

Lane County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$79,530
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.32

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$27,446
Additional employment if each resident household encouraged one additional overnight visitor	345

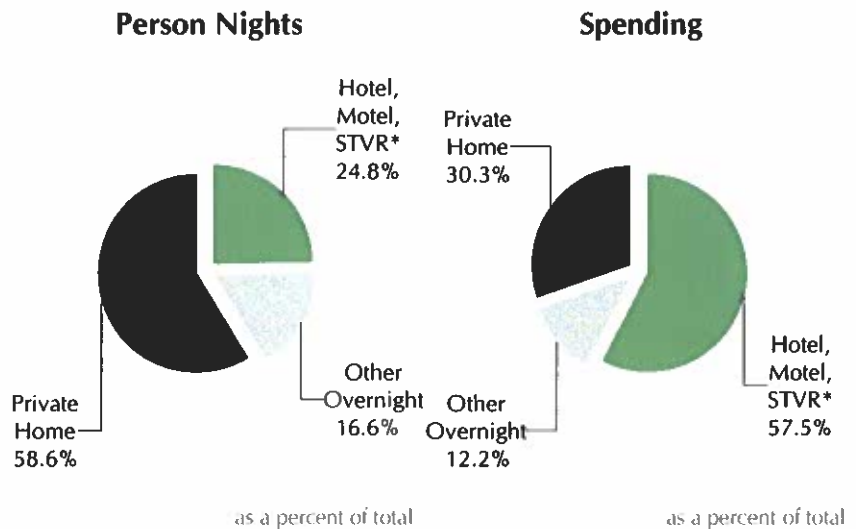
Visitor Shares

Travel Share of Total Employment (2017)*	5.2 %
Overnight Visitor Share of Resident Population (2017)**	6.0 %

Overnight Visitor Spending and Volume

*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
 **Annual Overnight Visitor Days divided by (Resident Population) *365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,107.1	2,057.2	340.7
Private Home	1,603.8	4,857.0	179.2
Other Overnight	440.3	1,372.2	72.3
All Overnight	3,151.2	8,286.4	592.2

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

Lane
Direct Travel Impacts, 2010-2018p

								Avg. Annual Chg.	
Spending (\$M)	2010	2012	2014	2016	2017	2018	17-18	10-18	
Total (Current \$)	732.8	787.2	842.7	928.7	950.8	1,021.3	7.4%	4.2%	
Other	172.6	181.0	194.5	211.5	225.9	258.9	14.6%	5.2%	
Visitor	560.3	606.2	648.2	717.2	724.8	762.3	5.2%	3.9%	
Non-transportation	448.8	494.9	532.5	605.2	607.3	629.8	3.7%	4.3%	
Transportation	111.4	111.3	115.6	112.0	117.5	132.5	12.8%	2.2%	
Earnings (\$M)									
Earnings (Current \$)	167.9	193.3	220.0	261.7	273.9	297.4	8.6%	7.4%	
Employment (Jobs)									
Employment	8,460	9,100	9,770	10,630	10,810	11,030	2.1%	3.4%	
Tax Revenue (\$M)									
Total (Current \$)	23.9	28.0	31.1	37.0	38.6	40.5	4.9%	6.8%	
Local	7.8	8.8	10.5	12.9	13.0	13.6	4.7%	7.2%	
State	16.1	19.3	20.6	24.1	25.6	26.9	5.0%	6.7%	

Other spending includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

Earnings include wages & salaries, earned benefits and proprietor income.

Employment includes all full- and part-time employment of payroll employees and proprietors.

Local tax revenue includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

State tax revenue includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

Federal tax revenue includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

Lane County

Travel Impacts, 2006-2018p

Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	522.0	564.4	560.3	606.2	717.2	724.8	762.3
Other Travel*	132.3	152.6	172.6	181.0	211.5	225.9	258.9
Total	654.3	717.0	732.8	787.2	928.7	950.8	1,021.3

Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	82.8	98.3	88.1	100.6	139.9	142.1	141.3
Arts, Ent. & Rec.	75.6	77.1	74.2	78.9	90.9	90.3	94.2
Food Service	135.1	145.4	147.2	164.1	206.0	209.1	223.0
Food Stores	49.3	56.3	54.8	60.6	69.2	68.2	70.4
Local Tran. & Gas	62.1	75.3	62.9	77.5	66.9	68.5	79.6
Retail Sales	86.9	84.4	84.5	90.7	99.1	97.6	100.9
Visitor Air Tran.	30.2	27.6	48.6	33.8	45.1	49.0	52.9
Total	522.0	564.4	560.3	606.2	717.2	724.8	762.3

Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	92.7	106.1	99.7	113.6	149.5	158.4	168.9
Arts, Ent. & Rec.	22.1	26.0	23.6	24.8	34.2	34.8	37.6
Ground Tran.	3.5	3.6	3.4	3.4	4.4	4.3	4.8
Other Travel*	20.7	24.3	24.0	32.5	51.0	53.3	62.0
Retail**	16.8	17.9	17.4	18.9	22.6	23.1	24.1
Total	155.8	178.0	167.9	193.3	261.7	273.9	297.4

Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	4,610	5,050	4,590	4,990	5,770	5,920	6,030
Arts, Ent. & Rec.	2,070	2,430	2,220	2,240	2,540	2,580	2,540
Ground Tran.	140	130	120	120	130	120	130
Other Travel*	780	860	770	950	1,310	1,310	1,450
Retail**	780	810	760	810	880	880	890
Total	8,380	9,290	8,460	9,100	10,630	10,810	11,030

Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	7.7	8.5	7.8	8.8	12.9	13.0	13.6
State Tax Receipts	15.4	17.0	16.1	19.3	24.1	25.6	26.9
Total	23.2	25.5	23.9	28.0	37.0	38.6	40.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. ** Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

Lane County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
Total Destination Spending	491.8	536.8	511.7	572.4	672.0	675.9	709.5
All Overnight	352.0	405.1	381.7	428.9	507.3	510.4	535.5
Hotel, Motel, STVR*	190.8	222.0	198.9	230.0	295.5	295.8	310.1
Private Home	129.2	141.5	142.7	157.0	165.3	167.6	176.8
Other Overnight	32.0	41.6	40.1	41.9	46.5	47.0	48.6
Day Travel	139.8	131.7	129.9	143.5	164.7	165.5	174.0
Day Travel	139.8	131.7	129.9	143.5	164.7	165.5	174.0

Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$388	\$732	\$166	\$308	2.3	1.9
Private Home	\$91	\$282	\$37	\$112	2.5	3.1
Other Overnight	\$178	\$553	\$53	\$164	3.4	3.1
All Overnight	\$182	\$480	\$71	\$188	2.5	2.6

Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	2,042	1,974	2,057	867	842	879
Private Home	4,766	4,713	4,857	1,923	1,911	1,974
Other Overnight	1,365	1,354	1,372	405	402	407
All Overnight	8,173	8,042	8,286	3,195	3,156	3,261

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,099	1,062	1,107	460	446	465
Private Home	1,574	1,556	1,604	622	617	636
Other Overnight	438	435	440	130	129	131
All Overnight	3,111	3,053	3,151	1,212	1,192	1,233

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.
 "Other Overnight" category includes campgrounds and vacation homes.

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**East Lane
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
	2010	2012	2014	2016	2017	2018	17-18	10-18
Spending (\$M)								
Total (Current \$)	632.7	680.5	721.0	792.6	813.9	879.0	8.0%	4.2%
Other	163.3	167.8	179.0	192.4	206.2	235.4	14.1%	4.7%
Visitor	469.4	512.7	542.0	600.2	607.7	643.6	5.9%	4.0%
Non-transportation	365.0	409.6	434.6	495.1	497.5	519.3	4.4%	4.5%
Transportation	104.3	103.1	107.4	105.1	110.2	124.3	12.8%	2.2%
Earnings (\$M)								
Earnings (Current \$)	138.5	161.6	181.7	216.5	227.0	247.8	9.2%	7.5%
Employment (Jobs)								
Employment	6,940	7,570	8,020	8,730	8,900	9,140	2.7%	3.5%
Tax Revenue (\$M)								
Total (Current \$)	21.2	25.1	27.6	33.0	34.4	36.2	5.0%	6.9%
Local	7.2	8.2	9.8	12.1	12.1	12.7	4.9%	7.4%
State	13.9	16.9	17.9	20.9	22.3	23.4	5.1%	6.7%

Other spending includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

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**West Lane
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
Spending (\$M)	2010	2012	2014	2016	2017	2018	17-18	10-18
Total (Current \$)	100.2	106.8	121.7	136.1	136.9	142.2	3.9%	4.5%
Other	9.3	13.2	15.5	19.1	19.7	23.5	19.4%	12.3%
Visitor	90.9	93.6	106.1	117.0	117.2	118.7	1.3%	3.4%
Non-transportation	83.8	85.4	97.9	110.1	109.8	110.5	0.6%	3.5%
Transportation	7.1	8.2	8.2	6.9	7.3	8.2	11.7%	1.8%
Earnings (\$M)								
Earnings (Current \$)	29.4	31.7	38.3	45.2	46.9	49.6	5.7%	6.8%
Employment (Jobs)								
Employment	1,530	1,530	1,750	1,900	1,910	1,900	-0.9%	2.7%
Tax Revenue (\$M)								
Total (Current \$)	2.7	2.9	3.4	4.0	4.2	4.4	3.9%	6.1%
Local	0.6	0.6	0.7	0.8	0.9	0.9	1.7%	4.7%
State	2.1	2.4	2.7	3.2	3.3	3.5	4.5%	6.4%

Other spending includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

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