

# **Oregon Travel Impacts**

## Statewide Estimates

### ***1992 - 2018p***

***March 2019***

*Prepared for the*

Oregon Tourism Commission  
Portland, Oregon

---

*This page is intentionally blank*

# OREGON TRAVEL IMPACTS, 1992-2018p

STATEWIDE PRELIMINARY ESTIMATES  
DETAILED COUNTY ESTIMATES  
OVERNIGHT VISITOR VOLUME

March 2019

*Prepared for*

Oregon Tourism Commission  
319 SW. Washington Street  
Suite 700  
Portland, Oregon 97204  
503.967.1560  
[www.traveloregon.com](http://www.traveloregon.com)

*Prepared by*

Dean Runyan Associates  
833 SW Eleventh Avenue, Suite 920  
Portland, Oregon 97205  
503/226-2973  
[www.deanrunyan.com](http://www.deanrunyan.com)

*This page is intentionally blank*

## Executive Summary

This report provides detailed statewide, regional and county travel impact estimates for Oregon from 1992 to 2018. The report also provides average spending and volume estimates for overnight visitors for most counties. The estimates for 2018 are preliminary. Secondary impacts and travel industry GDP are provided at the state level.

### Travel Spending, Employment and earnings continue to expand

The Oregon travel industry continued to exhibit strong growth in 2018, as all measures of travel activity were up over 2017.

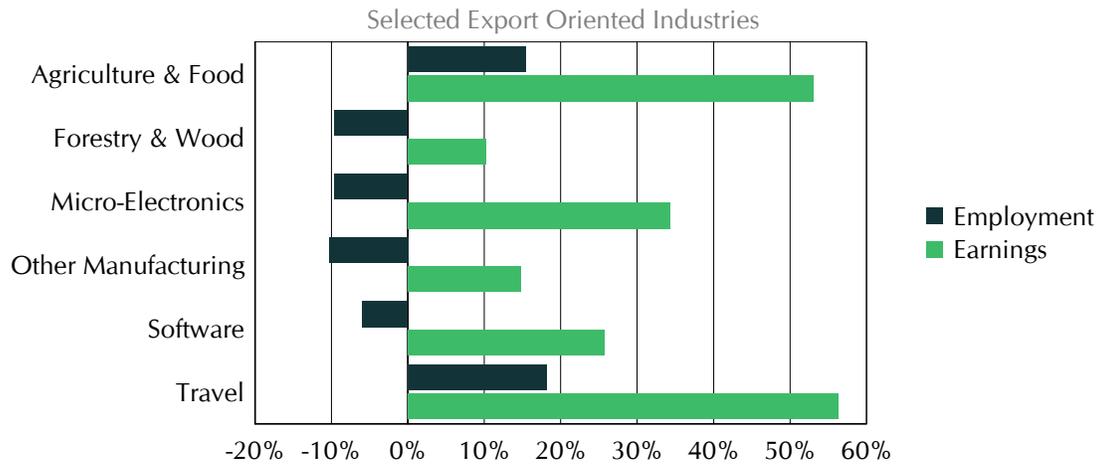
- **Spending.** Total direct travel spending in Oregon was \$12.3 billion in 2018. The annual increase from 2017 was 4.2 percent in current dollars. In real, inflation-adjusted, dollars travel spending increased by 1.9 percent. Visitor spending, excluding transportation, increased by 2.5 percent in current dollars. This is the ninth consecutive year of growth in travel spending following the recession.
- **Travel Activity.** An estimated 29.1 million overnight visitors traveled to Oregon destinations in 2018 (preliminary). This represents a 1.1 percent increase over 2017. Since 2010, overnight person-trips have increased by 2.1 percent per year. Domestic visitor air arrivals to Oregon (4.2 million) increased by 5.2 percent for the year. Room demand, as measured by STR, Inc., increased by 1.4 percent for the year.[1]
- **Employment.** Total travel generated employment was 115,400 in 2018. This represents a 2.9 percent increase over 2017, the eighth consecutive year of employment growth following the steep decline from 2008 to 2010. Employment has increased by 3.2 percent per year since 2010.
- **Secondary Impacts.** The re-spending of travel-generated revenues by businesses and employees generates additional impacts. In 2018, these secondary impacts were equivalent to 59,960 jobs with earnings of \$3.1 billion. Most of these jobs were in various professional and business services.
- **GDP.** The Gross Domestic Product of the travel industry was \$5.5 billion in 2018. Overall, the travel industry is one of the three largest export-oriented industries in rural Oregon counties (the other two being agriculture/food processing and logging/wood products).

1. The STR reports were prepared for the Oregon Tourism Commission

## The Oregon Travel Industry is A Leading Export-Oriented Industry

Travel and tourism is one of the most important “*export-oriented*” industries in Oregon. It is especially important in the non-metropolitan areas of the state, where manufacturing and traded services are less prevalent. Over the past decade, travel industry employment and earnings growth also compares favorably to other industries.

### Change in Earnings and Employment (2007-2017)



Note: The most current data is for 2017.

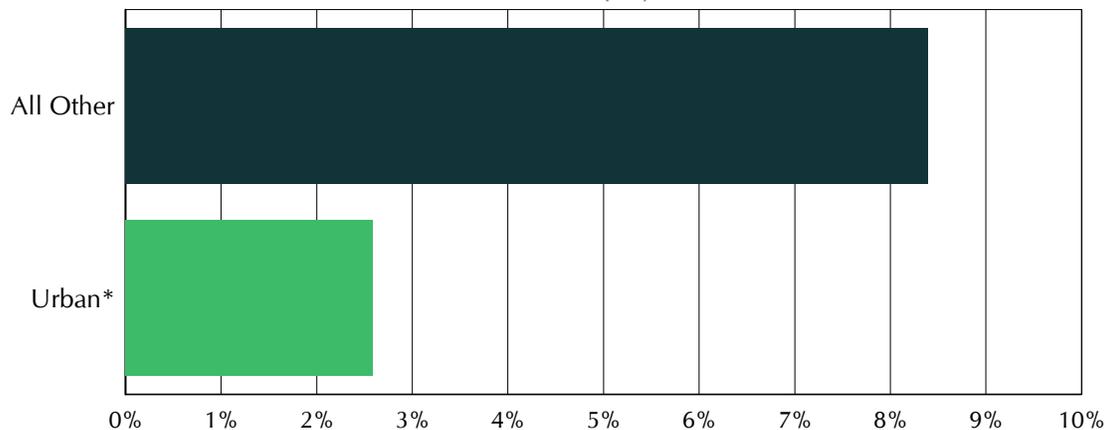
Source: Dean Runyan Associates, Bureau of Economic Analysis, Bureau of Labor Statistics

## The Travel Industry Benefits All Regions of Oregon

Although most travel spending and related economic impacts occur within Oregon’s urban areas, the travel industry is important throughout the state. In general, travel-generated employment is relatively more important in rural counties.

### Travel Generated Employment

as a Percent of Total Employment (2017)



\*The urban counties are Clackamas, Lane, Marion, Multnomah, and Washington. The most current data is for 2017.

Source: Dean Runyan Associates, Bureau of Economic Analysis

# Oregon Travel Impacts, 1992-2018

---

<b>List of Tables &amp; Figures</b>	iv
<b>Preface</b>	1
<b>I Oregon Travel</b>	2
Summary of Oregon Travel	3
Annual Travel Trends	4
Overnight Visitor Volume and Average Spending	6
Oregon Travel Industry Gross Domestic Product	7
A Comparison of Oregon Export-Oriented Industries	8
Secondary Impacts	10
<b>II Oregon's Tourism Regions</b>	16
<b>III Oregon's Counties</b>	58
<b>IV Oregon Day Travel</b>	203
<b>V Local Transient Lodging Tax Receipts</b>	205
<b>Appendices</b>	221
A Travel Impact and Visitor Volume Estimates	222
B Key Terms and Definitions	225
C Regional Travel Impact Model	226
D Travel Industry Accounts	227
E Earnings & Employment by Industry Sector	237
F Industry Groups	238
G Split County Trends	242

## List of Tables & Figures

---

<b>Oregon Travel</b>	<b>2</b>
Direct Travel Impacts, 2010-2018p	4
Oregon Direct Travel Spending in Real and Current Dollars	5
Air Passenger Visitor Arrivals to Oregon, US Air Carriers	5
Oregon Overnight Person Trips	5
Average Expenditures for Oregon Overnight Visitors, 2018p	6
Overnight Overnight Visitor Volume, 2016-2018p	6
Oregon Travel Industry Gross Domestic Product, 2018p	7
Oregon Gross Domestic Product, 2017 (Selected Export-Oriented Industries)	8
Change in Oregon GDP, 2003-2017 (Selected Export-Oriented Industries)	9
Change in Earnings and Employment, 2003-2017 (Selected Export-Oriented Industries)	9
Total Employment and Earnings Generated by Travel Spending in Oregon, 2018p	
Direct & Secondary Employment Generated by Travel Spending, 2018p (graph)	11
Direct & Secondary Earnings Generated by Travel Spending, 2018p (graph)	12
Direct & Secondary Employment Generated by Travel Spending, 2018p (table)	12
Direct & Secondary Earnings Generated by Travel Spending, 2018p (table)	13
Oregon Travel Impacts, 1992-2018p (detail)	13
	14
<b>Oregon's Tourism Regions</b>	
Oregon Travel Impacts by Region, 2018p	<b>16</b>
Central Oregon Travel Impacts, Spending & Volume Tables	17
Central Coast Travel Impacts, Spending & Volume Tables	18
Eastern Oregon Travel Impacts, Spending & Volume Tables	22
Mt. Hood/Gorge Travel Impacts, Spending & Volume Tables	26
North Coast Travel Impacts, Spending & Volume Tables	30
Oregon Coast Travel Impacts, Spending & Volume Tables	34
Portland Metro Travel Impacts, Spending & Volume Tables	38
South Coast Travel Impacts, Spending & Volume Tables	42
Southern Oregon Travel Impacts, Spending & Volume Tables	46
Willamette Valley Travel Impacts, Spending & Volume Tables	50

## List Tables & Figures

<b>Counties</b>	<b>58</b>
2018p County Travel Impacts	59
2018p County Overnight Visitor Volume	60
Baker County Travel Impacts, Spending & Volume Tables	61
Benton County Travel Impacts, Spending & Volume Tables	65
Clackamas County Travel Impacts, Spending & Volume Tables	69
Clatsop County Travel Impacts, Spending & Volume Tables	73
Columbia County Travel Impacts, Spending & Volume Tables	77
Coos County Travel Impacts, Spending & Volume Tables	81
Crook County Travel Impacts, Spending & Volume Tables	85
Curry County Travel Impacts, Spending & Volume Tables	89
Deschutes County Travel Impacts, Spending & Volume Tables	93
Douglas County Travel Impacts, Spending & Volume Tables	97
Gilliam & Sherman County Travel Impacts, Spending & Volume Tables	101
Grant County Travel Impacts, Spending & Volume Tables	105
Harney County Travel Impacts, Spending & Volume Tables	109
Hood River County Travel Impacts, Spending & Volume Tables	113
Jackson County Travel Impacts, Spending & Volume Tables	117
Jefferson County Travel Impacts, Spending & Volume Tables	121
Josephine County Travel Impacts, Spending & Volume Tables	125
Klamath County Travel Impacts, Spending & Volume Tables	129
Lake County Travel Impacts, Spending & Volume Tables	133
Lane County Travel Impacts, Spending & Volume Tables	137
Lincoln County Travel Impacts, Spending & Volume Tables	141
Linn County Travel Impacts, Spending & Volume Tables	145
Malheur County Travel Impacts, Spending & Volume Tables	149
Marion County Travel Impacts, Spending & Volume Tables	153
Morrow County Travel Impacts, Spending & Volume Tables	157
Multnomah County Travel Impacts, Spending & Volume Tables	161
Polk County Travel Impacts, Spending & Volume Tables	165
Sherman County (see Gilliam and Sherman Counties)	169
Tillamook County Travel Impacts, Spending & Volume Tables	173
Umatilla County Travel Impacts, Spending & Volume Tables	177
Union County Travel Impacts, Spending & Volume Tables	181
Wallowa County Travel Impacts, Spending & Volume Tables	185
Wasco County Travel Impacts, Spending & Volume Tables	189
Washington County Travel Impacts, Spending & Volume Tables	193
Wheeler County Travel Impacts, Spending & Volume Tables	197

## List of Tables & Figures

---

<b>Day Travel</b>	<b>205</b>
Day Trip Activities	205
Purpose of Day Trip	206
<b>Transient Lodging Tax Tables</b>	<b>207</b>
Oregon Local Lodging Tax Receipts	207
Local Lodging Tax Receipts by Jurisdiction, 2006-2018 FY	208
<b>Appendices</b>	<b>216</b>
A. 2018 Travel Impact and Visitor Volume Estimates	217
B. Key Terms and Definitions	220
C. Relationship Between Spending and Volume	221
D. Regional Travel Impact Model	222
E. Oregon Earnings and Employment by Industry Sector	232
F. Industry Groups	233
G. Split County Trends	237

## Preface

The purpose of this study is to document the economic significance of the travel industry in Oregon and its thirty-six counties and seven tourism regions from 1992 to 2018. These findings show the level of travel spending by visitors traveling to and within the state, and the impact this spending had on the economy in terms of earnings, employment and tax revenue. Estimates of overnight visitor volume and average spending are also provided for all tourism regions and most counties. The estimates for 2018 are preliminary.

Dean Runyan Associates prepared this study for the Travel Oregon. Dean Runyan Associates has specialized in research and planning services for the travel, tourism and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary model for analyzing travel economic impacts at the state, regional and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research and travel and tourism planning.

Many individuals and agencies provided information and advice for this report. The state agencies that provided essential information were the Parks and Recreation Department and the Department of Revenue. At the federal level, data was obtained from the U.S. Forest Service, the Department of Labor and the Bureau of Economic Analysis. Additionally, numerous local governments and visitor bureaus throughout Oregon provided information.

Finally, special thanks are due to Ladan Ghahramani, Research Manager, Michael Sturdevant, Director of Global Marketing Services, and Todd Davidson, Chief Executive Officer of Travel Oregon, for their support and assistance.

Dean Runyan Associates, Inc.  
833 SW 11th Ave., Suite 920  
Portland, OR 97205

503.226.2973  
info@deanrunyan.com

# I. OREGON TRAVEL IMPACTS



The multi-billion dollar travel industry in Oregon is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in Oregon produces business receipts at these firms, which in turn employ Oregon residents and pay their wages and salaries. State and local government units also benefit from the tax receipts that travel generates. The state government collects taxes on lodging, motor fuel and the income of travel industry employees. Local governments also collect taxes on lodging and auto rentals.

### **Impacts of Travel in Oregon: A Summary**

- Visitation and spending increased for the ninth consecutive year. In real dollars (adjusted for inflation), spending has increased by 3.1 percent per year since 2010. Over the same period, overnight person-trips have increased by 2.1 percent per year.
- Direct travel spending in 2018 was \$12.3 billion, an increase of 4.2 percent in current dollars. In real dollars, spending increased by 1.9 percent due to the increase in transportation costs. An estimated 29.1 million overnight visitors traveled to Oregon destinations in 2018 (preliminary). This represents a 1.1 percent increase over 2017. Domestic visitor air arrivals to Oregon (4.2 million) increased by 5.1 percent for the year.
- Total travel generated employment was 115,400 in 2018. This represents a 2.9 percent increase over 2017, the eighth consecutive year of employment growth following the steep decline from 2008 to 2010. Employment has increased by 3.2 percent per year since 2010.
- The Gross Domestic Product of the travel industry was \$5.5 billion in 2018. Overall, the travel industry is one of the three largest export-oriented industries in rural Oregon counties (with agriculture/food processing and logging/wood products).
- The re-spending of travel-generated revenues by businesses and employees generates additional impacts. In 2018, these secondary impacts were equivalent to 59,960 jobs with earnings of \$3.1 billion.

## Recent Travel Trends in Oregon

### Direct Travel Impacts, 2010-2018p

							Avg. Annual %Chg.	
Spending (\$Billions)	2010	2012	2014	2016	2017	2018	17-18	10-18
Total (Current \$)	8.7	9.6	10.3	11.2	11.8	12.3	4.2%	4.4%
Other	1.2	1.2	1.3	1.4	1.5	1.6	6.8%	4.0%
Visitor	7.5	8.4	9.1	9.8	10.2	10.6	3.9%	4.4%
Non-transportation	5.5	6.1	6.7	7.6	7.9	8.1	2.5%	4.9%
Transportation	2.0	2.3	2.3	2.2	2.3	2.5	8.3%	3.0%
<b>Earnings (\$Billions)</b>								
Earnings (Current \$)	2.1	2.3	2.6	3.1	3.3	3.6	8.9%	6.9%
<b>Employment (Thousands)</b>								
Employment	89.9	95.1	101.2	109.8	112.2	115.4	2.9%	3.2%
<b>Tax Revenue (\$Millions)</b>								
Total (Current \$)	779	826	962	1,124	1,191	1,260	6%	6%
Local	122	142	175	211	224	231	3%	8%
State	197	231	247	289	314	329	5%	7%
Federal	459	453	539	624	652	700	7%	5%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

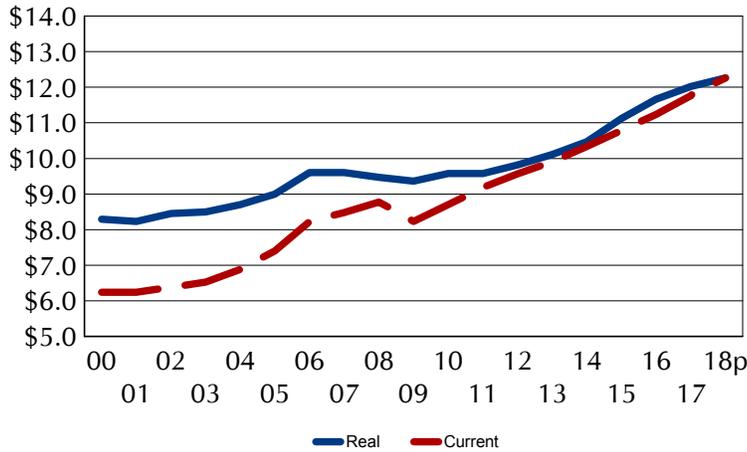
**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, sales and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

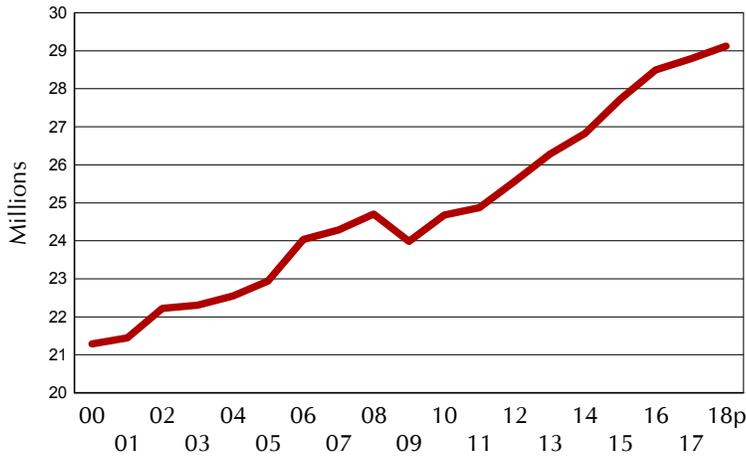
**Travel Spending (Millions)**



The top graph shows travel spending in current dollars (no inflation adjustment) and real dollars (adjusted for inflation). In real dollars, travel spending increased by 1.9 percent from 2017 to 2018. In current dollars, spending increased by 4.2 percent.

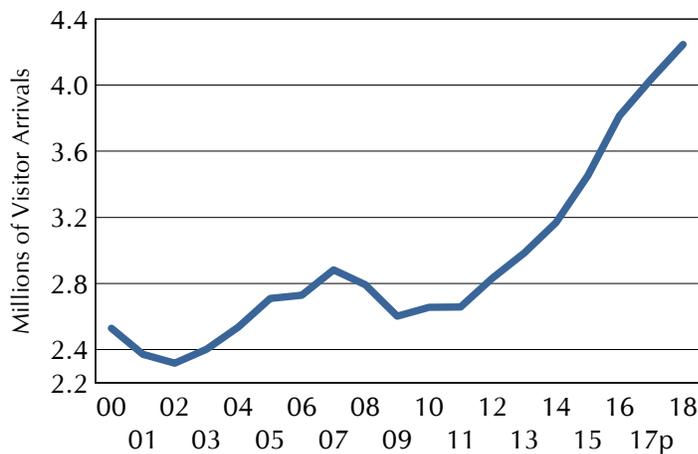
Sources: Bureau of Labor Statistics CPI, STR Inc., Energy Information Administration and Bureau of Transportation Origin and Destination Survey.

**Oregon Overnight Person Trips**



Overnight person trips increased by 1.1 percent from 2017 to 2018. Since 2010, overnight person trips have increased by 2.0 percent per year. *(A more detailed breakout of overnight visitor volume is shown on next page)*

**Visitor Air Arrivals (Millions)**



Visitor air arrivals on domestic airlines are shown in the bottom graph for the years 2000 through 2018. Visitor arrivals slightly increased by 5.1 percent in the recent year following a 5.5 percent increase from 2016 to 2017.

Source: Bureau of Transportation Origin and Destination Survey

## OVERNIGHT VISITOR VOLUME AND AVERAGE DAILY SPENDING

Overnight visitor volume figures for Oregon are based on the economic findings of this report and other source data. Day travel estimates are not provided because of data limitations. Although volume estimates derived from different methodologies and source data will necessarily vary to some extent, it should be noted that the overnight volume estimates reported here are consistent with other data, such as room demand, visitor air travel and other visitor surveys.

### Average Expenditures for Overnight Visitors, 2018p by Type of Accomodation and Mode of Transportation

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
<b>Hotel, Motel, STVR*</b>						
All Modes	\$396	\$994	\$172	\$425	2.3	2.5
Air	\$412	\$1,440	\$221	\$773	1.9	3.5
Other	\$391	\$904	\$161	\$372	2.4	2.3
<b>Private Home</b>						
All Modes	\$108	\$430	\$48	\$185	2.3	4.0
Air	\$122	\$773	\$69	\$440	1.8	6.3
Other	\$88	\$311	\$36	\$128	2.4	3.5
<b>Other Overnight</b>						
All Modes	\$128	\$479	\$39	\$144	3.3	3.7
<b>All Overnight</b>						
All Modes	\$216	\$702	\$89	\$287	2.4	3.3

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (Millions)			Party-Nights (Millions)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	31.3	31.9	32.4	13.6	13.8	14.1
Private Home	43.5	43.8	44.1	19.0	19.2	19.4
Other Overnight	17.2	17.1	17.3	5.2	5.1	5.2
All Overnight	92.0	92.8	93.8	37.8	38.2	38.7

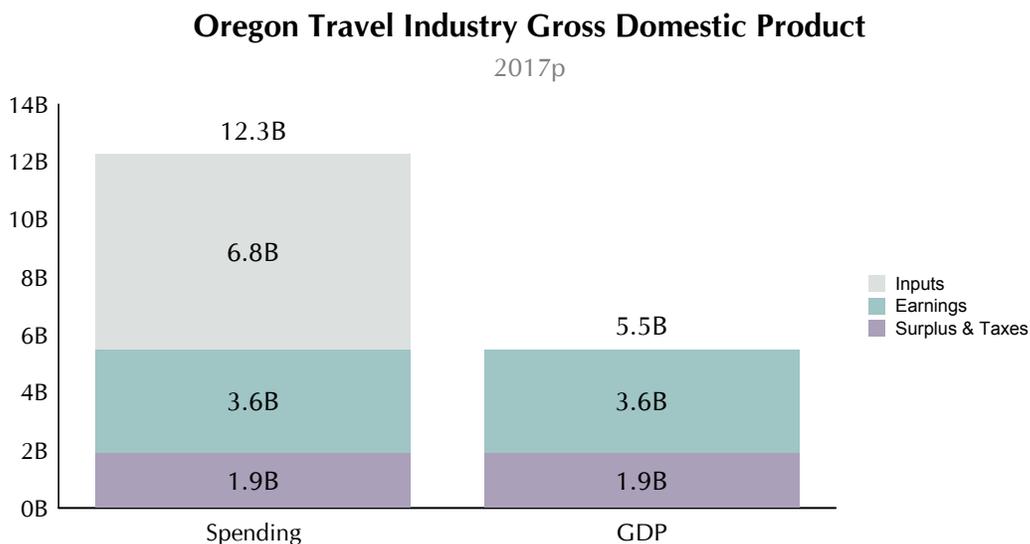
  

	Person-Trips (Millions)			Party-Trips (Millions)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	12.7	12.9	13.1	5.4	5.5	5.6
Private Home	11.2	11.3	11.4	4.8	4.8	4.9
Other Overnight	4.6	4.6	4.6	1.4	1.4	1.4
All Overnight	28.5	28.8	29.1	11.6	11.7	11.9

## Oregon Travel Industry Gross Domestic Product

In concept, the Gross Domestic Product (GDP) of a particular industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always smaller than output or sales because GDP measures the “value added” of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. Alternatively, GDP can be thought of as the sum of earnings, indirect business taxes (primarily excise and property taxes) and other operating surplus (including profits, dividends, interest and other payments). Estimates of travel spending and travel industry GDP are shown in the chart below. Oregon travel industry GDP amounted to \$5.5 billion in 2018.

More than 60 percent of all travel spending in Oregon is attributed to intermediate inputs and goods resold at retail. Intermediate inputs cover a range of goods and services that are purchased by travel industry businesses for the purpose of creating a product or service for the traveler. For example, lodging establishments purchase cable television services. Restaurants purchase food and beverages from vendors. In both cases, these inputs are classified as the GDP of other industries. In addition, travel spending occurs at many retail establishments where the goods purchased from the retailer are purchased as finished goods from suppliers. These resold goods are also counted as products of other industries. This would include motor fuel, groceries and most of the commodities sold at retail establishments.[2]



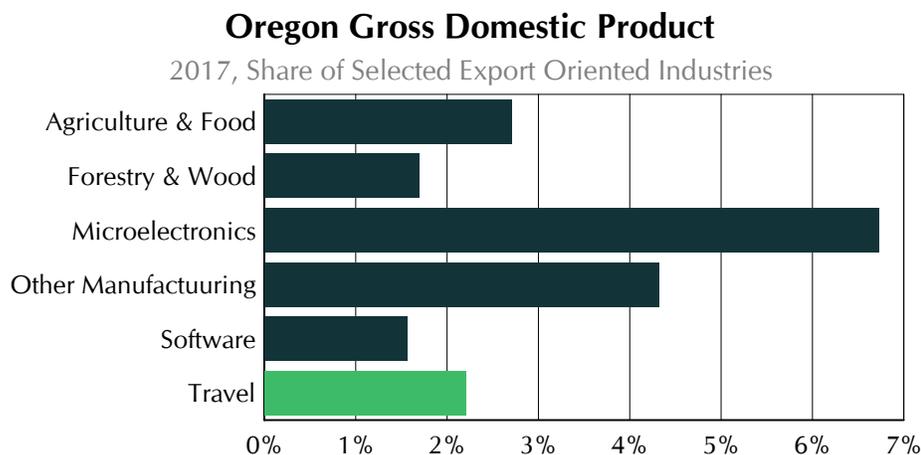
2. Over 40 percent of these intermediate inputs are purchased from other Oregon businesses.

## A Comparison of Oregon Export-Oriented Industries

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations.[3] Agriculture, extractive industries such as logging, and manufacturing are the best examples of goods producing export-oriented industries. In addition, many professional services have a significant export-orientation. The travel industry is also an export-oriented industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do the exports of other industries.

Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength - in part because they generate income that contributes to the development of other local services and amenities. Such industries characterize the “comparative advantage” of the local economy within larger regional, national and global markets.

A comparison of the GDP’s of the leading export-oriented industries in Oregon is shown below for 2017. It should be noted that the largest industry, microelectronics, is concentrated in the urbanized areas of Oregon, primarily Washington County. The primary export-oriented industries in most rural counties are agriculture & food processing, forestry & wood products, and the travel industry.



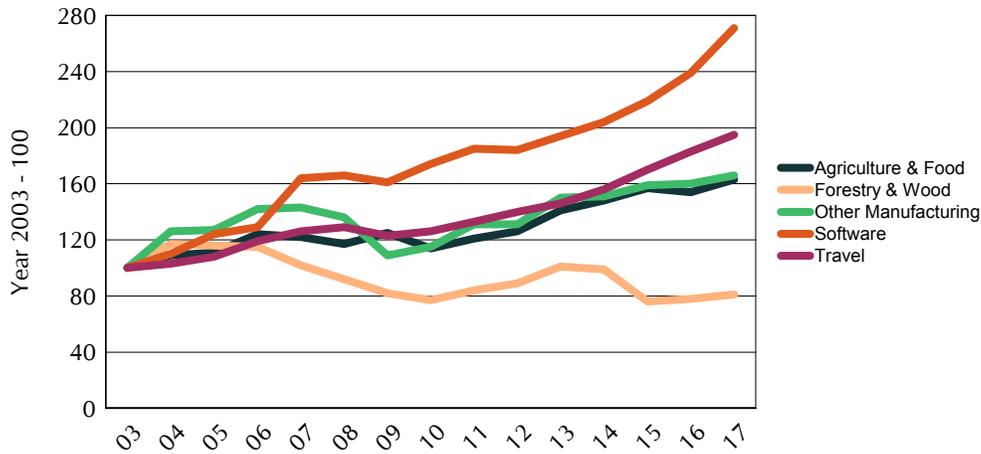
*Source: Dean Runyan Associates and Bureau of Economic Analysis. \*Note: The “other manufacturing” category is not a distinct industry. It is shown for comparative purposes only. The most current data is for 2017. GDP estimates by Dean Runyan Associates.*

3. See also Appendices A and E.

The following two graphs provide additional comparisons of these export-oriented industries. The first chart shows the change in GDP from 2003 through 2017. The second chart shows changes in employment and earnings for the same period. Micro-electronics is not included in the GDP graph because of its extraordinary growth.[4] The travel industry compares favorably to the other export industries for all measures (excluding the GDP of micro-electronics).

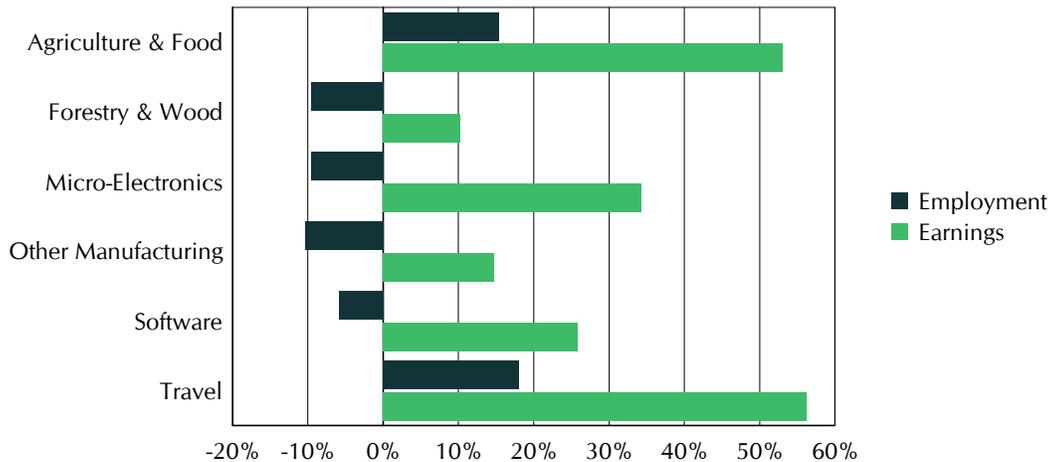
### Change in Oregon Gross Domestic Product

2003-2017, Selected Export Oriented Industries



### Change in Earnings and Employment

2007-2017, Selected Export Oriented Industries



4. Micro-electronics value in 2015 was 290 - an increase of 290 percent. However, most of this growth was due extraordinary gains in operating surplus, rather than employee compensation (see bottom graph). In recent years, employee compensation has accounted for less than 15 percent of micro-electronics GDP in Oregon. This compares to two-thirds share for the travel industry. (See preceding graph on travel industry GDP.)

## **Direct, Secondary and Total Impacts**

Travel spending within Oregon brings money into many Oregon communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates *indirect and induced impacts*. To summarize:

- **Direct** impacts represent the employment and earnings attributable to travel expenditures made directly by travelers at businesses throughout the state.
- **Indirect** impacts represent the employment and earnings associated with industries that supply goods and services to the direct businesses (i.e., those that receive money directly from travelers throughout the state).
- **Induced** impacts represent the employment and earnings that result from purchases for food, housing, transportation, recreation, and other goods and services made by travel industry employees, and the employees of the indirectly affected industries.

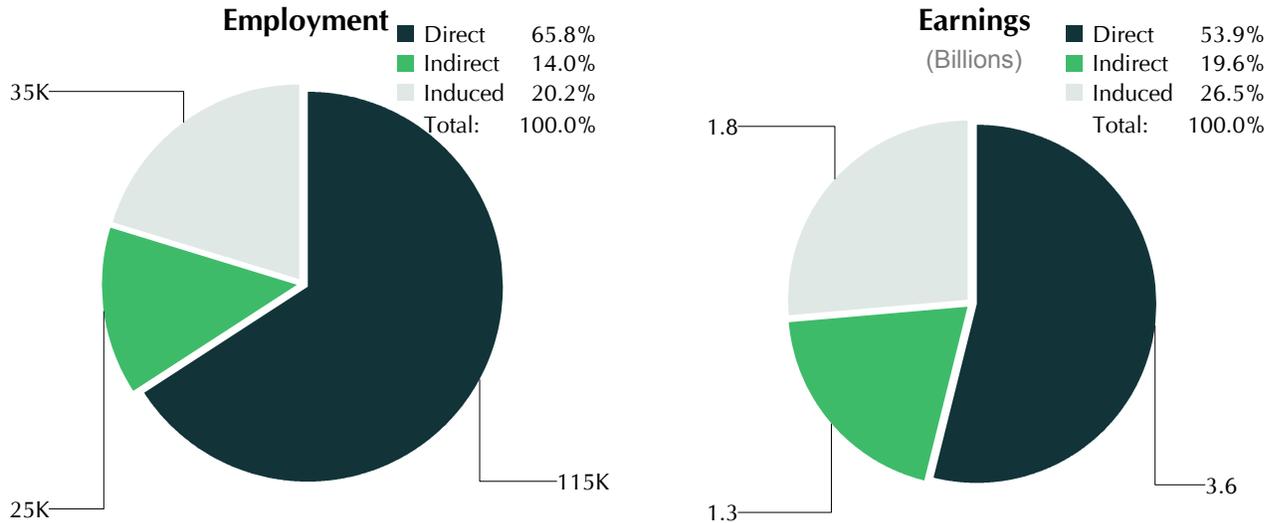
The impacts in this section are presented in terms of the employment and earnings of eleven major industry groups. These industry groups are similar, but not identical to the business service (or commodity) categories presented elsewhere in this report. (The specific industries that comprise these major groups are listed in Appendix D.) Direct travel impacts, such as those discussed in the first part of this section and the regional and county impacts presented elsewhere in this report are found in the following industry groups:

- **Accommodations & Food Services**
- **Arts, Entertainment and Recreation**
- **Trade**
- **Transportation**

As is indicated in the following tables and graphs, the total direct employment and earnings of these four industry groups is identical to the total direct employment and earnings shown in the first part of this section. The only difference is that these industry groups represent industry groupings (firms) rather than commodity or business service groupings.

The indirect and induced impacts of travel spending are found in all thirteen industry groupings shown in the following tables and graphs. To summarize the primary secondary impacts:

## Total Employment and Earnings Generated by Travel Spending in Oregon, 2018

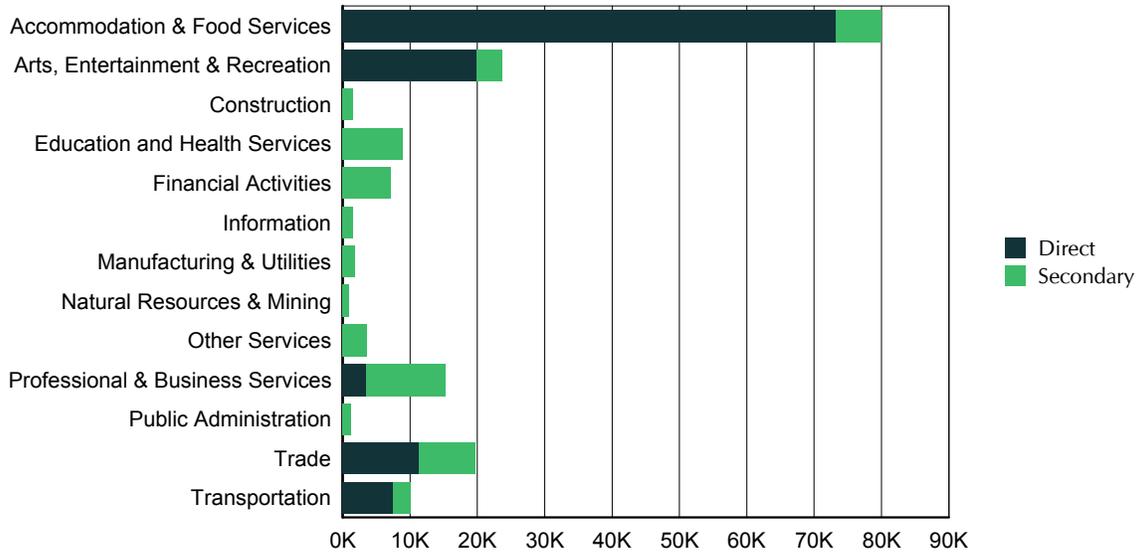


Sources: Dean Runyan Associates with IMPLAN GROUP, LLC. Total employment was 175,400 jobs. The employment multiplier for 2018 is 1.52 (175.39/115.45). Total earnings were \$6.65 Billion. The earnings multiplier is 1.86 (6.65/3.58).

- **Professional & Business Services** (11,800 jobs and \$690 million earnings). A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses (indirect effect). Employees of these firms also purchase professional services (induced effect).
- **Education and Health Services** (8,880 jobs and \$520 million earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- **Financial Activities** (7,120 jobs and \$310 million earnings). Both businesses and individuals make use of banking and insurance institutions.
- **Other Services** (3,560 jobs and \$180 million earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.

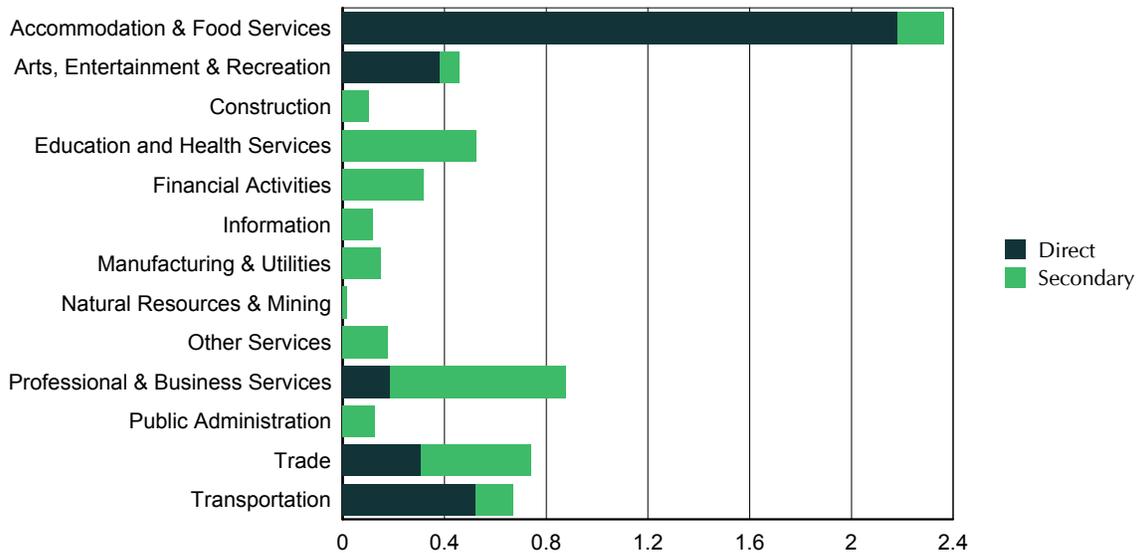
## Direct and Secondary Employment

Generated by Travel Spending in Oregon, 2018



## Direct and Secondary Earnings

Generated by Travel Spending in Oregon, 2018



Detailed estimates are reported in the following table. It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Oregon and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. While total economic impacts can be calculated on a county or regional level, such a detailed analysis is not included in this study. In general, geographic areas with lower levels of aggregate economic activity will have smaller secondary impacts within those same geographic

**Direct and Secondary Travel-Generated Earnings in Oregon, 2018**  
(\$Million)

<b>Industry Group</b>	<b>Secondary</b>			<b>Total</b>	<b>Grand Total</b>
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>		
Accommodation & Food Services	2,180	70	110	180	2,360
Arts, Entertainment & Recreation	380	50	30	80	460
Retail & Wholesale Trade	310	70	360	430	740
Professional & Business Services	190	490	200	690	880
Transportation	520	90	50	140	670
Natural Resources & Mining		10	10	20	20
Construction		50	50	110	110
Manufacturing & Utilities		90	60	150	150
Information		80	40	120	120
Financial Activities		150	170	320	320
Education and Health Services		10	520	520	520
Other Services		70	110	180	180
Public Administration		80	50	130	130
<b>All Industries</b>	<b>3,580</b>	<b>1,310</b>	<b>1,760</b>	<b>3,070</b>	<b>6,660</b>

**Direct and Secondary Travel-Generated Employment in Oregon, 2018**  
(thousand jobs)

<b>Industry Group</b>	<b>Secondary</b>			<b>Total</b>	<b>Grand Total</b>
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>		
Accommodation & Food Services	73.3	2.6	4.1	6.7	80.0
Arts, Entertainment & Recreation	19.8	2.5	1.3	3.8	23.6
Retail & Wholesale Trade	11.3	0.9	7.6	8.4	19.7
Professional & Business Services	3.5	8.3	3.5	11.8	15.3
Transportation	7.5	1.7	0.9	2.6	10.1
Natural Resources & Mining		0.5	0.4	0.9	0.9
Construction		0.8	0.7	1.5	1.5
Manufacturing & Utilities		1.1	0.7	1.9	1.9
Information		1.0	0.6	1.6	1.6
Financial Activities		3.3	3.9	7.1	7.1
Education and Health Services		0.2	8.7	8.9	8.9
Other Services		1.0	2.6	3.6	3.6
Public Administration		0.8	0.5	1.3	1.3
<b>All Industries</b>	<b>115.4</b>	<b>24.6</b>	<b>35.4</b>	<b>59.9</b>	<b>175.4</b>

Source: Dean Runyan Associates and Minnesota Implan Group.

Note: These industry groups are not equivalent to the categories used in the direct impact tables used in this report. See Appendix G. Details may not add to totals due to rounding.

Detailed direct travel impacts for 2010 through 2018 follow:

# OREGON

## Travel Impacts, 1992-2004

### Total Direct Travel Spending (\$Million)

	1992	1994	1996	1998	2000	2002	2004
Destination Spending	3,485	3,860	4,330	4,702	5,323	5,566	6,042
Other Travel*	559	620	703	830	920	806	830
<b>Total</b>	<b>4,044</b>	<b>4,480</b>	<b>5,033</b>	<b>5,532</b>	<b>6,244</b>	<b>6,372</b>	<b>6,873</b>

### Visitor Spending by Type of Traveler Accommodation (\$Million)

	1992	1994	1996	1998	2000	2002	2004
Hotel, Motel, STVR*	1,497	1,691	1,917	2,048	2,316	2,402	2,638
Private Home	839	910	997	1,067	1,195	1,199	1,305
Campground	230	239	246	268	302	341	367
Vacation Home	66	74	87	95	114	119	132
Day Travel	854	946	1,084	1,224	1,396	1,505	1,601
<b>Total</b>	<b>3,485</b>	<b>3,860</b>	<b>4,330</b>	<b>4,702</b>	<b>5,323</b>	<b>5,566</b>	<b>6,042</b>

### Visitor Spending by Commodity Purchased (\$Million)

	1992	1994	1996	1998	2000	2002	2004
Accommodations	557	636	737	817	926	963	1,043
Food Service	800	885	965	1,056	1,164	1,289	1,381
Food Stores	273	301	336	373	411	456	493
Local Tran. & Gas	479	525	586	561	740	725	940
Arts, Ent. & Rec.	467	511	598	669	735	796	825
Retail Sales	627	688	749	789	864	910	896
Visitor Air Tran.	281	314	359	436	483	425	465
<b>Total</b>	<b>3,485</b>	<b>3,860</b>	<b>4,330</b>	<b>4,702</b>	<b>5,323</b>	<b>5,566</b>	<b>6,042</b>

### Industry Earnings Generated by Travel Spending (\$Million)

	1992	1994	1996	1998	2000	2002	2004
Accom. & Food Serv.	549	612	679	746	828	898	961
Arts, Ent. & Rec.	137	150	175	197	217	235	238
Retail**	122	133	147	158	173	177	193
Ground Tran.	25	29	32	36	41	45	47
Visitor Air Tran.	62	70	78	87	102	94	82
Other Travel*	157	175	197	219	248	223	194
<b>Total</b>	<b>1,051</b>	<b>1,169</b>	<b>1,308</b>	<b>1,443</b>	<b>1,609</b>	<b>1,672</b>	<b>1,716</b>

### Industry Employment Generated by Travel Spending (Thousand Jobs)

	1992	1994	1996	1998	2000	2002	2004
Accom. & Food Serv.	41.5	42.2	44.6	45.5	47.9	51.0	51.3
Arts, Ent. & Rec.	13.3	14.4	14.4	16.2	15.7	16.6	16.3
Retail**	8.4	8.5	8.9	8.8	9.1	9.1	9.5
Ground Tran.	1.5	1.7	1.8	1.8	1.9	2.0	2.0
Visitor Air Tran.	1.5	1.7	1.9	2.1	2.3	2.2	1.9
Other Travel*	5.1	5.6	6.0	6.4	6.6	5.8	4.8
<b>Total</b>	<b>71.4</b>	<b>74.2</b>	<b>77.5</b>	<b>80.8</b>	<b>83.5</b>	<b>86.6</b>	<b>85.8</b>

### Tax Receipts Generated by Travel Spending (\$Million)

	1992	1994	1996	1998	2000	2002	2004
Local Tax Receipts	36	51	61	68	82	89	95
State Tax Receipts	104	117	125	133	148	150	165
Federal Tax Receipts	223	248	275	303	340	353	371
<b>Total</b>	<b>363</b>	<b>416</b>	<b>461</b>	<b>504</b>	<b>570</b>	<b>592</b>	<b>631</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to out of state destinations, and travel arrangement services. STVR stands for short term vacation rentals. \*\* Retail includes gasoline.

# OREGON

## Travel Impacts, 2006-2018p

### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Destination Spending	7,151	7,686	7,519	8,376	9,057	9,796	10,241	10,636
Other Travel*	1,056	1,087	1,187	1,192	1,275	1,436	1,521	1,625
<b>Total</b>	<b>8,207</b>	<b>8,774</b>	<b>8,706</b>	<b>9,568</b>	<b>10,332</b>	<b>11,232</b>	<b>11,762</b>	<b>12,261</b>

### Visitor Spending by Type of Traveler Accommodation (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Hotel, Motel, STVR	3,310	3,715	3,571	4,057	4,516	5,087	5,373	5,576
Private Home	1,500	1,636	1,670	1,809	1,871	1,936	2,014	2,102
Campground	379	422	391	417	445	454	459	478
Vacation Home	149	167	164	177	180	178	185	189
Day Travel	1,813	1,747	1,723	1,917	2,045	2,141	2,209	2,290
<b>Total</b>	<b>7,151</b>	<b>7,686</b>	<b>7,519</b>	<b>8,376</b>	<b>9,057</b>	<b>9,796</b>	<b>10,241</b>	<b>10,636</b>

### Visitor Spending by Commodity Purchased (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Accommodations	1,307	1,431	1,361	1,573	1,806	2,216	2,343	2,373
Food Service	1,590	1,697	1,764	1,953	2,178	2,490	2,606	2,722
Food Stores	525	574	563	621	676	716	718	730
Local Tran. & Gas	1,281	1,561	1,337	1,632	1,600	1,343	1,467	1,616
Arts, Ent. & Rec.	899	886	869	918	979	1,061	1,082	1,107
Retail Sales	968	935	950	1,020	1,070	1,135	1,146	1,161
Visitor Air Tran.	581	602	675	659	748	836	880	927
<b>Total</b>	<b>7,151</b>	<b>7,686</b>	<b>7,519</b>	<b>8,376</b>	<b>9,057</b>	<b>9,796</b>	<b>10,241</b>	<b>10,636</b>

### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	1,134	1,252	1,219	1,379	1,563	1,852	1,996	2,182
Arts, Ent. & Rec.	265	301	279	292	311	345	360	382
Retail**	208	217	213	231	252	282	295	308
Ground Tran.	54	57	54	60	67	76	81	85
Visitor Air Tran.	92	93	99	108	127	155	174	198
Other Travel*	232	237	242	268	289	350	385	429
<b>Total</b>	<b>1,984</b>	<b>2,157</b>	<b>2,105</b>	<b>2,339</b>	<b>2,609</b>	<b>3,060</b>	<b>3,292</b>	<b>3,583</b>

### Industry Employment Generated by Travel Spending (Thousand Jobs)

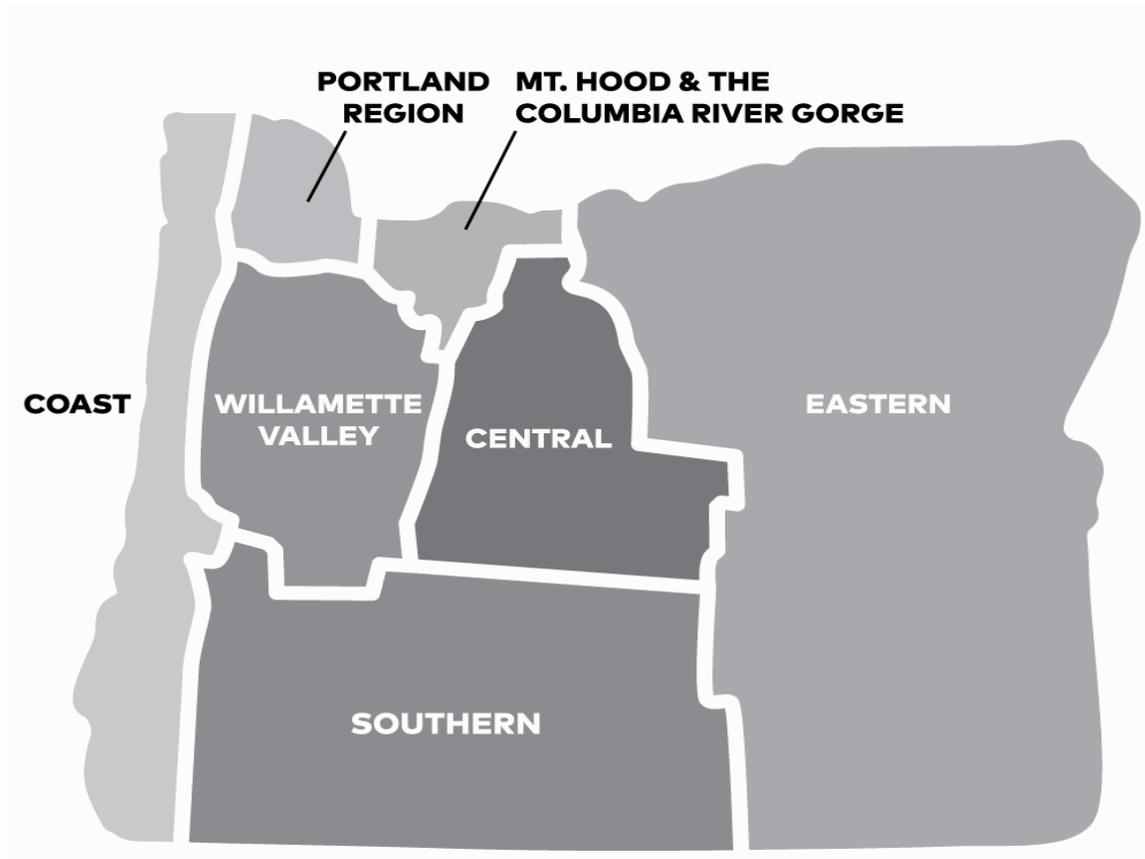
	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	55.8	58.6	55.2	59.2	63.4	69.3	71.2	73.3
Arts, Ent. & Rec.	17.1	18.4	16.9	17.3	18.1	19.1	19.4	19.8
Retail**	9.9	9.9	9.4	9.9	10.4	11.0	11.2	11.3
Ground Tran.	2.1	2.1	1.9	2.0	2.1	2.2	2.2	2.2
Visitor Air Tran.	1.9	2.0	1.7	1.7	1.9	2.2	2.2	2.4
Other Travel*	5.3	5.5	4.8	5.0	5.3	6.0	6.0	6.4
<b>Total</b>	<b>92.0</b>	<b>96.4</b>	<b>89.9</b>	<b>95.1</b>	<b>101.2</b>	<b>109.8</b>	<b>112.2</b>	<b>115.4</b>

### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Local Tax Receipts	117	127	122	142	175	211	224	231
State Tax Receipts	190	204	197	231	247	289	314	329
Federal Tax Receipts	426	460	459	453	539	624	652	700
<b>Total</b>	<b>733</b>	<b>791</b>	<b>779</b>	<b>826</b>	<b>962</b>	<b>1,124</b>	<b>1,191</b>	<b>1,260</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to out of state destinations, and travel arrangement services. STVR stands for short term vacation rentals. \*\* Retail includes gasoline.

