.0	24.1	26.1	25.1	25.1	25.0	-0.5%	8.8%
Campground	47.0	59.1	59.5	62.0	64.6	38.4	44.9	50.4	50.7	49.6	-2.3%	-23.3%
Second Home	20.9	27.9	29.0	30.0	30.8	25.3	32.9	36.2	37.4	37.9	1.3%	23.1%
Day Travel	193.4	288.2	291.5	302.0	312.9	124.8	176.3	273.8	286.4	279.2	-2.5%	-10.8%
TOTAL	436.4	774.3	789.6	819.8	845.9	593.4	699.9	832.1	856.7	841.8	-1.7%	-0.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	83.2	190.3	197.9	204.0	207.2	241.6	282.7	298.3	297.9	299.8	0.6%	44.7%
Food Service	119.5	240.5	245.7	256.5	270.4	148.5	165.5	207.2	225.4	226.0	0.3%	-16.4%
Food Stores	46.6	72.3	71.5	72.7	75.2	46.6	62.5	79.7	83.7	81.5	-2.7%	8.3%
Local Tran. & Gas	35.4	61.8	66.5	75.3	76.4	44.3	55.4	74.6	71.9	64.3	-10.5%	-15.8%
Arts, Ent. & Rec.	69.8	102.2	102.0	104.1	106.9	52.0	58.2	72.2	76.6	74.2	-3.1%	-30.6%
Retail Sales	81.9	107.3	106.1	107.3	109.8	60.3	75.5	100.1	101.3	96.0	-5.2%	-12.5%
TOTAL	436.4	774.3	789.6	819.8	845.9	593.4	699.9	832.1	856.7	841.8	-1.7%	-0.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

North Coast

Direct Travel Impacts Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	85.8	176.7	193.3	220.6	239.3	192.2	219.2	256.8	285.1	293.7	3.0%	22.8%
Arts, Ent. & Rec.	20.8	30.8	31.5	33.3	35.5	30.5	34.8	36.4	37.7	37.3	-1.0%	5.2%
Retail**	16.5	25.6	26.3	28.0	28.8	30.6	35.1	34.9	35.3	33.9	-3.9%	17.7%
Ground Tran.	1.7	3.4	3.6	3.7	4.0	3.6	2.7	3.4	3.7	3.8	2.6%	-5.3%
Other Travel*	3.4	0.2	0.2	0.2	0.3	0.3	0.4	0.2	0.2	0.2	-0.5%	-11.8%
TOTAL	128.2	236.7	254.9	285.9	307.9	257.3	292.1	331.7	362.1	369.0	1.9%	19.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	4,290	5,780	6,030	6,400	6,700	5,270	5,780	6,550	7,010	7,090	1.2%	5.9%
Arts, Ent. & Rec.	1,170	1,220	1,230	1,220	1,290	1,080	1,210	1,290	1,270	1,170	-7.9%	-9.9%
Retail**	900	1,080	1,050	1,080	1,080	1,050	1,150	1,060	1,050	1,010	-3.5%	-6.3%
Ground Tran.	70	90	90	90	100	90	60	70	70	70	-2.7%	-30.2%
Other Travel*	60	10	10	10	10	10	10	10	10	10	-2.0%	-33.8%
TOTAL	6,480	8,180	8,430	8,800	9,180	7,490	8,220	8,980	9,400	9,350	-0.5%	1.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	5.5	13.7	14.4	15.5	16.1	18.7	18.7	19.7	19.7	19.8	0.5%	23.3%
State Tax Receipts	9.8	19.2	22.0	23.7	24.9	20.7	22.7	25.4	26.7	26.9	1.0%	8.3%
TOTAL	15.3	32.9	36.4	39.2	40.9	39.4	41.3	45.1	46.4	46.7	0.8%	14.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

***"Retail" includes gasoline station earnings and employment.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

North Coast

Overnight Visitation

Overnight visitor volume for North Coast region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$304	\$672	\$743	\$1,642	2.4	2.2
Private Home	\$31	\$105	\$81	\$272	2.6	3.4
Other Overnight	\$38	\$136	\$124	\$438	3.2	3.5
All Overnight	\$97	\$293	\$272	\$808	2.8	3.0

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	2,945,330	2,993,890	2,748,990	1,090,180	1,126,430	1,053,780
Private Home	807,220	798,080	801,590	324,430	314,370	309,580
Other Overnight	2,079,370	2,181,170	2,275,990	716,920	710,570	703,210
All Overnight	5,831,920	5,973,140	5,826,570	2,131,530	2,151,380	2,066,580

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,119,340	1,131,620	1,039,890	417,970	430,930	404,740
Private Home	220,870	227,370	238,090	88,840	89,630	92,020
Other Overnight	592,510	619,650	645,010	204,600	202,230	199,690
All Overnight	1,932,720	1,978,630	1,922,990	711,410	722,780	696,450

Central Coast

Direct Travel Impact Insights, 2024p

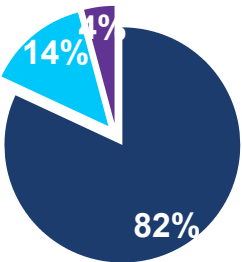
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$152,535
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$1,764
Visitor Shares	
Travel Share of Total Employment	29%
Overnight-Visitor Day Share of Resident Population*	29%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 29% of the population is added to the amount of people in the area.

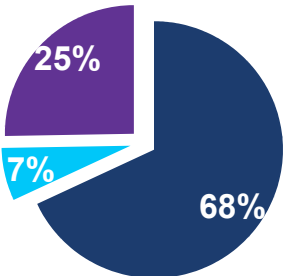
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight-Visitor Spending

Central Coast



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Central Coast

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	451.3	768.9	787.9	823.5	856.1	607.9	854.1	1,015.0	1,029.4	1,071.9	▲ 4.1%	▲ 4.2%
Other	9.5	27.5	28.5	33.7	33.0	28.3	26.6	31.5	26.7	25.8	▼ -3.3%	▲ 4.9%
Visitor	441.8	741.4	759.4	789.8	823.2	579.6	827.5	983.6	1,002.7	1,046.1	▲ 4.3%	▲ 4.2%
Earnings (\$Millions)												
Earnings	120.1	216.6	227.1	249.7	265.9	235.7	262.8	321.1	361.8	378.7	▲ 4.7%	▲ 5.6%
Employment (Jobs)												
Employment	6,860	8,780	8,850	9,220	9,440	7,790	8,290	9,740	10,810	11,090	▲ 2.6%	▲ 2.3%
Tax Revenue (\$Millions)												
Total	16.7	32.9	36.2	38.1	39.4	35.9	44.3	49.9	51.5	53.8	▲ 4.6%	▲ 5.7%
Local	6.8	14.0	14.7	15.2	15.4	15.9	20.5	22.0	21.8	22.7	▲ 4.4%	▲ 5.9%
State	9.9	19.0	21.5	22.9	24.1	20.0	23.8	27.9	29.7	31.1	▲ 4.8%	▲ 5.6%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Central Coast

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	441.8	741.4	759.4	789.8	823.2	579.6	827.5	983.6	1,002.7	1,046.1	4.3%	27.1%
Other Travel*	9.5	27.5	28.5	33.7	33.0	28.3	26.6	31.5	26.7	25.8	-3.3%	-21.7%
TOTAL	451.3	768.9	787.9	823.5	856.1	607.9	854.1	1,015.0	1,029.4	1,071.9	4.1%	25.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	190.4	408.2	422.3	438.3	458.5	377.5	548.3	598.3	603.9	628.5	4.1%	37.1%
Hotel, Motel**							341.1	366.2	367.4	379.0	3.1%	
STVR**							207.2	232.1	236.4	249.5	5.5%	
Private Home	20.0	27.4	27.9	29.2	29.9	37.8	37.1	31.6	32.1	31.9	-0.5%	6.8%
Campground	57.9	72.8	73.2	76.2	79.4	53.4	64.0	64.2	66.2	73.1	10.5%	-8.0%
Second Home	20.7	28.6	29.7	30.8	31.6	25.7	29.7	32.6	33.7	34.1	1.2%	8.0%
Day Travel	152.9	204.5	206.2	215.2	223.8	85.2	148.4	256.8	267.0	278.5	4.3%	24.5%
TOTAL	441.8	741.4	759.4	789.8	823.2	579.6	827.5	983.6	1,002.7	1,046.1	4.3%	27.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	96.0	191.9	201.2	204.2	210.8	215.4	337.2	361.2	356.2	375.1	5.3%	77.9%
Food Service	106.9	212.5	217.7	229.2	244.2	146.7	185.7	227.1	244.7	263.5	7.7%	7.9%
Food Stores	49.4	73.4	72.5	74.2	77.2	51.5	75.9	95.6	100.7	105.5	4.8%	36.7%
Local Tran. & Gas	36.4	61.4	66.6	75.9	77.9	44.1	65.7	89.8	85.8	81.3	-5.3%	4.4%
Arts, Ent. & Rec.	74.0	102.6	102.6	105.6	109.4	60.9	77.1	95.4	100.1	104.0	3.9%	-4.9%
Retail Sales	79.1	99.6	98.7	100.6	103.7	60.9	85.8	114.4	115.3	116.7	1.3%	12.6%
TOTAL	441.8	741.4	759.4	789.8	823.2	579.6	827.5	983.6	1,002.7	1,046.1	4.3%	27.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Central Coast

Direct Travel Impacts Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	78.7	151.3	160.1	177.0	189.8	163.4	189.4	233.0	273.5	284.0	3.8%	49.6%
Arts, Ent. & Rec.	20.4	27.2	27.9	30.3	32.5	25.9	27.2	38.6	39.7	45.2	13.7%	38.8%
Retail**	16.4	24.5	25.2	26.2	27.5	31.3	33.1	34.1	34.8	35.6	2.4%	29.4%
Ground Tran.	1.6	3.2	3.3	3.5	3.8	3.7	3.3	4.2	4.6	4.9	7.9%	28.3%
Other Travel*	3.1	10.4	10.7	12.7	12.3	11.5	9.9	11.1	9.3	9.1	-1.7%	-26.0%
TOTAL	120.1	216.6	227.1	249.7	265.9	235.7	262.8	321.1	361.8	378.7	4.7%	42.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	4,380	5,790	5,880	6,120	6,330	5,150	5,740	6,710	7,740	7,870	1.7%	24.4%
Arts, Ent. & Rec.	1,470	1,640	1,620	1,710	1,740	1,270	1,240	1,730	1,780	1,930	8.4%	11.0%
Retail**	870	1,020	1,020	1,030	1,030	1,090	1,080	1,080	1,090	1,090	0.0%	5.7%
Ground Tran.	70	90	90	90	90	90	80	80	80	90	2.3%	-5.5%
Other Travel*	80	250	250	270	250	190	140	140	120	110	-2.0%	-54.2%
TOTAL	6,860	8,780	8,850	9,220	9,440	7,790	8,290	9,740	10,810	11,090	2.6%	17.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.8	14.0	14.7	15.2	15.4	15.9	20.5	22.0	21.8	22.7	4.4%	47.8%
State Tax Receipts	9.9	19.0	21.5	22.9	24.1	20.0	23.8	27.9	29.7	31.1	4.8%	29.2%
TOTAL	16.7	32.9	36.2	38.1	39.4	35.9	44.3	49.9	51.5	53.8	4.6%	36.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

***"Retail" includes gasoline station earnings and employment.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

Central Coast

Overnight Visitation

Overnight visitor volume for Central Coast region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$282	\$614	\$690	\$1,503	2.4	2.2
Private Home	\$37	\$128	\$97	\$331	2.6	3.4
Other Overnight	\$45	\$169	\$148	\$557	3.3	3.8
All Overnight	\$104	\$311	\$290	\$847	2.8	2.9

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	4,187,830	4,166,640	4,156,920	1,552,280	1,568,340	1,592,510
Private Home	854,110	853,980	857,740	342,630	335,750	330,640
Other Overnight	2,035,510	2,157,720	2,383,160	693,720	694,200	724,370
All Overnight	7,077,450	7,178,330	7,397,820	2,588,640	2,598,290	2,647,510

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,624,330	1,593,160	1,585,310	607,440	607,090	616,910
Private Home	229,660	239,000	250,280	92,180	94,020	96,530
Other Overnight	546,260	576,460	633,910	185,930	185,270	192,530
All Overnight	2,400,250	2,408,620	2,469,500	885,550	886,380	905,980

South Coast

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$143,754
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$594
Visitor Shares	
Travel Share of Total Employment	14%
Overnight-Visitor Day Share of Resident Population*	15%

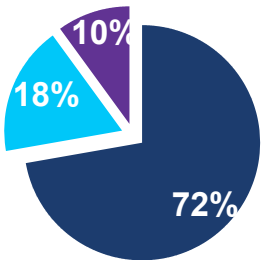
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

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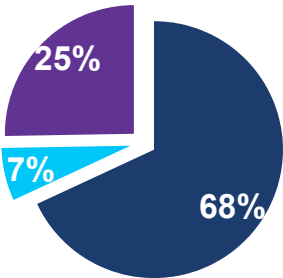
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight-Visitor Spending

South Coast



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

South Coast

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	282.2	395.9	403.6	416.1	431.5	296.3	385.8	535.2	577.6	577.7	▲ 0.0%	▲ 3.5%
Other	7.1	6.7	7.2	8.1	8.2	3.9	6.8	10.1	9.7	9.4	▼ -2.9%	▲ 1.3%
Visitor	275.1	389.2	396.4	408.1	423.3	292.5	379.0	525.1	567.9	568.3	▲ 0.1%	▲ 3.5%
Earnings (\$Millions)												
Earnings	81.3	125.6	130.5	138.7	147.8	139.5	155.0	181.3	198.2	200.9	▲ 1.4%	▲ 4.4%
Employment (Jobs)												
Employment	5,080	5,300	5,330	5,430	5,560	5,010	5,360	6,030	6,230	6,080	▼ -2.4%	▲ 0.9%
Tax Revenue (\$Millions)												
Total	8.5	13.1	14.7	16.5	17.2	15.1	18.1	22.2	22.8	23.0	▲ 0.6%	▲ 4.8%
Local	1.7	2.0	2.5	3.8	3.9	3.9	5.1	6.3	5.9	6.0	▲ 1.4%	▲ 6.3%
State	6.9	11.0	12.2	12.7	13.3	11.2	13.1	15.9	16.9	17.0	▲ 0.4%	▲ 4.4%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

South Coast

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	275.1	389.2	396.4	408.1	423.3	292.5	379.0	525.1	567.9	568.3	0.1%	34.2%
Other Travel*	7.1	6.7	7.2	8.1	8.2	3.9	6.8	10.1	9.7	9.4	-2.9%	14.9%
TOTAL	282.2	395.9	403.6	416.1	431.5	296.3	385.8	535.2	577.6	577.7	0.0%	33.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	102.8	168.4	173.8	176.7	183.1	145.0	204.2	273.7	297.4	300.5	1.0%	64.1%
Hotel, Motel**							170.2	223.3	247.9	249.9	0.8%	
STVR**							34.0	50.4	49.5	50.6	2.1%	
Private Home	28.6	35.5	35.7	37.3	38.2	40.3	38.6	41.2	41.2	41.1	-0.1%	7.6%
Campground	42.7	55.3	55.7	58.0	60.5	49.8	55.7	62.0	68.1	64.6	-5.1%	6.9%
Second Home	5.9	7.3	7.5	7.7	7.9	6.4	8.5	9.3	9.6	9.7	1.2%	22.2%
Day Travel	95.1	122.7	123.8	128.4	133.6	50.9	72.0	139.0	151.6	152.3	0.5%	14.0%
TOTAL	275.1	389.2	396.4	408.1	423.3	292.5	379.0	525.1	567.9	568.3	0.1%	34.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	53.4	86.7	90.5	89.0	91.2	89.8	124.8	165.3	174.6	175.3	0.4%	92.3%
Food Service	69.4	113.7	116.0	121.0	128.3	75.9	93.3	131.1	149.9	156.0	4.0%	21.6%
Food Stores	31.4	43.0	42.4	43.1	44.8	34.0	40.0	53.7	58.8	58.1	-1.2%	29.6%
Local Tran. & Gas	27.1	38.5	41.6	47.1	48.1	27.6	40.5	61.1	61.5	56.8	-7.6%	18.2%
Arts, Ent. & Rec.	48.7	57.4	57.3	58.4	60.3	33.3	39.4	55.4	61.5	61.5	0.0%	2.1%
Retail Sales	41.9	46.3	45.7	46.2	47.4	30.4	37.3	53.7	56.6	55.3	-2.3%	16.7%
Visitor Air Tran.	3.1	3.6	3.1	3.2	3.3	1.5	3.7	4.8	5.0	5.3	7.5%	61.7%
TOTAL	275.1	389.2	396.4	408.1	423.3	292.5	379.0	525.1	567.9	568.3	0.1%	34.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

South Coast

Direct Travel Impacts Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	53.3	88.9	92.4	99.9	107.2	98.3	110.3	130.9	145.4	148.5	2.1%	38.5%
Arts, Ent. & Rec.	13.8	16.6	17.0	17.0	18.2	15.8	18.5	21.3	21.5	21.1	-2.0%	16.1%
Retail**	9.9	13.3	13.6	13.9	14.2	18.0	19.0	20.4	21.7	21.3	-1.6%	50.6%
Ground Tran.	1.1	1.7	1.8	1.9	2.1	2.0	1.6	2.3	2.6	2.8	6.5%	34.6%
Visitor Air Tran.	1.4	3.6	3.9	4.4	4.3	4.2	4.4	4.4	4.7	4.8	2.0%	11.6%
Other Travel*	1.8	1.5	1.8	1.7	1.9	1.2	1.3	2.0	2.2	2.4	8.2%	27.0%
TOTAL	81.3	125.6	130.5	138.7	147.8	139.5	155.0	181.3	198.2	200.9	1.4%	35.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,080	3,340	3,410	3,480	3,620	3,150	3,440	3,890	4,130	4,010	-2.8%	10.9%
Arts, Ent. & Rec.	1,320	1,240	1,190	1,230	1,230	1,060	1,110	1,320	1,260	1,270	0.9%	3.3%
Retail**	540	560	570	560	550	660	680	690	700	660	-6.0%	18.6%
Ground Tran.	50	50	50	50	50	50	40	50	50	50	1.0%	-0.9%
Visitor Air Tran.	40	60	60	60	60	60	60	50	50	50	-2.5%	-15.3%
Other Travel*	70	50	50	50	50	30	30	40	40	40	0.3%	-16.9%
TOTAL	5,080	5,300	5,330	5,430	5,560	5,010	5,360	6,030	6,230	6,080	-2.4%	9.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.7	2.0	2.5	3.8	3.9	3.9	5.1	6.3	5.9	6.0	1.4%	52.9%
State Tax Receipts	6.9	11.0	12.2	12.7	13.3	11.2	13.1	15.9	16.9	17.0	0.4%	27.4%
TOTAL	8.5	13.1	14.7	16.5	17.2	15.1	18.1	22.2	22.8	23.0	0.6%	33.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

***"Retail" includes gasoline station earnings and employment.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

South Coast

Overnight Visitation

Overnight visitor volume for South Coast region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$168	\$356	\$411	\$869	2.4	2.1
Private Home	\$39	\$134	\$99	\$344	2.6	3.5
Other Overnight	\$49	\$181	\$167	\$617	3.4	3.7
All Overnight	\$88	\$248	\$241	\$665	2.7	2.8

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	2,063,510	2,204,490	2,171,530	782,360	858,170	868,170
Private Home	1,064,820	1,051,880	1,056,510	434,450	420,690	414,140
Other Overnight	1,352,470	1,508,840	1,516,410	443,370	466,250	444,240
All Overnight	4,480,800	4,765,210	4,744,450	1,660,180	1,745,120	1,726,550

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	911,770	975,560	957,300	347,060	381,860	385,500
Private Home	285,320	293,370	307,220	115,600	116,490	119,570
Other Overnight	370,660	410,580	410,290	121,620	127,010	120,350
All Overnight	1,567,760	1,679,520	1,674,820	584,280	625,360	625,410

Portland Region

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$208,461
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$7
Local & State Tax Revenues Generated per County Household	\$402
Visitor Shares	
Travel Share of Total Employment	2%
Overnight-Visitor Day Share of Resident Population*	4%

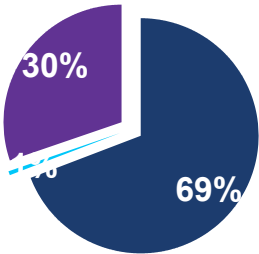
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

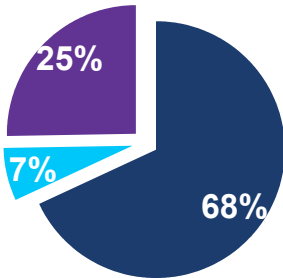
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight-Visitor Spending

Portland Region



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Portland Region

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	2,608.7	4,866.6	5,138.8	5,373.1	5,624.6	2,179.9	3,763.8	5,290.9	5,386.8	5,472.7	▲ 1.6%	▲ 3.6%
Other	709.9	1,222.9	1,298.2	1,375.7	1,514.6	535.6	928.2	1,529.3	1,480.5	1,467.8	▼ -0.9%	▲ 3.5%
Visitor	1,898.8	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,835.6	3,761.6	3,906.3	4,004.9	▲ 2.5%	▲ 3.6%
Earnings (\$Millions)												
Earnings	643.8	1,239.1	1,353.4	1,458.5	1,566.2	1,143.3	1,207.1	1,569.3	1,725.4	1,775.7	▲ 2.9%	▲ 4.9%
Employment (Jobs)												
Employment	24,920	34,530	35,290	36,220	36,910	26,360	26,900	32,990	34,670	34,860	▲ 0.5%	▲ 1.6%
Tax Revenue (\$Millions)												
Total	103.9	234.2	258.9	269.5	277.9	147.4	191.9	249.7	277.1	285.6	▲ 3.1%	▲ 4.9%
Local	48.9	125.3	133.9	137.3	139.0	61.3	88.0	119.4	139.0	143.0	▲ 2.9%	▲ 5.2%
State	55.0	108.9	125.0	132.1	138.9	86.2	104.0	130.2	138.1	142.6	▲ 3.2%	▲ 4.6%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Portland Region

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	1,898.8	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,835.6	3,761.6	3,906.3	4,004.9	2.5%	-2.6%
Other Travel*	709.9	1,222.9	1,298.2	1,375.7	1,514.6	535.6	928.2	1,529.3	1,480.5	1,467.8	-0.9%	-3.1%
TOTAL	2,608.7	4,866.6	5,138.8	5,373.1	5,624.6	2,179.9	3,763.8	5,290.9	5,386.8	5,472.7	1.6%	-2.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	1,009.1	2,189.9	2,327.5	2,421.9	2,488.8	894.9	1,549.9	2,183.8	2,324.2	2,410.2	3.7%	-3.2%
Hotel, Motel**							1,423.9	2,056.9	2,194.5	2,270.7	3.5%	
STVR**							126.0	126.9	129.7	139.6	7.6%	
Private Home	547.6	919.7	955.8	996.8	1,024.2	507.3	836.6	1,060.2	1,046.6	1,052.5	0.6%	2.8%
Campground	14.2	21.2	21.3	22.3	23.2	18.9	14.2	16.8	17.7	17.3	-2.5%	-25.6%
Second Home	6.0	8.8	9.1	9.5	9.8	7.3	8.3	9.1	9.4	9.5	1.5%	-2.8%
Day Travel	321.9	504.1	526.9	546.9	564.0	215.8	426.7	491.7	508.4	515.4	1.4%	-8.6%
TOTAL	1,898.8	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,835.6	3,761.6	3,906.3	4,004.9	2.5%	-2.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	330.5	886.2	943.8	962.9	977.2	368.7	621.4	807.6	871.6	903.7	3.7%	-7.5%
Food Service	399.0	814.8	866.5	907.7	956.2	416.2	702.4	842.6	939.9	1,002.2	6.6%	4.8%
Food Stores	85.1	144.3	146.8	148.8	153.1	87.1	144.8	166.1	175.5	179.2	2.1%	17.0%
Local Tran. & Gas	285.3	483.7	523.0	573.1	580.3	284.9	458.4	645.7	630.5	617.2	-2.1%	6.4%
Arts, Ent. & Rec.	154.8	226.0	234.1	239.3	245.2	65.5	106.6	119.9	129.5	132.5	2.3%	-45.9%
Retail Sales	271.5	375.3	384.0	388.4	396.4	190.1	328.4	375.5	385.6	385.2	-0.1%	-2.8%
Visitor Air Tran.	372.5	713.5	742.3	777.2	801.6	231.8	473.8	804.2	773.5	784.9	1.5%	-2.1%
TOTAL	1,898.8	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,835.6	3,761.6	3,906.3	4,004.9	2.5%	-2.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Portland Region

Direct Travel Impacts Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	270.3	615.0	665.4	725.9	780.9	523.1	572.2	804.5	888.9	913.9	2.8%	17.0%
Arts, Ent. & Rec.	44.0	75.4	80.1	84.4	89.6	60.3	62.8	86.3	90.3	93.6	3.6%	4.4%
Retail**	46.1	75.1	79.7	83.8	86.6	81.3	82.2	96.6	99.3	99.9	0.6%	15.3%
Ground Tran.	29.1	47.2	50.7	52.4	57.0	49.8	48.8	65.8	69.5	74.1	6.6%	29.9%
Visitor Air Tran.	81.0	144.9	162.9	175.2	177.3	151.4	155.0	172.1	192.3	200.8	4.4%	13.3%
Other Travel*	173.4	281.5	314.6	336.8	374.8	277.4	286.1	344.1	385.1	393.5	2.2%	5.0%
TOTAL	643.8	1,239.1	1,353.4	1,458.5	1,566.2	1,143.3	1,207.1	1,569.3	1,725.4	1,775.7	2.9%	13.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	13,470	21,280	21,780	22,360	22,770	15,390	15,990	20,550	21,990	22,060	0.3%	-3.1%
Arts, Ent. & Rec.	2,180	3,030	3,090	3,080	3,150	1,930	2,000	2,790	2,870	3,040	5.9%	-3.4%
Retail**	1,910	2,450	2,560	2,580	2,570	2,220	2,160	2,410	2,380	2,350	-1.3%	-8.5%
Ground Tran.	1,270	1,360	1,410	1,400	1,450	1,380	1,290	1,510	1,480	1,510	2.0%	3.7%
Visitor Air Tran.	1,810	1,980	2,000	2,110	2,100	1,770	1,790	1,750	1,810	1,810	-0.2%	-14.0%
Other Travel*	4,280	4,430	4,440	4,690	4,870	3,660	3,670	3,970	4,140	4,090	-1.3%	-16.0%
TOTAL	24,920	34,530	35,290	36,220	36,910	26,360	26,900	32,990	34,670	34,860	0.5%	-5.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	48.9	125.3	133.9	137.3	139.0	61.3	88.0	119.4	139.0	143.0	2.9%	2.9%
State Tax Receipts	55.0	108.9	125.0	132.1	138.9	86.2	104.0	130.2	138.1	142.6	3.2%	2.6%
TOTAL	103.9	234.2	258.9	269.5	277.9	147.4	191.9	249.7	277.1	285.6	3.1%	2.8%

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***"Retail" includes gasoline station earnings and employment.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

Portland Region

Overnight Visitation

Overnight visitor volume for Portland Region region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$271	\$650	\$569	\$1,400	2.1	2.5
Private Home	\$67	\$243	\$131	\$491	2.0	3.7
Other Overnight	\$42	\$170	\$124	\$503	2.9	4.0
All Overnight	\$131	\$406	\$269	\$860	2.1	3.2

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	9,715,160	10,174,440	10,262,980	4,177,810	4,513,160	4,718,170
Private Home	15,783,640	15,737,250	15,806,490	8,309,180	8,128,330	8,018,900
Other Overnight	563,530	602,870	630,700	214,830	216,640	215,170
All Overnight	26,062,330	26,514,560	26,700,170	12,701,830	12,858,130	12,952,240

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	3,898,970	4,082,380	4,105,140	1,658,990	1,789,350	1,861,610
Private Home	3,989,880	4,138,820	4,332,000	2,055,440	2,089,360	2,144,730
Other Overnight	141,850	151,270	157,470	53,520	53,820	53,220
All Overnight	8,030,700	8,372,470	8,594,600	3,767,950	3,932,520	4,059,550

Southern Oregon

Direct Travel Impact Insights, 2024p

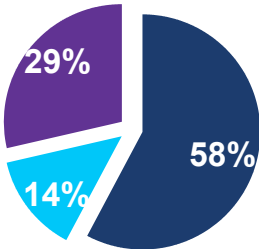
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$148,443
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$291
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	7%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

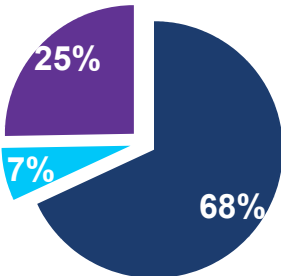
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight-Visitor Spending

Southern Oregon



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Southern Oregon

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	717.2	1,001.6	1,055.0	1,097.8	1,132.5	708.0	1,217.6	1,420.0	1,406.7	1,413.2	▲ 0.5%	▲ 3.3%
Other	54.6	84.5	93.9	103.0	105.4	45.4	89.3	129.1	121.9	118.6	▼ -2.7%	▲ 3.8%
Visitor	662.6	917.1	961.1	994.7	1,027.0	662.6	1,128.3	1,290.9	1,284.7	1,294.6	▲ 0.8%	▲ 3.2%
Earnings (\$Millions)												
Earnings	186.6	283.9	306.0	325.5	339.6	310.7	344.0	400.9	415.5	429.3	▲ 3.3%	▲ 4.0%
Employment (Jobs)												
Employment	10,850	11,680	12,070	12,370	12,510	10,980	11,740	12,880	12,930	12,880	▼ -0.4%	▲ 0.8%
Tax Revenue (\$Millions)												
Total	25.2	41.7	46.5	48.2	49.6	38.5	52.6	59.0	58.1	59.4	▲ 2.2%	▲ 4.2%
Local	6.9	13.4	14.2	14.7	15.0	12.1	18.5	20.5	19.7	20.0	▲ 1.4%	▲ 5.2%
State	18.3	28.3	32.2	33.5	34.5	26.4	34.1	38.4	38.4	39.4	▲ 2.7%	▲ 3.7%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Southern Oregon

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	662.6	917.1	961.1	994.7	1,027.0	662.6	1,128.3	1,290.9	1,284.7	1,294.6	0.8%	26.1%
Other Travel*	54.6	84.5	93.9	103.0	105.4	45.4	89.3	129.1	121.9	118.6	-2.7%	12.5%
TOTAL	717.2	1,001.6	1,055.0	1,097.8	1,132.5	708.0	1,217.6	1,420.0	1,406.7	1,413.2	0.5%	24.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	280.0	419.2	447.4	460.1	473.8	331.9	532.2	601.7	585.1	591.4	1.1%	24.8%
Hotel, Motel**							475.6	536.1	512.3	517.7	1.1%	
STVR**							56.6	65.6	72.8	73.7	1.1%	
Private Home	156.8	223.6	232.2	242.5	250.5	149.2	269.8	293.7	292.6	292.6	0.0%	16.8%
Campground	49.8	62.0	62.6	65.5	68.2	62.5	98.6	112.7	118.4	119.4	0.9%	75.1%
Second Home	12.8	17.7	18.1	18.9	19.3	15.7	18.4	20.3	21.0	21.2	0.9%	9.5%
Day Travel	163.3	194.6	200.7	207.9	215.2	103.3	209.3	262.5	267.6	270.1	0.9%	25.5%
TOTAL	662.6	917.1	961.1	994.7	1,027.0	662.6	1,128.3	1,290.9	1,284.7	1,294.6	0.8%	26.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	118.0	183.7	194.3	192.3	195.4	162.6	264.3	279.1	269.5	270.6	0.4%	38.4%
Food Service	162.0	252.4	265.4	275.4	290.8	192.7	319.7	357.9	373.9	391.3	4.7%	34.5%
Food Stores	65.3	89.8	90.0	91.3	94.5	67.5	116.7	134.2	139.0	140.8	1.2%	49.0%
Local Tran. & Gas	80.4	113.5	125.3	142.8	145.0	74.9	143.5	191.0	176.8	165.8	-6.2%	14.3%
Arts, Ent. & Rec.	106.6	120.3	122.9	125.0	128.4	66.8	109.9	121.5	125.0	125.8	0.6%	-2.0%
Retail Sales	106.9	115.9	117.3	118.0	120.8	75.5	133.5	149.3	146.3	144.0	-1.5%	19.2%
Visitor Air Tran.	23.5	41.5	45.9	50.0	52.0	22.6	40.7	57.8	54.3	56.4	3.9%	8.4%
TOTAL	662.6	917.1	961.1	994.7	1,027.0	662.6	1,128.3	1,290.9	1,284.7	1,294.6	0.8%	26.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Southern Oregon

Direct Travel Impacts Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	119.6	195.3	212.3	227.9	236.8	210.0	233.8	272.7	285.2	293.6	3.0%	24.0%
Arts, Ent. & Rec.	32.3	41.2	43.1	45.0	47.9	41.0	45.0	57.8	58.6	63.1	7.8%	31.8%
Retail**	23.7	31.3	32.8	34.4	35.7	42.7	46.3	47.9	48.1	47.9	-0.3%	34.3%
Ground Tran.	3.4	5.3	5.6	6.0	6.6	6.1	7.5	9.6	9.8	10.4	6.1%	59.0%
Visitor Air Tran.	1.6	3.2	3.9	3.9	4.0	3.7	3.6	3.9	4.2	4.5	5.4%	11.1%
Other Travel*	6.1	7.7	8.4	8.4	8.7	7.2	7.8	9.0	9.7	9.8	1.1%	12.4%
TOTAL	186.6	283.9	306.0	325.5	339.6	310.7	344.0	400.9	415.5	429.3	3.3%	26.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	6,790	7,810	8,080	8,290	8,350	7,180	7,730	8,530	8,580	8,460	-1.4%	1.4%
Arts, Ent. & Rec.	2,390	2,210	2,300	2,350	2,430	1,970	2,080	2,420	2,470	2,610	5.7%	7.6%
Retail**	1,210	1,240	1,270	1,300	1,300	1,440	1,500	1,470	1,430	1,360	-4.5%	4.9%
Ground Tran.	150	150	150	160	160	160	190	220	210	210	1.4%	28.8%
Visitor Air Tran.	50	70	70	70	70	60	60	60	60	60	0.7%	-15.7%
Other Travel*	260	210	200	200	200	170	180	180	180	180	-3.6%	-12.7%
TOTAL	10,850	11,680	12,070	12,370	12,510	10,980	11,740	12,880	12,930	12,880	-0.4%	3.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.9	13.4	14.2	14.7	15.0	12.1	18.5	20.5	19.7	20.0	1.4%	32.9%
State Tax Receipts	18.3	28.3	32.2	33.5	34.5	26.4	34.1	38.4	38.4	39.4	2.7%	14.0%
TOTAL	25.2	41.7	46.5	48.2	49.6	38.5	52.6	59.0	58.1	59.4	2.2%	19.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

***"Retail" includes gasoline station earnings and employment.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

Southern Oregon

Overnight Visitation

Overnight visitor volume for Southern Oregon region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$183	\$405	\$435	\$974	2.4	2.2
Private Home	\$49	\$174	\$122	\$443	2.5	3.6
Other Overnight	\$41	\$157	\$141	\$535	3.4	3.8
All Overnight	\$77	\$241	\$205	\$639	2.7	3.1

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	4,229,340	4,005,250	3,954,090	1,640,620	1,589,190	1,612,210
Private Home	5,975,630	5,963,310	5,989,550	2,505,390	2,432,480	2,399,290
Other Overnight	2,967,620	3,189,820	3,392,850	974,590	988,290	995,190
All Overnight	13,172,580	13,158,380	13,336,490	5,120,590	5,009,960	5,006,690

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,813,340	1,700,120	1,668,330	701,140	674,150	680,740
Private Home	1,542,600	1,602,440	1,678,240	633,950	642,470	660,150
Other Overnight	794,560	848,600	896,760	260,550	262,570	262,730
All Overnight	4,150,500	4,151,170	4,243,320	1,595,650	1,579,190	1,603,610

Central Oregon

Direct Travel Impact Insights, 2024p

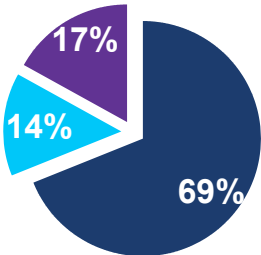
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$174,833
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$601
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	11%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
**"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

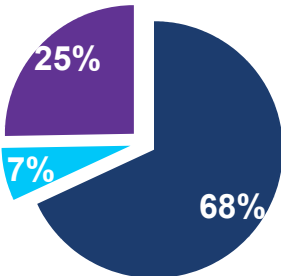
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight-Visitor Spending

Central Oregon



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Central Oregon

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	401.0	852.5	902.2	964.4	1,021.9	680.3	1,056.9	1,319.4	1,289.9	1,287.4	▼ -0.2%	▲ 5.7%
Other	25.8	63.2	71.6	84.5	86.7	38.0	72.6	119.6	115.7	121.6	▲ 5.1%	▲ 7.7%
Visitor	375.2	789.3	830.5	879.8	935.2	642.3	984.3	1,199.8	1,174.2	1,165.7	▼ -0.7%	▲ 5.5%
Earnings (\$Millions)												
Earnings	100.8	232.5	249.7	277.7	292.0	258.0	295.5	352.1	391.8	407.8	▲ 4.1%	▲ 6.9%
Employment (Jobs)												
Employment	5,750	9,260	9,390	9,970	10,000	8,370	9,130	10,110	10,650	10,730	▲ 0.7%	▲ 3.0%
Tax Revenue (\$Millions)												
Total	16.3	36.2	40.7	43.2	47.5	41.6	54.0	63.1	62.6	63.6	▲ 1.6%	▲ 6.7%
Local	6.9	14.1	15.0	15.6	18.2	18.3	24.8	28.7	27.0	27.1	▲ 0.4%	▲ 6.7%
State	9.4	22.1	25.7	27.7	29.3	23.3	29.3	34.4	35.6	36.5	▲ 2.5%	▲ 6.7%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Central Oregon

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	375.2	789.3	830.5	879.8	935.2	642.3	984.3	1,199.8	1,174.2	1,165.7	-0.7%	24.7%
Other Travel*	25.8	63.2	71.6	84.5	86.7	38.0	72.6	119.6	115.7	121.6	5.1%	40.3%
TOTAL	401.0	852.5	902.2	964.4	1,021.9	680.3	1,056.9	1,319.4	1,289.9	1,287.4	-0.2%	26.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	173.0	451.7	476.5	505.0	544.1	383.4	611.0	729.0	696.8	688.6	-1.2%	26.6%
Hotel, Motel**							358.6	468.3	444.0	444.8	0.2%	
STVR**							252.4	260.7	252.8	243.8	-3.6%	
Private Home	61.7	115.4	124.1	133.1	139.8	101.8	145.1	169.0	169.8	170.9	0.7%	22.3%
Campground	39.2	49.6	50.1	52.3	54.6	52.8	65.1	79.9	81.9	81.8	-0.1%	49.8%
Second Home	29.3	46.5	48.8	50.7	51.9	42.2	52.4	57.6	59.5	60.2	1.1%	15.9%
Day Travel	72.0	126.1	131.0	138.6	144.8	62.2	110.7	164.3	166.2	164.2	-1.2%	13.4%
TOTAL	375.2	789.3	830.5	879.8	935.2	642.3	984.3	1,199.8	1,174.2	1,165.7	-0.7%	24.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	88.9	227.5	239.9	246.7	270.5	250.5	394.2	452.9	426.2	426.0	0.0%	57.5%
Food Service	90.6	214.8	224.9	240.4	258.0	141.6	202.6	246.3	256.4	261.4	2.0%	1.3%
Food Stores	37.8	66.0	66.5	68.6	71.6	57.2	86.6	105.4	108.5	106.9	-1.4%	49.4%
Local Tran. & Gas	36.3	71.7	79.4	92.1	95.1	51.5	86.7	119.5	110.7	100.7	-9.0%	5.8%
Arts, Ent. & Rec.	53.7	88.8	90.9	94.8	97.6	61.4	79.2	94.7	96.8	96.2	-0.7%	-1.4%
Retail Sales	57.2	88.9	90.1	92.9	96.6	61.3	91.6	111.6	109.4	105.1	-3.9%	8.9%
Visitor Air Tran.	10.8	31.6	38.8	44.2	45.8	18.7	43.4	69.4	66.3	69.4	4.6%	51.4%
TOTAL	375.2	789.3	830.5	879.8	935.2	642.3	984.3	1,199.8	1,174.2	1,165.7	-0.7%	24.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Central Oregon

Direct Travel Impacts Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	68.0	167.8	181.6	202.2	212.4	181.5	211.7	259.5	291.7	306.2	5.0%	44.1%
Arts, Ent. & Rec.	15.8	32.4	34.0	38.6	41.1	33.2	37.8	42.6	49.1	51.3	4.5%	24.9%
Retail**	12.4	22.4	23.5	25.1	26.2	32.7	36.2	37.9	37.8	36.9	-2.5%	40.6%
Ground Tran.	1.5	3.4	3.6	3.9	4.3	3.7	3.8	4.7	5.0	5.2	3.2%	21.0%
Visitor Air Tran.	0.4	1.0	1.1	1.2	1.2	1.1	1.2	1.3	1.4	1.4	0.9%	15.4%
Other Travel*	2.7	5.6	5.8	6.6	6.8	5.7	4.8	6.1	6.8	6.9	1.8%	1.6%
TOTAL	100.8	232.5	249.7	277.7	292.0	258.0	295.5	352.1	391.8	407.8	4.1%	39.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,740	6,230	6,310	6,640	6,630	5,440	6,040	6,840	7,310	7,410	1.4%	11.7%
Arts, Ent. & Rec.	1,180	1,890	1,930	2,120	2,160	1,610	1,750	1,960	2,040	2,070	1.5%	-3.9%
Retail**	640	870	880	920	920	1,050	1,110	1,060	1,060	1,010	-4.6%	9.7%
Ground Tran.	60	90	100	100	100	90	90	100	90	90	-2.1%	-10.9%
Visitor Air Tran.	20	30	30	30	30	30	30	30	30	20	-3.5%	-12.4%
Other Travel*	110	160	150	170	160	140	120	120	130	130	-1.2%	-22.8%
TOTAL	5,750	9,260	9,390	9,970	10,000	8,370	9,130	10,110	10,650	10,730	0.8%	7.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.9	14.1	15.0	15.6	18.2	18.3	24.8	28.7	27.0	27.1	0.4%	49.0%
State Tax Receipts	9.4	22.1	25.7	27.7	29.3	23.3	29.3	34.4	35.6	36.5	2.5%	24.5%
TOTAL	16.3	36.2	40.7	43.2	47.5	41.6	54.0	63.1	62.6	63.6	1.6%	33.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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***"Retail" includes gasoline station earnings and employment.

