The Economic Impact of Travel

Oregon

2020p
State, Region, County Impacts

April 2021

PREPARED FOR
Travel Oregon

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insights with integrity

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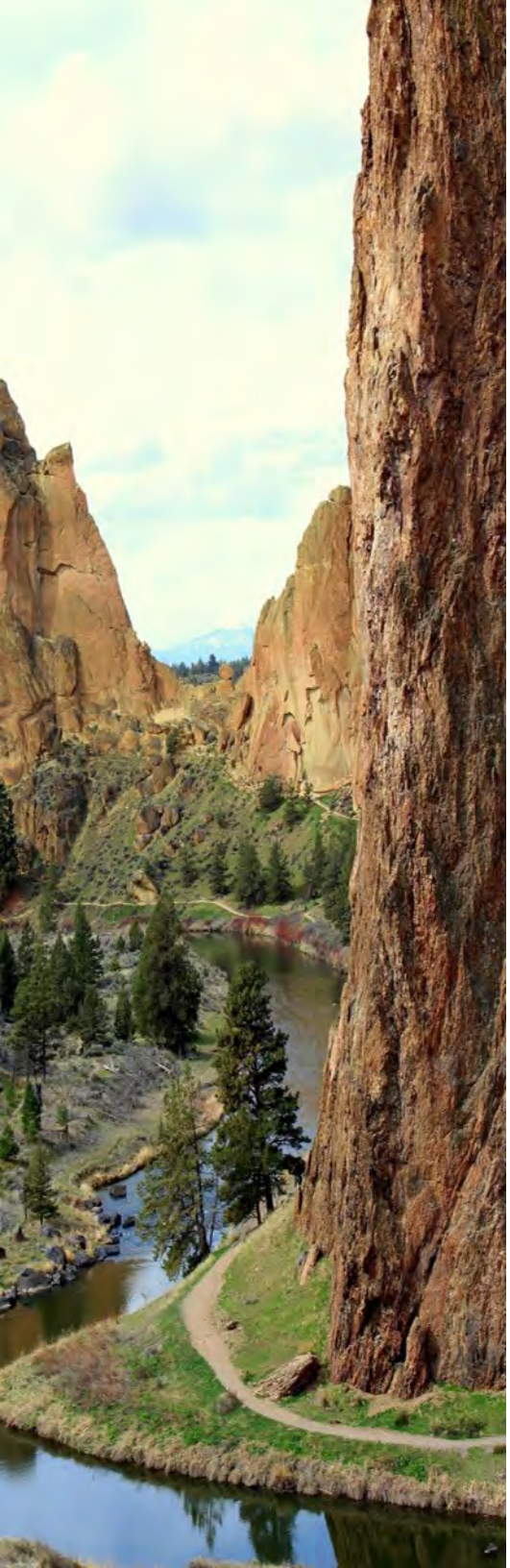

The Economic Impact of Travel in Oregon

2020p
State, Region, County Impacts

Travel Oregon

4/17/2021

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National Impacts

2020p

National / Summary

U.S. Travel Impacts 2020p

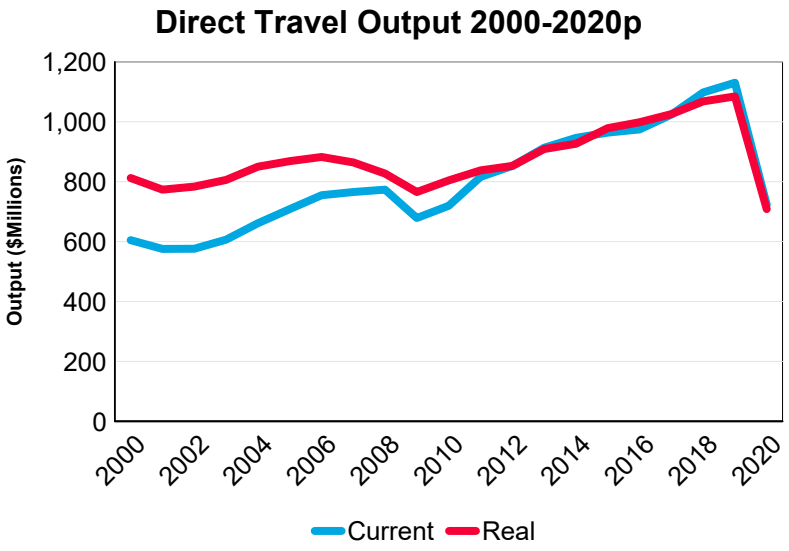
The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services. Total travel output decreased by 36% (-$408B) in 2020, as compared to 2019 levels. Leisure & Hospitality and Transportation are two of the most effected industries. Prior to the first reported case in the U.S., the travel industry had reached $1.13 trillion growing 3% between 2018 and 2019. Expectations were for continued growth in travel for 2020, as economic indicators like unemployment were at all time lows.

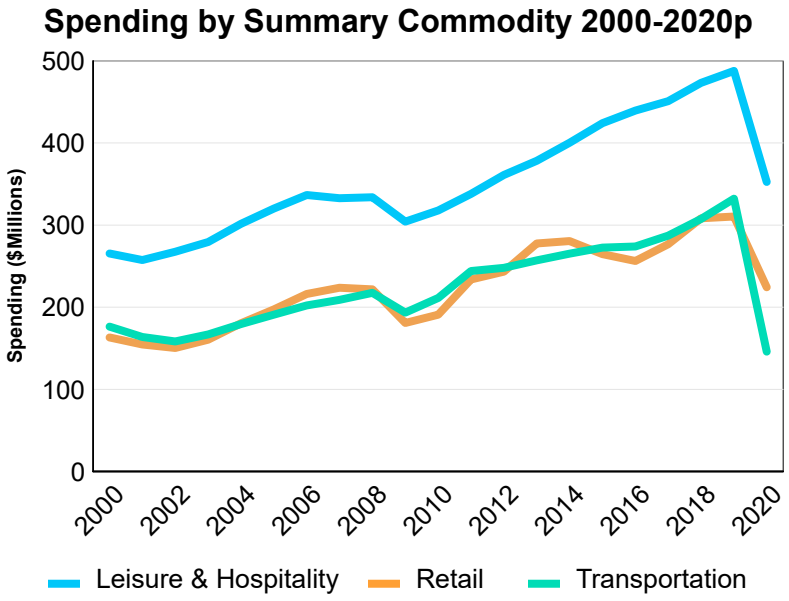
At the time of this report the BEA Tourism Satellite Account covered travel activity through 2019, all 2020 estimates have been made by Dean Runyan Associates.

- Spending by resident and foreign visitors was $723 billion in 2020 in current dollars. This represents a 36% decrease over 2019, where international travel made up 25% of these losses. When adjusted for changes in prices (real dollars), spending decreased by 35% from 2019 to 2020.

- Leisure & Hospitality, as a share of total spending, increased to 48%, compared to 43% in 2019. The overall shift in total spending was heavily impacted by the 56% decline in Transportation spending, influenced by reduced air volume and price decreases in gasoline.

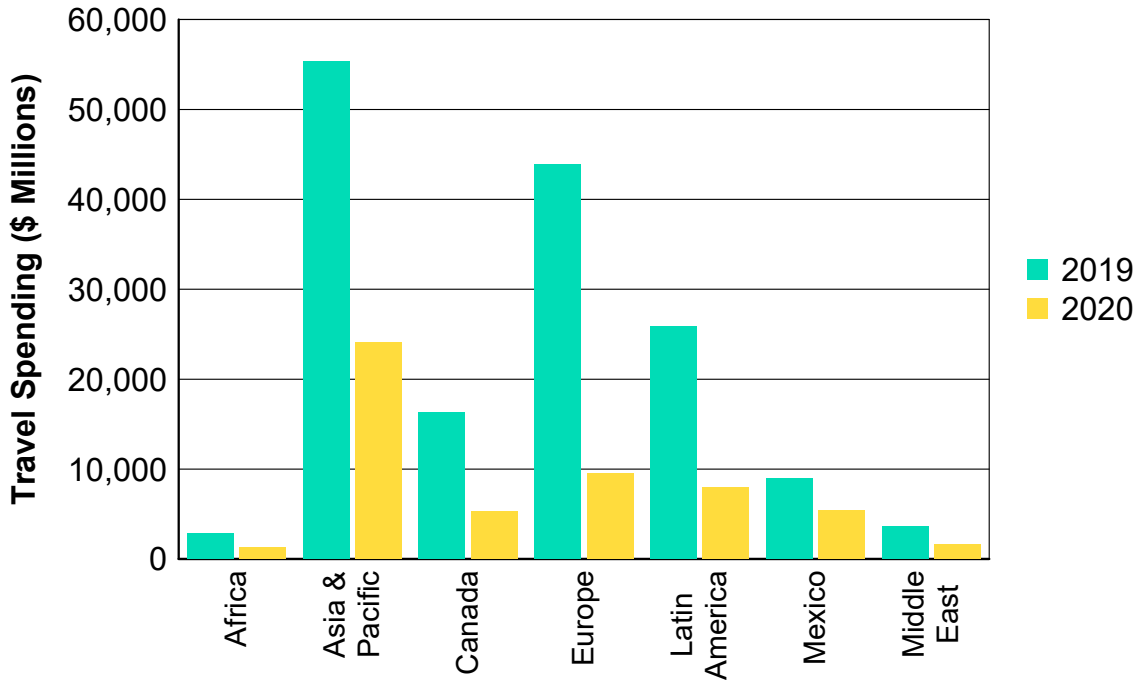
The U.S. travel industry **contracted 36% in 2020**, the largest losses occurring in Transportation: - $**186 billion.**





National / Summary

International Spending 2020p



Travel restrictions due to COVID-19 (CDC):

China, Iran, Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Monaco, San Marino, Vatican City, United Kingdom, Republic of Ireland, Brazil, South America.

Border restrictions also apply to Canada and Mexico.

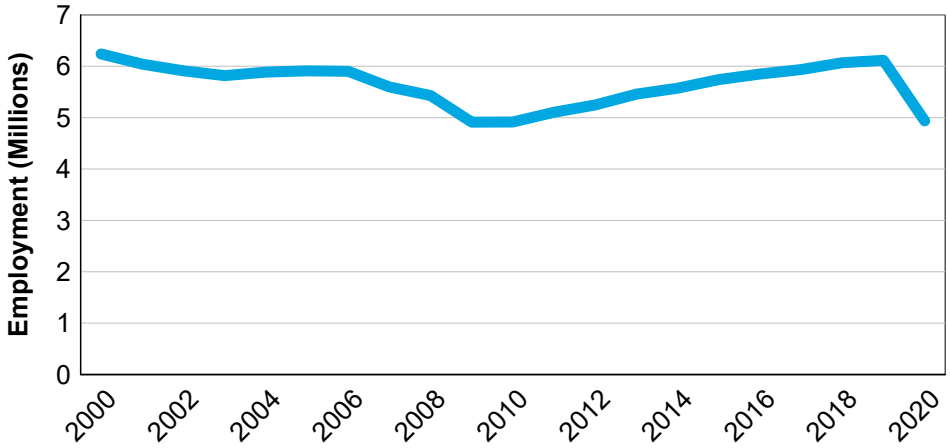
International spending is down 63% in 2020.

Spending from the Asia & Pacific countries decreased 44%, a loss of $31 billion.

Sources: Dean Runyan Associates, Bureau of Economic Analysis

National / Summary

U.S. Travel Industry Employment

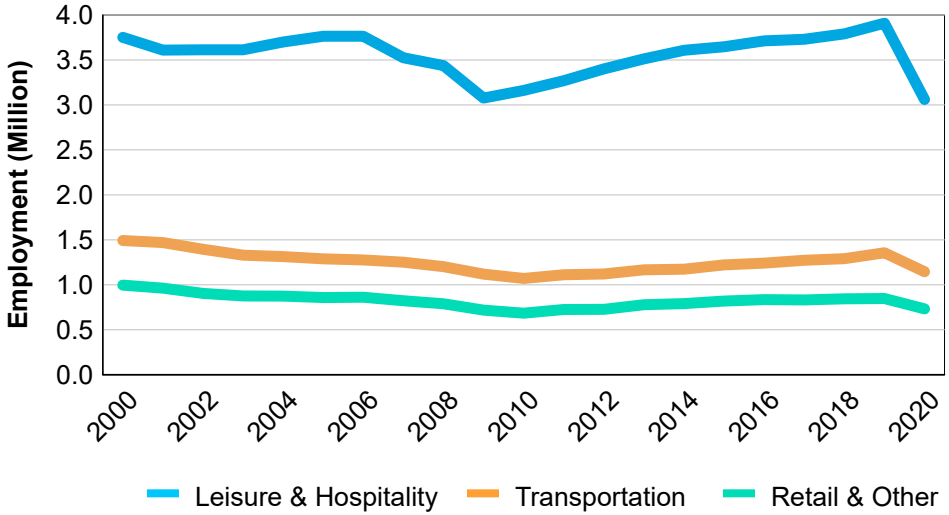


Sources: Bureau of Economic Analysis, Dean Runyan Associates

National employment in the travel industry decreased by 1.2 million jobs (-19% YOY).

Employment includes CARES act support, data limitations prevent disaggregation.

U.S. Travel Industry Employment by Sector



Sources: Bureau of Economic Analysis, Dean Runyan Associates

The Leisure & Hospitality sector was the most heavily impacted, losing about 900,000 jobs in 2020 (-22% YOY).

Employment includes CARES act support, data limitations prevent disaggregation.

State Impacts

2020p

Oregon / Summary

State Travel Impacts 2020p

The COVID-19 pandemic has caused global economic hardship. The travel industry has been especially hard hit, even more so than during the Great Recession. U.S. travel spending declined an estimated 36% in 2020. The Oregon travel industry was even more affected experiencing an estimated decline of 50% in travel spending.

· Travel spending ($Current) declined 49.5% from $12.8 billion in 2019 to $6.5 billion in 2020.

· Direct employment experienced a loss of approximately 26,200 jobs across the state. This represents a 22.1% decline in travel employment. The largest amount of job losses occurred within accommodations and food services sector, which lost 16,400 travel-generated jobs.

· Tax receipts generated by travel spending are down 27.9% compared to 2019. Local and state taxes have declined 38.6% and 24.8% respectively.

· Overnight visitor volume has decreased from 29.7 million person trips to 20.2 million person trips. This represents a decline of 32.1%.

These preliminary estimates for Oregon are subject to revision as more complete source data becomes available. This year has resulted in higher data variability and can lead to larger than normal revisions.

Overnight visitor volume **lost 9.5 million person trip**s, a decline of 20.2%.

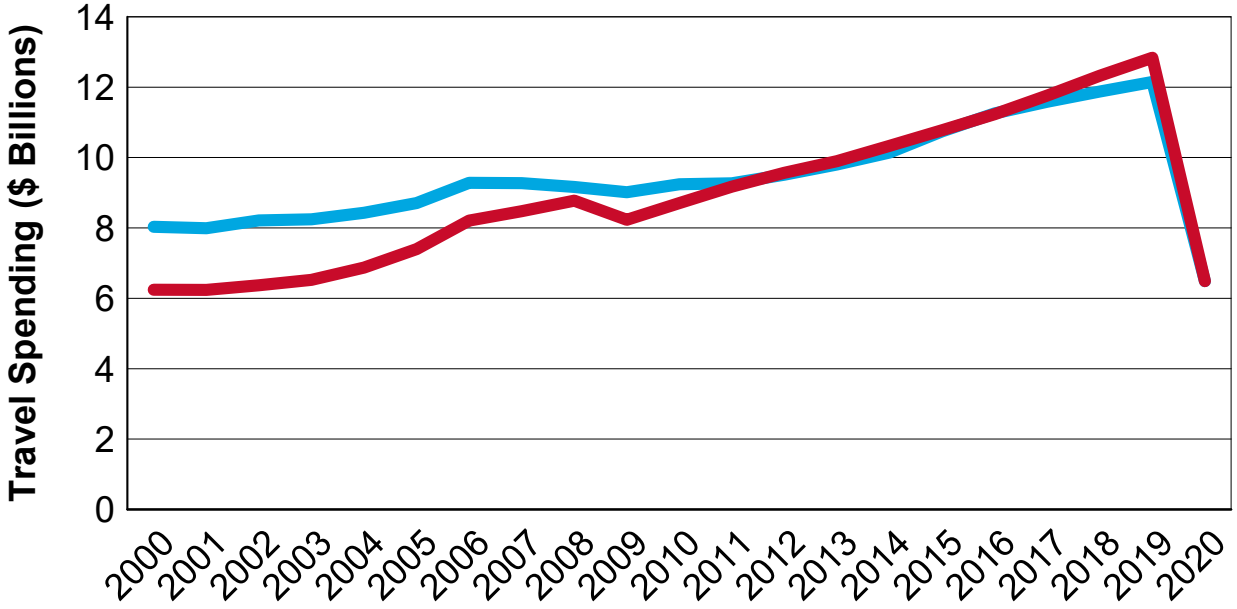
Oregon / Trend

Direct Travel Impacts 2003-2020p (Preliminary)

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg.Annual % Chg. 2019-20	Avg.Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	6,525	9,568	9,896	10,334	10,776	11,234	11,765	12,324	12,834	6,487	▼ -49.5%	▼ 0.0%
Other	787	1,192	1,201	1,275	1,364	1,436	1,521	1,624	1,765	643	▼ -63.6%	▼ -1.2%
Visitor	5,738	8,376	8,695	9,059	9,412	9,798	10,243	10,700	11,069	5,844	▼ -47.2%	▲ 0.1%
Non-transportation	4,470	6,086	6,378	6,711	7,199	7,620	7,897	8,115	8,427	4,546	▼ -46.0%	▲ 0.1%
Transportation	1,268	2,291	2,317	2,348	2,213	2,178	2,347	2,585	2,643	1,297	▼ -50.9%	▲ 0.1%
Earnings ($Millions)												
Earnings (Current $)	1,673	2,339	2,440	2,610	2,839	3,063	3,290	3,569	3,807	3,070	▼ -19.3%	▲ 3.6%
Employment (000's)												
Employment	85.6	95.1	98.1	101.2	105.5	109.8	112.2	116.0	118.5	92.3	▼ -22.1%	▲ 0.4%
Tax Revenue ($Millions)												
Total (Current $)	596	826	907	964	1,049	1,120	1,201	1,277	1,341	967	▼ -27.9%	▲ 2.9%
Local	90	142	160	176	202	213	226	233	240	147	▼ -38.6%	▲ 3.0%
State	152	231	239	249	264	283	323	341	357	269	▼ -24.8%	▲ 3.4%
Federal	354	453	509	539	583	625	652	702	744	550	▼ -26.0%	▲ 2.6%

Oregon / Trend

Direct Spending / Real and Current Dollars

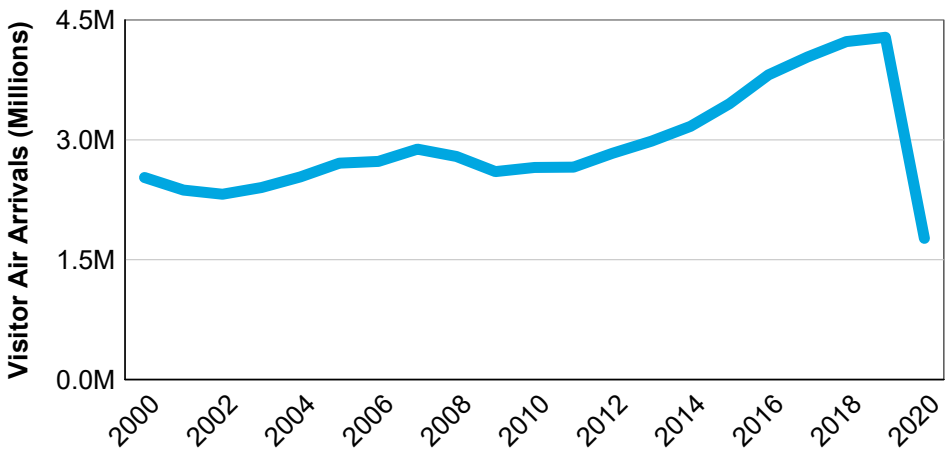


Adjusted for inflation the real dollar decline in travel spending is 47% compared to a 50% decline in current dollars.

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates

Oregon / Trend

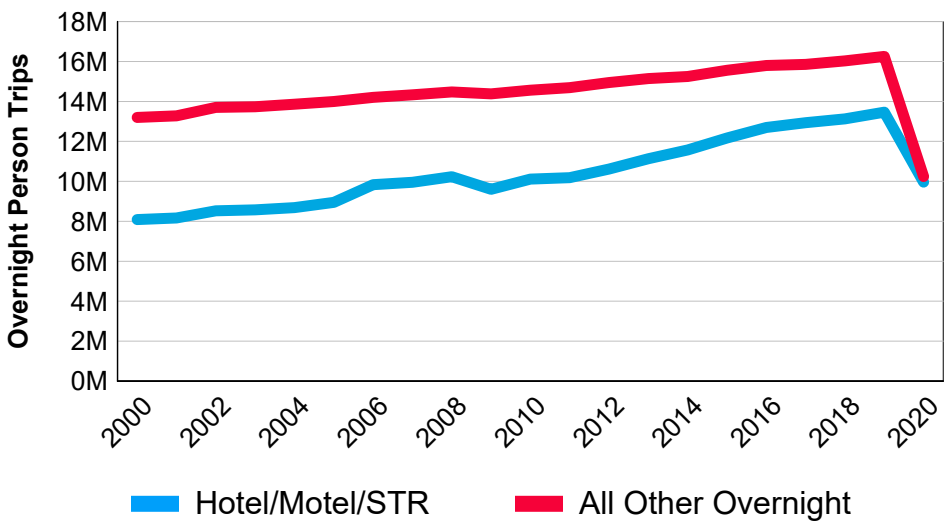
Air Passenger Visitor Arrivals / U.S. Air Carriers



1.8 million domestic visitors traveled to Oregon by air in 2020. This is a decline of 59% from 2019 visitation of 4.3 million.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Overnight Volume / Oregon

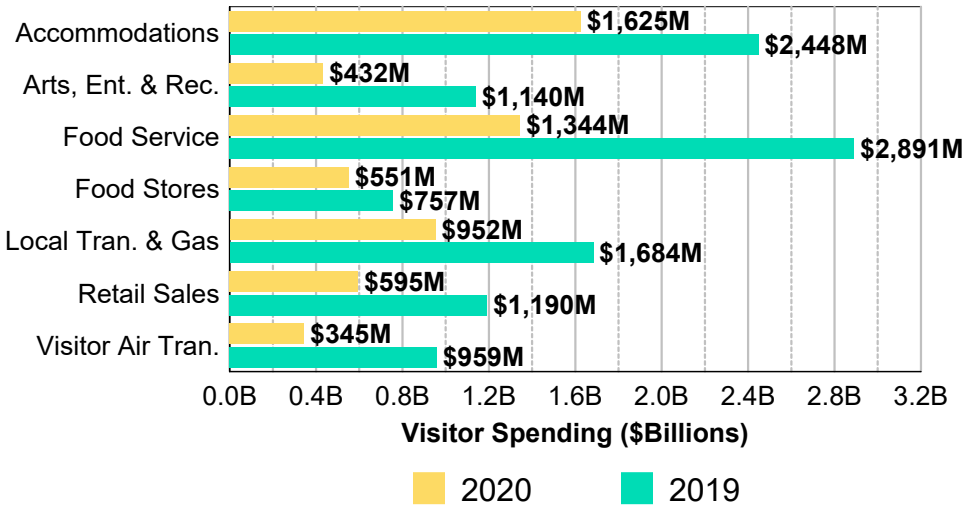


Overnight visitor volume has decreased 32% in 2020. Visitors who stay in hotels, motels, or short term rentals declined 26%. All other overnight visitors camping, stays with friends and family, and second home use has fallen 37%.

Sources: Oregon Department of Revenue, Dean Runyan Associates, Omnitrak Group, Oregon State Parks, STR LLC.

Oregon / Trend

Visitor Spending by Commodity Purchased / Oregon

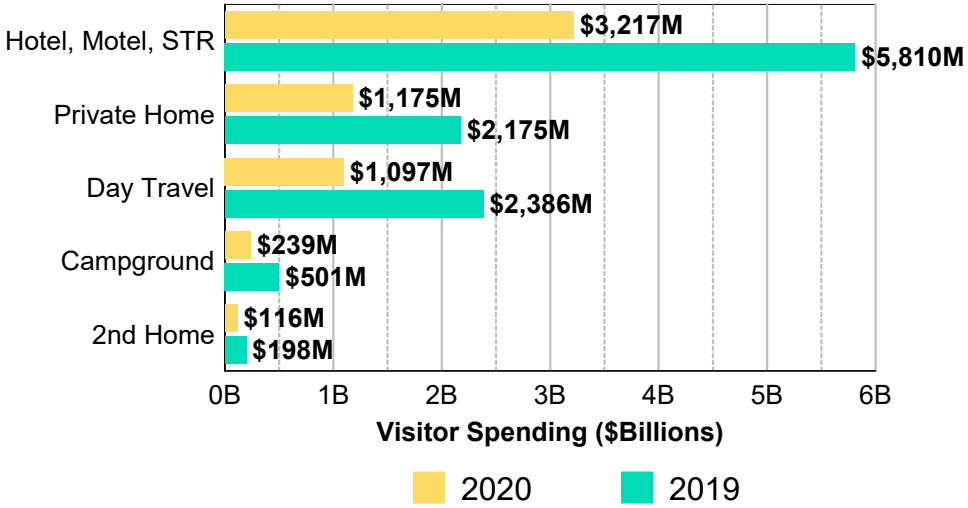


Sources: STR LLC., Oregon Department of Revenue, Dean Runyan Associates

The largest loss occurred in food and beverage service, $1.5 billion was lost in 2020 compared to 2019, a decline of 53.5%.

Accommodations lost approximately $823 million, a decline of 33.6%.

Visitor Spending by Accommodation Type / Oregon



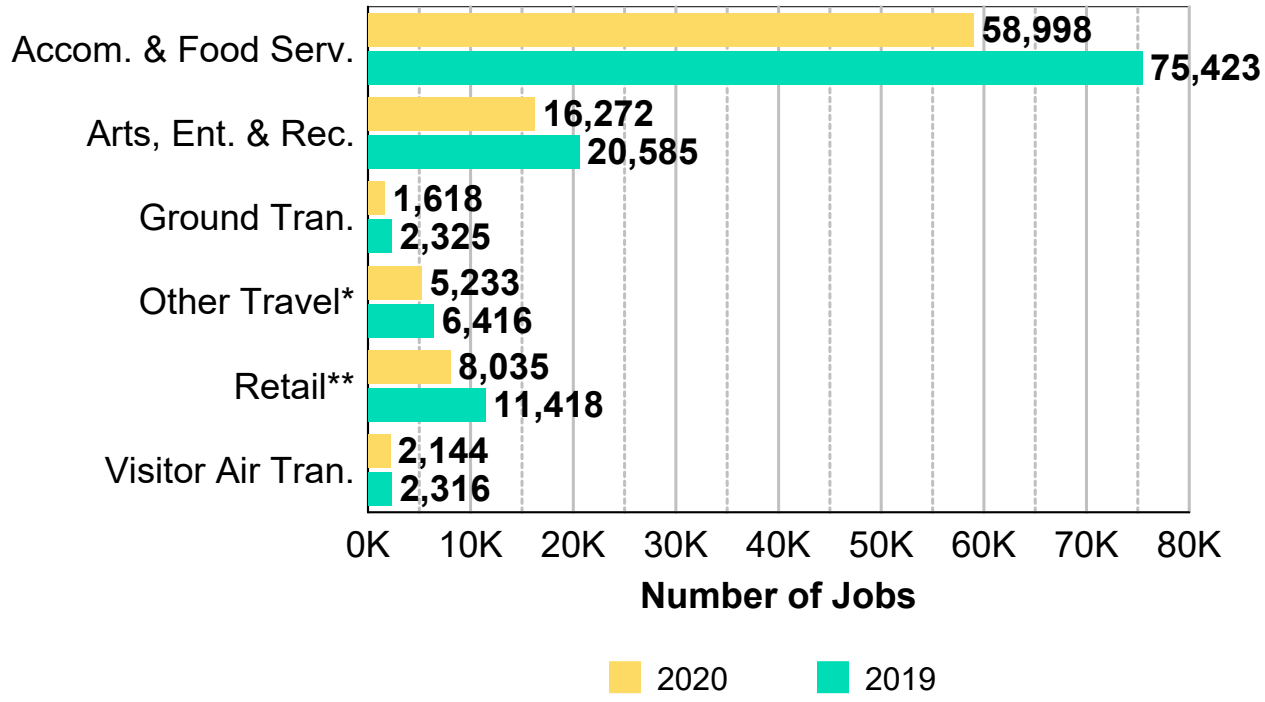
Sources: Oregon Department of Revenue, Dean Runyan Associates, STR LLC.

Visitors who stayed in a hotel, motel or short term rental (STR) spent $3.2 billion in 2020, a decline of 45.5%.

Visitors who stayed in a private home with friends and relative spent $1.2 billion in 2020, a decline of 45.9%.

Oregon / Trend

Travel Industry Employment / Oregon



Total direct job loss is estimated at 26,200 jobs. Leisure and Hospitality lost approximately 20,700 jobs in 2020, representing 79% of the direct job loss. Overall, travel industry employment experienced a decline of 22%.

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

Oregon / Origin

Visitor Spending by Origin, 2020p

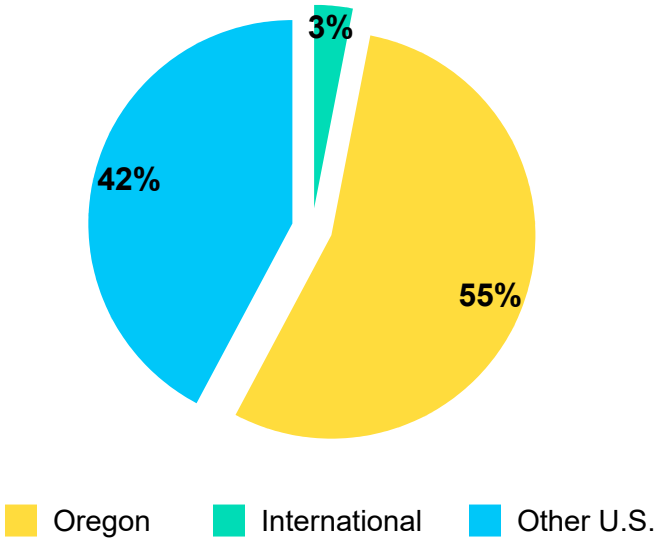
Residents of Oregon accounted for 55% of visitor spending in Oregon in 2020. U.S. residents of states other than Oregon accounted for approximately 42% while international visitors accounted for 3% of travel spending in the state.

International spending historically has been around 10% of travel spending in Oregon. The COVID-19 pandemic resulted in travel restrictions to the U.S. from multiple large travel markets, causing the share of international spending to drop to three percent.

International spending impacts for Oregon were derived from the U.S. International Transaction estimates from the BEA and origin & destination counts from the National Travel and Tourism Office.

Visitor Spending by Residence, 2020p

Origin	Spending (Billions)
Oregon	$3.2
International	$0.2
Other U.S.	$2.5
Visitor Spending	**$5.8**



Oregon / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	5,738	8,376	8,695	9,059	9,412	9,798	10,243	10,700	11,069	5,844	▼ -47.2%
Other Travel*	787	1,192	1,201	1,275	1,364	1,436	1,521	1,624	1,765	643	▼ -63.6%
TOTAL	6,525	9,568	9,896	10,334	10,776	11,234	11,765	12,324	12,834	6,487	▼ -49.5%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	2,479	4,057	4,258	4,518	4,806	5,089	5,376	5,607	5,810	3,217	▼ -44.6%
Private Home	1,239	1,809	1,832	1,871	1,902	1,936	2,014	2,114	2,175	1,175	▼ -46.0%
Campground	351	417	441	445	445	454	459	481	501	239	▼ -52.3%
2nd Home	124	177	177	180	178	178	185	194	198	116	▼ -41.2%
Day Travel	1,544	1,917	1,987	2,045	2,082	2,141	2,209	2,305	2,386	1,097	▼ -54.0%
TOTAL	5,738	8,376	8,695	9,059	9,412	9,798	10,243	10,700	11,069	5,844	▼ -47.2%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	977	1,573	1,664	1,808	2,039	2,218	2,346	2,378	2,448	1,625	▼ -33.6%
Food Service	1,321	1,953	2,067	2,178	2,329	2,490	2,606	2,734	2,891	1,344	▼ -53.5%
Food Stores	470	621	646	676	707	716	718	732	757	551	▼ -27.2%
Local Tran. & Gas	834	1,632	1,622	1,600	1,391	1,343	1,467	1,656	1,684	952	▼ -43.4%
Arts, Ent. & Rec.	807	918	951	979	1,020	1,061	1,082	1,109	1,140	432	▼ -62.1%
Retail Sales	896	1,020	1,050	1,070	1,104	1,135	1,146	1,162	1,190	595	▼ -50.1%
Visitor Air Tran.	433	659	695	748	821	836	880	929	959	345	▼ -64.0%
TOTAL	5,738	8,376	8,695	9,059	9,412	9,798	10,243	10,700	11,069	5,844	▼ -47.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.

Oregon / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	916	1,379	1,458	1,564	1,713	1,854	1,994	2,187	2,341	1,859	▼ -20.6%
Arts, Ent. & Rec.	238	292	298	311	327	345	360	383	407	345	▼ -15.4%
Retail**	187	231	241	252	267	282	295	311	323	241	▼ -25.5%
Ground Tran.	46	60	62	67	73	76	81	85	93	65	▼ -30.3%
Visitor Air Tran.	86	108	115	127	143	155	174	188	190	182	▼ -3.9%
Other Travel*	200	268	267	289	314	350	385	416	453	379	▼ -16.3%
TOTAL	1,673	2,339	2,440	2,610	2,839	3,063	3,290	3,569	3,807	3,070	▼ -19.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	50,550	59,210	61,280	63,440	66,490	69,380	71,130	73,680	75,420	59,000	▼ -21.8%
Arts, Ent. & Rec.	16,550	17,290	17,710	18,070	18,400	19,090	19,430	20,010	20,580	16,270	▼ -20.9%
Retail**	9,440	9,900	10,220	10,450	10,770	10,980	11,190	11,360	11,420	8,040	▼ -29.6%
Ground Tran.	2,020	2,000	2,030	2,090	2,200	2,180	2,240	2,240	2,320	1,620	▼ -30.4%
Visitor Air Tran.	1,960	1,700	1,760	1,870	2,050	2,190	2,210	2,330	2,320	2,140	▼ -7.4%
Other Travel*	5,060	5,000	5,080	5,330	5,640	6,040	6,000	6,370	6,420	5,230	▼ -18.4%
TOTAL	85,590	95,090	98,080	101,250	105,550	109,850	112,190	115,980	118,480	92,300	▼ -22.1%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	90	142	160	176	202	213	226	233	240	147	▼ -38.6%
State Tax Receipts	152	231	239	249	264	283	323	341	357	269	▼ -24.8%
TOTAL	242	373	398	425	466	496	549	574	598	416	▼ -30.3%

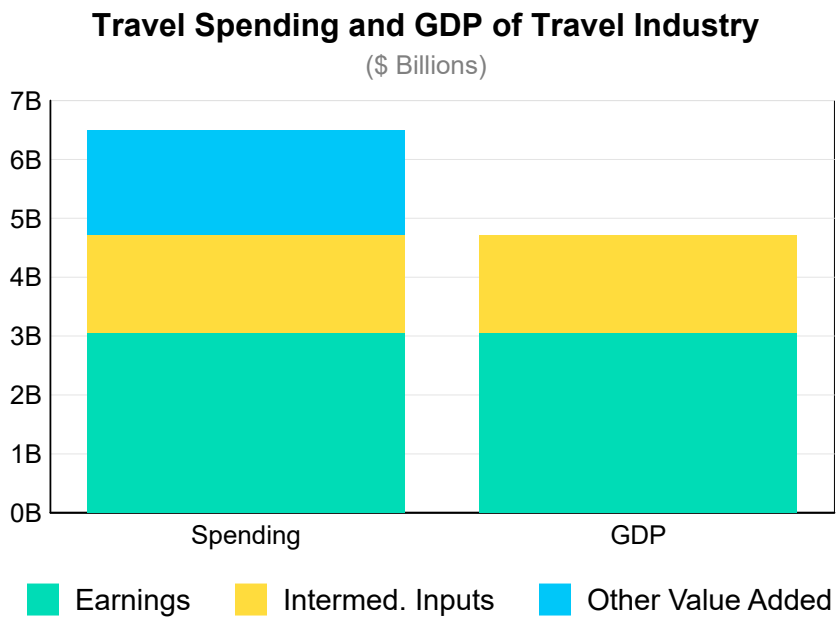
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
**Retail includes gasoline.
Earnings and employment include CARES act support, data limitations prevent disaggregation.

Oregon / Travel GDP

Travel Industry GDP, 2020p

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individual in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the Oregon travel industry is shown to the right. Oregon travel industry GDP of $4.7 billion represents approximately 2% of the total Oregon GDP.

The estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Oregon will be delivered by other Oregon firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other Oregon businesses. These inputs are sometimes referred to as "indirect" effects.



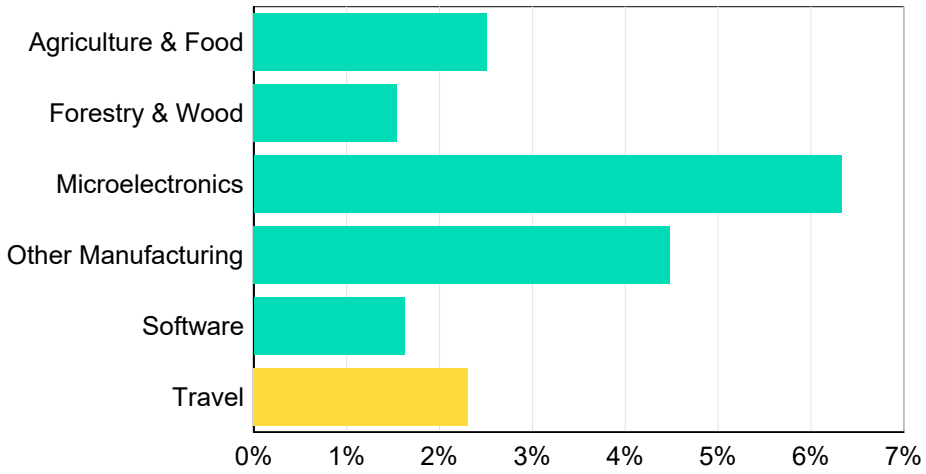
Oregon / Travel GDP

Oregon Export-Oriented Industries, 2019

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, extractive industries such as logging, and manufacturing are the best examples of goods producing export industries. The travel industry is also an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy,

Oregon Gross Domestic Product

2019, Share of Selected Industries

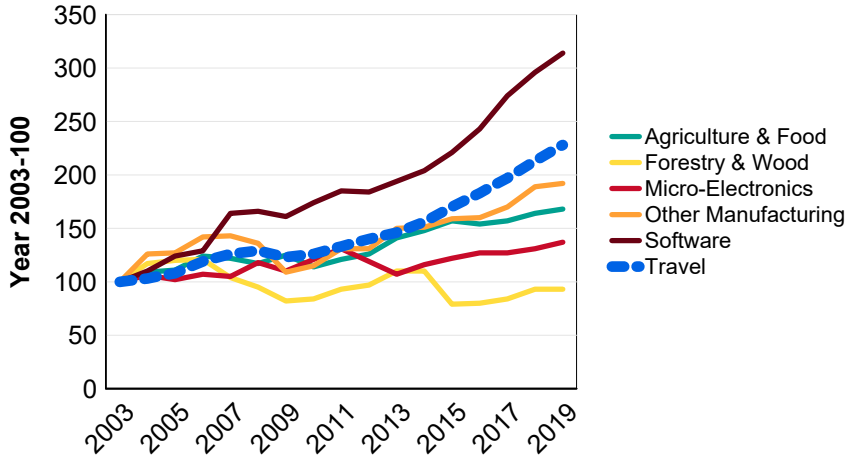


A comparison of the GDPs of the leading export-oriented industries in Oregon is shown for 2019. It should be noted that the largest industry, microelectronics, is concentrated in the urbanized areas of Oregon, primarily Washington County. The primary export-oriented industries in most rural counties are agriculture & food processing, forestry & wood products, and the travel industry.

Source: Dean Runyan Associates and Bureau of Economic Analysis. Other Manufacturing is not a distinct industry, shown for comparative purposes only. Most current data available is for 2019. GDP estimates by Dean Runyan Associates

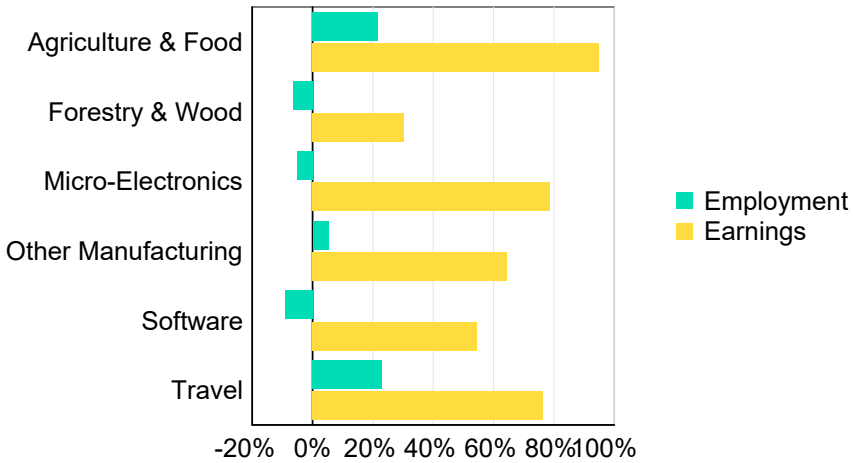
Change in Oregon GDP

2003-2019, Selected Industries



Change in Earnings and Employment

2003-2019, Selected Industries



Oregon / Secondary Effects

Travel spending 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.

Direct impacts represent effects attributable to traveler expenditures.

Indirect impacts represent effects associated with industries that supply goods and services to the direct businesses.

Induced impacts represent effects of purchases made by employees in both the direct and indirect businesses.

The impacts in this section are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories presented elsewhere in this report.

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. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

Largest Secondary Industries 2020p

Professional Services (9,430 jobs and $594 million in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

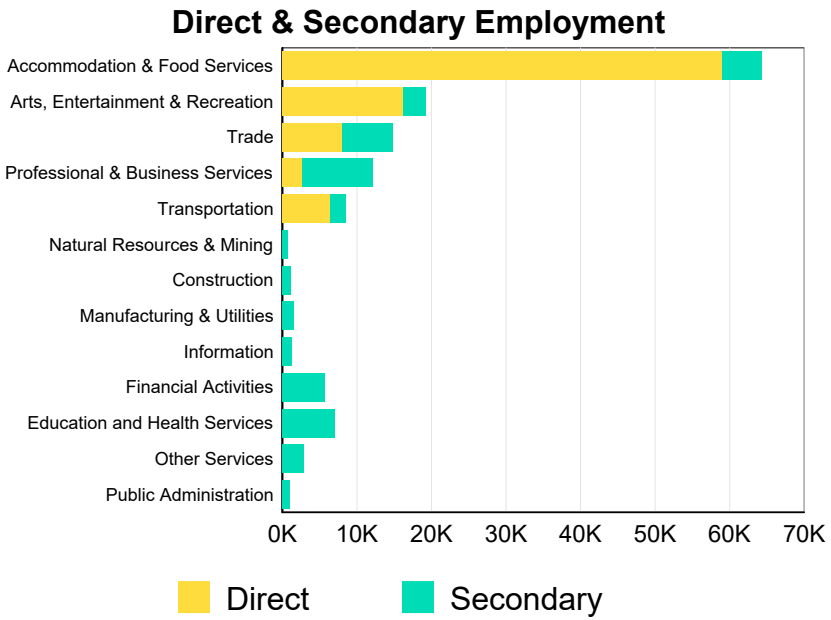
Education & Health Services (7,090 jobs and $449 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

Financial Activities (5,700 jobs and $272 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

Other Services (2,850 jobs and $153 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

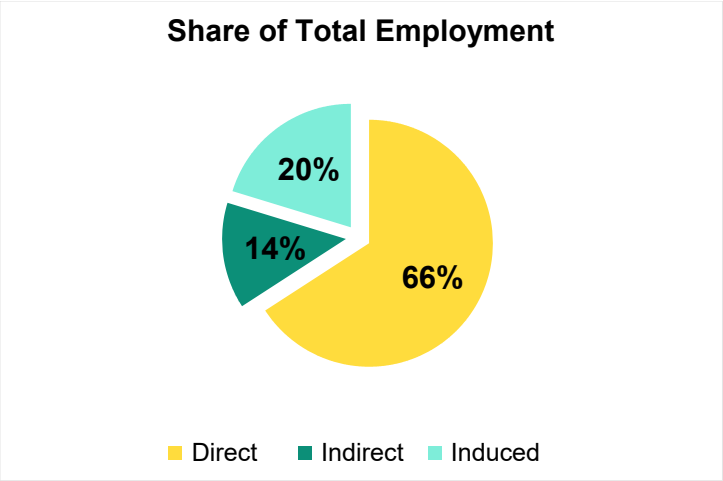
Oregon / Secondary Effects

Total Employment 2020



Industry Group	Direct	Secondary: Indirect	Secondary: Induced	Secondary: Total	Grand Total
Accommodation & Food Services	59,000	2,080	3,270	5,340	64,340
Arts, Entertainment & Recreation	16,270	1,980	1,020	3,010	19,280
Trade	8,040	710	6,030	6,740	14,780
Transportation	6,340	1,360	740	2,100	8,430
Professional & Business Services	2,660	6,620	2,810	9,430	12,090
Natural Resources & Mining	0	410	310	710	710
Construction	0	600	580	1,180	1,180
Manufacturing & Utilities	0	910	580	1,490	1,490
Information	0	810	450	1,250	1,250
Financial Activities	0	2,600	3,100	5,690	5,690
Education and Health Services	0	140	6,960	7,090	7,090
Other Services	0	770	2,070	2,840	2,840
Public Administration	0	650	380	1,030	1,030
All Industries	92,300	19,620	28,300	47,930	140,230

Values may not add to totals due to rounding.

