

THE ECONOMIC IMPACT OF TRAVEL IN OREGON, 2025



Overview

Despite global challenges, tensions and economic uncertainties, tourism remains a critical economic driver in Oregon, contributing \$14.6 billion in travel spending annually to the state economy. Increased visitor spending in food service and arts, entertainment and recreation led to higher levels of employee earnings. Out-of-state visitor spend saw a slight decline, but this was offset by strong growth for in-state visitor spend.

Jobs

Industry employment grew by 1700 travel-generated jobs, bringing the total travel-generated employment to 122,920 jobs for the year, representing a growth rate of 1.4% compared to the previous year.

Industry Earnings

Industry earnings – the amount of money earned by employees and proprietors of the tourism industry – grew to \$5 billion, a 5.0% increase from the prior year.

Travel Spending

In 2025, the amount of money spent directly on travel increased by 1.3% year over year, rising from \$14.4 billion to \$14.6 billion*. The largest increase in spending came from food service (\$144 million) and arts, entertainment and recreation (\$51 million).

*Nominal dollars, not adjusted for inflation

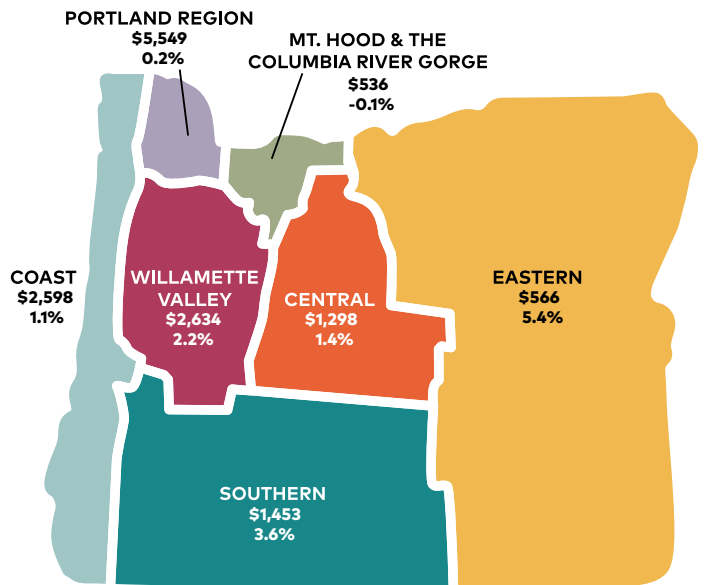
Tax Revenue

Tax revenue from travel activity in Oregon increased by 3.2% overall in 2025, amounting to \$51 million more than in 2024. Local tax revenue grew by 2.1% (\$7 million) while state taxes increased 3.0% (\$13 million).

In-State vs Out-of-State Visitor Impact

Visitor spend for residents of Oregon grew by 11% and accounted for about 40% of total visitor spending in Oregon in 2025. U.S. residents of states other than Oregon accounted for approximately 55% while international visitors accounted for approximately 5% of travel spending in the state.

Regional spending in 2025 (in millions) and % change compared to 2024



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

