



VISIT CENTRAL OREGON

ADVENTURE CALLS

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2019 Visitor Economic Impact Report

Tourism continues to be the single largest industry in Central Oregon, employing more than 10,000 residents and generating total economic impacts that exceed \$1.36 billion annually. The tourism industry is an equally powerful driver for Central Oregon’s economic diversification, new business recruitment and overall quality of life.

Visit Central Oregon is appointed by Travel Oregon as the Regional Destination Management Organization for Central Oregon, partnering with our local and statewide Stakeholders on tourism marketing and development initiatives. For economic impact research, Visit Central Oregon extrapolates regional data from research reports prepared for the Oregon Tourism Commission by Dean Runyan Associates (Oregon Travel Impacts - April 2019). The primary objective of the state research is to provide reliable, detailed figures to allow comparisons from year-to-year for both state and county levels. Both reports are available in entirety at the Travel Oregon website, <https://industry.traveloregon.com/research/category/all-research/>, and their interactive database at <https://www.travelstats.com/oregon>. The Central Oregon summary may be found at <https://industry.visitcentraloregon.com/research-reports/>.

Summary of Central Oregon Impacts

- Central Oregon (comprised of Deschutes, Crook, Jefferson and south Wasco counties) welcomed more than 3.6 million* overnight visitors annually
- Central Oregon Transient Lodging Tax revenues accounted for \$19.8 million in 2019. Of that total, Deschutes County leads the Central region in generating \$18.6 million of the Transient Lodging Tax revenue
- In 2019, employment directly generated by travel spending in Central Oregon was 10,000 jobs, up 0.3%
- In 2019, total direct tourism economic impacts in Central Oregon was just over \$1.36 billion
- Deschutes County ranked 4th and Central Oregon region ranked 5th in the state in terms of travel expenditures (including air and ground), at \$886.3 million and \$1.02 billion, respectively
- Average trip spend, per person, from an overnight visitor is \$246

Total Travel Impact (\$ in Millions)

	<i>Crook</i>	<i>Deschutes</i>	<i>Jefferson</i>	<i>South Wasco</i>	<i>Total Impact</i>
Travel Expenditures	\$52.8	\$886.3	\$59.0	\$23.9	\$ 1,022.0
Industry Earnings	\$16.7	\$246.2	\$20.1	\$ 9.0	\$ 292.0
Local / State Taxes	\$ 2.0	\$ 41.9	\$ 2.9	\$ 0.2	\$ 47.0
Total Impacts:	\$71.5	\$1,174.4	\$82.0	\$33.1	\$1,361.0
Industry Employment	710	7870	1060	360	10,000



Summary of Oregon's Statewide Tourism Impacts

The Oregon travel industry continued its post-recessionary expansion in 2019. By most measures, 2019 was the strongest year of travel industry since the 2008-2009 recession. (source: Travel Oregon – Dean Runyan research)

- **Statewide Travel spending:** \$12.8 billion, increased by 3.6% and is the seventh consecutive year of spending growth.
- **Travel Activity:** An estimated 29.4 million overnight visitors traveled to Oregon destinations, an increase of 1.0%. Room demand, as measured by STR Inc., increased by 2.6%.
- **Employment:** Total travel generated employment was 117,500 in 2019, representing a 1.4% increase and the ninth year of growth, following the steep decline from 2008-2010.
- **GDP:** The Gross Domestic Product of the travel industry was \$5.8 billion in 2019. The travel industry is one of the three largest export-oriented industries in rural Oregon counties (the other two being agriculture/food processing and logging/wood products).

Visitor Spending by Type of Traveler Accommodation (\$ in Millions)

	<u>Central Oregon</u>	<u>Oregon</u>
Hotel, Motel, STVR	\$ 544	\$ 5,784
Private Home	\$ 140	\$ 2,130
Other Overnight (campgrounds /vac homes)	\$ 106	\$ 699
Day Travel	\$ 145	\$ 2,378
Total Spending	\$ 935	\$10,991

Visitor Spending by Commodities Purchased (\$ in Millions)

	<u>Central Oregon</u>	<u>Oregon</u>
Accommodations	\$ 270.5	\$ 2,435
Food & Beverage Services	\$ 258.0	\$ 2,870
Food Stores	\$ 71.6	\$ 749
Air/Ground Transportation	\$ 140.8	\$ 2,628
Recreation	\$ 97.6	\$ 1,131
Shopping	\$ 96.6	\$ 1,178
Total Spending	\$ 935.1	\$10,991

Direct Travel Impact (\$ in Millions)

	<u>Central Oregon</u>	<u>Oregon</u>
Total Direct Travel Spending	\$ 1021.6	\$12,757
Industry Earnings (wages)	\$ 292.0	\$ 3,779
Local/State/Federal Taxes	\$ 47.5	\$ 1,331
Total Impact	\$1,361.1	\$17,867