

The Economic Impact of Travel

Oregon

2021p (Preliminary)

May 2022

PREPARED FOR
Travel Oregon



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The Economic Impact of Travel in Oregon

2021p (Preliminary)

Travel Oregon

5/6/2022

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Table of Contents

National Impacts.....	5
National Spending.....	6
International Spending.....	7
National Employment.....	8
State Impacts.....	9
Summary.....	10
Spending.....	12
Earnings.....	15
Employment.....	16
Taxes.....	18
Travel Impacts.....	19
Travel Impacts Detailed.....	20
Visitor Volume.....	22
Traveler Origin.....	24
GDP.....	25
Secondary Effects.....	27
Tourism Region Impacts.....	30
County Impacts.....	84
Glossary.....	267
Assumptions/Methodology.....	268



National Impacts

2021p

National / Summary

U.S. Travel Impacts 2021 Preliminary

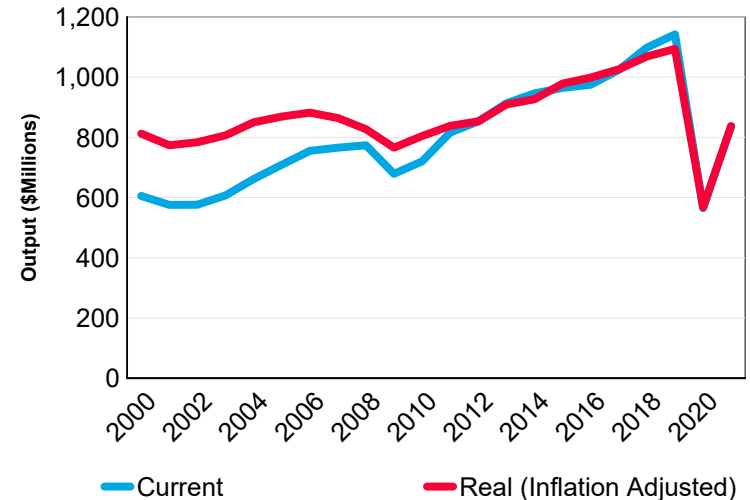
The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services. Total travel output decreased by 48% (-\$525B) in 2020, as compared to 2019 levels. In 2021 travel activity continued the recovery started in mid-late 2020, by the end of 2021 travel output increased approximately 48% (+\$268B) compared to 2020 levels. An additional \$256 billion is needed to reach 2019 levels of travel output.

At the time of this report, the Bureau of Economic Analysis (BEA) Tourism Satellite Account covered travel activity through 2020; all 2021 estimates have been made by Dean Runyan Associates.

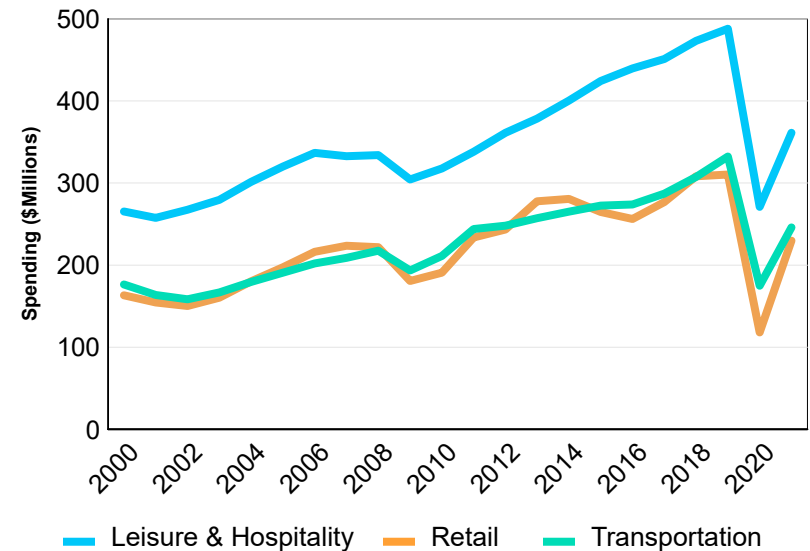
- Spending by resident and foreign visitors was \$837 billion in 2021 in current dollars. This represents a 48% increase over 2020. When adjusted for inflation (real dollars), spending increased by 47% from 2020 to 2021.
- Leisure & Hospitality, as a share of total spending, decreased to 43%, compared to 48% in 2020. The overall shift in total spending was influenced by the return to air travel, and price increases for gasoline.

The U.S. travel industry **expanded 48% (\$268B) in 2021**, after losing a combined \$525 billion in 2020.

Direct Travel Output 2000-2021p

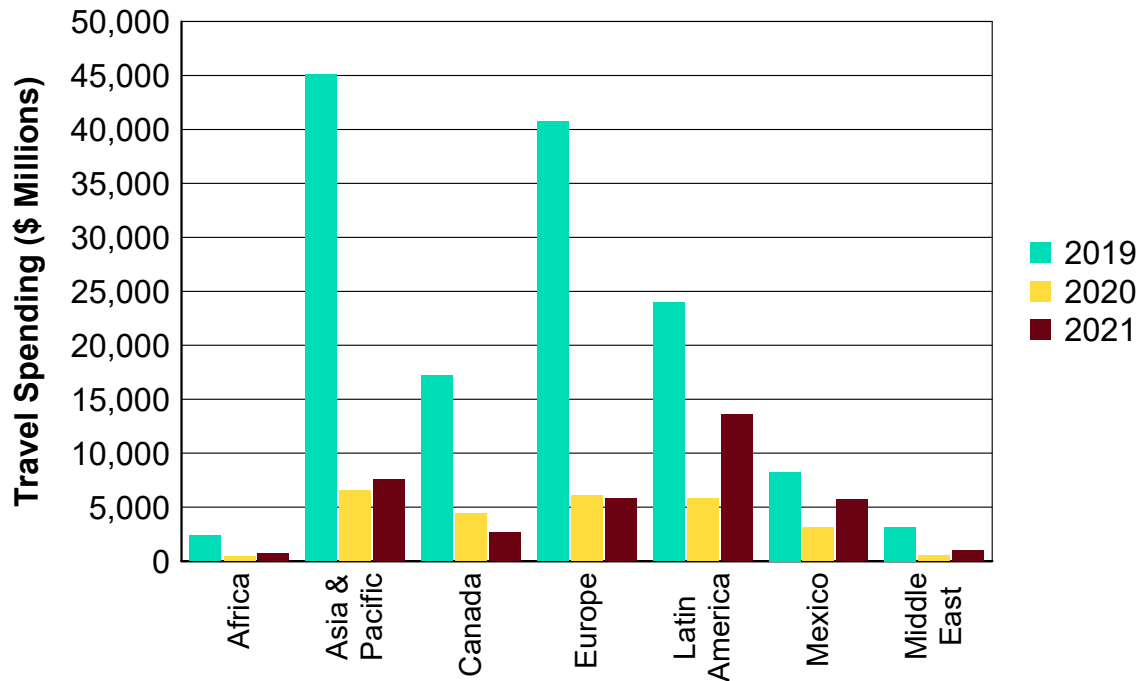


Spending by Summary Commodity 2000-2021p



National / Summary

International Spending 2021p



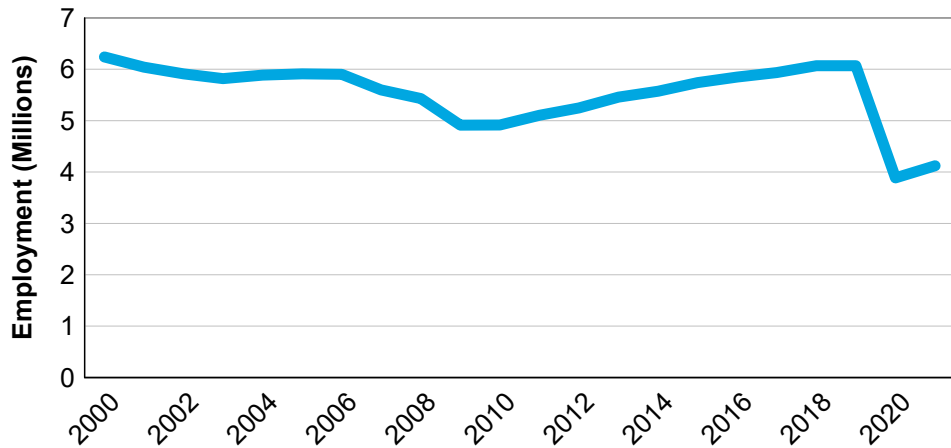
International spending was up 38% in 2021.

International markets are still slow to recover as COVID-19 restrictions were still prevalent throughout much of the globe in 2021. It should be noted that the first two months of 2020 were relatively normal, and that 2021 can show additional losses because of those two normal periods.

Sources: Dean Runyan Associates, Bureau of Economic Analysis

National / Summary

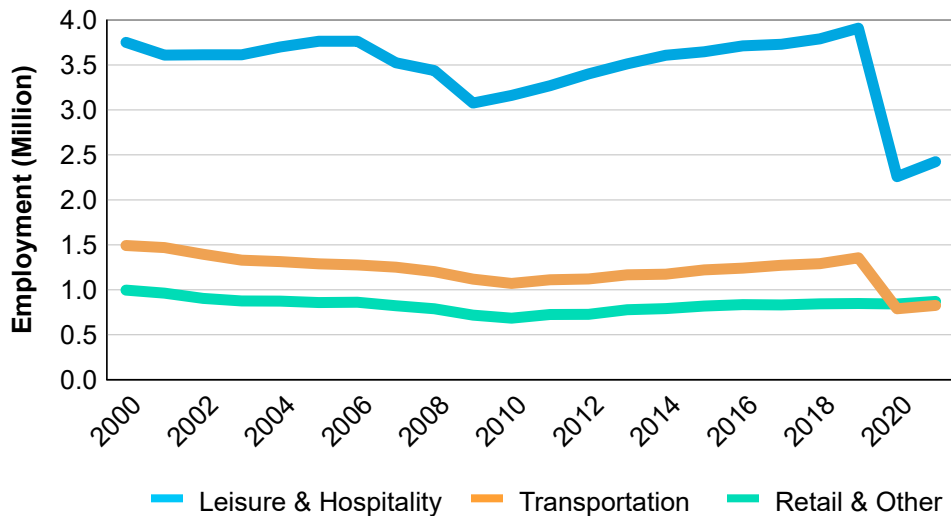
U.S. Travel Industry Direct Employment



National employment in the travel industry recovered 230 thousand jobs in 2021 an increase of 7% over 2020. In 2020 travel industry employment decreased by 2.2 million jobs (-36% YOY).

Sources: Bureau of Economic Analysis, Dean Runyan Associates

U.S. Travel Industry Employment by Sector



Leisure & Hospitality grew 7.4% in 2021 a gain of 166 thousand jobs. A complicated employment environment is preventing a quicker rebound compared to spending activity.

Sources: Bureau of Economic Analysis, Dean Runyan Associates



State Impacts

2021p

Oregon / Summary

Travel Impacts 2021p

Visitors traveling to and throughout Oregon represent an important component of the state's economy. Travel originating in domestic and international markets generates valuable business sales, payroll, employment and tax receipts for the state as well as for local jurisdictions. Further, many locations within Oregon serve as travel destinations in their own right, for both Oregon residents and out-of-state visitors. These areas accordingly consider travel and tourism a primary industry.

This report describes the direct economic impacts of travel to and through the State of Oregon and each of its 36 counties. This report also includes statewide estimates of spending by resident and non-resident visitors and the secondary employment and earnings impacts associated with travel spending. A primary objective of this research is to provide reliable, detailed estimates, which allow comparisons from year-to-year for the state and county levels.

Direct travel spending decreased by 48.5% in 2020, as compared to 2019 levels. In 2021 the Oregon travel economy recovered much of what was lost in 2020. Strong demand for overnight accommodations and increased commodity prices led to large gains in visitor spending. By the end of the year spending increased by 64% (+\$4.3 billion) compared to 2020 levels. An additional \$1.9 billion is need to reach 2019 levels of direct travel spending. Employment in 2021 continues to recover, but the rate of recovery is much reduced compared to the other impact categories. In 2020 24.7 thousand jobs were lost a decline of 21% compared to 2019. Over the course of 2021 the travel industry added 6.9 thousand jobs, to reach levels prior to the pandemic an additional 17.8 thousand jobs is needed.

Starting in 2021 we are including an estimate for Short Term Vacation Rentals (STVR) as the COVID-19 pandemic accerlerated STVR popularity as an alternative overnight option. Travel impact detail pages also include the annual percent change from 2019 to 2020 to provide perspective on the losses sustained in 2020 for comparison with 2021.

Abbreviation Change: In past reports short term rentals were referred to as "STR", this has been updated to "STVR" to reduce confusion with STR LLC. hotel performance reports.



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 & 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 stakeholders the relevance of the traveler economy to their region.

Oregon / Summary

Travel Impacts 2021p



64.8% Increase in Travel Spending

Travel spending in Oregon increased 64.8% from \$6.6 billion in 2020 to \$10.9 billion in 2021.



6,900 Jobs Gained

Direct travel-generated employment experienced a gain of approximately 6,900 jobs, a 7.3% increase in travel-generated employment compared to 2020.



13.2% Growth in Travel Earnings

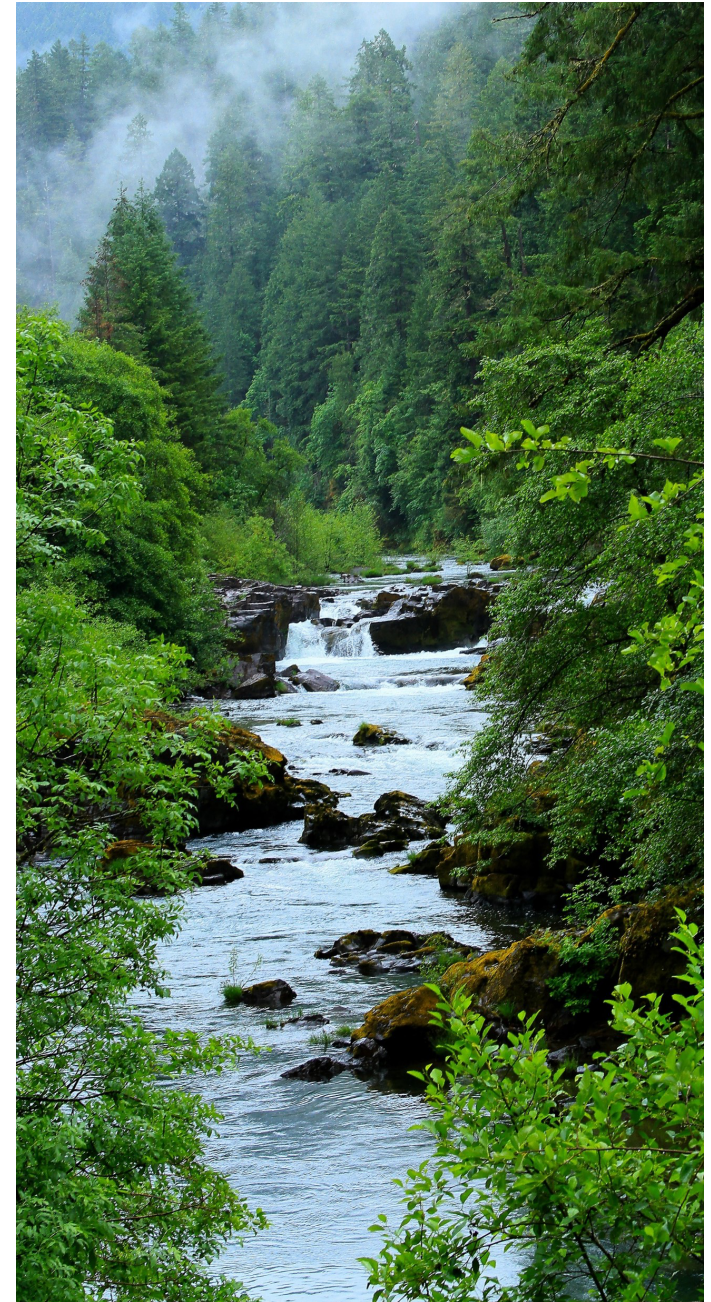
Direct travel-generated earnings experienced a gain of \$408 million, a 13.2% increase compared to 2020.



25.2% Increase in Tax Revenue

Tax receipts generated by travel spending are up 25.2% compared to 2020. State and local taxes both experienced a strong recovery in 2021, growing 41.2% and 26.5% respectively. This growth is primarily fueled by a strong rebound in accommodation sales.

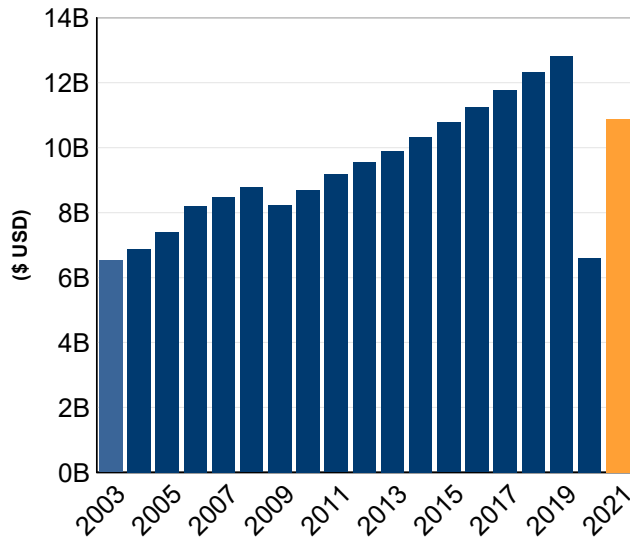
Note: These estimates for Oregon are subject to revision when more complete or additional data becomes available.



Oregon / Spending

Direct Travel Spending

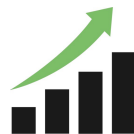
Direct travel spending increased by \$4.3 billion in 2021.



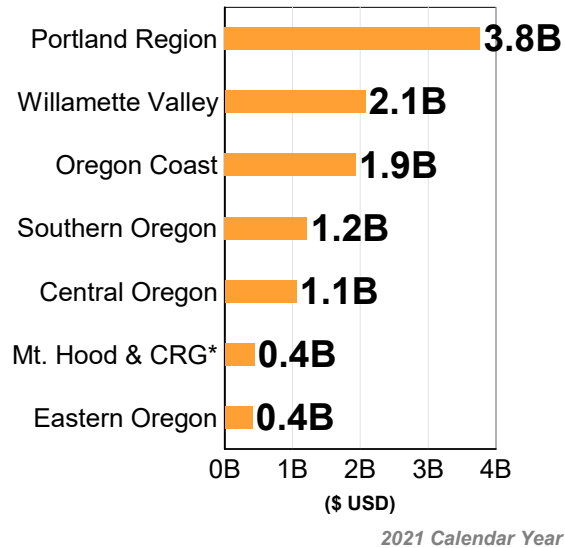
Oregon Travel Spending

In 2021, travel spending grew to \$10.9 billion, a 64.8% increase from the prior year.

From 2003-2021, travel spending grew at an annual growth rate of 2.9%.



Direct Travel Spending by Region



Oregon Tourism Regions

The largest region in terms of travel impacts is the Portland Region. In 2021 travel spending was \$3.8 billion, contributing 35% of the state total. Prior to 2020 the Portland Region accounted for 44% of travel spending in the state.

*Mt. Hood & Columbia River Gorge



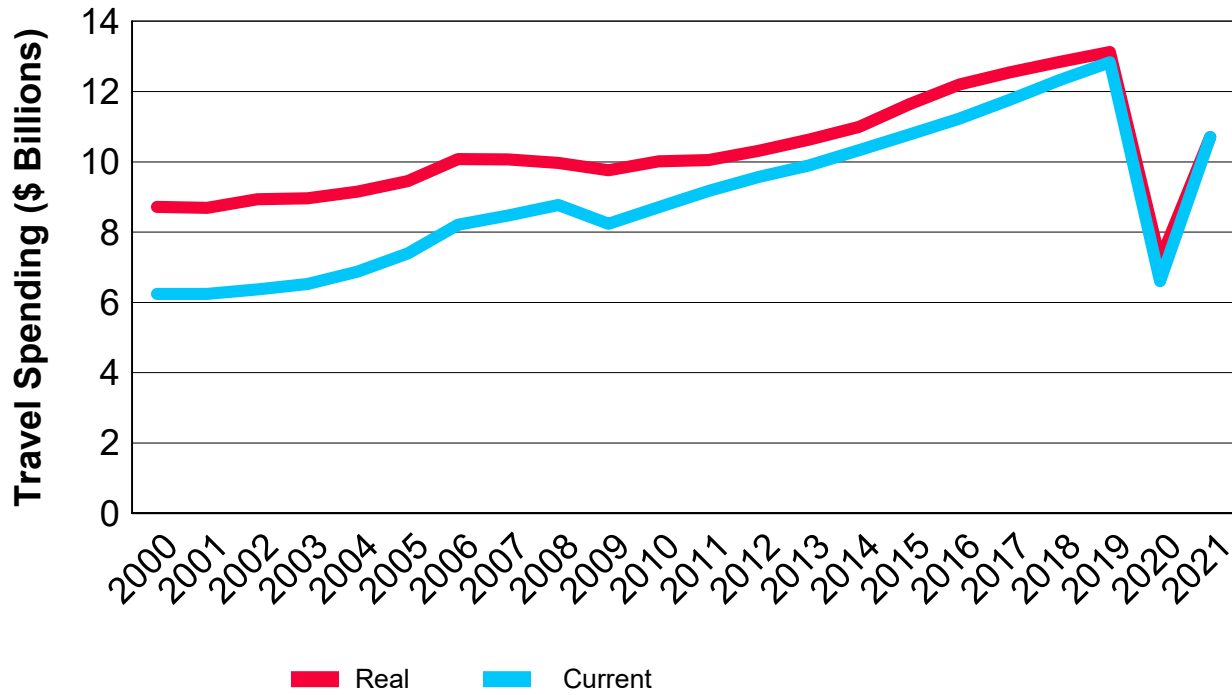
Destination + Other Travel = Direct Travel Spending

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, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry in Oregon but are not considered visitor spending in our methodology.

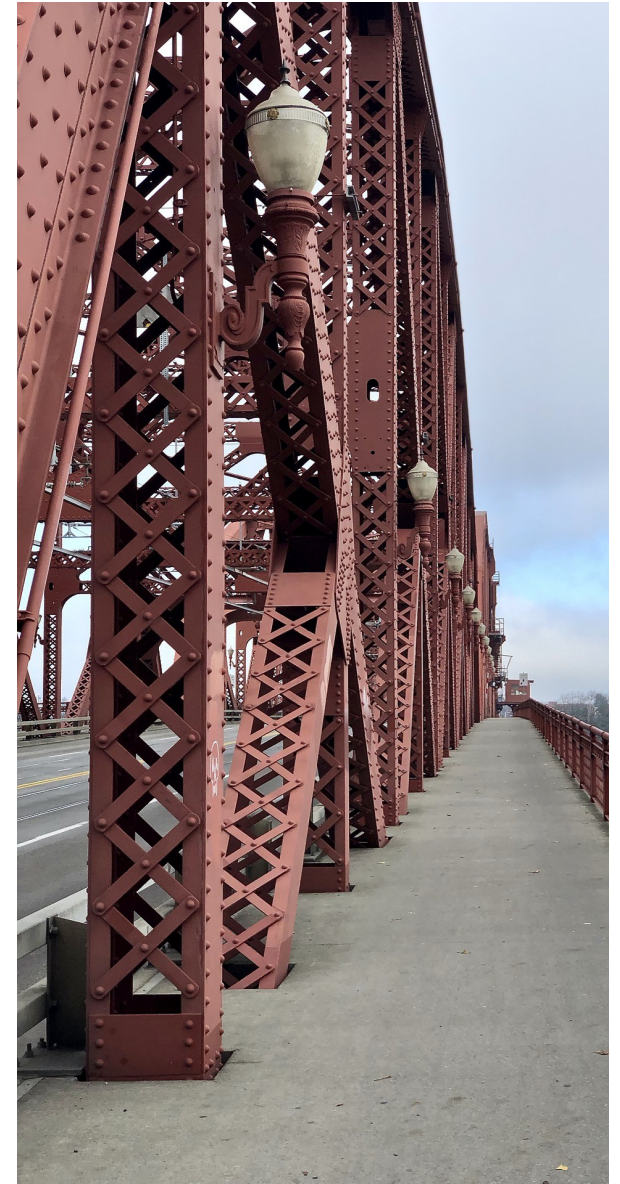
Oregon / Spending

Direct Spending / Real and Current Dollars



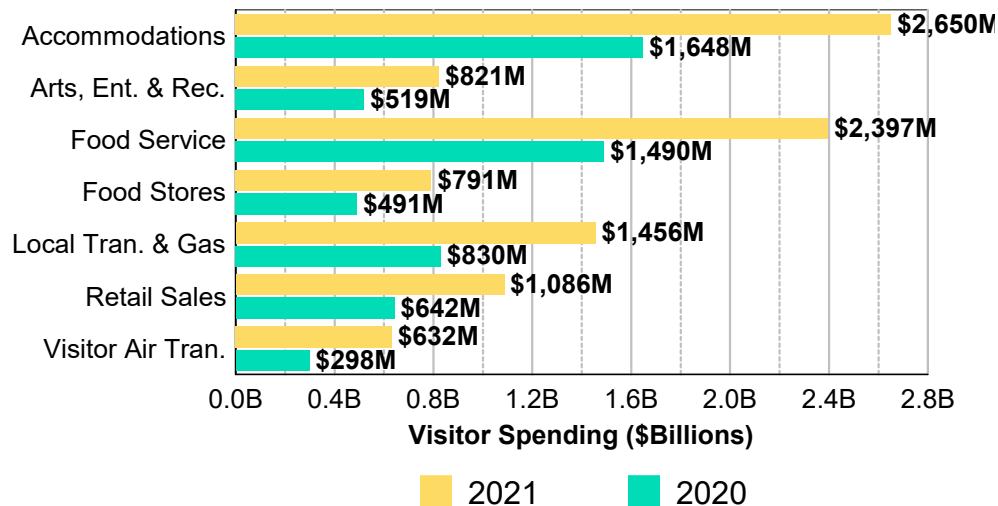
Adjusted for inflation the real dollar increase in 2021 travel spending is 51.5% compared to a 64.8% increase in current dollars year over year.

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates



Oregon / Spending

Visitor Spending by Commodity Purchased / Oregon

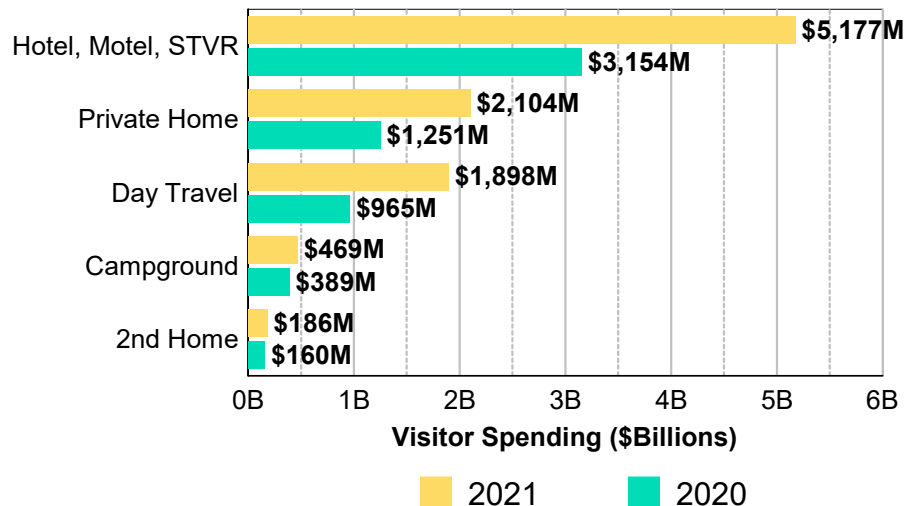


The largest gain occurred in accommodations, \$1 billion additional spending in 2021 compared to 2020, a increase of 60.8%.

Spending on food service grew by approximately \$900 million, an increase of 60.9%.

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

Visitor Spending by Accommodation Type / Oregon



Visitors who stayed in a hotel, motel or short term vacation rental (STVR) spent \$2 billion in 2021, an decline of 64.1%.

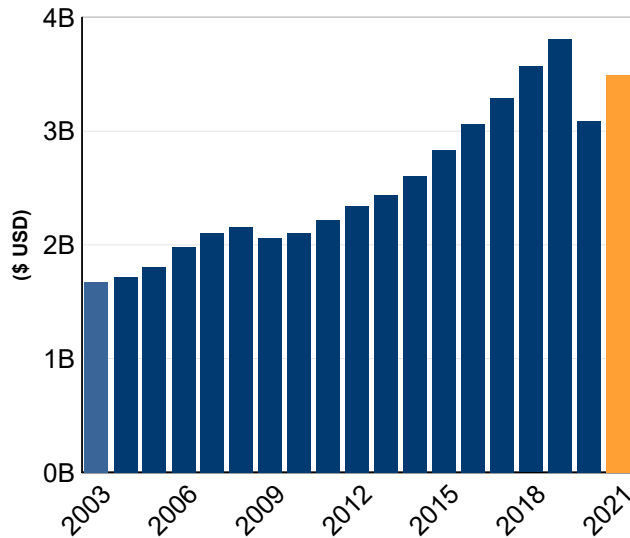
Visitors who stayed in a private home with friends and relative spent \$850 million in 2021, an increase of 68.1%.

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

Oregon / Earnings

Direct Travel Earnings

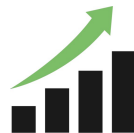
Direct travel earnings increased by \$408 million in 2021.



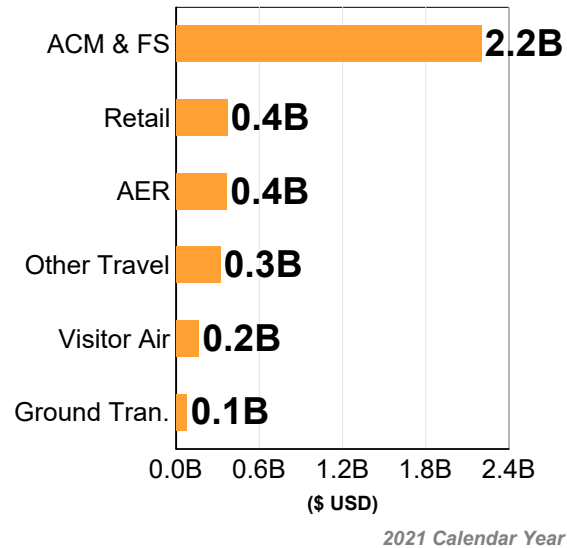
Oregon Travel Earnings

In 2021, regional travel earnings grew to \$3.5 billion, a 13.2% increase from the prior year.

From 2003-2021, Oregon travel industry earnings grew at an annual growth rate of 4.2%.



Travel Earnings by Industry



Travel Industry Breakout

Accommodation and Food Services account for more than half (63%) of travel industry earnings. Arts, Entertainment, and Recreation accounts for 11%.

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



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

What are direct travel-related earnings?

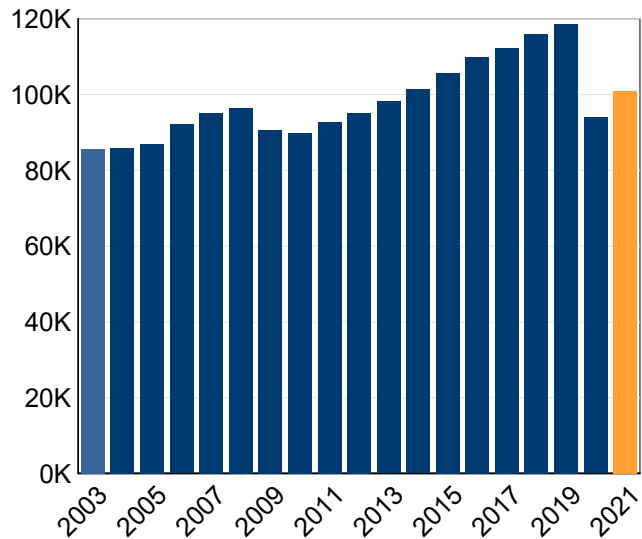
Direct travel-related earnings represent the total after-point of sale tax income from travel activity. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

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 Industry Employment

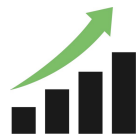
Direct employment increased by 6,900 jobs in 2021.



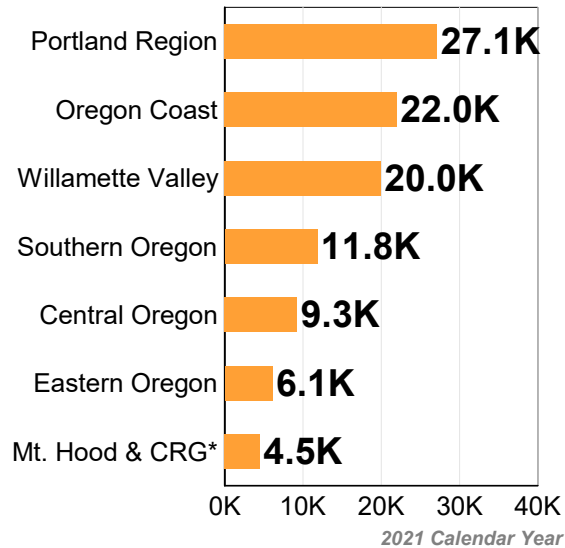
Direct Travel Employment

In 2021, direct travel employment was approximately 100 thousand jobs, a 7.3% increase from the prior year.

From 2003-2021, travel employment grew at an annual growth rate of 0.9%.



Direct Travel Industry Employment by Region



Oregon Tourism Regions

The Portland Region makes up 27% of all travel jobs in the state. All regions continue to recover, no single area has gained back all the jobs lost in 2020.

*Mt. Hood & Columbia River Gorge

What is direct travel employment?

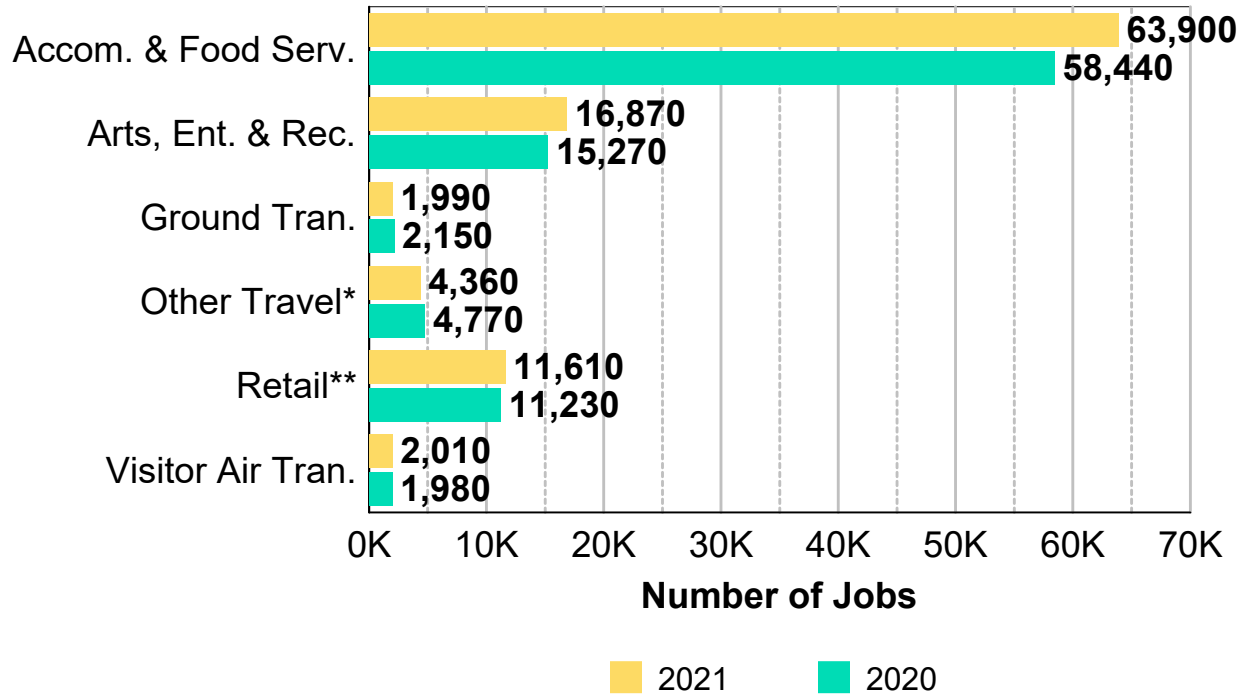
Direct travel-related employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Oregon, a total employment number attributable to travel can be reached.

In 2021, every \$1 million in travel-related spending resulted in 9.3 jobs for the industry.



Oregon / Employment

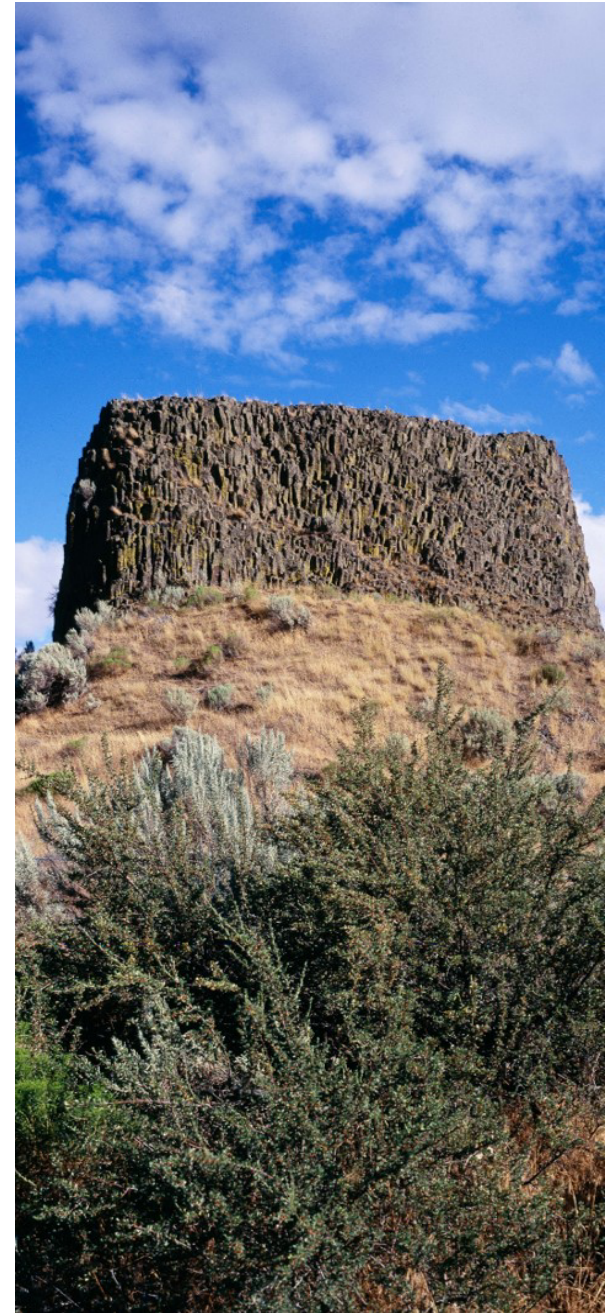
Travel Industry Employment / Oregon



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

Total direct job gain is estimated at 6,890 jobs. Leisure & Hospitality grew by approximately 7,050 jobs in 2021, while all other travel industry employment, most notably in travel arrangement & convention services, lost 160 jobs.

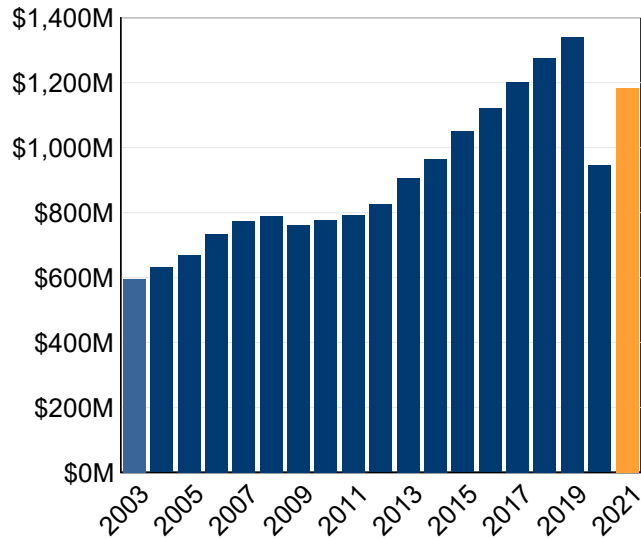
Sources: Bureau of Labor Statistics, Bureau of Economic Analysis, Dean Runyan Associates



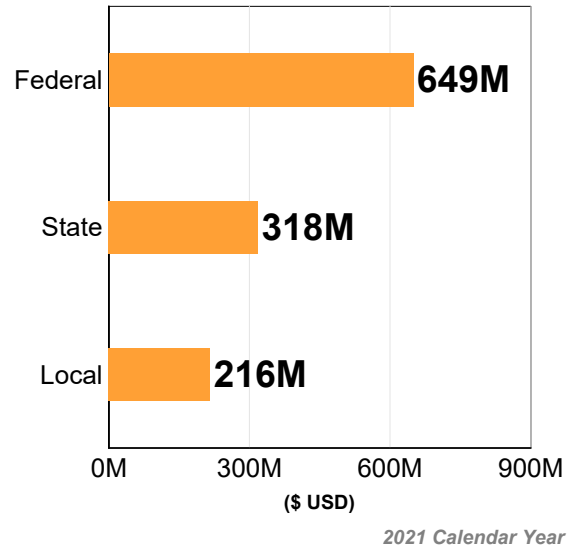
Oregon / Tax Receipts

Direct Travel-Generated Tax Revenue

Direct tax revenue increased by \$1.9 billion in 2021.



Direct Tax Revenue by Local and State



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, 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.

Oregon Tax Receipts

In 2021, tax revenue increased to \$1.2 billion, a 25.2% increase from the prior year.

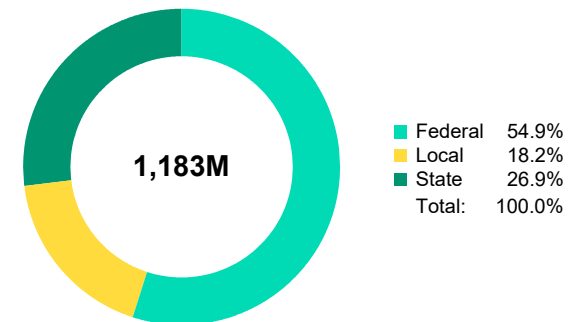
From 2003-2021, tax revenue grew at an annual growth rate of 3.9%.



State Taxes

State tax receipts account for 60% of travel-generated tax revenue (excluding Federal taxes). State tax receipts grew 26.5% compared to 2021.

Tax Receipts



2021 Calendar Year

Oregon / Impacts

Direct Travel Impacts 2003-2021p

	2003	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.		
										2020-21	2019-20	2003-21
Spending (\$Millions)												
Total (Current \$)	6,525	10,334	10,776	11,234	11,765	12,324	12,834	6,609	10,893	64.8%	-48.5%	2.9%
Other	787	1,275	1,364	1,436	1,521	1,624	1,765	690	1,059	53.6%	-60.9%	1.7%
Visitor	5,738	9,059	9,412	9,798	10,243	10,700	11,069	5,919	9,833	66.1%	-46.5%	3.0%
Non-transportation	4,470	6,711	7,199	7,620	7,897	8,115	8,427	4,791	7,746	61.7%	-43.1%	3.1%
Transportation	1,268	2,348	2,213	2,178	2,347	2,585	2,643	1,128	2,087	85.0%	-57.3%	2.8%
Earnings (\$Millions)												
Earnings (Current \$)	1,673	2,610	2,839	3,063	3,290	3,569	3,807	3,089	3,497	13.2%	-18.9%	4.2%
Employment (000's)												
Employment	85.6	101.2	105.5	109.8	112.2	116.0	118.5	93.8	100.7	7.3%	-20.8%	0.9%
Tax Revenue (\$Millions)												
Total (Current \$)	596	964	1,049	1,120	1,201	1,277	1,341	945	1,183	25.2%	-29.5%	3.9%
Local	90	176	202	213	226	233	240	153	216	41.2%	-36.3%	5.0%
State	152	249	264	283	323	341	357	252	318	26.5%	-29.6%	4.2%
Federal	354	539	583	625	652	702	744	541	649	20.1%	-27.3%	3.4%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Oregon / Impacts Detailed

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	5,738	8,695	9,059	9,412	9,798	10,243	10,700	11,069	5,919	9,833	66.1%	-46.5%
Other Travel*	787	1,201	1,275	1,364	1,436	1,521	1,624	1,765	690	1,059	53.6%	-60.9%
TOTAL	6,525	9,896	10,334	10,776	11,234	11,765	12,324	12,834	6,609	10,893	64.8%	-48.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	2,479	4,258	4,518	4,806	5,089	5,376	5,607	5,810	3,154	5,177	64.1%	-45.7%
Hotel, Motel										4,068		
STVR										1,109		
Private Home	1,239	1,832	1,871	1,902	1,936	2,014	2,114	2,175	1,251	2,104	68.1%	-42.5%
Campground	351	441	445	445	454	459	481	501	389	469	20.6%	-22.4%
2nd Home	124	177	180	178	178	185	194	198	160	186	16.0%	-19.2%
Day Travel	1,544	1,987	2,045	2,082	2,141	2,209	2,305	2,386	965	1,898	96.7%	-59.5%
TOTAL	5,738	8,695	9,059	9,412	9,798	10,243	10,700	11,069	5,919	9,833	66.1%	-46.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	977	1,664	1,808	2,039	2,218	2,346	2,378	2,448	1,648	2,650	60.8%	-32.7%
Food Service	1,321	2,067	2,178	2,329	2,490	2,606	2,734	2,891	1,490	2,397	60.9%	-48.5%
Food Stores	470	646	676	707	716	718	732	757	491	791	61.1%	-35.1%
Local Tran. & Gas	834	1,622	1,600	1,391	1,343	1,467	1,656	1,684	830	1,456	75.3%	-50.7%
Arts, Ent. & Rec.	807	951	979	1,020	1,061	1,082	1,109	1,140	519	821	58.3%	-54.5%
Retail Sales	896	1,050	1,070	1,104	1,135	1,146	1,162	1,190	642	1,086	69.1%	-46.0%
Visitor Air Tran.	433	695	748	821	836	880	929	959	298	632	112.0%	-68.9%
TOTAL	5,738	8,695	9,059	9,412	9,798	10,243	10,700	11,069	5,919	9,833	66.1%	-46.5%

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 hotel, motels. Trend for these breakouts not available.



Oregon / Impacts Detailed

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	916	1,458	1,564	1,713	1,854	1,994	2,187	2,341	1,843	2,201	19.5%	19.5%
Arts, Ent. & Rec.	238	298	311	327	345	360	383	407	322	366	13.6%	13.6%
Retail**	187	241	252	267	282	295	311	323	342	369	8.0%	8.0%
Ground Tran.	46	62	67	73	76	81	85	93	80	78	-2.0%	-2.0%
Visitor Air Tran.	86	115	127	143	155	174	188	190	163	164	0.5%	0.5%
Other Travel*	200	267	289	314	350	385	416	453	339	318	-6.2%	-6.2%
TOTAL	1,673	2,440	2,610	2,839	3,063	3,290	3,569	3,807	3,089	3,497	13.2%	13.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	50,550	61,280	63,440	66,490	69,380	71,130	73,680	75,420	58,440	63,900	9.3%	9.3%
Arts, Ent. & Rec.	16,550	17,710	18,070	18,400	19,090	19,430	20,010	20,580	15,270	16,870	10.5%	10.5%
Retail**	9,440	10,220	10,450	10,770	10,980	11,190	11,360	11,420	11,230	11,610	3.3%	3.3%
Ground Tran.	2,020	2,030	2,090	2,200	2,180	2,240	2,240	2,320	2,150	1,990	-7.3%	-7.3%
Visitor Air Tran.	1,960	1,760	1,870	2,050	2,190	2,210	2,330	2,320	1,980	2,010	1.6%	1.6%
Other Travel*	5,060	5,080	5,330	5,640	6,040	6,000	6,370	6,420	4,770	4,360	-8.5%	-8.5%
TOTAL	85,590	98,080	101,250	105,550	109,850	112,190	115,980	118,480	93,840	100,730	7.3%	7.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	90	160	176	202	213	226	233	240	153	216	41.2%	41.2%
State Tax Receipts	152	239	249	264	283	323	341	357	252	318	26.5%	26.5%
TOTAL	242	398	425	466	496	549	574	598	404	534	32.0%	32.0%

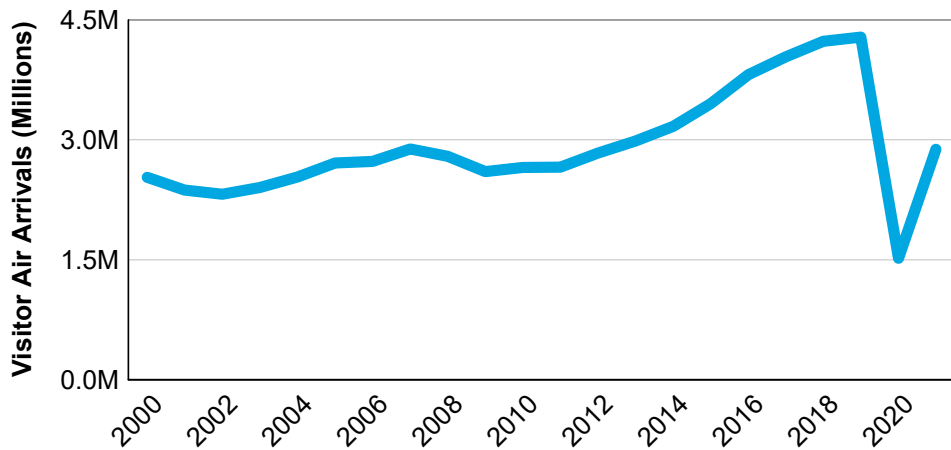
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

**Retail includes gasoline.

Oregon / Visitor Volume

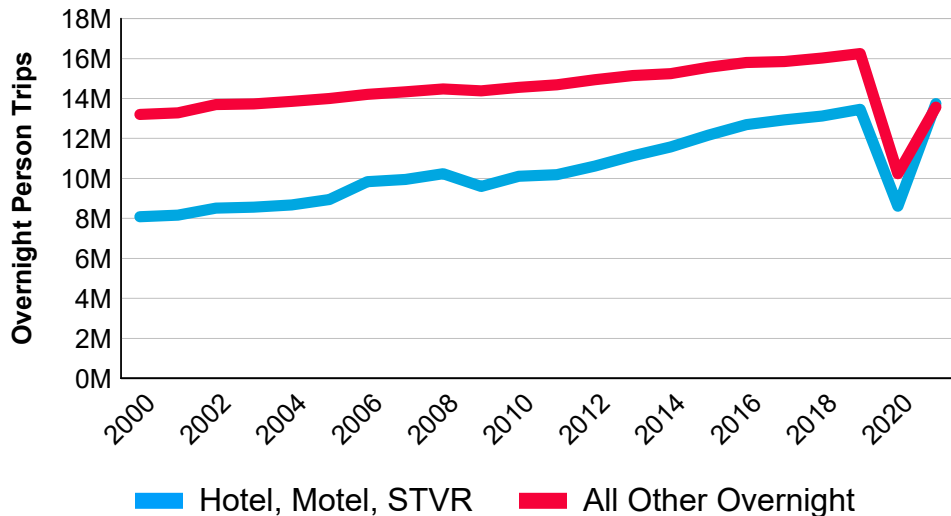
Air Passenger Visitor Arrivals / U.S. Air Carriers



2.9 million domestic visitors traveled to Oregon by air in 2021. This is an increase of 89.5% from 2020 visitation of 1.5 million. To recover to the pre-pandemic level an additional 1.4 million visitors would need to travel by air.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Overnight Volume / Oregon



Overnight visitor volume increased 44.8% in 2021 compared to 2020. Visitors who stay in hotels, motels, or short term vacation rentals increased 59.4%. All other overnight visitors camping, stays with friends and family, and second home use grew 32.5%.

