

Lane County Travel Impacts and Visitor Volume

1991-2010p Economic Impacts

2008-2010p Overnight Visitor Volume

2010p Average Overnight Visitor Spending

Final

Prepared by Dean Runyan Associates
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Lane County Travel Trends, 1991-2010p

	Spending (\$Million)	Earnings (\$Million)	Employment	Tax Receipts (\$Thousand)		
				Local	State	Total
1991	364.7	90.9	7,880	2,279	9,219	11,498
1992	381.4	93.7	7,600	2,497	9,871	12,368
1993	408.8	98.8	7,720	3,673	10,487	14,160
1994	421.4	103.1	7,820	4,097	10,963	15,060
1995	434.4	107.6	7,820	4,324	11,260	15,583
1996	454.8	112.0	7,870	4,593	11,409	16,002
1997	466.9	115.8	7,750	4,782	11,586	16,369
1998	469.9	119.2	7,830	4,905	11,687	16,592
1999	482.7	121.4	7,680	5,048	11,859	16,906
2000	515.4	125.4	7,790	5,167	12,441	17,608
2001	520.0	127.8	7,950	5,193	12,554	17,747
2002	532.4	133.2	8,100	5,464	12,739	18,203
2003	525.6	131.6	7,860	5,311	12,793	18,104
2004	563.5	138.2	8,080	5,648	13,905	19,553
2005	604.2	146.7	8,300	6,538	14,717	21,255
2006	658.0	154.5	8,450	7,193	15,494	22,687
2007	678.1	166.6	8,970	7,684	16,245	23,928
2008	711.1	175.5	9,380	7,982	16,946	24,927
2009	670.9	160.3	8,440	7,442	15,696	23,138
2010p	740.7	161.3	8,480	7,366	16,207	23,574
<i>Annual Percentage Change</i>						
09-10p	10.4%	0.6%	0.6%	-1.0%	3.3%	1.9%
91-10p	3.8%	3.1%	0.4%	6.4%	3.0%	3.9%

**Lane County
Travel Impacts, 2000-2010p**

	2000	2002	2004	2006	2008	2009	2010p
Total Direct Travel Spending (\$Million)							
Destination Spending	416.8	445.0	463.8	517.1	561.1	505.5	536.0
Other Travel*	98.5	87.4	99.7	140.9	150.0	165.5	204.7
Total Direct Spending	515.4	532.4	563.5	658.0	711.1	670.9	740.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	74.6	78.8	83.4	101.4	116.4	98.4	103.8
Food Service	109.7	120.9	126.2	139.6	150.0	143.1	150.9
Food Stores	43.7	48.1	50.1	51.4	58.2	55.3	57.0
Local Tran. & Gas	39.9	39.2	48.1	62.3	75.8	57.5	66.9
Arts, Ent. & Rec.	66.8	71.4	73.1	76.2	77.5	72.3	74.4
Retail Sales	82.2	86.4	82.9	86.2	83.2	78.9	83.0
Destination Spending	416.8	445.0	463.8	517.1	561.1	505.5	536.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	78.7	85.5	89.5	101.5	116.5	107.4	107.5
Arts, Ent. & Rec.	19.5	20.9	21.0	22.3	26.5	24.5	25.2
Retail**	15.2	15.7	16.4	17.0	18.8	17.7	18.0
Ground Tran.	2.6	2.8	2.9	3.2	3.4	3.3	3.2
Other Travel*	9.4	8.2	8.5	10.5	10.2	7.4	7.4
Total Direct Earnings	125.4	133.2	138.2	154.5	175.5	160.3	161.3
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	4,550	4,830	4,820	5,030	5,530	5,000	4,940
Arts, Ent. & Rec.	1,960	2,050	1,990	2,090	2,480	2,270	2,400
Retail**	790	800	790	790	860	780	780
Ground Tran.	120	120	120	120	130	120	110
Other Travel*	380	310	360	420	390	260	250
Total Direct Employment	7,790	8,100	8,080	8,450	9,380	8,440	8,480
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	5.2	5.5	5.6	7.2	8.0	7.4	7.4
State Tax Receipts	12.4	12.7	13.9	15.5	16.9	15.7	16.2
Total Local & State	17.6	18.2	19.6	22.7	24.9	23.1	23.6

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, ground transportation spending and related impacts for travel to other Oregon visitor destinations, and travel agencies. **Retail includes gasoline.

Lane County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2000-2010p

	2000	2002	2004	2006	2008	2009	2010
All Overnight	300.3	318.4	333.1	377.9	431.5	383.0	407.5
Hotel, Motel	167.1	176.6	187.5	223.8	257.3	217.7	232.0
Private Home	102.7	108.2	114.2	123.8	135.3	127.4	136.9
Other Overnight	30.5	33.6	31.3	30.3	38.9	37.9	38.6
Campground	27.0	29.9	27.4	26.1	34.3	33.4	34.0
Vacation Home	3.5	3.6	3.9	4.2	4.7	4.6	4.7
Day Travel	116.5	126.6	130.7	139.2	129.6	122.5	128.5
Spending at Destination	416.8	445.0	463.8	517.1	561.1	505.5	536.0

Average Expenditures for Overnight Visitors, 2010p

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel	\$312	\$573	\$132	\$242	2.4	1.8
Private Home	\$75	\$226	\$30	\$92	2.5	3.0
Other Overnight	\$68	\$202	\$20	\$60	3.4	3.0
All Overnight	\$130	\$339	\$50	\$130	2.6	2.6