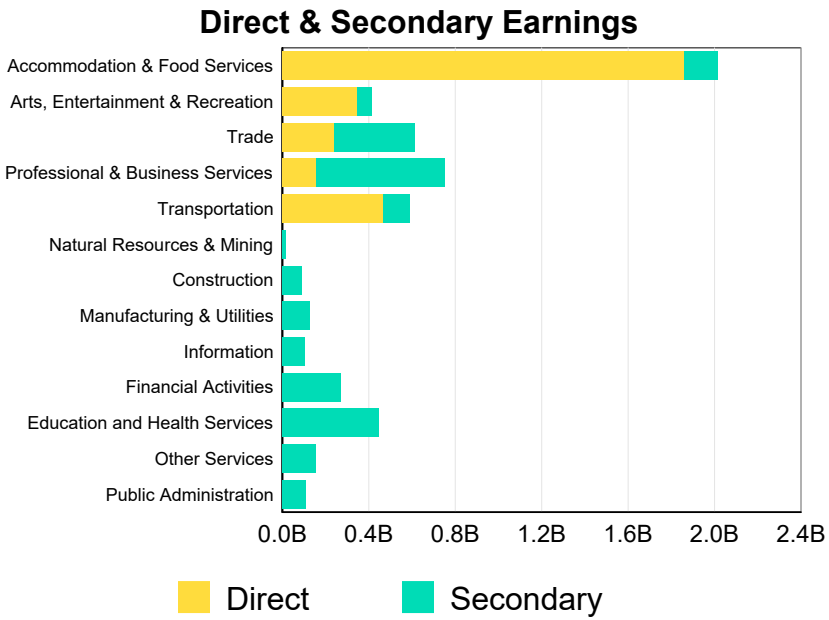


MOST DIRECT JOBS
Accommodation & Food Services

MOST SECONDARY JOBS
Professional & Business Services

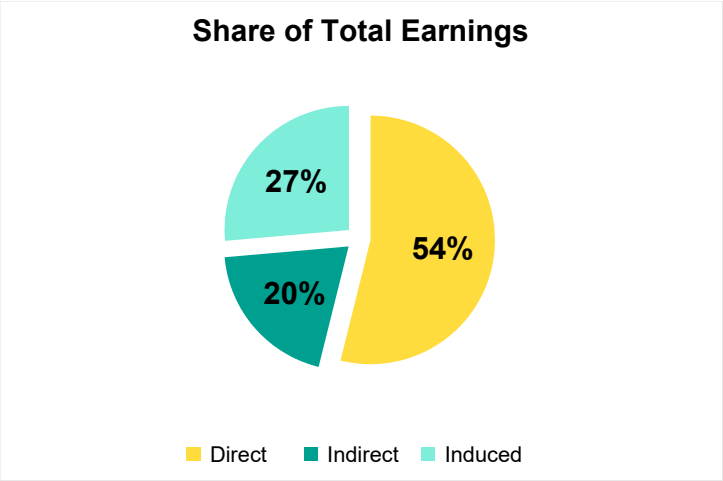
Oregon / Secondary Effects

Total Earnings 2020



Industry Group	Direct	Secondary: Indirect	Secondary: Induced	Secondary: Total	Grand Total
Accommodation & Food Services	1,859	60	95	155	2,013
Transportation	468	77	47	124	592
Arts, Entertainment & Recreation	345	42	25	66	411
Trade	241	64	307	371	612
Professional & Business Services	158	422	171	594	752
Natural Resources & Mining	0	7	9	16	16
Construction	0	46	44	90	90
Manufacturing & Utilities	0	79	49	127	127
Information	0	66	36	102	102
Financial Activities	0	125	147	272	272
Education and Health Services	0	4	445	449	449
Other Services	0	57	97	153	153
Public Administration	0	69	39	108	108
All Industries	3,070	1,117	1,511	2,628	5,698

Values may not add to totals due to rounding. Figures in $Millions



MOST DIRECT Earnings
Accommodation & Food Services

MOST SECONDARY Earnings
Professional & Business Services

Oregon / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Oregon is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR						
All Modes	$124	$323	$317	$842	2.5	2.7
Air	$176	$584	$371	$1,235	2.1	3.3
Other	$141	$326	$389	$896	2.8	2.3
Private Home						
All Modes	$37	$168	$81	$369	2.2	4.6
Air	$58	$408	$93	$661	1.6	7.1
Other	$31	$139	$69	$308	2.2	4.5
Other Overnight						
All Modes	$30	$110	$78	$285	2.6	3.7
All Overnight						
All Modes	$68	$235	$162	$575	2.4	3.5

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	32.4	33.2	25.9	14.1	14.4	10.2
Private Home	44.1	44.6	31.7	19.4	19.7	14.6
Other Overnight	17.4	17.7	11.8	5.2	5.3	4.5
All Overnight	**93.9**	**95.6**	**69.4**	**38.7**	**39.4**	**29.3**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	13.1	13.5	10.0	5.6	5.8	3.8
Private Home	11.4	11.5	7.0	4.9	4.9	3.2
Other Overnight	4.7	4.8	3.2	1.4	1.4	1.2
All Overnight	**29.2**	**29.7**	**20.2**	**11.9**	**12.1**	**8.2**

Region Impacts

2020p

Oregon / Tourism Regions

Central Coast
- West Douglas
- West Lane
- Lincoln

Central Oregon
- Crook
- Deschutes
- Jefferson
- South Wasco

Eastern Oregon
- Baker
- Gilliam
- Grant
- Harney
- Malheur
- Morrow
- Sherman
- Umatilla
- Union
- Wallowa
- Wheeler

Mt. Hood & Columbia River Gorge
- East Clackamas
- Hood River
- East Multnomah
- North Wasco

North Coast
- Clatsop
- Tillamook

Portland Region
- West Clackamas
- Columbia
- West Multnomah
- Washington

South Coast
- Coos
- Curry

Southern Oregon
- East Douglas
- Jackson
- Josephine
- Klamath
- Lake

Willamette Valley
- Benton
- South Clackamas
- East Lane
- Linn
- Marion
- Polk
- Yamhill

Region / Summary

Direct Travel Impacts 2020p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Willamette Valley	$1,043	$909	$505	18,770	$16	$49	$66
North Coast	$472	$469	$237	7,040	$15	$19	$35
Central Coast	$507	$492	$205	6,780	$15	$19	$34
South Coast	$255	$250	$132	4,870	$2	$11	$13
Oregon Coast	$1,234	$1,221	$576	18,770	$33	$49	$81
Portland Region	$2,388	$1,822	$1,190	26,440	$58	$98	$156
Southern Oregon	$660	$608	$296	10,600	$14	$27	$40
Central Oregon	$624	$586	$254	8,350	$17	$24	$41
Eastern Oregon	$277	$267	$124	5,160	$4	$11	$16
Mt. Hood & Columbia	$261	$252	$128	4,300	$5	$11	$16

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Region / Summary

Overnight Visitor Volume 2020p

	Nights		Trips	
	Person	Party	Person	Party
Willamette Valley	12,600,770	5,095,860	4,002,100	1,582,720
North Coast	5,399,850	2,097,510	1,898,260	723,530
Central Coast	5,962,530	2,323,740	1,998,680	763,280
South Coast	3,764,990	1,461,550	1,237,970	472,360
Oregon Coast	15,127,370	5,882,800	4,997,980	1,907,260
Portland Region	17,872,460	8,797,190	5,134,200	2,439,620
Southern Oregon	8,793,310	3,489,670	2,798,430	1,085,550
Central Oregon	8,111,520	3,252,470	2,532,700	993,030
Eastern Oregon	4,064,800	1,590,920	1,464,500	563,500
Mt. Hood & Columbia River Gorge	2,851,500	1,151,460	926,720	365,040

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

Willamette Valley Region / Insights

Direct Travel Impacts 2020p

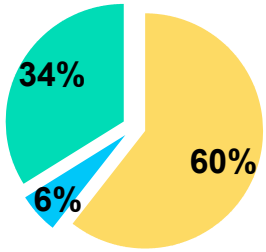
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$51,797
Employee Earnings generated by $100 Visitor Spending	$50
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Local & State Tax Revenues per County Household	$139
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	3%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

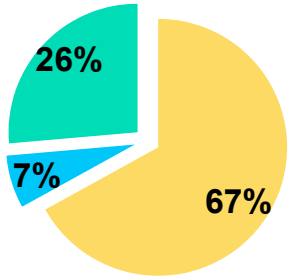
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Willamette Valley Region



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Willamette Valley Region / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	1,102.5	1,640.1	1,675.5	1,712.4	1,741.0	1,816.2	1,879.8	1,995.0	2,058.3	1,042.7	▼ -49.3%	▼ -0.3%
Other	100.2	216.7	221.6	226.2	219.9	234.9	251.5	284.6	286.7	134.0	▼ -53.3%	▲ 1.7%
Visitor	1,002.2	1,423.4	1,453.9	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	908.7	▼ -48.7%	▼ -0.6%
Earnings ($Millions)												
Earnings (Current $)	271.7	384.6	399.2	420.6	456.6	493.8	520.6	565.5	596.4	504.6	▼ -15.4%	▲ 3.7%
Employment (Jobs)												
Employment	16,420	18,830	19,380	19,840	20,700	21,520	21,900	22,790	23,230	18,770	▼ -19.2%	▲ 0.8%
Tax Revenue ($Millions)												
Total (Current $)	38.7	58.8	60.9	63.2	67.7	72.8	79.6	83.7	87.5	65.5	▼ -25.1%	▲ 3.1%
Local	8.7	13.6	14.8	16.1	18.2	19.9	20.4	21.2	22.6	16.4	▼ -27.3%	▲ 3.8%
State	30.0	45.2	46.1	47.1	49.5	52.9	59.2	62.5	64.9	49.1	▼ -24.3%	▲ 2.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Willamette Valley Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	1,002.2	1,423.4	1,453.9	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	908.7	▼ -48.7%
Other Travel*	100.2	216.7	221.6	226.2	219.9	234.9	251.5	284.6	286.7	134.0	▼ -53.3%
TOTAL	1,102.5	1,640.1	1,675.5	1,712.4	1,741.0	1,816.2	1,879.8	1,995.0	2,058.3	1,042.7	▼ -49.3%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	304.6	499.6	519.3	541.6	568.6	609.2	627.8	658.1	685.5	416.2	▼ -39.3%
Private Home	318.8	456.5	456.5	460.9	459.7	468.9	484.0	510.7	525.2	233.9	▼ -55.5%
Campground	42.4	52.2	55.4	56.0	56.3	57.5	58.1	60.8	63.4	30.0	▼ -52.7%
2nd Home	9.0	14.0	14.1	14.3	14.2	14.3	14.8	15.4	15.8	8.6	▼ -45.3%
Day Travel	327.4	401.0	408.7	413.4	422.2	431.5	443.6	465.3	481.8	220.0	▼ -54.3%
TOTAL	1,002.2	1,423.4	1,453.9	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	908.7	▼ -48.7%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	121.5	196.6	206.6	221.8	247.6	274.4	284.2	283.3	293.6	189.1	▼ -35.6%
Food Service	245.0	357.5	371.7	385.2	409.7	434.7	448.5	474.8	501.9	240.1	▼ -52.2%
Food Stores	102.8	140.7	143.8	148.8	155.3	156.6	156.3	160.4	165.6	97.2	▼ -41.3%
Local Tran. & Gas	130.7	263.2	256.3	249.1	210.0	203.2	219.5	254.1	258.5	160.9	▼ -37.8%
Arts, Ent. & Rec.	211.1	239.8	243.9	246.9	256.4	263.4	267.4	276.4	283.9	83.2	▼ -70.7%
Retail Sales	168.7	191.7	193.7	194.6	199.6	203.9	203.5	208.1	213.0	111.4	▼ -47.7%
Visitor Air Tran.	22.5	33.8	38.0	39.8	42.4	45.1	49.0	53.3	55.0	26.9	▼ -51.2%
TOTAL	1,002.2	1,423.4	1,453.9	1,486.2	1,521.0	1,581.3	1,628.3	1,710.4	1,771.6	908.7	▼ -48.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Willamette Valley Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	150.6	224.3	233.0	248.0	272.4	295.5	314.8	342.7	364.6	310.7	▼ -14.8%
Arts, Ent. & Rec.	65.7	74.5	76.4	78.1	81.9	85.6	88.9	95.1	101.2	87.7	▼ -13.3%
Retail**	35.7	45.0	46.0	47.5	50.2	52.7	54.6	57.5	59.9	41.6	▼ -30.5%
Ground Tran.	5.6	7.0	7.0	7.5	8.1	8.7	9.0	9.7	10.6	8.5	▼ -19.7%
Visitor Air Tran.	1.3	1.4	1.5	1.7	1.9	2.1	2.3	2.5	2.6	2.8	▲ 10.4%
Other Travel*	12.8	32.5	35.3	37.8	42.2	49.3	51.0	57.9	57.5	53.2	▼ -7.4%
TOTAL	271.7	384.6	399.2	420.6	456.6	493.8	520.6	565.5	596.4	504.6	▼ -15.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,170	10,640	10,960	11,290	11,830	12,280	12,560	13,040	13,340	10,990	▼ -17.6%
Arts, Ent. & Rec.	4,550	4,920	5,030	5,090	5,210	5,440	5,530	5,780	5,960	4,820	▼ -19.2%
Retail**	1,880	2,010	2,050	2,070	2,130	2,150	2,180	2,210	2,240	1,460	▼ -34.7%
Ground Tran.	240	230	230	230	240	250	240	250	260	220	▼ -17.6%
Visitor Air Tran.	40	30	40	40	40	50	50	50	50	50	▲ 5.9%
Other Travel*	540	990	1,080	1,130	1,240	1,350	1,340	1,450	1,370	1,230	▼ -10.2%
TOTAL	16,420	18,830	19,380	19,840	20,700	21,520	21,900	22,790	23,230	18,770	▼ -19.2%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	8.7	13.6	14.8	16.1	18.2	19.9	20.4	21.2	22.6	16.4	▼ -27.3%
State Tax Receipts	30.0	45.2	46.1	47.1	49.5	52.9	59.2	62.5	64.9	49.1	▼ -24.3%
TOTAL	38.7	58.8	60.9	63.2	67.7	72.8	79.6	83.7	87.5	65.5	▼ -25.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Willamette Valley Region / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Willamette Valley region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$117	$248	$315	$674	2.7	2.1
Private Home	$30	$119	$71	$281	2.4	3.9
Other Overnight	$30	$109	$79	$289	2.7	3.7
All Overnight	$55	$172	$135	$435	2.5	3.2

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	4,745,870	4,902,930	3,548,600	1,985,930	2,050,620	1,322,200
Private Home	13,665,340	13,836,700	7,752,800	5,448,270	5,516,320	3,283,810
Other Overnight	1,928,610	1,971,570	1,299,380	570,490	582,890	489,850
All Overnight	**20,339,820**	**20,711,200**	**12,600,770**	**8,004,690**	**8,149,830**	**5,095,860**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	2,236,120	2,311,010	1,675,330	926,960	957,700	617,120
Private Home	4,030,470	4,080,050	1,972,040	1,584,190	1,603,620	832,020
Other Overnight	514,240	525,700	354,740	152,060	155,370	133,580
All Overnight	**6,780,830**	**6,916,750**	**4,002,100**	**2,663,210**	**2,716,680**	**1,582,720**

North Coast Region / Insights

Direct Travel Impacts 2020p

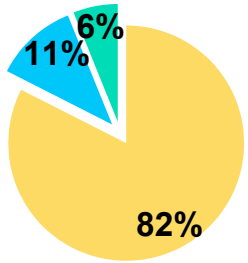
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$66,808
Employee Earnings generated by $100 Visitor Spending	$50
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Local & State Tax Revenues per County Household	$1,200
Visitor Shares	
Travel Share of Total Employment (2020)	19%
Overnight Visitor Day Share of Resident Population**	25%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

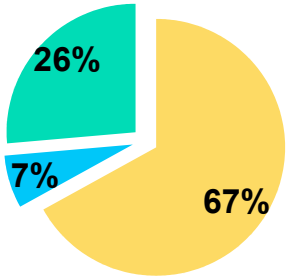
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

North Coast Region



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

North Coast Region / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	446.6	638.7	680.2	737.3	768.3	778.0	793.8	824.7	850.7	472.4	▼ -44.5%	▲ 0.3%
Other	10.1	19.1	6.2	6.0	5.0	3.7	4.2	4.8	4.9	3.0	▼ -39.0%	▼ -6.9%
Visitor	436.4	619.6	674.0	731.2	763.3	774.3	789.6	819.8	845.9	469.4	▼ -44.5%	▲ 0.4%
Earnings ($Millions)												
Earnings (Current $)	128.2	184.8	194.6	208.5	225.2	236.7	254.9	285.9	307.9	237.3	▼ -22.9%	▲ 3.7%
Employment (Jobs)												
Employment	6,480	7,050	7,340	7,620	7,980	8,180	8,430	8,800	9,180	7,040	▼ -23.3%	▲ 0.5%
Tax Revenue ($Millions)												
Total (Current $)	15.3	23.9	25.7	28.9	31.7	32.9	36.4	39.2	40.9	34.6	▼ -15.4%	▲ 4.9%
Local	5.5	8.5	9.5	11.6	13.3	13.7	14.4	15.5	16.1	15.5	▼ -3.7%	▲ 6.3%
State	9.8	15.3	16.2	17.3	18.4	19.2	22.0	23.7	24.9	19.2	▼ -22.9%	▲ 4.0%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

North Coast Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	436.4	619.6	674.0	731.2	763.3	774.3	789.6	819.8	845.9	469.4	▼ -44.5%
Other Travel*	10.1	19.1	6.2	6.0	5.0	3.7	4.2	4.8	4.9	3.0	▼ -39.0%
TOTAL	446.6	638.7	680.2	737.3	768.3	778.0	793.8	824.7	850.7	472.4	▼ -44.5%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	159.8	282.5	312.7	349.1	371.5	378.4	388.2	403.5	414.6	303.1	▼ -26.9%
Private Home	15.3	20.5	20.6	20.8	20.5	20.6	21.4	22.4	23.0	22.4	▼ -2.4%
Campground	47.0	52.4	55.8	56.6	57.6	59.1	59.5	62.0	64.6	21.7	▼ -66.3%
2nd Home	20.9	27.1	27.0	27.6	27.7	27.9	29.0	30.0	30.8	20.2	▼ -34.3%
Day Travel	193.4	237.1	257.9	277.2	285.9	288.2	291.5	302.0	312.9	101.9	▼ -67.4%
TOTAL	436.4	619.6	674.0	731.2	763.3	774.3	789.6	819.8	845.9	469.4	▼ -44.5%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	83.2	138.4	149.8	164.7	182.4	190.3	197.9	204.0	207.2	198.1	▼ -4.4%
Food Service	119.5	175.6	196.4	217.9	233.1	240.5	245.7	256.5	270.4	104.4	▼ -61.4%
Food Stores	46.6	59.9	64.5	69.6	72.9	72.3	71.5	72.7	75.2	47.0	▼ -37.6%
Local Tran. & Gas	35.4	72.8	75.5	77.7	65.7	61.8	66.5	75.3	76.4	46.0	▼ -39.8%
Arts, Ent. & Rec.	69.8	82.6	90.2	97.3	101.5	102.2	102.0	104.1	106.9	34.0	▼ -68.1%
Retail Sales	81.9	90.3	97.7	104.2	107.6	107.3	106.1	107.3	109.8	39.9	▼ -63.6%
TOTAL	436.4	619.6	674.0	731.2	763.3	774.3	789.6	819.8	845.9	469.4	▼ -44.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

North Coast Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	85.8	130.4	143.7	153.7	167.2	176.7	193.3	220.6	239.3	184.0	▼ -23.1%
Arts, Ent. & Rec.	20.8	26.0	26.1	27.6	29.1	30.8	31.5	33.3	35.5	33.0	▼ -6.9%
Retail**	16.5	19.9	21.6	23.5	24.9	25.6	26.3	28.0	28.8	17.1	▼ -40.8%
Ground Tran.	1.7	2.4	2.6	3.0	3.2	3.4	3.6	3.7	4.0	2.9	▼ -27.9%
Other Travel*	3.4	6.1	0.6	0.7	0.7	0.2	0.2	0.2	0.3	0.3	▲ 12.8%
TOTAL	128.2	184.8	194.6	208.5	225.2	236.7	254.9	285.9	307.9	237.3	▼ -22.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,290	4,790	5,080	5,250	5,560	5,780	6,030	6,400	6,700	5,200	▼ -22.4%
Arts, Ent. & Rec.	1,170	1,190	1,190	1,220	1,230	1,220	1,230	1,220	1,290	1,160	▼ -10.3%
Retail**	900	910	970	1,030	1,070	1,080	1,050	1,080	1,080	600	▼ -44.5%
Ground Tran.	70	80	80	90	90	90	90	90	100	70	▼ -26.8%
Other Travel*	60	90	20	20	30	10	10	10	10	10	▲ 2.4%
TOTAL	6,480	7,050	7,340	7,620	7,980	8,180	8,430	8,800	9,180	7,040	▼ -23.3%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	5.5	8.5	9.5	11.6	13.3	13.7	14.4	15.5	16.1	15.5	▼ -3.7%
State Tax Receipts	9.8	15.3	16.2	17.3	18.4	19.2	22.0	23.7	24.9	19.2	▼ -22.9%
TOTAL	15.3	23.9	25.7	28.9	31.7	32.9	36.4	39.2	40.9	34.6	▼ -15.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

North Coast Region / Visitor Details

Visitor Details 2020p

Overnight visitor volume for North Coast region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$102	$245	$268	$661	2.6	2.5
Private Home	$26	$105	$63	$250	2.4	4.0
Other Overnight	$27	$93	$69	$239	2.6	3.5
All Overnight	$68	$194	$175	$508	2.6	2.9

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	3,118,000	3,178,760	2,985,370	1,274,420	1,299,260	1,130,930
Private Home	776,530	783,530	853,660	299,930	302,620	357,170
Other Overnight	2,600,020	2,646,090	1,560,820	789,490	802,960	609,400
All Overnight	**6,494,550**	**6,608,390**	**5,399,850**	**2,363,840**	**2,404,830**	**2,097,510**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,447,170	1,475,400	1,234,920	591,450	602,990	458,260
Private Home	230,840	232,820	213,930	89,220	89,980	89,570
Other Overnight	729,320	741,840	449,420	222,040	225,700	175,690
All Overnight	**2,407,330**	**2,450,060**	**1,898,260**	**902,710**	**918,680**	**723,530**

Central Coast Region / Insights

Direct Travel Impacts 2020p

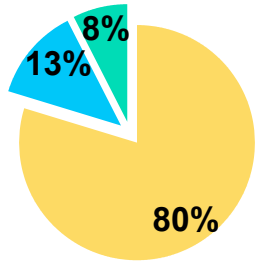
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$75,074
Employee Earnings generated by $100 Visitor Spending	$39
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Local & State Tax Revenues per County Household	$1,124
Visitor Shares	
Travel Share of Total Employment (2020)	21%
Overnight Visitor Day Share of Resident Population**	24%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

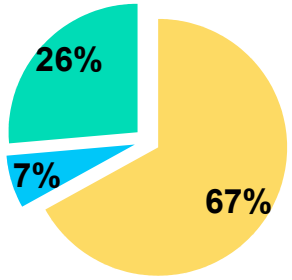
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Central Coast Region



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Central Coast Region / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	451.3	605.4	642.4	687.2	716.4	768.9	787.9	823.5	856.1	506.9	▼ -40.8%	▲ 0.7%
Other	9.5	20.5	21.9	22.7	24.1	27.5	28.5	33.7	33.0	15.1	▼ -54.3%	▲ 2.7%
Visitor	441.8	584.9	620.5	664.5	692.4	741.4	759.4	789.8	823.2	491.9	▼ -40.2%	▲ 0.6%
Earnings ($Millions)												
Earnings (Current $)	120.1	168.2	176.4	187.7	200.5	216.6	227.1	249.7	265.9	205.1	▼ -22.9%	▲ 3.2%
Employment (Jobs)												
Employment	6,860	7,790	8,070	8,330	8,440	8,780	8,850	9,220	9,440	6,780	▼ -28.2%	▼ -0.1%
Tax Revenue ($Millions)												
Total (Current $)	16.7	24.9	26.6	28.5	30.8	32.9	36.2	38.1	39.4	33.9	▼ -14.1%	▲ 4.3%
Local	6.8	9.9	10.9	11.9	13.3	14.0	14.7	15.2	15.4	15.1	▼ -2.0%	▲ 4.8%
State	9.9	15.0	15.6	16.6	17.5	19.0	21.5	22.9	24.1	18.8	▼ -21.9%	▲ 3.8%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Central Coast Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	441.8	584.9	620.5	664.5	692.4	741.4	759.4	789.8	823.2	491.9	▼ -40.2%
Other Travel*	9.5	20.5	21.9	22.7	24.1	27.5	28.5	33.7	33.0	15.1	▼ -54.3%
TOTAL	451.3	605.4	642.4	687.2	716.4	768.9	787.9	823.5	856.1	506.9	▼ -40.8%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	190.4	297.6	317.7	350.3	372.9	408.2	422.3	438.3	458.5	308.7	▼ -32.7%
Private Home	20.0	26.0	26.6	26.9	26.6	27.4	27.9	29.2	29.9	29.4	▼ -1.8%
Campground	57.9	64.4	68.7	69.6	70.9	72.8	73.2	76.2	79.4	31.1	▼ -60.9%
2nd Home	20.7	27.5	27.6	28.2	28.4	28.6	29.7	30.8	31.6	17.5	▼ -44.7%
Day Travel	152.9	169.4	179.9	189.5	193.5	204.5	206.2	215.2	223.8	105.3	▼ -53.0%
TOTAL	441.8	584.9	620.5	664.5	692.4	741.4	759.4	789.8	823.2	491.9	▼ -40.2%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	96.0	144.0	151.0	163.8	181.3	191.9	201.2	204.2	210.8	201.6	▼ -4.4%
Food Service	106.9	148.6	162.4	178.3	190.6	212.5	217.7	229.2	244.2	110.8	▼ -54.6%
Food Stores	49.4	59.8	63.7	67.8	70.9	73.4	72.5	74.2	77.2	51.5	▼ -33.3%
Local Tran. & Gas	36.4	70.8	71.5	72.5	61.0	61.4	66.6	75.9	77.9	49.5	▼ -36.4%
Arts, Ent. & Rec.	74.0	79.9	85.3	90.9	94.6	102.6	102.6	105.6	109.4	35.6	▼ -67.5%
Retail Sales	79.1	81.8	86.7	91.1	93.9	99.6	98.7	100.6	103.7	43.0	▼ -58.6%
TOTAL	441.8	584.9	620.5	664.5	692.4	741.4	759.4	789.8	823.2	491.9	▼ -40.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Central Coast Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	78.7	115.8	123.2	131.5	140.6	151.3	160.1	177.0	189.8	149.8	▼ -21.1%
Arts, Ent. & Rec.	20.4	25.1	23.8	24.5	25.7	27.2	27.9	30.3	32.5	23.4	▼ -28.0%
Retail**	16.4	18.6	19.8	21.3	22.6	24.5	25.2	26.2	27.5	17.7	▼ -35.5%
Ground Tran.	1.6	2.1	2.3	2.5	2.7	3.2	3.3	3.5	3.8	2.5	▼ -35.0%
Other Travel*	3.1	6.7	7.4	7.8	8.8	10.4	10.7	12.7	12.3	11.7	▼ -5.1%
TOTAL	120.1	168.2	176.4	187.7	200.5	216.6	227.1	249.7	265.9	205.1	▼ -22.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,380	5,130	5,320	5,490	5,590	5,790	5,880	6,120	6,330	4,750	▼ -25.0%
Arts, Ent. & Rec.	1,470	1,570	1,590	1,620	1,580	1,640	1,620	1,710	1,740	1,110	▼ -36.5%
Retail**	870	850	900	940	970	1,020	1,020	1,030	1,030	640	▼ -37.8%
Ground Tran.	70	70	70	80	80	90	90	90	90	60	▼ -34.0%
Other Travel*	80	170	190	200	220	250	250	270	250	230	▼ -8.7%
TOTAL	6,860	7,790	8,070	8,330	8,440	8,780	8,850	9,220	9,440	6,780	▼ -28.2%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	6.8	9.9	10.9	11.9	13.3	14.0	14.7	15.2	15.4	15.1	▼ -2.0%
State Tax Receipts	9.9	15.0	15.6	16.6	17.5	19.0	21.5	22.9	24.1	18.8	▼ -21.9%
TOTAL	16.7	24.9	26.6	28.5	30.8	32.9	36.2	38.1	39.4	33.9	▼ -14.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Central Coast Region / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Central Coast region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$98	$244	$256	$654	2.6	2.6
Private Home	$26	$106	$63	$254	2.4	4.0
Other Overnight	$29	$107	$75	$276	2.6	3.7
All Overnight	$65	$193	$166	$507	2.6	3.0

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	3,053,620	3,159,660	3,161,820	1,248,620	1,291,980	1,206,230
Private Home	838,960	845,930	1,119,710	323,420	326,110	467,820
Other Overnight	2,694,640	2,746,910	1,681,000	812,590	827,800	649,700
All Overnight	**6,587,220**	**6,752,510**	**5,962,530**	**2,384,630**	**2,445,890**	**2,323,740**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,395,740	1,443,940	1,266,670	570,680	590,400	471,940
Private Home	244,970	246,960	276,970	94,490	95,260	115,780
Other Overnight	716,680	730,600	455,040	215,960	220,010	175,560
All Overnight	**2,357,380**	**2,421,500**	**1,998,680**	**881,140**	**905,670**	**763,280**

South Coast Region / Insights

Direct Travel Impacts 2020p

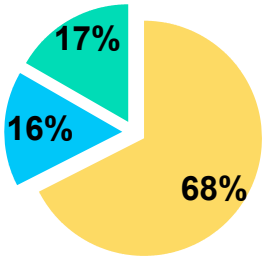
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$51,682
Employee Earnings generated by $100 Visitor Spending	$52
Local & State Tax Revenues generated by $100 Visitor Spending	$5
Local & State Tax Revenues per County Household	$333
Visitor Shares	
Travel Share of Total Employment (2020)	12%
Overnight Visitor Day Share of Resident Population**	12%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

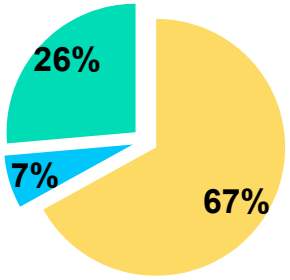
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

South Coast Region



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

South Coast Region / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	282.2	348.3	365.8	376.2	387.1	395.9	403.6	416.1	431.5	254.6	▼ -41.0%	▼ -0.6%
Other	7.1	9.2	8.4	8.1	6.8	6.7	7.2	8.1	8.2	4.5	▼ -44.8%	▼ -2.6%
Visitor	275.1	339.1	357.4	368.1	380.3	389.2	396.4	408.1	423.3	250.1	▼ -40.9%	▼ -0.6%
Earnings ($Millions)												
Earnings (Current $)	81.3	98.3	103.6	108.5	118.3	125.6	130.5	138.7	147.8	132.1	▼ -10.6%	▲ 2.9%
Employment (Jobs)												
Employment	5,080	4,770	4,810	4,810	5,050	5,300	5,330	5,430	5,560	4,870	▼ -12.4%	▼ -0.3%
Tax Revenue ($Millions)												
Total (Current $)	8.5	10.8	11.2	11.6	12.4	13.1	14.4	14.9	15.5	12.9	▼ -17.1%	▲ 2.5%
Local	1.7	1.6	1.7	1.8	2.0	2.0	2.1	2.2	2.2	2.1	▼ -6.0%	▲ 1.4%
State	6.9	9.2	9.5	9.9	10.4	11.0	12.2	12.7	13.3	10.8	▼ -19.0%	▲ 2.7%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

South Coast Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	275.1	339.1	357.4	368.1	380.3	389.2	396.4	408.1	423.3	250.1	▼ -40.9%
Other Travel*	7.1	9.2	8.4	8.1	6.8	6.7	7.2	8.1	8.2	4.5	▼ -44.8%
TOTAL	282.2	348.3	365.8	376.2	387.1	395.9	403.6	416.1	431.5	254.6	▼ -41.0%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	102.8	139.7	147.7	154.6	163.0	168.4	173.8	176.7	183.1	140.2	▼ -23.4%
Private Home	28.6	35.2	36.0	35.5	35.7	35.5	35.7	37.3	38.2	34.5	▼ -9.9%
Campground	42.7	49.3	52.5	53.1	53.9	55.3	55.7	58.0	60.5	28.8	▼ -52.4%
2nd Home	5.9	7.1	7.1	7.2	7.3	7.3	7.5	7.7	7.9	4.1	▼ -48.2%
Day Travel	95.1	107.8	114.3	117.7	120.4	122.7	123.8	128.4	133.6	42.5	▼ -68.2%
TOTAL	275.1	339.1	357.4	368.1	380.3	389.2	396.4	408.1	423.3	250.1	▼ -40.9%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	53.4	68.4	71.3	74.1	81.9	86.7	90.5	89.0	91.2	82.8	▼ -9.2%
Food Service	69.4	89.2	96.6	102.1	108.7	113.7	116.0	121.0	128.3	62.8	▼ -51.0%
Food Stores	31.4	37.4	39.6	41.3	43.0	43.0	42.4	43.1	44.8	28.5	▼ -36.3%
Local Tran. & Gas	27.1	49.7	49.8	48.7	40.7	38.5	41.6	47.1	48.1	28.5	▼ -40.6%
Arts, Ent. & Rec.	48.7	49.6	52.5	54.1	56.0	57.4	57.3	58.4	60.3	19.5	▼ -67.6%
Retail Sales	41.9	41.9	43.9	44.7	45.9	46.3	45.7	46.2	47.4	25.7	▼ -45.7%
Visitor Air Tran.	3.1	2.9	3.7	3.0	4.0	3.6	3.1	3.2	3.3	2.2	▼ -34.0%
TOTAL	275.1	339.1	357.4	368.1	380.3	389.2	396.4	408.1	423.3	250.1	▼ -40.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

South Coast Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	53.3	67.6	71.0	75.3	83.1	88.9	92.4	99.9	107.2	96.7	▼ -9.8%
Arts, Ent. & Rec.	13.8	14.8	15.8	15.4	16.1	16.6	17.0	17.0	18.2	17.8	▼ -2.1%
Retail**	9.9	11.0	11.6	12.1	12.8	13.3	13.6	13.9	14.2	10.2	▼ -27.9%
Ground Tran.	1.1	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.1	1.6	▼ -20.7%
Visitor Air Tran.	1.4	2.1	2.7	2.8	3.3	3.6	3.9	4.4	4.3	4.6	▲ 7.3%
Other Travel*	1.8	1.6	1.2	1.4	1.3	1.5	1.8	1.7	1.9	1.2	▼ -37.8%
TOTAL	81.3	98.3	103.6	108.5	118.3	125.6	130.5	138.7	147.8	132.1	▼ -10.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,080	2,940	2,970	2,990	3,170	3,340	3,410	3,480	3,620	3,200	▼ -11.6%
Arts, Ent. & Rec.	1,320	1,210	1,210	1,170	1,190	1,240	1,190	1,230	1,230	1,160	▼ -5.9%
Retail**	540	490	500	530	550	560	570	560	550	380	▼ -32.0%
Ground Tran.	50	40	40	50	50	50	50	50	50	40	▼ -19.5%
Visitor Air Tran.	40	40	50	50	60	60	60	60	60	60	▲ 3.0%
Other Travel*	70	40	40	40	40	50	50	50	50	30	▼ -30.0%
TOTAL	5,080	4,770	4,810	4,810	5,050	5,300	5,330	5,430	5,560	4,870	▼ -12.4%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	1.7	1.6	1.7	1.8	2.0	2.0	2.1	2.2	2.2	2.1	▼ -6.0%
State Tax Receipts	6.9	9.2	9.5	9.9	10.4	11.0	12.2	12.7	13.3	10.8	▼ -19.0%
TOTAL	8.5	10.8	11.2	11.6	12.4	13.1	14.4	14.9	15.5	12.9	▼ -17.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

South Coast Region / Visitor Details

Visitor Details 2020p

Overnight visitor volume for South Coast region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$97	$222	$259	$603	2.7	2.3
Private Home	$28	$111	$66	$266	2.4	4.0
Other Overnight	$31	$111	$83	$299	2.7	3.6
All Overnight	$55	$168	$142	$439	2.6	3.1

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,555,070	1,599,450	1,445,990	637,090	655,380	540,560
Private Home	1,054,050	1,063,870	1,251,780	410,790	414,990	524,610
Other Overnight	1,583,410	1,621,740	1,067,220	461,890	472,900	396,370
All Overnight	**4,192,530**	**4,285,060**	**3,764,990**	**1,509,770**	**1,543,270**	**1,461,550**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	727,080	747,590	631,860	297,550	305,980	232,500
Private Home	306,320	309,110	309,940	118,830	119,980	129,800
Other Overnight	427,420	437,680	296,170	124,820	127,770	110,060
All Overnight	**1,460,820**	**1,494,380**	**1,237,970**	**541,210**	**553,720**	**472,360**

Portland Region / Insights

Direct Travel Impacts 2020p

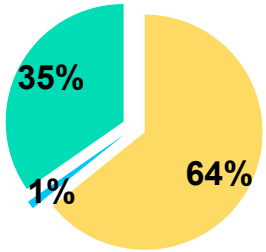
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$80,804
Employee Earnings generated by $100 Visitor Spending	$48
Local & State Tax Revenues generated by $100 Visitor Spending	$9
Local & State Tax Revenues per County Household	$224
Visitor Shares	
Travel Share of Total Employment (2020)	2%
Overnight Visitor Day Share of Resident Population**	3%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

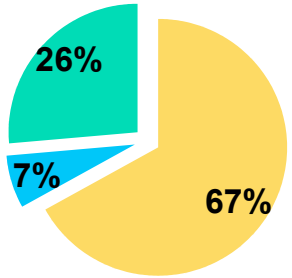
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Portland Region



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Portland Region / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	2,608.7	4,076.2	4,204.1	4,417.9	4,671.9	4,866.6	5,138.8	5,373.1	5,624.6	2,388.5	▼ -57.5%	▼ -0.5%
Other	709.9	1,079.3	1,086.5	1,142.1	1,181.4	1,222.9	1,298.2	1,375.7	1,514.6	566.0	▼ -62.6%	▼ -1.3%
Visitor	1,898.8	2,996.9	3,117.6	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,822.4	▼ -55.7%	▼ -0.2%
Earnings ($Millions)												
Earnings (Current $)	643.8	931.1	967.2	1,038.9	1,134.2	1,239.1	1,353.4	1,458.5	1,566.2	1,189.7	▼ -24.0%	▲ 3.7%
Employment (Jobs)												
Employment	24,920	29,400	30,340	31,480	32,830	34,530	35,290	36,220	36,910	26,440	▼ -28.4%	▲ 0.3%
Tax Revenue ($Millions)												
Total (Current $)	103.9	169.0	184.6	198.3	222.1	234.1	258.8	269.4	277.8	156.3	▼ -43.7%	▲ 2.4%
Local	48.9	82.2	94.9	104.4	121.6	125.2	133.8	137.2	138.9	58.4	▼ -57.9%	▲ 1.1%
State	55.0	86.9	89.7	93.9	100.5	108.9	125.0	132.1	138.9	97.8	▼ -29.6%	▲ 3.4%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Portland Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	1,898.8	2,996.9	3,117.6	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,822.4	▼ -55.7%
Other Travel*	709.9	1,079.3	1,086.5	1,142.1	1,181.4	1,222.9	1,298.2	1,375.7	1,514.6	566.0	▼ -62.6%
TOTAL	2,608.7	4,076.2	4,204.1	4,417.9	4,671.9	4,866.6	5,138.8	5,373.1	5,624.6	2,388.5	▼ -57.5%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	1,009.1	1,708.3	1,793.3	1,907.7	2,074.0	2,189.9	2,327.5	2,421.9	2,488.8	1,016.1	▼ -59.2%
Private Home	547.6	813.1	833.0	866.3	902.0	919.7	955.8	996.8	1,024.2	550.0	▼ -46.3%
Campground	14.2	19.1	20.3	20.5	20.7	21.2	21.3	22.3	23.2	11.5	▼ -50.4%
2nd Home	6.0	8.6	8.7	8.8	8.8	8.8	9.1	9.5	9.8	7.5	▼ -23.5%
Day Travel	321.9	447.8	462.4	472.5	485.1	504.1	526.9	546.9	564.0	237.3	▼ -57.9%
TOTAL	1,898.8	2,996.9	3,117.6	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,822.4	▼ -55.7%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	330.5	607.3	640.8	705.1	811.1	886.2	943.8	962.9	977.2	404.8	▼ -58.6%
Food Service	399.0	646.6	679.0	706.6	756.8	814.8	866.5	907.7	956.2	412.8	▼ -56.8%
Food Stores	85.1	124.5	128.8	134.2	141.1	144.3	146.8	148.8	153.1	149.2	▼ -2.5%
Local Tran. & Gas	285.3	512.6	523.0	529.2	497.9	483.7	523.0	573.1	580.3	261.1	▼ -55.0%
Arts, Ent. & Rec.	154.8	195.9	201.4	205.5	214.6	226.0	234.1	239.3	245.2	130.6	▼ -46.7%
Retail Sales	271.5	338.6	346.6	350.2	362.6	375.3	384.0	388.4	396.4	196.9	▼ -50.3%
Visitor Air Tran.	372.5	571.4	598.0	645.1	706.3	713.5	742.3	777.2	801.6	267.0	▼ -66.7%
TOTAL	1,898.8	2,996.9	3,117.6	3,275.8	3,490.5	3,643.7	3,840.6	3,997.4	4,110.0	1,822.4	▼ -55.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Portland Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	270.3	451.1	477.6	510.6	558.6	615.0	665.4	725.9	780.9	537.7	▼ -31.1%
Arts, Ent. & Rec.	44.0	64.8	63.7	67.3	71.0	75.4	80.1	84.4	89.6	70.3	▼ -21.6%
Retail**	46.1	61.6	63.7	66.2	70.5	75.1	79.7	83.8	86.6	68.7	▼ -20.6%
Ground Tran.	29.1	37.9	39.0	42.0	46.2	47.2	50.7	52.4	57.0	36.0	▼ -36.8%
Visitor Air Tran.	81.0	101.5	107.8	119.0	134.2	144.9	162.9	175.2	177.3	169.1	▼ -4.6%
Other Travel*	173.4	214.2	215.4	233.7	253.7	281.5	314.6	336.8	374.8	307.9	▼ -17.8%
TOTAL	643.8	931.1	967.2	1,038.9	1,134.2	1,239.1	1,353.4	1,458.5	1,566.2	1,189.7	▼ -24.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	13,470	17,970	18,650	19,360	20,160	21,280	21,780	22,360	22,770	15,530	▼ -31.8%
Arts, Ent. & Rec.	2,180	2,610	2,680	2,770	2,840	3,030	3,090	3,080	3,150	2,250	▼ -28.5%
Retail**	1,910	2,250	2,310	2,340	2,390	2,450	2,560	2,580	2,570	1,950	▼ -24.3%
Ground Tran.	1,270	1,280	1,300	1,340	1,420	1,360	1,410	1,400	1,450	900	▼ -37.9%
Visitor Air Tran.	1,810	1,550	1,600	1,690	1,860	1,980	2,000	2,110	2,100	1,920	▼ -8.5%
Other Travel*	4,280	3,740	3,800	3,980	4,160	4,430	4,440	4,690	4,870	3,880	▼ -20.2%
TOTAL	24,920	29,400	30,340	31,480	32,830	34,530	35,290	36,220	36,910	26,440	▼ -28.4%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	48.9	82.2	94.9	104.4	121.6	125.2	133.8	137.2	138.9	58.4	▼ -57.9%
State Tax Receipts	55.0	86.9	89.7	93.9	100.5	108.9	125.0	132.1	138.9	97.8	▼ -29.6%
TOTAL	103.9	169.0	184.6	198.3	222.1	234.1	258.8	269.4	277.8	156.3	▼ -43.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Portland Region / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Portland region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$179	$449	$406	$1,052	2.3	2.6
Private Home	$47	$201	$91	$389	1.9	4.3
Other Overnight	$35	$135	$82	$323	2.4	3.9
All Overnight	$89	$309	$180	$650	2.0	3.6

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	9,948,490	10,193,430	5,685,240	4,735,710	4,840,540	2,503,140
Private Home	15,847,900	15,977,970	11,638,660	8,115,420	8,177,880	6,061,870
Other Overnight	790,620	805,040	548,560	261,230	265,580	232,180
All Overnight	**26,587,010**	**26,976,440**	**17,872,460**	**13,112,360**	**13,283,990**	**8,797,190**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	4,144,210	4,246,240	2,263,350	1,923,840	1,967,360	965,670
Private Home	4,343,350	4,378,990	2,730,120	2,164,020	2,181,030	1,415,070
Other Overnight	200,000	203,770	140,730	65,460	66,590	58,880
All Overnight	**8,687,550**	**8,829,010**	**5,134,200**	**4,153,310**	**4,214,970**	**2,439,620**

Southern Oregon Region / Insights

Direct Travel Impacts 2020p

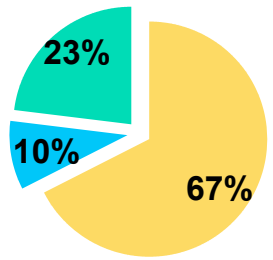
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$58,444
Employee Earnings generated by $100 Visitor Spending	$47
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Local & State Tax Revenues per County Household	$199
Visitor Shares	
Travel Share of Total Employment (2020)	4%
Overnight Visitor Day Share of Resident Population**	5%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

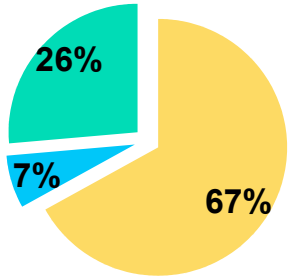
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Southern Oregon Region