## II. REGIONAL TRAVEL IMPACTS



### North Coast

Clatsop  
Tillamook

### Central Coast

Douglas (West)  
Lincoln  
Lane (West)

### South Coast

Coos  
Curry

### Willamette Valley

Benton  
Clackamas (South)  
Lane (East)  
Linn  
Marion  
Polk  
Yamhill

### Portland Region

Clackamas (West)  
Columbia  
Multnomah (West)  
Washington

### Southern

Douglas (East)  
Jackson  
Josephine  
Klamath  
Lake

### Central

Crook  
Deschutes  
Jefferson  
Wasco (South)

### Mt. Hood/Gorge

Clackamas (East)  
Multnomah (East)  
Hood River

### Eastern

Baker  
Gilliam  
Grant  
Harney  
Malheur  
Morrow  
Sherman  
Umatilla  
Union  
Wallowa  
Wheeler

## 2018p Regional Travel Impacts

	Spending (\$Millions)		Earnings (\$Millions)	Employment (Thousands)	Tax Revenue (\$Millions)		
	All Travel	Destination			Local	State	Total
Willamette Valley	1,984	1,700	565	22.6	21	60	82
North Coast	820	815	285	8.8	13	23	36
Central Coast	819	785	249	9.2	15	22	37
South Coast	413	406	139	5.4	2	12	14
Oregon Coast	2,053	2,022	674	23.5	31	57	87
Portland Region	5,346	3,981	1,478	36.1	137	128	265
Southern	1,097	992	326	12.4	15	32	47
Central	961	875	277	9.9	16	26	42
Eastern	391	376	132	6.1	5	13	17
Mt. Hood/Gorge	429	412	132	5.0	7	12	19

Note: The sum of destination spending for the regions will be less than statewide destination spending because of the treatment of transportation expenditures (only a portion of ground transportation is allocated to destination spending).

## 2018p Overnight Visitor Volume (Millions)

	Nights		Trips	
	Person	Party	Person	Party
Willamette Valley	20.3	8.0	6.8	2.7
North Coast	6.5	2.4	2.4	0.9
Central Coast	6.6	2.4	2.4	0.9
South Coast	4.2	1.5	1.5	0.5
Oregon Coast	17.2	6.2	6.1	2.3
Portland Region	26.6	13.1	8.7	4.2
Southern	11.8	4.6	3.9	1.5
Central	9.2	3.5	3.1	1.2
Eastern	5.1	1.9	1.9	0.7
Mt. Hood/Gorge	3.5	1.4	1.2	0.5

Note: The sum of trips for the regions will be greater than the statewide trip count because some travelers visit multiple destinations on a single trip within

# Central Oregon Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$89,716
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.78

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$22,459
Additional employment if each resident household encouraged one additional overnight visitor	250

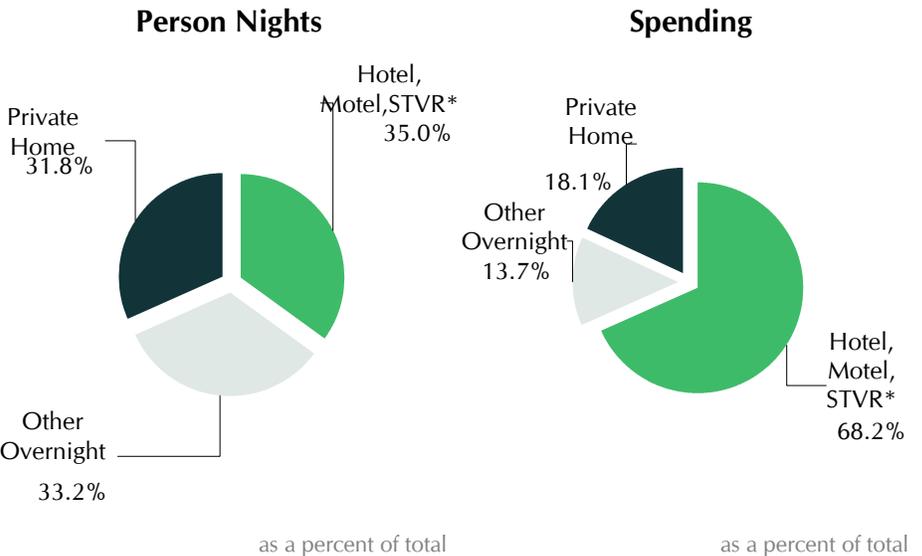
### Visitor Shares

Travel Share of Total Employment (2017)*	6.3 %
Overnight Visitor Share of Resident Population (2017p)**	10.5 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,484	3,222	503
Private Home	844	2,928	133
Other Overnight	812	3,060	101
All Overnight	3,140	9,209	738

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Central Oregon  
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	617	674	749	853	902	961	6.5%	5.7%
Other	59	52	57	63	72	86	19.8%	4.7%
Visitor	557	622	692	789	831	875	5.4%	5.8%
Non-transportation	461	515	583	686	712	741	4.0%	6.1%
Transportation	96	107	109	103	118	135	13.8%	4.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	146	163	193	232	250	277	10.8%	8.3%
<b>Employment (Jobs)</b>								
Employment	7,020	7,510	8,370	9,260	9,400	9,920	5.6%	4.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	22	26	30	37	40	42	5.4%	8.3%
Local	8	9	11	14	15	16	4.2%	8.8%
State	14	17	19	23	25	26	6.1%	8.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Central Oregon

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Destination Spending	526.2	572.9	557.3	621.7	692.1	789.3	830.5	875.4
Other Travel*	43.6	49.1	59.3	52.0	56.5	63.2	71.6	85.8
<b>Total</b>	<b>569.8</b>	<b>622.1</b>	<b>616.6</b>	<b>673.7</b>	<b>748.6</b>	<b>852.5</b>	<b>902.2</b>	<b>961.2</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Accommodations	133.3	138.1	131.2	150.0	179.7	227.5	239.9	246.6
Food Service	125.5	139.2	141.9	160.0	181.5	214.8	224.9	238.9
Food Stores	46.3	52.1	49.7	55.4	60.9	66.0	66.5	68.3
Local Tran. & Gas	66.4	84.2	69.9	87.9	85.5	71.7	79.4	89.1
Arts, Ent. & Rec.	67.3	69.9	67.5	73.0	79.2	88.8	90.9	94.4
Retail Sales	69.8	70.9	70.5	76.6	81.4	88.9	90.1	92.6
Visitor Air Tran.	17.6	18.6	26.5	18.7	23.9	31.6	38.8	45.4
<b>Total</b>	<b>526.2</b>	<b>572.9</b>	<b>557.3</b>	<b>621.7</b>	<b>692.1</b>	<b>789.3</b>	<b>830.5</b>	<b>875.4</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	96.5	107.1	102.1	115.3	137.0	167.6	181.9	201.7
Arts, Ent. & Rec.	20.1	24.1	21.9	23.5	29.0	32.4	34.0	38.4
Retail**	15.4	16.8	16.1	17.7	19.5	22.4	23.5	24.9
Ground Tran.	2.0	2.2	2.1	2.4	2.8	3.4	3.6	3.9
Visitor Air Tran.	0.6	0.6	0.6	0.6	0.8	1.0	1.1	1.2
Other Travel*	3.1	3.5	3.5	3.7	4.0	5.6	5.8	6.7
<b>Total</b>	<b>137.7</b>	<b>154.3</b>	<b>146.3</b>	<b>163.2</b>	<b>193.0</b>	<b>232.3</b>	<b>249.9</b>	<b>276.8</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	4,540	4,950	4,710	4,990	5,570	6,220	6,320	6,650
Arts, Ent. & Rec.	1,230	1,530	1,400	1,540	1,760	1,890	1,930	2,080
Retail**	750	760	720	770	830	870	880	910
Ground Tran.	70	70	70	80	80	90	100	100
Visitor Air Tran.	20	20	20	20	20	30	30	30
Other Travel*	110	110	100	100	110	160	150	170
<b>Total</b>	<b>6,720</b>	<b>7,450</b>	<b>7,020</b>	<b>7,510</b>	<b>8,370</b>	<b>9,260</b>	<b>9,400</b>	<b>9,920</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Local Tax Receipts	9.5	8.4	7.9	9.0	11.0	14.1	15.0	15.6
State Tax Receipts	13.6	14.9	14.1	16.7	18.6	22.6	24.7	26.2
<b>Total</b>	<b>23.1</b>	<b>23.2</b>	<b>22.0</b>	<b>25.7</b>	<b>29.6</b>	<b>36.7</b>	<b>39.7</b>	<b>41.8</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Central Oregon Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2018p

	2008	2010	2012	2014	2017	2018
<b>Total Destination Spending</b>	<b>573</b>	<b>557</b>	<b>622</b>	<b>692</b>	<b>831</b>	<b>875</b>
All Overnight	476	463	515	577	700	738
Hotel, Motel, STVR*	297	286	328	378	477	503
Private Home	91	93	98	105	124	133
Other Overnight	89	83	89	94	99	101
Day Travel	97	95	107	115	131	138
Day Travel	97	95	107	115	131	138

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$374	\$818	\$156	\$339	2.4	2.2
Private Home	\$110	\$393	\$46	\$158	2.4	3.6
Other Overnight	\$108	\$406	\$33	\$125	3.3	3.8
All Overnight	\$211	\$613	\$80	\$235	2.6	2.9

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	3,077	3,100	3,222	1,279	1,293	1,348
Private Home	2,834	2,871	2,928	1,151	1,180	1,215
Other Overnight	3,038	3,058	3,060	932	940	939
All Overnight	8,948	9,029	9,209	3,362	3,414	3,502

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,417	1,428	1,484	585	591	616
Private Home	816	827	844	324	330	339
Other Overnight	806	811	812	247	249	249
All Overnight	3,039	3,066	3,140	1,156	1,171	1,203

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Central Coast Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$88,354
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.72

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$7,222
Additional employment if each resident household encouraged one additional overnight visitor	82

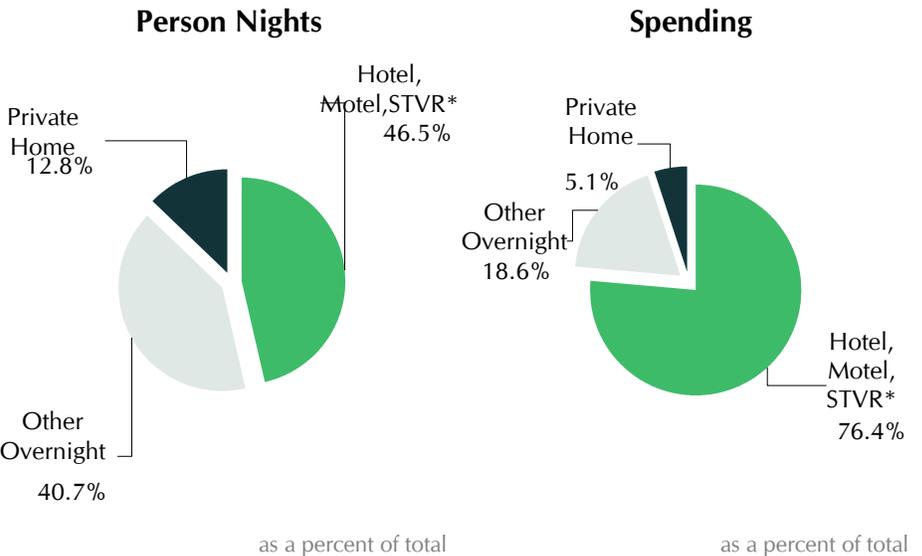
### Visitor Shares

Travel Share of Total Employment (2017)*	23.6 %
Overnight Visitor Share of Resident Population (2017p)**	26.5 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,396	3,054	437
Private Home	245	839	29
Other Overnight	711	2,673	106
All Overnight	2,352	6,566	572

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Central Coast  
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	587	605	687	769	788	819	4.0%	4.3%
Other	16	20	23	27	29	34	17.6%	9.8%
Visitor	571	585	664	741	759	785	3.4%	4.1%
Non-transportation	509	514	592	680	693	712	2.7%	4.3%
Transportation	62	71	72	61	67	74	10.8%	2.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	161	168	188	216	227	249	9.6%	5.6%
<b>Employment (Jobs)</b>								
Employment	7,830	7,790	8,330	8,780	8,860	9,160	3.4%	2.0%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	24	25	28	33	35	37	4.6%	5.6%
Local	10	10	12	14	15	15	3.3%	5.3%
State	14	15	16	19	21	22	5.6%	5.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Central Coast

### Travel Impacts, 2006-2018p

<b>Total Direct Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	552.0	584.4	571.0	584.9	664.5	741.4	759.4	785.5
Other Travel*	13.8	17.8	15.9	20.5	22.7	27.5	28.5	33.6
<b>Total</b>	<b>565.9</b>	<b>602.1</b>	<b>586.8</b>	<b>605.4</b>	<b>687.2</b>	<b>768.9</b>	<b>787.9</b>	<b>819.0</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	133.4	143.5	143.1	144.0	163.8	191.9	201.2	204.2
Food Service	132.3	143.2	146.7	148.6	178.3	212.5	217.7	228.0
Food Stores	55.2	58.7	56.8	59.8	67.8	73.4	72.5	73.9
Local Tran. & Gas	60.0	73.6	62.0	70.8	72.5	61.4	66.6	73.8
Arts, Ent. & Rec.	84.6	83.6	80.7	79.9	90.9	102.6	102.6	105.3
Retail Sales	86.6	81.8	81.7	81.8	91.1	99.6	98.7	100.3
<b>Total</b>	<b>552.0</b>	<b>584.4</b>	<b>571.0</b>	<b>584.9</b>	<b>664.5</b>	<b>741.4</b>	<b>759.4</b>	<b>785.5</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	102.8	113.9	111.3	115.8	131.6	151.1	160.3	176.7
Arts, Ent. & Rec.	23.2	26.5	24.0	25.1	24.5	27.2	27.9	30.2
Retail**	18.4	18.8	18.2	18.6	21.3	24.5	25.2	26.1
Ground Tran.	2.0	2.1	2.0	2.1	2.5	3.2	3.3	3.5
Other Travel*	4.2	5.5	5.1	6.7	7.8	10.4	10.7	12.6
<b>Total</b>	<b>150.6</b>	<b>166.8</b>	<b>160.7</b>	<b>168.2</b>	<b>187.8</b>	<b>216.4</b>	<b>227.3</b>	<b>249.1</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	5,110	5,480	5,230	5,130	5,490	5,780	5,890	6,100
Arts, Ent. & Rec.	1,560	1,640	1,550	1,570	1,620	1,640	1,620	1,690
Retail**	910	910	850	850	940	1,020	1,020	1,020
Ground Tran.	70	70	70	70	80	90	90	90
Other Travel*	120	150	140	170	200	250	250	270
<b>Total</b>	<b>7,780</b>	<b>8,240</b>	<b>7,830</b>	<b>7,790</b>	<b>8,330</b>	<b>8,780</b>	<b>8,860</b>	<b>9,160</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	9.0	8.7	10.1	9.9	11.9	14.0	14.7	15.2
State Tax Receipts	13.3	14.4	13.8	15.0	16.5	19.5	20.8	21.9
<b>Total</b>	<b>22.3</b>	<b>23.0</b>	<b>23.9</b>	<b>24.9</b>	<b>28.4</b>	<b>33.4</b>	<b>35.4</b>	<b>37.1</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Central Coast Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2018p

	2008	2010	2012	2014	2017	2018
<b>Total Destination Spending</b>	<b>584</b>	<b>571</b>	<b>585</b>	<b>664</b>	<b>759</b>	<b>785</b>
All Overnight	419	410	416	475	553	572
Hotel, Motel, STVR*	305	298	298	350	422	437
Private Home	24	24	26	27	28	29
Other Overnight	90	88	92	98	103	106
Day Travel	165	161	169	190	206	214
Day Travel	165	161	169	190	206	214

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$350	\$765	\$143	\$313	2.4	2.2
Private Home	\$90	\$307	\$35	\$118	2.6	3.4
Other Overnight	\$132	\$495	\$40	\$149	3.3	3.8
All Overnight	\$240	\$650	\$87	\$243	2.8	2.7

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	3,028	3,001	3,054	1,238	1,227	1,249
Private Home	825	823	839	318	317	323
Other Overnight	2,657	2,650	2,673	801	799	806
All Overnight	6,510	6,474	6,566	2,357	2,344	2,378

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,384	1,371	1,396	566	561	571
Private Home	241	240	245	93	93	94
Other Overnight	707	705	711	213	212	214
All Overnight	2,332	2,316	2,352	872	866	879

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

## Eastern Oregon Travel Impacts and Visitor Volume

### Travel Indicators

#### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$62,248
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.58

#### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$10,605
Additional employment if each resident household encouraged one additional overnight visitor	170

#### Visitor Shares

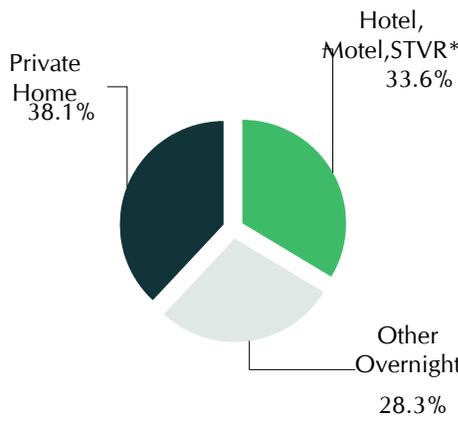
Travel Share of Total Employment (2017)*	5.7 %
Overnight Visitor Share of Resident Population (2017p)**	7.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

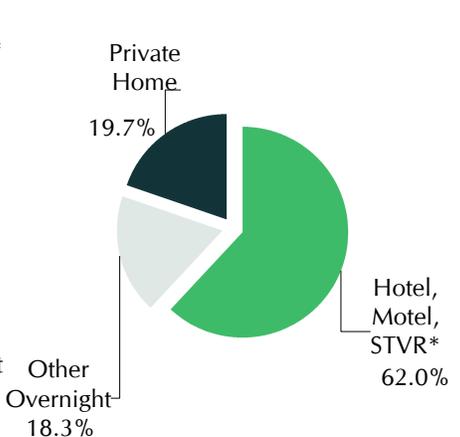
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	866	1,716	175
Private Home	632	1,945	55
Other Overnight	404	1,442	52
All Overnight	1,902	5,103	282

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Eastern Oregon  
Direct Travel Impacts, 2010-2018p**

							<b>Avg. Annual Chg.</b>	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	316	335	346	352	379	391	3.0%	2.7%
Other	14	16	15	12	14	15	10.6%	1.0%
Visitor	302	319	330	340	366	376	2.7%	2.8%
Non-transportation	257	266	281	302	322	327	1.6%	3.1%
Transportation	45	54	50	38	44	48	10.9%	0.8%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	87	96	103	116	123	132	7.9%	5.4%
<b>Employment (Jobs)</b>								
Employment	5,050	5,310	5,470	5,710	5,930	6,100	2.9%	2.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	12	13	14	15	17	17	2.7%	4.9%
Local	3	3	4	4	5	5	0.6%	4.8%
State	8	10	10	11	12	13	3.4%	5.0%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Eastern Oregon

### Travel Impacts, 2006-2018p

<b>Total Direct Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	314.0	307.4	302.1	319.2	330.4	340.4	365.6	375.5
Other Travel*	14.0	16.7	14.1	16.2	15.2	11.5	13.9	15.4
<b>Total</b>	<b>327.9</b>	<b>324.1</b>	<b>316.2</b>	<b>335.4</b>	<b>345.7</b>	<b>351.9</b>	<b>379.5</b>	<b>390.9</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	58.6	64.0	63.5	64.2	70.1	80.3	89.4	88.0
Food Service	76.3	72.1	75.4	79.3	84.4	91.9	98.6	103.0
Food Stores	33.5	32.9	33.0	35.5	37.7	38.7	39.3	39.8
Local Tran. & Gas	46.4	53.1	45.4	53.6	49.3	38.2	43.0	47.8
Arts, Ent. & Rec.	55.9	48.4	47.7	48.8	50.0	52.2	54.6	55.8
Retail Sales	42.3	36.0	37.0	37.9	38.4	38.9	40.0	40.5
Visitor Air Tran.	1.0	0.8	0.0	0.0	0.6	0.2	0.6	0.6
<b>Total</b>	<b>314.0</b>	<b>307.4</b>	<b>302.1</b>	<b>319.2</b>	<b>330.4</b>	<b>340.4</b>	<b>365.6</b>	<b>375.5</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	59.0	60.1	59.7	67.6	72.6	82.1	86.3	94.8
Arts, Ent. & Rec.	15.5	15.6	14.4	15.5	16.7	18.4	19.8	20.3
Retail**	10.9	10.3	10.3	10.8	11.4	12.2	12.9	13.3
Ground Tran.	1.5	1.4	1.4	1.5	1.6	1.8	2.0	2.1
Visitor Air Tran.	0.2	0.2	0.0	0.0	0.4	0.5	0.2	0.3
Other Travel*	0.9	0.8	1.1	0.7	0.9	1.0	1.4	1.5
<b>Total</b>	<b>88.0</b>	<b>88.5</b>	<b>86.9</b>	<b>96.1</b>	<b>103.5</b>	<b>116.0</b>	<b>122.6</b>	<b>132.3</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	3,440	3,270	3,110	3,290	3,360	3,560	3,670	3,840
Arts, Ent. & Rec.	1,490	1,410	1,340	1,430	1,500	1,510	1,590	1,590
Retail**	570	520	500	500	510	530	550	540
Ground Tran.	60	50	50	50	50	50	50	50
Visitor Air Tran.	10	10	0	0	10	10	10	10
Other Travel*	50	50	50	40	50	60	60	70
<b>Total</b>	<b>5,620</b>	<b>5,310</b>	<b>5,050</b>	<b>5,310</b>	<b>5,470</b>	<b>5,710</b>	<b>5,930</b>	<b>6,100</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	2.9	3.1	3.2	3.3	3.6	4.1	4.6	4.7
State Tax Receipts	8.7	8.7	8.5	9.8	10.0	11.0	12.1	12.5
<b>Total</b>	<b>11.6</b>	<b>11.8</b>	<b>11.7</b>	<b>13.1</b>	<b>13.6</b>	<b>15.2</b>	<b>16.7</b>	<b>17.2</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Eastern Oregon Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2018p

	2008	2010	2012	2014	2017	2018
<b>Total Destination Spending</b>	<b>307</b>	<b>302</b>	<b>319</b>	<b>330</b>	<b>366</b>	<b>376</b>
All Overnight	231	226	237	246	275	282
Hotel, Motel, STVR*	141	135	140	145	171	175
Private Home	48	49	52	53	54	55
Other Overnight	43	42	45	48	50	52
Day Travel	76	76	82	85	91	94
Day Travel	76	76	82	85	91	94

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$249	\$494	\$102	\$201	2.5	2.0
Private Home	\$73	\$225	\$29	\$88	2.6	3.1
Other Overnight	\$120	\$428	\$36	\$128	3.4	3.6
All Overnight	\$149	\$391	\$55	\$148	2.7	2.6

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,583	1,688	1,716	645	688	700
Private Home	1,906	1,946	1,945	744	759	759
Other Overnight	1,435	1,420	1,442	426	422	429
All Overnight	4,924	5,054	5,103	1,815	1,869	1,887

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	799	852	866	326	347	353
Private Home	620	633	632	242	247	247
Other Overnight	401	398	404	120	119	120
All Overnight	1,820	1,882	1,902	687	713	720

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Mt. Hood/Gorge Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$84,408
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.69

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$8,467
Additional employment if each resident household encouraged one additional overnight visitor	100

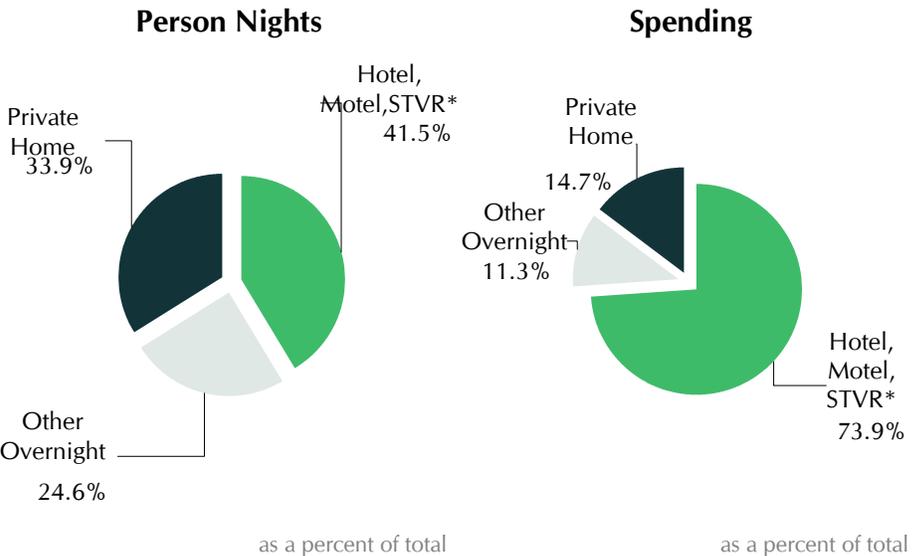
### Visitor Shares

Travel Share of Total Employment (2017)*	6.6 %
Overnight Visitor Share of Resident Population (2017p)**	9.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	672	1,459	202
Private Home	346	1,194	40
Other Overnight	227	864	31
<b>All Overnight</b>	<b>1,245</b>	<b>3,517</b>	<b>273</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Mt. Hood/Gorge  
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	290	326	350	400	421	429	1.7%	5.0%
Other	15	17	17	17	16	17	9.2%	1.5%
Visitor	275	309	333	383	406	412	1.4%	5.2%
Non-transportation	240	265	292	348	367	369	0.7%	5.5%
Transportation	35	43	41	35	39	42	8.6%	2.4%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	77	85	97	117	125	132	6.2%	7.0%
<b>Employment (Jobs)</b>								
Employment	3,760	4,010	4,320	4,840	4,970	4,970	0.0%	3.6%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	11	12	14	17	19	19	1.7%	7.8%
Local	3	4	5	6	7	7	0.5%	9.1%
State	7	8	9	11	12	12	2.4%	7.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Mt. Hood/Gorge**  
**Travel Impacts, 2006-2018p**

<b>Total Direct Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	267.2	281.1	274.9	308.9	333.0	383.0	406.0	411.8
Other Travel*	13.2	14.0	15.1	17.0	17.3	17.2	15.5	16.9
<b>Total</b>	<b>280.4</b>	<b>295.0</b>	<b>290.0</b>	<b>325.9</b>	<b>350.4</b>	<b>400.2</b>	<b>421.5</b>	<b>428.7</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	46.4	53.0	51.9	59.6	70.2	94.5	102.0	102.3
Food Service	73.7	76.3	78.5	87.3	96.2	114.7	122.3	124.9
Food Stores	23.0	25.3	24.6	27.3	29.7	32.4	32.8	32.8
Local Tran. & Gas	33.4	40.6	34.9	43.4	41.0	34.6	38.9	42.3
Arts, Ent. & Rec.	39.2	38.3	37.4	39.7	42.2	47.8	49.7	49.6
Retail Sales	51.5	47.6	47.6	51.6	53.8	59.0	60.3	59.9
<b>Total</b>	<b>267.2</b>	<b>281.1</b>	<b>274.9</b>	<b>308.9</b>	<b>333.0</b>	<b>383.0</b>	<b>406.0</b>	<b>411.8</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	47.0	51.7	50.4	57.0	65.6	80.6	87.0	93.5
Arts, Ent. & Rec.	11.6	13.1	12.0	12.8	14.5	17.0	18.1	18.5
Retail**	9.4	9.5	9.3	10.1	11.0	12.7	13.4	13.8
Ground Tran.	1.1	1.1	1.1	1.2	1.4	1.7	1.9	1.9
Other Travel*	3.5	3.2	4.0	4.2	4.6	5.3	4.3	4.6
<b>Total</b>	<b>72.5</b>	<b>78.7</b>	<b>76.8</b>	<b>85.4</b>	<b>97.0</b>	<b>117.3</b>	<b>124.7</b>	<b>132.3</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	2,560	2,650	2,460	2,680	2,910	3,260	3,380	3,390
Arts, Ent. & Rec.	750	830	740	740	790	920	950	940
Retail**	440	420	400	440	450	490	510	500
Ground Tran.	40	40	40	40	40	50	50	50
Other Travel*	110	90	110	110	110	120	90	100
<b>Total</b>	<b>3,900</b>	<b>4,040</b>	<b>3,760</b>	<b>4,010</b>	<b>4,320</b>	<b>4,840</b>	<b>4,970</b>	<b>4,970</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	3.0	3.3	3.4	3.9	4.6	6.3	6.8	6.8
State Tax Receipts	6.8	7.3	7.2	8.4	9.1	11.2	12.2	12.5
<b>Total</b>	<b>9.9</b>	<b>10.6</b>	<b>10.5</b>	<b>12.3</b>	<b>13.8</b>	<b>17.4</b>	<b>19.0</b>	<b>19.3</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Mt. Hood/Gorge Oregon Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2018p

	2008	2010	2012	2014	2017	2018
<b>Total Destination Spending</b>	<b>281</b>	<b>275</b>	<b>309</b>	<b>333</b>	<b>406</b>	<b>412</b>
All Overnight	182	176	198	214	269	273
Hotel, Motel, STVR*	122	118	134	148	200	202
Private Home	32	33	36	37	39	40
Other Overnight	27	25	27	29	30	31
Day Travel	100	99	111	119	137	139
Day Travel	100	99	111	119	137	139

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$317	\$705	\$138	\$300	2.3	2.2
Private Home	\$80	\$287	\$34	\$116	2.4	3.6
Other Overnight	\$120	\$457	\$36	\$136	3.3	3.8
All Overnight	\$196	\$553	\$78	\$219	2.5	2.8

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,407	1,490	1,459	613	648	636
Private Home	1,203	1,204	1,194	500	502	500
Other Overnight	859	852	864	257	255	258
All Overnight	3,469	3,546	3,517	1,370	1,405	1,394

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	648	686	672	276	292	286
Private Home	349	349	346	140	141	140
Other Overnight	226	224	227	67	67	68
All Overnight	1,223	1,260	1,245	484	499	493

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# North Coast Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$92,880
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.39

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$6,104
Additional employment if each resident household encouraged one additional overnight visitor	66

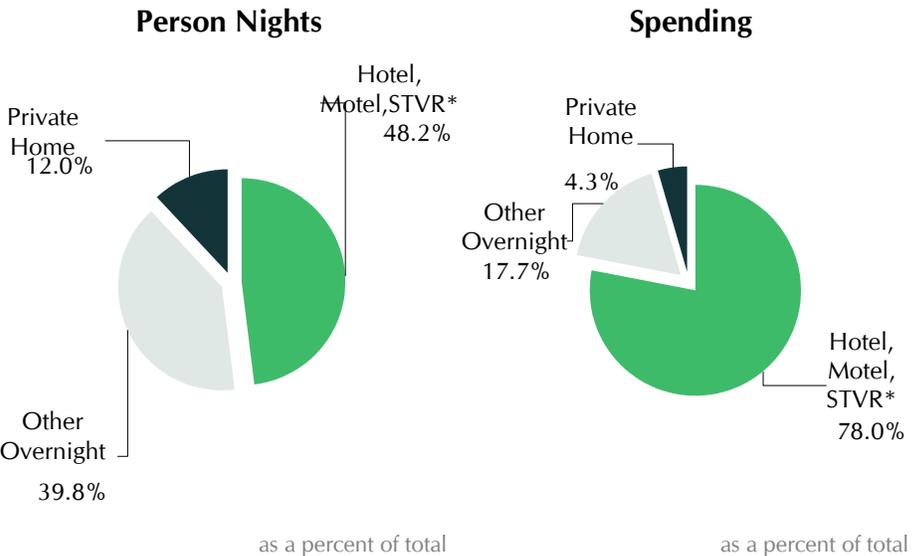
### Visitor Shares

Travel Share of Total Employment (2017)*	21.9 %
Overnight Visitor Share of Resident Population (2017p)**	26.6 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,447	3,118	402
Private Home	231	777	22
Other Overnight	723	2,578	91
All Overnight	2,401	6,473	515

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**North Coast  
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	591	639	737	778	794	820	3.3%	4.2%
Other	17	19	6	4	4	5	11.5%	-15.2%
Visitor	574	620	731	774	790	815	3.3%	4.5%
Non-transportation	513	547	654	713	723	742	2.7%	4.7%
Transportation	61	73	78	62	67	73	9.9%	2.3%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	174	185	208	237	255	285	11.7%	6.4%
<b>Employment (Jobs)</b>								
Employment	7,110	7,050	7,620	8,170	8,430	8,790	4.2%	2.7%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	22	24	28	32	34	36	5.3%	6.5%
Local	8	9	11	12	13	13	3.2%	6.7%
State	14	15	17	20	21	23	6.6%	6.4%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## North Coast

### Travel Impacts, 2006-2018p

Total Direct Travel Spending (\$Million)								
	2006	2008	2010	2012	2014	2016	2017	2018
Destination Spending	552.2	585.6	574.0	619.6	731.2	774.3	789.6	815.4
Other Travel*	17.1	14.5	17.4	19.1	6.0	3.7	4.2	4.7
<b>Total</b>	<b>569.3</b>	<b>600.1</b>	<b>591.4</b>	<b>638.7</b>	<b>737.3</b>	<b>778.0</b>	<b>793.8</b>	<b>820.0</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2006	2008	2010	2012	2014	2016	2017	2018
Accommodations	119.2	128.9	128.6	138.4	164.7	190.3	197.9	204.0
Food Service	149.0	159.3	163.6	175.6	217.9	240.5	245.7	255.0
Food Stores	53.0	56.9	55.0	59.9	69.6	72.3	71.5	72.4
Local Tran. & Gas	57.9	72.1	60.8	72.8	77.7	61.8	66.5	73.1
Arts, Ent. & Rec.	82.3	82.1	79.8	82.6	97.3	102.2	102.0	103.8
Retail Sales	90.9	86.3	86.2	90.3	104.2	107.3	106.1	107.0
<b>Total</b>	<b>552.2</b>	<b>585.6</b>	<b>574.0</b>	<b>619.6</b>	<b>731.2</b>	<b>774.3</b>	<b>789.6</b>	<b>815.4</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	111.8	123.6	121.3	130.4	153.7	176.5	193.5	220.1
Arts, Ent. & Rec.	24.4	28.1	25.7	26.0	27.6	30.8	31.5	33.2
Retail**	18.8	19.3	18.7	19.9	23.5	25.6	26.3	27.8
Ground Tran.	2.1	2.3	2.2	2.4	3.0	3.4	3.6	3.7
Other Travel*	5.7	4.1	5.8	6.1	0.7	0.2	0.2	0.2
<b>Total</b>	<b>162.8</b>	<b>177.5</b>	<b>173.7</b>	<b>184.8</b>	<b>208.5</b>	<b>236.6</b>	<b>255.1</b>	<b>285.1</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	4,910	5,020	4,790	4,790	5,250	5,780	6,040	6,390
Arts, Ent. & Rec.	1,300	1,510	1,290	1,190	1,220	1,220	1,230	1,220
Retail**	950	940	880	910	1,030	1,080	1,050	1,080
Ground Tran.	80	80	70	80	90	90	90	90
Other Travel*	70	70	70	90	20	10	10	10
<b>Total</b>	<b>7,310</b>	<b>7,620</b>	<b>7,110</b>	<b>7,050</b>	<b>7,620</b>	<b>8,170</b>	<b>8,430</b>	<b>8,790</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2006	2008	2010	2012	2014	2016	2017	2018
Local Tax Receipts	7.5	7.8	7.8	8.5	10.6	12.3	12.8	13.2
State Tax Receipts	13.1	14.1	13.8	15.3	17.2	19.7	21.3	22.7
<b>Total</b>	<b>20.6</b>	<b>21.9</b>	<b>21.6</b>	<b>23.9</b>	<b>27.8</b>	<b>32.0</b>	<b>34.0</b>	<b>35.8</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## North Coast Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2018p

	2008	2010	2012	2014	2017	2018
<b>Total Destination Spending</b>	<b>586</b>	<b>574</b>	<b>620</b>	<b>731</b>	<b>790</b>	<b>815</b>
All Overnight	365	357	382	454	498	515
Hotel, Motel, STVR*	268	263	283	349	388	402
Private Home	19	18	20	21	21	22
Other Overnight	78	75	79	84	88	91
Day Travel	221	217	237	277	292	300
Day Travel	221	217	237	277	292	300

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$315	\$680	\$129	\$278	2.4	2.2
Private Home	\$74	\$250	\$29	\$96	2.6	3.4
Other Overnight	\$117	\$415	\$35	\$126	3.3	3.6
All Overnight	\$219	\$572	\$80	\$215	2.7	2.6

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	3,152	3,098	3,118	1,289	1,266	1,274
Private Home	750	763	777	290	295	300
Other Overnight	2,561	2,559	2,578	777	777	783
All Overnight	6,464	6,420	6,473	2,355	2,338	2,357

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,463	1,438	1,447	598	588	591
Private Home	223	227	231	86	88	89
Other Overnight	718	718	723	218	219	220
All Overnight	2,403	2,382	2,401	902	894	901

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Oregon Coast Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$87,563
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.31

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$21,854
Additional employment if each resident household encouraged one additional overnight visitor	250

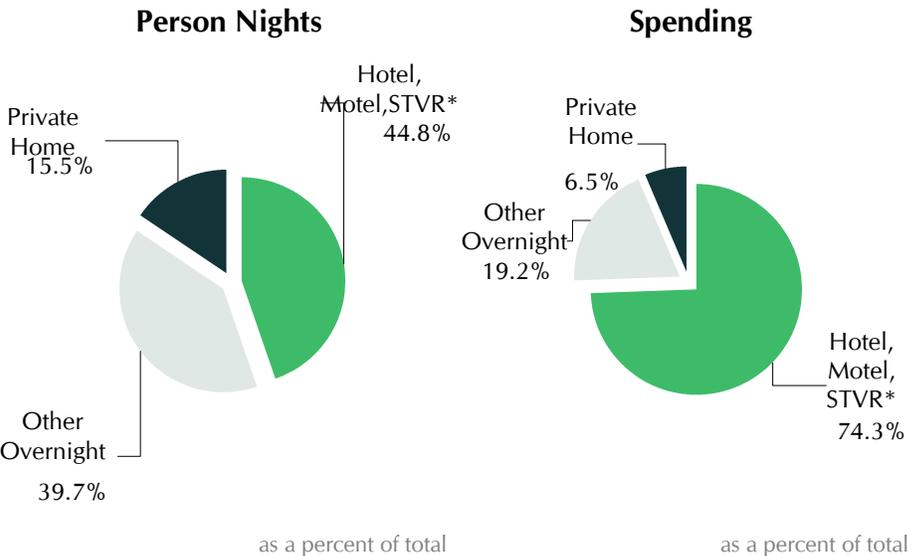
### Visitor Shares

Travel Share of Total Employment (2017)*	18.7 %
Overnight Visitor Share of Resident Population (2017p)**	21.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	3,382	7,727	1,023
Private Home	741	2,670	89
Other Overnight	1,963	6,835	265
All Overnight	6,086	17,232	1,376

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Oregon Coast  
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	1,500	1,592	1,801	1,943	1,985	2,053	3.4%	4.0%
Other	28	31	20	25	26	30	17.1%	1.1%
Visitor	1,472	1,561	1,780	1,917	1,959	2,022	3.2%	4.0%
Non-transportation	1,291	1,347	1,562	1,740	1,768	1,811	2.5%	4.3%
Transportation	181	214	218	178	192	211	10.1%	1.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	427	452	506	580	614	674	9.8%	5.9%
<b>Employment (Jobs)</b>								
Employment	19,690	19,670	20,830	22,320	22,710	23,460	3.3%	2.2%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	55	60	68	79	83	87	4.6%	5.9%
Local	20	20	24	28	30	31	3.1%	5.7%
State	36	40	43	50	54	57	5.4%	6.0%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Oregon Coast

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Destination Spending	1,436.6	1,525.1	1,472.2	1,561.5	1,780.3	1,917.4	1,959.3	2,022.1
Other Travel*	26.4	25.6	28.0	30.9	20.4	25.4	26.0	30.4
<b>Total</b>	<b>1,463.0</b>	<b>1,550.7</b>	<b>1,500.1</b>	<b>1,592.4</b>	<b>1,800.7</b>	<b>1,942.8</b>	<b>1,985.3</b>	<b>2,052.5</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Accommodations	317.8	340.0	334.7	350.9	402.6	468.9	489.5	497.2
Food Service	360.0	386.9	393.3	413.4	498.2	566.6	579.3	603.5
Food Stores	141.5	152.4	146.4	157.1	178.7	188.7	186.3	189.4
Local Tran. & Gas	174.2	215.0	178.6	211.1	215.4	174.2	188.7	208.2
Arts, Ent. & Rec.	218.3	216.9	208.2	212.1	242.3	262.2	261.9	267.4
Retail Sales	220.3	209.6	208.1	213.9	240.0	253.2	250.5	253.5
Visitor Air Tran.	4.6	4.4	2.9	2.9	3.0	3.6	3.1	2.8
<b>Total</b>	<b>1,436.6</b>	<b>1,525.1</b>	<b>1,472.2</b>	<b>1,561.5</b>	<b>1,780.3</b>	<b>1,917.4</b>	<b>1,959.3</b>	<b>2,022.1</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	275.7	304.1	294.7	313.9	360.6	416.5	446.4	496.6
Arts, Ent. & Rec.	62.2	71.3	64.4	65.8	67.5	74.6	76.3	80.4
Retail**	48.1	49.6	47.7	49.9	57.5	64.0	65.7	68.4
Ground Tran.	5.3	5.7	5.4	5.8	7.0	8.3	8.7	9.0
Visitor Air Tran.	1.6	1.6	1.7	2.1	2.8	3.6	3.9	4.7
Other Travel*	12.2	11.9	13.4	14.9	10.5	12.8	13.3	15.3
<b>Total</b>	<b>405.1</b>	<b>444.2</b>	<b>427.4</b>	<b>452.5</b>	<b>506.0</b>	<b>579.8</b>	<b>614.4</b>	<b>674.4</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	13,140	13,710	12,850	12,860	13,730	14,900	15,350	15,950
Arts, Ent. & Rec.	4,060	4,430	4,070	3,970	4,010	4,090	4,050	4,160
Retail**	2,410	2,410	2,260	2,280	2,540	2,690	2,680	2,690
Ground Tran.	190	190	180	180	210	230	230	230
Visitor Air Tran.	40	40	30	40	50	60	60	60
Other Travel*	290	320	300	340	290	350	340	370
<b>Total</b>	<b>20,140</b>	<b>21,110</b>	<b>19,690</b>	<b>19,670</b>	<b>20,830</b>	<b>22,320</b>	<b>22,710</b>	<b>23,460</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Local Tax Receipts	18.4	18.3	19.5	20.1	24.3	28.3	29.6	30.5
State Tax Receipts	34.6	37.2	35.7	39.5	43.4	50.4	53.8	56.7
<b>Total</b>	<b>53.0</b>	<b>55.6</b>	<b>55.2</b>	<b>59.6</b>	<b>67.7</b>	<b>78.7</b>	<b>83.4</b>	<b>87.2</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Oregon Coast Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2018p

	2008	2010	2012	2014	2017	2018
<b>Total Destination Spending</b>	<b>1,525</b>	<b>1,472</b>	<b>1,561</b>	<b>1,780</b>	<b>1,959</b>	<b>2,022</b>
All Overnight	1,030	990	1,042	1,191	1,334	1,376
Hotel, Motel, STVR*	724	696	729	863	992	1,023
Private Home	78	76	83	84	86	89
Other Overnight	227	218	230	244	256	265
Day Travel	496	482	520	589	626	646
Day Travel	496	482	520	589	626	646

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$324	\$740	\$132	\$302	2.4	2.3
Private Home	\$86	\$310	\$33	\$120	2.6	3.6
Other Overnight	\$129	\$450	\$39	\$135	3.3	3.5
All Overnight	\$220	\$610	\$80	\$226	2.8	2.8

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	7,751	7,650	7,727	3,170	3,129	3,160
Private Home	2,619	2,624	2,670	1,015	1,017	1,034
Other Overnight	6,796	6,763	6,835	2,038	2,030	2,050
All Overnight	17,166	17,037	17,232	6,223	6,175	6,244

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	3,646	3,348	3,382	1,491	1,369	1,383
Private Home	727	728	741	281	282	287
Other Overnight	1,999	1,941	1,963	600	582	588
All Overnight	6,372	6,018	6,086	2,372	2,233	2,257

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Portland Region Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$126,744
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6.67

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$274,636
Additional employment if each resident household encouraged one additional overnight visitor	2,167

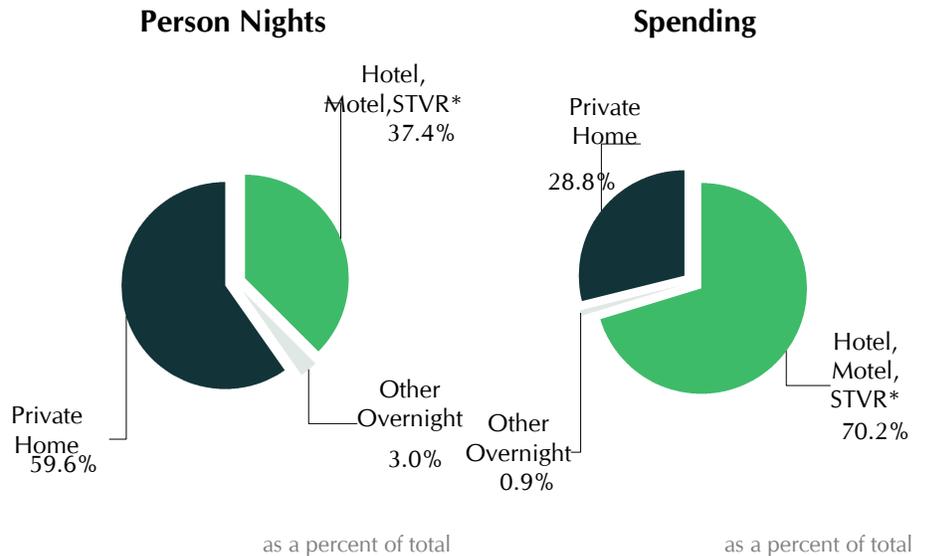
### Visitor Shares

Travel Share of Total Employment (2017)*	2.4 %
Overnight Visitor Share of Resident Population (2017p)**	4.2 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	4,144	9,948	2,414
Private Home	4,343	15,848	991
Other Overnight	199	787	32
All Overnight	8,687	26,583	3,436

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Portland Region**  
**Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
	2010	2012	2014	2016	2017	2018	17-18	10-18
<b>Spending (\$M)</b>								
Total (Current \$)	3,639	4,076	4,418	4,867	5,139	5,346	4.0%	4.9%
Other	1,025	1,079	1,142	1,223	1,298	1,365	5.2%	3.7%
Visitor	2,614	2,997	3,276	3,644	3,841	3,981	3.6%	5.4%
Non-transportation	1,628	1,913	2,102	2,447	2,575	2,644	2.7%	6.2%
Transportation	986	1,084	1,174	1,197	1,265	1,337	5.7%	3.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	808	931	1,039	1,239	1,354	1,478	9.1%	7.8%
<b>Employment (Jobs)</b>								
Employment	26,700	29,400	31,490	34,510	35,310	36,100	2.2%	3.8%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	140	169	198	236	256	265	3.8%	8.4%
Local	67	82	104	125	134	137	2.6%	9.3%
State	72	87	94	111	122	128	5.1%	7.4%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Portland Region

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Destination Spending	2,391.0	2,620.0	2,614.2	2,996.9	3,275.8	3,643.7	3,840.6	3,980.8
Other Travel*	948.1	1,001.1	1,024.8	1,079.3	1,142.1	1,222.9	1,298.2	1,365.2
<b>Total</b>	<b>3,339.1</b>	<b>3,621.1</b>	<b>3,639.0</b>	<b>4,076.2</b>	<b>4,417.9</b>	<b>4,866.6</b>	<b>5,138.8</b>	<b>5,346.0</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Accommodations	445.4	514.9	471.5	607.3	705.1	886.2	943.8	962.9
Food Service	485.0	530.5	563.4	646.6	706.6	814.8	866.5	904.5
Food Stores	97.4	108.9	109.2	124.5	134.2	144.3	146.8	148.6
Local Tran. & Gas	395.0	472.0	426.1	512.6	529.2	483.7	523.0	564.3
Arts, Ent. & Rec.	174.2	177.3	177.8	195.9	205.5	226.0	234.1	239.1
Retail Sales	296.9	296.2	306.5	338.6	350.2	375.3	384.0	388.5
Visitor Air Tran.	497.3	520.4	559.7	571.4	645.1	713.5	742.3	772.9
<b>Total</b>	<b>2,391.0</b>	<b>2,620.0</b>	<b>2,614.2</b>	<b>2,996.9</b>	<b>3,275.8</b>	<b>3,643.7</b>	<b>3,840.6</b>	<b>3,980.8</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	336.4	384.1	375.3	451.1	510.7	614.4	666.3	725.1
Arts, Ent. & Rec.	49.5	58.1	54.7	64.8	67.3	75.4	80.1	84.3
Retail**	51.8	55.0	55.2	61.6	66.2	75.1	79.7	83.3
Ground Tran.	33.8	36.1	33.4	37.9	42.0	47.2	50.7	52.4
Visitor Air Tran.	85.0	86.8	92.9	101.5	119.0	144.9	162.9	184.7
Other Travel*	191.0	193.4	196.5	214.2	233.7	281.5	314.6	348.1
<b>Total</b>	<b>747.4</b>	<b>813.5</b>	<b>808.1</b>	<b>931.1</b>	<b>1,039.0</b>	<b>1,238.5</b>	<b>1,354.3</b>	<b>1,478.0</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	15,150	16,540	15,760	17,970	19,370	21,260	21,800	22,230
Arts, Ent. & Rec.	2,400	2,580	2,430	2,610	2,770	3,030	3,090	3,090
Retail**	2,090	2,140	2,080	2,250	2,340	2,450	2,560	2,560
Ground Tran.	1,330	1,340	1,170	1,280	1,340	1,360	1,410	1,400
Visitor Air Tran.	1,660	1,780	1,540	1,550	1,690	1,980	2,000	2,130
Other Travel*	4,200	4,310	3,710	3,740	3,980	4,430	4,440	4,700
<b>Total</b>	<b>26,840</b>	<b>28,700</b>	<b>26,700</b>	<b>29,400</b>	<b>31,490</b>	<b>34,510</b>	<b>35,310</b>	<b>36,100</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Local Tax Receipts	62.5	71.8	67.2	82.2	104.4	125.2	133.8	137.3
State Tax Receipts	67.8	73.9	72.3	86.9	93.5	111.3	121.9	128.1
<b>Total</b>	<b>130.3</b>	<b>145.7</b>	<b>139.5</b>	<b>169.0</b>	<b>197.9</b>	<b>236.5</b>	<b>255.7</b>	<b>265.3</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Portland Region Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2018p

	2008	2010	2012	2014	2017	2018
<b>Total Destination Spending</b>	<b>2,620</b>	<b>2,614</b>	<b>2,997</b>	<b>3,276</b>	<b>3,841</b>	<b>3,981</b>
All Overnight	2,234	2,222	2,549	2,803	3,314	3,436
Hotel, Motel, STVR*	1,474	1,439	1,708	1,908	2,328	2,414
Private Home	732	757	813	866	956	991
Other Overnight	27	26	28	29	30	32
Day Travel	386	392	448	472	527	544
Day Travel	386	392	448	472	527	544

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$510	\$1,254	\$243	\$582	2.1	2.5
Private Home	\$122	\$458	\$63	\$228	2.0	3.8
Other Overnight	\$122	\$485	\$40	\$159	3.0	4.0
All Overnight	\$262	\$827	\$129	\$396	2.0	3.2

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	9,375	9,806	9,948	4,448	4,655	4,737
Private Home	15,709	15,844	15,848	7,999	8,091	8,117
Other Overnight	782	778	787	258	257	260
All Overnight	25,866	26,429	26,583	12,705	13,003	13,115

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	3,905	4,085	4,144	1,808	1,892	1,924
Private Home	4,305	4,342	4,343	2,137	2,159	2,164
Other Overnight	198	197	199	65	64	65
All Overnight	8,408	8,624	8,687	4,010	4,116	4,154

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

## South Coast Travel Impacts and Visitor Volume

### Travel Indicators

#### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$75,302
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.54

#### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$7,325
Additional employment if each resident household encouraged one additional overnight visitor	97

