

# The Economic Impact of Travel

## Oregon

Calendar Year 2023 Preliminary

April 2024

**PREPARED FOR**  
Travel Oregon





# The Economic Impact of Travel in Oregon

**Calendar Year 2023 Preliminary**

Travel Oregon

4/26/2024

**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 the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

## 2023 Considerations

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

## Revisions

Preliminary 2022 reported in April 2023 was revised with the release of this report. The current year in each report is based on incomplete information and subject to revision in the following year. Historical revisions were made to Columbia, Coos, Polk, and Yamhill counties' local taxes informed by our additional local studies undertaken by communities in those areas and our annual lodging-tax survey. Short-term vacation rental and hotel revenue allocations were updated for 2021 and 2022 statewide based on updated information.



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

## What are travel impacts?

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

# Introduction

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

- Unless otherwise noted monetary values are expressed in nominal dollars (no inflation adjustment).
- Estimates measure direct impacts only. Exception is made for pages 28-30 which detail the secondary impacts for both earnings and employment.
- Employment measures in this report reflect the number of jobs, not the number of residents that 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 are not in a 1:1 relationship.

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

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





# National Impacts

2023p

# National / Summary

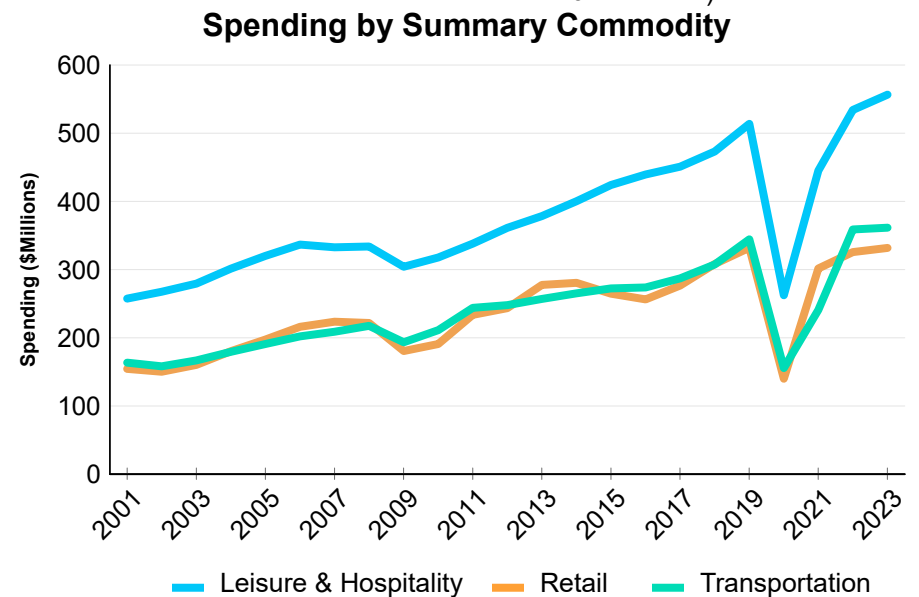
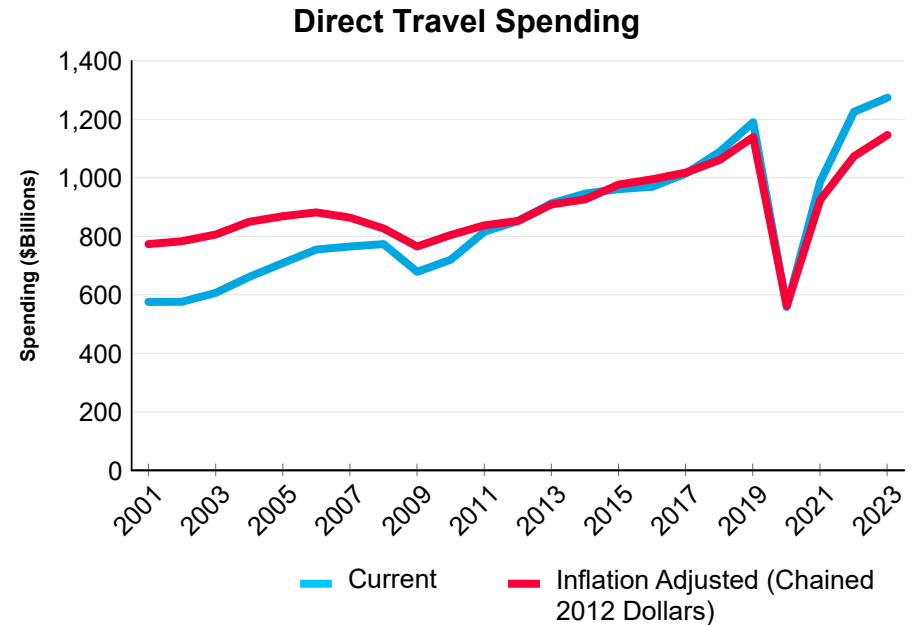
## U.S. Travel Impacts, 2023p

The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard-hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services, with total travel spending declining by 47% (-\$632B) in 2020. In 2023 travel activity continued the recovery expansion that began in the latter half of 2020, increasing 4% over 2022 and exceeding 2019's pre-pandemic spending by 7%. When adjusted for inflation, travel spending in 2023 is 0.5% higher than 2019.

National spending on travel and tourism was \$1.3 trillion in 2023, with Leisure & Hospitality categories accounting for 45% of that total

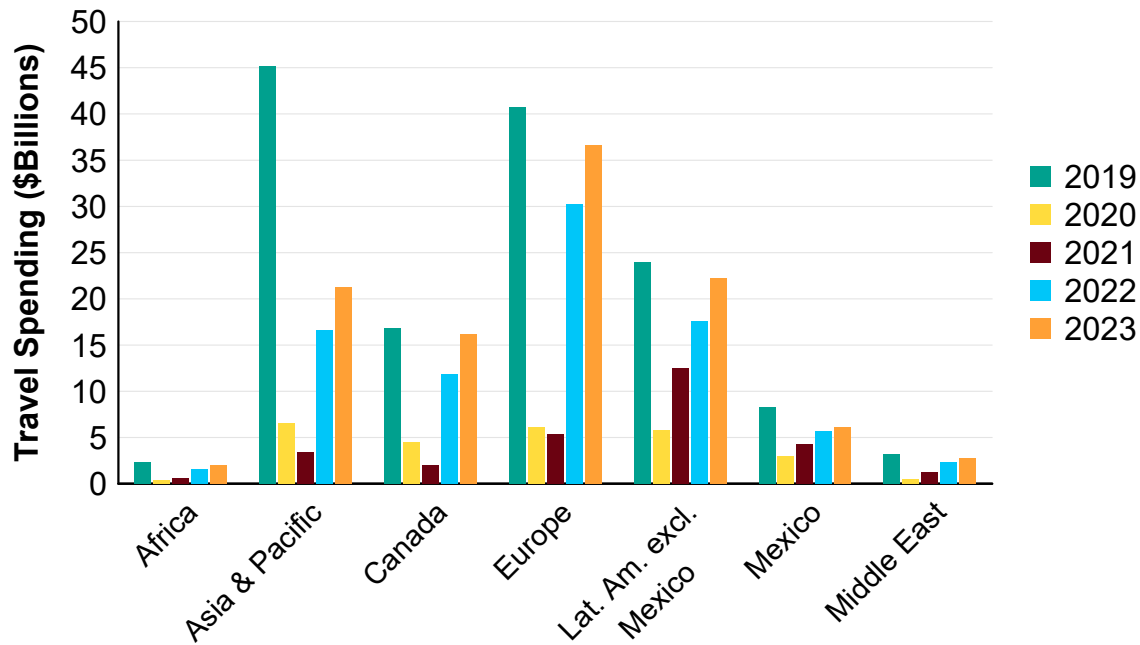
The U.S. travel industry **expanded \$48 billion or 4% in 2023** compared to the previous year, exceeding pre-pandemic output by 7%.

**Note:** 2022 and 2023 national data are Dean Runyan Associates estimates based on Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2021 and available annual industry trends for 2022 and 2023.



# National / Summary

## International Spending, 2023p



Despite international spending showing a significant increase of 28% compared to 2022, **spending still lags 2019 levels by 12%**. In 2023 the Asia & Pacific region, which was the largest contributor to international travel spending in 2019, only spent 53% of its 2019 levels.

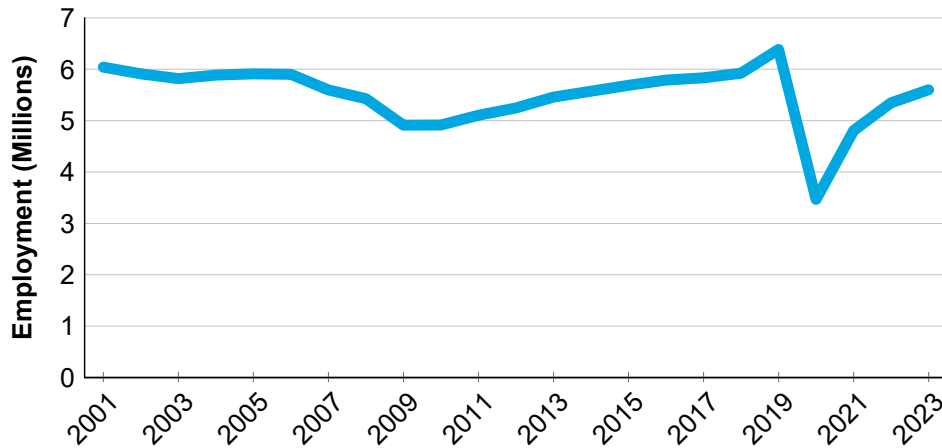
**Sources:** Dean Runyan Associates, Bureau of Economic Analysis

**Note:** Our estimates of international travel spending do not include expenditures for health-related, education-related or border-worker travel activity.



# National / Summary

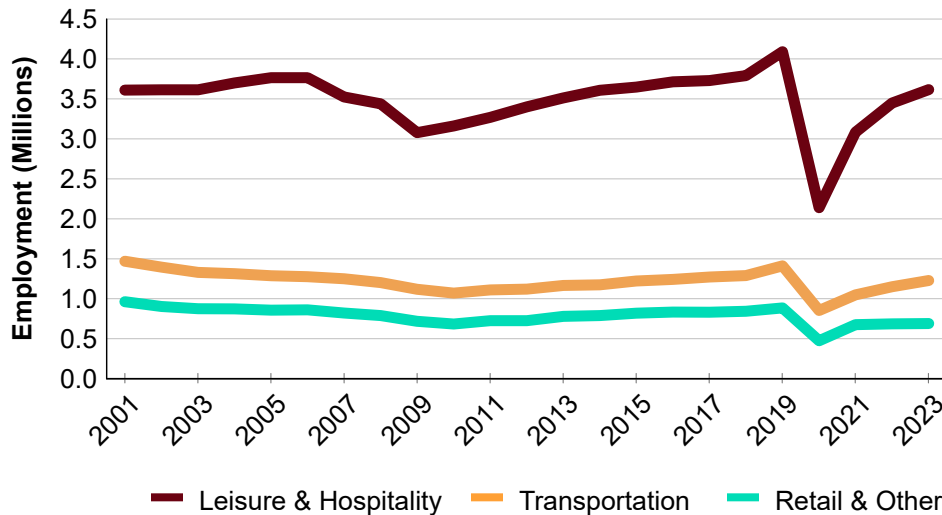
## U.S. Travel Industry Direct Employment



Travel industry employment continues to recover nationally. Approximately **250,000 jobs were gained in 2023**, a year-over-year **increase of 5%**.

Sources: Bureau of Economic Analysis, Dean Runyan Associates

## U.S. Travel Industry Employment by Sector



Employment in the **Leisure & Hospitality sector increased in 5% 2023** but remains 11% below 2019 levels.

Sources: Bureau of Economic Analysis, Dean Runyan Associates



# State Impacts

2023p



# Oregon / Summary

## Travel Impacts, 2023p



### 0.6% Increase in Travel Spending

Travel spending in Oregon increased 0.6% from \$14.0 billion in 2022 to \$14.1 billion in 2023.



### 2,180 Jobs Gained

Direct travel-generated employment gained approximately 2,180 jobs, a 1.9% increase in travel-generated employment compared to 2022.



### 6.9% Growth in Travel Earnings

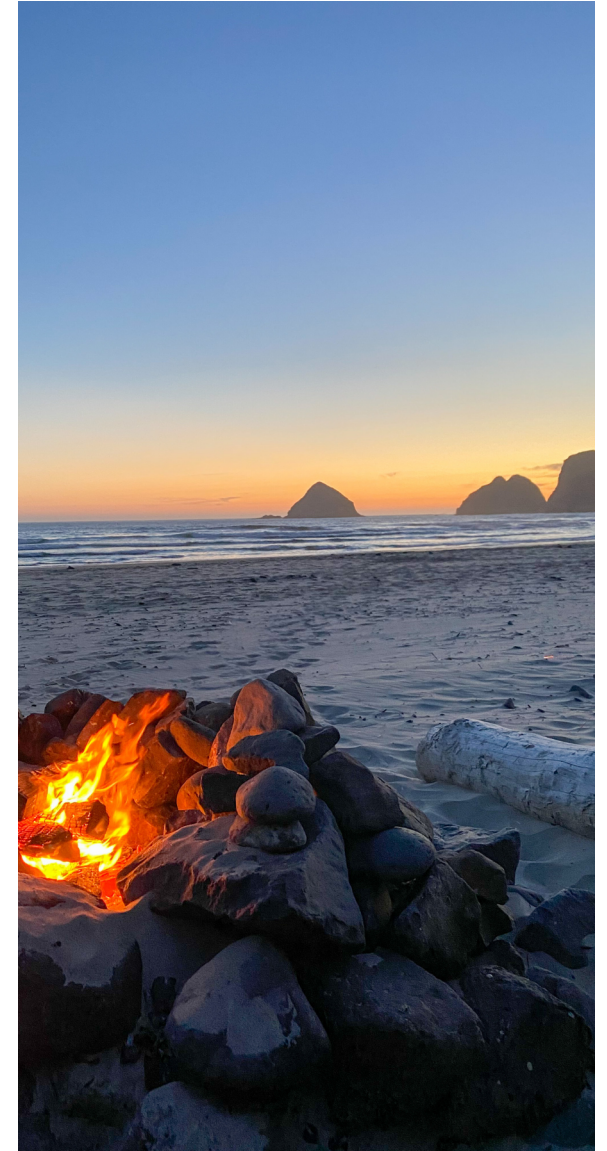
Direct travel-generated earnings added \$289 million in 2023, a 6.9% increase compared to 2022.



### 1.5% Increase in State & Local Tax Revenue

State and local tax receipts generated by travel spending were up 1.5% compared to 2022.

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

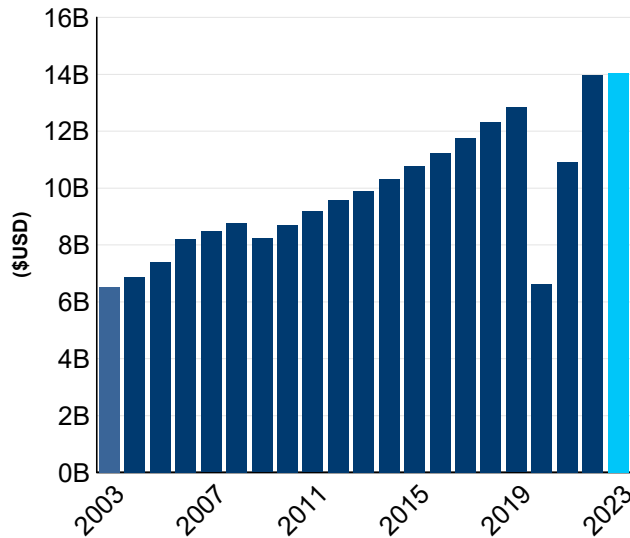




# Oregon / Spending

## Direct Travel Spending

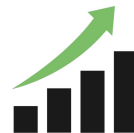
Direct travel spending increased by \$87 million in 2023.



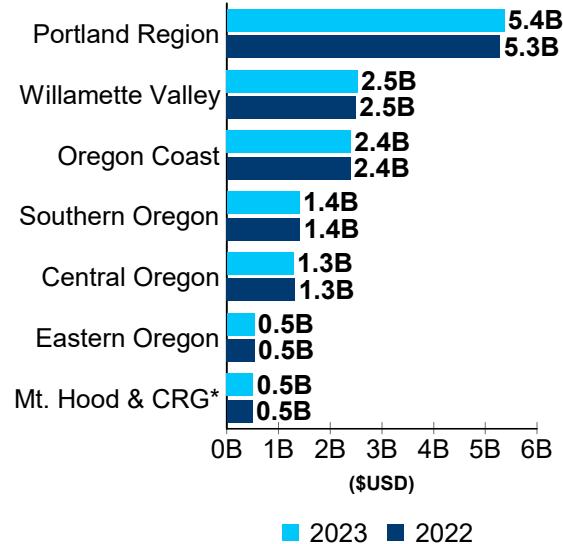
### Oregon Travel Spending

In 2023 travel spending grew to \$14.1 billion, a 0.6% increase from 2022.

From 2003-2023, travel spending grew at an annual rate of 3.9%.



Spending across the regions was relatively unchanged in 2023.



### Oregon Tourism Regions

The largest region in terms of travel impacts is the Portland Region. In 2023 travel spending was \$5.4 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



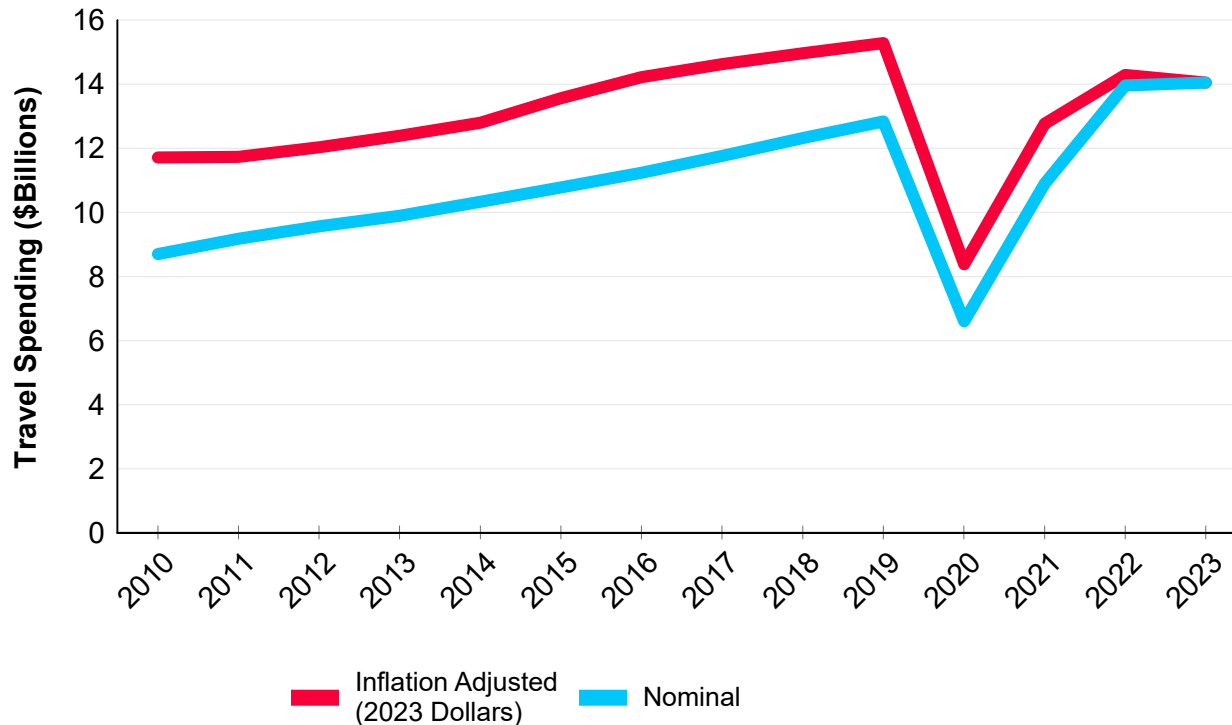
Destination + Other Travel = Direct Travel Spending

### 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 / Spending

## Direct Travel Spending / Current and Inflation-Adjusted Dollars



Inflation-adjusted direct travel spending was 1.7% less in 2023 compared to the previous year and 8.1% less than direct spending in 2019. In nominal dollars travel spending was 9.5% higher than in 2019.

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates

### 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.

#### U.S. CPI (annual % chg.)

2022: 8.0%

2023: 4.1%

Target: 2% Annually



#### Oregon 2023 Selected Prices (% Chg.)

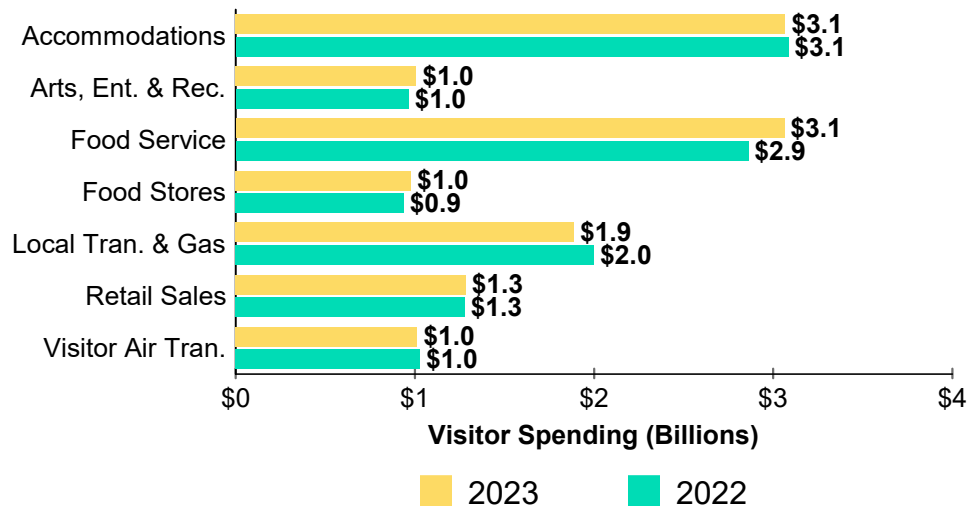
Hotel & STVR Room Rates: 2%

Gasoline Prices: -7.5%

Airfares: -5%

# Oregon / Spending

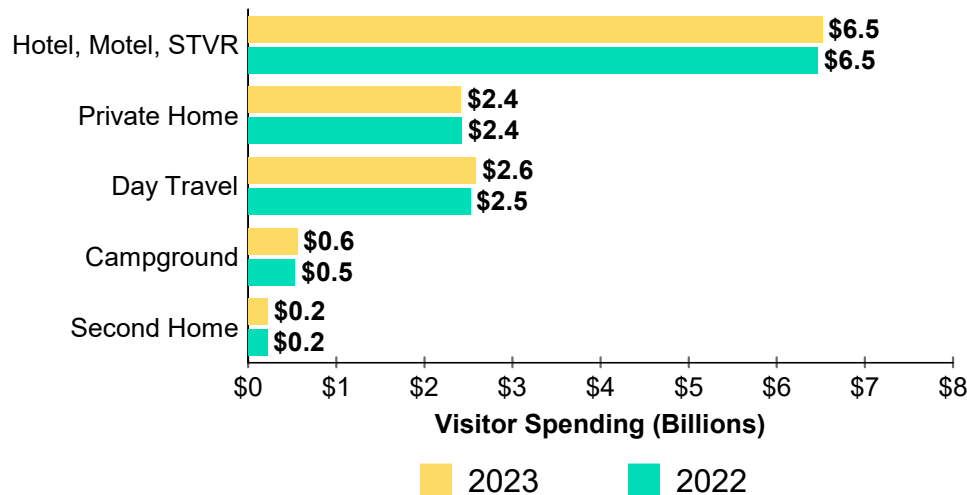
## Visitor Spending by Commodity Purchased



The largest increase in spending came from Food Service (\$199 million), while the largest reduction in spending came from Local Tran. & Gas (-\$112 million).

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

## Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel or short-term vacation rental (STVR) spent a combined \$6.5 billion in 2023, an **increase of 0.8%** compared to 2022.

*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 / Traveler Origin

## Visitor Spending by Origin, 2023p

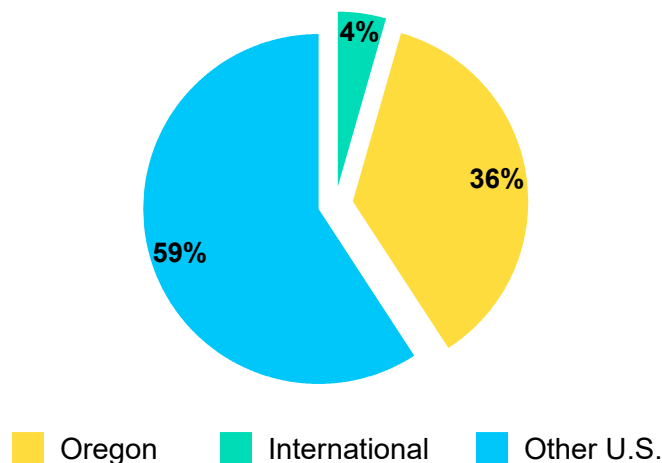
Residents of Oregon accounted for about 36% of visitor spending in Oregon in 2023. U.S. residents of states other than Oregon accounted for approximately 59% while international visitors accounted for approximately 4% of travel spending in the state.

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

International spending historically has been around 10% of visitor spending in Oregon. The COVID-19 pandemic continues to depress international travel nationally and in the state of Oregon.

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, 2023p**



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

## Visitor Spending by Residence, 2023p

Origin	Spending (Billions)	Share
Oregon	\$5.1	36%
International	\$0.6	4%
Other U.S.	\$8.3	59%

**Visitor Spending \$14.1**

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

## Visitor Spending by Top U.S. Origins, 2023p

Origin	Spending (Billions)
Washington	\$3.2
California	\$1.5
Idaho	\$1.2
Arizona	\$0.3
Texas	\$0.2
Remaining*	\$1.9

**Visitor Spending \$8.3**

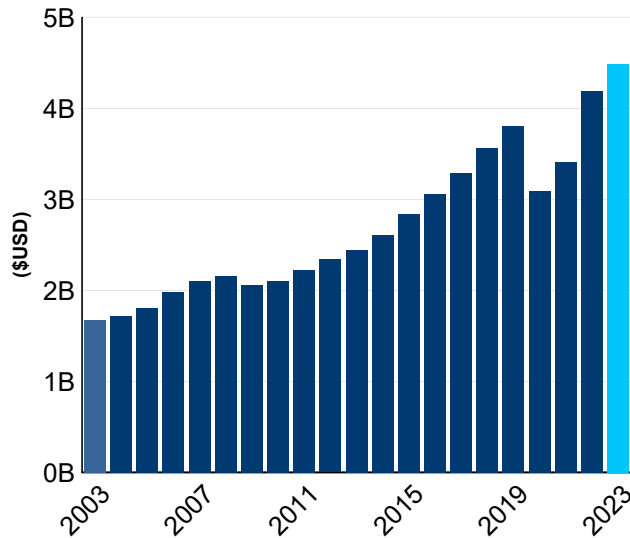
**Note:** Excludes Oregon as an origin market.

\*"Remaining" includes the other 44 U.S. states, District of Columbia, U.S. Virgin Islands, American Samoa, Guam, Puerto Rico and the Northern Mariana Islands.

# Oregon / Earnings

## Direct Travel Earnings

Direct travel earnings increased by \$289 million in 2023.



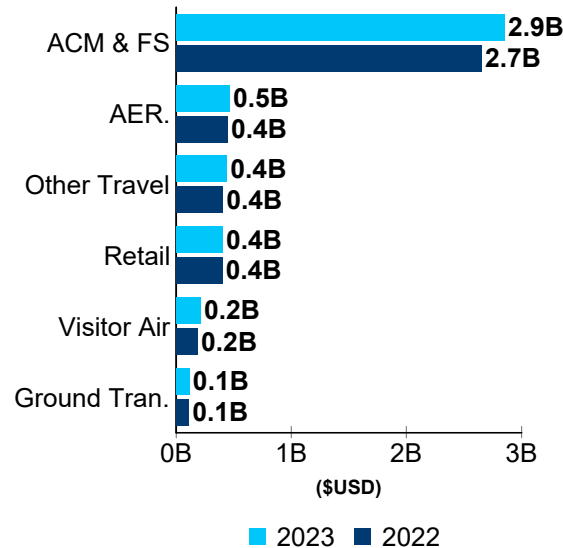
### Oregon Travel Earnings

In 2023 regional travel earnings grew to \$4.5 billion, a 6.9% increase from the prior year.

From 2003-2023, Oregon travel industry earnings grew at an annual rate of 5.0%.



All sectors grew over the prior year.



### Travel Industry Breakout

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

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



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

### What are direct travel-related earnings?

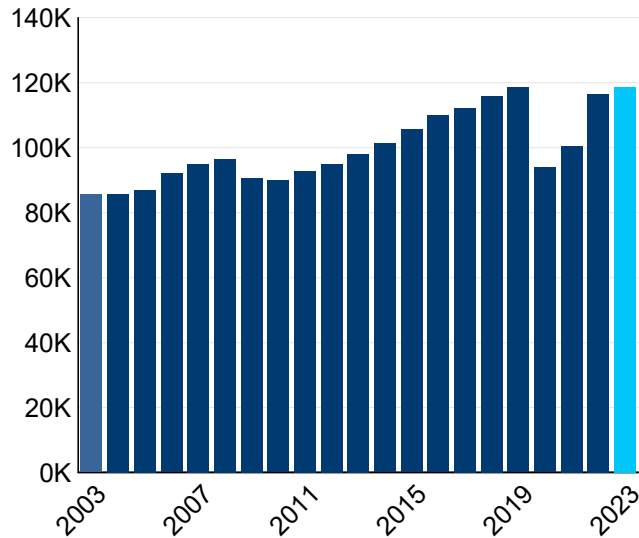
**Direct travel-related earnings** represent the total after-point of sales-tax income from travel activity. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

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 / Employment

## Direct Travel Employment

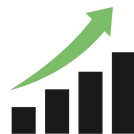
**Direct employment increased by 2,180 jobs in 2023.**



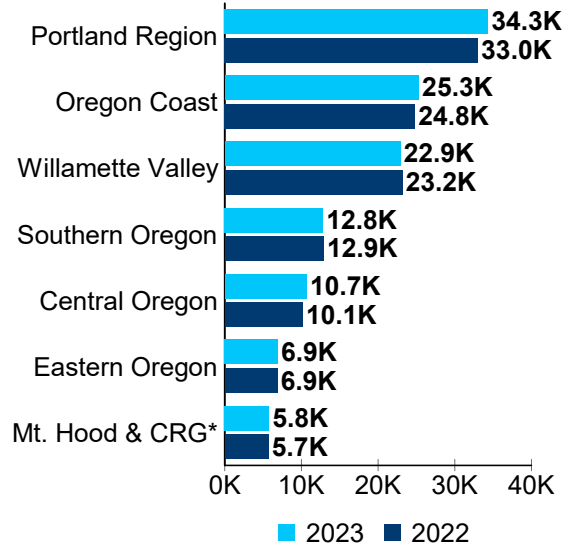
### Direct Travel Employment

In 2023 direct travel employment was approximately 118,500 jobs, a 1.9% increase from the prior year.

From 2003-2023, travel employment grew at an annual rate of 1.6%.



**The Portland Region added the most jobs (1,340) in 2023.**



### Oregon Tourism Regions

The Portland Region makes up 29% of all travel jobs in the state. Except for the Portland Region, all regions have gained back all the travel jobs lost in 2020.

\*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.

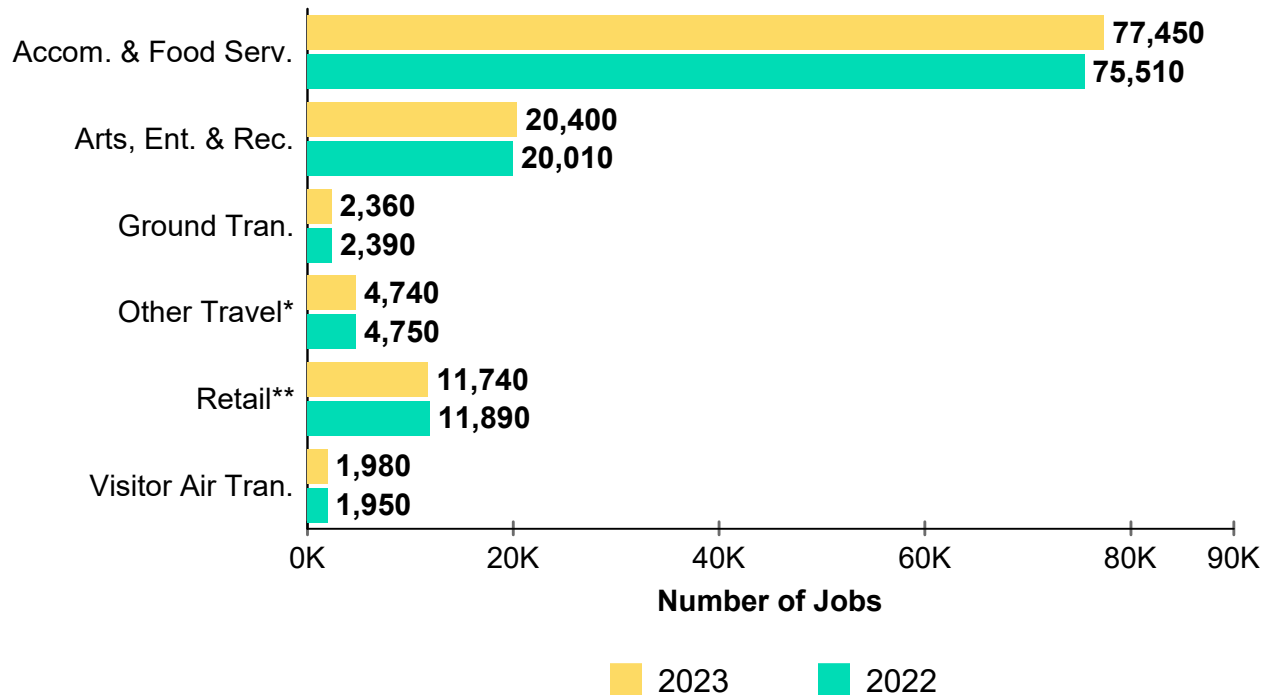


**In 2023 every \$1 million in direct travel spending resulted in 8.5 jobs for the industry.**



# Oregon / Employment

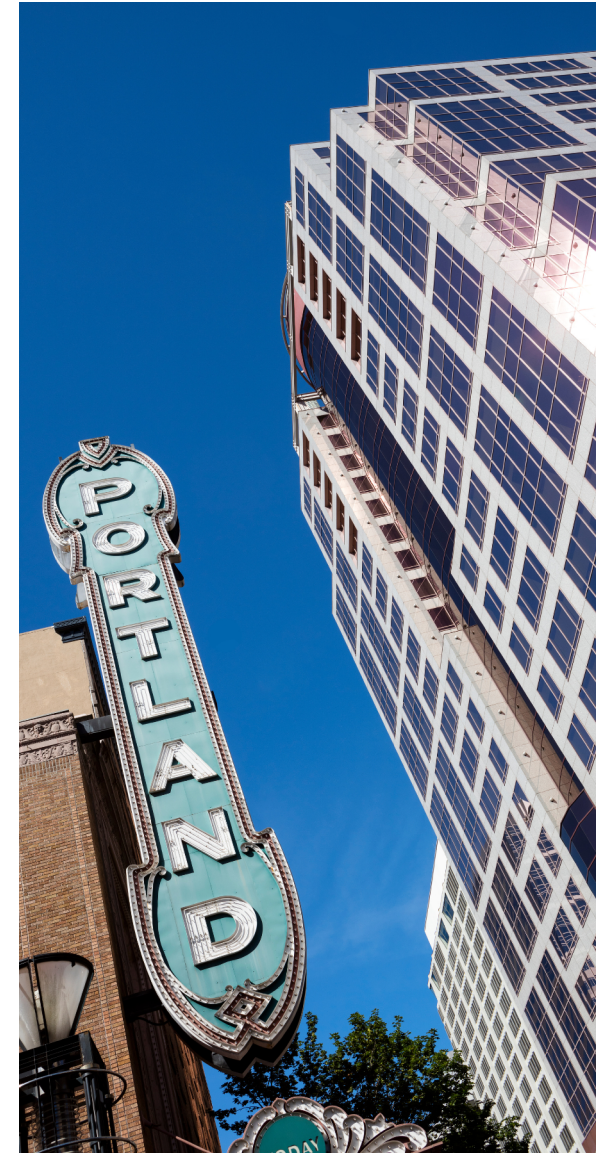
## Direct Travel Employment



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

Total direct job gain is estimated at 2,180 jobs. Leisure & Hospitality grew by approximately 2,320 jobs in 2023; most other categories of employment showed minimal losses.

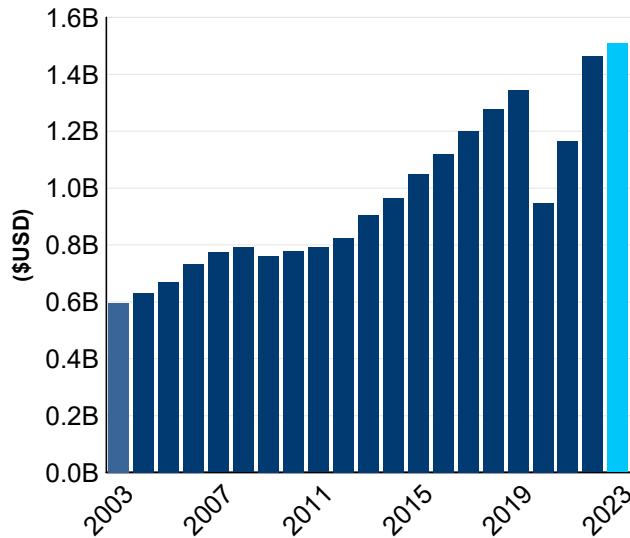
Sources: Bureau of Labor Statistics, Bureau of Economic Analysis, Dean Runyan Associates



# Oregon / Tax Receipts

## Direct Travel-Generated Tax Revenue

Direct tax revenue increased by \$50 million in 2023.



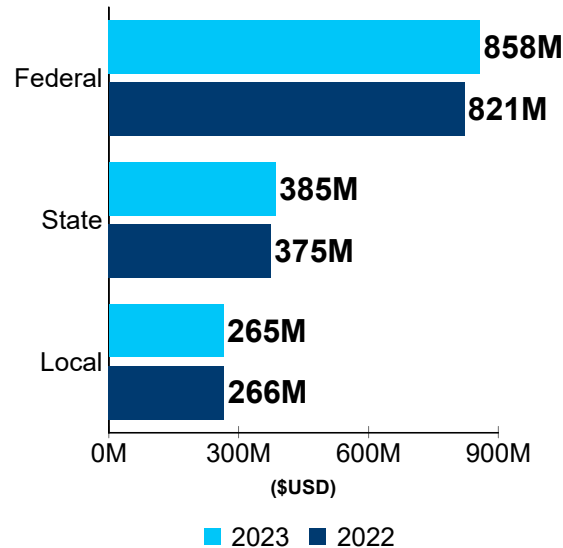
### Oregon Tax Receipts

In 2023 tax revenue increased to \$50 million, a 3.2% increase from the prior year.

From 2003-2023, tax revenue grew at an annual rate of 4.7%.



State and local tax revenue grew 1.5% in 2023.



### State and Local Taxes

State and local taxes combined generated approximately \$650 million in Oregon. Of this total, \$385 million (59%) were state taxes and \$265 million (41%) were local taxes.

## 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 / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.*		CAGR**
										2022-23	2019-23	2003-23
<b>Spending (\$Millions)</b>												
Total	6,525	11,234	11,765	12,324	12,834	6,609	10,902	13,964	14,051	0.6%	9.5%	3.9%
Other	787	1,436	1,521	1,624	1,765	690	1,110	1,806	1,752	-3.0%	-0.7%	4.1%
Visitor	5,738	9,798	10,243	10,700	11,069	5,919	9,792	12,159	12,299	1.2%	11.1%	3.9%
Non-transport.	4,470	7,620	7,897	8,115	8,427	4,791	7,719	9,129	9,398	2.9%	11.5%	3.8%
Transportation	1,268	2,178	2,347	2,585	2,643	1,128	2,074	3,030	2,901	-4.2%	9.8%	4.2%
<b>Earnings (\$Millions)</b>												
Earnings	1,673	3,063	3,290	3,569	3,807	3,089	3,415	4,197	4,486	6.9%	17.8%	5.1%
<b>Employment (000's)</b>												
Employment	85.6	109.8	112.2	116.0	118.5	93.8	100.5	116.5	118.7	1.9%	0.2%	1.6%
<b>Tax Revenue (\$Millions)</b>												
Total	596	1,121	1,202	1,279	1,344	948	1,167	1,462	1,508	3.2%	12.2%	4.8%
Local	90	214	228	236	243	156	217	266	265	-0.4%	9.1%	5.6%
State	152	283	323	341	357	252	314	375	385	2.9%	7.8%	4.8%
Federal	354	625	652	702	744	541	636	821	858	4.4%	15.3%	4.5%

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

Calendar year, 2021 and 2022 have been revised with the release of this report.

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.

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 / Impacts, Detailed

## Direct Travel Impacts 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	5,738	9,412	9,798	10,243	10,700	11,069	5,919	9,792	12,159	12,299	1.2%	11.1%
Other Travel*	787	1,364	1,436	1,521	1,624	1,765	690	1,110	1,806	1,752	-3.0%	-0.7%
<b>TOTAL</b>	<b>6,525</b>	<b>10,776</b>	<b>11,234</b>	<b>11,765</b>	<b>12,324</b>	<b>12,834</b>	<b>6,609</b>	<b>10,902</b>	<b>13,964</b>	<b>14,051</b>	<b>0.6%</b>	<b>9.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	2,479	4,806	5,089	5,376	5,607	5,810	3,154	5,159	6,467	6,516	0.8%	12.2%
Hotel, Motel**								4,096	5,313	5,356	0.8%	
STVR**								1,063	1,154	1,160	0.5%	
Private Home	1,239	1,902	1,936	2,014	2,114	2,175	1,251	2,077	2,421	2,415	-0.2%	11.0%
Campground	351	445	454	459	481	501	389	469	532	557	4.7%	11.2%
Second Home	124	178	178	185	194	198	160	197	219	225	2.8%	13.6%
Day Travel	1,544	2,082	2,141	2,209	2,305	2,386	965	1,890	2,519	2,586	2.7%	8.4%
<b>TOTAL</b>	<b>5,738</b>	<b>9,412</b>	<b>9,798</b>	<b>10,243</b>	<b>10,700</b>	<b>11,069</b>	<b>5,919</b>	<b>9,792</b>	<b>12,159</b>	<b>12,299</b>	<b>1.2%</b>	<b>11.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	977	2,039	2,218	2,346	2,378	2,448	1,648	2,627	3,085	3,067	-0.6%	25.3%
Food Service	1,321	2,329	2,490	2,606	2,734	2,891	1,490	2,396	2,863	3,061	6.9%	5.9%
Food Stores	470	707	716	718	732	757	491	790	938	979	4.3%	29.2%
Local Tran. & Gas	834	1,391	1,343	1,467	1,656	1,684	830	1,457	2,001	1,889	-5.6%	12.2%
Arts, Ent. & Rec.	807	1,020	1,061	1,082	1,109	1,140	519	822	965	1,008	4.5%	-11.6%
Retail Sales	896	1,104	1,135	1,146	1,162	1,190	642	1,083	1,278	1,283	0.4%	7.8%
Visitor Air Tran.	433	821	836	880	929	959	298	616	1,028	1,012	-1.6%	5.5%
<b>TOTAL</b>	<b>5,738</b>	<b>9,412</b>	<b>9,798</b>	<b>10,243</b>	<b>10,700</b>	<b>11,069</b>	<b>5,919</b>	<b>9,792</b>	<b>12,159</b>	<b>12,299</b>	<b>1.2%</b>	<b>11.1%</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.

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



# Oregon / Impacts, Detailed

## Direct Travel Impacts 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	916	1,713	1,854	1,994	2,187	2,341	1,843	2,105	2,654	2,853	7.5%	21.9%
Arts, Ent. & Rec.	238	327	345	360	383	407	322	355	446	463	3.7%	13.6%
Retail**	187	267	282	295	311	323	342	366	399	404	1.2%	24.9%
Ground Tran.	46	73	76	81	85	93	80	82	107	113	5.0%	21.3%
Visitor Air Tran.	86	143	155	174	188	190	163	167	185	212	14.8%	12.0%
Other Travel*	200	314	350	385	416	453	339	340	405	442	9.0%	-2.4%
<b>TOTAL</b>	<b>1,673</b>	<b>2,839</b>	<b>3,063</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>4,486</b>	<b>6.9%</b>	<b>17.8%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	50,550	66,490	69,380	71,130	73,680	75,420	58,440	64,050	75,510	77,450	2.6%	2.7%
Arts, Ent. & Rec.	16,550	18,400	19,090	19,430	20,010	20,580	15,270	16,250	20,010	20,400	1.9%	-0.9%
Retail**	9,440	10,770	10,980	11,190	11,360	11,420	11,230	11,590	11,890	11,740	-1.2%	2.9%
Ground Tran.	2,020	2,200	2,180	2,240	2,240	2,320	2,150	2,130	2,390	2,360	-1.3%	1.6%
Visitor Air Tran.	1,960	2,050	2,190	2,210	2,330	2,320	1,980	2,000	1,950	1,980	1.9%	-14.3%
Other Travel*	5,060	5,640	6,040	6,000	6,370	6,420	4,770	4,490	4,750	4,740	-0.2%	-26.1%
<b>TOTAL</b>	<b>85,590</b>	<b>105,550</b>	<b>109,850</b>	<b>112,190</b>	<b>115,980</b>	<b>118,480</b>	<b>93,840</b>	<b>100,520</b>	<b>116,500</b>	<b>118,680</b>	<b>1.9%</b>	<b>0.2%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	90	203	214	228	236	243	156	217	266	265	-0.4%	9.1%
State Tax Receipts	152	264	283	323	341	357	252	314	375	385	2.9%	7.8%
<b>TOTAL</b>	<b>242</b>	<b>467</b>	<b>497</b>	<b>550</b>	<b>577</b>	<b>601</b>	<b>407</b>	<b>531</b>	<b>641</b>	<b>651</b>	<b>1.5%</b>	<b>8.3%</b>

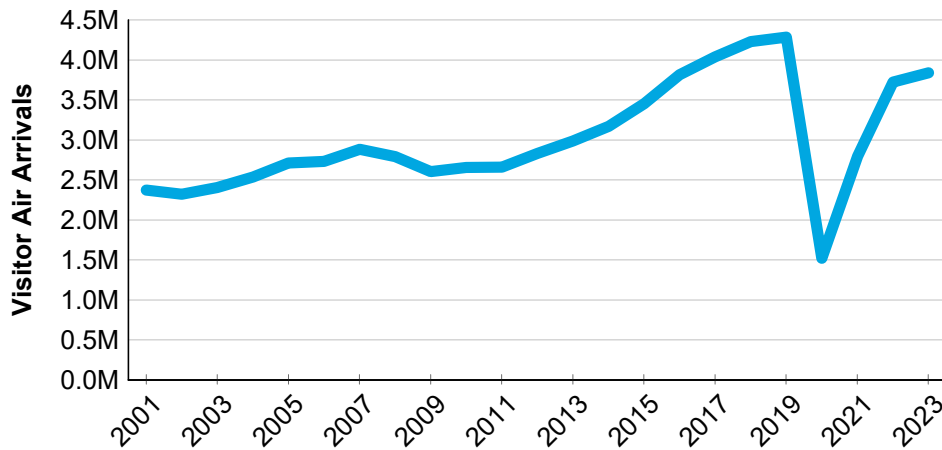
**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

# Oregon / Visitor Volume

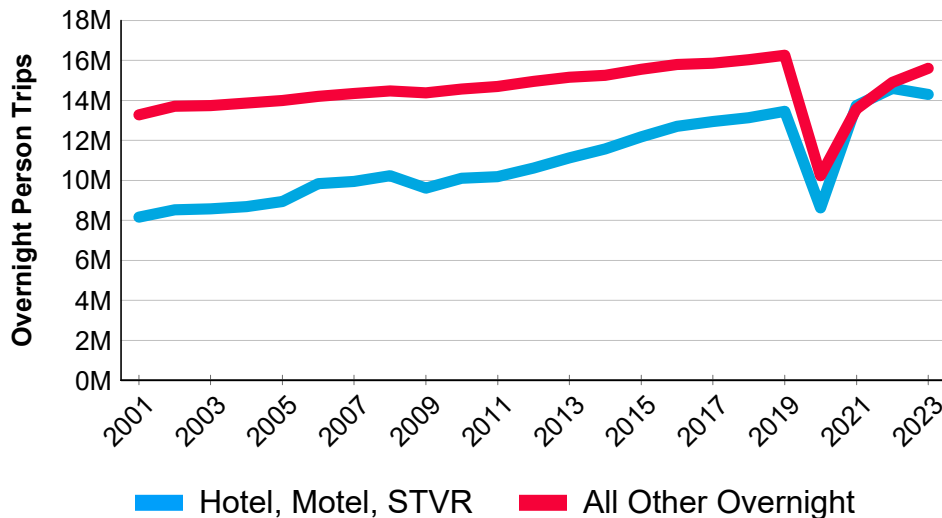
## Air Passenger Visitor Arrivals / U.S. Air Carriers



In 2023, Oregon welcomed 3.8 million U.S. visitors who traveled to the state by plane, a 3% increase compared to the previous year. This is still 450,000 less than the visitors who traveled to Oregon by plane in 2019.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

## Overnight Volume



Overall, overnight-visitor volume grew by 1.4% in 2023 compared to the previous year. The number of visitors who stayed in a hotel, motel, or STVR decreased by 2% and the number of visitors who camped, stayed with friends and family, or stayed in a second home grew by 4.7%

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

# Oregon / Visitor Volume

## Visitor Details, 2023p

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, 2023p

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Hotel, Motel, STVR</b>						
All Modes of Transport	\$228	\$560	\$542	\$1,353	2.4	2.5
Air	\$251	\$872	\$484	\$1,682	1.9	3.5
Other	\$175	\$402	\$439	\$1,009	2.5	2.3
<b>Private Home</b>						
All Modes of Transport	\$54	\$219	\$121	\$501	2.2	4.1
Air	\$82	\$537	\$141	\$926	1.7	6.6
Other	\$42	\$155	\$100	\$370	2.4	3.7
<b>Other Overnight</b>						
All Modes of Transport	\$46	\$171	\$145	\$536	3.1	3.7
<b>All Overnight</b>						
All Modes of Transport	\$97	\$323	\$238	\$802	2.4	3.4

## Overnight-Visitor Volume, 2021-2023p

	Person-Nights (Millions)			Party-Nights (Millions)		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	35.9	38.4	37.8	13.4	15.1	15.3
Private Home	45.0	44.7	44.6	21.2	20.5	20.0
Other Overnight	13.6	15.8	17.0	5.2	5.3	5.4
<b>All Overnight</b>	<b>94.5</b>	<b>98.8</b>	<b>99.4</b>	<b>39.8</b>	<b>40.9</b>	<b>40.7</b>

	Person-Trips (Millions)			Party-Trips (Millions)		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	13.7	14.6	14.3	5.1	5.7	5.8
Private Home	9.9	10.6	11.0	4.6	4.7	4.8
Other Overnight	3.7	4.3	4.6	1.4	1.4	1.5
<b>All Overnight</b>	<b>27.3</b>	<b>29.5</b>	<b>29.9</b>	<b>11.1</b>	<b>11.9</b>	<b>12.0</b>

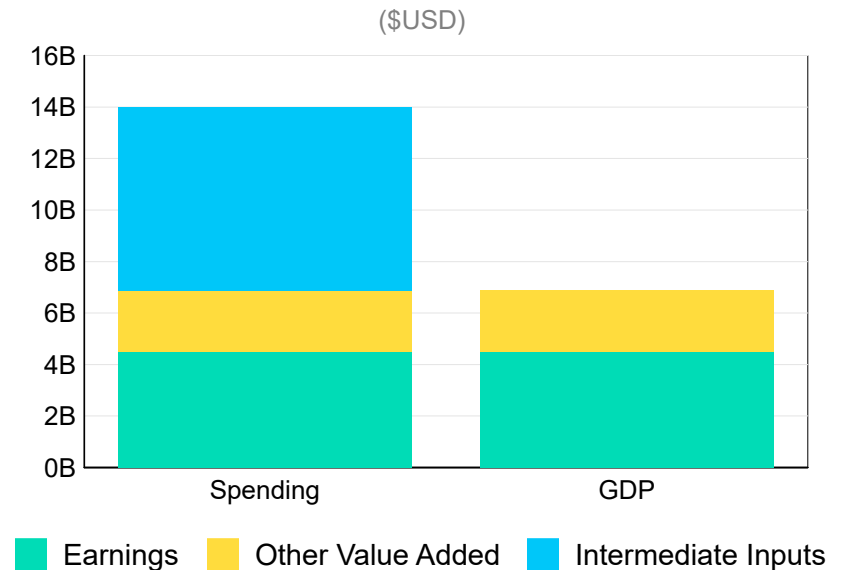
# Oregon / GDP

## Travel Industry GDP, 2023p

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 \$6.9 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.

**Travel Spending and GDP of Travel Industry**



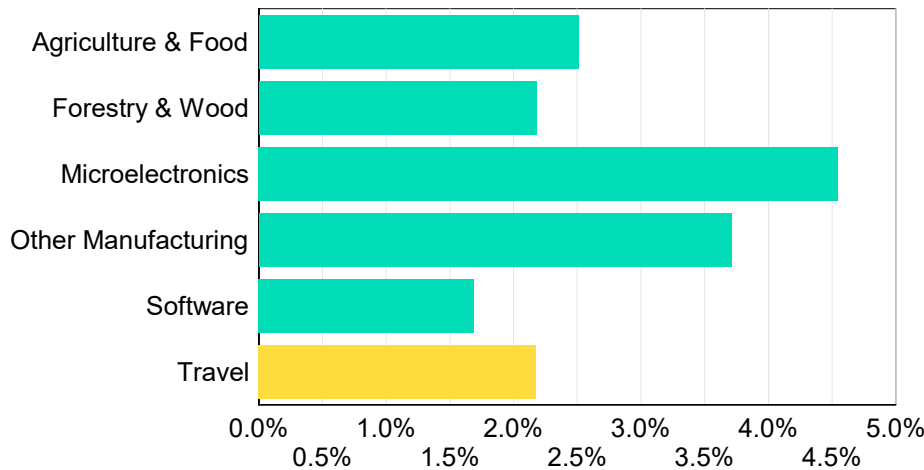
# Oregon / GDP

## Oregon Export-Oriented Industries, 2023p

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, 2023



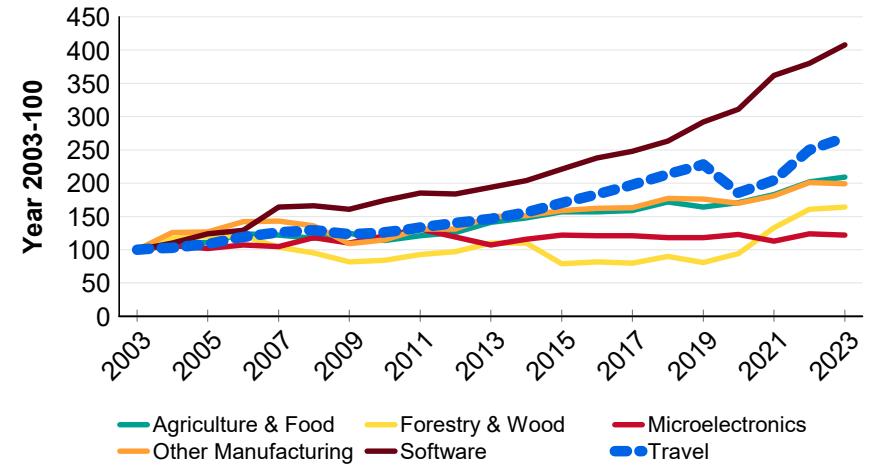
A comparison of the GDPs of the leading export-oriented industries in Oregon is shown for 2023. It should be noted that the largest industry, microelectronics, is concentrated in the urbanized areas of Oregon, primarily Washington County. The primary export-oriented industries in most rural counties 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

**Sources:** Dean Runyan Associates, Bureau of Economic Analysis.

**Note:** "Other Manufacturing" is not a distinct industry, accounting for the remaining manufacturing categories not covered by, "Agriculture & Food", "Forestry & Wood", or "Microelectronics", shown for comparative purposes only. Most current data available is for 2023. GDP estimates by Dean Runyan Associates.

