

2023

Economic Impacts of
Travel and Tourism in

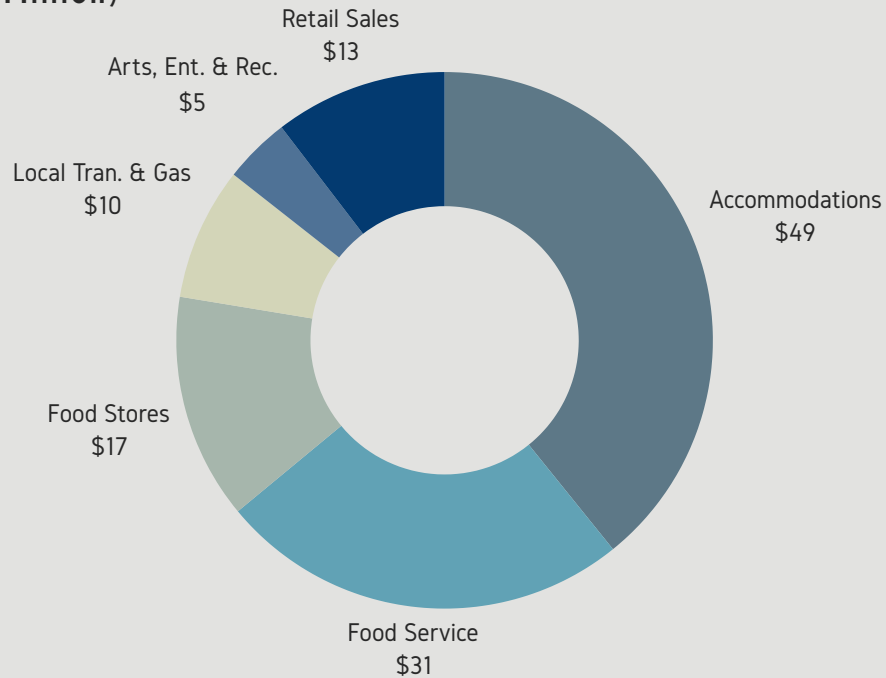
**ASTORIA
AND
WARRENTON**



2023 TRAVEL SPENDING

THOUSANDS OF PEOPLE TRAVEL TO AND WITHIN ASTORIA AND WARRENTON EACH YEAR. VISITORS WHO STAY IN LODGING* SPENT ON AVERAGE \$163 PER DAY ON LODGING, FOOD, RECREATION, TRANSPORTATION AND SHOPPING..

Direct impacts of visitor spending by commodity in 2023. (\$Million)



IMPACT (millions)
In 2023, \$125.6 in travel spending resulted in a \$192.7 economic impact to the local economy.

Lodging sales totaled \$38.9 during the 2023p calendar year, an increase of 4.8% compared to 2022 and 26.8% increase compared to 2019.

483,000 OVERNIGHT PERSON TRIPS
 1.8% FEWER THAN 2022

\$85 PER DAY AVERAGE SPEND BY AN OVERNIGHT VISITOR (INC. HOMESTAYS)