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 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021p

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR						
All Modes	\$143	\$377	\$384	\$1,016	2.7	2.6
Air	\$199	\$667	\$422	\$1,411	2.1	3.3
Other	\$191	\$446	\$525	\$1,224	2.7	2.3
Private Home						
All Modes	\$47	\$212	\$98	\$455	2.1	4.6
Air	\$69	\$486	\$112	\$787	1.6	7.1
Other	\$39	\$164	\$88	\$368	2.2	4.2
Other Overnight						
All Modes	\$49	\$180	\$129	\$470	2.6	3.7
All Overnight						
All Modes	\$84	\$291	\$198	\$714	2.4	3.6

Overnight Visitor Volume, 2019-2021p

	Person-Nights (Millions)			Party-Nights (Millions)		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	33.2	21.7	36.1	14.4	8.4	13.5
Private Home	44.6	31.7	45.1	19.7	14.5	21.5
Other Overnight	17.7	11.8	13.3	5.3	4.5	5.1
All Overnight	95.6	65.2	94.5	39.4	27.5	40.0

	Person-Trips (Millions)			Party-Trips (Millions)		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	13.5	8.6	13.7	5.8	3.3	5.1
Private Home	11.5	7.0	9.9	4.9	3.2	4.6
Other Overnight	4.8	3.2	3.6	1.4	1.2	1.4
All Overnight	29.7	18.9	27.3	12.1	7.7	11.1

Oregon / Traveler Origin

Visitor Spending by Origin, 2021p

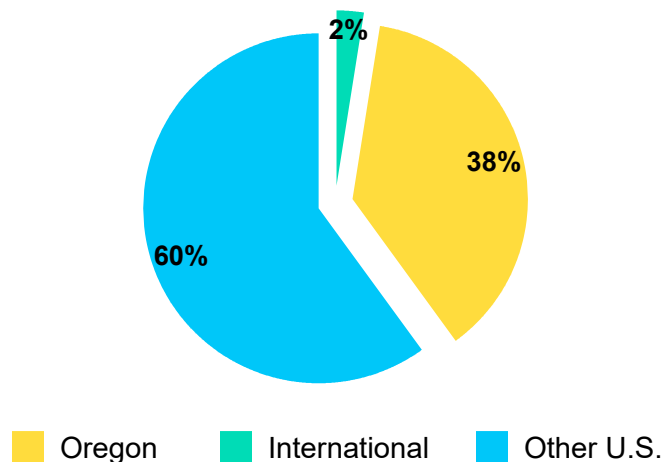
Residents of Oregon accounted for 38% of visitor spending in Oregon in 2021. U.S. residents of states other than Oregon accounted for approximately 60% while international visitors accounted for 2% of travel spending in the state.

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.

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

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

Visitor Spending by Residence, 2021p



Sources: BEA, NTTO, VisaVue, Dean Runyan Associates, Tourism Economics

Visitor Spending by Residence, 2021p

Origin	Spending (Billions)
Oregon	\$4.1
International	\$0.3
Other U.S.	\$6.5
Visitor Spending	\$10.9

Visitor Spending by Top U.S. Origins, 2021p

Origin	Spending (Billions)
Washington	\$2.0
California	\$1.6
Idaho	\$0.3
Arizona	\$0.3
Texas	\$0.3
Remaining*	\$2.0
Visitor Spending	\$6.5

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 / GDP

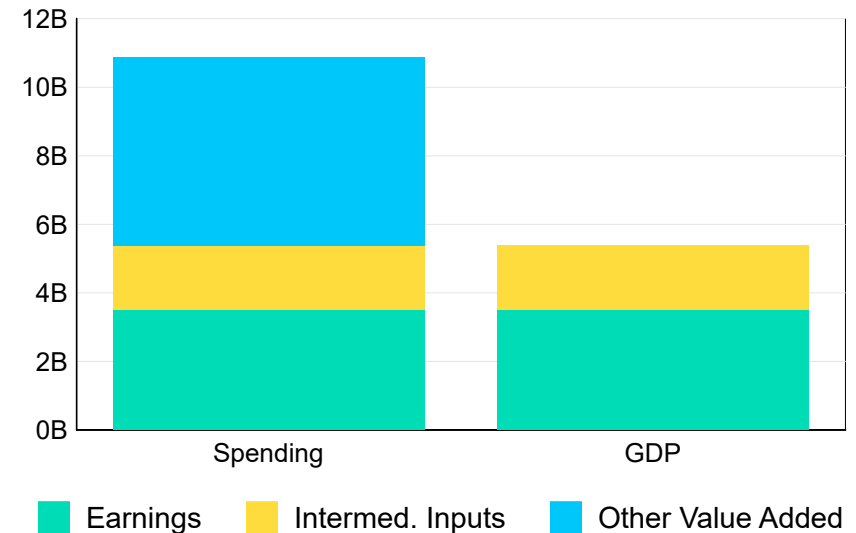
Travel Industry GDP, 2021p

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 excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the Oregon travel industry is shown to the right. Oregon travel industry GDP of \$5.4 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

(\$ Billions)

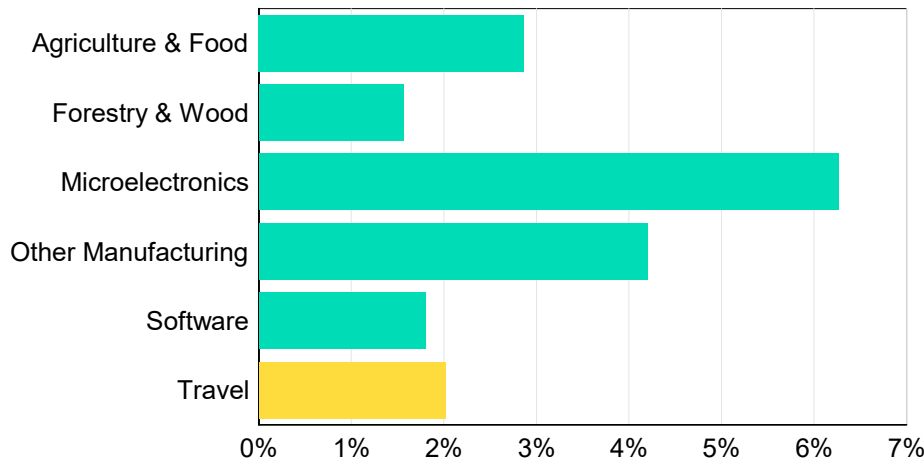


Oregon / GDP

Oregon Export-Oriented Industries, 2021p

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
2021, Share of GDP for Selected Industries

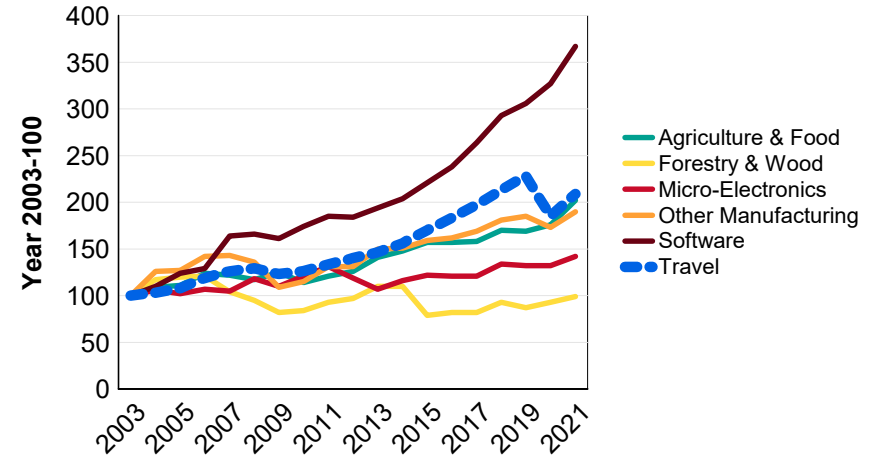


A comparison of the GDPs of the leading export-oriented industries in Oregon is shown for 2021. It should be noted that the largest industry, microelectronics, is concentrated in the urbanized areas of Oregon, primarily Washington County. The primary export-oriented industries in most rural counties are agriculture & food processing, forestry & wood products, and the travel industry. The travel industry is the fourth largest export oriented industry in Oregon making up 2% of Oregon's GDP.

Source: Dean Runyan Associates and Bureau of Economic Analysis. Other Manufacturing is not a distinct industry, shown for comparative purposes only. Most current data available is for 2021. GDP estimates by Dean Runyan Associates

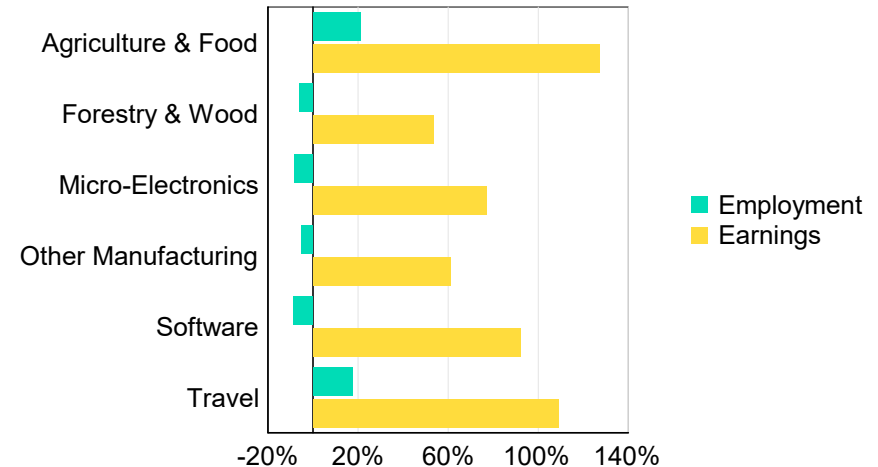
Change in Oregon GDP

2003-2021, Selected Industries



Change in Earnings and Employment

2003-2021, Selected Industries



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 re-spending 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 eleven 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 2021p

Professional Services (10,290 jobs and \$676 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 (7,740 jobs and \$511 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

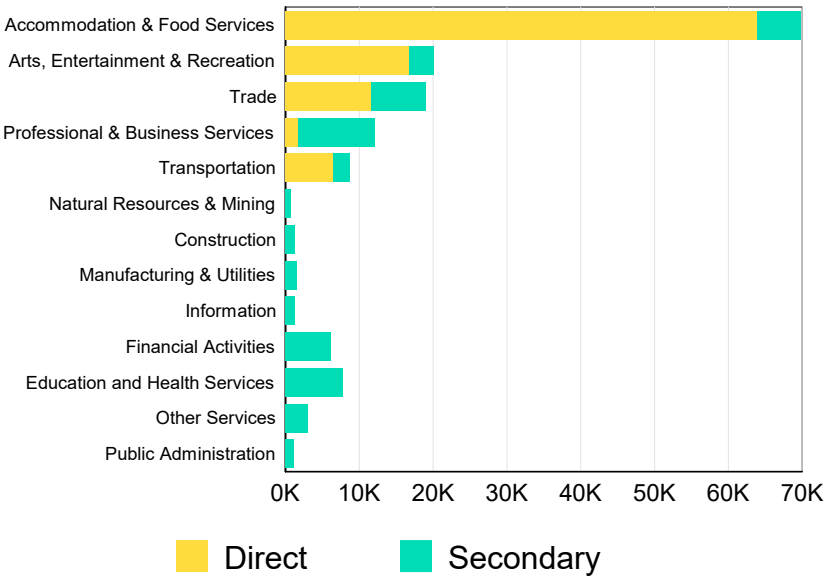
Financial Activities (6,210 jobs and \$310 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

Other Services (3,100 jobs and \$175 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 2021p

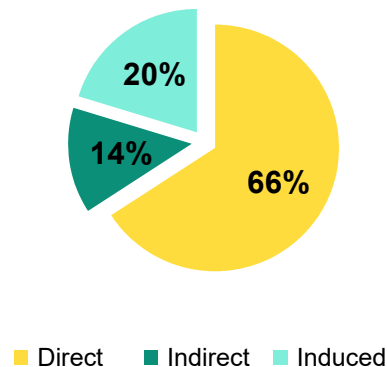
Direct & Secondary Employment



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	63,900	2,270	3,570	5,830	69,730
Arts, Entertainment & Recreation	16,870	2,160	1,120	3,280	20,150
Trade	11,610	770	6,590	7,360	18,970
Transportation	6,530	1,480	810	2,290	8,810
Professional & Business Services	1,840	7,220	3,070	10,290	12,130
Natural Resources & Mining	0	440	340	780	780
Construction	0	660	640	1,290	1,290
Manufacturing & Utilities	0	1,000	630	1,630	1,630
Information	0	880	490	1,370	1,370
Financial Activities	0	2,830	3,380	6,210	6,210
Education and Health Services	0	150	7,590	7,740	7,740
Other Services	0	840	2,260	3,100	3,100
Public Administration	0	710	420	1,130	1,130
All Industries	100,730	21,410	30,890	52,300	153,040

Values may not add to totals due to rounding.

Share of Total Employment



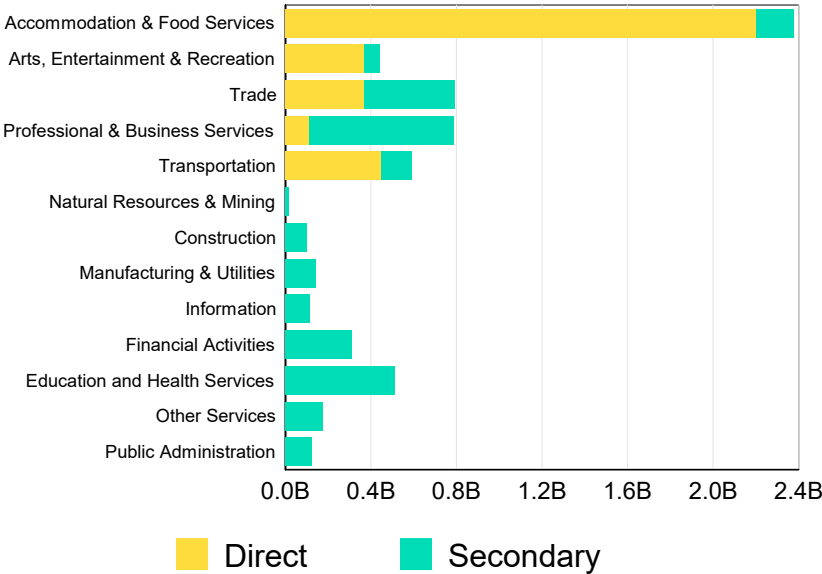
MOST DIRECT JOBS
 Accommodation & Food Services

MOST SECONDARY JOBS
 Professional & Business Services

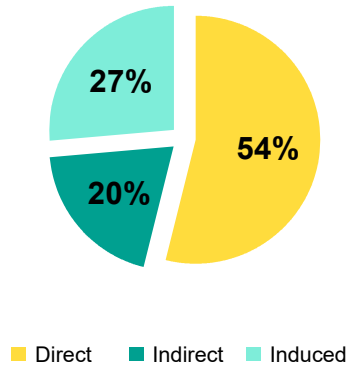
Oregon / Secondary Effects

Total Earnings 2021p

Direct & Secondary Earnings



Share of Total Earnings



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	2,201	68	108	176	2,377
Transportation	451	88	53	141	592
Trade	369	72	350	423	792
Arts, Entertainment & Recreation	366	48	28	75	442
Professional & Business Services	110	481	195	676	786
Natural Resources & Mining	0	8	10	18	18
Construction	0	53	50	103	103
Manufacturing & Utilities	0	90	55	145	145
Information	0	75	41	117	117
Financial Activities	0	142	168	310	310
Education and Health Services	0	5	506	511	511
Other Services	0	64	110	175	175
Public Administration	0	78	45	123	123
All Industries	3,497	1,272	1,721	2,993	6,490

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

2021p

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

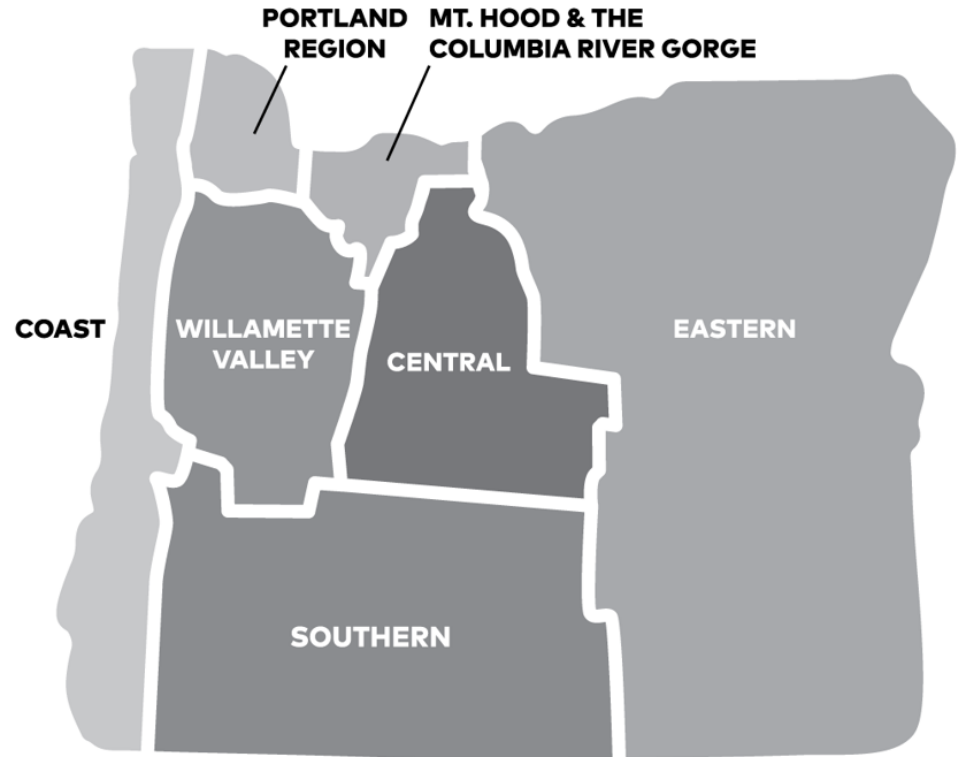
Coos
Curry

Southern Oregon

East Douglas
Jackson
Josephine
Klamath
Lake

Willamette Valley

Benton
South Clackamas
East Lane
Linn
Marion
Polk
Yamhill



Region / Summary

Direct Travel Impacts 2021p

	Travel Spending			Employ.	Local Tax	State Tax	Total Tax
	Total (Millions)	Visitor (Millions)	Earnings (Millions)				
Willamette Valley	\$2,074	\$1,859	\$575	19,970	\$26	\$61	\$87
North Coast	\$695	\$691	\$314	8,400	\$19	\$24	\$42
Central Coast	\$853	\$827	\$264	8,030	\$21	\$24	\$44
South Coast	\$386	\$379	\$163	5,460	\$3	\$13	\$16
Oregon Coast	\$1,934	\$1,911	\$743	21,990	\$42	\$61	\$103
Portland Region	\$3,765	\$2,875	\$1,214	27,130	\$88	\$105	\$193
Southern Oregon	\$1,216	\$1,128	\$360	11,840	\$19	\$35	\$53
Central Oregon	\$1,056	\$986	\$308	9,250	\$25	\$30	\$55
Eastern Oregon	\$409	\$396	\$155	6,130	\$6	\$14	\$20
Mt. Hood & CRG*	\$439	\$423	\$142	4,520	\$10	\$13	\$23

Note: Total 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 2021p

	Nights		Trips	
	Person	Party	Person	Party
Willamette Valley	20,887,470	8,617,410	6,403,500	2,563,910
North Coast	5,612,060	2,117,040	1,889,830	707,350
Central Coast	7,125,480	2,666,520	2,426,000	899,850
South Coast	3,998,230	1,524,810	1,385,860	520,340
Oregon Coast	16,735,770	6,308,370	5,520,600	2,059,710
Portland Region	24,987,320	12,437,000	7,250,130	3,423,060
Southern Oregon	12,821,780	5,125,420	3,980,350	1,547,860
Central Oregon	9,956,820	3,974,970	3,104,560	1,204,380
Eastern Oregon	5,150,130	1,998,540	1,894,480	723,190
Mt. Hood & Columbia River Gorge	3,995,660	1,575,680	1,301,640	499,730

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 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$134,232
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$183
Visitor Shares	
Travel Share of Total Employment (2021)	3%
Overnight Visitor Day Share of Resident Population**	5%

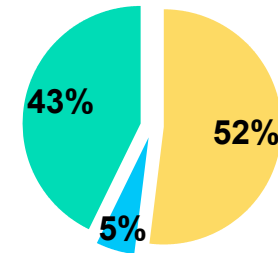
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

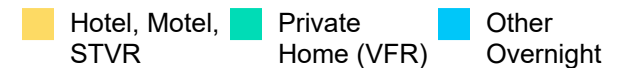
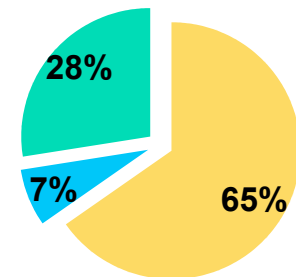
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Willamette Valley Region



Oregon



Willamette Valley / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Millions)												
Total (Current \$)	1,102.5	1,675.5	1,712.4	1,741.0	1,816.2	1,879.8	1,995.0	2,058.3	1,041.6	2,074.2	▲ 99.1%	▲ 3.6%
Other	100.2	221.6	226.2	219.9	234.9	251.5	284.6	286.7	159.8	215.3	▲ 34.7%	▲ 4.3%
Visitor	1,002.2	1,453.9	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,858.9	▲ 110.8%	▲ 3.5%
Earnings (\$Millions)												
Earnings (Current \$)	271.7	399.2	420.6	456.6	493.8	520.6	565.5	596.4	487.0	575.4	▲ 18.2%	▲ 4.3%
Employment (Jobs)												
Employment	16,420	19,380	19,840	20,700	21,520	21,900	22,790	23,230	18,020	19,970	▲ 10.8%	▲ 1.1%
Tax Revenue (\$Millions)												
Total (Current \$)	38.7	60.9	63.2	67.7	72.8	79.6	83.7	87.5	57.8	86.8	▲ 50.3%	▲ 4.6%
Local	8.7	14.8	16.1	18.2	19.9	20.4	21.2	22.6	14.7	26.0	▲ 76.4%	▲ 6.2%
State	30.0	46.1	47.1	49.5	52.9	59.2	62.5	64.9	43.0	60.9	▲ 41.4%	▲ 4.0%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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



Willamette Valley / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	1,002.2	1,453.9	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,858.9	110.8%	-50.2%
Other Travel*	100.2	221.6	226.2	219.9	234.9	251.5	284.6	286.7	159.8	215.3	34.7%	-44.3%
TOTAL	1,102.5	1,675.5	1,712.4	1,741.0	1,816.2	1,879.8	1,995.0	2,058.3	1,041.6	2,074.2	99.1%	-49.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	304.6	519.3	541.6	568.6	609.2	627.8	658.1	685.5	317.2	703.7	121.9%	-53.7%
Hotel, Motel										601.6		
STVR										102.1		
Private Home	318.8	456.5	460.9	459.7	468.9	484.0	510.7	525.2	291.5	578.3	98.4%	-44.5%
Campground	42.4	55.4	56.0	56.3	57.5	58.1	60.8	63.4	50.9	56.3	10.8%	-19.7%
2nd Home	9.0	14.1	14.3	14.2	14.3	14.8	15.4	15.8	12.9	14.7	13.6%	-18.1%
Day Travel	327.4	408.7	413.4	422.2	431.5	443.6	465.3	481.8	209.3	505.8	141.6%	-56.6%
TOTAL	1,002.2	1,453.9	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,858.9	110.8%	-50.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	121.5	206.6	221.8	247.6	274.4	284.2	283.3	293.6	173.8	353.0	103.1%	-40.8%
Food Service	245.0	371.7	385.2	409.7	434.7	448.5	474.8	501.9	232.5	498.2	114.2%	-53.7%
Food Stores	102.8	143.8	148.8	155.3	156.6	156.3	160.4	165.6	99.4	190.7	91.9%	-40.0%
Local Tran. & Gas	130.7	256.3	249.1	210.0	203.2	219.5	254.1	258.5	110.7	245.1	121.3%	-57.2%
Arts, Ent. & Rec.	211.1	243.9	246.9	256.4	263.4	267.4	276.4	283.9	129.7	277.4	113.9%	-54.3%
Retail Sales	168.7	193.7	194.6	199.6	203.9	203.5	208.1	213.0	112.7	240.5	113.4%	-47.1%
Visitor Air Tran.	22.5	38.0	39.8	42.4	45.1	49.0	53.3	55.0	22.9	53.9	134.7%	-58.3%
TOTAL	1,002.2	1,453.9	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	881.8	1,858.9	110.8%	-50.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Willamette Valley / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	150.6	233.0	248.0	272.4	295.5	314.8	342.7	364.6	290.0	360.4	24.3%	-20.5%
Arts, Ent. & Rec.	65.7	76.4	78.1	81.9	85.6	88.9	95.1	101.2	81.2	96.6	19.0%	-19.8%
Retail**	35.7	46.0	47.5	50.2	52.7	54.6	57.5	59.9	60.0	67.3	12.2%	0.1%
Ground Tran.	5.6	7.0	7.5	8.1	8.7	9.0	9.7	10.6	7.4	9.2	24.6%	-30.3%
Visitor Air Tran.	1.3	1.5	1.7	1.9	2.1	2.3	2.5	2.6	2.5	2.5	1.7%	-2.1%
Other Travel*	12.8	35.3	37.8	42.2	49.3	51.0	57.9	57.5	45.8	39.4	-14.2%	-20.3%
TOTAL	271.7	399.2	420.6	456.6	493.8	520.6	565.5	596.4	487.0	575.4	18.2%	-18.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	9,170	10,960	11,290	11,830	12,280	12,560	13,040	13,340	10,330	11,750	13.7%	-22.6%
Arts, Ent. & Rec.	4,550	5,030	5,090	5,210	5,440	5,530	5,780	5,960	4,320	4,850	12.5%	-27.6%
Retail**	1,880	2,050	2,070	2,130	2,150	2,180	2,210	2,240	2,070	2,210	6.7%	-7.8%
Ground Tran.	240	230	230	240	250	240	250	260	190	230	19.9%	-26.1%
Visitor Air Tran.	40	40	40	40	50	50	50	50	50	50	2.8%	-3.2%
Other Travel*	540	1,080	1,130	1,240	1,350	1,340	1,450	1,370	1,060	880	-17.4%	-22.5%
TOTAL	16,420	19,380	19,840	20,700	21,520	21,900	22,790	23,230	18,020	19,970	10.8%	-22.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	8.7	14.8	16.1	18.2	19.9	20.4	21.2	22.6	14.7	26.0	76.4%	-34.8%
State Tax Receipts	30.0	46.1	47.1	49.5	52.9	59.2	62.5	64.9	43.0	60.9	41.4%	-33.7%
TOTAL	38.7	60.9	63.2	67.7	72.8	79.6	83.7	87.5	57.8	86.8	50.3%	-33.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Willamette Valley / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$125	\$279	\$340	\$761	2.7	2.2
Private Home	\$42	\$165	\$96	\$386	2.3	4.0
Other Overnight	\$51	\$188	\$136	\$500	2.7	3.7
All Overnight	\$65	\$211	\$157	\$528	2.4	3.4

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	4,902,930	2,461,820	5,609,050	2,050,620	953,420	2,071,650
Private Home	13,836,700	7,752,800	13,896,000	5,516,320	3,279,090	6,024,560
Other Overnight	1,971,570	1,299,380	1,382,420	582,890	489,850	521,200
All Overnight	20,711,200	11,513,990	20,887,470	8,149,830	4,722,360	8,617,410

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	2,311,010	1,080,830	2,524,220	957,700	407,810	925,320
Private Home	4,080,050	1,972,040	3,501,870	1,603,620	831,350	1,496,470
Other Overnight	525,700	354,740	377,410	155,370	133,580	142,120
All Overnight	6,916,750	3,407,610	6,403,500	2,716,680	1,372,730	2,563,910

North Coast / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$132,452
Employee Earnings generated by \$100 Visitor Spending	\$45
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Local & State Tax Revenues per County Household	\$1,455
Visitor Shares	
Travel Share of Total Employment (2021)	21%
Overnight Visitor Day Share of Resident Population**	23%

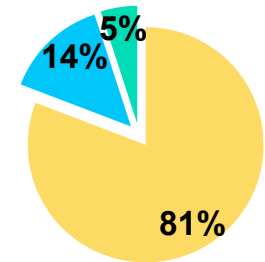
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

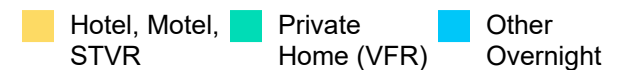
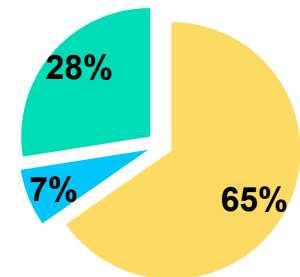
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

North Coast Region



Oregon



North Coast / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Millions)												
Total (Current \$)	446.6	680.2	737.3	768.3	778.0	793.8	824.7	850.7	595.7	695.2	▲ 16.7%	▲ 2.5%
Other	10.1	6.2	6.0	5.0	3.7	4.2	4.8	4.9	2.3	4.3	▲ 86.6%	▼ -4.7%
Visitor	436.4	674.0	731.2	763.3	774.3	789.6	819.8	845.9	593.4	690.9	▲ 16.4%	▲ 2.6%
Earnings (\$Millions)												
Earnings (Current \$)	128.2	194.6	208.5	225.2	236.7	254.9	285.9	307.9	257.3	313.9	▲ 22.0%	▲ 5.1%
Employment (Jobs)												
Employment	6,480	7,340	7,620	7,980	8,180	8,430	8,800	9,180	7,490	8,400	▲ 12.2%	▲ 1.4%
Tax Revenue (\$Millions)												
Total (Current \$)	15.3	25.7	28.9	31.7	32.9	36.4	39.2	40.9	39.4	42.2	▲ 7.2%	▲ 5.8%
Local	5.5	9.5	11.6	13.3	13.7	14.4	15.5	16.1	18.7	18.7	▼ -0.1%	▲ 7.0%
State	9.8	16.2	17.3	18.4	19.2	22.0	23.7	24.9	20.7	23.6	▲ 13.8%	▲ 5.0%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

North Coast / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	436.4	674.0	731.2	763.3	774.3	789.6	819.8	845.9	593.4	690.9	16.4%	-29.9%
Other Travel*	10.1	6.2	6.0	5.0	3.7	4.2	4.8	4.9	2.3	4.3	86.6%	-52.9%
TOTAL	446.6	680.2	737.3	768.3	778.0	793.8	824.7	850.7	595.7	695.2	16.7%	-30.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	159.8	312.7	349.1	371.5	378.4	388.2	403.5	414.6	380.8	419.6	10.2%	-8.1%
Hotel, Motel										235.8		
STVR										183.8		
Private Home	15.3	20.6	20.8	20.5	20.6	21.4	22.4	23.0	24.1	25.5	5.7%	4.9%
Campground	47.0	55.8	56.6	57.6	59.1	59.5	62.0	64.6	38.4	44.9	17.0%	-40.6%
2nd Home	20.9	27.0	27.6	27.7	27.9	29.0	30.0	30.8	25.3	29.1	15.0%	-17.9%
Day Travel	193.4	257.9	277.2	285.9	288.2	291.5	302.0	312.9	124.8	171.8	37.7%	-60.1%
TOTAL	436.4	674.0	731.2	763.3	774.3	789.6	819.8	845.9	593.4	690.9	16.4%	-29.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	83.2	149.8	164.7	182.4	190.3	197.9	204.0	207.2	241.6	282.2	16.8%	16.6%
Food Service	119.5	196.4	217.9	233.1	240.5	245.7	256.5	270.4	148.5	162.5	9.4%	-45.1%
Food Stores	46.6	64.5	69.6	72.9	72.3	71.5	72.7	75.2	46.6	61.0	31.0%	-38.0%
Local Tran. & Gas	35.4	75.5	77.7	65.7	61.8	66.5	75.3	76.4	44.3	54.4	22.6%	-42.0%
Arts, Ent. & Rec.	69.8	90.2	97.3	101.5	102.2	102.0	104.1	106.9	52.0	57.0	9.7%	-51.4%
Retail Sales	81.9	97.7	104.2	107.6	107.3	106.1	107.3	109.8	60.3	73.7	22.2%	-45.0%
TOTAL	436.4	674.0	731.2	763.3	774.3	789.6	819.8	845.9	593.4	690.9	16.4%	-29.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

North Coast / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	85.8	143.7	153.7	167.2	176.7	193.3	220.6	239.3	192.2	239.1	24.4%	-19.7%
Arts, Ent. & Rec.	20.8	26.1	27.6	29.1	30.8	31.5	33.3	35.5	30.5	37.0	21.2%	-14.0%
Retail**	16.5	21.6	23.5	24.9	25.6	26.3	28.0	28.8	30.6	35.2	14.8%	6.3%
Ground Tran.	1.7	2.6	3.0	3.2	3.4	3.6	3.7	4.0	3.6	2.2	-38.7%	-10.0%
Other Travel*	3.4	0.6	0.7	0.7	0.2	0.2	0.2	0.3	0.3	0.4	51.5%	2.3%
TOTAL	128.2	194.6	208.5	225.2	236.7	254.9	285.9	307.9	257.3	313.9	22.0%	-16.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	4,290	5,080	5,250	5,560	5,780	6,030	6,400	6,700	5,270	5,930	12.6%	-21.4%
Arts, Ent. & Rec.	1,170	1,190	1,220	1,230	1,220	1,230	1,220	1,290	1,080	1,260	16.9%	-16.8%
Retail**	900	970	1,030	1,070	1,080	1,050	1,080	1,080	1,050	1,140	9.2%	-3.2%
Ground Tran.	70	80	90	90	90	90	90	100	90	50	-42.5%	-6.8%
Other Travel*	60	20	20	30	10	10	10	10	10	20	38.1%	-6.4%
TOTAL	6,480	7,340	7,620	7,980	8,180	8,430	8,800	9,180	7,490	8,400	12.1%	-18.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	5.5	9.5	11.6	13.3	13.7	14.4	15.5	16.1	18.7	18.7	-0.1%	16.2%
State Tax Receipts	9.8	16.2	17.3	18.4	19.2	22.0	23.7	24.9	20.7	23.6	13.8%	-16.7%
TOTAL	15.3	25.7	28.9	31.7	32.9	36.4	39.2	40.9	39.4	42.2	7.2%	-3.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

North Coast / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$137	\$354	\$382	\$985	2.8	2.6
Private Home	\$30	\$118	\$71	\$281	2.4	4.0
Other Overnight	\$44	\$152	\$112	\$388	2.6	3.5
All Overnight	\$92	\$275	\$245	\$734	2.7	3.0

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	3,178,760	2,873,770	3,059,950	1,299,260	1,057,380	1,097,150
Private Home	783,530	853,660	856,670	302,620	357,170	358,770
Other Overnight	2,646,090	1,560,820	1,695,440	802,960	609,400	661,130
All Overnight	6,608,390	5,288,250	5,612,060	2,404,830	2,023,950	2,117,040

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,475,400	1,260,640	1,185,540	602,990	460,480	426,150
Private Home	232,820	213,930	216,500	89,980	89,570	90,740
Other Overnight	741,840	449,420	487,790	225,700	175,690	190,460
All Overnight	2,450,060	1,923,990	1,889,830	918,680	725,740	707,350

Central Coast / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$174,571
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$1,463
Visitor Shares	
Travel Share of Total Employment (2021)	23%
Overnight Visitor Day Share of Resident Population**	28%

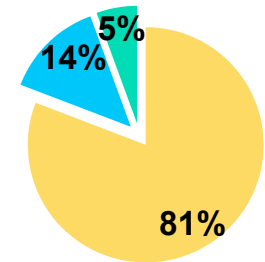
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

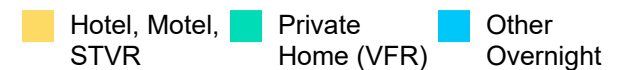
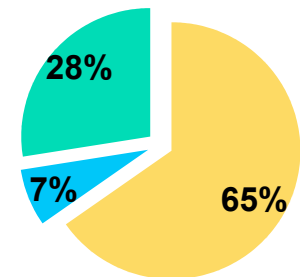
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Central Coast Region



Oregon



Central Coast / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Millions)												
Total (Current \$)	451.3	642.4	687.2	716.4	768.9	787.9	823.5	856.1	607.9	852.7	▲ 40.3%	▲ 3.6%
Other	9.5	21.9	22.7	24.1	27.5	28.5	33.7	33.0	28.3	25.8	▼ -8.8%	▲ 5.7%
Visitor	441.8	620.5	664.5	692.4	741.4	759.4	789.8	823.2	579.6	826.9	▲ 42.7%	▲ 3.5%
Earnings (\$Millions)												
Earnings (Current \$)	120.1	176.4	187.7	200.5	216.6	227.1	249.7	265.9	235.7	264.2	▲ 12.1%	▲ 4.5%
Employment (Jobs)												
Employment	6,860	8,070	8,330	8,440	8,780	8,850	9,220	9,440	7,790	8,030	▲ 3.1%	▲ 0.9%
Tax Revenue (\$Millions)												
Total (Current \$)	16.7	26.6	28.5	30.8	32.9	36.2	38.1	39.4	35.9	44.3	▲ 23.5%	▲ 5.6%
Local	6.8	10.9	11.9	13.3	14.0	14.7	15.2	15.4	15.9	20.5	▲ 29.4%	▲ 6.3%
State	9.9	15.6	16.6	17.5	19.0	21.5	22.9	24.1	20.0	23.8	▲ 18.9%	▲ 5.0%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Central Coast / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	441.8	620.5	664.5	692.4	741.4	759.4	789.8	823.2	579.6	826.9	42.7%	-29.6%
Other Travel*	9.5	21.9	22.7	24.1	27.5	28.5	33.7	33.0	28.3	25.8	-8.8%	-14.1%
TOTAL	451.3	642.4	687.2	716.4	768.9	787.9	823.5	856.1	607.9	852.7	40.3%	-29.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	190.4	317.7	350.3	372.9	408.2	422.3	438.3	458.5	377.5	548.3	45.2%	-17.7%
Hotel, Motel										341.1		
STVR										207.2		
Private Home	20.0	26.6	26.9	26.6	27.4	27.9	29.2	29.9	37.8	37.0	-2.1%	26.2%
Campground	57.9	68.7	69.6	70.9	72.8	73.2	76.2	79.4	53.4	64.0	19.8%	-32.7%
2nd Home	20.7	27.6	28.2	28.4	28.6	29.7	30.8	31.6	25.7	29.5	14.7%	-18.5%
Day Travel	152.9	179.9	189.5	193.5	204.5	206.2	215.2	223.8	85.2	148.2	73.9%	-61.9%
TOTAL	441.8	620.5	664.5	692.4	741.4	759.4	789.8	823.2	579.6	826.9	42.7%	-29.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	96.0	151.0	163.8	181.3	191.9	201.2	204.2	210.8	215.4	337.2	56.6%	2.2%
Food Service	106.9	162.4	178.3	190.6	212.5	217.7	229.2	244.2	146.7	185.5	26.4%	-39.9%
Food Stores	49.4	63.7	67.8	70.9	73.4	72.5	74.2	77.2	51.5	75.8	47.2%	-33.3%
Local Tran. & Gas	36.4	71.5	72.5	61.0	61.4	66.6	75.9	77.9	44.1	65.6	48.6%	-43.4%
Arts, Ent. & Rec.	74.0	85.3	90.9	94.6	102.6	102.6	105.6	109.4	60.9	77.1	26.4%	-44.3%
Retail Sales	79.1	86.7	91.1	93.9	99.6	98.7	100.6	103.7	60.9	85.7	40.7%	-41.3%
TOTAL	441.8	620.5	664.5	692.4	741.4	759.4	789.8	823.2	579.6	826.9	42.7%	-29.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Central Coast / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	78.7	123.2	131.5	140.6	151.3	160.1	177.0	189.8	163.4	195.6	19.7%	-13.9%
Arts, Ent. & Rec.	20.4	23.8	24.5	25.7	27.2	27.9	30.3	32.5	25.9	24.6	-4.7%	-20.5%
Retail**	16.4	19.8	21.3	22.6	24.5	25.2	26.2	27.5	31.3	32.7	4.6%	13.8%
Ground Tran.	1.6	2.3	2.5	2.7	3.2	3.3	3.5	3.8	3.7	1.7	-52.7%	-4.7%
Other Travel*	3.1	7.4	7.8	8.8	10.4	10.7	12.7	12.3	11.5	9.6	-16.3%	-7.0%
TOTAL	120.1	176.4	187.7	200.5	216.6	227.1	249.7	265.9	235.7	264.2	12.1%	-11.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	4,380	5,320	5,490	5,590	5,790	5,880	6,120	6,330	5,150	5,570	8.1%	-18.6%
Arts, Ent. & Rec.	1,470	1,590	1,620	1,580	1,640	1,620	1,710	1,740	1,270	1,220	-4.3%	-27.0%
Retail**	870	900	940	970	1,020	1,020	1,030	1,030	1,090	1,050	-3.3%	5.8%
Ground Tran.	70	70	80	80	90	90	90	90	90	40	-55.6%	-1.2%
Other Travel*	80	190	200	220	250	250	270	250	190	160	-19.1%	-22.8%
TOTAL	6,860	8,070	8,330	8,440	8,780	8,850	9,220	9,440	7,790	8,030	3.1%	-17.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.8	10.9	11.9	13.3	14.0	14.7	15.2	15.4	15.9	20.5	29.4%	3.2%
State Tax Receipts	9.9	15.6	16.6	17.5	19.0	21.5	22.9	24.1	20.0	23.8	18.9%	-16.8%
TOTAL	16.7	26.6	28.5	30.8	32.9	36.2	38.1	39.4	35.9	44.3	23.5%	-9.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Central Coast / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$130	\$329	\$361	\$915	2.8	2.5
Private Home	\$36	\$144	\$85	\$345	2.4	4.0
Other Overnight	\$50	\$186	\$131	\$483	2.6	3.7
All Overnight	\$95	\$280	\$255	\$754	2.7	3.0

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	3,159,660	2,908,070	4,232,520	1,291,980	1,064,460	1,517,450
Private Home	845,930	1,119,710	1,035,590	326,110	467,820	432,700
Other Overnight	2,746,910	1,681,000	1,857,370	827,800	649,700	716,370
All Overnight	6,752,510	5,708,780	7,125,480	2,445,890	2,181,980	2,666,520

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,443,940	1,311,410	1,666,620	590,400	477,300	599,020
Private Home	246,960	276,970	256,300	95,260	115,780	107,150
Other Overnight	730,600	455,040	503,080	220,010	175,560	193,690
All Overnight	2,421,500	2,043,420	2,426,000	905,670	768,640	899,850

South Coast / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$107,452
Employee Earnings generated by \$100 Visitor Spending	\$43
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4
Local & State Tax Revenues per County Household	\$418
Visitor Shares	
Travel Share of Total Employment (2021)	13%
Overnight Visitor Day Share of Resident Population**	12%

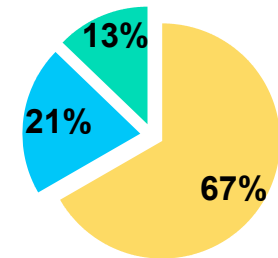
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

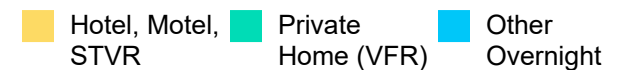
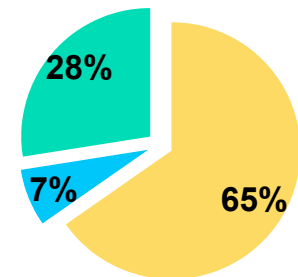
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

South Coast Region



Oregon



South Coast / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Millions)												
Total (Current \$)	282.2	365.8	376.2	387.1	395.9	403.6	416.1	431.5	296.3	385.7	▲ 30.2%	▲ 1.8%
Other	7.1	8.4	8.1	6.8	6.7	7.2	8.1	8.2	3.9	7.0	▲ 80.6%	▼ -0.1%
Visitor	275.1	357.4	368.1	380.3	389.2	396.4	408.1	423.3	292.5	378.7	▲ 29.5%	▲ 1.8%
Earnings (\$Millions)												
Earnings (Current \$)	81.3	103.6	108.5	118.3	125.6	130.5	138.7	147.8	139.5	163.2	▲ 16.9%	▲ 3.9%
Employment (Jobs)												
Employment	5,080	4,810	4,810	5,050	5,300	5,330	5,430	5,560	5,010	5,460	▲ 9.1%	▲ 0.4%
Tax Revenue (\$Millions)												
Total (Current \$)	8.5	11.2	11.6	12.4	13.1	14.4	14.9	15.5	13.4	16.2	▲ 21.4%	▲ 3.6%
Local	1.7	1.7	1.8	2.0	2.0	2.1	2.2	2.2	2.2	2.8	▲ 28.4%	▲ 3.1%
State	6.9	9.5	9.9	10.4	11.0	12.2	12.7	13.3	11.2	13.4	▲ 19.9%	▲ 3.8%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

South Coast / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	275.1	357.4	368.1	380.3	389.2	396.4	408.1	423.3	292.5	378.7	29.5%	-30.9%
Other Travel*	7.1	8.4	8.1	6.8	6.7	7.2	8.1	8.2	3.9	7.0	80.6%	-52.8%
TOTAL	282.2	365.8	376.2	387.1	395.9	403.6	416.1	431.5	296.3	385.7	30.2%	-31.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	102.8	147.7	154.6	163.0	168.4	173.8	176.7	183.1	145.0	204.7	41.1%	-20.8%
Hotel, Motel										170.7		
STVR										34.0		
Private Home	28.6	36.0	35.5	35.7	35.5	35.7	37.3	38.2	40.3	39.3	-2.5%	5.5%
Campground	42.7	52.5	53.1	53.9	55.3	55.7	58.0	60.5	49.8	55.7	11.8%	-17.6%
2nd Home	5.9	7.1	7.2	7.3	7.3	7.5	7.7	7.9	6.4	7.4	15.0%	-18.8%
Day Travel	95.1	114.3	117.7	120.4	122.7	123.8	128.4	133.6	50.9	71.6	40.8%	-61.9%
TOTAL	275.1	357.4	368.1	380.3	389.2	396.4	408.1	423.3	292.5	378.7	29.5%	-30.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	53.4	71.3	74.1	81.9	86.7	90.5	89.0	91.2	89.8	124.7	38.9%	-1.5%
Food Service	69.4	96.6	102.1	108.7	113.7	116.0	121.0	128.3	75.9	92.8	22.2%	-40.8%
Food Stores	31.4	39.6	41.3	43.0	43.0	42.4	43.1	44.8	34.0	39.7	16.9%	-24.1%
Local Tran. & Gas	27.1	49.8	48.7	40.7	38.5	41.6	47.1	48.1	27.6	40.4	46.4%	-42.6%
Arts, Ent. & Rec.	48.7	52.5	54.1	56.0	57.4	57.3	58.4	60.3	33.3	39.2	17.6%	-44.7%
Retail Sales	41.9	43.9	44.7	45.9	46.3	45.7	46.2	47.4	30.4	37.0	21.8%	-36.0%
Visitor Air Tran.	3.1	3.7	3.0	4.0	3.6	3.1	3.2	3.3	1.5	4.9	226.2%	-54.8%
TOTAL	275.1	357.4	368.1	380.3	389.2	396.4	408.1	423.3	292.5	378.7	29.5%	-30.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

