

# Lane County / Insights

## Direct Travel Impacts, 2023p

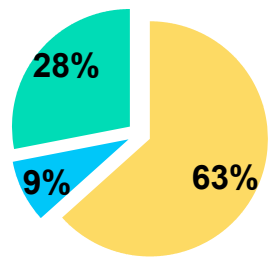
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$109,090
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$28
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$315
Visitor Shares	
Travel Share of Total Employment (2023)	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.  
 \*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 6% of the population is added to the amount of people in the area.

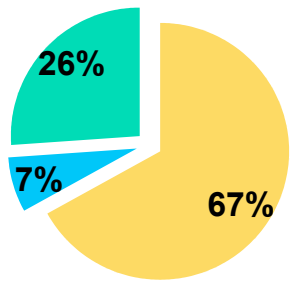
Visitors staying in hotel, motel or short-term rentals account for 67% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 33%. Generally, areas that are primarily rural or suburban have higher shares 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 second-home spending.

### 2023 Share of Overnight Visitor Spending

Lane County



Oregon



■ Hotel, Motel, STVR   
 ■ Private Home (VFR)   
 ■ Other Overnight  
 Percentages may not sum to 100% due to rounding.

# Lane County / Summary Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
											2022-23	2003-23*
<b>Spending (\$Millions)</b>												
Total	520.5	868.6	928.7	950.8	1,024.1	1,041.1	566.0	1,063.9	1,326.5	1,312.0	▼ -1.1%	▲ 4.7%
Other	74.8	195.4	211.5	225.9	258.3	258.2	151.6	205.4	280.8	243.5	▼ -13.3%	▲ 6.1%
Visitor	445.7	673.2	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,068.4	▲ 2.2%	▲ 4.5%
<b>Earnings (\$Millions)</b>												
Earnings	126.2	238.6	261.8	273.7	297.6	308.4	252.9	278.0	335.3	334.4	▼ -0.3%	▲ 5.0%
<b>Employment (Jobs)</b>												
Employment	7,510	10,160	10,630	10,800	11,110	11,140	8,530	9,050	10,610	10,440	▼ -1.6%	▲ 1.7%
<b>Tax Revenue (\$Millions)</b>												
Total	18.2	33.7	36.6	39.2	41.5	42.1	29.1	42.3	50.1	50.0	▼ -0.3%	▲ 5.2%
Local	5.8	11.9	12.9	13.0	13.6	13.6	9.2	15.8	19.0	19.2	▲ 0.9%	▲ 6.2%
State	12.4	21.8	23.7	26.2	27.9	28.5	19.9	26.4	31.1	30.8	▼ -1.0%	▲ 4.7%

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Calendar year 2021 and 2022 has been revised with the release of this report.

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

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

\*Compound Annual Growth Rate (Ending Value / Starting Value)<sup>1/(Number of Periods)</sup>-1.

# Lane County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	445.7	673.2	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,068.4	2.2%	36.5%
Other Travel*	74.8	195.4	211.5	225.9	258.3	258.2	151.6	205.4	280.8	243.5	-13.3%	-5.7%
<b>TOTAL</b>	<b>520.5</b>	<b>868.6</b>	<b>928.7</b>	<b>950.8</b>	<b>1,024.1</b>	<b>1,041.1</b>	<b>566.0</b>	<b>1,063.9</b>	<b>1,326.5</b>	<b>1,312.0</b>	<b>-1.1%</b>	<b>26.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	157.7	285.2	313.6	315.4	332.5	338.9	189.1	393.7	485.9	496.4	2.2%	46.5%
Hotel, Motel**								316.9	405.8	413.8	2.0%	
STVR**								76.9	80.0	82.6	3.2%	
Private Home	126.8	183.7	190.1	194.5	206.9	210.9	107.6	232.2	267.7	266.4	-0.5%	26.3%
Campground	29.0	36.0	37.0	37.2	38.7	40.3	32.4	36.0	40.1	44.1	9.9%	9.3%
Second Home	5.1	9.5	9.5	9.8	10.2	10.5	8.6	10.4	11.5	11.9	3.8%	13.7%
Day Travel	127.1	158.8	167.0	167.9	177.5	182.4	76.7	186.1	240.6	249.7	3.8%	36.9%
<b>TOTAL</b>	<b>445.7</b>	<b>673.2</b>	<b>717.2</b>	<b>724.8</b>	<b>765.8</b>	<b>782.9</b>	<b>414.3</b>	<b>858.5</b>	<b>1,045.8</b>	<b>1,068.4</b>	<b>2.2%</b>	<b>36.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	63.3	124.8	139.9	142.1	141.3	142.5	99.8	197.1	230.2	232.0	0.8%	62.8%
Food Service	116.9	190.2	206.0	209.1	224.0	233.6	111.9	232.5	277.1	297.6	7.4%	27.4%
Food Stores	46.4	67.7	69.2	68.2	70.6	72.2	43.6	84.3	99.3	104.2	4.9%	44.2%
Local Tran. & Gas	42.9	66.8	66.9	68.5	81.3	81.6	34.9	82.5	106.6	102.0	-4.4%	25.0%
Arts, Ent. & Rec.	70.0	85.8	90.9	90.3	94.3	95.8	48.7	94.6	107.7	112.9	4.8%	17.7%
Retail Sales	83.6	95.6	99.1	97.6	101.0	102.1	52.4	113.8	133.8	134.6	0.6%	31.8%
Visitor Air Tran.	22.5	42.4	45.1	49.0	53.3	55.0	22.9	53.6	91.0	85.3	-6.3%	55.1%
<b>TOTAL</b>	<b>445.7</b>	<b>673.2</b>	<b>717.2</b>	<b>724.8</b>	<b>765.8</b>	<b>782.9</b>	<b>414.3</b>	<b>858.5</b>	<b>1,045.8</b>	<b>1,068.4</b>	<b>2.2%</b>	<b>36.5%</b>