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Southern Oregon Region / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	717.2	924.0	940.3	956.4	975.9	1,001.6	1,055.0	1,097.8	1,132.5	660.2	▼ -41.7%	▼ -0.5%
Other	54.6	90.6	89.8	90.1	87.7	84.5	93.9	103.0	105.4	51.9	▼ -50.8%	▼ -0.3%
Visitor	662.6	833.4	850.5	866.2	888.2	917.1	961.1	994.7	1,027.0	608.3	▼ -40.8%	▼ -0.5%
Earnings ($Millions)												
Earnings (Current $)	186.6	227.1	236.1	251.2	267.8	283.9	306.0	325.5	339.6	296.0	▼ -12.9%	▲ 2.7%
Employment (Jobs)												
Employment	10,850	10,430	10,710	10,980	11,360	11,680	12,070	12,370	12,510	10,600	▼ -15.3%	▼ -0.1%
Tax Revenue ($Millions)												
Total (Current $)	25.2	34.4	35.5	36.9	39.2	41.7	46.5	48.2	49.6	40.4	▼ -18.5%	▲ 2.8%
Local	6.9	9.8	10.3	11.2	12.4	13.4	14.2	14.7	15.0	13.5	▼ -10.2%	▲ 4.0%
State	18.3	24.6	25.2	25.8	26.8	28.3	32.2	33.5	34.5	26.9	▼ -22.1%	▲ 2.3%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Southern Oregon Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	662.6	833.4	850.5	866.2	888.2	917.1	961.1	994.7	1,027.0	608.3	▼ -40.8%
Other Travel*	54.6	90.6	89.8	90.1	87.7	84.5	93.9	103.0	105.4	51.9	▼ -50.8%
TOTAL	717.2	924.0	940.3	956.4	975.9	1,001.6	1,055.0	1,097.8	1,132.5	660.2	▼ -41.7%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	280.0	365.6	373.5	384.0	400.2	419.2	447.4	460.1	473.8	337.5	▼ -28.8%
Private Home	156.8	214.0	215.1	217.2	219.6	223.6	232.2	242.5	250.5	115.4	▼ -53.9%
Campground	49.8	56.2	59.7	60.3	60.7	62.0	62.6	65.5	68.2	37.5	▼ -45.0%
2nd Home	12.8	17.3	17.3	17.6	17.6	17.7	18.1	18.9	19.3	10.5	▼ -45.7%
Day Travel	163.3	180.3	184.9	187.1	190.1	194.6	200.7	207.9	215.2	107.4	▼ -50.1%
TOTAL	662.6	833.4	850.5	866.2	888.2	917.1	961.1	994.7	1,027.0	608.3	▼ -40.8%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	118.0	144.7	148.4	156.6	171.8	183.7	194.3	192.3	195.4	169.9	▼ -13.1%
Food Service	162.0	208.7	218.5	225.8	239.1	252.4	265.4	275.4	290.8	148.3	▼ -49.0%
Food Stores	65.3	80.6	83.1	85.8	89.3	89.8	90.0	91.3	94.5	61.6	▼ -34.8%
Local Tran. & Gas	80.4	149.0	144.9	138.4	118.1	113.5	125.3	142.8	145.0	91.0	▼ -37.2%
Arts, Ent. & Rec.	106.6	109.2	111.7	113.0	116.6	120.3	122.9	125.0	128.4	46.3	▼ -64.0%
Retail Sales	106.9	109.4	111.4	111.5	114.2	115.9	117.3	118.0	120.8	64.9	▼ -46.3%
Visitor Air Tran.	23.5	31.7	32.5	35.1	39.1	41.5	45.9	50.0	52.0	26.4	▼ -49.3%
TOTAL	662.6	833.4	850.5	866.2	888.2	917.1	961.1	994.7	1,027.0	608.3	▼ -40.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Southern Oregon Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	119.6	150.2	156.5	168.4	181.2	195.3	212.3	227.9	236.8	207.1	▼ -12.5%
Arts, Ent. & Rec.	32.3	35.3	36.6	38.1	39.6	41.2	43.1	45.0	47.9	44.7	▼ -6.6%
Retail**	23.7	26.8	27.6	28.4	30.0	31.3	32.8	34.4	35.7	26.2	▼ -26.5%
Ground Tran.	3.4	4.2	4.3	4.3	4.9	5.3	5.6	6.0	6.6	5.7	▼ -12.6%
Visitor Air Tran.	1.6	2.4	2.6	2.8	3.0	3.2	3.9	3.9	4.0	4.1	▲ 2.2%
Other Travel*	6.1	8.2	8.5	9.1	9.1	7.7	8.4	8.4	8.7	8.1	▼ -7.4%
TOTAL	186.6	227.1	236.1	251.2	267.8	283.9	306.0	325.5	339.6	296.0	▼ -12.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	6,790	6,770	6,970	7,200	7,520	7,810	8,080	8,290	8,350	7,180	▼ -14.0%
Arts, Ent. & Rec.	2,390	2,070	2,130	2,150	2,160	2,210	2,300	2,350	2,430	2,100	▼ -13.3%
Retail**	1,210	1,150	1,170	1,180	1,230	1,240	1,270	1,300	1,300	910	▼ -30.0%
Ground Tran.	150	140	140	130	150	150	150	160	160	150	▼ -9.0%
Visitor Air Tran.	50	60	60	60	60	70	70	70	70	70	▼ -1.9%
Other Travel*	260	240	250	260	250	210	200	200	200	190	▼ -7.6%
TOTAL	10,850	10,430	10,710	10,980	11,360	11,680	12,070	12,370	12,510	10,600	▼ -15.3%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	6.9	9.8	10.3	11.2	12.4	13.4	14.2	14.7	15.0	13.5	▼ -10.2%
State Tax Receipts	18.3	24.6	25.2	25.8	26.8	28.3	32.2	33.5	34.5	26.9	▼ -22.1%
TOTAL	25.2	34.4	35.5	36.9	39.2	41.7	46.5	48.2	49.6	40.4	▼ -18.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Southern Oregon Region / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Southern Oregon region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$100	$234	$265	$628	2.6	2.4
Private Home	$31	$132	$74	$313	2.4	4.2
Other Overnight	$27	$101	$72	$268	2.7	3.7
All Overnight	$57	$179	$144	$461	2.5	3.2

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	3,575,150	3,656,860	3,361,470	1,497,910	1,534,770	1,275,300
Private Home	5,888,990	5,964,510	3,663,780	2,363,030	2,401,940	1,549,180
Other Overnight	2,350,170	2,402,220	1,768,060	696,430	711,460	665,190
All Overnight	**11,814,300**	**12,023,590**	**8,793,310**	**4,557,370**	**4,648,170**	**3,489,670**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,610,190	1,646,980	1,443,830	668,820	684,860	537,710
Private Home	1,649,930	1,671,050	877,340	649,650	659,330	368,670
Other Overnight	618,980	632,820	477,260	183,150	187,140	179,160
All Overnight	**3,879,110**	**3,950,850**	**2,798,430**	**1,501,620**	**1,531,330**	**1,085,550**

Central Oregon Region / Insights

Direct Travel Impacts 2020p

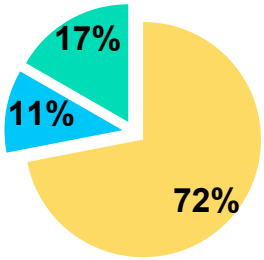
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$71,429
Employee Earnings generated by $100 Visitor Spending	$42
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Local & State Tax Revenues per County Household	$405
Visitor Shares	
Travel Share of Total Employment (2020)	6%
Overnight Visitor Day Share of Resident Population**	9%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

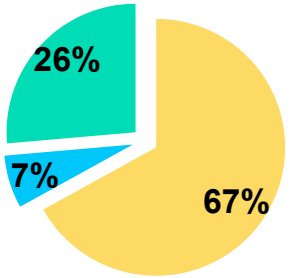
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Central Oregon Region



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Central Oregon Region / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	401.0	673.7	720.4	748.6	795.5	852.5	902.2	964.4	1,021.9	624.2	▼ -38.9%	▲ 2.6%
Other	25.8	52.0	54.0	56.5	59.5	63.2	71.6	84.5	86.7	37.9	▼ -56.3%	▲ 2.3%
Visitor	375.2	621.7	666.4	692.1	736.0	789.3	830.5	879.8	935.2	586.3	▼ -37.3%	▲ 2.7%
Earnings ($Millions)												
Earnings (Current $)	100.8	163.2	176.3	193.0	218.1	232.5	249.7	277.7	292.0	254.2	▼ -12.9%	▲ 5.6%
Employment (Jobs)												
Employment	5,750	7,510	7,920	8,360	9,000	9,260	9,390	9,970	10,000	8,350	▼ -16.5%	▲ 2.2%
Tax Revenue ($Millions)												
Total (Current $)	16.3	25.7	27.9	29.8	33.0	36.2	40.7	43.2	47.5	40.7	▼ -14.4%	▲ 5.5%
Local	6.9	9.0	10.2	11.0	12.5	14.1	15.0	15.6	18.2	17.0	▼ -6.8%	▲ 5.4%
State	9.4	16.7	17.8	18.8	20.5	22.1	25.7	27.7	29.3	23.7	▼ -19.1%	▲ 5.6%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Central Oregon Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	375.2	621.7	666.4	692.1	736.0	789.3	830.5	879.8	935.2	586.3	▼ -37.3%
Other Travel*	25.8	52.0	54.0	56.5	59.5	63.2	71.6	84.5	86.7	37.9	▼ -56.3%
TOTAL	401.0	673.7	720.4	748.6	795.5	852.5	902.2	964.4	1,021.9	624.2	▼ -38.9%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	173.0	327.7	358.1	377.8	411.0	451.7	476.5	505.0	544.1	373.4	▼ -31.4%
Private Home	61.7	98.3	102.9	104.8	110.3	115.4	124.1	133.1	139.8	85.8	▼ -38.6%
Campground	39.2	44.8	47.5	48.0	48.5	49.6	50.1	52.3	54.6	31.4	▼ -42.6%
2nd Home	29.3	44.3	45.2	46.1	46.2	46.5	48.8	50.7	51.9	27.9	▼ -46.2%
Day Travel	72.0	106.6	112.6	115.3	120.1	126.1	131.0	138.6	144.8	67.8	▼ -53.2%
TOTAL	375.2	621.7	666.4	692.1	736.0	789.3	830.5	879.8	935.2	586.3	▼ -37.3%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	88.9	150.0	166.4	179.7	203.4	227.5	239.9	246.7	270.5	231.1	▼ -14.6%
Food Service	90.6	160.0	173.1	181.5	197.2	214.8	224.9	240.4	258.0	125.7	▼ -51.3%
Food Stores	37.8	55.4	58.4	60.9	64.4	66.0	66.5	68.6	71.6	55.7	▼ -22.2%
Local Tran. & Gas	36.3	87.9	88.1	85.5	72.9	71.7	79.4	92.1	95.1	59.7	▼ -37.2%
Arts, Ent. & Rec.	53.7	73.0	77.1	79.2	83.7	88.8	90.9	94.8	97.6	39.7	▼ -59.3%
Retail Sales	57.2	76.6	80.2	81.4	85.2	88.9	90.1	92.9	96.6	52.2	▼ -45.9%
Visitor Air Tran.	10.8	18.7	23.2	23.9	29.3	31.6	38.8	44.2	45.8	22.2	▼ -51.6%
TOTAL	375.2	621.7	666.4	692.1	736.0	789.3	830.5	879.8	935.2	586.3	▼ -37.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Central Oregon Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	68.0	115.3	124.9	137.0	157.9	167.8	181.6	202.2	212.4	186.3	▼ -12.3%
Arts, Ent. & Rec.	15.8	23.5	25.8	29.0	31.0	32.4	34.0	38.6	41.1	37.5	▼ -8.8%
Retail**	12.4	17.7	18.7	19.5	20.9	22.4	23.5	25.1	26.2	20.1	▼ -23.5%
Ground Tran.	1.5	2.4	2.6	2.8	3.0	3.4	3.6	3.9	4.3	2.5	▼ -42.5%
Visitor Air Tran.	0.4	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.2	1.3	▲ 6.5%
Other Travel*	2.7	3.7	3.7	4.0	4.4	5.6	5.8	6.6	6.8	6.6	▼ -3.2%
TOTAL	100.8	163.2	176.3	193.0	218.1	232.5	249.7	277.7	292.0	254.2	▼ -12.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,740	4,990	5,270	5,560	6,080	6,230	6,310	6,640	6,630	5,650	▼ -14.9%
Arts, Ent. & Rec.	1,180	1,540	1,630	1,760	1,840	1,890	1,930	2,120	2,160	1,820	▼ -15.8%
Retail**	640	770	810	830	860	870	880	920	920	650	▼ -28.8%
Ground Tran.	60	80	80	80	90	90	100	100	100	60	▼ -41.6%
Visitor Air Tran.	20	20	20	20	20	30	30	30	30	30	▲ 2.2%
Other Travel*	110	100	100	110	110	160	150	170	160	140	▼ -12.3%
TOTAL	5,750	7,510	7,920	8,360	9,000	9,260	9,390	9,970	10,000	8,350	▼ -16.5%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	6.9	9.0	10.2	11.0	12.5	14.1	15.0	15.6	18.2	17.0	▼ -6.8%
State Tax Receipts	9.4	16.7	17.8	18.8	20.5	22.1	25.7	27.7	29.3	23.7	▼ -19.1%
TOTAL	16.3	25.7	27.9	29.8	33.0	36.2	40.7	43.2	47.5	40.7	▼ -14.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Central Oregon Region / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Central Oregon region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$123	$304	$318	$805	2.6	2.5
Private Home	$32	$129	$75	$307	2.4	4.1
Other Overnight	$25	$92	$64	$238	2.6	3.7
All Overnight	$64	$205	$159	$522	2.5	3.3

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	3,221,560	3,290,640	3,023,810	1,347,220	1,379,250	1,175,400
Private Home	2,927,640	3,015,770	2,707,770	1,214,280	1,258,570	1,151,350
Other Overnight	3,105,530	3,156,930	2,379,940	954,160	969,280	925,710
All Overnight	**9,254,730**	**9,463,350**	**8,111,520**	**3,515,660**	**3,607,100**	**3,252,470**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,484,320	1,507,890	1,227,560	615,420	626,190	463,910
Private Home	843,510	868,710	663,160	338,720	350,070	279,900
Other Overnight	823,650	837,330	641,980	252,810	256,830	249,220
All Overnight	**3,151,480**	**3,213,930**	**2,532,700**	**1,206,960**	**1,233,090**	**993,030**

Eastern Oregon Region / Insights

Direct Travel Impacts 2020p

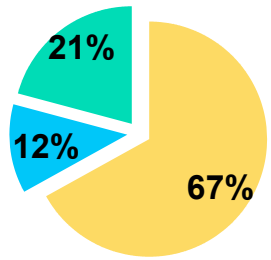
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$52,365
Employee Earnings generated by $100 Visitor Spending	$46
Local & State Tax Revenues generated by $100 Visitor Spending	$6
Local & State Tax Revenues per County Household	$215
Visitor Shares	
Travel Share of Total Employment (2020)	5%
Overnight Visitor Day Share of Resident Population**	6%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

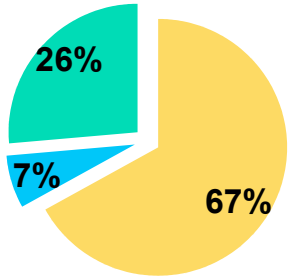
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Eastern Oregon Region



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Eastern Oregon Region / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	284.2	335.4	339.9	347.7	350.8	354.1	382.0	398.9	412.0	276.6	▼ -32.9%	▼ -0.2%
Other	9.6	16.2	15.6	15.2	12.1	11.5	13.9	15.4	16.3	9.2	▼ -43.4%	▼ -0.3%
Visitor	274.6	319.2	324.2	332.5	338.7	342.6	368.2	383.4	395.7	267.4	▼ -32.4%	▼ -0.2%
Earnings ($Millions)												
Earnings (Current $)	79.5	96.1	98.1	104.4	112.2	117.0	123.4	134.6	142.3	123.7	▼ -13.1%	▲ 2.6%
Employment (Jobs)												
Employment	5,630	5,310	5,380	5,500	5,640	5,750	5,960	6,180	6,340	5,160	▼ -18.6%	▼ -0.5%
Tax Revenue ($Millions)												
Total (Current $)	9.7	13.1	13.3	13.7	14.4	15.0	17.2	17.9	18.6	15.5	▼ -16.4%	▲ 2.8%
Local	2.2	3.3	3.4	3.6	3.9	4.1	4.6	4.7	4.9	4.2	▼ -12.7%	▲ 3.8%
State	7.5	9.8	9.9	10.1	10.5	10.9	12.5	13.2	13.7	11.3	▼ -17.7%	▲ 2.5%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Eastern Oregon Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	274.6	319.2	324.2	332.5	338.7	342.6	368.2	383.4	395.7	267.4	▼ -32.4%
Other Travel*	9.6	16.2	15.6	15.2	12.1	11.5	13.9	15.4	16.3	9.2	▼ -43.4%
TOTAL	284.2	335.4	339.9	347.7	350.8	354.1	382.0	398.9	412.0	276.6	▼ -32.9%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	109.8	139.5	140.5	146.6	153.0	156.0	173.7	181.0	187.9	146.1	▼ -22.2%
Private Home	40.1	52.4	52.7	53.2	51.9	51.5	54.1	56.2	57.0	45.8	▼ -19.7%
Campground	29.8	34.4	36.6	36.9	37.2	38.0	38.4	40.1	41.8	18.9	▼ -54.7%
2nd Home	8.6	10.8	10.8	11.0	11.0	11.0	11.3	11.8	12.0	7.6	▼ -36.7%
Day Travel	86.3	82.1	83.6	84.7	85.7	86.0	90.7	94.4	97.0	49.0	▼ -49.5%
TOTAL	274.6	319.2	324.2	332.5	338.7	342.6	368.2	383.4	395.7	267.4	▼ -32.4%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	49.4	64.2	67.4	72.1	79.1	82.5	91.9	93.4	97.0	75.1	▼ -22.6%
Food Service	67.8	79.3	81.4	84.4	89.1	91.9	98.6	103.4	108.6	72.7	▼ -33.0%
Food Stores	31.1	35.5	36.4	37.7	39.0	38.7	39.3	39.9	41.0	29.7	▼ -27.5%
Local Tran. & Gas	30.7	53.6	51.5	49.3	40.8	38.2	43.0	49.1	49.7	35.2	▼ -29.2%
Arts, Ent. & Rec.	53.1	48.8	49.2	50.0	51.6	52.2	54.6	55.9	57.1	22.9	▼ -59.9%
Retail Sales	41.6	37.9	38.2	38.4	39.1	38.9	40.0	40.5	41.2	31.1	▼ -24.5%
Visitor Air Tran.	0.8	0.0	0.0	0.6	0.1	0.2	0.6	1.2	1.1	0.6	▼ -47.0%
TOTAL	274.6	319.2	324.2	332.5	338.7	342.6	368.2	383.4	395.7	267.4	▼ -32.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Eastern Oregon Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	51.9	67.6	69.0	73.5	79.9	83.0	87.1	97.1	102.7	93.1	▼ -9.4%
Arts, Ent. & Rec.	14.8	15.5	15.9	16.7	17.4	18.4	19.8	20.3	21.5	15.2	▼ -29.6%
Retail**	10.3	10.8	11.0	11.4	11.9	12.2	12.9	13.4	13.9	11.9	▼ -14.3%
Ground Tran.	1.4	1.5	1.5	1.6	1.7	1.8	2.0	2.1	2.3	1.9	▼ -17.3%
Visitor Air Tran.	0.2	0.0	0.0	0.4	0.2	0.5	0.2	0.4	0.3	0.4	▲ 31.6%
Other Travel*	1.0	0.7	0.7	0.9	1.1	1.0	1.4	1.3	1.6	1.2	▼ -20.9%
TOTAL	79.5	96.1	98.1	104.4	112.2	117.0	123.4	134.6	142.3	123.7	▼ -13.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,330	3,290	3,310	3,390	3,520	3,600	3,710	3,930	4,000	3,460	▼ -13.5%
Arts, Ent. & Rec.	1,600	1,430	1,480	1,500	1,490	1,510	1,590	1,580	1,650	1,150	▼ -30.3%
Retail**	570	500	500	510	520	530	550	550	550	440	▼ -20.8%
Ground Tran.	60	50	50	50	50	50	50	50	50	50	▼ -16.0%
Visitor Air Tran.	10	0	0	10	10	10	10	10	10	10	▲ 26.3%
Other Travel*	60	40	40	50	50	60	60	60	70	50	▼ -24.8%
TOTAL	5,630	5,310	5,380	5,500	5,640	5,750	5,960	6,180	6,340	5,160	▼ -18.6%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	2.2	3.3	3.4	3.6	3.9	4.1	4.6	4.7	4.9	4.2	▼ -12.7%
State Tax Receipts	7.5	9.8	9.9	10.1	10.5	10.9	12.5	13.2	13.7	11.3	▼ -17.7%
TOTAL	9.7	13.1	13.3	13.7	14.4	15.0	17.2	17.9	18.6	15.5	▼ -16.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Eastern Oregon Region / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Eastern Oregon region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$101	$201	$277	$554	2.8	2.0
Private Home	$28	$99	$65	$234	2.4	3.6
Other Overnight	$28	$97	$74	$255	2.6	3.5
All Overnight	$54	$149	$137	$388	2.6	2.8

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,716,370	1,751,010	1,451,170	699,880	714,010	526,460
Private Home	1,944,550	1,948,850	1,660,330	758,590	760,270	703,160
Other Overnight	1,444,550	1,474,930	953,290	429,240	438,030	361,300
All Overnight	**5,105,470**	**5,174,780**	**4,064,800**	**1,887,710**	**1,912,310**	**1,590,920**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	866,340	883,720	728,350	353,250	360,340	263,580
Private Home	632,340	633,790	461,970	246,750	247,320	195,700
Other Overnight	404,440	412,660	274,180	120,640	123,020	104,220
All Overnight	**1,903,130**	**1,930,170**	**1,464,500**	**720,640**	**730,680**	**563,500**

Mt. Hood & Columbia River Gorge Region / Insights

Direct Travel Impacts 2020p

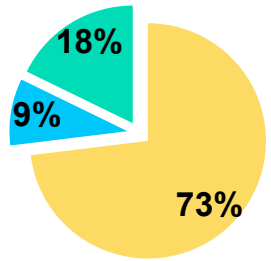
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$59,894
Employee Earnings generated by $100 Visitor Spending	$49
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Local & State Tax Revenues per County Household	$426
Visitor Shares	
Travel Share of Total Employment (2020)	5%
Overnight Visitor Day Share of Resident Population**	8%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

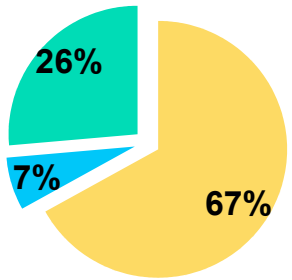
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Mt. Hood & Columbia River Gorge Region



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Mt. Hood & Columbia River Gorge Region / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	230.9	325.9	327.3	350.4	368.8	400.2	421.5	430.7	446.7	260.9	▼ -41.6%	▲ 0.7%
Other	11.1	17.0	17.0	17.3	16.4	17.2	15.5	17.1	17.6	8.9	▼ -49.7%	▼ -1.3%
Visitor	219.9	308.9	310.3	333.0	352.4	383.0	406.0	413.6	429.1	252.0	▼ -41.3%	▲ 0.8%
Earnings ($Millions)												
Earnings (Current $)	61.2	85.4	89.0	97.0	105.9	117.4	124.6	132.6	148.7	127.6	▼ -14.2%	▲ 4.4%
Employment (Jobs)												
Employment	3,590	4,010	4,130	4,320	4,550	4,850	4,970	5,000	5,300	4,300	▼ -19.0%	▲ 1.1%
Tax Revenue ($Millions)												
Total (Current $)	7.7	12.3	12.7	13.7	14.9	17.0	19.2	19.7	20.8	16.5	▼ -20.6%	▲ 4.5%
Local	2.3	3.9	4.1	4.6	5.1	6.3	6.8	6.8	6.9	5.1	▼ -26.1%	▲ 4.9%
State	5.5	8.4	8.6	9.1	9.8	10.8	12.4	12.9	13.8	11.4	▼ -17.9%	▲ 4.4%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Mt. Hood & Columbia River Gorge Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	219.9	308.9	310.3	333.0	352.4	383.0	406.0	413.6	429.1	252.0	▼ -41.3%
Other Travel*	11.1	17.0	17.0	17.3	16.4	17.2	15.5	17.1	17.6	8.9	▼ -49.7%
TOTAL	230.9	325.9	327.3	350.4	368.8	400.2	421.5	430.7	446.7	260.9	▼ -41.6%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	80.7	134.5	134.7	148.3	162.0	183.8	199.7	202.5	209.9	118.5	▼ -43.5%
Private Home	25.9	36.2	35.9	37.3	37.5	38.4	39.3	40.3	41.5	28.8	▼ -30.5%
Campground	14.3	19.4	20.6	20.8	21.0	21.6	21.8	22.7	23.6	10.0	▼ -57.7%
2nd Home	5.5	7.6	7.7	7.9	7.9	7.9	8.1	8.5	8.7	4.6	▼ -46.6%
Day Travel	93.5	111.2	111.5	118.7	123.9	131.4	137.0	139.6	145.5	90.1	▼ -38.1%
TOTAL	219.9	308.9	310.3	333.0	352.4	383.0	406.0	413.6	429.1	252.0	▼ -41.3%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	35.4	59.6	62.6	70.2	80.4	94.5	102.0	102.3	105.0	72.9	▼ -30.6%
Food Service	61.0	87.3	88.4	96.2	104.6	114.7	122.3	125.4	132.8	66.2	▼ -50.2%
Food Stores	20.4	27.3	27.6	29.7	31.4	32.4	32.8	32.9	34.2	30.6	▼ -10.5%
Local Tran. & Gas	20.9	43.4	41.1	41.0	35.0	34.6	38.9	43.5	44.3	33.1	▼ -25.3%
Arts, Ent. & Rec.	34.9	39.7	39.3	42.2	44.7	47.8	49.7	49.7	51.3	19.9	▼ -61.3%
Retail Sales	47.3	51.6	51.3	53.8	56.3	59.0	60.3	59.9	61.5	29.4	▼ -52.2%
TOTAL	219.9	308.9	310.3	333.0	352.4	383.0	406.0	413.6	429.1	252.0	▼ -41.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Mt. Hood & Columbia River Gorge Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	38.1	57.0	59.7	65.6	72.3	80.8	86.9	93.7	107.5	93.4	▼ -13.1%
Arts, Ent. & Rec.	10.3	12.8	13.6	14.5	15.5	17.0	18.1	18.5	19.8	15.2	▼ -23.6%
Retail**	8.4	10.1	10.2	11.0	11.8	12.7	13.4	13.9	14.4	11.3	▼ -21.4%
Ground Tran.	0.9	1.2	1.2	1.4	1.5	1.7	1.9	1.9	2.1	3.0	▲ 43.3%
Other Travel*	3.5	4.2	4.3	4.6	4.8	5.3	4.3	4.6	4.9	4.7	▼ -2.3%
TOTAL	61.2	85.4	89.0	97.0	105.9	117.4	124.6	132.6	148.7	127.6	▼ -14.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,320	2,680	2,760	2,910	3,060	3,270	3,370	3,410	3,670	3,040	▼ -17.2%
Arts, Ent. & Rec.	700	740	780	790	860	920	950	940	970	710	▼ -27.1%
Retail**	410	440	430	450	470	490	510	510	510	390	▼ -25.0%
Ground Tran.	40	40	40	40	40	50	50	50	50	70	▲ 45.5%
Other Travel*	110	110	110	110	110	120	90	100	100	90	▼ -5.9%
TOTAL	3,590	4,010	4,130	4,320	4,550	4,850	4,970	5,000	5,300	4,300	▼ -18.9%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	2.3	3.9	4.1	4.6	5.1	6.3	6.8	6.8	6.9	5.1	▼ -26.1%
State Tax Receipts	5.5	8.4	8.6	9.1	9.8	10.8	12.4	12.9	13.8	11.4	▼ -17.9%
TOTAL	7.7	12.3	12.7	13.7	14.9	17.0	19.2	19.7	20.8	16.5	▼ -20.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Mt. Hood & Columbia River Gorge Region / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Mt. Hood & Columbia River Gorge region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$98	$234	$248	$609	2.5	2.5
Private Home	$27	$108	$63	$257	2.4	4.1
Other Overnight	$25	$95	$67	$250	2.6	3.7
All Overnight	$57	$175	$141	$444	2.5	3.2

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,459,500	1,501,790	1,204,030	636,180	653,470	477,880
Private Home	1,193,670	1,210,330	1,073,200	499,610	506,070	454,530
Other Overnight	866,780	884,900	574,270	259,040	264,290	219,060
All Overnight	**3,519,950**	**3,597,020**	**2,851,500**	**1,394,840**	**1,423,830**	**1,151,460**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	671,730	691,610	507,170	285,920	294,050	194,570
Private Home	346,310	351,320	265,650	139,800	141,740	111,920
Other Overnight	227,770	232,580	153,900	67,960	69,350	58,550
All Overnight	**1,245,800**	**1,275,510**	**926,720**	**493,680**	**505,140**	**365,040**

Oregon Coast Region / Insights

Direct Travel Impacts 2020p

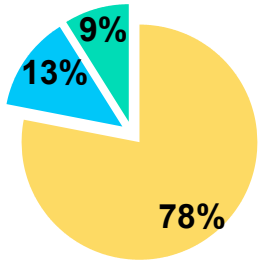
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$66,168
Employee Earnings generated by $100 Visitor Spending	$46
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Local & State Tax Revenues per County Household	$833
Visitor Shares	
Travel Share of Total Employment (2020)	17%
Overnight Visitor Day Share of Resident Population**	20%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

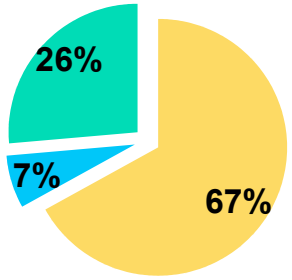
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Oregon Coast Region



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Oregon Coast Region / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Millions)												
Total (Current $)	1,180.1	1,592.4	1,688.4	1,800.7	1,871.9	1,942.8	1,985.3	2,064.2	2,138.4	1,234.0	▼ -42.3%	▲ 0.3%
Other	17.9	30.9	19.2	20.4	22.7	25.4	26.0	30.5	29.8	12.7	▼ -57.4%	▼ -2.0%
Visitor	1,162.2	1,561.5	1,669.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,221.3	▼ -42.1%	▲ 0.3%
Earnings ($Millions)												
Earnings (Current $)	330.5	452.5	475.7	505.8	545.2	580.2	613.8	675.8	723.1	576.3	▼ -20.3%	▲ 3.3%
Employment (Jobs)												
Employment	18,500	19,670	20,290	20,830	21,540	22,330	22,680	23,530	24,260	18,770	▼ -22.6%	▲ 0.1%
Tax Revenue ($Millions)												
Total (Current $)	40.5	59.6	63.5	69.0	74.9	78.9	87.0	92.2	95.9	81.4	▼ -15.1%	▲ 4.2%
Local	13.9	20.1	22.1	25.3	28.6	29.8	31.3	32.8	33.7	32.6	▼ -3.0%	▲ 5.1%
State	26.6	39.5	41.4	43.7	46.3	49.1	55.7	59.4	62.3	48.8	▼ -21.7%	▲ 3.6%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Oregon Coast Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	1,162.2	1,561.5	1,669.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,221.3	▼ -42.1%
Other Travel*	17.9	30.9	19.2	20.4	22.7	25.4	26.0	30.5	29.8	12.7	▼ -57.4%
TOTAL	1,180.1	1,592.4	1,688.4	1,800.7	1,871.9	1,942.8	1,985.3	2,064.2	2,138.4	1,234.0	▼ -42.3%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	456.9	728.8	787.0	862.7	914.6	961.9	991.9	1,027.2	1,065.1	755.1	▼ -29.1%
Private Home	64.4	82.7	84.0	83.9	83.4	84.1	85.6	89.5	91.8	86.9	▼ -5.3%
Campground	148.6	167.7	178.5	180.6	183.6	188.2	189.5	197.5	205.8	82.6	▼ -59.8%
2nd Home	47.9	62.6	62.5	63.7	63.9	64.3	66.7	69.3	71.0	42.4	▼ -40.3%
Day Travel	444.5	519.6	557.2	589.3	603.7	619.0	625.6	650.2	674.9	254.2	▼ -62.3%
TOTAL	1,162.2	1,561.5	1,669.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,221.3	▼ -42.1%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	232.7	350.9	372.1	402.6	445.7	468.9	489.5	497.2	509.1	482.5	▼ -5.2%
Food Service	295.8	413.4	455.4	498.2	532.4	566.6	579.3	606.7	642.9	278.0	▼ -56.8%
Food Stores	127.5	157.1	167.8	178.7	186.7	188.7	186.3	190.0	197.2	126.9	▼ -35.6%
Local Tran. & Gas	107.8	211.1	214.0	215.4	180.7	174.2	188.7	214.4	218.6	133.9	▼ -38.7%
Arts, Ent. & Rec.	192.5	212.1	227.9	242.3	252.2	262.2	261.9	268.1	276.5	89.1	▼ -67.8%
Retail Sales	202.9	213.9	228.3	240.0	247.5	253.2	250.5	254.1	260.9	108.6	▼ -58.4%
Visitor Air Tran.	3.1	2.9	3.7	3.0	4.0	3.6	3.1	3.2	3.3	2.2	▼ -34.0%
TOTAL	1,162.2	1,561.5	1,669.2	1,780.3	1,849.1	1,917.4	1,959.3	2,033.7	2,108.6	1,221.3	▼ -42.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Oregon Coast Region / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	217.7	313.9	337.8	360.5	391.0	416.9	445.8	497.5	536.2	430.5	▼ -19.7%
Arts, Ent. & Rec.	55.0	65.8	65.6	67.5	71.0	74.6	76.3	80.6	86.2	74.2	▼ -13.9%
Retail**	43.3	49.9	53.5	57.5	60.9	64.0	65.7	68.8	71.2	45.9	▼ -35.6%
Ground Tran.	4.3	5.8	6.3	7.0	7.5	8.3	8.7	9.1	9.9	7.1	▼ -29.1%
Visitor Air Tran.	1.4	2.1	2.7	2.8	3.3	3.6	3.9	4.4	4.3	4.6	▲ 7.3%
Other Travel*	8.7	14.9	9.7	10.5	11.5	12.8	13.3	15.4	15.2	14.0	▼ -7.8%
TOTAL	330.5	452.5	475.7	505.8	545.2	580.2	613.8	675.8	723.1	576.3	▼ -20.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	11,740	12,860	13,370	13,720	14,320	14,920	15,320	16,000	16,650	13,140	▼ -21.1%
Arts, Ent. & Rec.	3,950	3,970	3,990	4,010	4,000	4,090	4,050	4,170	4,260	3,420	▼ -19.7%
Retail**	2,340	2,280	2,410	2,540	2,620	2,690	2,680	2,700	2,700	1,660	▼ -38.6%
Ground Tran.	190	180	200	210	220	230	230	230	240	170	▼ -28.1%
Visitor Air Tran.	40	40	50	50	60	60	60	60	60	60	▲ 3.0%
Other Travel*	250	340	280	290	320	350	340	370	340	310	▼ -9.1%
TOTAL	18,500	19,670	20,290	20,830	21,540	22,330	22,680	23,530	24,260	18,770	▼ -22.6%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	13.9	20.1	22.1	25.3	28.6	29.8	31.3	32.8	33.7	32.6	▼ -3.0%
State Tax Receipts	26.6	39.5	41.4	43.7	46.3	49.1	55.7	59.4	62.3	48.8	▼ -21.7%
TOTAL	40.5	59.6	63.5	69.0	74.9	78.9	87.0	92.2	95.9	81.4	▼ -15.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Oregon Coast Region / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Oregon Coast region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$99	$253	$262	$680	2.6	2.6
Private Home	$27	$115	$64	$274	2.4	4.3
Other Overnight	$29	$100	$76	$260	2.6	3.4
All Overnight	$64	$193	$164	$507	2.6	3.1

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	7,726,690	7,937,880	7,593,180	3,160,130	3,246,620	2,877,730
Private Home	2,669,530	2,693,330	3,225,150	1,034,140	1,043,720	1,349,600
Other Overnight	6,878,080	7,014,740	4,309,040	2,063,970	2,103,660	1,655,470
All Overnight	**17,274,300**	**17,645,950**	**15,127,370**	**6,258,240**	**6,393,990**	**5,882,800**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	3,382,090	3,473,940	2,987,400	1,382,860	1,420,450	1,109,810
Private Home	740,970	747,370	758,690	286,630	289,150	317,510
Other Overnight	1,974,490	2,013,950	1,251,900	591,700	603,150	479,940
All Overnight	**6,097,550**	**6,235,260**	**4,997,980**	**2,261,190**	**2,312,750**	**1,907,260**

County Impacts

2020p

This section provides detailed county estimates, as well as a number of summary tables. In interpreting these estimates, readers are advised that:

• Monetary values are expressed in current dollars (no inflation adjustment).

• Estimates measure direct impacts only.

• Counties with small populations and economies are less reliable than estimates for more populous and economically diverse areas.

• Total employment provided by the Bureau of Economic Analysis is an estimate in itself and covers the total amount of jobs, not the number of residents that work.

• Clackamas, Douglas, Lane, Multnomah, and Wasco counties are split into multiple travel regions. This breakdown is provided on the county summary tables.

County level travel estimates utilize the best information available at the time of the report and are subject to revision. All job estimates presented reflect total count of jobs and are not modified to be full time equivalent. It is important to note that job growth could reflect a decrease in full time positions and an increase in part time.

For calendar year 2020 employment and earnings include CARES act support, data limitations prevent disaggregation.

Visitor volume figures are presented in four measures, person-trips, person-nights, party-trips, and party-nights. These measures can move in different directions based on changes to estimated party size and length of stay. It should be stressed that direct travel spending is more reliable to the health of the travel industry than visitor volume. For these and other reasons, the measures provided in this section are general indicators that should be used in conjunction with other measures of local economic activity.

County / Summary

Direct Travel Impacts 2020p

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Baker	$30.6	$12.0	520	$456	$1,159	$1,616
Benton	$64.2	$30.5	1,400	$1,282	$3,180	$4,462
Clackamas	$344.6	$183.5	5,770	$3,763	$17,754	$21,517
East Clackamas	$91.6	$50.0	1,580	$888	$4,349	$5,237
West Clackamas	$209.5	$111.1	3,470	$2,874	$10,954	$13,829
South Clackamas	$43.6	$22.4	710	$0	$2,451	$2,451
Clatsop	$347.6	$166.4	5,320	$10,924	$13,664	$24,588
Columbia	$26.3	$11.7	570	$0	$1,412	$1,412
Coos	$176.4	$80.0	2,950	$1,498	$7,326	$8,824
Crook	$35.1	$15.6	670	$309	$1,452	$1,761
Curry	$78.3	$52.1	1,920	$581	$3,462	$4,043
Deschutes	$547.6	$216.2	6,610	$15,955	$20,221	$36,175
Douglas	$138.1	$71.2	2,890	$1,280	$6,553	$7,832
East Douglas	$108.1	$56.2	2,280	$1,054	$5,266	$6,320
West Douglas	$30.0	$15.0	610	$225	$1,287	$1,512
Gilliam	$3.2	$1.0	50	$0	$123	$123
Grant	$8.5	$2.9	160	$76	$326	$402
Harney	$14.0	$5.9	280	$273	$512	$784
Hood River	$81.4	$28.5	940	$2,150	$2,945	$5,095
Jackson	$349.6	$140.3	4,610	$8,926	$12,836	$21,762
Jefferson	$33.8	$17.7	900	$695	$1,674	$2,368
Josephine	$88.3	$47.0	1,740	$1,349	$4,057	$5,406
Klamath	$103.9	$50.0	1,820	$2,040	$4,372	$6,412
Lake	$10.3	$2.5	140	$141	$370	$511
Lane	$523.4	$253.6	8,610	$10,328	$21,661	$31,989
East Lane	$464.4	$220.8	7,540	$9,647	$19,113	$28,760
West Lane	$59.0	$32.8	1,070	$681	$2,547	$3,228
Lincoln	$417.9	$157.3	5,100	$14,177	$14,967	$29,144
Linn	$81.8	$35.9	1,540	$1,237	$4,193	$5,431
Malheur	$33.0	$11.7	450	$774	$1,289	$2,063

County / Summary

Direct Travel Impacts 2020p

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Marion	$243.1	$103.0	3,880	$3,800	$11,718	$15,517
Morrow	$13.0	$4.6	210	$5	$530	$535
Multnomah	$1,650.6	$847.8	16,310	$46,485	$63,039	$109,524
East Multnomah	$38.1	$19.0	650	$860	$1,681	$2,540
West Multnomah	$1,612.6	$828.8	15,650	$45,625	$61,358	$106,983
Polk	$71.9	$56.3	2,170	$0	$4,571	$4,571
Sherman	$3.8	$1.1	40	$15	$131	$146
Tillamook	$124.9	$70.9	1,720	$4,546	$5,515	$10,061
Umatilla	$123.4	$55.1	2,200	$1,862	$5,034	$6,896
Union	$25.0	$13.6	540	$474	$1,141	$1,615
Wallowa	$19.9	$15.1	690	$309	$978	$1,288
Wasco	$57.6	$34.8	1,300	$1,239	$2,740	$3,978
North Wasco	$49.9	$30.2	1,130	$1,239	$2,388	$3,626
South Wasco	$7.7	$4.6	170	$0	$352	$352
Washington	$540.1	$238.1	6,740	$9,944	$24,111	$34,055
Wheeler	$2.2	$0.5	30	$0	$73	$73
Yamhill	$73.7	$35.7	1,520	$451	$3,875	$4,326

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

County / Summary

Overnight Visitor Volume 2020p

	Nights		Trips	
	Person	Party	Person	Party
Baker	517,120	200,700	189,030	72,270
Benton	972,700	391,150	404,230	159,260
Clackamas	4,260,270	2,000,180	1,409,950	641,350
Clatsop	3,543,310	1,374,700	1,448,740	549,540
Columbia	424,820	208,400	124,200	60,100
Coos	2,491,620	980,440	932,380	359,200
Crook	581,670	228,590	238,440	92,330
Curry	1,273,370	481,110	524,060	196,520
Deschutes	6,590,100	2,662,830	2,388,070	940,730
Douglas	1,906,900	742,630	703,250	269,890
Gilliam/Sherman	121,670	46,280	51,840	19,510
Grant	161,950	63,080	64,780	25,000
Harney	218,590	83,620	96,530	36,440
Hood River	1,017,920	400,930	381,600	147,080
Jackson	3,989,480	1,614,550	1,513,650	594,550
Jefferson	729,270	281,220	275,730	105,840
Josephine	1,250,250	487,210	477,530	182,660
Klamath	1,859,820	725,550	679,740	260,670
Lake	218,120	85,990	87,420	34,030
Lane	5,096,510	2,057,860	1,893,510	745,480
Lincoln	4,783,330	1,872,300	1,873,040	716,390
Linn	1,385,410	556,910	544,720	215,620
Malheur	510,430	201,350	223,570	86,400
Marion	3,277,940	1,299,670	1,171,910	456,120
Morrow	228,330	90,100	98,100	38,020
Multnomah	9,531,550	4,636,590	3,313,410	1,551,540
Polk	773,050	315,460	293,610	118,120
Tillamook	1,856,540	722,810	784,510	301,660
Umatilla	1,552,440	613,560	678,930	262,890
Union	395,880	155,220	160,770	62,170

County / Summary

Overnight Visitor Volume 2020p

	Nights		Trips	
	Person	Party	Person	Party
Wallowa	307,010	117,310	139,900	52,790
Wasco	768,070	299,450	321,000	123,330
Washington	5,610,060	2,776,320	1,873,270	896,280
Wheeler	51,380	19,690	19,480	7,440
Yamhill	1,164,850	466,580	493,850	193,640

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

County / Earnings & Employment

All Industry and Travel Earnings & Employment, 2020p

County	Earnings ($M) Total	Earnings ($M) Travel	Percent	Employment (Jobs) Total	Employment (Jobs) Travel	Percent
Baker	340.3	12.0	3.5%	8,530	520	6.1%
Benton	3,008.2	30.5	1.0%	48,620	1,400	2.9%
Clackamas	13,994.5	183.5	1.3%	226,880	5,770	2.5%
Clatsop	1,261.3	166.4	13.2%	23,510	5,320	22.6%
Columbia	799.6	11.7	1.5%	17,240	570	3.3%
Coos	1,608.5	80.0	5.0%	31,160	2,950	9.5%
Crook	577.4	15.6	2.7%	10,860	670	6.1%
Curry	451.0	52.1	11.5%	10,200	1,920	18.9%
Deschutes	7,225.7	216.2	3.0%	122,270	6,610	5.4%
Douglas	2,551.9	71.2	2.8%	51,550	2,890	5.6%
Gilliam	90.2	1.0	1.1%	1,570	50	3.1%
Grant	164.8	2.9	1.7%	3,910	160	4.0%
Harney	188.3	5.9	3.2%	4,410	280	6.3%
Hood River	861.2	28.5	3.3%	17,670	940	5.3%
Jackson	6,492.0	140.3	2.2%	121,320	4,610	3.8%
Jefferson	466.8	17.7	3.8%	9,500	900	9.5%
Josephine	1,981.4	47.0	2.4%	39,780	1,740	4.4%
Klamath	1,553.1	50.0	3.2%	30,340	1,820	6.0%
Lake	197.8	2.5	1.2%	3,910	140	3.5%
Lane	11,291.7	253.6	2.2%	200,070	8,610	4.3%
Lincoln	1,192.1	157.3	13.2%	24,080	5,100	21.2%
Linn	3,210.7	35.9	1.1%	61,060	1,540	2.5%
Malheur	854.4	11.7	1.4%	17,420	450	2.6%
Marion	12,116.1	103.0	0.8%	191,420	3,880	2.0%
Morrow	605.0	4.6	0.8%	8,010	210	2.7%
Multnomah	45,073.9	847.8	1.9%	619,000	16,310	2.6%
Polk	1,372.8	56.3	4.1%	31,180	2,170	7.0%
Sherman	97.1	1.1	1.2%	1,640	40	2.4%

County / Earnings & Employment

All Industry and Travel Earnings & Employment, 2020p

County	Earnings ($M) Total	Earnings ($M) Travel	Percent	Employment (Jobs) Total	Employment (Jobs) Travel	Percent
Tillamook	670.0	70.9	10.6%	13,230	1,720	13.0%
Umatilla	2,145.2	55.1	2.6%	39,410	2,200	5.6%
Union	632.6	13.6	2.2%	14,160	540	3.8%
Wallowa	167.5	15.1	9.0%	5,090	690	13.5%
Wasco	768.3	34.8	4.5%	14,720	1,300	8.8%
Washington	30,951.8	238.1	0.8%	374,820	6,740	1.8%
Wheeler	14.8	0.5	3.5%	720	30	3.6%
Yamhill	2,490.6	35.7	1.4%	50,850	1,520	3.0%
Oregon	**157,468.7**	**3,070.3**	**1.9%**	**2,450,100**	**92,300**	**3.8%**

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates
Note: 2020 Total Employment & Earnings has been estimated by Dean Runyan Associates. Details may not add to totals due to rounding.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Baker County / Insights

Direct Travel Impacts 2020p

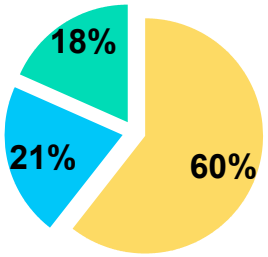
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$56,869
Employee Earnings generated by $100 Visitor Spending	$41
Local & State Tax Revenues generated by $100 Visitor Spending	$6
Visitor Shares	
Travel Share of Total Employment (2020)	6%
Overnight Visitor Day Share of Resident Population**	8%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

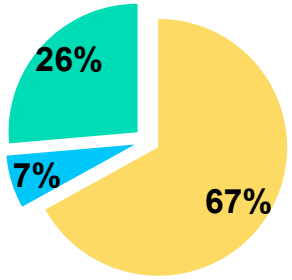
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Baker County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Baker County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	39.1	43.3	42.9	43.6	44.0	45.0	47.2	49.1	50.7	30.6	▼ -39.7%	▼ -1.4%
Other	1.4	2.7	2.6	2.5	2.0	1.9	2.0	2.3	2.4	1.4	▼ -39.2%	▲ 0.1%
Visitor	37.7	40.6	40.2	41.1	42.0	43.1	45.2	46.7	48.4	29.2	▼ -39.7%	▼ -1.5%
Earnings ($Million)												
Earnings (Current $)	10.3	11.6	11.9	12.3	12.9	13.7	15.0	15.6	16.5	12.0	▼ -27.1%	▲ 0.9%
Employment (Jobs)												
Employment	850	700	710	720	710	700	740	740	770	520	▼ -33.0%	▼ -2.9%
Tax Revenue ($Million)												
Total (Current $)	1.3	1.6	1.6	1.6	1.7	1.8	2.0	2.1	2.2	1.6	▼ -25.5%	▲ 1.4%
Local	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.5	▼ -17.5%	▲ 2.7%
State	1.0	1.2	1.2	1.2	1.2	1.3	1.5	1.6	1.6	1.2	▼ -28.2%	▲ 1.0%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Baker County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	37.7	40.6	40.2	41.1	42.0	43.1	45.2	46.7	48.4	29.2	▼ -39.7%
Other Travel*	1.4	2.7	2.6	2.5	2.0	1.9	2.0	2.3	2.4	1.4	▼ -39.2%
TOTAL	39.1	43.3	42.9	43.6	44.0	45.0	47.2	49.1	50.7	30.6	▼ -39.7%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	11.9	14.8	14.1	14.5	15.2	15.9	17.3	17.9	18.7	14.6	▼ -21.7%
Private Home	5.2	6.4	6.3	6.5	6.4	6.4	6.6	6.8	6.9	4.4	▼ -35.8%
Campground	6.0	5.7	6.1	6.2	6.3	6.4	6.5	6.7	7.0	3.5	▼ -50.9%
2nd Home	2.4	2.9	3.0	3.0	3.1	3.1	3.1	3.2	3.3	1.7	▼ -48.6%
Day Travel	12.1	10.7	10.7	11.0	11.1	11.4	11.7	12.1	12.5	5.0	▼ -60.0%
TOTAL	37.7	40.6	40.2	41.1	42.0	43.1	45.2	46.7	48.4	29.2	▼ -39.7%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	5.9	7.3	7.4	7.6	8.3	8.9	9.7	9.9	10.2	8.0	▼ -22.1%
Food Service	10.1	11.2	11.2	11.6	12.3	12.8	13.5	14.1	14.8	8.3	▼ -43.9%
Food Stores	4.8	5.0	5.1	5.3	5.5	5.5	5.5	5.6	5.7	3.8	▼ -33.7%
Local Tran. & Gas	3.6	5.7	5.2	5.1	4.2	4.0	4.4	5.0	5.1	3.2	▼ -38.0%
Arts, Ent. & Rec.	6.1	5.3	5.3	5.4	5.5	5.7	5.8	5.9	6.0	2.5	▼ -58.3%
Retail Sales	7.1	6.1	6.0	6.1	6.2	6.2	6.3	6.3	6.5	3.4	▼ -47.2%
TOTAL	37.7	40.6	40.2	41.1	42.0	43.1	45.2	46.7	48.4	29.2	▼ -39.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Baker County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	6.8	7.8	8.0	8.3	8.7	9.3	10.4	10.9	11.6	9.3	▼ -20.1%
Arts, Ent. & Rec.	1.7	1.9	2.1	2.1	2.2	2.3	2.4	2.4	2.6	1.1	▼ -56.2%
Retail**	1.6	1.6	1.6	1.6	1.7	1.8	1.8	1.9	1.9	1.3	▼ -32.1%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	▼ -10.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -41.1%
TOTAL	10.3	11.6	11.9	12.3	12.9	13.7	15.0	15.6	16.5	12.0	▼ -27.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	450	390	400	400	400	390	420	440	450	360	▼ -20.2%
Arts, Ent. & Rec.	290	220	220	220	220	210	220	210	220	90	▼ -57.7%
Retail**	100	80	80	80	80	90	90	80	90	50	▼ -37.9%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	▼ -8.6%
Other Travel*	10	10	10	10	10	10	10	10	10	0	▼ -46.4%
TOTAL	850	700	710	720	710	700	740	740	770	520	▼ -32.5%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.5	▼ -17.5%
State Tax Receipts	1.0	1.2	1.2	1.2	1.2	1.3	1.5	1.6	1.6	1.2	▼ -28.2%
TOTAL	1.3	1.6	1.6	1.6	1.7	1.8	2.0	2.1	2.2	1.6	▼ -25.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Baker County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Baker County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$97	$182	$267	$502	2.8	1.9
Private Home	$26	$92	$62	$222	2.4	3.6
Other Overnight	$26	$85	$68	$221	2.6	3.2
All Overnight	$75	$205	$193	$537	2.6	2.8

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	174,460	179,660	150,830	71,370	73,490	54,650
Private Home	207,550	207,110	169,760	79,650	79,480	70,660
Other Overnight	280,100	285,650	196,530	84,390	86,000	75,390
All Overnight	**662,110**	**672,420**	**517,120**	**235,410**	**238,980**	**200,700**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	92,230	94,980	80,320	37,730	38,850	29,100
Private Home	68,240	68,100	47,670	26,190	26,130	19,840
Other Overnight	85,380	87,100	61,040	25,650	26,150	23,330
All Overnight	**245,850**	**250,180**	**189,030**	**89,570**	**91,140**	**72,270**

Benton County / Insights

Direct Travel Impacts 2020p

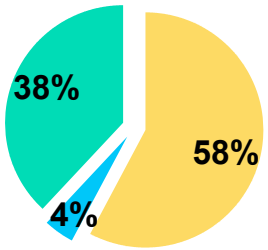
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$41,074
Employee Earnings generated by $100 Visitor Spending	$52
Local & State Tax Revenues generated by $100 Visitor Spending	$8
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	3%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

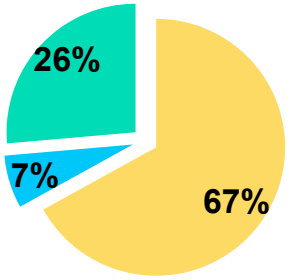
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Benton County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Benton County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	75.5	114.3	115.5	115.3	116.9	118.0	122.0	134.3	142.7	64.2	▼ -55.0%	▼ -0.9%
Other	9.3	17.1	15.8	15.4	13.0	13.2	14.5	15.2	15.7	9.2	▼ -41.5%	▼ 0.0%
Visitor	66.2	97.2	99.8	99.9	103.9	104.8	107.5	119.1	127.0	55.0	▼ -56.7%	▼ -1.1%
Earnings ($Million)												
Earnings (Current $)	19.7	28.4	28.0	30.5	31.7	34.1	35.8	38.3	40.6	30.5	▼ -24.9%	▲ 2.6%
Employment (Jobs)												
Employment	1,320	1,590	1,530	1,600	1,700	1,750	1,790	1,870	1,910	1,400	▼ -26.8%	▲ 0.3%
Tax Revenue ($Million)												
Total (Current $)	3.0	4.8	4.9	5.0	5.3	5.6	6.1	6.6	7.4	4.5	▼ -39.9%	▲ 2.3%
Local	0.8	1.3	1.4	1.5	1.6	1.7	1.8	2.0	2.5	1.3	▼ -49.7%	▲ 3.0%
State	2.3	3.5	3.5	3.6	3.7	3.9	4.3	4.6	4.9	3.2	▼ -34.8%	▲ 2.0%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Benton County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	66.2	97.2	99.8	99.9	103.9	104.8	107.5	119.1	127.0	55.0	▼ -56.7%
Other Travel*	9.3	17.1	15.8	15.4	13.0	13.2	14.5	15.2	15.7	9.2	▼ -41.5%
TOTAL	75.5	114.3	115.5	115.3	116.9	118.0	122.0	134.3	142.7	64.2	▼ -55.0%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	22.1	39.6	41.8	42.0	44.4	45.2	46.1	53.0	58.3	24.8	▼ -57.4%
Private Home	20.3	28.0	27.7	27.7	28.2	28.2	29.2	31.2	31.9	16.4	▼ -48.8%
Campground	2.1	2.5	2.7	2.7	2.7	2.8	2.8	3.0	3.1	1.5	▼ -52.3%
2nd Home	0.5	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.4	▼ -48.6%
Day Travel	21.2	26.5	27.0	27.0	27.9	28.0	28.6	31.2	33.0	12.0	▼ -63.7%
TOTAL	66.2	97.2	99.8	99.9	103.9	104.8	107.5	119.1	127.0	55.0	▼ -56.7%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	9.6	16.7	18.0	18.7	20.8	21.9	22.5	25.3	27.4	12.4	▼ -54.8%
Food Service	18.4	27.9	29.0	29.4	31.5	32.3	33.3	37.1	40.3	16.6	▼ -58.9%
Food Stores	7.3	10.1	10.2	10.5	11.0	10.8	10.9	11.5	12.0	6.7	▼ -44.3%
Local Tran. & Gas	6.5	14.0	13.7	12.8	10.9	10.1	10.9	13.3	14.0	6.2	▼ -55.7%
Arts, Ent. & Rec.	10.9	12.9	13.1	13.0	13.6	13.7	13.8	14.9	15.6	4.8	▼ -69.1%
Retail Sales	13.6	15.6	15.8	15.6	16.1	16.0	16.0	17.0	17.7	8.4	▼ -52.8%
TOTAL	66.2	97.2	99.8	99.9	103.9	104.8	107.5	119.1	127.0	55.0	▼ -56.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Benton County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	11.5	18.0	18.4	20.2	20.8	22.4	23.6	26.5	27.8	20.6	▼ -26.0%
Arts, Ent. & Rec.	3.7	4.9	4.4	4.9	5.2	5.5	5.7	5.4	5.9	4.8	▼ -18.9%
Retail**	2.7	3.4	3.5	3.6	3.8	3.9	4.0	4.3	4.5	2.8	▼ -37.6%
Ground Tran.	0.3	0.5	0.5	0.5	0.6	0.6	0.6	0.7	0.8	0.7	▼ -11.1%
Other Travel*	1.4	1.6	1.2	1.3	1.4	1.8	1.9	1.5	1.6	1.7	▲ 0.8%
TOTAL	19.7	28.4	28.0	30.5	31.7	34.1	35.8	38.3	40.6	30.5	▼ -24.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	730	870	880	940	960	990	1,000	1,060	1,060	780	▼ -26.3%
Arts, Ent. & Rec.	350	480	420	430	500	510	530	560	590	440	▼ -26.3%
Retail**	160	170	170	170	170	170	170	180	180	110	▼ -42.3%
Ground Tran.	10	20	20	20	20	20	20	20	20	20	▼ -9.7%
Other Travel*	70	60	50	50	50	70	70	50	60	60	▲ 1.5%
TOTAL	1,320	1,590	1,530	1,600	1,700	1,750	1,790	1,870	1,910	1,400	▼ -26.7%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.8	1.3	1.4	1.5	1.6	1.7	1.8	2.0	2.5	1.3	▼ -49.7%
State Tax Receipts	2.3	3.5	3.5	3.6	3.7	3.9	4.3	4.6	4.9	3.2	▼ -34.8%
TOTAL	3.0	4.8	4.9	5.0	5.3	5.6	6.1	6.6	7.4	4.5	▼ -39.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Benton County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Benton County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$85	$140	$235	$388	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$30	$88	$80	$234	2.7	2.9
All Overnight	$70	$168	$174	$426	2.5	2.5

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	494,740	541,160	292,970	201,670	220,590	105,720
Private Home	940,920	946,570	618,690	367,770	369,980	262,530
Other Overnight	87,720	89,660	61,050	25,860	26,420	22,900
All Overnight	**1,523,390**	**1,577,390**	**972,700**	**595,300**	**616,990**	**391,150**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	297,440	325,350	177,580	121,240	132,620	64,080
Private Home	366,020	368,210	205,800	143,060	143,920	87,330
Other Overnight	29,170	29,790	20,850	8,640	8,820	7,860
All Overnight	**692,630**	**723,350**	**404,230**	**272,950**	**285,360**	**159,260**

Clackamas County / Insights

Direct Travel Impacts 2020p

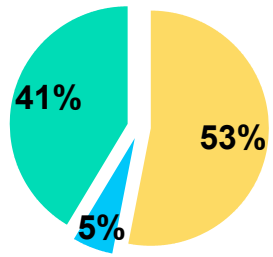
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$54,308
Employee Earnings generated by $100 Visitor Spending	$57
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	3%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

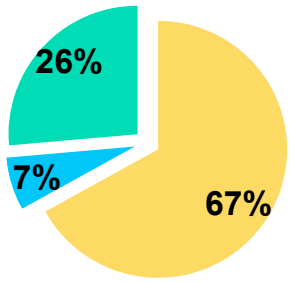
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Clackamas County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Clackamas County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	344.6	529.1	533.1	551.6	563.0	596.0	611.3	625.6	638.6	344.6	▼ -46.0%	▲ 0.0%
Other	38.1	89.3	88.9	89.2	78.4	83.1	80.6	88.2	89.9	49.5	▼ -45.0%	▲ 1.6%
Visitor	306.5	439.8	444.2	462.4	484.6	512.9	530.7	537.4	548.7	295.1	▼ -46.2%	▼ -0.2%
Earnings ($Million)												
Earnings (Current $)	88.5	130.6	134.5	142.9	154.1	166.6	175.0	189.7	225.7	183.5	▼ -18.7%	▲ 4.4%
Employment (Jobs)												
Employment	4,710	5,530	5,630	5,820	6,010	6,270	6,430	6,580	7,360	5,770	▼ -21.6%	▲ 1.2%
Tax Revenue ($Million)												
Total (Current $)	11.3	19.0	19.6	20.5	22.1	23.8	26.2	26.9	28.8	21.5	▼ -25.3%	▲ 3.9%
Local	2.0	3.9	4.3	4.6	5.4	5.9	6.2	6.0	6.0	3.8	▼ -37.3%	▲ 3.7%
State	9.2	15.1	15.4	15.8	16.7	17.9	20.1	20.9	22.8	17.8	▼ -22.2%	▲ 3.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Clackamas County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	306.5	439.8	444.2	462.4	484.6	512.9	530.7	537.4	548.7	295.1	▼ -46.2%
Other Travel*	38.1	89.3	88.9	89.2	78.4	83.1	80.6	88.2	89.9	49.5	▼ -45.0%
TOTAL	344.6	529.1	533.1	551.6	563.0	596.0	611.3	625.6	638.6	344.6	▼ -46.0%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	95.7	158.4	160.1	169.6	184.6	202.5	212.1	210.6	212.6	110.4	▼ -48.1%
Private Home	113.4	157.3	157.8	162.6	165.5	170.4	175.3	180.9	186.0	85.8	▼ -53.9%
Campground	7.9	12.0	12.8	12.9	13.2	13.5	13.6	14.2	14.8	6.8	▼ -54.2%
2nd Home	5.4	7.3	7.4	7.5	7.6	7.6	7.9	8.2	8.4	4.6	▼ -44.5%
Day Travel	84.2	104.8	106.2	109.8	113.8	118.8	121.7	123.6	126.9	87.6	▼ -31.0%
TOTAL	306.5	439.8	444.2	462.4	484.6	512.9	530.7	537.4	548.7	295.1	▼ -46.2%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	41.7	72.0	73.7	79.5	90.9	101.8	106.2	103.9	103.8	60.6	▼ -41.6%
Food Service	89.3	133.8	137.2	144.7	154.6	165.9	173.1	177.2	184.8	88.6	▼ -52.1%
Food Stores	24.2	34.5	35.1	36.9	38.7	39.3	39.4	39.6	40.6	39.4	▼ -3.2%
Local Tran. & Gas	30.9	59.4	57.4	57.0	51.0	50.9	55.3	60.2	60.6	36.1	▼ -40.5%
Arts, Ent. & Rec.	41.3	49.0	49.3	50.9	53.1	55.7	56.6	56.9	57.8	24.5	▼ -57.7%
Retail Sales	79.0	91.2	91.5	93.5	96.5	99.4	100.0	99.5	100.9	46.0	▼ -54.4%
TOTAL	306.5	439.8	444.2	462.4	484.6	512.9	530.7	537.4	548.7	295.1	▼ -46.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Clackamas County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	53.8	82.4	84.0	89.2	97.5	103.7	113.3	126.3	159.0	128.5	▼ -19.2%
Arts, Ent. & Rec.	12.4	16.0	17.6	18.7	19.7	21.3	22.2	23.0	24.3	20.7	▼ -14.8%
Retail**	12.2	15.3	15.5	16.3	17.3	18.4	19.2	19.7	20.4	15.6	▼ -23.5%
Ground Tran.	3.3	4.6	4.7	5.0	5.3	5.9	6.4	6.5	7.0	4.6	▼ -33.7%
Other Travel*	6.7	12.3	12.8	13.7	14.3	17.2	13.9	14.1	15.1	14.1	▼ -6.3%
TOTAL	88.5	130.6	134.5	142.9	154.1	166.6	175.0	189.7	225.7	183.5	▼ -18.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,860	3,420	3,450	3,570	3,740	3,880	4,060	4,230	5,000	3,930	▼ -21.3%
Arts, Ent. & Rec.	920	1,010	1,070	1,100	1,140	1,210	1,220	1,210	1,190	920	▼ -22.5%
Retail**	520	600	600	610	600	620	640	630	640	470	▼ -26.5%
Ground Tran.	140	150	150	150	160	160	170	160	170	110	▼ -32.7%
Other Travel*	260	350	370	390	390	410	340	350	360	330	▼ -9.3%
TOTAL	4,710	5,530	5,630	5,820	6,010	6,270	6,430	6,580	7,360	5,770	▼ -21.6%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	2.0	3.9	4.3	4.6	5.4	5.9	6.2	6.0	6.0	3.8	▼ -37.3%
State Tax Receipts	9.2	15.1	15.4	15.8	16.7	17.9	20.1	20.9	22.8	17.8	▼ -22.2%
TOTAL	11.3	19.0	19.6	20.5	22.1	23.8	26.2	26.9	28.8	21.5	▼ -25.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Clackamas County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Clackamas County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$106	$219	$245	$526	2.3	2.1
Private Home	$31	$111	$62	$227	2.0	3.6
Other Overnight	$26	$84	$66	$215	2.5	3.3
All Overnight	$75	$225	$159	$496	2.1	3.1

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,472,900	1,475,970	1,038,400	696,870	696,550	449,860
Private Home	5,284,680	5,345,610	2,780,420	2,561,010	2,588,330	1,376,460
Other Overnight	628,060	639,720	441,450	194,080	197,500	173,860
All Overnight	**7,385,640**	**7,461,300**	**4,260,270**	**3,451,970**	**3,482,380**	**2,000,180**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	742,360	744,030	502,950	339,700	339,790	209,730
Private Home	1,714,060	1,733,820	771,360	804,150	812,980	378,500
Other Overnight	189,830	193,440	135,640	58,400	59,460	53,120
All Overnight	**2,646,240**	**2,671,280**	**1,409,950**	**1,202,250**	**1,212,230**	**641,350**

Clatsop County / Insights

Direct Travel Impacts 2020p

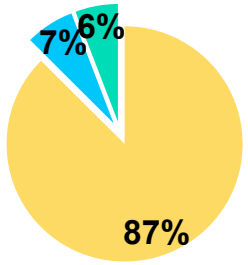
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$64,818
Employee Earnings generated by $100 Visitor Spending	$48
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	23%
Overnight Visitor Day Share of Resident Population**	25%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

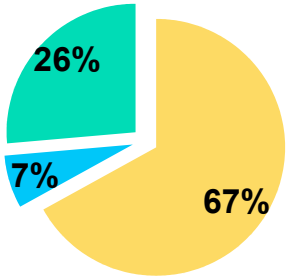
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Clatsop County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Clatsop County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	317.6	439.3	467.4	516.4	539.1	550.6	561.1	582.9	601.3	347.6	▼ -42.2%	▲ 0.5%
Other	10.6	20.1	7.1	7.0	5.8	4.5	5.0	5.8	5.9	3.6	▼ -39.0%	▼ -6.2%
Visitor	307.0	419.2	460.2	509.4	533.3	546.1	556.1	577.2	595.5	344.0	▼ -42.2%	▲ 0.7%
Earnings ($Million)												
Earnings (Current $)	92.1	127.8	134.4	142.3	156.8	164.4	177.7	203.0	215.7	166.4	▼ -22.8%	▲ 3.5%
Employment (Jobs)												
Employment	4,760	5,090	5,280	5,470	5,800	5,990	6,210	6,620	6,830	5,320	▼ -22.1%	▲ 0.7%
Tax Revenue ($Million)												
Total (Current $)	12.0	18.3	19.8	21.6	23.7	24.5	27.0	28.8	29.6	24.6	▼ -16.8%	▲ 4.3%
Local	4.9	7.5	8.3	9.3	10.5	10.7	11.1	11.5	11.6	10.9	▼ -5.5%	▲ 4.9%
State	7.1	10.9	11.5	12.3	13.2	13.8	15.9	17.3	18.0	13.7	▼ -24.1%	▲ 3.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Clatsop County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	307.0	419.2	460.2	509.4	533.3	546.1	556.1	577.2	595.5	344.0	▼ -42.2%
Other Travel*	10.6	20.1	7.1	7.0	5.8	4.5	5.0	5.8	5.9	3.6	▼ -39.0%
TOTAL	317.6	439.3	467.4	516.4	539.1	550.6	561.1	582.9	601.3	347.6	▼ -42.2%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	133.8	214.7	238.7	270.5	287.4	295.2	302.7	314.8	323.6	238.3	▼ -26.4%
Private Home	11.4	15.1	15.2	15.4	15.2	15.4	15.8	16.5	17.0	16.2	▼ -5.0%
Campground	20.8	22.4	23.9	24.2	24.7	25.4	25.5	26.6	27.7	10.0	▼ -63.8%
2nd Home	10.7	13.7	13.7	14.0	14.1	14.2	14.7	15.2	15.6	8.0	▼ -48.6%
Day Travel	130.2	153.3	168.8	185.3	191.9	195.9	197.4	204.1	211.6	71.5	▼ -66.2%
TOTAL	307.0	419.2	460.2	509.4	533.3	546.1	556.1	577.2	595.5	344.0	▼ -42.2%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	65.8	100.9	109.6	122.6	136.1	141.3	146.8	151.5	153.8	146.7	▼ -4.6%
Food Service	85.3	121.2	137.0	155.0	166.3	173.9	177.1	184.7	194.8	78.2	▼ -59.9%
Food Stores	27.7	34.7	37.9	41.6	43.7	43.8	43.2	43.9	45.4	31.9	▼ -29.8%
Local Tran. & Gas	24.4	49.6	52.2	55.0	46.6	44.2	47.4	53.5	54.3	31.0	▼ -43.0%
Arts, Ent. & Rec.	46.8	51.8	56.9	62.6	65.5	67.1	66.8	68.2	70.0	26.7	▼ -61.8%
Retail Sales	56.9	61.0	66.7	72.5	75.1	75.8	74.7	75.5	77.2	29.6	▼ -61.7%
TOTAL	307.0	419.2	460.2	509.4	533.3	546.1	556.1	577.2	595.5	344.0	▼ -42.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Clatsop County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	62.4	90.4	100.5	105.7	118.0	123.9	136.3	158.2	168.6	128.1	▼ -24.0%
Arts, Ent. & Rec.	14.5	17.3	17.9	18.8	19.8	21.0	21.5	23.4	24.9	23.8	▼ -4.4%
Retail**	10.6	12.4	13.6	15.1	16.1	16.8	17.1	18.5	18.9	11.8	▼ -37.4%
Ground Tran.	1.2	1.6	1.8	2.1	2.2	2.4	2.5	2.6	2.8	2.2	▼ -22.7%
Other Travel*	3.4	6.2	0.7	0.7	0.7	0.2	0.2	0.3	0.3	0.4	▲ 30.7%
TOTAL	92.1	127.8	134.4	142.3	156.8	164.4	177.7	203.0	215.7	166.4	▼ -22.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,310	3,600	3,810	3,910	4,190	4,380	4,630	4,980	5,190	4,020	▼ -22.5%
Arts, Ent. & Rec.	790	800	810	840	860	850	850	880	880	830	▼ -5.4%
Retail**	540	550	580	630	660	680	660	680	680	400	▼ -41.3%
Ground Tran.	50	50	60	60	60	70	70	70	70	50	▼ -21.5%
Other Travel*	70	90	30	30	30	10	10	10	10	20	▲ 18.9%
TOTAL	4,760	5,090	5,280	5,470	5,800	5,990	6,210	6,620	6,830	5,320	▼ -22.1%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	4.9	7.5	8.3	9.3	10.5	10.7	11.1	11.5	11.6	10.9	▼ -5.5%
State Tax Receipts	7.1	10.9	11.5	12.3	13.2	13.8	15.9	17.3	18.0	13.7	▼ -24.1%
TOTAL	12.0	18.3	19.8	21.6	23.7	24.5	27.0	28.8	29.6	24.6	▼ -16.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Clatsop County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Clatsop County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$105	$221	$277	$596	2.6	2.2
Private Home	$26	$92	$62	$222	2.4	3.6
Other Overnight	$28	$91	$71	$234	2.5	3.3
All Overnight	$144	$353	$372	$929	2.6	2.5

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	2,371,310	2,417,030	2,272,510	970,060	988,760	861,320
Private Home	506,550	513,180	622,990	194,400	196,950	259,290
Other Overnight	1,031,950	1,050,280	647,820	315,300	320,670	254,090
All Overnight	**3,909,810**	**3,980,490**	**3,543,310**	**1,479,760**	**1,506,380**	**1,374,700**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,253,650	1,277,810	1,076,210	512,840	522,730	399,520
Private Home	166,560	168,740	174,950	63,920	64,760	72,810
Other Overnight	312,020	317,690	197,580	95,060	96,720	77,210
All Overnight	**1,732,220**	**1,764,240**	**1,448,740**	**671,820**	**684,200**	**549,540**

Columbia County / Insights

Direct Travel Impacts 2020p

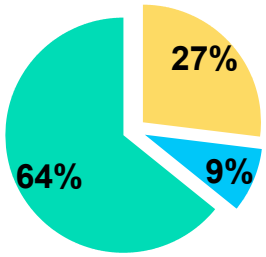
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$39,487
Employee Earnings generated by $100 Visitor Spending	$52
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	2%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

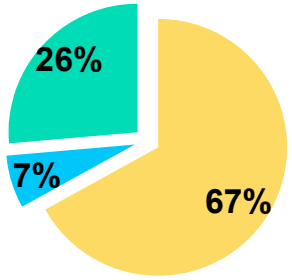
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Columbia County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Columbia County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	25.8	37.6	36.4	38.4	36.9	37.3	39.3	41.5	42.7	26.3	▼ -38.3%	▲ 0.1%
Other	4.0	8.3	8.0	7.7	6.1	5.9	6.6	7.6	7.7	4.6	▼ -39.7%	▲ 0.9%
Visitor	21.8	29.3	28.3	30.7	30.8	31.5	32.7	33.9	35.0	21.7	▼ -38.0%	▼ 0.0%
Earnings ($Million)												
Earnings (Current $)	5.8	9.3	9.2	10.0	10.6	11.4	12.9	13.8	14.5	11.7	▼ -19.8%	▲ 4.2%
Employment (Jobs)												
Employment	440	570	560	580	610	630	680	700	740	570	▼ -22.6%	▲ 1.6%
Tax Revenue ($Million)												
Total (Current $)	0.9	1.3	1.3	1.4	1.4	1.5	1.7	1.8	1.8	1.4	▼ -22.5%	▲ 2.8%
State	0.9	1.3	1.3	1.4	1.4	1.5	1.7	1.8	1.8	1.4	▼ -22.5%	▲ 2.8%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Columbia County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	21.8	29.3	28.3	30.7	30.8	31.5	32.7	33.9	35.0	21.7	▼ -38.0%
Other Travel*	4.0	8.3	8.0	7.7	6.1	5.9	6.6	7.6	7.7	4.6	▼ -39.7%
TOTAL	25.8	37.6	36.4	38.4	36.9	37.3	39.3	41.5	42.7	26.3	▼ -38.3%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	4.0	4.5	3.5	4.4	4.8	5.0	5.2	5.3	5.5	4.7	▼ -15.4%
Private Home	8.8	11.9	11.9	12.7	12.4	12.6	13.1	13.7	14.1	11.1	▼ -21.0%
Campground	0.7	2.4	2.5	2.5	2.6	2.7	2.7	2.8	2.9	1.2	▼ -60.1%
2nd Home	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.4	▼ -19.8%
Day Travel	8.0	10.0	10.0	10.6	10.6	10.8	11.2	11.6	12.0	4.4	▼ -63.8%
TOTAL	21.8	29.3	28.3	30.7	30.8	31.5	32.7	33.9	35.0	21.7	▼ -38.0%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	2.0	2.6	2.2	2.7	3.1	3.2	3.3	3.4	3.5	1.4	▼ -60.3%
Food Service	6.3	8.8	8.8	9.6	9.8	10.3	10.8	11.4	11.9	7.6	▼ -36.3%
Food Stores	3.6	5.2	5.2	5.7	5.7	5.8	5.8	5.9	6.1	3.5	▼ -43.5%
Local Tran. & Gas	2.0	3.8	3.6	3.6	3.0	2.9	3.2	3.6	3.6	3.0	▼ -18.3%
Arts, Ent. & Rec.	3.4	3.8	3.7	4.0	4.0	4.1	4.2	4.3	4.4	1.9	▼ -56.9%
Retail Sales	4.5	5.0	4.9	5.2	5.1	5.2	5.3	5.3	5.4	4.4	▼ -19.3%
TOTAL	21.8	29.3	28.3	30.7	30.8	31.5	32.7	33.9	35.0	21.7	▼ -38.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Columbia County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	3.3	6.2	6.1	6.7	7.3	8.0	9.4	10.2	10.8	8.7	▼ -19.0%
Arts, Ent. & Rec.	1.1	1.3	1.2	1.3	1.3	1.2	1.3	1.3	1.3	0.9	▼ -35.7%
Retail**	1.0	1.3	1.3	1.5	1.5	1.5	1.6	1.7	1.7	1.4	▼ -17.6%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	▼ -5.6%
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	▼ -7.5%
TOTAL	5.8	9.3	9.2	10.0	10.6	11.4	12.9	13.8	14.5	11.7	▼ -19.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	240	340	340	350	370	390	420	430	440	350	▼ -21.2%
Arts, Ent. & Rec.	120	140	140	140	140	150	170	170	190	140	▼ -28.5%
Retail**	60	60	60	70	70	70	70	70	70	50	▼ -21.1%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	▼ -4.1%
Other Travel*	20	20	20	20	20	20	20	20	20	20	▼ -9.9%
TOTAL	440	570	560	580	610	630	680	700	740	570	▼ -23.0%
Tax Receipts Generated by Travel Spending ($Millions)											
State Tax Receipts	0.9	1.3	1.3	1.4	1.4	1.5	1.7	1.8	1.8	1.4	▼ -22.5%
TOTAL	0.9	1.3	1.3	1.4	1.4	1.5	1.7	1.8	1.8	1.4	▼ -22.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Columbia County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Columbia County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$197	$399	$527	$1,070	2.7	2.0
Private Home	$32	$116	$62	$226	2.0	3.6
Other Overnight	$29	$95	$74	$240	2.5	3.3
All Overnight	$52	$177	$106	$366	2.0	3.5

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	51,760	53,330	23,710	21,800	22,460	8,850
Private Home	539,040	544,420	348,090	254,040	256,580	178,360
Other Overnight	94,470	96,630	53,010	29,070	29,700	21,200
All Overnight	**685,270**	**694,380**	**424,820**	**304,910**	**308,740**	**208,400**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	25,360	26,130	11,680	10,680	11,010	4,360
Private Home	173,800	175,540	96,060	81,910	82,730	49,220
Other Overnight	28,890	29,560	16,450	8,830	9,030	6,520
All Overnight	**228,050**	**231,230**	**124,200**	**101,420**	**102,760**	**60,100**

Coos County / Insights

Direct Travel Impacts 2020p

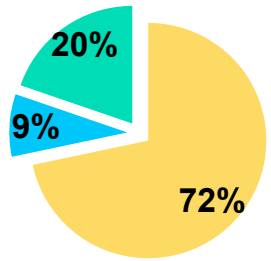
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$59,756
Employee Earnings generated by $100 Visitor Spending	$44
Local & State Tax Revenues generated by $100 Visitor Spending	$5
Visitor Shares	
Travel Share of Total Employment (2020)	9%
Overnight Visitor Day Share of Resident Population**	11%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

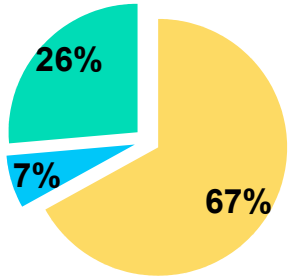
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Coos County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Coos County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	180.5	230.7	243.9	252.6	260.1	265.5	271.0	277.8	288.5	176.4	▼ -38.9%	▼ -0.1%
Other	8.9	12.6	11.7	11.2	9.4	9.1	9.8	11.1	11.3	6.4	▼ -43.4%	▼ -2.0%
Visitor	171.5	218.0	232.2	241.3	250.8	256.4	261.2	266.7	277.3	170.0	▼ -38.7%	▼ -0.1%
Earnings ($Million)												
Earnings (Current $)	48.3	60.4	63.5	66.6	72.0	76.5	79.2	84.4	90.0	80.0	▼ -11.0%	▲ 3.0%
Employment (Jobs)												
Employment	3,110	3,030	3,010	3,030	3,140	3,290	3,290	3,320	3,360	2,950	▼ -12.4%	▼ -0.3%
Tax Revenue ($Million)												
Total (Current $)	5.7	7.3	7.6	7.9	8.5	8.9	9.8	10.1	10.6	8.8	▼ -16.5%	▲ 2.6%
Local	1.2	1.1	1.2	1.2	1.4	1.4	1.5	1.5	1.5	1.5	▼ -2.0%	▲ 1.4%
State	4.5	6.2	6.5	6.7	7.1	7.5	8.3	8.6	9.0	7.3	▼ -19.0%	▲ 2.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Coos County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	171.5	218.0	232.2	241.3	250.8	256.4	261.2	266.7	277.3	170.0	▼ -38.7%
Other Travel*	8.9	12.6	11.7	11.2	9.4	9.1	9.8	11.1	11.3	6.4	▼ -43.4%
TOTAL	180.5	230.7	243.9	252.6	260.1	265.5	271.0	277.8	288.5	176.4	▼ -38.9%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	66.2	94.9	102.1	108.3	115.0	118.8	122.5	122.9	127.9	99.0	▼ -22.6%
Private Home	22.7	27.3	28.1	27.7	28.0	27.8	27.9	29.0	29.9	27.2	▼ -8.9%
Campground	17.0	19.0	20.3	20.6	20.9	21.5	21.6	22.5	23.5	9.9	▼ -57.8%
2nd Home	2.9	3.5	3.5	3.5	3.6	3.6	3.7	3.8	3.9	2.0	▼ -48.6%
Day Travel	62.8	73.3	78.3	81.2	83.3	84.8	85.6	88.4	92.2	31.9	▼ -65.4%
TOTAL	171.5	218.0	232.2	241.3	250.8	256.4	261.2	266.7	277.3	170.0	▼ -38.7%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	33.3	45.3	47.6	50.1	55.5	58.8	61.5	59.1	60.8	57.8	▼ -4.9%
Food Service	43.8	58.7	64.1	68.4	72.8	76.0	77.7	80.8	85.8	42.8	▼ -50.1%
Food Stores	17.8	21.7	23.0	24.1	25.1	25.1	24.7	25.1	26.1	18.3	▼ -29.8%
Local Tran. & Gas	15.1	28.6	29.1	28.9	24.4	23.0	24.8	27.9	28.6	16.8	▼ -41.2%
Arts, Ent. & Rec.	33.3	34.8	37.0	38.4	39.8	40.7	40.6	41.4	42.8	13.4	▼ -68.6%
Retail Sales	25.2	26.1	27.6	28.3	29.1	29.2	28.9	29.1	30.0	18.6	▼ -37.8%
Visitor Air Tran.	3.1	2.9	3.7	3.0	4.0	3.6	3.1	3.2	3.3	2.2	▼ -34.0%
TOTAL	171.5	218.0	232.2	241.3	250.8	256.4	261.2	266.7	277.3	170.0	▼ -38.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Coos County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	29.8	38.8	40.4	42.6	46.5	49.6	51.2	55.7	60.1	52.8	▼ -12.2%
Arts, Ent. & Rec.	8.8	10.5	11.3	11.4	12.0	12.5	12.8	12.8	13.8	13.5	▼ -1.5%
Retail**	5.6	6.4	6.8	7.2	7.6	7.9	8.0	8.2	8.4	6.6	▼ -21.0%
Ground Tran.	0.7	0.9	1.0	1.1	1.1	1.2	1.3	1.4	1.5	1.2	▼ -21.9%
Other Travel*	3.3	3.8	4.0	4.3	4.8	5.2	5.8	6.2	6.3	6.0	▼ -5.5%
TOTAL	48.3	60.4	63.5	66.6	72.0	76.5	79.2	84.4	90.0	80.0	▼ -11.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,820	1,750	1,740	1,770	1,860	1,950	2,000	2,030	2,110	1,840	▼ -12.7%
Arts, Ent. & Rec.	860	870	850	820	830	860	820	820	800	740	▼ -6.6%
Retail**	290	290	300	310	320	330	330	320	310	230	▼ -25.6%
Ground Tran.	30	30	30	30	30	30	30	30	40	30	▼ -20.7%
Other Travel*	110	90	90	90	100	110	110	120	110	100	▼ -8.5%
TOTAL	3,110	3,030	3,010	3,030	3,140	3,290	3,290	3,320	3,360	2,950	▼ -12.2%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	1.2	1.1	1.2	1.2	1.4	1.4	1.5	1.5	1.5	1.5	▼ -2.0%
State Tax Receipts	4.5	6.2	6.5	6.7	7.1	7.5	8.3	8.6	9.0	7.3	▼ -19.0%
TOTAL	5.7	7.3	7.6	7.9	8.5	8.9	9.8	10.1	10.6	8.8	▼ -16.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Coos County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Coos County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$92	$190	$243	$512	2.6	2.1
Private Home	$27	$97	$65	$232	2.4	3.6
Other Overnight	$29	$91	$77	$243	2.7	3.2
All Overnight	$95	$254	$242	$660	2.5	2.7

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,096,440	1,131,570	1,079,100	450,140	464,660	408,170
Private Home	824,740	833,630	998,770	321,160	325,000	417,250
Other Overnight	669,750	685,610	413,760	196,480	201,040	155,010
All Overnight	**2,590,940**	**2,650,810**	**2,491,620**	**967,780**	**990,700**	**980,440**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	579,660	598,230	520,980	237,670	245,320	193,280
Private Home	271,180	274,100	280,480	104,940	106,140	117,000
Other Overnight	207,180	212,140	130,920	60,670	62,100	48,920
All Overnight	**1,058,020**	**1,084,470**	**932,380**	**403,280**	**413,560**	**359,200**

Crook County / Insights

Direct Travel Impacts 2020p

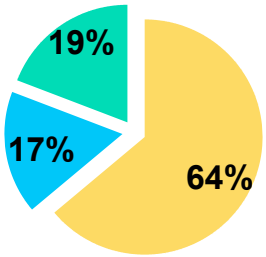
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$49,742
Employee Earnings generated by $100 Visitor Spending	$47
Local & State Tax Revenues generated by $100 Visitor Spending	$5
Visitor Shares	
Travel Share of Total Employment (2020)	6%
Overnight Visitor Day Share of Resident Population**	6%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

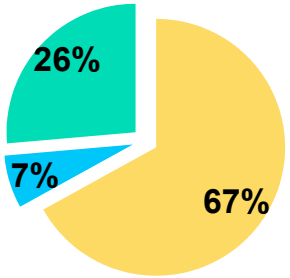
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Crook County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Crook County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	20.9	36.1	40.4	40.3	42.1	44.2	45.9	48.9	52.8	35.1	▼ -33.6%	▲ 3.1%
Other	1.8	3.5	3.4	3.3	2.7	2.6	2.9	3.5	3.5	2.2	▼ -38.3%	▲ 1.2%
Visitor	19.2	32.7	37.0	37.1	39.4	41.6	43.0	45.4	49.3	32.9	▼ -33.2%	▲ 3.2%
Earnings ($Million)												
Earnings (Current $)	5.6	9.2	9.8	10.6	12.2	13.0	13.8	15.6	16.7	15.6	▼ -6.1%	▲ 6.2%
Employment (Jobs)												
Employment	400	490	490	510	570	580	580	680	710	670	▼ -6.8%	▲ 3.0%
Tax Revenue ($Million)												
Total (Current $)	0.8	1.2	1.2	1.3	1.4	1.5	1.7	1.8	2.0	1.8	▼ -11.2%	▲ 4.6%
Local	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.3	▼ -14.7%	▲ 1.3%
State	0.6	0.9	1.0	1.0	1.1	1.2	1.4	1.5	1.6	1.5	▼ -10.4%	▲ 5.7%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Crook County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	19.2	32.7	37.0	37.1	39.4	41.6	43.0	45.4	49.3	32.9	▼ -33.2%
Other Travel*	1.8	3.5	3.4	3.3	2.7	2.6	2.9	3.5	3.5	2.2	▼ -38.3%
TOTAL	20.9	36.1	40.4	40.3	42.1	44.2	45.9	48.9	52.8	35.1	▼ -33.6%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	3.8	13.1	16.3	16.4	18.0	19.5	20.4	21.8	24.4	18.2	▼ -25.6%
Private Home	3.2	4.3	4.3	4.2	4.4	4.6	4.7	5.0	5.2	5.4	▲ 4.0%
Campground	5.6	6.3	6.7	6.8	6.9	7.1	7.1	7.4	7.8	3.5	▼ -54.4%
2nd Home	1.1	1.4	1.4	1.5	1.5	1.5	1.6	1.6	1.7	1.3	▼ -19.8%
Day Travel	5.4	7.6	8.2	8.2	8.6	8.9	9.2	9.7	10.2	4.4	▼ -56.6%
TOTAL	19.2	32.7	37.0	37.1	39.4	41.6	43.0	45.4	49.3	32.9	▼ -33.2%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	3.0	7.3	9.0	9.2	10.4	11.4	12.0	12.6	14.4	11.9	▼ -17.0%
Food Service	4.8	8.5	9.6	9.7	10.5	11.2	11.6	12.5	13.5	8.0	▼ -40.6%
Food Stores	3.5	4.7	5.0	5.1	5.4	5.5	5.5	5.7	6.0	3.9	▼ -34.6%
Local Tran. & Gas	1.5	3.3	3.5	3.3	2.8	2.8	3.0	3.5	3.6	3.2	▼ -11.2%
Arts, Ent. & Rec.	3.1	4.9	5.5	5.4	5.8	6.1	6.1	6.4	6.8	2.4	▼ -65.5%
Retail Sales	3.2	4.0	4.3	4.3	4.5	4.6	4.6	4.8	5.0	3.5	▼ -30.2%
TOTAL	19.2	32.7	37.0	37.1	39.4	41.6	43.0	45.4	49.3	32.9	▼ -33.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Crook County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	3.7	5.9	6.5	7.1	8.4	9.1	9.7	10.5	11.1	10.1	▼ -9.3%
Arts, Ent. & Rec.	0.9	2.0	1.9	2.0	2.2	2.3	2.4	3.3	3.6	4.1	▲ 14.3%
Retail**	0.8	1.1	1.2	1.2	1.3	1.3	1.4	1.5	1.5	1.2	▼ -23.8%
Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	▼ -19.0%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	▼ -48.3%
TOTAL	5.6	9.2	9.8	10.6	12.2	13.0	13.8	15.6	16.7	15.6	▼ -6.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	210	230	240	250	290	300	310	330	330	300	▼ -10.5%
Arts, Ent. & Rec.	140	200	190	190	210	210	200	270	310	320	▲ 3.9%
Retail**	40	50	50	50	60	60	60	60	60	40	▼ -31.9%
Ground Tran.	0	0	10	10	10	10	10	10	10	10	▼ -17.8%
Other Travel*	10	10	10	10	10	10	10	10	10	0	▼ -51.4%
TOTAL	400	490	490	510	570	580	580	680	710	670	▼ -5.6%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.3	▼ -14.7%
State Tax Receipts	0.6	0.9	1.0	1.0	1.1	1.2	1.4	1.5	1.6	1.5	▼ -10.4%
TOTAL	0.8	1.2	1.2	1.3	1.4	1.5	1.7	1.8	2.0	1.8	▼ -11.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Crook County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Crook County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$92	$167	$245	$455	2.7	1.9
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$27	$79	$72	$208	2.6	2.9
All Overnight	$80	$196	$204	$505	2.5	2.5

