

# The Economic Impact of Travel

## Portland Region

2024 Preliminary Estimates

March 2025

**PREPARED FOR**  
Travel Portland

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# The Economic Impact of Travel in the Portland Region, Oregon

2024 Preliminary Estimates

Travel Portland

3/24/2025

## **PRIMARY RESEARCH CONDUCTED BY**

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Portland Region, OR

2024p



# Direct Travel Impacts

## Summary, 2024p

The Portland Region is a pillar to the Oregon travel economy contributing approximately 39% of the statewide activity. In 2024, visitor volume increased 1.3% leading to an 2.5% increase in visitor spending.

**Visitor volume** (person-trips) increased 1.3% from 12.2 million visitors in 2023 to 12.3 million visitors in 2024.

**Travel spending** was \$5.5 billion in 2024, a 1.6% increase compared to the previous year. Non-transportation spending grew 4.0%, while transportation and other travel spending declined.

**Direct earnings** (wages, benefits, and proprietor income generated by travel) grew 2.9%, from \$1.73 billion in 2023 to \$1.78 billion in 2024.

**Direct employment** (jobs) gained approximately 190 jobs in 2024, a 0.5% increase compared to the previous year.

**Tax revenue** generated by direct spending totaled \$285 million in 2024, a 3% increase compared to 2023.

Portland Region's travel economy **increased 1.6%**, whereas Oregon's travel industry **grew 0.8% in 2024**.

The Portland Region includes Columbia County, Washington County, and a portion of Clackamas and Multnomah Counties. These estimates are subject to revision if more comprehensive data becomes available.



# Direct Travel Impacts

## Historical Trend Tables

### Direct Impact Summary

	2014	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percent Chg.	
											2023-24	2019-24
<b>Spending (\$Millions)</b>												
Total	4,672	4,867	5,139	5,373	5,625	2,180	3,764	5,291	5,385	5,469	▲ 1.6%	▼ -2.8%
Other	1,181	1,223	1,298	1,376	1,515	536	928	1,529	1,479	1,466	▼ -0.9%	▼ -3.2%
Visitor	3,490	3,644	3,841	3,997	4,110	1,644	2,836	3,762	3,905	4,003	▲ 2.5%	▼ -2.6%
Non-transport.	2,286	2,447	2,575	2,647	2,728	1,128	1,904	2,312	2,502	2,603	▲ 4.0%	▼ -4.6%
Transportation	1,204	1,197	1,265	1,350	1,382	517	932	1,450	1,403	1,400	▼ -0.2%	▲ 1.3%
<b>Earnings (\$Millions)</b>												
Earnings	1,134	1,239	1,353	1,458	1,566	1,143	1,207	1,569	1,725	1,775	▲ 2.9%	▲ 13.4%
<b>Employment (000's)</b>												
Employment	32.8	34.5	35.3	36.2	36.9	26.4	26.9	33.0	34.7	34.9	▲ 0.6%	▼ -5.6%
<b>Tax Revenue (\$Millions)</b>												
Total	222	234	259	269	278	147	192	250	277	285	▲ 3.0%	▲ 2.7%
Local	122	125	134	137	139	61	88	119	139	143	▲ 2.9%	▲ 2.9%
State	100	109	125	132	139	86	104	130	138	142	▲ 3.1%	▲ 2.4%

#### Notes:

Calendar year 2022 and 2023 has been revised since the release of the April 2024 report.

Dollar amounts are presented in nominal terms and are not adjusted for inflation.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include lodging tax (TLT), food & beverage tax (where applicable), auto rental tax (where applicable), airport facility charges (where applicable).