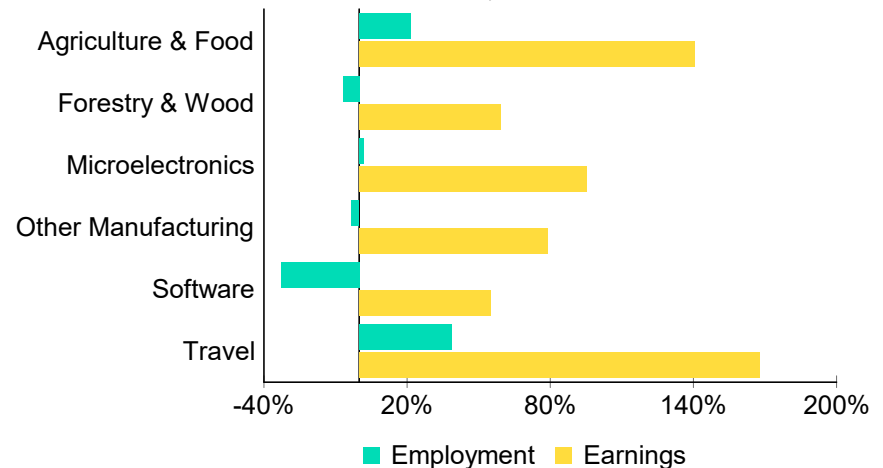
### Change in Oregon GDP

Selected Industries, 2003-2023



### Change in Earnings and Employment

Selected Industries, 2003-2023



# Oregon / Secondary Effects

Travel spending brings money into many Oregon communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This respending of travel-related revenues creates indirect and induced impacts.

**Direct** impacts represent effects attributable to traveler expenditures.

**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.

The impacts in this section are presented in 11 major industry groups. These industry groups are similar but not identical to the business categories presented elsewhere in this report.

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Oregon and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

## Largest Secondary Industries, 2023p

**Professional Services** (12,120 jobs and \$868 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** (9,120 jobs and \$656 million in earnings) The secondary effects are primarily induced, such as travel industry employees, personal use of medical services.

**Financial Activities** (7,320 jobs and \$397 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

**Other Services** (3,660 jobs and \$224 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance and business services.

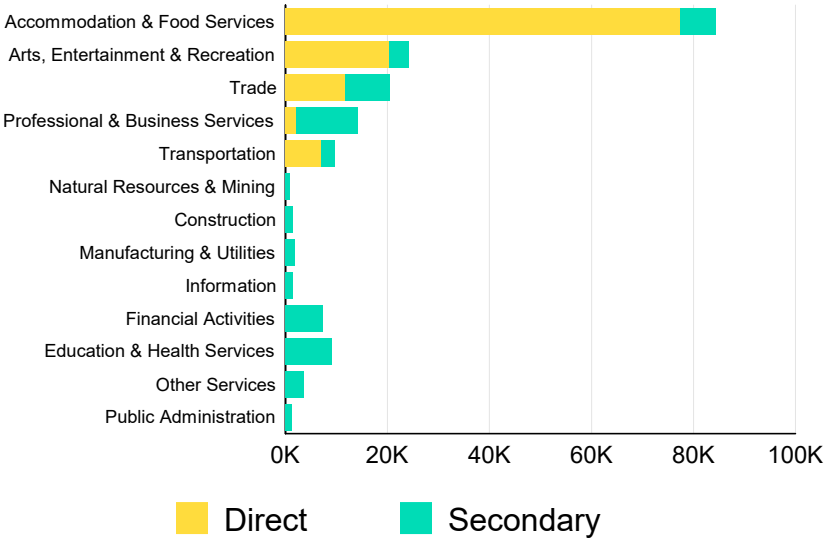


# Oregon / Secondary Effects

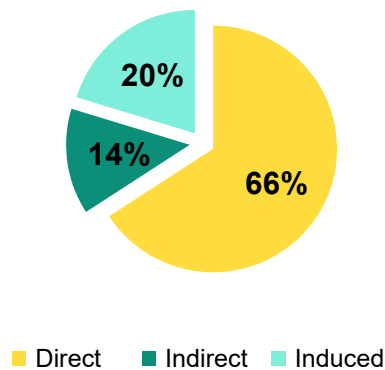
## Total Employment, 2023p

### Direct & Secondary Employment

(Jobs)



### Share of Total Employment



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	77,430	2,670	4,200	6,870	84,310
Arts, Entertainment & Recreation	20,400	2,550	1,320	3,870	24,270
Trade	11,750	910	7,760	8,670	20,420
Transportation	7,050	1,740	950	2,690	9,740
Professional & Business Services	2,040	8,510	3,620	12,120	14,170
Natural Resources & Mining	0	520	400	920	920
Construction	0	770	750	1,520	1,520
Manufacturing & Utilities	0	1,170	740	1,920	1,920
Information	0	1,040	570	1,610	1,610
Financial Activities	0	3,340	3,980	7,320	7,320
Education & Health Services	0	170	8,950	9,120	9,120
Other Services	0	990	2,670	3,660	3,660
Public Administration	0	840	490	1,330	1,330
<b>All Industries</b>	<b>118,670</b>	<b>25,230</b>	<b>36,390</b>	<b>61,620</b>	<b>180,290</b>

Values may not add to totals due to rounding.



**MOST DIRECT JOBS**  
Accommodation & Food Services



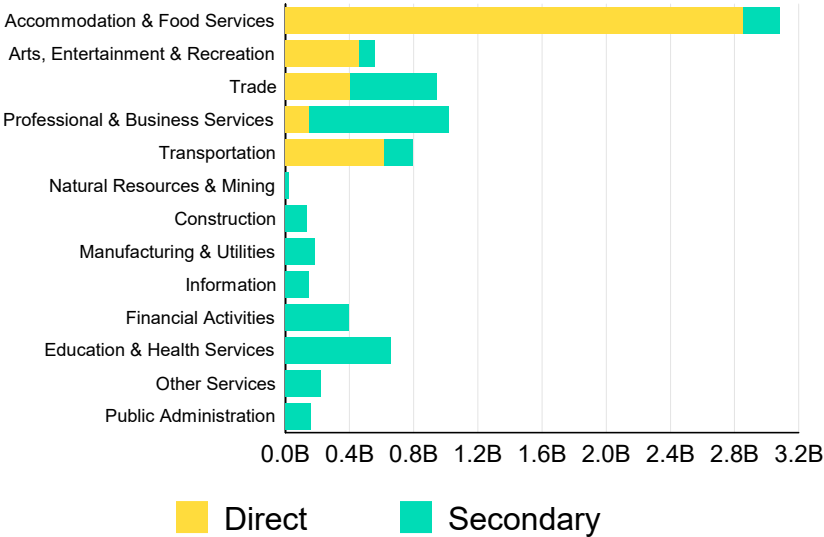
**MOST SECONDARY JOBS**  
Professional & Business Services

# Oregon / Secondary Effects

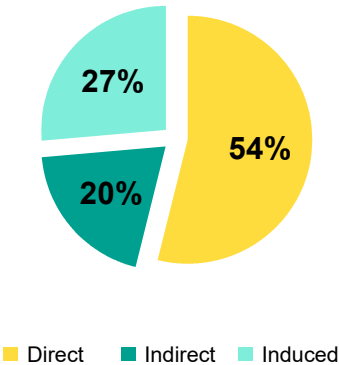
## Total Earnings, 2023p

### Direct & Secondary Earnings

(\$USD)



### Share of Total Earnings



Percent may not sum to 100% due to rounding.

Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	2,853	88	138	226	3,079
Transportation	616	112	68	181	796
Arts, Entertainment & Recreation	463	61	36	97	559
Trade	404	93	449	542	946
Professional & Business Services	151	617	250	868	1,019
Natural Resources & Mining	0	11	13	24	24
Construction	0	67	64	132	132
Manufacturing & Utilities	0	115	71	186	186
Information	0	97	53	149	149
Financial Activities	0	182	215	397	397
Education & Health Services	0	6	650	656	656
Other Services	0	83	141	224	224
Public Administration	0	101	58	158	158
<b>All Industries</b>	<b>4,486</b>	<b>1,632</b>	<b>2,207</b>	<b>3,840</b>	<b>8,325</b>

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

**MOST DIRECT EARNINGS**  
Accommodation & Food Services

**MOST SECONDARY EARNINGS**  
Professional & Business Services





# Region Impacts

2023p

# 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

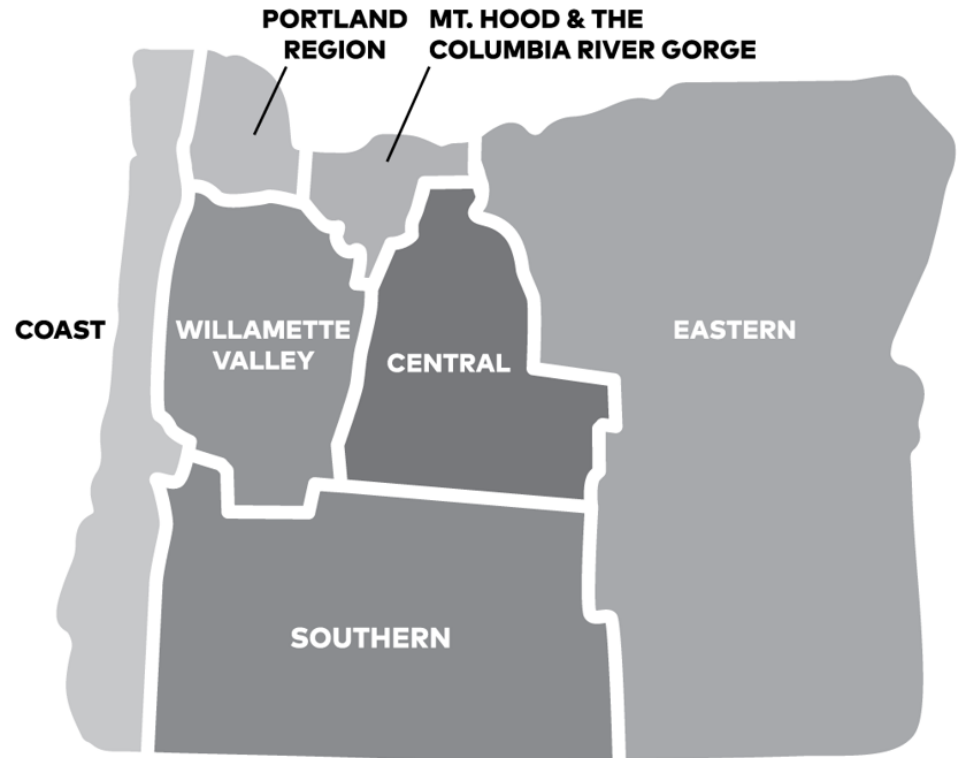
Coos  
Curry

## Southern Oregon

East Douglas  
Jackson  
Josephine  
Klamath  
Lake

## Willamette Valley

Benton  
South Clackamas  
East Lane  
Linn  
Marion  
Polk  
Yamhill



# Region / Summary

## Direct Travel Impacts, 2023p

	Travel Spending		Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
	Total (Millions)	Visitor (Millions)					
Willamette Valley	\$2,531	\$2,249	\$696	22,910	\$32	\$71	\$103
Oregon Coast	\$2,405	\$2,380	\$891	25,300	\$46	\$71	\$117
North Coast	\$862	\$856	\$361	9,230	\$20	\$27	\$46
Central Coast	\$965	\$938	\$332	9,760	\$20	\$27	\$47
South Coast	\$578	\$568	\$198	6,300	\$7	\$17	\$23
Portland Region	\$5,366	\$3,875	\$1,716	34,330	\$122	\$137	\$260
Southern Oregon	\$1,406	\$1,284	\$414	12,780	\$20	\$38	\$58
Central Oregon	\$1,293	\$1,175	\$390	10,650	\$27	\$35	\$62
Eastern Oregon	\$539	\$522	\$183	6,900	\$8	\$16	\$24
Mt. Hood & CRG*	\$513	\$491	\$195	5,800	\$10	\$16	\$26

**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 / Summary

## Overnight-Visitor Volume, 2023p

	Nights		Trips	
	Person	Party	Person	Party
Willamette Valley	21,678,480	8,693,270	7,137,950	2,829,130
Oregon Coast	17,607,230	6,371,880	5,753,880	2,110,530
North Coast	5,981,130	2,154,510	1,980,830	723,650
Central Coast	6,849,470	2,467,970	2,260,770	827,790
South Coast	4,776,640	1,749,390	1,682,710	626,570
Portland Region	26,319,250	12,783,540	8,290,870	3,900,410
Southern Oregon	13,162,210	5,008,180	4,152,230	1,579,000
Central Oregon	10,885,320	4,118,020	3,432,850	1,292,640
Eastern Oregon	5,646,080	2,121,060	2,124,600	808,890
Mt. Hood & Columbia River Gorge	4,085,410	1,578,370	1,355,390	521,780

**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 / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$145,951
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$29
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$219
Visitor Shares	
Travel Share of Total Employment (2023)	3%
Overnight-Visitor Day Share of Resident Population*	5%

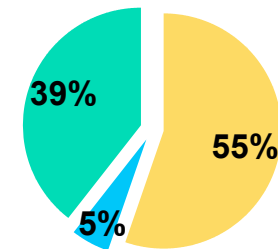
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

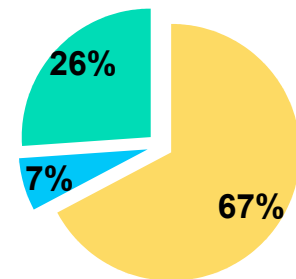
Visitors staying in hotel, motel or short term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 Share of Overnight-Visitor Spending

### Willamette Valley Region



### Oregon



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

Percentages may not sum to 100% due to rounding.

# Willamette Valley / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	1,102.5	1,741.0	1,816.2	1,879.8	1,995.0	2,058.3	1,041.6	2,069.6	2,503.9	2,531.1	▲ 1.1%	▲ 4.2%
Other	100.2	219.9	234.9	251.5	284.6	286.7	159.8	224.6	315.0	281.7	▼ -10.6%	▲ 5.3%
Visitor	1,002.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,845.0	2,188.8	2,249.4	▲ 2.8%	▲ 4.1%
<b>Earnings (\$Millions)</b>												
Earnings	271.7	456.6	493.8	520.6	565.5	596.4	487.0	561.4	677.2	696.1	▲ 2.8%	▲ 4.8%
<b>Employment (Jobs)</b>												
Employment	16,420	20,700	21,520	21,900	22,790	23,230	18,020	19,940	23,160	22,910	▼ -1.1%	▲ 1.7%
<b>Tax Revenue (\$Millions)</b>												
Total	38.7	68.7	73.8	80.6	84.9	88.6	58.7	85.4	101.9	103.3	▲ 1.4%	▲ 5.0%
Local	8.7	19.2	20.9	21.5	22.4	23.8	15.6	25.5	31.5	32.4	▲ 2.9%	▲ 6.8%
State	30.0	49.5	52.9	59.2	62.5	64.9	43.0	60.0	70.4	70.9	▲ 0.7%	▲ 4.4%

**Notes:**

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

Calendar year 2021 and 2022 have been revised with the release of this report.

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

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

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

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





# Willamette Valley / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	1,002.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,845.0	2,188.8	2,249.4	2.8%	27.0%
Other Travel*	100.2	219.9	234.9	251.5	284.6	286.7	159.8	224.6	315.0	281.7	-10.6%	-1.7%
<b>TOTAL</b>	<b>1,102.5</b>	<b>1,741.0</b>	<b>1,816.2</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>2,503.9</b>	<b>2,531.1</b>	<b>1.1%</b>	<b>23.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	304.6	568.6	609.2	627.8	658.1	685.5	317.2	701.4	908.9	944.3	3.9%	37.8%
Hotel, Motel**								639.5	835.4	867.0	3.8%	
STVR**								61.9	73.5	77.3	5.2%	
Private Home	318.8	459.7	468.9	484.0	510.7	525.2	291.5	573.6	634.2	632.9	-0.2%	20.5%
Campground	42.4	56.3	57.5	58.1	60.8	63.4	50.9	56.3	63.3	69.1	9.2%	9.1%
Second Home	9.0	14.2	14.3	14.8	15.4	15.8	12.9	14.6	16.2	16.7	3.0%	5.7%
Day Travel	327.4	422.2	431.5	443.6	465.3	481.8	209.3	499.1	566.3	586.3	3.5%	21.7%
<b>TOTAL</b>	<b>1,002.2</b>	<b>1,521.0</b>	<b>1,581.3</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>2,188.8</b>	<b>2,249.4</b>	<b>2.8%</b>	<b>27.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	121.5	247.6	274.4	284.2	283.3	293.6	173.8	335.9	415.9	430.8	3.6%	46.7%
Food Service	245.0	409.7	434.7	448.5	474.8	501.9	232.5	502.0	570.2	612.8	7.5%	22.1%
Food Stores	102.8	155.3	156.6	156.3	160.4	165.6	99.4	188.7	213.0	222.3	4.3%	34.2%
Local Tran. & Gas	130.7	210.0	203.2	219.5	254.1	258.5	110.7	247.8	326.5	308.6	-5.5%	19.4%
Arts, Ent. & Rec.	211.1	256.4	263.4	267.4	276.4	283.9	129.7	277.3	310.5	327.1	5.3%	15.2%
Retail Sales	168.7	199.6	203.9	203.5	208.1	213.0	112.7	239.6	261.7	262.5	0.3%	23.2%
Visitor Air Tran.	22.5	42.4	45.1	49.0	53.3	55.0	22.9	53.6	91.0	85.3	-6.3%	55.1%
<b>TOTAL</b>	<b>1,002.2</b>	<b>1,521.0</b>	<b>1,581.3</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>2,188.8</b>	<b>2,249.4</b>	<b>2.8%</b>	<b>27.0%</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 ground transportation of visitors traveling to other Oregon destinations.

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

# Willamette Valley / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	150.6	272.4	295.5	314.8	342.7	364.6	290.0	351.3	430.0	448.6	4.3%	23.0%
Arts, Ent. & Rec.	65.7	81.9	85.6	88.9	95.1	101.2	81.2	90.7	114.9	120.0	4.4%	18.6%
Retail**	35.7	50.2	52.7	54.6	57.5	59.9	60.0	64.9	70.2	71.2	1.5%	18.9%
Ground Tran.	5.6	8.1	8.7	9.0	9.7	10.6	7.4	10.9	12.2	12.9	6.3%	21.3%
Visitor Air Tran.	1.3	1.9	2.1	2.3	2.5	2.6	2.5	2.6	2.9	3.2	11.6%	26.3%
Other Travel*	12.8	42.2	49.3	51.0	57.9	57.5	45.8	41.0	47.1	40.1	-14.8%	-30.2%
<b>TOTAL</b>	<b>271.7</b>	<b>456.6</b>	<b>493.8</b>	<b>520.6</b>	<b>565.5</b>	<b>596.4</b>	<b>487.0</b>	<b>561.4</b>	<b>677.2</b>	<b>696.1</b>	<b>2.8%</b>	<b>16.7%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	9,170	11,830	12,280	12,560	13,040	13,340	10,330	11,930	13,880	13,760	-0.9%	3.1%
Arts, Ent. & Rec.	4,550	5,210	5,440	5,530	5,780	5,960	4,320	4,670	5,820	5,850	0.5%	-1.8%
Retail**	1,880	2,130	2,150	2,180	2,210	2,240	2,070	2,170	2,260	2,220	-1.6%	-0.9%
Ground Tran.	240	240	250	240	250	260	190	280	260	260	0.0%	-0.4%
Visitor Air Tran.	40	40	50	50	50	50	50	50	50	50	-0.9%	-3.6%
Other Travel*	540	1,240	1,350	1,340	1,450	1,370	1,060	850	890	770	-13.6%	-44.1%
<b>TOTAL</b>	<b>16,420</b>	<b>20,700</b>	<b>21,520</b>	<b>21,900</b>	<b>22,790</b>	<b>23,230</b>	<b>18,020</b>	<b>19,940</b>	<b>23,160</b>	<b>22,910</b>	<b>-1.1%</b>	<b>-1.4%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	8.7	19.2	20.9	21.5	22.4	23.8	15.6	25.5	31.5	32.4	2.9%	36.6%
State Tax Receipts	30.0	49.5	52.9	59.2	62.5	64.9	43.0	60.0	70.4	70.9	0.7%	9.2%
<b>TOTAL</b>	<b>38.7</b>	<b>68.7</b>	<b>73.8</b>	<b>80.6</b>	<b>84.9</b>	<b>88.6</b>	<b>58.7</b>	<b>85.4</b>	<b>101.9</b>	<b>103.3</b>	<b>1.4%</b>	<b>16.6%</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.

# Willamette Valley / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$174	\$369	\$425	\$913	2.4	2.1
Private Home	\$46	\$162	\$111	\$401	2.4	3.6
Other Overnight	\$48	\$181	\$155	\$579	3.2	3.7
<b>All Overnight</b>	<b>\$77</b>	<b>\$233</b>	<b>\$191</b>	<b>\$588</b>	<b>2.5</b>	<b>3.1</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	5,411,930	6,049,520	6,095,690	2,002,060	2,377,020	2,460,730
Private Home	13,828,570	13,828,950	13,809,310	5,984,010	5,808,750	5,677,940
Other Overnight	1,377,770	1,597,810	1,773,470	519,390	530,260	554,590
<b>All Overnight</b>	<b>20,618,270</b>	<b>21,476,270</b>	<b>21,678,480</b>	<b>8,505,460</b>	<b>8,716,040</b>	<b>8,693,270</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	2,466,760	2,746,630	2,754,050	905,040	1,069,800	1,103,590
Private Home	3,486,870	3,761,330	3,909,430	1,488,490	1,549,900	1,577,280
Other Overnight	375,120	429,930	474,470	141,210	142,540	148,260
<b>All Overnight</b>	<b>6,328,750</b>	<b>6,937,900</b>	<b>7,137,950</b>	<b>2,534,740</b>	<b>2,762,240</b>	<b>2,829,130</b>

# Oregon Coast / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$146,722
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	\$1,187
Visitor Shares	
Travel Share of Total Employment (2023)	19%
Overnight-Visitor Day Share of Resident Population*	21%

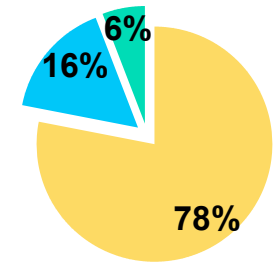
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

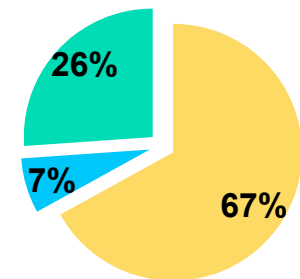
Visitors staying in hotel, motel or short term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 Share of Overnight-Visitor Spending

### Oregon Coast Region



### Oregon



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

Percentages may not sum to 100% due to rounding.

# Oregon Coast / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	1,180.1	1,871.9	1,942.8	1,985.3	2,064.2	2,138.4	1,499.9	1,944.2	2,388.1	2,404.9	▲ 0.7%	▲ 3.6%
Other	17.9	22.7	25.4	26.0	30.5	29.8	26.8	23.3	27.5	24.5	▼ -11.2%	▲ 1.6%
Visitor	1,162.2	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,920.8	2,360.6	2,380.4	▲ 0.8%	▲ 3.6%
<b>Earnings (\$Millions)</b>												
Earnings	329.6	543.9	578.9	612.4	674.3	721.6	632.5	709.9	835.0	890.8	▲ 6.7%	▲ 5.1%
<b>Employment (Jobs)</b>												
Employment	18,430	21,470	22,260	22,610	23,460	24,180	20,290	21,870	24,770	25,300	▲ 2.1%	▲ 1.6%
<b>Tax Revenue (\$Millions)</b>												
Total	40.5	74.9	78.9	87.3	93.8	97.6	90.4	103.7	117.3	117.3	▼ 0.0%	▲ 5.5%
Local	13.9	28.6	29.8	31.6	34.4	35.4	38.5	44.3	48.2	46.3	▼ -3.9%	▲ 6.2%
State	26.6	46.3	49.1	55.7	59.4	62.3	51.9	59.5	69.2	71.0	▲ 2.6%	▲ 5.0%

**Notes:**

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

Calendar year 2021 and 2022 have been revised with the release of this report.

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

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

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

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

# Oregon Coast / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	1,162.2	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,920.8	2,360.6	2,380.4	0.8%	12.9%
Other Travel*	17.9	22.7	25.4	26.0	30.5	29.8	26.8	23.3	27.5	24.5	-11.2%	-17.8%
<b>TOTAL</b>	<b>1,180.1</b>	<b>1,871.9</b>	<b>1,942.8</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>2,388.1</b>	<b>2,404.9</b>	<b>0.7%</b>	<b>12.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	456.9	914.6	961.9	991.9	1,027.2	1,065.1	908.0	1,180.0	1,328.3	1,310.4	-1.4%	23.0%
Hotel, Motel**								753.9	845.8	824.1	-2.6%	
STVR**								426.1	482.6	486.3	0.8%	
Private Home	64.4	83.4	84.1	85.6	89.5	91.8	102.8	103.0	99.1	99.9	0.8%	8.8%
Campground	148.6	183.6	188.2	189.5	197.5	205.8	142.2	165.7	178.0	186.1	4.5%	-9.6%
Second Home	47.9	63.9	64.3	66.7	69.3	71.0	57.9	71.8	79.0	81.8	3.5%	15.3%
Day Travel	444.5	603.7	619.0	625.6	650.2	674.9	262.2	400.3	676.1	702.2	3.9%	4.0%
<b>TOTAL</b>	<b>1,162.2</b>	<b>1,849.1</b>	<b>1,917.4</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>2,360.6</b>	<b>2,380.4</b>	<b>0.8%</b>	<b>12.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	232.7	445.7	468.9	489.5	497.2	509.1	546.8	744.8	824.8	802.0	-2.8%	57.5%
Food Service	295.8	532.4	566.6	579.3	606.7	642.9	371.2	444.5	565.5	600.7	6.2%	-6.6%
Food Stores	127.5	186.7	188.7	186.3	190.0	197.2	132.1	178.4	229.0	240.2	4.9%	21.8%
Local Tran. & Gas	107.8	180.7	174.2	188.7	214.4	218.6	123.7	176.1	245.3	231.1	-5.8%	5.7%
Arts, Ent. & Rec.	192.5	252.2	262.2	261.9	268.1	276.5	146.3	174.8	223.0	232.8	4.4%	-15.8%
Retail Sales	202.9	247.5	253.2	250.5	254.1	260.9	151.6	198.6	268.2	268.7	0.2%	3.0%
Visitor Air Tran.	3.1	4.0	3.6	3.1	3.2	3.3	1.5	3.7	4.8	4.9	2.1%	49.4%
<b>TOTAL</b>	<b>1,162.2</b>	<b>1,849.1</b>	<b>1,917.4</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>2,360.6</b>	<b>2,380.4</b>	<b>0.8%</b>	<b>12.9%</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 ground transportation of visitors traveling to other Oregon destinations.

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

# Oregon Coast / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	217.7	391.0	416.9	445.8	497.5	536.2	453.9	518.8	621.6	675.9	8.7%	26.1%
Arts, Ent. & Rec.	55.0	71.0	74.6	76.3	80.6	86.2	72.2	80.4	96.4	97.0	0.6%	12.5%
Retail**	43.3	60.9	64.0	65.7	68.8	71.2	80.7	88.2	90.1	90.9	0.9%	27.7%
Ground Tran.	4.3	7.5	8.3	8.7	9.1	9.9	9.3	7.5	9.8	10.6	8.0%	6.2%
Visitor Air Tran.	1.4	3.3	3.6	3.9	4.4	4.3	4.2	4.4	4.4	4.8	9.1%	12.2%
Other Travel*	7.8	10.2	11.5	12.0	13.9	13.7	12.2	10.6	12.7	11.5	-8.8%	-15.8%
<b>TOTAL</b>	<b>329.6</b>	<b>543.9</b>	<b>578.9</b>	<b>612.4</b>	<b>674.3</b>	<b>721.6</b>	<b>632.5</b>	<b>709.9</b>	<b>835.0</b>	<b>890.8</b>	<b>6.7%</b>	<b>23.4%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	11,740	14,320	14,920	15,320	16,000	16,650	13,570	14,960	17,160	17,690	3.1%	6.3%
Arts, Ent. & Rec.	3,950	4,000	4,090	4,050	4,170	4,260	3,400	3,570	4,340	4,390	1.1%	2.9%
Retail**	2,340	2,620	2,690	2,680	2,700	2,700	2,830	2,950	2,850	2,820	-1.1%	4.5%
Ground Tran.	190	220	230	230	230	240	230	180	200	200	1.6%	-15.1%
Visitor Air Tran.	40	60	60	60	60	60	60	60	50	50	-3.1%	-14.3%
Other Travel*	180	250	270	270	300	270	200	150	160	140	-10.9%	-47.6%
<b>TOTAL</b>	<b>18,430</b>	<b>21,470</b>	<b>22,260</b>	<b>22,610</b>	<b>23,460</b>	<b>24,180</b>	<b>20,290</b>	<b>21,870</b>	<b>24,770</b>	<b>25,300</b>	<b>2.1%</b>	<b>4.6%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	13.9	28.6	29.8	31.6	34.4	35.4	38.5	44.3	48.0	46.1	-4.0%	30.3%
State Tax Receipts	26.6	46.3	49.1	55.7	59.4	62.3	51.9	59.5	69.2	71.0	2.6%	14.0%
<b>TOTAL</b>	<b>40.5</b>	<b>74.9</b>	<b>78.9</b>	<b>87.3</b>	<b>93.8</b>	<b>97.6</b>	<b>90.4</b>	<b>103.7</b>	<b>117.1</b>	<b>117.0</b>	<b>-0.1%</b>	<b>19.9%</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.

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

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



# Oregon Coast / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$246	\$559	\$620	\$1,411	2.5	2.3
Private Home	\$37	\$138	\$93	\$349	2.5	3.8
Other Overnight	\$46	\$167	\$143	\$521	3.1	3.6
<b>All Overnight</b>	<b>\$95</b>	<b>\$292</b>	<b>\$263</b>	<b>\$795</b>	<b>2.8</b>	<b>3.0</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	9,091,930	9,196,670	9,037,230	3,264,780	3,424,820	3,422,990
Private Home	2,982,390	2,726,150	2,722,280	1,253,750	1,101,520	1,077,860
Other Overnight	4,835,640	5,467,350	5,847,730	1,859,970	1,854,010	1,871,030
<b>All Overnight</b>	<b>16,909,960</b>	<b>17,390,170</b>	<b>17,607,230</b>	<b>6,378,500</b>	<b>6,380,350</b>	<b>6,371,880</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	3,516,620	3,517,490	3,422,600	1,265,210	1,319,460	1,309,800
Private Home	704,420	697,120	724,580	295,640	281,010	286,220
Other Overnight	1,347,500	1,509,440	1,606,690	518,340	512,160	514,510
<b>All Overnight</b>	<b>5,568,540</b>	<b>5,724,050</b>	<b>5,753,880</b>	<b>2,079,180</b>	<b>2,112,630</b>	<b>2,110,530</b>



# North Coast / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$142,366
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$42
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$1,572
Visitor Shares	
Travel Share of Total Employment (2023)	22%
Overnight-Visitor Day Share of Resident Population*	24%

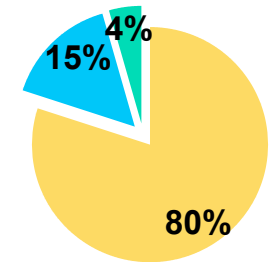
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

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

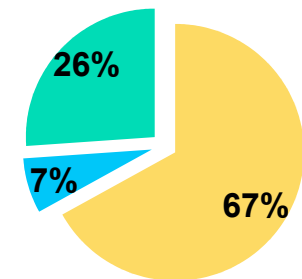
Visitors staying in hotel, motel or short term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 Share of Overnight-Visitor Spending

### North Coast Region



### Oregon



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

Percentages may not sum to 100% due to rounding.

# North Coast / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	446.6	768.3	778.0	793.8	824.7	850.7	595.7	704.3	838.1	862.0	▲ 2.9%	▲ 3.3%
Other	10.1	5.0	3.7	4.2	4.8	4.9	2.3	4.4	6.1	5.6	▼ -7.9%	▼ -2.9%
Visitor	436.4	763.3	774.3	789.6	819.8	845.9	593.4	699.9	832.0	856.4	▲ 2.9%	▲ 3.4%
<b>Earnings (\$Millions)</b>												
Earnings	128.2	225.2	236.7	254.9	285.9	307.9	257.3	292.1	331.7	361.4	▲ 8.9%	▲ 5.3%
<b>Employment (Jobs)</b>												
Employment	6,480	7,980	8,180	8,430	8,800	9,180	7,490	8,220	8,980	9,230	▲ 2.8%	▲ 1.8%
<b>Tax Revenue (\$Millions)</b>												
Total	15.3	31.7	32.9	36.4	39.2	40.9	39.4	41.3	45.1	46.4	▲ 2.9%	▲ 5.7%
Local	5.5	13.3	13.7	14.4	15.5	16.1	18.7	18.7	19.7	19.7	▼ 0.0%	▲ 6.6%
State	9.8	18.4	19.2	22.0	23.7	24.9	20.7	22.7	25.4	26.7	▲ 5.2%	▲ 5.1%

**Notes:**

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

Calendar year 2021 and 2022 have been revised with the release of this report.

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

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

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

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



# North Coast / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	436.4	763.3	774.3	789.6	819.8	845.9	593.4	699.9	832.0	856.4	2.9%	1.3%
Other Travel*	10.1	5.0	3.7	4.2	4.8	4.9	2.3	4.4	6.1	5.6	-7.9%	14.4%
<b>TOTAL</b>	<b>446.6</b>	<b>768.3</b>	<b>778.0</b>	<b>793.8</b>	<b>824.7</b>	<b>850.7</b>	<b>595.7</b>	<b>704.3</b>	<b>838.1</b>	<b>862.0</b>	<b>2.9%</b>	<b>1.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	159.8	371.5	378.4	388.2	403.5	414.6	380.8	419.7	446.5	456.6	2.2%	10.1%
Hotel, Motel**								235.9	247.9	257.4	3.8%	
STVR**								183.8	198.6	199.1	0.3%	
Private Home	15.3	20.5	20.6	21.4	22.4	23.0	24.1	26.1	25.1	25.3	0.9%	10.3%
Campground	47.0	57.6	59.1	59.5	62.0	64.6	38.4	44.9	50.4	50.7	0.4%	-21.6%
Second Home	20.9	27.7	27.9	29.0	30.0	30.8	25.3	32.9	36.2	37.5	3.7%	21.8%
Day Travel	193.4	285.9	288.2	291.5	302.0	312.9	124.8	176.3	273.8	286.3	4.6%	-8.5%
<b>TOTAL</b>	<b>436.4</b>	<b>763.3</b>	<b>774.3</b>	<b>789.6</b>	<b>819.8</b>	<b>845.9</b>	<b>593.4</b>	<b>699.9</b>	<b>832.0</b>	<b>856.4</b>	<b>2.9%</b>	<b>1.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	83.2	182.4	190.3	197.9	204.0	207.2	241.6	282.7	298.3	298.0	-0.1%	43.9%
Food Service	119.5	233.1	240.5	245.7	256.5	270.4	148.5	165.5	207.2	224.5	8.3%	-17.0%
Food Stores	46.6	72.9	72.3	71.5	72.7	75.2	46.6	62.5	79.7	83.7	5.0%	11.3%
Local Tran. & Gas	35.4	65.7	61.8	66.5	75.3	76.4	44.3	55.4	74.5	71.8	-3.7%	-6.0%
Arts, Ent. & Rec.	69.8	101.5	102.2	102.0	104.1	106.9	52.0	58.2	72.2	76.6	6.2%	-28.3%
Retail Sales	81.9	107.6	107.3	106.1	107.3	109.8	60.3	75.5	100.1	101.8	1.7%	-7.3%
<b>TOTAL</b>	<b>436.4</b>	<b>763.3</b>	<b>774.3</b>	<b>789.6</b>	<b>819.8</b>	<b>845.9</b>	<b>593.4</b>	<b>699.9</b>	<b>832.0</b>	<b>856.4</b>	<b>2.9%</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 ground transportation of visitors traveling to other Oregon destinations.

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

# North Coast / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	85.8	167.2	176.7	193.3	220.6	239.3	192.2	219.2	256.8	284.3	10.7%	18.8%
Arts, Ent. & Rec.	20.8	29.1	30.8	31.5	33.3	35.5	30.5	34.8	36.4	37.7	3.6%	6.4%
Retail**	16.5	24.9	25.6	26.3	28.0	28.8	30.6	35.1	34.9	35.4	1.4%	22.8%
Ground Tran.	1.7	3.2	3.4	3.6	3.7	4.0	3.6	2.7	3.4	3.7	10.3%	-8.1%
Other Travel*	3.4	0.7	0.2	0.2	0.2	0.3	0.3	0.4	0.2	0.2	-5.2%	-11.9%
<b>TOTAL</b>	<b>128.2</b>	<b>225.2</b>	<b>236.7</b>	<b>254.9</b>	<b>285.9</b>	<b>307.9</b>	<b>257.3</b>	<b>292.1</b>	<b>331.7</b>	<b>361.4</b>	<b>8.9%</b>	<b>17.4%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	4,290	5,560	5,780	6,030	6,400	6,700	5,270	5,780	6,550	6,840	4.5%	2.1%
Arts, Ent. & Rec.	1,170	1,230	1,220	1,230	1,220	1,290	1,080	1,210	1,290	1,260	-2.4%	-2.4%
Retail**	900	1,070	1,080	1,050	1,080	1,080	1,050	1,150	1,060	1,050	-1.2%	-2.9%
Ground Tran.	70	90	90	90	90	100	90	60	70	70	3.8%	-26.5%
Other Travel*	60	30	10	10	10	10	10	10	10	10	-10.7%	-33.5%
<b>TOTAL</b>	<b>6,480</b>	<b>7,980</b>	<b>8,180</b>	<b>8,430</b>	<b>8,800</b>	<b>9,180</b>	<b>7,490</b>	<b>8,220</b>	<b>8,980</b>	<b>9,230</b>	<b>2.8%</b>	<b>0.5%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	5.5	13.3	13.7	14.4	15.5	16.1	18.7	18.7	19.7	19.7	0.0%	22.6%
State Tax Receipts	9.8	18.4	19.2	22.0	23.7	24.9	20.7	22.7	25.4	26.7	5.2%	7.2%
<b>TOTAL</b>	<b>15.3</b>	<b>31.7</b>	<b>32.9</b>	<b>36.4</b>	<b>39.2</b>	<b>40.9</b>	<b>39.4</b>	<b>41.3</b>	<b>45.1</b>	<b>46.4</b>	<b>2.9%</b>	<b>13.3%</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.

# North Coast / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$286	\$630	\$721	\$1,590	2.5	2.2
Private Home	\$31	\$110	\$80	\$280	2.5	3.5
Other Overnight	\$40	\$142	\$124	\$436	3.1	3.5
<b>All Overnight</b>	<b>\$95</b>	<b>\$288</b>	<b>\$265</b>	<b>\$788</b>	<b>2.8</b>	<b>3.0</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	3,059,950	2,945,330	2,993,890	1,097,150	1,090,180	1,126,430
Private Home	876,830	807,220	806,070	367,190	324,430	317,510
Other Overnight	1,809,060	2,079,370	2,181,170	707,970	716,920	710,570
<b>All Overnight</b>	<b>5,745,840</b>	<b>5,831,920</b>	<b>5,981,130</b>	<b>2,172,310</b>	<b>2,131,530</b>	<b>2,154,510</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,185,540	1,119,340	1,131,620	426,150	417,970	430,930
Private Home	221,490	220,870	229,570	92,820	88,840	90,490
Other Overnight	519,500	592,510	619,650	203,510	204,600	202,230
<b>All Overnight</b>	<b>1,926,530</b>	<b>1,932,720</b>	<b>1,980,830</b>	<b>722,490</b>	<b>711,410</b>	<b>723,650</b>

# Central Coast / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$154,043
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$1,563
Visitor Shares	
Travel Share of Total Employment (2023)	24%
Overnight-Visitor Day Share of Resident Population*	27%

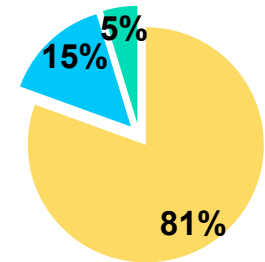
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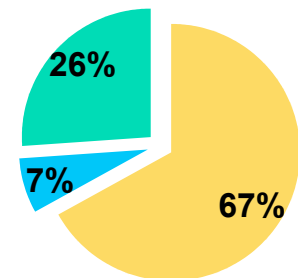
Visitors staying in hotel, motel or short term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 Share of Overnight-Visitor Spending

### Central Coast Region



### Oregon



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

Percentages may not sum to 100% due to rounding.

# Central Coast / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	451.3	716.4	768.9	787.9	823.5	856.1	607.9	854.1	1,014.9	965.2	▼ -4.9%	▲ 3.9%
Other	9.5	24.1	27.5	28.5	33.7	33.0	28.3	26.6	31.4	27.4	▼ -12.7%	▲ 5.4%
Visitor	441.8	692.4	741.4	759.4	789.8	823.2	579.6	827.5	983.5	937.8	▼ -4.7%	▲ 3.8%
<b>Earnings (\$Millions)</b>												
Earnings	120.1	200.5	216.6	227.1	249.7	265.9	235.7	262.8	321.1	331.6	▲ 3.3%	▲ 5.2%
<b>Employment (Jobs)</b>												
Employment	6,860	8,440	8,780	8,850	9,220	9,440	7,790	8,290	9,740	9,760	▲ 0.2%	▲ 1.8%
<b>Tax Revenue (\$Millions)</b>												
Total	16.7	30.8	32.9	36.2	38.1	39.4	35.9	44.3	50.1	47.4	▼ -5.3%	▲ 5.4%
Local	6.8	13.3	14.0	14.7	15.2	15.4	15.9	20.5	22.2	20.0	▼ -9.8%	▲ 5.6%
State	9.9	17.5	19.0	21.5	22.9	24.1	20.0	23.8	27.9	27.4	▼ -1.8%	▲ 5.2%

**Notes:**

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

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

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

# Central Coast / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	441.8	692.4	741.4	759.4	789.8	823.2	579.6	827.5	983.5	937.8	-4.7%	13.9%
Other Travel*	9.5	24.1	27.5	28.5	33.7	33.0	28.3	26.6	31.4	27.4	-12.7%	-16.7%
<b>TOTAL</b>	<b>451.3</b>	<b>716.4</b>	<b>768.9</b>	<b>787.9</b>	<b>823.5</b>	<b>856.1</b>	<b>607.9</b>	<b>854.1</b>	<b>1,014.9</b>	<b>965.2</b>	<b>-4.9%</b>	<b>12.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	190.4	372.9	408.2	422.3	438.3	458.5	377.5	548.3	598.3	547.8	-8.4%	19.5%
Hotel, Motel**								341.1	366.2	311.5	-14.9%	
STVR**								207.2	232.1	236.3	1.8%	
Private Home	20.0	26.6	27.4	27.9	29.2	29.9	37.8	37.1	31.6	32.0	1.1%	7.0%
Campground	57.9	70.9	72.8	73.2	76.2	79.4	53.4	64.0	64.2	66.1	3.0%	-16.8%
Second Home	20.7	28.4	28.6	29.7	30.8	31.6	25.7	29.7	32.6	33.8	3.8%	7.0%
Day Travel	152.9	193.5	204.5	206.2	215.2	223.8	85.2	148.4	256.8	258.1	0.5%	15.3%
<b>TOTAL</b>	<b>441.8</b>	<b>692.4</b>	<b>741.4</b>	<b>759.4</b>	<b>789.8</b>	<b>823.2</b>	<b>579.6</b>	<b>827.5</b>	<b>983.5</b>	<b>937.8</b>	<b>-4.7%</b>	<b>13.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	96.0	181.3	191.9	201.2	204.2	210.8	215.4	337.2	361.2	329.3	-8.8%	56.2%
Food Service	106.9	190.6	212.5	217.7	229.2	244.2	146.7	185.7	227.1	226.8	-0.1%	-7.1%
Food Stores	49.4	70.9	73.4	72.5	74.2	77.2	51.5	75.9	95.6	97.7	2.2%	26.5%
Local Tran. & Gas	36.4	61.0	61.4	66.6	75.9	77.9	44.1	65.7	89.7	79.5	-11.4%	2.1%
Arts, Ent. & Rec.	74.0	94.6	102.6	102.6	105.6	109.4	60.9	77.1	95.4	94.6	-0.9%	-13.5%
Retail Sales	79.1	93.9	99.6	98.7	100.6	103.7	60.9	85.8	114.4	109.9	-3.9%	6.0%
<b>TOTAL</b>	<b>441.8</b>	<b>692.4</b>	<b>741.4</b>	<b>759.4</b>	<b>789.8</b>	<b>823.2</b>	<b>579.6</b>	<b>827.5</b>	<b>983.5</b>	<b>937.8</b>	<b>-4.7%</b>	<b>13.9%</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 ground transportation of visitors traveling to other Oregon destinations.

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



# Central Coast / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	78.7	140.6	151.3	160.1	177.0	189.8	163.4	189.4	233.0	246.9	5.9%	30.1%
Arts, Ent. & Rec.	20.4	25.7	27.2	27.9	30.3	32.5	25.9	27.2	38.6	37.7	-2.5%	15.8%
Retail**	16.4	22.6	24.5	25.2	26.2	27.5	31.3	33.1	34.1	33.2	-2.8%	20.7%
Ground Tran.	1.6	2.7	3.2	3.3	3.5	3.8	3.7	3.3	4.2	4.2	1.8%	10.6%
Other Travel*	3.1	8.8	10.4	10.7	12.7	12.3	11.5	9.9	11.1	9.6	-13.5%	-21.8%
<b>TOTAL</b>	<b>120.1</b>	<b>200.5</b>	<b>216.6</b>	<b>227.1</b>	<b>249.7</b>	<b>265.9</b>	<b>235.7</b>	<b>262.8</b>	<b>321.1</b>	<b>331.6</b>	<b>3.3%</b>	<b>24.7%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	4,380	5,590	5,790	5,880	6,120	6,330	5,150	5,740	6,710	6,810	1.5%	7.6%
Arts, Ent. & Rec.	1,470	1,580	1,640	1,620	1,710	1,740	1,270	1,240	1,730	1,710	-0.8%	-1.5%
Retail**	870	970	1,020	1,020	1,030	1,030	1,090	1,080	1,080	1,040	-3.7%	1.0%
Ground Tran.	70	80	90	90	90	90	90	80	80	80	-4.2%	-11.5%
Other Travel*	80	220	250	250	270	250	190	140	140	120	-15.2%	-52.4%
<b>TOTAL</b>	<b>6,860</b>	<b>8,440</b>	<b>8,780</b>	<b>8,850</b>	<b>9,220</b>	<b>9,440</b>	<b>7,790</b>	<b>8,290</b>	<b>9,740</b>	<b>9,760</b>	<b>0.2%</b>	<b>3.4%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	6.8	13.3	14.0	14.7	15.2	15.4	15.9	20.5	22.0	19.8	-10.0%	28.7%
State Tax Receipts	9.9	17.5	19.0	21.5	22.9	24.1	20.0	23.8	27.9	27.4	-1.8%	13.8%
<b>TOTAL</b>	<b>16.7</b>	<b>30.8</b>	<b>32.9</b>	<b>36.2</b>	<b>38.1</b>	<b>39.4</b>	<b>35.9</b>	<b>44.3</b>	<b>49.9</b>	<b>47.2</b>	<b>-5.4%</b>	<b>19.6%</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 Coast / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$285	\$618	\$720	\$1,561	2.5	2.2
Private Home	\$38	\$134	\$95	\$341	2.5	3.6
Other Overnight	\$46	\$173	\$144	\$539	3.1	3.7
<b>All Overnight</b>	<b>\$99</b>	<b>\$301</b>	<b>\$275</b>	<b>\$821</b>	<b>2.8</b>	<b>3.0</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	4,232,520	4,187,830	3,838,860	1,517,450	1,552,280	1,438,440
Private Home	1,039,780	854,110	852,900	434,430	342,630	335,330
Other Overnight	1,863,880	2,035,510	2,157,720	719,030	693,720	694,200
<b>All Overnight</b>	<b>7,136,180</b>	<b>7,077,450</b>	<b>6,849,470</b>	<b>2,670,920</b>	<b>2,588,640</b>	<b>2,467,970</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,666,620	1,624,330	1,445,600	599,020	607,440	548,610
Private Home	257,250	229,660	238,700	107,540	92,180	93,910
Other Overnight	505,070	546,260	576,460	194,510	185,930	185,270
<b>All Overnight</b>	<b>2,428,940</b>	<b>2,400,250</b>	<b>2,260,770</b>	<b>901,060</b>	<b>885,550</b>	<b>827,790</b>

# South Coast / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$138,071
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$604
Visitor Shares	
Travel Share of Total Employment (2023)	14%
Overnight-Visitor Day Share of Resident Population*	15%

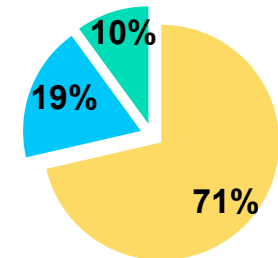
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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 15% of the population is added to the amount of people in the area.

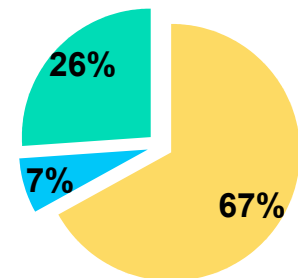
Visitors staying in hotel, motel or short term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 Share of Overnight-Visitor Spending

### South Coast Region



### Oregon



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

Percentages may not sum to 100% due to rounding.

# South Coast / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	282.2	387.1	395.9	403.6	416.1	431.5	296.3	385.8	535.1	577.6	▲ 8.0%	▲ 3.6%
Other	7.1	6.8	6.7	7.2	8.1	8.2	3.9	6.8	10.0	9.8	▼ -2.0%	▲ 1.6%
Visitor	275.1	380.3	389.2	396.4	408.1	423.3	292.5	379.0	525.1	567.8	▲ 8.1%	▲ 3.7%
<b>Earnings (\$Millions)</b>												
Earnings	81.3	118.3	125.6	130.5	138.7	147.8	139.5	155.0	182.2	197.8	▲ 8.6%	▲ 4.5%
<b>Employment (Jobs)</b>												
Employment	5,080	5,050	5,300	5,330	5,430	5,560	5,010	5,360	6,050	6,300	▲ 4.2%	▲ 1.1%
<b>Tax Revenue (\$Millions)</b>												
Total	8.5	12.4	13.1	14.7	16.5	17.2	15.1	18.1	22.2	23.5	▲ 5.9%	▲ 5.2%
Local	1.7	2.0	2.0	2.5	3.8	3.9	3.9	5.1	6.3	6.6	▲ 4.9%	▲ 7.1%
State	6.9	10.4	11.0	12.2	12.7	13.3	11.2	13.1	15.9	16.9	▲ 6.3%	▲ 4.6%

**Notes:**

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

Calendar year 2021 and 2022 have been revised with the release of this report.

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

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

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

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



# South Coast / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	275.1	380.3	389.2	396.4	408.1	423.3	292.5	379.0	525.1	567.8	8.1%	34.1%
Other Travel*	7.1	6.8	6.7	7.2	8.1	8.2	3.9	6.8	10.0	9.8	-2.0%	19.5%
<b>TOTAL</b>	<b>282.2</b>	<b>387.1</b>	<b>395.9</b>	<b>403.6</b>	<b>416.1</b>	<b>431.5</b>	<b>296.3</b>	<b>385.8</b>	<b>535.1</b>	<b>577.6</b>	<b>8.0%</b>	<b>33.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	102.8	163.0	168.4	173.8	176.7	183.1	145.0	204.2	273.6	297.0	8.5%	62.2%
Hotel, Motel**								170.2	223.3	247.5	10.9%	
STVR**								34.0	50.4	49.5	-1.8%	
Private Home	28.6	35.7	35.5	35.7	37.3	38.2	40.3	38.6	41.2	41.5	0.7%	8.5%
Campground	42.7	53.9	55.3	55.7	58.0	60.5	49.8	55.7	62.0	68.0	9.7%	12.5%
Second Home	5.9	7.3	7.3	7.5	7.7	7.9	6.4	8.5	9.3	9.6	3.5%	21.2%
Day Travel	95.1	120.4	122.7	123.8	128.4	133.6	50.9	72.0	138.9	151.7	9.2%	13.5%
<b>TOTAL</b>	<b>275.1</b>	<b>380.3</b>	<b>389.2</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>567.8</b>	<b>8.1%</b>	<b>34.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	53.4	81.9	86.7	90.5	89.0	91.2	89.8	124.8	165.3	174.6	5.7%	91.5%
Food Service	69.4	108.7	113.7	116.0	121.0	128.3	75.9	93.3	131.1	149.4	14.0%	16.5%
Food Stores	31.4	43.0	43.0	42.4	43.1	44.8	34.0	40.0	53.7	58.8	9.6%	31.3%
Local Tran. & Gas	27.1	40.7	38.5	41.6	47.1	48.1	27.6	40.5	61.1	61.5	0.7%	27.9%
Arts, Ent. & Rec.	48.7	56.0	57.4	57.3	58.4	60.3	33.3	39.4	55.4	61.6	11.2%	2.2%
Retail Sales	41.9	45.9	46.3	45.7	46.2	47.4	30.4	37.3	53.7	57.0	6.0%	20.1%
Visitor Air Tran.	3.1	4.0	3.6	3.1	3.2	3.3	1.5	3.7	4.8	4.9	2.1%	49.4%
<b>TOTAL</b>	<b>275.1</b>	<b>380.3</b>	<b>389.2</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>567.8</b>	<b>8.1%</b>	<b>34.1%</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.