South Coast / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	53.3	71.0	75.3	83.1	88.9	92.4	99.9	107.2	98.3	119.8	21.8%	-8.3%
Arts, Ent. & Rec.	13.8	15.8	15.4	16.1	16.6	17.0	17.0	18.2	15.8	16.6	4.8%	-13.0%
Retail**	9.9	11.6	12.1	12.8	13.3	13.6	13.9	14.2	18.0	18.9	5.0%	26.9%
Ground Tran.	1.1	1.4	1.5	1.6	1.7	1.8	1.9	2.1	2.0	2.5	26.4%	-3.9%
Visitor Air Tran.	1.4	2.7	2.8	3.3	3.6	3.9	4.4	4.3	4.2	4.2	-1.4%	-1.8%
Other Travel*	1.8	1.2	1.4	1.3	1.5	1.8	1.7	1.9	1.2	1.3	5.0%	-35.7%
TOTAL	81.3	103.6	108.5	118.3	125.6	130.5	138.7	147.8	139.5	163.2	16.9%	-5.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,080	2,970	2,990	3,170	3,340	3,410	3,480	3,620	3,150	3,490	10.8%	-13.0%
Arts, Ent. & Rec.	1,320	1,210	1,170	1,190	1,240	1,190	1,230	1,230	1,060	1,150	8.5%	-14.1%
Retail**	540	500	530	550	560	570	560	550	660	680	2.7%	18.6%
Ground Tran.	50	40	50	50	50	50	50	50	50	60	18.6%	-0.4%
Visitor Air Tran.	40	50	50	60	60	60	60	60	60	60	-0.4%	-2.9%
Other Travel*	70	40	40	40	50	50	50	50	30	40	3.6%	-25.2%
TOTAL	5,080	4,810	4,810	5,050	5,300	5,330	5,430	5,560	5,010	5,460	9.0%	-9.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.7	1.7	1.8	2.0	2.0	2.1	2.2	2.2	2.2	2.8	28.4%	0.2%
State Tax Receipts	6.9	9.5	9.9	10.4	11.0	12.2	12.7	13.3	11.2	13.4	19.9%	-16.2%
TOTAL	8.5	11.2	11.6	12.4	13.1	14.4	14.9	15.5	13.4	16.2	21.4%	-13.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

South Coast / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$114	\$254	\$315	\$702	2.8	2.2
Private Home	\$37	\$149	\$87	\$352	2.3	4.1
Other Overnight	\$56	\$200	\$150	\$539	2.7	3.6
All Overnight	\$77	\$222	\$201	\$590	2.6	2.9

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,599,450	1,387,100	1,799,460	655,380	507,130	650,540
Private Home	1,063,870	1,251,780	1,063,740	414,990	524,150	452,680
Other Overnight	1,621,740	1,067,220	1,135,030	472,900	396,370	421,580
All Overnight	4,285,060	3,706,110	3,998,230	1,543,270	1,427,650	1,524,810

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	747,590	645,370	806,760	305,980	234,780	291,680
Private Home	309,110	309,940	264,100	119,980	129,740	111,600
Other Overnight	437,680	296,170	314,990	127,770	110,060	117,060
All Overnight	1,494,380	1,251,480	1,385,860	553,720	474,580	520,340



Portland Region / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$187,383
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$7
Local & State Tax Revenues per County Household	\$275
Visitor Shares	
Travel Share of Total Employment (2021)	2%
Overnight Visitor Day Share of Resident Population**	4%

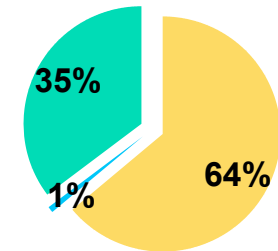
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

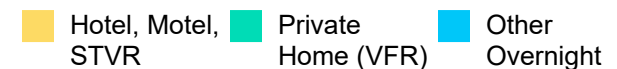
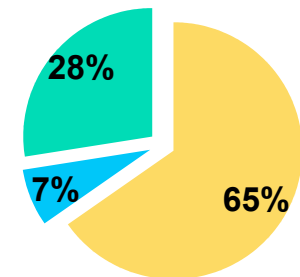
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Portland Region Region



Oregon



Portland Region / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Millions)												
Total (Current \$)	2,608.7	4,204.1	4,417.9	4,671.9	4,866.6	5,138.8	5,373.1	5,624.6	2,179.9	3,764.7	▲ 72.7%	▲ 2.1%
Other	709.9	1,086.5	1,142.1	1,181.4	1,222.9	1,298.2	1,375.7	1,514.6	535.6	890.1	▲ 66.2%	▲ 1.3%
Visitor	1,898.8	3,117.6	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,874.6	▲ 74.8%	▲ 2.3%
Earnings (\$Millions)												
Earnings (Current \$)	643.8	967.2	1,038.9	1,134.2	1,239.1	1,353.4	1,458.5	1,566.2	1,143.3	1,214.0	▲ 6.2%	▲ 3.6%
Employment (Jobs)												
Employment	24,920	30,340	31,480	32,830	34,530	35,290	36,220	36,910	26,360	27,130	▲ 2.9%	▲ 0.5%
Tax Revenue (\$Millions)												
Total (Current \$)	103.9	184.6	198.3	222.1	234.1	258.8	269.4	277.8	147.4	193.0	▲ 30.9%	▲ 3.5%
Local	48.9	94.9	104.4	121.6	125.2	133.8	137.2	138.9	61.2	88.2	▲ 44.1%	▲ 3.3%
State	55.0	89.7	93.9	100.5	108.9	125.0	132.1	138.9	86.2	104.8	▲ 21.6%	▲ 3.6%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Portland Region / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	1,898.8	3,117.6	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,874.6	74.8%	-60.0%
Other Travel*	709.9	1,086.5	1,142.1	1,181.4	1,222.9	1,298.2	1,375.7	1,514.6	535.6	890.1	66.2%	-64.6%
TOTAL	2,608.7	4,204.1	4,417.9	4,671.9	4,866.6	5,138.8	5,373.1	5,624.6	2,179.9	3,764.7	72.7%	-61.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	1,009.1	1,793.3	1,907.7	2,074.0	2,189.9	2,327.5	2,421.9	2,488.8	894.9	1,557.1	74.0%	-64.0%
Hotel, Motel										1,431.1		
STVR										126.0		
Private Home	547.6	833.0	866.3	902.0	919.7	955.8	996.8	1,024.2	507.3	859.1	69.3%	-50.5%
Campground	14.2	20.3	20.5	20.7	21.2	21.3	22.3	23.2	18.9	14.2	-24.9%	-18.7%
2nd Home	6.0	8.7	8.8	8.8	8.8	9.1	9.5	9.8	7.3	8.4	14.7%	-24.9%
Day Travel	321.9	462.4	472.5	485.1	504.1	526.9	546.9	564.0	215.8	435.8	101.9%	-61.7%
TOTAL	1,898.8	3,117.6	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,874.6	74.8%	-60.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	330.5	640.8	705.1	811.1	886.2	943.8	962.9	977.2	368.7	623.0	69.0%	-62.3%
Food Service	399.0	679.0	706.6	756.8	814.8	866.5	907.7	956.2	416.2	713.3	71.4%	-56.5%
Food Stores	85.1	128.8	134.2	141.1	144.3	146.8	148.8	153.1	87.1	147.9	69.7%	-43.1%
Local Tran. & Gas	285.3	523.0	529.2	497.9	483.7	523.0	573.1	580.3	284.9	463.5	62.7%	-50.9%
Arts, Ent. & Rec.	154.8	201.4	205.5	214.6	226.0	234.1	239.3	245.2	65.5	108.5	65.7%	-73.3%
Retail Sales	271.5	346.6	350.2	362.6	375.3	384.0	388.4	396.4	190.1	334.6	76.0%	-52.0%
Visitor Air Tran.	372.5	598.0	645.1	706.3	713.5	742.3	777.2	801.6	231.8	484.0	108.8%	-71.1%
TOTAL	1,898.8	3,117.6	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,644.3	2,874.6	74.8%	-60.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Portland Region / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	270.3	477.6	510.6	558.6	615.0	665.4	725.9	780.9	523.1	599.2	14.6%	-33.0%
Arts, Ent. & Rec.	44.0	63.7	67.3	71.0	75.4	80.1	84.4	89.6	60.3	64.0	6.2%	-32.7%
Retail**	46.1	63.7	66.2	70.5	75.1	79.7	83.8	86.6	81.3	84.8	4.2%	-6.1%
Ground Tran.	29.1	39.0	42.0	46.2	47.2	50.7	52.4	57.0	49.8	48.0	-3.5%	-12.6%
Visitor Air Tran.	81.0	107.8	119.0	134.2	144.9	162.9	175.2	177.3	151.4	152.3	0.6%	-14.6%
Other Travel*	173.4	215.4	233.7	253.7	281.5	314.6	336.8	374.8	277.4	265.6	-4.2%	-26.0%
TOTAL	643.8	967.2	1,038.9	1,134.2	1,239.1	1,353.4	1,458.5	1,566.2	1,143.3	1,214.0	6.2%	-27.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	13,470	18,650	19,360	20,160	21,280	21,780	22,360	22,770	15,390	16,260	5.7%	-32.4%
Arts, Ent. & Rec.	2,180	2,680	2,770	2,840	3,030	3,090	3,080	3,150	1,930	2,100	8.5%	-38.6%
Retail**	1,910	2,310	2,340	2,390	2,450	2,560	2,580	2,570	2,220	2,240	0.7%	-13.5%
Ground Tran.	1,270	1,300	1,340	1,420	1,360	1,410	1,400	1,450	1,380	1,250	-9.3%	-5.2%
Visitor Air Tran.	1,810	1,600	1,690	1,860	1,980	2,000	2,110	2,100	1,770	1,800	1.6%	-15.6%
Other Travel*	4,280	3,800	3,980	4,160	4,430	4,440	4,690	4,870	3,660	3,480	-4.9%	-24.8%
TOTAL	24,920	30,340	31,480	32,830	34,530	35,290	36,220	36,910	26,360	27,130	2.9%	-28.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	48.9	94.9	104.4	121.6	125.2	133.8	137.2	138.9	61.2	88.2	44.1%	-55.9%
State Tax Receipts	55.0	89.7	93.9	100.5	108.9	125.0	132.1	138.9	86.2	104.8	21.6%	-38.0%
TOTAL	103.9	184.6	198.3	222.1	234.1	258.8	269.4	277.8	147.4	193.0	30.9%	-46.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Portland Region / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$184	\$463	\$459	\$1,161	2.5	2.5
Private Home	\$54	\$228	\$97	\$423	1.8	4.4
Other Overnight	\$46	\$184	\$107	\$427	2.3	4.0
All Overnight	\$98	\$336	\$196	\$712	2.0	3.6

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	10,193,430	4,426,460	8,459,560	4,840,540	1,936,630	3,393,880
Private Home	15,977,970	11,638,660	16,041,120	8,177,880	6,047,830	8,831,230
Other Overnight	805,040	548,560	486,640	265,580	232,180	211,880
All Overnight	26,976,440	16,613,680	24,987,320	13,283,990	8,216,630	12,437,000

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	4,246,240	1,791,580	3,364,310	1,967,360	762,090	1,341,420
Private Home	4,378,990	2,730,120	3,762,820	2,181,030	1,412,760	2,028,690
Other Overnight	203,770	140,730	123,010	66,590	58,880	52,960
All Overnight	8,829,010	4,662,430	7,250,130	4,214,970	2,233,730	3,423,060

Southern Oregon / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$142,379
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$262
Visitor Shares	
Travel Share of Total Employment (2021)	5%
Overnight Visitor Day Share of Resident Population**	7%

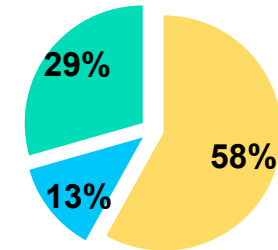
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

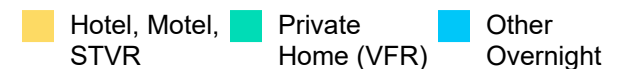
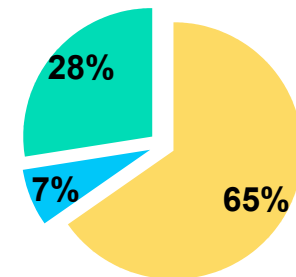
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Southern Oregon Region



Oregon



Southern Oregon / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Millions)												
Total (Current \$)	717.2	940.3	956.4	975.9	1,001.6	1,055.0	1,097.8	1,132.5	708.0	1,216.0	▲ 71.8%	▲ 3.0%
Other	54.6	89.8	90.1	87.7	84.5	93.9	103.0	105.4	45.4	87.9	▲ 93.6%	▲ 2.7%
Visitor	662.6	850.5	866.2	888.2	917.1	961.1	994.7	1,027.0	662.6	1,128.1	▲ 70.3%	▲ 3.0%
Earnings (\$Millions)												
Earnings (Current \$)	186.6	236.1	251.2	267.8	283.9	306.0	325.5	339.6	310.7	360.4	▲ 16.0%	▲ 3.7%
Employment (Jobs)												
Employment	10,850	10,710	10,980	11,360	11,680	12,070	12,370	12,510	10,980	11,840	▲ 7.8%	▲ 0.5%
Tax Revenue (\$Millions)												
Total (Current \$)	25.2	35.5	36.9	39.2	41.7	46.5	48.2	49.6	38.5	53.3	▲ 38.3%	▲ 4.3%
Local	6.9	10.3	11.2	12.4	13.4	14.2	14.7	15.0	12.1	18.5	▲ 52.3%	▲ 5.6%
State	18.3	25.2	25.8	26.8	28.3	32.2	33.5	34.5	26.4	34.8	▲ 31.9%	▲ 3.6%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Southern Oregon / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	662.6	850.5	866.2	888.2	917.1	961.1	994.7	1,027.0	662.6	1,128.1	70.3%	-35.5%
Other Travel*	54.6	89.8	90.1	87.7	84.5	93.9	103.0	105.4	45.4	87.9	93.6%	-56.9%
TOTAL	717.2	940.3	956.4	975.9	1,001.6	1,055.0	1,097.8	1,132.5	708.0	1,216.0	71.8%	-37.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	280.0	373.5	384.0	400.2	419.2	447.4	460.1	473.8	331.9	532.6	60.5%	-29.9%
Hotel, Motel										476.0		
STVR										56.6		
Private Home	156.8	215.1	217.2	219.6	223.6	232.2	242.5	250.5	149.2	269.8	80.8%	-40.4%
Campground	49.8	59.7	60.3	60.7	62.0	62.6	65.5	68.2	62.5	98.6	57.7%	-8.4%
2nd Home	12.8	17.3	17.6	17.6	17.7	18.1	18.9	19.3	15.7	18.0	14.8%	-19.0%
Day Travel	163.3	184.9	187.1	190.1	194.6	200.7	207.9	215.2	103.3	209.2	102.5%	-52.0%
TOTAL	662.6	850.5	866.2	888.2	917.1	961.1	994.7	1,027.0	662.6	1,128.1	70.3%	-35.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	118.0	148.4	156.6	171.8	183.7	194.3	192.3	195.4	162.6	264.3	62.5%	-16.8%
Food Service	162.0	218.5	225.8	239.1	252.4	265.4	275.4	290.8	192.7	319.4	65.8%	-33.7%
Food Stores	65.3	83.1	85.8	89.3	89.8	90.0	91.3	94.5	67.5	116.5	72.7%	-28.6%
Local Tran. & Gas	80.4	144.9	138.4	118.1	113.5	125.3	142.8	145.0	74.9	143.1	91.1%	-48.4%
Arts, Ent. & Rec.	106.6	111.7	113.0	116.6	120.3	122.9	125.0	128.4	66.8	109.9	64.5%	-48.0%
Retail Sales	106.9	111.4	111.5	114.2	115.9	117.3	118.0	120.8	75.5	133.3	76.5%	-37.5%
Visitor Air Tran.	23.5	32.5	35.1	39.1	41.5	45.9	50.0	52.0	22.6	41.6	83.9%	-56.6%
TOTAL	662.6	850.5	866.2	888.2	917.1	961.1	994.7	1,027.0	662.6	1,128.1	70.3%	-35.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Southern Oregon / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	119.6	156.5	168.4	181.2	195.3	212.3	227.9	236.8	210.0	249.6	18.9%	-11.3%
Arts, Ent. & Rec.	32.3	36.6	38.1	39.6	41.2	43.1	45.0	47.9	41.0	46.4	13.3%	-14.4%
Retail**	23.7	27.6	28.4	30.0	31.3	32.8	34.4	35.7	42.7	46.5	9.0%	19.5%
Ground Tran.	3.4	4.3	4.3	4.9	5.3	5.6	6.0	6.6	6.1	7.0	14.7%	-7.0%
Visitor Air Tran.	1.6	2.6	2.8	3.0	3.2	3.9	3.9	4.0	3.7	3.4	-8.2%	-7.6%
Other Travel*	6.1	8.5	9.1	9.1	7.7	8.4	8.4	8.7	7.2	7.4	2.7%	-16.8%
TOTAL	186.6	236.1	251.2	267.8	283.9	306.0	325.5	339.6	310.7	360.4	16.0%	-8.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	6,790	6,970	7,200	7,520	7,810	8,080	8,290	8,350	7,180	7,780	8.4%	-14.0%
Arts, Ent. & Rec.	2,390	2,130	2,150	2,160	2,210	2,300	2,350	2,430	1,970	2,150	9.3%	-19.0%
Retail**	1,210	1,170	1,180	1,230	1,240	1,270	1,300	1,300	1,440	1,490	3.8%	10.8%
Ground Tran.	150	140	130	150	150	150	160	160	160	180	11.5%	-1.5%
Visitor Air Tran.	50	60	60	60	70	70	70	70	60	60	-7.3%	-8.7%
Other Travel*	260	250	260	250	210	200	200	200	170	170	-0.4%	-14.1%
TOTAL	10,850	10,710	10,980	11,360	11,680	12,070	12,370	12,510	10,980	11,840	7.8%	-12.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.9	10.3	11.2	12.4	13.4	14.2	14.7	15.0	12.1	18.5	52.3%	-19.3%
State Tax Receipts	18.3	25.2	25.8	26.8	28.3	32.2	33.5	34.5	26.4	34.8	31.9%	-23.7%
TOTAL	25.2	35.5	36.9	39.2	41.7	46.5	48.2	49.6	38.5	53.3	38.3%	-22.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Southern Oregon / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$123	\$285	\$335	\$780	2.7	2.3
Private Home	\$45	\$188	\$104	\$441	2.3	4.3
Other Overnight	\$47	\$172	\$125	\$461	2.7	3.7
All Overnight	\$72	\$231	\$179	\$594	2.5	3.3

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	3,656,860	2,873,520	4,329,920	1,534,770	1,075,230	1,590,220
Private Home	5,964,510	3,663,780	5,988,790	2,401,940	1,545,780	2,601,440
Other Overnight	2,402,220	1,768,060	2,503,080	711,460	665,190	933,760
All Overnight	12,023,590	8,305,360	12,821,780	4,648,170	3,286,200	5,125,420

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,646,980	1,280,610	1,868,420	684,860	473,200	683,080
Private Home	1,671,050	877,340	1,433,010	659,330	368,190	611,950
Other Overnight	632,820	477,260	678,920	187,140	179,160	252,820
All Overnight	3,950,850	2,635,200	3,980,350	1,531,330	1,020,560	1,547,860



Central Oregon / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$175,973
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Local & State Tax Revenues per County Household	\$546
Visitor Shares	
Travel Share of Total Employment (2021)	6%
Overnight Visitor Day Share of Resident Population**	11%

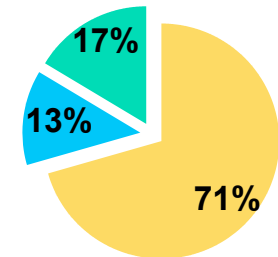
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

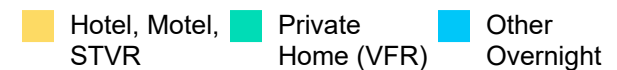
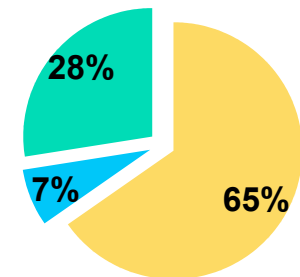
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Central Oregon Region



Oregon



Central Oregon / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Millions)												
Total (Current \$)	401.0	720.4	748.6	795.5	852.5	902.2	964.4	1,021.9	680.3	1,056.4	▲ 55.3%	▲ 5.5%
Other	25.8	54.0	56.5	59.5	63.2	71.6	84.5	86.7	38.0	70.0	▲ 83.9%	▲ 5.7%
Visitor	375.2	666.4	692.1	736.0	789.3	830.5	879.8	935.2	642.3	986.5	▲ 53.6%	▲ 5.5%
Earnings (\$Millions)												
Earnings (Current \$)	100.8	176.3	193.0	218.1	232.5	249.7	277.7	292.0	258.0	308.4	▲ 19.5%	▲ 6.4%
Employment (Jobs)												
Employment	5,750	7,920	8,360	9,000	9,260	9,390	9,970	10,000	8,370	9,250	▲ 10.6%	▲ 2.7%
Tax Revenue (\$Millions)												
Total (Current \$)	16.3	27.9	29.8	33.0	36.2	40.7	43.2	47.5	41.6	55.0	▲ 32.3%	▲ 7.0%
Local	6.9	10.2	11.0	12.5	14.1	15.0	15.6	18.2	18.3	25.2	▲ 37.7%	▲ 7.4%
State	9.4	17.8	18.8	20.5	22.1	25.7	27.7	29.3	23.3	29.9	▲ 28.1%	▲ 6.7%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Central Oregon / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	375.2	666.4	692.1	736.0	789.3	830.5	879.8	935.2	642.3	986.5	53.6%	-31.3%
Other Travel*	25.8	54.0	56.5	59.5	63.2	71.6	84.5	86.7	38.0	70.0	83.9%	-56.1%
TOTAL	401.0	720.4	748.6	795.5	852.5	902.2	964.4	1,021.9	680.3	1,056.4	55.3%	-33.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	173.0	358.1	377.8	411.0	451.7	476.5	505.0	544.1	383.4	618.8	61.4%	-29.5%
Hotel, Motel										360.5		
STVR										258.3		
Private Home	61.7	102.9	104.8	110.3	115.4	124.1	133.1	139.8	101.8	144.9	42.4%	-27.2%
Campground	39.2	47.5	48.0	48.5	49.6	50.1	52.3	54.6	52.8	65.0	23.2%	-3.4%
2nd Home	29.3	45.2	46.1	46.2	46.5	48.8	50.7	51.9	42.2	48.5	15.1%	-18.8%
Day Travel	72.0	112.6	115.3	120.1	126.1	131.0	138.6	144.8	62.2	109.3	75.8%	-57.1%
TOTAL	375.2	666.4	692.1	736.0	789.3	830.5	879.8	935.2	642.3	986.5	53.6%	-31.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	88.9	166.4	179.7	203.4	227.5	239.9	246.7	270.5	250.5	399.8	59.6%	-7.4%
Food Service	90.6	173.1	181.5	197.2	214.8	224.9	240.4	258.0	141.6	200.8	41.8%	-45.1%
Food Stores	37.8	58.4	60.9	64.4	66.0	66.5	68.6	71.6	57.2	85.4	49.3%	-20.0%
Local Tran. & Gas	36.3	88.1	85.5	72.9	71.7	79.4	92.1	95.1	51.5	85.5	66.0%	-45.9%
Arts, Ent. & Rec.	53.7	77.1	79.2	83.7	88.8	90.9	94.8	97.6	61.4	78.2	27.3%	-37.0%
Retail Sales	57.2	80.2	81.4	85.2	88.9	90.1	92.9	96.6	61.3	90.4	47.3%	-36.5%
Visitor Air Tran.	10.8	23.2	23.9	29.3	31.6	38.8	44.2	45.8	18.7	46.4	148.0%	-59.2%
TOTAL	375.2	666.4	692.1	736.0	789.3	830.5	879.8	935.2	642.3	986.5	53.6%	-31.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Central Oregon / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	68.0	124.9	137.0	157.9	167.8	181.6	202.2	212.4	181.5	221.6	22.1%	-14.6%
Arts, Ent. & Rec.	15.8	25.8	29.0	31.0	32.4	34.0	38.6	41.1	33.2	40.8	22.9%	-19.1%
Retail**	12.4	18.7	19.5	20.9	22.4	23.5	25.1	26.2	32.7	35.6	8.9%	24.7%
Ground Tran.	1.5	2.6	2.8	3.0	3.4	3.6	3.9	4.3	3.7	3.8	1.3%	-12.4%
Visitor Air Tran.	0.4	0.7	0.8	0.9	1.0	1.1	1.2	1.2	1.1	1.2	5.4%	-6.6%
Other Travel*	2.7	3.7	4.0	4.4	5.6	5.8	6.6	6.8	5.7	5.4	-5.4%	-15.5%
TOTAL	100.8	176.3	193.0	218.1	232.5	249.7	277.7	292.0	258.0	308.4	19.5%	-11.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,740	5,270	5,560	6,080	6,230	6,310	6,640	6,630	5,440	6,050	11.2%	-17.9%
Arts, Ent. & Rec.	1,180	1,630	1,760	1,840	1,890	1,930	2,120	2,160	1,610	1,850	14.8%	-25.2%
Retail**	640	810	830	860	870	880	920	920	1,050	1,100	4.3%	14.7%
Ground Tran.	60	80	80	90	90	100	100	100	90	90	-4.9%	-9.3%
Visitor Air Tran.	20	20	20	20	30	30	30	30	30	30	6.5%	-7.7%
Other Travel*	110	100	110	110	160	150	170	160	140	130	-4.9%	-15.2%
TOTAL	5,750	7,920	8,360	9,000	9,260	9,390	9,970	10,000	8,370	9,250	10.5%	-16.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.9	10.2	11.0	12.5	14.1	15.0	15.6	18.2	18.3	25.2	37.7%	0.5%
State Tax Receipts	9.4	17.8	18.8	20.5	22.1	25.7	27.7	29.3	23.3	29.9	28.1%	-20.4%
TOTAL	16.3	27.9	29.8	33.0	36.2	40.7	43.2	47.5	41.6	55.0	32.3%	-12.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Central Oregon / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$147	\$380	\$402	\$1,044	2.7	2.6
Private Home	\$47	\$192	\$104	\$437	2.2	4.2
Other Overnight	\$42	\$157	\$109	\$406	2.6	3.7
All Overnight	\$88	\$283	\$221	\$728	2.5	3.3

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	3,290,640	2,426,790	4,215,130	1,379,250	923,840	1,538,940
Private Home	3,015,770	2,707,770	3,061,690	1,258,570	1,148,060	1,397,240
Other Overnight	3,156,930	2,379,940	2,679,990	969,280	925,710	1,038,790
All Overnight	9,463,350	7,514,500	9,956,820	3,607,100	2,997,610	3,974,970

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,507,890	1,062,370	1,627,580	626,190	396,050	592,870
Private Home	868,710	663,160	753,280	350,070	279,440	331,540
Other Overnight	837,330	641,980	723,690	256,830	249,220	279,970
All Overnight	3,213,930	2,367,510	3,104,560	1,233,090	924,710	1,204,380

Eastern Oregon / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$101,371
Employee Earnings generated by \$100 Visitor Spending	\$39
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$275
Visitor Shares	
Travel Share of Total Employment (2021)	6%
Overnight Visitor Day Share of Resident Population**	7%

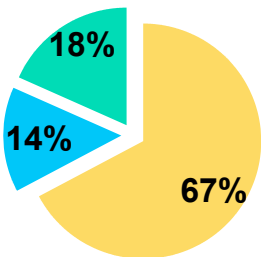
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

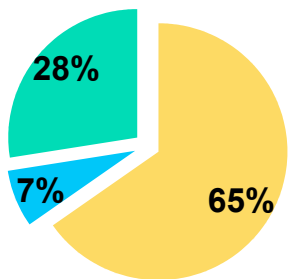
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Eastern Oregon Region



Oregon



Eastern Oregon / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Millions)												
Total (Current \$)	284.2	339.9	347.7	350.8	354.1	382.0	398.9	412.0	258.0	408.6	▲ 58.4%	▲ 2.0%
Other	9.6	15.6	15.2	12.1	11.5	13.9	15.4	16.3	7.6	13.0	▲ 70.7%	▲ 1.7%
Visitor	274.6	324.2	332.5	338.7	342.6	368.2	383.4	395.7	250.4	395.6	▲ 58.0%	▲ 2.0%
Earnings (\$Millions)												
Earnings (Current \$)	79.5	98.1	104.4	112.2	117.0	123.4	134.6	142.3	130.8	155.4	▲ 18.8%	▲ 3.8%
Employment (Jobs)												
Employment	5,630	5,380	5,500	5,640	5,750	5,960	6,180	6,340	5,520	6,130	▲ 10.9%	▲ 0.5%
Tax Revenue (\$Millions)												
Total (Current \$)	9.7	13.3	13.7	14.4	15.0	17.2	17.9	18.6	14.8	19.9	▲ 35.0%	▲ 4.1%
Local	2.2	3.4	3.6	3.9	4.1	4.6	4.7	4.9	4.2	6.1	▲ 45.1%	▲ 5.7%
State	7.5	9.9	10.1	10.5	10.9	12.5	13.2	13.7	10.6	13.9	▲ 31.0%	▲ 3.5%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Eastern Oregon / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	274.6	324.2	332.5	338.7	342.6	368.2	383.4	395.7	250.4	395.6	58.0%	-36.7%
Other Travel*	9.6	15.6	15.2	12.1	11.5	13.9	15.4	16.3	7.6	13.0	70.7%	-53.2%
TOTAL	284.2	339.9	347.7	350.8	354.1	382.0	398.9	412.0	258.0	408.6	58.4%	-37.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	109.8	140.5	146.6	153.0	156.0	173.7	181.0	187.9	121.6	220.1	81.0%	-35.3%
Hotel, Motel										200.1		
STVR										20.0		
Private Home	40.1	52.7	53.2	51.9	51.5	54.1	56.2	57.0	48.1	60.2	25.2%	-15.7%
Campground	29.8	36.6	36.9	37.2	38.0	38.4	40.1	41.8	31.5	35.7	13.1%	-24.5%
2nd Home	8.6	10.8	11.0	11.0	11.0	11.3	11.8	12.0	10.1	11.6	15.2%	-16.5%
Day Travel	86.3	83.6	84.7	85.7	86.0	90.7	94.4	97.0	39.1	68.1	73.9%	-59.7%
TOTAL	274.6	324.2	332.5	338.7	342.6	368.2	383.4	395.7	250.4	395.6	58.0%	-36.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	49.4	67.4	72.1	79.1	82.5	91.9	93.4	97.0	71.8	120.8	68.2%	-26.0%
Food Service	67.8	81.4	84.4	89.1	91.9	98.6	103.4	108.6	72.0	111.1	54.2%	-33.7%
Food Stores	31.1	36.4	37.7	39.0	38.7	39.3	39.9	41.0	26.6	35.8	34.7%	-35.3%
Local Tran. & Gas	30.7	51.5	49.3	40.8	38.2	43.0	49.1	49.7	26.1	47.1	80.7%	-47.5%
Arts, Ent. & Rec.	53.1	49.2	50.0	51.6	52.2	54.6	55.9	57.1	31.3	46.5	48.6%	-45.2%
Retail Sales	41.6	38.2	38.4	39.1	38.9	40.0	40.5	41.2	22.2	33.2	49.7%	-46.2%
Visitor Air Tran.	0.8	0.0	0.6	0.1	0.2	0.6	1.2	1.1	0.4	1.1	165.3%	-61.2%
TOTAL	274.6	324.2	332.5	338.7	342.6	368.2	383.4	395.7	250.4	395.6	58.0%	-36.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Eastern Oregon / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	51.9	69.0	73.5	79.9	83.0	87.1	97.1	102.7	92.6	112.1	21.1%	-9.9%
Arts, Ent. & Rec.	14.8	15.9	16.7	17.4	18.4	19.8	20.3	21.5	19.5	23.5	20.4%	-9.4%
Retail**	10.3	11.0	11.4	11.9	12.2	12.9	13.4	13.9	15.0	15.7	4.8%	7.9%
Ground Tran.	1.4	1.5	1.6	1.7	1.8	2.0	2.1	2.3	2.0	2.4	20.2%	-13.3%
Visitor Air Tran.	0.2	0.0	0.4	0.2	0.5	0.2	0.4	0.3	0.3	0.5	60.0%	4.2%
Other Travel*	1.0	0.7	0.9	1.1	1.0	1.4	1.3	1.6	1.4	1.2	-12.8%	-10.5%
TOTAL	79.5	98.1	104.4	112.2	117.0	123.4	134.6	142.3	130.8	155.4	18.8%	-8.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,330	3,310	3,390	3,520	3,600	3,710	3,930	4,000	3,450	3,840	11.2%	-13.7%
Arts, Ent. & Rec.	1,600	1,480	1,500	1,490	1,510	1,590	1,580	1,650	1,400	1,600	14.4%	-15.5%
Retail**	570	500	510	520	530	550	550	550	560	570	1.8%	1.3%
Ground Tran.	60	50	50	50	50	50	50	50	50	50	12.9%	-10.2%
Visitor Air Tran.	10	0	10	10	10	10	10	10	10	10	61.6%	3.0%
Other Travel*	60	40	50	50	60	60	60	70	60	50	-9.6%	-11.2%
TOTAL	5,630	5,380	5,500	5,640	5,750	5,960	6,180	6,340	5,520	6,130	11.1%	-12.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.2	3.4	3.6	3.9	4.1	4.6	4.7	4.9	4.2	6.1	45.1%	-14.1%
State Tax Receipts	7.5	9.9	10.1	10.5	10.9	12.5	13.2	13.7	10.6	13.9	31.0%	-22.9%
TOTAL	9.7	13.3	13.7	14.4	15.0	17.2	17.9	18.6	14.8	19.9	35.0%	-20.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Eastern Oregon / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$102	\$209	\$282	\$578	2.8	2.1
Private Home	\$31	\$110	\$72	\$260	2.4	3.6
Other Overnight	\$46	\$161	\$122	\$424	2.6	3.5
All Overnight	\$64	\$173	\$164	\$453	2.6	2.8

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,751,010	1,228,030	2,167,260	714,010	446,420	780,840
Private Home	1,948,850	1,660,330	1,961,920	760,270	703,160	830,820
Other Overnight	1,474,930	953,290	1,020,950	438,030	361,300	386,880
All Overnight	5,174,780	3,841,660	5,150,130	1,912,310	1,510,870	1,998,540

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	883,720	612,750	1,055,340	360,340	221,960	380,520
Private Home	633,790	461,970	545,560	247,320	195,700	231,090
Other Overnight	412,660	274,180	293,590	123,020	104,220	111,580
All Overnight	1,930,170	1,348,900	1,894,480	730,680	521,880	723,190

Mt. Hood & Columbia River Gorge / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$148,613
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$592
Visitor Shares	
Travel Share of Total Employment (2021)	5%
Overnight Visitor Day Share of Resident Population**	11%

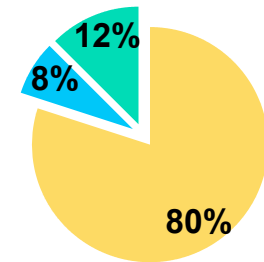
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

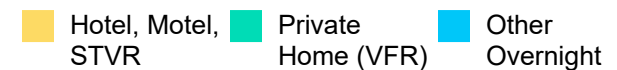
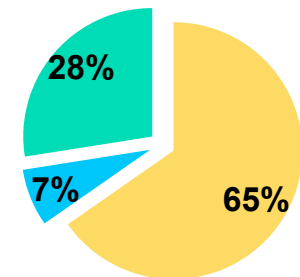
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Mt. Hood & Columbia River Gorge Region



Oregon



Mt. Hood & Columbia River Gorge / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Millions)												
Total (Current \$)	230.9	327.3	350.4	368.8	400.2	421.5	430.7	446.7	241.0	439.1	▲ 82.2%	▲ 3.6%
Other	11.1	17.0	17.3	16.4	17.2	15.5	17.1	17.6	13.1	15.6	▲ 19.5%	▲ 1.9%
Visitor	219.9	310.3	333.0	352.4	383.0	406.0	413.6	429.1	227.9	423.5	▲ 85.8%	▲ 3.7%
Earnings (\$Millions)												
Earnings (Current \$)	61.2	89.0	97.0	105.9	117.4	124.6	132.6	148.7	126.6	142.1	▲ 12.2%	▲ 4.8%
Employment (Jobs)												
Employment	3,590	4,130	4,320	4,550	4,850	4,970	5,000	5,300	4,290	4,520	▲ 5.3%	▲ 1.3%
Tax Revenue (\$Millions)												
Total (Current \$)	7.7	12.7	13.7	14.9	17.0	19.2	19.7	20.8	15.7	23.1	▲ 47.0%	▲ 6.3%
Local	2.3	4.1	4.6	5.1	6.3	6.8	6.8	6.9	5.6	9.9	▲ 78.1%	▲ 8.6%
State	5.5	8.6	9.1	9.8	10.8	12.4	12.9	13.8	10.1	13.2	▲ 29.9%	▲ 5.0%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & business income tax, and motor fuel excise taxes.

Mt. Hood & Columbia River Gorge / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	219.9	310.3	333.0	352.4	383.0	406.0	413.6	429.1	227.9	423.5	85.8%	-46.9%
Other Travel*	11.1	17.0	17.3	16.4	17.2	15.5	17.1	17.6	13.1	15.6	19.5%	-25.8%
TOTAL	230.9	327.3	350.4	368.8	400.2	421.5	430.7	446.7	241.0	439.1	82.2%	-46.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	80.7	134.7	148.3	162.0	183.8	199.7	202.5	209.9	121.4	238.5	96.5%	-42.1%
Hotel, Motel										131.7		
STVR										106.8		
Private Home	25.9	35.9	37.3	37.5	38.4	39.3	40.3	41.5	28.8	37.2	29.2%	-30.5%
Campground	14.3	20.6	20.8	21.0	21.6	21.8	22.7	23.6	17.9	14.5	-19.1%	-24.1%
2nd Home	5.5	7.7	7.9	7.9	7.9	8.1	8.5	8.7	7.1	8.1	14.7%	-18.6%
Day Travel	93.5	111.5	118.7	123.9	131.4	137.0	139.6	145.5	52.6	125.1	137.6%	-63.8%
TOTAL	219.9	310.3	333.0	352.4	383.0	406.0	413.6	429.1	227.9	423.5	85.8%	-46.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	35.4	62.6	70.2	80.4	94.5	102.0	102.3	105.0	74.0	145.2	96.1%	-29.5%
Food Service	61.0	88.4	96.2	104.6	114.7	122.3	125.4	132.8	63.6	113.1	77.7%	-52.1%
Food Stores	20.4	27.6	29.7	31.4	32.4	32.8	32.9	34.2	21.4	38.3	79.0%	-37.4%
Local Tran. & Gas	20.9	41.1	41.0	35.0	34.6	38.9	43.5	44.3	21.7	41.4	91.1%	-51.1%
Arts, Ent. & Rec.	34.9	39.3	42.2	44.7	47.8	49.7	49.7	51.3	18.1	27.7	52.5%	-64.6%
Retail Sales	47.3	51.3	53.8	56.3	59.0	60.3	59.9	61.5	29.0	57.9	99.4%	-52.8%
TOTAL	219.9	310.3	333.0	352.4	383.0	406.0	413.6	429.1	227.9	423.5	85.8%	-46.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Mt. Hood & Columbia River Gorge / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	38.1	59.7	65.6	72.3	80.8	86.9	93.7	107.5	91.3	103.7	13.6%	-15.0%
Arts, Ent. & Rec.	10.3	13.6	14.5	15.5	17.0	18.1	18.5	19.8	14.9	16.7	12.1%	-25.0%
Retail**	8.4	10.2	11.0	11.8	12.7	13.4	13.9	14.4	14.1	15.8	11.9%	-2.3%
Ground Tran.	0.9	1.2	1.4	1.5	1.7	1.9	1.9	2.1	1.7	1.5	-11.7%	-16.7%
Other Travel*	3.5	4.3	4.6	4.8	5.3	4.3	4.6	4.9	4.6	4.4	-3.4%	-5.8%
TOTAL	61.2	89.0	97.0	105.9	117.4	124.6	132.6	148.7	126.6	142.1	12.2%	-14.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,320	2,760	2,910	3,060	3,270	3,370	3,410	3,670	3,070	3,220	4.8%	-16.4%
Arts, Ent. & Rec.	700	780	790	860	920	950	940	970	630	690	9.0%	-34.5%
Retail**	410	430	450	470	490	510	510	510	470	510	7.2%	-8.1%
Ground Tran.	40	40	40	40	50	50	50	50	40	40	-17.1%	-13.7%
Other Travel*	110	110	110	110	120	90	100	100	70	70	-4.2%	-26.6%
TOTAL	3,590	4,130	4,320	4,550	4,850	4,970	5,000	5,300	4,290	4,520	5.4%	-19.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.3	4.1	4.6	5.1	6.3	6.8	6.8	6.9	5.6	9.9	78.1%	-19.9%
State Tax Receipts	5.5	8.6	9.1	9.8	10.8	12.4	12.9	13.8	10.1	13.2	29.9%	-26.8%
TOTAL	7.7	12.7	13.7	14.9	17.0	19.2	19.7	20.8	15.7	23.1	47.0%	-24.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Mt. Hood & Columbia River Gorge / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$105	\$276	\$286	\$753	2.7	2.6
Private Home	\$31	\$124	\$68	\$284	2.2	4.2
Other Overnight	\$45	\$167	\$116	\$435	2.6	3.8
All Overnight	\$75	\$229	\$189	\$597	2.5	3.2

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,501,790	1,072,840	2,275,520	653,470	420,290	835,360
Private Home	1,210,330	1,073,200	1,212,600	506,070	453,650	544,830
Other Overnight	884,900	574,270	507,540	264,290	219,060	195,500
All Overnight	3,597,020	2,720,310	3,995,660	1,423,830	1,093,000	1,575,680

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	691,610	492,440	865,720	294,050	187,070	316,660
Private Home	351,320	265,650	300,650	141,740	111,800	131,120
Other Overnight	232,580	153,900	135,260	69,350	58,550	51,950
All Overnight	1,275,510	911,990	1,301,640	505,140	357,420	499,730

Oregon Coast / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$142,211
Employee Earnings generated by \$100 Visitor Spending	\$38
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Local & State Tax Revenues per County Household	\$1,047
Visitor Shares	
Travel Share of Total Employment (2021)	19%
Overnight Visitor Day Share of Resident Population**	20%

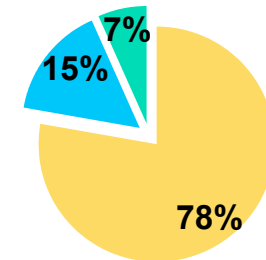
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

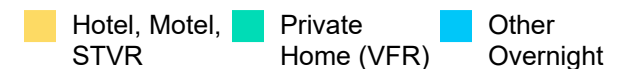
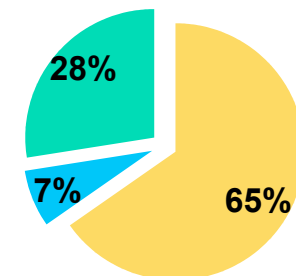
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Oregon Coast Region



Oregon



Oregon Coast / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Millions)												
Total (Current \$)	1,180.1	1,688.4	1,800.7	1,871.9	1,942.8	1,985.3	2,064.2	2,138.4	1,499.9	1,933.6	▲ 28.9%	▲ 2.8%
Other	17.9	19.2	20.4	22.7	25.4	26.0	30.5	29.8	26.8	22.8	▼ -14.9%	▲ 1.4%
Visitor	1,162.2	1,669.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,910.8	▲ 29.7%	▲ 2.8%
Earnings (\$Millions)												
Earnings (Current \$)	330.5	475.7	505.8	545.2	580.2	613.8	675.8	723.1	634.0	743.4	▲ 17.3%	▲ 4.6%
Employment (Jobs)												
Employment	18,500	20,290	20,830	21,540	22,330	22,680	23,530	24,260	20,360	21,990	▲ 8.0%	▲ 1.0%
Tax Revenue (\$Millions)												
Total (Current \$)	40.5	63.5	69.0	74.9	78.9	87.0	92.2	95.9	88.7	102.8	▲ 16.0%	▲ 5.3%
Local	13.9	22.1	25.3	28.6	29.8	31.3	32.8	33.7	36.8	42.0	▲ 14.4%	▲ 6.3%
State	26.6	41.4	43.7	46.3	49.1	55.7	59.4	62.3	51.9	60.8	▲ 17.1%	▲ 4.7%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Oregon Coast / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	1,162.2	1,669.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,910.8	29.7%	-30.1%
Other Travel*	17.9	19.2	20.4	22.7	25.4	26.0	30.5	29.8	26.8	22.8	-14.9%	-9.8%
TOTAL	1,180.1	1,688.4	1,800.7	1,871.9	1,942.8	1,985.3	2,064.2	2,138.4	1,499.9	1,933.6	28.9%	-29.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	456.9	787.0	862.7	914.6	961.9	991.9	1,027.2	1,065.1	908.0	1,180.4	30.0%	-14.7%
Hotel, Motel										754.3		
STVR										426.1		
Private Home	64.4	84.0	83.9	83.4	84.1	85.6	89.5	91.8	102.8	102.8	0.0%	11.9%
Campground	148.6	178.5	180.6	183.6	188.2	189.5	197.5	205.8	142.2	165.7	16.5%	-30.9%
2nd Home	47.9	62.5	63.7	63.9	64.3	66.7	69.3	71.0	57.9	66.8	15.4%	-18.5%
Day Travel	444.5	557.2	589.3	603.7	619.0	625.6	650.2	674.9	262.2	395.1	50.6%	-61.1%
TOTAL	1,162.2	1,669.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,910.8	29.7%	-30.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	232.7	372.1	402.6	445.7	468.9	489.5	497.2	509.1	546.8	744.2	36.1%	7.4%
Food Service	295.8	455.4	498.2	532.4	566.6	579.3	606.7	642.9	371.2	440.9	18.8%	-42.3%
Food Stores	127.5	167.8	178.7	186.7	188.7	186.3	190.0	197.2	132.1	176.6	33.7%	-33.0%
Local Tran. & Gas	107.8	214.0	215.4	180.7	174.2	188.7	214.4	218.6	123.7	174.5	41.1%	-43.4%
Arts, Ent. & Rec.	192.5	227.9	242.3	252.2	262.2	261.9	268.1	276.5	146.3	173.3	18.5%	-47.1%
Retail Sales	202.9	228.3	240.0	247.5	253.2	250.5	254.1	260.9	151.6	196.5	29.6%	-41.9%
Visitor Air Tran.	3.1	3.7	3.0	4.0	3.6	3.1	3.2	3.3	1.5	4.9	226.2%	-54.8%
TOTAL	1,162.2	1,669.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,473.1	1,910.8	29.7%	-30.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Oregon Coast / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	217.7	337.8	360.5	391.0	416.9	445.8	497.5	536.2	453.9	554.4	22.1%	-15.3%
Arts, Ent. & Rec.	55.0	65.6	67.5	71.0	74.6	76.3	80.6	86.2	72.2	78.2	8.3%	-16.2%
Retail**	43.3	53.5	57.5	60.9	64.0	65.7	68.8	71.2	80.7	87.8	8.9%	13.3%
Ground Tran.	4.3	6.3	7.0	7.5	8.3	8.7	9.1	9.9	9.3	6.5	-30.2%	-6.7%
Visitor Air Tran.	1.4	2.7	2.8	3.3	3.6	3.9	4.4	4.3	4.2	4.2	-1.4%	-1.8%
Other Travel*	8.7	9.7	10.5	11.5	12.8	13.3	15.4	15.2	13.7	12.3	-10.0%	-10.0%
TOTAL	330.5	475.7	505.8	545.2	580.2	613.8	675.8	723.1	634.0	743.4	17.3%	-12.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	11,740	13,370	13,720	14,320	14,920	15,320	16,000	16,650	13,570	14,990	10.5%	-18.5%
Arts, Ent. & Rec.	3,950	3,990	4,010	4,000	4,090	4,050	4,170	4,260	3,400	3,620	6.4%	-20.2%
Retail**	2,340	2,410	2,540	2,620	2,690	2,680	2,700	2,700	2,830	2,920	3.1%	4.7%
Ground Tran.	190	200	210	220	230	230	230	240	230	150	-34.5%	-3.3%
Visitor Air Tran.	40	50	50	60	60	60	60	60	60	60	-0.4%	-2.9%
Other Travel*	250	280	290	320	350	340	370	340	270	250	-7.9%	-20.3%
TOTAL	18,500	20,290	20,830	21,540	22,330	22,680	23,530	24,260	20,360	21,990	8.0%	-16.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	13.9	22.1	25.3	28.6	29.8	31.3	32.8	33.7	36.8	42.0	14.4%	9.2%
State Tax Receipts	26.6	41.4	43.7	46.3	49.1	55.7	59.4	62.3	51.9	60.8	17.1%	-16.6%
TOTAL	40.5	63.5	69.0	74.9	78.9	87.0	92.2	95.9	88.7	102.8	16.0%	-7.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Oregon Coast / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$130	\$336	\$362	\$933	2.8	2.6
Private Home	\$35	\$147	\$83	\$351	2.4	4.2
Other Overnight	\$50	\$178	\$129	\$464	2.6	3.6
All Overnight	\$91	\$275	\$240	\$736	2.7	3.1

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	7,937,880	7,168,950	9,091,930	3,246,620	2,628,960	3,265,140
Private Home	2,693,330	3,225,150	2,956,000	1,043,720	1,349,140	1,244,150
Other Overnight	7,014,740	4,309,040	4,687,840	2,103,660	1,655,470	1,799,080
All Overnight	17,645,950	14,703,140	16,735,770	6,393,990	5,633,570	6,308,370

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	3,473,940	3,053,230	3,516,620	1,420,450	1,113,100	1,265,300
Private Home	747,370	758,690	698,130	289,150	317,450	293,190
Other Overnight	2,013,950	1,251,900	1,305,850	603,150	479,940	501,210
All Overnight	6,235,260	5,063,810	5,520,600	2,312,750	1,910,480	2,059,710



County Impacts

2021p

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 current 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, job gains will continue to lag behind spending during economic recovery.