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	204,580	218,610	198,280	83,390	89,110	74,150
Private Home	236,350	243,780	205,420	92,380	95,290	87,170
Other Overnight	268,690	274,360	177,970	79,670	81,310	67,280
All Overnight	**709,620**	**736,750**	**581,670**	**255,440**	**265,710**	**228,590**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	123,000	131,430	108,540	50,140	53,570	39,950
Private Home	91,940	94,830	68,330	35,940	37,070	28,990
Other Overnight	90,290	92,110	61,570	26,930	27,450	23,390
All Overnight	**305,230**	**318,370**	**238,440**	**113,000**	**118,090**	**92,330**

Curry County / Insights

Direct Travel Impacts 2020p

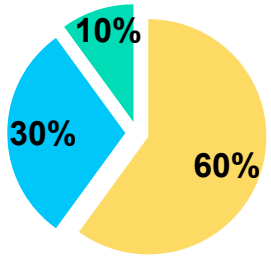
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$39,754
Employee Earnings generated by $100 Visitor Spending	$68
Local & State Tax Revenues generated by $100 Visitor Spending	$5
Visitor Shares	
Travel Share of Total Employment (2020)	19%
Overnight Visitor Day Share of Resident Population**	16%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

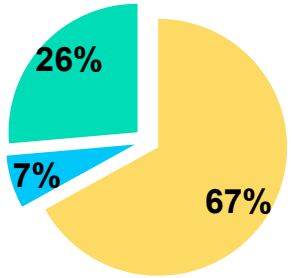
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Curry County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Curry County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	101.8	117.7	121.9	123.6	127.0	130.4	132.6	138.3	143.0	78.3	▼ -45.3%	▼ -1.5%
Other	1.9	3.8	3.6	3.5	2.8	2.6	2.9	3.3	3.4	2.0	▼ -39.4%	▲ 0.5%
Visitor	99.9	113.9	118.3	120.2	124.2	127.8	129.7	135.0	139.6	76.2	▼ -45.4%	▼ -1.6%
Earnings ($Million)												
Earnings (Current $)	33.0	37.9	40.2	41.9	46.3	49.1	51.2	54.4	57.8	52.1	▼ -9.9%	▲ 2.7%
Employment (Jobs)												
Employment	1,970	1,740	1,800	1,790	1,910	2,010	2,040	2,120	2,200	1,920	▼ -12.5%	▼ -0.1%
Tax Revenue ($Million)												
Total (Current $)	2.8	3.5	3.6	3.7	4.0	4.2	4.6	4.8	5.0	4.0	▼ -18.4%	▲ 2.1%
Local	0.5	0.5	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.6	▼ -14.9%	▲ 1.3%
State	2.4	3.0	3.1	3.1	3.4	3.6	3.9	4.1	4.3	3.5	▼ -19.0%	▲ 2.3%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Curry County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	99.9	113.9	118.3	120.2	124.2	127.8	129.7	135.0	139.6	76.2	▼ -45.4%
Other Travel*	1.9	3.8	3.6	3.5	2.8	2.6	2.9	3.3	3.4	2.0	▼ -39.4%
TOTAL	101.8	117.7	121.9	123.6	127.0	130.4	132.6	138.3	143.0	78.3	▼ -45.3%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	34.9	41.2	42.0	42.8	45.2	46.9	48.3	50.4	51.8	40.1	▼ -22.6%
Private Home	5.5	7.1	7.1	7.1	7.2	7.2	7.3	7.6	7.8	6.7	▼ -13.9%
Campground	25.3	29.4	31.3	31.7	32.4	33.2	33.4	34.8	36.3	18.1	▼ -50.1%
2nd Home	2.9	3.5	3.5	3.6	3.6	3.6	3.7	3.8	3.9	2.0	▼ -48.6%
Day Travel	31.4	32.8	34.3	34.9	35.9	36.8	37.0	38.4	39.9	9.3	▼ -76.6%
TOTAL	99.9	113.9	118.3	120.2	124.2	127.8	129.7	135.0	139.6	76.2	▼ -45.4%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	20.2	23.1	23.7	24.0	26.3	27.8	29.0	29.8	30.4	25.0	▼ -17.8%
Food Service	25.6	30.5	32.4	33.7	35.8	37.6	38.3	40.2	42.4	20.0	▼ -53.0%
Food Stores	13.6	15.8	16.6	17.2	17.9	18.0	17.6	18.0	18.7	10.2	▼ -45.5%
Local Tran. & Gas	8.3	14.0	13.8	13.2	11.1	10.5	11.3	12.9	13.1	7.8	▼ -39.9%
Arts, Ent. & Rec.	15.5	14.8	15.4	15.7	16.2	16.7	16.6	17.0	17.5	6.1	▼ -65.3%
Retail Sales	16.8	15.7	16.3	16.4	16.9	17.1	16.8	17.1	17.5	7.1	▼ -59.3%
TOTAL	99.9	113.9	118.3	120.2	124.2	127.8	129.7	135.0	139.6	76.2	▼ -45.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Curry County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	23.5	28.8	30.6	32.7	36.6	39.3	41.2	44.2	47.1	43.9	▼ -6.8%
Arts, Ent. & Rec.	5.0	4.3	4.5	3.9	4.1	4.1	4.1	4.1	4.4	4.2	▼ -3.9%
Retail**	4.1	4.3	4.5	4.7	4.9	5.1	5.2	5.4	5.6	3.3	▼ -40.5%
Ground Tran.	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.5	▼ -17.6%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 4.6%
TOTAL	33.0	37.9	40.2	41.9	46.3	49.1	51.2	54.4	57.8	52.1	▼ -9.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,260	1,190	1,220	1,220	1,310	1,400	1,420	1,450	1,510	1,360	▼ -10.1%
Arts, Ent. & Rec.	460	340	370	340	360	380	380	420	430	410	▼ -4.7%
Retail**	230	190	190	210	220	220	220	230	230	130	▼ -43.6%
Ground Tran.	20	10	10	10	10	10	10	10	10	10	▼ -16.4%
Other Travel*	10	10	10	10	10	10	10	10	10	10	▲ 6.9%
TOTAL	1,970	1,740	1,800	1,790	1,910	2,010	2,040	2,120	2,200	1,920	▼ -12.7%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.5	0.5	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.6	▼ -14.9%
State Tax Receipts	2.4	3.0	3.1	3.1	3.4	3.6	3.9	4.1	4.3	3.5	▼ -19.0%
TOTAL	2.8	3.5	3.6	3.7	4.0	4.2	4.6	4.8	5.0	4.0	▼ -18.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Curry County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Curry County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$109	$180	$303	$499	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$31	$92	$83	$250	2.7	3.0
All Overnight	$84	$204	$222	$544	2.6	2.4

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	458,630	467,870	366,890	186,950	190,710	132,390
Private Home	229,300	230,240	253,020	89,630	89,990	107,360
Other Overnight	913,650	936,130	653,460	265,410	271,860	241,360
All Overnight	**1,601,580**	**1,634,250**	**1,273,370**	**541,990**	**552,570**	**481,110**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	275,730	281,290	222,380	112,390	114,660	80,240
Private Home	89,200	89,560	84,160	34,860	35,010	35,710
Other Overnight	295,670	302,780	217,510	86,170	88,210	80,560
All Overnight	**660,590**	**673,620**	**524,060**	**233,430**	**237,880**	**196,520**

Deschutes County / Insights

Direct Travel Impacts 2020p

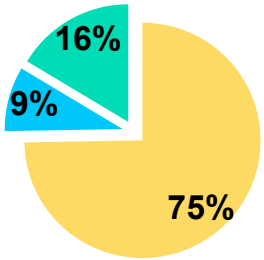
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$78,513
Employee Earnings generated by $100 Visitor Spending	$41
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	5%
Overnight Visitor Day Share of Resident Population**	9%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

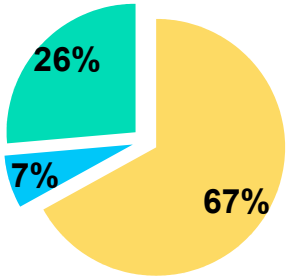
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Deschutes County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Deschutes County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	318.7	557.0	596.1	622.8	663.7	715.8	759.6	814.5	886.5	547.6	▼ -38.2%	▲ 3.2%
Other	29.6	62.0	63.9	66.3	67.5	71.0	80.4	94.9	97.2	44.5	▼ -54.3%	▲ 2.4%
Visitor	289.1	495.0	532.2	556.5	596.2	644.9	679.2	719.7	789.4	503.1	▼ -36.3%	▲ 3.3%
Earnings ($Million)												
Earnings (Current $)	78.3	131.5	140.8	154.6	175.5	187.7	202.5	226.2	246.2	216.2	▼ -12.2%	▲ 6.2%
Employment (Jobs)												
Employment	4,180	5,630	5,870	6,270	6,740	6,970	7,110	7,560	7,870	6,610	▼ -16.0%	▲ 2.7%
Tax Revenue ($Million)												
Total (Current $)	13.8	22.0	23.9	25.6	28.4	31.3	35.3	37.5	41.9	36.2	▼ -13.7%	▲ 5.9%
Local	6.4	8.3	9.4	10.2	11.6	13.2	14.0	14.6	17.0	16.0	▼ -6.3%	▲ 5.5%
State	7.3	13.7	14.5	15.4	16.8	18.2	21.2	22.9	24.9	20.2	▼ -18.7%	▲ 6.1%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Deschutes County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	289.1	495.0	532.2	556.5	596.2	644.9	679.2	719.7	789.4	503.1	▼ -36.3%
Other Travel*	29.6	62.0	63.9	66.3	67.5	71.0	80.4	94.9	97.2	44.5	▼ -54.3%
TOTAL	318.7	557.0	596.1	622.8	663.7	715.8	759.6	814.5	886.5	547.6	▼ -38.2%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	141.8	271.0	296.3	314.6	343.9	381.2	401.8	426.0	480.2	336.6	▼ -29.9%
Private Home	52.0	83.8	88.5	90.7	96.2	101.2	109.1	117.0	123.2	73.8	▼ -40.0%
Campground	20.7	24.3	25.9	26.2	26.7	27.4	27.6	28.8	30.1	18.1	▼ -39.9%
2nd Home	22.4	34.9	35.9	36.6	36.9	37.2	39.0	40.4	41.4	21.3	▼ -48.6%
Day Travel	52.3	80.9	85.7	88.3	92.5	97.8	101.7	107.4	114.5	53.3	▼ -53.5%
TOTAL	289.1	495.0	532.2	556.5	596.2	644.9	679.2	719.7	789.4	503.1	▼ -36.3%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	69.3	121.3	134.4	146.3	165.8	187.4	197.6	204.2	237.7	208.5	▼ -12.3%
Food Service	72.9	133.5	144.4	152.1	165.5	181.3	189.8	202.8	222.1	107.1	▼ -51.8%
Food Stores	26.8	41.8	44.0	46.1	48.8	50.3	50.8	52.4	55.4	45.5	▼ -18.0%
Local Tran. & Gas	22.9	58.5	58.8	57.4	49.4	49.1	54.1	62.7	66.1	40.9	▼ -38.2%
Arts, Ent. & Rec.	40.4	57.2	60.3	62.2	65.8	70.2	71.9	74.9	79.5	34.6	▼ -56.5%
Retail Sales	46.0	64.0	67.1	68.4	71.6	75.0	76.1	78.5	82.8	44.6	▼ -46.2%
Visitor Air Tran.	10.8	18.7	23.2	23.9	29.3	31.6	38.8	44.2	45.8	22.2	▼ -51.6%
TOTAL	289.1	495.0	532.2	556.5	596.2	644.9	679.2	719.7	789.4	503.1	▼ -36.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Deschutes County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	52.5	93.9	100.7	111.0	128.4	136.6	148.8	166.3	181.6	160.6	▼ -11.6%
Arts, Ent. & Rec.	12.0	17.3	18.7	21.1	22.6	23.7	24.9	28.7	31.5	28.9	▼ -8.3%
Retail**	9.2	13.8	14.5	15.2	16.4	17.6	18.5	19.8	20.9	16.1	▼ -22.9%
Ground Tran.	1.2	2.0	2.1	2.2	2.4	2.8	3.0	3.2	3.6	2.0	▼ -45.6%
Other Travel*	3.3	4.6	4.8	5.1	5.7	7.0	7.4	8.3	8.5	8.6	▲ 1.0%
TOTAL	78.3	131.5	140.8	154.6	175.5	187.7	202.5	226.2	246.2	216.2	▼ -12.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,780	3,970	4,160	4,420	4,830	4,960	5,030	5,310	5,520	4,730	▼ -14.3%
Arts, Ent. & Rec.	740	870	900	1,010	1,030	1,080	1,140	1,260	1,350	1,130	▼ -16.7%
Retail**	460	580	600	620	650	650	660	690	700	500	▼ -28.1%
Ground Tran.	50	60	70	70	70	80	80	80	90	50	▼ -44.7%
Other Travel*	140	140	140	150	160	200	200	220	210	200	▼ -5.7%
TOTAL	4,180	5,630	5,870	6,270	6,740	6,970	7,110	7,560	7,870	6,610	▼ -16.0%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	6.4	8.3	9.4	10.2	11.6	13.2	14.0	14.6	17.0	16.0	▼ -6.3%
State Tax Receipts	7.3	13.7	14.5	15.4	16.8	18.2	21.2	22.9	24.9	20.2	▼ -18.7%
TOTAL	13.8	22.0	23.9	25.6	28.4	31.3	35.3	37.5	41.9	36.2	▼ -13.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Deschutes County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Deschutes County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$125	$267	$319	$704	2.6	2.2
Private Home	$32	$113	$75	$268	2.4	3.6
Other Overnight	$25	$83	$64	$211	2.5	3.3
All Overnight	$119	$329	$295	$836	2.5	2.8

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	2,627,150	2,817,460	2,696,610	1,104,930	1,186,380	1,054,250
Private Home	2,433,540	2,510,630	2,325,890	1,021,150	1,061,120	989,310
Other Overnight	2,013,340	2,042,110	1,567,600	629,580	638,150	619,270
All Overnight	**7,074,040**	**7,370,200**	**6,590,100**	**2,755,660**	**2,885,650**	**2,662,830**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,388,900	1,489,510	1,259,660	578,360	620,730	478,270
Private Home	800,160	825,510	653,160	323,370	335,040	275,400
Other Overnight	600,480	609,300	475,250	187,270	189,890	187,070
All Overnight	**2,789,540**	**2,924,320**	**2,388,070**	**1,089,000**	**1,145,660**	**940,730**

Douglas County / Insights

Direct Travel Impacts 2020p

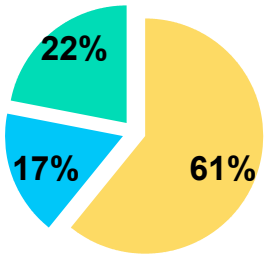
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$44,974
Employee Earnings generated by $100 Visitor Spending	$55
Local & State Tax Revenues generated by $100 Visitor Spending	$6
Visitor Shares	
Travel Share of Total Employment (2020)	6%
Overnight Visitor Day Share of Resident Population**	4%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

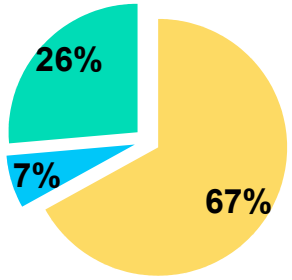
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Douglas County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Douglas County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	185.7	219.8	224.1	229.5	230.9	233.2	237.5	245.7	252.6	138.1	▼ -45.3%	▼ -1.7%
Other	9.6	19.0	18.4	17.7	14.3	12.5	13.9	16.0	16.2	9.9	▼ -39.3%	▲ 0.2%
Visitor	176.1	200.8	205.7	211.8	216.6	220.7	223.6	229.7	236.4	128.2	▼ -45.8%	▼ -1.8%
Earnings ($Million)												
Earnings (Current $)	49.8	55.9	58.6	61.5	64.5	68.1	70.4	72.8	76.9	71.2	▼ -7.5%	▲ 2.1%
Employment (Jobs)												
Employment	3,280	2,830	2,940	2,980	3,050	3,130	3,160	3,140	3,180	2,890	▼ -9.1%	▼ -0.7%
Tax Revenue ($Million)												
Total (Current $)	5.7	7.0	7.1	7.4	7.7	8.1	8.8	9.0	9.3	7.8	▼ -16.0%	▲ 1.9%
Local	0.9	1.1	1.1	1.2	1.3	1.4	1.4	1.4	1.5	1.3	▼ -12.4%	▲ 2.0%
State	4.7	5.9	6.0	6.2	6.4	6.7	7.4	7.6	7.9	6.6	▼ -16.6%	▲ 1.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Douglas County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	176.1	200.8	205.7	211.8	216.6	220.7	223.6	229.7	236.4	128.2	▼ -45.8%
Other Travel*	9.6	19.0	18.4	17.7	14.3	12.5	13.9	16.0	16.2	9.9	▼ -39.3%
TOTAL	185.7	219.8	224.1	229.5	230.9	233.2	237.5	245.7	252.6	138.1	▼ -45.3%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	51.9	58.0	58.9	62.2	65.3	67.6	68.6	67.6	69.6	55.3	▼ -20.5%
Private Home	25.8	34.1	34.2	34.5	34.3	34.5	35.2	36.9	37.6	21.2	▼ -43.7%
Campground	15.6	18.4	19.6	19.9	20.1	20.6	20.8	21.7	22.6	11.5	▼ -49.2%
2nd Home	2.6	4.1	4.1	4.2	4.2	4.2	4.3	4.5	4.6	2.4	▼ -48.6%
Day Travel	80.3	86.2	88.8	91.1	92.7	93.7	94.6	98.9	102.1	37.9	▼ -62.8%
TOTAL	176.1	200.8	205.7	211.8	216.6	220.7	223.6	229.7	236.4	128.2	▼ -45.8%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	27.2	29.8	30.5	32.4	35.6	37.8	38.5	35.2	35.8	30.2	▼ -15.6%
Food Service	45.3	55.0	57.5	60.2	63.4	65.7	67.2	71.0	74.6	37.6	▼ -49.6%
Food Stores	19.7	23.7	24.5	25.5	26.4	26.3	26.0	26.7	27.5	17.2	▼ -37.3%
Local Tran. & Gas	14.6	24.5	23.7	23.1	19.2	18.0	19.4	22.3	22.5	15.3	▼ -31.9%
Arts, Ent. & Rec.	37.8	37.0	37.9	38.7	39.6	40.4	40.4	41.8	42.6	11.1	▼ -73.9%
Retail Sales	31.6	30.8	31.4	31.9	32.4	32.4	32.0	32.8	33.4	16.7	▼ -49.9%
TOTAL	176.1	200.8	205.7	211.8	216.6	220.7	223.6	229.7	236.4	128.2	▼ -45.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Douglas County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	29.8	34.3	35.6	36.9	38.9	41.8	43.4	45.7	48.5	44.1	▼ -9.1%
Arts, Ent. & Rec.	11.8	12.7	13.7	15.0	15.5	16.3	16.7	16.3	17.2	19.0	▲ 10.4%
Retail**	6.6	7.2	7.4	7.8	8.1	8.4	8.6	9.0	9.2	6.5	▼ -30.1%
Ground Tran.	0.7	0.8	0.8	0.9	0.9	1.0	1.0	1.1	1.2	0.8	▼ -29.2%
Other Travel*	0.8	1.0	1.0	1.0	1.0	0.7	0.7	0.7	0.8	0.8	▲ 4.6%
TOTAL	49.8	55.9	58.6	61.5	64.5	68.1	70.4	72.8	76.9	71.2	▼ -7.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,950	1,740	1,780	1,790	1,830	1,900	1,910	1,940	1,950	1,790	▼ -8.3%
Arts, Ent. & Rec.	870	690	760	770	780	810	830	780	790	800	▲ 0.9%
Retail**	370	330	340	340	360	360	360	370	370	240	▼ -34.3%
Ground Tran.	30	30	30	30	30	30	30	30	30	20	▼ -28.2%
Other Travel*	50	50	50	50	50	40	40	40	40	40	▼ -4.8%
TOTAL	3,280	2,830	2,940	2,980	3,050	3,130	3,160	3,140	3,180	2,890	▼ -9.1%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.9	1.1	1.1	1.2	1.3	1.4	1.4	1.4	1.5	1.3	▼ -12.4%
State Tax Receipts	4.7	5.9	6.0	6.2	6.4	6.7	7.4	7.6	7.9	6.6	▼ -16.6%
TOTAL	5.7	7.0	7.1	7.4	7.7	8.1	8.8	9.0	9.3	7.8	▼ -16.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Douglas County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Douglas County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$126	$234	$346	$645	2.7	1.9
Private Home	$30	$104	$72	$249	2.4	3.5
Other Overnight	$34	$106	$92	$285	2.7	3.1
All Overnight	$94	$255	$241	$664	2.6	2.8

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	605,170	617,420	537,360	247,400	252,400	195,690
Private Home	1,131,460	1,132,580	813,790	434,880	435,310	339,710
Other Overnight	781,930	800,390	555,750	229,240	234,550	207,240
All Overnight	**2,518,560**	**2,550,400**	**1,906,900**	**911,510**	**922,270**	**742,630**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	328,120	334,900	289,320	134,130	136,900	105,080
Private Home	377,570	377,970	234,940	145,160	145,310	98,120
Other Overnight	245,380	251,170	179,000	71,920	73,590	66,690
All Overnight	**951,070**	**964,040**	**703,250**	**351,210**	**355,800**	**269,890**

Gilliam/Sherman County / Insights

Direct Travel Impacts 2020p

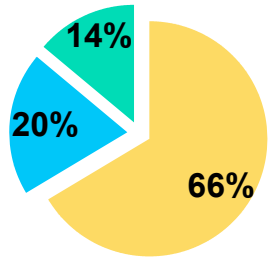
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$75,813
Employee Earnings generated by $100 Visitor Spending	$32
Local & State Tax Revenues generated by $100 Visitor Spending	$4
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	11%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

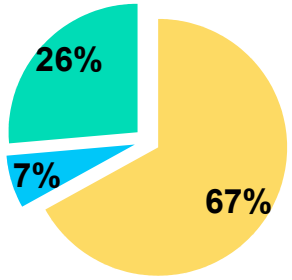
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Gilliam/Sherman County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Gilliam/Sherman County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	7.9	9.6	8.8	9.0	9.1	9.4	9.9	10.3	10.7	7.0	▼ -34.3%	▼ -0.7%
Other	0.3	0.6	0.6	0.6	0.4	0.4	0.5	0.5	0.5	0.3	▼ -38.1%	▲ 0.5%
Visitor	7.6	9.0	8.2	8.4	8.7	9.0	9.4	9.7	10.1	6.7	▼ -34.1%	▼ -0.8%
Earnings ($Million)												
Earnings (Current $)	1.9	2.3	2.2	2.2	2.3	2.4	2.6	2.8	3.2	2.1	▼ -32.8%	▲ 0.6%
Employment (Jobs)												
Employment	140	110	100	100	100	100	110	110	130	90	▼ -29.2%	▼ -2.7%
Tax Revenue ($Million)												
Total (Current $)	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	▼ -25.4%	▲ 2.1%
State	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	▼ -25.6%	▲ 1.7%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Gilliam/Sherman County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	7.6	9.0	8.2	8.4	8.7	9.0	9.4	9.7	10.1	6.7	▼ -34.1%
Other Travel*	0.3	0.6	0.6	0.6	0.4	0.4	0.5	0.5	0.5	0.3	▼ -38.1%
TOTAL	7.9	9.6	8.8	9.0	9.1	9.4	9.9	10.3	10.7	7.0	▼ -34.3%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	3.1	4.1	3.4	3.5	3.7	4.0	4.3	4.4	4.6	4.0	▼ -13.9%
Private Home	0.5	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.8	▲ 6.6%
Campground	1.6	1.8	1.9	1.9	1.9	2.0	2.0	2.1	2.1	1.0	▼ -51.7%
2nd Home	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.1	▼ -19.8%
Day Travel	2.3	2.2	2.1	2.1	2.2	2.2	2.3	2.4	2.4	0.7	▼ -70.5%
TOTAL	7.6	9.0	8.2	8.4	8.7	9.0	9.4	9.7	10.1	6.7	▼ -34.1%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	1.5	2.1	1.9	2.0	2.2	2.3	2.5	2.6	2.7	2.1	▼ -21.8%
Food Service	1.9	2.3	2.1	2.2	2.3	2.4	2.6	2.7	2.8	1.8	▼ -34.7%
Food Stores	1.0	1.2	1.1	1.2	1.2	1.2	1.2	1.2	1.3	0.8	▼ -39.2%
Local Tran. & Gas	0.6	0.9	0.8	0.8	0.7	0.6	0.7	0.8	0.8	0.7	▼ -17.8%
Arts, Ent. & Rec.	1.4	1.4	1.2	1.3	1.3	1.3	1.4	1.4	1.5	0.6	▼ -59.2%
Retail Sales	1.2	1.1	1.0	1.0	1.0	1.0	1.0	1.0	1.1	0.7	▼ -34.6%
TOTAL	7.6	9.0	8.2	8.4	8.7	9.0	9.4	9.7	10.1	6.7	▼ -34.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Gilliam/Sherman County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	1.2	1.5	1.4	1.4	1.5	1.6	1.7	1.8	2.2	1.6	▼ -29.4%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.2	▼ -57.1%
Retail**	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.3	▼ -25.7%
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	▼ -14.2%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -39.8%
TOTAL	1.9	2.3	2.2	2.2	2.3	2.4	2.6	2.8	3.2	2.1	▼ -32.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	90	70	60	60	70	70	70	70	90	70	▼ -23.0%
Arts, Ent. & Rec.	30	20	20	20	20	20	20	20	20	10	▼ -53.5%
Retail**	20	20	20	20	20	20	20	20	20	10	▼ -33.1%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	▼ -12.9%
Other Travel*	0	0	0	0	0	0	0	0	0	0	▼ -43.5%
TOTAL	140	110	100	100	100	100	110	110	130	90	▼ -30.8%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -20.8%
State Tax Receipts	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	▼ -25.6%
TOTAL	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	▼ -25.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Gilliam/Sherman County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Gilliam/Sherman County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$95	$156	$263	$433	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$24	$72	$65	$196	2.7	3.0
All Overnight	$81	$191	$214	$507	2.6	2.4

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	48,230	49,670	41,700	19,660	20,250	15,050
Private Home	36,520	36,440	31,500	14,270	14,240	13,370
Other Overnight	70,690	72,450	48,470	20,480	20,990	17,870
All Overnight	**155,440**	**158,570**	**121,670**	**54,420**	**55,480**	**46,280**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	29,000	29,860	25,280	11,820	12,170	9,120
Private Home	14,210	14,180	10,480	5,550	5,540	4,450
Other Overnight	22,770	23,330	16,080	6,620	6,780	5,950
All Overnight	**65,980**	**67,370**	**51,840**	**23,990**	**24,490**	**19,510**

Grant County / Insights

Direct Travel Impacts 2020p

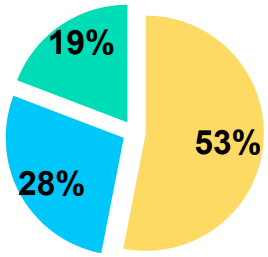
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$51,471
Employee Earnings generated by $100 Visitor Spending	$36
Local & State Tax Revenues generated by $100 Visitor Spending	$5
Visitor Shares	
Travel Share of Total Employment (2020)	4%
Overnight Visitor Day Share of Resident Population**	6%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

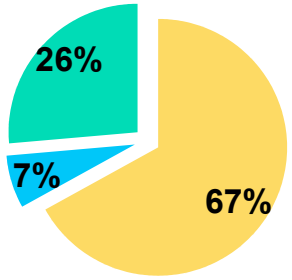
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Grant County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Grant County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	8.6	9.7	10.1	10.5	10.5	10.7	11.2	11.7	12.1	8.5	▼ -29.4%	▼ 0.0%
Other	0.6	1.2	1.2	1.1	0.9	0.8	0.9	1.0	1.1	0.6	▼ -39.5%	▲ 0.1%
Visitor	8.0	8.5	8.9	9.4	9.6	9.9	10.3	10.7	11.0	7.9	▼ -28.4%	▼ 0.0%
Earnings ($Million)												
Earnings (Current $)	2.2	2.3	2.4	2.5	2.7	2.8	3.0	3.2	3.4	2.9	▼ -14.6%	▲ 1.6%
Employment (Jobs)												
Employment	200	160	170	170	170	180	180	180	190	160	▼ -17.6%	▼ -1.5%
Tax Revenue ($Million)												
Total (Current $)	0.3	0.4	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.4	▼ -15.3%	▲ 2.1%
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -18.5%	▲ 2.4%
State	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.3	▼ -14.5%	▲ 2.0%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Grant County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	8.0	8.5	8.9	9.4	9.6	9.9	10.3	10.7	11.0	7.9	▼ -28.4%
Other Travel*	0.6	1.2	1.2	1.1	0.9	0.8	0.9	1.0	1.1	0.6	▼ -39.5%
TOTAL	8.6	9.7	10.1	10.5	10.5	10.7	11.2	11.7	12.1	8.5	▼ -29.4%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	2.4	2.4	2.7	3.0	3.2	3.4	3.7	3.8	4.0	3.5	▼ -11.1%
Private Home	1.1	1.5	1.5	1.5	1.5	1.4	1.5	1.5	1.6	1.3	▼ -18.7%
Campground	1.6	1.8	2.0	2.0	2.0	2.1	2.1	2.2	2.2	1.1	▼ -49.6%
2nd Home	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.9	0.7	▼ -19.8%
Day Travel	2.1	2.0	2.0	2.1	2.1	2.2	2.2	2.3	2.4	1.3	▼ -46.9%
TOTAL	8.0	8.5	8.9	9.4	9.6	9.9	10.3	10.7	11.0	7.9	▼ -28.4%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	1.3	1.5	1.7	1.8	2.0	2.1	2.3	2.4	2.5	2.0	▼ -19.6%
Food Service	2.0	2.3	2.4	2.5	2.7	2.8	2.9	3.0	3.2	2.3	▼ -28.3%
Food Stores	1.3	1.4	1.5	1.6	1.6	1.6	1.6	1.6	1.7	1.1	▼ -31.8%
Local Tran. & Gas	0.7	1.0	1.0	1.0	0.8	0.8	0.9	1.0	1.0	0.9	▼ -8.7%
Arts, Ent. & Rec.	1.4	1.2	1.2	1.3	1.4	1.4	1.4	1.5	1.5	0.7	▼ -55.6%
Retail Sales	1.3	1.1	1.2	1.2	1.2	1.2	1.2	1.2	1.2	0.9	▼ -24.5%
TOTAL	8.0	8.5	8.9	9.4	9.6	9.9	10.3	10.7	11.0	7.9	▼ -28.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Grant County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	1.4	1.5	1.6	1.7	1.8	1.9	2.1	2.3	2.4	2.1	▼ -13.4%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	▼ -16.9%
Retail**	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	▼ -16.7%
Ground Tran.	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -7.7%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	▼ -41.3%
TOTAL	2.2	2.3	2.4	2.5	2.7	2.8	3.0	3.2	3.4	2.9	▼ -14.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	110	100	100	100	100	110	110	120	130	110	▼ -15.3%
Arts, Ent. & Rec.	60	40	50	50	40	40	40	30	40	30	▼ -24.5%
Retail**	20	20	20	20	20	20	20	20	20	20	▼ -16.3%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	▼ -6.3%
Other Travel*	0	0	0	0	0	0	0	0	0	0	▼ -42.5%
TOTAL	200	160	170	170	170	180	180	180	190	160	▼ -15.8%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -18.5%
State Tax Receipts	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.3	▼ -14.5%
TOTAL	0.3	0.4	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.4	▼ -15.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Grant County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Grant County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$102	$168	$282	$465	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$23	$67	$61	$174	2.6	2.8
All Overnight	$63	$157	$161	$407	2.6	2.5

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	40,160	41,360	34,720	16,370	16,860	12,530
Private Home	72,680	72,600	47,860	28,410	28,380	20,310
Other Overnight	112,470	114,640	79,360	33,690	34,320	30,240
All Overnight	**225,300**	**228,590**	**161,950**	**78,470**	**79,560**	**63,080**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	24,140	24,860	21,040	9,840	10,130	7,590
Private Home	28,270	28,240	15,920	11,050	11,040	6,760
Other Overnight	38,510	39,210	27,810	11,610	11,810	10,650
All Overnight	**90,920**	**92,310**	**64,780**	**32,500**	**32,980**	**25,000**

Harney County / Insights

Direct Travel Impacts 2020p

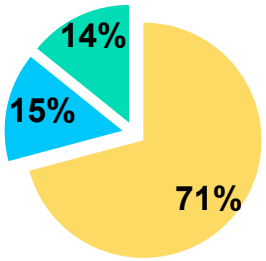
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$48,402
Employee Earnings generated by $100 Visitor Spending	$44
Local & State Tax Revenues generated by $100 Visitor Spending	$6
Visitor Shares	
Travel Share of Total Employment (2020)	6%
Overnight Visitor Day Share of Resident Population**	7%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

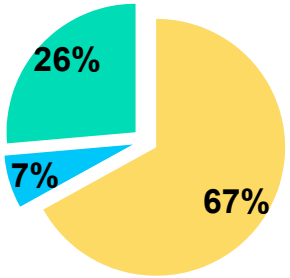
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Harney County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Harney County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	15.5	16.7	16.3	16.7	17.2	17.7	18.8	19.4	20.2	14.0	▼ -30.6%	▼ -0.6%
Other	0.6	1.2	1.2	1.1	0.9	0.8	0.9	1.1	1.1	0.7	▼ -39.1%	▲ 0.4%
Visitor	14.9	15.5	15.1	15.6	16.3	16.9	17.8	18.4	19.1	13.3	▼ -30.1%	▼ -0.7%
Earnings ($Million)												
Earnings (Current $)	4.9	4.9	4.9	5.3	5.8	6.3	6.5	6.8	7.7	5.9	▼ -22.6%	▲ 1.1%
Employment (Jobs)												
Employment	370	290	290	300	310	310	330	340	360	280	▼ -22.6%	▼ -1.6%
Tax Revenue ($Million)												
Total (Current $)	0.5	0.7	0.7	0.7	0.7	0.8	0.9	0.9	1.0	0.8	▼ -18.9%	▲ 2.6%
Local	0.1	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	▼ -17.1%	▲ 4.2%
State	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.5	▼ -19.8%	▲ 1.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Harney County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	14.9	15.5	15.1	15.6	16.3	16.9	17.8	18.4	19.1	13.3	▼ -30.1%
Other Travel*	0.6	1.2	1.2	1.1	0.9	0.8	0.9	1.1	1.1	0.7	▼ -39.1%
TOTAL	15.5	16.7	16.3	16.7	17.2	17.7	18.8	19.4	20.2	14.0	▼ -30.6%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	7.1	7.7	7.3	7.6	8.1	8.6	9.3	9.6	10.0	8.3	▼ -16.6%
Private Home	1.1	1.5	1.4	1.5	1.5	1.5	1.5	1.6	1.6	1.7	▲ 5.0%
Campground	1.9	2.3	2.5	2.5	2.5	2.6	2.6	2.7	2.8	1.5	▼ -48.5%
2nd Home	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	▼ -19.8%
Day Travel	4.6	3.7	3.6	3.7	3.8	3.9	4.1	4.2	4.4	1.6	▼ -62.8%
TOTAL	14.9	15.5	15.1	15.6	16.3	16.9	17.8	18.4	19.1	13.3	▼ -30.1%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	3.2	3.9	3.9	4.0	4.4	4.7	5.2	5.3	5.5	4.3	▼ -21.7%
Food Service	3.7	3.9	3.9	4.0	4.3	4.5	4.7	4.9	5.2	3.7	▼ -29.7%
Food Stores	1.7	1.9	1.9	1.9	2.0	2.0	2.0	2.1	2.1	1.5	▼ -31.5%
Local Tran. & Gas	1.1	1.5	1.4	1.4	1.2	1.1	1.3	1.4	1.4	1.3	▼ -10.9%
Arts, Ent. & Rec.	3.4	2.8	2.7	2.7	2.8	2.9	3.0	3.1	3.2	1.2	▼ -61.7%
Retail Sales	1.9	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.6	1.4	▼ -13.1%
TOTAL	14.9	15.5	15.1	15.6	16.3	16.9	17.8	18.4	19.1	13.3	▼ -30.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Harney County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	3.4	3.5	3.6	3.9	4.3	4.7	4.8	5.1	5.8	4.8	▼ -16.5%
Arts, Ent. & Rec.	0.9	0.8	0.8	0.8	0.9	0.9	1.0	1.1	1.1	0.5	▼ -59.8%
Retail**	0.5	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.5	▼ -11.9%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -10.8%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	▼ -41.0%
TOTAL	4.9	4.9	4.9	5.3	5.8	6.3	6.5	6.8	7.7	5.9	▼ -22.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	210	170	180	180	200	200	210	220	240	220	▼ -10.4%
Arts, Ent. & Rec.	130	90	90	90	90	90	90	90	90	40	▼ -57.9%
Retail**	20	20	20	20	20	20	20	20	20	20	▼ -19.9%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	▼ -9.4%
Other Travel*	0	0	0	0	0	0	0	0	0	0	▼ -43.8%
TOTAL	370	290	290	300	310	310	330	340	360	280	▼ -22.2%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.1	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	▼ -17.1%
State Tax Receipts	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.5	▼ -19.8%
TOTAL	0.5	0.7	0.7	0.7	0.7	0.8	0.9	0.9	1.0	0.8	▼ -18.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Harney County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Harney County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$96	$159	$267	$441	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$25	$75	$68	$201	2.7	3.0
All Overnight	$92	$208	$240	$550	2.6	2.3

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	99,730	102,700	86,220	40,650	41,860	31,110
Private Home	73,680	74,150	63,080	28,800	28,980	26,770
Other Overnight	100,390	102,780	69,290	29,310	30,000	25,740
All Overnight	**273,800**	**279,630**	**218,590**	**98,760**	**100,840**	**83,620**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	59,960	61,750	52,260	24,440	25,170	18,860
Private Home	28,660	28,840	20,980	11,200	11,270	8,900
Other Overnight	32,800	33,550	23,290	9,620	9,830	8,680
All Overnight	**121,420**	**124,140**	**96,530**	**45,260**	**46,280**	**36,440**

Hood River County / Insights

Direct Travel Impacts 2020p

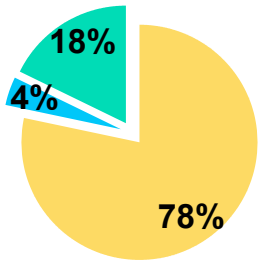
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$85,626
Employee Earnings generated by $100 Visitor Spending	$36
Local & State Tax Revenues generated by $100 Visitor Spending	$6
Visitor Shares	
Travel Share of Total Employment (2020)	5%
Overnight Visitor Day Share of Resident Population**	12%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

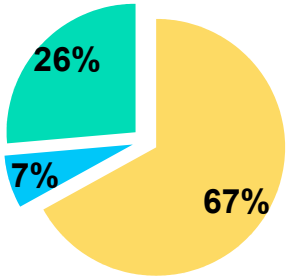
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Hood River County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Hood River County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	58.6	81.4	83.1	87.3	92.3	100.8	111.4	114.9	119.0	81.4	▼ -31.6%	▲ 2.0%
Other	2.6	4.0	3.9	3.7	3.1	3.0	3.3	3.7	3.8	2.2	▼ -41.3%	▼ -0.9%
Visitor	56.0	77.4	79.2	83.6	89.3	97.8	108.2	111.2	115.2	79.2	▼ -31.3%	▲ 2.1%
Earnings ($Million)												
Earnings (Current $)	15.1	20.0	21.2	22.9	24.8	27.7	29.5	31.3	33.2	28.5	▼ -14.2%	▲ 3.8%
Employment (Jobs)												
Employment	910	950	990	1,030	1,040	1,120	1,160	1,170	1,170	940	▼ -20.2%	▲ 0.2%
Tax Revenue ($Million)												
Total (Current $)	2.3	3.5	3.7	3.9	4.3	4.9	5.7	6.0	6.2	5.1	▼ -17.2%	▲ 4.9%
Local	0.8	1.3	1.4	1.5	1.7	2.1	2.4	2.4	2.5	2.1	▼ -13.7%	▲ 6.0%
State	1.5	2.2	2.3	2.4	2.6	2.8	3.4	3.5	3.7	2.9	▼ -19.6%	▲ 4.2%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Hood River County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	56.0	77.4	79.2	83.6	89.3	97.8	108.2	111.2	115.2	79.2	▼ -31.3%
Other Travel*	2.6	4.0	3.9	3.7	3.1	3.0	3.3	3.7	3.8	2.2	▼ -41.3%
TOTAL	58.6	81.4	83.1	87.3	92.3	100.8	111.4	114.9	119.0	81.4	▼ -31.6%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	26.5	42.3	43.9	47.0	51.5	58.3	66.4	68.7	71.2	48.4	▼ -32.0%
Private Home	6.6	9.1	9.0	9.2	9.3	9.4	9.7	9.8	10.0	10.9	▲ 8.9%
Campground	2.5	3.2	3.4	3.5	3.5	3.6	3.6	3.8	3.9	1.7	▼ -55.7%
2nd Home	0.8	1.1	1.1	1.1	1.1	1.1	1.2	1.2	1.2	0.6	▼ -48.6%
Day Travel	19.5	21.6	21.8	22.7	23.8	25.3	27.3	27.7	28.8	17.5	▼ -39.3%
TOTAL	56.0	77.4	79.2	83.6	89.3	97.8	108.2	111.2	115.2	79.2	▼ -31.3%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	11.7	18.6	20.6	22.4	25.8	30.2	34.1	35.3	36.4	28.9	▼ -20.5%
Food Service	15.6	21.8	22.3	23.7	25.9	28.5	31.6	32.4	34.3	19.6	▼ -42.9%
Food Stores	4.9	6.3	6.4	6.8	7.2	7.4	7.7	7.7	7.9	8.0	▲ 1.3%
Local Tran. & Gas	5.2	10.6	10.0	9.9	8.6	8.6	10.1	11.2	11.4	7.8	▼ -31.6%
Arts, Ent. & Rec.	8.4	9.3	9.3	9.7	10.2	11.0	11.8	11.8	12.1	6.3	▼ -48.4%
Retail Sales	10.1	10.8	10.7	11.0	11.6	12.2	12.9	12.8	13.1	8.6	▼ -34.3%
TOTAL	56.0	77.4	79.2	83.6	89.3	97.8	108.2	111.2	115.2	79.2	▼ -31.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Hood River County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	10.0	14.5	15.7	17.3	18.8	21.2	22.4	23.8	25.3	21.6	▼ -14.4%
Arts, Ent. & Rec.	2.5	2.8	2.8	2.7	2.9	3.1	3.4	3.7	3.9	3.1	▼ -22.5%
Retail**	1.8	2.2	2.2	2.3	2.5	2.7	2.9	3.0	3.1	2.9	▼ -6.6%
Ground Tran.	0.3	0.3	0.3	0.4	0.4	0.5	0.5	0.5	0.6	0.6	▼ -1.0%
Other Travel*	0.4	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	▲ 5.5%
TOTAL	15.1	20.0	21.2	22.9	24.8	27.7	29.5	31.3	33.2	28.5	▼ -14.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	630	700	740	780	800	850	860	870	880	700	▼ -20.4%
Arts, Ent. & Rec.	150	130	130	120	120	140	140	150	150	100	▼ -29.5%
Retail**	100	100	100	100	100	110	120	120	120	110	▼ -11.7%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	▲ 0.5%
Other Travel*	20	10	10	10	10	10	10	10	10	10	▲ 3.2%
TOTAL	910	950	990	1,030	1,040	1,120	1,160	1,170	1,170	940	▼ -19.7%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.8	1.3	1.4	1.5	1.7	2.1	2.4	2.4	2.5	2.1	▼ -13.7%
State Tax Receipts	1.5	2.2	2.3	2.4	2.6	2.8	3.4	3.5	3.7	2.9	▼ -19.6%
TOTAL	2.3	3.5	3.7	3.9	4.3	4.9	5.7	6.0	6.2	5.1	▼ -17.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Hood River County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Hood River County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$102	$216	$270	$582	2.6	2.2
Private Home	$26	$92	$62	$222	2.4	3.6
Other Overnight	$19	$61	$51	$162	2.7	3.2
All Overnight	$108	$289	$275	$749	2.5	2.7

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	525,790	539,160	472,680	215,090	220,560	179,080
Private Home	301,060	302,820	421,010	115,540	116,210	175,230
Other Overnight	187,880	192,240	124,220	55,300	56,560	46,620
All Overnight	**1,014,740**	**1,034,220**	**1,017,920**	**385,930**	**393,330**	**400,930**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	277,970	285,040	224,110	113,710	116,600	83,180
Private Home	98,990	99,570	118,230	37,990	38,210	49,210
Other Overnight	58,010	59,370	39,260	17,040	17,440	14,690
All Overnight	**434,970**	**443,980**	**381,600**	**168,750**	**172,250**	**147,080**

Jackson County / Insights

Direct Travel Impacts 2020p

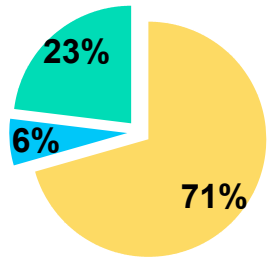
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$68,526
Employee Earnings generated by $100 Visitor Spending	$43
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	4%
Overnight Visitor Day Share of Resident Population**	5%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

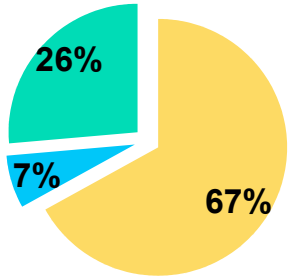
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Jackson County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Jackson County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	352.3	479.0	493.6	508.9	527.8	547.5	580.3	611.1	626.6	349.6	▼ -44.2%	▼ 0.0%
Other	46.6	81.4	81.1	83.4	82.4	79.9	88.7	99.0	101.3	49.5	▼ -51.1%	▲ 0.4%
Visitor	305.7	397.6	412.5	425.5	445.4	467.6	491.5	512.2	525.3	300.1	▼ -42.9%	▼ -0.1%
Earnings ($Million)												
Earnings (Current $)	86.2	109.6	115.4	124.1	133.2	142.4	153.5	163.1	170.8	140.3	▼ -17.8%	▲ 2.9%
Employment (Jobs)												
Employment	4,640	4,640	4,860	5,070	5,290	5,440	5,630	5,750	5,790	4,610	▼ -20.3%	▼ 0.0%
Tax Revenue ($Million)												
Total (Current $)	12.7	18.2	19.0	20.0	21.5	23.1	25.7	26.9	27.4	21.8	▼ -20.7%	▲ 3.2%
Local	4.3	6.4	6.7	7.4	8.3	9.1	9.6	10.1	10.2	8.9	▼ -12.6%	▲ 4.4%
State	8.4	11.8	12.2	12.6	13.2	14.1	16.1	16.7	17.2	12.8	▼ -25.5%	▲ 2.5%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Jackson County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	305.7	397.6	412.5	425.5	445.4	467.6	491.5	512.2	525.3	300.1	▼ -42.9%
Other Travel*	46.6	81.4	81.1	83.4	82.4	79.9	88.7	99.0	101.3	49.5	▼ -51.1%
TOTAL	352.3	479.0	493.6	508.9	527.8	547.5	580.3	611.1	626.6	349.6	▼ -44.2%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	142.3	192.6	201.9	210.1	223.4	238.2	254.4	264.7	269.1	183.0	▼ -32.0%
Private Home	79.6	111.1	112.4	115.4	119.3	123.1	127.9	134.4	139.1	59.9	▼ -56.9%
Campground	22.3	23.7	25.3	25.6	26.1	26.8	27.0	28.1	29.2	13.9	▼ -52.4%
2nd Home	3.0	4.1	4.1	4.2	4.2	4.3	4.4	4.5	4.6	2.4	▼ -48.6%
Day Travel	58.5	66.1	68.8	70.2	72.3	75.2	77.9	80.5	83.2	40.9	▼ -50.9%
TOTAL	305.7	397.6	412.5	425.5	445.4	467.6	491.5	512.2	525.3	300.1	▼ -42.9%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	57.3	74.2	77.5	82.4	90.5	98.1	104.2	105.5	105.2	90.2	▼ -14.3%
Food Service	77.4	103.6	110.3	114.6	121.9	130.3	137.6	142.7	149.8	67.3	▼ -55.0%
Food Stores	28.6	36.1	37.5	38.9	40.6	41.2	41.4	42.0	43.4	26.9	▼ -37.9%
Local Tran. & Gas	29.0	53.9	53.5	51.2	46.4	45.8	50.3	57.8	58.2	38.3	▼ -34.1%
Arts, Ent. & Rec.	43.3	46.4	48.1	49.0	50.8	53.0	54.5	55.3	56.6	21.5	▼ -62.0%
Retail Sales	49.6	52.7	54.3	54.6	56.2	57.7	58.5	58.9	60.1	29.4	▼ -51.0%
Visitor Air Tran.	20.7	30.7	31.2	34.8	39.1	41.5	45.0	50.0	52.0	26.4	▼ -49.3%
TOTAL	305.7	397.6	412.5	425.5	445.4	467.6	491.5	512.2	525.3	300.1	▼ -42.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Jackson County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	56.0	72.6	76.6	83.6	90.1	98.6	106.8	113.9	119.2	99.2	▼ -16.8%
Arts, Ent. & Rec.	12.5	14.2	14.9	15.4	16.1	16.9	17.8	18.6	19.8	15.5	▼ -21.9%
Retail**	10.0	11.7	12.1	12.6	13.3	14.0	14.7	15.3	15.8	10.4	▼ -34.1%
Ground Tran.	1.8	2.3	2.4	2.4	2.8	3.0	3.2	3.5	3.8	3.6	▼ -4.4%
Other Travel*	5.9	8.9	9.4	10.2	10.8	9.9	11.0	11.7	12.2	11.7	▼ -4.4%
TOTAL	86.2	109.6	115.4	124.1	133.2	142.4	153.5	163.1	170.8	140.3	▼ -17.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,110	3,210	3,370	3,560	3,730	3,910	4,040	4,110	4,140	3,390	▼ -18.2%
Arts, Ent. & Rec.	760	660	700	700	710	710	760	780	780	570	▼ -27.7%
Retail**	460	460	470	480	500	500	520	520	520	330	▼ -37.5%
Ground Tran.	80	80	80	70	90	90	90	90	100	100	▲ 0.3%
Other Travel*	230	240	250	260	270	230	230	250	250	230	▼ -4.8%
TOTAL	4,640	4,640	4,860	5,070	5,290	5,440	5,630	5,750	5,790	4,610	▼ -20.4%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	4.3	6.4	6.7	7.4	8.3	9.1	9.6	10.1	10.2	8.9	▼ -12.6%
State Tax Receipts	8.4	11.8	12.2	12.6	13.2	14.1	16.1	16.7	17.2	12.8	▼ -25.5%
TOTAL	12.7	18.2	19.0	20.0	21.5	23.1	25.7	26.9	27.4	21.8	▼ -20.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Jackson County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Jackson County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$106	$214	$272	$563	2.6	2.1
Private Home	$35	$126	$82	$297	2.3	3.6
Other Overnight	$28	$90	$76	$241	2.7	3.2
All Overnight	$111	$292	$274	$744	2.5	2.7

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,833,770	1,846,370	1,724,240	785,640	794,230	672,690
Private Home	2,800,620	2,824,890	1,692,760	1,177,230	1,196,470	728,320
Other Overnight	841,900	862,010	572,480	246,610	252,390	213,550
All Overnight	**5,476,290**	**5,533,270**	**3,989,480**	**2,209,470**	**2,243,090**	**1,614,550**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	969,460	976,120	856,540	408,550	412,440	325,090
Private Home	920,860	928,840	475,370	372,530	377,450	201,820
Other Overnight	260,650	266,930	181,750	76,220	78,030	67,640
All Overnight	**2,150,960**	**2,171,900**	**1,513,650**	**857,310**	**867,920**	**594,550**

Jefferson County / Insights

Direct Travel Impacts 2020p

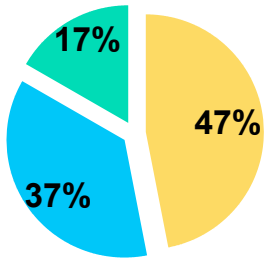
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$35,136
Employee Earnings generated by $100 Visitor Spending	$56
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	10%
Overnight Visitor Day Share of Resident Population**	8%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

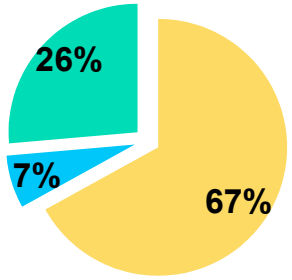
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Jefferson County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Jefferson County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	33.5	47.1	49.9	48.1	49.2	50.5	52.5	55.7	59.0	33.8	▼ -42.7%	▲ 0.1%
Other	1.7	3.7	3.6	3.5	2.8	2.7	3.0	3.5	3.6	2.2	▼ -38.5%	▲ 1.5%
Visitor	31.8	43.4	46.3	44.6	46.4	47.8	49.4	52.2	55.5	31.6	▼ -43.0%	▼ 0.0%
Earnings ($Million)												
Earnings (Current $)	7.8	11.8	13.7	14.6	15.9	16.6	17.5	18.8	20.2	17.7	▼ -12.0%	▲ 4.9%
Employment (Jobs)												
Employment	590	820	930	960	1,000	1,020	1,010	1,030	1,060	900	▼ -14.4%	▲ 2.5%
Tax Revenue ($Million)												
Total (Current $)	1.2	1.8	2.0	2.0	2.2	2.3	2.5	2.7	2.9	2.4	▼ -18.3%	▲ 4.3%
Local	0.3	0.5	0.6	0.5	0.6	0.6	0.7	0.7	0.8	0.7	▼ -15.3%	▲ 5.3%
State	0.9	1.3	1.5	1.5	1.6	1.7	1.9	2.0	2.1	1.7	▼ -19.5%	▲ 3.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Jefferson County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	31.8	43.4	46.3	44.6	46.4	47.8	49.4	52.2	55.5	31.6	▼ -43.0%
Other Travel*	1.7	3.7	3.6	3.5	2.8	2.7	3.0	3.5	3.6	2.2	▼ -38.5%
TOTAL	33.5	47.1	49.9	48.1	49.2	50.5	52.5	55.7	59.0	33.8	▼ -42.7%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	5.5	11.8	13.6	12.1	13.0	13.8	14.4	15.5	17.4	12.2	▼ -30.0%
Private Home	5.0	7.1	7.1	6.9	7.3	7.4	7.7	8.1	8.3	4.3	▼ -48.0%
Campground	8.7	9.1	9.7	9.7	9.9	10.1	10.2	10.6	11.1	6.4	▼ -42.2%
2nd Home	4.3	5.2	5.2	5.3	5.3	5.4	5.6	5.8	6.0	3.1	▼ -48.6%
Day Travel	8.4	10.3	10.8	10.6	10.9	11.2	11.5	12.1	12.6	5.6	▼ -55.6%
TOTAL	31.8	43.4	46.3	44.6	46.4	47.8	49.4	52.2	55.5	31.6	▼ -43.0%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	4.4	7.1	8.2	7.8	8.6	9.3	9.8	10.2	11.5	8.8	▼ -23.0%
Food Service	7.9	11.5	12.4	12.1	13.0	13.7	14.2	15.1	16.2	8.5	▼ -47.6%
Food Stores	5.2	6.3	6.6	6.7	7.0	7.1	7.1	7.2	7.5	4.9	▼ -34.3%
Local Tran. & Gas	2.9	6.1	6.1	5.5	4.6	4.4	4.8	5.6	5.8	3.7	▼ -36.6%
Arts, Ent. & Rec.	6.0	6.6	7.0	6.8	7.1	7.3	7.4	7.7	8.0	2.3	▼ -71.7%
Retail Sales	5.3	5.8	6.1	5.8	6.1	6.1	6.2	6.3	6.6	3.5	▼ -47.2%
TOTAL	31.8	43.4	46.3	44.6	46.4	47.8	49.4	52.2	55.5	31.6	▼ -43.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Jefferson County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	4.7	7.0	8.2	8.7	9.6	10.2	10.8	12.1	13.0	12.1	▼ -6.7%
Arts, Ent. & Rec.	1.6	2.8	3.4	3.9	4.2	4.2	4.3	4.2	4.5	3.8	▼ -15.5%
Retail**	1.4	1.6	1.7	1.7	1.8	1.9	2.0	2.1	2.2	1.5	▼ -32.5%
Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	▼ -18.2%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	▼ -46.6%
TOTAL	7.8	11.8	13.7	14.6	15.9	16.6	17.5	18.8	20.2	17.7	▼ -12.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	310	370	430	430	460	470	480	520	550	510	▼ -8.6%
Arts, Ent. & Rec.	190	360	410	420	440	450	420	410	400	330	▼ -16.6%
Retail**	80	80	90	80	80	90	90	90	90	60	▼ -36.5%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	▼ -16.9%
Other Travel*	10	10	10	10	10	10	10	10	10	0	▼ -50.2%
TOTAL	590	820	930	960	1,000	1,020	1,010	1,030	1,060	900	▼ -15.1%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.3	0.5	0.6	0.5	0.6	0.6	0.7	0.7	0.8	0.7	▼ -15.3%
State Tax Receipts	0.9	1.3	1.5	1.5	1.6	1.7	1.9	2.0	2.1	1.7	▼ -19.5%
TOTAL	1.2	1.8	2.0	2.0	2.2	2.3	2.5	2.7	2.9	2.4	▼ -18.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Jefferson County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Jefferson County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$110	$188	$302	$518	2.7	1.7
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$21	$61	$55	$161	2.7	2.9
All Overnight	$52	$139	$136	$361	2.6	2.7

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	132,030	141,080	110,530	53,820	57,510	40,370
Private Home	242,840	247,100	163,940	94,920	96,580	69,570
Other Overnight	557,820	569,200	454,800	166,090	169,380	171,290
All Overnight	**932,690**	**957,380**	**729,270**	**314,820**	**323,470**	**281,220**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	79,380	84,820	64,830	32,360	34,570	23,540
Private Home	94,460	96,120	54,530	36,920	37,570	23,140
Other Overnight	188,870	192,530	156,360	56,570	57,630	59,160
All Overnight	**362,710**	**373,470**	**275,730**	**125,840**	**129,770**	**105,840**

Josephine County / Insights

Direct Travel Impacts 2020p

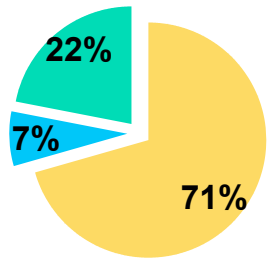
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$47,086
Employee Earnings generated by $100 Visitor Spending	$57
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	4%
Overnight Visitor Day Share of Resident Population**	4%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

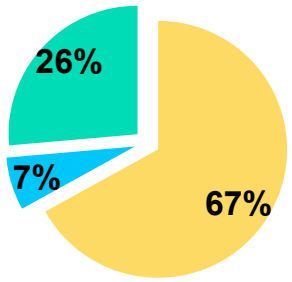
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Josephine County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Josephine County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	98.6	121.0	125.4	123.5	124.3	125.7	129.2	133.2	141.4	88.3	▼ -37.6%	▼ -0.6%
Other	8.5	15.2	14.6	14.1	11.8	11.3	11.0	12.7	12.9	7.8	▼ -39.6%	▼ -0.5%
Visitor	90.1	105.8	110.7	109.3	112.4	114.4	118.3	120.5	128.6	80.5	▼ -37.4%	▼ -0.7%
Earnings ($Million)												
Earnings (Current $)	28.3	32.0	33.2	35.5	38.7	41.7	45.4	50.2	52.9	47.0	▼ -11.1%	▲ 3.0%
Employment (Jobs)												
Employment	1,730	1,590	1,620	1,650	1,730	1,780	1,800	1,910	2,030	1,740	▼ -14.1%	▲ 0.0%
Tax Revenue ($Million)												
Total (Current $)	3.6	4.6	4.8	4.9	5.1	5.4	6.1	6.3	6.6	5.4	▼ -18.4%	▲ 2.5%
Local	0.8	1.0	1.1	1.1	1.2	1.3	1.3	1.3	1.4	1.3	▼ -5.8%	▲ 3.4%
State	2.8	3.6	3.7	3.8	3.9	4.2	4.7	5.0	5.2	4.1	▼ -21.9%	▲ 2.2%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Josephine County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	90.1	105.8	110.7	109.3	112.4	114.4	118.3	120.5	128.6	80.5	▼ -37.4%
Other Travel*	8.5	15.2	14.6	14.1	11.8	11.3	11.0	12.7	12.9	7.8	▼ -39.6%
TOTAL	98.6	121.0	125.4	123.5	124.3	125.7	129.2	133.2	141.4	88.3	▼ -37.6%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	35.3	40.6	43.4	42.7	44.4	45.6	47.8	48.2	52.3	48.2	▼ -7.9%
Private Home	25.0	33.3	33.8	33.3	33.9	34.1	35.1	36.1	37.9	15.1	▼ -60.2%
Campground	7.1	7.4	7.9	8.0	8.1	8.3	8.4	8.7	9.1	3.9	▼ -57.3%
2nd Home	1.5	2.0	2.0	2.0	2.0	2.1	2.1	2.2	2.2	1.2	▼ -48.6%
Day Travel	21.2	22.6	23.6	23.3	23.9	24.3	24.9	25.4	27.0	12.2	▼ -54.8%
TOTAL	90.1	105.8	110.7	109.3	112.4	114.4	118.3	120.5	128.6	80.5	▼ -37.4%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	16.1	17.8	19.1	19.4	21.3	22.5	23.5	23.5	25.1	22.1	▼ -12.1%
Food Service	24.0	29.5	31.4	31.5	33.4	34.6	36.1	37.0	40.2	23.7	▼ -41.0%
Food Stores	10.2	12.4	12.9	13.0	13.6	13.6	13.6	13.6	14.4	8.6	▼ -39.9%
Local Tran. & Gas	9.2	15.7	15.6	14.5	12.2	11.4	12.6	13.9	14.6	8.2	▼ -44.1%
Arts, Ent. & Rec.	14.0	14.0	14.6	14.3	14.8	15.1	15.4	15.4	16.3	7.8	▼ -52.1%
Retail Sales	16.6	16.5	17.1	16.6	17.1	17.1	17.2	17.1	18.0	10.1	▼ -43.7%
TOTAL	90.1	105.8	110.7	109.3	112.4	114.4	118.3	120.5	128.6	80.5	▼ -37.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Josephine County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	18.5	21.7	22.7	24.8	27.4	29.8	33.6	37.6	39.2	34.0	▼ -13.5%
Arts, Ent. & Rec.	4.5	4.6	4.6	4.7	5.0	5.3	5.5	5.9	6.5	7.6	▲ 18.4%
Retail**	3.8	4.2	4.4	4.4	4.6	4.8	5.0	5.3	5.6	4.0	▼ -28.8%
Ground Tran.	0.5	0.5	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.6	▼ -28.7%
Other Travel*	1.1	1.0	0.9	1.0	1.1	1.2	0.6	0.7	0.8	0.9	▲ 11.9%
TOTAL	28.3	32.0	33.2	35.5	38.7	41.7	45.4	50.2	52.9	47.0	▼ -11.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,040	990	1,030	1,060	1,130	1,180	1,220	1,320	1,410	1,160	▼ -17.4%
Arts, Ent. & Rec.	440	360	340	350	350	360	350	350	370	400	▲ 7.7%
Retail**	190	180	190	180	190	180	190	200	200	130	▼ -33.6%
Ground Tran.	20	20	20	20	20	20	20	20	20	10	▼ -27.6%
Other Travel*	50	40	40	40	50	50	30	30	30	30	▲ 7.2%
TOTAL	1,730	1,590	1,620	1,650	1,730	1,780	1,800	1,910	2,030	1,740	▼ -14.3%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.8	1.0	1.1	1.1	1.2	1.3	1.3	1.3	1.4	1.3	▼ -5.8%
State Tax Receipts	2.8	3.6	3.7	3.8	3.9	4.2	4.7	5.0	5.2	4.1	▼ -21.9%
TOTAL	3.6	4.6	4.8	4.9	5.1	5.4	6.1	6.3	6.6	5.4	▼ -18.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Josephine County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Josephine County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$101	$190	$279	$524	2.8	1.9
Private Home	$26	$92	$62	$222	2.4	3.6
Other Overnight	$26	$83	$70	$222	2.7	3.2
All Overnight	$93	$244	$239	$638	2.6	2.7

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	477,150	514,290	476,470	195,190	210,380	172,640
Private Home	1,106,630	1,144,300	581,680	424,700	439,150	242,100
Other Overnight	305,850	312,800	192,100	90,320	92,330	72,480
All Overnight	**1,889,630**	**1,971,390**	**1,250,250**	**710,210**	**741,860**	**487,210**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	252,260	271,890	253,730	103,190	111,220	91,930
Private Home	363,860	376,250	163,350	139,640	144,400	67,990
Other Overnight	94,270	96,440	60,450	27,780	28,410	22,740
All Overnight	**710,390**	**744,580**	**477,530**	**270,620**	**284,030**	**182,660**

Klamath County / Insights

Direct Travel Impacts 2020p

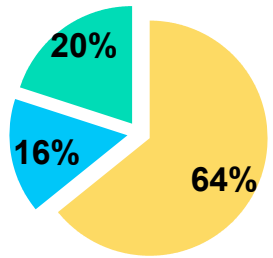
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$54,563
Employee Earnings generated by $100 Visitor Spending	$50
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	6%
Overnight Visitor Day Share of Resident Population**	8%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

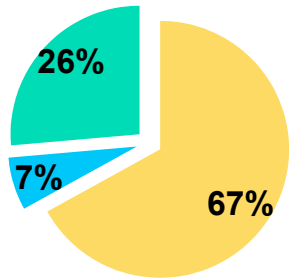
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Klamath County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Klamath County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	117.4	145.6	140.0	139.8	139.5	141.2	153.9	156.1	162.3	103.9	▼ -36.0%	▼ -0.7%
Other	8.9	14.1	13.6	11.4	8.6	8.3	10.7	10.5	10.7	6.4	▼ -40.3%	▼ -1.9%
Visitor	108.6	131.5	126.4	128.4	131.0	132.9	143.1	145.6	151.7	97.6	▼ -35.7%	▼ -0.6%
Earnings ($Million)												
Earnings (Current $)	32.8	41.6	41.4	43.4	45.7	46.5	51.9	55.4	56.3	50.0	▼ -11.2%	▲ 2.5%
Employment (Jobs)												
Employment	1,810	1,880	1,820	1,850	1,890	1,920	2,080	2,170	2,140	1,820	▼ -14.9%	▲ 0.0%
Tax Revenue ($Million)												
Total (Current $)	4.1	5.7	5.6	5.8	6.0	6.2	7.2	7.4	7.6	6.4	▼ -15.7%	▲ 2.6%
Local	1.0	1.4	1.5	1.6	1.7	1.8	2.0	2.0	2.0	2.0	▼ -0.2%	▲ 4.2%
State	3.1	4.3	4.1	4.2	4.3	4.4	5.2	5.4	5.6	4.4	▼ -21.4%	▲ 2.0%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Klamath County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	108.6	131.5	126.4	128.4	131.0	132.9	143.1	145.6	151.7	97.6	▼ -35.7%
Other Travel*	8.9	14.1	13.6	11.4	8.6	8.3	10.7	10.5	10.7	6.4	▼ -40.3%
TOTAL	117.4	145.6	140.0	139.8	139.5	141.2	153.9	156.1	162.3	103.9	▼ -36.0%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	48.0	62.3	57.5	59.0	61.2	62.4	69.3	70.5	73.9	52.9	▼ -28.4%
Private Home	23.1	27.1	26.7	26.6	26.4	26.5	28.2	28.1	29.0	16.5	▼ -43.2%
Campground	8.3	10.3	10.9	11.1	11.2	11.5	11.6	12.1	12.6	9.3	▼ -26.1%
2nd Home	5.1	6.4	6.4	6.5	6.6	6.6	6.8	7.0	7.2	3.7	▼ -48.6%
Day Travel	24.0	25.4	24.9	25.3	25.6	25.9	27.3	27.9	28.9	15.2	▼ -47.6%
TOTAL	108.6	131.5	126.4	128.4	131.0	132.9	143.1	145.6	151.7	97.6	▼ -35.7%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	21.5	27.4	25.7	27.2	29.8	31.0	33.9	34.0	35.5	32.7	▼ -7.9%
Food Service	26.3	33.7	33.0	34.3	36.1	37.5	40.4	41.6	44.2	25.0	▼ -43.4%
Food Stores	11.1	13.5	13.5	14.0	14.5	14.4	14.7	14.8	15.3	11.7	▼ -23.8%
Local Tran. & Gas	11.4	20.4	18.5	17.8	14.8	13.9	15.9	17.7	18.1	9.9	▼ -45.4%
Arts, Ent. & Rec.	17.8	18.0	17.4	17.8	18.2	18.6	19.4	19.5	20.1	7.5	▼ -62.9%
Retail Sales	17.6	17.5	17.0	17.1	17.4	17.4	18.0	17.9	18.4	10.9	▼ -41.0%
Visitor Air Tran.	2.8	1.1	1.3	0.3	0.0	0.0	0.9	0.0	0.0	0.0	▼ 0.0%
TOTAL	108.6	131.5	126.4	128.4	131.0	132.9	143.1	145.6	151.7	97.6	▼ -35.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Klamath County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	22.0	29.6	29.8	31.7	34.1	34.8	38.6	41.7	41.8	37.9	▼ -9.2%
Arts, Ent. & Rec.	5.5	6.0	5.8	5.6	5.8	5.6	6.0	6.9	7.4	6.2	▼ -17.0%
Retail**	3.8	4.2	4.1	4.3	4.5	4.6	4.9	5.2	5.4	4.3	▼ -20.6%
Ground Tran.	0.6	0.7	0.6	0.7	0.7	0.8	0.9	0.9	1.0	0.8	▼ -16.5%
Other Travel*	1.0	1.1	1.1	1.1	0.6	0.7	1.5	0.7	0.8	0.9	▲ 11.0%
TOTAL	32.8	41.6	41.4	43.4	45.7	46.5	51.9	55.4	56.3	50.0	▼ -11.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,070	1,180	1,150	1,160	1,210	1,210	1,310	1,340	1,270	1,130	▼ -11.5%
Arts, Ent. & Rec.	470	450	440	450	440	450	500	560	600	480	▼ -19.5%
Retail**	200	190	180	180	190	200	210	210	220	160	▼ -25.3%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	▼ -15.3%
Other Travel*	50	40	40	40	30	30	50	40	40	40	▲ 3.3%
TOTAL	1,810	1,880	1,820	1,850	1,890	1,920	2,080	2,170	2,140	1,820	▼ -15.0%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	1.0	1.4	1.5	1.6	1.7	1.8	2.0	2.0	2.0	2.0	▼ -0.2%
State Tax Receipts	3.1	4.3	4.1	4.2	4.3	4.4	5.2	5.4	5.6	4.4	▼ -21.4%
TOTAL	4.1	5.7	5.6	5.8	6.0	6.2	7.2	7.4	7.6	6.4	▼ -15.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Klamath County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Klamath County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$79	$162	$211	$439	2.7	2.1
Private Home	$26	$92	$62	$222	2.4	3.6
Other Overnight	$23	$75	$62	$198	2.6	3.2
All Overnight	$73	$199	$187	$519	2.6	2.8

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	713,110	735,790	668,940	291,720	301,000	250,620
Private Home	863,220	875,840	635,720	331,280	336,120	264,590
Other Overnight	586,600	598,080	555,150	177,030	180,380	210,330
All Overnight	**2,162,930**	**2,209,710**	**1,859,820**	**800,030**	**817,500**	**725,550**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	377,000	388,990	327,080	154,220	159,130	120,590
Private Home	283,830	287,980	178,520	108,930	110,520	74,300
Other Overnight	178,620	182,190	174,140	53,760	54,800	65,770
All Overnight	**839,450**	**859,160**	**679,740**	**316,910**	**324,450**	**260,670**

Lake County / Insights

Direct Travel Impacts 2020p

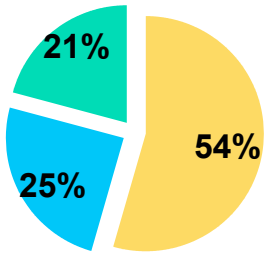
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$71,468
Employee Earnings generated by $100 Visitor Spending	$25
Local & State Tax Revenues generated by $100 Visitor Spending	$5
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	5%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

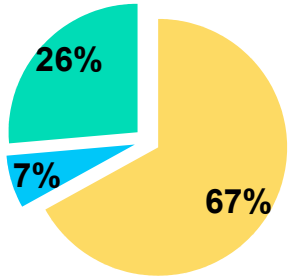
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Lake County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Lake County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	10.4	13.4	13.2	13.5	13.6	13.8	14.3	14.8	15.3	10.3	▼ -32.4%	▼ 0.0%
Other	0.6	1.3	1.3	1.2	1.0	0.9	1.0	1.1	1.2	0.7	▼ -39.7%	▲ 0.6%
Visitor	9.7	12.1	11.9	12.3	12.7	12.9	13.3	13.7	14.1	9.6	▼ -31.8%	▼ -0.1%
Earnings ($Million)												
Earnings (Current $)	2.3	2.7	2.7	3.0	3.1	3.2	3.3	3.4	3.5	2.5	▼ -28.9%	▲ 0.3%
Employment (Jobs)												
Employment	220	220	220	220	210	220	220	230	210	140	▼ -36.3%	▼ -2.8%
Tax Revenue ($Million)												
Total (Current $)	0.3	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.5	▼ -13.1%	▲ 2.7%
Local	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 6.0%	▲ 5.5%
State	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	▼ -18.7%	▲ 1.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Lake County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	9.7	12.1	11.9	12.3	12.7	12.9	13.3	13.7	14.1	9.6	▼ -31.8%
Other Travel*	0.6	1.3	1.3	1.2	1.0	0.9	1.0	1.1	1.2	0.7	▼ -39.7%
TOTAL	10.4	13.4	13.2	13.5	13.6	13.8	14.3	14.8	15.3	10.3	▼ -32.4%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	2.9	4.7	4.4	4.6	4.9	5.0	5.3	5.4	5.5	4.4	▼ -20.9%
Private Home	1.1	1.5	1.5	1.6	1.6	1.6	1.6	1.7	1.7	1.7	▼ -1.4%
Campground	2.2	1.9	2.0	2.1	2.1	2.1	2.1	2.2	2.3	1.1	▼ -54.3%
2nd Home	0.8	1.0	1.0	1.0	1.0	1.0	1.1	1.1	1.1	0.9	▼ -19.8%
Day Travel	2.8	3.0	3.0	3.1	3.1	3.1	3.2	3.3	3.4	1.6	▼ -53.1%
TOTAL	9.7	12.1	11.9	12.3	12.7	12.9	13.3	13.7	14.1	9.6	▼ -31.8%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	1.7	2.5	2.4	2.6	2.8	2.9	3.1	3.1	3.2	3.2	▲ 1.7%
Food Service	2.4	3.2	3.2	3.4	3.5	3.6	3.8	3.9	4.2	2.4	▼ -43.2%
Food Stores	1.5	1.7	1.7	1.8	1.9	1.9	1.9	1.9	2.0	1.3	▼ -32.4%
Local Tran. & Gas	0.8	1.4	1.3	1.2	1.0	1.0	1.1	1.2	1.2	1.0	▼ -16.5%
Arts, Ent. & Rec.	1.7	1.8	1.7	1.8	1.8	1.9	1.9	1.9	2.0	0.6	▼ -68.4%
Retail Sales	1.6	1.5	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.1	▼ -34.4%
TOTAL	9.7	12.1	11.9	12.3	12.7	12.9	13.3	13.7	14.1	9.6	▼ -31.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Lake County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	1.3	1.6	1.6	1.8	1.8	1.9	1.9	2.0	2.0	1.7	▼ -16.1%
Arts, Ent. & Rec.	0.5	0.6	0.5	0.6	0.6	0.6	0.7	0.7	0.7	0.2	▼ -66.8%
Retail**	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.4	▼ -24.0%
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -25.1%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	▼ -41.6%
TOTAL	2.3	2.7	2.7	3.0	3.1	3.2	3.3	3.4	3.5	2.5	▼ -28.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	150	140	140	140	130	140	140	140	130	100	▼ -23.9%
Arts, Ent. & Rec.	40	60	50	50	50	50	50	50	50	20	▼ -69.8%
Retail**	30	20	20	20	20	20	30	30	30	20	▼ -30.9%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	▼ -23.9%
Other Travel*	0	0	0	0	0	0	0	0	0	0	▼ -45.0%
TOTAL	220	220	220	220	210	220	220	230	210	140	▼ -33.3%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 6.0%
State Tax Receipts	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	▼ -18.7%
TOTAL	0.3	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.5	▼ -13.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Lake County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Lake County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$64	$123	$169	$330	2.6	2.0
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$23	$64	$59	$166	2.6	2.8
All Overnight	$57	$142	$144	$364	2.5	2.5

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	58,820	60,000	67,930	23,980	24,460	25,770
Private Home	79,170	79,520	63,550	30,940	31,080	26,970
Other Overnight	126,800	129,120	86,640	38,200	38,880	33,260
All Overnight	**264,790**	**268,650**	**218,120**	**93,120**	**94,420**	**85,990**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	35,360	36,070	35,550	14,410	14,700	13,200
Private Home	30,800	30,930	21,140	12,040	12,090	8,970
Other Overnight	43,860	44,620	30,740	13,300	13,520	11,860
All Overnight	**110,020**	**111,620**	**87,420**	**39,750**	**40,310**	**34,030**

Lane County / Insights

Direct Travel Impacts 2020p

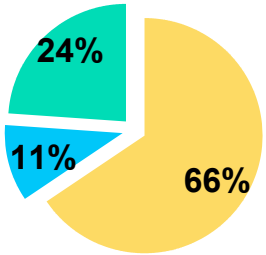
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$55,089
Employee Earnings generated by $100 Visitor Spending	$48
Local & State Tax Revenues generated by $100 Visitor Spending	$8
Visitor Shares	
Travel Share of Total Employment (2020)	4%
Overnight Visitor Day Share of Resident Population**	4%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

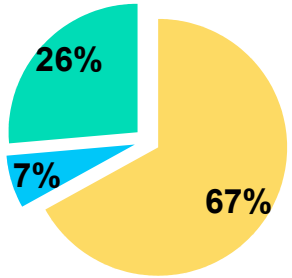
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Lane County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Lane County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	520.5	787.2	810.8	842.7	868.6	928.7	950.8	1,024.1	1,041.1	523.4	▼ -49.7%	▲ 0.0%
Other	74.8	181.0	188.8	194.5	195.4	211.5	225.9	258.3	258.2	115.8	▼ -55.1%	▲ 2.6%
Visitor	445.7	606.2	622.0	648.2	673.2	717.2	724.8	765.8	782.9	407.5	▼ -47.9%	▼ -0.5%
Earnings ($Million)												
Earnings (Current $)	126.2	193.3	205.1	220.0	238.6	261.8	273.7	297.6	308.4	253.6	▼ -17.8%	▲ 4.2%
Employment (Jobs)												
Employment	7,510	9,100	9,490	9,770	10,160	10,630	10,800	11,110	11,140	8,610	▼ -22.7%	▲ 0.8%
Tax Revenue ($Million)												
Total (Current $)	18.2	28.0	29.5	31.1	33.7	36.6	39.2	41.5	42.1	32.0	▼ -24.1%	▲ 3.4%
Local	5.8	8.8	9.6	10.5	11.9	12.9	13.0	13.6	13.6	10.3	▼ -24.0%	▲ 3.5%
State	12.4	19.3	19.9	20.7	21.8	23.7	26.2	27.9	28.5	21.7	▼ -24.1%	▲ 3.3%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Lane County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	445.7	606.2	622.0	648.2	673.2	717.2	724.8	765.8	782.9	407.5	▼ -47.9%
Other Travel*	74.8	181.0	188.8	194.5	195.4	211.5	225.9	258.3	258.2	115.8	▼ -55.1%
TOTAL	520.5	787.2	810.8	842.7	868.6	928.7	950.8	1,024.1	1,041.1	523.4	▼ -49.7%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	157.7	243.5	250.7	267.2	285.2	313.6	315.4	332.5	338.9	215.0	▼ -36.5%
Private Home	126.8	175.6	177.0	181.2	183.7	190.1	194.5	206.9	210.9	82.8	▼ -60.7%
Campground	29.0	32.8	34.9	35.4	36.0	37.0	37.2	38.7	40.3	18.7	▼ -53.7%
2nd Home	5.1	9.1	9.2	9.4	9.5	9.5	9.8	10.2	10.5	6.6	▼ -37.3%
Day Travel	127.1	145.2	150.2	155.0	158.8	167.0	167.9	177.5	182.4	84.5	▼ -53.7%
TOTAL	445.7	606.2	622.0	648.2	673.2	717.2	724.8	765.8	782.9	407.5	▼ -47.9%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	63.3	100.6	103.5	112.2	124.8	139.9	142.1	141.3	142.5	98.1	▼ -31.1%
Food Service	116.9	164.1	170.4	179.0	190.2	206.0	209.1	224.0	233.6	104.7	▼ -55.2%
Food Stores	46.4	60.6	62.2	65.0	67.7	69.2	68.2	70.6	72.2	42.8	▼ -40.8%
Local Tran. & Gas	42.9	77.5	75.7	75.8	66.8	66.9	68.5	81.3	81.6	55.8	▼ -31.6%
Arts, Ent. & Rec.	70.0	78.9	80.5	83.0	85.8	90.9	90.3	94.3	95.8	32.3	▼ -66.3%
Retail Sales	83.6	90.7	91.8	93.3	95.6	99.1	97.6	101.0	102.1	46.9	▼ -54.1%
Visitor Air Tran.	22.5	33.8	38.0	39.8	42.4	45.1	49.0	53.3	55.0	26.9	▼ -51.2%
TOTAL	445.7	606.2	622.0	648.2	673.2	717.2	724.8	765.8	782.9	407.5	▼ -47.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Lane County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	77.8	113.6	117.8	127.1	138.1	149.6	158.2	169.2	178.4	145.6	▼ -18.4%
Arts, Ent. & Rec.	20.5	24.8	28.4	30.0	31.4	34.2	34.8	37.6	39.6	31.8	▼ -19.9%
Retail**	15.8	18.9	19.3	20.2	21.2	22.6	23.1	24.2	24.7	15.9	▼ -35.6%
Ground Tran.	3.1	3.4	3.4	3.8	4.1	4.4	4.3	4.9	5.2	4.2	▼ -19.1%
Other Travel*	9.0	32.5	36.3	38.9	43.8	51.0	53.3	61.8	60.4	56.1	▼ -7.2%
TOTAL	126.2	193.3	205.1	220.0	238.6	261.8	273.7	297.6	308.4	253.6	▼ -17.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,300	4,990	5,130	5,300	5,540	5,780	5,920	6,030	6,150	4,750	▼ -22.7%
Arts, Ent. & Rec.	1,940	2,240	2,370	2,420	2,400	2,540	2,580	2,620	2,630	2,000	▼ -24.2%
Retail**	780	810	830	840	860	880	880	890	890	540	▼ -39.5%
Ground Tran.	140	120	110	120	120	130	120	130	130	110	▼ -16.2%
Other Travel*	350	950	1,060	1,100	1,240	1,310	1,310	1,450	1,340	1,210	▼ -9.2%
TOTAL	7,510	9,100	9,490	9,770	10,160	10,630	10,800	11,110	11,140	8,610	▼ -22.7%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	5.8	8.8	9.6	10.5	11.9	12.9	13.0	13.6	13.6	10.3	▼ -24.0%
State Tax Receipts	12.4	19.3	19.9	20.7	21.8	23.7	26.2	27.9	28.5	21.7	▼ -24.1%
TOTAL	18.2	28.0	29.5	31.1	33.7	36.6	39.2	41.5	42.1	32.0	▼ -24.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Lane County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Lane County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$147	$273	$383	$727	2.6	1.9
Private Home	$33	$118	$78	$279	2.3	3.6
Other Overnight	$41	$124	$108	$327	2.6	3.0
All Overnight	$116	$313	$288	$796	2.5	2.8

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	2,057,190	2,075,730	1,602,680	879,010	887,280	613,550
Private Home	4,856,980	4,853,840	2,561,550	1,974,060	1,974,840	1,091,510
Other Overnight	1,377,700	1,407,220	932,280	409,120	417,660	352,800
All Overnight	**8,291,860**	**8,336,790**	**5,096,510**	**3,262,200**	**3,279,780**	**2,057,860**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,107,070	1,117,220	862,610	465,410	469,790	323,540
Private Home	1,603,800	1,602,780	724,330	636,220	636,200	305,830
Other Overnight	442,170	451,500	306,570	131,520	134,220	116,100
All Overnight	**3,153,040**	**3,171,500**	**1,893,510**	**1,233,150**	**1,240,210**	**745,480**

Lincoln County / Insights

Direct Travel Impacts 2020p

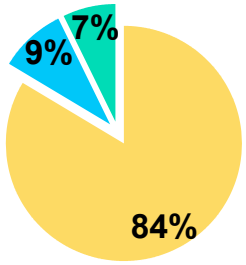
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$81,654
Employee Earnings generated by $100 Visitor Spending	$37
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	21%
Overnight Visitor Day Share of Resident Population**	27%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

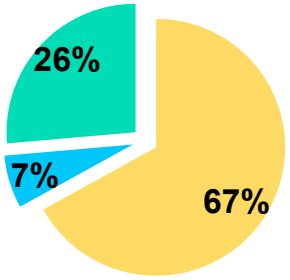
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Lincoln County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Lincoln County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	324.6	443.8	470.6	506.7	529.1	573.1	590.9	617.4	644.3	417.9	▼ -35.1%	▲ 1.5%
Other	8.8	11.3	11.0	10.9	10.0	11.4	12.2	14.0	14.2	7.4	▼ -47.8%	▼ -1.0%
Visitor	315.7	432.6	459.6	495.8	519.1	561.8	578.7	603.4	630.1	410.5	▼ -34.8%	▲ 1.6%
Earnings ($Million)												
Earnings (Current $)	85.5	121.9	125.6	133.1	141.8	153.5	161.8	180.5	193.3	157.3	▼ -18.6%	▲ 3.6%
Employment (Jobs)												
Employment	4,690	5,520	5,630	5,790	5,820	6,070	6,120	6,470	6,650	5,100	▼ -23.4%	▲ 0.5%
Tax Revenue ($Million)												
Total (Current $)	13.6	20.6	21.8	23.4	25.4	27.2	30.0	31.7	32.8	29.1	▼ -11.2%	▲ 4.6%
Local	6.4	9.2	10.1	11.0	12.3	12.9	13.6	14.1	14.3	14.2	▼ -0.7%	▲ 4.8%
State	7.2	11.4	11.7	12.4	13.1	14.3	16.4	17.6	18.5	15.0	▼ -19.3%	▲ 4.4%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Lincoln County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	315.7	432.6	459.6	495.8	519.1	561.8	578.7	603.4	630.1	410.5	▼ -34.8%
Other Travel*	8.8	11.3	11.0	10.9	10.0	11.4	12.2	14.0	14.2	7.4	▼ -47.8%
TOTAL	324.6	443.8	470.6	506.7	529.1	573.1	590.9	617.4	644.3	417.9	▼ -35.1%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	167.0	260.1	277.9	306.7	326.8	359.3	373.1	390.0	408.5	275.2	▼ -32.6%
Private Home	16.3	20.8	21.4	21.6	21.4	22.2	22.6	23.5	24.1	23.3	▼ -3.4%
Campground	35.1	38.9	41.6	42.2	43.2	44.3	44.6	46.4	48.3	16.7	▼ -65.5%
2nd Home	18.0	22.7	22.8	23.2	23.4	23.6	24.6	25.5	26.1	13.4	▼ -48.6%
Day Travel	79.4	90.0	95.9	102.0	104.3	112.3	113.8	118.1	122.9	81.9	▼ -33.4%
TOTAL	315.7	432.6	459.6	495.8	519.1	561.8	578.7	603.4	630.1	410.5	▼ -34.8%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	81.7	121.7	127.3	138.6	153.6	162.6	171.2	177.0	182.9	178.8	▼ -2.2%
Food Service	72.0	105.9	116.2	128.9	138.4	156.9	161.5	169.5	181.2	90.1	▼ -50.3%
Food Stores	32.7	40.4	43.0	46.1	48.2	50.4	50.0	51.1	53.2	39.9	▼ -25.0%
Local Tran. & Gas	25.5	51.3	52.2	53.5	45.3	46.4	50.4	57.4	59.0	37.2	▼ -36.9%
Arts, Ent. & Rec.	51.3	56.6	60.5	64.8	67.7	74.2	74.6	76.6	79.5	29.7	▼ -62.6%
Retail Sales	52.5	56.7	60.3	63.9	66.0	71.1	70.8	71.9	74.4	34.8	▼ -53.2%
TOTAL	315.7	432.6	459.6	495.8	519.1	561.8	578.7	603.4	630.1	410.5	▼ -34.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Lincoln County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	57.5	88.2	93.4	99.5	106.2	114.5	121.5	137.0	146.9	122.0	▼ -17.0%
Arts, Ent. & Rec.	13.6	17.5	14.9	14.9	15.6	16.3	16.8	18.8	20.2	16.1	▼ -20.7%
Retail**	11.0	12.8	13.7	14.9	15.8	17.4	17.9	18.7	19.7	13.8	▼ -29.8%
Ground Tran.	1.2	1.6	1.7	2.0	2.1	2.5	2.6	2.7	3.0	2.0	▼ -32.8%
Other Travel*	2.3	1.7	1.7	1.9	2.1	2.8	2.9	3.3	3.4	3.4	▲ 0.9%
TOTAL	85.5	121.9	125.6	133.1	141.8	153.5	161.8	180.5	193.3	157.3	▼ -18.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,120	3,850	3,960	4,080	4,130	4,290	4,360	4,600	4,770	3,760	▼ -21.2%
Arts, Ent. & Rec.	880	990	930	940	900	910	890	990	1,000	720	▼ -27.9%
Retail**	590	600	630	670	690	730	730	740	740	500	▼ -32.5%
Ground Tran.	50	50	60	60	60	70	70	70	70	50	▼ -31.7%
Other Travel*	60	40	40	40	40	70	70	80	70	70	▼ -8.1%
TOTAL	4,690	5,520	5,630	5,790	5,820	6,070	6,120	6,470	6,650	5,100	▼ -23.3%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	6.4	9.2	10.1	11.0	12.3	12.9	13.6	14.1	14.3	14.2	▼ -0.7%
State Tax Receipts	7.2	11.4	11.7	12.4	13.1	14.3	16.4	17.6	18.5	15.0	▼ -19.3%
TOTAL	13.6	20.6	21.8	23.4	25.4	27.2	30.0	31.7	32.8	29.1	▼ -11.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Lincoln County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Lincoln County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$97	$212	$255	$568	2.6	2.2
Private Home	$26	$92	$62	$222	2.4	3.6
Other Overnight	$28	$93	$72	$238	2.5	3.3
All Overnight	$126	$322	$322	$843	2.6	2.6

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	2,671,940	2,769,080	2,822,540	1,093,040	1,132,770	1,080,980
Private Home	633,840	640,100	899,600	243,250	245,650	374,420
Other Overnight	1,741,440	1,772,510	1,061,190	531,820	540,910	416,910
All Overnight	**5,047,230**	**5,181,680**	**4,783,330**	**1,868,110**	**1,919,340**	**1,872,300**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,412,580	1,463,930	1,297,190	577,860	598,860	484,740
Private Home	208,410	210,470	252,630	79,980	80,770	105,150
Other Overnight	526,690	536,310	323,220	160,380	163,200	126,510
All Overnight	**2,147,680**	**2,210,710**	**1,873,040**	**818,220**	**842,830**	**716,390**

Linn County / Insights

Direct Travel Impacts 2020p

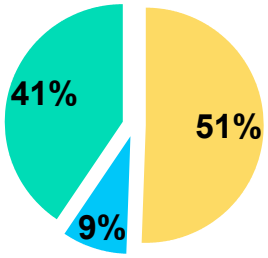
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$47,308
Employee Earnings generated by $100 Visitor Spending	$49
Local & State Tax Revenues generated by $100 Visitor Spending	$8
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	3%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

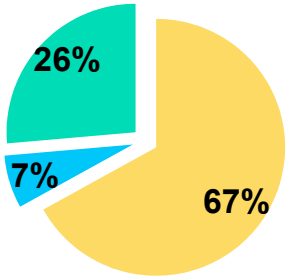
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Linn County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Linn County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	92.0	131.4	134.2	136.0	135.1	139.2	143.6	151.1	157.2	81.8	▼ -47.9%	▼ -0.7%
Other	10.6	20.7	20.0	19.3	15.7	14.2	15.9	18.4	18.7	11.5	▼ -38.5%	▲ 0.5%
Visitor	81.4	110.7	114.2	116.7	119.4	125.0	127.7	132.7	138.4	70.3	▼ -49.2%	▼ -0.9%
Earnings ($Million)												
Earnings (Current $)	21.1	27.5	28.5	29.8	32.4	34.8	36.9	40.6	43.1	35.9	▼ -16.7%	▲ 3.2%
Employment (Jobs)												
Employment	1,510	1,570	1,610	1,630	1,700	1,780	1,800	1,910	1,920	1,540	▼ -19.8%	▲ 0.1%
Tax Revenue ($Million)												
Total (Current $)	3.3	4.9	5.0	5.1	5.4	5.8	6.4	6.7	7.4	5.4	▼ -26.2%	▲ 3.1%
Local	0.5	0.8	0.9	0.9	1.0	1.2	1.2	1.2	1.7	1.2	▼ -26.2%	▲ 6.0%
State	2.8	4.0	4.1	4.2	4.3	4.6	5.2	5.5	5.7	4.2	▼ -26.2%	▲ 2.4%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Linn County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	81.4	110.7	114.2	116.7	119.4	125.0	127.7	132.7	138.4	70.3	▼ -49.2%
Other Travel*	10.6	20.7	20.0	19.3	15.7	14.2	15.9	18.4	18.7	11.5	▼ -38.5%
TOTAL	92.0	131.4	134.2	136.0	135.1	139.2	143.6	151.1	157.2	81.8	▼ -47.9%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	18.4	28.0	30.2	32.1	33.8	37.0	38.1	39.4	41.5	28.4	▼ -31.5%
Private Home	27.1	38.5	38.4	38.4	38.5	39.4	40.2	41.9	43.5	22.8	▼ -47.5%
Campground	6.4	7.7	8.1	8.2	8.3	8.5	8.6	9.0	9.4	4.1	▼ -55.8%
2nd Home	1.1	1.5	1.5	1.5	1.5	1.5	1.6	1.6	1.7	0.9	▼ -48.6%
Day Travel	28.4	35.1	36.0	36.5	37.2	38.6	39.2	40.7	42.4	14.1	▼ -66.8%
TOTAL	81.4	110.7	114.2	116.7	119.4	125.0	127.7	132.7	138.4	70.3	▼ -49.2%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	8.7	12.8	14.0	15.3	16.9	19.2	19.9	20.2	21.3	14.4	▼ -32.3%
Food Service	22.6	32.2	33.7	34.9	36.9	39.2	40.4	42.3	44.8	21.5	▼ -52.1%
Food Stores	10.6	14.4	14.7	15.2	15.7	15.9	15.8	16.1	16.8	9.2	▼ -44.8%
Local Tran. & Gas	7.8	15.5	15.2	14.6	12.3	11.9	12.9	14.6	14.9	8.2	▼ -45.1%
Arts, Ent. & Rec.	14.1	16.0	16.4	16.6	17.1	17.8	17.9	18.3	18.9	6.0	▼ -68.1%
Retail Sales	17.7	19.8	20.1	20.1	20.5	21.0	20.9	21.2	21.8	11.0	▼ -49.6%
TOTAL	81.4	110.7	114.2	116.7	119.4	125.0	127.7	132.7	138.4	70.3	▼ -49.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Linn County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	11.9	16.8	17.5	18.3	20.3	22.4	24.1	26.9	28.3	24.5	▼ -13.4%
Arts, Ent. & Rec.	4.2	4.9	5.1	5.4	5.6	5.9	6.1	6.5	6.9	5.8	▼ -16.0%
Retail**	3.5	4.3	4.5	4.6	4.8	5.1	5.2	5.6	5.9	3.9	▼ -34.7%
Ground Tran.	0.4	0.5	0.6	0.6	0.6	0.7	0.7	0.8	0.8	0.5	▼ -45.4%
Other Travel*	1.0	0.9	0.9	0.9	1.0	0.7	0.8	0.9	1.2	1.3	▲ 10.1%
TOTAL	21.1	27.5	28.5	29.8	32.4	34.8	36.9	40.6	43.1	35.9	▼ -16.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	870	950	990	1,010	1,060	1,120	1,120	1,200	1,220	1,030	▼ -15.6%
Arts, Ent. & Rec.	380	350	350	350	350	370	390	410	400	300	▼ -23.6%
Retail**	200	210	210	210	220	220	230	230	240	150	▼ -39.0%
Ground Tran.	20	20	20	20	20	20	20	20	20	10	▼ -44.5%
Other Travel*	60	50	50	50	50	40	40	40	50	60	▲ 6.3%
TOTAL	1,510	1,570	1,610	1,630	1,700	1,780	1,800	1,910	1,920	1,540	▼ -19.8%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.5	0.8	0.9	0.9	1.0	1.2	1.2	1.2	1.7	1.2	▼ -26.2%
State Tax Receipts	2.8	4.0	4.1	4.2	4.3	4.6	5.2	5.5	5.7	4.2	▼ -26.2%
TOTAL	3.3	4.9	5.0	5.1	5.4	5.8	6.4	6.7	7.4	5.4	▼ -26.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Linn County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Linn County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$93	$154	$259	$427	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$23	$68	$62	$183	2.7	3.0
All Overnight	$61	$155	$152	$393	2.5	2.6

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	391,120	403,400	304,500	159,430	164,430	109,880
Private Home	1,263,670	1,288,720	862,670	493,930	503,720	366,060
Other Overnight	338,150	346,320	218,240	98,480	100,830	80,980
All Overnight	**1,992,940**	**2,038,440**	**1,385,410**	**751,840**	**768,980**	**556,910**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	235,140	242,520	184,570	95,850	98,860	66,600
Private Home	491,560	501,310	286,960	192,140	195,940	121,770
Other Overnight	109,950	112,540	73,200	32,140	32,880	27,250
All Overnight	**836,650**	**856,370**	**544,720**	**320,120**	**327,680**	**215,620**

Malheur County / Insights

Direct Travel Impacts 2020p

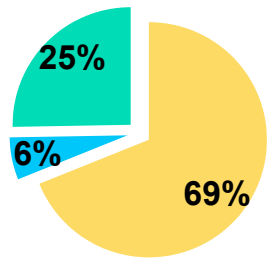
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$67,619
Employee Earnings generated by $100 Visitor Spending	$38
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	4%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

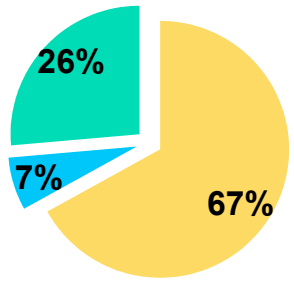
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Malheur County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Malheur County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	35.6	41.0	40.1	40.1	40.6	42.1	45.6	45.1	46.8	33.0	▼ -29.5%	▼ -0.4%
Other	2.7	5.2	5.0	4.7	3.8	3.5	3.9	4.4	4.5	2.7	▼ -40.0%	▲ 0.0%
Visitor	32.9	35.9	35.1	35.3	36.8	38.6	41.7	40.6	42.3	30.3	▼ -28.4%	▼ -0.5%
Earnings ($Million)												
Earnings (Current $)	9.7	10.9	10.9	11.1	11.7	12.4	13.1	13.5	14.2	11.7	▼ -17.1%	▲ 1.1%
Employment (Jobs)												
Employment	660	590	580	560	580	590	620	600	600	450	▼ -24.4%	▼ -2.2%
Tax Revenue ($Million)												
Total (Current $)	1.3	1.9	1.9	1.9	2.0	2.1	2.5	2.4	2.5	2.1	▼ -16.8%	▲ 2.5%
Local	0.4	0.7	0.7	0.7	0.7	0.8	0.9	0.9	0.9	0.8	▼ -14.8%	▲ 4.1%
State	1.0	1.2	1.2	1.2	1.2	1.3	1.5	1.5	1.6	1.3	▼ -18.0%	▲ 1.8%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Malheur County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	32.9	35.9	35.1	35.3	36.8	38.6	41.7	40.6	42.3	30.3	▼ -28.4%
Other Travel*	2.7	5.2	5.0	4.7	3.8	3.5	3.9	4.4	4.5	2.7	▼ -40.0%
TOTAL	35.6	41.0	40.1	40.1	40.6	42.1	45.6	45.1	46.8	33.0	▼ -29.5%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	16.4	19.0	18.3	18.4	19.7	21.2	23.7	22.4	23.3	18.2	▼ -21.9%
Private Home	4.8	6.2	6.1	6.1	6.1	6.1	6.3	6.4	6.6	6.7	▲ 0.0%
Campground	2.7	3.3	3.5	3.5	3.6	3.7	3.7	3.9	4.0	1.3	▼ -68.4%
2nd Home	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	▼ -19.8%
Day Travel	8.8	7.1	6.9	7.0	7.1	7.3	7.7	7.6	7.9	3.9	▼ -51.2%
TOTAL	32.9	35.9	35.1	35.3	36.8	38.6	41.7	40.6	42.3	30.3	▼ -28.4%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	7.1	9.1	9.1	9.2	10.2	11.3	12.8	11.9	12.4	9.7	▼ -21.9%
Food Service	8.5	9.3	9.2	9.4	9.9	10.4	11.2	11.2	11.8	8.3	▼ -30.0%
Food Stores	3.8	4.2	4.2	4.3	4.5	4.5	4.5	4.5	4.7	3.1	▼ -33.6%
Local Tran. & Gas	2.4	3.7	3.4	3.3	2.8	2.7	3.0	3.2	3.3	2.9	▼ -12.9%
Arts, Ent. & Rec.	6.2	5.4	5.2	5.2	5.4	5.6	5.9	5.7	5.9	2.6	▼ -55.7%
Retail Sales	4.9	4.1	4.0	4.0	4.0	4.1	4.2	4.1	4.2	3.7	▼ -10.5%
TOTAL	32.9	35.9	35.1	35.3	36.8	38.6	41.7	40.6	42.3	30.3	▼ -28.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Malheur County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	6.5	7.5	7.6	7.8	8.2	8.6	9.0	9.8	10.2	9.2	▼ -9.6%
Arts, Ent. & Rec.	1.8	1.9	1.9	1.9	2.0	2.2	2.4	2.0	2.2	1.0	▼ -53.5%
Retail**	1.1	1.0	1.0	1.0	1.1	1.1	1.2	1.3	1.3	1.1	▼ -12.2%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	▼ -12.3%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	▼ -46.5%
TOTAL	9.7	10.9	10.9	11.1	11.7	12.4	13.1	13.5	14.2	11.7	▼ -17.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	410	380	380	380	400	410	410	430	420	350	▼ -16.7%
Arts, Ent. & Rec.	170	150	140	130	120	120	130	100	100	40	▼ -56.8%
Retail**	60	50	50	50	50	50	50	50	50	40	▼ -19.2%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	▼ -10.9%
Other Travel*	10	10	10	10	10	10	10	10	10	0	▼ -51.4%
TOTAL	660	590	580	560	580	590	620	600	600	450	▼ -25.0%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.4	0.7	0.7	0.7	0.7	0.8	0.9	0.9	0.9	0.8	▼ -14.8%
State Tax Receipts	1.0	1.2	1.2	1.2	1.2	1.3	1.5	1.5	1.6	1.3	▼ -18.0%
TOTAL	1.3	1.9	1.9	1.9	2.0	2.1	2.5	2.4	2.5	2.1	▼ -16.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Malheur County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Malheur County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$89	$150	$246	$415	2.8	1.7
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$28	$83	$75	$221	2.7	2.9
All Overnight	$87	$200	$222	$517	2.5	2.3

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	229,000	233,810	203,740	93,340	95,310	74,030
Private Home	303,110	310,160	251,500	118,470	121,230	106,720
Other Overnight	106,230	108,780	55,190	30,970	31,700	20,610
All Overnight	**638,340**	**652,760**	**510,430**	**242,790**	**248,240**	**201,350**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	137,670	140,570	121,210	56,120	57,300	43,890
Private Home	117,910	120,650	83,660	46,090	47,160	35,500
Other Overnight	34,600	35,410	18,710	10,120	10,360	7,010
All Overnight	**290,180**	**296,630**	**223,570**	**112,330**	**114,810**	**86,400**

Marion County / Insights

Direct Travel Impacts 2020p

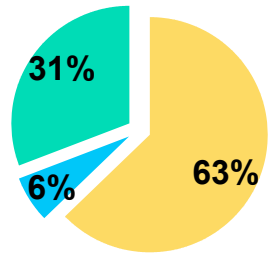
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$56,417
Employee Earnings generated by $100 Visitor Spending	$46
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	2%
Overnight Visitor Day Share of Resident Population**	3%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

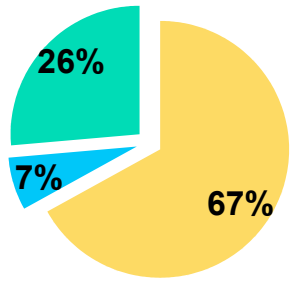
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Marion County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Marion County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	255.8	364.3	375.5	381.9	382.9	396.7	415.5	429.3	454.8	243.1	▼ -46.5%	▼ -0.3%
Other	31.6	59.3	57.9	56.5	47.4	47.3	52.6	60.4	61.5	35.4	▼ -42.5%	▲ 0.7%
Visitor	224.2	305.0	317.6	325.5	335.5	349.4	363.0	368.9	393.3	207.7	▼ -47.2%	▼ -0.4%
Earnings ($Million)												
Earnings (Current $)	61.5	81.4	85.8	89.5	98.1	104.9	111.9	119.0	125.0	103.0	▼ -17.6%	▲ 3.1%
Employment (Jobs)												
Employment	3,730	4,020	4,230	4,340	4,490	4,660	4,720	4,760	4,910	3,880	▼ -21.0%	▲ 0.2%
Tax Revenue ($Million)												
Total (Current $)	9.6	14.1	14.7	15.1	16.1	17.2	19.2	19.7	20.7	15.5	▼ -25.2%	▲ 2.8%
Local	1.9	2.9	3.1	3.4	3.8	4.2	4.5	4.4	4.8	3.8	▼ -20.9%	▲ 4.2%
State	7.8	11.2	11.5	11.7	12.3	13.0	14.8	15.3	15.9	11.7	▼ -26.5%	▲ 2.5%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Marion County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	224.2	305.0	317.6	325.5	335.5	349.4	363.0	368.9	393.3	207.7	▼ -47.2%
Other Travel*	31.6	59.3	57.9	56.5	47.4	47.3	52.6	60.4	61.5	35.4	▼ -42.5%
TOTAL	255.8	364.3	375.5	381.9	382.9	396.7	415.5	429.3	454.8	243.1	▼ -46.5%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	62.7	95.6	103.4	109.2	115.8	124.6	132.0	132.2	143.8	104.5	▼ -27.4%
Private Home	80.6	110.6	111.6	112.1	113.1	115.2	118.6	121.7	128.0	51.2	▼ -60.0%
Campground	13.4	16.5	17.7	17.9	18.3	18.8	18.9	19.7	20.5	8.3	▼ -59.7%
2nd Home	2.8	3.8	3.9	3.9	4.0	4.0	4.1	4.3	4.4	2.3	▼ -48.6%
Day Travel	64.5	78.4	81.1	82.2	84.3	86.8	89.4	91.0	96.5	41.5	▼ -57.0%
TOTAL	224.2	305.0	317.6	325.5	335.5	349.4	363.0	368.9	393.3	207.7	▼ -47.2%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	28.9	43.1	47.4	51.5	57.2	63.5	67.6	67.1	73.0	53.2	▼ -27.0%
Food Service	61.8	87.8	92.8	96.2	102.1	108.1	112.8	115.5	125.0	60.7	▼ -51.4%
Food Stores	28.0	37.7	39.0	40.2	41.9	42.2	42.4	42.5	44.8	24.2	▼ -46.0%
Local Tran. & Gas	20.9	41.6	41.0	39.5	33.3	32.1	35.3	39.0	40.7	22.4	▼ -45.0%
Arts, Ent. & Rec.	37.8	42.8	44.1	44.7	46.2	47.8	48.7	48.9	51.4	18.4	▼ -64.2%
Retail Sales	46.8	52.1	53.3	53.4	54.7	55.7	56.1	55.9	58.4	28.9	▼ -50.6%
TOTAL	224.2	305.0	317.6	325.5	335.5	349.4	363.0	368.9	393.3	207.7	▼ -47.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Marion County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	36.2	51.8	54.8	57.8	64.5	69.6	74.8	79.1	82.4	69.7	▼ -15.4%
Arts, Ent. & Rec.	11.3	13.1	14.0	14.0	14.6	14.7	15.3	16.8	18.3	15.1	▼ -17.3%
Retail**	9.1	11.2	11.6	12.0	12.6	13.2	13.8	14.3	15.1	9.6	▼ -36.8%
Ground Tran.	1.1	1.5	1.5	1.6	1.7	1.9	2.0	2.1	2.3	1.8	▼ -24.3%
Other Travel*	3.7	3.8	3.9	4.2	4.6	5.5	5.9	6.6	6.9	6.8	▼ -0.8%
TOTAL	61.5	81.4	85.8	89.5	98.1	104.9	111.9	119.0	125.0	103.0	▼ -17.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,200	2,500	2,610	2,690	2,830	2,910	2,980	3,000	3,000	2,500	▼ -16.7%
Arts, Ent. & Rec.	840	850	920	950	930	970	950	950	1,090	820	▼ -24.8%
Retail**	450	480	490	500	520	520	530	530	550	320	▼ -41.9%
Ground Tran.	50	50	50	50	50	50	50	50	60	40	▼ -23.2%
Other Travel*	180	150	150	160	160	210	210	220	220	200	▼ -8.2%
TOTAL	3,730	4,020	4,230	4,340	4,490	4,660	4,720	4,760	4,910	3,880	▼ -21.0%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	1.9	2.9	3.1	3.4	3.8	4.2	4.5	4.4	4.8	3.8	▼ -20.9%
State Tax Receipts	7.8	11.2	11.5	11.7	12.3	13.0	14.8	15.3	15.9	11.7	▼ -26.5%
TOTAL	9.6	14.1	14.7	15.1	16.1	17.2	19.2	19.7	20.7	15.5	▼ -25.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Marion County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Marion County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$110	$206	$303	$568	2.8	1.9
Private Home	$26	$92	$62	$222	2.4	3.6
Other Overnight	$30	$95	$79	$253	2.6	3.2
All Overnight	$83	$231	$208	$593	2.5	2.8

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,123,710	1,196,110	952,480	459,690	489,300	345,100
Private Home	3,733,340	3,864,410	1,974,130	1,432,760	1,483,060	821,640
Other Overnight	553,310	565,660	351,320	163,850	167,420	132,920
All Overnight	**5,410,360**	**5,626,170**	**3,277,940**	**2,056,300**	**2,139,790**	**1,299,670**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	594,070	632,350	507,200	243,020	258,680	183,770
Private Home	1,227,540	1,270,640	554,380	471,100	487,640	230,740
Other Overnight	170,280	174,130	110,320	50,320	51,430	41,610
All Overnight	**1,991,900**	**2,077,120**	**1,171,910**	**764,440**	**797,750**	**456,120**

Morrow County / Insights

Direct Travel Impacts 2020p

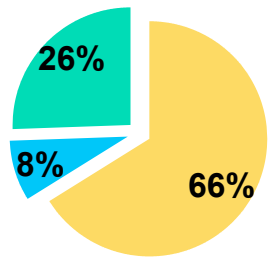
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$56,597
Employee Earnings generated by $100 Visitor Spending	$38
Local & State Tax Revenues generated by $100 Visitor Spending	$4
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	5%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

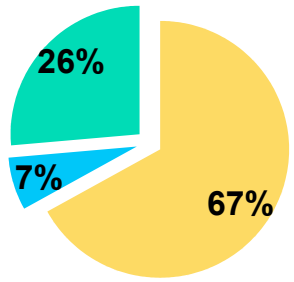
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Morrow County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Morrow County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	10.8	13.4	14.7	14.4	14.5	14.9	15.8	16.5	17.1	13.0	▼ -24.2%	▲ 1.1%
Other	1.0	1.9	1.8	1.7	1.4	1.3	1.4	1.6	1.7	1.0	▼ -38.4%	▲ 0.2%
Visitor	9.8	11.5	12.9	12.6	13.2	13.6	14.4	14.8	15.4	11.9	▼ -22.7%	▲ 1.2%
Earnings ($Million)												
Earnings (Current $)	2.7	3.1	3.4	3.4	3.6	3.8	4.1	4.7	5.2	4.6	▼ -11.8%	▲ 3.2%
Employment (Jobs)												
Employment	200	160	170	180	170	180	190	220	250	210	▼ -13.5%	▲ 0.4%
Tax Revenue ($Million)												
Total (Current $)	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.5	▼ -14.0%	▲ 3.2%
Local	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -17.8%	▲ 17.5%
State	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.5	▼ -14.0%	▲ 3.2%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Morrow County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	9.8	11.5	12.9	12.6	13.2	13.6	14.4	14.8	15.4	11.9	▼ -22.7%
Other Travel*	1.0	1.9	1.8	1.7	1.4	1.3	1.4	1.6	1.7	1.0	▼ -38.4%
TOTAL	10.8	13.4	14.7	14.4	14.5	14.9	15.8	16.5	17.1	13.0	▼ -24.2%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	4.5	5.6	6.6	6.5	6.9	7.3	7.9	8.1	8.5	6.8	▼ -19.9%
Private Home	1.8	2.2	2.3	2.2	2.3	2.3	2.3	2.4	2.5	2.6	▲ 6.5%
Campground	0.5	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.3	▼ -54.6%
2nd Home	0.4	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.5	▼ -19.8%
Day Travel	2.5	2.5	2.7	2.7	2.7	2.8	2.9	3.0	3.1	1.7	▼ -46.4%
TOTAL	9.8	11.5	12.9	12.6	13.2	13.6	14.4	14.8	15.4	11.9	▼ -22.7%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	2.0	2.7	3.2	3.2	3.5	3.8	4.1	4.2	4.3	3.5	▼ -18.6%
Food Service	2.5	3.1	3.4	3.4	3.6	3.8	4.0	4.1	4.4	3.3	▼ -24.1%
Food Stores	1.2	1.4	1.5	1.5	1.5	1.5	1.5	1.6	1.6	1.3	▼ -18.9%
Local Tran. & Gas	0.8	1.3	1.4	1.3	1.1	1.1	1.2	1.3	1.3	1.2	▼ -11.8%
Arts, Ent. & Rec.	1.7	1.7	1.9	1.8	1.9	2.0	2.0	2.1	2.1	1.0	▼ -51.4%
Retail Sales	1.5	1.4	1.5	1.5	1.5	1.5	1.5	1.5	1.6	1.5	▼ -4.3%
TOTAL	9.8	11.5	12.9	12.6	13.2	13.6	14.4	14.8	15.4	11.9	▼ -22.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Morrow County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	1.5	1.8	2.1	2.1	2.3	2.4	2.6	3.2	3.6	3.4	▼ -4.7%
Arts, Ent. & Rec.	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.4	▼ -48.9%
Retail**	0.4	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	▲ 0.8%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -11.9%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -40.3%
TOTAL	2.7	3.1	3.4	3.4	3.6	3.8	4.1	4.7	5.2	4.6	▼ -11.8%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	130	100	120	120	110	120	130	160	180	170	▼ -4.6%
Arts, Ent. & Rec.	30	30	30	40	30	30	40	40	40	20	▼ -50.9%
Retail**	30	20	20	20	20	20	20	20	20	20	▼ -6.9%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	▼ -10.6%
Other Travel*	0	0	0	0	0	0	0	0	0	0	▼ -45.7%
TOTAL	200	160	170	180	170	180	190	220	250	210	▼ -16.0%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -17.8%
State Tax Receipts	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.5	▼ -14.0%
TOTAL	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.5	▼ -14.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Morrow County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Morrow County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$83	$141	$228	$388	2.7	1.7
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$18	$51	$47	$131	2.6	2.8
All Overnight	$75	$174	$189	$449	2.5	2.4

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	89,640	92,320	81,680	36,540	37,630	29,760
Private Home	112,870	115,050	99,290	44,120	44,970	42,130
Other Overnight	66,550	67,730	47,360	20,130	20,470	18,210
All Overnight	**269,060**	**275,090**	**228,330**	**100,790**	**103,070**	**90,100**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	53,890	55,500	48,230	21,970	22,620	17,490
Private Home	43,900	44,750	33,030	17,160	17,490	14,020
Other Overnight	23,180	23,570	16,850	7,060	7,170	6,510
All Overnight	**120,980**	**123,820**	**98,100**	**46,190**	**47,290**	**38,020**

Multnomah County / Insights

Direct Travel Impacts 2020p

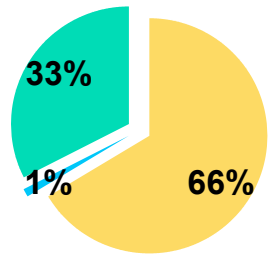
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$102,484
Employee Earnings generated by $100 Visitor Spending	$36
Local & State Tax Revenues generated by $100 Visitor Spending	$10
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	3%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

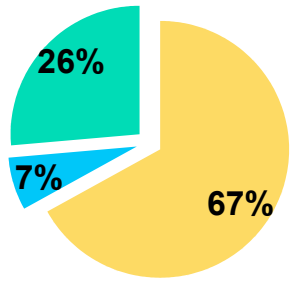
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Multnomah County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Multnomah County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	1,987.7	3,118.0	3,231.8	3,432.5	3,670.7	3,784.2	3,972.4	4,165.4	4,381.2	1,650.6	▼ -62.3%	▼ -1.1%
Other	664.2	1,009.5	1,025.6	1,077.0	1,114.9	1,141.3	1,217.4	1,294.5	1,432.2	528.9	▼ -63.1%	▼ -1.3%
Visitor	1,323.5	2,108.5	2,206.2	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,121.7	▼ -62.0%	▼ -1.0%
Earnings ($Million)												
Earnings (Current $)	481.7	687.8	718.0	774.5	846.0	911.7	999.7	1,079.6	1,152.4	847.8	▼ -26.4%	▲ 3.4%
Employment (Jobs)												
Employment	16,930	19,660	20,380	21,130	21,970	22,760	23,010	23,750	23,920	16,310	▼ -31.8%	▼ -0.2%
Tax Revenue ($Million)												
Total (Current $)	81.0	130.4	143.8	156.5	176.3	183.3	198.5	207.0	212.4	109.5	▼ -48.4%	▲ 1.8%
Local	44.2	72.6	83.8	92.9	107.8	109.6	114.0	117.2	118.0	46.5	▼ -60.6%	▲ 0.3%
State	36.7	57.8	59.9	63.5	68.5	73.7	84.4	89.8	94.4	63.0	▼ -33.2%	▲ 3.2%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Multnomah County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	1,323.5	2,108.5	2,206.2	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,121.7	▼ -62.0%
Other Travel*	664.2	1,009.5	1,025.6	1,077.0	1,114.9	1,141.3	1,217.4	1,294.5	1,432.2	528.9	▼ -63.1%
TOTAL	1,987.7	3,118.0	3,231.8	3,432.5	3,670.7	3,784.2	3,972.4	4,165.4	4,381.2	1,650.6	▼ -62.3%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	807.9	1,359.6	1,432.0	1,541.8	1,692.5	1,760.5	1,839.5	1,914.1	1,963.6	662.4	▼ -66.3%
Private Home	325.3	485.0	500.6	530.4	567.6	576.1	598.3	625.8	643.1	324.6	▼ -49.5%
Campground	10.9	12.2	13.0	13.2	13.5	13.9	14.0	14.6	15.2	7.1	▼ -53.1%
2nd Home	3.1	4.3	4.4	4.5	4.5	4.6	4.7	4.9	5.0	3.6	▼ -28.0%
Day Travel	176.3	247.3	256.1	265.7	277.7	287.9	298.5	311.6	322.2	124.1	▼ -61.5%
TOTAL	1,323.5	2,108.5	2,206.2	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,121.7	▼ -62.0%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	254.2	477.4	503.9	562.3	646.9	693.1	723.8	741.0	747.2	285.7	▼ -61.8%
Food Service	242.9	409.5	430.0	450.5	484.2	516.5	544.4	574.6	607.1	210.6	▼ -65.3%
Food Stores	45.2	67.2	69.4	72.9	76.9	78.2	79.2	81.0	83.4	78.2	▼ -6.2%
Local Tran. & Gas	165.2	266.1	279.9	293.0	295.6	283.8	300.0	322.9	326.2	114.7	▼ -64.9%
Arts, Ent. & Rec.	90.8	119.0	122.3	125.7	131.8	137.8	141.7	146.0	149.9	67.3	▼ -55.1%
Retail Sales	152.6	197.9	202.6	206.0	214.2	220.0	223.8	228.3	233.6	98.3	▼ -57.9%
Visitor Air Tran.	372.5	571.4	598.0	645.1	706.3	713.5	742.3	777.2	801.6	267.0	▼ -66.7%
TOTAL	1,323.5	2,108.5	2,206.2	2,355.6	2,555.9	2,642.9	2,755.0	2,870.8	2,949.0	1,121.7	▼ -62.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Multnomah County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	175.2	297.5	317.0	339.6	368.9	399.1	428.5	467.2	492.9	307.3	▼ -37.6%
Arts, Ent. & Rec.	25.1	40.3	37.8	39.9	42.2	43.7	46.1	49.0	52.2	39.8	▼ -23.7%
Retail**	24.2	33.3	34.4	36.0	38.5	40.7	43.0	45.2	46.5	32.0	▼ -31.1%
Ground Tran.	21.2	26.9	27.6	30.1	33.5	32.6	34.5	35.8	38.9	24.1	▼ -37.9%
Other Travel*	235.9	289.8	301.2	328.9	362.9	395.6	447.7	482.3	521.9	444.4	▼ -14.8%
TOTAL	481.7	687.8	718.0	774.5	846.0	911.7	999.7	1,079.6	1,152.4	847.8	▼ -26.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	8,660	11,810	12,300	12,710	13,080	13,520	13,700	14,090	14,000	8,640	▼ -38.3%
Arts, Ent. & Rec.	840	1,060	1,100	1,140	1,160	1,220	1,170	1,170	1,230	840	▼ -31.4%
Retail**	970	1,160	1,200	1,220	1,260	1,290	1,320	1,330	1,310	850	▼ -35.2%
Ground Tran.	930	930	940	970	1,050	960	980	980	1,020	610	▼ -39.8%
Other Travel*	5,530	4,700	4,840	5,080	5,430	5,770	5,830	6,180	6,360	5,360	▼ -15.7%
TOTAL	16,930	19,660	20,380	21,130	21,970	22,760	23,010	23,750	23,920	16,310	▼ -31.8%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	44.2	72.6	83.8	92.9	107.8	109.6	114.0	117.2	118.0	46.5	▼ -60.6%
State Tax Receipts	36.7	57.8	59.9	63.5	68.5	73.7	84.4	89.8	94.4	63.0	▼ -33.2%
TOTAL	81.0	130.4	143.8	156.5	176.3	183.3	198.5	207.0	212.4	109.5	▼ -48.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Multnomah County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Multnomah County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$179	$391	$402	$912	2.2	2.3
Private Home	$59	$214	$114	$414	1.9	3.6
Other Overnight	$32	$106	$78	$258	2.4	3.3
All Overnight	$174	$501	$358	$1,070	2.1	3.0

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	6,879,070	7,071,140	3,694,740	3,273,930	3,357,090	1,646,760
Private Home	5,591,280	5,603,560	5,503,450	2,939,990	2,945,100	2,852,250
Other Overnight	476,170	485,350	333,360	153,750	156,490	137,580
All Overnight	**12,946,510**	**13,160,060**	**9,531,550**	**6,367,670**	**6,458,690**	**4,636,590**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	3,382,860	3,477,430	1,692,170	1,568,290	1,608,960	726,520
Private Home	1,803,530	1,807,500	1,519,550	913,560	915,280	783,500
Other Overnight	142,820	145,660	101,680	45,720	46,560	41,520
All Overnight	**5,329,210**	**5,430,580**	**3,313,410**	**2,527,570**	**2,570,800**	**1,551,540**

Polk County / Insights

Direct Travel Impacts 2020p

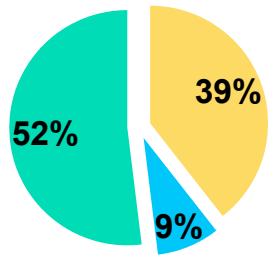
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$29,848
Employee Earnings generated by $100 Visitor Spending	$87
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	7%
Overnight Visitor Day Share of Resident Population**	2%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

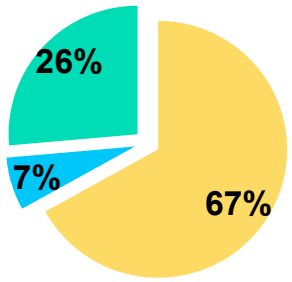
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Polk County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Polk County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	128.5	161.7	164.2	165.4	170.1	170.6	177.8	178.2	183.7	71.9	▼ -60.8%	▼ -3.4%
Other	5.7	12.9	12.5	12.2	9.8	9.4	10.6	12.3	12.5	7.6	▼ -39.0%	▲ 1.7%
Visitor	122.8	148.9	151.7	153.2	160.2	161.2	167.2	165.9	171.1	64.3	▼ -62.4%	▼ -3.7%
Earnings ($Million)												
Earnings (Current $)	39.2	43.2	41.8	41.8	45.9	48.5	51.2	55.7	59.9	56.3	▼ -6.1%	▲ 2.1%
Employment (Jobs)												
Employment	2,010	1,890	1,890	1,900	2,070	2,120	2,190	2,380	2,470	2,170	▼ -11.9%	▲ 0.5%
Tax Revenue ($Million)												
Total (Current $)	3.0	3.7	3.7	3.7	4.0	4.2	4.6	4.9	5.1	4.6	▼ -10.9%	▲ 2.5%
State	3.0	3.7	3.7	3.7	4.0	4.2	4.6	4.9	5.1	4.6	▼ -10.9%	▲ 2.5%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Polk County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	122.8	148.9	151.7	153.2	160.2	161.2	167.2	165.9	171.1	64.3	▼ -62.4%
Other Travel*	5.7	12.9	12.5	12.2	9.8	9.4	10.6	12.3	12.5	7.6	▼ -39.0%
TOTAL	128.5	161.7	164.2	165.4	170.1	170.6	177.8	178.2	183.7	71.9	▼ -60.8%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	14.1	21.7	22.2	22.4	24.4	24.8	25.4	18.3	19.0	11.3	▼ -40.5%
Private Home	10.3	15.2	15.2	15.5	15.8	15.9	16.8	17.6	18.2	14.9	▼ -18.0%
Campground	2.9	3.5	3.7	3.7	3.8	3.9	3.9	4.1	4.3	2.3	▼ -46.6%
2nd Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▼ -19.8%
Day Travel	95.4	108.2	110.2	111.3	115.9	116.3	120.7	125.5	129.3	35.5	▼ -72.6%
TOTAL	122.8	148.9	151.7	153.2	160.2	161.2	167.2	165.9	171.1	64.3	▼ -62.4%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	8.6	13.6	14.1	14.4	16.0	16.8	17.4	9.9	10.1	5.6	▼ -45.2%
Food Service	20.6	28.3	29.3	30.1	32.1	32.8	34.5	36.5	38.4	19.1	▼ -50.4%
Food Stores	8.9	11.9	12.2	12.6	13.3	13.0	13.3	13.6	14.0	9.3	▼ -34.1%
Local Tran. & Gas	5.0	9.3	9.0	8.6	7.4	6.9	7.6	8.7	8.8	8.5	▼ -2.9%
Arts, Ent. & Rec.	76.7	82.1	83.4	84.0	87.7	87.9	90.6	93.4	95.8	16.7	▼ -82.5%
Retail Sales	3.1	3.6	3.7	3.6	3.8	3.7	3.8	3.9	4.0	5.1	▲ 29.3%
TOTAL	122.8	148.9	151.7	153.2	160.2	161.2	167.2	165.9	171.1	64.3	▼ -62.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Polk County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	11.6	16.3	16.3	16.7	19.4	21.4	22.6	25.2	27.6	28.4	▲ 2.9%
Arts, Ent. & Rec.	25.2	23.8	22.3	21.9	23.1	23.6	25.0	26.6	28.3	24.9	▼ -12.0%
Retail**	1.7	2.2	2.3	2.3	2.5	2.5	2.6	2.8	2.9	2.1	▼ -25.5%
Ground Tran.	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.6	0.4	▼ -33.5%
Other Travel*	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.5	▼ -22.2%
TOTAL	39.2	43.2	41.8	41.8	45.9	48.5	51.2	55.7	59.9	56.3	▼ -6.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	880	900	910	920	990	1,010	1,060	1,100	1,170	1,120	▼ -4.3%
Arts, Ent. & Rec.	990	840	820	830	920	950	970	1,110	1,130	940	▼ -17.3%
Retail**	100	110	110	110	120	120	120	120	120	80	▼ -30.0%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	▼ -32.4%
Other Travel*	30	20	30	30	30	30	30	30	30	20	▼ -27.1%
TOTAL	2,010	1,890	1,890	1,900	2,070	2,120	2,190	2,380	2,470	2,170	▼ -12.1%
Tax Receipts Generated by Travel Spending ($Millions)											
State Tax Receipts	3.0	3.7	3.7	3.7	4.0	4.2	4.6	4.9	5.1	4.6	▼ -10.9%
TOTAL	3.0	3.7	3.7	3.7	4.0	4.2	4.6	4.9	5.1	4.6	▼ -10.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Polk County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Polk County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$85	$140	$236	$389	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$33	$100	$90	$270	2.7	3.0
All Overnight	$52	$137	$127	$339	2.5	2.7

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	200,760	205,800	132,980	81,830	83,890	47,980
Private Home	837,180	848,680	563,980	327,220	331,720	239,320
Other Overnight	110,620	113,320	76,090	32,170	32,950	28,160
All Overnight	**1,148,550**	**1,167,790**	**773,050**	**441,230**	**448,560**	**315,460**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	120,700	123,730	80,600	49,200	50,430	29,080
Private Home	325,660	330,130	187,600	127,290	129,040	79,610
Other Overnight	35,880	36,730	25,410	10,470	10,720	9,430
All Overnight	**482,240**	**490,590**	**293,610**	**186,960**	**190,190**	**118,120**

Tillamook County / Insights

Direct Travel Impacts 2020p

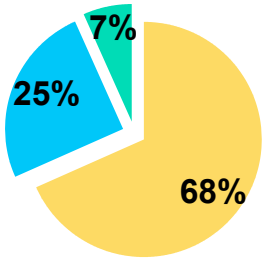
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$71,743
Employee Earnings generated by $100 Visitor Spending	$58
Local & State Tax Revenues generated by $100 Visitor Spending	$8
Visitor Shares	
Travel Share of Total Employment (2020)	13%
Overnight Visitor Day Share of Resident Population**	24%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

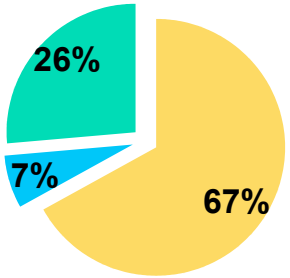
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Tillamook County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Tillamook County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	129.0	199.4	212.8	220.9	229.2	227.4	232.7	241.7	249.4	124.9	▼ -49.9%	▼ -0.2%
Other	2.1	4.3	4.1	3.9	3.2	3.0	3.4	3.9	3.9	2.4	▼ -39.1%	▲ 0.7%
Visitor	126.9	195.1	208.7	216.9	226.0	224.4	229.3	237.8	245.5	122.5	▼ -50.1%	▼ -0.2%
Earnings ($Million)												
Earnings (Current $)	36.1	57.0	60.2	66.1	68.3	72.4	77.2	82.9	92.2	70.9	▼ -23.1%	▲ 4.1%
Employment (Jobs)												
Employment	1,720	1,960	2,060	2,150	2,180	2,190	2,210	2,180	2,350	1,720	▼ -26.9%	▼ 0.0%
Tax Revenue ($Million)												
Total (Current $)	3.3	5.6	5.9	7.3	7.9	8.4	9.4	10.4	11.4	10.1	▼ -11.6%	▲ 6.7%
Local	0.6	1.1	1.2	2.3	2.8	3.0	3.3	4.0	4.5	4.5	▲ 1.1%	▲ 12.6%
State	2.7	4.5	4.7	5.0	5.2	5.4	6.1	6.4	6.9	5.5	▼ -19.9%	▲ 4.3%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Tillamook County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	126.9	195.1	208.7	216.9	226.0	224.4	229.3	237.8	245.5	122.5	▼ -50.1%
Other Travel*	2.1	4.3	4.1	3.9	3.2	3.0	3.4	3.9	3.9	2.4	▼ -39.1%
TOTAL	129.0	199.4	212.8	220.9	229.2	227.4	232.7	241.7	249.4	124.9	▼ -49.9%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	24.9	65.2	71.5	76.0	82.0	81.2	83.3	86.1	88.4	63.8	▼ -27.8%
Private Home	3.8	5.2	5.2	5.2	5.2	5.1	5.4	5.7	5.8	6.1	▲ 5.3%
Campground	25.9	29.6	31.6	32.0	32.6	33.5	33.7	35.1	36.5	11.5	▼ -68.6%
2nd Home	10.0	13.0	13.0	13.3	13.4	13.5	14.1	14.6	15.0	12.0	▼ -19.8%
Day Travel	62.3	82.1	87.4	90.3	92.7	91.1	92.8	96.4	99.8	29.0	▼ -70.9%
TOTAL	126.9	195.1	208.7	216.9	226.0	224.4	229.3	237.8	245.5	122.5	▼ -50.1%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	17.4	37.5	40.2	42.1	46.3	49.0	51.0	52.5	53.4	51.4	▼ -3.8%
Food Service	34.2	54.5	59.4	62.9	66.8	66.6	68.6	71.8	75.7	26.3	▼ -65.3%
Food Stores	18.9	25.1	26.7	27.9	29.1	28.4	28.3	28.8	29.8	15.1	▼ -49.4%
Local Tran. & Gas	8.5	18.0	18.2	17.8	15.2	13.8	15.0	16.9	17.2	12.1	▼ -29.8%
Arts, Ent. & Rec.	23.0	30.8	33.2	34.6	36.1	35.0	35.1	35.9	36.9	7.3	▼ -80.2%
Retail Sales	25.0	29.3	31.0	31.6	32.5	31.5	31.4	31.8	32.5	10.4	▼ -68.1%
TOTAL	126.9	195.1	208.7	216.9	226.0	224.4	229.3	237.8	245.5	122.5	▼ -50.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Tillamook County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	23.4	40.0	43.2	48.0	49.3	52.8	57.0	62.5	70.6	55.9	▼ -20.9%
Arts, Ent. & Rec.	6.3	8.7	8.2	8.9	9.3	9.8	10.0	9.9	10.5	9.2	▼ -12.9%
Retail**	5.8	7.3	7.8	8.2	8.6	8.7	8.9	9.3	9.6	4.9	▼ -48.9%
Ground Tran.	0.5	0.8	0.8	0.9	1.0	1.0	1.1	1.1	1.2	0.7	▼ -40.5%
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	▼ -11.6%
TOTAL	36.1	57.0	60.2	66.1	68.3	72.4	77.2	82.9	92.2	70.9	▼ -23.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	980	1,190	1,260	1,340	1,370	1,400	1,400	1,420	1,510	1,180	▼ -22.1%
Arts, Ent. & Rec.	370	400	380	380	370	370	390	350	410	330	▼ -20.8%
Retail**	340	350	380	400	400	390	380	380	380	190	▼ -51.7%
Ground Tran.	20	20	30	30	30	30	30	30	30	20	▼ -39.6%
Other Travel*	10	10	10	10	10	10	10	10	10	10	▼ -19.6%
TOTAL	1,720	1,960	2,060	2,150	2,180	2,190	2,210	2,180	2,350	1,720	▼ -26.8%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.6	1.1	1.2	2.3	2.8	3.0	3.3	4.0	4.5	4.5	▲ 1.1%
State Tax Receipts	2.7	4.5	4.7	5.0	5.2	5.4	6.1	6.4	6.9	5.5	▼ -19.9%
TOTAL	3.3	5.6	5.9	7.3	7.9	8.4	9.4	10.4	11.4	10.1	▼ -11.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Tillamook County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Tillamook County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$90	$169	$237	$457	2.6	1.9
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$26	$71	$66	$181	2.6	2.7
All Overnight	$85	$200	$218	$521	2.6	2.4

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	746,690	761,740	712,870	304,360	310,500	269,620
Private Home	269,980	270,350	230,670	105,530	105,670	97,880
Other Overnight	1,568,070	1,595,810	913,000	474,190	482,280	355,310
All Overnight	**2,584,740**	**2,627,900**	**1,856,540**	**884,080**	**898,450**	**722,810**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	448,910	457,960	376,630	182,980	186,670	139,610
Private Home	105,020	105,170	76,730	41,050	41,110	32,560
Other Overnight	546,010	555,060	331,140	166,160	168,810	129,490
All Overnight	**1,099,940**	**1,118,180**	**784,510**	**390,190**	**396,590**	**301,660**

Umatilla County / Insights

Direct Travel Impacts 2020p

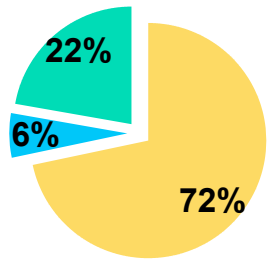
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$54,002
Employee Earnings generated by $100 Visitor Spending	$46
Local & State Tax Revenues generated by $100 Visitor Spending	$6
Visitor Shares	
Travel Share of Total Employment (2020)	6%
Overnight Visitor Day Share of Resident Population**	5%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

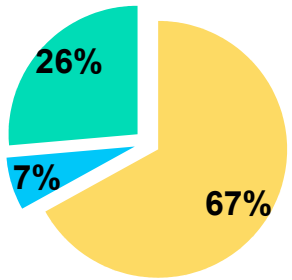
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Umatilla County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Umatilla County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	114.9	140.3	146.8	150.1	150.8	148.7	164.5	175.1	180.1	123.4	▼ -31.4%	▲ 0.4%
Other	8.0	13.4	13.0	12.7	10.0	9.6	11.8	13.0	13.8	7.7	▼ -44.2%	▼ -0.2%
Visitor	106.9	126.9	133.9	137.4	140.7	139.2	152.8	162.1	166.2	115.7	▼ -30.4%	▲ 0.5%
Earnings ($Million)												
Earnings (Current $)	31.3	41.9	42.4	46.0	49.5	50.5	53.4	58.5	61.7	55.1	▼ -10.7%	▲ 3.4%
Employment (Jobs)												
Employment	2,060	2,190	2,230	2,320	2,410	2,460	2,520	2,600	2,710	2,200	▼ -18.5%	▲ 0.4%
Tax Revenue ($Million)												
Total (Current $)	3.9	5.5	5.7	5.9	6.2	6.3	7.3	7.7	8.0	6.9	▼ -13.9%	▲ 3.4%
Local	0.8	1.2	1.4	1.4	1.5	1.5	1.8	1.8	1.9	1.9	▼ -2.5%	▲ 5.2%
State	3.1	4.3	4.4	4.5	4.7	4.8	5.5	5.9	6.1	5.0	▼ -17.4%	▲ 2.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Umatilla County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	106.9	126.9	133.9	137.4	140.7	139.2	152.8	162.1	166.2	115.7	▼ -30.4%
Other Travel*	8.0	13.4	13.0	12.7	10.0	9.6	11.8	13.0	13.8	7.7	▼ -44.2%
TOTAL	114.9	140.3	146.8	150.1	150.8	148.7	164.5	175.1	180.1	123.4	▼ -31.4%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	41.4	56.0	59.8	62.9	65.7	64.7	73.5	79.2	81.9	64.6	▼ -21.1%
Private Home	18.9	23.8	24.7	24.8	24.4	24.1	25.7	26.8	26.9	20.1	▼ -25.4%
Campground	4.9	5.5	5.9	5.9	6.1	6.2	6.3	6.5	6.8	3.6	▼ -46.4%
2nd Home	2.5	3.2	3.2	3.2	3.2	3.3	3.4	3.5	3.6	1.8	▼ -48.6%
Day Travel	39.2	38.4	40.3	40.5	41.3	40.9	43.9	46.1	47.0	25.5	▼ -45.7%
TOTAL	106.9	126.9	133.9	137.4	140.7	139.2	152.8	162.1	166.2	115.7	▼ -30.4%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	18.4	25.2	27.9	30.7	33.7	33.7	38.3	40.0	41.6	32.9	▼ -21.0%
Food Service	26.7	33.0	35.2	36.0	38.1	38.5	42.2	45.0	46.8	32.7	▼ -30.3%
Food Stores	10.5	12.3	13.0	13.3	13.7	13.4	13.9	14.2	14.5	12.7	▼ -12.3%
Local Tran. & Gas	10.2	17.8	17.7	16.8	14.1	12.8	14.9	17.3	17.4	12.1	▼ -30.4%
Arts, Ent. & Rec.	24.0	22.6	23.7	23.7	24.4	24.2	25.8	26.7	27.0	10.4	▼ -61.5%
Retail Sales	16.4	15.9	16.5	16.4	16.7	16.3	17.1	17.6	17.7	14.4	▼ -18.9%
Visitor Air Tran.	0.8	0.0	0.0	0.6	0.1	0.2	0.6	1.2	1.1	0.6	▼ -47.0%
TOTAL	106.9	126.9	133.9	137.4	140.7	139.2	152.8	162.1	166.2	115.7	▼ -30.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Umatilla County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	19.9	29.9	30.6	32.9	35.9	36.3	37.8	42.5	44.9	41.2	▼ -8.3%
Arts, Ent. & Rec.	6.3	6.9	6.6	7.1	7.4	7.8	8.5	8.6	9.0	6.4	▼ -28.3%
Retail**	3.6	3.9	4.0	4.1	4.3	4.4	4.7	5.0	5.1	5.1	▼ -0.9%
Ground Tran.	0.5	0.6	0.6	0.7	0.7	0.7	0.8	0.9	0.9	0.7	▼ -23.8%
Other Travel*	1.0	0.6	0.6	1.1	1.2	1.4	1.5	1.6	1.8	1.7	▼ -2.6%
TOTAL	31.3	41.9	42.4	46.0	49.5	50.5	53.4	58.5	61.7	55.1	▼ -10.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,210	1,370	1,400	1,440	1,500	1,540	1,570	1,650	1,670	1,440	▼ -13.7%
Arts, Ent. & Rec.	590	600	600	640	660	660	680	680	750	510	▼ -32.6%
Retail**	180	170	170	170	180	180	190	190	200	180	▼ -8.3%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	▼ -22.6%
Other Travel*	70	30	30	50	50	60	60	60	70	60	▼ -10.4%
TOTAL	2,060	2,190	2,230	2,320	2,410	2,460	2,520	2,600	2,710	2,200	▼ -18.8%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.8	1.2	1.4	1.4	1.5	1.5	1.8	1.8	1.9	1.9	▼ -2.5%
State Tax Receipts	3.1	4.3	4.4	4.5	4.7	4.8	5.5	5.9	6.1	5.0	▼ -17.4%
TOTAL	3.9	5.5	5.7	5.9	6.2	6.3	7.3	7.7	8.0	6.9	▼ -13.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Umatilla County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Umatilla County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$106	$179	$291	$493	2.7	1.7
Private Home	$27	$81	$63	$190	2.4	3.0
Other Overnight	$28	$80	$74	$209	2.6	2.8
All Overnight	$100	$228	$252	$589	2.5	2.3

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	729,690	737,730	610,210	297,440	300,710	221,990
Private Home	787,440	780,550	748,160	307,790	305,090	317,470
Other Overnight	261,140	265,980	194,070	78,600	80,000	74,100
All Overnight	**1,778,280**	**1,784,250**	**1,552,440**	**683,820**	**685,810**	**613,560**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	438,690	443,520	361,820	178,820	180,790	131,100
Private Home	306,310	303,630	248,870	119,730	118,680	105,600
Other Overnight	90,160	91,730	68,250	27,310	27,770	26,190
All Overnight	**835,170**	**838,890**	**678,930**	**325,860**	**327,230**	**262,890**

Union County / Insights

Direct Travel Impacts 2020p

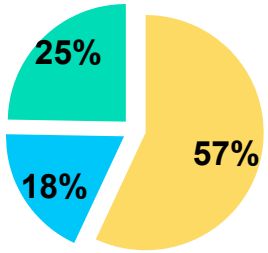
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$42,797
Employee Earnings generated by $100 Visitor Spending	$60
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	4%
Overnight Visitor Day Share of Resident Population**	4%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

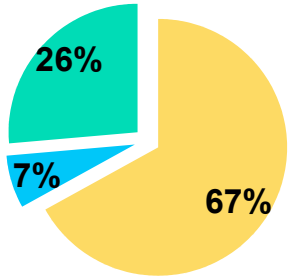
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Union County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Union County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	28.9	31.8	31.3	33.0	33.0	33.3	35.2	36.8	38.0	25.0	▼ -34.2%	▼ -0.9%
Other	2.1	4.4	4.2	4.0	3.2	3.0	3.3	3.8	3.9	2.4	▼ -38.8%	▲ 0.7%
Visitor	26.8	27.5	27.2	29.0	29.8	30.3	31.9	33.0	34.1	22.6	▼ -33.7%	▼ -1.0%
Earnings ($Million)												
Earnings (Current $)	9.3	9.5	9.8	10.4	11.2	11.8	12.3	14.3	15.4	13.6	▼ -11.7%	▲ 2.3%
Employment (Jobs)												
Employment	610	550	560	570	580	600	610	660	670	540	▼ -20.4%	▼ -0.8%
Tax Revenue ($Million)												
Total (Current $)	1.1	1.4	1.4	1.5	1.5	1.6	1.8	1.9	2.0	1.6	▼ -18.5%	▲ 2.1%
Local	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.5	▼ -25.3%	▲ 1.5%
State	0.8	0.9	0.9	1.0	1.0	1.1	1.2	1.3	1.3	1.1	▼ -15.3%	▲ 2.4%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Union County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	26.8	27.5	27.2	29.0	29.8	30.3	31.9	33.0	34.1	22.6	▼ -33.7%
Other Travel*	2.1	4.4	4.2	4.0	3.2	3.0	3.3	3.8	3.9	2.4	▼ -38.8%
TOTAL	28.9	31.8	31.3	33.0	33.0	33.3	35.2	36.8	38.0	25.0	▼ -34.2%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	12.2	10.8	10.4	11.6	12.4	12.6	13.7	14.1	14.6	10.9	▼ -25.4%
Private Home	3.8	5.2	5.0	5.3	5.2	5.2	5.4	5.6	5.7	4.7	▼ -17.7%
Campground	3.8	5.1	5.4	5.5	5.6	5.8	5.8	6.1	6.3	3.1	▼ -50.3%
2nd Home	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.4	▼ -19.8%
Day Travel	6.6	5.9	5.8	6.2	6.2	6.3	6.5	6.7	7.0	3.5	▼ -50.2%
TOTAL	26.8	27.5	27.2	29.0	29.8	30.3	31.9	33.0	34.1	22.6	▼ -33.7%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	5.7	5.8	5.9	6.5	7.1	7.4	8.0	8.2	8.4	5.9	▼ -30.5%
Food Service	6.8	7.2	7.1	7.7	8.1	8.4	8.8	9.2	9.7	6.5	▼ -32.9%
Food Stores	3.5	4.1	4.1	4.4	4.5	4.5	4.5	4.6	4.8	2.9	▼ -38.0%
Local Tran. & Gas	2.0	2.9	2.7	2.7	2.3	2.2	2.4	2.7	2.8	2.5	▼ -10.5%
Arts, Ent. & Rec.	4.9	4.0	3.9	4.2	4.3	4.4	4.5	4.6	4.7	1.9	▼ -59.0%
Retail Sales	3.9	3.4	3.3	3.5	3.5	3.5	3.6	3.6	3.7	2.9	▼ -22.2%
TOTAL	26.8	27.5	27.2	29.0	29.8	30.3	31.9	33.0	34.1	22.6	▼ -33.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Union County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	6.5	6.9	7.0	7.4	8.1	8.4	8.7	10.4	11.2	10.3	▼ -8.3%
Arts, Ent. & Rec.	1.5	1.3	1.6	1.7	1.7	1.9	2.0	2.3	2.5	2.0	▼ -21.1%
Retail**	1.0	1.0	1.0	1.1	1.1	1.1	1.2	1.2	1.3	1.0	▼ -18.5%
Ground Tran.	0.2	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▼ -13.2%
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.1	▼ -34.3%
TOTAL	9.3	9.5	9.8	10.4	11.2	11.8	12.3	14.3	15.4	13.6	▼ -11.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	360	330	320	330	340	360	360	400	410	340	▼ -16.0%
Arts, Ent. & Rec.	190	160	180	180	170	180	190	200	190	140	▼ -28.2%
Retail**	50	50	50	50	50	50	50	50	50	40	▼ -22.4%
Ground Tran.	10	0	0	0	0	0	10	0	10	0	▼ -11.9%
Other Travel*	10	10	10	10	10	10	10	10	10	10	▼ -36.6%
TOTAL	610	550	560	570	580	600	610	660	670	540	▼ -19.4%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.5	▼ -25.3%
State Tax Receipts	0.8	0.9	0.9	1.0	1.0	1.1	1.2	1.3	1.3	1.1	▼ -15.3%
TOTAL	1.1	1.4	1.4	1.5	1.5	1.6	1.8	1.9	2.0	1.6	▼ -18.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Union County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Union County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$103	$170	$285	$471	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$32	$95	$85	$255	2.7	3.0
All Overnight	$76	$187	$193	$483	2.6	2.5

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	146,650	150,220	105,790	59,780	61,230	38,170
Private Home	265,720	267,340	178,420	103,860	104,490	75,710
Other Overnight	162,320	166,270	111,670	47,220	48,350	41,330
All Overnight	**574,690**	**583,830**	**395,880**	**210,860**	**214,080**	**155,220**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	88,170	90,310	64,120	35,940	36,810	23,140
Private Home	103,360	103,990	59,350	40,400	40,650	25,180
Other Overnight	52,660	53,920	37,300	15,370	15,730	13,850
All Overnight	**244,200**	**248,220**	**160,770**	**91,710**	**93,200**	**62,170**

Wallowa County / Insights

Direct Travel Impacts 2020p

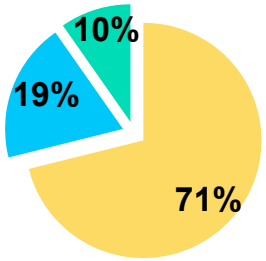
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$28,085
Employee Earnings generated by $100 Visitor Spending	$78
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	14%
Overnight Visitor Day Share of Resident Population**	11%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

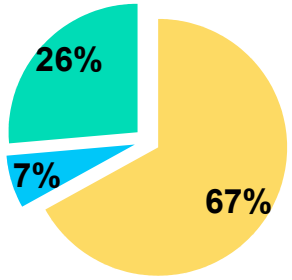
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Wallowa County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Wallowa County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	20.4	26.7	26.1	27.6	28.3	29.3	30.9	32.0	33.2	19.9	▼ -40.1%	▼ -0.2%
Other	0.6	1.1	1.1	1.1	0.8	0.8	0.9	1.0	1.0	0.6	▼ -38.6%	▲ 0.3%
Visitor	19.8	25.5	25.0	26.5	27.5	28.5	30.0	30.9	32.2	19.3	▼ -40.1%	▼ -0.2%
Earnings ($Million)												
Earnings (Current $)	6.5	9.1	9.4	10.5	11.8	12.7	12.8	14.5	14.3	15.1	▲ 5.3%	▲ 5.0%
Employment (Jobs)												
Employment	500	520	530	550	580	590	630	670	630	690	▲ 8.9%	▲ 1.9%
Tax Revenue ($Million)												
Total (Current $)	0.7	0.9	1.0	1.0	1.1	1.2	1.3	1.4	1.4	1.3	▼ -10.3%	▲ 3.9%
Local	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.3	▼ -24.7%	▲ 2.1%
State	0.5	0.7	0.7	0.7	0.8	0.8	0.9	1.0	1.0	1.0	▼ -4.5%	▲ 4.6%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Wallowa County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	19.8	25.5	25.0	26.5	27.5	28.5	30.0	30.9	32.2	19.3	▼ -40.1%
Other Travel*	0.6	1.1	1.1	1.1	0.8	0.8	0.9	1.0	1.0	0.6	▼ -38.6%
TOTAL	20.4	26.7	26.1	27.6	28.3	29.3	30.9	32.0	33.2	19.9	▼ -40.1%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	6.7	11.0	10.3	11.3	12.0	12.7	13.8	14.1	14.7	12.0	▼ -18.8%
Private Home	1.1	1.4	1.3	1.4	1.4	1.4	1.5	1.5	1.5	1.6	▲ 5.9%
Campground	5.4	6.0	6.4	6.5	6.6	6.8	6.8	7.1	7.4	2.1	▼ -72.2%
2nd Home	1.1	1.3	1.3	1.3	1.3	1.3	1.4	1.4	1.5	1.2	▼ -19.8%
Day Travel	5.6	5.8	5.7	6.0	6.1	6.3	6.5	6.8	7.0	2.4	▼ -65.4%
TOTAL	19.8	25.5	25.0	26.5	27.5	28.5	30.0	30.9	32.2	19.3	▼ -40.1%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	3.9	6.1	6.1	6.6	7.2	7.7	8.4	8.5	8.8	6.4	▼ -27.5%
Food Service	4.9	6.4	6.3	6.8	7.2	7.6	8.0	8.3	8.8	5.2	▼ -41.1%
Food Stores	3.1	3.6	3.6	3.8	4.0	4.0	4.0	4.1	4.2	2.2	▼ -48.5%
Local Tran. & Gas	1.4	2.5	2.3	2.3	1.9	1.9	2.0	2.3	2.4	1.9	▼ -21.1%
Arts, Ent. & Rec.	3.6	3.9	3.8	4.0	4.1	4.3	4.4	4.5	4.7	1.7	▼ -63.0%
Retail Sales	3.0	3.0	2.9	3.0	3.1	3.1	3.1	3.2	3.3	1.9	▼ -42.0%
TOTAL	19.8	25.5	25.0	26.5	27.5	28.5	30.0	30.9	32.2	19.3	▼ -40.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Wallowa County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	4.3	6.7	6.7	7.5	8.7	9.5	9.4	10.7	10.3	10.9	▲ 5.2%
Arts, Ent. & Rec.	1.1	1.1	1.5	1.6	1.7	1.7	1.8	2.2	2.4	3.2	▲ 32.6%
Retail**	1.0	1.1	1.2	1.2	1.3	1.3	1.4	1.3	1.4	0.9	▼ -35.5%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	▼ -19.4%
Other Travel*	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	▼ -40.4%
TOTAL	6.5	9.1	9.4	10.5	11.8	12.7	12.8	14.5	14.3	15.1	▲ 5.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	340	340	330	360	380	390	410	420	390	380	▼ -0.6%
Arts, Ent. & Rec.	100	120	150	150	140	150	170	200	200	270	▲ 39.6%
Retail**	50	50	50	50	50	50	50	40	40	30	▼ -39.8%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	▼ -18.2%
Other Travel*	0	0	0	0	0	0	0	0	0	0	▼ -38.8%
TOTAL	500	520	530	550	580	590	630	670	630	690	▲ 9.5%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.3	▼ -24.7%
State Tax Receipts	0.5	0.7	0.7	0.7	0.8	0.8	0.9	1.0	1.0	1.0	▼ -4.5%
TOTAL	0.7	0.9	1.0	1.0	1.1	1.2	1.3	1.4	1.4	1.3	▼ -10.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Wallowa County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Wallowa County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$93	$153	$257	$424	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$28	$79	$73	$204	2.6	2.8
All Overnight	$94	$206	$245	$545	2.6	2.2

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	149,280	153,740	129,060	60,850	62,670	46,570
Private Home	71,270	71,640	61,500	27,860	28,000	26,100
Other Overnight	234,740	239,660	116,450	69,660	71,080	44,640
All Overnight	**455,290**	**465,030**	**307,010**	**158,370**	**161,750**	**117,310**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	89,750	92,430	78,230	36,580	37,670	28,230
Private Home	27,720	27,870	20,460	10,840	10,890	8,680
Other Overnight	78,990	80,570	41,220	23,570	24,030	15,880
All Overnight	**196,470**	**200,870**	**139,900**	**71,000**	**72,600**	**52,790**

Wasco County / Insights

Direct Travel Impacts 2020p

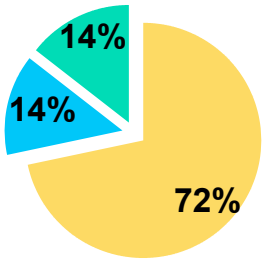
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$42,878
Employee Earnings generated by $100 Visitor Spending	$63
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	9%
Overnight Visitor Day Share of Resident Population**	8%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

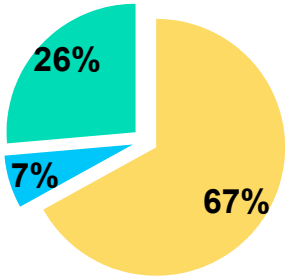
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Wasco County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Wasco County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	71.4	91.1	90.3	102.2	108.3	115.1	122.3	122.3	105.1	57.6	▼ -45.2%	▼ -1.3%
Other	2.0	4.3	4.2	4.0	3.2	3.0	3.4	3.8	3.9	2.4	▼ -39.2%	▲ 0.9%
Visitor	69.4	86.8	86.2	98.2	105.1	112.1	119.0	118.4	101.2	55.2	▼ -45.5%	▼ -1.3%
Earnings ($Million)												
Earnings (Current $)	21.2	27.1	29.9	33.3	36.6	40.0	42.7	44.2	39.7	34.8	▼ -12.3%	▲ 3.0%
Employment (Jobs)												
Employment	1,350	1,430	1,540	1,590	1,770	1,810	1,880	1,840	1,600	1,300	▼ -18.9%	▼ -0.2%
Tax Revenue ($Million)												
Total (Current $)	2.0	2.8	3.0	3.4	3.7	4.2	4.8	4.8	4.5	4.0	▼ -11.8%	▲ 4.2%
Local	0.4	0.7	0.7	0.9	0.9	1.2	1.3	1.2	1.3	1.2	▼ -3.0%	▲ 7.1%
State	1.6	2.2	2.3	2.6	2.8	3.0	3.5	3.6	3.2	2.7	▼ -15.3%	▲ 3.2%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Wasco County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	69.4	86.8	86.2	98.2	105.1	112.1	119.0	118.4	101.2	55.2	▼ -45.5%
Other Travel*	2.0	4.3	4.2	4.0	3.2	3.0	3.4	3.8	3.9	2.4	▼ -39.2%
TOTAL	71.4	91.1	90.3	102.2	108.3	115.1	122.3	122.3	105.1	57.6	▼ -45.2%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	30.7	41.6	40.9	49.2	54.7	59.7	64.4	63.3	45.7	29.7	▼ -34.9%
Private Home	3.7	5.0	5.0	5.3	5.2	5.3	5.5	5.5	5.8	6.0	▲ 4.3%
Campground	6.9	8.1	8.6	8.7	8.8	9.0	9.1	9.5	9.9	4.0	▼ -59.4%
2nd Home	1.3	1.9	2.0	2.0	2.0	2.0	2.1	2.2	2.2	1.8	▼ -19.8%
Day Travel	26.9	30.1	29.7	33.1	34.3	36.0	37.8	37.9	37.7	13.7	▼ -63.7%
TOTAL	69.4	86.8	86.2	98.2	105.1	112.1	119.0	118.4	101.2	55.2	▼ -45.5%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	18.2	24.1	24.6	29.0	33.0	36.5	39.1	37.4	26.0	18.8	▼ -27.6%
Food Service	16.7	22.1	22.0	25.4	27.4	29.5	31.6	32.3	30.2	13.9	▼ -53.8%
Food Stores	7.2	8.9	8.9	9.9	10.4	10.6	10.8	10.8	10.5	6.5	▼ -37.9%
Local Tran. & Gas	4.3	7.6	7.1	7.5	6.5	6.4	7.2	7.9	7.1	5.8	▼ -18.1%
Arts, Ent. & Rec.	12.0	12.9	12.6	14.3	15.2	16.1	16.9	16.9	15.0	4.3	▼ -71.6%
Retail Sales	11.1	11.2	10.9	12.1	12.5	13.0	13.4	13.2	12.5	5.9	▼ -53.1%
TOTAL	69.4	86.8	86.2	98.2	105.1	112.1	119.0	118.4	101.2	55.2	▼ -45.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Wasco County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	15.0	19.9	21.6	24.2	26.8	29.3	31.2	32.8	29.0	26.9	▼ -7.1%
Arts, Ent. & Rec.	3.6	4.2	5.2	5.7	6.1	6.8	7.3	7.2	6.6	5.1	▼ -22.7%
Retail**	2.2	2.5	2.5	2.8	3.0	3.2	3.4	3.5	3.4	2.2	▼ -34.1%
Ground Tran.	0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.5	0.4	▼ -24.8%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	▼ -21.5%
TOTAL	21.2	27.1	29.9	33.3	36.6	40.0	42.7	44.2	39.7	34.8	▼ -12.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	910	950	1,020	1,050	1,150	1,170	1,210	1,170	980	870	▼ -11.1%
Arts, Ent. & Rec.	310	350	400	400	470	490	510	510	480	330	▼ -29.8%
Retail**	100	110	100	110	120	120	130	120	120	80	▼ -37.0%
Ground Tran.	10	10	10	10	10	10	20	10	10	10	▼ -23.6%
Other Travel*	10	10	10	10	10	10	10	10	10	10	▼ -25.7%
TOTAL	1,350	1,430	1,540	1,590	1,770	1,810	1,880	1,840	1,600	1,300	▼ -18.8%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.4	0.7	0.7	0.9	0.9	1.2	1.3	1.2	1.3	1.2	▼ -3.0%
State Tax Receipts	1.6	2.2	2.3	2.6	2.8	3.0	3.5	3.6	3.2	2.7	▼ -15.3%
TOTAL	2.0	2.8	3.0	3.4	3.7	4.2	4.8	4.8	4.5	4.0	▼ -11.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Wasco County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Wasco County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$103	$187	$275	$509	2.7	1.9
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$23	$67	$61	$177	2.7	2.9
All Overnight	$93	$222	$238	$578	2.6	2.4

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	515,230	385,220	289,360	210,020	157,030	108,140
Private Home	263,030	269,290	227,650	102,810	105,260	96,600
Other Overnight	398,640	407,300	251,060	117,780	120,280	94,710
All Overnight	**1,176,900**	**1,061,810**	**768,070**	**430,610**	**382,560**	**299,450**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	309,760	231,600	158,720	126,260	94,400	58,390
Private Home	102,320	104,750	75,730	39,990	40,940	32,130
Other Overnight	133,080	135,850	86,560	39,530	40,330	32,810
All Overnight	**545,160**	**472,200**	**321,000**	**205,790**	**175,680**	**123,330**

Washington County / Insights

Direct Travel Impacts 2020p

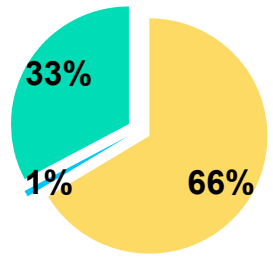
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$73,368
Employee Earnings generated by $100 Visitor Spending	$45
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	2%
Overnight Visitor Day Share of Resident Population**	2%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

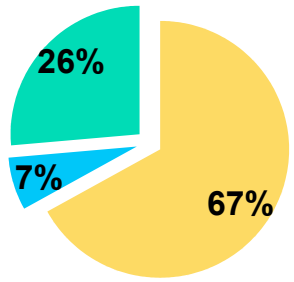
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Washington County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Washington County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	427.6	653.3	666.2	670.8	686.8	754.7	828.8	863.7	894.3	540.1	▼ -39.6%	▲ 1.4%
Other	80.9	141.3	129.7	130.0	115.8	121.6	131.6	143.0	145.2	78.0	▼ -46.3%	▼ -0.2%
Visitor	346.7	512.0	536.5	540.7	571.0	633.1	697.2	720.7	749.1	462.1	▼ -38.3%	▲ 1.7%
Earnings ($Million)												
Earnings (Current $)	113.4	169.3	172.9	184.0	202.3	235.4	255.9	273.4	286.6	238.1	▼ -16.9%	▲ 4.5%
Employment (Jobs)												
Employment	5,390	6,560	6,750	7,070	7,480	8,300	8,640	8,750	8,750	6,740	▼ -22.9%	▲ 1.3%
Tax Revenue ($Million)												
Total (Current $)	16.3	27.3	29.0	29.7	32.8	37.3	45.4	47.0	49.0	34.1	▼ -30.5%	▲ 4.4%
Local	3.7	7.5	8.8	9.1	10.9	12.7	16.8	17.2	18.1	9.9	▼ -45.0%	▲ 6.0%
State	12.6	19.8	20.2	20.7	21.9	24.6	28.6	29.9	31.0	24.1	▼ -22.1%	▲ 3.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Washington County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	346.7	512.0	536.5	540.7	571.0	633.1	697.2	720.7	749.1	462.1	▼ -38.3%
Other Travel*	80.9	141.3	129.7	130.0	115.8	121.6	131.6	143.0	145.2	78.0	▼ -46.3%
TOTAL	427.6	653.3	666.2	670.8	686.8	754.7	828.8	863.7	894.3	540.1	▼ -39.6%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	125.3	205.8	218.9	221.4	241.2	285.7	333.5	347.5	364.2	264.0	▼ -27.5%
Private Home	120.0	171.4	176.8	177.9	183.2	191.2	198.3	203.3	209.3	129.9	▼ -37.9%
Campground	2.0	2.5	2.6	2.7	2.7	2.8	2.8	2.9	3.0	1.5	▼ -51.6%
2nd Home	1.7	2.4	2.5	2.5	2.5	2.6	2.6	2.8	2.8	2.1	▼ -25.0%
Day Travel	97.7	129.9	135.6	136.3	141.3	150.9	159.9	164.2	169.7	64.6	▼ -61.9%
TOTAL	346.7	512.0	536.5	540.7	571.0	633.1	697.2	720.7	749.1	462.1	▼ -38.3%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	54.3	93.4	100.1	103.2	118.7	144.5	169.3	173.1	181.9	89.3	▼ -50.9%
Food Service	105.5	161.2	171.2	174.6	187.2	208.0	227.9	237.4	250.0	152.2	▼ -39.1%
Food Stores	27.8	39.7	41.5	42.6	45.0	46.8	48.2	48.5	49.9	50.5	▲ 1.0%
Local Tran. & Gas	40.0	75.3	75.8	73.2	67.0	70.1	79.8	88.1	89.8	50.1	▼ -44.1%
Arts, Ent. & Rec.	44.9	54.1	56.3	56.4	59.0	63.7	67.5	68.6	70.2	49.8	▼ -29.2%
Retail Sales	74.2	88.4	91.6	90.8	94.2	100.0	104.6	105.1	107.3	70.2	▼ -34.5%
TOTAL	346.7	512.0	536.5	540.7	571.0	633.1	697.2	720.7	749.1	462.1	▼ -38.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Washington County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	64.5	105.9	112.3	120.1	134.5	158.5	173.1	187.5	196.9	157.1	▼ -20.2%
Arts, Ent. & Rec.	12.8	17.2	17.5	18.5	19.6	22.0	23.9	25.1	26.6	19.0	▼ -28.5%
Retail**	12.2	15.8	16.5	16.8	18.0	19.6	21.2	22.1	22.7	21.4	▼ -5.5%
Ground Tran.	5.1	7.2	7.5	7.8	8.4	9.7	11.0	11.4	12.4	9.7	▼ -22.3%
Other Travel*	18.7	23.2	19.2	20.7	21.9	25.7	26.8	27.4	27.9	30.9	▲ 10.8%
TOTAL	113.4	169.3	172.9	184.0	202.3	235.4	255.9	273.4	286.6	238.1	▼ -16.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,270	4,250	4,440	4,700	5,050	5,690	5,870	5,970	5,970	4,680	▼ -21.6%
Arts, Ent. & Rec.	800	940	940	980	1,010	1,120	1,190	1,180	1,190	770	▼ -35.0%
Retail**	500	570	590	590	610	640	680	690	690	610	▼ -10.9%
Ground Tran.	220	230	240	240	240	270	290	290	300	240	▼ -21.1%
Other Travel*	590	570	530	560	560	580	610	630	610	450	▼ -26.4%
TOTAL	5,390	6,560	6,750	7,070	7,480	8,300	8,640	8,750	8,750	6,740	▼ -23.0%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	3.7	7.5	8.8	9.1	10.9	12.7	16.8	17.2	18.1	9.9	▼ -45.0%
State Tax Receipts	12.6	19.8	20.2	20.7	21.9	24.6	28.6	29.9	31.0	24.1	▼ -22.1%
TOTAL	16.3	27.3	29.0	29.7	32.8	37.3	45.4	47.0	49.0	34.1	▼ -30.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Washington County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Washington County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$177	$359	$413	$856	2.3	2.1
Private Home	$32	$118	$62	$227	1.9	3.6
Other Overnight	$30	$103	$67	$232	2.2	3.5
All Overnight	$118	$353	$238	$738	2.0	3.1

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	2,376,550	2,440,310	1,491,260	1,131,970	1,159,510	638,690
Private Home	6,137,100	6,207,240	3,999,840	3,119,470	3,154,200	2,084,310
Other Overnight	164,080	166,350	118,960	57,720	58,440	53,310
All Overnight	**8,677,730**	**8,813,900**	**5,610,060**	**4,309,160**	**4,372,160**	**2,776,320**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	1,164,690	1,195,940	734,620	540,940	554,370	308,500
Private Home	1,978,780	2,001,390	1,103,830	980,950	991,970	572,340
Other Overnight	47,560	48,250	34,820	16,590	16,810	15,450
All Overnight	**3,191,040**	**3,245,590**	**1,873,270**	**1,538,480**	**1,563,140**	**896,280**

Wheeler County / Insights

Direct Travel Impacts 2020p

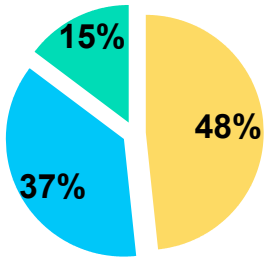
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$80,085
Employee Earnings generated by $100 Visitor Spending	$25
Local & State Tax Revenues generated by $100 Visitor Spending	$4
Visitor Shares	
Travel Share of Total Employment (2020)	4%
Overnight Visitor Day Share of Resident Population**	10%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

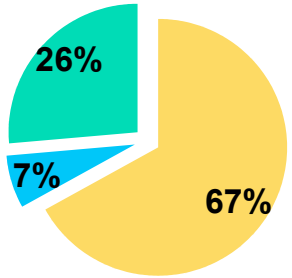
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Wheeler County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Wheeler County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	2.4	2.8	2.8	2.8	2.8	2.8	3.0	3.1	3.2	2.2	▼ -33.0%	▼ -0.8%
Other	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	▼ -41.2%	▼ -0.5%
Visitor	2.3	2.6	2.5	2.6	2.6	2.7	2.8	2.9	3.0	2.0	▼ -32.4%	▼ -0.8%
Earnings ($Million)												
Earnings (Current $)	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.8	0.5	▼ -32.9%	▼ -0.4%
Employment (Jobs)												
Employment	40	40	40	40	30	30	30	40	40	30	▼ -33.7%	▼ -3.2%
Tax Revenue ($Million)												
Total (Current $)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -24.8%	▲ 0.8%
State	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -24.8%	▲ 0.8%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Wheeler County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	2.3	2.6	2.5	2.6	2.6	2.7	2.8	2.9	3.0	2.0	▼ -32.4%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	▼ -41.2%
TOTAL	2.4	2.8	2.8	2.8	2.8	2.8	3.0	3.1	3.2	2.2	▼ -33.0%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	0.6	0.8	0.7	0.7	0.7	0.8	0.8	0.9	0.9	0.8	▼ -11.3%
Private Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	▼ -17.4%
Campground	0.5	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.4	▼ -50.8%
2nd Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	▼ -19.8%
Day Travel	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.4	▼ -50.1%
TOTAL	2.3	2.6	2.5	2.6	2.6	2.7	2.8	2.9	3.0	2.0	▼ -32.4%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	0.4	0.5	0.4	0.5	0.5	0.5	0.6	0.6	0.6	0.5	▼ -25.1%
Food Service	0.6	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.9	0.6	▼ -30.7%
Food Stores	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.3	▼ -30.6%
Local Tran. & Gas	0.2	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.2	▼ -19.0%
Arts, Ent. & Rec.	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.2	▼ -58.0%
Retail Sales	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.2	▼ -33.8%
TOTAL	2.3	2.6	2.5	2.6	2.6	2.7	2.8	2.9	3.0	2.0	▼ -32.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Wheeler County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.3	▼ -29.5%
Arts, Ent. & Rec.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -55.9%
Retail**	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -21.2%
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -7.6%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -42.9%
TOTAL	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.8	0.5	▼ -32.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	30	30	20	30	20	20	20	30	30	20	▼ -30.9%
Arts, Ent. & Rec.	10	0	0	0	0	0	0	0	0	0	▼ -61.6%
Retail**	10	10	10	10	10	10	10	10	10	0	▼ -27.8%
Ground Tran.	0	0	0	0	0	0	0	0	0	0	▼ -6.2%
Other Travel*	0	0	0	0	0	0	0	0	0	0	▼ -46.3%
TOTAL	40	40	40	40	30	30	30	40	40	30	▼ -25.0%
Tax Receipts Generated by Travel Spending ($Millions)											
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -24.8%
TOTAL	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -24.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Wheeler County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Wheeler County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$110	$182	$305	$503	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$17	$51	$46	$134	2.7	2.9
All Overnight	$48	$126	$124	$329	2.6	2.6

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	9,520	9,800	7,230	3,880	4,000	2,610
Private Home	13,720	13,820	9,260	5,360	5,400	3,930
Other Overnight	49,920	50,980	34,900	14,790	15,100	13,160
All Overnight	**73,160**	**74,610**	**51,380**	**24,030**	**24,500**	**19,690**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	5,720	5,890	4,380	2,330	2,400	1,580
Private Home	5,340	5,380	3,080	2,090	2,100	1,310
Other Overnight	16,760	17,090	12,020	4,990	5,090	4,550
All Overnight	**27,810**	**28,360**	**19,480**	**9,410**	**9,590**	**7,440**

Yamhill County / Insights

Direct Travel Impacts 2020p

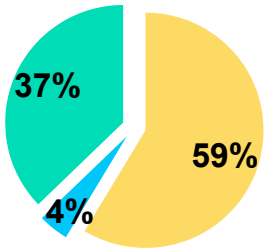
Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 Job	$43,149
Employee Earnings generated by $100 Visitor Spending	$54
Local & State Tax Revenues generated by $100 Visitor Spending	$7
Visitor Shares	
Travel Share of Total Employment (2020)	3%
Overnight Visitor Day Share of Resident Population**	3%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.
Visitor spending that supports 1 job does not include employment in Other Travel.
**Annual Overnight Visitor Days divided by Resident Population multiplied by 365

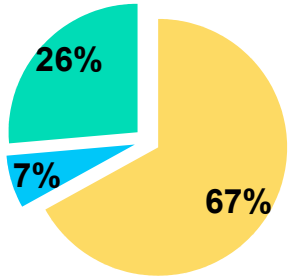
Visitors staying in hotel, motel, or short term rentals account for 70% of overnight visitor spending for the state of Oregon, while private home (VFR) and other overnight together account for 30%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

2020 Share of Overnight Visitor Spending

Yamhill County



Oregon



Hotel, Motel, STR | Private Home (VFR) | Other Overnight

Yamhill County / Summary Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2003-20
Spending ($Million)												
Total (Current $)	61.5	113.2	115.7	115.7	117.7	119.8	126.0	136.6	138.8	73.7	▼ -46.9%	▲ 1.1%
Other	8.3	17.7	17.5	17.0	13.8	13.1	14.5	16.6	17.0	10.1	▼ -40.9%	▲ 1.1%
Visitor	53.2	95.4	98.3	98.7	103.9	106.7	111.5	120.0	121.8	63.6	▼ -47.8%	▲ 1.1%
Earnings ($Million)												
Earnings (Current $)	14.1	25.7	27.9	28.8	31.5	33.8	36.0	40.2	43.1	35.7	▼ -17.2%	▲ 5.6%
Employment (Jobs)												
Employment	1,030	1,450	1,550	1,560	1,590	1,660	1,680	1,820	1,860	1,520	▼ -17.9%	▲ 2.3%
Tax Revenue ($Million)												
Total (Current $)	2.0	3.9	4.1	4.1	4.4	4.7	5.3	5.7	5.9	4.3	▼ -26.9%	▲ 4.6%
Local	0.1	0.4	0.5	0.6	0.6	0.7	0.8	0.8	0.8	0.5	▼ -45.5%	▲ 10.5%
State	1.9	3.4	3.6	3.6	3.8	4.0	4.6	4.9	5.1	3.9	▼ -23.8%	▲ 4.2%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Yamhill County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	53.2	95.4	98.3	98.7	103.9	106.7	111.5	120.0	121.8	63.6	▼ -47.8%
Other Travel*	8.3	17.7	17.5	17.0	13.8	13.1	14.5	16.6	17.0	10.1	▼ -40.9%
TOTAL	61.5	113.2	115.7	115.7	117.7	119.8	126.0	136.6	138.8	73.7	▼ -46.9%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR	15.4	39.6	41.8	42.2	46.1	47.9	50.8	55.7	56.5	29.6	▼ -47.7%
Private Home	13.8	20.7	20.5	20.6	20.7	21.0	21.7	22.9	23.1	18.8	▼ -18.5%
Campground	2.2	2.6	2.8	2.8	3.0	3.0	3.0	3.2	3.3	1.6	▼ -52.2%
2nd Home	0.3	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.4	▼ -19.8%
Day Travel	21.5	32.0	32.7	32.6	33.6	34.2	35.4	37.7	38.4	13.2	▼ -65.6%
TOTAL	53.2	95.4	98.3	98.7	103.9	106.7	111.5	120.0	121.8	63.6	▼ -47.8%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	7.1	18.4	19.4	20.1	23.1	24.5	26.2	28.5	28.5	14.6	▼ -48.6%
Food Service	15.0	27.1	28.3	28.7	30.5	31.8	33.4	36.2	37.5	19.1	▼ -49.1%
Food Stores	7.3	11.4	11.6	11.8	12.4	12.4	12.5	13.0	13.2	7.6	▼ -42.4%
Local Tran. & Gas	4.4	10.5	10.2	9.6	8.4	8.0	8.8	10.2	10.2	7.1	▼ -30.6%
Arts, Ent. & Rec.	9.2	14.3	14.8	14.7	15.4	15.7	16.1	17.1	17.4	5.6	▼ -67.7%
Retail Sales	10.3	13.8	14.0	13.8	14.2	14.3	14.4	15.0	15.1	9.6	▼ -36.5%
TOTAL	53.2	95.4	98.3	98.7	103.9	106.7	111.5	120.0	121.8	63.6	▼ -47.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

Yamhill County / Detail Trend

Direct Travel Impacts 2003-2020p

	2003	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	8.3	16.2	18.1	18.9	21.0	23.1	24.6	27.9	30.3	24.4	▼ -19.5%
Arts, Ent. & Rec.	2.8	5.1	5.1	5.1	5.4	5.5	5.8	6.4	6.7	6.4	▼ -3.4%
Retail**	2.1	3.1	3.2	3.2	3.4	3.5	3.7	3.9	3.9	2.9	▼ -24.9%
Ground Tran.	0.3	0.6	0.6	0.6	0.7	0.7	0.8	0.8	0.9	0.6	▼ -28.1%
Other Travel*	0.6	0.8	1.0	1.0	1.0	1.0	1.1	1.2	1.3	1.2	▼ -5.0%
TOTAL	14.1	25.7	27.9	28.8	31.5	33.8	36.0	40.2	43.1	35.7	▼ -17.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	580	820	900	910	950	990	1,010	1,110	1,160	930	▼ -19.8%
Arts, Ent. & Rec.	290	430	450	450	430	460	460	490	480	430	▼ -9.8%
Retail**	110	130	140	140	140	140	140	150	150	100	▼ -30.3%
Ground Tran.	10	20	20	20	20	20	20	20	20	20	▼ -27.0%
Other Travel*	50	40	50	50	50	50	50	50	60	50	▼ -12.8%
TOTAL	1,030	1,450	1,550	1,560	1,590	1,660	1,680	1,820	1,860	1,520	▼ -18.3%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.1	0.4	0.5	0.6	0.6	0.7	0.8	0.8	0.8	0.5	▼ -45.5%
State Tax Receipts	1.9	3.4	3.6	3.6	3.8	4.0	4.6	4.9	5.1	3.9	▼ -23.8%
TOTAL	2.0	3.9	4.1	4.1	4.4	4.7	5.3	5.7	5.9	4.3	▼ -26.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
**Retail includes gasoline.
*Other Travel includes resident air travel, travel arrangment, and convention/ trade shows.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Yamhill County / Visitor Details

Visitor Details 2020p

Overnight visitor volume for Yamhill County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	$77	$126	$212	$350	2.8	1.6
Private Home	$26	$80	$62	$187	2.4	3.0
Other Overnight	$30	$88	$81	$234	2.7	2.9
All Overnight	$69	$162	$171	$413	2.5	2.4

Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	591,640	597,860	386,320	241,170	243,700	139,400
Private Home	1,086,560	1,077,330	712,080	424,700	421,090	302,160
Other Overnight	95,190	97,230	66,450	28,160	28,750	25,020
All Overnight	**1,773,390**	**1,772,430**	**1,164,850**	**694,030**	**693,550**	**466,580**

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel, STR	355,700	359,440	234,160	144,990	146,510	84,490
Private Home	422,670	419,080	236,870	165,210	163,800	100,510
Other Overnight	31,860	32,520	22,830	9,480	9,670	8,630
All Overnight	**810,230**	**811,030**	**493,850**	**319,670**	**319,990**	**193,640**

Glossary

Term	Definition
Hotel, Motel, STR	Accommodation types that house transient lodging activity.
Private Home	Personal residences used to host visiting friends and family overnight.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Visitor Spending	Direct spending made by visitors in a destination.
Other Spending	Spending by residents on travel arrangment services, or spending for convention activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct spending; Includes full time, part time, seasonal, and proprietors.
Local Taxes	City and county taxes generated by travel spending.
State Taxes	State taxes generated by travel spending.
Destination Spending	Interchangable with Visitor Spending. Direct spending made by visitors in a destination.
STR	Short Term Rental, private and semi-private lodging rented by owners or property management companies (e.g. AirBnB, VRBO).
2nd Home	Homes under private ownership for personal use as a vacation property.

Assumptions / Methodology

Travel Impacts Methodology

Dean Runyan Associates uses a proprietary Regional Travel Impact Model (RTIM). This input-output model uses a fiscal based approach to accurately quantify travel and reduce reliance and variability of survey data. Each accommodation type (Hotel/Motel/STR, Private Home, 2nd Home, Camping, and Day) is modeled uniquely to capture the different types of economic contributions from these visitors. Earnings and employment data are derived from the relationship between business income and employee expenses. Tax receipts are generated based on each unique tax rate that applies to the underlying economic activity.

Our approach starts at local levels of geography building up to state findings.

The RTIM is in use in 12 states covering over 400 counties and local jurisdictions. Findings from this study are directly comparable to all of our research publications.

Travel Impacts Assumptions

- The distribution of commodity expenditures by visitors is accurately described through third party information and other supporting economic data.
- Overnight visitors are defined as non-local overnight visitation utilizing accommodations that are Hotels,Motels, Short Term Rentals (STR), Camping, Private Home (VFR), and 2nd home ownership.
- Day visitors include anyone that has traveled 50 miles one way, and is not routine travel (commuting or periodic retail trips), or staying overnight in travel accommodations.
- Travel contains tourism activity, business activity, and other transient activity.
- Source data is accurate and complete. (Sources include but not limited to: Bureau of Labor Statistics, Census Bureau, Bureau of Economic Analysis, STR LLC., U.S. Department of Transportation, Omnitrak Group, Oregon Department of Revenue)