2.5 DAYS AVERAGE LENGTH OF STAY BY OVERNIGHT VISITOR

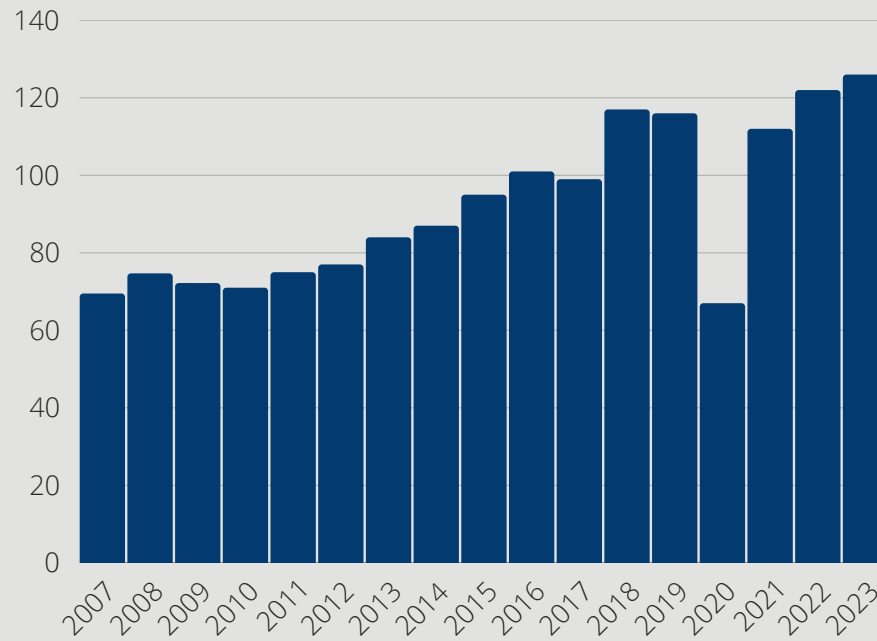
49% OF OVERNIGHT VISITORS STAY IN HOTELS, MOTELS, OR SHORT-TERM VAC. RENTALS.*



TRAVEL SPENDING 2007 TO 2023

**VISITOR SPENDING AT OUR DESTINATION BRINGS NEW MONEY INTO COMMUNITIES, SPURRING JOB CREATION AND ECONOMIC DEVELOPMENT. TRAVEL SPENDING IN 2023 BY REGION - ASTORIA & WARRENTON: \$126 MILLION
CLATSOP COUNTY: \$580.6 MILLION
OREGON STATE: \$14.1 BILLION**

Direct Travel Spending in Astoria & Warrenton (\$Millions)



