

## Lane County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$79,872
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.37

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$28,159
Additional employment if each resident household encouraged one additional overnight visitor	353

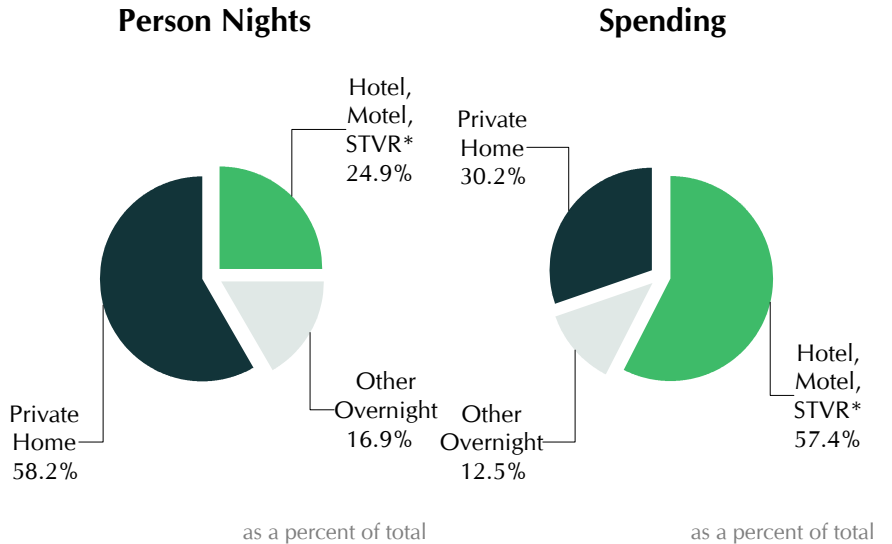
### Visitor Shares

Travel Share of Total Employment (2018)*	5.2 %
Overnight Visitor Share of Resident Population (2018)**	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*	1,117.2	2,075.7	348.4
Private Home	1,602.8	4,853.8	183.1
Other Overnight	451.5	1,407.2	75.6
All Overnight	3,171.5	8,336.8	607.1

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, 2003-2019p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2003</b>	<b>2010</b>	<b>2014</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>18-19</b>	<b>10-19</b>	
Total (Current \$)	520.5	732.8	842.7	950.8	1,024.1	1,040.6	1.6%	4.0%	
Other	74.8	172.6	194.5	225.9	258.3	257.7	-0.2%	4.6%	
Visitor	445.7	560.3	648.2	724.8	765.8	782.9	2.2%	3.8%	
Non-transportation	380.3	448.8	532.5	607.3	631.1	646.3	2.4%	4.1%	
Transportation	65.5	111.4	115.6	117.5	134.7	136.6	1.4%	2.3%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	126.2	167.9	220.0	273.7	297.6	308.4	3.6%	7.0%	
<b>Employment (Jobs)</b>									
Employment	7,510	8,460	9,770	10,800	11,110	11,140	0.2%	3.1%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	18.2	23.9	31.1	39.2	41.5	42.1	1.5%	6.5%	
Local	5.8	7.8	10.5	13.0	13.6	13.6	-0.1%	6.3%	
State	12.4	16.1	20.6	26.2	27.9	28.5	2.3%	6.6%	