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Central Oregon

Overnight Visitation

Overnight visitor volume for Central Oregon region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$316	\$683	\$738	\$1,623	2.3	2.2
Private Home	\$53	\$185	\$126	\$455	2.4	3.6
Other Overnight	\$38	\$142	\$124	\$465	3.3	3.8
All Overnight	\$93	\$293	\$249	\$784	2.7	3.2

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	4,431,350	4,175,010	3,850,320	1,679,880	1,611,440	1,523,710
Private Home	3,166,350	3,198,280	3,212,360	1,395,100	1,377,160	1,359,260
Other Overnight	3,380,180	3,548,450	3,760,140	1,152,490	1,142,830	1,147,010
All Overnight	10,977,870	10,921,750	10,822,810	4,227,470	4,131,440	4,029,980

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,725,570	1,610,750	1,495,770	656,070	625,440	596,550
Private Home	840,400	883,680	925,420	355,800	365,840	375,880
Other Overnight	907,670	948,560	1,000,720	309,090	305,190	305,030
All Overnight	3,473,640	3,442,990	3,421,910	1,320,960	1,296,460	1,277,470

Eastern Oregon

Direct Travel Impact Insights, 2024p

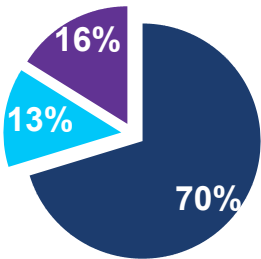
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$116,359
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$333
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	8%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 8% of the population is added to the amount of people in the area.

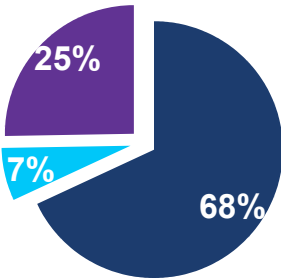
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight-Visitor Spending

Eastern Oregon



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Eastern Oregon

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	284.2	354.1	382.0	398.9	412.0	258.0	410.4	543.3	538.3	540.4	▲ 0.4%	▲ 3.1%
Other	9.6	11.5	13.9	15.4	16.3	7.6	13.4	19.2	17.6	15.6	▼ -11.3%	▲ 2.3%
Visitor	274.6	342.6	368.2	383.4	395.7	250.4	397.0	524.2	520.6	524.8	▲ 0.8%	▲ 3.1%
Earnings (\$Millions)												
Earnings	79.5	117.0	123.4	134.6	142.3	130.8	146.4	176.1	182.8	189.4	▲ 3.6%	▲ 4.2%
Employment (Jobs)												
Employment	5,630	5,750	5,960	6,180	6,340	5,520	6,000	6,870	6,940	7,010	▲ 1.0%	▲ 1.0%
Tax Revenue (\$Millions)												
Total	9.7	15.2	17.3	18.0	18.7	14.9	19.8	24.6	24.0	24.6	▲ 2.5%	▲ 4.5%
Local	2.2	4.2	4.8	4.8	5.0	4.3	6.3	8.3	7.7	7.9	▲ 2.4%	▲ 6.2%
State	7.5	10.9	12.5	13.2	13.7	10.6	13.5	16.3	16.3	16.7	▲ 2.6%	▲ 3.9%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Eastern Oregon

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	274.6	342.6	368.2	383.4	395.7	250.4	397.0	524.2	520.6	524.8	0.8%	32.6%
Other Travel*	9.6	11.5	13.9	15.4	16.3	7.6	13.4	19.2	17.6	15.6	-11.3%	-4.2%
TOTAL	284.2	354.1	382.0	398.9	412.0	258.0	410.4	543.3	538.3	540.4	0.4%	31.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	109.8	156.0	173.7	181.0	187.9	121.6	220.1	290.0	279.9	285.0	1.8%	51.7%
Hotel, Motel**							200.1	268.1	254.5	259.0	1.7%	
STVR**							20.0	21.9	25.3	26.1	2.9%	
Private Home	40.1	51.5	54.1	56.2	57.0	48.1	61.0	64.5	65.4	65.4	0.0%	14.7%
Campground	29.8	38.0	38.4	40.1	41.8	31.5	35.7	39.7	43.2	41.0	-5.0%	-1.7%
Second Home	8.6	11.0	11.3	11.8	12.0	10.1	11.7	12.8	13.3	13.4	1.2%	11.5%
Day Travel	86.3	86.0	90.7	94.4	97.0	39.1	68.6	117.0	118.9	119.9	0.8%	23.5%
TOTAL	274.6	342.6	368.2	383.4	395.7	250.4	397.0	524.2	520.6	524.8	0.8%	32.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	49.4	82.5	91.9	93.4	97.0	71.8	120.8	151.9	145.6	148.7	2.2%	53.3%
Food Service	67.8	91.9	98.6	103.4	108.6	72.0	111.6	149.1	154.8	161.0	4.0%	48.3%
Food Stores	31.1	38.7	39.3	39.9	41.0	26.6	36.0	45.5	47.6	47.3	-0.6%	15.3%
Local Tran. & Gas	30.7	38.2	43.0	49.1	49.7	26.1	47.6	68.9	63.4	58.5	-7.9%	17.7%
Arts, Ent. & Rec.	53.1	52.2	54.6	55.9	57.1	31.3	46.8	63.5	64.7	65.0	0.5%	13.8%
Retail Sales	41.6	38.9	40.0	40.5	41.2	22.2	33.4	44.3	43.4	42.5	-2.2%	3.1%
Visitor Air Tran.	0.8	0.2	0.6	1.2	1.1	0.4	0.9	1.0	1.1	1.8	57.9%	60.6%
TOTAL	274.6	342.6	368.2	383.4	395.7	250.4	397.0	524.2	520.6	524.8	0.8%	32.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Eastern Oregon

Direct Travel Impacts Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	51.9	83.0	87.1	97.1	102.7	92.6	105.3	127.5	133.8	139.8	4.5%	36.1%
Arts, Ent. & Rec.	14.8	18.4	19.8	20.3	21.5	19.5	21.5	27.0	27.0	27.6	2.2%	28.1%
Retail**	10.3	12.2	12.9	13.4	13.9	15.0	15.9	16.9	17.1	16.9	-1.3%	21.2%
Ground Tran.	1.4	1.8	2.0	2.1	2.3	2.0	2.0	2.7	2.8	3.0	6.1%	32.6%
Visitor Air Tran.	0.2	0.5	0.2	0.4	0.3	0.3	0.5	0.4	0.5	0.8	53.3%	149.6%
Other Travel*	1.0	1.0	1.4	1.3	1.6	1.4	1.3	1.6	1.6	1.3	-16.1%	-16.4%
TOTAL	79.5	117.0	123.4	134.6	142.3	130.8	146.4	176.1	182.8	189.4	3.6%	33.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,330	3,600	3,710	3,930	4,000	3,450	3,790	4,360	4,410	4,500	2.1%	12.5%
Arts, Ent. & Rec.	1,600	1,510	1,590	1,580	1,650	1,400	1,540	1,820	1,850	1,860	0.1%	12.2%
Retail**	570	530	550	550	550	560	570	570	560	530	-4.4%	-3.0%
Ground Tran.	60	50	50	50	50	50	50	60	50	50	0.6%	-2.3%
Visitor Air Tran.	10	10	10	10	10	10	10	10	10	10	46.5%	89.5%
Other Travel*	60	60	60	60	70	60	50	60	50	50	-12.2%	-29.3%
TOTAL	5,630	5,750	5,960	6,180	6,340	5,520	6,000	6,870	6,940	7,010	1.0%	10.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.2	4.2	4.8	4.8	5.0	4.3	6.3	8.3	7.7	7.9	2.4%	58.4%
State Tax Receipts	7.5	10.9	12.5	13.2	13.7	10.6	13.5	16.3	16.3	16.7	2.6%	21.7%
TOTAL	9.7	15.2	17.3	18.0	18.7	14.9	19.8	24.6	24.0	24.6	2.5%	31.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

***"Retail" includes gasoline station earnings and employment.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

Eastern Oregon

Overnight Visitation

Overnight visitor volume for Eastern Oregon region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$139	\$276	\$342	\$676	2.5	2.0
Private Home	\$33	\$100	\$84	\$258	2.6	3.1
Other Overnight	\$41	\$147	\$139	\$491	3.4	3.5
All Overnight	\$72	\$190	\$193	\$498	2.7	2.6

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	2,540,510	2,351,100	2,303,130	966,420	918,090	925,160
Private Home	1,995,970	1,992,680	2,001,450	810,550	792,960	780,760
Other Overnight	1,176,210	1,290,780	1,313,830	392,420	405,920	391,930
All Overnight	5,712,690	5,634,570	5,618,410	2,169,380	2,116,970	2,097,860

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,238,650	1,134,520	1,108,230	472,450	445,020	447,810
Private Home	598,190	621,490	650,690	242,990	247,380	253,900
Other Overnight	335,170	365,220	370,620	112,230	115,300	111,020
All Overnight	2,172,010	2,121,230	2,129,530	827,660	807,700	812,730

Mt. Hood & Columbia River Gorge

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$132,192
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$39
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$704
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	11%

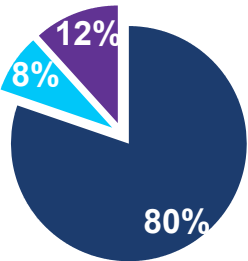
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

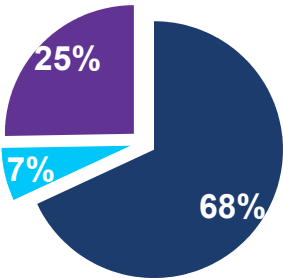
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight-Visitor Spending

Mt. Hood & Columbia River Gorge



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Mt. Hood & Columbia River Gorge

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	230.9	400.2	421.5	430.7	446.7	241.0	439.7	503.5	515.0	523.2	▲ 1.6%	▲ 4.0%
Other	11.1	17.2	15.5	17.1	17.6	13.1	14.5	20.7	24.2	24.4	▲ 0.8%	▲ 3.8%
Visitor	219.9	383.0	406.0	413.6	429.1	227.9	425.1	482.7	490.8	498.8	▲ 1.6%	▲ 4.0%
Earnings (\$Millions)												
Earnings	61.2	117.4	124.6	132.6	148.7	126.6	151.1	185.7	196.6	201.1	▲ 2.3%	▲ 5.8%
Employment (Jobs)												
Employment	3,590	4,850	4,970	5,000	5,300	4,290	4,940	5,700	5,820	5,880	▲ 0.9%	▲ 2.4%
Tax Revenue (\$Millions)												
Total	7.7	17.0	19.2	19.7	20.8	15.7	23.6	26.3	26.5	27.3	▲ 3.0%	▲ 6.2%
Local	2.3	6.3	6.8	6.8	6.9	5.6	9.9	10.4	10.1	10.5	▲ 3.8%	▲ 7.6%
State	5.5	10.8	12.4	12.9	13.8	10.1	13.7	16.0	16.4	16.8	▲ 2.5%	▲ 5.5%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Mt. Hood & Columbia River Gorge

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	219.9	383.0	406.0	413.6	429.1	227.9	425.1	482.7	490.8	498.8	1.6%	16.2%
Other Travel*	11.1	17.2	15.5	17.1	17.6	13.1	14.5	20.7	24.2	24.4	0.8%	38.3%
TOTAL	230.9	400.2	421.5	430.7	446.7	241.0	439.7	503.5	515.0	523.2	1.6%	17.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	80.7	183.8	199.7	202.5	209.9	121.4	238.3	257.7	259.0	268.4	3.6%	27.9%
Hotel, Motel**							131.5	152.5	156.6	161.2	2.9%	
STVR**							106.8	105.1	102.5	107.2	4.6%	
Private Home	25.9	38.4	39.3	40.3	41.5	28.8	36.6	39.3	39.6	39.4	-0.5%	-5.0%
Campground	14.3	21.6	21.8	22.7	23.6	17.9	14.5	16.9	18.0	14.8	-17.4%	-37.2%
Second Home	5.5	7.9	8.1	8.5	8.7	7.1	10.1	11.1	11.4	11.6	1.1%	33.4%
Day Travel	93.5	131.4	137.0	139.6	145.5	52.6	125.6	157.7	162.8	164.6	1.2%	13.2%
TOTAL	219.9	383.0	406.0	413.6	429.1	227.9	425.1	482.7	490.8	498.8	1.6%	16.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	35.4	94.5	102.0	102.3	105.0	74.0	145.4	152.9	149.5	155.2	3.8%	47.8%
Food Service	61.0	114.7	122.3	125.4	132.8	63.6	113.5	131.0	141.1	148.0	4.9%	11.4%
Food Stores	20.4	32.4	32.8	32.9	34.2	21.4	38.5	45.1	47.1	46.9	-0.3%	37.4%
Local Tran. & Gas	20.9	34.6	38.9	43.5	44.3	21.7	41.6	54.7	52.2	48.7	-6.7%	10.0%
Arts, Ent. & Rec.	34.9	47.8	49.7	49.7	51.3	18.1	27.9	31.8	33.5	33.6	0.4%	-34.5%
Retail Sales	47.3	59.0	60.3	59.9	61.5	29.0	58.3	67.3	67.4	66.4	-1.5%	8.0%
TOTAL	219.9	383.0	406.0	413.6	429.1	227.9	425.1	482.7	490.8	498.8	1.6%	16.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Mt. Hood & Columbia River Gorge

Direct Travel Impacts Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	38.1	80.8	86.9	93.7	107.5	91.3	111.5	137.9	146.1	149.7	2.5%	39.3%
Arts, Ent. & Rec.	10.3	17.0	18.1	18.5	19.8	14.9	16.4	21.1	21.6	22.0	1.6%	10.8%
Retail**	8.4	12.7	13.4	13.9	14.4	14.1	17.2	18.6	18.8	18.7	-0.3%	29.6%
Ground Tran.	0.9	1.7	1.9	1.9	2.1	1.7	2.0	2.4	2.7	2.9	8.1%	38.1%
Other Travel*	3.5	5.3	4.3	4.6	4.9	4.6	3.9	5.6	7.4	7.8	5.5%	61.0%
TOTAL	61.2	117.4	124.6	132.6	148.7	126.6	151.1	185.7	196.6	201.1	2.3%	35.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,320	3,270	3,370	3,410	3,670	3,070	3,620	4,160	4,270	4,290	0.6%	16.8%
Arts, Ent. & Rec.	700	920	950	940	970	630	660	860	880	920	4.1%	-5.3%
Retail**	410	490	510	510	510	470	560	570	550	540	-1.7%	5.5%
Ground Tran.	40	50	50	50	50	40	50	50	50	50	2.5%	1.7%
Other Travel*	110	120	90	100	100	70	50	70	70	70	0.4%	-25.5%
TOTAL	3,590	4,850	4,970	5,000	5,300	4,290	4,940	5,700	5,820	5,880	1.0%	10.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.3	6.3	6.8	6.8	6.9	5.6	9.9	10.4	10.1	10.5	3.8%	51.2%
State Tax Receipts	5.5	10.8	12.4	12.9	13.8	10.1	13.7	16.0	16.4	16.8	2.5%	21.4%
TOTAL	7.7	17.0	19.2	19.7	20.8	15.7	23.6	26.3	26.5	27.3	3.0%	31.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

***"Retail" includes gasoline station earnings and employment.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

Mt. Hood & Columbia River Gorge

Overnight Visitation

Overnight visitor volume for Mt. Hood & Columbia River Gorge region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$237	\$506	\$547	\$1,196	2.3	2.2
Private Home	\$33	\$112	\$79	\$280	2.4	3.6
Other Overnight	\$39	\$150	\$127	\$490	3.3	3.9
All Overnight	\$82	\$246	\$213	\$635	2.6	3.0

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	2,189,640	2,170,050	2,178,690	833,470	840,360	859,500
Private Home	1,210,080	1,203,290	1,208,590	520,270	507,920	501,220
Other Overnight	655,980	707,000	677,450	223,850	227,510	207,840
All Overnight	4,055,700	4,080,340	4,064,730	1,577,590	1,575,800	1,568,560

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	842,940	834,140	834,590	321,390	324,630	331,920
Private Home	323,430	334,730	350,540	135,000	137,010	140,770
Other Overnight	172,410	185,070	176,070	58,680	59,420	53,900
All Overnight	1,338,790	1,353,940	1,361,210	515,080	521,050	526,590



County Impacts

2024p

This section provides detailed county estimates, as well as a number of summary tables. In interpreting these estimates, readers are advised that:

- Monetary values are expressed in nominal dollars (no inflation adjustment).
- Estimates measure direct impacts only.
- Counties with small populations and economies are less reliable than estimates for more populous and economically diverse areas.
- Total employment provided by the Bureau of Economic Analysis is an estimate in itself and covers the total amount of jobs, not the number of residents that work.
- Clackamas, Douglas, Lane, Multnomah, and Wasco counties are split into multiple travel regions. This breakdown is provided only on the county summary tables due to data limitations.
- Gilliam and Sherman counties are combined into a single region in the detailed reporting due to their relative size and nature of travel activity in that area.

County level travel estimates utilize the best information available at the time of the report and are subject to revision. All job estimates presented reflect total count of jobs and are not modified to be full time equivalent. It is important to note that job growth could reflect a decrease in full time positions and an increase in part time. Spending and job growth are not in a 1:1 relationship, job growth tends to lag behind changes in spending.

Starting with 2021, spending estimates for short term vacation rentals are broken out from our summary figure. These breakouts are subject to revision as more information becomes available regarding this type of lodging.

Visitor volume figures are presented in four measures: person-trips, person-nights, party-trips, and party-nights. These measures can move in different directions based on changes to estimated party size and length of stay. It should be stressed that direct travel spending is a more reliable metric on the health of the travel industry than visitor volume. For these and other reasons, the measures provided in this section are general indicators that should be used in conjunction with other measures of local economic activity.

County

Direct Travel Impacts, 2024p

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Baker	\$70.3	\$19.1	810	\$1,022	\$1,920	\$2,942
Benton	\$180.5	\$50.3	1,950	\$3,886	\$5,528	\$9,414
Clackamas	\$663.4	\$293.9	7,820	\$6,105	\$25,834	\$31,940
East Clackamas	\$117.2	\$54.2	1,450	\$1,045	\$4,329	\$5,375
West Clackamas	\$418.7	\$200.9	5,270	\$5,060	\$17,184	\$22,244
South Clackamas	\$127.5	\$38.8	1,090	\$0	\$4,321	\$4,321
Clatsop	\$573.0	\$268.6	7,270	\$12,933	\$19,503	\$32,436
Columbia	\$46.8	\$19.8	840	\$159	\$2,105	\$2,264
Coos	\$348.4	\$123.6	3,770	\$4,444	\$10,948	\$15,392
Crook	\$55.0	\$22.6	680	\$391	\$1,861	\$2,252
Curry	\$229.3	\$77.3	2,310	\$1,547	\$6,018	\$7,565
Deschutes	\$1,101.7	\$351.4	8,660	\$24,743	\$31,050	\$55,793
Douglas	\$316.2	\$107.6	3,590	\$2,168	\$9,698	\$11,865
East Douglas	\$244.5	\$84.1	2,810	\$1,884	\$7,817	\$9,701
West Douglas	\$71.7	\$23.4	780	\$283	\$1,880	\$2,164
Gilliam	\$5.0	\$1.1	50	\$0	\$133	\$133
Grant	\$16.0	\$3.6	180	\$148	\$415	\$563
Harney	\$27.4	\$10.8	450	\$459	\$818	\$1,276
Hood River	\$102.0	\$36.4	1,010	\$2,361	\$3,479	\$5,841
Jackson	\$730.0	\$199.3	5,630	\$12,990	\$18,365	\$31,355
Jefferson	\$115.7	\$27.4	1,160	\$1,987	\$3,095	\$5,082
Josephine	\$172.1	\$62.2	2,030	\$1,937	\$5,636	\$7,573
Klamath	\$245.8	\$79.0	2,200	\$2,960	\$7,013	\$9,973
Lake	\$20.9	\$4.7	210	\$218	\$557	\$775
Lane	\$1,371.6	\$348.2	10,470	\$20,700	\$32,249	\$52,949



County

Direct Travel Impacts, 2024p

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
East Lane	\$1,084.1	\$267.6	8,000	\$17,335	\$25,733	\$43,068
West Lane	\$287.5	\$80.6	2,470	\$3,365	\$6,516	\$9,881
Lincoln	\$712.7	\$274.6	7,850	\$19,093	\$22,700	\$41,793
Linn	\$208.6	\$62.2	2,190	\$2,952	\$7,045	\$9,997
Malheur	\$66.5	\$20.4	690	\$1,516	\$2,008	\$3,524
Marion	\$558.7	\$156.3	5,010	\$7,071	\$17,826	\$24,897
Morrow	\$17.8	\$6.2	240	\$216	\$661	\$877
Multnomah	\$4,249.5	\$1,259.5	21,400	\$122,336	\$94,459	\$216,795
East Multnomah	\$211.8	\$63.8	1,880	\$5,228	\$5,663	\$10,891
West Multnomah	\$4,037.7	\$1,195.7	19,520	\$117,107	\$88,796	\$205,904
Polk	\$234.6	\$92.1	2,940	\$133	\$6,952	\$7,085
Sherman	\$5.4	\$1.2	40	\$16	\$144	\$160
Tillamook	\$273.9	\$100.4	2,080	\$6,862	\$7,445	\$14,307
Umatilla	\$238.4	\$82.1	2,990	\$3,003	\$7,479	\$10,482
Union	\$52.8	\$21.5	710	\$1,046	\$1,663	\$2,710
Wallowa	\$36.2	\$22.1	800	\$504	\$1,335	\$1,839
Wasco	\$107.1	\$53.1	1,760	\$1,875	\$3,801	\$5,677
North Wasco	\$92.3	\$46.6	1,530	\$1,875	\$3,329	\$5,205
South Wasco	\$14.9	\$6.4	230	\$0	\$472	\$472
Washington	\$969.6	\$359.4	9,240	\$20,698	\$34,466	\$55,164
Wheeler	\$4.7	\$1.2	50	\$0	\$132	\$132
Yamhill	\$180.6	\$55.4	1,960	\$2,607	\$5,942	\$8,548

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.



County

Overnight Visitor Volume, 2024p

	Nights		Trips	
	Person	Party	Person	Party
Baker	733,400	263,230	275,810	101,290
Benton	1,679,700	652,470	750,590	294,270
Clackamas	7,492,260	3,476,430	2,656,950	1,201,960
Clatsop	3,420,110	1,261,490	1,383,910	523,040
Columbia	709,900	317,070	237,300	105,830
Coos	2,708,740	1,018,480	1,099,590	420,500
Crook	707,280	254,200	292,530	107,580
Curry	2,035,700	708,070	870,790	315,280
Deschutes	8,177,710	3,139,230	2,985,250	1,141,020
Douglas	2,716,490	989,330	1,036,930	385,170
Gilliam/Sherman	140,770	48,950	57,230	20,600
Grant	240,010	84,650	97,990	35,460
Harney	316,550	115,760	144,190	54,370
Hood River	911,750	340,590	366,220	139,450
Jackson	5,550,810	2,217,010	2,112,440	834,030
Jefferson	1,633,900	541,400	638,100	219,130
Josephine	2,009,840	755,130	749,960	285,270
Klamath	3,284,760	1,114,920	1,165,990	405,050
Lake	288,120	102,750	121,940	44,610
Lane	9,277,710	3,707,140	3,523,380	1,388,920
Lincoln	5,086,820	1,853,640	2,019,210	754,370
Linn	2,208,620	840,540	950,250	366,570
Malheur	741,350	287,340	353,510	138,890
Marion	5,764,550	2,204,810	2,150,590	829,630
Morrow	258,880	96,900	113,380	43,180

County

Overnight Visitor Volume, 2024p

	Nights		Trips	
	Person	Party	Person	Party
Multnomah	13,042,260	6,198,030	5,191,210	2,400,080
Polk	1,299,180	499,600	549,360	213,240
Tillamook	2,406,460	805,080	878,430	296,310
Umatilla	2,040,490	784,750	968,500	378,070
Union	654,020	241,740	284,010	107,410
Wallowa	407,480	146,040	177,850	65,610
Wasco	1,018,690	369,240	451,140	168,300
Washington	9,347,240	4,557,280	3,462,800	1,644,900
Wheeler	85,470	28,510	32,870	11,260
Yamhill	1,911,700	740,150	841,960	329,100

Note: The sum of trips for counties will be greater than the state trip estimate because some travelers visit multiple destinations on a single trip within Oregon.



County

All Industry and Travel Earnings & Employment, 2024p

Total earnings and employment includes all jobs and sole proprietors for all industries within a county. Travel earnings and jobs represent the direct impact estimates from this report.

County	Earnings (\$Millions)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Baker	432.8	19.1	4.4%		8,580	810	9.5%
Benton	3,983.4	50.3	1.3%		55,630	1,950	3.5%
Clackamas	18,677.4	293.9	1.6%		256,390	7,820	3.1%
Clatsop	1,648.4	268.6	16.3%		27,140	7,270	26.8%
Columbia	1,035.6	19.8	1.9%		18,960	840	4.4%
Coos	2,081.9	123.6	5.9%		32,240	3,770	11.7%
Crook	1,086.3	22.6	2.1%		11,980	680	5.7%
Curry	545.6	77.3	14.2%		10,400	2,310	22.2%
Deschutes	10,918.4	351.4	3.2%		145,470	8,660	6.0%
Douglas	3,197.5	107.6	3.4%		54,300	3,590	6.6%
Gilliam	97.2	1.1	1.2%		1,310	50	3.7%
Grant	218.5	3.6	1.6%		3,760	180	4.8%
Harney	245.2	10.8	4.4%		4,140	450	10.8%
Hood River	1,114.7	36.4	3.3%		18,820	1,010	5.4%
Jackson	8,414.6	199.3	2.4%		131,440	5,630	4.3%
Jefferson	626.2	27.4	4.4%		10,170	1,160	11.4%
Josephine	2,720.6	62.2	2.3%		45,900	2,030	4.4%
Klamath	2,093.3	79.0	3.8%		32,890	2,200	6.7%
Lake	248.4	4.7	1.9%		3,880	210	5.5%
Lane	14,794.2	348.2	2.4%		220,400	10,470	4.7%
Lincoln	1,585.2	274.6	17.3%		27,390	7,850	28.6%
Linn	4,230.3	62.2	1.5%		65,110	2,190	3.4%
Malheur	1,024.1	20.4	2.0%		18,450	690	3.7%

County

All Industry and Travel Earnings & Employment, 2024p

Total earnings and employment includes all jobs and sole proprietors for all industries within a county. Travel earnings and jobs represent the direct impact estimates from this report.

County	Earnings (\$Millions)		Percent		Employment (Jobs)		Percent
	Total	Travel			Total	Travel	
Marion	16,615.4	156.3	0.9%		218,050	5,010	2.3%
Morrow	913.5	6.2	0.7%		9,310	240	2.6%
Multnomah	56,910.0	1,259.5	2.2%		663,310	21,400	3.2%
Polk	1,790.9	92.1	5.1%		34,540	2,940	8.5%
Sherman	131.8	1.2	0.9%		1,540	40	2.4%
Tillamook	842.7	100.4	11.9%		14,670	2,080	14.2%
Umatilla	2,880.9	82.1	2.8%		42,630	2,990	7.0%
Union	848.2	21.5	2.5%		15,250	710	4.6%
Wallowa	249.1	22.1	8.9%		5,490	800	14.6%
Wasco	962.8	53.1	5.5%		15,120	1,760	11.7%
Washington	38,570.4	359.4	0.9%		412,910	9,240	2.2%
Wheeler	28.3	1.2	4.2%		890	50	5.9%
Yamhill	3,375.5	55.4	1.6%		57,910	1,960	3.4%
Oregon	205,139.5	4,674.5	2.3%		2,696,380	121,020	4.5%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates

Note: 2024 Total Employment & Earnings has been estimated by Dean Runyan Associates. Details may not add to totals due to rounding.

Baker County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$83,799
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$28
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$397
Visitor Shares	
Travel Share of Total Employment	9%
Overnight-Visitor Day Share of Resident Population*	12%

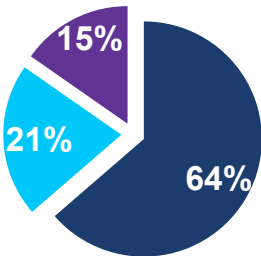
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

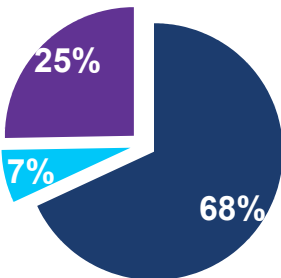
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Baker County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Baker County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	39.1	45.0	47.2	49.1	50.7	34.0	55.8	72.7	70.9	70.3	▼ -0.9%	▲ 2.8%
Other	1.4	1.9	2.0	2.3	2.4	1.1	2.1	3.0	2.8	2.5	▼ -9.2%	▲ 2.8%
Visitor	37.7	43.1	45.2	46.7	48.4	32.9	53.6	69.7	68.1	67.7	▼ -0.6%	▲ 2.8%
Earnings (\$Millions)												
Earnings	10.3	13.7	15.0	15.6	16.5	15.8	16.1	19.3	18.9	19.1	▲ 1.1%	▲ 3.0%
Employment (Jobs)												
Employment	850	700	740	740	770	770	760	880	850	810	▼ -4.1%	▼ -0.2%
Tax Revenue (\$Millions)												
Total	1.3	1.8	2.0	2.1	2.2	1.8	2.4	3.0	2.9	2.9	▲ 1.6%	▲ 4.1%
Local	0.3	0.5	0.5	0.5	0.6	0.5	0.8	1.0	1.0	1.0	▲ 3.0%	▲ 6.2%
State	1.0	1.3	1.5	1.6	1.6	1.3	1.6	2.0	1.9	1.9	▲ 0.8%	▲ 3.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Baker County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	37.7	43.1	45.2	46.7	48.4	32.9	53.6	69.7	68.1	67.7	-0.6%	40.0%
Other Travel*	1.4	1.9	2.0	2.3	2.4	1.1	2.1	3.0	2.8	2.5	-9.2%	7.5%
TOTAL	39.1	45.0	47.2	49.1	50.7	34.0	55.8	72.7	70.9	70.3	-0.9%	38.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	11.9	15.9	17.3	17.9	18.7	13.2	26.7	35.4	33.3	33.2	-0.1%	78.1%
Hotel, Motel**							23.8	30.7	28.1	27.8	-0.9%	
STVR**							3.0	4.7	5.2	5.4	4.1%	
Private Home	5.2	6.4	6.6	6.8	6.9	5.5	7.5	7.9	8.0	8.0	-0.2%	16.4%
Campground	6.0	6.4	6.5	6.7	7.0	5.9	6.9	7.6	7.9	7.7	-2.9%	9.3%
Second Home	2.4	3.1	3.1	3.2	3.3	2.8	2.8	3.1	3.2	3.3	1.5%	-1.6%
Day Travel	12.1	11.4	11.7	12.1	12.5	5.4	9.7	15.8	15.7	15.5	-0.9%	24.3%
TOTAL	37.7	43.1	45.2	46.7	48.4	32.9	53.6	69.7	68.1	67.7	-0.6%	40.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.9	8.9	9.7	9.9	10.2	8.3	15.0	19.7	19.0	19.5	2.9%	91.4%
Food Service	10.1	12.8	13.5	14.1	14.8	10.3	16.6	21.4	21.5	21.8	1.3%	46.9%
Food Stores	4.8	5.5	5.5	5.6	5.7	4.0	5.4	6.8	7.0	6.9	-1.0%	20.8%
Local Tran. & Gas	3.6	4.0	4.4	5.0	5.1	2.9	5.5	7.8	6.9	6.1	-10.6%	20.3%
Arts, Ent. & Rec.	6.1	5.7	5.8	5.9	6.0	3.8	5.6	6.8	6.8	6.7	-2.1%	10.1%
Retail Sales	7.1	6.2	6.3	6.3	6.5	3.6	5.5	7.3	6.9	6.7	-3.8%	3.4%
TOTAL	37.7	43.1	45.2	46.7	48.4	32.9	53.6	69.7	68.1	67.7	-0.6%	40.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Baker County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	6.8	9.3	10.4	10.9	11.6	9.8	10.7	12.7	12.4	12.6	1.8%	8.8%
Arts, Ent. & Rec.	1.7	2.3	2.4	2.4	2.6	3.4	2.7	3.8	3.7	3.8	0.8%	47.5%
Retail**	1.6	1.8	1.8	1.9	1.9	2.2	2.3	2.4	2.3	2.3	-2.3%	18.5%
Ground Tran.	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.4	3.5%	35.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.5%	-19.4%
TOTAL	10.3	13.7	15.0	15.6	16.5	15.8	16.1	19.3	18.9	19.1	1.1%	14.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	450	390	420	440	450	370	400	450	430	420	-3.6%	-8.1%
Arts, Ent. & Rec.	290	210	220	210	220	290	250	330	320	300	-5.3%	36.4%
Retail**	100	90	90	80	90	90	90	90	90	90	-2.2%	0.4%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-1.8%	-0.4%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	10	10	10	10	10	10	10	0	0	0	4.8%	-35.8%
TOTAL	850	700	740	740	770	770	760	880	850	810	-4.7%	10.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.5	0.5	0.5	0.6	0.5	0.8	1.0	1.0	1.0	3.0%	84.7%
State Tax Receipts	1.0	1.3	1.5	1.6	1.6	1.3	1.6	2.0	1.9	1.9	0.8%	18.9%
TOTAL	1.3	1.8	2.0	2.1	2.2	1.8	2.4	3.0	2.9	2.9	1.6%	33.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Baker County

Overnight Visitation

Overnight visitor volume for Baker County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$166	\$314	\$405	\$767	2.4	1.9
Private Home	\$37	\$112	\$96	\$292	2.6	3.0
Other Overnight	\$42	\$138	\$140	\$460	3.3	3.3
All Overnight	\$71	\$189	\$198	\$515	2.8	2.6

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	310,780	273,050	256,380	117,830	105,880	101,760
Private Home	216,160	215,820	216,770	86,320	84,470	83,190
Other Overnight	236,290	252,350	260,250	79,440	80,050	78,280
All Overnight	763,230	741,220	733,400	283,590	270,400	263,230

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	155,210	134,500	125,140	59,100	52,500	50,120
Private Home	65,480	68,060	71,280	26,150	26,640	27,350
Other Overnight	72,910	77,460	79,390	24,440	24,500	23,820
All Overnight	293,600	280,020	275,810	109,680	103,650	101,290

Benton County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$86,241
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$30
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$239
Visitor Shares	
Travel Share of Total Employment	4%
Overnight-Visitor Day Share of Resident Population*	5%

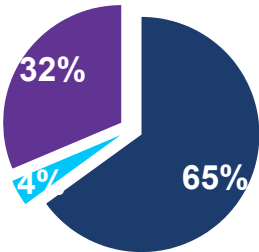
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