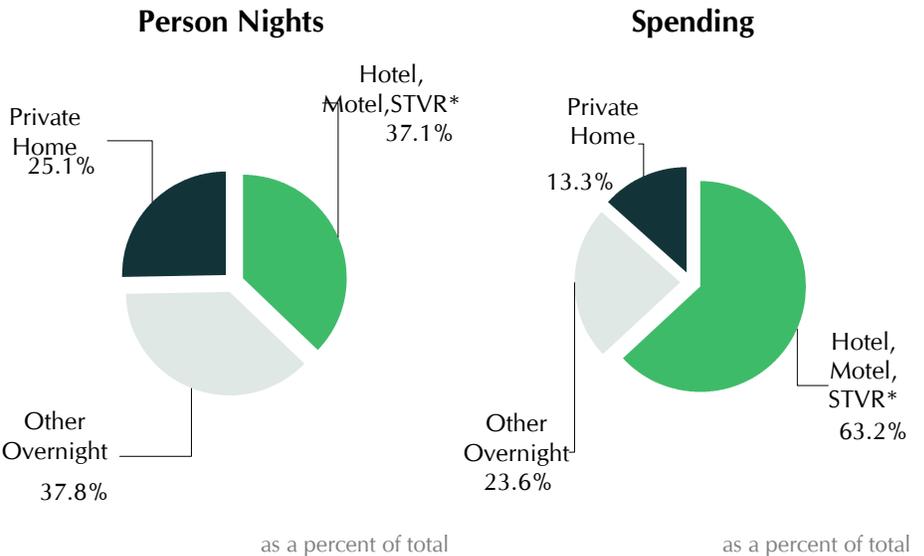
#### Visitor Shares

Travel Share of Total Employment (2017)*	12.8 %
Overnight Visitor Share of Resident Population (2017p)**	13.1 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	727	1,555	176
Private Home	306	1,054	37
Other Overnight	427	1,583	66
All Overnight	1,461	4,193	278

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**South Coast  
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	322	348	376	396	404	413	2.4%	3.2%
Other	9	9	8	7	7	8	7.7%	-2.1%
Visitor	313	339	368	389	396	406	2.4%	3.3%
Non-transportation	269	286	316	347	352	357	1.5%	3.6%
Transportation	44	53	52	42	45	49	8.9%	1.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	92	98	109	126	131	139	6.3%	5.3%
<b>Employment (Jobs)</b>								
Employment	4,680	4,770	4,810	5,290	5,330	5,440	1.9%	1.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	10	11	12	13	14	14	2.8%	4.9%
Local	2	2	2	2	2	2	2.0%	3.5%
State	8	9	10	11	12	12	2.9%	5.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## South Coast

### Travel Impacts, 2006-2018p

<b>Total Direct Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	317.5	337.1	312.7	339.1	368.1	389.2	396.4	405.7
Other Travel*	10.2	11.3	9.1	9.2	8.1	6.7	7.2	7.7
<b>Total</b>	<b>327.8</b>	<b>348.5</b>	<b>321.9</b>	<b>348.3</b>	<b>376.2</b>	<b>395.9</b>	<b>403.6</b>	<b>413.5</b>
<b>Visitor Spending By Commodity Purchased (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	65.3	67.6	63.0	68.4	74.1	86.7	90.5	89.0
Food Service	78.7	84.4	83.0	89.2	102.1	113.7	116.0	120.5
Food Stores	33.3	36.8	34.6	37.4	41.3	43.0	42.4	43.1
Local Tran. & Gas	41.5	51.3	41.3	49.7	48.7	38.5	41.6	45.8
Arts, Ent. & Rec.	51.4	51.1	47.7	49.6	54.1	57.4	57.3	58.3
Retail Sales	42.8	41.5	40.2	41.9	44.7	46.3	45.7	46.2
Visitor Air Tran.	4.6	4.4	2.9	2.9	3.0	3.6	3.1	2.8
<b>Total</b>	<b>317.5</b>	<b>337.1</b>	<b>312.7</b>	<b>339.1</b>	<b>368.1</b>	<b>389.2</b>	<b>396.4</b>	<b>405.7</b>
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	61.1	66.5	62.2	67.6	75.3	88.8	92.6	99.8
Arts, Ent. & Rec.	14.5	16.7	14.7	14.8	15.4	16.6	17.0	17.0
Retail**	10.4	11.0	10.3	11.0	12.1	13.3	13.6	13.8
Ground Tran.	1.2	1.3	1.2	1.3	1.5	1.7	1.8	1.9
Visitor Air Tran.	1.6	1.6	1.7	2.1	2.8	3.6	3.9	4.7
Other Travel*	1.7	1.8	2.0	1.6	1.4	1.5	1.8	1.7
<b>Total</b>	<b>90.6</b>	<b>98.9</b>	<b>92.1</b>	<b>98.3</b>	<b>108.5</b>	<b>125.5</b>	<b>130.6</b>	<b>138.8</b>
<b>Industry Employment Generated by Travel Spending (Jobs)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	3,130	3,210	2,830	2,940	2,990	3,340	3,420	3,460
Arts, Ent. & Rec.	1,200	1,290	1,230	1,210	1,170	1,240	1,190	1,260
Retail**	520	530	490	490	530	560	570	560
Ground Tran.	40	40	40	40	50	50	50	50
Visitor Air Tran.	40	40	30	40	50	60	60	60
Other Travel*	60	60	60	40	40	50	50	50
<b>Total</b>	<b>4,980</b>	<b>5,180</b>	<b>4,680</b>	<b>4,770</b>	<b>4,810</b>	<b>5,290</b>	<b>5,330</b>	<b>5,440</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>								
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	1.9	1.9	1.7	1.6	1.8	2.0	2.1	2.2
State Tax Receipts	8.2	8.7	8.1	9.2	9.8	11.2	11.8	12.2
<b>Total</b>	<b>10.1</b>	<b>10.6</b>	<b>9.7</b>	<b>10.8</b>	<b>11.5</b>	<b>13.2</b>	<b>14.0</b>	<b>14.3</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## South Coast Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2018p

	2008	2010	2012	2014	2017	2018
<b>Total Destination Spending</b>	<b>337</b>	<b>313</b>	<b>339</b>	<b>368</b>	<b>396</b>	<b>406</b>
All Overnight	233	214	231	250	273	278
Hotel, Motel, STVR*	142	128	140	155	174	176
Private Home	34	33	35	35	36	37
Other Overnight	57	53	56	60	63	66
Day Travel	105	99	108	118	124	128
Day Travel	105	99	108	118	124	128

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$276	\$590	\$113	\$242	2.4	2.1
Private Home	\$90	\$310	\$35	\$120	2.6	3.5
Other Overnight	\$142	\$525	\$41	\$153	3.4	3.7
All Overnight	\$184	\$514	\$66	\$190	2.8	2.8

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,571	1,551	1,555	644	635	637
Private Home	1,044	1,038	1,054	408	405	411
Other Overnight	1,577	1,554	1,583	460	453	462
All Overnight	4,192	4,144	4,193	1,511	1,494	1,509

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	734	725	727	301	297	298
Private Home	303	302	306	118	117	119
Other Overnight	426	420	427	124	123	125
All Overnight	1,463	1,446	1,461	543	536	541

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Southern Oregon Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$81,716
Employee Earnings generated by \$100 Visitor Spending	\$32
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.74

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$40,594
Additional employment if each resident household encouraged one additional overnight visitor	497

### Visitor Shares

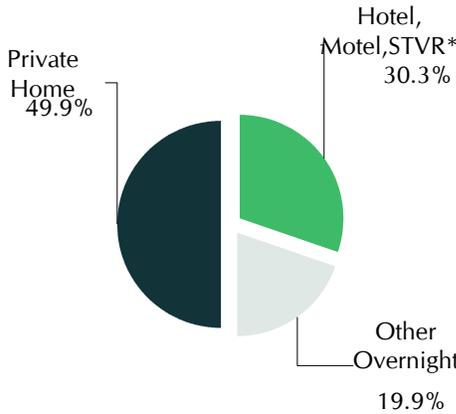
Travel Share of Total Employment (2017)*	5.0 %
Overnight Visitor Share of Resident Population (2017p)**	6.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

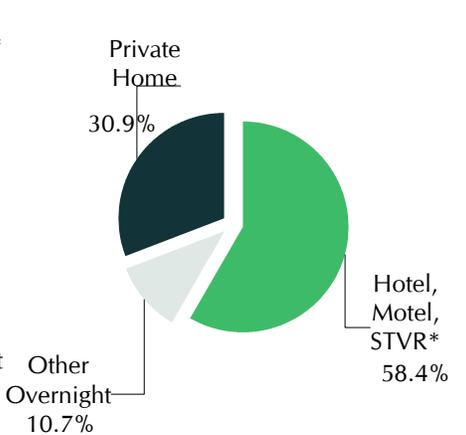
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,610	3,575	458
Private Home	1,650	5,889	242
Other Overnight	618	2,347	84
All Overnight	3,878	11,811	785

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Southern Oregon  
Direct Travel Impacts, 2010-2018p**

								<b>Avg. Annual Chg.</b>	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	864	924	956	1,002	1,055	1,097	4.0%	3.0%	
Other	89	91	90	84	94	105	12.1%	2.1%	
Visitor	775	833	866	917	961	992	3.2%	3.1%	
Non-transportation	614	653	693	762	790	801	1.4%	3.4%	
Transportation	160	181	173	155	171	191	11.6%	2.2%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	212	227	251	284	306	326	6.5%	5.5%	
<b>Employment (Jobs)</b>									
Employment	10,040	10,430	10,980	11,670	12,080	12,350	2.2%	2.6%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	31	34	37	42	46	47	2.9%	5.4%	
Local	9	10	11	13	14	15	3.7%	5.9%	
State	21	25	26	29	31	32	2.5%	5.2%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Southern Oregon

### Travel Impacts, 2006-2018p

Total Direct Travel Spending (\$Million)								
	2006	2008	2010	2012	2014	2016	2017	2018
Destination Spending	761.7	784.6	774.8	833.4	866.2	917.1	961.1	991.8
Other Travel*	85.4	90.3	89.3	90.6	90.1	84.5	93.9	105.2
<b>Total</b>	<b>847.1</b>	<b>875.0</b>	<b>864.1</b>	<b>924.0</b>	<b>956.4</b>	<b>1,001.6</b>	<b>1,055.0</b>	<b>1,097.0</b>

Visitor Spending By Commodity Purchased (\$Million)								
	2006	2008	2010	2012	2014	2016	2017	2018
Accommodations	140.5	138.6	137.1	144.7	156.6	183.7	194.3	192.3
Food Service	180.7	185.9	193.9	208.7	225.8	252.4	265.4	274.4
Food Stores	69.5	75.2	74.1	80.6	85.8	89.8	90.0	91.2
Local Tran. & Gas	120.9	145.6	123.4	149.0	138.4	113.5	125.3	139.1
Arts, Ent. & Rec.	110.9	106.6	104.9	109.2	113.0	120.3	122.9	124.9
Retail Sales	108.6	102.3	104.5	109.4	111.5	115.9	117.3	118.0
Visitor Air Tran.	30.6	30.4	36.9	31.7	35.1	41.5	45.9	51.9
<b>Total</b>	<b>761.7</b>	<b>784.6</b>	<b>774.8</b>	<b>833.4</b>	<b>866.2</b>	<b>917.1</b>	<b>961.1</b>	<b>991.8</b>

Industry Earnings Generated by Travel Spending (\$Million)								
	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	135.1	140.8	138.9	150.2	168.4	195.1	212.6	227.6
Arts, Ent. & Rec.	33.6	37.2	34.4	35.3	38.1	41.2	43.1	44.9
Retail**	25.0	25.5	25.2	26.8	28.4	31.3	32.8	34.2
Ground Tran.	3.7	4.0	3.8	4.2	4.3	5.3	5.6	6.0
Visitor Air Tran.	2.0	2.3	2.2	2.4	2.8	3.2	3.9	4.4
Other Travel*	8.5	8.5	7.6	8.2	9.1	7.7	8.4	9.2
<b>Total</b>	<b>207.8</b>	<b>218.3</b>	<b>212.2</b>	<b>227.1</b>	<b>251.2</b>	<b>283.8</b>	<b>306.3</b>	<b>326.3</b>

Industry Employment Generated by Travel Spending (Jobs)								
	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	6,860	6,900	6,470	6,770	7,200	7,800	8,090	8,270
Arts, Ent. & Rec.	2,240	2,340	2,040	2,070	2,150	2,210	2,300	2,340
Retail**	1,170	1,160	1,110	1,150	1,180	1,240	1,270	1,290
Ground Tran.	140	140	130	140	130	150	150	160
Visitor Air Tran.	50	70	60	60	60	70	70	80
Other Travel*	290	300	240	240	260	210	200	210
<b>Total</b>	<b>10,760</b>	<b>10,910</b>	<b>10,040</b>	<b>10,430</b>	<b>10,980</b>	<b>11,670</b>	<b>12,080</b>	<b>12,350</b>

Tax Receipts Generated by Travel Spending (\$Million)								
	2006	2008	2010	2012	2014	2016	2017	2018
Local Tax Receipts	8.7	9.1	9.4	9.8	11.2	13.4	14.2	14.8
State Tax Receipts	21.5	22.2	21.5	24.6	25.7	28.7	31.5	32.3
<b>Total</b>	<b>30.2</b>	<b>31.3</b>	<b>30.8</b>	<b>34.4</b>	<b>36.8</b>	<b>42.2</b>	<b>45.7</b>	<b>47.0</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Southern Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2018p

	2008	2010	2012	2014	2017	2018
<b>Total Destination Spending</b>	<b>785</b>	<b>775</b>	<b>833</b>	<b>866</b>	<b>961</b>	<b>992</b>
All Overnight	619	610	653	679	760	785
Hotel, Motel, STVR*	350	340	366	384	447	458
Private Home	195	200	214	217	232	242
Other Overnight	74	70	73	78	81	84
Day Travel	166	165	180	187	201	207
Day Travel	166	165	180	187	201	207

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$306	\$685	\$128	\$285	2.4	2.2
Private Home	\$103	\$373	\$41	\$147	2.5	3.6
Other Overnight	\$121	\$459	\$36	\$136	3.4	3.8
All Overnight	\$172	\$523	\$66	\$202	2.6	3.0

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	3,488	3,599	3,575	1,456	1,504	1,498
Private Home	5,836	5,871	5,889	2,325	2,346	2,365
Other Overnight	2,335	2,309	2,347	692	684	695
All Overnight	11,660	11,778	11,811	4,472	4,534	4,558

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,571	1,621	1,610	651	672	669
Private Home	1,635	1,645	1,650	641	646	650
Other Overnight	615	608	618	182	180	183
All Overnight	3,821	3,874	3,878	1,474	1,498	1,502

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

# Willamette Valley Travel Impacts and Visitor Volume

## Travel Indicators

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$80,382
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.79

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$84,659
Additional employment if each resident household encouraged one additional overnight visitor	1,053

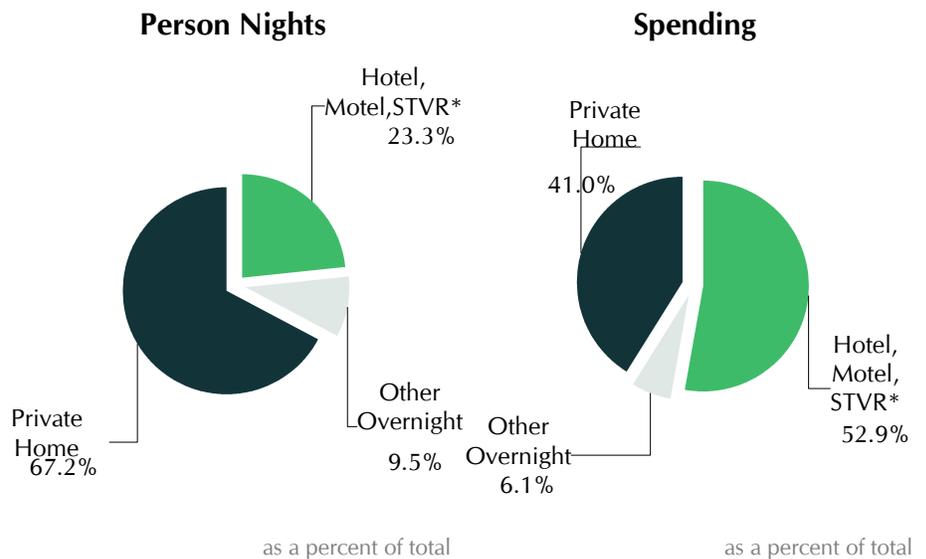
### Visitor Shares

Travel Share of Total Employment (2017)*	3.1 %
Overnight Visitor Share of Resident Population (2017p)**	4.6 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	2,236	4,746	654
Private Home	4,030	13,665	507
Other Overnight	512	1,922	76
All Overnight	6,779	20,333	1,237

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Willamette Valley  
Direct Travel Impacts, 2010-2018p**

								<b>Avg. Annual Chg.</b>	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	1,480	1,640	1,712	1,816	1,880	1,984	5.6%	3.7%	
Other	204	217	226	235	251	284	12.9%	4.2%	
Visitor	1,276	1,423	1,486	1,581	1,628	1,700	4.4%	3.7%	
Non-transportation	1,016	1,126	1,197	1,333	1,360	1,401	3.0%	4.1%	
Transportation	260	297	289	248	268	300	11.7%	1.8%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	349	385	421	494	521	565	8.4%	6.2%	
<b>Employment (Jobs)</b>									
Employment	17,670	18,830	19,850	21,510	21,910	22,600	3.1%	3.1%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	50	59	63	74	78	82	3.9%	6.4%	
Local	12	14	16	20	20	21	4.2%	7.7%	
State	38	45	47	54	58	60	3.9%	5.9%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Willamette Valley

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Destination Spending	1,215.1	1,295.7	1,275.8	1,423.4	1,486.2	1,581.3	1,628.3	1,700.4
Other Travel*	165.0	190.1	204.2	216.7	226.2	234.9	251.5	284.0
<b>Total</b>	<b>1,380.0</b>	<b>1,485.8</b>	<b>1,480.0</b>	<b>1,640.1</b>	<b>1,712.4</b>	<b>1,816.2</b>	<b>1,879.8</b>	<b>1,984.4</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Accommodations	164.9	182.8	171.2	196.6	221.8	274.4	284.2	283.3
Food Service	289.2	306.0	317.9	357.5	385.2	434.7	448.5	473.0
Food Stores	113.5	127.0	125.6	140.7	148.8	156.6	156.3	160.1
Local Tran. & Gas	205.3	251.2	211.0	263.2	249.1	203.2	219.5	247.0
Arts, Ent. & Rec.	233.6	228.3	225.2	239.8	246.9	263.4	267.4	276.0
Retail Sales	178.4	172.8	176.3	191.7	194.6	203.9	203.5	208.1
Visitor Air Tran.	30.2	27.6	48.6	33.8	39.8	45.1	49.0	52.9
<b>Total</b>	<b>1,215.1</b>	<b>1,295.7</b>	<b>1,275.8</b>	<b>1,423.4</b>	<b>1,486.2</b>	<b>1,581.3</b>	<b>1,628.3</b>	<b>1,700.4</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	184.0	204.0	198.2	224.3	248.0	295.2	315.1	342.2
Arts, Ent. & Rec.	72.7	81.8	76.7	74.5	78.1	85.6	88.9	95.0
Retail**	39.2	41.4	40.9	45.0	47.5	52.7	54.6	57.1
Ground Tran.	6.5	6.7	6.4	7.0	7.5	8.7	9.0	9.7
Visitor Air Tran.	2.2	1.6	1.3	1.4	1.7	2.1	2.3	2.6
Other Travel*	22.1	25.5	25.2	32.5	37.8	49.3	51.0	58.1
<b>Total</b>	<b>326.6</b>	<b>360.9</b>	<b>348.7</b>	<b>384.6</b>	<b>420.7</b>	<b>493.6</b>	<b>521.0</b>	<b>564.6</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	10,080	10,540	9,820	10,640	11,290	12,270	12,570	13,000
Arts, Ent. & Rec.	4,900	5,250	4,860	4,920	5,090	5,440	5,530	5,650
Retail**	1,930	1,970	1,890	2,010	2,070	2,150	2,180	2,200
Ground Tran.	250	240	220	230	230	250	240	250
Visitor Air Tran.	80	60	40	30	40	50	50	50
Other Travel*	850	920	850	990	1,130	1,350	1,340	1,450
<b>Total</b>	<b>18,090</b>	<b>18,990</b>	<b>17,670</b>	<b>18,830</b>	<b>19,850</b>	<b>21,510</b>	<b>21,910</b>	<b>22,600</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2014	2016	2017	2018
Local Tax Receipts	11.9	13.0	11.7	13.6	16.1	19.9	20.4	21.2
State Tax Receipts	36.7	39.4	38.0	45.2	46.9	53.7	58.1	60.3
<b>Total</b>	<b>48.6</b>	<b>52.4</b>	<b>49.7</b>	<b>58.8</b>	<b>63.0</b>	<b>73.6</b>	<b>78.4</b>	<b>81.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations and travel arrangement services. \*\* Retail includes gasoline. Federal tax receipts not included.

## Willamette Valley Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2018p

	2008	2010	2012	2014	2017	2018
<b>Total Destination Spending</b>	<b>1,296</b>	<b>1,276</b>	<b>1,423</b>	<b>1,486</b>	<b>1,628</b>	<b>1,700</b>
All Overnight	934	915	1,022	1,073	1,185	1,237
Hotel, Motel, STVR*	457	433	500	542	628	654
Private Home	410	419	456	461	484	507
Other Overnight	67	62	66	70	73	76
Day Travel	362	361	401	413	444	463
Day Travel	362	361	401	413	444	463

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$329	\$706	\$138	\$293	2.4	2.1
Private Home	\$93	\$320	\$37	\$126	2.5	3.4
Other Overnight	\$133	\$499	\$39	\$148	3.4	3.8
All Overnight	\$155	\$465	\$61	\$183	2.5	3.0

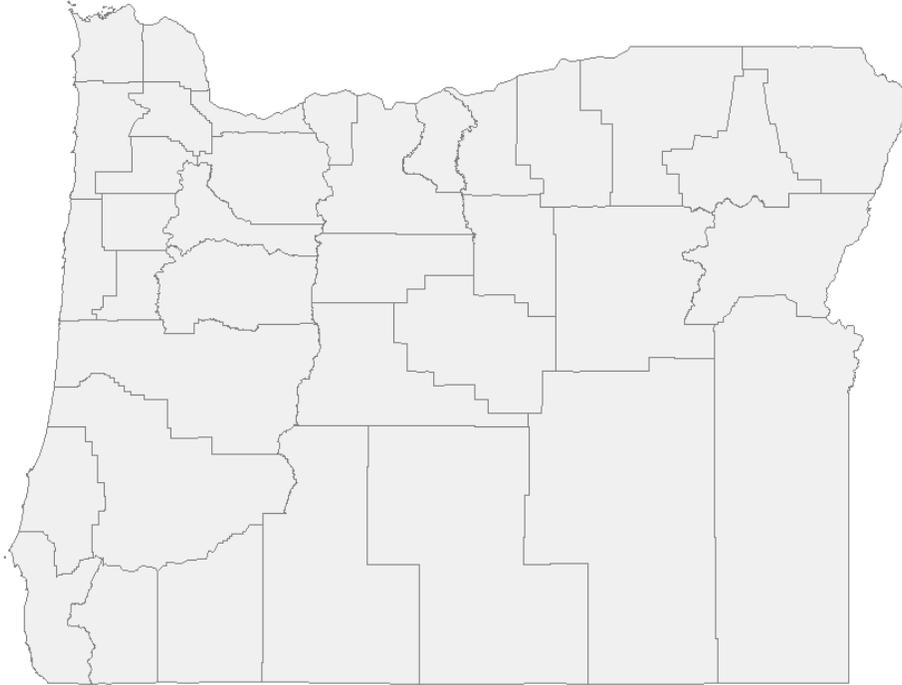
### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	4,651	4,612	4,746	1,942	1,929	1,986
Private Home	13,379	13,420	13,665	5,316	5,343	5,449
Other Overnight	1,913	1,895	1,922	565	561	568
All Overnight	19,943	19,927	20,333	7,823	7,832	8,003

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	2,188	2,170	2,236	906	899	927
Private Home	3,943	3,957	4,030	1,547	1,554	1,584
Other Overnight	510	505	512	151	149	151
All Overnight	6,640	6,632	6,779	2,603	2,603	2,663

"Hotel, Motel, STVR" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.

## IV. OREGON COUNTY TRAVEL IMPACTS



## 2018p Economic Impacts of Travel

	(\$Millions)						
	Spending		Earnings	Employment	Tax Revenue (\$000)		
	Total	Visitor			Local	State	Total
Baker	48.8	46.5	15.5	750	534	1,451	1,985
Benton	133.3	118.5	38.2	1,790	1,987	4,462	6,449
Clackamas	621.8	535.3	189.3	6,530	6,021	20,176	26,197
East Clackamas	143.0	132.4	45.1	1,580	1,317	4,171	5,488
West Clackamas	395.1	333.4	120.3	4,090	4,704	12,944	17,648
South Clackamas	83.6	69.6	23.9	860	0	3,061	3,061
Clatsop	580.0	574.4	202.5	6,590	11,504	16,510	28,014
Columbia	41.1	33.8	13.8	690	0	1,716	1,716
Coos	275.8	265.1	84.5	3,330	1,498	8,250	9,747
Crook	48.5	45.2	15.6	650	314	1,438	1,752
Curry	137.7	134.5	54.3	2,110	680	3,921	4,600
Deschutes	812.5	716.9	225.5	7,560	14,581	21,814	36,395
Douglas	244.1	228.7	72.6	3,140	1,446	7,277	8,724
East Douglas	181.3	166.8	53.3	2,310	1,209	5,667	6,876
West Douglas	62.8	61.8	19.4	830	237	1,611	1,848
Gilliam	4.7	4.4	1.2	50	0	135	135
Grant	11.6	10.6	3.2	180	90	356	445
Harney	19.3	18.3	6.8	350	318	569	886
Hood River	114.4	110.8	31.2	1,170	2,441	3,342	5,783
Jackson	611.0	511.3	163.3	5,760	10,113	16,121	26,235
Jefferson	55.1	51.7	18.7	1,010	711	1,883	2,594
Josephine	132.2	120.0	50.0	1,870	1,337	4,782	6,120
Klamath	157.8	146.0	56.3	2,190	1,964	5,270	7,233
Lake	14.7	13.6	3.4	230	131	430	561
Lane	1,021.3	762.3	297.4	11,030	13,602	26,929	40,531
East Lane	879.0	643.6	247.8	9,140	12,736	23,432	36,168
West Lane	142.2	118.7	49.6	1,900	866	3,496	4,363
Lincoln	614.0	600.2	180.1	6,440	14,067	16,804	30,871
Linn	149.8	132.0	40.4	1,890	1,233	5,268	6,502
Malheur	44.8	40.5	13.5	600	872	1,452	2,324
Marion	425.8	367.2	118.6	4,740	4,441	14,709	19,150
Morrow	16.4	14.8	4.7	220	6	554	560
Multnomah	4,146.3	2,861.5	1,099.9	23,690	117,277	86,958	204,235
East Multnomah	94.6	88.5	28.9	1,100	1,852	2,621	4,473
West Multnomah	4,051.7	2,773.0	1,071.1	22,590	115,425	84,337	199,763
Polk	177.2	165.4	55.6	2,360	0	4,662	4,662
Sherman	5.5	5.3	1.6	60	19	164	182
Tillamook	240.1	236.3	82.6	2,200	1,650	6,144	7,794
Umatilla	168.3	155.3	56.2	2,520	1,825	5,533	7,358
Union	36.6	32.8	14.3	670	617	1,237	1,854
Wallowa	31.8	30.8	14.4	670	397	969	1,365
Wasco	121.8	118.0	44.2	1,830	1,206	3,434	4,640
Washington	858.1	718.2	272.8	8,730	17,167	29,054	46,221
Wheeler	3.1	2.9	0.7	40	0	89	89
Yamhill	135.7	119.6	40.1	1,820	836	4,706	5,542

Note: The sum of destination spending for the counties will be less than statewide destination spending because of the treatment of transportation expenditures (airfares and a portion of ground transportation expenditures are not included in county destination spending).

## 2018p Overnight Visitor Volume (thousands)

	Nights		Trips	
	Person	Party	Person	Party
Baker	662	235	246	90
Benton	1,523	595	692	273
Clackamas	7,383	3,452	2,645	1,202
Clatsop	3,903	1,478	1,730	671
Columbia	685	305	228	101
Coos	2,591	967	1,058	403
Crook	708	255	304	113
Curry	1,602	542	661	233
Deschutes	7,037	2,745	2,779	1,086
Douglas	2,517	911	951	351
Gilliam/Sherman	155	54	66	24
Gilliam	69	24	28	10
Grant	225	78	91	32
Harney	274	99	121	45
Hood River	1,015	386	435	169
Jackson	5,476	2,210	2,151	857
Jefferson	927	313	361	125
Josephine	1,889	710	710	271
Klamath	2,161	801	839	317
Lake	265	93	110	40
Lane	8,286	3,261	3,151	1,233
Lincoln	5,029	1,862	2,142	817
Linn	1,992	752	836	320
Malheur	638	243	290	112
Marion	5,408	2,056	1,991	764
Morrow	269	101	121	46
Multnomah	12,945	6,369	5,329	2,528
Polk	1,148	441	482	187
Sherman	86	30	38	14
Tillamook	2,570	879	1,094	388
Umatilla	1,778	684	835	326
Union	575	211	244	92
Wallowa	454	158	196	71
Wasco	1,176	430	545	206
Washington	8,677	4,310	3,191	1,539
Wheeler	73	24	28	9
Yamhill	1,773	694	810	320

Note: The sum of trips for the counties will be greater than the state trip estimate because some travelers visit multiple destinations on a single trip within Oregon.

## Baker County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$62,714
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.26

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$994
Additional employment if each resident household encouraged one additional overnight visitor	16

### Visitor Shares

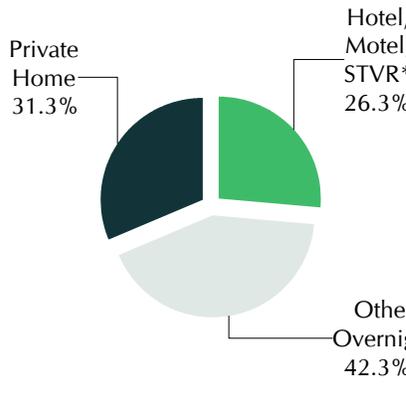
Travel Share of Total Employment (2017)*	8.6 %
Overnight Visitor Share of Resident Population (2017)**	11.2 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

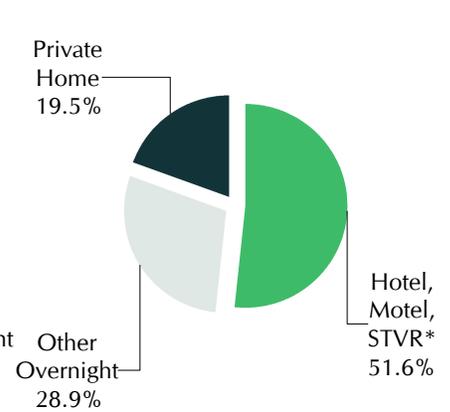
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	92.2	174.5	17.8
Private Home	68.2	207.6	6.7
Other Overnight	85.4	280.1	10.0
All Overnight	245.9	662.1	34.5

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Baker**  
**Direct Travel Impacts, 2010-2018p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	41.7	43.3	43.6	45.0	47.2	48.8	3.4%	2.0%	
Other	2.2	2.7	2.5	1.9	2.0	2.3	11.5%	0.4%	
Visitor	39.5	40.6	41.1	43.1	45.2	46.5	3.0%	2.1%	
Non-transportation	34.5	34.9	36.1	39.1	40.7	41.7	2.3%	2.4%	
Transportation	5.0	5.7	5.1	4.0	4.4	4.9	9.9%	-0.3%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	10.9	11.6	12.3	13.7	15.1	15.5	3.3%	4.5%	
<b>Employment (Jobs)</b>									
Employment	670	700	720	700	740	750	1.0%	1.3%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	1.5	1.6	1.6	1.8	2.0	2.0	1.3%	3.8%	
Local	0.4	0.4	0.4	0.5	0.5	0.5	1.4%	3.6%	
State	1.1	1.2	1.2	1.3	1.4	1.5	1.2%	3.8%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Baker County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	41.4	38.9	39.5	40.6	43.1	45.2	46.5
Other Travel*	2.3	2.8	2.2	2.7	1.9	2.0	2.3
<b>Total</b>	<b>43.6</b>	<b>41.7</b>	<b>41.7</b>	<b>43.3</b>	<b>45.0</b>	<b>47.2</b>	<b>48.8</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	6.9	7.3	7.5	7.3	8.9	9.7	9.9
Arts, Ent. & Rec.	6.2	5.3	5.3	5.3	5.7	5.8	5.9
Food Service	11.1	10.2	10.8	11.2	12.8	13.5	14.0
Food Stores	4.9	4.6	4.7	5.0	5.5	5.5	5.6
Local Tran. & Gas	5.3	5.7	5.0	5.7	4.0	4.4	4.9
Retail Sales	7.0	5.8	6.0	6.1	6.2	6.3	6.3
<b>Total</b>	<b>41.4</b>	<b>38.9</b>	<b>39.5</b>	<b>40.6</b>	<b>43.1</b>	<b>45.2</b>	<b>46.5</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	7.5	7.4	7.5	7.8	9.3	10.4	10.9
Arts, Ent. & Rec.	1.7	1.7	1.6	1.9	2.3	2.4	2.4
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	1.6	1.5	1.5	1.6	1.8	1.8	1.9
<b>Total</b>	<b>11.2</b>	<b>10.9</b>	<b>10.9</b>	<b>11.6</b>	<b>13.7</b>	<b>15.1</b>	<b>15.5</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	450	430	400	390	390	420	440
Arts, Ent. & Rec.	200	180	180	220	210	220	210
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	90	80	80	80	90	90	80
<b>Total</b>	<b>750</b>	<b>700</b>	<b>670</b>	<b>700</b>	<b>700</b>	<b>740</b>	<b>750</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.3	0.4	0.4	0.4	0.5	0.5	0.5
State Tax Receipts	1.1	1.1	1.1	1.2	1.3	1.4	1.5
<b>Total</b>	<b>1.5</b>	<b>1.5</b>	<b>1.5</b>	<b>1.6</b>	<b>1.8</b>	<b>2.0</b>	<b>2.0</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Baker County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>41.4</b>	<b>38.9</b>	<b>39.5</b>	<b>40.6</b>	<b>43.1</b>	<b>45.2</b>	<b>46.5</b>
<b>All Overnight</b>	<b>28.6</b>	<b>29.0</b>	<b>29.3</b>	<b>29.9</b>	<b>31.8</b>	<b>33.5</b>	<b>34.5</b>
Hotel, Motel, STVR*	14.5	15.2	15.0	14.8	15.9	17.3	17.8
Private Home	5.6	5.8	6.0	6.4	6.4	6.6	6.7
Other Overnight	8.5	8.0	8.3	8.7	9.5	9.6	10.0
<b>Day Travel</b>	<b>12.8</b>	<b>9.9</b>	<b>10.2</b>	<b>10.7</b>	<b>11.4</b>	<b>11.7</b>	<b>12.0</b>
Day Travel	12.8	9.9	10.2	10.7	11.4	11.7	12.0

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$250	\$472	\$102	\$193	2.4	1.9
Private Home	\$85	\$257	\$32	\$99	2.6	3.0
Other Overnight	\$118	\$388	\$36	\$117	3.3	3.3
All Overnight	\$147	\$385	\$52	\$140	2.8	2.6

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	166	173	174	68	71	71
Private Home	206	207	208	79	79	80
Other Overnight	278	275	280	84	83	84
All Overnight	651	656	662	231	233	235

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	88	92	92	36	38	38
Private Home	68	68	68	26	26	26
Other Overnight	85	84	85	26	25	26
All Overnight	241	244	246	87	89	90

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Benton County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$68,039
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.44

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,659
Additional employment if each resident household encouraged one additional overnight visitor	68

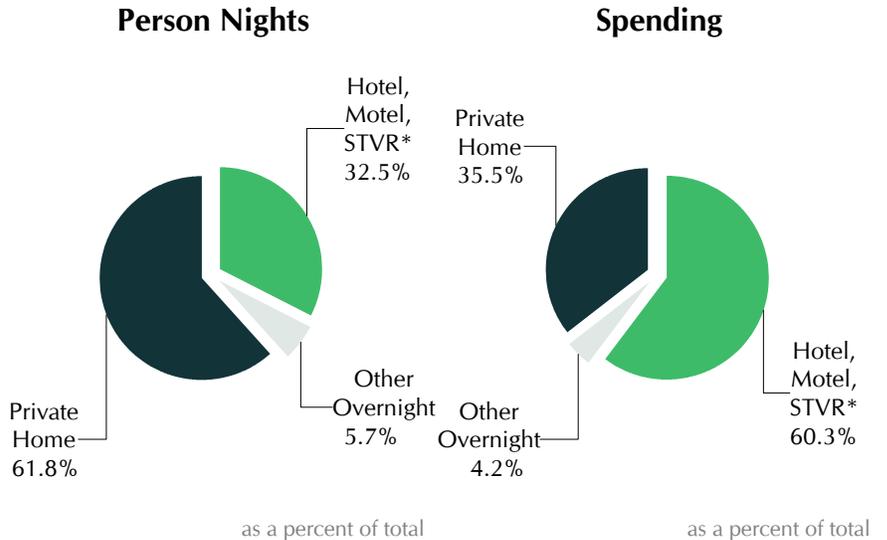
### Visitor Shares

Travel Share of Total Employment (2017)*	3.5 %
Overnight Visitor Share of Resident Population (2017)**	4.5 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	297.4	494.7	52.7
Private Home	366.0	940.9	31.1
Other Overnight	29.0	87.3	3.6
<b>All Overnight</b>	<b>692.5</b>	<b>1,523.0</b>	<b>87.5</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Benton**  
**Direct Travel Impacts, 2010-2018p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	99.1	114.3	115.3	118.0	122.0	133.3	9.3%	3.8%	
Other	13.7	17.1	15.4	13.2	14.5	14.7	1.6%	0.9%	
Visitor	85.4	97.2	99.9	104.8	107.5	118.5	10.3%	4.2%	
Non-transportation	74.3	83.1	87.1	94.7	96.5	105.6	9.4%	4.5%	
Transportation	11.1	14.0	12.8	10.1	10.9	12.9	18.1%	2.0%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	25.1	28.4	30.5	34.1	35.8	38.2	6.6%	5.4%	
<b>Employment (Jobs)</b>									
Employment	1,460	1,590	1,600	1,750	1,790	1,790	0.4%	2.6%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	4.0	4.8	5.0	5.7	6.0	6.4	7.0%	6.0%	
Local	1.2	1.3	1.5	1.7	1.8	2.0	12.5%	7.0%	
State	2.9	3.5	3.6	3.9	4.3	4.5	4.7%	5.6%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Benton County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	80.1	83.1	85.4	97.2	104.8	107.5	118.5
Other Travel*	14.0	16.8	13.7	17.1	13.2	14.5	14.7
<b>Total</b>	<b>94.1</b>	<b>99.8</b>	<b>99.1</b>	<b>114.3</b>	<b>118.0</b>	<b>122.0</b>	<b>133.3</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	13.6	14.6	14.5	16.7	21.9	22.5	25.3
Arts, Ent. & Rec.	11.9	11.5	11.9	12.9	13.7	13.8	14.9
Food Service	21.9	22.5	24.6	27.9	32.3	33.3	36.9
Food Stores	8.1	8.7	9.0	10.1	10.8	10.9	11.5
Local Tran. & Gas	10.3	12.3	11.1	14.0	10.1	10.9	12.9
Retail Sales	14.3	13.5	14.4	15.6	16.0	16.0	17.0
<b>Total</b>	<b>80.1</b>	<b>83.1</b>	<b>85.4</b>	<b>97.2</b>	<b>104.8</b>	<b>107.5</b>	<b>118.5</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	14.4	15.5	15.8	18.0	22.4	23.7	26.4
Arts, Ent. & Rec.	4.1	4.6	4.4	4.9	5.5	5.7	5.4
Ground Tran.	0.4	0.4	0.4	0.5	0.6	0.6	0.7
Other Travel*	1.6	1.6	1.3	1.6	1.8	1.9	1.4
Retail**	3.0	3.0	3.1	3.4	3.9	4.0	4.3
<b>Total</b>	<b>23.4</b>	<b>25.0</b>	<b>25.1</b>	<b>28.4</b>	<b>34.1</b>	<b>35.8</b>	<b>38.2</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	840	850	800	870	990	1,000	1,050
Arts, Ent. & Rec.	430	450	440	480	510	530	500
Ground Tran.	10	10	10	20	20	20	20
Other Travel*	60	60	50	60	70	70	50
Retail**	160	160	160	170	170	170	180
<b>Total</b>	<b>1,510</b>	<b>1,530</b>	<b>1,460</b>	<b>1,590</b>	<b>1,750</b>	<b>1,790</b>	<b>1,790</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	1.1	1.2	1.2	1.3	1.7	1.8	2.0
State Tax Receipts	2.8	2.9	2.9	3.5	3.9	4.3	4.5
<b>Total</b>	<b>3.8</b>	<b>4.0</b>	<b>4.0</b>	<b>4.8</b>	<b>5.7</b>	<b>6.0</b>	<b>6.4</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Benton County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>80.1</b>	<b>83.1</b>	<b>85.4</b>	<b>97.2</b>	<b>104.8</b>	<b>107.5</b>	<b>118.5</b>
<b>All Overnight</b>	<b>56.1</b>	<b>60.9</b>	<b>62.0</b>	<b>70.7</b>	<b>76.8</b>	<b>78.9</b>	<b>87.5</b>
Hotel, Motel, STVR*	30.9	33.5	33.4	39.6	45.2	46.1	52.7
Private Home	22.2	24.3	25.7	28.0	28.2	29.2	31.1
Other Overnight	3.0	3.0	2.9	3.1	3.5	3.5	3.6
<b>Day Travel</b>	<b>24.0</b>	<b>22.2</b>	<b>23.3</b>	<b>26.5</b>	<b>28.0</b>	<b>28.6</b>	<b>31.1</b>
Day Travel	24.0	22.2	23.3	26.5	28.0	28.6	31.1

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$262	\$435	\$107	\$177	2.5	1.7
Private Home	\$85	\$217	\$33	\$85	2.6	2.6
Other Overnight	\$141	\$422	\$42	\$125	3.4	3.0
All Overnight	\$147	\$320	\$57	\$126	2.6	2.2

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	451	442	495	184	180	202
Private Home	889	903	941	347	353	368
Other Overnight	87	86	87	26	25	26
All Overnight	1,427	1,432	1,523	557	559	595

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	271	266	297	111	108	121
Private Home	346	351	366	135	137	143
Other Overnight	29	29	29	9	8	9
All Overnight	646	646	692	254	254	273

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Clackamas County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$86,522
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.89

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$24,761
Additional employment if each resident household encouraged one additional overnight visitor	286

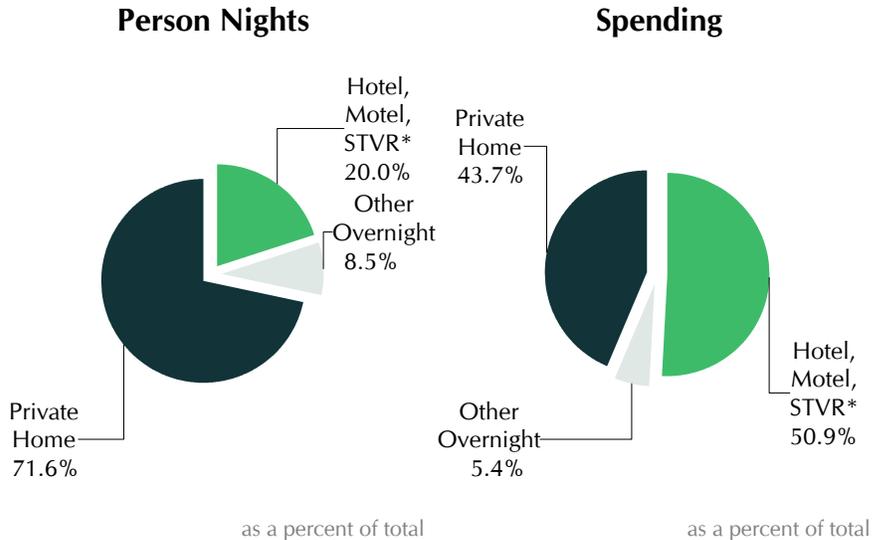
### Visitor Shares

Travel Share of Total Employment (2017)*	2.8 %
Overnight Visitor Share of Resident Population (2017)**	4.8 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	742.4	1,472.9	209.9
Private Home	1,714.1	5,284.7	180.1
Other Overnight	189.0	625.1	22.2
All Overnight	2,645.4	7,382.7	412.2

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Clackamas**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	460.1	529.1	551.6	596.0	611.3	621.8	1.7%	3.8%
Other	74.0	89.3	89.2	83.1	80.6	86.4	7.2%	2.0%
Visitor	386.1	439.8	462.4	512.9	530.7	535.3	0.9%	4.2%
Non-transportation	337.3	380.4	405.5	462.0	475.4	476.3	0.2%	4.4%
Transportation	48.9	59.4	57.0	50.9	55.3	59.0	6.8%	2.4%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	116.0	130.6	143.0	166.5	175.1	189.3	8.1%	6.3%
<b>Employment (Jobs)</b>								
Employment	5,180	5,530	5,820	6,270	6,430	6,530	1.6%	2.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	15.8	19.0	20.4	24.1	25.8	26.2	1.4%	6.5%
Local	3.2	3.9	4.6	5.9	6.2	6.0	-2.3%	8.2%
State	12.6	15.1	15.8	18.2	19.7	20.2	2.6%	6.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Clackamas County**  
**Travel Impacts, 2006-2018p**

<b>Total Direct Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	380.0	405.7	386.1	439.8	512.9	530.7	535.3
Other Travel*	53.3	63.5	74.0	89.3	83.1	80.6	86.4
<b>Total</b>	<b>433.3</b>	<b>469.1</b>	<b>460.1</b>	<b>529.1</b>	<b>596.0</b>	<b>611.3</b>	<b>621.8</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	59.2	66.8	58.5	72.0	101.8	106.2	103.9
Arts, Ent. & Rec.	47.3	47.6	45.3	49.0	55.7	56.6	56.8
Food Service	110.5	118.0	119.0	133.8	165.9	173.1	176.6
Food Stores	28.4	32.4	30.8	34.5	39.3	39.4	39.5
Local Tran. & Gas	47.0	56.2	48.9	59.4	50.9	55.3	59.0
Retail Sales	87.6	84.7	83.7	91.2	99.4	100.0	99.5
<b>Total</b>	<b>380.0</b>	<b>405.7</b>	<b>386.1</b>	<b>439.8</b>	<b>512.9</b>	<b>530.7</b>	<b>535.3</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	68.7	77.0	72.0	82.4	103.7	113.4	126.1
Arts, Ent. & Rec.	14.2	16.5	14.8	16.0	21.3	22.2	23.0
Ground Tran.	4.0	4.3	4.1	4.6	5.9	6.4	6.5
Other Travel*	6.6	7.1	11.2	12.3	17.2	13.9	14.1
Retail**	13.9	14.6	13.9	15.3	18.4	19.2	19.6
<b>Total</b>	<b>107.4</b>	<b>119.5</b>	<b>116.0</b>	<b>130.6</b>	<b>166.5</b>	<b>175.1</b>	<b>189.3</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	3,270	3,460	3,130	3,420	3,880	4,060	4,180
Arts, Ent. & Rec.	1,020	1,120	1,010	1,010	1,210	1,220	1,220
Ground Tran.	150	140	140	150	160	170	160
Other Travel*	260	250	350	350	410	340	340
Retail**	580	600	560	600	620	640	620
<b>Total</b>	<b>5,270</b>	<b>5,580</b>	<b>5,180</b>	<b>5,530</b>	<b>6,270</b>	<b>6,430</b>	<b>6,530</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	3.3	3.8	3.2	3.9	5.9	6.2	6.0
State Tax Receipts	11.5	12.3	12.6	15.1	18.2	19.7	20.2
<b>Total</b>	<b>14.8</b>	<b>16.1</b>	<b>15.8</b>	<b>19.0</b>	<b>24.1</b>	<b>25.8</b>	<b>26.2</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Clackamas County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>380.0</b>	<b>405.7</b>	<b>386.1</b>	<b>439.8</b>	<b>512.9</b>	<b>530.7</b>	<b>535.3</b>
<b>All Overnight</b>	<b>281.6</b>	<b>310.6</b>	<b>293.0</b>	<b>335.0</b>	<b>394.1</b>	<b>408.9</b>	<b>412.2</b>
Hotel, Motel, STVR*	132.2	147.1	133.1	158.4	202.5	212.1	209.9
Private Home	133.1	142.9	141.7	157.3	170.4	175.3	180.1
Other Overnight	16.3	20.6	18.2	19.3	21.2	21.5	22.2
<b>Day Travel</b>	<b>98.3</b>	<b>95.1</b>	<b>93.2</b>	<b>104.8</b>	<b>118.8</b>	<b>121.7</b>	<b>123.2</b>
Day Travel	98.3	95.1	93.2	104.8	118.8	121.7	123.2

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$301	\$618	\$143	\$283	2.1	2.1
Private Home	\$70	\$224	\$34	\$105	2.1	3.2
Other Overnight	\$115	\$382	\$35	\$117	3.2	3.3
All Overnight	\$119	\$343	\$56	\$156	2.1	2.9

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,496	1,524	1,473	705	719	697
Private Home	5,275	5,288	5,285	2,540	2,556	2,562
Other Overnight	621	618	625	192	191	193
All Overnight	7,392	7,430	7,383	3,437	3,466	3,452

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	754	768	742	344	351	340
Private Home	1,711	1,715	1,714	799	803	804
Other Overnight	188	187	189	58	57	58
All Overnight	2,653	2,670	2,645	1,201	1,211	1,202

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Clatsop County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$87,329
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.88

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,616
Additional employment if each resident household encouraged one additional overnight visitor	41

### Visitor Shares

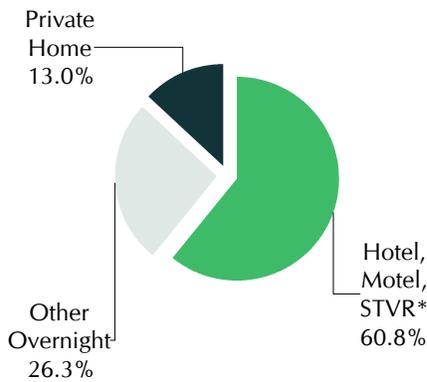
Travel Share of Total Employment (2017)*	24.9 %
Overnight Visitor Share of Resident Population (2017)**	27.0 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

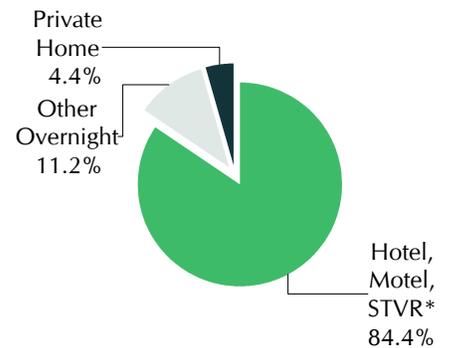
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,253.6	2,371.3	313.6
Private Home	166.6	506.5	16.4
Other Overnight	310.1	1,025.3	41.5
All Overnight	1,730.3	3,903.2	371.4

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Clatsop**  
**Direct Travel Impacts, 2010-2018p**

	<b>Avg. Annual Chg.</b>							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	405.2	439.3	516.4	550.6	561.1	580.0	3.4%	4.6%
Other	18.2	20.1	7.0	4.5	5.0	5.5	11.5%	-13.8%
Visitor	387.0	419.2	509.4	546.1	556.1	574.4	3.3%	5.1%
Non-transportation	345.6	369.7	454.4	502.0	508.7	522.4	2.7%	5.3%
Transportation	41.4	49.6	55.0	44.2	47.4	52.0	9.8%	2.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	118.6	127.8	142.4	164.2	177.9	202.5	13.8%	6.9%
<b>Employment (Jobs)</b>								
Employment	5,010	5,090	5,470	5,980	6,220	6,590	6.0%	3.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	16.5	18.3	21.6	25.0	26.5	28.0	5.7%	6.9%
Local	6.8	7.5	9.3	10.7	11.1	11.5	3.2%	6.8%
State	9.7	10.9	12.3	14.2	15.4	16.5	7.6%	6.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Clatsop County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	370.3	397.1	387.0	419.2	546.1	556.1	574.4
Other Travel*	17.9	15.5	18.2	20.1	4.5	5.0	5.5
<b>Total</b>	<b>388.2</b>	<b>412.7</b>	<b>405.2</b>	<b>439.3</b>	<b>550.6</b>	<b>561.1</b>	<b>580.0</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	86.5	94.6	93.2	100.9	141.3	146.8	151.5
Arts, Ent. & Rec.	51.6	51.6	49.8	51.8	67.1	66.8	68.0
Food Service	101.9	110.4	112.7	121.2	173.9	177.1	183.8
Food Stores	30.6	32.8	31.8	34.7	43.8	43.2	43.7
Local Tran. & Gas	38.7	49.2	41.4	49.6	44.2	47.4	52.0
Retail Sales	61.1	58.5	58.1	61.0	75.8	74.7	75.4
<b>Total</b>	<b>370.3</b>	<b>397.1</b>	<b>387.0</b>	<b>419.2</b>	<b>546.1</b>	<b>556.1</b>	<b>574.4</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	76.4	85.3	83.0	90.4	123.8	136.5	157.9
Arts, Ent. & Rec.	16.0	18.4	16.7	17.3	21.0	21.5	23.4
Ground Tran.	1.4	1.5	1.5	1.6	2.4	2.5	2.6
Other Travel*	5.7	4.1	5.8	6.2	0.2	0.2	0.3
Retail**	11.7	12.0	11.6	12.4	16.8	17.1	18.4
<b>Total</b>	<b>111.1</b>	<b>121.5</b>	<b>118.6</b>	<b>127.8</b>	<b>164.2</b>	<b>177.9</b>	<b>202.5</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	3,620	3,740	3,520	3,600	4,380	4,640	4,960
Arts, Ent. & Rec.	850	960	830	800	850	850	870
Ground Tran.	50	50	50	50	70	70	70
Other Travel*	80	70	70	90	10	10	10
Retail**	550	560	540	550	680	660	680
<b>Total</b>	<b>5,140</b>	<b>5,390</b>	<b>5,010</b>	<b>5,090</b>	<b>5,980</b>	<b>6,220</b>	<b>6,590</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	6.3	6.8	6.8	7.5	10.7	11.1	11.5
State Tax Receipts	9.2	10.0	9.7	10.9	14.2	15.4	16.5
<b>Total</b>	<b>15.5</b>	<b>16.7</b>	<b>16.5</b>	<b>18.3</b>	<b>25.0</b>	<b>26.5</b>	<b>28.0</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Clatsop County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>370.3</b>	<b>397.1</b>	<b>387.0</b>	<b>419.2</b>	<b>546.1</b>	<b>556.1</b>	<b>574.4</b>
<b>All Overnight</b>	<b>220.8</b>	<b>254.1</b>	<b>246.7</b>	<b>265.9</b>	<b>350.2</b>	<b>358.7</b>	<b>371.4</b>
Hotel, Motel, STVR*	175.1	205.3	198.9	214.7	295.2	302.7	313.6
Private Home	13.1	14.1	13.6	15.1	15.4	15.8	16.4
Other Overnight	32.6	34.7	34.2	36.1	39.6	40.2	41.5
<b>Day Travel</b>	<b>149.5</b>	<b>143.0</b>	<b>140.3</b>	<b>153.3</b>	<b>195.9</b>	<b>197.4</b>	<b>203.0</b>
Day Travel	149.5	143.0	140.3	153.3	195.9	197.4	203.0

