

MARION COUNTY TRAVEL IMPACTS AND VISITOR VOLUME

Travel Indicators

Visitor Spending Impacts (2012p)

Amount of Visitor Spending that supports 1 Job	\$76,560
Employee Earnings generated by \$100 Visitor Spending	\$26
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00

Visitor Volume (2012p)

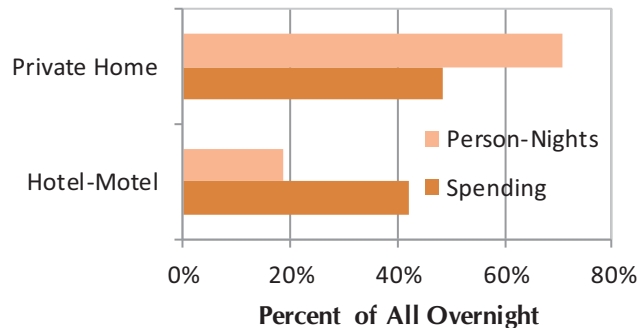
Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$14,110
Additional employment if each resident household encouraged one additional overnight visitor	184

Visitor Shares

Travel Share of Total Employment (2011)*	2.3%
Overnight Visitor Day Share (2012p)**	4.2%

*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.

Overnight Visitor Spending and Volume



Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

2012p	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (Millions)
Hotel, Motel	482	912	\$92.5
Private Home	1,125	3,422	\$106.8
Other Overnight	155	504	\$20.3
All Overnight	1,763	4,839	\$219.6

Marion County Travel Trends, 1991-2012p

	Spending	Earnings	Employment	Tax Receipts (\$Thousands)		
	(\$Millions)	(\$Millions)		Local	State	Total
1991	152.0	37.1	3,280	646	4,949	5,596
1992	165.6	40.5	3,400	763	5,579	6,342
1993	174.1	42.7	3,470	828	5,974	6,801
1994	181.1	44.5	3,500	881	6,268	7,149
1995	192.1	47.4	3,570	963	6,527	7,490
1996	198.9	49.0	3,580	1,021	6,579	7,600
1997	204.5	50.7	3,520	1,054	6,654	7,708
1998	209.1	53.2	3,700	1,115	6,801	7,915
1999	216.7	54.3	3,530	1,422	6,922	8,344
2000	233.5	56.6	3,580	1,772	7,365	9,137
2001	237.2	57.7	3,610	1,793	7,416	9,209
2002	244.9	60.2	3,730	1,872	7,511	9,383
2003	254.1	61.4	3,730	1,877	7,762	9,639
2004	267.5	63.4	3,740	2,028	8,289	10,318
2005	292.2	67.7	3,860	2,261	8,821	11,082
2006	316.6	72.5	4,040	2,591	9,432	12,023
2007	325.3	76.9	4,220	2,818	9,751	12,569
2008	337.6	77.9	4,160	2,821	9,887	12,707
2009	306.8	75.8	4,000	2,606	9,359	11,965
2010	324.9	75.1	3,910	2,544	9,591	12,135
2011	340.7	76.2	3,980	2,567	11,872	14,439
2012p	349.5	79.8	3,960	2,613	11,966	14,580
Annual Percentage Change						
11-12p	2.6%	4.7%	-0.3%	1.8%	0.8%	1.0%
91-12p	4.0%	3.7%	0.9%	6.9%	4.3%	4.7%

Notes: Spending includes visitor spending and other travel spending (travel agencies and transportation to other Oregon destinations). Earnings include wage and salary disbursements, benefits and proprietor income. Employment includes full- and part-time payroll employees and proprietors. These direct travel impacts do not include secondary (indirect and induced) impacts. The multiple year percentage change refers to the average annual change.