IMPACT

Lodging sales continue to trend positively. Q3 (July through September) has largest share.

Portions of these receipts are spent within the county for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the county.

22% OF ALL CLATSOP COUNTY TRAVEL IMPACTS OCCUR HERE

3.8% AVERAGE ANNUAL PERCENT CHANGE IN DIRECT SPENDING 2007 TO 2022.

PERCENTAGE OF LODGING SALES BY QUARTER

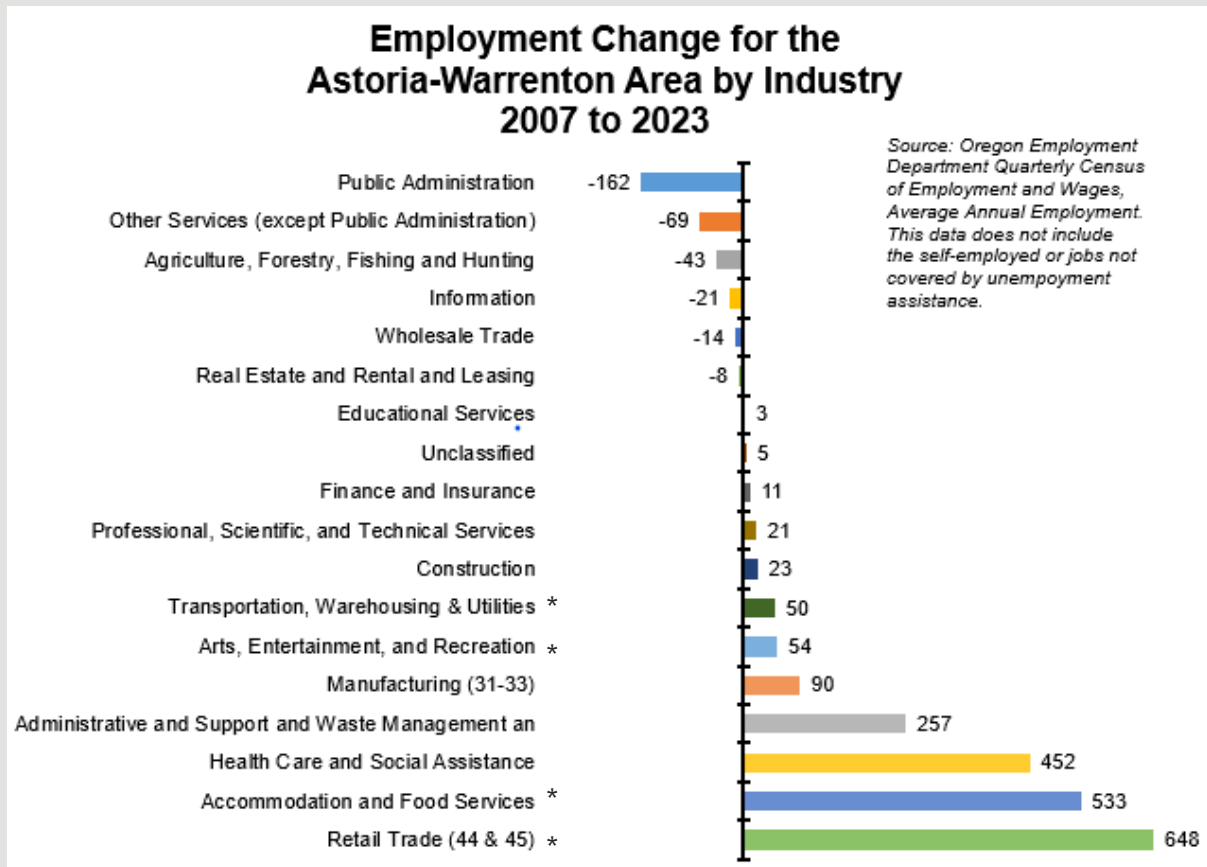
2021: Q1 9% Q2 23% Q3 46% Q4 22%
2023: Q1 12% Q2 23% Q3 45% Q4 20%



