



**NEWS RELEASE**

Media Contact: Amy Ruddy

Phone: 503.367.7596

E-mail: [amy@wordsoutpr.com](mailto:amy@wordsoutpr.com)

**2015 TILLAMOOK COUNTY TOURISM RECEIPTS UP 16% OVER 2014**

*Gross lodging receipts increase \$7.02 million; transient lodging tax up nearly \$366,000*

**TILLAMOOK, ORE., 16 FEB., 2016---** Early 2015 revenue reports from Tillamook County for gross lodging receipts and transient lodging tax revenue show a substantial 16% increase over 2014. The county's hotels, campgrounds, vacations homes and other lodging properties collected \$2,636,016 from overnight visitors in 2015, and additional TLT receipts from 4<sup>th</sup> quarter 2015 (October, November and December) are expected in through February. Gross lodging receipts (GLR) rose more than \$7 million over 2014.

2014			2015		
Quarter	GLR	TLT	Quarter	GLR	TLT
1 Jan-March	\$5.3M	\$270,700	1 Jan-March	\$6.9M	\$338,985
2 April-June	\$9.38M	\$492,153	2 April-June	\$11.82M	\$590,986
3 July-Sept	\$22.05M	\$1,174,482	3 July-Sept	\$24.73M	\$1,330,007
4 Oct-Dec	\$6.8M	\$331,138	4 Oct-Dec	\$7.1M*	\$376,038*
Totals	\$43.53M	\$2,268,473	Totals to date	\$50.55M	\$2,636,016

\*93% of lodging reporting as of Feb. 10, 2016

The 4<sup>th</sup> quarter results alone were up 20% over 2014, despite the heavy rains and floods in December throughout the county. However, rain benefits the fishing industry, and the rivers were flush with steelhead and those trying to catch them.

Reports recently distributed by Travel Oregon and conducted by Smith Travel Research show 2015 Oregon Coast room revenue as a whole is up 11.3% over 2014. Also by comparison, tourism in Clatsop and Lincoln counties is a \$400 million industry. In Tillamook County, it is a \$200-plus million dollar industry, and its largest economic driver.

"The capacity in Clatsop and Lincoln counties is much greater than ours, and their tourism efforts have been underway for decades, so it's not surprising their tourism economy is twice that of Tillamook County," said Nan Devlin, tourism director for Visit Tillamook Coast. "However, because we have less commercial development, more has been preserved in the way of nature-based recreation, and that's how our county is being perceived by visitors – a great place to enjoy being outdoors. Nature is easily accessible here to all ages and abilities, and that's a great differentiator."

The majority of visitors to Tillamook County are from the Portland, Salem, Eugene and the Seattle/I-5 area. Visitors to the website are primarily from the Portland Metro area, Salem, Los Angeles, San Francisco, Boise and Seattle.

For more information, contact Nan Devlin, Tourism Director at Visit Tillamook Coast [www.tillamookcoast.com](http://www.tillamookcoast.com) by phone [503.842.2672](tel:503.842.2672) or email [nan@tillamookcoast.com](mailto:nan@tillamookcoast.com).

###

**About Visit Tillamook Coast**

Oregon's Tillamook Coast is one of the state's natural wonders. Picturesque bays, inland waterways, forests, farmlands, rivers and ocean beaches offer visitors a wide range of nature-based activities from surfing, kayaking, fishing and clamming to beachcombing and hiking. Fresh seafood from river, bay, ocean to table is Tillamook's forte, as is world-famous cheese to casual breweries and wine tasting. The Tillamook Coast includes several villages, each with their own unique heritage, personality and charm sprawling from northern Nehalem Bay and Manzanita to southern Pacific City and cozy Neskowin. For more information and to plan your natural choice getaway, visit [www.tillamookcoast.com](http://www.tillamookcoast.com).