

# The Economic Impact of Travel

## Oregon

Calendar Year 2025

April 2026

**PREPARED FOR**  
Travel Oregon





# The Economic Impact of Travel in Oregon

**Calendar Year 2025**

Travel Oregon

4/9/2026

## **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.

## 2025 Considerations

Travel spending is representative of the combination of visitation levels and the price of goods and services in the travel industry. Over the last couple of years the transportation sector has experienced deflationary pressure, which is largely attributed to lower gasoline prices rather than a reduction in miles journeyed by travelers. This can impact estimates of visitor spending.

## Revisions

Calendar year 2024 reported in April 2025 was revised with the release of this report. The most 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.



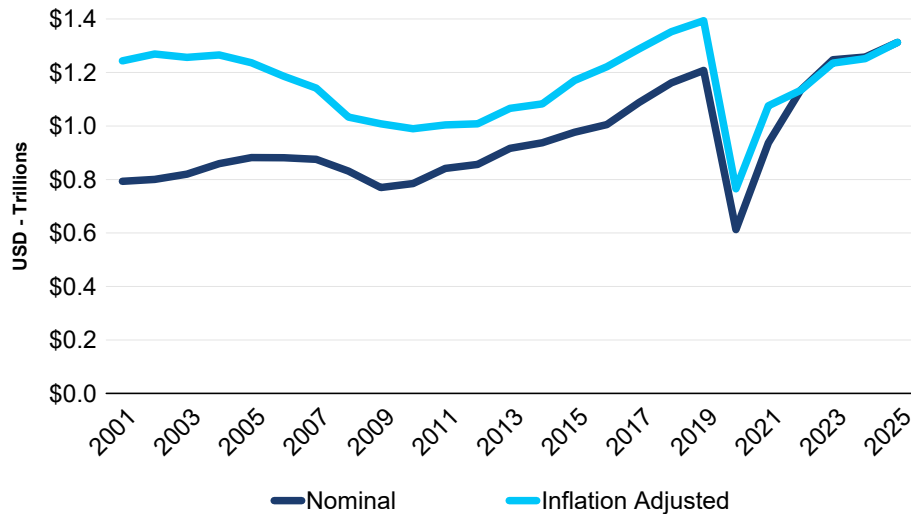
# National Impacts

2025

# U.S. Travel Impacts

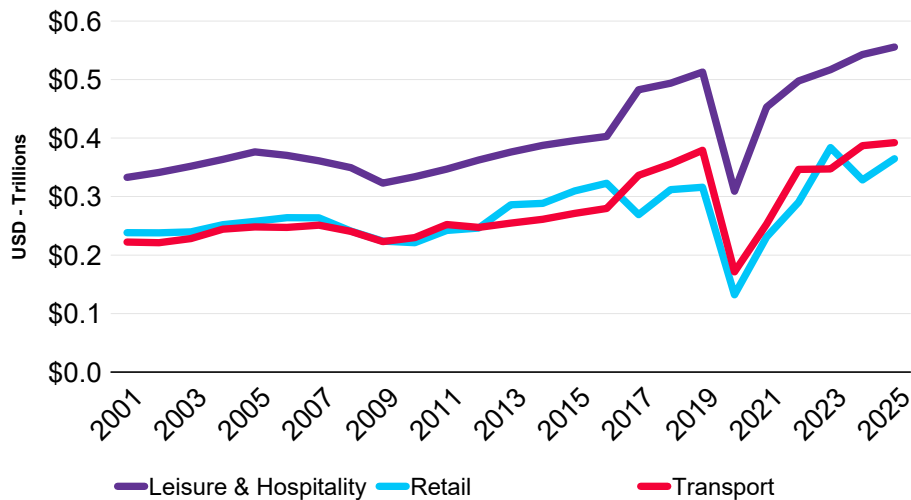
## Direct Travel Spending

### Direct Travel Spending 2001-2025



National travel-related spending was \$1.3 trillion in 2025, a **4.2% (4.8% when adjusted for inflation) increase** compared to the previous year.

### Direct Travel Spending by Commodity 2001-2025



Travelers spent \$558.2 billion on Leisure & Hospitality in 2025, accounting for **42.6% of the total direct expenditures**.

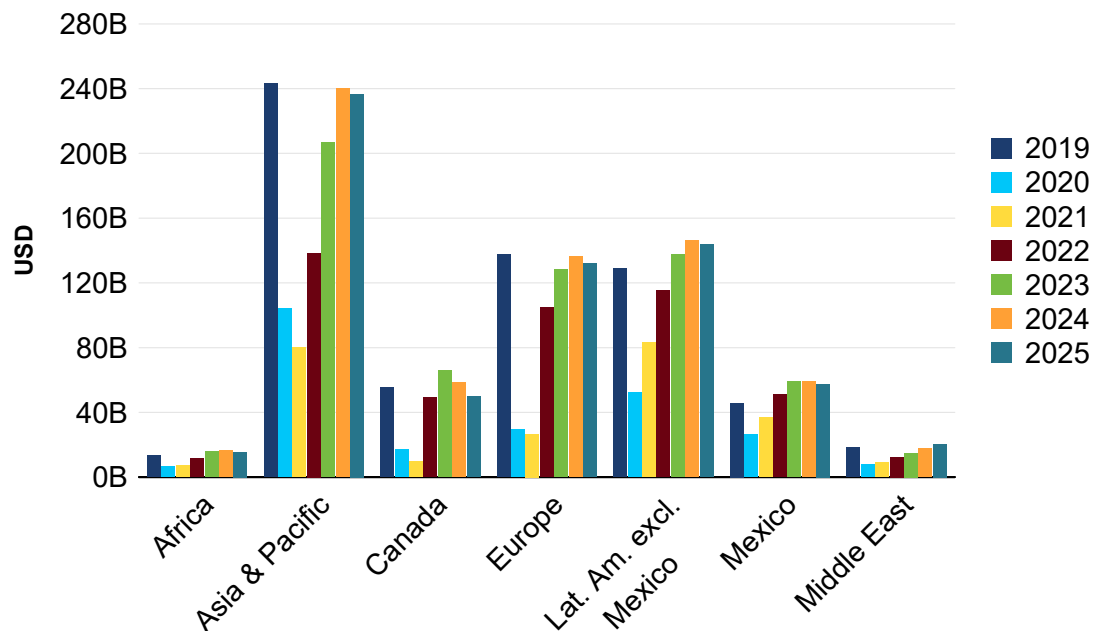
**Source:** Dean Runyan Associates, Bureau of Economic Analysis (BEA)

**Note:** DRA estimates 2025 national direct spend using BEA Travel and Tourism Satellite Account data from 2023 and available annual industry trends for 2024 and 2025. 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 2019-2025



Sources: Dean Runyan Associates, Bureau of Economic Analysis

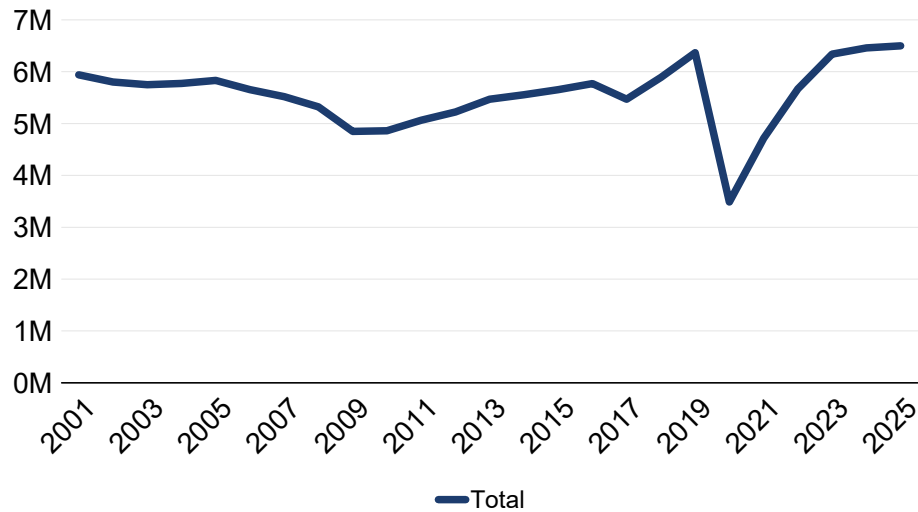
Visitors from Asia & Pacific Islands spent \$236.7 billion on U.S. travel in 2025, a **1.3% decrease** compared to the previous year.



# U.S. Travel Impacts

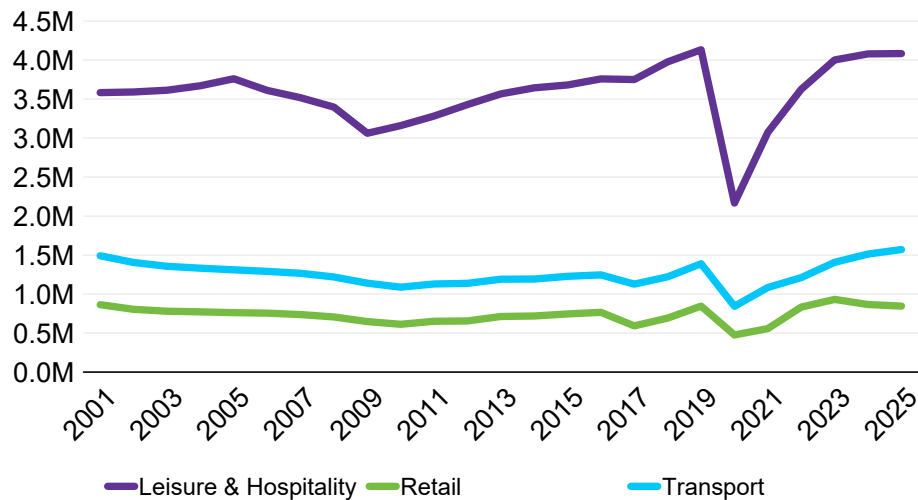
## Direct Travel Employment

### Employment 2001-2025



Approximately **41 thousand jobs** were gained in **2025**, a **0.6% increase** compared to the previous year.

### Employment by Industry Sector 2001-2025



Travel supported **4.1 million jobs** in the **Leisure and Hospitality industry** sector in 2025, approximately level with the previous year.

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



State Impacts

2025

# 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.



# Oregon Travel Impacts

Summary, 2025



## 1.3% Increase in Travel Spending

Travel spending in Oregon increased 1.3% from \$14.4 billion in 2024 to \$14.6 billion in 2025.



## 1,700 Jobs Gained

Direct travel-generated employment grew from 121,220 in 2024 to 122,920 in 2025. Approximately 1,700 additional jobs were generated, representing a 1.4% increase compared to the previous year.



## 5.0% Growth in Travel Earnings

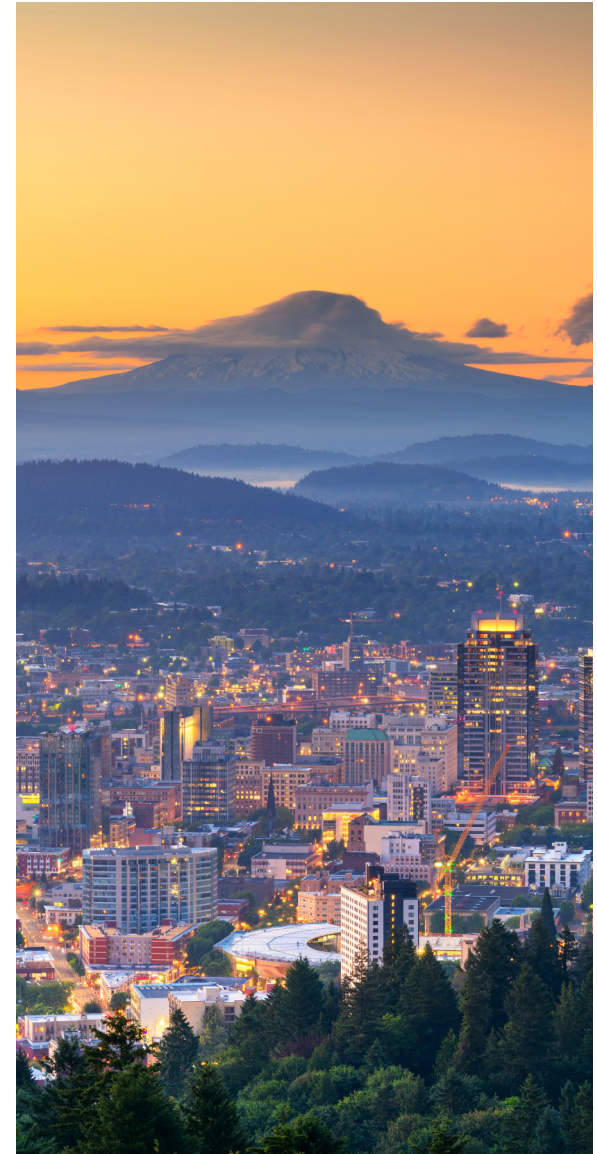
Direct travel-generated earnings grew from \$4.7 billion in 2024 to \$5.0 billion in 2025, an increase of approximately \$234 million or 5.0%.



## 2.6% Increase in State & Local Tax Revenue

Overall, tax revenue (state and local) generated by travel spending grew from \$722 million in 2024 to \$741 million in 2025, a 2.6% increase. Local tax revenue increased 2.1%, while state tax revenue increased 3.0%.

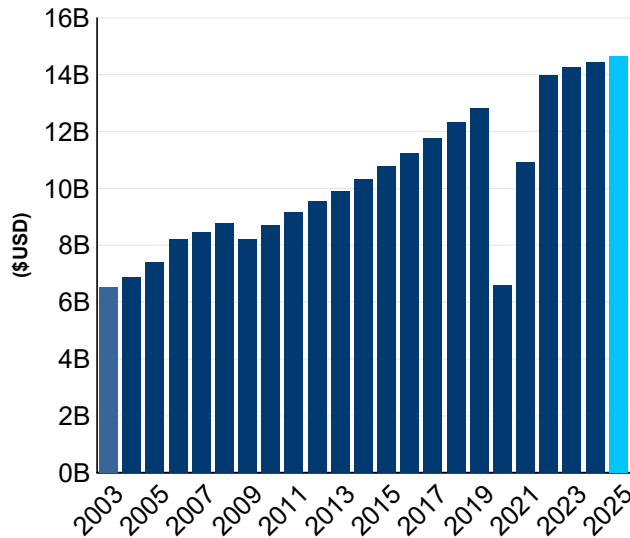
**Note:** These estimates for Oregon are subject to revision when more complete or additional data becomes available.



# Oregon Travel Impacts

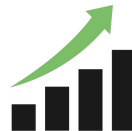
## Direct Travel Spending

Direct travel spending increased by \$192 million in 2025.

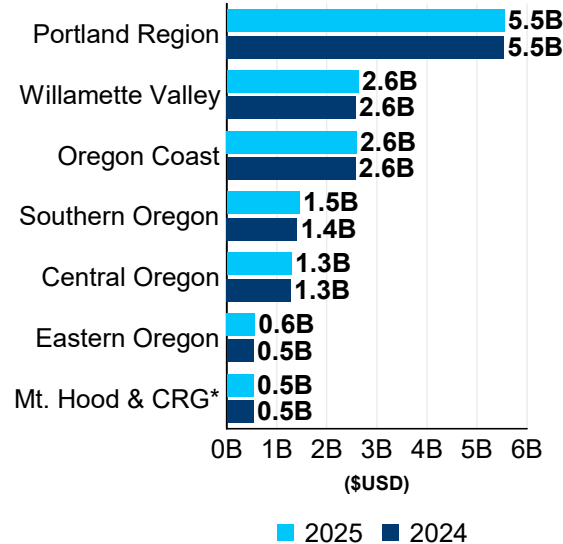


In 2025, travel spending grew to \$14.6 billion, a 1.3% increase from 2024.

From 2003-2025, travel spending grew at an annual rate of 3.7%.



Spending across the regions was relatively unchanged in 2025.



The largest region in terms of travel impacts is the Portland Region. In 2025 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

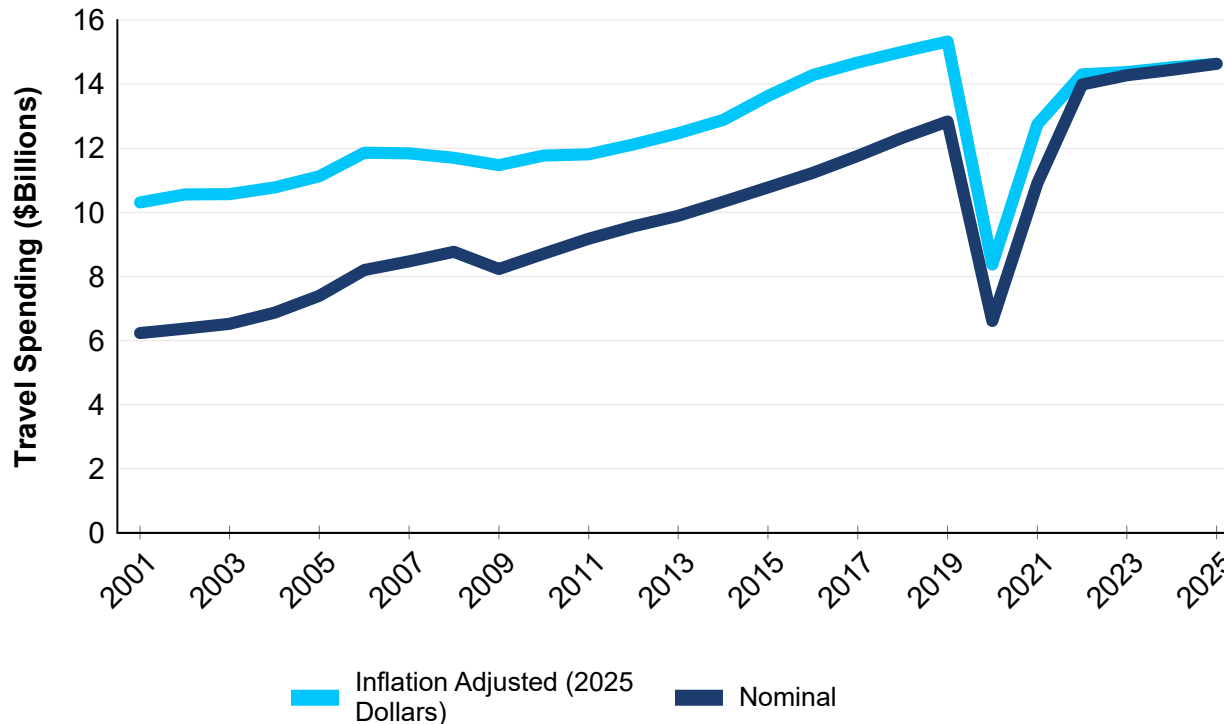
### What is direct travel spending?

**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 2025, travel spending increased by \$192 million, or 1.3%, in nominal dollars. When adjusted for inflation, the increase was \$116 million, or 0.8%. Despite this growth, inflation-adjusted travel spending remains 4.5% below the 2019 level.

**Sources:** Bureau of Labor Statistics CPI, Dean Runyan Associates

**Note:** Inflation is calculated specifically for the travel industry.

## 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.



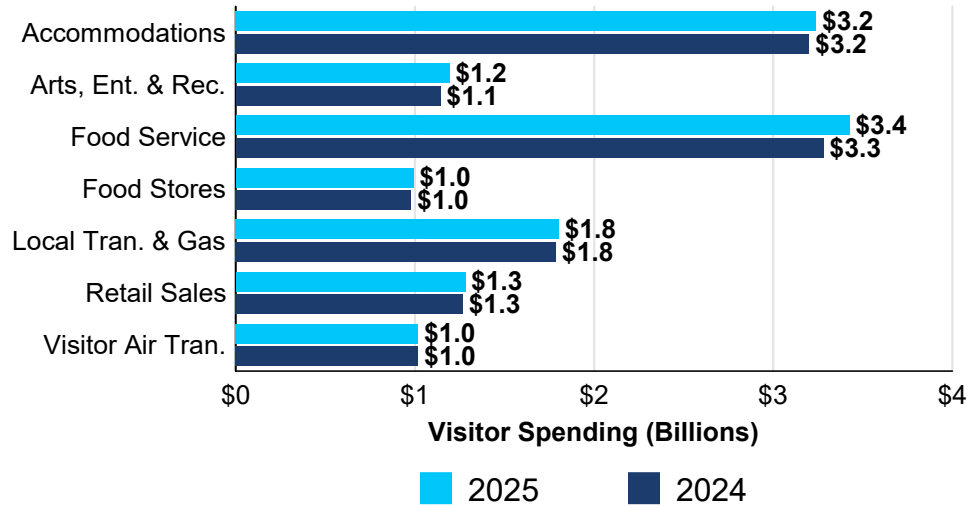
### Oregon 2025 Selected Prices (% Chg.)

**Hotel & STVR Room Rates: 2%**  
**Gasoline Prices: -2%**  
**Airfares: -6%**

# Oregon Travel Impacts

## Direct Spending

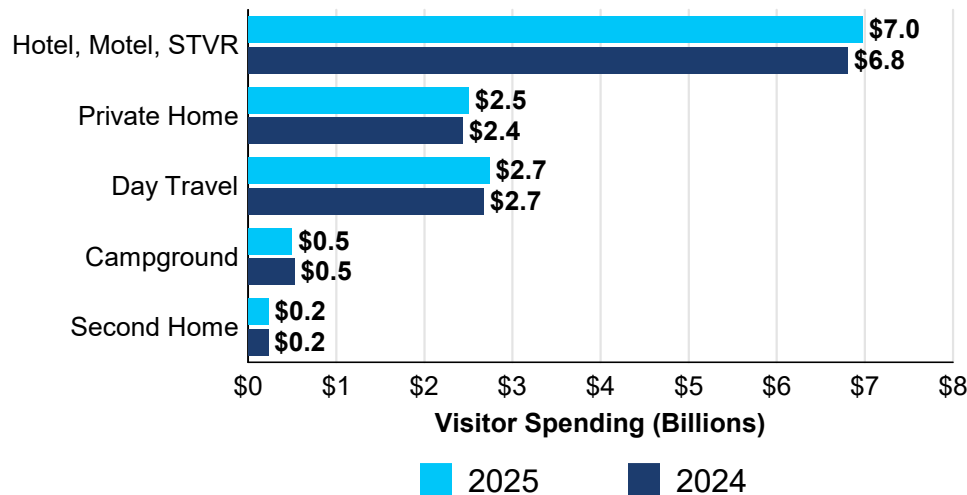
### Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$3.2 billion in 2025, **an increase of 1.2%**. Spending on food service grew to \$3.4 billion, **an increase of 4.4%**.

**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 \$7.0 billion in 2025, **an increase of 2.5%** compared to 2024.

*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, 2025

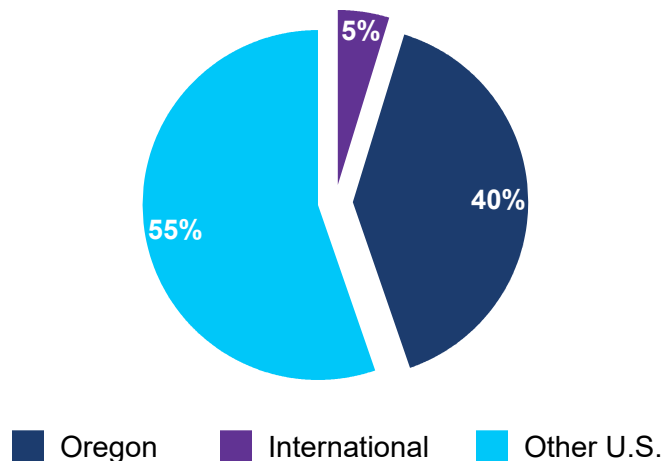
Residents of Oregon accounted for about 40% of visitor spending in Oregon in 2025. U.S. residents of states other than Oregon accounted for approximately 55% while international visitors accounted for approximately 5% of travel spending in the state.

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, 2025**



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

## Visitor Spending by Residence, 2025p

| Origin        | Spending (Billions) | Share |
|---------------|---------------------|-------|
| Oregon        | \$5.9               | 40%   |
| International | \$0.7               | 5%    |
| Other U.S.    | \$8.1               | 55%   |

**Visitor Spending \$14.6**

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

## Visitor Spending by Top U.S. Origins, 2025p

| Origin     | Spending (Billions) |
|------------|---------------------|
| Washington | \$3.1               |
| California | \$1.6               |
| Idaho      | \$0.4               |
| Michigan   | \$0.3               |
| Texas      | \$0.3               |
| Remaining* | \$2.4               |

**Visitor Spending \$8.1**

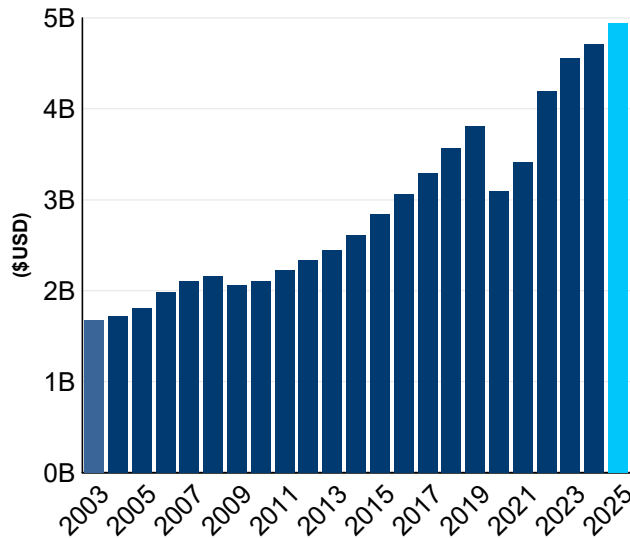
**Note:** Excludes Oregon as an origin market.

\*"Remaining" includes the other 44 U.S. states, District of Columbia, and Puerto Rico.

# Oregon Travel Impacts

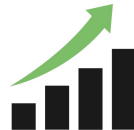
## Direct Earnings

**Direct travel earnings increased by \$234 million in 2025.**

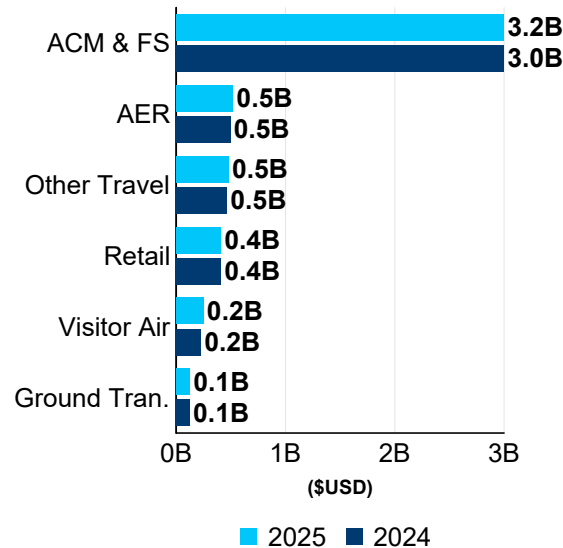


In 2025, travel earnings grew to \$5.0 billion, a 5% increase from the prior year.

From 2003-2025, Oregon travel industry earnings grew at an annual rate of 5.1%.



**All sectors grew over the prior year.**



Accommodation & Food Services account for more than half (64%) of travel industry earnings. Arts, Entertainment & Recreation accounts for 11%.

*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?

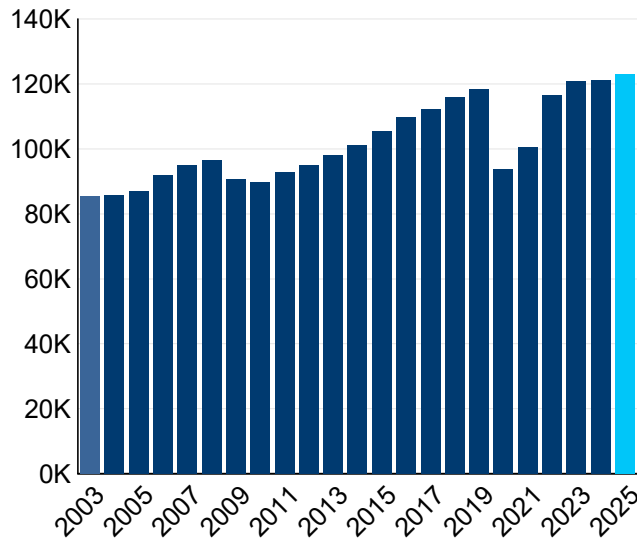
**Direct travel-related earnings** represent the amount of money left over after costs of goods sold, expenses, and point-of-sale taxes are removed from travel spending. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

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 1,700 jobs in 2025.**

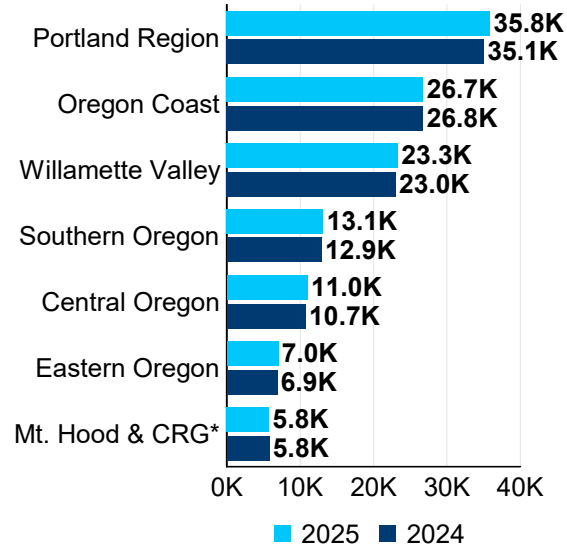


In 2025, direct travel employment was approximately 122,920 jobs, a 1.4% increase from the prior year.

From 2003-2025, travel employment grew at an annual rate of 1.7%.



**The Portland Region added the most jobs (790) in 2025.**



The Portland Region makes up 29% of all travel jobs in the state. This region remains 3% below the level of jobs generated from travel activity in 2019.

\*Mt. Hood & Columbia River Gorge

## What is direct travel employment?

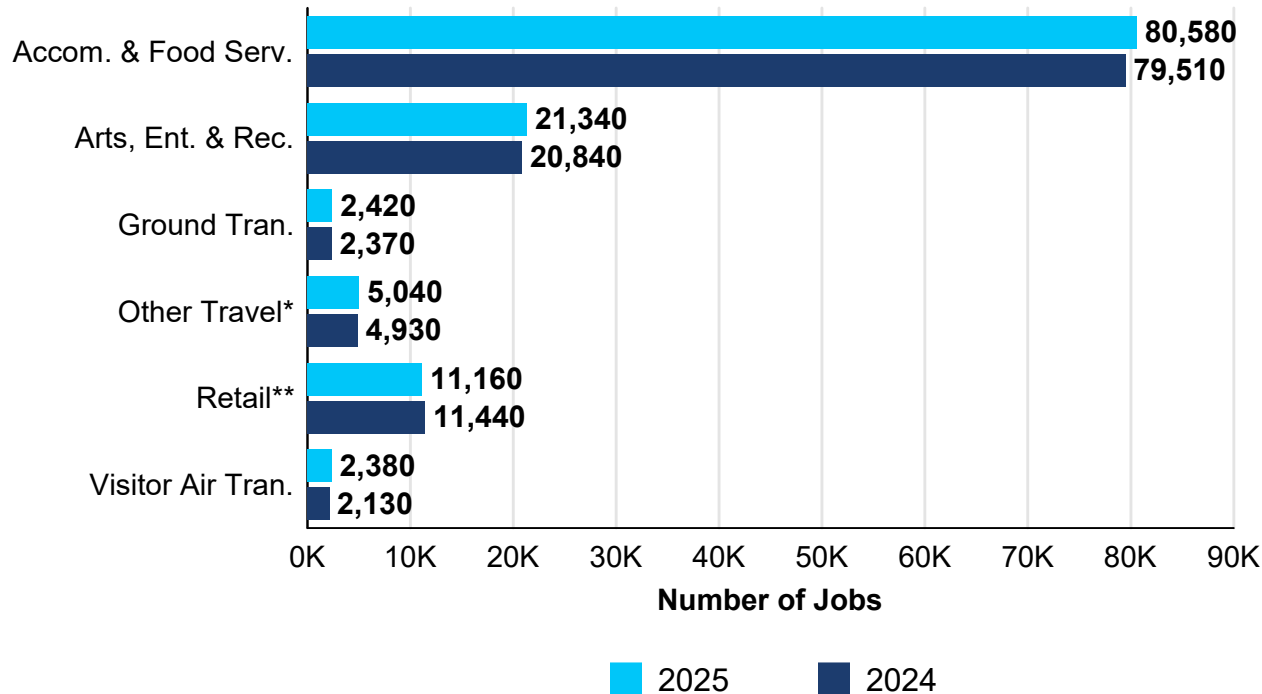
**Direct travel-related employment** refers to the total number of full- and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings comes from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. 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 2025 every \$1 million in direct travel spending resulted in 8.4 jobs for the industry.

# Oregon Travel Impacts

## Direct Employment

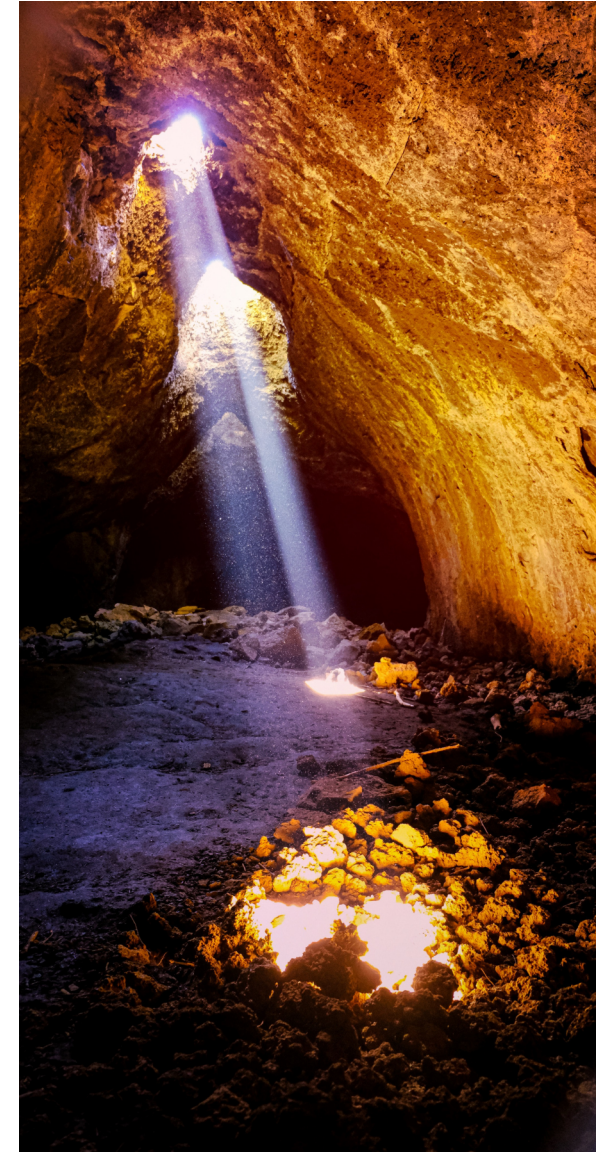


\*Other Travel includes resident air travel, travel arrangement, and convention/trade shows.

\*\*Retail includes gasoline.

Total direct job gain is estimated at 1,700 jobs. Leisure & Hospitality (Accom. & Food Serv., Arts, Ent. & Rec.) grew by approximately 1,580 jobs in 2025; Retail jobs declined 2.5% compared to 2025.

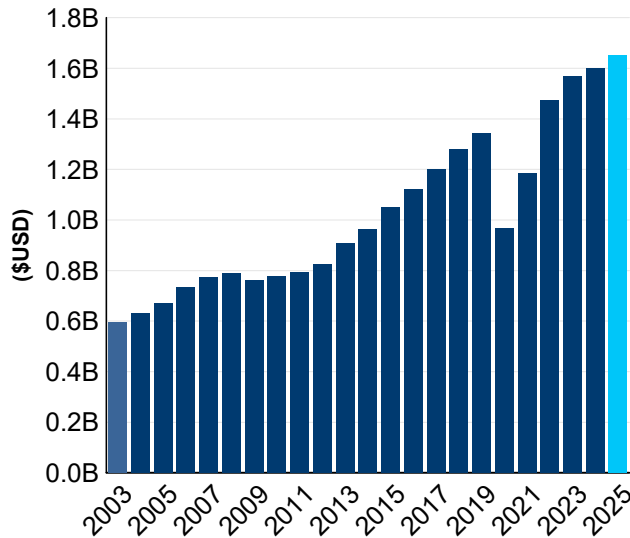
**Sources:** Bureau of Labor Statistics, Bureau of Economic Analysis, Dean Runyan Associates



# Oregon Travel Impacts

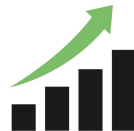
## Direct Travel-Generated Tax Revenue

Direct tax revenue increased by \$51 million in 2025.

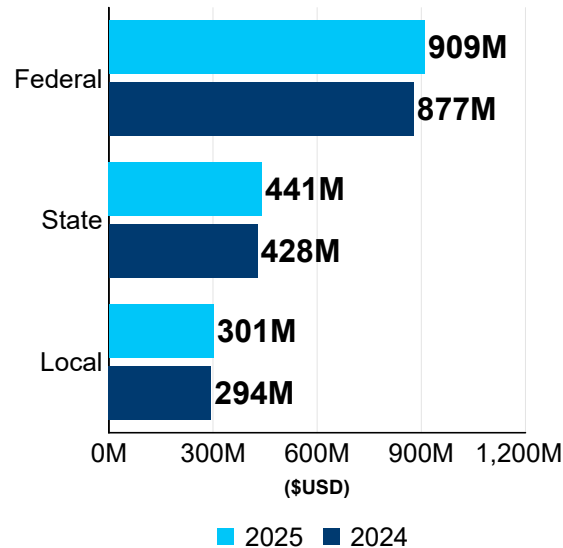


In 2025, tax revenue increased to \$1.7 billion, a 3.2% increase from the prior year.

From 2003-2025, tax revenue grew at an annual rate of 4.7%.



State and local tax revenue grew 2.6% in 2025.



State tax receipts account for 59% of travel-generated tax revenue (excluding federal taxes). State tax receipts grew 3.0% compared to 2024. Local tax receipts grew 2.1% 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  | 2018   | 2019   | 2020  | 2021   | 2022   | 2023   | 2024   | 2025   | YOY % Chg. | CAGR**  |         |
|---------------------------------|-------|--------|--------|-------|--------|--------|--------|--------|--------|------------|---------|---------|
|                                 |       |        |        |       |        |        |        |        |        | 2024-25    | 2022-25 | 2003-25 |
| <b>Spending (\$Millions)</b>    |       |        |        |       |        |        |        |        |        |            |         |         |
| Total                           | 6,525 | 12,324 | 12,834 | 6,609 | 10,902 | 13,991 | 14,272 | 14,444 | 14,636 | 1.3%       | 1.1%    | 3.7%    |
| Other                           | 787   | 1,624  | 1,765  | 690   | 1,110  | 1,806  | 1,742  | 1,769  | 1,688  | -4.6%      | -1.7%   | 3.5%    |
| Visitor                         | 5,738 | 10,700 | 11,069 | 5,919 | 9,792  | 12,186 | 12,530 | 12,675 | 12,948 | 2.2%       | 1.5%    | 3.8%    |
| Non-transport.                  | 4,470 | 8,115  | 8,427  | 4,791 | 7,719  | 9,229  | 9,632  | 9,869  | 10,129 | 2.6%       | 2.4%    | 3.8%    |
| Transportation                  | 1,268 | 2,585  | 2,643  | 1,128 | 2,074  | 2,957  | 2,898  | 2,806  | 2,819  | 0.5%       | -1.2%   | 3.7%    |
| <b>Earnings (\$Millions)</b>    |       |        |        |       |        |        |        |        |        |            |         |         |
| Earnings                        | 1,673 | 3,569  | 3,807  | 3,089 | 3,415  | 4,197  | 4,554  | 4,714  | 4,947  | 5.0%       | 4.2%    | 5.1%    |
| <b>Employment (000's)</b>       |       |        |        |       |        |        |        |        |        |            |         |         |
| Employment                      | 85.6  | 116.0  | 118.5  | 93.8  | 100.5  | 116.5  | 121.0  | 121.2  | 122.9  | 1.4%       | 1.3%    | 1.7%    |
| <b>Tax Revenue (\$Millions)</b> |       |        |        |       |        |        |        |        |        |            |         |         |
| Total                           | 596   | 1,280  | 1,345  | 966   | 1,187  | 1,476  | 1,569  | 1,599  | 1,650  | 3.2%       | 2.8%    | 4.7%    |
| Local                           | 90    | 236    | 243    | 156   | 217    | 259    | 289    | 294    | 301    | 2.1%       | 3.8%    | 5.6%    |
| State                           | 152   | 341    | 357    | 269   | 334    | 398    | 415    | 428    | 441    | 3.0%       | 2.6%    | 5.0%    |
| Federal                         | 354   | 702    | 744    | 541   | 636    | 819    | 865    | 877    | 909    | 3.6%       | 2.6%    | 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         | 2017          | 2018          | 2019          | 2020         | 2021          | 2022          | 2023          | 2024          | 2025          | YOY % Chg.  | 4 Year Avg. |
|------------------------------------------------------------------------|--------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|-------------|-------------|
|                                                                        |              |               |               |               |              |               |               |               |               |               | 2024-25     | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |               |               |               |              |               |               |               |               |               |             |             |
| Destination Spending                                                   | 5,738        | 10,243        | 10,700        | 11,069        | 5,919        | 9,792         | 12,186        | 12,530        | 12,675        | 12,948        | 2.2%        | 1.5%        |
| Other Travel*                                                          | 787          | 1,521         | 1,624         | 1,765         | 690          | 1,110         | 1,806         | 1,742         | 1,769         | 1,688         | -4.6%       | -1.7%       |
| <b>TOTAL</b>                                                           | <b>6,525</b> | <b>11,765</b> | <b>12,324</b> | <b>12,834</b> | <b>6,609</b> | <b>10,902</b> | <b>13,991</b> | <b>14,272</b> | <b>14,444</b> | <b>14,636</b> | <b>1.3%</b> | <b>1.1%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |               |               |               |              |               |               |               |               |               |             |             |
| Hotel, Motel, STVR                                                     | 2,479        | 5,376         | 5,607         | 5,810         | 3,154        | 5,159         | 6,429         | 6,664         | 6,809         | 6,976         | 2.5%        | 2.1%        |
| Hotel, Motel**                                                         |              |               |               |               |              | 4,096         | 5,265         | 5,492         | 5,604         | 5,751         | 2.6%        | 2.2%        |
| STVR**                                                                 |              |               |               |               |              | 1,063         | 1,164         | 1,172         | 1,204         | 1,226         | 1.8%        | 1.3%        |
| Private Home                                                           | 1,239        | 2,014         | 2,114         | 2,175         | 1,251        | 2,077         | 2,438         | 2,426         | 2,438         | 2,507         | 2.8%        | 0.7%        |
| Campground                                                             | 351          | 459           | 481           | 501           | 389          | 469           | 535           | 560           | 523           | 496           | -5.3%       | -1.9%       |
| Second Home                                                            | 124          | 185           | 194           | 198           | 160          | 197           | 221           | 227           | 228           | 232           | 1.8%        | 1.3%        |
| Day Travel                                                             | 1,544        | 2,209         | 2,305         | 2,386         | 965          | 1,890         | 2,564         | 2,654         | 2,677         | 2,737         | 2.2%        | 1.7%        |
| <b>TOTAL</b>                                                           | <b>5,738</b> | <b>10,243</b> | <b>10,700</b> | <b>11,069</b> | <b>5,919</b> | <b>9,792</b>  | <b>12,186</b> | <b>12,530</b> | <b>12,675</b> | <b>12,948</b> | <b>2.2%</b> | <b>1.5%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |               |               |               |              |               |               |               |               |               |             |             |
| Accommodations                                                         | 977          | 2,346         | 2,378         | 2,448         | 1,648        | 2,627         | 3,085         | 3,122         | 3,200         | 3,239         | 1.2%        | 1.2%        |
| Food Service                                                           | 1,321        | 2,606         | 2,734         | 2,891         | 1,490        | 2,396         | 2,898         | 3,141         | 3,281         | 3,425         | 4.4%        | 4.3%        |
| Food Stores                                                            | 470          | 718           | 732           | 757           | 491          | 790           | 938           | 984           | 979           | 991           | 1.2%        | 1.4%        |
| Local Tran. & Gas                                                      | 834          | 1,467         | 1,656         | 1,684         | 830          | 1,457         | 1,929         | 1,912         | 1,788         | 1,803         | 0.8%        | -1.7%       |
| Arts, Ent. & Rec.                                                      | 807          | 1,082         | 1,109         | 1,140         | 519          | 822           | 1,029         | 1,098         | 1,142         | 1,193         | 4.5%        | 3.8%        |
| Retail Sales                                                           | 896          | 1,146         | 1,162         | 1,190         | 642          | 1,083         | 1,278         | 1,287         | 1,267         | 1,281         | 1.1%        | 0.1%        |
| Visitor Air Tran.                                                      | 433          | 880           | 929           | 959           | 298          | 616           | 1,028         | 986           | 1,018         | 1,016         | -0.2%       | -0.3%       |
| <b>TOTAL</b>                                                           | <b>5,738</b> | <b>10,243</b> | <b>10,700</b> | <b>11,069</b> | <b>5,919</b> | <b>9,792</b>  | <b>12,186</b> | <b>12,530</b> | <b>12,675</b> | <b>12,948</b> | <b>2.2%</b> | <b>1.5%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Oregon Travel Impacts

## Direct Travel Impact Detail

|                                                               | 2003          | 2017           | 2018           | 2019           | 2020          | 2021           | 2022           | 2023           | 2024           | 2025           | YOY % Chg. 4 Year Avg. |             |
|---------------------------------------------------------------|---------------|----------------|----------------|----------------|---------------|----------------|----------------|----------------|----------------|----------------|------------------------|-------------|
|                                                               |               |                |                |                |               |                |                |                |                |                | 2024-25                | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |               |                |                |                |               |                |                |                |                |                |                        |             |
| Accom. & Food Serv.                                           | 916           | 1,994          | 2,187          | 2,341          | 1,843         | 2,105          | 2,665          | 2,914          | 2,999          | 3,164          | 5.5%                   | 4.4%        |
| Arts, Ent. & Rec.                                             | 238           | 360            | 383            | 407            | 322           | 355            | 449            | 468            | 495            | 520            | 5.0%                   | 3.7%        |
| Retail**                                                      | 187           | 295            | 311            | 323            | 342           | 366            | 399            | 406            | 408            | 410            | 0.3%                   | 0.7%        |
| Ground Tran.                                                  | 46            | 81             | 85             | 93             | 80            | 82             | 94             | 114            | 122            | 125            | 2.4%                   | 7.3%        |
| Visitor Air Tran.                                             | 86            | 174            | 188            | 190            | 163           | 167            | 185            | 207            | 224            | 250            | 11.3%                  | 7.8%        |
| Other Travel*                                                 | 200           | 385            | 416            | 453            | 339           | 340            | 405            | 445            | 465            | 479            | 3.0%                   | 4.2%        |
| <b>TOTAL</b>                                                  | <b>1,673</b>  | <b>3,290</b>   | <b>3,569</b>   | <b>3,807</b>   | <b>3,089</b>  | <b>3,415</b>   | <b>4,197</b>   | <b>4,554</b>   | <b>4,714</b>   | <b>4,947</b>   | <b>5.0%</b>            | <b>4.2%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |               |                |                |                |               |                |                |                |                |                |                        |             |
| Accom. & Food Serv.                                           | 50,550        | 71,130         | 73,680         | 75,420         | 58,440        | 64,050         | 75,770         | 79,680         | 79,510         | 80,580         | 1.4%                   | 1.6%        |
| Arts, Ent. & Rec.                                             | 16,550        | 19,430         | 20,010         | 20,580         | 15,270        | 16,250         | 20,110         | 20,340         | 20,840         | 21,340         | 2.4%                   | 1.5%        |
| Retail**                                                      | 9,440         | 11,190         | 11,360         | 11,420         | 11,230        | 11,590         | 11,890         | 11,710         | 11,440         | 11,160         | -2.5%                  | -1.6%       |
| Ground Tran.                                                  | 2,020         | 2,240          | 2,240          | 2,320          | 2,150         | 2,130          | 2,040          | 2,340          | 2,370          | 2,420          | 2.2%                   | 4.3%        |
| Visitor Air Tran.                                             | 1,960         | 2,210          | 2,330          | 2,320          | 1,980         | 2,000          | 1,950          | 2,010          | 2,130          | 2,380          | 11.7%                  | 5.1%        |
| Other Travel*                                                 | 5,060         | 6,000          | 6,370          | 6,420          | 4,770         | 4,490          | 4,750          | 4,870          | 4,930          | 5,040          | 2.2%                   | 1.5%        |
| <b>TOTAL</b>                                                  | <b>85,590</b> | <b>112,190</b> | <b>115,980</b> | <b>118,480</b> | <b>93,840</b> | <b>100,520</b> | <b>116,520</b> | <b>120,960</b> | <b>121,220</b> | <b>122,920</b> | <b>1.4%</b>            | <b>1.3%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |               |                |                |                |               |                |                |                |                |                |                        |             |
| Local Tax Receipts                                            | 90            | 228            | 236            | 243            | 156           | 217            | 259            | 289            | 294            | 301            | 2.1%                   | 3.8%        |
| State Tax Receipts                                            | 152           | 323            | 341            | 357            | 269           | 334            | 398            | 415            | 428            | 441            | 3.0%                   | 2.6%        |
| <b>TOTAL</b>                                                  | <b>242</b>    | <b>551</b>     | <b>577</b>     | <b>601</b>     | <b>425</b>    | <b>551</b>     | <b>656</b>     | <b>704</b>     | <b>722</b>     | <b>741</b>     | <b>2.6%</b>            | <b>3.1%</b> |

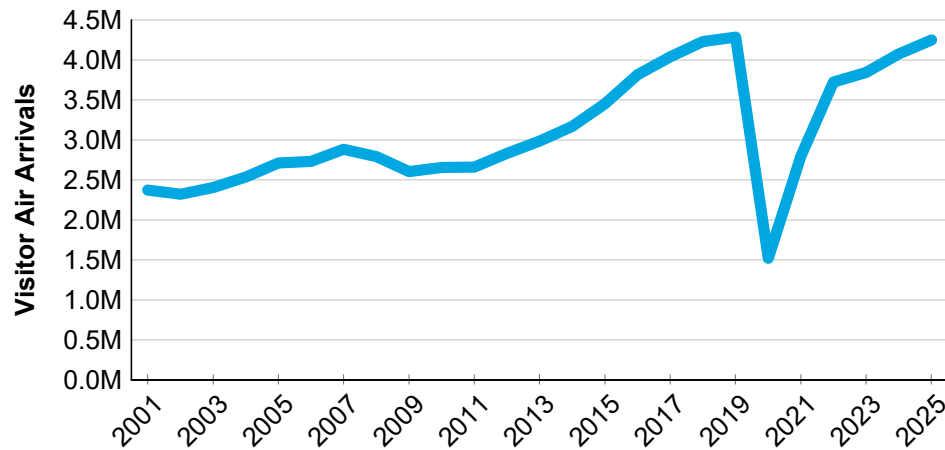
**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

# Oregon Travel Impacts

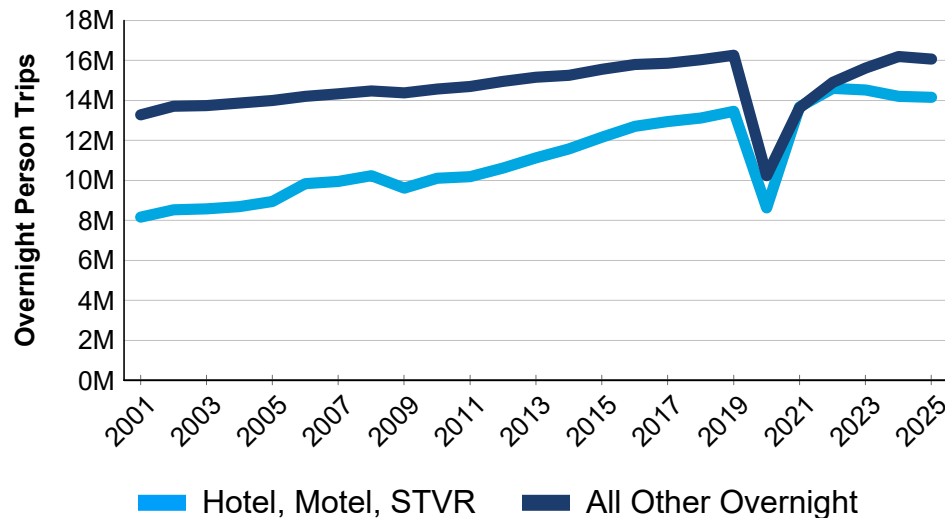
## Domestic Air Visitor Arrivals



In 2025, Oregon welcomed 4.3 million U.S. visitors who traveled to the state by plane, a 4.4% increase compared to the previous year. This number is still 33,000 less than the visitors who traveled by plane in 2019.

**Sources:** Bureau of Transportation Statistics, Dean Runyan Associates

## Overnight Volume



Overall, overnight visitor volume fell by 0.6% in 2025 compared to the previous year. The number of visitors who stayed in a hotel, motel, or STVR decreased by 0.4% and the number of visitors who camped, stayed with friends and family, or stayed in a second home declined by 0.8%

**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, 2025

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](http://www.travelstats.com/impacts/oregon).

## Average Expenditure for Overnight Visitors, 2025

|                        | Person |       | Party |         | Party Size | Length of Stay |
|------------------------|--------|-------|-------|---------|------------|----------------|
|                        | Day    | Trip  | Day   | Trip    |            |                |
| Hotel, Motel, STVR     |        |       |       |         |            |                |
| All Modes of Transport | \$247  | \$607 | \$564 | \$1,413 | 2.3        | 2.5            |
| Air                    | \$255  | \$899 | \$476 | \$1,678 | 1.9        | 3.5            |
| Other                  | \$189  | \$430 | \$460 | \$1,045 | 2.4        | 2.3            |
| Private Home           |        |       |       |         |            |                |
| All Modes of Transport | \$56   | \$216 | \$125 | \$499   | 2.2        | 4.0            |
| Air                    | \$80   | \$507 | \$140 | \$892   | 1.8        | 6.4            |
| Other                  | \$43   | \$149 | \$106 | \$365   | 2.5        | 3.4            |
| Other Overnight        |        |       |       |         |            |                |
| All Modes of Transport | \$44   | \$164 | \$145 | \$541   | 3.3        | 3.7            |
| All Overnight          |        |       |       |         |            |                |
| All Modes of Transport | \$103  | \$338 | \$251 | \$834   | 2.4        | 3.3            |

## Overnight-Visitor Volume, 2023-2025

|                      | Person-Nights (Millions) |             |             | Party-Nights (Millions) |             |             |
|----------------------|--------------------------|-------------|-------------|-------------------------|-------------|-------------|
|                      | 2023                     | 2024        | 2025        | 2023                    | 2024        | 2025        |
| Hotel, Motel, STVR   | 38.3                     | 37.6        | 37.4        | 15.5                    | 15.6        | 15.6        |
| Private Home         | 44.6                     | 45.0        | 45.1        | 20.0                    | 19.8        | 20.1        |
| Other Overnight      | 17.0                     | 17.1        | 16.5        | 5.4                     | 5.2         | 5.0         |
| <b>All Overnight</b> | <b>99.9</b>              | <b>99.7</b> | <b>99.0</b> | <b>40.9</b>             | <b>40.6</b> | <b>40.7</b> |

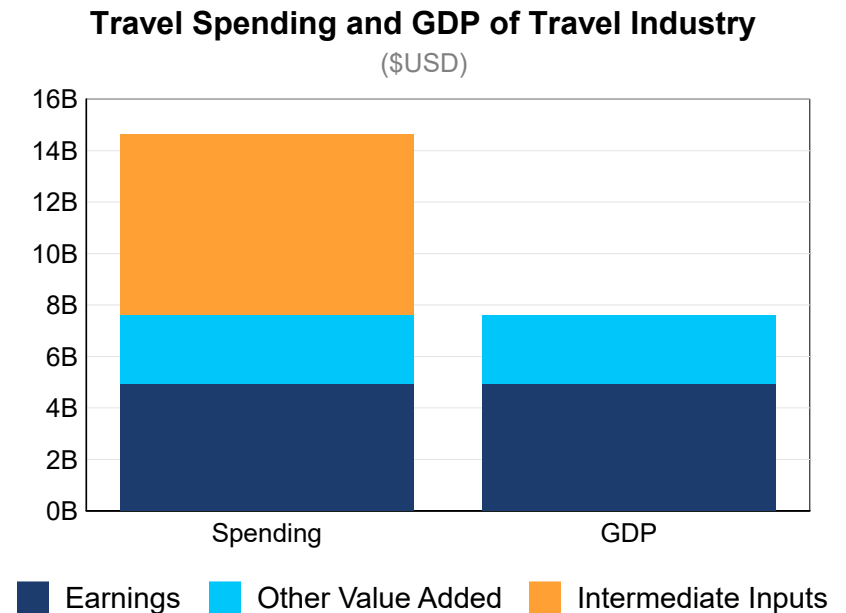
|                      | Person-Trips (Millions) |             |             | Party-Trips (Millions) |             |             |
|----------------------|-------------------------|-------------|-------------|------------------------|-------------|-------------|
|                      | 2023                    | 2024        | 2025        | 2023                   | 2024        | 2025        |
| Hotel, Motel, STVR   | 14.5                    | 14.2        | 14.1        | 5.8                    | 5.9         | 5.9         |
| Private Home         | 11.0                    | 11.6        | 11.6        | 4.8                    | 5.0         | 5.0         |
| Other Overnight      | 4.6                     | 4.6         | 4.4         | 1.5                    | 1.4         | 1.3         |
| <b>All Overnight</b> | <b>30.1</b>             | <b>30.4</b> | <b>30.2</b> | <b>12.1</b>            | <b>12.2</b> | <b>12.2</b> |

# Oregon Travel Impacts

## Travel Industry GDP, 2025

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 \$7.6 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.



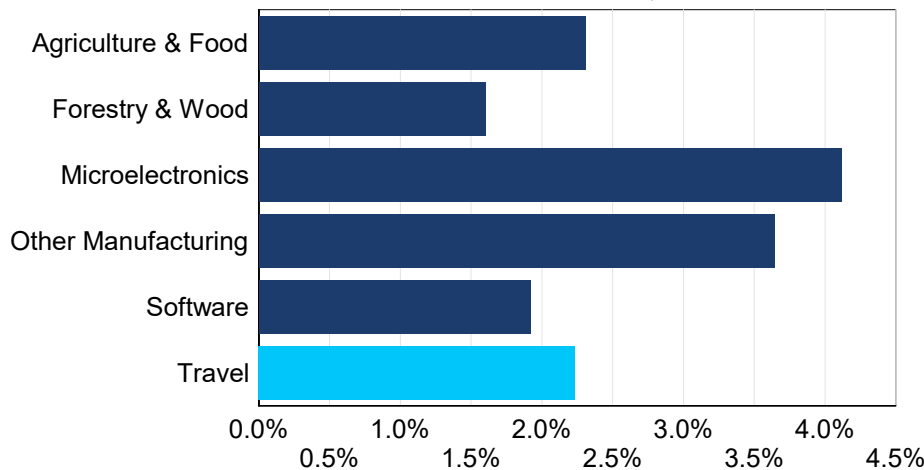
# Oregon Travel Impacts

## Oregon Export-Oriented Industries, 2025

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, 2025



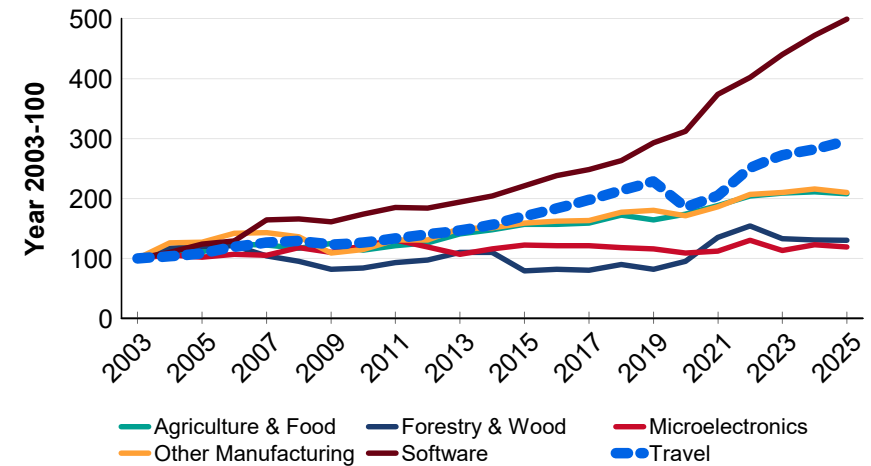
A comparison of the GDPs of the leading export-oriented industries in Oregon is shown for 2025. It should be noted that the largest industry, microelectronics, is concentrated in the urbanized areas of Oregon, primarily Washington County. The primary export-oriented industries in most rural counties 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. 2025 GDP estimates by Dean Runyan Associates.

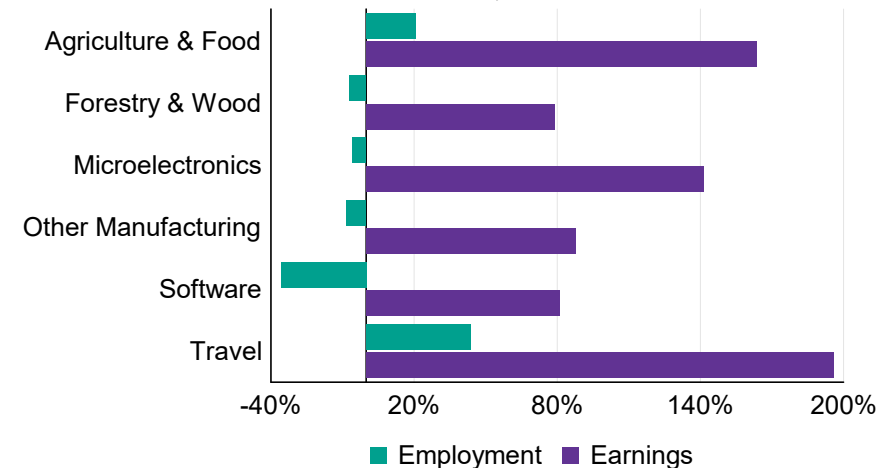
### Change in Oregon GDP

Selected Industries, 2003-2025



### Change in Earnings and Employment

Selected Industries, 2003-2025



# 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** (12,560 jobs and \$957 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** (9,450 jobs and \$724 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

**Financial Activities** (7,580 jobs and \$438 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

**Other Services** (3,790 jobs and \$247 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.

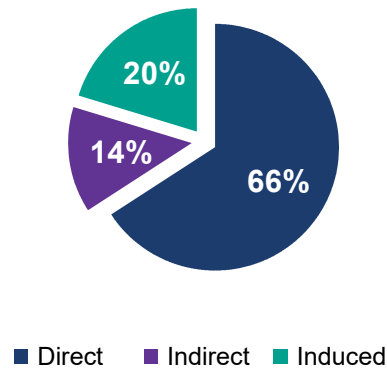
### What are secondary impacts?

**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

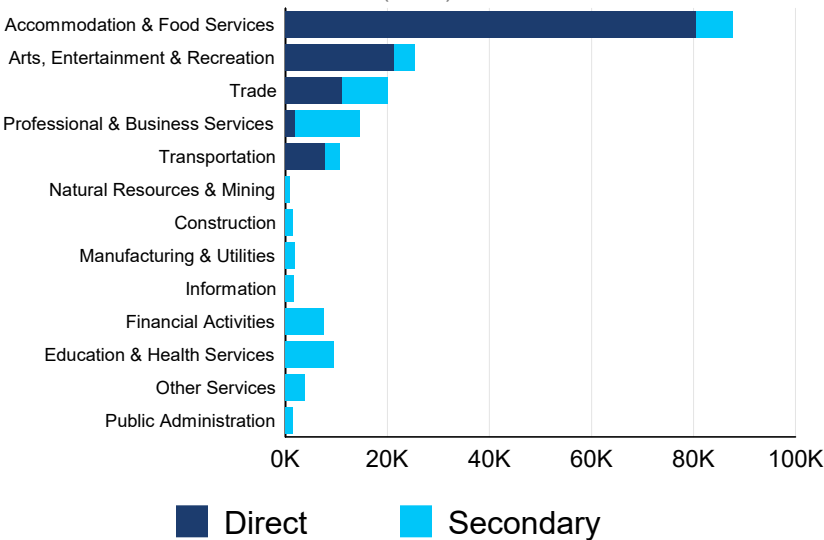
## Total Employment, 2025

Share of Total Employment



Direct & Secondary Employment

(Jobs)



In 2025, **Professional & Business Services** generated **12,560 jobs in secondary employment**, which was the highest among the industry groups.

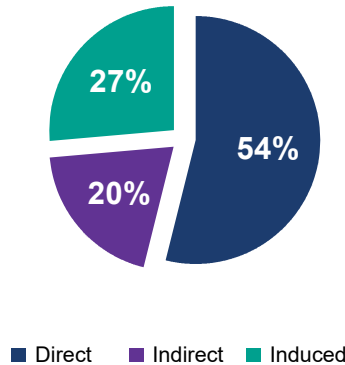
| Industry Group                   | Direct         | Secondary     |               |               | Grand Total    |
|----------------------------------|----------------|---------------|---------------|---------------|----------------|
|                                  |                | Indirect      | Induced       | Total         |                |
| Accommodation & Food Services    | 80,580         | 2,760         | 4,350         | 7,120         | 87,700         |
| Arts, Entertainment & Recreation | 21,340         | 2,640         | 1,360         | 4,000         | 25,350         |
| Trade                            | 11,160         | 940           | 8,040         | 8,980         | 20,140         |
| Transportation                   | 7,810          | 1,810         | 980           | 2,790         | 10,600         |
| Professional & Business Services | 2,030          | 8,810         | 3,740         | 12,560        | 14,590         |
| Natural Resources & Mining       | 0              | 540           | 410           | 950           | 950            |
| Construction                     | 0              | 800           | 780           | 1,580         | 1,580          |
| Manufacturing & Utilities        | 0              | 1,210         | 770           | 1,990         | 1,990          |
| Information                      | 0              | 1,070         | 590           | 1,670         | 1,670          |
| Financial Activities             | 0              | 3,460         | 4,120         | 7,580         | 7,580          |
| Education & Health Services      | 0              | 180           | 9,270         | 9,450         | 9,450          |
| Other Services                   | 0              | 1,030         | 2,760         | 3,790         | 3,790          |
| Public Administration            | 0              | 870           | 510           | 1,370         | 1,370          |
| <b>All Industries</b>            | <b>122,920</b> | <b>26,130</b> | <b>37,700</b> | <b>63,830</b> | <b>186,750</b> |

Values may not add to totals due to rounding.

# Oregon Travel Impacts

## Total Earnings, 2025

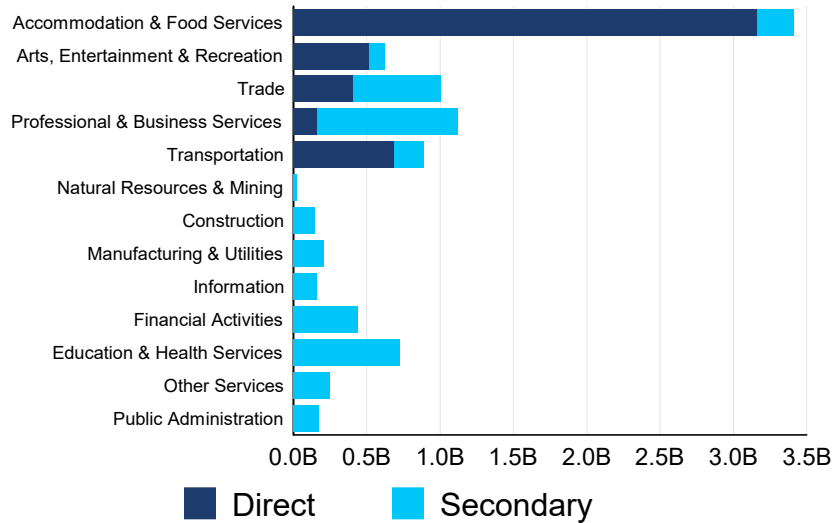
Share of Total Earnings



Percent may not sum to 100% due to rounding.

