

Oregon Regional Impacts, 2007p

	Willamette Valley	North Coast	Central Coast	South Coast	Portland Metro
Total Direct Travel Spending (\$Million)					
Visitor Spending at Destination	1,322.1	585.2	633.6	300.3	2,753.1
Other Travel*	25.3	0.7	1.7	1.7	660.3
Total Direct Spending	1,347.4	585.9	635.3	302.0	3,413.4
Visitor Spending by Type of Traveler Accommodation (\$Million)					
Hotel, Motel	524.9	248.2	241.7	114.2	1,829.4
Private Campground	63.9	19.8	35.7	46.7	17.1
Public Campground	35.1	31.4	41.1	25.5	0.8
Private Home	271.0	10.8	14.8	10.9	599.1
Vacation Home	14.9	47.7	47.1	10.7	21.2
Day Travel	412.3	227.3	253.2	92.2	285.6
Spending at Destination	1,322.1	585.2	633.6	300.3	2,753.1
Visitor Spending by Commodity Purchased (\$Million)					
Accommodations	173.2	130.9	131.9	57.2	490.1
Food & Beverage Services	284.6	182.4	165.3	81.8	525.6
Food Stores	99.5	61.2	78.9	30.0	85.6
Ground Tran. & Motor Fuel	383.3	15.8	26.4	29.3	812.3
Arts, Entertainment & Recreation	222.5	84.4	104.8	53.9	165.8
Retail Sales	152.4	110.6	126.3	47.0	338.7
Air Transportation (visitor only)	6.7	0.0	0.0	1.1	335.1
Spending at Destination	1,322.1	585.2	633.6	300.3	2,753.1
Industry Earnings Generated by Travel Spending (\$Million)					
Accommodations & Food Service	181.2	129.4	115.0	59.2	359.0
Arts, Entertainment & Recreation	69.6	25.2	28.7	15.1	46.9
Retail**	39.9	20.7	24.7	10.0	65.8
Auto Rental & other ground tran.	6.8	0.3	0.4	0.4	41.6
Air Transportation (visitor only)	1.4	0.0	0.0	0.2	69.1
Other Travel*	9.6	0.4	1.0	0.6	161.5
Total Direct Earnings	308.5	176.0	169.8	85.5	743.9
Industry Employment Generated by Travel Spending (Thousand jobs)					
Accommodations & Food Service	9.6	5.5	5.5	2.9	15.6
Arts, Entertainment & Recreation	4.4	1.3	1.9	1.2	2.1
Retail**	2.0	0.0	1.2	0.5	2.7
Auto Rental & other ground tran.	0.3	<i>b</i>	<i>b</i>	<i>b</i>	1.6
Air Transportation (visitor only)	<i>b</i>	0.0	0.0	<i>b</i>	1.5
Other Travel*	0.3	<i>b</i>	<i>b</i>	<i>b</i>	3.6
Total Direct Employment	16.6	7.9	8.6	4.7	27.1
Tax Receipts Generated by Travel Spending (\$Million)					
Local Tax Receipts	13.8	6.6	8.1	2.0	56.5
State Tax Receipts	41.2	10.9	11.9	6.6	84.2
Total Direct Tax Receipts	55.0	17.5	20.0	8.6	140.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

**Retail includes gasoline.

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	Southern	Central	Eastern	Mt. Hood/ Gorge	Oregon Total
Total Direct Travel Spending (\$Million)					
Visitor Spending at Destination	813.4	570.8	356.9	277.5	7,613
Other Travel*	15.4	8.5	1.0	4.9	719
Total Direct Spending	828.9	579.3	357.9	282.4	8,333
Visitor Spending by Type of Traveler Accommodation (\$Million)					
Hotel, Motel	413.0	299.3	168.8	103.1	3,943
Private Campground	89.0	26.7	34.3	12.6	346
Public Campground	28.8	28.4	19.1	10.3	221
Private Home	88.5	46.6	33.9	20.5	1,096
Vacation Home	23.8	66.2	20.8	15.8	268
Day Travel	170.4	103.6	79.9	115.2	1,740
Spending at Destination	813.4	570.8	356.9	277.5	7,613
Visitor Spending by Commodity Purchased (\$Million)					
Accommodations	140.6	134.5	62.1	41.8	1,362
Food & Beverage Services	182.1	149.4	72.6	79.6	1,723
Food Stores	70.3	61.2	32.1	26.2	545
Ground Tran. & Motor Fuel	206.4	78.1	105.5	29.7	1,687
Arts, Entertainment & Recreation	119.7	73.3	42.9	39.3	907
Retail Sales	87.5	70.8	41.3	60.9	1,036
Air Transportation (visitor only)	6.8	3.4	0.3	0.0	353
Spending at Destination	813.4	570.8	356.9	277.5	7,613
Industry Earnings Generated by Travel Spending (\$Million)					
Accommodations & Food Service	132.7	105.4	56.7	47.8	1,186
Arts, Entertainment & Recreation	36.3	21.9	11.7	11.6	267
Retail**	25.6	17.9	12.9	10.6	228
Auto Rental & other ground tran.	2.4	0.6	0.2	0.9	53
Air Transportation (visitor only)	1.4	0.7	0.1	0.0	73
Other Travel*	5.0	2.7	0.5	2.7	184
Total Direct Earnings	203.3	149.2	82.0	73.6	1,992
Industry Employment Generated by Travel Spending (Thousand jobs)					
Accommodations & Food Service	6.5	4.8	3.2	2.5	56.2
Arts, Entertainment & Recreation	2.3	1.3	1.1	0.7	16.3
Retail**	1.2	0.9	0.7	0.5	9.7
Auto Rental & other ground tran.	0.1	<i>b</i>	<i>b</i>	<i>b</i>	2.0
Air Transportation (visitor only)	<i>b</i>	<i>b</i>	<i>b</i>	<i>b</i>	1.6
Other Travel*	0.1	0.1	<i>b</i>	<i>b</i>	4.3
Total Direct Employment	10.4	7.0	5.0	3.9	91.1
Tax Receipts Generated by Travel Spending (\$Million)					
Local Tax Receipts	8.6	7.5	3.2	2.9	109
State Tax Receipts	24.4	14.0	11.6	6.1	211
Total Direct Tax Receipts	33.0	21.5	14.8	9.0	320

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

**Retail includes gasoline.