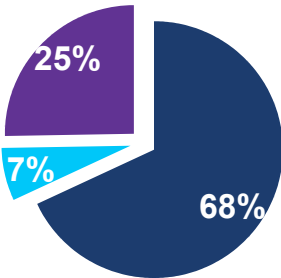
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Benton County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Benton County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	75.5	118.0	122.0	134.3	142.7	77.6	152.3	178.5	181.7	180.5	▼ -0.7%	▲ 4.2%
Other	9.3	13.2	14.5	15.2	15.7	8.1	13.4	19.0	18.1	17.0	▼ -6.2%	▲ 2.9%
Visitor	66.2	104.8	107.5	119.1	127.0	69.4	138.9	159.4	163.6	163.5	▼ -0.1%	▲ 4.4%
Earnings (\$Millions)												
Earnings	19.7	34.1	35.8	38.3	40.6	32.3	35.8	47.5	50.1	50.3	▲ 0.5%	▲ 4.6%
Employment (Jobs)												
Employment	1,320	1,750	1,790	1,870	1,910	1,440	1,540	1,970	1,960	1,950	▼ -0.5%	▲ 1.9%
Tax Revenue (\$Millions)												
Total	3.0	5.6	6.1	6.6	7.4	4.9	7.3	8.9	9.2	9.4	▲ 2.5%	▲ 5.5%
Local	0.8	1.7	1.8	2.0	2.5	1.7	2.9	3.6	3.7	3.9	▲ 4.4%	▲ 8.0%
State	2.3	3.9	4.3	4.6	4.9	3.1	4.4	5.4	5.5	5.5	▲ 1.1%	▲ 4.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Benton County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	66.2	104.8	107.5	119.1	127.0	69.4	138.9	159.4	163.6	163.5	-0.1%	28.8%
Other Travel*	9.3	13.2	14.5	15.2	15.7	8.1	13.4	19.0	18.1	17.0	-6.2%	7.8%
TOTAL	75.5	118.0	122.0	134.3	142.7	77.6	152.3	178.5	181.7	180.5	-0.7%	26.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	22.1	45.2	46.1	53.0	58.3	28.5	62.9	77.0	79.3	79.8	0.7%	37.0%
Hotel, Motel**							54.6	67.3	68.4	69.1	0.9%	
STVR**							8.4	9.7	10.9	10.8	-0.8%	
Private Home	20.3	28.2	29.2	31.2	31.9	21.8	35.9	38.3	38.9	38.7	-0.4%	21.2%
Campground	2.1	2.8	2.8	3.0	3.1	2.6	2.9	3.2	3.5	3.4	-5.0%	9.2%
Second Home	0.5	0.6	0.7	0.7	0.7	0.6	0.8	0.9	1.0	1.0	1.3%	36.7%
Day Travel	21.2	28.0	28.6	31.2	33.0	15.9	36.3	40.0	41.0	40.6	-0.8%	23.2%
TOTAL	66.2	104.8	107.5	119.1	127.0	69.4	138.9	159.4	163.6	163.5	-0.1%	28.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	9.6	21.9	22.5	25.3	27.4	16.7	32.0	39.3	41.2	43.0	4.3%	56.7%
Food Service	18.4	32.3	33.3	37.1	40.3	20.1	41.7	46.2	48.8	49.8	1.9%	23.6%
Food Stores	7.3	10.8	10.9	11.5	12.0	8.0	14.5	16.3	16.9	16.7	-0.9%	39.6%
Local Tran. & Gas	6.5	10.1	10.9	13.3	14.0	5.8	14.2	18.2	17.0	15.4	-9.4%	10.0%
Arts, Ent. & Rec.	10.9	13.7	13.8	14.9	15.6	8.5	16.1	17.0	17.6	17.4	-1.5%	11.1%
Retail Sales	13.6	16.0	16.0	17.0	17.7	10.3	20.5	22.4	22.1	21.3	-3.6%	20.3%
TOTAL	66.2	104.8	107.5	119.1	127.0	69.4	138.9	159.4	163.6	163.5	-0.1%	28.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Benton County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	11.5	22.4	23.6	26.5	27.8	21.0	23.5	32.3	34.4	34.8	1.0%	24.9%
Arts, Ent. & Rec.	3.7	5.5	5.7	5.4	5.9	4.4	5.0	6.9	7.0	6.8	-2.1%	16.1%
Retail**	2.7	3.9	4.0	4.3	4.5	4.9	5.4	5.8	5.9	5.7	-2.5%	28.2%
Ground Tran.	0.3	0.6	0.6	0.7	0.8	0.5	0.7	0.9	0.9	1.0	5.1%	21.5%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	1.4	1.8	1.9	1.5	1.6	1.5	1.3	1.7	1.9	2.0	7.9%	25.1%
TOTAL	19.7	34.1	35.8	38.3	40.6	32.3	35.8	47.5	50.1	50.3	0.5%	23.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	730	990	1,000	1,060	1,060	790	840	1,100	1,090	1,080	-0.1%	2.5%
Arts, Ent. & Rec.	350	510	530	560	590	410	440	600	600	610	1.2%	3.0%
Retail**	160	170	170	180	180	180	200	200	200	180	-6.8%	0.5%
Ground Tran.	10	20	20	20	20	10	20	20	20	20	-0.4%	-10.6%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	70	70	70	50	60	50	50	60	60	60	-5.0%	-5.5%
TOTAL	1,320	1,750	1,790	1,870	1,910	1,440	1,540	1,970	1,960	1,950	-0.5%	2.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.7	1.8	2.0	2.5	1.7	2.9	3.6	3.7	3.9	4.4%	52.6%
State Tax Receipts	2.3	3.9	4.3	4.6	4.9	3.1	4.4	5.4	5.5	5.5	1.1%	13.4%
TOTAL	3.0	5.6	6.1	6.6	7.4	4.9	7.3	8.9	9.2	9.4	2.5%	23.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Benton County

Overnight Visitation

Overnight visitor volume for Benton County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$159	\$264	\$389	\$647	2.5	1.7
Private Home	\$40	\$102	\$101	\$260	2.6	2.6
Other Overnight	\$48	\$142	\$161	\$476	3.4	2.9
All Overnight	\$73	\$164	\$188	\$418	2.6	2.2

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	674,450	648,250	609,840	255,200	251,410	242,800
Private Home	974,110	974,940	979,230	396,380	388,740	382,750
Other Overnight	80,840	89,420	90,620	26,870	28,000	26,920
All Overnight	1,729,400	1,712,610	1,679,700	678,450	668,150	652,470

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	380,770	362,170	339,110	144,740	141,440	136,250
Private Home	349,330	363,840	380,920	142,150	145,070	148,890
Other Overnight	27,550	30,220	30,560	9,200	9,520	9,130
All Overnight	757,650	756,230	750,590	296,090	296,030	294,270

Clackamas County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$76,211
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$48
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	5%

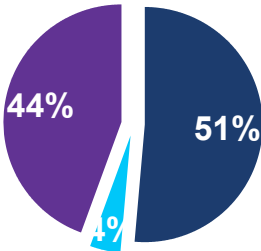
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

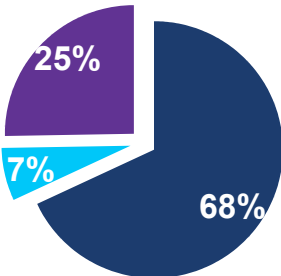
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Clackamas County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Clackamas County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	344.6	596.0	611.3	625.6	638.6	267.1	555.2	639.4	658.6	663.4	▲ 0.7%	▲ 3.2%
Other	38.1	83.1	80.6	88.2	89.9	49.1	69.7	98.1	98.0	91.6	▼ -6.6%	▲ 4.3%
Visitor	306.5	512.9	530.7	537.4	548.7	218.0	485.5	541.2	560.6	571.8	▲ 2.0%	▲ 3.0%
Earnings (\$Millions)												
Earnings	88.5	166.6	175.0	189.7	225.7	175.9	218.2	285.3	298.9	293.9	▼ -1.7%	▲ 5.9%
Employment (Jobs)												
Employment	4,710	6,270	6,430	6,580	7,360	5,560	6,550	7,840	7,920	7,820	▼ -1.3%	▲ 2.4%
Tax Revenue (\$Millions)												
Total	11.3	23.8	26.2	26.9	28.8	17.2	24.9	30.7	31.5	31.9	▲ 1.4%	▲ 5.1%
Local	2.0	5.9	6.2	6.0	6.0	2.9	4.3	5.5	5.8	6.1	▲ 6.0%	▲ 5.4%
State	9.2	17.9	20.1	20.9	22.8	14.3	20.6	25.2	25.8	25.8	▲ 0.3%	▲ 5.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Clackamas County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	306.5	512.9	530.7	537.4	548.7	218.0	485.5	541.2	560.6	571.8	2.0%	4.2%
Other Travel*	38.1	83.1	80.6	88.2	89.9	49.1	69.7	98.1	98.0	91.6	-6.6%	1.9%
TOTAL	344.6	596.0	611.3	625.6	638.6	267.1	555.2	639.4	658.6	663.4	0.7%	3.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	95.7	202.5	212.1	210.6	212.6	65.5	162.6	211.8	223.7	235.3	5.2%	10.7%
Hotel, Motel**							141.9	187.7	198.9	206.0	3.6%	
STVR**							20.7	24.1	24.8	29.3	17.9%	
Private Home	113.4	170.4	175.3	180.9	186.0	86.7	186.4	199.0	202.8	204.0	0.6%	9.6%
Campground	7.9	13.5	13.6	14.2	14.8	12.3	7.8	9.4	9.7	7.7	-20.7%	-48.0%
Second Home	5.4	7.6	7.9	8.2	8.4	6.7	10.2	11.2	11.6	11.8	1.5%	40.7%
Day Travel	84.2	118.8	121.7	123.6	126.9	46.8	118.6	109.9	112.8	113.1	0.2%	-10.9%
TOTAL	306.5	512.9	530.7	537.4	548.7	218.0	485.5	541.2	560.6	571.8	2.0%	4.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	41.7	101.8	106.2	103.9	103.8	44.2	87.3	110.3	113.9	120.5	5.8%	16.1%
Food Service	89.3	165.9	173.1	177.2	184.8	70.4	163.8	176.6	190.1	198.9	4.6%	7.6%
Food Stores	24.2	39.3	39.4	39.6	40.6	21.5	41.1	45.3	47.0	46.9	-0.2%	15.4%
Local Tran. & Gas	30.9	50.9	55.3	60.2	60.6	21.8	56.0	69.6	68.5	66.2	-3.3%	9.3%
Arts, Ent. & Rec.	41.3	55.7	56.6	56.9	57.8	16.8	36.2	37.0	38.8	38.8	0.1%	-32.8%
Retail Sales	79.0	99.4	100.0	99.5	100.9	43.3	101.2	102.5	102.3	100.4	-1.8%	-0.5%
TOTAL	306.5	512.9	530.7	537.4	548.7	218.0	485.5	541.2	560.6	571.8	2.0%	4.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Clackamas County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	53.8	103.7	113.3	126.3	159.0	124.3	160.1	211.4	221.3	214.9	-2.9%	35.2%
Arts, Ent. & Rec.	12.4	21.3	22.2	23.0	24.3	18.9	24.3	31.7	32.5	33.4	3.0%	37.5%
Retail**	12.2	18.4	19.2	19.7	20.4	17.0	18.6	20.7	20.8	20.5	-1.2%	0.8%
Ground Tran.	3.3	5.9	6.4	6.5	7.0	3.9	5.5	6.4	6.9	7.7	10.5%	9.7%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	6.7	17.2	13.9	14.1	15.1	11.9	9.8	15.1	17.4	17.3	-0.3%	15.2%
TOTAL	88.5	166.6	175.0	189.7	225.7	175.9	218.2	285.3	298.9	293.9	-1.7%	32.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,860	3,880	4,060	4,230	5,000	3,850	4,660	5,610	5,690	5,560	-2.2%	11.3%
Arts, Ent. & Rec.	920	1,210	1,220	1,210	1,190	840	1,010	1,230	1,240	1,270	2.3%	7.3%
Retail**	520	620	640	630	640	490	520	560	540	530	-2.0%	-16.6%
Ground Tran.	140	160	170	160	170	100	130	130	130	140	4.8%	-19.2%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	260	410	340	350	360	300	240	320	320	320	-1.3%	-12.9%
TOTAL	4,710	6,270	6,430	6,580	7,360	5,560	6,550	7,840	7,920	7,820	-1.3%	7.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.0	5.9	6.2	6.0	6.0	2.9	4.3	5.5	5.8	6.1	6.0%	1.8%
State Tax Receipts	9.2	17.9	20.1	20.9	22.8	14.3	20.6	25.2	25.8	25.8	0.3%	13.3%
TOTAL	11.3	23.8	26.2	26.9	28.8	17.2	24.9	30.7	31.5	31.9	1.4%	9.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Clackamas County

Overnight Visitation

Overnight visitor volume for Clackamas County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$178	\$353	\$377	\$773	2.1	2.0
Private Home	\$38	\$116	\$78	\$249	2.1	3.2
Other Overnight	\$19	\$64	\$58	\$198	3.1	3.4
All Overnight	\$61	\$173	\$132	\$382	2.2	2.9

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,529,080	1,543,650	1,551,180	654,630	680,090	705,930
Private Home	5,400,400	5,400,340	5,424,110	2,688,790	2,638,400	2,603,080
Other Overnight	504,350	533,580	516,970	180,730	180,560	167,420
All Overnight	7,433,820	7,477,580	7,492,260	3,524,150	3,499,050	3,476,430

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	741,810	746,710	745,210	311,510	322,670	332,520
Private Home	1,615,010	1,680,510	1,759,260	783,320	798,860	820,270
Other Overnight	150,560	158,760	152,470	53,680	53,470	49,170
All Overnight	2,507,380	2,585,980	2,656,950	1,148,510	1,175,000	1,201,960

Clatsop County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$78,107
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$47
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$1,849
Visitor Shares	
Travel Share of Total Employment	27%
Overnight-Visitor Day Share of Resident Population*	23%

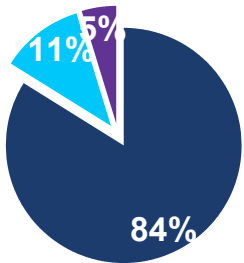
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 23% of the population is added to the amount of people in the area.

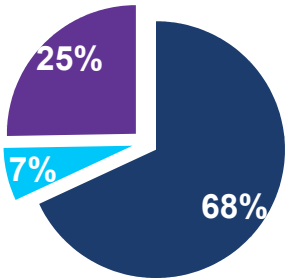
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Clatsop County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Clatsop County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	317.6	550.6	561.1	582.9	601.3	482.0	499.2	568.7	580.7	573.0	▼ -1.3%	▲ 2.8%
Other	10.6	4.5	5.0	5.8	5.9	2.8	5.3	7.4	6.8	6.2	▼ -9.2%	▼ -2.6%
Visitor	307.0	546.1	556.1	577.2	595.5	479.3	493.9	561.4	574.0	566.8	▼ -1.2%	▲ 3.0%
Earnings (\$Millions)												
Earnings	92.1	164.4	177.7	203.0	215.7	185.8	205.7	241.2	263.7	268.6	▲ 1.9%	▲ 5.2%
Employment (Jobs)												
Employment	4,760	5,990	6,210	6,620	6,830	5,790	6,230	6,960	7,290	7,270	▼ -0.3%	▲ 2.0%
Tax Revenue (\$Millions)												
Total	12.0	24.5	27.0	28.8	29.6	30.3	28.6	31.2	32.1	32.4	▲ 1.1%	▲ 4.9%
Local	4.9	10.7	11.1	11.5	11.6	14.4	12.4	12.8	12.8	12.9	▲ 1.0%	▲ 4.8%
State	7.1	13.8	15.9	17.3	18.0	15.9	16.3	18.3	19.3	19.5	▲ 1.1%	▲ 4.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Clatsop County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	307.0	546.1	556.1	577.2	595.5	479.3	493.9	561.4	574.0	566.8	-1.2%	-4.8%
Other Travel*	10.6	4.5	5.0	5.8	5.9	2.8	5.3	7.4	6.8	6.2	-9.2%	5.1%
TOTAL	317.6	550.6	561.1	582.9	601.3	482.0	499.2	568.7	580.7	573.0	-1.3%	-4.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	133.8	295.2	302.7	314.8	323.6	328.7	305.4	317.4	324.8	321.0	-1.1%	-0.8%
Hotel, Motel**							223.4	234.4	243.8	239.1	-2.0%	
STVR**							82.0	83.0	80.9	82.0	1.3%	
Private Home	11.4	15.4	15.8	16.5	17.0	19.3	19.8	18.5	18.5	18.4	-0.5%	8.1%
Campground	20.8	25.4	25.5	26.6	27.7	18.1	22.3	25.2	23.0	23.3	1.0%	-16.0%
Second Home	10.7	14.2	14.7	15.2	15.6	12.7	17.2	18.8	19.5	19.7	1.3%	26.6%
Day Travel	130.2	195.9	197.4	204.1	211.6	100.4	129.2	181.5	188.2	184.4	-2.0%	-12.9%
TOTAL	307.0	546.1	556.1	577.2	595.5	479.3	493.9	561.4	574.0	566.8	-1.2%	-4.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	65.8	141.3	146.8	151.5	153.8	193.6	191.7	198.7	197.9	200.2	1.1%	30.2%
Food Service	85.3	173.9	177.1	184.7	194.8	125.6	125.0	146.4	158.0	159.1	0.7%	-18.3%
Food Stores	27.7	43.8	43.2	43.9	45.4	31.8	38.9	47.6	48.8	48.0	-1.8%	5.7%
Local Tran. & Gas	24.4	44.2	47.4	53.5	54.3	36.2	39.4	50.2	48.2	43.1	-10.6%	-20.7%
Arts, Ent. & Rec.	46.8	67.1	66.8	68.2	70.0	42.3	43.2	50.0	52.5	51.2	-2.5%	-26.8%
Retail Sales	56.9	75.8	74.7	75.5	77.2	49.7	55.7	68.4	68.5	65.3	-4.7%	-15.5%
TOTAL	307.0	546.1	556.1	577.2	595.5	479.3	493.9	561.4	574.0	566.8	-1.2%	-4.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Clatsop County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	62.4	123.9	136.3	158.2	168.6	136.9	150.8	182.6	204.0	209.7	2.8%	24.3%
Arts, Ent. & Rec.	14.5	21.0	21.5	23.4	24.9	22.0	26.0	30.0	30.8	31.0	0.4%	24.2%
Retail**	10.6	16.8	17.1	18.5	18.9	23.4	26.4	26.0	25.9	25.0	-3.6%	32.1%
Ground Tran.	1.2	2.4	2.5	2.6	2.8	3.1	1.9	2.3	2.5	2.6	2.3%	-9.3%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	3.4	0.2	0.2	0.3	0.3	0.3	0.5	0.4	0.3	0.3	-0.5%	13.4%
TOTAL	92.1	164.4	177.7	203.0	215.7	185.8	205.7	241.2	263.7	268.6	1.9%	22.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,310	4,380	4,630	4,980	5,190	4,150	4,460	5,130	5,530	5,590	1.0%	7.7%
Arts, Ent. & Rec.	790	850	850	880	880	770	870	1,010	960	890	-7.2%	0.9%
Retail**	540	680	660	680	680	770	830	760	750	730	-1.6%	7.4%
Ground Tran.	50	70	70	70	70	80	50	50	50	50	-3.0%	-33.2%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	70	10	10	10	10	10	20	10	10	10	0.9%	-14.0%
TOTAL	4,760	5,990	6,210	6,620	6,830	5,790	6,230	6,960	7,290	7,270	-0.3%	6.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	4.9	10.7	11.1	11.5	11.6	14.4	12.4	12.8	12.8	12.9	1.0%	11.9%
State Tax Receipts	7.1	13.8	15.9	17.3	18.0	15.9	16.3	18.3	19.3	19.5	1.1%	8.4%
TOTAL	12.0	24.5	27.0	28.8	29.6	30.3	28.6	31.2	32.1	32.4	1.1%	8.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Clatsop County

Overnight Visitation

Overnight visitor volume for Clatsop County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$229	\$432	\$559	\$1,057	2.4	1.9
Private Home	\$35	\$106	\$91	\$277	2.6	3.0
Other Overnight	\$44	\$148	\$142	\$477	3.2	3.4
All Overnight	\$112	\$276	\$303	\$731	2.7	2.4

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	2,074,600	2,079,950	1,920,860	780,060	800,030	757,010
Private Home	532,090	524,530	526,830	212,480	205,300	202,190
Other Overnight	915,950	918,730	972,420	317,000	301,480	302,290
All Overnight	3,522,640	3,523,210	3,420,110	1,309,540	1,306,810	1,261,490

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	996,560	996,240	919,630	377,070	386,490	366,340
Private Home	161,180	165,400	173,230	64,370	64,740	66,480
Other Overnight	277,010	276,020	291,050	95,560	90,300	90,230
All Overnight	1,434,760	1,437,660	1,383,910	536,990	541,530	523,040

Columbia County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$48,923
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$48
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$108
Visitor Shares	
Travel Share of Total Employment	4%
Overnight-Visitor Day Share of Resident Population*	4%

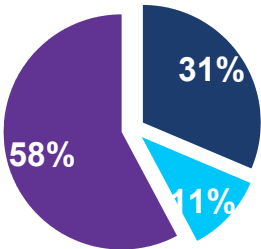
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

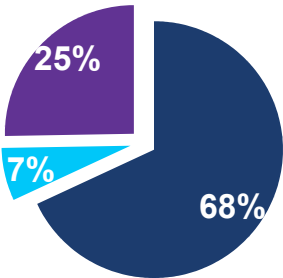
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Columbia County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Columbia County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	25.8	37.3	39.3	41.5	42.7	25.0	39.3	46.7	47.4	46.8	▼ -1.4%	▲ 2.9%
Other	4.0	5.9	6.6	7.6	7.7	3.6	6.8	9.5	8.9	8.1	▼ -9.2%	▲ 3.4%
Visitor	21.8	31.5	32.7	33.9	35.0	21.4	32.5	37.2	38.6	38.7	▲ 0.3%	▲ 2.8%
Earnings (\$Millions)												
Earnings	5.8	11.4	12.9	13.8	14.5	12.5	14.2	17.7	19.7	19.8	▲ 0.3%	▲ 6.0%
Employment (Jobs)												
Employment	440	630	680	700	740	580	660	800	840	840	▼ -0.2%	▲ 3.1%
Tax Revenue (\$Millions)												
Total	0.9	1.6	1.8	1.9	1.9	1.3	1.8	2.1	2.2	2.3	▲ 1.2%	▲ 4.6%
Local	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.2	0.2	▲ 1.2%	N/A
State	0.9	1.5	1.7	1.8	1.8	1.3	1.7	2.0	2.1	2.1	▲ 1.2%	▲ 4.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Columbia County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	21.8	31.5	32.7	33.9	35.0	21.4	32.5	37.2	38.6	38.7	0.3%	10.5%
Other Travel*	4.0	5.9	6.6	7.6	7.7	3.6	6.8	9.5	8.9	8.1	-9.2%	4.6%
TOTAL	25.8	37.3	39.3	41.5	42.7	25.0	39.3	46.7	47.4	46.8	-1.4%	9.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	4.0	5.0	5.2	5.3	5.5	5.6	6.0	7.9	8.3	8.6	2.5%	55.4%
Hotel, Motel**							4.6	5.7	6.2	6.3	0.5%	
STVR**							1.4	2.2	2.1	2.3	8.5%	
Private Home	8.8	12.6	13.1	13.7	14.1	8.6	14.4	15.4	15.8	15.7	-0.1%	11.8%
Campground	0.7	2.7	2.7	2.8	2.9	1.8	2.1	2.3	2.5	2.5	-3.0%	-15.4%
Second Home	0.3	0.5	0.5	0.5	0.5	0.4	0.4	0.5	0.5	0.5	1.4%	2.7%
Day Travel	8.0	10.8	11.2	11.6	12.0	5.0	9.6	11.1	11.4	11.4	0.1%	-4.9%
TOTAL	21.8	31.5	32.7	33.9	35.0	21.4	32.5	37.2	38.6	38.7	0.3%	10.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.0	3.2	3.3	3.4	3.5	3.7	3.8	5.1	5.3	5.4	1.2%	55.0%
Food Service	6.3	10.3	10.8	11.4	11.9	7.0	11.0	12.0	12.9	13.4	3.5%	12.2%
Food Stores	3.6	5.8	5.8	5.9	6.1	3.9	6.2	6.9	7.2	7.2	0.1%	18.2%
Local Tran. & Gas	2.0	2.9	3.2	3.6	3.6	2.1	3.8	4.6	4.4	4.2	-5.5%	15.1%
Arts, Ent. & Rec.	3.4	4.1	4.2	4.3	4.4	1.7	2.4	2.6	2.7	2.7	-0.3%	-38.4%
Retail Sales	4.5	5.2	5.3	5.3	5.4	3.2	5.4	5.9	5.9	5.8	-2.4%	6.6%
TOTAL	21.8	31.5	32.7	33.9	35.0	21.4	32.5	37.2	38.6	38.7	0.3%	10.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Columbia County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	3.3	8.0	9.4	10.2	10.8	8.9	10.4	12.4	14.3	14.3	0.0%	32.6%
Arts, Ent. & Rec.	1.1	1.2	1.3	1.3	1.3	0.9	0.9	1.5	1.6	1.6	2.6%	19.9%
Retail**	1.0	1.5	1.6	1.7	1.7	2.0	2.2	2.5	2.5	2.5	-1.1%	41.6%
Ground Tran.	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	12.5%	29.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.2	0.3	0.3	0.4	0.4	0.4	0.5	1.1	1.1	1.1	-0.5%	153.3%
TOTAL	5.8	11.4	12.9	13.8	14.5	12.5	14.2	17.7	19.7	19.8	0.3%	35.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	240	390	420	430	440	360	410	450	510	490	-3.2%	10.7%
Arts, Ent. & Rec.	120	150	170	170	190	130	140	210	200	220	8.4%	11.3%
Retail**	60	70	70	70	70	70	80	80	80	80	-4.1%	11.7%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	6.7%	-5.0%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	20	20	20	20	20	20	20	50	40	40	1.0%	85.7%
TOTAL	440	630	680	700	740	580	660	800	840	840	0.0%	13.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.2	0.2	1.2%	42.2%
State Tax Receipts	0.9	1.5	1.7	1.8	1.8	1.3	1.7	2.0	2.1	2.1	1.2%	15.5%
TOTAL	0.9	1.6	1.8	1.9	1.9	1.3	1.8	2.1	2.2	2.3	1.2%	15.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Columbia County

Overnight Visitation

Overnight visitor volume for Columbia County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$155	\$316	\$367	\$750	2.4	2.0
Private Home	\$28	\$88	\$60	\$187	2.1	3.1
Other Overnight	\$40	\$132	\$128	\$424	3.2	3.3
All Overnight	\$38	\$115	\$86	\$258	2.2	3.0

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	78,230	80,370	81,000	30,070	31,530	32,370
Private Home	549,280	552,270	554,700	269,690	265,600	261,420
Other Overnight	65,110	72,180	74,200	22,880	23,850	23,280
All Overnight	692,620	704,820	709,900	322,640	320,980	317,070

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	35,360	36,020	35,920	13,690	14,260	14,530
Private Home	163,350	170,880	178,850	80,200	82,180	84,290
Other Overnight	19,990	22,070	22,530	6,960	7,230	7,010
All Overnight	218,700	228,970	237,300	100,850	103,670	105,830

Coos County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$90,021
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$555
Visitor Shares	
Travel Share of Total Employment	12%
Overnight-Visitor Day Share of Resident Population*	12%

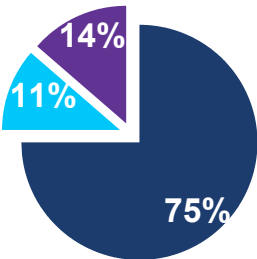
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

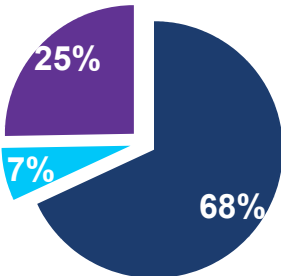
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Coos County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Coos County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	180.5	265.5	271.0	277.8	288.5	184.6	227.3	317.0	342.4	348.4	▲ 1.7%	▲ 3.2%
Other	8.9	9.1	9.8	11.1	11.3	5.3	9.4	13.7	13.1	12.5	▼ -4.5%	▲ 1.6%
Visitor	171.5	256.4	261.2	266.7	277.3	179.3	217.9	303.3	329.4	335.9	▲ 2.0%	▲ 3.3%
Earnings (\$Millions)												
Earnings	48.3	76.5	79.2	84.4	90.0	82.9	92.3	110.9	117.9	123.6	▲ 4.8%	▲ 4.6%
Employment (Jobs)												
Employment	3,110	3,290	3,290	3,320	3,360	2,980	3,200	3,640	3,700	3,770	▲ 1.9%	▲ 0.9%
Tax Revenue (\$Millions)												
Total	5.7	8.9	10.1	11.7	12.3	10.3	12.2	15.0	15.1	15.4	▲ 2.3%	▲ 4.8%
Local	1.2	1.4	1.8	3.1	3.2	3.1	3.9	4.8	4.3	4.4	▲ 3.0%	▲ 6.5%
State	4.5	7.5	8.3	8.6	9.0	7.2	8.3	10.2	10.7	10.9	▲ 2.0%	▲ 4.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Coos County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	171.5	256.4	261.2	266.7	277.3	179.3	217.9	303.3	329.4	335.9	2.0%	21.1%
Other Travel*	8.9	9.1	9.8	11.1	11.3	5.3	9.4	13.7	13.1	12.5	-4.5%	10.9%
TOTAL	180.5	265.5	271.0	277.8	288.5	184.6	227.3	317.0	342.4	348.4	1.7%	20.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	66.2	118.8	122.5	122.9	127.9	92.1	117.8	157.5	173.0	178.9	3.4%	39.9%
Hotel, Motel**							101.1	132.6	147.8	152.5	3.2%	
STVR**							16.7	24.9	25.2	26.3	4.4%	
Private Home	22.7	27.8	27.9	29.0	29.9	31.8	30.0	32.1	32.2	32.3	0.2%	8.1%
Campground	17.0	21.5	21.6	22.5	23.5	17.3	19.2	21.4	23.6	22.4	-5.1%	-4.7%
Second Home	2.9	3.6	3.7	3.8	3.9	3.2	4.2	4.6	4.7	4.8	1.3%	23.2%
Day Travel	62.8	84.8	85.6	88.4	92.2	34.9	46.7	87.7	95.8	97.6	1.8%	5.9%
TOTAL	171.5	256.4	261.2	266.7	277.3	179.3	217.9	303.3	329.4	335.9	2.0%	21.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	33.3	58.8	61.5	59.1	60.8	53.8	69.7	92.9	98.9	101.8	2.9%	67.5%
Food Service	43.8	76.0	77.7	80.8	85.8	48.2	55.4	77.8	89.0	94.0	5.6%	9.5%
Food Stores	17.8	25.1	24.7	25.1	26.1	18.6	21.1	28.8	31.4	31.5	0.2%	20.7%
Local Tran. & Gas	15.1	23.0	24.8	27.9	28.6	16.1	21.3	32.5	33.1	31.2	-5.9%	9.0%
Arts, Ent. & Rec.	33.3	40.7	40.6	41.4	42.8	21.9	24.9	35.9	39.8	40.3	1.2%	-5.7%
Retail Sales	25.2	29.2	28.9	29.1	30.0	19.1	21.8	30.6	32.2	31.9	-0.9%	6.4%
Visitor Air Tran.	3.1	3.6	3.1	3.2	3.3	1.5	3.7	4.8	5.0	5.3	7.5%	61.7%
TOTAL	171.5	256.4	261.2	266.7	277.3	179.3	217.9	303.3	329.4	335.9	2.0%	21.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Coos County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	29.8	49.6	51.2	55.7	60.1	54.2	60.1	74.4	80.2	85.7	6.8%	42.7%
Arts, Ent. & Rec.	8.8	12.5	12.8	12.8	13.8	11.5	14.5	17.2	17.0	16.8	-1.0%	22.3%
Retail**	5.6	7.9	8.0	8.2	8.4	10.3	10.9	11.4	12.0	12.0	-0.2%	43.4%
Ground Tran.	0.7	1.2	1.3	1.4	1.5	1.4	1.0	1.4	1.7	1.8	8.5%	20.5%
Visitor Air Tran.	1.4	3.6	3.9	4.4	4.3	4.2	4.4	4.4	4.7	4.8	2.0%	11.6%
Other Travel*	1.9	1.7	1.9	1.9	2.0	1.3	1.5	2.1	2.3	2.5	7.9%	26.1%
TOTAL	48.3	76.5	79.2	84.4	90.0	82.9	92.3	110.9	117.9	123.6	4.8%	31.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,820	1,950	2,000	2,030	2,110	1,820	1,950	2,210	2,320	2,340	0.8%	11.2%
Arts, Ent. & Rec.	860	860	820	820	800	670	770	940	890	950	7.3%	19.8%
Retail**	290	330	330	320	310	360	360	360	370	350	-3.4%	12.0%
Ground Tran.	30	30	30	30	40	30	20	30	30	30	2.9%	-11.3%
Visitor Air Tran.	40	60	60	60	60	60	60	50	50	50	-2.5%	-15.3%
Other Travel*	70	50	60	50	50	40	40	40	40	40	-0.6%	-17.5%
TOTAL	3,110	3,290	3,290	3,320	3,360	2,980	3,200	3,640	3,700	3,770	1.9%	10.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.2	1.4	1.8	3.1	3.2	3.1	3.9	4.8	4.3	4.4	3.0%	37.4%
State Tax Receipts	4.5	7.5	8.3	8.6	9.0	7.2	8.3	10.2	10.7	10.9	2.0%	21.1%
TOTAL	5.7	8.9	10.1	11.7	12.3	10.3	12.2	15.0	15.1	15.4	2.3%	22.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Coos County

Overnight Visitation

Overnight visitor volume for Coos County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$164	\$310	\$398	\$754	2.4	1.9
Private Home	\$39	\$119	\$100	\$307	2.5	3.1
Other Overnight	\$46	\$149	\$155	\$505	3.4	3.3
All Overnight	\$88	\$217	\$234	\$567	2.7	2.4

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,192,590	1,288,390	1,294,060	454,720	504,400	520,590
Private Home	829,370	819,440	823,050	338,640	328,010	322,890
Other Overnight	527,680	586,790	591,630	174,640	183,000	174,990
All Overnight	2,549,640	2,694,620	2,708,740	968,000	1,015,410	1,018,480

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	597,880	645,450	646,770	228,520	253,660	261,550
Private Home	251,240	258,400	270,620	101,640	102,460	105,170
Other Overnight	164,530	182,010	182,190	54,320	56,640	53,780
All Overnight	1,013,650	1,085,860	1,099,590	384,480	412,750	420,500

Crook County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$76,662
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$44
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$204
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	7%

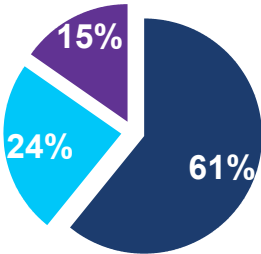
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

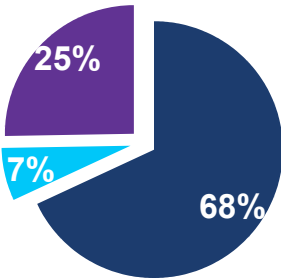
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Crook County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Crook County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	20.9	44.2	45.9	48.9	52.8	36.9	45.2	56.2	56.6	55.0	▼ -2.8%	▲ 4.7%
Other	1.8	2.6	2.9	3.5	3.5	1.7	3.3	4.7	4.4	4.0	▼ -9.2%	▲ 4.0%
Visitor	19.2	41.6	43.0	45.4	49.3	35.3	41.9	51.5	52.1	51.0	▼ -2.2%	▲ 4.8%
Earnings (\$Millions)												
Earnings	5.6	13.0	13.8	15.6	16.7	15.7	17.1	19.7	20.4	22.6	▲ 10.6%	▲ 6.8%
Employment (Jobs)												
Employment	400	580	580	680	710	680	660	670	660	680	▲ 3.4%	▲ 2.5%
Tax Revenue (\$Millions)												
Total	0.8	1.5	1.7	1.8	2.0	1.6	1.9	2.2	2.2	2.3	▲ 3.5%	▲ 4.9%
Local	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.4	0.4	▼ -3.5%	▲ 2.1%
State	0.6	1.2	1.4	1.5	1.6	1.3	1.5	1.8	1.8	1.9	▲ 5.1%	▲ 5.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Crook County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	19.2	41.6	43.0	45.4	49.3	35.3	41.9	51.5	52.1	51.0	-2.2%	3.5%
Other Travel*	1.8	2.6	2.9	3.5	3.5	1.7	3.3	4.7	4.4	4.0	-9.2%	14.8%
TOTAL	20.9	44.2	45.9	48.9	52.8	36.9	45.2	56.2	56.6	55.0	-2.8%	4.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	3.8	19.5	20.4	21.8	24.4	19.2	21.4	26.5	25.7	25.0	-2.5%	2.6%
Hotel, Motel**							16.6	21.1	20.3	19.7	-2.8%	
STVR**							4.7	5.3	5.4	5.3	-1.3%	
Private Home	3.2	4.6	4.7	5.0	5.2	4.2	5.6	6.1	6.3	6.3	-0.3%	20.4%
Campground	5.6	7.1	7.1	7.4	7.8	6.0	6.7	7.5	8.2	7.8	-5.1%	0.8%
Second Home	1.1	1.5	1.6	1.6	1.7	1.4	1.7	1.9	2.0	2.0	1.5%	20.3%
Day Travel	5.4	8.9	9.2	9.7	10.2	4.4	6.5	9.6	10.0	9.8	-1.1%	-3.8%
TOTAL	19.2	41.6	43.0	45.4	49.3	35.3	41.9	51.5	52.1	51.0	-2.2%	3.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.0	11.4	12.0	12.6	14.4	13.0	15.0	18.2	17.4	16.8	-3.5%	17.1%
Food Service	4.8	11.2	11.6	12.5	13.5	8.0	9.5	11.7	12.5	12.7	1.9%	-5.7%
Food Stores	3.5	5.5	5.5	5.7	6.0	4.5	5.5	6.6	7.1	7.0	-1.8%	17.1%
Local Tran. & Gas	1.5	2.8	3.0	3.5	3.6	2.2	3.1	4.2	4.0	3.7	-8.2%	1.1%
Arts, Ent. & Rec.	3.1	6.1	6.1	6.4	6.8	4.4	4.7	5.7	6.0	5.8	-2.2%	-14.6%
Retail Sales	3.2	4.6	4.6	4.8	5.0	3.1	4.0	5.1	5.1	4.9	-3.7%	-0.8%
TOTAL	19.2	41.6	43.0	45.4	49.3	35.3	41.9	51.5	52.1	51.0	-2.2%	3.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Crook County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	3.7	9.1	9.7	10.5	11.1	10.2	11.9	14.2	15.0	16.7	11.6%	50.5%
Arts, Ent. & Rec.	0.9	2.3	2.4	3.3	3.6	3.1	2.7	2.5	2.3	2.8	20.8%	-22.4%
Retail**	0.8	1.3	1.4	1.5	1.5	1.9	2.1	2.4	2.5	2.4	-2.6%	59.2%
Ground Tran.	0.1	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.3	6.2%	5.1%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.3	0.4	0.3	-0.5%	109.4%
TOTAL	5.6	13.0	13.8	15.6	16.7	15.7	17.1	19.7	20.4	22.6	10.6%	22.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	210	300	310	330	330	300	340	360	360	380	4.1%	14.4%
Arts, Ent. & Rec.	140	210	200	270	310	290	230	210	180	200	9.9%	-33.6%
Retail**	40	60	60	60	60	70	80	80	90	80	-10.5%	25.9%
Ground Tran.	0	10	10	10	10	10	0	10	10	10	0.7%	-22.6%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	10	10	10	10	10	10	10	20	10	10	-9.6%	49.1%
TOTAL	400	580	580	680	710	680	660	670	660	680	3.0%	-7.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.4	0.4	-3.5%	7.9%
State Tax Receipts	0.6	1.2	1.4	1.5	1.6	1.3	1.5	1.8	1.8	1.9	5.1%	14.8%
TOTAL	0.8	1.5	1.7	1.8	2.0	1.6	1.9	2.2	2.2	2.3	3.5%	9.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Crook County

Overnight Visitation

Overnight visitor volume for Crook County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$169	\$281	\$414	\$689	2.5	1.7
Private Home	\$23	\$60	\$60	\$153	2.6	2.6
Other Overnight	\$39	\$114	\$130	\$381	3.4	2.9
All Overnight	\$58	\$141	\$162	\$382	2.8	2.4

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	204,240	193,160	184,420	77,190	74,810	73,220
Private Home	263,160	268,920	270,100	107,080	107,220	105,570
Other Overnight	225,500	248,830	252,760	75,250	78,260	75,410
All Overnight	692,900	710,910	707,280	259,520	260,290	254,200

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	114,490	107,250	101,560	43,490	41,840	40,730
Private Home	94,370	100,360	105,070	38,400	40,020	41,070
Other Overnight	77,400	84,720	85,900	25,970	26,790	25,780
All Overnight	286,270	292,320	292,530	107,860	108,650	107,580

Curry County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$97,965
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$3
Local & State Tax Revenues Generated per County Household	\$694
Visitor Shares	
Travel Share of Total Employment	22%
Overnight-Visitor Day Share of Resident Population*	24%

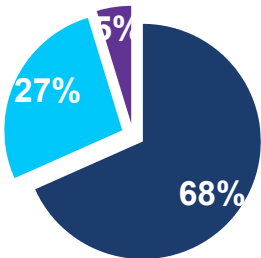
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 24% of the population is added to the amount of people in the area.