Direct & Secondary Earnings

(\$USD)



In 2025, **Professional & Business Services** generated **\$957 million in secondary earnings**, which was the highest among the industry groups.

| Industry Group                   | Direct       | Secondary    |              |              | Grand Total  |
|----------------------------------|--------------|--------------|--------------|--------------|--------------|
|                                  |              | Indirect     | Induced      | Total        |              |
| Accommodation & Food Services    | 3,164        | 97           | 152          | 249          | 3,414        |
| Transportation                   | 692          | 124          | 75           | 199          | 891          |
| Arts, Entertainment & Recreation | 520          | 67           | 40           | 107          | 627          |
| Trade                            | 410          | 102          | 495          | 598          | 1,008        |
| Professional & Business Services | 161          | 681          | 276          | 957          | 1,118        |
| Natural Resources & Mining       | 0            | 12           | 14           | 26           | 26           |
| Construction                     | 0            | 74           | 71           | 145          | 145          |
| Manufacturing & Utilities        | 0            | 127          | 78           | 205          | 205          |
| Information                      | 0            | 106          | 58           | 165          | 165          |
| Financial Activities             | 0            | 201          | 237          | 438          | 438          |
| Education & Health Services      | 0            | 7            | 716          | 724          | 724          |
| Other Services                   | 0            | 91           | 156          | 247          | 247          |
| Public Administration            | 0            | 111          | 64           | 174          | 174          |
| <b>All Industries</b>            | <b>4,947</b> | <b>1,800</b> | <b>2,434</b> | <b>4,234</b> | <b>9,182</b> |

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



# Region Impacts

2025

# 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, 2025

|                   | Travel Spending     |                       |                        |                   |                         |                         |                         |
|-------------------|---------------------|-----------------------|------------------------|-------------------|-------------------------|-------------------------|-------------------------|
|                   | Total<br>(Millions) | Visitor<br>(Millions) | Earnings<br>(Millions) | Employ.<br>(Jobs) | Local Tax<br>(Millions) | State Tax<br>(Millions) | Total Tax<br>(Millions) |
| Willamette Valley | \$2,637             | \$2,349               | \$756                  | 23,340            | \$35                    | \$79                    | \$114                   |
| Oregon Coast      | \$2,598             | \$2,572               | \$1,015                | 26,750            | \$53                    | \$84                    | \$137                   |
| North Coast       | \$941               | \$935                 | \$407                  | 9,800             | \$24                    | \$31                    | \$56                    |
| Central Coast     | \$1,077             | \$1,051               | \$396                  | 10,880            | \$23                    | \$34                    | \$57                    |
| South Coast       | \$580               | \$570                 | \$212                  | 6,070             | \$6                     | \$19                    | \$25                    |
| Portland Region   | \$5,549             | \$4,161               | \$1,887                | 35,840            | \$143                   | \$157                   | \$300                   |
| Southern Oregon   | \$1,453             | \$1,334               | \$449                  | 13,150            | \$22                    | \$43                    | \$65                    |
| Central Oregon    | \$1,298             | \$1,176               | \$437                  | 11,010            | \$29                    | \$40                    | \$69                    |
| Eastern Oregon    | \$566               | \$550                 | \$198                  | 7,040             | \$9                     | \$18                    | \$27                    |
| Mt. Hood & CRG*   | \$536               | \$512                 | \$205                  | 5,800             | \$10                    | \$18                    | \$29                    |

**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, 2025

|                                 | Nights     |            | Trips     |           |
|---------------------------------|------------|------------|-----------|-----------|
|                                 | Person     | Party      | Person    | Party     |
| Willamette Valley               | 21,884,150 | 8,730,430  | 7,349,480 | 2,911,370 |
| Oregon Coast                    | 17,353,930 | 6,272,990  | 5,735,950 | 2,115,440 |
| North Coast                     | 5,642,600  | 2,025,700  | 1,882,010 | 688,700   |
| Central Coast                   | 7,108,610  | 2,561,250  | 2,397,230 | 885,150   |
| South Coast                     | 4,602,720  | 1,686,030  | 1,633,530 | 613,040   |
| Portland Region                 | 26,388,550 | 13,051,500 | 8,464,870 | 4,051,350 |
| Southern Oregon                 | 13,157,560 | 4,981,690  | 4,212,020 | 1,602,670 |
| Central Oregon                  | 10,502,540 | 3,947,220  | 3,329,410 | 1,251,390 |
| Eastern Oregon                  | 5,688,630  | 2,129,140  | 2,164,180 | 827,470   |
| Mt. Hood & Columbia River Gorge | 4,010,880  | 1,560,940  | 1,344,990 | 522,670   |

**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, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$148,697 |
| 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             | \$238     |
| Visitor Shares                                                        |           |
| Travel Share of Total Employment                                      | 3%        |
| Overnight-Visitor Day Share of Resident Population*                   | 5%        |

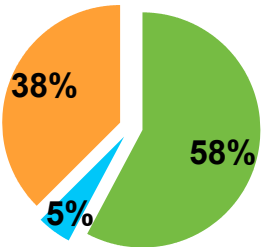
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

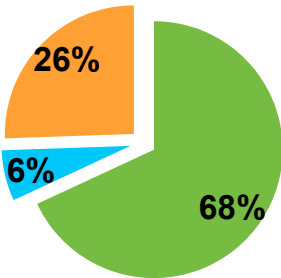
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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    | 2017    | 2018    | 2019    | 2020    | 2021    | 2022    | 2023    | 2024    | 2025    | Avg. Annual % Chg. |          |
|---------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------------|----------|
|                                 |         |         |         |         |         |         |         |         |         |         | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |         |         |         |         |         |         |         |         |         |         |                    |          |
| Total                           | 1,102.5 | 1,879.8 | 1,995.0 | 2,058.3 | 1,041.6 | 2,069.6 | 2,510.2 | 2,545.5 | 2,580.5 | 2,636.7 | ▲ 2.2%             | ▲ 4.0%   |
| Other                           | 100.2   | 251.5   | 284.6   | 286.7   | 159.8   | 224.6   | 315.0   | 288.8   | 287.6   | 287.4   | ▼ -0.1%            | ▲ 4.9%   |
| Visitor                         | 1,002.2 | 1,628.3 | 1,710.4 | 1,771.6 | 881.8   | 1,845.0 | 2,195.1 | 2,256.7 | 2,292.9 | 2,349.4 | ▲ 2.5%             | ▲ 3.9%   |
| <b>Earnings (\$Millions)</b>    |         |         |         |         |         |         |         |         |         |         |                    |          |
| Earnings                        | 271.7   | 520.6   | 565.5   | 596.4   | 487.0   | 561.4   | 678.2   | 703.8   | 724.5   | 755.5   | ▲ 4.3%             | ▲ 4.8%   |
| <b>Employment (Jobs)</b>        |         |         |         |         |         |         |         |         |         |         |                    |          |
| Employment                      | 16,420  | 21,900  | 22,790  | 23,230  | 18,020  | 19,940  | 23,180  | 23,070  | 23,030  | 23,340  | ▲ 1.3%             | ▲ 1.6%   |
| <b>Tax Revenue (\$Millions)</b> |         |         |         |         |         |         |         |         |         |         |                    |          |
| Total                           | 38.7    | 80.6    | 84.9    | 88.6    | 61.5    | 88.7    | 106.3   | 108.1   | 111.4   | 114.0   | ▲ 2.2%             | ▲ 5.0%   |
| Local                           | 8.7     | 21.5    | 22.4    | 23.8    | 15.6    | 25.5    | 32.1    | 32.7    | 34.0    | 34.7    | ▲ 2.1%             | ▲ 6.5%   |
| State                           | 30.0    | 59.2    | 62.5    | 64.9    | 45.9    | 63.2    | 74.2    | 75.3    | 77.4    | 79.2    | ▲ 2.3%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

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

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

# Willamette Valley

## Direct Spending Detail

|                                                                        | 2003           | 2017           | 2018           | 2019           | 2020           | 2021           | 2022           | 2023           | 2024           | 2025           | YOY % Chg.  | 4 Year Avg. |
|------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------|-------------|
|                                                                        |                |                |                |                |                |                |                |                |                |                | 2024-25     | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |                |                |                |                |                |                |                |                |                |                |             |             |
| Destination Spending                                                   | 1,002.2        | 1,628.3        | 1,710.4        | 1,771.6        | 881.8          | 1,845.0        | 2,195.1        | 2,256.7        | 2,292.9        | 2,349.4        | 2.5%        | 1.7%        |
| Other Travel*                                                          | 100.2          | 251.5          | 284.6          | 286.7          | 159.8          | 224.6          | 315.0          | 288.8          | 287.6          | 287.4          | -0.1%       | -2.3%       |
| <b>TOTAL</b>                                                           | <b>1,102.5</b> | <b>1,879.8</b> | <b>1,995.0</b> | <b>2,058.3</b> | <b>1,041.6</b> | <b>2,069.6</b> | <b>2,510.2</b> | <b>2,545.5</b> | <b>2,580.5</b> | <b>2,636.7</b> | <b>2.2%</b> | <b>1.2%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |                |                |                |                |                |                |                |                |                |                |             |             |
| Hotel, Motel, STVR                                                     | 304.6          | 627.8          | 658.1          | 685.5          | 317.2          | 701.4          | 915.2          | 946.4          | 982.8          | 1,004.8        | 2.2%        | 2.4%        |
| Hotel, Motel**                                                         |                |                |                |                |                | 639.5          | 841.6          | 869.1          | 902.1          | 918.5          | 1.8%        | 2.2%        |
| STVR**                                                                 |                |                |                |                |                | 61.9           | 73.7           | 77.4           | 80.7           | 86.4           | 7.0%        | 4.1%        |
| Private Home                                                           | 318.8          | 484.0          | 510.7          | 525.2          | 291.5          | 573.6          | 634.2          | 635.8          | 634.8          | 653.5          | 2.9%        | 0.8%        |
| Campground                                                             | 42.4           | 58.1           | 60.8           | 63.4           | 50.9           | 56.3           | 63.3           | 69.2           | 64.3           | 64.4           | 0.0%        | 0.4%        |
| Second Home                                                            | 9.0            | 14.8           | 15.4           | 15.8           | 12.9           | 14.6           | 16.2           | 16.6           | 16.8           | 17.1           | 1.8%        | 1.4%        |
| Day Travel                                                             | 327.4          | 443.6          | 465.3          | 481.8          | 209.3          | 499.1          | 566.3          | 588.6          | 594.1          | 609.6          | 2.6%        | 1.9%        |
| <b>TOTAL</b>                                                           | <b>1,002.2</b> | <b>1,628.3</b> | <b>1,710.4</b> | <b>1,771.6</b> | <b>881.8</b>   | <b>1,845.0</b> | <b>2,195.1</b> | <b>2,256.7</b> | <b>2,292.9</b> | <b>2,349.4</b> | <b>2.5%</b> | <b>1.7%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |                |                |                |                |                |                |                |                |                |                |             |             |
| Accommodations                                                         | 121.5          | 284.2          | 283.3          | 293.6          | 173.8          | 335.9          | 415.9          | 430.7          | 451.4          | 455.9          | 1.0%        | 2.3%        |
| Food Service                                                           | 245.0          | 448.5          | 474.8          | 501.9          | 232.5          | 502.0          | 570.2          | 616.8          | 648.7          | 676.6          | 4.3%        | 4.4%        |
| Food Stores                                                            | 102.8          | 156.3          | 160.4          | 165.6          | 99.4           | 188.7          | 213.0          | 222.9          | 223.7          | 229.0          | 2.3%        | 1.8%        |
| Local Tran. & Gas                                                      | 130.7          | 219.5          | 254.1          | 258.5          | 110.7          | 247.8          | 332.8          | 310.3          | 288.4          | 291.7          | 1.2%        | -3.2%       |
| Arts, Ent. & Rec.                                                      | 211.1          | 267.4          | 276.4          | 283.9          | 129.7          | 277.3          | 310.5          | 327.9          | 330.7          | 339.5          | 2.7%        | 2.3%        |
| Retail Sales                                                           | 168.7          | 203.5          | 208.1          | 213.0          | 112.7          | 239.6          | 261.7          | 262.1          | 258.3          | 261.5          | 1.2%        | 0.0%        |
| Visitor Air Tran.                                                      | 22.5           | 49.0           | 53.3           | 55.0           | 22.9           | 53.6           | 91.0           | 86.2           | 91.7           | 95.1           | 3.7%        | 1.1%        |
| <b>TOTAL</b>                                                           | <b>1,002.2</b> | <b>1,628.3</b> | <b>1,710.4</b> | <b>1,771.6</b> | <b>881.8</b>   | <b>1,845.0</b> | <b>2,195.1</b> | <b>2,256.7</b> | <b>2,292.9</b> | <b>2,349.4</b> | <b>2.5%</b> | <b>1.7%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Willamette Valley

## Direct Travel Impacts Detail

|                                                               | 2003          | 2017          | 2018          | 2019          | 2020          | 2021          | 2022          | 2023          | 2024          | 2025          | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-------------|-------------|
|                                                               |               |               |               |               |               |               |               |               |               |               | 2024-25     | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |               |               |               |               |               |               |               |               |               |               |             |             |
| Accom. & Food Serv.                                           | 150.6         | 314.8         | 342.7         | 364.6         | 290.0         | 351.3         | 430.0         | 450.7         | 465.3         | 485.8         | 4.4%        | 3.1%        |
| Arts, Ent. & Rec.                                             | 65.7          | 88.9          | 95.1          | 101.2         | 81.2          | 90.7          | 114.9         | 120.2         | 124.2         | 131.8         | 6.2%        | 3.5%        |
| Retail**                                                      | 35.7          | 54.6          | 57.5          | 59.9          | 60.0          | 64.9          | 70.2          | 71.3          | 71.8          | 72.3          | 0.7%        | 0.8%        |
| Ground Tran.                                                  | 5.6           | 9.0           | 9.7           | 10.6          | 7.4           | 10.9          | 13.1          | 13.0          | 14.0          | 14.5          | 3.5%        | 2.6%        |
| Visitor Air Tran.                                             | 1.3           | 2.3           | 2.5           | 2.6           | 2.5           | 2.6           | 2.9           | 4.1           | 4.7           | 5.3           | 13.2%       | 16.5%       |
| Other Travel*                                                 | 12.8          | 51.0          | 57.9          | 57.5          | 45.8          | 41.0          | 47.1          | 44.5          | 44.6          | 45.8          | 2.7%        | -0.7%       |
| <b>TOTAL</b>                                                  | <b>271.7</b>  | <b>520.6</b>  | <b>565.5</b>  | <b>596.4</b>  | <b>487.0</b>  | <b>561.4</b>  | <b>678.2</b>  | <b>703.8</b>  | <b>724.5</b>  | <b>755.5</b>  | <b>4.3%</b> | <b>2.7%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |               |               |               |               |               |               |               |               |               |               |             |             |
| Accom. & Food Serv.                                           | 9,170         | 12,560        | 13,040        | 13,340        | 10,330        | 11,930        | 13,880        | 13,910        | 13,960        | 14,120        | 1.1%        | 0.4%        |
| Arts, Ent. & Rec.                                             | 4,550         | 5,530         | 5,780         | 5,960         | 4,320         | 4,670         | 5,820         | 5,820         | 5,780         | 5,980         | 3.4%        | 0.7%        |
| Retail**                                                      | 1,880         | 2,180         | 2,210         | 2,240         | 2,070         | 2,170         | 2,260         | 2,210         | 2,160         | 2,120         | -1.8%       | -1.6%       |
| Ground Tran.                                                  | 240           | 240           | 250           | 260           | 190           | 280           | 290           | 260           | 260           | 270           | 4.7%        | -1.2%       |
| Visitor Air Tran.                                             | 40            | 50            | 50            | 50            | 50            | 50            | 50            | 60            | 60            | 70            | 12.6%       | 8.7%        |
| Other Travel*                                                 | 540           | 1,340         | 1,450         | 1,370         | 1,060         | 850           | 890           | 820           | 800           | 780           | -3.1%       | -3.2%       |
| <b>TOTAL</b>                                                  | <b>16,420</b> | <b>21,900</b> | <b>22,790</b> | <b>23,230</b> | <b>18,020</b> | <b>19,940</b> | <b>23,180</b> | <b>23,070</b> | <b>23,030</b> | <b>23,340</b> | <b>1.3%</b> | <b>0.2%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |               |               |               |               |               |               |               |               |               |               |             |             |
| Local Tax Receipts                                            | 8.7           | 21.5          | 22.4          | 23.8          | 15.6          | 25.5          | 32.1          | 32.7          | 34.0          | 34.7          | 2.1%        | 2.0%        |
| State Tax Receipts                                            | 30.0          | 59.2          | 62.5          | 64.9          | 45.9          | 63.2          | 74.2          | 75.3          | 77.4          | 79.2          | 2.3%        | 1.7%        |
| <b>TOTAL</b>                                                  | <b>38.7</b>   | <b>80.6</b>   | <b>84.9</b>   | <b>88.6</b>   | <b>61.5</b>   | <b>88.7</b>   | <b>106.3</b>  | <b>108.1</b>  | <b>111.4</b>  | <b>114.0</b>  | <b>2.2%</b> | <b>1.8%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$186       | \$396        | \$439        | \$947        | 2.4        | 2.2            |
| Private Home         | \$47        | \$158        | \$115        | \$399        | 2.5        | 3.5            |
| Other Overnight      | \$46        | \$174        | \$156        | \$587        | 3.4        | 3.8            |
| <b>All Overnight</b> | <b>\$79</b> | <b>\$237</b> | <b>\$199</b> | <b>\$598</b> | <b>2.5</b> | <b>3.0</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights     |                   |                   | Party-Nights     |                  |                  |
|----------------------|-------------------|-------------------|-------------------|------------------|------------------|------------------|
|                      | 2023              | 2024              | 2025              | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 6,095,690         | 6,105,070         | 6,127,340         | 2,461,280        | 2,535,440        | 2,546,940        |
| Private Home         | 13,831,980        | 13,971,890        | 13,998,960        | 5,689,930        | 5,623,810        | 5,661,570        |
| Other Overnight      | 1,773,470         | 1,772,020         | 1,757,860         | 554,590          | 525,920          | 521,910          |
| <b>All Overnight</b> | <b>21,701,150</b> | <b>21,848,980</b> | <b>21,884,150</b> | <b>8,705,810</b> | <b>8,685,170</b> | <b>8,730,430</b> |

|                      | Person-Trips     |                  |                  | Party-Trips      |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 2,754,050        | 2,745,350        | 2,748,890        | 1,103,750        | 1,133,170        | 1,135,310        |
| Private Home         | 3,916,650        | 4,125,190        | 4,133,180        | 1,580,620        | 1,629,950        | 1,637,370        |
| Other Overnight      | 474,470          | 471,190          | 467,410          | 148,260          | 139,750          | 138,680          |
| <b>All Overnight</b> | <b>7,145,170</b> | <b>7,341,730</b> | <b>7,349,480</b> | <b>2,832,620</b> | <b>2,902,880</b> | <b>2,911,370</b> |

# Oregon Coast

## Direct Travel Impact Insights, 2025

### Visitor Spending Impacts

|                                                                       |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$152,064 |
| 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             | \$1,399   |

### Visitor Shares

|                                                     |     |
|-----------------------------------------------------|-----|
| Travel Share of Total Employment                    | 21% |
| Overnight-Visitor Day Share of Resident Population* | 21% |

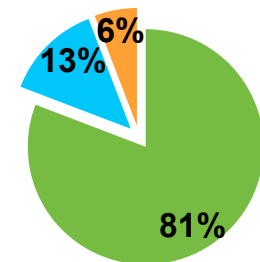
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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 21% of the population is added to the amount of people in the area.

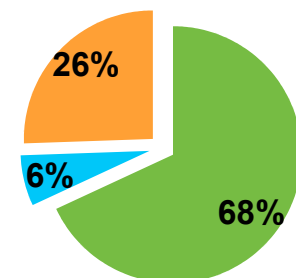
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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    | 2017    | 2018    | 2019    | 2020    | 2021    | 2022    | 2023    | 2024    | 2025    | Avg. Annual % Chg. |          |
|---------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------------|----------|
|                                 |         |         |         |         |         |         |         |         |         |         | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |         |         |         |         |         |         |         |         |         |         |                    |          |
| Total                           | 1,180.1 | 1,985.3 | 2,064.2 | 2,138.4 | 1,499.9 | 1,944.2 | 2,440.6 | 2,525.7 | 2,569.9 | 2,598.4 | ▲ 1.1%             | ▲ 3.7%   |
| Other                           | 17.9    | 26.0    | 30.5    | 29.8    | 26.8    | 23.3    | 27.5    | 23.5    | 25.0    | 26.1    | ▲ 4.4%             | ▲ 1.7%   |
| Visitor                         | 1,162.2 | 1,959.3 | 2,033.7 | 2,108.6 | 1,473.1 | 1,920.8 | 2,413.1 | 2,502.2 | 2,544.9 | 2,572.2 | ▲ 1.1%             | ▲ 3.7%   |
| <b>Earnings (\$Millions)</b>    |         |         |         |         |         |         |         |         |         |         |                    |          |
| Earnings                        | 329.6   | 612.4   | 674.3   | 721.6   | 632.5   | 709.9   | 848.9   | 938.5   | 963.5   | 1,015.2 | ▲ 5.4%             | ▲ 5.2%   |
| <b>Employment (Jobs)</b>        |         |         |         |         |         |         |         |         |         |         |                    |          |
| Employment                      | 18,430  | 22,610  | 23,460  | 24,180  | 20,290  | 21,870  | 25,160  | 26,880  | 26,750  | 26,750  | ▼ 0.0%             | ▲ 1.7%   |
| <b>Tax Revenue (\$Millions)</b> |         |         |         |         |         |         |         |         |         |         |                    |          |
| Total                           | 40.5    | 87.3    | 93.8    | 97.6    | 94.1    | 107.9   | 125.2   | 129.3   | 133.8   | 137.4   | ▲ 2.7%             | ▲ 5.7%   |
| Local                           | 13.9    | 31.6    | 34.4    | 35.4    | 38.5    | 44.3    | 50.6    | 49.9    | 52.3    | 53.3    | ▲ 1.9%             | ▲ 6.3%   |
| State                           | 26.6    | 55.7    | 59.4    | 62.3    | 55.7    | 63.7    | 74.6    | 79.4    | 81.5    | 84.1    | ▲ 3.1%             | ▲ 5.4%   |

### 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient 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.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

# Oregon Coast

## Direct Spending Detail

|                                                                        | 2003           | 2017           | 2018           | 2019           | 2020           | 2021           | 2022           | 2023           | 2024           | 2025           | YOY % Chg.  | 4 Year Avg. |
|------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------|-------------|
|                                                                        |                |                |                |                |                |                |                |                |                |                | 2024-25     | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |                |                |                |                |                |                |                |                |                |                |             |             |
| Destination Spending                                                   | 1,162.2        | 1,959.3        | 2,033.7        | 2,108.6        | 1,473.1        | 1,920.8        | 2,413.1        | 2,502.2        | 2,544.9        | 2,572.2        | 1.1%        | 1.6%        |
| Other Travel*                                                          | 17.9           | 26.0           | 30.5           | 29.8           | 26.8           | 23.3           | 27.5           | 23.5           | 25.0           | 26.1           | 4.4%        | -1.3%       |
| <b>TOTAL</b>                                                           | <b>1,180.1</b> | <b>1,985.3</b> | <b>2,064.2</b> | <b>2,138.4</b> | <b>1,499.9</b> | <b>1,944.2</b> | <b>2,440.6</b> | <b>2,525.7</b> | <b>2,569.9</b> | <b>2,598.4</b> | <b>1.1%</b> | <b>1.6%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |                |                |                |                |                |                |                |                |                |                |             |             |
| Hotel, Motel, STVR                                                     | 456.9          | 991.9          | 1,027.2        | 1,065.1        | 908.0          | 1,180.0        | 1,349.4        | 1,390.6        | 1,437.5        | 1,474.1        | 2.5%        | 2.2%        |
| Hotel, Motel**                                                         |                |                |                |                |                | 753.9          | 858.8          | 895.3          | 906.7          | 941.4          | 3.8%        | 2.3%        |
| STVR**                                                                 |                |                |                |                |                | 426.1          | 490.5          | 495.3          | 530.8          | 532.7          | 0.3%        | 2.1%        |
| Private Home                                                           | 64.4           | 85.6           | 89.5           | 91.8           | 102.8          | 103.0          | 101.0          | 101.4          | 100.7          | 104.7          | 4.0%        | 0.9%        |
| Campground                                                             | 148.6          | 189.5          | 197.5          | 205.8          | 142.2          | 165.7          | 180.8          | 189.0          | 176.5          | 157.8          | -10.6%      | -3.3%       |
| Second Home                                                            | 47.9           | 66.7           | 69.3           | 71.0           | 57.9           | 71.8           | 81.1           | 83.7           | 84.6           | 86.2           | 2.0%        | 1.6%        |
| Day Travel                                                             | 444.5          | 625.6          | 650.2          | 674.9          | 262.2          | 400.3          | 700.8          | 737.5          | 745.7          | 749.4          | 0.5%        | 1.7%        |
| <b>TOTAL</b>                                                           | <b>1,162.2</b> | <b>1,959.3</b> | <b>2,033.7</b> | <b>2,108.6</b> | <b>1,473.1</b> | <b>1,920.8</b> | <b>2,413.1</b> | <b>2,502.2</b> | <b>2,544.9</b> | <b>2,572.2</b> | <b>1.1%</b> | <b>1.6%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |                |                |                |                |                |                |                |                |                |                |             |             |
| Accommodations                                                         | 232.7          | 489.5          | 497.2          | 509.1          | 546.8          | 744.8          | 824.8          | 828.7          | 868.5          | 878.5          | 1.2%        | 1.6%        |
| Food Service                                                           | 295.8          | 579.3          | 606.7          | 642.9          | 371.2          | 444.5          | 600.8          | 658.4          | 682.6          | 696.7          | 2.1%        | 3.8%        |
| Food Stores                                                            | 127.5          | 186.3          | 190.0          | 197.2          | 132.1          | 178.4          | 229.0          | 243.1          | 240.0          | 235.5          | -1.9%       | 0.7%        |
| Local Tran. & Gas                                                      | 107.8          | 188.7          | 214.4          | 218.6          | 123.7          | 176.1          | 245.6          | 237.7          | 218.2          | 215.1          | -1.4%       | -3.3%       |
| Arts, Ent. & Rec.                                                      | 192.5          | 261.9          | 268.1          | 276.5          | 146.3          | 174.8          | 239.8          | 256.1          | 263.2          | 273.0          | 3.7%        | 3.3%        |
| Retail Sales                                                           | 202.9          | 250.5          | 254.1          | 260.9          | 151.6          | 198.6          | 268.2          | 273.2          | 267.2          | 265.8          | -0.5%       | -0.2%       |
| Visitor Air Tran.                                                      | 3.1            | 3.1            | 3.2            | 3.3            | 1.5            | 3.7            | 4.8            | 5.0            | 5.3            | 7.7            | 45.6%       | 12.3%       |
| <b>TOTAL</b>                                                           | <b>1,162.2</b> | <b>1,959.3</b> | <b>2,033.7</b> | <b>2,108.6</b> | <b>1,473.1</b> | <b>1,920.8</b> | <b>2,413.1</b> | <b>2,502.2</b> | <b>2,544.9</b> | <b>2,572.2</b> | <b>1.1%</b> | <b>1.6%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Oregon Coast

## Direct Travel Impacts Detail

|                                                               | 2003          | 2017          | 2018          | 2019          | 2020          | 2021          | 2022          | 2023          | 2024          | 2025           | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|-------------|-------------|
|                                                               |               |               |               |               |               |               |               |               |               |                | 2024-25     | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |               |               |               |               |               |               |               |               |               |                |             |             |
| Accom. & Food Serv.                                           | 217.7         | 445.8         | 497.5         | 536.2         | 453.9         | 518.8         | 632.7         | 717.6         | 734.0         | 787.9          | 7.3%        | 5.6%        |
| Arts, Ent. & Rec.                                             | 55.0          | 76.3          | 80.6          | 86.2          | 72.2          | 80.4          | 99.1          | 101.8         | 108.4         | 106.6          | -1.7%       | 1.8%        |
| Retail**                                                      | 43.3          | 65.7          | 68.8          | 71.2          | 80.7          | 88.2          | 90.1          | 92.4          | 92.5          | 91.8           | -0.8%       | 0.5%        |
| Ground Tran.                                                  | 4.3           | 8.7           | 9.1           | 9.9           | 9.3           | 7.5           | 9.8           | 10.9          | 11.8          | 11.4           | -3.4%       | 3.9%        |
| Visitor Air Tran.                                             | 1.4           | 3.9           | 4.4           | 4.3           | 4.2           | 4.4           | 4.4           | 4.7           | 4.9           | 5.4            | 10.4%       | 5.0%        |
| Other Travel*                                                 | 7.8           | 12.0          | 13.9          | 13.7          | 12.2          | 10.6          | 12.7          | 11.1          | 11.9          | 12.0           | 1.6%        | -1.2%       |
| <b>TOTAL</b>                                                  | <b>329.6</b>  | <b>612.4</b>  | <b>674.3</b>  | <b>721.6</b>  | <b>632.5</b>  | <b>709.9</b>  | <b>848.9</b>  | <b>938.5</b>  | <b>963.5</b>  | <b>1,015.2</b> | <b>5.4%</b> | <b>4.6%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |               |               |               |               |               |               |               |               |               |                |             |             |
| Accom. & Food Serv.                                           | 11,740        | 15,320        | 16,000        | 16,650        | 13,570        | 14,960        | 17,450        | 19,210        | 19,090        | 19,250         | 0.8%        | 2.5%        |
| Arts, Ent. & Rec.                                             | 3,950         | 4,050         | 4,170         | 4,260         | 3,400         | 3,570         | 4,440         | 4,410         | 4,450         | 4,400          | -1.0%       | -0.2%       |
| Retail**                                                      | 2,340         | 2,680         | 2,700         | 2,700         | 2,830         | 2,950         | 2,850         | 2,860         | 2,800         | 2,690          | -3.9%       | -1.5%       |
| Ground Tran.                                                  | 190           | 230           | 230           | 240           | 230           | 180           | 200           | 200           | 210           | 200            | -2.5%       | 0.4%        |
| Visitor Air Tran.                                             | 40            | 60            | 60            | 60            | 60            | 60            | 50            | 50            | 50            | 60             | 10.9%       | 2.5%        |
| Other Travel*                                                 | 180           | 270           | 300           | 270           | 200           | 150           | 160           | 140           | 150           | 140            | -6.0%       | -3.6%       |
| <b>TOTAL</b>                                                  | <b>18,430</b> | <b>22,610</b> | <b>23,460</b> | <b>24,180</b> | <b>20,290</b> | <b>21,870</b> | <b>25,160</b> | <b>26,880</b> | <b>26,750</b> | <b>26,750</b>  | <b>0.0%</b> | <b>1.5%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |               |               |               |               |               |               |               |               |               |                |             |             |
| Local Tax Receipts                                            | 13.9          | 31.6          | 34.4          | 35.4          | 38.5          | 44.3          | 50.6          | 49.9          | 52.3          | 53.3           | 1.9%        | 1.3%        |
| State Tax Receipts                                            | 26.6          | 55.7          | 59.4          | 62.3          | 55.7          | 63.7          | 74.6          | 79.4          | 81.5          | 84.1           | 3.1%        | 3.0%        |
| <b>TOTAL</b>                                                  | <b>40.5</b>   | <b>87.3</b>   | <b>93.8</b>   | <b>97.6</b>   | <b>94.1</b>   | <b>107.9</b>  | <b>125.2</b>  | <b>129.3</b>  | <b>133.8</b>  | <b>137.4</b>   | <b>2.7%</b> | <b>2.3%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person       |              | Party        |              | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|--------------|------------|----------------|
|                      | Day          | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$265        | \$606        | \$648        | \$1,482      | 2.4        | 2.3            |
| Private Home         | \$39         | \$139        | \$99         | \$359        | 2.6        | 3.6            |
| Other Overnight      | \$44         | \$161        | \$145        | \$527        | 3.3        | 3.6            |
| <b>All Overnight</b> | <b>\$105</b> | <b>\$318</b> | <b>\$291</b> | <b>\$862</b> | <b>2.8</b> | <b>3.0</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights     |                   |                   | Party-Nights     |                  |                  |
|----------------------|-------------------|-------------------|-------------------|------------------|------------------|------------------|
|                      | 2023              | 2024              | 2025              | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 9,365,010         | 9,218,330         | 9,113,480         | 3,552,940        | 3,564,200        | 3,531,640        |
| Private Home         | 2,703,940         | 2,703,110         | 2,708,340         | 1,070,810        | 1,049,270        | 1,053,630        |
| Other Overnight      | 5,847,730         | 5,857,120         | 5,532,110         | 1,871,030        | 1,780,360        | 1,687,710        |
| <b>All Overnight</b> | <b>17,916,680</b> | <b>17,778,560</b> | <b>17,353,930</b> | <b>6,494,790</b> | <b>6,393,830</b> | <b>6,272,990</b> |

|                      | Person-Trips     |                  |                  | Party-Trips      |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 3,562,400        | 3,490,030        | 3,467,650        | 1,365,210        | 1,367,030        | 1,360,880        |
| Private Home         | 719,750          | 749,880          | 751,330          | 284,340          | 290,390          | 291,300          |
| Other Overnight      | 1,606,690        | 1,603,560        | 1,516,970        | 514,510          | 487,940          | 463,260          |
| <b>All Overnight</b> | <b>5,888,840</b> | <b>5,843,470</b> | <b>5,735,950</b> | <b>2,164,060</b> | <b>2,145,360</b> | <b>2,115,440</b> |

# North Coast

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$148,921 |
| 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             | \$1,908   |
| Visitor Shares                                                        |           |
| Travel Share of Total Employment                                      | 23%       |
| Overnight-Visitor Day Share of Resident Population*                   | 23%       |

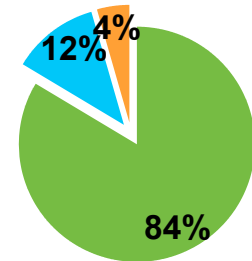
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

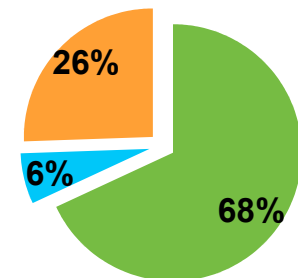
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 446.6 | 793.8 | 824.7 | 850.7 | 595.7 | 704.3 | 890.4 | 918.6 | 932.2 | 941.4 | ▲ 1.0%             | ▲ 3.4%   |
| Other                           | 10.1  | 4.2   | 4.8   | 4.9   | 2.3   | 4.4   | 6.1   | 5.6   | 6.2   | 6.1   | ▼ -1.9%            | ▼ -2.3%  |
| Visitor                         | 436.4 | 789.6 | 819.8 | 845.9 | 593.4 | 699.9 | 884.3 | 913.0 | 926.0 | 935.4 | ▲ 1.0%             | ▲ 3.5%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 128.2 | 254.9 | 285.9 | 307.9 | 257.3 | 292.1 | 346.5 | 378.5 | 384.5 | 407.1 | ▲ 5.9%             | ▲ 5.4%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 6,480 | 8,430 | 8,800 | 9,180 | 7,490 | 8,220 | 9,390 | 9,840 | 9,780 | 9,800 | ▲ 0.2%             | ▲ 1.9%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 15.3  | 36.4  | 39.2  | 40.9  | 40.9  | 43.0  | 50.3  | 51.8  | 53.7  | 55.7  | ▲ 3.8%             | ▲ 6.1%   |
| Local                           | 5.5   | 14.4  | 15.5  | 16.1  | 18.7  | 18.7  | 22.2  | 22.2  | 23.5  | 24.4  | ▲ 3.7%             | ▲ 7.0%   |
| State                           | 9.8   | 22.0  | 23.7  | 24.9  | 22.2  | 24.4  | 28.0  | 29.6  | 30.2  | 31.3  | ▲ 3.8%             | ▲ 5.4%   |

### 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

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

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

# North Coast

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |             |             |
| Destination Spending                                                   | 436.4        | 789.6        | 819.8        | 845.9        | 593.4        | 699.9        | 884.3        | 913.0        | 926.0        | 935.4        | 1.0%        | 1.4%        |
| Other Travel*                                                          | 10.1         | 4.2          | 4.8          | 4.9          | 2.3          | 4.4          | 6.1          | 5.6          | 6.2          | 6.1          | -1.9%       | -0.2%       |
| <b>TOTAL</b>                                                           | <b>446.6</b> | <b>793.8</b> | <b>824.7</b> | <b>850.7</b> | <b>595.7</b> | <b>704.3</b> | <b>890.4</b> | <b>918.6</b> | <b>932.2</b> | <b>941.4</b> | <b>1.0%</b> | <b>1.4%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Hotel, Motel, STVR                                                     | 159.8        | 388.2        | 403.5        | 414.6        | 380.8        | 419.7        | 467.4        | 480.0        | 496.5        | 520.8        | 4.9%        | 2.7%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 235.9        | 260.9        | 272.0        | 267.3        | 282.6        | 5.7%        | 2.0%        |
| STVR**                                                                 |              |              |              |              |              | 183.8        | 206.6        | 208.0        | 229.2        | 238.1        | 3.9%        | 3.6%        |
| Private Home                                                           | 15.3         | 21.4         | 22.4         | 23.0         | 24.1         | 26.1         | 27.0         | 27.1         | 27.0         | 27.7         | 2.6%        | 0.6%        |
| Campground                                                             | 47.0         | 59.5         | 62.0         | 64.6         | 38.4         | 44.9         | 53.1         | 53.4         | 50.2         | 33.7         | -32.9%      | -10.8%      |
| Second Home                                                            | 20.9         | 29.0         | 30.0         | 30.8         | 25.3         | 32.9         | 38.2         | 39.6         | 40.0         | 40.9         | 2.1%        | 1.7%        |
| Day Travel                                                             | 193.4        | 291.5        | 302.0        | 312.9        | 124.8        | 176.3        | 298.5        | 312.9        | 312.2        | 312.4        | 0.1%        | 1.1%        |
| <b>TOTAL</b>                                                           | <b>436.4</b> | <b>789.6</b> | <b>819.8</b> | <b>845.9</b> | <b>593.4</b> | <b>699.9</b> | <b>884.3</b> | <b>913.0</b> | <b>926.0</b> | <b>935.4</b> | <b>1.0%</b> | <b>1.4%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |             |             |
| Accommodations                                                         | 83.2         | 197.9        | 204.0        | 207.2        | 241.6        | 282.7        | 298.3        | 297.9        | 316.1        | 327.3        | 3.5%        | 2.3%        |
| Food Service                                                           | 119.5        | 245.7        | 256.5        | 270.4        | 148.5        | 165.5        | 242.6        | 263.7        | 267.9        | 270.4        | 0.9%        | 2.7%        |
| Food Stores                                                            | 46.6         | 71.5         | 72.7         | 75.2         | 46.6         | 62.5         | 79.7         | 83.7         | 82.3         | 77.6         | -5.7%       | -0.7%       |
| Local Tran. & Gas                                                      | 35.4         | 66.5         | 75.3         | 76.4         | 44.3         | 55.4         | 74.6         | 71.9         | 64.9         | 63.6         | -2.1%       | -3.9%       |
| Arts, Ent. & Rec.                                                      | 69.8         | 102.0        | 104.1        | 106.9        | 52.0         | 58.2         | 89.0         | 94.5         | 97.3         | 101.6        | 4.3%        | 3.4%        |
| Retail Sales                                                           | 81.9         | 106.1        | 107.3        | 109.8        | 60.3         | 75.5         | 100.1        | 101.3        | 97.4         | 95.0         | -2.5%       | -1.3%       |
| <b>TOTAL</b>                                                           | <b>436.4</b> | <b>789.6</b> | <b>819.8</b> | <b>845.9</b> | <b>593.4</b> | <b>699.9</b> | <b>884.3</b> | <b>913.0</b> | <b>926.0</b> | <b>935.4</b> | <b>1.0%</b> | <b>1.4%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# North Coast

## Direct Travel Impacts Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 85.8         | 193.3        | 220.6        | 239.3        | 192.2        | 219.2        | 268.8        | 298.7        | 303.2        | 328.1        | 8.2%        | 5.1%        |
| Arts, Ent. & Rec.                                             | 20.8         | 31.5         | 33.3         | 35.5         | 30.5         | 34.8         | 39.2         | 40.6         | 41.4         | 39.8         | -3.9%       | 0.4%        |
| Retail**                                                      | 16.5         | 26.3         | 28.0         | 28.8         | 30.6         | 35.1         | 34.9         | 35.3         | 35.2         | 34.7         | -1.4%       | -0.1%       |
| Ground Tran.                                                  | 1.7          | 3.6          | 3.7          | 4.0          | 3.6          | 2.7          | 3.4          | 3.7          | 4.0          | 3.9          | -2.8%       | 3.6%        |
| Other Travel*                                                 | 3.4          | 0.2          | 0.2          | 0.3          | 0.3          | 0.4          | 0.2          | 0.2          | 0.7          | 0.7          | -2.4%       | 31.5%       |
| <b>TOTAL</b>                                                  | <b>128.2</b> | <b>254.9</b> | <b>285.9</b> | <b>307.9</b> | <b>257.3</b> | <b>292.1</b> | <b>346.5</b> | <b>378.5</b> | <b>384.5</b> | <b>407.1</b> | <b>5.9%</b> | <b>4.1%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 4,290        | 6,030        | 6,400        | 6,700        | 5,270        | 5,780        | 6,850        | 7,340        | 7,340        | 7,470        | 1.8%        | 2.2%        |
| Arts, Ent. & Rec.                                             | 1,170        | 1,230        | 1,220        | 1,290        | 1,080        | 1,210        | 1,390        | 1,370        | 1,310        | 1,270        | -3.2%       | -2.3%       |
| Retail**                                                      | 900          | 1,050        | 1,080        | 1,080        | 1,050        | 1,150        | 1,060        | 1,050        | 1,040        | 960          | -7.0%       | -2.4%       |
| Ground Tran.                                                  | 70           | 90           | 90           | 100          | 90           | 60           | 70           | 70           | 70           | 70           | -1.9%       | 0.1%        |
| Other Travel*                                                 | 60           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 20           | 20           | -5.7%       | 17.2%       |
| <b>TOTAL</b>                                                  | <b>6,480</b> | <b>8,430</b> | <b>8,800</b> | <b>9,180</b> | <b>7,490</b> | <b>8,220</b> | <b>9,390</b> | <b>9,840</b> | <b>9,780</b> | <b>9,800</b> | <b>0.2%</b> | <b>1.1%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Local Tax Receipts                                            | 5.5          | 14.4         | 15.5         | 16.1         | 18.7         | 18.7         | 22.2         | 22.2         | 23.5         | 24.4         | 3.7%        | 2.4%        |
| State Tax Receipts                                            | 9.8          | 22.0         | 23.7         | 24.9         | 22.2         | 24.4         | 28.0         | 29.6         | 30.2         | 31.3         | 3.8%        | 2.8%        |
| <b>TOTAL</b>                                                  | <b>15.3</b>  | <b>36.4</b>  | <b>39.2</b>  | <b>40.9</b>  | <b>40.9</b>  | <b>43.0</b>  | <b>50.3</b>  | <b>51.8</b>  | <b>53.7</b>  | <b>55.7</b>  | <b>3.8%</b> | <b>2.6%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person       |              | Party        |              | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|--------------|------------|----------------|
|                      | Day          | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$346        | \$763        | \$845        | \$1,866      | 2.4        | 2.2            |
| Private Home         | \$35         | \$117        | \$90         | \$303        | 2.6        | 3.4            |
| Other Overnight      | \$39         | \$135        | \$123        | \$430        | 3.2        | 3.5            |
| <b>All Overnight</b> | <b>\$110</b> | <b>\$331</b> | <b>\$308</b> | <b>\$905</b> | <b>2.8</b> | <b>2.9</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 2,993,890        | 2,889,880        | 2,911,830        | 1,126,430        | 1,103,570        | 1,112,760        |
| Private Home         | 798,080          | 795,800          | 797,340          | 314,370          | 307,340          | 307,930          |
| Other Overnight      | 2,181,170        | 2,215,430        | 1,933,430        | 710,570          | 685,490          | 605,010          |
| <b>All Overnight</b> | <b>5,973,140</b> | <b>5,901,120</b> | <b>5,642,600</b> | <b>2,151,380</b> | <b>2,096,390</b> | <b>2,025,700</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 1,131,620        | 1,080,970        | 1,091,920        | 430,930        | 419,260        | 423,790        |
| Private Home         | 227,370          | 236,330          | 236,790          | 89,630         | 91,340         | 91,510         |
| Other Overnight      | 619,650          | 628,430          | 553,300          | 202,230        | 194,830        | 173,390        |
| <b>All Overnight</b> | <b>1,978,630</b> | <b>1,945,730</b> | <b>1,882,010</b> | <b>722,780</b> | <b>705,420</b> | <b>688,700</b> |

# Central Coast

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$157,041 |
| 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             | \$1,859   |
| Visitor Shares                                                        |           |
| Travel Share of Total Employment                                      | 28%       |
| Overnight-Visitor Day Share of Resident Population*                   | 28%       |

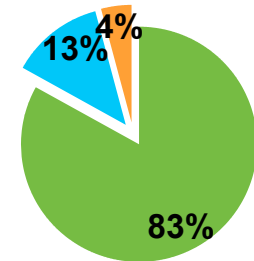
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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 28% of the population is added to the amount of people in the area.

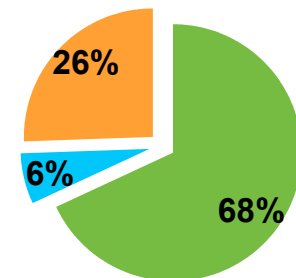
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022    | 2023    | 2024    | 2025    | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|---------|---------|---------|---------|--------------------|----------|
|                                 |       |       |       |       |       |       |         |         |         |         | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |         |         |         |         |                    |          |
| Total                           | 451.3 | 787.9 | 823.5 | 856.1 | 607.9 | 854.1 | 1,015.0 | 1,029.4 | 1,062.1 | 1,077.2 | ▲ 1.4%             | ▲ 4.0%   |
| Other                           | 9.5   | 28.5  | 33.7  | 33.0  | 28.3  | 26.6  | 31.5    | 26.7    | 26.1    | 26.4    | ▲ 1.2%             | ▲ 4.8%   |
| Visitor                         | 441.8 | 759.4 | 789.8 | 823.2 | 579.6 | 827.5 | 983.6   | 1,002.7 | 1,035.9 | 1,050.7 | ▲ 1.4%             | ▲ 4.0%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |         |         |         |         |                    |          |
| Earnings                        | 120.1 | 227.1 | 249.7 | 265.9 | 235.7 | 262.8 | 321.1   | 361.8   | 378.2   | 395.9   | ▲ 4.7%             | ▲ 5.6%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |         |         |         |         |                    |          |
| Employment                      | 6,860 | 8,850 | 9,220 | 9,440 | 7,790 | 8,290 | 9,740   | 10,810  | 10,890  | 10,880  | ▼ -0.1%            | ▲ 2.1%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |         |         |         |         |                    |          |
| Total                           | 16.7  | 36.2  | 38.1  | 39.4  | 37.3  | 45.9  | 51.7    | 53.5    | 55.8    | 56.9    | ▲ 2.0%             | ▲ 5.7%   |
| Local                           | 6.8   | 14.7  | 15.2  | 15.4  | 15.9  | 20.5  | 22.0    | 21.8    | 22.7    | 22.9    | ▲ 0.7%             | ▲ 5.7%   |
| State                           | 9.9   | 21.5  | 22.9  | 24.1  | 21.4  | 25.3  | 29.7    | 31.7    | 33.1    | 34.0    | ▲ 2.9%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient 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.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

# Central Coast

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022           | 2023           | 2024           | 2025           | YOY % Chg.  | 4 Year Avg. |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------|----------------|----------------|----------------|-------------|-------------|
|                                                                        |              |              |              |              |              |              |                |                |                |                | 2024-25     | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |                |                |                |                |             |             |
| Destination Spending                                                   | 441.8        | 759.4        | 789.8        | 823.2        | 579.6        | 827.5        | 983.6          | 1,002.7        | 1,035.9        | 1,050.7        | 1.4%        | 1.7%        |
| Other Travel*                                                          | 9.5          | 28.5         | 33.7         | 33.0         | 28.3         | 26.6         | 31.5           | 26.7           | 26.1           | 26.4           | 1.2%        | -4.2%       |
| <b>TOTAL</b>                                                           | <b>451.3</b> | <b>787.9</b> | <b>823.5</b> | <b>856.1</b> | <b>607.9</b> | <b>854.1</b> | <b>1,015.0</b> | <b>1,029.4</b> | <b>1,062.1</b> | <b>1,077.2</b> | <b>1.4%</b> | <b>1.5%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |                |                |                |                |             |             |
| Hotel, Motel, STVR                                                     | 190.4        | 422.3        | 438.3        | 458.5        | 377.5        | 548.3        | 598.3          | 603.9          | 630.2          | 641.9          | 1.8%        | 1.8%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 341.1        | 366.2          | 367.4          | 380.7          | 396.5          | 4.2%        | 2.0%        |
| STVR**                                                                 |              |              |              |              |              | 207.2        | 232.1          | 236.4          | 249.5          | 245.4          | -1.7%       | 1.4%        |
| Private Home                                                           | 20.0         | 27.9         | 29.2         | 29.9         | 37.8         | 37.1         | 31.6           | 32.1           | 32.0           | 32.8           | 2.5%        | 0.9%        |
| Campground                                                             | 57.9         | 73.2         | 76.2         | 79.4         | 53.4         | 64.0         | 64.2           | 66.2           | 62.3           | 62.4           | 0.3%        | -0.7%       |
| Second Home                                                            | 20.7         | 29.7         | 30.8         | 31.6         | 25.7         | 29.7         | 32.6           | 33.7           | 34.2           | 34.8           | 1.9%        | 1.7%        |
| Day Travel                                                             | 152.9        | 206.2        | 215.2        | 223.8        | 85.2         | 148.4        | 256.8          | 267.0          | 277.2          | 278.8          | 0.6%        | 2.1%        |
| <b>TOTAL</b>                                                           | <b>441.8</b> | <b>759.4</b> | <b>789.8</b> | <b>823.2</b> | <b>579.6</b> | <b>827.5</b> | <b>983.6</b>   | <b>1,002.7</b> | <b>1,035.9</b> | <b>1,050.7</b> | <b>1.4%</b> | <b>1.7%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |                |                |                |                |             |             |
| Accommodations                                                         | 96.0         | 201.2        | 204.2        | 210.8        | 215.4        | 337.2        | 361.2          | 356.2          | 375.1          | 377.0          | 0.5%        | 1.1%        |
| Food Service                                                           | 106.9        | 217.7        | 229.2        | 244.2        | 146.7        | 185.7        | 227.1          | 244.7          | 260.0          | 267.2          | 2.8%        | 4.1%        |
| Food Stores                                                            | 49.4         | 72.5         | 74.2         | 77.2         | 51.5         | 75.9         | 95.6           | 100.7          | 100.7          | 101.1          | 0.5%        | 1.4%        |
| Local Tran. & Gas                                                      | 36.4         | 66.6         | 75.9         | 77.9         | 44.1         | 65.7         | 89.8           | 85.8           | 80.2           | 79.4           | -1.0%       | -3.0%       |
| Arts, Ent. & Rec.                                                      | 74.0         | 102.6        | 105.6        | 109.4        | 60.9         | 77.1         | 95.4           | 100.1          | 105.0          | 109.6          | 4.3%        | 3.5%        |
| Retail Sales                                                           | 79.1         | 98.7         | 100.6        | 103.7        | 60.9         | 85.8         | 114.4          | 115.3          | 114.9          | 116.4          | 1.3%        | 0.4%        |
| <b>TOTAL</b>                                                           | <b>441.8</b> | <b>759.4</b> | <b>789.8</b> | <b>823.2</b> | <b>579.6</b> | <b>827.5</b> | <b>983.6</b>   | <b>1,002.7</b> | <b>1,035.9</b> | <b>1,050.7</b> | <b>1.4%</b> | <b>1.7%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Central Coast

## Direct Travel Impacts Detail

|                                                               | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023   | 2024   | 2025   | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|------------|-------------|
|                                                               |       |       |       |       |       |       |       |        |        |        | 2024-25    | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |       |       |       |       |       |       |        |        |        |            |             |
| Accom. & Food Serv.                                           | 78.7  | 160.1 | 177.0 | 189.8 | 163.4 | 189.4 | 233.1 | 273.5  | 284.0  | 300.1  | 5.7%       | 6.5%        |
| Arts, Ent. & Rec.                                             | 20.4  | 27.9  | 30.3  | 32.5  | 25.9  | 27.2  | 38.6  | 39.7   | 45.0   | 46.5   | 3.2%       | 4.7%        |
| Retail**                                                      | 16.4  | 25.2  | 26.2  | 27.5  | 31.3  | 33.1  | 34.1  | 34.8   | 35.0   | 34.9   | -0.2%      | 0.6%        |
| Ground Tran.                                                  | 1.6   | 3.3   | 3.5   | 3.8   | 3.7   | 3.3   | 4.2   | 4.6    | 5.0    | 4.9    | -1.3%      | 4.3%        |
| Other Travel*                                                 | 3.1   | 10.7  | 12.7  | 12.3  | 11.5  | 9.9   | 11.1  | 9.3    | 9.3    | 9.4    | 1.6%       | -4.1%       |
| <b>TOTAL</b>                                                  | 120.1 | 227.1 | 249.7 | 265.9 | 235.7 | 262.8 | 321.1 | 361.8  | 378.2  | 395.9  | 4.7%       | 5.4%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |       |       |       |       |       |       |        |        |        |            |             |
| Accom. & Food Serv.                                           | 4,380 | 5,880 | 6,120 | 6,330 | 5,150 | 5,740 | 6,710 | 7,740  | 7,730  | 7,730  | 0.0%       | 3.6%        |
| Arts, Ent. & Rec.                                             | 1,470 | 1,620 | 1,710 | 1,740 | 1,270 | 1,240 | 1,730 | 1,780  | 1,900  | 1,920  | 0.8%       | 2.6%        |
| Retail**                                                      | 870   | 1,020 | 1,030 | 1,030 | 1,090 | 1,080 | 1,080 | 1,090  | 1,060  | 1,050  | -1.3%      | -0.7%       |
| Ground Tran.                                                  | 70    | 90    | 90    | 90    | 90    | 80    | 80    | 80     | 90     | 90     | -0.3%      | 0.7%        |
| Other Travel*                                                 | 80    | 250   | 270   | 250   | 190   | 140   | 140   | 120    | 110    | 100    | -7.7%      | -7.5%       |
| <b>TOTAL</b>                                                  | 6,860 | 8,850 | 9,220 | 9,440 | 7,790 | 8,290 | 9,740 | 10,810 | 10,890 | 10,880 | -0.1%      | 2.8%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |       |       |       |       |       |       |        |        |        |            |             |
| Local Tax Receipts                                            | 6.8   | 14.7  | 15.2  | 15.4  | 15.9  | 20.5  | 22.0  | 21.8   | 22.7   | 22.9   | 0.7%       | 1.0%        |
| State Tax Receipts                                            | 9.9   | 21.5  | 22.9  | 24.1  | 21.4  | 25.3  | 29.7  | 31.7   | 33.1   | 34.0   | 2.9%       | 3.5%        |
| <b>TOTAL</b>                                                  | 16.7  | 36.2  | 38.1  | 39.4  | 37.3  | 45.9  | 51.7  | 53.5   | 55.8   | 56.9   | 2.0%       | 2.4%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person       |              | Party        |              | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|--------------|------------|----------------|
|                      | Day          | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$283        | \$616        | \$692        | \$1,507      | 2.4        | 2.2            |
| Private Home         | \$38         | \$131        | \$99         | \$339        | 2.6        | 3.4            |
| Other Overnight      | \$45         | \$167        | \$146        | \$548        | 3.3        | 3.8            |
| <b>All Overnight</b> | <b>\$109</b> | <b>\$322</b> | <b>\$301</b> | <b>\$872</b> | <b>2.8</b> | <b>2.9</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 4,166,640        | 4,156,920        | 4,063,320        | 1,568,340        | 1,592,510        | 1,561,640        |
| Private Home         | 853,980          | 859,180          | 860,840          | 335,750          | 331,190          | 331,830          |
| Other Overnight      | 2,157,720        | 2,171,110        | 2,184,460        | 694,200          | 663,880          | 667,780          |
| <b>All Overnight</b> | <b>7,178,330</b> | <b>7,187,210</b> | <b>7,108,610</b> | <b>2,598,290</b> | <b>2,587,580</b> | <b>2,561,250</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 1,593,160        | 1,585,310        | 1,565,260        | 607,090        | 616,910        | 610,870        |
| Private Home         | 239,000          | 250,650          | 251,130          | 94,020         | 96,670         | 96,860         |
| Other Overnight      | 576,460          | 577,280          | 580,840          | 185,270        | 176,370        | 177,410        |
| <b>All Overnight</b> | <b>2,408,620</b> | <b>2,413,240</b> | <b>2,397,230</b> | <b>886,380</b> | <b>889,960</b> | <b>885,150</b> |

# South Coast

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$144,732 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$37      |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$4       |
| Local & State Tax Revenues Generated per County Household             | \$645     |
| Visitor Shares                                                        |           |
| Travel Share of Total Employment                                      | 14%       |
| Overnight-Visitor Day Share of Resident Population*                   | 14%       |

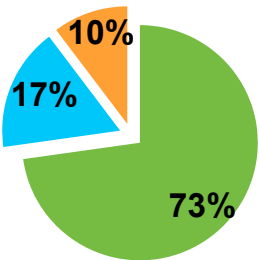
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

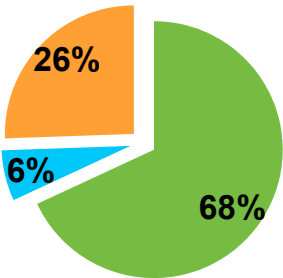
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 282.2 | 403.6 | 416.1 | 431.5 | 296.3 | 385.8 | 535.2 | 577.6 | 575.7 | 579.7 | ▲ 0.7%             | ▲ 3.3%   |
| Other                           | 7.1   | 7.2   | 8.1   | 8.2   | 3.9   | 6.8   | 10.1  | 9.7   | 9.3   | 10.0  | ▲ 7.0%             | ▲ 1.5%   |
| Visitor                         | 275.1 | 396.4 | 408.1 | 423.3 | 292.5 | 379.0 | 525.1 | 567.9 | 566.3 | 569.8 | ▲ 0.6%             | ▲ 3.4%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 81.3  | 130.5 | 138.7 | 147.8 | 139.5 | 155.0 | 181.3 | 198.2 | 200.7 | 212.1 | ▲ 5.7%             | ▲ 4.5%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 5,080 | 5,330 | 5,430 | 5,560 | 5,010 | 5,360 | 6,030 | 6,230 | 6,080 | 6,070 | ▼ -0.2%            | ▲ 0.8%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 8.5   | 14.7  | 16.5  | 17.2  | 15.9  | 19.0  | 23.3  | 24.0  | 24.3  | 24.7  | ▲ 1.7%             | ▲ 5.0%   |
| Local                           | 1.7   | 2.5   | 3.8   | 3.9   | 3.9   | 5.1   | 6.4   | 6.0   | 6.0   | 6.0   | ▼ -0.6%            | ▲ 6.1%   |
| State                           | 6.9   | 12.2  | 12.7  | 13.3  | 12.0  | 14.0  | 16.9  | 18.0  | 18.3  | 18.7  | ▲ 2.5%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient 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.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

# South Coast

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |             |             |
| Destination Spending                                                   | 275.1        | 396.4        | 408.1        | 423.3        | 292.5        | 379.0        | 525.1        | 567.9        | 566.3        | 569.8        | 0.6%        | 2.1%        |
| Other Travel*                                                          | 7.1          | 7.2          | 8.1          | 8.2          | 3.9          | 6.8          | 10.1         | 9.7          | 9.3          | 10.0         | 7.0%        | -0.2%       |
| <b>TOTAL</b>                                                           | <b>282.2</b> | <b>403.6</b> | <b>416.1</b> | <b>431.5</b> | <b>296.3</b> | <b>385.8</b> | <b>535.2</b> | <b>577.6</b> | <b>575.7</b> | <b>579.7</b> | <b>0.7%</b> | <b>2.0%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Hotel, Motel, STVR                                                     | 102.8        | 173.8        | 176.7        | 183.1        | 145.0        | 204.2        | 273.7        | 297.4        | 302.3        | 303.0        | 0.2%        | 2.6%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 170.2        | 223.3        | 247.9        | 251.4        | 255.0        | 1.4%        | 3.4%        |
| STVR**                                                                 |              |              |              |              |              | 34.0         | 50.4         | 49.5         | 50.9         | 48.0         | -5.6%       | -1.2%       |
| Private Home                                                           | 28.6         | 35.7         | 37.3         | 38.2         | 40.3         | 38.6         | 41.2         | 41.2         | 40.8         | 43.3         | 6.1%        | 1.2%        |
| Campground                                                             | 42.7         | 55.7         | 58.0         | 60.5         | 49.8         | 55.7         | 62.0         | 68.1         | 62.9         | 60.7         | -3.5%       | -0.5%       |
| Second Home                                                            | 5.9          | 7.5          | 7.7          | 7.9          | 6.4          | 8.5          | 9.3          | 9.6          | 9.5          | 9.7          | 1.9%        | 1.2%        |
| Day Travel                                                             | 95.1         | 123.8        | 128.4        | 133.6        | 50.9         | 72.0         | 139.0        | 151.6        | 150.8        | 153.0        | 1.5%        | 2.4%        |
| <b>TOTAL</b>                                                           | <b>275.1</b> | <b>396.4</b> | <b>408.1</b> | <b>423.3</b> | <b>292.5</b> | <b>379.0</b> | <b>525.1</b> | <b>567.9</b> | <b>566.3</b> | <b>569.8</b> | <b>0.6%</b> | <b>2.1%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |             |             |
| Accommodations                                                         | 53.4         | 90.5         | 89.0         | 91.2         | 89.8         | 124.8        | 165.3        | 174.6        | 177.2        | 174.2        | -1.7%       | 1.3%        |
| Food Service                                                           | 69.4         | 116.0        | 121.0        | 128.3        | 75.9         | 93.3         | 131.1        | 149.9        | 154.7        | 159.1        | 2.8%        | 5.0%        |
| Food Stores                                                            | 31.4         | 42.4         | 43.1         | 44.8         | 34.0         | 40.0         | 53.7         | 58.8         | 57.1         | 56.8         | -0.6%       | 1.4%        |
| Local Tran. & Gas                                                      | 27.1         | 41.6         | 47.1         | 48.1         | 27.6         | 40.5         | 61.1         | 61.5         | 56.4         | 55.7         | -1.1%       | -2.3%       |
| Arts, Ent. & Rec.                                                      | 48.7         | 57.3         | 58.4         | 60.3         | 33.3         | 39.4         | 55.4         | 61.5         | 60.9         | 61.8         | 1.6%        | 2.8%        |
| Retail Sales                                                           | 41.9         | 45.7         | 46.2         | 47.4         | 30.4         | 37.3         | 53.7         | 56.6         | 54.8         | 54.5         | -0.6%       | 0.3%        |
| Visitor Air Tran.                                                      | 3.1          | 3.1          | 3.2          | 3.3          | 1.5          | 3.7          | 4.8          | 5.0          | 5.3          | 7.7          | 45.6%       | 12.3%       |
| <b>TOTAL</b>                                                           | <b>275.1</b> | <b>396.4</b> | <b>408.1</b> | <b>423.3</b> | <b>292.5</b> | <b>379.0</b> | <b>525.1</b> | <b>567.9</b> | <b>566.3</b> | <b>569.8</b> | <b>0.6%</b> | <b>2.1%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# South Coast

## Direct Travel Impacts Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.   | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25      | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |              |             |
| Accom. & Food Serv.                                           | 53.3         | 92.4         | 99.9         | 107.2        | 98.3         | 110.3        | 130.9        | 145.4        | 146.8        | 159.7        | 8.8%         | 5.1%        |
| Arts, Ent. & Rec.                                             | 13.8         | 17.0         | 17.0         | 18.2         | 15.8         | 18.5         | 21.3         | 21.5         | 22.0         | 20.4         | -7.6%        | -1.2%       |
| Retail**                                                      | 9.9          | 13.6         | 13.9         | 14.2         | 18.0         | 19.0         | 20.4         | 21.7         | 21.7         | 21.5         | -0.8%        | 1.3%        |
| Ground Tran.                                                  | 1.1          | 1.8          | 1.9          | 2.1          | 2.0          | 1.6          | 2.3          | 2.6          | 2.8          | 2.6          | -8.1%        | 3.6%        |
| Visitor Air Tran.                                             | 1.4          | 3.9          | 4.4          | 4.3          | 4.2          | 4.4          | 4.4          | 4.7          | 4.9          | 5.4          | 10.4%        | 5.0%        |
| Other Travel*                                                 | 1.8          | 1.8          | 1.7          | 1.9          | 1.2          | 1.3          | 2.0          | 2.2          | 2.5          | 2.6          | 1.8%         | 7.1%        |
| <b>TOTAL</b>                                                  | <b>81.3</b>  | <b>130.5</b> | <b>138.7</b> | <b>147.8</b> | <b>139.5</b> | <b>155.0</b> | <b>181.3</b> | <b>198.2</b> | <b>200.7</b> | <b>212.1</b> | <b>5.7%</b>  | <b>4.0%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |              |             |
| Accom. & Food Serv.                                           | 3,080        | 3,410        | 3,480        | 3,620        | 3,150        | 3,440        | 3,890        | 4,130        | 4,030        | 4,050        | 0.6%         | 1.0%        |
| Arts, Ent. & Rec.                                             | 1,320        | 1,190        | 1,230        | 1,230        | 1,060        | 1,110        | 1,320        | 1,260        | 1,240        | 1,220        | -1.6%        | -2.0%       |
| Retail**                                                      | 540          | 570          | 560          | 550          | 660          | 680          | 690          | 700          | 680          | 650          | -3.1%        | -1.2%       |
| Ground Tran.                                                  | 50           | 50           | 50           | 50           | 50           | 40           | 50           | 50           | 50           | 50           | -7.2%        | 0.1%        |
| Visitor Air Tran.                                             | 40           | 60           | 60           | 60           | 60           | 60           | 50           | 50           | 50           | 60           | 10.9%        | 2.5%        |
| Other Travel*                                                 | 70           | 50           | 50           | 50           | 30           | 30           | 40           | 40           | 40           | 40           | -0.5%        | 2.0%        |
| <b>TOTAL</b>                                                  | <b>5,080</b> | <b>5,330</b> | <b>5,430</b> | <b>5,560</b> | <b>5,010</b> | <b>5,360</b> | <b>6,030</b> | <b>6,230</b> | <b>6,080</b> | <b>6,070</b> | <b>-0.2%</b> | <b>0.2%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |              |             |
| Local Tax Receipts                                            | 1.7          | 2.5          | 3.8          | 3.9          | 3.9          | 5.1          | 6.4          | 6.0          | 6.0          | 6.0          | -0.6%        | -1.4%       |
| State Tax Receipts                                            | 6.9          | 12.2         | 12.7         | 13.3         | 12.0         | 14.0         | 16.9         | 18.0         | 18.3         | 18.7         | 2.5%         | 2.6%        |
| <b>TOTAL</b>                                                  | <b>8.5</b>   | <b>14.7</b>  | <b>16.5</b>  | <b>17.2</b>  | <b>15.9</b>  | <b>19.0</b>  | <b>23.3</b>  | <b>24.0</b>  | <b>24.3</b>  | <b>24.7</b>  | <b>1.7%</b>  | <b>1.6%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$170       | \$360        | \$414        | \$878        | 2.4        | 2.1            |
| Private Home         | \$41        | \$142        | \$105        | \$363        | 2.5        | 3.5            |
| Other Overnight      | \$50        | \$184        | \$170        | \$626        | 3.4        | 3.7            |
| <b>All Overnight</b> | <b>\$91</b> | <b>\$255</b> | <b>\$247</b> | <b>\$680</b> | <b>2.7</b> | <b>2.8</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 2,204,490        | 2,171,530        | 2,138,330        | 858,170          | 868,120          | 857,250          |
| Private Home         | 1,051,880        | 1,048,130        | 1,050,160        | 420,690          | 410,750          | 413,870          |
| Other Overnight      | 1,508,840        | 1,470,580        | 1,414,230        | 466,250          | 430,990          | 414,920          |
| <b>All Overnight</b> | <b>4,765,210</b> | <b>4,690,230</b> | <b>4,602,720</b> | <b>1,745,120</b> | <b>1,709,860</b> | <b>1,686,030</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 975,560          | 957,300          | 945,540          | 381,860        | 385,490        | 381,480        |
| Private Home         | 293,370          | 304,560          | 305,150          | 116,490        | 118,510        | 119,110        |
| Other Overnight      | 410,580          | 397,840          | 382,830          | 127,010        | 116,740        | 112,460        |
| <b>All Overnight</b> | <b>1,679,520</b> | <b>1,659,710</b> | <b>1,633,530</b> | <b>625,360</b> | <b>620,740</b> | <b>613,040</b> |

# Portland Region

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$209,845 |
| 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             | \$431     |
| Visitor Shares                                                        |           |
| Travel Share of Total Employment                                      | 2%        |
| Overnight-Visitor Day Share of Resident Population*                   | 4%        |

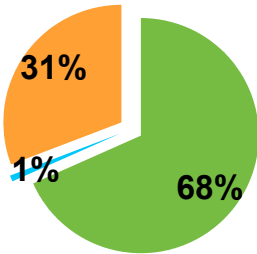
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

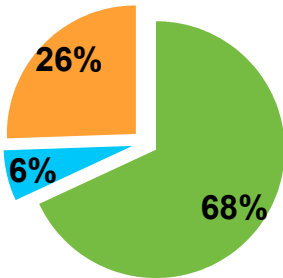
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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    | 2017    | 2018    | 2019    | 2020    | 2021    | 2022    | 2023    | 2024    | 2025    | Avg. Annual % Chg. |          |
|---------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------------|----------|
|                                 |         |         |         |         |         |         |         |         |         |         | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |         |         |         |         |         |         |         |         |         |         |                    |          |
| Total                           | 2,608.7 | 5,138.8 | 5,373.1 | 5,624.6 | 2,179.9 | 3,763.8 | 5,260.3 | 5,441.7 | 5,538.5 | 5,549.0 | ▲ 0.2%             | ▲ 3.5%   |
| Other                           | 709.9   | 1,298.2 | 1,375.7 | 1,514.6 | 535.6   | 928.2   | 1,529.3 | 1,480.5 | 1,474.3 | 1,388.2 | ▼ -5.8%            | ▲ 3.1%   |
| Visitor                         | 1,898.8 | 3,840.6 | 3,997.4 | 4,110.0 | 1,644.3 | 2,835.6 | 3,730.9 | 3,961.2 | 4,064.2 | 4,160.8 | ▲ 2.4%             | ▲ 3.6%   |
| <b>Earnings (\$Millions)</b>    |         |         |         |         |         |         |         |         |         |         |                    |          |
| Earnings                        | 643.8   | 1,353.4 | 1,458.5 | 1,566.2 | 1,143.3 | 1,207.1 | 1,557.7 | 1,724.3 | 1,801.7 | 1,887.3 | ▲ 4.7%             | ▲ 5.0%   |
| <b>Employment (Jobs)</b>        |         |         |         |         |         |         |         |         |         |         |                    |          |
| Employment                      | 24,920  | 35,290  | 36,220  | 36,910  | 26,360  | 26,900  | 32,690  | 34,650  | 35,050  | 35,840  | ▲ 2.3%             | ▲ 1.7%   |
| <b>Tax Revenue (\$Millions)</b> |         |         |         |         |         |         |         |         |         |         |                    |          |
| Total                           | 103.9   | 258.9   | 269.5   | 277.9   | 153.7   | 198.5   | 246.9   | 286.2   | 293.1   | 300.1   | ▲ 2.4%             | ▲ 4.9%   |
| Local                           | 48.9    | 133.9   | 137.3   | 139.0   | 61.3    | 88.0    | 109.3   | 139.0   | 140.2   | 142.6   | ▲ 1.7%             | ▲ 5.0%   |
| State                           | 55.0    | 125.0   | 132.1   | 138.9   | 92.4    | 110.5   | 137.7   | 147.2   | 152.9   | 157.5   | ▲ 3.0%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient 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.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

# Portland Region

## Direct Spending Detail

|                                                                        | 2003           | 2017           | 2018           | 2019           | 2020           | 2021           | 2022           | 2023           | 2024           | 2025           | YOY % Chg.  | 4 Year Avg. |
|------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------|-------------|
|                                                                        |                |                |                |                |                |                |                |                |                |                | 2024-25     | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |                |                |                |                |                |                |                |                |                |                |             |             |
| Destination Spending                                                   | 1,898.8        | 3,840.6        | 3,997.4        | 4,110.0        | 1,644.3        | 2,835.6        | 3,730.9        | 3,961.2        | 4,064.2        | 4,160.8        | 2.4%        | 2.8%        |
| Other Travel*                                                          | 709.9          | 1,298.2        | 1,375.7        | 1,514.6        | 535.6          | 928.2          | 1,529.3        | 1,480.5        | 1,474.3        | 1,388.2        | -5.8%       | -2.4%       |
| <b>TOTAL</b>                                                           | <b>2,608.7</b> | <b>5,138.8</b> | <b>5,373.1</b> | <b>5,624.6</b> | <b>2,179.9</b> | <b>3,763.8</b> | <b>5,260.3</b> | <b>5,441.7</b> | <b>5,538.5</b> | <b>5,549.0</b> | <b>0.2%</b> | <b>1.3%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |                |                |                |                |                |                |                |                |                |                |             |             |
| Hotel, Motel, STVR                                                     | 1,009.1        | 2,327.5        | 2,421.9        | 2,488.8        | 894.9          | 1,549.9        | 2,125.2        | 2,342.4        | 2,409.9        | 2,455.2        | 1.9%        | 3.7%        |
| Hotel, Motel**                                                         |                |                |                |                |                | 1,423.9        | 1,996.7        | 2,212.7        | 2,279.3        | 2,325.6        | 2.0%        | 3.9%        |
| STVR**                                                                 |                |                |                |                |                | 126.0          | 128.6          | 129.7          | 130.6          | 129.7          | -0.7%       | 0.2%        |
| Private Home                                                           | 547.6          | 955.8          | 996.8          | 1,024.2        | 507.3          | 836.6          | 1,072.6        | 1,062.4        | 1,079.9        | 1,106.6        | 2.5%        | 0.8%        |
| Campground                                                             | 14.2           | 21.3           | 22.3           | 23.2           | 18.9           | 14.2           | 16.8           | 17.7           | 17.1           | 16.7           | -2.2%       | 0.0%        |
| Second Home                                                            | 6.0            | 9.1            | 9.5            | 9.8            | 7.3            | 8.3            | 9.1            | 9.3            | 9.6            | 9.8            | 2.9%        | 1.9%        |
| Day Travel                                                             | 321.9          | 526.9          | 546.9          | 564.0          | 215.8          | 426.7          | 507.2          | 529.4          | 547.7          | 572.5          | 4.5%        | 3.1%        |
| <b>TOTAL</b>                                                           | <b>1,898.8</b> | <b>3,840.6</b> | <b>3,997.4</b> | <b>4,110.0</b> | <b>1,644.3</b> | <b>2,835.6</b> | <b>3,730.9</b> | <b>3,961.2</b> | <b>4,064.2</b> | <b>4,160.8</b> | <b>2.4%</b> | <b>2.8%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |                |                |                |                |                |                |                |                |                |                |             |             |
| Accommodations                                                         | 330.5          | 943.8          | 962.9          | 977.2          | 368.7          | 621.4          | 807.6          | 871.6          | 883.0          | 878.4          | -0.5%       | 2.1%        |
| Food Service                                                           | 399.0          | 866.5          | 907.7          | 956.2          | 416.2          | 702.4          | 842.6          | 939.9          | 993.1          | 1,053.9        | 6.1%        | 5.8%        |
| Food Stores                                                            | 85.1           | 146.8          | 148.8          | 153.1          | 87.1           | 144.8          | 166.1          | 175.5          | 178.0          | 185.0          | 3.9%        | 2.7%        |
| Local Tran. & Gas                                                      | 285.3          | 523.0          | 573.1          | 580.3          | 284.9          | 458.4          | 575.7          | 630.5          | 611.5          | 630.5          | 3.1%        | 2.3%        |
| Arts, Ent. & Rec.                                                      | 154.8          | 234.1          | 239.3          | 245.2          | 65.5           | 106.6          | 159.2          | 184.5          | 220.4          | 240.2          | 9.0%        | 10.8%       |
| Retail Sales                                                           | 271.5          | 384.0          | 388.4          | 396.4          | 190.1          | 328.4          | 375.5          | 385.6          | 385.4          | 394.7          | 2.4%        | 1.3%        |
| Visitor Air Tran.                                                      | 372.5          | 742.3          | 777.2          | 801.6          | 231.8          | 473.8          | 804.2          | 773.5          | 792.7          | 778.1          | -1.8%       | -0.8%       |
| <b>TOTAL</b>                                                           | <b>1,898.8</b> | <b>3,840.6</b> | <b>3,997.4</b> | <b>4,110.0</b> | <b>1,644.3</b> | <b>2,835.6</b> | <b>3,730.9</b> | <b>3,961.2</b> | <b>4,064.2</b> | <b>4,160.8</b> | <b>2.4%</b> | <b>2.8%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Portland Region

## Direct Travel Impacts Detail

|                                                               | 2003          | 2017           | 2018           | 2019           | 2020           | 2021           | 2022           | 2023           | 2024           | 2025           | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------|-------------|
|                                                               |               |                |                |                |                |                |                |                |                |                | 2024-25     | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |               |                |                |                |                |                |                |                |                |                |             |             |
| Accom. & Food Serv.                                           | 270.3         | 665.4          | 725.9          | 780.9          | 523.1          | 572.2          | 804.5          | 888.9          | 918.2          | 956.5          | 4.2%        | 4.4%        |
| Arts, Ent. & Rec.                                             | 44.0          | 80.1           | 84.4           | 89.6           | 60.3           | 62.8           | 86.3           | 89.3           | 98.4           | 105.5          | 7.1%        | 5.2%        |
| Retail**                                                      | 46.1          | 79.7           | 83.8           | 86.6           | 81.3           | 82.2           | 96.6           | 99.3           | 100.4          | 102.1          | 1.7%        | 1.4%        |
| Ground Tran.                                                  | 29.1          | 50.7           | 52.4           | 57.0           | 49.8           | 48.8           | 54.1           | 69.5           | 74.0           | 76.8           | 3.7%        | 9.1%        |
| Visitor Air Tran.                                             | 81.0          | 162.9          | 175.2          | 177.3          | 151.4          | 155.0          | 172.1          | 192.3          | 207.9          | 231.8          | 11.5%       | 7.7%        |
| Other Travel*                                                 | 173.4         | 314.6          | 336.8          | 374.8          | 277.4          | 286.1          | 344.1          | 385.1          | 402.6          | 414.7          | 3.0%        | 4.8%        |
| <b>TOTAL</b>                                                  | <b>643.8</b>  | <b>1,353.4</b> | <b>1,458.5</b> | <b>1,566.2</b> | <b>1,143.3</b> | <b>1,207.1</b> | <b>1,557.7</b> | <b>1,724.3</b> | <b>1,801.7</b> | <b>1,887.3</b> | <b>4.7%</b> | <b>4.9%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |               |                |                |                |                |                |                |                |                |                |             |             |
| Accom. & Food Serv.                                           | 13,470        | 21,780         | 22,360         | 22,770         | 15,390         | 15,990         | 20,550         | 21,990         | 22,000         | 22,270         | 1.3%        | 2.0%        |
| Arts, Ent. & Rec.                                             | 2,180         | 3,090          | 3,080          | 3,150          | 1,930          | 2,000          | 2,790          | 2,850          | 3,120          | 3,260          | 4.4%        | 3.9%        |
| Retail**                                                      | 1,910         | 2,560          | 2,580          | 2,570          | 2,220          | 2,160          | 2,410          | 2,380          | 2,350          | 2,330          | -1.2%       | -0.9%       |
| Ground Tran.                                                  | 1,270         | 1,410          | 1,400          | 1,450          | 1,380          | 1,290          | 1,210          | 1,480          | 1,490          | 1,530          | 3.0%        | 6.2%        |
| Visitor Air Tran.                                             | 1,810         | 2,000          | 2,110          | 2,100          | 1,770          | 1,790          | 1,750          | 1,810          | 1,910          | 2,140          | 12.0%       | 5.1%        |
| Other Travel*                                                 | 4,280         | 4,440          | 4,690          | 4,870          | 3,660          | 3,670          | 3,970          | 4,140          | 4,180          | 4,320          | 3.1%        | 2.1%        |
| <b>TOTAL</b>                                                  | <b>24,920</b> | <b>35,290</b>  | <b>36,220</b>  | <b>36,910</b>  | <b>26,360</b>  | <b>26,900</b>  | <b>32,690</b>  | <b>34,650</b>  | <b>35,050</b>  | <b>35,840</b>  | <b>2.3%</b> | <b>2.3%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |               |                |                |                |                |                |                |                |                |                |             |             |
| Local Tax Receipts                                            | 48.9          | 133.9          | 137.3          | 139.0          | 61.3           | 88.0           | 109.3          | 139.0          | 140.2          | 142.6          | 1.7%        | 6.9%        |
| State Tax Receipts                                            | 55.0          | 125.0          | 132.1          | 138.9          | 92.4           | 110.5          | 137.7          | 147.2          | 152.9          | 157.5          | 3.0%        | 3.4%        |
| <b>TOTAL</b>                                                  | <b>103.9</b>  | <b>258.9</b>   | <b>269.5</b>   | <b>277.9</b>   | <b>153.7</b>   | <b>198.5</b>   | <b>246.9</b>   | <b>286.2</b>   | <b>293.1</b>   | <b>300.1</b>   | <b>2.4%</b> | <b>5.0%</b> |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person       |              | Party        |              | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|--------------|------------|----------------|
|                      | Day          | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$285        | \$684        | \$594        | \$1,465      | 2.1        | 2.5            |
| Private Home         | \$69         | \$253        | \$134        | \$503        | 1.9        | 3.8            |
| Other Overnight      | \$43         | \$173        | \$126        | \$509        | 2.9        | 4.1            |
| <b>All Overnight</b> | <b>\$136</b> | <b>\$424</b> | <b>\$275</b> | <b>\$886</b> | <b>2.0</b> | <b>3.2</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights     |                   |                   | Party-Nights      |                   |                   |
|----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
|                      | 2023              | 2024              | 2025              | 2023              | 2024              | 2025              |
| Hotel, Motel, STVR   | 10,174,440        | 10,011,120        | 9,808,470         | 4,513,160         | 4,617,870         | 4,555,490         |
| Private Home         | 15,737,250        | 15,931,610        | 15,962,470        | 8,128,330         | 8,078,400         | 8,284,340         |
| Other Overnight      | 602,870           | 627,040           | 617,610           | 216,640           | 214,300           | 211,680           |
| <b>All Overnight</b> | <b>26,514,560</b> | <b>26,569,770</b> | <b>26,388,550</b> | <b>12,858,130</b> | <b>12,910,570</b> | <b>13,051,500</b> |

|                      | Person-Trips     |                  |                  | Party-Trips      |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 4,082,380        | 4,011,710        | 3,936,220        | 1,789,350        | 1,823,930        | 1,799,470        |
| Private Home         | 4,138,820        | 4,366,290        | 4,374,750        | 2,089,360        | 2,160,980        | 2,199,620        |
| Other Overnight      | 151,270          | 156,430          | 153,900          | 53,820           | 52,970           | 52,260           |
| <b>All Overnight</b> | <b>8,372,470</b> | <b>8,534,440</b> | <b>8,464,870</b> | <b>3,932,520</b> | <b>4,037,880</b> | <b>4,051,350</b> |

# Southern Oregon

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$151,261 |
| 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             | \$318     |
| Visitor Shares                                                        |           |
| Travel Share of Total Employment                                      | 5%        |
| Overnight-Visitor Day Share of Resident Population*                   | 7%        |

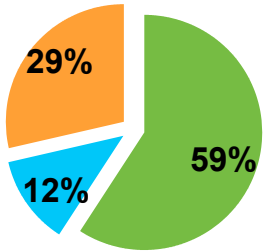
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

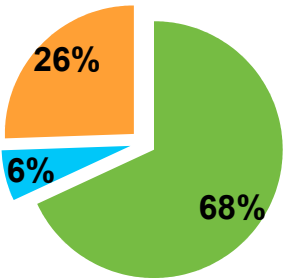
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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   | 2017    | 2018    | 2019    | 2020   | 2021    | 2022    | 2023    | 2024    | 2025    | Avg. Annual % Chg. |          |
|---------------------------------|--------|---------|---------|---------|--------|---------|---------|---------|---------|---------|--------------------|----------|
|                                 |        |         |         |         |        |         |         |         |         |         | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |        |         |         |         |        |         |         |         |         |         |                    |          |
| Total                           | 717.2  | 1,055.0 | 1,097.8 | 1,132.5 | 708.0  | 1,217.6 | 1,405.9 | 1,406.7 | 1,402.1 | 1,452.8 | ▲ 3.6%             | ▲ 3.3%   |
| Other                           | 54.6   | 93.9    | 103.0   | 105.4   | 45.4   | 89.3    | 129.1   | 121.9   | 118.9   | 118.8   | ▼ -0.1%            | ▲ 3.6%   |
| Visitor                         | 662.6  | 961.1   | 994.7   | 1,027.0 | 662.6  | 1,128.3 | 1,276.8 | 1,284.7 | 1,283.2 | 1,334.1 | ▲ 4.0%             | ▲ 3.2%   |
| <b>Earnings (\$Millions)</b>    |        |         |         |         |        |         |         |         |         |         |                    |          |
| Earnings                        | 186.6  | 306.0   | 325.5   | 339.6   | 310.7  | 344.0   | 398.2   | 415.5   | 426.0   | 448.9   | ▲ 5.4%             | ▲ 4.1%   |
| <b>Employment (Jobs)</b>        |        |         |         |         |        |         |         |         |         |         |                    |          |
| Employment                      | 10,850 | 12,070  | 12,370  | 12,510  | 10,980 | 11,740  | 12,810  | 12,930  | 12,920  | 13,150  | ▲ 1.7%             | ▲ 0.9%   |
| <b>Tax Revenue (\$Millions)</b> |        |         |         |         |        |         |         |         |         |         |                    |          |
| Total                           | 25.2   | 46.5    | 48.2    | 49.6    | 40.4   | 54.7    | 60.0    | 61.1    | 62.1    | 64.8    | ▲ 4.3%             | ▲ 4.4%   |
| Local                           | 6.9    | 14.2    | 14.7    | 15.0    | 12.1   | 18.5    | 19.5    | 20.3    | 20.6    | 21.7    | ▲ 5.7%             | ▲ 5.4%   |
| State                           | 18.3   | 32.2    | 33.5    | 34.5    | 28.3   | 36.2    | 40.5    | 40.8    | 41.6    | 43.1    | ▲ 3.6%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

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

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

# Southern Oregon

## Direct Spending Detail

|                                                                        | 2003         | 2017           | 2018           | 2019           | 2020         | 2021           | 2022           | 2023           | 2024           | 2025           | YOY % Chg.  | 4 Year Avg. |
|------------------------------------------------------------------------|--------------|----------------|----------------|----------------|--------------|----------------|----------------|----------------|----------------|----------------|-------------|-------------|
|                                                                        |              |                |                |                |              |                |                |                |                |                | 2024-25     | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |                |                |                |              |                |                |                |                |                |             |             |
| Destination Spending                                                   | 662.6        | 961.1          | 994.7          | 1,027.0        | 662.6        | 1,128.3        | 1,276.8        | 1,284.7        | 1,283.2        | 1,334.1        | 4.0%        | 1.1%        |
| Other Travel*                                                          | 54.6         | 93.9           | 103.0          | 105.4          | 45.4         | 89.3           | 129.1          | 121.9          | 118.9          | 118.8          | -0.1%       | -2.1%       |
| <b>TOTAL</b>                                                           | <b>717.2</b> | <b>1,055.0</b> | <b>1,097.8</b> | <b>1,132.5</b> | <b>708.0</b> | <b>1,217.6</b> | <b>1,405.9</b> | <b>1,406.7</b> | <b>1,402.1</b> | <b>1,452.8</b> | <b>3.6%</b> | <b>0.8%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |                |                |                |              |                |                |                |                |                |             |             |
| Hotel, Motel, STVR                                                     | 280.0        | 447.4          | 460.1          | 473.8          | 331.9        | 532.2          | 587.6          | 585.1          | 591.2          | 626.7          | 6.0%        | 1.6%        |
| Hotel, Motel**                                                         |              |                |                |                |              | 475.6          | 521.3          | 512.3          | 517.5          | 543.0          | 4.9%        | 1.0%        |
| STVR**                                                                 |              |                |                |                |              | 56.6           | 66.3           | 72.8           | 73.7           | 83.6           | 13.5%       | 6.0%        |
| Private Home                                                           | 156.8        | 232.2          | 242.5          | 250.5          | 149.2        | 269.8          | 293.7          | 292.6          | 292.0          | 301.6          | 3.3%        | 0.7%        |
| Campground                                                             | 49.8         | 62.6           | 65.5           | 68.2           | 62.5         | 98.6           | 112.7          | 118.4          | 111.9          | 108.1          | -3.4%       | -1.0%       |
| Second Home                                                            | 12.8         | 18.1           | 18.9           | 19.3           | 15.7         | 18.4           | 20.3           | 21.0           | 21.1           | 21.5           | 1.8%        | 1.4%        |
| Day Travel                                                             | 163.3        | 200.7          | 207.9          | 215.2          | 103.3        | 209.3          | 262.5          | 267.6          | 267.1          | 276.2          | 3.4%        | 1.3%        |
| <b>TOTAL</b>                                                           | <b>662.6</b> | <b>961.1</b>   | <b>994.7</b>   | <b>1,027.0</b> | <b>662.6</b> | <b>1,128.3</b> | <b>1,276.8</b> | <b>1,284.7</b> | <b>1,283.2</b> | <b>1,334.1</b> | <b>4.0%</b> | <b>1.1%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |                |                |                |              |                |                |                |                |                |             |             |
| Accommodations                                                         | 118.0        | 194.3          | 192.3          | 195.4          | 162.6        | 264.3          | 279.1          | 269.5          | 270.6          | 285.3          | 5.5%        | 0.5%        |
| Food Service                                                           | 162.0        | 265.4          | 275.4          | 290.8          | 192.7        | 319.7          | 357.9          | 373.9          | 387.8          | 408.8          | 5.4%        | 3.4%        |
| Food Stores                                                            | 65.3         | 90.0           | 91.3           | 94.5           | 67.5         | 116.7          | 134.2          | 139.0          | 137.5          | 140.3          | 2.0%        | 1.1%        |
| Local Tran. & Gas                                                      | 80.4         | 125.3          | 142.8          | 145.0          | 74.9         | 143.5          | 176.9          | 176.8          | 164.4          | 166.1          | 1.0%        | -1.6%       |
| Arts, Ent. & Rec.                                                      | 106.6        | 122.9          | 125.0          | 128.4          | 66.8         | 109.9          | 121.5          | 125.0          | 124.0          | 128.2          | 3.4%        | 1.4%        |
| Retail Sales                                                           | 106.9        | 117.3          | 118.0          | 120.8          | 75.5         | 133.5          | 149.3          | 146.3          | 142.7          | 145.2          | 1.8%        | -0.7%       |
| Visitor Air Tran.                                                      | 23.5         | 45.9           | 50.0           | 52.0           | 22.6         | 40.7           | 57.8           | 54.3           | 56.2           | 60.1           | 6.9%        | 1.0%        |
| <b>TOTAL</b>                                                           | <b>662.6</b> | <b>961.1</b>   | <b>994.7</b>   | <b>1,027.0</b> | <b>662.6</b> | <b>1,128.3</b> | <b>1,276.8</b> | <b>1,284.7</b> | <b>1,283.2</b> | <b>1,334.1</b> | <b>4.0%</b> | <b>1.1%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Southern Oregon

## Direct Travel Impacts Detail

|                                                               | 2003   | 2017   | 2018   | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   | 2025   | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------------|-------------|
|                                                               |        |        |        |        |        |        |        |        |        |        | 2024-25    | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |        |        |        |        |        |        |        |        |        |        |            |             |
| Accom. & Food Serv.                                           | 119.6  | 212.3  | 227.9  | 236.8  | 210.0  | 233.8  | 272.7  | 285.1  | 288.4  | 304.7  | 5.6%       | 2.8%        |
| Arts, Ent. & Rec.                                             | 32.3   | 43.1   | 45.0   | 47.9   | 41.0   | 45.0   | 57.8   | 58.6   | 64.2   | 69.6   | 8.5%       | 4.8%        |
| Retail**                                                      | 23.7   | 32.8   | 34.4   | 35.7   | 42.7   | 46.3   | 47.9   | 48.1   | 48.3   | 48.8   | 1.1%       | 0.5%        |
| Ground Tran.                                                  | 3.4    | 5.6    | 6.0    | 6.6    | 6.1    | 7.5    | 6.9    | 9.8    | 10.5   | 10.4   | -1.5%      | 10.7%       |
| Visitor Air Tran.                                             | 1.6    | 3.9    | 3.9    | 4.0    | 3.7    | 3.6    | 3.9    | 4.2    | 4.6    | 5.1    | 11.9%      | 7.0%        |
| Other Travel*                                                 | 6.1    | 8.4    | 8.4    | 8.7    | 7.2    | 7.8    | 9.0    | 9.7    | 10.0   | 10.3   | 2.9%       | 3.5%        |
| <b>TOTAL</b>                                                  | 186.6  | 306.0  | 325.5  | 339.6  | 310.7  | 344.0  | 398.2  | 415.5  | 426.0  | 448.9  | 5.4%       | 3.0%        |
| <b>Travel Industry Employment (Jobs)</b>                      |        |        |        |        |        |        |        |        |        |        |            |             |
| Accom. & Food Serv.                                           | 6,790  | 8,080  | 8,290  | 8,350  | 7,180  | 7,730  | 8,530  | 8,580  | 8,410  | 8,590  | 2.1%       | 0.1%        |
| Arts, Ent. & Rec.                                             | 2,390  | 2,300  | 2,350  | 2,430  | 1,970  | 2,080  | 2,420  | 2,470  | 2,680  | 2,750  | 2.9%       | 3.3%        |
| Retail**                                                      | 1,210  | 1,270  | 1,300  | 1,300  | 1,440  | 1,500  | 1,470  | 1,430  | 1,380  | 1,350  | -2.5%      | -2.2%       |
| Ground Tran.                                                  | 150    | 150    | 160    | 160    | 160    | 190    | 150    | 210    | 210    | 210    | -2.1%      | 8.6%        |
| Visitor Air Tran.                                             | 50     | 70     | 70     | 70     | 60     | 60     | 60     | 60     | 60     | 70     | 12.5%      | 4.4%        |
| Other Travel*                                                 | 260    | 200    | 200    | 200    | 170    | 180    | 180    | 180    | 180    | 180    | 0.7%       | 0.3%        |
| <b>TOTAL</b>                                                  | 10,850 | 12,070 | 12,370 | 12,510 | 10,980 | 11,740 | 12,810 | 12,930 | 12,920 | 13,150 | 1.8%       | 0.7%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |        |        |        |        |        |        |        |        |        |        |            |             |
| Local Tax Receipts                                            | 6.9    | 14.2   | 14.7   | 15.0   | 12.1   | 18.5   | 19.5   | 20.3   | 20.6   | 21.7   | 5.7%       | 2.7%        |
| State Tax Receipts                                            | 18.3   | 32.2   | 33.5   | 34.5   | 28.3   | 36.2   | 40.5   | 40.8   | 41.6   | 43.1   | 3.6%       | 1.5%        |
| <b>TOTAL</b>                                                  | 25.2   | 46.5   | 48.2   | 49.6   | 40.4   | 54.7   | 60.0   | 61.1   | 62.1   | 64.8   | 4.3%       | 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.

\*\*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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$189       | \$419        | \$449        | \$1,006      | 2.4        | 2.2            |
| Private Home         | \$50        | \$180        | \$125        | \$456        | 2.5        | 3.6            |
| Other Overnight      | \$42        | \$160        | \$143        | \$543        | 3.4        | 3.8            |
| <b>All Overnight</b> | <b>\$80</b> | <b>\$251</b> | <b>\$212</b> | <b>\$660</b> | <b>2.6</b> | <b>3.1</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights     |                   |                   | Party-Nights     |                  |                  |
|----------------------|-------------------|-------------------|-------------------|------------------|------------------|------------------|
|                      | 2023              | 2024              | 2025              | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 4,005,250         | 3,954,090         | 4,090,000         | 1,589,190        | 1,611,940        | 1,667,970        |
| Private Home         | 5,963,310         | 5,979,190         | 5,990,770         | 2,432,480        | 2,394,530        | 2,408,840        |
| Other Overnight      | 3,189,820         | 3,174,440         | 3,076,800         | 988,290          | 932,730          | 904,880          |
| <b>All Overnight</b> | <b>13,158,380</b> | <b>13,107,720</b> | <b>13,157,560</b> | <b>5,009,960</b> | <b>4,939,200</b> | <b>4,981,690</b> |

|                      | Person-Trips     |                  |                  | Party-Trips      |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 1,700,120        | 1,668,330        | 1,721,090        | 674,150          | 680,660          | 702,350          |
| Private Home         | 1,602,440        | 1,675,270        | 1,678,520        | 642,470          | 658,880          | 661,690          |
| Other Overnight      | 848,600          | 838,460          | 812,410          | 262,570          | 246,060          | 238,620          |
| <b>All Overnight</b> | <b>4,151,170</b> | <b>4,182,070</b> | <b>4,212,020</b> | <b>1,579,190</b> | <b>1,585,600</b> | <b>1,602,670</b> |

# Central Oregon

## Direct Travel Impact Insights, 2025

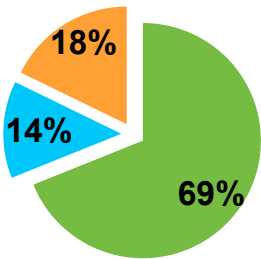
| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$171,978 |
| Employee & Proprietor Earnings Generated 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             | \$648     |
| 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.

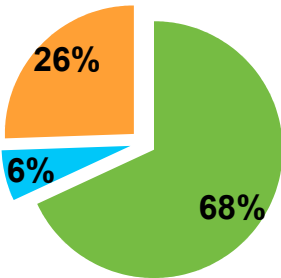
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

2025 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  | 2017  | 2018  | 2019    | 2020  | 2021    | 2022    | 2023    | 2024    | 2025    | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|---------|-------|---------|---------|---------|---------|---------|--------------------|----------|
|                                 |       |       |       |         |       |         |         |         |         |         | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |         |       |         |         |         |         |         |                    |          |
| Total                           | 401.0 | 902.2 | 964.4 | 1,021.9 | 680.3 | 1,056.9 | 1,319.4 | 1,289.9 | 1,280.2 | 1,297.7 | ▲ 1.4%             | ▲ 5.5%   |
| Other                           | 25.8  | 71.6  | 84.5  | 86.7    | 38.0  | 72.6    | 119.6   | 115.7   | 121.4   | 121.8   | ▲ 0.3%             | ▲ 7.3%   |
| Visitor                         | 375.2 | 830.5 | 879.8 | 935.2   | 642.3 | 984.3   | 1,199.8 | 1,174.2 | 1,158.9 | 1,176.0 | ▲ 1.5%             | ▲ 5.3%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |         |       |         |         |         |         |         |                    |          |
| Earnings                        | 100.8 | 249.7 | 277.7 | 292.0   | 258.0 | 295.5   | 352.1   | 391.7   | 409.4   | 436.9   | ▲ 6.7%             | ▲ 6.9%   |
| <b>Employment (Jobs)</b>        |       |       |       |         |       |         |         |         |         |         |                    |          |
| Employment                      | 5,750 | 9,390 | 9,970 | 10,000  | 8,370 | 9,130   | 10,110  | 10,650  | 10,740  | 11,010  | ▲ 2.5%             | ▲ 3.0%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |         |       |         |         |         |         |         |                    |          |
| Total                           | 16.3  | 40.7  | 43.2  | 47.5    | 43.2  | 55.8    | 65.0    | 66.6    | 67.4    | 69.3    | ▲ 2.8%             | ▲ 6.8%   |
| Local                           | 6.9   | 15.0  | 15.6  | 18.2    | 18.3  | 24.8    | 28.7    | 28.8    | 28.7    | 29.1    | ▲ 1.6%             | ▲ 6.7%   |
| State                           | 9.4   | 25.7  | 27.7  | 29.3    | 24.9  | 31.0    | 36.4    | 37.8    | 38.8    | 40.2    | ▲ 3.8%             | ▲ 6.9%   |

### 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient 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.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

# Central Oregon

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019           | 2020         | 2021           | 2022           | 2023           | 2024           | 2025           | YOY % Chg.  | 4 Year Avg.  |
|------------------------------------------------------------------------|--------------|--------------|--------------|----------------|--------------|----------------|----------------|----------------|----------------|----------------|-------------|--------------|
|                                                                        |              |              |              |                |              |                |                |                |                |                | 2024-25     | 2022-25      |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |                |              |                |                |                |                |                |             |              |
| Destination Spending                                                   | 375.2        | 830.5        | 879.8        | 935.2          | 642.3        | 984.3          | 1,199.8        | 1,174.2        | 1,158.9        | 1,176.0        | 1.5%        | -0.5%        |
| Other Travel*                                                          | 25.8         | 71.6         | 84.5         | 86.7           | 38.0         | 72.6           | 119.6          | 115.7          | 121.4          | 121.8          | 0.3%        | 0.4%         |
| <b>TOTAL</b>                                                           | <b>401.0</b> | <b>902.2</b> | <b>964.4</b> | <b>1,021.9</b> | <b>680.3</b> | <b>1,056.9</b> | <b>1,319.4</b> | <b>1,289.9</b> | <b>1,280.2</b> | <b>1,297.7</b> | <b>1.4%</b> | <b>-0.4%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |                |              |                |                |                |                |                |             |              |
| Hotel, Motel, STVR                                                     | 173.0        | 476.5        | 505.0        | 544.1          | 383.4        | 611.0          | 729.0          | 696.8          | 685.3          | 695.2          | 1.4%        | -1.2%        |
| Hotel, Motel**                                                         |              |              |              |                |              | 358.6          | 468.3          | 444.0          | 447.0          | 454.7          | 1.7%        | -0.7%        |
| STVR**                                                                 |              |              |              |                |              | 252.4          | 260.7          | 252.8          | 238.3          | 240.5          | 0.9%        | -2.0%        |
| Private Home                                                           | 61.7         | 124.1        | 133.1        | 139.8          | 101.8        | 145.1          | 169.0          | 169.8          | 172.4          | 179.2          | 3.9%        | 1.5%         |
| Campground                                                             | 39.2         | 50.1         | 52.3         | 54.6           | 52.8         | 65.1           | 79.9           | 81.9           | 77.6           | 74.9           | -3.5%       | -1.6%        |
| Second Home                                                            | 29.3         | 48.8         | 50.7         | 51.9           | 42.2         | 52.4           | 57.6           | 59.5           | 60.7           | 61.8           | 1.9%        | 1.8%         |
| Day Travel                                                             | 72.0         | 131.0        | 138.6        | 144.8          | 62.2         | 110.7          | 164.3          | 166.2          | 162.9          | 164.9          | 1.2%        | 0.1%         |
| <b>TOTAL</b>                                                           | <b>375.2</b> | <b>830.5</b> | <b>879.8</b> | <b>935.2</b>   | <b>642.3</b> | <b>984.3</b>   | <b>1,199.8</b> | <b>1,174.2</b> | <b>1,158.9</b> | <b>1,176.0</b> | <b>1.5%</b> | <b>-0.5%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |                |              |                |                |                |                |                |             |              |
| Accommodations                                                         | 88.9         | 239.9        | 246.7        | 270.5          | 250.5        | 394.2          | 452.9          | 426.2          | 423.1          | 427.9          | 1.1%        | -1.4%        |
| Food Service                                                           | 90.6         | 224.9        | 240.4        | 258.0          | 141.6        | 202.6          | 246.3          | 256.4          | 260.1          | 265.9          | 2.2%        | 1.9%         |
| Food Stores                                                            | 37.8         | 66.5         | 68.6         | 71.6           | 57.2         | 86.6           | 105.4          | 108.5          | 105.2          | 105.4          | 0.2%        | 0.0%         |
| Local Tran. & Gas                                                      | 36.3         | 79.4         | 92.1         | 95.1           | 51.5         | 86.7           | 119.5          | 110.7          | 100.2          | 98.5           | -1.7%       | -4.7%        |
| Arts, Ent. & Rec.                                                      | 53.7         | 90.9         | 94.8         | 97.6           | 61.4         | 79.2           | 94.7           | 96.8           | 95.6           | 100.1          | 4.6%        | 1.4%         |
| Retail Sales                                                           | 57.2         | 90.1         | 92.9         | 96.6           | 61.3         | 91.6           | 111.6          | 109.4          | 104.7          | 104.2          | -0.5%       | -1.7%        |
| Visitor Air Tran.                                                      | 10.8         | 38.8         | 44.2         | 45.8           | 18.7         | 43.4           | 69.4           | 66.3           | 69.9           | 73.9           | 5.8%        | 1.6%         |
| <b>TOTAL</b>                                                           | <b>375.2</b> | <b>830.5</b> | <b>879.8</b> | <b>935.2</b>   | <b>642.3</b> | <b>984.3</b>   | <b>1,199.8</b> | <b>1,174.2</b> | <b>1,158.9</b> | <b>1,176.0</b> | <b>1.5%</b> | <b>-0.5%</b> |

**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.

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# Central Oregon

## Direct Travel Impacts Detail

|                                                               | 2003         | 2017         | 2018         | 2019          | 2020         | 2021         | 2022          | 2023          | 2024          | 2025          | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|---------------|--------------|--------------|---------------|---------------|---------------|---------------|-------------|-------------|
|                                                               |              |              |              |               |              |              |               |               |               |               | 2024-25     | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |               |              |              |               |               |               |               |             |             |
| Accom. & Food Serv.                                           | 68.0         | 181.6        | 202.2        | 212.4         | 181.5        | 211.7        | 259.5         | 291.5         | 305.2         | 329.2         | 7.9%        | 6.1%        |
| Arts, Ent. & Rec.                                             | 15.8         | 34.0         | 38.6         | 41.1          | 33.2         | 37.8         | 42.6          | 49.1          | 51.9          | 54.9          | 5.7%        | 6.5%        |
| Retail**                                                      | 12.4         | 23.5         | 25.1         | 26.2          | 32.7         | 36.2         | 37.9          | 37.8          | 38.2          | 38.0          | -0.5%       | 0.1%        |
| Ground Tran.                                                  | 1.5          | 3.6          | 3.9          | 4.3           | 3.7          | 3.8          | 4.7           | 5.0           | 5.3           | 5.9           | 12.2%       | 5.6%        |
| Visitor Air Tran.                                             | 0.4          | 1.1          | 1.2          | 1.2           | 1.1          | 1.2          | 1.3           | 1.4           | 1.5           | 1.6           | 10.7%       | 6.0%        |
| Other Travel*                                                 | 2.7          | 5.8          | 6.6          | 6.8           | 5.7          | 4.8          | 6.1           | 6.8           | 7.3           | 7.2           | -1.3%       | 4.3%        |
| <b>TOTAL</b>                                                  | <b>100.8</b> | <b>249.7</b> | <b>277.7</b> | <b>292.0</b>  | <b>258.0</b> | <b>295.5</b> | <b>352.1</b>  | <b>391.7</b>  | <b>409.4</b>  | <b>436.9</b>  | <b>6.7%</b> | <b>5.5%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |               |              |              |               |               |               |               |             |             |
| Accom. & Food Serv.                                           | 3,740        | 6,310        | 6,640        | 6,630         | 5,440        | 6,040        | 6,840         | 7,310         | 7,360         | 7,630         | 3.8%        | 2.8%        |
| Arts, Ent. & Rec.                                             | 1,180        | 1,930        | 2,120        | 2,160         | 1,610        | 1,750        | 1,960         | 2,040         | 2,100         | 2,110         | 0.5%        | 1.9%        |
| Retail**                                                      | 640          | 880          | 920          | 920           | 1,050        | 1,110        | 1,060         | 1,060         | 1,040         | 1,000         | -3.1%       | -1.4%       |
| Ground Tran.                                                  | 60           | 100          | 100          | 100           | 90           | 90           | 100           | 90            | 90            | 100           | 13.2%       | 2.0%        |
| Visitor Air Tran.                                             | 20           | 30           | 30           | 30            | 30           | 30           | 30            | 30            | 30            | 30            | 11.2%       | 3.5%        |
| Other Travel*                                                 | 110          | 150          | 170          | 160           | 140          | 120          | 120           | 130           | 130           | 130           | -0.8%       | 1.1%        |
| <b>TOTAL</b>                                                  | <b>5,750</b> | <b>9,390</b> | <b>9,970</b> | <b>10,000</b> | <b>8,370</b> | <b>9,130</b> | <b>10,110</b> | <b>10,650</b> | <b>10,740</b> | <b>11,010</b> | <b>2.5%</b> | <b>2.2%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |               |              |              |               |               |               |               |             |             |
| Local Tax Receipts                                            | 6.9          | 15.0         | 15.6         | 18.2          | 18.3         | 24.8         | 28.7          | 28.8          | 28.7          | 29.1          | 1.6%        | 0.4%        |
| State Tax Receipts                                            | 9.4          | 25.7         | 27.7         | 29.3          | 24.9         | 31.0         | 36.4          | 37.8          | 38.8          | 40.2          | 3.8%        | 2.6%        |
| <b>TOTAL</b>                                                  | <b>16.3</b>  | <b>40.7</b>  | <b>43.2</b>  | <b>47.5</b>   | <b>43.2</b>  | <b>55.8</b>  | <b>65.0</b>   | <b>66.6</b>   | <b>67.4</b>   | <b>69.3</b>   | <b>2.8%</b> | <b>1.6%</b> |

**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 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$325       | \$700        | \$755        | \$1,658      | 2.3        | 2.2            |
| Private Home         | \$55        | \$192        | \$129        | \$469        | 2.3        | 3.6            |
| Other Overnight      | \$39        | \$145        | \$126        | \$473        | 3.3        | 3.8            |
| <b>All Overnight</b> | <b>\$96</b> | <b>\$304</b> | <b>\$256</b> | <b>\$808</b> | <b>2.7</b> | <b>3.2</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights     |                   |                   | Party-Nights     |                  |                  |
|----------------------|-------------------|-------------------|-------------------|------------------|------------------|------------------|
|                      | 2023              | 2024              | 2025              | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 4,175,010         | 3,826,790         | 3,703,420         | 1,611,440        | 1,516,370        | 1,473,870        |
| Private Home         | 3,198,280         | 3,241,590         | 3,247,870         | 1,377,160        | 1,370,990        | 1,385,270        |
| Other Overnight      | 3,548,450         | 3,631,310         | 3,551,250         | 1,142,830        | 1,110,810        | 1,088,080        |
| <b>All Overnight</b> | <b>10,921,750</b> | <b>10,699,690</b> | <b>10,502,540</b> | <b>4,131,440</b> | <b>3,998,170</b> | <b>3,947,220</b> |

|                      | Person-Trips     |                  |                  | Party-Trips      |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 1,610,750        | 1,492,150        | 1,449,120        | 625,440          | 595,730          | 580,420          |
| Private Home         | 883,680          | 933,710          | 935,520          | 365,840          | 379,150          | 381,730          |
| Other Overnight      | 948,560          | 966,130          | 944,780          | 305,190          | 295,300          | 289,240          |
| <b>All Overnight</b> | <b>3,442,990</b> | <b>3,391,990</b> | <b>3,329,410</b> | <b>1,296,460</b> | <b>1,270,180</b> | <b>1,251,390</b> |

# Eastern Oregon

## Direct Travel Impact Insights, 2025

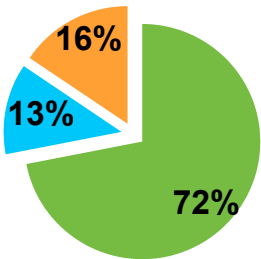
| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$122,178 |
| Employee & Proprietor Earnings Generated 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             | \$364     |
| 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.

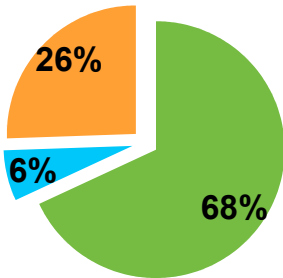
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 284.2 | 382.0 | 398.9 | 412.0 | 258.0 | 410.4 | 543.3 | 538.3 | 537.0 | 565.7 | ▲ 5.4%             | ▲ 3.2%   |
| Other                           | 9.6   | 13.9  | 15.4  | 16.3  | 7.6   | 13.4  | 19.2  | 17.6  | 15.7  | 16.2  | ▲ 3.4%             | ▲ 2.4%   |
| Visitor                         | 274.6 | 368.2 | 383.4 | 395.7 | 250.4 | 397.0 | 524.2 | 520.6 | 521.3 | 549.5 | ▲ 5.4%             | ▲ 3.2%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 79.5  | 123.4 | 134.6 | 142.3 | 130.8 | 146.4 | 176.1 | 182.8 | 187.5 | 198.2 | ▲ 5.7%             | ▲ 4.2%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 5,630 | 5,960 | 6,180 | 6,340 | 5,520 | 6,000 | 6,860 | 6,940 | 6,910 | 7,040 | ▲ 1.9%             | ▲ 1.0%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 9.7   | 17.3  | 18.0  | 18.7  | 15.7  | 20.6  | 25.5  | 25.2  | 25.6  | 26.9  | ▲ 5.1%             | ▲ 4.8%   |
| Local                           | 2.2   | 4.8   | 4.8   | 5.0   | 4.3   | 6.3   | 8.2   | 7.9   | 8.0   | 8.6   | ▲ 6.8%             | ▲ 6.3%   |
| State                           | 7.5   | 12.5  | 13.2  | 13.7  | 11.3  | 14.3  | 17.3  | 17.3  | 17.6  | 18.3  | ▲ 4.3%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

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

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

# Eastern Oregon

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |             |             |
| Destination Spending                                                   | 274.6        | 368.2        | 383.4        | 395.7        | 250.4        | 397.0        | 524.2        | 520.6        | 521.3        | 549.5        | 5.4%        | 1.2%        |
| Other Travel*                                                          | 9.6          | 13.9         | 15.4         | 16.3         | 7.6          | 13.4         | 19.2         | 17.6         | 15.7         | 16.2         | 3.4%        | -4.1%       |
| <b>TOTAL</b>                                                           | <b>284.2</b> | <b>382.0</b> | <b>398.9</b> | <b>412.0</b> | <b>258.0</b> | <b>410.4</b> | <b>543.3</b> | <b>538.3</b> | <b>537.0</b> | <b>565.7</b> | <b>5.4%</b> | <b>1.0%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Hotel, Motel, STVR                                                     | 109.8        | 173.7        | 181.0        | 187.9        | 121.6        | 220.1        | 290.0        | 279.9        | 283.4        | 305.0        | 7.6%        | 1.3%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 200.1        | 268.1        | 254.5        | 255.2        | 269.9        | 5.8%        | 0.2%        |
| STVR**                                                                 |              |              |              |              |              | 20.0         | 21.9         | 25.3         | 28.2         | 35.1         | 24.6%       | 12.5%       |
| Private Home                                                           | 40.1         | 54.1         | 56.2         | 57.0         | 48.1         | 61.0         | 64.5         | 65.4         | 65.5         | 66.6         | 1.8%        | 0.8%        |
| Campground                                                             | 29.8         | 38.4         | 40.1         | 41.8         | 31.5         | 35.7         | 39.7         | 43.2         | 40.3         | 39.5         | -2.0%       | -0.1%       |
| Second Home                                                            | 8.6          | 11.3         | 11.8         | 12.0         | 10.1         | 11.7         | 12.8         | 13.3         | 13.3         | 13.6         | 1.9%        | 1.5%        |
| Day Travel                                                             | 86.3         | 90.7         | 94.4         | 97.0         | 39.1         | 68.6         | 117.0        | 118.9        | 118.8        | 124.8        | 5.1%        | 1.6%        |
| <b>TOTAL</b>                                                           | <b>274.6</b> | <b>368.2</b> | <b>383.4</b> | <b>395.7</b> | <b>250.4</b> | <b>397.0</b> | <b>524.2</b> | <b>520.6</b> | <b>521.3</b> | <b>549.5</b> | <b>5.4%</b> | <b>1.2%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |             |             |
| Accommodations                                                         | 49.4         | 91.9         | 93.4         | 97.0         | 71.8         | 120.8        | 151.9        | 145.6        | 148.5        | 158.9        | 7.0%        | 1.1%        |
| Food Service                                                           | 67.8         | 98.6         | 103.4        | 108.6        | 72.0         | 111.6        | 149.1        | 154.8        | 159.5        | 170.7        | 7.0%        | 3.4%        |
| Food Stores                                                            | 31.1         | 39.3         | 39.9         | 41.0         | 26.6         | 36.0         | 45.5         | 47.6         | 47.0         | 48.5         | 3.3%        | 1.6%        |
| Local Tran. & Gas                                                      | 30.7         | 43.0         | 49.1         | 49.7         | 26.1         | 47.6         | 68.9         | 63.4         | 57.8         | 58.8         | 1.8%        | -3.9%       |
| Arts, Ent. & Rec.                                                      | 53.1         | 54.6         | 55.9         | 57.1         | 31.3         | 46.8         | 63.5         | 64.7         | 64.3         | 67.7         | 5.3%        | 1.6%        |
| Retail Sales                                                           | 41.6         | 40.0         | 40.5         | 41.2         | 22.2         | 33.4         | 44.3         | 43.4         | 42.1         | 43.5         | 3.2%        | -0.5%       |
| Visitor Air Tran.                                                      | 0.8          | 0.6          | 1.2          | 1.1          | 0.4          | 0.9          | 1.0          | 1.1          | 2.2          | 1.4          | -34.8%      | 8.2%        |
| <b>TOTAL</b>                                                           | <b>274.6</b> | <b>368.2</b> | <b>383.4</b> | <b>395.7</b> | <b>250.4</b> | <b>397.0</b> | <b>524.2</b> | <b>520.6</b> | <b>521.3</b> | <b>549.5</b> | <b>5.4%</b> | <b>1.2%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Eastern Oregon

## Direct Travel Impacts Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 51.9         | 87.1         | 97.1         | 102.7        | 92.6         | 105.3        | 127.4        | 133.8        | 138.4        | 147.5        | 6.6%        | 3.7%        |
| Arts, Ent. & Rec.                                             | 14.8         | 19.8         | 20.3         | 21.5         | 19.5         | 21.5         | 27.0         | 27.0         | 26.8         | 28.4         | 6.1%        | 1.3%        |
| Retail**                                                      | 10.3         | 12.9         | 13.4         | 13.9         | 15.0         | 15.9         | 16.9         | 17.1         | 17.1         | 17.5         | 2.4%        | 0.9%        |
| Ground Tran.                                                  | 1.4          | 2.0          | 2.1          | 2.3          | 2.0          | 2.0          | 2.7          | 2.8          | 3.0          | 2.6          | -14.2%      | -0.9%       |
| Visitor Air Tran.                                             | 0.2          | 0.2          | 0.4          | 0.3          | 0.3          | 0.5          | 0.4          | 0.5          | 0.8          | 0.6          | -30.3%      | 10.0%       |
| Other Travel*                                                 | 1.0          | 1.4          | 1.3          | 1.6          | 1.4          | 1.3          | 1.6          | 1.6          | 1.4          | 1.6          | 20.8%       | 1.1%        |
| <b>TOTAL</b>                                                  | <b>79.5</b>  | <b>123.4</b> | <b>134.6</b> | <b>142.3</b> | <b>130.8</b> | <b>146.4</b> | <b>176.1</b> | <b>182.8</b> | <b>187.5</b> | <b>198.2</b> | <b>5.7%</b> | <b>3.0%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 3,330        | 3,710        | 3,930        | 4,000        | 3,450        | 3,790        | 4,360        | 4,410        | 4,440        | 4,530        | 2.0%        | 1.0%        |
| Arts, Ent. & Rec.                                             | 1,600        | 1,590        | 1,580        | 1,650        | 1,400        | 1,540        | 1,820        | 1,850        | 1,820        | 1,880        | 3.3%        | 0.9%        |
| Retail**                                                      | 570          | 550          | 550          | 550          | 560          | 570          | 570          | 560          | 530          | 530          | -1.0%       | -2.0%       |
| Ground Tran.                                                  | 60           | 50           | 50           | 50           | 50           | 50           | 60           | 50           | 50           | 50           | -13.4%      | -4.3%       |
| Visitor Air Tran.                                             | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | -29.9%      | 7.4%        |
| Other Travel*                                                 | 60           | 60           | 60           | 70           | 60           | 50           | 60           | 50           | 50           | 50           | 6.2%        | -2.3%       |
| <b>TOTAL</b>                                                  | <b>5,630</b> | <b>5,960</b> | <b>6,180</b> | <b>6,340</b> | <b>5,520</b> | <b>6,000</b> | <b>6,860</b> | <b>6,940</b> | <b>6,910</b> | <b>7,040</b> | <b>1.9%</b> | <b>0.6%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Local Tax Receipts                                            | 2.2          | 4.8          | 4.8          | 5.0          | 4.3          | 6.3          | 8.2          | 7.9          | 8.0          | 8.6          | 6.8%        | 1.1%        |
| State Tax Receipts                                            | 7.5          | 12.5         | 13.2         | 13.7         | 11.3         | 14.3         | 17.3         | 17.3         | 17.6         | 18.3         | 4.3%        | 1.5%        |
| <b>TOTAL</b>                                                  | <b>9.7</b>   | <b>17.3</b>  | <b>18.0</b>  | <b>18.7</b>  | <b>15.7</b>  | <b>20.6</b>  | <b>25.5</b>  | <b>25.2</b>  | <b>25.6</b>  | <b>26.9</b>  | <b>5.1%</b> | <b>1.4%</b> |

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# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$145       | \$287        | \$356        | \$704        | 2.5        | 2.0            |
| Private Home         | \$33        | \$102        | \$85         | \$262        | 2.6        | 3.1            |
| Other Overnight      | \$42        | \$149        | \$141        | \$496        | 3.3        | 3.5            |
| <b>All Overnight</b> | <b>\$75</b> | <b>\$196</b> | <b>\$199</b> | <b>\$513</b> | <b>2.7</b> | <b>2.6</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 2,351,100        | 2,288,010        | 2,427,000        | 918,090          | 918,050          | 971,980          |
| Private Home         | 1,992,680        | 1,996,450        | 2,000,320        | 792,960          | 778,830          | 780,340          |
| Other Overnight      | 1,290,780        | 1,291,600        | 1,261,300        | 405,920          | 385,450          | 376,830          |
| <b>All Overnight</b> | <b>5,634,570</b> | <b>5,576,060</b> | <b>5,688,630</b> | <b>2,116,970</b> | <b>2,082,330</b> | <b>2,129,140</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 1,134,520        | 1,097,080        | 1,157,190        | 445,020        | 442,980        | 466,690        |
| Private Home         | 621,490          | 649,190          | 650,440          | 247,380        | 253,320        | 253,810        |
| Other Overnight      | 365,220          | 364,580          | 356,540          | 115,300        | 109,260        | 106,970        |
| <b>All Overnight</b> | <b>2,121,230</b> | <b>2,110,840</b> | <b>2,164,180</b> | <b>807,700</b> | <b>805,560</b> | <b>827,470</b> |

# Mt. Hood & Columbia River Gorge

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$136,442 |
| 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             | \$734     |
| Visitor Shares                                                        |           |
| Travel Share of Total Employment                                      | 6%        |
| Overnight-Visitor Day Share of Resident Population*                   | 11%       |

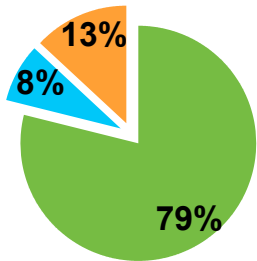
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

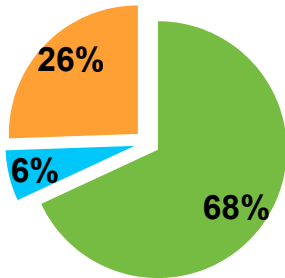
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 230.9 | 421.5 | 430.7 | 446.7 | 241.0 | 439.7 | 511.7 | 524.6 | 535.8 | 535.5 | ▼ -0.1%            | ▲ 3.9%   |
| Other                           | 11.1  | 15.5  | 17.1  | 17.6  | 13.1  | 14.5  | 20.7  | 24.2  | 24.8  | 23.1  | ▼ -6.7%            | ▲ 3.4%   |
| Visitor                         | 219.9 | 406.0 | 413.6 | 429.1 | 227.9 | 425.1 | 490.9 | 500.4 | 511.1 | 512.4 | ▲ 0.3%             | ▲ 3.9%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 61.2  | 124.6 | 132.6 | 148.7 | 126.6 | 151.1 | 185.7 | 197.2 | 201.1 | 205.2 | ▲ 2.1%             | ▲ 5.7%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 3,590 | 4,970 | 5,000 | 5,300 | 4,290 | 4,940 | 5,700 | 5,840 | 5,820 | 5,800 | ▼ -0.3%            | ▲ 2.2%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 7.7   | 19.2  | 19.7  | 20.8  | 16.4  | 24.5  | 27.4  | 27.8  | 28.5  | 28.6  | ▲ 0.0%             | ▲ 6.1%   |
| Local                           | 2.3   | 6.8   | 6.8   | 6.9   | 5.6   | 9.9   | 10.4  | 10.2  | 10.6  | 10.5  | ▼ -1.4%            | ▲ 7.2%   |
| State                           | 5.5   | 12.4  | 12.9  | 13.8  | 10.9  | 14.5  | 17.0  | 17.5  | 17.9  | 18.1  | ▲ 0.8%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient 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.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

# Mt. Hood & Columbia River Gorge

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.   | 4 Year Avg. |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25      | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |              |             |
| Destination Spending                                                   | 219.9        | 406.0        | 413.6        | 429.1        | 227.9        | 425.1        | 490.9        | 500.4        | 511.1        | 512.4        | 0.3%         | 1.1%        |
| Other Travel*                                                          | 11.1         | 15.5         | 17.1         | 17.6         | 13.1         | 14.5         | 20.7         | 24.2         | 24.8         | 23.1         | -6.7%        | 2.7%        |
| <b>TOTAL</b>                                                           | <b>230.9</b> | <b>421.5</b> | <b>430.7</b> | <b>446.7</b> | <b>241.0</b> | <b>439.7</b> | <b>511.7</b> | <b>524.6</b> | <b>535.8</b> | <b>535.5</b> | <b>-0.1%</b> | <b>1.1%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |              |             |
| Hotel, Motel, STVR                                                     | 80.7         | 199.7        | 202.5        | 209.9        | 121.4        | 238.3        | 259.5        | 261.3        | 270.9        | 269.1        | -0.7%        | 0.9%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 131.5        | 154.4        | 158.9        | 163.7        | 165.4        | 1.1%         | 1.7%        |
| STVR**                                                                 |              |              |              |              |              | 106.8        | 105.1        | 102.5        | 107.2        | 103.7        | -3.3%        | -0.3%       |
| Private Home                                                           | 25.9         | 39.3         | 40.3         | 41.5         | 28.8         | 36.6         | 41.6         | 42.2         | 42.0         | 44.1         | 5.1%         | 1.5%        |
| Campground                                                             | 14.3         | 21.8         | 22.7         | 23.6         | 17.9         | 14.5         | 16.9         | 18.0         | 16.2         | 16.4         | 1.1%         | -0.8%       |
| Second Home                                                            | 5.5          | 8.1          | 8.5          | 8.7          | 7.1          | 10.1         | 11.1         | 11.4         | 11.6         | 11.8         | 1.9%         | 1.6%        |
| Day Travel                                                             | 93.5         | 137.0        | 139.6        | 145.5        | 52.6         | 125.6        | 161.8        | 167.6        | 170.4        | 171.0        | 0.4%         | 1.4%        |
| <b>TOTAL</b>                                                           | <b>219.9</b> | <b>406.0</b> | <b>413.6</b> | <b>429.1</b> | <b>227.9</b> | <b>425.1</b> | <b>490.9</b> | <b>500.4</b> | <b>511.1</b> | <b>512.4</b> | <b>0.3%</b>  | <b>1.1%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |              |             |
| Accommodations                                                         | 35.4         | 102.0        | 102.3        | 105.0        | 74.0         | 145.4        | 152.9        | 149.5        | 155.3        | 153.7        | -1.0%        | 0.1%        |
| Food Service                                                           | 61.0         | 122.3        | 125.4        | 132.8        | 63.6         | 113.5        | 131.0        | 141.1        | 148.8        | 152.3        | 2.3%         | 3.8%        |
| Food Stores                                                            | 20.4         | 32.8         | 32.9         | 34.2         | 21.4         | 38.5         | 45.1         | 47.1         | 47.5         | 47.3         | -0.5%        | 1.2%        |
| Local Tran. & Gas                                                      | 20.9         | 38.9         | 43.5         | 44.3         | 21.7         | 41.6         | 54.7         | 52.2         | 48.8         | 48.1         | -1.4%        | -3.1%       |
| Arts, Ent. & Rec.                                                      | 34.9         | 49.7         | 49.7         | 51.3         | 18.1         | 27.9         | 40.0         | 43.2         | 43.8         | 44.7         | 2.1%         | 2.9%        |
| Retail Sales                                                           | 47.3         | 60.3         | 59.9         | 61.5         | 29.0         | 58.3         | 67.3         | 67.4         | 66.8         | 66.3         | -0.8%        | -0.4%       |
| <b>TOTAL</b>                                                           | <b>219.9</b> | <b>406.0</b> | <b>413.6</b> | <b>429.1</b> | <b>227.9</b> | <b>425.1</b> | <b>490.9</b> | <b>500.4</b> | <b>511.1</b> | <b>512.4</b> | <b>0.3%</b>  | <b>1.1%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Mt. Hood & Columbia River Gorge

## Direct Travel Impacts Detail

|                                                               | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|-------------|
|                                                               |       |       |       |       |       |       |       |       |       |       | 2024-25    | 2022-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 38.1  | 86.9  | 93.7  | 107.5 | 91.3  | 111.5 | 137.9 | 146.1 | 149.9 | 152.8 | 1.9%       | 2.6%        |
| Arts, Ent. & Rec.                                             | 10.3  | 18.1  | 18.5  | 19.8  | 14.9  | 16.4  | 21.1  | 22.3  | 21.2  | 23.3  | 9.7%       | 2.4%        |
| Retail**                                                      | 8.4   | 13.4  | 13.9  | 14.4  | 14.1  | 17.2  | 18.6  | 18.8  | 19.1  | 18.9  | -1.0%      | 0.4%        |
| Ground Tran.                                                  | 0.9   | 1.9   | 1.9   | 2.1   | 1.7   | 2.0   | 2.4   | 2.7   | 2.9   | 2.9   | 0.4%       | 4.8%        |
| Other Travel*                                                 | 3.5   | 4.3   | 4.6   | 4.9   | 4.6   | 3.9   | 5.6   | 7.4   | 8.0   | 7.3   | -8.2%      | 6.8%        |
| <b>TOTAL</b>                                                  | 61.2  | 124.6 | 132.6 | 148.7 | 126.6 | 151.1 | 185.7 | 197.2 | 201.1 | 205.2 | 2.1%       | 2.5%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 2,320 | 3,370 | 3,410 | 3,670 | 3,070 | 3,620 | 4,160 | 4,270 | 4,250 | 4,200 | -1.3%      | 0.2%        |
| Arts, Ent. & Rec.                                             | 700   | 950   | 940   | 970   | 630   | 660   | 860   | 900   | 890   | 960   | 7.5%       | 2.7%        |
| Retail**                                                      | 410   | 510   | 510   | 510   | 470   | 560   | 570   | 550   | 550   | 520   | -5.1%      | -2.1%       |
| Ground Tran.                                                  | 40    | 50    | 50    | 50    | 40    | 50    | 50    | 50    | 50    | 50    | 1.4%       | 1.3%        |
| Other Travel*                                                 | 110   | 90    | 100   | 100   | 70    | 50    | 70    | 70    | 70    | 70    | -2.6%      | 0.9%        |
| <b>TOTAL</b>                                                  | 3,590 | 4,970 | 5,000 | 5,300 | 4,290 | 4,940 | 5,700 | 5,840 | 5,820 | 5,800 | -0.3%      | 0.4%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |            |             |
| Local Tax Receipts                                            | 2.3   | 6.8   | 6.8   | 6.9   | 5.6   | 9.9   | 10.4  | 10.2  | 10.6  | 10.5  | -1.4%      | 0.3%        |
| State Tax Receipts                                            | 5.5   | 12.4  | 12.9  | 13.8  | 10.9  | 14.5  | 17.0  | 17.5  | 17.9  | 18.1  | 0.8%       | 1.5%        |
| <b>TOTAL</b>                                                  | 7.7   | 19.2  | 19.7  | 20.8  | 16.4  | 24.5  | 27.4  | 27.8  | 28.5  | 28.6  | 0.0%       | 1.1%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$237       | \$508        | \$547        | \$1,197      | 2.3        | 2.2            |
| Private Home         | \$36        | \$126        | \$86         | \$309        | 2.4        | 3.6            |
| Other Overnight      | \$40        | \$154        | \$131        | \$505        | 3.3        | 3.9            |
| <b>All Overnight</b> | <b>\$85</b> | <b>\$254</b> | <b>\$219</b> | <b>\$653</b> | <b>2.6</b> | <b>3.0</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 2,170,050        | 2,178,690        | 2,096,200        | 840,360          | 859,970          | 831,580          |
| Private Home         | 1,203,290        | 1,209,480        | 1,211,820        | 507,920          | 501,400          | 514,210          |
| Other Overnight      | 707,000          | 712,700          | 702,860          | 227,510          | 217,930          | 215,150          |
| <b>All Overnight</b> | <b>4,080,340</b> | <b>4,100,870</b> | <b>4,010,880</b> | <b>1,575,800</b> | <b>1,579,300</b> | <b>1,560,940</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 834,140          | 834,590          | 810,660          | 324,630        | 332,050        | 323,820        |
| Private Home         | 334,730          | 350,820          | 351,500          | 137,010        | 140,850        | 143,000        |
| Other Overnight      | 185,070          | 185,470          | 182,830          | 59,420         | 56,590         | 55,850         |
| <b>All Overnight</b> | <b>1,353,940</b> | <b>1,370,880</b> | <b>1,344,990</b> | <b>521,050</b> | <b>529,500</b> | <b>522,670</b> |



# County Impacts

2025

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.
- Estimates for 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 itself an estimate 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 the 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, 2025

|                 | Spending<br>(Millions) | Earnings<br>(Millions) | Employ.<br>(Jobs) | Local Tax<br>(000's) | State Tax<br>(000's) | Total Tax<br>(000's) |
|-----------------|------------------------|------------------------|-------------------|----------------------|----------------------|----------------------|
| Baker           | \$70.2                 | \$19.1                 | 780               | \$1,055              | \$2,012              | \$3,067              |
| Benton          | \$178.8                | \$50.5                 | 1,870             | \$3,662              | \$5,770              | \$9,433              |
| Clackamas       | \$704.2                | \$311.9                | 7,960             | \$6,112              | \$28,453             | \$34,565             |
| East Clackamas  | \$127.7                | \$58.7                 | 1,530             | \$1,056              | \$4,886              | \$5,942              |
| West Clackamas  | \$444.5                | \$214.5                | 5,410             | \$5,055              | \$19,025             | \$24,081             |
| South Clackamas | \$132.0                | \$38.7                 | 1,020             | \$0                  | \$4,542              | \$4,542              |
| Clatsop         | \$640.8                | \$289.7                | 7,520             | \$16,750             | \$22,315             | \$39,066             |
| Columbia        | \$50.6                 | \$20.4                 | 860               | \$166                | \$2,279              | \$2,445              |
| Coos            | \$358.5                | \$127.3                | 3,700             | \$4,482              | \$12,065             | \$16,547             |
| Crook           | \$57.3                 | \$23.7                 | 730               | \$409                | \$2,060              | \$2,469              |
| Curry           | \$221.3                | \$84.8                 | 2,370             | \$1,530              | \$6,662              | \$8,191              |
| Deschutes       | \$1,113.1              | \$377.6                | 8,930             | \$26,699             | \$34,333             | \$61,032             |
| Douglas         | \$323.2                | \$107.8                | 3,530             | \$2,237              | \$10,331             | \$12,568             |
| East Douglas    | \$251.6                | \$84.9                 | 2,780             | \$1,949              | \$8,346              | \$10,294             |
| West Douglas    | \$71.6                 | \$23.0                 | 750               | \$288                | \$1,985              | \$2,273              |
| Gilliam         | \$5.2                  | \$1.3                  | 50                | \$70                 | \$150                | \$220                |
| Grant           | \$15.9                 | \$3.7                  | 170               | \$232                | \$442                | \$674                |
| Harney          | \$28.8                 | \$11.3                 | 450               | \$483                | \$905                | \$1,388              |
| Hood River      | \$108.4                | \$40.0                 | 1,060             | \$2,505              | \$3,905              | \$6,410              |
| Jackson         | \$760.5                | \$213.3                | 5,700             | \$14,212             | \$20,450             | \$34,662             |
| Jefferson       | \$111.5                | \$28.5                 | 1,110             | \$2,014              | \$3,279              | \$5,292              |
| Josephine       | \$177.6                | \$64.0                 | 2,090             | \$2,082              | \$6,122              | \$8,204              |
| Klamath         | \$241.3                | \$81.8                 | 2,350             | \$3,243              | \$7,567              | \$10,809             |
| Lake            | \$21.8                 | \$4.9                  | 210               | \$233                | \$609                | \$842                |
| Lane            | \$1,389.4              | \$362.0                | 10,550            | \$21,089             | \$34,680             | \$55,770             |

# County

## Direct Travel Impacts, 2025

|                | Spending<br>(Millions) | Earnings<br>(Millions) | Employ.<br>(Jobs) | Local Tax<br>(000's) | State Tax<br>(000's) | Total Tax<br>(000's) |
|----------------|------------------------|------------------------|-------------------|----------------------|----------------------|----------------------|
| East Lane      | \$1,104.0              | \$280.7                | 8,130             | \$17,691             | \$27,732             | \$45,423             |
| West Lane      | \$285.4                | \$81.3                 | 2,420             | \$3,398              | \$6,948              | \$10,347             |
| Lincoln        | \$720.2                | \$291.6                | 7,710             | \$19,214             | \$25,086             | \$44,300             |
| Linn           | \$208.9                | \$65.5                 | 2,240             | \$2,876              | \$7,560              | \$10,436             |
| Malheur        | \$67.9                 | \$20.8                 | 680               | \$1,541              | \$2,150              | \$3,691              |
| Marion         | \$584.0                | \$165.0                | 5,070             | \$7,624              | \$19,514             | \$27,138             |
| Morrow         | \$18.6                 | \$6.2                  | 230               | \$224                | \$699                | \$923                |
| Multnomah      | \$4,251.1              | \$1,332.3              | 21,840            | \$123,461            | \$104,472            | \$227,933            |
| East Multnomah | \$205.1                | \$59.3                 | 1,690             | \$5,037              | \$5,686              | \$10,723             |
| West Multnomah | \$4,046.0              | \$1,273.0              | 20,140            | \$118,424            | \$98,786             | \$217,210            |
| Polk           | \$238.1                | \$96.4                 | 2,980             | \$130                | \$7,585              | \$7,715              |
| Sherman        | \$5.4                  | \$1.2                  | 40                | \$17                 | \$153                | \$169                |
| Tillamook      | \$300.6                | \$117.4                | 2,270             | \$7,646              | \$8,993              | \$16,639             |
| Umatilla       | \$250.6                | \$86.6                 | 3,050             | \$3,216              | \$8,247              | \$11,463             |
| Union          | \$58.5                 | \$22.3                 | 720               | \$1,031              | \$1,863              | \$2,894              |
| Wallowa        | \$39.8                 | \$24.4                 | 830               | \$658                | \$1,588              | \$2,246              |
| Wasco          | \$110.2                | \$54.4                 | 1,750             | \$1,869              | \$4,163              | \$6,032              |
| North Wasco    | \$94.3                 | \$47.2                 | 1,510             | \$1,869              | \$3,611              | \$5,480              |
| South Wasco    | \$15.9                 | \$7.1                  | 250               | \$0                  | \$553                | \$553                |
| Washington     | \$1,008.0              | \$379.3                | 9,430             | \$18,997             | \$37,379             | \$56,376             |
| Wheeler        | \$4.8                  | \$1.2                  | 50                | \$33                 | \$141                | \$174                |
| Yamhill        | \$190.9                | \$58.8                 | 2,020             | \$2,732              | \$6,535              | \$9,267              |

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



# County

## Overnight Visitor Volume, 2025

|                 | Nights    |           | Trips     |           |
|-----------------|-----------|-----------|-----------|-----------|
|                 | Person    | Party     | Person    | Party     |
| Baker           | 715,610   | 257,740   | 268,900   | 99,000    |
| Benton          | 1,665,240 | 646,070   | 738,360   | 289,100   |
| Clackamas       | 7,504,250 | 3,544,130 | 2,653,980 | 1,213,530 |
| Clatsop         | 3,295,140 | 1,231,990 | 1,350,510 | 516,050   |
| Columbia        | 714,440   | 319,020   | 239,270   | 106,670   |
| Coos            | 2,673,030 | 1,014,000 | 1,095,050 | 421,590   |
| Crook           | 717,120   | 258,790   | 300,200   | 110,890   |
| Curry           | 1,929,690 | 672,040   | 826,740   | 299,630   |
| Deschutes       | 8,017,300 | 3,097,720 | 2,915,680 | 1,118,840 |
| Douglas         | 2,713,260 | 989,780   | 1,038,660 | 386,420   |
| Gilliam/Sherman | 137,250   | 48,080    | 56,270    | 20,390    |
| Grant           | 225,980   | 80,710    | 93,620    | 34,240    |
| Harney          | 324,680   | 118,730   | 147,610   | 55,650    |
| Hood River      | 902,690   | 338,300   | 364,900   | 139,370   |
| Jackson         | 5,574,420 | 2,241,820 | 2,126,460 | 843,380   |
| Jefferson       | 1,468,690 | 495,630   | 589,740   | 206,180   |
| Josephine       | 2,037,000 | 764,370   | 760,360   | 288,930   |
| Klamath         | 3,038,260 | 1,049,490 | 1,096,450 | 387,710   |
| Lake            | 290,820   | 103,780   | 123,280   | 45,130    |
| Lane            | 9,144,050 | 3,670,050 | 3,470,850 | 1,371,970 |
| Lincoln         | 4,893,180 | 1,799,760 | 1,962,860 | 739,320   |
| Linn            | 2,190,210 | 832,400   | 935,660   | 360,410   |
| Malheur         | 742,400   | 287,850   | 353,610   | 138,950   |
| Marion          | 5,884,780 | 2,250,570 | 2,209,090 | 852,990   |
| Morrow          | 261,550   | 97,910    | 114,630   | 43,660    |

# County

## Overnight Visitor Volume, 2025

|            | Nights     |           | Trips     |           |
|------------|------------|-----------|-----------|-----------|
|            | Person     | Party     | Person    | Party     |
| Multnomah  | 12,771,120 | 6,209,330 | 5,087,760 | 2,388,500 |
| Polk       | 1,288,840  | 495,930   | 543,430   | 210,990   |
| Tillamook  | 2,347,460  | 793,720   | 863,620   | 294,180   |
| Umatilla   | 2,079,390  | 800,490   | 988,880   | 386,310   |
| Union      | 689,180    | 255,950   | 303,610   | 115,350   |
| Wallowa    | 427,000    | 153,160   | 186,140   | 68,720    |
| Wasco      | 1,021,720  | 371,960   | 455,810   | 170,660   |
| Washington | 9,242,540  | 4,590,080 | 3,395,220 | 1,633,380 |
| Wheeler    | 85,600     | 28,520    | 32,830    | 11,230    |
| Yamhill    | 1,972,360  | 764,040   | 871,980   | 341,040   |

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, 2025

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 |         |
| Baker      | 480.8                 | 19.1   | 4.0%    |  | 8,680             | 780    | 9.0%    |
| Benton     | 4,115.8               | 50.5   | 1.2%    |  | 54,700            | 1,870  | 3.4%    |
| Clackamas  | 19,051.5              | 311.9  | 1.6%    |  | 256,850           | 7,960  | 3.1%    |
| Clatsop    | 1,783.0               | 289.7  | 16.2%   |  | 27,210            | 7,520  | 27.7%   |
| Columbia   | 1,090.4               | 20.4   | 1.9%    |  | 19,340            | 860    | 4.5%    |
| Coos       | 2,186.2               | 127.3  | 5.8%    |  | 32,660            | 3,700  | 11.3%   |
| Crook      | 730.2                 | 23.7   | 3.2%    |  | 12,040            | 730    | 6.1%    |
| Curry      | 582.8                 | 84.8   | 14.6%   |  | 10,820            | 2,370  | 21.9%   |
| Deschutes  | 11,157.5              | 377.6  | 3.4%    |  | 146,220           | 8,930  | 6.1%    |
| Douglas    | 3,242.1               | 107.8  | 3.3%    |  | 54,120            | 3,530  | 6.5%    |
| Gilliam    | 129.3                 | 1.3    | 1.0%    |  | 1,550             | 50     | 3.5%    |
| Grant      | 218.1                 | 3.7    | 1.7%    |  | 3,700             | 170    | 4.5%    |
| Harney     | 264.4                 | 11.3   | 4.3%    |  | 4,320             | 450    | 10.3%   |
| Hood River | 1,200.2               | 40.0   | 3.3%    |  | 19,170            | 1,060  | 5.6%    |
| Jackson    | 8,778.3               | 213.3  | 2.4%    |  | 133,240           | 5,700  | 4.3%    |
| Jefferson  | 665.8                 | 28.5   | 4.3%    |  | 10,380            | 1,110  | 10.7%   |
| Josephine  | 2,779.0               | 64.0   | 2.3%    |  | 44,730            | 2,090  | 4.7%    |
| Klamath    | 2,142.5               | 81.8   | 3.8%    |  | 33,500            | 2,350  | 7.0%    |
| Lake       | 255.5                 | 4.9    | 1.9%    |  | 3,840             | 210    | 5.5%    |
| Lane       | 15,357.1              | 362.0  | 2.4%    |  | 220,300           | 10,550 | 4.8%    |
| Lincoln    | 1,683.2               | 291.6  | 17.3%   |  | 27,600            | 7,710  | 28.0%   |
| Linn       | 4,405.9               | 65.5   | 1.5%    |  | 66,540            | 2,240  | 3.4%    |
| Malheur    | 1,084.4               | 20.8   | 1.9%    |  | 18,390            | 680    | 3.7%    |

# County

## All Industry and Travel Earnings & Employment, 2025

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        | 18,004.7              | 165.0          | 0.9%        |  | 225,870           | 5,070          | 2.2%        |
| Morrow        | 853.1                 | 6.2            | 0.7%        |  | 9,030             | 230            | 2.6%        |
| Multnomah     | 58,126.5              | 1,332.3        | 2.3%        |  | 654,140           | 21,840         | 3.3%        |
| Polk          | 1,861.3               | 96.4           | 5.2%        |  | 33,990            | 2,980          | 8.8%        |
| Sherman       | 138.4                 | 1.2            | 0.9%        |  | 1,570             | 40             | 2.3%        |
| Tillamook     | 911.8                 | 117.4          | 12.9%       |  | 14,880            | 2,270          | 15.3%       |
| Umatilla      | 3,015.6               | 86.6           | 2.9%        |  | 42,840            | 3,050          | 7.1%        |
| Union         | 874.3                 | 22.3           | 2.5%        |  | 15,160            | 720            | 4.7%        |
| Wallowa       | 271.9                 | 24.4           | 9.0%        |  | 5,650             | 830            | 14.6%       |
| Wasco         | 1,023.7               | 54.4           | 5.3%        |  | 15,850            | 1,750          | 11.1%       |
| Washington    | 37,736.8              | 379.3          | 1.0%        |  | 405,510           | 9,430          | 2.3%        |
| Wheeler       | 31.6                  | 1.2            | 3.8%        |  | 890               | 50             | 5.5%        |
| Yamhill       | 3,610.2               | 58.8           | 1.6%        |  | 58,470            | 2,020          | 3.5%        |
| <b>Oregon</b> | <b>209,844.2</b>      | <b>4,947.2</b> | <b>2.4%</b> |  | <b>2,693,750</b>  | <b>122,920</b> | <b>4.6%</b> |

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

**Note:** 2025 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, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$87,561 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$28     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$5      |
| Local & State Tax Revenues Generated per County Household             | \$419    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 9%       |
| Overnight-Visitor Day Share of Resident Population*                   | 12%      |

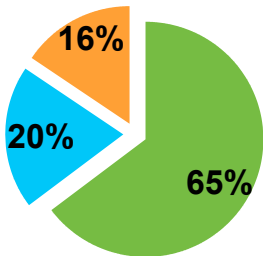
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

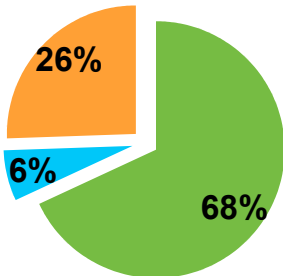
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 39.1 | 47.2 | 49.1 | 50.7 | 34.0 | 55.8 | 72.7 | 70.9 | 68.8 | 70.2 | ▲ 2.0%             | ▲ 2.7%   |
| Other                           | 1.4  | 2.0  | 2.3  | 2.4  | 1.1  | 2.1  | 3.0  | 2.8  | 2.5  | 2.4  | ▼ -1.5%            | ▲ 2.5%   |
| Visitor                         | 37.7 | 45.2 | 46.7 | 48.4 | 32.9 | 53.6 | 69.7 | 68.1 | 66.3 | 67.7 | ▲ 2.1%             | ▲ 2.7%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 10.3 | 15.0 | 15.6 | 16.5 | 15.8 | 16.1 | 19.3 | 18.9 | 19.2 | 19.1 | ▼ -0.7%            | ▲ 2.8%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 850  | 740  | 740  | 770  | 770  | 760  | 880  | 850  | 800  | 780  | ▼ -2.5%            | ▼ -0.4%  |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 1.3  | 2.0  | 2.1  | 2.2  | 1.9  | 2.5  | 3.1  | 3.0  | 3.1  | 3.1  | ▲ 0.3%             | ▲ 4.1%   |
| Local                           | 0.3  | 0.5  | 0.5  | 0.6  | 0.5  | 0.8  | 1.0  | 1.0  | 1.0  | 1.1  | ▲ 1.2%             | ▲ 6.1%   |
| State                           | 1.0  | 1.5  | 1.6  | 1.6  | 1.4  | 1.7  | 2.1  | 2.0  | 2.0  | 2.0  | ▼ -0.1%            | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Baker County

## Direct Spending Detail

|                                                                        | 2003        | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg. 4 Year Avg. |              |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|--------------|
|                                                                        |             |             |             |             |             |             |             |             |             |             | 2024-25                | 2022-25      |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |             |             |             |             |             |             |             |             |             |                        |              |
| Destination Spending                                                   | 37.7        | 45.2        | 46.7        | 48.4        | 32.9        | 53.6        | 69.7        | 68.1        | 66.3        | 67.7        | 2.1%                   | -0.7%        |
| Other Travel*                                                          | 1.4         | 2.0         | 2.3         | 2.4         | 1.1         | 2.1         | 3.0         | 2.8         | 2.5         | 2.4         | -1.5%                  | -5.1%        |
| <b>TOTAL</b>                                                           | <b>39.1</b> | <b>47.2</b> | <b>49.1</b> | <b>50.7</b> | <b>34.0</b> | <b>55.8</b> | <b>72.7</b> | <b>70.9</b> | <b>68.8</b> | <b>70.2</b> | <b>2.0%</b>            | <b>-0.9%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |             |             |             |             |             |             |             |             |             |                        |              |
| Hotel, Motel, STVR                                                     | 11.9        | 17.3        | 17.9        | 18.7        | 13.2        | 26.7        | 35.4        | 33.3        | 32.9        | 33.8        | 2.7%                   | -1.2%        |
| Hotel, Motel**                                                         |             |             |             |             |             | 23.8        | 30.7        | 28.1        | 27.0        | 26.7        | -1.0%                  | -3.4%        |
| STVR**                                                                 |             |             |             |             |             | 3.0         | 4.7         | 5.2         | 5.9         | 7.1         | 19.5%                  | 10.6%        |
| Private Home                                                           | 5.2         | 6.6         | 6.8         | 6.9         | 5.5         | 7.5         | 7.9         | 8.0         | 7.9         | 8.1         | 2.7%                   | 0.7%         |
| Campground                                                             | 6.0         | 6.5         | 6.7         | 7.0         | 5.9         | 6.9         | 7.6         | 7.9         | 7.2         | 7.0         | -2.7%                  | -2.1%        |
| Second Home                                                            | 2.4         | 3.1         | 3.2         | 3.3         | 2.8         | 2.8         | 3.1         | 3.2         | 3.2         | 3.3         | 2.1%                   | 1.5%         |
| Day Travel                                                             | 12.1        | 11.7        | 12.1        | 12.5        | 5.4         | 9.7         | 15.8        | 15.7        | 15.2        | 15.6        | 3.0%                   | -0.2%        |
| <b>TOTAL</b>                                                           | <b>37.7</b> | <b>45.2</b> | <b>46.7</b> | <b>48.4</b> | <b>32.9</b> | <b>53.6</b> | <b>69.7</b> | <b>68.1</b> | <b>66.3</b> | <b>67.7</b> | <b>2.1%</b>            | <b>-0.7%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |             |             |             |             |             |             |             |             |             |                        |              |
| Accommodations                                                         | 5.9         | 9.7         | 9.9         | 10.2        | 8.3         | 15.0        | 19.7        | 19.0        | 19.4        | 19.6        | 0.9%                   | -0.1%        |
| Food Service                                                           | 10.1        | 13.5        | 14.1        | 14.8        | 10.3        | 16.6        | 21.4        | 21.5        | 21.2        | 22.1        | 4.2%                   | 0.9%         |
| Food Stores                                                            | 4.8         | 5.5         | 5.6         | 5.7         | 4.0         | 5.4         | 6.8         | 7.0         | 6.7         | 6.8         | 2.0%                   | 0.1%         |
| Local Tran. & Gas                                                      | 3.6         | 4.4         | 5.0         | 5.1         | 2.9         | 5.5         | 7.8         | 6.9         | 6.0         | 6.0         | -0.3%                  | -6.5%        |
| Arts, Ent. & Rec.                                                      | 6.1         | 5.8         | 5.9         | 6.0         | 3.8         | 5.6         | 6.8         | 6.8         | 6.5         | 6.6         | 2.3%                   | -0.8%        |
| Retail Sales                                                           | 7.1         | 6.3         | 6.3         | 6.5         | 3.6         | 5.5         | 7.3         | 6.9         | 6.5         | 6.6         | 1.2%                   | -2.3%        |
| <b>TOTAL</b>                                                           | <b>37.7</b> | <b>45.2</b> | <b>46.7</b> | <b>48.4</b> | <b>32.9</b> | <b>53.6</b> | <b>69.7</b> | <b>68.1</b> | <b>66.3</b> | <b>67.7</b> | <b>2.1%</b>            | <b>-0.7%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Baker County

## Direct Travel Impact Detail

|                                                               | 2003 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|------------|-------------|
|                                                               |      |      |      |      |      |      |      |      |      |      | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |      |      |      |      |      |      |      |      |      |      |            |             |
| Accom. & Food Serv.                                           | 7    | 10   | 11   | 12   | 10   | 11   | 13   | 12   | 13   | 13   | -2.2%      | -0.3%       |
| Arts, Ent. & Rec.                                             | 2    | 2    | 2    | 3    | 3    | 3    | 4    | 4    | 4    | 4    | 4.4%       | -0.5%       |
| Retail**                                                      | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | -0.2%      | -0.4%       |
| Ground Tran.                                                  | 0.2  | 0.2  | 0.2  | 0.3  | 0.2  | 0.2  | 0.3  | 0.3  | 0.4  | 0.3  | -1.2%      | 0.9%        |
| Other Travel*                                                 | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | -1.7%      | -0.6%       |
| <b>TOTAL</b>                                                  | 10.3 | 15.0 | 15.6 | 16.5 | 15.8 | 16.1 | 19.3 | 18.9 | 19.2 | 19.1 | -0.7%      | -0.3%       |
| <b>Travel Industry Employment (Jobs)</b>                      |      |      |      |      |      |      |      |      |      |      |            |             |
| Accom. & Food Serv.                                           | 450  | 420  | 440  | 450  | 370  | 400  | 450  | 430  | 420  | 400  | -4.7%      | -2.9%       |
| Arts, Ent. & Rec.                                             | 290  | 220  | 210  | 220  | 290  | 250  | 330  | 320  | 290  | 290  | 0.5%       | -3.1%       |
| Retail**                                                      | 100  | 90   | 80   | 90   | 90   | 90   | 90   | 90   | 80   | 80   | -1.9%      | -2.8%       |
| Ground Tran.                                                  | 10   | 10   | 10   | 10   | 10   | 10   | 10   | 10   | 10   | 10   | -0.3%      | -2.5%       |
| Other Travel*                                                 | 10   | 10   | 10   | 10   | 10   | 10   | <10  | <10  | <10  | <10  | -3.9%      | -1.0%       |
| <b>TOTAL</b>                                                  | 850  | 740  | 740  | 770  | 770  | 760  | 880  | 850  | 800  | 780  | -2.5%      | -3.0%       |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |            |             |
| Local Tax Receipts                                            | 0.3  | 0.5  | 0.5  | 0.6  | 0.5  | 0.8  | 1    | 1    | 1    | 1    | 1.2%       | 0.5%        |
| State Tax Receipts                                            | 1.0  | 2    | 2    | 2    | 1    | 2    | 2    | 2    | 2    | 2    | -0.1%      | -1.0%       |
| <b>TOTAL</b>                                                  | 1.3  | 2.0  | 2.1  | 2.2  | 1.9  | 2.5  | 3.1  | 3.0  | 3.1  | 3.1  | 0.3%       | -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 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$175       | \$332        | \$429        | \$811        | 2.4        | 1.9            |
| Private Home         | \$38        | \$115        | \$98         | \$299        | 2.6        | 3.0            |
| Other Overnight      | \$43        | \$140        | \$141        | \$466        | 3.3        | 3.3            |
| <b>All Overnight</b> | <b>\$73</b> | <b>\$194</b> | <b>\$202</b> | <b>\$526</b> | <b>2.8</b> | <b>2.6</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights   |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 273,050        | 255,350        | 261,230        | 105,880        | 101,060        | 103,030        |
| Private Home         | 215,820        | 213,760        | 214,170        | 84,470         | 82,030         | 82,190         |
| Other Overnight      | 252,350        | 244,920        | 240,210        | 80,050         | 73,850         | 72,510         |
| <b>All Overnight</b> | <b>741,220</b> | <b>714,030</b> | <b>715,610</b> | <b>270,400</b> | <b>256,940</b> | <b>257,740</b> |

|                      | Person-Trips   |                |                | Party-Trips    |               |               |
|----------------------|----------------|----------------|----------------|----------------|---------------|---------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024          | 2025          |
| Hotel, Motel, STVR   | 134,500        | 123,670        | 125,340        | 52,500         | 49,420        | 49,960        |
| Private Home         | 68,060         | 70,280         | 70,420         | 26,640         | 26,970        | 27,030        |
| Other Overnight      | 77,460         | 74,620         | 73,140         | 24,500         | 22,440        | 22,020        |
| <b>All Overnight</b> | <b>280,020</b> | <b>268,570</b> | <b>268,900</b> | <b>103,650</b> | <b>98,840</b> | <b>99,000</b> |

# Benton County

## Direct Travel Impact Insights, 2025

### Visitor Spending Impacts

Amount of Visitor Spending That Supports 1 Job \$89,526

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 \$237

### Visitor Shares

Travel Share of Total Employment 3%

Overnight-Visitor Day Share of Resident Population\* 5%

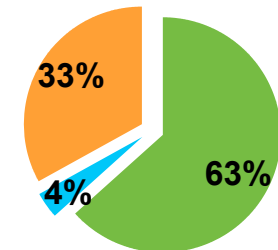
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

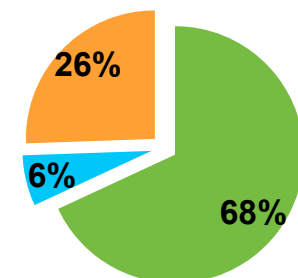
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 75.5  | 122.0 | 134.3 | 142.7 | 77.6  | 152.3 | 178.5 | 181.7 | 180.7 | 178.8 | ▼ -1.0%            | ▲ 4.0%   |
| Other                           | 9.3   | 14.5  | 15.2  | 15.7  | 8.1   | 13.4  | 19.0  | 18.1  | 16.7  | 16.5  | ▼ -1.0%            | ▲ 2.7%   |
| Visitor                         | 66.2  | 107.5 | 119.1 | 127.0 | 69.4  | 138.9 | 159.4 | 163.6 | 164.0 | 162.3 | ▼ -1.1%            | ▲ 4.2%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 19.7  | 35.8  | 38.3  | 40.6  | 32.3  | 35.8  | 47.5  | 50.1  | 50.2  | 50.5  | ▲ 0.6%             | ▲ 4.4%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 1,320 | 1,790 | 1,870 | 1,910 | 1,440 | 1,540 | 1,970 | 1,960 | 1,920 | 1,870 | ▼ -2.8%            | ▲ 1.6%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 3.0   | 6.1   | 6.6   | 7.4   | 5.1   | 7.6   | 9.2   | 9.5   | 9.7   | 9.4   | ▼ -2.9%            | ▲ 5.3%   |
| Local                           | 0.8   | 1.8   | 2.0   | 2.5   | 1.7   | 2.9   | 3.6   | 3.7   | 3.9   | 3.7   | ▼ -5.7%            | ▲ 7.3%   |
| State                           | 2.3   | 4.3   | 4.6   | 4.9   | 3.3   | 4.7   | 5.7   | 5.8   | 5.8   | 5.8   | ▼ -0.9%            | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Benton County

## Direct Spending Detail

|                                                                        | 2003        | 2017         | 2018         | 2019         | 2020        | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |             |              |              |              |             |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |              |              |              |             |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 66.2        | 107.5        | 119.1        | 127.0        | 69.4        | 138.9        | 159.4        | 163.6        | 164.0        | 162.3        | -1.1%                  | 0.4%        |
| Other Travel*                                                          | 9.3         | 14.5         | 15.2         | 15.7         | 8.1         | 13.4         | 19.0         | 18.1         | 16.7         | 16.5         | -1.0%                  | -3.5%       |
| <b>TOTAL</b>                                                           | <b>75.5</b> | <b>122.0</b> | <b>134.3</b> | <b>142.7</b> | <b>77.6</b> | <b>152.3</b> | <b>178.5</b> | <b>181.7</b> | <b>180.7</b> | <b>178.8</b> | <b>-1.0%</b>           | <b>0.0%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |              |              |              |             |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 22.1        | 46.1         | 53.0         | 58.3         | 28.5        | 62.9         | 77.0         | 79.3         | 79.8         | 76.6         | -4.1%                  | -0.1%       |
| Hotel, Motel**                                                         |             |              |              |              |             | 54.6         | 67.3         | 68.4         | 69.1         | 64.9         | -6.0%                  | -0.9%       |
| STVR**                                                                 |             |              |              |              |             | 8.4          | 9.7          | 10.9         | 10.8         | 11.7         | 8.3%                   | 4.6%        |
| Private Home                                                           | 20.3        | 29.2         | 31.2         | 31.9         | 21.8        | 35.9         | 38.3         | 38.9         | 39.0         | 40.0         | 2.5%                   | 1.1%        |
| Campground                                                             | 2.1         | 2.8          | 3.0          | 3.1          | 2.6         | 2.9          | 3.2          | 3.5          | 3.4          | 3.5          | 2.4%                   | 1.7%        |
| Second Home                                                            | 0.5         | 0.7          | 0.7          | 0.7          | 0.6         | 0.8          | 0.9          | 1.0          | 1.0          | 1.0          | 1.9%                   | 1.9%        |
| Day Travel                                                             | 21.2        | 28.6         | 31.2         | 33.0         | 15.9        | 36.3         | 40.0         | 41.0         | 40.8         | 41.2         | 1.1%                   | 0.8%        |
| <b>TOTAL</b>                                                           | <b>66.2</b> | <b>107.5</b> | <b>119.1</b> | <b>127.0</b> | <b>69.4</b> | <b>138.9</b> | <b>159.4</b> | <b>163.6</b> | <b>164.0</b> | <b>162.3</b> | <b>-1.1%</b>           | <b>0.4%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |              |              |              |             |              |              |              |              |              |                        |             |
| Accommodations                                                         | 9.6         | 22.5         | 25.3         | 27.4         | 16.7        | 32.0         | 39.3         | 41.2         | 43.0         | 40.7         | -5.4%                  | 0.9%        |
| Food Service                                                           | 18.4        | 33.3         | 37.1         | 40.3         | 20.1        | 41.7         | 46.2         | 48.8         | 49.9         | 50.8         | 1.7%                   | 2.4%        |
| Food Stores                                                            | 7.3         | 10.9         | 11.5         | 12.0         | 8.0         | 14.5         | 16.3         | 16.9         | 16.8         | 17.0         | 1.4%                   | 1.2%        |
| Local Tran. & Gas                                                      | 6.5         | 10.9         | 13.3         | 14.0         | 5.8         | 14.2         | 18.2         | 17.0         | 15.5         | 15.0         | -3.0%                  | -4.8%       |
| Arts, Ent. & Rec.                                                      | 10.9        | 13.8         | 14.9         | 15.6         | 8.5         | 16.1         | 17.0         | 17.6         | 17.4         | 17.6         | 0.8%                   | 0.8%        |
| Retail Sales                                                           | 13.6        | 16.0         | 17.0         | 17.7         | 10.3        | 20.5         | 22.4         | 22.1         | 21.4         | 21.3         | -0.6%                  | -1.3%       |
| <b>TOTAL</b>                                                           | <b>66.2</b> | <b>107.5</b> | <b>119.1</b> | <b>127.0</b> | <b>69.4</b> | <b>138.9</b> | <b>159.4</b> | <b>163.6</b> | <b>164.0</b> | <b>162.3</b> | <b>-1.1%</b>           | <b>0.4%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Benton County

## Direct Travel Impact Detail

|                                                               | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|-------------|
|                                                               |       |       |       |       |       |       |       |       |       |       | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 12    | 24    | 26    | 28    | 21    | 23    | 32    | 34    | 34    | 34    | 0.5%       | 1.6%        |
| Arts, Ent. & Rec.                                             | 4     | 6     | 5     | 6     | 4     | 5     | 7     | 7     | 7     | 7     | 2.8%       | 1.5%        |
| Retail**                                                      | 3     | 4     | 4     | 4     | 5     | 5     | 6     | 6     | 6     | 6     | 0.0%       | 0.4%        |
| Ground Tran.                                                  | 0.3   | 0.6   | 0.7   | 0.8   | 0.5   | 0.7   | 0.9   | 0.9   | 1.0   | 0.9   | -4.2%      | 2.5%        |
| Other Travel*                                                 | 1     | 2     | 1     | 2     | 1     | 1     | 2     | 2     | 2     | 2     | -3.5%      | 3.2%        |
| <b>TOTAL</b>                                                  | 19.7  | 35.8  | 38.3  | 40.6  | 32.3  | 35.8  | 47.5  | 50.1  | 50.2  | 50.5  | 0.6%       | 1.5%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 730   | 1,000 | 1,060 | 1,060 | 790   | 840   | 1,100 | 1,090 | 1,070 | 1,030 | -3.6%      | -1.7%       |
| Arts, Ent. & Rec.                                             | 350   | 530   | 560   | 590   | 410   | 440   | 600   | 600   | 590   | 580   | -1.9%      | -0.7%       |
| Retail**                                                      | 160   | 170   | 180   | 180   | 180   | 200   | 200   | 200   | 190   | 190   | -1.7%      | -1.8%       |
| Ground Tran.                                                  | 10    | 20    | 20    | 20    | 10    | 20    | 20    | 20    | 20    | 20    | -3.3%      | -1.0%       |
| Other Travel*                                                 | 70    | 70    | 50    | 60    | 50    | 50    | 60    | 60    | 60    | 60    | -0.5%      | 0.2%        |
| <b>TOTAL</b>                                                  | 1,320 | 1,790 | 1,870 | 1,910 | 1,440 | 1,540 | 1,970 | 1,960 | 1,920 | 1,870 | -2.6%      | -1.3%       |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |            |             |
| Local Tax Receipts                                            | 0.8   | 2     | 2     | 3     | 2     | 3     | 4     | 4     | 4     | 4     | -5.7%      | 0.8%        |
| State Tax Receipts                                            | 2     | 4     | 5     | 5     | 3     | 5     | 6     | 6     | 6     | 6     | -0.9%      | 0.4%        |
| <b>TOTAL</b>                                                  | 3.0   | 6.1   | 6.6   | 7.4   | 5.1   | 7.6   | 9.2   | 9.5   | 9.7   | 9.4   | -2.9%      | 0.6%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$162       | \$269        | \$397        | \$660        | 2.5        | 1.7            |
| Private Home         | \$40        | \$104        | \$104        | \$266        | 2.6        | 2.6            |
| Other Overnight      | \$49        | \$145        | \$164        | \$484        | 3.4        | 2.9            |
| <b>All Overnight</b> | <b>\$73</b> | <b>\$164</b> | <b>\$187</b> | <b>\$419</b> | <b>2.6</b> | <b>2.2</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights   |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 648,250          | 609,840          | 585,370          | 251,410        | 242,800        | 232,530        |
| Private Home         | 974,940          | 986,770          | 988,690          | 388,740        | 385,700        | 386,440        |
| Other Overnight      | 89,420           | 90,840           | 91,180           | 28,000         | 26,990         | 27,090         |
| <b>All Overnight</b> | <b>1,712,610</b> | <b>1,687,460</b> | <b>1,665,240</b> | <b>668,150</b> | <b>655,490</b> | <b>646,070</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 362,170        | 339,110        | 323,000        | 141,440        | 136,250        | 129,580        |
| Private Home         | 363,840        | 383,850        | 384,600        | 145,070        | 150,030        | 150,330        |
| Other Overnight      | 30,220         | 30,650         | 30,760         | 9,520          | 9,160          | 9,190          |
| <b>All Overnight</b> | <b>756,230</b> | <b>753,610</b> | <b>738,360</b> | <b>296,030</b> | <b>295,440</b> | <b>289,100</b> |

# Clackamas County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$79,953 |
| 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%       |

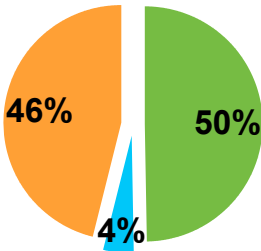
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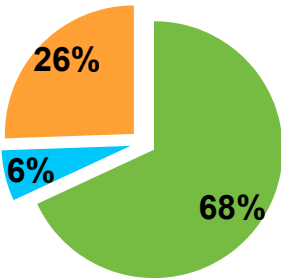
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 344.6 | 611.3 | 625.6 | 638.6 | 267.1 | 555.2 | 653.0 | 674.8 | 683.4 | 704.2 | ▲ 3.0%             | ▲ 3.3%   |
| Other                           | 38.1  | 80.6  | 88.2  | 89.9  | 49.1  | 69.7  | 98.1  | 98.0  | 93.2  | 93.0  | ▼ -0.2%            | ▲ 4.1%   |
| Visitor                         | 306.5 | 530.7 | 537.4 | 548.7 | 218.0 | 485.5 | 554.8 | 576.8 | 590.2 | 611.2 | ▲ 3.6%             | ▲ 3.2%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 88.5  | 175.0 | 189.7 | 225.7 | 175.9 | 218.2 | 285.3 | 298.9 | 297.0 | 311.9 | ▲ 5.0%             | ▲ 5.9%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 4,710 | 6,430 | 6,580 | 7,360 | 5,560 | 6,550 | 7,840 | 7,920 | 7,760 | 7,960 | ▲ 2.7%             | ▲ 2.4%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 11.3  | 26.2  | 26.9  | 28.8  | 18.3  | 26.1  | 32.2  | 33.2  | 33.6  | 34.6  | ▲ 2.8%             | ▲ 5.2%   |
| Local                           | 2.0   | 6.2   | 6.0   | 6.0   | 2.9   | 4.3   | 5.5   | 5.8   | 6.0   | 6.1   | ▲ 1.2%             | ▲ 5.1%   |
| State                           | 9.2   | 20.1  | 20.9  | 22.8  | 15.4  | 21.8  | 26.7  | 27.4  | 27.6  | 28.5  | ▲ 3.2%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Clackamas County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 306.5        | 530.7        | 537.4        | 548.7        | 218.0        | 485.5        | 554.8        | 576.8        | 590.2        | 611.2        | 3.6%                   | 2.4%        |
| Other Travel*                                                          | 38.1         | 80.6         | 88.2         | 89.9         | 49.1         | 69.7         | 98.1         | 98.0         | 93.2         | 93.0         | -0.2%                  | -1.3%       |
| <b>TOTAL</b>                                                           | <b>344.6</b> | <b>611.3</b> | <b>625.6</b> | <b>638.6</b> | <b>267.1</b> | <b>555.2</b> | <b>653.0</b> | <b>674.8</b> | <b>683.4</b> | <b>704.2</b> | <b>3.0%</b>            | <b>1.9%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 95.7         | 212.1        | 210.6        | 212.6        | 65.5         | 162.6        | 214.1        | 226.6        | 237.3        | 240.5        | 1.4%                   | 2.9%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 141.9        | 190.0        | 201.8        | 209.5        | 209.1        | -0.2%                  | 2.4%        |
| STVR**                                                                 |              |              |              |              |              | 20.7         | 24.1         | 24.8         | 27.8         | 31.4         | 12.9%                  | 6.8%        |
| Private Home                                                           | 113.4        | 175.3        | 180.9        | 186.0        | 86.7         | 186.4        | 204.6        | 209.4        | 211.4        | 222.9        | 5.4%                   | 2.2%        |
| Campground                                                             | 7.9          | 13.6         | 14.2         | 14.8         | 12.3         | 7.8          | 9.4          | 9.7          | 8.7          | 8.9          | 1.6%                   | -1.4%       |
| Second Home                                                            | 5.4          | 7.9          | 8.2          | 8.4          | 6.7          | 10.2         | 11.2         | 11.6         | 11.8         | 12.1         | 2.1%                   | 1.8%        |
| Day Travel                                                             | 84.2         | 121.7        | 123.6        | 126.9        | 46.8         | 118.6        | 115.5        | 119.5        | 120.9        | 126.8        | 4.9%                   | 2.4%        |
| <b>TOTAL</b>                                                           | <b>306.5</b> | <b>530.7</b> | <b>537.4</b> | <b>548.7</b> | <b>218.0</b> | <b>485.5</b> | <b>554.8</b> | <b>576.8</b> | <b>590.2</b> | <b>611.2</b> | <b>3.6%</b>            | <b>2.4%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |             |
| Accommodations                                                         | 41.7         | 106.2        | 103.9        | 103.8        | 44.2         | 87.3         | 110.3        | 113.9        | 119.5        | 120.4        | 0.8%                   | 2.2%        |
| Food Service                                                           | 89.3         | 173.1        | 177.2        | 184.8        | 70.4         | 163.8        | 176.6        | 190.1        | 199.5        | 210.8        | 5.7%                   | 4.5%        |
| Food Stores                                                            | 24.2         | 39.4         | 39.6         | 40.6         | 21.5         | 41.1         | 45.3         | 47.0         | 47.3         | 49.3         | 4.4%                   | 2.1%        |
| Local Tran. & Gas                                                      | 30.9         | 55.3         | 60.2         | 60.6         | 21.8         | 56.0         | 69.6         | 68.5         | 66.4         | 67.7         | 2.0%                   | -0.7%       |
| Arts, Ent. & Rec.                                                      | 41.3         | 56.6         | 56.9         | 57.8         | 16.8         | 36.2         | 50.6         | 55.0         | 56.8         | 59.1         | 4.0%                   | 4.0%        |
| Retail Sales                                                           | 79.0         | 100.0        | 99.5         | 100.9        | 43.3         | 101.2        | 102.5        | 102.3        | 100.7        | 103.8        | 3.0%                   | 0.3%        |
| <b>TOTAL</b>                                                           | <b>306.5</b> | <b>530.7</b> | <b>537.4</b> | <b>548.7</b> | <b>218.0</b> | <b>485.5</b> | <b>554.8</b> | <b>576.8</b> | <b>590.2</b> | <b>611.2</b> | <b>3.6%</b>            | <b>2.4%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Clackamas County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 54           | 113          | 126          | 159          | 124          | 160          | 211          | 221          | 218          | 229          | 5.0%        | 2.0%        |
| Arts, Ent. & Rec.                                             | 12           | 22           | 23           | 24           | 19           | 24           | 32           | 32           | 32           | 35           | 7.1%        | 2.3%        |
| Retail**                                                      | 12           | 19           | 20           | 20           | 17           | 19           | 21           | 21           | 21           | 22           | 4.1%        | 1.1%        |
| Ground Tran.                                                  | 3            | 6            | 6            | 7            | 4            | 5            | 6            | 7            | 8            | 8            | 3.6%        | 6.3%        |
| Other Travel*                                                 | 7            | 14           | 14           | 15           | 12           | 10           | 15           | 17           | 18           | 19           | 3.5%        | 5.2%        |
| <b>TOTAL</b>                                                  | <b>88.5</b>  | <b>175.0</b> | <b>189.7</b> | <b>225.7</b> | <b>175.9</b> | <b>218.2</b> | <b>285.3</b> | <b>298.9</b> | <b>297.0</b> | <b>311.9</b> | <b>5.0%</b> | <b>2.3%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 2,860        | 4,060        | 4,230        | 5,000        | 3,850        | 4,660        | 5,610        | 5,690        | 5,550        | 5,660        | 1.9%        | 0.2%        |
| Arts, Ent. & Rec.                                             | 920          | 1,220        | 1,210        | 1,190        | 840          | 1,010        | 1,230        | 1,240        | 1,220        | 1,310        | 7.2%        | 1.6%        |
| Retail**                                                      | 520          | 640          | 630          | 640          | 490          | 520          | 560          | 540          | 540          | 530          | -0.4%       | -1.0%       |
| Ground Tran.                                                  | 140          | 170          | 160          | 170          | 100          | 130          | 130          | 130          | 140          | 140          | 4.6%        | 2.6%        |
| Other Travel*                                                 | 260          | 340          | 350          | 360          | 300          | 240          | 320          | 320          | 310          | 320          | 3.7%        | -0.1%       |
| <b>TOTAL</b>                                                  | <b>4,710</b> | <b>6,430</b> | <b>6,580</b> | <b>7,360</b> | <b>5,560</b> | <b>6,550</b> | <b>7,840</b> | <b>7,920</b> | <b>7,760</b> | <b>7,960</b> | <b>2.6%</b> | <b>0.4%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Local Tax Receipts                                            | 2            | 6            | 6            | 6            | 3            | 4            | 6            | 6            | 6            | 6            | 1.2%        | 2.6%        |
| State Tax Receipts                                            | 9            | 20           | 21           | 23           | 15           | 22           | 27           | 27           | 28           | 28           | 3.2%        | 1.6%        |
| <b>TOTAL</b>                                                  | <b>11.3</b>  | <b>26.2</b>  | <b>26.9</b>  | <b>28.8</b>  | <b>18.3</b>  | <b>26.1</b>  | <b>32.2</b>  | <b>33.2</b>  | <b>33.6</b>  | <b>34.6</b>  | <b>2.8%</b> | <b>1.8%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$188       | \$372        | \$393        | \$808        | 2.1        | 2.1            |
| Private Home         | \$41        | \$126        | \$83         | \$267        | 2.0        | 3.2            |
| Other Overnight      | \$19        | \$65         | \$60         | \$203        | 3.1        | 3.4            |
| <b>All Overnight</b> | <b>\$65</b> | <b>\$183</b> | <b>\$137</b> | <b>\$399</b> | <b>2.1</b> | <b>2.9</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 1,543,650        | 1,539,440        | 1,517,550        | 680,090          | 703,080          | 694,880          |
| Private Home         | 5,400,340        | 5,434,600        | 5,445,120        | 2,638,400        | 2,606,830        | 2,674,720        |
| Other Overnight      | 533,580          | 545,810          | 541,580          | 180,560          | 175,700          | 174,530          |
| <b>All Overnight</b> | <b>7,477,580</b> | <b>7,519,840</b> | <b>7,504,250</b> | <b>3,499,050</b> | <b>3,485,610</b> | <b>3,544,130</b> |

|                      | Person-Trips     |                  |                  | Party-Trips      |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 746,710          | 741,180          | 727,750          | 322,670          | 331,570          | 326,340          |
| Private Home         | 1,680,510        | 1,762,670        | 1,766,080        | 798,860          | 821,600          | 835,800          |
| Other Overnight      | 158,760          | 161,500          | 160,150          | 53,470           | 51,760           | 51,390           |
| <b>All Overnight</b> | <b>2,585,980</b> | <b>2,665,350</b> | <b>2,653,980</b> | <b>1,175,000</b> | <b>1,204,930</b> | <b>1,213,530</b> |

# Clatsop County

## Direct Travel Impact Insights, 2025

### Visitor Spending Impacts

Amount of Visitor Spending That Supports 1 Job \$84,479

Employee & Proprietor Earnings Generated by \$100 in Visitor Spending \$46

Local & State Tax Revenues Generated by \$100 in Visitor Spending \$6

Local & State Tax Revenues Generated per County Household \$2,235

### Visitor Shares

Travel Share of Total Employment 28%

Overnight-Visitor Day Share of Resident Population\* 22%

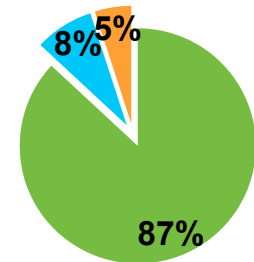
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

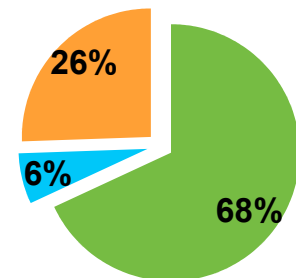
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 Share of Overnight Visitor Spending

#### Clatsop County



#### Oregon



Legend: Hotel, Motel, STVR (Green), Private Home (VFR) (Orange), Other Overnight (Blue)

Percentages may not sum to 100% due to rounding.

# Clatsop County

## Direct Travel Impact Summary

|                                 | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 317.6 | 561.1 | 582.9 | 601.3 | 482.0 | 499.2 | 609.6 | 624.5 | 630.5 | 640.8 | ▲ 1.6%             | ▲ 3.2%   |
| Other                           | 10.6  | 5.0   | 5.8   | 5.9   | 2.8   | 5.3   | 7.4   | 6.8   | 7.2   | 7.1   | ▼ -1.9%            | ▼ -1.8%  |
| Visitor                         | 307.0 | 556.1 | 577.2 | 595.5 | 479.3 | 493.9 | 602.2 | 617.7 | 623.3 | 633.7 | ▲ 1.7%             | ▲ 3.4%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 92.1  | 177.7 | 203.0 | 215.7 | 185.8 | 205.7 | 253.3 | 277.1 | 278.7 | 289.7 | ▲ 4.0%             | ▲ 5.3%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 4,760 | 6,210 | 6,620 | 6,830 | 5,790 | 6,230 | 7,300 | 7,650 | 7,600 | 7,520 | ▼ -1.0%            | ▲ 2.1%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 12.0  | 27.0  | 28.8  | 29.6  | 31.5  | 29.9  | 35.7  | 36.8  | 37.7  | 39.1  | ▲ 3.7%             | ▲ 5.5%   |
| Local                           | 4.9   | 11.1  | 11.5  | 11.6  | 14.4  | 12.4  | 15.3  | 15.3  | 16.0  | 16.8  | ▲ 4.8%             | ▲ 5.8%   |
| State                           | 7.1   | 15.9  | 17.3  | 18.0  | 17.0  | 17.5  | 20.4  | 21.5  | 21.7  | 22.3  | ▲ 2.9%             | ▲ 5.4%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Clatsop County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 307.0        | 556.1        | 577.2        | 595.5        | 479.3        | 493.9        | 602.2        | 617.7        | 623.3        | 633.7        | 1.7%                   | 1.3%        |
| Other Travel*                                                          | 10.6         | 5.0          | 5.8          | 5.9          | 2.8          | 5.3          | 7.4          | 6.8          | 7.2          | 7.1          | -1.9%                  | -1.0%       |
| <b>TOTAL</b>                                                           | <b>317.6</b> | <b>561.1</b> | <b>582.9</b> | <b>601.3</b> | <b>482.0</b> | <b>499.2</b> | <b>609.6</b> | <b>624.5</b> | <b>630.5</b> | <b>640.8</b> | <b>1.6%</b>            | <b>1.3%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 133.8        | 302.7        | 314.8        | 323.6        | 328.7        | 305.4        | 333.5        | 342.5        | 348.9        | 368.4        | 5.6%                   | 2.5%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 223.4        | 247.0        | 257.7        | 253.7        | 267.4        | 5.4%                   | 2.0%        |
| STVR**                                                                 |              |              |              |              |              | 82.0         | 86.5         | 84.7         | 95.3         | 101.0        | 6.0%                   | 3.9%        |
| Private Home                                                           | 11.4         | 15.8         | 16.5         | 17.0         | 19.3         | 19.8         | 20.1         | 20.2         | 20.2         | 20.7         | 2.6%                   | 0.7%        |
| Campground                                                             | 20.8         | 25.5         | 26.6         | 27.7         | 18.1         | 22.3         | 27.0         | 24.7         | 23.9         | 13.0         | -45.8%                 | -16.8%      |
| Second Home                                                            | 10.7         | 14.7         | 15.2         | 15.6         | 12.7         | 17.2         | 20.3         | 21.0         | 21.4         | 21.8         | 2.1%                   | 1.8%        |
| Day Travel                                                             | 130.2        | 197.4        | 204.1        | 211.6        | 100.4        | 129.2        | 201.3        | 209.3        | 208.9        | 209.9        | 0.5%                   | 1.1%        |
| <b>TOTAL</b>                                                           | <b>307.0</b> | <b>556.1</b> | <b>577.2</b> | <b>595.5</b> | <b>479.3</b> | <b>493.9</b> | <b>602.2</b> | <b>617.7</b> | <b>623.3</b> | <b>633.7</b> | <b>1.7%</b>            | <b>1.3%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |             |
| Accommodations                                                         | 65.8         | 146.8        | 151.5        | 153.8        | 193.6        | 191.7        | 198.7        | 197.9        | 207.0        | 216.7        | 4.7%                   | 2.2%        |
| Food Service                                                           | 85.3         | 177.1        | 184.7        | 194.8        | 125.6        | 125.0        | 175.7        | 189.5        | 192.3        | 194.9        | 1.3%                   | 2.6%        |
| Food Stores                                                            | 27.7         | 43.2         | 43.9         | 45.4         | 31.8         | 38.9         | 47.6         | 48.8         | 48.2         | 45.1         | -6.3%                  | -1.3%       |
| Local Tran. & Gas                                                      | 24.4         | 47.4         | 53.5         | 54.3         | 36.2         | 39.4         | 50.2         | 48.2         | 43.3         | 42.6         | -1.8%                  | -4.0%       |
| Arts, Ent. & Rec.                                                      | 46.8         | 66.8         | 68.2         | 70.0         | 42.3         | 43.2         | 61.6         | 64.7         | 66.6         | 70.0         | 5.1%                   | 3.3%        |
| Retail Sales                                                           | 56.9         | 74.7         | 75.5         | 77.2         | 49.7         | 55.7         | 68.4         | 68.5         | 65.8         | 64.4         | -2.2%                  | -1.5%       |
| <b>TOTAL</b>                                                           | <b>307.0</b> | <b>556.1</b> | <b>577.2</b> | <b>595.5</b> | <b>479.3</b> | <b>493.9</b> | <b>602.2</b> | <b>617.7</b> | <b>623.3</b> | <b>633.7</b> | <b>1.7%</b>            | <b>1.3%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Clatsop County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.   | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25      | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |              |             |
| Accom. & Food Serv.                                           | 62           | 136          | 158          | 169          | 137          | 151          | 193          | 215          | 216          | 230          | 6.6%         | 4.5%        |
| Arts, Ent. & Rec.                                             | 15           | 21           | 23           | 25           | 22           | 26           | 32           | 33           | 34           | 31           | -8.2%        | -0.9%       |
| Retail**                                                      | 11           | 17           | 18           | 19           | 23           | 26           | 26           | 26           | 26           | 26           | -1.3%        | -0.4%       |
| Ground Tran.                                                  | 1            | 3            | 3            | 3            | 3            | 2            | 2            | 3            | 3            | 3            | -2.6%        | 3.2%        |
| Other Travel*                                                 | 3            | 0.2          | 0.3          | 0.3          | 0.3          | 0.5          | 0.4          | 0.3          | 0.9          | 0.8          | -2.8%        | 23.7%       |
| <b>TOTAL</b>                                                  | <b>92.1</b>  | <b>177.7</b> | <b>203.0</b> | <b>215.7</b> | <b>185.8</b> | <b>205.7</b> | <b>253.3</b> | <b>277.1</b> | <b>278.7</b> | <b>289.7</b> | <b>4.0%</b>  | <b>3.4%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |              |             |
| Accom. & Food Serv.                                           | 3,310        | 4,630        | 4,980        | 5,190        | 4,150        | 4,460        | 5,400        | 5,820        | 5,800        | 5,850        | 0.9%         | 2.0%        |
| Arts, Ent. & Rec.                                             | 790          | 850          | 880          | 880          | 770          | 870          | 1,080        | 1,020        | 990          | 920          | -7.0%        | -4.0%       |
| Retail**                                                      | 540          | 660          | 680          | 680          | 770          | 830          | 760          | 750          | 740          | 690          | -7.2%        | -2.5%       |
| Ground Tran.                                                  | 50           | 70           | 70           | 70           | 80           | 50           | 50           | 50           | 50           | 50           | -1.7%        | -0.3%       |
| Other Travel*                                                 | 70           | 10           | 10           | 10           | 10           | 20           | 10           | 10           | 20           | 20           | -6.7%        | 11.1%       |
| <b>TOTAL</b>                                                  | <b>4,760</b> | <b>6,210</b> | <b>6,620</b> | <b>6,830</b> | <b>5,790</b> | <b>6,230</b> | <b>7,300</b> | <b>7,650</b> | <b>7,600</b> | <b>7,520</b> | <b>-1.1%</b> | <b>0.7%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |              |             |
| Local Tax Receipts                                            | 5            | 11           | 12           | 12           | 14           | 12           | 15           | 15           | 16           | 17           | 4.8%         | 2.2%        |
| State Tax Receipts                                            | 7            | 16           | 17           | 18           | 17           | 17           | 20           | 21           | 22           | 22           | 2.9%         | 2.3%        |
| <b>TOTAL</b>                                                  | <b>12.0</b>  | <b>27.0</b>  | <b>28.8</b>  | <b>29.6</b>  | <b>31.5</b>  | <b>29.9</b>  | <b>35.7</b>  | <b>36.8</b>  | <b>37.7</b>  | <b>39.1</b>  | <b>3.7%</b>  | <b>2.3%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person       |              | Party        |              | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|--------------|------------|----------------|
|                      | Day          | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$259        | \$490        | \$633        | \$1,197      | 2.4        | 1.9            |
| Private Home         | \$39         | \$120        | \$103        | \$313        | 2.6        | 3.0            |
| Other Overnight      | \$45         | \$153        | \$143        | \$483        | 3.2        | 3.4            |
| <b>All Overnight</b> | <b>\$129</b> | <b>\$314</b> | <b>\$344</b> | <b>\$821</b> | <b>2.7</b> | <b>2.4</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 2,079,950        | 1,978,230        | 2,001,700        | 800,030          | 777,290          | 786,600          |
| Private Home         | 524,530          | 523,770          | 524,790          | 205,300          | 201,010          | 201,400          |
| Other Overnight      | 918,730          | 943,950          | 768,660          | 301,480          | 294,020          | 243,980          |
| <b>All Overnight</b> | <b>3,523,210</b> | <b>3,445,960</b> | <b>3,295,140</b> | <b>1,306,810</b> | <b>1,272,320</b> | <b>1,231,990</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 996,240          | 939,310          | 950,780          | 386,490        | 373,290        | 377,880        |
| Private Home         | 165,400          | 172,220          | 172,550          | 64,740         | 66,090         | 66,220         |
| Other Overnight      | 276,020          | 282,200          | 227,180          | 90,300         | 87,660         | 71,950         |
| <b>All Overnight</b> | <b>1,437,660</b> | <b>1,393,730</b> | <b>1,350,510</b> | <b>541,530</b> | <b>527,040</b> | <b>516,050</b> |

# Columbia County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$52,357 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$45     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$6      |
| Local & State Tax Revenues Generated per County Household             | \$116    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 4%       |
| Overnight-Visitor Day Share of Resident Population*                   | 4%       |

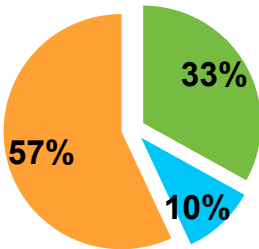
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

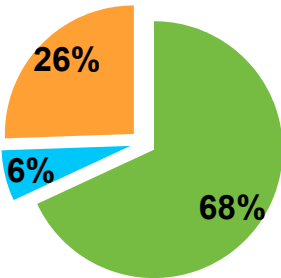
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 25.8 | 39.3 | 41.5 | 42.7 | 25.0 | 39.3 | 48.4 | 49.5 | 49.0 | 50.6 | ▲ 3.2%             | ▲ 3.1%   |
| Other                           | 4.0  | 6.6  | 7.6  | 7.7  | 3.6  | 6.8  | 9.5  | 8.9  | 8.0  | 7.9  | ▼ -1.5%            | ▲ 3.2%   |
| Visitor                         | 21.8 | 32.7 | 33.9 | 35.0 | 21.4 | 32.5 | 38.9 | 40.6 | 41.0 | 42.7 | ▲ 4.1%             | ▲ 3.1%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 5.8  | 12.9 | 13.8 | 14.5 | 12.5 | 14.2 | 17.7 | 19.7 | 19.8 | 20.4 | ▲ 3.0%             | ▲ 5.9%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 440  | 680  | 700  | 740  | 580  | 660  | 800  | 840  | 840  | 860  | ▲ 2.7%             | ▲ 3.2%   |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 0.9  | 1.8  | 1.9  | 1.9  | 1.4  | 1.9  | 2.2  | 2.4  | 2.4  | 2.4  | ▲ 1.9%             | ▲ 4.8%   |
| Local                           | 0.0  | 0.1  | 0.1  | 0.1  | 0.0  | 0.1  | 0.1  | 0.2  | 0.2  | 0.2  | ▲ 3.7%             | N/A      |
| State                           | 0.9  | 1.7  | 1.8  | 1.8  | 1.4  | 1.8  | 2.1  | 2.2  | 2.2  | 2.3  | ▲ 1.8%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Columbia County

## Direct Spending Detail

|                                                                        | 2003        | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|-------------|
|                                                                        |             |             |             |             |             |             |             |             |             |             | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |             |             |             |             |             |             |             |             |             |                        |             |
| Destination Spending                                                   | 21.8        | 32.7        | 33.9        | 35.0        | 21.4        | 32.5        | 38.9        | 40.6        | 41.0        | 42.7        | 4.1%                   | 2.3%        |
| Other Travel*                                                          | 4.0         | 6.6         | 7.6         | 7.7         | 3.6         | 6.8         | 9.5         | 8.9         | 8.0         | 7.9         | -1.5%                  | -4.6%       |
| <b>TOTAL</b>                                                           | <b>25.8</b> | <b>39.3</b> | <b>41.5</b> | <b>42.7</b> | <b>25.0</b> | <b>39.3</b> | <b>48.4</b> | <b>49.5</b> | <b>49.0</b> | <b>50.6</b> | <b>3.2%</b>            | <b>1.1%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |             |             |             |             |             |             |             |             |             |                        |             |
| Hotel, Motel, STVR                                                     | 4.0         | 5.2         | 5.3         | 5.5         | 5.6         | 6.0         | 8.2         | 8.8         | 9.1         | 9.8         | 7.6%                   | 4.4%        |
| Hotel, Motel**                                                         |             |             |             |             |             | 4.6         | 6.1         | 6.6         | 6.8         | 7.1         | 4.2%                   | 3.8%        |
| STVR**                                                                 |             |             |             |             |             | 1.4         | 2.2         | 2.1         | 2.3         | 2.7         | 17.6%                  | 5.8%        |
| Private Home                                                           | 8.8         | 13.1        | 13.7        | 14.1        | 8.6         | 14.4        | 15.9        | 16.3        | 16.4        | 16.8        | 2.7%                   | 1.3%        |
| Campground                                                             | 0.7         | 2.7         | 2.8         | 2.9         | 1.8         | 2.1         | 2.3         | 2.5         | 2.5         | 2.4         | -1.1%                  | 1.6%        |
| Second Home                                                            | 0.3         | 0.5         | 0.5         | 0.5         | 0.4         | 0.4         | 0.5         | 0.5         | 0.5         | 0.5         | 1.9%                   | 1.7%        |
| Day Travel                                                             | 8.0         | 11.2        | 11.6        | 12.0        | 5.0         | 9.6         | 12.0        | 12.5        | 12.6        | 13.2        | 4.6%                   | 2.4%        |
| <b>TOTAL</b>                                                           | <b>21.8</b> | <b>32.7</b> | <b>33.9</b> | <b>35.0</b> | <b>21.4</b> | <b>32.5</b> | <b>38.9</b> | <b>40.6</b> | <b>41.0</b> | <b>42.7</b> | <b>4.1%</b>            | <b>2.3%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |             |             |             |             |             |             |             |             |             |                        |             |
| Accommodations                                                         | 2.0         | 3.3         | 3.4         | 3.5         | 3.7         | 3.8         | 5.1         | 5.3         | 5.4         | 5.7         | 5.0%                   | 2.6%        |
| Food Service                                                           | 6.3         | 10.8        | 11.4        | 11.9        | 7.0         | 11.0        | 12.0        | 12.9        | 13.4        | 14.2        | 6.0%                   | 4.2%        |
| Food Stores                                                            | 3.6         | 5.8         | 5.9         | 6.1         | 3.9         | 6.2         | 6.9         | 7.2         | 7.2         | 7.4         | 3.0%                   | 1.9%        |
| Local Tran. & Gas                                                      | 2.0         | 3.2         | 3.6         | 3.6         | 2.1         | 3.8         | 4.6         | 4.4         | 4.2         | 4.2         | 1.4%                   | -2.1%       |
| Arts, Ent. & Rec.                                                      | 3.4         | 4.2         | 4.3         | 4.4         | 1.7         | 2.4         | 4.3         | 4.8         | 5.0         | 5.2         | 3.6%                   | 4.7%        |
| Retail Sales                                                           | 4.5         | 5.3         | 5.3         | 5.4         | 3.2         | 5.4         | 5.9         | 5.9         | 5.8         | 6.0         | 2.7%                   | 0.1%        |
| <b>TOTAL</b>                                                           | <b>21.8</b> | <b>32.7</b> | <b>33.9</b> | <b>35.0</b> | <b>21.4</b> | <b>32.5</b> | <b>38.9</b> | <b>40.6</b> | <b>41.0</b> | <b>42.7</b> | <b>4.1%</b>            | <b>2.3%</b> |

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\*\*Data prior to 2021 for these breakouts not available.

# Columbia County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                                                               |            |             |             |             |             |             |             |             |             |             | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |             |             |             |             |             |             |             |             |             |             |             |
| Accom. & Food Serv.                                           | 3          | 9           | 10          | 11          | 9           | 10          | 12          | 14          | 14          | 15          | 2.4%        | 4.3%        |
| Arts, Ent. & Rec.                                             | 1          | 1           | 1           | 1           | 0.9         | 0.9         | 2           | 2           | 2           | 2           | 9.3%        | 2.6%        |
| Retail**                                                      | 1          | 2           | 2           | 2           | 2           | 2           | 2           | 3           | 3           | 3           | 3.0%        | 2.0%        |
| Ground Tran.                                                  | 0.2        | 0.2         | 0.3         | 0.3         | 0.3         | 0.3         | 0.3         | 0.3         | 0.4         | 0.4         | -0.3%       | 5.6%        |
| Other Travel*                                                 | 0.2        | 0.3         | 0.4         | 0.4         | 0.4         | 0.5         | 1           | 1           | 1           | 1           | 3.5%        | 1.2%        |
| <b>TOTAL</b>                                                  | <b>5.8</b> | <b>12.9</b> | <b>13.8</b> | <b>14.5</b> | <b>12.5</b> | <b>14.2</b> | <b>17.7</b> | <b>19.7</b> | <b>19.8</b> | <b>20.4</b> | <b>3.0%</b> | <b>3.7%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |            |             |             |             |             |             |             |             |             |             |             |             |
| Accom. & Food Serv.                                           | 240        | 420         | 430         | 440         | 360         | 410         | 450         | 510         | 490         | 510         | 3.2%        | 3.3%        |
| Arts, Ent. & Rec.                                             | 120        | 170         | 170         | 190         | 130         | 140         | 210         | 200         | 210         | 220         | 3.2%        | 0.7%        |
| Retail**                                                      | 60         | 70          | 70          | 70          | 70          | 80          | 80          | 80          | 80          | 80          | -0.9%       | -1.1%       |
| Ground Tran.                                                  | 10         | 10          | 10          | 10          | 10          | 10          | 10          | 10          | 10          | 10          | 0.6%        | 2.0%        |
| Other Travel*                                                 | 20         | 20          | 20          | 20          | 20          | 20          | 50          | 40          | 50          | 50          | 2.6%        | 0.9%        |
| <b>TOTAL</b>                                                  | <b>440</b> | <b>680</b>  | <b>700</b>  | <b>740</b>  | <b>580</b>  | <b>660</b>  | <b>800</b>  | <b>840</b>  | <b>840</b>  | <b>860</b>  | <b>2.4%</b> | <b>1.8%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |             |             |             |             |             |             |             |             |             |             |             |
| Local Tax Receipts                                            |            | 0.1         | 0.1         | 0.1         | 0.0         | 0.1         | 0.1         | 0.2         | 0.2         | 0.2         | 3.7%        | 6.9%        |
| State Tax Receipts                                            | 0.9        | 2           | 2           | 2           | 1           | 2           | 2           | 2           | 2           | 2           | 1.8%        | 1.9%        |
| <b>TOTAL</b>                                                  | <b>0.9</b> | <b>1.8</b>  | <b>1.9</b>  | <b>1.9</b>  | <b>1.4</b>  | <b>1.9</b>  | <b>2.2</b>  | <b>2.4</b>  | <b>2.4</b>  | <b>2.4</b>  | <b>1.9%</b> | <b>2.2%</b> |

**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.

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### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party       |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|-------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day         | Trip         |            |                |
| Hotel, Motel, STVR   | \$169       | \$344        | \$400       | \$817        | 2.4        | 2.0            |
| Private Home         | \$30        | \$94         | \$64        | \$199        | 2.1        | 3.1            |
| Other Overnight      | \$41        | \$135        | \$130       | \$432        | 3.2        | 3.3            |
| <b>All Overnight</b> | <b>\$41</b> | <b>\$123</b> | <b>\$93</b> | <b>\$277</b> | <b>2.2</b> | <b>3.0</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights   |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 80,370         | 81,550         | 86,650         | 31,530         | 32,610         | 34,540         |
| Private Home         | 552,270        | 554,150        | 555,220        | 265,600        | 261,160        | 261,670        |
| Other Overnight      | 72,180         | 74,180         | 72,570         | 23,850         | 23,270         | 22,810         |
| <b>All Overnight</b> | <b>704,820</b> | <b>709,880</b> | <b>714,440</b> | <b>320,980</b> | <b>317,030</b> | <b>319,020</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 36,020         | 36,190         | 38,230         | 14,260         | 14,640         | 15,430         |
| Private Home         | 170,880        | 178,670        | 179,020        | 82,180         | 84,210         | 84,370         |
| Other Overnight      | 22,070         | 22,520         | 22,020         | 7,230          | 7,010          | 6,870          |
| <b>All Overnight</b> | <b>228,970</b> | <b>237,390</b> | <b>239,270</b> | <b>103,670</b> | <b>105,860</b> | <b>106,670</b> |

# Coos County

## Direct Travel Impact Insights, 2025

### Visitor Spending Impacts

Amount of Visitor Spending That Supports 1 Job \$94,472

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 \$597

### Visitor Shares

Travel Share of Total Employment 11%

Overnight-Visitor Day Share of Resident Population\* 11%

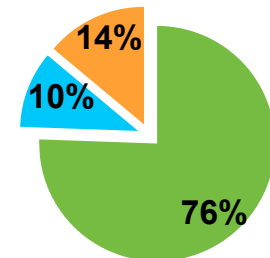
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

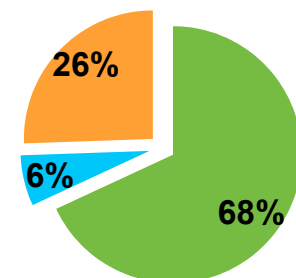
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 180.5 | 271.0 | 277.8 | 288.5 | 184.6 | 227.3 | 317.0 | 342.4 | 347.7 | 358.5 | ▲ 3.1%             | ▲ 3.2%   |
| Other                           | 8.9   | 9.8   | 11.1  | 11.3  | 5.3   | 9.4   | 13.7  | 13.1  | 12.4  | 13.0  | ▲ 4.9%             | ▲ 1.7%   |
| Visitor                         | 171.5 | 261.2 | 266.7 | 277.3 | 179.3 | 217.9 | 303.3 | 329.4 | 335.3 | 345.5 | ▲ 3.0%             | ▲ 3.2%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 48.3  | 79.2  | 84.4  | 90.0  | 82.9  | 92.3  | 110.9 | 117.9 | 121.9 | 127.3 | ▲ 4.4%             | ▲ 4.5%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 3,110 | 3,290 | 3,320 | 3,360 | 2,980 | 3,200 | 3,640 | 3,700 | 3,700 | 3,700 | ▲ 0.2%             | ▲ 0.8%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 5.7   | 10.1  | 11.7  | 12.3  | 10.8  | 12.7  | 15.6  | 15.7  | 16.2  | 16.5  | ▲ 2.2%             | ▲ 5.0%   |
| Local                           | 1.2   | 1.8   | 3.1   | 3.2   | 3.1   | 3.9   | 4.8   | 4.3   | 4.4   | 4.5   | ▲ 0.9%             | ▲ 6.2%   |
| State                           | 4.5   | 8.3   | 8.6   | 9.0   | 7.7   | 8.8   | 10.8  | 11.4  | 11.7  | 12.1  | ▲ 2.7%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Coos County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 171.5        | 261.2        | 266.7        | 277.3        | 179.3        | 217.9        | 303.3        | 329.4        | 335.3        | 345.5        | 3.0%                   | 3.3%        |
| Other Travel*                                                          | 8.9          | 9.8          | 11.1         | 11.3         | 5.3          | 9.4          | 13.7         | 13.1         | 12.4         | 13.0         | 4.9%                   | -1.3%       |
| <b>TOTAL</b>                                                           | <b>180.5</b> | <b>271.0</b> | <b>277.8</b> | <b>288.5</b> | <b>184.6</b> | <b>227.3</b> | <b>317.0</b> | <b>342.4</b> | <b>347.7</b> | <b>358.5</b> | <b>3.1%</b>            | <b>3.1%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 66.2         | 122.5        | 122.9        | 127.9        | 92.1         | 117.8        | 157.5        | 173.0        | 180.7        | 186.0        | 2.9%                   | 4.2%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 101.1        | 132.6        | 147.8        | 154.1        | 161.3        | 4.7%                   | 5.0%        |
| STVR**                                                                 |              |              |              |              |              | 16.7         | 24.9         | 25.2         | 26.6         | 24.6         | -7.4%                  | -0.2%       |
| Private Home                                                           | 22.7         | 27.9         | 29.0         | 29.9         | 31.8         | 30.0         | 32.1         | 32.2         | 32.2         | 34.4         | 7.1%                   | 1.8%        |
| Campground                                                             | 17.0         | 21.6         | 22.5         | 23.5         | 17.3         | 19.2         | 21.4         | 23.6         | 21.0         | 20.4         | -3.1%                  | -1.2%       |
| Second Home                                                            | 2.9          | 3.7          | 3.8          | 3.9          | 3.2          | 4.2          | 4.6          | 4.7          | 4.8          | 4.9          | 1.9%                   | 1.6%        |
| Day Travel                                                             | 62.8         | 85.6         | 88.4         | 92.2         | 34.9         | 46.7         | 87.7         | 95.8         | 96.6         | 99.8         | 3.4%                   | 3.3%        |
| <b>TOTAL</b>                                                           | <b>171.5</b> | <b>261.2</b> | <b>266.7</b> | <b>277.3</b> | <b>179.3</b> | <b>217.9</b> | <b>303.3</b> | <b>329.4</b> | <b>335.3</b> | <b>345.5</b> | <b>3.0%</b>            | <b>3.3%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |             |
| Accommodations                                                         | 33.3         | 61.5         | 59.1         | 60.8         | 53.8         | 69.7         | 92.9         | 98.9         | 103.7        | 104.1        | 0.4%                   | 2.9%        |
| Food Service                                                           | 43.8         | 77.7         | 80.8         | 85.8         | 48.2         | 55.4         | 77.8         | 89.0         | 93.2         | 97.9         | 5.1%                   | 5.9%        |
| Food Stores                                                            | 17.8         | 24.7         | 25.1         | 26.1         | 18.6         | 21.1         | 28.8         | 31.4         | 30.8         | 31.2         | 1.3%                   | 2.0%        |
| Local Tran. & Gas                                                      | 15.1         | 24.8         | 27.9         | 28.6         | 16.1         | 21.3         | 32.5         | 33.1         | 31.0         | 31.3         | 1.2%                   | -0.9%       |
| Arts, Ent. & Rec.                                                      | 33.3         | 40.6         | 41.4         | 42.8         | 21.9         | 24.9         | 35.9         | 39.8         | 39.8         | 41.2         | 3.4%                   | 3.5%        |
| Retail Sales                                                           | 25.2         | 28.9         | 29.1         | 30.0         | 19.1         | 21.8         | 30.6         | 32.2         | 31.6         | 32.0         | 1.5%                   | 1.2%        |
| Visitor Air Tran.                                                      | 3.1          | 3.1          | 3.2          | 3.3          | 1.5          | 3.7          | 4.8          | 5.0          | 5.3          | 7.7          | 45.6%                  | 12.3%       |
| <b>TOTAL</b>                                                           | <b>171.5</b> | <b>261.2</b> | <b>266.7</b> | <b>277.3</b> | <b>179.3</b> | <b>217.9</b> | <b>303.3</b> | <b>329.4</b> | <b>335.3</b> | <b>345.5</b> | <b>3.0%</b>            | <b>3.3%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Coos County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 30           | 51           | 56           | 60           | 54           | 60           | 74           | 80           | 83           | 90           | 8.2%        | 5.0%        |
| Arts, Ent. & Rec.                                             | 9            | 13           | 13           | 14           | 12           | 14           | 17           | 17           | 17           | 15           | -12.8%      | -3.6%       |
| Retail**                                                      | 6            | 8            | 8            | 8            | 10           | 11           | 11           | 12           | 12           | 12           | 1.9%        | 2.1%        |
| Ground Tran.                                                  | 0.7          | 1            | 1            | 1            | 1            | 1.0          | 1            | 2            | 2            | 2            | -8.9%       | 3.9%        |
| Visitor Air Tran.                                             | 1            | 4            | 4            | 4            | 4            | 4            | 4            | 5            | 5            | 5            | 10.4%       | 5.0%        |
| Other Travel*                                                 | 2            | 2            | 2            | 2            | 1            | 1            | 2            | 2            | 3            | 3            | 2.6%        | 7.0%        |
| <b>TOTAL</b>                                                  | <b>48.3</b>  | <b>79.2</b>  | <b>84.4</b>  | <b>90.0</b>  | <b>82.9</b>  | <b>92.3</b>  | <b>110.9</b> | <b>117.9</b> | <b>121.9</b> | <b>127.3</b> | <b>4.4%</b> | <b>3.5%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 1,820        | 2,000        | 2,030        | 2,110        | 1,820        | 1,950        | 2,210        | 2,320        | 2,340        | 2,370        | 1.3%        | 1.8%        |
| Arts, Ent. & Rec.                                             | 860          | 820          | 820          | 800          | 670          | 770          | 940          | 890          | 870          | 840          | -3.1%       | -2.9%       |
| Retail**                                                      | 290          | 330          | 320          | 310          | 360          | 360          | 360          | 370          | 360          | 360          | -0.3%       | -0.1%       |
| Ground Tran.                                                  | 30           | 30           | 30           | 40           | 30           | 20           | 30           | 30           | 30           | 30           | -8.1%       | 0.4%        |
| Visitor Air Tran.                                             | 40           | 60           | 60           | 60           | 60           | 60           | 50           | 50           | 50           | 60           | 10.9%       | 2.5%        |
| Other Travel*                                                 | 70           | 60           | 50           | 50           | 40           | 40           | 40           | 40           | 40           | 40           | 0.9%        | 1.8%        |
| <b>TOTAL</b>                                                  | <b>3,110</b> | <b>3,290</b> | <b>3,320</b> | <b>3,360</b> | <b>2,980</b> | <b>3,200</b> | <b>3,640</b> | <b>3,700</b> | <b>3,700</b> | <b>3,700</b> | <b>0.0%</b> | <b>0.4%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Local Tax Receipts                                            | 1            | 2            | 3            | 3            | 3            | 4            | 5            | 4            | 4            | 4            | 0.9%        | -1.6%       |
| State Tax Receipts                                            | 5            | 8            | 9            | 9            | 8            | 9            | 11           | 11           | 12           | 12           | 2.7%        | 2.8%        |
| <b>TOTAL</b>                                                  | <b>5.7</b>   | <b>10.1</b>  | <b>11.7</b>  | <b>12.3</b>  | <b>10.8</b>  | <b>12.7</b>  | <b>15.6</b>  | <b>15.7</b>  | <b>16.2</b>  | <b>16.5</b>  | <b>2.2%</b> | <b>1.5%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$165       | \$312        | \$401        | \$760        | 2.4        | 1.9            |
| Private Home         | \$42        | \$127        | \$106        | \$326        | 2.5        | 3.1            |
| Other Overnight      | \$47        | \$152        | \$157        | \$512        | 3.4        | 3.3            |
| <b>All Overnight</b> | <b>\$92</b> | <b>\$224</b> | <b>\$242</b> | <b>\$583</b> | <b>2.6</b> | <b>2.4</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 1,288,390        | 1,294,060        | 1,307,820        | 504,400          | 520,550          | 528,100          |
| Private Home         | 819,440          | 820,900          | 822,490          | 328,010          | 321,930          | 324,880          |
| Other Overnight      | 586,790          | 557,820          | 542,720          | 183,000          | 165,320          | 161,020          |
| <b>All Overnight</b> | <b>2,694,620</b> | <b>2,672,780</b> | <b>2,673,030</b> | <b>1,015,410</b> | <b>1,007,790</b> | <b>1,014,000</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 645,450          | 646,770          | 657,760          | 253,660        | 261,540        | 266,690        |
| Private Home         | 258,400          | 269,920          | 270,440          | 102,460        | 104,870        | 105,510        |
| Other Overnight      | 182,010          | 171,600          | 166,850          | 56,640         | 50,740         | 49,390         |
| <b>All Overnight</b> | <b>1,085,860</b> | <b>1,088,280</b> | <b>1,095,050</b> | <b>412,750</b> | <b>417,160</b> | <b>421,590</b> |

# Crook County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$74,487 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$44     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$5      |
| Local & State Tax Revenues Generated per County Household             | \$221    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 6%       |
| Overnight-Visitor Day Share of Resident Population*                   | 7%       |

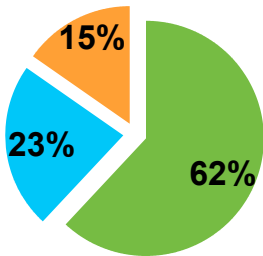
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

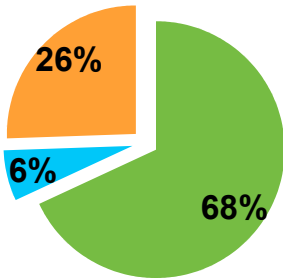
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 20.9 | 45.9 | 48.9 | 52.8 | 36.9 | 45.2 | 56.2 | 56.6 | 56.5 | 57.3 | ▲ 1.4%             | ▲ 4.7%   |
| Other                           | 1.8  | 2.9  | 3.5  | 3.5  | 1.7  | 3.3  | 4.7  | 4.4  | 4.0  | 4.0  | ▼ -1.5%            | ▲ 3.7%   |
| Visitor                         | 19.2 | 43.0 | 45.4 | 49.3 | 35.3 | 41.9 | 51.5 | 52.1 | 52.5 | 53.3 | ▲ 1.6%             | ▲ 4.8%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 5.6  | 13.8 | 15.6 | 16.7 | 15.7 | 17.1 | 19.7 | 20.4 | 22.7 | 23.7 | ▲ 4.1%             | ▲ 6.8%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 400  | 580  | 680  | 710  | 680  | 660  | 670  | 660  | 710  | 730  | ▲ 3.1%             | ▲ 2.7%   |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 0.8  | 1.7  | 1.8  | 2.0  | 1.7  | 2.0  | 2.3  | 2.3  | 2.4  | 2.5  | ▲ 1.6%             | ▲ 5.1%   |
| Local                           | 0.3  | 0.3  | 0.3  | 0.4  | 0.3  | 0.3  | 0.4  | 0.4  | 0.4  | 0.4  | ▲ 0.6%             | ▲ 2.3%   |
| State                           | 0.6  | 1.4  | 1.5  | 1.6  | 1.4  | 1.6  | 1.9  | 1.9  | 2.0  | 2.1  | ▲ 1.8%             | ▲ 6.0%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Crook County

## Direct Spending Detail

|                                                                        | 2003        | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|-------------|
|                                                                        |             |             |             |             |             |             |             |             |             |             | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |             |             |             |             |             |             |             |             |             |                        |             |
| Destination Spending                                                   | 19.2        | 43.0        | 45.4        | 49.3        | 35.3        | 41.9        | 51.5        | 52.1        | 52.5        | 53.3        | 1.6%                   | 0.9%        |
| Other Travel*                                                          | 1.8         | 2.9         | 3.5         | 3.5         | 1.7         | 3.3         | 4.7         | 4.4         | 4.0         | 4.0         | -1.5%                  | -3.9%       |
| <b>TOTAL</b>                                                           | <b>20.9</b> | <b>45.9</b> | <b>48.9</b> | <b>52.8</b> | <b>36.9</b> | <b>45.2</b> | <b>56.2</b> | <b>56.6</b> | <b>56.5</b> | <b>57.3</b> | <b>1.4%</b>            | <b>0.5%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |             |             |             |             |             |             |             |             |             |                        |             |
| Hotel, Motel, STVR                                                     | 3.8         | 20.4        | 21.8        | 24.4        | 19.2        | 21.4        | 26.5        | 25.7        | 26.2        | 26.6        | 1.8%                   | 0.2%        |
| Hotel, Motel**                                                         |             |             |             |             |             | 16.6        | 21.1        | 20.3        | 20.8        | 22.0        | 5.6%                   | 1.0%        |
| STVR**                                                                 |             |             |             |             |             | 4.7         | 5.3         | 5.4         | 5.3         | 4.7         | -12.9%                 | -3.4%       |
| Private Home                                                           | 3.2         | 4.7         | 5.0         | 5.2         | 4.2         | 5.6         | 6.1         | 6.3         | 6.4         | 6.5         | 2.6%                   | 1.7%        |
| Campground                                                             | 5.6         | 7.1         | 7.4         | 7.8         | 6.0         | 6.7         | 7.5         | 8.2         | 7.9         | 7.8         | -0.7%                  | 1.2%        |
| Second Home                                                            | 1.1         | 1.6         | 1.6         | 1.7         | 1.4         | 1.7         | 1.9         | 2.0         | 2.0         | 2.1         | 2.0%                   | 2.0%        |
| Day Travel                                                             | 5.4         | 9.2         | 9.7         | 10.2        | 4.4         | 6.5         | 9.6         | 10.0        | 10.1        | 10.3        | 2.1%                   | 1.8%        |
| <b>TOTAL</b>                                                           | <b>19.2</b> | <b>43.0</b> | <b>45.4</b> | <b>49.3</b> | <b>35.3</b> | <b>41.9</b> | <b>51.5</b> | <b>52.1</b> | <b>52.5</b> | <b>53.3</b> | <b>1.6%</b>            | <b>0.9%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |             |             |             |             |             |             |             |             |             |                        |             |
| Accommodations                                                         | 3.0         | 12.0        | 12.6        | 14.4        | 13.0        | 15.0        | 18.2        | 17.4        | 17.5        | 17.5        | 0.1%                   | -1.0%       |
| Food Service                                                           | 4.8         | 11.6        | 12.5        | 13.5        | 8.0         | 9.5         | 11.7        | 12.5        | 13.1        | 13.6        | 4.1%                   | 4.0%        |
| Food Stores                                                            | 3.5         | 5.5         | 5.7         | 6.0         | 4.5         | 5.5         | 6.6         | 7.1         | 7.1         | 7.1         | 0.4%                   | 1.7%        |
| Local Tran. & Gas                                                      | 1.5         | 3.0         | 3.5         | 3.6         | 2.2         | 3.1         | 4.2         | 4.0         | 3.8         | 3.8         | 0.2%                   | -2.4%       |
| Arts, Ent. & Rec.                                                      | 3.1         | 6.1         | 6.4         | 6.8         | 4.4         | 4.7         | 5.7         | 6.0         | 6.0         | 6.3         | 3.9%                   | 2.3%        |
| Retail Sales                                                           | 3.2         | 4.6         | 4.8         | 5.0         | 3.1         | 4.0         | 5.1         | 5.1         | 5.0         | 5.1         | 0.2%                   | -0.2%       |
| <b>TOTAL</b>                                                           | <b>19.2</b> | <b>43.0</b> | <b>45.4</b> | <b>49.3</b> | <b>35.3</b> | <b>41.9</b> | <b>51.5</b> | <b>52.1</b> | <b>52.5</b> | <b>53.3</b> | <b>1.6%</b>            | <b>0.9%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Crook County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                                                               |            |             |             |             |             |             |             |             |             |             | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |             |             |             |             |             |             |             |             |             |             |             |
| Accom. & Food Serv.                                           | 4          | 10          | 11          | 11          | 10          | 12          | 14          | 15          | 17          | 18          | 7.7%        | 5.9%        |
| Arts, Ent. & Rec.                                             | 0.9        | 2           | 3           | 4           | 3           | 3           | 3           | 2           | 3           | 3           | -11.6%      | 0.4%        |
| Retail**                                                      | 0.8        | 1           | 1           | 2           | 2           | 2           | 2           | 3           | 3           | 3           | 0.1%        | 1.7%        |
| Ground Tran.                                                  | 0.1        | 0.2         | 0.3         | 0.3         | 0.3         | 0.2         | 0.3         | 0.3         | 0.3         | 0.3         | -1.6%       | 4.1%        |
| Other Travel*                                                 | 0.1        | 0.1         | 0.2         | 0.2         | 0.2         | 0.2         | 0.3         | 0.4         | 0.4         | 0.3         | -1.7%       | 0.6%        |
| <b>TOTAL</b>                                                  | <b>5.6</b> | <b>13.8</b> | <b>15.6</b> | <b>16.7</b> | <b>15.7</b> | <b>17.1</b> | <b>19.7</b> | <b>20.4</b> | <b>22.7</b> | <b>23.7</b> | <b>4.1%</b> | <b>4.6%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |            |             |             |             |             |             |             |             |             |             |             |             |
| Accom. & Food Serv.                                           | 210        | 310         | 330         | 330         | 300         | 340         | 360         | 360         | 380         | 410         | 7.6%        | 3.1%        |
| Arts, Ent. & Rec.                                             | 140        | 200         | 270         | 310         | 290         | 230         | 210         | 180         | 230         | 220         | -1.7%       | 1.5%        |
| Retail**                                                      | 40         | 60          | 60          | 60          | 70          | 80          | 80          | 90          | 80          | 80          | -3.3%       | -0.9%       |
| Ground Tran.                                                  | <10        | 10          | 10          | 10          | 10          | <10         | 10          | 10          | 10          | 10          | -0.7%       | 0.6%        |
| Other Travel*                                                 | 10         | 10          | 10          | 10          | 10          | 10          | 20          | 10          | 10          | 10          | -1.7%       | -2.5%       |
| <b>TOTAL</b>                                                  | <b>400</b> | <b>580</b>  | <b>680</b>  | <b>710</b>  | <b>680</b>  | <b>660</b>  | <b>670</b>  | <b>660</b>  | <b>710</b>  | <b>730</b>  | <b>2.8%</b> | <b>2.2%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |             |             |             |             |             |             |             |             |             |             |             |
| Local Tax Receipts                                            | 0.3        | 0.3         | 0.3         | 0.4         | 0.3         | 0.3         | 0.4         | 0.4         | 0.4         | 0.4         | 0.6%        | -1.0%       |
| State Tax Receipts                                            | 0.6        | 1           | 2           | 2           | 1           | 2           | 2           | 2           | 2           | 2           | 1.8%        | 2.3%        |
| <b>TOTAL</b>                                                  | <b>0.8</b> | <b>1.7</b>  | <b>1.8</b>  | <b>2.0</b>  | <b>1.7</b>  | <b>2.0</b>  | <b>2.3</b>  | <b>2.3</b>  | <b>2.4</b>  | <b>2.5</b>  | <b>1.6%</b> | <b>1.7%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$162       | \$270        | \$399        | \$663        | 2.5        | 1.7            |
| Private Home         | \$24        | \$61         | \$61         | \$157        | 2.6        | 2.6            |
| Other Overnight      | \$39        | \$116        | \$132        | \$386        | 3.3        | 2.9            |
| <b>All Overnight</b> | <b>\$60</b> | <b>\$143</b> | <b>\$166</b> | <b>\$388</b> | <b>2.8</b> | <b>2.3</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights   |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 193,160        | 192,860        | 192,700        | 74,810         | 76,660         | 76,990         |
| Private Home         | 268,920        | 272,750        | 273,280        | 107,220        | 106,610        | 106,810        |
| Other Overnight      | 248,830        | 255,630        | 251,150        | 78,260         | 76,270         | 74,990         |
| <b>All Overnight</b> | <b>710,910</b> | <b>721,250</b> | <b>717,120</b> | <b>260,290</b> | <b>259,530</b> | <b>258,790</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 107,250        | 106,640        | 108,420        | 41,840         | 42,800         | 43,660         |
| Private Home         | 100,360        | 106,100        | 106,300        | 40,020         | 41,470         | 41,550         |
| Other Overnight      | 84,720         | 86,870         | 85,480         | 26,790         | 26,070         | 25,680         |
| <b>All Overnight</b> | <b>292,320</b> | <b>299,600</b> | <b>300,200</b> | <b>108,650</b> | <b>110,340</b> | <b>110,890</b> |

# Curry County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$92,129 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$39     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$4      |
| Local & State Tax Revenues Generated per County Household             | \$771    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 22%      |
| Overnight-Visitor Day Share of Resident Population*                   | 23%      |

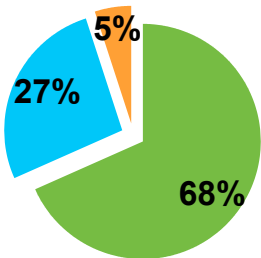
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

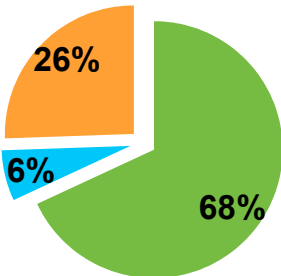
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 101.8 | 132.6 | 138.3 | 143.0 | 111.8 | 158.5 | 218.1 | 235.2 | 228.0 | 221.3 | ▼ -3.0%            | ▲ 3.6%   |
| Other                           | 1.9   | 2.9   | 3.3   | 3.4   | 1.6   | 3.0   | 4.2   | 3.8   | 3.4   | 3.3   | ▼ -1.5%            | ▲ 2.6%   |
| Visitor                         | 99.9  | 129.7 | 135.0 | 139.6 | 110.2 | 155.5 | 214.0 | 231.3 | 224.6 | 217.9 | ▼ -3.0%            | ▲ 3.6%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 33.0  | 51.2  | 54.4  | 57.8  | 56.6  | 62.8  | 70.4  | 80.2  | 78.8  | 84.8  | ▲ 7.7%             | ▲ 4.4%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 1,970 | 2,040 | 2,120 | 2,200 | 2,020 | 2,160 | 2,390 | 2,530 | 2,390 | 2,370 | ▼ -0.8%            | ▲ 0.8%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 2.8   | 4.6   | 4.8   | 5.0   | 5.1   | 6.3   | 7.7   | 8.3   | 8.1   | 8.2   | ▲ 0.7%             | ▲ 5.0%   |
| Local                           | 0.5   | 0.7   | 0.7   | 0.7   | 0.8   | 1.2   | 1.6   | 1.7   | 1.6   | 1.5   | ▼ -4.6%            | ▲ 5.6%   |
| State                           | 2.4   | 3.9   | 4.1   | 4.3   | 4.3   | 5.1   | 6.1   | 6.6   | 6.5   | 6.7   | ▲ 1.9%             | ▲ 4.8%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Curry County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 99.9         | 129.7        | 135.0        | 139.6        | 110.2        | 155.5        | 214.0        | 231.3        | 224.6        | 217.9        | -3.0%                  | 0.5%        |
| Other Travel*                                                          | 1.9          | 2.9          | 3.3          | 3.4          | 1.6          | 3.0          | 4.2          | 3.8          | 3.4          | 3.3          | -1.5%                  | -5.6%       |
| <b>TOTAL</b>                                                           | <b>101.8</b> | <b>132.6</b> | <b>138.3</b> | <b>143.0</b> | <b>111.8</b> | <b>158.5</b> | <b>218.1</b> | <b>235.2</b> | <b>228.0</b> | <b>221.3</b> | <b>-3.0%</b>           | <b>0.4%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 34.9         | 48.3         | 50.4         | 51.8         | 51.4         | 83.2         | 112.0        | 120.4        | 117.9        | 113.4        | -3.8%                  | 0.3%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 66.1         | 86.7         | 96.3         | 93.8         | 90.2         | -3.9%                  | 1.0%        |
| STVR**                                                                 |              |              |              |              |              | 17.1         | 25.3         | 24.1         | 24.1         | 23.2         | -3.5%                  | -2.1%       |
| Private Home                                                           | 5.5          | 7.3          | 7.6          | 7.8          | 8.0          | 8.0          | 8.3          | 8.3          | 8.1          | 8.3          | 2.5%                   | -0.2%       |
| Campground                                                             | 25.3         | 33.4         | 34.8         | 36.3         | 32.2         | 35.8         | 39.8         | 43.9         | 41.3         | 39.8         | -3.7%                  | 0.0%        |
| Second Home                                                            | 2.9          | 3.7          | 3.8          | 3.9          | 3.2          | 4.1          | 4.5          | 4.7          | 4.6          | 4.7          | 1.9%                   | 1.0%        |
| Day Travel                                                             | 31.4         | 37.0         | 38.4         | 39.9         | 15.5         | 24.4         | 49.3         | 54.0         | 52.7         | 51.8         | -1.9%                  | 1.2%        |
| <b>TOTAL</b>                                                           | <b>99.9</b>  | <b>129.7</b> | <b>135.0</b> | <b>139.6</b> | <b>110.2</b> | <b>155.5</b> | <b>214.0</b> | <b>231.3</b> | <b>224.6</b> | <b>217.9</b> | <b>-3.0%</b>           | <b>0.5%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |             |
| Accommodations                                                         | 20.2         | 29.0         | 29.8         | 30.4         | 35.9         | 55.1         | 72.4         | 75.7         | 73.5         | 70.1         | -4.6%                  | -0.8%       |
| Food Service                                                           | 25.6         | 38.3         | 40.2         | 42.4         | 27.8         | 37.9         | 53.3         | 60.9         | 61.5         | 61.1         | -0.7%                  | 3.5%        |
| Food Stores                                                            | 13.6         | 17.6         | 18.0         | 18.7         | 15.4         | 18.9         | 24.9         | 27.4         | 26.3         | 25.6         | -2.8%                  | 0.7%        |
| Local Tran. & Gas                                                      | 8.3          | 11.3         | 12.9         | 13.1         | 8.5          | 13.6         | 20.8         | 21.2         | 19.0         | 18.1         | -4.9%                  | -3.5%       |
| Arts, Ent. & Rec.                                                      | 15.5         | 16.6         | 17.0         | 17.5         | 11.4         | 14.5         | 19.5         | 21.7         | 21.0         | 20.6         | -1.9%                  | 1.5%        |
| Retail Sales                                                           | 16.8         | 16.8         | 17.1         | 17.5         | 11.2         | 15.5         | 23.1         | 24.5         | 23.3         | 22.4         | -3.5%                  | -0.8%       |
| <b>TOTAL</b>                                                           | <b>99.9</b>  | <b>129.7</b> | <b>135.0</b> | <b>139.6</b> | <b>110.2</b> | <b>155.5</b> | <b>214.0</b> | <b>231.3</b> | <b>224.6</b> | <b>217.9</b> | <b>-3.0%</b>           | <b>0.5%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Curry County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.   | 4 Year Avg.  |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25      | 2021-25      |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |              |              |
| Accom. & Food Serv.                                           | 23           | 41           | 44           | 47           | 44           | 50           | 56           | 65           | 63           | 69           | 9.6%         | 5.3%         |
| Arts, Ent. & Rec.                                             | 5            | 4            | 4            | 4            | 4            | 4            | 4            | 5            | 5            | 6            | 10.2%        | 7.3%         |
| Retail**                                                      | 4            | 5            | 5            | 6            | 7            | 8            | 9            | 9            | 9            | 9            | -4.3%        | 0.2%         |
| Ground Tran.                                                  | 0.4          | 0.5          | 0.5          | 0.6          | 0.6          | 0.6          | 0.8          | 1.0          | 1            | 0.9          | -6.6%        | 3.1%         |
| Other Travel*                                                 | 0.1          | 0.1          | 0.1          | 0.1          | 0.1          | 0.2          | 0.1          | 0.1          | 0.1          | 0.1          | -24.4%       | -6.6%        |
| <b>TOTAL</b>                                                  | <b>33.0</b>  | <b>51.2</b>  | <b>54.4</b>  | <b>57.8</b>  | <b>56.6</b>  | <b>62.8</b>  | <b>70.4</b>  | <b>80.2</b>  | <b>78.8</b>  | <b>84.8</b>  | <b>7.7%</b>  | <b>4.8%</b>  |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |              |              |
| Accom. & Food Serv.                                           | 1,260        | 1,420        | 1,450        | 1,510        | 1,330        | 1,490        | 1,680        | 1,800        | 1,690        | 1,680        | -0.2%        | 0.1%         |
| Arts, Ent. & Rec.                                             | 460          | 380          | 420          | 430          | 380          | 350          | 370          | 370          | 370          | 380          | 1.7%         | 0.3%         |
| Retail**                                                      | 230          | 220          | 230          | 230          | 290          | 300          | 320          | 330          | 310          | 290          | -6.5%        | -2.4%        |
| Ground Tran.                                                  | 20           | 10           | 10           | 10           | 20           | 10           | 20           | 20           | 20           | 20           | -5.7%        | -0.4%        |
| Other Travel*                                                 | 10           | 10           | 10           | 10           | 10           | 10           | <10          | <10          | <10          | <10          | -16.0%       | -8.6%        |
| <b>TOTAL</b>                                                  | <b>1,970</b> | <b>2,040</b> | <b>2,120</b> | <b>2,200</b> | <b>2,020</b> | <b>2,160</b> | <b>2,390</b> | <b>2,530</b> | <b>2,390</b> | <b>2,370</b> | <b>-0.8%</b> | <b>-0.2%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |              |              |
| Local Tax Receipts                                            | 0.5          | 0.7          | 0.7          | 0.7          | 0.8          | 1            | 2            | 2            | 2            | 2            | -4.6%        | -0.8%        |
| State Tax Receipts                                            | 2            | 4            | 4            | 4            | 4            | 5            | 6            | 7            | 7            | 7            | 1.9%         | 2.3%         |
| <b>TOTAL</b>                                                  | <b>2.8</b>   | <b>4.6</b>   | <b>4.8</b>   | <b>5.0</b>   | <b>5.1</b>   | <b>6.3</b>   | <b>7.7</b>   | <b>8.3</b>   | <b>8.1</b>   | <b>8.2</b>   | <b>0.7%</b>  | <b>1.7%</b>  |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$173       | \$287        | \$423        | \$704        | 2.5        | 1.7            |
| Private Home         | \$36        | \$93         | \$93         | \$239        | 2.6        | 2.6            |
| Other Overnight      | \$51        | \$157        | \$175        | \$537        | 3.4        | 3.1            |
| <b>All Overnight</b> | <b>\$86</b> | <b>\$201</b> | <b>\$247</b> | <b>\$555</b> | <b>2.9</b> | <b>2.2</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights   |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 916,100          | 877,470          | 830,510          | 353,770        | 347,570        | 329,150        |
| Private Home         | 232,440          | 227,230          | 227,670          | 92,680         | 88,820         | 88,990         |
| Other Overnight      | 922,050          | 912,760          | 871,510          | 283,250        | 265,680        | 253,900        |
| <b>All Overnight</b> | <b>2,070,580</b> | <b>2,017,460</b> | <b>1,929,690</b> | <b>729,700</b> | <b>702,070</b> | <b>672,040</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 502,270        | 479,470        | 454,650        | 195,590        | 191,980        | 182,100        |
| Private Home         | 86,740         | 88,390         | 88,560         | 34,590         | 34,550         | 34,620         |
| Other Overnight      | 301,030        | 296,460        | 283,530        | 92,780         | 86,600         | 82,910         |
| <b>All Overnight</b> | <b>890,040</b> | <b>864,320</b> | <b>826,740</b> | <b>322,960</b> | <b>313,120</b> | <b>299,630</b> |

# Deschutes County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$111,579 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$38      |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$6       |
| Local & State Tax Revenues Generated per County Household             | \$709     |
| Visitor Shares                                                        |           |
| Travel Share of Total Employment                                      | 6%        |
| Overnight-Visitor Day Share of Resident Population*                   | 10%       |

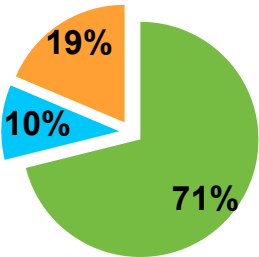
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

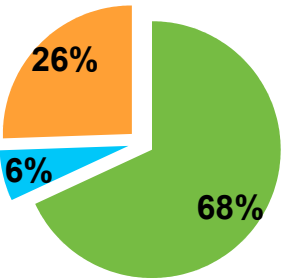
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022    | 2023    | 2024    | 2025    | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|---------|---------|---------|---------|--------------------|----------|
|                                 |       |       |       |       |       |       |         |         |         |         | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |         |         |         |         |                    |          |
| Total                           | 318.7 | 759.6 | 814.5 | 886.5 | 568.1 | 913.3 | 1,132.0 | 1,107.3 | 1,098.6 | 1,113.1 | ▲ 1.3%             | ▲ 5.8%   |
| Other                           | 29.6  | 80.4  | 94.9  | 97.2  | 43.1  | 82.3  | 133.2   | 128.5   | 133.0   | 133.2   | ▲ 0.2%             | ▲ 7.1%   |
| Visitor                         | 289.1 | 679.2 | 719.7 | 789.4 | 525.1 | 831.0 | 998.8   | 978.9   | 965.6   | 979.9   | ▲ 1.5%             | ▲ 5.7%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |         |         |         |         |                    |          |
| Earnings                        | 78.3  | 202.5 | 226.2 | 246.2 | 218.1 | 250.7 | 300.5   | 337.9   | 352.8   | 377.6   | ▲ 7.0%             | ▲ 7.4%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |         |         |         |         |                    |          |
| Employment                      | 4,180 | 7,110 | 7,560 | 7,870 | 6,600 | 7,230 | 8,040   | 8,570   | 8,670   | 8,930   | ▲ 2.9%             | ▲ 3.5%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |         |         |         |         |                    |          |
| Total                           | 13.8  | 35.3  | 37.5  | 41.9  | 36.8  | 49.0  | 56.9    | 58.7    | 59.3    | 61.0    | ▲ 2.9%             | ▲ 7.0%   |
| Local                           | 6.4   | 14.0  | 14.6  | 17.0  | 16.0  | 22.7  | 26.2    | 26.5    | 26.3    | 26.7    | ▲ 1.6%             | ▲ 6.7%   |
| State                           | 7.3   | 21.2  | 22.9  | 24.9  | 20.8  | 26.3  | 30.8    | 32.2    | 33.0    | 34.3    | ▲ 4.0%             | ▲ 7.3%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Deschutes County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022           | 2023           | 2024           | 2025           | YOY % Chg. 4 Year Avg. |              |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------|----------------|----------------|----------------|------------------------|--------------|
|                                                                        |              |              |              |              |              |              |                |                |                |                | 2024-25                | 2022-25      |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |                |                |                |                |                        |              |
| Destination Spending                                                   | 289.1        | 679.2        | 719.7        | 789.4        | 525.1        | 831.0        | 998.8          | 978.9          | 965.6          | 979.9          | 1.5%                   | -0.5%        |
| Other Travel*                                                          | 29.6         | 80.4         | 94.9         | 97.2         | 43.1         | 82.3         | 133.2          | 128.5          | 133.0          | 133.2          | 0.2%                   | 0.0%         |
| <b>TOTAL</b>                                                           | <b>318.7</b> | <b>759.6</b> | <b>814.5</b> | <b>886.5</b> | <b>568.1</b> | <b>913.3</b> | <b>1,132.0</b> | <b>1,107.3</b> | <b>1,098.6</b> | <b>1,113.1</b> | <b>1.3%</b>            | <b>-0.4%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |                |                |                |                |                        |              |
| Hotel, Motel, STVR                                                     | 141.8        | 401.8        | 426.0        | 480.2        | 322.1        | 541.5        | 639.8          | 611.7          | 599.3          | 605.7          | 1.1%                   | -1.4%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 301.1        | 391.4          | 370.6          | 372.4          | 376.4          | 1.1%                   | -1.0%        |
| STVR**                                                                 |              |              |              |              |              | 240.5        | 248.4          | 241.1          | 226.9          | 229.3          | 1.1%                   | -2.0%        |
| Private Home                                                           | 52.0         | 109.1        | 117.0        | 123.2        | 90.3         | 127.4        | 149.5          | 150.1          | 152.9          | 159.3          | 4.1%                   | 1.6%         |
| Campground                                                             | 20.7         | 27.6         | 28.8         | 30.1         | 30.8         | 34.2         | 38.2           | 42.0           | 39.9           | 39.1           | -1.9%                  | 0.6%         |
| Second Home                                                            | 22.4         | 39.0         | 40.4         | 41.4         | 33.8         | 40.6         | 44.5           | 46.0           | 47.1           | 48.0           | 1.9%                   | 1.9%         |
| Day Travel                                                             | 52.3         | 101.7        | 107.4        | 114.5        | 48.1         | 87.2         | 126.9          | 129.1          | 126.4          | 127.8          | 1.1%                   | 0.2%         |
| <b>TOTAL</b>                                                           | <b>289.1</b> | <b>679.2</b> | <b>719.7</b> | <b>789.4</b> | <b>525.1</b> | <b>831.0</b> | <b>998.8</b>   | <b>978.9</b>   | <b>965.6</b>   | <b>979.9</b>   | <b>1.5%</b>            | <b>-0.5%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |                |                |                |                |                        |              |
| Accommodations                                                         | 69.3         | 197.6        | 204.2        | 237.7        | 211.4        | 350.7        | 399.6          | 376.5          | 372.2          | 376.5          | 1.1%                   | -1.5%        |
| Food Service                                                           | 72.9         | 189.8        | 202.8        | 222.1        | 116.3        | 170.1        | 203.7          | 212.4          | 214.6          | 218.5          | 1.8%                   | 1.8%         |
| Food Stores                                                            | 26.8         | 50.8         | 52.4         | 55.4         | 43.8         | 67.8         | 80.6           | 83.8           | 81.2           | 81.4           | 0.3%                   | 0.3%         |
| Local Tran. & Gas                                                      | 22.9         | 54.1         | 62.7         | 66.1         | 34.5         | 57.7         | 77.9           | 72.0           | 64.9           | 63.5           | -2.2%                  | -5.0%        |
| Arts, Ent. & Rec.                                                      | 40.4         | 71.9         | 74.9         | 79.5         | 48.9         | 63.3         | 73.9           | 75.9           | 74.9           | 78.8           | 5.2%                   | 1.6%         |
| Retail Sales                                                           | 46.0         | 76.1         | 78.5         | 82.8         | 51.5         | 77.9         | 93.7           | 92.0           | 87.9           | 87.3           | -0.7%                  | -1.8%        |
| Visitor Air Tran.                                                      | 10.8         | 38.8         | 44.2         | 45.8         | 18.7         | 43.4         | 69.4           | 66.3           | 69.9           | 73.9           | 5.8%                   | 1.6%         |
| <b>TOTAL</b>                                                           | <b>289.1</b> | <b>679.2</b> | <b>719.7</b> | <b>789.4</b> | <b>525.1</b> | <b>831.0</b> | <b>998.8</b>   | <b>978.9</b>   | <b>965.6</b>   | <b>979.9</b>   | <b>1.5%</b>            | <b>-0.5%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Deschutes County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 53           | 149          | 166          | 182          | 156          | 183          | 227          | 256          | 267          | 289          | 8.0%        | 6.3%        |
| Arts, Ent. & Rec.                                             | 12           | 25           | 29           | 32           | 26           | 30           | 33           | 40           | 42           | 45           | 7.3%        | 8.2%        |
| Retail**                                                      | 9            | 19           | 20           | 21           | 25           | 28           | 29           | 29           | 30           | 29           | -0.9%       | 0.1%        |
| Ground Tran.                                                  | 1            | 3            | 3            | 4            | 3            | 3            | 4            | 4            | 4            | 5            | 14.9%       | 6.0%        |
| Visitor Air Tran.                                             | 0.4          | 1            | 1            | 1            | 1            | 1            | 1            | 1            | 1            | 2            | 10.7%       | 6.0%        |
| Other Travel*                                                 | 3            | 6            | 7            | 7            | 6            | 5            | 6            | 7            | 8            | 8            | -1.9%       | 4.4%        |
| <b>TOTAL</b>                                                  | <b>78.3</b>  | <b>202.5</b> | <b>226.2</b> | <b>246.2</b> | <b>218.1</b> | <b>250.7</b> | <b>300.5</b> | <b>337.9</b> | <b>352.8</b> | <b>377.6</b> | <b>7.0%</b> | <b>5.9%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 2,780        | 5,030        | 5,310        | 5,520        | 4,550        | 5,070        | 5,790        | 6,200        | 6,250        | 6,490        | 3.8%        | 2.9%        |
| Arts, Ent. & Rec.                                             | 740          | 1,140        | 1,260        | 1,350        | 1,020        | 1,130        | 1,250        | 1,370        | 1,420        | 1,450        | 1.9%        | 3.8%        |
| Retail**                                                      | 460          | 660          | 690          | 700          | 770          | 800          | 760          | 760          | 750          | 730          | -3.2%       | -1.1%       |
| Ground Tran.                                                  | 50           | 80           | 80           | 90           | 70           | 80           | 80           | 80           | 80           | 90           | 16.0%       | 2.4%        |
| Visitor Air Tran.                                             | 20           | 30           | 30           | 30           | 30           | 30           | 30           | 30           | 30           | 30           | 11.2%       | 3.5%        |
| Other Travel*                                                 | 120          | 170          | 190          | 190          | 160          | 130          | 140          | 140          | 150          | 140          | -1.3%       | 1.6%        |
| <b>TOTAL</b>                                                  | <b>4,180</b> | <b>7,110</b> | <b>7,560</b> | <b>7,870</b> | <b>6,600</b> | <b>7,230</b> | <b>8,040</b> | <b>8,570</b> | <b>8,670</b> | <b>8,930</b> | <b>3.0%</b> | <b>2.7%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Local Tax Receipts                                            | 6            | 14           | 15           | 17           | 16           | 23           | 26           | 27           | 26           | 27           | 1.6%        | 0.5%        |
| State Tax Receipts                                            | 7            | 21           | 23           | 25           | 21           | 26           | 31           | 32           | 33           | 34           | 4.0%        | 2.8%        |
| <b>TOTAL</b>                                                  | <b>13.8</b>  | <b>35.3</b>  | <b>37.5</b>  | <b>41.9</b>  | <b>36.8</b>  | <b>49.0</b>  | <b>56.9</b>  | <b>58.7</b>  | <b>59.3</b>  | <b>61.0</b>  | <b>2.9%</b> | <b>1.8%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person       |              | Party        |              | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|--------------|------------|----------------|
|                      | Day          | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$373        | \$705        | \$851        | \$1,649      | 2.3        | 1.9            |
| Private Home         | \$59         | \$179        | \$136        | \$435        | 2.3        | 3.2            |
| Other Overnight      | \$40         | \$133        | \$127        | \$427        | 3.2        | 3.4            |
| <b>All Overnight</b> | <b>\$106</b> | <b>\$292</b> | <b>\$275</b> | <b>\$762</b> | <b>2.6</b> | <b>2.8</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 3,609,690        | 3,260,640        | 3,120,040        | 1,391,250        | 1,289,660        | 1,239,830        |
| Private Home         | 2,660,950        | 2,699,510        | 2,704,740        | 1,162,910        | 1,159,110        | 1,172,980        |
| Other Overnight      | 2,139,020        | 2,222,960        | 2,192,520        | 702,730          | 693,490          | 684,910          |
| <b>All Overnight</b> | <b>8,409,660</b> | <b>8,183,110</b> | <b>8,017,300</b> | <b>3,256,890</b> | <b>3,142,260</b> | <b>3,097,720</b> |

|                      | Person-Trips     |                  |                  | Party-Trips      |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 1,573,270        | 1,434,420        | 1,372,030        | 609,810          | 571,390          | 548,480          |
| Private Home         | 839,090          | 887,610          | 889,330          | 350,440          | 363,640          | 366,510          |
| Other Overnight      | 642,140          | 663,940          | 654,320          | 210,330          | 206,560          | 203,850          |
| <b>All Overnight</b> | <b>3,054,500</b> | <b>2,985,980</b> | <b>2,915,680</b> | <b>1,170,580</b> | <b>1,141,590</b> | <b>1,118,840</b> |

# Douglas County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$87,664 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$35     |
| 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%       |

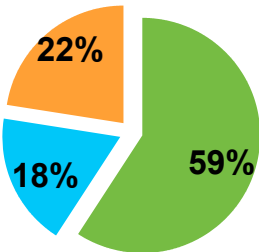
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

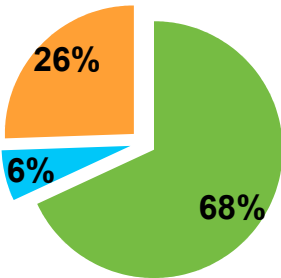
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 185.7 | 237.5 | 245.7 | 252.6 | 171.7 | 252.2 | 314.4 | 319.0 | 314.9 | 323.2 | ▲ 2.7%             | ▲ 2.6%   |
| Other                           | 9.6   | 13.9  | 16.0  | 16.2  | 7.6   | 14.3  | 19.9  | 18.5  | 16.6  | 16.3  | ▼ -1.5%            | ▲ 2.4%   |
| Visitor                         | 176.1 | 223.6 | 229.7 | 236.4 | 164.1 | 237.9 | 294.5 | 300.4 | 298.3 | 306.9 | ▲ 2.9%             | ▲ 2.6%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 49.8  | 70.4  | 72.8  | 76.9  | 74.9  | 83.4  | 96.4  | 100.7 | 104.2 | 107.8 | ▲ 3.5%             | ▲ 3.6%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 3,280 | 3,160 | 3,140 | 3,180 | 2,970 | 3,180 | 3,490 | 3,550 | 3,500 | 3,530 | ▲ 0.8%             | ▲ 0.3%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 5.7   | 8.8   | 9.0   | 9.3   | 8.7   | 10.7  | 12.1  | 12.1  | 12.3  | 12.6  | ▲ 2.4%             | ▲ 3.7%   |
| Local                           | 0.9   | 1.4   | 1.4   | 1.5   | 1.7   | 2.2   | 2.3   | 2.2   | 2.2   | 2.2   | ▲ 3.2%             | ▲ 4.1%   |
| State                           | 4.7   | 7.4   | 7.6   | 7.9   | 7.0   | 8.5   | 9.8   | 9.9   | 10.1  | 10.3  | ▲ 2.3%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Douglas County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 176.1        | 223.6        | 229.7        | 236.4        | 164.1        | 237.9        | 294.5        | 300.4        | 298.3        | 306.9        | 2.9%                   | 1.0%        |
| Other Travel*                                                          | 9.6          | 13.9         | 16.0         | 16.2         | 7.6          | 14.3         | 19.9         | 18.5         | 16.6         | 16.3         | -1.5%                  | -4.8%       |
| <b>TOTAL</b>                                                           | <b>185.7</b> | <b>237.5</b> | <b>245.7</b> | <b>252.6</b> | <b>171.7</b> | <b>252.2</b> | <b>314.4</b> | <b>319.0</b> | <b>314.9</b> | <b>323.2</b> | <b>2.7%</b>            | <b>0.7%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 51.9         | 68.6         | 67.6         | 69.6         | 68.8         | 96.0         | 106.7        | 104.4        | 105.0        | 109.2        | 4.0%                   | 0.6%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 89.6         | 98.0         | 94.9         | 94.0         | 97.3         | 3.5%                   | -0.2%       |
| STVR**                                                                 |              |              |              |              |              | 6.5          | 8.7          | 9.4          | 11.0         | 11.9         | 8.6%                   | 8.2%        |
| Private Home                                                           | 25.8         | 35.2         | 36.9         | 37.6         | 28.0         | 41.9         | 44.1         | 44.9         | 44.5         | 45.6         | 2.6%                   | 0.8%        |
| Campground                                                             | 15.6         | 20.8         | 21.7         | 22.6         | 19.6         | 21.9         | 24.4         | 26.9         | 25.3         | 25.2         | -0.3%                  | 0.8%        |
| Second Home                                                            | 2.6          | 4.3          | 4.5          | 4.6          | 3.8          | 3.6          | 3.9          | 4.0          | 4.1          | 4.1          | 1.9%                   | 1.5%        |
| Day Travel                                                             | 80.3         | 94.6         | 98.9         | 102.1        | 43.9         | 74.5         | 115.4        | 120.3        | 119.5        | 122.7        | 2.7%                   | 1.6%        |
| <b>TOTAL</b>                                                           | <b>176.1</b> | <b>223.6</b> | <b>229.7</b> | <b>236.4</b> | <b>164.1</b> | <b>237.9</b> | <b>294.5</b> | <b>300.4</b> | <b>298.3</b> | <b>306.9</b> | <b>2.9%</b>            | <b>1.0%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |             |
| Accommodations                                                         | 27.2         | 38.5         | 35.2         | 35.8         | 38.2         | 53.2         | 56.4         | 53.4         | 53.8         | 55.4         | 3.0%                   | -0.5%       |
| Food Service                                                           | 45.3         | 67.2         | 71.0         | 74.6         | 50.4         | 72.4         | 91.7         | 98.3         | 100.7        | 105.3        | 4.5%                   | 3.5%        |
| Food Stores                                                            | 19.7         | 26.0         | 26.7         | 27.5         | 19.4         | 27.2         | 34.7         | 36.6         | 36.1         | 36.8         | 1.8%                   | 1.5%        |
| Local Tran. & Gas                                                      | 14.6         | 19.4         | 22.3         | 22.5         | 13.8         | 22.3         | 30.8         | 29.1         | 26.6         | 26.7         | 0.5%                   | -3.5%       |
| Arts, Ent. & Rec.                                                      | 37.8         | 40.4         | 41.8         | 42.6         | 21.8         | 32.1         | 40.6         | 42.7         | 42.1         | 43.3         | 3.0%                   | 1.7%        |
| Retail Sales                                                           | 31.6         | 32.0         | 32.8         | 33.4         | 20.6         | 30.7         | 40.3         | 40.3         | 39.0         | 39.4         | 0.9%                   | -0.6%       |
| <b>TOTAL</b>                                                           | <b>176.1</b> | <b>223.6</b> | <b>229.7</b> | <b>236.4</b> | <b>164.1</b> | <b>237.9</b> | <b>294.5</b> | <b>300.4</b> | <b>298.3</b> | <b>306.9</b> | <b>2.9%</b>            | <b>1.0%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Douglas County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 30           | 43           | 46           | 49           | 45           | 51           | 58           | 61           | 62           | 65           | 5.3%        | 2.8%        |
| Arts, Ent. & Rec.                                             | 12           | 17           | 16           | 17           | 17           | 19           | 24           | 25           | 27           | 28           | 1.3%        | 4.0%        |
| Retail**                                                      | 7            | 9            | 9            | 9            | 11           | 12           | 12           | 12           | 13           | 13           | 1.2%        | 1.1%        |
| Ground Tran.                                                  | 0.7          | 1            | 1            | 1            | 1            | 1            | 1            | 1            | 2            | 1            | -7.7%       | 2.3%        |
| Other Travel*                                                 | 0.8          | 0.7          | 0.7          | 0.8          | 0.8          | 1.0          | 0.9          | 1.0          | 0.9          | 0.9          | -1.7%       | 0.1%        |
| <b>TOTAL</b>                                                  | <b>49.8</b>  | <b>70.4</b>  | <b>72.8</b>  | <b>76.9</b>  | <b>74.9</b>  | <b>83.4</b>  | <b>96.4</b>  | <b>100.7</b> | <b>104.2</b> | <b>107.8</b> | <b>3.5%</b> | <b>2.8%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 1,950        | 1,910        | 1,940        | 1,950        | 1,770        | 1,940        | 2,100        | 2,150        | 2,070        | 2,090        | 1.1%        | -0.1%       |
| Arts, Ent. & Rec.                                             | 870          | 830          | 780          | 790          | 720          | 770          | 910          | 930          | 990          | 1,000        | 1.5%        | 2.5%        |
| Retail**                                                      | 370          | 360          | 370          | 370          | 410          | 410          | 410          | 400          | 390          | 390          | -1.2%       | -1.8%       |
| Ground Tran.                                                  | 30           | 30           | 30           | 30           | 30           | 20           | 30           | 30           | 30           | 30           | -6.8%       | -1.2%       |
| Other Travel*                                                 | 50           | 40           | 40           | 40           | 40           | 40           | 40           | 40           | 30           | 30           | -3.2%       | -3.7%       |
| <b>TOTAL</b>                                                  | <b>3,280</b> | <b>3,160</b> | <b>3,140</b> | <b>3,180</b> | <b>2,970</b> | <b>3,180</b> | <b>3,490</b> | <b>3,550</b> | <b>3,500</b> | <b>3,530</b> | <b>0.9%</b> | <b>0.3%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Local Tax Receipts                                            | 0.9          | 1            | 1            | 1            | 2            | 2            | 2            | 2            | 2            | 2            | 3.2%        | -0.6%       |
| State Tax Receipts                                            | 5            | 7            | 8            | 8            | 7            | 9            | 10           | 10           | 10           | 10           | 2.3%        | 1.4%        |
| <b>TOTAL</b>                                                  | <b>5.7</b>   | <b>8.8</b>   | <b>9.0</b>   | <b>9.3</b>   | <b>8.7</b>   | <b>10.7</b>  | <b>12.1</b>  | <b>12.1</b>  | <b>12.3</b>  | <b>12.6</b>  | <b>2.4%</b> | <b>1.0%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$178       | \$332        | \$436        | \$813        | 2.4        | 1.9            |
| Private Home         | \$43        | \$129        | \$112        | \$334        | 2.6        | 3.0            |
| Other Overnight      | \$28        | \$88         | \$94         | \$301        | 3.4        | 3.2            |
| <b>All Overnight</b> | <b>\$80</b> | <b>\$210</b> | <b>\$221</b> | <b>\$565</b> | <b>2.7</b> | <b>2.6</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                |                |
|----------------------|------------------|------------------|------------------|------------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024           | 2025           |
| Hotel, Motel, STVR   | 845,080          | 823,140          | 840,430          | 330,530          | 330,350        | 337,140        |
| Private Home         | 1,142,110        | 1,140,280        | 1,142,490        | 447,700          | 438,270        | 439,120        |
| Other Overnight      | 743,650          | 741,010          | 730,330          | 229,270          | 216,560        | 213,520        |
| <b>All Overnight</b> | <b>2,730,850</b> | <b>2,704,440</b> | <b>2,713,260</b> | <b>1,007,500</b> | <b>985,180</b> | <b>989,780</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 435,070          | 419,960          | 428,230          | 170,890        | 169,580        | 172,860        |
| Private Home         | 365,530          | 380,520          | 381,260          | 143,320        | 146,290        | 146,570        |
| Other Overnight      | 234,920          | 232,530          | 229,180          | 72,400         | 67,940         | 66,990         |
| <b>All Overnight</b> | <b>1,035,530</b> | <b>1,033,010</b> | <b>1,038,660</b> | <b>386,610</b> | <b>383,810</b> | <b>386,420</b> |

# Gilliam/Sherman County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$113,039 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$25      |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$4       |
| Visitor Shares                                                        |           |
| Travel Share of Total Employment                                      | 3%        |
| Overnight-Visitor Day Share of Resident Population*                   | 9%        |

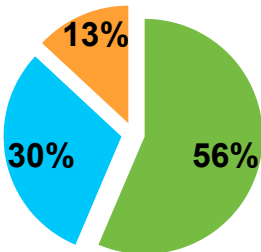
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

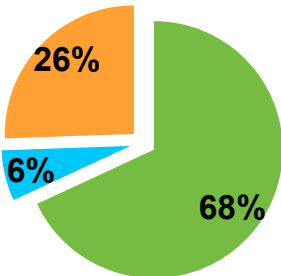
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 7.9  | 9.9  | 10.3 | 10.7 | 7.1  | 7.8  | 10.4 | 10.6 | 10.3 | 10.6 | ▲ 3.4%             | ▲ 1.4%   |
| Other                           | 0.3  | 0.5  | 0.5  | 0.5  | 0.3  | 0.5  | 0.7  | 0.7  | 0.6  | 0.6  | ▼ -1.5%            | ▲ 3.0%   |
| Visitor                         | 7.6  | 9.4  | 9.7  | 10.1 | 6.8  | 7.3  | 9.7  | 9.9  | 9.7  | 10.1 | ▲ 3.7%             | ▲ 1.3%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 1.9  | 2.6  | 2.8  | 3.2  | 2.7  | 2.0  | 2.6  | 2.4  | 2.4  | 2.5  | ▲ 5.2%             | ▲ 1.2%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 140  | 110  | 110  | 130  | 110  | 80   | 100  | 90   | 90   | 90   | ▲ 2.6%             | ▼ -2.0%  |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 0.2  | 0.3  | 0.3  | 0.4  | 0.3  | 0.3  | 0.4  | 0.4  | 0.4  | 0.4  | ▲ 4.7%             | ▲ 3.3%   |
| Local                           | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.1  | 0.1  | 0.1  | 0.1  | ▲ 9.1%             | N/A      |
| State                           | 0.2  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | ▲ 3.5%             | ▲ 2.2%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Gilliam/Sherman County

## Direct Spending Detail

|                                                                        | 2003       | 2017       | 2018        | 2019        | 2020       | 2021       | 2022        | 2023        | 2024        | 2025        | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|------------|------------|-------------|-------------|------------|------------|-------------|-------------|-------------|-------------|------------------------|-------------|
|                                                                        |            |            |             |             |            |            |             |             |             |             | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |            |            |             |             |            |            |             |             |             |             |                        |             |
| Destination Spending                                                   | 7.6        | 9.4        | 9.7         | 10.1        | 6.8        | 7.3        | 9.7         | 9.9         | 9.7         | 10.1        | 3.7%                   | 1.0%        |
| Other Travel*                                                          | 0.3        | 0.5        | 0.5         | 0.5         | 0.3        | 0.5        | 0.7         | 0.7         | 0.6         | 0.6         | -1.5%                  | -4.8%       |
| <b>TOTAL</b>                                                           | <b>7.9</b> | <b>9.9</b> | <b>10.3</b> | <b>10.7</b> | <b>7.1</b> | <b>7.8</b> | <b>10.4</b> | <b>10.6</b> | <b>10.3</b> | <b>10.6</b> | <b>3.4%</b>            | <b>0.7%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |            |            |             |             |            |            |             |             |             |             |                        |             |
| Hotel, Motel, STVR                                                     | 3.1        | 4.3        | 4.4         | 4.6         | 3.3        | 3.0        | 4.0         | 3.9         | 3.9         | 4.3         | 8.7%                   | 1.5%        |
| Hotel, Motel**                                                         |            |            |             |             |            | 2.6        | 3.6         | 3.4         | 3.5         | 3.7         | 5.7%                   | 0.9%        |
| STVR**                                                                 |            |            |             |             |            | 0.4        | 0.5         | 0.5         | 0.4         | 0.6         | 33.4%                  | 5.9%        |
| Private Home                                                           | 0.5        | 0.7        | 0.8         | 0.8         | 0.7        | 0.9        | 0.9         | 1.0         | 1.0         | 1.0         | 2.8%                   | 1.0%        |
| Campground                                                             | 1.6        | 2.0        | 2.1         | 2.1         | 1.8        | 2.0        | 2.3         | 2.5         | 2.3         | 2.2         | -3.3%                  | -0.2%       |
| Second Home                                                            | 0.1        | 0.2        | 0.2         | 0.2         | 0.1        | 0.1        | 0.1         | 0.1         | 0.1         | 0.1         | 2.1%                   | 1.4%        |
| Day Travel                                                             | 2.3        | 2.3        | 2.4         | 2.4         | 0.9        | 1.3        | 2.4         | 2.5         | 2.4         | 2.5         | 2.7%                   | 1.3%        |
| <b>TOTAL</b>                                                           | <b>7.6</b> | <b>9.4</b> | <b>9.7</b>  | <b>10.1</b> | <b>6.8</b> | <b>7.3</b> | <b>9.7</b>  | <b>9.9</b>  | <b>9.7</b>  | <b>10.1</b> | <b>3.7%</b>            | <b>1.0%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |            |            |             |             |            |            |             |             |             |             |                        |             |
| Accommodations                                                         | 1.5        | 2.5        | 2.6         | 2.7         | 2.1        | 2.0        | 2.4         | 2.3         | 2.3         | 2.5         | 6.8%                   | 0.4%        |
| Food Service                                                           | 1.9        | 2.6        | 2.7         | 2.8         | 1.9        | 2.1        | 2.9         | 3.1         | 3.1         | 3.3         | 4.8%                   | 3.2%        |
| Food Stores                                                            | 1.0        | 1.2        | 1.2         | 1.3         | 0.9        | 1.1        | 1.3         | 1.4         | 1.4         | 1.4         | 0.5%                   | 0.9%        |
| Local Tran. & Gas                                                      | 0.6        | 0.7        | 0.8         | 0.8         | 0.5        | 0.6        | 0.9         | 0.8         | 0.7         | 0.7         | 0.2%                   | -3.6%       |
| Arts, Ent. & Rec.                                                      | 1.4        | 1.4        | 1.4         | 1.5         | 0.9        | 0.9        | 1.2         | 1.3         | 1.2         | 1.3         | 2.9%                   | 1.4%        |
| Retail Sales                                                           | 1.2        | 1.0        | 1.0         | 1.1         | 0.5        | 0.7        | 0.9         | 1.0         | 0.9         | 0.9         | 1.0%                   | -0.8%       |
| <b>TOTAL</b>                                                           | <b>7.6</b> | <b>9.4</b> | <b>9.7</b>  | <b>10.1</b> | <b>6.8</b> | <b>7.3</b> | <b>9.7</b>  | <b>9.9</b>  | <b>9.7</b>  | <b>10.1</b> | <b>3.7%</b>            | <b>1.0%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Gilliam/Sherman County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023       | 2024       | 2025       | YOY % Chg.  | 4 Year Avg.  |
|---------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|--------------|
|                                                               |            |            |            |            |            |            |            |            |            |            | 2024-25     | 2021-25      |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |            |            |            |            |            |            |            |            |            |             |              |
| Accom. & Food Serv.                                           | 1          | 2          | 2          | 2          | 2          | 1          | 2          | 1          | 1          | 2          | 7.3%        | -1.1%        |
| Arts, Ent. & Rec.                                             | 0.4        | 0.4        | 0.4        | 0.5        | 0.4        | 0.3        | 0.4        | 0.4        | 0.4        | 0.4        | 4.9%        | -0.2%        |
| Retail**                                                      | 0.3        | 0.4        | 0.4        | 0.4        | 0.5        | 0.4        | 0.4        | 0.4        | 0.4        | 0.4        | -0.5%       | 0.1%         |
| Ground Tran.                                                  | 0.0        | 0.1        | 0.1        | 0.1        | 0.1        | 0.0        | 0.0        | 0.1        | 0.1        | 0.1        | 0.5%        | 3.4%         |
| Other Travel*                                                 | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | -1.7%       | -0.2%        |
| <b>TOTAL</b>                                                  | <b>1.9</b> | <b>2.6</b> | <b>2.8</b> | <b>3.2</b> | <b>2.7</b> | <b>2.0</b> | <b>2.6</b> | <b>2.4</b> | <b>2.4</b> | <b>2.5</b> | <b>5.2%</b> | <b>-0.6%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |            |            |            |            |            |            |            |            |            |            |             |              |
| Accom. & Food Serv.                                           | 90         | 70         | 70         | 90         | 70         | 60         | 70         | 60         | 60         | 60         | 4.3%        | -3.3%        |
| Arts, Ent. & Rec.                                             | 30         | 20         | 20         | 20         | 20         | 10         | 20         | 20         | 10         | 10         | 2.2%        | -2.3%        |
| Retail**                                                      | 20         | 20         | 20         | 20         | 20         | 10         | 10         | 10         | 10         | 10         | -3.7%       | -2.0%        |
| Ground Tran.                                                  | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | 1.5%        | -0.2%        |
| Other Travel*                                                 | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | -5.2%       | -1.8%        |
| <b>TOTAL</b>                                                  | <b>140</b> | <b>110</b> | <b>110</b> | <b>130</b> | <b>110</b> | <b>80</b>  | <b>100</b> | <b>90</b>  | <b>90</b>  | <b>90</b>  | <b>0.0%</b> | <b>-2.6%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |            |            |            |            |            |            |            |            |            |             |              |
| Local Tax Receipts                                            |            | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.1        | 0.1        | 0.1        | 0.1        | 9.1%        | 1.1%         |
| State Tax Receipts                                            | 0.2        | 0.3        | 0.3        | 0.3        | 0.3        | 0.3        | 0.3        | 0.3        | 0.3        | 0.3        | 3.5%        | -0.4%        |
| <b>TOTAL</b>                                                  | <b>0.2</b> | <b>0.3</b> | <b>0.3</b> | <b>0.4</b> | <b>0.3</b> | <b>0.3</b> | <b>0.4</b> | <b>0.4</b> | <b>0.4</b> | <b>0.4</b> | <b>4.7%</b> | <b>-0.1%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$125       | \$208        | \$308        | \$511        | 2.5        | 1.7            |
| Private Home         | \$25        | \$64         | \$64         | \$163        | 2.6        | 2.6            |
| Other Overnight      | \$20        | \$63         | \$70         | \$220        | 3.5        | 3.1            |
| <b>All Overnight</b> | <b>\$55</b> | <b>\$135</b> | <b>\$157</b> | <b>\$371</b> | <b>2.9</b> | <b>2.4</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights  |               |               |
|----------------------|----------------|----------------|----------------|---------------|---------------|---------------|
|                      | 2023           | 2024           | 2025           | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 40,040         | 38,060         | 40,270         | 15,550        | 15,240        | 16,080        |
| Private Home         | 39,680         | 39,640         | 39,720         | 15,820        | 15,490        | 15,520        |
| Other Overnight      | 62,790         | 61,130         | 57,260         | 19,070        | 17,580        | 16,480        |
| <b>All Overnight</b> | <b>142,510</b> | <b>138,830</b> | <b>137,250</b> | <b>50,440</b> | <b>48,320</b> | <b>48,080</b> |

|                      | Person-Trips  |               |               | Party-Trips   |               |               |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                      | 2023          | 2024          | 2025          | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 22,510        | 21,580        | 22,620        | 8,800         | 8,700         | 9,100         |
| Private Home         | 14,810        | 15,420        | 15,450        | 5,900         | 6,030         | 6,040         |
| Other Overnight      | 20,080        | 19,420        | 18,210        | 6,110         | 5,590         | 5,250         |
| <b>All Overnight</b> | <b>57,390</b> | <b>56,420</b> | <b>56,270</b> | <b>20,810</b> | <b>20,320</b> | <b>20,390</b> |

# Grant County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$90,237 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$25     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$5      |
| Local & State Tax Revenues Generated per County Household             | \$211    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 5%       |
| Overnight-Visitor Day Share of Resident Population*                   | 9%       |

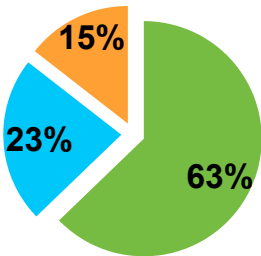
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

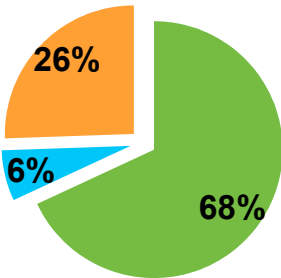
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 8.6  | 11.2 | 11.7 | 12.1 | 6.8  | 12.8 | 15.7 | 16.1 | 15.9 | 15.9 | ▲ 0.3%             | ▲ 2.8%   |
| Other                           | 0.6  | 0.9  | 1.0  | 1.1  | 0.5  | 0.9  | 1.3  | 1.2  | 1.0  | 1.0  | ▼ -1.5%            | ▲ 2.2%   |
| Visitor                         | 8.0  | 10.3 | 10.7 | 11.0 | 6.3  | 11.9 | 14.4 | 15.0 | 14.8 | 14.9 | ▲ 0.4%             | ▲ 2.9%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 2.2  | 3.0  | 3.2  | 3.4  | 2.9  | 3.2  | 3.5  | 3.7  | 3.7  | 3.7  | ▲ 1.1%             | ▲ 2.4%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 200  | 180  | 180  | 190  | 160  | 180  | 190  | 190  | 180  | 170  | ▼ -7.0%            | ▼ -0.8%  |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 0.3  | 0.4  | 0.5  | 0.5  | 0.3  | 0.6  | 0.7  | 0.7  | 0.7  | 0.7  | ▲ 1.9%             | ▲ 4.0%   |
| Local                           | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | ▲ 5.3%             | ▲ 7.1%   |
| State                           | 0.2  | 0.4  | 0.4  | 0.4  | 0.3  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | ▲ 0.2%             | ▲ 3.0%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Grant County

## Direct Spending Detail

|                                                                        | 2003       | 2017        | 2018        | 2019        | 2020       | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|------------------------|-------------|
|                                                                        |            |             |             |             |            |             |             |             |             |             | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |            |             |             |             |            |             |             |             |             |             |                        |             |
| Destination Spending                                                   | 8.0        | 10.3        | 10.7        | 11.0        | 6.3        | 11.9        | 14.4        | 15.0        | 14.8        | 14.9        | 0.4%                   | 0.7%        |
| Other Travel*                                                          | 0.6        | 0.9         | 1.0         | 1.1         | 0.5        | 0.9         | 1.3         | 1.2         | 1.0         | 1.0         | -1.5%                  | -5.2%       |
| <b>TOTAL</b>                                                           | <b>8.6</b> | <b>11.2</b> | <b>11.7</b> | <b>12.1</b> | <b>6.8</b> | <b>12.8</b> | <b>15.7</b> | <b>16.1</b> | <b>15.9</b> | <b>15.9</b> | <b>0.3%</b>            | <b>0.3%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |            |             |             |             |            |             |             |             |             |             |                        |             |
| Hotel, Motel, STVR                                                     | 2.4        | 3.7         | 3.8         | 4.0         | 1.7        | 5.6         | 6.9         | 7.0         | 7.1         | 7.6         | 7.6%                   | 2.5%        |
| Hotel, Motel**                                                         |            |             |             |             |            | 4.1         | 5.5         | 5.3         | 5.4         | 5.7         | 5.4%                   | 0.7%        |
| STVR**                                                                 |            |             |             |             |            | 1.5         | 1.4         | 1.6         | 1.7         | 1.9         | 14.4%                  | 8.8%        |
| Private Home                                                           | 1.1        | 1.5         | 1.5         | 1.6         | 1.0        | 1.6         | 1.7         | 1.8         | 1.7         | 1.8         | 2.8%                   | 0.6%        |
| Campground                                                             | 1.6        | 2.1         | 2.2         | 2.2         | 1.9        | 2.1         | 2.4         | 2.6         | 2.4         | 1.9         | -21.1%                 | -5.1%       |
| Second Home                                                            | 0.7        | 0.8         | 0.9         | 0.9         | 0.8        | 0.7         | 0.8         | 0.8         | 0.8         | 0.8         | 2.1%                   | 1.4%        |
| Day Travel                                                             | 2.1        | 2.2         | 2.3         | 2.4         | 1.0        | 1.9         | 2.7         | 2.8         | 2.8         | 2.8         | -1.0%                  | 0.7%        |
| <b>TOTAL</b>                                                           | <b>8.0</b> | <b>10.3</b> | <b>10.7</b> | <b>11.0</b> | <b>6.3</b> | <b>11.9</b> | <b>14.4</b> | <b>15.0</b> | <b>14.8</b> | <b>14.9</b> | <b>0.4%</b>            | <b>0.7%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |            |             |             |             |            |             |             |             |             |             |                        |             |
| Accommodations                                                         | 1.3        | 2.3         | 2.4         | 2.5         | 1.6        | 3.5         | 4.1         | 4.1         | 4.1         | 4.3         | 5.2%                   | 1.2%        |
| Food Service                                                           | 2.0        | 2.9         | 3.0         | 3.2         | 1.8        | 3.4         | 4.2         | 4.5         | 4.6         | 4.7         | 1.4%                   | 2.8%        |
| Food Stores                                                            | 1.3        | 1.6         | 1.6         | 1.7         | 1.1        | 1.6         | 1.9         | 2.0         | 2.0         | 1.8         | -6.6%                  | -0.4%       |
| Local Tran. & Gas                                                      | 0.7        | 0.9         | 1.0         | 1.0         | 0.5        | 1.0         | 1.3         | 1.3         | 1.2         | 1.1         | -2.7%                  | -3.7%       |
| Arts, Ent. & Rec.                                                      | 1.4        | 1.4         | 1.5         | 1.5         | 0.7        | 1.3         | 1.6         | 1.7         | 1.7         | 1.6         | -1.3%                  | 0.4%        |
| Retail Sales                                                           | 1.3        | 1.2         | 1.2         | 1.2         | 0.6        | 1.1         | 1.3         | 1.3         | 1.3         | 1.3         | -2.8%                  | -1.3%       |
| <b>TOTAL</b>                                                           | <b>8.0</b> | <b>10.3</b> | <b>10.7</b> | <b>11.0</b> | <b>6.3</b> | <b>11.9</b> | <b>14.4</b> | <b>15.0</b> | <b>14.8</b> | <b>14.9</b> | <b>0.4%</b>            | <b>0.7%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Grant County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023       | 2024       | 2025       | YOY % Chg.   | 4 Year Avg.  |
|---------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|--------------|
|                                                               |            |            |            |            |            |            |            |            |            |            | 2024-25      | 2021-25      |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |            |            |            |            |            |            |            |            |            |              |              |
| Accom. & Food Serv.                                           | 1          | 2          | 2          | 2          | 2          | 2          | 2          | 3          | 2          | 2          | 2.7%         | 1.1%         |
| Arts, Ent. & Rec.                                             | 0.4        | 0.4        | 0.4        | 0.4        | 0.4        | 0.5        | 0.5        | 0.5        | 0.6        | 0.6        | 0.7%         | 4.5%         |
| Retail**                                                      | 0.3        | 0.4        | 0.4        | 0.4        | 0.5        | 0.5        | 0.5        | 0.5        | 0.5        | 0.5        | -5.3%        | -0.5%        |
| Ground Tran.                                                  | 0.0        | 0.1        | 0.1        | 0.1        | 0.0        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | -0.7%        | 3.8%         |
| Other Travel*                                                 | 0.0        | 0.0        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | -1.7%        | -0.7%        |
| <b>TOTAL</b>                                                  | <b>2.2</b> | <b>3.0</b> | <b>3.2</b> | <b>3.4</b> | <b>2.9</b> | <b>3.2</b> | <b>3.5</b> | <b>3.7</b> | <b>3.7</b> | <b>3.7</b> | <b>1.1%</b>  | <b>1.4%</b>  |
| <b>Travel Industry Employment (Jobs)</b>                      |            |            |            |            |            |            |            |            |            |            |              |              |
| Accom. & Food Serv.                                           | 110        | 110        | 120        | 130        | 100        | 120        | 120        | 130        | 120        | 110        | -6.1%        | -2.2%        |
| Arts, Ent. & Rec.                                             | 60         | 40         | 30         | 40         | 40         | 40         | 40         | 40         | 40         | 30         | -8.4%        | -2.7%        |
| Retail**                                                      | 20         | 20         | 20         | 20         | 20         | 20         | 20         | 20         | 20         | 20         | -11.2%       | -3.7%        |
| Ground Tran.                                                  | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | 0.3%         | 0.3%         |
| Other Travel*                                                 | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | -2.5%        | -3.3%        |
| <b>TOTAL</b>                                                  | <b>200</b> | <b>180</b> | <b>180</b> | <b>190</b> | <b>160</b> | <b>180</b> | <b>190</b> | <b>190</b> | <b>180</b> | <b>170</b> | <b>-5.6%</b> | <b>-2.7%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |            |            |            |            |            |            |            |            |            |              |              |
| Local Tax Receipts                                            | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.2        | 0.2        | 0.2        | 0.2        | 0.2        | 5.3%         | -1.5%        |
| State Tax Receipts                                            | 0.2        | 0.4        | 0.4        | 0.4        | 0.3        | 0.4        | 0.4        | 0.4        | 0.4        | 0.4        | 0.2%         | 0.4%         |
| <b>TOTAL</b>                                                  | <b>0.3</b> | <b>0.4</b> | <b>0.5</b> | <b>0.5</b> | <b>0.3</b> | <b>0.6</b> | <b>0.7</b> | <b>0.7</b> | <b>0.7</b> | <b>0.7</b> | <b>1.9%</b>  | <b>-0.3%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | 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        | \$64         | \$64         | \$163        | 2.6        | 2.6            |
| Other Overnight      | \$32        | \$94         | \$107        | \$310        | 3.3        | 2.9            |
| <b>All Overnight</b> | <b>\$53</b> | <b>\$129</b> | <b>\$150</b> | <b>\$353</b> | <b>2.8</b> | <b>2.4</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights  |               |               |
|----------------------|----------------|----------------|----------------|---------------|---------------|---------------|
|                      | 2023           | 2024           | 2025           | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 68,610         | 67,740         | 70,500         | 26,330        | 26,540        | 27,590        |
| Private Home         | 71,990         | 70,770         | 70,910         | 28,700        | 27,660        | 27,720        |
| Other Overnight      | 99,040         | 98,960         | 84,570         | 31,140        | 29,510        | 25,410        |
| <b>All Overnight</b> | <b>239,640</b> | <b>237,470</b> | <b>225,980</b> | <b>86,170</b> | <b>83,720</b> | <b>80,710</b> |

|                      | Person-Trips  |               |               | Party-Trips   |               |               |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                      | 2023          | 2024          | 2025          | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 36,560        | 35,650        | 36,930        | 14,170        | 14,170        | 14,660        |
| Private Home         | 26,870        | 27,530        | 27,580        | 10,710        | 10,760        | 10,780        |
| Other Overnight      | 33,710        | 33,610        | 29,100        | 10,660        | 10,080        | 8,800         |
| <b>All Overnight</b> | <b>97,140</b> | <b>96,790</b> | <b>93,620</b> | <b>35,550</b> | <b>35,010</b> | <b>34,240</b> |

# Harney County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$62,591 |
| 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             | \$433    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 10%      |
| Overnight-Visitor Day Share of Resident Population*                   | 12%      |

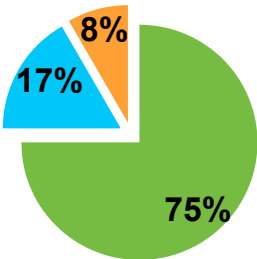
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

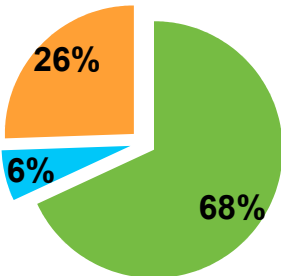
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 15.5 | 18.8 | 19.4 | 20.2 | 11.9 | 19.3 | 26.6 | 27.2 | 27.1 | 28.8 | ▲ 6.3%             | ▲ 2.8%   |
| Other                           | 0.6  | 0.9  | 1.1  | 1.1  | 0.5  | 1.0  | 1.3  | 1.2  | 1.1  | 1.1  | ▼ -1.5%            | ▲ 2.6%   |
| Visitor                         | 14.9 | 17.8 | 18.4 | 19.1 | 11.4 | 18.3 | 25.3 | 25.9 | 26.0 | 27.7 | ▲ 6.6%             | ▲ 2.9%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 4.9  | 6.5  | 6.8  | 7.7  | 7.2  | 8.9  | 10.0 | 10.1 | 10.5 | 11.3 | ▲ 7.7%             | ▲ 3.9%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 370  | 330  | 340  | 360  | 340  | 420  | 450  | 460  | 430  | 450  | ▲ 2.9%             | ▲ 0.9%   |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 0.5  | 0.9  | 0.9  | 1.0  | 0.8  | 1.1  | 1.3  | 1.3  | 1.3  | 1.4  | ▲ 6.1%             | ▲ 4.7%   |
| Local                           | 0.1  | 0.3  | 0.3  | 0.3  | 0.2  | 0.4  | 0.5  | 0.4  | 0.5  | 0.5  | ▲ 6.5%             | ▲ 5.9%   |
| State                           | 0.4  | 0.6  | 0.6  | 0.6  | 0.5  | 0.7  | 0.8  | 0.8  | 0.9  | 0.9  | ▲ 5.8%             | ▲ 4.1%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Harney County

## Direct Spending Detail

|                                                                        | 2003        | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|-------------|
|                                                                        |             |             |             |             |             |             |             |             |             |             | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |             |             |             |             |             |             |             |             |             |                        |             |
| Destination Spending                                                   | 14.9        | 17.8        | 18.4        | 19.1        | 11.4        | 18.3        | 25.3        | 25.9        | 26.0        | 27.7        | 6.6%                   | 2.3%        |
| Other Travel*                                                          | 0.6         | 0.9         | 1.1         | 1.1         | 0.5         | 1.0         | 1.3         | 1.2         | 1.1         | 1.1         | -1.5%                  | -5.2%       |
| <b>TOTAL</b>                                                           | <b>15.5</b> | <b>18.8</b> | <b>19.4</b> | <b>20.2</b> | <b>11.9</b> | <b>19.3</b> | <b>26.6</b> | <b>27.2</b> | <b>27.1</b> | <b>28.8</b> | <b>6.3%</b>            | <b>2.0%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |             |             |             |             |             |             |             |             |             |                        |             |
| Hotel, Motel, STVR                                                     | 7.1         | 9.3         | 9.6         | 10.0        | 6.0         | 11.1        | 14.8        | 14.8        | 15.1        | 16.3        | 8.1%                   | 2.4%        |
| Hotel, Motel**                                                         |             |             |             |             |             | 10.1        | 13.8        | 13.6        | 13.8        | 14.7        | 6.1%                   | 1.5%        |
| STVR**                                                                 |             |             |             |             |             | 0.9         | 1.0         | 1.2         | 1.2         | 1.6         | 30.8%                  | 13.0%       |
| Private Home                                                           | 1.1         | 1.5         | 1.6         | 1.6         | 1.3         | 1.7         | 1.8         | 1.8         | 1.8         | 1.8         | 2.8%                   | 0.6%        |
| Campground                                                             | 1.9         | 2.6         | 2.7         | 2.8         | 2.4         | 2.6         | 3.0         | 3.2         | 3.1         | 3.2         | 2.3%                   | 1.6%        |
| Second Home                                                            | 0.3         | 0.3         | 0.4         | 0.4         | 0.3         | 0.4         | 0.4         | 0.5         | 0.5         | 0.5         | 2.1%                   | 1.7%        |
| Day Travel                                                             | 4.6         | 4.1         | 4.2         | 4.4         | 1.4         | 2.5         | 5.3         | 5.6         | 5.6         | 6.0         | 6.4%                   | 2.9%        |
| <b>TOTAL</b>                                                           | <b>14.9</b> | <b>17.8</b> | <b>18.4</b> | <b>19.1</b> | <b>11.4</b> | <b>18.3</b> | <b>25.3</b> | <b>25.9</b> | <b>26.0</b> | <b>27.7</b> | <b>6.6%</b>            | <b>2.3%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |             |             |             |             |             |             |             |             |             |                        |             |
| Accommodations                                                         | 3.2         | 5.2         | 5.3         | 5.5         | 3.7         | 6.4         | 8.0         | 7.7         | 7.8         | 8.3         | 6.6%                   | 0.8%        |
| Food Service                                                           | 3.7         | 4.7         | 4.9         | 5.2         | 3.2         | 5.0         | 7.3         | 7.9         | 8.1         | 8.8         | 8.1%                   | 4.8%        |
| Food Stores                                                            | 1.7         | 2.0         | 2.1         | 2.1         | 1.4         | 1.9         | 2.5         | 2.7         | 2.6         | 2.8         | 5.3%                   | 2.7%        |
| Local Tran. & Gas                                                      | 1.1         | 1.3         | 1.4         | 1.4         | 0.8         | 1.3         | 2.1         | 2.0         | 1.8         | 1.9         | 4.1%                   | -1.8%       |
| Arts, Ent. & Rec.                                                      | 3.4         | 3.0         | 3.1         | 3.2         | 1.6         | 2.5         | 3.7         | 3.9         | 3.8         | 4.1         | 6.2%                   | 2.9%        |
| Retail Sales                                                           | 1.9         | 1.6         | 1.6         | 1.6         | 0.8         | 1.2         | 1.8         | 1.8         | 1.8         | 1.9         | 4.8%                   | 0.8%        |
| <b>TOTAL</b>                                                           | <b>14.9</b> | <b>17.8</b> | <b>18.4</b> | <b>19.1</b> | <b>11.4</b> | <b>18.3</b> | <b>25.3</b> | <b>25.9</b> | <b>26.0</b> | <b>27.7</b> | <b>6.6%</b>            | <b>2.3%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Harney County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022        | 2023        | 2024        | 2025        | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                                                               |            |            |            |            |            |            |             |             |             |             | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |            |            |            |            |            |             |             |             |             |             |             |
| Accom. & Food Serv.                                           | 3          | 5          | 5          | 6          | 5          | 6          | 7           | 7           | 7           | 8           | 9.3%        | 3.4%        |
| Arts, Ent. & Rec.                                             | 0.9        | 1          | 1          | 1          | 1          | 2          | 2           | 2           | 2           | 2           | 4.0%        | 2.1%        |
| Retail**                                                      | 0.5        | 0.5        | 0.6        | 0.6        | 0.6        | 0.6        | 0.7         | 0.7         | 0.7         | 0.7         | 4.8%        | 2.1%        |
| Ground Tran.                                                  | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1         | 0.2         | 0.2         | 0.2         | 2.1%        | 4.2%        |
| Other Travel*                                                 | 0.0        | 0.0        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1         | 0.1         | 0.1         | 0.1         | -1.7%       | -0.7%       |
| <b>TOTAL</b>                                                  | <b>4.9</b> | <b>6.5</b> | <b>6.8</b> | <b>7.7</b> | <b>7.2</b> | <b>8.9</b> | <b>10.0</b> | <b>10.1</b> | <b>10.5</b> | <b>11.3</b> | <b>7.7%</b> | <b>3.0%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |            |            |            |            |            |            |             |             |             |             |             |             |
| Accom. & Food Serv.                                           | 210        | 210        | 220        | 240        | 230        | 260        | 280         | 270         | 260         | 280         | 7.7%        | -0.2%       |
| Arts, Ent. & Rec.                                             | 130        | 90         | 90         | 90         | 90         | 140        | 140         | 160         | 150         | 140         | -5.4%       | -0.5%       |
| Retail**                                                      | 20         | 20         | 20         | 20         | 20         | 20         | 20          | 20          | 20          | 20          | 1.8%        | -2.5%       |
| Ground Tran.                                                  | <10        | <10        | <10        | <10        | <10        | <10        | <10         | <10         | <10         | <10         | 3.1%        | 0.6%        |
| Other Travel*                                                 | <10        | <10        | <10        | <10        | <10        | <10        | <10         | <10         | <10         | <10         | -0.1%       | -4.9%       |
| <b>TOTAL</b>                                                  | <b>370</b> | <b>330</b> | <b>340</b> | <b>360</b> | <b>340</b> | <b>420</b> | <b>450</b>  | <b>460</b>  | <b>430</b>  | <b>450</b>  | <b>4.7%</b> | <b>0.0%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |            |            |            |            |            |             |             |             |             |             |             |
| Local Tax Receipts                                            | 0.1        | 0.3        | 0.3        | 0.3        | 0.2        | 0.4        | 0.5         | 0.4         | 0.5         | 0.5         | 6.5%        | 0.7%        |
| State Tax Receipts                                            | 0.4        | 0.6        | 0.6        | 0.6        | 0.5        | 0.7        | 0.8         | 0.8         | 0.9         | 0.9         | 5.8%        | 1.9%        |
| <b>TOTAL</b>                                                  | <b>0.5</b> | <b>0.9</b> | <b>0.9</b> | <b>1.0</b> | <b>0.8</b> | <b>1.1</b> | <b>1.3</b>  | <b>1.3</b>  | <b>1.3</b>  | <b>1.4</b>  | <b>6.1%</b> | <b>1.5%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$123       | \$204        | \$301        | \$501        | 2.5        | 1.7            |
| Private Home         | \$25        | \$64         | \$64         | \$163        | 2.6        | 2.6            |
| Other Overnight      | \$37        | \$111        | \$125        | \$378        | 3.4        | 3.0            |
| <b>All Overnight</b> | <b>\$67</b> | <b>\$147</b> | <b>\$183</b> | <b>\$391</b> | <b>2.7</b> | <b>2.1</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights   |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 145,600        | 141,880        | 151,790        | 56,880         | 57,050         | 60,830         |
| Private Home         | 74,230         | 73,850         | 74,000         | 29,600         | 28,870         | 28,920         |
| Other Overnight      | 98,060         | 98,500         | 98,890         | 30,320         | 28,860         | 28,980         |
| <b>All Overnight</b> | <b>317,890</b> | <b>314,230</b> | <b>324,680</b> | <b>116,790</b> | <b>114,780</b> | <b>118,730</b> |

|                      | Person-Trips   |                |                | Party-Trips   |               |               |
|----------------------|----------------|----------------|----------------|---------------|---------------|---------------|
|                      | 2023           | 2024           | 2025           | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 83,900         | 81,560         | 86,300         | 32,920        | 32,980        | 34,820        |
| Private Home         | 27,700         | 28,730         | 28,780         | 11,050        | 11,230        | 11,250        |
| Other Overnight      | 32,380         | 32,390         | 32,520         | 10,050        | 9,540         | 9,570         |
| <b>All Overnight</b> | <b>143,990</b> | <b>142,680</b> | <b>147,610</b> | <b>54,020</b> | <b>53,740</b> | <b>55,650</b> |

# Hood River County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$98,911 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$38     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$6      |
| Local & State Tax Revenues Generated per County Household             | \$736    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 6%       |
| Overnight-Visitor Day Share of Resident Population*                   | 10%      |

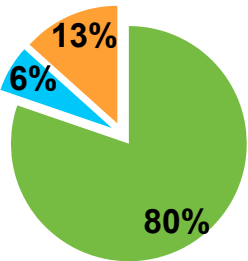
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

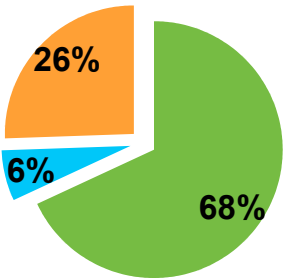
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017  | 2018  | 2019  | 2020 | 2021 | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|------|-------|-------|-------|------|------|-------|-------|-------|-------|--------------------|----------|
|                                 |      |       |       |       |      |      |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |       |       |       |      |      |       |       |       |       |                    |          |
| Total                           | 58.6 | 111.4 | 114.9 | 119.0 | 59.9 | 82.8 | 103.5 | 105.6 | 106.2 | 108.4 | ▲ 2.1%             | ▲ 2.8%   |
| Other                           | 2.6  | 3.3   | 3.7   | 3.8   | 1.9  | 3.2  | 4.5   | 4.2   | 3.8   | 3.8   | ▼ -1.7%            | ▲ 1.8%   |
| Visitor                         | 56.0 | 108.2 | 111.2 | 115.2 | 58.0 | 79.6 | 99.0  | 101.4 | 102.3 | 104.6 | ▲ 2.2%             | ▲ 2.9%   |
| <b>Earnings (\$Millions)</b>    |      |       |       |       |      |      |       |       |       |       |                    |          |
| Earnings                        | 15.1 | 29.5  | 31.3  | 33.2  | 24.9 | 28.8 | 33.3  | 36.2  | 37.9  | 40.0  | ▲ 5.5%             | ▲ 4.5%   |
| <b>Employment (Jobs)</b>        |      |       |       |       |      |      |       |       |       |       |                    |          |
| Employment                      | 910  | 1,160 | 1,170 | 1,170 | 810  | 890  | 980   | 1,020 | 1,040 | 1,060 | ▲ 2.0%             | ▲ 0.7%   |
| <b>Tax Revenue (\$Millions)</b> |      |       |       |       |      |      |       |       |       |       |                    |          |
| Total                           | 2.3  | 5.7   | 6.0   | 6.2   | 4.2  | 5.3  | 5.9   | 6.1   | 6.2   | 6.4   | ▲ 2.8%             | ▲ 4.8%   |
| Local                           | 0.8  | 2.4   | 2.4   | 2.5   | 1.6  | 2.3  | 2.4   | 2.5   | 2.5   | 2.5   | ▲ 1.7%             | ▲ 5.4%   |
| State                           | 1.5  | 3.4   | 3.5   | 3.7   | 2.5  | 3.1  | 3.5   | 3.6   | 3.8   | 3.9   | ▲ 3.5%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Hood River County

## Direct Spending Detail

|                                                                        | 2003        | 2017         | 2018         | 2019         | 2020        | 2021        | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|--------------|--------------|--------------|-------------|-------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |             |              |              |              |             |             |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |              |              |              |             |             |              |              |              |              |                        |             |
| Destination Spending                                                   | 56.0        | 108.2        | 111.2        | 115.2        | 58.0        | 79.6        | 99.0         | 101.4        | 102.3        | 104.6        | 2.2%                   | 1.4%        |
| Other Travel*                                                          | 2.6         | 3.3          | 3.7          | 3.8          | 1.9         | 3.2         | 4.5          | 4.2          | 3.8          | 3.8          | -1.7%                  | -4.4%       |
| <b>TOTAL</b>                                                           | <b>58.6</b> | <b>111.4</b> | <b>114.9</b> | <b>119.0</b> | <b>59.9</b> | <b>82.8</b> | <b>103.5</b> | <b>105.6</b> | <b>106.2</b> | <b>108.4</b> | <b>2.1%</b>            | <b>1.1%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |              |              |              |             |             |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 26.5        | 66.4         | 68.7         | 71.2         | 34.1        | 54.4        | 61.0         | 61.6         | 62.7         | 64.3         | 2.6%                   | 1.3%        |
| Hotel, Motel**                                                         |             |              |              |              |             | 37.5        | 44.9         | 46.9         | 49.3         | 51.3         | 4.0%                   | 3.4%        |
| STVR**                                                                 |             |              |              |              |             | 16.9        | 16.1         | 14.8         | 13.4         | 13.1         | -2.8%                  | -5.1%       |
| Private Home                                                           | 6.6         | 9.7          | 9.8          | 10.0         | 11.7        | 9.1         | 10.3         | 10.4         | 10.3         | 10.6         | 2.6%                   | 0.7%        |
| Campground                                                             | 2.5         | 3.6          | 3.8          | 3.9          | 3.1         | 3.5         | 3.9          | 4.3          | 4.0          | 3.9          | -3.0%                  | 0.0%        |
| Second Home                                                            | 0.8         | 1.2          | 1.2          | 1.2          | 1.0         | 1.1         | 1.2          | 1.2          | 1.3          | 1.3          | 1.9%                   | 1.6%        |
| Day Travel                                                             | 19.5        | 27.3         | 27.7         | 28.8         | 8.2         | 11.5        | 22.6         | 23.9         | 24.0         | 24.5         | 2.0%                   | 2.1%        |
| <b>TOTAL</b>                                                           | <b>56.0</b> | <b>108.2</b> | <b>111.2</b> | <b>115.2</b> | <b>58.0</b> | <b>79.6</b> | <b>99.0</b>  | <b>101.4</b> | <b>102.3</b> | <b>104.6</b> | <b>2.2%</b>            | <b>1.4%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |              |              |              |             |             |              |              |              |              |                        |             |
| Accommodations                                                         | 11.7        | 34.1         | 35.3         | 36.4         | 22.2        | 35.3        | 37.2         | 36.1         | 36.3         | 36.9         | 1.6%                   | -0.2%       |
| Food Service                                                           | 15.6        | 31.6         | 32.4         | 34.3         | 15.1        | 18.8        | 24.2         | 26.5         | 27.9         | 29.0         | 4.2%                   | 4.6%        |
| Food Stores                                                            | 4.9         | 7.7          | 7.7          | 7.9          | 5.2         | 6.1         | 7.8          | 8.2          | 8.1          | 8.2          | 0.2%                   | 1.0%        |
| Local Tran. & Gas                                                      | 5.2         | 10.1         | 11.2         | 11.4         | 5.1         | 7.3         | 10.3         | 10.0         | 9.4          | 9.4          | 0.3%                   | -2.2%       |
| Arts, Ent. & Rec.                                                      | 8.4         | 11.8         | 11.8         | 12.1         | 3.9         | 4.3         | 8.9          | 10.0         | 10.2         | 10.6         | 3.9%                   | 4.4%        |
| Retail Sales                                                           | 10.1        | 12.9         | 12.8         | 13.1         | 6.5         | 7.7         | 10.5         | 10.6         | 10.4         | 10.4         | 0.4%                   | -0.1%       |
| <b>TOTAL</b>                                                           | <b>56.0</b> | <b>108.2</b> | <b>111.2</b> | <b>115.2</b> | <b>58.0</b> | <b>79.6</b> | <b>99.0</b>  | <b>101.4</b> | <b>102.3</b> | <b>104.6</b> | <b>2.2%</b>            | <b>1.4%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Hood River County

## Direct Travel Impact Detail

|                                                               | 2003 | 2017  | 2018  | 2019  | 2020 | 2021 | 2022 | 2023  | 2024  | 2025  | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|------|-------|-------|-------|------|------|------|-------|-------|-------|------------|-------------|
|                                                               |      |       |       |       |      |      |      |       |       |       | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |      |       |       |       |      |      |      |       |       |       |            |             |
| Accom. & Food Serv.                                           | 10   | 22    | 24    | 25    | 19   | 23   | 27   | 29    | 30    | 32    | 4.9%       | 4.0%        |
| Arts, Ent. & Rec.                                             | 3    | 3     | 4     | 4     | 2    | 1    | 2    | 2     | 3     | 4     | 20.6%      | 21.1%       |
| Retail**                                                      | 2    | 3     | 3     | 3     | 3    | 3    | 4    | 4     | 4     | 4     | -0.1%      | 0.2%        |
| Ground Tran.                                                  | 0.3  | 0.5   | 0.5   | 0.6   | 0.4  | 0.4  | 0.5  | 0.5   | 0.6   | 0.5   | -2.2%      | 4.0%        |
| Other Travel*                                                 | 0.4  | 0.3   | 0.3   | 0.3   | 0.3  | 0.3  | 0.3  | 0.3   | 0.3   | 0.3   | -4.8%      | -2.6%       |
| <b>TOTAL</b>                                                  | 15.1 | 29.5  | 31.3  | 33.2  | 24.9 | 28.8 | 33.3 | 36.2  | 37.9  | 40.0  | 5.5%       | 4.7%        |
| <b>Travel Industry Employment (Jobs)</b>                      |      |       |       |       |      |      |      |       |       |       |            |             |
| Accom. & Food Serv.                                           | 630  | 860   | 870   | 880   | 610  | 720  | 790  | 820   | 810   | 840   | 2.7%       | 1.6%        |
| Arts, Ent. & Rec.                                             | 150  | 140   | 150   | 150   | 70   | 40   | 50   | 70    | 90    | 100   | 9.6%       | 19.6%       |
| Retail**                                                      | 100  | 120   | 120   | 120   | 110  | 110  | 120  | 120   | 120   | 110   | -7.5%      | -2.9%       |
| Ground Tran.                                                  | 10   | 10    | 10    | 10    | 10   | 10   | 10   | 10    | 10    | 10    | -1.3%      | 0.5%        |
| Other Travel*                                                 | 20   | 10    | 10    | 10    | 10   | 10   | 10   | 10    | 10    | 10    | -6.5%      | -6.0%       |
| <b>TOTAL</b>                                                  | 910  | 1,160 | 1,170 | 1,170 | 810  | 890  | 980  | 1,020 | 1,040 | 1,060 | 1.9%       | 2.0%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |      |       |       |       |      |      |      |       |       |       |            |             |
| Local Tax Receipts                                            | 0.8  | 2     | 2     | 2     | 2    | 2    | 2    | 2     | 2     | 3     | 1.7%       | 1.1%        |
| State Tax Receipts                                            | 1    | 3     | 4     | 4     | 3    | 3    | 4    | 4     | 4     | 4     | 3.5%       | 2.7%        |
| <b>TOTAL</b>                                                  | 2.3  | 5.7   | 6.0   | 6.2   | 4.2  | 5.3  | 5.9  | 6.1   | 6.2   | 6.4   | 2.8%       | 2.1%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$183       | \$346        | \$447        | \$846        | 2.4        | 1.9            |
| Private Home         | \$35        | \$106        | \$91         | \$276        | 2.6        | 3.0            |
| Other Overnight      | \$32        | \$103        | \$107        | \$348        | 3.4        | 3.3            |
| <b>All Overnight</b> | <b>\$89</b> | <b>\$219</b> | <b>\$237</b> | <b>\$574</b> | <b>2.7</b> | <b>2.4</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights   |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 442,930        | 437,280        | 435,350        | 171,030        | 173,630        | 173,420        |
| Private Home         | 303,020        | 303,270        | 303,850        | 118,600        | 116,390        | 116,610        |
| Other Overnight      | 168,950        | 169,760        | 163,490        | 52,530         | 50,050         | 48,260         |
| <b>All Overnight</b> | <b>914,910</b> | <b>910,310</b> | <b>902,690</b> | <b>342,170</b> | <b>340,070</b> | <b>338,300</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 215,030        | 213,670        | 214,590        | 83,670         | 85,600         | 86,180         |
| Private Home         | 95,550         | 99,720         | 99,910         | 37,400         | 38,270         | 38,340         |
| Other Overnight      | 52,500         | 52,370         | 50,400         | 16,290         | 15,410         | 14,850         |
| <b>All Overnight</b> | <b>363,080</b> | <b>365,750</b> | <b>364,900</b> | <b>137,360</b> | <b>139,280</b> | <b>139,370</b> |

# Jackson County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$116,641 |
| 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             | \$382     |
| Visitor Shares                                                        |           |
| Travel Share of Total Employment                                      | 4%        |
| Overnight-Visitor Day Share of Resident Population*                   | 7%        |

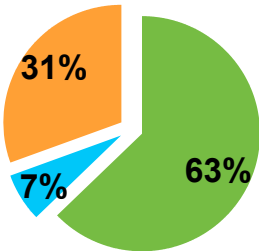
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

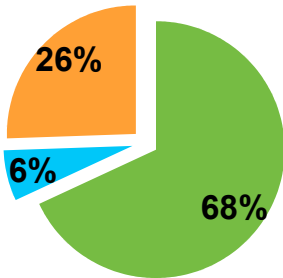
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 352.3 | 580.3 | 611.1 | 626.6 | 363.9 | 627.1 | 726.9 | 724.5 | 728.8 | 760.5 | ▲ 4.3%             | ▲ 3.6%   |
| Other                           | 46.6  | 88.7  | 99.0  | 101.3 | 43.2  | 85.9  | 124.2 | 117.1 | 114.5 | 114.5 | ▼ 0.0%             | ▲ 4.2%   |
| Visitor                         | 305.7 | 491.5 | 512.2 | 525.3 | 320.7 | 541.2 | 602.8 | 607.4 | 614.4 | 646.0 | ▲ 5.2%             | ▲ 3.5%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 86.2  | 153.5 | 163.1 | 170.8 | 146.0 | 158.2 | 188.0 | 194.7 | 200.9 | 213.3 | ▲ 6.1%             | ▲ 4.2%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 4,640 | 5,630 | 5,750 | 5,790 | 4,750 | 4,950 | 5,520 | 5,640 | 5,610 | 5,700 | ▲ 1.6%             | ▲ 0.9%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 12.7  | 25.7  | 26.9  | 27.4  | 20.9  | 28.4  | 31.0  | 32.1  | 32.8  | 34.7  | ▲ 5.6%             | ▲ 4.7%   |
| Local                           | 4.3   | 9.6   | 10.1  | 10.2  | 7.5   | 11.6  | 12.0  | 13.0  | 13.2  | 14.2  | ▲ 7.4%             | ▲ 5.6%   |
| State                           | 8.4   | 16.1  | 16.7  | 17.2  | 13.4  | 16.8  | 19.1  | 19.1  | 19.6  | 20.4  | ▲ 4.5%             | ▲ 4.1%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Jackson County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 305.7        | 491.5        | 512.2        | 525.3        | 320.7        | 541.2        | 602.8        | 607.4        | 614.4        | 646.0        | 5.2%                   | 1.7%        |
| Other Travel*                                                          | 46.6         | 88.7         | 99.0         | 101.3        | 43.2         | 85.9         | 124.2        | 117.1        | 114.5        | 114.5        | 0.0%                   | -2.0%       |
| <b>TOTAL</b>                                                           | <b>352.3</b> | <b>580.3</b> | <b>611.1</b> | <b>626.6</b> | <b>363.9</b> | <b>627.1</b> | <b>726.9</b> | <b>724.5</b> | <b>728.8</b> | <b>760.5</b> | <b>4.3%</b>            | <b>1.1%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 142.3        | 254.4        | 264.7        | 269.1        | 175.1        | 280.2        | 309.5        | 312.6        | 319.6        | 341.3        | 6.8%                   | 2.5%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 248.3        | 271.6        | 272.0        | 278.7        | 292.9        | 5.1%                   | 1.9%        |
| STVR**                                                                 |              |              |              |              |              | 31.9         | 37.9         | 40.5         | 40.9         | 48.4         | 18.2%                  | 6.3%        |
| Private Home                                                           | 79.6         | 127.9        | 134.4        | 139.1        | 77.4         | 145.9        | 161.8        | 159.6        | 160.5        | 167.1        | 4.1%                   | 0.8%        |
| Campground                                                             | 22.3         | 27.0         | 28.1         | 29.2         | 24.3         | 27.0         | 30.1         | 33.1         | 30.8         | 30.0         | -2.8%                  | -0.1%       |
| Second Home                                                            | 3.0          | 4.4          | 4.5          | 4.6          | 3.8          | 5.3          | 5.8          | 6.0          | 6.1          | 6.2          | 1.9%                   | 1.6%        |
| Day Travel                                                             | 58.5         | 77.9         | 80.5         | 83.2         | 40.0         | 82.8         | 95.6         | 96.2         | 97.4         | 101.4        | 4.2%                   | 1.5%        |
| <b>TOTAL</b>                                                           | <b>305.7</b> | <b>491.5</b> | <b>512.2</b> | <b>525.3</b> | <b>320.7</b> | <b>541.2</b> | <b>602.8</b> | <b>607.4</b> | <b>614.4</b> | <b>646.0</b> | <b>5.2%</b>            | <b>1.7%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |             |
| Accommodations                                                         | 57.3         | 104.2        | 105.5        | 105.2        | 79.9         | 129.1        | 137.3        | 132.5        | 132.9        | 143.4        | 7.9%                   | 1.1%        |
| Food Service                                                           | 77.4         | 137.6        | 142.7        | 149.8        | 94.9         | 155.2        | 170.9        | 176.1        | 184.6        | 195.2        | 5.8%                   | 3.4%        |
| Food Stores                                                            | 28.6         | 41.4         | 42.0         | 43.4         | 29.0         | 49.1         | 55.0         | 56.6         | 56.5         | 58.1         | 2.8%                   | 1.4%        |
| Local Tran. & Gas                                                      | 29.0         | 50.3         | 57.8         | 58.2         | 29.6         | 57.3         | 63.4         | 71.2         | 68.4         | 70.1         | 2.4%                   | 2.5%        |
| Arts, Ent. & Rec.                                                      | 43.3         | 54.5         | 55.3         | 56.6         | 28.6         | 45.6         | 48.3         | 49.0         | 49.1         | 51.0         | 3.8%                   | 1.4%        |
| Retail Sales                                                           | 49.6         | 58.5         | 58.9         | 60.1         | 36.0         | 64.2         | 70.0         | 67.7         | 66.6         | 68.1         | 2.3%                   | -0.7%       |
| Visitor Air Tran.                                                      | 20.7         | 45.0         | 50.0         | 52.0         | 22.6         | 40.7         | 57.8         | 54.3         | 56.2         | 60.1         | 6.9%                   | 1.0%        |
| <b>TOTAL</b>                                                           | <b>305.7</b> | <b>491.5</b> | <b>512.2</b> | <b>525.3</b> | <b>320.7</b> | <b>541.2</b> | <b>602.8</b> | <b>607.4</b> | <b>614.4</b> | <b>646.0</b> | <b>5.2%</b>            | <b>1.7%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Jackson County

## Direct Travel Impact Detail

|                                                               | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|-------------|
|                                                               |       |       |       |       |       |       |       |       |       |       | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 56    | 107   | 114   | 119   | 100   | 108   | 130   | 133   | 136   | 144   | 5.5%       | 2.6%        |
| Arts, Ent. & Rec.                                             | 13    | 18    | 19    | 20    | 14    | 15    | 22    | 22    | 23    | 27    | 16.0%      | 5.5%        |
| Retail**                                                      | 10    | 15    | 15    | 16    | 18    | 20    | 20    | 20    | 20    | 21    | 1.6%       | 0.5%        |
| Ground Tran.                                                  | 2     | 3     | 3     | 4     | 4     | 5     | 4     | 7     | 7     | 7     | -0.3%      | 15.6%       |
| Visitor Air Tran.                                             | 1     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 5     | 5     | 11.9%      | 7.0%        |
| Other Travel*                                                 | 5     | 7     | 8     | 8     | 7     | 7     | 8     | 9     | 10    | 10    | 2.8%       | 3.6%        |
| <b>TOTAL</b>                                                  | 86.2  | 153.5 | 163.1 | 170.8 | 146.0 | 158.2 | 188.0 | 194.7 | 200.9 | 213.3 | 6.1%       | 3.2%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 3,110 | 4,040 | 4,110 | 4,140 | 3,350 | 3,500 | 3,940 | 3,960 | 3,900 | 3,960 | 1.4%       | 0.1%        |
| Arts, Ent. & Rec.                                             | 760   | 760   | 780   | 780   | 530   | 520   | 710   | 750   | 800   | 840   | 5.4%       | 4.3%        |
| Retail**                                                      | 460   | 520   | 520   | 520   | 550   | 580   | 570   | 550   | 540   | 520   | -2.6%      | -1.9%       |
| Ground Tran.                                                  | 80    | 90    | 90    | 100   | 100   | 140   | 90    | 150   | 150   | 150   | -1.6%      | 13.8%       |
| Visitor Air Tran.                                             | 50    | 70    | 70    | 70    | 60    | 60    | 60    | 60    | 60    | 70    | 12.5%      | 4.4%        |
| Other Travel*                                                 | 190   | 170   | 180   | 180   | 150   | 160   | 160   | 160   | 160   | 170   | 1.0%       | 1.2%        |
| <b>TOTAL</b>                                                  | 4,640 | 5,630 | 5,750 | 5,790 | 4,750 | 4,950 | 5,520 | 5,640 | 5,610 | 5,700 | 1.6%       | 0.8%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |            |             |
| Local Tax Receipts                                            | 4     | 10    | 10    | 10    | 7     | 12    | 12    | 13    | 13    | 14    | 7.4%       | 4.4%        |
| State Tax Receipts                                            | 8     | 16    | 17    | 17    | 13    | 17    | 19    | 19    | 20    | 20    | 4.5%       | 1.8%        |
| <b>TOTAL</b>                                                  | 12.7  | 25.7  | 26.9  | 27.4  | 20.9  | 28.4  | 31.0  | 32.1  | 32.8  | 34.7  | 5.6%       | 2.8%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$225       | \$425        | \$518        | \$1,001      | 2.3        | 1.9            |
| Private Home         | \$59        | \$180        | \$140        | \$443        | 2.4        | 3.2            |
| Other Overnight      | \$46        | \$149        | \$156        | \$507        | 3.4        | 3.3            |
| <b>All Overnight</b> | <b>\$98</b> | <b>\$256</b> | <b>\$243</b> | <b>\$646</b> | <b>2.5</b> | <b>2.7</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 1,891,600        | 1,893,850        | 1,958,650        | 764,710          | 786,790          | 814,530          |
| Private Home         | 2,817,340        | 2,824,530        | 2,830,000        | 1,200,550        | 1,183,270        | 1,195,230        |
| Other Overnight      | 821,590          | 812,800          | 785,770          | 255,450          | 239,770          | 232,060          |
| <b>All Overnight</b> | <b>5,530,530</b> | <b>5,531,170</b> | <b>5,574,420</b> | <b>2,220,710</b> | <b>2,209,830</b> | <b>2,241,820</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 932,080          | 926,810          | 953,760          | 374,390        | 383,080        | 394,500        |
| Private Home         | 888,410          | 928,720          | 930,520          | 365,460        | 374,960        | 377,500        |
| Other Overnight      | 255,300          | 250,670          | 242,190          | 79,220         | 73,800         | 71,380         |
| <b>All Overnight</b> | <b>2,075,800</b> | <b>2,106,200</b> | <b>2,126,460</b> | <b>819,070</b> | <b>831,840</b> | <b>843,380</b> |

# Jefferson County

## Direct Travel Impact Insights, 2025

### Visitor Spending Impacts

Amount of Visitor Spending That Supports 1 Job \$98,047

Employee & Proprietor Earnings Generated by \$100 in Visitor Spending \$26

Local & State Tax Revenues Generated by \$100 in Visitor Spending \$5

Local & State Tax Revenues Generated per County Household \$577

### Visitor Shares

Travel Share of Total Employment 11%

Overnight-Visitor Day Share of Resident Population\* 16%

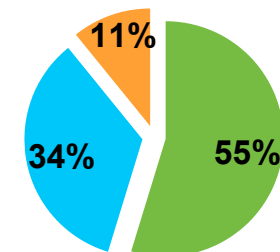
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

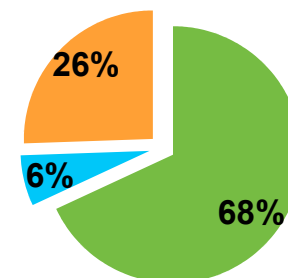
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017  | 2018  | 2019  | 2020 | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|------|-------|-------|-------|------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |      |       |       |       |      |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |       |       |       |      |       |       |       |       |       |                    |          |
| Total                           | 33.5 | 52.5  | 55.7  | 59.0  | 67.0 | 86.5  | 116.7 | 110.7 | 109.7 | 111.5 | ▲ 1.6%             | ▲ 5.6%   |
| Other                           | 1.7  | 3.0   | 3.5   | 3.6   | 1.7  | 3.2   | 4.5   | 4.2   | 3.8   | 3.7   | ▼ -1.5%            | ▲ 3.6%   |
| Visitor                         | 31.8 | 49.4  | 52.2  | 55.5  | 65.4 | 83.3  | 112.2 | 106.5 | 106.0 | 107.8 | ▲ 1.7%             | ▲ 5.7%   |
| <b>Earnings (\$Millions)</b>    |      |       |       |       |      |       |       |       |       |       |                    |          |
| Earnings                        | 7.8  | 17.5  | 18.8  | 20.2  | 20.1 | 22.4  | 26.0  | 27.1  | 27.4  | 28.5  | ▲ 4.1%             | ▲ 6.0%   |
| <b>Employment (Jobs)</b>        |      |       |       |       |      |       |       |       |       |       |                    |          |
| Employment                      | 590  | 1,010 | 1,030 | 1,060 | 930  | 1,040 | 1,170 | 1,200 | 1,130 | 1,110 | ▼ -2.0%            | ▲ 2.9%   |
| <b>Tax Revenue (\$Millions)</b> |      |       |       |       |      |       |       |       |       |       |                    |          |
| Total                           | 1.2  | 2.5   | 2.7   | 2.9   | 4.2  | 4.4   | 5.3   | 5.1   | 5.2   | 5.3   | ▲ 2.0%             | ▲ 7.1%   |
| Local                           | 0.3  | 0.7   | 0.7   | 0.8   | 1.9  | 1.7   | 2.1   | 1.9   | 2.0   | 2.0   | ▲ 1.7%             | ▲ 9.3%   |
| State                           | 0.9  | 1.9   | 2.0   | 2.1   | 2.3  | 2.7   | 3.2   | 3.2   | 3.2   | 3.3   | ▲ 2.2%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Jefferson County

## Direct Spending Detail

|                                                                        | 2003        | 2017        | 2018        | 2019        | 2020        | 2021        | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |              |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|------------------------|--------------|
|                                                                        |             |             |             |             |             |             |              |              |              |              | 2024-25                | 2022-25      |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |             |             |             |             |             |              |              |              |              |                        |              |
| Destination Spending                                                   | 31.8        | 49.4        | 52.2        | 55.5        | 65.4        | 83.3        | 112.2        | 106.5        | 106.0        | 107.8        | 1.7%                   | -1.0%        |
| Other Travel*                                                          | 1.7         | 3.0         | 3.5         | 3.6         | 1.7         | 3.2         | 4.5          | 4.2          | 3.8          | 3.7          | -1.5%                  | -4.6%        |
| <b>TOTAL</b>                                                           | <b>33.5</b> | <b>52.5</b> | <b>55.7</b> | <b>59.0</b> | <b>67.0</b> | <b>86.5</b> | <b>116.7</b> | <b>110.7</b> | <b>109.7</b> | <b>111.5</b> | <b>1.6%</b>            | <b>-1.1%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |             |             |             |             |             |              |              |              |              |                        |              |
| Hotel, Motel, STVR                                                     | 5.5         | 14.4        | 15.5        | 17.4        | 36.2        | 36.4        | 47.1         | 44.5         | 45.5         | 48.1         | 5.7%                   | 0.5%         |
| Hotel, Motel**                                                         |             |             |             |             |             | 31.9        | 43.0         | 41.3         | 42.1         | 44.3         | 5.2%                   | 0.7%         |
| STVR**                                                                 |             |             |             |             |             | 4.5         | 4.0          | 3.2          | 3.4          | 3.8          | 11.8%                  | -1.4%        |
| Private Home                                                           | 5.0         | 7.7         | 8.1         | 8.3         | 5.3         | 8.6         | 9.1          | 9.3          | 9.2          | 9.4          | 2.5%                   | 0.9%         |
| Campground                                                             | 8.7         | 10.2        | 10.6        | 11.1        | 11.6        | 18.6        | 27.6         | 24.7         | 23.5         | 22.0         | -6.3%                  | -5.5%        |
| Second Home                                                            | 4.3         | 5.6         | 5.8         | 6.0         | 4.9         | 7.0         | 7.7          | 8.0          | 8.1          | 8.2          | 1.9%                   | 1.6%         |
| Day Travel                                                             | 8.4         | 11.5        | 12.1        | 12.6        | 7.4         | 12.7        | 20.8         | 20.1         | 19.7         | 20.0         | 1.7%                   | -0.9%        |
| <b>TOTAL</b>                                                           | <b>31.8</b> | <b>49.4</b> | <b>52.2</b> | <b>55.5</b> | <b>65.4</b> | <b>83.3</b> | <b>112.2</b> | <b>106.5</b> | <b>106.0</b> | <b>107.8</b> | <b>1.7%</b>            | <b>-1.0%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |             |             |             |             |             |              |              |              |              |                        |              |
| Accommodations                                                         | 4.4         | 9.8         | 10.2        | 11.5        | 24.2        | 25.4        | 31.5         | 28.7         | 29.7         | 30.0         | 1.0%                   | -1.2%        |
| Food Service                                                           | 7.9         | 14.2        | 15.1        | 16.2        | 15.3        | 20.1        | 27.5         | 27.7         | 28.4         | 29.6         | 4.3%                   | 1.9%         |
| Food Stores                                                            | 5.2         | 7.1         | 7.2         | 7.5         | 7.2         | 11.1        | 15.6         | 14.8         | 14.3         | 14.3         | -0.4%                  | -2.2%        |
| Local Tran. & Gas                                                      | 2.9         | 4.8         | 5.6         | 5.8         | 5.6         | 8.4         | 13.0         | 11.6         | 10.5         | 10.5         | 0.2%                   | -5.1%        |
| Arts, Ent. & Rec.                                                      | 6.0         | 7.4         | 7.7         | 8.0         | 7.2         | 9.9         | 13.5         | 13.2         | 12.9         | 13.2         | 2.1%                   | -0.5%        |
| Retail Sales                                                           | 5.3         | 6.2         | 6.3         | 6.6         | 5.9         | 8.4         | 11.2         | 10.6         | 10.2         | 10.3         | 0.6%                   | -2.2%        |
| <b>TOTAL</b>                                                           | <b>31.8</b> | <b>49.4</b> | <b>52.2</b> | <b>55.5</b> | <b>65.4</b> | <b>83.3</b> | <b>112.2</b> | <b>106.5</b> | <b>106.0</b> | <b>107.8</b> | <b>1.7%</b>            | <b>-1.0%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Jefferson County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017         | 2018         | 2019         | 2020        | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.   | 4 Year Avg.  |
|---------------------------------------------------------------|------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                                                               |            |              |              |              |             |              |              |              |              |              | 2024-25      | 2021-25      |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |              |              |              |             |              |              |              |              |              |              |              |
| Accom. & Food Serv.                                           | 5          | 11           | 12           | 13           | 13          | 13           | 15           | 16           | 17           | 18           | 5.9%         | 4.6%         |
| Arts, Ent. & Rec.                                             | 2          | 4            | 4            | 5            | 3           | 5            | 6            | 6            | 6            | 6            | 0.0%         | -1.0%        |
| Retail**                                                      | 1          | 2            | 2            | 2            | 4           | 4            | 5            | 4            | 4            | 4            | 3.1%         | -1.3%        |
| Ground Tran.                                                  | 0.1        | 0.2          | 0.2          | 0.3          | 0.4         | 0.3          | 0.5          | 0.5          | 0.5          | 0.5          | -0.5%        | 3.4%         |
| Other Travel*                                                 | 0.1        | 0.1          | 0.2          | 0.2          | 0.2         | 0.3          | 0.3          | 0.2          | 0.2          | 0.3          | 3.4%         | -0.4%        |
| <b>TOTAL</b>                                                  | <b>7.8</b> | <b>17.5</b>  | <b>18.8</b>  | <b>20.2</b>  | <b>20.1</b> | <b>22.4</b>  | <b>26.0</b>  | <b>27.1</b>  | <b>27.4</b>  | <b>28.5</b>  | <b>4.1%</b>  | <b>2.3%</b>  |
| <b>Travel Industry Employment (Jobs)</b>                      |            |              |              |              |             |              |              |              |              |              |              |              |
| Accom. & Food Serv.                                           | 310        | 480          | 520          | 550          | 510         | 520          | 570          | 620          | 600          | 600          | 0.4%         | 1.5%         |
| Arts, Ent. & Rec.                                             | 190        | 420          | 410          | 400          | 250         | 330          | 430          | 410          | 370          | 350          | -5.7%        | -4.9%        |
| Retail**                                                      | 80         | 90           | 90           | 90           | 140         | 170          | 160          | 150          | 140          | 140          | -2.7%        | -3.5%        |
| Ground Tran.                                                  | 10         | 10           | 10           | 10           | 10          | 10           | 10           | 10           | 10           | 10           | 0.4%         | -0.1%        |
| Other Travel*                                                 | 10         | 10           | 10           | 10           | 10          | 10           | 10           | 10           | 10           | 10           | -1.0%        | -2.3%        |
| <b>TOTAL</b>                                                  | <b>590</b> | <b>1,010</b> | <b>1,030</b> | <b>1,060</b> | <b>930</b>  | <b>1,040</b> | <b>1,170</b> | <b>1,200</b> | <b>1,130</b> | <b>1,110</b> | <b>-1.8%</b> | <b>-1.3%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |              |              |              |             |              |              |              |              |              |              |              |
| Local Tax Receipts                                            | 0.3        | 0.7          | 0.7          | 0.8          | 2           | 2            | 2            | 2            | 2            | 2            | 1.7%         | -1.2%        |
| State Tax Receipts                                            | 0.9        | 2            | 2            | 2            | 2           | 3            | 3            | 3            | 3            | 3            | 2.2%         | 0.3%         |
| <b>TOTAL</b>                                                  | <b>1.2</b> | <b>2.5</b>   | <b>2.7</b>   | <b>2.9</b>   | <b>4.2</b>  | <b>4.4</b>   | <b>5.3</b>   | <b>5.1</b>   | <b>5.2</b>   | <b>5.3</b>   | <b>2.0%</b>  | <b>-0.2%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$151       | \$252        | \$371        | \$618        | 2.5        | 1.7            |
| Private Home         | \$37        | \$95         | \$95         | \$243        | 2.6        | 2.6            |
| Other Overnight      | \$35        | \$104        | \$118        | \$351        | 3.4        | 3.0            |
| <b>All Overnight</b> | <b>\$60</b> | <b>\$149</b> | <b>\$177</b> | <b>\$426</b> | <b>3.0</b> | <b>2.4</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights   |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 335,530          | 333,780          | 345,840          | 131,460        | 134,550        | 139,440        |
| Private Home         | 253,970          | 254,790          | 255,280          | 101,260        | 99,590         | 99,780         |
| Other Overnight      | 910,110          | 899,540          | 867,570          | 283,100        | 265,530        | 256,410        |
| <b>All Overnight</b> | <b>1,499,610</b> | <b>1,488,110</b> | <b>1,468,690</b> | <b>515,820</b> | <b>499,670</b> | <b>495,630</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 195,750        | 193,530        | 200,630        | 76,940         | 78,370         | 81,250         |
| Private Home         | 94,780         | 99,110         | 99,300         | 37,790         | 38,740         | 38,810         |
| Other Overnight      | 303,880        | 299,800        | 289,810        | 94,980         | 88,960         | 86,110         |
| <b>All Overnight</b> | <b>594,410</b> | <b>592,440</b> | <b>589,740</b> | <b>209,710</b> | <b>206,080</b> | <b>206,180</b> |

# Josephine County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$79,814 |
| 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             | \$221    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 5%       |
| Overnight-Visitor Day Share of Resident Population*                   | 6%       |

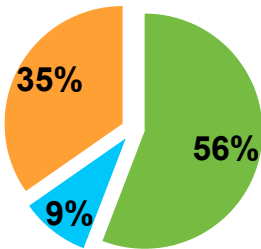
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

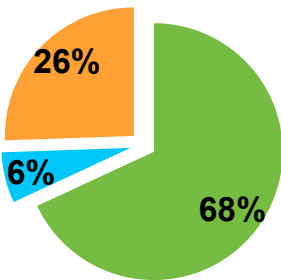
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 98.6  | 129.2 | 133.2 | 141.4 | 86.6  | 154.1 | 171.1 | 172.8 | 172.6 | 177.6 | ▲ 2.9%             | ▲ 2.7%   |
| Other                           | 8.5   | 11.0  | 12.7  | 12.9  | 6.0   | 11.3  | 15.5  | 14.5  | 13.0  | 12.8  | ▼ -1.5%            | ▲ 1.9%   |
| Visitor                         | 90.1  | 118.3 | 120.5 | 128.6 | 80.6  | 142.8 | 155.6 | 158.4 | 159.6 | 164.8 | ▲ 3.2%             | ▲ 2.8%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 28.3  | 45.4  | 50.2  | 52.9  | 49.8  | 54.0  | 61.3  | 62.1  | 61.4  | 64.0  | ▲ 4.3%             | ▲ 3.8%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 1,730 | 1,800 | 1,910 | 2,030 | 1,800 | 1,950 | 2,160 | 2,100 | 2,050 | 2,090 | ▲ 2.3%             | ▲ 0.9%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 3.6   | 6.1   | 6.3   | 6.6   | 5.5   | 7.3   | 8.0   | 8.0   | 8.0   | 8.2   | ▲ 2.7%             | ▲ 3.8%   |
| Local                           | 0.8   | 1.3   | 1.3   | 1.4   | 1.3   | 1.9   | 2.0   | 2.0   | 2.0   | 2.1   | ▲ 3.1%             | ▲ 4.7%   |
| State                           | 2.8   | 4.7   | 5.0   | 5.2   | 4.2   | 5.4   | 6.0   | 6.0   | 6.0   | 6.1   | ▲ 2.6%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Josephine County

## Direct Spending Detail

|                                                                        | 2003        | 2017         | 2018         | 2019         | 2020        | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |             |              |              |              |             |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |              |              |              |             |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 90.1        | 118.3        | 120.5        | 128.6        | 80.6        | 142.8        | 155.6        | 158.4        | 159.6        | 164.8        | 3.2%                   | 1.4%        |
| Other Travel*                                                          | 8.5         | 11.0         | 12.7         | 12.9         | 6.0         | 11.3         | 15.5         | 14.5         | 13.0         | 12.8         | -1.5%                  | -4.7%       |
| <b>TOTAL</b>                                                           | <b>98.6</b> | <b>129.2</b> | <b>133.2</b> | <b>141.4</b> | <b>86.6</b> | <b>154.1</b> | <b>171.1</b> | <b>172.8</b> | <b>172.6</b> | <b>177.6</b> | <b>2.9%</b>            | <b>0.9%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |              |              |              |             |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 35.3        | 47.8         | 48.2         | 52.3         | 39.0        | 62.9         | 69.5         | 69.6         | 70.4         | 72.9         | 3.6%                   | 1.2%        |
| Hotel, Motel**                                                         |             |              |              |              |             | 54.7         | 59.6         | 57.8         | 57.7         | 59.6         | 3.3%                   | 0.0%        |
| STVR**                                                                 |             |              |              |              |             | 8.1          | 9.9          | 11.8         | 12.7         | 13.3         | 5.0%                   | 7.8%        |
| Private Home                                                           | 25.0        | 35.1         | 36.1         | 37.9         | 20.3        | 41.9         | 43.6         | 44.4         | 44.3         | 45.4         | 2.6%                   | 1.0%        |
| Campground                                                             | 7.1         | 8.4          | 8.7          | 9.1          | 6.7         | 7.5          | 8.3          | 9.2          | 9.2          | 9.5          | 3.4%                   | 3.2%        |
| Second Home                                                            | 1.5         | 2.1          | 2.2          | 2.2          | 1.8         | 2.5          | 2.7          | 2.8          | 2.9          | 2.9          | 1.9%                   | 1.7%        |
| Day Travel                                                             | 21.2        | 24.9         | 25.4         | 27.0         | 12.7        | 28.1         | 31.3         | 32.4         | 32.9         | 34.0         | 3.3%                   | 2.1%        |
| <b>TOTAL</b>                                                           | <b>90.1</b> | <b>118.3</b> | <b>120.5</b> | <b>128.6</b> | <b>80.6</b> | <b>142.8</b> | <b>155.6</b> | <b>158.4</b> | <b>159.6</b> | <b>164.8</b> | <b>3.2%</b>            | <b>1.4%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |              |              |              |             |              |              |              |              |              |                        |             |
| Accommodations                                                         | 16.1        | 23.5         | 23.5         | 25.1         | 21.2        | 34.0         | 36.0         | 35.4         | 35.6         | 36.7         | 3.1%                   | 0.5%        |
| Food Service                                                           | 24.0        | 36.1         | 37.0         | 40.2         | 24.9        | 44.5         | 48.0         | 51.1         | 53.4         | 56.0         | 5.0%                   | 3.9%        |
| Food Stores                                                            | 10.2        | 13.6         | 13.6         | 14.4         | 9.0         | 16.2         | 17.9         | 18.9         | 19.1         | 19.6         | 2.5%                   | 2.2%        |
| Local Tran. & Gas                                                      | 9.2         | 12.6         | 13.9         | 14.6         | 7.3         | 14.5         | 18.0         | 16.9         | 15.7         | 15.8         | 0.9%                   | -3.1%       |
| Arts, Ent. & Rec.                                                      | 14.0        | 15.4         | 15.4         | 16.3         | 7.9         | 13.7         | 14.2         | 14.8         | 14.9         | 15.4         | 3.4%                   | 2.0%        |
| Retail Sales                                                           | 16.6        | 17.2         | 17.1         | 18.0         | 10.3        | 19.9         | 21.3         | 21.2         | 20.9         | 21.2         | 1.4%                   | -0.2%       |
| <b>TOTAL</b>                                                           | <b>90.1</b> | <b>118.3</b> | <b>120.5</b> | <b>128.6</b> | <b>80.6</b> | <b>142.8</b> | <b>155.6</b> | <b>158.4</b> | <b>159.6</b> | <b>164.8</b> | <b>3.2%</b>            | <b>1.4%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Josephine County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg.  |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2021-25      |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |             |              |
| Accom. & Food Serv.                                           | 18           | 34           | 38           | 39           | 35           | 38           | 43           | 44           | 44           | 47           | 5.7%        | 1.9%         |
| Arts, Ent. & Rec.                                             | 5            | 5            | 6            | 6            | 7            | 8            | 9            | 9            | 8            | 8            | 2.3%        | -2.9%        |
| Retail**                                                      | 4            | 5            | 5            | 6            | 6            | 7            | 7            | 7            | 7            | 7            | 1.2%        | 1.1%         |
| Ground Tran.                                                  | 0.5          | 0.7          | 0.7          | 0.8          | 0.6          | 0.7          | 0.8          | 0.9          | 1.0          | 0.9          | -5.7%       | 3.0%         |
| Other Travel*                                                 | 1            | 0.6          | 0.7          | 0.8          | 0.8          | 0.8          | 1.0          | 1.0          | 1.0          | 0.9          | -5.6%       | -1.1%        |
| <b>TOTAL</b>                                                  | <b>28.3</b>  | <b>45.4</b>  | <b>50.2</b>  | <b>52.9</b>  | <b>49.8</b>  | <b>54.0</b>  | <b>61.3</b>  | <b>62.1</b>  | <b>61.4</b>  | <b>64.0</b>  | <b>4.3%</b> | <b>1.1%</b>  |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |             |              |
| Accom. & Food Serv.                                           | 1,040        | 1,220        | 1,320        | 1,410        | 1,200        | 1,280        | 1,470        | 1,410        | 1,380        | 1,410        | 2.6%        | -0.9%        |
| Arts, Ent. & Rec.                                             | 440          | 350          | 350          | 370          | 360          | 420          | 430          | 450          | 420          | 440          | 4.0%        | 0.6%         |
| Retail**                                                      | 190          | 190          | 200          | 200          | 200          | 210          | 210          | 200          | 200          | 190          | -2.3%       | -1.7%        |
| Ground Tran.                                                  | 20           | 20           | 20           | 20           | 20           | 20           | 20           | 20           | 20           | 20           | -4.8%       | -0.6%        |
| Other Travel*                                                 | 50           | 30           | 30           | 30           | 30           | 30           | 30           | 30           | 30           | 30           | -2.6%       | -3.6%        |
| <b>TOTAL</b>                                                  | <b>1,730</b> | <b>1,800</b> | <b>1,910</b> | <b>2,030</b> | <b>1,800</b> | <b>1,950</b> | <b>2,160</b> | <b>2,100</b> | <b>2,050</b> | <b>2,090</b> | <b>2.0%</b> | <b>-0.8%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |              |
| Local Tax Receipts                                            | 0.8          | 1            | 1            | 1            | 1            | 2            | 2            | 2            | 2            | 2            | 3.1%        | 0.5%         |
| State Tax Receipts                                            | 3            | 5            | 5            | 5            | 4            | 5            | 6            | 6            | 6            | 6            | 2.6%        | 0.6%         |
| <b>TOTAL</b>                                                  | <b>3.6</b>   | <b>6.1</b>   | <b>6.3</b>   | <b>6.6</b>   | <b>5.5</b>   | <b>7.3</b>   | <b>8.0</b>   | <b>8.0</b>   | <b>8.0</b>   | <b>8.2</b>   | <b>2.7%</b> | <b>0.5%</b>  |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$153       | \$290        | \$375        | \$709        | 2.4        | 1.9            |
| Private Home         | \$40        | \$122        | \$105        | \$319        | 2.6        | 3.0            |
| Other Overnight      | \$42        | \$138        | \$142        | \$465        | 3.4        | 3.3            |
| <b>All Overnight</b> | <b>\$64</b> | <b>\$172</b> | <b>\$171</b> | <b>\$453</b> | <b>2.7</b> | <b>2.6</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights   |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 608,180          | 604,950          | 615,400          | 235,720        | 239,800        | 243,960        |
| Private Home         | 1,120,730        | 1,126,540        | 1,128,720        | 438,650        | 432,340        | 433,170        |
| Other Overnight      | 275,870          | 291,760          | 292,880          | 86,770         | 86,910         | 87,240         |
| <b>All Overnight</b> | <b>2,004,780</b> | <b>2,023,250</b> | <b>2,037,000</b> | <b>761,150</b> | <b>759,050</b> | <b>764,370</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 299,100        | 294,270        | 299,390        | 116,720        | 117,750        | 119,800        |
| Private Home         | 353,410        | 370,410        | 371,130        | 138,320        | 142,150        | 142,430        |
| Other Overnight      | 85,120         | 89,500         | 89,840         | 26,710         | 26,600         | 26,700         |
| <b>All Overnight</b> | <b>737,630</b> | <b>754,180</b> | <b>760,360</b> | <b>281,750</b> | <b>286,500</b> | <b>288,930</b> |

# Klamath County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$98,858 |
| 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             | \$373    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 7%       |
| Overnight-Visitor Day Share of Resident Population*                   | 12%      |

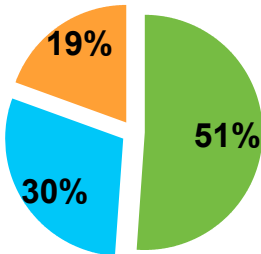
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\*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

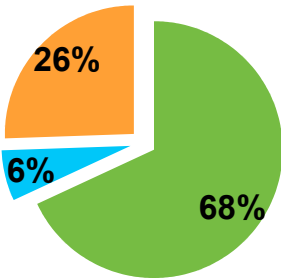
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 117.4 | 153.9 | 156.1 | 162.3 | 110.1 | 213.2 | 242.6 | 241.0 | 236.2 | 241.3 | ▲ 2.2%             | ▲ 3.3%   |
| Other                           | 8.9   | 10.7  | 10.5  | 10.7  | 5.2   | 9.3   | 13.0  | 12.2  | 11.1  | 10.9  | ▼ -1.7%            | ▲ 0.9%   |
| Visitor                         | 108.6 | 143.1 | 145.6 | 151.7 | 104.8 | 203.8 | 229.7 | 228.8 | 225.1 | 230.4 | ▲ 2.4%             | ▲ 3.5%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 32.8  | 51.9  | 55.4  | 56.3  | 52.0  | 59.4  | 69.0  | 75.2  | 77.6  | 81.8  | ▲ 5.4%             | ▲ 4.2%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 1,810 | 2,080 | 2,170 | 2,140 | 1,880 | 2,010 | 2,180 | 2,180 | 2,300 | 2,350 | ▲ 2.2%             | ▲ 1.2%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 4.1   | 7.2   | 7.4   | 7.6   | 6.3   | 9.2   | 10.3  | 10.3  | 10.5  | 10.8  | ▲ 2.7%             | ▲ 4.5%   |
| Local                           | 1.0   | 2.0   | 2.0   | 2.0   | 1.7   | 2.9   | 3.3   | 3.2   | 3.2   | 3.2   | ▲ 1.4%             | ▲ 5.5%   |
| State                           | 3.1   | 5.2   | 5.4   | 5.6   | 4.6   | 6.3   | 7.0   | 7.2   | 7.3   | 7.6   | ▲ 3.3%             | ▲ 4.1%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Klamath County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |              |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|--------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25      |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |              |
| Destination Spending                                                   | 108.6        | 143.1        | 145.6        | 151.7        | 104.8        | 203.8        | 229.7        | 228.8        | 225.1        | 230.4        | 2.4%                   | 0.1%         |
| Other Travel*                                                          | 8.9          | 10.7         | 10.5         | 10.7         | 5.2          | 9.3          | 13.0         | 12.2         | 11.1         | 10.9         | -1.7%                  | -4.3%        |
| <b>TOTAL</b>                                                           | <b>117.4</b> | <b>153.9</b> | <b>156.1</b> | <b>162.3</b> | <b>110.1</b> | <b>213.2</b> | <b>242.6</b> | <b>241.0</b> | <b>236.2</b> | <b>241.3</b> | <b>2.2%</b>            | <b>-0.1%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |              |
| Hotel, Motel, STVR                                                     | 48.0         | 69.3         | 70.5         | 73.9         | 45.9         | 85.6         | 90.7         | 88.4         | 88.2         | 95.0         | 7.7%                   | 1.2%         |
| Hotel, Motel**                                                         |              |              |              |              |              | 72.0         | 76.3         | 72.5         | 73.3         | 79.3         | 8.2%                   | 1.0%         |
| STVR**                                                                 |              |              |              |              |              | 13.6         | 14.4         | 15.9         | 14.8         | 15.6         | 5.4%                   | 2.2%         |
| Private Home                                                           | 23.1         | 28.2         | 28.1         | 29.0         | 22.2         | 33.3         | 34.9         | 35.4         | 35.3         | 36.3         | 2.6%                   | 0.9%         |
| Campground                                                             | 8.3          | 11.6         | 12.1         | 12.6         | 16.6         | 46.3         | 53.5         | 53.8         | 51.1         | 47.7         | -6.7%                  | -2.8%        |
| Second Home                                                            | 5.1          | 6.8          | 7.0          | 7.2          | 5.9          | 6.2          | 6.8          | 7.1          | 7.2          | 7.3          | 1.9%                   | 1.7%         |
| Day Travel                                                             | 24.0         | 27.3         | 27.9         | 28.9         | 14.3         | 32.5         | 43.7         | 44.2         | 43.3         | 44.1         | 2.1%                   | 0.3%         |
| <b>TOTAL</b>                                                           | <b>108.6</b> | <b>143.1</b> | <b>145.6</b> | <b>151.7</b> | <b>104.8</b> | <b>203.8</b> | <b>229.7</b> | <b>228.8</b> | <b>225.1</b> | <b>230.4</b> | <b>2.4%</b>            | <b>0.1%</b>  |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |              |
| Accommodations                                                         | 21.5         | 33.9         | 34.0         | 35.5         | 28.1         | 54.0         | 56.4         | 54.7         | 55.1         | 56.4         | 2.3%                   | 0.0%         |
| Food Service                                                           | 26.3         | 40.4         | 41.6         | 44.2         | 29.8         | 55.9         | 62.8         | 65.3         | 66.5         | 69.8         | 4.9%                   | 2.7%         |
| Food Stores                                                            | 11.1         | 14.7         | 14.8         | 15.3         | 13.6         | 28.3         | 33.3         | 34.1         | 32.8         | 32.6         | -0.5%                  | -0.5%        |
| Local Tran. & Gas                                                      | 11.4         | 15.9         | 17.7         | 18.1         | 9.4          | 20.3         | 25.8         | 23.5         | 21.3         | 21.5         | 1.1%                   | -4.4%        |
| Arts, Ent. & Rec.                                                      | 17.8         | 19.4         | 19.5         | 20.1         | 11.5         | 21.8         | 24.5         | 25.0         | 24.3         | 24.8         | 2.0%                   | 0.3%         |
| Retail Sales                                                           | 17.6         | 18.0         | 17.9         | 18.4         | 12.5         | 23.4         | 26.8         | 26.2         | 25.1         | 25.3         | 0.8%                   | -1.4%        |
| Visitor Air Tran.                                                      | 2.8          | 0.9          | 0.0          | 0.0          | 0.0          | 0.0          | 0.0          | 0.0          | 0.0          | 0.0          | 0.0%                   | 0.0%         |
| <b>TOTAL</b>                                                           | <b>108.6</b> | <b>143.1</b> | <b>145.6</b> | <b>151.7</b> | <b>104.8</b> | <b>203.8</b> | <b>229.7</b> | <b>228.8</b> | <b>225.1</b> | <b>230.4</b> | <b>2.4%</b>            | <b>0.1%</b>  |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Klamath County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 22           | 39           | 42           | 42           | 37           | 44           | 52           | 58           | 57           | 60           | 5.6%        | 3.9%        |
| Arts, Ent. & Rec.                                             | 5            | 6            | 7            | 7            | 6            | 6            | 7            | 7            | 10           | 11           | 10.3%       | 12.5%       |
| Retail**                                                      | 4            | 5            | 5            | 5            | 7            | 8            | 9            | 9            | 8            | 8            | 0.0%        | -0.7%       |
| Ground Tran.                                                  | 0.6          | 0.9          | 0.9          | 1.0          | 0.8          | 0.8          | 1.0          | 1            | 1            | 1            | 0.5%        | 3.6%        |
| Other Travel*                                                 | 0.7          | 1            | 0.7          | 0.8          | 0.7          | 0.6          | 0.8          | 0.8          | 0.8          | 0.8          | -2.4%       | 1.3%        |
| <b>TOTAL</b>                                                  | <b>32.5</b>  | <b>51.6</b>  | <b>55.4</b>  | <b>56.3</b>  | <b>52.0</b>  | <b>59.4</b>  | <b>69.0</b>  | <b>75.2</b>  | <b>77.6</b>  | <b>81.8</b>  | <b>5.4%</b> | <b>4.3%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 1,070        | 1,310        | 1,340        | 1,270        | 1,100        | 1,240        | 1,340        | 1,380        | 1,370        | 1,440        | 4.5%        | 1.7%        |
| Arts, Ent. & Rec.                                             | 470          | 500          | 560          | 600          | 450          | 450          | 500          | 480          | 630          | 630          | 0.2%        | 5.6%        |
| Retail**                                                      | 200          | 210          | 210          | 220          | 270          | 280          | 280          | 270          | 260          | 250          | -4.1%       | -3.3%       |
| Ground Tran.                                                  | 20           | 20           | 20           | 20           | 20           | 20           | 20           | 20           | 20           | 20           | 1.4%        | 0.0%        |
| Other Travel*                                                 | 40           | 40           | 40           | 40           | 30           | 30           | 30           | 30           | 30           | 20           | -8.9%       | -4.2%       |
| <b>TOTAL</b>                                                  | <b>1,800</b> | <b>2,080</b> | <b>2,170</b> | <b>2,140</b> | <b>1,880</b> | <b>2,010</b> | <b>2,180</b> | <b>2,180</b> | <b>2,300</b> | <b>2,350</b> | <b>2.2%</b> | <b>1.9%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Local Tax Receipts                                            | 1            | 2            | 2            | 2            | 2            | 3            | 3            | 3            | 3            | 3            | 1.4%        | -0.2%       |
| State Tax Receipts                                            | 3            | 5            | 5            | 6            | 5            | 6            | 7            | 7            | 7            | 8            | 3.3%        | 1.9%        |
| <b>TOTAL</b>                                                  | <b>4.1</b>   | <b>7.2</b>   | <b>7.4</b>   | <b>7.6</b>   | <b>6.3</b>   | <b>9.2</b>   | <b>10.3</b>  | <b>10.3</b>  | <b>10.5</b>  | <b>10.8</b>  | <b>2.7%</b> | <b>1.2%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$156       | \$295        | \$381        | \$721        | 2.4        | 1.9            |
| Private Home         | \$40        | \$122        | \$105        | \$319        | 2.6        | 3.0            |
| Other Overnight      | \$39        | \$127        | \$135        | \$437        | 3.4        | 3.2            |
| <b>All Overnight</b> | <b>\$61</b> | <b>\$170</b> | <b>\$178</b> | <b>\$481</b> | <b>2.9</b> | <b>2.7</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 727,810          | 703,930          | 743,240          | 282,440          | 280,680          | 296,550          |
| Private Home         | 893,350          | 898,900          | 900,640          | 349,650          | 344,970          | 345,640          |
| Other Overnight      | 1,494,680        | 1,468,490        | 1,394,380        | 459,910          | 428,450          | 407,300          |
| <b>All Overnight</b> | <b>3,115,840</b> | <b>3,071,320</b> | <b>3,038,260</b> | <b>1,092,010</b> | <b>1,054,110</b> | <b>1,049,490</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 359,460          | 347,870          | 367,960          | 140,400        | 139,810        | 147,960        |
| Private Home         | 281,700          | 295,560          | 296,130          | 110,260        | 113,430        | 113,650        |
| Other Overnight      | 467,340          | 455,610          | 432,350          | 143,590        | 132,740        | 126,100        |
| <b>All Overnight</b> | <b>1,108,510</b> | <b>1,099,040</b> | <b>1,096,450</b> | <b>394,250</b> | <b>385,980</b> | <b>387,710</b> |

# Lake County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$99,680 |
| 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             | \$240    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 5%       |
| Overnight-Visitor Day Share of Resident Population*                   | 10%      |

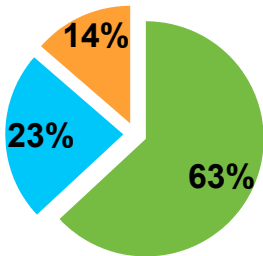
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

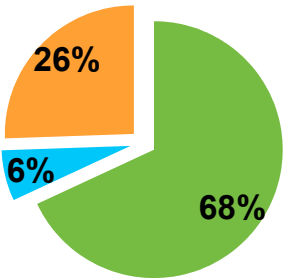
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 10.4 | 14.3 | 14.8 | 15.3 | 12.2 | 17.6 | 20.6 | 20.6 | 20.8 | 21.8 | ▲ 5.0%             | ▲ 3.4%   |
| Other                           | 0.6  | 1.0  | 1.1  | 1.2  | 0.5  | 1.1  | 1.5  | 1.4  | 1.2  | 1.2  | ▼ -1.5%            | ▲ 2.9%   |
| Visitor                         | 9.7  | 13.3 | 13.7 | 14.1 | 11.7 | 16.5 | 19.1 | 19.2 | 19.5 | 20.6 | ▲ 5.4%             | ▲ 3.5%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 2.3  | 3.3  | 3.4  | 3.5  | 3.9  | 4.0  | 4.5  | 4.7  | 4.7  | 4.9  | ▲ 5.1%             | ▲ 3.4%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 220  | 220  | 230  | 210  | 220  | 210  | 230  | 220  | 220  | 210  | ▼ -3.1%            | ▼ -0.2%  |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 0.3  | 0.6  | 0.6  | 0.6  | 0.6  | 0.7  | 0.8  | 0.8  | 0.8  | 0.8  | ▲ 4.7%             | ▲ 4.4%   |
| Local                           | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | ▲ 7.0%             | ▲ 6.6%   |
| State                           | 0.3  | 0.4  | 0.4  | 0.5  | 0.4  | 0.5  | 0.6  | 0.6  | 0.6  | 0.6  | ▲ 3.9%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Lake County

## Direct Spending Detail

|                                                                        | 2003 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | YOY % Chg. 4 Year Avg. |         |
|------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|------------------------|---------|
|                                                                        |      |      |      |      |      |      |      |      |      |      | 2024-25                | 2022-25 |
| <b>Direct Travel Spending (\$Millions)</b>                             |      |      |      |      |      |      |      |      |      |      |                        |         |
| Destination Spending                                                   | 9.7  | 13.3 | 13.7 | 14.1 | 11.7 | 16.5 | 19.1 | 19.2 | 19.5 | 20.6 | 5.4%                   | 1.9%    |
| Other Travel*                                                          | 0.6  | 1.0  | 1.1  | 1.2  | 0.5  | 1.1  | 1.5  | 1.4  | 1.2  | 1.2  | -1.5%                  | -5.3%   |
| <b>TOTAL</b>                                                           | 10.4 | 14.3 | 14.8 | 15.3 | 12.2 | 17.6 | 20.6 | 20.6 | 20.8 | 21.8 | 5.0%                   | 1.5%    |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                        |         |
| Hotel, Motel, STVR                                                     | 2.9  | 5.3  | 5.4  | 5.5  | 5.7  | 8.5  | 9.2  | 8.9  | 9.4  | 10.1 | 7.7%                   | 2.5%    |
| Hotel, Motel**                                                         |      |      |      |      |      | 8.0  | 8.3  | 8.0  | 8.3  | 8.7  | 4.8%                   | 0.9%    |
| STVR**                                                                 |      |      |      |      |      | 0.5  | 0.8  | 1.0  | 1.1  | 1.5  | 28.6%                  | 15.1%   |
| Private Home                                                           | 1.1  | 1.6  | 1.7  | 1.7  | 1.5  | 2.0  | 2.2  | 2.2  | 2.1  | 2.2  | 2.7%                   | 0.4%    |
| Campground                                                             | 2.2  | 2.1  | 2.2  | 2.3  | 1.8  | 2.0  | 2.3  | 2.5  | 2.4  | 2.4  | 2.3%                   | 1.6%    |
| Second Home                                                            | 0.8  | 1.1  | 1.1  | 1.1  | 0.9  | 1.1  | 1.2  | 1.3  | 1.3  | 1.3  | 2.0%                   | 1.3%    |
| Day Travel                                                             | 2.8  | 3.2  | 3.3  | 3.4  | 1.8  | 2.9  | 4.3  | 4.4  | 4.4  | 4.6  | 4.5%                   | 1.9%    |
| <b>TOTAL</b>                                                           | 9.7  | 13.3 | 13.7 | 14.1 | 11.7 | 16.5 | 19.1 | 19.2 | 19.5 | 20.6 | 5.4%                   | 1.9%    |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |      |      |      |      |      |      |      |      |      |      |                        |         |
| Accommodations                                                         | 1.7  | 3.1  | 3.1  | 3.2  | 3.4  | 5.0  | 5.4  | 5.2  | 5.4  | 5.8  | 7.1%                   | 1.9%    |
| Food Service                                                           | 2.4  | 3.8  | 3.9  | 4.2  | 3.4  | 4.7  | 5.5  | 5.8  | 6.0  | 6.4  | 6.4%                   | 3.9%    |
| Food Stores                                                            | 1.5  | 1.9  | 1.9  | 2.0  | 1.6  | 2.1  | 2.5  | 2.6  | 2.6  | 2.7  | 3.7%                   | 2.0%    |
| Local Tran. & Gas                                                      | 0.8  | 1.1  | 1.2  | 1.2  | 0.8  | 1.3  | 1.7  | 1.6  | 1.5  | 1.5  | 2.4%                   | -2.5%   |
| Arts, Ent. & Rec.                                                      | 1.7  | 1.9  | 1.9  | 2.0  | 1.3  | 1.8  | 2.0  | 2.0  | 2.0  | 2.1  | 4.7%                   | 1.9%    |
| Retail Sales                                                           | 1.6  | 1.6  | 1.6  | 1.6  | 1.2  | 1.7  | 2.1  | 2.0  | 2.0  | 2.1  | 2.9%                   | -0.1%   |
| <b>TOTAL</b>                                                           | 9.7  | 13.3 | 13.7 | 14.1 | 11.7 | 16.5 | 19.1 | 19.2 | 19.5 | 20.6 | 5.4%                   | 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.

\*\*Data prior to 2021 for these breakouts not available.

# Lake County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023       | 2024       | 2025       | YOY % Chg.   | 4 Year Avg.  |
|---------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|--------------|
|                                                               |            |            |            |            |            |            |            |            |            |            | 2024-25      | 2021-25      |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |            |            |            |            |            |            |            |            |            |              |              |
| Accom. & Food Serv.                                           | 1          | 2          | 2          | 2          | 2          | 2          | 3          | 3          | 3          | 3          | 5.6%         | 2.7%         |
| Arts, Ent. & Rec.                                             | 0.5        | 0.7        | 0.7        | 0.7        | 0.8        | 0.7        | 0.8        | 0.8        | 0.8        | 0.8        | 6.8%         | 0.3%         |
| Retail**                                                      | 0.4        | 0.5        | 0.6        | 0.6        | 0.8        | 0.8        | 0.9        | 0.9        | 0.9        | 0.9        | 3.2%         | 1.5%         |
| Ground Tran.                                                  | 0.0        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.5%         | 3.9%         |
| Other Travel*                                                 | 0.0        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | -1.7%        | -0.9%        |
| <b>TOTAL</b>                                                  | <b>2.3</b> | <b>3.3</b> | <b>3.4</b> | <b>3.5</b> | <b>3.9</b> | <b>4.0</b> | <b>4.5</b> | <b>4.7</b> | <b>4.7</b> | <b>4.9</b> | <b>5.1%</b>  | <b>2.0%</b>  |
| <b>Travel Industry Employment (Jobs)</b>                      |            |            |            |            |            |            |            |            |            |            |              |              |
| Accom. & Food Serv.                                           | 150        | 140        | 140        | 130        | 120        | 130        | 140        | 140        | 140        | 130        | -3.9%        | -1.5%        |
| Arts, Ent. & Rec.                                             | 40         | 50         | 50         | 50         | 50         | 40         | 50         | 50         | 40         | 40         | -2.9%        | -3.8%        |
| Retail**                                                      | 30         | 30         | 30         | 30         | 30         | 30         | 30         | 30         | 30         | 30         | 0.1%         | -2.3%        |
| Ground Tran.                                                  | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | 1.4%         | 0.3%         |
| Other Travel*                                                 | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | -2.3%        | -3.7%        |
| <b>TOTAL</b>                                                  | <b>220</b> | <b>220</b> | <b>230</b> | <b>210</b> | <b>220</b> | <b>210</b> | <b>230</b> | <b>220</b> | <b>220</b> | <b>210</b> | <b>-4.5%</b> | <b>-2.2%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |            |            |            |            |            |            |            |            |            |              |              |
| Local Tax Receipts                                            | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.2        | 0.2        | 0.2        | 0.2        | 0.2        | 7.0%         | 1.7%         |
| State Tax Receipts                                            | 0.3        | 0.4        | 0.4        | 0.5        | 0.4        | 0.5        | 0.6        | 0.6        | 0.6        | 0.6        | 3.9%         | 1.2%         |
| <b>TOTAL</b>                                                  | <b>0.3</b> | <b>0.6</b> | <b>0.6</b> | <b>0.6</b> | <b>0.6</b> | <b>0.7</b> | <b>0.8</b> | <b>0.8</b> | <b>0.8</b> | <b>0.8</b> | <b>4.7%</b>  | <b>1.3%</b>  |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$136       | \$227        | \$335        | \$557        | 2.5        | 1.7            |
| Private Home         | \$27        | \$69         | \$69         | \$177        | 2.6        | 2.6            |
| Other Overnight      | \$31        | \$89         | \$103        | \$293        | 3.3        | 2.9            |
| <b>All Overnight</b> | <b>\$55</b> | <b>\$130</b> | <b>\$154</b> | <b>\$355</b> | <b>2.8</b> | <b>2.3</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights   |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 84,090         | 84,980         | 89,390         | 32,730         | 33,940         | 35,600         |
| Private Home         | 82,740         | 81,760         | 81,910         | 32,990         | 31,960         | 32,020         |
| Other Overnight      | 117,260        | 119,110        | 119,510        | 37,400         | 36,040         | 36,150         |
| <b>All Overnight</b> | <b>284,090</b> | <b>285,850</b> | <b>290,820</b> | <b>103,120</b> | <b>101,930</b> | <b>103,780</b> |

|                      | Person-Trips   |                |                | Party-Trips   |               |               |
|----------------------|----------------|----------------|----------------|---------------|---------------|---------------|
|                      | 2023           | 2024           | 2025           | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 47,710         | 47,750         | 49,780         | 18,680        | 19,220        | 20,000        |
| Private Home         | 30,880         | 31,800         | 31,860         | 12,310        | 12,430        | 12,450        |
| Other Overnight      | 40,930         | 41,510         | 41,640         | 13,130        | 12,640        | 12,680        |
| <b>All Overnight</b> | <b>119,520</b> | <b>121,060</b> | <b>123,280</b> | <b>44,120</b> | <b>44,290</b> | <b>45,130</b> |

# Lane County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$114,268 |
| 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%        |

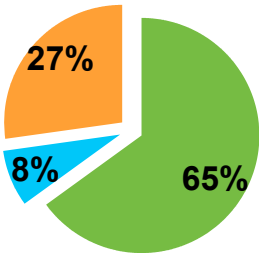
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

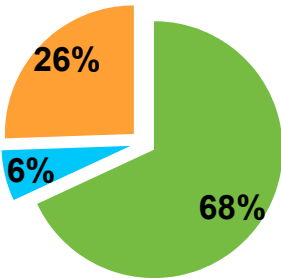
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017   | 2018    | 2019    | 2020  | 2021    | 2022    | 2023    | 2024    | 2025    | Avg. Annual % Chg. |          |
|---------------------------------|-------|--------|---------|---------|-------|---------|---------|---------|---------|---------|--------------------|----------|
|                                 |       |        |         |         |       |         |         |         |         |         | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |        |         |         |       |         |         |         |         |         |                    |          |
| Total                           | 520.5 | 950.8  | 1,024.1 | 1,041.1 | 566.0 | 1,063.9 | 1,333.3 | 1,320.3 | 1,376.3 | 1,389.4 | ▲ 0.9%             | ▲ 4.6%   |
| Other                           | 74.8  | 225.9  | 258.3   | 258.2   | 151.6 | 205.4   | 281.2   | 249.7   | 248.3   | 250.7   | ▲ 1.0%             | ▲ 5.7%   |
| Visitor                         | 445.7 | 724.8  | 765.8   | 782.9   | 414.3 | 858.5   | 1,052.0 | 1,070.6 | 1,128.0 | 1,138.7 | ▲ 0.9%             | ▲ 4.4%   |
| <b>Earnings (\$Millions)</b>    |       |        |         |         |       |         |         |         |         |         |                    |          |
| Earnings                        | 126.2 | 273.7  | 297.6   | 308.4   | 252.9 | 278.0   | 336.3   | 336.3   | 350.2   | 362.0   | ▲ 3.4%             | ▲ 4.9%   |
| <b>Employment (Jobs)</b>        |       |        |         |         |       |         |         |         |         |         |                    |          |
| Employment                      | 7,510 | 10,800 | 11,110  | 11,140  | 8,530 | 9,050   | 10,630  | 10,440  | 10,510  | 10,550  | ▲ 0.4%             | ▲ 1.6%   |
| <b>Tax Revenue (\$Millions)</b> |       |        |         |         |       |         |         |         |         |         |                    |          |
| Total                           | 18.2  | 39.2   | 41.5    | 42.1    | 30.5  | 43.8    | 52.6    | 52.3    | 54.9    | 55.8    | ▲ 1.5%             | ▲ 5.2%   |
| Local                           | 5.8   | 13.0   | 13.6    | 13.6    | 9.2   | 15.8    | 19.6    | 19.5    | 20.7    | 21.1    | ▲ 1.8%             | ▲ 6.0%   |
| State                           | 12.4  | 26.2   | 27.9    | 28.5    | 21.3  | 28.0    | 33.0    | 32.8    | 34.2    | 34.7    | ▲ 1.4%             | ▲ 4.8%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Lane County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018           | 2019           | 2020         | 2021           | 2022           | 2023           | 2024           | 2025           | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|----------------|----------------|--------------|----------------|----------------|----------------|----------------|----------------|------------------------|-------------|
|                                                                        |              |              |                |                |              |                |                |                |                |                | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |                |                |              |                |                |                |                |                |                        |             |
| Destination Spending                                                   | 445.7        | 724.8        | 765.8          | 782.9          | 414.3        | 858.5          | 1,052.0        | 1,070.6        | 1,128.0        | 1,138.7        | 0.9%                   | 2.0%        |
| Other Travel*                                                          | 74.8         | 225.9        | 258.3          | 258.2          | 151.6        | 205.4          | 281.2          | 249.7          | 248.3          | 250.7          | 1.0%                   | -2.8%       |
| <b>TOTAL</b>                                                           | <b>520.5</b> | <b>950.8</b> | <b>1,024.1</b> | <b>1,041.1</b> | <b>566.0</b> | <b>1,063.9</b> | <b>1,333.3</b> | <b>1,320.3</b> | <b>1,376.3</b> | <b>1,389.4</b> | <b>0.9%</b>            | <b>1.0%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |                |                |              |                |                |                |                |                |                        |             |
| Hotel, Motel, STVR                                                     | 157.7        | 315.4        | 332.5          | 338.9          | 189.1        | 393.7          | 492.1          | 497.4          | 539.9          | 542.8          | 0.5%                   | 2.5%        |
| Hotel, Motel**                                                         |              |              |                |                |              | 316.9          | 412.0          | 414.8          | 439.5          | 446.0          | 1.5%                   | 2.0%        |
| STVR**                                                                 |              |              |                |                |              | 76.9           | 80.2           | 82.6           | 100.3          | 96.8           | -3.5%                  | 4.8%        |
| Private Home                                                           | 126.8        | 194.5        | 206.9          | 210.9          | 107.6        | 232.2          | 267.7          | 267.0          | 267.6          | 276.2          | 3.2%                   | 0.8%        |
| Campground                                                             | 29.0         | 37.2         | 38.7           | 40.3           | 32.4         | 36.0           | 40.1           | 44.1           | 43.5           | 43.3           | -0.5%                  | 1.9%        |
| Second Home                                                            | 5.1          | 9.8          | 10.2           | 10.5           | 8.6          | 10.4           | 11.5           | 11.9           | 12.0           | 12.2           | 2.0%                   | 1.7%        |
| Day Travel                                                             | 127.1        | 167.9        | 177.5          | 182.4          | 76.7         | 186.1          | 240.6          | 250.1          | 265.0          | 264.2          | -0.3%                  | 2.4%        |
| <b>TOTAL</b>                                                           | <b>445.7</b> | <b>724.8</b> | <b>765.8</b>   | <b>782.9</b>   | <b>414.3</b> | <b>858.5</b>   | <b>1,052.0</b> | <b>1,070.6</b> | <b>1,128.0</b> | <b>1,138.7</b> | <b>0.9%</b>            | <b>2.0%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |                |                |              |                |                |                |                |                |                        |             |
| Accommodations                                                         | 63.3         | 142.1        | 141.3          | 142.5          | 99.8         | 197.1          | 230.2          | 231.9          | 254.6          | 252.8          | -0.7%                  | 2.4%        |
| Food Service                                                           | 116.9        | 209.1        | 224.0          | 233.6          | 111.9        | 232.5          | 277.1          | 299.2          | 323.8          | 330.1          | 1.9%                   | 4.5%        |
| Food Stores                                                            | 46.4         | 68.2         | 70.6           | 72.2           | 43.6         | 84.3           | 99.3           | 104.3          | 107.8          | 107.7          | -0.1%                  | 2.1%        |
| Local Tran. & Gas                                                      | 42.9         | 68.5         | 81.3           | 81.6           | 34.9         | 82.5           | 112.9          | 102.1          | 98.0           | 100.7          | 2.8%                   | -2.8%       |
| Arts, Ent. & Rec.                                                      | 70.0         | 90.3         | 94.3           | 95.8           | 48.7         | 94.6           | 107.7          | 112.9          | 117.1          | 118.2          | 1.0%                   | 2.4%        |
| Retail Sales                                                           | 83.6         | 97.6         | 101.0          | 102.1          | 52.4         | 113.8          | 133.8          | 134.1          | 135.9          | 134.3          | -1.1%                  | 0.1%        |
| Visitor Air Tran.                                                      | 22.5         | 49.0         | 53.3           | 55.0           | 22.9         | 53.6           | 91.0           | 86.0           | 90.9           | 94.8           | 4.3%                   | 1.0%        |
| <b>TOTAL</b>                                                           | <b>445.7</b> | <b>724.8</b> | <b>765.8</b>   | <b>782.9</b>   | <b>414.3</b> | <b>858.5</b>   | <b>1,052.0</b> | <b>1,070.6</b> | <b>1,128.0</b> | <b>1,138.7</b> | <b>0.9%</b>            | <b>2.0%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Lane County

## Direct Travel Impact Detail

|                                                               | 2003  | 2017   | 2018   | 2019   | 2020  | 2021  | 2022   | 2023   | 2024   | 2025   | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|--------|--------|--------|-------|-------|--------|--------|--------|--------|------------|-------------|
|                                                               |       |        |        |        |       |       |        |        |        |        | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |        |        |        |       |       |        |        |        |        |            |             |
| Accom. & Food Serv.                                           | 78    | 158    | 169    | 178    | 143   | 164   | 205    | 213    | 225    | 234    | 3.8%       | 3.3%        |
| Arts, Ent. & Rec.                                             | 21    | 35     | 38     | 40     | 31    | 35    | 44     | 45     | 47     | 48     | 3.0%       | 2.2%        |
| Retail**                                                      | 16    | 23     | 24     | 25     | 24    | 26    | 29     | 29     | 30     | 29     | -1.7%      | 0.5%        |
| Ground Tran.                                                  | 3     | 4      | 5      | 5      | 4     | 6     | 8      | 7      | 8      | 8      | 5.9%       | 1.0%        |
| Visitor Air Tran.                                             | 1     | 2      | 2      | 3      | 3     | 3     | 3      | 3      | 3      | 4      | 10.7%      | 6.2%        |
| Other Travel*                                                 | 8     | 51     | 59     | 58     | 47    | 44    | 47     | 38     | 38     | 39     | 4.0%       | -4.7%       |
| <b>TOTAL</b>                                                  | 126.2 | 273.7  | 297.6  | 308.4  | 252.9 | 278.0 | 336.3  | 336.3  | 350.2  | 362.0  | 3.4%       | 1.9%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |        |        |        |       |       |        |        |        |        |            |             |
| Accom. & Food Serv.                                           | 4,300 | 5,920  | 6,030  | 6,150  | 4,720 | 5,200 | 6,180  | 6,140  | 6,260  | 6,300  | 0.6%       | 0.5%        |
| Arts, Ent. & Rec.                                             | 1,940 | 2,580  | 2,620  | 2,630  | 1,870 | 1,990 | 2,600  | 2,590  | 2,570  | 2,630  | 2.3%       | 0.3%        |
| Retail**                                                      | 780   | 880    | 890    | 890    | 800   | 840   | 870    | 860    | 850    | 810    | -5.2%      | -1.8%       |
| Ground Tran.                                                  | 140   | 120    | 130    | 130    | 120   | 170   | 180    | 150    | 150    | 160    | 7.0%       | -2.7%       |
| Visitor Air Tran.                                             | 40    | 50     | 50     | 50     | 50    | 50    | 50     | 50     | 50     | 60     | 11.3%      | 3.7%        |
| Other Travel*                                                 | 310   | 1,260  | 1,400  | 1,290  | 970   | 790   | 750    | 650    | 610    | 580    | -5.1%      | -6.1%       |
| <b>TOTAL</b>                                                  | 7,510 | 10,800 | 11,110 | 11,140 | 8,530 | 9,050 | 10,630 | 10,440 | 10,510 | 10,550 | 0.4%       | -0.2%       |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |        |        |        |       |       |        |        |        |        |            |             |
| Local Tax Receipts                                            | 6     | 13     | 14     | 14     | 9     | 16    | 20     | 19     | 21     | 21     | 1.8%       | 1.8%        |
| State Tax Receipts                                            | 12    | 26     | 28     | 29     | 21    | 28    | 33     | 33     | 34     | 35     | 1.4%       | 1.3%        |
| <b>TOTAL</b>                                                  | 18.2  | 39.2   | 41.5   | 42.1   | 30.5  | 43.8  | 52.6   | 52.3   | 54.9   | 55.8   | 1.5%       | 1.5%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person       |              | Party        |              | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|--------------|------------|----------------|
|                      | Day          | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$307        | \$571        | \$703        | \$1,338      | 2.3        | 1.9            |
| Private Home         | \$57         | \$174        | \$136        | \$429        | 2.4        | 3.1            |
| Other Overnight      | \$31         | \$96         | \$103        | \$320        | 3.4        | 3.1            |
| <b>All Overnight</b> | <b>\$112</b> | <b>\$296</b> | <b>\$280</b> | <b>\$750</b> | <b>2.5</b> | <b>2.7</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 2,903,180        | 3,103,920        | 2,963,460        | 1,177,440        | 1,279,500        | 1,230,270        |
| Private Home         | 4,833,080        | 4,848,490        | 4,857,880        | 2,078,340        | 2,034,020        | 2,045,230        |
| Other Overnight      | 1,293,570        | 1,347,860        | 1,322,710        | 406,840          | 401,700          | 394,540          |
| <b>All Overnight</b> | <b>9,029,830</b> | <b>9,300,270</b> | <b>9,144,050</b> | <b>3,662,620</b> | <b>3,715,220</b> | <b>3,670,050</b> |

|                      | Person-Trips     |                  |                  | Party-Trips      |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 1,418,870        | 1,495,600        | 1,441,100        | 571,110          | 614,720          | 595,230          |
| Private Home         | 1,530,550        | 1,601,000        | 1,604,100        | 633,070          | 646,950          | 649,560          |
| Other Overnight      | 418,170          | 433,510          | 425,650          | 131,710          | 129,420          | 127,180          |
| <b>All Overnight</b> | <b>3,367,580</b> | <b>3,530,110</b> | <b>3,470,850</b> | <b>1,335,880</b> | <b>1,391,090</b> | <b>1,371,970</b> |

# Lincoln County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$92,092 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$41     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$6      |
| Local & State Tax Revenues Generated per County Household             | \$1,934  |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 28%      |
| Overnight-Visitor Day Share of Resident Population*                   | 26%      |

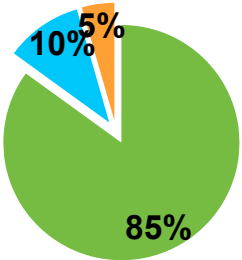
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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 26% of the population is added to the amount of people in the area.

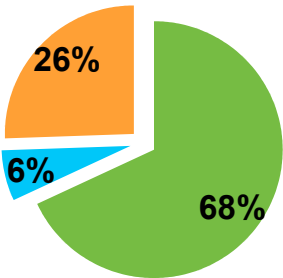
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 324.6 | 590.9 | 617.4 | 644.3 | 467.4 | 604.5 | 684.1 | 698.4 | 700.0 | 720.2 | ▲ 2.9%             | ▲ 3.7%   |
| Other                           | 8.8   | 12.2  | 14.0  | 14.2  | 9.1   | 10.2  | 14.6  | 14.7  | 14.4  | 14.1  | ▼ -2.5%            | ▲ 2.1%   |
| Visitor                         | 315.7 | 578.7 | 603.4 | 630.1 | 458.4 | 594.2 | 669.5 | 683.7 | 685.6 | 706.2 | ▲ 3.0%             | ▲ 3.7%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 85.5  | 161.8 | 180.5 | 193.3 | 165.6 | 191.9 | 225.0 | 266.4 | 274.0 | 291.6 | ▲ 6.4%             | ▲ 5.7%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 4,690 | 6,120 | 6,470 | 6,650 | 5,330 | 5,920 | 6,580 | 7,720 | 7,630 | 7,710 | ▲ 1.1%             | ▲ 2.3%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 13.6  | 30.0  | 31.7  | 32.8  | 30.7  | 36.2  | 40.0  | 42.1  | 43.1  | 44.3  | ▲ 2.7%             | ▲ 5.5%   |
| Local                           | 6.4   | 13.6  | 14.1  | 14.3  | 14.5  | 17.3  | 18.6  | 18.6  | 19.1  | 19.2  | ▲ 0.6%             | ▲ 5.1%   |
| State                           | 7.2   | 16.4  | 17.6  | 18.5  | 16.2  | 18.9  | 21.3  | 23.5  | 24.0  | 25.1  | ▲ 4.3%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Lincoln County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 315.7        | 578.7        | 603.4        | 630.1        | 458.4        | 594.2        | 669.5        | 683.7        | 685.6        | 706.2        | 3.0%                   | 1.3%        |
| Other Travel*                                                          | 8.8          | 12.2         | 14.0         | 14.2         | 9.1          | 10.2         | 14.6         | 14.7         | 14.4         | 14.1         | -2.5%                  | -0.9%       |
| <b>TOTAL</b>                                                           | <b>324.6</b> | <b>590.9</b> | <b>617.4</b> | <b>644.3</b> | <b>467.4</b> | <b>604.5</b> | <b>684.1</b> | <b>698.4</b> | <b>700.0</b> | <b>720.2</b> | <b>2.9%</b>            | <b>1.3%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 167.0        | 373.1        | 390.0        | 408.5        | 325.7        | 423.1        | 464.4        | 474.5        | 481.6        | 493.9        | 2.6%                   | 1.6%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 290.2        | 311.1        | 319.8        | 331.1        | 343.9        | 3.9%                   | 2.5%        |
| STVR**                                                                 |              |              |              |              |              | 132.9        | 153.3        | 154.7        | 150.5        | 150.0        | -0.4%                  | -0.5%       |
| Private Home                                                           | 16.3         | 22.6         | 23.5         | 24.1         | 31.7         | 31.3         | 25.5         | 25.9         | 25.9         | 26.5         | 2.6%                   | 1.0%        |
| Campground                                                             | 35.1         | 44.6         | 46.4         | 48.3         | 29.6         | 37.4         | 34.5         | 33.6         | 30.0         | 31.3         | 4.4%                   | -2.4%       |
| Second Home                                                            | 18.0         | 24.6         | 25.5         | 26.1         | 21.3         | 24.4         | 26.7         | 27.7         | 28.1         | 28.7         | 1.9%                   | 1.8%        |
| Day Travel                                                             | 79.4         | 113.8        | 118.1        | 122.9        | 50.0         | 78.1         | 118.3        | 122.1        | 120.0        | 125.7        | 4.8%                   | 1.5%        |
| <b>TOTAL</b>                                                           | <b>315.7</b> | <b>578.7</b> | <b>603.4</b> | <b>630.1</b> | <b>458.4</b> | <b>594.2</b> | <b>669.5</b> | <b>683.7</b> | <b>685.6</b> | <b>706.2</b> | <b>3.0%</b>            | <b>1.3%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |             |
| Accommodations                                                         | 81.7         | 171.2        | 177.0        | 182.9        | 183.4        | 255.6        | 275.5        | 275.0        | 282.0        | 283.1        | 0.4%                   | 0.7%        |
| Food Service                                                           | 72.0         | 161.5        | 169.5        | 181.2        | 113.5        | 129.6        | 142.9        | 154.2        | 158.3        | 166.5        | 5.2%                   | 3.9%        |
| Food Stores                                                            | 32.7         | 50.0         | 51.1         | 53.2         | 35.9         | 50.2         | 59.3         | 61.7         | 58.5         | 60.7         | 3.7%                   | 0.6%        |
| Local Tran. & Gas                                                      | 25.5         | 50.4         | 57.4         | 59.0         | 34.3         | 46.6         | 60.3         | 57.8         | 52.6         | 53.0         | 0.7%                   | -3.2%       |
| Arts, Ent. & Rec.                                                      | 51.3         | 74.6         | 76.6         | 79.5         | 44.7         | 53.0         | 60.4         | 63.6         | 65.7         | 70.9         | 7.9%                   | 4.1%        |
| Retail Sales                                                           | 52.5         | 70.8         | 71.9         | 74.4         | 46.5         | 59.3         | 71.1         | 71.5         | 68.4         | 72.0         | 5.2%                   | 0.3%        |
| <b>TOTAL</b>                                                           | <b>315.7</b> | <b>578.7</b> | <b>603.4</b> | <b>630.1</b> | <b>458.4</b> | <b>594.2</b> | <b>669.5</b> | <b>683.7</b> | <b>685.6</b> | <b>706.2</b> | <b>3.0%</b>            | <b>1.3%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Lincoln County

## Direct Travel Impact Detail

|                                                               | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|-------------|
|                                                               |       |       |       |       |       |       |       |       |       |       | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 57    | 122   | 137   | 147   | 122   | 145   | 173   | 213   | 217   | 233   | 7.2%       | 7.7%        |
| Arts, Ent. & Rec.                                             | 14    | 17    | 19    | 20    | 15    | 17    | 23    | 24    | 27    | 29    | 5.7%       | 5.9%        |
| Retail**                                                      | 11    | 18    | 19    | 20    | 23    | 25    | 24    | 24    | 23    | 24    | 2.1%       | 0.2%        |
| Ground Tran.                                                  | 1     | 3     | 3     | 3     | 3     | 2     | 3     | 3     | 3     | 3     | 2.2%       | 4.1%        |
| Other Travel*                                                 | 2     | 3     | 3     | 3     | 3     | 2     | 3     | 3     | 3     | 3     | -3.9%      | 3.7%        |
| <b>TOTAL</b>                                                  | 85.5  | 161.8 | 180.5 | 193.3 | 165.6 | 191.9 | 225.0 | 266.4 | 274.0 | 291.6 | 6.4%       | 6.7%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 3,120 | 4,360 | 4,600 | 4,770 | 3,720 | 4,280 | 4,830 | 5,910 | 5,790 | 5,830 | 0.8%       | 4.8%        |
| Arts, Ent. & Rec.                                             | 880   | 890   | 990   | 1,000 | 670   | 720   | 900   | 950   | 1,020 | 1,050 | 2.4%       | 3.9%        |
| Retail**                                                      | 590   | 730   | 740   | 740   | 810   | 810   | 740   | 750   | 720   | 730   | 1.8%       | -0.5%       |
| Ground Tran.                                                  | 50    | 70    | 70    | 70    | 70    | 60    | 60    | 60    | 60    | 60    | 3.2%       | 0.6%        |
| Other Travel*                                                 | 60    | 70    | 80    | 70    | 60    | 50    | 50    | 50    | 50    | 50    | -4.1%      | -0.9%       |
| <b>TOTAL</b>                                                  | 4,690 | 6,120 | 6,470 | 6,650 | 5,330 | 5,920 | 6,580 | 7,720 | 7,630 | 7,710 | 1.0%       | 4.0%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |            |             |
| Local Tax Receipts                                            | 6     | 14    | 14    | 14    | 14    | 17    | 19    | 19    | 19    | 19    | 0.6%       | 0.8%        |
| State Tax Receipts                                            | 7     | 16    | 18    | 19    | 16    | 19    | 21    | 23    | 24    | 25    | 4.3%       | 4.1%        |
| <b>TOTAL</b>                                                  | 13.6  | 30.0  | 31.7  | 32.8  | 30.7  | 36.2  | 40.0  | 42.1  | 43.1  | 44.3  | 2.7%       | 2.6%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person       |              | Party        |              | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|--------------|------------|----------------|
|                      | Day          | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$260        | \$492        | \$636        | \$1,202      | 2.4        | 1.9            |
| Private Home         | \$40         | \$123        | \$106        | \$321        | 2.6        | 3.0            |
| Other Overnight      | \$45         | \$151        | \$145        | \$485        | 3.2        | 3.4            |
| <b>All Overnight</b> | <b>\$119</b> | <b>\$296</b> | <b>\$323</b> | <b>\$785</b> | <b>2.7</b> | <b>2.4</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 3,078,180        | 2,914,910        | 2,908,060        | 1,169,180        | 1,134,480        | 1,133,450        |
| Private Home         | 648,550          | 653,540          | 654,810          | 253,840          | 250,810          | 251,300          |
| Other Overnight      | 1,304,670        | 1,276,470        | 1,330,320        | 428,120          | 399,550          | 415,010          |
| <b>All Overnight</b> | <b>5,031,400</b> | <b>4,844,930</b> | <b>4,893,180</b> | <b>1,851,140</b> | <b>1,784,850</b> | <b>1,799,760</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 1,409,990        | 1,347,920        | 1,350,220        | 541,390        | 531,530        | 533,080        |
| Private Home         | 204,510          | 214,890          | 215,300          | 80,050         | 82,470         | 82,630         |
| Other Overnight      | 391,970          | 380,480          | 397,330          | 128,230        | 118,780        | 123,610        |
| <b>All Overnight</b> | <b>2,006,470</b> | <b>1,943,290</b> | <b>1,962,860</b> | <b>749,670</b> | <b>732,780</b> | <b>739,320</b> |

# Linn County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$86,729 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$34     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$6      |
| Local & State Tax Revenues Generated per County Household             | \$203    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 3%       |
| Overnight-Visitor Day Share of Resident Population*                   | 5%       |

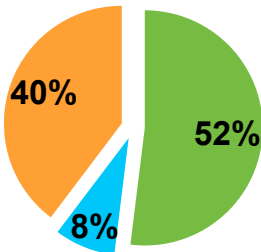
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

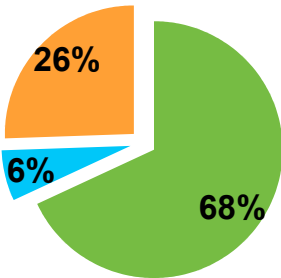
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 92.0  | 143.6 | 151.1 | 157.2 | 91.6  | 166.1 | 202.3 | 209.5 | 208.7 | 208.9 | ▲ 0.1%             | ▲ 3.8%   |
| Other                           | 10.6  | 15.9  | 18.4  | 18.7  | 8.9   | 16.5  | 23.1  | 21.7  | 19.5  | 19.2  | ▼ -1.5%            | ▲ 2.8%   |
| Visitor                         | 81.4  | 127.7 | 132.7 | 138.4 | 82.7  | 149.6 | 179.2 | 187.9 | 189.2 | 189.6 | ▲ 0.2%             | ▲ 3.9%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 21.1  | 36.9  | 40.6  | 43.1  | 38.6  | 46.0  | 57.6  | 59.8  | 63.4  | 65.5  | ▲ 3.3%             | ▲ 5.3%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 1,510 | 1,800 | 1,910 | 1,920 | 1,630 | 1,860 | 2,200 | 2,170 | 2,240 | 2,240 | ▲ 0.1%             | ▲ 1.8%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 3.3   | 6.4   | 6.7   | 7.4   | 5.6   | 8.2   | 9.8   | 10.1  | 10.4  | 10.4  | ▼ -0.1%            | ▲ 5.4%   |
| Local                           | 0.5   | 1.2   | 1.2   | 1.7   | 1.3   | 2.3   | 2.8   | 2.9   | 3.0   | 2.9   | ▼ -2.6%            | ▲ 8.7%   |
| State                           | 2.8   | 5.2   | 5.5   | 5.7   | 4.3   | 5.9   | 7.1   | 7.2   | 7.5   | 7.6   | ▲ 0.9%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Linn County

## Direct Spending Detail

|                                                                        | 2003        | 2017         | 2018         | 2019         | 2020        | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |             |              |              |              |             |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |              |              |              |             |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 81.4        | 127.7        | 132.7        | 138.4        | 82.7        | 149.6        | 179.2        | 187.9        | 189.2        | 189.6        | 0.2%                   | 1.4%        |
| Other Travel*                                                          | 10.6        | 15.9         | 18.4         | 18.7         | 8.9         | 16.5         | 23.1         | 21.7         | 19.5         | 19.2         | -1.5%                  | -4.4%       |
| <b>TOTAL</b>                                                           | <b>92.0</b> | <b>143.6</b> | <b>151.1</b> | <b>157.2</b> | <b>91.6</b> | <b>166.1</b> | <b>202.3</b> | <b>209.5</b> | <b>208.7</b> | <b>208.9</b> | <b>0.1%</b>            | <b>0.8%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |              |              |              |             |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 18.4        | 38.1         | 39.4         | 41.5         | 24.6        | 53.0         | 66.5         | 70.5         | 72.0         | 70.1         | -2.6%                  | 1.3%        |
| Hotel, Motel**                                                         |             |              |              |              |             | 47.5         | 61.2         | 64.4         | 65.4         | 62.4         | -4.6%                  | 0.5%        |
| STVR**                                                                 |             |              |              |              |             | 5.4          | 5.3          | 6.1          | 6.6          | 7.7          | 16.9%                  | 9.8%        |
| Private Home                                                           | 27.1        | 40.2         | 41.9         | 43.5         | 30.4        | 48.6         | 51.2         | 52.3         | 52.3         | 53.6         | 2.5%                   | 1.2%        |
| Campground                                                             | 6.4         | 8.6          | 9.0          | 9.4          | 7.3         | 8.1          | 9.1          | 10.0         | 9.5          | 9.7          | 2.3%                   | 1.6%        |
| Second Home                                                            | 1.1         | 1.6          | 1.6          | 1.7          | 1.4         | 1.2          | 1.3          | 1.4          | 1.4          | 1.4          | 1.9%                   | 1.8%        |
| Day Travel                                                             | 28.4        | 39.2         | 40.7         | 42.4         | 19.1        | 38.7         | 51.1         | 53.7         | 54.1         | 54.8         | 1.4%                   | 1.8%        |
| <b>TOTAL</b>                                                           | <b>81.4</b> | <b>127.7</b> | <b>132.7</b> | <b>138.4</b> | <b>82.7</b> | <b>149.6</b> | <b>179.2</b> | <b>187.9</b> | <b>189.2</b> | <b>189.6</b> | <b>0.2%</b>            | <b>1.4%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |              |              |              |             |              |              |              |              |              |                        |             |
| Accommodations                                                         | 8.7         | 19.9         | 20.2         | 21.3         | 15.6        | 29.2         | 35.1         | 36.8         | 37.6         | 36.8         | -2.2%                  | 1.2%        |
| Food Service                                                           | 22.6        | 40.4         | 42.3         | 44.8         | 24.5        | 44.8         | 53.4         | 58.2         | 60.6         | 61.8         | 2.1%                   | 3.7%        |
| Food Stores                                                            | 10.6        | 15.8         | 16.1         | 16.8         | 11.6        | 18.4         | 21.5         | 22.7         | 22.7         | 23.1         | 1.6%                   | 1.8%        |
| Local Tran. & Gas                                                      | 7.8         | 12.9         | 14.6         | 14.9         | 7.1         | 15.4         | 20.8         | 20.1         | 18.7         | 18.2         | -2.7%                  | -3.2%       |
| Arts, Ent. & Rec.                                                      | 14.1        | 17.9         | 18.3         | 18.9         | 10.9        | 18.5         | 21.0         | 22.3         | 22.3         | 22.6         | 1.2%                   | 1.8%        |
| Retail Sales                                                           | 17.7        | 20.9         | 21.2         | 21.8         | 13.1        | 23.4         | 27.5         | 27.8         | 27.2         | 27.1         | -0.3%                  | -0.3%       |
| <b>TOTAL</b>                                                           | <b>81.4</b> | <b>127.7</b> | <b>132.7</b> | <b>138.4</b> | <b>82.7</b> | <b>149.6</b> | <b>179.2</b> | <b>187.9</b> | <b>189.2</b> | <b>189.6</b> | <b>0.2%</b>            | <b>1.4%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Linn County

## Direct Travel Impact Detail

|                                                               | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|-------------|
|                                                               |       |       |       |       |       |       |       |       |       |       | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 12    | 24    | 27    | 28    | 24    | 27    | 34    | 35    | 37    | 39    | 5.5%       | 3.5%        |
| Arts, Ent. & Rec.                                             | 4     | 6     | 6     | 7     | 6     | 10    | 13    | 13    | 15    | 15    | 3.2%       | 4.9%        |
| Retail**                                                      | 4     | 5     | 6     | 6     | 7     | 7     | 8     | 9     | 9     | 8     | -1.4%      | 0.5%        |
| Ground Tran.                                                  | 0.4   | 0.7   | 0.8   | 0.8   | 0.6   | 0.8   | 0.9   | 1     | 1     | 1     | -6.7%      | 3.5%        |
| Other Travel*                                                 | 1     | 0.8   | 0.9   | 1     | 1     | 1     | 2     | 2     | 2     | 2     | -10.4%     | -2.2%       |
| <b>TOTAL</b>                                                  | 21.1  | 36.9  | 40.6  | 43.1  | 38.6  | 46.0  | 57.6  | 59.8  | 63.4  | 65.5  | 3.3%       | 3.2%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 870   | 1,120 | 1,200 | 1,220 | 1,010 | 1,060 | 1,270 | 1,240 | 1,250 | 1,280 | 2.4%       | 0.2%        |
| Arts, Ent. & Rec.                                             | 380   | 390   | 410   | 400   | 300   | 470   | 570   | 580   | 640   | 630   | -2.3%      | 2.5%        |
| Retail**                                                      | 200   | 230   | 230   | 240   | 250   | 260   | 280   | 270   | 270   | 260   | -4.0%      | -2.2%       |
| Ground Tran.                                                  | 20    | 20    | 20    | 20    | 20    | 20    | 20    | 20    | 20    | 20    | -5.9%      | 0.0%        |
| Other Travel*                                                 | 60    | 40    | 40    | 50    | 50    | 50    | 60    | 60    | 50    | 50    | -0.4%      | -3.3%       |
| <b>TOTAL</b>                                                  | 1,510 | 1,800 | 1,910 | 1,920 | 1,630 | 1,860 | 2,200 | 2,170 | 2,240 | 2,240 | 0.0%       | 0.5%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |            |             |
| Local Tax Receipts                                            | 0.5   | 1     | 1     | 2     | 1     | 2     | 3     | 3     | 3     | 3     | -2.6%      | 1.1%        |
| State Tax Receipts                                            | 3     | 5     | 5     | 6     | 4     | 6     | 7     | 7     | 7     | 8     | 0.9%       | 1.6%        |
| <b>TOTAL</b>                                                  | 3.3   | 6.4   | 6.7   | 7.4   | 5.6   | 8.2   | 9.8   | 10.1  | 10.4  | 10.4  | -0.1%      | 1.5%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$140       | \$233        | \$344        | \$573        | 2.5        | 1.7            |
| Private Home         | \$40        | \$104        | \$104        | \$266        | 2.6        | 2.6            |
| Other Overnight      | \$38        | \$117        | \$130        | \$401        | 3.4        | 3.1            |
| <b>All Overnight</b> | <b>\$62</b> | <b>\$144</b> | <b>\$162</b> | <b>\$374</b> | <b>2.6</b> | <b>2.3</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights   |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 606,150          | 599,560          | 573,260          | 236,780        | 240,770        | 229,680        |
| Private Home         | 1,312,010        | 1,321,770        | 1,324,330        | 523,140        | 516,640        | 517,640        |
| Other Overnight      | 290,600          | 291,390          | 292,610          | 89,160         | 84,730         | 85,080         |
| <b>All Overnight</b> | <b>2,208,770</b> | <b>2,212,730</b> | <b>2,190,210</b> | <b>849,080</b> | <b>842,140</b> | <b>832,400</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 349,230        | 343,220        | 325,650        | 137,010        | 138,660        | 131,370        |
| Private Home         | 489,630        | 514,170        | 515,160        | 195,230        | 200,970        | 201,360        |
| Other Overnight      | 94,660         | 94,470         | 94,860         | 29,140         | 27,560         | 27,680         |
| <b>All Overnight</b> | <b>933,520</b> | <b>951,850</b> | <b>935,660</b> | <b>361,370</b> | <b>367,190</b> | <b>360,410</b> |

# Malheur County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$93,747 |
| 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             | \$343    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 4%       |
| Overnight-Visitor Day Share of Resident Population*                   | 6%       |

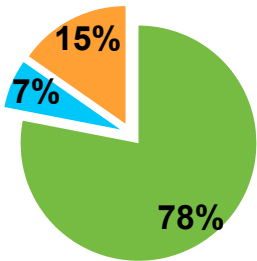
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

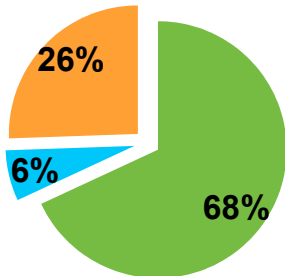
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 35.6 | 45.6 | 45.1 | 46.8 | 34.2 | 52.8 | 68.0 | 66.4 | 66.7 | 67.9 | ▲ 1.8%             | ▲ 3.0%   |
| Other                           | 2.7  | 3.9  | 4.4  | 4.5  | 2.1  | 4.0  | 5.6  | 5.3  | 4.8  | 4.7  | ▼ -1.5%            | ▲ 2.5%   |
| Visitor                         | 32.9 | 41.7 | 40.6 | 42.3 | 32.1 | 48.8 | 62.4 | 61.1 | 61.9 | 63.2 | ▲ 2.1%             | ▲ 3.0%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 9.7  | 13.1 | 13.5 | 14.2 | 14.4 | 15.6 | 19.5 | 19.9 | 20.6 | 20.8 | ▲ 1.2%             | ▲ 3.5%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 660  | 620  | 600  | 600  | 580  | 590  | 710  | 690  | 680  | 680  | ▼ -0.1%            | ▲ 0.2%   |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 1.3  | 2.5  | 2.4  | 2.5  | 2.3  | 3.0  | 3.7  | 3.6  | 3.7  | 3.7  | ▲ 1.1%             | ▲ 4.7%   |
| Local                           | 0.4  | 0.9  | 0.9  | 0.9  | 0.9  | 1.3  | 1.6  | 1.5  | 1.5  | 1.5  | ▲ 1.5%             | ▲ 6.4%   |
| State                           | 1.0  | 1.5  | 1.5  | 1.6  | 1.4  | 1.7  | 2.1  | 2.1  | 2.1  | 2.1  | ▲ 0.8%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Malheur County

## Direct Spending Detail

|                                                                        | 2003        | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|-------------|
|                                                                        |             |             |             |             |             |             |             |             |             |             | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |             |             |             |             |             |             |             |             |             |                        |             |
| Destination Spending                                                   | 32.9        | 41.7        | 40.6        | 42.3        | 32.1        | 48.8        | 62.4        | 61.1        | 61.9        | 63.2        | 2.1%                   | 0.3%        |
| Other Travel*                                                          | 2.7         | 3.9         | 4.4         | 4.5         | 2.1         | 4.0         | 5.6         | 5.3         | 4.8         | 4.7         | -1.5%                  | -4.5%       |
| <b>TOTAL</b>                                                           | <b>35.6</b> | <b>45.6</b> | <b>45.1</b> | <b>46.8</b> | <b>34.2</b> | <b>52.8</b> | <b>68.0</b> | <b>66.4</b> | <b>66.7</b> | <b>67.9</b> | <b>1.8%</b>            | <b>0.0%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |             |             |             |             |             |             |             |             |             |                        |             |
| Hotel, Motel, STVR                                                     | 16.4        | 23.7        | 22.4        | 23.3        | 20.3        | 32.0        | 41.2        | 39.4        | 40.1        | 41.0        | 2.3%                   | -0.1%       |
| Hotel, Motel**                                                         |             |             |             |             |             | 30.5        | 40.5        | 38.6        | 39.2        | 39.8        | 1.5%                   | -0.5%       |
| STVR**                                                                 |             |             |             |             |             | 1.5         | 0.7         | 0.8         | 1.0         | 1.3         | 31.2%                  | 15.1%       |
| Private Home                                                           | 4.8         | 6.3         | 6.4         | 6.6         | 5.3         | 7.2         | 7.6         | 7.8         | 7.8         | 8.0         | 2.8%                   | 1.4%        |
| Campground                                                             | 2.7         | 3.7         | 3.9         | 4.0         | 2.4         | 2.6         | 2.9         | 3.2         | 3.1         | 3.0         | -3.7%                  | 0.6%        |
| Second Home                                                            | 0.3         | 0.3         | 0.3         | 0.4         | 0.3         | 0.4         | 0.4         | 0.4         | 0.4         | 0.4         | 2.1%                   | 2.0%        |
| Day Travel                                                             | 8.8         | 7.7         | 7.6         | 7.9         | 3.8         | 6.6         | 10.2        | 10.2        | 10.4        | 10.6        | 2.5%                   | 1.2%        |
| <b>TOTAL</b>                                                           | <b>32.9</b> | <b>41.7</b> | <b>40.6</b> | <b>42.3</b> | <b>32.1</b> | <b>48.8</b> | <b>62.4</b> | <b>61.1</b> | <b>61.9</b> | <b>63.2</b> | <b>2.1%</b>            | <b>0.3%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |             |             |             |             |             |             |             |             |             |                        |             |
| Accommodations                                                         | 7.1         | 12.8        | 11.9        | 12.4        | 11.2        | 17.5        | 22.1        | 20.7        | 21.0        | 21.3        | 1.6%                   | -0.9%       |
| Food Service                                                           | 8.5         | 11.2        | 11.2        | 11.8        | 9.2         | 13.8        | 17.8        | 18.3        | 19.1        | 19.8        | 3.7%                   | 2.7%        |
| Food Stores                                                            | 3.8         | 4.5         | 4.5         | 4.7         | 3.0         | 4.2         | 5.0         | 5.2         | 5.2         | 5.3         | 1.1%                   | 1.2%        |
| Local Tran. & Gas                                                      | 2.4         | 3.0         | 3.2         | 3.3         | 2.2         | 3.6         | 5.0         | 4.7         | 4.4         | 4.4         | 0.2%                   | -3.3%       |
| Arts, Ent. & Rec.                                                      | 6.2         | 5.9         | 5.7         | 5.9         | 4.1         | 6.0         | 7.6         | 7.6         | 7.7         | 7.8         | 2.0%                   | 0.6%        |
| Retail Sales                                                           | 4.9         | 4.2         | 4.1         | 4.2         | 2.4         | 3.7         | 4.7         | 4.6         | 4.5         | 4.6         | 0.5%                   | -1.0%       |
| <b>TOTAL</b>                                                           | <b>32.9</b> | <b>41.7</b> | <b>40.6</b> | <b>42.3</b> | <b>32.1</b> | <b>48.8</b> | <b>62.4</b> | <b>61.1</b> | <b>61.9</b> | <b>63.2</b> | <b>2.1%</b>            | <b>0.3%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Malheur County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg.  | 4 Year Avg.  |
|---------------------------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                                                               |            |             |             |             |             |             |             |             |             |             | 2024-25     | 2021-25      |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |             |             |             |             |             |             |             |             |             |             |              |
| Accom. & Food Serv.                                           | 7          | 9           | 10          | 10          | 10          | 11          | 14          | 14          | 15          | 15          | 0.7%        | 2.2%         |
| Arts, Ent. & Rec.                                             | 2          | 2           | 2           | 2           | 2           | 2           | 3           | 3           | 3           | 3           | 4.1%        | -0.9%        |
| Retail**                                                      | 1          | 1           | 1           | 1           | 1           | 2           | 2           | 2           | 2           | 2           | 2.3%        | 1.5%         |
| Ground Tran.                                                  | 0.2        | 0.3         | 0.3         | 0.3         | 0.3         | 0.3         | 0.4         | 0.4         | 0.4         | 0.4         | -2.3%       | 2.1%         |
| Other Travel*                                                 | 0.1        | 0.2         | 0.2         | 0.2         | 0.2         | 0.3         | 0.3         | 0.4         | 0.4         | 0.4         | -1.7%       | 2.2%         |
| <b>TOTAL</b>                                                  | <b>9.7</b> | <b>13.1</b> | <b>13.5</b> | <b>14.2</b> | <b>14.4</b> | <b>15.6</b> | <b>19.5</b> | <b>19.9</b> | <b>20.6</b> | <b>20.8</b> | <b>1.2%</b> | <b>1.6%</b>  |
| <b>Travel Industry Employment (Jobs)</b>                      |            |             |             |             |             |             |             |             |             |             |             |              |
| Accom. & Food Serv.                                           | 410        | 410         | 430         | 420         | 400         | 420         | 500         | 500         | 510         | 510         | -0.1%       | 0.3%         |
| Arts, Ent. & Rec.                                             | 170        | 130         | 100         | 100         | 110         | 90          | 120         | 110         | 100         | 100         | 3.1%        | -4.3%        |
| Retail**                                                      | 60         | 50          | 50          | 50          | 60          | 60          | 60          | 60          | 60          | 60          | -4.0%       | -3.3%        |
| Ground Tran.                                                  | 10         | 10          | 10          | 10          | 10          | 10          | 10          | 10          | 10          | 10          | -1.4%       | -1.4%        |
| Other Travel*                                                 | 10         | 10          | 10          | 10          | 10          | 10          | 10          | 10          | 10          | 10          | -10.7%      | -4.8%        |
| <b>TOTAL</b>                                                  | <b>660</b> | <b>620</b>  | <b>600</b>  | <b>600</b>  | <b>580</b>  | <b>590</b>  | <b>710</b>  | <b>690</b>  | <b>680</b>  | <b>680</b>  | <b>0.0%</b> | <b>-1.1%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |             |             |             |             |             |             |             |             |             |             |              |
| Local Tax Receipts                                            | 0.4        | 0.9         | 0.9         | 0.9         | 0.9         | 1           | 2           | 1           | 2           | 2           | 1.5%        | -1.0%        |
| State Tax Receipts                                            | 1.0        | 2           | 2           | 2           | 1           | 2           | 2           | 2           | 2           | 2           | 0.8%        | 0.6%         |
| <b>TOTAL</b>                                                  | <b>1.3</b> | <b>2.5</b>  | <b>2.4</b>  | <b>2.5</b>  | <b>2.3</b>  | <b>3.0</b>  | <b>3.7</b>  | <b>3.6</b>  | <b>3.7</b>  | <b>3.7</b>  | <b>1.1%</b> | <b>-0.1%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$125       | \$208        | \$306        | \$509        | 2.5        | 1.7            |
| Private Home         | \$25        | \$64         | \$64         | \$163        | 2.6        | 2.6            |
| Other Overnight      | \$46        | \$137        | \$155        | \$463        | 3.4        | 3.0            |
| <b>All Overnight</b> | <b>\$71</b> | <b>\$149</b> | <b>\$183</b> | <b>\$378</b> | <b>2.6</b> | <b>2.1</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights   |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 350,900        | 343,050        | 343,380        | 138,130        | 139,150        | 139,180        |
| Private Home         | 319,720        | 322,430        | 323,050        | 127,480        | 126,030        | 126,270        |
| Other Overnight      | 77,510         | 79,460         | 75,970         | 24,070         | 23,390         | 22,400         |
| <b>All Overnight</b> | <b>748,130</b> | <b>744,940</b> | <b>742,400</b> | <b>289,690</b> | <b>288,570</b> | <b>287,850</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 208,830        | 203,000        | 202,690        | 82,310         | 82,510         | 82,350         |
| Private Home         | 119,320        | 125,420        | 125,670        | 47,580         | 49,020         | 49,120         |
| Other Overnight      | 25,800         | 26,350         | 25,260         | 8,050          | 7,800          | 7,480          |
| <b>All Overnight</b> | <b>353,960</b> | <b>354,770</b> | <b>353,610</b> | <b>137,940</b> | <b>139,330</b> | <b>138,950</b> |

# Marion County

## Direct Travel Impact Insights, 2025

### Visitor Spending Impacts

Amount of Visitor Spending That Supports 1 Job \$107,379

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 \$214

### Visitor Shares

Travel Share of Total Employment 2%

Overnight-Visitor Day Share of Resident Population\* 5%

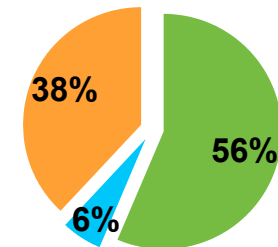
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

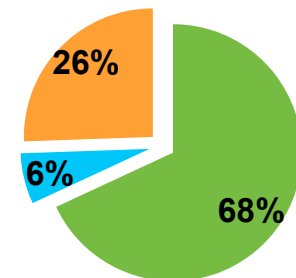
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 255.8 | 415.5 | 429.3 | 454.8 | 236.1 | 462.5 | 534.5 | 551.7 | 560.2 | 584.0 | ▲ 4.2%             | ▲ 3.8%   |
| Other                           | 31.6  | 52.6  | 60.4  | 61.5  | 32.0  | 48.7  | 68.0  | 65.1  | 61.9  | 59.7  | ▼ -3.5%            | ▲ 2.9%   |
| Visitor                         | 224.2 | 363.0 | 368.9 | 393.3 | 204.1 | 413.8 | 466.5 | 486.5 | 498.3 | 524.3 | ▲ 5.2%             | ▲ 3.9%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 61.5  | 111.9 | 119.0 | 125.0 | 105.7 | 110.5 | 138.1 | 151.8 | 156.4 | 165.0 | ▲ 5.5%             | ▲ 4.6%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 3,730 | 4,720 | 4,760 | 4,910 | 3,970 | 4,030 | 4,850 | 4,910 | 4,980 | 5,070 | ▲ 1.9%             | ▲ 1.4%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 9.6   | 19.2  | 19.7  | 20.7  | 14.4  | 20.2  | 24.0  | 25.0  | 25.9  | 27.1  | ▲ 4.9%             | ▲ 4.8%   |
| Local                           | 1.9   | 4.5   | 4.4   | 4.8   | 3.2   | 5.3   | 6.5   | 6.7   | 7.1   | 7.6   | ▲ 7.8%             | ▲ 6.6%   |
| State                           | 7.8   | 14.8  | 15.3  | 15.9  | 11.2  | 14.9  | 17.5  | 18.2  | 18.8  | 19.5  | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Marion County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 224.2        | 363.0        | 368.9        | 393.3        | 204.1        | 413.8        | 466.5        | 486.5        | 498.3        | 524.3        | 5.2%                   | 3.0%        |
| Other Travel*                                                          | 31.6         | 52.6         | 60.4         | 61.5         | 32.0         | 48.7         | 68.0         | 65.1         | 61.9         | 59.7         | -3.5%                  | -3.2%       |
| <b>TOTAL</b>                                                           | <b>255.8</b> | <b>415.5</b> | <b>429.3</b> | <b>454.8</b> | <b>236.1</b> | <b>462.5</b> | <b>534.5</b> | <b>551.7</b> | <b>560.2</b> | <b>584.0</b> | <b>4.2%</b>            | <b>2.2%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 62.7         | 132.0        | 132.2        | 143.8        | 74.1         | 149.3        | 188.1        | 199.3        | 209.0        | 227.1        | 8.7%                   | 4.8%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 135.4        | 173.8        | 183.2        | 191.8        | 208.8        | 8.8%                   | 4.7%        |
| STVR**                                                                 |              |              |              |              |              | 13.9         | 14.3         | 16.0         | 17.2         | 18.3         | 6.7%                   | 6.4%        |
| Private Home                                                           | 80.6         | 118.6        | 121.7        | 128.0        | 68.2         | 139.0        | 145.7        | 148.0        | 149.7        | 153.2        | 2.4%                   | 1.3%        |
| Campground                                                             | 13.4         | 18.9         | 19.7         | 20.5         | 15.3         | 17.0         | 18.9         | 20.8         | 18.9         | 18.2         | -3.7%                  | -1.0%       |
| Second Home                                                            | 2.8          | 4.1          | 4.3          | 4.4          | 3.6          | 3.8          | 4.2          | 4.3          | 4.4          | 4.5          | 1.9%                   | 2.0%        |
| Day Travel                                                             | 64.5         | 89.4         | 91.0         | 96.5         | 42.9         | 104.7        | 109.6        | 114.1        | 116.3        | 121.3        | 4.3%                   | 2.6%        |
| <b>TOTAL</b>                                                           | <b>224.2</b> | <b>363.0</b> | <b>368.9</b> | <b>393.3</b> | <b>204.1</b> | <b>413.8</b> | <b>466.5</b> | <b>486.5</b> | <b>498.3</b> | <b>524.3</b> | <b>5.2%</b>            | <b>3.0%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |             |
| Accommodations                                                         | 28.9         | 67.6         | 67.1         | 73.0         | 45.8         | 83.5         | 101.1        | 105.7        | 110.7        | 119.2        | 7.7%                   | 4.2%        |
| Food Service                                                           | 61.8         | 112.8        | 115.5        | 125.0        | 59.4         | 124.4        | 136.7        | 148.2        | 156.4        | 167.1        | 6.8%                   | 5.1%        |
| Food Stores                                                            | 28.0         | 42.4         | 42.5         | 44.8         | 26.2         | 50.0         | 55.0         | 57.6         | 57.9         | 59.4         | 2.6%                   | 2.0%        |
| Local Tran. & Gas                                                      | 20.9         | 35.3         | 39.0         | 40.7         | 16.5         | 39.8         | 51.2         | 49.3         | 46.8         | 48.2         | 3.1%                   | -1.5%       |
| Arts, Ent. & Rec.                                                      | 37.8         | 48.7         | 48.9         | 51.4         | 25.7         | 51.1         | 53.3         | 56.2         | 56.9         | 59.6         | 4.7%                   | 2.8%        |
| Retail Sales                                                           | 46.8         | 56.1         | 55.9         | 58.4         | 30.5         | 64.9         | 69.2         | 69.4         | 68.8         | 70.5         | 2.5%                   | 0.5%        |
| Visitor Air Tran.                                                      | 0.0          | 0.0          | 0.0          | 0.0          | 0.0          | 0.0          | 0.0          | 0.1          | 0.8          | 0.3          | -62.5%                 | 0.0%        |
| <b>TOTAL</b>                                                           | <b>224.2</b> | <b>363.0</b> | <b>368.9</b> | <b>393.3</b> | <b>204.1</b> | <b>413.8</b> | <b>466.5</b> | <b>486.5</b> | <b>498.3</b> | <b>524.3</b> | <b>5.2%</b>            | <b>3.0%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Marion County

## Direct Travel Impact Detail

|                                                               | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|-------------|
|                                                               |       |       |       |       |       |       |       |       |       |       | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 36    | 75    | 79    | 82    | 69    | 76    | 96    | 104   | 108   | 113   | 4.7%       | 4.1%        |
| Arts, Ent. & Rec.                                             | 11    | 15    | 17    | 18    | 14    | 13    | 16    | 18    | 17    | 20    | 16.6%      | 4.8%        |
| Retail**                                                      | 9     | 14    | 14    | 15    | 15    | 16    | 17    | 18    | 18    | 18    | 2.4%       | 1.4%        |
| Ground Tran.                                                  | 1     | 2     | 2     | 2     | 2     | 2     | 2     | 3     | 3     | 3     | 0.9%       | 5.8%        |
| Visitor Air Tran.                                             |       | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 1.0   | 1     | 2     | 19.1%      | 0.0%        |
| Other Travel*                                                 | 4     | 6     | 7     | 7     | 6     | 4     | 6     | 9     | 9     | 9     | -1.2%      | 12.0%       |
| <b>TOTAL</b>                                                  | 61.5  | 111.9 | 119.0 | 125.0 | 105.7 | 110.5 | 138.1 | 151.8 | 156.4 | 165.0 | 5.5%       | 4.5%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 2,200 | 2,980 | 3,000 | 3,000 | 2,470 | 2,590 | 3,100 | 3,170 | 3,210 | 3,240 | 1.0%       | 1.1%        |
| Arts, Ent. & Rec.                                             | 840   | 950   | 950   | 1,090 | 770   | 750   | 970   | 960   | 990   | 1,050 | 6.4%       | 2.0%        |
| Retail**                                                      | 450   | 530   | 530   | 550   | 500   | 520   | 550   | 530   | 520   | 520   | -0.6%      | -1.4%       |
| Ground Tran.                                                  | 50    | 50    | 50    | 60    | 40    | 50    | 50    | 50    | 50    | 50    | 1.8%       | 2.2%        |
| Visitor Air Tran.                                             |       | <10   | <10   | <10   | <10   | <10   | <10   | 10    | 10    | 10    | 19.7%      | 0.0%        |
| Other Travel*                                                 | 180   | 210   | 220   | 220   | 200   | 130   | 170   | 190   | 190   | 180   | -1.9%      | 1.8%        |
| <b>TOTAL</b>                                                  | 3,730 | 4,720 | 4,760 | 4,910 | 3,970 | 4,030 | 4,850 | 4,910 | 4,980 | 5,070 | 1.8%       | 1.1%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |            |             |
| Local Tax Receipts                                            | 2     | 4     | 4     | 5     | 3     | 5     | 6     | 7     | 7     | 8     | 7.8%       | 4.2%        |
| State Tax Receipts                                            | 8     | 15    | 15    | 16    | 11    | 15    | 18    | 18    | 19    | 20    | 3.8%       | 2.7%        |
| <b>TOTAL</b>                                                  | 9.6   | 19.2  | 19.7  | 20.7  | 14.4  | 20.2  | 24.0  | 25.0  | 25.9  | 27.1  | 4.9%       | 3.1%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$161       | \$305        | \$394        | \$746        | 2.4        | 1.9            |
| Private Home         | \$40        | \$121        | \$104        | \$315        | 2.6        | 3.0            |
| Other Overnight      | \$51        | \$167        | \$172        | \$561        | 3.4        | 3.3            |
| <b>All Overnight</b> | <b>\$68</b> | <b>\$182</b> | <b>\$179</b> | <b>\$472</b> | <b>2.6</b> | <b>2.6</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 1,476,110        | 1,494,370        | 1,590,120        | 578,030          | 601,350          | 640,330          |
| Private Home         | 3,777,400        | 3,844,140        | 3,851,580        | 1,479,340        | 1,475,280        | 1,478,140        |
| Other Overnight      | 471,350          | 458,310          | 443,080          | 147,620          | 136,440          | 132,090          |
| <b>All Overnight</b> | <b>5,724,870</b> | <b>5,796,820</b> | <b>5,884,780</b> | <b>2,205,000</b> | <b>2,213,070</b> | <b>2,250,570</b> |

|                      | Person-Trips     |                  |                  | Party-Trips    |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 750,410          | 756,820          | 806,820          | 295,000        | 306,180        | 326,570        |
| Private Home         | 1,191,150        | 1,263,970        | 1,266,420        | 466,370        | 485,080        | 486,020        |
| Other Overnight      | 145,830          | 140,640          | 135,850          | 45,560         | 41,770         | 40,400         |
| <b>All Overnight</b> | <b>2,087,380</b> | <b>2,161,420</b> | <b>2,209,090</b> | <b>806,930</b> | <b>833,030</b> | <b>852,990</b> |

# Morrow County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$73,532 |
| 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             | \$213    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 3%       |
| Overnight-Visitor Day Share of Resident Population*                   | 6%       |

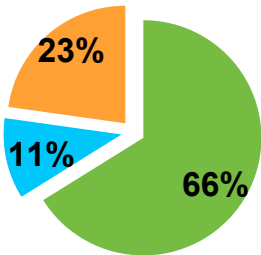
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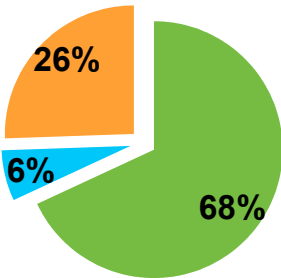
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### 2025 Share of Overnight Visitor Spending

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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 10.8 | 15.8 | 16.5 | 17.1 | 9.2  | 14.1 | 18.2 | 17.8 | 17.9 | 18.6 | ▲ 4.0%             | ▲ 2.5%   |
| Other                           | 1.0  | 1.4  | 1.6  | 1.7  | 0.8  | 1.6  | 2.2  | 2.0  | 1.8  | 1.8  | ▼ -1.5%            | ▲ 2.7%   |
| Visitor                         | 9.8  | 14.4 | 14.8 | 15.4 | 8.4  | 12.5 | 16.1 | 15.7 | 16.1 | 16.8 | ▲ 4.6%             | ▲ 2.5%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 2.7  | 4.1  | 4.7  | 5.2  | 4.5  | 5.0  | 6.0  | 5.9  | 6.0  | 6.2  | ▲ 3.8%             | ▲ 3.9%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 200  | 190  | 220  | 250  | 200  | 220  | 260  | 250  | 240  | 230  | ▼ -2.4%            | ▲ 0.7%   |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 0.3  | 0.7  | 0.7  | 0.8  | 0.6  | 0.8  | 0.9  | 0.9  | 0.9  | 0.9  | ▲ 3.1%             | ▲ 5.1%   |
| Local                           | 0.0  | 0.2  | 0.2  | 0.1  | 0.1  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | ▲ 4.4%             | ▲ 34.4%  |
| State                           | 0.3  | 0.5  | 0.6  | 0.6  | 0.5  | 0.6  | 0.7  | 0.7  | 0.7  | 0.7  | ▲ 2.6%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Morrow County

## Direct Spending Detail

|                                                                        | 2003        | 2017        | 2018        | 2019        | 2020       | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|------------------------|-------------|
|                                                                        |             |             |             |             |            |             |             |             |             |             | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |             |             |             |            |             |             |             |             |             |                        |             |
| Destination Spending                                                   | 9.8         | 14.4        | 14.8        | 15.4        | 8.4        | 12.5        | 16.1        | 15.7        | 16.1        | 16.8        | 4.6%                   | 1.2%        |
| Other Travel*                                                          | 1.0         | 1.4         | 1.6         | 1.7         | 0.8        | 1.6         | 2.2         | 2.0         | 1.8         | 1.8         | -1.5%                  | -4.7%       |
| <b>TOTAL</b>                                                           | <b>10.8</b> | <b>15.8</b> | <b>16.5</b> | <b>17.1</b> | <b>9.2</b> | <b>14.1</b> | <b>18.2</b> | <b>17.8</b> | <b>17.9</b> | <b>18.6</b> | <b>4.0%</b>            | <b>0.5%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |             |             |             |            |             |             |             |             |             |                        |             |
| Hotel, Motel, STVR                                                     | 4.5         | 7.9         | 8.1         | 8.5         | 3.9        | 6.4         | 8.5         | 8.0         | 8.4         | 8.9         | 5.8%                   | 1.1%        |
| Hotel, Motel**                                                         |             |             |             |             |            | 6.0         | 8.0         | 7.6         | 7.9         | 8.4         | 5.9%                   | 1.2%        |
| STVR**                                                                 |             |             |             |             |            | 0.4         | 0.5         | 0.4         | 0.5         | 0.5         | 4.3%                   | -0.9%       |
| Private Home                                                           | 1.8         | 2.3         | 2.4         | 2.5         | 2.1        | 2.8         | 2.9         | 3.0         | 3.0         | 3.1         | 2.8%                   | 1.1%        |
| Campground                                                             | 0.5         | 0.7         | 0.7         | 0.8         | 0.6        | 0.7         | 0.8         | 0.9         | 0.8         | 0.8         | 2.2%                   | 1.4%        |
| Second Home                                                            | 0.4         | 0.6         | 0.6         | 0.6         | 0.5        | 0.5         | 0.6         | 0.6         | 0.6         | 0.6         | 2.1%                   | 1.9%        |
| Day Travel                                                             | 2.5         | 2.9         | 3.0         | 3.1         | 1.3        | 2.1         | 3.2         | 3.2         | 3.3         | 3.4         | 4.3%                   | 1.3%        |
| <b>TOTAL</b>                                                           | <b>9.8</b>  | <b>14.4</b> | <b>14.8</b> | <b>15.4</b> | <b>8.4</b> | <b>12.5</b> | <b>16.1</b> | <b>15.7</b> | <b>16.1</b> | <b>16.8</b> | <b>4.6%</b>            | <b>1.2%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |             |             |             |            |             |             |             |             |             |                        |             |
| Accommodations                                                         | 2.0         | 4.1         | 4.2         | 4.3         | 2.2        | 3.6         | 4.6         | 4.4         | 4.6         | 4.8         | 4.3%                   | 1.2%        |
| Food Service                                                           | 2.5         | 4.0         | 4.1         | 4.4         | 2.7        | 3.8         | 4.9         | 5.0         | 5.2         | 5.5         | 6.2%                   | 3.0%        |
| Food Stores                                                            | 1.2         | 1.5         | 1.6         | 1.6         | 1.0        | 1.4         | 1.6         | 1.6         | 1.7         | 1.7         | 3.3%                   | 1.0%        |
| Local Tran. & Gas                                                      | 0.8         | 1.2         | 1.3         | 1.3         | 0.7        | 1.1         | 1.6         | 1.4         | 1.3         | 1.4         | 2.3%                   | -3.1%       |
| Arts, Ent. & Rec.                                                      | 1.7         | 2.0         | 2.1         | 2.1         | 1.0        | 1.5         | 1.9         | 1.9         | 1.9         | 2.0         | 5.3%                   | 1.4%        |
| Retail Sales                                                           | 1.5         | 1.5         | 1.5         | 1.6         | 0.8        | 1.1         | 1.5         | 1.4         | 1.4         | 1.4         | 2.4%                   | -1.0%       |
| <b>TOTAL</b>                                                           | <b>9.8</b>  | <b>14.4</b> | <b>14.8</b> | <b>15.4</b> | <b>8.4</b> | <b>12.5</b> | <b>16.1</b> | <b>15.7</b> | <b>16.1</b> | <b>16.8</b> | <b>4.6%</b>            | <b>1.2%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Morrow County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023       | 2024       | 2025       | YOY % Chg.   | 4 Year Avg.  |
|---------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|--------------|
|                                                               |            |            |            |            |            |            |            |            |            |            | 2024-25      | 2021-25      |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |            |            |            |            |            |            |            |            |            |              |              |
| Accom. & Food Serv.                                           | 2          | 3          | 3          | 4          | 3          | 4          | 4          | 4          | 4          | 5          | 3.7%         | 1.5%         |
| Arts, Ent. & Rec.                                             | 0.6        | 0.7        | 0.8        | 0.8        | 0.6        | 0.6        | 0.8        | 0.8        | 0.7        | 0.8        | 7.4%         | -0.2%        |
| Retail**                                                      | 0.4        | 0.6        | 0.6        | 0.6        | 0.6        | 0.6        | 0.6        | 0.6        | 0.6        | 0.6        | 2.6%         | 0.3%         |
| Ground Tran.                                                  | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1%         | 2.9%         |
| Other Travel*                                                 | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | -1.7%        | -0.2%        |
| <b>TOTAL</b>                                                  | <b>2.7</b> | <b>4.1</b> | <b>4.7</b> | <b>5.2</b> | <b>4.5</b> | <b>5.0</b> | <b>6.0</b> | <b>5.9</b> | <b>6.0</b> | <b>6.2</b> | <b>3.8%</b>  | <b>1.1%</b>  |
| <b>Travel Industry Employment (Jobs)</b>                      |            |            |            |            |            |            |            |            |            |            |              |              |
| Accom. & Food Serv.                                           | 130        | 130        | 160        | 180        | 150        | 170        | 200        | 190        | 190        | 180        | -3.9%        | -2.8%        |
| Arts, Ent. & Rec.                                             | 30         | 40         | 40         | 40         | 30         | 30         | 40         | 30         | 30         | 30         | 5.0%         | -2.6%        |
| Retail**                                                      | 30         | 20         | 20         | 20         | 20         | 10         | 20         | 20         | 20         | 20         | 0.5%         | -0.7%        |
| Ground Tran.                                                  | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | 1.1%         | -0.6%        |
| Other Travel*                                                 | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | -2.5%        | 0.5%         |
| <b>TOTAL</b>                                                  | <b>200</b> | <b>190</b> | <b>220</b> | <b>250</b> | <b>200</b> | <b>220</b> | <b>260</b> | <b>250</b> | <b>240</b> | <b>230</b> | <b>-4.2%</b> | <b>-3.0%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |            |            |            |            |            |            |            |            |            |              |              |
| Local Tax Receipts                                            | 0.0        | 0.2        | 0.2        | 0.1        | 0.1        | 0.2        | 0.2        | 0.2        | 0.2        | 0.2        | 4.4%         | 0.0%         |
| State Tax Receipts                                            | 0.3        | 0.5        | 0.6        | 0.6        | 0.5        | 0.6        | 0.7        | 0.7        | 0.7        | 0.7        | 2.6%         | 0.5%         |
| <b>TOTAL</b>                                                  | <b>0.3</b> | <b>0.7</b> | <b>0.7</b> | <b>0.8</b> | <b>0.6</b> | <b>0.8</b> | <b>0.9</b> | <b>0.9</b> | <b>0.9</b> | <b>0.9</b> | <b>3.1%</b>  | <b>0.4%</b>  |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$121       | \$201        | \$296        | \$493        | 2.5        | 1.7            |
| Private Home         | \$25        | \$64         | \$64         | \$163        | 2.6        | 2.6            |
| Other Overnight      | \$24        | \$70         | \$80         | \$230        | 3.3        | 2.9            |
| <b>All Overnight</b> | <b>\$51</b> | <b>\$117</b> | <b>\$137</b> | <b>\$308</b> | <b>2.7</b> | <b>2.2</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights  |               |               |
|----------------------|----------------|----------------|----------------|---------------|---------------|---------------|
|                      | 2023           | 2024           | 2025           | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 75,110         | 73,950         | 77,200         | 29,570        | 29,980        | 31,270        |
| Private Home         | 122,740        | 123,320        | 123,560        | 48,940        | 48,200        | 48,300        |
| Other Overnight      | 59,280         | 60,580         | 60,790         | 18,850        | 18,280        | 18,340        |
| <b>All Overnight</b> | <b>257,140</b> | <b>257,850</b> | <b>261,550</b> | <b>97,360</b> | <b>96,460</b> | <b>97,910</b> |

|                      | Person-Trips   |                |                | Party-Trips   |               |               |
|----------------------|----------------|----------------|----------------|---------------|---------------|---------------|
|                      | 2023           | 2024           | 2025           | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 44,720         | 43,670         | 45,480         | 17,630        | 17,750        | 18,470        |
| Private Home         | 45,810         | 47,970         | 48,070         | 18,260        | 18,750        | 18,790        |
| Other Overnight      | 20,570         | 21,010         | 21,080         | 6,580         | 6,380         | 6,400         |
| <b>All Overnight</b> | <b>111,100</b> | <b>112,660</b> | <b>114,630</b> | <b>42,470</b> | <b>42,880</b> | <b>43,660</b> |

# Multnomah County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |           |
|-----------------------------------------------------------------------|-----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$162,364 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$32      |
| 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*                   | 4%        |

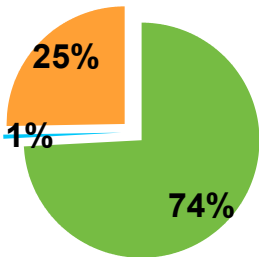
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

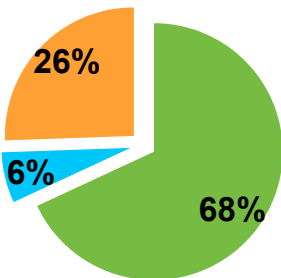
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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    | 2017    | 2018    | 2019    | 2020    | 2021    | 2022    | 2023    | 2024    | 2025    | Avg. Annual % Chg. |          |
|---------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------------|----------|
|                                 |         |         |         |         |         |         |         |         |         |         | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |         |         |         |         |         |         |         |         |         |         |                    |          |
| Total                           | 1,987.7 | 3,972.4 | 4,165.4 | 4,381.2 | 1,630.8 | 2,854.2 | 4,117.3 | 4,205.8 | 4,274.6 | 4,251.1 | ▼ -0.5%            | ▲ 3.5%   |
| Other                           | 664.2   | 1,217.4 | 1,294.5 | 1,432.2 | 480.5   | 882.8   | 1,464.7 | 1,403.6 | 1,403.9 | 1,307.1 | ▼ -6.9%            | ▲ 3.1%   |
| Visitor                         | 1,323.5 | 2,755.0 | 2,870.8 | 2,949.0 | 1,150.3 | 1,971.4 | 2,652.5 | 2,802.2 | 2,870.8 | 2,944.0 | ▲ 2.6%             | ▲ 3.7%   |
| <b>Earnings (\$Millions)</b>    |         |         |         |         |         |         |         |         |         |         |                    |          |
| Earnings                        | 481.7   | 999.7   | 1,079.6 | 1,152.4 | 823.3   | 868.4   | 1,087.9 | 1,210.9 | 1,278.9 | 1,332.3 | ▲ 4.2%             | ▲ 4.7%   |
| <b>Employment (Jobs)</b>        |         |         |         |         |         |         |         |         |         |         |                    |          |
| Employment                      | 16,930  | 23,010  | 23,750  | 23,920  | 16,660  | 17,060  | 20,030  | 21,260  | 21,550  | 21,840  | ▲ 1.3%             | ▲ 1.2%   |
| <b>Tax Revenue (\$Millions)</b> |         |         |         |         |         |         |         |         |         |         |                    |          |
| Total                           | 81.0    | 198.5   | 207.0   | 212.4   | 114.5   | 149.8   | 183.1   | 216.6   | 221.5   | 227.9   | ▲ 2.9%             | ▲ 4.8%   |
| Local                           | 44.2    | 114.0   | 117.2   | 118.0   | 51.9    | 76.3    | 92.7    | 119.2   | 119.9   | 123.5   | ▲ 2.9%             | ▲ 4.8%   |
| State                           | 36.7    | 84.4    | 89.8    | 94.4    | 62.6    | 73.5    | 90.4    | 97.4    | 101.5   | 104.5   | ▲ 2.9%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Multnomah County

## Direct Spending Detail

|                                                                        | 2003           | 2017           | 2018           | 2019           | 2020           | 2021           | 2022           | 2023           | 2024           | 2025           | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------------|-------------|
|                                                                        |                |                |                |                |                |                |                |                |                |                | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |                |                |                |                |                |                |                |                |                |                |                        |             |
| Destination Spending                                                   | 1,323.5        | 2,755.0        | 2,870.8        | 2,949.0        | 1,150.3        | 1,971.4        | 2,652.5        | 2,802.2        | 2,870.8        | 2,944.0        | 2.6%                   | 2.6%        |
| Other Travel*                                                          | 664.2          | 1,217.4        | 1,294.5        | 1,432.2        | 480.5          | 882.8          | 1,464.7        | 1,403.6        | 1,403.9        | 1,307.1        | -6.9%                  | -2.8%       |
| <b>TOTAL</b>                                                           | <b>1,987.7</b> | <b>3,972.4</b> | <b>4,165.4</b> | <b>4,381.2</b> | <b>1,630.8</b> | <b>2,854.2</b> | <b>4,117.3</b> | <b>4,205.8</b> | <b>4,274.6</b> | <b>4,251.1</b> | <b>-0.5%</b>           | <b>0.8%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |                |                |                |                |                |                |                |                |                |                |                        |             |
| Hotel, Motel, STVR                                                     | 807.9          | 1,839.5        | 1,914.1        | 1,963.6        | 708.8          | 1,257.5        | 1,679.0        | 1,827.7        | 1,868.7        | 1,923.5        | 2.9%                   | 3.5%        |
| Hotel, Motel**                                                         |                |                |                |                |                | 1,106.1        | 1,530.7        | 1,683.8        | 1,724.6        | 1,789.1        | 3.7%                   | 4.0%        |
| STVR**                                                                 |                |                |                |                |                | 151.4          | 148.3          | 143.9          | 144.1          | 134.4          | -6.7%                  | -2.4%       |
| Private Home                                                           | 325.3          | 598.3          | 625.8          | 643.1          | 298.3          | 453.4          | 648.7          | 635.9          | 649.7          | 656.8          | 1.1%                   | 0.3%        |
| Campground                                                             | 10.9           | 14.0           | 14.6           | 15.2           | 12.6           | 7.9            | 9.6            | 9.9            | 9.6            | 9.7            | 0.7%                   | 0.3%        |
| Second Home                                                            | 3.1            | 4.7            | 4.9            | 5.0            | 3.8            | 4.8            | 5.3            | 5.4            | 5.6            | 5.8            | 3.5%                   | 2.5%        |
| Day Travel                                                             | 176.3          | 298.5          | 311.6          | 322.2          | 126.9          | 247.8          | 310.1          | 323.2          | 337.1          | 348.2          | 3.3%                   | 2.9%        |
| <b>TOTAL</b>                                                           | <b>1,323.5</b> | <b>2,755.0</b> | <b>2,870.8</b> | <b>2,949.0</b> | <b>1,150.3</b> | <b>1,971.4</b> | <b>2,652.5</b> | <b>2,802.2</b> | <b>2,870.8</b> | <b>2,944.0</b> | <b>2.6%</b>            | <b>2.6%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |                |                |                |                |                |                |                |                |                |                |                        |             |
| Accommodations                                                         | 254.2          | 723.8          | 741.0          | 747.2          | 274.2          | 495.4          | 625.0          | 660.5          | 662.1          | 667.0          | 0.7%                   | 1.6%        |
| Food Service                                                           | 242.9          | 544.4          | 574.6          | 607.1          | 266.1          | 428.8          | 530.2          | 589.2          | 615.3          | 655.5          | 6.5%                   | 5.4%        |
| Food Stores                                                            | 45.2           | 79.2           | 81.0           | 83.4           | 50.4           | 83.4           | 97.6           | 102.7          | 103.3          | 106.1          | 2.7%                   | 2.1%        |
| Local Tran. & Gas                                                      | 165.2          | 300.0          | 322.9          | 326.2          | 172.1          | 242.7          | 288.4          | 348.7          | 342.4          | 361.4          | 5.5%                   | 5.8%        |
| Arts, Ent. & Rec.                                                      | 90.8           | 141.7          | 146.0          | 149.9          | 41.4           | 63.6           | 86.5           | 101.2          | 129.7          | 146.6          | 13.1%                  | 14.1%       |
| Retail Sales                                                           | 152.6          | 223.8          | 228.3          | 233.6          | 114.2          | 183.8          | 220.5          | 226.3          | 225.3          | 229.4          | 1.8%                   | 1.0%        |
| Visitor Air Tran.                                                      | 372.5          | 742.3          | 777.2          | 801.6          | 231.8          | 473.8          | 804.2          | 773.5          | 792.7          | 778.1          | -1.8%                  | -0.8%       |
| <b>TOTAL</b>                                                           | <b>1,323.5</b> | <b>2,755.0</b> | <b>2,870.8</b> | <b>2,949.0</b> | <b>1,150.3</b> | <b>1,971.4</b> | <b>2,652.5</b> | <b>2,802.2</b> | <b>2,870.8</b> | <b>2,944.0</b> | <b>2.6%</b>            | <b>2.6%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Multnomah County

## Direct Travel Impact Detail

|                                                               | 2003   | 2017   | 2018    | 2019    | 2020   | 2021   | 2022    | 2023    | 2024    | 2025    | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|--------|--------|---------|---------|--------|--------|---------|---------|---------|---------|------------|-------------|
|                                                               |        |        |         |         |        |        |         |         |         |         | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |        |        |         |         |        |        |         |         |         |         |            |             |
| Accom. & Food Serv.                                           | 175    | 429    | 467     | 493     | 296    | 323    | 457     | 510     | 535     | 551     | 2.8%       | 4.7%        |
| Arts, Ent. & Rec.                                             | 25     | 46     | 49      | 52      | 37     | 38     | 50      | 50      | 53      | 56      | 4.5%       | 3.0%        |
| Retail**                                                      | 24     | 43     | 45      | 47      | 45     | 46     | 50      | 51      | 53      | 53      | 1.0%       | 1.5%        |
| Ground Tran.                                                  | 21     | 34     | 36      | 39      | 38     | 36     | 38      | 51      | 53      | 57      | 8.3%       | 10.9%       |
| Visitor Air Tran.                                             | 81     | 163    | 175     | 177     | 151    | 155    | 172     | 192     | 208     | 232     | 11.5%      | 7.7%        |
| Other Travel*                                                 | 155    | 285    | 307     | 345     | 256    | 271    | 321     | 356     | 377     | 384     | 1.9%       | 4.6%        |
| <b>TOTAL</b>                                                  | 481.7  | 999.7  | 1,079.6 | 1,152.4 | 823.3  | 868.4  | 1,087.9 | 1,210.9 | 1,278.9 | 1,332.3 | 4.2%       | 5.2%        |
| <b>Travel Industry Employment (Jobs)</b>                      |        |        |         |         |        |        |         |         |         |         |            |             |
| Accom. & Food Serv.                                           | 8,660  | 13,700 | 14,090  | 14,000  | 8,610  | 9,010  | 11,600  | 12,440  | 12,550  | 12,480  | -0.6%      | 1.9%        |
| Arts, Ent. & Rec.                                             | 840    | 1,170  | 1,170   | 1,230   | 800    | 810    | 1,150   | 1,130   | 1,170   | 1,170   | 0.4%       | 0.5%        |
| Retail**                                                      | 970    | 1,320  | 1,330   | 1,310   | 1,180  | 1,180  | 1,200   | 1,190   | 1,180   | 1,150   | -2.3%      | -1.0%       |
| Ground Tran.                                                  | 930    | 980    | 980     | 1,020   | 1,090  | 990    | 880     | 1,130   | 1,120   | 1,190   | 6.3%       | 7.9%        |
| Visitor Air Tran.                                             | 1,810  | 2,000  | 2,110   | 2,100   | 1,770  | 1,790  | 1,750   | 1,810   | 1,910   | 2,140   | 12.0%      | 5.1%        |
| Other Travel*                                                 | 3,720  | 3,830  | 4,070   | 4,260   | 3,200  | 3,290  | 3,460   | 3,560   | 3,620   | 3,710   | 2.3%       | 1.7%        |
| <b>TOTAL</b>                                                  | 16,930 | 23,010 | 23,750  | 23,920  | 16,660 | 17,060 | 20,030  | 21,260  | 21,550  | 21,840  | 1.3%       | 2.2%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |        |        |         |         |        |        |         |         |         |         |            |             |
| Local Tax Receipts                                            | 44     | 114    | 117     | 118     | 52     | 76     | 93      | 119     | 120     | 123     | 2.9%       | 7.4%        |
| State Tax Receipts                                            | 37     | 84     | 90      | 94      | 63     | 74     | 90      | 97      | 102     | 104     | 2.9%       | 3.7%        |
| <b>TOTAL</b>                                                  | 81.0   | 198.5  | 207.0   | 212.4   | 114.5  | 149.8  | 183.1   | 216.6   | 221.5   | 227.9   | 2.9%       | 5.6%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person       |              | Party        |                | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|----------------|------------|----------------|
|                      | Day          | Trip         | Day          | Trip           |            |                |
| Hotel, Motel, STVR   | \$343        | \$697        | \$715        | \$1,494        | 2.1        | 2.1            |
| Private Home         | \$121        | \$375        | \$226        | \$731          | 1.9        | 3.2            |
| Other Overnight      | \$21         | \$72         | \$62         | \$213          | 2.9        | 3.4            |
| <b>All Overnight</b> | <b>\$203</b> | <b>\$510</b> | <b>\$418</b> | <b>\$1,087</b> | <b>2.1</b> | <b>2.6</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights     |                   |                   | Party-Nights     |                  |                  |
|----------------------|-------------------|-------------------|-------------------|------------------|------------------|------------------|
|                      | 2023              | 2024              | 2025              | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 7,374,390         | 7,090,630         | 6,973,330         | 3,204,270        | 3,192,930        | 3,173,340        |
| Private Home         | 5,378,310         | 5,420,530         | 5,431,030         | 2,843,440        | 2,815,320        | 2,911,100        |
| Other Overnight      | 354,590           | 369,470           | 366,760           | 126,860          | 125,640          | 124,900          |
| <b>All Overnight</b> | <b>13,107,290</b> | <b>12,880,630</b> | <b>12,771,120</b> | <b>6,174,580</b> | <b>6,133,890</b> | <b>6,209,330</b> |

|                      | Person-Trips     |                  |                  | Party-Trips      |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 3,397,980        | 3,262,400        | 3,228,320        | 1,466,020        | 1,456,430        | 1,453,030        |
| Private Home         | 1,664,750        | 1,748,450        | 1,751,840        | 852,760          | 878,250          | 899,140          |
| Other Overnight      | 104,660          | 108,470          | 107,610          | 37,090           | 36,560           | 36,320           |
| <b>All Overnight</b> | <b>5,167,380</b> | <b>5,119,330</b> | <b>5,087,760</b> | <b>2,355,870</b> | <b>2,371,240</b> | <b>2,388,500</b> |

# Polk County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$76,173 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$42     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$3      |
| Local & State Tax Revenues Generated per County Household             | \$227    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 9%       |
| Overnight-Visitor Day Share of Resident Population*                   | 4%       |

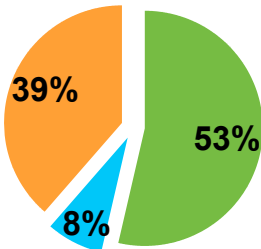
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

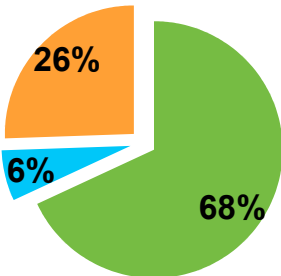
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 128.5 | 177.8 | 178.2 | 183.7 | 81.2  | 182.0 | 222.2 | 233.1 | 234.9 | 238.1 | ▲ 1.4%             | ▲ 2.8%   |
| Other                           | 5.7   | 10.6  | 12.3  | 12.5  | 5.9   | 11.4  | 15.8  | 14.8  | 13.4  | 13.2  | ▼ -1.5%            | ▲ 3.9%   |
| Visitor                         | 122.8 | 167.2 | 165.9 | 171.1 | 75.3  | 170.7 | 206.3 | 218.3 | 221.6 | 225.0 | ▲ 1.5%             | ▲ 2.8%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 39.2  | 51.2  | 55.7  | 59.9  | 55.2  | 65.1  | 85.5  | 87.7  | 94.3  | 96.4  | ▲ 2.3%             | ▲ 4.2%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 2,010 | 2,190 | 2,380 | 2,470 | 2,100 | 2,420 | 2,990 | 2,910 | 2,960 | 2,980 | ▲ 0.8%             | ▲ 1.8%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 3.0   | 4.7   | 5.0   | 5.2   | 4.2   | 5.7   | 7.1   | 7.2   | 7.6   | 7.7   | ▲ 1.3%             | ▲ 4.4%   |
| Local                           | 0.0   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | ▼ -2.7%            | N/A      |
| State                           | 3.0   | 4.6   | 4.9   | 5.1   | 4.1   | 5.6   | 7.0   | 7.1   | 7.5   | 7.6   | ▲ 1.4%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Polk County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020        | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |             |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |             |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 122.8        | 167.2        | 165.9        | 171.1        | 75.3        | 170.7        | 206.3        | 218.3        | 221.6        | 225.0        | 1.5%                   | 2.2%        |
| Other Travel*                                                          | 5.7          | 10.6         | 12.3         | 12.5         | 5.9         | 11.4         | 15.8         | 14.8         | 13.4         | 13.2         | -1.5%                  | -4.6%       |
| <b>TOTAL</b>                                                           | <b>128.5</b> | <b>177.8</b> | <b>178.2</b> | <b>183.7</b> | <b>81.2</b> | <b>182.0</b> | <b>222.2</b> | <b>233.1</b> | <b>234.9</b> | <b>238.1</b> | <b>1.4%</b>            | <b>1.7%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |             |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 14.1         | 25.4         | 18.3         | 19.0         | 7.4         | 23.1         | 28.5         | 30.9         | 32.4         | 32.3         | -0.6%                  | 3.1%        |
| Hotel, Motel**                                                         |              |              |              |              |             | 18.5         | 23.6         | 25.3         | 26.6         | 26.0         | -2.0%                  | 2.4%        |
| STVR**                                                                 |              |              |              |              |             | 4.6          | 4.9          | 5.6          | 5.9          | 6.2          | 5.9%                   | 6.3%        |
| Private Home                                                           | 10.3         | 16.8         | 17.6         | 18.2         | 12.6        | 21.3         | 22.3         | 22.6         | 22.7         | 23.3         | 2.6%                   | 1.1%        |
| Campground                                                             | 2.9          | 3.9          | 4.1          | 4.3          | 3.6         | 4.0          | 4.5          | 4.9          | 4.6          | 4.5          | -2.6%                  | 0.0%        |
| Second Home                                                            | 0.2          | 0.3          | 0.3          | 0.3          | 0.3         | 0.2          | 0.2          | 0.2          | 0.2          | 0.3          | 2.0%                   | 1.8%        |
| Day Travel                                                             | 95.4         | 120.7        | 125.5        | 129.3        | 51.3        | 122.1        | 150.8        | 159.5        | 161.6        | 164.7        | 1.9%                   | 2.2%        |
| <b>TOTAL</b>                                                           | <b>122.8</b> | <b>167.2</b> | <b>165.9</b> | <b>171.1</b> | <b>75.3</b> | <b>170.7</b> | <b>206.3</b> | <b>218.3</b> | <b>221.6</b> | <b>225.0</b> | <b>1.5%</b>            | <b>2.2%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |             |              |              |              |              |              |                        |             |
| Accommodations                                                         | 8.6          | 17.4         | 9.9          | 10.1         | 6.0         | 13.5         | 15.7         | 16.7         | 17.4         | 17.2         | -0.6%                  | 2.3%        |
| Food Service                                                           | 20.6         | 34.5         | 36.5         | 38.4         | 16.6        | 37.8         | 45.6         | 49.5         | 51.8         | 53.3         | 2.8%                   | 3.9%        |
| Food Stores                                                            | 8.9          | 13.3         | 13.6         | 14.0         | 8.2         | 15.7         | 18.8         | 19.8         | 19.9         | 20.2         | 1.1%                   | 1.8%        |
| Local Tran. & Gas                                                      | 5.0          | 7.6          | 8.7          | 8.8          | 3.6         | 8.9          | 11.9         | 11.6         | 11.0         | 10.9         | -0.7%                  | -2.3%       |
| Arts, Ent. & Rec.                                                      | 76.7         | 90.6         | 93.4         | 95.8         | 38.3        | 90.1         | 109.0        | 115.5        | 116.3        | 118.3        | 1.6%                   | 2.1%        |
| Retail Sales                                                           | 3.1          | 3.8          | 3.9          | 4.0          | 2.6         | 4.8          | 5.2          | 5.2          | 5.2          | 5.2          | -0.2%                  | -0.1%       |
| <b>TOTAL</b>                                                           | <b>122.8</b> | <b>167.2</b> | <b>165.9</b> | <b>171.1</b> | <b>75.3</b> | <b>170.7</b> | <b>206.3</b> | <b>218.3</b> | <b>221.6</b> | <b>225.0</b> | <b>1.5%</b>            | <b>2.2%</b> |

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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.

\*\*Data prior to 2021 for these breakouts not available.

# Polk County

## Direct Travel Impact Detail

|                                                               | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|-------------|
|                                                               |       |       |       |       |       |       |       |       |       |       | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 12    | 23    | 25    | 28    | 28    | 38    | 49    | 49    | 50    | 51    | 1.5%       | 1.2%        |
| Arts, Ent. & Rec.                                             | 25    | 25    | 27    | 28    | 23    | 23    | 32    | 34    | 38    | 40    | 3.7%       | 5.9%        |
| Retail**                                                      | 2     | 3     | 3     | 3     | 3     | 3     | 4     | 4     | 4     | 4     | 0.3%       | 1.7%        |
| Ground Tran.                                                  | 0.3   | 0.5   | 0.6   | 0.6   | 0.4   | 0.6   | 0.7   | 0.8   | 0.9   | 0.9   | -2.8%      | 5.3%        |
| Other Travel*                                                 | 0.3   | 0.5   | 0.5   | 0.6   | 0.6   | 0.6   | 0.8   | 0.8   | 0.9   | 0.9   | -1.7%      | 1.3%        |
| <b>TOTAL</b>                                                  | 39.2  | 51.2  | 55.7  | 59.9  | 55.2  | 65.1  | 85.5  | 87.7  | 94.3  | 96.4  | 2.3%       | 3.1%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 880   | 1,060 | 1,100 | 1,170 | 1,110 | 1,440 | 1,800 | 1,750 | 1,770 | 1,760 | -0.4%      | -0.5%       |
| Arts, Ent. & Rec.                                             | 990   | 970   | 1,110 | 1,130 | 840   | 830   | 1,030 | 990   | 1,030 | 1,060 | 2.9%       | 0.8%        |
| Retail**                                                      | 100   | 120   | 120   | 120   | 110   | 110   | 120   | 120   | 120   | 120   | -0.3%      | 0.0%        |
| Ground Tran.                                                  | 10    | 10    | 10    | 10    | 10    | 10    | 10    | 10    | 20    | 20    | -1.8%      | 1.7%        |
| Other Travel*                                                 | 30    | 30    | 30    | 30    | 30    | 30    | 30    | 30    | 30    | 30    | 2.0%       | -2.2%       |
| <b>TOTAL</b>                                                  | 2,010 | 2,190 | 2,380 | 2,470 | 2,100 | 2,420 | 2,990 | 2,910 | 2,960 | 2,980 | 0.7%       | -0.1%       |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |            |             |
| Local Tax Receipts                                            |       | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | -2.7%      | 1.4%        |
| State Tax Receipts                                            | 3     | 5     | 5     | 5     | 4     | 6     | 7     | 7     | 7     | 8     | 1.4%       | 2.1%        |
| <b>TOTAL</b>                                                  | 3.0   | 4.7   | 5.0   | 5.2   | 4.2   | 5.7   | 7.1   | 7.2   | 7.6   | 7.7   | 1.3%       | 2.1%        |

**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 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$134       | \$222        | \$328        | \$545        | 2.5        | 1.7            |
| Private Home         | \$26        | \$67         | \$67         | \$172        | 2.6        | 2.6            |
| Other Overnight      | \$50        | \$155        | \$172        | \$533        | 3.4        | 3.1            |
| <b>All Overnight</b> | <b>\$47</b> | <b>\$111</b> | <b>\$122</b> | <b>\$286</b> | <b>2.6</b> | <b>2.4</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights   |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 306,740          | 311,680          | 301,760          | 118,850        | 123,810        | 119,720        |
| Private Home         | 882,930          | 890,240          | 891,960          | 352,050        | 347,960        | 348,640        |
| Other Overnight      | 100,660          | 98,710           | 95,110           | 30,770         | 28,600         | 27,570         |
| <b>All Overnight</b> | <b>1,290,330</b> | <b>1,300,630</b> | <b>1,288,840</b> | <b>501,670</b> | <b>500,380</b> | <b>495,930</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 170,660        | 171,990        | 165,800        | 66,610         | 69,000         | 66,460         |
| Private Home         | 329,500        | 346,300        | 346,970        | 131,380        | 135,360        | 135,620        |
| Other Overnight      | 32,570         | 31,790         | 30,660         | 9,980          | 9,240          | 8,910          |
| <b>All Overnight</b> | <b>532,730</b> | <b>550,080</b> | <b>543,430</b> | <b>207,970</b> | <b>213,590</b> | <b>210,990</b> |

# Tillamook County

## Direct Travel Impact Insights, 2025

### Visitor Spending Impacts

Amount of Visitor Spending That Supports 1 Job \$130,770

Employee & Proprietor Earnings Generated by \$100 in Visitor Spending \$40

Local & State Tax Revenues Generated by \$100 in Visitor Spending \$6

Local & State Tax Revenues Generated per County Household \$1,420

### Visitor Shares

Travel Share of Total Employment 15%

Overnight-Visitor Day Share of Resident Population\* 24%

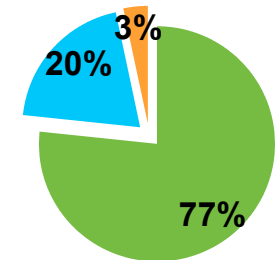
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

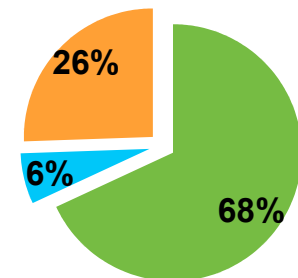
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 129.0 | 232.7 | 241.7 | 249.4 | 113.6 | 205.1 | 280.8 | 294.1 | 301.7 | 300.6 | ▼ -0.4%            | ▲ 3.9%   |
| Other                           | 2.1   | 3.4   | 3.9   | 3.9   | 1.9   | 3.5   | 4.9   | 4.5   | 4.0   | 4.0   | ▼ -1.5%            | ▲ 2.9%   |
| Visitor                         | 126.9 | 229.3 | 237.8 | 245.5 | 111.8 | 201.5 | 275.9 | 289.6 | 297.7 | 296.7 | ▼ -0.3%            | ▲ 3.9%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 36.1  | 77.2  | 82.9  | 92.2  | 71.5  | 86.4  | 93.2  | 101.4 | 105.9 | 117.4 | ▲ 10.9%            | ▲ 5.5%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 1,720 | 2,210 | 2,180 | 2,350 | 1,700 | 2,000 | 2,090 | 2,190 | 2,180 | 2,270 | ▲ 4.2%             | ▲ 1.3%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 3.3   | 9.4   | 10.4  | 11.4  | 9.5   | 13.2  | 14.6  | 15.0  | 16.0  | 16.6  | ▲ 4.0%             | ▲ 7.6%   |
| Local                           | 0.6   | 3.3   | 4.0   | 4.5   | 4.3   | 6.3   | 6.9   | 6.9   | 7.5   | 7.6   | ▲ 1.5%             | ▲ 12.2%  |
| State                           | 2.7   | 6.1   | 6.4   | 6.9   | 5.2   | 6.9   | 7.7   | 8.1   | 8.5   | 9.0   | ▲ 6.3%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Tillamook County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 126.9        | 229.3        | 237.8        | 245.5        | 111.8        | 201.5        | 275.9        | 289.6        | 297.7        | 296.7        | -0.3%                  | 1.8%        |
| Other Travel*                                                          | 2.1          | 3.4          | 3.9          | 3.9          | 1.9          | 3.5          | 4.9          | 4.5          | 4.0          | 4.0          | -1.5%                  | -5.1%       |
| <b>TOTAL</b>                                                           | <b>129.0</b> | <b>232.7</b> | <b>241.7</b> | <b>249.4</b> | <b>113.6</b> | <b>205.1</b> | <b>280.8</b> | <b>294.1</b> | <b>301.7</b> | <b>300.6</b> | <b>-0.4%</b>           | <b>1.7%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 24.9         | 83.3         | 86.1         | 88.4         | 50.6         | 112.0        | 131.2        | 134.9        | 145.3        | 150.0        | 3.2%                   | 3.4%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 10.6         | 11.6         | 12.1         | 11.7         | 13.3         | 13.0%                  | 3.5%        |
| STVR**                                                                 |              |              |              |              |              | 101.4        | 119.6        | 122.8        | 133.6        | 136.7        | 2.4%                   | 3.4%        |
| Private Home                                                           | 3.8          | 5.4          | 5.7          | 5.8          | 4.7          | 6.0          | 6.6          | 6.6          | 6.6          | 6.7          | 2.6%                   | 0.7%        |
| Campground                                                             | 25.9         | 33.7         | 35.1         | 36.5         | 20.1         | 22.3         | 25.7         | 28.4         | 26.0         | 20.5         | -21.2%                 | -5.5%       |
| Second Home                                                            | 10.0         | 14.1         | 14.6         | 15.0         | 12.4         | 15.4         | 17.5         | 18.2         | 18.3         | 18.7         | 2.1%                   | 1.6%        |
| Day Travel                                                             | 62.3         | 92.8         | 96.4         | 99.8         | 23.9         | 45.9         | 95.0         | 101.6        | 101.5        | 100.7        | -0.8%                  | 1.5%        |
| <b>TOTAL</b>                                                           | <b>126.9</b> | <b>229.3</b> | <b>237.8</b> | <b>245.5</b> | <b>111.8</b> | <b>201.5</b> | <b>275.9</b> | <b>289.6</b> | <b>297.7</b> | <b>296.7</b> | <b>-0.3%</b>           | <b>1.8%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |             |
| Accommodations                                                         | 17.4         | 51.0         | 52.5         | 53.4         | 48.0         | 91.1         | 99.6         | 99.9         | 109.1        | 110.5        | 1.3%                   | 2.7%        |
| Food Service                                                           | 34.2         | 68.6         | 71.8         | 75.7         | 22.9         | 40.5         | 66.9         | 74.2         | 75.6         | 75.5         | -0.1%                  | 3.1%        |
| Food Stores                                                            | 18.9         | 28.3         | 28.8         | 29.8         | 14.8         | 23.6         | 32.2         | 34.9         | 34.1         | 32.5         | -4.7%                  | 0.2%        |
| Local Tran. & Gas                                                      | 8.5          | 15.0         | 16.9         | 17.2         | 5.8          | 11.6         | 18.2         | 18.0         | 16.6         | 16.0         | -3.2%                  | -3.2%       |
| Arts, Ent. & Rec.                                                      | 23.0         | 35.1         | 35.9         | 36.9         | 9.6          | 15.0         | 27.4         | 29.8         | 30.7         | 31.5         | 2.6%                   | 3.6%        |
| Retail Sales                                                           | 25.0         | 31.4         | 31.8         | 32.5         | 10.6         | 19.9         | 31.7         | 32.8         | 31.6         | 30.6         | -3.1%                  | -0.9%       |
| <b>TOTAL</b>                                                           | <b>126.9</b> | <b>229.3</b> | <b>237.8</b> | <b>245.5</b> | <b>111.8</b> | <b>201.5</b> | <b>275.9</b> | <b>289.6</b> | <b>297.7</b> | <b>296.7</b> | <b>-0.3%</b>           | <b>1.8%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Tillamook County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.   | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25      | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |              |             |
| Accom. & Food Serv.                                           | 23           | 57           | 62           | 71           | 55           | 68           | 76           | 83           | 88           | 98           | 12.1%        | 6.6%        |
| Arts, Ent. & Rec.                                             | 6            | 10           | 10           | 11           | 8            | 9            | 7            | 8            | 8            | 9            | 15.1%        | 5.6%        |
| Retail**                                                      | 6            | 9            | 9            | 10           | 7            | 8            | 9            | 9            | 9            | 9            | -1.6%        | 0.7%        |
| Ground Tran.                                                  | 0.5          | 1            | 1            | 1            | 0.6          | 0.8          | 1            | 1            | 1            | 1            | -3.1%        | 4.5%        |
| Other Travel*                                                 | 0.1          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.1          | 0.1          | 0.1          | 0.1          | 6.2%         | -0.4%       |
| <b>TOTAL</b>                                                  | <b>36.1</b>  | <b>77.2</b>  | <b>82.9</b>  | <b>92.2</b>  | <b>71.5</b>  | <b>86.4</b>  | <b>93.2</b>  | <b>101.4</b> | <b>105.9</b> | <b>117.4</b> | <b>10.9%</b> | <b>6.0%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |              |             |
| Accom. & Food Serv.                                           | 980          | 1,400        | 1,420        | 1,510        | 1,120        | 1,320        | 1,460        | 1,520        | 1,540        | 1,630        | 5.4%         | 2.8%        |
| Arts, Ent. & Rec.                                             | 370          | 390          | 350          | 410          | 300          | 350          | 310          | 340          | 330          | 350          | 8.4%         | 3.0%        |
| Retail**                                                      | 340          | 380          | 380          | 380          | 260          | 300          | 290          | 290          | 280          | 270          | -6.6%        | -2.2%       |
| Ground Tran.                                                  | 20           | 30           | 30           | 30           | 10           | 20           | 20           | 20           | 20           | 20           | -2.2%        | 0.9%        |
| Other Travel*                                                 | 10           | 10           | 10           | 10           | 10           | 10           | <10          | <10          | <10          | <10          | -3.5%        | -4.0%       |
| <b>TOTAL</b>                                                  | <b>1,720</b> | <b>2,210</b> | <b>2,180</b> | <b>2,350</b> | <b>1,700</b> | <b>2,000</b> | <b>2,090</b> | <b>2,190</b> | <b>2,180</b> | <b>2,270</b> | <b>4.1%</b>  | <b>2.1%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |              |             |
| Local Tax Receipts                                            | 0.6          | 3            | 4            | 4            | 4            | 6            | 7            | 7            | 8            | 8            | 1.5%         | 2.7%        |
| State Tax Receipts                                            | 3            | 6            | 6            | 7            | 5            | 7            | 8            | 8            | 8            | 9            | 6.3%         | 4.0%        |
| <b>TOTAL</b>                                                  | <b>3.3</b>   | <b>9.4</b>   | <b>10.4</b>  | <b>11.4</b>  | <b>9.5</b>   | <b>13.2</b>  | <b>14.6</b>  | <b>15.0</b>  | <b>16.0</b>  | <b>16.6</b>  | <b>4.0%</b>  | <b>3.4%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$1,788     | \$2,974      | \$4,386      | \$7,295      | 2.5        | 1.7            |
| Private Home         | \$25        | \$64         | \$63         | \$163        | 2.6        | 2.6            |
| Other Overnight      | \$34        | \$93         | \$109        | \$297        | 3.2        | 2.7            |
| <b>All Overnight</b> | <b>\$83</b> | <b>\$227</b> | <b>\$247</b> | <b>\$666</b> | <b>3.0</b> | <b>2.7</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights   |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 913,940          | 911,650          | 910,130          | 326,400        | 326,280        | 326,150        |
| Private Home         | 273,560          | 272,030          | 272,560          | 109,070        | 106,330        | 106,530        |
| Other Overnight      | 1,262,440        | 1,271,480        | 1,164,770        | 409,100        | 391,470        | 361,030        |
| <b>All Overnight</b> | <b>2,449,930</b> | <b>2,455,160</b> | <b>2,347,460</b> | <b>844,570</b> | <b>824,080</b> | <b>793,720</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 335,070        | 332,420        | 333,830        | 120,480        | 119,960        | 120,700        |
| Private Home         | 102,090        | 105,820        | 106,020        | 40,710         | 41,360         | 41,440         |
| Other Overnight      | 452,980        | 457,130        | 423,770        | 147,620        | 141,550        | 132,040        |
| <b>All Overnight</b> | <b>890,140</b> | <b>895,370</b> | <b>863,620</b> | <b>308,800</b> | <b>302,870</b> | <b>294,180</b> |

# Umatilla County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$78,613 |
| 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             | \$401    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 7%       |
| Overnight-Visitor Day Share of Resident Population*                   | 7%       |

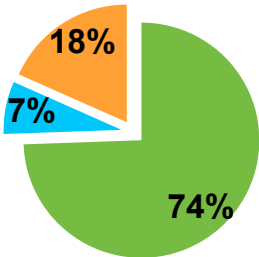
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\*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

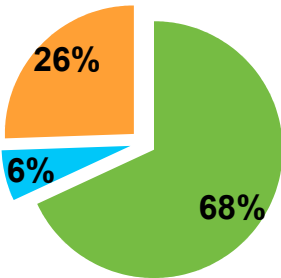
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 114.9 | 164.5 | 175.1 | 180.1 | 116.2 | 175.6 | 238.5 | 235.3 | 236.3 | 250.6 | ▲ 6.1%             | ▲ 3.6%   |
| Other                           | 8.0   | 11.8  | 13.0  | 13.8  | 6.5   | 11.1  | 16.1  | 14.7  | 13.1  | 13.7  | ▲ 4.3%             | ▲ 2.5%   |
| Visitor                         | 106.9 | 152.8 | 162.1 | 166.2 | 109.7 | 164.4 | 222.4 | 220.6 | 223.1 | 236.9 | ▲ 6.2%             | ▲ 3.7%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 31.3  | 53.4  | 58.5  | 61.7  | 55.4  | 61.3  | 75.3  | 78.3  | 81.5  | 86.6  | ▲ 6.3%             | ▲ 4.7%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 2,060 | 2,520 | 2,600 | 2,710 | 2,210 | 2,430 | 2,800 | 2,870 | 2,960 | 3,050 | ▲ 3.1%             | ▲ 1.8%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 3.9   | 7.3   | 7.7   | 8.0   | 6.8   | 8.4   | 10.7  | 10.5  | 10.8  | 11.5  | ▲ 6.0%             | ▲ 5.0%   |
| Local                           | 0.8   | 1.8   | 1.8   | 1.9   | 1.8   | 2.2   | 3.1   | 2.9   | 3.0   | 3.2   | ▲ 8.4%             | ▲ 6.6%   |
| State                           | 3.1   | 5.5   | 5.9   | 6.1   | 5.0   | 6.2   | 7.7   | 7.6   | 7.9   | 8.2   | ▲ 5.0%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Umatilla County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 106.9        | 152.8        | 162.1        | 166.2        | 109.7        | 164.4        | 222.4        | 220.6        | 223.1        | 236.9        | 6.2%                   | 1.6%        |
| Other Travel*                                                          | 8.0          | 11.8         | 13.0         | 13.8         | 6.5          | 11.1         | 16.1         | 14.7         | 13.1         | 13.7         | 4.3%                   | -3.9%       |
| <b>TOTAL</b>                                                           | <b>114.9</b> | <b>164.5</b> | <b>175.1</b> | <b>180.1</b> | <b>116.2</b> | <b>175.6</b> | <b>238.5</b> | <b>235.3</b> | <b>236.3</b> | <b>250.6</b> | <b>6.1%</b>            | <b>1.2%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 41.4         | 73.5         | 79.2         | 81.9         | 55.9         | 92.1         | 122.0        | 117.7        | 119.7        | 129.7        | 8.3%                   | 1.5%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 88.4         | 118.3        | 113.0        | 113.6        | 121.3        | 6.7%                   | 0.6%        |
| STVR**                                                                 |              |              |              |              |              | 3.7          | 3.7          | 4.8          | 6.1          | 8.4          | 37.7%                  | 23.1%       |
| Private Home                                                           | 18.9         | 25.7         | 26.8         | 26.9         | 25.1         | 28.8         | 30.3         | 30.8         | 31.3         | 31.7         | 1.3%                   | 1.2%        |
| Campground                                                             | 4.9          | 6.3          | 6.5          | 6.8          | 6.3          | 7.0          | 7.7          | 8.5          | 8.0          | 7.9          | -1.2%                  | 0.3%        |
| Second Home                                                            | 2.5          | 3.4          | 3.5          | 3.6          | 3.0          | 4.1          | 4.5          | 4.7          | 4.7          | 4.8          | 2.1%                   | 1.9%        |
| Day Travel                                                             | 39.2         | 43.9         | 46.1         | 47.0         | 19.4         | 32.5         | 57.9         | 58.9         | 59.4         | 62.8         | 5.8%                   | 2.1%        |
| <b>TOTAL</b>                                                           | <b>106.9</b> | <b>152.8</b> | <b>162.1</b> | <b>166.2</b> | <b>109.7</b> | <b>164.4</b> | <b>222.4</b> | <b>220.6</b> | <b>223.1</b> | <b>236.9</b> | <b>6.2%</b>            | <b>1.6%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |              |                        |             |
| Accommodations                                                         | 18.4         | 38.3         | 40.0         | 41.6         | 31.7         | 49.9         | 62.8         | 59.9         | 61.2         | 66.3         | 8.3%                   | 1.3%        |
| Food Service                                                           | 26.7         | 42.2         | 45.0         | 46.8         | 32.9         | 48.2         | 66.1         | 68.5         | 71.1         | 76.6         | 7.8%                   | 3.8%        |
| Food Stores                                                            | 10.5         | 13.9         | 14.2         | 14.5         | 9.6          | 12.5         | 16.6         | 17.2         | 17.2         | 17.9         | 4.3%                   | 2.0%        |
| Local Tran. & Gas                                                      | 10.2         | 14.9         | 17.3         | 17.4         | 9.8          | 17.0         | 25.8         | 23.6         | 21.7         | 22.5         | 3.6%                   | -3.4%       |
| Arts, Ent. & Rec.                                                      | 24.0         | 25.8         | 26.7         | 27.0         | 15.0         | 21.6         | 30.8         | 31.4         | 31.4         | 33.1         | 5.6%                   | 1.9%        |
| Retail Sales                                                           | 16.4         | 17.1         | 17.6         | 17.7         | 10.3         | 14.4         | 19.3         | 18.9         | 18.4         | 19.1         | 3.8%                   | -0.2%       |
| Visitor Air Tran.                                                      | 0.8          | 0.6          | 1.2          | 1.1          | 0.4          | 0.9          | 1.0          | 1.1          | 2.2          | 1.4          | -34.8%                 | 8.2%        |
| <b>TOTAL</b>                                                           | <b>106.9</b> | <b>152.8</b> | <b>162.1</b> | <b>166.2</b> | <b>109.7</b> | <b>164.4</b> | <b>222.4</b> | <b>220.6</b> | <b>223.1</b> | <b>236.9</b> | <b>6.2%</b>            | <b>1.6%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Umatilla County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 20           | 38           | 42           | 45           | 41           | 45           | 56           | 59           | 62           | 66           | 7.4%        | 4.2%        |
| Arts, Ent. & Rec.                                             | 6            | 9            | 9            | 9            | 6            | 8            | 10           | 10           | 10           | 11           | 7.7%        | 2.6%        |
| Retail**                                                      | 4            | 5            | 5            | 5            | 6            | 6            | 7            | 7            | 7            | 7            | 3.3%        | 0.8%        |
| Ground Tran.                                                  | 0.5          | 0.8          | 0.9          | 0.9          | 0.9          | 0.8          | 1            | 1            | 1            | 0.8          | -35.1%      | -7.4%       |
| Visitor Air Tran.                                             | 0.2          | 0.2          | 0.4          | 0.3          | 0.3          | 0.5          | 0.4          | 0.5          | 0.8          | 0.6          | -30.3%      | 10.0%       |
| Other Travel*                                                 | 0.9          | 1            | 1            | 1            | 1            | 1            | 1            | 1            | 1            | 1            | 25.4%       | 0.6%        |
| <b>TOTAL</b>                                                  | <b>31.3</b>  | <b>53.4</b>  | <b>58.5</b>  | <b>61.7</b>  | <b>55.4</b>  | <b>61.3</b>  | <b>75.3</b>  | <b>78.3</b>  | <b>81.5</b>  | <b>86.6</b>  | <b>6.3%</b> | <b>3.6%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 1,210        | 1,570        | 1,650        | 1,670        | 1,440        | 1,530        | 1,810        | 1,850        | 1,900        | 1,940        | 2.3%        | 1.8%        |
| Arts, Ent. & Rec.                                             | 590          | 680          | 680          | 750          | 480          | 600          | 710          | 740          | 800          | 860          | 6.8%        | 4.9%        |
| Retail**                                                      | 180          | 190          | 190          | 200          | 210          | 210          | 210          | 200          | 190          | 190          | 0.6%        | -1.7%       |
| Ground Tran.                                                  | 20           | 20           | 20           | 20           | 20           | 20           | 20           | 20           | 20           | 10           | -34.4%      | -10.6%      |
| Visitor Air Tran.                                             | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | -29.9%      | 7.4%        |
| Other Travel*                                                 | 60           | 60           | 60           | 60           | 50           | 40           | 40           | 40           | 40           | 40           | 9.2%        | -2.4%       |
| <b>TOTAL</b>                                                  | <b>2,060</b> | <b>2,520</b> | <b>2,600</b> | <b>2,710</b> | <b>2,210</b> | <b>2,430</b> | <b>2,800</b> | <b>2,870</b> | <b>2,960</b> | <b>3,050</b> | <b>3.0%</b> | <b>2.2%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Local Tax Receipts                                            | 0.8          | 2            | 2            | 2            | 2            | 2            | 3            | 3            | 3            | 3            | 8.4%        | 1.3%        |
| State Tax Receipts                                            | 3            | 6            | 6            | 6            | 5            | 6            | 8            | 8            | 8            | 8            | 5.0%        | 1.9%        |
| <b>TOTAL</b>                                                  | <b>3.9</b>   | <b>7.3</b>   | <b>7.7</b>   | <b>8.0</b>   | <b>6.8</b>   | <b>8.4</b>   | <b>10.7</b>  | <b>10.5</b>  | <b>10.8</b>  | <b>11.5</b>  | <b>6.0%</b> | <b>1.7%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$141       | \$235        | \$347        | \$577        | 2.5        | 1.7            |
| Private Home         | \$39        | \$101        | \$101        | \$259        | 2.6        | 2.6            |
| Other Overnight      | \$45        | \$129        | \$148        | \$422        | 3.3        | 2.8            |
| <b>All Overnight</b> | <b>\$84</b> | <b>\$176</b> | <b>\$217</b> | <b>\$451</b> | <b>2.6</b> | <b>2.1</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights   |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 954,860          | 930,430          | 992,490          | 375,110        | 376,180        | 400,480        |
| Private Home         | 798,740          | 803,110          | 804,660          | 318,480        | 313,910        | 314,520        |
| Other Overnight      | 282,840          | 286,180          | 282,230          | 90,140         | 86,610         | 85,490         |
| <b>All Overnight</b> | <b>2,036,440</b> | <b>2,019,720</b> | <b>2,079,390</b> | <b>783,730</b> | <b>776,700</b> | <b>800,490</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 563,410        | 544,710        | 577,290        | 221,800        | 220,980        | 233,920        |
| Private Home         | 298,080        | 312,410        | 313,010        | 118,850        | 122,110        | 122,350        |
| Other Overnight      | 98,580         | 99,800         | 98,580         | 31,610         | 30,390         | 30,050         |
| <b>All Overnight</b> | <b>960,080</b> | <b>956,910</b> | <b>988,880</b> | <b>372,260</b> | <b>373,480</b> | <b>386,310</b> |

# Union County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$77,546 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$40     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$5      |
| Local & State Tax Revenues Generated per County Household             | \$272    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 5%       |
| Overnight-Visitor Day Share of Resident Population*                   | 7%       |

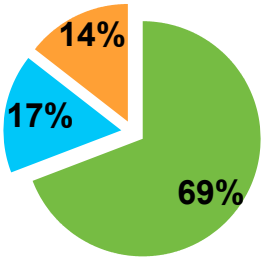
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

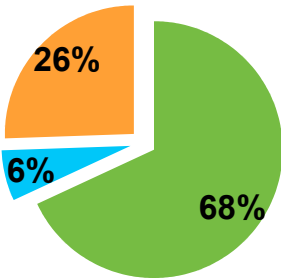
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 28.9 | 35.2 | 36.8 | 38.0 | 24.0 | 41.1 | 53.0 | 53.2 | 53.2 | 58.5 | ▲ 10.1%            | ▲ 3.3%   |
| Other                           | 2.1  | 3.3  | 3.8  | 3.9  | 1.8  | 3.3  | 4.6  | 4.3  | 3.8  | 3.8  | ▼ -1.5%            | ▲ 2.7%   |
| Visitor                         | 26.8 | 31.9 | 33.0 | 34.1 | 22.2 | 37.7 | 48.4 | 48.9 | 49.3 | 54.7 | ▲ 11.0%            | ▲ 3.3%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 9.3  | 12.3 | 14.3 | 15.4 | 14.1 | 16.4 | 19.3 | 21.0 | 21.3 | 22.3 | ▲ 4.6%             | ▲ 4.1%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 610  | 610  | 660  | 670  | 560  | 610  | 710  | 710  | 700  | 720  | ▲ 2.5%             | ▲ 0.7%   |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 1.1  | 1.8  | 1.9  | 2.0  | 1.6  | 2.2  | 2.6  | 2.6  | 2.7  | 2.9  | ▲ 8.4%             | ▲ 4.3%   |
| Local                           | 0.4  | 0.6  | 0.6  | 0.6  | 0.5  | 0.8  | 0.9  | 0.9  | 0.9  | 1.0  | ▲ 15.0%            | ▲ 4.8%   |
| State                           | 0.8  | 1.2  | 1.3  | 1.3  | 1.1  | 1.4  | 1.7  | 1.7  | 1.8  | 1.9  | ▲ 5.0%             | ▲ 4.1%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Union County

## Direct Spending Detail

|                                                                        | 2003        | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|-------------|
|                                                                        |             |             |             |             |             |             |             |             |             |             | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |             |             |             |             |             |             |             |             |             |                        |             |
| Destination Spending                                                   | 26.8        | 31.9        | 33.0        | 34.1        | 22.2        | 37.7        | 48.4        | 48.9        | 49.3        | 54.7        | 11.0%                  | 3.1%        |
| Other Travel*                                                          | 2.1         | 3.3         | 3.8         | 3.9         | 1.8         | 3.3         | 4.6         | 4.3         | 3.8         | 3.8         | -1.5%                  | -4.9%       |
| <b>TOTAL</b>                                                           | <b>28.9</b> | <b>35.2</b> | <b>36.8</b> | <b>38.0</b> | <b>24.0</b> | <b>41.1</b> | <b>53.0</b> | <b>53.2</b> | <b>53.2</b> | <b>58.5</b> | <b>10.1%</b>           | <b>2.5%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |             |             |             |             |             |             |             |             |             |                        |             |
| Hotel, Motel, STVR                                                     | 12.2        | 13.7        | 14.1        | 14.6        | 9.4         | 19.0        | 26.3        | 25.9        | 26.6        | 31.1        | 17.0%                  | 4.3%        |
| Hotel, Motel**                                                         |             |             |             |             |             | 17.0        | 23.3        | 22.0        | 22.3        | 26.0        | 16.8%                  | 2.8%        |
| STVR**                                                                 |             |             |             |             |             | 2.0         | 3.1         | 3.9         | 4.3         | 5.1         | 17.9%                  | 13.6%       |
| Private Home                                                           | 3.8         | 5.4         | 5.6         | 5.7         | 3.8         | 5.9         | 6.2         | 6.3         | 6.3         | 6.5         | 2.8%                   | 0.9%        |
| Campground                                                             | 3.8         | 5.8         | 6.1         | 6.3         | 5.3         | 5.9         | 6.6         | 7.3         | 6.9         | 6.9         | -0.5%                  | 1.0%        |
| Second Home                                                            | 0.3         | 0.5         | 0.5         | 0.5         | 0.4         | 0.5         | 0.6         | 0.6         | 0.6         | 0.6         | 2.1%                   | 1.9%        |
| Day Travel                                                             | 6.6         | 6.5         | 6.7         | 7.0         | 3.3         | 6.4         | 8.6         | 8.8         | 8.9         | 9.7         | 8.2%                   | 2.8%        |
| <b>TOTAL</b>                                                           | <b>26.8</b> | <b>31.9</b> | <b>33.0</b> | <b>34.1</b> | <b>22.2</b> | <b>37.7</b> | <b>48.4</b> | <b>48.9</b> | <b>49.3</b> | <b>54.7</b> | <b>11.0%</b>           | <b>3.1%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |             |             |             |             |             |             |             |             |             |                        |             |
| Accommodations                                                         | 5.7         | 8.0         | 8.2         | 8.4         | 6.3         | 11.4        | 15.0        | 14.7        | 14.9        | 17.1        | 14.9%                  | 3.5%        |
| Food Service                                                           | 6.8         | 8.8         | 9.2         | 9.7         | 6.5         | 11.0        | 14.0        | 14.6        | 15.2        | 17.0        | 11.6%                  | 5.0%        |
| Food Stores                                                            | 3.5         | 4.5         | 4.6         | 4.8         | 3.2         | 4.6         | 5.5         | 5.9         | 5.8         | 6.1         | 4.5%                   | 2.5%        |
| Local Tran. & Gas                                                      | 2.0         | 2.4         | 2.7         | 2.8         | 1.5         | 2.9         | 4.0         | 3.8         | 3.6         | 3.8         | 7.1%                   | -1.5%       |
| Arts, Ent. & Rec.                                                      | 4.9         | 4.5         | 4.6         | 4.7         | 2.8         | 4.5         | 5.7         | 5.8         | 5.8         | 6.5         | 11.4%                  | 3.0%        |
| Retail Sales                                                           | 3.9         | 3.6         | 3.6         | 3.7         | 2.0         | 3.3         | 4.1         | 4.1         | 4.0         | 4.3         | 6.2%                   | 0.8%        |
| <b>TOTAL</b>                                                           | <b>26.8</b> | <b>31.9</b> | <b>33.0</b> | <b>34.1</b> | <b>22.2</b> | <b>37.7</b> | <b>48.4</b> | <b>48.9</b> | <b>49.3</b> | <b>54.7</b> | <b>11.0%</b>           | <b>3.1%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Union County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                                                               |            |             |             |             |             |             |             |             |             |             | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |             |             |             |             |             |             |             |             |             |             |             |
| Accom. & Food Serv.                                           | 7          | 9           | 10          | 11          | 10          | 12          | 14          | 16          | 16          | 17          | 6.2%        | 4.7%        |
| Arts, Ent. & Rec.                                             | 2          | 2           | 2           | 2           | 2           | 2           | 3           | 3           | 3           | 3           | -3.9%       | -1.0%       |
| Retail**                                                      | 1.0        | 1           | 1           | 1           | 1           | 2           | 2           | 2           | 2           | 2           | 3.9%        | 1.8%        |
| Ground Tran.                                                  | 0.2        | 0.2         | 0.2         | 0.2         | 0.2         | 0.2         | 0.3         | 0.3         | 0.3         | 0.3         | 6.3%        | 4.9%        |
| Other Travel*                                                 | 0.1        | 0.2         | 0.2         | 0.2         | 0.2         | 0.3         | 0.3         | 0.3         | 0.3         | 0.3         | 2.5%        | 0.7%        |
| <b>TOTAL</b>                                                  | <b>9.3</b> | <b>12.3</b> | <b>14.3</b> | <b>15.4</b> | <b>14.1</b> | <b>16.4</b> | <b>19.3</b> | <b>21.0</b> | <b>21.3</b> | <b>22.3</b> | <b>4.6%</b> | <b>3.6%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |            |             |             |             |             |             |             |             |             |             |             |             |
| Accom. & Food Serv.                                           | 360        | 360         | 400         | 410         | 350         | 390         | 430         | 440         | 440         | 470         | 7.0%        | 2.2%        |
| Arts, Ent. & Rec.                                             | 190        | 190         | 200         | 190         | 130         | 140         | 190         | 180         | 180         | 160         | -7.8%       | -3.3%       |
| Retail**                                                      | 50         | 50          | 50          | 50          | 60          | 60          | 60          | 60          | 60          | 60          | 1.0%        | 0.0%        |
| Ground Tran.                                                  | 10         | 10          | <10         | 10          | <10         | <10         | 10          | 10          | 10          | 10          | 7.3%        | 1.3%        |
| Other Travel*                                                 | 10         | 10          | 10          | 10          | 10          | 10          | 20          | 20          | 10          | 10          | -5.3%       | -5.3%       |
| <b>TOTAL</b>                                                  | <b>610</b> | <b>610</b>  | <b>660</b>  | <b>670</b>  | <b>560</b>  | <b>610</b>  | <b>710</b>  | <b>710</b>  | <b>700</b>  | <b>720</b>  | <b>2.9%</b> | <b>0.4%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |             |             |             |             |             |             |             |             |             |             |             |
| Local Tax Receipts                                            | 0.4        | 0.6         | 0.6         | 0.6         | 0.5         | 0.8         | 0.9         | 0.9         | 0.9         | 1           | 15.0%       | 3.6%        |
| State Tax Receipts                                            | 0.8        | 1           | 1           | 1           | 1           | 1           | 2           | 2           | 2           | 2           | 5.0%        | 2.3%        |
| <b>TOTAL</b>                                                  | <b>1.1</b> | <b>1.8</b>  | <b>1.9</b>  | <b>2.0</b>  | <b>1.6</b>  | <b>2.2</b>  | <b>2.6</b>  | <b>2.6</b>  | <b>2.7</b>  | <b>2.9</b>  | <b>8.4%</b> | <b>2.7%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$139       | \$231        | \$341        | \$567        | 2.5        | 1.7            |
| Private Home         | \$25        | \$64         | \$64         | \$163        | 2.6        | 2.6            |
| Other Overnight      | \$48        | \$149        | \$166        | \$507        | 3.4        | 3.1            |
| <b>All Overnight</b> | <b>\$65</b> | <b>\$148</b> | <b>\$176</b> | <b>\$391</b> | <b>2.7</b> | <b>2.2</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights   |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 241,020        | 240,360        | 274,470        | 93,470         | 95,530         | 109,140        |
| Private Home         | 258,860        | 260,000        | 260,500        | 103,210        | 101,620        | 101,820        |
| Other Overnight      | 156,740        | 157,340        | 154,200        | 48,230         | 45,890         | 44,990         |
| <b>All Overnight</b> | <b>656,620</b> | <b>657,700</b> | <b>689,180</b> | <b>244,910</b> | <b>243,040</b> | <b>255,950</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 134,620        | 132,850        | 151,970        | 52,570         | 53,310         | 61,010         |
| Private Home         | 96,600         | 101,140        | 101,330        | 38,520         | 39,530         | 39,610         |
| Other Overnight      | 51,320         | 51,290         | 50,310         | 15,850         | 15,020         | 14,740         |
| <b>All Overnight</b> | <b>282,550</b> | <b>285,280</b> | <b>303,610</b> | <b>106,940</b> | <b>107,860</b> | <b>115,350</b> |

# Wallowa County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$46,962 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$63     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$6      |
| Local & State Tax Revenues Generated per County Household             | \$667    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 15%      |
| Overnight-Visitor Day Share of Resident Population*                   | 16%      |

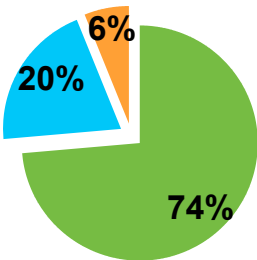
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

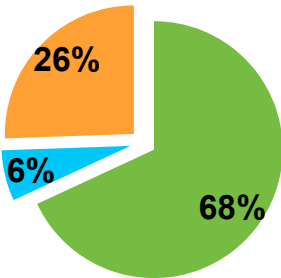
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 20.4 | 30.9 | 32.0 | 33.2 | 12.4 | 26.8 | 35.4 | 36.1 | 36.2 | 39.8 | ▲ 9.9%             | ▲ 3.1%   |
| Other                           | 0.6  | 0.9  | 1.0  | 1.0  | 0.5  | 1.0  | 1.4  | 1.3  | 1.1  | 1.1  | ▼ -1.5%            | ▲ 2.7%   |
| Visitor                         | 19.8 | 30.0 | 30.9 | 32.2 | 11.9 | 25.8 | 34.1 | 34.8 | 35.1 | 38.7 | ▲ 10.3%            | ▲ 3.1%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 6.5  | 12.8 | 14.5 | 14.3 | 13.3 | 16.8 | 19.3 | 21.4 | 21.1 | 24.4 | ▲ 15.5%            | ▲ 6.2%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 500  | 630  | 670  | 630  | 560  | 670  | 720  | 790  | 770  | 830  | ▲ 6.8%             | ▲ 2.3%   |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 0.7  | 1.3  | 1.4  | 1.4  | 1.0  | 1.6  | 1.9  | 2.0  | 2.0  | 2.2  | ▲ 12.4%            | ▲ 5.6%   |
| Local                           | 0.2  | 0.4  | 0.4  | 0.4  | 0.2  | 0.4  | 0.6  | 0.6  | 0.6  | 0.7  | ▲ 11.4%            | ▲ 5.2%   |
| State                           | 0.5  | 0.9  | 1.0  | 1.0  | 0.8  | 1.1  | 1.3  | 1.4  | 1.4  | 1.6  | ▲ 12.9%            | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Wallowa County

## Direct Spending Detail

|                                                                        | 2003        | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|-------------|
|                                                                        |             |             |             |             |             |             |             |             |             |             | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |             |             |             |             |             |             |             |             |             |                        |             |
| Destination Spending                                                   | 19.8        | 30.0        | 30.9        | 32.2        | 11.9        | 25.8        | 34.1        | 34.8        | 35.1        | 38.7        | 10.3%                  | 3.3%        |
| Other Travel*                                                          | 0.6         | 0.9         | 1.0         | 1.0         | 0.5         | 1.0         | 1.4         | 1.3         | 1.1         | 1.1         | -1.5%                  | -5.2%       |
| <b>TOTAL</b>                                                           | <b>20.4</b> | <b>30.9</b> | <b>32.0</b> | <b>33.2</b> | <b>12.4</b> | <b>26.8</b> | <b>35.4</b> | <b>36.1</b> | <b>36.2</b> | <b>39.8</b> | <b>9.9%</b>            | <b>3.0%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |             |             |             |             |             |             |             |             |             |                        |             |
| Hotel, Motel, STVR                                                     | 6.7         | 13.8        | 14.1        | 14.7        | 4.3         | 15.6        | 19.6        | 19.5        | 20.1        | 22.8        | 13.5%                  | 3.9%        |
| Hotel, Motel**                                                         |             |             |             |             |             | 10.5        | 14.2        | 13.6        | 14.1        | 15.2        | 7.9%                   | 1.6%        |
| STVR**                                                                 |             |             |             |             |             | 5.2         | 5.3         | 5.9         | 6.0         | 7.6         | 26.5%                  | 9.3%        |
| Private Home                                                           | 1.1         | 1.5         | 1.5         | 1.5         | 1.3         | 1.7         | 1.8         | 1.9         | 1.8         | 1.9         | 2.8%                   | 0.6%        |
| Campground                                                             | 5.4         | 6.8         | 7.1         | 7.4         | 3.5         | 3.9         | 4.4         | 4.8         | 4.6         | 4.8         | 4.6%                   | 2.2%        |
| Second Home                                                            | 1.1         | 1.4         | 1.4         | 1.5         | 1.3         | 1.3         | 1.4         | 1.5         | 1.5         | 1.5         | 2.1%                   | 1.3%        |
| Day Travel                                                             | 5.6         | 6.5         | 6.8         | 7.0         | 1.5         | 3.2         | 6.8         | 7.1         | 7.1         | 7.7         | 8.5%                   | 3.1%        |
| <b>TOTAL</b>                                                           | <b>19.8</b> | <b>30.0</b> | <b>30.9</b> | <b>32.2</b> | <b>11.9</b> | <b>25.8</b> | <b>34.1</b> | <b>34.8</b> | <b>35.1</b> | <b>38.7</b> | <b>10.3%</b>           | <b>3.3%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |             |             |             |             |             |             |             |             |             |                        |             |
| Accommodations                                                         | 3.9         | 8.4         | 8.5         | 8.8         | 3.9         | 10.0        | 11.8        | 11.6        | 11.9        | 13.5        | 12.9%                  | 3.3%        |
| Food Service                                                           | 4.9         | 8.0         | 8.3         | 8.8         | 3.0         | 6.6         | 9.3         | 10.0        | 10.3        | 11.4        | 10.6%                  | 5.1%        |
| Food Stores                                                            | 3.1         | 4.0         | 4.1         | 4.2         | 1.9         | 2.9         | 3.6         | 3.9         | 3.8         | 4.1         | 7.4%                   | 3.1%        |
| Local Tran. & Gas                                                      | 1.4         | 2.0         | 2.3         | 2.4         | 0.7         | 1.7         | 2.6         | 2.5         | 2.3         | 2.5         | 6.5%                   | -1.4%       |
| Arts, Ent. & Rec.                                                      | 3.6         | 4.4         | 4.5         | 4.7         | 1.2         | 2.7         | 3.8         | 3.9         | 3.9         | 4.3         | 8.8%                   | 3.1%        |
| Retail Sales                                                           | 3.0         | 3.1         | 3.2         | 3.3         | 1.0         | 2.0         | 2.9         | 2.9         | 2.8         | 3.0         | 7.0%                   | 1.1%        |
| <b>TOTAL</b>                                                           | <b>19.8</b> | <b>30.0</b> | <b>30.9</b> | <b>32.2</b> | <b>11.9</b> | <b>25.8</b> | <b>34.1</b> | <b>34.8</b> | <b>35.1</b> | <b>38.7</b> | <b>10.3%</b>           | <b>3.3%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Wallowa County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | YOY % Chg.   | 4 Year Avg. |
|---------------------------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|
|                                                               |            |             |             |             |             |             |             |             |             |             | 2024-25      | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |             |             |             |             |             |             |             |             |             |              |             |
| Accom. & Food Serv.                                           | 4          | 9           | 11          | 10          | 9           | 12          | 14          | 16          | 16          | 19          | 16.4%        | 7.2%        |
| Arts, Ent. & Rec.                                             | 1          | 2           | 2           | 2           | 3           | 3           | 3           | 4           | 3           | 4           | 15.6%        | 2.6%        |
| Retail**                                                      | 1          | 1           | 1           | 1           | 0.9         | 1           | 1           | 1           | 1           | 1           | 6.9%         | 2.5%        |
| Ground Tran.                                                  | 0.1        | 0.2         | 0.2         | 0.2         | 0.1         | 0.1         | 0.2         | 0.2         | 0.2         | 0.2         | 4.7%         | 4.7%        |
| Other Travel*                                                 | 0.0        | 0.1         | 0.1         | 0.1         | 0.1         | 0.1         | 0.1         | 0.1         | 0.1         | 0.1         | -1.7%        | -0.7%       |
| <b>TOTAL</b>                                                  | <b>6.5</b> | <b>12.8</b> | <b>14.5</b> | <b>14.3</b> | <b>13.3</b> | <b>16.8</b> | <b>19.3</b> | <b>21.4</b> | <b>21.1</b> | <b>24.4</b> | <b>15.5%</b> | <b>6.0%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |            |             |             |             |             |             |             |             |             |             |              |             |
| Accom. & Food Serv.                                           | 340        | 410         | 420         | 390         | 320         | 400         | 450         | 500         | 520         | 540         | 5.2%         | 4.7%        |
| Arts, Ent. & Rec.                                             | 100        | 170         | 200         | 200         | 210         | 230         | 230         | 250         | 220         | 240         | 11.2%        | 1.2%        |
| Retail**                                                      | 50         | 50          | 40          | 40          | 30          | 30          | 30          | 30          | 30          | 30          | 4.0%         | 0.0%        |
| Ground Tran.                                                  | <10        | <10         | <10         | <10         | <10         | <10         | <10         | <10         | <10         | <10         | 5.7%         | 1.1%        |
| Other Travel*                                                 | <10        | <10         | <10         | <10         | <10         | <10         | <10         | <10         | <10         | <10         | -8.0%        | -0.9%       |
| <b>TOTAL</b>                                                  | <b>500</b> | <b>630</b>  | <b>670</b>  | <b>630</b>  | <b>560</b>  | <b>670</b>  | <b>720</b>  | <b>790</b>  | <b>770</b>  | <b>830</b>  | <b>7.8%</b>  | <b>3.6%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |             |             |             |             |             |             |             |             |             |              |             |
| Local Tax Receipts                                            | 0.2        | 0.4         | 0.4         | 0.4         | 0.2         | 0.4         | 0.6         | 0.6         | 0.6         | 0.7         | 11.4%        | 2.6%        |
| State Tax Receipts                                            | 0.5        | 0.9         | 1           | 1           | 0.8         | 1           | 1           | 1           | 1           | 2           | 12.9%        | 4.5%        |
| <b>TOTAL</b>                                                  | <b>0.7</b> | <b>1.3</b>  | <b>1.4</b>  | <b>1.4</b>  | <b>1.0</b>  | <b>1.6</b>  | <b>1.9</b>  | <b>2.0</b>  | <b>2.0</b>  | <b>2.2</b>  | <b>12.4%</b> | <b>3.9%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$164       | \$273        | \$403        | \$670        | 2.5        | 1.7            |
| Private Home         | \$25        | \$64         | \$64         | \$163        | 2.6        | 2.6            |
| Other Overnight      | \$41        | \$119        | \$136        | \$392        | 3.3        | 2.9            |
| <b>All Overnight</b> | <b>\$73</b> | <b>\$167</b> | <b>\$202</b> | <b>\$451</b> | <b>2.8</b> | <b>2.2</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights  |                |                | Party-Nights   |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 182,740        | 178,400        | 197,670        | 69,920         | 70,060         | 77,390         |
| Private Home         | 76,570         | 75,050         | 75,200         | 30,530         | 29,340         | 29,390         |
| Other Overnight      | 150,370        | 151,670        | 154,140        | 47,740         | 45,670         | 46,370         |
| <b>All Overnight</b> | <b>409,690</b> | <b>405,120</b> | <b>427,000</b> | <b>148,190</b> | <b>145,060</b> | <b>153,160</b> |

|                      | Person-Trips   |                |                | Party-Trips   |               |               |
|----------------------|----------------|----------------|----------------|---------------|---------------|---------------|
|                      | 2023           | 2024           | 2025           | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 96,110         | 94,610         | 103,700        | 37,180        | 37,650        | 41,180        |
| Private Home         | 28,570         | 29,190         | 29,250         | 11,390        | 11,410        | 11,430        |
| Other Overnight      | 52,060         | 52,400         | 53,180         | 16,630        | 15,880        | 16,100        |
| <b>All Overnight</b> | <b>176,750</b> | <b>176,200</b> | <b>186,140</b> | <b>65,200</b> | <b>64,940</b> | <b>68,720</b> |

# Wasco County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$60,900 |
| 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                                      | 11%      |
| Overnight-Visitor Day Share of Resident Population*                   | 11%      |

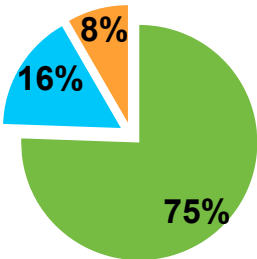
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

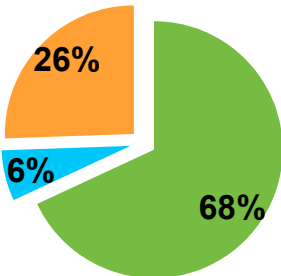
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 71.4  | 122.3 | 122.3 | 105.1 | 62.9  | 78.4  | 102.6 | 106.6 | 107.7 | 110.2 | ▲ 2.3%             | ▲ 2.0%   |
| Other                           | 2.0   | 3.4   | 3.8   | 3.9   | 1.8   | 3.4   | 4.7   | 4.3   | 3.9   | 3.8   | ▼ -1.5%            | ▲ 2.9%   |
| Visitor                         | 69.4  | 119.0 | 118.4 | 101.2 | 61.1  | 75.0  | 97.9  | 102.3 | 103.8 | 106.4 | ▲ 2.5%             | ▲ 2.0%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 21.2  | 42.7  | 44.2  | 39.7  | 34.2  | 36.8  | 46.1  | 49.7  | 50.9  | 54.4  | ▲ 6.9%             | ▲ 4.4%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 1,350 | 1,880 | 1,840 | 1,600 | 1,260 | 1,310 | 1,590 | 1,680 | 1,680 | 1,750 | ▲ 4.3%             | ▲ 1.2%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 2.0   | 4.8   | 4.8   | 4.5   | 4.4   | 4.7   | 5.5   | 5.8   | 5.9   | 6.0   | ▲ 3.1%             | ▲ 5.2%   |
| Local                           | 0.4   | 1.3   | 1.2   | 1.3   | 1.6   | 1.7   | 1.8   | 1.9   | 1.9   | 1.9   | ▼ -0.3%            | ▲ 7.4%   |
| State                           | 1.6   | 3.5   | 3.6   | 3.2   | 2.7   | 3.0   | 3.7   | 3.9   | 4.0   | 4.2   | ▲ 4.7%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Wasco County

## Direct Spending Detail

|                                                                        | 2003        | 2017         | 2018         | 2019         | 2020        | 2021        | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|--------------|--------------|--------------|-------------|-------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |             |              |              |              |             |             |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |              |              |              |             |             |              |              |              |              |                        |             |
| Destination Spending                                                   | 69.4        | 119.0        | 118.4        | 101.2        | 61.1        | 75.0        | 97.9         | 102.3        | 103.8        | 106.4        | 2.5%                   | 2.1%        |
| Other Travel*                                                          | 2.0         | 3.4          | 3.8          | 3.9          | 1.8         | 3.4         | 4.7          | 4.3          | 3.9          | 3.8          | -1.5%                  | -4.8%       |
| <b>TOTAL</b>                                                           | <b>71.4</b> | <b>122.3</b> | <b>122.3</b> | <b>105.1</b> | <b>62.9</b> | <b>78.4</b> | <b>102.6</b> | <b>106.6</b> | <b>107.7</b> | <b>110.2</b> | <b>2.3%</b>            | <b>1.8%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |              |              |              |             |             |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 30.7        | 64.4         | 63.3         | 45.7         | 36.6        | 42.4        | 48.0         | 49.8         | 51.3         | 52.7         | 2.8%                   | 2.4%        |
| Hotel, Motel**                                                         |             |              |              |              |             | 37.3        | 43.3         | 44.4         | 46.0         | 46.8         | 1.6%                   | 1.9%        |
| STVR**                                                                 |             |              |              |              |             | 5.1         | 4.7          | 5.5          | 5.2          | 5.9          | 13.2%                  | 6.1%        |
| Private Home                                                           | 3.7         | 5.5          | 5.5          | 5.8          | 4.3         | 5.4         | 5.7          | 5.7          | 5.7          | 5.8          | 2.6%                   | 0.8%        |
| Campground                                                             | 6.9         | 9.1          | 9.5          | 9.9          | 6.8         | 7.6         | 8.5          | 9.3          | 8.8          | 8.6          | -2.2%                  | 0.3%        |
| Second Home                                                            | 1.3         | 2.1          | 2.2          | 2.2          | 1.8         | 2.3         | 2.5          | 2.6          | 2.7          | 2.7          | 2.0%                   | 1.8%        |
| Day Travel                                                             | 26.9        | 37.8         | 37.9         | 37.7         | 11.6        | 17.4        | 33.2         | 34.8         | 35.4         | 36.5         | 3.2%                   | 2.4%        |
| <b>TOTAL</b>                                                           | <b>69.4</b> | <b>119.0</b> | <b>118.4</b> | <b>101.2</b> | <b>61.1</b> | <b>75.0</b> | <b>97.9</b>  | <b>102.3</b> | <b>103.8</b> | <b>106.4</b> | <b>2.5%</b>            | <b>2.1%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |              |              |              |             |             |              |              |              |              |                        |             |
| Accommodations                                                         | 18.2        | 39.1         | 37.4         | 26.0         | 24.4        | 28.7        | 31.3         | 32.0         | 32.3         | 32.5         | 0.7%                   | 0.9%        |
| Food Service                                                           | 16.7        | 31.6         | 32.3         | 30.2         | 15.3        | 18.8        | 26.7         | 29.1         | 30.7         | 32.3         | 5.0%                   | 4.8%        |
| Food Stores                                                            | 7.2         | 10.8         | 10.8         | 10.5         | 6.2         | 7.8         | 10.6         | 11.4         | 11.4         | 11.6         | 2.0%                   | 2.2%        |
| Local Tran. & Gas                                                      | 4.3         | 7.2          | 7.9          | 7.1          | 3.9         | 5.5         | 8.4          | 8.2          | 7.7          | 7.8          | 0.9%                   | -1.9%       |
| Arts, Ent. & Rec.                                                      | 12.0        | 16.9         | 16.9         | 15.0         | 5.6         | 6.5         | 8.8          | 9.4          | 9.6          | 9.9          | 3.5%                   | 3.1%        |
| Retail Sales                                                           | 11.1        | 13.4         | 13.2         | 12.5         | 5.7         | 7.7         | 12.0         | 12.2         | 12.1         | 12.2         | 1.5%                   | 0.5%        |
| <b>TOTAL</b>                                                           | <b>69.4</b> | <b>119.0</b> | <b>118.4</b> | <b>101.2</b> | <b>61.1</b> | <b>75.0</b> | <b>97.9</b>  | <b>102.3</b> | <b>103.8</b> | <b>106.4</b> | <b>2.5%</b>            | <b>2.1%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Wasco County

## Direct Travel Impact Detail

|                                                               | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg.  | 4 Year Avg. |
|---------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|
|                                                               |              |              |              |              |              |              |              |              |              |              | 2024-25     | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 15           | 31           | 33           | 29           | 26           | 29           | 36           | 40           | 41           | 43           | 5.5%        | 4.3%        |
| Arts, Ent. & Rec.                                             | 4            | 7            | 7            | 7            | 4            | 4            | 6            | 6            | 6            | 7            | 21.8%       | 5.2%        |
| Retail**                                                      | 2            | 3            | 3            | 3            | 3            | 3            | 3            | 4            | 4            | 4            | 1.5%        | 1.7%        |
| Ground Tran.                                                  | 0.3          | 0.6          | 0.6          | 0.5          | 0.5          | 0.4          | 0.5          | 0.6          | 0.6          | 0.6          | -0.6%       | 5.1%        |
| Other Travel*                                                 | 0.1          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | -1.7%       | -0.3%       |
| <b>TOTAL</b>                                                  | <b>21.2</b>  | <b>42.7</b>  | <b>44.2</b>  | <b>39.7</b>  | <b>34.2</b>  | <b>36.8</b>  | <b>46.1</b>  | <b>49.7</b>  | <b>50.9</b>  | <b>54.4</b>  | <b>6.9%</b> | <b>4.2%</b> |
| <b>Travel Industry Employment (Jobs)</b>                      |              |              |              |              |              |              |              |              |              |              |             |             |
| Accom. & Food Serv.                                           | 910          | 1,210        | 1,170        | 980          | 860          | 890          | 1,090        | 1,150        | 1,140        | 1,160        | 1.9%        | 1.7%        |
| Arts, Ent. & Rec.                                             | 310          | 510          | 510          | 480          | 260          | 290          | 380          | 400          | 410          | 470          | 12.4%       | 5.3%        |
| Retail**                                                      | 100          | 130          | 120          | 120          | 110          | 110          | 110          | 110          | 110          | 110          | -1.2%       | -0.3%       |
| Ground Tran.                                                  | 10           | 20           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 0.3%        | 1.5%        |
| Other Travel*                                                 | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | 10           | -5.8%       | -3.7%       |
| <b>TOTAL</b>                                                  | <b>1,350</b> | <b>1,880</b> | <b>1,840</b> | <b>1,600</b> | <b>1,260</b> | <b>1,310</b> | <b>1,590</b> | <b>1,680</b> | <b>1,680</b> | <b>1,750</b> | <b>4.2%</b> | <b>2.4%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |              |              |              |              |              |              |              |              |              |              |             |             |
| Local Tax Receipts                                            | 0.4          | 1            | 1            | 1            | 2            | 2            | 2            | 2            | 2            | 2            | -0.3%       | 0.6%        |
| State Tax Receipts                                            | 2            | 4            | 4            | 3            | 3            | 3            | 4            | 4            | 4            | 4            | 4.7%        | 2.9%        |
| <b>TOTAL</b>                                                  | <b>2.0</b>   | <b>4.8</b>   | <b>4.8</b>   | <b>4.5</b>   | <b>4.4</b>   | <b>4.7</b>   | <b>5.5</b>   | <b>5.8</b>   | <b>5.9</b>   | <b>6.0</b>   | <b>3.1%</b> | <b>2.1%</b> |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$144       | \$240        | \$354        | \$588        | 2.5        | 1.7            |
| Private Home         | \$22        | \$57         | \$56         | \$145        | 2.6        | 2.6            |
| Other Overnight      | \$17        | \$49         | \$56         | \$163        | 3.4        | 2.9            |
| <b>All Overnight</b> | <b>\$68</b> | <b>\$153</b> | <b>\$188</b> | <b>\$409</b> | <b>2.7</b> | <b>2.2</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights   |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 401,660          | 403,860          | 415,230          | 156,610        | 162,190        | 166,560        |
| Private Home         | 262,740          | 264,480          | 264,990          | 104,760        | 103,370        | 103,570        |
| Other Overnight      | 350,330          | 354,280          | 341,500          | 109,920        | 105,470        | 101,830        |
| <b>All Overnight</b> | <b>1,014,730</b> | <b>1,022,610</b> | <b>1,021,720</b> | <b>371,290</b> | <b>371,040</b> | <b>371,960</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 229,580        | 231,230        | 236,790        | 89,970         | 93,420         | 95,590         |
| Private Home         | 98,050         | 102,880        | 103,080        | 39,100         | 40,210         | 40,290         |
| Other Overnight      | 118,790        | 119,930        | 115,940        | 37,480         | 35,920         | 34,780         |
| <b>All Overnight</b> | <b>446,430</b> | <b>454,040</b> | <b>455,810</b> | <b>166,540</b> | <b>169,550</b> | <b>170,660</b> |

# Washington County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$98,044 |
| 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             | \$243    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 2%       |
| Overnight-Visitor Day Share of Resident Population*                   | 4%       |

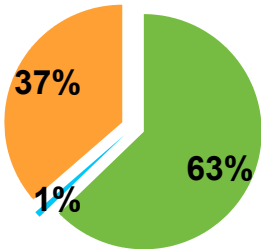
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

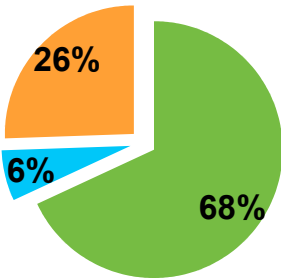
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025    | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |         | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |         |                    |          |
| Total                           | 427.6 | 828.8 | 863.7 | 894.3 | 418.7 | 710.7 | 885.2 | 966.2 | 996.7 | 1,008.0 | ▲ 1.1%             | ▲ 4.0%   |
| Other                           | 80.9  | 131.6 | 143.0 | 145.2 | 82.9  | 106.6 | 148.3 | 153.5 | 138.8 | 145.9   | ▲ 5.2%             | ▲ 2.7%   |
| Visitor                         | 346.7 | 697.2 | 720.7 | 749.1 | 335.7 | 604.1 | 736.9 | 812.8 | 857.9 | 862.1   | ▲ 0.5%             | ▲ 4.2%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |         |                    |          |
| Earnings                        | 113.4 | 255.9 | 273.4 | 286.6 | 224.6 | 240.5 | 317.2 | 351.4 | 361.1 | 379.3   | ▲ 5.0%             | ▲ 5.6%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |         |                    |          |
| Employment                      | 5,390 | 8,640 | 8,750 | 8,750 | 6,660 | 6,920 | 8,480 | 9,090 | 9,200 | 9,430   | ▲ 2.4%             | ▲ 2.6%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |         |                    |          |
| Total                           | 16.3  | 45.4  | 47.0  | 49.0  | 29.9  | 40.0  | 50.1  | 54.9  | 57.0  | 56.4    | ▼ -1.0%            | ▲ 5.8%   |
| Local                           | 3.7   | 16.8  | 17.2  | 18.1  | 8.7   | 13.2  | 17.0  | 19.7  | 20.3  | 19.0    | ▼ -6.6%            | ▲ 7.7%   |
| State                           | 12.6  | 28.6  | 29.9  | 31.0  | 21.2  | 26.8  | 33.1  | 35.2  | 36.6  | 37.4    | ▲ 2.0%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Washington County

## Direct Spending Detail

|                                                                        | 2003         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2025           | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------|------------------------|-------------|
|                                                                        |              |              |              |              |              |              |              |              |              |                | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |              |              |              |              |              |              |              |              |              |                |                        |             |
| Destination Spending                                                   | 346.7        | 697.2        | 720.7        | 749.1        | 335.7        | 604.1        | 736.9        | 812.8        | 857.9        | 862.1          | 0.5%                   | 4.0%        |
| Other Travel*                                                          | 80.9         | 131.6        | 143.0        | 145.2        | 82.9         | 106.6        | 148.3        | 153.5        | 138.8        | 145.9          | 5.2%                   | -0.4%       |
| <b>TOTAL</b>                                                           | <b>427.6</b> | <b>828.8</b> | <b>863.7</b> | <b>894.3</b> | <b>418.7</b> | <b>710.7</b> | <b>885.2</b> | <b>966.2</b> | <b>996.7</b> | <b>1,008.0</b> | <b>1.1%</b>            | <b>3.3%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |              |              |              |              |              |              |              |              |              |                |                        |             |
| Hotel, Motel, STVR                                                     | 125.3        | 333.5        | 347.5        | 364.2        | 145.6        | 257.4        | 351.5        | 410.9        | 441.7        | 426.5          | -3.4%                  | 5.0%        |
| Hotel, Motel**                                                         |              |              |              |              |              | 222.5        | 316.3        | 372.4        | 399.0        | 382.5          | -4.1%                  | 4.9%        |
| STVR**                                                                 |              |              |              |              |              | 34.9         | 35.2         | 38.5         | 42.7         | 44.1           | 3.1%                   | 5.8%        |
| Private Home                                                           | 120.0        | 198.3        | 203.3        | 209.3        | 120.7        | 205.5        | 224.1        | 229.1        | 235.8        | 248.1          | 5.2%                   | 2.6%        |
| Campground                                                             | 2.0          | 2.8          | 2.9          | 3.0          | 2.6          | 2.9          | 3.2          | 3.6          | 3.2          | 2.9            | -9.2%                  | -2.2%       |
| Second Home                                                            | 1.7          | 2.6          | 2.8          | 2.8          | 2.1          | 1.4          | 1.5          | 1.6          | 1.6          | 1.7            | 2.8%                   | 2.8%        |
| Day Travel                                                             | 97.7         | 159.9        | 164.2        | 169.7        | 64.7         | 137.0        | 156.7        | 167.6        | 175.5        | 182.8          | 4.2%                   | 3.9%        |
| <b>TOTAL</b>                                                           | <b>346.7</b> | <b>697.2</b> | <b>720.7</b> | <b>749.1</b> | <b>335.7</b> | <b>604.1</b> | <b>736.9</b> | <b>812.8</b> | <b>857.9</b> | <b>862.1</b>   | <b>0.5%</b>            | <b>4.0%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |              |              |              |              |              |              |              |              |              |                |                        |             |
| Accommodations                                                         | 54.3         | 169.3        | 173.1        | 181.9        | 78.0         | 136.0        | 176.0        | 198.4        | 208.7        | 195.3          | -6.4%                  | 2.6%        |
| Food Service                                                           | 105.5        | 227.9        | 237.4        | 250.0        | 116.5        | 206.3        | 239.4        | 271.7        | 295.8        | 307.7          | 4.0%                   | 6.5%        |
| Food Stores                                                            | 27.8         | 48.2         | 48.5         | 49.9         | 27.4         | 51.0         | 56.8         | 60.6         | 62.9         | 65.0           | 3.4%                   | 3.4%        |
| Local Tran. & Gas                                                      | 40.0         | 79.8         | 88.1         | 89.8         | 41.1         | 78.1         | 101.1        | 106.1        | 106.8        | 107.0          | 0.2%                   | 1.4%        |
| Arts, Ent. & Rec.                                                      | 44.9         | 67.5         | 68.6         | 70.2         | 19.3         | 34.2         | 53.8         | 61.8         | 67.6         | 69.0           | 2.1%                   | 6.4%        |
| Retail Sales                                                           | 74.2         | 104.6        | 105.1        | 107.3        | 53.4         | 98.4         | 109.9        | 114.1        | 116.1        | 118.0          | 1.6%                   | 1.8%        |
| <b>TOTAL</b>                                                           | <b>346.7</b> | <b>697.2</b> | <b>720.7</b> | <b>749.1</b> | <b>335.7</b> | <b>604.1</b> | <b>736.9</b> | <b>812.8</b> | <b>857.9</b> | <b>862.1</b>   | <b>0.5%</b>            | <b>4.0%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Washington County

## Direct Travel Impact Detail

|                                                               | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|-------------|
|                                                               |       |       |       |       |       |       |       |       |       |       | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 65    | 173   | 188   | 197   | 155   | 172   | 226   | 250   | 258   | 271   | 4.9%       | 4.6%        |
| Arts, Ent. & Rec.                                             | 13    | 24    | 25    | 27    | 18    | 19    | 27    | 29    | 30    | 34    | 11.1%      | 6.2%        |
| Retail**                                                      | 12    | 21    | 22    | 23    | 22    | 23    | 28    | 29    | 29    | 30    | 1.5%       | 1.8%        |
| Ground Tran.                                                  | 5     | 11    | 11    | 12    | 9     | 9     | 11    | 13    | 15    | 13    | -12.2%     | 3.9%        |
| Other Travel*                                                 | 19    | 27    | 27    | 28    | 22    | 17    | 25    | 31    | 28    | 31    | 12.6%      | 5.3%        |
| <b>TOTAL</b>                                                  | 113.4 | 255.9 | 273.4 | 286.6 | 224.6 | 240.5 | 317.2 | 351.4 | 361.1 | 379.3 | 5.0%       | 4.6%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 3,270 | 5,870 | 5,970 | 5,970 | 4,650 | 4,920 | 5,950 | 6,410 | 6,440 | 6,590 | 2.3%       | 2.6%        |
| Arts, Ent. & Rec.                                             | 800   | 1,190 | 1,180 | 1,190 | 720   | 740   | 1,030 | 1,100 | 1,190 | 1,280 | 7.0%       | 5.6%        |
| Retail**                                                      | 500   | 680   | 690   | 690   | 600   | 620   | 690   | 700   | 700   | 690   | -1.7%      | -0.2%       |
| Ground Tran.                                                  | 220   | 290   | 290   | 300   | 210   | 210   | 230   | 250   | 270   | 240   | -11.4%     | 0.3%        |
| Other Travel*                                                 | 590   | 610   | 630   | 610   | 480   | 430   | 570   | 630   | 600   | 630   | 5.4%       | 2.6%        |
| <b>TOTAL</b>                                                  | 5,390 | 8,640 | 8,750 | 8,750 | 6,660 | 6,920 | 8,480 | 9,090 | 9,200 | 9,430 | 2.5%       | 2.7%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |            |             |
| Local Tax Receipts                                            | 4     | 17    | 17    | 18    | 9     | 13    | 17    | 20    | 20    | 19    | -6.6%      | 2.8%        |
| State Tax Receipts                                            | 13    | 29    | 30    | 31    | 21    | 27    | 33    | 35    | 37    | 37    | 2.0%       | 3.1%        |
| <b>TOTAL</b>                                                  | 16.3  | 45.4  | 47.0  | 49.0  | 29.9  | 40.0  | 50.1  | 54.9  | 57.0  | 56.4  | -1.0%      | 3.0%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$174       | \$356        | \$363        | \$761        | 2.1        | 2.1            |
| Private Home         | \$40        | \$123        | \$77         | \$245        | 1.9        | 3.2            |
| Other Overnight      | \$42        | \$143        | \$121        | \$418        | 2.9        | 3.5            |
| <b>All Overnight</b> | <b>\$73</b> | <b>\$200</b> | <b>\$148</b> | <b>\$416</b> | <b>2.0</b> | <b>2.8</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights     |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 2,875,030        | 3,009,690        | 2,854,810        | 1,275,290        | 1,384,990        | 1,319,210        |
| Private Home         | 6,138,370        | 6,265,540        | 6,277,670        | 3,152,160        | 3,158,270        | 3,232,950        |
| Other Overnight      | 114,060          | 114,810          | 110,060          | 40,740           | 39,270           | 37,930           |
| <b>All Overnight</b> | <b>9,127,460</b> | <b>9,390,040</b> | <b>9,242,540</b> | <b>4,468,180</b> | <b>4,582,520</b> | <b>4,590,080</b> |

|                      | Person-Trips     |                  |                  | Party-Trips      |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                      | 2023             | 2024             | 2025             | 2023             | 2024             | 2025             |
| Hotel, Motel, STVR   | 1,356,000        | 1,413,850        | 1,338,930        | 594,400          | 641,800          | 610,020          |
| Private Home         | 1,899,250        | 2,020,190        | 2,024,100        | 954,970          | 995,840          | 1,012,380        |
| Other Overnight      | 33,760           | 33,690           | 32,190           | 11,940           | 11,410           | 10,990           |
| <b>All Overnight</b> | <b>3,289,010</b> | <b>3,467,730</b> | <b>3,395,220</b> | <b>1,561,310</b> | <b>1,649,060</b> | <b>1,633,380</b> |

# Wheeler County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$94,476 |
| Employee & Proprietor Earnings Generated by \$100 in Visitor Spending | \$26     |
| Local & State Tax Revenues Generated by \$100 in Visitor Spending     | \$4      |
| Local & State Tax Revenues Generated per County Household             | \$264    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 5%       |
| Overnight-Visitor Day Share of Resident Population*                   | 16%      |

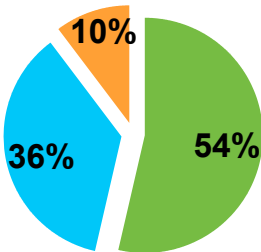
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

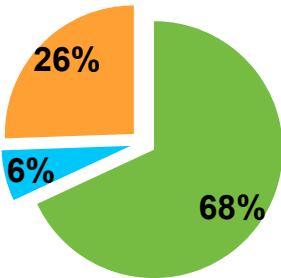
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. |          |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|--------------------|----------|
|                                 |      |      |      |      |      |      |      |      |      |      | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 2.4  | 3.0  | 3.1  | 3.2  | 2.2  | 4.4  | 4.7  | 4.8  | 4.7  | 4.8  | ▲ 1.5%             | ▲ 3.1%   |
| Other                           | 0.1  | 0.2  | 0.2  | 0.2  | 0.1  | 0.2  | 0.3  | 0.2  | 0.2  | 0.2  | ▼ -1.5%            | ▲ 2.3%   |
| Visitor                         | 2.3  | 2.8  | 2.9  | 3.0  | 2.1  | 4.2  | 4.5  | 4.5  | 4.5  | 4.6  | ▲ 1.7%             | ▲ 3.1%   |
| <b>Earnings (\$Millions)</b>    |      |      |      |      |      |      |      |      |      |      |                    |          |
| Earnings                        | 0.6  | 0.7  | 0.7  | 0.8  | 0.6  | 1.0  | 1.1  | 1.2  | 1.2  | 1.2  | ▲ 3.4%             | ▲ 3.6%   |
| <b>Employment (Jobs)</b>        |      |      |      |      |      |      |      |      |      |      |                    |          |
| Employment                      | 40   | 30   | 40   | 40   | 30   | 50   | 60   | 60   | 50   | 50   | ▼ -5.2%            | ▲ 0.4%   |
| <b>Tax Revenue (\$Millions)</b> |      |      |      |      |      |      |      |      |      |      |                    |          |
| Total                           | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.2  | 0.2  | 0.2  | ▲ 2.0%             | ▲ 4.7%   |
| Local                           | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | ▲ 2.4%             | N/A      |
| State                           | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | ▲ 1.9%             | ▲ 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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Wheeler County

## Direct Spending Detail

|                                                                        | 2003       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023       | 2024       | 2025       | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------------------|-------------|
|                                                                        |            |            |            |            |            |            |            |            |            |            | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |            |            |            |            |            |            |            |            |            |            |                        |             |
| Destination Spending                                                   | 2.3        | 2.8        | 2.9        | 3.0        | 2.1        | 4.2        | 4.5        | 4.5        | 4.5        | 4.6        | 1.7%                   | 0.6%        |
| Other Travel*                                                          | 0.1        | 0.2        | 0.2        | 0.2        | 0.1        | 0.2        | 0.3        | 0.2        | 0.2        | 0.2        | -1.5%                  | -4.6%       |
| <b>TOTAL</b>                                                           | <b>2.4</b> | <b>3.0</b> | <b>3.1</b> | <b>3.2</b> | <b>2.2</b> | <b>4.4</b> | <b>4.7</b> | <b>4.8</b> | <b>4.7</b> | <b>4.8</b> | <b>1.5%</b>            | <b>0.3%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |            |            |            |            |            |            |            |            |            |            |                        |             |
| Hotel, Motel, STVR                                                     | 0.6        | 0.8        | 0.9        | 0.9        | 0.7        | 2.1        | 2.0        | 1.9        | 1.9        | 1.9        | 1.0%                   | -0.7%       |
| Hotel, Motel**                                                         |            |            |            |            |            | 0.9        | 1.2        | 1.1        | 1.2        | 1.2        | 3.2%                   | 0.5%        |
| STVR**                                                                 |            |            |            |            |            | 1.3        | 0.8        | 0.7        | 0.7        | 0.7        | -2.6%                  | -2.6%       |
| Private Home                                                           | 0.2        | 0.3        | 0.3        | 0.3        | 0.2        | 0.3        | 0.3        | 0.3        | 0.4        | 0.4        | 2.8%                   | 1.2%        |
| Campground                                                             | 0.5        | 0.7        | 0.7        | 0.7        | 0.6        | 0.7        | 0.8        | 0.9        | 0.8        | 0.8        | 2.2%                   | 1.2%        |
| Second Home                                                            | 0.2        | 0.3        | 0.3        | 0.3        | 0.3        | 0.4        | 0.4        | 0.4        | 0.4        | 0.5        | 2.1%                   | 2.1%        |
| Day Travel                                                             | 0.7        | 0.7        | 0.7        | 0.8        | 0.3        | 0.7        | 1.0        | 1.0        | 1.0        | 1.0        | 1.9%                   | 1.6%        |
| <b>TOTAL</b>                                                           | <b>2.3</b> | <b>2.8</b> | <b>2.9</b> | <b>3.0</b> | <b>2.1</b> | <b>4.2</b> | <b>4.5</b> | <b>4.5</b> | <b>4.5</b> | <b>4.6</b> | <b>1.7%</b>            | <b>0.6%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |            |            |            |            |            |            |            |            |            |            |                        |             |
| Accommodations                                                         | 0.4        | 0.6        | 0.6        | 0.6        | 0.7        | 1.6        | 1.3        | 1.2        | 1.2        | 1.2        | 2.2%                   | -1.1%       |
| Food Service                                                           | 0.6        | 0.8        | 0.8        | 0.9        | 0.5        | 1.1        | 1.3        | 1.4        | 1.4        | 1.4        | 2.8%                   | 3.1%        |
| Food Stores                                                            | 0.4        | 0.4        | 0.5        | 0.5        | 0.3        | 0.5        | 0.6        | 0.6        | 0.6        | 0.6        | 1.0%                   | 1.3%        |
| Local Tran. & Gas                                                      | 0.2        | 0.3        | 0.3        | 0.3        | 0.2        | 0.3        | 0.4        | 0.4        | 0.4        | 0.4        | -1.0%                  | -3.4%       |
| Arts, Ent. & Rec.                                                      | 0.4        | 0.4        | 0.4        | 0.4        | 0.2        | 0.4        | 0.5        | 0.5        | 0.5        | 0.5        | 1.9%                   | 1.5%        |
| Retail Sales                                                           | 0.4        | 0.3        | 0.3        | 0.4        | 0.2        | 0.4        | 0.4        | 0.4        | 0.4        | 0.4        | -0.5%                  | -0.9%       |
| <b>TOTAL</b>                                                           | <b>2.3</b> | <b>2.8</b> | <b>2.9</b> | <b>3.0</b> | <b>2.1</b> | <b>4.2</b> | <b>4.5</b> | <b>4.5</b> | <b>4.5</b> | <b>4.6</b> | <b>1.7%</b>            | <b>0.6%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Wheeler County

## Direct Travel Impact Detail

|                                                               | 2003       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023       | 2024       | 2025       | YOY % Chg.  | 4 Year Avg.  |
|---------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|--------------|
|                                                               |            |            |            |            |            |            |            |            |            |            | 2024-25     | 2021-25      |
| <b>Travel Industry Earnings (\$Millions)</b>                  |            |            |            |            |            |            |            |            |            |            |             |              |
| Accom. & Food Serv.                                           | 0.3        | 0.4        | 0.5        | 0.5        | 0.4        | 0.7        | 0.8        | 0.8        | 0.8        | 0.8        | 4.2%        | 2.1%         |
| Arts, Ent. & Rec.                                             | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.2        | 0.2        | 0.2        | 0.2        | 3.9%        | 0.7%         |
| Retail**                                                      | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.1        | 0.2        | 0.2        | 0.2        | 0.2        | 0.2%        | 0.7%         |
| Ground Tran.                                                  | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | -3.7%       | 2.8%         |
| Other Travel*                                                 | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | -1.7%       | -0.1%        |
| <b>TOTAL</b>                                                  | <b>0.6</b> | <b>0.7</b> | <b>0.7</b> | <b>0.8</b> | <b>0.6</b> | <b>1.0</b> | <b>1.1</b> | <b>1.2</b> | <b>1.2</b> | <b>1.2</b> | <b>3.4%</b> | <b>1.7%</b>  |
| <b>Travel Industry Employment (Jobs)</b>                      |            |            |            |            |            |            |            |            |            |            |             |              |
| Accom. & Food Serv.                                           | 30         | 20         | 30         | 30         | 20         | 40         | 40         | 40         | 40         | 40         | -5.5%       | -3.1%        |
| Arts, Ent. & Rec.                                             | 10         | <10        | <10        | <10        | <10        | <10        | 10         | 10         | <10        | <10        | -5.5%       | -6.2%        |
| Retail**                                                      | 10         | 10         | 10         | 10         | 10         | 10         | 10         | 10         | 10         | 10         | -3.6%       | -1.6%        |
| Ground Tran.                                                  | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | -2.8%       | -0.7%        |
| Other Travel*                                                 | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | <10        | -2.3%       | 0.0%         |
| <b>TOTAL</b>                                                  | <b>40</b>  | <b>30</b>  | <b>40</b>  | <b>40</b>  | <b>30</b>  | <b>50</b>  | <b>60</b>  | <b>60</b>  | <b>50</b>  | <b>50</b>  | <b>0.0%</b> | <b>-4.5%</b> |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |            |            |            |            |            |            |            |            |            |            |             |              |
| Local Tax Receipts                                            |            | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 2.4%        | 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        | 1.9%        | 0.7%         |
| <b>TOTAL</b>                                                  | <b>0.1</b> | <b>0.1</b> | <b>0.1</b> | <b>0.1</b> | <b>0.1</b> | <b>0.1</b> | <b>0.1</b> | <b>0.2</b> | <b>0.2</b> | <b>0.2</b> | <b>2.0%</b> | <b>6.0%</b>  |

**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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$170       | \$282        | \$416        | \$692        | 2.5        | 1.7            |
| Private Home         | \$25        | \$64         | \$64         | \$163        | 2.6        | 2.6            |
| Other Overnight      | \$24        | \$71         | \$81         | \$236        | 3.3        | 2.9            |
| <b>All Overnight</b> | <b>\$41</b> | <b>\$108</b> | <b>\$124</b> | <b>\$316</b> | <b>3.0</b> | <b>2.5</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights |               |               | Party-Nights  |               |               |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                      | 2023          | 2024          | 2025          | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 19,170        | 18,800        | 18,010        | 7,250         | 7,260         | 6,970         |
| Private Home         | 14,330        | 14,530        | 14,560        | 5,710         | 5,680         | 5,690         |
| Other Overnight      | 51,790        | 52,840        | 53,030        | 16,320        | 15,800        | 15,860        |
| <b>All Overnight</b> | <b>85,290</b> | <b>86,170</b> | <b>85,600</b> | <b>29,280</b> | <b>28,740</b> | <b>28,520</b> |

|                      | Person-Trips  |               |               | Party-Trips   |               |               |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                      | 2023          | 2024          | 2025          | 2023          | 2024          | 2025          |
| Hotel, Motel, STVR   | 9,560         | 9,380         | 9,070         | 3,670         | 3,690         | 3,570         |
| Private Home         | 5,350         | 5,650         | 5,660         | 2,130         | 2,210         | 2,210         |
| Other Overnight      | 17,690        | 18,030        | 18,090        | 5,610         | 5,420         | 5,440         |
| <b>All Overnight</b> | <b>32,600</b> | <b>33,060</b> | <b>32,830</b> | <b>11,400</b> | <b>11,320</b> | <b>11,230</b> |

# Yamhill County

## Direct Travel Impact Insights, 2025

| Visitor Spending Impacts                                              |          |
|-----------------------------------------------------------------------|----------|
| Amount of Visitor Spending That Supports 1 Job                        | \$88,744 |
| 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             | \$238    |
| Visitor Shares                                                        |          |
| Travel Share of Total Employment                                      | 3%       |
| Overnight-Visitor Day Share of Resident Population*                   | 5%       |

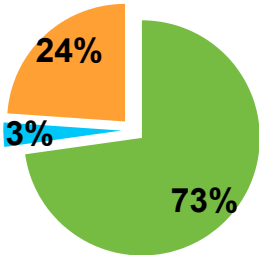
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

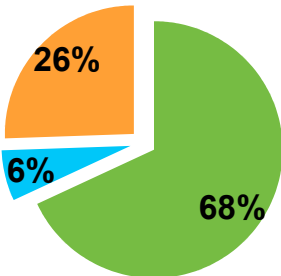
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2025 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  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Avg. Annual % Chg. |          |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|----------|
|                                 |       |       |       |       |       |       |       |       |       |       | 2024-25            | 2003-25* |
| <b>Spending (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 61.5  | 126.0 | 136.6 | 138.8 | 57.9  | 140.8 | 177.2 | 182.1 | 182.7 | 190.9 | ▲ 4.5%             | ▲ 5.3%   |
| Other                           | 8.3   | 14.5  | 16.6  | 17.0  | 8.4   | 15.1  | 21.0  | 20.3  | 19.4  | 19.0  | ▼ -1.9%            | ▲ 3.9%   |
| Visitor                         | 53.2  | 111.5 | 120.0 | 121.8 | 49.5  | 125.7 | 156.2 | 161.8 | 163.3 | 171.9 | ▲ 5.2%             | ▲ 5.5%   |
| <b>Earnings (\$Millions)</b>    |       |       |       |       |       |       |       |       |       |       |                    |          |
| Earnings                        | 14.1  | 36.0  | 40.2  | 43.1  | 35.1  | 38.5  | 50.0  | 52.7  | 55.3  | 58.8  | ▲ 6.3%             | ▲ 6.7%   |
| <b>Employment (Jobs)</b>        |       |       |       |       |       |       |       |       |       |       |                    |          |
| Employment                      | 1,030 | 1,680 | 1,820 | 1,860 | 1,460 | 1,490 | 1,840 | 1,910 | 1,940 | 2,020 | ▲ 4.2%             | ▲ 3.1%   |
| <b>Tax Revenue (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |                    |          |
| Total                           | 2.0   | 6.3   | 6.8   | 7.0   | 4.7   | 6.8   | 8.6   | 8.7   | 8.9   | 9.3   | ▲ 4.3%             | ▲ 7.2%   |
| Local                           | 0.1   | 1.8   | 1.9   | 1.9   | 1.2   | 2.0   | 2.7   | 2.7   | 2.6   | 2.7   | ▲ 4.8%             | ▲ 17.3%  |
| State                           | 1.9   | 4.6   | 4.9   | 5.1   | 3.5   | 4.8   | 5.9   | 6.1   | 6.3   | 6.5   | ▲ 4.1%             | ▲ 5.7%   |

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Yamhill County

## Direct Spending Detail

|                                                                        | 2003        | 2017         | 2018         | 2019         | 2020        | 2021         | 2022         | 2023         | 2024         | 2025         | YOY % Chg. 4 Year Avg. |             |
|------------------------------------------------------------------------|-------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------------|
|                                                                        |             |              |              |              |             |              |              |              |              |              | 2024-25                | 2022-25     |
| <b>Direct Travel Spending (\$Millions)</b>                             |             |              |              |              |             |              |              |              |              |              |                        |             |
| Destination Spending                                                   | 53.2        | 111.5        | 120.0        | 121.8        | 49.5        | 125.7        | 156.2        | 161.8        | 163.3        | 171.9        | 5.2%                   | 2.4%        |
| Other Travel*                                                          | 8.3         | 14.5         | 16.6         | 17.0         | 8.4         | 15.1         | 21.0         | 20.3         | 19.4         | 19.0         | -1.9%                  | -2.4%       |
| <b>TOTAL</b>                                                           | <b>61.5</b> | <b>126.0</b> | <b>136.6</b> | <b>138.8</b> | <b>57.9</b> | <b>140.8</b> | <b>177.2</b> | <b>182.1</b> | <b>182.7</b> | <b>190.9</b> | <b>4.5%</b>            | <b>1.9%</b> |
| <b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b> |             |              |              |              |             |              |              |              |              |              |                        |             |
| Hotel, Motel, STVR                                                     | 15.4        | 50.8         | 55.7         | 56.5         | 15.4        | 59.2         | 79.7         | 82.3         | 82.9         | 88.3         | 6.5%                   | 2.6%        |
| Hotel, Motel**                                                         |             |              |              |              |             | 37.9         | 49.5         | 52.8         | 53.3         | 56.9         | 6.6%                   | 3.5%        |
| STVR**                                                                 |             |              |              |              |             | 21.2         | 30.2         | 29.4         | 29.5         | 31.4         | 6.3%                   | 1.0%        |
| Private Home                                                           | 13.8        | 21.7         | 22.9         | 23.1         | 15.9        | 25.8         | 27.3         | 27.8         | 28.2         | 28.9         | 2.6%                   | 1.5%        |
| Campground                                                             | 2.2         | 3.0          | 3.2          | 3.3          | 2.8         | 3.1          | 3.4          | 3.8          | 3.6          | 3.7          | 2.4%                   | 1.8%        |
| Second Home                                                            | 0.3         | 0.5          | 0.5          | 0.6          | 0.5         | 0.4          | 0.4          | 0.5          | 0.5          | 0.5          | 2.0%                   | 2.2%        |
| Day Travel                                                             | 21.5        | 35.4         | 37.7         | 38.4         | 15.0        | 37.2         | 45.4         | 47.5         | 48.2         | 50.5         | 4.9%                   | 2.7%        |
| <b>TOTAL</b>                                                           | <b>53.2</b> | <b>111.5</b> | <b>120.0</b> | <b>121.8</b> | <b>49.5</b> | <b>125.7</b> | <b>156.2</b> | <b>161.8</b> | <b>163.3</b> | <b>171.9</b> | <b>5.2%</b>            | <b>2.4%</b> |
| <b>Visitor Spending by Commodity Purchased (\$Millions)</b>            |             |              |              |              |             |              |              |              |              |              |                        |             |
| Accommodations                                                         | 7.1         | 26.2         | 28.5         | 28.5         | 11.8        | 34.7         | 46.7         | 46.4         | 46.6         | 48.8         | 4.8%                   | 1.1%        |
| Food Service                                                           | 15.0        | 33.4         | 36.2         | 37.5         | 14.1        | 35.3         | 42.2         | 45.9         | 48.0         | 51.4         | 7.1%                   | 5.0%        |
| Food Stores                                                            | 7.3         | 12.5         | 13.0         | 13.2         | 7.8         | 15.2         | 18.0         | 18.9         | 19.1         | 19.8         | 3.9%                   | 2.5%        |
| Local Tran. & Gas                                                      | 4.4         | 8.8          | 10.2         | 10.2         | 3.7         | 9.9          | 13.1         | 12.8         | 12.1         | 12.5         | 3.3%                   | -1.2%       |
| Arts, Ent. & Rec.                                                      | 9.2         | 16.1         | 17.1         | 17.4         | 5.3         | 14.5         | 17.3         | 18.5         | 18.7         | 19.9         | 6.4%                   | 3.6%        |
| Retail Sales                                                           | 10.3        | 14.4         | 15.0         | 15.1         | 6.9         | 16.2         | 19.0         | 19.2         | 19.0         | 19.6         | 3.1%                   | 0.7%        |
| <b>TOTAL</b>                                                           | <b>53.2</b> | <b>111.5</b> | <b>120.0</b> | <b>121.8</b> | <b>49.5</b> | <b>125.7</b> | <b>156.2</b> | <b>161.8</b> | <b>163.3</b> | <b>171.9</b> | <b>5.2%</b>            | <b>2.4%</b> |

**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.

\*\*Data prior to 2021 for these breakouts not available.

# Yamhill County

## Direct Travel Impact Detail

|                                                               | 2003  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | YOY % Chg. | 4 Year Avg. |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|-------------|
|                                                               |       |       |       |       |       |       |       |       |       |       | 2024-25    | 2021-25     |
| <b>Travel Industry Earnings (\$Millions)</b>                  |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 8     | 25    | 28    | 30    | 24    | 28    | 37    | 38    | 40    | 43    | 6.5%       | 3.9%        |
| Arts, Ent. & Rec.                                             | 3     | 6     | 6     | 7     | 6     | 5     | 6     | 6     | 7     | 7     | 8.5%       | 5.3%        |
| Retail**                                                      | 2     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 5     | 5     | 4.6%       | 2.6%        |
| Ground Tran.                                                  | 0.3   | 0.8   | 0.8   | 0.9   | 0.4   | 0.7   | 0.9   | 1     | 1     | 1     | 1.0%       | 5.2%        |
| Other Travel*                                                 | 0.6   | 1     | 1     | 1     | 1     | 1     | 2     | 2     | 3     | 3     | 2.4%       | 8.1%        |
| <b>TOTAL</b>                                                  | 14.1  | 36.0  | 40.2  | 43.1  | 35.1  | 38.5  | 50.0  | 52.7  | 55.3  | 58.8  | 6.3%       | 4.2%        |
| <b>Travel Industry Employment (Jobs)</b>                      |       |       |       |       |       |       |       |       |       |       |            |             |
| Accom. & Food Serv.                                           | 580   | 1,010 | 1,110 | 1,160 | 900   | 1,020 | 1,210 | 1,260 | 1,270 | 1,320 | 3.6%       | 2.1%        |
| Arts, Ent. & Rec.                                             | 290   | 460   | 490   | 480   | 380   | 280   | 390   | 420   | 420   | 460   | 8.1%       | 4.3%        |
| Retail**                                                      | 110   | 140   | 150   | 150   | 120   | 130   | 140   | 140   | 140   | 140   | 0.5%       | -0.2%       |
| Ground Tran.                                                  | 10    | 20    | 20    | 20    | 10    | 20    | 20    | 20    | 20    | 20    | 1.9%       | 1.6%        |
| Other Travel*                                                 | 50    | 50    | 50    | 60    | 50    | 50    | 70    | 80    | 80    | 80    | 0.1%       | 2.5%        |
| <b>TOTAL</b>                                                  | 1,030 | 1,680 | 1,820 | 1,860 | 1,460 | 1,490 | 1,840 | 1,910 | 1,940 | 2,020 | 4.1%       | 2.4%        |
| <b>Tax Receipts Generated by Travel Spending (\$Millions)</b> |       |       |       |       |       |       |       |       |       |       |            |             |
| Local Tax Receipts                                            | 0.1   | 2     | 2     | 2     | 1     | 2     | 3     | 3     | 3     | 3     | 4.8%       | 0.4%        |
| State Tax Receipts                                            | 2     | 5     | 5     | 5     | 3     | 5     | 6     | 6     | 6     | 7     | 4.1%       | 2.4%        |
| <b>TOTAL</b>                                                  | 2.0   | 6.3   | 6.8   | 7.0   | 4.7   | 6.8   | 8.6   | 8.7   | 8.9   | 9.3   | 4.3%       | 1.8%        |

**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.

# 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

|                      | Person      |              | Party        |              | Party Size | Length of Stay |
|----------------------|-------------|--------------|--------------|--------------|------------|----------------|
|                      | Day         | Trip         | Day          | Trip         |            |                |
| Hotel, Motel, STVR   | \$157       | \$261        | \$384        | \$639        | 2.5        | 1.7            |
| Private Home         | \$26        | \$67         | \$67         | \$172        | 2.6        | 2.6            |
| Other Overnight      | \$48        | \$146        | \$164        | \$493        | 3.4        | 3.0            |
| <b>All Overnight</b> | <b>\$62</b> | <b>\$139</b> | <b>\$159</b> | <b>\$356</b> | <b>2.6</b> | <b>2.2</b>     |

### Overnight Visitor Volume, 2023-2025

|                      | Person-Nights    |                  |                  | Party-Nights   |                |                |
|----------------------|------------------|------------------|------------------|----------------|----------------|----------------|
|                      | 2023             | 2024             | 2025             | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 755,280          | 737,840          | 778,080          | 289,620        | 289,540        | 305,510        |
| Private Home         | 1,084,010        | 1,106,380        | 1,108,520        | 432,220        | 432,440        | 433,280        |
| Other Overnight      | 84,360           | 85,420           | 85,760           | 26,190         | 25,150         | 25,250         |
| <b>All Overnight</b> | <b>1,923,650</b> | <b>1,929,630</b> | <b>1,972,360</b> | <b>748,030</b> | <b>747,140</b> | <b>764,040</b> |

|                      | Person-Trips   |                |                | Party-Trips    |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2023           | 2024           | 2025           | 2023           | 2024           | 2025           |
| Hotel, Motel, STVR   | 401,320        | 390,210        | 412,320        | 155,510        | 155,210        | 164,070        |
| Private Home         | 404,540        | 430,380        | 431,210        | 161,300        | 168,220        | 168,550        |
| Other Overnight      | 28,070         | 28,340         | 28,450         | 8,750          | 8,390          | 8,420          |
| <b>All Overnight</b> | <b>833,920</b> | <b>848,930</b> | <b>871,980</b> | <b>325,560</b> | <b>331,820</b> | <b>341,040</b> |

# 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.                                                                                              |
| 2nd Home             | Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.                                                                   |
| 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.                                    |
| Private Home (VFR)   | Personal residences used to host visiting friends and family overnight.                                                                                                       |
| Person Trips         | A trip made by a person to the destination.                                                                                                                                   |
| 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). |
| Day Travel           | A trip that involves non-routine travel of greater than 50 miles to the destination and no overnight stay in the destination.                                                 |
| Other Spending       | Spending by residents on travel arrangement services, resident air travel, and/or spending for convention activity.                                                           |
| Visitor Spending     | Direct spending made by visitors in a destination. Interchangeable with "Destination Spending".                                                                               |

## 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 of 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)<br>Food services and drinking places (722)<br>Residential property managers (531311)<br>Breweries, wineries, distilleries (312120, 312130, 312140)**Notes on next page                                                                                                                                                   |
| Arts, Entertainment & Recreation | Arts, entertainment, and recreation (71)<br>Scenic and sightseeing transportation (487)<br>Motion picture and video exhibition (51213)<br>Recreational goods rental (532292)<br>Tour operators (56152)                                                                                                                                       |
| Retail                           | Food & beverage stores (445)<br>Gasoline stations (447)<br>Clothing and clothing accessories (448)<br>Sporting goods, hobby, book and music stores (451)<br>General merchandise stores (452)<br>Miscellaneous store retailers (453)                                                                                                          |
| Transportation                   | Rail transportation (482114)<br>Water transportation (4831)<br>Urban transit systems (4851)<br>Interurban and rural bus transportation (4852)<br>Taxi and limousine service (4853)<br>Charter bus industry (4855)<br>Passenger car rental (532111)<br>Truck, trailer, and RV rental and leasing (53212)<br>Parking lots and garages (812930) |
| Air Transportation               | Scheduled passenger air transportation (481111)<br>Support activities for air transportation (4881)                                                                                                                                                                                                                                          |
| Others                           | Travel agencies (56151)<br>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.