Marion County Travel Impacts, 2002-2012p

	2002	2004	2006	2008	2010	2011	2012p
Total Direct Travel Spending (\$Million)							
Destination Spending	219.2	233.0	268.9	279.1	278.0	284.9	293.7
Other Travel*	25.7	34.6	47.7	58.5	46.9	55.7	55.8
Total Direct Spending	244.9	267.5	316.6	337.6	324.9	340.7	349.5
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	28.7	30.8	39.8	42.3	40.1	40.5	41.6
Food Service	60.4	64.1	73.5	75.8	80.1	80.7	84.6
Food Stores	27.2	29.3	31.2	34.1	34.3	35.4	36.5
Local Tran. & Gas	17.9	23.8	33.0	39.1	34.1	39.3	39.7
Arts, Ent. & Rec.	37.3	38.4	41.5	40.5	40.5	40.2	41.2
Retail Sales	47.6	46.5	49.9	47.2	48.9	48.9	50.1
Destination Spending	219.2	233.0	268.9	279.1	278.0	284.9	293.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	35.6	37.8	44.7	48.2	47.5	48.1	51.1
Arts, Ent. & Rec.	11.2	11.3	12.4	13.9	13.1	13.8	13.8
Retail**	8.8	9.4	10.1	10.4	10.4	10.3	10.7
Ground Tran.	1.1	1.1	1.3	1.3	1.3	1.3	1.4
Other Travel*	3.6	3.8	4.0	4.1	2.7	2.6	2.7
Total Direct Earnings	60.2	63.4	72.5	77.9	75.1	76.2	79.8
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	2,210	2,220	2,440	2,470	2,340	2,360	2,440
Arts, Ent. & Rec.	850	830	890	990	920	970	890
Retail**	440	460	480	470	470	460	460
Ground Tran.	50	50	50	50	40	40	50
Other Travel*	180	190	190	180	140	130	130
Total Direct Employment	3,730	3,740	4,040	4,160	3,910	3,980	3,960
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.9	2.0	2.6	2.8	2.5	2.6	2.6
State Tax Receipts	7.5	8.3	9.4	9.9	9.6	11.9	12.0
Total Local & State	9.4	10.3	12.0	12.7	12.1	14.4	14.6

Details may not add to totals due to rounding.

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

Marion County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2002-2012p

	2002	2004	2006	2008	2010	2011	2012p
All Overnight	155.8	166.7	195.1	210.0	207.4	213.1	219.6
Hotel, Motel	61.2	66.3	85.7	91.6	87.0	89.3	92.5
Private Home	78.6	83.4	91.8	98.3	100.7	103.9	106.8
Other Overnight	16.0	16.9	17.6	20.2	19.7	20.0	20.3
Campground	13.2	14.0	14.4	16.6	16.2	16.3	16.5
Vacation Home	2.7	2.9	3.2	3.5	3.6	3.7	3.8
Day Travel	63.4	66.3	73.8	69.1	70.5	71.8	74.1
Spending at Destination	219.2	233.0	268.9	279.1	278.0	284.9	293.7

Average Expenditures for Overnight Visitors, 2012p

	Travel Party		Person		Party	Length of
	Day	Trip	Day	Trip	Size	Stay (nights)
Hotel, Motel	\$248	\$469	\$101	\$192	2.4	1.9
Private Home	\$81	\$247	\$31	\$95	2.6	3.0
Other Overnight	\$136	\$442	\$40	\$131	3.4	3.3
All Overnight	\$120	\$325	\$45	\$125	2.6	2.7

Overnight Visitor Volume, 2010-2012p

	Person-Nights (000)			Party-Nights (000)		
	2010	2011	2012	2010	2011	2012
Hotel, Motel	906	888	912	371	363	373
Private Home	3,411	3,377	3,422	1,309	1,296	1,313
Other Overnight	517	504	504	153	149	149
All Overnight	4,834	4,770	4,839	1,833	1,809	1,836

	Person-Trips (000)			Party-Trips (000)		
	2010	2011	2012	2010	2011	2012
Hotel, Motel	479	470	482	196	192	197
Private Home	1,121	1,110	1,125	430	426	432
Other Overnight	159	155	155	47	46	46
All Overnight	1,760	1,735	1,763	673	664	675

POLK COUNTY TRAVEL IMPACTS

Travel Indicators

Visitor Spending Impacts (2012p)

Amount of Visitor Spending that supports 1 Job	\$64,820
Employee Earnings generated by \$100 Visitor Spending	\$36
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.00

Visitor Shares

Travel Share of Total Employment (2011)*	7.7%
------------------------------------------	------

Visitor Spending by Type of Traveler Accommodation (\$Million), 2002-2012p

	2002	2004	2006	2008	2010	2011	2012p
All Overnight	26.8	28.7	36.3	39.5	39.1	39.5	41.6
Hotel, Motel	13.7	14.6	20.7	21.4	20.7	21.1	23.0
Private Home	10.1	10.9	12.3	14.3	14.7	14.7	14.8
Other Overnight	3.0	3.2	3.3	3.8	3.7	3.8	3.8
Campground	2.8	3.0	3.1	3.5	3.4	3.5	3.5
Vacation Home	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Day Travel	93.9	98.8	111.4	105.8	107.3	104.9	107.6
Spending at Destination	120.7	127.4	147.6	145.2	146.3	144.4	149.1

