

The background image shows a large, dark wooden shipwreck on a sandy beach. The ship's hull is partially submerged in the shallow water, and its reflection is visible in the calm water. Two people are standing on the beach near the wreck. The sky is filled with white, fluffy clouds. In the foreground, the ocean waves are breaking onto the shore, creating white foam. An orange diamond shape is overlaid on the right side of the image, containing the title text.

2022

Economic Impacts of
Travel and Tourism in

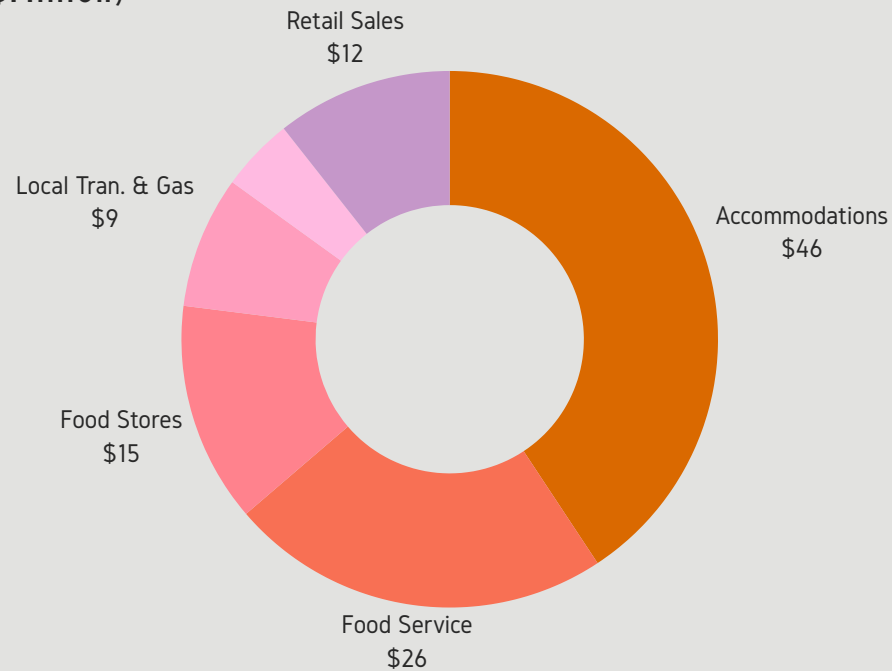
**ASTORIA
AND
WARRENTON**



2022 TRAVEL SPENDING

THOUSANDS OF PEOPLE TRAVEL TO AND WITHIN ASTORIA AND WARRENTON EACH YEAR. VISITORS WHO STAY IN PAID LODGING SPENT ON AVERAGE \$156 PER DAY ON LODGING, FOOD, RECREATION, TRANSPORTATION AND SHOPPING..

Direct impacts of visitor spending by commodity in 2022. (\$Million)



IMPACT (millions)

In 2022, \$119.4 in travel spending resulted in a \$183.2 economic impact to the local economy.

Lodging sales totaled **\$36.8 m** during the 2022p calendar year, an increase of 0.4% compared to 2021 and a 17.8% increase compared to 2019.