**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, 2003-2019p

#### Total Direct Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Destination Spending	445.7	522.0	564.4	560.3	648.2	724.8	765.8	782.9
Other Travel*	74.8	132.3	152.6	172.6	194.5	225.9	258.3	257.7
<b>Total</b>	<b>520.5</b>	<b>654.3</b>	<b>717.0</b>	<b>732.8</b>	<b>842.7</b>	<b>950.8</b>	<b>1,024.1</b>	<b>1,040.6</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accommodations	63.3	82.8	98.3	88.1	112.2	142.1	141.3	142.5
Arts, Ent. & Rec.	70.0	75.6	77.1	74.2	83.0	90.3	94.3	95.8
Food Service	116.9	135.1	145.4	147.2	179.0	209.1	224.0	233.6
Food Stores	46.4	49.3	56.3	54.8	65.0	68.2	70.6	72.2
Local Tran. & Gas	42.9	62.1	75.3	62.9	75.8	68.5	81.3	81.6
Retail Sales	83.6	86.9	84.4	84.5	93.3	97.6	101.0	102.1
Visitor Air Tran.	22.5	30.2	27.6	48.6	39.8	49.0	53.3	55.0
<b>Total</b>	<b>445.7</b>	<b>522.0</b>	<b>564.4</b>	<b>560.3</b>	<b>648.2</b>	<b>724.8</b>	<b>765.8</b>	<b>782.9</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	77.8	92.7	106.1	99.7	127.2	158.2	169.2	178.4
Arts, Ent. & Rec.	20.5	22.1	26.0	23.6	30.0	34.8	37.6	39.6
Ground Tran.	3.1	3.5	3.6	3.4	3.8	4.3	4.9	5.2
Other Travel*	9.0	20.7	24.3	24.0	38.9	53.3	61.8	60.4
Retail**	15.8	16.8	17.9	17.4	20.2	23.1	24.2	24.7
<b>Total</b>	<b>126.2</b>	<b>155.8</b>	<b>178.0</b>	<b>167.9</b>	<b>220.0</b>	<b>273.7</b>	<b>297.6</b>	<b>308.4</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2003	2006	2008	2010	2014	2017	2018	2019
Accom. & Food Serv.	4,300	4,610	5,050	4,590	5,300	5,920	6,030	6,150
Arts, Ent. & Rec.	1,940	2,070	2,430	2,220	2,420	2,580	2,620	2,630
Ground Tran.	140	140	130	120	120	120	130	130
Other Travel*	350	780	860	770	1,100	1,310	1,450	1,340
Retail**	780	780	810	760	840	880	890	890
<b>Total</b>	<b>7,510</b>	<b>8,380</b>	<b>9,290</b>	<b>8,460</b>	<b>9,770</b>	<b>10,800</b>	<b>11,110</b>	<b>11,140</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2003	2006	2008	2010	2014	2017	2018	2019
Local Tax Receipts	5.8	7.7	8.5	7.8	10.5	13.0	13.6	13.6
State Tax Receipts	12.4	15.4	17.0	16.1	20.6	26.2	27.9	28.5
<b>Total</b>	<b>18.2</b>	<b>23.2</b>	<b>25.5</b>	<b>23.9</b>	<b>31.1</b>	<b>39.2</b>	<b>41.5</b>	<b>42.1</b>

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), 2003-2019p

	2003	2008	2010	2014	2017	2018	2019
<b>Total Destination Spending</b>	<b>423.2</b>	<b>536.8</b>	<b>511.7</b>	<b>608.3</b>	<b>675.9</b>	<b>712.5</b>	<b>727.9</b>
<b>All Overnight</b>	<b>297.2</b>	<b>405.1</b>	<b>381.7</b>	<b>455.4</b>	<b>510.4</b>	<b>537.7</b>	<b>548.3</b>
Hotel, Motel, STVR*	148.7	222.0	198.9	251.3	295.8	311.1	316.9
Private Home	114.4	141.5	142.7	159.3	167.6	177.6	180.6
Other Overnight	34.1	41.6	40.1	44.8	47.0	48.9	50.8
<b>Day Travel</b>	<b>126.0</b>	<b>131.7</b>	<b>129.9</b>	<b>153.0</b>	<b>165.5</b>	<b>174.8</b>	<b>179.6</b>
Day Travel	126.0	131.7	129.9	153.0	165.5	174.8	179.6

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$393	\$742	\$168	\$312	2.3	1.9
Private Home	\$93	\$288	\$38	\$114	2.5	3.1
Other Overnight	\$181	\$563	\$54	\$167	3.4	3.1
All Overnight	\$185	\$489	\$73	\$191	2.5	2.6

### Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	2,076	0	0	887
Private Home	0	0	4,854	0	0	1,975
Other Overnight	0	0	1,407	0	0	418
All Overnight	0	0	8,337	0	0	3,280

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STVR*	0	0	1,117	0	0	470
Private Home	0	0	1,603	0	0	636
Other Overnight	0	0	451	0	0	134
All Overnight	0	0	3,171	0	0	1,240

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