Polk County Travel Trends, 1991-2012p

	Spending	Earnings	Employment	Tax Receipts (\$Thousands)		
	(\$Millions)	(\$Millions)		Local	State	Total
1991	17.5	3.9	360	-	704	704
1992	18.4	4.0	330	-	781	781
1993	19.9	4.4	360	-	851	851
1994	21.2	4.7	360	-	911	911
1995	29.9	7.4	500	-	1,085	1,085
1996	44.4	12.8	770	-	1,351	1,351
1997	65.0	19.5	1,090	-	1,755	1,755
1998	92.1	28.6	1,630	-	2,318	2,318
1999	103.2	32.0	1,690	-	2,532	2,532
2000	105.2	32.1	1,700	-	2,577	2,577
2001	106.0	32.4	1,750	-	2,592	2,592
2002	125.9	39.0	2,060	-	2,964	2,964
2003	129.0	39.5	2,020	-	3,036	3,036
2004	134.8	40.3	1,980	-	3,143	3,143
2005	155.3	46.1	2,270	-	3,551	3,551
2006	158.4	47.0	2,210	-	3,661	3,661
2007	157.3	49.7	2,160	-	3,812	3,812
2008	159.0	50.3	2,130	-	3,875	3,875
2009	149.2	48.2	2,010	-	3,671	3,671
2010	157.6	48.6	1,980	-	3,767	3,767
2011	157.4	47.8	1,930	-	4,270	4,270
2012p	161.8	47.2	1,890	-	4,502	4,502
Annual Percentage Change						
11-12p	2.8%	-1.2%	-2.1%	-	5.4%	5.4%
91-12p	11.2%	12.6%	8.2%	-	9.2%	9.2%

Note: Earnings and employment were revised downward for 2011 and 2012 based upon U.S. Department of Labor *Census of Employment and Wages*, and Robert Whelan and Carsten Jensen, *The Contributions of Indian Gaming to Oregon's Economy in 2011 and 2010*, ECONorthwest (December 14, 2012).

