

THE ECONOMIC IMPACT OF TRAVEL IN OREGON, 2024

Overview

Oregon's tourism industry continues to be a strong pillar of Oregon's economy with a total economic impact of \$14.3 billion in 2024. Increased visitor spending in food service and accommodations also led to higher levels of employee earnings. Like in 2023, this increase is partially offset by a significant decrease in spending on transportation and gas, leading to a modest overall increase in total economic impact.

Jobs

Industry employment grew by 480 travel-generated jobs, bringing the total travel-generated employment to 121,020 jobs for the year, representing a growth rate of 0.4% compared to the previous year.

Industry Earnings

Industry earnings – the amount of money earned by employees and proprietors of the tourism industry – grew to nearly \$4.7 billion, a 3.0% increase from the prior year.

Travel Spending

In 2024, the amount of money spent directly on travel increased by 1.1% year over year, rising from \$14.2 billion to \$14.3 billion*. The largest increase in spending came from food service (\$154 million) and accommodations (\$82 million) while the largest reduction in spending came from local transportation and gas (-\$114 million).

*Nominal dollars, not adjusted for inflation

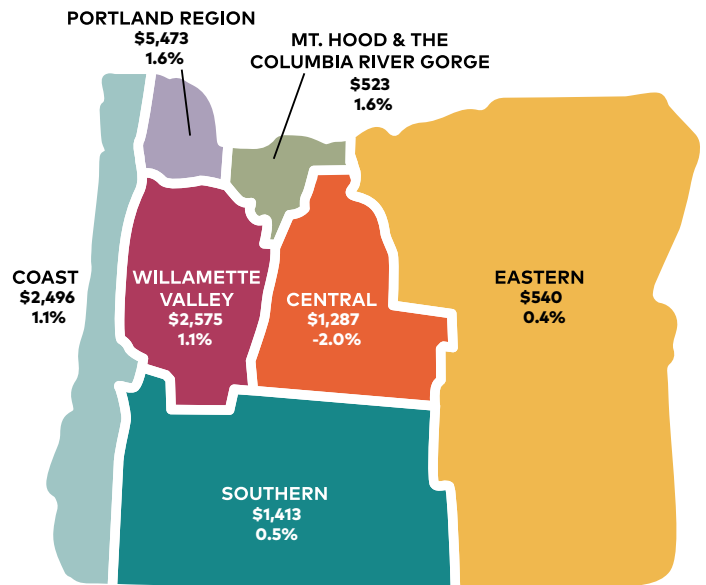
Tax Revenue

Tax revenue from travel activity in Oregon increased by 1.7% overall in 2024, amounting to \$26 million more than in 2023. Local tax revenue grew by 2.6% (\$7 million) while state taxes increased 2.8% (\$11 million).

In-State vs Out-of-State Visitor Impact

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 57% while international visitors accounted for approximately 6% of travel spending in the state, a significant increase over 2023 figure of 4% for international visitors.

Regional spending in 2024 (in millions) and % change compared to 2023



Access the executive summary and full report at: industry.traveloregon.com/EcImpactReport