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

# South Coast / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	53.3	83.1	88.9	92.4	99.9	107.2	98.3	110.3	131.8	144.8	9.8%	35.1%
Arts, Ent. & Rec.	13.8	16.1	16.6	17.0	17.0	18.2	15.8	18.5	21.3	21.6	1.0%	18.7%
Retail**	9.9	12.8	13.3	13.6	13.9	14.2	18.0	19.0	20.4	21.7	6.4%	53.4%
Ground Tran.	1.1	1.6	1.7	1.8	1.9	2.1	2.0	1.6	2.3	2.6	15.7%	25.9%
Visitor Air Tran.	1.4	3.3	3.6	3.9	4.4	4.3	4.2	4.4	4.4	4.8	9.1%	12.2%
Other Travel*	1.8	1.3	1.5	1.8	1.7	1.9	1.2	1.3	2.0	2.3	19.5%	23.4%
<b>TOTAL</b>	<b>81.3</b>	<b>118.3</b>	<b>125.6</b>	<b>130.5</b>	<b>138.7</b>	<b>147.8</b>	<b>139.5</b>	<b>155.0</b>	<b>182.2</b>	<b>197.8</b>	<b>8.6%</b>	<b>33.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	3,080	3,170	3,340	3,410	3,480	3,620	3,150	3,440	3,910	4,040	3.4%	11.6%
Arts, Ent. & Rec.	1,320	1,190	1,240	1,190	1,230	1,230	1,060	1,110	1,320	1,410	7.0%	14.7%
Retail**	540	550	560	570	560	550	660	680	690	710	3.4%	27.7%
Ground Tran.	50	50	50	50	50	50	50	40	50	50	8.9%	0.7%
Visitor Air Tran.	40	60	60	60	60	60	60	60	50	50	-3.1%	-14.3%
Other Travel*	70	40	50	50	50	50	30	30	40	40	7.0%	-12.9%
<b>TOTAL</b>	<b>5,080</b>	<b>5,050</b>	<b>5,300</b>	<b>5,330</b>	<b>5,430</b>	<b>5,560</b>	<b>5,010</b>	<b>5,360</b>	<b>6,050</b>	<b>6,300</b>	<b>4.1%</b>	<b>13.3%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	1.7	2.0	2.0	2.5	3.8	3.9	3.9	5.1	6.3	6.6	4.9%	67.5%
State Tax Receipts	6.9	10.4	11.0	12.2	12.7	13.3	11.2	13.1	15.9	16.9	6.3%	27.1%
<b>TOTAL</b>	<b>8.5</b>	<b>12.4</b>	<b>13.1</b>	<b>14.7</b>	<b>16.5</b>	<b>17.2</b>	<b>15.1</b>	<b>18.1</b>	<b>22.2</b>	<b>23.5</b>	<b>5.9%</b>	<b>36.3%</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.

# South Coast / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$164	\$345	\$412	\$869	2.5	2.1
Private Home	\$39	\$140	\$98	\$353	2.5	3.6
Other Overnight	\$51	\$189	\$166	\$611	3.2	3.7
<b>All Overnight</b>	<b>\$87</b>	<b>\$247</b>	<b>\$238</b>	<b>\$664</b>	<b>2.7</b>	<b>2.8</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,799,460	2,063,510	2,204,490	650,180	782,360	858,120
Private Home	1,065,790	1,064,820	1,063,310	452,120	434,450	425,020
Other Overnight	1,162,700	1,352,470	1,508,840	432,970	443,370	466,250
<b>All Overnight</b>	<b>4,027,950</b>	<b>4,480,800</b>	<b>4,776,640</b>	<b>1,535,270</b>	<b>1,660,180</b>	<b>1,749,390</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	806,760	911,770	975,560	291,580	347,060	381,840
Private Home	264,810	285,320	296,570	111,700	115,600	117,720
Other Overnight	322,930	370,660	410,580	120,320	121,620	127,010
<b>All Overnight</b>	<b>1,394,500</b>	<b>1,567,760</b>	<b>1,682,710</b>	<b>523,600</b>	<b>584,280</b>	<b>626,570</b>

# Portland Region / Insights

## Direct Travel Impacts, 2023p

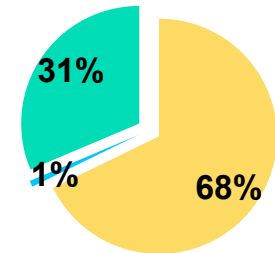
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$203,560
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$7
Local & State Tax Revenues Generated per County Household	\$378
Visitor Shares	
Travel Share of Total Employment (2023)	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.

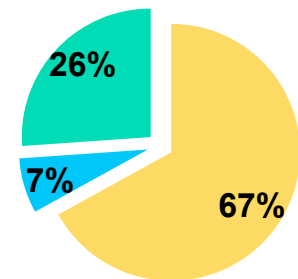
Visitors staying in hotel, motel or short term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 Share of Overnight-Visitor Spending

### Portland Region Region



### Oregon



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

Percentages may not sum to 100% due to rounding.



# Portland Region / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	2,608.7	4,671.9	4,866.6	5,138.8	5,373.1	5,624.6	2,179.9	3,763.8	5,288.9	5,365.9	▲ 1.5%	▲ 3.7%
Other	709.9	1,181.4	1,222.9	1,298.2	1,375.7	1,514.6	535.6	928.2	1,528.3	1,491.2	▼ -2.4%	▲ 3.8%
Visitor	1,898.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,835.6	3,760.6	3,874.8	▲ 3.0%	▲ 3.6%
<b>Earnings (\$Millions)</b>												
Earnings	643.8	1,134.2	1,239.1	1,353.4	1,458.5	1,566.2	1,143.3	1,207.1	1,569.2	1,716.3	▲ 9.4%	▲ 5.0%
<b>Employment (Jobs)</b>												
Employment	24,920	32,830	34,530	35,290	36,220	36,910	26,360	26,900	32,990	34,330	▲ 4.1%	▲ 1.6%
<b>Tax Revenue (\$Millions)</b>												
Total	103.9	222.2	234.2	258.9	269.5	277.9	147.4	191.9	249.5	259.8	▲ 4.1%	▲ 4.7%
Local	48.9	121.7	125.3	133.9	137.3	139.0	61.3	88.0	119.4	122.4	▲ 2.5%	▲ 4.7%
State	55.0	100.5	108.9	125.0	132.1	138.9	86.2	104.0	130.1	137.4	▲ 5.6%	▲ 4.7%

**Notes:**

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

Calendar year 2021 and 2022 have been revised with the release of this report.

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

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

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

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

# Portland Region / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	1,898.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,835.6	3,760.6	3,874.8	3.0%	-5.7%
Other Travel*	709.9	1,181.4	1,222.9	1,298.2	1,375.7	1,514.6	535.6	928.2	1,528.3	1,491.2	-2.4%	-1.5%
<b>TOTAL</b>	<b>2,608.7</b>	<b>4,671.9</b>	<b>4,866.6</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>5,288.9</b>	<b>5,365.9</b>	<b>1.5%</b>	<b>-4.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	1,009.1	2,074.0	2,189.9	2,327.5	2,421.9	2,488.8	894.9	1,549.9	2,183.3	2,284.5	4.6%	-8.2%
Hotel, Motel**								1,423.9	2,056.4	2,159.9	5.0%	
STVR**								126.0	126.9	124.5	-1.9%	
Private Home	547.6	902.0	919.7	955.8	996.8	1,024.2	507.3	836.6	1,059.9	1,057.6	-0.2%	3.3%
Campground	14.2	20.7	21.2	21.3	22.3	23.2	18.9	14.2	16.7	17.6	4.9%	-24.4%
Second Home	6.0	8.8	8.8	9.1	9.5	9.8	7.3	8.3	9.1	9.4	2.4%	-4.4%
Day Travel	321.9	485.1	504.1	526.9	546.9	564.0	215.8	426.7	491.5	505.8	2.9%	-10.3%
<b>TOTAL</b>	<b>1,898.8</b>	<b>3,490.5</b>	<b>3,643.7</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>3,760.6</b>	<b>3,874.8</b>	<b>3.0%</b>	<b>-5.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	330.5	811.1	886.2	943.8	962.9	977.2	368.7	621.4	807.6	841.4	4.2%	-13.9%
Food Service	399.0	756.8	814.8	866.5	907.7	956.2	416.2	702.4	842.6	927.0	10.0%	-3.1%
Food Stores	85.1	141.1	144.3	146.8	148.8	153.1	87.1	144.8	166.1	174.4	5.0%	13.9%
Local Tran. & Gas	285.3	497.9	483.7	523.0	573.1	580.3	284.9	458.4	644.6	624.6	-3.1%	7.6%
Arts, Ent. & Rec.	154.8	214.6	226.0	234.1	239.3	245.2	65.5	106.6	119.9	128.6	7.2%	-47.6%
Retail Sales	271.5	362.6	375.3	384.0	388.4	396.4	190.1	328.4	375.5	384.5	2.4%	-3.0%
Visitor Air Tran.	372.5	706.3	713.5	742.3	777.2	801.6	231.8	473.8	804.2	794.4	-1.2%	-0.9%
<b>TOTAL</b>	<b>1,898.8</b>	<b>3,490.5</b>	<b>3,643.7</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>3,760.6</b>	<b>3,874.8</b>	<b>3.0%</b>	<b>-5.7%</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.

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

# Portland Region / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	270.3	558.6	615.0	665.4	725.9	780.9	523.1	572.2	804.6	874.5	8.7%	12.0%
Arts, Ent. & Rec.	44.0	71.0	75.4	80.1	84.4	89.6	60.3	62.8	86.3	89.6	3.9%	0.0%
Retail**	46.1	70.5	75.1	79.7	83.8	86.6	81.3	82.2	96.5	98.7	2.3%	13.9%
Ground Tran.	29.1	46.2	47.2	50.7	52.4	57.0	49.8	48.8	65.8	68.8	4.7%	20.8%
Visitor Air Tran.	81.0	134.2	144.9	162.9	175.2	177.3	151.4	155.0	172.1	198.0	15.0%	11.7%
Other Travel*	173.4	253.7	281.5	314.6	336.8	374.8	277.4	286.1	344.0	386.7	12.4%	3.2%
<b>TOTAL</b>	<b>643.8</b>	<b>1,134.2</b>	<b>1,239.1</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>1,569.2</b>	<b>1,716.3</b>	<b>9.4%</b>	<b>9.6%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	13,470	20,160	21,280	21,780	22,360	22,770	15,390	15,990	20,560	21,660	5.4%	-4.9%
Arts, Ent. & Rec.	2,180	2,840	3,030	3,090	3,080	3,150	1,930	2,000	2,790	2,920	4.3%	-7.5%
Retail**	1,910	2,390	2,450	2,560	2,580	2,570	2,220	2,160	2,410	2,400	-0.1%	-6.5%
Ground Tran.	1,270	1,420	1,360	1,410	1,400	1,450	1,380	1,290	1,510	1,490	-1.6%	2.3%
Visitor Air Tran.	1,810	1,860	1,980	2,000	2,110	2,100	1,770	1,790	1,750	1,790	2.2%	-14.7%
Other Travel*	4,280	4,160	4,430	4,440	4,690	4,870	3,660	3,670	3,970	4,080	2.7%	-16.2%
<b>TOTAL</b>	<b>24,920</b>	<b>32,830</b>	<b>34,530</b>	<b>35,290</b>	<b>36,220</b>	<b>36,910</b>	<b>26,360</b>	<b>26,900</b>	<b>32,990</b>	<b>34,330</b>	<b>4.1%</b>	<b>-7.0%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	48.9	121.7	125.3	133.9	137.3	139.0	61.3	88.0	119.4	122.4	2.5%	-11.9%
State Tax Receipts	55.0	100.5	108.9	125.0	132.1	138.9	86.2	104.0	130.1	137.4	5.6%	-1.1%
<b>TOTAL</b>	<b>103.9</b>	<b>222.2</b>	<b>234.2</b>	<b>258.9</b>	<b>269.5</b>	<b>277.9</b>	<b>147.4</b>	<b>191.9</b>	<b>249.5</b>	<b>259.8</b>	<b>4.1%</b>	<b>-6.5%</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.

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

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

# Portland Region / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$263	\$630	\$574	\$1,406	2.2	2.5
Private Home	\$67	\$255	\$130	\$505	1.9	3.9
Other Overnight	\$45	\$178	\$124	\$500	2.8	4.0
<b>All Overnight</b>	<b>\$128</b>	<b>\$406</b>	<b>\$264</b>	<b>\$864</b>	<b>2.1</b>	<b>3.3</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	8,459,560	9,715,160	9,955,150	3,385,550	4,177,810	4,424,920
Private Home	15,834,480	15,783,640	15,761,230	8,576,120	8,309,180	8,141,980
Other Overnight	480,820	563,530	602,870	209,020	214,830	216,640
<b>All Overnight</b>	<b>24,774,850</b>	<b>26,062,330</b>	<b>26,319,250</b>	<b>12,170,690</b>	<b>12,701,830</b>	<b>12,783,540</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	3,364,310	3,898,970	3,994,470	1,338,450	1,658,990	1,753,820
Private Home	3,714,340	3,989,880	4,145,130	1,979,310	2,055,440	2,092,760
Other Overnight	121,630	141,850	151,270	52,280	53,520	53,820
<b>All Overnight</b>	<b>7,200,280</b>	<b>8,030,700</b>	<b>8,290,870</b>	<b>3,370,040</b>	<b>3,767,950</b>	<b>3,900,410</b>



# Southern Oregon / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$148,254
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$285
Visitor Shares	
Travel Share of Total Employment (2023)	5%
Overnight-Visitor Day Share of Resident Population*	7%

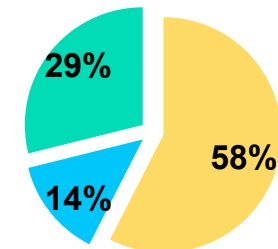
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

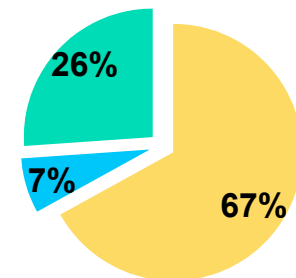
Visitors staying in hotel, motel or short term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 Share of Overnight-Visitor Spending

#### Southern Oregon Region



#### Oregon



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

Percentages may not sum to 100% due to rounding.

# Southern Oregon / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	717.2	975.9	1,001.6	1,055.0	1,097.8	1,132.5	708.0	1,217.6	1,419.4	1,406.0	▼ -0.9%	▲ 3.4%
Other	54.6	87.7	84.5	93.9	103.0	105.4	45.4	89.3	128.8	122.4	▼ -5.0%	▲ 4.1%
Visitor	662.6	888.2	917.1	961.1	994.7	1,027.0	662.6	1,128.3	1,290.6	1,283.6	▼ -0.5%	▲ 3.4%
<b>Earnings (\$Millions)</b>												
Earnings	186.6	267.8	283.9	306.0	325.5	339.6	310.7	344.0	400.8	414.0	▲ 3.3%	▲ 4.1%
<b>Employment (Jobs)</b>												
Employment	10,850	11,360	11,680	12,070	12,370	12,510	10,980	11,740	12,880	12,780	▼ -0.8%	▲ 0.8%
<b>Tax Revenue (\$Millions)</b>												
Total	25.2	39.2	41.7	46.5	48.2	49.6	38.5	52.6	58.9	57.9	▼ -1.7%	▲ 4.3%
Local	6.9	12.4	13.4	14.2	14.7	15.0	12.1	18.5	20.5	19.7	▼ -4.2%	▲ 5.4%
State	18.3	26.8	28.3	32.2	33.5	34.5	26.4	34.1	38.4	38.2	▼ -0.3%	▲ 3.8%

**Notes:**

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

Calendar year 2021 and 2022 have been revised with the release of this report.

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

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

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

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



# Southern Oregon / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	662.6	888.2	917.1	961.1	994.7	1,027.0	662.6	1,128.3	1,290.6	1,283.6	-0.5%	25.0%
Other Travel*	54.6	87.7	84.5	93.9	103.0	105.4	45.4	89.3	128.8	122.4	-5.0%	16.0%
<b>TOTAL</b>	<b>717.2</b>	<b>975.9</b>	<b>1,001.6</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>1,419.4</b>	<b>1,406.0</b>	<b>-0.9%</b>	<b>24.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	280.0	400.2	419.2	447.4	460.1	473.8	331.9	532.2	601.5	584.6	-2.8%	23.4%
Hotel, Motel**								475.6	536.0	511.8	-4.5%	
STVR**								56.6	65.6	72.8	11.0%	
Private Home	156.8	219.6	223.6	232.2	242.5	250.5	149.2	269.8	293.6	292.9	-0.2%	16.9%
Campground	49.8	60.7	62.0	62.6	65.5	68.2	62.5	98.6	112.7	118.2	4.8%	73.2%
Second Home	12.8	17.6	17.7	18.1	18.9	19.3	15.7	18.4	20.3	21.0	3.4%	8.8%
Day Travel	163.3	190.1	194.6	200.7	207.9	215.2	103.3	209.3	262.4	267.0	1.8%	24.1%
<b>TOTAL</b>	<b>662.6</b>	<b>888.2</b>	<b>917.1</b>	<b>961.1</b>	<b>994.7</b>	<b>1,027.0</b>	<b>662.6</b>	<b>1,128.3</b>	<b>1,290.6</b>	<b>1,283.6</b>	<b>-0.5%</b>	<b>25.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	118.0	171.8	183.7	194.3	192.3	195.4	162.6	264.3	279.1	269.6	-3.4%	37.9%
Food Service	162.0	239.1	252.4	265.4	275.4	290.8	192.7	319.7	357.9	371.7	3.9%	27.8%
Food Stores	65.3	89.3	89.8	90.0	91.3	94.5	67.5	116.7	134.2	138.8	3.4%	47.0%
Local Tran. & Gas	80.4	118.1	113.5	125.3	142.8	145.0	74.9	143.5	190.7	175.9	-7.7%	21.3%
Arts, Ent. & Rec.	106.6	116.6	120.3	122.9	125.0	128.4	66.8	109.9	121.5	124.9	2.8%	-2.8%
Retail Sales	106.9	114.2	115.9	117.3	118.0	120.8	75.5	133.5	149.3	146.7	-1.8%	21.4%
Visitor Air Tran.	23.5	39.1	41.5	45.9	50.0	52.0	22.6	40.7	57.8	56.1	-3.0%	7.8%
<b>TOTAL</b>	<b>662.6</b>	<b>888.2</b>	<b>917.1</b>	<b>961.1</b>	<b>994.7</b>	<b>1,027.0</b>	<b>662.6</b>	<b>1,128.3</b>	<b>1,290.6</b>	<b>1,283.6</b>	<b>-0.5%</b>	<b>25.0%</b>

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# Southern Oregon / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	119.6	181.2	195.3	212.3	227.9	236.8	210.0	233.8	272.7	284.0	4.1%	19.9%
Arts, Ent. & Rec.	32.3	39.6	41.2	43.1	45.0	47.9	41.0	45.0	57.8	58.5	1.2%	22.1%
Retail**	23.7	30.0	31.3	32.8	34.4	35.7	42.7	46.3	47.9	48.0	0.3%	34.6%
Ground Tran.	3.4	4.9	5.3	5.6	6.0	6.6	6.1	7.5	9.6	9.8	2.0%	49.2%
Visitor Air Tran.	1.6	3.0	3.2	3.9	3.9	4.0	3.7	3.6	3.9	4.3	11.5%	8.4%
Other Travel*	6.1	9.1	7.7	8.4	8.4	8.7	7.2	7.8	9.0	9.3	4.1%	7.2%
<b>TOTAL</b>	<b>186.6</b>	<b>267.8</b>	<b>283.9</b>	<b>306.0</b>	<b>325.5</b>	<b>339.6</b>	<b>310.7</b>	<b>344.0</b>	<b>400.8</b>	<b>414.0</b>	<b>3.3%</b>	<b>21.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	6,790	7,520	7,810	8,080	8,290	8,350	7,180	7,730	8,530	8,480	-0.6%	1.6%
Arts, Ent. & Rec.	2,390	2,160	2,210	2,300	2,350	2,430	1,970	2,080	2,420	2,410	-0.2%	-0.5%
Retail**	1,210	1,230	1,240	1,270	1,300	1,300	1,440	1,500	1,470	1,440	-2.2%	10.7%
Ground Tran.	150	150	150	150	160	160	160	190	220	210	-3.8%	28.4%
Visitor Air Tran.	50	60	70	70	70	70	60	60	60	60	-1.0%	-17.2%
Other Travel*	260	250	210	200	200	200	170	180	180	180	-1.7%	-12.3%
<b>TOTAL</b>	<b>10,850</b>	<b>11,360</b>	<b>11,680</b>	<b>12,070</b>	<b>12,370</b>	<b>12,510</b>	<b>10,980</b>	<b>11,740</b>	<b>12,880</b>	<b>12,780</b>	<b>-0.8%</b>	<b>2.2%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	6.9	12.4	13.4	14.2	14.7	15.0	12.1	18.5	20.5	19.7	-4.2%	30.8%
State Tax Receipts	18.3	26.8	28.3	32.2	33.5	34.5	26.4	34.1	38.4	38.2	-0.3%	10.7%
<b>TOTAL</b>	<b>25.2</b>	<b>39.2</b>	<b>41.7</b>	<b>46.5</b>	<b>48.2</b>	<b>49.6</b>	<b>38.5</b>	<b>52.6</b>	<b>58.9</b>	<b>57.9</b>	<b>-1.7%</b>	<b>16.8%</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.





# Southern Oregon / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$176	\$389	\$433	\$968	2.5	2.2
Private Home	\$49	\$183	\$120	\$456	2.5	3.8
Other Overnight	\$44	\$164	\$141	\$530	3.2	3.8
<b>All Overnight</b>	<b>\$77</b>	<b>\$245</b>	<b>\$203</b>	<b>\$644</b>	<b>2.6</b>	<b>3.2</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	4,329,920	4,229,340	4,005,250	1,589,770	1,640,620	1,588,400
Private Home	6,005,480	5,975,630	5,967,140	2,606,590	2,505,390	2,431,490
Other Overnight	2,513,840	2,967,620	3,189,820	938,230	974,590	988,290
<b>All Overnight</b>	<b>12,849,240</b>	<b>13,172,580</b>	<b>13,162,210</b>	<b>5,134,590</b>	<b>5,120,590</b>	<b>5,008,180</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,868,420	1,813,340	1,700,120	682,950	701,140	673,920
Private Home	1,437,140	1,542,600	1,603,510	613,420	633,950	642,500
Other Overnight	681,650	794,560	848,600	253,950	260,550	262,570
<b>All Overnight</b>	<b>3,987,200</b>	<b>4,150,500</b>	<b>4,152,230</b>	<b>1,550,320</b>	<b>1,595,650</b>	<b>1,579,000</b>

# Central Oregon / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$177,973
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	\$600
Visitor Shares	
Travel Share of Total Employment (2023)	6%
Overnight-Visitor Day Share of Resident Population*	11%

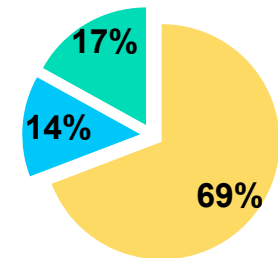
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

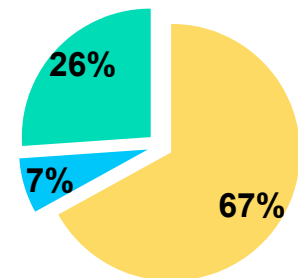
Visitors staying in hotel, motel or short term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 Share of Overnight-Visitor Spending

#### Central Oregon Region



#### Oregon



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

Percentages may not sum to 100% due to rounding.

# Central Oregon / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	401.0	795.5	852.5	902.2	964.4	1,021.9	680.3	1,056.9	1,319.1	1,293.0	▼ -2.0%	▲ 6.0%
Other	25.8	59.5	63.2	71.6	84.5	86.7	38.0	72.6	119.5	118.2	▼ -1.0%	▲ 7.9%
Visitor	375.2	736.0	789.3	830.5	879.8	935.2	642.3	984.3	1,199.6	1,174.7	▼ -2.1%	▲ 5.9%
<b>Earnings (\$Millions)</b>												
Earnings	100.8	218.1	232.5	249.7	277.7	292.0	258.0	295.5	352.1	390.4	▲ 10.9%	▲ 7.0%
<b>Employment (Jobs)</b>												
Employment	5,750	9,000	9,260	9,390	9,970	10,000	8,370	9,130	10,110	10,650	▲ 5.4%	▲ 3.1%
<b>Tax Revenue (\$Millions)</b>												
Total	16.3	33.0	36.2	40.7	43.2	47.5	41.6	54.0	63.0	62.5	▼ -0.9%	▲ 6.9%
Local	6.9	12.5	14.1	15.0	15.6	18.2	18.3	24.8	28.7	27.0	▼ -5.8%	▲ 7.0%
State	9.4	20.5	22.1	25.7	27.7	29.3	23.3	29.3	34.4	35.5	▲ 3.3%	▲ 6.9%

**Notes:**

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

Calendar year 2021 and 2022 have been revised with the release of this report.

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

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

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

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

# Central Oregon / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	375.2	736.0	789.3	830.5	879.8	935.2	642.3	984.3	1,199.6	1,174.7	-2.1%	25.6%
Other Travel*	25.8	59.5	63.2	71.6	84.5	86.7	38.0	72.6	119.5	118.2	-1.0%	36.4%
<b>TOTAL</b>	<b>401.0</b>	<b>795.5</b>	<b>852.5</b>	<b>902.2</b>	<b>964.4</b>	<b>1,021.9</b>	<b>680.3</b>	<b>1,056.9</b>	<b>1,319.1</b>	<b>1,293.0</b>	<b>-2.0%</b>	<b>26.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	173.0	411.0	451.7	476.5	505.0	544.1	383.4	611.0	728.9	697.5	-4.3%	28.2%
Hotel, Motel**								358.6	468.2	444.9	-5.0%	
STVR**								252.4	260.7	252.6	-3.1%	
Private Home	61.7	110.3	115.4	124.1	133.1	139.8	101.8	145.1	168.9	170.4	0.8%	21.9%
Campground	39.2	48.5	49.6	50.1	52.3	54.6	52.8	65.1	79.9	81.7	2.3%	49.6%
Second Home	29.3	46.2	46.5	48.8	50.7	51.9	42.2	52.4	57.6	59.6	3.6%	14.9%
Day Travel	72.0	120.1	126.1	131.0	138.6	144.8	62.2	110.7	164.3	165.6	0.8%	14.4%
<b>TOTAL</b>	<b>375.2</b>	<b>736.0</b>	<b>789.3</b>	<b>830.5</b>	<b>879.8</b>	<b>935.2</b>	<b>642.3</b>	<b>984.3</b>	<b>1,199.6</b>	<b>1,174.7</b>	<b>-2.1%</b>	<b>25.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	88.9	203.4	227.5	239.9	246.7	270.5	250.5	394.2	452.9	426.5	-5.8%	57.6%
Food Service	90.6	197.2	214.8	224.9	240.4	258.0	141.6	202.6	246.3	254.5	3.3%	-1.4%
Food Stores	37.8	64.4	66.0	66.5	68.6	71.6	57.2	86.6	105.4	108.1	2.6%	51.0%
Local Tran. & Gas	36.3	72.9	71.7	79.4	92.1	95.1	51.5	86.7	119.4	109.8	-8.1%	15.4%
Arts, Ent. & Rec.	53.7	83.7	88.8	90.9	94.8	97.6	61.4	79.2	94.7	96.5	1.9%	-1.1%
Retail Sales	57.2	85.2	88.9	90.1	92.9	96.6	61.3	91.6	111.6	109.3	-2.1%	13.2%
Visitor Air Tran.	10.8	29.3	31.6	38.8	44.2	45.8	18.7	43.4	69.4	70.2	1.1%	53.1%
<b>TOTAL</b>	<b>375.2</b>	<b>736.0</b>	<b>789.3</b>	<b>830.5</b>	<b>879.8</b>	<b>935.2</b>	<b>642.3</b>	<b>984.3</b>	<b>1,199.6</b>	<b>1,174.7</b>	<b>-2.1%</b>	<b>25.6%</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.

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

# Central Oregon / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	68.0	157.9	167.8	181.6	202.2	212.4	181.5	211.7	259.5	290.2	11.9%	36.6%
Arts, Ent. & Rec.	15.8	31.0	32.4	34.0	38.6	41.1	33.2	37.8	42.6	48.9	14.8%	19.1%
Retail**	12.4	20.9	22.4	23.5	25.1	26.2	32.7	36.2	37.8	37.7	-0.4%	43.8%
Ground Tran.	1.5	3.0	3.4	3.6	3.9	4.3	3.7	3.8	4.7	5.0	4.8%	16.2%
Visitor Air Tran.	0.4	0.9	1.0	1.1	1.2	1.2	1.1	1.2	1.3	1.5	13.5%	19.5%
Other Travel*	2.7	4.4	5.6	5.8	6.6	6.8	5.7	4.8	6.1	7.1	15.9%	4.5%
<b>TOTAL</b>	<b>100.8</b>	<b>218.1</b>	<b>232.5</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>390.4</b>	<b>10.9%</b>	<b>33.7%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	3,740	6,080	6,230	6,310	6,640	6,630	5,440	6,040	6,840	7,260	6.1%	9.4%
Arts, Ent. & Rec.	1,180	1,840	1,890	1,930	2,120	2,160	1,610	1,750	1,960	2,080	6.1%	-3.6%
Retail**	640	860	870	880	920	920	1,050	1,110	1,060	1,060	-0.1%	15.6%
Ground Tran.	60	90	90	100	100	100	90	90	100	100	-1.4%	-7.1%
Visitor Air Tran.	20	20	30	30	30	30	30	30	30	30	0.8%	-8.8%
Other Travel*	110	110	160	150	170	160	140	120	120	130	4.9%	-19.5%
<b>TOTAL</b>	<b>5,750</b>	<b>9,000</b>	<b>9,260</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>5.3%</b>	<b>6.5%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	6.9	12.5	14.1	15.0	15.6	18.2	18.3	24.8	28.7	27.0	-5.8%	48.5%
State Tax Receipts	9.4	20.5	22.1	25.7	27.7	29.3	23.3	29.3	34.4	35.5	3.3%	21.1%
<b>TOTAL</b>	<b>16.3</b>	<b>33.0</b>	<b>36.2</b>	<b>40.7</b>	<b>43.2</b>	<b>47.5</b>	<b>41.6</b>	<b>54.0</b>	<b>63.0</b>	<b>62.5</b>	<b>-0.9%</b>	<b>31.6%</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 / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$305	\$658	\$738	\$1,618	2.4	2.2
Private Home	\$54	\$195	\$125	\$471	2.3	3.8
Other Overnight	\$40	\$149	\$124	\$463	3.1	3.7
<b>All Overnight</b>	<b>\$93</b>	<b>\$294</b>	<b>\$245</b>	<b>\$781</b>	<b>2.6</b>	<b>3.2</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	4,205,790	4,431,350	4,175,010	1,533,490	1,679,880	1,611,660
Private Home	3,135,170	3,166,350	3,161,850	1,419,280	1,395,100	1,363,530
Other Overnight	2,781,540	3,380,180	3,548,450	1,080,560	1,152,490	1,142,830
<b>All Overnight</b>	<b>10,122,500</b>	<b>10,977,870</b>	<b>10,885,320</b>	<b>4,033,330</b>	<b>4,227,470</b>	<b>4,118,020</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,624,860	1,725,570	1,610,750	591,290	656,070	625,500
Private Home	771,340	840,400	873,540	337,850	355,800	361,950
Other Overnight	752,850	907,670	948,560	291,950	309,090	305,190
<b>All Overnight</b>	<b>3,149,040</b>	<b>3,473,640</b>	<b>3,432,850</b>	<b>1,221,090</b>	<b>1,320,960</b>	<b>1,292,640</b>

# Eastern Oregon / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$117,309
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	\$323
Visitor Shares	
Travel Share of Total Employment (2023)	6%
Overnight-Visitor Day Share of Resident Population*	8%

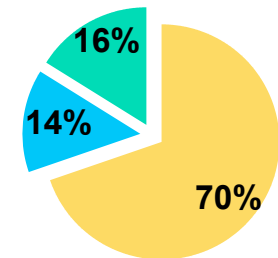
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*"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.

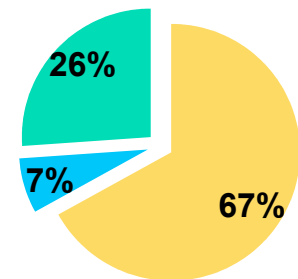
Visitors staying in hotel, motel or short term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 Share of Overnight-Visitor Spending

#### Eastern Oregon Region



#### Oregon



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

Percentages may not sum to 100% due to rounding.

# Eastern Oregon / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	284.2	350.8	354.1	382.0	398.9	412.0	258.0	410.4	543.1	539.1	▼ -0.7%	▲ 3.3%
Other	9.6	12.1	11.5	13.9	15.4	16.3	7.6	13.4	19.0	17.3	▼ -9.3%	▲ 3.0%
Visitor	274.6	338.7	342.6	368.2	383.4	395.7	250.4	397.0	524.1	521.8	▼ -0.4%	▲ 3.3%
<b>Earnings (\$Millions)</b>												
Earnings	79.5	112.2	117.0	123.4	134.6	142.3	130.8	146.4	176.1	182.8	▲ 3.8%	▲ 4.3%
<b>Employment (Jobs)</b>												
Employment	5,630	5,640	5,750	5,960	6,180	6,340	5,520	6,000	6,870	6,900	▲ 0.5%	▲ 1.0%
<b>Tax Revenue (\$Millions)</b>												
Total	9.7	14.4	15.0	17.2	17.9	18.6	14.8	19.6	24.2	23.8	▼ -1.8%	▲ 4.6%
Local	2.2	3.9	4.1	4.6	4.7	4.9	4.2	6.1	7.9	7.5	▼ -4.7%	▲ 6.3%
State	7.5	10.5	10.9	12.5	13.2	13.7	10.6	13.5	16.3	16.3	▼ -0.4%	▲ 4.0%

**Notes:**

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

Calendar year 2021 and 2022 have been revised with the release of this report.

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

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

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

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





# Eastern Oregon / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	274.6	338.7	342.6	368.2	383.4	395.7	250.4	397.0	524.1	521.8	-0.4%	31.9%
Other Travel*	9.6	12.1	11.5	13.9	15.4	16.3	7.6	13.4	19.0	17.3	-9.3%	5.9%
<b>TOTAL</b>	<b>284.2</b>	<b>350.8</b>	<b>354.1</b>	<b>382.0</b>	<b>398.9</b>	<b>412.0</b>	<b>258.0</b>	<b>410.4</b>	<b>543.1</b>	<b>539.1</b>	<b>-0.7%</b>	<b>30.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	109.8	153.0	156.0	173.7	181.0	187.9	121.6	220.1	289.9	281.4	-2.9%	49.8%
Hotel, Motel**								200.1	268.0	254.0	-5.2%	
STVR**								20.0	21.9	27.5	25.2%	
Private Home	40.1	51.9	51.5	54.1	56.2	57.0	48.1	61.0	64.5	65.2	1.0%	14.3%
Campground	29.8	37.2	38.0	38.4	40.1	41.8	31.5	35.7	39.7	43.1	8.5%	3.2%
Second Home	8.6	11.0	11.0	11.3	11.8	12.0	10.1	11.7	12.8	13.3	3.6%	10.3%
Day Travel	86.3	85.7	86.0	90.7	94.4	97.0	39.1	68.6	117.0	118.8	1.5%	22.4%
<b>TOTAL</b>	<b>274.6</b>	<b>338.7</b>	<b>342.6</b>	<b>368.2</b>	<b>383.4</b>	<b>395.7</b>	<b>250.4</b>	<b>397.0</b>	<b>524.1</b>	<b>521.8</b>	<b>-0.4%</b>	<b>31.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	49.4	79.1	82.5	91.9	93.4	97.0	71.8	120.8	151.9	147.4	-3.0%	51.9%
Food Service	67.8	89.1	91.9	98.6	103.4	108.6	72.0	111.6	149.1	154.2	3.4%	42.0%
Food Stores	31.1	39.0	38.7	39.3	39.9	41.0	26.6	36.0	45.5	47.7	4.8%	16.1%
Local Tran. & Gas	30.7	40.8	38.2	43.0	49.1	49.7	26.1	47.6	68.7	63.2	-8.1%	27.2%
Arts, Ent. & Rec.	53.1	51.6	52.2	54.6	55.9	57.1	31.3	46.8	63.5	64.7	1.8%	13.3%
Retail Sales	41.6	39.1	38.9	40.0	40.5	41.2	22.2	33.4	44.3	43.7	-1.5%	6.0%
Visitor Air Tran.	0.8	0.1	0.2	0.6	1.2	1.1	0.4	0.9	1.0	1.0	0.5%	-6.0%
<b>TOTAL</b>	<b>274.6</b>	<b>338.7</b>	<b>342.6</b>	<b>368.2</b>	<b>383.4</b>	<b>395.7</b>	<b>250.4</b>	<b>397.0</b>	<b>524.1</b>	<b>521.8</b>	<b>-0.4%</b>	<b>31.9%</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 ground transportation of visitors traveling to other Oregon destinations.

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

# Eastern Oregon / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	51.9	79.9	83.0	87.1	97.1	102.7	92.6	105.3	127.5	133.7	4.9%	30.2%
Arts, Ent. & Rec.	14.8	17.4	18.4	19.8	20.3	21.5	19.5	21.5	27.0	27.0	-0.1%	25.3%
Retail**	10.3	11.9	12.2	12.9	13.4	13.9	15.0	15.9	16.9	17.1	1.0%	23.0%
Ground Tran.	1.4	1.7	1.8	2.0	2.1	2.3	2.0	2.0	2.7	2.8	4.2%	24.5%
Visitor Air Tran.	0.2	0.2	0.5	0.2	0.4	0.3	0.3	0.5	0.4	0.6	49.5%	75.5%
Other Travel*	1.0	1.1	1.0	1.4	1.3	1.6	1.4	1.3	1.6	1.6	0.1%	-0.6%
<b>TOTAL</b>	<b>79.5</b>	<b>112.2</b>	<b>117.0</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>3.8%</b>	<b>28.4%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	3,330	3,520	3,600	3,710	3,930	4,000	3,450	3,790	4,360	4,350	-0.1%	8.7%
Arts, Ent. & Rec.	1,600	1,490	1,510	1,590	1,580	1,650	1,400	1,540	1,820	1,870	2.8%	12.9%
Retail**	570	520	530	550	550	550	560	570	570	560	-1.6%	2.4%
Ground Tran.	60	50	50	50	50	50	50	50	60	50	-1.9%	-0.4%
Visitor Air Tran.	10	10	10	10	10	10	10	10	10	10	32.8%	34.0%
Other Travel*	60	50	60	60	60	70	60	50	60	50	-1.1%	-18.0%
<b>TOTAL</b>	<b>5,630</b>	<b>5,640</b>	<b>5,750</b>	<b>5,960</b>	<b>6,180</b>	<b>6,340</b>	<b>5,520</b>	<b>6,000</b>	<b>6,870</b>	<b>6,900</b>	<b>0.4%</b>	<b>8.8%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	2.2	3.9	4.1	4.6	4.7	4.9	4.2	6.1	7.9	7.5	-4.7%	55.1%
State Tax Receipts	7.5	10.5	10.9	12.5	13.2	13.7	10.6	13.5	16.3	16.3	-0.4%	18.4%
<b>TOTAL</b>	<b>9.7</b>	<b>14.4</b>	<b>15.0</b>	<b>17.2</b>	<b>17.9</b>	<b>18.6</b>	<b>14.8</b>	<b>19.6</b>	<b>24.2</b>	<b>23.8</b>	<b>-1.8%</b>	<b>28.0%</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.



# Eastern Oregon / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$134	\$265	\$340	\$672	2.5	2.0
Private Home	\$33	\$105	\$82	\$263	2.5	3.2
Other Overnight	\$44	\$154	\$139	\$489	3.2	3.5
<b>All Overnight</b>	<b>\$71</b>	<b>\$190</b>	<b>\$190</b>	<b>\$498</b>	<b>2.7</b>	<b>2.6</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	2,167,260	2,540,510	2,362,170	780,840	966,420	922,000
Private Home	1,990,520	1,995,970	1,993,140	842,900	810,550	793,140
Other Overnight	1,019,670	1,176,210	1,290,780	386,280	392,420	405,920
<b>All Overnight</b>	<b>5,177,440</b>	<b>5,712,690</b>	<b>5,646,080</b>	<b>2,010,020</b>	<b>2,169,380</b>	<b>2,121,060</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,055,340	1,238,650	1,137,750	380,520	472,450	446,160
Private Home	553,340	598,190	621,630	234,380	242,990	247,440
Other Overnight	293,910	335,170	365,220	111,690	112,230	115,300
<b>All Overnight</b>	<b>1,902,590</b>	<b>2,172,010</b>	<b>2,124,600</b>	<b>726,590</b>	<b>827,660</b>	<b>808,890</b>

# Mt. Hood & Columbia River Gorge / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$130,784
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	\$682
Visitor Shares	
Travel Share of Total Employment (2023)	5%
Overnight-Visitor Day Share of Resident Population*	11%

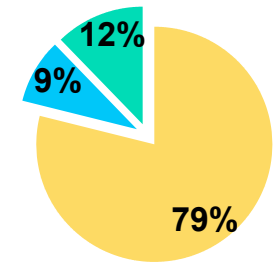
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

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

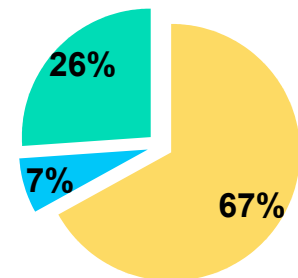
Visitors staying in hotel, motel or short term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 Share of Overnight-Visitor Spending

#### Mt. Hood & Columbia River Gorge Region



#### Oregon



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

Percentages may not sum to 100% due to rounding.

# Mt. Hood & Columbia River Gorge / Impacts, Summary

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	230.9	368.8	400.2	421.5	430.7	446.7	241.0	439.7	503.3	512.9	▲ 1.9%	▲ 4.1%
Other	11.1	16.4	17.2	15.5	17.1	17.6	13.1	14.5	20.7	22.4	▲ 8.2%	▲ 3.6%
Visitor	219.9	352.4	383.0	406.0	413.6	429.1	227.9	425.1	482.7	490.5	▲ 1.6%	▲ 4.1%
<b>Earnings (\$Millions)</b>												
Earnings	61.2	105.9	117.4	124.6	132.6	148.7	126.6	151.1	185.7	195.5	▲ 5.3%	▲ 6.0%
<b>Employment (Jobs)</b>												
Employment	3,590	4,550	4,850	4,970	5,000	5,300	4,290	4,940	5,700	5,800	▲ 1.7%	▲ 2.4%
<b>Tax Revenue (\$Millions)</b>												
Total	7.7	14.9	17.0	19.2	19.7	20.8	15.7	23.6	26.3	26.5	▲ 0.5%	▲ 6.3%
Local	2.3	5.1	6.3	6.8	6.8	6.9	5.6	9.9	10.4	10.1	▼ -2.2%	▲ 7.8%
State	5.5	9.8	10.8	12.4	12.9	13.8	10.1	13.7	16.0	16.3	▲ 2.3%	▲ 5.6%

### Notes:

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

Calendar year 2021 and 2022 have been revised with the release of this report.

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

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

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

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

# Mt. Hood & Columbia River Gorge / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	219.9	352.4	383.0	406.0	413.6	429.1	227.9	425.1	482.7	490.5	1.6%	14.3%
Other Travel*	11.1	16.4	17.2	15.5	17.1	17.6	13.1	14.5	20.7	22.4	8.2%	26.9%
<b>TOTAL</b>	<b>230.9</b>	<b>368.8</b>	<b>400.2</b>	<b>421.5</b>	<b>430.7</b>	<b>446.7</b>	<b>241.0</b>	<b>439.7</b>	<b>503.3</b>	<b>512.9</b>	<b>1.9%</b>	<b>14.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	80.7	162.0	183.8	199.7	202.5	209.9	121.4	238.3	257.6	258.8	0.4%	23.3%
Hotel, Motel**								131.5	152.5	156.4	2.5%	
STVR**								106.8	105.1	102.4	-2.6%	
Private Home	25.9	37.5	38.4	39.3	40.3	41.5	28.8	36.6	39.3	39.6	0.8%	-4.4%
Campground	14.3	21.0	21.6	21.8	22.7	23.6	17.9	14.5	16.9	17.9	6.0%	-24.1%
Second Home	5.5	7.9	7.9	8.1	8.5	8.7	7.1	10.1	11.1	11.5	3.5%	32.2%
Day Travel	93.5	123.9	131.4	137.0	139.6	145.5	52.6	125.6	157.7	162.7	3.2%	11.9%
<b>TOTAL</b>	<b>219.9</b>	<b>352.4</b>	<b>383.0</b>	<b>406.0</b>	<b>413.6</b>	<b>429.1</b>	<b>227.9</b>	<b>425.1</b>	<b>482.7</b>	<b>490.5</b>	<b>1.6%</b>	<b>14.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	35.4	80.4	94.5	102.0	102.3	105.0	74.0	145.4	152.9	149.6	-2.1%	42.4%
Food Service	61.0	104.6	114.7	122.3	125.4	132.8	63.6	113.5	131.0	140.5	7.2%	5.8%
Food Stores	20.4	31.4	32.4	32.8	32.9	34.2	21.4	38.5	45.1	47.1	4.5%	37.9%
Local Tran. & Gas	20.9	35.0	34.6	38.9	43.5	44.3	21.7	41.6	54.6	52.1	-4.6%	17.6%
Arts, Ent. & Rec.	34.9	44.7	47.8	49.7	49.7	51.3	18.1	27.9	31.8	33.5	5.5%	-34.7%
Retail Sales	47.3	56.3	59.0	60.3	59.9	61.5	29.0	58.3	67.3	67.7	0.6%	10.1%
<b>TOTAL</b>	<b>219.9</b>	<b>352.4</b>	<b>383.0</b>	<b>406.0</b>	<b>413.6</b>	<b>429.1</b>	<b>227.9</b>	<b>425.1</b>	<b>482.7</b>	<b>490.5</b>	<b>1.6%</b>	<b>14.3%</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 ground transportation of visitors traveling to other Oregon destinations.

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

# Mt. Hood & Columbia River Gorge / Impacts, Detailed

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	38.1	72.3	80.8	86.9	93.7	107.5	91.3	111.5	137.9	145.7	5.7%	35.6%
Arts, Ent. & Rec.	10.3	15.5	17.0	18.1	18.5	19.8	14.9	16.4	21.1	21.7	2.4%	9.1%
Retail**	8.4	11.8	12.7	13.4	13.9	14.4	14.1	17.2	18.6	18.8	0.9%	30.3%
Ground Tran.	0.9	1.5	1.7	1.9	1.9	2.1	1.7	2.0	2.4	2.6	8.6%	27.2%
Other Travel*	3.5	4.8	5.3	4.3	4.6	4.9	4.6	3.9	5.6	6.7	18.1%	37.2%
<b>TOTAL</b>	<b>61.2</b>	<b>105.9</b>	<b>117.4</b>	<b>124.6</b>	<b>132.6</b>	<b>148.7</b>	<b>126.6</b>	<b>151.1</b>	<b>185.7</b>	<b>195.5</b>	<b>5.3%</b>	<b>31.4%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	2,320	3,060	3,270	3,370	3,410	3,670	3,070	3,620	4,160	4,240	2.0%	15.4%
Arts, Ent. & Rec.	700	860	920	950	940	970	630	660	860	880	2.5%	-8.9%
Retail**	410	470	490	510	510	510	470	560	570	560	-2.5%	8.1%
Ground Tran.	40	40	50	50	50	50	40	50	50	50	2.2%	1.7%
Other Travel*	110	110	120	90	100	100	70	50	70	70	6.1%	-27.7%
<b>TOTAL</b>	<b>3,590</b>	<b>4,550</b>	<b>4,850</b>	<b>4,970</b>	<b>5,000</b>	<b>5,300</b>	<b>4,290</b>	<b>4,940</b>	<b>5,700</b>	<b>5,800</b>	<b>1.8%</b>	<b>9.4%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	2.3	5.1	6.3	6.8	6.8	6.9	5.6	9.9	10.4	10.1	-2.2%	45.6%
State Tax Receipts	5.5	9.8	10.8	12.4	12.9	13.8	10.1	13.7	16.0	16.3	2.3%	18.1%
<b>TOTAL</b>	<b>7.7</b>	<b>14.9</b>	<b>17.0</b>	<b>19.2</b>	<b>19.7</b>	<b>20.8</b>	<b>15.7</b>	<b>23.6</b>	<b>26.3</b>	<b>26.5</b>	<b>0.5%</b>	<b>27.3%</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.



# Mt. Hood & Columbia River Gorge / Visitor Details

## Visitor Details, 2023p

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

### Average Expenditure for Overnight Visitors, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$227	\$484	\$542	\$1,183	2.4	2.2
Private Home	\$33	\$118	\$78	\$288	2.4	3.7
Other Overnight	\$42	\$159	\$129	\$495	3.1	3.8
<b>All Overnight</b>	<b>\$80</b>	<b>\$242</b>	<b>\$208</b>	<b>\$628</b>	<b>2.6</b>	<b>3.0</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	2,275,520	2,189,640	2,170,050	834,680	833,470	840,900
Private Home	1,212,110	1,210,080	1,208,360	535,620	520,270	509,960
Other Overnight	558,680	655,980	707,000	216,760	223,850	227,510
<b>All Overnight</b>	<b>4,046,300</b>	<b>4,055,700</b>	<b>4,085,410</b>	<b>1,587,060</b>	<b>1,577,590</b>	<b>1,578,370</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	865,720	842,940	834,140	316,470	321,390	324,780
Private Home	300,430	323,430	336,180	129,740	135,000	137,580
Other Overnight	147,990	172,410	185,070	57,250	58,680	59,420
<b>All Overnight</b>	<b>1,314,150</b>	<b>1,338,790</b>	<b>1,355,390</b>	<b>503,460</b>	<b>515,080</b>	<b>521,780</b>





# County Impacts

2023p

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

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

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

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 / Summary

## Direct Travel Impacts, 2023p

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Baker	\$70.7	\$18.9	820	\$992	\$1,902	\$2,894
Benton	\$181.4	\$50.0	1,950	\$3,721	\$5,445	\$9,166
Clackamas	\$648.1	\$294.5	7,920	\$5,762	\$25,460	\$31,221
East Clackamas	\$115.7	\$55.1	1,500	\$969	\$4,323	\$5,292
West Clackamas	\$406.6	\$200.8	5,320	\$4,792	\$16,905	\$21,697
South Clackamas	\$125.8	\$38.6	1,100	\$0	\$4,232	\$4,232
Clatsop	\$580.6	\$263.2	7,170	\$12,806	\$19,297	\$32,102
Columbia	\$46.8	\$19.6	830	\$135	\$2,056	\$2,191
Coos	\$342.6	\$117.8	3,810	\$4,970	\$10,744	\$15,714
Crook	\$56.1	\$20.2	670	\$405	\$1,752	\$2,157
Curry	\$235.0	\$80.1	2,490	\$1,594	\$6,177	\$7,771
Deschutes	\$1,111.1	\$336.9	8,540	\$24,698	\$30,255	\$54,952
Douglas	\$317.9	\$100.4	3,510	\$2,400	\$9,271	\$11,671
East Douglas	\$246.7	\$78.5	2,750	\$1,892	\$7,482	\$9,373
West Douglas	\$71.2	\$21.9	760	\$508	\$1,790	\$2,297
Gilliam	\$5.0	\$1.2	50	\$0	\$136	\$136
Grant	\$16.1	\$3.7	180	\$147	\$418	\$565
Harney	\$27.1	\$10.1	450	\$449	\$785	\$1,233
Hood River	\$101.6	\$35.5	990	\$2,340	\$3,403	\$5,743
Jackson	\$725.8	\$193.9	5,580	\$12,717	\$17,914	\$30,631
Jefferson	\$110.4	\$27.0	1,220	\$1,920	\$2,997	\$4,917
Josephine	\$172.2	\$61.9	2,060	\$1,927	\$5,565	\$7,491
Klamath	\$240.6	\$75.0	2,170	\$2,938	\$6,731	\$9,669
Lake	\$20.6	\$4.7	220	\$209	\$550	\$759
Lane	\$1,312.0	\$334.4	10,440	\$19,195	\$30,792	\$49,987



# County / Summary

## Direct Travel Impacts, 2023p

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
East Lane	\$1,052.2	\$260.9	8,110	\$16,298	\$24,901	\$41,199
West Lane	\$259.7	\$73.4	2,330	\$2,897	\$5,891	\$8,788
Lincoln	\$634.3	\$236.3	6,670	\$16,631	\$19,697	\$36,328
Linn	\$207.9	\$59.3	2,140	\$2,886	\$6,772	\$9,658
Malheur	\$66.1	\$19.8	700	\$1,500	\$1,955	\$3,454
Marion	\$549.4	\$147.5	4,860	\$6,746	\$17,033	\$23,779
Morrow	\$20.0	\$6.3	260	\$6	\$660	\$666
Multnomah	\$4,216.3	\$1,224.0	21,360	\$104,564	\$91,900	\$196,464
East Multnomah	\$204.5	\$61.5	1,880	\$4,949	\$5,449	\$10,398
West Multnomah	\$4,011.8	\$1,162.4	19,480	\$99,615	\$86,451	\$186,066
Polk	\$231.9	\$87.5	2,860	\$128	\$6,652	\$6,780
Sherman	\$5.5	\$1.2	40	\$16	\$143	\$160
Tillamook	\$281.4	\$98.2	2,060	\$6,886	\$7,393	\$14,279
Umatilla	\$234.6	\$78.1	2,870	\$2,890	\$7,189	\$10,079
Union	\$53.1	\$20.9	710	\$1,046	\$1,629	\$2,675
Wallowa	\$36.0	\$21.3	760	\$496	\$1,305	\$1,801
Wasco	\$106.5	\$49.6	1,660	\$1,863	\$3,632	\$5,495
North Wasco	\$91.2	\$43.3	1,430	\$1,863	\$3,162	\$5,025
South Wasco	\$15.3	\$6.3	220	\$0	\$470	\$470
Washington	\$901.0	\$333.5	8,700	\$17,859	\$31,987	\$49,846
Wheeler	\$4.8	\$1.2	50	\$0	\$132	\$132
Yamhill	\$181.0	\$52.4	1,880	\$2,668	\$5,725	\$8,393

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

# County / Summary

## Overnight Visitor Volume, 2023p

	Nights		Trips	
	Person	Party	Person	Party
Baker	741,250	270,410	280,030	103,650
Benton	1,710,400	667,270	755,400	295,700
Clackamas	7,469,960	3,497,000	2,583,610	1,174,450
Clatsop	3,530,020	1,309,480	1,439,810	542,370
Columbia	701,050	319,160	227,800	103,110
Coos	2,703,370	1,018,620	1,088,620	413,790
Crook	704,780	257,840	290,030	107,740
Curry	2,073,260	730,770	891,040	323,360
Deschutes	8,380,850	3,246,520	3,045,420	1,167,220
Douglas	2,727,820	1,006,320	1,034,560	386,230
Gilliam/Sherman	142,420	50,400	57,360	20,790
Grant	239,570	86,140	97,110	35,540
Harney	318,530	117,050	144,230	54,110
Hood River	918,340	343,510	364,170	137,790
Jackson	5,537,700	2,220,220	2,078,050	819,230
Jefferson	1,498,010	515,190	593,810	209,470
Josephine	2,002,030	760,070	736,760	281,410
Klamath	3,117,240	1,092,560	1,108,950	394,420
Lake	284,890	103,440	119,820	44,240
Lane	9,037,810	3,663,020	3,370,110	1,336,280
Lincoln	4,702,600	1,720,850	1,832,550	680,740
Linn	2,196,650	844,250	929,000	359,570
Malheur	746,040	288,850	353,170	137,630
Marion	5,719,090	2,201,590	2,085,560	805,970
Morrow	268,010	101,190	114,820	43,790



# County / Summary

## Overnight Visitor Volume, 2023p

	Nights		Trips	
	Person	Party	Person	Party
Multnomah	13,136,280	6,196,320	5,176,360	2,362,900
Polk	1,287,200	500,420	531,570	207,500
Tillamook	2,451,110	845,040	890,580	308,980
Umatilla	2,036,920	783,920	960,260	372,330
Union	658,570	245,690	283,280	107,230
Wallowa	409,430	148,090	176,650	65,160
Wasco	1,016,630	372,050	447,130	166,820
Washington	8,912,870	4,375,990	3,187,040	1,517,700
Wheeler	85,360	29,310	32,620	11,410
Yamhill	1,917,940	745,760	831,790	324,710

**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 / Earnings & Employment

## All Industry and Travel Earnings & Employment, 2023p

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	415.6	18.9	4.5%		8,680	820	9.4%	
Benton	3,772.8	50.0	1.3%		55,030	1,950	3.5%	
Clackamas	17,678.5	294.5	1.7%		257,330	7,920	3.1%	
Clatsop	1,633.7	263.2	16.1%		27,280	7,170	26.3%	
Columbia	948.3	19.6	2.1%		18,410	830	4.5%	
Coos	2,019.5	117.8	5.8%		33,400	3,810	11.4%	
Crook	888.6	20.2	2.3%		12,160	670	5.5%	
Curry	551.2	80.1	14.5%		11,230	2,490	22.2%	
Deschutes	9,893.7	336.9	3.4%		143,990	8,540	5.9%	
Douglas	2,955.3	100.4	3.4%		54,720	3,510	6.4%	
Gilliam	82.9	1.2	1.4%		1,270	50	3.8%	
Grant	224.0	3.7	1.7%		4,070	180	4.5%	
Harney	214.0	10.1	4.7%		4,120	450	11.0%	
Hood River	1,127.0	35.5	3.2%		19,290	990	5.1%	
Jackson	8,120.6	193.9	2.4%		131,770	5,580	4.2%	
Jefferson	572.4	27.0	4.7%		10,330	1,220	11.8%	
Josephine	2,611.0	61.9	2.4%		45,210	2,060	4.6%	
Klamath	1,940.3	75.0	3.9%		32,780	2,170	6.6%	
Lake	234.0	4.7	2.0%		3,910	220	5.6%	
Lane	14,199.5	334.4	2.4%		221,330	10,440	4.7%	
Lincoln	1,555.2	236.3	15.2%		28,040	6,670	23.8%	
Linn	4,058.5	59.3	1.5%		66,750	2,140	3.2%	
Malheur	972.7	19.8	2.0%		18,220	700	3.9%	



# County / Earnings & Employment

## All Industry and Travel Earnings & Employment, 2023p

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	15,841.6	147.5	0.9%	216,800	4,860	2.2%
Morrow	808.0	6.3	0.8%	9,090	260	2.9%
Multnomah	55,779.9	1,224.0	2.2%	679,040	21,360	3.1%
Polk	1,762.3	87.5	5.0%	35,200	2,860	8.1%
Sherman	124.2	1.2	1.0%	1,540	40	2.5%
Tillamook	853.0	98.2	11.5%	15,060	2,060	13.7%
Umatilla	2,728.8	78.1	2.9%	43,300	2,870	6.6%
Union	827.0	20.9	2.5%	15,480	710	4.6%
Wallowa	245.5	21.3	8.7%	5,540	760	13.8%
Wasco	900.5	49.6	5.5%	15,420	1,660	10.7%
Washington	37,842.0	333.5	0.9%	416,150	8,700	2.1%
Wheeler	28.2	1.2	4.2%	820	50	6.5%
Yamhill	3,240.1	52.4	1.6%	57,010	1,880	3.3%
<b>Oregon</b>	<b>197,650.4</b>	<b>4,478.9</b>	<b>2.3%</b>	<b>2,719,760</b>	<b>118,520</b>	<b>4.4%</b>

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

**Note:** 2023 Total Employment & Earnings has been estimated by Dean Runyan Associates. Details may not add to totals due to rounding.



