

# Creating Meaningful Jobs, DRIVING ECONOMIC GROWTH

## Tourism Performs

Before the passage of the 2003 Oregon Tourism Investment Proposal, Oregon's annual marketing budget ranked 47th in the nation. Now Oregon ranks 23rd, and can more effectively compete for visitor dollars.

	In 2003	In 2015	Change
<b>Direct Employment</b>	84,500 jobs	105,500	+23%
<b>Employee Earnings</b>	\$1.7 billion	\$2.8 billion	+65%
<b>Visitor Spending</b>	\$6.5 billion	\$10.8 billion	+66%
<b>Taxes (State/Local)</b>	\$246 million	\$466 million	+89%

## Support Tourism, Support Oregon

In 2003, Oregon faced one of its highest unemployment rates in history. Eager to create new opportunities for Oregonians, the Oregon Tourism Investment Proposal was created, enacted and signed into law. The bill made tourism and hospitality a pillar of Oregon's economy by reinvesting 1% of lodging revenue back into tourism development and marketing. Visitors generate significant spending, lawmakers reasoned, and businesses may look to relocate to Oregon after executives vacation here. With proper support, they believed tourism could be a powerful tool to bolster the state's flagging economy.

Tourism and hospitality industry members in every region of the state collaborate on dozens of strategic marketing programs each year funded by Oregon's Tourism Investment. These efforts brought more than 28 million overnight visitors to Oregon in 2011—for an average stay of four nights.

Visitor spending reached more than  
**\$10.8 billion** in 2015  
generating **\$2.8 billion**  
in employee earnings.

Continued dedication to the state's tourism industry will keep this powerful economic engine running strong.

The investment is paying off:

**\$1** spent on state marketing  
= **\$237** in visitor  
spending\*

**\$1** spent on state marketing  
= **\$11** in state and local  
tax revenue\*

\*Advertising Accountability Study, Longwoods International, 2014  
- Results for 2012-2013 campaigns



# Tourism Jobs Provide Vibrant Career Paths for Good Jobs Now, Rewarding Careers Later

**Tourism jobs provide a training ground** for Oregon's future workforce, enabling younger workers to demonstrate a professional work ethic and to build good work habits.

**Tourism jobs provide flexibility** for seniors, parents, students and other workers.

**Tourism jobs are often small business jobs** connected to the communities they serve, all over the state.



“Each summer Cog Wild is responsible for employing over 30 guides and filling hundreds of hotel rooms and vacation houses with visiting mountain bikers. It is a huge privilege, one we don't take lightly. We train our staff in customer service, local history and how to handle changing scenarios and different level riders – all great skills that will carry them through life. We understand we have one chance to create an amazing experience that will be shared with other mountain bikers back at home.”

**Melanie Fisher**  
Owner, Cog Wild  
Bend, Oregon



“I began my career as an assistant housekeeper and worked my way up to a satisfying career in the hospitality and tourism industry. I'm now the General Manager of the Jupiter Hotel in Portland and I know firsthand the opportunities that exist for rewarding careers within the tourism industry. I currently oversee 27 employees and help them strive to be everything they can be in the fulfilling travel and tourism industry.”

**Al Munguia**  
General Manager, Jupiter Hotel  
Portland, Oregon



“In Yachats, tides and visitors flow in and out. The visitors helps us create living-wage jobs and grow a business, enriching the flavors of place. Some guests have been coming here for generations and some are discovering Yachats for the very first time. The economic impact flowing into our community helps us to build a resilient and abundant community, and to share the taste of Yachats with a wide range of visitors and locals alike.”

**Nathan Bernard**  
Owner, Yachats Brewing  
Yachats, Oregon

**Tourism directly generates more than 105,000\* jobs in Oregon**

—  
with secondary impacts that create another **54,800 jobs** in agriculture, construction, manufacturing, transportation and other sectors.

“It’s very clear that Travel Oregon awakens such wanderlust, that people all over the world feel compelled to come and see it for themselves. Essentially, Travel Oregon is in the business of turning inspiration into experience. And these experiences translate into economic boon.”



**Governor Kate Brown**

## Tourism Benefits Rural Economics

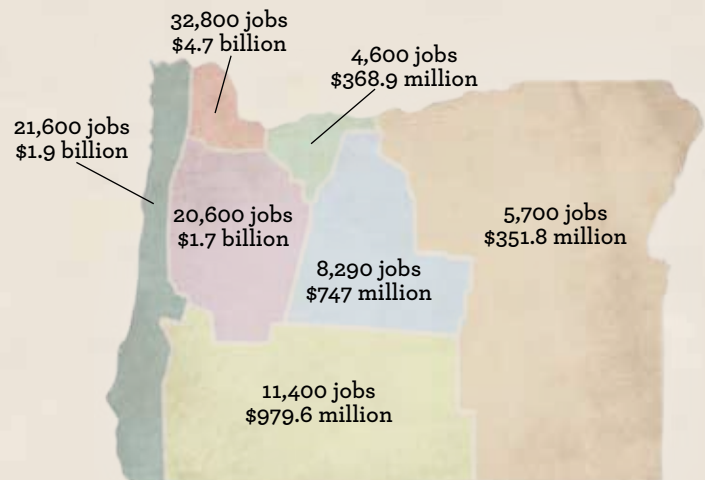
**Tourism jobs are crucial for economic growth, especially in rural counties:**

- Tourism is one of the three largest industries for employment in rural counties
- Oregon’s ten most tourism-dependent counties are rural

**Tourism provides the jobs necessary to support rural economies in transition.**

In some rural areas, tourism jobs provide the means to diversify local economies.

## Meaningful Employment & Revenue for All of Oregon



\*Dean Runyan, Oregon Travel Impacts, 2016  
- Results for 2015





## Oregonians Value Tourism

**77%**  
ENVIRONMENTALLY  
FRIENDLY

IMPROVES  
**82%**  
QUALITY OF LIFE

**95%**  
IMPORTANT TO ECONOMY

“Tourism is a job creator on its own, but it’s also essentially the front door to the rest of the economy.”

**Duncan Wyse**  
President,  
Oregon Business Council

## Tourism Boosts Oregon Business

Travel Oregon is one of the most visible manifestations—nationally and internationally—of the Oregon brand. The positive associations of Oregon established by the brand benefit businesses and agencies beyond hospitality, including:

**High Tech, Manufacturing & Other Industries**—Vacationing executives consider relocating businesses to Oregon for its outdoor lifestyle and the overall quality of life that the Oregon brand espouses.

**Agriculture**—Oregon’s thriving culinary and agri-tourism industry boosts the profile of Oregon seafood, produce, wine, beer and spirits, stimulating national and international sales.

**State Parks/Marine Board/Fish & Wildlife**—More visitors are drawn to take advantage of Oregon’s great natural resources, populating more campsites and buying more boating, fishing and hunting tags.

Tourism is vital to our state’s economy. It provides jobs, fuels small business development and generates revenue in every corner of the state. The tourism and hospitality industry is Oregon’s largest traded sector employer and a leading contributor to our gross state product. With Travel Oregon investing collaboratively and strategically with businesses and organizations across the state, the Oregon brand will continue to contribute to the state’s economic well-being for many years to come.

### Travel Oregon Oregon Tourism Commission

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