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$323	\$611	\$132	\$250	2.4	1.9
Private Home	\$85	\$257	\$32	\$99	2.6	3.0
Other Overnight	\$132	\$439	\$40	\$134	3.3	3.3
All Overnight	\$251	\$553	\$95	\$215	2.6	2.2

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	2,401	2,358	2,371	982	964	970
Private Home	495	498	507	190	191	194
Other Overnight	1,018	1,016	1,025	311	310	313
All Overnight	3,914	3,871	3,903	1,483	1,466	1,478

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,270	1,246	1,254	519	510	513
Private Home	163	164	167	62	63	64
Other Overnight	308	307	310	94	94	94
All Overnight	1,740	1,717	1,730	676	666	671

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Columbia County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$50,468
Employee Earnings generated by \$100 Visitor Spending	\$40
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.08

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,982
Additional employment if each resident household encouraged one additional overnight visitor	39

### Visitor Shares

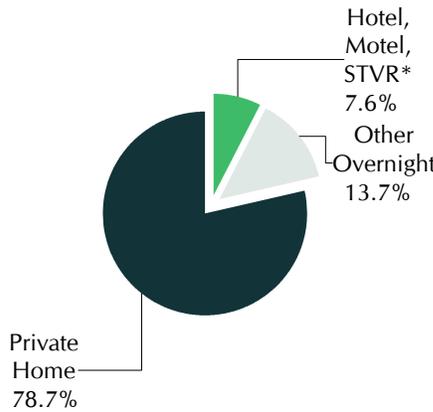
Travel Share of Total Employment (2017)*	3.9 %
Overnight Visitor Share of Resident Population (2017)**	3.6 %

### Overnight Visitor Spending and Volume

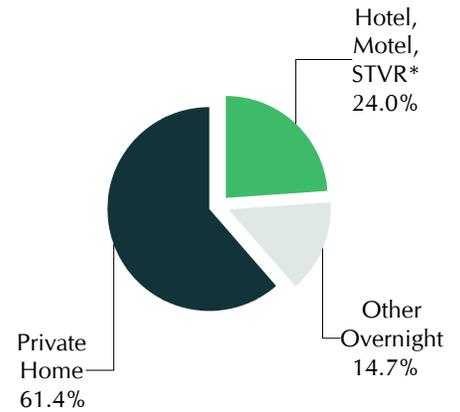
\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



**Spending**



as a percent of total

as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	25.4	51.8	5.3
Private Home	173.8	539.0	13.6
Other Overnight	28.8	94.1	3.3
All Overnight	227.9	684.9	22.2

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Columbia**  
**Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	33.7	37.6	38.4	37.3	39.3	41.1	4.7%	2.5%
Other	6.7	8.3	7.7	5.9	6.6	7.3	11.5%	1.1%
Visitor	27.0	29.3	30.7	31.5	32.7	33.8	3.4%	2.9%
Non-transportation	23.8	25.4	27.1	28.6	29.5	30.3	2.7%	3.1%
Transportation	3.2	3.8	3.6	2.9	3.2	3.5	10.0%	1.0%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	8.2	9.3	10.0	11.3	12.9	13.8	6.9%	6.7%
<b>Employment (Jobs)</b>								
Employment	530	570	580	630	680	690	1.1%	3.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.1	1.3	1.4	1.5	1.7	1.7	2.4%	5.6%
State	1.1	1.3	1.4	1.5	1.7	1.7	2.4%	5.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Columbia County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	26.9	27.9	27.0	29.3	31.5	32.7	33.8
Other Travel*	6.8	8.5	6.7	8.3	5.9	6.6	7.3
<b>Total</b>	<b>33.7</b>	<b>36.4</b>	<b>33.7</b>	<b>37.6</b>	<b>37.3</b>	<b>39.3</b>	<b>41.1</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	2.9	2.8	2.5	2.6	3.2	3.3	3.4
Arts, Ent. & Rec.	4.0	3.8	3.7	3.8	4.1	4.2	4.3
Food Service	7.7	7.9	8.2	8.8	10.3	10.8	11.3
Food Stores	4.2	4.8	4.7	5.2	5.8	5.8	5.9
Local Tran. & Gas	3.2	3.7	3.2	3.8	2.9	3.2	3.5
Retail Sales	4.9	4.7	4.7	5.0	5.2	5.3	5.3
<b>Total</b>	<b>26.9</b>	<b>27.9</b>	<b>27.0</b>	<b>29.3</b>	<b>31.5</b>	<b>32.7</b>	<b>33.8</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	4.3	4.5	5.2	6.2	8.0	9.4	10.2
Arts, Ent. & Rec.	1.3	1.4	1.3	1.3	1.2	1.3	1.3
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Other Travel*	0.2	0.2	0.2	0.3	0.3	0.3	0.4
Retail**	1.2	1.3	1.2	1.3	1.5	1.6	1.7
<b>Total</b>	<b>7.2</b>	<b>7.6</b>	<b>8.2</b>	<b>9.3</b>	<b>11.3</b>	<b>12.9</b>	<b>13.8</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	290	280	310	340	380	420	430
Arts, Ent. & Rec.	150	150	140	140	150	170	170
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	20	20	20	20	20	20	20
Retail**	60	60	60	60	70	70	70
<b>Total</b>	<b>530</b>	<b>520</b>	<b>530</b>	<b>570</b>	<b>630</b>	<b>680</b>	<b>690</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
State Tax Receipts	1.1	1.1	1.1	1.3	1.5	1.7	1.7
<b>Total</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>	<b>1.3</b>	<b>1.5</b>	<b>1.7</b>	<b>1.7</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Columbia County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>26.9</b>	<b>27.9</b>	<b>27.0</b>	<b>29.3</b>	<b>31.5</b>	<b>32.7</b>	<b>33.8</b>
<b>All Overnight</b>	<b>17.5</b>	<b>18.6</b>	<b>17.8</b>	<b>19.3</b>	<b>20.7</b>	<b>21.4</b>	<b>22.2</b>
Hotel, Motel, STVR*	5.9	5.0	4.4	4.5	5.0	5.2	5.3
Private Home	10.5	11.1	10.9	11.9	12.6	13.1	13.6
Other Overnight	1.1	2.6	2.5	2.8	3.1	3.1	3.3
<b>Day Travel</b>	<b>9.5</b>	<b>9.2</b>	<b>9.1</b>	<b>10.0</b>	<b>10.8</b>	<b>11.2</b>	<b>11.6</b>
Day Travel	9.5	9.2	9.1	10.0	10.8	11.2	11.6

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$244	\$498	\$103	\$210	2.4	2.0
Private Home	\$54	\$166	\$25	\$78	2.1	3.1
Other Overnight	\$113	\$370	\$35	\$113	3.3	3.3
All Overnight	\$73	\$219	\$32	\$97	2.2	3.0

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	50	51	52	21	21	22
Private Home	521	533	539	246	251	254
Other Overnight	94	93	94	29	29	29
All Overnight	665	677	685	296	301	305

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	25	25	25	10	11	11
Private Home	168	172	174	79	81	82
Other Overnight	29	28	29	9	9	9
All Overnight	221	225	228	98	100	101

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Coos County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$82,533
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.68

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,586
Additional employment if each resident household encouraged one additional overnight visitor	56

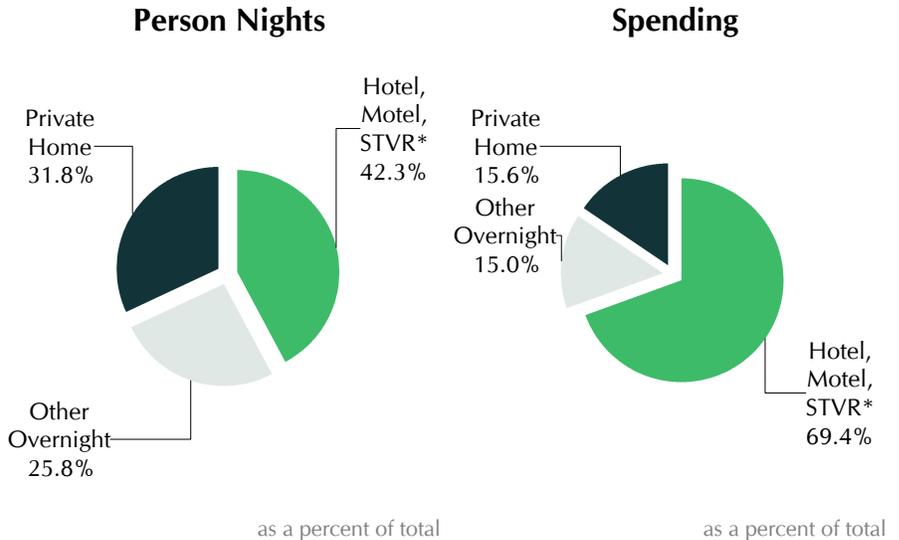
### Visitor Shares

Travel Share of Total Employment (2017)*	10.5 %
Overnight Visitor Share of Resident Population (2017)**	11.0 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	579.7	1,096.4	121.1
Private Home	271.2	824.7	27.1
Other Overnight	207.1	669.5	26.2
All Overnight	1,058.0	2,590.7	174.4

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Coos**  
**Direct Travel Impacts, 2010-2018p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	210.8	230.7	252.6	265.5	271.0	275.8	1.8%	3.4%	
Other	11.9	12.6	11.2	9.1	9.8	10.7	8.7%	-1.4%	
Visitor	198.9	218.0	241.3	256.4	261.2	265.1	1.5%	3.7%	
Non-transportation	172.4	186.5	209.4	229.8	233.4	235.1	0.8%	4.0%	
Transportation	26.4	31.5	31.9	26.6	27.9	30.0	7.7%	1.6%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	56.3	60.4	66.6	76.5	79.3	84.5	6.6%	5.2%	
<b>Employment (Jobs)</b>									
Employment	2,940	3,030	3,030	3,280	3,300	3,330	1.1%	1.6%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	6.5	7.3	7.9	9.0	9.5	9.7	2.6%	5.1%	
Local	1.1	1.1	1.2	1.4	1.5	1.5	1.5%	3.6%	
State	5.4	6.2	6.7	7.6	8.0	8.2	2.9%	5.4%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Coos County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	204.8	217.4	198.9	218.0	256.4	261.2	265.1
Other Travel*	13.2	14.9	11.9	12.6	9.1	9.8	10.7
<b>Total</b>	<b>218.0</b>	<b>232.3</b>	<b>210.8</b>	<b>230.7</b>	<b>265.5</b>	<b>271.0</b>	<b>275.8</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	42.7	44.7	40.7	45.3	58.8	61.5	59.2
Arts, Ent. & Rec.	36.1	35.9	33.1	34.8	40.7	40.6	41.3
Food Service	51.5	55.6	53.9	58.7	76.0	77.7	80.5
Food Stores	19.6	21.3	19.9	21.7	25.1	24.7	25.1
Local Tran. & Gas	23.7	29.6	23.5	28.6	23.0	24.8	27.2
Retail Sales	26.6	26.0	24.8	26.1	29.2	28.9	29.1
Visitor Air Tran.	4.6	4.4	2.9	2.9	3.6	3.1	2.8
<b>Total</b>	<b>204.8</b>	<b>217.4</b>	<b>198.9</b>	<b>218.0</b>	<b>256.4</b>	<b>261.2</b>	<b>265.1</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	35.9	39.5	36.1	38.8	49.6	51.3	55.7
Arts, Ent. & Rec.	9.6	11.0	9.5	10.5	12.5	12.8	12.8
Ground Tran.	0.8	0.9	0.8	0.9	1.2	1.3	1.3
Other Travel*	3.5	3.5	3.8	3.8	5.2	5.8	6.5
Retail**	6.1	6.5	6.0	6.4	7.9	8.0	8.2
<b>Total</b>	<b>56.0</b>	<b>61.3</b>	<b>56.3</b>	<b>60.4</b>	<b>76.5</b>	<b>79.3</b>	<b>84.5</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	1,930	2,010	1,700	1,750	1,950	2,000	2,010
Arts, Ent. & Rec.	770	840	830	870	860	820	840
Ground Tran.	30	30	30	30	30	30	30
Other Travel*	100	110	100	90	110	110	120
Retail**	300	310	280	290	330	330	320
<b>Total</b>	<b>3,140</b>	<b>3,300</b>	<b>2,940</b>	<b>3,030</b>	<b>3,280</b>	<b>3,300</b>	<b>3,330</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	1.3	1.3	1.1	1.1	1.4	1.5	1.5
State Tax Receipts	5.5	5.9	5.4	6.2	7.6	8.0	8.2
<b>Total</b>	<b>6.9</b>	<b>7.3</b>	<b>6.5</b>	<b>7.3</b>	<b>9.0</b>	<b>9.5</b>	<b>9.7</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Coos County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>200.2</b>	<b>213.0</b>	<b>195.9</b>	<b>215.1</b>	<b>252.8</b>	<b>258.2</b>	<b>262.3</b>
<b>All Overnight</b>	<b>129.0</b>	<b>141.9</b>	<b>129.3</b>	<b>141.9</b>	<b>168.3</b>	<b>172.7</b>	<b>174.4</b>
Hotel, Motel, STVR*	84.1	94.5	83.9	93.7	117.3	121.3	121.1
Private Home	23.3	24.6	24.2	25.7	25.8	26.2	27.1
Other Overnight	21.6	22.8	21.2	22.5	25.1	25.3	26.2
<b>Day Travel</b>	<b>71.1</b>	<b>71.1</b>	<b>66.6</b>	<b>73.2</b>	<b>84.6</b>	<b>85.4</b>	<b>87.9</b>
Day Travel	71.1	71.1	66.6	73.2	84.6	85.4	87.9

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$269	\$509	\$110	\$209	2.4	1.9
Private Home	\$85	\$259	\$33	\$100	2.6	3.1
Other Overnight	\$134	\$432	\$39	\$127	3.4	3.2
All Overnight	\$180	\$433	\$67	\$165	2.7	2.4

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,109	1,096	1,096	456	450	450
Private Home	816	813	825	319	317	321
Other Overnight	667	658	670	196	193	196
All Overnight	2,592	2,567	2,591	970	960	967

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	586	580	580	241	238	238
Private Home	268	267	271	104	103	105
Other Overnight	206	203	207	60	60	61
All Overnight	1,061	1,050	1,058	405	401	403

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Crook County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$70,887
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.87

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,117
Additional employment if each resident household encouraged one additional overnight visitor	16

### Visitor Shares

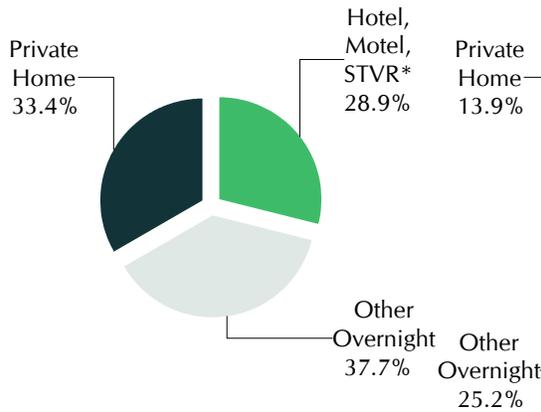
Travel Share of Total Employment (2017)*	5.9 %
Overnight Visitor Share of Resident Population (2017)**	8.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

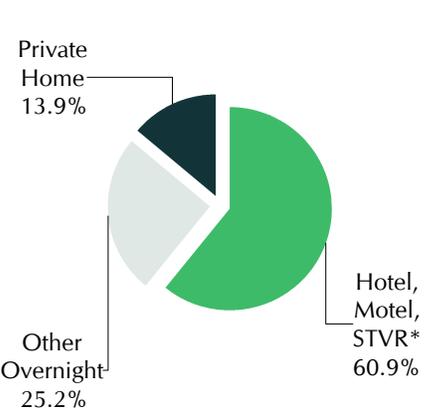
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

#### Person Nights



as a percent of total

#### Spending



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	123.0	204.6	21.7
Private Home	91.9	236.3	5.0
Other Overnight	89.5	266.8	9.0
All Overnight	304.5	707.7	35.6

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Crook**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	29.5	36.1	40.3	44.2	45.9	48.5	5.7%	6.4%
Other	2.9	3.5	3.3	2.6	2.9	3.3	11.5%	1.7%
Visitor	26.7	32.7	37.1	41.6	43.0	45.2	5.3%	6.8%
Non-transportation	24.1	29.3	33.8	38.8	39.9	41.8	4.8%	7.1%
Transportation	2.5	3.3	3.3	2.8	3.0	3.4	12.0%	3.7%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	8.1	9.2	10.6	13.0	13.8	15.6	12.7%	8.5%
<b>Employment (Jobs)</b>								
Employment	460	490	510	580	580	650	11.6%	4.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.9	1.2	1.3	1.5	1.6	1.8	6.6%	8.0%
Local	0.2	0.2	0.2	0.3	0.3	0.3	5.4%	7.5%
State	0.8	0.9	1.0	1.2	1.3	1.4	6.9%	8.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Crook County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	25.7	27.1	26.7	32.7	41.6	43.0	45.2
Other Travel*	3.2	3.9	2.9	3.5	2.6	2.9	3.3
<b>Total</b>	<b>28.8</b>	<b>31.0</b>	<b>29.5</b>	<b>36.1</b>	<b>44.2</b>	<b>45.9</b>	<b>48.5</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	4.8	5.0	5.4	7.3	11.4	12.0	12.6
Arts, Ent. & Rec.	4.0	4.1	4.0	4.9	6.1	6.1	6.4
Food Service	6.4	6.8	7.0	8.5	11.2	11.6	12.4
Food Stores	4.2	4.6	4.2	4.7	5.5	5.5	5.7
Local Tran. & Gas	2.5	3.0	2.5	3.3	2.8	3.0	3.4
Retail Sales	3.8	3.6	3.6	4.0	4.6	4.6	4.7
<b>Total</b>	<b>25.7</b>	<b>27.1</b>	<b>26.7</b>	<b>32.7</b>	<b>41.6</b>	<b>43.0</b>	<b>45.2</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	5.6	6.1	5.4	5.9	9.1	9.7	10.5
Arts, Ent. & Rec.	1.5	1.7	1.6	2.0	2.3	2.4	3.3
Ground Tran.	0.1	0.1	0.1	0.2	0.2	0.2	0.3
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	1.0	1.0	1.0	1.1	1.3	1.4	1.5
<b>Total</b>	<b>8.3</b>	<b>9.1</b>	<b>8.1</b>	<b>9.2</b>	<b>13.0</b>	<b>13.8</b>	<b>15.6</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	250	270	230	230	300	310	330
Arts, Ent. & Rec.	180	190	180	200	210	200	240
Ground Tran.	0	0	0	0	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	50	50	50	50	60	60	60
<b>Total</b>	<b>490</b>	<b>530</b>	<b>460</b>	<b>490</b>	<b>580</b>	<b>580</b>	<b>650</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.2	0.2	0.2	0.2	0.3	0.3	0.3
State Tax Receipts	0.8	0.9	0.8	0.9	1.2	1.3	1.4
<b>Total</b>	<b>1.0</b>	<b>1.0</b>	<b>0.9</b>	<b>1.2</b>	<b>1.5</b>	<b>1.6</b>	<b>1.8</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Crook County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>25.7</b>	<b>27.1</b>	<b>26.7</b>	<b>32.7</b>	<b>41.6</b>	<b>43.0</b>	<b>45.2</b>
<b>All Overnight</b>	<b>18.9</b>	<b>20.3</b>	<b>20.2</b>	<b>25.1</b>	<b>32.7</b>	<b>33.8</b>	<b>35.6</b>
Hotel, Motel, STVR*	7.2	7.7	9.1	13.1	19.5	20.4	21.7
Private Home	3.9	4.3	3.9	4.3	4.6	4.7	5.0
Other Overnight	7.8	8.3	7.2	7.7	8.6	8.7	9.0
<b>Day Travel</b>	<b>6.8</b>	<b>6.7</b>	<b>6.5</b>	<b>7.6</b>	<b>8.9</b>	<b>9.2</b>	<b>9.6</b>
Day Travel	6.8	6.7	6.5	7.6	8.9	9.2	9.6

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$260	\$433	\$106	\$177	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$114	\$337	\$34	\$100	3.4	3.0
All Overnight	\$140	\$316	\$50	\$117	2.8	2.3

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	194	195	205	79	79	83
Private Home	228	231	236	89	90	92
Other Overnight	265	264	267	79	78	79
All Overnight	687	690	708	247	248	255

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	116	117	123	47	48	50
Private Home	89	90	92	35	35	36
Other Overnight	89	89	90	27	26	27
All Overnight	294	296	304	109	109	113

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Curry County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$64,106
Employee Earnings generated by \$100 Visitor Spending	\$40
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.42

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,555
Additional employment if each resident household encouraged one additional overnight visitor	24

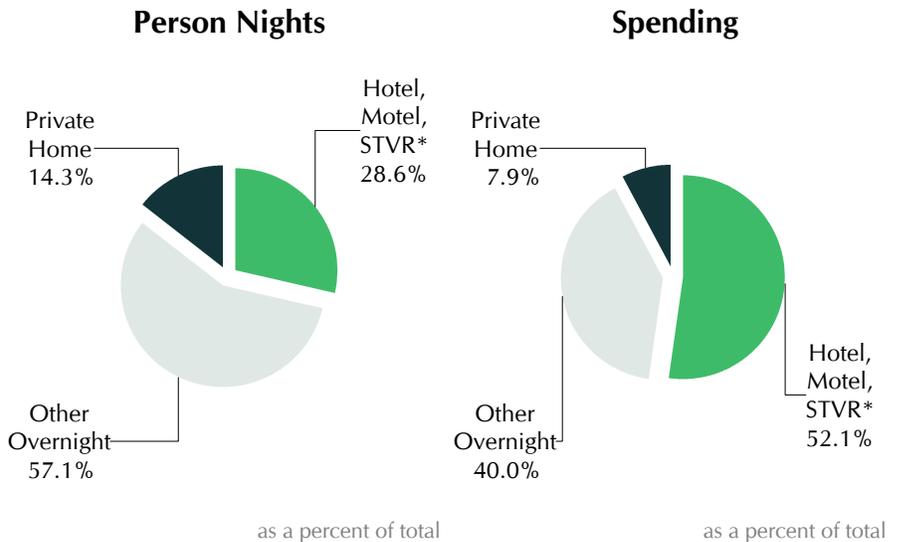
### Visitor Shares

Travel Share of Total Employment (2017)*	19.7 %
Overnight Visitor Share of Resident Population (2017)**	19.1 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	275.7	458.6	50.2
Private Home	89.2	229.3	7.6
Other Overnight	295.8	913.9	38.5
All Overnight	660.7	1,601.8	96.2

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Curry**  
**Direct Travel Impacts, 2010-2018p**

	<b>Avg. Annual Chg.</b>							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	111.1	117.7	123.6	130.4	132.6	137.7	3.9%	2.7%
Other	3.1	3.8	3.5	2.6	2.9	3.2	11.5%	0.6%
Visitor	108.0	113.9	120.2	127.8	129.7	134.5	3.7%	2.8%
Non-transportation	96.1	99.9	106.9	117.2	118.4	122.0	3.0%	3.0%
Transportation	12.0	14.0	13.2	10.5	11.3	12.5	10.6%	0.5%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	35.7	37.9	41.9	49.1	51.3	54.3	5.9%	5.4%
<b>Employment (Jobs)</b>								
Employment	1,740	1,740	1,790	2,010	2,040	2,110	3.2%	2.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	3.2	3.5	3.7	4.2	4.5	4.6	3.0%	4.6%
Local	0.5	0.5	0.5	0.6	0.7	0.7	2.9%	3.2%
State	2.7	3.0	3.1	3.6	3.8	3.9	3.1%	4.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Curry County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	106.7	112.5	108.0	113.9	127.8	129.7	134.5
Other Travel*	3.1	3.7	3.1	3.8	2.6	2.9	3.2
<b>Total</b>	<b>109.8</b>	<b>116.1</b>	<b>111.1</b>	<b>117.7</b>	<b>130.4</b>	<b>132.6</b>	<b>137.7</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	22.6	22.9	22.3	23.1	27.8	29.0	29.9
Arts, Ent. & Rec.	15.3	15.3	14.6	14.8	16.7	16.6	17.0
Food Service	27.2	28.8	29.1	30.5	37.6	38.3	40.0
Food Stores	13.7	15.5	14.7	15.8	18.0	17.6	18.0
Local Tran. & Gas	11.8	14.5	12.0	14.0	10.5	11.3	12.5
Retail Sales	16.2	15.5	15.3	15.7	17.1	16.8	17.1
<b>Total</b>	<b>106.7</b>	<b>112.5</b>	<b>108.0</b>	<b>113.9</b>	<b>127.8</b>	<b>129.7</b>	<b>134.5</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	25.2	27.0	26.0	28.8	39.2	41.3	44.1
Arts, Ent. & Rec.	4.9	5.7	5.1	4.3	4.1	4.1	4.1
Ground Tran.	0.4	0.4	0.4	0.4	0.5	0.5	0.5
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	4.1	4.3	4.1	4.3	5.1	5.2	5.4
<b>Total</b>	<b>34.7</b>	<b>37.6</b>	<b>35.7</b>	<b>37.9</b>	<b>49.1</b>	<b>51.3</b>	<b>54.3</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	1,200	1,200	1,130	1,190	1,400	1,420	1,450
Arts, Ent. & Rec.	430	450	400	340	380	380	420
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	200	210	190	190	220	220	220
<b>Total</b>	<b>1,850</b>	<b>1,880</b>	<b>1,740</b>	<b>1,740</b>	<b>2,010</b>	<b>2,040</b>	<b>2,110</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.6	0.6	0.5	0.5	0.6	0.7	0.7
State Tax Receipts	2.7	2.8	2.7	3.0	3.6	3.8	3.9
<b>Total</b>	<b>3.2</b>	<b>3.4</b>	<b>3.2</b>	<b>3.5</b>	<b>4.2</b>	<b>4.5</b>	<b>4.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Curry County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>106.7</b>	<b>112.5</b>	<b>108.0</b>	<b>113.9</b>	<b>127.8</b>	<b>129.7</b>	<b>134.5</b>
<b>All Overnight</b>	<b>74.3</b>	<b>80.9</b>	<b>77.4</b>	<b>81.1</b>	<b>91.0</b>	<b>92.7</b>	<b>96.2</b>
Hotel, Motel, STVR*	39.4	41.7	39.7	41.2	46.9	48.3	50.2
Private Home	6.1	6.3	6.5	7.1	7.2	7.3	7.6
Other Overnight	28.8	32.9	31.2	32.8	36.8	37.1	38.5
<b>Day Travel</b>	<b>32.4</b>	<b>31.6</b>	<b>30.7</b>	<b>32.8</b>	<b>36.8</b>	<b>37.0</b>	<b>38.3</b>
Day Travel	32.4	31.6	30.7	32.8	36.8	37.0	38.3

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$268	\$446	\$109	\$182	2.5	1.7
Private Home	\$85	\$217	\$33	\$85	2.6	2.6
Other Overnight	\$145	\$446	\$42	\$130	3.4	3.1
All Overnight	\$177	\$412	\$60	\$146	3.0	2.3

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	461	455	459	188	185	187
Private Home	228	225	229	89	88	90
Other Overnight	910	897	914	264	261	265
All Overnight	1,599	1,577	1,602	541	534	542

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	277	273	276	113	111	112
Private Home	89	88	89	35	34	35
Other Overnight	295	290	296	86	85	86
All Overnight	660	651	661	234	230	233

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Deschutes County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$97,628
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.08

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$15,675
Additional employment if each resident household encouraged one additional overnight visitor	161

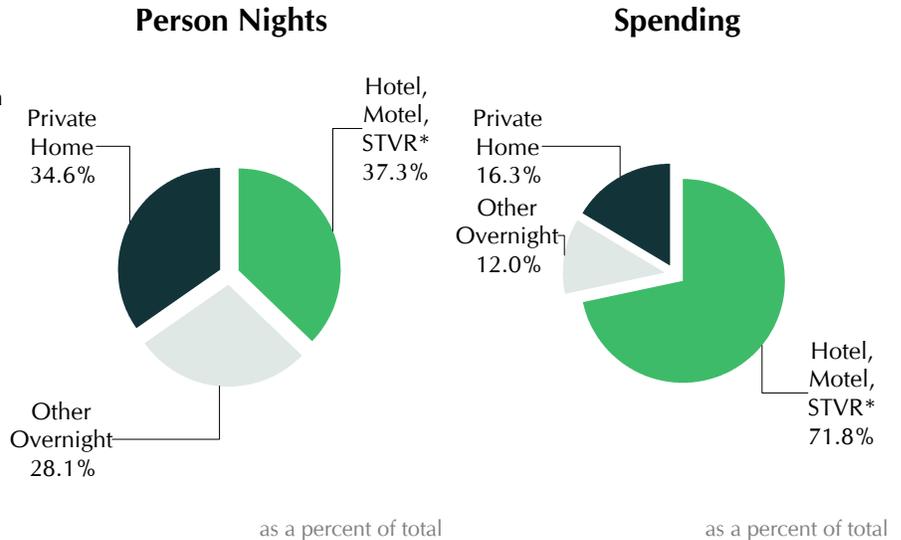
### Visitor Shares

Travel Share of Total Employment (2017)*	6.0 %
Overnight Visitor Share of Resident Population (2017)**	10.2 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,388.9	2,627.2	406.9
Private Home	800.2	2,433.5	92.4
Other Overnight	589.6	1,975.8	67.8
All Overnight	2,778.7	7,036.5	567.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Deschutes**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	510.8	557.0	622.8	715.8	759.6	812.5	7.0%	6.0%
Other	67.1	62.0	66.3	71.0	80.4	95.6	18.9%	4.5%
Visitor	443.7	495.0	556.5	644.9	679.2	716.9	5.5%	6.2%
Non-transportation	370.9	417.8	475.1	564.2	586.3	610.6	4.1%	6.4%
Transportation	72.8	77.2	81.3	80.7	92.9	106.3	14.4%	4.8%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	117.5	131.5	154.7	187.5	202.7	225.5	11.3%	8.5%
<b>Employment (Jobs)</b>								
Employment	5,310	5,630	6,270	6,970	7,110	7,560	6.3%	4.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	18.9	22.0	25.5	31.9	34.5	36.4	5.4%	8.5%
Local	7.4	8.3	10.2	13.2	14.0	14.6	4.1%	8.9%
State	11.5	13.7	15.3	18.8	20.5	21.8	6.4%	8.3%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Deschutes County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	417.5	453.9	443.7	495.0	644.9	679.2	716.9
Other Travel*	51.1	58.9	67.1	62.0	71.0	80.4	95.6
<b>Total</b>	<b>468.6</b>	<b>512.8</b>	<b>510.8</b>	<b>557.0</b>	<b>715.8</b>	<b>759.6</b>	<b>812.5</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	108.1	111.6	104.7	121.3	187.4	197.6	204.1
Arts, Ent. & Rec.	52.5	54.8	52.7	57.2	70.2	71.9	74.6
Food Service	104.0	116.0	117.8	133.5	181.3	189.8	201.5
Food Stores	34.3	38.8	37.1	41.8	50.3	50.8	52.1
Local Tran. & Gas	43.3	55.2	46.3	58.5	49.1	54.1	60.9
Retail Sales	57.8	59.0	58.6	64.0	75.0	76.1	78.2
Visitor Air Tran.	17.6	18.6	26.5	18.7	31.6	38.8	45.4
<b>Total</b>	<b>417.5</b>	<b>453.9</b>	<b>443.7</b>	<b>495.0</b>	<b>644.9</b>	<b>679.2</b>	<b>716.9</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	77.0	85.9	81.9	93.9	136.5	148.9	165.8
Arts, Ent. & Rec.	15.7	18.9	17.0	17.3	23.7	24.9	28.5
Ground Tran.	1.6	1.8	1.7	2.0	2.8	3.0	3.1
Other Travel*	3.9	4.4	4.4	4.6	7.0	7.4	8.4
Retail**	11.9	13.0	12.4	13.8	17.6	18.5	19.6
<b>Total</b>	<b>110.1</b>	<b>123.9</b>	<b>117.5</b>	<b>131.5</b>	<b>187.5</b>	<b>202.7</b>	<b>225.5</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	3,510	3,890	3,720	3,970	4,960	5,030	5,320
Arts, Ent. & Rec.	780	950	860	870	1,080	1,140	1,260
Ground Tran.	60	60	60	60	80	80	80
Other Travel*	150	150	140	140	200	200	220
Retail**	560	570	540	580	650	660	680
<b>Total</b>	<b>5,050</b>	<b>5,620</b>	<b>5,310</b>	<b>5,630</b>	<b>6,970</b>	<b>7,110</b>	<b>7,560</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	9.0	7.7	7.4	8.3	13.2	14.0	14.6
State Tax Receipts	11.1	12.2	11.5	13.7	18.8	20.5	21.8
<b>Total</b>	<b>20.0</b>	<b>19.9</b>	<b>18.9</b>	<b>22.0</b>	<b>31.9</b>	<b>34.5</b>	<b>36.4</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Deschutes County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>399.9</b>	<b>435.3</b>	<b>417.2</b>	<b>476.3</b>	<b>613.3</b>	<b>640.5</b>	<b>671.5</b>
<b>All Overnight</b>	<b>331.0</b>	<b>363.5</b>	<b>347.0</b>	<b>396.4</b>	<b>517.0</b>	<b>540.7</b>	<b>567.1</b>
Hotel, Motel, STVR*	218.0	238.7	226.1	263.5	368.6	386.3	406.9
Private Home	59.5	67.1	66.0	73.6	83.8	87.7	92.4
Other Overnight	53.6	57.8	54.9	59.3	64.6	66.7	67.8
<b>Day Travel</b>	<b>69.0</b>	<b>71.7</b>	<b>70.2</b>	<b>79.9</b>	<b>96.3</b>	<b>99.8</b>	<b>104.4</b>
Day Travel	69.0	71.7	70.2	79.9	96.3	99.8	104.4

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$368	\$703	\$155	\$293	2.4	1.9
Private Home	\$90	\$286	\$38	\$115	2.4	3.2
Other Overnight	\$110	\$369	\$34	\$115	3.2	3.4
All Overnight	\$207	\$522	\$81	\$204	2.6	2.5

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	2,527	2,538	2,627	1,055	1,064	1,105
Private Home	2,359	2,387	2,434	966	992	1,022
Other Overnight	1,960	1,984	1,976	612	621	617
All Overnight	6,846	6,910	7,037	2,632	2,677	2,745

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,336	1,342	1,389	554	558	578
Private Home	776	785	800	309	315	324
Other Overnight	585	592	590	182	185	184
All Overnight	2,696	2,719	2,779	1,045	1,058	1,086

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Douglas County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$73,619
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.82

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$6,214
Additional employment if each resident household encouraged one additional overnight visitor	84

### Visitor Shares

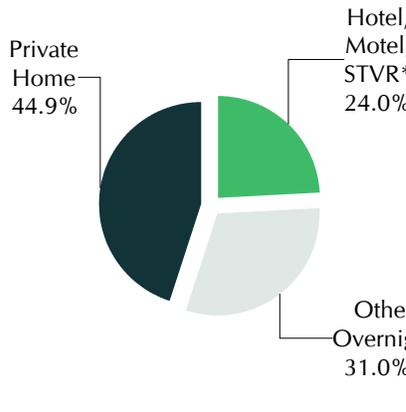
Travel Share of Total Employment (2017)*	6.1 %
Overnight Visitor Share of Resident Population (2017)**	6.2 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

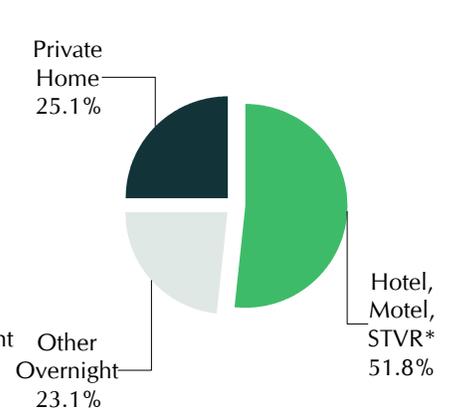
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	328.1	605.2	82.2
Private Home	377.6	1,131.5	39.8
Other Overnight	245.0	780.7	36.7
All Overnight	950.7	2,517.3	158.7

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Douglas**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	204.4	219.8	229.5	233.2	237.5	244.1	2.8%	2.2%
Other	15.6	19.0	17.7	12.5	13.9	15.5	11.5%	-0.1%
Visitor	188.8	200.8	211.8	220.7	223.6	228.7	2.3%	2.4%
Non-transportation	168.2	176.3	188.8	202.6	204.1	207.0	1.4%	2.6%
Transportation	20.6	24.5	23.1	18.0	19.4	21.7	11.5%	0.6%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	53.7	55.9	61.5	68.1	70.5	72.6	3.1%	3.8%
<b>Employment (Jobs)</b>								
Employment	2,810	2,830	2,980	3,130	3,170	3,140	-0.7%	1.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	6.3	7.0	7.3	8.1	8.6	8.7	1.8%	4.2%
Local	1.0	1.1	1.2	1.4	1.4	1.4	3.2%	4.5%
State	5.3	5.9	6.2	6.7	7.2	7.3	1.5%	4.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Douglas County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	198.4	197.8	188.8	200.8	220.7	223.6	228.7
Other Travel*	15.4	18.6	15.6	19.0	12.5	13.9	15.5
<b>Total</b>	<b>213.8</b>	<b>216.4</b>	<b>204.4</b>	<b>219.8</b>	<b>233.2</b>	<b>237.5</b>	<b>244.1</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	31.9	31.8	29.2	29.8	37.8	38.5	35.2
Arts, Ent. & Rec.	39.9	37.1	35.6	37.0	40.4	40.4	41.7
Food Service	51.0	51.3	51.7	55.0	65.7	67.2	70.7
Food Stores	21.7	22.5	21.9	23.7	26.3	26.0	26.6
Local Tran. & Gas	21.6	25.2	20.6	24.5	18.0	19.4	21.7
Retail Sales	32.4	29.8	29.8	30.8	32.4	32.0	32.7
<b>Total</b>	<b>198.4</b>	<b>197.8</b>	<b>188.8</b>	<b>200.8</b>	<b>220.7</b>	<b>223.6</b>	<b>228.7</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	33.8	35.1	33.1	34.3	41.8	43.4	45.6
Arts, Ent. & Rec.	12.5	13.4	12.1	12.7	16.3	16.7	16.2
Ground Tran.	0.8	0.8	0.7	0.8	1.0	1.0	1.1
Other Travel*	0.9	0.8	0.9	1.0	0.7	0.7	0.7
Retail**	7.1	7.1	6.8	7.2	8.4	8.6	9.0
<b>Total</b>	<b>55.1</b>	<b>57.2</b>	<b>53.7</b>	<b>55.9</b>	<b>68.1</b>	<b>70.5</b>	<b>72.6</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	1,910	1,910	1,740	1,740	1,900	1,910	1,940
Arts, Ent. & Rec.	800	780	680	690	810	830	770
Ground Tran.	30	30	20	30	30	30	30
Other Travel*	50	50	50	50	40	40	40
Retail**	360	340	320	330	360	360	370
<b>Total</b>	<b>3,160</b>	<b>3,100</b>	<b>2,810</b>	<b>2,830</b>	<b>3,130</b>	<b>3,170</b>	<b>3,140</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	1.1	1.1	1.0	1.1	1.4	1.4	1.4
State Tax Receipts	5.5	5.6	5.3	5.9	6.7	7.2	7.3
<b>Total</b>	<b>6.6</b>	<b>6.7</b>	<b>6.3</b>	<b>7.0</b>	<b>8.1</b>	<b>8.6</b>	<b>8.7</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Douglas County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>198.4</b>	<b>197.8</b>	<b>188.8</b>	<b>200.8</b>	<b>220.7</b>	<b>223.6</b>	<b>228.7</b>
<b>All Overnight</b>	<b>110.0</b>	<b>116.1</b>	<b>108.7</b>	<b>114.6</b>	<b>126.9</b>	<b>129.0</b>	<b>130.1</b>
Hotel, Motel, STVR*	60.1	63.0	55.8	58.0	67.6	68.6	67.3
Private Home	28.5	31.1	31.5	34.1	34.5	35.2	36.8
Other Overnight	21.3	22.0	21.5	22.5	24.9	25.1	26.0
<b>Day Travel</b>	<b>88.4</b>	<b>81.7</b>	<b>80.0</b>	<b>86.2</b>	<b>93.7</b>	<b>94.6</b>	<b>98.5</b>
Day Travel	88.4	81.7	80.0	86.2	93.7	94.6	98.5

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$332	\$613	\$136	\$250	2.4	1.8
Private Home	\$92	\$274	\$35	\$105	2.6	3.0
Other Overnight	\$160	\$511	\$47	\$150	3.4	3.2
All Overnight	\$174	\$452	\$63	\$167	2.8	2.6

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	600	590	605	245	241	247
Private Home	1,107	1,107	1,131	426	426	435
Other Overnight	777	768	781	228	225	229
All Overnight	2,485	2,465	2,517	899	892	911

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	326	320	328	133	131	134
Private Home	369	369	378	142	142	145
Other Overnight	244	241	245	71	71	72
All Overnight	939	930	951	347	343	351

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Gilliam County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$88,872
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.03

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$99
Additional employment if each resident household encouraged one additional overnight visitor	1

### Visitor Shares

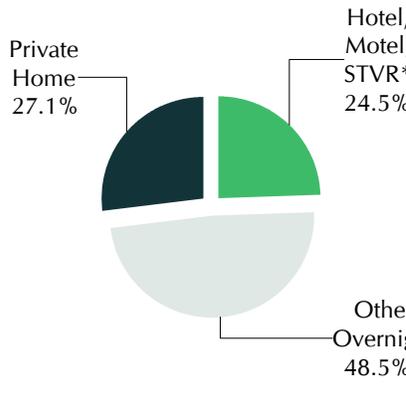
Travel Share of Total Employment (2017)*	3.9 %
Overnight Visitor Share of Resident Population (2017)**	10.1 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

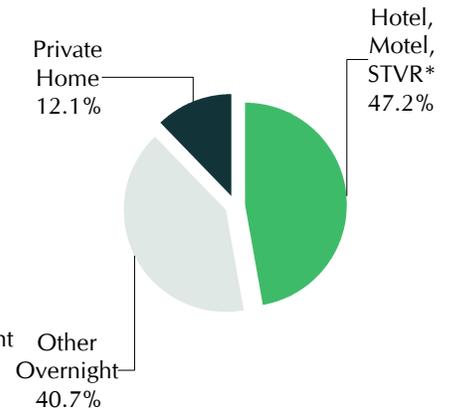
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	10.2	17.0	1.5
Private Home	7.3	18.8	0.4
Other Overnight	10.9	33.6	1.3
All Overnight	28.4	69.3	3.2

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Gilliam**  
**Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	4.2	4.4	4.2	4.4	4.5	4.7	3.4%	1.6%
Other	0.3	0.3	0.3	0.2	0.2	0.3	11.5%	0.4%
Visitor	3.9	4.1	3.9	4.1	4.3	4.4	2.9%	1.6%
Non-transportation	3.5	3.7	3.6	3.9	4.0	4.1	2.4%	1.8%
Transportation	0.4	0.4	0.4	0.3	0.3	0.3	9.9%	-0.4%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	0.9	1.0	0.9	1.0	1.1	1.2	5.5%	3.0%
<b>Employment (Jobs)</b>								
Employment	50	50	50	50	50	50	-3.5%	0.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.1	0.1	0.1	0.1	0.1	0.1	2.6%	3.5%
State	0.1	0.1	0.1	0.1	0.1	0.1	2.6%	3.5%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Gilliam County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	3.7	3.9	3.9	4.1	4.1	4.3	4.4
Other Travel*	0.2	0.3	0.3	0.3	0.2	0.2	0.3
<b>Total</b>	<b>3.9</b>	<b>4.2</b>	<b>4.2</b>	<b>4.4</b>	<b>4.4</b>	<b>4.5</b>	<b>4.7</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	0.6	0.8	0.8	0.8	0.9	1.0	1.0
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Food Service	0.9	1.0	1.0	1.1	1.2	1.2	1.3
Food Stores	0.6	0.6	0.6	0.6	0.7	0.7	0.7
Local Tran. & Gas	0.3	0.4	0.4	0.4	0.3	0.3	0.3
Retail Sales	0.5	0.5	0.5	0.5	0.5	0.5	0.5
<b>Total</b>	<b>3.7</b>	<b>3.9</b>	<b>3.9</b>	<b>4.1</b>	<b>4.1</b>	<b>4.3</b>	<b>4.4</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	0.5	0.6	0.6	0.6	0.7	0.8	0.8
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.1	0.1	0.1	0.1	0.2	0.2	0.2
<b>Total</b>	<b>0.9</b>	<b>1.0</b>	<b>0.9</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>1.2</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	40	30	30	30	30	30	30
Arts, Ent. & Rec.	10	10	10	10	10	10	10
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	10	10	10	10	10	10	10
<b>Total</b>	<b>60</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>Total</b>	<b>0.1</b>						

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Gilliam County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>3.7</b>	<b>3.9</b>	<b>3.9</b>	<b>4.1</b>	<b>4.1</b>	<b>4.3</b>	<b>4.4</b>
<b>All Overnight</b>	<b>2.5</b>	<b>2.9</b>	<b>2.9</b>	<b>3.0</b>	<b>3.0</b>	<b>3.2</b>	<b>3.2</b>
Hotel, Motel, STVR*	1.1	1.4	1.5	1.5	1.4	1.5	1.5
Private Home	0.3	0.3	0.3	0.4	0.4	0.4	0.4
Other Overnight	1.2	1.2	1.1	1.1	1.3	1.3	1.3
<b>Day Travel</b>	<b>1.1</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>1.1</b>	<b>1.2</b>	<b>1.2</b>
Day Travel	1.1	1.0	1.0	1.1	1.1	1.2	1.2

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$221	\$368	\$90	\$150	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$135	\$417	\$39	\$121	3.4	3.1
All Overnight	\$135	\$319	\$47	\$114	2.9	2.4

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	16	17	17	7	7	7
Private Home	19	19	19	7	7	7
Other Overnight	33	33	34	10	10	10
All Overnight	68	69	69	24	24	24

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	10	10	10	4	4	4
Private Home	7	7	7	3	3	3
Other Overnight	11	11	11	3	3	3
All Overnight	28	28	28	10	10	10

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Grant County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$61,676
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.19

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$301
Additional employment if each resident household encouraged one additional overnight visitor	5

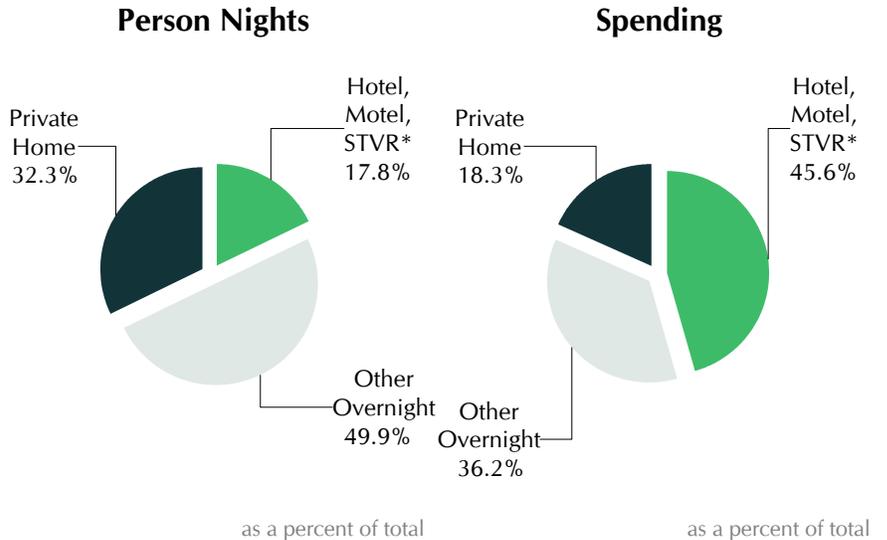
### Visitor Shares

Travel Share of Total Employment (2017)*	4.7 %
Overnight Visitor Share of Resident Population (2017)**	8.5 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	24.1	40.2	3.8
Private Home	28.3	72.7	1.5
Other Overnight	38.4	112.3	3.0
All Overnight	90.8	225.1	8.3

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Grant**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	9.8	9.7	10.5	10.7	11.2	11.6	3.6%	2.1%
Other	1.0	1.2	1.1	0.8	0.9	1.0	11.5%	0.0%
Visitor	8.8	8.5	9.4	9.9	10.3	10.6	2.9%	2.4%
Non-transportation	7.9	7.5	8.4	9.1	9.5	9.7	2.2%	2.6%
Transportation	0.9	1.0	1.0	0.8	0.9	0.9	9.7%	0.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	2.4	2.3	2.5	2.8	3.0	3.2	7.1%	3.8%
<b>Employment (Jobs)</b>								
Employment	180	160	170	180	180	180	-0.9%	-0.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.4	0.4	0.4	0.4	0.4	0.4	2.2%	2.6%
Local	0.1	0.1	0.1	0.1	0.1	0.1	1.4%	-1.4%
State	0.3	0.3	0.3	0.3	0.3	0.4	2.4%	3.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Grant County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	8.3	8.0	8.8	8.5	9.9	10.3	10.6
Other Travel*	1.0	1.2	1.0	1.2	0.8	0.9	1.0
<b>Total</b>	<b>9.3</b>	<b>9.1</b>	<b>9.8</b>	<b>9.7</b>	<b>10.7</b>	<b>11.2</b>	<b>11.6</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	1.5	1.5	1.7	1.5	2.1	2.3	2.4
Arts, Ent. & Rec.	1.3	1.2	1.3	1.2	1.4	1.4	1.5
Food Service	2.1	2.0	2.3	2.3	2.8	2.9	3.0
Food Stores	1.3	1.3	1.4	1.4	1.6	1.6	1.6
Local Tran. & Gas	0.9	1.0	0.9	1.0	0.8	0.9	0.9
Retail Sales	1.2	1.0	1.2	1.1	1.2	1.2	1.2
<b>Total</b>	<b>8.3</b>	<b>8.0</b>	<b>8.8</b>	<b>8.5</b>	<b>9.9</b>	<b>10.3</b>	<b>10.6</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	1.5	1.5	1.6	1.5	1.9	2.1	2.3
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Ground Tran.	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.3	0.3	0.3	0.3	0.4	0.4	0.4
<b>Total</b>	<b>2.3</b>	<b>2.2</b>	<b>2.4</b>	<b>2.3</b>	<b>2.8</b>	<b>3.0</b>	<b>3.2</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	120	100	110	100	110	110	120
Arts, Ent. & Rec.	60	50	50	40	40	40	30
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	20	20	20	20	20	20	20
<b>Total</b>	<b>200</b>	<b>170</b>	<b>180</b>	<b>160</b>	<b>180</b>	<b>180</b>	<b>180</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.3	0.2	0.3	0.3	0.3	0.3	0.4
<b>Total</b>	<b>0.3</b>	<b>0.3</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Grant County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>8.3</b>	<b>8.0</b>	<b>8.8</b>	<b>8.5</b>	<b>9.9</b>	<b>10.3</b>	<b>10.6</b>
<b>All Overnight</b>	<b>6.1</b>	<b>6.2</b>	<b>6.9</b>	<b>6.5</b>	<b>7.7</b>	<b>8.1</b>	<b>8.3</b>
Hotel, Motel, STVR*	2.6	2.4	2.9	2.4	3.4	3.7	3.8
Private Home	1.2	1.2	1.4	1.5	1.4	1.5	1.5
Other Overnight	2.4	2.5	2.5	2.6	2.9	2.9	3.0
<b>Day Travel</b>	<b>2.1</b>	<b>1.8</b>	<b>1.9</b>	<b>2.0</b>	<b>2.2</b>	<b>2.2</b>	<b>2.3</b>
Day Travel	2.1	1.8	1.9	2.0	2.2	2.2	2.3