In 2021 spending estimates for short term vacation rentals is 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 more reliable to 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 2021p

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Baker	\$55.8	\$19.0	810	\$786	\$1,778	\$2,564
Benton	\$162.0	\$37.7	1,560	\$3,529	\$4,637	\$8,165
Clackamas	\$523.8	\$204.3	6,050	\$4,340	\$19,520	\$23,860
East Clackamas	\$100.1	\$37.8	1,120	\$850	\$3,336	\$4,186
West Clackamas	\$352.6	\$139.9	4,080	\$3,489	\$13,149	\$16,638
South Clackamas	\$71.1	\$26.5	850	\$0	\$3,035	\$3,035
Clatsop	\$492.5	\$221.5	6,380	\$12,369	\$16,914	\$29,283
Columbia	\$39.2	\$14.9	670	\$0	\$1,711	\$1,711
Coos	\$228.3	\$95.5	3,290	\$1,692	\$8,462	\$10,154
Crook	\$44.5	\$17.8	690	\$346	\$1,526	\$1,873
Curry	\$157.4	\$67.6	2,170	\$1,153	\$4,926	\$6,078
Deschutes	\$909.7	\$261.1	7,300	\$22,788	\$25,256	\$48,044
Douglas	\$253.7	\$88.1	3,240	\$2,184	\$8,274	\$10,458
East Douglas	\$206.8	\$73.0	2,690	\$1,922	\$6,959	\$8,881
West Douglas	\$46.8	\$15.1	550	\$262	\$1,315	\$1,577
Gilliam	\$3.9	\$1.2	50	\$0	\$134	\$134
Grant	\$13.1	\$3.4	190	\$125	\$376	\$501
Harney	\$19.2	\$8.5	370	\$373	\$643	\$1,015
Hood River	\$82.6	\$29.3	870	\$2,266	\$2,912	\$5,179
Jackson	\$625.3	\$162.9	4,930	\$11,583	\$16,042	\$27,625
Jefferson	\$90.5	\$23.9	1,070	\$2,041	\$2,674	\$4,715
Josephine	\$153.5	\$59.4	1,980	\$1,868	\$5,312	\$7,181
Klamath	\$213.0	\$60.9	2,020	\$2,924	\$5,975	\$8,899
Lake	\$17.4	\$4.1	220	\$204	\$494	\$698
Lane	\$1,050.3	\$280.0	8,950	\$15,833	\$26,493	\$42,327
East Lane	\$849.6	\$235.1	7,530	\$12,875	\$22,273	\$35,148
West Lane	\$200.8	\$44.9	1,420	\$2,958	\$4,220	\$7,179
Lincoln	\$605.1	\$204.2	6,060	\$17,329	\$18,255	\$35,584
Linn	\$174.2	\$45.9	1,880	\$2,620	\$5,719	\$8,339
Malheur	\$52.4	\$16.0	600	\$1,260	\$1,634	\$2,894



County / Summary

Direct Travel Impacts 2021p

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Marion	\$484.6	\$121.4	4,180	\$6,042	\$15,007	\$21,049
Morrow	\$13.9	\$5.4	230	\$5	\$561	\$566
Multnomah	\$2,837.2	\$844.7	16,650	\$76,644	\$68,080	\$144,723
East Multnomah	\$189.8	\$40.1	1,340	\$5,127	\$4,320	\$9,447
West Multnomah	\$2,647.4	\$804.6	15,320	\$71,517	\$63,759	\$135,277
Polk	\$191.7	\$69.7	2,500	\$0	\$5,594	\$5,594
Sherman	\$3.9	\$1.0	30	\$26	\$130	\$156
Tillamook	\$202.7	\$92.4	2,020	\$6,285	\$6,671	\$12,956
Umatilla	\$173.9	\$65.1	2,470	\$2,251	\$6,001	\$8,253
Union	\$41.4	\$16.7	610	\$813	\$1,364	\$2,176
Wallowa	\$26.8	\$18.5	730	\$426	\$1,130	\$1,557
Wasco	\$78.3	\$40.5	1,390	\$1,672	\$3,015	\$4,687
North Wasco	\$66.6	\$34.9	1,190	\$1,672	\$2,598	\$4,270
South Wasco	\$11.7	\$5.6	200	\$0	\$417	\$417
Washington	\$725.5	\$254.6	7,070	\$13,223	\$26,183	\$39,406
Wheeler	\$4.2	\$0.8	40	\$0	\$118	\$118
Yamhill	\$140.9	\$39.2	1,460	\$907	\$4,611	\$5,518

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 2021p

	Nights		Trips	
	Person	Party	Person	Party
Baker	695,970	267,560	264,380	100,140
Benton	1,708,380	675,900	722,390	280,480
Clackamas	7,105,860	3,495,830	2,262,020	1,061,950
Clatsop	3,592,170	1,348,430	1,491,150	553,310
Columbia	672,420	327,700	201,090	96,190
Coos	2,320,120	899,730	904,300	343,420
Crook	623,600	243,690	253,210	97,740
Curry	1,678,110	625,070	726,130	268,740
Deschutes	7,896,210	3,185,150	2,833,080	1,105,170
Douglas	2,607,450	1,012,370	974,100	372,340
Gilliam/Sherman	124,120	47,520	49,510	18,790
Grant	220,530	85,760	87,330	33,650
Harney	268,460	102,320	119,740	45,050
Hood River	876,800	334,540	338,510	127,330
Jackson	5,512,240	2,289,430	2,020,350	803,180
Jefferson	1,197,670	455,650	477,940	180,640
Josephine	1,956,170	771,850	695,330	269,630
Klamath	2,926,240	1,116,970	1,052,990	397,510
Lake	265,500	102,920	114,220	43,700
Lane	8,629,390	3,580,870	3,058,460	1,222,010
Lincoln	5,123,880	1,926,540	2,052,830	763,200
Linn	2,117,760	848,990	838,230	330,780
Malheur	708,280	275,760	324,230	123,740
Marion	5,565,110	2,227,090	1,879,600	740,150
Morrow	241,880	95,870	100,550	39,200
Multnomah	12,481,970	5,883,020	4,629,180	2,062,780
Polk	1,245,180	504,640	474,850	189,780
Tillamook	2,019,890	768,610	732,170	278,860
Umatilla	1,865,420	727,160	853,990	326,350
Union	594,380	232,600	247,740	95,470



County / Summary

Overnight Visitor Volume 2021p

	Nights		Trips	
	Person	Party	Person	Party
Wallowa	360,190	137,030	154,450	58,220
Wasco	922,470	354,030	404,230	153,120
Washington	8,556,040	4,347,600	2,779,180	1,347,020
Wheeler	70,890	26,960	26,880	10,190
Yamhill	1,784,170	712,240	721,950	283,320

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, 2021p

County	Earnings (\$M)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Baker	392.2	19.0	4.8%		8,670	810	9.4%
Benton	3,229.6	37.7	1.2%		50,960	1,560	3.1%
Clackamas	15,218.1	204.3	1.3%		234,760	6,050	2.6%
Clatsop	1,410.2	221.5	15.7%		25,100	6,380	25.4%
Columbia	883.2	14.9	1.7%		17,880	670	3.7%
Coos	1,774.0	95.5	5.4%		31,540	3,290	10.4%
Crook	688.5	17.8	2.6%		11,110	690	6.2%
Curry	510.7	67.6	13.2%		10,620	2,170	20.5%
Deschutes	8,235.2	261.1	3.2%		129,400	7,300	5.6%
Douglas	2,840.2	88.1	3.1%		52,020	3,240	6.2%
Gilliam	83.0	1.2	1.4%		1,300	50	4.0%
Grant	186.3	3.4	1.8%		3,890	190	4.8%
Harney	218.8	8.5	3.9%		4,380	370	8.4%
Hood River	1,010.0	29.3	2.9%		18,230	870	4.8%
Jackson	7,263.1	162.9	2.2%		124,190	4,930	4.0%
Jefferson	556.0	23.9	4.3%		9,750	1,070	11.0%
Josephine	2,224.1	59.4	2.7%		41,300	1,980	4.8%
Klamath	1,723.3	60.9	3.5%		30,960	2,020	6.5%
Lake	222.0	4.1	1.9%		3,920	220	5.6%
Lane	12,239.5	280.0	2.3%		207,540	8,950	4.3%
Lincoln	1,436.2	204.2	14.2%		26,200	6,060	23.1%
Linn	3,539.0	45.9	1.3%		63,130	1,880	3.0%
Malheur	931.7	16.0	1.7%		17,080	600	3.5%
Marion	13,440.0	121.4	0.9%		198,000	4,180	2.1%
Morrow	674.5	5.4	0.8%		8,100	230	2.8%
Multnomah	48,848.4	844.7	1.7%		633,670	16,650	2.6%
Polk	1,552.1	69.7	4.5%		32,300	2,500	7.7%
Sherman	104.9	1.0	0.9%		1,490	30	2.1%

County / Earnings & Employment

All Industry and Travel Earnings & Employment, 2021p

County	Earnings (\$M)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Tillamook	767.3	92.4	12.0%		14,200	2,020	14.2%
Umatilla	2,385.6	65.1	2.7%		39,590	2,470	6.2%
Union	754.1	16.7	2.2%		14,720	610	4.1%
Wallowa	205.0	18.5	9.0%		5,140	730	14.1%
Wasco	891.3	40.5	4.5%		14,920	1,390	9.3%
Washington	35,494.7	254.6	0.7%		382,040	7,070	1.8%
Wheeler	21.1	0.8	3.8%		770	40	5.2%
Yamhill	2,816.9	39.2	1.4%		52,520	1,460	2.8%
Oregon	174,770.8	3,497.0	2.0%		2,521,360	100,730	4.0%

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

Note: 2021 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 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$66,652
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	9%
Overnight Visitor Day Share of Resident Population**	12%

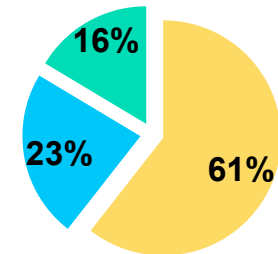
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

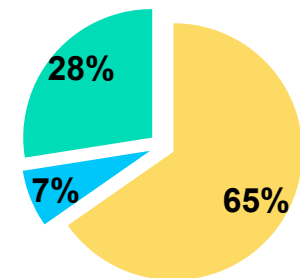
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Baker County



Oregon



Baker County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	39.1	42.9	43.6	44.0	45.0	47.2	49.1	50.7	34.0	55.8	▲ 64.3%	▲ 2.0%
Other	1.4	2.6	2.5	2.0	1.9	2.0	2.3	2.4	1.1	2.1	▲ 86.6%	▲ 2.1%
Visitor	37.7	40.2	41.1	42.0	43.1	45.2	46.7	48.4	32.9	53.8	▲ 63.6%	▲ 2.0%
Earnings (\$Million)												
Earnings (Current \$)	10.3	11.9	12.3	12.9	13.7	15.0	15.6	16.5	15.8	19.0	▲ 20.6%	▲ 3.4%
Employment (Jobs)												
Employment	850	710	720	710	700	740	740	770	770	810	▲ 6.2%	▼ -0.3%
Tax Revenue (\$Million)												
Total (Current \$)	1.3	1.6	1.6	1.7	1.8	2.0	2.1	2.2	1.8	2.6	▲ 43.3%	▲ 4.0%
Local	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.5	0.8	▲ 65.1%	▲ 5.7%
State	1.0	1.2	1.2	1.2	1.3	1.5	1.6	1.6	1.3	1.8	▲ 35.4%	▲ 3.3%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Baker County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	37.7	40.2	41.1	42.0	43.1	45.2	46.7	48.4	32.9	53.8	63.6%	-32.1%
Other Travel*	1.4	2.6	2.5	2.0	1.9	2.0	2.3	2.4	1.1	2.1	86.6%	-53.1%
TOTAL	39.1	42.9	43.6	44.0	45.0	47.2	49.1	50.7	34.0	55.8	64.3%	-33.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	11.9	14.1	14.5	15.2	15.9	17.3	17.9	18.7	13.2	26.7	102.1%	-29.1%
Hotel, Motel										23.8		
STVR										3.0		
Private Home	5.2	6.3	6.5	6.4	6.4	6.6	6.8	6.9	5.5	7.2	30.6%	-19.3%
Campground	6.0	6.1	6.2	6.3	6.4	6.5	6.7	7.0	5.9	6.9	17.0%	-15.9%
2nd Home	2.4	3.0	3.0	3.1	3.1	3.1	3.2	3.3	2.8	3.2	14.3%	-16.1%
Day Travel	12.1	10.7	11.0	11.1	11.4	11.7	12.1	12.5	5.4	9.7	79.6%	-56.8%
TOTAL	37.7	40.2	41.1	42.0	43.1	45.2	46.7	48.4	32.9	53.8	63.6%	-32.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.9	7.4	7.6	8.3	8.9	9.7	9.9	10.2	8.3	15.1	81.2%	-18.5%
Food Service	10.1	11.2	11.6	12.3	12.8	13.5	14.1	14.8	10.3	16.6	61.2%	-30.5%
Food Stores	4.8	5.1	5.3	5.5	5.5	5.5	5.6	5.7	4.0	5.5	36.2%	-30.2%
Local Tran. & Gas	3.6	5.2	5.1	4.2	4.0	4.4	5.0	5.1	2.9	5.5	93.7%	-44.2%
Arts, Ent. & Rec.	6.1	5.3	5.4	5.5	5.7	5.8	5.9	6.0	3.8	5.6	46.0%	-37.0%
Retail Sales	7.1	6.0	6.1	6.2	6.2	6.3	6.3	6.5	3.6	5.6	55.0%	-44.4%
TOTAL	37.7	40.2	41.1	42.0	43.1	45.2	46.7	48.4	32.9	53.8	63.6%	-32.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Baker County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	6.8	8.0	8.3	8.7	9.3	10.4	10.9	11.6	9.8	12.9	31.4%	-15.4%
Arts, Ent. & Rec.	1.7	2.1	2.1	2.2	2.3	2.4	2.4	2.6	3.4	3.3	-1.0%	32.0%
Retail**	1.6	1.6	1.6	1.7	1.8	1.8	1.9	1.9	2.2	2.4	7.9%	14.2%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.3	9.0%	-10.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	1.1%	2.0%
TOTAL	10.3	11.9	12.3	12.9	13.7	15.0	15.6	16.5	15.8	19.0	20.6%	-4.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	450	400	400	400	390	420	440	450	370	440	19.3%	-18.1%
Arts, Ent. & Rec.	290	220	220	220	210	220	210	220	290	260	-10.0%	33.3%
Retail**	100	80	80	80	90	90	80	90	90	90	5.6%	4.5%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	2.3%	-6.8%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-4.1%	-7.3%
TOTAL	850	710	720	710	700	740	740	770	770	810	5.2%	0.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.5	0.8	65.1%	-14.0%
State Tax Receipts	1.0	1.2	1.2	1.2	1.3	1.5	1.6	1.6	1.3	1.8	35.4%	-18.7%
TOTAL	1.3	1.6	1.6	1.7	1.8	2.0	2.1	2.2	1.8	2.6	43.3%	-17.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Baker County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$98	\$192	\$272	\$532	2.8	2.0
Private Home	\$35	\$124	\$84	\$297	2.4	3.6
Other Overnight	\$47	\$151	\$122	\$395	2.6	3.2
All Overnight	\$102	\$268	\$265	\$707	2.6	2.7

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	179,660	137,470	272,180	73,490	50,310	98,330
Private Home	207,110	169,760	208,120	79,480	70,660	86,620
Other Overnight	285,650	196,530	215,670	86,000	75,390	82,610
All Overnight	672,420	503,770	695,970	238,980	196,360	267,560

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	94,980	71,430	138,870	38,850	26,010	50,220
Private Home	68,100	47,670	58,450	26,130	19,840	24,330
Other Overnight	87,100	61,040	67,060	26,150	23,330	25,600
All Overnight	250,180	180,140	264,380	91,140	69,180	100,140

Benton County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$98,716
Employee Earnings generated by \$100 Visitor Spending	\$24
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	3%
Overnight Visitor Day Share of Resident Population**	5%

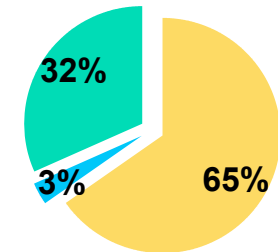
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

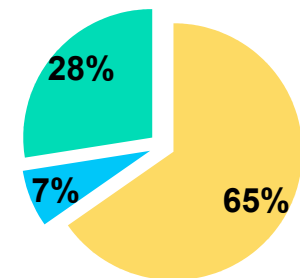
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Benton County



Oregon



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

Benton County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	75.5	115.5	115.3	116.9	118.0	122.0	134.3	142.7	77.6	162.0	▲ 108.9%	▲ 4.3%
Other	9.3	15.8	15.4	13.0	13.2	14.5	15.2	15.7	8.1	13.5	▲ 66.0%	▲ 2.1%
Visitor	66.2	99.8	99.9	103.9	104.8	107.5	119.1	127.0	69.4	148.5	▲ 113.9%	▲ 4.6%
Earnings (\$Million)												
Earnings (Current \$)	19.7	28.0	30.5	31.7	34.1	35.8	38.3	40.6	32.3	37.7	▲ 16.5%	▲ 3.7%
Employment (Jobs)												
Employment	1,320	1,530	1,600	1,700	1,750	1,790	1,870	1,910	1,440	1,560	▲ 7.9%	▲ 0.9%
Tax Revenue (\$Million)												
Total (Current \$)	3.0	4.9	5.0	5.3	5.6	6.1	6.6	7.4	4.9	8.2	▲ 68.1%	▲ 5.6%
Local	0.8	1.4	1.5	1.6	1.7	1.8	2.0	2.5	1.7	3.5	▲ 104.6%	▲ 8.8%
State	2.3	3.5	3.6	3.7	3.9	4.3	4.6	4.9	3.1	4.6	▲ 48.0%	▲ 4.1%

Notes:
 Calendar year 2020 has been revised since the release of the April 2021 report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.
 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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

Benton County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	66.2	99.8	99.9	103.9	104.8	107.5	119.1	127.0	69.4	148.5	113.9%	-45.3%
Other Travel*	9.3	15.8	15.4	13.0	13.2	14.5	15.2	15.7	8.1	13.5	66.0%	-48.3%
TOTAL	75.5	115.5	115.3	116.9	118.0	122.0	134.3	142.7	77.6	162.0	108.9%	-45.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	22.1	41.8	42.0	44.4	45.2	46.1	53.0	58.3	28.5	72.9	155.3%	-51.0%
Hotel, Motel										54.6		
STVR										18.3		
Private Home	20.3	27.7	27.7	28.2	28.2	29.2	31.2	31.9	21.8	35.2	61.5%	-31.8%
Campground	2.1	2.7	2.7	2.7	2.8	2.8	3.0	3.1	2.6	2.9	10.9%	-15.4%
2nd Home	0.5	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.6	0.7	14.3%	-18.5%
Day Travel	21.2	27.0	27.0	27.9	28.0	28.6	31.2	33.0	15.9	36.9	132.0%	-51.8%
TOTAL	66.2	99.8	99.9	103.9	104.8	107.5	119.1	127.0	69.4	148.5	113.9%	-45.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	9.6	18.0	18.7	20.8	21.9	22.5	25.3	27.4	16.7	40.0	139.8%	-39.1%
Food Service	18.4	29.0	29.4	31.5	32.3	33.3	37.1	40.3	20.1	42.4	110.8%	-50.0%
Food Stores	7.3	10.2	10.5	11.0	10.8	10.9	11.5	12.0	8.0	14.8	84.5%	-32.9%
Local Tran. & Gas	6.5	13.7	12.8	10.9	10.1	10.9	13.3	14.0	5.8	14.4	148.0%	-58.6%
Arts, Ent. & Rec.	10.9	13.1	13.0	13.6	13.7	13.8	14.9	15.6	8.5	16.1	89.6%	-45.6%
Retail Sales	13.6	15.8	15.6	16.1	16.0	16.0	17.0	17.7	10.3	20.8	101.8%	-41.9%
TOTAL	66.2	99.8	99.9	103.9	104.8	107.5	119.1	127.0	69.4	148.5	113.9%	-45.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Benton County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	11.5	18.4	20.2	20.8	22.4	23.6	26.5	27.8	21.0	24.7	17.5%	-24.4%
Arts, Ent. & Rec.	3.7	4.4	4.9	5.2	5.5	5.7	5.4	5.9	4.4	5.3	19.3%	-24.5%
Retail**	2.7	3.5	3.6	3.8	3.9	4.0	4.3	4.5	4.9	5.5	14.1%	8.3%
Ground Tran.	0.3	0.5	0.5	0.6	0.6	0.6	0.7	0.8	0.5	0.6	16.3%	-32.7%
Other Travel*	1.4	1.2	1.3	1.4	1.8	1.9	1.5	1.6	1.5	1.5	1.3%	-10.0%
TOTAL	19.7	28.0	30.5	31.7	34.1	35.8	38.3	40.6	32.3	37.7	16.5%	-20.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	730	880	940	960	990	1,000	1,060	1,060	790	840	6.9%	-25.4%
Arts, Ent. & Rec.	350	420	430	500	510	530	560	590	410	450	9.7%	-31.4%
Retail**	160	170	170	170	170	170	180	180	180	200	10.5%	-1.3%
Ground Tran.	10	20	20	20	20	20	20	20	10	10	9.2%	-30.3%
Other Travel*	70	50	50	50	70	70	50	60	50	50	-0.5%	-9.5%
TOTAL	1,320	1,530	1,600	1,700	1,750	1,790	1,870	1,910	1,440	1,560	8.3%	-24.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.4	1.5	1.6	1.7	1.8	2.0	2.5	1.7	3.5	104.6%	-32.3%
State Tax Receipts	2.3	3.5	3.6	3.7	3.9	4.3	4.6	4.9	3.1	4.6	48.0%	-35.7%
TOTAL	3.0	4.9	5.0	5.3	5.6	6.1	6.6	7.4	4.9	8.2	68.1%	-34.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Benton County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$103	\$188	\$288	\$522	2.8	1.8
Private Home	\$37	\$113	\$88	\$266	2.4	3.0
Other Overnight	\$55	\$160	\$146	\$426	2.7	2.9
All Overnight	\$108	\$255	\$273	\$658	2.5	2.4

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	541,160	273,820	704,350	220,590	101,400	253,050
Private Home	946,570	618,690	939,080	369,980	262,530	398,480
Other Overnight	89,660	61,050	64,950	26,420	22,900	24,370
All Overnight	1,577,390	953,560	1,708,380	616,990	386,830	675,900

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	325,350	154,370	387,830	132,620	56,480	139,560
Private Home	368,210	205,800	312,380	143,920	87,330	132,550
Other Overnight	29,790	20,850	22,190	8,820	7,860	8,360
All Overnight	723,350	381,020	722,390	285,360	151,660	280,480

Clackamas County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$78,050
Employee Earnings generated by \$100 Visitor Spending	\$43
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	3%
Overnight Visitor Day Share of Resident Population**	5%

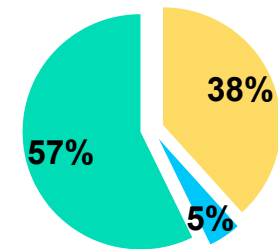
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

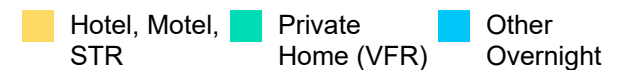
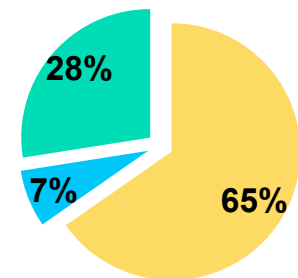
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Clackamas County



Oregon



Clackamas County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	344.6	533.1	551.6	563.0	596.0	611.3	625.6	638.6	267.1	523.8	▲ 96.1%	▲ 2.4%
Other	38.1	88.9	89.2	78.4	83.1	80.6	88.2	89.9	49.1	72.9	▲ 48.5%	▲ 3.7%
Visitor	306.5	444.2	462.4	484.6	512.9	530.7	537.4	548.7	218.0	450.9	▲ 106.8%	▲ 2.2%
Earnings (\$Million)												
Earnings (Current \$)	88.5	134.5	142.9	154.1	166.6	175.0	189.7	225.7	175.9	204.3	▲ 16.1%	▲ 4.8%
Employment (Jobs)												
Employment	4,710	5,630	5,820	6,010	6,270	6,430	6,580	7,360	5,560	6,050	▲ 8.8%	▲ 1.4%
Tax Revenue (\$Million)												
Total (Current \$)	11.3	19.6	20.5	22.1	23.8	26.2	26.9	28.8	17.2	23.9	▲ 38.5%	▲ 4.2%
Local	2.0	4.3	4.6	5.4	5.9	6.2	6.0	6.0	2.9	4.3	▲ 49.7%	▲ 4.3%
State	9.2	15.4	15.8	16.7	17.9	20.1	20.9	22.8	14.3	19.5	▲ 36.2%	▲ 4.2%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Clackamas County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	306.5	444.2	462.4	484.6	512.9	530.7	537.4	548.7	218.0	450.9	106.8%	-60.3%
Other Travel*	38.1	88.9	89.2	78.4	83.1	80.6	88.2	89.9	49.1	72.9	48.5%	-45.4%
TOTAL	344.6	533.1	551.6	563.0	596.0	611.3	625.6	638.6	267.1	523.8	96.1%	-58.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	95.7	160.1	169.6	184.6	202.5	212.1	210.6	212.6	65.5	126.9	93.7%	-69.2%
Hotel, Motel										106.2		
STVR										20.7		
Private Home	113.4	157.8	162.6	165.5	170.4	175.3	180.9	186.0	86.7	189.9	119.1%	-53.4%
Campground	7.9	12.8	12.9	13.2	13.5	13.6	14.2	14.8	12.3	7.8	-36.8%	-16.7%
2nd Home	5.4	7.4	7.5	7.6	7.6	7.9	8.2	8.4	6.7	7.7	14.3%	-19.8%
Day Travel	84.2	106.2	109.8	113.8	118.8	121.7	123.6	126.9	46.8	118.7	153.6%	-63.1%
TOTAL	306.5	444.2	462.4	484.6	512.9	530.7	537.4	548.7	218.0	450.9	106.8%	-60.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	41.7	73.7	79.5	90.9	101.8	106.2	103.9	103.8	44.2	70.7	60.1%	-57.4%
Food Service	89.3	137.2	144.7	154.6	165.9	173.1	177.2	184.8	70.4	154.6	119.5%	-61.9%
Food Stores	24.2	35.1	36.9	38.7	39.3	39.4	39.6	40.6	21.5	40.4	87.9%	-47.1%
Local Tran. & Gas	30.9	57.4	57.0	51.0	50.9	55.3	60.2	60.6	21.8	52.2	139.3%	-64.0%
Arts, Ent. & Rec.	41.3	49.3	50.9	53.1	55.7	56.6	56.9	57.8	16.8	33.7	100.2%	-70.9%
Retail Sales	79.0	91.5	93.5	96.5	99.4	100.0	99.5	100.9	43.3	99.4	129.5%	-57.1%
TOTAL	306.5	444.2	462.4	484.6	512.9	530.7	537.4	548.7	218.0	450.9	106.8%	-60.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Clackamas County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	53.8	84.0	89.2	97.5	103.7	113.3	126.3	159.0	124.3	147.8	18.9%	-21.8%
Arts, Ent. & Rec.	12.4	17.6	18.7	19.7	21.3	22.2	23.0	24.3	18.9	22.5	19.0%	-22.3%
Retail**	12.2	15.5	16.3	17.3	18.4	19.2	19.7	20.4	17.0	18.5	8.8%	-16.7%
Ground Tran.	3.3	4.7	5.0	5.3	5.9	6.4	6.5	7.0	3.9	4.2	8.3%	-44.8%
Other Travel*	6.7	12.8	13.7	14.3	17.2	13.9	14.1	15.1	11.9	11.3	-4.8%	-20.9%
TOTAL	88.5	134.5	142.9	154.1	166.6	175.0	189.7	225.7	175.9	204.3	16.1%	-22.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,860	3,450	3,570	3,740	3,880	4,060	4,230	5,000	3,850	4,200	9.1%	-23.0%
Arts, Ent. & Rec.	920	1,070	1,100	1,140	1,210	1,220	1,210	1,190	840	980	16.5%	-29.3%
Retail**	520	600	610	600	620	640	630	640	490	500	3.8%	-24.0%
Ground Tran.	140	150	150	160	160	170	160	170	100	100	1.7%	-42.8%
Other Travel*	260	370	390	390	410	340	350	360	300	270	-7.3%	-19.0%
TOTAL	4,710	5,630	5,820	6,010	6,270	6,430	6,580	7,360	5,560	6,050	8.8%	-24.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.0	4.3	4.6	5.4	5.9	6.2	6.0	6.0	2.9	4.3	49.7%	-51.6%
State Tax Receipts	9.2	15.4	15.8	16.7	17.9	20.1	20.9	22.8	14.3	19.5	36.2%	-37.2%
TOTAL	11.3	19.6	20.5	22.1	23.8	26.2	26.9	28.8	17.2	23.9	38.5%	-40.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Clackamas County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$94	\$193	\$234	\$490	2.5	2.1
Private Home	\$35	\$127	\$68	\$250	1.9	3.7
Other Overnight	\$43	\$143	\$107	\$356	2.5	3.3
All Overnight	\$65	\$203	\$131	\$432	2.0	3.3

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,475,970	641,310	1,349,530	696,550	283,140	541,750
Private Home	5,345,610	2,780,420	5,397,850	2,588,330	1,371,880	2,809,460
Other Overnight	639,720	441,450	358,490	197,500	173,860	144,620
All Overnight	7,461,300	3,863,180	7,105,860	3,482,380	1,828,890	3,495,830

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	744,030	303,180	656,240	339,790	127,510	258,870
Private Home	1,733,820	771,360	1,497,500	812,980	377,670	759,640
Other Overnight	193,440	135,640	108,290	59,460	53,120	43,440
All Overnight	2,671,280	1,210,180	2,262,020	1,212,230	558,300	1,061,950

Clatsop County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$76,637
Employee Earnings generated by \$100 Visitor Spending	\$45
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2021)	25%
Overnight Visitor Day Share of Resident Population**	24%

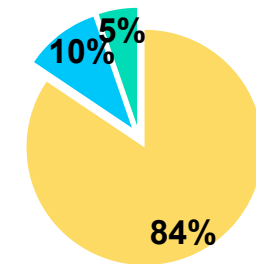
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

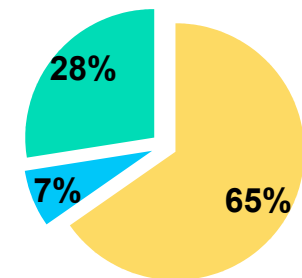
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Clatsop County



Oregon



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

Clatsop County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	317.6	467.4	516.4	539.1	550.6	561.1	582.9	601.3	482.0	492.5	▲ 2.2%	▲ 2.5%
Other	10.6	7.1	7.0	5.8	4.5	5.0	5.8	5.9	2.8	5.1	▲ 86.6%	▼ -4.0%
Visitor	307.0	460.2	509.4	533.3	546.1	556.1	577.2	595.5	479.3	487.4	▲ 1.7%	▲ 2.6%
Earnings (\$Million)												
Earnings (Current \$)	92.1	134.4	142.3	156.8	164.4	177.7	203.0	215.7	185.8	221.5	▲ 19.2%	▲ 5.0%
Employment (Jobs)												
Employment	4,760	5,280	5,470	5,800	5,990	6,210	6,620	6,830	5,790	6,380	▲ 10.3%	▲ 1.6%
Tax Revenue (\$Million)												
Total (Current \$)	12.0	19.8	21.6	23.7	24.5	27.0	28.8	29.6	30.3	29.3	▼ -3.5%	▲ 5.1%
Local	4.9	8.3	9.3	10.5	10.7	11.1	11.5	11.6	14.4	12.4	▼ -14.1%	▲ 5.3%
State	7.1	11.5	12.3	13.2	13.8	15.9	17.3	18.0	15.9	16.9	▲ 6.1%	▲ 5.0%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Clatsop County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	307.0	460.2	509.4	533.3	546.1	556.1	577.2	595.5	479.3	487.4	1.7%	-19.5%
Other Travel*	10.6	7.1	7.0	5.8	4.5	5.0	5.8	5.9	2.8	5.1	86.6%	-52.9%
TOTAL	317.6	467.4	516.4	539.1	550.6	561.1	582.9	601.3	482.0	492.5	2.2%	-19.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	133.8	238.7	270.5	287.4	295.2	302.7	314.8	323.6	328.7	305.4	-7.1%	1.6%
Hotel, Motel										223.4		
STVR										82.0		
Private Home	11.4	15.2	15.4	15.2	15.4	15.8	16.5	17.0	19.3	19.3	-0.1%	13.6%
Campground	20.8	23.9	24.2	24.7	25.4	25.5	26.6	27.7	18.1	22.3	22.8%	-34.6%
2nd Home	10.7	13.7	14.0	14.1	14.2	14.7	15.2	15.6	12.7	14.5	14.3%	-18.5%
Day Travel	130.2	168.8	185.3	191.9	195.9	197.4	204.1	211.6	100.4	125.9	25.4%	-52.5%
TOTAL	307.0	460.2	509.4	533.3	546.1	556.1	577.2	595.5	479.3	487.4	1.7%	-19.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	65.8	109.6	122.6	136.1	141.3	146.8	151.5	153.8	193.6	191.3	-1.2%	25.9%
Food Service	85.3	137.0	155.0	166.3	173.9	177.1	184.7	194.8	125.6	122.8	-2.2%	-35.5%
Food Stores	27.7	37.9	41.6	43.7	43.8	43.2	43.9	45.4	31.8	37.9	19.4%	-30.0%
Local Tran. & Gas	24.4	52.2	55.0	46.6	44.2	47.4	53.5	54.3	36.2	38.7	6.9%	-33.3%
Arts, Ent. & Rec.	46.8	56.9	62.6	65.5	67.1	66.8	68.2	70.0	42.3	42.3	-0.2%	-39.5%
Retail Sales	56.9	66.7	72.5	75.1	75.8	74.7	75.5	77.2	49.7	54.3	9.2%	-35.6%
TOTAL	307.0	460.2	509.4	533.3	546.1	556.1	577.2	595.5	479.3	487.4	1.7%	-19.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Clatsop County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	62.4	100.5	105.7	118.0	123.9	136.3	158.2	168.6	136.9	167.3	22.2%	-18.8%
Arts, Ent. & Rec.	14.5	17.9	18.8	19.8	21.0	21.5	23.4	24.9	22.0	25.6	16.0%	-11.6%
Retail**	10.6	13.6	15.1	16.1	16.8	17.1	18.5	18.9	23.4	26.3	12.1%	23.7%
Ground Tran.	1.2	1.8	2.1	2.2	2.4	2.5	2.6	2.8	3.1	1.8	-42.7%	8.1%
Other Travel*	3.4	0.7	0.7	0.7	0.2	0.2	0.3	0.3	0.3	0.6	85.0%	2.4%
TOTAL	92.1	134.4	142.3	156.8	164.4	177.7	203.0	215.7	185.8	221.5	19.2%	-13.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,310	3,810	3,910	4,190	4,380	4,630	4,980	5,190	4,150	4,610	11.0%	-20.0%
Arts, Ent. & Rec.	790	810	840	860	850	850	880	880	770	890	14.8%	-12.1%
Retail**	540	580	630	660	680	660	680	680	770	820	6.2%	13.2%
Ground Tran.	50	60	60	60	70	70	70	70	80	40	-46.2%	12.1%
Other Travel*	70	30	30	30	10	10	10	10	10	20	68.9%	-5.9%
TOTAL	4,760	5,280	5,470	5,800	5,990	6,210	6,620	6,830	5,790	6,380	10.2%	-15.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	4.9	8.3	9.3	10.5	10.7	11.1	11.5	11.6	14.4	12.4	-14.1%	24.6%
State Tax Receipts	7.1	11.5	12.3	13.2	13.8	15.9	17.3	18.0	15.9	16.9	6.1%	-11.5%
TOTAL	12.0	19.8	21.6	23.7	24.5	27.0	28.8	29.6	30.3	29.3	-3.5%	2.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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



Clatsop County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$134	\$276	\$371	\$766	2.8	2.1
Private Home	\$33	\$118	\$79	\$283	2.4	3.6
Other Overnight	\$51	\$166	\$130	\$427	2.6	3.3
All Overnight	\$186	\$447	\$495	\$1,205	2.7	2.4

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	2,417,030	2,616,950	2,285,260	988,760	956,500	822,750
Private Home	513,180	622,990	583,830	196,950	259,290	242,990
Other Overnight	1,050,280	647,820	723,080	320,670	254,090	282,680
All Overnight	3,980,490	3,887,750	3,592,170	1,506,380	1,469,880	1,348,430

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,277,810	1,364,130	1,106,060	522,730	496,360	398,950
Private Home	168,740	174,950	163,950	64,760	72,810	68,240
Other Overnight	317,690	197,580	221,140	96,720	77,210	86,130
All Overnight	1,764,240	1,736,670	1,491,150	684,200	646,380	553,310

Columbia County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$50,089
Employee Earnings generated by \$100 Visitor Spending	\$44
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	4%
Overnight Visitor Day Share of Resident Population**	3%

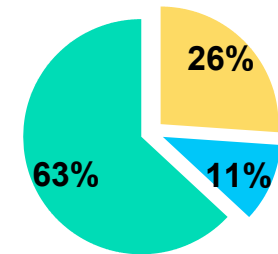
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

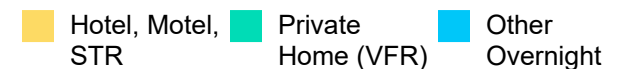
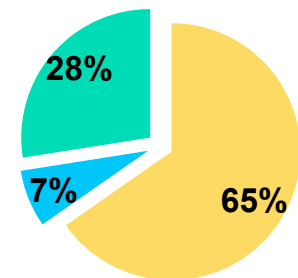
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Columbia County



Oregon



Columbia County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	25.8	36.4	38.4	36.9	37.3	39.3	41.5	42.7	25.0	39.2	▲ 56.6%	▲ 2.3%
Other	4.0	8.0	7.7	6.1	5.9	6.6	7.6	7.7	3.6	6.7	▲ 86.6%	▲ 3.0%
Visitor	21.8	28.3	30.7	30.8	31.5	32.7	33.9	35.0	21.4	32.5	▲ 51.5%	▲ 2.2%
Earnings (\$Million)												
Earnings (Current \$)	5.8	9.2	10.0	10.6	11.4	12.9	13.8	14.5	12.5	14.9	▲ 19.0%	▲ 5.3%
Employment (Jobs)												
Employment	440	560	580	610	630	680	700	740	580	670	▲ 15.0%	▲ 2.4%
Tax Revenue (\$Million)												
Total (Current \$)	0.9	1.3	1.4	1.4	1.5	1.7	1.8	1.8	1.3	1.7	▲ 32.8%	▲ 3.8%
State	0.9	1.3	1.4	1.4	1.5	1.7	1.8	1.8	1.3	1.7	▲ 32.8%	▲ 3.8%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Columbia County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	21.8	28.3	30.7	30.8	31.5	32.7	33.9	35.0	21.4	32.5	51.5%	-38.8%
Other Travel*	4.0	8.0	7.7	6.1	5.9	6.6	7.6	7.7	3.6	6.7	86.6%	-53.5%
TOTAL	25.8	36.4	38.4	36.9	37.3	39.3	41.5	42.7	25.0	39.2	56.6%	-41.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	4.0	3.5	4.4	4.8	5.0	5.2	5.3	5.5	5.6	6.0	7.5%	0.8%
Hotel, Motel										4.6		
STVR										1.4		
Private Home	8.8	11.9	12.7	12.4	12.6	13.1	13.7	14.1	8.6	14.4	67.0%	-38.7%
Campground	0.7	2.5	2.5	2.6	2.7	2.7	2.8	2.9	1.8	2.1	11.6%	-36.6%
2nd Home	0.3	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.5	14.9%	-21.9%
Day Travel	8.0	10.0	10.6	10.6	10.8	11.2	11.6	12.0	5.0	9.6	91.3%	-58.3%
TOTAL	21.8	28.3	30.7	30.8	31.5	32.7	33.9	35.0	21.4	32.5	51.5%	-38.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.0	2.2	2.7	3.1	3.2	3.3	3.4	3.5	3.7	3.8	2.7%	5.0%
Food Service	6.3	8.8	9.6	9.8	10.3	10.8	11.4	11.9	7.0	11.0	58.2%	-41.7%
Food Stores	3.6	5.2	5.7	5.7	5.8	5.8	5.9	6.1	3.9	6.2	56.8%	-35.7%
Local Tran. & Gas	2.0	3.6	3.6	3.0	2.9	3.2	3.6	3.6	2.1	3.7	81.3%	-43.0%
Arts, Ent. & Rec.	3.4	3.7	4.0	4.0	4.1	4.2	4.3	4.4	1.7	2.4	44.9%	-62.5%
Retail Sales	4.5	4.9	5.2	5.1	5.2	5.3	5.3	5.4	3.2	5.4	70.8%	-41.9%
TOTAL	21.8	28.3	30.7	30.8	31.5	32.7	33.9	35.0	21.4	32.5	51.5%	-38.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Columbia County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	3.3	6.1	6.7	7.3	8.0	9.4	10.2	10.8	8.9	11.0	23.4%	-16.8%
Arts, Ent. & Rec.	1.1	1.2	1.3	1.3	1.2	1.3	1.3	1.3	0.9	1.0	15.5%	-34.2%
Retail**	1.0	1.3	1.5	1.5	1.5	1.6	1.7	1.7	2.0	2.1	7.1%	12.1%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	2.0%	-6.0%
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.8%	1.2%
TOTAL	5.8	9.2	10.0	10.6	11.4	12.9	13.8	14.5	12.5	14.9	19.0%	-14.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	240	340	350	370	390	420	430	440	360	420	17.0%	-19.8%
Arts, Ent. & Rec.	120	140	140	140	150	170	170	190	130	150	17.7%	-35.3%
Retail**	60	60	70	70	70	70	70	70	70	80	6.8%	5.2%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-4.3%	-2.5%
Other Travel*	20	20	20	20	20	20	20	20	20	20	0.1%	-8.0%
TOTAL	440	560	580	610	630	680	700	740	580	670	15.5%	-21.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
State Tax Receipts	0.9	1.3	1.4	1.4	1.5	1.7	1.8	1.8	1.3	1.7	32.8%	-29.3%
TOTAL	0.9	1.3	1.4	1.4	1.5	1.7	1.8	1.8	1.3	1.7	32.8%	-29.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Columbia County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$82	\$177	\$221	\$478	2.7	2.2
Private Home	\$27	\$96	\$52	\$188	2.0	3.6
Other Overnight	\$44	\$143	\$111	\$361	2.5	3.3
All Overnight	\$43	\$144	\$88	\$300	2.1	3.4

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	53,330	66,810	73,240	22,460	25,810	27,020
Private Home	544,420	348,090	542,780	256,580	178,360	278,120
Other Overnight	96,630	53,010	56,400	29,700	21,200	22,560
All Overnight	694,380	467,910	672,420	308,740	225,370	327,700

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	26,130	31,690	33,790	11,010	12,040	12,500
Private Home	175,540	96,060	149,790	82,730	49,220	76,750
Other Overnight	29,560	16,450	17,510	9,030	6,520	6,930
All Overnight	231,230	144,210	201,090	102,760	67,780	96,190

Coos County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$68,513
Employee Earnings generated by \$100 Visitor Spending	\$41
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	10%
Overnight Visitor Day Share of Resident Population**	10%

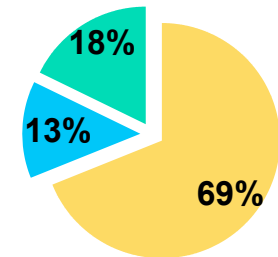
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

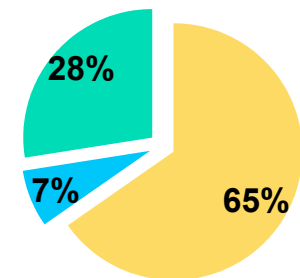
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Coos County



Oregon



Coos County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	180.5	243.9	252.6	260.1	265.5	271.0	277.8	288.5	184.6	228.3	▲ 23.7%	▲ 1.3%
Other	8.9	11.7	11.2	9.4	9.1	9.8	11.1	11.3	5.3	9.6	▲ 82.2%	▲ 0.4%
Visitor	171.5	232.2	241.3	250.8	256.4	261.2	266.7	277.3	179.3	218.6	▲ 22.0%	▲ 1.4%
Earnings (\$Million)												
Earnings (Current \$)	48.3	63.5	66.6	72.0	76.5	79.2	84.4	90.0	82.9	95.5	▲ 15.2%	▲ 3.9%
Employment (Jobs)												
Employment	3,110	3,010	3,030	3,140	3,290	3,290	3,320	3,360	2,980	3,290	▲ 10.3%	▲ 0.3%
Tax Revenue (\$Million)												
Total (Current \$)	5.7	7.6	7.9	8.5	8.9	9.8	10.1	10.6	8.6	10.2	▲ 17.7%	▲ 3.3%
Local	1.2	1.2	1.2	1.4	1.4	1.5	1.5	1.5	1.4	1.7	▲ 22.2%	▲ 2.0%
State	4.5	6.5	6.7	7.1	7.5	8.3	8.6	9.0	7.2	8.5	▲ 16.8%	▲ 3.6%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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



Coos County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	171.5	232.2	241.3	250.8	256.4	261.2	266.7	277.3	179.3	218.6	22.0%	-35.3%
Other Travel*	8.9	11.7	11.2	9.4	9.1	9.8	11.1	11.3	5.3	9.6	82.2%	-53.0%
TOTAL	180.5	243.9	252.6	260.1	265.5	271.0	277.8	288.5	184.6	228.3	23.7%	-36.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	66.2	102.1	108.3	115.0	118.8	122.5	122.9	127.9	92.1	118.4	28.6%	-28.0%
Hotel, Motel										101.6		
STVR										16.7		
Private Home	22.7	28.1	27.7	28.0	27.8	27.9	29.0	29.9	31.8	30.8	-3.2%	6.6%
Campground	17.0	20.3	20.6	20.9	21.5	21.6	22.5	23.5	17.3	19.2	11.3%	-26.4%
2nd Home	2.9	3.5	3.5	3.6	3.6	3.7	3.8	3.9	3.2	3.6	14.3%	-18.5%
Day Travel	62.8	78.3	81.2	83.3	84.8	85.6	88.4	92.2	34.9	46.6	33.4%	-62.1%
TOTAL	171.5	232.2	241.3	250.8	256.4	261.2	266.7	277.3	179.3	218.6	22.0%	-35.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	33.3	47.6	50.1	55.5	58.8	61.5	59.1	60.8	53.8	69.7	29.4%	-11.4%
Food Service	43.8	64.1	68.4	72.8	76.0	77.7	80.8	85.8	48.2	55.3	14.8%	-43.9%
Food Stores	17.8	23.0	24.1	25.1	25.1	24.7	25.1	26.1	18.6	21.0	12.6%	-28.6%
Local Tran. & Gas	15.1	29.1	28.9	24.4	23.0	24.8	27.9	28.6	16.1	21.2	31.8%	-43.7%
Arts, Ent. & Rec.	33.3	37.0	38.4	39.8	40.7	40.6	41.4	42.8	21.9	24.9	13.4%	-48.7%
Retail Sales	25.2	27.6	28.3	29.1	29.2	28.9	29.1	30.0	19.1	21.7	13.6%	-36.1%
Visitor Air Tran.	3.1	3.7	3.0	4.0	3.6	3.1	3.2	3.3	1.5	4.9	226.2%	-54.8%
TOTAL	171.5	232.2	241.3	250.8	256.4	261.2	266.7	277.3	179.3	218.6	22.0%	-35.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Coos County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	29.8	40.4	42.6	46.5	49.6	51.2	55.7	60.1	54.2	64.9	19.8%	-9.7%
Arts, Ent. & Rec.	8.8	11.3	11.4	12.0	12.5	12.8	12.8	13.8	11.5	12.2	6.4%	-16.3%
Retail**	5.6	6.8	7.2	7.6	7.9	8.0	8.2	8.4	10.3	10.8	4.9%	22.8%
Ground Tran.	0.7	1.0	1.1	1.1	1.2	1.3	1.4	1.5	1.4	2.0	43.1%	-6.9%
Other Travel*	3.3	4.0	4.3	4.8	5.2	5.8	6.2	6.3	5.5	5.6	0.8%	-11.9%
TOTAL	48.3	63.5	66.6	72.0	76.5	79.2	84.4	90.0	82.9	95.5	15.2%	-7.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,820	1,740	1,770	1,860	1,950	2,000	2,030	2,110	1,820	1,990	9.1%	-13.5%
Arts, Ent. & Rec.	860	850	820	830	860	820	820	800	670	790	18.2%	-15.5%
Retail**	290	300	310	320	330	330	320	310	360	360	1.2%	13.7%
Ground Tran.	30	30	30	30	30	30	30	40	30	50	34.3%	-3.5%
Other Travel*	110	90	90	100	110	110	120	110	100	100	2.5%	-12.1%
TOTAL	3,110	3,010	3,030	3,140	3,290	3,290	3,320	3,360	2,980	3,290	10.4%	-11.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.2	1.2	1.2	1.4	1.4	1.5	1.5	1.5	1.4	1.7	22.2%	-9.4%
State Tax Receipts	4.5	6.5	6.7	7.1	7.5	8.3	8.6	9.0	7.2	8.5	16.8%	-19.9%
TOTAL	5.7	7.6	7.9	8.5	8.9	9.8	10.1	10.6	8.6	10.2	17.7%	-18.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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