# Baker County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$83,467
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$28
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$392
Visitor Shares	
Travel Share of Total Employment (2023)	9%
Overnight-Visitor Day Share of Resident Population*	12%

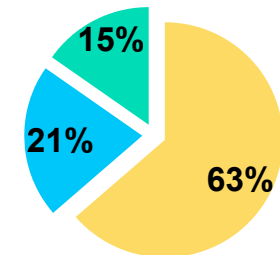
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

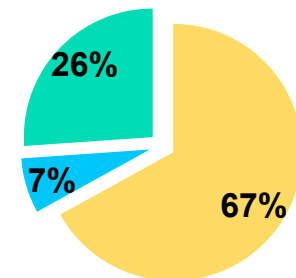
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	39.1	44.0	45.0	47.2	49.1	50.7	34.0	55.8	72.7	70.7	▼ -2.7%	▲ 3.0%
Other	1.4	2.0	1.9	2.0	2.3	2.4	1.1	2.1	3.0	2.7	▼ -7.9%	▲ 3.4%
Visitor	37.7	42.0	43.1	45.2	46.7	48.4	32.9	53.6	69.7	68.0	▼ -2.5%	▲ 3.0%
<b>Earnings (\$Millions)</b>												
Earnings	10.3	12.9	13.7	15.0	15.6	16.5	15.8	16.1	19.3	18.9	▼ -2.4%	▲ 3.1%
<b>Employment (Jobs)</b>												
Employment	850	710	700	740	740	770	770	760	880	820	▼ -6.7%	▼ -0.2%
<b>Tax Revenue (\$Millions)</b>												
Total	1.3	1.7	1.8	2.0	2.1	2.2	1.8	2.4	3.0	2.9	▼ -4.2%	▲ 4.2%
Local	0.3	0.4	0.5	0.5	0.5	0.6	0.5	0.8	1.0	1.0	▼ -4.0%	▲ 6.4%
State	1.0	1.2	1.3	1.5	1.6	1.6	1.3	1.6	2.0	1.9	▼ -4.3%	▲ 3.3%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Baker County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	37.7	42.0	43.1	45.2	46.7	48.4	32.9	53.6	69.7	68.0	-2.5%	40.6%
Other Travel*	1.4	2.0	1.9	2.0	2.3	2.4	1.1	2.1	3.0	2.7	-7.9%	16.3%
<b>TOTAL</b>	<b>39.1</b>	<b>44.0</b>	<b>45.0</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>70.7</b>	<b>-2.7%</b>	<b>39.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	11.9	15.2	15.9	17.3	17.9	18.7	13.2	26.7	35.4	33.2	-6.1%	78.1%
Hotel, Motel**								23.8	30.7	28.0	-8.7%	
STVR**								3.0	4.7	5.2	10.3%	
Private Home	5.2	6.4	6.4	6.6	6.8	6.9	5.5	7.5	7.9	8.0	1.4%	16.4%
Campground	6.0	6.3	6.4	6.5	6.7	7.0	5.9	6.9	7.6	7.9	4.5%	12.4%
Second Home	2.4	3.1	3.1	3.1	3.2	3.3	2.8	2.8	3.1	3.2	4.0%	-2.8%
Day Travel	12.1	11.1	11.4	11.7	12.1	12.5	5.4	9.7	15.8	15.7	-0.7%	25.2%
<b>TOTAL</b>	<b>37.7</b>	<b>42.0</b>	<b>43.1</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>68.0</b>	<b>-2.5%</b>	<b>40.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	5.9	8.3	8.9	9.7	9.9	10.2	8.3	15.0	19.7	19.0	-3.3%	86.1%
Food Service	10.1	12.3	12.8	13.5	14.1	14.8	10.3	16.6	21.4	21.4	0.1%	44.3%
Food Stores	4.8	5.5	5.5	5.5	5.6	5.7	4.0	5.4	6.8	7.0	2.7%	21.9%
Local Tran. & Gas	3.6	4.2	4.0	4.4	5.0	5.1	2.9	5.5	7.8	6.9	-12.4%	34.3%
Arts, Ent. & Rec.	6.1	5.5	5.7	5.8	5.9	6.0	3.8	5.6	6.8	6.8	-0.3%	12.4%
Retail Sales	7.1	6.2	6.2	6.3	6.3	6.5	3.6	5.5	7.3	7.0	-3.9%	7.8%
<b>TOTAL</b>	<b>37.7</b>	<b>42.0</b>	<b>43.1</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>68.0</b>	<b>-2.5%</b>	<b>40.6%</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.

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



# Baker County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	6.8	8.7	9.3	10.4	10.9	11.6	9.8	10.7	12.7	12.4	-2.7%	6.5%
Arts, Ent. & Rec.	1.7	2.2	2.3	2.4	2.4	2.6	3.4	2.7	3.8	3.7	-2.3%	46.3%
Retail**	1.6	1.7	1.8	1.8	1.9	1.9	2.2	2.3	2.4	2.3	-1.5%	21.3%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.3%	29.8%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.9%	-20.3%
<b>TOTAL</b>	<b>10.3</b>	<b>12.9</b>	<b>13.7</b>	<b>15.0</b>	<b>15.6</b>	<b>16.5</b>	<b>15.8</b>	<b>16.1</b>	<b>19.3</b>	<b>18.9</b>	<b>-2.4%</b>	<b>17.4%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	450	400	390	420	440	450	370	400	450	410	-7.4%	-8.6%
Arts, Ent. & Rec.	290	220	210	220	210	220	290	250	330	310	-6.0%	39.1%
Retail**	100	80	90	90	80	90	90	90	90	90	-5.7%	3.3%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-5.6%	3.8%
Other Travel*	10	10	10	10	10	10	10	10	0	0	-4.5%	-39.7%
<b>TOTAL</b>	<b>850</b>	<b>710</b>	<b>700</b>	<b>740</b>	<b>740</b>	<b>770</b>	<b>770</b>	<b>760</b>	<b>880</b>	<b>820</b>	<b>-6.8%</b>	<b>14.3%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.3	0.4	0.5	0.5	0.5	0.6	0.5	0.8	1.0	1.0	-4.0%	79.3%
State Tax Receipts	1.0	1.2	1.3	1.5	1.6	1.6	1.3	1.6	2.0	1.9	-4.3%	17.8%
<b>TOTAL</b>	<b>1.3</b>	<b>1.7</b>	<b>1.8</b>	<b>2.0</b>	<b>2.1</b>	<b>2.2</b>	<b>1.8</b>	<b>2.4</b>	<b>3.0</b>	<b>2.9</b>	<b>-4.2%</b>	<b>39.3%</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-arrangements and convention/trade shows.

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

# Baker County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$152	\$287	\$383	\$723	2.5	1.9
Private Home	\$37	\$117	\$95	\$300	2.6	3.2
Other Overnight	\$44	\$144	\$139	\$454	3.2	3.3
<b>All Overnight</b>	<b>\$71</b>	<b>\$187</b>	<b>\$194</b>	<b>\$505</b>	<b>2.7</b>	<b>2.6</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	272,180	310,780	273,050	98,330	117,830	105,880
Private Home	214,990	216,160	215,850	89,480	86,320	84,480
Other Overnight	206,880	236,290	252,350	78,960	79,440	80,050
<b>All Overnight</b>	<b>694,050</b>	<b>763,230</b>	<b>741,250</b>	<b>266,770</b>	<b>283,590</b>	<b>270,410</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	138,870	155,210	134,500	50,220	59,100	52,500
Private Home	60,380	65,480	68,060	25,130	26,150	26,640
Other Overnight	64,520	72,910	77,460	24,540	24,440	24,500
<b>All Overnight</b>	<b>263,770</b>	<b>293,600</b>	<b>280,030</b>	<b>99,890</b>	<b>109,680</b>	<b>103,650</b>

# Benton County / Insights

## Direct Travel Impacts, 2023p

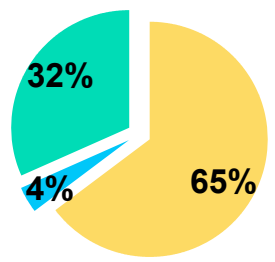
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$86,402
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$29
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$234
Visitor Shares	
Travel Share of Total Employment (2023)	4%
Overnight-Visitor Day Share of Resident Population*	5%

**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.  
 \*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

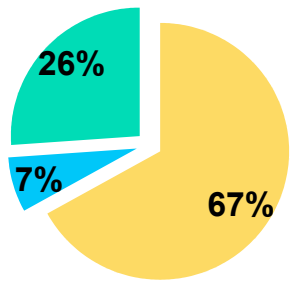
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	75.5	116.9	118.0	122.0	134.3	142.7	77.6	152.3	178.3	181.4	▲ 1.7%	▲ 4.5%
Other	9.3	13.0	13.2	14.5	15.2	15.7	8.1	13.4	18.9	18.1	▼ -4.1%	▲ 3.4%
Visitor	66.2	103.9	104.8	107.5	119.1	127.0	69.4	138.9	159.4	163.3	▲ 2.4%	▲ 4.6%
<b>Earnings (\$Millions)</b>												
Earnings	19.7	31.7	34.1	35.8	38.3	40.6	32.3	35.8	47.5	50.0	▲ 5.4%	▲ 4.8%
<b>Employment (Jobs)</b>												
Employment	1,320	1,700	1,750	1,790	1,870	1,910	1,440	1,540	1,970	1,950	▼ -1.0%	▲ 2.0%
<b>Tax Revenue (\$Millions)</b>												
Total	3.0	5.3	5.6	6.1	6.6	7.4	4.9	7.3	8.9	9.2	▲ 2.6%	▲ 5.7%
Local	0.8	1.6	1.7	1.8	2.0	2.5	1.7	2.9	3.6	3.7	▲ 4.8%	▲ 8.1%
State	2.3	3.7	3.9	4.3	4.6	4.9	3.1	4.4	5.4	5.4	▲ 1.3%	▲ 4.5%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Benton County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	66.2	103.9	104.8	107.5	119.1	127.0	69.4	138.9	159.4	163.3	2.4%	28.6%
Other Travel*	9.3	13.0	13.2	14.5	15.2	15.7	8.1	13.4	18.9	18.1	-4.1%	15.3%
<b>TOTAL</b>	<b>75.5</b>	<b>116.9</b>	<b>118.0</b>	<b>122.0</b>	<b>134.3</b>	<b>142.7</b>	<b>77.6</b>	<b>152.3</b>	<b>178.3</b>	<b>181.4</b>	<b>1.7%</b>	<b>27.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	22.1	44.4	45.2	46.1	53.0	58.3	28.5	62.9	77.0	79.2	2.8%	35.9%
Hotel, Motel**								54.6	67.3	68.4	1.6%	
STVR**								8.4	9.7	10.8	11.4%	
Private Home	20.3	28.2	28.2	29.2	31.2	31.9	21.8	35.9	38.3	38.7	1.2%	21.3%
Campground	2.1	2.7	2.8	2.8	3.0	3.1	2.6	2.9	3.2	3.5	10.0%	14.8%
Second Home	0.5	0.6	0.6	0.7	0.7	0.7	0.6	0.8	0.9	1.0	3.8%	35.3%
Day Travel	21.2	27.9	28.0	28.6	31.2	33.0	15.9	36.3	40.0	40.8	2.1%	23.9%
<b>TOTAL</b>	<b>66.2</b>	<b>103.9</b>	<b>104.8</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>163.3</b>	<b>2.4%</b>	<b>28.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	9.6	20.8	21.9	22.5	25.3	27.4	16.7	32.0	39.3	41.2	4.9%	50.3%
Food Service	18.4	31.5	32.3	33.3	37.1	40.3	20.1	41.7	46.2	48.5	4.9%	20.5%
Food Stores	7.3	11.0	10.8	10.9	11.5	12.0	8.0	14.5	16.3	16.8	3.5%	40.5%
Local Tran. & Gas	6.5	10.9	10.1	10.9	13.3	14.0	5.8	14.2	18.2	17.0	-6.9%	21.2%
Arts, Ent. & Rec.	10.9	13.6	13.7	13.8	14.9	15.6	8.5	16.1	17.0	17.6	3.1%	12.6%
Retail Sales	13.6	16.1	16.0	16.0	17.0	17.7	10.3	20.5	22.4	22.1	-1.1%	25.0%
<b>TOTAL</b>	<b>66.2</b>	<b>103.9</b>	<b>104.8</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>163.3</b>	<b>2.4%</b>	<b>28.6%</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.

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



# Benton County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	11.5	20.8	22.4	23.6	26.5	27.8	21.0	23.5	32.3	34.2	6.0%	23.0%
Arts, Ent. & Rec.	3.7	5.2	5.5	5.7	5.4	5.9	4.4	5.0	6.9	6.9	1.1%	18.3%
Retail**	2.7	3.8	3.9	4.0	4.3	4.5	4.9	5.4	5.8	5.9	1.8%	31.5%
Ground Tran.	0.3	0.6	0.6	0.6	0.7	0.8	0.5	0.7	0.9	0.9	6.3%	14.8%
Other Travel*	1.4	1.4	1.8	1.9	1.5	1.6	1.5	1.3	1.7	2.0	23.3%	24.3%
<b>TOTAL</b>	<b>19.7</b>	<b>31.7</b>	<b>34.1</b>	<b>35.8</b>	<b>38.3</b>	<b>40.6</b>	<b>32.3</b>	<b>35.8</b>	<b>47.5</b>	<b>50.0</b>	<b>5.4%</b>	<b>16.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	730	960	990	1,000	1,060	1,060	790	840	1,100	1,080	-2.0%	1.8%
Arts, Ent. & Rec.	350	500	510	530	560	590	410	440	600	600	0.3%	0.9%
Retail**	160	170	170	170	180	180	180	200	200	200	-2.6%	7.5%
Ground Tran.	10	20	20	20	20	20	10	20	20	20	0.1%	-8.2%
Other Travel*	70	50	70	70	50	60	50	50	60	60	9.7%	4.6%
<b>TOTAL</b>	<b>1,320</b>	<b>1,700</b>	<b>1,750</b>	<b>1,790</b>	<b>1,870</b>	<b>1,910</b>	<b>1,440</b>	<b>1,540</b>	<b>1,970</b>	<b>1,950</b>	<b>-1.0%</b>	<b>3.1%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.8	1.6	1.7	1.8	2.0	2.5	1.7	2.9	3.6	3.7	4.8%	46.1%
State Tax Receipts	2.3	3.7	3.9	4.3	4.6	4.9	3.1	4.4	5.4	5.4	1.3%	11.7%
<b>TOTAL</b>	<b>3.0</b>	<b>5.3</b>	<b>5.6</b>	<b>6.1</b>	<b>6.6</b>	<b>7.4</b>	<b>4.9</b>	<b>7.3</b>	<b>8.9</b>	<b>9.2</b>	<b>2.6%</b>	<b>20.3%</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-arrangements and convention/trade shows.

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



# Benton County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$147	\$244	\$372	\$618	2.5	1.7
Private Home	\$40	\$107	\$100	\$268	2.5	2.7
Other Overnight	\$50	\$149	\$161	\$474	3.2	2.9
<b>All Overnight</b>	<b>\$72</b>	<b>\$162</b>	<b>\$183</b>	<b>\$414</b>	<b>2.6</b>	<b>2.3</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	644,130	674,450	648,250	231,770	255,200	251,410
Private Home	958,020	974,110	972,730	406,520	396,380	387,850
Other Overnight	69,860	80,840	89,420	26,360	26,870	28,000
<b>All Overnight</b>	<b>1,672,010</b>	<b>1,729,400</b>	<b>1,710,400</b>	<b>664,650</b>	<b>678,450</b>	<b>667,270</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	367,180	380,770	362,170	132,270	144,740	141,440
Private Home	318,680	349,330	363,010	135,220	142,150	144,740
Other Overnight	24,100	27,550	30,220	9,140	9,200	9,520
<b>All Overnight</b>	<b>709,950</b>	<b>757,650</b>	<b>755,400</b>	<b>276,630</b>	<b>296,090</b>	<b>295,700</b>

# Clackamas County / Insights

## Direct Travel Impacts, 2023p

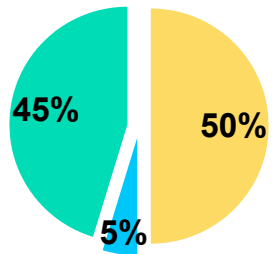
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$73,487
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$50
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$191
Visitor Shares	
Travel Share of Total Employment (2023)	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.

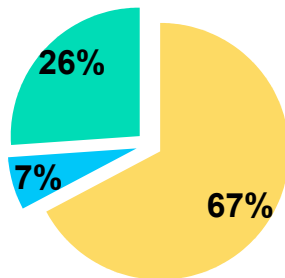
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	344.6	563.0	596.0	611.3	625.6	638.6	267.1	555.2	639.4	648.1	▲ 1.4%	▲ 3.2%
Other	38.1	78.4	83.1	80.6	88.2	89.9	49.1	69.7	98.1	88.5	▼ -9.8%	▲ 4.3%
Visitor	306.5	484.6	512.9	530.7	537.4	548.7	218.0	485.5	541.2	559.6	▲ 3.4%	▲ 3.1%
<b>Earnings (\$Millions)</b>												
Earnings	88.5	154.1	166.6	175.0	189.7	225.7	175.9	218.2	285.3	294.5	▲ 3.2%	▲ 6.2%
<b>Employment (Jobs)</b>												
Employment	4,710	6,010	6,270	6,430	6,580	7,360	5,560	6,550	7,840	7,920	▲ 1.0%	▲ 2.6%
<b>Tax Revenue (\$Millions)</b>												
Total	11.3	22.1	23.8	26.2	26.9	28.8	17.2	24.9	30.7	31.2	▲ 1.8%	▲ 5.2%
Local	2.0	5.4	5.9	6.2	6.0	6.0	2.9	4.3	5.5	5.8	▲ 4.6%	▲ 5.3%
State	9.2	16.7	17.9	20.1	20.9	22.8	14.3	20.6	25.2	25.5	▲ 1.2%	▲ 5.2%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Clackamas County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	306.5	484.6	512.9	530.7	537.4	548.7	218.0	485.5	541.2	559.6	3.4%	2.0%
Other Travel*	38.1	78.4	83.1	80.6	88.2	89.9	49.1	69.7	98.1	88.5	-9.8%	-1.6%
<b>TOTAL</b>	<b>344.6</b>	<b>563.0</b>	<b>596.0</b>	<b>611.3</b>	<b>625.6</b>	<b>638.6</b>	<b>267.1</b>	<b>555.2</b>	<b>639.4</b>	<b>648.1</b>	<b>1.4%</b>	<b>1.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	95.7	184.6	202.5	212.1	210.6	212.6	65.5	162.6	211.8	223.6	5.6%	5.2%
Hotel, Motel**								141.9	187.7	198.8	5.9%	
STVR**								20.7	24.1	24.8	3.0%	
Private Home	113.4	165.5	170.4	175.3	180.9	186.0	86.7	186.4	199.0	202.1	1.5%	8.6%
Campground	7.9	13.2	13.5	13.6	14.2	14.8	12.3	7.8	9.4	9.7	3.1%	-34.5%
Second Home	5.4	7.6	7.6	7.9	8.2	8.4	6.7	10.2	11.2	11.6	3.8%	38.9%
Day Travel	84.2	113.8	118.8	121.7	123.6	126.9	46.8	118.6	109.9	112.7	2.5%	-11.2%
<b>TOTAL</b>	<b>306.5</b>	<b>484.6</b>	<b>512.9</b>	<b>530.7</b>	<b>537.4</b>	<b>548.7</b>	<b>218.0</b>	<b>485.5</b>	<b>541.2</b>	<b>559.6</b>	<b>3.4%</b>	<b>2.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	41.7	90.9	101.8	106.2	103.9	103.8	44.2	87.3	110.3	114.0	3.4%	9.8%
Food Service	89.3	154.6	165.9	173.1	177.2	184.8	70.4	163.8	176.6	189.1	7.1%	2.3%
Food Stores	24.2	38.7	39.3	39.4	39.6	40.6	21.5	41.1	45.3	46.9	3.5%	15.5%
Local Tran. & Gas	30.9	51.0	50.9	55.3	60.2	60.6	21.8	56.0	69.6	68.3	-1.9%	12.7%
Arts, Ent. & Rec.	41.3	53.1	55.7	56.6	56.9	57.8	16.8	36.2	37.0	38.8	4.8%	-33.0%
Retail Sales	79.0	96.5	99.4	100.0	99.5	100.9	43.3	101.2	102.5	102.6	0.1%	1.7%
<b>TOTAL</b>	<b>306.5</b>	<b>484.6</b>	<b>512.9</b>	<b>530.7</b>	<b>537.4</b>	<b>548.7</b>	<b>218.0</b>	<b>485.5</b>	<b>541.2</b>	<b>559.6</b>	<b>3.4%</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.

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

# Clackamas County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	53.8	97.5	103.7	113.3	126.3	159.0	124.3	160.1	211.4	220.5	4.3%	38.7%
Arts, Ent. & Rec.	12.4	19.7	21.3	22.2	23.0	24.3	18.9	24.3	31.7	32.4	2.3%	33.5%
Retail**	12.2	17.3	18.4	19.2	19.7	20.4	17.0	18.6	20.7	20.8	0.3%	2.2%
Ground Tran.	3.3	5.3	5.9	6.4	6.5	7.0	3.9	5.5	6.4	6.9	8.5%	-1.3%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
Other Travel*	6.7	14.3	17.2	13.9	14.1	15.1	11.9	9.8	15.1	13.8	-8.8%	-8.3%
<b>TOTAL</b>	<b>88.5</b>	<b>154.1</b>	<b>166.6</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>294.5</b>	<b>3.2%</b>	<b>26.4%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	2,860	3,740	3,880	4,060	4,230	5,000	3,850	4,660	5,610	5,650	0.8%	13.1%
Arts, Ent. & Rec.	920	1,140	1,210	1,220	1,210	1,190	840	1,010	1,230	1,280	4.0%	7.7%
Retail**	520	600	620	640	630	640	490	520	560	550	-0.9%	-13.8%
Ground Tran.	140	160	160	170	160	170	100	130	130	130	2.1%	-21.1%
Visitor Air Tran.	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%
Other Travel*	260	390	410	340	350	360	300	240	320	300	-5.9%	-17.2%
<b>TOTAL</b>	<b>4,710</b>	<b>6,010</b>	<b>6,270</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>1.0%</b>	<b>6.5%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	2.0	5.4	5.9	6.2	6.0	6.0	2.9	4.3	5.5	5.8	4.6%	-3.9%
State Tax Receipts	9.2	16.7	17.9	20.1	20.9	22.8	14.3	20.6	25.2	25.5	1.2%	11.6%
<b>TOTAL</b>	<b>11.3</b>	<b>22.1</b>	<b>23.8</b>	<b>26.2</b>	<b>26.9</b>	<b>28.8</b>	<b>17.2</b>	<b>24.9</b>	<b>30.7</b>	<b>31.2</b>	<b>1.8%</b>	<b>6.5%</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.

# Clackamas County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$167	\$331	\$367	\$750	2.2	2.0
Private Home	\$37	\$120	\$77	\$253	2.0	3.3
Other Overnight	\$20	\$67	\$59	\$199	3.0	3.4
<b>All Overnight</b>	<b>\$60</b>	<b>\$173</b>	<b>\$128</b>	<b>\$381</b>	<b>2.1</b>	<b>3.0</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,349,530	1,529,080	1,543,650	540,270	654,630	681,530
Private Home	5,392,230	5,400,400	5,392,730	2,760,320	2,688,790	2,634,910
Other Overnight	429,050	504,350	533,580	175,040	180,730	180,560
<b>All Overnight</b>	<b>7,170,800</b>	<b>7,433,820</b>	<b>7,469,960</b>	<b>3,475,630</b>	<b>3,524,150</b>	<b>3,497,000</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	656,240	741,810	746,710	258,310	311,510	323,200
Private Home	1,495,940	1,615,010	1,678,140	750,490	783,320	797,780
Other Overnight	128,550	150,560	158,760	52,160	53,680	53,470
<b>All Overnight</b>	<b>2,280,720</b>	<b>2,507,380</b>	<b>2,583,610</b>	<b>1,060,960</b>	<b>1,148,510</b>	<b>1,174,450</b>



# Clatsop County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$80,211
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	\$1,814
Visitor Shares	
Travel Share of Total Employment (2023)	26%
Overnight-Visitor Day Share of Resident Population*	23%

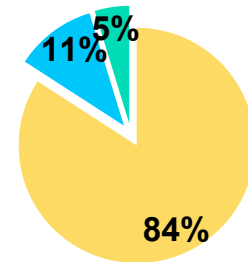
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

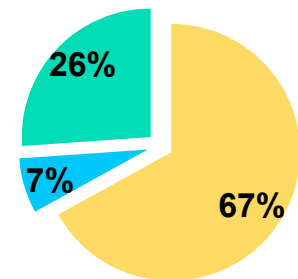
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 Share of Overnight Visitor Spending

### Clatsop County



### Oregon



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

Percentages may not sum to 100% due to rounding.



# Clatsop County / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	317.6	539.1	550.6	561.1	582.9	601.3	482.0	499.2	568.7	580.6	▲ 2.1%	▲ 3.1%
Other	10.6	5.8	4.5	5.0	5.8	5.9	2.8	5.3	7.3	6.7	▼ -7.9%	▼ -2.3%
Visitor	307.0	533.3	546.1	556.1	577.2	595.5	479.3	493.9	561.4	573.9	▲ 2.2%	▲ 3.2%
<b>Earnings (\$Millions)</b>												
Earnings	92.1	156.8	164.4	177.7	203.0	215.7	185.8	205.7	241.2	263.2	▲ 9.1%	▲ 5.4%
<b>Employment (Jobs)</b>												
Employment	4,760	5,800	5,990	6,210	6,620	6,830	5,790	6,230	6,960	7,170	▲ 2.9%	▲ 2.1%
<b>Tax Revenue (\$Millions)</b>												
Total	12.0	23.7	24.5	27.0	28.8	29.6	30.3	28.6	31.2	32.1	▲ 3.0%	▲ 5.1%
Local	4.9	10.5	10.7	11.1	11.5	11.6	14.4	12.4	12.8	12.8	▼ -0.2%	▲ 4.9%
State	7.1	13.2	13.8	15.9	17.3	18.0	15.9	16.3	18.3	19.3	▲ 5.3%	▲ 5.1%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Clatsop County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	307.0	533.3	546.1	556.1	577.2	595.5	479.3	493.9	561.4	573.9	2.2%	-3.6%
Other Travel*	10.6	5.8	4.5	5.0	5.8	5.9	2.8	5.3	7.3	6.7	-7.9%	15.3%
<b>TOTAL</b>	<b>317.6</b>	<b>539.1</b>	<b>550.6</b>	<b>561.1</b>	<b>582.9</b>	<b>601.3</b>	<b>482.0</b>	<b>499.2</b>	<b>568.7</b>	<b>580.6</b>	<b>2.1%</b>	<b>-3.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	133.8	287.4	295.2	302.7	314.8	323.6	328.7	305.4	317.4	324.4	2.2%	0.3%
Hotel, Motel**								223.4	234.4	243.5	3.9%	
STVR**								82.0	83.0	80.9	-2.6%	
Private Home	11.4	15.2	15.4	15.8	16.5	17.0	19.3	19.8	18.5	18.7	1.0%	9.9%
Campground	20.8	24.7	25.4	25.5	26.6	27.7	18.1	22.3	25.2	23.0	-8.7%	-17.0%
Second Home	10.7	14.1	14.2	14.7	15.2	15.6	12.7	17.2	18.8	19.5	3.8%	25.3%
Day Travel	130.2	191.9	195.9	197.4	204.1	211.6	100.4	129.2	181.5	188.3	3.7%	-11.0%
<b>TOTAL</b>	<b>307.0</b>	<b>533.3</b>	<b>546.1</b>	<b>556.1</b>	<b>577.2</b>	<b>595.5</b>	<b>479.3</b>	<b>493.9</b>	<b>561.4</b>	<b>573.9</b>	<b>2.2%</b>	<b>-3.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	65.8	136.1	141.3	146.8	151.5	153.8	193.6	191.7	198.7	198.0	-0.3%	28.8%
Food Service	85.3	166.3	173.9	177.1	184.7	194.8	125.6	125.0	146.4	157.3	7.4%	-19.2%
Food Stores	27.7	43.7	43.8	43.2	43.9	45.4	31.8	38.9	47.6	48.9	2.7%	7.7%
Local Tran. & Gas	24.4	46.6	44.2	47.4	53.5	54.3	36.2	39.4	50.2	48.2	-4.0%	-11.3%
Arts, Ent. & Rec.	46.8	65.5	67.1	66.8	68.2	70.0	42.3	43.2	50.0	52.6	5.0%	-24.9%
Retail Sales	56.9	75.1	75.8	74.7	75.5	77.2	49.7	55.7	68.4	68.9	0.8%	-10.8%
<b>TOTAL</b>	<b>307.0</b>	<b>533.3</b>	<b>546.1</b>	<b>556.1</b>	<b>577.2</b>	<b>595.5</b>	<b>479.3</b>	<b>493.9</b>	<b>561.4</b>	<b>573.9</b>	<b>2.2%</b>	<b>-3.6%</b>

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

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

# Clatsop County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	62.4	118.0	123.9	136.3	158.2	168.6	136.9	150.8	182.6	203.5	11.4%	20.6%
Arts, Ent. & Rec.	14.5	19.8	21.0	21.5	23.4	24.9	22.0	26.0	30.0	30.9	2.9%	23.9%
Retail**	10.6	16.1	16.8	17.1	18.5	18.9	23.4	26.4	26.0	26.0	0.2%	37.5%
Ground Tran.	1.2	2.2	2.4	2.5	2.6	2.8	3.1	1.9	2.3	2.5	9.7%	-11.8%
Other Travel*	3.4	0.7	0.2	0.2	0.3	0.3	0.3	0.5	0.4	0.3	-4.9%	13.5%
<b>TOTAL</b>	<b>92.1</b>	<b>156.8</b>	<b>164.4</b>	<b>177.7</b>	<b>203.0</b>	<b>215.7</b>	<b>185.8</b>	<b>205.7</b>	<b>241.2</b>	<b>263.2</b>	<b>9.1%</b>	<b>11.8%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	3,310	4,190	4,380	4,630	4,980	5,190	4,150	4,460	5,130	5,400	5.3%	4.1%
Arts, Ent. & Rec.	790	860	850	850	880	880	770	870	1,010	960	-5.0%	8.9%
Retail**	540	660	680	660	680	680	770	830	760	750	-2.1%	9.2%
Ground Tran.	50	60	70	70	70	70	80	50	50	50	3.3%	-29.4%
Other Travel*	70	30	10	10	10	10	10	20	10	10	-11.9%	-15.0%
<b>TOTAL</b>	<b>4,760</b>	<b>5,800</b>	<b>5,990</b>	<b>6,210</b>	<b>6,620</b>	<b>6,830</b>	<b>5,790</b>	<b>6,230</b>	<b>6,960</b>	<b>7,170</b>	<b>3.0%</b>	<b>1.9%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	4.9	10.5	10.7	11.1	11.5	11.6	14.4	12.4	12.8	12.8	-0.2%	10.8%
State Tax Receipts	7.1	13.2	13.8	15.9	17.3	18.0	15.9	16.3	18.3	19.3	5.3%	7.2%
<b>TOTAL</b>	<b>12.0</b>	<b>23.7</b>	<b>24.5</b>	<b>27.0</b>	<b>28.8</b>	<b>29.6</b>	<b>30.3</b>	<b>28.6</b>	<b>31.2</b>	<b>32.1</b>	<b>3.0%</b>	<b>5.4%</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.

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

# Clatsop County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$214	\$404	\$540	\$1,020	2.5	1.9
Private Home	\$35	\$111	\$90	\$285	2.6	3.2
Other Overnight	\$46	\$154	\$141	\$471	3.0	3.3
<b>All Overnight</b>	<b>\$109</b>	<b>\$268</b>	<b>\$294</b>	<b>\$711</b>	<b>2.7</b>	<b>2.4</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	2,285,260	2,074,600	2,079,950	822,750	780,060	800,030
Private Home	599,970	532,090	531,340	249,710	212,480	207,960
Other Overnight	792,360	915,950	918,730	311,500	317,000	301,480
<b>All Overnight</b>	<b>3,677,600</b>	<b>3,522,640</b>	<b>3,530,020</b>	<b>1,383,960</b>	<b>1,309,540</b>	<b>1,309,480</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,106,060	996,560	996,240	398,950	377,070	386,490
Private Home	168,490	161,180	167,550	70,120	64,370	65,580
Other Overnight	241,200	277,010	276,020	94,470	95,560	90,300
<b>All Overnight</b>	<b>1,515,750</b>	<b>1,434,760</b>	<b>1,439,810</b>	<b>563,550</b>	<b>536,990</b>	<b>542,370</b>

# Columbia County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$48,371
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$49
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$105
Visitor Shares	
Travel Share of Total Employment (2023)	5%
Overnight-Visitor Day Share of Resident Population*	4%

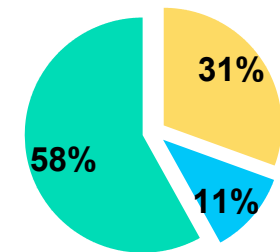
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

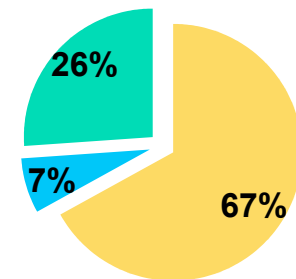
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	25.8	36.9	37.3	39.3	41.5	42.7	25.0	39.3	46.6	46.8	▲ 0.5%	▲ 3.0%
Other	4.0	6.1	5.9	6.6	7.6	7.7	3.6	6.8	9.4	8.7	▼ -7.9%	▲ 4.0%
Visitor	21.8	30.8	31.5	32.7	33.9	35.0	21.4	32.5	37.2	38.2	▲ 2.6%	▲ 2.8%
<b>Earnings (\$Millions)</b>												
Earnings	5.8	10.6	11.4	12.9	13.8	14.5	12.5	14.2	17.8	19.6	▲ 10.1%	▲ 6.2%
<b>Employment (Jobs)</b>												
Employment	440	610	630	680	700	740	580	660	800	830	▲ 4.0%	▲ 3.3%
<b>Tax Revenue (\$Millions)</b>												
Total	0.9	1.5	1.6	1.8	1.9	1.9	1.3	1.8	2.1	2.2	▲ 3.4%	▲ 4.7%
Local	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	▲ 6.1%	N/A
State	0.9	1.4	1.5	1.7	1.8	1.8	1.3	1.7	2.0	2.1	▲ 3.2%	▲ 4.3%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Columbia County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	21.8	30.8	31.5	32.7	33.9	35.0	21.4	32.5	37.2	38.2	2.6%	9.0%
Other Travel*	4.0	6.1	5.9	6.6	7.6	7.7	3.6	6.8	9.4	8.7	-7.9%	12.5%
<b>TOTAL</b>	<b>25.8</b>	<b>36.9</b>	<b>37.3</b>	<b>39.3</b>	<b>41.5</b>	<b>42.7</b>	<b>25.0</b>	<b>39.3</b>	<b>46.6</b>	<b>46.8</b>	<b>0.5%</b>	<b>9.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	4.0	4.8	5.0	5.2	5.3	5.5	5.6	6.0	7.9	8.2	3.8%	48.7%
Hotel, Motel**								4.6	5.7	6.1	6.6%	
STVR**								1.4	2.2	2.1	-3.5%	
Private Home	8.8	12.4	12.6	13.1	13.7	14.1	8.6	14.4	15.4	15.6	1.1%	10.9%
Campground	0.7	2.6	2.7	2.7	2.8	2.9	1.8	2.1	2.3	2.5	9.8%	-13.4%
Second Home	0.3	0.5	0.5	0.5	0.5	0.5	0.4	0.4	0.5	0.5	3.8%	1.6%
Day Travel	8.0	10.6	10.8	11.2	11.6	12.0	5.0	9.6	11.1	11.3	2.4%	-5.6%
<b>TOTAL</b>	<b>21.8</b>	<b>30.8</b>	<b>31.5</b>	<b>32.7</b>	<b>33.9</b>	<b>35.0</b>	<b>21.4</b>	<b>32.5</b>	<b>37.2</b>	<b>38.2</b>	<b>2.6%</b>	<b>9.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	2.0	3.1	3.2	3.3	3.4	3.5	3.7	3.8	5.1	5.2	0.8%	48.8%
Food Service	6.3	9.8	10.3	10.8	11.4	11.9	7.0	11.0	12.0	12.8	6.3%	7.2%
Food Stores	3.6	5.7	5.8	5.8	5.9	6.1	3.9	6.2	6.9	7.2	4.0%	17.3%
Local Tran. & Gas	2.0	3.0	2.9	3.2	3.6	3.6	2.1	3.8	4.6	4.4	-4.7%	20.9%
Arts, Ent. & Rec.	3.4	4.0	4.1	4.2	4.3	4.4	1.7	2.4	2.6	2.7	5.4%	-38.5%
Retail Sales	4.5	5.1	5.2	5.3	5.3	5.4	3.2	5.4	5.9	5.9	-0.2%	9.0%
<b>TOTAL</b>	<b>21.8</b>	<b>30.8</b>	<b>31.5</b>	<b>32.7</b>	<b>33.9</b>	<b>35.0</b>	<b>21.4</b>	<b>32.5</b>	<b>37.2</b>	<b>38.2</b>	<b>2.6%</b>	<b>9.0%</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.

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

# Columbia County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	3.3	7.3	8.0	9.4	10.2	10.8	8.9	10.4	12.5	14.2	13.5%	31.6%
Arts, Ent. & Rec.	1.1	1.3	1.2	1.3	1.3	1.3	0.9	0.9	1.5	1.6	3.3%	16.3%
Retail**	1.0	1.5	1.5	1.6	1.7	1.7	2.0	2.2	2.5	2.5	1.1%	42.5%
Ground Tran.	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	7.5%	13.4%
Other Travel*	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.5	1.0	1.1	0.9%	148.6%
<b>TOTAL</b>	<b>5.8</b>	<b>10.6</b>	<b>11.4</b>	<b>12.9</b>	<b>13.8</b>	<b>14.5</b>	<b>12.5</b>	<b>14.2</b>	<b>17.8</b>	<b>19.6</b>	<b>10.1%</b>	<b>22.2%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	240	370	390	420	430	440	360	410	450	500	10.8%	13.1%
Arts, Ent. & Rec.	120	140	150	170	170	190	130	140	210	200	-6.1%	2.1%
Retail**	60	70	70	70	70	70	70	80	80	80	-2.9%	19.7%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	1.1%	-9.3%
Other Travel*	20	20	20	20	20	20	20	20	50	50	-4.0%	87.9%
<b>TOTAL</b>	<b>440</b>	<b>610</b>	<b>630</b>	<b>680</b>	<b>700</b>	<b>740</b>	<b>580</b>	<b>660</b>	<b>800</b>	<b>830</b>	<b>3.8%</b>	<b>8.1%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	6.1%	20.6%
State Tax Receipts	0.9	1.4	1.5	1.7	1.8	1.8	1.3	1.7	2.0	2.1	3.2%	12.9%
<b>TOTAL</b>	<b>0.9</b>	<b>1.5</b>	<b>1.6</b>	<b>1.8</b>	<b>1.9</b>	<b>1.9</b>	<b>1.3</b>	<b>1.8</b>	<b>2.1</b>	<b>2.2</b>	<b>3.4%</b>	<b>9.6%</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" includes resident air travel, travel-arrangements and convention/trade shows.

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



# Columbia County / Visitor Details

## Visitor Details, 2023p

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

Additional years available at [www.travelstats.com/impacts/oregon](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$143	\$292	\$351	\$715	2.5	2.0
Private Home	\$28	\$92	\$59	\$191	2.1	3.2
Other Overnight	\$42	\$137	\$127	\$418	3.0	3.3
<b>All Overnight</b>	<b>\$38</b>	<b>\$118</b>	<b>\$84</b>	<b>\$260</b>	<b>2.2</b>	<b>3.1</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	73,240	78,230	80,370	27,020	30,070	31,530
Private Home	544,010	549,280	548,500	278,750	269,690	263,790
Other Overnight	56,190	65,110	72,180	22,450	22,880	23,850
<b>All Overnight</b>	<b>673,430</b>	<b>692,620</b>	<b>701,050</b>	<b>328,220</b>	<b>322,640</b>	<b>319,160</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	33,790	35,360	36,020	12,500	13,690	14,260
Private Home	150,130	163,350	169,710	76,930	80,200	81,620
Other Overnight	17,440	19,990	22,070	6,900	6,960	7,230
<b>All Overnight</b>	<b>201,370</b>	<b>218,700</b>	<b>227,800</b>	<b>96,330</b>	<b>100,850</b>	<b>103,110</b>

# Coos County / Insights

## Direct Travel Impacts, 2023p

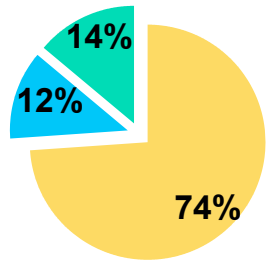
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$88,737
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$563
Visitor Shares	
Travel Share of Total Employment (2023)	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.

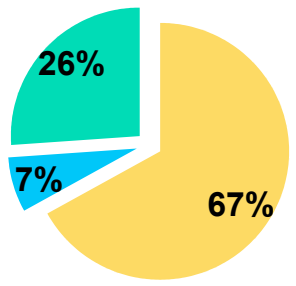
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	180.5	260.1	265.5	271.0	277.8	288.5	184.6	227.3	317.0	342.6	▲ 8.1%	▲ 3.3%
Other	8.9	9.4	9.1	9.8	11.1	11.3	5.3	9.4	13.6	13.1	▼ -3.5%	▲ 2.0%
Visitor	171.5	250.8	256.4	261.2	266.7	277.3	179.3	217.9	303.3	329.5	▲ 8.6%	▲ 3.3%
<b>Earnings (\$Millions)</b>												
Earnings	48.3	72.0	76.5	79.2	84.4	90.0	82.9	92.3	111.8	117.8	▲ 5.3%	▲ 4.6%
<b>Employment (Jobs)</b>												
Employment	3,110	3,140	3,290	3,290	3,320	3,360	2,980	3,200	3,660	3,810	▲ 4.1%	▲ 1.0%
<b>Tax Revenue (\$Millions)</b>												
Total	5.7	8.5	8.9	10.1	11.7	12.3	10.3	12.2	15.0	15.7	▲ 4.8%	▲ 5.2%
Local	1.2	1.4	1.4	1.8	3.1	3.2	3.1	3.9	4.7	5.0	▲ 4.9%	▲ 7.4%
State	4.5	7.1	7.5	8.3	8.6	9.0	7.2	8.3	10.3	10.7	▲ 4.8%	▲ 4.4%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Coos County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	171.5	250.8	256.4	261.2	266.7	277.3	179.3	217.9	303.3	329.5	8.6%	18.8%
Other Travel*	8.9	9.4	9.1	9.8	11.1	11.3	5.3	9.4	13.6	13.1	-3.5%	16.8%
<b>TOTAL</b>	<b>180.5</b>	<b>260.1</b>	<b>265.5</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>342.6</b>	<b>8.1%</b>	<b>18.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	66.2	115.0	118.8	122.5	122.9	127.9	92.1	117.8	157.5	172.8	9.7%	35.1%
Hotel, Motel**								101.1	132.6	147.6	11.3%	
STVR**								16.7	24.9	25.2	1.3%	
Private Home	22.7	28.0	27.8	27.9	29.0	29.9	31.8	30.0	32.1	32.5	1.1%	8.7%
Campground	17.0	20.9	21.5	21.6	22.5	23.5	17.3	19.2	21.4	23.5	9.9%	0.3%
Second Home	2.9	3.6	3.6	3.7	3.8	3.9	3.2	4.2	4.6	4.8	3.8%	22.0%
Day Travel	62.8	83.3	84.8	85.6	88.4	92.2	34.9	46.7	87.7	95.9	9.4%	4.1%
<b>TOTAL</b>	<b>171.5</b>	<b>250.8</b>	<b>256.4</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>329.5</b>	<b>8.6%</b>	<b>18.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	33.3	55.5	58.8	61.5	59.1	60.8	53.8	69.7	92.9	98.9	6.5%	62.8%
Food Service	43.8	72.8	76.0	77.7	80.8	85.8	48.2	55.4	77.8	88.8	14.0%	3.4%
Food Stores	17.8	25.1	25.1	24.7	25.1	26.1	18.6	21.1	28.8	31.5	9.2%	20.6%
Local Tran. & Gas	15.1	24.4	23.0	24.8	27.9	28.6	16.1	21.3	32.5	33.1	2.0%	15.9%
Arts, Ent. & Rec.	33.3	39.8	40.7	40.6	41.4	42.8	21.9	24.9	35.9	39.9	11.0%	-6.7%
Retail Sales	25.2	29.1	29.2	28.9	29.1	30.0	19.1	21.8	30.6	32.4	5.8%	8.0%
Visitor Air Tran.	3.1	4.0	3.6	3.1	3.2	3.3	1.5	3.7	4.8	4.9	2.1%	49.4%
<b>TOTAL</b>	<b>171.5</b>	<b>250.8</b>	<b>256.4</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>329.5</b>	<b>8.6%</b>	<b>18.8%</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.

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

# Coos County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	29.8	46.5	49.6	51.2	55.7	60.1	54.2	60.1	75.3	79.8	5.9%	32.8%
Arts, Ent. & Rec.	8.8	12.0	12.5	12.8	12.8	13.8	11.5	14.5	17.2	17.0	-1.0%	23.8%
Retail**	5.6	7.6	7.9	8.0	8.2	8.4	10.3	10.9	11.4	12.1	6.1%	44.3%
Ground Tran.	0.7	1.1	1.2	1.3	1.4	1.5	1.4	1.0	1.4	1.6	15.9%	10.7%
Other Travel*	3.3	4.8	5.2	5.8	6.2	6.3	5.5	5.8	6.5	7.3	11.9%	15.5%
<b>TOTAL</b>	<b>48.3</b>	<b>72.0</b>	<b>76.5</b>	<b>79.2</b>	<b>84.4</b>	<b>90.0</b>	<b>82.9</b>	<b>92.3</b>	<b>111.8</b>	<b>117.8</b>	<b>5.3%</b>	<b>24.3%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	1,820	1,860	1,950	2,000	2,030	2,110	1,820	1,950	2,230	2,270	1.9%	7.9%
Arts, Ent. & Rec.	860	830	860	820	820	800	670	770	940	1,040	10.0%	30.7%
Retail**	290	320	330	330	320	310	360	360	360	370	3.0%	17.6%
Ground Tran.	30	30	30	30	30	40	30	20	30	30	9.1%	-11.5%
Other Travel*	110	100	110	110	120	110	100	100	100	100	0.1%	-13.9%
<b>TOTAL</b>	<b>3,110</b>	<b>3,140</b>	<b>3,290</b>	<b>3,290</b>	<b>3,320</b>	<b>3,360</b>	<b>2,980</b>	<b>3,200</b>	<b>3,660</b>	<b>3,810</b>	<b>4.1%</b>	<b>8.9%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	1.2	1.4	1.4	1.8	3.1	3.2	3.1	3.9	4.7	5.0	4.9%	53.6%
State Tax Receipts	4.5	7.1	7.5	8.3	8.6	9.0	7.2	8.3	10.3	10.7	4.8%	18.8%
<b>TOTAL</b>	<b>5.7</b>	<b>8.5</b>	<b>8.9</b>	<b>10.1</b>	<b>11.7</b>	<b>12.3</b>	<b>10.3</b>	<b>12.2</b>	<b>15.0</b>	<b>15.7</b>	<b>4.8%</b>	<b>22.1%</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-arrangements and convention/trade shows.

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

# Coos County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$158	\$299	\$398	\$752	2.5	1.9
Private Home	\$39	\$124	\$98	\$314	2.5	3.2
Other Overnight	\$48	\$155	\$155	\$499	3.2	3.2
<b>All Overnight</b>	<b>\$86</b>	<b>\$215</b>	<b>\$229</b>	<b>\$564</b>	<b>2.7</b>	<b>2.5</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,047,610	1,192,590	1,288,390	379,960	454,720	504,350
Private Home	829,490	829,370	828,200	351,860	338,640	331,270
Other Overnight	454,490	527,680	586,790	170,880	174,640	183,000
<b>All Overnight</b>	<b>2,331,590</b>	<b>2,549,640</b>	<b>2,703,370</b>	<b>902,700</b>	<b>968,000</b>	<b>1,018,620</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	531,290	597,880	645,450	192,620	228,520	253,640
Private Home	232,940	251,240	261,160	98,050	101,640	103,510
Other Overnight	143,420	164,530	182,010	53,770	54,320	56,640
<b>All Overnight</b>	<b>907,650</b>	<b>1,013,650</b>	<b>1,088,620</b>	<b>344,450</b>	<b>384,480</b>	<b>413,790</b>

# Crook County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$79,191
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$38
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$201
Visitor Shares	
Travel Share of Total Employment (2023)	6%
Overnight-Visitor Day Share of Resident Population*	7%

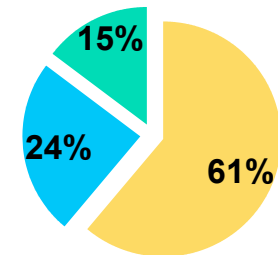
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

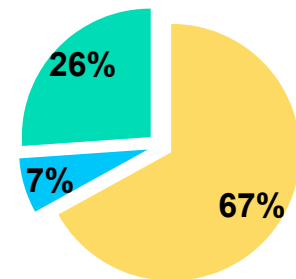
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	20.9	42.1	44.2	45.9	48.9	52.8	36.9	45.2	56.1	56.1	▼ 0.0%	▲ 5.1%
Other	1.8	2.7	2.6	2.9	3.5	3.5	1.7	3.3	4.6	4.3	▼ -7.9%	▲ 4.5%
Visitor	19.2	39.4	41.6	43.0	45.4	49.3	35.3	41.9	51.5	51.8	▲ 0.7%	▲ 5.1%
<b>Earnings (\$Millions)</b>												
Earnings	5.6	12.2	13.0	13.8	15.6	16.7	15.7	17.1	19.7	20.2	▲ 2.5%	▲ 6.6%
<b>Employment (Jobs)</b>												
Employment	400	570	580	580	680	710	680	660	670	670	▼ -0.8%	▲ 2.6%
<b>Tax Revenue (\$Millions)</b>												
Total	0.8	1.4	1.5	1.7	1.8	2.0	1.6	1.9	2.2	2.2	▼ -1.3%	▲ 5.0%
Local	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.4	▼ -4.8%	▲ 2.4%
State	0.6	1.1	1.2	1.4	1.5	1.6	1.3	1.5	1.8	1.8	▼ -0.4%	▲ 5.8%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Crook County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	19.2	39.4	41.6	43.0	45.4	49.3	35.3	41.9	51.5	51.8	0.7%	5.2%
Other Travel*	1.8	2.7	2.6	2.9	3.5	3.5	1.7	3.3	4.6	4.3	-7.9%	21.5%
<b>TOTAL</b>	<b>20.9</b>	<b>42.1</b>	<b>44.2</b>	<b>45.9</b>	<b>48.9</b>	<b>52.8</b>	<b>36.9</b>	<b>45.2</b>	<b>56.1</b>	<b>56.1</b>	<b>0.0%</b>	<b>6.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	3.8	18.0	19.5	20.4	21.8	24.4	19.2	21.4	26.5	25.6	-3.1%	5.1%
Hotel, Motel**								16.6	21.1	20.2	-4.2%	
STVR**								4.7	5.3	5.4	1.4%	
Private Home	3.2	4.4	4.6	4.7	5.0	5.2	4.2	5.6	6.1	6.2	1.1%	17.7%
Campground	5.6	6.9	7.1	7.1	7.4	7.8	6.0	6.7	7.5	8.2	9.9%	6.0%
Second Home	1.1	1.5	1.5	1.6	1.6	1.7	1.4	1.7	1.9	2.0	3.8%	18.8%
Day Travel	5.4	8.6	8.9	9.2	9.7	10.2	4.4	6.5	9.6	9.8	2.9%	-3.8%
<b>TOTAL</b>	<b>19.2</b>	<b>39.4</b>	<b>41.6</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>51.8</b>	<b>0.7%</b>	<b>5.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	3.0	10.4	11.4	12.0	12.6	14.4	13.0	15.0	18.2	17.4	-4.3%	21.4%
Food Service	4.8	10.5	11.2	11.6	12.5	13.5	8.0	9.5	11.7	12.4	6.0%	-8.5%
Food Stores	3.5	5.4	5.5	5.5	5.7	6.0	4.5	5.5	6.6	7.0	6.0%	18.2%
Local Tran. & Gas	1.5	2.8	2.8	3.0	3.5	3.6	2.2	3.1	4.2	4.0	-4.9%	9.1%
Arts, Ent. & Rec.	3.1	5.8	6.1	6.1	6.4	6.8	4.4	4.7	5.7	5.9	3.9%	-13.2%
Retail Sales	3.2	4.5	4.6	4.6	4.8	5.0	3.1	4.0	5.1	5.1	0.2%	2.5%
<b>TOTAL</b>	<b>19.2</b>	<b>39.4</b>	<b>41.6</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>51.8</b>	<b>0.7%</b>	<b>5.2%</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.

