

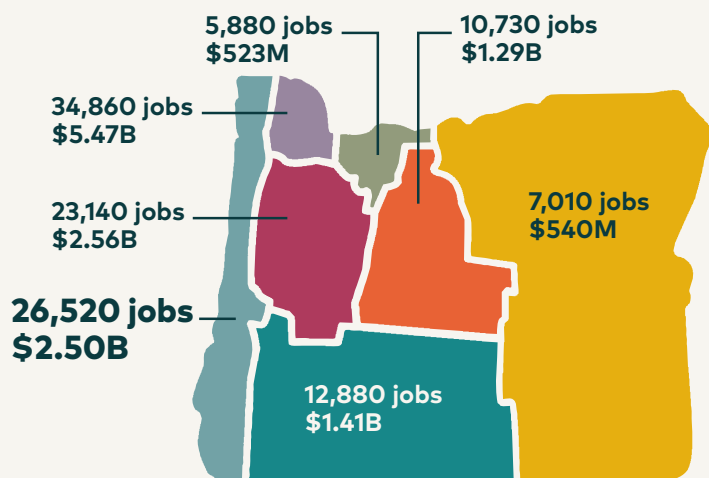
# Tourism Drives Economic Growth Across Oregon

OREGON  
COAST

## TOURISM SPURS OREGON'S ECONOMY

In 2003, Oregon faced one of its highest unemployment rates in history. As part of a statewide initiative to create new job opportunities for Oregonians, the legislature made tourism and hospitality a pillar of Oregon's economy by creating Travel Oregon and, with support from lodging operators, establishing a statewide lodging tax. This tax dedicated revenue into tourism development and marketing for all of Oregon, and as the economy grew, 30% of the state lodging tax became focused on direct community investment via regional tourism organizations and grant programs.

This industry investment has delivered results. Over the past two decades, Oregon has seen consistent annual growth in jobs, visitor spending and related tax revenue that outpaces inflation. **Travel spending across Oregon has more than doubled** since 2003, and the **tax revenue generated by that spending has nearly tripled**. This economic activity has **created more than 35,000 new jobs** since 2003, providing meaningful opportunities in every corner of the state.



**\$14.3 BILLION IN DIRECT TRAVEL SPENDING SUPPORTS 121,000 JOBS AND GENERATES \$691 MILLION IN STATE AND LOCAL TAX REVENUE ACROSS OREGON**

Source: Dean Runyan Associates Economic Impact of Travel Study 2024

## TOURISM CREATES CAREERS

Nationally, the travel and tourism industry provides more first jobs than any other industry, and the skills learned in these roles make a difference. Tourism jobs are also often small business jobs connected to the communities they serve across Oregon. The travel and tourism industry is the nation's top small business employer, and 17% of early career tourism employees go on to own their own business. National studies have also shown visitation and exposure to destination marketing can improve impressions of communities as places to start and relocate businesses, meaning that tourism also serves a cycle of small business development in several unique ways.

Sources: US Travel Association, Oregon Employment Department

## TOURISM STEWARDS OREGON'S FUTURE

As tourism organizations across the state bring increased focus to stewardship efforts, care is taken to align economic, social and environmental opportunities for today and well into the future:

- In 2025, 40 Oregon communities worked together to achieve the nation's first statewide "Destination Verified" status with trusted accessibility travel platform Wheel the World, ensuring disabled visitors and Oregonians alike can explore detailed listings and receive tailored recommendations based on their specific needs.
- Tourism organizations bring marketing and outreach expertise through partnerships with other state and federal agencies, non-profits and businesses to address broad community challenges such as responsible recreation, wildfire safety or congestion management efforts at well-loved destinations.
- The tourism industry strives to align tactics with broader state economic development efforts to ensure future prosperity in Oregon, whether that is aligning global sales and marketing work with international flight expansions at PDX or connecting local hospitality and agriculture leaders with renown journalists, recognizing Oregon as a world-class culinary destination.

# ECONOMIC IMPACT OF TOURISM ON THE OREGON COAST 2024

Direct Travel Spending	\$2.5 billion
Jobs	26,250
Employee Earnings	\$949 million
State & Local Tax Revenue*	\$124 million
Overnight Stays	17.9 million

\* State and local taxes include income taxes, gas taxes, rental car taxes and transient lodging taxes  
Source: Dean Runyan Associates

- Local Oregon Coast tax receipts generated by tourists in 2024 accounted for \$75 million in state revenue, and \$48 million in local taxes—representing more than \$1,254 per local household in the region.
- For every \$100 spent by visitors in the region, \$38 goes directly back to locals in employee earnings.

## TOURISM BOLSTERS COMMUNITIES

More than 120 cities and counties across Oregon—including 24 on the Oregon Coast—collect a local transient lodging tax that is distinct from the statewide tax to expend on local programming. A statewide study conducted by ECONorthwest in 2018 found that cities and counties that levied a local transient lodging tax spent the plurality of the revenue on general services. Other major categories of local investment include tourism facilities such as meeting spaces and sports fields; tourism promotion and marketing through organizations such as Oregon's Adventure Coast or the Astoria Warrenton Chamber; arts, culture and entertainment and local events.

In line with statute, 20% of state transient lodging taxes are directed to seven regional tourism organizations, with the Oregon Coast Visitors Association serving the Coast region, for community responsive tourism development and promotion. Local transient tax dollars, especially those expended on tourism facilities and promotional programs, can be leveraged against regional and state tourism expenditures to attract and steward visitors in individual communities. This increase in visitors, in turn, increases resources for arts and culture, infrastructure, and public services—directly benefiting Oregonians in those communities.

# TOURISM DOLLARS AT WORK ON THE OREGON COAST

Many tourism organizations, including Travel Oregon, Oregon Coast Visitors Association and Tillamook Coast invest millions of dollars in community initiatives through grant programs, strategic investment funds or direct sponsorship. In recent years, these investments have been critical contributors to local projects such as:

- Enhancing recreation offerings on the Southern Oregon Coast, building new world-class mountain bike trails capable of hosting large-scale races, bringing new visitors to rural communities.
- Supporting the local seafood economy, investing in workforce development, fish processing infrastructure and outreach and media support to ensure visitors are enjoying fish caught on the Oregon Coast and that tourism development efforts positively impact other key coastal sectors.
- Addressing congestion challenges on the Highway 26 and highway 101 corridors, including helping fund and market the North Coast Express shuttle pilot to address traffic and emissions concerns from residents.
- Enhancing trail stewardship, funding maintenance of well-loved coastal trails through partnerships with area non-profits and serving as the convening body to inform the future development of the Oregon Coast Trail.
- Increasing beach access, funding all-terrain track wheelchairs available for free use by locals and visitors on beaches up and down the Coast.

The Mobi-Mat at Seaside was part of the Wheel The World "Destination Verified" assessment along the Oregon Coast.



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