Coos County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$113	\$223	\$311	\$614	2.8	2.0
Private Home	\$37	\$132	\$87	\$312	2.3	3.6
Other Overnight	\$52	\$164	\$139	\$439	2.7	3.2
All Overnight	\$125	\$321	\$323	\$846	2.6	2.6

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,131,570	897,720	1,047,610	464,660	328,680	380,320
Private Home	833,630	998,770	832,380	325,000	416,790	354,510
Other Overnight	685,610	413,760	440,130	201,040	155,010	164,900
All Overnight	2,650,810	2,310,240	2,320,120	990,700	900,480	899,730

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	598,230	470,910	531,290	245,320	171,610	192,750
Private Home	274,100	280,480	233,750	106,140	116,920	98,630
Other Overnight	212,140	130,920	139,260	62,100	48,920	52,040
All Overnight	1,084,470	882,310	904,300	413,560	337,450	343,420

Crook County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$61,300
Employee Earnings generated by \$100 Visitor Spending	\$42
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	6%
Overnight Visitor Day Share of Resident Population**	7%

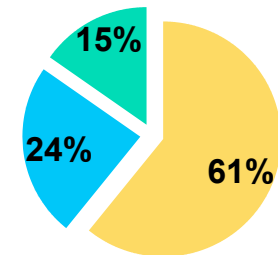
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

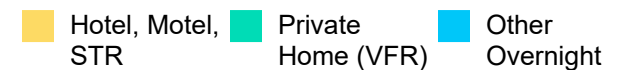
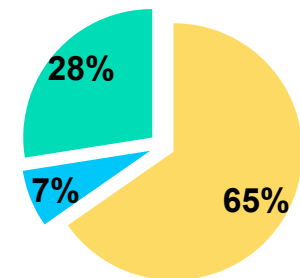
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Crook County



Oregon



Crook County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	20.9	40.4	40.3	42.1	44.2	45.9	48.9	52.8	36.9	44.5	▲ 20.4%	▲ 4.3%
Other	1.8	3.4	3.3	2.7	2.6	2.9	3.5	3.5	1.7	3.1	▲ 86.6%	▲ 3.2%
Visitor	19.2	37.0	37.1	39.4	41.6	43.0	45.4	49.3	35.3	41.4	▲ 17.3%	▲ 4.4%
Earnings (\$Million)												
Earnings (Current \$)	5.6	9.8	10.6	12.2	13.0	13.8	15.6	16.7	15.7	17.8	▲ 13.1%	▲ 6.6%
Employment (Jobs)												
Employment	400	490	510	570	580	580	680	710	680	690	▲ 0.8%	▲ 3.0%
Tax Revenue (\$Million)												
Total (Current \$)	0.8	1.2	1.3	1.4	1.5	1.7	1.8	2.0	1.6	1.9	▲ 13.5%	▲ 4.7%
Local	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.3	0.3	▲ 2.1%	▲ 1.8%
State	0.6	1.0	1.0	1.1	1.2	1.4	1.5	1.6	1.3	1.5	▲ 16.4%	▲ 5.6%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Crook County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	19.2	37.0	37.1	39.4	41.6	43.0	45.4	49.3	35.3	41.4	17.3%	-28.4%
Other Travel*	1.8	3.4	3.3	2.7	2.6	2.9	3.5	3.5	1.7	3.1	86.6%	-52.4%
TOTAL	20.9	40.4	40.3	42.1	44.2	45.9	48.9	52.8	36.9	44.5	20.4%	-30.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	3.8	16.3	16.4	18.0	19.5	20.4	21.8	24.4	19.2	21.4	11.0%	-21.1%
Hotel, Motel										16.6		
STVR										4.7		
Private Home	3.2	4.3	4.2	4.4	4.6	4.7	5.0	5.2	4.2	5.4	28.3%	-19.7%
Campground	5.6	6.7	6.8	6.9	7.1	7.1	7.4	7.8	6.0	6.7	11.4%	-22.2%
2nd Home	1.1	1.4	1.5	1.5	1.5	1.6	1.6	1.7	1.4	1.6	14.7%	-17.0%
Day Travel	5.4	8.2	8.2	8.6	8.9	9.2	9.7	10.2	4.4	6.3	43.3%	-56.9%
TOTAL	19.2	37.0	37.1	39.4	41.6	43.0	45.4	49.3	35.3	41.4	17.3%	-28.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.0	9.0	9.2	10.4	11.4	12.0	12.6	14.4	13.0	14.9	14.6%	-9.3%
Food Service	4.8	9.6	9.7	10.5	11.2	11.6	12.5	13.5	8.0	9.4	17.0%	-40.8%
Food Stores	3.5	5.0	5.1	5.4	5.5	5.5	5.7	6.0	4.5	5.4	19.9%	-24.0%
Local Tran. & Gas	1.5	3.5	3.3	2.8	2.8	3.0	3.5	3.6	2.2	3.0	35.3%	-38.5%
Arts, Ent. & Rec.	3.1	5.5	5.4	5.8	6.1	6.1	6.4	6.8	4.4	4.7	6.9%	-36.0%
Retail Sales	3.2	4.3	4.3	4.5	4.6	4.6	4.8	5.0	3.1	3.9	27.2%	-37.7%
TOTAL	19.2	37.0	37.1	39.4	41.6	43.0	45.4	49.3	35.3	41.4	17.3%	-28.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Crook County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	3.7	6.5	7.1	8.4	9.1	9.7	10.5	11.1	10.2	12.4	20.8%	-7.8%
Arts, Ent. & Rec.	0.9	1.9	2.0	2.2	2.3	2.4	3.3	3.6	3.1	3.0	-3.5%	-13.9%
Retail**	0.8	1.2	1.2	1.3	1.3	1.4	1.5	1.5	1.9	2.0	2.4%	26.5%
Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2	-27.0%	-2.4%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	34.1%	3.5%
TOTAL	5.6	9.8	10.6	12.2	13.0	13.8	15.6	16.7	15.7	17.8	13.1%	-5.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	210	240	250	290	300	310	330	330	300	340	12.3%	-9.5%
Arts, Ent. & Rec.	140	190	190	210	210	200	270	310	290	260	-11.5%	-4.3%
Retail**	40	50	50	60	60	60	60	60	70	70	2.3%	18.0%
Ground Tran.	0	10	10	10	10	10	10	10	10	0	-31.5%	1.2%
Other Travel*	10	10	10	10	10	10	10	10	10	10	30.0%	4.4%
TOTAL	400	490	510	570	580	580	680	710	680	690	1.5%	-4.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.3	0.3	2.1%	-6.4%
State Tax Receipts	0.6	1.0	1.0	1.1	1.2	1.4	1.5	1.6	1.3	1.5	16.4%	-19.1%
TOTAL	0.8	1.2	1.3	1.4	1.5	1.7	1.8	2.0	1.6	1.9	13.5%	-16.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Crook County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$114	\$202	\$316	\$561	2.8	1.8
Private Home	\$22	\$66	\$51	\$155	2.4	3.0
Other Overnight	\$44	\$127	\$116	\$334	2.6	2.9
All Overnight	\$90	\$223	\$231	\$577	2.6	2.5

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	218,610	187,270	187,940	89,110	68,280	67,580
Private Home	243,780	205,420	246,280	95,290	87,170	104,510
Other Overnight	274,360	177,970	189,390	81,310	67,280	71,600
All Overnight	736,750	570,660	623,600	265,710	222,730	243,690

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	131,430	110,340	105,760	53,570	40,030	38,080
Private Home	94,830	68,330	81,920	37,070	28,990	34,760
Other Overnight	92,110	61,570	65,520	27,450	23,390	24,890
All Overnight	318,370	240,240	253,210	118,090	92,410	97,740

Curry County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$71,353
Employee Earnings generated by \$100 Visitor Spending	\$44
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2021)	20%
Overnight Visitor Day Share of Resident Population**	20%

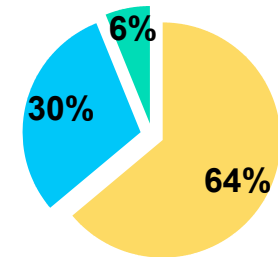
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

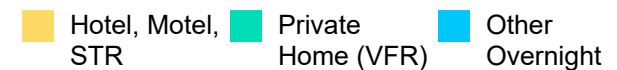
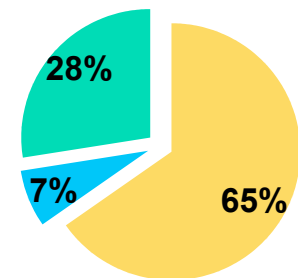
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Curry County



Oregon



Curry County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	101.8	121.9	123.6	127.0	130.4	132.6	138.3	143.0	111.8	157.4	▲ 40.9%	▲ 2.5%
Other	1.9	3.6	3.5	2.8	2.6	2.9	3.3	3.4	1.6	2.9	▲ 86.6%	▲ 2.5%
Visitor	99.9	118.3	120.2	124.2	127.8	129.7	135.0	139.6	110.2	154.5	▲ 40.2%	▲ 2.5%
Earnings (\$Million)												
Earnings (Current \$)	33.0	40.2	41.9	46.3	49.1	51.2	54.4	57.8	56.6	67.6	▲ 19.5%	▲ 4.1%
Employment (Jobs)												
Employment	1,970	1,800	1,790	1,910	2,010	2,040	2,120	2,200	2,020	2,170	▲ 7.4%	▲ 0.5%
Tax Revenue (\$Million)												
Total (Current \$)	2.8	3.6	3.7	4.0	4.2	4.6	4.8	5.0	4.7	6.1	▲ 28.0%	▲ 4.4%
Local	0.5	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.8	1.2	▲ 38.9%	▲ 5.2%
State	2.4	3.1	3.1	3.4	3.6	3.9	4.1	4.3	3.9	4.9	▲ 25.7%	▲ 4.2%

Notes:
 Calendar year 2020 has been revised since the release of the April 2021 report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.
 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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

Curry County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	99.9	118.3	120.2	124.2	127.8	129.7	135.0	139.6	110.2	154.5	40.2%	-21.1%
Other Travel*	1.9	3.6	3.5	2.8	2.6	2.9	3.3	3.4	1.6	2.9	86.6%	-53.2%
TOTAL	101.8	121.9	123.6	127.0	130.4	132.6	138.3	143.0	111.8	157.4	40.9%	-21.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	34.9	42.0	42.8	45.2	46.9	48.3	50.4	51.8	51.4	83.2	62.0%	-0.9%
Hotel, Motel										66.1		
STVR										17.1		
Private Home	5.5	7.1	7.1	7.2	7.2	7.3	7.6	7.8	8.0	7.8	-2.5%	2.9%
Campground	25.3	31.3	31.7	32.4	33.2	33.4	34.8	36.3	32.2	35.8	11.3%	-11.3%
2nd Home	2.9	3.5	3.6	3.6	3.6	3.7	3.8	3.9	3.2	3.6	14.3%	-18.5%
Day Travel	31.4	34.3	34.9	35.9	36.8	37.0	38.4	39.9	15.5	24.1	55.3%	-61.1%
TOTAL	99.9	118.3	120.2	124.2	127.8	129.7	135.0	139.6	110.2	154.5	40.2%	-21.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	20.2	23.7	24.0	26.3	27.8	29.0	29.8	30.4	35.9	55.0	53.2%	18.1%
Food Service	25.6	32.4	33.7	35.8	37.6	38.3	40.2	42.4	27.8	37.6	35.2%	-34.6%
Food Stores	13.6	16.6	17.2	17.9	18.0	17.6	18.0	18.7	15.4	18.8	22.1%	-17.9%
Local Tran. & Gas	8.3	13.8	13.2	11.1	10.5	11.3	12.9	13.1	8.5	13.5	59.8%	-35.1%
Arts, Ent. & Rec.	15.5	15.4	15.7	16.2	16.7	16.6	17.0	17.5	11.4	14.4	25.7%	-34.8%
Retail Sales	16.8	16.3	16.4	16.9	17.1	16.8	17.1	17.5	11.2	15.3	35.9%	-35.6%
TOTAL	99.9	118.3	120.2	124.2	127.8	129.7	135.0	139.6	110.2	154.5	40.2%	-21.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Curry County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	23.5	30.6	32.7	36.6	39.3	41.2	44.2	47.1	44.1	54.8	24.3%	-6.4%
Arts, Ent. & Rec.	5.0	4.5	3.9	4.1	4.1	4.1	4.1	4.4	4.3	4.3	0.8%	-2.8%
Retail**	4.1	4.5	4.7	4.9	5.1	5.2	5.4	5.6	7.5	7.8	4.2%	34.0%
Ground Tran.	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.5	-11.5%	3.8%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	25.2%	1.7%
TOTAL	33.0	40.2	41.9	46.3	49.1	51.2	54.4	57.8	56.6	67.6	19.5%	-2.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,260	1,220	1,220	1,310	1,400	1,420	1,450	1,510	1,330	1,500	13.0%	-12.3%
Arts, Ent. & Rec.	460	370	340	360	380	380	420	430	380	350	-8.4%	-11.6%
Retail**	230	190	210	220	220	220	230	230	290	300	3.9%	26.2%
Ground Tran.	20	10	10	10	10	10	10	10	20	10	-16.9%	7.6%
Other Travel*	10	10	10	10	10	10	10	10	10	10	13.8%	9.2%
TOTAL	1,970	1,800	1,790	1,910	2,010	2,040	2,120	2,200	2,020	2,170	7.4%	-8.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.5	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.8	1.2	38.9%	21.6%
State Tax Receipts	2.4	3.1	3.1	3.4	3.6	3.9	4.1	4.3	3.9	4.9	25.7%	-8.3%
TOTAL	2.8	3.6	3.7	4.0	4.2	4.6	4.8	5.0	4.7	6.1	28.0%	-4.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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



Curry County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$111	\$199	\$308	\$553	2.8	1.8
Private Home	\$34	\$101	\$79	\$239	2.4	3.0
Other Overnight	\$57	\$170	\$154	\$460	2.7	3.0
All Overnight	\$127	\$294	\$342	\$795	2.7	2.3

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	467,870	489,390	751,850	190,710	178,440	270,220
Private Home	230,240	253,020	231,360	89,990	107,360	98,170
Other Overnight	936,130	653,460	694,900	271,860	241,360	256,680
All Overnight	1,634,250	1,395,860	1,678,110	552,570	527,170	625,070

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	281,290	288,350	417,850	114,660	104,600	150,410
Private Home	89,560	84,160	76,960	35,010	35,710	32,660
Other Overnight	302,780	217,510	231,320	88,210	80,560	85,680
All Overnight	673,620	590,020	726,130	237,880	220,870	268,740

Deschutes County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$116,665
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2021)	6%
Overnight Visitor Day Share of Resident Population**	11%

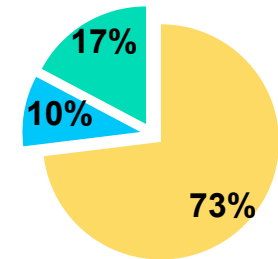
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

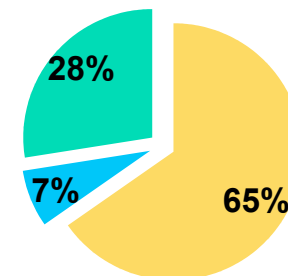
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Deschutes County



Oregon



Deschutes County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	318.7	596.1	622.8	663.7	715.8	759.6	814.5	886.5	568.1	909.7	▲ 60.1%	▲ 6.0%
Other	29.6	63.9	66.3	67.5	71.0	80.4	94.9	97.2	43.1	79.4	▲ 84.2%	▲ 5.6%
Visitor	289.1	532.2	556.5	596.2	644.9	679.2	719.7	789.4	525.1	830.3	▲ 58.1%	▲ 6.0%
Earnings (\$Million)												
Earnings (Current \$)	78.3	140.8	154.6	175.5	187.7	202.5	226.2	246.2	218.1	261.1	▲ 19.7%	▲ 6.9%
Employment (Jobs)												
Employment	4,180	5,870	6,270	6,740	6,970	7,110	7,560	7,870	6,600	7,300	▲ 10.5%	▲ 3.1%
Tax Revenue (\$Million)												
Total (Current \$)	13.8	23.9	25.6	28.4	31.3	35.3	37.5	41.9	35.6	48.0	▲ 35.1%	▲ 7.2%
Local	6.4	9.4	10.2	11.6	13.2	14.0	14.6	17.0	16.0	22.8	▲ 42.0%	▲ 7.3%
State	7.3	14.5	15.4	16.8	18.2	21.2	22.9	24.9	19.5	25.3	▲ 29.4%	▲ 7.1%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Deschutes County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	289.1	532.2	556.5	596.2	644.9	679.2	719.7	789.4	525.1	830.3	58.1%	-33.5%
Other Travel*	29.6	63.9	66.3	67.5	71.0	80.4	94.9	97.2	43.1	79.4	84.2%	-55.7%
TOTAL	318.7	596.1	622.8	663.7	715.8	759.6	814.5	886.5	568.1	909.7	60.1%	-35.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	141.8	296.3	314.6	343.9	381.2	401.8	426.0	480.2	322.1	543.6	68.7%	-32.9%
Hotel, Motel										303.1		
STVR										240.5		
Private Home	52.0	88.5	90.7	96.2	101.2	109.1	117.0	123.2	90.3	127.5	41.2%	-26.7%
Campground	20.7	25.9	26.2	26.7	27.4	27.6	28.8	30.1	30.8	34.2	11.3%	2.3%
2nd Home	22.4	35.9	36.6	36.9	37.2	39.0	40.4	41.4	33.8	38.6	14.3%	-18.5%
Day Travel	52.3	85.7	88.3	92.5	97.8	101.7	107.4	114.5	48.1	86.4	79.7%	-58.0%
TOTAL	289.1	532.2	556.5	596.2	644.9	679.2	719.7	789.4	525.1	830.3	58.1%	-33.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	69.3	134.4	146.3	165.8	187.4	197.6	204.2	237.7	211.4	350.9	66.0%	-11.1%
Food Service	72.9	144.4	152.1	165.5	181.3	189.8	202.8	222.1	116.3	169.0	45.3%	-47.6%
Food Stores	26.8	44.0	46.1	48.8	50.3	50.8	52.4	55.4	43.8	67.1	53.4%	-21.1%
Local Tran. & Gas	22.9	58.8	57.4	49.4	49.1	54.1	62.7	66.1	34.5	57.3	66.2%	-47.8%
Arts, Ent. & Rec.	40.4	60.3	62.2	65.8	70.2	71.9	74.9	79.5	48.9	62.6	28.0%	-38.4%
Retail Sales	46.0	67.1	68.4	71.6	75.0	76.1	78.5	82.8	51.5	77.1	49.7%	-37.8%
Visitor Air Tran.	10.8	23.2	23.9	29.3	31.6	38.8	44.2	45.8	18.7	46.4	148.0%	-59.2%
TOTAL	289.1	532.2	556.5	596.2	644.9	679.2	719.7	789.4	525.1	830.3	58.1%	-33.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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



Deschutes County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	52.5	100.7	111.0	128.4	136.6	148.8	166.3	181.6	156.0	191.0	22.4%	-14.1%
Arts, Ent. & Rec.	12.0	18.7	21.1	22.6	23.7	24.9	28.7	31.5	26.3	32.2	22.4%	-16.6%
Retail**	9.2	14.5	15.2	16.4	17.6	18.5	19.8	20.9	25.4	27.5	8.3%	21.6%
Ground Tran.	1.2	2.1	2.2	2.4	2.8	3.0	3.2	3.6	3.0	3.2	7.3%	-16.5%
Other Travel*	3.3	4.8	5.1	5.7	7.0	7.4	8.3	8.5	7.4	7.2	-2.8%	-13.0%
TOTAL	78.3	140.8	154.6	175.5	187.7	202.5	226.2	246.2	218.1	261.1	19.7%	-11.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,780	4,160	4,420	4,830	4,960	5,030	5,310	5,520	4,550	5,070	11.5%	-17.6%
Arts, Ent. & Rec.	740	900	1,010	1,030	1,080	1,140	1,260	1,350	1,020	1,180	14.9%	-24.2%
Retail**	460	600	620	650	650	660	690	700	770	790	2.8%	10.5%
Ground Tran.	50	70	70	70	80	80	80	90	70	70	0.7%	-13.5%
Other Travel*	140	140	150	160	200	200	220	210	190	180	-3.6%	-13.1%
TOTAL	4,180	5,870	6,270	6,740	6,970	7,110	7,560	7,870	6,600	7,300	10.6%	-16.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.4	9.4	10.2	11.6	13.2	14.0	14.6	17.0	16.0	22.8	42.0%	-5.7%
State Tax Receipts	7.3	14.5	15.4	16.8	18.2	21.2	22.9	24.9	19.5	25.3	29.4%	-21.6%
TOTAL	13.8	23.9	25.6	28.4	31.3	35.3	37.5	41.9	35.6	48.0	35.1%	-15.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Deschutes County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$148	\$338	\$404	\$925	2.7	2.3
Private Home	\$50	\$178	\$108	\$401	2.2	3.7
Other Overnight	\$44	\$144	\$110	\$366	2.5	3.3
All Overnight	\$163	\$454	\$404	\$1,165	2.5	2.9

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	2,817,460	1,906,050	3,674,770	1,186,380	733,710	1,344,610
Private Home	2,510,630	2,325,890	2,551,760	1,061,120	986,020	1,180,860
Other Overnight	2,042,110	1,567,600	1,669,690	638,150	619,270	659,670
All Overnight	7,370,200	5,799,540	7,896,210	2,885,650	2,339,000	3,185,150

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,489,510	944,160	1,610,340	620,730	354,970	587,860
Private Home	825,510	653,160	716,590	335,040	274,850	318,060
Other Overnight	609,300	475,250	506,150	189,890	187,070	199,250
All Overnight	2,924,320	2,072,570	2,833,080	1,145,660	816,880	1,105,170



Douglas County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$74,876
Employee Earnings generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2021)	6%
Overnight Visitor Day Share of Resident Population**	6%

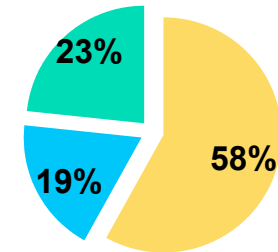
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

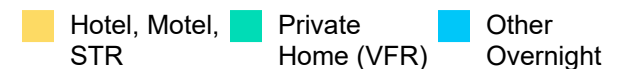
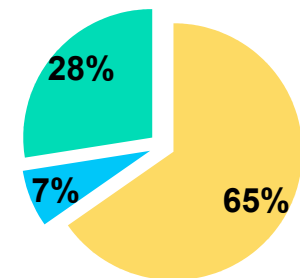
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Douglas County



Oregon



Douglas County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	185.7	224.1	229.5	230.9	233.2	237.5	245.7	252.6	171.7	253.7	▲ 47.7%	▲ 1.7%
Other	9.6	18.4	17.7	14.3	12.5	13.9	16.0	16.2	7.6	14.2	▲ 86.6%	▲ 2.2%
Visitor	176.1	205.7	211.8	216.6	220.7	223.6	229.7	236.4	164.1	239.5	▲ 45.9%	▲ 1.7%
Earnings (\$Million)												
Earnings (Current \$)	49.8	58.6	61.5	64.5	68.1	70.4	72.8	76.9	74.9	88.1	▲ 17.6%	▲ 3.2%
Employment (Jobs)												
Employment	3,280	2,940	2,980	3,050	3,130	3,160	3,140	3,180	2,970	3,240	▲ 9.0%	▼ -0.1%
Tax Revenue (\$Million)												
Total (Current \$)	5.7	7.1	7.4	7.7	8.1	8.8	9.0	9.3	8.2	10.5	▲ 27.0%	▲ 3.5%
Local	0.9	1.1	1.2	1.3	1.4	1.4	1.4	1.5	1.7	2.2	▲ 29.6%	▲ 4.9%
State	4.7	6.0	6.2	6.4	6.7	7.4	7.6	7.9	6.5	8.3	▲ 26.4%	▲ 3.1%

Notes:
 Calendar year 2020 has been revised since the release of the April 2021 report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.
 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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.



Douglas County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	176.1	205.7	211.8	216.6	220.7	223.6	229.7	236.4	164.1	239.5	45.9%	-30.6%
Other Travel*	9.6	18.4	17.7	14.3	12.5	13.9	16.0	16.2	7.6	14.2	86.6%	-53.2%
TOTAL	185.7	224.1	229.5	230.9	233.2	237.5	245.7	252.6	171.7	253.7	47.7%	-32.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	51.9	58.9	62.2	65.3	67.6	68.6	67.6	69.6	68.8	96.0	39.6%	-1.1%
Hotel, Motel										89.6		
STVR										6.5		
Private Home	25.8	34.2	34.5	34.3	34.5	35.2	36.9	37.6	28.0	42.0	50.2%	-25.5%
Campground	15.6	19.6	19.9	20.1	20.6	20.8	21.7	22.6	19.6	21.9	11.6%	-13.1%
2nd Home	2.6	4.1	4.2	4.2	4.2	4.3	4.5	4.6	3.8	4.3	14.3%	-18.5%
Day Travel	80.3	88.8	91.1	92.7	93.7	94.6	98.9	102.1	43.9	75.2	71.2%	-57.0%
TOTAL	176.1	205.7	211.8	216.6	220.7	223.6	229.7	236.4	164.1	239.5	45.9%	-30.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	27.2	30.5	32.4	35.6	37.8	38.5	35.2	35.8	38.2	53.3	39.7%	6.7%
Food Service	45.3	57.5	60.2	63.4	65.7	67.2	71.0	74.6	50.4	72.9	44.7%	-32.5%
Food Stores	19.7	24.5	25.5	26.4	26.3	26.0	26.7	27.5	19.4	27.4	41.3%	-29.3%
Local Tran. & Gas	14.6	23.7	23.1	19.2	18.0	19.4	22.3	22.5	13.8	22.5	63.4%	-39.0%
Arts, Ent. & Rec.	37.8	37.9	38.7	39.6	40.4	40.4	41.8	42.6	21.8	32.3	48.1%	-48.8%
Retail Sales	31.6	31.4	31.9	32.4	32.4	32.0	32.8	33.4	20.6	31.0	50.8%	-38.4%
TOTAL	176.1	205.7	211.8	216.6	220.7	223.6	229.7	236.4	164.1	239.5	45.9%	-30.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Douglas County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	29.8	35.6	36.9	38.9	41.8	43.4	45.7	48.5	44.5	54.4	22.2%	-8.2%
Arts, Ent. & Rec.	11.8	13.7	15.0	15.5	16.3	16.7	16.3	17.2	17.2	19.9	16.2%	-0.4%
Retail**	6.6	7.4	7.8	8.1	8.4	8.6	9.0	9.2	11.3	11.7	3.9%	22.0%
Ground Tran.	0.7	0.8	0.9	0.9	1.0	1.0	1.1	1.2	1.1	1.1	-6.4%	-2.7%
Other Travel*	0.8	1.0	1.0	1.0	0.7	0.7	0.7	0.8	0.8	1.0	21.2%	1.9%
TOTAL	49.8	58.6	61.5	64.5	68.1	70.4	72.8	76.9	74.9	88.1	17.6%	-2.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,950	1,780	1,790	1,830	1,900	1,910	1,940	1,950	1,770	1,970	11.0%	-9.3%
Arts, Ent. & Rec.	870	760	770	780	810	830	780	790	720	790	9.8%	-8.6%
Retail**	370	340	340	360	360	360	370	370	410	410	0.4%	12.3%
Ground Tran.	30	30	30	30	30	30	30	30	30	30	-12.1%	0.8%
Other Travel*	50	50	50	50	40	40	40	40	40	40	10.4%	-5.2%
TOTAL	3,280	2,940	2,980	3,050	3,130	3,160	3,140	3,180	2,970	3,240	9.1%	-6.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.9	1.1	1.2	1.3	1.4	1.4	1.4	1.5	1.7	2.2	29.6%	15.4%
State Tax Receipts	4.7	6.0	6.2	6.4	6.7	7.4	7.6	7.9	6.5	8.3	26.4%	-16.7%
TOTAL	5.7	7.1	7.4	7.7	8.1	8.8	9.0	9.3	8.2	10.5	27.0%	-11.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Douglas County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$128	\$245	\$355	\$678	2.8	1.9
Private Home	\$40	\$139	\$95	\$333	2.4	3.5
Other Overnight	\$61	\$191	\$165	\$512	2.7	3.1
All Overnight	\$117	\$314	\$303	\$823	2.6	2.7

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	617,420	680,260	876,090	252,400	247,170	316,600
Private Home	1,132,580	813,790	1,140,250	435,310	339,710	475,330
Other Overnight	800,390	555,750	591,120	234,550	207,240	220,440
All Overnight	2,550,400	2,049,800	2,607,450	922,270	794,120	1,012,370

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	334,900	366,420	458,710	136,900	132,900	165,880
Private Home	377,970	234,940	325,020	145,310	98,120	135,520
Other Overnight	251,170	179,000	190,380	73,590	66,690	70,940
All Overnight	964,040	780,360	974,100	355,800	297,700	372,340

Gilliam/Sherman County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$89,054
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2021)	3%
Overnight Visitor Day Share of Resident Population**	9%

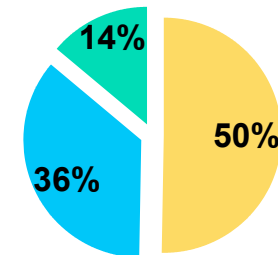
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

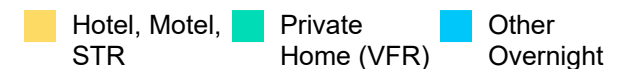
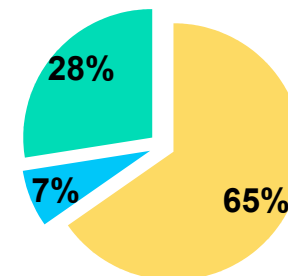
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Gilliam/Sherman County



Oregon



Gilliam/Sherman County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	7.9	8.8	9.0	9.1	9.4	9.9	10.3	10.7	7.1	7.8	▲ 10.4%	▼ -0.1%
Other	0.3	0.6	0.6	0.4	0.4	0.5	0.5	0.5	0.3	0.5	▲ 86.6%	▲ 2.5%
Visitor	7.6	8.2	8.4	8.7	9.0	9.4	9.7	10.1	6.8	7.4	▲ 7.5%	▼ -0.2%
Earnings (\$Million)												
Earnings (Current \$)	1.9	2.2	2.2	2.3	2.4	2.6	2.8	3.2	2.7	2.2	▼ -19.7%	▲ 0.6%
Employment (Jobs)												
Employment	140	100	100	100	100	110	110	130	110	80	▼ -23.2%	▼ -2.8%
Tax Revenue (\$Million)												
Total (Current \$)	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	▲ 6.6%	▲ 2.4%
State	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	▲ 3.6%	▲ 1.9%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Gilliam/Sherman County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	7.6	8.2	8.4	8.7	9.0	9.4	9.7	10.1	6.8	7.4	7.5%	-32.4%
Other Travel*	0.3	0.6	0.6	0.4	0.4	0.5	0.5	0.5	0.3	0.5	86.6%	-52.3%
TOTAL	7.9	8.8	9.0	9.1	9.4	9.9	10.3	10.7	7.1	7.8	10.4%	-33.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	3.1	3.4	3.5	3.7	4.0	4.3	4.4	4.6	3.3	3.0	-7.7%	-28.0%
Hotel, Motel										2.6		
STVR										0.4		
Private Home	0.5	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.7	0.8	26.5%	-14.6%
Campground	1.6	1.9	1.9	1.9	2.0	2.0	2.1	2.1	1.8	2.0	11.8%	-15.8%
2nd Home	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.1	0.2	14.7%	-15.3%
Day Travel	2.3	2.1	2.1	2.2	2.2	2.3	2.4	2.4	0.9	1.3	38.8%	-61.8%
TOTAL	7.6	8.2	8.4	8.7	9.0	9.4	9.7	10.1	6.8	7.4	7.5%	-32.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.5	1.9	2.0	2.2	2.3	2.5	2.6	2.7	2.1	2.0	-5.4%	-20.5%
Food Service	1.9	2.1	2.2	2.3	2.4	2.6	2.7	2.8	1.9	2.1	11.0%	-32.5%
Food Stores	1.0	1.1	1.2	1.2	1.2	1.2	1.2	1.3	0.9	1.1	16.8%	-28.7%
Local Tran. & Gas	0.6	0.8	0.8	0.7	0.6	0.7	0.8	0.8	0.5	0.6	28.6%	-42.5%
Arts, Ent. & Rec.	1.4	1.2	1.3	1.3	1.3	1.4	1.4	1.5	0.9	0.9	1.0%	-39.3%
Retail Sales	1.2	1.0	1.0	1.0	1.0	1.0	1.0	1.1	0.5	0.7	22.6%	-48.6%
TOTAL	7.6	8.2	8.4	8.7	9.0	9.4	9.7	10.1	6.8	7.4	7.5%	-32.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Gilliam/Sherman County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	1.2	1.4	1.4	1.5	1.6	1.7	1.8	2.2	1.7	1.4	-16.1%	-24.2%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.3	-32.2%	-5.5%
Retail**	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.4	-21.6%	14.5%
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	-33.6%	-10.2%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.6%	4.1%
TOTAL	1.9	2.2	2.2	2.3	2.4	2.6	2.8	3.2	2.7	2.2	-19.7%	-15.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	90	60	60	70	70	70	70	90	70	60	-19.3%	-19.2%
Arts, Ent. & Rec.	30	20	20	20	20	20	20	20	20	10	-37.1%	-0.1%
Retail**	20	20	20	20	20	20	20	20	20	10	-24.2%	5.4%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	-37.7%	-6.9%
Other Travel*	0	0	0	0	0	0	0	0	0	0	4.6%	-1.6%
TOTAL	140	100	100	100	100	110	110	130	110	80	-27.3%	-15.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	51.6%	-10.6%
State Tax Receipts	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	3.6%	-24.9%
TOTAL	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	6.6%	-24.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Gilliam/Sherman County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$86	\$152	\$240	\$422	2.8	1.8
Private Home	\$23	\$68	\$53	\$160	2.4	3.0
Other Overnight	\$42	\$127	\$114	\$344	2.7	3.0
All Overnight	\$73	\$184	\$192	\$485	2.6	2.5

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	49,670	39,360	35,320	20,250	14,270	12,700
Private Home	36,440	31,500	37,260	14,240	13,370	15,810
Other Overnight	72,450	48,470	51,540	20,990	17,870	19,000
All Overnight	158,570	119,330	124,120	55,480	45,510	47,520

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	29,860	23,550	20,010	12,170	8,520	7,210
Private Home	14,180	10,480	12,390	5,540	4,450	5,260
Other Overnight	23,330	16,080	17,110	6,780	5,950	6,320
All Overnight	67,370	50,110	49,510	24,490	18,910	18,790



Grant County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$65,866
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2021)	5%
Overnight Visitor Day Share of Resident Population**	8%

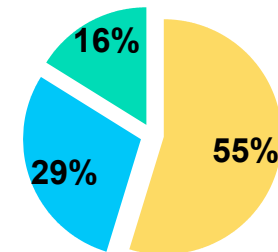
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

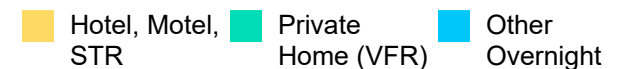
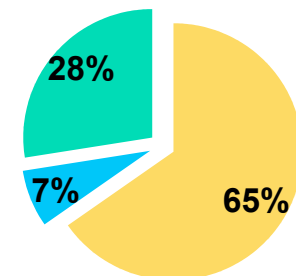
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Grant County



Oregon



Grant County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	8.6	10.1	10.5	10.5	10.7	11.2	11.7	12.1	6.8	13.1	▲ 91.8%	▲ 2.4%
Other	0.6	1.2	1.1	0.9	0.8	0.9	1.0	1.1	0.5	0.9	▲ 86.6%	▲ 2.1%
Visitor	8.0	8.9	9.4	9.6	9.9	10.3	10.7	11.0	6.3	12.2	▲ 92.2%	▲ 2.4%
Earnings (\$Million)												
Earnings (Current \$)	2.2	2.4	2.5	2.7	2.8	3.0	3.2	3.4	2.9	3.4	▲ 17.7%	▲ 2.4%
Employment (Jobs)												
Employment	200	170	170	170	180	180	180	190	160	190	▲ 15.3%	▼ -0.4%
Tax Revenue (\$Million)												
Total (Current \$)	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.3	0.5	▲ 52.9%	▲ 3.2%
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 106.4%	▲ 5.1%
State	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.4	▲ 40.7%	▲ 2.7%

Notes:
 Calendar year 2020 has been revised since the release of the April 2021 report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.
 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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.



Grant County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	8.0	8.9	9.4	9.6	9.9	10.3	10.7	11.0	6.3	12.2	92.2%	-42.7%
Other Travel*	0.6	1.2	1.1	0.9	0.8	0.9	1.0	1.1	0.5	0.9	86.6%	-53.3%
TOTAL	8.6	10.1	10.5	10.5	10.7	11.2	11.7	12.1	6.8	13.1	91.8%	-43.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	2.4	2.7	3.0	3.2	3.4	3.7	3.8	4.0	1.7	5.6	231.3%	-57.7%
Hotel, Motel										4.1		
STVR										1.5		
Private Home	1.1	1.5	1.5	1.5	1.4	1.5	1.5	1.6	1.0	1.6	62.3%	-34.9%
Campground	1.6	2.0	2.0	2.0	2.1	2.1	2.2	2.2	1.9	2.1	11.8%	-15.9%
2nd Home	0.7	0.8	0.8	0.8	0.8	0.8	0.9	0.9	0.8	0.9	14.6%	-15.3%
Day Travel	2.1	2.0	2.1	2.1	2.2	2.2	2.3	2.4	1.0	2.0	99.3%	-58.5%
TOTAL	8.0	8.9	9.4	9.6	9.9	10.3	10.7	11.0	6.3	12.2	92.2%	-42.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.3	1.7	1.8	2.0	2.1	2.3	2.4	2.5	1.6	3.5	123.3%	-36.4%
Food Service	2.0	2.4	2.5	2.7	2.8	2.9	3.0	3.2	1.8	3.5	92.0%	-42.3%
Food Stores	1.3	1.5	1.6	1.6	1.6	1.6	1.6	1.7	1.1	1.6	47.2%	-32.7%
Local Tran. & Gas	0.7	1.0	1.0	0.8	0.8	0.9	1.0	1.0	0.5	1.0	109.3%	-50.4%
Arts, Ent. & Rec.	1.4	1.2	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.3	92.4%	-53.6%
Retail Sales	1.3	1.2	1.2	1.2	1.2	1.2	1.2	1.2	0.6	1.1	81.5%	-50.2%
TOTAL	8.0	8.9	9.4	9.6	9.9	10.3	10.7	11.0	6.3	12.2	92.2%	-42.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Grant County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	1.4	1.6	1.7	1.8	1.9	2.1	2.3	2.4	1.9	2.3	23.3%	-22.6%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	8.7%	11.8%
Retail**	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	2.8%	8.0%
Ground Tran.	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	35.0%	-33.0%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	11.6%	1.6%
TOTAL	2.2	2.4	2.5	2.7	2.8	3.0	3.2	3.4	2.9	3.4	17.7%	-14.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	110	100	100	100	110	110	120	130	100	120	16.8%	-21.5%
Arts, Ent. & Rec.	60	50	50	40	40	40	30	40	40	50	20.8%	2.4%
Retail**	20	20	20	20	20	20	20	20	20	20	-2.4%	9.6%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	26.7%	-30.6%
Other Travel*	0	0	0	0	0	0	0	0	0	0	16.2%	-1.8%
TOTAL	200	170	170	170	180	180	180	190	160	190	18.8%	-15.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	106.4%	-34.7%
State Tax Receipts	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.4	40.7%	-29.8%
TOTAL	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.3	0.5	52.9%	-30.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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



Grant County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$88	\$166	\$245	\$462	2.8	1.9
Private Home	\$23	\$68	\$53	\$160	2.4	3.0
Other Overnight	\$35	\$101	\$93	\$263	2.6	2.8
All Overnight	\$71	\$181	\$184	\$468	2.6	2.5

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	41,360	15,300	63,410	16,860	5,750	22,740
Private Home	72,600	47,860	72,650	28,380	20,310	30,830
Other Overnight	114,640	79,360	84,470	34,320	30,240	32,190
All Overnight	228,590	142,530	220,530	79,560	56,300	85,760

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	24,860	8,260	33,550	10,130	3,050	12,060
Private Home	28,240	15,920	24,170	11,040	6,760	10,250
Other Overnight	39,210	27,810	29,610	11,810	10,650	11,340
All Overnight	92,310	52,000	87,330	32,980	20,460	33,650

Harney County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$49,825
Employee Earnings generated by \$100 Visitor Spending	\$46
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2021)	8%
Overnight Visitor Day Share of Resident Population**	10%

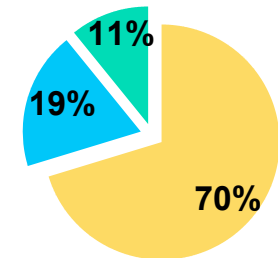
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

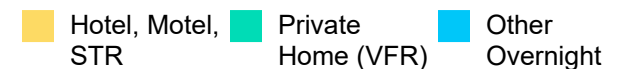
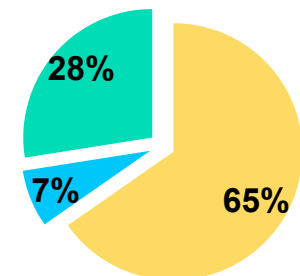
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Harney County



Oregon



Harney County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	15.5	16.3	16.7	17.2	17.7	18.8	19.4	20.2	11.9	19.2	▲ 60.5%	▲ 1.2%
Other	0.6	1.2	1.1	0.9	0.8	0.9	1.1	1.1	0.5	0.9	▲ 86.6%	▲ 2.4%
Visitor	14.9	15.1	15.6	16.3	16.9	17.8	18.4	19.1	11.4	18.2	▲ 59.4%	▲ 1.1%
Earnings (\$Million)												
Earnings (Current \$)	4.9	4.9	5.3	5.8	6.3	6.5	6.8	7.7	7.2	8.5	▲ 18.1%	▲ 3.1%
Employment (Jobs)												
Employment	370	290	300	310	310	330	340	360	340	370	▲ 7.0%	▲ 0.0%
Tax Revenue (\$Million)												
Total (Current \$)	0.5	0.7	0.7	0.7	0.8	0.9	0.9	1.0	0.7	1.0	▲ 37.3%	▲ 3.9%
Local	0.1	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.4	▲ 56.3%	▲ 5.7%
State	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.5	0.6	▲ 28.2%	▲ 3.1%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Harney County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	14.9	15.1	15.6	16.3	16.9	17.8	18.4	19.1	11.4	18.2	59.4%	-40.1%
Other Travel*	0.6	1.2	1.1	0.9	0.8	0.9	1.1	1.1	0.5	0.9	86.6%	-53.0%
TOTAL	15.5	16.3	16.7	17.2	17.7	18.8	19.4	20.2	11.9	19.2	60.5%	-40.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	7.1	7.3	7.6	8.1	8.6	9.3	9.6	10.0	6.0	11.1	84.6%	-40.0%
Hotel, Motel										10.1		
STVR										0.9		
Private Home	1.1	1.4	1.5	1.5	1.5	1.5	1.6	1.6	1.3	1.7	26.5%	-16.0%
Campground	1.9	2.5	2.5	2.5	2.6	2.6	2.7	2.8	2.4	2.6	11.6%	-15.9%
2nd Home	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.4	14.7%	-15.3%
Day Travel	4.6	3.6	3.7	3.8	3.9	4.1	4.2	4.4	1.4	2.5	73.1%	-67.1%
TOTAL	14.9	15.1	15.6	16.3	16.9	17.8	18.4	19.1	11.4	18.2	59.4%	-40.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.2	3.9	4.0	4.4	4.7	5.2	5.3	5.5	3.7	6.4	73.0%	-32.2%
Food Service	3.7	3.9	4.0	4.3	4.5	4.7	4.9	5.2	3.2	4.9	56.3%	-39.6%
Food Stores	1.7	1.9	1.9	2.0	2.0	2.0	2.1	2.1	1.4	1.9	31.7%	-33.8%
Local Tran. & Gas	1.1	1.4	1.4	1.2	1.1	1.3	1.4	1.4	0.8	1.3	73.8%	-47.3%
Arts, Ent. & Rec.	3.4	2.7	2.7	2.8	2.9	3.0	3.1	3.2	1.6	2.5	54.8%	-50.2%
Retail Sales	1.9	1.5	1.5	1.5	1.6	1.6	1.6	1.6	0.8	1.2	52.4%	-50.7%
TOTAL	14.9	15.1	15.6	16.3	16.9	17.8	18.4	19.1	11.4	18.2	59.4%	-40.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Harney County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	3.4	3.6	3.9	4.3	4.7	4.8	5.1	5.8	5.2	6.5	24.6%	-10.5%
Arts, Ent. & Rec.	0.9	0.8	0.8	0.9	0.9	1.0	1.1	1.1	1.2	1.3	4.4%	10.0%
Retail**	0.5	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	-6.6%	7.8%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	6.0%	-20.2%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	11.6%	2.1%
TOTAL	4.9	4.9	5.3	5.8	6.3	6.5	6.8	7.7	7.2	8.5	18.1%	-6.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	210	180	180	200	200	210	220	240	230	260	13.3%	-5.5%
Arts, Ent. & Rec.	130	90	90	90	90	90	90	90	90	80	-5.1%	0.0%
Retail**	20	20	20	20	20	20	20	20	20	20	-9.3%	-0.9%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	-0.5%	-17.3%
Other Travel*	0	0	0	0	0	0	0	0	0	0	5.7%	-4.1%
TOTAL	370	290	300	310	310	330	340	360	340	370	8.8%	-5.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.4	56.3%	-27.5%
State Tax Receipts	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.5	0.6	28.2%	-21.4%
TOTAL	0.5	0.7	0.7	0.7	0.8	0.9	0.9	1.0	0.7	1.0	37.3%	-23.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Harney County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$92	\$158	\$255	\$437	2.8	1.7
Private Home	\$23	\$68	\$53	\$160	2.4	3.0
Other Overnight	\$41	\$121	\$110	\$325	2.7	3.0
All Overnight	\$100	\$224	\$262	\$595	2.6	2.3

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	102,700	67,570	120,150	41,860	24,520	43,280
Private Home	74,150	63,080	74,610	28,980	26,770	31,660
Other Overnight	102,780	69,290	73,700	30,000	25,740	27,380
All Overnight	279,630	199,940	268,460	100,840	77,030	102,320

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	61,750	40,350	70,140	25,170	14,600	25,280
Private Home	28,840	20,980	24,820	11,270	8,900	10,530
Other Overnight	33,550	23,290	24,770	9,830	8,680	9,240
All Overnight	124,140	84,620	119,740	46,280	32,190	45,050

Hood River County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$92,193
Employee Earnings generated by \$100 Visitor Spending	\$37
Local & State Tax Revenues generated by \$100 Visitor Spending	\$7
Visitor Shares	
Travel Share of Total Employment (2021)	5%
Overnight Visitor Day Share of Resident Population**	10%

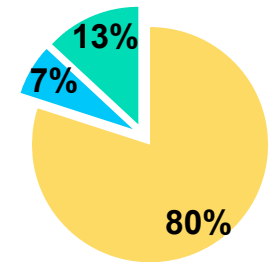
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

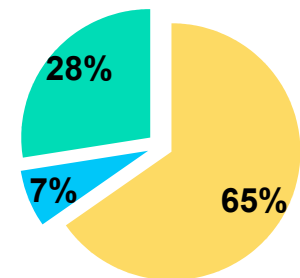
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2021 Share of Overnight Visitor Spending