State taxes include lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

# Direct Travel Impacts

## Historical Trend Tables

### Direct Spending Detail

	2014	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 2023-2024
<b>Direct Travel Spending (\$Millions)</b>											
Destination Spending	3,490	3,644	3,841	3,997	4,110	1,644	2,836	3,762	3,905	4,003	▲ 2.5%
Other Travel*	1,181	1,223	1,298	1,376	1,515	536	928	1,529	1,479	1,466	▼ -0.9%
<b>Total</b>	<b>4,672</b>	<b>4,867</b>	<b>5,139</b>	<b>5,373</b>	<b>5,625</b>	<b>2,180</b>	<b>3,764</b>	<b>5,291</b>	<b>5,385</b>	<b>5,469</b>	▲ 1.6%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel, STVR	2,074	2,190	2,328	2,422	2,489	895	1,550	2,184	2,324	2,409	▲ 3.7%
Hotel, Motel							1,424	2,057	2,194	2,270	▲ 3.5%
STVR							126	127	130	140	▲ 7.6%
Private Home	902	920	956	997	1,024	507	837	1,060	1,046	1,052	▲ 0.5%
Campground	21	21	21	22	23	19	14	17	18	17	▼ -2.5%
2nd Home	9	9	9	10	10	7	8	9	9	9	▲ 1.4%
Day Travel	485	504	527	547	564	216	427	492	508	515	▲ 1.4%
<b>Total</b>	<b>3,490</b>	<b>3,644</b>	<b>3,841</b>	<b>3,997</b>	<b>4,110</b>	<b>1,644</b>	<b>2,836</b>	<b>3,762</b>	<b>3,905</b>	<b>4,003</b>	▲ 2.5%
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	811	886	944	963	977	369	621	808	872	904	▲ 3.7%
Food Service	757	815	867	908	956	416	702	843	940	1,002	▲ 6.6%
Food Stores	141	144	147	149	153	87	145	166	176	179	▲ 2.1%
Local Tran. & Gas	498	484	523	573	580	285	458	646	630	616	▼ -2.2%
Arts, Ent. & Rec.	215	226	234	239	245	65	107	120	130	133	▲ 2.3%
Retail Sales	363	375	384	388	396	190	328	376	386	385	▼ -0.1%
Visitor Air Tran.	706	713	742	777	802	232	474	804	774	785	▲ 1.5%
<b>Total</b>	<b>3,490</b>	<b>3,644</b>	<b>3,841</b>	<b>3,997</b>	<b>4,110</b>	<b>1,644</b>	<b>2,836</b>	<b>3,762</b>	<b>3,905</b>	<b>4,003</b>	▲ 2.5%

**Notes:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

\*\*Starting in 2021 we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.



# Direct Travel Impacts

## Historical Trend Tables

### Direct Impact Detail

Direct Impact Detail											% Chg.	
	2014	2016	2017	2018	2019	2020	2021	2022	2023	2024	2023-2024	
Industry Earnings Generated by Travel Spending (\$Millions)												
Accom. & Food Serv.	559	615	665	726	781	523	572	804	889	914	▲	2.8%
Arts, Ent. & Rec.	71	75	80	84	90	60	63	86	90	95	▲	5.3%
Retail**	71	75	80	84	87	81	82	97	99	100	▲	0.5%
Ground Tran.	46	47	51	52	57	50	49	66	69	72	▲	4.4%
Visitor Air Tran.	134	145	163	175	177	151	155	172	192	201	▲	4.4%
Other Travel*	254	281	315	337	375	277	286	344	385	393	▲	2.2%
Total	1,134	1,239	1,353	1,458	1,566	1,143	1,207	1,569	1,725	1,775	▲	2.9%
Industry Employment Generated by Travel Spending (Jobs)												
Accom. & Food Serv.	20,160	21,280	21,780	22,360	22,770	15,390	15,990	20,550	21,990	22,060	▲	0.3%
Arts, Ent. & Rec.	2,840	3,030	3,090	3,080	3,150	1,930	2,000	2,790	2,870	3,110	▲	8.0%
Retail**	2,390	2,450	2,560	2,580	2,570	2,220	2,160	2,410	2,380	2,350	▼	-1.4%
Ground Tran.	1,420	1,360	1,410	1,400	1,450	1,380	1,290	1,510	1,480	1,450	▼	-1.7%
Visitor Air Tran.	1,860	1,980	2,000	2,110	2,100	1,770	1,790	1,750	1,810	1,810	▼	-0.2%
Other Travel*	4,160	4,430	4,440	4,690	4,870	3,660	3,670	3,970	4,140	4,080	▼	-1.3%
Total	32,830	34,530	35,290	36,220	36,910	26,360	26,900	32,990	34,670	34,860	▲	0.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	122	125	134	137	139	61	88	119	139	143	▲	2.9%
State Tax Receipts	100	109	125	132	139	86	104	130	138	142	▲	3.1%
Total	222	234	259	269	278	147	192	250	277	285	▲	3.0%