491,000
OVERNIGHT
PERSON TRIPS

\$79 PER DAY
AVERAGE SPEND
BY AN
OVERNIGHT VISITOR

2.5 DAYS
AVERAGE LENGTH
OF STAY BY
OVERNIGHT VISITOR

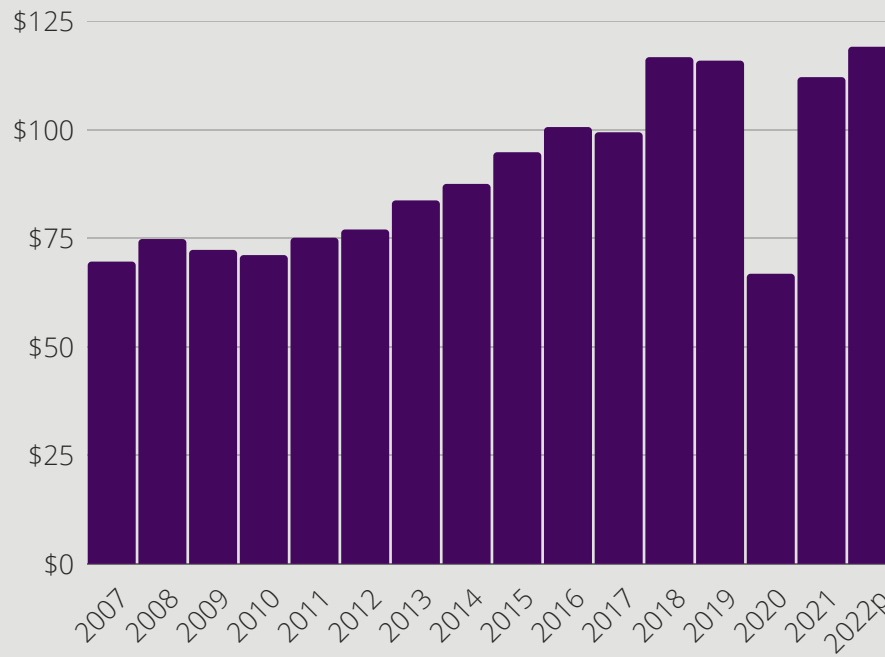
52% OF OVERNIGHT
VISITORS STAY WITH
FAMILY, FRIENDS OR
IN SECOND HOMES



TRAVEL SPENDING 2007 TO 2022

VISITOR SPENDING AT OUR DESTINATION BRINGS NEW MONEY INTO COMMUNITIES, SPURRING JOB CREATION AND ECONOMIC DEVELOPMENT. TRAVEL SPENDING IN 2022 BY REGION -
ASTORIA & WARRENTON: \$119.4 MILLION
CLATSOP COUNTY: \$586.6 MILLION
OREGON STATE: \$13.9 BILLION

Direct Travel Spending in Astoria & Warrenton (\$Millions)



IMPACT

Lodging sales continue to trend positively. Q3 has largest share, but was only quarter to decrease since 2021.

Portions of these receipts are spent within the county for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the county.

21% OF ALL CLATSOP COUNTY TRAVEL IMPACTS OCCUR HERE

3.7% AVERAGE ANNUAL PERCENT CHANGE IN DIRECT SPENDING 2007 TO 2022.

