

# The Economic Impact of Travel

## Portland Region

2021 Preliminary Estimates

April 2022

**PREPARED FOR**  
Travel Portland



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# The Economic Impact of Travel in the Portland, Oregon Region

2021 Preliminary Estimates

Travel Portland

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Portland Region

2020p

# Portland Region / Summary

## Travel Impacts 2021p

Portland Region includes (West) Clackamas, (West) Multnomah, Columbia, & Washington Counties.

During 2021, the Portland Region continued to recover much of what was lost in 2020. Strong demand for overnight accommodations and increased commodity prices led to large gains in visitor spending. The Portland Region grew even faster than the state as a whole, experiencing an increase of 72.7% in travel spending. Oregon travel spending grew an estimated 64.8% in 2021.

- Travel Spending (\$Current) increased 72.7% from \$2.2 billion in 2020 to \$3.8 billion in 2021.
- Direct employment experienced a gain of approximately 770 jobs across the region. This represents a 2.9% increase in travel employment. The largest amount of job gains occurred within accommodations and food services sector, which gained 870 travel-generated jobs.
- Tax receipts generated by travel spending were up 30.9% compared to 2020. Local and state taxes have increased 44.1% and 21.6% respectively.
- Overnight visitor volume has increased from 6.8 million person trips to 11.3 million person trips. This represents an increase of 66.2%.

Portland Region's travel economy **increased 72.7%**, whereas Oregon's travel industry **grew 64.8% in 2021**.

These preliminary estimates for the Portland region are subject to revision as more complete source data becomes available.



# Portland Region / Trend

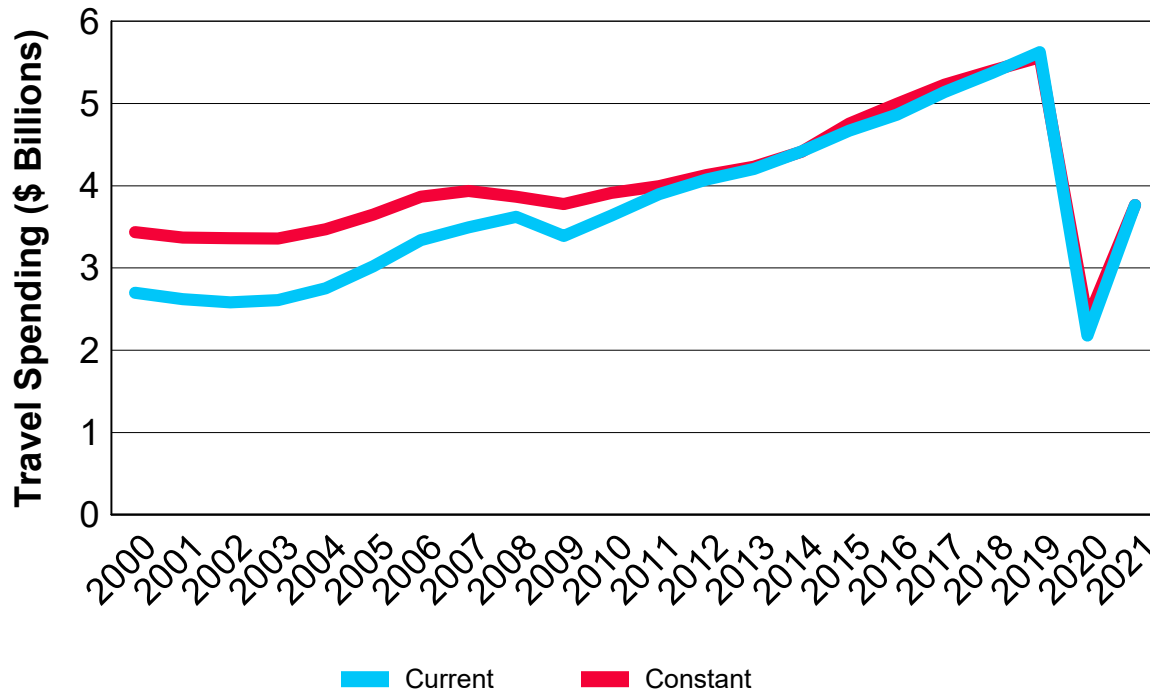
## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Spending (\$Millions)</b>												
Total (Current \$)	2,609	4,204	4,418	4,672	4,867	5,139	5,373	5,625	2,180	3,765	▲ 72.7%	▲ 4.2%
Other	710	1,086	1,142	1,181	1,223	1,298	1,376	1,515	536	890	▲ 66.2%	▲ 2.5%
Visitor	1,899	3,118	3,276	3,490	3,644	3,841	3,997	4,110	1,644	2,875	▲ 74.8%	▲ 4.7%
Non-transportation	1,241	1,997	2,102	2,286	2,447	2,575	2,647	2,728	1,128	1,927	▲ 70.9%	▲ 5.0%
Transportation	658	1,121	1,174	1,204	1,197	1,265	1,350	1,382	517	947	▲ 83.4%	▲ 4.1%
<b>Earnings (\$Millions)</b>												
Earnings (Current \$)	644	967	1,039	1,134	1,239	1,353	1,458	1,566	1,143	1,214	▲ 6.2%	▲ 7.3%
<b>Employment (000's)</b>												
Employment	24.9	30.3	31.5	32.8	34.5	35.3	36.2	36.9	26.4	27.1	▲ 2.9%	▲ 0.9%
<b>Tax Revenue (\$Millions)</b>												
Total (Current \$)	104	185	198	222	234	259	269	278	147	193	▲ 30.9%	▲ 7.1%
Local	49	95	104	122	125	134	137	139	61	88	▲ 44.1%	▲ 6.8%
State	55	90	94	100	109	125	132	139	86	105	▲ 21.6%	▲ 7.4%