TOURISM ENCOURAGES GROWTH

TRAVEL AND TOURISM IS A CRITICAL COMPONENT OF ASTORIA AND WARRENTON'S ECONOMY AND AN ECONOMIC DEVELOPMENT DRIVER. THE ECONOMY OF ASTORIA AND WARRENTON IS RELATIVELY DIVERSE FOR A NON MAJOR-URBAN REGIONAL AREA.

IN CLATSOP COUNTY, \$46 IN EMPLOYEE EARNINGS IS GENERATED BY \$100 VISITOR SPENDING.



ASTORIA & WARRENTON COMBINED AVERAGE ANNUAL EMPLOYMENT
 2007: 8,199 2023: 10,029

4,249 JOBS IN 2023 GENERATED BY TRAVEL ASTORIA & WARRENTON

*** TRAVEL-GENERATED EMPLOYMENT REPRESENTS 42.4% OF ALL EMPLOYMENT**

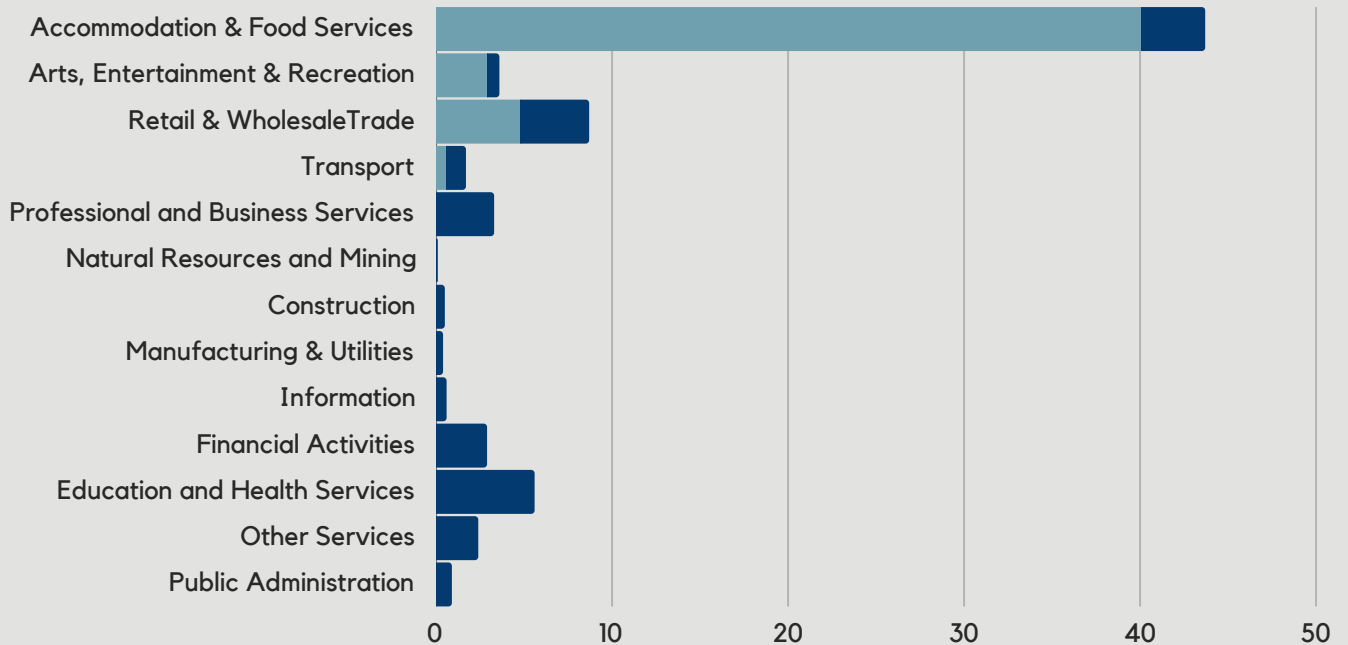


TRAVEL & TOURISM PROVIDES JOBS

AVERAGE WAGES IN DIRECT IMPACT INDUSTRIES HAVE INCREASED BY 21% SINCE 2007. THE AVERAGE WAGE IN THESE INDUSTRIES IS \$40K COMPARED TO \$48K ACROSS ALL INDUSTRIES.

Earnings Generated by Travel Spending in 2023p (\$Millions)

DIRECT **SECONDARY**



TRAVEL & TOURISM DIRECT IMPACT INDUSTRIES

Accommodation & Food Services;
Arts, Entertainment & Recreation;
Retail & Wholesale Trade; and Transportation

