

## DID YOU KNOW?



**VCB Return on Investment is 27.5:1**

For every dollar spent by the VCB that influenced travel to Coos Bay, North Bend & Charleston in 2023, \$27.50 was returned in the form of visitor spending and taxes.



## Visitor Spending Impacts on Coos Bay, North Bend & Charleston



**\$147.9 Million ↑ 7.0%**

Spent by visitors on **Oregon's Adventure Coast** in **2023** (Up from \$138.2 Million in 2022)

Accommodations	\$31.1M	↑ 8.7% over 2022
Food/Dining/Grocery	\$67.7M	↑ 9.9% over 2022
Retail/Arts/Recreation	\$27.0M	↑ 6.3% over 2022



**2,100 Jobs**

Supported by Visitor Spending

**\$71.7 Million Earnings**

Includes salaries, benefits, and proprietor income

## Visitor Spending Impacts on Coos County



**\$329.5 Million ↑ 8.6%**

Spent by visitors in **Coos County** in **2023** (Up from \$303.3 Million in 2022, and up 51.2% over post pandemic \$217.9 Million in 2021)

Accommodations	\$ 98.9M	↑ 6.4% over 2022
Food/Dining/Grocery	\$ 120.3M	↑ 12.8% over 2022
Retail/Arts/Recreation	\$ 72.3M	↑ 8.7% over 2022



**3,800 Jobs**

Supported by Visitor Spending

**\$117.8 Million Earnings**

Includes salaries, benefits, and proprietor income

**\$15.7 Million Tax Revenues** Generated by Visitor Spending

**\$5.0 Million Local Tax Revenues** Includes local lodging taxes paid by visitors

**\$10.7 Million State Tax Revenues** Includes state lodging and motor fuel taxes paid by visitors, and the income taxes attributed to travel industry

Some Data provided by:

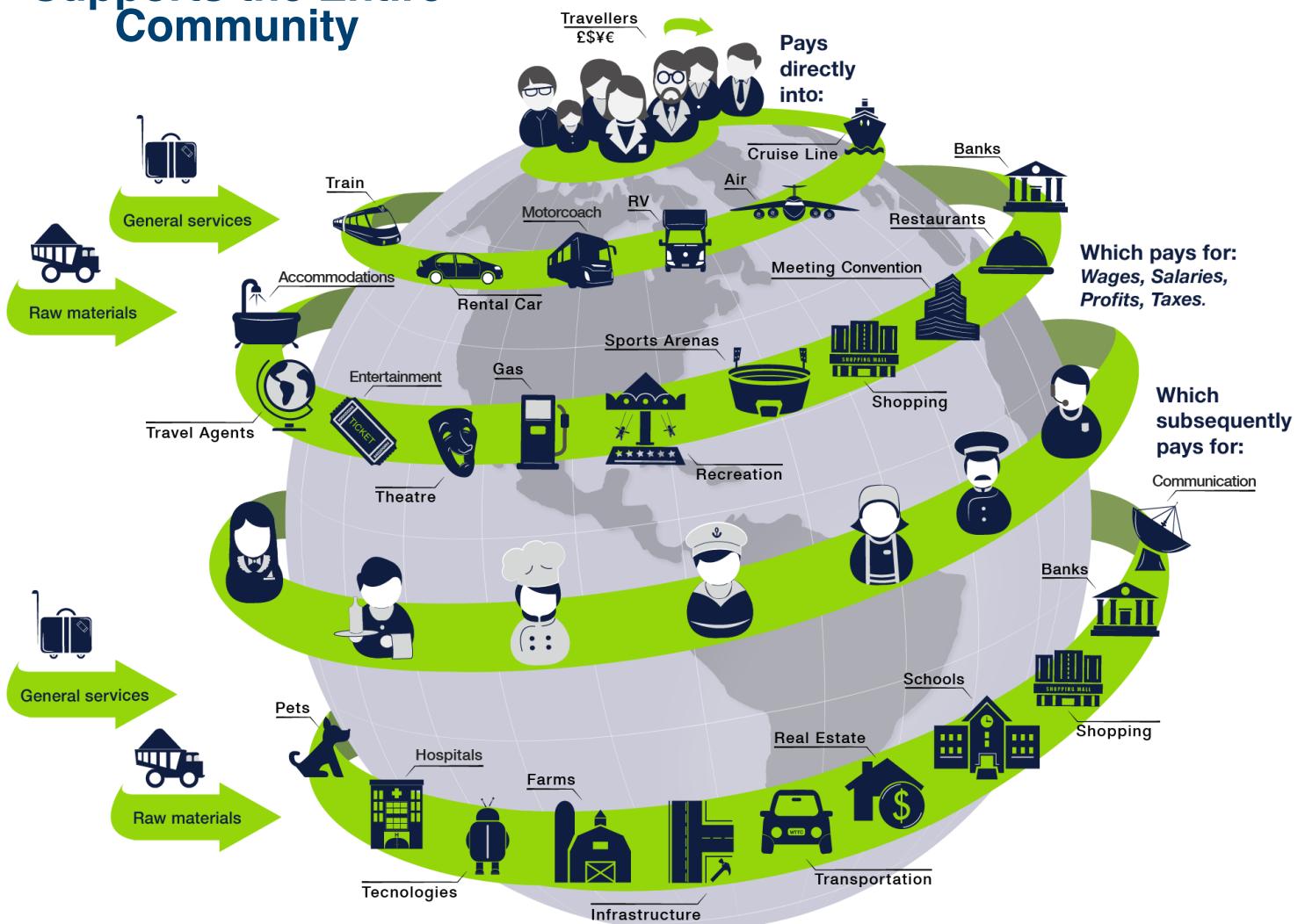




# The Local Economic Impact From Visitors & Tourists to Our Area



## How Visitor Spending Supports the Entire Community



This Visitor spending benefits local businesses, schools, infrastructure, property owners & residents.