

Lane County

Direct Travel Impact Insights, 2024p

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$114,214
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$28
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	7%

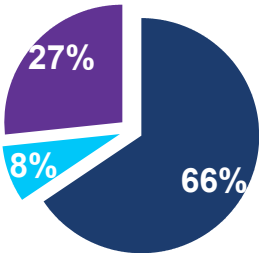
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*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 7% of the population is added to the amount of people in the area.

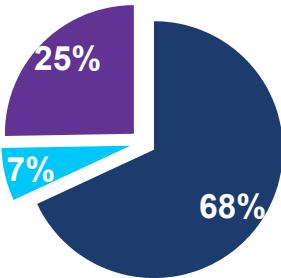
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares 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.

2024 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

Direct Travel Impact Summary

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Avg. Annual % Chg.	
											2023-24	2003-24*
Spending (\$Millions)												
Total	520.5	928.7	950.8	1,024.1	1,041.1	566.0	1,063.9	1,327.0	1,320.3	1,371.6	▲ 3.9%	▲ 4.7%
Other	74.8	211.5	225.9	258.3	258.2	151.6	205.4	281.2	249.7	248.7	▼ -0.4%	▲ 5.9%
Visitor	445.7	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,070.6	1,122.9	▲ 4.9%	▲ 4.5%
Earnings (\$Millions)												
Earnings	126.2	261.8	273.7	297.6	308.4	252.9	278.0	335.3	336.3	348.2	▲ 3.5%	▲ 5.0%
Employment (Jobs)												
Employment	7,510	10,630	10,800	11,110	11,140	8,530	9,050	10,610	10,440	10,470	▲ 0.2%	▲ 1.6%
Tax Revenue (\$Millions)												
Total	18.2	36.6	39.2	41.5	42.1	29.1	42.3	50.2	50.4	52.9	▲ 5.0%	▲ 5.2%
Local	5.8	12.9	13.0	13.6	13.6	9.2	15.8	19.0	19.5	20.7	▲ 6.2%	▲ 6.2%
State	12.4	23.7	26.2	27.9	28.5	19.9	26.4	31.1	30.9	32.2	▲ 4.2%	▲ 4.7%

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

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)^{1/(Number of Periods)}-1.

Lane County

Direct Spending Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Direct Travel Spending (\$Millions)												
Destination Spending	445.7	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,070.6	1,122.9	4.9%	43.4%
Other Travel*	74.8	211.5	225.9	258.3	258.2	151.6	205.4	281.2	249.7	248.7	-0.4%	-3.7%
TOTAL	520.5	928.7	950.8	1,024.1	1,041.1	566.0	1,063.9	1,327.0	1,320.3	1,371.6	3.9%	31.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	157.7	313.6	315.4	332.5	338.9	189.1	393.7	485.9	497.4	539.3	8.4%	59.1%
Hotel, Motel**							316.9	405.8	414.8	438.7	5.8%	
STVR**							76.9	80.0	82.6	100.6	21.8%	
Private Home	126.8	190.1	194.5	206.9	210.9	107.6	232.2	267.7	267.0	266.7	-0.1%	26.4%
Campground	29.0	37.0	37.2	38.7	40.3	32.4	36.0	40.1	44.1	41.9	-5.1%	3.8%
Second Home	5.1	9.5	9.8	10.2	10.5	8.6	10.4	11.5	11.9	12.0	1.4%	15.0%
Day Travel	127.1	167.0	167.9	177.5	182.4	76.7	186.1	240.6	250.1	263.0	5.2%	44.2%
TOTAL	445.7	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,070.6	1,122.9	4.9%	43.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	63.3	139.9	142.1	141.3	142.5	99.8	197.1	230.2	231.9	254.6	9.8%	78.7%
Food Service	116.9	206.0	209.1	224.0	233.6	111.9	232.5	277.1	299.2	322.6	7.8%	38.1%
Food Stores	46.4	69.2	68.2	70.6	72.2	43.6	84.3	99.3	104.3	107.0	2.7%	48.2%
Local Tran. & Gas	42.9	66.9	68.5	81.3	81.6	34.9	82.5	106.6	102.1	97.7	-4.3%	19.8%
Arts, Ent. & Rec.	70.0	90.9	90.3	94.3	95.8	48.7	94.6	107.7	112.9	116.5	3.2%	21.5%
Retail Sales	83.6	99.1	97.6	101.0	102.1	52.4	113.8	133.8	134.1	135.3	0.9%	32.5%
Visitor Air Tran.	22.5	45.1	49.0	53.3	55.0	22.9	53.6	91.0	86.0	89.2	3.6%	62.1%
TOTAL	445.7	717.2	724.8	765.8	782.9	414.3	858.5	1,045.8	1,070.6	1,122.9	4.9%	43.4%