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$232	\$386	\$95	\$157	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$90	\$260	\$27	\$78	3.3	2.9
All Overnight	\$106	\$257	\$37	\$92	2.9	2.4

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	38	40	40	16	16	16
Private Home	72	73	73	28	28	28
Other Overnight	112	111	112	33	33	34
All Overnight	222	223	225	77	78	78

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	23	24	24	9	10	10
Private Home	28	28	28	11	11	11
Other Overnight	38	38	38	12	11	12
All Overnight	89	90	91	32	32	32

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Harney County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$53,062
Employee Earnings generated by \$100 Visitor Spending	\$37
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.84

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$371
Additional employment if each resident household encouraged one additional overnight visitor	7

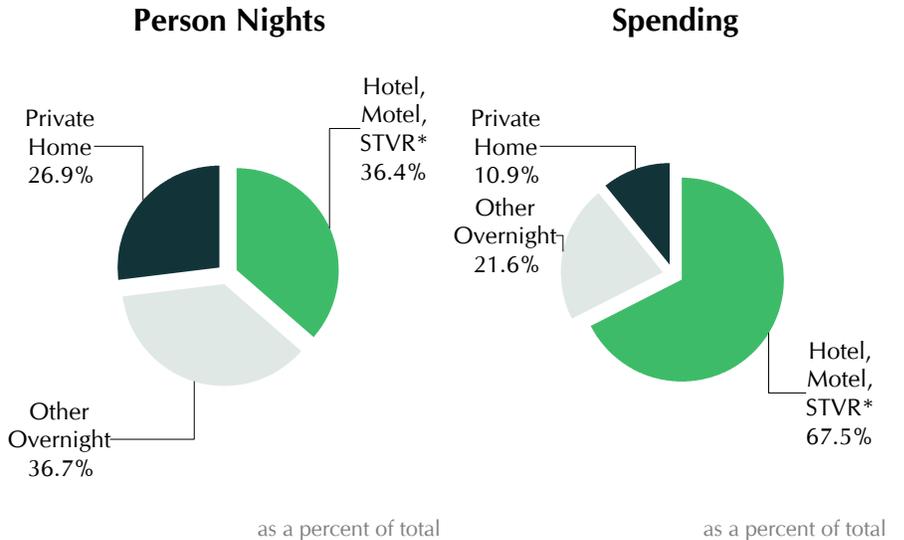
### Visitor Shares

Travel Share of Total Employment (2017)*	7.9 %
Overnight Visitor Share of Resident Population (2017)**	10.2 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	60.0	99.7	9.5
Private Home	28.7	73.7	1.5
Other Overnight	32.8	100.4	3.0
All Overnight	121.4	273.8	14.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Harney**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	14.6	16.7	16.7	17.7	18.8	19.3	3.1%	3.6%
Other	1.0	1.2	1.1	0.8	0.9	1.0	11.5%	0.3%
Visitor	13.6	15.5	15.6	16.9	17.8	18.3	2.7%	3.8%
Non-transportation	12.4	13.9	14.2	15.7	16.6	16.9	2.2%	4.0%
Transportation	1.2	1.5	1.4	1.1	1.3	1.4	9.5%	1.4%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	4.5	4.9	5.3	6.3	6.5	6.8	5.0%	5.5%
<b>Employment (Jobs)</b>								
Employment	280	290	300	310	330	350	6.2%	2.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.6	0.7	0.7	0.8	0.9	0.9	2.1%	5.3%
Local	0.2	0.3	0.2	0.3	0.3	0.3	1.4%	5.2%
State	0.4	0.4	0.4	0.5	0.6	0.6	2.5%	5.4%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Harney County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	17.4	14.5	13.6	15.5	16.9	17.8	18.3
Other Travel*	1.0	1.2	1.0	1.2	0.8	0.9	1.0
<b>Total</b>	<b>18.4</b>	<b>15.7</b>	<b>14.6</b>	<b>16.7</b>	<b>17.7</b>	<b>18.8</b>	<b>19.3</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	4.0	3.8	3.4	3.9	4.7	5.2	5.3
Arts, Ent. & Rec.	3.7	2.7	2.5	2.8	2.9	3.0	3.1
Food Service	4.3	3.5	3.4	3.9	4.5	4.7	4.9
Food Stores	1.9	1.6	1.7	1.9	2.0	2.0	2.1
Local Tran. & Gas	1.6	1.5	1.2	1.5	1.1	1.3	1.4
Retail Sales	2.0	1.4	1.4	1.5	1.6	1.6	1.6
<b>Total</b>	<b>17.4</b>	<b>14.5</b>	<b>13.6</b>	<b>15.5</b>	<b>16.9</b>	<b>17.8</b>	<b>18.3</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	4.0	3.5	3.2	3.5	4.7	4.8	5.1
Arts, Ent. & Rec.	1.0	0.9	0.7	0.8	0.9	1.0	1.1
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.5	0.4	0.4	0.4	0.5	0.5	0.6
<b>Total</b>	<b>5.7</b>	<b>4.9</b>	<b>4.5</b>	<b>4.9</b>	<b>6.3</b>	<b>6.5</b>	<b>6.8</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	220	200	180	170	200	210	220
Arts, Ent. & Rec.	120	100	90	90	90	90	100
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	30	20	20	20	20	20	20
<b>Total</b>	<b>380</b>	<b>330</b>	<b>280</b>	<b>290</b>	<b>310</b>	<b>330</b>	<b>350</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Receipts	0.5	0.4	0.4	0.4	0.5	0.6	0.6
<b>Total</b>	<b>0.7</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.8</b>	<b>0.9</b>	<b>0.9</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Harney County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>17.4</b>	<b>14.5</b>	<b>13.6</b>	<b>15.5</b>	<b>16.9</b>	<b>17.8</b>	<b>18.3</b>
<b>All Overnight</b>	<b>12.3</b>	<b>11.2</b>	<b>10.3</b>	<b>11.8</b>	<b>13.0</b>	<b>13.8</b>	<b>14.1</b>
Hotel, Motel, STVR*	8.4	7.8	6.5	7.7	8.6	9.3	9.5
Private Home	1.2	1.2	1.4	1.5	1.5	1.5	1.5
Other Overnight	2.7	2.2	2.5	2.6	2.9	2.9	3.0
<b>Day Travel</b>	<b>5.2</b>	<b>3.3</b>	<b>3.3</b>	<b>3.7</b>	<b>3.9</b>	<b>4.1</b>	<b>4.2</b>
Day Travel	5.2	3.3	3.3	3.7	3.9	4.1	4.2

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$235	\$390	\$96	\$159	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$104	\$317	\$30	\$93	3.4	3.0
All Overnight	\$143	\$312	\$52	\$116	2.8	2.2

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	95	99	100	39	40	41
Private Home	73	74	74	29	29	29
Other Overnight	100	99	100	29	29	29
All Overnight	268	271	274	97	98	99

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	57	60	60	23	24	24
Private Home	28	29	29	11	11	11
Other Overnight	33	32	33	10	9	10
All Overnight	118	120	121	44	45	45

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Hood River County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$95,760
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.22

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,653
Additional employment if each resident household encouraged one additional overnight visitor	17

### Visitor Shares

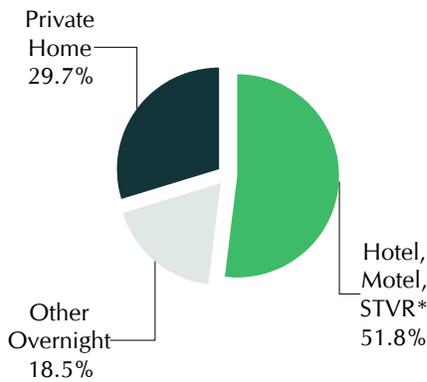
Travel Share of Total Employment (2017)*	6.6 %
Overnight Visitor Share of Resident Population (2017)**	11.8 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

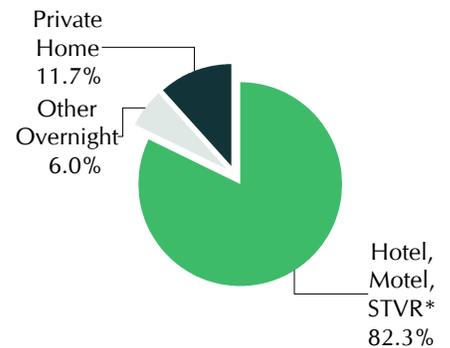
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	278.0	525.8	68.4
Private Home	99.0	301.1	9.8
Other Overnight	57.9	187.7	5.0
All Overnight	434.9	1,014.5	83.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Hood River**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	73.1	81.4	87.3	100.8	111.4	114.4	2.7%	5.8%
Other	3.3	4.0	3.7	3.0	3.3	3.6	11.8%	1.2%
Visitor	69.8	77.4	83.6	97.8	108.2	110.8	2.4%	5.9%
Non-transportation	61.1	66.8	73.7	89.2	98.1	99.9	1.8%	6.3%
Transportation	8.6	10.6	9.9	8.6	10.1	10.9	8.1%	2.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	18.4	20.0	22.9	27.7	29.6	31.2	5.7%	6.9%
<b>Employment (Jobs)</b>								
Employment	920	950	1,030	1,120	1,160	1,170	1.1%	3.0%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	3.1	3.5	3.9	5.0	5.6	5.8	2.9%	8.2%
Local	1.2	1.3	1.5	2.1	2.4	2.4	3.6%	9.7%
State	1.9	2.2	2.4	2.9	3.3	3.3	2.4%	7.3%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Hood River County**  
**Travel Impacts, 2006-2018p**

<b>Total Direct Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	63.7	65.0	69.8	77.4	97.8	108.2	110.8
Other Travel*	3.7	4.2	3.3	4.0	3.0	3.3	3.6
<b>Total</b>	<b>67.4</b>	<b>69.2</b>	<b>73.1</b>	<b>81.4</b>	<b>100.8</b>	<b>111.4</b>	<b>114.4</b>
<b>Visitor Spending By Commodity Purchased (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	13.9	15.3	16.7	18.6	30.2	34.1	35.3
Arts, Ent. & Rec.	8.8	8.2	8.7	9.3	11.0	11.8	11.8
Food Service	17.6	17.6	19.9	21.8	28.5	31.6	32.3
Food Stores	5.3	5.5	5.7	6.3	7.4	7.7	7.7
Local Tran. & Gas	7.8	9.3	8.6	10.6	8.6	10.1	10.9
Retail Sales	10.4	9.2	10.1	10.8	12.2	12.9	12.8
<b>Total</b>	<b>63.7</b>	<b>65.0</b>	<b>69.8</b>	<b>77.4</b>	<b>97.8</b>	<b>108.2</b>	<b>110.8</b>
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	11.4	12.1	13.0	14.5	21.2	22.4	23.7
Arts, Ent. & Rec.	2.7	2.8	2.9	2.8	3.1	3.4	3.7
Ground Tran.	0.3	0.3	0.3	0.3	0.5	0.5	0.5
Other Travel*	0.4	0.3	0.2	0.2	0.3	0.3	0.3
Retail**	1.9	1.9	2.0	2.2	2.7	2.9	3.0
<b>Total</b>	<b>16.7</b>	<b>17.4</b>	<b>18.4</b>	<b>20.0</b>	<b>27.7</b>	<b>29.6</b>	<b>31.2</b>
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	660	670	670	700	850	870	870
Arts, Ent. & Rec.	150	150	140	130	140	140	150
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	20	10	10	10	10	10	10
Retail**	100	90	90	100	110	120	120
<b>Total</b>	<b>940</b>	<b>930</b>	<b>920</b>	<b>950</b>	<b>1,120</b>	<b>1,160</b>	<b>1,170</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	0.9	1.0	1.2	1.3	2.1	2.4	2.4
State Tax Receipts	1.8	1.8	1.9	2.2	2.9	3.3	3.3
<b>Total</b>	<b>2.7</b>	<b>2.8</b>	<b>3.1</b>	<b>3.5</b>	<b>5.0</b>	<b>5.6</b>	<b>5.8</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Hood River County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>63.7</b>	<b>65.0</b>	<b>69.8</b>	<b>77.4</b>	<b>97.8</b>	<b>108.2</b>	<b>110.8</b>
<b>All Overnight</b>	<b>42.3</b>	<b>46.9</b>	<b>50.3</b>	<b>55.8</b>	<b>72.5</b>	<b>80.9</b>	<b>83.1</b>
Hotel, Motel, STVR*	31.4	34.8	37.8	42.3	58.3	66.4	68.4
Private Home	7.5	7.9	8.5	9.1	9.4	9.7	9.8
Other Overnight	3.5	4.2	4.1	4.3	4.7	4.8	5.0
<b>Day Travel</b>	<b>21.4</b>	<b>18.1</b>	<b>19.4</b>	<b>21.6</b>	<b>25.3</b>	<b>27.3</b>	<b>27.6</b>
Day Travel	21.4	18.1	19.4	21.6	25.3	27.3	27.6

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$318	\$602	\$130	\$246	2.4	1.9
Private Home	\$85	\$257	\$32	\$99	2.6	3.0
Other Overnight	\$90	\$291	\$26	\$86	3.4	3.2
All Overnight	\$215	\$493	\$82	\$191	2.6	2.3

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	480	531	526	196	217	215
Private Home	303	306	301	116	117	116
Other Overnight	187	185	188	55	54	55
All Overnight	970	1,021	1,015	368	389	386

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	254	281	278	104	115	114
Private Home	100	101	99	38	39	38
Other Overnight	58	57	58	17	17	17
All Overnight	411	438	435	159	170	169

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Jackson County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$92,785
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.13

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$15,999
Additional employment if each resident household encouraged one additional overnight visitor	172

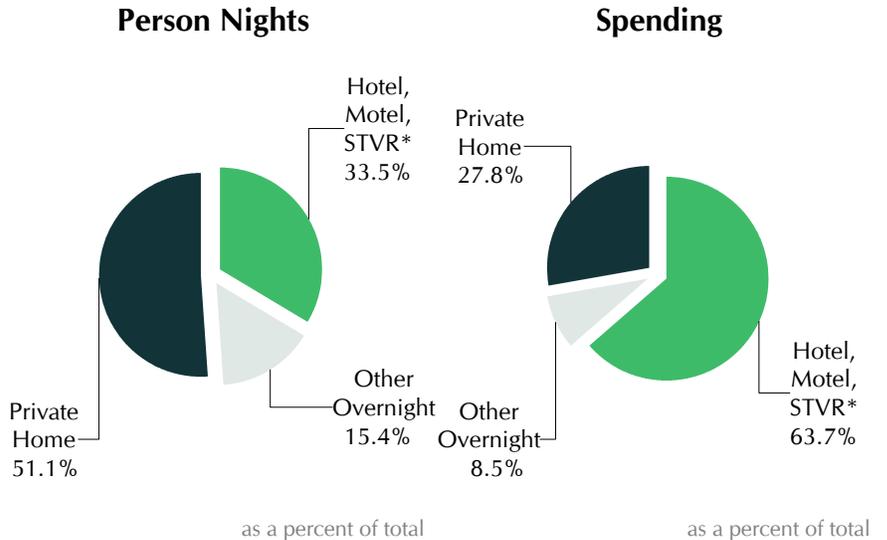
### Visitor Shares

Travel Share of Total Employment (2017)*	4.6 %
Overnight Visitor Share of Resident Population (2017)**	6.8 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	969.5	1,833.8	243.7
Private Home	920.9	2,800.6	106.5
Other Overnight	260.5	841.3	32.4
<b>All Overnight</b>	<b>2,150.8</b>	<b>5,475.7</b>	<b>382.6</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Jackson**  
**Direct Travel Impacts, 2010-2018p**

	<b>Avg. Annual Chg.</b>							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	452.9	479.0	508.9	547.5	580.3	611.0	5.3%	3.8%
Other	80.2	81.4	83.4	79.9	88.7	99.7	12.3%	2.8%
Visitor	372.8	397.6	425.5	467.6	491.5	511.3	4.0%	4.0%
Non-transportation	292.5	313.0	339.6	380.3	396.2	403.8	1.9%	4.1%
Transportation	80.3	84.6	86.0	87.3	95.3	107.5	12.8%	3.7%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	102.5	109.6	124.1	142.3	153.6	163.3	6.3%	6.0%
<b>Employment (Jobs)</b>								
Employment	4,500	4,640	5,070	5,440	5,630	5,760	2.2%	3.1%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	16.2	18.2	20.0	23.4	25.3	26.2	3.5%	6.2%
Local	6.0	6.4	7.4	9.1	9.6	10.1	5.0%	6.8%
State	10.3	11.8	12.6	14.4	15.7	16.1	2.6%	5.8%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

**Jackson County**  
**Travel Impacts, 2006-2018p**

<b>Total Direct Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	344.7	361.6	372.8	397.6	467.6	491.5	511.3
Other Travel*	74.4	79.0	80.2	81.4	79.9	88.7	99.7
<b>Total</b>	<b>419.1</b>	<b>440.6</b>	<b>452.9</b>	<b>479.0</b>	<b>547.5</b>	<b>580.3</b>	<b>611.0</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	66.4	67.3	69.2	74.2	98.1	104.2	105.5
Arts, Ent. & Rec.	44.6	44.3	44.4	46.4	53.0	54.5	55.2
Food Service	85.2	89.9	95.8	103.6	130.3	137.6	142.2
Food Stores	30.3	33.5	33.0	36.1	41.2	41.4	41.9
Local Tran. & Gas	40.8	50.7	45.0	53.9	45.8	50.3	56.5
Retail Sales	50.0	48.2	50.0	52.7	57.7	58.5	58.9
Visitor Air Tran.	27.4	27.6	35.3	30.7	41.5	45.0	51.0
<b>Total</b>	<b>344.7</b>	<b>361.6</b>	<b>372.8</b>	<b>397.6</b>	<b>467.6</b>	<b>491.5</b>	<b>511.3</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	62.1	66.5	67.4	72.6	98.5	106.9	113.8
Arts, Ent. & Rec.	12.9	14.8	13.9	14.2	16.9	17.8	18.6
Ground Tran.	1.9	2.2	2.1	2.3	3.0	3.2	3.5
Other Travel*	8.4	8.7	8.1	8.9	9.9	11.0	12.2
Retail**	10.5	11.0	10.9	11.7	14.0	14.7	15.2
<b>Total</b>	<b>95.7</b>	<b>103.1</b>	<b>102.5</b>	<b>109.6</b>	<b>142.3</b>	<b>153.6</b>	<b>163.3</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	3,100	3,200	3,060	3,210	3,910	4,040	4,110
Arts, Ent. & Rec.	730	830	700	660	710	760	790
Ground Tran.	70	80	70	80	90	90	90
Other Travel*	270	300	230	240	230	230	240
Retail**	440	450	440	460	500	520	520
<b>Total</b>	<b>4,610</b>	<b>4,860</b>	<b>4,500</b>	<b>4,640</b>	<b>5,440</b>	<b>5,630</b>	<b>5,760</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	5.3	5.6	6.0	6.4	9.1	9.6	10.1
State Tax Receipts	9.9	10.4	10.3	11.8	14.4	15.7	16.1
<b>Total</b>	<b>15.1</b>	<b>16.1</b>	<b>16.2</b>	<b>18.2</b>	<b>23.4</b>	<b>25.3</b>	<b>26.2</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers.\*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Jackson County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>317.3</b>	<b>334.0</b>	<b>337.4</b>	<b>366.9</b>	<b>426.1</b>	<b>446.6</b>	<b>460.3</b>
<b>All Overnight</b>	<b>255.3</b>	<b>276.5</b>	<b>278.8</b>	<b>302.3</b>	<b>353.0</b>	<b>370.9</b>	<b>382.6</b>
Hotel, Motel, STVR*	152.3	163.2	166.0	180.3	221.6	236.4	243.7
Private Home	76.6	83.9	86.2	94.2	100.3	103.1	106.5
Other Overnight	26.4	29.4	26.5	27.8	31.0	31.3	32.4
<b>Day Travel</b>	<b>62.1</b>	<b>57.5</b>	<b>58.7</b>	<b>64.6</b>	<b>73.1</b>	<b>75.7</b>	<b>77.7</b>
Day Travel	62.1	57.5	58.7	64.6	73.1	75.7	77.7

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$310	\$596	\$133	\$251	2.3	1.9
Private Home	\$90	\$286	\$38	\$116	2.4	3.2
Other Overnight	\$132	\$426	\$39	\$125	3.4	3.2
All Overnight	\$173	\$446	\$70	\$178	2.5	2.6

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,790	1,852	1,834	761	789	786
Private Home	2,794	2,799	2,801	1,156	1,165	1,178
Other Overnight	838	827	841	245	242	246
All Overnight	5,422	5,478	5,476	2,162	2,196	2,210

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	946	979	969	397	411	409
Private Home	919	920	921	368	370	373
Other Overnight	259	256	260	76	75	76
All Overnight	2,124	2,155	2,151	841	856	857

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Jefferson County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$51,517
Employee Earnings generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.01

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$950
Additional employment if each resident household encouraged one additional overnight visitor	18

### Visitor Shares

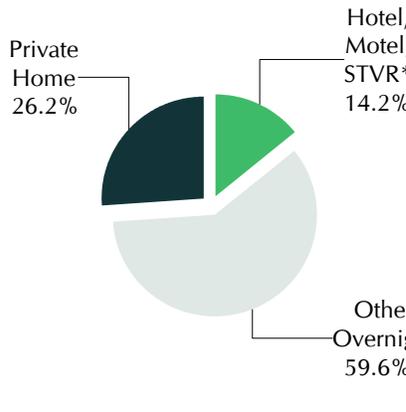
Travel Share of Total Employment (2017)*	10.9 %
Overnight Visitor Share of Resident Population (2017)**	10.6 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

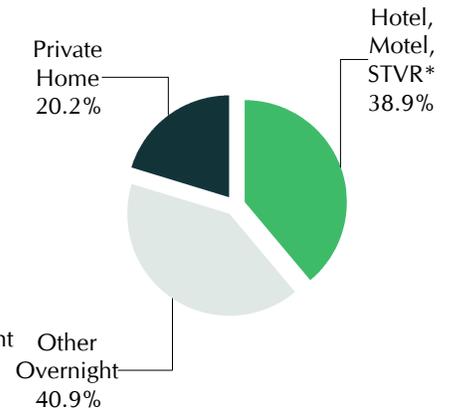
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	79.4	132.0	15.5
Private Home	94.5	242.8	8.0
Other Overnight	186.8	552.5	16.3
All Overnight	360.6	927.4	39.8

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Jefferson**  
**Direct Travel Impacts, 2010-2018p**

	<b>Avg. Annual Chg.</b>							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	42.5	47.1	48.1	50.5	52.5	55.1	5.0%	3.3%
Other	3.0	3.7	3.5	2.7	3.0	3.4	11.5%	1.6%
Visitor	39.5	43.4	44.6	47.8	49.4	51.7	4.6%	3.4%
Non-transportation	34.6	37.3	39.1	43.4	44.6	46.3	3.8%	3.7%
Transportation	4.9	6.1	5.5	4.4	4.8	5.4	12.0%	1.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	10.0	11.8	14.6	16.6	17.5	18.7	6.6%	8.2%
<b>Employment (Jobs)</b>								
Employment	690	820	960	1,020	1,010	1,010	0.4%	4.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.5	1.8	2.0	2.3	2.5	2.6	4.0%	7.1%
Local	0.4	0.5	0.5	0.6	0.7	0.7	5.4%	7.7%
State	1.1	1.3	1.5	1.7	1.8	1.9	3.5%	6.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Jefferson County**  
**Travel Impacts, 2006-2018p**

**Total Direct Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	38.8	40.5	39.5	43.4	47.8	49.4	51.7
Other Travel*	2.8	3.5	3.0	3.7	2.7	3.0	3.4
<b>Total</b>	<b>41.6</b>	<b>44.0</b>	<b>42.5</b>	<b>47.1</b>	<b>50.5</b>	<b>52.5</b>	<b>55.1</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accommodations	6.5	6.6	6.3	7.1	9.3	9.8	10.2
Arts, Ent. & Rec.	6.6	6.5	6.3	6.6	7.3	7.4	7.6
Food Service	9.6	10.1	10.5	11.5	13.7	14.2	15.0
Food Stores	5.6	6.0	5.8	6.3	7.1	7.1	7.2
Local Tran. & Gas	4.8	5.8	4.9	6.1	4.4	4.8	5.4
Retail Sales	5.6	5.5	5.6	5.8	6.1	6.2	6.3
<b>Total</b>	<b>38.8</b>	<b>40.5</b>	<b>39.5</b>	<b>43.4</b>	<b>47.8</b>	<b>49.4</b>	<b>51.7</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	6.1	6.5	6.4	7.0	10.2	10.8	12.0
Arts, Ent. & Rec.	1.7	2.0	1.8	2.8	4.2	4.3	4.2
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	1.5	1.6	1.5	1.6	1.9	2.0	2.1
<b>Total</b>	<b>9.5</b>	<b>10.3</b>	<b>10.0</b>	<b>11.8</b>	<b>16.6</b>	<b>17.5</b>	<b>18.7</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	360	350	360	370	470	480	510
Arts, Ent. & Rec.	180	250	250	360	450	420	400
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	80	80	80	80	90	90	90
<b>Total</b>	<b>630</b>	<b>700</b>	<b>690</b>	<b>820</b>	<b>1,020</b>	<b>1,010</b>	<b>1,010</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.3	0.4	0.4	0.5	0.6	0.7	0.7
State Tax Receipts	1.1	1.1	1.1	1.3	1.7	1.8	1.9
<b>Total</b>	<b>1.4</b>	<b>1.6</b>	<b>1.5</b>	<b>1.8</b>	<b>2.3</b>	<b>2.5</b>	<b>2.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Jefferson County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>38.8</b>	<b>40.5</b>	<b>39.5</b>	<b>43.4</b>	<b>47.8</b>	<b>49.4</b>	<b>51.7</b>
<b>All Overnight</b>	<b>29.3</b>	<b>31.0</b>	<b>30.1</b>	<b>33.1</b>	<b>36.6</b>	<b>37.9</b>	<b>39.8</b>
Hotel, Motel, STVR*	9.9	10.4	10.0	11.8	13.8	14.4	15.5
Private Home	5.6	6.1	6.4	7.1	7.4	7.7	8.0
Other Overnight	13.7	14.5	13.7	14.3	15.5	15.8	16.3
<b>Day Travel</b>	<b>9.5</b>	<b>9.5</b>	<b>9.4</b>	<b>10.3</b>	<b>11.2</b>	<b>11.5</b>	<b>12.0</b>
Day Travel	9.5	9.5	9.4	10.3	11.2	11.5	12.0

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$288	\$479	\$117	\$195	2.5	1.7
Private Home	\$85	\$217	\$33	\$85	2.6	2.6
Other Overnight	\$99	\$291	\$29	\$87	3.4	2.9
All Overnight	\$127	\$318	\$43	\$110	3.0	2.5

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	125	126	132	51	51	54
Private Home	232	237	243	91	93	95
Other Overnight	549	548	553	163	163	164
All Overnight	907	911	927	305	307	313

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	75	76	79	31	31	32
Private Home	90	92	94	35	36	37
Other Overnight	186	186	187	56	56	56
All Overnight	351	354	361	121	123	125

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Josephine County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$65,377
Employee Earnings generated by \$100 Visitor Spending	\$41
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.10

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,879
Additional employment if each resident household encouraged one additional overnight visitor	75

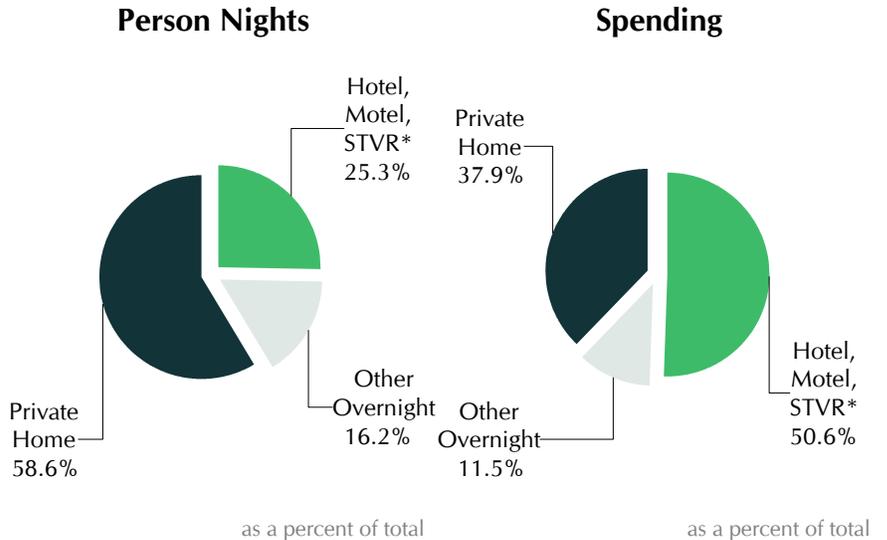
### Visitor Shares

Travel Share of Total Employment (2017)*	4.6 %
Overnight Visitor Share of Resident Population (2017)**	5.9 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	252.3	477.2	48.0
Private Home	363.9	1,106.6	35.9
Other Overnight	94.2	305.5	10.9
All Overnight	710.3	1,889.3	94.7

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Josephine**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	111.8	121.0	123.5	125.7	129.2	132.2	2.3%	2.1%
Other	12.6	15.2	14.1	11.3	11.0	12.2	11.5%	-0.3%
Visitor	99.2	105.8	109.3	114.4	118.3	120.0	1.5%	2.4%
Non-transportation	85.9	90.1	94.8	102.9	105.7	106.5	0.7%	2.7%
Transportation	13.3	15.7	14.5	11.4	12.6	13.5	7.5%	0.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	30.7	32.0	35.5	41.7	45.4	50.0	10.1%	6.3%
<b>Employment (Jobs)</b>								
Employment	1,570	1,590	1,650	1,780	1,800	1,870	3.9%	2.2%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	4.2	4.6	4.8	5.5	6.0	6.1	2.6%	5.0%
Local	1.0	1.0	1.1	1.3	1.3	1.3	0.1%	4.0%
State	3.2	3.6	3.7	4.2	4.6	4.8	3.3%	5.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Josephine County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	106.0	101.2	99.2	105.8	114.4	118.3	120.0
Other Travel*	13.2	15.9	12.6	15.2	11.3	11.0	12.2
<b>Total</b>	<b>119.2</b>	<b>117.1</b>	<b>111.8</b>	<b>121.0</b>	<b>125.7</b>	<b>129.2</b>	<b>132.2</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	20.4	17.9	17.4	17.8	22.5	23.5	23.5
Arts, Ent. & Rec.	15.1	13.8	13.6	14.0	15.1	15.4	15.4
Food Service	27.7	26.7	27.7	29.5	34.6	36.1	36.8
Food Stores	11.2	11.7	11.4	12.4	13.6	13.6	13.6
Local Tran. & Gas	14.2	15.6	13.3	15.7	11.4	12.6	13.5
Retail Sales	17.4	15.6	15.9	16.5	17.1	17.2	17.1
<b>Total</b>	<b>106.0</b>	<b>101.2</b>	<b>99.2</b>	<b>105.8</b>	<b>114.4</b>	<b>118.3</b>	<b>120.0</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	21.8	21.0	20.6	21.7	29.8	33.7	37.5
Arts, Ent. & Rec.	4.8	5.1	4.7	4.6	5.3	5.5	5.9
Ground Tran.	0.5	0.5	0.5	0.5	0.7	0.7	0.7
Other Travel*	1.2	1.3	1.0	1.0	1.2	0.6	0.7
Retail**	4.1	4.0	4.0	4.2	4.8	5.0	5.3
<b>Total</b>	<b>32.5</b>	<b>31.9</b>	<b>30.7</b>	<b>32.0</b>	<b>41.7</b>	<b>45.4</b>	<b>50.0</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	1,090	1,040	980	990	1,170	1,220	1,270
Arts, Ent. & Rec.	420	420	360	360	360	350	350
Ground Tran.	20	20	20	20	20	20	20
Other Travel*	60	50	40	40	50	30	30
Retail**	190	180	180	180	180	190	200
<b>Total</b>	<b>1,770</b>	<b>1,720</b>	<b>1,570</b>	<b>1,590</b>	<b>1,780</b>	<b>1,800</b>	<b>1,870</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	1.1	1.0	1.0	1.0	1.3	1.3	1.3
State Tax Receipts	3.4	3.3	3.2	3.6	4.2	4.6	4.8
<b>Total</b>	<b>4.6</b>	<b>4.3</b>	<b>4.2</b>	<b>4.6</b>	<b>5.5</b>	<b>6.0</b>	<b>6.1</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Josephine County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>106.0</b>	<b>101.2</b>	<b>99.2</b>	<b>105.8</b>	<b>114.4</b>	<b>118.3</b>	<b>120.0</b>
<b>All Overnight</b>	<b>82.1</b>	<b>80.4</b>	<b>78.4</b>	<b>83.3</b>	<b>90.1</b>	<b>93.4</b>	<b>94.7</b>
Hotel, Motel, STVR*	44.4	40.4	38.8	40.6	45.6	47.8	48.0
Private Home	28.7	30.0	30.7	33.3	34.1	35.1	35.9
Other Overnight	9.0	10.0	8.9	9.4	10.4	10.5	10.9
<b>Day Travel</b>	<b>23.9</b>	<b>20.8</b>	<b>20.8</b>	<b>22.6</b>	<b>24.3</b>	<b>24.9</b>	<b>25.3</b>
Day Travel	23.9	20.8	20.8	22.6	24.3	24.9	25.3

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$246	\$465	\$101	\$190	2.4	1.9
Private Home	\$85	\$257	\$32	\$99	2.6	3.0
Other Overnight	\$120	\$392	\$36	\$115	3.4	3.3
All Overnight	\$133	\$350	\$50	\$133	2.7	2.6

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	485	491	477	198	201	195
Private Home	1,096	1,106	1,107	421	424	425
Other Overnight	304	300	305	90	89	90
All Overnight	1,885	1,898	1,889	709	714	710

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	256	260	252	105	106	103
Private Home	360	364	364	138	140	140
Other Overnight	94	93	94	28	27	28
All Overnight	710	716	710	271	273	271

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Klamath County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$68,406
Employee Earnings generated by \$100 Visitor Spending	\$37
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.96

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,889
Additional employment if each resident household encouraged one additional overnight visitor	57

### Visitor Shares

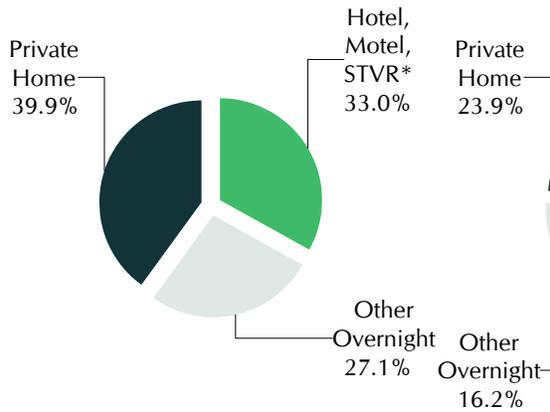
Travel Share of Total Employment (2017)*	6.7 %
Overnight Visitor Share of Resident Population (2017)**	8.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

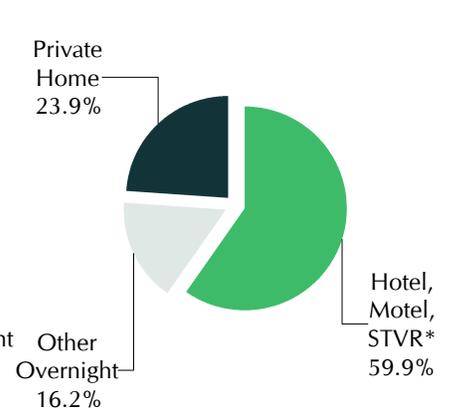
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	377.0	713.1	70.2
Private Home	283.8	863.2	28.1
Other Overnight	178.2	585.0	19.0
<b>All Overnight</b>	<b>839.0</b>	<b>2,161.3</b>	<b>117.3</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Klamath**  
**Direct Travel Impacts, 2010-2018p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	135.3	145.6	139.8	141.2	153.9	157.8	2.5%	1.9%	
Other	12.5	14.1	11.4	8.3	10.7	11.8	9.9%	-0.7%	
Visitor	122.8	131.5	128.4	132.9	143.1	146.0	2.0%	2.2%	
Non-transportation	104.2	110.0	110.4	118.9	126.3	127.7	1.1%	2.6%	
Transportation	18.6	21.5	18.1	13.9	16.8	18.2	8.3%	-0.3%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	37.1	41.6	43.5	46.4	51.9	56.3	8.5%	5.4%	
<b>Employment (Jobs)</b>									
Employment	1,680	1,880	1,850	1,910	2,080	2,190	4.9%	3.3%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	5.1	5.7	5.7	6.3	7.1	7.2	2.3%	4.4%	
Local	1.5	1.4	1.6	1.8	2.0	2.0	0.1%	3.6%	
State	3.6	4.3	4.2	4.5	5.1	5.3	3.1%	4.7%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

**Klamath County**  
**Travel Impacts, 2006-2018p**

**Total Direct Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	122.9	126.1	122.8	131.5	132.9	143.1	146.0
Other Travel*	14.0	15.8	12.5	14.1	8.3	10.7	11.8
<b>Total</b>	<b>137.0</b>	<b>142.0</b>	<b>135.3</b>	<b>145.6</b>	<b>141.2</b>	<b>153.9</b>	<b>157.8</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accommodations	26.4	26.3	25.9	27.4	31.0	33.9	34.0
Arts, Ent. & Rec.	18.3	17.6	17.4	18.0	18.6	19.4	19.5
Food Service	29.3	30.3	31.4	33.7	37.5	40.4	41.5
Food Stores	11.2	12.4	12.5	13.5	14.4	14.7	14.8
Local Tran. & Gas	16.9	20.0	17.1	20.4	13.9	15.9	17.3
Retail Sales	17.7	16.7	16.9	17.5	17.4	18.0	18.0
Visitor Air Tran.	3.2	2.8	1.6	1.1	0.0	0.9	0.9
<b>Total</b>	<b>122.9</b>	<b>126.1</b>	<b>122.8</b>	<b>131.5</b>	<b>132.9</b>	<b>143.1</b>	<b>146.0</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	25.1	26.2	25.7	29.6	34.8	38.6	41.7
Arts, Ent. & Rec.	5.6	6.2	5.8	6.0	5.6	6.0	6.9
Ground Tran.	0.6	0.6	0.6	0.7	0.8	0.9	0.9
Other Travel*	1.2	1.1	1.0	1.1	0.7	1.5	1.7
Retail**	3.9	4.0	4.0	4.2	4.6	4.9	5.2
<b>Total</b>	<b>36.3</b>	<b>38.2</b>	<b>37.1</b>	<b>41.6</b>	<b>46.4</b>	<b>51.9</b>	<b>56.3</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	1,140	1,120	1,040	1,180	1,210	1,310	1,360
Arts, Ent. & Rec.	420	440	410	450	450	500	540
Ground Tran.	20	20	20	20	20	20	20
Other Travel*	50	40	40	40	30	50	50
Retail**	180	180	180	190	200	210	210
<b>Total</b>	<b>1,820</b>	<b>1,810</b>	<b>1,680</b>	<b>1,880</b>	<b>1,910</b>	<b>2,080</b>	<b>2,190</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	1.2	1.5	1.5	1.4	1.8	2.0	2.0
State Tax Receipts	3.7	3.8	3.6	4.3	4.5	5.1	5.3
<b>Total</b>	<b>4.9</b>	<b>5.3</b>	<b>5.1</b>	<b>5.7</b>	<b>6.3</b>	<b>7.1</b>	<b>7.2</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers.\*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Klamath County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>119.7</b>	<b>123.4</b>	<b>121.2</b>	<b>130.4</b>	<b>132.9</b>	<b>142.2</b>	<b>145.0</b>
<b>All Overnight</b>	<b>94.3</b>	<b>99.9</b>	<b>97.8</b>	<b>105.0</b>	<b>107.0</b>	<b>114.9</b>	<b>117.3</b>
Hotel, Motel, STVR*	57.8	59.7	57.1	61.9	62.4	68.9	70.2
Private Home	23.8	25.1	24.9	26.5	26.5	27.7	28.1
Other Overnight	12.7	15.1	15.9	16.7	18.1	18.4	19.0
<b>Day Travel</b>	<b>25.5</b>	<b>23.5</b>	<b>23.4</b>	<b>25.4</b>	<b>25.9</b>	<b>27.3</b>	<b>27.8</b>
Day Travel	25.5	23.5	23.4	25.4	25.9	27.3	27.8

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$240	\$455	\$98	\$186	2.4	1.9
Private Home	\$85	\$257	\$33	\$99	2.6	3.0
Other Overnight	\$108	\$354	\$32	\$107	3.3	3.3
All Overnight	\$146	\$370	\$54	\$140	2.7	2.5

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	670	716	713	274	293	292
Private Home	849	869	863	326	334	332
Other Overnight	581	577	585	175	174	177
All Overnight	2,100	2,162	2,161	776	802	801

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	354	379	377	145	155	154
Private Home	279	286	284	107	110	109
Other Overnight	177	176	178	53	53	54
All Overnight	810	840	839	305	318	317

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Lake County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$60,224
Employee Earnings generated by \$100 Visitor Spending	\$25
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.12

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$320
Additional employment if each resident household encouraged one additional overnight visitor	5

### Visitor Shares

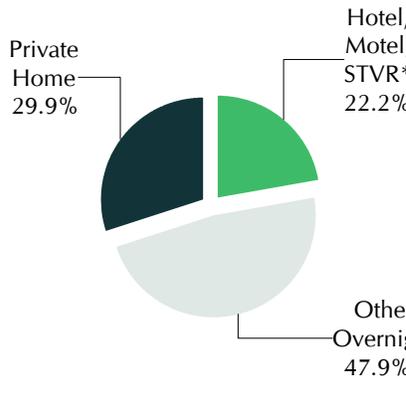
Travel Share of Total Employment (2017)*	5.7 %
Overnight Visitor Share of Resident Population (2017)**	9.1 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

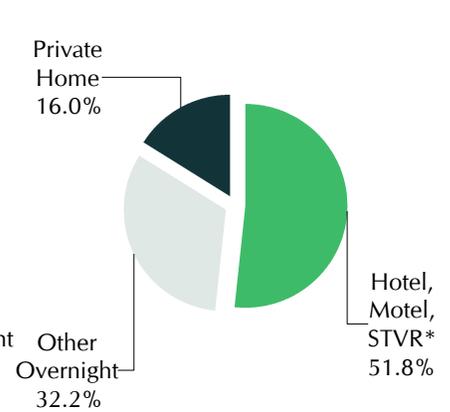
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	35.4	58.8	5.4
Private Home	30.8	79.2	1.7
Other Overnight	43.8	126.6	3.3
All Overnight	110.0	264.6	10.3

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Lake  
Direct Travel Impacts, 2010-2018p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	13.3	13.4	13.5	13.8	14.3	14.7	2.9%	1.3%	
Other	1.1	1.3	1.2	0.9	1.0	1.1	11.5%	0.4%	
Visitor	12.3	12.1	12.3	12.9	13.3	13.6	2.3%	1.3%	
Non-transportation	11.0	10.7	11.1	11.9	12.2	12.4	1.7%	1.5%	
Transportation	1.2	1.4	1.2	1.0	1.1	1.2	9.0%	-0.5%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	2.9	2.7	3.0	3.2	3.3	3.4	3.7%	1.9%	
<b>Employment (Jobs)</b>									
Employment	250	220	220	220	220	230	4.0%	-0.8%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	0.4	0.4	0.5	0.5	0.6	0.6	1.2%	2.8%	
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.9%	2.4%	
State	0.3	0.4	0.4	0.4	0.4	0.4	1.2%	2.9%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Lake County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	11.5	10.9	12.3	12.1	12.9	13.3	13.6
Other Travel*	1.0	1.2	1.1	1.3	0.9	1.0	1.1
<b>Total</b>	<b>12.5</b>	<b>12.1</b>	<b>13.3</b>	<b>13.4</b>	<b>13.8</b>	<b>14.3</b>	<b>14.7</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	2.4	2.2	2.7	2.5	2.9	3.1	3.1
Arts, Ent. & Rec.	1.8	1.7	1.9	1.8	1.9	1.9	1.9
Food Service	2.8	2.7	3.2	3.2	3.6	3.8	3.9
Food Stores	1.6	1.6	1.7	1.7	1.9	1.9	1.9
Local Tran. & Gas	1.2	1.3	1.2	1.4	1.0	1.1	1.2
Retail Sales	1.6	1.4	1.6	1.5	1.6	1.6	1.6
<b>Total</b>	<b>11.5</b>	<b>10.9</b>	<b>12.3</b>	<b>12.1</b>	<b>12.9</b>	<b>13.3</b>	<b>13.6</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	1.7	1.6	1.8	1.6	1.9	1.9	2.0
Arts, Ent. & Rec.	0.5	0.6	0.6	0.6	0.6	0.7	0.7
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Retail**	0.5	0.4	0.5	0.5	0.5	0.5	0.6
<b>Total</b>	<b>2.7</b>	<b>2.7</b>	<b>2.9</b>	<b>2.7</b>	<b>3.2</b>	<b>3.3</b>	<b>3.4</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	160	150	160	140	140	140	140
Arts, Ent. & Rec.	40	50	50	60	50	50	50
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	30	20	30	20	20	30	30
<b>Total</b>	<b>230</b>	<b>230</b>	<b>250</b>	<b>220</b>	<b>220</b>	<b>220</b>	<b>230</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Receipts	0.3	0.3	0.3	0.4	0.4	0.4	0.4
<b>Total</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>	<b>0.5</b>	<b>0.6</b>	<b>0.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Lake County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>11.5</b>	<b>10.9</b>	<b>12.3</b>	<b>12.1</b>	<b>12.9</b>	<b>13.3</b>	<b>13.6</b>
<b>All Overnight</b>	<b>8.4</b>	<b>8.3</b>	<b>9.4</b>	<b>9.1</b>	<b>9.7</b>	<b>10.1</b>	<b>10.3</b>
Hotel, Motel, STVR*	4.3	4.0	5.1	4.7	5.0	5.3	5.4
Private Home	1.3	1.3	1.5	1.5	1.6	1.6	1.7
Other Overnight	2.9	3.0	2.8	2.9	3.2	3.2	3.3
<b>Day Travel</b>	<b>3.0</b>	<b>2.6</b>	<b>2.9</b>	<b>3.0</b>	<b>3.1</b>	<b>3.2</b>	<b>3.3</b>
Day Travel	3.0	2.6	2.9	3.0	3.1	3.2	3.3

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$223	\$371	\$91	\$151	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$87	\$251	\$26	\$76	3.3	2.9
All Overnight	\$111	\$260	\$39	\$94	2.8	2.3

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	58	59	59	24	24	24
Private Home	78	79	79	31	31	31
Other Overnight	126	125	127	38	38	38
All Overnight	262	263	265	92	93	93

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	35	36	35	14	15	14
Private Home	30	31	31	12	12	12
Other Overnight	43	43	44	13	13	13
All Overnight	109	110	110	39	40	40

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Lane County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$79,530
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.32

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$27,446
Additional employment if each resident household encouraged one additional overnight visitor	345

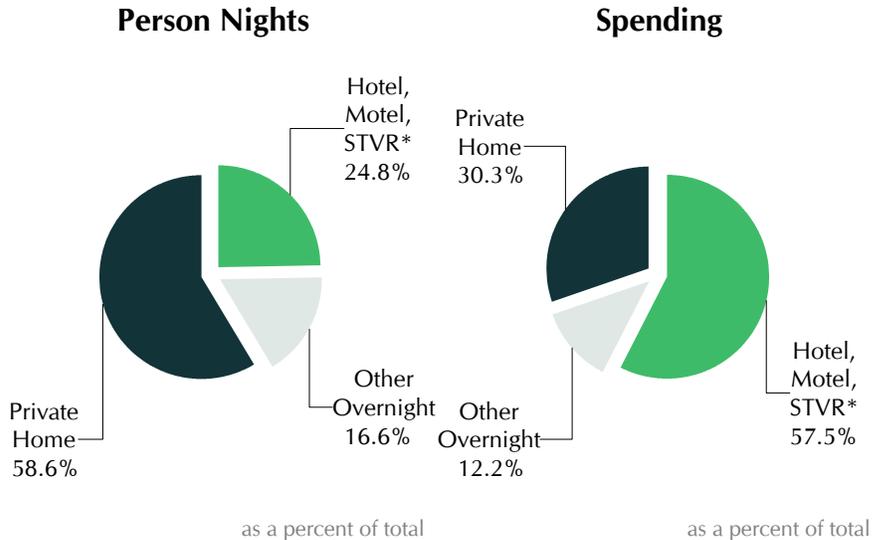
### Visitor Shares

Travel Share of Total Employment (2017)*	5.2 %
Overnight Visitor Share of Resident Population (2017)**	6.0 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,107.1	2,057.2	340.7
Private Home	1,603.8	4,857.0	179.2
Other Overnight	440.3	1,372.2	72.3
All Overnight	3,151.2	8,286.4	592.2

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Lane**  
**Direct Travel Impacts, 2010-2018p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	732.8	787.2	842.7	928.7	950.8	1,021.3	7.4%	4.2%	
Other	172.6	181.0	194.5	211.5	225.9	258.9	14.6%	5.2%	
Visitor	560.3	606.2	648.2	717.2	724.8	762.3	5.2%	3.9%	
Non-transportation	448.8	494.9	532.5	605.2	607.3	629.8	3.7%	4.3%	
Transportation	111.4	111.3	115.6	112.0	117.5	132.5	12.8%	2.2%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	167.9	193.3	220.0	261.7	273.9	297.4	8.6%	7.4%	
<b>Employment (Jobs)</b>									
Employment	8,460	9,100	9,770	10,630	10,810	11,030	2.1%	3.4%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	23.9	28.0	31.1	37.0	38.6	40.5	4.9%	6.8%	
Local	7.8	8.8	10.5	12.9	13.0	13.6	4.7%	7.2%	
State	16.1	19.3	20.6	24.1	25.6	26.9	5.0%	6.7%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Lane County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	522.0	564.4	560.3	606.2	717.2	724.8	762.3
Other Travel*	132.3	152.6	172.6	181.0	211.5	225.9	258.9
<b>Total</b>	<b>654.3</b>	<b>717.0</b>	<b>732.8</b>	<b>787.2</b>	<b>928.7</b>	<b>950.8</b>	<b>1,021.3</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	82.8	98.3	88.1	100.6	139.9	142.1	141.3
Arts, Ent. & Rec.	75.6	77.1	74.2	78.9	90.9	90.3	94.2
Food Service	135.1	145.4	147.2	164.1	206.0	209.1	223.0
Food Stores	49.3	56.3	54.8	60.6	69.2	68.2	70.4
Local Tran. & Gas	62.1	75.3	62.9	77.5	66.9	68.5	79.6
Retail Sales	86.9	84.4	84.5	90.7	99.1	97.6	100.9
Visitor Air Tran.	30.2	27.6	48.6	33.8	45.1	49.0	52.9
<b>Total</b>	<b>522.0</b>	<b>564.4</b>	<b>560.3</b>	<b>606.2</b>	<b>717.2</b>	<b>724.8</b>	<b>762.3</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	92.7	106.1	99.7	113.6	149.5	158.4	168.9
Arts, Ent. & Rec.	22.1	26.0	23.6	24.8	34.2	34.8	37.6
Ground Tran.	3.5	3.6	3.4	3.4	4.4	4.3	4.8
Other Travel*	20.7	24.3	24.0	32.5	51.0	53.3	62.0
Retail**	16.8	17.9	17.4	18.9	22.6	23.1	24.1
<b>Total</b>	<b>155.8</b>	<b>178.0</b>	<b>167.9</b>	<b>193.3</b>	<b>261.7</b>	<b>273.9</b>	<b>297.4</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	4,610	5,050	4,590	4,990	5,770	5,920	6,030
Arts, Ent. & Rec.	2,070	2,430	2,220	2,240	2,540	2,580	2,540
Ground Tran.	140	130	120	120	130	120	130
Other Travel*	780	860	770	950	1,310	1,310	1,450
Retail**	780	810	760	810	880	880	890
<b>Total</b>	<b>8,380</b>	<b>9,290</b>	<b>8,460</b>	<b>9,100</b>	<b>10,630</b>	<b>10,810</b>	<b>11,030</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	7.7	8.5	7.8	8.8	12.9	13.0	13.6
State Tax Receipts	15.4	17.0	16.1	19.3	24.1	25.6	26.9
<b>Total</b>	<b>23.2</b>	<b>25.5</b>	<b>23.9</b>	<b>28.0</b>	<b>37.0</b>	<b>38.6</b>	<b>40.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Lane County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>491.8</b>	<b>536.8</b>	<b>511.7</b>	<b>572.4</b>	<b>672.0</b>	<b>675.9</b>	<b>709.5</b>
<b>All Overnight</b>	<b>352.0</b>	<b>405.1</b>	<b>381.7</b>	<b>428.9</b>	<b>507.3</b>	<b>510.4</b>	<b>535.5</b>
Hotel, Motel, STVR*	190.8	222.0	198.9	230.0	295.5	295.8	310.1
Private Home	129.2	141.5	142.7	157.0	165.3	167.6	176.8
Other Overnight	32.0	41.6	40.1	41.9	46.5	47.0	48.6
<b>Day Travel</b>	<b>139.8</b>	<b>131.7</b>	<b>129.9</b>	<b>143.5</b>	<b>164.7</b>	<b>165.5</b>	<b>174.0</b>
Day Travel	139.8	131.7	129.9	143.5	164.7	165.5	174.0

