

# Lane County

## Direct Travel Impact Insights, 2025

### Visitor Spending Impacts

Amount of Visitor Spending That Supports 1 Job \$114,268

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%

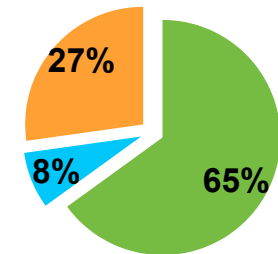
**Source:** Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*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.

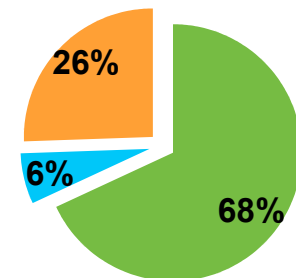
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares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

### 2025 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	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
<b>Spending (\$Millions)</b>												
Total	520.5	950.8	1,024.1	1,041.1	566.0	1,063.9	1,333.3	1,320.3	1,376.3	1,389.4	▲ 0.9%	▲ 4.6%
Other	74.8	225.9	258.3	258.2	151.6	205.4	281.2	249.7	248.3	250.7	▲ 1.0%	▲ 5.7%
Visitor	445.7	724.8	765.8	782.9	414.3	858.5	1,052.0	1,070.6	1,128.0	1,138.7	▲ 0.9%	▲ 4.4%
<b>Earnings (\$Millions)</b>												
Earnings	126.2	273.7	297.6	308.4	252.9	278.0	336.3	336.3	350.2	362.0	▲ 3.4%	▲ 4.9%
<b>Employment (Jobs)</b>												
Employment	7,510	10,800	11,110	11,140	8,530	9,050	10,630	10,440	10,510	10,550	▲ 0.4%	▲ 1.6%
<b>Tax Revenue (\$Millions)</b>												
Total	18.2	39.2	41.5	42.1	30.5	43.8	52.6	52.3	54.9	55.8	▲ 1.5%	▲ 5.2%
Local	5.8	13.0	13.6	13.6	9.2	15.8	19.6	19.5	20.7	21.1	▲ 1.8%	▲ 6.0%
State	12.4	26.2	27.9	28.5	21.3	28.0	33.0	32.8	34.2	34.7	▲ 1.4%	▲ 4.8%

**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 transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient 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

## Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
<b>Direct Travel Spending (\$Millions)</b>												
Destination Spending	445.7	724.8	765.8	782.9	414.3	858.5	1,052.0	1,070.6	1,128.0	1,138.7	0.9%	2.0%
Other Travel*	74.8	225.9	258.3	258.2	151.6	205.4	281.2	249.7	248.3	250.7	1.0%	-2.8%
<b>TOTAL</b>	<b>520.5</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>1,333.3</b>	<b>1,320.3</b>	<b>1,376.3</b>	<b>1,389.4</b>	<b>0.9%</b>	<b>1.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	157.7	315.4	332.5	338.9	189.1	393.7	492.1	497.4	539.9	542.8	0.5%	2.5%
Hotel, Motel**						316.9	412.0	414.8	439.5	446.0	1.5%	2.0%
STVR**						76.9	80.2	82.6	100.3	96.8	-3.5%	4.8%
Private Home	126.8	194.5	206.9	210.9	107.6	232.2	267.7	267.0	267.6	276.2	3.2%	0.8%
Campground	29.0	37.2	38.7	40.3	32.4	36.0	40.1	44.1	43.5	43.3	-0.5%	1.9%
Second Home	5.1	9.8	10.2	10.5	8.6	10.4	11.5	11.9	12.0	12.2	2.0%	1.7%
Day Travel	127.1	167.9	177.5	182.4	76.7	186.1	240.6	250.1	265.0	264.2	-0.3%	2.4%
<b>TOTAL</b>	<b>445.7</b>	<b>724.8</b>	<b>765.8</b>	<b>782.9</b>	<b>414.3</b>	<b>858.5</b>	<b>1,052.0</b>	<b>1,070.6</b>	<b>1,128.0</b>	<b>1,138.7</b>	<b>0.9%</b>	<b>2.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	63.3	142.1	141.3	142.5	99.8	197.1	230.2	231.9	254.6	252.8	-0.7%	2.4%
Food Service	116.9	209.1	224.0	233.6	111.9	232.5	277.1	299.2	323.8	330.1	1.9%	4.5%
Food Stores	46.4	68.2	70.6	72.2	43.6	84.3	99.3	104.3	107.8	107.7	-0.1%	2.1%
Local Tran. & Gas	42.9	68.5	81.3	81.6	34.9	82.5	112.9	102.1	98.0	100.7	2.8%	-2.8%
Arts, Ent. & Rec.	70.0	90.3	94.3	95.8	48.7	94.6	107.7	112.9	117.1	118.2	1.0%	2.4%
Retail Sales	83.6	97.6	101.0	102.1	52.4	113.8	133.8	134.1	135.9	134.3	-1.1%	0.1%
Visitor Air Tran.	22.5	49.0	53.3	55.0	22.9	53.6	91.0	86.0	90.9	94.8	4.3%	1.0%
<b>TOTAL</b>	<b>445.7</b>	<b>724.8</b>	<b>765.8</b>	<b>782.9</b>	<b>414.3</b>	<b>858.5</b>	<b>1,052.0</b>	<b>1,070.6</b>	<b>1,128.0</b>	<b>1,138.7</b>	<b>0.9%</b>	<b>2.0%</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.

