



2021 ECONOMIC IMPACT OF TOURISM IN COOS BAY, NORTH BEND, CHARLESTON

Plan Your Storm Watching Trip to Coos Bay ~ North Bend ~ Charleston!

Oregon's
Adventure Coast
Coos Bay ~ North Bend ~ Charleston



Visit: OregonsAdventureCoast.com/storm-watching

GO SOMEPLACE NEW Coos Bay ~ North Bend ~ Charleston!

Oregon's
Adventure Coast
Coos Bay ~ North Bend ~ Charleston



The Oregon Coast's Most Diverse Fishing! OregonsAdventureCoast.com/fishing

WATCH OUR
NEW FISHING
VIDEO



WE'RE BACK THIS YEAR!! Coos Bay ~ North Bend ~ Charleston!

Holiday
Lights @
SHORE ACRES
STATE PARK

Stroll through world-renowned
Holiday Lights at beautiful
Shore Acres State Park perched
on the rugged cliffs overlooking
the Pacific Ocean. Open Every
Day from Thanksgiving to
New Year's Eve.

NEW THIS YEAR!
NO MORE LONG LINES!
TIMED TICKETED ENTRY

Oregon's
Adventure Coast
Coos Bay ~ North Bend ~ Charleston



Visit Today! OregonsAdventureCoast.com/HolidayLights

DID YOU KNOW?

VCB Return on Investment is 20:1



Visitor spending on local lodging and lodging taxes is spent throughout our community for salaries & wages, reinvestment in business, and community development. See reverse.



Since 2019, visitors took 3.9 million trips, totalling 13.7 million days, to the Coos Bay, North Bend & Charleston area.

Visitor Spending Impacts on Coos County

2021 Showed 22% Recovery From Pandemic



\$218.6 Million 

Spent by visitors in **Coos County** in **2021** (Up from \$179.3 Million in 2020, but still down from the high of \$277.3 Million in 2019)

Accommodations

\$69.7M  **29.4%** over 2020, up 14.8% over 2019

Food/Dining/Grocery

\$76.3M  **14.2%** over 2020

Retail/Arts/Recreation

\$46.6M  **13.7%** over 2020

Transportation/Fuel

\$21.2M  **31.8%** over 2020



3,291 Jobs

Supported by Visitor Spending

\$95.5 Million Earnings

Includes salaries, benefits, and proprietor income



Some Data provided by:



\$10.2 Million Tax Revenues Generated by Visitor Spending

\$1.7 Million Local Tax Revenues Includes local lodging taxes paid by visitors

\$8.5 Million State Tax Revenues Includes state lodging and motor fuel taxes paid by visitors, and the income taxes attributed to travel industry



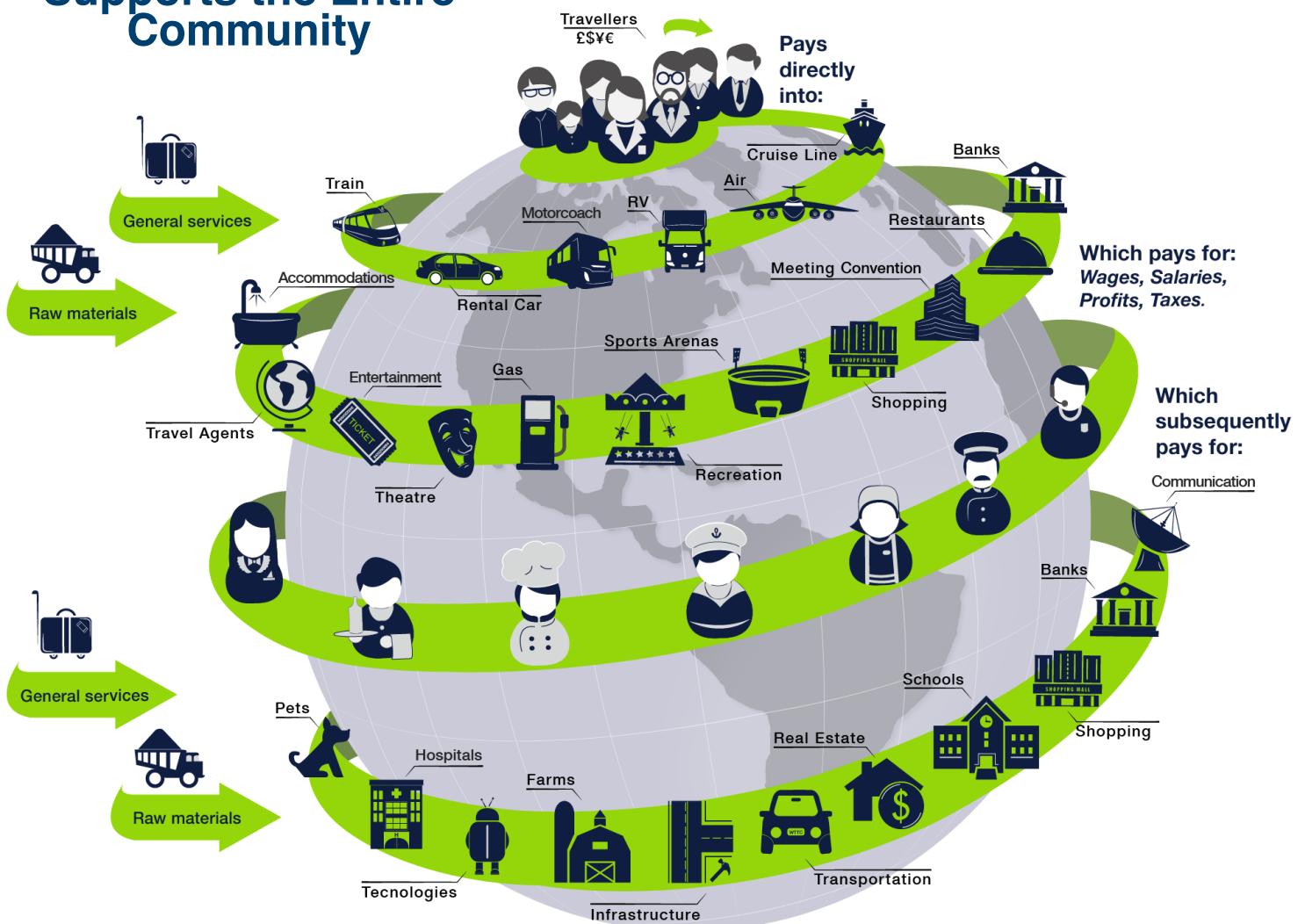


The Local Economic Impact From Visitors & Tourists to Our Area



How Visitor Spending Supports the Entire Community

For every \$1 the VCB spends to market the area, an estimated \$20 is returned to our community! See how it flows below!



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