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$388	\$732	\$166	\$308	2.3	1.9
Private Home	\$91	\$282	\$37	\$112	2.5	3.1
Other Overnight	\$178	\$553	\$53	\$164	3.4	3.1
All Overnight	\$182	\$480	\$71	\$188	2.5	2.6

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	2,042	1,974	2,057	867	842	879
Private Home	4,766	4,713	4,857	1,923	1,911	1,974
Other Overnight	1,365	1,354	1,372	405	402	407
All Overnight	8,173	8,042	8,286	3,195	3,156	3,261

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,099	1,062	1,107	460	446	465
Private Home	1,574	1,556	1,604	622	617	636
Other Overnight	438	435	440	130	129	131
All Overnight	3,111	3,053	3,151	1,212	1,192	1,233

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Lincoln County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$94,361
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.14

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,980
Additional employment if each resident household encouraged one additional overnight visitor	53

### Visitor Shares

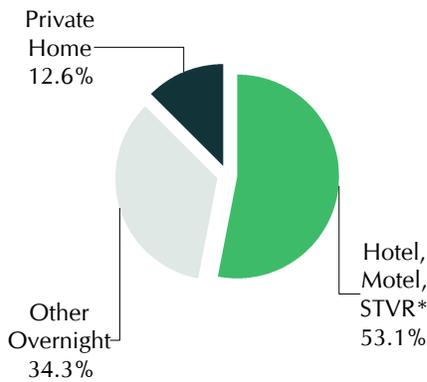
Travel Share of Total Employment (2017)*	23.6 %
Overnight Visitor Share of Resident Population (2017)**	27.8 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

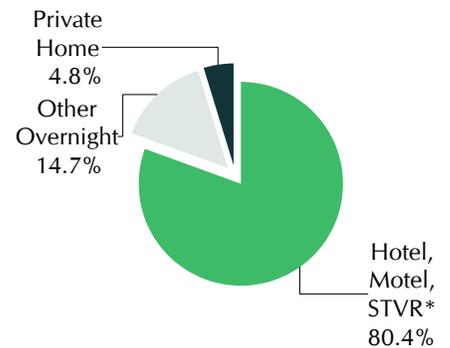
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,412.6	2,671.9	388.5
Private Home	208.4	633.8	23.4
Other Overnight	521.5	1,723.4	71.1
All Overnight	2,142.5	5,029.2	483.0

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Lincoln**  
**Direct Travel Impacts, 2010-2018p**

	<b>Avg. Annual Chg.</b>							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	433.0	443.8	506.7	573.1	590.9	614.0	3.9%	4.5%
Other	9.8	11.3	10.9	11.4	12.2	13.8	13.0%	4.4%
Visitor	423.2	432.6	495.8	561.8	578.7	600.2	3.7%	4.5%
Non-transportation	377.9	381.3	442.2	515.3	528.3	544.5	3.1%	4.7%
Transportation	45.4	51.3	53.5	46.4	50.4	55.7	10.5%	2.6%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	116.5	121.9	133.1	153.3	162.0	180.1	11.2%	5.6%
<b>Employment (Jobs)</b>								
Employment	5,540	5,520	5,790	6,060	6,130	6,440	5.0%	1.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	19.8	20.6	23.3	27.7	29.5	30.9	4.8%	5.7%
Local	9.3	9.2	11.0	12.9	13.6	14.1	3.4%	5.3%
State	10.5	11.4	12.4	14.8	15.8	16.8	6.0%	6.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Lincoln County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	408.6	432.5	423.2	432.6	561.8	578.7	600.2
Other Travel*	10.5	12.5	9.8	11.3	11.4	12.2	13.8
<b>Total</b>	<b>419.0</b>	<b>445.0</b>	<b>433.0</b>	<b>443.8</b>	<b>573.1</b>	<b>590.9</b>	<b>614.0</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	116.2	120.4	120.5	121.7	162.6	171.2	176.9
Arts, Ent. & Rec.	59.7	59.2	57.2	56.6	74.2	74.6	76.3
Food Service	92.9	102.7	105.1	105.9	156.9	161.5	168.7
Food Stores	37.1	39.6	38.2	40.4	50.4	50.0	50.8
Local Tran. & Gas	43.3	53.7	45.4	51.3	46.4	50.4	55.7
Retail Sales	59.4	57.0	56.8	56.7	71.1	70.8	71.7
<b>Total</b>	<b>408.6</b>	<b>432.5</b>	<b>423.2</b>	<b>432.6</b>	<b>561.8</b>	<b>578.7</b>	<b>600.2</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	78.4	86.0	84.2	88.2	114.3	121.7	136.8
Arts, Ent. & Rec.	15.8	18.0	16.4	17.5	16.3	16.8	18.8
Ground Tran.	1.5	1.6	1.6	1.6	2.5	2.6	2.7
Other Travel*	2.0	2.2	1.7	1.7	2.8	2.9	3.3
Retail**	12.6	13.0	12.6	12.8	17.4	17.9	18.6
<b>Total</b>	<b>110.3</b>	<b>120.9</b>	<b>116.5</b>	<b>121.9</b>	<b>153.3</b>	<b>162.0</b>	<b>180.1</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	3,830	4,090	3,920	3,850	4,280	4,360	4,580
Arts, Ent. & Rec.	940	950	930	990	910	890	980
Ground Tran.	60	60	50	50	70	70	70
Other Travel*	50	50	40	40	70	70	70
Retail**	640	640	600	600	730	730	730
<b>Total</b>	<b>5,510</b>	<b>5,770</b>	<b>5,540</b>	<b>5,520</b>	<b>6,060</b>	<b>6,130</b>	<b>6,440</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	8.4	8.1	9.3	9.2	12.9	13.6	14.1
State Tax Receipts	10.1	10.9	10.5	11.4	14.8	15.8	16.8
<b>Total</b>	<b>18.6</b>	<b>19.0</b>	<b>19.8</b>	<b>20.6</b>	<b>27.7</b>	<b>29.5</b>	<b>30.9</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Lincoln County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>408.6</b>	<b>432.5</b>	<b>423.2</b>	<b>432.6</b>	<b>561.8</b>	<b>578.7</b>	<b>600.2</b>
<b>All Overnight</b>	<b>313.6</b>	<b>344.1</b>	<b>337.4</b>	<b>342.6</b>	<b>449.4</b>	<b>464.8</b>	<b>483.0</b>
Hotel, Motel, STVR*	238.2	264.1	259.6	260.1	359.3	373.1	388.5
Private Home	18.5	19.7	19.2	20.8	22.2	22.6	23.4
Other Overnight	57.0	60.2	58.5	61.6	67.9	69.2	71.1
<b>Day Travel</b>	<b>95.0</b>	<b>88.4</b>	<b>85.9</b>	<b>90.0</b>	<b>112.3</b>	<b>113.8</b>	<b>117.2</b>
Day Travel	95.0	88.4	85.9	90.0	112.3	113.8	117.2

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$355	\$672	\$145	\$275	2.4	1.9
Private Home	\$96	\$293	\$37	\$112	2.6	3.0
Other Overnight	\$135	\$448	\$41	\$136	3.3	3.3
All Overnight	\$259	\$591	\$96	\$225	2.7	2.3

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	2,644	2,633	2,672	1,082	1,077	1,093
Private Home	625	624	634	240	239	243
Other Overnight	1,712	1,714	1,723	522	524	526
All Overnight	4,981	4,971	5,029	1,844	1,840	1,862

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,398	1,392	1,413	572	569	578
Private Home	206	205	208	79	79	80
Other Overnight	518	518	521	158	158	159
All Overnight	2,122	2,115	2,142	808	806	817

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Linn County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$71,443
Employee Earnings generated by \$100 Visitor Spending	\$30
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.92

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$5,364
Additional employment if each resident household encouraged one additional overnight visitor	75

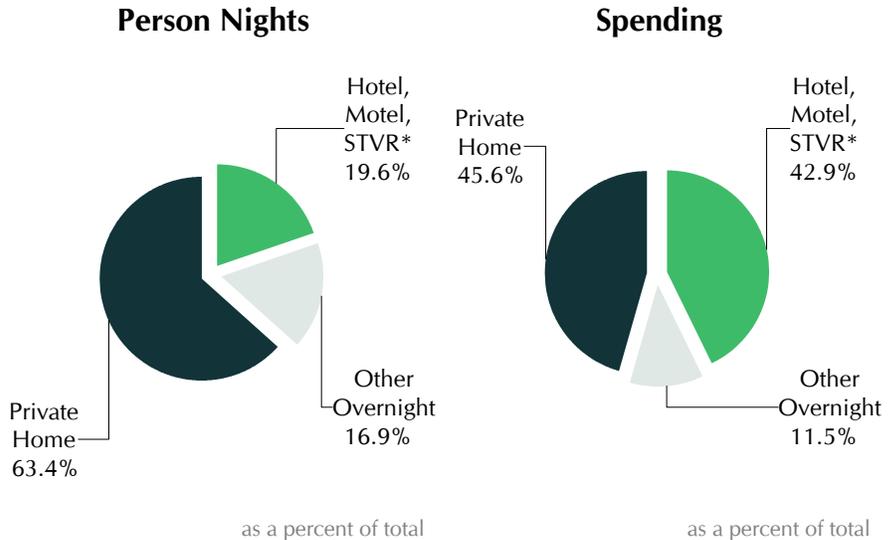
### Visitor Shares

Travel Share of Total Employment (2017)*	3.0 %
Overnight Visitor Share of Resident Population (2017)**	4.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	235.1	391.1	39.2
Private Home	491.6	1,263.7	41.7
Other Overnight	109.6	337.2	10.5
All Overnight	836.3	1,992.0	91.5

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Linn**  
**Direct Travel Impacts, 2010-2018p**

	<b>Avg. Annual Chg.</b>							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	112.9	131.4	136.0	139.2	143.6	149.8	4.3%	3.6%
Other	16.8	20.7	19.3	14.2	15.9	17.7	11.5%	0.6%
Visitor	96.1	110.7	116.7	125.0	127.7	132.0	3.4%	4.1%
Non-transportation	84.0	95.2	102.1	113.1	114.9	117.8	2.6%	4.3%
Transportation	12.1	15.5	14.6	11.9	12.9	14.2	10.2%	2.1%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	24.8	27.5	29.8	34.8	37.0	40.4	9.4%	6.3%
<b>Employment (Jobs)</b>								
Employment	1,490	1,570	1,630	1,780	1,800	1,890	5.2%	3.1%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	4.0	4.9	5.1	5.9	6.3	6.5	2.9%	6.4%
Local	0.6	0.8	0.9	1.2	1.2	1.2	1.4%	8.4%
State	3.3	4.0	4.1	4.7	5.1	5.3	3.2%	5.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Linn County

### Travel Impacts, 2006-2018p

<b>Total Direct Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	96.5	101.6	96.1	110.7	125.0	127.7	132.0
Other Travel*	16.9	20.9	16.8	20.7	14.2	15.9	17.7
<b>Total</b>	<b>113.4</b>	<b>122.5</b>	<b>112.9</b>	<b>131.4</b>	<b>139.2</b>	<b>143.6</b>	<b>149.8</b>
<b>Visitor Spending By Commodity Purchased (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	11.5	12.6	10.8	12.8	19.2	19.9	20.2
Arts, Ent. & Rec.	15.4	15.2	14.6	16.0	17.8	17.9	18.3
Food Service	26.6	27.9	28.0	32.2	39.2	40.4	42.1
Food Stores	12.0	13.1	12.6	14.4	15.9	15.8	16.1
Local Tran. & Gas	12.1	14.7	12.1	15.5	11.9	12.9	14.2
Retail Sales	18.8	18.1	17.9	19.8	21.0	20.9	21.2
<b>Total</b>	<b>96.5</b>	<b>101.6</b>	<b>96.1</b>	<b>110.7</b>	<b>125.0</b>	<b>127.7</b>	<b>132.0</b>
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	14.4	15.8	14.8	16.8	22.4	24.1	26.9
Arts, Ent. & Rec.	4.6	5.3	4.8	4.9	5.9	6.1	6.4
Ground Tran.	0.5	0.5	0.5	0.5	0.7	0.7	0.8
Other Travel*	1.1	1.0	0.9	0.9	0.7	0.8	0.8
Retail**	3.9	4.0	3.9	4.3	5.1	5.2	5.5
<b>Total</b>	<b>24.4</b>	<b>26.7</b>	<b>24.8</b>	<b>27.5</b>	<b>34.8</b>	<b>37.0</b>	<b>40.4</b>
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	950	990	870	950	1,120	1,120	1,190
Arts, Ent. & Rec.	400	390	360	350	370	390	410
Ground Tran.	20	20	20	20	20	20	20
Other Travel*	60	60	50	50	40	40	40
Retail**	190	190	190	210	220	230	230
<b>Total</b>	<b>1,630</b>	<b>1,650</b>	<b>1,490</b>	<b>1,570</b>	<b>1,780</b>	<b>1,800</b>	<b>1,890</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	0.7	0.8	0.6	0.8	1.2	1.2	1.2
State Tax Receipts	3.4	3.6	3.3	4.0	4.7	5.1	5.3
<b>Total</b>	<b>4.1</b>	<b>4.3</b>	<b>4.0</b>	<b>4.9</b>	<b>5.9</b>	<b>6.3</b>	<b>6.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Linn County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>96.5</b>	<b>101.6</b>	<b>96.1</b>	<b>110.7</b>	<b>125.0</b>	<b>127.7</b>	<b>132.0</b>
<b>All Overnight</b>	<b>64.0</b>	<b>70.4</b>	<b>65.7</b>	<b>75.6</b>	<b>86.5</b>	<b>88.5</b>	<b>91.5</b>
Hotel, Motel, STVR*	24.3	27.0	22.9	28.0	37.0	38.1	39.2
Private Home	31.2	34.2	34.1	38.5	39.4	40.2	41.7
Other Overnight	8.6	9.2	8.6	9.1	10.1	10.2	10.5
<b>Day Travel</b>	<b>32.5</b>	<b>31.2</b>	<b>30.4</b>	<b>35.1</b>	<b>38.6</b>	<b>39.2</b>	<b>40.5</b>
Day Travel	32.5	31.2	30.4	35.1	38.6	39.2	40.5

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$246	\$409	\$100	\$167	2.5	1.7
Private Home	\$85	\$217	\$33	\$85	2.6	2.6
Other Overnight	\$107	\$329	\$31	\$96	3.4	3.1
All Overnight	\$122	\$286	\$46	\$109	2.7	2.3

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	393	389	391	160	159	159
Private Home	1,243	1,244	1,264	486	486	494
Other Overnight	336	332	337	98	97	98
All Overnight	1,972	1,965	1,992	744	742	752

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	237	234	235	96	95	96
Private Home	483	484	492	189	189	192
Other Overnight	109	108	110	32	32	32
All Overnight	829	826	836	317	316	320

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Malheur County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$68,413
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.74

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,162
Additional employment if each resident household encouraged one additional overnight visitor	17

### Visitor Shares

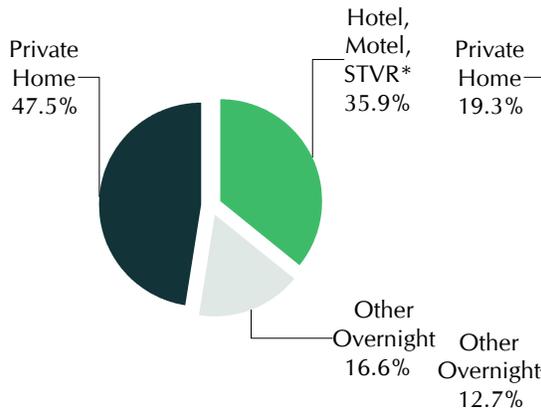
Travel Share of Total Employment (2017)*	3.6 %
Overnight Visitor Share of Resident Population (2017)**	5.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

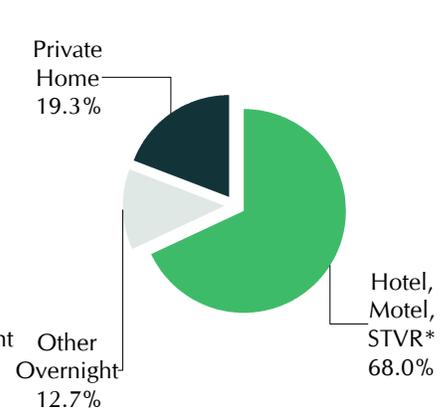
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	137.7	229.0	22.4
Private Home	117.9	303.1	6.3
Other Overnight	34.6	106.2	4.2
<b>All Overnight</b>	<b>290.2</b>	<b>638.3</b>	<b>32.9</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Malheur**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	37.6	41.0	40.1	42.1	45.6	44.8	-1.7%	2.2%
Other	4.3	5.2	4.7	3.5	3.9	4.3	11.5%	0.1%
Visitor	33.3	35.9	35.3	38.6	41.7	40.5	-2.9%	2.5%
Non-transportation	30.2	32.2	32.1	35.9	38.7	37.3	-3.5%	2.7%
Transportation	3.1	3.7	3.3	2.7	3.0	3.2	4.5%	0.2%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	9.8	10.9	11.1	12.4	13.1	13.5	3.5%	4.1%
<b>Employment (Jobs)</b>								
Employment	550	590	560	590	620	600	-2.8%	1.2%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.7	1.9	1.9	2.2	2.4	2.3	-3.2%	4.3%
Local	0.6	0.7	0.7	0.8	0.9	0.9	-7.3%	4.2%
State	1.0	1.2	1.2	1.3	1.5	1.5	-0.6%	4.3%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Malheur County**  
**Travel Impacts, 2006-2018p**

**Total Direct Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	35.9	31.2	33.3	35.9	38.6	41.7	40.5
Other Travel*	4.4	5.3	4.3	5.2	3.5	3.9	4.3
<b>Total</b>	<b>40.3</b>	<b>36.5</b>	<b>37.6</b>	<b>41.0</b>	<b>42.1</b>	<b>45.6</b>	<b>44.8</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accommodations	8.0	7.9	8.5	9.1	11.3	12.8	11.9
Arts, Ent. & Rec.	6.3	5.0	5.2	5.4	5.6	5.9	5.7
Food Service	9.2	7.8	8.6	9.3	10.4	11.2	11.1
Food Stores	4.1	3.6	3.9	4.2	4.5	4.5	4.5
Local Tran. & Gas	3.4	3.3	3.1	3.7	2.7	3.0	3.2
Retail Sales	4.9	3.6	3.9	4.1	4.1	4.2	4.1
<b>Total</b>	<b>35.9</b>	<b>31.2</b>	<b>33.3</b>	<b>35.9</b>	<b>38.6</b>	<b>41.7</b>	<b>40.5</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	7.1	6.4	6.8	7.5	8.6	9.0	9.8
Arts, Ent. & Rec.	1.8	1.7	1.6	1.9	2.2	2.4	2.0
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Other Travel*	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Retail**	1.1	0.9	1.0	1.0	1.1	1.2	1.3
<b>Total</b>	<b>10.4</b>	<b>9.4</b>	<b>9.8</b>	<b>10.9</b>	<b>12.4</b>	<b>13.1</b>	<b>13.5</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	410	360	370	380	410	410	430
Arts, Ent. & Rec.	150	120	120	150	120	130	100
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	10	10	10	10	10	10	10
Retail**	60	50	50	50	50	50	50
<b>Total</b>	<b>630</b>	<b>530</b>	<b>550</b>	<b>590</b>	<b>590</b>	<b>620</b>	<b>600</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.5	0.6	0.6	0.7	0.8	0.9	0.9
State Tax Receipts	1.1	1.0	1.0	1.2	1.3	1.5	1.5
<b>Total</b>	<b>1.6</b>	<b>1.6</b>	<b>1.7</b>	<b>1.9</b>	<b>2.2</b>	<b>2.4</b>	<b>2.3</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Malheur County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>35.9</b>	<b>31.2</b>	<b>33.3</b>	<b>35.9</b>	<b>38.6</b>	<b>41.7</b>	<b>40.5</b>
<b>All Overnight</b>	<b>26.5</b>	<b>25.1</b>	<b>26.8</b>	<b>28.8</b>	<b>31.3</b>	<b>34.0</b>	<b>32.9</b>
Hotel, Motel, STVR*	17.6	16.6	17.5	19.0	21.2	23.7	22.4
Private Home	5.3	5.6	5.9	6.2	6.1	6.3	6.3
Other Overnight	3.5	2.9	3.4	3.6	4.0	4.0	4.2
<b>Day Travel</b>	<b>9.4</b>	<b>6.1</b>	<b>6.5</b>	<b>7.1</b>	<b>7.3</b>	<b>7.7</b>	<b>7.6</b>
Day Travel	9.4	6.1	6.5	7.1	7.3	7.7	7.6

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$240	\$399	\$98	\$162	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$135	\$413	\$39	\$121	3.4	3.1
All Overnight	\$136	\$293	\$52	\$113	2.6	2.2

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	227	243	229	92	99	93
Private Home	306	310	303	120	121	118
Other Overnight	106	104	106	31	30	31
All Overnight	638	657	638	243	251	243

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	136	146	138	56	60	56
Private Home	119	120	118	46	47	46
Other Overnight	34	34	35	10	10	10
All Overnight	290	301	290	112	117	112

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Marion County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$81,144
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.21

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$17,177
Additional employment if each resident household encouraged one additional overnight visitor	212

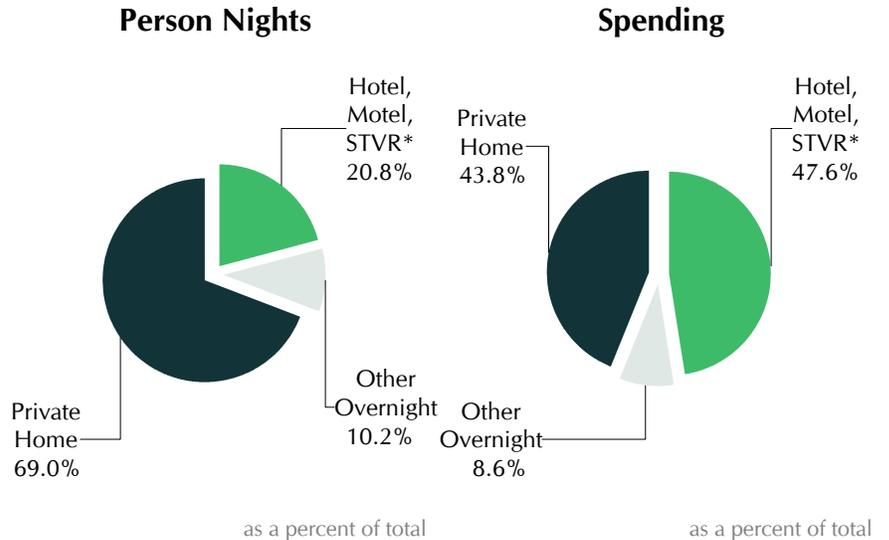
### Visitor Shares

Travel Share of Total Employment (2017)*	2.4 %
Overnight Visitor Share of Resident Population (2017)**	4.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	594.1	1,123.7	131.7
Private Home	1,227.5	3,733.3	121.1
Other Overnight	169.7	551.4	23.8
<b>All Overnight</b>	<b>1,991.3</b>	<b>5,408.4</b>	<b>276.6</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Marion**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	324.2	364.3	381.9	396.7	415.5	425.8	2.5%	3.5%
Other	48.6	59.3	56.5	47.3	52.6	58.6	11.4%	2.4%
Visitor	275.7	305.0	325.5	349.4	363.0	367.2	1.2%	3.6%
Non-transportation	241.8	263.4	286.0	317.4	327.7	329.3	0.5%	3.9%
Transportation	33.8	41.6	39.5	32.1	35.3	38.0	7.6%	1.4%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	75.6	81.4	89.6	104.9	112.0	118.6	5.9%	5.8%
<b>Employment (Jobs)</b>								
Employment	3,890	4,020	4,340	4,660	4,720	4,740	0.4%	2.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	12.0	14.1	15.1	17.4	19.0	19.1	0.8%	6.0%
Local	2.5	2.9	3.4	4.2	4.5	4.4	-1.0%	7.3%
State	9.5	11.2	11.7	13.2	14.5	14.7	1.4%	5.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Marion County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	268.9	279.1	275.7	305.0	349.4	363.0	367.2
Other Travel*	48.9	59.8	48.6	59.3	47.3	52.6	58.6
<b>Total</b>	<b>317.8</b>	<b>338.9</b>	<b>324.2</b>	<b>364.3</b>	<b>396.7</b>	<b>415.5</b>	<b>425.8</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	39.8	42.3	40.1	43.1	63.5	67.6	67.1
Arts, Ent. & Rec.	41.5	40.5	40.1	42.8	47.8	48.7	48.8
Food Service	73.5	75.8	79.4	87.8	108.1	112.8	115.1
Food Stores	31.2	34.1	33.8	37.7	42.2	42.4	42.5
Local Tran. & Gas	33.0	39.1	33.8	41.6	32.1	35.3	38.0
Retail Sales	49.9	47.2	48.4	52.1	55.7	56.1	55.8
<b>Total</b>	<b>268.9</b>	<b>279.1</b>	<b>275.7</b>	<b>305.0</b>	<b>349.4</b>	<b>363.0</b>	<b>367.2</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	44.7	48.2	47.2	51.8	69.5	74.9	79.0
Arts, Ent. & Rec.	12.4	13.9	13.0	13.1	14.7	15.3	16.8
Ground Tran.	1.3	1.3	1.3	1.5	1.9	2.0	2.1
Other Travel*	3.8	4.0	3.7	3.8	5.5	5.9	6.5
Retail**	10.1	10.4	10.3	11.2	13.2	13.8	14.3
<b>Total</b>	<b>72.3</b>	<b>77.8</b>	<b>75.6</b>	<b>81.4</b>	<b>104.9</b>	<b>112.0</b>	<b>118.6</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	2,440	2,480	2,320	2,500	2,910	2,980	3,000
Arts, Ent. & Rec.	890	990	910	850	970	950	940
Ground Tran.	50	50	40	50	50	50	50
Other Travel*	170	170	150	150	210	210	220
Retail**	480	470	460	480	520	530	530
<b>Total</b>	<b>4,020</b>	<b>4,150</b>	<b>3,890</b>	<b>4,020</b>	<b>4,660</b>	<b>4,720</b>	<b>4,740</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	2.6	2.8	2.5	2.9	4.2	4.5	4.4
State Tax Receipts	9.4	9.9	9.5	11.2	13.2	14.5	14.7
<b>Total</b>	<b>12.0</b>	<b>12.7</b>	<b>12.0</b>	<b>14.1</b>	<b>17.4</b>	<b>19.0</b>	<b>19.1</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Marion County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>268.9</b>	<b>279.1</b>	<b>275.7</b>	<b>305.0</b>	<b>349.4</b>	<b>363.0</b>	<b>367.2</b>
<b>All Overnight</b>	<b>195.1</b>	<b>210.0</b>	<b>205.9</b>	<b>226.6</b>	<b>262.6</b>	<b>273.6</b>	<b>276.6</b>
Hotel, Motel, STVR*	85.7	91.6	87.1	95.6	124.6	132.0	131.7
Private Home	91.8	98.3	99.4	110.6	115.2	118.6	121.1
Other Overnight	17.6	20.2	19.4	20.4	22.8	23.1	23.8
<b>Day Travel</b>	<b>73.8</b>	<b>69.1</b>	<b>69.8</b>	<b>78.4</b>	<b>86.8</b>	<b>89.4</b>	<b>90.7</b>
Day Travel	73.8	69.1	69.8	78.4	86.8	89.4	90.7

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$286	\$542	\$117	\$222	2.4	1.9
Private Home	\$85	\$257	\$32	\$99	2.6	3.0
Other Overnight	\$146	\$475	\$43	\$140	3.4	3.3
All Overnight	\$135	\$362	\$51	\$139	2.6	2.7

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,137	1,158	1,124	465	474	460
Private Home	3,701	3,735	3,733	1,420	1,433	1,433
Other Overnight	549	544	551	162	161	163
All Overnight	5,387	5,436	5,408	2,048	2,068	2,056

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	601	612	594	246	250	243
Private Home	1,217	1,228	1,228	467	471	471
Other Overnight	169	167	170	50	49	50
All Overnight	1,987	2,007	1,991	763	771	764

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Morrow County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$66,576
Employee Earnings generated by \$100 Visitor Spending	\$31
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.79

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$386
Additional employment if each resident household encouraged one additional overnight visitor	6

### Visitor Shares

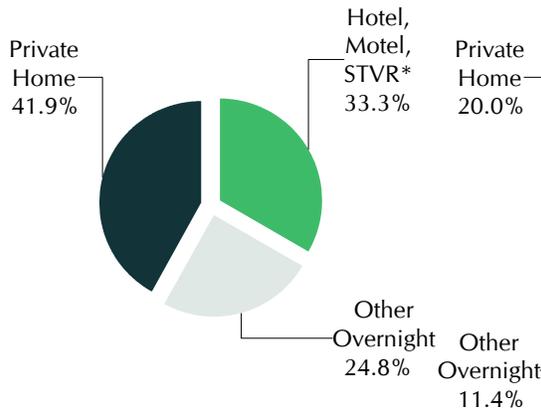
Travel Share of Total Employment (2017)*	2.5 %
Overnight Visitor Share of Resident Population (2017)**	6.5 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

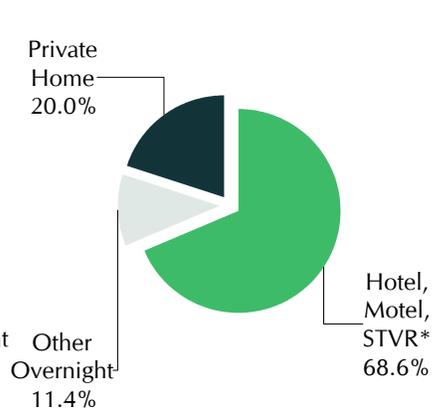
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	53.9	89.6	8.1
Private Home	43.9	112.9	2.4
Other Overnight	23.3	66.9	1.3
<b>All Overnight</b>	<b>121.1</b>	<b>269.4</b>	<b>11.8</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Morrow**  
**Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	12.0	13.4	14.4	14.9	15.8	16.4	3.4%	4.0%
Other	1.5	1.9	1.7	1.3	1.4	1.6	11.5%	0.4%
Visitor	10.4	11.5	12.6	13.6	14.4	14.8	2.6%	4.4%
Non-transportation	9.3	10.2	11.3	12.6	13.2	13.5	2.0%	4.7%
Transportation	1.1	1.3	1.3	1.1	1.2	1.3	9.2%	1.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	2.8	3.1	3.4	3.8	4.1	4.7	15.4%	6.9%
<b>Employment (Jobs)</b>								
Employment	150	160	180	180	190	220	16.0%	5.0%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.3	0.4	0.4	0.5	0.5	0.6	6.4%	6.2%
Local	0.0	0.0	0.0	0.0	0.0	0.0	1.4%	3.9%
State	0.3	0.4	0.4	0.5	0.5	0.6	6.5%	6.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Morrow County

### Travel Impacts, 2006-2018p

<b>Total Direct Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	10.6	11.5	10.4	11.5	13.6	14.4	14.8
Other Travel*	1.6	2.0	1.5	1.9	1.3	1.4	1.6
<b>Total</b>	<b>12.2</b>	<b>13.5</b>	<b>12.0</b>	<b>13.4</b>	<b>14.9</b>	<b>15.8</b>	<b>16.4</b>
<b>Visitor Spending By Commodity Purchased (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	2.1	2.7	2.4	2.7	3.8	4.1	4.2
Arts, Ent. & Rec.	1.7	1.8	1.6	1.7	2.0	2.0	2.1
Food Service	2.7	2.9	2.8	3.1	3.8	4.0	4.1
Food Stores	1.3	1.3	1.3	1.4	1.5	1.5	1.6
Local Tran. & Gas	1.1	1.4	1.1	1.3	1.1	1.2	1.3
Retail Sales	1.5	1.4	1.3	1.4	1.5	1.5	1.5
<b>Total</b>	<b>10.6</b>	<b>11.5</b>	<b>10.4</b>	<b>11.5</b>	<b>13.6</b>	<b>14.4</b>	<b>14.8</b>
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	1.7	1.9	1.6	1.8	2.4	2.6	3.2
Arts, Ent. & Rec.	0.6	0.7	0.6	0.6	0.7	0.7	0.8
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Retail**	0.5	0.5	0.4	0.5	0.5	0.6	0.6
<b>Total</b>	<b>2.8</b>	<b>3.2</b>	<b>2.8</b>	<b>3.1</b>	<b>3.8</b>	<b>4.1</b>	<b>4.7</b>
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	130	140	100	100	120	130	160
Arts, Ent. & Rec.	30	30	30	30	30	40	40
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	20	20	20	20	20	20	20
<b>Total</b>	<b>190</b>	<b>200</b>	<b>150</b>	<b>160</b>	<b>180</b>	<b>190</b>	<b>220</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Receipts	0.4	0.4	0.3	0.4	0.5	0.5	0.6
<b>Total</b>	<b>0.4</b>	<b>0.4</b>	<b>0.3</b>	<b>0.4</b>	<b>0.5</b>	<b>0.5</b>	<b>0.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Morrow County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>10.6</b>	<b>11.5</b>	<b>10.4</b>	<b>11.5</b>	<b>13.6</b>	<b>14.4</b>	<b>14.8</b>
<b>All Overnight</b>	<b>7.8</b>	<b>9.1</b>	<b>8.2</b>	<b>9.0</b>	<b>10.8</b>	<b>11.5</b>	<b>11.8</b>
Hotel, Motel, STVR*	4.7	5.7	5.0	5.6	7.3	7.9	8.1
Private Home	2.0	2.2	2.1	2.2	2.3	2.3	2.4
Other Overnight	1.2	1.2	1.1	1.2	1.3	1.3	1.3
<b>Day Travel</b>	<b>2.7</b>	<b>2.4</b>	<b>2.3</b>	<b>2.5</b>	<b>2.8</b>	<b>2.9</b>	<b>3.0</b>
Day Travel	2.7	2.4	2.3	2.5	2.8	2.9	3.0

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$222	\$369	\$90	\$150	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$67	\$190	\$20	\$58	3.3	2.9
All Overnight	\$117	\$256	\$44	\$98	2.7	2.2

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	85	89	90	35	36	37
Private Home	113	113	113	44	44	44
Other Overnight	66	66	67	20	20	20
All Overnight	265	267	269	99	100	101

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	51	54	54	21	22	22
Private Home	44	44	44	17	17	17
Other Overnight	23	23	23	7	7	7
All Overnight	118	120	121	45	46	46

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Multnomah County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$163,722
Employee Earnings generated by \$100 Visitor Spending	\$21
Local & State Tax Revenues generated by \$100 Visitor Spending	\$7.14

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$116,601
Additional employment if each resident household encouraged one additional overnight visitor	712

### Visitor Shares

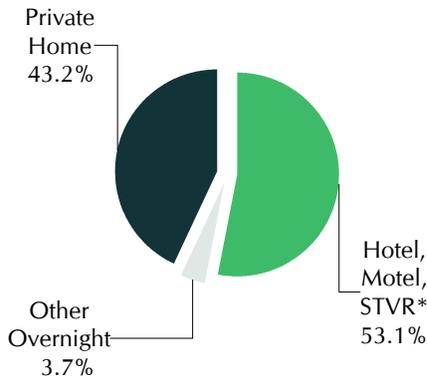
Travel Share of Total Employment (2017)*	3.5 %
Overnight Visitor Share of Resident Population (2017)**	4.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

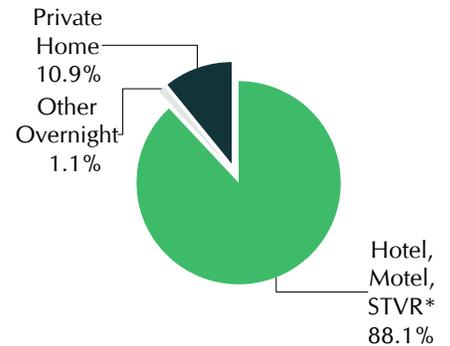
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	3,382.9	6,879.1	1,600.1
Private Home	1,803.5	5,591.3	197.5
Other Overnight	142.3	474.4	19.4
All Overnight	5,328.7	12,944.7	1,816.9

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Multnomah**  
**Direct Travel Impacts, 2010-2018p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	2,813.6	3,118.0	3,432.5	3,784.2	3,972.4	4,146.3	4.4%	5.0%	
Other	961.5	1,009.5	1,077.0	1,141.3	1,217.4	1,284.8	5.5%	3.7%	
Visitor	1,852.1	2,108.5	2,355.6	2,642.9	2,755.0	2,861.5	3.9%	5.6%	
Non-transportation	1,065.1	1,271.1	1,417.4	1,645.7	1,712.7	1,768.6	3.3%	6.5%	
Transportation	787.0	837.4	938.2	997.3	1,042.3	1,092.9	4.9%	4.2%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	599.4	687.8	774.6	911.2	1,000.4	1,099.9	10.0%	7.9%	
<b>Employment (Jobs)</b>									
Employment	17,930	19,660	21,130	22,750	23,030	23,690	2.9%	3.5%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	108.0	130.4	156.2	185.5	195.8	204.2	4.3%	8.3%	
Local	59.5	72.6	92.9	109.6	114.0	117.3	2.8%	8.9%	
State	48.5	57.8	63.3	76.0	81.8	87.0	6.3%	7.6%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

**Multnomah County**  
**Travel Impacts, 2006-2018p**

<b>Total Direct Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	1,664.6	1,822.3	1,852.1	2,108.5	2,642.9	2,755.0	2,861.5
Other Travel*	895.8	942.0	961.5	1,009.5	1,141.3	1,217.4	1,284.8
<b>Total</b>	<b>2,560.4</b>	<b>2,764.3</b>	<b>2,813.6</b>	<b>3,118.0</b>	<b>3,784.2</b>	<b>3,972.4</b>	<b>4,146.3</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	342.4	398.2	370.5	477.4	693.1	723.8	741.0
Arts, Ent. & Rec.	102.2	105.1	106.6	119.0	137.8	141.7	145.8
Food Service	296.2	328.2	353.1	409.5	516.5	544.4	572.6
Food Stores	51.2	57.2	58.1	67.2	78.2	79.2	80.9
Local Tran. & Gas	208.4	244.5	227.3	266.1	283.8	300.0	320.0
Retail Sales	166.9	168.7	176.9	197.9	220.0	223.8	228.3
Visitor Air Tran.	497.3	520.4	559.7	571.4	713.5	742.3	772.9
<b>Total</b>	<b>1,664.6</b>	<b>1,822.3</b>	<b>1,852.1</b>	<b>2,108.5</b>	<b>2,642.9</b>	<b>2,755.0</b>	<b>2,861.5</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	218.6	252.0	248.4	297.5	398.5	429.2	466.9
Arts, Ent. & Rec.	28.3	33.5	32.0	40.3	43.7	46.1	49.0
Ground Tran.	24.6	26.2	23.8	26.9	32.6	34.5	35.7
Other Travel*	256.1	257.5	265.7	289.8	395.6	447.7	503.2
Retail**	27.1	29.0	29.5	33.3	40.7	43.0	45.1
<b>Total</b>	<b>554.6</b>	<b>598.4</b>	<b>599.4</b>	<b>687.8</b>	<b>911.2</b>	<b>1,000.4</b>	<b>1,099.9</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	9,810	10,830	10,420	11,810	13,510	13,720	14,010
Arts, Ent. & Rec.	990	1,020	950	1,060	1,220	1,170	1,170
Ground Tran.	990	1,010	860	930	960	980	980
Other Travel*	5,320	5,500	4,650	4,700	5,770	5,830	6,210
Retail**	1,040	1,070	1,050	1,160	1,290	1,320	1,320
<b>Total</b>	<b>18,140</b>	<b>19,420</b>	<b>17,930</b>	<b>19,660</b>	<b>22,750</b>	<b>23,030</b>	<b>23,690</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	55.9	63.0	59.5	72.6	109.6	114.0	117.3
State Tax Receipts	45.3	49.7	48.5	57.8	76.0	81.8	87.0
<b>Total</b>	<b>101.2</b>	<b>112.7</b>	<b>108.0</b>	<b>130.4</b>	<b>185.5</b>	<b>195.8</b>	<b>204.2</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Multnomah County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>1,167</b>	<b>1,302</b>	<b>1,292</b>	<b>1,537</b>	<b>1,929</b>	<b>2,013</b>	<b>2,089</b>
<b>All Overnight</b>	<b>985</b>	<b>1,119</b>	<b>1,104</b>	<b>1,318</b>	<b>1,677</b>	<b>1,751</b>	<b>1,817</b>
Hotel, Motel, STVR*	837	956	935	1,131	1,475	1,543	1,600
Private Home	133	148	154	171	184	190	197
Other Overnight	15	16	16	17	18	19	19
<b>Day Travel</b>	<b>182</b>	<b>183</b>	<b>188</b>	<b>219</b>	<b>252</b>	<b>261</b>	<b>272</b>
Day Travel	182	183	188	219	252	261	272

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$489	\$1,020	\$233	\$473	2.1	2.1
Private Home	\$67	\$216	\$35	\$109	1.9	3.2
Other Overnight	\$126	\$425	\$41	\$136	3.1	3.4
All Overnight	\$285	\$719	\$140	\$341	2.0	2.5

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	6,592	6,745	6,879	3,127	3,201	3,275
Private Home	5,489	5,532	5,591	2,867	2,901	2,941
Other Overnight	472	468	474	152	151	153
All Overnight	12,553	12,745	12,945	6,146	6,253	6,369

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	3,242	3,317	3,383	1,499	1,534	1,569
Private Home	1,771	1,784	1,804	893	902	914
Other Overnight	141	140	142	45	45	46
All Overnight	5,154	5,242	5,329	2,437	2,481	2,528

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Polk County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$70,849
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$2.82

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$2,651
Additional employment if each resident household encouraged one additional overnight visitor	37

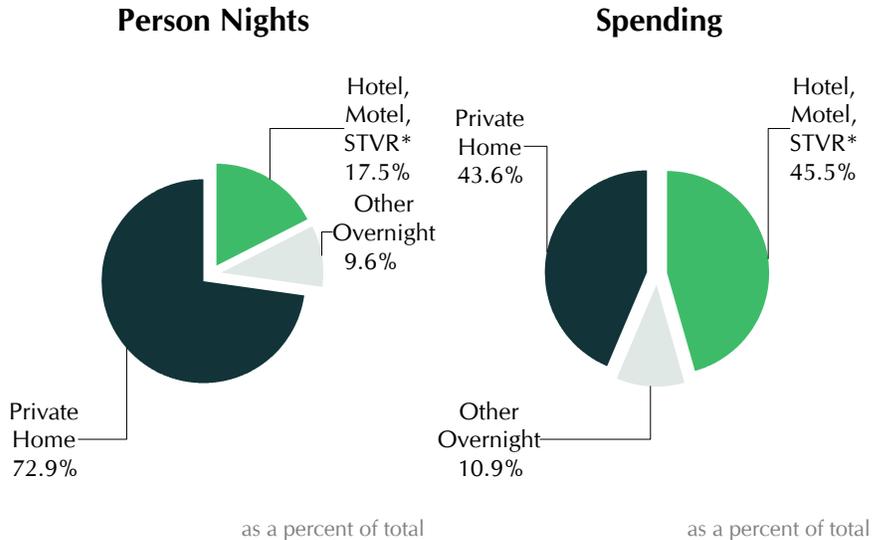
### Visitor Shares

Travel Share of Total Employment (2017)*	7.2 %
Overnight Visitor Share of Resident Population (2017)**	3.7 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	120.7	200.8	18.3
Private Home	325.7	837.2	17.5
Other Overnight	35.7	110.3	4.4
All Overnight	482.1	1,148.2	40.2

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Polk**  
**Direct Travel Impacts, 2010-2018p**

							<b>Avg. Annual Chg.</b>	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	152.6	161.7	165.4	170.6	177.8	177.2	-0.4%	1.9%
Other	10.3	12.9	12.2	9.4	10.6	11.9	11.5%	1.7%
Visitor	142.3	148.9	153.2	161.2	167.2	165.4	-1.1%	1.9%
Non-transportation	134.4	139.5	144.6	154.3	159.6	156.9	-1.7%	2.0%
Transportation	7.9	9.3	8.6	6.9	7.6	8.4	11.0%	0.8%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	48.3	43.2	41.8	48.5	51.3	55.6	8.5%	1.8%
<b>Employment (Jobs)</b>								
Employment	1,970	1,890	1,900	2,120	2,190	2,360	7.9%	2.3%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	3.7	3.7	3.7	4.1	4.5	4.7	4.6%	3.0%
State	3.7	3.7	3.7	4.1	4.5	4.7	4.6%	3.0%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Polk County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	147.6	145.2	142.3	148.9	161.2	167.2	165.4
Other Travel*	10.3	13.2	10.3	12.9	9.4	10.6	11.9
<b>Total</b>	<b>157.9</b>	<b>158.5</b>	<b>152.6</b>	<b>161.7</b>	<b>170.6</b>	<b>177.8</b>	<b>177.2</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	13.0	13.6	13.1	13.6	16.8	17.4	9.9
Arts, Ent. & Rec.	87.7	81.9	80.1	82.1	87.9	90.6	93.3
Food Service	25.2	25.7	26.6	28.3	32.8	34.5	36.3
Food Stores	10.4	11.3	11.1	11.9	13.0	13.3	13.6
Local Tran. & Gas	7.8	9.2	7.9	9.3	6.9	7.6	8.4
Retail Sales	3.4	3.5	3.5	3.6	3.7	3.8	3.9
<b>Total</b>	<b>147.6</b>	<b>145.2</b>	<b>142.3</b>	<b>148.9</b>	<b>161.2</b>	<b>167.2</b>	<b>165.4</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	15.1	16.0	16.0	16.3	21.4	22.6	25.2
Arts, Ent. & Rec.	28.9	31.1	29.4	23.8	23.6	25.0	26.6
Ground Tran.	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Retail**	2.0	2.2	2.1	2.2	2.5	2.6	2.8
<b>Total</b>	<b>46.7</b>	<b>50.1</b>	<b>48.3</b>	<b>43.2</b>	<b>48.5</b>	<b>51.3</b>	<b>55.6</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	1,000	970	940	900	1,010	1,060	1,100
Arts, Ent. & Rec.	1,050	990	880	840	950	970	1,090
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	30	30	20	20	30	30	30
Retail**	110	110	110	110	120	120	120
<b>Total</b>	<b>2,200</b>	<b>2,120</b>	<b>1,970</b>	<b>1,890</b>	<b>2,120</b>	<b>2,190</b>	<b>2,360</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
State Tax Receipts	3.6	3.9	3.7	3.7	4.1	4.5	4.7
<b>Total</b>	<b>3.6</b>	<b>3.9</b>	<b>3.7</b>	<b>3.7</b>	<b>4.1</b>	<b>4.5</b>	<b>4.7</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Polk County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>147.6</b>	<b>145.2</b>	<b>142.3</b>	<b>148.9</b>	<b>161.2</b>	<b>167.2</b>	<b>165.4</b>
<b>All Overnight</b>	<b>36.3</b>	<b>39.5</b>	<b>38.4</b>	<b>40.7</b>	<b>44.9</b>	<b>46.5</b>	<b>40.2</b>
Hotel, Motel, STVR*	20.7	21.4	20.7	21.7	24.8	25.4	18.3
Private Home	12.3	14.3	14.1	15.2	15.9	16.8	17.5
Other Overnight	3.3	3.8	3.6	3.7	4.2	4.2	4.4
<b>Day Travel</b>	<b>111.4</b>	<b>105.8</b>	<b>103.9</b>	<b>108.2</b>	<b>116.3</b>	<b>120.7</b>	<b>125.1</b>
Day Travel	111.4	105.8	103.9	108.2	116.3	120.7	125.1

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$224	\$372	\$91	\$152	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$137	\$422	\$40	\$123	3.4	3.1
All Overnight	\$91	\$215	\$35	\$83	2.6	2.4

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	199	196	201	81	80	82
Private Home	793	820	837	310	321	327
Other Overnight	110	109	110	32	32	32
All Overnight	1,101	1,125	1,148	423	432	441

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	119	118	121	49	48	49
Private Home	308	319	326	121	125	127
Other Overnight	36	35	36	10	10	10
All Overnight	463	472	482	180	183	187

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Sherman County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$90,714
Employee Earnings generated by \$100 Visitor Spending	\$29
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.46

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$86
Additional employment if each resident household encouraged one additional overnight visitor	1

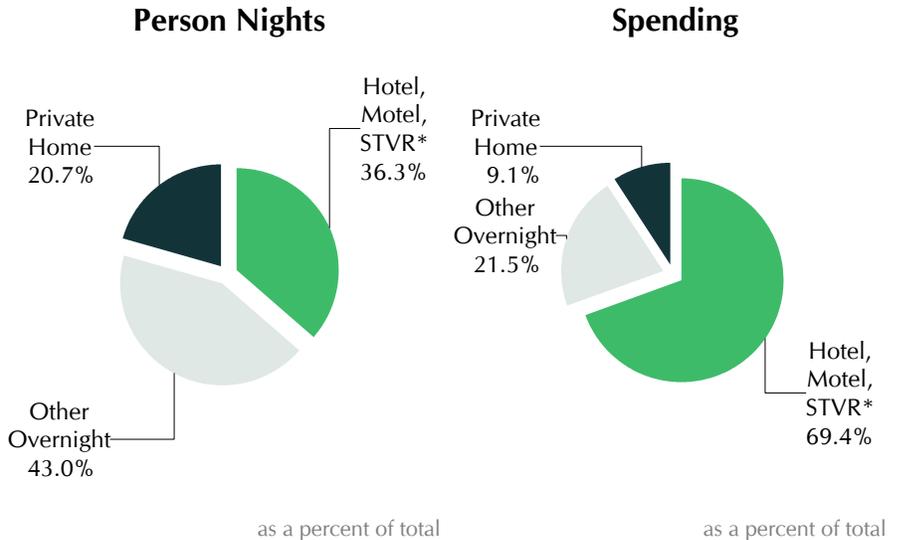
### Visitor Shares

Travel Share of Total Employment (2017)*	4.1 %
Overnight Visitor Share of Resident Population (2017)**	13.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	18.8	31.3	2.9
Private Home	6.9	17.8	0.4
Other Overnight	11.9	37.0	0.9
All Overnight	37.6	86.0	4.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Sherman**  
**Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	5.0	5.2	4.7	5.0	5.3	5.5	3.1%	1.3%
Other	0.2	0.3	0.3	0.2	0.2	0.2	11.5%	0.4%
Visitor	4.7	4.9	4.5	4.8	5.1	5.3	2.7%	1.4%
Non-transportation	4.3	4.3	4.0	4.5	4.7	4.8	2.1%	1.6%
Transportation	0.4	0.5	0.4	0.4	0.4	0.4	9.6%	-0.6%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	1.3	1.3	1.3	1.4	1.4	1.6	7.4%	2.4%
<b>Employment (Jobs)</b>								
Employment	60	60	50	60	60	60	1.3%	-0.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.1	0.2	0.1	0.2	0.2	0.2	3.5%	3.3%
Local	0.0	0.0	0.0	0.0	0.0	0.0	1.4%	4.6%
State	0.1	0.1	0.1	0.1	0.2	0.2	3.7%	3.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Sherman County**  
**Travel Impacts, 2006-2018p**

**Total Direct Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	4.3	4.7	4.7	4.9	4.8	5.1	5.3
Other Travel*	0.2	0.3	0.2	0.3	0.2	0.2	0.2
<b>Total</b>	<b>4.6</b>	<b>5.0</b>	<b>5.0</b>	<b>5.2</b>	<b>5.0</b>	<b>5.3</b>	<b>5.5</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accommodations	1.0	1.3	1.3	1.3	1.4	1.5	1.6
Arts, Ent. & Rec.	0.8	0.8	0.8	0.8	0.7	0.8	0.8
Food Service	1.1	1.1	1.2	1.2	1.3	1.4	1.4
Food Stores	0.5	0.5	0.5	0.5	0.6	0.6	0.6
Local Tran. & Gas	0.4	0.5	0.4	0.5	0.4	0.4	0.4
Retail Sales	0.6	0.5	0.5	0.5	0.5	0.5	0.5
<b>Total</b>	<b>4.3</b>	<b>4.7</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>5.1</b>	<b>5.3</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	0.7	0.8	0.8	0.8	0.9	0.9	1.0
Arts, Ent. & Rec.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.2	0.2	0.2	0.2	0.2	0.2	0.2
<b>Total</b>	<b>1.1</b>	<b>1.3</b>	<b>1.3</b>	<b>1.3</b>	<b>1.4</b>	<b>1.4</b>	<b>1.6</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	40	40	40	40	40	40	40
Arts, Ent. & Rec.	10	10	10	10	10	10	10
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	10	10	10	10	10	10	10
<b>Total</b>	<b>60</b>	<b>70</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.2	0.2
<b>Total</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Sherman County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>4.3</b>	<b>4.7</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>5.1</b>	<b>5.3</b>
<b>All Overnight</b>	<b>3.1</b>	<b>3.7</b>	<b>3.7</b>	<b>3.8</b>	<b>3.8</b>	<b>4.0</b>	<b>4.1</b>
Hotel, Motel, STVR*	2.0	2.6	2.7	2.7	2.6	2.8	2.9
Private Home	0.3	0.3	0.3	0.4	0.3	0.4	0.4
Other Overnight	0.8	0.8	0.7	0.8	0.8	0.9	0.9
<b>Day Travel</b>	<b>1.3</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>	<b>1.2</b>
Day Travel	1.3	1.0	1.0	1.1	1.1	1.1	1.2