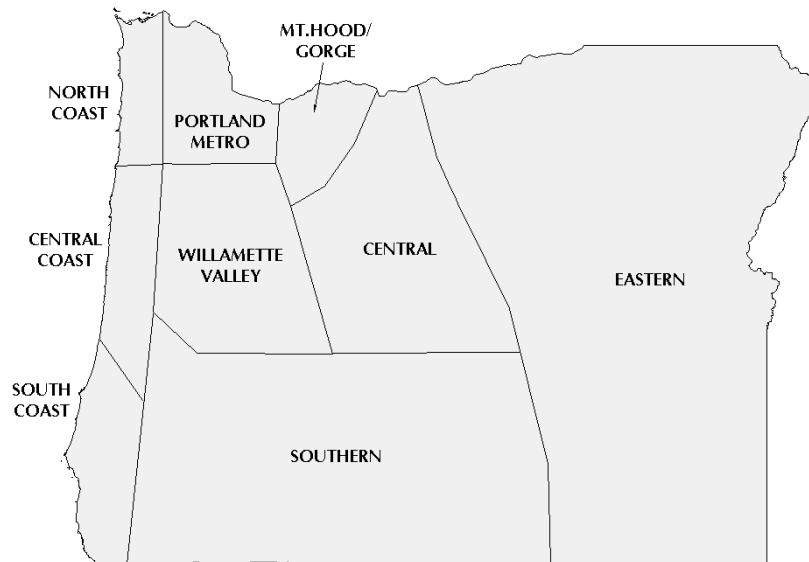
Polk County Travel Impacts, 2002-2012p

	2002	2004	2006	2008	2010	2011	2012p
Total Direct Travel Spending (\$Million)							
Destination Spending	120.7	127.4	147.6	145.2	146.3	144.4	149.1
Other Travel*	5.3	7.3	10.8	13.7	11.2	13.0	12.6
Total Direct Spending	125.9	134.8	158.4	159.0	157.6	157.4	161.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	8.4	9.0	13.0	13.6	13.1	13.3	14.4
Food Service	20.1	21.5	25.2	25.7	27.4	27.0	28.3
Food Stores	8.7	9.5	10.4	11.3	11.4	11.5	11.8
Local Tran. & Gas	4.3	5.6	7.8	9.2	8.2	9.1	9.2
Arts, Ent. & Rec.	76.0	78.8	87.7	81.9	82.6	79.9	81.8
Retail Sales	3.1	3.1	3.4	3.5	3.6	3.5	3.6
Destination Spending	120.7	127.4	147.6	145.2	146.3	144.4	149.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	11.4	12.2	15.1	16.0	16.0	15.7	15.5
Arts, Ent. & Rec.	25.0	25.4	28.9	31.1	29.5	29.0	28.6
Retail**	1.7	1.8	2.0	2.2	2.2	2.1	2.2
Ground Tran.	0.3	0.3	0.4	0.4	0.4	0.4	0.4
Other Travel*	0.6	0.6	0.6	0.7	0.5	0.5	0.5
Total Direct Earnings	39.0	40.3	47.0	50.3	48.6	47.8	47.2
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	830	890	1,000	970	940	920	900
Arts, Ent. & Rec.	1,080	940	1,050	990	880	860	840
Retail**	100	110	110	110	110	110	110
Ground Tran.	10	10	10	10	10	10	10
Other Travel*	40	40	40	40	30	30	30
Total Direct Employment	2,060	1,980	2,210	2,130	1,980	1,930	1,890
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Receipts	3.0	3.1	3.7	3.9	3.8	4.3	4.5
Total Local & State	3.0	3.1	3.7	3.9	3.8	4.3	4.5

Details may not add to totals due to rounding.

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

III. REGIONAL TRAVEL IMPACTS



North Coast

Clatsop
Tillamook

Central Coast

Douglas (West)
Lincoln
Lane (West)

South Coast

Coos
Curry

Willamette Valley

Benton
Clackamas (South)
Lane (East)

Linn
Marion
Polk
Yamhill

Portland Metro

Clackamas (West)
Columbia
Multnomah (West)
Washington

Southern

Douglas (East)
Jackson
Josephine
Klamath
Lake

Central

Crook
Deschutes
Jefferson
Wasco (South)

Mt. Hood/Gorge

Clackamas (East)
Multnomah (East)
Hood River
Wasco (North)

Eastern

Baker
Gilliam
Grant
Harney
Malheur
Morrow
Sherman
Umatilla
Union
Wallowa
Wheeler

2012p Regional Travel Impacts

	Spending (\$Million)		Earnings (\$Million)	Employment	Tax Revenue (\$Million)		
	All Travel	Destination			Local	State	Total
Willamette Valley	1,535	1,379	367	18.3	13	47	60
North Coast	628	622	180	7.0	8	16	24
Central Coast	597	590	164	7.7	10	16	25
South Coast	352	342	98	4.7	2	10	11
Oregon Coast	1,576	1,573	444	19.5	20	41	61
Portland	3,856	2,910	846	27.0	69	85	154
Southern	916	831	221	10.1	10	26	36
Central	650	602	165	7.5	8	18	26
Eastern	333	317	92	5.0	3	10	14
Mt. Hood/Gorge	309	299	82	3.9	4	9	12

Note: The sum of destination spending for the regions will be less than statewide destination spending because of the treatment of transportation expenditures (only a portion of ground transportation is allocated to destination spending).

2012p Regional Overnight Visitor Volume

	Nights (Millions)		Trips (Millions)	
	Persons	Parties	Persons	Parties
Willamette Valley	18.2	7.1	6.0	2.3
North Coast	5.6	2.0	2.1	0.8
Central Coast	5.5	2.0	1.9	0.7
South Coast	3.8	1.4	1.3	0.5
Oregon Coast	15.0	5.4	5.2	1.9
Portland	23.0	11.2	7.4	3.5
Southern	11.0	4.2	3.6	1.4
Central	7.7	2.8	2.6	1.0
Eastern	4.8	1.8	1.8	0.7
Mt. Hood/Gorge	3.0	1.2	1.0	0.4

Note: The sum of trips for the regions will be greater than the statewide trip count because some travelers visit multiple destinations on a single trip within the state.