PERCENTAGE OF LODGING SALES BY QUARTER

2021: Q1 9% Q2 23% Q3 46% Q4 22%
2022: Q1 12% Q2 23% Q3 42% Q4 22%

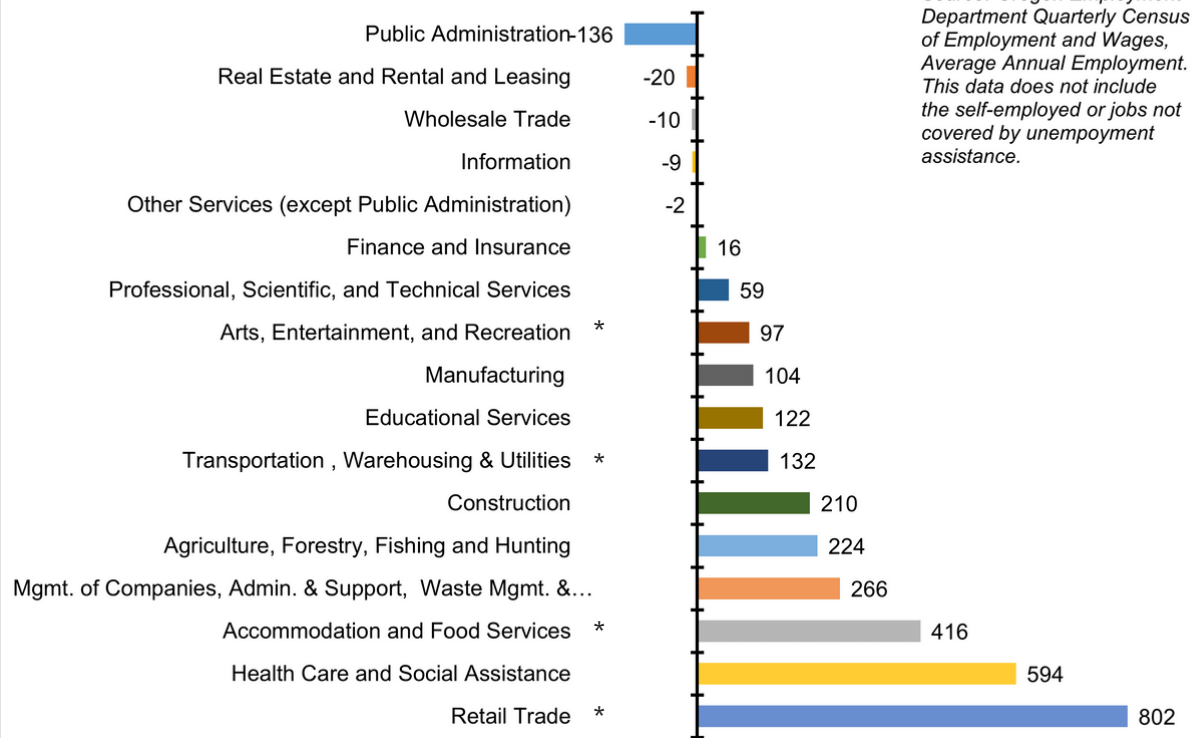


TOURISM ENCOURAGES GROWTH

TRAVEL AND TOURISM IS A CRITICAL COMPONENT OF ASTORIA AND WARRENTON'S ECONOMY AND AN ECONOMIC DEVELOPMENT DRIVER. THE ECONOMY OF ASTORIA AND WARRENTON IS RELATIVELY DIVERSE FOR A NON MAJOR-URBAN REGIONAL AREA.

IN CLATSOP COUNTY, \$43 IN EMPLOYEE EARNINGS IS GENERATED BY \$100 VISITOR SPENDING.

Employment Change for the Astoria-Warrenton Area by Industry 2007 to 2022



Source: Oregon Employment Department Quarterly Census of Employment and Wages, Average Annual Employment. This data does not include the self-employed or jobs not covered by unemployment assistance.

ASTORIA & WARRENTON COMBINED AVERAGE ANNUAL EMPLOYMENT
 2007: 8,199 2020: 9,529 2022: 11,078

4,411 JOBS CREATED BY TRAVEL

*** TRAVEL-GENERATED EMPLOYMENT REPRESENTS 40% OF ALL EMPLOYMENT**

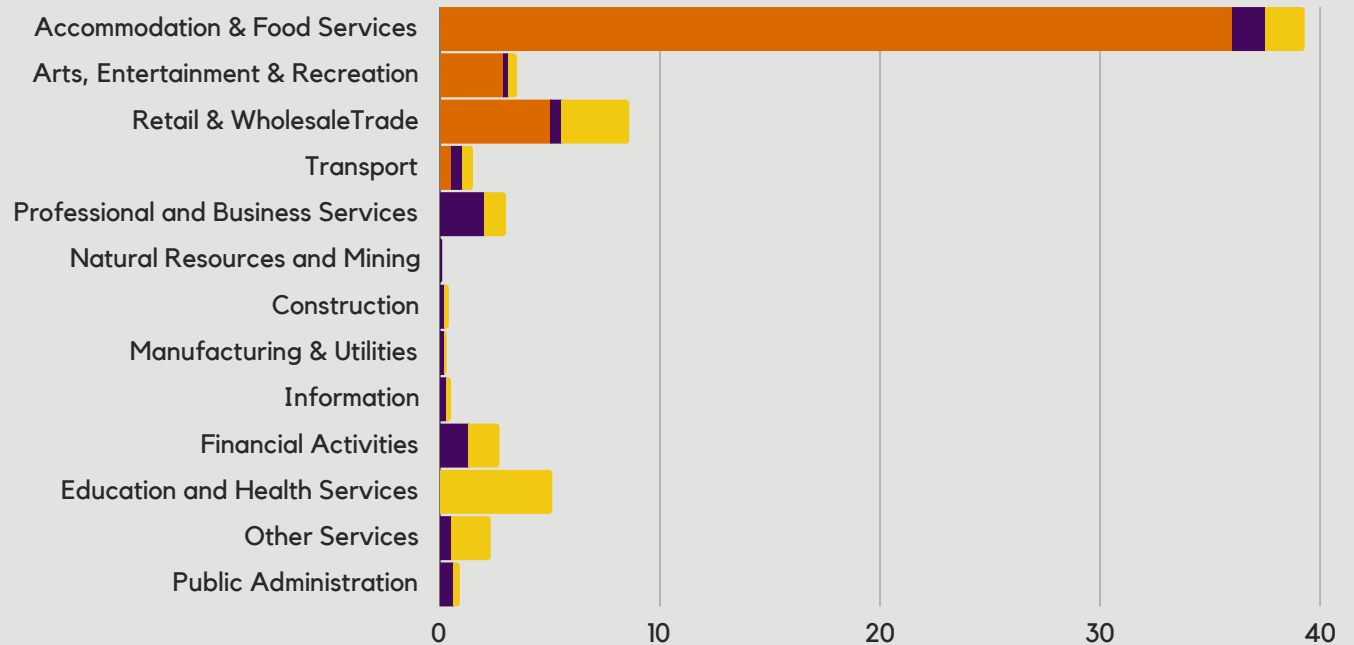


TRAVEL & TOURISM PROVIDES JOBS

AVERAGE WAGES IN DIRECT IMPACT INDUSTRIES HAVE INCREASED BY 21% SINCE 2007. THE AVERAGE WAGE IN THESE INDUSTRIES IS \$40K COMPARED TO \$48K ACROSS ALL INDUSTRIES.