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



# Crook County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	3.7	8.4	9.1	9.7	10.5	11.1	10.2	11.9	14.2	14.8	4.6%	33.7%
Arts, Ent. & Rec.	0.9	2.2	2.3	2.4	3.3	3.6	3.1	2.7	2.5	2.3	-9.4%	-36.1%
Retail**	0.8	1.3	1.3	1.4	1.5	1.5	1.9	2.1	2.4	2.5	2.6%	62.2%
Ground Tran.	0.1	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	5.8%	-2.4%
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.9%	102.3%
<b>TOTAL</b>	<b>5.6</b>	<b>12.2</b>	<b>13.0</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>20.2</b>	<b>2.5%</b>	<b>18.4%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	210	290	300	310	330	330	300	340	360	360	-1.5%	7.4%
Arts, Ent. & Rec.	140	210	210	200	270	310	290	230	210	210	-2.3%	-32.7%
Retail**	40	60	60	60	60	60	70	80	80	90	6.5%	42.3%
Ground Tran.	0	10	10	10	10	10	10	0	10	10	-0.4%	-21.9%
Other Travel*	10	10	10	10	10	10	10	10	20	10	-5.1%	58.6%
<b>TOTAL</b>	<b>400</b>	<b>570</b>	<b>580</b>	<b>580</b>	<b>680</b>	<b>710</b>	<b>680</b>	<b>660</b>	<b>670</b>	<b>670</b>	<b>0.0%</b>	<b>-5.6%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.4	-4.8%	11.8%
State Tax Receipts	0.6	1.1	1.2	1.4	1.5	1.6	1.3	1.5	1.8	1.8	-0.4%	8.1%
<b>TOTAL</b>	<b>0.8</b>	<b>1.4</b>	<b>1.5</b>	<b>1.7</b>	<b>1.8</b>	<b>2.0</b>	<b>1.6</b>	<b>1.9</b>	<b>2.2</b>	<b>2.2</b>	<b>-1.3%</b>	<b>10.2%</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-arrangements and convention/trade shows.

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

# Crook County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$162	\$269	\$411	\$682	2.5	1.7
Private Home	\$23	\$63	\$59	\$157	2.5	2.7
Other Overnight	\$41	\$120	\$130	\$381	3.2	2.9
<b>All Overnight</b>	<b>\$60</b>	<b>\$145</b>	<b>\$163</b>	<b>\$390</b>	<b>2.7</b>	<b>2.4</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	187,940	204,240	193,160	67,580	77,190	74,810
Private Home	256,810	263,160	262,790	108,970	107,080	104,780
Other Overnight	195,140	225,500	248,830	73,940	75,250	78,260
<b>All Overnight</b>	<b>639,880</b>	<b>692,900</b>	<b>704,780</b>	<b>250,500</b>	<b>259,520</b>	<b>257,840</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	105,760	114,490	107,250	38,080	43,490	41,840
Private Home	85,430	94,370	98,070	36,250	38,400	39,100
Other Overnight	67,760	77,400	84,720	25,800	25,970	26,790
<b>All Overnight</b>	<b>258,950</b>	<b>286,270</b>	<b>290,030</b>	<b>100,130</b>	<b>107,860</b>	<b>107,740</b>



# Curry County / Insights

## Direct Travel Impacts, 2023p

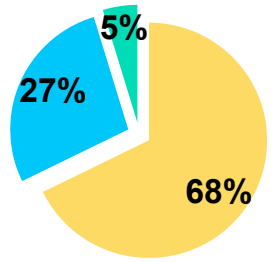
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$92,814
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$3
Local & State Tax Revenues Generated per County Household	\$708
Visitor Shares	
Travel Share of Total Employment (2023)	22%
Overnight-Visitor Day Share of Resident Population*	24%

**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.  
 \*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 24% of the population is added to the amount of people in the area.

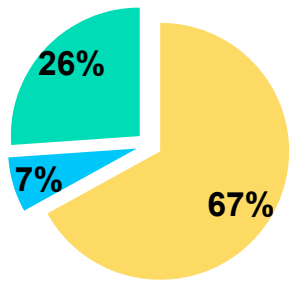
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	101.8	127.0	130.4	132.6	138.3	143.0	111.8	158.5	218.1	235.0	▲ 7.8%	▲ 4.3%
Other	1.9	2.8	2.6	2.9	3.3	3.4	1.6	3.0	4.1	3.8	▼ -7.9%	▲ 3.7%
Visitor	99.9	124.2	127.8	129.7	135.0	139.6	110.2	155.5	214.0	231.2	▲ 8.1%	▲ 4.3%
<b>Earnings (\$Millions)</b>												
Earnings	33.0	46.3	49.1	51.2	54.4	57.8	56.6	62.8	70.4	80.1	▲ 13.7%	▲ 4.5%
<b>Employment (Jobs)</b>												
Employment	1,970	1,910	2,010	2,040	2,120	2,200	2,020	2,160	2,390	2,490	▲ 4.3%	▲ 1.2%
<b>Tax Revenue (\$Millions)</b>												
Total	2.8	4.0	4.2	4.6	4.8	5.0	4.7	5.9	7.2	7.8	▲ 8.1%	▲ 5.2%
Local	0.5	0.6	0.6	0.7	0.7	0.7	0.8	1.2	1.5	1.6	▲ 4.9%	▲ 6.4%
State	2.4	3.4	3.6	3.9	4.1	4.3	3.9	4.8	5.7	6.2	▲ 9.0%	▲ 4.9%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Curry County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	99.9	124.2	127.8	129.7	135.0	139.6	110.2	155.5	214.0	231.2	8.1%	65.6%
Other Travel*	1.9	2.8	2.6	2.9	3.3	3.4	1.6	3.0	4.1	3.8	-7.9%	13.7%
<b>TOTAL</b>	<b>101.8</b>	<b>127.0</b>	<b>130.4</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>235.0</b>	<b>7.8%</b>	<b>64.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	34.9	45.2	46.9	48.3	50.4	51.8	51.4	83.2	112.0	120.3	7.4%	132.2%
Hotel, Motel**								66.1	86.7	96.2	11.0%	
STVR**								17.1	25.3	24.1	-4.7%	
Private Home	5.5	7.2	7.2	7.3	7.6	7.8	8.0	8.0	8.3	8.4	1.0%	8.4%
Campground	25.3	32.4	33.2	33.4	34.8	36.3	32.2	35.8	39.8	43.8	10.0%	20.8%
Second Home	2.9	3.6	3.6	3.7	3.8	3.9	3.2	4.1	4.5	4.7	3.8%	20.5%
Day Travel	31.4	35.9	36.8	37.0	38.4	39.9	15.5	24.4	49.3	54.0	9.5%	35.4%
<b>TOTAL</b>	<b>99.9</b>	<b>124.2</b>	<b>127.8</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>231.2</b>	<b>8.1%</b>	<b>65.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	20.2	26.3	27.8	29.0	29.8	30.4	35.9	55.1	72.4	75.7	4.6%	148.9%
Food Service	25.6	35.8	37.6	38.3	40.2	42.4	27.8	37.9	53.3	60.7	13.9%	42.9%
Food Stores	13.6	17.9	18.0	17.6	18.0	18.7	15.4	18.9	24.9	27.4	9.9%	46.2%
Local Tran. & Gas	8.3	11.1	10.5	11.3	12.9	13.1	8.5	13.6	20.8	21.2	1.7%	62.2%
Arts, Ent. & Rec.	15.5	16.2	16.7	16.6	17.0	17.5	11.4	14.5	19.5	21.7	11.5%	24.0%
Retail Sales	16.8	16.9	17.1	16.8	17.1	17.5	11.2	15.5	23.1	24.6	6.2%	40.8%
<b>TOTAL</b>	<b>99.9</b>	<b>124.2</b>	<b>127.8</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>231.2</b>	<b>8.1%</b>	<b>65.6%</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.

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

# Curry County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	23.5	36.6	39.3	41.2	44.2	47.1	44.1	50.1	56.5	65.0	15.1%	37.9%
Arts, Ent. & Rec.	5.0	4.1	4.1	4.1	4.1	4.4	4.3	4.0	4.2	4.5	9.3%	3.1%
Retail**	4.1	4.9	5.1	5.2	5.4	5.6	7.5	7.9	8.8	9.5	7.3%	70.1%
Ground Tran.	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.8	1.0	15.4%	64.5%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	-3.8%	-30.1%
<b>TOTAL</b>	<b>33.0</b>	<b>46.3</b>	<b>49.1</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>80.1</b>	<b>13.7%</b>	<b>21.7%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	1,260	1,310	1,400	1,420	1,450	1,510	1,330	1,490	1,680	1,770	5.4%	16.9%
Arts, Ent. & Rec.	460	360	380	380	420	430	380	350	370	370	-0.6%	-14.5%
Retail**	230	220	220	220	230	230	290	300	320	330	4.3%	44.6%
Ground Tran.	20	10	10	10	10	10	20	10	20	20	8.6%	31.5%
Other Travel*	10	10	10	10	10	10	10	10	0	0	-12.5%	-43.7%
<b>TOTAL</b>	<b>1,970</b>	<b>1,910</b>	<b>2,010</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>2,490</b>	<b>4.2%</b>	<b>8.6%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.5	0.6	0.6	0.7	0.7	0.7	0.8	1.2	1.5	1.6	4.9%	133.6%
State Tax Receipts	2.4	3.4	3.6	3.9	4.1	4.3	3.9	4.8	5.7	6.2	9.0%	44.5%
<b>TOTAL</b>	<b>2.8</b>	<b>4.0</b>	<b>4.2</b>	<b>4.6</b>	<b>4.8</b>	<b>5.0</b>	<b>4.7</b>	<b>5.9</b>	<b>7.2</b>	<b>7.8</b>	<b>8.1%</b>	<b>45.0%</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-arrangements and convention/trade shows.

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

# Curry County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$166	\$275	\$420	\$698	2.5	1.7
Private Home	\$36	\$96	\$90	\$241	2.5	2.7
Other Overnight	\$53	\$161	\$171	\$523	3.3	3.1
<b>All Overnight</b>	<b>\$85</b>	<b>\$199</b>	<b>\$242</b>	<b>\$548</b>	<b>2.8</b>	<b>2.3</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	751,850	870,920	916,100	270,220	327,640	353,770
Private Home	236,300	235,450	235,120	100,270	95,810	93,750
Other Overnight	708,200	824,790	922,050	262,090	268,730	283,250
<b>All Overnight</b>	<b>1,696,350</b>	<b>1,931,160</b>	<b>2,073,260</b>	<b>632,580</b>	<b>692,180</b>	<b>730,770</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	417,850	474,800	502,270	150,410	179,780	195,590
Private Home	78,600	84,440	87,740	33,350	34,360	34,990
Other Overnight	236,500	271,540	301,030	87,780	88,760	92,780
<b>All Overnight</b>	<b>732,950</b>	<b>830,770</b>	<b>891,040</b>	<b>271,550</b>	<b>302,900</b>	<b>323,360</b>



# Deschutes County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$117,129
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$33
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$656
Visitor Shares	
Travel Share of Total Employment (2023)	6%
Overnight-Visitor Day Share of Resident Population*	11%

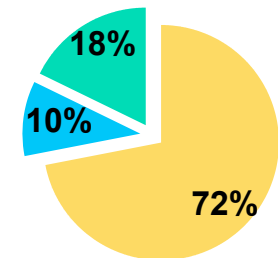
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

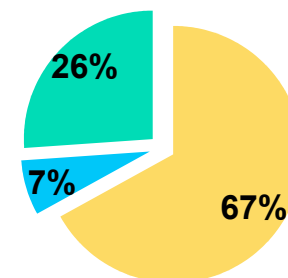
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	318.7	663.7	715.8	759.6	814.5	886.5	568.1	913.3	1,131.7	1,111.1	▼ -1.8%	▲ 6.4%
Other	29.6	67.5	71.0	80.4	94.9	97.2	43.1	82.3	132.9	130.6	▼ -1.7%	▲ 7.7%
Visitor	289.1	596.2	644.9	679.2	719.7	789.4	525.1	831.0	998.8	980.5	▼ -1.8%	▲ 6.3%
<b>Earnings (\$Millions)</b>												
Earnings	78.3	175.5	187.7	202.5	226.2	246.2	218.1	250.7	300.4	336.9	▲ 12.1%	▲ 7.6%
<b>Employment (Jobs)</b>												
Employment	4,180	6,740	6,970	7,110	7,560	7,870	6,600	7,230	8,040	8,540	▲ 6.2%	▲ 3.6%
<b>Tax Revenue (\$Millions)</b>												
Total	13.8	28.4	31.3	35.3	37.5	41.9	35.6	47.5	55.2	55.0	▼ -0.5%	▲ 7.2%
Local	6.4	11.6	13.2	14.0	14.6	17.0	16.0	22.7	26.2	24.7	▼ -5.6%	▲ 7.0%
State	7.3	16.8	18.2	21.2	22.9	24.9	19.5	24.8	29.1	30.3	▲ 4.1%	▲ 7.3%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Deschutes County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	289.1	596.2	644.9	679.2	719.7	789.4	525.1	831.0	998.8	980.5	-1.8%	24.2%
Other Travel*	29.6	67.5	71.0	80.4	94.9	97.2	43.1	82.3	132.9	130.6	-1.7%	34.4%
<b>TOTAL</b>	<b>318.7</b>	<b>663.7</b>	<b>715.8</b>	<b>759.6</b>	<b>814.5</b>	<b>886.5</b>	<b>568.1</b>	<b>913.3</b>	<b>1,131.7</b>	<b>1,111.1</b>	<b>-1.8%</b>	<b>25.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	141.8	343.9	381.2	401.8	426.0	480.2	322.1	541.5	639.8	612.7	-4.2%	27.6%
Hotel, Motel**								301.1	391.4	371.8	-5.0%	
STVR**								240.5	248.4	240.9	-3.0%	
Private Home	52.0	96.2	101.2	109.1	117.0	123.2	90.3	127.4	149.5	151.0	1.0%	22.6%
Campground	20.7	26.7	27.4	27.6	28.8	30.1	30.8	34.2	38.2	41.9	9.8%	39.4%
Second Home	22.4	36.9	37.2	39.0	40.4	41.4	33.8	40.6	44.5	46.2	3.8%	11.4%
Day Travel	52.3	92.5	97.8	101.7	107.4	114.5	48.1	87.2	126.9	128.7	1.4%	12.4%
<b>TOTAL</b>	<b>289.1</b>	<b>596.2</b>	<b>644.9</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>980.5</b>	<b>-1.8%</b>	<b>24.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	69.3	165.8	187.4	197.6	204.2	237.7	211.4	350.7	399.6	376.7	-5.7%	58.5%
Food Service	72.9	165.5	181.3	189.8	202.8	222.1	116.3	170.1	203.7	210.8	3.5%	-5.1%
Food Stores	26.8	48.8	50.3	50.8	52.4	55.4	43.8	67.8	80.6	83.5	3.5%	50.6%
Local Tran. & Gas	22.9	49.4	49.1	54.1	62.7	66.1	34.5	57.7	77.9	71.8	-7.9%	8.6%
Arts, Ent. & Rec.	40.4	65.8	70.2	71.9	74.9	79.5	48.9	63.3	73.9	75.6	2.4%	-4.8%
Retail Sales	46.0	71.6	75.0	76.1	78.5	82.8	51.5	77.9	93.7	92.0	-1.9%	11.1%
Visitor Air Tran.	10.8	29.3	31.6	38.8	44.2	45.8	18.7	43.4	69.4	70.2	1.1%	53.1%
<b>TOTAL</b>	<b>289.1</b>	<b>596.2</b>	<b>644.9</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>980.5</b>	<b>-1.8%</b>	<b>24.2%</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.

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



# Deschutes County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	52.5	128.4	136.6	148.8	166.3	181.6	156.0	183.4	226.5	254.8	12.5%	40.3%
Arts, Ent. & Rec.	12.0	22.6	23.7	24.9	28.7	31.5	26.3	29.8	33.1	39.8	20.4%	26.3%
Retail**	9.2	16.4	17.6	18.5	19.8	20.9	25.4	27.8	29.1	29.2	0.1%	39.6%
Ground Tran.	1.2	2.4	2.8	3.0	3.2	3.6	3.0	3.2	4.0	4.1	4.8%	15.4%
Other Travel*	3.3	5.7	7.0	7.4	8.3	8.5	7.4	6.5	7.8	9.0	15.5%	5.1%
<b>TOTAL</b>	<b>78.3</b>	<b>175.5</b>	<b>187.7</b>	<b>202.5</b>	<b>226.2</b>	<b>246.2</b>	<b>218.1</b>	<b>250.7</b>	<b>300.4</b>	<b>336.9</b>	<b>12.1%</b>	<b>22.0%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	2,780	4,830	4,960	5,030	5,310	5,520	4,550	5,070	5,790	6,160	6.3%	11.5%
Arts, Ent. & Rec.	740	1,030	1,080	1,140	1,260	1,350	1,020	1,130	1,250	1,370	9.4%	1.2%
Retail**	460	650	650	660	690	700	770	800	760	770	0.6%	10.2%
Ground Tran.	50	70	80	80	80	90	70	80	80	80	-1.4%	-7.7%
Other Travel*	140	160	200	200	220	210	190	160	160	170	4.8%	-20.9%
<b>TOTAL</b>	<b>4,180</b>	<b>6,740</b>	<b>6,970</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>8,540</b>	<b>6.2%</b>	<b>2.2%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	6.4	11.6	13.2	14.0	14.6	17.0	16.0	22.7	26.2	24.7	-5.6%	45.1%
State Tax Receipts	7.3	16.8	18.2	21.2	22.9	24.9	19.5	24.8	29.1	30.3	4.1%	21.6%
<b>TOTAL</b>	<b>13.8</b>	<b>28.4</b>	<b>31.3</b>	<b>35.3</b>	<b>37.5</b>	<b>41.9</b>	<b>35.6</b>	<b>47.5</b>	<b>55.2</b>	<b>55.0</b>	<b>-0.5%</b>	<b>31.8%</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-arrangements and convention/trade shows.

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

# Deschutes County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$341	\$644	\$816	\$1,571	2.4	1.9
Private Home	\$57	\$182	\$131	\$435	2.3	3.3
Other Overnight	\$41	\$137	\$125	\$419	3.0	3.3
<b>All Overnight</b>	<b>\$102</b>	<b>\$280</b>	<b>\$262</b>	<b>\$730</b>	<b>2.6</b>	<b>2.8</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	3,674,770	3,827,840	3,609,690	1,342,460	1,451,060	1,391,470
Private Home	2,613,580	2,635,890	2,632,140	1,197,950	1,179,250	1,152,320
Other Overnight	1,721,920	1,971,010	2,139,020	681,400	687,190	702,730
<b>All Overnight</b>	<b>8,010,260</b>	<b>8,434,740</b>	<b>8,380,850</b>	<b>3,221,800</b>	<b>3,317,500</b>	<b>3,246,520</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,610,340	1,685,300	1,573,270	587,130	640,620	609,880
Private Home	733,950	798,480	830,010	323,850	341,180	347,010
Other Overnight	521,270	592,980	642,140	205,540	206,080	210,330
<b>All Overnight</b>	<b>2,865,560</b>	<b>3,076,760</b>	<b>3,045,420</b>	<b>1,116,520</b>	<b>1,187,880</b>	<b>1,167,220</b>

# Douglas County / Insights

## Direct Travel Impacts, 2023p

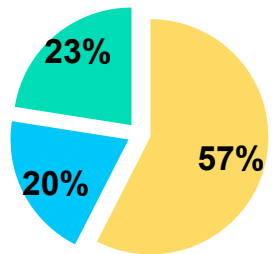
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$86,251
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$33
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$251
Visitor Shares	
Travel Share of Total Employment (2023)	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.

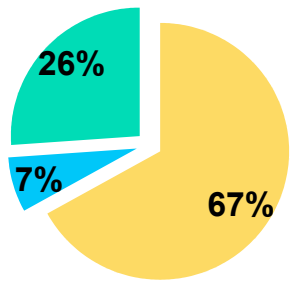
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	185.7	230.9	233.2	237.5	245.7	252.6	171.7	252.2	314.2	317.9	▲ 1.2%	▲ 2.7%
Other	9.6	14.3	12.5	13.9	16.0	16.2	7.6	14.3	19.7	18.2	▼ -7.9%	▲ 3.2%
Visitor	176.1	216.6	220.7	223.6	229.7	236.4	164.1	237.9	294.5	299.7	▲ 1.8%	▲ 2.7%
<b>Earnings (\$Millions)</b>												
Earnings	49.8	64.5	68.1	70.4	72.8	76.9	74.9	83.4	96.4	100.4	▲ 4.1%	▲ 3.6%
<b>Employment (Jobs)</b>												
Employment	3,280	3,050	3,130	3,160	3,140	3,180	2,970	3,180	3,480	3,510	▲ 0.8%	▲ 0.3%
<b>Tax Revenue (\$Millions)</b>												
Total	5.7	7.7	8.1	8.8	9.0	9.3	8.2	10.2	11.7	11.7	▼ -0.3%	▲ 3.7%
Local	0.9	1.3	1.4	1.4	1.4	1.5	1.7	2.2	2.5	2.4	▼ -3.9%	▲ 4.9%
State	4.7	6.4	6.7	7.4	7.6	7.9	6.5	8.0	9.2	9.3	▲ 0.7%	▲ 3.4%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Douglas County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	176.1	216.6	220.7	223.6	229.7	236.4	164.1	237.9	294.5	299.7	1.8%	26.8%
Other Travel*	9.6	14.3	12.5	13.9	16.0	16.2	7.6	14.3	19.7	18.2	-7.9%	11.9%
<b>TOTAL</b>	<b>185.7</b>	<b>230.9</b>	<b>233.2</b>	<b>237.5</b>	<b>245.7</b>	<b>252.6</b>	<b>171.7</b>	<b>252.2</b>	<b>314.2</b>	<b>317.9</b>	<b>1.2%</b>	<b>25.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	51.9	65.3	67.6	68.6	67.6	69.6	68.8	96.0	106.7	104.2	-2.3%	49.8%
Hotel, Motel**								89.6	98.0	94.8	-3.3%	
STVR**								6.5	8.7	9.4	8.3%	
Private Home	25.8	34.3	34.5	35.2	36.9	37.6	28.0	41.9	44.1	44.7	1.2%	18.9%
Campground	15.6	20.1	20.6	20.8	21.7	22.6	19.6	21.9	24.4	26.8	9.7%	18.8%
Second Home	2.6	4.2	4.2	4.3	4.5	4.6	3.8	3.6	3.9	4.0	3.8%	-12.4%
Day Travel	80.3	92.7	93.7	94.6	98.9	102.1	43.9	74.5	115.4	120.0	4.0%	17.5%
<b>TOTAL</b>	<b>176.1</b>	<b>216.6</b>	<b>220.7</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>299.7</b>	<b>1.8%</b>	<b>26.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	27.2	35.6	37.8	38.5	35.2	35.8	38.2	53.2	56.4	53.4	-5.4%	49.2%
Food Service	45.3	63.4	65.7	67.2	71.0	74.6	50.4	72.4	91.7	97.7	6.5%	30.8%
Food Stores	19.7	26.4	26.3	26.0	26.7	27.5	19.4	27.2	34.7	36.6	5.4%	33.2%
Local Tran. & Gas	14.6	19.2	18.0	19.4	22.3	22.5	13.8	22.3	30.8	29.1	-5.7%	29.0%
Arts, Ent. & Rec.	37.8	39.6	40.4	40.4	41.8	42.6	21.8	32.1	40.6	42.6	5.0%	-0.1%
Retail Sales	31.6	32.4	32.4	32.0	32.8	33.4	20.6	30.7	40.3	40.4	0.3%	21.2%
<b>TOTAL</b>	<b>176.1</b>	<b>216.6</b>	<b>220.7</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>299.7</b>	<b>1.8%</b>	<b>26.8%</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.

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



# Douglas County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	29.8	38.9	41.8	43.4	45.7	48.5	44.5	50.9	58.2	61.0	4.8%	25.9%
Arts, Ent. & Rec.	11.8	15.5	16.3	16.7	16.3	17.2	17.2	19.0	23.8	24.5	2.9%	42.3%
Retail**	6.6	8.1	8.4	8.6	9.0	9.2	11.3	11.5	12.2	12.5	2.3%	34.9%
Ground Tran.	0.7	0.9	1.0	1.0	1.1	1.2	1.1	1.0	1.3	1.4	7.2%	19.9%
Other Travel*	0.8	1.0	0.7	0.7	0.7	0.8	0.8	1.0	0.9	0.9	6.2%	17.9%
<b>TOTAL</b>	<b>49.8</b>	<b>64.5</b>	<b>68.1</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>100.4</b>	<b>4.1%</b>	<b>25.3%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	1,950	1,830	1,900	1,910	1,940	1,950	1,770	1,940	2,100	2,110	0.2%	7.7%
Arts, Ent. & Rec.	870	780	810	830	780	790	720	770	910	930	3.1%	18.3%
Retail**	370	360	360	360	370	370	410	410	410	410	-1.6%	11.5%
Ground Tran.	30	30	30	30	30	30	30	20	30	30	0.9%	-4.1%
Other Travel*	50	50	40	40	40	40	40	40	40	40	2.3%	-2.1%
<b>TOTAL</b>	<b>3,280</b>	<b>3,050</b>	<b>3,130</b>	<b>3,160</b>	<b>3,140</b>	<b>3,180</b>	<b>2,970</b>	<b>3,180</b>	<b>3,480</b>	<b>3,510</b>	<b>0.9%</b>	<b>9.4%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.9	1.3	1.4	1.4	1.4	1.5	1.7	2.2	2.5	2.4	-3.9%	64.3%
State Tax Receipts	4.7	6.4	6.7	7.4	7.6	7.9	6.5	8.0	9.2	9.3	0.7%	18.0%
<b>TOTAL</b>	<b>5.7</b>	<b>7.7</b>	<b>8.1</b>	<b>8.8</b>	<b>9.0</b>	<b>9.3</b>	<b>8.2</b>	<b>10.2</b>	<b>11.7</b>	<b>11.7</b>	<b>-0.3%</b>	<b>25.6%</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" includes resident air travel, travel-arrangements and convention/trade shows.

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



# Douglas County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$164	\$305	\$414	\$770	2.5	1.9
Private Home	\$42	\$132	\$108	\$336	2.6	3.1
Other Overnight	\$29	\$91	\$94	\$296	3.2	3.2

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	876,090	877,280	845,080	316,600	334,090	330,530
Private Home	1,137,470	1,140,710	1,139,090	474,170	456,230	446,520
Other Overnight	571,560	665,500	743,650	212,350	217,660	229,270
<b>All Overnight</b>	<b>2,585,120</b>	<b>2,683,490</b>	<b>2,727,820</b>	<b>1,003,120</b>	<b>1,007,970</b>	<b>1,006,320</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	458,710	454,760	435,070	165,880	173,680	170,890
Private Home	324,220	350,720	364,560	135,190	140,310	142,940
Other Overnight	184,220	211,640	234,920	68,390	69,190	72,400
<b>All Overnight</b>	<b>967,150</b>	<b>1,017,120</b>	<b>1,034,560</b>	<b>369,470</b>	<b>383,170</b>	<b>386,230</b>

# Gilliam/Sherman County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$116,683
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$24
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$3
Local & State Tax Revenues Generated per County Household	\$165
Visitor Shares	
Travel Share of Total Employment (2023)	3%
Overnight-Visitor Day Share of Resident Population*	10%

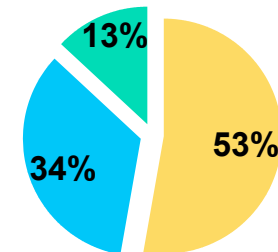
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

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

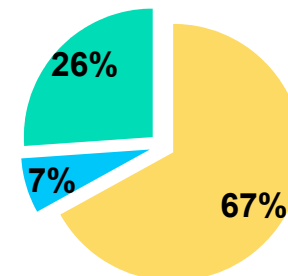
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	7.9	9.1	9.4	9.9	10.3	10.7	7.1	7.8	10.3	10.5	▲ 1.8%	▲ 1.4%
Other	0.3	0.4	0.4	0.5	0.5	0.5	0.3	0.5	0.7	0.6	▼ -7.9%	▲ 3.9%
Visitor	7.6	8.7	9.0	9.4	9.7	10.1	6.8	7.3	9.7	9.9	▲ 2.6%	▲ 1.3%
<b>Earnings (\$Millions)</b>												
Earnings	1.9	2.3	2.4	2.6	2.8	3.2	2.7	2.0	2.6	2.4	▼ -6.6%	▲ 1.2%
<b>Employment (Jobs)</b>												
Employment	140	100	100	110	110	130	110	80	100	90	▼ -15.4%	▼ -2.4%
<b>Tax Revenue (\$Millions)</b>												
Total	0.2	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3	▼ -4.3%	▲ 2.3%
Local	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -4.5%	N/A
State	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▼ -4.2%	▲ 2.0%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Gilliam/Sherman County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	7.6	8.7	9.0	9.4	9.7	10.1	6.8	7.3	9.7	9.9	2.6%	-2.2%
Other Travel*	0.3	0.4	0.4	0.5	0.5	0.5	0.3	0.5	0.7	0.6	-7.9%	21.3%
<b>TOTAL</b>	<b>7.9</b>	<b>9.1</b>	<b>9.4</b>	<b>9.9</b>	<b>10.3</b>	<b>10.7</b>	<b>7.1</b>	<b>7.8</b>	<b>10.3</b>	<b>10.5</b>	<b>1.8%</b>	<b>-1.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	3.1	3.7	4.0	4.3	4.4	4.6	3.3	3.0	4.0	3.9	-2.5%	-14.4%
Hotel, Motel**								2.6	3.6	3.4	-3.8%	
STVR**								0.4	0.5	0.5	7.8%	
Private Home	0.5	0.7	0.7	0.7	0.8	0.8	0.7	0.9	0.9	1.0	1.3%	23.0%
Campground	1.6	1.9	2.0	2.0	2.1	2.1	1.8	2.0	2.3	2.5	9.7%	15.3%
Second Home	0.1	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	4.0%	-54.8%
Day Travel	2.3	2.2	2.2	2.3	2.4	2.4	0.9	1.3	2.4	2.5	4.8%	0.8%
<b>TOTAL</b>	<b>7.6</b>	<b>8.7</b>	<b>9.0</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>2.6%</b>	<b>-2.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	1.5	2.2	2.3	2.5	2.6	2.7	2.1	2.0	2.4	2.3	-3.9%	-11.7%
Food Service	1.9	2.3	2.4	2.6	2.7	2.8	1.9	2.1	2.9	3.1	6.9%	9.1%
Food Stores	1.0	1.2	1.2	1.2	1.2	1.3	0.9	1.1	1.3	1.4	8.0%	10.6%
Local Tran. & Gas	0.6	0.7	0.6	0.7	0.8	0.8	0.5	0.6	0.9	0.8	-4.2%	2.4%
Arts, Ent. & Rec.	1.4	1.3	1.3	1.4	1.4	1.5	0.9	0.9	1.2	1.3	4.8%	-14.6%
Retail Sales	1.2	1.0	1.0	1.0	1.0	1.1	0.5	0.7	0.9	1.0	1.7%	-10.6%
<b>TOTAL</b>	<b>7.6</b>	<b>8.7</b>	<b>9.0</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>2.6%</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" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

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

# Gilliam/Sherman County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	1.2	1.5	1.6	1.7	1.8	2.2	1.7	1.3	1.7	1.5	-12.1%	-33.6%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.3	0.4	0.4	2.7%	-8.0%
Retail**	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.4	0.4	4.2%	5.8%
Ground Tran.	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.1	6.0%	-12.3%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9%	26.2%
<b>TOTAL</b>	<b>1.9</b>	<b>2.3</b>	<b>2.4</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>-6.6%</b>	<b>-18.4%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	90	70	70	70	70	90	70	60	70	50	-22.7%	-37.8%
Arts, Ent. & Rec.	30	20	20	20	20	20	20	10	20	20	-3.9%	-21.3%
Retail**	20	20	20	20	20	20	20	10	10	10	5.5%	-10.6%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	-0.2%	-29.9%
Other Travel*	0	0	0	0	0	0	0	0	0	0	2.2%	10.9%
<b>TOTAL</b>	<b>140</b>	<b>100</b>	<b>100</b>	<b>110</b>	<b>110</b>	<b>130</b>	<b>110</b>	<b>80</b>	<b>100</b>	<b>90</b>	<b>-10.0%</b>	<b>-23.1%</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	0.0	-4.5%	-15.8%
State Tax Receipts	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	-4.2%	-17.9%
<b>TOTAL</b>	<b>0.2</b>	<b>0.3</b>	<b>0.3</b>	<b>0.3</b>	<b>0.3</b>	<b>0.4</b>	<b>0.3</b>	<b>0.3</b>	<b>0.3</b>	<b>0.3</b>	<b>-4.3%</b>	<b>-14.2%</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-arrangements and convention/trade shows.

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

# Gilliam/Sherman County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$116	\$193	\$294	\$488	2.5	1.7
Private Home	\$24	\$65	\$61	\$163	2.5	2.7
Other Overnight	\$20	\$63	\$67	\$208	3.3	3.1

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	35,320	42,200	40,040	12,700	15,990	15,550
Private Home	39,030	39,640	39,580	16,560	16,130	15,780
Other Overnight	47,740	55,820	62,790	17,460	17,970	19,070
<b>All Overnight</b>	<b>122,090</b>	<b>137,650</b>	<b>142,420</b>	<b>46,730</b>	<b>50,090</b>	<b>50,400</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	20,010	24,050	22,510	7,210	9,150	8,800
Private Home	12,980	14,220	14,770	5,510	5,780	5,890
Other Overnight	15,630	17,990	20,080	5,720	5,800	6,110
<b>All Overnight</b>	<b>48,630</b>	<b>56,260</b>	<b>57,360</b>	<b>18,440</b>	<b>20,740</b>	<b>20,790</b>



# Grant County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$82,813
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$25
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$174
Visitor Shares	
Travel Share of Total Employment (2023)	5%
Overnight-Visitor Day Share of Resident Population*	9%

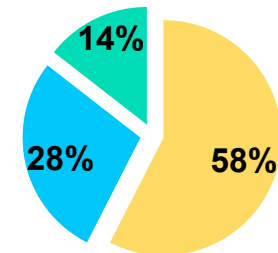
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

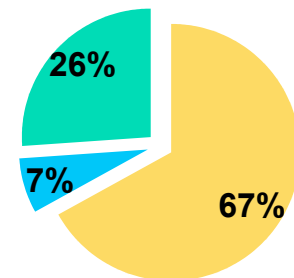
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	8.6	10.5	10.7	11.2	11.7	12.1	6.8	12.8	15.7	16.1	▲ 2.4%	▲ 3.2%
Other	0.6	0.9	0.8	0.9	1.0	1.1	0.5	0.9	1.3	1.2	▼ -7.9%	▲ 3.1%
Visitor	8.0	9.6	9.9	10.3	10.7	11.0	6.3	11.9	14.4	14.9	▲ 3.3%	▲ 3.2%
<b>Earnings (\$Millions)</b>												
Earnings	2.2	2.7	2.8	3.0	3.2	3.4	2.9	3.2	3.6	3.7	▲ 4.9%	▲ 2.7%
<b>Employment (Jobs)</b>												
Employment	200	170	180	180	180	190	160	180	190	180	▼ -1.6%	▼ -0.5%
<b>Tax Revenue (\$Millions)</b>												
Total	0.3	0.4	0.4	0.4	0.5	0.5	0.3	0.6	0.6	0.6	▲ 0.5%	▲ 3.5%
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	▼ -1.5%	▲ 5.4%
State	0.2	0.3	0.3	0.4	0.4	0.4	0.3	0.4	0.4	0.4	▲ 1.3%	▲ 3.0%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Grant County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	8.0	9.6	9.9	10.3	10.7	11.0	6.3	11.9	14.4	14.9	3.3%	35.2%
Other Travel*	0.6	0.9	0.8	0.9	1.0	1.1	0.5	0.9	1.3	1.2	-7.9%	10.6%
<b>TOTAL</b>	<b>8.6</b>	<b>10.5</b>	<b>10.7</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>2.4%</b>	<b>33.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	2.4	3.2	3.4	3.7	3.8	4.0	1.7	5.6	6.9	6.9	1.0%	74.9%
Hotel, Motel**								4.1	5.5	5.3	-3.3%	
STVR**								1.5	1.4	1.6	17.8%	
Private Home	1.1	1.5	1.4	1.5	1.5	1.6	1.0	1.6	1.7	1.7	1.3%	12.2%
Campground	1.6	2.0	2.1	2.1	2.2	2.2	1.9	2.1	2.4	2.6	9.6%	15.2%
Second Home	0.7	0.8	0.8	0.8	0.9	0.9	0.8	0.7	0.8	0.8	4.0%	-10.7%
Day Travel	2.1	2.1	2.2	2.2	2.3	2.4	1.0	1.9	2.7	2.8	4.9%	19.8%
<b>TOTAL</b>	<b>8.0</b>	<b>9.6</b>	<b>9.9</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>14.9</b>	<b>3.3%</b>	<b>35.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	1.3	2.0	2.1	2.3	2.4	2.5	1.6	3.5	4.1	4.1	-0.6%	65.3%
Food Service	2.0	2.7	2.8	2.9	3.0	3.2	1.8	3.4	4.2	4.5	7.2%	41.6%
Food Stores	1.3	1.6	1.6	1.6	1.6	1.7	1.1	1.6	1.9	2.0	7.7%	20.9%
Local Tran. & Gas	0.7	0.8	0.8	0.9	1.0	1.0	0.5	1.0	1.3	1.3	-3.5%	29.8%
Arts, Ent. & Rec.	1.4	1.4	1.4	1.4	1.5	1.5	0.7	1.3	1.6	1.7	4.7%	13.6%
Retail Sales	1.3	1.2	1.2	1.2	1.2	1.2	0.6	1.1	1.3	1.4	2.0%	8.3%
<b>TOTAL</b>	<b>8.0</b>	<b>9.6</b>	<b>9.9</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>14.9</b>	<b>3.3%</b>	<b>35.2%</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.

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

# Grant County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	1.4	1.8	1.9	2.1	2.3	2.4	1.9	2.2	2.4	2.5	5.6%	4.2%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	2.6%	38.6%
Retail**	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	4.3%	21.9%
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	7.7%	27.0%
Other Travel*	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.9%	14.2%
<b>TOTAL</b>	<b>2.2</b>	<b>2.7</b>	<b>2.8</b>	<b>3.0</b>	<b>3.2</b>	<b>3.4</b>	<b>2.9</b>	<b>3.2</b>	<b>3.6</b>	<b>3.7</b>	<b>4.9%</b>	<b>5.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	110	100	110	110	120	130	100	120	120	120	-0.3%	-5.2%
Arts, Ent. & Rec.	60	40	40	40	30	40	40	40	40	40	-6.7%	-1.5%
Retail**	20	20	20	20	20	20	20	20	20	20	1.0%	10.6%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	1.3%	1.6%
Other Travel*	0	0	0	0	0	0	0	0	0	0	-4.5%	-2.6%
<b>TOTAL</b>	<b>200</b>	<b>170</b>	<b>180</b>	<b>180</b>	<b>180</b>	<b>190</b>	<b>160</b>	<b>180</b>	<b>190</b>	<b>180</b>	<b>-5.3%</b>	<b>0.0%</b>
<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	0.2	0.1	0.1	-1.5%	58.5%
State Tax Receipts	0.2	0.3	0.3	0.4	0.4	0.4	0.3	0.4	0.4	0.4	1.3%	9.7%
<b>TOTAL</b>	<b>0.3</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>	<b>0.5</b>	<b>0.5</b>	<b>0.3</b>	<b>0.6</b>	<b>0.6</b>	<b>0.6</b>	<b>0.5%</b>	<b>18.7%</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-arrangements and convention/trade shows.

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



# Grant County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$138	\$230	\$350	\$582	2.5	1.7
Private Home	\$24	\$65	\$61	\$163	2.5	2.7
Other Overnight	\$34	\$101	\$109	\$318	3.2	2.9
<b>All Overnight</b>	<b>\$50</b>	<b>\$124</b>	<b>\$140</b>	<b>\$340</b>	<b>2.8</b>	<b>2.4</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	63,410	69,830	68,610	22,740	26,270	26,330
Private Home	72,560	72,020	71,920	30,790	29,310	28,670
Other Overnight	77,660	89,750	99,040	29,420	29,940	31,140
<b>All Overnight</b>	<b>213,620</b>	<b>231,600</b>	<b>239,570</b>	<b>82,950</b>	<b>85,520</b>	<b>86,140</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	33,550	38,040	36,560	12,060	14,400	14,170
Private Home	24,140	25,830	26,840	10,240	10,510	10,700
Other Overnight	26,960	30,790	33,710	10,260	10,330	10,660
<b>All Overnight</b>	<b>84,640</b>	<b>94,660</b>	<b>97,110</b>	<b>32,560</b>	<b>35,240</b>	<b>35,540</b>

# Harney County / Insights

## Direct Travel Impacts, 2023p

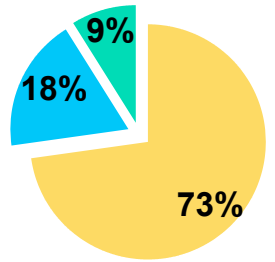
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$57,707
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$39
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$381
Visitor Shares	
Travel Share of Total Employment (2023)	11%
Overnight-Visitor Day Share of Resident Population*	12%

**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.  
 \*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

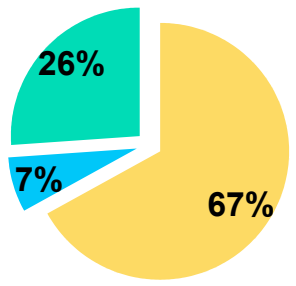
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	15.5	17.2	17.7	18.8	19.4	20.2	11.9	19.3	26.6	27.1	▲ 1.8%	▲ 2.8%
Other	0.6	0.9	0.8	0.9	1.1	1.1	0.5	1.0	1.3	1.2	▼ -7.9%	▲ 3.5%
Visitor	14.9	16.3	16.9	17.8	18.4	19.1	11.4	18.3	25.3	25.9	▲ 2.4%	▲ 2.8%
<b>Earnings (\$Millions)</b>												
Earnings	4.9	5.8	6.3	6.5	6.8	7.7	7.2	8.9	10.0	10.1	▲ 0.7%	▲ 3.7%
<b>Employment (Jobs)</b>												
Employment	370	310	310	330	340	360	340	420	450	450	▼ -0.3%	▲ 1.1%
<b>Tax Revenue (\$Millions)</b>												
Total	0.5	0.7	0.8	0.9	0.9	1.0	0.7	1.1	1.3	1.2	▼ -1.9%	▲ 4.5%
Local	0.1	0.3	0.3	0.3	0.3	0.3	0.2	0.4	0.5	0.4	▼ -4.5%	▲ 6.1%
State	0.4	0.5	0.5	0.6	0.6	0.6	0.5	0.7	0.8	0.8	▼ -0.3%	▲ 3.8%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Harney County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	14.9	16.3	16.9	17.8	18.4	19.1	11.4	18.3	25.3	25.9	2.4%	35.6%
Other Travel*	0.6	0.9	0.8	0.9	1.1	1.1	0.5	1.0	1.3	1.2	-7.9%	12.7%
<b>TOTAL</b>	<b>15.5</b>	<b>17.2</b>	<b>17.7</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>27.1</b>	<b>1.8%</b>	<b>34.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	7.1	8.1	8.6	9.3	9.6	10.0	6.0	11.1	14.8	14.8	-0.1%	48.3%
Hotel, Motel**								10.1	13.8	13.6	-1.6%	
STVR**								0.9	1.0	1.2	21.5%	
Private Home	1.1	1.5	1.5	1.5	1.6	1.6	1.3	1.7	1.8	1.8	1.3%	14.3%
Campground	1.9	2.5	2.6	2.6	2.7	2.8	2.4	2.6	3.0	3.2	9.7%	15.0%
Second Home	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.4	0.5	4.0%	27.4%
Day Travel	4.6	3.8	3.9	4.1	4.2	4.4	1.4	2.5	5.3	5.6	5.4%	28.5%
<b>TOTAL</b>	<b>14.9</b>	<b>16.3</b>	<b>16.9</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>2.4%</b>	<b>35.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	3.2	4.4	4.7	5.2	5.3	5.5	3.7	6.4	8.0	7.7	-4.0%	41.1%
Food Service	3.7	4.3	4.5	4.7	4.9	5.2	3.2	5.0	7.3	7.8	7.6%	49.7%
Food Stores	1.7	2.0	2.0	2.0	2.1	2.1	1.4	1.9	2.5	2.7	7.5%	24.7%
Local Tran. & Gas	1.1	1.2	1.1	1.3	1.4	1.4	0.8	1.3	2.1	2.0	-2.9%	37.7%
Arts, Ent. & Rec.	3.4	2.8	2.9	3.0	3.1	3.2	1.6	2.5	3.7	3.9	5.6%	20.9%
Retail Sales	1.9	1.5	1.6	1.6	1.6	1.6	0.8	1.2	1.8	1.9	2.0%	13.7%
<b>TOTAL</b>	<b>14.9</b>	<b>16.3</b>	<b>16.9</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>2.4%</b>	<b>35.6%</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.

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

# Harney County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	3.4	4.3	4.7	4.8	5.1	5.8	5.2	6.1	7.0	7.0	-0.6%	20.4%
Arts, Ent. & Rec.	0.9	0.9	0.9	1.0	1.1	1.1	1.2	2.2	2.1	2.2	3.5%	93.5%
Retail**	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.7	4.1%	22.9%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	8.3%	32.2%
Other Travel*	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.9%	16.4%
<b>TOTAL</b>	<b>4.9</b>	<b>5.8</b>	<b>6.3</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>0.7%</b>	<b>30.6%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	210	200	200	210	220	240	230	260	280	260	-7.5%	7.4%
Arts, Ent. & Rec.	130	90	90	90	90	90	90	140	140	160	13.2%	87.9%
Retail**	20	20	20	20	20	20	20	20	20	20	4.3%	-1.3%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	1.9%	5.7%
Other Travel*	0	0	0	0	0	0	0	0	0	0	6.8%	-2.7%
<b>TOTAL</b>	<b>370</b>	<b>310</b>	<b>310</b>	<b>330</b>	<b>340</b>	<b>360</b>	<b>340</b>	<b>420</b>	<b>450</b>	<b>450</b>	<b>0.0%</b>	<b>25.0%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.1	0.3	0.3	0.3	0.3	0.3	0.2	0.4	0.5	0.4	-4.5%	36.4%
State Tax Receipts	0.4	0.5	0.5	0.6	0.6	0.6	0.5	0.7	0.8	0.8	-0.3%	23.0%
<b>TOTAL</b>	<b>0.5</b>	<b>0.7</b>	<b>0.8</b>	<b>0.9</b>	<b>0.9</b>	<b>1.0</b>	<b>0.7</b>	<b>1.1</b>	<b>1.3</b>	<b>1.2</b>	<b>-1.9%</b>	<b>30.0%</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-arrangements and convention/trade shows.

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



# Harney County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$113	\$188	\$286	\$475	2.5	1.7
Private Home	\$24	\$65	\$61	\$163	2.5	2.7
Other Overnight	\$38	\$114	\$122	\$368	3.2	3.0
<b>All Overnight</b>	<b>\$64</b>	<b>\$141</b>	<b>\$174</b>	<b>\$375</b>	<b>2.7</b>	<b>2.2</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	120,150	148,830	145,600	43,280	56,610	56,880
Private Home	75,580	74,980	74,880	32,070	30,510	29,850
Other Overnight	75,740	88,020	98,060	28,210	28,870	30,320
<b>All Overnight</b>	<b>271,470</b>	<b>311,840</b>	<b>318,530</b>	<b>103,560</b>	<b>115,990</b>	<b>117,050</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	70,140	86,610	83,900	25,280	33,030	32,920
Private Home	25,140	26,890	27,940	10,670	10,940	11,140
Other Overnight	25,570	29,310	32,380	9,560	9,650	10,050
<b>All Overnight</b>	<b>120,850</b>	<b>142,810</b>	<b>144,230</b>	<b>45,510</b>	<b>53,620</b>	<b>54,110</b>

# Hood River County / Insights

## Direct Travel Impacts, 2023p

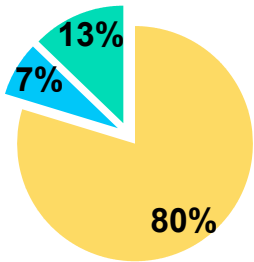
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$99,208
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$654
Visitor Shares	
Travel Share of Total Employment (2023)	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.

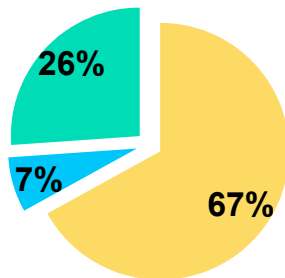
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	58.6	92.3	100.8	111.4	114.9	119.0	59.9	82.8	100.1	101.6	▲ 1.5%	▲ 2.8%
Other	2.6	3.1	3.0	3.3	3.7	3.8	1.9	3.2	4.5	4.2	▼ -6.1%	▲ 2.5%
Visitor	56.0	89.3	97.8	108.2	111.2	115.2	58.0	79.6	95.6	97.3	▲ 1.9%	▲ 2.8%
<b>Earnings (\$Millions)</b>												
Earnings	15.1	24.8	27.7	29.5	31.3	33.2	24.9	28.8	33.3	35.5	▲ 6.8%	▲ 4.4%
<b>Employment (Jobs)</b>												
Employment	910	1,040	1,120	1,160	1,170	1,170	810	890	980	990	▲ 1.3%	▲ 0.4%
<b>Tax Revenue (\$Millions)</b>												
Total	2.3	4.3	4.9	5.7	6.0	6.2	4.0	5.2	5.7	5.7	▲ 0.6%	▲ 4.8%
Local	0.8	1.7	2.1	2.4	2.4	2.5	1.6	2.3	2.4	2.3	▼ -2.6%	▲ 5.5%
State	1.5	2.6	2.8	3.4	3.5	3.7	2.4	2.9	3.3	3.4	▲ 2.9%	▲ 4.3%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Hood River County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	56.0	89.3	97.8	108.2	111.2	115.2	58.0	79.6	95.6	97.3	1.9%	-15.5%
Other Travel*	2.6	3.1	3.0	3.3	3.7	3.8	1.9	3.2	4.5	4.2	-6.1%	11.5%
<b>TOTAL</b>	<b>58.6</b>	<b>92.3</b>	<b>100.8</b>	<b>111.4</b>	<b>114.9</b>	<b>119.0</b>	<b>59.9</b>	<b>82.8</b>	<b>100.1</b>	<b>101.6</b>	<b>1.5%</b>	<b>-14.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	26.5	51.5	58.3	66.4	68.7	71.2	34.1	54.4	59.9	60.2	0.5%	-15.5%
Hotel, Motel**								37.5	43.8	45.5	3.7%	
STVR**								16.9	16.1	14.8	-8.4%	
Private Home	6.6	9.3	9.4	9.7	9.8	10.0	11.7	9.1	9.6	9.7	1.0%	-3.2%
Campground	2.5	3.5	3.6	3.6	3.8	3.9	3.1	3.5	3.9	4.3	9.3%	7.9%
Second Home	0.8	1.1	1.1	1.2	1.2	1.2	1.0	1.1	1.2	1.2	3.8%	0.4%
Day Travel	19.5	23.8	25.3	27.3	27.7	28.8	8.2	11.5	20.9	21.9	4.7%	-23.8%
<b>TOTAL</b>	<b>56.0</b>	<b>89.3</b>	<b>97.8</b>	<b>108.2</b>	<b>111.2</b>	<b>115.2</b>	<b>58.0</b>	<b>79.6</b>	<b>95.6</b>	<b>97.3</b>	<b>1.9%</b>	<b>-15.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	11.7	25.8	30.2	34.1	35.3	36.4	22.2	35.3	37.2	36.2	-2.9%	-0.6%
Food Service	15.6	25.9	28.5	31.6	32.4	34.3	15.1	18.8	24.2	26.4	8.9%	-23.0%
Food Stores	4.9	7.2	7.4	7.7	7.7	7.9	5.2	6.1	7.8	8.2	5.3%	3.8%
Local Tran. & Gas	5.2	8.6	8.6	10.1	11.2	11.4	5.1	7.3	10.3	10.0	-2.8%	-12.0%
Arts, Ent. & Rec.	8.4	10.2	11.0	11.8	11.8	12.1	3.9	4.3	5.5	5.9	7.0%	-51.4%
Retail Sales	10.1	11.6	12.2	12.9	12.8	13.1	6.5	7.7	10.5	10.6	1.7%	-18.7%
<b>TOTAL</b>	<b>56.0</b>	<b>89.3</b>	<b>97.8</b>	<b>108.2</b>	<b>111.2</b>	<b>115.2</b>	<b>58.0</b>	<b>79.6</b>	<b>95.6</b>	<b>97.3</b>	<b>1.9%</b>	<b>-15.5%</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.

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

# Hood River County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	10.0	18.8	21.2	22.4	23.8	25.3	19.2	23.5	27.0	29.1	7.8%	15.2%
Arts, Ent. & Rec.	2.5	2.9	3.1	3.4	3.7	3.9	1.9	1.4	1.8	1.9	4.9%	-52.9%
Retail**	1.8	2.5	2.7	2.9	3.0	3.1	3.1	3.3	3.8	3.8	0.7%	23.0%
Ground Tran.	0.3	0.4	0.5	0.5	0.5	0.6	0.4	0.4	0.5	0.5	9.9%	-13.8%
Other Travel*	0.4	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	-3.0%	-10.4%
<b>TOTAL</b>	<b>15.1</b>	<b>24.8</b>	<b>27.7</b>	<b>29.5</b>	<b>31.3</b>	<b>33.2</b>	<b>24.9</b>	<b>28.8</b>	<b>33.3</b>	<b>35.5</b>	<b>6.8%</b>	<b>0.3%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	630	800	850	860	870	880	610	720	790	810	3.0%	-8.1%
Arts, Ent. & Rec.	150	120	140	140	150	150	70	40	50	50	-4.6%	-67.5%
Retail**	100	100	110	120	120	120	110	110	120	110	-6.2%	-4.4%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	3.4%	-31.1%
Other Travel*	20	10	10	10	10	10	10	10	10	10	-10.1%	-27.0%
<b>TOTAL</b>	<b>910</b>	<b>1,040</b>	<b>1,120</b>	<b>1,160</b>	<b>1,170</b>	<b>1,170</b>	<b>810</b>	<b>890</b>	<b>980</b>	<b>990</b>	<b>1.0%</b>	<b>-16.2%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.8	1.7	2.1	2.4	2.4	2.5	1.6	2.3	2.4	2.3	-2.6%	-6.1%
State Tax Receipts	1.5	2.6	2.8	3.4	3.5	3.7	2.4	2.9	3.3	3.4	2.9%	-7.1%
<b>TOTAL</b>	<b>2.3</b>	<b>4.3</b>	<b>4.9</b>	<b>5.7</b>	<b>6.0</b>	<b>6.2</b>	<b>4.0</b>	<b>5.2</b>	<b>5.7</b>	<b>5.7</b>	<b>0.6%</b>	<b>-7.2%</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-arrangements and convention/trade shows.