# Portland Region / Trend

## Direct Spending / Real and Current Dollars



Adjusted for inflation the real dollar increase in travel spending is 52.8% compared to a 72.7% increase in current dollars.

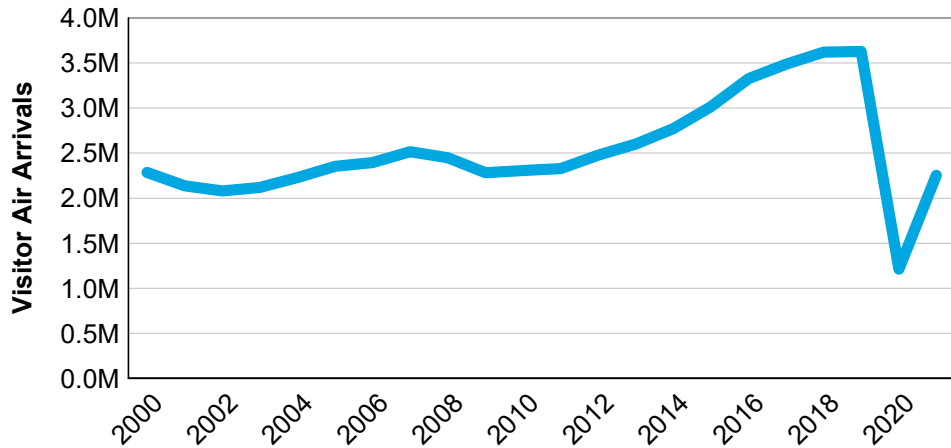
Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates





# Portland Region / Trend

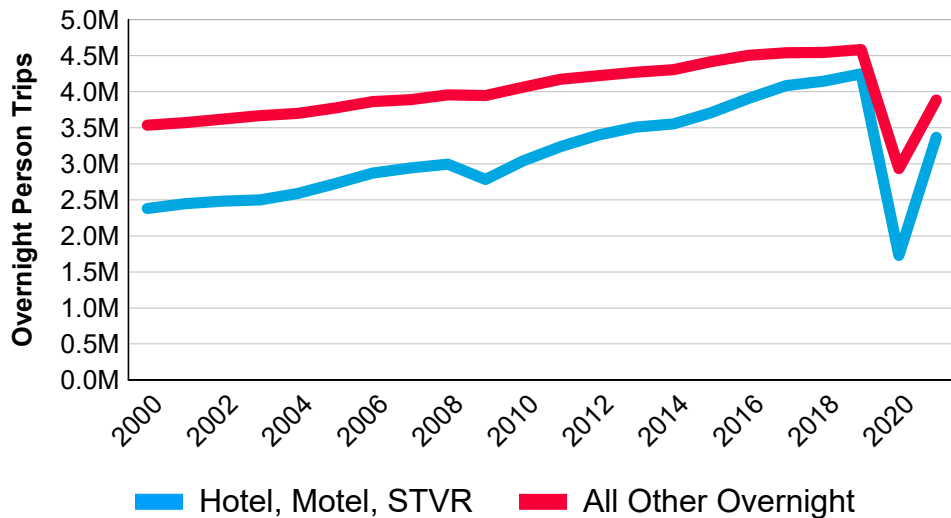
## Air Passenger Visitor Arrivals / U.S. Air Carriers



2.3 million domestic visitors traveled to Portland by air in 2021. This is an increase of 86.1% from 2020 visitation of 1.2 million.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

## Overnight Volume / Portland Region



Overnight visitor volume increased 55.5% in 2021. Visitors who stay in hotels, motels, or short term vacation rentals (STVR) increased 94.6%. All other overnight visitors camping, stays with friends and family, and second home use increased 32.5%.

Sources: Oregon Department of Revenue, Dean Runyan Associates, Omnitrak Group, KeyData Dashboard, STR LLC.

# Portland Region / Detail Trend

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Direct Travel Spending (\$Millions)</b>											
Destination Spending	1,899	3,118	3,276	3,490	3,644	3,841	3,997	4,110	1,644	2,875	▲ 74.8%
Other Travel*	710	1,086	1,142	1,181	1,223	1,298	1,376	1,515	536	890	▲ 66.2%
<b>TOTAL</b>	<b>2,609</b>	<b>4,204</b>	<b>4,418</b>	<b>4,672</b>	<b>4,867</b>	<b>5,139</b>	<b>5,373</b>	<b>5,625</b>	<b>2,180</b>	<b>3,765</b>	<b>▲ 72.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	1,009	1,793	1,908	2,074	2,190	2,328	2,422	2,489	895	1,557	▲ 74.0%
Hotel, Motel										1,431	
STVR										126	
Private Home	548	833	866	902	920	956	997	1,024	507	859	▲ 69.3%
Campground	14	20	21	21	21	21	22	23	19	14	▼ -24.9%
2nd Home	6	9	9	9	9	9	10	10	7	8	▲ 14.7%
Day Travel	322	462	472	485	504	527	547	564	216	436	▲ 101.9%
<b>TOTAL</b>	<b>1,899</b>	<b>3,118</b>	<b>3,276</b>	<b>3,490</b>	<b>3,644</b>	<b>3,841</b>	<b>3,997</b>	<b>4,110</b>	<b>1,644</b>	<b>2,875</b>	<b>▲ 74.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	331	641	705	811	886	944	963	977	369	623	▲ 69.0%
Food Service	399	679	707	757	815	867	908	956	416	713	▲ 71.4%
Food Stores	85	129	134	141	144	147	149	153	87	148	▲ 69.7%
Local Tran. & Gas	285	523	529	498	484	523	573	580	285	463	▲ 62.7%
Arts, Ent. & Rec.	155	201	206	215	226	234	239	245	65	109	▲ 65.7%
Retail Sales	272	347	350	363	375	384	388	396	190	335	▲ 76.0%
Visitor Air Tran.	373	598	645	706	713	742	777	802	232	484	▲ 108.8%
<b>TOTAL</b>	<b>1,899</b>	<b>3,118</b>	<b>3,276</b>	<b>3,490</b>	<b>3,644</b>	<b>3,841</b>	<b>3,997</b>	<b>4,110</b>	<b>1,644</b>	<b>2,875</b>	<b>▲ 74.8%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

\*\*Starting in 2021 we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.



# Portland Region / Detail Trend

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Industry Earnings Generated by Travel Spending (\$Millions)</b>											
Accom. & Food Serv.	270	478	511	559	615	665	726	781	523	599	▲ 14.6%
Arts, Ent. & Rec.	44	64	67	71	75	80	84	90	60	64	▲ 6.2%
Retail**	46	64	66	71	75	80	84	87	81	85	▲ 4.2%
Ground Tran.	29	39	42	46	47	51	52	57	50	48	▼ -3.5%
Visitor Air Tran.	81	108	119	134	145	163	175	177	151	152	▲ 0.6%
Other Travel*	173	215	234	254	281	315	337	375	277	266	▼ -4.2%
<b>TOTAL</b>	<b>644</b>	<b>967</b>	<b>1,039</b>	<b>1,134</b>	<b>1,239</b>	<b>1,353</b>	<b>1,458</b>	<b>1,566</b>	<b>1,143</b>	<b>1,214</b>	<b>▲ 6.2%</b>
<b>Industry Employment Generated by Travel Spending (Jobs)</b>											
Accom. & Food Serv.	13,470	18,650	19,360	20,160	21,280	21,780	22,360	22,770	15,390	16,260	▲ 5.7%
Arts, Ent. & Rec.	2,180	2,680	2,770	2,840	3,030	3,090	3,080	3,150	1,930	2,100	▲ 8.5%
Retail**	1,910	2,310	2,340	2,390	2,450	2,560	2,580	2,570	2,220	2,240	▲ 0.7%
Ground Tran.	1,270	1,300	1,340	1,420	1,360	1,410	1,400	1,450	1,380	1,250	▼ -9.3%
Visitor Air Tran.	1,810	1,600	1,690	1,860	1,980	2,000	2,110	2,100	1,770	1,800	▲ 1.6%
Other Travel*	4,280	3,800	3,980	4,160	4,430	4,440	4,690	4,870	3,660	3,480	▼ -4.9%
<b>TOTAL</b>	<b>24,920</b>	<b>30,340</b>	<b>31,480</b>	<b>32,830</b>	<b>34,530</b>	<b>35,290</b>	<b>36,220</b>	<b>36,910</b>	<b>26,360</b>	<b>27,130</b>	<b>▲ 2.9%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	49	95	104	122	125	134	137	139	61	88	▲ 44.1%
State Tax Receipts	55	90	94	100	109	125	132	139	86	105	▲ 21.6%
<b>TOTAL</b>	<b>104</b>	<b>185</b>	<b>198</b>	<b>222</b>	<b>234</b>	<b>259</b>	<b>269</b>	<b>278</b>	<b>147</b>	<b>193</b>	<b>▲ 30.9%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.


\*\*Retail includes gasoline.

# Portland Region / Visitor Details

## Visitor Volume & Expenditures 2021p

Visitor Volume estimates for the Portland region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor Spending is a more reliable metric to Visitor Volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys.

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Hotel, Motel, STVR</b>						
All Modes	\$184	\$463	\$459	\$1,161	2.5	2.5
Air	\$235	\$661	\$492	\$1,383	2.1	2.8
Ground	\$211	\$465	\$566	\$1,246	2.7	2.2
<b>Private Home</b>						
All Modes	\$89	\$380	\$162	\$705	1.8	4.4
Air	\$71	\$432	\$115	\$697	1.6	6.1
Ground	\$37	\$136	\$72	\$265	2.0	3.7
<b>Other Overnight</b>						
All Modes	\$46	\$184	\$107	\$427	2.3	4.0
<b>All Overnight</b>						
All Modes	\$120	\$415	\$242	\$880	2.0	3.6
<b>Day</b>						
All Modes	\$107	\$107	\$166	\$166	1.6	1.0



29.7%

Hotel, Motel, STVR share of total person-trips

## Visitor Volume, 2019-2021p

	Person-Trips (Millions)			Party-Trips (Millions)		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	4.2	1.8	3.4	2.0	0.8	1.3
Private Home	4.4	2.7	3.8	2.2	1.4	2.0
Other Overnight	0.2	0.1	0.1	0.1	0.1	0.1
Day	3.8	2.1	4.1	2.7	1.4	2.6
<b>Visitor Volume</b>	<b>12.7</b>	<b>6.8</b>	<b>11.3</b>	<b>6.9</b>	<b>3.6</b>	<b>6.0</b>

	Person-Nights (Millions)			Party-Nights (Millions)		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	10.2	4.4	8.5	4.8	1.9	3.4
Private Home	16.0	11.6	16.0	8.2	6.0	8.8
Other Overnight	0.8	0.5	0.5	0.3	0.2	0.2
Day	3.8	2.1	4.1	2.7	1.4	2.6
<b>Visitor Volume</b>	<b>30.8</b>	<b>18.8</b>	<b>29.1</b>	<b>16.0</b>	<b>9.6</b>	<b>15.1</b>



# Glossary

<b>Term</b>	<b>Definition</b>
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Private Home	Personal residences used to host visiting friends and family overnight.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Visitor Spending	Direct spending made by visitors in a destination.
Other Spending	Spending by residents on travel arrangement services, or spending for convention activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct spending; Includes full time, part time, seasonal, and proprietors.
Local Taxes	City and county taxes generated by travel spending.
State Taxes	State taxes generated by travel spending.
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination.
STVR	Short Term Vacation Rental, private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO).
2nd Home	Homes under private ownership for personal use as a vacation property.



# Assumptions / Methodology

## Travel Impacts Methodology

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Oregon, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Oregon travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.