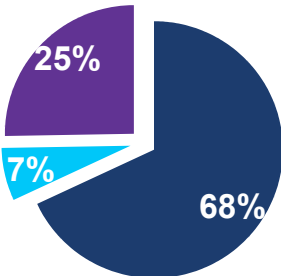
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Curry County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Curry County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	101.8	130.4	132.6	138.3	143.0	111.8	158.5	218.1	235.2	229.3	▼ -2.5%	▲ 3.9%
Other	1.9	2.6	2.9	3.3	3.4	1.6	3.0	4.2	3.8	3.5	▼ -9.2%	▲ 3.0%
Visitor	99.9	127.8	129.7	135.0	139.6	110.2	155.5	214.0	231.3	225.8	▼ -2.4%	▲ 4.0%
Earnings (\$Millions)												
Earnings	33.0	49.1	51.2	54.4	57.8	56.6	62.8	70.4	80.2	77.3	▼ -3.7%	▲ 4.1%
Employment (Jobs)												
Employment	1,970	2,010	2,040	2,120	2,200	2,020	2,160	2,390	2,530	2,310	▼ -8.6%	▲ 0.8%
Tax Revenue (\$Millions)												
Total	2.8	4.2	4.6	4.8	5.0	4.7	5.9	7.2	7.8	7.6	▼ -2.5%	▲ 4.8%
Local	0.5	0.6	0.7	0.7	0.7	0.8	1.2	1.5	1.6	1.5	▼ -2.9%	▲ 5.9%
State	2.4	3.6	3.9	4.1	4.3	3.9	4.8	5.7	6.2	6.0	▼ -2.4%	▲ 4.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Curry County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	99.9	127.8	129.7	135.0	139.6	110.2	155.5	214.0	231.3	225.8	-2.4%	61.7%
Other Travel*	1.9	2.6	2.9	3.3	3.4	1.6	3.0	4.2	3.8	3.5	-9.2%	3.9%
TOTAL	101.8	130.4	132.6	138.3	143.0	111.8	158.5	218.1	235.2	229.3	-2.5%	60.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	34.9	46.9	48.3	50.4	51.8	51.4	83.2	112.0	120.4	117.9	-2.1%	127.6%
Hotel, Motel**							66.1	86.7	96.3	93.8	-2.5%	
STVR**							17.1	25.3	24.1	24.1	-0.3%	
Private Home	5.5	7.2	7.3	7.6	7.8	8.0	8.0	8.3	8.3	8.3	-0.5%	6.8%
Campground	25.3	33.2	33.4	34.8	36.3	32.2	35.8	39.8	43.9	41.6	-5.0%	14.9%
Second Home	2.9	3.6	3.7	3.8	3.9	3.2	4.1	4.5	4.7	4.8	1.3%	21.7%
Day Travel	31.4	36.8	37.0	38.4	39.9	15.5	24.4	49.3	54.0	53.2	-1.5%	33.3%
TOTAL	99.9	127.8	129.7	135.0	139.6	110.2	155.5	214.0	231.3	225.8	-2.4%	61.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	20.2	27.8	29.0	29.8	30.4	35.9	55.1	72.4	75.7	73.5	-2.8%	141.8%
Food Service	25.6	37.6	38.3	40.2	42.4	27.8	37.9	53.3	60.9	61.9	1.7%	45.9%
Food Stores	13.6	18.0	17.6	18.0	18.7	15.4	18.9	24.9	27.4	26.6	-2.8%	42.0%
Local Tran. & Gas	8.3	10.5	11.3	12.9	13.1	8.5	13.6	20.8	21.2	19.1	-9.9%	46.1%
Arts, Ent. & Rec.	15.5	16.7	16.6	17.0	17.5	11.4	14.5	19.5	21.7	21.2	-2.3%	21.0%
Retail Sales	16.8	17.1	16.8	17.1	17.5	11.2	15.5	23.1	24.5	23.5	-4.1%	34.3%
TOTAL	99.9	127.8	129.7	135.0	139.6	110.2	155.5	214.0	231.3	225.8	-2.4%	61.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Curry County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	23.5	39.3	41.2	44.2	47.1	44.1	50.1	56.5	65.2	62.8	-3.7%	33.2%
Arts, Ent. & Rec.	5.0	4.1	4.1	4.1	4.4	4.3	4.0	4.2	4.5	4.3	-5.9%	-3.0%
Retail**	4.1	5.1	5.2	5.4	5.6	7.5	7.9	8.8	9.4	9.1	-3.3%	64.2%
Ground Tran.	0.4	0.5	0.5	0.5	0.6	0.6	0.6	0.8	1.0	1.0	3.0%	70.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	-0.5%	-30.1%
TOTAL	33.0	49.1	51.2	54.4	57.8	56.6	62.8	70.4	80.2	77.3	-3.7%	38.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,260	1,400	1,420	1,450	1,510	1,330	1,490	1,680	1,810	1,670	-7.4%	10.4%
Arts, Ent. & Rec.	460	380	380	420	430	380	350	370	370	320	-14.4%	-26.9%
Retail**	230	220	220	230	230	290	300	320	330	300	-8.8%	30.3%
Ground Tran.	20	10	10	10	10	20	10	20	20	20	-2.3%	25.4%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	10	10	10	10	10	10	10	0	0	0	-9.6%	-48.8%
TOTAL	1,970	2,010	2,040	2,120	2,200	2,020	2,160	2,390	2,530	2,310	-8.7%	15.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.5	0.6	0.7	0.7	0.7	0.8	1.2	1.5	1.6	1.5	-2.9%	126.8%
State Tax Receipts	2.4	3.6	3.9	4.1	4.3	3.9	4.8	5.7	6.2	6.0	-2.4%	40.8%
TOTAL	2.8	4.2	4.6	4.8	5.0	4.7	5.9	7.2	7.8	7.6	-2.5%	56.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Curry County

Overnight Visitation

Overnight visitor volume for Curry County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$171	\$284	\$418	\$696	2.5	1.7
Private Home	\$36	\$91	\$91	\$234	2.6	2.6
Other Overnight	\$50	\$154	\$172	\$528	3.4	3.1
All Overnight	\$85	\$198	\$244	\$547	2.9	2.2

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	870,920	916,100	877,470	327,640	353,770	347,570
Private Home	235,450	232,440	233,460	95,810	92,680	91,250
Other Overnight	824,790	922,050	924,780	268,730	283,250	269,240
All Overnight	1,931,160	2,070,580	2,035,700	692,180	729,700	708,070

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	474,800	502,270	479,470	179,780	195,590	191,980
Private Home	84,440	86,740	90,820	34,360	34,590	35,500
Other Overnight	271,540	301,030	300,500	88,760	92,780	87,810
All Overnight	830,770	890,040	870,790	302,900	322,960	315,280

Deschutes County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$113,629
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$656
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	11%

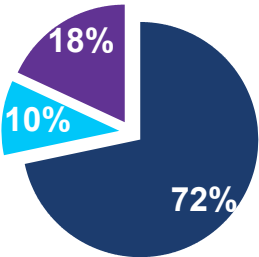
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

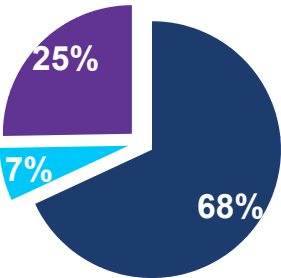
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Deschutes County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Deschutes County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	318.7	715.8	759.6	814.5	886.5	568.1	913.3	1,132.0	1,107.3	1,101.7	▼ -0.5%	▲ 6.1%
Other	29.6	71.0	80.4	94.9	97.2	43.1	82.3	133.2	128.5	133.2	▲ 3.7%	▲ 7.4%
Visitor	289.1	644.9	679.2	719.7	789.4	525.1	831.0	998.8	978.9	968.5	▼ -1.1%	▲ 5.9%
Earnings (\$Millions)												
Earnings	78.3	187.7	202.5	226.2	246.2	218.1	250.7	300.5	338.1	351.4	▲ 3.9%	▲ 7.4%
Employment (Jobs)												
Employment	4,180	6,970	7,110	7,560	7,870	6,600	7,230	8,040	8,570	8,660	▲ 1.0%	▲ 3.5%
Tax Revenue (\$Millions)												
Total	13.8	31.3	35.3	37.5	41.9	35.6	47.5	55.2	55.0	55.8	▲ 1.4%	▲ 6.9%
Local	6.4	13.2	14.0	14.6	17.0	16.0	22.7	26.2	24.7	24.7	▲ 0.2%	▲ 6.6%
State	7.3	18.2	21.2	22.9	24.9	19.5	24.8	29.1	30.4	31.0	▲ 2.3%	▲ 7.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Deschutes County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	289.1	644.9	679.2	719.7	789.4	525.1	831.0	998.8	978.9	968.5	-1.1%	22.7%
Other Travel*	29.6	71.0	80.4	94.9	97.2	43.1	82.3	133.2	128.5	133.2	3.7%	37.1%
TOTAL	318.7	715.8	759.6	814.5	886.5	568.1	913.3	1,132.0	1,107.3	1,101.7	-0.5%	24.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	141.8	381.2	401.8	426.0	480.2	322.1	541.5	639.8	611.7	604.2	-1.2%	25.8%
Hotel, Motel**							301.1	391.4	370.6	372.1	0.4%	
STVR**							240.5	248.4	241.1	232.1	-3.7%	
Private Home	52.0	101.2	109.1	117.0	123.2	90.3	127.4	149.5	150.1	151.6	1.0%	23.1%
Campground	20.7	27.4	27.6	28.8	30.1	30.8	34.2	38.2	42.0	39.8	-5.1%	32.5%
Second Home	22.4	37.2	39.0	40.4	41.4	33.8	40.6	44.5	46.0	46.6	1.3%	12.6%
Day Travel	52.3	97.8	101.7	107.4	114.5	48.1	87.2	126.9	129.1	126.2	-2.2%	10.2%
TOTAL	289.1	644.9	679.2	719.7	789.4	525.1	831.0	998.8	978.9	968.5	-1.1%	22.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	69.3	187.4	197.6	204.2	237.7	211.4	350.7	399.6	376.5	376.0	-0.1%	58.2%
Food Service	72.9	181.3	189.8	202.8	222.1	116.3	170.1	203.7	212.4	214.6	1.1%	-3.4%
Food Stores	26.8	50.3	50.8	52.4	55.4	43.8	67.8	80.6	83.8	81.2	-3.1%	46.5%
Local Tran. & Gas	22.9	49.1	54.1	62.7	66.1	34.5	57.7	77.9	72.0	64.9	-9.9%	-1.8%
Arts, Ent. & Rec.	40.4	70.2	71.9	74.9	79.5	48.9	63.3	73.9	75.9	74.7	-1.6%	-6.0%
Retail Sales	46.0	75.0	76.1	78.5	82.8	51.5	77.9	93.7	92.0	87.7	-4.6%	6.0%
Visitor Air Tran.	10.8	31.6	38.8	44.2	45.8	18.7	43.4	69.4	66.3	69.4	4.6%	51.4%
TOTAL	289.1	644.9	679.2	719.7	789.4	525.1	831.0	998.8	978.9	968.5	-1.1%	22.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Deschutes County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	52.5	136.6	148.8	166.3	181.6	156.0	183.4	226.5	256.1	268.3	4.8%	47.7%
Arts, Ent. & Rec.	12.0	23.7	24.9	28.7	31.5	26.3	29.8	33.1	40.0	42.0	5.2%	33.4%
Retail**	9.2	17.6	18.5	19.8	20.9	25.4	27.8	29.1	29.2	28.1	-3.8%	34.5%
Ground Tran.	1.2	2.8	3.0	3.2	3.6	3.0	3.2	4.0	4.2	4.3	2.2%	18.9%
Visitor Air Tran.	0.4	1.0	1.1	1.2	1.2	1.1	1.2	1.3	1.4	1.4	0.9%	15.4%
Other Travel*	2.9	6.0	6.3	7.2	7.3	6.3	5.3	6.5	7.2	7.3	1.7%	0.2%
TOTAL	78.3	187.7	202.5	226.2	246.2	218.1	250.7	300.5	338.1	351.4	3.9%	37.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,780	4,960	5,030	5,310	5,520	4,550	5,070	5,790	6,200	6,290	1.5%	13.9%
Arts, Ent. & Rec.	740	1,080	1,140	1,260	1,350	1,020	1,130	1,250	1,370	1,410	3.2%	4.7%
Retail**	460	650	660	690	700	770	800	760	760	720	-5.3%	3.4%
Ground Tran.	50	80	80	80	90	70	80	80	80	80	-3.1%	-12.4%
Visitor Air Tran.	20	30	30	30	30	30	30	30	30	20	-3.5%	-12.4%
Other Travel*	120	180	170	190	190	160	130	140	140	140	-0.9%	-25.5%
TOTAL	4,180	6,970	7,110	7,560	7,870	6,600	7,230	8,040	8,570	8,660	1.1%	8.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.4	13.2	14.0	14.6	17.0	16.0	22.7	26.2	24.7	24.7	0.2%	45.4%
State Tax Receipts	7.3	18.2	21.2	22.9	24.9	19.5	24.8	29.1	30.4	31.0	2.3%	24.8%
TOTAL	13.8	31.3	35.3	37.5	41.9	35.6	47.5	55.2	55.0	55.8	1.4%	31.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Deschutes County

Overnight Visitation

Overnight visitor volume for Deschutes County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$355	\$671	\$818	\$1,580	2.3	1.9
Private Home	\$57	\$173	\$132	\$421	2.3	3.2
Other Overnight	\$39	\$131	\$126	\$421	3.2	3.4
All Overnight	\$103	\$282	\$268	\$738	2.6	2.8

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	3,827,840	3,609,690	3,296,060	1,451,060	1,391,250	1,302,000
Private Home	2,635,890	2,660,950	2,672,660	1,179,250	1,162,910	1,148,310
Other Overnight	1,971,010	2,139,020	2,208,990	687,190	702,730	688,920
All Overnight	8,434,740	8,409,660	8,177,710	3,317,500	3,256,890	3,139,230

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,685,300	1,573,270	1,446,570	640,620	609,810	575,620
Private Home	798,480	839,090	878,780	341,180	350,440	360,160
Other Overnight	592,980	642,140	659,890	206,080	210,330	205,240
All Overnight	3,076,760	3,054,500	2,985,250	1,187,880	1,170,580	1,141,020

Douglas County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$84,211
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment	7%
Overnight-Visitor Day Share of Resident Population*	7%

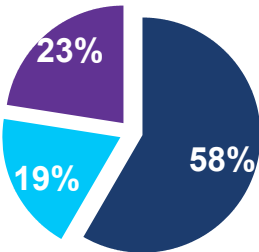
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

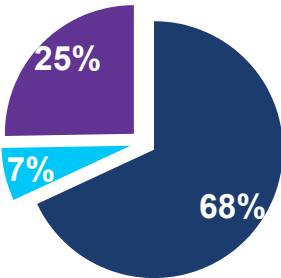
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Douglas County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Douglas County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	185.7	233.2	237.5	245.7	252.6	171.7	252.2	314.4	319.0	316.2	▼ -0.9%	▲ 2.6%
Other	9.6	12.5	13.9	16.0	16.2	7.6	14.3	19.9	18.5	16.8	▼ -9.2%	▲ 2.7%
Visitor	176.1	220.7	223.6	229.7	236.4	164.1	237.9	294.5	300.4	299.4	▼ -0.4%	▲ 2.6%
Earnings (\$Millions)												
Earnings	49.8	68.1	70.4	72.8	76.9	74.9	83.4	96.4	100.7	107.6	▲ 6.8%	▲ 3.7%
Employment (Jobs)												
Employment	3,280	3,130	3,160	3,140	3,180	2,970	3,180	3,480	3,550	3,590	▲ 1.1%	▲ 0.4%
Tax Revenue (\$Millions)												
Total	5.7	8.1	8.8	9.0	9.3	8.2	10.2	11.5	11.5	11.9	▲ 3.4%	▲ 3.6%
Local	0.9	1.4	1.4	1.4	1.5	1.7	2.2	2.3	2.2	2.2	▲ 0.2%	▲ 4.2%
State	4.7	6.7	7.4	7.6	7.9	6.5	8.0	9.2	9.3	9.7	▲ 4.2%	▲ 3.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Douglas County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	176.1	220.7	223.6	229.7	236.4	164.1	237.9	294.5	300.4	299.4	-0.4%	26.6%
Other Travel*	9.6	12.5	13.9	16.0	16.2	7.6	14.3	19.9	18.5	16.8	-9.2%	3.7%
TOTAL	185.7	233.2	237.5	245.7	252.6	171.7	252.2	314.4	319.0	316.2	-0.9%	25.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	51.9	67.6	68.6	67.6	69.6	68.8	96.0	106.7	104.4	105.0	0.6%	50.9%
Hotel, Motel**							89.6	98.0	94.9	94.0	-1.0%	
STVR**							6.5	8.7	9.4	11.0	16.6%	
Private Home	25.8	34.5	35.2	36.9	37.6	28.0	41.9	44.1	44.9	44.8	-0.3%	19.1%
Campground	15.6	20.6	20.8	21.7	22.6	19.6	21.9	24.4	26.9	25.5	-5.2%	12.7%
Second Home	2.6	4.2	4.3	4.5	4.6	3.8	3.6	3.9	4.0	4.1	1.3%	-11.5%
Day Travel	80.3	93.7	94.6	98.9	102.1	43.9	74.5	115.4	120.3	120.1	-0.2%	17.7%
TOTAL	176.1	220.7	223.6	229.7	236.4	164.1	237.9	294.5	300.4	299.4	-0.4%	26.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	27.2	37.8	38.5	35.2	35.8	38.2	53.2	56.4	53.4	53.8	0.8%	50.3%
Food Service	45.3	65.7	67.2	71.0	74.6	50.4	72.4	91.7	98.3	101.1	2.9%	35.5%
Food Stores	19.7	26.3	26.0	26.7	27.5	19.4	27.2	34.7	36.6	36.3	-0.9%	32.3%
Local Tran. & Gas	14.6	18.0	19.4	22.3	22.5	13.8	22.3	30.8	29.1	26.7	-8.4%	18.5%
Arts, Ent. & Rec.	37.8	40.4	40.4	41.8	42.6	21.8	32.1	40.6	42.7	42.2	-1.0%	-0.9%
Retail Sales	31.6	32.4	32.0	32.8	33.4	20.6	30.7	40.3	40.3	39.2	-2.9%	17.5%
TOTAL	176.1	220.7	223.6	229.7	236.4	164.1	237.9	294.5	300.4	299.4	-0.4%	26.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Douglas County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	29.8	41.8	43.4	45.7	48.5	44.5	50.9	58.2	61.3	63.3	3.3%	30.6%
Arts, Ent. & Rec.	11.8	16.3	16.7	16.3	17.2	17.2	19.0	23.8	24.5	29.5	20.3%	71.5%
Retail**	6.6	8.4	8.6	9.0	9.2	11.3	11.5	12.2	12.5	12.2	-1.9%	32.3%
Ground Tran.	0.7	1.0	1.0	1.1	1.2	1.1	1.0	1.3	1.4	1.5	8.0%	30.5%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.8	0.7	0.7	0.7	0.8	0.8	1.0	0.9	1.0	1.0	-0.5%	19.7%
TOTAL	49.8	68.1	70.4	72.8	76.9	74.9	83.4	96.4	100.7	107.6	6.8%	30.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,950	1,900	1,910	1,940	1,950	1,770	1,940	2,100	2,150	2,130	-1.1%	8.8%
Arts, Ent. & Rec.	870	810	830	780	790	720	770	910	930	1,020	9.7%	29.7%
Retail**	370	360	360	370	370	410	410	410	400	380	-6.9%	2.6%
Ground Tran.	30	30	30	30	30	30	20	30	30	30	2.4%	-3.9%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	50	40	40	40	40	40	40	40	40	40	-7.6%	-8.5%
TOTAL	3,280	3,130	3,160	3,140	3,180	2,970	3,180	3,480	3,550	3,590	1.1%	11.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.9	1.4	1.4	1.4	1.5	1.7	2.2	2.3	2.2	2.2	0.2%	48.4%
State Tax Receipts	4.7	6.7	7.4	7.6	7.9	6.5	8.0	9.2	9.3	9.7	4.2%	23.4%
TOTAL	5.7	8.1	8.8	9.0	9.3	8.2	10.2	11.5	11.5	11.9	3.4%	23.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Douglas County

Overnight Visitation

Overnight visitor volume for Douglas County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$175	\$325	\$427	\$796	2.4	1.9
Private Home	\$42	\$126	\$109	\$327	2.6	3.0
Other Overnight	\$28	\$88	\$94	\$300	3.4	3.2
All Overnight	\$78	\$206	\$216	\$554	2.7	2.6

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	877,280	845,080	823,140	334,090	330,530	330,350
Private Home	1,140,710	1,142,110	1,147,140	456,230	447,700	440,900
Other Overnight	665,500	743,650	746,210	217,660	229,270	218,070
All Overnight	2,683,490	2,730,850	2,716,490	1,007,970	1,007,500	989,330

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	454,760	435,070	419,960	173,680	170,890	169,580
Private Home	350,720	365,530	382,810	140,310	143,320	147,170
Other Overnight	211,640	234,920	234,160	69,190	72,400	68,420
All Overnight	1,017,120	1,035,530	1,036,930	383,170	386,610	385,170

Gilliam/Sherman County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$117,593
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$24
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$3
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	10%

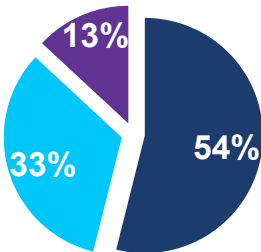
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 10% of the population is added to the amount of people in the area.

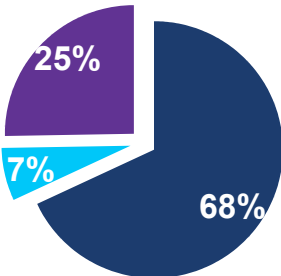
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Gilliam/Sherman County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Gilliam/Sherman County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	7.9	9.4	9.9	10.3	10.7	7.1	7.8	10.4	10.6	10.4	▼ -1.7%	▲ 1.3%
Other	0.3	0.4	0.5	0.5	0.5	0.3	0.5	0.7	0.7	0.6	▼ -9.2%	▲ 3.3%
Visitor	7.6	9.0	9.4	9.7	10.1	6.8	7.3	9.7	9.9	9.8	▼ -1.2%	▲ 1.2%
Earnings (\$Millions)												
Earnings	1.9	2.4	2.6	2.8	3.2	2.7	2.0	2.6	2.4	2.4	▼ -2.9%	▲ 1.0%
Employment (Jobs)												
Employment	140	100	110	110	130	110	80	100	90	80	▼ -3.6%	▼ -2.4%
Tax Revenue (\$Millions)												
Total	0.2	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3	0.3	▼ -1.1%	▲ 2.1%
Local	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -0.1%	N/A
State	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▼ -1.1%	▲ 1.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Gilliam/Sherman County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	7.6	9.0	9.4	9.7	10.1	6.8	7.3	9.7	9.9	9.8	-1.2%	-3.2%
Other Travel*	0.3	0.4	0.5	0.5	0.5	0.3	0.5	0.7	0.7	0.6	-9.2%	12.3%
TOTAL	7.9	9.4	9.9	10.3	10.7	7.1	7.8	10.4	10.6	10.4	-1.7%	-2.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	3.1	4.0	4.3	4.4	4.6	3.3	3.0	4.0	3.9	4.0	0.9%	-13.5%
Hotel, Motel**							2.6	3.6	3.4	3.6	3.9%	
STVR**							0.4	0.5	0.5	0.4	-19.6%	
Private Home	0.5	0.7	0.7	0.8	0.8	0.7	0.9	0.9	1.0	1.0	0.1%	23.6%
Campground	1.6	2.0	2.0	2.1	2.1	1.8	2.0	2.3	2.5	2.3	-5.3%	9.4%
Second Home	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	1.7%	-54.1%
Day Travel	2.3	2.2	2.3	2.4	2.4	0.9	1.3	2.4	2.5	2.4	-1.1%	0.0%
TOTAL	7.6	9.0	9.4	9.7	10.1	6.8	7.3	9.7	9.9	9.8	-1.2%	-3.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.5	2.3	2.5	2.6	2.7	2.1	2.0	2.4	2.3	2.3	-0.4%	-12.0%
Food Service	1.9	2.4	2.6	2.7	2.8	1.9	2.1	2.9	3.1	3.2	2.2%	12.1%
Food Stores	1.0	1.2	1.2	1.2	1.3	0.9	1.1	1.3	1.4	1.4	-3.5%	7.0%
Local Tran. & Gas	0.6	0.6	0.7	0.8	0.8	0.5	0.6	0.9	0.8	0.8	-9.1%	-6.7%
Arts, Ent. & Rec.	1.4	1.3	1.4	1.4	1.5	0.9	0.9	1.2	1.3	1.2	-0.7%	-15.1%
Retail Sales	1.2	1.0	1.0	1.0	1.1	0.5	0.7	0.9	1.0	0.9	-4.7%	-15.0%
TOTAL	7.6	9.0	9.4	9.7	10.1	6.8	7.3	9.7	9.9	9.8	-1.2%	-3.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Gilliam/Sherman County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	1.2	1.6	1.7	1.8	2.2	1.7	1.3	1.7	1.5	1.4	-4.5%	-36.4%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.5	0.4	0.3	0.4	0.4	0.4	2.3%	-5.8%
Retail**	0.3	0.4	0.4	0.4	0.4	0.5	0.4	0.4	0.4	0.4	-4.0%	1.5%
Ground Tran.	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.1	5.4%	-7.0%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.5%	27.9%
TOTAL	1.9	2.4	2.6	2.8	3.2	2.7	2.0	2.6	2.4	2.4	-2.9%	-23.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	90	70	70	70	90	70	60	70	60	50	-4.2%	-38.7%
Arts, Ent. & Rec.	30	20	20	20	20	20	10	20	20	20	0.3%	-18.6%
Retail**	20	20	20	20	20	20	10	10	10	10	-6.6%	-18.2%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	-31.5%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	0	0	0	0	0	0	0	0	0	0	-0.1%	11.5%
TOTAL	140	100	110	110	130	110	80	100	90	80	-11.1%	-30.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.1%	-15.9%
State Tax Receipts	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	-1.1%	-18.7%
TOTAL	0.2	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3	0.3	-1.1%	-17.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Gilliam/Sherman County

Overnight Visitation

Overnight visitor volume for Gilliam/Sherman County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$118	\$196	\$289	\$481	2.5	1.7
Private Home	\$24	\$62	\$62	\$159	2.6	2.6
Other Overnight	\$19	\$61	\$67	\$211	3.5	3.1
All Overnight	\$52	\$128	\$150	\$357	2.9	2.4

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	42,200	40,040	38,320	15,990	15,550	15,370
Private Home	39,640	39,680	39,860	16,130	15,820	15,580
Other Overnight	55,820	62,790	62,590	17,970	19,070	18,000
All Overnight	137,650	142,510	140,770	50,090	50,440	48,950

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	24,050	22,510	21,840	9,150	8,800	8,820
Private Home	14,220	14,810	15,500	5,780	5,900	6,060
Other Overnight	17,990	20,080	19,880	5,800	6,110	5,730
All Overnight	56,260	57,390	57,230	20,740	20,810	20,600

Grant County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$83,464
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$24
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$173
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	9%

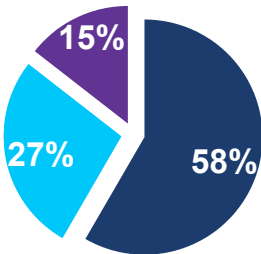
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 9% of the population is added to the amount of people in the area.

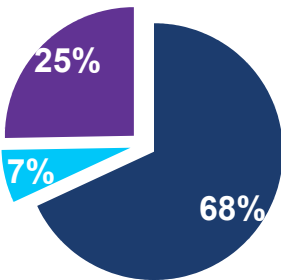
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Grant County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Grant County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	8.6	10.7	11.2	11.7	12.1	6.8	12.8	15.7	16.1	16.0	▼ -1.0%	▲ 3.0%
Other	0.6	0.8	0.9	1.0	1.1	0.5	0.9	1.3	1.2	1.1	▼ -9.2%	▲ 2.6%
Visitor	8.0	9.9	10.3	10.7	11.0	6.3	11.9	14.4	15.0	14.9	▼ -0.3%	▲ 3.0%
Earnings (\$Millions)												
Earnings	2.2	2.8	3.0	3.2	3.4	2.9	3.2	3.5	3.8	3.6	▼ -4.3%	▲ 2.4%
Employment (Jobs)												
Employment	200	180	180	180	190	160	180	190	190	180	▼ -4.2%	▼ -0.5%
Tax Revenue (\$Millions)												
Total	0.3	0.4	0.4	0.5	0.5	0.3	0.6	0.7	0.6	0.6	▼ -0.8%	▲ 3.3%
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	▲ 0.1%	▲ 5.2%
State	0.2	0.3	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	▼ -1.2%	▲ 2.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Grant County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	8.0	9.9	10.3	10.7	11.0	6.3	11.9	14.4	15.0	14.9	-0.3%	34.9%
Other Travel*	0.6	0.8	0.9	1.0	1.1	0.5	0.9	1.3	1.2	1.1	-9.2%	2.3%
TOTAL	8.6	10.7	11.2	11.7	12.1	6.8	12.8	15.7	16.1	16.0	-1.0%	32.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2.4	3.4	3.7	3.8	4.0	1.7	5.6	6.9	7.0	7.0	1.1%	77.0%
Hotel, Motel**							4.1	5.5	5.3	5.5	2.9%	
STVR**							1.5	1.4	1.6	1.6	-4.8%	
Private Home	1.1	1.4	1.5	1.5	1.6	1.0	1.6	1.7	1.8	1.8	0.1%	12.6%
Campground	1.6	2.1	2.1	2.2	2.2	1.9	2.1	2.4	2.6	2.5	-5.3%	9.3%
Second Home	0.7	0.8	0.8	0.9	0.9	0.8	0.7	0.8	0.8	0.8	1.7%	-9.3%
Day Travel	2.1	2.2	2.2	2.3	2.4	1.0	1.9	2.7	2.8	2.8	0.0%	20.1%
TOTAL	8.0	9.9	10.3	10.7	11.0	6.3	11.9	14.4	15.0	14.9	-0.3%	34.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.3	2.1	2.3	2.4	2.5	1.6	3.5	4.1	4.1	4.1	-0.3%	64.7%
Food Service	2.0	2.8	2.9	3.0	3.2	1.8	3.4	4.2	4.5	4.7	3.2%	46.9%
Food Stores	1.3	1.6	1.6	1.6	1.7	1.1	1.6	1.9	2.0	2.0	-1.7%	19.0%
Local Tran. & Gas	0.7	0.8	0.9	1.0	1.0	0.5	1.0	1.3	1.3	1.2	-7.7%	20.0%
Arts, Ent. & Rec.	1.4	1.4	1.4	1.5	1.5	0.7	1.3	1.6	1.7	1.7	-0.4%	13.2%
Retail Sales	1.3	1.2	1.2	1.2	1.2	0.6	1.1	1.3	1.3	1.3	-3.1%	4.6%
TOTAL	8.0	9.9	10.3	10.7	11.0	6.3	11.9	14.4	15.0	14.9	-0.3%	34.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Grant County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	1.4	1.9	2.1	2.3	2.4	1.9	2.2	2.4	2.5	2.4	-6.6%	-1.6%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	2.5%	42.2%
Retail**	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	-2.3%	19.1%
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	6.7%	36.5%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.5%	15.7%
TOTAL	2.2	2.8	3.0	3.2	3.4	2.9	3.2	3.5	3.8	3.6	-4.3%	12.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	110	110	110	120	130	100	120	120	130	120	-4.3%	-4.6%
Arts, Ent. & Rec.	60	40	40	30	40	40	40	40	40	40	-3.7%	-5.1%
Retail**	20	20	20	20	20	20	20	20	20	20	-5.1%	4.6%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	1.2%	0.5%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	0	0	0	0	0	0	0	0	0	0	-1.2%	-5.1%
TOTAL	200	180	180	180	190	160	180	190	190	180	-5.3%	0.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1%	58.7%
State Tax Receipts	0.2	0.3	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	-1.2%	9.0%
TOTAL	0.3	0.4	0.4	0.5	0.5	0.3	0.6	0.7	0.6	0.6	-0.8%	19.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Grant County

Overnight Visitation

Overnight visitor volume for Grant County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$143	\$238	\$352	\$585	2.5	1.7
Private Home	\$24	\$62	\$62	\$159	2.6	2.6
Other Overnight	\$32	\$96	\$109	\$319	3.4	2.9
All Overnight	\$50	\$123	\$142	\$340	2.8	2.4

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	69,830	68,610	67,110	26,270	26,330	26,380
Private Home	72,020	71,990	72,310	29,310	28,700	28,260
Other Overnight	89,750	99,040	100,600	29,940	31,140	30,010
All Overnight	231,600	239,640	240,010	85,520	86,170	84,650

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	38,040	36,560	35,690	14,400	14,170	14,210
Private Home	25,830	26,870	28,130	10,510	10,710	10,990
Other Overnight	30,790	33,710	34,180	10,330	10,660	10,260
All Overnight	94,660	97,140	97,990	35,240	35,550	35,460

Harney County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$58,824
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$41
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$396
Visitor Shares	
Travel Share of Total Employment	11%
Overnight-Visitor Day Share of Resident Population*	12%

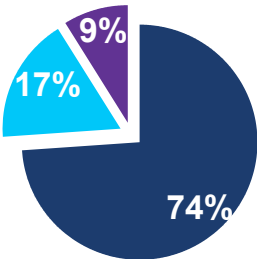
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

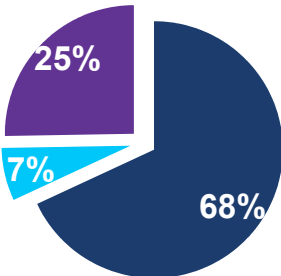
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Harney County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Harney County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	15.5	17.7	18.8	19.4	20.2	11.9	19.3	26.6	27.2	27.4	▲ 0.8%	▲ 2.7%
Other	0.6	0.8	0.9	1.1	1.1	0.5	1.0	1.3	1.2	1.1	▼ -9.2%	▲ 2.9%
Visitor	14.9	16.9	17.8	18.4	19.1	11.4	18.3	25.3	25.9	26.3	▲ 1.3%	▲ 2.7%
Earnings (\$Millions)												
Earnings	4.9	6.3	6.5	6.8	7.7	7.2	8.9	10.0	10.1	10.8	▲ 6.5%	▲ 3.8%
Employment (Jobs)												
Employment	370	310	330	340	360	340	420	450	460	450	▼ -1.4%	▲ 1.0%
Tax Revenue (\$Millions)												
Total	0.5	0.8	0.9	0.9	1.0	0.7	1.1	1.3	1.2	1.3	▲ 3.5%	▲ 4.5%
Local	0.1	0.3	0.3	0.3	0.3	0.2	0.4	0.5	0.4	0.5	▲ 2.3%	▲ 6.0%
State	0.4	0.5	0.6	0.6	0.6	0.5	0.7	0.8	0.8	0.8	▲ 4.3%	▲ 3.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Harney County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	14.9	16.9	17.8	18.4	19.1	11.4	18.3	25.3	25.9	26.3	1.3%	37.5%
Other Travel*	0.6	0.8	0.9	1.1	1.1	0.5	1.0	1.3	1.2	1.1	-9.2%	3.2%
TOTAL	15.5	17.7	18.8	19.4	20.2	11.9	19.3	26.6	27.2	27.4	0.8%	35.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	7.1	8.6	9.3	9.6	10.0	6.0	11.1	14.8	14.8	15.3	3.0%	52.9%
Hotel, Motel**							10.1	13.8	13.6	14.1	3.7%	
STVR**							0.9	1.0	1.2	1.1	-5.9%	
Private Home	1.1	1.5	1.5	1.6	1.6	1.3	1.7	1.8	1.8	1.8	0.1%	13.7%
Campground	1.9	2.6	2.6	2.7	2.8	2.4	2.6	3.0	3.2	3.1	-5.3%	9.1%
Second Home	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.4	0.5	0.5	1.7%	29.4%
Day Travel	4.6	3.9	4.1	4.2	4.4	1.4	2.5	5.3	5.6	5.7	1.0%	29.9%
TOTAL	14.9	16.9	17.8	18.4	19.1	11.4	18.3	25.3	25.9	26.3	1.3%	37.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.2	4.7	5.2	5.3	5.5	3.7	6.4	8.0	7.7	7.9	2.1%	44.0%
Food Service	3.7	4.5	4.7	4.9	5.2	3.2	5.0	7.3	7.9	8.2	4.5%	57.0%
Food Stores	1.7	2.0	2.0	2.1	2.1	1.4	1.9	2.5	2.7	2.6	-1.5%	22.8%
Local Tran. & Gas	1.1	1.1	1.3	1.4	1.4	0.8	1.3	2.1	2.0	1.8	-7.1%	27.9%
Arts, Ent. & Rec.	3.4	2.9	3.0	3.1	3.2	1.6	2.5	3.7	3.9	3.9	1.1%	22.2%
Retail Sales	1.9	1.6	1.6	1.6	1.6	0.8	1.2	1.8	1.8	1.8	-2.4%	10.4%
TOTAL	14.9	16.9	17.8	18.4	19.1	11.4	18.3	25.3	25.9	26.3	1.3%	37.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Harney County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	3.4	4.7	4.8	5.1	5.8	5.2	6.1	7.0	7.0	7.6	8.2%	30.6%
Arts, Ent. & Rec.	0.9	0.9	1.0	1.1	1.1	1.2	2.2	2.1	2.2	2.3	4.1%	101.4%
Retail**	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.7	0.7	-1.8%	20.4%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	5.2%	39.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.5%	16.8%
TOTAL	4.9	6.3	6.5	6.8	7.7	7.2	8.9	10.0	10.1	10.8	6.5%	31.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	210	200	210	220	240	230	260	280	270	270	1.5%	11.3%
Arts, Ent. & Rec.	130	90	90	90	90	90	140	140	160	150	-5.3%	77.6%
Retail**	20	20	20	20	20	20	20	20	20	20	-7.6%	-14.8%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	-0.2%	2.9%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	0	0	0	0	0	0	0	0	0	0	-9.6%	-23.8%
TOTAL	370	310	330	340	360	340	420	450	460	450	-2.2%	27.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.3	0.3	0.3	0.3	0.2	0.4	0.5	0.4	0.5	2.3%	39.5%
State Tax Receipts	0.4	0.5	0.6	0.6	0.6	0.5	0.7	0.8	0.8	0.8	4.3%	28.2%
TOTAL	0.5	0.8	0.9	0.9	1.0	0.7	1.1	1.3	1.2	1.3	3.5%	27.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Harney County

Overnight Visitation

Overnight visitor volume for Harney County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$117	\$195	\$288	\$479	2.5	1.7
Private Home	\$24	\$62	\$62	\$159	2.6	2.6
Other Overnight	\$36	\$109	\$123	\$371	3.4	3.0
All Overnight	\$65	\$143	\$178	\$379	2.7	2.1

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	148,830	145,600	143,300	56,610	56,880	57,690
Private Home	74,980	74,230	74,560	30,510	29,600	29,140
Other Overnight	88,020	98,060	98,690	28,870	30,320	28,930
All Overnight	311,840	317,890	316,550	115,990	116,790	115,760

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	86,610	83,900	82,720	33,030	32,920	33,470
Private Home	26,890	27,700	29,000	10,940	11,050	11,340
Other Overnight	29,310	32,380	32,470	9,650	10,050	9,560
All Overnight	142,810	143,990	144,190	53,620	54,020	54,370

Hood River County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$97,780
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$37
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$670
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	10%

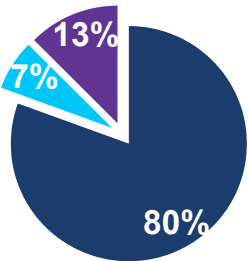
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 10% of the population is added to the amount of people in the area.