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



# Hood River County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$178	\$336	\$449	\$848	2.5	1.9
Private Home	\$32	\$100	\$81	\$257	2.6	3.2
Other Overnight	\$33	\$105	\$105	\$337	3.2	3.2
<b>All Overnight</b>	<b>\$82</b>	<b>\$207</b>	<b>\$220</b>	<b>\$547</b>	<b>2.7</b>	<b>2.5</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	442,840	443,520	442,930	159,320	167,030	171,030
Private Home	307,000	306,890	306,450	127,780	122,550	119,950
Other Overnight	130,570	151,720	168,950	48,940	50,060	52,530
<b>All Overnight</b>	<b>880,420</b>	<b>902,140</b>	<b>918,340</b>	<b>336,040</b>	<b>339,640</b>	<b>343,510</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	211,990	214,640	215,030	76,420	81,310	83,670
Private Home	86,210	92,960	96,640	35,880	37,120	37,820
Other Overnight	41,300	47,400	52,500	15,440	15,610	16,290
<b>All Overnight</b>	<b>339,510</b>	<b>355,010</b>	<b>364,170</b>	<b>127,750</b>	<b>134,040</b>	<b>137,790</b>

# Jackson County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$113,431
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	\$339
Visitor Shares	
Travel Share of Total Employment (2023)	4%
Overnight-Visitor Day Share of Resident Population*	7%

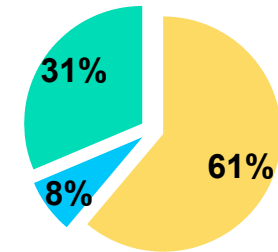
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

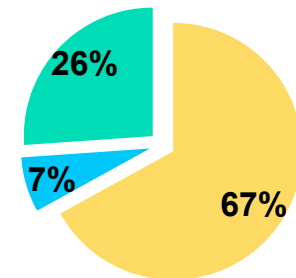
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	352.3	527.8	547.5	580.3	611.1	626.6	363.9	627.1	740.7	725.8	▼ -2.0%	▲ 3.7%
Other	46.6	82.4	79.9	88.7	99.0	101.3	43.2	85.9	123.9	117.7	▼ -5.0%	▲ 4.7%
Visitor	305.7	445.4	467.6	491.5	512.2	525.3	320.7	541.2	616.9	608.1	▼ -1.4%	▲ 3.5%
<b>Earnings (\$Millions)</b>												
Earnings	86.2	133.2	142.4	153.5	163.1	170.8	146.0	158.2	190.7	193.9	▲ 1.7%	▲ 4.1%
<b>Employment (Jobs)</b>												
Employment	4,640	5,290	5,440	5,630	5,750	5,790	4,750	4,950	5,590	5,580	▼ -0.3%	▲ 0.9%
<b>Tax Revenue (\$Millions)</b>												
Total	12.7	21.5	23.1	25.7	26.9	27.4	20.0	27.4	31.4	30.6	▼ -2.6%	▲ 4.5%
Local	4.3	8.3	9.1	9.6	10.1	10.2	7.5	11.6	13.3	12.7	▼ -4.4%	▲ 5.6%
State	8.4	13.2	14.1	16.1	16.7	17.2	12.5	15.9	18.2	17.9	▼ -1.3%	▲ 3.9%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Jackson County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	305.7	445.4	467.6	491.5	512.2	525.3	320.7	541.2	616.9	608.1	-1.4%	15.8%
Other Travel*	46.6	82.4	79.9	88.7	99.0	101.3	43.2	85.9	123.9	117.7	-5.0%	16.1%
<b>TOTAL</b>	<b>352.3</b>	<b>527.8</b>	<b>547.5</b>	<b>580.3</b>	<b>611.1</b>	<b>626.6</b>	<b>363.9</b>	<b>627.1</b>	<b>740.7</b>	<b>725.8</b>	<b>-2.0%</b>	<b>15.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	142.3	223.4	238.2	254.4	264.7	269.1	175.1	280.2	323.6	312.7	-3.4%	16.2%
Hotel, Motel**								248.3	286.5	272.2	-5.0%	
STVR**								31.9	37.1	40.5	9.1%	
Private Home	79.6	119.3	123.1	127.9	134.4	139.1	77.4	145.9	161.8	160.3	-0.9%	15.3%
Campground	22.3	26.1	26.8	27.0	28.1	29.2	24.3	27.0	30.1	33.1	9.9%	13.1%
Second Home	3.0	4.2	4.3	4.4	4.5	4.6	3.8	5.3	5.8	6.0	3.8%	30.5%
Day Travel	58.5	72.3	75.2	77.9	80.5	83.2	40.0	82.8	95.6	96.0	0.5%	15.4%
<b>TOTAL</b>	<b>305.7</b>	<b>445.4</b>	<b>467.6</b>	<b>491.5</b>	<b>512.2</b>	<b>525.3</b>	<b>320.7</b>	<b>541.2</b>	<b>616.9</b>	<b>608.1</b>	<b>-1.4%</b>	<b>15.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	57.3	90.5	98.1	104.2	105.5	105.2	79.9	129.1	137.3	132.5	-3.5%	25.9%
Food Service	77.4	121.9	130.3	137.6	142.7	149.8	94.9	155.2	170.9	175.1	2.4%	16.9%
Food Stores	28.6	40.6	41.2	41.4	42.0	43.4	29.0	49.1	55.0	56.6	2.9%	30.4%
Local Tran. & Gas	29.0	46.4	45.8	50.3	57.8	58.2	29.6	57.3	77.5	71.0	-8.3%	22.1%
Arts, Ent. & Rec.	43.3	50.8	53.0	54.5	55.3	56.6	28.6	45.6	48.3	49.0	1.4%	-13.5%
Retail Sales	49.6	56.2	57.7	58.5	58.9	60.1	36.0	64.2	70.0	67.9	-3.0%	13.1%
Visitor Air Tran.	20.7	39.1	41.5	45.0	50.0	52.0	22.6	40.7	57.8	56.1	-3.0%	7.8%
<b>TOTAL</b>	<b>305.7</b>	<b>445.4</b>	<b>467.6</b>	<b>491.5</b>	<b>512.2</b>	<b>525.3</b>	<b>320.7</b>	<b>541.2</b>	<b>616.9</b>	<b>608.1</b>	<b>-1.4%</b>	<b>15.8%</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.

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

# Jackson County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	56.0	90.1	98.6	106.8	113.9	119.2	100.0	108.2	129.7	132.4	2.1%	11.1%
Arts, Ent. & Rec.	12.5	16.1	16.9	17.8	18.6	19.8	13.8	14.5	21.8	21.6	-0.6%	9.4%
Retail**	10.0	13.3	14.0	14.7	15.3	15.8	18.0	19.6	20.2	20.1	-0.8%	27.2%
Ground Tran.	1.8	2.8	3.0	3.2	3.5	3.8	3.6	5.0	6.6	6.6	0.0%	75.4%
Other Travel*	5.9	10.8	9.9	11.0	11.7	12.2	10.5	10.9	12.4	13.1	6.4%	7.8%
<b>TOTAL</b>	<b>86.2</b>	<b>133.2</b>	<b>142.4</b>	<b>153.5</b>	<b>163.1</b>	<b>170.8</b>	<b>146.0</b>	<b>158.2</b>	<b>190.7</b>	<b>193.9</b>	<b>1.7%</b>	<b>11.7%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	3,110	3,730	3,910	4,040	4,110	4,140	3,350	3,500	3,940	3,920	-0.4%	-5.3%
Arts, Ent. & Rec.	760	710	710	760	780	780	530	520	710	730	2.9%	-6.5%
Retail**	460	500	500	520	520	520	550	580	570	560	-1.8%	6.4%
Ground Tran.	80	90	90	90	90	100	100	140	160	150	-5.3%	54.1%
Other Travel*	230	270	230	230	250	250	220	220	220	210	-1.0%	-12.7%
<b>TOTAL</b>	<b>4,640</b>	<b>5,290</b>	<b>5,440</b>	<b>5,630</b>	<b>5,750</b>	<b>5,790</b>	<b>4,750</b>	<b>4,950</b>	<b>5,590</b>	<b>5,580</b>	<b>-0.2%</b>	<b>-3.5%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	4.3	8.3	9.1	9.6	10.1	10.2	7.5	11.6	13.3	12.7	-4.4%	24.5%
State Tax Receipts	8.4	13.2	14.1	16.1	16.7	17.2	12.5	15.9	18.2	17.9	-1.3%	4.0%
<b>TOTAL</b>	<b>12.7</b>	<b>21.5</b>	<b>23.1</b>	<b>25.7</b>	<b>26.9</b>	<b>27.4</b>	<b>20.0</b>	<b>27.4</b>	<b>31.4</b>	<b>30.6</b>	<b>-2.6%</b>	<b>14.6%</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" includes resident air travel, travel-arrangement and convention/trade shows.

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

# Jackson County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$206	\$389	\$495	\$951	2.4	1.9
Private Home	\$57	\$180	\$134	\$438	2.4	3.3
Other Overnight	\$48	\$153	\$153	\$493	3.2	3.2
<b>All Overnight</b>	<b>\$92</b>	<b>\$246</b>	<b>\$231</b>	<b>\$625</b>	<b>2.5</b>	<b>2.7</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	2,051,460	2,026,670	1,891,600	766,620	802,580	763,920
Private Home	2,855,190	2,828,520	2,824,500	1,294,760	1,248,010	1,200,860
Other Overnight	634,940	737,790	821,590	237,980	243,420	255,450
<b>All Overnight</b>	<b>5,541,590</b>	<b>5,592,990</b>	<b>5,537,700</b>	<b>2,299,360</b>	<b>2,294,010</b>	<b>2,220,220</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,026,180	1,009,070	932,080	379,700	395,750	374,120
Private Home	801,800	856,830	890,670	351,460	363,040	365,900
Other Overnight	200,840	230,520	255,300	75,080	75,880	79,220
<b>All Overnight</b>	<b>2,028,820</b>	<b>2,096,420</b>	<b>2,078,050</b>	<b>806,250</b>	<b>834,670</b>	<b>819,230</b>

# Jefferson County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$87,879
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	\$542
Visitor Shares	
Travel Share of Total Employment (2023)	12%
Overnight-Visitor Day Share of Resident Population*	16%

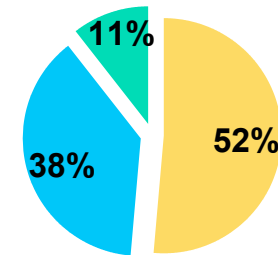
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

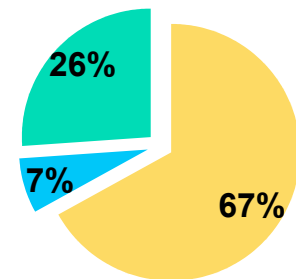
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	33.5	49.2	50.5	52.5	55.7	59.0	67.0	86.5	116.7	110.4	▼ -5.4%	▲ 6.1%
Other	1.7	2.8	2.7	3.0	3.5	3.6	1.7	3.2	4.4	4.1	▼ -7.9%	▲ 4.5%
Visitor	31.8	46.4	47.8	49.4	52.2	55.5	65.4	83.3	112.2	106.3	▼ -5.2%	▲ 6.2%
<b>Earnings (\$Millions)</b>												
Earnings	7.8	15.9	16.6	17.5	18.8	20.2	20.1	22.4	26.0	27.0	▲ 3.8%	▲ 6.4%
<b>Employment (Jobs)</b>												
Employment	590	1,000	1,020	1,010	1,030	1,060	930	1,040	1,170	1,220	▲ 3.8%	▲ 3.7%
<b>Tax Revenue (\$Millions)</b>												
Total	1.2	2.2	2.3	2.5	2.7	2.9	4.1	4.2	5.2	4.9	▼ -5.1%	▲ 7.5%
Local	0.3	0.6	0.6	0.7	0.7	0.8	1.9	1.7	2.1	1.9	▼ -9.0%	▲ 10.0%
State	0.9	1.6	1.7	1.9	2.0	2.1	2.2	2.5	3.1	3.0	▼ -2.4%	▲ 6.4%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Jefferson County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	31.8	46.4	47.8	49.4	52.2	55.5	65.4	83.3	112.2	106.3	-5.2%	91.7%
Other Travel*	1.7	2.8	2.7	3.0	3.5	3.6	1.7	3.2	4.4	4.1	-7.9%	15.1%
<b>TOTAL</b>	<b>33.5</b>	<b>49.2</b>	<b>50.5</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>110.4</b>	<b>-5.4%</b>	<b>87.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	5.5	13.0	13.8	14.4	15.5	17.4	36.2	36.4	47.1	44.5	-5.5%	155.5%
Hotel, Motel**								31.9	43.0	41.3	-4.1%	
STVR**								4.5	4.0	3.2	-20.5%	
Private Home	5.0	7.3	7.4	7.7	8.1	8.3	5.3	8.6	9.1	9.2	1.0%	10.4%
Campground	8.7	9.9	10.1	10.2	10.6	11.1	11.6	18.6	27.6	24.7	-10.6%	122.2%
Second Home	4.3	5.3	5.4	5.6	5.8	6.0	4.9	7.0	7.7	8.0	3.8%	33.2%
Day Travel	8.4	10.9	11.2	11.5	12.1	12.6	7.4	12.7	20.8	20.0	-3.7%	58.2%
<b>TOTAL</b>	<b>31.8</b>	<b>46.4</b>	<b>47.8</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>106.3</b>	<b>-5.2%</b>	<b>91.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	4.4	8.6	9.3	9.8	10.2	11.5	24.2	25.4	31.5	28.8	-8.7%	150.8%
Food Service	7.9	13.0	13.7	14.2	15.1	16.2	15.3	20.1	27.5	27.5	0.1%	69.6%
Food Stores	5.2	7.0	7.1	7.1	7.2	7.5	7.2	11.1	15.6	14.8	-5.0%	96.7%
Local Tran. & Gas	2.9	4.6	4.4	4.8	5.6	5.8	5.6	8.4	13.0	11.5	-11.3%	100.0%
Arts, Ent. & Rec.	6.0	7.1	7.3	7.4	7.7	8.0	7.2	9.9	13.5	13.2	-2.2%	65.5%
Retail Sales	5.3	6.1	6.1	6.2	6.3	6.6	5.9	8.4	11.2	10.6	-5.5%	61.4%
<b>TOTAL</b>	<b>31.8</b>	<b>46.4</b>	<b>47.8</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>106.3</b>	<b>-5.2%</b>	<b>91.7%</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.

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

# Jefferson County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	4.7	9.6	10.2	10.8	12.1	13.0	12.6	12.7	14.7	16.2	10.5%	24.7%
Arts, Ent. & Rec.	1.6	4.2	4.2	4.3	4.2	4.5	3.2	4.5	6.0	5.7	-4.1%	26.6%
Retail**	1.4	1.8	1.9	2.0	2.1	2.2	3.7	4.4	4.7	4.3	-6.9%	99.6%
Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.3	0.4	0.3	0.5	0.5	3.8%	74.4%
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.2	-5.2%	42.5%
<b>TOTAL</b>	<b>7.8</b>	<b>15.9</b>	<b>16.6</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>27.0</b>	<b>3.8%</b>	<b>29.2%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	310	460	470	480	520	550	510	520	570	620	9.5%	11.9%
Arts, Ent. & Rec.	190	440	450	420	410	400	250	330	430	430	0.9%	9.3%
Retail**	80	80	90	90	90	90	140	170	160	150	-7.4%	62.0%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-2.4%	39.4%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-2.4%	10.3%
<b>TOTAL</b>	<b>590</b>	<b>1,000</b>	<b>1,020</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>1,220</b>	<b>4.3%</b>	<b>10.4%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.3	0.6	0.6	0.7	0.7	0.8	1.9	1.7	2.1	1.9	-9.0%	134.2%
State Tax Receipts	0.9	1.6	1.7	1.9	2.0	2.1	2.2	2.5	3.1	3.0	-2.4%	44.1%
<b>TOTAL</b>	<b>1.2</b>	<b>2.2</b>	<b>2.3</b>	<b>2.5</b>	<b>2.7</b>	<b>2.9</b>	<b>4.1</b>	<b>4.2</b>	<b>5.2</b>	<b>4.9</b>	<b>-5.1%</b>	<b>78.7%</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-arrangements and convention/trade shows.

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



# Jefferson County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$143	\$237	\$362	\$601	2.5	1.7
Private Home	\$36	\$98	\$91	\$245	2.5	2.7
Other Overnight	\$36	\$107	\$115	\$344	3.2	3.0
<b>All Overnight</b>	<b>\$58</b>	<b>\$145</b>	<b>\$168</b>	<b>\$412</b>	<b>2.9</b>	<b>2.5</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	309,660	362,220	335,530	111,470	137,770	131,460
Private Home	250,120	252,730	252,370	106,130	102,840	100,630
Other Overnight	668,130	956,720	910,110	250,860	314,350	283,100
<b>All Overnight</b>	<b>1,227,900</b>	<b>1,571,680</b>	<b>1,498,010</b>	<b>468,460</b>	<b>554,960</b>	<b>515,190</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	178,310	210,740	195,750	64,250	80,360	76,940
Private Home	83,200	90,630	94,180	35,300	36,880	37,550
Other Overnight	228,540	319,650	303,880	86,190	105,480	94,980
<b>All Overnight</b>	<b>490,050</b>	<b>621,020</b>	<b>593,810</b>	<b>185,740</b>	<b>222,720</b>	<b>209,470</b>



# Josephine County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$77,712
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	\$204
Visitor Shares	
Travel Share of Total Employment (2023)	5%
Overnight-Visitor Day Share of Resident Population*	6%

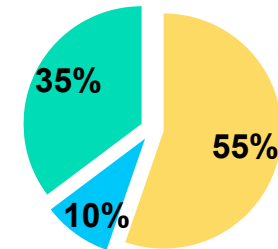
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

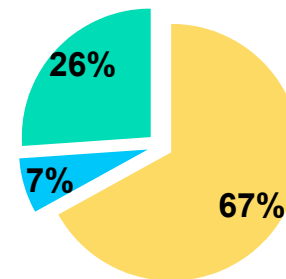
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	98.6	124.3	125.7	129.2	133.2	141.4	86.6	154.1	171.0	172.2	▲ 0.7%	▲ 2.8%
Other	8.5	11.8	11.3	11.0	12.7	12.9	6.0	11.3	15.4	14.2	▼ -7.9%	▲ 2.6%
Visitor	90.1	112.4	114.4	118.3	120.5	128.6	80.6	142.8	155.6	158.0	▲ 1.6%	▲ 2.8%
<b>Earnings (\$Millions)</b>												
Earnings	28.3	38.7	41.7	45.4	50.2	52.9	49.8	54.0	61.3	61.9	▲ 1.0%	▲ 4.0%
<b>Employment (Jobs)</b>												
Employment	1,730	1,730	1,780	1,800	1,910	2,030	1,800	1,950	2,160	2,060	▼ -4.2%	▲ 0.9%
<b>Tax Revenue (\$Millions)</b>												
Total	3.6	5.1	5.4	6.1	6.3	6.6	5.2	7.0	7.6	7.5	▼ -1.3%	▲ 3.8%
Local	0.8	1.2	1.3	1.3	1.3	1.4	1.3	1.9	2.0	1.9	▼ -2.3%	▲ 4.8%
State	2.8	3.9	4.2	4.7	5.0	5.2	3.9	5.1	5.6	5.6	▼ -0.9%	▲ 3.5%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Josephine County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	90.1	112.4	114.4	118.3	120.5	128.6	80.6	142.8	155.6	158.0	1.6%	22.9%
Other Travel*	8.5	11.8	11.3	11.0	12.7	12.9	6.0	11.3	15.4	14.2	-7.9%	10.4%
<b>TOTAL</b>	<b>98.6</b>	<b>124.3</b>	<b>125.7</b>	<b>129.2</b>	<b>133.2</b>	<b>141.4</b>	<b>86.6</b>	<b>154.1</b>	<b>171.0</b>	<b>172.2</b>	<b>0.7%</b>	<b>21.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	35.3	44.4	45.6	47.8	48.2	52.3	39.0	62.9	69.5	69.5	-0.1%	32.8%
Hotel, Motel**								54.7	59.6	57.7	-3.2%	
STVR**								8.1	9.9	11.8	19.1%	
Private Home	25.0	33.9	34.1	35.1	36.1	37.9	20.3	41.9	43.6	44.2	1.3%	16.6%
Campground	7.1	8.1	8.3	8.4	8.7	9.1	6.7	7.5	8.3	9.2	9.8%	0.7%
Second Home	1.5	2.0	2.1	2.1	2.2	2.2	1.8	2.5	2.7	2.8	3.8%	26.7%
Day Travel	21.2	23.9	24.3	24.9	25.4	27.0	12.7	28.1	31.3	32.3	3.2%	19.7%
<b>TOTAL</b>	<b>90.1</b>	<b>112.4</b>	<b>114.4</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>158.0</b>	<b>1.6%</b>	<b>22.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	16.1	21.3	22.5	23.5	23.5	25.1	21.2	34.0	36.0	35.4	-1.7%	40.9%
Food Service	24.0	33.4	34.6	36.1	37.0	40.2	24.9	44.5	48.0	50.8	5.7%	26.3%
Food Stores	10.2	13.6	13.6	13.6	13.6	14.4	9.0	16.2	17.9	18.8	4.9%	30.9%
Local Tran. & Gas	9.2	12.2	11.4	12.6	13.9	14.6	7.3	14.5	18.0	16.8	-6.2%	15.3%
Arts, Ent. & Rec.	14.0	14.8	15.1	15.4	15.4	16.3	7.9	13.7	14.2	14.8	4.0%	-8.9%
Retail Sales	16.6	17.1	17.1	17.2	17.1	18.0	10.3	19.9	21.3	21.3	-0.3%	18.4%
<b>TOTAL</b>	<b>90.1</b>	<b>112.4</b>	<b>114.4</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>158.0</b>	<b>1.6%</b>	<b>22.9%</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.

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

# Josephine County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	18.5	27.4	29.8	33.6	37.6	39.2	35.5	37.6	43.2	43.5	0.7%	10.8%
Arts, Ent. & Rec.	4.5	5.0	5.3	5.5	5.9	6.5	6.9	8.1	9.2	9.3	1.9%	44.6%
Retail**	3.8	4.6	4.8	5.0	5.3	5.6	6.1	6.8	7.1	7.2	1.2%	28.3%
Ground Tran.	0.5	0.6	0.7	0.7	0.7	0.8	0.6	0.7	0.8	0.9	7.2%	10.6%
Other Travel*	1.1	1.1	1.2	0.6	0.7	0.8	0.8	0.8	1.0	1.0	0.9%	26.9%
<b>TOTAL</b>	<b>28.3</b>	<b>38.7</b>	<b>41.7</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>61.9</b>	<b>1.0%</b>	<b>15.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	1,040	1,130	1,180	1,220	1,320	1,410	1,200	1,280	1,470	1,390	-5.6%	-1.6%
Arts, Ent. & Rec.	440	350	360	350	350	370	360	420	430	420	-1.3%	13.5%
Retail**	190	190	180	190	200	200	200	210	210	210	-0.9%	4.4%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	0.9%	-11.6%
Other Travel*	50	50	50	30	30	30	30	30	30	30	-6.6%	-4.0%
<b>TOTAL</b>	<b>1,730</b>	<b>1,730</b>	<b>1,780</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>2,060</b>	<b>-4.6%</b>	<b>6.4%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.8	1.2	1.3	1.3	1.3	1.4	1.3	1.9	2.0	1.9	-2.3%	34.5%
State Tax Receipts	2.8	3.9	4.2	4.7	5.0	5.2	3.9	5.1	5.6	5.6	-0.9%	7.1%
<b>TOTAL</b>	<b>3.6</b>	<b>5.1</b>	<b>5.4</b>	<b>6.1</b>	<b>6.3</b>	<b>6.6</b>	<b>5.2</b>	<b>7.0</b>	<b>7.6</b>	<b>7.5</b>	<b>-1.3%</b>	<b>14.5%</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-arrangements and convention/trade shows.

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

# Josephine County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$143	\$271	\$362	\$683	2.5	1.9
Private Home	\$40	\$125	\$101	\$320	2.6	3.2
Other Overnight	\$44	\$141	\$138	\$449	3.2	3.2
<b>All Overnight</b>	<b>\$63</b>	<b>\$171</b>	<b>\$165</b>	<b>\$447</b>	<b>2.6</b>	<b>2.7</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	622,540	621,360	608,180	224,730	235,500	235,720
Private Home	1,127,430	1,119,570	1,117,980	469,240	447,080	437,580
Other Overnight	215,020	249,060	275,870	81,550	83,150	86,770
<b>All Overnight</b>	<b>1,965,000</b>	<b>1,989,990</b>	<b>2,002,030</b>	<b>775,520</b>	<b>765,730</b>	<b>760,070</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	313,900	309,780	299,100	113,450	117,920	116,720
Private Home	316,610	339,150	352,540	131,770	135,430	137,980
Other Overnight	67,390	77,210	85,120	25,480	25,710	26,710
<b>All Overnight</b>	<b>697,900</b>	<b>726,140</b>	<b>736,760</b>	<b>270,700</b>	<b>279,060</b>	<b>281,410</b>



# Klamath County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$106,855
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$336
Visitor Shares	
Travel Share of Total Employment (2023)	7%
Overnight-Visitor Day Share of Resident Population*	12%

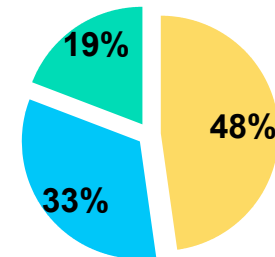
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

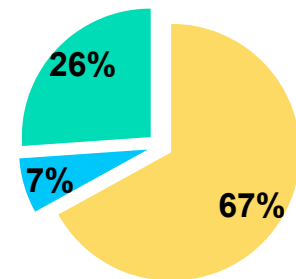
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	117.4	139.5	141.2	153.9	156.1	162.3	110.1	213.2	242.6	240.6	▼ -0.8%	▲ 3.7%
Other	8.9	8.6	8.3	10.7	10.5	10.7	5.2	9.3	12.9	12.0	▼ -6.6%	▲ 1.5%
Visitor	108.6	131.0	132.9	143.1	145.6	151.7	104.8	203.8	229.7	228.6	▼ -0.5%	▲ 3.8%
<b>Earnings (\$Millions)</b>												
Earnings	32.8	45.7	46.5	51.9	55.4	56.3	52.0	59.4	69.0	75.0	▲ 8.7%	▲ 4.2%
<b>Employment (Jobs)</b>												
Employment	1,810	1,890	1,920	2,080	2,170	2,140	1,880	2,010	2,180	2,170	▼ -0.5%	▲ 0.9%
<b>Tax Revenue (\$Millions)</b>												
Total	4.1	6.0	6.2	7.2	7.4	7.6	6.0	8.9	9.7	9.7	▲ 0.1%	▲ 4.4%
Local	1.0	1.7	1.8	2.0	2.0	2.0	1.7	2.9	3.0	2.9	▼ -3.6%	▲ 5.5%
State	3.1	4.3	4.4	5.2	5.4	5.6	4.2	5.9	6.6	6.7	▲ 1.8%	▲ 3.9%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Klamath County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	108.6	131.0	132.9	143.1	145.6	151.7	104.8	203.8	229.7	228.6	-0.5%	50.7%
Other Travel*	8.9	8.6	8.3	10.7	10.5	10.7	5.2	9.3	12.9	12.0	-6.6%	13.0%
<b>TOTAL</b>	<b>117.4</b>	<b>139.5</b>	<b>141.2</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>240.6</b>	<b>-0.8%</b>	<b>48.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	48.0	61.2	62.4	69.3	70.5	73.9	45.9	85.6	90.7	88.3	-2.6%	19.4%
Hotel, Motel**								72.0	76.3	72.4	-5.2%	
STVR**								13.6	14.4	15.9	10.9%	
Private Home	23.1	26.4	26.5	28.2	28.1	29.0	22.2	33.3	34.9	35.4	1.3%	21.9%
Campground	8.3	11.2	11.5	11.6	12.1	12.6	16.6	46.3	53.5	53.7	0.3%	326.1%
Second Home	5.1	6.6	6.6	6.8	7.0	7.2	5.9	6.2	6.8	7.1	3.8%	-1.5%
Day Travel	24.0	25.6	25.9	27.3	27.9	28.9	14.3	32.5	43.7	44.2	1.0%	52.6%
<b>TOTAL</b>	<b>108.6</b>	<b>131.0</b>	<b>132.9</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>228.6</b>	<b>-0.5%</b>	<b>50.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	21.5	29.8	31.0	33.9	34.0	35.5	28.1	54.0	56.4	54.7	-3.0%	54.1%
Food Service	26.3	36.1	37.5	40.4	41.6	44.2	29.8	55.9	62.8	65.0	3.4%	47.2%
Food Stores	11.1	14.5	14.4	14.7	14.8	15.3	13.6	28.3	33.3	34.1	2.3%	122.7%
Local Tran. & Gas	11.4	14.8	13.9	15.9	17.7	18.1	9.4	20.3	25.8	23.5	-8.8%	29.7%
Arts, Ent. & Rec.	17.8	18.2	18.6	19.4	19.5	20.1	11.5	21.8	24.5	25.0	2.0%	24.2%
Retail Sales	17.6	17.4	17.4	18.0	17.9	18.4	12.5	23.4	26.8	26.3	-1.9%	42.8%
Visitor Air Tran.	2.8	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
<b>TOTAL</b>	<b>108.6</b>	<b>131.0</b>	<b>132.9</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>228.6</b>	<b>-0.5%</b>	<b>50.7%</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.

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



# Klamath County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	22.0	34.1	34.8	38.6	41.7	41.8	37.3	44.2	51.7	57.5	11.3%	37.7%
Arts, Ent. & Rec.	5.5	5.8	5.6	6.0	6.9	7.4	5.8	5.7	7.0	7.1	2.0%	-3.8%
Retail**	3.8	4.5	4.6	4.9	5.2	5.4	7.4	8.0	8.6	8.5	-0.8%	58.5%
Ground Tran.	0.6	0.7	0.8	0.9	0.9	1.0	0.8	0.8	1.0	1.0	5.0%	6.6%
Other Travel*	1.0	0.6	0.7	1.5	0.7	0.8	0.7	0.6	0.8	0.8	7.5%	3.5%
<b>TOTAL</b>	<b>32.8</b>	<b>45.7</b>	<b>46.5</b>	<b>51.9</b>	<b>55.4</b>	<b>56.3</b>	<b>52.0</b>	<b>59.4</b>	<b>69.0</b>	<b>75.0</b>	<b>8.7%</b>	<b>22.6%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	1,070	1,210	1,210	1,310	1,340	1,270	1,100	1,240	1,340	1,380	2.9%	8.8%
Arts, Ent. & Rec.	470	440	450	500	560	600	450	450	500	470	-7.3%	-22.0%
Retail**	200	190	200	210	210	220	270	280	280	270	-4.7%	25.1%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	-1.2%	-14.8%
Other Travel*	50	30	30	50	40	40	30	30	30	30	0.4%	-21.5%
<b>TOTAL</b>	<b>1,810</b>	<b>1,890</b>	<b>1,920</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>2,170</b>	<b>-0.5%</b>	<b>1.9%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	1.0	1.7	1.8	2.0	2.0	2.0	1.7	2.9	3.0	2.9	-3.6%	43.7%
State Tax Receipts	3.1	4.3	4.4	5.2	5.4	5.6	4.2	5.9	6.6	6.7	1.8%	21.1%
<b>TOTAL</b>	<b>4.1</b>	<b>6.0</b>	<b>6.2</b>	<b>7.2</b>	<b>7.4</b>	<b>7.6</b>	<b>6.0</b>	<b>8.9</b>	<b>9.7</b>	<b>9.7</b>	<b>0.1%</b>	<b>27.0%</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-arrangements and convention/trade shows.

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



# Klamath County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$150	\$283	\$379	\$715	2.5	1.9
Private Home	\$40	\$125	\$101	\$320	2.6	3.2
Other Overnight	\$41	\$130	\$132	\$423	3.2	3.2
<b>All Overnight</b>	<b>\$59</b>	<b>\$166</b>	<b>\$169</b>	<b>\$468</b>	<b>2.9</b>	<b>2.8</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	832,610	773,100	727,810	300,510	293,260	282,440
Private Home	895,400	896,010	894,740	372,670	357,810	350,200
Other Overnight	1,200,620	1,443,060	1,494,680	444,780	470,310	459,910
<b>All Overnight</b>	<b>2,928,630</b>	<b>3,112,180</b>	<b>3,117,240</b>	<b>1,117,970</b>	<b>1,121,380</b>	<b>1,092,560</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	418,930	386,960	359,460	151,390	147,390	140,400
Private Home	251,450	271,430	282,140	104,650	108,390	110,430
Other Overnight	383,170	454,470	467,340	141,700	147,890	143,590
<b>All Overnight</b>	<b>1,053,550</b>	<b>1,112,860</b>	<b>1,108,950</b>	<b>397,740</b>	<b>403,670</b>	<b>394,420</b>

# Lake County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$88,781
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$24
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$212
Visitor Shares	
Travel Share of Total Employment (2023)	6%
Overnight-Visitor Day Share of Resident Population*	9%

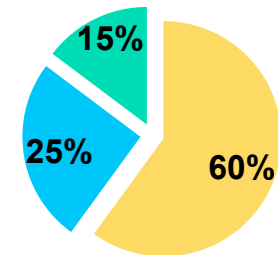
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

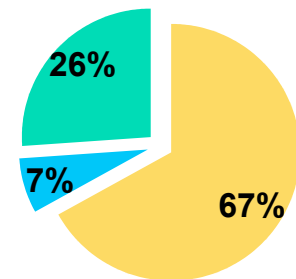
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	10.4	13.6	13.8	14.3	14.8	15.3	12.2	17.6	20.6	20.6	▲ 0.3%	▲ 3.5%
Other	0.6	1.0	0.9	1.0	1.1	1.2	0.5	1.1	1.5	1.4	▼ -7.9%	▲ 3.9%
Visitor	9.7	12.7	12.9	13.3	13.7	14.1	11.7	16.5	19.1	19.3	▲ 0.9%	▲ 3.5%
<b>Earnings (\$Millions)</b>												
Earnings	2.3	3.1	3.2	3.3	3.4	3.5	3.9	4.0	4.5	4.7	▲ 3.2%	▲ 3.5%
<b>Employment (Jobs)</b>												
Employment	220	210	220	220	230	210	220	210	230	220	▼ -3.5%	▲ 0.0%
<b>Tax Revenue (\$Millions)</b>												
Total	0.3	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.8	0.8	▼ -1.1%	▲ 4.4%
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	▼ -4.0%	▲ 6.7%
State	0.3	0.4	0.4	0.4	0.4	0.5	0.4	0.5	0.6	0.6	▲ 0.1%	▲ 3.7%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Lake County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	9.7	12.7	12.9	13.3	13.7	14.1	11.7	16.5	19.1	19.3	0.9%	36.6%
Other Travel*	0.6	1.0	0.9	1.0	1.1	1.2	0.5	1.1	1.5	1.4	-7.9%	17.0%
<b>TOTAL</b>	<b>10.4</b>	<b>13.6</b>	<b>13.8</b>	<b>14.3</b>	<b>14.8</b>	<b>15.3</b>	<b>12.2</b>	<b>17.6</b>	<b>20.6</b>	<b>20.6</b>	<b>0.3%</b>	<b>35.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	2.9	4.9	5.0	5.3	5.4	5.5	5.7	8.5	9.2	8.9	-2.6%	61.8%
Hotel, Motel**								8.0	8.3	8.0	-4.5%	
STVR**								0.5	0.8	1.0	16.1%	
Private Home	1.1	1.6	1.6	1.6	1.7	1.7	1.5	2.0	2.2	2.2	1.3%	28.8%
Campground	2.2	2.1	2.1	2.1	2.2	2.3	1.8	2.0	2.3	2.5	9.6%	7.3%
Second Home	0.8	1.0	1.0	1.1	1.1	1.1	0.9	1.1	1.2	1.3	3.8%	11.3%
Day Travel	2.8	3.1	3.1	3.2	3.3	3.4	1.8	2.9	4.3	4.4	2.8%	28.0%
<b>TOTAL</b>	<b>9.7</b>	<b>12.7</b>	<b>12.9</b>	<b>13.3</b>	<b>13.7</b>	<b>14.1</b>	<b>11.7</b>	<b>16.5</b>	<b>19.1</b>	<b>19.3</b>	<b>0.9%</b>	<b>36.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	1.7	2.8	2.9	3.1	3.1	3.2	3.4	5.0	5.4	5.2	-3.2%	63.2%
Food Service	2.4	3.5	3.6	3.8	3.9	4.2	3.4	4.7	5.5	5.8	4.8%	38.8%
Food Stores	1.5	1.9	1.9	1.9	1.9	2.0	1.6	2.1	2.5	2.6	5.4%	34.7%
Local Tran. & Gas	0.8	1.0	1.0	1.1	1.2	1.2	0.8	1.3	1.7	1.6	-5.4%	29.4%
Arts, Ent. & Rec.	1.7	1.8	1.9	1.9	1.9	2.0	1.3	1.8	2.0	2.0	2.5%	3.3%
Retail Sales	1.6	1.6	1.6	1.6	1.6	1.6	1.2	1.7	2.1	2.1	-0.4%	26.8%
<b>TOTAL</b>	<b>9.7</b>	<b>12.7</b>	<b>12.9</b>	<b>13.3</b>	<b>13.7</b>	<b>14.1</b>	<b>11.7</b>	<b>16.5</b>	<b>19.1</b>	<b>19.3</b>	<b>0.9%</b>	<b>36.6%</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.

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

# Lake County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	1.3	1.8	1.9	1.9	2.0	2.0	2.1	2.3	2.6	2.7	4.5%	37.4%
Arts, Ent. & Rec.	0.5	0.6	0.6	0.7	0.7	0.7	0.8	0.7	0.8	0.8	0.5%	11.4%
Retail**	0.4	0.5	0.5	0.5	0.6	0.6	0.8	0.8	0.9	0.9	2.1%	54.7%
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	4.9%	24.8%
Other Travel*	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.9%	20.8%
<b>TOTAL</b>	<b>2.3</b>	<b>3.1</b>	<b>3.2</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>3.2%</b>	<b>29.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	150	130	140	140	140	130	120	130	140	140	-2.0%	6.8%
Arts, Ent. & Rec.	40	50	50	50	50	50	50	40	50	40	-6.9%	-14.2%
Retail**	30	20	20	30	30	30	30	30	30	30	-5.0%	17.3%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	-1.3%	-0.2%
Other Travel*	0	0	0	0	0	0	0	0	0	0	-2.9%	-5.1%
<b>TOTAL</b>	<b>220</b>	<b>210</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>-4.3%</b>	<b>9.5%</b>
<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	0.2	0.2	0.2	-4.0%	56.7%
State Tax Receipts	0.3	0.4	0.4	0.4	0.4	0.5	0.4	0.5	0.6	0.6	0.1%	20.9%
<b>TOTAL</b>	<b>0.3</b>	<b>0.5</b>	<b>0.5</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>-1.1%</b>	<b>30.4%</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-arrangements and convention/trade shows.

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

# Lake County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$123	\$204	\$311	\$515	2.5	1.7
Private Home	\$26	\$70	\$66	\$177	2.5	2.7
Other Overnight	\$32	\$92	\$101	\$287	3.1	2.8
<b>All Overnight</b>	<b>\$52</b>	<b>\$124</b>	<b>\$144</b>	<b>\$336</b>	<b>2.8</b>	<b>2.3</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	93,850	90,300	84,090	33,810	34,270	32,730
Private Home	82,570	83,660	83,540	35,040	34,040	33,310
Other Overnight	93,110	107,100	117,260	35,770	36,250	37,400
<b>All Overnight</b>	<b>269,530</b>	<b>281,060</b>	<b>284,890</b>	<b>104,620</b>	<b>104,560</b>	<b>103,440</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	55,080	51,890	47,710	19,860	19,760	18,680
Private Home	27,470	30,000	31,180	11,660	12,210	12,430
Other Overnight	33,070	37,660	40,930	12,770	12,820	13,130
<b>All Overnight</b>	<b>115,610</b>	<b>119,550</b>	<b>119,820</b>	<b>44,280</b>	<b>44,790</b>	<b>44,240</b>

# Lane County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$109,090
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	\$315
Visitor Shares	
Travel Share of Total Employment (2023)	5%
Overnight-Visitor Day Share of Resident Population*	6%

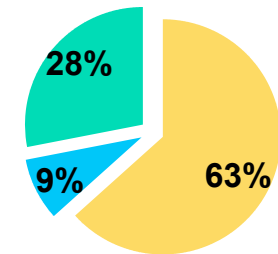
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\*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 6% of the population is added to the amount of people in the area.

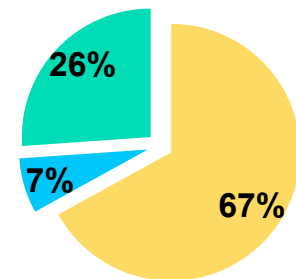
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	520.5	868.6	928.7	950.8	1,024.1	1,041.1	566.0	1,063.9	1,326.5	1,312.0	▼ -1.1%	▲ 4.7%
Other	74.8	195.4	211.5	225.9	258.3	258.2	151.6	205.4	280.8	243.5	▼ -13.3%	▲ 6.1%
Visitor	445.7	673.2	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,068.4	▲ 2.2%	▲ 4.5%
<b>Earnings (\$Millions)</b>												
Earnings	126.2	238.6	261.8	273.7	297.6	308.4	252.9	278.0	335.3	334.4	▼ -0.3%	▲ 5.0%
<b>Employment (Jobs)</b>												
Employment	7,510	10,160	10,630	10,800	11,110	11,140	8,530	9,050	10,610	10,440	▼ -1.6%	▲ 1.7%
<b>Tax Revenue (\$Millions)</b>												
Total	18.2	33.7	36.6	39.2	41.5	42.1	29.1	42.3	50.1	50.0	▼ -0.3%	▲ 5.2%
Local	5.8	11.9	12.9	13.0	13.6	13.6	9.2	15.8	19.0	19.2	▲ 0.9%	▲ 6.2%
State	12.4	21.8	23.7	26.2	27.9	28.5	19.9	26.4	31.1	30.8	▼ -1.0%	▲ 4.7%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Lane County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	445.7	673.2	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,068.4	2.2%	36.5%
Other Travel*	74.8	195.4	211.5	225.9	258.3	258.2	151.6	205.4	280.8	243.5	-13.3%	-5.7%
<b>TOTAL</b>	<b>520.5</b>	<b>868.6</b>	<b>928.7</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>1,326.5</b>	<b>1,312.0</b>	<b>-1.1%</b>	<b>26.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	157.7	285.2	313.6	315.4	332.5	338.9	189.1	393.7	485.9	496.4	2.2%	46.5%
Hotel, Motel**								316.9	405.8	413.8	2.0%	
STVR**								76.9	80.0	82.6	3.2%	
Private Home	126.8	183.7	190.1	194.5	206.9	210.9	107.6	232.2	267.7	266.4	-0.5%	26.3%
Campground	29.0	36.0	37.0	37.2	38.7	40.3	32.4	36.0	40.1	44.1	9.9%	9.3%
Second Home	5.1	9.5	9.5	9.8	10.2	10.5	8.6	10.4	11.5	11.9	3.8%	13.7%
Day Travel	127.1	158.8	167.0	167.9	177.5	182.4	76.7	186.1	240.6	249.7	3.8%	36.9%
<b>TOTAL</b>	<b>445.7</b>	<b>673.2</b>	<b>717.2</b>	<b>724.8</b>	<b>765.8</b>	<b>782.9</b>	<b>414.3</b>	<b>858.5</b>	<b>1,045.8</b>	<b>1,068.4</b>	<b>2.2%</b>	<b>36.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	63.3	124.8	139.9	142.1	141.3	142.5	99.8	197.1	230.2	232.0	0.8%	62.8%
Food Service	116.9	190.2	206.0	209.1	224.0	233.6	111.9	232.5	277.1	297.6	7.4%	27.4%
Food Stores	46.4	67.7	69.2	68.2	70.6	72.2	43.6	84.3	99.3	104.2	4.9%	44.2%
Local Tran. & Gas	42.9	66.8	66.9	68.5	81.3	81.6	34.9	82.5	106.6	102.0	-4.4%	25.0%
Arts, Ent. & Rec.	70.0	85.8	90.9	90.3	94.3	95.8	48.7	94.6	107.7	112.9	4.8%	17.7%
Retail Sales	83.6	95.6	99.1	97.6	101.0	102.1	52.4	113.8	133.8	134.6	0.6%	31.8%
Visitor Air Tran.	22.5	42.4	45.1	49.0	53.3	55.0	22.9	53.6	91.0	85.3	-6.3%	55.1%
<b>TOTAL</b>	<b>445.7</b>	<b>673.2</b>	<b>717.2</b>	<b>724.8</b>	<b>765.8</b>	<b>782.9</b>	<b>414.3</b>	<b>858.5</b>	<b>1,045.8</b>	<b>1,068.4</b>	<b>2.2%</b>	<b>36.5%</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.

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

# Lane County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	77.8	138.1	149.6	158.2	169.2	178.4	143.3	164.4	205.3	212.1	3.3%	18.9%
Arts, Ent. & Rec.	20.5	31.4	34.2	34.8	37.6	39.6	31.0	34.6	44.2	45.4	2.7%	14.6%
Retail**	15.8	21.2	22.6	23.1	24.2	24.7	24.5	26.3	28.7	29.2	1.8%	18.2%
Ground Tran.	3.1	4.1	4.4	4.3	4.9	5.2	4.2	6.4	7.0	7.3	4.4%	39.5%
Other Travel*	9.0	43.8	51.0	53.3	61.8	60.4	49.8	46.2	50.2	40.4	-19.5%	-33.2%
<b>TOTAL</b>	<b>126.2</b>	<b>238.6</b>	<b>261.8</b>	<b>273.7</b>	<b>297.6</b>	<b>308.4</b>	<b>252.9</b>	<b>278.0</b>	<b>335.3</b>	<b>334.4</b>	<b>-0.3%</b>	<b>8.7%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	4,300	5,540	5,780	5,920	6,030	6,150	4,720	5,200	6,180	6,110	-1.1%	-0.7%
Arts, Ent. & Rec.	1,940	2,400	2,540	2,580	2,620	2,630	1,870	1,990	2,600	2,660	2.3%	1.1%
Retail**	780	860	880	880	890	890	800	840	870	870	-0.4%	-1.9%
Ground Tran.	140	120	130	120	130	130	120	170	160	160	-1.7%	15.7%
Other Travel*	350	1,240	1,310	1,310	1,450	1,340	1,020	840	800	640	-19.1%	-51.8%
<b>TOTAL</b>	<b>7,510</b>	<b>10,160</b>	<b>10,630</b>	<b>10,800</b>	<b>11,110</b>	<b>11,140</b>	<b>8,530</b>	<b>9,050</b>	<b>10,610</b>	<b>10,440</b>	<b>-1.6%</b>	<b>-4.8%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	5.8	11.9	12.9	13.0	13.6	13.6	9.2	15.8	19.0	19.2	0.9%	41.3%
State Tax Receipts	12.4	21.8	23.7	26.2	27.9	28.5	19.9	26.4	31.1	30.8	-1.0%	7.9%
<b>TOTAL</b>	<b>18.2</b>	<b>33.7</b>	<b>36.6</b>	<b>39.2</b>	<b>41.5</b>	<b>42.1</b>	<b>29.1</b>	<b>42.3</b>	<b>50.1</b>	<b>50.0</b>	<b>-0.3%</b>	<b>19.1%</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-arrangements and convention/trade shows.

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

# Lane County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$280	\$519	\$661	\$1,256	2.4	1.9
Private Home	\$56	\$175	\$129	\$425	2.3	3.3
Other Overnight	\$32	\$98	\$101	\$311	3.2	3.1

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	2,737,550	2,894,360	2,903,180	1,021,390	1,148,130	1,176,780
Private Home	4,858,540	4,847,940	4,841,060	2,169,200	2,132,930	2,079,400
Other Overnight	1,011,070	1,169,880	1,293,570	383,280	390,480	406,840
<b>All Overnight</b>	<b>8,607,160</b>	<b>8,912,170</b>	<b>9,037,810</b>	<b>3,573,870</b>	<b>3,671,540</b>	<b>3,663,020</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,350,340	1,432,280	1,418,870	499,100	562,300	570,890
Private Home	1,370,240	1,474,850	1,533,070	594,980	623,820	633,680
Other Overnight	332,700	380,610	418,170	126,220	127,190	131,710
<b>All Overnight</b>	<b>3,053,290</b>	<b>3,287,740</b>	<b>3,370,110</b>	<b>1,220,300</b>	<b>1,313,320</b>	<b>1,336,280</b>

# Lincoln County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$93,582
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	\$1,604
Visitor Shares	
Travel Share of Total Employment (2023)	24%
Overnight-Visitor Day Share of Resident Population*	25%

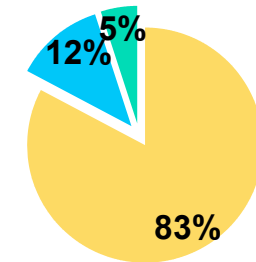
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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 25% of the population is added to the amount of people in the area.

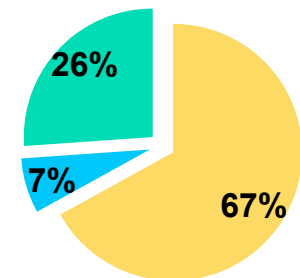
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	324.6	529.1	573.1	590.9	617.4	644.3	467.4	604.5	684.0	634.3	▼ -7.3%	▲ 3.4%
Other	8.8	10.0	11.4	12.2	14.0	14.2	9.1	10.2	14.5	15.0	▲ 3.5%	▲ 2.7%
Visitor	315.7	519.1	561.8	578.7	603.4	630.1	458.4	594.2	669.5	619.3	▼ -7.5%	▲ 3.4%
<b>Earnings (\$Millions)</b>												
Earnings	85.5	141.8	153.5	161.8	180.5	193.3	165.6	191.9	225.0	236.3	▲ 5.0%	▲ 5.2%
<b>Employment (Jobs)</b>												
Employment	4,690	5,820	6,070	6,120	6,470	6,650	5,330	5,920	6,580	6,670	▲ 1.4%	▲ 1.8%
<b>Tax Revenue (\$Millions)</b>												
Total	13.6	25.4	27.2	30.0	31.7	32.8	29.6	35.0	38.7	36.3	▼ -6.1%	▲ 5.0%
Local	6.4	12.3	12.9	13.6	14.1	14.3	14.5	17.3	18.6	16.6	▼ -10.7%	▲ 4.9%
State	7.2	13.1	14.3	16.4	17.6	18.5	15.2	17.7	20.1	19.7	▼ -1.9%	▲ 5.1%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Lincoln County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	315.7	519.1	561.8	578.7	603.4	630.1	458.4	594.2	669.5	619.3	-7.5%	-1.7%
Other Travel*	8.8	10.0	11.4	12.2	14.0	14.2	9.1	10.2	14.5	15.0	3.5%	5.8%
<b>TOTAL</b>	<b>324.6</b>	<b>529.1</b>	<b>573.1</b>	<b>590.9</b>	<b>617.4</b>	<b>644.3</b>	<b>467.4</b>	<b>604.5</b>	<b>684.0</b>	<b>634.3</b>	<b>-7.3%</b>	<b>-1.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	167.0	326.8	359.3	373.1	390.0	408.5	325.7	423.1	464.4	418.8	-9.8%	2.5%
Hotel, Motel**								290.2	311.1	264.2	-15.1%	
STVR**								132.9	153.3	154.6	0.9%	
Private Home	16.3	21.4	22.2	22.6	23.5	24.1	31.7	31.3	25.5	25.8	1.2%	6.8%
Campground	35.1	43.2	44.3	44.6	46.4	48.3	29.6	37.4	34.5	33.5	-2.9%	-30.7%
Second Home	18.0	23.4	23.6	24.6	25.5	26.1	21.3	24.4	26.7	27.8	3.8%	6.3%
Day Travel	79.4	104.3	112.3	113.8	118.1	122.9	50.0	78.1	118.3	113.4	-4.2%	-7.8%
<b>TOTAL</b>	<b>315.7</b>	<b>519.1</b>	<b>561.8</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>619.3</b>	<b>-7.5%</b>	<b>-1.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	81.7	153.6	162.6	171.2	177.0	182.9	183.4	255.6	275.5	248.1	-10.0%	35.6%
Food Service	72.0	138.4	156.9	161.5	169.5	181.2	113.5	129.6	142.9	136.8	-4.2%	-24.5%
Food Stores	32.7	48.2	50.4	50.0	51.1	53.2	35.9	50.2	59.3	58.8	-0.9%	10.5%
Local Tran. & Gas	25.5	45.3	46.4	50.4	57.4	59.0	34.3	46.6	60.3	51.6	-14.5%	-12.5%
Arts, Ent. & Rec.	51.3	67.7	74.2	74.6	76.6	79.5	44.7	53.0	60.4	58.1	-3.9%	-26.9%
Retail Sales	52.5	66.0	71.1	70.8	71.9	74.4	46.5	59.3	71.1	66.0	-7.1%	-11.3%
<b>TOTAL</b>	<b>315.7</b>	<b>519.1</b>	<b>561.8</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>619.3</b>	<b>-7.5%</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 transportation of visitors traveling to other Oregon destinations.

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



# Lincoln County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	57.5	106.2	114.5	121.5	137.0	146.9	121.9	145.2	173.1	186.4	7.7%	26.9%
Arts, Ent. & Rec.	13.6	15.6	16.3	16.8	18.8	20.2	14.8	17.2	22.8	21.5	-5.8%	6.2%
Retail**	11.0	15.8	17.4	17.9	18.7	19.7	23.2	25.1	23.5	22.2	-5.6%	12.9%
Ground Tran.	1.2	2.1	2.5	2.6	2.7	3.0	2.9	2.4	2.9	2.9	-0.7%	-6.1%
Other Travel*	2.3	2.1	2.8	2.9	3.3	3.4	2.8	2.1	2.7	3.2	19.3%	-4.3%
<b>TOTAL</b>	<b>85.5</b>	<b>141.8</b>	<b>153.5</b>	<b>161.8</b>	<b>180.5</b>	<b>193.3</b>	<b>165.6</b>	<b>191.9</b>	<b>225.0</b>	<b>236.3</b>	<b>5.0%</b>	<b>16.4%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	3,120	4,130	4,290	4,360	4,600	4,770	3,720	4,280	4,830	4,990	3.4%	4.7%
Arts, Ent. & Rec.	880	900	910	890	990	1,000	670	720	900	870	-3.3%	-13.3%
Retail**	590	690	730	730	740	740	810	810	740	700	-5.7%	-4.6%
Ground Tran.	50	60	70	70	70	70	70	60	60	50	-6.6%	-24.9%
Other Travel*	60	40	70	70	80	70	60	50	50	50	6.6%	-31.3%
<b>TOTAL</b>	<b>4,690</b>	<b>5,820</b>	<b>6,070</b>	<b>6,120</b>	<b>6,470</b>	<b>6,650</b>	<b>5,330</b>	<b>5,920</b>	<b>6,580</b>	<b>6,670</b>	<b>1.4%</b>	<b>-1.1%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	6.4	12.3	12.9	13.6	14.1	14.3	14.5	17.3	18.6	16.6	-10.7%	16.5%
State Tax Receipts	7.2	13.1	14.3	16.4	17.6	18.5	15.2	17.7	20.1	19.7	-1.9%	6.2%
<b>TOTAL</b>	<b>13.6</b>	<b>25.4</b>	<b>27.2</b>	<b>30.0</b>	<b>31.7</b>	<b>32.8</b>	<b>29.6</b>	<b>35.0</b>	<b>38.7</b>	<b>36.3</b>	<b>-6.1%</b>	<b>17.9%</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.

