



# 2022 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! Visit OregonsAdventureCoast.com/fishing

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

Visit Today! OregonsAdventureCoast.com/HolidayLights

## DID YOU KNOW?



**VCB Return on Investment is 32:1**  
**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 **4.4 million trips, totalling 17 million days**, to the Coos Bay, North Bend & Charleston area.

## Visitor Spending Impacts on Coos County

2022 Showed 36.1% Increase over 2021



**\$295.9 Million ↑ 36.1%**

Spent by visitors in **Coos County** in **2022** (Up from \$218.6 Million in 2021, and up 6.7% over the high of \$277.3 Million in 2019)

**Accommodations**

**\$88.6M ↑ 27.1%** over 2021, up 45.7% over 2019

**Food/Dining/Grocery**

**\$105.1M ↑ 37.7%** over 2021, down 6.8% from 2019

**Retail/Arts/Recreation**

**\$65.7M ↑ 40.9%** over 2021, down 9.7% from 2019

**Transportation/Fuel**

**\$32.3M ↑ 52.1%** over 2021, up 12.9% over 2019



**3,630 Jobs**

Supported by Visitor Spending

**\$114 Million Earnings**

Includes salaries, benefits, and proprietor income



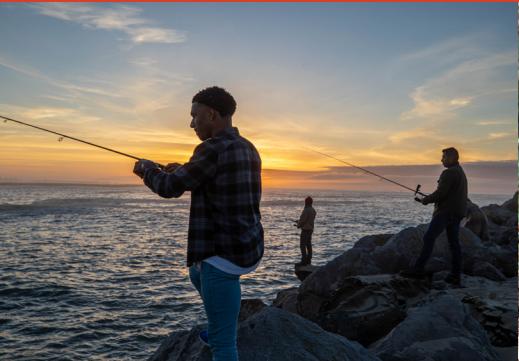
Some Data provided by:

TRAVEL OREGON



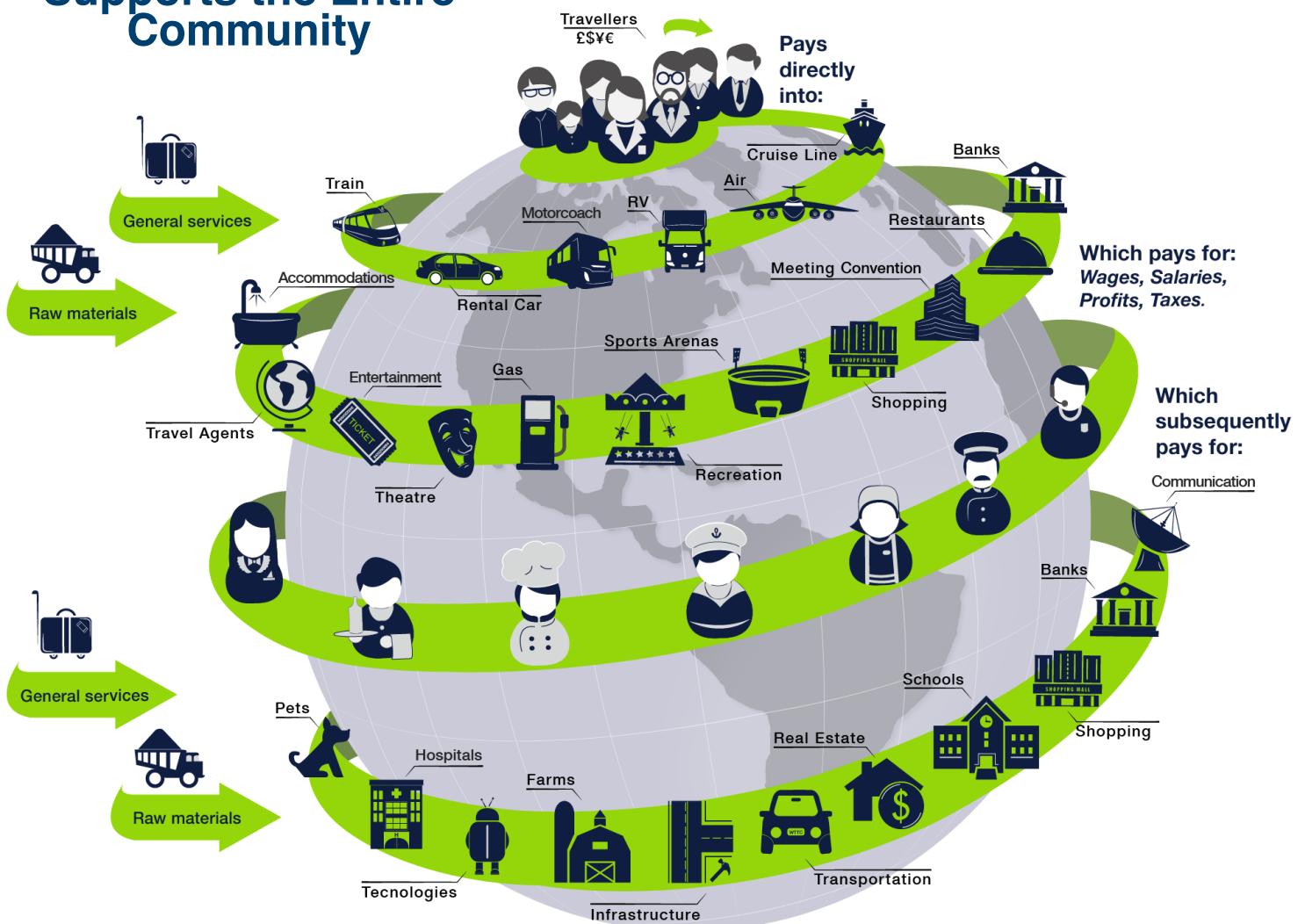


# The Local Economic Impact From Visitors & Tourists to Our Area



# How Visitor Spending Supports the Entire Community

**For every \$1 the VCB spends to market the area, an estimated \$32 is returned to our community! See how it flows below!**



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