\$48.3 MILLION IN DIRECT TRAVEL GENERATED EARNINGS

\$74.2 MILLION IN TOTAL TRAVEL GENERATED EARNINGS

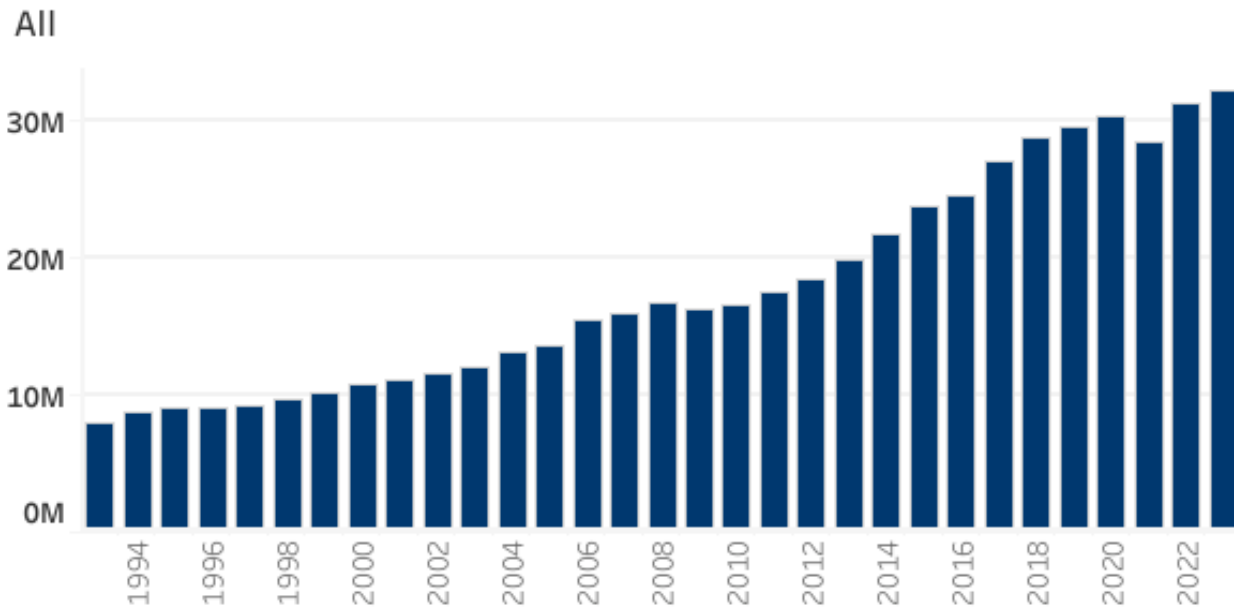


TRAVEL SUPPORTS LOCAL GOVERNMENT

TRAVELER SPENDING CONTRIBUTES SIGNIFICANT TAX REVENUE TO BOTH STATE AND LOCAL GOVERNMENTS. TAXES GENERATED BY TRAVEL SUPPORT PUBLIC SECTOR JOBS LIKE FIREFIGHTERS, POLICE OFFICERS, OR TEACHERS.

LOCAL TAXES GENERATED BY TRAVEL SPENDING HAVE GROWN AN AVERAGE OF 6.7% PER YEAR SINCE 2007.

Clatsop County
Tax Receipts Generated by Travel Spending



IMPACT
\$4.91 million in local taxes and an additional \$3.70 million in state taxes. Which is the equivalent of \$1,268 per household in Astoria and Warrenton.

\$8.6 MILLION
STATE AND LOCAL TAXES
GENERATED BY TRAVEL
IN ASTORIA & WARRENTON

**FOR CLATSOP
COUNTY:**

\$19.3M
SHARE OF STATE
TAX REVENUE IN
FY2023

\$12.8M
SHARE OF LOCAL
TAX REVENUE IN
FY2023



TOURISM AND ECONOMIC DEVELOPMENT

TOURISM AS AN ECONOMIC DEVELOPMENT STRATEGY CAN RESULT IN SIGNIFICANT ECONOMIC RETURNS, WHILE ALSO PROVIDING AMENITIES THAT IMPROVE BOTH TRAVEL EXPERIENCES AND QUALITY OF LIFE FOR RESIDENTS.

Both visitors and residents enjoy tourism-oriented developments like parks, trails, and historic sites, as well as restaurants, events, galleries, & boutique shops.

TOURISM CAN CONTRIBUTE MANY BENEFITS BEYOND ECONOMIC IMPACTS:

- more attractive communities
- sense of pride among residents
- assists with crisis management
- community branding important to attract investment

IMPACT

In 2023, visitors put \$7,734 per resident back into our economy through direct travel spending.



ECONOMIC DEVELOPMENT STARTS WITH A VISIT

The majority of employed Americans (76%) agree that visiting a community is essential when assessing new job opportunities. First-hand experience was instrumental in forming impressions that influence relocation decisions.



THE VISITOR LIFE CYCLE & THE DMO

A Destination Management Organization (DMO) works with and on behalf of the local tourism industry to reach visitors in **every stage** of the life cycle.

The Lower Columbia Tourism Committee, aka Travel Astoria Warrenton, is the official (DMO) for our area, serving as a resource for Warrenton and Astoria's tourism industry and promoting the area for visitation through a variety of strategic initiatives.

www.travelastoria.com/LCTC

2024-2025 board membership includes:

Kelsey Hix, AAA Oregon/Idaho; **Meredith Barlow-Spry**, Astoria Column; **Dan Arnoth**, Astoria Kiwanis; **Stacey Stahl**, Astoria Uppertown Business Association; **Danae Suprunowski**, Bowline Hotel / Adrift Hospitality; **Jessyka Dart-Mclean**, Buoy Beer Company; **Sam Rascoe**, Clatsop County Historical Society; **Linh De Pledge**, Cannery Pier Hotel & Spa; **Tom Brownson**, City of Astoria; **Gerald Poe**, City of Warrenton; **Caroline Wuebben**, Columbia River Maritime Museum; **Rachel Holland**, Liberty Theatre; **Will Isom**, Port of Astoria.

