

2025 ECONOMIC IMPACT – MULTNOMAH COUNTY

Multnomah County

Direct Travel Impact Summary

| | 2003 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. | |
|---------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------------|----------|
| | | | | | | | | | | | 2024-25 | 2003-25* |
| Spending (\$Millions) | | | | | | | | | | | | |
| Total | 1,987.7 | 3,972.4 | 4,165.4 | 4,381.2 | 1,630.8 | 2,854.2 | 4,117.3 | 4,205.8 | 4,274.6 | 4,251.1 | ▼ -0.5% | ▲ 3.5% |
| Other | 664.2 | 1,217.4 | 1,294.5 | 1,432.2 | 480.5 | 882.8 | 1,464.7 | 1,403.6 | 1,403.9 | 1,307.1 | ▼ -6.9% | ▲ 3.1% |
| Visitor | 1,323.5 | 2,755.0 | 2,870.8 | 2,949.0 | 1,150.3 | 1,971.4 | 2,652.5 | 2,802.2 | 2,870.8 | 2,944.0 | ▲ 2.6% | ▲ 3.7% |
| Earnings (\$Millions) | | | | | | | | | | | | |
| Earnings | 481.7 | 999.7 | 1,079.6 | 1,152.4 | 823.3 | 868.4 | 1,087.9 | 1,210.9 | 1,278.9 | 1,332.3 | ▲ 4.2% | ▲ 4.7% |
| Employment (Jobs) | | | | | | | | | | | | |
| Employment | 16,930 | 23,010 | 23,750 | 23,920 | 16,660 | 17,060 | 20,030 | 21,260 | 21,550 | 21,840 | ▲ 1.3% | ▲ 1.2% |
| Tax Revenue (\$Millions) | | | | | | | | | | | | |
| Total | 81.0 | 198.5 | 207.0 | 212.4 | 114.5 | 149.8 | 183.1 | 216.6 | 221.5 | 227.9 | ▲ 2.9% | ▲ 4.8% |
| Local | 44.2 | 114.0 | 117.2 | 118.0 | 51.9 | 76.3 | 92.7 | 119.2 | 119.9 | 123.5 | ▲ 2.9% | ▲ 4.8% |
| State | 36.7 | 84.4 | 89.8 | 94.4 | 62.6 | 73.5 | 90.4 | 97.4 | 101.5 | 104.5 | ▲ 2.9% | ▲ 4.9% |

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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

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

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

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

2025 ECONOMIC IMPACT – PORTLAND REGION

Portland Region

Direct Travel Impact Summary

| | 2003 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | Avg. Annual % Chg. | |
|---------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------------|----------|
| | | | | | | | | | | | 2024-25 | 2003-25* |
| Spending (\$Millions) | | | | | | | | | | | | |
| Total | 2,608.7 | 5,138.8 | 5,373.1 | 5,624.6 | 2,179.9 | 3,763.8 | 5,260.3 | 5,441.7 | 5,538.5 | 5,549.0 | ▲ 0.2% | ▲ 3.5% |
| Other | 709.9 | 1,298.2 | 1,375.7 | 1,514.6 | 535.6 | 928.2 | 1,529.3 | 1,480.5 | 1,474.3 | 1,388.2 | ▼ -5.8% | ▲ 3.1% |
| Visitor | 1,898.8 | 3,840.6 | 3,997.4 | 4,110.0 | 1,644.3 | 2,835.6 | 3,730.9 | 3,961.2 | 4,064.2 | 4,160.8 | ▲ 2.4% | ▲ 3.6% |
| Earnings (\$Millions) | | | | | | | | | | | | |
| Earnings | 643.8 | 1,353.4 | 1,458.5 | 1,566.2 | 1,143.3 | 1,207.1 | 1,557.7 | 1,724.3 | 1,801.7 | 1,887.3 | ▲ 4.7% | ▲ 5.0% |
| Employment (Jobs) | | | | | | | | | | | | |
| Employment | 24,920 | 35,290 | 36,220 | 36,910 | 26,360 | 26,900 | 32,690 | 34,650 | 35,050 | 35,840 | ▲ 2.3% | ▲ 1.7% |
| Tax Revenue (\$Millions) | | | | | | | | | | | | |
| Total | 103.9 | 258.9 | 269.5 | 277.9 | 153.7 | 198.5 | 246.9 | 286.2 | 293.1 | 300.1 | ▲ 2.4% | ▲ 4.9% |
| Local | 48.9 | 133.9 | 137.3 | 139.0 | 61.3 | 88.0 | 109.3 | 139.0 | 140.2 | 142.6 | ▲ 1.7% | ▲ 5.0% |
| State | 55.0 | 125.0 | 132.1 | 138.9 | 92.4 | 110.5 | 137.7 | 147.2 | 152.9 | 157.5 | ▲ 3.0% | ▲ 4.9% |