Hood River County



Oregon



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

Hood River County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	58.6	83.1	87.3	92.3	100.8	111.4	114.9	119.0	59.9	82.6	▲ 37.9%	▲ 1.9%
Other	2.6	3.9	3.7	3.1	3.0	3.3	3.7	3.8	1.9	3.2	▲ 71.9%	▲ 1.3%
Visitor	56.0	79.2	83.6	89.3	97.8	108.2	111.2	115.2	58.0	79.4	▲ 36.8%	▲ 2.0%
Earnings (\$Million)												
Earnings (Current \$)	15.1	21.2	22.9	24.8	27.7	29.5	31.3	33.2	24.9	29.3	▲ 17.8%	▲ 3.8%
Employment (Jobs)												
Employment	910	990	1,030	1,040	1,120	1,160	1,170	1,170	810	870	▲ 7.7%	▼ -0.2%
Tax Revenue (\$Million)												
Total (Current \$)	2.3	3.7	3.9	4.3	4.9	5.7	6.0	6.2	4.0	5.2	▲ 29.2%	▲ 4.7%
Local	0.8	1.4	1.5	1.7	2.1	2.4	2.4	2.5	1.6	2.3	▲ 37.4%	▲ 6.0%
State	1.5	2.3	2.4	2.6	2.8	3.4	3.5	3.7	2.4	2.9	▲ 23.5%	▲ 3.9%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Hood River County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	56.0	79.2	83.6	89.3	97.8	108.2	111.2	115.2	58.0	79.4	36.8%	-49.6%
Other Travel*	2.6	3.9	3.7	3.1	3.0	3.3	3.7	3.8	1.9	3.2	71.9%	-50.4%
TOTAL	58.6	83.1	87.3	92.3	100.8	111.4	114.9	119.0	59.9	82.6	37.9%	-49.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	26.5	43.9	47.0	51.5	58.3	66.4	68.7	71.2	34.1	54.4	59.8%	-52.2%
Hotel, Motel										37.5		
STVR										16.9		
Private Home	6.6	9.0	9.2	9.3	9.4	9.7	9.8	10.0	11.7	9.0	-23.3%	16.5%
Campground	2.5	3.4	3.5	3.5	3.6	3.6	3.8	3.9	3.1	3.5	12.1%	-21.6%
2nd Home	0.8	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.0	1.2	14.3%	-18.5%
Day Travel	19.5	21.8	22.7	23.8	25.3	27.3	27.7	28.8	8.2	11.4	39.4%	-71.5%
TOTAL	56.0	79.2	83.6	89.3	97.8	108.2	111.2	115.2	58.0	79.4	36.8%	-49.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	11.7	20.6	22.4	25.8	30.2	34.1	35.3	36.4	22.2	35.3	59.2%	-39.0%
Food Service	15.6	22.3	23.7	25.9	28.5	31.6	32.4	34.3	15.1	18.7	24.0%	-56.0%
Food Stores	4.9	6.4	6.8	7.2	7.4	7.7	7.7	7.9	5.2	6.1	16.8%	-34.0%
Local Tran. & Gas	5.2	10.0	9.9	8.6	8.6	10.1	11.2	11.4	5.1	7.3	42.5%	-55.0%
Arts, Ent. & Rec.	8.4	9.3	9.7	10.2	11.0	11.8	11.8	12.1	3.9	4.3	8.8%	-67.5%
Retail Sales	10.1	10.7	11.0	11.6	12.2	12.9	12.8	13.1	6.5	7.7	18.8%	-50.7%
TOTAL	56.0	79.2	83.6	89.3	97.8	108.2	111.2	115.2	58.0	79.4	36.8%	-49.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Hood River County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	10.0	15.7	17.3	18.8	21.2	22.4	23.8	25.3	19.2	24.1	25.6%	-24.0%
Arts, Ent. & Rec.	2.5	2.8	2.7	2.9	3.1	3.4	3.7	3.9	1.9	1.4	-26.5%	-51.0%
Retail**	1.8	2.2	2.3	2.5	2.7	2.9	3.0	3.1	3.1	3.2	4.0%	-0.2%
Ground Tran.	0.3	0.3	0.4	0.4	0.5	0.5	0.5	0.6	0.4	0.3	-25.9%	-25.4%
Other Travel*	0.4	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	8.6%	-8.8%
TOTAL	15.1	21.2	22.9	24.8	27.7	29.5	31.3	33.2	24.9	29.3	17.8%	-24.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	630	740	780	800	850	860	870	880	610	700	14.5%	-30.5%
Arts, Ent. & Rec.	150	130	120	120	140	140	150	150	70	40	-33.2%	-55.0%
Retail**	100	100	100	100	110	120	120	120	110	110	-1.7%	-7.8%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-30.5%	-22.7%
Other Travel*	20	10	10	10	10	10	10	10	10	10	5.3%	-7.9%
TOTAL	910	990	1,030	1,040	1,120	1,160	1,170	1,170	810	870	7.4%	-30.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.4	1.5	1.7	2.1	2.4	2.4	2.5	1.6	2.3	37.4%	-33.8%
State Tax Receipts	1.5	2.3	2.4	2.6	2.8	3.4	3.5	3.7	2.4	2.9	23.5%	-35.6%
TOTAL	2.3	3.7	3.9	4.3	4.9	5.7	6.0	6.2	4.0	5.2	29.2%	-34.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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



Hood River County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$123	\$257	\$342	\$712	2.8	2.1
Private Home	\$30	\$106	\$71	\$254	2.4	3.6
Other Overnight	\$35	\$111	\$93	\$295	2.7	3.2
All Overnight	\$140	\$362	\$366	\$961	2.6	2.6

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	539,160	281,250	442,840	220,560	103,860	159,320
Private Home	302,820	421,010	301,810	116,210	175,230	125,610
Other Overnight	192,240	124,220	132,150	56,560	46,620	49,600
All Overnight	1,034,220	826,480	876,800	393,330	325,700	334,540

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	285,040	142,860	211,990	116,600	52,260	76,420
Private Home	99,570	118,230	84,750	38,210	49,210	35,280
Other Overnight	59,370	39,260	41,760	17,440	14,690	15,630
All Overnight	443,980	300,350	338,510	172,250	116,160	127,330

Jackson County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$114,620
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	4%
Overnight Visitor Day Share of Resident Population**	7%

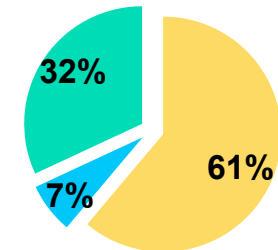
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

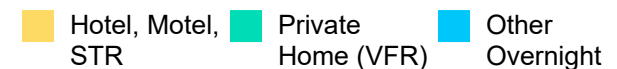
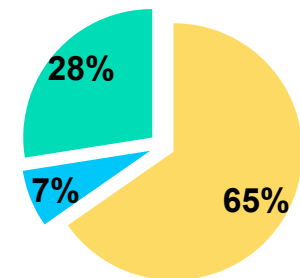
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Jackson County



Oregon



Jackson County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	352.3	493.6	508.9	527.8	547.5	580.3	611.1	626.6	363.9	625.3	▲ 71.8%	▲ 3.2%
Other	46.6	81.1	83.4	82.4	79.9	88.7	99.0	101.3	43.2	84.4	▲ 95.2%	▲ 3.4%
Visitor	305.7	412.5	425.5	445.4	467.6	491.5	512.2	525.3	320.7	540.9	▲ 68.7%	▲ 3.2%
Earnings (\$Million)												
Earnings (Current \$)	86.2	115.4	124.1	133.2	142.4	153.5	163.1	170.8	146.0	162.9	▲ 11.6%	▲ 3.6%
Employment (Jobs)												
Employment	4,640	4,860	5,070	5,290	5,440	5,630	5,750	5,790	4,750	4,930	▲ 3.8%	▲ 0.3%
Tax Revenue (\$Million)												
Total (Current \$)	12.7	19.0	20.0	21.5	23.1	25.7	26.9	27.4	20.0	27.6	▲ 38.3%	▲ 4.4%
Local	4.3	6.7	7.4	8.3	9.1	9.6	10.1	10.2	7.5	11.6	▲ 54.7%	▲ 5.7%
State	8.4	12.2	12.6	13.2	14.1	16.1	16.7	17.2	12.5	16.0	▲ 28.5%	▲ 3.7%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Jackson County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	305.7	412.5	425.5	445.4	467.6	491.5	512.2	525.3	320.7	540.9	68.7%	-39.0%
Other Travel*	46.6	81.1	83.4	82.4	79.9	88.7	99.0	101.3	43.2	84.4	95.2%	-57.3%
TOTAL	352.3	493.6	508.9	527.8	547.5	580.3	611.1	626.6	363.9	625.3	71.8%	-41.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	142.3	201.9	210.1	223.4	238.2	254.4	264.7	269.1	175.1	280.7	60.3%	-34.9%
Hotel, Motel										248.8		
STVR										31.9		
Private Home	79.6	112.4	115.4	119.3	123.1	127.9	134.4	139.1	77.4	146.4	89.0%	-44.3%
Campground	22.3	25.3	25.6	26.1	26.8	27.0	28.1	29.2	24.3	27.0	11.2%	-16.9%
2nd Home	3.0	4.1	4.2	4.2	4.3	4.4	4.5	4.6	3.8	4.3	14.3%	-18.5%
Day Travel	58.5	68.8	70.2	72.3	75.2	77.9	80.5	83.2	40.0	82.5	106.0%	-51.9%
TOTAL	305.7	412.5	425.5	445.4	467.6	491.5	512.2	525.3	320.7	540.9	68.7%	-39.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	57.3	77.5	82.4	90.5	98.1	104.2	105.5	105.2	79.9	129.0	61.5%	-24.1%
Food Service	77.4	110.3	114.6	121.9	130.3	137.6	142.7	149.8	94.9	154.8	63.2%	-36.7%
Food Stores	28.6	37.5	38.9	40.6	41.2	41.4	42.0	43.4	29.0	48.9	68.3%	-33.1%
Local Tran. & Gas	29.0	53.5	51.2	46.4	45.8	50.3	57.8	58.2	29.6	57.2	92.9%	-49.1%
Arts, Ent. & Rec.	43.3	48.1	49.0	50.8	53.0	54.5	55.3	56.6	28.6	45.5	59.1%	-49.5%
Retail Sales	49.6	54.3	54.6	56.2	57.7	58.5	58.9	60.1	36.0	64.0	77.5%	-40.0%
Visitor Air Tran.	20.7	31.2	34.8	39.1	41.5	45.0	50.0	52.0	22.6	41.6	83.9%	-56.6%
TOTAL	305.7	412.5	425.5	445.4	467.6	491.5	512.2	525.3	320.7	540.9	68.7%	-39.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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



Jackson County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	56.0	76.6	83.6	90.1	98.6	106.8	113.9	119.2	100.0	114.0	14.1%	-16.2%
Arts, Ent. & Rec.	12.5	14.9	15.4	16.1	16.9	17.8	18.6	19.8	13.8	13.7	-0.8%	-30.0%
Retail**	10.0	12.1	12.6	13.3	14.0	14.7	15.3	15.8	18.0	19.8	9.9%	14.2%
Ground Tran.	1.8	2.4	2.4	2.8	3.0	3.2	3.5	3.8	3.6	5.0	35.9%	-3.3%
Other Travel*	5.9	9.4	10.2	10.8	9.9	11.0	11.7	12.2	10.5	10.4	-1.2%	-14.1%
TOTAL	86.2	115.4	124.1	133.2	142.4	153.5	163.1	170.8	146.0	162.9	11.6%	-14.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,110	3,370	3,560	3,730	3,910	4,040	4,110	4,140	3,350	3,490	4.0%	-19.0%
Arts, Ent. & Rec.	760	700	700	710	710	760	780	780	530	530	1.3%	-32.6%
Retail**	460	470	480	500	500	520	520	520	550	560	2.6%	5.3%
Ground Tran.	80	80	70	90	90	90	90	100	100	130	31.7%	3.5%
Other Travel*	230	250	260	270	230	230	250	250	220	210	-2.7%	-12.5%
TOTAL	4,640	4,860	5,070	5,290	5,440	5,630	5,750	5,790	4,750	4,930	3.8%	-18.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	4.3	6.7	7.4	8.3	9.1	9.6	10.1	10.2	7.5	11.6	54.7%	-26.7%
State Tax Receipts	8.4	12.2	12.6	13.2	14.1	16.1	16.7	17.2	12.5	16.0	28.5%	-27.5%
TOTAL	12.7	19.0	20.0	21.5	23.1	25.7	26.9	27.4	20.0	27.6	38.3%	-27.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Jackson County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$137	\$274	\$366	\$739	2.7	2.0
Private Home	\$51	\$183	\$113	\$417	2.2	3.7
Other Overnight	\$51	\$162	\$138	\$435	2.7	3.2
All Overnight	\$134	\$366	\$323	\$920	2.4	2.9

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,846,370	1,354,690	2,051,460	794,230	520,860	767,080
Private Home	2,824,890	1,692,760	2,851,890	1,196,470	724,910	1,295,200
Other Overnight	862,010	572,480	608,900	252,390	213,550	227,150
All Overnight	5,533,270	3,619,930	5,512,240	2,243,090	1,459,320	2,289,430

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	976,120	707,610	1,026,180	412,440	266,220	379,860
Private Home	928,840	475,370	800,870	377,450	201,250	351,380
Other Overnight	266,930	181,750	193,300	78,030	67,640	71,950
All Overnight	2,171,900	1,364,720	2,020,350	867,920	535,110	803,180

Jefferson County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$82,798
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	11%
Overnight Visitor Day Share of Resident Population**	13%

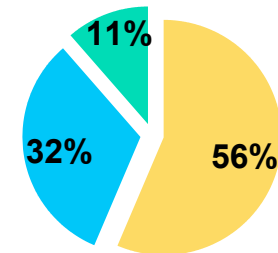
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

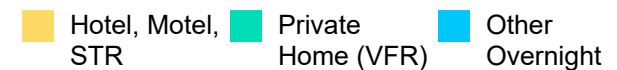
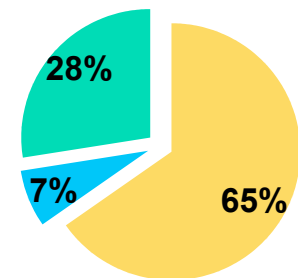
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Jefferson County



Oregon



Jefferson County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	33.5	49.9	48.1	49.2	50.5	52.5	55.7	59.0	67.0	90.5	▲ 35.0%	▲ 5.7%
Other	1.7	3.6	3.5	2.8	2.7	3.0	3.5	3.6	1.7	3.2	▲ 86.6%	▲ 3.5%
Visitor	31.8	46.3	44.6	46.4	47.8	49.4	52.2	55.5	65.4	87.4	▲ 33.7%	▲ 5.8%
Earnings (\$Million)												
Earnings (Current \$)	7.8	13.7	14.6	15.9	16.6	17.5	18.8	20.2	20.1	23.9	▲ 19.4%	▲ 6.4%
Employment (Jobs)												
Employment	590	930	960	1,000	1,020	1,010	1,030	1,060	930	1,070	▲ 15.4%	▲ 3.4%
Tax Revenue (\$Million)												
Total (Current \$)	1.2	2.0	2.0	2.2	2.3	2.5	2.7	2.9	4.1	4.7	▲ 15.2%	▲ 8.1%
Local	0.3	0.6	0.5	0.6	0.6	0.7	0.7	0.8	1.9	2.0	▲ 7.4%	▲ 11.5%
State	0.9	1.5	1.5	1.6	1.7	1.9	2.0	2.1	2.2	2.7	▲ 22.0%	▲ 6.4%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Jefferson County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	31.8	46.3	44.6	46.4	47.8	49.4	52.2	55.5	65.4	87.4	33.7%	17.8%
Other Travel*	1.7	3.6	3.5	2.8	2.7	3.0	3.5	3.6	1.7	3.2	86.6%	-52.5%
TOTAL	33.5	49.9	48.1	49.2	50.5	52.5	55.7	59.0	67.0	90.5	35.0%	13.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	5.5	13.6	12.1	13.0	13.8	14.4	15.5	17.4	36.2	42.3	16.9%	108.0%
Hotel, Motel										31.9		
STVR										10.4		
Private Home	5.0	7.1	6.9	7.3	7.4	7.7	8.1	8.3	5.3	8.5	61.8%	-36.7%
Campground	8.7	9.7	9.7	9.9	10.1	10.2	10.6	11.1	11.6	18.6	60.5%	4.5%
2nd Home	4.3	5.2	5.3	5.3	5.4	5.6	5.8	6.0	4.9	5.6	14.3%	-18.5%
Day Travel	8.4	10.8	10.6	10.9	11.2	11.5	12.1	12.6	7.4	12.3	66.9%	-41.6%
TOTAL	31.8	46.3	44.6	46.4	47.8	49.4	52.2	55.5	65.4	87.4	33.7%	17.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	4.4	8.2	7.8	8.6	9.3	9.8	10.2	11.5	24.2	30.9	27.5%	111.1%
Food Service	7.9	12.4	12.1	13.0	13.7	14.2	15.1	16.2	15.3	19.7	29.2%	-5.8%
Food Stores	5.2	6.6	6.7	7.0	7.1	7.1	7.2	7.5	7.2	10.8	49.3%	-3.7%
Local Tran. & Gas	2.9	6.1	5.5	4.6	4.4	4.8	5.6	5.8	5.6	8.2	46.8%	-3.3%
Arts, Ent. & Rec.	6.0	7.0	6.8	7.1	7.3	7.4	7.7	8.0	7.2	9.7	34.4%	-9.7%
Retail Sales	5.3	6.1	5.8	6.1	6.1	6.2	6.3	6.6	5.9	8.1	38.7%	-10.5%
TOTAL	31.8	46.3	44.6	46.4	47.8	49.4	52.2	55.5	65.4	87.4	33.7%	17.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Jefferson County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	4.7	8.2	8.7	9.6	10.2	10.8	12.1	13.0	12.6	14.6	16.2%	-3.4%
Arts, Ent. & Rec.	1.6	3.4	3.9	4.2	4.2	4.3	4.2	4.5	3.2	4.5	42.4%	-30.0%
Retail**	1.4	1.7	1.7	1.8	1.9	2.0	2.1	2.2	3.7	4.2	12.4%	71.1%
Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.4	0.3	-21.9%	54.1%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.3	81.9%	3.2%
TOTAL	7.8	13.7	14.6	15.9	16.6	17.5	18.8	20.2	20.1	23.9	19.4%	-0.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	310	430	430	460	470	480	520	550	510	540	5.3%	-7.8%
Arts, Ent. & Rec.	190	410	420	440	450	420	410	400	250	350	38.5%	-36.4%
Retail**	80	90	80	80	90	90	90	90	140	160	10.7%	59.9%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-26.7%	59.7%
Other Travel*	10	10	10	10	10	10	10	10	10	10	74.9%	-6.2%
TOTAL	590	930	960	1,000	1,020	1,010	1,030	1,060	930	1,070	15.1%	-12.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.6	0.5	0.6	0.6	0.7	0.7	0.8	1.9	2.0	7.4%	132.0%
State Tax Receipts	0.9	1.5	1.5	1.6	1.7	1.9	2.0	2.1	2.2	2.7	22.0%	5.4%
TOTAL	1.2	2.0	2.0	2.2	2.3	2.5	2.7	2.9	4.1	4.7	15.2%	41.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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



Jefferson County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$133	\$233	\$369	\$647	2.8	1.8
Private Home	\$34	\$103	\$81	\$243	2.4	3.0
Other Overnight	\$38	\$113	\$103	\$302	2.7	2.9
All Overnight	\$98	\$246	\$258	\$650	2.6	2.5

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	141,080	320,330	319,000	57,510	116,950	114,770
Private Home	247,100	163,940	248,850	96,580	69,570	105,590
Other Overnight	569,200	454,800	629,830	169,380	171,290	235,290
All Overnight	957,380	939,080	1,197,670	323,470	357,800	455,650

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	84,820	188,090	181,520	34,570	68,280	65,380
Private Home	96,120	54,530	82,780	37,570	23,140	35,120
Other Overnight	192,530	156,360	213,640	57,630	59,160	80,130
All Overnight	373,470	398,990	477,940	129,770	150,580	180,640

Josephine County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$73,016
Employee Earnings generated by \$100 Visitor Spending	\$41
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	5%
Overnight Visitor Day Share of Resident Population**	6%

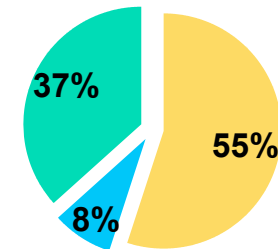
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

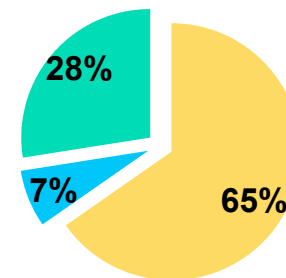
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Josephine County



Oregon



Josephine County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	98.6	125.4	123.5	124.3	125.7	129.2	133.2	141.4	86.6	153.5	▲ 77.4%	▲ 2.5%
Other	8.5	14.6	14.1	11.8	11.3	11.0	12.7	12.9	6.0	11.2	▲ 86.6%	▲ 1.6%
Visitor	90.1	110.7	109.3	112.4	114.4	118.3	120.5	128.6	80.6	142.4	▲ 76.7%	▲ 2.6%
Earnings (\$Million)												
Earnings (Current \$)	28.3	33.2	35.5	38.7	41.7	45.4	50.2	52.9	49.8	59.4	▲ 19.2%	▲ 4.2%
Employment (Jobs)												
Employment	1,730	1,620	1,650	1,730	1,780	1,800	1,910	2,030	1,800	1,980	▲ 9.9%	▲ 0.8%
Tax Revenue (\$Million)												
Total (Current \$)	3.6	4.8	4.9	5.1	5.4	6.1	6.3	6.6	5.2	7.2	▲ 37.1%	▲ 3.9%
Local	0.8	1.1	1.1	1.2	1.3	1.3	1.3	1.4	1.3	1.9	▲ 44.4%	▲ 5.1%
State	2.8	3.7	3.8	3.9	4.2	4.7	5.0	5.2	3.9	5.3	▲ 34.7%	▲ 3.6%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Josephine County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	90.1	110.7	109.3	112.4	114.4	118.3	120.5	128.6	80.6	142.4	76.7%	-37.3%
Other Travel*	8.5	14.6	14.1	11.8	11.3	11.0	12.7	12.9	6.0	11.2	86.6%	-53.4%
TOTAL	98.6	125.4	123.5	124.3	125.7	129.2	133.2	141.4	86.6	153.5	77.4%	-38.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	35.3	43.4	42.7	44.4	45.6	47.8	48.2	52.3	39.0	62.9	61.2%	-25.5%
Hotel, Motel										54.7		
STVR										8.1		
Private Home	25.0	33.8	33.3	33.9	34.1	35.1	36.1	37.9	20.3	41.9	106.7%	-46.5%
Campground	7.1	7.9	8.0	8.1	8.3	8.4	8.7	9.1	6.7	7.5	11.4%	-26.2%
2nd Home	1.5	2.0	2.0	2.0	2.1	2.1	2.2	2.2	1.8	2.1	14.3%	-18.5%
Day Travel	21.2	23.6	23.3	23.9	24.3	24.9	25.4	27.0	12.7	28.0	119.7%	-52.8%
TOTAL	90.1	110.7	109.3	112.4	114.4	118.3	120.5	128.6	80.6	142.4	76.7%	-37.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	16.1	19.1	19.4	21.3	22.5	23.5	23.5	25.1	21.2	34.0	59.9%	-15.5%
Food Service	24.0	31.4	31.5	33.4	34.6	36.1	37.0	40.2	24.9	44.3	78.2%	-38.2%
Food Stores	10.2	12.9	13.0	13.6	13.6	13.6	13.6	14.4	9.0	16.1	79.9%	-37.7%
Local Tran. & Gas	9.2	15.6	14.5	12.2	11.4	12.6	13.9	14.6	7.3	14.5	98.3%	-50.1%
Arts, Ent. & Rec.	14.0	14.6	14.3	14.8	15.1	15.4	15.4	16.3	7.9	13.7	72.8%	-51.4%
Retail Sales	16.6	17.1	16.6	17.1	17.1	17.2	17.1	18.0	10.3	19.8	92.7%	-42.7%
TOTAL	90.1	110.7	109.3	112.4	114.4	118.3	120.5	128.6	80.6	142.4	76.7%	-37.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Josephine County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	18.5	22.7	24.8	27.4	29.8	33.6	37.6	39.2	35.5	41.9	18.1%	-9.5%
Arts, Ent. & Rec.	4.5	4.6	4.7	5.0	5.3	5.5	5.9	6.5	6.9	9.3	35.7%	6.2%
Retail**	3.8	4.4	4.4	4.6	4.8	5.0	5.3	5.6	6.1	6.7	10.3%	8.5%
Ground Tran.	0.5	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.6	0.7	4.4%	-20.9%
Other Travel*	1.1	0.9	1.0	1.1	1.2	0.6	0.7	0.8	0.8	0.8	3.8%	1.3%
TOTAL	28.3	33.2	35.5	38.7	41.7	45.4	50.2	52.9	49.8	59.4	19.2%	-5.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,040	1,030	1,060	1,130	1,180	1,220	1,320	1,410	1,200	1,280	7.1%	-15.0%
Arts, Ent. & Rec.	440	340	350	350	360	350	350	370	360	440	23.4%	-3.5%
Retail**	190	190	180	190	180	190	200	200	200	210	5.7%	-0.5%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	-2.0%	-18.1%
Other Travel*	50	40	40	50	50	30	30	30	30	30	-5.1%	-0.7%
TOTAL	1,730	1,620	1,650	1,730	1,780	1,800	1,910	2,030	1,800	1,980	10.0%	-11.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.1	1.1	1.2	1.3	1.3	1.3	1.4	1.3	1.9	44.4%	-9.6%
State Tax Receipts	2.8	3.7	3.8	3.9	4.2	4.7	5.0	5.2	3.9	5.3	34.7%	-24.1%
TOTAL	3.6	4.8	4.9	5.1	5.4	6.1	6.3	6.6	5.2	7.2	37.1%	-21.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Josephine County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$101	\$200	\$280	\$554	2.8	2.0
Private Home	\$37	\$132	\$89	\$318	2.4	3.6
Other Overnight	\$47	\$149	\$124	\$396	2.7	3.2
All Overnight	\$91	\$255	\$230	\$657	2.5	2.9

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	514,290	407,100	622,540	210,380	148,670	224,730
Private Home	1,144,300	581,680	1,129,260	439,150	242,100	470,000
Other Overnight	312,800	192,100	204,370	92,330	72,480	77,120
All Overnight	1,971,390	1,180,870	1,956,170	741,860	463,250	771,850

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	271,890	212,630	313,900	111,220	77,340	113,450
Private Home	376,250	163,350	317,120	144,400	67,990	131,990
Other Overnight	96,440	60,450	64,310	28,410	22,740	24,190
All Overnight	744,580	436,430	695,330	284,030	168,070	269,630

Klamath County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$102,184
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2021)	7%
Overnight Visitor Day Share of Resident Population**	12%

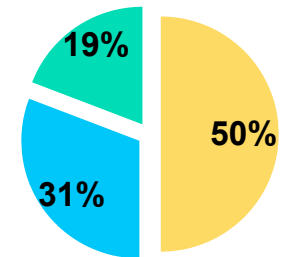
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

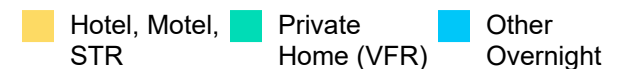
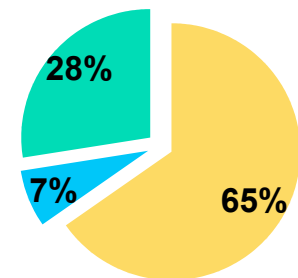
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2021 Share of Overnight Visitor Spending

Klamath County



Oregon



Klamath County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	117.4	140.0	139.8	139.5	141.2	153.9	156.1	162.3	110.1	213.0	▲ 93.4%	▲ 3.4%
Other	8.9	13.6	11.4	8.6	8.3	10.7	10.5	10.7	5.2	9.2	▲ 75.9%	▲ 0.2%
Visitor	108.6	126.4	128.4	131.0	132.9	143.1	145.6	151.7	104.8	203.7	▲ 94.3%	▲ 3.6%
Earnings (\$Million)												
Earnings (Current \$)	32.8	41.4	43.4	45.7	46.5	51.9	55.4	56.3	52.0	60.9	▲ 17.3%	▲ 3.5%
Employment (Jobs)												
Employment	1,810	1,820	1,850	1,890	1,920	2,080	2,170	2,140	1,880	2,020	▲ 7.9%	▲ 0.6%
Tax Revenue (\$Million)												
Total (Current \$)	4.1	5.6	5.8	6.0	6.2	7.2	7.4	7.6	6.0	8.9	▲ 48.8%	▲ 4.4%
Local	1.0	1.5	1.6	1.7	1.8	2.0	2.0	2.0	1.7	2.9	▲ 67.7%	▲ 6.1%
State	3.1	4.1	4.2	4.3	4.4	5.2	5.4	5.6	4.2	6.0	▲ 41.0%	▲ 3.7%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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



Klamath County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	108.6	126.4	128.4	131.0	132.9	143.1	145.6	151.7	104.8	203.7	94.3%	-30.9%
Other Travel*	8.9	13.6	11.4	8.6	8.3	10.7	10.5	10.7	5.2	9.2	75.9%	-50.8%
TOTAL	117.4	140.0	139.8	139.5	141.2	153.9	156.1	162.3	110.1	213.0	93.4%	-32.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	48.0	57.5	59.0	61.2	62.4	69.3	70.5	73.9	45.9	85.6	86.4%	-37.9%
Hotel, Motel										72.0		
STVR										13.6		
Private Home	23.1	26.7	26.6	26.4	26.5	28.2	28.1	29.0	22.2	32.7	47.5%	-23.6%
Campground	8.3	10.9	11.1	11.2	11.5	11.6	12.1	12.6	16.6	46.3	178.5%	31.8%
2nd Home	5.1	6.4	6.5	6.6	6.6	6.8	7.0	7.2	5.9	6.7	14.3%	-18.5%
Day Travel	24.0	24.9	25.3	25.6	25.9	27.3	27.9	28.9	14.3	32.5	127.3%	-50.7%
TOTAL	108.6	126.4	128.4	131.0	132.9	143.1	145.6	151.7	104.8	203.7	94.3%	-30.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	21.5	25.7	27.2	29.8	31.0	33.9	34.0	35.5	28.1	54.1	92.3%	-20.8%
Food Service	26.3	33.0	34.3	36.1	37.5	40.4	41.6	44.2	29.8	55.8	87.6%	-32.6%
Food Stores	11.1	13.5	14.0	14.5	14.4	14.7	14.8	15.3	13.6	28.3	108.6%	-11.3%
Local Tran. & Gas	11.4	18.5	17.8	14.8	13.9	15.9	17.7	18.1	9.4	20.3	117.1%	-48.5%
Arts, Ent. & Rec.	17.8	17.4	17.8	18.2	18.6	19.4	19.5	20.1	11.5	21.8	89.7%	-42.9%
Retail Sales	17.6	17.0	17.1	17.4	17.4	18.0	17.9	18.4	12.5	23.3	86.5%	-32.0%
Visitor Air Tran.	2.8	1.3	0.3	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0%	0.0%
TOTAL	108.6	126.4	128.4	131.0	132.9	143.1	145.6	151.7	104.8	203.7	94.3%	-30.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Klamath County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	22.0	29.8	31.7	34.1	34.8	38.6	41.7	41.8	37.3	46.2	23.8%	-10.7%
Arts, Ent. & Rec.	5.5	5.8	5.6	5.8	5.6	6.0	6.9	7.4	5.8	5.9	1.6%	-22.0%
Retail**	3.8	4.1	4.3	4.5	4.6	4.9	5.2	5.4	7.4	7.9	6.5%	37.2%
Ground Tran.	0.6	0.6	0.7	0.7	0.8	0.9	0.9	1.0	0.8	0.3	-54.3%	-20.6%
Other Travel*	1.0	1.1	1.1	0.6	0.7	1.5	0.7	0.8	0.7	0.7	-7.9%	-6.1%
TOTAL	32.8	41.4	43.4	45.7	46.5	51.9	55.4	56.3	52.0	60.9	17.3%	-7.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,070	1,150	1,160	1,210	1,210	1,310	1,340	1,270	1,100	1,250	12.9%	-13.2%
Arts, Ent. & Rec.	470	440	450	440	450	500	560	600	450	460	1.8%	-24.9%
Retail**	200	180	180	190	200	210	210	220	270	280	4.1%	25.8%
Ground Tran.	20	20	20	20	20	20	20	20	20	10	-57.1%	-17.7%
Other Travel*	50	40	40	30	30	50	40	40	30	30	-10.3%	-9.5%
TOTAL	1,810	1,820	1,850	1,890	1,920	2,080	2,170	2,140	1,880	2,020	7.4%	-12.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.0	1.5	1.6	1.7	1.8	2.0	2.0	2.0	1.7	2.9	67.7%	-14.7%
State Tax Receipts	3.1	4.1	4.2	4.3	4.4	5.2	5.4	5.6	4.2	6.0	41.0%	-23.8%
TOTAL	4.1	5.6	5.8	6.0	6.2	7.2	7.4	7.6	6.0	8.9	48.8%	-21.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Klamath County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$103	\$204	\$285	\$565	2.8	2.0
Private Home	\$37	\$132	\$89	\$318	2.4	3.6
Other Overnight	\$44	\$137	\$118	\$370	2.7	3.1
All Overnight	\$88	\$244	\$230	\$646	2.6	2.8

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	735,790	462,860	832,610	301,000	169,890	300,510
Private Home	875,840	635,720	880,800	336,120	264,590	366,590
Other Overnight	598,080	555,150	1,212,840	180,380	210,330	449,860
All Overnight	2,209,710	1,653,730	2,926,240	817,500	644,820	1,116,970

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	388,990	238,750	418,930	159,130	87,060	151,390
Private Home	287,980	178,520	247,350	110,520	74,300	102,950
Other Overnight	182,190	174,140	386,710	54,800	65,770	143,170
All Overnight	859,160	591,410	1,052,990	324,450	227,130	397,510

Lake County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$75,220
Employee Earnings generated by \$100 Visitor Spending	\$25
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2021)	6%
Overnight Visitor Day Share of Resident Population**	9%

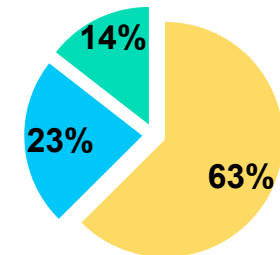
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

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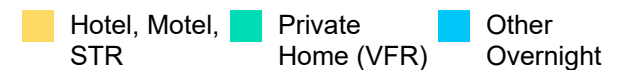
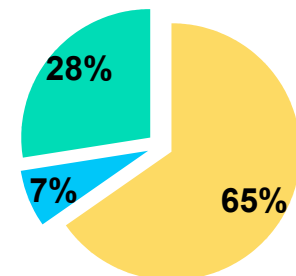
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Lake County



Oregon



Lake County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	10.4	13.2	13.5	13.6	13.8	14.3	14.8	15.3	12.2	17.4	▲ 42.3%	▲ 2.9%
Other	0.6	1.3	1.2	1.0	0.9	1.0	1.1	1.2	0.5	1.0	▲ 86.6%	▲ 2.6%
Visitor	9.7	11.9	12.3	12.7	12.9	13.3	13.7	14.1	11.7	16.4	▲ 40.2%	▲ 2.9%
Earnings (\$Million)												
Earnings (Current \$)	2.3	2.7	3.0	3.1	3.2	3.3	3.4	3.5	3.9	4.1	▲ 7.0%	▲ 3.2%
Employment (Jobs)												
Employment	220	220	220	210	220	220	230	210	220	220	▲ 2.6%	▲ 0.0%
Tax Revenue (\$Million)												
Total (Current \$)	0.3	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.7	▲ 25.6%	▲ 4.4%
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	▲ 36.3%	▲ 7.3%
State	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.5	▲ 21.6%	▲ 3.5%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Lake County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	9.7	11.9	12.3	12.7	12.9	13.3	13.7	14.1	11.7	16.4	40.2%	-17.2%
Other Travel*	0.6	1.3	1.2	1.0	0.9	1.0	1.1	1.2	0.5	1.0	86.6%	-53.5%
TOTAL	10.4	13.2	13.5	13.6	13.8	14.3	14.8	15.3	12.2	17.4	42.3%	-20.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	2.9	4.4	4.6	4.9	5.0	5.3	5.4	5.5	5.7	8.5	49.6%	2.7%
Hotel, Motel										8.0		
STVR										0.5		
Private Home	1.1	1.5	1.6	1.6	1.6	1.6	1.7	1.7	1.5	1.9	33.5%	-14.4%
Campground	2.2	2.0	2.1	2.1	2.1	2.1	2.2	2.3	1.8	2.0	11.8%	-21.6%
2nd Home	0.8	1.0	1.0	1.0	1.0	1.1	1.1	1.1	0.9	1.1	14.7%	-17.0%
Day Travel	2.8	3.0	3.1	3.1	3.1	3.2	3.3	3.4	1.8	2.8	58.5%	-47.7%
TOTAL	9.7	11.9	12.3	12.7	12.9	13.3	13.7	14.1	11.7	16.4	40.2%	-17.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.7	2.4	2.6	2.8	2.9	3.1	3.1	3.2	3.4	5.0	48.0%	6.1%
Food Service	2.4	3.2	3.4	3.5	3.6	3.8	3.9	4.2	3.4	4.6	37.8%	-19.2%
Food Stores	1.5	1.7	1.8	1.9	1.9	1.9	1.9	2.0	1.6	2.1	27.4%	-17.0%
Local Tran. & Gas	0.8	1.3	1.2	1.0	1.0	1.1	1.2	1.2	0.8	1.3	54.2%	-31.8%
Arts, Ent. & Rec.	1.7	1.7	1.8	1.8	1.9	1.9	1.9	2.0	1.3	1.8	32.0%	-32.2%
Retail Sales	1.6	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.2	1.6	41.7%	-28.6%
TOTAL	9.7	11.9	12.3	12.7	12.9	13.3	13.7	14.1	11.7	16.4	40.2%	-17.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Lake County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	1.3	1.6	1.8	1.8	1.9	1.9	2.0	2.0	2.1	2.5	18.1%	5.1%
Arts, Ent. & Rec.	0.5	0.5	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.7	-11.0%	5.5%
Retail**	0.4	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.8	0.8	-2.6%	41.7%
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-10.4%	14.9%
Other Travel*	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	11.6%	1.1%
TOTAL	2.3	2.7	3.0	3.1	3.2	3.3	3.4	3.5	3.9	4.1	7.0%	11.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	150	140	140	130	140	140	140	130	120	140	10.8%	-4.1%
Arts, Ent. & Rec.	40	50	50	50	50	50	50	50	50	40	-14.2%	-4.1%
Retail**	30	20	20	20	20	30	30	30	30	30	-1.3%	31.7%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	-15.9%	19.1%
Other Travel*	0	0	0	0	0	0	0	0	0	0	4.6%	-4.8%
TOTAL	220	220	220	210	220	220	230	210	220	220	0.0%	4.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	36.3%	12.3%
State Tax Receipts	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.5	21.6%	-10.7%
TOTAL	0.3	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.7	25.6%	-5.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Lake County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$90	\$154	\$250	\$426	2.8	1.7
Private Home	\$25	\$74	\$58	\$174	2.4	3.0
Other Overnight	\$34	\$95	\$88	\$247	2.6	2.8
All Overnight	\$83	\$193	\$214	\$503	2.6	2.4

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	60,000	68,010	93,850	24,460	24,640	33,810
Private Home	79,520	63,550	79,410	31,080	26,970	33,700
Other Overnight	129,120	86,640	92,240	38,880	33,260	35,410
All Overnight	268,650	218,200	265,500	94,420	84,860	102,920

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	36,070	40,800	55,080	14,700	14,750	19,860
Private Home	30,930	21,140	26,420	12,090	8,970	11,210
Other Overnight	44,620	30,740	32,730	13,520	11,860	12,630
All Overnight	111,620	92,670	114,220	40,310	35,580	43,700

Lane County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$105,813
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	4%
Overnight Visitor Day Share of Resident Population**	6%

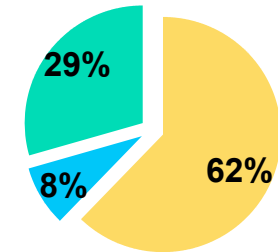
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

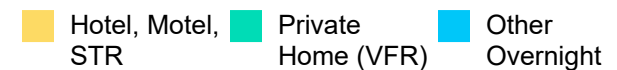
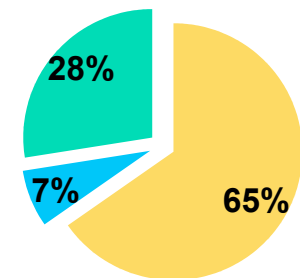
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Lane County



Oregon



Lane County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	520.5	810.8	842.7	868.6	928.7	950.8	1,024.1	1,041.1	566.0	1,050.3	▲ 85.6%	▲ 4.0%
Other	74.8	188.8	194.5	195.4	211.5	225.9	258.3	258.2	151.6	190.9	▲ 25.9%	▲ 5.3%
Visitor	445.7	622.0	648.2	673.2	717.2	724.8	765.8	782.9	414.3	859.5	▲ 107.4%	▲ 3.7%
Earnings (\$Million)												
Earnings (Current \$)	126.2	205.1	220.0	238.6	261.8	273.7	297.6	308.4	252.9	280.0	▲ 10.7%	▲ 4.5%
Employment (Jobs)												
Employment	7,510	9,490	9,770	10,160	10,630	10,800	11,110	11,140	8,530	8,950	▲ 4.9%	▲ 1.0%
Tax Revenue (\$Million)												
Total (Current \$)	18.2	29.5	31.1	33.7	36.6	39.2	41.5	42.1	29.1	42.3	▲ 45.5%	▲ 4.8%
Local	5.8	9.6	10.5	11.9	12.9	13.0	13.6	13.6	9.2	15.8	▲ 71.7%	▲ 5.7%
State	12.4	19.9	20.7	21.8	23.7	26.2	27.9	28.5	19.9	26.5	▲ 33.4%	▲ 4.3%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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



Lane County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	445.7	622.0	648.2	673.2	717.2	724.8	765.8	782.9	414.3	859.5	107.4%	-47.1%
Other Travel*	74.8	188.8	194.5	195.4	211.5	225.9	258.3	258.2	151.6	190.9	25.9%	-41.3%
TOTAL	520.5	810.8	842.7	868.6	928.7	950.8	1,024.1	1,041.1	566.0	1,050.3	85.6%	-45.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	157.7	250.7	267.2	285.2	313.6	315.4	332.5	338.9	189.1	393.6	108.1%	-44.2%
Hotel, Motel										316.8		
STVR										76.9		
Private Home	126.8	177.0	181.2	183.7	190.1	194.5	206.9	210.9	107.6	233.7	117.3%	-49.0%
Campground	29.0	34.9	35.4	36.0	37.0	37.2	38.7	40.3	32.4	36.0	11.3%	-19.8%
2nd Home	5.1	9.2	9.4	9.5	9.5	9.8	10.2	10.5	8.6	9.8	14.5%	-17.9%
Day Travel	127.1	150.2	155.0	158.8	167.0	167.9	177.5	182.4	76.7	186.3	143.0%	-58.0%
TOTAL	445.7	622.0	648.2	673.2	717.2	724.8	765.8	782.9	414.3	859.5	107.4%	-47.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	63.3	103.5	112.2	124.8	139.9	142.1	141.3	142.5	99.8	196.9	97.4%	-30.0%
Food Service	116.9	170.4	179.0	190.2	206.0	209.1	224.0	233.6	111.9	232.8	108.0%	-52.1%
Food Stores	46.4	62.2	65.0	67.7	69.2	68.2	70.6	72.2	43.6	84.4	93.5%	-39.6%
Local Tran. & Gas	42.9	75.7	75.8	66.8	66.9	68.5	81.3	81.6	34.9	82.6	136.6%	-57.2%
Arts, Ent. & Rec.	70.0	80.5	83.0	85.8	90.9	90.3	94.3	95.8	48.7	94.8	94.5%	-49.1%
Retail Sales	83.6	91.8	93.3	95.6	99.1	97.6	101.0	102.1	52.4	114.1	117.6%	-48.7%
Visitor Air Tran.	22.5	38.0	39.8	42.4	45.1	49.0	53.3	55.0	22.9	53.9	134.7%	-58.3%
TOTAL	445.7	622.0	648.2	673.2	717.2	724.8	765.8	782.9	414.3	859.5	107.4%	-47.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Lane County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	77.8	117.8	127.1	138.1	149.6	158.2	169.2	178.4	143.3	170.2	18.8%	-19.7%
Arts, Ent. & Rec.	20.5	28.4	30.0	31.4	34.2	34.8	37.6	39.6	31.0	35.1	13.2%	-21.7%
Retail**	15.8	19.3	20.2	21.2	22.6	23.1	24.2	24.7	24.5	27.0	10.4%	-0.7%
Ground Tran.	3.1	3.4	3.8	4.1	4.4	4.3	4.9	5.2	4.2	5.4	28.3%	-19.1%
Other Travel*	9.0	36.3	38.9	43.8	51.0	53.3	61.8	60.4	49.8	42.2	-15.3%	-17.6%
TOTAL	126.2	205.1	220.0	238.6	261.8	273.7	297.6	308.4	252.9	280.0	10.7%	-18.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	4,300	5,130	5,300	5,540	5,780	5,920	6,030	6,150	4,720	5,090	7.9%	-23.2%
Arts, Ent. & Rec.	1,940	2,370	2,420	2,400	2,540	2,580	2,620	2,630	1,870	2,040	8.9%	-28.8%
Retail**	780	830	840	860	880	880	890	890	800	840	5.0%	-9.5%
Ground Tran.	140	110	120	120	130	120	130	130	120	140	25.2%	-13.7%
Other Travel*	350	1,060	1,100	1,240	1,310	1,310	1,450	1,340	1,020	830	-18.6%	-24.0%
TOTAL	7,510	9,490	9,770	10,160	10,630	10,800	11,110	11,140	8,530	8,950	4.9%	-23.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	5.8	9.6	10.5	11.9	12.9	13.0	13.6	13.6	9.2	15.8	71.7%	-32.1%
State Tax Receipts	12.4	19.9	20.7	21.8	23.7	26.2	27.9	28.5	19.9	26.5	33.4%	-30.4%
TOTAL	18.2	29.5	31.1	33.7	36.6	39.2	41.5	42.1	29.1	42.3	45.5%	-31.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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



Lane County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$183	\$370	\$490	\$1,002	2.7	2.0
Private Home	\$48	\$171	\$108	\$394	2.2	3.6
Other Overnight	\$68	\$205	\$178	\$542	2.6	3.0
All Overnight	\$151	\$426	\$364	\$1,066	2.4	2.9

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	2,075,730	1,316,490	2,737,550	887,280	513,320	1,020,920
Private Home	4,853,840	2,561,550	4,899,810	1,974,840	1,088,230	2,184,500
Other Overnight	1,407,220	932,280	992,030	417,660	352,800	375,450
All Overnight	8,336,790	4,810,320	8,629,390	3,279,780	1,954,350	3,580,870

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,117,220	695,060	1,350,340	469,790	263,220	498,940
Private Home	1,602,780	724,330	1,381,880	636,200	305,290	599,510
Other Overnight	451,500	306,570	326,230	134,220	116,100	123,560
All Overnight	3,171,500	1,725,960	3,058,460	1,240,210	684,610	1,222,010

Lincoln County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$98,983
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2021)	23%
Overnight Visitor Day Share of Resident Population**	28%

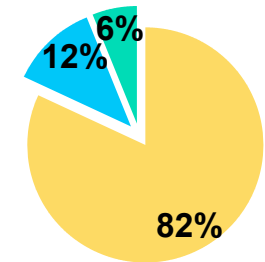
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**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

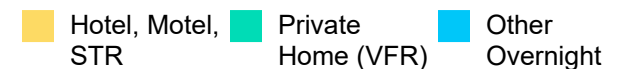
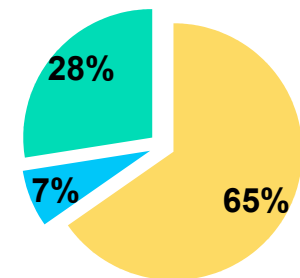
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2021 Share of Overnight Visitor Spending