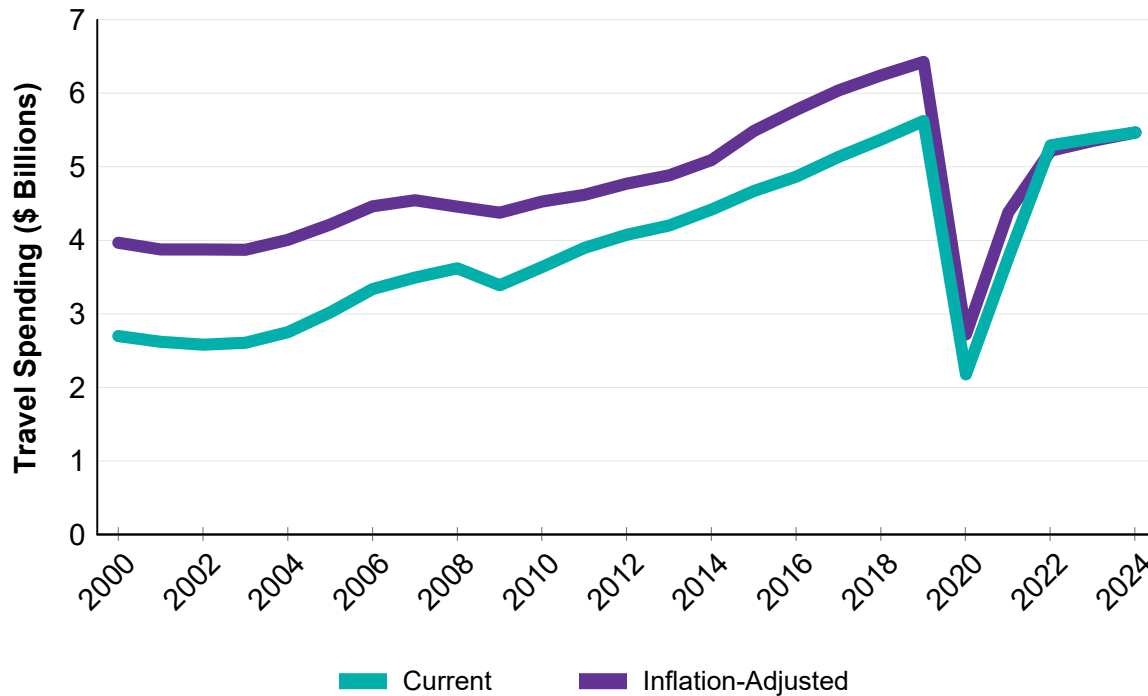
**Notes:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

\*\*Retail includes gasoline.

# Direct Spending

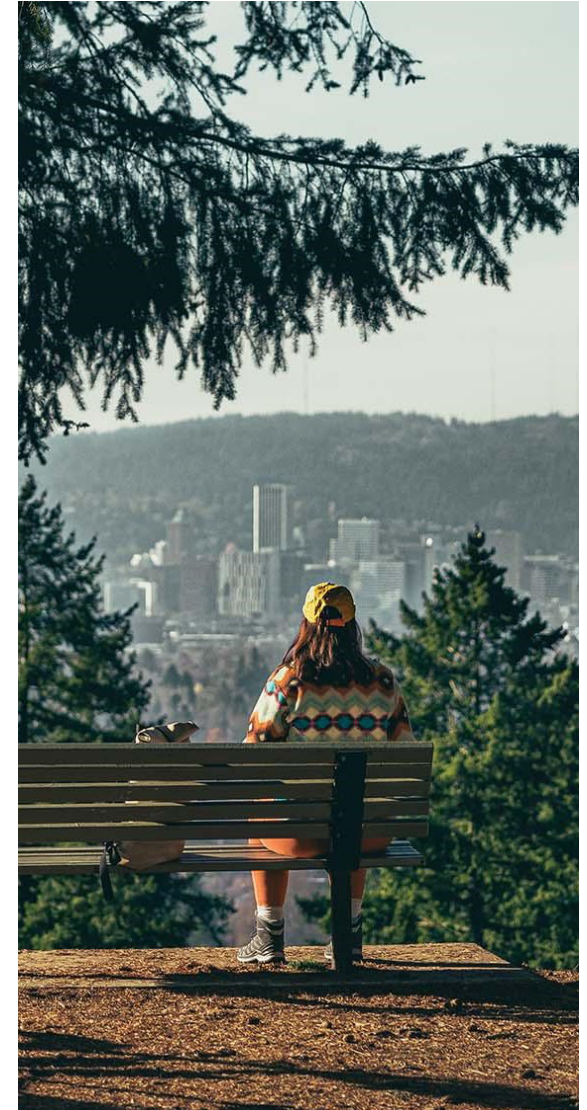
## Direct Spending Inflation-Adjusted



Inflation-adjusted direct travel spending **increased by 2.1%** in 2024 compared to the previous year, but **remained 15% below** 2019 levels.