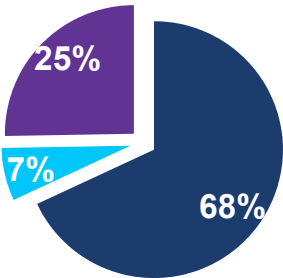
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Hood River County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Hood River County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	58.6	100.8	111.4	114.9	119.0	59.9	82.8	100.1	101.5	102.0	▲ 0.5%	▲ 2.7%
Other	2.6	3.0	3.3	3.7	3.8	1.9	3.2	4.5	4.2	3.9	▼ -8.4%	▲ 1.9%
Visitor	56.0	97.8	108.2	111.2	115.2	58.0	79.6	95.6	97.3	98.1	▲ 0.9%	▲ 2.7%
Earnings (\$Millions)												
Earnings	15.1	27.7	29.5	31.3	33.2	24.9	28.8	33.3	35.6	36.4	▲ 2.4%	▲ 4.3%
Employment (Jobs)												
Employment	910	1,120	1,160	1,170	1,170	810	890	980	1,010	1,010	▲ 0.5%	▲ 0.5%
Tax Revenue (\$Millions)												
Total	2.3	4.9	5.7	6.0	6.2	4.0	5.2	5.7	5.7	5.8	▲ 1.8%	▲ 4.6%
Local	0.8	2.1	2.4	2.4	2.5	1.6	2.3	2.4	2.3	2.4	▲ 0.9%	▲ 5.3%
State	1.5	2.8	3.4	3.5	3.7	2.4	2.9	3.3	3.4	3.5	▲ 2.3%	▲ 4.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Hood River County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	56.0	97.8	108.2	111.2	115.2	58.0	79.6	95.6	97.3	98.1	0.9%	-14.9%
Other Travel*	2.6	3.0	3.3	3.7	3.8	1.9	3.2	4.5	4.2	3.9	-8.4%	2.0%
TOTAL	58.6	100.8	111.4	114.9	119.0	59.9	82.8	100.1	101.5	102.0	0.5%	-14.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	26.5	58.3	66.4	68.7	71.2	34.1	54.4	59.9	60.3	61.2	1.5%	-14.1%
Hotel, Motel**							37.5	43.8	45.5	47.8	5.0%	
STVR**							16.9	16.1	14.8	13.4	-9.4%	
Private Home	6.6	9.4	9.7	9.8	10.0	11.7	9.1	9.6	9.6	9.6	-0.4%	-4.6%
Campground	2.5	3.6	3.6	3.8	3.9	3.1	3.5	3.9	4.3	4.0	-5.5%	2.1%
Second Home	0.8	1.1	1.2	1.2	1.2	1.0	1.1	1.2	1.2	1.3	1.3%	1.4%
Day Travel	19.5	25.3	27.3	27.7	28.8	8.2	11.5	20.9	21.9	22.1	0.9%	-23.3%
TOTAL	56.0	97.8	108.2	111.2	115.2	58.0	79.6	95.6	97.3	98.1	0.9%	-14.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	11.7	30.2	34.1	35.3	36.4	22.2	35.3	37.2	36.1	36.3	0.4%	-0.2%
Food Service	15.6	28.5	31.6	32.4	34.3	15.1	18.8	24.2	26.5	27.9	5.5%	-18.6%
Food Stores	4.9	7.4	7.7	7.7	7.9	5.2	6.1	7.8	8.2	8.2	-0.7%	2.7%
Local Tran. & Gas	5.2	8.6	10.1	11.2	11.4	5.1	7.3	10.3	10.0	9.4	-6.0%	-17.4%
Arts, Ent. & Rec.	8.4	11.0	11.8	11.8	12.1	3.9	4.3	5.5	5.9	6.0	1.1%	-51.0%
Retail Sales	10.1	12.2	12.9	12.8	13.1	6.5	7.7	10.5	10.6	10.4	-1.5%	-20.6%
TOTAL	56.0	97.8	108.2	111.2	115.2	58.0	79.6	95.6	97.3	98.1	0.9%	-14.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Hood River County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	10.0	21.2	22.4	23.8	25.3	19.2	23.5	27.0	29.2	30.0	2.9%	18.9%
Arts, Ent. & Rec.	2.5	3.1	3.4	3.7	3.9	1.9	1.4	1.8	1.9	1.8	-0.5%	-53.3%
Retail**	1.8	2.7	2.9	3.0	3.1	3.1	3.3	3.8	3.8	3.7	-1.0%	21.2%
Ground Tran.	0.3	0.5	0.5	0.5	0.6	0.4	0.4	0.5	0.5	0.6	6.8%	-7.6%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2%	-13.6%
TOTAL	15.1	27.7	29.5	31.3	33.2	24.9	28.8	33.3	35.6	36.4	2.4%	7.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	630	850	860	870	880	610	720	790	820	820	0.4%	-6.7%
Arts, Ent. & Rec.	150	140	140	150	150	70	40	50	50	60	6.1%	-61.3%
Retail**	100	110	120	120	120	110	110	120	120	110	-0.9%	-3.7%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	1.3%	-32.0%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	20	10	10	10	10	10	10	10	10	10	-2.9%	-31.8%
TOTAL	910	1,120	1,160	1,170	1,170	810	890	980	1,010	1,010	0.0%	-13.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	2.1	2.4	2.4	2.5	1.6	2.3	2.4	2.3	2.4	0.9%	-5.2%
State Tax Receipts	1.5	2.8	3.4	3.5	3.7	2.4	2.9	3.3	3.4	3.5	2.3%	-5.0%
TOTAL	2.3	4.9	5.7	6.0	6.2	4.0	5.2	5.7	5.7	5.8	1.8%	-6.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Hood River County

Overnight Visitation

Overnight visitor volume for Hood River County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$178	\$337	\$436	\$825	2.4	1.9
Private Home	\$31	\$96	\$82	\$249	2.6	3.0
Other Overnight	\$31	\$101	\$105	\$342	3.4	3.2
All Overnight	\$83	\$208	\$223	\$545	2.7	2.4

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	443,520	442,930	437,280	167,030	171,030	173,630
Private Home	306,890	303,020	304,360	122,550	118,600	116,800
Other Overnight	151,720	168,950	170,120	50,060	52,530	50,160
All Overnight	902,140	914,910	911,750	339,640	342,170	340,590

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	214,640	215,030	213,670	81,310	83,670	85,600
Private Home	92,960	95,550	100,070	37,120	37,400	38,410
Other Overnight	47,400	52,500	52,480	15,610	16,290	15,440
All Overnight	355,010	363,080	366,220	134,040	137,360	139,450

Jackson County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$112,523
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$31
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$346
Visitor Shares	
Travel Share of Total Employment	4%
Overnight-Visitor Day Share of Resident Population*	7%

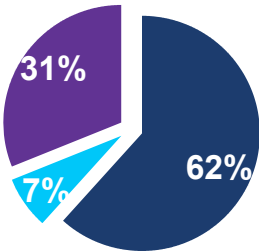
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

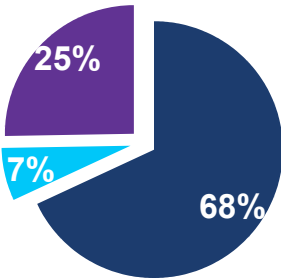
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Jackson County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Jackson County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	352.3	547.5	580.3	611.1	626.6	363.9	627.1	741.0	724.5	730.0	▲ 0.8%	▲ 3.5%
Other	46.6	79.9	88.7	99.0	101.3	43.2	85.9	124.2	117.1	114.2	▼ -2.5%	▲ 4.4%
Visitor	305.7	467.6	491.5	512.2	525.3	320.7	541.2	616.9	607.4	615.8	▲ 1.4%	▲ 3.4%
Earnings (\$Millions)												
Earnings	86.2	142.4	153.5	163.1	170.8	146.0	158.2	190.7	194.7	199.3	▲ 2.3%	▲ 4.1%
Employment (Jobs)												
Employment	4,640	5,440	5,630	5,750	5,790	4,750	4,950	5,590	5,640	5,630	▼ -0.1%	▲ 0.9%
Tax Revenue (\$Millions)												
Total	12.7	23.1	25.7	26.9	27.4	20.0	27.4	31.5	30.7	31.4	▲ 2.1%	▲ 4.4%
Local	4.3	9.1	9.6	10.1	10.2	7.5	11.6	13.3	12.7	13.0	▲ 1.9%	▲ 5.4%
State	8.4	14.1	16.1	16.7	17.2	12.5	15.9	18.2	18.0	18.4	▲ 2.2%	▲ 3.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Jackson County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	305.7	467.6	491.5	512.2	525.3	320.7	541.2	616.9	607.4	615.8	1.4%	17.2%
Other Travel*	46.6	79.9	88.7	99.0	101.3	43.2	85.9	124.2	117.1	114.2	-2.5%	12.7%
TOTAL	352.3	547.5	580.3	611.1	626.6	363.9	627.1	741.0	724.5	730.0	0.8%	16.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	142.3	238.2	254.4	264.7	269.1	175.1	280.2	323.6	312.6	319.7	2.3%	18.8%
Hotel, Motel**							248.3	286.5	272.0	278.8	2.5%	
STVR**							31.9	37.1	40.5	40.9	1.0%	
Private Home	79.6	123.1	127.9	134.4	139.1	77.4	145.9	161.8	159.6	160.9	0.8%	15.7%
Campground	22.3	26.8	27.0	28.1	29.2	24.3	27.0	30.1	33.1	31.4	-5.1%	7.5%
Second Home	3.0	4.3	4.4	4.5	4.6	3.8	5.3	5.8	6.0	6.1	1.3%	31.8%
Day Travel	58.5	75.2	77.9	80.5	83.2	40.0	82.8	95.6	96.2	97.7	1.6%	17.3%
TOTAL	305.7	467.6	491.5	512.2	525.3	320.7	541.2	616.9	607.4	615.8	1.4%	17.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	57.3	98.1	104.2	105.5	105.2	79.9	129.1	137.3	132.5	132.9	0.3%	26.3%
Food Service	77.4	130.3	137.6	142.7	149.8	94.9	155.2	170.9	176.1	185.0	5.1%	23.5%
Food Stores	28.6	41.2	41.4	42.0	43.4	29.0	49.1	55.0	56.6	56.8	0.4%	31.0%
Local Tran. & Gas	29.0	45.8	50.3	57.8	58.2	29.6	57.3	77.5	71.2	68.5	-3.7%	17.8%
Arts, Ent. & Rec.	43.3	53.0	54.5	55.3	56.6	28.6	45.6	48.3	49.0	49.3	0.6%	-12.8%
Retail Sales	49.6	57.7	58.5	58.9	60.1	36.0	64.2	70.0	67.7	66.8	-1.4%	11.2%
Visitor Air Tran.	20.7	41.5	45.0	50.0	52.0	22.6	40.7	57.8	54.3	56.4	3.9%	8.4%
TOTAL	305.7	467.6	491.5	512.2	525.3	320.7	541.2	616.9	607.4	615.8	1.4%	17.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Jackson County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	56.0	98.6	106.8	113.9	119.2	100.0	108.2	129.7	133.0	136.9	2.9%	14.8%
Arts, Ent. & Rec.	12.5	16.9	17.8	18.6	19.8	13.8	14.5	21.8	21.6	21.7	0.4%	9.9%
Retail**	10.0	14.0	14.7	15.3	15.8	18.0	19.6	20.2	20.0	19.9	-0.5%	26.5%
Ground Tran.	1.8	3.0	3.2	3.5	3.8	3.6	5.0	6.6	6.6	7.0	5.3%	85.3%
Visitor Air Tran.	1.4	3.2	3.6	3.9	4.0	3.7	3.6	3.9	4.2	4.5	5.4%	11.1%
Other Travel*	4.5	6.6	7.4	7.9	8.2	6.8	7.4	8.5	9.2	9.3	1.1%	13.2%
TOTAL	86.2	142.4	153.5	163.1	170.8	146.0	158.2	190.7	194.7	199.3	2.3%	14.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,110	3,910	4,040	4,110	4,140	3,350	3,500	3,940	3,960	3,960	0.0%	-4.4%
Arts, Ent. & Rec.	760	710	760	780	780	530	520	710	750	780	3.5%	-0.8%
Retail**	460	500	520	520	520	550	580	570	550	520	-5.1%	0.5%
Ground Tran.	80	90	90	90	100	100	140	160	150	150	1.1%	55.0%
Visitor Air Tran.	50	70	70	70	70	60	60	60	60	60	0.7%	-15.7%
Other Travel*	190	160	170	180	180	150	160	160	160	160	-3.6%	-10.6%
TOTAL	4,640	5,440	5,630	5,750	5,790	4,750	4,950	5,590	5,640	5,630	-0.2%	-2.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	4.3	9.1	9.6	10.1	10.2	7.5	11.6	13.3	12.7	13.0	1.9%	27.2%
State Tax Receipts	8.4	14.1	16.1	16.7	17.2	12.5	15.9	18.2	18.0	18.4	2.2%	6.6%
TOTAL	12.7	23.1	25.7	26.9	27.4	20.0	27.4	31.5	30.7	31.4	2.1%	12.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Jackson County

Overnight Visitation

Overnight visitor volume for Jackson County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$214	\$405	\$495	\$956	2.3	1.9
Private Home	\$57	\$173	\$136	\$428	2.4	3.2
Other Overnight	\$45	\$147	\$154	\$499	3.4	3.2
All Overnight	\$93	\$245	\$234	\$621	2.5	2.7

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	2,026,670	1,891,600	1,893,850	802,580	764,710	787,060
Private Home	2,828,520	2,817,340	2,829,740	1,248,010	1,200,550	1,186,040
Other Overnight	737,790	821,590	827,230	243,420	255,450	243,900
All Overnight	5,592,990	5,530,530	5,550,810	2,294,010	2,220,710	2,217,010

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,009,070	932,080	926,810	395,750	374,390	383,170
Private Home	856,830	888,410	930,430	363,040	365,460	375,770
Other Overnight	230,520	255,300	255,190	75,880	79,220	75,090
All Overnight	2,096,420	2,075,800	2,112,440	834,670	819,070	834,030

Jefferson County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$96,927
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$24
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$554
Visitor Shares	
Travel Share of Total Employment	11%
Overnight-Visitor Day Share of Resident Population*	18%

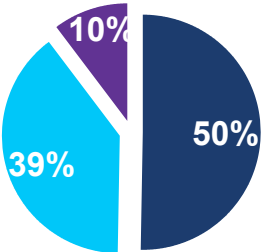
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 18% of the population is added to the amount of people in the area.

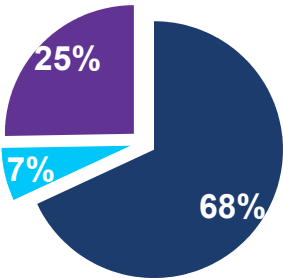
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Jefferson County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Jefferson County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	33.5	50.5	52.5	55.7	59.0	67.0	86.5	116.7	110.7	115.7	▲ 4.5%	▲ 6.1%
Other	1.7	2.7	3.0	3.5	3.6	1.7	3.2	4.5	4.2	3.8	▼ -9.2%	▲ 3.9%
Visitor	31.8	47.8	49.4	52.2	55.5	65.4	83.3	112.2	106.5	111.9	▲ 5.0%	▲ 6.2%
Earnings (\$Millions)												
Earnings	7.8	16.6	17.5	18.8	20.2	20.1	22.4	26.0	27.1	27.4	▲ 1.2%	▲ 6.2%
Employment (Jobs)												
Employment	590	1,020	1,010	1,030	1,060	930	1,040	1,170	1,200	1,160	▼ -3.0%	▲ 3.3%
Tax Revenue (\$Millions)												
Total	1.2	2.3	2.5	2.7	2.9	4.1	4.2	5.2	4.9	5.1	▲ 3.3%	▲ 7.3%
Local	0.3	0.6	0.7	0.7	0.8	1.9	1.7	2.1	1.9	2.0	▲ 3.5%	▲ 9.6%
State	0.9	1.7	1.9	2.0	2.1	2.2	2.5	3.1	3.0	3.1	▲ 3.1%	▲ 6.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Jefferson County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	31.8	47.8	49.4	52.2	55.5	65.4	83.3	112.2	106.5	111.9	5.0%	101.7%
Other Travel*	1.7	2.7	3.0	3.5	3.6	1.7	3.2	4.5	4.2	3.8	-9.2%	7.0%
TOTAL	33.5	50.5	52.5	55.7	59.0	67.0	86.5	116.7	110.7	115.7	4.5%	96.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	5.5	13.8	14.4	15.5	17.4	36.2	36.4	47.1	44.5	45.6	2.5%	162.1%
Hotel, Motel**							31.9	43.0	41.3	42.0	1.7%	
STVR**							4.5	4.0	3.2	3.6	12.4%	
Private Home	5.0	7.4	7.7	8.1	8.3	5.3	8.6	9.1	9.3	9.2	-0.5%	10.7%
Campground	8.7	10.1	10.2	10.6	11.1	11.6	18.6	27.6	24.7	27.7	12.0%	149.1%
Second Home	4.3	5.4	5.6	5.8	6.0	4.9	7.0	7.7	8.0	8.1	1.3%	34.5%
Day Travel	8.4	11.2	11.5	12.1	12.6	7.4	12.7	20.8	20.1	21.3	6.3%	68.7%
TOTAL	31.8	47.8	49.4	52.2	55.5	65.4	83.3	112.2	106.5	111.9	5.0%	101.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	4.4	9.3	9.8	10.2	11.5	24.2	25.4	31.5	28.7	29.8	3.6%	159.5%
Food Service	7.9	13.7	14.2	15.1	16.2	15.3	20.1	27.5	27.7	30.2	9.0%	86.1%
Food Stores	5.2	7.1	7.1	7.2	7.5	7.2	11.1	15.6	14.8	16.1	8.5%	113.8%
Local Tran. & Gas	2.9	4.4	4.8	5.6	5.8	5.6	8.4	13.0	11.6	11.1	-3.8%	92.7%
Arts, Ent. & Rec.	6.0	7.3	7.4	7.7	8.0	7.2	9.9	13.5	13.2	14.0	5.8%	75.4%
Retail Sales	5.3	6.1	6.2	6.3	6.6	5.9	8.4	11.2	10.6	10.8	2.6%	65.3%
TOTAL	31.8	47.8	49.4	52.2	55.5	65.4	83.3	112.2	106.5	111.9	5.0%	101.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Jefferson County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	4.7	10.2	10.8	12.1	13.0	12.6	12.7	14.7	16.3	16.6	2.1%	27.8%
Arts, Ent. & Rec.	1.6	4.2	4.3	4.2	4.5	3.2	4.5	6.0	5.7	5.5	-5.1%	20.4%
Retail**	1.4	1.9	2.0	2.1	2.2	3.7	4.4	4.7	4.4	4.6	5.5%	110.7%
Ground Tran.	0.1	0.2	0.2	0.2	0.3	0.4	0.3	0.5	0.5	0.5	10.0%	93.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.1	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.2	0.2	-0.5%	45.2%
TOTAL	7.8	16.6	17.5	18.8	20.2	20.1	22.4	26.0	27.1	27.4	1.2%	34.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	310	470	480	520	550	510	520	570	620	620	-1.3%	11.1%
Arts, Ent. & Rec.	190	450	420	410	400	250	330	430	410	380	-7.8%	-4.7%
Retail**	80	90	90	90	90	140	170	160	150	150	2.8%	67.2%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	4.3%	42.3%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-5.7%	5.7%
TOTAL	590	1,020	1,010	1,030	1,060	930	1,040	1,170	1,200	1,160	-3.3%	13.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.6	0.7	0.7	0.8	1.9	1.7	2.1	1.9	2.0	3.5%	142.4%
State Tax Receipts	0.9	1.7	1.9	2.0	2.1	2.2	2.5	3.1	3.0	3.1	3.1%	48.8%
TOTAL	1.2	2.3	2.5	2.7	2.9	4.1	4.2	5.2	4.9	5.1	3.3%	69.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Jefferson County

Overnight Visitation

Overnight visitor volume for Jefferson County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$149	\$248	\$366	\$609	2.5	1.7
Private Home	\$36	\$93	\$93	\$238	2.6	2.6
Other Overnight	\$34	\$104	\$116	\$351	3.4	3.0
All Overnight	\$55	\$142	\$167	\$413	3.0	2.5

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	362,220	335,530	334,800	137,770	131,460	134,880
Private Home	252,730	253,970	255,090	102,840	101,260	99,700
Other Overnight	956,720	910,110	1,044,010	314,350	283,100	306,810
All Overnight	1,571,680	1,499,610	1,633,900	554,960	515,820	541,400

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	210,740	195,750	193,730	80,360	76,940	78,420
Private Home	90,630	94,780	99,230	36,880	37,790	38,780
Other Overnight	319,650	303,880	345,150	105,480	94,980	101,920
All Overnight	621,020	594,410	638,100	222,720	209,710	219,130

Josephine County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$79,446
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$39
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$205
Visitor Shares	
Travel Share of Total Employment	4%
Overnight-Visitor Day Share of Resident Population*	6%

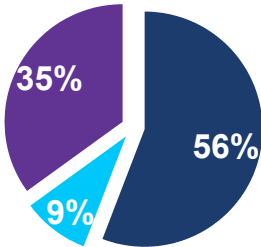
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 6% of the population is added to the amount of people in the area.

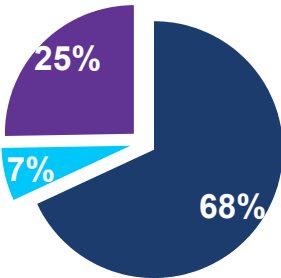
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Josephine County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Josephine County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	98.6	125.7	129.2	133.2	141.4	86.6	154.1	171.1	172.8	172.1	▼ -0.5%	▲ 2.7%
Other	8.5	11.3	11.0	12.7	12.9	6.0	11.3	15.5	14.5	13.1	▼ -9.2%	▲ 2.1%
Visitor	90.1	114.4	118.3	120.5	128.6	80.6	142.8	155.6	158.4	158.9	▲ 0.3%	▲ 2.7%
Earnings (\$Millions)												
Earnings	28.3	41.7	45.4	50.2	52.9	49.8	54.0	61.3	62.1	62.2	▲ 0.1%	▲ 3.8%
Employment (Jobs)												
Employment	1,730	1,780	1,800	1,910	2,030	1,800	1,950	2,160	2,100	2,030	▼ -3.5%	▲ 0.8%
Tax Revenue (\$Millions)												
Total	3.6	5.4	6.1	6.3	6.6	5.2	7.0	7.6	7.5	7.6	▲ 0.7%	▲ 3.6%
Local	0.8	1.3	1.3	1.3	1.4	1.3	1.9	2.0	1.9	1.9	▲ 0.5%	▲ 4.6%
State	2.8	4.2	4.7	5.0	5.2	3.9	5.1	5.6	5.6	5.6	▲ 0.8%	▲ 3.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Josephine County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	90.1	114.4	118.3	120.5	128.6	80.6	142.8	155.6	158.4	158.9	0.3%	23.6%
Other Travel*	8.5	11.3	11.0	12.7	12.9	6.0	11.3	15.5	14.5	13.1	-9.2%	2.2%
TOTAL	98.6	125.7	129.2	133.2	141.4	86.6	154.1	171.1	172.8	172.1	-0.5%	21.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	35.3	45.6	47.8	48.2	52.3	39.0	62.9	69.5	69.6	70.4	1.2%	34.5%
Hotel, Motel**							54.7	59.6	57.8	57.7	-0.2%	
STVR**							8.1	9.9	11.8	12.7	7.8%	
Private Home	25.0	34.1	35.1	36.1	37.9	20.3	41.9	43.6	44.4	44.3	-0.3%	16.7%
Campground	7.1	8.3	8.4	8.7	9.1	6.7	7.5	8.3	9.2	8.7	-5.2%	-4.4%
Second Home	1.5	2.1	2.1	2.2	2.2	1.8	2.5	2.7	2.8	2.9	1.3%	28.0%
Day Travel	21.2	24.3	24.9	25.4	27.0	12.7	28.1	31.3	32.4	32.7	0.9%	21.1%
TOTAL	90.1	114.4	118.3	120.5	128.6	80.6	142.8	155.6	158.4	158.9	0.3%	23.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	16.1	22.5	23.5	23.5	25.1	21.2	34.0	36.0	35.4	35.6	0.6%	41.7%
Food Service	24.0	34.6	36.1	37.0	40.2	24.9	44.5	48.0	51.1	53.1	3.9%	32.1%
Food Stores	10.2	13.6	13.6	13.6	14.4	9.0	16.2	17.9	18.9	18.9	0.2%	31.6%
Local Tran. & Gas	9.2	11.4	12.6	13.9	14.6	7.3	14.5	18.0	16.9	15.6	-7.3%	7.1%
Arts, Ent. & Rec.	14.0	15.1	15.4	15.4	16.3	7.9	13.7	14.2	14.8	14.8	-0.3%	-9.0%
Retail Sales	16.6	17.1	17.2	17.1	18.0	10.3	19.9	21.3	21.2	20.8	-2.1%	15.7%
TOTAL	90.1	114.4	118.3	120.5	128.6	80.6	142.8	155.6	158.4	158.9	0.3%	23.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Josephine County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	18.5	29.8	33.6	37.6	39.2	35.5	37.6	43.2	43.7	44.9	2.7%	14.4%
Arts, Ent. & Rec.	4.5	5.3	5.5	5.9	6.5	6.9	8.1	9.2	9.3	8.2	-12.3%	27.0%
Retail**	3.8	4.8	5.0	5.3	5.6	6.1	6.8	7.1	7.2	7.1	-0.9%	27.2%
Ground Tran.	0.5	0.7	0.7	0.7	0.8	0.6	0.7	0.8	0.9	1.0	8.2%	20.5%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	1.1	1.2	0.6	0.7	0.8	0.8	0.8	1.0	1.0	1.0	-0.5%	28.7%
TOTAL	28.3	41.7	45.4	50.2	52.9	49.8	54.0	61.3	62.1	62.2	0.1%	17.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,040	1,180	1,220	1,320	1,410	1,200	1,280	1,470	1,410	1,350	-3.7%	-3.9%
Arts, Ent. & Rec.	440	360	350	350	370	360	420	430	450	430	-2.6%	16.4%
Retail**	190	180	190	200	200	200	210	210	200	200	-4.1%	-1.1%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	2.6%	-11.3%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	50	50	30	30	30	30	30	30	30	30	-5.1%	-7.8%
TOTAL	1,730	1,780	1,800	1,910	2,030	1,800	1,950	2,160	2,100	2,030	-3.3%	3.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.3	1.3	1.3	1.4	1.3	1.9	2.0	1.9	1.9	0.5%	35.2%
State Tax Receipts	2.8	4.2	4.7	5.0	5.2	3.9	5.1	5.6	5.6	5.6	0.8%	8.5%
TOTAL	3.6	5.4	6.1	6.3	6.6	5.2	7.0	7.6	7.5	7.6	0.7%	13.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Josephine County

Overnight Visitation

Overnight visitor volume for Josephine County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$151	\$285	\$368	\$696	2.4	1.9
Private Home	\$39	\$120	\$102	\$312	2.6	3.0
Other Overnight	\$41	\$135	\$139	\$454	3.4	3.3
All Overnight	\$63	\$168	\$167	\$442	2.7	2.6

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	621,360	608,180	604,950	235,500	235,720	239,800
Private Home	1,119,570	1,120,730	1,125,660	447,080	438,650	432,000
Other Overnight	249,060	275,870	279,230	83,150	86,770	83,330
All Overnight	1,989,990	2,004,780	2,009,840	765,730	761,150	755,130

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	309,780	299,100	294,270	117,920	116,720	117,750
Private Home	339,150	353,410	370,120	135,430	138,320	142,040
Other Overnight	77,210	85,120	85,570	25,710	26,710	25,470
All Overnight	726,140	737,630	749,960	279,060	281,750	285,270

Klamath County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$108,030
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$33
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$345
Visitor Shares	
Travel Share of Total Employment	7%
Overnight-Visitor Day Share of Resident Population*	13%

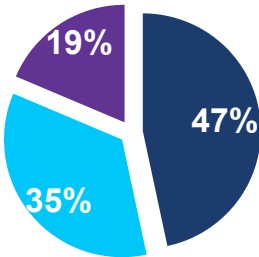
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 13% of the population is added to the amount of people in the area.

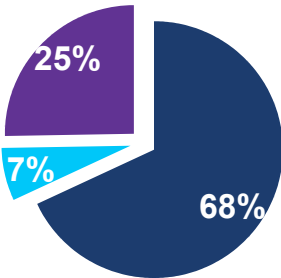
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Klamath County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Klamath County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	117.4	141.2	153.9	156.1	162.3	110.1	213.2	242.6	241.0	245.8	▲ 2.0%	▲ 3.6%
Other	8.9	8.3	10.7	10.5	10.7	5.2	9.3	13.0	12.2	11.1	▼ -8.6%	▲ 1.1%
Visitor	108.6	132.9	143.1	145.6	151.7	104.8	203.8	229.7	228.8	234.7	▲ 2.6%	▲ 3.7%
Earnings (\$Millions)												
Earnings	32.8	46.5	51.9	55.4	56.3	52.0	59.4	69.0	75.2	79.0	▲ 5.1%	▲ 4.3%
Employment (Jobs)												
Employment	1,810	1,920	2,080	2,170	2,140	1,880	2,010	2,180	2,180	2,200	▲ 0.7%	▲ 0.9%
Tax Revenue (\$Millions)												
Total	4.1	6.2	7.2	7.4	7.6	6.0	8.9	9.7	9.7	10.0	▲ 3.1%	▲ 4.3%
Local	1.0	1.8	2.0	2.0	2.0	1.7	2.9	3.0	2.9	3.0	▲ 0.8%	▲ 5.3%
State	3.1	4.4	5.2	5.4	5.6	4.2	5.9	6.6	6.7	7.0	▲ 4.1%	▲ 3.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Klamath County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	108.6	132.9	143.1	145.6	151.7	104.8	203.8	229.7	228.8	234.7	2.6%	54.7%
Other Travel*	8.9	8.3	10.7	10.5	10.7	5.2	9.3	13.0	12.2	11.1	-8.6%	4.3%
TOTAL	117.4	141.2	153.9	156.1	162.3	110.1	213.2	242.6	241.0	245.8	2.0%	51.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	48.0	62.4	69.3	70.5	73.9	45.9	85.6	90.7	88.4	88.2	-0.2%	19.3%
Hotel, Motel**							72.0	76.3	72.5	73.3	1.2%	
STVR**							13.6	14.4	15.9	14.8	-6.8%	
Private Home	23.1	26.5	28.2	28.1	29.0	22.2	33.3	34.9	35.4	35.3	-0.3%	21.6%
Campground	8.3	11.5	11.6	12.1	12.6	16.6	46.3	53.5	53.8	58.3	8.4%	362.4%
Second Home	5.1	6.6	6.8	7.0	7.2	5.9	6.2	6.8	7.1	7.2	1.3%	-0.4%
Day Travel	24.0	25.9	27.3	27.9	28.9	14.3	32.5	43.7	44.2	45.8	3.5%	58.1%
TOTAL	108.6	132.9	143.1	145.6	151.7	104.8	203.8	229.7	228.8	234.7	2.6%	54.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	21.5	31.0	33.9	34.0	35.5	28.1	54.0	56.4	54.7	55.1	0.7%	55.1%
Food Service	26.3	37.5	40.4	41.6	44.2	29.8	55.9	62.8	65.3	69.5	6.4%	57.3%
Food Stores	11.1	14.4	14.7	14.8	15.3	13.6	28.3	33.3	34.1	35.8	5.1%	134.2%
Local Tran. & Gas	11.4	13.9	15.9	17.7	18.1	9.4	20.3	25.8	23.5	22.2	-5.8%	22.2%
Arts, Ent. & Rec.	17.8	18.6	19.4	19.5	20.1	11.5	21.8	24.5	25.0	25.9	3.6%	28.7%
Retail Sales	17.6	17.4	18.0	17.9	18.4	12.5	23.4	26.8	26.2	26.2	0.1%	42.4%
Visitor Air Tran.	2.8	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
TOTAL	108.6	132.9	143.1	145.6	151.7	104.8	203.8	229.7	228.8	234.7	2.6%	54.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Klamath County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	22.0	34.8	38.6	41.7	41.8	37.3	44.2	51.7	57.7	59.6	3.3%	42.7%
Arts, Ent. & Rec.	5.5	5.6	6.0	6.9	7.4	5.8	5.7	7.0	7.1	8.8	22.7%	18.0%
Retail**	3.8	4.6	4.9	5.2	5.4	7.4	8.0	8.6	8.5	8.8	2.7%	62.6%
Ground Tran.	0.6	0.8	0.9	0.9	1.0	0.8	0.8	1.0	1.0	1.1	7.7%	15.5%
Visitor Air Tran.	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.7	0.7	1.2	0.7	0.8	0.7	0.6	0.8	0.8	0.8	0.0%	1.6%
TOTAL	32.8	46.5	51.9	55.4	56.3	52.0	59.4	69.0	75.2	79.0	5.1%	33.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,070	1,210	1,310	1,340	1,270	1,100	1,240	1,340	1,380	1,350	-2.7%	6.0%
Arts, Ent. & Rec.	470	450	500	560	600	450	450	500	480	540	11.5%	-10.1%
Retail**	200	200	210	210	220	270	280	280	270	270	-0.5%	23.7%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	2.2%	-15.0%
Visitor Air Tran.	10	0	10	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	40	30	40	40	40	30	30	30	30	30	-4.7%	-27.0%
TOTAL	1,810	1,920	2,080	2,170	2,140	1,880	2,010	2,180	2,180	2,200	0.9%	1.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.0	1.8	2.0	2.0	2.0	1.7	2.9	3.0	2.9	3.0	0.8%	44.8%
State Tax Receipts	3.1	4.4	5.2	5.4	5.6	4.2	5.9	6.6	6.7	7.0	4.1%	26.1%
TOTAL	4.1	6.2	7.2	7.4	7.6	6.0	8.9	9.7	9.7	10.0	3.1%	27.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Klamath County

Overnight Visitation

Overnight visitor volume for Klamath County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$154	\$291	\$376	\$711	2.4	1.9
Private Home	\$39	\$120	\$102	\$312	2.6	3.0
Other Overnight	\$39	\$125	\$134	\$431	3.4	3.2
All Overnight	\$58	\$162	\$169	\$466	2.9	2.8

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	773,100	727,810	703,930	293,260	282,440	280,680
Private Home	896,010	893,350	897,280	357,810	349,650	344,350
Other Overnight	1,443,060	1,494,680	1,683,550	470,310	459,910	489,880
All Overnight	3,112,180	3,115,840	3,284,760	1,121,380	1,092,010	1,114,920

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	386,960	359,460	347,870	147,390	140,400	139,810
Private Home	271,430	281,700	295,030	108,390	110,260	113,220
Other Overnight	454,470	467,340	523,090	147,890	143,590	152,020
All Overnight	1,112,860	1,108,510	1,165,990	403,670	394,250	405,050

Lake County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$93,645
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$23
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$217
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	9%

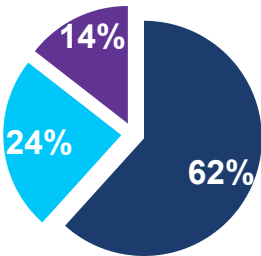
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 9% of the population is added to the amount of people in the area.

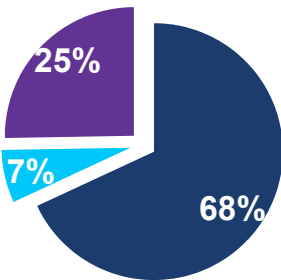
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Lake County



Oregon



■ Hotel, Motel, STVR ■ Private Home (VFR) ■ Other Overnight

Percentages may not sum to 100% due to rounding.