Lincoln County



Oregon



Lincoln County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	324.6	470.6	506.7	529.1	573.1	590.9	617.4	644.3	467.4	605.1	▲ 29.5%	▲ 3.5%
Other	8.8	11.0	10.9	10.0	11.4	12.2	14.0	14.2	9.1	11.3	▲ 24.5%	▲ 1.4%
Visitor	315.7	459.6	495.8	519.1	561.8	578.7	603.4	630.1	458.4	593.8	▲ 29.6%	▲ 3.6%
Earnings (\$Million)												
Earnings (Current \$)	85.5	125.6	133.1	141.8	153.5	161.8	180.5	193.3	165.6	204.2	▲ 23.3%	▲ 5.0%
Employment (Jobs)												
Employment	4,690	5,630	5,790	5,820	6,070	6,120	6,470	6,650	5,330	6,060	▲ 13.6%	▲ 1.4%
Tax Revenue (\$Million)												
Total (Current \$)	13.6	21.8	23.4	25.4	27.2	30.0	31.7	32.8	29.6	35.6	▲ 20.0%	▲ 5.5%
Local	6.4	10.1	11.0	12.3	12.9	13.6	14.1	14.3	14.5	17.3	▲ 19.6%	▲ 5.7%
State	7.2	11.7	12.4	13.1	14.3	16.4	17.6	18.5	15.2	18.3	▲ 20.5%	▲ 5.3%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Lincoln County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	315.7	459.6	495.8	519.1	561.8	578.7	603.4	630.1	458.4	593.8	29.6%	-27.2%
Other Travel*	8.8	11.0	10.9	10.0	11.4	12.2	14.0	14.2	9.1	11.3	24.5%	-36.4%
TOTAL	324.6	470.6	506.7	529.1	573.1	590.9	617.4	644.3	467.4	605.1	29.5%	-27.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	167.0	277.9	306.7	326.8	359.3	373.1	390.0	408.5	325.7	423.1	29.9%	-20.3%
Hotel, Motel										290.2		
STVR										132.9		
Private Home	16.3	21.4	21.6	21.4	22.2	22.6	23.5	24.1	31.7	31.1	-2.0%	31.3%
Campground	35.1	41.6	42.2	43.2	44.3	44.6	46.4	48.3	29.6	37.4	26.1%	-38.7%
2nd Home	18.0	22.8	23.2	23.4	23.6	24.6	25.5	26.1	21.3	24.3	14.3%	-18.5%
Day Travel	79.4	95.9	102.0	104.3	112.3	113.8	118.1	122.9	50.0	78.0	55.8%	-59.3%
TOTAL	315.7	459.6	495.8	519.1	561.8	578.7	603.4	630.1	458.4	593.8	29.6%	-27.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	81.7	127.3	138.6	153.6	162.6	171.2	177.0	182.9	183.4	255.6	39.4%	0.3%
Food Service	72.0	116.2	128.9	138.4	156.9	161.5	169.5	181.2	113.5	129.5	14.0%	-37.3%
Food Stores	32.7	43.0	46.1	48.2	50.4	50.0	51.1	53.2	35.9	50.1	39.5%	-32.5%
Local Tran. & Gas	25.5	52.2	53.5	45.3	46.4	50.4	57.4	59.0	34.3	46.6	36.0%	-41.9%
Arts, Ent. & Rec.	51.3	60.5	64.8	67.7	74.2	74.6	76.6	79.5	44.7	52.9	18.3%	-43.7%
Retail Sales	52.5	60.3	63.9	66.0	71.1	70.8	71.9	74.4	46.5	59.2	27.2%	-37.4%
TOTAL	315.7	459.6	495.8	519.1	561.8	578.7	603.4	630.1	458.4	593.8	29.6%	-27.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Lincoln County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	57.5	93.4	99.5	106.2	114.5	121.5	137.0	146.9	121.9	159.6	30.9%	-17.0%
Arts, Ent. & Rec.	13.6	14.9	14.9	15.6	16.3	16.8	18.8	20.2	14.8	15.1	2.2%	-26.8%
Retail**	11.0	13.7	14.9	15.8	17.4	17.9	18.7	19.7	23.2	25.6	10.5%	17.7%
Ground Tran.	1.2	1.7	2.0	2.1	2.5	2.6	2.7	3.0	2.9	1.2	-58.0%	-4.8%
Other Travel*	2.3	1.7	1.9	2.1	2.8	2.9	3.3	3.4	2.8	2.7	-5.8%	-16.7%
TOTAL	85.5	125.6	133.1	141.8	153.5	161.8	180.5	193.3	165.6	204.2	23.3%	-14.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,120	3,960	4,080	4,130	4,290	4,360	4,600	4,770	3,720	4,430	19.1%	-21.9%
Arts, Ent. & Rec.	880	930	940	900	910	890	990	1,000	670	720	8.3%	-33.5%
Retail**	590	630	670	690	730	730	740	740	810	820	1.1%	9.7%
Ground Tran.	50	60	60	60	70	70	70	70	70	30	-60.6%	-1.3%
Other Travel*	60	40	40	40	70	70	80	70	60	60	-3.8%	-15.2%
TOTAL	4,690	5,630	5,790	5,820	6,070	6,120	6,470	6,650	5,330	6,060	13.7%	-19.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.4	10.1	11.0	12.3	12.9	13.6	14.1	14.3	14.5	17.3	19.6%	1.5%
State Tax Receipts	7.2	11.7	12.4	13.1	14.3	16.4	17.6	18.5	15.2	18.3	20.5%	-18.3%
TOTAL	13.6	21.8	23.4	25.4	27.2	30.0	31.7	32.8	29.6	35.6	20.0%	-9.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Lincoln County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$137	\$291	\$380	\$808	2.8	2.1
Private Home	\$37	\$134	\$90	\$321	2.4	3.6
Other Overnight	\$52	\$169	\$132	\$432	2.6	3.3
All Overnight	\$183	\$457	\$487	\$1,230	2.7	2.5

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	2,769,080	2,418,650	3,097,210	1,132,770	886,740	1,112,940
Private Home	640,100	899,600	828,760	245,650	374,420	344,930
Other Overnight	1,772,510	1,061,190	1,197,910	540,910	416,910	468,670
All Overnight	5,181,680	4,379,440	5,123,880	1,919,340	1,678,060	1,926,540

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,463,930	1,251,190	1,453,970	598,860	455,960	523,630
Private Home	210,470	252,630	232,730	80,770	105,150	96,870
Other Overnight	536,310	323,220	366,130	163,200	126,510	142,710
All Overnight	2,210,710	1,827,030	2,052,830	842,830	687,620	763,200

Linn County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$85,797
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	3%
Overnight Visitor Day Share of Resident Population**	4%

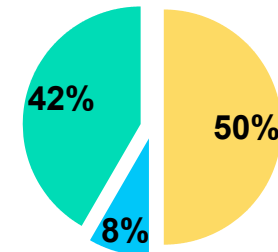
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

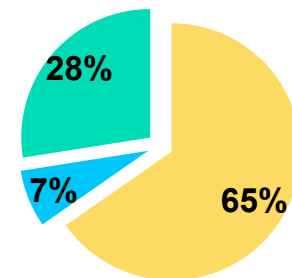
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Linn County



Oregon



Linn County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	92.0	134.2	136.0	135.1	139.2	143.6	151.1	157.2	91.6	174.2	▲ 90.2%	▲ 3.6%
Other	10.6	20.0	19.3	15.7	14.2	15.9	18.4	18.7	8.9	16.6	▲ 86.6%	▲ 2.5%
Visitor	81.4	114.2	116.7	119.4	125.0	127.7	132.7	138.4	82.7	157.6	▲ 90.6%	▲ 3.7%
Earnings (\$Million)												
Earnings (Current \$)	21.1	28.5	29.8	32.4	34.8	36.9	40.6	43.1	38.6	45.9	▲ 19.0%	▲ 4.4%
Employment (Jobs)												
Employment	1,510	1,610	1,630	1,700	1,780	1,800	1,910	1,920	1,630	1,880	▲ 15.6%	▲ 1.2%
Tax Revenue (\$Million)												
Total (Current \$)	3.3	5.0	5.1	5.4	5.8	6.4	6.7	7.4	5.3	8.3	▲ 55.9%	▲ 5.4%
Local	0.5	0.9	0.9	1.0	1.2	1.2	1.2	1.7	1.3	2.6	▲ 95.7%	▲ 10.2%
State	2.8	4.1	4.2	4.3	4.6	5.2	5.5	5.7	4.0	5.7	▲ 42.6%	▲ 4.1%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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



Linn County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	81.4	114.2	116.7	119.4	125.0	127.7	132.7	138.4	82.7	157.6	90.6%	-40.3%
Other Travel*	10.6	20.0	19.3	15.7	14.2	15.9	18.4	18.7	8.9	16.6	86.6%	-52.6%
TOTAL	92.0	134.2	136.0	135.1	139.2	143.6	151.1	157.2	91.6	174.2	90.2%	-41.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	18.4	30.2	32.1	33.8	37.0	38.1	39.4	41.5	24.6	59.0	140.3%	-40.8%
Hotel, Motel										47.5		
STVR										11.5		
Private Home	27.1	38.4	38.4	38.5	39.4	40.2	41.9	43.5	30.4	49.1	61.5%	-30.1%
Campground	6.4	8.1	8.2	8.3	8.5	8.6	9.0	9.4	7.3	8.1	11.6%	-22.0%
2nd Home	1.1	1.5	1.5	1.5	1.5	1.6	1.6	1.7	1.4	1.6	14.3%	-18.5%
Day Travel	28.4	36.0	36.5	37.2	38.6	39.2	40.7	42.4	19.1	39.8	108.5%	-55.0%
TOTAL	81.4	114.2	116.7	119.4	125.0	127.7	132.7	138.4	82.7	157.6	90.6%	-40.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	8.7	14.0	15.3	16.9	19.2	19.9	20.2	21.3	15.6	34.1	119.2%	-26.8%
Food Service	22.6	33.7	34.9	36.9	39.2	40.4	42.3	44.8	24.5	46.0	87.9%	-45.4%
Food Stores	10.6	14.7	15.2	15.7	15.9	15.8	16.1	16.8	11.6	19.0	64.1%	-31.0%
Local Tran. & Gas	7.8	15.2	14.6	12.3	11.9	12.9	14.6	14.9	7.1	15.7	121.7%	-52.5%
Arts, Ent. & Rec.	14.1	16.4	16.6	17.1	17.8	17.9	18.3	18.9	10.9	18.8	72.6%	-42.2%
Retail Sales	17.7	20.1	20.1	20.5	21.0	20.9	21.2	21.8	13.1	24.0	83.3%	-39.9%
TOTAL	81.4	114.2	116.7	119.4	125.0	127.7	132.7	138.4	82.7	157.6	90.6%	-40.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Linn County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	11.9	17.5	18.3	20.3	22.4	24.1	26.9	28.3	24.2	27.4	12.9%	-14.5%
Arts, Ent. & Rec.	4.2	5.1	5.4	5.6	5.9	6.1	6.5	6.9	5.7	9.1	59.7%	-17.3%
Retail**	3.5	4.5	4.6	4.8	5.1	5.2	5.6	5.9	6.8	7.5	10.4%	14.6%
Ground Tran.	0.4	0.6	0.6	0.6	0.7	0.7	0.8	0.8	0.6	0.7	6.6%	-23.4%
Other Travel*	1.0	0.9	0.9	1.0	0.7	0.8	0.9	1.2	1.2	1.2	3.3%	3.1%
TOTAL	21.1	28.5	29.8	32.4	34.8	36.9	40.6	43.1	38.6	45.9	19.0%	-10.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	870	990	1,010	1,060	1,120	1,120	1,200	1,220	1,010	1,080	6.9%	-16.6%
Arts, Ent. & Rec.	380	350	350	350	370	390	410	400	300	470	57.8%	-24.8%
Retail**	200	210	210	220	220	230	230	240	250	270	6.0%	5.5%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	0.1%	-20.6%
Other Travel*	60	50	50	50	40	40	40	50	50	50	-6.1%	-2.7%
TOTAL	1,510	1,610	1,630	1,700	1,780	1,800	1,910	1,920	1,630	1,880	15.3%	-15.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.5	0.9	0.9	1.0	1.2	1.2	1.2	1.7	1.3	2.6	95.7%	-20.2%
State Tax Receipts	2.8	4.1	4.2	4.3	4.6	5.2	5.5	5.7	4.0	5.7	42.6%	-29.4%
TOTAL	3.3	5.0	5.1	5.4	5.8	6.4	6.7	7.4	5.3	8.3	55.9%	-27.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Linn County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$102	\$182	\$285	\$505	2.8	1.8
Private Home	\$37	\$113	\$88	\$266	2.4	3.0
Other Overnight	\$42	\$125	\$113	\$334	2.7	3.0
All Overnight	\$84	\$211	\$208	\$535	2.5	2.6

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	403,400	243,330	576,230	164,430	89,640	207,230
Private Home	1,288,720	862,670	1,309,410	503,720	366,060	555,630
Other Overnight	346,320	218,240	232,110	100,830	80,980	86,130
All Overnight	2,038,440	1,324,240	2,117,760	768,980	536,670	848,990

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	242,520	139,290	324,810	98,860	50,810	116,970
Private Home	501,310	286,960	435,560	195,940	121,770	184,820
Other Overnight	112,540	73,200	77,860	32,880	27,250	28,990
All Overnight	856,370	499,450	838,230	327,680	199,830	330,780

Malheur County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$81,585
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2021)	4%
Overnight Visitor Day Share of Resident Population**	6%

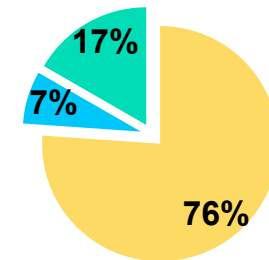
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

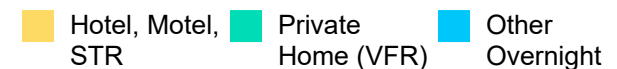
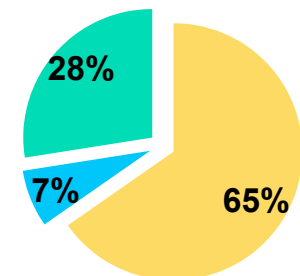
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Malheur County



Oregon



Malheur County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	35.6	40.1	40.1	40.6	42.1	45.6	45.1	46.8	34.2	52.4	▲ 53.1%	▲ 2.2%
Other	2.7	5.0	4.7	3.8	3.5	3.9	4.4	4.5	2.1	3.9	▲ 86.6%	▲ 2.1%
Visitor	32.9	35.1	35.3	36.8	38.6	41.7	40.6	42.3	32.1	48.5	▲ 50.9%	▲ 2.2%
Earnings (\$Million)												
Earnings (Current \$)	9.7	10.9	11.1	11.7	12.4	13.1	13.5	14.2	14.4	16.0	▲ 10.7%	▲ 2.8%
Employment (Jobs)												
Employment	660	580	560	580	590	620	600	600	580	600	▲ 4.4%	▼ -0.5%
Tax Revenue (\$Million)												
Total (Current \$)	1.3	1.9	1.9	2.0	2.1	2.5	2.4	2.5	2.2	2.9	▲ 31.7%	▲ 4.3%
Local	0.4	0.7	0.7	0.7	0.8	0.9	0.9	0.9	0.9	1.3	▲ 40.8%	▲ 6.7%
State	1.0	1.2	1.2	1.2	1.3	1.5	1.5	1.6	1.3	1.6	▲ 25.4%	▲ 3.0%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Malheur County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	32.9	35.1	35.3	36.8	38.6	41.7	40.6	42.3	32.1	48.5	50.9%	-24.1%
Other Travel*	2.7	5.0	4.7	3.8	3.5	3.9	4.4	4.5	2.1	3.9	86.6%	-53.7%
TOTAL	35.6	40.1	40.1	40.6	42.1	45.6	45.1	46.8	34.2	52.4	53.1%	-26.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	16.4	18.3	18.4	19.7	21.2	23.7	22.4	23.3	20.3	32.0	57.4%	-13.0%
Hotel, Motel										30.5		
STVR										1.5		
Private Home	4.8	6.1	6.1	6.1	6.1	6.3	6.4	6.6	5.3	7.0	31.2%	-19.9%
Campground	2.7	3.5	3.5	3.6	3.7	3.7	3.9	4.0	2.4	2.6	11.1%	-40.7%
2nd Home	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	14.6%	-15.3%
Day Travel	8.8	6.9	7.0	7.1	7.3	7.7	7.6	7.9	3.8	6.5	71.8%	-52.1%
TOTAL	32.9	35.1	35.3	36.8	38.6	41.7	40.6	42.3	32.1	48.5	50.9%	-24.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	7.1	9.1	9.2	10.2	11.3	12.8	11.9	12.4	11.2	17.5	55.9%	-9.5%
Food Service	8.5	9.2	9.4	9.9	10.4	11.2	11.2	11.8	9.2	13.7	48.4%	-21.8%
Food Stores	3.8	4.2	4.3	4.5	4.5	4.5	4.5	4.7	3.0	4.1	36.9%	-35.6%
Local Tran. & Gas	2.4	3.4	3.3	2.8	2.7	3.0	3.2	3.3	2.2	3.6	66.1%	-35.0%
Arts, Ent. & Rec.	6.2	5.2	5.2	5.4	5.6	5.9	5.7	5.9	4.1	5.9	44.8%	-30.9%
Retail Sales	4.9	4.0	4.0	4.0	4.1	4.2	4.1	4.2	2.4	3.6	51.6%	-42.7%
TOTAL	32.9	35.1	35.3	36.8	38.6	41.7	40.6	42.3	32.1	48.5	50.9%	-24.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Malheur County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	6.5	7.6	7.8	8.2	8.6	9.0	9.8	10.2	10.1	11.6	14.9%	-0.8%
Arts, Ent. & Rec.	1.8	1.9	1.9	2.0	2.2	2.4	2.0	2.2	2.3	2.3	-2.3%	7.6%
Retail**	1.1	1.0	1.0	1.1	1.1	1.2	1.3	1.3	1.5	1.5	4.7%	13.2%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	-3.5%	7.5%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	11.6%	0.7%
TOTAL	9.7	10.9	11.1	11.7	12.4	13.1	13.5	14.2	14.4	16.0	10.7%	2.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	410	380	380	400	410	410	430	420	400	430	8.2%	-5.9%
Arts, Ent. & Rec.	170	140	130	120	120	130	100	100	110	100	-8.3%	1.7%
Retail**	60	50	50	50	50	50	50	50	60	60	2.6%	4.9%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-9.4%	11.4%
Other Travel*	10	10	10	10	10	10	10	10	10	10	6.6%	-6.2%
TOTAL	660	580	560	580	590	620	600	600	580	600	3.4%	-3.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	0.7	0.7	0.7	0.8	0.9	0.9	0.9	0.9	1.3	40.8%	-1.5%
State Tax Receipts	1.0	1.2	1.2	1.2	1.3	1.5	1.5	1.6	1.3	1.6	25.4%	-17.1%
TOTAL	1.3	1.9	1.9	2.0	2.1	2.5	2.4	2.5	2.2	2.9	31.7%	-11.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Malheur County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$94	\$158	\$260	\$440	2.8	1.7
Private Home	\$23	\$68	\$53	\$160	2.4	3.0
Other Overnight	\$51	\$150	\$136	\$401	2.7	2.9
All Overnight	\$104	\$228	\$268	\$597	2.6	2.2

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	233,810	228,080	341,050	95,310	82,490	122,920
Private Home	310,160	251,500	308,520	121,230	106,720	130,910
Other Overnight	108,780	55,190	58,710	31,700	20,610	21,920
All Overnight	652,760	534,770	708,280	248,240	209,820	275,760

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	140,570	137,370	201,710	57,300	49,630	72,730
Private Home	120,650	83,660	102,630	47,160	35,500	43,550
Other Overnight	35,410	18,710	19,900	10,360	7,010	7,460
All Overnight	296,630	239,740	324,230	114,810	92,140	123,740

Marion County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$107,800
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	2%
Overnight Visitor Day Share of Resident Population**	4%

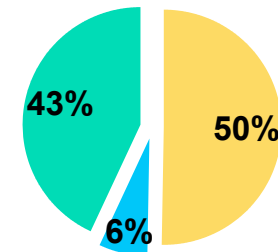
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

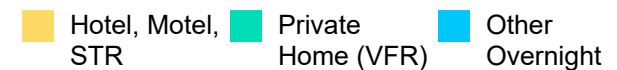
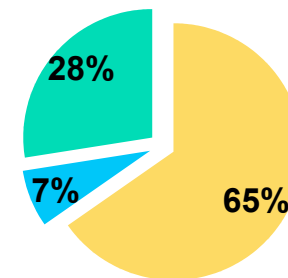
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Marion County



Oregon



Marion County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	255.8	375.5	381.9	382.9	396.7	415.5	429.3	454.8	236.1	484.6	▲ 105.3%	▲ 3.6%
Other	31.6	57.9	56.5	47.4	47.3	52.6	60.4	61.5	32.0	51.6	▲ 61.1%	▲ 2.8%
Visitor	224.2	317.6	325.5	335.5	349.4	363.0	368.9	393.3	204.1	433.1	▲ 112.2%	▲ 3.7%
Earnings (\$Million)												
Earnings (Current \$)	61.5	85.8	89.5	98.1	104.9	111.9	119.0	125.0	105.7	121.4	▲ 14.9%	▲ 3.8%
Employment (Jobs)												
Employment	3,730	4,230	4,340	4,490	4,660	4,720	4,760	4,910	3,970	4,180	▲ 5.4%	▲ 0.6%
Tax Revenue (\$Million)												
Total (Current \$)	9.6	14.7	15.1	16.1	17.2	19.2	19.7	20.7	13.8	21.0	▲ 52.8%	▲ 4.4%
Local	1.9	3.1	3.4	3.8	4.2	4.5	4.4	4.8	3.2	6.0	▲ 85.9%	▲ 6.7%
State	7.8	11.5	11.7	12.3	13.0	14.8	15.3	15.9	10.5	15.0	▲ 42.6%	▲ 3.7%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Marion County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	224.2	317.6	325.5	335.5	349.4	363.0	368.9	393.3	204.1	433.1	112.2%	-48.1%
Other Travel*	31.6	57.9	56.5	47.4	47.3	52.6	60.4	61.5	32.0	51.6	61.1%	-48.0%
TOTAL	255.8	375.5	381.9	382.9	396.7	415.5	429.3	454.8	236.1	484.6	105.3%	-48.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	62.7	103.4	109.2	115.8	124.6	132.0	132.2	143.8	74.1	164.2	121.6%	-48.5%
Hotel, Motel										135.4		
STVR										28.8		
Private Home	80.6	111.6	112.1	113.1	115.2	118.6	121.7	128.0	68.2	140.9	106.6%	-46.7%
Campground	13.4	17.7	17.9	18.3	18.8	18.9	19.7	20.5	15.3	17.0	11.0%	-25.4%
2nd Home	2.8	3.9	3.9	4.0	4.0	4.1	4.3	4.4	3.6	4.1	14.3%	-18.5%
Day Travel	64.5	81.1	82.2	84.3	86.8	89.4	91.0	96.5	42.9	106.9	149.3%	-55.6%
TOTAL	224.2	317.6	325.5	335.5	349.4	363.0	368.9	393.3	204.1	433.1	112.2%	-48.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	28.9	47.4	51.5	57.2	63.5	67.6	67.1	73.0	45.8	96.6	110.9%	-37.2%
Food Service	61.8	92.8	96.2	102.1	108.1	112.8	115.5	125.0	59.4	126.7	113.2%	-52.5%
Food Stores	28.0	39.0	40.2	41.9	42.2	42.4	42.5	44.8	26.2	51.2	95.1%	-41.4%
Local Tran. & Gas	20.9	41.0	39.5	33.3	32.1	35.3	39.0	40.7	16.5	40.5	145.8%	-59.5%
Arts, Ent. & Rec.	37.8	44.1	44.7	46.2	47.8	48.7	48.9	51.4	25.7	51.9	102.1%	-50.0%
Retail Sales	46.8	53.3	53.4	54.7	55.7	56.1	55.9	58.4	30.5	66.2	117.3%	-47.8%
TOTAL	224.2	317.6	325.5	335.5	349.4	363.0	368.9	393.3	204.1	433.1	112.2%	-48.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Marion County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	36.2	54.8	57.8	64.5	69.6	74.8	79.1	82.4	69.2	81.2	17.4%	-16.1%
Arts, Ent. & Rec.	11.3	14.0	14.0	14.6	14.7	15.3	16.8	18.3	14.1	16.4	16.3%	-23.0%
Retail**	9.1	11.6	12.0	12.6	13.2	13.8	14.3	15.1	15.0	16.8	12.1%	-1.1%
Ground Tran.	1.1	1.5	1.6	1.7	1.9	2.0	2.1	2.3	1.5	1.7	13.5%	-35.1%
Other Travel*	3.7	3.9	4.2	4.6	5.5	5.9	6.6	6.9	6.0	5.3	-10.3%	-13.2%
TOTAL	61.5	85.8	89.5	98.1	104.9	111.9	119.0	125.0	105.7	121.4	14.9%	-15.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,200	2,610	2,690	2,830	2,910	2,980	3,000	3,000	2,470	2,640	6.9%	-17.7%
Arts, Ent. & Rec.	840	920	950	930	970	950	950	1,090	770	820	5.7%	-29.5%
Retail**	450	490	500	520	520	530	530	550	500	520	5.6%	-9.2%
Ground Tran.	50	50	50	50	50	50	50	60	40	40	6.5%	-32.7%
Other Travel*	180	150	160	160	210	210	220	220	200	170	-15.2%	-9.5%
TOTAL	3,730	4,230	4,340	4,490	4,660	4,720	4,760	4,910	3,970	4,180	5.3%	-19.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.9	3.1	3.4	3.8	4.2	4.5	4.4	4.8	3.2	6.0	85.9%	-32.3%
State Tax Receipts	7.8	11.5	11.7	12.3	13.0	14.8	15.3	15.9	10.5	15.0	42.6%	-34.0%
TOTAL	9.6	14.7	15.1	16.1	17.2	19.2	19.7	20.7	13.8	21.0	52.8%	-33.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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



Marion County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$121	\$239	\$335	\$662	2.8	2.0
Private Home	\$37	\$131	\$88	\$315	2.4	3.6
Other Overnight	\$56	\$180	\$149	\$476	2.6	3.2
All Overnight	\$88	\$261	\$220	\$663	2.5	3.0

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,196,110	633,530	1,358,790	489,300	233,680	490,540
Private Home	3,864,410	1,974,130	3,832,540	1,483,060	821,640	1,595,120
Other Overnight	565,660	351,320	373,790	167,420	132,920	141,440
All Overnight	5,626,170	2,958,990	5,565,110	2,139,790	1,188,240	2,227,090

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	632,350	322,760	685,970	258,680	117,990	247,930
Private Home	1,270,640	554,380	1,076,260	487,640	230,740	447,940
Other Overnight	174,130	110,320	117,370	51,430	41,610	44,270
All Overnight	2,077,120	987,460	1,879,600	797,750	390,330	740,150

Morrow County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$54,985
Employee Earnings generated by \$100 Visitor Spending	\$42
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	3%
Overnight Visitor Day Share of Resident Population**	6%

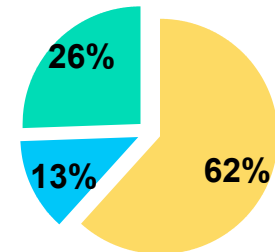
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

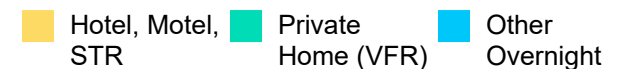
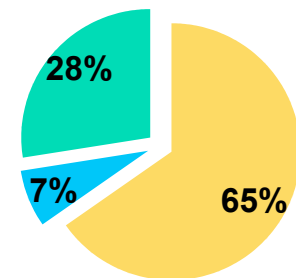
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Morrow County



Oregon



Morrow County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	10.8	14.7	14.4	14.5	14.9	15.8	16.5	17.1	9.2	13.9	▲ 50.8%	▲ 1.4%
Other	1.0	1.8	1.7	1.4	1.3	1.4	1.6	1.7	0.8	1.5	▲ 86.6%	▲ 2.3%
Visitor	9.8	12.9	12.6	13.2	13.6	14.4	14.8	15.4	8.4	12.4	▲ 47.5%	▲ 1.3%
Earnings (\$Million)												
Earnings (Current \$)	2.7	3.4	3.4	3.6	3.8	4.1	4.7	5.2	4.5	5.4	▲ 18.5%	▲ 3.9%
Employment (Jobs)												
Employment	200	170	180	170	180	190	220	250	200	230	▲ 14.0%	▲ 0.8%
Tax Revenue (\$Million)												
Total (Current \$)	0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.4	0.6	▲ 31.0%	▲ 3.4%
Local	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 55.8%	▲ 16.3%
State	0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.4	0.6	▲ 30.9%	▲ 3.3%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Morrow County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	9.8	12.9	12.6	13.2	13.6	14.4	14.8	15.4	8.4	12.4	47.5%	-45.3%
Other Travel*	1.0	1.8	1.7	1.4	1.3	1.4	1.6	1.7	0.8	1.5	86.6%	-52.5%
TOTAL	10.8	14.7	14.4	14.5	14.9	15.8	16.5	17.1	9.2	13.9	50.8%	-46.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	4.5	6.6	6.5	6.9	7.3	7.9	8.1	8.5	3.9	6.4	64.5%	-54.0%
Hotel, Motel										6.0		
STVR										0.4		
Private Home	1.8	2.3	2.2	2.3	2.3	2.3	2.4	2.5	2.1	2.7	26.1%	-14.8%
Campground	0.5	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.6	0.7	13.0%	-17.0%
2nd Home	0.4	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.6	14.6%	-15.3%
Day Travel	2.5	2.7	2.7	2.7	2.8	2.9	3.0	3.1	1.3	2.0	61.6%	-59.2%
TOTAL	9.8	12.9	12.6	13.2	13.6	14.4	14.8	15.4	8.4	12.4	47.5%	-45.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.0	3.2	3.2	3.5	3.8	4.1	4.2	4.3	2.2	3.6	59.4%	-48.5%
Food Service	2.5	3.4	3.4	3.6	3.8	4.0	4.1	4.4	2.7	3.8	43.3%	-39.4%
Food Stores	1.2	1.5	1.5	1.5	1.5	1.5	1.6	1.6	1.0	1.3	30.9%	-36.4%
Local Tran. & Gas	0.8	1.4	1.3	1.1	1.1	1.2	1.3	1.3	0.7	1.1	58.6%	-47.2%
Arts, Ent. & Rec.	1.7	1.9	1.8	1.9	2.0	2.0	2.1	2.1	1.0	1.4	43.8%	-52.8%
Retail Sales	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.6	0.8	1.1	43.9%	-50.6%
TOTAL	9.8	12.9	12.6	13.2	13.6	14.4	14.8	15.4	8.4	12.4	47.5%	-45.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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



Morrow County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	1.5	2.1	2.1	2.3	2.4	2.6	3.2	3.6	3.1	4.0	29.0%	-13.4%
Arts, Ent. & Rec.	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.6	0.6	-3.0%	-26.5%
Retail**	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.6	-7.6%	4.6%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-7.0%	-21.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	11.6%	3.3%
TOTAL	2.7	3.4	3.4	3.6	3.8	4.1	4.7	5.2	4.5	5.4	18.5%	-13.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	130	120	120	110	120	130	160	180	150	180	21.1%	-16.8%
Arts, Ent. & Rec.	30	30	40	30	30	40	40	40	30	30	-6.6%	-30.5%
Retail**	30	20	20	20	20	20	20	20	20	20	-5.5%	-4.5%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	-12.7%	-18.1%
Other Travel*	0	0	0	0	0	0	0	0	0	0	5.9%	-6.1%
TOTAL	200	170	180	170	180	190	220	250	200	230	15.0%	-20.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	55.8%	-48.5%
State Tax Receipts	0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.4	0.6	30.9%	-30.4%
TOTAL	0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.4	0.6	31.0%	-30.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Morrow County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$86	\$147	\$239	\$408	2.8	1.7
Private Home	\$23	\$68	\$53	\$160	2.4	3.0
Other Overnight	\$26	\$74	\$68	\$191	2.6	2.8
All Overnight	\$69	\$167	\$175	\$429	2.5	2.4

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	92,320	47,230	74,370	37,630	17,100	26,790
Private Home	115,050	99,290	117,100	44,970	42,130	49,690
Other Overnight	67,730	47,360	50,420	20,470	18,210	19,390
All Overnight	275,090	193,880	241,880	103,070	77,450	95,870

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	55,500	28,340	43,660	22,620	10,250	15,740
Private Home	44,750	33,030	38,950	17,490	14,020	16,530
Other Overnight	23,570	16,850	17,940	7,170	6,510	6,940
All Overnight	123,820	78,220	100,550	47,290	30,770	39,200

Multnomah County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$169,952
Employee Earnings generated by \$100 Visitor Spending	\$22
Local & State Tax Revenues generated by \$100 Visitor Spending	\$7
Visitor Shares	
Travel Share of Total Employment (2021)	3%
Overnight Visitor Day Share of Resident Population**	4%

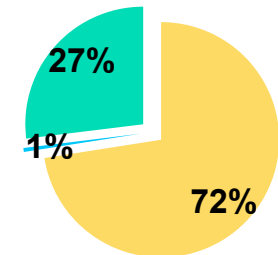
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

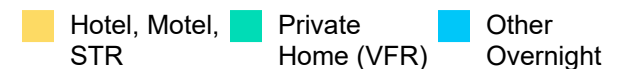
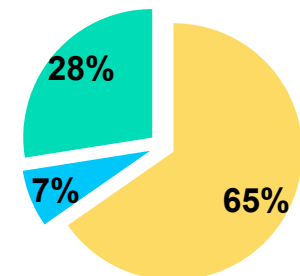
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Multnomah County



Oregon



Multnomah County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	1,987.7	3,231.8	3,432.5	3,670.7	3,784.2	3,972.4	4,165.4	4,381.2	1,630.8	2,837.2	▲ 74.0%	▲ 2.0%
Other	664.2	1,025.6	1,077.0	1,114.9	1,141.3	1,217.4	1,294.5	1,432.2	480.5	840.1	▲ 74.9%	▲ 1.3%
Visitor	1,323.5	2,206.2	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,997.0	▲ 73.6%	▲ 2.3%
Earnings (\$Million)												
Earnings (Current \$)	481.7	718.0	774.5	846.0	911.7	999.7	1,079.6	1,152.4	823.3	844.7	▲ 2.6%	▲ 3.2%
Employment (Jobs)												
Employment	16,930	20,380	21,130	21,970	22,760	23,010	23,750	23,920	16,660	16,650	▼ 0.0%	▼ -0.1%
Tax Revenue (\$Million)												
Total (Current \$)	81.0	143.8	156.5	176.3	183.3	198.5	207.0	212.4	110.1	144.7	▲ 31.5%	▲ 3.3%
Local	44.2	83.8	92.9	107.8	109.6	114.0	117.2	118.0	51.9	76.6	▲ 47.7%	▲ 3.1%
State	36.7	59.9	63.5	68.5	73.7	84.4	89.8	94.4	58.2	68.1	▲ 17.0%	▲ 3.5%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Multnomah County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	1,323.5	2,206.2	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,997.0	73.6%	-61.0%
Other Travel*	664.2	1,025.6	1,077.0	1,114.9	1,141.3	1,217.4	1,294.5	1,432.2	480.5	840.1	74.9%	-66.5%
TOTAL	1,987.7	3,231.8	3,432.5	3,670.7	3,784.2	3,972.4	4,165.4	4,381.2	1,630.8	2,837.2	74.0%	-62.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	807.9	1,432.0	1,541.8	1,692.5	1,760.5	1,839.5	1,914.1	1,963.6	708.8	1,264.3	78.4%	-63.9%
Hotel, Motel										1,112.8		
STVR										151.4		
Private Home	325.3	500.6	530.4	567.6	576.1	598.3	625.8	643.1	298.3	467.9	56.9%	-53.6%
Campground	10.9	13.0	13.2	13.5	13.9	14.0	14.6	15.2	12.6	7.9	-37.1%	-16.8%
2nd Home	3.1	4.4	4.5	4.5	4.6	4.7	4.9	5.0	3.8	4.3	14.0%	-24.9%
Day Travel	176.3	256.1	265.7	277.7	287.9	298.5	311.6	322.2	126.9	252.7	99.2%	-60.6%
TOTAL	1,323.5	2,206.2	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,997.0	73.6%	-61.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	254.2	503.9	562.3	646.9	693.1	723.8	741.0	747.2	274.2	496.5	81.1%	-63.3%
Food Service	242.9	430.0	450.5	484.2	516.5	544.4	574.6	607.1	266.1	434.7	63.4%	-56.2%
Food Stores	45.2	69.4	72.9	76.9	78.2	79.2	81.0	83.4	50.4	85.0	68.6%	-39.6%
Local Tran. & Gas	165.2	279.9	293.0	295.6	283.8	300.0	322.9	326.2	172.1	245.1	42.4%	-47.2%
Arts, Ent. & Rec.	90.8	122.3	125.7	131.8	137.8	141.7	146.0	149.9	41.4	64.6	56.0%	-72.4%
Retail Sales	152.6	202.6	206.0	214.2	220.0	223.8	228.3	233.6	114.2	187.1	63.9%	-51.1%
Visitor Air Tran.	372.5	598.0	645.1	706.3	713.5	742.3	777.2	801.6	231.8	484.0	108.8%	-71.1%
TOTAL	1,323.5	2,206.2	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,150.3	1,997.0	73.6%	-61.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Multnomah County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	175.2	317.0	339.6	368.9	399.1	428.5	467.2	492.9	295.8	324.3	9.6%	-40.0%
Arts, Ent. & Rec.	25.1	37.8	39.9	42.2	43.7	46.1	49.0	52.2	37.0	36.7	-1.0%	-29.1%
Retail**	24.2	34.4	36.0	38.5	40.7	43.0	45.2	46.5	44.8	46.8	4.4%	-3.7%
Ground Tran.	21.2	27.6	30.1	33.5	32.6	34.5	35.8	38.9	38.1	36.5	-4.3%	-1.8%
Other Travel*	235.9	301.2	328.9	362.9	395.6	447.7	482.3	521.9	407.5	400.5	-1.7%	-21.9%
TOTAL	481.7	718.0	774.5	846.0	911.7	999.7	1,079.6	1,152.4	823.3	844.7	2.6%	-28.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	8,660	12,300	12,710	13,080	13,520	13,700	14,090	14,000	8,610	8,760	1.7%	-38.5%
Arts, Ent. & Rec.	840	1,100	1,140	1,160	1,220	1,170	1,170	1,230	800	820	1.8%	-34.6%
Retail**	970	1,200	1,220	1,260	1,290	1,320	1,330	1,310	1,180	1,190	1.5%	-10.4%
Ground Tran.	930	940	970	1,050	960	980	980	1,020	1,090	980	-10.0%	6.9%
Other Travel*	5,530	4,840	5,080	5,430	5,770	5,830	6,180	6,360	4,970	4,900	-1.4%	-21.8%
TOTAL	16,930	20,380	21,130	21,970	22,760	23,010	23,750	23,920	16,660	16,650	-0.1%	-30.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	44.2	83.8	92.9	107.8	109.6	114.0	117.2	118.0	51.9	76.6	47.7%	-56.0%
State Tax Receipts	36.7	59.9	63.5	68.5	73.7	84.4	89.8	94.4	58.2	68.1	17.0%	-38.3%
TOTAL	81.0	143.8	156.5	176.3	183.3	198.5	207.0	212.4	110.1	144.7	31.5%	-48.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Multnomah County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$191	\$421	\$484	\$1,069	2.5	2.2
Private Home	\$84	\$303	\$148	\$553	1.8	3.7
Other Overnight	\$46	\$155	\$107	\$364	2.3	3.4
All Overnight	\$241	\$650	\$511	\$1,459	2.1	2.9

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	7,071,140	3,183,300	6,617,210	3,357,090	1,391,100	2,614,780
Private Home	5,603,560	5,503,450	5,599,440	2,945,100	2,845,450	3,154,280
Other Overnight	485,350	333,360	265,320	156,490	137,580	113,960
All Overnight	13,160,060	9,020,110	12,481,970	6,458,690	4,374,130	5,883,020

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	3,477,430	1,534,550	3,004,110	1,608,960	649,820	1,183,010
Private Home	1,807,500	1,519,550	1,545,830	915,280	782,190	846,100
Other Overnight	145,660	101,680	79,240	46,560	41,520	33,670
All Overnight	5,430,580	3,155,790	4,629,180	2,570,800	1,473,530	2,062,780

Polk County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$72,989
Employee Earnings generated by \$100 Visitor Spending	\$38
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3
Visitor Shares	
Travel Share of Total Employment (2021)	8%
Overnight Visitor Day Share of Resident Population**	4%

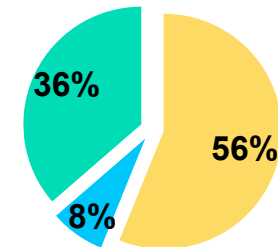
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

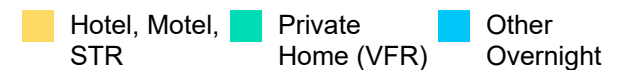
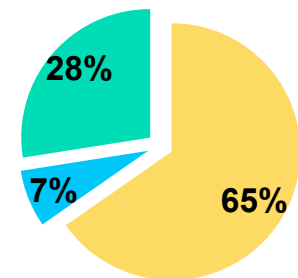
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Polk County



Oregon



Polk County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	128.5	164.2	165.4	170.1	170.6	177.8	178.2	183.7	81.2	191.7	▲ 136.1%	▲ 2.2%
Other	5.7	12.5	12.2	9.8	9.4	10.6	12.3	12.5	5.9	11.0	▲ 86.6%	▲ 3.7%
Visitor	122.8	151.7	153.2	160.2	161.2	167.2	165.9	171.1	75.3	180.7	▲ 140.0%	▲ 2.2%
Earnings (\$Million)												
Earnings (Current \$)	39.2	41.8	41.8	45.9	48.5	51.2	55.7	59.9	55.2	69.7	▲ 26.3%	▲ 3.2%
Employment (Jobs)												
Employment	2,010	1,890	1,900	2,070	2,120	2,190	2,380	2,470	2,100	2,500	▲ 19.1%	▲ 1.2%
Tax Revenue (\$Million)												
Total (Current \$)	3.0	3.7	3.7	4.0	4.2	4.6	4.9	5.1	3.9	5.6	▲ 43.9%	▲ 3.5%
State	3.0	3.7	3.7	4.0	4.2	4.6	4.9	5.1	3.9	5.6	▲ 43.9%	▲ 3.5%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Polk County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	122.8	151.7	153.2	160.2	161.2	167.2	165.9	171.1	75.3	180.7	140.0%	-56.0%
Other Travel*	5.7	12.5	12.2	9.8	9.4	10.6	12.3	12.5	5.9	11.0	86.6%	-53.0%
TOTAL	128.5	164.2	165.4	170.1	170.6	177.8	178.2	183.7	81.2	191.7	136.1%	-55.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	14.1	22.2	22.4	24.4	24.8	25.4	18.3	19.0	7.4	32.0	330.1%	-60.9%
Hotel, Motel										18.5		
STVR										13.5		
Private Home	10.3	15.2	15.5	15.8	15.9	16.8	17.6	18.2	12.6	20.8	64.5%	-30.7%
Campground	2.9	3.7	3.7	3.8	3.9	3.9	4.1	4.3	3.6	4.0	11.4%	-15.2%
2nd Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	14.7%	-17.0%
Day Travel	95.4	110.2	111.3	115.9	116.3	120.7	125.5	129.3	51.3	123.6	140.7%	-60.3%
TOTAL	122.8	151.7	153.2	160.2	161.2	167.2	165.9	171.1	75.3	180.7	140.0%	-56.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	8.6	14.1	14.4	16.0	16.8	17.4	9.9	10.1	6.0	21.1	250.4%	-40.6%
Food Service	20.6	29.3	30.1	32.1	32.8	34.5	36.5	38.4	16.6	38.4	131.3%	-56.8%
Food Stores	8.9	12.2	12.6	13.3	13.0	13.3	13.6	14.0	8.2	15.9	95.0%	-41.8%
Local Tran. & Gas	5.0	9.0	8.6	7.4	6.9	7.6	8.7	8.8	3.6	9.1	153.6%	-59.1%
Arts, Ent. & Rec.	76.7	83.4	84.0	87.7	87.9	90.6	93.4	95.8	38.3	91.2	138.0%	-60.0%
Retail Sales	3.1	3.7	3.6	3.8	3.7	3.8	3.9	4.0	2.6	4.9	90.4%	-35.1%
TOTAL	122.8	151.7	153.2	160.2	161.2	167.2	165.9	171.1	75.3	180.7	140.0%	-56.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Polk County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	11.6	16.3	16.7	19.4	21.4	22.6	25.2	27.6	28.2	39.9	41.2%	2.4%
Arts, Ent. & Rec.	25.2	22.3	21.9	23.1	23.6	25.0	26.6	28.3	23.0	25.7	11.6%	-18.5%
Retail**	1.7	2.3	2.3	2.5	2.5	2.6	2.8	2.9	2.9	3.1	6.6%	2.3%
Ground Tran.	0.3	0.4	0.4	0.5	0.5	0.5	0.6	0.6	0.4	0.4	10.5%	-38.0%
Other Travel*	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.5	-9.6%	2.2%
TOTAL	39.2	41.8	41.8	45.9	48.5	51.2	55.7	59.9	55.2	69.7	26.3%	-7.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	880	910	920	990	1,010	1,060	1,100	1,170	1,110	1,470	32.6%	-5.3%
Arts, Ent. & Rec.	990	820	830	920	950	970	1,110	1,130	840	880	4.5%	-25.9%
Retail**	100	110	110	120	120	120	120	120	110	120	4.9%	-6.8%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	3.7%	-35.8%
Other Travel*	30	30	30	30	30	30	30	30	30	30	-11.7%	-1.9%
TOTAL	2,010	1,890	1,900	2,070	2,120	2,190	2,380	2,470	2,100	2,500	19.0%	-15.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
State Tax Receipts	3.0	3.7	3.7	4.0	4.2	4.6	4.9	5.1	3.9	5.6	43.9%	-24.2%
TOTAL	3.0	3.7	3.7	4.0	4.2	4.6	4.9	5.1	3.9	5.6	43.9%	-24.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Polk County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$108	\$201	\$301	\$559	2.8	1.9
Private Home	\$24	\$72	\$56	\$169	2.4	3.0
Other Overnight	\$54	\$161	\$145	\$434	2.7	3.0
All Overnight	\$71	\$187	\$176	\$469	2.5	2.7

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	205,800	65,910	295,500	83,890	25,490	106,050
Private Home	848,680	563,980	868,760	331,720	239,320	368,640
Other Overnight	113,320	76,090	80,920	32,950	28,160	29,950
All Overnight	1,167,790	705,990	1,245,180	448,560	292,970	504,640

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	123,730	32,300	158,840	50,430	12,170	57,120
Private Home	330,130	187,600	288,990	129,040	79,610	122,630
Other Overnight	36,730	25,410	27,020	10,720	9,430	10,030
All Overnight	490,590	245,310	474,850	190,190	101,200	189,780



Tillamook County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$99,175
Employee Earnings generated by \$100 Visitor Spending	\$46
Local & State Tax Revenues generated by \$100 Visitor Spending	\$7
Visitor Shares	
Travel Share of Total Employment (2021)	14%
Overnight Visitor Day Share of Resident Population**	20%

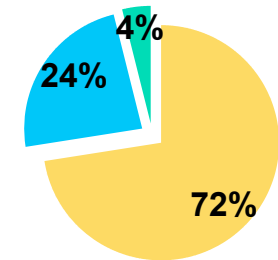
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

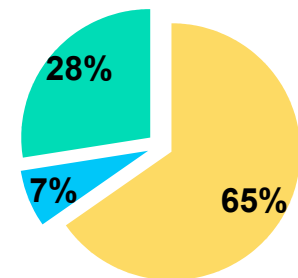
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Tillamook County



Oregon



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

Tillamook County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	129.0	212.8	220.9	229.2	227.4	232.7	241.7	249.4	113.6	202.7	▲ 78.3%	▲ 2.5%
Other	2.1	4.1	3.9	3.2	3.0	3.4	3.9	3.9	1.9	3.5	▲ 86.6%	▲ 2.7%
Visitor	126.9	208.7	216.9	226.0	224.4	229.3	237.8	245.5	111.8	199.2	▲ 78.2%	▲ 2.5%
Earnings (\$Million)												
Earnings (Current \$)	36.1	60.2	66.1	68.3	72.4	77.2	82.9	92.2	71.5	92.4	▲ 29.2%	▲ 5.4%
Employment (Jobs)												
Employment	1,720	2,060	2,150	2,180	2,190	2,210	2,180	2,350	1,700	2,020	▲ 18.6%	▲ 0.9%
Tax Revenue (\$Million)												
Total (Current \$)	3.3	5.9	7.3	7.9	8.4	9.4	10.4	11.4	9.1	13.0	▲ 43.1%	▲ 7.9%
Local	0.6	1.2	2.3	2.8	3.0	3.3	4.0	4.5	4.3	6.3	▲ 47.6%	▲ 13.9%
State	2.7	4.7	5.0	5.2	5.4	6.1	6.4	6.9	4.8	6.7	▲ 39.1%	▲ 5.1%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Tillamook County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	126.9	208.7	216.9	226.0	224.4	229.3	237.8	245.5	111.8	199.2	78.2%	-54.5%
Other Travel*	2.1	4.1	3.9	3.2	3.0	3.4	3.9	3.9	1.9	3.5	86.6%	-53.0%
TOTAL	129.0	212.8	220.9	229.2	227.4	232.7	241.7	249.4	113.6	202.7	78.3%	-54.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	24.9	71.5	76.0	82.0	81.2	83.3	86.1	88.4	50.6	112.0	121.2%	-42.7%
Hotel, Motel										10.6		
STVR										101.4		
Private Home	3.8	5.2	5.2	5.2	5.1	5.4	5.7	5.8	4.7	5.9	26.6%	-19.5%
Campground	25.9	31.6	32.0	32.6	33.5	33.7	35.1	36.5	20.1	22.3	11.0%	-44.9%
2nd Home	10.0	13.0	13.3	13.4	13.5	14.1	14.6	15.0	12.4	14.3	14.7%	-17.0%
Day Travel	62.3	87.4	90.3	92.7	91.1	92.8	96.4	99.8	23.9	44.7	86.8%	-76.0%
TOTAL	126.9	208.7	216.9	226.0	224.4	229.3	237.8	245.5	111.8	199.2	78.2%	-54.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	17.4	40.2	42.1	46.3	49.0	51.0	52.5	53.4	48.0	90.9	89.3%	-10.1%
Food Service	34.2	59.4	62.9	66.8	66.6	68.6	71.8	75.7	22.9	39.7	73.5%	-69.8%
Food Stores	18.9	26.7	27.9	29.1	28.4	28.3	28.8	29.8	14.8	23.1	55.9%	-50.2%
Local Tran. & Gas	8.5	18.2	17.8	15.2	13.8	15.0	16.9	17.2	5.8	11.3	95.0%	-66.2%
Arts, Ent. & Rec.	23.0	33.2	34.6	36.1	35.0	35.1	35.9	36.9	9.6	14.7	53.0%	-73.9%
Retail Sales	25.0	31.0	31.6	32.5	31.5	31.4	31.8	32.5	10.6	19.4	82.9%	-67.4%
TOTAL	126.9	208.7	216.9	226.0	224.4	229.3	237.8	245.5	111.8	199.2	78.2%	-54.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Tillamook County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	23.4	43.2	48.0	49.3	52.8	57.0	62.5	70.6	55.3	71.7	29.8%	-21.8%
Arts, Ent. & Rec.	6.3	8.2	8.9	9.3	9.8	10.0	9.9	10.5	8.5	11.4	34.8%	-19.6%
Retail**	5.8	7.8	8.2	8.6	8.7	8.9	9.3	9.6	7.0	8.5	22.4%	-27.8%
Ground Tran.	0.5	0.8	0.9	1.0	1.0	1.1	1.1	1.2	0.6	0.5	-16.9%	-53.5%
Other Travel*	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	5.8%	2.2%
TOTAL	36.1	60.2	66.1	68.3	72.4	77.2	82.9	92.2	71.5	92.4	29.2%	-22.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	980	1,260	1,340	1,370	1,400	1,400	1,420	1,510	1,120	1,330	18.6%	-26.1%
Arts, Ent. & Rec.	370	380	380	370	370	390	350	410	300	370	22.5%	-26.9%
Retail**	340	380	400	400	390	380	380	380	260	300	16.9%	-32.3%
Ground Tran.	20	30	30	30	30	30	30	30	10	10	-22.0%	-51.8%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-3.8%	-7.1%
TOTAL	1,720	2,060	2,150	2,180	2,190	2,210	2,180	2,350	1,700	2,020	18.8%	-27.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.6	1.2	2.3	2.8	3.0	3.3	4.0	4.5	4.3	6.3	47.6%	-5.3%
State Tax Receipts	2.7	4.7	5.0	5.2	5.4	6.1	6.4	6.9	4.8	6.7	39.1%	-30.4%
TOTAL	3.3	5.9	7.3	7.9	8.4	9.4	10.4	11.4	9.1	13.0	43.1%	-20.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Tillamook County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$145	\$388	\$408	\$1,094	2.8	2.7
Private Home	\$22	\$65	\$51	\$153	2.4	3.0
Other Overnight	\$38	\$104	\$97	\$265	2.6	2.7
All Overnight	\$132	\$364	\$347	\$956	2.6	2.8