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$224	\$373	\$91	\$152	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$83	\$257	\$24	\$75	3.5	3.1
All Overnight	\$135	\$298	\$48	\$109	2.8	2.2

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	30	31	31	12	13	13
Private Home	17	18	18	7	7	7
Other Overnight	37	36	37	11	11	11
All Overnight	84	85	86	30	30	30

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	18	19	19	7	8	8
Private Home	7	7	7	3	3	3
Other Overnight	12	12	12	3	3	3
All Overnight	36	37	38	13	14	14

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Tillamook County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$107,905
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.30

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,491
Additional employment if each resident household encouraged one additional overnight visitor	14

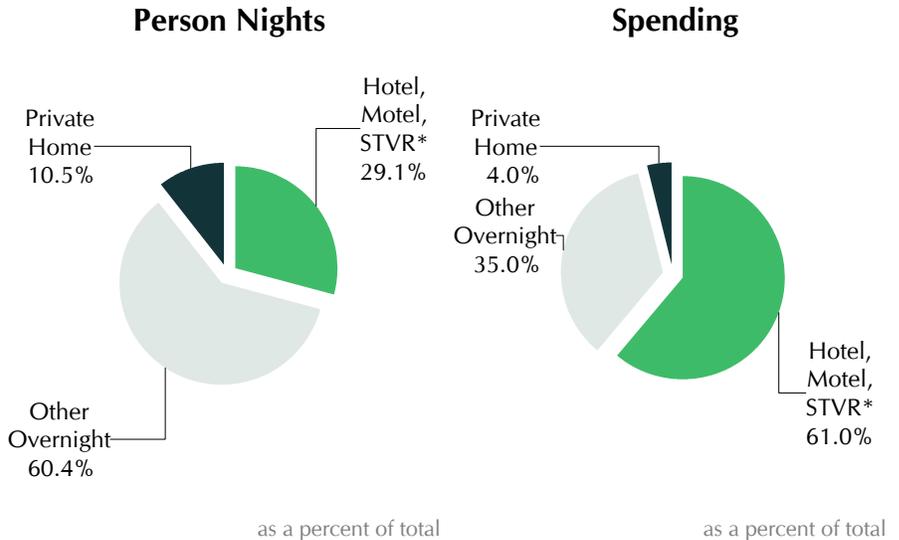
### Visitor Shares

Travel Share of Total Employment (2017)*	16.3 %
Overnight Visitor Share of Resident Population (2017)**	26.1 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	448.9	746.7	85.9
Private Home	105.0	270.0	5.7
Other Overnight	540.2	1,553.2	49.2
All Overnight	1,094.2	2,569.9	140.8

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Tillamook**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	186.2	199.4	220.9	227.4	232.7	240.1	3.1%	3.2%
Other	3.4	4.3	3.9	3.0	3.4	3.8	11.5%	1.2%
Visitor	182.8	195.1	216.9	224.4	229.3	236.3	3.0%	3.3%
Non-transportation	167.6	177.1	199.1	210.6	214.4	219.8	2.6%	3.5%
Transportation	15.2	18.0	17.8	13.8	15.0	16.4	9.7%	1.0%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	55.0	57.0	66.1	72.3	77.3	82.6	7.0%	5.2%
<b>Employment (Jobs)</b>								
Employment	2,100	1,960	2,150	2,190	2,210	2,200	-0.6%	0.6%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	5.1	5.6	6.3	7.0	7.5	7.8	3.8%	5.4%
Local	1.0	1.1	1.3	1.5	1.6	1.7	2.9%	6.2%
State	4.1	4.5	4.9	5.5	5.9	6.1	4.0%	5.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Tillamook County**  
**Travel Impacts, 2006-2018p**

<b>Total Direct Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	177.5	183.2	182.8	195.1	224.4	229.3	236.3
Other Travel*	3.5	4.3	3.4	4.3	3.0	3.4	3.8
<b>Total</b>	<b>181.1</b>	<b>187.5</b>	<b>186.2</b>	<b>199.4</b>	<b>227.4</b>	<b>232.7</b>	<b>240.1</b>

<b>Visitor Spending By Commodity Purchased (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	32.7	34.3	35.3	37.5	49.0	51.0	52.5
Arts, Ent. & Rec.	30.7	30.5	30.0	30.8	35.0	35.1	35.8
Food Service	47.1	48.9	50.9	54.5	66.6	68.6	71.2
Food Stores	22.4	24.1	23.2	25.1	28.4	28.3	28.7
Local Tran. & Gas	14.8	17.5	15.2	18.0	13.8	15.0	16.4
Retail Sales	29.8	27.8	28.0	29.3	31.5	31.4	31.7
<b>Total</b>	<b>177.5</b>	<b>183.2</b>	<b>182.8</b>	<b>195.1</b>	<b>224.4</b>	<b>229.3</b>	<b>236.3</b>

<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	35.5	38.3	38.3	40.0	52.7	57.1	62.3
Arts, Ent. & Rec.	8.4	9.7	9.0	8.7	9.8	10.0	9.9
Ground Tran.	0.7	0.7	0.7	0.8	1.0	1.1	1.1
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Retail**	7.0	7.1	6.9	7.3	8.7	8.9	9.2
<b>Total</b>	<b>51.7</b>	<b>56.0</b>	<b>55.0</b>	<b>57.0</b>	<b>72.3</b>	<b>77.3</b>	<b>82.6</b>

<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	1,290	1,280	1,270	1,190	1,400	1,410	1,430
Arts, Ent. & Rec.	460	550	460	400	370	390	340
Ground Tran.	30	20	20	20	30	30	30
Other Travel*	10	10	10	10	10	10	10
Retail**	390	370	340	350	390	380	380
<b>Total</b>	<b>2,170</b>	<b>2,240</b>	<b>2,100</b>	<b>1,960</b>	<b>2,190</b>	<b>2,210</b>	<b>2,200</b>

<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	1.2	1.0	1.0	1.1	1.5	1.6	1.7
State Tax Receipts	4.0	4.2	4.1	4.5	5.5	5.9	6.1
<b>Total</b>	<b>5.2</b>	<b>5.2</b>	<b>5.1</b>	<b>5.6</b>	<b>7.0</b>	<b>7.5</b>	<b>7.8</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Tillamook County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>177.5</b>	<b>183.2</b>	<b>182.8</b>	<b>195.1</b>	<b>224.4</b>	<b>229.3</b>	<b>236.3</b>
<b>All Overnight</b>	<b>98.1</b>	<b>107.1</b>	<b>107.0</b>	<b>113.0</b>	<b>133.3</b>	<b>136.5</b>	<b>140.8</b>
Hotel, Motel, STVR*	53.9	59.9	62.2	65.2	81.2	83.3	85.9
Private Home	4.4	4.7	4.7	5.2	5.1	5.4	5.7
Other Overnight	39.8	42.5	40.1	42.6	47.0	47.7	49.2
<b>Day Travel</b>	<b>79.5</b>	<b>76.1</b>	<b>75.7</b>	<b>82.1</b>	<b>91.1</b>	<b>92.8</b>	<b>95.5</b>
Day Travel	79.5	76.1	75.7	82.1	91.1	92.8	95.5

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$282	\$470	\$115	\$191	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$105	\$300	\$32	\$91	3.3	2.9
All Overnight	\$160	\$363	\$55	\$129	2.9	2.3

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	751	740	747	306	302	304
Private Home	255	265	270	100	104	106
Other Overnight	1,543	1,543	1,553	466	467	469
All Overnight	2,549	2,549	2,570	872	872	879

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	452	445	449	184	181	183
Private Home	99	103	105	39	40	41
Other Overnight	536	538	540	163	164	164
All Overnight	1,087	1,086	1,094	386	385	388

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Umatilla County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$63,242
Employee Earnings generated by \$100 Visitor Spending	\$35
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.74

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,601
Additional employment if each resident household encouraged one additional overnight visitor	57

### Visitor Shares

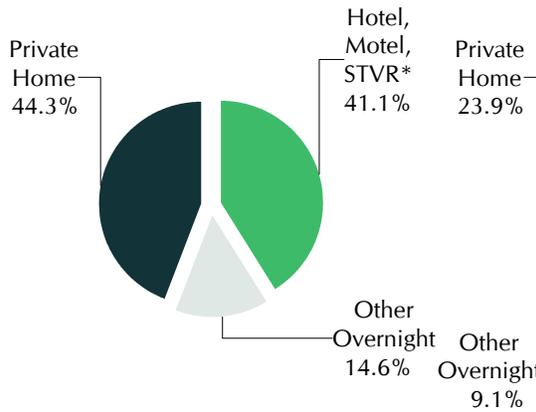
Travel Share of Total Employment (2017)*	6.2 %
Overnight Visitor Share of Resident Population (2017)**	6.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

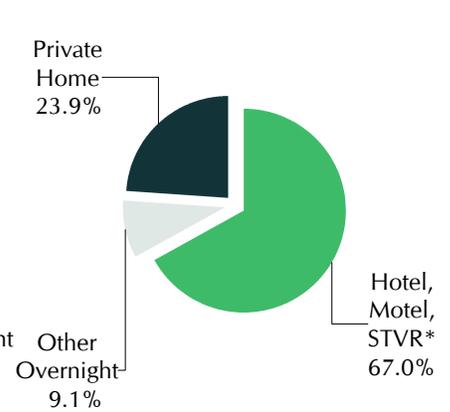
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	438.7	729.7	72.9
Private Home	306.3	787.4	26.0
Other Overnight	89.9	260.4	9.9
All Overnight	834.9	1,777.5	108.9

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Umatilla**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	133.6	140.3	148.0	146.6	162.0	168.3	3.9%	2.9%
Other	11.7	13.4	12.7	9.6	11.8	13.0	10.5%	1.3%
Visitor	121.9	126.9	135.4	137.0	150.2	155.3	3.4%	3.1%
Non-transportation	106.5	109.1	118.0	124.0	134.7	137.8	2.3%	3.3%
Transportation	15.4	17.8	17.4	13.0	15.5	17.5	12.5%	1.6%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	36.0	41.9	45.1	49.6	52.5	56.2	7.1%	5.7%
<b>Employment (Jobs)</b>								
Employment	2,030	2,190	2,290	2,430	2,480	2,520	1.6%	2.7%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	4.9	5.5	5.8	6.3	7.1	7.4	3.8%	5.3%
Local	1.2	1.2	1.4	1.5	1.8	1.8	4.0%	5.2%
State	3.7	4.3	4.4	4.8	5.3	5.5	3.7%	5.3%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Umatilla County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	123.4	123.7	121.9	126.9	137.0	150.2	155.3
Other Travel*	11.5	13.7	11.7	13.4	9.6	11.8	13.0
<b>Total</b>	<b>134.8</b>	<b>137.4</b>	<b>133.6</b>	<b>140.3</b>	<b>146.6</b>	<b>162.0</b>	<b>168.3</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	22.3	25.7	25.5	25.2	31.5	35.7	34.6
Arts, Ent. & Rec.	25.6	22.3	22.2	22.6	24.2	25.8	26.7
Food Service	30.7	30.2	31.6	33.0	38.5	42.2	44.8
Food Stores	11.6	11.6	11.5	12.3	13.4	13.9	14.2
Local Tran. & Gas	15.4	17.9	15.4	17.8	12.8	14.9	16.9
Retail Sales	16.9	15.1	15.6	15.9	16.3	17.1	17.6
Visitor Air Tran.	1.0	0.8	0.0	0.0	0.2	0.6	0.6
<b>Total</b>	<b>123.4</b>	<b>123.7</b>	<b>121.9</b>	<b>126.9</b>	<b>137.0</b>	<b>150.2</b>	<b>155.3</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	23.0	24.6	24.4	29.9	35.4	36.9	40.2
Arts, Ent. & Rec.	6.7	6.8	6.3	6.9	7.8	8.5	8.6
Ground Tran.	0.6	0.6	0.6	0.6	0.7	0.8	0.9
Other Travel*	1.0	0.9	1.0	0.6	1.4	1.5	1.6
Retail**	3.8	3.7	3.7	3.9	4.4	4.7	4.9
<b>Total</b>	<b>35.2</b>	<b>36.7</b>	<b>36.0</b>	<b>41.9</b>	<b>49.6</b>	<b>52.5</b>	<b>56.2</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	1,280	1,280	1,230	1,370	1,500	1,530	1,570
Arts, Ent. & Rec.	610	610	570	600	660	680	670
Ground Tran.	20	20	20	20	20	20	20
Other Travel*	50	50	50	30	60	60	60
Retail**	180	180	170	170	180	190	190
<b>Total</b>	<b>2,150</b>	<b>2,140</b>	<b>2,030</b>	<b>2,190</b>	<b>2,430</b>	<b>2,480</b>	<b>2,520</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	1.0	1.1	1.2	1.2	1.5	1.8	1.8
State Tax Receipts	3.6	3.7	3.7	4.3	4.8	5.3	5.5
<b>Total</b>	<b>4.7</b>	<b>4.9</b>	<b>4.9</b>	<b>5.5</b>	<b>6.3</b>	<b>7.1</b>	<b>7.4</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

## Umatilla County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>122.4</b>	<b>122.9</b>	<b>121.9</b>	<b>126.9</b>	<b>136.8</b>	<b>149.6</b>	<b>154.7</b>
<b>All Overnight</b>	<b>79.0</b>	<b>87.0</b>	<b>85.8</b>	<b>88.5</b>	<b>95.9</b>	<b>105.7</b>	<b>108.9</b>
Hotel, Motel, STVR*	50.2	56.9	55.3	56.0	62.4	70.7	72.9
Private Home	20.3	21.5	22.4	23.8	24.0	25.4	26.0
Other Overnight	8.6	8.6	8.1	8.7	9.5	9.6	9.9
<b>Day Travel</b>	<b>43.4</b>	<b>35.9</b>	<b>36.1</b>	<b>38.4</b>	<b>40.9</b>	<b>43.9</b>	<b>45.8</b>
Day Travel	43.4	35.9	36.1	38.4	40.9	43.9	45.8

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$245	\$408	\$100	\$166	2.5	1.7
Private Home	\$85	\$217	\$33	\$85	2.6	2.6
Other Overnight	\$127	\$365	\$38	\$111	3.3	2.9
All Overnight	\$159	\$334	\$61	\$130	2.6	2.1

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	636	693	730	259	282	297
Private Home	757	785	787	296	307	308
Other Overnight	259	257	260	78	77	78
All Overnight	1,651	1,735	1,778	633	667	684

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	382	416	439	156	170	179
Private Home	294	305	306	115	119	120
Other Overnight	89	89	90	27	27	27
All Overnight	766	811	835	298	316	326

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Union County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$50,182
Employee Earnings generated by \$100 Visitor Spending	\$43
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.65

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,158
Additional employment if each resident household encouraged one additional overnight visitor	23

### Visitor Shares

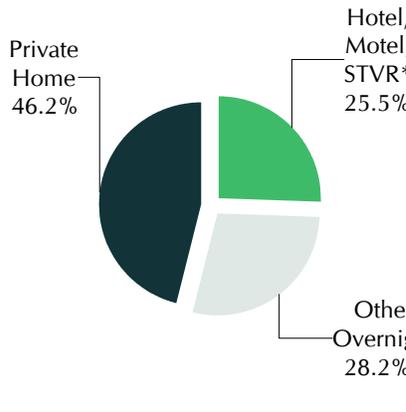
Travel Share of Total Employment (2017)*	4.3 %
Overnight Visitor Share of Resident Population (2017)**	5.9 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

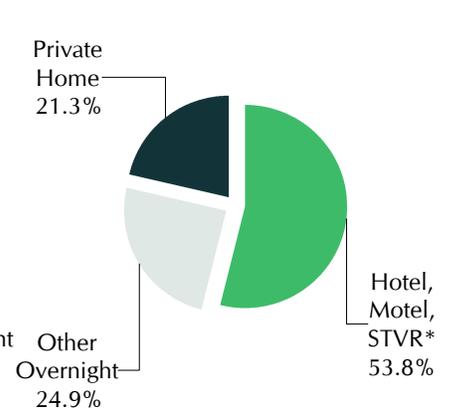
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

**Person Nights**



as a percent of total

**Spending**



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	88.2	146.7	14.1
Private Home	103.4	265.7	5.6
Other Overnight	52.6	162.2	6.5
All Overnight	244.1	574.6	26.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Union**  
**Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	29.3	31.8	33.0	33.3	35.2	36.6	3.9%	2.8%
Other	3.5	4.4	4.0	3.0	3.3	3.7	11.5%	0.7%
Visitor	25.8	27.5	29.0	30.3	31.9	32.8	3.1%	3.1%
Non-transportation	23.3	24.5	26.3	28.1	29.4	30.2	2.5%	3.3%
Transportation	2.5	2.9	2.7	2.2	2.4	2.7	9.9%	0.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	9.3	9.5	10.5	11.8	12.3	14.3	16.1%	5.5%
<b>Employment (Jobs)</b>								
Employment	540	550	570	600	620	670	8.2%	2.8%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.2	1.4	1.5	1.6	1.8	1.9	4.8%	5.9%
Local	0.3	0.4	0.5	0.6	0.6	0.6	1.6%	7.4%
State	0.8	0.9	1.0	1.1	1.2	1.2	6.4%	5.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Union County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	28.9	27.8	25.8	27.5	30.3	31.9	32.8
Other Travel*	3.5	4.3	3.5	4.4	3.0	3.3	3.7
<b>Total</b>	<b>32.4</b>	<b>32.1</b>	<b>29.3</b>	<b>31.8</b>	<b>33.3</b>	<b>35.2</b>	<b>36.6</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	6.1	6.3	5.7	5.8	7.4	8.0	8.2
Arts, Ent. & Rec.	4.9	4.3	3.9	4.0	4.4	4.5	4.6
Food Service	7.3	6.8	6.7	7.2	8.4	8.8	9.2
Food Stores	3.9	4.0	3.8	4.1	4.5	4.5	4.6
Local Tran. & Gas	2.7	3.0	2.5	2.9	2.2	2.4	2.7
Retail Sales	4.0	3.3	3.2	3.4	3.5	3.6	3.6
<b>Total</b>	<b>28.9</b>	<b>27.8</b>	<b>25.8</b>	<b>27.5</b>	<b>30.3</b>	<b>31.9</b>	<b>32.8</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	6.9	6.9	6.8	6.9	8.4	8.7	10.3
Arts, Ent. & Rec.	1.5	1.6	1.3	1.3	1.9	2.0	2.3
Ground Tran.	0.2	0.1	0.1	0.1	0.2	0.2	0.2
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Retail**	1.0	1.0	0.9	1.0	1.1	1.2	1.2
<b>Total</b>	<b>9.8</b>	<b>9.7</b>	<b>9.3</b>	<b>9.5</b>	<b>11.8</b>	<b>12.3</b>	<b>14.3</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	350	350	340	330	360	360	390
Arts, Ent. & Rec.	190	160	140	160	180	190	210
Ground Tran.	10	0	0	0	0	10	0
Other Travel*	10	10	10	10	10	10	10
Retail**	50	50	50	50	50	50	50
<b>Total</b>	<b>600</b>	<b>570</b>	<b>540</b>	<b>550</b>	<b>600</b>	<b>620</b>	<b>670</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.4	0.4	0.3	0.4	0.6	0.6	0.6
State Tax Receipts	0.9	0.9	0.8	0.9	1.1	1.2	1.2
<b>Total</b>	<b>1.3</b>	<b>1.3</b>	<b>1.2</b>	<b>1.4</b>	<b>1.6</b>	<b>1.8</b>	<b>1.9</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Union County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>28.9</b>	<b>27.8</b>	<b>25.8</b>	<b>27.5</b>	<b>30.3</b>	<b>31.9</b>	<b>32.8</b>
<b>All Overnight</b>	<b>21.9</b>	<b>22.2</b>	<b>20.4</b>	<b>21.5</b>	<b>24.0</b>	<b>25.3</b>	<b>26.1</b>
Hotel, Motel, STVR*	12.1	11.9	10.6	10.8	12.6	13.7	14.1
Private Home	4.3	4.6	4.7	5.2	5.2	5.4	5.6
Other Overnight	5.5	5.7	5.2	5.5	6.2	6.3	6.5
<b>Day Travel</b>	<b>7.1</b>	<b>5.6</b>	<b>5.4</b>	<b>5.9</b>	<b>6.3</b>	<b>6.5</b>	<b>6.7</b>
Day Travel	7.1	5.6	5.4	5.9	6.3	6.5	6.7

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$235	\$391	\$96	\$159	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$138	\$424	\$40	\$124	3.4	3.1
All Overnight	\$124	\$285	\$45	\$107	2.7	2.3

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	138	144	147	56	59	60
Private Home	260	264	266	102	103	104
Other Overnight	162	159	162	47	46	47
All Overnight	560	568	575	205	209	211

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	83	87	88	34	35	36
Private Home	101	103	103	40	40	40
Other Overnight	52	52	53	15	15	15
All Overnight	237	241	244	89	91	92

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Wallaqua County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$46,335
Employee Earnings generated by \$100 Visitor Spending	\$47
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.43

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$392
Additional employment if each resident household encouraged one additional overnight visitor	8

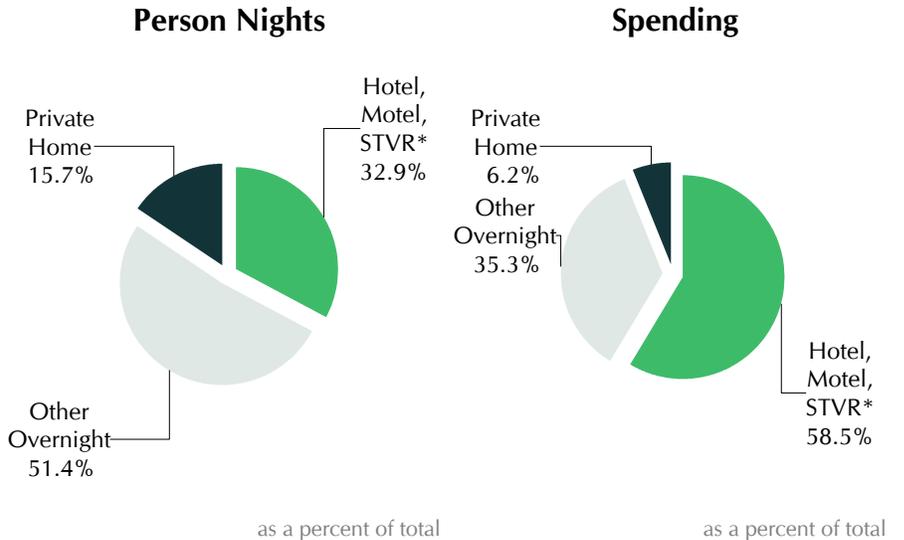
### Visitor Shares

Travel Share of Total Employment (2017)*	13.1 %
Overnight Visitor Share of Resident Population (2017)**	17.4 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	89.7	149.3	14.1
Private Home	27.7	71.3	1.5
Other Overnight	78.6	233.7	8.5
All Overnight	196.1	454.2	24.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Wallowa**  
**Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	25.7	26.7	27.6	29.3	30.9	31.8	3.0%	2.7%
Other	1.0	1.1	1.1	0.8	0.9	1.0	11.5%	0.5%
Visitor	24.7	25.5	26.5	28.5	30.0	30.8	2.7%	2.8%
Non-transportation	22.6	23.1	24.2	26.7	27.9	28.6	2.2%	3.0%
Transportation	2.1	2.5	2.3	1.9	2.0	2.2	9.6%	0.6%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	8.4	9.1	10.5	12.7	12.8	14.4	12.7%	7.0%
<b>Employment (Jobs)</b>								
Employment	490	520	550	590	630	670	5.4%	4.0%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.9	0.9	1.0	1.2	1.3	1.4	5.7%	5.5%
Local	0.3	0.3	0.3	0.4	0.4	0.4	1.4%	3.9%
State	0.6	0.7	0.7	0.9	0.9	1.0	7.6%	6.2%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Wallowa County**  
**Travel Impacts, 2006-2018p**

**Total Direct Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	24.8	24.8	24.7	25.5	28.5	30.0	30.8
Other Travel*	1.0	1.2	1.0	1.1	0.8	0.9	1.0
<b>Total</b>	<b>25.7</b>	<b>25.9</b>	<b>25.7</b>	<b>26.7</b>	<b>29.3</b>	<b>30.9</b>	<b>31.8</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accommodations	5.6	6.2	6.1	6.1	7.7	8.4	8.5
Arts, Ent. & Rec.	4.3	4.0	3.9	3.9	4.3	4.4	4.5
Food Service	6.1	5.9	6.2	6.4	7.6	8.0	8.3
Food Stores	3.2	3.3	3.4	3.6	4.0	4.0	4.1
Local Tran. & Gas	2.2	2.5	2.1	2.5	1.9	2.0	2.2
Retail Sales	3.3	2.9	2.9	3.0	3.1	3.1	3.2
<b>Total</b>	<b>24.8</b>	<b>24.8</b>	<b>24.7</b>	<b>25.5</b>	<b>28.5</b>	<b>30.0</b>	<b>30.8</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	5.7	6.0	5.9	6.7	9.5	9.5	10.7
Arts, Ent. & Rec.	1.3	1.4	1.2	1.1	1.7	1.8	2.2
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Other Travel*	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Retail**	1.1	1.1	1.1	1.1	1.3	1.4	1.3
<b>Total</b>	<b>8.3</b>	<b>8.6</b>	<b>8.4</b>	<b>9.1</b>	<b>12.7</b>	<b>12.8</b>	<b>14.4</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	360	320	300	340	390	410	420
Arts, Ent. & Rec.	110	130	140	120	150	170	200
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	60	50	50	50	50	50	40
<b>Total</b>	<b>540</b>	<b>510</b>	<b>490</b>	<b>520</b>	<b>590</b>	<b>630</b>	<b>670</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.3	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Receipts	0.6	0.6	0.6	0.7	0.9	0.9	1.0
<b>Total</b>	<b>0.9</b>	<b>0.9</b>	<b>0.9</b>	<b>0.9</b>	<b>1.2</b>	<b>1.3</b>	<b>1.4</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Wallowa County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>24.8</b>	<b>24.8</b>	<b>24.7</b>	<b>25.5</b>	<b>28.5</b>	<b>30.0</b>	<b>30.8</b>
<b>All Overnight</b>	<b>18.2</b>	<b>19.3</b>	<b>19.2</b>	<b>19.7</b>	<b>22.2</b>	<b>23.4</b>	<b>24.1</b>
Hotel, Motel, STVR*	10.7	11.4	11.0	11.0	12.7	13.8	14.1
Private Home	1.2	1.3	1.3	1.4	1.4	1.5	1.5
Other Overnight	6.3	6.6	6.9	7.3	8.1	8.2	8.5
<b>Day Travel</b>	<b>6.6</b>	<b>5.5</b>	<b>5.5</b>	<b>5.8</b>	<b>6.3</b>	<b>6.5</b>	<b>6.7</b>
Day Travel	6.6	5.5	5.5	5.8	6.3	6.5	6.7

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$232	\$385	\$94	\$157	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$122	\$362	\$36	\$108	3.4	3.0
All Overnight	\$152	\$340	\$53	\$123	2.9	2.2

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	142	148	149	58	60	61
Private Home	70	71	71	27	28	28
Other Overnight	232	231	234	69	68	69
All Overnight	444	450	454	154	157	158

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	85	89	90	35	36	37
Private Home	27	28	28	11	11	11
Other Overnight	78	78	79	23	23	23
All Overnight	191	195	196	69	70	71

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Wasco County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$64,808
Employee Earnings generated by \$100 Visitor Spending	\$37
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.93

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$1,535
Additional employment if each resident household encouraged one additional overnight visitor	24

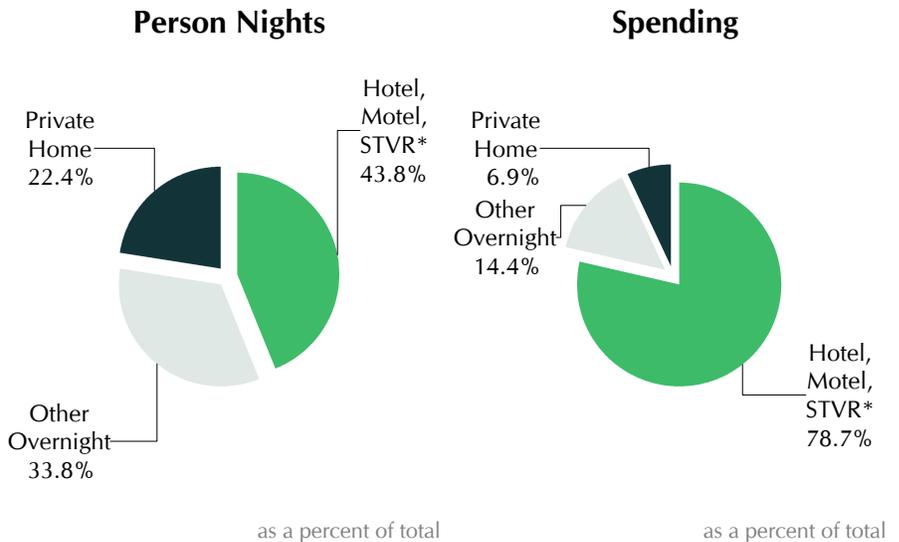
### Visitor Shares

Travel Share of Total Employment (2017)*	12.7 %
Overnight Visitor Share of Resident Population (2017)**	11.3 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	309.8	515.2	63.2
Private Home	102.3	263.0	5.5
Other Overnight	132.6	397.3	11.6
All Overnight	544.7	1,175.6	80.3

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Wasco**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	90.0	91.1	102.2	115.1	122.3	121.8	-0.4%	3.9%
Other	3.4	4.3	4.0	3.0	3.4	3.7	11.5%	1.0%
Visitor	86.5	86.8	98.2	112.1	119.0	118.0	-0.8%	4.0%
Non-transportation	79.8	79.2	90.7	105.7	111.8	110.3	-1.3%	4.1%
Transportation	6.8	7.6	7.5	6.4	7.2	7.7	7.6%	1.7%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	26.8	27.1	33.3	39.9	42.7	44.2	3.3%	6.5%
<b>Employment (Jobs)</b>								
Employment	1,400	1,430	1,590	1,810	1,880	1,830	-2.5%	3.4%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	2.7	2.8	3.4	4.3	4.7	4.6	-0.9%	7.0%
Local	0.7	0.7	0.9	1.2	1.3	1.2	-5.1%	7.8%
State	2.0	2.2	2.6	3.1	3.4	3.4	0.6%	6.7%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Wasco County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	79.8	85.5	86.5	86.8	112.1	119.0	118.0
Other Travel*	3.3	4.1	3.4	4.3	3.0	3.4	3.7
<b>Total</b>	<b>83.1</b>	<b>89.6</b>	<b>90.0</b>	<b>91.1</b>	<b>115.1</b>	<b>122.3</b>	<b>121.8</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	21.9	24.8	24.8	24.1	36.5	39.1	37.4
Arts, Ent. & Rec.	13.1	13.4	13.4	12.9	16.1	16.9	16.9
Food Service	19.4	20.5	21.9	22.1	29.5	31.6	32.1
Food Stores	7.6	8.5	8.4	8.9	10.6	10.8	10.8
Local Tran. & Gas	6.3	7.6	6.8	7.6	6.4	7.2	7.7
Retail Sales	11.5	10.8	11.2	11.2	13.0	13.4	13.1
<b>Total</b>	<b>79.8</b>	<b>85.5</b>	<b>86.5</b>	<b>86.8</b>	<b>112.1</b>	<b>119.0</b>	<b>118.0</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	17.4	19.3	19.4	19.9	29.2	31.3	32.7
Arts, Ent. & Rec.	3.9	4.6	4.4	4.2	6.8	7.3	7.2
Ground Tran.	0.3	0.4	0.4	0.4	0.5	0.6	0.6
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Retail**	2.4	2.5	2.5	2.5	3.2	3.4	3.5
<b>Total</b>	<b>24.2</b>	<b>26.9</b>	<b>26.8</b>	<b>27.1</b>	<b>39.9</b>	<b>42.7</b>	<b>44.2</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	930	960	920	950	1,170	1,210	1,170
Arts, Ent. & Rec.	310	400	360	350	490	510	520
Ground Tran.	10	10	10	10	10	20	10
Other Travel*	10	10	10	10	10	10	10
Retail**	110	100	100	110	120	130	120
<b>Total</b>	<b>1,370</b>	<b>1,480</b>	<b>1,400</b>	<b>1,430</b>	<b>1,810</b>	<b>1,880</b>	<b>1,830</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.5	0.5	0.7	0.7	1.2	1.3	1.2
State Tax Receipts	1.9	2.1	2.0	2.2	3.1	3.4	3.4
<b>Total</b>	<b>2.4</b>	<b>2.6</b>	<b>2.7</b>	<b>2.8</b>	<b>4.3</b>	<b>4.7</b>	<b>4.6</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Wasco County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>79.8</b>	<b>85.5</b>	<b>86.5</b>	<b>86.8</b>	<b>112.1</b>	<b>119.0</b>	<b>118.0</b>
<b>All Overnight</b>	<b>49.5</b>	<b>57.4</b>	<b>57.7</b>	<b>56.7</b>	<b>76.1</b>	<b>81.1</b>	<b>80.3</b>
Hotel, Motel, STVR*	37.3	43.1	43.7	41.6	59.7	64.4	63.2
Private Home	4.1	4.5	4.6	5.0	5.3	5.5	5.5
Other Overnight	8.1	9.8	9.4	10.0	11.0	11.2	11.6
<b>Day Travel</b>	<b>30.2</b>	<b>28.1</b>	<b>28.8</b>	<b>30.1</b>	<b>36.0</b>	<b>37.8</b>	<b>37.8</b>
Day Travel	30.2	28.1	28.8	30.1	36.0	37.8	37.8

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$301	\$500	\$123	\$204	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$99	\$294	\$29	\$87	3.4	3.0
All Overnight	\$187	\$390	\$68	\$147	2.7	2.1

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	488	517	515	199	211	210
Private Home	266	268	263	104	105	103
Other Overnight	395	392	397	117	116	117
All Overnight	1,149	1,177	1,176	420	431	430

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	293	311	310	120	127	126
Private Home	103	104	102	40	41	40
Other Overnight	132	131	133	39	39	39
All Overnight	529	546	545	199	206	206

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Washington County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$88,610
Employee Earnings generated by \$100 Visitor Spending	\$34
Local & State Tax Revenues generated by \$100 Visitor Spending	\$6.44

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$39,284
Additional employment if each resident household encouraged one additional overnight visitor	443

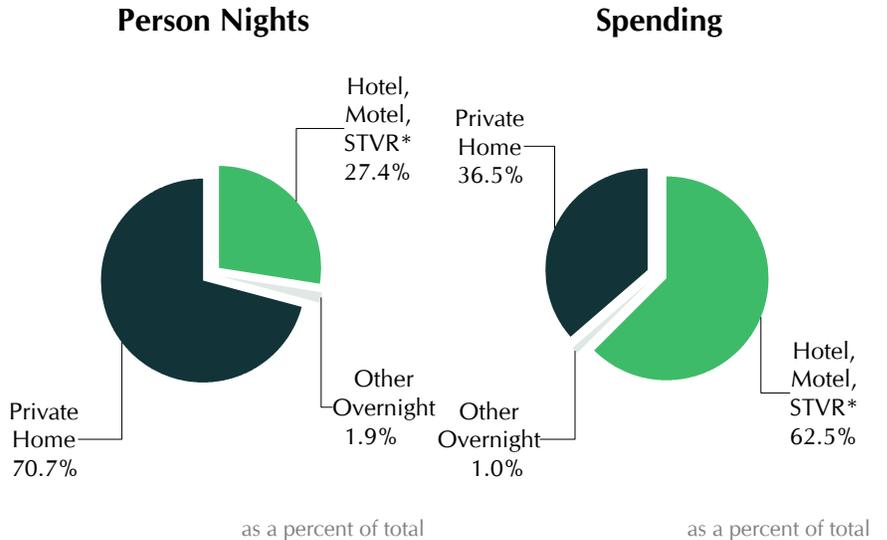
### Visitor Shares

Travel Share of Total Employment (2017)*	2.3 %
Overnight Visitor Share of Resident Population (2017)**	4.0 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,164.7	2,376.5	346.6
Private Home	1,978.8	6,137.1	202.4
Other Overnight	47.3	163.0	5.6
<b>All Overnight</b>	<b>3,190.7</b>	<b>8,676.6</b>	<b>554.6</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Washington**  
**Direct Travel Impacts, 2010-2018p**

	<b>Avg. Annual Chg.</b>								
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	556.6	653.3	670.8	754.7	828.8	858.1	3.5%	5.6%	
Other	117.9	141.3	130.0	121.6	131.6	139.9	6.3%	2.2%	
Visitor	438.7	512.0	540.7	633.1	697.2	718.2	3.0%	6.4%	
Non-transportation	377.2	436.7	467.6	563.0	617.5	631.7	2.3%	6.7%	
Transportation	61.5	75.3	73.2	70.1	79.8	86.5	8.5%	4.4%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	141.8	169.3	184.0	235.4	256.0	272.8	6.5%	8.5%	
<b>Employment (Jobs)</b>									
Employment	5,740	6,560	7,070	8,300	8,640	8,730	1.0%	5.4%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	22.0	27.3	29.7	37.2	45.0	46.2	2.6%	9.7%	
Local	6.1	7.5	9.1	12.7	16.8	17.2	2.3%	13.8%	
State	15.9	19.8	20.6	24.5	28.3	29.1	2.8%	7.8%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Washington County**  
**Travel Impacts, 2006-2018p**

<b>Total Direct Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Destination Spending	417.1	448.1	438.7	512.0	633.1	697.2	718.2
Other Travel*	115.1	139.0	117.9	141.3	121.6	131.6	139.9
<b>Total</b>	<b>532.2</b>	<b>587.1</b>	<b>556.6</b>	<b>653.3</b>	<b>754.7</b>	<b>828.8</b>	<b>858.1</b>
<b>Visitor Spending By Commodity Purchased (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accommodations	70.9	81.3	70.7	93.4	144.5	169.3	173.1
Arts, Ent. & Rec.	50.1	50.0	49.5	54.1	63.7	67.5	68.5
Food Service	126.5	135.5	141.2	161.2	208.0	227.9	236.5
Food Stores	31.9	35.1	35.1	39.7	46.8	48.2	48.4
Local Tran. & Gas	57.2	67.2	61.5	75.3	70.1	79.8	86.5
Retail Sales	80.6	79.0	80.7	88.4	100.0	104.6	105.1
<b>Total</b>	<b>417.1</b>	<b>448.1</b>	<b>438.7</b>	<b>512.0</b>	<b>633.1</b>	<b>697.2</b>	<b>718.2</b>
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	78.8	88.5	84.6	105.9	158.5	173.2	187.2
Arts, Ent. & Rec.	14.3	16.5	15.3	17.2	22.0	23.9	25.0
Ground Tran.	5.9	6.4	6.2	7.2	9.7	11.0	11.4
Other Travel*	20.6	22.9	21.5	23.2	25.7	26.8	27.2
Retail**	13.7	14.3	14.2	15.8	19.6	21.2	22.0
<b>Total</b>	<b>133.3</b>	<b>148.6</b>	<b>141.8</b>	<b>169.3</b>	<b>235.4</b>	<b>256.0</b>	<b>272.8</b>
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accom. & Food Serv.	3,570	3,840	3,560	4,250	5,690	5,870	5,940
Arts, Ent. & Rec.	800	900	860	940	1,120	1,190	1,190
Ground Tran.	220	220	210	230	270	290	290
Other Travel*	610	650	580	570	580	610	620
Retail**	540	550	540	570	640	680	680
<b>Total</b>	<b>5,740</b>	<b>6,150</b>	<b>5,740</b>	<b>6,560</b>	<b>8,300</b>	<b>8,640</b>	<b>8,730</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Local Tax Receipts	4.9	6.8	6.1	7.5	12.7	16.8	17.2
State Tax Receipts	15.5	16.8	15.9	19.8	24.5	28.3	29.1
<b>Total</b>	<b>20.4</b>	<b>23.6</b>	<b>22.0</b>	<b>27.3</b>	<b>37.2</b>	<b>45.0</b>	<b>46.2</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Washington County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>417.1</b>	<b>448.1</b>	<b>438.7</b>	<b>512.0</b>	<b>633.1</b>	<b>697.2</b>	<b>718.2</b>
<b>All Overnight</b>	<b>303.6</b>	<b>335.1</b>	<b>324.3</b>	<b>382.1</b>	<b>482.3</b>	<b>537.3</b>	<b>554.6</b>
Hotel, Motel, STVR*	158.5	177.5	162.6	205.8	285.7	333.5	346.6
Private Home	141.0	153.0	157.2	171.4	191.2	198.3	202.4
Other Overnight	4.1	4.6	4.6	4.9	5.3	5.4	5.6
<b>Day Travel</b>	<b>113.6</b>	<b>112.9</b>	<b>114.4</b>	<b>129.9</b>	<b>150.9</b>	<b>159.9</b>	<b>163.6</b>
Day Travel	113.6	112.9	114.4	129.9	150.9	159.9	163.6

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$306	\$641	\$146	\$298	2.1	2.1
Private Home	\$65	\$206	\$33	\$102	2.0	3.2
Other Overnight	\$98	\$341	\$34	\$119	2.8	3.5
All Overnight	\$129	\$360	\$64	\$174	2.0	2.8

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	2,067	2,330	2,377	981	1,107	1,132
Private Home	6,123	6,188	6,137	3,095	3,135	3,120
Other Overnight	162	162	163	57	57	57
All Overnight	8,351	8,680	8,677	4,133	4,299	4,310

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	1,013	1,142	1,165	469	529	541
Private Home	1,974	1,995	1,979	975	987	981
Other Overnight	47	47	47	16	16	16
All Overnight	3,034	3,184	3,191	1,460	1,532	1,539

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## Wheeler County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$73,457
Employee Earnings generated by \$100 Visitor Spending	\$25
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.10

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$48
Additional employment if each resident household encouraged one additional overnight visitor	1

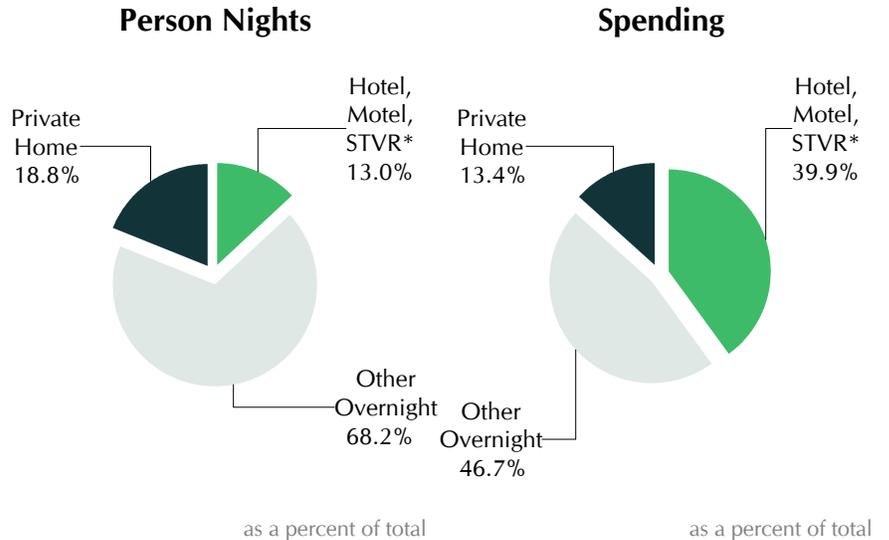
### Visitor Shares

Travel Share of Total Employment (2017)*	4.2 %
Overnight Visitor Share of Resident Population (2017)**	14.6 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	5.7	9.5	0.9
Private Home	5.3	13.7	0.3
Other Overnight	16.7	49.8	1.0
All Overnight	27.8	73.0	2.1

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Wheeler**  
**Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	2.8	2.8	2.8	2.8	3.0	3.1	3.5%	1.0%
Other	0.2	0.2	0.2	0.2	0.2	0.2	11.5%	-0.3%
Visitor	2.6	2.6	2.6	2.7	2.8	2.9	3.1%	1.1%
Non-transportation	2.3	2.3	2.3	2.4	2.5	2.6	2.3%	1.3%
Transportation	0.3	0.3	0.3	0.2	0.3	0.3	10.1%	-0.7%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	0.6	0.6	0.6	0.6	0.7	0.7	7.1%	1.6%
<b>Employment (Jobs)</b>								
Employment	40	40	40	30	30	40	16.7%	-0.6%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.1	0.1	0.1	0.1	0.1	0.1	2.9%	2.5%
State	0.1	0.1	0.1	0.1	0.1	0.1	2.9%	2.5%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

**Wheeler County**  
**Travel Impacts, 2006-2018p**

**Total Direct Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	2.5	2.7	2.6	2.6	2.7	2.8	2.9
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.2	0.2
<b>Total</b>	<b>2.7</b>	<b>2.9</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>3.0</b>	<b>3.1</b>

**Visitor Spending By Commodity Purchased (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accommodations	0.5	0.5	0.5	0.5	0.5	0.6	0.6
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Food Service	0.6	0.6	0.7	0.7	0.8	0.8	0.8
Food Stores	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Local Tran. & Gas	0.3	0.4	0.3	0.3	0.2	0.3	0.3
Retail Sales	0.4	0.3	0.3	0.3	0.3	0.3	0.3
<b>Total</b>	<b>2.5</b>	<b>2.7</b>	<b>2.6</b>	<b>2.6</b>	<b>2.7</b>	<b>2.8</b>	<b>2.9</b>

**Industry Earnings Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Arts, Ent. & Rec.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail**	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>Total</b>	<b>0.6</b>	<b>0.7</b>	<b>0.6</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.7</b>

**Industry Employment Generated by Travel Spending (Jobs)**

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	30	30	30	30	20	20	30
Arts, Ent. & Rec.	10	10	10	0	0	0	0
Ground Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Retail**	10	10	10	10	10	10	10
<b>Total</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>30</b>	<b>30</b>	<b>40</b>

**Tax Receipts Generated by Travel Spending (\$Million)**

	2006	2008	2010	2012	2016	2017	2018
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>Total</b>	<b>0.1</b>						

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Wheeler County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>2.5</b>	<b>2.7</b>	<b>2.6</b>	<b>2.6</b>	<b>2.7</b>	<b>2.8</b>	<b>2.9</b>
<b>All Overnight</b>	<b>1.8</b>	<b>2.0</b>	<b>2.0</b>	<b>1.9</b>	<b>2.0</b>	<b>2.1</b>	<b>2.1</b>
Hotel, Motel, STVR*	0.8	0.9	0.9	0.8	0.8	0.8	0.9
Private Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3
Other Overnight	0.8	0.9	0.8	0.9	1.0	1.0	1.0
<b>Day Travel</b>	<b>0.7</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.7</b>	<b>0.7</b>	<b>0.7</b>
Day Travel	0.7	0.6	0.6	0.7	0.7	0.7	0.7

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$221	\$368	\$90	\$150	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$68	\$202	\$20	\$60	3.4	3.0
All Overnight	\$90	\$229	\$29	\$77	3.0	2.6

### Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	9	9	10	4	4	4
Private Home	13	14	14	5	5	5
Other Overnight	50	49	50	15	15	15
All Overnight	72	72	73	24	24	24

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	5	6	6	2	2	2
Private Home	5	5	5	2	2	2
Other Overnight	17	16	17	5	5	5
All Overnight	27	27	28	9	9	9

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

# Yamhill County

## County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$67,698
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.63

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$3,790
Additional employment if each resident household encouraged one additional overnight visitor	56

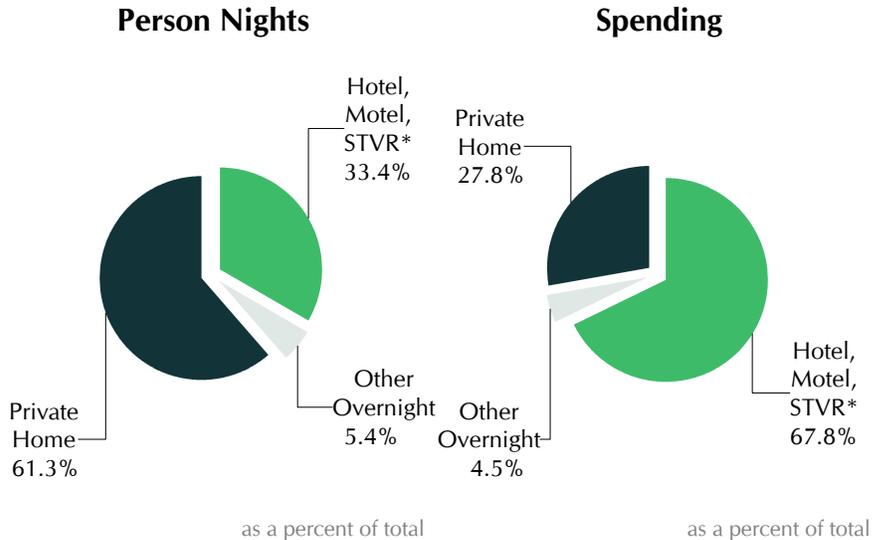
### Visitor Shares

Travel Share of Total Employment (2017)*	3.3 %
Overnight Visitor Share of Resident Population (2017)**	4.5 %

### Overnight Visitor Spending and Volume

\*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.  
 \*\*Annual Overnight Visitor Days divided by (Resident Population) \*365.

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	355.7	591.6	55.6
Private Home	422.7	1,086.6	22.8
Other Overnight	31.8	95.0	3.7
<b>All Overnight</b>	<b>810.2</b>	<b>1,773.2</b>	<b>82.0</b>

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

**Yamhill**  
**Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	94.2	113.2	115.7	119.8	126.0	135.7	7.7%	4.7%
Other	14.2	17.7	17.0	13.1	14.5	16.1	10.8%	1.6%
Visitor	80.0	95.4	98.7	106.7	111.5	119.6	7.3%	5.1%
Non-transportation	71.9	85.0	89.1	98.7	102.7	109.6	6.7%	5.4%
Transportation	8.1	10.5	9.6	8.0	8.8	10.0	13.4%	2.6%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	21.6	25.7	28.8	33.8	36.0	40.1	11.3%	8.0%
<b>Employment (Jobs)</b>								
Employment	1,250	1,450	1,560	1,660	1,680	1,820	8.3%	4.8%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	2.9	3.9	4.1	4.8	5.2	5.5	6.2%	8.3%
Local	0.2	0.4	0.6	0.7	0.8	0.8	8.6%	20.3%
State	2.7	3.4	3.6	4.1	4.4	4.7	5.8%	7.0%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## Yamhill County

### Travel Impacts, 2006-2018p

#### Total Direct Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Destination Spending	61.0	69.9	80.0	95.4	106.7	111.5	119.6
Other Travel*	13.9	17.8	14.2	17.7	13.1	14.5	16.1
<b>Total</b>	<b>75.0</b>	<b>87.7</b>	<b>94.2</b>	<b>113.2</b>	<b>119.8</b>	<b>126.0</b>	<b>135.7</b>

#### Visitor Spending By Commodity Purchased (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accommodations	8.6	11.2	14.5	18.4	24.5	26.2	28.5
Arts, Ent. & Rec.	9.8	10.7	12.3	14.3	15.7	16.1	17.1
Food Service	17.2	19.4	22.9	27.1	31.8	33.4	36.0
Food Stores	8.1	9.4	9.9	11.4	12.4	12.5	13.0
Local Tran. & Gas	6.4	8.2	8.1	10.5	8.0	8.8	10.0
Retail Sales	10.8	11.0	12.2	13.8	14.3	14.4	15.0
<b>Total</b>	<b>61.0</b>	<b>69.9</b>	<b>80.0</b>	<b>95.4</b>	<b>106.7</b>	<b>111.5</b>	<b>119.6</b>

#### Industry Earnings Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	9.6	11.7	13.6	16.2	23.0	24.7	27.9
Arts, Ent. & Rec.	3.0	3.7	4.1	5.1	5.5	5.8	6.3
Ground Tran.	0.4	0.4	0.5	0.6	0.7	0.8	0.8
Other Travel*	0.8	0.8	0.7	0.8	1.0	1.1	1.2
Retail**	2.3	2.6	2.7	3.1	3.5	3.7	3.9
<b>Total</b>	<b>16.0</b>	<b>19.2</b>	<b>21.6</b>	<b>25.7</b>	<b>33.8</b>	<b>36.0</b>	<b>40.1</b>

#### Industry Employment Generated by Travel Spending (Jobs)

	2006	2008	2010	2012	2016	2017	2018
Accom. & Food Serv.	590	680	730	820	990	1,010	1,100
Arts, Ent. & Rec.	330	330	340	430	460	460	500
Ground Tran.	10	10	20	20	20	20	20
Other Travel*	50	50	40	40	50	50	50
Retail**	110	120	120	130	140	140	140
<b>Total</b>	<b>1,090</b>	<b>1,190</b>	<b>1,250</b>	<b>1,450</b>	<b>1,660</b>	<b>1,680</b>	<b>1,820</b>

#### Tax Receipts Generated by Travel Spending (\$Million)

	2006	2008	2010	2012	2016	2017	2018
Local Tax Receipts	0.1	0.1	0.2	0.4	0.7	0.8	0.8
State Tax Receipts	2.3	2.6	2.7	3.4	4.1	4.4	4.7
<b>Total</b>	<b>2.4</b>	<b>2.7</b>	<b>2.9</b>	<b>3.9</b>	<b>4.8</b>	<b>5.2</b>	<b>5.5</b>

Details may not add to total due to rounding. \* Other Travel includes ground transportation and air travel impacts for travel to other Oregon visitor destinations, travel arrangement services, and convention & trade show organizers. \*\* Retail includes gasoline.