Lake County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	10.4	13.8	14.3	14.8	15.3	12.2	17.6	20.6	20.6	20.9	▲ 1.3%	▲ 3.4%
Other	0.6	0.9	1.0	1.1	1.2	0.5	1.1	1.5	1.4	1.2	▼ -9.2%	▲ 3.3%
Visitor	9.7	12.9	13.3	13.7	14.1	11.7	16.5	19.1	19.2	19.6	▲ 2.0%	▲ 3.4%
Earnings (\$Millions)												
Earnings	2.3	3.2	3.3	3.4	3.5	3.9	4.0	4.5	4.7	4.7	▼ -0.1%	▲ 3.3%
Employment (Jobs)												
Employment	220	220	220	230	210	220	210	230	220	210	▼ -4.7%	▼ -0.2%
Tax Revenue (\$Millions)												
Total	0.3	0.5	0.6	0.6	0.6	0.6	0.7	0.8	0.8	0.8	▲ 2.1%	▲ 4.2%
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	▲ 4.2%	▲ 6.6%
State	0.3	0.4	0.4	0.4	0.5	0.4	0.5	0.6	0.5	0.6	▲ 1.3%	▲ 3.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Lake County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	9.7	12.9	13.3	13.7	14.1	11.7	16.5	19.1	19.2	19.6	2.0%	39.3%
Other Travel*	0.6	0.9	1.0	1.1	1.2	0.5	1.1	1.5	1.4	1.2	-9.2%	7.0%
TOTAL	10.4	13.8	14.3	14.8	15.3	12.2	17.6	20.6	20.6	20.9	1.3%	36.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2.9	5.0	5.3	5.4	5.5	5.7	8.5	9.2	8.9	9.4	5.0%	70.2%
Hotel, Motel**							8.0	8.3	8.0	8.3	3.5%	
STVR**							0.5	0.8	1.0	1.1	17.3%	
Private Home	1.1	1.6	1.6	1.7	1.7	1.5	2.0	2.2	2.2	2.2	0.0%	27.8%
Campground	2.2	2.1	2.1	2.2	2.3	1.8	2.0	2.3	2.5	2.4	-5.3%	1.8%
Second Home	0.8	1.0	1.1	1.1	1.1	0.9	1.1	1.2	1.3	1.3	1.5%	12.7%
Day Travel	2.8	3.1	3.2	3.3	3.4	1.8	2.9	4.3	4.4	4.4	1.3%	29.5%
TOTAL	9.7	12.9	13.3	13.7	14.1	11.7	16.5	19.1	19.2	19.6	2.0%	39.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.7	2.9	3.1	3.1	3.2	3.4	5.0	5.4	5.2	5.4	4.2%	69.8%
Food Service	2.4	3.6	3.8	3.9	4.2	3.4	4.7	5.5	5.8	6.1	4.9%	46.0%
Food Stores	1.5	1.9	1.9	1.9	2.0	1.6	2.1	2.5	2.6	2.6	0.0%	34.5%
Local Tran. & Gas	0.8	1.0	1.1	1.2	1.2	0.8	1.3	1.7	1.6	1.5	-6.0%	21.6%
Arts, Ent. & Rec.	1.7	1.9	1.9	1.9	2.0	1.3	1.8	2.0	2.0	2.1	0.9%	4.2%
Retail Sales	1.6	1.6	1.6	1.6	1.6	1.2	1.7	2.1	2.0	2.0	-1.4%	24.2%
TOTAL	9.7	12.9	13.3	13.7	14.1	11.7	16.5	19.1	19.2	19.6	2.0%	39.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Lake County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	1.3	1.9	1.9	2.0	2.0	2.1	2.3	2.6	2.8	2.7	-1.5%	35.6%
Arts, Ent. & Rec.	0.5	0.6	0.7	0.7	0.7	0.8	0.7	0.8	0.8	0.9	3.9%	15.7%
Retail**	0.4	0.5	0.5	0.6	0.6	0.8	0.8	0.9	0.9	0.9	-0.6%	53.3%
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	8.9%	36.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.5%	21.1%
TOTAL	2.3	3.2	3.3	3.4	3.5	3.9	4.0	4.5	4.7	4.7	-0.1%	34.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	150	140	140	140	130	120	130	140	140	130	-6.1%	2.5%
Arts, Ent. & Rec.	40	50	50	50	50	50	40	50	50	40	-1.8%	-14.6%
Retail**	30	20	30	30	30	30	30	30	30	30	-3.4%	12.4%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	3.3%	0.4%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	0	0	0	0	0	0	0	0	0	0	-3.9%	-10.7%
TOTAL	220	220	220	230	210	220	210	230	220	210	-4.5%	4.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	4.2%	63.4%
State Tax Receipts	0.3	0.4	0.4	0.4	0.5	0.4	0.5	0.6	0.5	0.6	1.3%	22.4%
TOTAL	0.3	0.5	0.6	0.6	0.6	0.6	0.7	0.8	0.8	0.8	2.1%	28.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Lake County

Overnight Visitation

Overnight visitor volume for Lake County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$130	\$217	\$319	\$531	2.5	1.7
Private Home	\$26	\$67	\$67	\$172	2.6	2.6
Other Overnight	\$30	\$87	\$101	\$286	3.3	2.8
All Overnight	\$53	\$125	\$148	\$341	2.8	2.3

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	90,300	84,090	84,980	34,270	32,730	33,940
Private Home	83,660	82,740	83,110	34,040	32,990	32,480
Other Overnight	107,100	117,260	120,030	36,250	37,400	36,330
All Overnight	281,060	284,090	288,120	104,560	103,120	102,750

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	51,890	47,710	47,750	19,760	18,680	19,220
Private Home	30,000	30,880	32,330	12,210	12,310	12,640
Other Overnight	37,660	40,930	41,860	12,820	13,130	12,750
All Overnight	119,550	119,520	121,940	44,790	44,120	44,610

Lane County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$114,214
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$28
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	7%

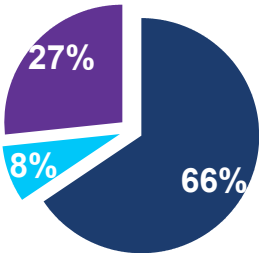
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

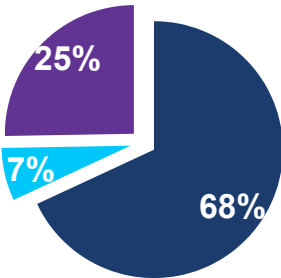
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Lane County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Lane County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	520.5	928.7	950.8	1,024.1	1,041.1	566.0	1,063.9	1,327.0	1,320.3	1,371.6	▲ 3.9%	▲ 4.7%
Other	74.8	211.5	225.9	258.3	258.2	151.6	205.4	281.2	249.7	248.7	▼ -0.4%	▲ 5.9%
Visitor	445.7	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,070.6	1,122.9	▲ 4.9%	▲ 4.5%
Earnings (\$Millions)												
Earnings	126.2	261.8	273.7	297.6	308.4	252.9	278.0	335.3	336.3	348.2	▲ 3.5%	▲ 5.0%
Employment (Jobs)												
Employment	7,510	10,630	10,800	11,110	11,140	8,530	9,050	10,610	10,440	10,470	▲ 0.2%	▲ 1.6%
Tax Revenue (\$Millions)												
Total	18.2	36.6	39.2	41.5	42.1	29.1	42.3	50.2	50.4	52.9	▲ 5.0%	▲ 5.2%
Local	5.8	12.9	13.0	13.6	13.6	9.2	15.8	19.0	19.5	20.7	▲ 6.2%	▲ 6.2%
State	12.4	23.7	26.2	27.9	28.5	19.9	26.4	31.1	30.9	32.2	▲ 4.2%	▲ 4.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Lane County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	445.7	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,070.6	1,122.9	4.9%	43.4%
Other Travel*	74.8	211.5	225.9	258.3	258.2	151.6	205.4	281.2	249.7	248.7	-0.4%	-3.7%
TOTAL	520.5	928.7	950.8	1,024.1	1,041.1	566.0	1,063.9	1,327.0	1,320.3	1,371.6	3.9%	31.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	157.7	313.6	315.4	332.5	338.9	189.1	393.7	485.9	497.4	539.3	8.4%	59.1%
Hotel, Motel**							316.9	405.8	414.8	438.7	5.8%	
STVR**							76.9	80.0	82.6	100.6	21.8%	
Private Home	126.8	190.1	194.5	206.9	210.9	107.6	232.2	267.7	267.0	266.7	-0.1%	26.4%
Campground	29.0	37.0	37.2	38.7	40.3	32.4	36.0	40.1	44.1	41.9	-5.1%	3.8%
Second Home	5.1	9.5	9.8	10.2	10.5	8.6	10.4	11.5	11.9	12.0	1.4%	15.0%
Day Travel	127.1	167.0	167.9	177.5	182.4	76.7	186.1	240.6	250.1	263.0	5.2%	44.2%
TOTAL	445.7	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,070.6	1,122.9	4.9%	43.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	63.3	139.9	142.1	141.3	142.5	99.8	197.1	230.2	231.9	254.6	9.8%	78.7%
Food Service	116.9	206.0	209.1	224.0	233.6	111.9	232.5	277.1	299.2	322.6	7.8%	38.1%
Food Stores	46.4	69.2	68.2	70.6	72.2	43.6	84.3	99.3	104.3	107.0	2.7%	48.2%
Local Tran. & Gas	42.9	66.9	68.5	81.3	81.6	34.9	82.5	106.6	102.1	97.7	-4.3%	19.8%
Arts, Ent. & Rec.	70.0	90.9	90.3	94.3	95.8	48.7	94.6	107.7	112.9	116.5	3.2%	21.5%
Retail Sales	83.6	99.1	97.6	101.0	102.1	52.4	113.8	133.8	134.1	135.3	0.9%	32.5%
Visitor Air Tran.	22.5	45.1	49.0	53.3	55.0	22.9	53.6	91.0	86.0	89.2	3.6%	62.1%
TOTAL	445.7	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,070.6	1,122.9	4.9%	43.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Lane County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	77.8	149.6	158.2	169.2	178.4	143.3	164.4	205.3	213.0	224.3	5.3%	25.7%
Arts, Ent. & Rec.	20.5	34.2	34.8	37.6	39.6	31.0	34.6	44.2	45.4	45.6	0.4%	15.1%
Retail**	15.8	22.6	23.1	24.2	24.7	24.5	26.3	28.7	29.1	29.7	1.8%	20.3%
Ground Tran.	3.1	4.4	4.3	4.9	5.2	4.2	6.4	7.0	7.3	7.7	5.7%	47.2%
Visitor Air Tran.	1.3	2.1	2.3	2.5	2.6	2.5	2.6	2.9	3.1	3.2	2.1%	25.2%
Other Travel*	7.8	48.9	50.9	59.3	57.9	47.3	43.6	47.3	38.4	37.8	-1.6%	-34.7%
TOTAL	126.2	261.8	273.7	297.6	308.4	252.9	278.0	335.3	336.3	348.2	3.5%	9.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	4,300	5,780	5,920	6,030	6,150	4,720	5,200	6,180	6,140	6,250	1.9%	1.7%
Arts, Ent. & Rec.	1,940	2,540	2,580	2,620	2,630	1,870	1,990	2,600	2,590	2,530	-2.6%	-4.0%
Retail**	780	880	880	890	890	800	840	870	860	850	-1.3%	-3.9%
Ground Tran.	140	130	120	130	130	120	170	160	150	150	-0.1%	13.4%
Visitor Air Tran.	40	50	50	50	50	50	50	50	50	50	-2.4%	-5.0%
Other Travel*	310	1,270	1,260	1,400	1,290	970	790	750	650	630	-1.8%	-50.8%
TOTAL	7,510	10,630	10,800	11,110	11,140	8,530	9,050	10,610	10,440	10,470	0.3%	-6.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	5.8	12.9	13.0	13.6	13.6	9.2	15.8	19.0	19.5	20.7	6.2%	52.4%
State Tax Receipts	12.4	23.7	26.2	27.9	28.5	19.9	26.4	31.1	30.9	32.2	4.2%	13.0%
TOTAL	18.2	36.6	39.2	41.5	42.1	29.1	42.3	50.2	50.4	52.9	5.0%	19.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Lane County

Overnight Visitation

Overnight visitor volume for Lane County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$301	\$560	\$691	\$1,315	2.3	1.9
Private Home	\$55	\$168	\$132	\$416	2.4	3.1
Other Overnight	\$30	\$93	\$101	\$312	3.4	3.1
All Overnight	\$109	\$288	\$274	\$730	2.5	2.7

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	2,894,360	2,903,180	3,111,910	1,148,130	1,177,440	1,281,610
Private Home	4,847,940	4,833,080	4,854,350	2,132,930	2,078,340	2,034,220
Other Overnight	1,169,880	1,293,570	1,311,450	390,480	406,840	391,320
All Overnight	8,912,170	9,029,830	9,277,710	3,671,540	3,662,620	3,707,140

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,432,280	1,418,870	1,498,340	562,300	571,110	615,450
Private Home	1,474,850	1,530,550	1,602,930	623,820	633,070	647,310
Other Overnight	380,610	418,170	422,110	127,190	131,710	126,160
All Overnight	3,287,740	3,367,580	3,523,380	1,313,320	1,335,880	1,388,920

Lincoln County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$89,600
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$39
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$1,834
Visitor Shares	
Travel Share of Total Employment	29%
Overnight-Visitor Day Share of Resident Population*	27%

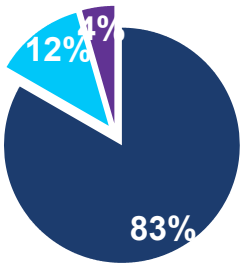
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 27% of the population is added to the amount of people in the area.

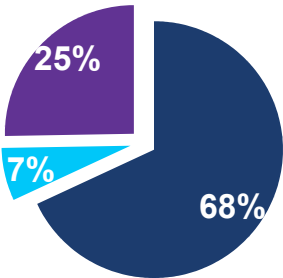
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Lincoln County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.



Lincoln County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	324.6	573.1	590.9	617.4	644.3	467.4	604.5	684.1	698.4	712.7	▲ 2.0%	▲ 3.8%
Other	8.8	11.4	12.2	14.0	14.2	9.1	10.2	14.6	14.7	14.0	▼ -4.9%	▲ 2.2%
Visitor	315.7	561.8	578.7	603.4	630.1	458.4	594.2	669.5	683.7	698.7	▲ 2.2%	▲ 3.9%
Earnings (\$Millions)												
Earnings	85.5	153.5	161.8	180.5	193.3	165.6	191.9	225.0	266.4	274.6	▲ 3.1%	▲ 5.7%
Employment (Jobs)												
Employment	4,690	6,070	6,120	6,470	6,650	5,330	5,920	6,580	7,720	7,850	▲ 1.6%	▲ 2.5%
Tax Revenue (\$Millions)												
Total	13.6	27.2	30.0	31.7	32.8	29.6	35.0	38.7	40.6	41.8	▲ 2.9%	▲ 5.5%
Local	6.4	12.9	13.6	14.1	14.3	14.5	17.3	18.6	18.6	19.1	▲ 2.6%	▲ 5.3%
State	7.2	14.3	16.4	17.6	18.5	15.2	17.7	20.1	22.0	22.7	▲ 3.2%	▲ 5.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Lincoln County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	315.7	561.8	578.7	603.4	630.1	458.4	594.2	669.5	683.7	698.7	2.2%	10.9%
Other Travel*	8.8	11.4	12.2	14.0	14.2	9.1	10.2	14.6	14.7	14.0	-4.9%	-1.8%
TOTAL	324.6	573.1	590.9	617.4	644.3	467.4	604.5	684.1	698.4	712.7	2.0%	10.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	167.0	359.3	373.1	390.0	408.5	325.7	423.1	464.4	474.5	479.9	1.1%	17.5%
Hotel, Motel**							290.2	311.1	319.8	329.3	3.0%	
STVR**							132.9	153.3	154.7	150.5	-2.7%	
Private Home	16.3	22.2	22.6	23.5	24.1	31.7	31.3	25.5	25.9	25.8	-0.4%	6.7%
Campground	35.1	44.3	44.6	46.4	48.3	29.6	37.4	34.5	33.6	42.1	25.5%	-12.8%
Second Home	18.0	23.6	24.6	25.5	26.1	21.3	24.4	26.7	27.7	28.0	1.3%	7.3%
Day Travel	79.4	112.3	113.8	118.1	122.9	50.0	78.1	118.3	122.1	122.9	0.7%	-0.1%
TOTAL	315.7	561.8	578.7	603.4	630.1	458.4	594.2	669.5	683.7	698.7	2.2%	10.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	81.7	162.6	171.2	177.0	182.9	183.4	255.6	275.5	275.0	282.0	2.5%	54.2%
Food Service	72.0	156.9	161.5	169.5	181.2	113.5	129.6	142.9	154.2	162.9	5.6%	-10.1%
Food Stores	32.7	50.4	50.0	51.1	53.2	35.9	50.2	59.3	61.7	64.1	3.9%	20.5%
Local Tran. & Gas	25.5	46.4	50.4	57.4	59.0	34.3	46.6	60.3	57.8	53.8	-6.8%	-8.7%
Arts, Ent. & Rec.	51.3	74.2	74.6	76.6	79.5	44.7	53.0	60.4	63.6	65.1	2.5%	-18.0%
Retail Sales	52.5	71.1	70.8	71.9	74.4	46.5	59.3	71.1	71.5	70.7	-1.0%	-4.9%
TOTAL	315.7	561.8	578.7	603.4	630.1	458.4	594.2	669.5	683.7	698.7	2.2%	10.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Lincoln County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	57.5	114.5	121.5	137.0	146.9	121.9	145.2	173.1	212.9	216.9	1.9%	47.6%
Arts, Ent. & Rec.	13.6	16.3	16.8	18.8	20.2	14.8	17.2	22.8	23.5	27.3	16.1%	34.9%
Retail**	11.0	17.4	17.9	18.7	19.7	23.2	25.1	23.5	23.8	24.1	1.2%	22.4%
Ground Tran.	1.2	2.5	2.6	2.7	3.0	2.9	2.4	2.9	3.2	3.3	3.5%	7.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	2.3	2.8	2.9	3.3	3.4	2.8	2.1	2.7	3.0	3.0	0.7%	-10.0%
TOTAL	85.5	153.5	161.8	180.5	193.3	165.6	191.9	225.0	266.4	274.6	3.1%	37.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,120	4,290	4,360	4,600	4,770	3,720	4,280	4,830	5,910	5,920	0.2%	24.2%
Arts, Ent. & Rec.	880	910	890	990	1,000	670	720	900	950	1,070	11.9%	6.5%
Retail**	590	730	730	740	740	810	810	740	750	750	-0.3%	2.0%
Ground Tran.	50	70	70	70	70	70	60	60	60	60	-1.8%	-20.6%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	60	70	70	80	70	60	50	50	50	50	-0.6%	-36.0%
TOTAL	4,690	6,070	6,120	6,470	6,650	5,330	5,920	6,580	7,720	7,850	1.7%	16.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.4	12.9	13.6	14.1	14.3	14.5	17.3	18.6	18.6	19.1	2.6%	33.7%
State Tax Receipts	7.2	14.3	16.4	17.6	18.5	15.2	17.7	20.1	22.0	22.7	3.2%	22.4%
TOTAL	13.6	27.2	30.0	31.7	32.8	29.6	35.0	38.7	40.6	41.8	2.9%	23.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Lincoln County

Overnight Visitation

Overnight visitor volume for Lincoln County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$256	\$484	\$626	\$1,183	2.4	1.9
Private Home	\$40	\$120	\$103	\$313	2.6	3.0
Other Overnight	\$46	\$154	\$150	\$499	3.2	3.3
All Overnight	\$113	\$285	\$311	\$763	2.7	2.5

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	3,082,990	3,078,180	2,914,910	1,149,350	1,169,180	1,134,480
Private Home	648,450	648,550	651,410	258,950	253,840	249,990
Other Overnight	1,265,980	1,304,670	1,520,500	439,050	428,120	469,160
All Overnight	4,997,430	5,031,400	5,086,820	1,847,350	1,851,140	1,853,640

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,421,140	1,409,990	1,347,920	533,980	541,390	531,530
Private Home	196,430	204,510	214,190	78,440	80,050	82,200
Other Overnight	382,310	391,970	457,110	132,160	128,230	140,640
All Overnight	1,999,880	2,006,470	2,019,210	744,580	749,670	754,370

Linn County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$88,517
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$195
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	5%

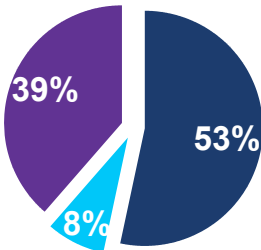
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

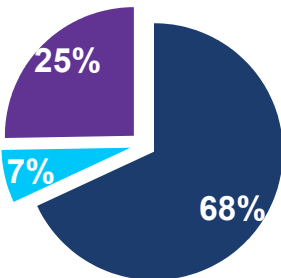
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Linn County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Linn County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	92.0	139.2	143.6	151.1	157.2	91.6	166.1	202.3	209.5	208.6	▼ -0.5%	▲ 4.0%
Other	10.6	14.2	15.9	18.4	18.7	8.9	16.5	23.1	21.7	19.7	▼ -9.2%	▲ 3.0%
Visitor	81.4	125.0	127.7	132.7	138.4	82.7	149.6	179.2	187.9	188.9	▲ 0.6%	▲ 4.1%
Earnings (\$Millions)												
Earnings	21.1	34.8	36.9	40.6	43.1	38.6	46.0	57.6	59.8	62.2	▲ 4.0%	▲ 5.3%
Employment (Jobs)												
Employment	1,510	1,780	1,800	1,910	1,920	1,630	1,860	2,200	2,170	2,190	▲ 1.0%	▲ 1.8%
Tax Revenue (\$Millions)												
Total	3.3	5.8	6.4	6.7	7.4	5.3	7.9	9.5	9.7	10.0	▲ 2.8%	▲ 5.5%
Local	0.5	1.2	1.2	1.2	1.7	1.3	2.3	2.8	2.9	3.0	▲ 2.3%	▲ 9.3%
State	2.8	4.6	5.2	5.5	5.7	4.0	5.6	6.7	6.8	7.0	▲ 3.0%	▲ 4.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Linn County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	81.4	125.0	127.7	132.7	138.4	82.7	149.6	179.2	187.9	188.9	0.6%	36.5%
Other Travel*	10.6	14.2	15.9	18.4	18.7	8.9	16.5	23.1	21.7	19.7	-9.2%	5.0%
TOTAL	92.0	139.2	143.6	151.1	157.2	91.6	166.1	202.3	209.5	208.6	-0.5%	32.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	18.4	37.0	38.1	39.4	41.5	24.6	53.0	66.5	70.5	72.0	2.1%	73.3%
Hotel, Motel**							47.5	61.2	64.4	65.4	1.5%	
STVR**							5.4	5.3	6.1	6.6	8.4%	
Private Home	27.1	39.4	40.2	41.9	43.5	30.4	48.6	51.2	52.3	52.1	-0.4%	19.8%
Campground	6.4	8.5	8.6	9.0	9.4	7.3	8.1	9.1	10.0	9.5	-5.3%	1.1%
Second Home	1.1	1.5	1.6	1.6	1.7	1.4	1.2	1.3	1.4	1.4	1.3%	-16.6%
Day Travel	28.4	38.6	39.2	40.7	42.4	19.1	38.7	51.1	53.7	54.0	0.5%	27.4%
TOTAL	81.4	125.0	127.7	132.7	138.4	82.7	149.6	179.2	187.9	188.9	0.6%	36.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	8.7	19.2	19.9	20.2	21.3	15.6	29.2	35.1	36.8	37.6	2.3%	76.9%
Food Service	22.6	39.2	40.4	42.3	44.8	24.5	44.8	53.4	58.2	60.5	3.9%	34.9%
Food Stores	10.6	15.9	15.8	16.1	16.8	11.6	18.4	21.5	22.7	22.7	-0.2%	35.4%
Local Tran. & Gas	7.8	11.9	12.9	14.6	14.9	7.1	15.4	20.8	20.1	18.7	-7.0%	25.5%
Arts, Ent. & Rec.	14.1	17.8	17.9	18.3	18.9	10.9	18.5	21.0	22.3	22.3	-0.1%	18.1%
Retail Sales	17.7	21.0	20.9	21.2	21.8	13.1	23.4	27.5	27.8	27.2	-2.2%	24.6%
TOTAL	81.4	125.0	127.7	132.7	138.4	82.7	149.6	179.2	187.9	188.9	0.6%	36.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Linn County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	11.9	22.4	24.1	26.9	28.3	24.2	26.8	34.1	35.3	36.6	3.5%	29.1%
Arts, Ent. & Rec.	4.2	5.9	6.1	6.5	6.9	5.7	9.8	12.6	13.1	14.2	8.9%	106.2%
Retail**	3.5	5.1	5.2	5.6	5.9	6.8	7.4	8.3	8.5	8.4	-1.2%	42.2%
Ground Tran.	0.4	0.7	0.7	0.8	0.8	0.6	0.8	0.9	1.0	1.1	9.0%	36.8%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	1.0	0.7	0.8	0.9	1.2	1.2	1.3	1.8	1.8	1.8	-0.5%	56.5%
TOTAL	21.1	34.8	36.9	40.6	43.1	38.6	46.0	57.6	59.8	62.2	4.0%	38.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	870	1,120	1,120	1,200	1,220	1,010	1,060	1,270	1,240	1,240	0.5%	2.3%
Arts, Ent. & Rec.	380	370	390	410	400	300	470	570	580	610	5.3%	53.5%
Retail**	200	220	230	230	240	250	260	280	270	260	-4.7%	9.3%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	3.4%	0.8%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	60	40	40	40	50	50	50	60	60	60	-5.7%	8.7%
TOTAL	1,510	1,780	1,800	1,910	1,920	1,630	1,860	2,200	2,170	2,190	0.9%	13.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.5	1.2	1.2	1.2	1.7	1.3	2.3	2.8	2.9	3.0	2.3%	76.1%
State Tax Receipts	2.8	4.6	5.2	5.5	5.7	4.0	5.6	6.7	6.8	7.0	3.0%	24.0%
TOTAL	3.3	5.8	6.4	6.7	7.4	5.3	7.9	9.5	9.7	10.0	2.8%	32.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Linn County

Overnight Visitation

Overnight visitor volume for Linn County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$135	\$225	\$331	\$551	2.5	1.7
Private Home	\$40	\$102	\$101	\$260	2.6	2.6
Other Overnight	\$37	\$115	\$128	\$394	3.4	3.1
All Overnight	\$61	\$142	\$161	\$368	2.6	2.3

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	596,070	606,150	599,560	226,570	236,780	240,770
Private Home	1,301,750	1,312,010	1,317,790	529,700	523,140	515,080
Other Overnight	259,770	290,600	291,270	84,530	89,160	84,690
All Overnight	2,157,590	2,208,770	2,208,620	840,800	849,080	840,540

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	345,590	349,230	343,220	131,740	137,010	138,660
Private Home	466,830	489,630	512,620	189,960	195,230	200,360
Other Overnight	85,330	94,660	94,420	27,850	29,140	27,550
All Overnight	897,750	933,520	950,250	349,550	361,370	366,570

Malheur County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$90,595
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$329
Visitor Shares	
Travel Share of Total Employment	4%
Overnight-Visitor Day Share of Resident Population*	6%

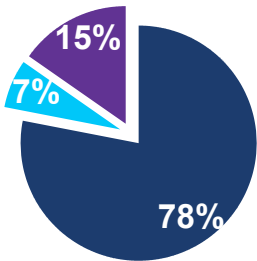
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 6% of the population is added to the amount of people in the area.

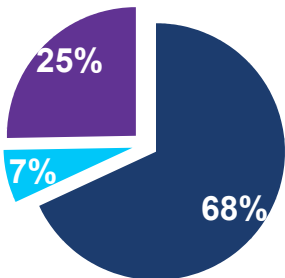
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Malheur County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Malheur County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	35.6	42.1	45.6	45.1	46.8	34.2	52.8	68.0	66.4	66.5	▲ 0.1%	▲ 3.0%
Other	2.7	3.5	3.9	4.4	4.5	2.1	4.0	5.6	5.3	4.8	▼ -9.2%	▲ 2.8%
Visitor	32.9	38.6	41.7	40.6	42.3	32.1	48.8	62.4	61.1	61.7	▲ 0.9%	▲ 3.0%
Earnings (\$Millions)												
Earnings	9.7	12.4	13.1	13.5	14.2	14.4	15.6	19.5	19.9	20.4	▲ 2.6%	▲ 3.6%
Employment (Jobs)												
Employment	660	590	620	600	600	580	590	710	690	690	▼ -0.1%	▲ 0.2%
Tax Revenue (\$Millions)												
Total	1.3	2.1	2.5	2.4	2.5	2.2	2.9	3.6	3.5	3.5	▲ 1.7%	▲ 4.7%
Local	0.4	0.8	0.9	0.9	0.9	0.9	1.3	1.6	1.5	1.5	▲ 1.1%	▲ 6.7%
State	1.0	1.3	1.5	1.5	1.6	1.3	1.6	2.0	2.0	2.0	▲ 2.1%	▲ 3.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Malheur County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	32.9	38.6	41.7	40.6	42.3	32.1	48.8	62.4	61.1	61.7	0.9%	45.9%
Other Travel*	2.7	3.5	3.9	4.4	4.5	2.1	4.0	5.6	5.3	4.8	-9.2%	6.1%
TOTAL	35.6	42.1	45.6	45.1	46.8	34.2	52.8	68.0	66.4	66.5	0.1%	42.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	16.4	21.2	23.7	22.4	23.3	20.3	32.0	41.2	39.4	40.1	1.6%	71.6%
Hotel, Motel**							30.5	40.5	38.6	39.2	1.4%	
STVR**							1.5	0.7	0.8	0.9	12.5%	
Private Home	4.8	6.1	6.3	6.4	6.6	5.3	7.2	7.6	7.8	7.8	0.1%	17.0%
Campground	2.7	3.7	3.7	3.9	4.0	2.4	2.6	2.9	3.2	3.1	-5.0%	-23.3%
Second Home	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.4	0.4	0.4	1.7%	24.5%
Day Travel	8.8	7.3	7.7	7.6	7.9	3.8	6.6	10.2	10.2	10.3	1.0%	30.7%
TOTAL	32.9	38.6	41.7	40.6	42.3	32.1	48.8	62.4	61.1	61.7	0.9%	45.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	7.1	11.3	12.8	11.9	12.4	11.2	17.5	22.1	20.7	21.0	1.1%	69.1%
Food Service	8.5	10.4	11.2	11.2	11.8	9.2	13.8	17.8	18.3	19.0	4.0%	61.1%
Food Stores	3.8	4.5	4.5	4.5	4.7	3.0	4.2	5.0	5.2	5.2	-0.2%	11.3%
Local Tran. & Gas	2.4	2.7	3.0	3.2	3.3	2.2	3.6	5.0	4.7	4.4	-6.7%	31.7%
Arts, Ent. & Rec.	6.2	5.6	5.9	5.7	5.9	4.1	6.0	7.6	7.6	7.7	0.4%	29.4%
Retail Sales	4.9	4.1	4.2	4.1	4.2	2.4	3.7	4.7	4.6	4.5	-2.1%	7.6%
TOTAL	32.9	38.6	41.7	40.6	42.3	32.1	48.8	62.4	61.1	61.7	0.9%	45.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Malheur County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	6.5	8.6	9.0	9.8	10.2	10.1	11.3	13.9	14.3	14.7	2.9%	44.6%
Arts, Ent. & Rec.	1.8	2.2	2.4	2.0	2.2	2.3	2.2	3.1	3.0	3.1	3.4%	43.7%
Retail**	1.1	1.1	1.2	1.3	1.3	1.5	1.6	1.8	1.8	1.8	-1.0%	35.7%
Ground Tran.	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	5.0%	44.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.4	0.4	-0.5%	74.6%
TOTAL	9.7	12.4	13.1	13.5	14.2	14.4	15.6	19.5	19.9	20.4	2.6%	40.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	410	410	410	430	420	400	420	500	500	510	0.5%	19.2%
Arts, Ent. & Rec.	170	120	130	100	100	110	90	120	110	110	0.7%	7.4%
Retail**	60	50	50	50	50	60	60	60	60	60	-4.7%	4.4%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-0.4%	6.2%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-8.9%	21.9%
TOTAL	660	590	620	600	600	580	590	710	690	690	0.0%	15.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	0.8	0.9	0.9	0.9	0.9	1.3	1.6	1.5	1.5	1.1%	66.9%
State Tax Receipts	1.0	1.3	1.5	1.5	1.6	1.3	1.6	2.0	2.0	2.0	2.1%	27.7%
TOTAL	1.3	2.1	2.5	2.4	2.5	2.2	2.9	3.6	3.5	3.5	1.7%	39.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Malheur County

Overnight Visitation

Overnight visitor volume for Malheur County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$121	\$202	\$297	\$495	2.5	1.7
Private Home	\$24	\$62	\$62	\$159	2.6	2.6
Other Overnight	\$45	\$136	\$153	\$458	3.4	3.0
All Overnight	\$69	\$145	\$179	\$370	2.6	2.1

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	385,860	350,900	342,020	147,460	138,130	138,790
Private Home	318,080	319,720	321,130	129,430	127,480	125,520
Other Overnight	69,750	77,510	78,200	22,980	24,070	23,030
All Overnight	773,690	748,130	741,350	299,870	289,690	287,340

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	230,720	208,830	202,640	88,240	82,310	82,390
Private Home	114,070	119,320	124,920	46,420	47,580	48,830
Other Overnight	23,420	25,800	25,950	7,750	8,050	7,680
All Overnight	368,210	353,960	353,510	142,400	137,940	138,890

Marion County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$103,033
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$30
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$200
Visitor Shares	
Travel Share of Total Employment	2%
Overnight-Visitor Day Share of Resident Population*	5%

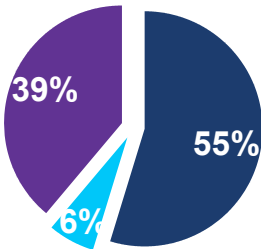
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

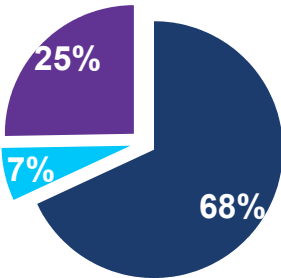
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Marion County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Marion County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	255.8	396.7	415.5	429.3	454.8	236.1	462.5	534.5	551.7	558.7	▲ 1.3%	▲ 3.8%
Other	31.6	47.3	52.6	60.4	61.5	32.0	48.7	68.0	65.1	61.2	▼ -6.1%	▲ 3.2%
Visitor	224.2	349.4	363.0	368.9	393.3	204.1	413.8	466.5	486.5	497.5	▲ 2.2%	▲ 3.9%
Earnings (\$Millions)												
Earnings	61.5	104.9	111.9	119.0	125.0	105.7	110.5	138.1	151.8	156.3	▲ 3.0%	▲ 4.5%
Employment (Jobs)												
Employment	3,730	4,660	4,720	4,760	4,910	3,970	4,030	4,850	4,910	5,010	▲ 2.0%	▲ 1.4%
Tax Revenue (\$Millions)												
Total	9.6	17.2	19.2	19.7	20.7	13.8	19.5	23.1	24.0	24.9	▲ 3.5%	▲ 4.6%
Local	1.9	4.2	4.5	4.4	4.8	3.2	5.3	6.5	6.7	7.1	▲ 4.8%	▲ 6.5%
State	7.8	13.0	14.8	15.3	15.9	10.5	14.2	16.7	17.3	17.8	▲ 3.0%	▲ 4.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Marion County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	224.2	349.4	363.0	368.9	393.3	204.1	413.8	466.5	486.5	497.5	2.2%	26.5%
Other Travel*	31.6	47.3	52.6	60.4	61.5	32.0	48.7	68.0	65.1	61.2	-6.1%	-0.5%
TOTAL	255.8	396.7	415.5	429.3	454.8	236.1	462.5	534.5	551.7	558.7	1.3%	22.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	62.7	124.6	132.0	132.2	143.8	74.1	149.3	188.1	199.3	209.3	5.0%	45.5%
Hotel, Motel**							135.4	173.8	183.2	192.1	4.8%	
STVR**							13.9	14.3	16.0	17.2	7.1%	
Private Home	80.6	115.2	118.6	121.7	128.0	68.2	139.0	145.7	148.0	148.2	0.1%	15.7%
Campground	13.4	18.8	18.9	19.7	20.5	15.3	17.0	18.9	20.8	19.8	-5.0%	-3.6%
Second Home	2.8	4.0	4.1	4.3	4.4	3.6	3.8	4.2	4.3	4.4	1.3%	-0.5%
Day Travel	64.5	86.8	89.4	91.0	96.5	42.9	104.7	109.6	114.1	115.9	1.6%	20.1%
TOTAL	224.2	349.4	363.0	368.9	393.3	204.1	413.8	466.5	486.5	497.5	2.2%	26.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	28.9	63.5	67.6	67.1	73.0	45.8	83.5	101.1	105.7	110.7	4.8%	51.7%
Food Service	61.8	108.1	112.8	115.5	125.0	59.4	124.4	136.7	148.2	156.2	5.4%	24.9%
Food Stores	28.0	42.2	42.4	42.5	44.8	26.2	50.0	55.0	57.6	57.9	0.5%	29.4%
Local Tran. & Gas	20.9	32.1	35.3	39.0	40.7	16.5	39.8	51.2	49.3	46.7	-5.4%	14.6%
Arts, Ent. & Rec.	37.8	47.8	48.7	48.9	51.4	25.7	51.1	53.3	56.2	56.8	1.0%	10.6%
Retail Sales	46.8	55.7	56.1	55.9	58.4	30.5	64.9	69.2	69.4	68.5	-1.3%	17.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.8	438.2%	0.0%
TOTAL	224.2	349.4	363.0	368.9	393.3	204.1	413.8	466.5	486.5	497.5	2.2%	26.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Marion County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	36.2	69.6	74.8	79.1	82.4	69.2	75.7	96.2	103.7	109.1	5.2%	32.5%
Arts, Ent. & Rec.	11.3	14.7	15.3	16.8	18.3	14.1	12.7	16.4	17.9	16.6	-6.9%	-9.2%
Retail**	9.1	13.2	13.8	14.3	15.1	15.0	16.1	17.4	17.6	17.5	-0.3%	15.9%
Ground Tran.	1.1	1.9	2.0	2.1	2.3	1.5	2.0	2.4	2.6	2.9	10.6%	24.9%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.3	30.9%	0.0%
Other Travel*	3.7	5.5	5.9	6.6	6.9	6.0	4.1	5.7	9.0	8.8	-1.8%	28.4%
TOTAL	61.5	104.9	111.9	119.0	125.0	105.7	110.5	138.1	151.8	156.3	3.0%	21.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,200	2,910	2,980	3,000	3,000	2,470	2,590	3,100	3,170	3,260	2.8%	8.7%
Arts, Ent. & Rec.	840	970	950	950	1,090	770	750	970	960	990	3.4%	-9.3%
Retail**	450	520	530	530	550	500	520	550	530	510	-4.1%	-6.2%
Ground Tran.	50	50	50	50	60	40	50	50	50	50	4.9%	-8.0%
Visitor Air Tran.	0	0	0	0	0	0	0	0	10	10	25.2%	0.0%
Other Travel*	180	210	210	220	220	200	130	170	190	180	-2.6%	-16.0%
TOTAL	3,730	4,660	4,720	4,760	4,910	3,970	4,030	4,850	4,910	5,010	2.0%	0.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.9	4.2	4.5	4.4	4.8	3.2	5.3	6.5	6.7	7.1	4.8%	47.3%
State Tax Receipts	7.8	13.0	14.8	15.3	15.9	10.5	14.2	16.7	17.3	17.8	3.0%	11.8%
TOTAL	9.6	17.2	19.2	19.7	20.7	13.8	19.5	23.1	24.0	24.9	3.5%	15.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Marion County

Overnight Visitation

Overnight visitor volume for Marion County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$159	\$301	\$388	\$734	2.4	1.9
Private Home	\$39	\$119	\$101	\$309	2.6	3.0
Other Overnight	\$51	\$165	\$171	\$557	3.4	3.3
All Overnight	\$66	\$177	\$173	\$460	2.6	2.7

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,454,610	1,476,110	1,494,370	554,200	578,030	602,880
Private Home	3,776,990	3,777,400	3,794,020	1,508,270	1,479,340	1,460,470
Other Overnight	424,700	471,350	476,160	141,170	147,620	141,460
All Overnight	5,656,300	5,724,870	5,764,550	2,203,650	2,205,000	2,204,810

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	742,810	750,410	756,820	283,810	295,000	306,690
Private Home	1,144,140	1,191,150	1,247,490	456,890	466,370	479,580
Other Overnight	132,050	145,830	146,280	43,780	45,560	43,360
All Overnight	2,019,000	2,087,380	2,150,590	784,480	806,930	829,630

Morrow County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$67,587
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$38
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$203
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	6%

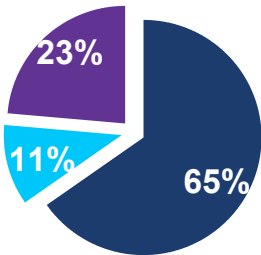
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 6% of the population is added to the amount of people in the area.