Chamber staff (Regina Willkie and David Reid) are non-voting members.





LOWER COLUMBIA TOURISM COMMITTEE

NOT JUST MARKETING, BUT MANAGEMENT AND EDUCATION, TOO.

TOURISM INVESTMENT

The Lower Columbia Tourism Committee is funded through a portion of the transient lodging tax collected by the Cities of Astoria and Warrenton.

A state law passed in 2003 requires that a portion of local TLT revenues be used to fund tourism promotion or tourism-related facilities.

From 2003-2023, direct travel-generated tax revenue grew at an annual rate of 4.7% in Oregon.

PURPOSE We create community benefits and economic growth for Astoria and Warrenton by protecting, celebrating, and sharing our authentic experiences.

The Lower Columbia Tourism Committee is the champion for the visitor economy in Astoria and Warrenton through:

- Influencing visitor behavior and fostering balanced year-round visitation
- Educating our community about the value of visitors
- Contributing to the evolution of our destination and thinking long-term about its vitality and livability
- Speaking on behalf of the tourism industry and advocating for community benefit
- Serving as a convener and a catalyst for tourism partnerships, including growing the connection between Warrenton and Astoria
- Protecting the authentic history and community qualities that make our destination a great place to live and visit

WITH A VISION TO INSPIRE TO LEAVE A PLACE BETTER THAN WE FOUND IT.

Tourism agencies in the lower Columbia region, & across the state of Oregon, work collaboratively to encourage sustainable and regenerative travel habits that encourage guests to become excellent stewards of our region.



THE ECONOMIC IMPACT OF TRAVEL IN OREGON, 2023

Statewide, overnight-visitor volume grew by 1.4% in 2023 compared to the previous year.

Economic impact findings this year demonstrated steady and significant growth in **Oregon's statewide travel industry** in employment and visitor spending. Residents of Oregon accounted for about **36%** of visitor spending in Oregon in 2023. Industry employment growth rate of **1.9%** compared to the previous year. Industry earnings grew with a **6.9%** increase. In 2023, the amount of money spent directly on travel increased by **0.6%** YOY.

The Oregon Tourism Commission, doing business as **Travel Oregon** was formed in 1995 and granted semi-independent agency status in 2003 by the Oregon state legislature. Funded by the 1.5% statewide transient lodging tax, Travel Oregon carries out statewide work as the official destination management organization. The commission aims to **improve Oregonians quality of life** by strengthening the economic impacts of the state's **\$13.9 billion tourism industry, which employs over 117,000 Oregonians.**

Travel Oregon continues to evolve as a destination management organization. This means that a focus on driving demand for travel and optimizing the economic impact of tourism to the state's economy, is strategically aligned with initiatives to improve the visitor experience in smart and sustainable ways—enhancing and protecting our state's assets.



TRAVEL OREGON'S MISSION - [INDUSTRY.TRAVELOREGON.COM](https://www.industry.traveloregon.com)

"We inspire travel that uplifts Oregon communities. Collaborating with stakeholders and partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon."



QUESTIONS OR COMMENTS?

REPORT PREPARED BY:
LOWER COLUMBIA
TOURISM COMMITTEE

ASTORIA-WARRENTON AREA
CHAMBER OF COMMERCE

FIRST DRAFT 11.14.2024

FINAL VERSION 1.9.2025

SOURCES:

- Dean Runyan Associates Astoria-Warrenton, Oregon Visitor Impacts, 2007-2023P
- Dean Runyan Associates, Oregon Travel Impacts: 2023p
- Census.gov Quickfacts Population Estimates (V2022)
- Oregon Employment Department Employment by Industry 2007-2023 for Astoria and Warrenton
- US Travel Association, DCI 2017 Q Report: Talent Wars-What people look for in jobs and locations
- Research and Reports provided by Travel Oregon at industry.traveloregon.com