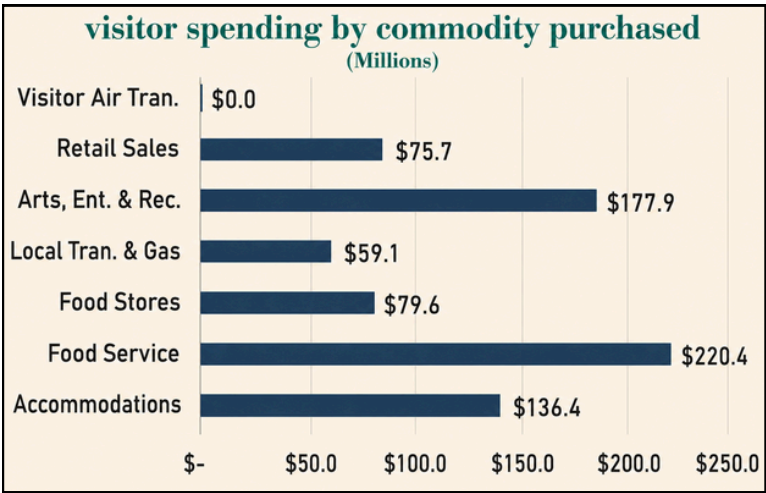
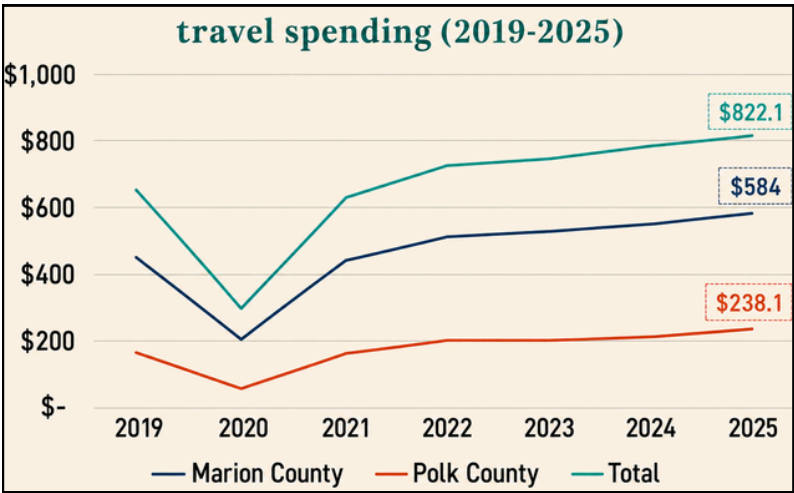




travel trends 2025

The data shown in this report was procured from Travel Oregon's "The Economic Impact of Travel in Oregon" report with research conducted by Dean Runyan Associates. All dollar amounts are shown in millions.

\$822.1 million
estimated economic impact
\$793.3 million in 2024 (+3.6%)



With the exception of 2020, the industry has seen steady growth of travel & tourism spending, as shown above.

Even though spending decreased by nearly 50% from 2019 to 2020 (because of restrictions on travel due to COVID-19), the estimated economic impact of travel spending has surpassed pre-pandemic numbers, with a **29% growth rate 2019 to 2025**.

Food service, accommodations and entertainment make up the majority of commodity spending by incoming visitors.

When comparing visitor spending on commodities for 2024 to 2025, there is a **4% increase in overall spending**. This is presumably due to increased demand and price of goods.



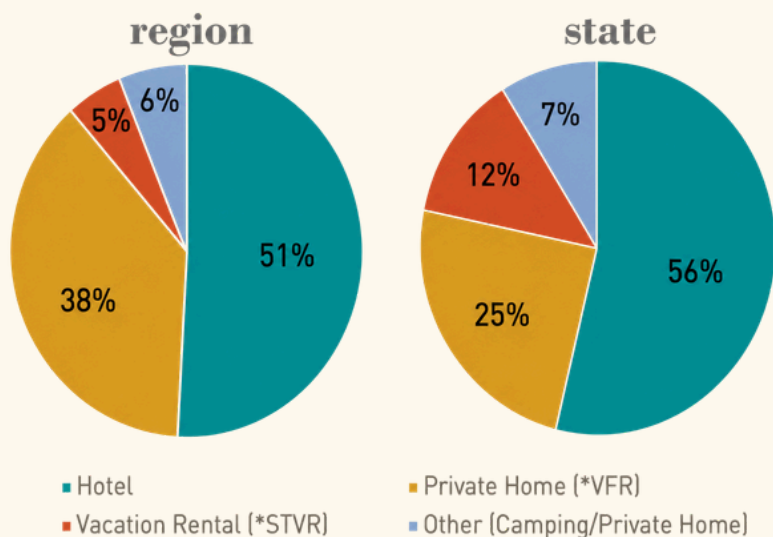
2,752,520
overnight trips to the region
2,699,950 in 2024 (+1.9%)



2.55 days
average length of stay
same as 2024

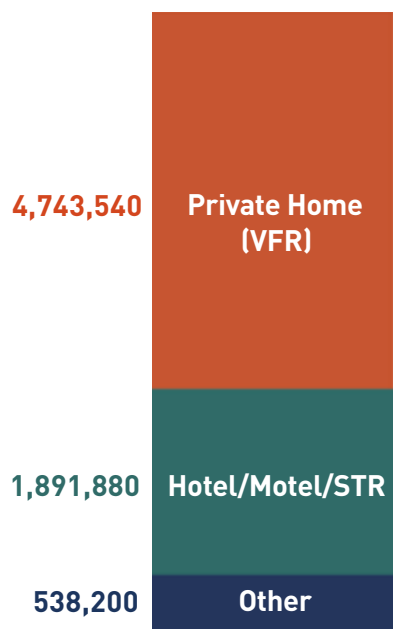


2.6
average party size
same as 2024



Visitors staying in hotel & motels account for 51% of overnight spending in the region, and short-term vacation rentals (*STVR) accounted for 5% of overnight visitor spending in the region. Travelers visiting friends & relatives (*VFR) account for 38% of overnight visitor spending. **Generally, areas that are more rural or suburban see a higher rate of private home visitation.**

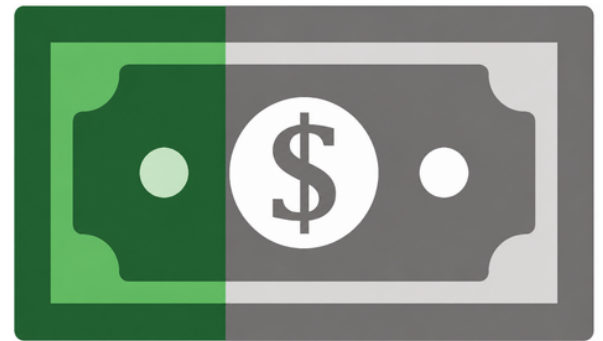
When comparing the Marion & Polk County region to the state of Oregon, there is a significant difference in types of stay. The Marion & Polk County region has a higher than average amount of travelers visiting friends & relatives, with **38% of visitor spend from staying at a private home compared to the state average of 25%.**



7,173,620
(+1.5% over 2024)
nights stayed within the
region by visitors

2,752,520
(+1.9% over 2024)
overnight visitors to region

In 2025, 66% of nights spent in the region by travelers were at a private home (VFR), while hotel/motel/STR stays accounted for 26%.



For every \$100 of visitor spending, **\$36 returns** to the local economy in employee earnings.
(+9.1% over 2024)