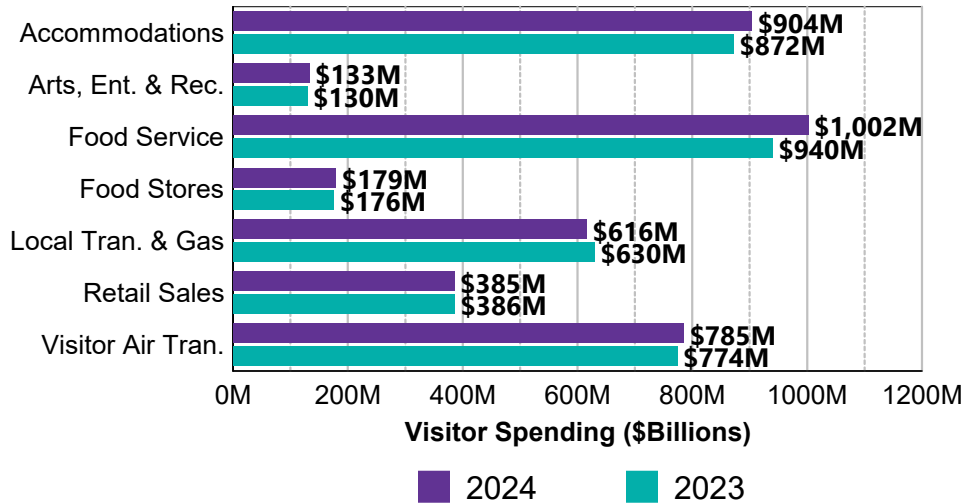
**Notes:** Travel inflation based on a basket of travel goods and services determined by Dean Runyan Associates.

**Sources:** Bureau of Labor Statistics CPI, Dean Runyan Associates



# Direct Spending

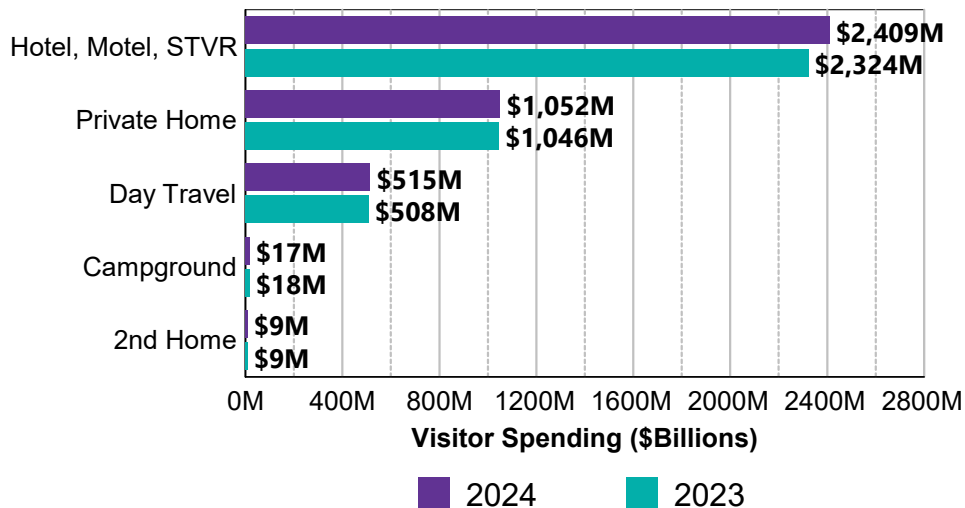
## Visitor Spending by Commodity Type



Visitors spent \$903 million on accommodations in 2024, a **\$32 million or 3.7% increase** compared to the previous year.

**Sources:** Dean Runyan Associates, OmniTrak Group, Energy Information Administration, Bureau of Transportation Statistics

## Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel, or STVR contributed \$2.4 billion of visitor spending, a **\$85 million or 3.7% increase** compared to the previous year.

**Sources:** Dean Runyan Associates, OmniTrak Group, KeyData, Smith Travel Research, Census Bureau

# Visitor Volume

## Visitor Volume & Expenditures, 2024p

Visitor Volume estimates for the Portland region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor Spending is a more reliable metric to Visitor Volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys.

