

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%

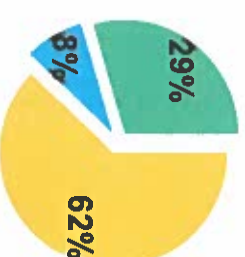
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

**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.

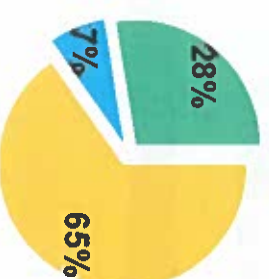
Visitors staying in hotel, motel, or short term rentals account for 65% of overnight visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 35%. Generally, areas that are primarily rural or suburban have higher shares 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											Avg. Annual % Chg.	
	2003	2013	2014	2015	2016	2017	2018	2019	2020	2021	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