\*\*Data prior to 2021 for these breakouts not available.

# Lane County

## Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
<b>Travel Industry Earnings (\$Millions)</b>												
Accom. & Food Serv.	78	158	169	178	143	164	205	213	225	234	3.8%	3.3%
Arts, Ent. & Rec.	21	35	38	40	31	35	44	45	47	48	3.0%	2.2%
Retail**	16	23	24	25	24	26	29	29	30	29	-1.7%	0.5%
Ground Tran.	3	4	5	5	4	6	8	7	8	8	5.9%	1.0%
Visitor Air Tran.	1	2	2	3	3	3	3	3	3	4	10.7%	6.2%
Other Travel*	8	51	59	58	47	44	47	38	38	39	4.0%	-4.7%
<b>TOTAL</b>	<b>126.2</b>	<b>273.7</b>	<b>297.6</b>	<b>308.4</b>	<b>252.9</b>	<b>278.0</b>	<b>336.3</b>	<b>336.3</b>	<b>350.2</b>	<b>362.0</b>	<b>3.4%</b>	<b>1.9%</b>
<b>Travel Industry Employment (Jobs)</b>												
Accom. & Food Serv.	4,300	5,920	6,030	6,150	4,720	5,200	6,180	6,140	6,260	6,300	0.6%	0.5%
Arts, Ent. & Rec.	1,940	2,580	2,620	2,630	1,870	1,990	2,600	2,590	2,570	2,630	2.3%	0.3%
Retail**	780	880	890	890	800	840	870	860	850	810	-5.2%	-1.8%
Ground Tran.	140	120	130	130	120	170	180	150	150	160	7.0%	-2.7%
Visitor Air Tran.	40	50	50	50	50	50	50	50	50	60	11.3%	3.7%
Other Travel*	310	1,260	1,400	1,290	970	790	750	650	610	580	-5.1%	-6.1%
<b>TOTAL</b>	<b>7,510</b>	<b>10,800</b>	<b>11,110</b>	<b>11,140</b>	<b>8,530</b>	<b>9,050</b>	<b>10,630</b>	<b>10,440</b>	<b>10,510</b>	<b>10,550</b>	<b>0.4%</b>	<b>-0.2%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>												
Local Tax Receipts	6	13	14	14	9	16	20	19	21	21	1.8%	1.8%
State Tax Receipts	12	26	28	29	21	28	33	33	34	35	1.4%	1.3%
<b>TOTAL</b>	<b>18.2</b>	<b>39.2</b>	<b>41.5</b>	<b>42.1</b>	<b>30.5</b>	<b>43.8</b>	<b>52.6</b>	<b>52.3</b>	<b>54.9</b>	<b>55.8</b>	<b>1.5%</b>	<b>1.5%</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 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](http://www.travelstats.com/impacts/oregon)

### Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$307	\$571	\$703	\$1,338	2.3	1.9
Private Home	\$57	\$174	\$136	\$429	2.4	3.1
Other Overnight	\$31	\$96	\$103	\$320	3.4	3.1
<b>All Overnight</b>	<b>\$112</b>	<b>\$296</b>	<b>\$280</b>	<b>\$750</b>	<b>2.5</b>	<b>2.7</b>

### Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	2,903,180	3,103,920	2,963,460	1,177,440	1,279,500	1,230,270
Private Home	4,833,080	4,848,490	4,857,880	2,078,340	2,034,020	2,045,230
Other Overnight	1,293,570	1,347,860	1,322,710	406,840	401,700	394,540
<b>All Overnight</b>	<b>9,029,830</b>	<b>9,300,270</b>	<b>9,144,050</b>	<b>3,662,620</b>	<b>3,715,220</b>	<b>3,670,050</b>

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,418,870	1,495,600	1,441,100	571,110	614,720	595,230
Private Home	1,530,550	1,601,000	1,604,100	633,070	646,950	649,560
Other Overnight	418,170	433,510	425,650	131,710	129,420	127,180
<b>All Overnight</b>	<b>3,367,580</b>	<b>3,530,110</b>	<b>3,470,850</b>	<b>1,335,880</b>	<b>1,391,090</b>	<b>1,371,970</b>