

Lane County / Insights

Direct Travel Impacts 2020p

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$55,089
Employee Earnings generated by \$100 Visitor Spending	\$48
Local & State Tax Revenues generated by \$100 Visitor Spending	\$8
Visitor Shares	
Travel Share of Total Employment (2020)	4%
Overnight Visitor Day Share of Resident Population**	4%

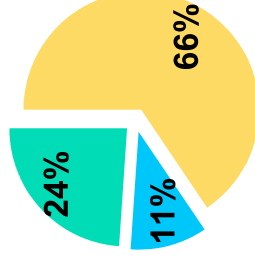
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports 1 job does not include employment in Other Travel.

**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

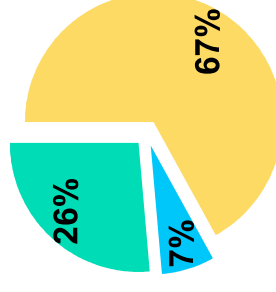
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and 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.

2020 Share of Overnight Visitor Spending

Lane County



Oregon



Lane County / Summary Trend

Direct Travel Impacts 2003-2020p

												Avg. Annual % Chg.		
	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-20	2003-20		
Spending (\$Million)														
Total (Current \$)	520.5	787.2	810.8	842.7	868.6	928.7	950.8	1,024.1	1,041.1	523.4	▼ -49.7%	▲ 0.0%		
Other	74.8	181.0	188.8	194.5	195.4	211.5	225.9	258.3	258.2	115.8	▼ -55.1%	▲ 2.6%		
Visitor	445.7	606.2	622.0	648.2	673.2	717.2	724.8	765.8	782.9	407.5	▼ -47.9%	▼ -0.5%		
Earnings (\$Million)														
Earnings (Current \$)	126.2	193.3	205.1	220.0	238.6	261.8	273.7	297.6	308.4	253.6	▼ -17.8%	▲ 4.2%		
Employment (Jobs)														
Employment	7,510	9,100	9,490	9,770	10,160	10,630	10,800	11,110	11,140	8,610	▼ -22.7%	▲ 0.8%		
Tax Revenue (\$Million)														
Total (Current \$)	18.2	28.0	29.5	31.1	33.7	36.6	39.2	41.5	42.1	32.0	▼ -24.1%	▲ 3.4%		
Local	5.8	8.8	9.6	10.5	11.9	12.9	13.0	13.6	13.6	10.3	▼ -24.0%	▲ 3.5%		
State	12.4	19.3	19.9	20.7	21.8	23.7	26.2	27.9	28.5	21.7	▼ -24.1%	▲ 3.3%		

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

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

Earnings and Employment include CARES act support, data limitations prevent disaggregation.



Lane County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending (\$Millions)											
Destination Spending	445.7	606.2	622.0	648.2	673.2	717.2	724.8	765.8	782.9	407.5	▼ -47.9%
Other Travel*	74.8	181.0	188.8	194.5	195.4	211.5	225.9	258.3	258.2	115.8	▼ -55.1%
TOTAL	520.5	787.2	810.8	842.7	868.6	928.7	950.8	1,024.1	1,041.1	523.4	▼ -49.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)											
Hotel, Motel, STR	157.7	243.5	250.7	267.2	285.2	313.6	315.4	332.5	338.9	215.0	▼ -36.5%
Private Home	126.8	175.6	177.0	181.2	183.7	190.1	194.5	206.9	210.9	82.8	▼ -60.7%
Campground	29.0	32.8	34.9	35.4	36.0	37.0	37.2	38.7	40.3	18.7	▼ -53.7%
2nd Home	5.1	9.1	9.2	9.4	9.5	9.5	9.8	10.2	10.5	6.6	▼ -37.3%
Day Travel	127.1	145.2	150.2	155.0	158.8	167.0	167.9	177.5	182.4	84.5	▼ -53.7%
TOTAL	445.7	606.2	622.0	648.2	673.2	717.2	724.8	765.8	782.9	407.5	▼ -47.9%
Visitor Spending by Commodity Purchased (\$Millions)											
Accommodations	63.3	100.6	103.5	112.2	124.8	139.9	142.1	141.3	142.5	98.1	▼ -31.1%
Food Service	116.9	164.1	170.4	179.0	190.2	206.0	209.1	224.0	233.6	104.7	▼ -55.2%
Food Stores	46.4	60.6	62.2	65.0	67.7	69.2	68.2	70.6	72.2	42.8	▼ -40.8%
Local Tran. & Gas	42.9	77.5	75.7	75.8	66.8	66.9	68.5	81.3	81.6	55.8	▼ -31.6%
Arts, Ent. & Rec.	70.0	78.9	80.5	83.0	85.8	90.9	90.3	94.3	95.8	32.3	▼ -66.3%
Retail Sales	83.6	90.7	91.8	93.3	95.6	99.1	97.6	101.0	102.1	46.9	▼ -54.1%
Visitor Air Tran.	22.5	33.8	38.0	39.8	42.4	45.1	49.0	53.3	55.0	26.9	▼ -51.2%
TOTAL	445.7	606.2	622.0	648.2	673.2	717.2	724.8	765.8	782.9	407.5	▼ -47.9%