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

Direct Travel Impact Detail

	2003	2016	2017	2018	2019	2020	2021	2022	2023	2024	Annual % Chg.	
											2023-24	2019-24
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	77.8	149.6	158.2	169.2	178.4	143.3	164.4	205.3	213.0	224.3	5.3%	25.7%
Arts, Ent. & Rec.	20.5	34.2	34.8	37.6	39.6	31.0	34.6	44.2	45.4	45.6	0.4%	15.1%
Retail**	15.8	22.6	23.1	24.2	24.7	24.5	26.3	28.7	29.1	29.7	1.8%	20.3%
Ground Tran.	3.1	4.4	4.3	4.9	5.2	4.2	6.4	7.0	7.3	7.7	5.7%	47.2%
Visitor Air Tran.	1.3	2.1	2.3	2.5	2.6	2.5	2.6	2.9	3.1	3.2	2.1%	25.2%
Other Travel*	7.8	48.9	50.9	59.3	57.9	47.3	43.6	47.3	38.4	37.8	-1.6%	-34.7%
TOTAL	126.2	261.8	273.7	297.6	308.4	252.9	278.0	335.3	336.3	348.2	3.5%	9.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	4,300	5,780	5,920	6,030	6,150	4,720	5,200	6,180	6,140	6,250	1.9%	1.7%
Arts, Ent. & Rec.	1,940	2,540	2,580	2,620	2,630	1,870	1,990	2,600	2,590	2,530	-2.6%	-4.0%
Retail**	780	880	880	890	890	800	840	870	860	850	-1.3%	-3.9%
Ground Tran.	140	130	120	130	130	120	170	160	150	150	-0.1%	13.4%
Visitor Air Tran.	40	50	50	50	50	50	50	50	50	50	-2.4%	-5.0%
Other Travel*	310	1,270	1,260	1,400	1,290	970	790	750	650	630	-1.8%	-50.8%
TOTAL	7,510	10,630	10,800	11,110	11,140	8,530	9,050	10,610	10,440	10,470	0.3%	-6.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	5.8	12.9	13.0	13.6	13.6	9.2	15.8	19.0	19.5	20.7	6.2%	52.4%
State Tax Receipts	12.4	23.7	26.2	27.9	28.5	19.9	26.4	31.1	30.9	32.2	4.2%	13.0%
TOTAL	18.2	36.6	39.2	41.5	42.1	29.1	42.3	50.2	50.4	52.9	5.0%	19.7%

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-arrangement and convention/trade shows.

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

Lane County

Overnight Visitation

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

Average Expenditure for Overnight Visitors, 2024

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$301	\$560	\$691	\$1,315	2.3	1.9
Private Home	\$55	\$168	\$132	\$416	2.4	3.1
Other Overnight	\$30	\$93	\$101	\$312	3.4	3.1
All Overnight	\$109	\$288	\$274	\$730	2.5	2.7

Overnight Visitor Volume, 2022-2024

	Person-Nights			Party-Nights		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	2,894,360	2,903,180	3,111,910	1,148,130	1,177,440	1,281,610
Private Home	4,847,940	4,833,080	4,854,350	2,132,930	2,078,340	2,034,220
Other Overnight	1,169,880	1,293,570	1,311,450	390,480	406,840	391,320
All Overnight	8,912,170	9,029,830	9,277,710	3,671,540	3,662,620	3,707,140

	Person-Trips			Party-Trips		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STVR	1,432,280	1,418,870	1,498,340	562,300	571,110	615,450
Private Home	1,474,850	1,530,550	1,602,930	623,820	633,070	647,310
Other Overnight	380,610	418,170	422,110	127,190	131,710	126,160
All Overnight	3,287,740	3,367,580	3,523,380	1,313,320	1,335,880	1,388,920