WILLAMETTE VALLEY TRAVEL IMPACTS AND VISITOR VOLUME

Travel Indicators

Visitor Spending Impacts (2012p)

Amount of Visitor Spending that supports 1 Job	\$76,870
Employee Earnings generated by \$100 Visitor Spending	\$26
Local & State Tax Revenues generated by \$100 Visitor Spending	\$4.30

Visitor Volume (2012p)

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$77,802
Additional employment if each resident household encouraged one additional overnight visitor	1,010

Visitor Shares

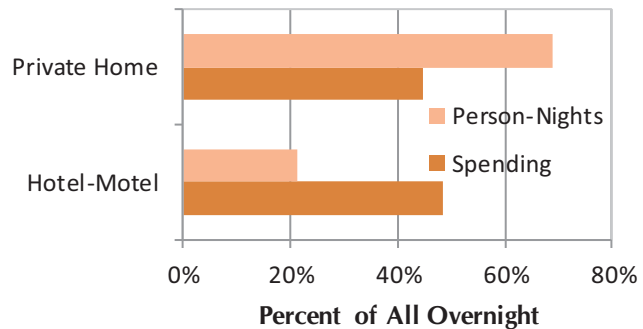
Travel Share of Total Employment (2011)*	3.1%
Overnight Visitor Day Share (2012p)**	4.5%

*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.

**Overnight Visitor Day Share equals Overnight Days/(Population*365).

Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging usually have the greatest overall economic impact. Population density, visitor attractions and the amount of business travel are some of the primary determinants of overnight travel.

Overnight Visitor Spending and Volume



2012p	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (Millions)
Hotel, Motel	1,834	3,892	\$482
Private Home	3,699	12,540	\$445
Other Overnight	474	1,776	\$67
All Overnight	6,007	18,208	\$993

Willamette Valley Travel Trends, 1991-2012p

	Spending	Earnings	Employment	Tax Receipts (\$Thousands)		
	(\$Millions)	(\$Millions)		Local	State	Total
1991	631	151	13,580	3.4	18.8	22.2
1992	672	159	13,440	3.8	20.7	24.4
1993	719	169	13,770	5.0	22.1	27.2
1994	743	176	13,930	5.6	23.2	28.8
1995	783	188	14,210	6.0	24.2	30.2
1996	829	200	14,520	6.4	24.6	31.0
1997	874	214	14,660	6.7	25.4	32.1
1998	910	230	15,680	6.8	26.3	33.1
1999	950	238	15,260	7.3	26.9	34.2
2000	1,006	247	15,700	7.9	28.3	36.2
2001	1,016	251	15,950	8.0	28.5	36.5
2002	1,061	267	16,560	8.4	29.1	37.5
2003	1,093	269	16,340	8.3	29.8	38.1
2004	1,165	280	16,660	9.0	32.1	41.1
2005	1,267	300	17,340	10.2	34.2	44.4
2006	1,355	317	17,770	11.3	36.2	47.5
2007	1,385	337	18,340	12.2	37.6	49.8
2008	1,453	349	18,590	12.5	38.8	51.3
2009	1,346	328	17,210	11.4	35.9	47.3
2010	1,447	332	17,160	11.4	37.2	48.6
2011	1,509	343	17,760	12.1	46.0	58.1
2012p	1,535	367	18,270	12.6	47.0	59.6
Annual Percentage Change						
11-12p	1.8	6.9	2.9	4.6	2.1	2.6
91-12p	4.3	4.3	1.4	6.5	4.5	4.8

Notes: Spending includes visitor spending and other travel spending (travel agencies and transportation to other Oregon destinations). Earnings include wage and salary disbursements, benefits and proprietor income. Employment includes full- and part-time payroll employees and proprietors. These direct travel impacts do not include secondary (indirect and induced) impacts. The multiple year percentage change refers to the average annual change.

Willamette Valley Travel Impacts, 2002-2012p

	2002	2004	2006	2008	2010	2011	2012p
Total Direct Travel Spending (\$Million)							
Destination Spending	979	1,057	1,215	1,296	1,284	1,344	1,379
Other Travel*	82	108	140	156	163	165	156
Total Direct Spending	1,061	1,165	1,355	1,453	1,447	1,509	1,535
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	122	132	165	183	171	181	188
Food Service	241	257	289	306	319	330	346
Food Stores	101	108	113	127	127	133	137
Local Tran. & Gas	112	150	205	251	214	253	256
Arts, Ent. & Rec.	210	216	234	228	228	228	234
Retail Sales	173	169	178	173	177	181	185
Visitor Air Tran.	20	26	30	28	49	38	33
Destination Spending	979	1,057	1,215	1,296	1,284	1,344	1,379
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	149.3	159.1	184.0	204.0	198.1	206.0	221.3
Arts, Ent. & Rec.	65.2	66.0	72.7	81.8	76.9	79.7	85.6
Retail**	34.3	36.9	39.2	41.4	41.1	41.5	43.2
Ground Tran.	5.2	5.5	6.1	6.5	6.0	6.3	6.5
Visitor Air Tran.	1.2	1.5	2.2	1.6	1.3	1.3	1.4
Other Travel*	11.5	11.5	13.2	13.3	8.5	8.6	9.0
Total Direct Earnings	266.6	280.5	317.4	348.6	331.9	343.4	367.1
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	9.3	9.4	10.1	10.5	9.8	10.2	10.4
Arts, Ent. & Rec.	4.7	4.5	4.9	5.3	4.9	5.1	5.3
Retail**	1.8	1.9	1.9	2.0	1.9	1.9	1.9
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Visitor Air Tran.	0.0	0.1	0.1	0.1	0.0	0.0	0.0
Other Travel*	0.5	0.5	0.5	0.5	0.3	0.3	0.3
Total Direct Employment	16.6	16.7	17.8	18.6	17.2	17.8	18.3
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	8.4	9.0	11.3	12.5	11.4	12.1	12.6
State Tax Receipts	29.1	32.1	36.2	38.8	37.2	46.0	47.0
Total Local & State	37.5	41.1	47.5	51.3	48.6	58.1	59.6

Details may not add to totals due to rounding.

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

Willamette Valley Visitor Volume and Visitor Spending

Direct Visitor Spending by Type of Traveler Accommodation (\$Million)

	2002	2004	2006	2008	2010	2011	2012p
All Overnight	658	718	837	934	919	968	993
Hotel, Motel	298	331	410	458	433	465	482
Private Home	309	336	374	410	421	438	445
Other Overnight	51	51	53	67	64	66	67
Campground	43	42	42	54	51	52	53
Vacation Home	9	10	11	13	13	14	14
Day Travel	322	340	378	362	365	375	386
Spending at Destination	979	1,057	1,215	1,296	1,284	1,344	1,379

Average Expenditures for Overnight Visitors, 2012p

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel	\$298	\$636	\$124	\$263	2.4	2.1
Private Home	\$90	\$307	\$35	\$120	2.5	3.4
Other Overnight	\$127	\$475	\$37	\$141	3.4	3.8
All Overnight	\$140	\$424	\$55	\$165	2.6	3.0

Overnight Visitor Volume, 2010-2012p

	Person-Nights (000)			Party-Nights (000)		
	2010	2011	2012	2010	2011	2012
Hotel, Motel	3,647	3,766	3,892	1,518	1,567	1,621
Private Home	12,404	12,444	12,540	4,894	4,908	4,952
Other Overnight	1,813	1,776	1,776	536	526	526
All Overnight	17,865	17,987	18,208	6,948	7,001	7,098

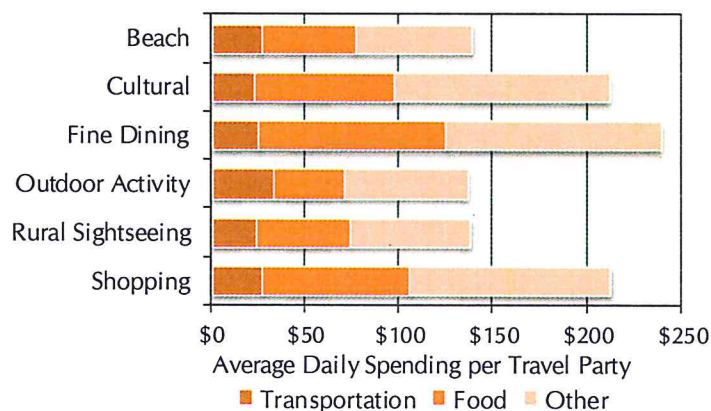
	Person-Trips (000)			Party-Trips (000)		
	2010	2011	2012	2010	2011	2012
Hotel, Motel	1,717	1,774	1,834	709	733	758
Private Home	3,658	3,670	3,699	1,430	1,434	1,446
Other Overnight	484	474	474	143	140	140
All Overnight	5,858	5,918	6,007	2,282	2,307	2,344

V. OREGON DAY TRAVEL, 2012P

Visitor volume and average daily spending estimates for day travel to specific destinations within Oregon are not provided in this report because of data limitations. Day travel often involves expenditures in multiple locations. For example, a day trip from Portland to Eugene may entail expenditures on food and motor fuel in different intermediate locations on the trip. In addition, the magnitude and type of expenditures are very much related to the purpose of day travel and the activities engaged on the trip. Finally, it is difficult to provide meaningful estimates of day travel visitor volume relating to specific destinations because of the fact that day trips involve travel to and through multiple locations (e.g., counties).

The following charts and tables provide information on day travel to destinations in Oregon broken out by trip activity and trip purpose. Trip activities are shown below. In general, the greater levels of average daily spending for cultural, dining and shopping activities reflect day trips to urban areas. Many important day trip activities, such as visits to wineries and gaming, are not shown because of insufficient data.

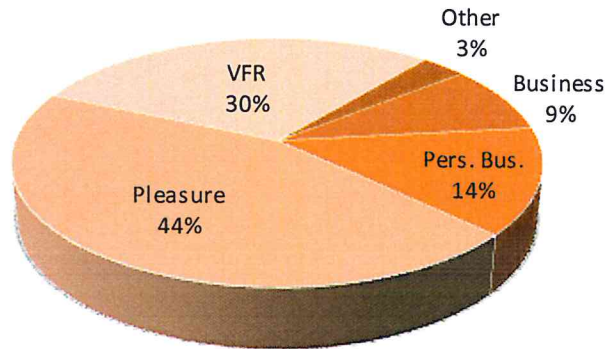
Day Trip Activity, 2012p



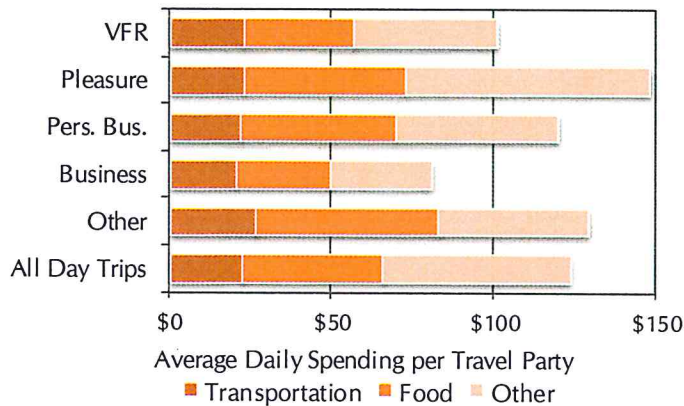
	Average Daily Spending per Travel Party				Party Size
	Total	Transp.	Food	Other	
Beach	\$152.5	\$32.2	\$56.1	\$64.2	2.8
Cultural	\$229.0	\$27.2	\$84.0	\$117.8	2.8
Fine Dining	\$260.0	\$30.7	\$111.6	\$117.8	2.6
Outdoor Activity	\$150.0	\$40.0	\$42.0	\$68.0	2.8
Rural Sightseeing	\$151.0	\$28.4	\$56.7	\$66.0	2.7
Shopping	\$231.1	\$32.7	\$87.2	\$111.1	2.4

Sources: TNS TravelsAmerica and Dean Runyan Associates.

Purpose of Day Trip, 2012p



Many day travelers, such as those visiting friends and relatives, do not report an activity on their trip. For this reason, spending by trip purpose is lower than the average spending shown for activities.



(Because travelers may engage in more than one activity, or none at all, the activity distribution is not shown.)

Sources: TNS TravelsAmerica and Dean Runyan Associates.

	Average Daily Spending per Travel Party				Party Size
	Total	Transp.	Food	Other	
VFR	\$100.9	\$22.6	\$33.8	\$44.6	2.4
Pleasure	\$148.0	\$22.7	\$49.7	\$75.7	2.7
Personal Business	\$119.8	\$21.8	\$47.4	\$50.6	2.2
Business	\$80.6	\$20.3	\$28.8	\$31.5	1.6
Other	\$129.2	\$26.1	\$56.2	\$46.9	2.0
Total	\$123.6	\$22.4	\$43.0	\$58.2	2.4