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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

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

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

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

2025 OVERNIGHT VISITATION– MULTNOMAH COUNTY

Multnomah County

Overnight Visitation

Overnight visitor volume for Multnomah County 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 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. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

| | Person | | Party | | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|----------------|------------|----------------|
| | Day | Trip | Day | Trip | | |
| Hotel, Motel, STVR | \$343 | \$697 | \$715 | \$1,494 | 2.1 | 2.1 |
| Private Home | \$121 | \$375 | \$226 | \$731 | 1.9 | 3.2 |
| Other Overnight | \$21 | \$72 | \$62 | \$213 | 2.9 | 3.4 |
| All Overnight | \$203 | \$510 | \$418 | \$1,087 | 2.1 | 2.6 |

Overnight Visitor Volume, 2023-2025

| | Person-Nights | | | Party-Nights | | |
|----------------------|-------------------|-------------------|-------------------|------------------|------------------|------------------|
| | 2023 | 2024 | 2025 | 2023 | 2024 | 2025 |
| Hotel, Motel, STVR | 7,374,390 | 7,090,630 | 6,973,330 | 3,204,270 | 3,192,930 | 3,173,340 |
| Private Home | 5,378,310 | 5,420,530 | 5,431,030 | 2,843,440 | 2,815,320 | 2,911,100 |
| Other Overnight | 354,590 | 369,470 | 366,760 | 126,860 | 125,640 | 124,900 |
| All Overnight | 13,107,290 | 12,880,630 | 12,771,120 | 6,174,580 | 6,133,890 | 6,209,330 |

| | Person-Trips | | | Party-Trips | | |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | 2023 | 2024 | 2025 | 2023 | 2024 | 2025 |
| Hotel, Motel, STVR | 3,397,980 | 3,262,400 | 3,228,320 | 1,466,020 | 1,456,430 | 1,453,030 |
| Private Home | 1,664,750 | 1,748,450 | 1,751,840 | 852,760 | 878,250 | 899,140 |
| Other Overnight | 104,660 | 108,470 | 107,610 | 37,090 | 36,560 | 36,320 |
| All Overnight | 5,167,380 | 5,119,330 | 5,087,760 | 2,355,870 | 2,371,240 | 2,388,500 |

2025 ECONOMIC IMPACT – PORTLAND REGION

Portland Region

Overnight Visitation

Overnight visitor volume for Portland Region 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 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. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

| | Person | | Party | | Party Size | Length of Stay |
|----------------------|--------------|--------------|--------------|--------------|------------|----------------|
| | Day | Trip | Day | Trip | | |
| Hotel, Motel, STVR | \$285 | \$684 | \$594 | \$1,465 | 2.1 | 2.5 |
| Private Home | \$69 | \$253 | \$134 | \$503 | 1.9 | 3.8 |
| Other Overnight | \$43 | \$173 | \$126 | \$509 | 2.9 | 4.1 |
| All Overnight | \$136 | \$424 | \$275 | \$886 | 2.0 | 3.2 |

Overnight Visitor Volume, 2023-2025

| | Person-Nights | | | Party-Nights | | |
|----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | 2023 | 2024 | 2025 | 2023 | 2024 | 2025 |
| Hotel, Motel, STVR | 10,174,440 | 10,011,120 | 9,808,470 | 4,513,160 | 4,617,870 | 4,555,490 |
| Private Home | 15,737,250 | 15,931,610 | 15,962,470 | 8,128,330 | 8,078,400 | 8,284,340 |
| Other Overnight | 602,870 | 627,040 | 617,610 | 216,640 | 214,300 | 211,680 |
| All Overnight | 26,514,560 | 26,569,770 | 26,388,550 | 12,858,130 | 12,910,570 | 13,051,500 |

| | Person-Trips | | | Party-Trips | | |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | 2023 | 2024 | 2025 | 2023 | 2024 | 2025 |
| Hotel, Motel, STVR | 4,082,380 | 4,011,710 | 3,936,220 | 1,789,350 | 1,823,930 | 1,799,470 |
| Private Home | 4,138,820 | 4,366,290 | 4,374,750 | 2,089,360 | 2,160,980 | 2,199,620 |
| Other Overnight | 151,270 | 156,430 | 153,900 | 53,820 | 52,970 | 52,260 |
| All Overnight | 8,372,470 | 8,534,440 | 8,464,870 | 3,932,520 | 4,037,880 | 4,051,350 |