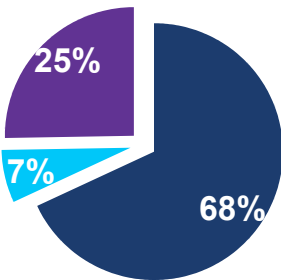
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Morrow County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Morrow County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	10.8	14.9	15.8	16.5	17.1	9.2	14.1	18.2	17.8	17.8	▲ 0.5%	▲ 2.4%
Other	1.0	1.3	1.4	1.6	1.7	0.8	1.6	2.2	2.0	1.8	▼ -9.2%	▲ 3.0%
Visitor	9.8	13.6	14.4	14.8	15.4	8.4	12.5	16.1	15.7	16.0	▲ 1.7%	▲ 2.4%
Earnings (\$Millions)												
Earnings	2.7	3.8	4.1	4.7	5.2	4.5	5.0	6.0	5.9	6.2	▲ 6.4%	▲ 4.1%
Employment (Jobs)												
Employment	200	180	190	220	250	200	220	260	250	240	▼ -2.1%	▲ 0.9%
Tax Revenue (\$Millions)												
Total	0.3	0.6	0.7	0.7	0.8	0.6	0.7	0.9	0.9	0.9	▲ 0.9%	▲ 5.0%
Local	0.0	0.1	0.2	0.2	0.1	0.1	0.2	0.3	0.2	0.2	▲ 2.8%	▲ 36.1%
State	0.3	0.5	0.5	0.6	0.6	0.4	0.5	0.7	0.7	0.7	▲ 0.4%	▲ 3.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Morrow County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	9.8	13.6	14.4	14.8	15.4	8.4	12.5	16.1	15.7	16.0	1.7%	3.8%
Other Travel*	1.0	1.3	1.4	1.6	1.7	0.8	1.6	2.2	2.0	1.8	-9.2%	10.0%
TOTAL	10.8	14.9	15.8	16.5	17.1	9.2	14.1	18.2	17.8	17.8	0.5%	4.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	4.5	7.3	7.9	8.1	8.5	3.9	6.4	8.5	8.0	8.3	3.3%	-2.1%
Hotel, Motel**							6.0	8.0	7.6	7.9	3.5%	
STVR**							0.4	0.5	0.4	0.4	-1.1%	
Private Home	1.8	2.3	2.3	2.4	2.5	2.1	2.8	2.9	3.0	3.0	0.1%	21.1%
Campground	0.5	0.7	0.7	0.7	0.8	0.6	0.7	0.8	0.9	0.8	-5.8%	8.7%
Second Home	0.4	0.6	0.6	0.6	0.6	0.5	0.5	0.6	0.6	0.6	1.7%	-3.0%
Day Travel	2.5	2.8	2.9	3.0	3.1	1.3	2.1	3.2	3.2	3.3	1.3%	6.1%
TOTAL	9.8	13.6	14.4	14.8	15.4	8.4	12.5	16.1	15.7	16.0	1.7%	3.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.0	3.8	4.1	4.2	4.3	2.2	3.6	4.6	4.4	4.5	2.1%	3.1%
Food Service	2.5	3.8	4.0	4.1	4.4	2.7	3.8	4.9	5.0	5.2	4.9%	19.3%
Food Stores	1.2	1.5	1.5	1.6	1.6	1.0	1.4	1.6	1.6	1.7	0.4%	2.6%
Local Tran. & Gas	0.8	1.1	1.2	1.3	1.3	0.7	1.1	1.6	1.4	1.4	-5.7%	0.4%
Arts, Ent. & Rec.	1.7	2.0	2.0	2.1	2.1	1.0	1.5	1.9	1.9	1.9	1.6%	-11.3%
Retail Sales	1.5	1.5	1.5	1.5	1.6	0.8	1.1	1.5	1.4	1.4	-1.5%	-13.2%
TOTAL	9.8	13.6	14.4	14.8	15.4	8.4	12.5	16.1	15.7	16.0	1.7%	3.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Morrow County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	1.5	2.4	2.6	3.2	3.6	3.1	3.7	4.3	4.3	4.6	7.8%	27.8%
Arts, Ent. & Rec.	0.6	0.7	0.7	0.8	0.8	0.6	0.6	0.8	0.8	0.8	4.6%	-1.5%
Retail**	0.4	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	-0.5%	0.8%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	8.7%	2.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.5%	24.4%
TOTAL	2.7	3.8	4.1	4.7	5.2	4.5	5.0	6.0	5.9	6.2	6.4%	12.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	130	120	130	160	180	150	170	200	190	190	-1.8%	5.0%
Arts, Ent. & Rec.	30	30	40	40	40	30	30	40	30	30	-4.9%	-23.6%
Retail**	30	20	20	20	20	20	10	20	20	20	-1.1%	-19.4%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	3.1%	-24.6%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	0	0	0	0	0	0	0	0	0	0	5.5%	7.4%
TOTAL	200	180	190	220	250	200	220	260	250	240	-4.0%	0.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.0	0.1	0.2	0.2	0.1	0.1	0.2	0.3	0.2	0.2	2.8%	45.3%
State Tax Receipts	0.3	0.5	0.5	0.6	0.6	0.4	0.5	0.7	0.7	0.7	0.4%	7.3%
TOTAL	0.3	0.6	0.7	0.7	0.8	0.6	0.7	0.9	0.9	0.9	0.9%	13.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Morrow County

Overnight Visitation

Overnight visitor volume for Morrow County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$115	\$191	\$281	\$468	2.5	1.7
Private Home	\$24	\$62	\$62	\$159	2.6	2.6
Other Overnight	\$24	\$68	\$79	\$225	3.3	2.9
All Overnight	\$49	\$112	\$131	\$295	2.7	2.2

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	87,020	75,110	75,020	33,130	29,570	30,430
Private Home	122,720	122,740	123,280	49,940	48,940	48,190
Other Overnight	54,050	59,280	60,570	18,230	18,850	18,280
All Overnight	263,790	257,140	258,880	101,300	97,360	96,900

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	50,920	44,720	44,420	19,430	17,630	18,060
Private Home	44,010	45,810	47,960	17,910	18,260	18,740
Other Overnight	18,900	20,570	21,010	6,410	6,580	6,380
All Overnight	113,840	111,100	113,380	43,750	42,470	43,180

Multnomah County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$159,288
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$31
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$8
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	5%

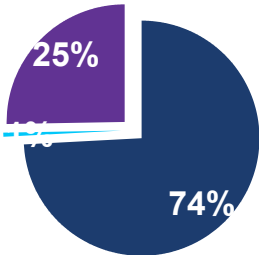
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

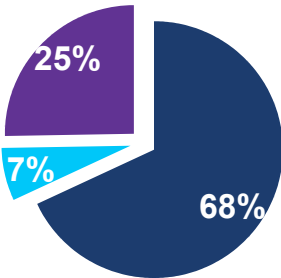
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Multnomah County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Multnomah County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	1,987.7	3,784.2	3,972.4	4,165.4	4,381.2	1,630.8	2,854.2	4,175.1	4,184.6	4,249.5	▲ 1.5%	▲ 3.7%
Other	664.2	1,141.3	1,217.4	1,294.5	1,432.2	480.5	882.8	1,464.7	1,403.6	1,403.8	▲ 0.0%	▲ 3.6%
Visitor	1,323.5	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,971.4	2,710.3	2,781.1	2,845.6	▲ 2.3%	▲ 3.7%
Earnings (\$Millions)												
Earnings	481.7	911.7	999.7	1,079.6	1,152.4	823.3	868.4	1,099.5	1,211.9	1,259.5	▲ 3.9%	▲ 4.7%
Employment (Jobs)												
Employment	16,930	22,760	23,010	23,750	23,920	16,660	17,060	20,340	21,280	21,400	▲ 0.5%	▲ 1.1%
Tax Revenue (\$Millions)												
Total	81.0	183.3	198.5	207.0	212.4	110.1	145.2	188.5	210.5	216.8	▲ 3.0%	▲ 4.8%
Local	44.2	109.6	114.0	117.2	118.0	51.9	76.3	102.9	119.2	122.3	▲ 2.6%	▲ 5.0%
State	36.7	73.7	84.4	89.8	94.4	58.2	68.9	85.6	91.2	94.5	▲ 3.6%	▲ 4.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Multnomah County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	1,323.5	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,971.4	2,710.3	2,781.1	2,845.6	2.3%	-3.5%
Other Travel*	664.2	1,141.3	1,217.4	1,294.5	1,432.2	480.5	882.8	1,464.7	1,403.6	1,403.8	0.0%	-2.0%
TOTAL	1,987.7	3,784.2	3,972.4	4,165.4	4,381.2	1,630.8	2,854.2	4,175.1	4,184.6	4,249.5	1.5%	-3.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	807.9	1,760.5	1,839.5	1,914.1	1,963.6	708.8	1,257.5	1,743.1	1,817.2	1,868.6	2.8%	-4.8%
Hotel, Motel**							1,106.1	1,596.4	1,673.3	1,717.3	2.6%	
STVR**							151.4	146.6	143.9	151.4	5.2%	
Private Home	325.3	576.1	598.3	625.8	643.1	298.3	453.4	646.5	632.3	640.4	1.3%	-0.4%
Campground	10.9	13.9	14.0	14.6	15.2	12.6	7.9	9.6	9.9	9.2	-7.2%	-39.2%
Second Home	3.1	4.6	4.7	4.9	5.0	3.8	4.8	5.3	5.5	5.6	2.4%	11.2%
Day Travel	176.3	287.9	298.5	311.6	322.2	126.9	247.8	306.0	316.2	321.8	1.8%	-0.1%
TOTAL	1,323.5	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,971.4	2,710.3	2,781.1	2,845.6	2.3%	-3.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	254.2	693.1	723.8	741.0	747.2	274.2	495.4	625.0	660.5	678.1	2.7%	-9.2%
Food Service	242.9	516.5	544.4	574.6	607.1	266.1	428.8	530.2	589.2	623.7	5.9%	2.7%
Food Stores	45.2	78.2	79.2	81.0	83.4	50.4	83.4	97.6	102.7	104.5	1.7%	25.2%
Local Tran. & Gas	165.2	283.8	300.0	322.9	326.2	172.1	242.7	358.4	348.7	347.7	-0.3%	6.6%
Arts, Ent. & Rec.	90.8	137.8	141.7	146.0	149.9	41.4	63.6	74.3	80.1	81.5	1.7%	-45.7%
Retail Sales	152.6	220.0	223.8	228.3	233.6	114.2	183.8	220.5	226.3	225.3	-0.5%	-3.6%
Visitor Air Tran.	372.5	713.5	742.3	777.2	801.6	231.8	473.8	804.2	773.5	784.9	1.5%	-2.1%
TOTAL	1,323.5	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,971.4	2,710.3	2,781.1	2,845.6	2.3%	-3.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Multnomah County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	175.2	399.1	428.5	467.2	492.9	295.8	323.3	457.3	509.7	530.4	4.1%	7.6%
Arts, Ent. & Rec.	25.1	43.7	46.1	49.0	52.2	37.0	37.5	49.5	51.2	53.6	4.8%	2.7%
Retail**	24.2	40.7	43.0	45.2	46.5	44.8	45.8	50.1	51.5	51.6	0.2%	10.9%
Ground Tran.	21.2	32.6	34.5	35.8	38.9	38.1	35.9	49.5	50.9	53.3	4.6%	37.1%
Visitor Air Tran.	81.0	144.9	162.9	175.2	177.3	151.4	155.0	172.1	192.3	200.8	4.4%	13.3%
Other Travel*	154.9	250.7	284.7	307.2	344.6	256.1	271.0	320.9	356.3	369.8	3.8%	7.3%
TOTAL	481.7	911.7	999.7	1,079.6	1,152.4	823.3	868.4	1,099.5	1,211.9	1,259.5	3.9%	5.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	8,660	13,520	13,700	14,090	14,000	8,610	9,010	11,590	12,440	12,520	0.6%	-10.6%
Arts, Ent. & Rec.	840	1,220	1,170	1,170	1,230	800	810	1,150	1,150	1,230	7.0%	0.3%
Retail**	970	1,290	1,320	1,330	1,310	1,180	1,180	1,200	1,190	1,170	-1.9%	-11.1%
Ground Tran.	930	960	980	980	1,020	1,090	990	1,180	1,130	1,140	0.7%	12.0%
Visitor Air Tran.	1,810	1,980	2,000	2,110	2,100	1,770	1,790	1,750	1,810	1,810	-0.2%	-14.0%
Other Travel*	3,720	3,800	3,830	4,070	4,260	3,200	3,290	3,460	3,560	3,530	-0.8%	-17.2%
TOTAL	16,930	22,760	23,010	23,750	23,920	16,660	17,060	20,340	21,280	21,400	0.6%	-11.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	44.2	109.6	114.0	117.2	118.0	51.9	76.3	102.9	119.2	122.3	2.6%	3.7%
State Tax Receipts	36.7	73.7	84.4	89.8	94.4	58.2	68.9	85.6	91.2	94.5	3.6%	0.1%
TOTAL	81.0	183.3	198.5	207.0	212.4	110.1	145.2	188.5	210.5	216.8	3.0%	-0.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Multnomah County

Overnight Visitation

Overnight visitor volume for Multnomah County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$329	\$669	\$692	\$1,444	2.1	2.1
Private Home	\$119	\$368	\$228	\$731	1.9	3.2
Other Overnight	\$20	\$70	\$60	\$207	2.9	3.4
All Overnight	\$194	\$486	\$407	\$1,052	2.1	2.6

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	7,252,790	7,374,390	7,278,350	3,060,440	3,204,270	3,267,090
Private Home	5,414,990	5,378,310	5,401,980	2,915,930	2,843,440	2,807,520
Other Overnight	335,140	354,590	361,930	126,970	126,860	123,410
All Overnight	13,002,910	13,107,290	13,042,260	6,103,340	6,174,580	6,198,030

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	3,338,510	3,397,980	3,342,610	1,399,820	1,466,020	1,488,570
Private Home	1,611,010	1,664,750	1,742,470	841,950	852,760	875,640
Other Overnight	99,300	104,660	106,130	37,250	37,090	35,870
All Overnight	5,048,830	5,167,380	5,191,210	2,279,030	2,355,870	2,400,080

Polk County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$76,060
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$41
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$3
Local & State Tax Revenues Generated per County Household	\$209
Visitor Shares	
Travel Share of Total Employment	9%
Overnight-Visitor Day Share of Resident Population*	4%

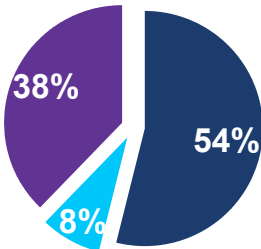
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

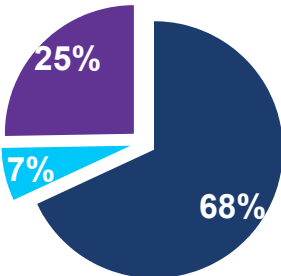
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Polk County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Polk County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	128.5	170.6	177.8	178.2	183.7	81.2	182.0	222.2	233.1	234.6	▲ 0.7%	▲ 2.9%
Other	5.7	9.4	10.6	12.3	12.5	5.9	11.4	15.8	14.8	13.4	▼ -9.2%	▲ 4.1%
Visitor	122.8	161.2	167.2	165.9	171.1	75.3	170.7	206.3	218.3	221.2	▲ 1.3%	▲ 2.8%
Earnings (\$Millions)												
Earnings	39.2	48.5	51.2	55.7	59.9	55.2	65.1	85.5	87.7	92.1	▲ 5.0%	▲ 4.1%
Employment (Jobs)												
Employment	2,010	2,120	2,190	2,380	2,470	2,100	2,420	2,990	2,910	2,940	▲ 1.0%	▲ 1.8%
Tax Revenue (\$Millions)												
Total	3.0	4.3	4.7	5.0	5.2	3.9	5.4	6.7	6.8	7.1	▲ 4.0%	▲ 4.1%
Local	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 4.3%	N/A
State	3.0	4.2	4.6	4.9	5.1	3.9	5.3	6.6	6.7	7.0	▲ 4.0%	▲ 4.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Polk County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	122.8	161.2	167.2	165.9	171.1	75.3	170.7	206.3	218.3	221.2	1.3%	29.2%
Other Travel*	5.7	9.4	10.6	12.3	12.5	5.9	11.4	15.8	14.8	13.4	-9.2%	7.2%
TOTAL	128.5	170.6	177.8	178.2	183.7	81.2	182.0	222.2	233.1	234.6	0.7%	27.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	14.1	24.8	25.4	18.3	19.0	7.4	23.1	28.5	30.9	32.3	4.5%	69.7%
Hotel, Motel**							18.5	23.6	25.3	26.4	4.7%	
STVR**							4.6	4.9	5.6	5.8	3.3%	
Private Home	10.3	15.9	16.8	17.6	18.2	12.6	21.3	22.3	22.6	22.6	-0.2%	24.3%
Campground	2.9	3.9	3.9	4.1	4.3	3.6	4.0	4.5	4.9	4.7	-5.0%	9.9%
Second Home	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	1.5%	-24.0%
Day Travel	95.4	116.3	120.7	125.5	129.3	51.3	122.1	150.8	159.5	161.3	1.1%	24.7%
TOTAL	122.8	161.2	167.2	165.9	171.1	75.3	170.7	206.3	218.3	221.2	1.3%	29.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	8.6	16.8	17.4	9.9	10.1	6.0	13.5	15.7	16.7	17.2	3.2%	69.5%
Food Service	20.6	32.8	34.5	36.5	38.4	16.6	37.8	45.6	49.5	51.7	4.5%	34.7%
Food Stores	8.9	13.0	13.3	13.6	14.0	8.2	15.7	18.8	19.8	19.9	0.6%	41.9%
Local Tran. & Gas	5.0	6.9	7.6	8.7	8.8	3.6	8.9	11.9	11.6	11.0	-5.3%	24.7%
Arts, Ent. & Rec.	76.7	87.9	90.6	93.4	95.8	38.3	90.1	109.0	115.5	116.2	0.6%	21.3%
Retail Sales	3.1	3.7	3.8	3.9	4.0	2.6	4.8	5.2	5.2	5.2	-1.5%	30.2%
TOTAL	122.8	161.2	167.2	165.9	171.1	75.3	170.7	206.3	218.3	221.2	1.3%	29.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Polk County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	11.6	21.4	22.6	25.2	27.6	28.2	37.6	48.7	48.8	49.5	1.4%	79.4%
Arts, Ent. & Rec.	25.2	23.6	25.0	26.6	28.3	23.0	23.2	31.7	33.5	37.2	10.9%	31.4%
Retail**	1.7	2.5	2.6	2.8	2.9	2.9	3.2	3.6	3.7	3.7	0.0%	30.3%
Ground Tran.	0.3	0.5	0.5	0.6	0.6	0.4	0.6	0.7	0.8	0.9	12.1%	37.6%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.3	0.4	0.5	0.5	0.6	0.6	0.6	0.8	0.8	0.8	-0.5%	42.5%
TOTAL	39.2	48.5	51.2	55.7	59.9	55.2	65.1	85.5	87.7	92.1	5.0%	46.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	880	1,010	1,060	1,100	1,170	1,110	1,440	1,800	1,750	1,780	1.5%	51.8%
Arts, Ent. & Rec.	990	950	970	1,110	1,130	840	830	1,030	990	990	0.8%	-12.3%
Retail**	100	120	120	120	120	110	110	120	120	120	-2.0%	0.5%
Ground Tran.	10	10	10	10	10	10	10	10	10	20	6.3%	1.4%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	30	30	30	30	30	30	30	30	30	30	-5.3%	2.3%
TOTAL	2,010	2,120	2,190	2,380	2,470	2,100	2,420	2,990	2,910	2,940	1.0%	17.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	4.3%	32.2%
State Tax Receipts	3.0	4.2	4.6	4.9	5.1	3.9	5.3	6.6	6.7	7.0	4.0%	35.5%
TOTAL	3.0	4.3	4.7	5.0	5.2	3.9	5.4	6.7	6.8	7.1	4.0%	30.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Polk County

Overnight Visitation

Overnight visitor volume for Polk County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$128	\$213	\$314	\$523	2.5	1.7
Private Home	\$25	\$66	\$65	\$168	2.6	2.6
Other Overnight	\$49	\$153	\$170	\$526	3.5	3.1
All Overnight	\$46	\$109	\$120	\$281	2.6	2.3

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	294,710	306,740	311,680	111,450	118,850	123,810
Private Home	881,050	882,930	886,810	358,510	352,050	346,620
Other Overnight	89,800	100,660	100,690	29,110	30,770	29,170
All Overnight	1,265,560	1,290,330	1,299,180	499,070	501,670	499,600

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	165,750	170,660	171,990	62,980	66,610	69,000
Private Home	315,960	329,500	344,970	128,570	131,380	134,840
Other Overnight	29,300	32,570	32,410	9,520	9,980	9,410
All Overnight	511,010	532,730	549,360	201,070	207,970	213,240

Tillamook County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$130,121
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$37
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$1,211
Visitor Shares	
Travel Share of Total Employment	14%
Overnight-Visitor Day Share of Resident Population*	24%

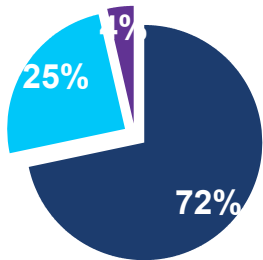
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 24% of the population is added to the amount of people in the area.

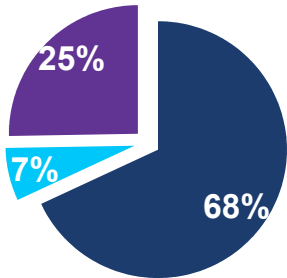
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Tillamook County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Tillamook County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	129.0	227.4	232.7	241.7	249.4	113.6	205.1	269.5	281.6	273.9	▼ -2.7%	▲ 3.7%
Other	2.1	3.0	3.4	3.9	3.9	1.9	3.5	4.9	4.5	4.1	▼ -9.2%	▲ 3.2%
Visitor	126.9	224.4	229.3	237.8	245.5	111.8	201.5	264.6	277.1	269.8	▼ -2.6%	▲ 3.7%
Earnings (\$Millions)												
Earnings	36.1	72.4	77.2	82.9	92.2	71.5	86.4	90.5	98.4	100.4	▲ 2.0%	▲ 5.0%
Employment (Jobs)												
Employment	1,720	2,190	2,210	2,180	2,350	1,700	2,000	2,020	2,110	2,080	▼ -1.5%	▲ 0.9%
Tax Revenue (\$Millions)												
Total	3.3	8.4	9.4	10.4	11.4	9.1	12.7	13.9	14.3	14.3	▲ 0.1%	▲ 7.2%
Local	0.6	3.0	3.3	4.0	4.5	4.3	6.3	6.9	6.9	6.9	▼ -0.3%	▲ 12.3%
State	2.7	5.4	6.1	6.4	6.9	4.8	6.4	7.0	7.4	7.4	▲ 0.6%	▲ 4.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Tillamook County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	126.9	224.4	229.3	237.8	245.5	111.8	201.5	264.6	277.1	269.8	-2.6%	9.9%
Other Travel*	2.1	3.0	3.4	3.9	3.9	1.9	3.5	4.9	4.5	4.1	-9.2%	4.1%
TOTAL	129.0	227.4	232.7	241.7	249.4	113.6	205.1	269.5	281.6	273.9	-2.7%	9.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	24.9	81.2	83.3	86.1	88.4	50.6	112.0	126.4	129.7	126.7	-2.3%	43.3%
Hotel, Motel**							10.6	11.3	11.8	11.3	-3.7%	
STVR**							101.4	115.2	117.9	115.3	-2.2%	
Private Home	3.8	5.1	5.4	5.7	5.8	4.7	6.0	6.3	6.4	6.3	-0.2%	9.5%
Campground	25.9	33.5	33.7	35.1	36.5	20.1	22.3	24.9	27.4	26.0	-5.1%	-28.9%
Second Home	10.0	13.5	14.1	14.6	15.0	12.4	15.4	17.0	17.6	17.8	1.5%	18.9%
Day Travel	62.3	91.1	92.8	96.4	99.8	23.9	45.9	90.1	96.2	93.0	-3.3%	-6.8%
TOTAL	126.9	224.4	229.3	237.8	245.5	111.8	201.5	264.6	277.1	269.8	-2.6%	9.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	17.4	49.0	51.0	52.5	53.4	48.0	91.1	99.6	99.9	99.6	-0.3%	86.5%
Food Service	34.2	66.6	68.6	71.8	75.7	22.9	40.5	60.8	67.4	66.9	-0.9%	-11.6%
Food Stores	18.9	28.4	28.3	28.8	29.8	14.8	23.6	32.2	34.9	33.5	-3.9%	12.4%
Local Tran. & Gas	8.5	13.8	15.0	16.9	17.2	5.8	11.6	18.2	18.0	16.1	-10.6%	-6.2%
Arts, Ent. & Rec.	23.0	35.0	35.1	35.9	36.9	9.6	15.0	22.1	24.1	23.0	-4.3%	-37.6%
Retail Sales	25.0	31.5	31.4	31.8	32.5	10.6	19.9	31.7	32.8	30.7	-6.3%	-5.6%
TOTAL	126.9	224.4	229.3	237.8	245.5	111.8	201.5	264.6	277.1	269.8	-2.6%	9.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Tillamook County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	23.4	52.8	57.0	62.5	70.6	55.3	68.4	74.2	81.1	84.0	3.6%	19.0%
Arts, Ent. & Rec.	6.3	9.8	10.0	9.9	10.5	8.5	8.8	6.4	6.9	6.3	-7.6%	-39.9%
Retail**	5.8	8.7	8.9	9.3	9.6	7.0	8.3	8.7	9.1	8.7	-4.8%	-9.8%
Ground Tran.	0.5	1.0	1.1	1.1	1.2	0.6	0.8	1.1	1.2	1.2	3.1%	4.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	-0.5%	-46.1%
TOTAL	36.1	72.4	77.2	82.9	92.2	71.5	86.4	90.5	98.4	100.4	2.0%	6.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	980	1,400	1,400	1,420	1,510	1,120	1,320	1,420	1,480	1,510	1.6%	-0.4%
Arts, Ent. & Rec.	370	370	390	350	410	300	350	280	310	280	-10.0%	-32.9%
Retail**	340	390	380	380	380	260	300	290	290	270	-8.4%	-29.8%
Ground Tran.	20	30	30	30	30	10	20	20	20	20	-2.2%	-23.1%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	10	10	10	10	10	10	10	0	0	0	-9.6%	-60.4%
TOTAL	1,720	2,190	2,210	2,180	2,350	1,700	2,000	2,020	2,110	2,080	-1.4%	-10.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.6	3.0	3.3	4.0	4.5	4.3	6.3	6.9	6.9	6.9	-0.3%	52.6%
State Tax Receipts	2.7	5.4	6.1	6.4	6.9	4.8	6.4	7.0	7.4	7.4	0.6%	8.1%
TOTAL	3.3	8.4	9.4	10.4	11.4	9.1	12.7	13.9	14.3	14.3	0.1%	25.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Tillamook County

Overnight Visitation

Overnight visitor volume for Tillamook County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$1,658	\$2,758	\$4,067	\$6,766	2.5	1.7
Private Home	\$23	\$59	\$59	\$152	2.6	2.6
Other Overnight	\$34	\$94	\$109	\$303	3.3	2.8
All Overnight	\$73	\$201	\$220	\$597	3.0	2.7

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	870,730	913,940	828,130	310,130	326,400	296,770
Private Home	275,120	273,560	274,760	111,950	109,070	107,390
Other Overnight	1,163,420	1,262,440	1,303,570	399,920	409,100	400,920
All Overnight	2,309,270	2,449,930	2,406,460	821,990	844,570	805,080

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	320,300	335,070	303,770	114,660	120,480	109,830
Private Home	98,660	102,090	106,880	40,150	40,710	41,780
Other Overnight	420,060	452,980	467,780	145,160	147,620	144,700
All Overnight	839,020	890,140	878,430	299,960	308,800	296,310

Umatilla County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$76,384
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$368
Visitor Shares	
Travel Share of Total Employment	7%
Overnight-Visitor Day Share of Resident Population*	7%

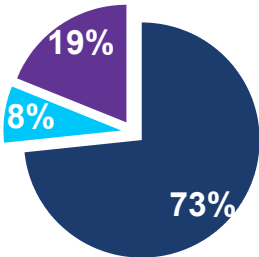
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

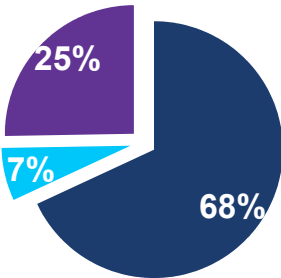
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Umatilla County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Umatilla County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	114.9	148.7	164.5	175.1	180.1	116.2	175.6	238.5	235.3	238.4	▲ 1.3%	▲ 3.5%
Other	8.0	9.6	11.8	13.0	13.8	6.5	11.1	16.1	14.7	13.0	▼ -11.7%	▲ 2.3%
Visitor	106.9	139.2	152.8	162.1	166.2	109.7	164.4	222.4	220.6	225.4	▲ 2.2%	▲ 3.6%
Earnings (\$Millions)												
Earnings	31.3	50.5	53.4	58.5	61.7	55.4	61.3	75.3	78.3	82.1	▲ 4.9%	▲ 4.7%
Employment (Jobs)												
Employment	2,060	2,460	2,520	2,600	2,710	2,210	2,430	2,800	2,870	2,990	▲ 4.2%	▲ 1.8%
Tax Revenue (\$Millions)												
Total	3.9	6.3	7.3	7.7	8.0	6.5	8.1	10.3	10.1	10.5	▲ 3.8%	▲ 4.8%
Local	0.8	1.5	1.8	1.8	1.9	1.8	2.2	3.1	2.9	3.0	▲ 3.9%	▲ 6.6%
State	3.1	4.8	5.5	5.9	6.1	4.7	5.8	7.2	7.2	7.5	▲ 3.8%	▲ 4.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Umatilla County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	106.9	139.2	152.8	162.1	166.2	109.7	164.4	222.4	220.6	225.4	2.2%	35.6%
Other Travel*	8.0	9.6	11.8	13.0	13.8	6.5	11.1	16.1	14.7	13.0	-11.7%	-5.9%
TOTAL	114.9	148.7	164.5	175.1	180.1	116.2	175.6	238.5	235.3	238.4	1.3%	32.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	41.4	64.7	73.5	79.2	81.9	55.9	92.1	122.0	117.7	121.5	3.2%	48.3%
Hotel, Motel**							88.4	118.3	113.0	115.7	2.4%	
STVR**							3.7	3.7	4.8	5.8	21.2%	
Private Home	18.9	24.1	25.7	26.8	26.9	25.1	28.8	30.3	30.8	31.1	1.0%	15.4%
Campground	4.9	6.2	6.3	6.5	6.8	6.3	7.0	7.7	8.5	8.1	-5.0%	19.1%
Second Home	2.5	3.3	3.4	3.5	3.6	3.0	4.1	4.5	4.7	4.7	1.5%	32.7%
Day Travel	39.2	40.9	43.9	46.1	47.0	19.4	32.5	57.9	58.9	60.0	1.9%	27.7%
TOTAL	106.9	139.2	152.8	162.1	166.2	109.7	164.4	222.4	220.6	225.4	2.2%	35.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	18.4	33.7	38.3	40.0	41.6	31.7	49.9	62.8	59.9	61.9	3.4%	48.7%
Food Service	26.7	38.5	42.2	45.0	46.8	32.9	48.2	66.1	68.5	72.0	5.1%	53.7%
Food Stores	10.5	13.4	13.9	14.2	14.5	9.6	12.5	16.6	17.2	17.3	0.8%	19.7%
Local Tran. & Gas	10.2	12.8	14.9	17.3	17.4	9.8	17.0	25.8	23.6	22.0	-6.7%	26.5%
Arts, Ent. & Rec.	24.0	24.2	25.8	26.7	27.0	15.0	21.6	30.8	31.4	31.7	0.9%	17.2%
Retail Sales	16.4	16.3	17.1	17.6	17.7	10.3	14.4	19.3	18.9	18.6	-1.2%	5.2%
Visitor Air Tran.	0.8	0.2	0.6	1.2	1.1	0.4	0.9	1.0	1.1	1.8	57.9%	60.6%
TOTAL	106.9	139.2	152.8	162.1	166.2	109.7	164.4	222.4	220.6	225.4	2.2%	35.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Umatilla County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	19.9	36.3	37.8	42.5	44.9	40.7	45.0	56.1	59.0	62.3	5.6%	38.7%
Arts, Ent. & Rec.	6.3	7.8	8.5	8.6	9.0	6.3	7.6	9.8	9.8	10.2	3.9%	13.4%
Retail**	3.6	4.4	4.7	5.0	5.1	5.9	6.3	6.6	6.5	6.5	-0.2%	27.2%
Ground Tran.	0.5	0.7	0.8	0.9	0.9	0.9	0.8	1.1	1.2	1.3	7.2%	33.9%
Visitor Air Tran.	0.2	0.5	0.2	0.4	0.3	0.3	0.5	0.4	0.5	0.8	53.3%	149.6%
Other Travel*	0.9	0.9	1.3	1.2	1.4	1.3	1.1	1.3	1.3	1.0	-19.7%	-28.9%
TOTAL	31.3	50.5	53.4	58.5	61.7	55.4	61.3	75.3	78.3	82.1	4.9%	26.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,210	1,540	1,570	1,650	1,670	1,440	1,530	1,810	1,850	1,920	3.6%	15.0%
Arts, Ent. & Rec.	590	660	680	680	750	480	600	710	740	800	8.5%	7.2%
Retail**	180	180	190	190	200	210	210	210	200	190	-4.8%	-2.4%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	1.7%	-1.4%
Visitor Air Tran.	10	10	10	10	10	10	10	10	10	10	46.5%	89.5%
Other Travel*	60	50	60	60	60	50	40	40	40	40	-14.2%	-41.9%
TOTAL	2,060	2,460	2,520	2,600	2,710	2,210	2,430	2,800	2,870	2,990	4.2%	5.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.5	1.8	1.8	1.9	1.8	2.2	3.1	2.9	3.0	3.9%	57.3%
State Tax Receipts	3.1	4.8	5.5	5.9	6.1	4.7	5.8	7.2	7.2	7.5	3.8%	22.7%
TOTAL	3.9	6.3	7.3	7.7	8.0	6.5	8.1	10.3	10.1	10.5	3.8%	26.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Umatilla County

Overnight Visitation

Overnight visitor volume for Umatilla County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$136	\$227	\$334	\$556	2.5	1.7
Private Home	\$39	\$100	\$99	\$255	2.6	2.6
Other Overnight	\$44	\$127	\$147	\$418	3.3	2.9
All Overnight	\$81	\$171	\$211	\$437	2.6	2.1

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,029,850	954,860	948,840	393,230	375,110	383,650
Private Home	800,350	798,740	802,250	325,670	318,480	313,570
Other Overnight	258,220	282,840	289,390	87,320	90,140	87,530
All Overnight	2,088,430	2,036,440	2,040,490	806,220	783,730	784,750

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	612,730	563,410	555,630	234,210	221,800	225,420
Private Home	287,020	298,080	312,070	116,790	118,850	121,980
Other Overnight	90,670	98,580	100,790	30,840	31,610	30,680
All Overnight	990,430	960,080	968,500	381,840	372,260	378,070

Union County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$70,730
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$43
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$255
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	7%

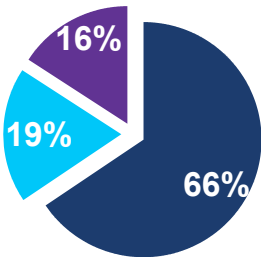
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

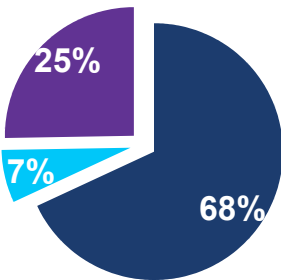
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Union County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Union County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	28.9	33.3	35.2	36.8	38.0	24.0	41.1	53.0	53.2	52.8	▼ -0.7%	▲ 2.9%
Other	2.1	3.0	3.3	3.8	3.9	1.8	3.3	4.6	4.3	3.9	▼ -9.2%	▲ 2.9%
Visitor	26.8	30.3	31.9	33.0	34.1	22.2	37.7	48.4	48.9	48.9	▲ 0.1%	▲ 2.9%
Earnings (\$Millions)												
Earnings	9.3	11.8	12.3	14.3	15.4	14.1	16.4	19.3	20.9	21.5	▲ 3.0%	▲ 4.1%
Employment (Jobs)												
Employment	610	600	610	660	670	560	610	700	710	710	▼ -0.3%	▲ 0.7%
Tax Revenue (\$Millions)												
Total	1.1	1.6	1.8	1.9	2.0	1.5	2.2	2.7	2.7	2.7	▲ 1.3%	▲ 4.2%
Local	0.4	0.6	0.6	0.6	0.6	0.5	0.8	1.1	1.0	1.0	▲ 0.0%	▲ 5.1%
State	0.8	1.1	1.2	1.3	1.3	1.0	1.3	1.6	1.6	1.7	▲ 2.1%	▲ 3.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Union County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	26.8	30.3	31.9	33.0	34.1	22.2	37.7	48.4	48.9	48.9	0.1%	43.5%
Other Travel*	2.1	3.0	3.3	3.8	3.9	1.8	3.3	4.6	4.3	3.9	-9.2%	-0.3%
TOTAL	28.9	33.3	35.2	36.8	38.0	24.0	41.1	53.0	53.2	52.8	-0.7%	39.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	12.2	12.6	13.7	14.1	14.6	9.4	19.0	26.3	25.9	26.2	1.3%	79.8%
Hotel, Motel**							17.0	23.3	22.0	22.3	1.2%	
STVR**							2.0	3.1	3.9	4.0	2.0%	
Private Home	3.8	5.2	5.4	5.6	5.7	3.8	5.9	6.2	6.3	6.3	0.1%	9.9%
Campground	3.8	5.8	5.8	6.1	6.3	5.3	5.9	6.6	7.3	6.9	-5.0%	9.2%
Second Home	0.3	0.4	0.5	0.5	0.5	0.4	0.5	0.6	0.6	0.6	1.7%	23.7%
Day Travel	6.6	6.3	6.5	6.7	7.0	3.3	6.4	8.6	8.8	8.9	0.5%	27.5%
TOTAL	26.8	30.3	31.9	33.0	34.1	22.2	37.7	48.4	48.9	48.9	0.1%	43.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.7	7.4	8.0	8.2	8.4	6.3	11.4	15.0	14.7	14.7	0.0%	74.4%
Food Service	6.8	8.4	8.8	9.2	9.7	6.5	11.0	14.0	14.6	15.1	3.5%	55.4%
Food Stores	3.5	4.5	4.5	4.6	4.8	3.2	4.6	5.5	5.9	5.8	-1.4%	21.6%
Local Tran. & Gas	2.0	2.2	2.4	2.7	2.8	1.5	2.9	4.0	3.8	3.5	-7.2%	27.9%
Arts, Ent. & Rec.	4.9	4.4	4.5	4.6	4.7	2.8	4.5	5.7	5.8	5.8	-0.1%	21.8%
Retail Sales	3.9	3.5	3.6	3.6	3.7	2.0	3.3	4.1	4.1	4.0	-2.7%	9.0%
TOTAL	26.8	30.3	31.9	33.0	34.1	22.2	37.7	48.4	48.9	48.9	0.1%	43.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Union County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	6.5	8.4	8.7	10.4	11.2	10.4	12.1	14.2	15.8	16.3	3.5%	45.8%
Arts, Ent. & Rec.	1.5	1.9	2.0	2.3	2.5	1.9	2.2	2.8	2.8	2.9	2.8%	15.6%
Retail**	1.0	1.1	1.2	1.2	1.3	1.4	1.5	1.7	1.7	1.7	-1.9%	33.8%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	6.1%	42.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	-0.5%	31.0%
TOTAL	9.3	11.8	12.3	14.3	15.4	14.1	16.4	19.3	20.9	21.5	3.0%	35.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	360	360	360	400	410	350	390	430	440	440	0.4%	8.0%
Arts, Ent. & Rec.	190	180	190	200	190	130	140	190	180	180	-0.6%	-6.1%
Retail**	50	50	50	50	50	60	60	60	60	60	-1.9%	18.6%
Ground Tran.	10	0	10	0	10	0	0	10	10	10	0.6%	4.8%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	10	10	10	10	10	10	10	20	20	10	-9.5%	17.3%
TOTAL	610	600	610	660	670	560	610	700	710	710	0.0%	6.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	0.6	0.6	0.6	0.6	0.5	0.8	1.1	1.0	1.0	0.0%	64.9%
State Tax Receipts	0.8	1.1	1.2	1.3	1.3	1.0	1.3	1.6	1.6	1.7	2.1%	23.5%
TOTAL	1.1	1.6	1.8	1.9	2.0	1.5	2.2	2.7	2.7	2.7	1.3%	35.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Union County

Overnight Visitation

Overnight visitor volume for Union County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$134	\$224	\$330	\$549	2.5	1.7
Private Home	\$24	\$62	\$62	\$159	2.6	2.6
Other Overnight	\$48	\$146	\$163	\$499	3.4	3.1
All Overnight	\$61	\$141	\$166	\$373	2.7	2.3

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	258,020	241,020	236,680	97,820	93,470	94,220
Private Home	261,180	258,860	260,000	106,280	103,210	101,620
Other Overnight	140,340	156,740	157,340	45,800	48,230	45,890
All Overnight	659,540	656,620	654,020	249,900	244,910	241,740

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	147,350	134,620	131,580	56,080	52,570	52,860
Private Home	93,670	96,600	101,140	38,110	38,520	39,530
Other Overnight	46,340	51,320	51,290	15,180	15,850	15,020
All Overnight	287,350	282,550	284,010	109,370	106,940	107,410

Wallowa County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$43,829
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$63
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$534
Visitor Shares	
Travel Share of Total Employment	15%
Overnight-Visitor Day Share of Resident Population*	14%

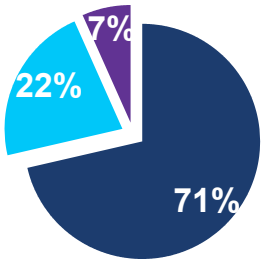
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 14% of the population is added to the amount of people in the area.