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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

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

\*\*We have additional information regarding the impacts of short-term vacation rentals (STVR) and hotels, motels. Trend for these breakouts not available.

# Lane County / Detail Trend

## Direct Travel Impacts, 2003-2023p

	2003	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.:	77.8	138.1	149.6	158.2	169.2	178.4	143.3	164.4	205.3	212.1	3.3%	18.9%
Arts, Ent. & Rec.	20.5	31.4	34.2	34.8	37.6	39.6	31.0	34.6	44.2	45.4	2.7%	14.6%
Retail**	15.8	21.2	22.6	23.1	24.2	24.7	24.5	26.3	28.7	29.2	1.8%	18.2%
Ground Tran.	3.1	4.1	4.4	4.3	4.9	5.2	4.2	6.4	7.0	7.3	4.4%	39.5%
Other Travel*	9.0	43.8	51.0	53.3	61.8	60.4	49.8	46.2	50.2	40.4	-19.5%	-33.2%
<b>TOTAL</b>	<b>126.2</b>	<b>238.6</b>	<b>261.8</b>	<b>273.7</b>	<b>297.6</b>	<b>308.4</b>	<b>252.9</b>	<b>278.0</b>	<b>335.3</b>	<b>334.4</b>	<b>-0.3%</b>	<b>8.7%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.:	4,300	5,540	5,780	5,920	6,030	6,150	4,720	5,200	6,180	6,110	-1.1%	-0.7%
Arts, Ent. & Rec.	1,940	2,400	2,540	2,580	2,620	2,630	1,870	1,990	2,600	2,660	2.3%	1.1%
Retail**	780	860	880	880	890	890	800	840	870	870	-0.4%	-1.9%
Ground Tran.	140	120	130	120	130	130	120	170	160	160	-1.7%	15.7%
Other Travel*	350	1,240	1,310	1,310	1,450	1,340	1,020	840	800	640	-19.1%	-51.8%
<b>TOTAL</b>	<b>7,510</b>	<b>10,160</b>	<b>10,630</b>	<b>10,800</b>	<b>11,110</b>	<b>11,140</b>	<b>8,530</b>	<b>9,050</b>	<b>10,610</b>	<b>10,440</b>	<b>-1.6%</b>	<b>-4.8%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	5.8	11.9	12.9	13.0	13.6	13.6	9.2	15.8	19.0	19.2	0.9%	41.3%
State Tax Receipts	12.4	21.8	23.7	26.2	27.9	28.5	19.9	26.4	31.1	30.8	-1.0%	7.9%
<b>TOTAL</b>	<b>18.2</b>	<b>33.7</b>	<b>36.6</b>	<b>39.2</b>	<b>41.5</b>	<b>42.1</b>	<b>29.1</b>	<b>42.3</b>	<b>50.1</b>	<b>50.0</b>	<b>-0.3%</b>	<b>19.1%</b>

**Notes:** House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*"Other Travel" includes resident air travel, travel-arrangements and convention/trade shows.

\*\*"Retail" includes gasoline station employment and earnings.

# Lane County / Visitor Details

## Visitor Details, 2023p

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 than 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.

Additional years available at [www.travelstats.com/impacts/oregon](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$280	\$519	\$661	\$1,256	2.4	1.9
Private Home	\$56	\$175	\$129	\$425	2.3	3.3
Other Overnight	\$32	\$98	\$101	\$311	3.2	3.1

### Overnight Visitor Volume, 2021-2023

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	2,737,550	2,894,360	2,903,180	1,021,390	1,148,130	1,176,780
Private Home	4,858,540	4,847,940	4,841,060	2,169,200	2,132,930	2,079,400
Other Overnight	1,011,070	1,169,880	1,293,570	383,280	390,480	406,840
<b>All Overnight</b>	<b>8,607,160</b>	<b>8,912,170</b>	<b>9,037,810</b>	<b>3,573,870</b>	<b>3,671,540</b>	<b>3,663,020</b>

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STVR	1,350,340	1,432,280	1,418,870	499,100	562,300	570,890
Private Home	1,370,240	1,474,850	1,533,070	594,980	623,820	633,680
Other Overnight	332,700	380,610	418,170	126,220	127,190	131,710
<b>All Overnight</b>	<b>3,053,290</b>	<b>3,287,740</b>	<b>3,370,110</b>	<b>1,220,300</b>	<b>1,313,320</b>	<b>1,336,280</b>