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Hotel, Motel, STVR</b>						
All Modes of Transport	\$271	\$650	\$569	\$1,400	2.1	2.5
Air	\$376	\$1,150	\$694	\$2,124	1.8	3.1
Ground	\$220	\$447	\$522	\$1,061	2.4	2.0
<b>Private Home</b>						
All Modes of Transport	\$67	\$243	\$131	\$490	2.0	3.7
Air	\$158	\$874	\$277	\$1,531	1.8	5.5
Ground	\$39	\$120	\$83	\$255	2.1	3.1
<b>Other Overnight</b>						
All Modes of Transport	\$42	\$170	\$124	\$503	2.9	4.0
<b>All Overnight</b>						
All Modes of Transport	\$131	\$406	\$269	\$859	2.1	3.2
<b>Day</b>						
All Modes of Transport	\$137	\$137	\$194	\$194	1.4	1.0



**34%**

Hotel, Motel, STVR  
share of total  
person-trips

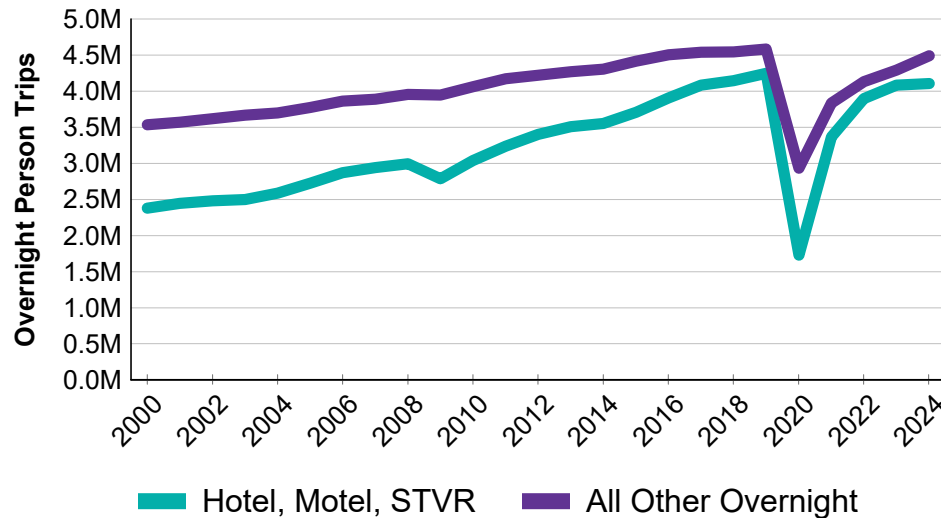
## Visitor Volume, 2022-2024p

	Person-Trips (Millions)			Party-Trips (Millions)		
	2022	2023	2024	2022	2023	2024
Hotel, Motel, STR	3.9	4.1	4.1	1.7	1.8	1.9
Private Home	4.0	4.1	4.3	2.1	2.1	2.1
Other Overnight	0.1	0.2	0.2	0.1	0.1	0.1
Day	3.9	3.8	3.7	2.6	2.6	2.7
<b>Visitor Volume</b>	<b>11.9</b>	<b>12.2</b>	<b>12.3</b>	<b>6.4</b>	<b>6.6</b>	<b>6.7</b>

	Person-Nights (Millions)			Party-Nights (Millions)		
	2021	2022	2023	2021	2022	2023
Hotel, Motel, STR	9.7	10.2	10.3	4.2	4.5	4.7
Private Home	15.8	15.7	15.8	8.3	8.1	8.0
Other Overnight	0.6	0.6	0.6	0.2	0.2	0.2
Day	3.9	3.8	3.7	2.6	2.6	2.7
<b>Visitor Volume</b>	<b>29.9</b>	<b>30.3</b>	<b>30.4</b>	<b>15.3</b>	<b>15.5</b>	<b>15.6</b>