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.

Lane County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings (\$Millions)											
Accom. & Food Serv.	77.8	113.6	117.8	127.1	138.1	149.6	158.2	169.2	178.4	145.6	▼ -18.4%
Arts, Ent. & Rec.	20.5	24.8	28.4	30.0	31.4	34.2	34.8	37.6	39.6	31.8	▼ -19.9%
Retail**	15.8	18.9	19.3	20.2	21.2	22.6	23.1	24.2	24.7	15.9	▼ -35.6%
Ground Tran.	3.1	3.4	3.4	3.8	4.1	4.4	4.3	4.9	5.2	4.2	▼ -19.1%
Other Travel*	9.0	32.5	36.3	38.9	43.8	51.0	53.3	61.8	60.4	56.1	▼ -7.2%
TOTAL	126.2	193.3	205.1	220.0	238.6	261.8	273.7	297.6	308.4	253.6	▼ -17.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,300	4,990	5,130	5,300	5,540	5,780	5,920	6,030	6,150	4,750	▼ -22.7%
Arts, Ent. & Rec.	1,940	2,240	2,370	2,420	2,400	2,540	2,580	2,620	2,630	2,000	▼ -24.2%
Retail**	780	810	830	840	860	880	880	890	890	540	▼ -39.5%
Ground Tran.	140	120	110	120	120	130	120	130	130	110	▼ -16.2%
Other Travel*	350	950	1,060	1,100	1,240	1,310	1,310	1,450	1,340	1,210	▼ -9.2%
TOTAL	7,510	9,100	9,490	9,770	10,160	10,630	10,800	11,110	11,140	8,610	▼ -22.7%
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	5.8	8.8	9.6	10.5	11.9	12.9	13.0	13.6	13.6	10.3	▼ -24.0%
State Tax Receipts	12.4	19.3	19.9	20.7	21.8	23.7	26.2	27.9	28.5	21.7	▼ -24.1%
TOTAL	18.2	28.0	29.5	31.1	33.7	36.6	39.2	41.5	42.1	32.0	▼ -24.1%

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. Earnings and Employment include CARES act support, data limitations prevent disaggregation.



Lane County / Visitor Details

Visitor Details 2020p

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, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	\$147	\$273	\$383	\$727	2.6	1.9
Private Home	\$33	\$118	\$78	\$279	2.3	3.6
Other Overnight	\$41	\$124	\$108	\$327	2.6	3.0
All Overnight	\$116	\$313	\$288	\$796	2.5	2.8

Overnight Visitor Volume, 2018-2020

	Person-Nights		Party-Nights	
	2018	2019	2018	2019
Hotel, Motel, STR	2,057,190	2,075,730	1,602,680	879,010
Private Home	4,856,980	4,853,840	2,561,550	1,974,060
Other Overnight	1,377,700	1,407,220	932,280	409,120
All Overnight	8,291,860	8,336,790	5,096,510	3,262,200
				2,057,860

	Person-Trips		Party-Trips	
	2018	2019	2018	2019
Hotel, Motel, STR	1,107,070	1,117,220	862,610	465,410
Private Home	1,603,800	1,602,780	724,330	636,220
Other Overnight	442,170	451,500	306,570	131,520
All Overnight	3,153,040	3,171,500	1,893,510	1,233,150
				745,480