

## Lane County County Travel Impacts and Visitor Volume

### Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$71,130
Employee Earnings generated by \$100 Visitor Spending	\$33
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.73

### Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$26,542
Additional employment if each resident household encouraged one additional overnight visitor	373

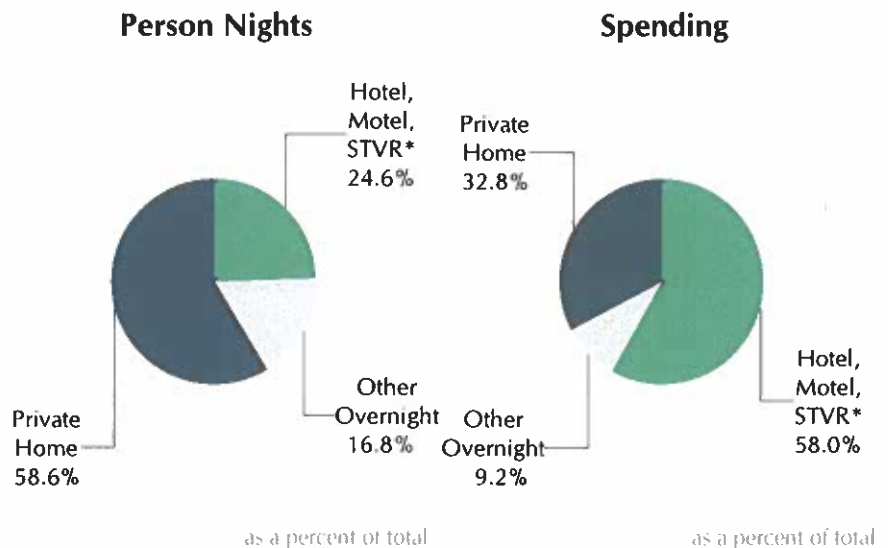
### Visitor Shares

Travel Share of Total Employment (2016)*	5.2 %
Overnight Visitor Share of Resident Population (2017)**	5.9 %

### Overnight Visitor Spending and Volume

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

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



	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Hotel, Motel, STVR*	1,062.4	1,974.3	295.9
Private Home	1,556.4	4,713.4	167.6
Other Overnight	434.6	1,353.9	47.0
All Overnight	3,053.4	8,041.6	510.5

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

**Lane**  
**Direct Travel Impacts, 2010-2017p**

	Ave. Annual Chg.							
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>16-17</b>	<b>10-17</b>
Total (Current \$)	732.8	787.2	842.7	868.6	928.7	954.6	2.8%	3.8%
Other	221.1	214.8	234.3	237.8	256.6	278.6	8.6%	3.4%
Visitor	511.7	572.4	608.3	630.8	672.0	676.0	0.6%	4.1%
Non-transportation	448.8	494.9	532.5	564.1	605.2	607.4	0.4%	4.4%
Transportation	111.4	111.3	115.6	109.1	112.0	118.0	5.3%	0.8%
<b>Earnings (\$M)</b>								
Earnings (Current \$)	167.9	193.3	220.0	238.6	261.7	274.7	5.0%	7.3%
<b>Employment (Jobs)</b>								
Employment	8,460	9,100	9,770	10,160	10,630	10,790	1.5%	3.5%
<b>Tax Revenue (\$M)</b>								
Total (Current \$)	23.9	28.0	31.1	33.6	37.0	38.7	4.6%	7.1%
Local	7.8	8.8	10.5	11.9	12.9	13.0	0.4%	7.5%
State	16.1	19.3	20.6	21.7	24.1	25.7	6.8%	7.0%

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

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

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

**Local tax revenue** includes lodging taxes, sales taxes, auto rental taxes and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