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	761,740	256,830	774,680	310,500	100,870	274,390
Private Home	270,350	230,670	272,840	105,670	97,880	115,780
Other Overnight	1,595,810	913,000	972,360	482,280	355,310	378,440
All Overnight	2,627,900	1,400,500	2,019,890	898,450	554,060	768,610

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	457,960	118,970	288,690	186,670	45,380	102,410
Private Home	105,170	76,730	90,760	41,110	32,560	38,510
Other Overnight	555,060	331,140	352,720	168,810	129,490	137,940
All Overnight	1,118,180	526,850	732,170	396,590	207,430	278,860

Umatilla County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$67,609
Employee Earnings generated by \$100 Visitor Spending	\$39
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment (2021)	6%
Overnight Visitor Day Share of Resident Population**	6%

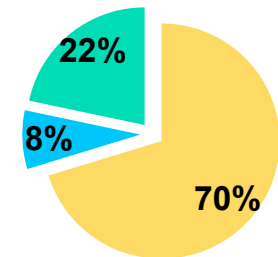
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

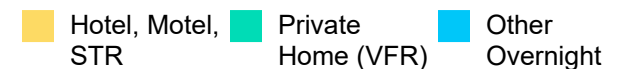
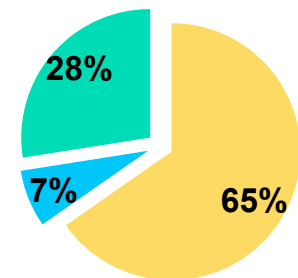
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Umatilla County



Oregon



Umatilla County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	114.9	146.8	150.1	150.8	148.7	164.5	175.1	180.1	116.2	173.9	▲ 49.7%	▲ 2.3%
Other	8.0	13.0	12.7	10.0	9.6	11.8	13.0	13.8	6.5	10.9	▲ 67.9%	▲ 1.7%
Visitor	106.9	133.9	137.4	140.7	139.2	152.8	162.1	166.2	109.7	163.1	▲ 48.7%	▲ 2.4%
Earnings (\$Million)												
Earnings (Current \$)	31.3	42.4	46.0	49.5	50.5	53.4	58.5	61.7	55.4	65.1	▲ 17.6%	▲ 4.1%
Employment (Jobs)												
Employment	2,060	2,230	2,320	2,410	2,460	2,520	2,600	2,710	2,210	2,470	▲ 11.7%	▲ 1.0%
Tax Revenue (\$Million)												
Total (Current \$)	3.9	5.7	5.9	6.2	6.3	7.3	7.7	8.0	6.5	8.3	▲ 27.5%	▲ 4.2%
Local	0.8	1.4	1.4	1.5	1.5	1.8	1.8	1.9	1.8	2.3	▲ 25.9%	▲ 6.0%
State	3.1	4.4	4.5	4.7	4.8	5.5	5.9	6.1	4.7	6.0	▲ 28.1%	▲ 3.7%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Umatilla County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	106.9	133.9	137.4	140.7	139.2	152.8	162.1	166.2	109.7	163.1	48.7%	-34.0%
Other Travel*	8.0	13.0	12.7	10.0	9.6	11.8	13.0	13.8	6.5	10.9	67.9%	-53.2%
TOTAL	114.9	146.8	150.1	150.8	148.7	164.5	175.1	180.1	116.2	173.9	49.7%	-35.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	41.4	59.8	62.9	65.7	64.7	73.5	79.2	81.9	55.9	92.2	64.9%	-31.8%
Hotel, Motel										88.5		
STVR										3.7		
Private Home	18.9	24.7	24.8	24.4	24.1	25.7	26.8	26.9	25.1	28.5	13.4%	-6.8%
Campground	4.9	5.9	5.9	6.1	6.2	6.3	6.5	6.8	6.3	7.0	11.1%	-7.9%
2nd Home	2.5	3.2	3.2	3.2	3.3	3.4	3.5	3.6	3.0	3.4	14.3%	-16.1%
Day Travel	39.2	40.3	40.5	41.3	40.9	43.9	46.1	47.0	19.4	32.0	64.9%	-58.7%
TOTAL	106.9	133.9	137.4	140.7	139.2	152.8	162.1	166.2	109.7	163.1	48.7%	-34.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	18.4	27.9	30.7	33.7	33.7	38.3	40.0	41.6	31.7	49.8	57.2%	-23.9%
Food Service	26.7	35.2	36.0	38.1	38.5	42.2	45.0	46.8	32.9	47.6	44.7%	-29.8%
Food Stores	10.5	13.0	13.3	13.7	13.4	13.9	14.2	14.5	9.6	12.3	28.1%	-33.8%
Local Tran. & Gas	10.2	17.7	16.8	14.1	12.8	14.9	17.3	17.4	9.8	16.8	72.2%	-43.8%
Arts, Ent. & Rec.	24.0	23.7	23.7	24.4	24.2	25.8	26.7	27.0	15.0	21.2	41.2%	-44.4%
Retail Sales	16.4	16.5	16.4	16.7	16.3	17.1	17.6	17.7	10.3	14.2	37.8%	-42.0%
Visitor Air Tran.	0.8	0.0	0.6	0.1	0.2	0.6	1.2	1.1	0.4	1.1	165.3%	-61.2%
TOTAL	106.9	133.9	137.4	140.7	139.2	152.8	162.1	166.2	109.7	163.1	48.7%	-34.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Umatilla County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	19.9	30.6	32.9	35.9	36.3	37.8	42.5	44.9	40.7	47.1	15.8%	-9.4%
Arts, Ent. & Rec.	6.3	6.6	7.1	7.4	7.8	8.5	8.6	9.0	6.3	8.9	41.3%	-29.6%
Retail**	3.6	4.0	4.1	4.3	4.4	4.7	5.0	5.1	5.9	6.2	6.5%	14.1%
Ground Tran.	0.5	0.6	0.7	0.7	0.7	0.8	0.9	0.9	0.9	1.2	35.2%	-7.6%
Other Travel*	1.0	0.6	1.1	1.2	1.4	1.5	1.6	1.8	1.6	1.6	-0.1%	-8.8%
TOTAL	31.3	42.4	46.0	49.5	50.5	53.4	58.5	61.7	55.4	65.1	17.6%	-10.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,210	1,400	1,440	1,500	1,540	1,570	1,650	1,670	1,440	1,520	5.2%	-13.6%
Arts, Ent. & Rec.	590	600	640	660	660	680	680	750	480	650	36.3%	-36.0%
Retail**	180	170	170	180	180	190	190	200	210	210	2.7%	5.5%
Ground Tran.	20	20	20	20	20	20	20	20	20	30	26.9%	-4.2%
Other Travel*	70	30	50	50	60	60	60	70	60	60	-2.7%	-12.5%
TOTAL	2,060	2,230	2,320	2,410	2,460	2,520	2,600	2,710	2,210	2,470	11.8%	-18.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1.4	1.4	1.5	1.5	1.8	1.8	1.9	1.8	2.3	25.9%	-6.4%
State Tax Receipts	3.1	4.4	4.5	4.7	4.8	5.5	5.9	6.1	4.7	6.0	28.1%	-23.2%
TOTAL	3.9	5.7	5.9	6.2	6.3	7.3	7.7	8.0	6.5	8.3	27.5%	-19.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Umatilla County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$106	\$177	\$293	\$492	2.8	1.7
Private Home	\$36	\$109	\$85	\$257	2.4	3.0
Other Overnight	\$50	\$143	\$132	\$372	2.6	2.8
All Overnight	\$120	\$261	\$307	\$684	2.6	2.2

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	737,730	552,050	872,190	300,710	199,810	314,460
Private Home	780,550	748,160	786,660	305,090	317,470	333,810
Other Overnight	265,980	194,070	206,570	80,000	74,100	78,890
All Overnight	1,784,250	1,494,290	1,865,420	685,810	591,390	727,160

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	443,520	331,890	519,660	180,790	119,940	187,430
Private Home	303,630	248,870	261,680	118,680	105,600	111,040
Other Overnight	91,730	68,250	72,660	27,770	26,190	27,890
All Overnight	838,890	649,010	853,990	327,230	251,740	326,350

Union County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$64,346
Employee Earnings generated by \$100 Visitor Spending	\$43
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2021)	4%
Overnight Visitor Day Share of Resident Population**	6%

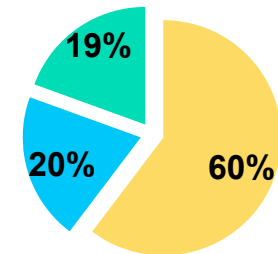
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

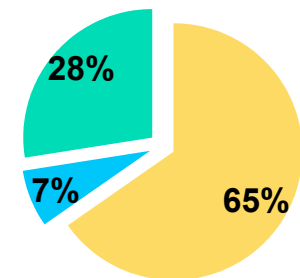
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Union County



Oregon



Union County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	28.9	31.3	33.0	33.0	33.3	35.2	36.8	38.0	24.0	41.4	▲ 72.5%	▲ 2.0%
Other	2.1	4.2	4.0	3.2	3.0	3.3	3.8	3.9	1.8	3.4	▲ 86.6%	▲ 2.7%
Visitor	26.8	27.2	29.0	29.8	30.3	31.9	33.0	34.1	22.2	38.0	▲ 71.3%	▲ 2.0%
Earnings (\$Million)												
Earnings (Current \$)	9.3	9.8	10.4	11.2	11.8	12.3	14.3	15.4	14.1	16.7	▲ 18.3%	▲ 3.3%
Employment (Jobs)												
Employment	610	560	570	580	600	610	660	670	560	610	▲ 8.6%	▼ 0.0%
Tax Revenue (\$Million)												
Total (Current \$)	1.1	1.4	1.5	1.5	1.6	1.8	1.9	2.0	1.5	2.2	▲ 42.5%	▲ 3.7%
Local	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.5	0.8	▲ 58.8%	▲ 4.5%
State	0.8	0.9	1.0	1.0	1.1	1.2	1.3	1.3	1.0	1.4	▲ 34.3%	▲ 3.2%

Notes:
 Calendar year 2020 has been revised since the release of the April 2021 report.
 (Current \$) reflects dollar amounts that are not adjusted for inflation.
 CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.
 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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).
 State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

Union County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	26.8	27.2	29.0	29.8	30.3	31.9	33.0	34.1	22.2	38.0	71.3%	-35.0%
Other Travel*	2.1	4.2	4.0	3.2	3.0	3.3	3.8	3.9	1.8	3.4	86.6%	-52.8%
TOTAL	28.9	31.3	33.0	33.0	33.3	35.2	36.8	38.0	24.0	41.4	72.5%	-36.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	12.2	10.4	11.6	12.4	12.6	13.7	14.1	14.6	9.4	19.0	102.4%	-35.8%
Hotel, Motel										17.0		
STVR										2.0		
Private Home	3.8	5.0	5.3	5.2	5.2	5.4	5.6	5.7	3.8	6.1	62.3%	-34.1%
Campground	3.8	5.4	5.5	5.6	5.8	5.8	6.1	6.3	5.3	5.9	11.0%	-15.5%
2nd Home	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.4	0.5	14.6%	-15.3%
Day Travel	6.6	5.8	6.2	6.2	6.3	6.5	6.7	7.0	3.3	6.5	98.2%	-53.0%
TOTAL	26.8	27.2	29.0	29.8	30.3	31.9	33.0	34.1	22.2	38.0	71.3%	-35.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.7	5.9	6.5	7.1	7.4	8.0	8.2	8.4	6.3	11.4	80.5%	-25.3%
Food Service	6.8	7.1	7.7	8.1	8.4	8.8	9.2	9.7	6.5	11.1	72.6%	-33.7%
Food Stores	3.5	4.1	4.4	4.5	4.5	4.5	4.6	4.8	3.2	4.6	43.7%	-32.3%
Local Tran. & Gas	2.0	2.7	2.7	2.3	2.2	2.4	2.7	2.8	1.5	2.9	96.2%	-46.0%
Arts, Ent. & Rec.	4.9	3.9	4.2	4.3	4.4	4.5	4.6	4.7	2.8	4.6	65.4%	-41.8%
Retail Sales	3.9	3.3	3.5	3.5	3.5	3.6	3.6	3.7	2.0	3.4	72.6%	-46.8%
TOTAL	26.8	27.2	29.0	29.8	30.3	31.9	33.0	34.1	22.2	38.0	71.3%	-35.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Union County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	6.5	7.0	7.4	8.1	8.4	8.7	10.4	11.2	10.4	12.5	20.5%	-7.5%
Arts, Ent. & Rec.	1.5	1.6	1.7	1.7	1.9	2.0	2.3	2.5	1.9	2.2	16.0%	-24.3%
Retail**	1.0	1.0	1.1	1.1	1.1	1.2	1.2	1.3	1.4	1.5	6.8%	12.0%
Ground Tran.	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	19.1%	-18.3%
Other Travel*	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3	11.6%	2.7%
TOTAL	9.3	9.8	10.4	11.2	11.8	12.3	14.3	15.4	14.1	16.7	18.3%	-8.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	360	320	330	340	360	360	400	410	350	390	10.9%	-14.9%
Arts, Ent. & Rec.	190	180	180	170	180	190	200	190	130	140	5.4%	-31.1%
Retail**	50	50	50	50	50	50	50	50	60	60	2.5%	8.4%
Ground Tran.	10	0	0	0	0	10	0	10	0	0	11.8%	-15.4%
Other Travel*	10	10	10	10	10	10	10	10	10	20	4.6%	14.1%
TOTAL	610	560	570	580	600	610	660	670	560	610	8.9%	-16.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.5	0.8	58.8%	-19.3%
State Tax Receipts	0.8	0.9	1.0	1.0	1.1	1.2	1.3	1.3	1.0	1.4	34.3%	-24.6%
TOTAL	1.1	1.4	1.5	1.5	1.6	1.8	1.9	2.0	1.5	2.2	42.5%	-22.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Union County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$93	\$161	\$257	\$446	2.8	1.7
Private Home	\$23	\$68	\$53	\$160	2.4	3.0
Other Overnight	\$54	\$161	\$146	\$434	2.7	3.0
All Overnight	\$85	\$204	\$217	\$529	2.6	2.4

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	150,220	101,980	204,800	61,230	37,090	73,730
Private Home	267,340	178,420	270,820	104,490	75,710	114,920
Other Overnight	166,270	111,670	118,760	48,350	41,330	43,960
All Overnight	583,830	392,070	594,380	214,080	154,130	232,600

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	90,310	60,500	117,980	36,810	21,920	42,510
Private Home	103,990	59,350	90,080	40,650	25,180	38,230
Other Overnight	53,920	37,300	39,670	15,730	13,850	14,730
All Overnight	248,220	157,150	247,740	93,200	60,950	95,470

Wallowa County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$35,830
Employee Earnings generated by \$100 Visitor Spending	\$71
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2021)	14%
Overnight Visitor Day Share of Resident Population**	14%

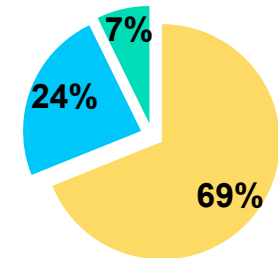
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

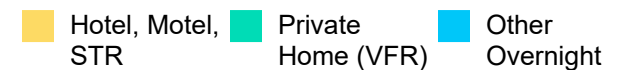
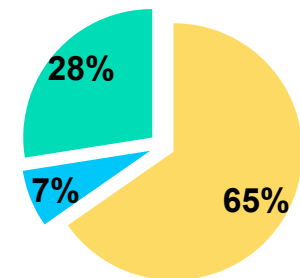
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Wallowa County



Oregon



Wallowa County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	20.4	26.1	27.6	28.3	29.3	30.9	32.0	33.2	12.4	26.8	▲ 117.0%	▲ 1.5%
Other	0.6	1.1	1.1	0.8	0.8	0.9	1.0	1.0	0.5	0.9	▲ 86.6%	▲ 2.3%
Visitor	19.8	25.0	26.5	27.5	28.5	30.0	30.9	32.2	11.9	25.9	▲ 118.3%	▲ 1.5%
Earnings (\$Million)												
Earnings (Current \$)	6.5	9.4	10.5	11.8	12.7	12.8	14.5	14.3	13.3	18.5	▲ 39.4%	▲ 5.9%
Employment (Jobs)												
Employment	500	530	550	580	590	630	670	630	560	730	▲ 29.6%	▲ 2.1%
Tax Revenue (\$Million)												
Total (Current \$)	0.7	1.0	1.0	1.1	1.2	1.3	1.4	1.4	0.9	1.6	▲ 67.4%	▲ 4.8%
Local	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.2	0.4	▲ 125.3%	▲ 3.9%
State	0.5	0.7	0.7	0.8	0.8	0.9	1.0	1.0	0.7	1.1	▲ 52.6%	▲ 5.1%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Wallowa County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	19.8	25.0	26.5	27.5	28.5	30.0	30.9	32.2	11.9	25.9	118.3%	-63.1%
Other Travel*	0.6	1.1	1.1	0.8	0.8	0.9	1.0	1.0	0.5	0.9	86.6%	-52.6%
TOTAL	20.4	26.1	27.6	28.3	29.3	30.9	32.0	33.2	12.4	26.8	117.0%	-62.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	6.7	10.3	11.3	12.0	12.7	13.8	14.1	14.7	4.3	15.6	267.6%	-71.1%
Hotel, Motel										10.5		
STVR										5.2		
Private Home	1.1	1.3	1.4	1.4	1.4	1.5	1.5	1.5	1.3	1.6	26.5%	-15.2%
Campground	5.4	6.4	6.5	6.6	6.8	6.8	7.1	7.4	3.5	3.9	11.2%	-52.1%
2nd Home	1.1	1.3	1.3	1.3	1.3	1.4	1.4	1.5	1.3	1.4	14.7%	-15.3%
Day Travel	5.6	5.7	6.0	6.1	6.3	6.5	6.8	7.0	1.5	3.2	114.3%	-78.5%
TOTAL	19.8	25.0	26.5	27.5	28.5	30.0	30.9	32.2	11.9	25.9	118.3%	-63.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.9	6.1	6.6	7.2	7.7	8.4	8.5	8.8	3.9	10.0	153.3%	-55.3%
Food Service	4.9	6.3	6.8	7.2	7.6	8.0	8.3	8.8	3.0	6.6	117.0%	-65.6%
Food Stores	3.1	3.6	3.8	4.0	4.0	4.0	4.1	4.2	1.9	2.9	48.8%	-54.4%
Local Tran. & Gas	1.4	2.3	2.3	1.9	1.9	2.0	2.3	2.4	0.7	1.8	139.5%	-68.9%
Arts, Ent. & Rec.	3.6	3.8	4.0	4.1	4.3	4.4	4.5	4.7	1.2	2.7	124.9%	-74.3%
Retail Sales	3.0	2.9	3.0	3.1	3.1	3.1	3.2	3.3	1.0	2.0	94.9%	-69.0%
TOTAL	19.8	25.0	26.5	27.5	28.5	30.0	30.9	32.2	11.9	25.9	118.3%	-63.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Wallowa County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	4.3	6.7	7.5	8.7	9.5	9.4	10.7	10.3	9.4	13.3	41.1%	-8.9%
Arts, Ent. & Rec.	1.1	1.5	1.6	1.7	1.7	1.8	2.2	2.4	2.8	4.0	43.4%	15.7%
Retail**	1.0	1.2	1.2	1.3	1.3	1.4	1.3	1.4	0.9	1.1	11.8%	-30.7%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	60.8%	-59.4%
Other Travel*	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	11.6%	3.0%
TOTAL	6.5	9.4	10.5	11.8	12.7	12.8	14.5	14.3	13.3	18.5	39.4%	-7.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	340	330	360	380	390	410	420	390	320	420	30.7%	-16.9%
Arts, Ent. & Rec.	100	150	150	140	150	170	200	200	210	270	30.4%	6.1%
Retail**	50	50	50	50	50	50	40	40	30	30	11.9%	-36.7%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	51.0%	-57.9%
Other Travel*	0	0	0	0	0	0	0	0	0	0	1.4%	2.7%
TOTAL	500	530	550	580	590	630	670	630	560	730	30.4%	-11.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.2	0.4	125.3%	-53.9%
State Tax Receipts	0.5	0.7	0.7	0.8	0.8	0.9	1.0	1.0	0.7	1.1	52.6%	-27.7%
TOTAL	0.7	1.0	1.0	1.1	1.2	1.3	1.4	1.4	0.9	1.6	67.4%	-35.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Wallowa County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$96	\$181	\$267	\$504	2.8	1.9
Private Home	\$23	\$68	\$53	\$160	2.4	3.0
Other Overnight	\$43	\$123	\$113	\$318	2.6	2.8
All Overnight	\$106	\$248	\$280	\$658	2.6	2.4

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	153,740	33,860	163,470	62,670	13,020	58,630
Private Home	71,640	61,500	72,740	28,000	26,100	30,870
Other Overnight	239,660	116,450	123,970	71,080	44,640	47,530
All Overnight	465,030	211,800	360,190	161,750	83,760	137,030

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	92,430	16,930	86,360	37,670	6,350	31,040
Private Home	27,870	20,460	24,200	10,890	8,680	10,270
Other Overnight	80,570	41,220	43,890	24,030	15,880	16,910
All Overnight	200,870	78,610	154,450	72,600	30,910	58,220

Wasco County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$54,302
Employee Earnings generated by \$100 Visitor Spending	\$54
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2021)	9%
Overnight Visitor Day Share of Resident Population**	9%

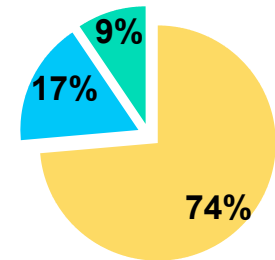
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

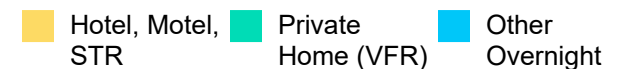
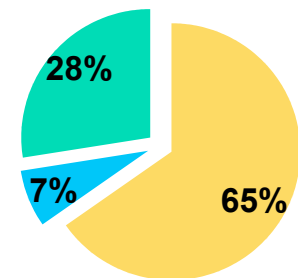
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Wasco County



Oregon



Wasco County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	71.4	90.3	102.2	108.3	115.1	122.3	122.3	105.1	62.9	78.3	▲ 24.3%	▲ 0.5%
Other	2.0	4.2	4.0	3.2	3.0	3.4	3.8	3.9	1.8	3.4	▲ 86.6%	▲ 2.9%
Visitor	69.4	86.2	98.2	105.1	112.1	119.0	118.4	101.2	61.1	74.9	▲ 22.5%	▲ 0.4%
Earnings (\$Million)												
Earnings (Current \$)	21.2	29.9	33.3	36.6	40.0	42.7	44.2	39.7	34.2	40.5	▲ 18.4%	▲ 3.6%
Employment (Jobs)												
Employment	1,350	1,540	1,590	1,770	1,810	1,880	1,840	1,600	1,260	1,390	▲ 10.5%	▲ 0.2%
Tax Revenue (\$Million)												
Total (Current \$)	2.0	3.0	3.4	3.7	4.2	4.8	4.8	4.5	4.2	4.7	▲ 12.1%	▲ 4.9%
Local	0.4	0.7	0.9	0.9	1.2	1.3	1.2	1.3	1.6	1.7	▲ 1.5%	▲ 8.5%
State	1.6	2.3	2.6	2.8	3.0	3.5	3.6	3.2	2.5	3.0	▲ 18.9%	▲ 3.6%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Wasco County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	69.4	86.2	98.2	105.1	112.1	119.0	118.4	101.2	61.1	74.9	22.5%	-39.6%
Other Travel*	2.0	4.2	4.0	3.2	3.0	3.4	3.8	3.9	1.8	3.4	86.6%	-53.1%
TOTAL	71.4	90.3	102.2	108.3	115.1	122.3	122.3	105.1	62.9	78.3	24.3%	-40.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	30.7	40.9	49.2	54.7	59.7	64.4	63.3	45.7	36.6	42.4	15.8%	-19.9%
Hotel, Motel										37.3		
STVR										5.1		
Private Home	3.7	5.0	5.3	5.2	5.3	5.5	5.5	5.8	4.3	5.4	26.9%	-26.0%
Campground	6.9	8.6	8.7	8.8	9.0	9.1	9.5	9.9	6.8	7.6	11.8%	-31.2%
2nd Home	1.3	2.0	2.0	2.0	2.0	2.1	2.2	2.2	1.8	2.1	14.7%	-17.0%
Day Travel	26.9	29.7	33.1	34.3	36.0	37.8	37.9	37.7	11.6	17.3	49.3%	-69.2%
TOTAL	69.4	86.2	98.2	105.1	112.1	119.0	118.4	101.2	61.1	74.9	22.5%	-39.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	18.2	24.6	29.0	33.0	36.5	39.1	37.4	26.0	24.4	28.7	17.4%	-6.0%
Food Service	16.7	22.0	25.4	27.4	29.5	31.6	32.3	30.2	15.3	18.8	22.8%	-49.3%
Food Stores	7.2	8.9	9.9	10.4	10.6	10.8	10.8	10.5	6.2	7.8	24.7%	-40.7%
Local Tran. & Gas	4.3	7.1	7.5	6.5	6.4	7.2	7.9	7.1	3.9	5.5	41.1%	-45.1%
Arts, Ent. & Rec.	12.0	12.6	14.3	15.2	16.1	16.9	16.9	15.0	5.6	6.5	15.9%	-62.8%
Retail Sales	11.1	10.9	12.1	12.5	13.0	13.4	13.2	12.5	5.7	7.7	34.7%	-54.5%
TOTAL	69.4	86.2	98.2	105.1	112.1	119.0	118.4	101.2	61.1	74.9	22.5%	-39.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Wasco County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	15.0	21.6	24.2	26.8	29.3	31.2	32.8	29.0	26.2	30.6	17.1%	-9.7%
Arts, Ent. & Rec.	3.6	5.2	5.7	6.1	6.8	7.3	7.2	6.6	4.0	5.8	43.7%	-39.1%
Retail**	2.2	2.5	2.8	3.0	3.2	3.4	3.5	3.4	3.2	3.4	4.8%	-3.3%
Ground Tran.	0.3	0.4	0.4	0.5	0.5	0.6	0.6	0.5	0.5	0.4	-23.5%	-6.6%
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	6.4%	1.9%
TOTAL	21.2	29.9	33.3	36.6	40.0	42.7	44.2	39.7	34.2	40.5	18.4%	-14.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	910	1,020	1,050	1,150	1,170	1,210	1,170	980	860	910	6.7%	-12.1%
Arts, Ent. & Rec.	310	400	400	470	490	510	510	480	260	340	30.7%	-44.6%
Retail**	100	100	110	120	120	130	120	120	110	110	-1.8%	-7.9%
Ground Tran.	10	10	10	10	10	20	10	10	10	10	-28.2%	-3.2%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-1.1%	-0.9%
TOTAL	1,350	1,540	1,590	1,770	1,810	1,880	1,840	1,600	1,260	1,390	10.3%	-21.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	0.7	0.9	0.9	1.2	1.3	1.2	1.3	1.6	1.7	1.5%	29.0%
State Tax Receipts	1.6	2.3	2.6	2.8	3.0	3.5	3.6	3.2	2.5	3.0	18.9%	-21.6%
TOTAL	2.0	3.0	3.4	3.7	4.2	4.8	4.8	4.5	4.2	4.7	12.1%	-7.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Wasco County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$110	\$190	\$305	\$529	2.8	1.7
Private Home	\$20	\$61	\$47	\$143	2.4	3.0
Other Overnight	\$36	\$105	\$96	\$278	2.7	2.9
All Overnight	\$108	\$247	\$282	\$653	2.6	2.3

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	385,220	360,100	386,050	157,030	130,490	138,980
Private Home	269,290	227,650	269,270	105,260	96,600	114,260
Other Overnight	407,300	251,060	267,150	120,280	94,710	100,790
All Overnight	1,061,810	838,800	922,470	382,560	321,800	354,030

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	231,600	215,810	222,540	94,400	78,040	80,190
Private Home	104,750	75,730	89,570	40,940	32,130	38,010
Other Overnight	135,850	86,560	92,120	40,330	32,810	34,920
All Overnight	472,200	378,090	404,230	175,680	142,980	153,120

Washington County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$92,430
Employee Earnings generated by \$100 Visitor Spending	\$38
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment (2021)	2%
Overnight Visitor Day Share of Resident Population**	4%

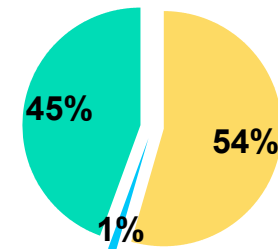
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

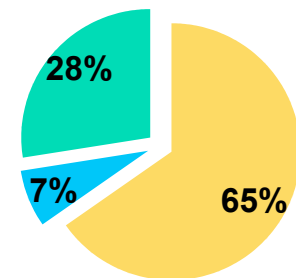
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Washington County



Oregon



Washington County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	427.6	666.2	670.8	686.8	754.7	828.8	863.7	894.3	418.7	725.5	▲ 73.3%	▲ 3.0%
Other	80.9	129.7	130.0	115.8	121.6	131.6	143.0	145.2	82.9	110.4	▲ 33.1%	▲ 1.7%
Visitor	346.7	536.5	540.7	571.0	633.1	697.2	720.7	749.1	335.7	615.2	▲ 83.2%	▲ 3.2%
Earnings (\$Million)												
Earnings (Current \$)	113.4	172.9	184.0	202.3	235.4	255.9	273.4	286.6	224.6	254.6	▲ 13.3%	▲ 4.6%
Employment (Jobs)												
Employment	5,390	6,750	7,070	7,480	8,300	8,640	8,750	8,750	6,660	7,070	▲ 6.1%	▲ 1.5%
Tax Revenue (\$Million)												
Total (Current \$)	16.3	29.0	29.7	32.8	37.3	45.4	47.0	49.0	28.6	39.4	▲ 37.8%	▲ 5.0%
Local	3.7	8.8	9.1	10.9	12.7	16.8	17.2	18.1	8.7	13.2	▲ 51.8%	▲ 7.3%
State	12.6	20.2	20.7	21.9	24.6	28.6	29.9	31.0	19.9	26.2	▲ 31.7%	▲ 4.1%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Washington County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	346.7	536.5	540.7	571.0	633.1	697.2	720.7	749.1	335.7	615.2	83.2%	-55.2%
Other Travel*	80.9	129.7	130.0	115.8	121.6	131.6	143.0	145.2	82.9	110.4	33.1%	-42.9%
TOTAL	427.6	666.2	670.8	686.8	754.7	828.8	863.7	894.3	418.7	725.5	73.3%	-53.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	125.3	218.9	221.4	241.2	285.7	333.5	347.5	364.2	145.6	258.0	77.2%	-60.0%
Hotel, Motel										223.2		
STVR										34.9		
Private Home	120.0	176.8	177.9	183.2	191.2	198.3	203.3	209.3	120.7	211.2	75.0%	-42.3%
Campground	2.0	2.6	2.7	2.7	2.8	2.8	2.9	3.0	2.6	2.9	10.7%	-15.1%
2nd Home	1.7	2.5	2.5	2.5	2.6	2.6	2.8	2.8	2.1	2.4	13.9%	-25.8%
Day Travel	97.7	135.6	136.3	141.3	150.9	159.9	164.2	169.7	64.7	140.7	117.3%	-61.9%
TOTAL	346.7	536.5	540.7	571.0	633.1	697.2	720.7	749.1	335.7	615.2	83.2%	-55.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	54.3	100.1	103.2	118.7	144.5	169.3	173.1	181.9	78.0	136.4	75.0%	-57.1%
Food Service	105.5	171.2	174.6	187.2	208.0	227.9	237.4	250.0	116.5	210.7	80.8%	-53.4%
Food Stores	27.8	41.5	42.6	45.0	46.8	48.2	48.5	49.9	27.4	52.4	91.5%	-45.2%
Local Tran. & Gas	40.0	75.8	73.2	67.0	70.1	79.8	88.1	89.8	41.1	79.8	93.9%	-54.2%
Arts, Ent. & Rec.	44.9	56.3	56.4	59.0	63.7	67.5	68.6	70.2	19.3	35.1	81.6%	-72.5%
Retail Sales	74.2	91.6	90.8	94.2	100.0	104.6	105.1	107.3	53.4	100.8	88.7%	-50.2%
TOTAL	346.7	536.5	540.7	571.0	633.1	697.2	720.7	749.1	335.7	615.2	83.2%	-55.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Washington County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	64.5	112.3	120.1	134.5	158.5	173.1	187.5	196.9	154.7	184.1	19.0%	-21.4%
Arts, Ent. & Rec.	12.8	17.5	18.5	19.6	22.0	23.9	25.1	26.6	17.8	20.6	15.5%	-33.2%
Retail**	12.2	16.5	16.8	18.0	19.6	21.2	22.1	22.7	21.6	23.3	7.8%	-4.9%
Ground Tran.	5.1	7.5	7.8	8.4	9.7	11.0	11.4	12.4	8.6	8.2	-4.5%	-30.6%
Other Travel*	18.7	19.2	20.7	21.9	25.7	26.8	27.4	27.9	21.9	18.4	-15.8%	-21.6%
TOTAL	113.4	172.9	184.0	202.3	235.4	255.9	273.4	286.6	224.6	254.6	13.3%	-21.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,270	4,440	4,700	5,050	5,690	5,870	5,970	5,970	4,650	5,050	8.6%	-22.1%
Arts, Ent. & Rec.	800	940	980	1,010	1,120	1,190	1,180	1,190	720	790	9.3%	-39.2%
Retail**	500	590	590	610	640	680	690	690	600	620	4.8%	-13.2%
Ground Tran.	220	240	240	240	270	290	290	300	210	190	-10.3%	-28.1%
Other Travel*	590	530	560	560	580	610	630	610	480	410	-14.7%	-20.7%
TOTAL	5,390	6,750	7,070	7,480	8,300	8,640	8,750	8,750	6,660	7,070	6.2%	-23.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	3.7	8.8	9.1	10.9	12.7	16.8	17.2	18.1	8.7	13.2	51.8%	-51.8%
State Tax Receipts	12.6	20.2	20.7	21.9	24.6	28.6	29.9	31.0	19.9	26.2	31.7%	-35.8%
TOTAL	16.3	29.0	29.7	32.8	37.3	45.4	47.0	49.0	28.6	39.4	37.8%	-41.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Washington County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$118	\$253	\$294	\$634	2.5	2.2
Private Home	\$34	\$123	\$62	\$229	1.8	3.7
Other Overnight	\$41	\$141	\$92	\$319	2.2	3.5
All Overnight	\$86	\$264	\$168	\$544	2.0	3.2

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	2,440,310	1,168,530	2,192,350	1,159,510	508,420	878,250
Private Home	6,207,240	3,999,840	6,236,950	3,154,200	2,079,340	3,412,540
Other Overnight	166,350	118,960	126,740	58,440	53,310	56,810
All Overnight	8,813,900	5,287,330	8,556,040	4,372,160	2,641,070	4,347,600

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,195,940	563,980	1,020,890	554,370	239,260	406,680
Private Home	2,001,390	1,103,830	1,721,200	991,970	571,370	923,880
Other Overnight	48,250	34,820	37,090	16,810	15,450	16,460
All Overnight	3,245,590	1,702,630	2,779,180	1,563,140	826,090	1,347,020

Wheeler County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$101,965
Employee Earnings generated by \$100 Visitor Spending	\$20
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3
Visitor Shares	
Travel Share of Total Employment (2021)	5%
Overnight Visitor Day Share of Resident Population**	14%

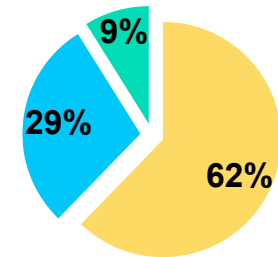
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

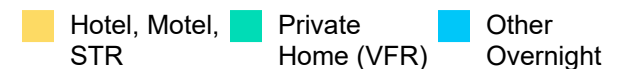
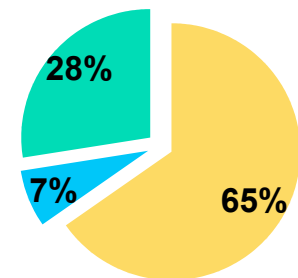
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Wheeler County



Oregon



Wheeler County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	2.4	2.8	2.8	2.8	2.8	3.0	3.1	3.2	2.2	4.2	▲ 90.2%	▲ 3.1%
Other	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	▲ 86.6%	▲ 1.6%
Visitor	2.3	2.5	2.6	2.6	2.7	2.8	2.9	3.0	2.1	4.1	▲ 90.3%	▲ 3.2%
Earnings (\$Million)												
Earnings (Current \$)	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.8	0.6	0.8	▲ 29.7%	▲ 2.1%
Employment (Jobs)												
Employment	40	40	40	30	30	30	40	40	30	40	▲ 18.0%	▼ -0.5%
Tax Revenue (\$Million)												
Total (Current \$)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 60.3%	▲ 3.5%
State	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 60.3%	▲ 3.5%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Wheeler County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	2.3	2.5	2.6	2.6	2.7	2.8	2.9	3.0	2.1	4.1	90.3%	-28.8%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	86.6%	-54.6%
TOTAL	2.4	2.8	2.8	2.8	2.8	3.0	3.1	3.2	2.2	4.2	90.2%	-30.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	0.6	0.7	0.7	0.7	0.8	0.8	0.9	0.9	0.7	2.1	195.1%	-18.8%
Hotel, Motel										0.9		
STVR										1.3		
Private Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	55.3%	-33.8%
Campground	0.5	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7	13.0%	-16.9%
2nd Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	14.6%	-15.3%
Day Travel	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.3	0.6	84.3%	-55.3%
TOTAL	2.3	2.5	2.6	2.6	2.7	2.8	2.9	3.0	2.1	4.1	90.3%	-28.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	0.4	0.4	0.5	0.5	0.5	0.6	0.6	0.6	0.7	1.6	116.1%	18.3%
Food Service	0.6	0.7	0.7	0.7	0.8	0.8	0.8	0.9	0.5	1.0	87.2%	-38.4%
Food Stores	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.3	0.5	48.7%	-28.5%
Local Tran. & Gas	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.2	0.3	96.7%	-45.8%
Arts, Ent. & Rec.	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.2	0.4	78.6%	-50.7%
Retail Sales	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.2	0.3	81.0%	-47.1%
TOTAL	2.3	2.5	2.6	2.6	2.7	2.8	2.9	3.0	2.1	4.1	90.3%	-28.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Wheeler County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.5	44.7%	-25.7%
Arts, Ent. & Rec.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	19.4%	-24.8%
Retail**	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-2.6%	12.0%
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.0%	-32.7%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.6%	-1.3%
TOTAL	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.8	0.6	0.8	29.7%	-19.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	30	20	30	20	20	20	30	30	20	30	25.2%	-13.7%
Arts, Ent. & Rec.	10	0	0	0	0	0	0	0	0	0	18.4%	-16.5%
Retail**	10	10	10	10	10	10	10	10	10	10	-6.4%	2.9%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	21.1%	-30.3%
Other Travel*	0	0	0	0	0	0	0	0	0	0	4.6%	-7.0%
TOTAL	40	40	40	30	30	30	40	40	30	40	33.3%	-25.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	60.3%	-24.7%
TOTAL	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	60.3%	-24.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Wheeler County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$106	\$223	\$296	\$623	2.8	2.1
Private Home	\$23	\$68	\$53	\$160	2.4	3.0
Other Overnight	\$27	\$78	\$71	\$205	2.7	2.9
All Overnight	\$79	\$208	\$207	\$549	2.6	2.6

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	9,800	5,130	20,320	4,000	2,040	7,260
Private Home	13,820	9,260	13,440	5,400	3,930	5,700
Other Overnight	50,980	34,900	37,130	15,100	13,160	14,000
All Overnight	74,610	49,290	70,890	24,500	19,120	26,960

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	5,890	2,270	9,620	2,400	870	3,440
Private Home	5,380	3,080	4,470	2,100	1,310	1,900
Other Overnight	17,090	12,020	12,790	5,090	4,550	4,840
All Overnight	28,360	17,360	26,880	9,590	6,730	10,190

Yamhill County / Insights

Direct Travel Impacts 2021p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	\$89,178
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment (2021)	3%
Overnight Visitor Day Share of Resident Population**	5%

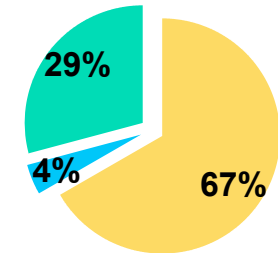
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365. On an average day approximately X% of the population is added to the amount of people in the area.

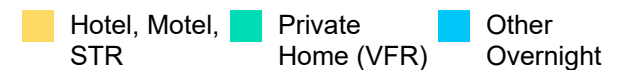
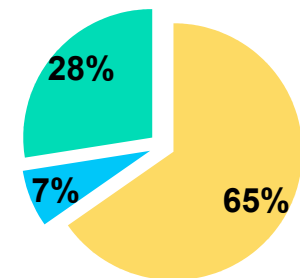
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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 2nd home spending.

2021 Share of Overnight Visitor Spending

Yamhill County



Oregon



Yamhill County / Summary Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2003-21
Spending (\$Million)												
Total (Current \$)	61.5	115.7	115.7	117.7	119.8	126.0	136.6	138.8	57.9	140.9	▲ 143.4%	▲ 4.7%
Other	8.3	17.5	17.0	13.8	13.1	14.5	16.6	17.0	8.4	15.0	▲ 79.2%	▲ 3.3%
Visitor	53.2	98.3	98.7	103.9	106.7	111.5	120.0	121.8	49.5	126.0	▲ 154.3%	▲ 4.9%
Earnings (\$Million)												
Earnings (Current \$)	14.1	27.9	28.8	31.5	33.8	36.0	40.2	43.1	35.1	39.2	▲ 11.5%	▲ 5.8%
Employment (Jobs)												
Employment	1,030	1,550	1,560	1,590	1,660	1,680	1,820	1,860	1,460	1,460	▼ -0.2%	▲ 1.9%
Tax Revenue (\$Million)												
Total (Current \$)	2.0	4.1	4.1	4.4	4.7	5.3	5.7	5.9	3.6	5.5	▲ 52.6%	▲ 5.8%
Local	0.1	0.5	0.6	0.6	0.7	0.8	0.8	0.8	0.4	0.9	▲ 146.1%	▲ 14.3%
State	1.9	3.6	3.6	3.8	4.0	4.6	4.9	5.1	3.2	4.6	▲ 42.0%	▲ 5.0%

Notes:

Calendar year 2020 has been revised since the release of the April 2021 report.

(Current \$) reflects dollar amounts that are not adjusted for inflation.

CARES Act support is included in 2020, and any additional stimulus supporting jobs in 2021 would be included.

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 & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

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

Yamhill County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Direct Travel Spending (\$Millions)												
Destination Spending	53.2	98.3	98.7	103.9	106.7	111.5	120.0	121.8	49.5	126.0	154.3%	-59.3%
Other Travel*	8.3	17.5	17.0	13.8	13.1	14.5	16.6	17.0	8.4	15.0	79.2%	-50.9%
TOTAL	61.5	115.7	115.7	117.7	119.8	126.0	136.6	138.8	57.9	140.9	143.4%	-58.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR**	15.4	41.8	42.2	46.1	47.9	50.8	55.7	56.5	15.4	59.2	284.0%	-72.7%
Hotel, Motel										37.9		
STVR										21.2		
Private Home	13.8	20.5	20.6	20.7	21.0	21.7	22.9	23.1	15.9	25.8	62.1%	-31.0%
Campground	2.2	2.8	2.8	3.0	3.0	3.0	3.2	3.3	2.8	3.1	11.2%	-16.0%
2nd Home	0.3	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.5	14.7%	-17.0%
Day Travel	21.5	32.7	32.6	33.6	34.2	35.4	37.7	38.4	15.0	37.4	149.6%	-61.0%
TOTAL	53.2	98.3	98.7	103.9	106.7	111.5	120.0	121.8	49.5	126.0	154.3%	-59.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	7.1	19.4	20.1	23.1	24.5	26.2	28.5	28.5	11.8	34.7	193.0%	-58.4%
Food Service	15.0	28.3	28.7	30.5	31.8	33.4	36.2	37.5	14.1	35.4	151.3%	-62.5%
Food Stores	7.3	11.6	11.8	12.4	12.4	12.5	13.0	13.2	7.8	15.3	96.4%	-41.0%
Local Tran. & Gas	4.4	10.2	9.6	8.4	8.0	8.8	10.2	10.2	3.7	9.9	170.7%	-64.1%
Arts, Ent. & Rec.	9.2	14.8	14.7	15.4	15.7	16.1	17.1	17.4	5.3	14.5	176.0%	-69.7%
Retail Sales	10.3	14.0	13.8	14.2	14.3	14.4	15.0	15.1	6.9	16.2	134.1%	-54.2%
TOTAL	53.2	98.3	98.7	103.9	106.7	111.5	120.0	121.8	49.5	126.0	154.3%	-59.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

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

Yamhill County / Detail Trend

Direct Travel Impacts 2003-2021p

	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-20
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	8.3	18.1	18.9	21.0	23.1	24.6	27.9	30.3	24.1	28.3	17.4%	-20.5%
Arts, Ent. & Rec.	2.8	5.1	5.1	5.4	5.5	5.8	6.4	6.7	5.8	5.2	-10.1%	-13.0%
Retail**	2.1	3.2	3.2	3.4	3.5	3.7	3.9	3.9	3.6	3.9	8.5%	-8.4%
Ground Tran.	0.3	0.6	0.6	0.7	0.7	0.8	0.8	0.9	0.4	0.5	9.6%	-51.6%
Other Travel*	0.6	1.0	1.0	1.0	1.0	1.1	1.2	1.3	1.2	1.3	8.0%	-7.2%
TOTAL	14.1	27.9	28.8	31.5	33.8	36.0	40.2	43.1	35.1	39.2	11.5%	-18.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	580	900	910	950	990	1,010	1,110	1,160	900	960	6.8%	-22.0%
Arts, Ent. & Rec.	290	450	450	430	460	460	490	480	380	310	-18.3%	-20.9%
Retail**	110	140	140	140	140	140	150	150	120	130	7.3%	-16.5%
Ground Tran.	10	20	20	20	20	20	20	20	10	10	2.9%	-49.8%
Other Travel*	50	50	50	50	50	50	50	60	50	50	-7.4%	-10.1%
TOTAL	1,030	1,550	1,560	1,590	1,660	1,680	1,820	1,860	1,460	1,460	0.0%	-21.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.5	0.6	0.6	0.7	0.8	0.8	0.8	0.4	0.9	146.1%	-55.5%
State Tax Receipts	1.9	3.6	3.6	3.8	4.0	4.6	4.9	5.1	3.2	4.6	42.0%	-36.2%
TOTAL	2.0	4.1	4.1	4.4	4.7	5.3	5.7	5.9	3.6	5.5	52.6%	-38.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline.

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

Yamhill County / Visitor Details

Visitor Details 2021p

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 to 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.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$94	\$175	\$261	\$487	2.8	1.9
Private Home	\$24	\$72	\$56	\$169	2.4	3.0
Other Overnight	\$51	\$148	\$135	\$392	2.7	2.9
All Overnight	\$83	\$205	\$207	\$522	2.5	2.5

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	597,860	129,920	632,620	243,700	50,600	226,990
Private Home	1,077,330	712,080	1,080,840	421,090	302,160	458,640
Other Overnight	97,230	66,450	70,710	28,750	25,020	26,620
All Overnight	1,772,430	908,460	1,784,170	693,550	377,780	712,240

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	359,440	62,080	338,120	146,510	23,520	121,570
Private Home	419,080	236,870	359,530	163,800	100,510	152,560
Other Overnight	32,520	22,830	24,290	9,670	8,630	9,190
All Overnight	811,030	321,780	721,950	319,990	132,660	283,320

Glossary

Term	Definition
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Private Home	Unpaid overnight accommodations used to host visiting friends and family overnight.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Visitor Spending	Direct spending made by visitors in a destination.
Other Spending	Spending by residents on travel arrangement services, or spending for convention activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct spending; Includes full time, part time, seasonal, and proprietors.
Local Taxes	City and county taxes generated by travel spending.
State Taxes	State taxes generated by travel spending.
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination.
STVR	Short Term Vacation Rental, private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO).
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
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.

Assumptions / 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 US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

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 US Bureau of Labor Statistics and lodging sales data from STR and Key Data.