# Visitor Volume

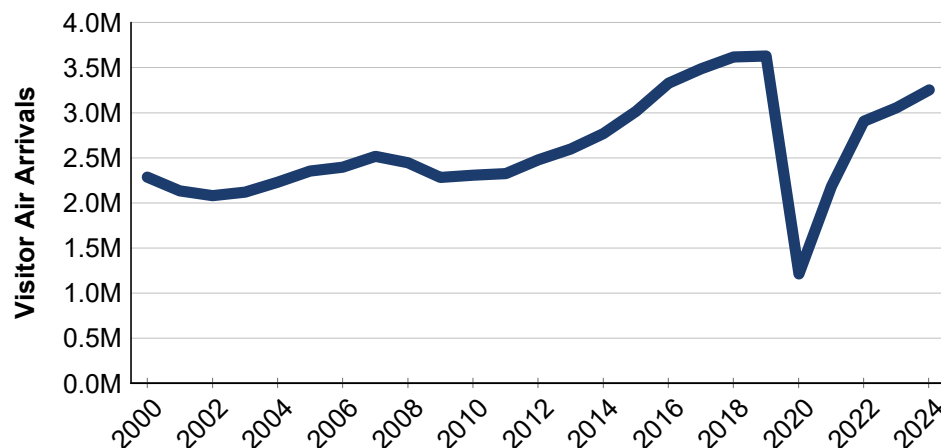
## Overnight Visitor Volume



In 2024, overnight visitation **increased by 2.7%** compared to the previous year. The number of visitors staying in hotels, motels, or short-term vacation rentals rose by 0.6%, while those opting for campgrounds, staying with family and friends, or using second homes grew by 4.6%.

**Sources:** Oregon Department of Revenue, Dean Runyan Associates, Omnitrak Group, KeyData, Smith Travel Research.

## Domestic Air Visitor Arrivals



In 2024, approximately 3.3 million domestic visitors traveled to Portland by air, representing a **6.5% increase** compared to the 3.1 million air travelers recorded in 2022.

**Sources:** Bureau of Transportation Statistics, Dean Runyan Associates

# Glossary

Term	Definition
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Private Home (VFR)	Personal residences used to host friends and family visiting overnight in the destination.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Visitor Spending	Spending by visitors in a destination.
Other Spending	Spending by residents on travel arrangement services and/or spending for convention activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Local Taxes	City and county taxes generated by travel spending.
State Taxes	State taxes generated by travel spending.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with "Visitor Spending."
STVR	STVR stands for "short term vacation rental." The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.



# Methodology

## Travel Impacts Methodology

The direct travel impacts reported in this analysis were estimated using DRA's Regional Travel Impact Model (RTIM). First developed in 1985, this model estimates direct impacts at a local level without relying on annual survey research. The "bottom up" approach of the RTIM involves modeling of private and public data at the county level, ensuring that the final findings correspond closely with the various travel indicators available for each respective county. Results are then aggregated into regions and the state or disaggregated to the city level based on relevant indicators at these geographic levels. The result is a detailed profile of taxes, employment, wages, and spending that can be tracked consistently over time.

The economic impact associated with day visitors and overnight visitors is a primary breakout included in this report. Lodging tax data and survey data on visitor expenditures inform estimates of total spending associated with overnight visitors who stay in commercial lodging in the studied region. DRA maintains its own expenditure distribution database for each state we work in, with input from multiple major survey providers. The inventory of campgrounds is collected for commercial and public sites, and occupancy is modeled based on a representative subset of sites. Sales attributable to travelers staying in their second homes are calculated from inventories from the US Census and public information on average utilization rates. Visitation of friends and relatives (VFR) is generally stable across time and geography, the primary driver for a destination being the local resident population. Estimates of visitor spending related to day travel can be driven by several factors, including proximity to nearby populous areas, opportunities for recreation and shopping, and inventory of lodging options compared to surrounding areas. Baseline estimates for day visitation are calculated as a factor of overnight visitation, the factor derived from regional results of national visitor profile data.

Spending on travel-related activities translates into jobs, earnings, and taxes. Calculation of these direct impacts relies on public data on jobs, wages, and business receipts by industry for each geographical area. State and local taxes on travel-related business also factor into triangulating direct travel impacts. DRA estimates overnight visitor volume by cross-referencing visitor surveys and lodging data. Because of this, the volume estimates reported here may not align with estimates that rely solely on visitor surveys. Visitor Spending is a more reliable metric than Visitor Volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys.

Findings in this report have been compared to various public and private data sources to ensure that the economic impacts estimates are as accurate as possible. Key private data sources used for the purposes of this analysis include Smith Travel Research, KeyData, and OmniTrak. Public data sources include the US Census, Bureau of Economic Analysis (BEA), Bureau of Labor Statistics (BLS), Energy Information Administration (EIA), Bureau of Transportation Statistics (BTS).