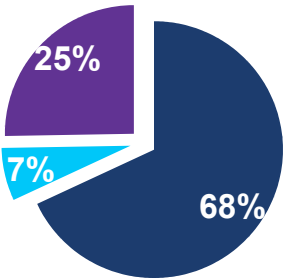
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Wallowa County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Wallowa County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	20.4	29.3	30.9	32.0	33.2	12.4	26.8	35.4	36.1	36.2	▲ 0.3%	▲ 2.8%
Other	0.6	0.8	0.9	1.0	1.0	0.5	1.0	1.4	1.3	1.1	▼ -9.2%	▲ 3.1%
Visitor	19.8	28.5	30.0	30.9	32.2	11.9	25.8	34.1	34.8	35.0	▲ 0.6%	▲ 2.7%
Earnings (\$Millions)												
Earnings	6.5	12.7	12.8	14.5	14.3	13.3	16.8	19.3	21.4	22.1	▲ 3.0%	▲ 6.0%
Employment (Jobs)												
Employment	500	590	630	670	630	560	670	720	790	800	▲ 1.7%	▲ 2.3%
Tax Revenue (\$Millions)												
Total	0.7	1.2	1.3	1.4	1.4	0.9	1.5	1.7	1.8	1.8	▲ 2.0%	▲ 4.9%
Local	0.2	0.4	0.4	0.4	0.4	0.2	0.4	0.5	0.5	0.5	▲ 1.6%	▲ 4.1%
State	0.5	0.8	0.9	1.0	1.0	0.7	1.1	1.2	1.3	1.3	▲ 2.2%	▲ 5.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Wallowa County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	19.8	28.5	30.0	30.9	32.2	11.9	25.8	34.1	34.8	35.0	0.6%	8.9%
Other Travel*	0.6	0.8	0.9	1.0	1.0	0.5	1.0	1.4	1.3	1.1	-9.2%	10.2%
TOTAL	20.4	29.3	30.9	32.0	33.2	12.4	26.8	35.4	36.1	36.2	0.3%	8.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	6.7	12.7	13.8	14.1	14.7	4.3	15.6	19.6	19.5	19.9	2.1%	35.1%
Hotel, Motel**							10.5	14.2	13.6	14.4	5.4%	
STVR**							5.2	5.3	5.9	5.5	-5.6%	
Private Home	1.1	1.4	1.5	1.5	1.5	1.3	1.7	1.8	1.9	1.9	0.1%	21.4%
Campground	5.4	6.8	6.8	7.1	7.4	3.5	3.9	4.4	4.8	4.6	-5.0%	-38.0%
Second Home	1.1	1.3	1.4	1.4	1.5	1.3	1.3	1.4	1.5	1.5	1.7%	3.0%
Day Travel	5.6	6.3	6.5	6.8	7.0	1.5	3.2	6.8	7.1	7.2	0.4%	1.9%
TOTAL	19.8	28.5	30.0	30.9	32.2	11.9	25.8	34.1	34.8	35.0	0.6%	8.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.9	7.7	8.4	8.5	8.8	3.9	10.0	11.8	11.6	11.7	1.4%	32.7%
Food Service	4.9	7.6	8.0	8.3	8.8	3.0	6.6	9.3	10.0	10.4	4.0%	17.5%
Food Stores	3.1	4.0	4.0	4.1	4.2	1.9	2.9	3.6	3.9	3.8	-2.9%	-9.8%
Local Tran. & Gas	1.4	1.9	2.0	2.3	2.4	0.7	1.7	2.6	2.5	2.3	-7.4%	-1.0%
Arts, Ent. & Rec.	3.6	4.3	4.4	4.5	4.7	1.2	2.7	3.8	3.9	4.0	2.0%	-14.9%
Retail Sales	3.0	3.1	3.1	3.2	3.3	1.0	2.0	2.9	2.9	2.8	-3.6%	-13.4%
TOTAL	19.8	28.5	30.0	30.9	32.2	11.9	25.8	34.1	34.8	35.0	0.6%	8.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Wallowa County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	4.3	9.5	9.4	10.7	10.3	9.4	12.3	14.3	16.3	17.1	5.1%	65.3%
Arts, Ent. & Rec.	1.1	1.7	1.8	2.2	2.4	2.8	3.1	3.5	3.5	3.4	-4.3%	40.9%
Retail**	1.0	1.3	1.4	1.3	1.4	0.9	1.1	1.3	1.3	1.3	-3.1%	-4.6%
Ground Tran.	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.2	5.0%	15.3%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.5%	24.7%
TOTAL	6.5	12.7	12.8	14.5	14.3	13.3	16.8	19.3	21.4	22.1	3.0%	49.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	340	390	410	420	390	320	400	450	500	550	9.6%	42.4%
Arts, Ent. & Rec.	100	150	170	200	200	210	230	230	250	220	-13.0%	10.1%
Retail**	50	50	50	40	40	30	30	30	30	30	-7.1%	-26.8%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	-0.4%	-15.1%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	0	0	0	0	0	0	0	0	0	0	-9.6%	9.7%
TOTAL	500	590	630	670	630	560	670	720	790	800	1.3%	25.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.2	0.4	0.4	0.4	0.4	0.2	0.4	0.5	0.5	0.5	1.6%	22.7%
State Tax Receipts	0.5	0.8	0.9	1.0	1.0	0.7	1.1	1.2	1.3	1.3	2.2%	30.4%
TOTAL	0.7	1.2	1.3	1.4	1.4	0.9	1.5	1.7	1.8	1.8	2.0%	25.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Wallowa County

Overnight Visitation

Overnight visitor volume for Wallowa County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$151	\$251	\$370	\$615	2.5	1.7
Private Home	\$24	\$62	\$62	\$159	2.6	2.6
Other Overnight	\$40	\$115	\$132	\$380	3.3	2.9
All Overnight	\$68	\$157	\$191	\$425	2.8	2.2

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	187,560	182,740	177,040	70,450	69,920	69,730
Private Home	76,420	76,570	76,910	31,100	30,530	30,060
Other Overnight	136,990	150,370	153,540	46,150	47,740	46,260
All Overnight	400,970	409,690	407,480	147,700	148,190	146,040

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	101,290	96,110	94,830	38,310	37,180	37,820
Private Home	27,410	28,570	29,920	11,150	11,390	11,690
Other Overnight	47,790	52,060	53,100	16,190	16,630	16,100
All Overnight	176,480	176,750	177,850	65,650	65,200	65,610

Wasco County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$58,864
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$51
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment	12%
Overnight-Visitor Day Share of Resident Population*	11%

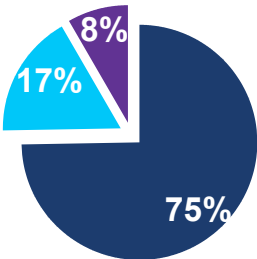
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

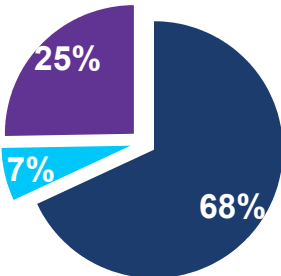
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Wasco County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Wasco County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	71.4	115.1	122.3	122.3	105.1	62.9	78.4	102.6	106.6	107.1	▲ 0.5%	▲ 1.9%
Other	2.0	3.0	3.4	3.8	3.9	1.8	3.4	4.7	4.3	3.9	▼ -9.2%	▲ 3.2%
Visitor	69.4	112.1	119.0	118.4	101.2	61.1	75.0	97.9	102.3	103.2	▲ 0.9%	▲ 1.9%
Earnings (\$Millions)												
Earnings	21.2	40.0	42.7	44.2	39.7	34.2	36.8	46.1	49.7	53.1	▲ 6.8%	▲ 4.5%
Employment (Jobs)												
Employment	1,350	1,810	1,880	1,840	1,600	1,260	1,310	1,590	1,680	1,760	▲ 5.0%	▲ 1.3%
Tax Revenue (\$Millions)												
Total	2.0	4.2	4.8	4.8	4.5	4.2	4.5	5.3	5.5	5.7	▲ 3.3%	▲ 5.1%
Local	0.4	1.2	1.3	1.2	1.3	1.6	1.7	1.8	1.9	1.9	▲ 0.6%	▲ 7.8%
State	1.6	3.0	3.5	3.6	3.2	2.5	2.8	3.5	3.6	3.8	▲ 4.7%	▲ 4.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Wasco County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	69.4	112.1	119.0	118.4	101.2	61.1	75.0	97.9	102.3	103.2	0.9%	1.9%
Other Travel*	2.0	3.0	3.4	3.8	3.9	1.8	3.4	4.7	4.3	3.9	-9.2%	1.0%
TOTAL	71.4	115.1	122.3	122.3	105.1	62.9	78.4	102.6	106.6	107.1	0.5%	1.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	30.7	59.7	64.4	63.3	45.7	36.6	42.4	48.0	49.8	50.7	1.8%	11.0%
Hotel, Motel**							37.3	43.3	44.4	45.4	2.3%	
STVR**							5.1	4.7	5.5	5.4	-1.8%	
Private Home	3.7	5.3	5.5	5.5	5.8	4.3	5.4	5.7	5.7	5.7	-0.2%	-1.6%
Campground	6.9	9.0	9.1	9.5	9.9	6.8	7.6	8.5	9.3	8.8	-5.3%	-10.7%
Second Home	1.3	2.0	2.1	2.2	2.2	1.8	2.3	2.5	2.6	2.7	1.5%	19.5%
Day Travel	26.9	36.0	37.8	37.9	37.7	11.6	17.4	33.2	34.8	35.3	1.4%	-6.3%
TOTAL	69.4	112.1	119.0	118.4	101.2	61.1	75.0	97.9	102.3	103.2	0.9%	1.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	18.2	36.5	39.1	37.4	26.0	24.4	28.7	31.3	32.0	32.0	0.1%	23.2%
Food Service	16.7	29.5	31.6	32.3	30.2	15.3	18.8	26.7	29.1	30.6	5.0%	1.3%
Food Stores	7.2	10.6	10.8	10.8	10.5	6.2	7.8	10.6	11.4	11.4	-0.1%	8.1%
Local Tran. & Gas	4.3	6.4	7.2	7.9	7.1	3.9	5.5	8.4	8.2	7.7	-6.1%	8.7%
Arts, Ent. & Rec.	12.0	16.1	16.9	16.9	15.0	5.6	6.5	8.8	9.4	9.5	1.2%	-36.7%
Retail Sales	11.1	13.0	13.4	13.2	12.5	5.7	7.7	12.0	12.2	12.0	-1.4%	-3.8%
TOTAL	69.4	112.1	119.0	118.4	101.2	61.1	75.0	97.9	102.3	103.2	0.9%	1.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Wasco County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	15.0	29.3	31.2	32.8	29.0	26.2	28.6	36.4	39.6	42.8	8.2%	47.5%
Arts, Ent. & Rec.	3.6	6.8	7.3	7.2	6.6	4.0	4.4	5.5	5.8	5.8	0.0%	-12.3%
Retail**	2.2	3.2	3.4	3.5	3.4	3.2	3.2	3.4	3.5	3.6	2.9%	8.7%
Ground Tran.	0.3	0.5	0.6	0.6	0.5	0.5	0.4	0.5	0.6	0.6	8.7%	16.2%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	-0.5%	-1.0%
TOTAL	21.2	40.0	42.7	44.2	39.7	34.2	36.8	46.1	49.7	53.1	6.8%	25.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	910	1,170	1,210	1,170	980	860	890	1,090	1,150	1,210	5.3%	23.9%
Arts, Ent. & Rec.	310	490	510	510	480	260	290	380	400	420	5.4%	-10.9%
Retail**	100	120	130	120	120	110	110	110	110	110	0.5%	-10.1%
Ground Tran.	10	10	20	10	10	10	10	10	10	10	3.1%	-14.4%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-0.6%	-27.3%
TOTAL	1,350	1,810	1,880	1,840	1,600	1,260	1,310	1,590	1,680	1,760	4.8%	5.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	1.2	1.3	1.2	1.3	1.6	1.7	1.8	1.9	1.9	0.6%	46.8%
State Tax Receipts	1.6	3.0	3.5	3.6	3.2	2.5	2.8	3.5	3.6	3.8	4.7%	17.6%
TOTAL	2.0	4.2	4.8	4.8	4.5	4.2	4.5	5.3	5.5	5.7	3.3%	21.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Wasco County

Overnight Visitation

Overnight visitor volume for Wasco County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$144	\$239	\$352	\$586	2.5	1.7
Private Home	\$22	\$55	\$55	\$142	2.6	2.6
Other Overnight	\$16	\$48	\$54	\$159	3.4	2.9
All Overnight	\$67	\$150	\$184	\$403	2.8	2.2

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	402,350	401,660	399,380	152,840	156,610	160,300
Private Home	265,020	262,740	263,900	107,840	104,760	103,150
Other Overnight	317,070	350,330	355,420	105,560	109,920	105,790
All Overnight	984,440	1,014,730	1,018,690	366,240	371,290	369,240

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	232,380	229,580	228,220	88,550	89,970	92,170
Private Home	95,040	98,050	102,650	38,670	39,100	40,120
Other Overnight	108,390	118,790	120,270	36,280	37,480	36,010
All Overnight	435,810	446,430	451,140	163,500	166,540	168,300

Washington County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$96,828
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$40
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$7
Local & State Tax Revenues Generated per County Household	\$242
Visitor Shares	
Travel Share of Total Employment	2%
Overnight-Visitor Day Share of Resident Population*	4%

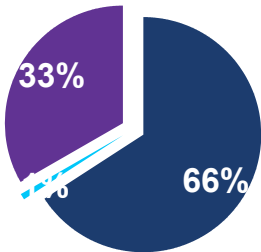
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

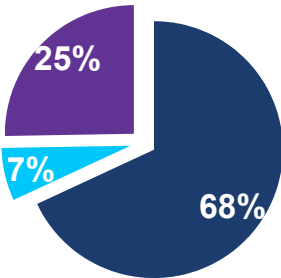
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Washington County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Washington County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	427.6	754.7	828.8	863.7	894.3	418.7	710.7	868.6	945.1	969.6	▲ 2.6%	▲ 4.0%
Other	80.9	121.6	131.6	143.0	145.2	82.9	106.6	148.3	153.5	133.6	▼ -12.9%	▲ 2.4%
Visitor	346.7	633.1	697.2	720.7	749.1	335.7	604.1	720.4	791.6	836.0	▲ 5.6%	▲ 4.3%
Earnings (\$Millions)												
Earnings	113.4	235.4	255.9	273.4	286.6	224.6	240.5	317.2	351.4	359.4	▲ 2.3%	▲ 5.6%
Employment (Jobs)												
Employment	5,390	8,300	8,640	8,750	8,750	6,660	6,920	8,480	9,090	9,240	▲ 1.6%	▲ 2.6%
Tax Revenue (\$Millions)												
Total	16.3	37.3	45.4	47.0	49.0	28.6	38.6	48.3	52.9	55.2	▲ 4.3%	▲ 6.0%
Local	3.7	12.7	16.8	17.2	18.1	8.7	13.2	17.0	19.7	20.7	▲ 5.0%	▲ 8.5%
State	12.6	24.6	28.6	29.9	31.0	19.9	25.4	31.3	33.2	34.5	▲ 3.9%	▲ 4.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Washington County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	346.7	633.1	697.2	720.7	749.1	335.7	604.1	720.4	791.6	836.0	5.6%	11.6%
Other Travel*	80.9	121.6	131.6	143.0	145.2	82.9	106.6	148.3	153.5	133.6	-12.9%	-8.0%
TOTAL	427.6	754.7	828.8	863.7	894.3	418.7	710.7	868.6	945.1	969.6	2.6%	8.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	125.3	285.7	333.5	347.5	364.2	145.6	257.4	347.8	405.6	442.7	9.1%	21.5%
Hotel, Motel**							222.5	312.6	367.1	400.0	9.0%	
STVR**							34.9	35.2	38.5	42.7	10.9%	
Private Home	120.0	191.2	198.3	203.3	209.3	120.7	205.5	218.4	222.3	224.4	0.9%	7.2%
Campground	2.0	2.8	2.8	2.9	3.0	2.6	2.9	3.2	3.6	3.5	-3.1%	13.5%
Second Home	1.7	2.6	2.6	2.8	2.8	2.1	1.4	1.5	1.6	1.6	2.6%	-42.8%
Day Travel	97.7	150.9	159.9	164.2	169.7	64.7	137.0	149.5	158.6	163.9	3.3%	-3.4%
TOTAL	346.7	633.1	697.2	720.7	749.1	335.7	604.1	720.4	791.6	836.0	5.6%	11.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	54.3	144.5	169.3	173.1	181.9	78.0	136.0	176.0	198.4	212.4	7.0%	16.8%
Food Service	105.5	208.0	227.9	237.4	250.0	116.5	206.3	239.4	271.7	296.2	9.0%	18.5%
Food Stores	27.8	46.8	48.2	48.5	49.9	27.4	51.0	56.8	60.6	62.5	3.2%	25.2%
Local Tran. & Gas	40.0	70.1	79.8	88.1	89.8	41.1	78.1	101.1	106.1	106.9	0.7%	19.0%
Arts, Ent. & Rec.	44.9	63.7	67.5	68.6	70.2	19.3	34.2	37.2	40.7	42.3	4.0%	-39.8%
Retail Sales	74.2	100.0	104.6	105.1	107.3	53.4	98.4	109.9	114.1	115.8	1.5%	7.9%
TOTAL	346.7	633.1	697.2	720.7	749.1	335.7	604.1	720.4	791.6	836.0	5.6%	11.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Washington County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	64.5	158.5	173.1	187.5	196.9	154.7	172.0	226.1	249.8	259.7	4.0%	31.9%
Arts, Ent. & Rec.	12.8	22.0	23.9	25.1	26.6	17.8	19.3	26.6	28.5	29.0	1.7%	9.0%
Retail**	12.2	19.6	21.2	22.1	22.7	21.6	23.1	27.8	29.0	29.6	2.3%	30.8%
Ground Tran.	5.1	9.7	11.0	11.4	12.4	8.6	9.1	11.5	13.3	15.0	12.4%	20.3%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	18.7	25.7	26.8	27.4	27.9	21.9	17.1	25.2	30.8	26.1	-15.3%	-6.6%
TOTAL	113.4	235.4	255.9	273.4	286.6	224.6	240.5	317.2	351.4	359.4	2.3%	22.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,270	5,690	5,870	5,970	5,970	4,650	4,920	5,950	6,410	6,500	1.4%	8.9%
Arts, Ent. & Rec.	800	1,120	1,190	1,180	1,190	720	740	1,030	1,100	1,170	5.9%	-2.2%
Retail**	500	640	680	690	690	600	620	690	700	700	-0.1%	2.5%
Ground Tran.	220	270	290	290	300	210	210	230	250	260	6.6%	-11.4%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	590	580	610	630	610	480	430	570	630	600	-3.9%	-0.9%
TOTAL	5,390	8,300	8,640	8,750	8,750	6,660	6,920	8,480	9,090	9,240	1.7%	3.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	3.7	12.7	16.8	17.2	18.1	8.7	13.2	17.0	19.7	20.7	5.0%	14.6%
State Tax Receipts	12.6	24.6	28.6	29.9	31.0	19.9	25.4	31.3	33.2	34.5	3.9%	11.3%
TOTAL	16.3	37.3	45.4	47.0	49.0	28.6	38.6	48.3	52.9	55.2	4.3%	7.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

**"Retail" includes gasoline station employment and earnings.

Washington County

Overnight Visitation

Overnight visitor volume for Washington County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$167	\$341	\$351	\$735	2.1	2.1
Private Home	\$36	\$113	\$72	\$229	2.0	3.2
Other Overnight	\$42	\$144	\$125	\$430	2.9	3.4
All Overnight	\$72	\$194	\$147	\$409	2.1	2.8

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	2,571,190	2,875,030	3,062,630	1,106,080	1,275,290	1,407,700
Private Home	6,151,800	6,138,370	6,165,380	3,220,060	3,152,160	3,109,150
Other Overnight	104,600	114,060	119,230	39,750	40,740	40,430
All Overnight	8,827,590	9,127,460	9,347,240	4,365,890	4,468,180	4,557,280

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,213,470	1,356,000	1,439,800	516,510	594,400	652,890
Private Home	1,829,520	1,899,250	1,987,890	938,740	954,970	980,210
Other Overnight	31,020	33,760	35,110	11,670	11,940	11,790
All Overnight	3,074,010	3,289,010	3,462,800	1,466,920	1,561,310	1,644,900

Wheeler County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$85,783
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$27
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$3
Local & State Tax Revenues Generated per County Household	\$203
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	16%

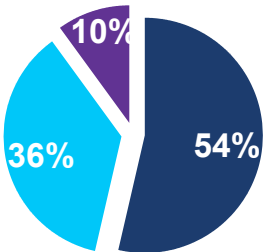
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 16% of the population is added to the amount of people in the area.

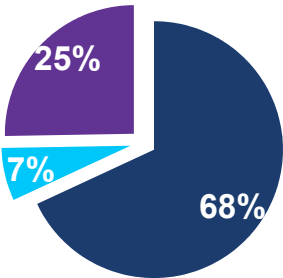
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Wheeler County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Wheeler County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	2.4	2.8	3.0	3.1	3.2	2.2	4.4	4.7	4.8	4.7	▼ -2.0%	▲ 3.1%
Other	0.1	0.2	0.2	0.2	0.2	0.1	0.2	0.3	0.2	0.2	▼ -9.2%	▲ 2.5%
Visitor	2.3	2.7	2.8	2.9	3.0	2.1	4.2	4.5	4.5	4.5	▼ -1.7%	▲ 3.2%
Earnings (\$Millions)												
Earnings	0.6	0.6	0.7	0.7	0.8	0.6	1.0	1.1	1.2	1.2	▲ 1.2%	▲ 3.7%
Employment (Jobs)												
Employment	40	30	30	40	40	30	50	60	60	50	▼ -7.1%	▲ 0.8%
Tax Revenue (\$Millions)												
Total	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 0.3%	▲ 3.5%
Local	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	N/A	N/A
State	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 0.3%	▲ 3.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Wheeler County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	2.3	2.7	2.8	2.9	3.0	2.1	4.2	4.5	4.5	4.5	-1.7%	48.3%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.1	0.2	0.3	0.2	0.2	-9.2%	6.9%
TOTAL	2.4	2.8	3.0	3.1	3.2	2.2	4.4	4.7	4.8	4.7	-2.0%	45.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	0.6	0.8	0.8	0.9	0.9	0.7	2.1	2.0	1.9	1.8	-1.3%	106.2%
Hotel, Motel**							0.9	1.2	1.1	1.2	4.5%	
STVR**							1.3	0.8	0.7	0.6	-10.6%	
Private Home	0.2	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.1%	17.7%
Campground	0.5	0.7	0.7	0.7	0.7	0.6	0.7	0.8	0.9	0.8	-5.8%	8.7%
Second Home	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	1.7%	47.0%
Day Travel	0.7	0.7	0.7	0.7	0.8	0.3	0.7	1.0	1.0	1.0	-0.9%	31.4%
TOTAL	2.3	2.7	2.8	2.9	3.0	2.1	4.2	4.5	4.5	4.5	-1.7%	48.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	0.4	0.5	0.6	0.6	0.6	0.7	1.6	1.3	1.2	1.2	-3.2%	88.9%
Food Service	0.6	0.8	0.8	0.8	0.9	0.5	1.1	1.3	1.4	1.4	2.6%	61.4%
Food Stores	0.4	0.4	0.4	0.5	0.5	0.3	0.5	0.6	0.6	0.6	-2.6%	32.7%
Local Tran. & Gas	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.4	0.4	0.4	-8.8%	28.8%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.2	0.4	0.5	0.5	0.5	-0.2%	18.5%
Retail Sales	0.4	0.3	0.3	0.3	0.4	0.2	0.4	0.4	0.4	0.4	-4.1%	17.3%
TOTAL	2.3	2.7	2.8	2.9	3.0	2.1	4.2	4.5	4.5	4.5	-1.7%	48.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Wheeler County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	0.3	0.4	0.4	0.5	0.5	0.4	0.7	0.8	0.8	0.8	1.6%	64.9%
Arts, Ent. & Rec.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	2.8%	35.6%
Retail**	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	-3.2%	32.4%
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7%	58.4%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.5%	20.9%
TOTAL	0.6	0.6	0.7	0.7	0.8	0.6	1.0	1.1	1.2	1.2	1.2%	52.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	30	20	20	30	30	20	40	40	40	40	-7.5%	45.6%
Arts, Ent. & Rec.	10	0	0	0	0	0	0	10	10	10	-6.6%	20.0%
Retail**	10	10	10	10	10	10	10	10	10	10	-6.2%	8.9%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	1.2%	16.6%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	0	0	0	0	0	0	0	0	0	0	-3.9%	6.0%
TOTAL	40	30	30	40	40	30	50	60	60	50	-16.7%	50.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3%	35.3%
TOTAL	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3%	34.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Wheeler County

Overnight Visitation

Overnight visitor volume for Wheeler County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$159	\$265	\$391	\$650	2.5	1.7
Private Home	\$24	\$62	\$62	\$159	2.6	2.6
Other Overnight	\$24	\$70	\$80	\$232	3.3	2.9
All Overnight	\$40	\$105	\$121	\$307	3.0	2.5

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	20,560	19,170	18,420	7,630	7,250	7,140
Private Home	14,420	14,330	14,390	5,870	5,710	5,620
Other Overnight	46,980	51,790	52,660	15,710	16,320	15,740
All Overnight	81,960	85,290	85,470	29,210	29,280	28,510

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	10,310	9,560	9,310	3,860	3,670	3,670
Private Home	5,170	5,350	5,600	2,100	2,130	2,190
Other Overnight	16,180	17,690	17,960	5,440	5,610	5,400
All Overnight	31,660	32,600	32,870	11,410	11,400	11,260

Yamhill County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$85,721
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$33
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$224
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	5%

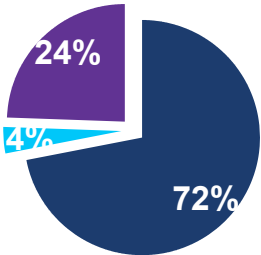
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

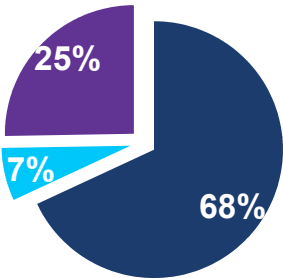
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2024 Share of Overnight Visitor Spending

Yamhill County



Oregon



Hotel, Motel, STVR Private Home (VFR) Other Overnight

Percentages may not sum to 100% due to rounding.

Yamhill County

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	61.5	119.8	126.0	136.6	138.8	57.9	140.8	177.2	182.1	180.6	▼ -0.8%	▲ 5.3%
Other	8.3	13.1	14.5	16.6	17.0	8.4	15.1	21.0	20.3	19.4	▼ -4.6%	▲ 4.1%
Visitor	53.2	106.7	111.5	120.0	121.8	49.5	125.7	156.2	161.8	161.2	▼ -0.4%	▲ 5.4%
Earnings (\$Millions)												
Earnings	14.1	33.8	36.0	40.2	43.1	35.1	38.5	49.9	52.7	55.4	▲ 5.0%	▲ 6.7%
Employment (Jobs)												
Employment	1,030	1,660	1,680	1,820	1,860	1,460	1,490	1,840	1,910	1,960	▲ 2.7%	▲ 3.1%
Tax Revenue (\$Millions)												
Total	2.0	5.6	6.3	6.8	7.0	4.5	6.6	8.3	8.4	8.5	▲ 1.3%	▲ 7.1%
Local	0.1	1.6	1.8	1.9	1.9	1.2	2.0	2.7	2.7	2.6	▼ -2.3%	▲ 17.9%
State	1.9	4.0	4.6	4.9	5.1	3.2	4.6	5.7	5.8	5.9	▲ 2.9%	▲ 5.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Yamhill County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	53.2	106.7	111.5	120.0	121.8	49.5	125.7	156.2	161.8	161.2	-0.4%	32.3%
Other Travel*	8.3	13.1	14.5	16.6	17.0	8.4	15.1	21.0	20.3	19.4	-4.6%	14.0%
TOTAL	61.5	119.8	126.0	136.6	138.8	57.9	140.8	177.2	182.1	180.6	-0.8%	30.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	15.4	47.9	50.8	55.7	56.5	15.4	59.2	79.7	82.3	81.7	-0.7%	44.5%
Hotel, Motel**							37.9	49.5	52.8	52.6	-0.4%	
STVR**							21.2	30.2	29.4	29.0	-1.4%	
Private Home	13.8	21.0	21.7	22.9	23.1	15.9	25.8	27.3	27.8	27.8	-0.2%	20.2%
Campground	2.2	3.0	3.0	3.2	3.3	2.8	3.1	3.4	3.8	3.6	-5.0%	8.6%
Second Home	0.3	0.5	0.5	0.5	0.6	0.5	0.4	0.4	0.5	0.5	1.5%	-16.8%
Day Travel	21.5	34.2	35.4	37.7	38.4	15.0	37.2	45.4	47.5	47.7	0.5%	24.4%
TOTAL	53.2	106.7	111.5	120.0	121.8	49.5	125.7	156.2	161.8	161.2	-0.4%	32.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	7.1	24.5	26.2	28.5	28.5	11.8	34.7	46.7	46.4	45.4	-2.3%	59.3%
Food Service	15.0	31.8	33.4	36.2	37.5	14.1	35.3	42.2	45.9	47.6	3.7%	26.9%
Food Stores	7.3	12.4	12.5	13.0	13.2	7.8	15.2	18.0	18.9	18.9	0.0%	43.2%
Local Tran. & Gas	4.4	8.0	8.8	10.2	10.2	3.7	9.9	13.1	12.8	12.0	-6.4%	17.4%
Arts, Ent. & Rec.	9.2	15.7	16.1	17.1	17.4	5.3	14.5	17.3	18.5	18.6	0.2%	7.1%
Retail Sales	10.3	14.3	14.4	15.0	15.1	6.9	16.2	19.0	19.2	18.8	-2.3%	24.4%
TOTAL	53.2	106.7	111.5	120.0	121.8	49.5	125.7	156.2	161.8	161.2	-0.4%	32.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

Yamhill County

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	8.3	23.1	24.6	27.9	30.3	24.1	28.0	36.6	38.4	39.9	3.8%	31.8%
Arts, Ent. & Rec.	2.8	5.5	5.8	6.4	6.7	5.8	4.6	6.0	6.3	7.2	13.9%	8.0%
Retail**	2.1	3.5	3.7	3.9	3.9	3.6	3.9	4.4	4.5	4.4	-1.1%	13.2%
Ground Tran.	0.3	0.7	0.8	0.8	0.9	0.4	0.7	0.9	1.0	1.1	7.0%	23.9%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	0.6	1.0	1.1	1.2	1.3	1.2	1.3	2.1	2.4	2.7	12.3%	108.5%
TOTAL	14.1	33.8	36.0	40.2	43.1	35.1	38.5	49.9	52.7	55.4	5.0%	22.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	580	990	1,010	1,110	1,160	900	1,020	1,210	1,260	1,290	2.8%	11.8%
Arts, Ent. & Rec.	290	460	460	490	480	380	280	390	420	440	4.7%	-8.6%
Retail**	110	140	140	150	150	120	130	140	140	130	-4.4%	-8.7%
Ground Tran.	10	20	20	20	20	10	20	20	20	20	1.4%	-8.7%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	50	50	50	50	60	50	50	70	80	80	2.7%	41.2%
TOTAL	1,030	1,660	1,680	1,820	1,860	1,460	1,490	1,840	1,910	1,960	2.6%	2.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	1.6	1.8	1.9	1.9	1.2	2.0	2.7	2.7	2.6	-2.3%	36.9%
State Tax Receipts	1.9	4.0	4.6	4.9	5.1	3.2	4.6	5.7	5.8	5.9	2.9%	16.8%
TOTAL	2.0	5.6	6.3	6.8	7.0	4.5	6.6	8.3	8.4	8.5	1.3%	20.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" includes resident air travel, travel-arrangement and convention/trade shows.

***"Retail" includes gasoline station employment and earnings.

Yamhill County

Overnight Visitation

Overnight visitor volume for Yamhill County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$154	\$256	\$377	\$627	2.5	1.7
Private Home	\$25	\$66	\$65	\$168	2.6	2.6
Other Overnight	\$47	\$143	\$161	\$483	3.4	3.0
All Overnight	\$59	\$135	\$153	\$345	2.6	2.2

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	745,490	755,280	737,840	279,380	289,620	289,540
Private Home	1,079,840	1,084,010	1,088,780	439,400	432,220	425,570
Other Overnight	75,900	84,360	85,090	25,000	26,190	25,050
All Overnight	1,901,230	1,923,650	1,911,700	743,780	748,030	740,150

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	396,950	401,320	390,210	149,900	155,510	155,210
Private Home	387,250	404,540	423,530	157,580	161,300	165,540
Other Overnight	25,460	28,070	28,220	8,420	8,750	8,350
All Overnight	809,660	833,920	841,960	315,900	325,560	329,100

Glossary

Term	Definition
State Taxes	State taxes generated by travel spending.
Local Taxes	City and county taxes generated by travel spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
NAICS	North American Industry Classification System.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or second homes.
Seasonal Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with “Visitor Spending.”
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Other Spending	Spending by residents on travel arrangement services and/or spending for convention activity.
Visitor Spending	Spending by visitors in a destination.
Private Home (VFR)	Personal residences used to host visiting friends and family overnight.
Person Trips	A trip made by a person to the destination.
Vacation Home Rental	Privately owned homes for personal use as a seasonal property.
STVR	STVR stands for “short term vacation rental.” The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).

Specific terms to this report

Overnight Visitor Day Share of Resident Population	A measure indicating the percent additional population in an area on an average day. For example a place with 5% visitor day share and a resident population of 10,000 would have 10,500 total people in which 500 are visitors.
Travel Share of Total Employment	A measure indicating the percent of travel generated employment in an area.

Methodology

Travel Impacts Methodology

Primary travel-impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel-impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom-up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor-profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging-tax data to calculate lodging sales, then employs expenditure-distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure-distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category for each county, plus the applicable taxes on each type of expenditure. Tax impacts-such as for restaurant, fuel, and retail purchases-are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping-occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Oregon, as available.

Other impacts are calculated in a manner like those for commercial-accommodation travelers. Sales attributable to travelers staying in their own second homes-or in rented condo, cabin, and other accommodations-are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second-home inventories are from U.S. Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial-accommodation travelers.

(Continued on next page)

Methodology / Continued

Travel Impacts Methodology

Day-travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Oregon travelers. This analysis will rely the most on visitor-profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial-accommodation travelers.

All spending estimates are summed for each county and separately for each business category, with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the U.S. Bureau of Labor Statistics and lodging sales data from STR and Key Data.

Methodology / Continued

RTIM Industries mapped to NAICS

The following categorization is intended as a high level overview of how our reported industries map to the North American Industry Classification System. It should be noted the NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)**Notes on next page
Arts, Entertainment & Recreation	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
Transportation	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and trade show organizers (56192)

**Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the food-service, retail, food-stores, and recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the food-service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories.