



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

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

GO SOMEPLACE NEW Coos Bay ~ North Bend ~ Charleston!

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

Holiday Lights @ SHORE ACRES STATE PARK

Visit: OregonsAdventureCoast.com/storm-watching

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

WATCH OUR NEW FISHING VIDEO

WATCH OUR NEW CRASH VIDEO

NEW THIS YEAR NO MORE LONG LINES! TIMED TICKETED ENTRY

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 ↑ 22%

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



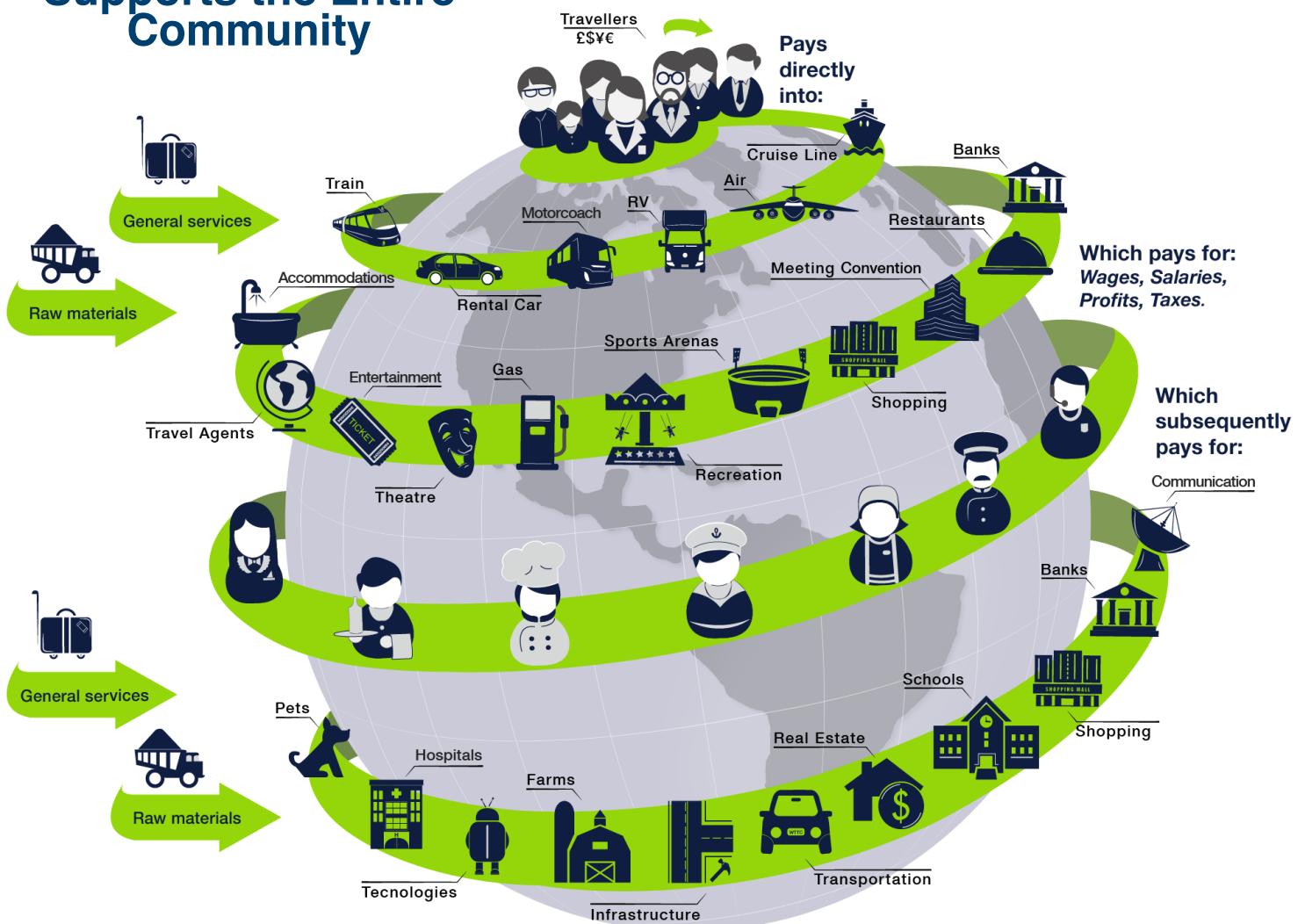


The Local Economic Impact From Visitors & Tourists to Our Area



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.**