Earnings Generated by Travel Spending in 2022p (\$Millions)

DIRECT **INDIRECT** **INDUCED**



TRAVEL & TOURISM DIRECT IMPACT INDUSTRIES

Accommodation & Food Services
 Arts, Entertainment & Recreation
 Retail & Wholesale Trade; and Transportation

\$44.3 MILLION IN DIRECT TRAVEL GENERATED EARNINGS

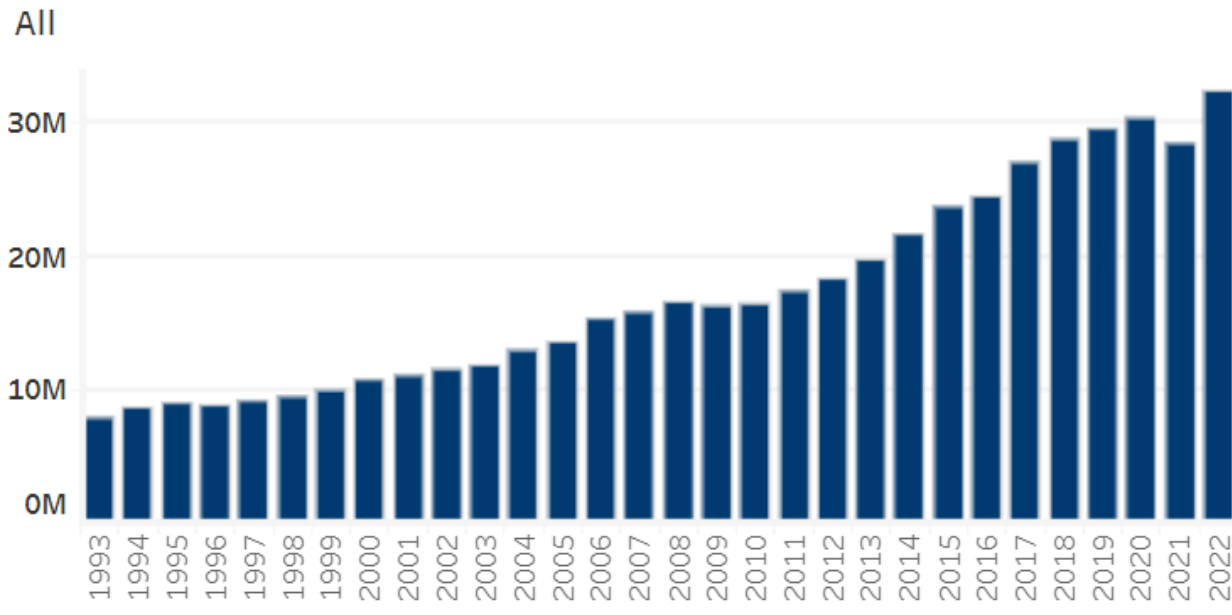
\$68 MILLION IN TOTAL TRAVEL GENERATED EARNINGS



TRAVEL SUPPORTS LOCAL GOVERNMENT

TRAVELER SPENDING CONTRIBUTES SIGNIFICANT TAX REVENUE TO BOTH STATE AND LOCAL GOVERNMENTS. TAXES GENERATED BY TRAVEL SUPPORT PUBLIC SECTOR JOBS LIKE FIREFIGHTERS, POLICE OFFICERS, OR TEACHERS.

Clatsop County
Tax Receipts Generated by Travel Spending



IMPACT
\$4.65 million in local taxes and an additional **\$3.53 million** in state taxes. Which is the equivalent of **\$1,223** per household in Astoria and Warrenton.

\$8.2 MILLION
STATE AND LOCAL TAXES
GENERATED BY TRAVEL IN
ASTORIA & WARRENTON

**FOR CLATSOP
COUNTY:**

19.2%
SHARE OF STATE
TAX REVENUE IN
FY2022

13.2%
SHARE OF LOCAL
TAX REVENUE IN
FY2022



TOURISM AND ECONOMIC DEVELOPMENT

TOURISM AS AN ECONOMIC DEVELOPMENT STRATEGY CAN RESULT IN SIGNIFICANT ECONOMIC RETURNS, WHILE ALSO PROVIDING AMENITIES THAT IMPROVE BOTH TRAVEL EXPERIENCES AND QUALITY OF LIFE FOR RESIDENTS.

Both visitors and residents enjoy tourism-oriented developments like parks, trails, and historic sites, as well as restaurants, events, galleries, & boutique shops.

TOURISM CAN CONTRIBUTE MANY BENEFITS BEYOND ECONOMIC IMPACTS:

- more attractive communities
- sense of pride among residents
- assists with crisis management
- community branding important to attract investment

IMPACT

In 2022, visitors put \$7,219 per resident back into our economy through direct travel spending.



ECONOMIC DEVELOPMENT STARTS WITH A VISIT

The majority of employed Americans (76%) agree that visiting a community is essential when assessing new job opportunities. First-hand experience was instrumental in forming impressions that influence relocation decisions.



LOWER COLUMBIA TOURISM COMMITTEE

TOURISM INVESTMENT

The Lower Columbia Tourism Committee is funded through a portion of the transient lodging tax collected by the Cities of Astoria and Warrenton.

A state law passed in 2003 requires that a portion of local TLT revenues be used to fund tourism promotion or tourism-related facilities. The compound annual growth rate of tax revenue in Oregon from 2003 to 2022 is 4.8%.

THE PURPOSE OF THE LCTC IS TO:

Promote, develop and coordinate tourism-related economic activity in the Astoria and Warrenton region, with emphasis on spreading visitation outside of the heavily-trafficked summer season. This mission will be accomplished utilizing a variety of marketing and promotion strategies and in collaboration with other organizations and stakeholders. The committee will also seek to foster resident and visitor awareness of tourism's effect on our environment, as well as the enhancement of our local economy and quality of life, in line with statewide and regional efforts.

The LCTC consists of 15 members, who serve 3-year terms and represent a variety of tourism-related industries in Astoria and Warrenton.

Marketing generally occurs outside of the summer season to generate travel when it is most needed.

Our integrated marketing plan includes a multi-pronged approach to reach people in all phases of the visitor planning cycle.

NOT JUST MARKETING, BUT MANAGEMENT AND EDUCATION, TOO.

WITH A VISION TO INSPIRE TO LEAVE A PLACE BETTER THAN WE FOUND IT.

TOURISM AGENCIES IN THE LOWER COLUMBIA REGION, & ACROSS THE STATE OF OREGON, WORK COLLABORATIVELY TO ENCOURAGE SUSTAINABLE AND REGENERATIVE TRAVEL HABITS THAT ENCOURAGE GUESTS TO BECOME EXCELLENT STEWARDS OF OUR REGION.



THE ECONOMIC IMPACT OF TRAVEL IN OREGON, 2022

The Oregon travel economy reached new highs across most categories in 2022.

Continued demand for overnight accommodations and increased price inflation led to large gains in visitor spending.

The amount of money spent directly on travel increased by 26.5% year over year.

Travel earnings increased by 23.9% or \$821 million.

The industry is comprised of 117,360 direct jobs growing by 16.3% year over year.

The purpose of Travel Oregon's 2021-23 Rebuild Strategic Plan is to lead and support the rebuilding of Oregon's tourism industry and economic recovery, while balancing priorities in a way that benefits both residents and visitors. Travel Oregon has developed three interconnected KPIs to monitor progress: economic recovery of the Oregon tourism industry, resident sentiments and visitor sentiments, will help to bring our mission to life.

Statewide, in 2022 we saw a 30% increase in lodging occupancy and 63% increase in room revenue compared to 2020.

Travel Oregon continues to evolve as a destination management organization. This means that a focus on driving demand for travel and optimizing the economic impact of tourism to the state's economy, is strategically aligned with initiatives to improve the visitor experience in smart and sustainable ways—enhancing and protecting our state's assets.

"JOIN US IN CREATING A BETTER LIFE FOR ALL OREGONIANS THROUGH STRONG, SUSTAINABLE LOCAL COMMUNITIES THAT WELCOME A DIVERSITY OF EXPLORERS."

TRAVEL OREGON

industry.traveloregon.com



**QUESTIONS
OR
COMMENTS?**

**REPORT PREPARED BY:
LOWER COLUMBIA
TOURISM COMMITTEE**

**ASTORIA-WARRENTON AREA
CHAMBER OF COMMERCE**

SECOND DRAFT 11.2023

SOURCES:

- Dean Runyan Associates Astoria-Warrenton, Oregon Visitor Impacts, 2007-2022P
- Dean Runyan Associates, Oregon Travel Impacts: 2022p
- Census.gov Quickfacts Population Estimates (V2022)
- Oregon Employment Department Employment by Industry 2007-2022 for Astoria and Warrenton
- US Travel Association, DCI 2017 Q Report: Talent Wars-What people look for in jobs and locations
- Research and Reports provided by Travel Oregon at industry.traveloregon.com