Overnight Visitor Volume, 2008-2010p

	Person-Nights (000)			Party-Nights (000)		
	2008	2009	2010	2008	2009	2010
Hotel, Motel	1,923	1,684	1,757	813	712	743
Private Home	4,430	4,275	4,502	1,795	1,733	1,825
Other Overnight	1,930	1,928	1,929	570	570	570
All Overnight	8,283	7,888	8,189	3,178	3,014	3,137

	Person-Trips (000)			Party-Trips (000)		
	2008	2009	2010	2008	2009	2010
Hotel, Motel	1,048	918	958	443	388	405
Private Home	1,469	1,418	1,493	595	574	605
Other Overnight	644	644	644	191	191	191
All Overnight	3,160	2,980	3,094	1,229	1,154	1,201

East Lane County Travel Impacts, 2000-2010p

	2000	2002	2004	2006	2008	2009	2010p
Total Direct Travel Spending (\$Million)							
Destination Spending	335.7	358.0	372.8	421.8	460.9	410.3	437.9
Other Travel*	96.1	85.2	97.7	138.5	146.8	163.3	202.3
Total Direct Spending	431.7	443.3	470.5	560.3	607.6	573.6	640.3
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	65.4	69.4	73.4	90.7	102.0	85.2	90.1
Food Service	87.4	96.5	100.7	112.6	122.1	115.3	122.4
Food Stores	32.7	36.0	37.3	38.5	44.5	41.9	43.6
Local Tran. & Gas	34.9	34.5	42.0	54.5	66.6	50.4	58.7
Arts, Ent. & Rec.	51.3	54.8	55.3	58.3	59.5	55.1	57.1
Retail Sales	64.0	66.9	64.2	67.4	66.2	62.3	66.0
Destination Spending	335.7	358.0	372.8	421.8	460.9	410.3	437.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	64.9	70.6	74.0	84.9	97.1	88.7	89.2
Arts, Ent. & Rec.	15.0	16.1	15.9	17.1	20.4	18.7	19.4
Retail**	11.8	12.1	12.6	13.1	14.8	13.9	14.1
Ground Tran.	2.3	2.5	2.6	2.9	3.1	2.9	2.8
Other Travel*	8.4	7.4	7.9	9.9	9.4	6.8	6.9
Total Direct Earnings	102.4	108.7	112.9	127.9	144.8	130.9	132.4
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,740	3,980	3,980	4,200	4,600	4,130	4,100
Arts, Ent. & Rec.	1,510	1,570	1,510	1,600	1,900	1,730	1,840
Retail**	610	610	610	610	670	610	620
Ground Tran.	110	110	110	110	120	110	100
Other Travel*	340	270	340	400	360	240	230
Total Direct Employment	6,300	6,550	6,540	6,920	7,660	6,820	6,890
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.9	5.2	5.4	6.8	7.6	6.9	6.8
State Tax Receipts	10.7	10.9	12.0	13.4	14.7	13.5	14.0
Total Local & State	15.6	16.1	17.3	20.3	22.3	20.5	20.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, ground transportation spending and related impacts for travel to other Oregon visitor destinations, and travel agencies. **Retail includes gasoline.

**West Lane County
Travel Impacts, 2000-2010p**

	2000	2002	2004	2006	2008	2009	2010p
Total Direct Travel Spending (\$Million)							
Destination Spending	81.1	86.9	91.0	95.3	100.2	95.2	98.0
Other Travel*	2.5	2.2	2.0	2.5	3.3	2.2	2.4
Total Direct Spending	83.6	89.1	93.0	97.8	103.5	97.4	100.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	9.2	9.4	9.9	10.7	14.4	13.1	13.8
Food Service	22.3	24.5	25.5	27.0	27.9	27.8	28.5
Food Stores	11.0	12.1	12.8	12.9	13.7	13.4	13.4
Local Tran. & Gas	5.0	4.8	6.2	7.8	9.2	7.1	8.2
Arts, Ent. & Rec.	15.4	16.6	17.8	18.0	18.0	17.2	17.2
Retail Sales	18.1	19.5	18.7	18.8	17.0	16.6	16.9
Destination Spending	81.1	86.9	91.0	95.3	100.2	95.2	98.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	13.8	14.9	15.5	16.6	19.3	18.7	18.3
Arts, Ent. & Rec.	4.5	4.9	5.1	5.3	6.2	5.8	5.8
Retail**	3.5	3.6	3.8	3.8	4.0	3.9	3.8
Ground Tran.	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Other Travel*	1.0	0.8	0.6	0.6	0.8	0.5	0.5
Total Direct Earnings	23.0	24.5	25.3	26.6	30.7	29.3	28.8
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	810	850	840	830	920	880	840
Arts, Ent. & Rec.	450	480	490	490	570	540	560
Retail**	180	180	180	180	180	170	170
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	40	30	20	20	30	20	20
Total Direct Employment	1,490	1,550	1,540	1,540	1,720	1,620	1,590
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.3	0.3	0.3	0.3	0.3	0.5	0.6
State Tax Receipts	1.8	1.8	2.0	2.1	2.3	2.2	2.2
Total Local & State	2.0	2.1	2.2	2.4	2.6	2.7	2.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, ground transportation spending and related impacts for travel to other Oregon visitor destinations, and travel agencies. **Retail includes gasoline.