## Yamhill County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2006-2018p

	2006	2008	2010	2012	2016	2017	2018
<b>Total Destination Spending</b>	<b>61.0</b>	<b>69.9</b>	<b>80.0</b>	<b>95.4</b>	<b>106.7</b>	<b>111.5</b>	<b>119.6</b>
<b>All Overnight</b>	<b>36.8</b>	<b>44.9</b>	<b>52.7</b>	<b>63.4</b>	<b>72.5</b>	<b>76.1</b>	<b>82.0</b>
Hotel, Motel, STVR*	17.9	23.2	31.0	39.6	47.9	50.8	55.6
Private Home	16.2	18.6	18.7	20.7	21.0	21.7	22.8
Other Overnight	2.7	3.1	3.0	3.1	3.5	3.6	3.7
<b>Day Travel</b>	<b>24.2</b>	<b>25.0</b>	<b>27.3</b>	<b>32.0</b>	<b>34.2</b>	<b>35.4</b>	<b>37.6</b>
Day Travel	24.2	25.0	27.3	32.0	34.2	35.4	37.6

### Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$230	\$383	\$94	\$156	2.5	1.7
Private Home	\$54	\$138	\$21	\$54	2.6	2.6
Other Overnight	\$131	\$389	\$39	\$116	3.4	3.0
All Overnight	\$118	\$257	\$46	\$101	2.6	2.2

### Overnight Visitor Volume, 2016-2018p

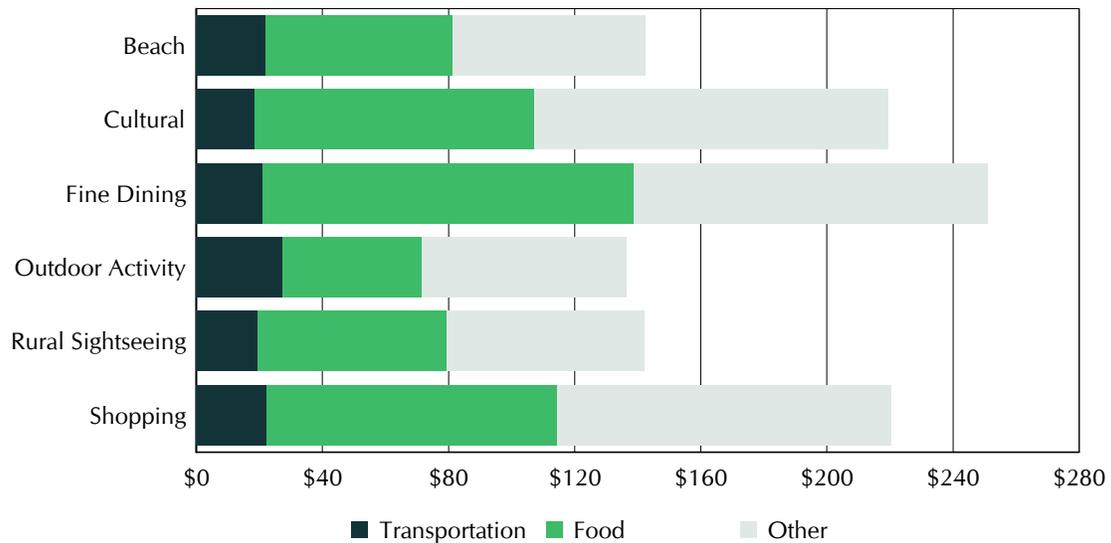
	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	539	551	592	220	225	241
Private Home	1,050	1,061	1,087	410	415	425
Other Overnight	95	94	95	28	28	28
All Overnight	1,683	1,706	1,773	658	667	694

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	324	331	356	132	135	145
Private Home	408	413	423	160	161	165
Other Overnight	32	31	32	9	9	9
All Overnight	764	776	810	301	306	320

"Hotel, Motel" category includes all lodging where a lodging tax is collected except campgrounds.  
 "Other Overnight" category includes campgrounds and vacation homes.

## V. Oregon Day Travel, 2018p

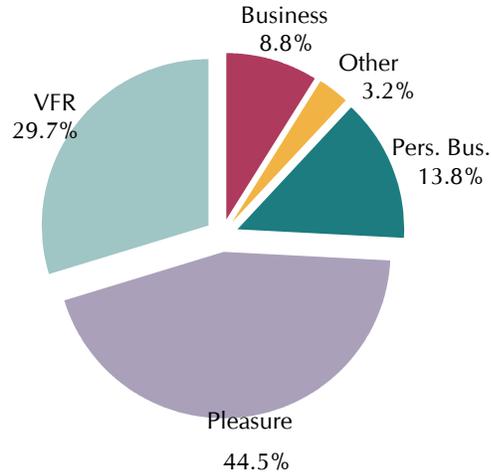
Visitor volume and average daily spending estimates for day travel to specific destinations within Oregon are not provided in this report because of data limitations. Day travel often involves expenditures in multiple locations. For example, a day trip from Portland to Eugene may entail expenditures on food and motor fuel in different intermediate locations on the trip. In addition, the magnitude and type of expenditures are very much related to the purpose of day travel and the activities engaged on the trip. Finally, it is difficult to provide meaningful estimates of day travel visitor volume relating to specific destinations because of the fact that day trips involve travel to and through multiple locations (e.g., counties). The following charts and tables provide information on day travel to destinations in Oregon broken out by trip activity and trip purpose. Trip activities are shown below. In general, the greater levels of average daily spending for cultural, dining and shopping activities reflect day trips to urban areas. Many important day trip activities, such as visits to wineries and gaming, are not shown because of insufficient data.



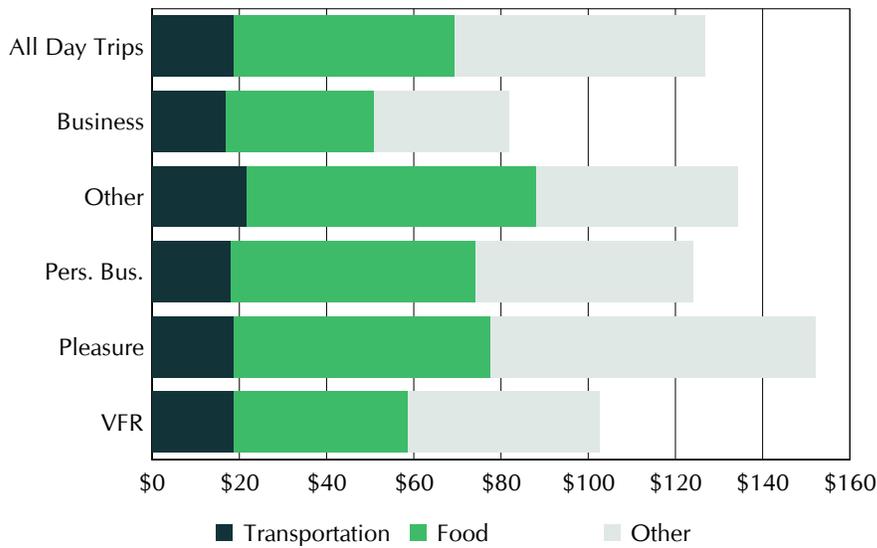
	Total	Transp.	Food	Other	Party Size
Beach	\$142.4	\$22.0	\$59.2	\$61.1	2.8
Cultural	\$219.5	\$18.6	\$88.8	\$112.1	2.8
Fine Dining	\$250.9	\$21.0	\$117.8	\$112.1	2.6
Outdoor Activity	\$136.5	\$27.4	\$44.4	\$64.8	2.8
Rural Sightseeing	\$142.1	\$19.4	\$59.9	\$62.8	2.7
Shopping	\$220.3	\$22.4	\$92.1	\$105.8	2.4

Sources: OmniTrak and Dean Runyan Associates

## Purpose of Trip, 2018p



Many day travelers, such as those visiting friends and relatives, do not report an activity on their trip. For this reason, spending by trip purpose is lower than the average spending shown for activities.



*(Because travelers may engage in more than one activity, or none at all, the activity distribution is not shown.)*

Sources: OmniTrak and Dean Runyan Associates.

	Total	Transp.	Food	Other	Party Size
All Day Trips	\$126.8	\$18.6	\$50.9	\$57.3	2.4
Business	\$81.9	\$16.9	\$34.0	\$31.0	1.6
Other	\$134.4	\$21.7	\$66.5	\$46.1	2.0
Pers. Bus.	\$124.0	\$18.1	\$56.1	\$49.8	2.2
Pleasure	\$152.1	\$18.8	\$58.7	\$74.5	2.7
VFR	\$102.6	\$18.8	\$39.9	\$43.9	2.4

Sources: OmniTrak and Dean Runyan Associates

## VI. Transient Occupancy Tax Receipts

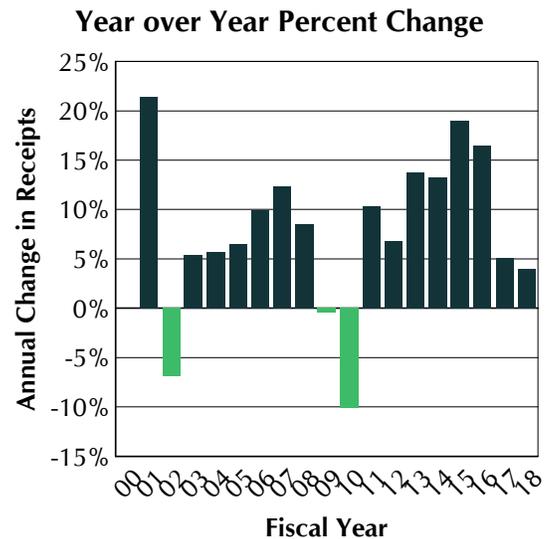
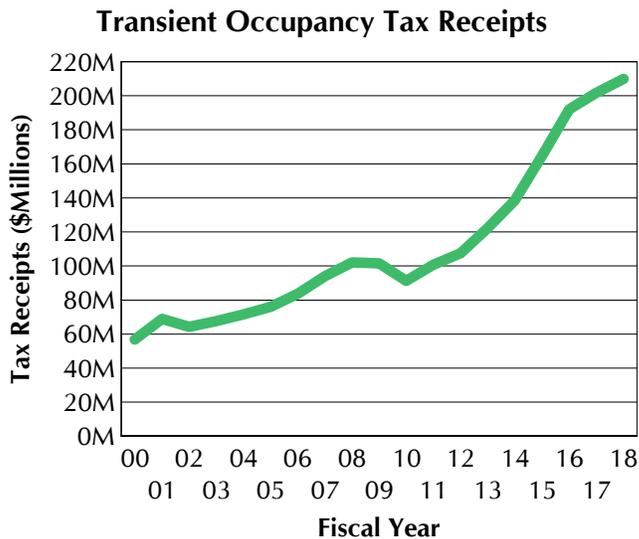
Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made by travelers. Transient lodging tax receipts therefore provide a basis for evaluating both travel trends and the distribution of travel activity in the state.

During 2018, one hundred and five cities and sixteen counties in Oregon levied a locally administered transient lodging tax. This tax, ranging from 2 percent to 13.5 percent, is collected on the sale (i.e., rental) of a room at a lodging establishment such as a hotel, motel, bed & breakfast or at a campground site or RV park. Local lodging tax receipts increased by 4.0 percent from the 2017 to 2018 fiscal years.

At the time of this report we had about 87% of jurisdictions reported, accounting for an estimated 98% of tax receipts.

***Those with more current information or corrections are encouraged to notify Dean Runyan Associates, Inc.***

Room tax collections for most taxing jurisdictions within Oregon are reported for the last 12 fiscal years in the following table. It should be noted that transient lodging tax data is subject to revision. The revisions can be a result of late payments, back taxes, interest or fees.



## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	Rate	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Baker</b>													
Baker City		N/A											
County-wide	7.0%	385	411	394	386	413	391	395	404	455	521	578	559
<b>Benton</b>													
Corvallis	9.0%	1,095	1,126	1,076	1,080	1,062	1,239	1,364	1,425	1,604	1,754	1,754	1,977
<b>Clackamas</b>													
County-wide	6.0%	2,777	3,071	2,661	2,432	2,683	2,894	3,198	3,421	3,786	4,420	4,486	4,629
Lake Oswego	6.0%	615	733	678	716	796	806	949	1,011	1,146	1,273	1,249	1,304
Oregon City	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	180	220	238
Sandy	3.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Wilsonville	5.0%	268	275	219	193	214	209	242	273	258	470	477	450
<b>Clatsop</b>													
Astoria	11.0%	1,029	1,195	976	1,024	952	971	1,111	1,253	1,423	1,790	1,911	1,999
Cannon Beach	8.0%	1,997	2,110	2,049	2,074	2,336	2,465	2,631	2,761	3,045	3,536	3,844	4,271
Gearhart	7.0%	119	120	130	135	129	118	163	167	189	199	300	302
Seaside	10.0%	2,596	2,979	2,960	2,982	2,854	2,922	3,550	3,550	4,120	4,476	4,427	5,946
Unincorporated	9.5%	135	116	153	164	168	188	216	214	334	451	477	569
Warrenton	12.0%	316	328	308	458	463	446	483	620	626	720	723	838
<b>Columbia</b>													
Scappoose	9.0%	N/A	<100										
StHelens	6.0%	N/A	N/A	<100	<100	<100	<100	<100	<100	111	130	139	123
<b>Coos</b>													
Bandon		434	426	386	391	384	376	438	462	525	524	N/A	N/A
Coos Bay	7.0%	554	561	461	464	469	485	507	520	583	652	630	685
Coquille Indian Tribe	8.8%	N/A	N/A	N/A	108	274	281	296	295	343	337	370	398
Lakeside	7.5%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
North Bend	7.0%	245	246	307	<100	<100	<100	<100	102	102	158	200	222

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	Rate	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Crook</b>													
Prineville	8.5%	197	194	164	149	176	180	207	191	253	316	318	339
<b>Curry</b>													
Brookings	6.0%	171	178	160	141	140	142	168	165	166	199	239	229
Gold Beach	7.0%	292	314	306	309	300	297	311	324	355	410	438	475
Port Orford	7.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
<b>Deschutes</b>													
Bend	10.4%	3,303	3,427	2,938	2,960	3,280	3,524	3,888	4,660	6,367	7,694	8,990	9,700
Redmond	9.0%	493	509	436	458	504	503	533	587	691	835	884	996
Sisters	8.99%	224	267	280	275	288	308	331	355	407	448	535	595
Unincorporated	8.0%	3,304	3,511	3,270	2,960	3,139	3,258	3,691	4,266	5,107	5,938	6,456	6,250
<b>Douglas</b>													
Reedsport	6.0%	173	175	151	168	160	170	182	181	221	183	204	N/A
Roseburg	8.0%	881	892	826	775	785	806	801	904	1,011	1,120	1,164	1,166
Sutherlin	8.0%	<100	<100	<100	<100	<100	<100	<100	<100	149	182	194	185
Winston	7.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
<b>Gilliam</b>													
Condon	5.0%	N/A	N/A	<100	<100	<100	<100	N/A	N/A	<100	<100	<100	<100
<b>Grant</b>													
County-wide	8.0%	<100	<100	<100	<100	<100	<100	<100	108	127	137	140	157
<b>Harney</b>													
Burns	9.0%	<100	<100	<100	<100	<100	104	<100	<100	<100	126	121	140
Hines	8.0%	129	150	143	130	135	141	144	153	166	195	201	221
<b>Hood River</b>													
Cascade Locks	7.0%	117	129	119	129	135	127	144	153	177	216	239	220
Hood River	8.0%	578	630	694	738	787	828	971	1,202	1,361	1,587	1,846	1,894
Unincorporated	8.0%	224	236	176	180	224	234	237	109	114	145	148	142

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	Rate	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Jackson</b>													
Ashland	9.0%	1,551	1,537	1,854	1,923	1,897	1,978	2,081	2,081	2,339	2,055	2,819	2,910
Central Point	9.0%	293	343	299	298	304	362	452	373	391	482	453	495
Jacksonville	9.0%	<100	<100	<100	<100	<100	<100	103	104	117	135	147	180
Medford	9.0%	2,410	2,553	2,283	2,273	2,373	2,502	2,646	2,929	3,315	3,824	3,866	3,302
Phoenix	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	N/A
Rogue River	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Shady Cove	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Talent	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
<b>Jefferson</b>													
Madras	9.0%	172	202	196	183	194	195	222	251	278	283	327	355
Unincorporated	6.0%	228	227	203	205	188	255	273	293	282	298	282	389
<b>Josephine</b>													
Grants Pass	9.0%	1,047	1,024	970	941	939	951	1,062	1,111	1,204	1,420	1,462	1,533
<b>Klamath</b>													
County-wide	8.0%	1,330	1,477	1,421	1,376	1,409	1,400	1,565	1,707	1,896	2,047	2,200	2,634
<b>Lake</b>													
County-wide	6.0%	111	107	<100	<100	125	<100	107	115	122	137	158	178
Town of Lakeview		N/A											

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year  
Amounts in \$000

	Rate	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Lane</b>													
Coburg	8.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Cottage Grove	9.0%	213	224	227	205	186	207	215	236	254	272	297	283
Creswell	8.0%	<100	<100	<100	<100	128	118	141	130	156	177	184	169
Dunes City	8.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Eugene	9.5%	3,470	3,686	3,611	3,175	3,458	3,404	3,751	3,999	4,480	5,157	5,839	6,271
Florence	9.0%	297	299	498	538	565	540	557	629	714	786	834	914
Junction City	8.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Lowell	8.0%	N/A	N/A	N/A	N/A	N/A	N/A	<100	<100	<100	<100	<100	<100
McKenzie	8.0%	N/A											
Oakridge	8.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Springfield	9.5%	1,597	1,655	1,630	1,435	1,641	1,904	2,056	2,260	2,574	2,900	3,051	2,909
Unincorporated	8.0%	720	812	863	621	690	674	739	788	879	967	1,119	1,253
Veneta	8.0%	N/A	<100	<100	<100								
Westfir	8.0%	<100	<100	<100	<100	<100	<100	<100	N/A	<100	<100	<100	<100
<b>Lincoln</b>													
Depoe Bay	8.0%	403	401	378	457	453	473	505	519	545	609	653	N/A
Lincoln City	9.5%	3,438	3,704	4,417	4,352	4,260	4,234	4,514	4,983	5,887	6,337	6,917	7,173
Newport	9.5%	2,272	2,357	2,228	2,256	2,291	2,323	2,426	2,751	3,173	3,537	3,743	4,248
Unincorporated	10.0%	1,119	1,389	1,599	1,556	1,673	1,696	1,801	1,776	1,856	2,134	1,867	1,964
Waldport	7.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	N/A
Yachats	9.0%	503	520	496	477	429	451	481	512	605	766	951	1,041
<b>Linn</b>													
Albany	9.0%	701	741	675	595	656	716	755	804	941	1,041	1,085	1,061
Lebanon	9.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	204	259	276
Sweet Home	6.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	N/A

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year  
Amounts in \$000

	Rate	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Malheur</b>													
Ontario	9.0%	607	618	578	583	634	659	672	712	734	867	965	1,140
<b>Marion</b>													
Keizer	6.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	118	108	N/A
Salem	9.0%	2,395	2,506	2,416	2,138	2,215	2,239	2,445	2,731	3,125	3,613	3,943	3,923
Silverton	9.0%	N/A	N/A	N/A	N/A	166	191	199	214	255	276	200	231
Stayton	7.0%	N/A	< 100	< 100	< 100	N/A							
Sublimity	7.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	N/A	< 100	< 100
Woodburn	9.0%	224	239	271	215	256	274	276	353	335	435	418	448
<b>Morrow</b>													
Heppler	5.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	N/A
<b>Multnomah</b>													
County-Wide	5.5%	16,726	18,491	16,115	15,441	18,208	20,052	21,464	24,268	29,692	34,341	35,237	34,806
Fairview	6.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100
Gresham	6.0%	556	616	563	455	460	495	605	664	809	977	1,046	995
Portland	8.0%	17,527	19,647	23,572	16,512	19,143	21,359	28,747	35,063	41,804	50,543	50,783	53,181
Troutdale	6.95%	341	375	414	403	429	428	452	481	578	718	738	725
Wood Village	6.0%	< 100	105	100	< 100	< 100	< 100	105	110	126	153	156	153
<b>Polk</b>													
Dallas	9.0%	N/A	N/A	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	N/A
Monmouth	9.0%	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100	< 100

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

## Oregon Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	Rate	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Tillamook</b>													
Bay City	9.0%	N/A	<100	<100	<100	<100	<100						
Garibaldi		<100	<100	<100	<100	<100	<100	121	113	138	165	N/A	N/A
Incorporated	1.0%	N/A	<100	224	218	N/A	N/A						
Manzanita	9.0%	313	355	378	384	374	388	466	599	679	721	811	893
Nehalem	9.0%	N/A	<100	<100	<100	<100	<100						
Rockaway Beach	10.0%	226	257	255	224	257	254	309	373	623	675	685	855
Tillamook	10.0%	316	344	292	276	313	278	291	321	363	349	381	375
Unincorporated	1.0%	N/A	714	2,239	2,596	3,102	3,661						
Wheeler	9.0%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
<b>Umatilla</b>													
Hermiston	8.0%	313	320	339	359	364	412	374	437	494	513	550	679
Milton-Freewater	8.0%	N/A	N/A	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
Pendleton	8.0%	768	791	777	778	805	799	836	862	913	1,012	964	N/A
Umatilla	3.5%	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100	<100
<b>Union</b>													
County-wide	3.0%	143	167	146	125	147	150	165	181	163	168	167	N/A
LaGrande	6.0%	232	271	239	220	245	271	268	300	304	340	338	N/A
<b>Wallowa</b>													
County-wide	5.0%	232	244	253	248	240	251	252	244	284	301	319	N/A
Enterprise	3.0%	<100	<100	<100	<100	<100	<100	N/A	N/A	<100	<100	<100	<100
<b>Wasco</b>													
The Dalles	8.0%	561	634	688	653	671	672	648	726	933	1,033	1,059	1,076

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

**Oregon Transient Occupancy Tax by Jurisdiction**  
**Fiscal Year**  
**Amounts in \$000**

	Rate	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Washington</b>													
Beaverton	4.0%	N/A	N/A	803	1,159								
County-wide	9.0%	6,480	7,014	6,332	5,673	6,869	7,604	8,269	9,053	10,069	12,262	13,636	13,642
Forest Grove	2.5%	N/A	N/A	N/A	< 100								
Hillsboro	3.0%	N/A	N/A	N/A	1,452								
Tigard	2.5%	N/A	N/A	N/A	543								
Tualatin	2.5%	N/A	N/A	N/A	< 100								
<b>Yamhill</b>													
Dundee	10.0%	N/A	< 100	< 100	< 100								
McMinnville	10%	N/A	576	646	718	951							
Newberg	9.0%	129	121	120	216	352	416	472	512	681	952	996	1,119

Note: Values listed as N/A are missing, unavailable, or did not have a lodging tax at that time, values listed as <100 are suppressed to limited amount of tax collections, those with more current information or corrections are encouraged to contact Dean Runyan Associates. Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period. The Coquille Indian Tribe in Coos County began collecting its own tax on January 1, 2010. Prior to that date, receipts were included with North Bend. \*All jurisdictions in Baker County have a 5.0% rate from November through April, and a 7.0% rate from May through October.

*This page intentionally blank*

## APPENDICES

Appendix A	2017 Travel Impact Estimates
Appendix B	Key Terms and Definitions
Appendix C	Regional Travel Impact Model
Appendix D	Travel Industry Accounts
Appendix E	Oregon Earnings and Employment by Industry Sector
Appendix F	Industry Groups
Appendix G	Split-County Trends

**2018 TRAVEL IMPACT ESTIMATES**

This appendix provides a brief overview of the methodology, terminology and limitations of the travel impact and visitor volume estimates.

**DIRECT IMPACTS**

The estimates of the direct impacts associated with traveler spending in Oregon were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the Oregon travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

**PRELIMINARY ESTIMATES**

Preliminary estimates for 2018 were prepared at the state, regional and county level. These estimates take advantage of the most current available data. However, because full-year data was not available in all cases, these estimates are subject to subsequent revision as additional information relating to travel and its economic impact in 2018 becomes available.

**TRANSPORTATION IMPACTS**

The treatment of ground transportation expenditures depends upon the level of geography (county, region or state). County and regional level estimates of destination spending include only a portion of ground transportation expenditures because some county and regional transportation expenditures are for travel to other Oregon destinations. These expenditures are allocated to "other travel." State level estimates include all in-state expenditures for ground transportation.

**SECONDARY (INDIRECT AND INDUCED) IMPACTS**

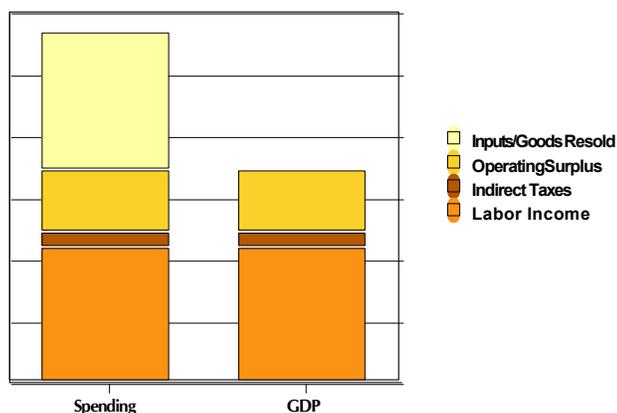
Direct impacts are reported for all counties within Oregon. Secondary employment and earnings impacts over and above direct impacts are reported at the state level only for the year 2018. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model of the Oregon economy prepared by the IMPLAN Group, Inc. Indirect impacts represent the purchases of goods and services from other firms by businesses that directly receive expenditures

part derived from travel expenditures. The sum of the direct, indirect and induced impacts equals the total impact of all spending by visitors in the state. The "multiplier" refers to the ratio of the total impacts to the direct impacts for employment or earnings.

### GROSS DOMESTIC PRODUCT

An estimate of the Gross Domestic Product (GDP) of the Oregon travel industry based on the RTIM direct travel impacts is also provided in this report. The GDP of an industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always less than output or sales because GDP measures only the "value added" of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. GDP is a useful concept because it permits comparisons of the economic contributions of different industries. The relationship between spending and gross domestic product is illustrated in the figure below. Examples of inputs are the food or accounting services that restaurants purchase from suppliers. "Goods resold" are the commodities that retail establishments purchase from manufacturers or wholesale trade

**Relationship Between Spending and Gross Domestic Product**



It is for this reason that "travel spending" - as measured from surveys of visitors - is not the best measure of the travel industry's real economic contribution. This is because some visitor spending is actually counted as the GDP of other industries (e.g., agriculture, accounting, manufacturing). Furthermore, these other industries may or may not be located within the geographic area of interest. If the farm were located within the region of interest, then the GDP of

the local farm would be included as an indirect or secondary effect. If not (e.g., a manufacturing firm in another state or country), then that portion of GDP is not counted.

The preceding graph also shows the three main components of GDP. For most industries, labor income (essentially equivalent to earnings in this report) is the primary component of GDP. This is true of the travel industry. A second component is the tax payments that businesses make to government, such as sales, excise and property taxes. In the case of excise taxes, businesses are essentially a collection agency for the government. The final component, operating surplus, represents the income and payments (e.g., dividends, interest) to other stakeholders of the firm.

The concept of GDP also illustrates that with small geographic units of analysis (e.g., counties), earnings, employment, and tax revenues are the best measures of the economic value of the travel industry to the local economy. Small area measures of GDP are less reliable and much of the operating surplus may leak out of the local economy anyway. Indirect effects are also generally less in smaller economies.

#### **INTERPRETATION OF IMPACT ESTIMATES**

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The estimates in this report are expressed in *current* dollars unless otherwise noted.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

---

**DEFINITION OF TERMS**

**Commodity:** A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

**Direct Impacts:** Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

**Earnings:** Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

**Employment:** Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

**Federal Taxes:** Federal taxes include the motor fuel excise tax, airline ticket taxes, and personal income and payroll taxes.

**Industry:** A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

**Local Taxes:** Lodging taxes imposed by cities, counties and other regional tax jurisdictions in Oregon. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger Facility Charges attributable to visitors (a fee imposed on airline tickets) are included in counties with airports. Property tax payments attributable to travel industry businesses and employees are also included.

**Other spending:** Other spending includes spending by residents on ground and air transportation for travel to other destinations, spending on travel arrangement services, and convention/ trade shows.

**Private Home:** Unpaid overnight accommodations of friends and relatives.

**Receipts:** Travel expenditures less the sales and excise taxes paid by the consumer.

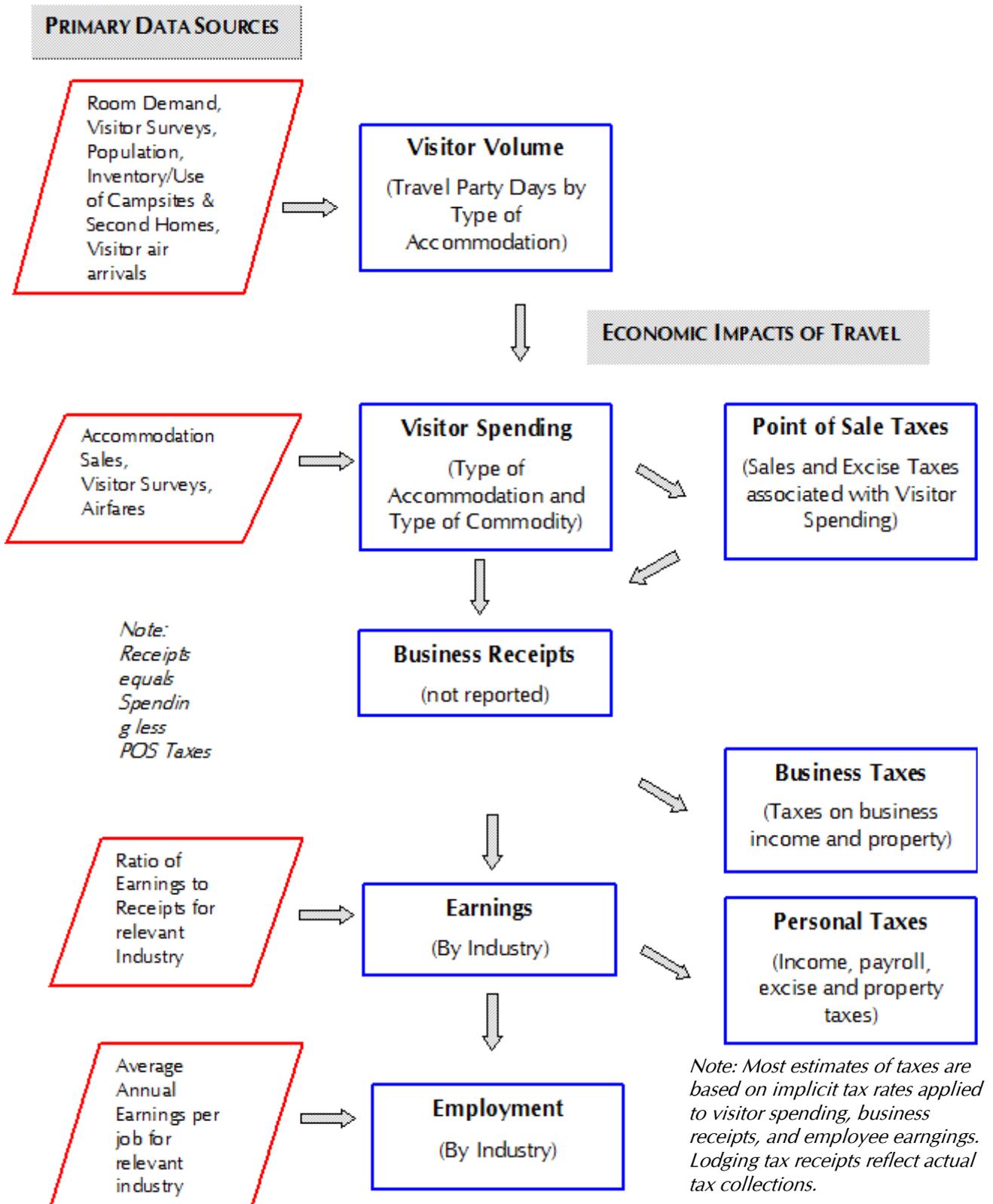
**State Taxes:** Lodging taxes, motor fuel, and business and personal income taxes imposed by the state of Oregon. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

**Total Impacts:** The sum of *Direct* and *Secondary* impacts.

**Travel spending:** The sum of visitor and other spending related to travel.

**Visitor spending:** All spending on goods & services by visitors at the destination. Also referred to as destination spending.

**REGIONAL TRAVEL IMPACT MODEL**



---

## TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”[1] Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSA). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

[1] Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, “U.S. Travel and Tourism Satellite Accounts for 1998-2003,” *Survey of Current Business* 84 (September 2004): 43-59.

## PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the **travel industry** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is a measure of the **demand segments** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the **components of economic output** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger - they represent different ways of viewing or analyzing the travel industry.

The bulk of this paper will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of **indirect and induced effects** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

### TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.<sup>2</sup> There are only three significant industrial classifications (Accommodations [NAICS 721], Scheduled Passenger Air Transportation [NAICS 481111] and Travel Arrangement and Reservation Services [NAICS 5615]) that *primarily* sell travel industry goods and services.<sup>3</sup> Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of

<sup>2</sup> The North American Industrial Classification System (NAICS) is the current standard in the United States.

<sup>3</sup> Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.<sup>4</sup>

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however.

Suppose, for example, that the focus of a travel industry account is the state of Oregon. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in Oregon? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Oregon and ignore the remainder for the purpose of creating a travel industry account for Oregon. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Oregon can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the Oregon *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.<sup>5</sup>

<sup>4</sup> The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

<sup>5</sup> The same issue arises with travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.<sup>6</sup>

**Bureau of Economic Analysis Tourism Industries  
Distribution of Travel-Generated Compensation  
in United States, 2007**

<b>Accommodation &amp; Food Services</b>	<b>38.1%</b>
Traveler accommodations	21.5%
Food services and drinking places	16.6%
<b>Transportation</b>	<b>23.3%</b>
Air transportation	15.4%
Rail transportation	0.4%
Water transportation	1.2%
Interurban bus transportation	0.3%
Interurban charter bus transportation	0.2%
Urban transit systems & other tran.	1.7%
Taxi service	1.0%
Automotive equipment rental & leasing	2.0%
Automotive repair services	0.8%
Parking lots and garages	0.2%
Toll highways	0.1%
<b>Recreation</b>	<b>11.2%</b>
Scenic and sightseeing transportation	0.4%
Motion pictures and performing arts	1.1%
Spectator sports	2.3%
Participant sports	2.4%
Gambling	3.0%
All other recreation and entertainment	2.0%
<b>Retail &amp; Nondurable Goods Production</b>	<b>16.2%</b>
Petroleum refineries	0.6%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.4%
Wholesale trade & tran. services	4.2%
Gasoline service stations	1.3%
Retail trade services, excluding gasoline service stations	5.8%
<b>Travel Arrangement</b>	<b>7.3%</b>
<b>All other industries</b>	<b>2.2%</b>
<b>Total Tourism Compensation</b>	<b>100.0%</b>

Source: Adapted from Eric S. Griffith and Steven L. Zemanek, "U.S. Travel and Tourism Satellite Accounts for 2005-2008," Survey of Current Business (June 2009): 37, table 6.

<sup>6</sup> The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

## RTIM Travel Impact Industries Matched to NAICS

<b>Travel Impact Industry</b>	<b>NAICS Industry (code)</b>
<b>Accommodation &amp; Food Services</b>	Accommodation (721) Food Services and Drinking Places (722)
<b>Arts, Entertainment &amp; Recreation</b>	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487)
<b>Retail</b>	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
<b>Ground Transportation</b>	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
<b>Air Transportation</b>	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
<b>Administrative/Support Services</b>	Travel Arrangement and Reservation Services (5615) Convention and Trade Show Organizers (56192)

Source: Dean Runyan Associates

## DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: ***leisure versus business travel***, and ***resident versus non-resident travel***. The third demand category is typically reported in the RTIM: ***type of traveler accommodation***. These three demand categories will be discussed in turn.

The distinction between ***leisure versus business travel*** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more “marketable” segment because their travel choices are less determined by economic and business factors. Furthermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between ***resident versus non-resident travel*** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.<sup>7</sup> The distinction is obviously also important because it is based on different political, legal, and currency regimes - factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.<sup>8</sup> There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism,

<sup>7</sup> Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

<sup>8</sup> The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

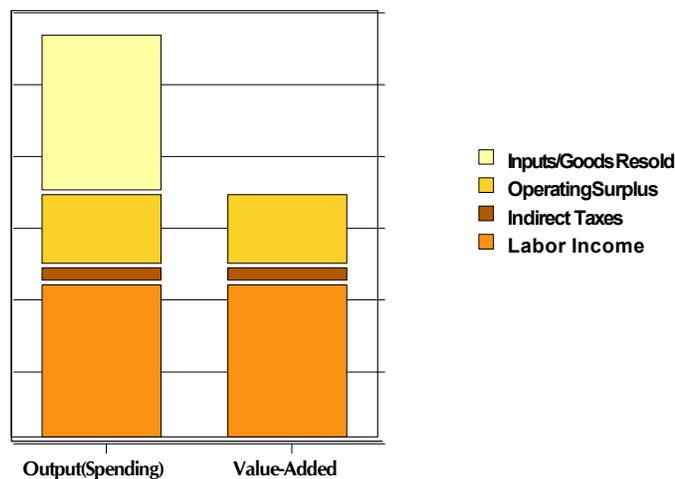
## COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:<sup>11</sup>

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

**Components of Industry Output**



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. For example, the economic impact

<sup>11</sup> There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus, the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in other parts of the world. Travel industry value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because a portion of the economic impact of visitor spending in the state will actually occur elsewhere.<sup>12</sup>

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called “indirect” because most of them are actually paid by consumers in the form of sales or excise taxes.<sup>13</sup> The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.<sup>14</sup> For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates.

Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

<sup>12</sup> It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

<sup>13</sup> Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

<sup>14</sup> It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

## INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects - the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.<sup>15</sup> As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

<sup>15</sup> The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

#### **THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED**

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis - the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

## Oregon Earnings and Employment by Industry Sector, 2017

Industry Sector	Earnings (\$Million)	Percent of Total	Employment (Thousand)	Percent of Total
<b>Primarily Export-Oriented</b>	<b>19,617</b>	<b>13.6%</b>	<b>310</b>	<b>12.4%</b>
Agriculture, Forestry, Fishing and related	2,927	2.0%	94	3.8%
Mining	147	0.1%	7	0.3%
Manufacturing	16,543	11.5%	209	8.4%
**Travel	3,292	2.3%	112	4.5%
<b>Primarily Non Export-Oriented</b>	<b>71,527</b>	<b>49.7%</b>	<b>1,194</b>	<b>47.7%</b>
Construction	9,845	6.8%	134	5.4%
Utilities	767	0.5%	6	0.2%
Wholesale trade	6,885	4.8%	84	3.4%
Retail trade	9,174	6.4%	257	10.3%
Real estate and rental and leasing	4,122	2.9%	117	4.7%
Management of companies and enterprises	6,490	4.5%	50	2.0%
Administrative and waste services	5,296	3.7%	130	5.2%
Other services, except public administration	5,282	3.7%	128	5.1%
Government and government enterprises	23,666	16.5%	288	11.5%
<b>Mixed</b>	<b>52,672</b>	<b>36.6%</b>	<b>997</b>	<b>39.9%</b>
Transportation and warehousing	4,581	3.2%	82	3.3%
Information	3,686	2.6%	43	1.7%
Finance and insurance	6,210	4.3%	98	3.9%
Professional and technical services	11,287	7.8%	164	6.5%
Educational services	1,793	1.2%	60	2.4%
Health care and social assistance	17,854	12.4%	293	11.7%
Leisure and Hospitality	7,262	5.0%	258	10.3%
<b>Oregon Total**</b>	<b>143,816</b>	<b>100.0%</b>	<b>2,501</b>	<b>100.0%</b>

\*\*Travel is not included in the sub and grand totals because it is also represented in other sectors (primarily leisure and hospitality, transportation, and retail trade).

## Industry Groups

### Accommodation & Food Services

Food services and drinking places  
Hotels and motels, including casino hotels  
Other accommodations

### Arts, Entertainment & Recreation

Amusement parks, arcades, and gambling industries  
Bowling centers  
Fitness and recreational sports centers  
Independent artists, writers, and performers  
Museums, historical sites, zoos, and parks  
Other amusement and recreation industries  
Performing arts companies  
Promoters of performing arts and sports and agents for public figures  
Spectator sports companies

### Construction

Construction of new nonresidential commercial and health care structures  
Construction of new nonresidential manufacturing structures  
Construction of new residential permanent site single- and multi-family structures  
Construction of other new nonresidential structures  
Construction of other new residential structures  
Maintenance and repair construction of nonresidential structures  
Maintenance and repair construction of residential structures

### Education and Health Services

Child day care services  
Community food, housing, and other relief services, including rehabilitation services  
Home health care services  
Individual and family services  
Medical and diagnostic labs and outpatient and other ambulatory care services  
Nursing and residential care facilities  
Offices of physicians, dentists, and other health practitioners  
Other private educational services  
Private elementary and secondary schools  
Private hospitals  
Private junior colleges, colleges, universities, and professional schools

### Financial Activities

Commercial and industrial machinery and equipment rental and leasing  
Funds, trusts, and other financial vehicles  
General and consumer goods rental except video tapes and discs  
Imputed rental activity for owner-occupied dwellings  
Insurance agencies, brokerages, and related activities  
Insurance carriers  
Lessors of nonfinancial intangible assets  
Monetary authorities and depository credit intermediation activities  
Nondepository credit intermediation and related activities  
Real estate establishments  
Securities, commodity contracts, investments, and related activities  
Video tape and disc rental

## **Information**

- Book publishers
- Cable and other subscription programming
- Data processing, hosting, ISP, web search portals and related services
- Directory, mailing list, and other publishers
- Internet publishing and broadcasting
- Motion picture and video industries
- Newspaper publishers
- Other information services
- Periodical publishers
- Radio and television broadcasting
- Software publishers
- Sound recording industries
- Telecommunications

## **Manufacturing & Utilities**

(280 industries)

## **Natural Resources and Mining**

- All other crop farming
- Animal production, except cattle and poultry and eggs
- Cattle ranching and farming
- Commercial Fishing
- Commercial hunting and trapping
- Commercial logging
- Cotton farming
- Dairy cattle and milk production
- Drilling oil and gas wells
- Extraction of oil and natural gas
- Forestry, forest products, and timber tract production
- Fruit farming
- Grain farming
- Greenhouse, nursery, and floriculture production
- Mining and quarrying other nonmetallic minerals
- Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals
- Mining and quarrying stone
- Mining coal
- Mining copper, nickel, lead, and zinc
- Mining gold, silver, and other metal ore
- Mining iron ore
- Oilseed farming
- Poultry and egg production
- Sugarcane and sugar beet farming
- Support activities for agriculture and forestry
- Support activities for oil and gas operations
- Support activities for other mining
- Tobacco farming
- Tree nut farming
- Vegetable and melon farming

**Other Services**

- Automotive repair and maintenance, except car washes
- Car washes
- Civic, social, professional, and similar organizations
- Commercial and industrial machinery and equipment repair and maintenance
- Death care services
- Dry-cleaning and laundry services
- Electronic and precision equipment repair and maintenance
- Grantmaking, giving, and social advocacy organizations
- Other personal services
- Personal and household goods repair and maintenance
- Personal care services
- Private household operations
- Religious organizations

**Professional and Business Services**

- Accounting, tax preparation, bookkeeping, and payroll services
- Advertising and related services
- All other miscellaneous professional, scientific, and technical services
- Architectural, engineering, and related services
- Business support services
- Computer systems design services
- Custom computer programming services
- Employment services
- Environmental and other technical consulting services
- Facilities support services
- Investigation and security services
- Legal services
- Management of companies and enterprises
- Management, scientific, and technical consulting services
- Office administrative services
- Other computer related services, including facilities management
- Other support services
- Photographic services
- Scientific research and development services
- Services to buildings and dwellings
- Specialized design services
- Travel arrangement and reservation services
- Veterinary services
- Waste management and remediation services

**Public Administration**

- Federal electric utilities
- Other Federal Government enterprises
- Other state and local government enterprises
- State and local government electric utilities
- State and local government passenger transit
- US Postal Service

**Trade**

- Retail Nonstores - Direct and electronic sales
- Retail Stores - Building material and garden supply
- Retail Stores - Clothing and clothing accessories
- Retail Stores - Electronics and appliances
- Retail Stores - Food and beverage
- Retail Stores - Furniture and home furnishings
- Retail Stores - Gasoline stations
- Retail Stores - General merchandise
- Retail Stores - Health and personal care
- Retail Stores - Miscellaneous
- Retail Stores - Motor vehicle and parts
- Retail Stores - Sporting goods, hobby, book and music
- Wholesale trade businesses

**Transport**

- Automotive equipment rental and leasing
- Couriers and messengers
- Scenic and sightseeing transportation and support activities for transportation
- Transit and ground passenger transportation
- Transport by air
- Transport by pipeline
- Transport by rail
- Transport by truck
- Transport by water
- Warehousing and storage

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**East Douglas  
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	150.7	165.0	170.6	173.5	177.3	181.3	2.3%	2.3%
Other	14.5	17.6	16.4	11.7	13.0	14.5	11.5%	0.0%
Visitor	136.3	147.4	154.2	161.8	164.3	166.8	1.5%	2.6%
Non-transportation	120.9	128.8	136.9	148.0	149.5	150.3	0.6%	2.8%
Transportation	15.4	18.5	17.3	13.7	14.8	16.5	11.5%	0.9%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	38.9	41.2	45.2	50.2	52.0	53.3	2.3%	4.0%
<b>Employment (Jobs)</b>								
Employment	2,040	2,090	2,190	2,320	2,350	2,310	-1.5%	1.6%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	4.9	5.5	5.8	6.4	6.8	6.9	1.4%	4.4%
Local	0.8	0.9	1.0	1.2	1.2	1.2	3.2%	4.6%
State	4.0	4.6	4.8	5.2	5.6	5.7	1.0%	4.3%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**West Douglas  
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	53.7	54.8	58.9	59.7	60.2	62.8	4.4%	2.0%
Other	1.1	1.4	1.3	0.8	0.9	1.0	11.5%	-1.5%
Visitor	52.5	53.4	57.6	58.9	59.3	61.8	4.3%	2.1%
Non-transportation	47.3	47.5	51.9	54.6	54.7	56.7	3.7%	2.3%
Transportation	5.2	5.9	5.7	4.3	4.6	5.1	11.6%	-0.3%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	14.8	14.7	16.4	17.9	18.4	19.4	5.2%	3.5%
<b>Employment (Jobs)</b>								
Employment	770	740	790	820	820	830	1.4%	1.0%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	1.4	1.4	1.6	1.7	1.8	1.8	3.3%	3.6%
Local	0.2	0.2	0.2	0.2	0.2	0.2	3.2%	4.1%
State	1.2	1.3	1.4	1.5	1.6	1.6	3.3%	3.6%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way fares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**East Lane  
Direct Travel Impacts, 2010-2018p**

								<b>Avg. Annual Chg.</b>	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	632.7	680.5	721.0	792.6	813.9	879.0	8.0%	4.2%	
Other	163.3	167.8	179.0	192.4	206.2	235.4	14.1%	4.7%	
Visitor	469.4	512.7	542.0	600.2	607.7	643.6	5.9%	4.0%	
Non-transportation	365.0	409.6	434.6	495.1	497.5	519.3	4.4%	4.5%	
Transportation	104.3	103.1	107.4	105.1	110.2	124.3	12.8%	2.2%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	138.5	161.6	181.7	216.5	227.0	247.8	9.2%	7.5%	
<b>Employment (Jobs)</b>									
Employment	6,940	7,570	8,020	8,730	8,900	9,140	2.7%	3.5%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	21.2	25.1	27.6	33.0	34.4	36.2	5.0%	6.9%	
Local	7.2	8.2	9.8	12.1	12.1	12.7	4.9%	7.4%	
State	13.9	16.9	17.9	20.9	22.3	23.4	5.1%	6.7%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way fares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**West Lane  
Direct Travel Impacts, 2010-2018p**

	Avg. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	100.2	106.8	121.7	136.1	136.9	142.2	3.9%	4.5%
Other	9.3	13.2	15.5	19.1	19.7	23.5	19.4%	12.3%
Visitor	90.9	93.6	106.1	117.0	117.2	118.7	1.3%	3.4%
Non-transportation	83.8	85.4	97.9	110.1	109.8	110.5	0.6%	3.5%
Transportation	7.1	8.2	8.2	6.9	7.3	8.2	11.7%	1.8%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	29.4	31.7	38.3	45.2	46.9	49.6	5.7%	6.8%
<b>Employment (Jobs)</b>								
Employment	1,530	1,530	1,750	1,900	1,910	1,900	-0.9%	2.7%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	2.7	2.9	3.4	4.0	4.2	4.4	3.9%	6.1%
Local	0.6	0.6	0.7	0.8	0.9	0.9	1.7%	4.7%
State	2.1	2.4	2.7	3.2	3.3	3.5	4.5%	6.4%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**East Multnomah  
Direct Travel Impacts, 2010-2018p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	57.4	68.4	74.2	86.7	90.3	94.6	4.8%	6.5%	
Other	4.2	4.5	4.6	4.8	5.3	6.1	15.0%	4.8%	
Visitor	53.2	63.9	69.6	81.9	85.0	88.5	4.1%	6.6%	
Non-transportation	47.2	56.0	62.0	75.2	77.7	80.4	3.4%	6.9%	
Transportation	6.0	7.9	7.6	6.7	7.4	8.2	11.4%	4.0%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	15.1	18.1	20.2	24.8	26.6	28.9	8.7%	8.5%	
<b>Employment (Jobs)</b>									
Employment	760	870	950	1,070	1,080	1,100	2.0%	4.6%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	2.3	2.8	3.1	4.0	4.3	4.5	4.1%	8.8%	
Local	0.9	1.1	1.3	1.7	1.8	1.9	2.4%	9.4%	
State	1.4	1.7	1.8	2.3	2.5	2.6	5.3%	8.5%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way fares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**West Multnomah  
Direct Travel Impacts, 2010-2018p**

								Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>	
Total (Current \$)	2,756.2	3,049.6	3,358.3	3,697.5	3,882.1	4,051.7	4.4%	4.9%	
Other	957.3	1,004.9	1,072.3	1,136.5	1,212.1	1,278.7	5.5%	3.7%	
Visitor	1,798.9	2,044.6	2,286.0	2,561.1	2,670.0	2,773.0	3.9%	5.6%	
Non-transportation	1,017.9	1,215.1	1,355.4	1,570.4	1,635.0	1,688.2	3.3%	6.5%	
Transportation	781.0	829.6	930.6	990.6	1,034.9	1,084.8	4.8%	4.2%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	584.3	669.7	754.3	886.3	973.8	1,071.1	10.0%	7.9%	
<b>Employment (Jobs)</b>									
Employment	17,160	18,790	20,180	21,680	21,950	22,590	2.9%	3.5%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	105.7	127.6	153.1	181.5	191.5	199.8	4.3%	8.3%	
Local	58.6	71.5	91.6	107.8	112.2	115.4	2.8%	8.9%	
State	47.2	56.1	61.4	73.7	79.3	84.3	6.3%	7.5%	

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**North Wasco**  
**Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	56.2	57.5	64.7	73.1	78.1	76.7	-1.9%	4.0%
Other	3.3	4.1	3.8	2.8	3.2	3.5	11.5%	1.0%
Visitor	52.9	53.4	60.9	70.3	75.0	73.1	-2.4%	4.1%
Non-transportation	48.6	48.5	56.1	66.1	70.3	68.2	-2.9%	4.3%
Transportation	4.3	4.9	4.9	4.2	4.7	4.9	4.4%	1.5%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	16.0	16.4	20.2	24.8	26.8	27.1	1.0%	6.8%
<b>Employment (Jobs)</b>								
Employment	840	860	960	1,120	1,180	1,130	-4.5%	3.8%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	2.0	2.1	2.6	3.3	3.6	3.6	-2.7%	7.4%
Local	0.7	0.7	0.9	1.2	1.3	1.2	-5.1%	7.8%
State	1.4	1.5	1.7	2.2	2.4	2.3	-1.4%	7.1%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**South Wasco  
Direct Travel Impacts, 2010-2018p**

							Avg. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>17-18</b>	<b>10-18</b>
Total (Current \$)	33.8	33.6	37.5	42.0	44.2	45.1	2.1%	3.7%
Other	0.2	0.2	0.2	0.2	0.2	0.2	11.5%	1.0%
Visitor	33.6	33.3	37.3	41.8	44.0	44.9	2.1%	3.7%
Non-transportation	31.2	30.7	34.6	39.6	41.5	42.1	1.4%	3.8%
Transportation	2.4	2.7	2.7	2.2	2.5	2.8	13.7%	2.0%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	10.8	10.7	13.1	15.2	15.9	17.1	7.2%	5.9%
<b>Employment (Jobs)</b>								
Employment	560	570	630	690	700	700	0.8%	2.9%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	0.7	0.7	0.8	1.0	1.0	1.1	5.3%	6.0%
State	0.7	0.7	0.8	1.0	1.0	1.1	5.3%	6.0%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

**Local tax revenue** includes lodging taxes, auto rental taxes and airport passenger facility charges paid by visitors.

**State tax revenue** includes lodging, and motor fuel tax payments of visitors, and the income tax payments attributable to the travel industry income of businesses and employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Historical revisions have been made to correct for the assignment of visitor air travel to the other travel category total. This correction does not effect economic impact totals.