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

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

## Lane County

### Travel Impacts, 2008-2017p

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

	2008	2010	2012	2014	2015	2016	2017
Destination Spending	536.8	511.7	572.4	608.3	630.8	672.0	676.0
Other Travel*	180.2	221.1	214.8	234.3	237.8	256.6	278.6
<b>Total</b>	<b>717.0</b>	<b>732.8</b>	<b>787.2</b>	<b>842.7</b>	<b>868.6</b>	<b>928.7</b>	<b>954.6</b>

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

	2008	2010	2012	2014	2015	2016	2017
Accommodations	98.3	88.1	100.6	112.2	124.8	139.9	142.1
Arts, Ent. & Rec.	77.1	74.2	78.9	83.0	85.8	90.9	90.3
Food Service	145.4	147.2	164.1	179.0	190.2	206.0	209.2
Food Stores	56.3	54.8	60.6	65.0	67.7	69.2	68.2
Local Tran. & Gas	75.3	62.9	77.5	75.8	66.8	66.9	68.6
Retail Sales	84.4	84.5	90.7	93.3	95.6	99.1	97.6
Visitor Air Tran.	27.6	48.6	33.8	39.8	42.4	45.1	49.4
<b>Total</b>	<b>564.4</b>	<b>560.3</b>	<b>606.2</b>	<b>648.2</b>	<b>673.2</b>	<b>717.2</b>	<b>725.4</b>

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

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	106.1	99.7	113.6	127.2	138.1	149.5	158.4
Arts, Ent. & Rec.	26.0	23.6	24.8	30.0	31.4	34.2	34.9
Ground Tran.	3.6	3.4	3.4	3.8	4.1	4.4	4.3
Other Travel*	24.3	24.0	32.5	38.9	43.8	51.0	54.0
Retail**	17.9	17.4	18.9	20.2	21.2	22.6	23.1
<b>Total</b>	<b>178.0</b>	<b>167.9</b>	<b>193.3</b>	<b>220.0</b>	<b>238.6</b>	<b>261.7</b>	<b>274.7</b>

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

	2008	2010	2012	2014	2015	2016	2017
Accom. & Food Serv.	5,050	4,590	4,990	5,300	5,540	5,770	5,920
Arts, Ent. & Rec.	2,430	2,220	2,240	2,420	2,400	2,540	2,580
Ground Tran.	130	120	120	120	120	130	120
Other Travel*	860	770	950	1,100	1,240	1,310	1,290
Retail**	810	760	810	840	860	880	880
<b>Total</b>	<b>9,290</b>	<b>8,460</b>	<b>9,100</b>	<b>9,770</b>	<b>10,160</b>	<b>10,630</b>	<b>10,790</b>

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

	2008	2010	2012	2014	2015	2016	2017
Local Tax Receipts	8.5	7.8	8.8	10.5	11.9	12.9	13.0
State Tax Receipts	17.0	16.1	19.3	20.6	21.7	24.1	25.7
<b>Total</b>	<b>25.5</b>	<b>23.9</b>	<b>28.0</b>	<b>31.1</b>	<b>33.6</b>	<b>37.0</b>	<b>38.7</b>

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

## Lane County Visitor Spending and Visitor Volume

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2017p

	2008	2010	2012	2014	2016	2017
<b>Total Destination Spending</b>	<b>536.8</b>	<b>511.7</b>	<b>572.4</b>	<b>608.3</b>	<b>672.0</b>	<b>676.0</b>
<b>All Overnight</b>	<b>405.1</b>	<b>381.7</b>	<b>428.9</b>	<b>455.4</b>	<b>507.3</b>	<b>510.5</b>
Hotel, Motel, STVR*	222.0	198.9	230.0	251.3	295.5	295.9
Private Home	141.5	142.7	157.0	159.3	165.3	167.6
Other Overnight	41.6	40.1	41.9	44.8	46.5	47.0
<b>Day Travel</b>	<b>131.7</b>	<b>129.9</b>	<b>143.5</b>	<b>153.0</b>	<b>164.7</b>	<b>165.5</b>
Day Travel	131.7	129.9	143.5	153.0	164.7	165.5

### Average Expenditures for Overnight Visitors, 2017p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$351	\$663	\$150	\$278	2.3	1.9
Private Home	\$88	\$272	\$36	\$108	2.5	3.1
Other Overnight	\$117	\$364	\$35	\$108	3.4	3.1
All Overnight	\$162	\$428	\$63	\$167	2.5	2.6

### Overnight Visitor Volume, 2015-2017p

	Person-Nights (000)			Party-Nights (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,898	2,042	1,974	805	867	843
Private Home	4,658	4,766	4,713	1,872	1,923	1,912
Other Overnight	1,345	1,365	1,354	399	405	402
All Overnight	7,901	8,173	8,042	3,076	3,195	3,156

	Person-Trips (000)			Party-Trips (000)		
	2015	2016	2017	2015	2016	2017
Hotel, Motel, STVR*	1,021	1,099	1,062	427	460	446
Private Home	1,538	1,574	1,556	606	622	617
Other Overnight	432	438	435	128	130	129
All Overnight	2,990	3,111	3,053	1,162	1,212	1,192

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

The following tables represent county splits for various counties in the state that fall into multiple Travel Oregon Tourism Regions.

For further detail on these split counties, please visit our website at:

<http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html>

**East Lane  
Direct Travel Impacts, 2010-2017p**

								Ave. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>16-17</b>	<b>10-17</b>	
Total (Current \$)	632.7	680.5	721.0	741.5	792.6	817.7	3.2%	3.7%	
Other	211.9	201.6	218.8	220.7	237.5	258.9	9.0%	2.9%	
Visitor	420.8	478.9	502.2	520.8	555.1	558.8	0.7%	4.1%	
Non-transportation	365.0	409.6	434.6	460.9	495.1	497.6	0.5%	4.5%	
Transportation	104.3	103.1	107.4	102.2	105.1	110.7	5.3%	0.8%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	138.5	161.6	181.7	197.2	216.5	227.7	5.2%	7.4%	
<b>Employment (Jobs)</b>									
Employment	6,940	7,570	8,020	8,350	8,730	8,880	1.7%	3.6%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	21.2	25.1	27.6	29.9	33.0	34.5	4.6%	7.2%	
Local	7.2	8.2	9.8	11.0	12.1	12.1	0.4%	7.7%	
State	13.9	16.9	17.9	18.8	20.9	22.4	7.1%	7.0%	

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

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

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

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

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

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

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**West Lane  
Direct Travel Impacts, 2010-2017p**

								Ave. Annual Chg.	
<b>Spending (\$M)</b>	<b>2010</b>	<b>2012</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>16-17</b>	<b>10-17</b>	
Total (Current \$)	100.2	106.8	121.7	127.1	136.1	136.9	0.6%	4.6%	
Other	9.3	13.2	15.5	17.0	19.1	19.8	3.4%	11.4%	
Visitor	90.9	93.6	106.1	110.1	117.0	117.2	0.2%	3.7%	
Non-transportation	83.8	85.4	97.9	103.1	110.1	109.8	-0.2%	3.9%	
Transportation	7.1	8.2	8.2	6.9	6.9	7.3	6.3%	0.4%	
<b>Earnings (\$M)</b>									
Earnings (Current \$)	29.4	31.7	38.3	41.4	45.2	46.9	3.7%	6.9%	
<b>Employment (Jobs)</b>									
Employment	1,530	1,530	1,750	1,810	1,900	1,910	0.9%	3.3%	
<b>Tax Revenue (\$M)</b>									
Total (Current \$)	2.7	2.9	3.4	3.7	4.0	4.2	4.0%	6.4%	
Local	0.6	0.6	0.7	0.8	0.8	0.9	1.4%	5.1%	
State	2.1	2.4	2.7	2.9	3.2	3.3	4.6%	6.7%	

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

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

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

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

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

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