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# Lincoln County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$267	\$504	\$673	\$1,271	2.5	1.9
Private Home	\$40	\$126	\$102	\$323	2.6	3.2
Other Overnight	\$47	\$156	\$143	\$478	3.0	3.3
<b>All Overnight</b>	<b>\$108</b>	<b>\$276</b>	<b>\$294</b>	<b>\$743</b>	<b>2.7</b>	<b>2.5</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	3,097,210	3,082,990	2,750,400	1,112,940	1,149,350	1,039,290
Private Home	834,140	648,450	647,530	347,170	258,950	253,440
Other Overnight	1,199,760	1,265,980	1,304,670	469,440	439,050	428,120
<b>All Overnight</b>	<b>5,131,110</b>	<b>4,997,430</b>	<b>4,702,600</b>	<b>1,929,550</b>	<b>1,847,350</b>	<b>1,720,850</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,453,970	1,421,140	1,236,390	523,630	533,980	472,590
Private Home	234,240	196,430	204,190	97,490	78,440	79,920
Other Overnight	366,670	382,310	391,970	142,930	132,160	128,230
<b>All Overnight</b>	<b>2,054,880</b>	<b>1,999,880</b>	<b>1,832,550</b>	<b>764,060</b>	<b>744,580</b>	<b>680,740</b>

# Linn County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$89,751
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	\$191
Visitor Shares	
Travel Share of Total Employment (2023)	3%
Overnight-Visitor Day Share of Resident Population*	5%

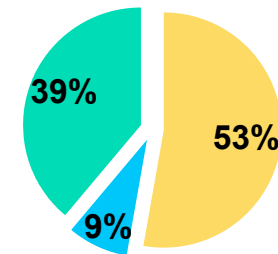
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\*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

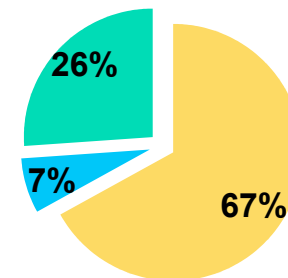
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	92.0	135.1	139.2	143.6	151.1	157.2	91.6	166.1	202.1	207.9	▲ 2.9%	▲ 4.2%
Other	10.6	15.7	14.2	15.9	18.4	18.7	8.9	16.5	22.9	21.1	▼ -7.9%	▲ 3.5%
Visitor	81.4	119.4	125.0	127.7	132.7	138.4	82.7	149.6	179.2	186.8	▲ 4.2%	▲ 4.2%
<b>Earnings (\$Millions)</b>												
Earnings	21.1	32.4	34.8	36.9	40.6	43.1	38.6	46.0	57.6	59.3	▲ 2.9%	▲ 5.3%
<b>Employment (Jobs)</b>												
Employment	1,510	1,700	1,780	1,800	1,910	1,920	1,630	1,860	2,200	2,140	▼ -2.7%	▲ 1.8%
<b>Tax Revenue (\$Millions)</b>												
Total	3.3	5.4	5.8	6.4	6.7	7.4	5.3	7.9	9.5	9.7	▲ 2.0%	▲ 5.6%
Local	0.5	1.0	1.2	1.2	1.2	1.7	1.3	2.3	2.8	2.9	▲ 4.6%	▲ 9.6%
State	2.8	4.3	4.6	5.2	5.5	5.7	4.0	5.6	6.7	6.8	▲ 0.9%	▲ 4.5%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Linn County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	81.4	119.4	125.0	127.7	132.7	138.4	82.7	149.6	179.2	186.8	4.2%	35.0%
Other Travel*	10.6	15.7	14.2	15.9	18.4	18.7	8.9	16.5	22.9	21.1	-7.9%	12.6%
<b>TOTAL</b>	<b>92.0</b>	<b>135.1</b>	<b>139.2</b>	<b>143.6</b>	<b>151.1</b>	<b>157.2</b>	<b>91.6</b>	<b>166.1</b>	<b>202.1</b>	<b>207.9</b>	<b>2.9%</b>	<b>32.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	18.4	33.8	37.0	38.1	39.4	41.5	24.6	53.0	66.5	70.4	5.8%	69.5%
Hotel, Motel**								47.5	61.2	64.3	5.1%	
STVR**								5.4	5.3	6.1	14.7%	
Private Home	27.1	38.5	39.4	40.2	41.9	43.5	30.4	48.6	51.2	51.8	1.2%	19.0%
Campground	6.4	8.3	8.5	8.6	9.0	9.4	7.3	8.1	9.1	10.0	9.6%	6.6%
Second Home	1.1	1.5	1.5	1.6	1.6	1.7	1.4	1.2	1.3	1.4	3.8%	-17.4%
Day Travel	28.4	37.2	38.6	39.2	40.7	42.4	19.1	38.7	51.1	53.3	4.3%	25.8%
<b>TOTAL</b>	<b>81.4</b>	<b>119.4</b>	<b>125.0</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>186.8</b>	<b>4.2%</b>	<b>35.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	8.7	16.9	19.2	19.9	20.2	21.3	15.6	29.2	35.1	36.8	4.8%	72.9%
Food Service	22.6	36.9	39.2	40.4	42.3	44.8	24.5	44.8	53.4	57.6	7.9%	28.5%
Food Stores	10.6	15.7	15.9	15.8	16.1	16.8	11.6	18.4	21.5	22.6	5.0%	34.7%
Local Tran. & Gas	7.8	12.3	11.9	12.9	14.6	14.9	7.1	15.4	20.8	20.0	-3.7%	34.3%
Arts, Ent. & Rec.	14.1	17.1	17.8	17.9	18.3	18.9	10.9	18.5	21.0	22.2	5.6%	17.5%
Retail Sales	17.7	20.5	21.0	20.9	21.2	21.8	13.1	23.4	27.5	27.7	0.8%	27.0%
<b>TOTAL</b>	<b>81.4</b>	<b>119.4</b>	<b>125.0</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>186.8</b>	<b>4.2%</b>	<b>35.0%</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.

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

# Linn County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	11.9	20.3	22.4	24.1	26.9	28.3	24.2	26.8	34.1	35.1	2.9%	23.7%
Arts, Ent. & Rec.	4.2	5.6	5.9	6.1	6.5	6.9	5.7	9.8	12.6	13.0	3.5%	88.2%
Retail**	3.5	4.8	5.1	5.2	5.6	5.9	6.8	7.4	8.3	8.5	2.0%	43.2%
Ground Tran.	0.4	0.6	0.7	0.7	0.8	0.8	0.6	0.8	0.9	1.0	9.4%	24.2%
Other Travel*	1.0	1.0	0.7	0.8	0.9	1.2	1.2	1.3	1.8	1.8	0.9%	53.2%
<b>TOTAL</b>	<b>21.1</b>	<b>32.4</b>	<b>34.8</b>	<b>36.9</b>	<b>40.6</b>	<b>43.1</b>	<b>38.6</b>	<b>46.0</b>	<b>57.6</b>	<b>59.3</b>	<b>2.9%</b>	<b>33.6%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	870	1,060	1,120	1,120	1,200	1,220	1,010	1,060	1,270	1,220	-3.9%	0.4%
Arts, Ent. & Rec.	380	350	370	390	410	400	300	470	570	570	-0.3%	42.8%
Retail**	200	220	220	230	230	240	250	260	280	270	-2.0%	14.9%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	3.0%	-0.7%
Other Travel*	60	50	40	40	40	50	50	50	60	60	-4.8%	14.0%
<b>TOTAL</b>	<b>1,510</b>	<b>1,700</b>	<b>1,780</b>	<b>1,800</b>	<b>1,910</b>	<b>1,920</b>	<b>1,630</b>	<b>1,860</b>	<b>2,200</b>	<b>2,140</b>	<b>-2.7%</b>	<b>14.6%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.5	1.0	1.2	1.2	1.2	1.7	1.3	2.3	2.8	2.9	4.6%	72.1%
State Tax Receipts	2.8	4.3	4.6	5.2	5.5	5.7	4.0	5.6	6.7	6.8	0.9%	19.2%
<b>TOTAL</b>	<b>3.3</b>	<b>5.4</b>	<b>5.8</b>	<b>6.4</b>	<b>6.7</b>	<b>7.4</b>	<b>5.3</b>	<b>7.9</b>	<b>9.5</b>	<b>9.7</b>	<b>2.0%</b>	<b>28.7%</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-arrangements and convention/trade shows.

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

# Linn County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$129	\$215	\$327	\$543	2.5	1.7
Private Home	\$40	\$107	\$100	\$268	2.5	2.7
Other Overnight	\$39	\$120	\$127	\$390	3.3	3.1
<b>All Overnight</b>	<b>\$61</b>	<b>\$144</b>	<b>\$158</b>	<b>\$371</b>	<b>2.6</b>	<b>2.3</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	537,810	596,070	606,150	193,660	226,570	236,780
Private Home	1,295,480	1,301,750	1,299,900	549,720	529,700	518,310
Other Overnight	222,960	259,770	290,600	82,410	84,530	89,160
<b>All Overnight</b>	<b>2,056,260</b>	<b>2,157,590</b>	<b>2,196,650</b>	<b>825,780</b>	<b>840,800</b>	<b>844,250</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	311,630	345,590	349,230	112,310	131,740	137,010
Private Home	430,930	466,830	485,110	182,860	189,960	193,430
Other Overnight	74,300	85,330	94,660	27,540	27,850	29,140
<b>All Overnight</b>	<b>816,860</b>	<b>897,750</b>	<b>929,000</b>	<b>322,710</b>	<b>349,550</b>	<b>359,570</b>

# Malheur County / Insights

## Direct Travel Impacts, 2023p

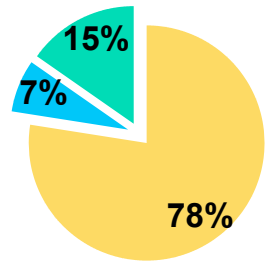
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$88,187
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$326
Visitor Shares	
Travel Share of Total Employment (2023)	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.

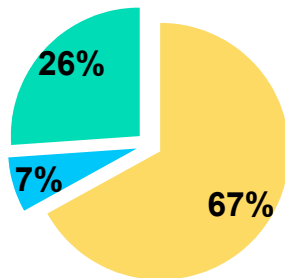
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	35.6	40.6	42.1	45.6	45.1	46.8	34.2	52.8	68.0	66.1	▼ -2.7%	▲ 3.1%
Other	2.7	3.8	3.5	3.9	4.4	4.5	2.1	4.0	5.6	5.2	▼ -7.9%	▲ 3.3%
Visitor	32.9	36.8	38.6	41.7	40.6	42.3	32.1	48.8	62.4	60.9	▼ -2.3%	▲ 3.1%
<b>Earnings (\$Millions)</b>												
Earnings	9.7	11.7	12.4	13.1	13.5	14.2	14.4	15.6	19.5	19.8	▲ 1.5%	▲ 3.6%
<b>Employment (Jobs)</b>												
Employment	660	580	590	620	600	600	580	590	710	700	▼ -0.7%	▲ 0.3%
<b>Tax Revenue (\$Millions)</b>												
Total	1.3	2.0	2.1	2.5	2.4	2.5	2.2	2.9	3.6	3.5	▼ -3.9%	▲ 4.8%
Local	0.4	0.7	0.8	0.9	0.9	0.9	0.9	1.3	1.6	1.5	▼ -6.5%	▲ 7.0%
State	1.0	1.2	1.3	1.5	1.5	1.6	1.3	1.6	2.0	2.0	▼ -1.8%	▲ 3.6%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Malheur County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	32.9	36.8	38.6	41.7	40.6	42.3	32.1	48.8	62.4	60.9	-2.3%	44.1%
Other Travel*	2.7	3.8	3.5	3.9	4.4	4.5	2.1	4.0	5.6	5.2	-7.9%	14.1%
<b>TOTAL</b>	<b>35.6</b>	<b>40.6</b>	<b>42.1</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>66.1</b>	<b>-2.7%</b>	<b>41.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	16.4	19.7	21.2	23.7	22.4	23.3	20.3	32.0	41.2	39.4	-4.5%	68.7%
Hotel, Motel**								30.5	40.5	38.6	-4.7%	
STVR**								1.5	0.7	0.8	9.0%	
Private Home	4.8	6.1	6.1	6.3	6.4	6.6	5.3	7.2	7.6	7.7	1.3%	15.9%
Campground	2.7	3.6	3.7	3.7	3.9	4.0	2.4	2.6	2.9	3.2	10.0%	-19.4%
Second Home	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.4	0.4	4.0%	22.6%
Day Travel	8.8	7.1	7.3	7.7	7.6	7.9	3.8	6.6	10.2	10.2	0.3%	28.7%
<b>TOTAL</b>	<b>32.9</b>	<b>36.8</b>	<b>38.6</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>60.9</b>	<b>-2.3%</b>	<b>44.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	7.1	10.2	11.3	12.8	11.9	12.4	11.2	17.5	22.1	20.7	-6.3%	67.3%
Food Service	8.5	9.9	10.4	11.2	11.2	11.8	9.2	13.8	17.8	18.2	2.1%	53.7%
Food Stores	3.8	4.5	4.5	4.5	4.5	4.7	3.0	4.2	5.0	5.2	2.9%	11.1%
Local Tran. & Gas	2.4	2.8	2.7	3.0	3.2	3.3	2.2	3.6	5.0	4.7	-7.4%	40.6%
Arts, Ent. & Rec.	6.2	5.4	5.6	5.9	5.7	5.9	4.1	6.0	7.6	7.6	-0.2%	28.7%
Retail Sales	4.9	4.0	4.1	4.2	4.1	4.2	2.4	3.7	4.7	4.6	-2.9%	9.9%
<b>TOTAL</b>	<b>32.9</b>	<b>36.8</b>	<b>38.6</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>60.9</b>	<b>-2.3%</b>	<b>44.1%</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.

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

# Malheur County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	6.5	8.2	8.6	9.0	9.8	10.2	10.1	11.3	13.9	14.3	2.3%	40.0%
Arts, Ent. & Rec.	1.8	2.0	2.2	2.4	2.0	2.2	2.3	2.2	3.1	3.0	-2.2%	38.8%
Retail**	1.1	1.1	1.1	1.2	1.3	1.3	1.5	1.6	1.8	1.8	-0.2%	36.8%
Ground Tran.	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4	2.8%	36.2%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.4	6.0%	71.4%
<b>TOTAL</b>	<b>9.7</b>	<b>11.7</b>	<b>12.4</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>19.8</b>	<b>1.5%</b>	<b>37.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	410	400	410	410	430	420	400	420	500	510	1.0%	19.0%
Arts, Ent. & Rec.	170	120	120	130	100	100	110	90	120	120	-4.1%	14.9%
Retail**	60	50	50	50	50	50	60	60	60	60	-6.9%	9.9%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-3.2%	8.9%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-1.7%	33.0%
<b>TOTAL</b>	<b>660</b>	<b>580</b>	<b>590</b>	<b>620</b>	<b>600</b>	<b>600</b>	<b>580</b>	<b>590</b>	<b>710</b>	<b>700</b>	<b>-1.4%</b>	<b>18.3%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.4	0.7	0.8	0.9	0.9	0.9	0.9	1.3	1.6	1.5	-6.5%	65.1%
State Tax Receipts	1.0	1.2	1.3	1.5	1.5	1.6	1.3	1.6	2.0	2.0	-1.8%	24.4%
<b>TOTAL</b>	<b>1.3</b>	<b>2.0</b>	<b>2.1</b>	<b>2.5</b>	<b>2.4</b>	<b>2.5</b>	<b>2.2</b>	<b>2.9</b>	<b>3.6</b>	<b>3.5</b>	<b>-3.9%</b>	<b>44.9%</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-arrangements and convention/trade shows.

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

# Malheur County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$115	\$192	\$292	\$485	2.5	1.7
Private Home	\$24	\$65	\$61	\$163	2.5	2.7
Other Overnight	\$47	\$142	\$153	\$456	3.2	3.0
<b>All Overnight</b>	<b>\$68</b>	<b>\$144</b>	<b>\$176</b>	<b>\$369</b>	<b>2.6</b>	<b>2.1</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	341,050	385,860	350,900	122,920	147,460	138,130
Private Home	316,220	318,080	317,620	134,180	129,430	126,650
Other Overnight	60,110	69,750	77,510	22,490	22,980	24,070
<b>All Overnight</b>	<b>717,380</b>	<b>773,690</b>	<b>746,040</b>	<b>279,600</b>	<b>299,870</b>	<b>288,850</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	201,710	230,720	208,830	72,730	88,240	82,310
Private Home	105,190	114,070	118,530	44,630	46,420	47,260
Other Overnight	20,440	23,420	25,800	7,680	7,750	8,050
<b>All Overnight</b>	<b>327,340</b>	<b>368,210</b>	<b>353,170</b>	<b>125,050</b>	<b>142,400</b>	<b>137,630</b>



# Marion County / Insights

## Direct Travel Impacts, 2023p

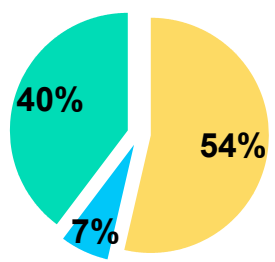
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$103,443
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$29
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$192
Visitor Shares	
Travel Share of Total Employment (2023)	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.

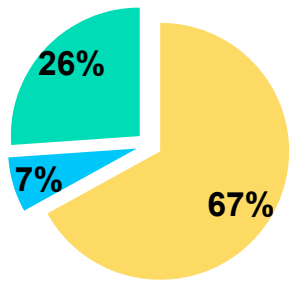
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	255.8	382.9	396.7	415.5	429.3	454.8	236.1	462.5	534.1	549.4	▲ 2.9%	▲ 3.9%
Other	31.6	47.4	47.3	52.6	60.4	61.5	32.0	48.7	67.6	64.3	▼ -5.0%	▲ 3.6%
Visitor	224.2	335.5	349.4	363.0	368.9	393.3	204.1	413.8	466.5	485.2	▲ 4.0%	▲ 3.9%
<b>Earnings (\$Millions)</b>												
Earnings	61.5	98.1	104.9	111.9	119.0	125.0	105.7	110.5	138.1	147.5	▲ 6.8%	▲ 4.5%
<b>Employment (Jobs)</b>												
Employment	3,730	4,490	4,660	4,720	4,760	4,910	3,970	4,030	4,850	4,860	▲ 0.3%	▲ 1.3%
<b>Tax Revenue (\$Millions)</b>												
Total	9.6	16.1	17.2	19.2	19.7	20.7	13.8	19.5	23.1	23.8	▲ 2.9%	▲ 4.6%
Local	1.9	3.8	4.2	4.5	4.4	4.8	3.2	5.3	6.5	6.7	▲ 4.4%	▲ 6.6%
State	7.8	12.3	13.0	14.8	15.3	15.9	10.5	14.2	16.6	17.0	▲ 2.3%	▲ 4.0%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Marion County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	224.2	335.5	349.4	363.0	368.9	393.3	204.1	413.8	466.5	485.2	4.0%	23.4%
Other Travel*	31.6	47.4	47.3	52.6	60.4	61.5	32.0	48.7	67.6	64.3	-5.0%	4.5%
<b>TOTAL</b>	<b>255.8</b>	<b>382.9</b>	<b>396.7</b>	<b>415.5</b>	<b>429.3</b>	<b>454.8</b>	<b>236.1</b>	<b>462.5</b>	<b>534.1</b>	<b>549.4</b>	<b>2.9%</b>	<b>20.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	62.7	115.8	124.6	132.0	132.2	143.8	74.1	149.3	188.1	198.9	5.7%	38.3%
Hotel, Motel**								135.4	173.8	182.9	5.2%	
STVR**								13.9	14.3	16.0	12.1%	
Private Home	80.6	113.1	115.2	118.6	121.7	128.0	68.2	139.0	145.7	147.4	1.2%	15.1%
Campground	13.4	18.3	18.8	18.9	19.7	20.5	15.3	17.0	18.9	20.8	10.0%	1.3%
Second Home	2.8	4.0	4.0	4.1	4.3	4.4	3.6	3.8	4.2	4.3	3.8%	-1.5%
Day Travel	64.5	84.3	86.8	89.4	91.0	96.5	42.9	104.7	109.6	113.7	3.8%	17.9%
<b>TOTAL</b>	<b>224.2</b>	<b>335.5</b>	<b>349.4</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>485.2</b>	<b>4.0%</b>	<b>23.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	28.9	57.2	63.5	67.6	67.1	73.0	45.8	83.5	101.1	105.7	4.5%	44.8%
Food Service	61.8	102.1	108.1	112.8	115.5	125.0	59.4	124.4	136.7	147.2	7.7%	17.7%
Food Stores	28.0	41.9	42.2	42.4	42.5	44.8	26.2	50.0	55.0	57.5	4.6%	28.4%
Local Tran. & Gas	20.9	33.3	32.1	35.3	39.0	40.7	16.5	39.8	51.2	49.2	-3.9%	20.9%
Arts, Ent. & Rec.	37.8	46.2	47.8	48.7	48.9	51.4	25.7	51.1	53.3	56.1	5.3%	9.2%
Retail Sales	46.8	54.7	55.7	56.1	55.9	58.4	30.5	64.9	69.2	69.5	0.5%	19.0%
<b>TOTAL</b>	<b>224.2</b>	<b>335.5</b>	<b>349.4</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>485.2</b>	<b>4.0%</b>	<b>23.4%</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.

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

# Marion County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	36.2	64.5	69.6	74.8	79.1	82.4	69.2	75.7	96.2	103.2	7.3%	25.3%
Arts, Ent. & Rec.	11.3	14.6	14.7	15.3	16.8	18.3	14.1	12.7	16.4	17.8	8.3%	-2.7%
Retail**	9.1	12.6	13.2	13.8	14.3	15.1	15.0	16.1	17.4	17.6	1.1%	16.2%
Ground Tran.	1.1	1.7	1.9	2.0	2.1	2.3	1.5	2.0	2.4	2.6	9.1%	12.1%
Other Travel*	3.7	4.6	5.5	5.9	6.6	6.9	6.0	4.1	5.7	6.2	9.4%	-9.0%
<b>TOTAL</b>	<b>61.5</b>	<b>98.1</b>	<b>104.9</b>	<b>111.9</b>	<b>119.0</b>	<b>125.0</b>	<b>105.7</b>	<b>110.5</b>	<b>138.1</b>	<b>147.5</b>	<b>6.8%</b>	<b>10.5%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	2,200	2,830	2,910	2,980	3,000	3,000	2,470	2,590	3,100	3,140	1.2%	4.6%
Arts, Ent. & Rec.	840	930	970	950	950	1,090	770	750	970	960	-1.5%	-12.5%
Retail**	450	520	520	530	530	550	500	520	550	540	-1.7%	-0.6%
Ground Tran.	50	50	50	50	50	60	40	50	50	50	2.6%	-10.4%
Other Travel*	180	160	210	210	220	220	200	130	170	170	1.5%	-19.7%
<b>TOTAL</b>	<b>3,730</b>	<b>4,490</b>	<b>4,660</b>	<b>4,720</b>	<b>4,760</b>	<b>4,910</b>	<b>3,970</b>	<b>4,030</b>	<b>4,850</b>	<b>4,860</b>	<b>0.2%</b>	<b>-1.2%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	1.9	3.8	4.2	4.5	4.4	4.8	3.2	5.3	6.5	6.7	4.4%	40.5%
State Tax Receipts	7.8	12.3	13.0	14.8	15.3	15.9	10.5	14.2	16.6	17.0	2.3%	6.8%
<b>TOTAL</b>	<b>9.6</b>	<b>16.1</b>	<b>17.2</b>	<b>19.2</b>	<b>19.7</b>	<b>20.7</b>	<b>13.8</b>	<b>19.5</b>	<b>23.1</b>	<b>23.8</b>	<b>2.9%</b>	<b>11.4%</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.



# Marion County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$152	\$287	\$384	\$725	2.5	1.9
Private Home	\$39	\$124	\$100	\$317	2.6	3.2
Other Overnight	\$53	\$172	\$170	\$551	3.2	3.2
<b>All Overnight</b>	<b>\$65</b>	<b>\$178</b>	<b>\$169</b>	<b>\$461</b>	<b>2.6</b>	<b>2.7</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,298,530	1,454,610	1,476,110	469,250	554,200	577,750
Private Home	3,781,520	3,776,990	3,771,620	1,573,880	1,508,270	1,476,210
Other Overnight	366,230	424,700	471,350	138,290	141,170	147,620
<b>All Overnight</b>	<b>5,446,270</b>	<b>5,656,300</b>	<b>5,719,090</b>	<b>2,181,420</b>	<b>2,203,650</b>	<b>2,201,590</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	665,310	742,810	750,410	240,630	283,810	294,900
Private Home	1,061,930	1,144,140	1,189,320	441,980	456,890	465,500
Other Overnight	115,180	132,050	145,830	43,360	43,780	45,560
<b>All Overnight</b>	<b>1,842,420</b>	<b>2,019,000</b>	<b>2,085,560</b>	<b>725,970</b>	<b>784,480</b>	<b>805,970</b>



# Morrow County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$69,085
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$155
Visitor Shares	
Travel Share of Total Employment (2023)	3%
Overnight-Visitor Day Share of Resident Population*	6%

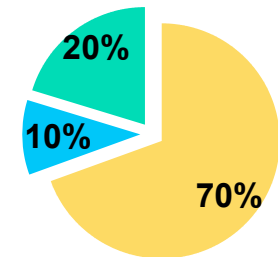
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

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

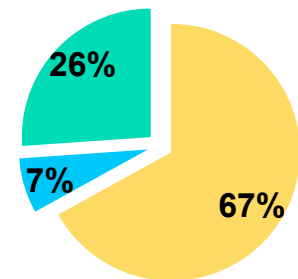
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	10.8	14.5	14.9	15.8	16.5	17.1	9.2	14.1	18.2	20.0	▲ 9.6%	▲ 3.1%
Other	1.0	1.4	1.3	1.4	1.6	1.7	0.8	1.6	2.2	2.0	▼ -7.9%	▲ 3.5%
Visitor	9.8	13.2	13.6	14.4	14.8	15.4	8.4	12.5	16.1	18.0	▲ 11.9%	▲ 3.1%
<b>Earnings (\$Millions)</b>												
Earnings	2.7	3.6	3.8	4.1	4.7	5.2	4.5	5.0	6.0	6.3	▲ 5.2%	▲ 4.3%
<b>Employment (Jobs)</b>												
Employment	200	170	180	190	220	250	200	220	260	260	▲ 1.3%	▲ 1.4%
<b>Tax Revenue (\$Millions)</b>												
Total	0.3	0.4	0.5	0.5	0.6	0.6	0.4	0.6	0.7	0.7	▲ 1.2%	▲ 3.9%
Local	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -6.8%	▲ 15.7%
State	0.3	0.4	0.5	0.5	0.6	0.6	0.4	0.5	0.7	0.7	▲ 1.3%	▲ 3.8%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Morrow County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	9.8	13.2	13.6	14.4	14.8	15.4	8.4	12.5	16.1	18.0	11.9%	16.5%
Other Travel*	1.0	1.4	1.3	1.4	1.6	1.7	0.8	1.6	2.2	2.0	-7.9%	18.9%
<b>TOTAL</b>	<b>10.8</b>	<b>14.5</b>	<b>14.9</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>20.0</b>	<b>9.6%</b>	<b>16.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	4.5	6.9	7.3	7.9	8.1	8.5	3.9	6.4	8.5	10.2	19.3%	19.9%
Hotel, Motel**								6.0	8.0	7.6	-4.7%	
STVR**								0.4	0.5	2.6	375.3%	
Private Home	1.8	2.3	2.3	2.3	2.4	2.5	2.1	2.8	2.9	3.0	1.3%	20.6%
Campground	0.5	0.7	0.7	0.7	0.7	0.8	0.6	0.7	0.8	0.9	9.0%	15.2%
Second Home	0.4	0.6	0.6	0.6	0.6	0.6	0.5	0.5	0.6	0.6	4.0%	-4.4%
Day Travel	2.5	2.7	2.8	2.9	3.0	3.1	1.3	2.1	3.2	3.3	4.0%	8.6%
<b>TOTAL</b>	<b>9.8</b>	<b>13.2</b>	<b>13.6</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>18.0</b>	<b>11.9%</b>	<b>16.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	2.0	3.5	3.8	4.1	4.2	4.3	2.2	3.6	4.6	6.1	32.4%	41.0%
Food Service	2.5	3.6	3.8	4.0	4.1	4.4	2.7	3.8	4.9	5.2	6.0%	18.2%
Food Stores	1.2	1.5	1.5	1.5	1.6	1.6	1.0	1.4	1.6	1.8	7.4%	9.2%
Local Tran. & Gas	0.8	1.1	1.1	1.2	1.3	1.3	0.7	1.1	1.6	1.5	-3.9%	11.1%
Arts, Ent. & Rec.	1.7	1.9	2.0	2.0	2.1	2.1	1.0	1.5	1.9	1.9	1.8%	-11.1%
Retail Sales	1.5	1.5	1.5	1.5	1.5	1.6	0.8	1.1	1.5	1.5	1.7%	-6.1%
<b>TOTAL</b>	<b>9.8</b>	<b>13.2</b>	<b>13.6</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>18.0</b>	<b>11.9%</b>	<b>16.5%</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.

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



# Morrow County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	1.5	2.3	2.4	2.6	3.2	3.6	3.1	3.7	4.3	4.6	6.5%	29.2%
Arts, Ent. & Rec.	0.6	0.7	0.7	0.7	0.8	0.8	0.6	0.6	0.8	0.8	-0.3%	-4.1%
Retail**	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.7	3.6%	7.8%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	7.6%	-0.7%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.9%	22.8%
<b>TOTAL</b>	<b>2.7</b>	<b>3.6</b>	<b>3.8</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>6.3</b>	<b>5.2%</b>	<b>14.8%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	130	110	120	130	160	180	150	170	200	210	1.8%	15.9%
Arts, Ent. & Rec.	30	30	30	40	40	40	30	30	40	40	-1.5%	-17.4%
Retail**	30	20	20	20	20	20	20	10	20	20	1.9%	-13.1%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	1.2%	-20.6%
Other Travel*	0	0	0	0	0	0	0	0	0	0	-1.5%	-0.6%
<b>TOTAL</b>	<b>200</b>	<b>170</b>	<b>180</b>	<b>190</b>	<b>220</b>	<b>250</b>	<b>200</b>	<b>220</b>	<b>260</b>	<b>260</b>	<b>0.0%</b>	<b>4.0%</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	0.0	-6.8%	-2.1%
State Tax Receipts	0.3	0.4	0.5	0.5	0.6	0.6	0.4	0.5	0.7	0.7	1.3%	7.1%
<b>TOTAL</b>	<b>0.3</b>	<b>0.4</b>	<b>0.5</b>	<b>0.5</b>	<b>0.6</b>	<b>0.6</b>	<b>0.4</b>	<b>0.6</b>	<b>0.7</b>	<b>0.7</b>	<b>1.2%</b>	<b>5.8%</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-arrangements and convention/trade shows.

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

# Morrow County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$139	\$231	\$352	\$585	2.5	1.7
Private Home	\$24	\$65	\$61	\$163	2.5	2.7
Other Overnight	\$25	\$72	\$78	\$224	3.1	2.9
<b>All Overnight</b>	<b>\$55</b>	<b>\$127</b>	<b>\$144</b>	<b>\$334</b>	<b>2.6</b>	<b>2.3</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	74,370	87,020	86,180	26,790	33,130	33,480
Private Home	122,750	122,720	122,550	52,090	49,940	48,860
Other Overnight	46,940	54,050	59,280	17,980	18,230	18,850
<b>All Overnight</b>	<b>244,060</b>	<b>263,790</b>	<b>268,010</b>	<b>96,860</b>	<b>101,300</b>	<b>101,190</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	43,660	50,920	48,520	15,740	19,430	18,970
Private Home	40,830	44,010	45,730	17,330	17,910	18,240
Other Overnight	16,590	18,900	20,570	6,380	6,410	6,580
<b>All Overnight</b>	<b>101,080</b>	<b>113,840</b>	<b>114,820</b>	<b>39,450</b>	<b>43,750</b>	<b>43,790</b>



# Multnomah County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$174,070
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$24
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$7
Local & State Tax Revenues Generated per County Household	\$597
Visitor Shares	
Travel Share of Total Employment (2023)	3%
Overnight-Visitor Day Share of Resident Population*	5%

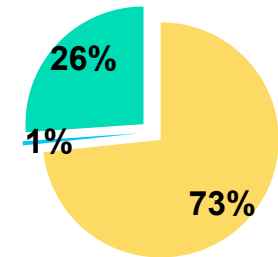
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

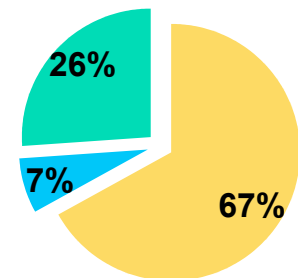
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	1,987.7	3,670.7	3,784.2	3,972.4	4,165.4	4,381.2	1,630.8	2,854.2	4,174.1	4,216.3	▲ 1.0%	▲ 3.8%
Other	664.2	1,114.9	1,141.3	1,217.4	1,294.5	1,432.2	480.5	882.8	1,463.8	1,428.4	▼ -2.4%	▲ 3.9%
Visitor	1,323.5	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,971.4	2,710.3	2,787.9	▲ 2.9%	▲ 3.8%
<b>Earnings (\$Millions)</b>												
Earnings	481.7	846.0	911.7	999.7	1,079.6	1,152.4	823.3	868.4	1,099.5	1,224.0	▲ 11.3%	▲ 4.8%
<b>Employment (Jobs)</b>												
Employment	16,930	21,970	22,760	23,010	23,750	23,920	16,660	17,060	20,330	21,360	▲ 5.0%	▲ 1.2%
<b>Tax Revenue (\$Millions)</b>												
Total	81.0	176.3	183.3	198.5	207.0	212.4	110.1	145.2	188.5	196.5	▲ 4.2%	▲ 4.5%
Local	44.2	107.8	109.6	114.0	117.2	118.0	51.9	76.3	102.9	104.6	▲ 1.6%	▲ 4.4%
State	36.7	68.5	73.7	84.4	89.8	94.4	58.2	68.9	85.6	91.9	▲ 7.4%	▲ 4.7%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Multnomah County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	1,323.5	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,971.4	2,710.3	2,787.9	2.9%	-5.5%
Other Travel*	664.2	1,114.9	1,141.3	1,217.4	1,294.5	1,432.2	480.5	882.8	1,463.8	1,428.4	-2.4%	-0.3%
<b>TOTAL</b>	<b>1,987.7</b>	<b>3,670.7</b>	<b>3,784.2</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>4,174.1</b>	<b>4,216.3</b>	<b>1.0%</b>	<b>-3.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	807.9	1,692.5	1,760.5	1,839.5	1,914.1	1,963.6	708.8	1,257.5	1,743.1	1,810.6	3.9%	-7.8%
Hotel, Motel**								1,106.1	1,596.4	1,668.5	4.5%	
STVR**								151.4	146.6	142.1	-3.1%	
Private Home	325.3	567.6	576.1	598.3	625.8	643.1	298.3	453.4	646.5	644.4	-0.3%	0.2%
Campground	10.9	13.5	13.9	14.0	14.6	15.2	12.6	7.9	9.6	9.9	3.3%	-35.0%
Second Home	3.1	4.5	4.6	4.7	4.9	5.0	3.8	4.8	5.3	5.5	3.6%	8.5%
Day Travel	176.3	277.7	287.9	298.5	311.6	322.2	126.9	247.8	306.0	317.6	3.8%	-1.4%
<b>TOTAL</b>	<b>1,323.5</b>	<b>2,555.9</b>	<b>2,642.9</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>2,710.3</b>	<b>2,787.9</b>	<b>2.9%</b>	<b>-5.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	254.2	646.9	693.1	723.8	741.0	747.2	274.2	495.4	625.0	645.7	3.3%	-13.6%
Food Service	242.9	484.2	516.5	544.4	574.6	607.1	266.1	428.8	530.2	587.8	10.8%	-3.2%
Food Stores	45.2	76.9	78.2	79.2	81.0	83.4	50.4	83.4	97.6	102.9	5.5%	23.4%
Local Tran. & Gas	165.2	295.6	283.8	300.0	322.9	326.2	172.1	242.7	358.4	349.1	-2.6%	7.0%
Arts, Ent. & Rec.	90.8	131.8	137.8	141.7	146.0	149.9	41.4	63.6	74.3	80.2	8.0%	-46.5%
Retail Sales	152.6	214.2	220.0	223.8	228.3	233.6	114.2	183.8	220.5	227.8	3.3%	-2.5%
Visitor Air Tran.	372.5	706.3	713.5	742.3	777.2	801.6	231.8	473.8	804.2	794.4	-1.2%	-0.9%
<b>TOTAL</b>	<b>1,323.5</b>	<b>2,555.9</b>	<b>2,642.9</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>2,710.3</b>	<b>2,787.9</b>	<b>2.9%</b>	<b>-5.5%</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.

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



# Multnomah County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	175.2	368.9	399.1	428.5	467.2	492.9	295.8	323.3	457.3	508.9	11.3%	3.2%
Arts, Ent. & Rec.	25.1	42.2	43.7	46.1	49.0	52.2	37.0	37.5	49.5	51.3	3.7%	-1.7%
Retail**	24.2	38.5	40.7	43.0	45.2	46.5	44.8	45.8	50.1	51.7	3.1%	11.1%
Ground Tran.	21.2	33.5	32.6	34.5	35.8	38.9	38.1	35.9	49.5	50.9	2.9%	31.1%
Other Travel*	235.9	362.9	395.6	447.7	482.3	521.9	407.5	426.0	493.0	561.1	13.8%	7.5%
<b>TOTAL</b>	<b>481.7</b>	<b>846.0</b>	<b>911.7</b>	<b>999.7</b>	<b>1,079.6</b>	<b>1,152.4</b>	<b>823.3</b>	<b>868.4</b>	<b>1,099.5</b>	<b>1,224.0</b>	<b>11.3%</b>	<b>-4.6%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	8,660	13,080	13,520	13,700	14,090	14,000	8,610	9,010	11,590	12,480	7.7%	-10.8%
Arts, Ent. & Rec.	840	1,160	1,220	1,170	1,170	1,230	800	810	1,150	1,180	2.7%	-4.1%
Retail**	970	1,260	1,290	1,320	1,330	1,310	1,180	1,180	1,200	1,210	0.7%	-7.8%
Ground Tran.	930	1,050	960	980	980	1,020	1,090	990	1,180	1,140	-3.2%	12.3%
Other Travel*	5,530	5,430	5,770	5,830	6,180	6,360	4,970	5,080	5,210	5,340	2.6%	-16.0%
<b>TOTAL</b>	<b>16,930</b>	<b>21,970</b>	<b>22,760</b>	<b>23,010</b>	<b>23,750</b>	<b>23,920</b>	<b>16,660</b>	<b>17,060</b>	<b>20,330</b>	<b>21,360</b>	<b>5.1%</b>	<b>-15.0%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	44.2	107.8	109.6	114.0	117.2	118.0	51.9	76.3	102.9	104.6	1.6%	-11.4%
State Tax Receipts	36.7	68.5	73.7	84.4	89.8	94.4	58.2	68.9	85.6	91.9	7.4%	-2.6%
<b>TOTAL</b>	<b>81.0</b>	<b>176.3</b>	<b>183.3</b>	<b>198.5</b>	<b>207.0</b>	<b>212.4</b>	<b>110.1</b>	<b>145.2</b>	<b>188.5</b>	<b>196.5</b>	<b>4.2%</b>	<b>-11.3%</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.



# Multnomah County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$312	\$634	\$682	\$1,417	2.2	2.1
Private Home	\$119	\$385	\$225	\$752	1.9	3.3
Other Overnight	\$22	\$73	\$60	\$207	2.8	3.4

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	6,617,210	7,252,790	7,374,390	2,608,980	3,060,440	3,210,360
Private Home	5,471,470	5,414,990	5,407,300	3,014,990	2,915,930	2,859,100
Other Overnight	282,680	335,140	354,590	122,330	126,970	126,860
<b>All Overnight</b>	<b>12,371,360</b>	<b>13,002,910</b>	<b>13,136,280</b>	<b>5,746,300</b>	<b>6,103,340</b>	<b>6,196,320</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	3,004,110	3,338,510	3,397,980	1,180,620	1,399,820	1,468,390
Private Home	1,510,510	1,611,010	1,673,720	813,800	841,950	857,420
Other Overnight	84,070	99,300	104,660	36,000	37,250	37,090
<b>All Overnight</b>	<b>4,598,690</b>	<b>5,048,830</b>	<b>5,176,360</b>	<b>2,030,420</b>	<b>2,279,030</b>	<b>2,362,900</b>

# Polk County / Insights

## Direct Travel Impacts, 2023p

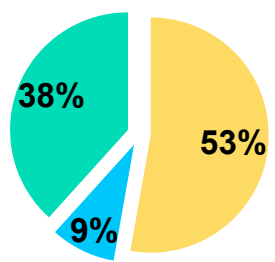
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$76,771
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$40
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$3
Local & State Tax Revenues Generated per County Household	\$202
Visitor Shares	
Travel Share of Total Employment (2023)	8%
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.

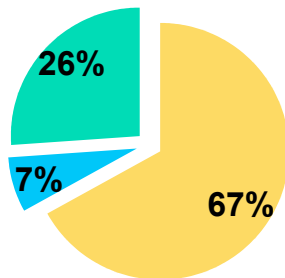
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	128.5	170.1	170.6	177.8	178.2	183.7	81.2	182.0	222.1	231.9	▲ 4.4%	▲ 3.0%
Other	5.7	9.8	9.4	10.6	12.3	12.5	5.9	11.4	15.7	14.5	▼ -7.9%	▲ 4.8%
Visitor	122.8	160.2	161.2	167.2	165.9	171.1	75.3	170.7	206.3	217.4	▲ 5.4%	▲ 2.9%
<b>Earnings (\$Millions)</b>												
Earnings	39.2	45.9	48.5	51.2	55.7	59.9	55.2	65.1	85.7	87.5	▲ 2.1%	▲ 4.1%
<b>Employment (Jobs)</b>												
Employment	2,010	2,070	2,120	2,190	2,380	2,470	2,100	2,420	3,000	2,860	▼ -4.6%	▲ 1.8%
<b>Tax Revenue (\$Millions)</b>												
Total	3.0	4.1	4.3	4.7	5.0	5.2	3.9	5.4	6.7	6.8	▲ 1.1%	▲ 4.1%
Local	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 3.9%	N/A
State	3.0	4.0	4.2	4.6	4.9	5.1	3.9	5.3	6.6	6.7	▲ 1.0%	▲ 4.0%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Polk County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	122.8	160.2	161.2	167.2	165.9	171.1	75.3	170.7	206.3	217.4	5.4%	27.0%
Other Travel*	5.7	9.8	9.4	10.6	12.3	12.5	5.9	11.4	15.7	14.5	-7.9%	15.6%
<b>TOTAL</b>	<b>128.5</b>	<b>170.1</b>	<b>170.6</b>	<b>177.8</b>	<b>178.2</b>	<b>183.7</b>	<b>81.2</b>	<b>182.0</b>	<b>222.1</b>	<b>231.9</b>	<b>4.4%</b>	<b>26.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	14.1	24.4	24.8	25.4	18.3	19.0	7.4	23.1	28.5	30.9	8.2%	62.3%
Hotel, Motel**								18.5	23.6	25.2	6.6%	
STVR**								4.6	4.9	5.6	16.0%	
Private Home	10.3	15.8	15.9	16.8	17.6	18.2	12.6	21.3	22.3	22.5	1.2%	23.8%
Campground	2.9	3.8	3.9	3.9	4.1	4.3	3.6	4.0	4.5	4.9	9.9%	15.6%
Second Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	3.8%	-24.9%
Day Travel	95.4	115.9	116.3	120.7	125.5	129.3	51.3	122.1	150.8	158.9	5.3%	22.8%
<b>TOTAL</b>	<b>122.8</b>	<b>160.2</b>	<b>161.2</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>217.4</b>	<b>5.4%</b>	<b>27.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	8.6	16.0	16.8	17.4	9.9	10.1	6.0	13.5	15.7	16.7	5.8%	64.2%
Food Service	20.6	32.1	32.8	34.5	36.5	38.4	16.6	37.8	45.6	49.2	7.7%	28.0%
Food Stores	8.9	13.3	13.0	13.3	13.6	14.0	8.2	15.7	18.8	19.8	5.1%	40.6%
Local Tran. & Gas	5.0	7.4	6.9	7.6	8.7	8.8	3.6	8.9	11.9	11.5	-3.5%	31.1%
Arts, Ent. & Rec.	76.7	87.7	87.9	90.6	93.4	95.8	38.3	90.1	109.0	115.1	5.6%	20.2%
Retail Sales	3.1	3.8	3.7	3.8	3.9	4.0	2.6	4.8	5.2	5.2	1.5%	32.3%
<b>TOTAL</b>	<b>122.8</b>	<b>160.2</b>	<b>161.2</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>217.4</b>	<b>5.4%</b>	<b>27.0%</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.

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

# Polk County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	11.6	19.4	21.4	22.6	25.2	27.6	28.2	37.6	48.9	48.8	-0.2%	76.8%
Arts, Ent. & Rec.	25.2	23.1	23.6	25.0	26.6	28.3	23.0	23.2	31.7	33.4	5.5%	18.1%
Retail**	1.7	2.5	2.5	2.6	2.8	2.9	2.9	3.2	3.6	3.7	3.1%	30.0%
Ground Tran.	0.3	0.5	0.5	0.5	0.6	0.6	0.4	0.6	0.7	0.8	9.5%	21.8%
Other Travel*	0.3	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.8	0.8	0.9%	40.3%
<b>TOTAL</b>	<b>39.2</b>	<b>45.9</b>	<b>48.5</b>	<b>51.2</b>	<b>55.7</b>	<b>59.9</b>	<b>55.2</b>	<b>65.1</b>	<b>85.7</b>	<b>87.5</b>	<b>2.1%</b>	<b>42.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	880	990	1,010	1,060	1,100	1,170	1,110	1,440	1,810	1,710	-5.2%	46.1%
Arts, Ent. & Rec.	990	920	950	970	1,110	1,130	840	830	1,030	980	-4.1%	-13.3%
Retail**	100	120	120	120	120	120	110	110	120	120	-0.1%	2.4%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	3.0%	-2.6%
Other Travel*	30	30	30	30	30	30	30	30	30	30	-3.7%	10.3%
<b>TOTAL</b>	<b>2,010</b>	<b>2,070</b>	<b>2,120</b>	<b>2,190</b>	<b>2,380</b>	<b>2,470</b>	<b>2,100</b>	<b>2,420</b>	<b>3,000</b>	<b>2,860</b>	<b>-4.7%</b>	<b>21.5%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	3.9%	26.7%
State Tax Receipts	3.0	4.0	4.2	4.6	4.9	5.1	3.9	5.3	6.6	6.7	1.0%	29.7%
<b>TOTAL</b>	<b>3.0</b>	<b>4.1</b>	<b>4.3</b>	<b>4.7</b>	<b>5.0</b>	<b>5.2</b>	<b>3.9</b>	<b>5.4</b>	<b>6.7</b>	<b>6.8</b>	<b>1.1%</b>	<b>28.2%</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-arrangements and convention/trade shows.

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

# Polk County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$122	\$203	\$310	\$514	2.5	1.7
Private Home	\$26	\$69	\$64	\$172	2.5	2.7
Other Overnight	\$52	\$159	\$169	\$520	3.3	3.1
<b>All Overnight</b>	<b>\$45</b>	<b>\$110</b>	<b>\$117</b>	<b>\$282</b>	<b>2.6</b>	<b>2.4</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	257,270	294,710	306,740	92,540	111,450	118,850
Private Home	889,640	881,050	879,800	377,510	358,510	350,800
Other Overnight	76,980	89,800	100,660	28,350	29,110	30,770
<b>All Overnight</b>	<b>1,223,890</b>	<b>1,265,560</b>	<b>1,287,200</b>	<b>498,390</b>	<b>499,070</b>	<b>500,420</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	145,730	165,750	170,660	52,490	62,980	66,610
Private Home	295,930	315,960	328,330	125,570	128,570	130,920
Other Overnight	25,490	29,300	32,570	9,410	9,520	9,980
<b>All Overnight</b>	<b>467,150</b>	<b>511,010</b>	<b>531,570</b>	<b>187,470</b>	<b>201,070</b>	<b>207,500</b>

# Tillamook County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$134,464
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$1,209
Visitor Shares	
Travel Share of Total Employment (2023)	14%
Overnight-Visitor Day Share of Resident Population*	24%

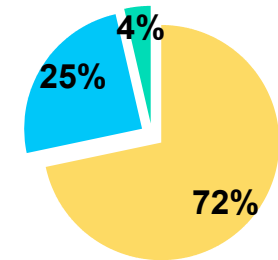
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

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

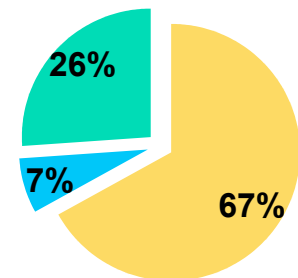
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	129.0	229.2	227.4	232.7	241.7	249.4	113.6	205.1	269.4	281.4	▲ 4.4%	▲ 4.0%
Other	2.1	3.2	3.0	3.4	3.9	3.9	1.9	3.5	4.8	4.5	▼ -7.9%	▲ 3.8%
Visitor	126.9	226.0	224.4	229.3	237.8	245.5	111.8	201.5	264.6	276.9	▲ 4.7%	▲ 4.0%
<b>Earnings (\$Millions)</b>												
Earnings	36.1	68.3	72.4	77.2	82.9	92.2	71.5	86.4	90.5	98.2	▲ 8.5%	▲ 5.1%
<b>Employment (Jobs)</b>												
Employment	1,720	2,180	2,190	2,210	2,180	2,350	1,700	2,000	2,020	2,060	▲ 2.3%	▲ 0.9%
<b>Tax Revenue (\$Millions)</b>												
Total	3.3	7.9	8.4	9.4	10.4	11.4	9.1	12.7	13.9	14.3	▲ 2.7%	▲ 7.6%
Local	0.6	2.8	3.0	3.3	4.0	4.5	4.3	6.3	6.9	6.9	▲ 0.3%	▲ 12.9%
State	2.7	5.2	5.4	6.1	6.4	6.9	4.8	6.4	7.0	7.4	▲ 5.1%	▲ 5.1%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Tillamook County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	126.9	226.0	224.4	229.3	237.8	245.5	111.8	201.5	264.6	276.9	4.7%	12.8%
Other Travel*	2.1	3.2	3.0	3.4	3.9	3.9	1.9	3.5	4.8	4.5	-7.9%	13.2%
<b>TOTAL</b>	<b>129.0</b>	<b>229.2</b>	<b>227.4</b>	<b>232.7</b>	<b>241.7</b>	<b>249.4</b>	<b>113.6</b>	<b>205.1</b>	<b>269.4</b>	<b>281.4</b>	<b>4.4%</b>	<b>12.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	24.9	82.0	81.2	83.3	86.1	88.4	50.6	112.0	126.4	129.6	2.5%	46.6%
Hotel, Motel**								10.6	11.3	11.8	4.5%	
STVR**								101.4	115.2	117.8	2.3%	
Private Home	3.8	5.2	5.1	5.4	5.7	5.8	4.7	6.0	6.3	6.4	1.0%	10.1%
Campground	25.9	32.6	33.5	33.7	35.1	36.5	20.1	22.3	24.9	27.3	9.9%	-25.3%
Second Home	10.0	13.4	13.5	14.1	14.6	15.0	12.4	15.4	17.0	17.6	3.8%	17.4%
Day Travel	62.3	92.7	91.1	92.8	96.4	99.8	23.9	45.9	90.1	96.0	6.7%	-3.7%
<b>TOTAL</b>	<b>126.9</b>	<b>226.0</b>	<b>224.4</b>	<b>229.3</b>	<b>237.8</b>	<b>245.5</b>	<b>111.8</b>	<b>201.5</b>	<b>264.6</b>	<b>276.9</b>	<b>4.7%</b>	<b>12.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	17.4	46.3	49.0	51.0	52.5	53.4	48.0	91.1	99.6	100.0	0.5%	87.3%
Food Service	34.2	66.8	66.6	68.6	71.8	75.7	22.9	40.5	60.8	67.1	10.4%	-11.3%
Food Stores	18.9	29.1	28.4	28.3	28.8	29.8	14.8	23.6	32.2	34.9	8.3%	16.9%
Local Tran. & Gas	8.5	15.2	13.8	15.0	16.9	17.2	5.8	11.6	18.2	18.0	-1.3%	4.8%
Arts, Ent. & Rec.	23.0	36.1	35.0	35.1	35.9	36.9	9.6	15.0	22.1	24.0	8.8%	-34.8%
Retail Sales	25.0	32.5	31.5	31.4	31.8	32.5	10.6	19.9	31.7	32.9	3.8%	1.1%
<b>TOTAL</b>	<b>126.9</b>	<b>226.0</b>	<b>224.4</b>	<b>229.3</b>	<b>237.8</b>	<b>245.5</b>	<b>111.8</b>	<b>201.5</b>	<b>264.6</b>	<b>276.9</b>	<b>4.7%</b>	<b>12.8%</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.

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

# Tillamook County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	23.4	49.3	52.8	57.0	62.5	70.6	55.3	68.4	74.2	80.9	9.0%	14.5%
Arts, Ent. & Rec.	6.3	9.3	9.8	10.0	9.9	10.5	8.5	8.8	6.4	6.9	6.6%	-35.0%
Retail**	5.8	8.6	8.7	8.9	9.3	9.6	7.0	8.3	8.7	9.1	5.2%	-5.1%
Ground Tran.	0.5	1.0	1.0	1.1	1.1	1.2	0.6	0.8	1.1	1.2	11.6%	0.7%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	-6.0%	-46.5%
<b>TOTAL</b>	<b>36.1</b>	<b>68.3</b>	<b>72.4</b>	<b>77.2</b>	<b>82.9</b>	<b>92.2</b>	<b>71.5</b>	<b>86.4</b>	<b>90.5</b>	<b>98.2</b>	<b>8.5%</b>	<b>-1.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	980	1,370	1,400	1,400	1,420	1,510	1,120	1,320	1,420	1,440	1.5%	-4.8%
Arts, Ent. & Rec.	370	370	370	390	350	410	300	350	280	300	7.2%	-26.6%
Retail**	340	400	390	380	380	380	260	300	290	290	1.6%	-23.4%
Ground Tran.	20	30	30	30	30	30	10	20	20	20	5.0%	-19.5%
Other Travel*	10	10	10	10	10	10	10	10	0	0	-7.3%	-58.2%
<b>TOTAL</b>	<b>1,720</b>	<b>2,180</b>	<b>2,190</b>	<b>2,210</b>	<b>2,180</b>	<b>2,350</b>	<b>1,700</b>	<b>2,000</b>	<b>2,020</b>	<b>2,060</b>	<b>2.0%</b>	<b>-14.0%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.6	2.8	3.0	3.3	4.0	4.5	4.3	6.3	6.9	6.9	0.3%	53.1%
State Tax Receipts	2.7	5.2	5.4	6.1	6.4	6.9	4.8	6.4	7.0	7.4	5.1%	7.4%
<b>TOTAL</b>	<b>3.3</b>	<b>7.9</b>	<b>8.4</b>	<b>9.4</b>	<b>10.4</b>	<b>11.4</b>	<b>9.1</b>	<b>12.7</b>	<b>13.9</b>	<b>14.3</b>	<b>2.7%</b>	<b>22.1%</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-arrangements and convention/trade shows.

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



# Tillamook County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$1,557	\$2,584	\$3,943	\$6,545	2.5	1.7
Private Home	\$23	\$62	\$58	\$156	2.5	2.7
Other Overnight	\$36	\$99	\$110	\$304	3.1	2.8
<b>All Overnight</b>	<b>\$74</b>	<b>\$203</b>	<b>\$214</b>	<b>\$585</b>	<b>2.9</b>	<b>2.7</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	774,680	870,730	913,940	274,390	310,130	326,400
Private Home	276,860	275,120	274,730	117,480	111,950	109,540
Other Overnight	1,016,700	1,163,420	1,262,440	396,470	399,920	409,100
<b>All Overnight</b>	<b>2,068,240</b>	<b>2,309,270</b>	<b>2,451,110</b>	<b>788,340</b>	<b>821,990</b>	<b>845,040</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	288,690	320,300	335,070	102,410	114,660	120,480
Private Home	92,090	98,660	102,530	39,080	40,150	40,880
Other Overnight	369,970	420,060	452,980	144,950	145,160	147,620
<b>All Overnight</b>	<b>750,750</b>	<b>839,020</b>	<b>890,580</b>	<b>286,440</b>	<b>299,960</b>	<b>308,980</b>

# Umatilla County / Insights

## Direct Travel Impacts, 2023p

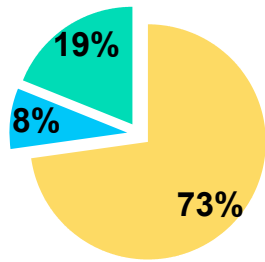
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$78,110
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$355
Visitor Shares	
Travel Share of Total Employment (2023)	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.

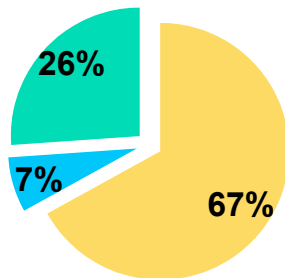
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	114.9	150.8	148.7	164.5	175.1	180.1	116.2	175.6	238.4	234.6	▼ -1.6%	▲ 3.6%
Other	8.0	10.0	9.6	11.8	13.0	13.8	6.5	11.1	16.0	14.4	▼ -9.6%	▲ 3.0%
Visitor	106.9	140.7	139.2	152.8	162.1	166.2	109.7	164.4	222.4	220.2	▼ -1.0%	▲ 3.7%
<b>Earnings (\$Millions)</b>												
Earnings	31.3	49.5	50.5	53.4	58.5	61.7	55.4	61.3	75.3	78.1	▲ 3.8%	▲ 4.7%
<b>Employment (Jobs)</b>												
Employment	2,060	2,410	2,460	2,520	2,600	2,710	2,210	2,430	2,800	2,870	▲ 2.7%	▲ 1.7%
<b>Tax Revenue (\$Millions)</b>												
Total	3.9	6.2	6.3	7.3	7.7	8.0	6.5	8.1	10.3	10.1	▼ -2.1%	▲ 4.9%
Local	0.8	1.5	1.5	1.8	1.8	1.9	1.8	2.2	3.1	2.9	▼ -5.3%	▲ 6.7%
State	3.1	4.7	4.8	5.5	5.9	6.1	4.7	5.8	7.2	7.2	▼ -0.7%	▲ 4.3%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Umatilla County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	106.9	140.7	139.2	152.8	162.1	166.2	109.7	164.4	222.4	220.2	-1.0%	32.5%
Other Travel*	8.0	10.0	9.6	11.8	13.0	13.8	6.5	11.1	16.0	14.4	-9.6%	4.5%
<b>TOTAL</b>	<b>114.9</b>	<b>150.8</b>	<b>148.7</b>	<b>164.5</b>	<b>175.1</b>	<b>180.1</b>	<b>116.2</b>	<b>175.6</b>	<b>238.4</b>	<b>234.6</b>	<b>-1.6%</b>	<b>30.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	41.4	65.7	64.7	73.5	79.2	81.9	55.9	92.1	122.0	117.5	-3.6%	43.5%
Hotel, Motel**								88.4	118.3	112.8	-4.7%	
STVR**								3.7	3.7	4.8	30.6%	
Private Home	18.9	24.4	24.1	25.7	26.8	26.9	25.1	28.8	30.3	30.7	1.3%	13.9%
Campground	4.9	6.1	6.2	6.3	6.5	6.8	6.3	7.0	7.7	8.5	9.9%	25.2%
Second Home	2.5	3.2	3.3	3.4	3.5	3.6	3.0	4.1	4.5	4.7	4.0%	31.0%
Day Travel	39.2	41.3	40.9	43.9	46.1	47.0	19.4	32.5	57.9	58.8	1.5%	25.1%
<b>TOTAL</b>	<b>106.9</b>	<b>140.7</b>	<b>139.2</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>220.2</b>	<b>-1.0%</b>	<b>32.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	18.4	33.7	33.7	38.3	40.0	41.6	31.7	49.9	62.8	59.9	-4.6%	43.9%
Food Service	26.7	38.1	38.5	42.2	45.0	46.8	32.9	48.2	66.1	68.2	3.2%	45.5%
Food Stores	10.5	13.7	13.4	13.9	14.2	14.5	9.6	12.5	16.6	17.2	3.7%	18.6%
Local Tran. & Gas	10.2	14.1	12.8	14.9	17.3	17.4	9.8	17.0	25.8	23.5	-8.9%	35.4%
Arts, Ent. & Rec.	24.0	24.4	24.2	25.8	26.7	27.0	15.0	21.6	30.8	31.4	2.0%	16.1%
Retail Sales	16.4	16.7	16.3	17.1	17.6	17.7	10.3	14.4	19.3	18.9	-2.0%	6.8%
Visitor Air Tran.	0.8	0.1	0.2	0.6	1.2	1.1	0.4	0.9	1.0	1.0	0.5%	-6.0%
<b>TOTAL</b>	<b>106.9</b>	<b>140.7</b>	<b>139.2</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>220.2</b>	<b>-1.0%</b>	<b>32.5%</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.

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



# Umatilla County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	19.9	35.9	36.3	37.8	42.5	44.9	40.7	45.0	56.1	58.8	4.7%	30.9%
Arts, Ent. & Rec.	6.3	7.4	7.8	8.5	8.6	9.0	6.3	7.6	9.8	9.8	0.0%	9.1%
Retail**	3.6	4.3	4.4	4.7	5.0	5.1	5.9	6.3	6.6	6.5	-0.5%	27.6%
Ground Tran.	0.5	0.7	0.7	0.8	0.9	0.9	0.9	0.8	1.1	1.2	4.2%	24.1%
Other Travel*	1.0	1.2	1.4	1.5	1.6	1.8	1.6	1.6	1.7	1.8	10.0%	4.7%
<b>TOTAL</b>	<b>31.3</b>	<b>49.5</b>	<b>50.5</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>78.1</b>	<b>3.8%</b>	<b>22.0%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	1,210	1,500	1,540	1,570	1,650	1,670	1,440	1,530	1,810	1,830	1.1%	9.5%
Arts, Ent. & Rec.	590	660	660	680	680	750	480	600	710	770	8.3%	2.2%
Retail**	180	180	180	190	190	200	210	210	210	200	-2.1%	3.0%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	-1.9%	-0.8%
Other Travel*	70	50	60	60	60	70	60	50	50	50	1.9%	-24.6%
<b>TOTAL</b>	<b>2,060</b>	<b>2,410</b>	<b>2,460</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>2.5%</b>	<b>3.3%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.8	1.5	1.5	1.8	1.8	1.9	1.8	2.2	3.1	2.9	-5.3%	51.3%
State Tax Receipts	3.1	4.7	4.8	5.5	5.9	6.1	4.7	5.8	7.2	7.2	-0.7%	17.9%
<b>TOTAL</b>	<b>3.9</b>	<b>6.2</b>	<b>6.3</b>	<b>7.3</b>	<b>7.7</b>	<b>8.0</b>	<b>6.5</b>	<b>8.1</b>	<b>10.3</b>	<b>10.1</b>	<b>-2.1%</b>	<b>28.5%</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-arrangements and convention/trade shows.

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



# Umatilla County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$129	\$215	\$327	\$543	2.5	1.7
Private Home	\$38	\$103	\$96	\$258	2.5	2.7
Other Overnight	\$47	\$134	\$146	\$417	3.1	2.9
<b>All Overnight</b>	<b>\$79</b>	<b>\$168</b>	<b>\$206</b>	<b>\$434</b>	<b>2.6</b>	<b>2.1</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	872,190	1,029,850	954,860	314,460	393,230	375,110
Private Home	798,090	800,350	799,220	338,660	325,670	318,670
Other Overnight	224,430	258,220	282,840	86,150	87,320	90,140
<b>All Overnight</b>	<b>1,894,710</b>	<b>2,088,430</b>	<b>2,036,920</b>	<b>739,270</b>	<b>806,220</b>	<b>783,920</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	519,660	612,730	563,410	187,430	234,210	221,800
Private Home	265,480	287,020	298,260	112,650	116,790	118,920
Other Overnight	79,600	90,670	98,580	30,710	30,840	31,610
<b>All Overnight</b>	<b>864,740</b>	<b>990,430</b>	<b>960,260</b>	<b>330,790</b>	<b>381,840</b>	<b>372,330</b>



# Union County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$70,621
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$42
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$251
Visitor Shares	
Travel Share of Total Employment (2023)	5%
Overnight-Visitor Day Share of Resident Population*	7%

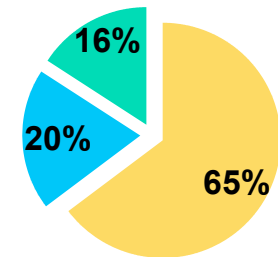
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

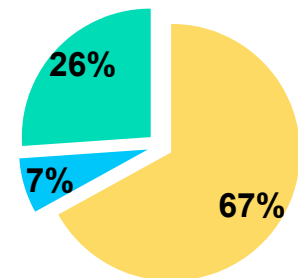
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	28.9	33.0	33.3	35.2	36.8	38.0	24.0	41.1	53.0	53.1	▲ 0.3%	▲ 3.1%
Other	2.1	3.2	3.0	3.3	3.8	3.9	1.8	3.3	4.6	4.2	▼ -7.9%	▲ 3.5%
Visitor	26.8	29.8	30.3	31.9	33.0	34.1	22.2	37.7	48.4	48.9	▲ 1.0%	▲ 3.0%
<b>Earnings (\$Millions)</b>												
Earnings	9.3	11.2	11.8	12.3	14.3	15.4	14.1	16.4	19.3	20.9	▲ 8.2%	▲ 4.1%
<b>Employment (Jobs)</b>												
Employment	610	580	600	610	660	670	560	610	700	710	▲ 0.8%	▲ 0.8%
<b>Tax Revenue (\$Millions)</b>												
Total	1.1	1.5	1.6	1.8	1.9	2.0	1.5	2.2	2.7	2.7	▲ 0.5%	▲ 4.4%
Local	0.4	0.5	0.6	0.6	0.6	0.6	0.5	0.8	1.1	1.0	▼ -2.4%	▲ 5.4%
State	0.8	1.0	1.1	1.2	1.3	1.3	1.0	1.3	1.6	1.6	▲ 2.4%	▲ 3.8%

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

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

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

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



# Union County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	26.8	29.8	30.3	31.9	33.0	34.1	22.2	37.7	48.4	48.9	1.0%	43.4%
Other Travel*	2.1	3.2	3.0	3.3	3.8	3.9	1.8	3.3	4.6	4.2	-7.9%	8.7%
<b>TOTAL</b>	<b>28.9</b>	<b>33.0</b>	<b>33.3</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>53.1</b>	<b>0.3%</b>	<b>39.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	12.2	12.4	12.6	13.7	14.1	14.6	9.4	19.0	26.3	25.9	-1.8%	77.2%
Hotel, Motel**								17.0	23.3	22.0	-5.6%	
STVR**								2.0	3.1	3.9	26.9%	
Private Home	3.8	5.2	5.2	5.4	5.6	5.7	3.8	5.9	6.2	6.3	1.3%	10.5%
Campground	3.8	5.6	5.8	5.8	6.1	6.3	5.3	5.9	6.6	7.3	9.9%	14.8%
Second Home	0.3	0.4	0.4	0.5	0.5	0.5	0.4	0.5	0.6	0.6	4.0%	21.9%
Day Travel	6.6	6.2	6.3	6.5	6.7	7.0	3.3	6.4	8.6	8.8	2.4%	27.0%
<b>TOTAL</b>	<b>26.8</b>	<b>29.8</b>	<b>30.3</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>1.0%</b>	<b>43.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	5.7	7.1	7.4	8.0	8.2	8.4	6.3	11.4	15.0	14.7	-1.7%	74.5%
Food Service	6.8	8.1	8.4	8.8	9.2	9.7	6.5	11.0	14.0	14.6	4.1%	49.6%
Food Stores	3.5	4.5	4.5	4.5	4.6	4.8	3.2	4.6	5.5	5.9	6.6%	23.5%
Local Tran. & Gas	2.0	2.3	2.2	2.4	2.7	2.8	1.5	2.9	4.0	3.8	-5.9%	37.8%
Arts, Ent. & Rec.	4.9	4.3	4.4	4.5	4.6	4.7	2.8	4.5	5.7	5.8	1.0%	22.1%
Retail Sales	3.9	3.5	3.5	3.6	3.6	3.7	2.0	3.3	4.1	4.1	-0.1%	12.7%
<b>TOTAL</b>	<b>26.8</b>	<b>29.8</b>	<b>30.3</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>1.0%</b>	<b>43.4%</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.

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

# Union County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	6.5	8.1	8.4	8.7	10.4	11.2	10.4	12.1	14.2	15.7	10.6%	40.5%
Arts, Ent. & Rec.	1.5	1.7	1.9	2.0	2.3	2.5	1.9	2.2	2.8	2.8	-1.0%	12.5%
Retail**	1.0	1.1	1.1	1.2	1.2	1.3	1.4	1.5	1.7	1.7	3.6%	36.8%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	4.3%	33.7%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	9.6%	30.4%
<b>TOTAL</b>	<b>9.3</b>	<b>11.2</b>	<b>11.8</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>20.9</b>	<b>8.2%</b>	<b>25.1%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	360	340	360	360	400	410	350	390	430	440	1.2%	7.1%
Arts, Ent. & Rec.	190	170	180	190	200	190	130	140	190	190	-1.0%	-4.8%
Retail**	50	50	50	50	50	50	60	60	60	60	2.5%	21.5%
Ground Tran.	10	0	0	10	0	10	0	0	10	10	-1.9%	6.9%
Other Travel*	10	10	10	10	10	10	10	10	20	20	3.3%	33.1%
<b>TOTAL</b>	<b>610</b>	<b>580</b>	<b>600</b>	<b>610</b>	<b>660</b>	<b>670</b>	<b>560</b>	<b>610</b>	<b>700</b>	<b>710</b>	<b>1.4%</b>	<b>4.5%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.4	0.5	0.6	0.6	0.6	0.6	0.5	0.8	1.1	1.0	-2.4%	64.9%
State Tax Receipts	0.8	1.0	1.1	1.2	1.3	1.3	1.0	1.3	1.6	1.6	2.4%	20.9%
<b>TOTAL</b>	<b>1.1</b>	<b>1.5</b>	<b>1.6</b>	<b>1.8</b>	<b>1.9</b>	<b>2.0</b>	<b>1.5</b>	<b>2.2</b>	<b>2.7</b>	<b>2.7</b>	<b>0.5%</b>	<b>34.3%</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-arrangements and convention/trade shows.

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



# Union County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$129	\$214	\$327	\$543	2.5	1.7
Private Home	\$24	\$65	\$61	\$163	2.5	2.7
Other Overnight	\$50	\$153	\$163	\$495	3.2	3.0
<b>All Overnight</b>	<b>\$61</b>	<b>\$141</b>	<b>\$163</b>	<b>\$373</b>	<b>2.7</b>	<b>2.3</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	204,800	258,020	241,020	73,730	97,820	93,470
Private Home	261,530	261,180	260,810	110,980	106,280	103,990
Other Overnight	120,560	140,340	156,740	44,690	45,800	48,230
<b>All Overnight</b>	<b>586,900</b>	<b>659,540</b>	<b>658,570</b>	<b>229,400</b>	<b>249,900</b>	<b>245,690</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	117,980	147,350	134,620	42,510	56,080	52,570
Private Home	87,000	93,670	97,330	36,920	38,110	38,810
Other Overnight	40,370	46,340	51,320	15,010	15,180	15,850
<b>All Overnight</b>	<b>245,360</b>	<b>287,350</b>	<b>283,280</b>	<b>94,440</b>	<b>109,370</b>	<b>107,230</b>

# Wallowa County / Insights

## Direct Travel Impacts, 2023p

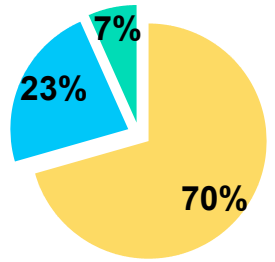
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$45,720
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$61
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$527
Visitor Shares	
Travel Share of Total Employment (2023)	14%
Overnight-Visitor Day Share of Resident Population*	15%

**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.  
 \*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 15% of the population is added to the amount of people in the area.

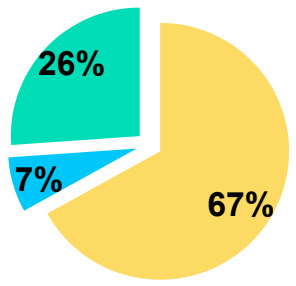
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	20.4	28.3	29.3	30.9	32.0	33.2	12.4	26.8	35.4	36.0	▲ 1.7%	▲ 2.9%
Other	0.6	0.8	0.8	0.9	1.0	1.0	0.5	1.0	1.3	1.2	▼ -7.9%	▲ 3.6%
Visitor	19.8	27.5	28.5	30.0	30.9	32.2	11.9	25.8	34.1	34.8	▲ 2.1%	▲ 2.8%
<b>Earnings (\$Millions)</b>												
Earnings	6.5	11.8	12.7	12.8	14.5	14.3	13.3	16.8	19.3	21.3	▲ 10.4%	▲ 6.1%
<b>Employment (Jobs)</b>												
Employment	500	580	590	630	670	630	560	670	720	760	▲ 5.3%	▲ 2.1%
<b>Tax Revenue (\$Millions)</b>												
Total	0.7	1.1	1.2	1.3	1.4	1.4	0.9	1.5	1.7	1.8	▲ 3.1%	▲ 5.0%
Local	0.2	0.3	0.4	0.4	0.4	0.4	0.2	0.4	0.5	0.5	▼ -2.9%	▲ 4.3%
State	0.5	0.8	0.8	0.9	1.0	1.0	0.7	1.1	1.2	1.3	▲ 5.6%	▲ 5.4%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Wallowa County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	19.8	27.5	28.5	30.0	30.9	32.2	11.9	25.8	34.1	34.8	2.1%	8.0%
Other Travel*	0.6	0.8	0.8	0.9	1.0	1.0	0.5	1.0	1.3	1.2	-7.9%	18.9%
<b>TOTAL</b>	<b>20.4</b>	<b>28.3</b>	<b>29.3</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>36.0</b>	<b>1.7%</b>	<b>8.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	6.7	12.0	12.7	13.8	14.1	14.7	4.3	15.6	19.6	19.5	-0.6%	32.1%
Hotel, Motel**								10.5	14.2	13.6	-4.4%	
STVR**								5.2	5.3	5.8	9.5%	
Private Home	1.1	1.4	1.4	1.5	1.5	1.5	1.3	1.7	1.8	1.9	1.3%	20.6%
Campground	5.4	6.6	6.8	6.8	7.1	7.4	3.5	3.9	4.4	4.8	10.0%	-34.8%
Second Home	1.1	1.3	1.3	1.4	1.4	1.5	1.3	1.3	1.4	1.5	4.0%	1.4%
Day Travel	5.6	6.1	6.3	6.5	6.8	7.0	1.5	3.2	6.8	7.1	4.4%	1.3%
<b>TOTAL</b>	<b>19.8</b>	<b>27.5</b>	<b>28.5</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>2.1%</b>	<b>8.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	3.9	7.2	7.7	8.4	8.5	8.8	3.9	10.0	11.8	11.6	-2.3%	31.0%
Food Service	4.9	7.2	7.6	8.0	8.3	8.8	3.0	6.6	9.3	9.9	6.4%	12.4%
Food Stores	3.1	4.0	4.0	4.0	4.1	4.2	1.9	2.9	3.6	3.9	8.2%	-7.3%
Local Tran. & Gas	1.4	1.9	1.9	2.0	2.3	2.4	0.7	1.7	2.6	2.5	-3.9%	6.6%
Arts, Ent. & Rec.	3.6	4.1	4.3	4.4	4.5	4.7	1.2	2.7	3.8	3.9	3.2%	-16.6%
Retail Sales	3.0	3.1	3.1	3.1	3.2	3.3	1.0	2.0	2.9	2.9	1.9%	-9.9%
<b>TOTAL</b>	<b>19.8</b>	<b>27.5</b>	<b>28.5</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>2.1%</b>	<b>8.0%</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.

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

# Wallowa County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	4.3	8.7	9.5	9.4	10.7	10.3	9.4	12.3	14.3	16.2	13.3%	56.8%
Arts, Ent. & Rec.	1.1	1.7	1.7	1.8	2.2	2.4	2.8	3.1	3.5	3.5	1.1%	47.1%
Retail**	1.0	1.3	1.3	1.4	1.3	1.4	0.9	1.1	1.3	1.3	4.3%	-1.5%
Ground Tran.	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	7.1%	9.1%
Other Travel*	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.9%	22.8%
<b>TOTAL</b>	<b>6.5</b>	<b>11.8</b>	<b>12.7</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>21.3</b>	<b>10.4%</b>	<b>34.8%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	340	380	390	410	420	390	320	400	450	490	7.4%	26.2%
Arts, Ent. & Rec.	100	140	150	170	200	200	210	230	230	240	1.5%	20.3%
Retail**	50	50	50	50	40	40	30	30	30	30	3.7%	-19.9%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	0.8%	-12.8%
Other Travel*	0	0	0	0	0	0	0	0	0	0	12.1%	18.8%
<b>TOTAL</b>	<b>500</b>	<b>580</b>	<b>590</b>	<b>630</b>	<b>670</b>	<b>630</b>	<b>560</b>	<b>670</b>	<b>720</b>	<b>760</b>	<b>5.6%</b>	<b>14.3%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.2	0.3	0.4	0.4	0.4	0.4	0.2	0.4	0.5	0.5	-2.9%	20.8%
State Tax Receipts	0.5	0.8	0.8	0.9	1.0	1.0	0.7	1.1	1.2	1.3	5.6%	27.4%
<b>TOTAL</b>	<b>0.7</b>	<b>1.1</b>	<b>1.2</b>	<b>1.3</b>	<b>1.4</b>	<b>1.4</b>	<b>0.9</b>	<b>1.5</b>	<b>1.7</b>	<b>1.8</b>	<b>3.1%</b>	<b>21.7%</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-arrangements and convention/trade shows.

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

# Wallowa County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$151	\$251	\$383	\$635	2.5	1.7
Private Home	\$24	\$65	\$61	\$163	2.5	2.7
Other Overnight	\$42	\$122	\$133	\$380	3.1	2.9
<b>All Overnight</b>	<b>\$68</b>	<b>\$156</b>	<b>\$187</b>	<b>\$424</b>	<b>2.8</b>	<b>2.3</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	163,470	187,560	182,740	58,630	70,450	69,920
Private Home	75,280	76,420	76,310	31,940	31,100	30,430
Other Overnight	118,920	136,990	150,370	45,480	46,150	47,740
<b>All Overnight</b>	<b>357,670</b>	<b>400,970</b>	<b>409,430</b>	<b>136,050</b>	<b>147,700</b>	<b>148,090</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	86,360	101,290	96,110	31,040	38,310	37,180
Private Home	25,040	27,410	28,480	10,630	11,150	11,360
Other Overnight	41,920	47,790	52,060	16,120	16,190	16,630
<b>All Overnight</b>	<b>153,330</b>	<b>176,480</b>	<b>176,650</b>	<b>57,780</b>	<b>65,650</b>	<b>65,160</b>

# Wasco County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$62,051
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$48
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$521
Visitor Shares	
Travel Share of Total Employment (2023)	11%
Overnight-Visitor Day Share of Resident Population*	11%

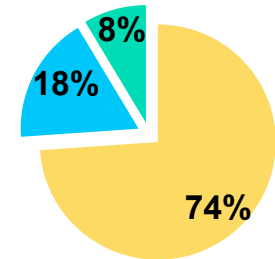
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

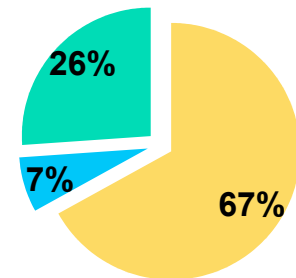
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	71.4	108.3	115.1	122.3	122.3	105.1	62.9	78.4	102.6	106.5	▲ 3.9%	▲ 2.0%
Other	2.0	3.2	3.0	3.4	3.8	3.9	1.8	3.4	4.7	4.3	▼ -7.9%	▲ 3.8%
Visitor	69.4	105.1	112.1	119.0	118.4	101.2	61.1	75.0	97.9	102.2	▲ 4.4%	▲ 2.0%
<b>Earnings (\$Millions)</b>												
Earnings	21.2	36.6	40.0	42.7	44.2	39.7	34.2	36.8	46.1	49.6	▲ 7.7%	▲ 4.3%
<b>Employment (Jobs)</b>												
Employment	1,350	1,770	1,810	1,880	1,840	1,600	1,260	1,310	1,590	1,660	▲ 3.9%	▲ 1.0%
<b>Tax Revenue (\$Millions)</b>												
Total	2.0	3.7	4.2	4.8	4.8	4.5	4.2	4.5	5.3	5.5	▲ 3.7%	▲ 5.2%
Local	0.4	0.9	1.2	1.3	1.2	1.3	1.6	1.7	1.8	1.9	▲ 1.9%	▲ 8.2%
State	1.6	2.8	3.0	3.5	3.6	3.2	2.5	2.8	3.5	3.6	▲ 4.7%	▲ 4.2%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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



# Wasco County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	69.4	105.1	112.1	119.0	118.4	101.2	61.1	75.0	97.9	102.2	4.4%	1.0%
Other Travel*	2.0	3.2	3.0	3.4	3.8	3.9	1.8	3.4	4.7	4.3	-7.9%	10.2%
<b>TOTAL</b>	<b>71.4</b>	<b>108.3</b>	<b>115.1</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>106.5</b>	<b>3.9%</b>	<b>1.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	30.7	54.7	59.7	64.4	63.3	45.7	36.6	42.4	48.0	49.7	3.7%	8.9%
Hotel, Motel**								37.3	43.3	44.3	2.3%	
STVR**								5.1	4.7	5.4	17.0%	
Private Home	3.7	5.2	5.3	5.5	5.5	5.8	4.3	5.4	5.7	5.7	1.0%	-0.9%
Campground	6.9	8.8	9.0	9.1	9.5	9.9	6.8	7.6	8.5	9.3	9.6%	-5.8%
Second Home	1.3	2.0	2.0	2.1	2.2	2.2	1.8	2.3	2.5	2.6	3.8%	18.0%
Day Travel	26.9	34.3	36.0	37.8	37.9	37.7	11.6	17.4	33.2	34.8	4.9%	-7.6%
<b>TOTAL</b>	<b>69.4</b>	<b>105.1</b>	<b>112.1</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>102.2</b>	<b>4.4%</b>	<b>1.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	18.2	33.0	36.5	39.1	37.4	26.0	24.4	28.7	31.3	32.0	2.1%	23.1%
Food Service	16.7	27.4	29.5	31.6	32.3	30.2	15.3	18.8	26.7	29.0	8.6%	-3.9%
Food Stores	7.2	10.4	10.6	10.8	10.8	10.5	6.2	7.8	10.6	11.4	7.1%	8.3%
Local Tran. & Gas	4.3	6.5	6.4	7.2	7.9	7.1	3.9	5.5	8.4	8.2	-2.6%	15.7%
Arts, Ent. & Rec.	12.0	15.2	16.1	16.9	16.9	15.0	5.6	6.5	8.8	9.4	6.8%	-37.4%
Retail Sales	11.1	12.5	13.0	13.4	13.2	12.5	5.7	7.7	12.0	12.3	2.2%	-1.9%
<b>TOTAL</b>	<b>69.4</b>	<b>105.1</b>	<b>112.1</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>102.2</b>	<b>4.4%</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" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

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

# Wasco County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	15.0	26.8	29.3	31.2	32.8	29.0	26.2	28.6	36.4	39.5	8.5%	36.1%
Arts, Ent. & Rec.	3.6	6.1	6.8	7.3	7.2	6.6	4.0	4.4	5.5	5.8	4.7%	-12.3%
Retail**	2.2	3.0	3.2	3.4	3.5	3.4	3.2	3.2	3.4	3.6	3.7%	5.8%
Ground Tran.	0.3	0.5	0.5	0.6	0.6	0.5	0.5	0.4	0.5	0.6	9.6%	6.4%
Other Travel*	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.9%	-1.5%
<b>TOTAL</b>	<b>21.2</b>	<b>36.6</b>	<b>40.0</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>49.6</b>	<b>7.7%</b>	<b>16.0%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	910	1,150	1,170	1,210	1,170	980	860	890	1,090	1,130	4.3%	16.2%
Arts, Ent. & Rec.	310	470	490	510	510	480	260	290	380	390	4.2%	-17.2%
Retail**	100	120	120	130	120	120	110	110	110	110	0.3%	-10.1%
Ground Tran.	10	10	10	20	10	10	10	10	10	10	3.1%	-14.9%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-8.3%	-27.9%
<b>TOTAL</b>	<b>1,350</b>	<b>1,770</b>	<b>1,810</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>1,660</b>	<b>4.4%</b>	<b>-0.6%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.4	0.9	1.2	1.3	1.2	1.3	1.6	1.7	1.8	1.9	1.9%	45.9%
State Tax Receipts	1.6	2.8	3.0	3.5	3.6	3.2	2.5	2.8	3.5	3.6	4.7%	12.3%
<b>TOTAL</b>	<b>2.0</b>	<b>3.7</b>	<b>4.2</b>	<b>4.8</b>	<b>4.8</b>	<b>4.5</b>	<b>4.2</b>	<b>4.5</b>	<b>5.3</b>	<b>5.5</b>	<b>3.7%</b>	<b>17.4%</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-arrangements and convention/trade shows.

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



# Wasco County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$141	\$233	\$356	\$591	2.5	1.7
Private Home	\$22	\$58	\$54	\$145	2.5	2.7
Other Overnight	\$17	\$50	\$54	\$159	3.2	2.9

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	386,050	402,350	401,660	138,980	152,840	156,610
Private Home	266,660	265,020	264,640	113,150	107,840	105,520
Other Overnight	274,170	317,070	350,330	103,650	105,560	109,920
<b>All Overnight</b>	<b>926,890</b>	<b>984,440</b>	<b>1,016,630</b>	<b>355,780</b>	<b>366,240</b>	<b>372,050</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	222,540	232,380	229,580	80,190	88,550	89,970
Private Home	88,700	95,040	98,760	37,640	38,670	39,380
Other Overnight	94,850	108,390	118,790	36,030	36,280	37,480
<b>All Overnight</b>	<b>406,090</b>	<b>435,810</b>	<b>447,130</b>	<b>153,860</b>	<b>163,500</b>	<b>166,820</b>



# Washington County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$93,284
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	\$219
Visitor Shares	
Travel Share of Total Employment (2023)	2%
Overnight-Visitor Day Share of Resident Population*	4%

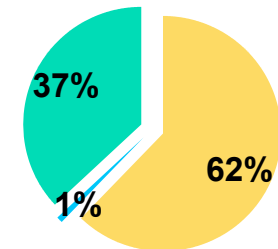
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

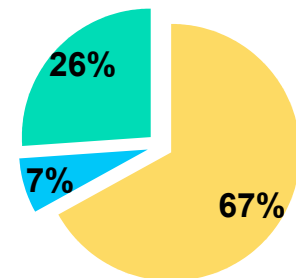
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

## 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	427.6	686.8	754.7	828.8	863.7	894.3	418.7	710.7	867.9	901.0	▲ 3.8%	▲ 3.8%
Other	80.9	115.8	121.6	131.6	143.0	145.2	82.9	106.6	147.6	144.6	▼ -2.0%	▲ 3.0%
Visitor	346.7	571.0	633.1	697.2	720.7	749.1	335.7	604.1	720.4	756.4	▲ 5.0%	▲ 4.0%
<b>Earnings (\$Millions)</b>												
Earnings	113.4	202.3	235.4	255.9	273.4	286.6	224.6	240.5	317.2	333.5	▲ 5.2%	▲ 5.5%
<b>Employment (Jobs)</b>												
Employment	5,390	7,480	8,300	8,640	8,750	8,750	6,660	6,920	8,470	8,700	▲ 2.7%	▲ 2.4%
<b>Tax Revenue (\$Millions)</b>												
Total	16.3	32.8	37.3	45.4	47.0	49.0	28.6	38.6	48.3	49.8	▲ 3.3%	▲ 5.7%
Local	3.7	10.9	12.7	16.8	17.2	18.1	8.7	13.2	17.0	17.9	▲ 5.0%	▲ 8.2%
State	12.6	21.9	24.6	28.6	29.9	31.0	19.9	25.4	31.3	32.0	▲ 2.4%	▲ 4.8%

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State taxes include 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 / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	346.7	571.0	633.1	697.2	720.7	749.1	335.7	604.1	720.4	756.4	5.0%	1.0%
Other Travel*	80.9	115.8	121.6	131.6	143.0	145.2	82.9	106.6	147.6	144.6	-2.0%	-0.4%
<b>TOTAL</b>	<b>427.6</b>	<b>686.8</b>	<b>754.7</b>	<b>828.8</b>	<b>863.7</b>	<b>894.3</b>	<b>418.7</b>	<b>710.7</b>	<b>867.9</b>	<b>901.0</b>	<b>3.8%</b>	<b>0.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	125.3	241.2	285.7	333.5	347.5	364.2	145.6	257.4	347.8	374.3	7.6%	2.8%
Hotel, Motel**								222.5	312.6	339.1	8.5%	
STVR**								34.9	35.2	35.2	0.0%	
Private Home	120.0	183.2	191.2	198.3	203.3	209.3	120.7	205.5	218.4	222.0	1.6%	6.0%
Campground	2.0	2.7	2.8	2.8	2.9	3.0	2.6	2.9	3.2	3.5	10.1%	14.9%
Second Home	1.7	2.5	2.6	2.6	2.8	2.8	2.1	1.4	1.5	1.6	3.6%	-44.3%
Day Travel	97.7	141.3	150.9	159.9	164.2	169.7	64.7	137.0	149.5	155.0	3.7%	-8.6%
<b>TOTAL</b>	<b>346.7</b>	<b>571.0</b>	<b>633.1</b>	<b>697.2</b>	<b>720.7</b>	<b>749.1</b>	<b>335.7</b>	<b>604.1</b>	<b>720.4</b>	<b>756.4</b>	<b>5.0%</b>	<b>1.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	54.3	118.7	144.5	169.3	173.1	181.9	78.0	136.0	176.0	183.1	4.1%	0.7%
Food Service	105.5	187.2	208.0	227.9	237.4	250.0	116.5	206.3	239.4	260.8	8.9%	4.3%
Food Stores	27.8	45.0	46.8	48.2	48.5	49.9	27.4	51.0	56.8	59.4	4.5%	18.9%
Local Tran. & Gas	40.0	67.0	70.1	79.8	88.1	89.8	41.1	78.1	101.1	102.0	0.9%	13.6%
Arts, Ent. & Rec.	44.9	59.0	63.7	67.5	68.6	70.2	19.3	34.2	37.2	39.6	6.3%	-43.7%
Retail Sales	74.2	94.2	100.0	104.6	105.1	107.3	53.4	98.4	109.9	111.5	1.5%	3.9%
<b>TOTAL</b>	<b>346.7</b>	<b>571.0</b>	<b>633.1</b>	<b>697.2</b>	<b>720.7</b>	<b>749.1</b>	<b>335.7</b>	<b>604.1</b>	<b>720.4</b>	<b>756.4</b>	<b>5.0%</b>	<b>1.0%</b>

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# Washington County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	64.5	134.5	158.5	173.1	187.5	196.9	154.7	172.0	226.1	236.8	4.7%	20.3%
Arts, Ent. & Rec.	12.8	19.6	22.0	23.9	25.1	26.6	17.8	19.3	26.6	27.7	4.2%	4.2%
Retail**	12.2	18.0	19.6	21.2	22.1	22.7	21.6	23.1	27.8	28.3	1.8%	24.8%
Ground Tran.	5.1	8.4	9.7	11.0	11.4	12.4	8.6	9.1	11.5	12.7	10.8%	2.3%
Other Travel*	18.7	21.9	25.7	26.8	27.4	27.9	21.9	17.1	25.2	28.0	11.2%	0.2%
<b>TOTAL</b>	<b>113.4</b>	<b>202.3</b>	<b>235.4</b>	<b>255.9</b>	<b>273.4</b>	<b>286.6</b>	<b>224.6</b>	<b>240.5</b>	<b>317.2</b>	<b>333.5</b>	<b>5.2%</b>	<b>10.7%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	3,270	5,050	5,690	5,870	5,970	5,970	4,650	4,920	5,950	6,070	2.0%	1.8%
Arts, Ent. & Rec.	800	1,010	1,120	1,190	1,180	1,190	720	740	1,030	1,100	7.3%	-7.5%
Retail**	500	610	640	680	690	690	600	620	690	690	-0.3%	0.6%
Ground Tran.	220	240	270	290	290	300	210	210	230	240	4.3%	-18.2%
Other Travel*	590	560	580	610	630	610	480	430	570	600	4.7%	-1.8%
<b>TOTAL</b>	<b>5,390</b>	<b>7,480</b>	<b>8,300</b>	<b>8,640</b>	<b>8,750</b>	<b>8,750</b>	<b>6,660</b>	<b>6,920</b>	<b>8,470</b>	<b>8,700</b>	<b>2.7%</b>	<b>-3.2%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	3.7	10.9	12.7	16.8	17.2	18.1	8.7	13.2	17.0	17.9	5.0%	-1.1%
State Tax Receipts	12.6	21.9	24.6	28.6	29.9	31.0	19.9	25.4	31.3	32.0	2.4%	3.3%
<b>TOTAL</b>	<b>16.3</b>	<b>32.8</b>	<b>37.3</b>	<b>45.4</b>	<b>47.0</b>	<b>49.0</b>	<b>28.6</b>	<b>38.6</b>	<b>48.3</b>	<b>49.8</b>	<b>3.3%</b>	<b>-1.6%</b>

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# Washington County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$162	\$330	\$353	\$736	2.2	2.1
Private Home	\$36	\$117	\$70	\$232	1.9	3.3
Other Overnight	\$44	\$150	\$124	\$425	2.8	3.4
<b>All Overnight</b>	<b>\$67</b>	<b>\$189</b>	<b>\$137</b>	<b>\$396</b>	<b>2.0</b>	<b>2.9</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	2,192,350	2,571,190	2,655,740	876,110	1,106,080	1,180,440
Private Home	6,158,310	6,151,800	6,143,070	3,319,850	3,220,060	3,154,820
Other Overnight	91,160	104,600	114,060	39,370	39,750	40,740
<b>All Overnight</b>	<b>8,441,820</b>	<b>8,827,590</b>	<b>8,912,870</b>	<b>4,235,330</b>	<b>4,365,890</b>	<b>4,375,990</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,020,890	1,213,470	1,252,570	405,780	516,510	550,010
Private Home	1,699,500	1,829,520	1,900,700	902,620	938,740	955,750
Other Overnight	27,230	31,020	33,760	11,620	11,670	11,940
<b>All Overnight</b>	<b>2,747,610</b>	<b>3,074,010</b>	<b>3,187,040</b>	<b>1,320,030</b>	<b>1,466,920</b>	<b>1,517,700</b>

# Wheeler County / Insights

## Direct Travel Impacts, 2023p

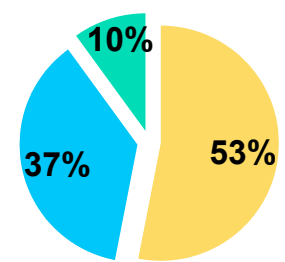
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$85,741
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$26
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$3
Local & State Tax Revenues Generated per County Household	\$202
Visitor Shares	
Travel Share of Total Employment (2023)	6%
Overnight-Visitor Day Share of Resident Population*	16%

**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.  
 \*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 16% of the population is added to the amount of people in the area.

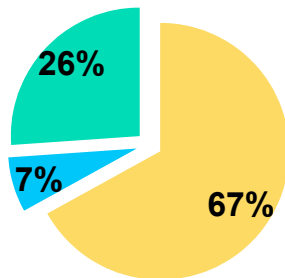
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	2.4	2.8	2.8	3.0	3.1	3.2	2.2	4.4	4.7	4.8	▲ 0.7%	▲ 3.4%
Other	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.3	0.2	▼ -7.9%	▲ 3.0%
Visitor	2.3	2.6	2.7	2.8	2.9	3.0	2.1	4.2	4.5	4.5	▲ 1.1%	▲ 3.4%
<b>Earnings (\$Millions)</b>												
Earnings	0.6	0.6	0.6	0.7	0.7	0.8	0.6	1.0	1.1	1.2	▲ 4.1%	▲ 3.8%
<b>Employment (Jobs)</b>												
Employment	40	30	30	30	40	40	30	50	60	50	▼ -4.3%	▲ 0.9%
<b>Tax Revenue (\$Millions)</b>												
Total	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 0.7%	▲ 3.7%
Local	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	N/A	N/A
State	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 0.7%	▲ 3.7%

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

Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Wheeler County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	2.3	2.6	2.7	2.8	2.9	3.0	2.1	4.2	4.5	4.5	1.1%	50.7%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.3	0.2	-7.9%	16.3%
<b>TOTAL</b>	<b>2.4</b>	<b>2.8</b>	<b>2.8</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>0.7%</b>	<b>48.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	0.6	0.7	0.8	0.8	0.9	0.9	0.7	2.1	2.0	1.9	-4.3%	108.7%
Hotel, Motel**								0.9	1.2	1.1	-3.7%	
STVR**								1.3	0.8	0.7	-5.3%	
Private Home	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	1.3%	18.0%
Campground	0.5	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.8	0.9	9.0%	15.3%
Second Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	4.0%	44.8%
Day Travel	0.7	0.7	0.7	0.7	0.7	0.8	0.3	0.7	1.0	1.0	4.5%	32.4%
<b>TOTAL</b>	<b>2.3</b>	<b>2.6</b>	<b>2.7</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>1.1%</b>	<b>50.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	0.4	0.5	0.5	0.6	0.6	0.6	0.7	1.6	1.3	1.2	-5.1%	95.4%
Food Service	0.6	0.7	0.8	0.8	0.8	0.9	0.5	1.1	1.3	1.4	6.0%	56.6%
Food Stores	0.4	0.4	0.4	0.4	0.5	0.5	0.3	0.5	0.6	0.6	5.9%	36.2%
Local Tran. & Gas	0.2	0.3	0.2	0.3	0.3	0.3	0.2	0.3	0.4	0.4	-4.5%	41.1%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.2	0.4	0.5	0.5	4.6%	18.7%
Retail Sales	0.4	0.3	0.3	0.3	0.3	0.4	0.2	0.4	0.4	0.4	0.4%	22.8%
<b>TOTAL</b>	<b>2.3</b>	<b>2.6</b>	<b>2.7</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>1.1%</b>	<b>50.7%</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.

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



# Wheeler County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	0.3	0.4	0.4	0.4	0.5	0.5	0.4	0.7	0.8	0.8	4.0%	61.9%
Arts, Ent. & Rec.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	5.6%	31.9%
Retail**	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	2.7%	37.0%
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2%	47.7%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9%	20.1%
<b>TOTAL</b>	<b>0.6</b>	<b>0.6</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>4.1%</b>	<b>45.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	30	20	20	20	30	30	20	40	40	40	-5.2%	45.9%
Arts, Ent. & Rec.	10	0	0	0	0	0	0	0	10	10	-4.0%	28.5%
Retail**	10	10	10	10	10	10	10	10	10	10	0.1%	15.3%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	-1.0%	18.1%
Other Travel*	0	0	0	0	0	0	0	0	0	0	-2.9%	-5.6%
<b>TOTAL</b>	<b>40</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>40</b>	<b>40</b>	<b>30</b>	<b>50</b>	<b>60</b>	<b>50</b>	<b>-16.7%</b>	<b>50.0%</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	0.0	0.0%	0.0%
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.7%	34.8%
<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>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.7%</b>	<b>33.9%</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-arrangements and convention/trade shows.

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

# Wheeler County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$163	\$270	\$412	\$683	2.5	1.7
Private Home	\$24	\$65	\$61	\$163	2.5	2.7
Other Overnight	\$25	\$73	\$80	\$231	3.2	2.9
<b>All Overnight</b>	<b>\$41</b>	<b>\$108</b>	<b>\$120</b>	<b>\$308</b>	<b>2.9</b>	<b>2.6</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	20,320	20,560	19,170	7,260	7,630	7,250
Private Home	14,480	14,420	14,400	6,140	5,870	5,740
Other Overnight	40,680	46,980	51,790	15,440	15,710	16,320
<b>All Overnight</b>	<b>75,480</b>	<b>81,960</b>	<b>85,360</b>	<b>28,840</b>	<b>29,210</b>	<b>29,310</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	9,620	10,310	9,560	3,440	3,860	3,670
Private Home	4,820	5,170	5,370	2,040	2,100	2,140
Other Overnight	14,170	16,180	17,690	5,410	5,440	5,610
<b>All Overnight</b>	<b>28,600</b>	<b>31,660</b>	<b>32,620</b>	<b>10,890</b>	<b>11,410</b>	<b>11,410</b>

# Yamhill County / Insights

## Direct Travel Impacts, 2023p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$89,071
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	\$222
Visitor Shares	
Travel Share of Total Employment (2023)	3%
Overnight-Visitor Day Share of Resident Population*	5%

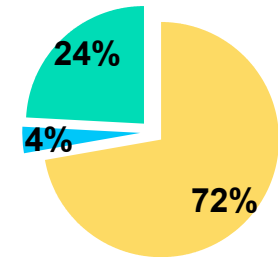
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

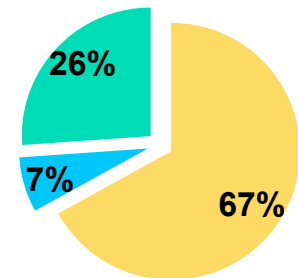
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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.

### 2023 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 / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	61.5	117.7	119.8	126.0	136.6	138.8	57.9	140.8	177.1	181.0	▲ 2.2%	▲ 5.5%
Other	8.3	13.8	13.1	14.5	16.6	17.0	8.4	15.1	20.9	19.8	▼ -5.1%	▲ 4.5%
Visitor	53.2	103.9	106.7	111.5	120.0	121.8	49.5	125.7	156.2	161.2	▲ 3.2%	▲ 5.7%
<b>Earnings (\$Millions)</b>												
Earnings	14.1	31.5	33.8	36.0	40.2	43.1	35.1	38.5	50.3	52.4	▲ 4.2%	▲ 6.8%
<b>Employment (Jobs)</b>												
Employment	1,030	1,590	1,660	1,680	1,820	1,860	1,460	1,490	1,850	1,880	▲ 2.0%	▲ 3.1%
<b>Tax Revenue (\$Millions)</b>												
Total	2.0	5.3	5.6	6.3	6.8	7.0	4.5	6.6	8.3	8.4	▲ 0.7%	▲ 7.4%
Local	0.1	1.6	1.6	1.8	1.9	1.9	1.2	2.0	2.7	2.7	▼ 0.0%	▲ 19.0%
State	1.9	3.8	4.0	4.6	4.9	5.1	3.2	4.6	5.7	5.7	▲ 1.1%	▲ 5.6%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

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

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

# Yamhill County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	53.2	103.9	106.7	111.5	120.0	121.8	49.5	125.7	156.2	161.2	3.2%	32.3%
Other Travel*	8.3	13.8	13.1	14.5	16.6	17.0	8.4	15.1	20.9	19.8	-5.1%	16.4%
<b>TOTAL</b>	<b>61.5</b>	<b>117.7</b>	<b>119.8</b>	<b>126.0</b>	<b>136.6</b>	<b>138.8</b>	<b>57.9</b>	<b>140.8</b>	<b>177.1</b>	<b>181.0</b>	<b>2.2%</b>	<b>30.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	15.4	46.1	47.9	50.8	55.7	56.5	15.4	59.2	79.7	82.2	3.1%	45.3%
Hotel, Motel**								37.9	49.5	52.8	6.5%	
STVR**								21.2	30.2	29.4	-2.6%	
Private Home	13.8	20.7	21.0	21.7	22.9	23.1	15.9	25.8	27.3	27.6	1.2%	19.5%
Campground	2.2	3.0	3.0	3.0	3.2	3.3	2.8	3.1	3.4	3.8	10.0%	14.2%
Second Home	0.3	0.5	0.5	0.5	0.5	0.6	0.5	0.4	0.4	0.5	3.8%	-17.8%
Day Travel	21.5	33.6	34.2	35.4	37.7	38.4	15.0	37.2	45.4	47.3	4.1%	23.2%
<b>TOTAL</b>	<b>53.2</b>	<b>103.9</b>	<b>106.7</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>161.2</b>	<b>3.2%</b>	<b>32.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	7.1	23.1	24.5	26.2	28.5	28.5	11.8	34.7	46.7	46.4	-0.6%	63.0%
Food Service	15.0	30.5	31.8	33.4	36.2	37.5	14.1	35.3	42.2	45.6	8.0%	21.4%
Food Stores	7.3	12.4	12.4	12.5	13.0	13.2	7.8	15.2	18.0	18.8	4.7%	42.5%
Local Tran. & Gas	4.4	8.4	8.0	8.8	10.2	10.2	3.7	9.9	13.1	12.7	-2.7%	24.9%
Arts, Ent. & Rec.	9.2	15.4	15.7	16.1	17.1	17.4	5.3	14.5	17.3	18.5	7.1%	6.6%
Retail Sales	10.3	14.2	14.3	14.4	15.0	15.1	6.9	16.2	19.0	19.2	1.1%	27.4%
<b>TOTAL</b>	<b>53.2</b>	<b>103.9</b>	<b>106.7</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>161.2</b>	<b>3.2%</b>	<b>32.3%</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.

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

# Yamhill County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	8.3	21.0	23.1	24.6	27.9	30.3	24.1	28.0	36.9	38.2	3.6%	26.3%
Arts, Ent. & Rec.	2.8	5.4	5.5	5.8	6.4	6.7	5.8	4.6	6.0	6.3	5.0%	-5.4%
Retail**	2.1	3.4	3.5	3.7	3.9	3.9	3.6	3.9	4.4	4.5	2.8%	14.2%
Ground Tran.	0.3	0.7	0.7	0.8	0.8	0.9	0.4	0.7	0.9	1.0	9.6%	14.9%
Other Travel*	0.6	1.0	1.0	1.1	1.2	1.3	1.2	1.3	2.1	2.3	12.9%	78.6%
<b>TOTAL</b>	<b>14.1</b>	<b>31.5</b>	<b>33.8</b>	<b>36.0</b>	<b>40.2</b>	<b>43.1</b>	<b>35.1</b>	<b>38.5</b>	<b>50.3</b>	<b>52.4</b>	<b>4.2%</b>	<b>16.7%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	580	950	990	1,010	1,110	1,160	900	1,020	1,230	1,240	1.1%	7.2%
Arts, Ent. & Rec.	290	430	460	460	490	480	380	280	390	410	6.7%	-13.1%
Retail**	110	140	140	140	150	150	120	130	140	140	-1.6%	-5.8%
Ground Tran.	10	20	20	20	20	20	10	20	20	20	3.1%	-8.1%
Other Travel*	50	50	50	50	50	60	50	50	70	70	-1.5%	30.0%
<b>TOTAL</b>	<b>1,030</b>	<b>1,590</b>	<b>1,660</b>	<b>1,680</b>	<b>1,820</b>	<b>1,860</b>	<b>1,460</b>	<b>1,490</b>	<b>1,850</b>	<b>1,880</b>	<b>1.6%</b>	<b>-0.5%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	0.1	1.6	1.6	1.8	1.9	1.9	1.2	2.0	2.7	2.7	0.0%	40.2%
State Tax Receipts	1.9	3.8	4.0	4.6	4.9	5.1	3.2	4.6	5.7	5.7	1.1%	12.5%
<b>TOTAL</b>	<b>2.0</b>	<b>5.3</b>	<b>5.6</b>	<b>6.3</b>	<b>6.8</b>	<b>7.0</b>	<b>4.5</b>	<b>6.6</b>	<b>8.3</b>	<b>8.4</b>	<b>0.7%</b>	<b>19.2%</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-arrangements and convention/trade shows.

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

# Yamhill County / Visitor Details

## Visitor Details, 2023p

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, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$150	\$249	\$379	\$630	2.5	1.7
Private Home	\$26	\$69	\$64	\$172	2.5	2.7
Other Overnight	\$50	\$150	\$161	\$481	3.2	3.0
<b>All Overnight</b>	<b>\$59</b>	<b>\$137</b>	<b>\$153</b>	<b>\$351</b>	<b>2.6</b>	<b>2.3</b>

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	632,620	745,490	755,280	226,990	279,380	289,620
Private Home	1,079,970	1,079,840	1,078,300	458,270	439,400	429,950
Other Overnight	65,400	75,900	84,360	24,460	25,000	26,190
<b>All Overnight</b>	<b>1,777,990</b>	<b>1,901,230</b>	<b>1,917,940</b>	<b>709,710</b>	<b>743,780</b>	<b>745,760</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	338,120	396,950	401,320	121,570	149,900	155,510
Private Home	359,240	387,250	402,410	152,440	157,580	160,450
Other Overnight	22,230	25,460	28,070	8,350	8,420	8,750
<b>All Overnight</b>	<b>719,590</b>	<b>809,660</b>	<b>831,790</b>	<b>282,350</b>	<b>315,900</b>	<b>324,710</b>

# Glossary

<b>Term</b>	<b>Definition</b>
State Taxes	State taxes generated by travel spending.
Local Taxes	City and county taxes generated by travel spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
NAICS	North American Industry Classification System.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or second homes.
Seasonal Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with “Visitor Spending.”
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Other Spending	Spending by residents on travel arrangement services and/or spending for convention activity.
Visitor Spending	Spending by visitors in a destination.
Private Home (VFR)	Personal residences used to host visiting friends and family overnight.
Person Trips	A trip made by a person to the destination.
Vacation Home Rental	Privately owned homes for personal use as a seasonal property.
STVR	STVR stands for “short term vacation rental.” The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).

## Specific terms to this report

Overnight Visitor Day Share of Resident Population	A measure indicating the percent additional population in an area on an average day. For example a place with 5% visitor day share and a resident population of 10,000 would have 10,500 total people in which 500 are visitors.
Travel Share of Total Employment	A measure indicating the percent of travel generated employment in an area.



# Methodology

## Travel Impacts Methodology

Primary travel-impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel-impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom-up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor-profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging-tax data to calculate lodging sales, then employs expenditure-distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure-distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category for each county, plus the applicable taxes on each type of expenditure. Tax impacts-such as for restaurant, fuel, and retail purchases-are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping-occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Oregon, as available.

Other impacts are calculated in a manner like those for commercial-accommodation travelers. Sales attributable to travelers staying in their own second homes-or in rented condo, cabin, and other accommodations-are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second-home inventories are from U.S. Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial-accommodation travelers.

(Continued on next page)

# Methodology / Continued

## Travel Impacts Methodology

Day-travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Oregon travelers. This analysis will rely the most on visitor-profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial-accommodation travelers.

All spending estimates are summed for each county and separately for each business category, with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the U.S. Bureau of Labor Statistics and lodging sales data from STR and Key Data.

# Methodology / Continued

## RTIM Industries mapped to NAICS

The following categorization is intended as a high level overview of how our reported industries map to the North American Industry Classification System. It should be noted the NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

<b>Travel Impact Industry</b>	<b>NAICS Industry Code</b>
<b>Accommodation &amp; Food Service</b>	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)**Notes on next page
<b>Arts, Entertainment &amp; Recreation</b>	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
<b>Retail</b>	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
<b>Transportation</b>	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
<b>Air Transportation</b>	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
<b>Others</b>	Travel agencies (56151) Convention and trade show organizers (56192)

\*\*Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the food-service, retail, food-stores, and recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the food-service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories.