

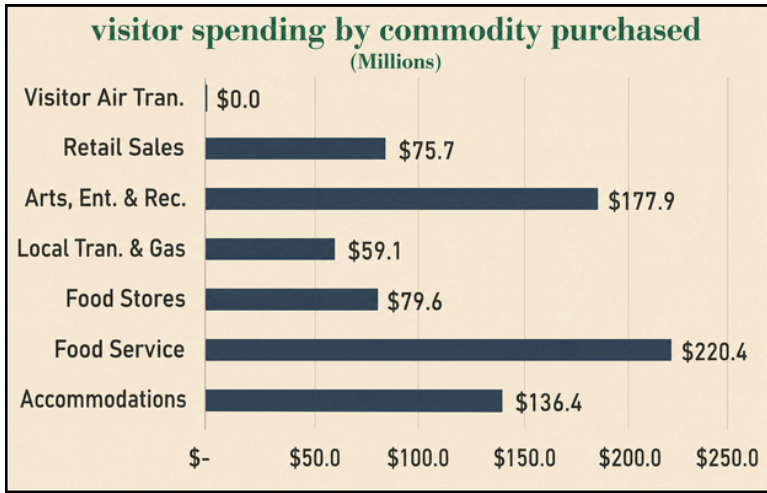
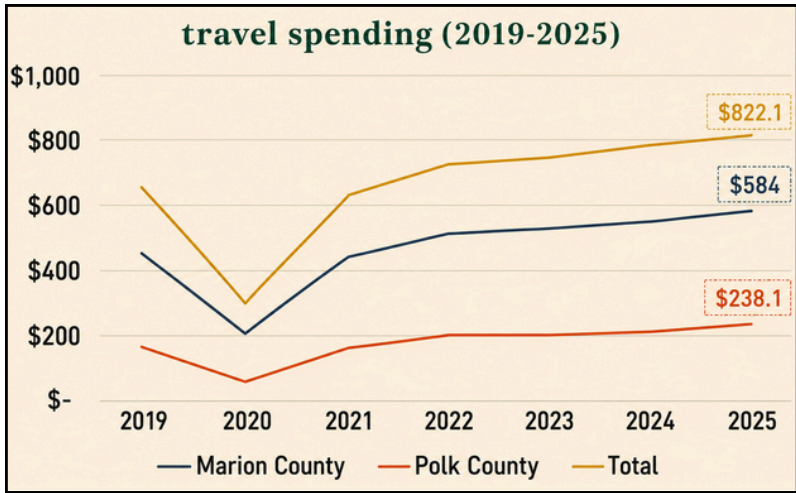


travel trends 2025



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.

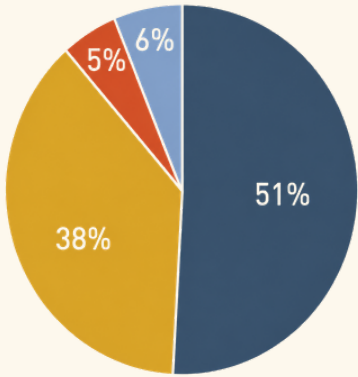
2,752,520
 overnight trips to the region
 2,699,950 in 2024 (+1.9%)

2.55 days
 average length of stay
 same as 2024

2.6
 average party size
 same as 2024

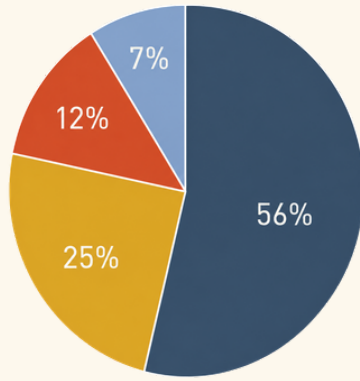


region



- Hotel
- Vacation Rental (*STVR)

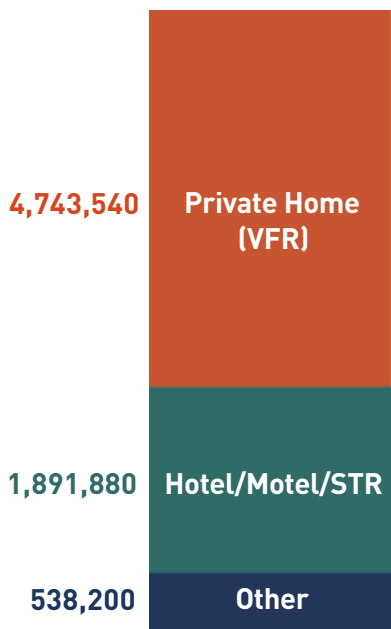
state



- Private Home (*VFR)
- Other (Camping/Private Home)

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)

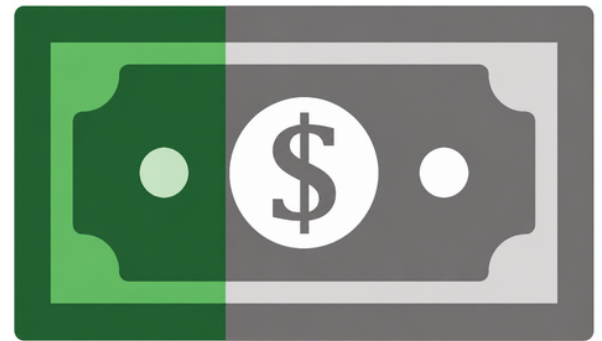
nights stayed within the region by visitors

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. (\$3 more than 2024)



\$261.4

million earned in wages

\$248.4 in 2024 (+5.2%)



8,050

jobs supported by tourism & travel

7,950 in 2024 (+1.2%)



\$91,776

of visitor spending supports 1 local job

\$89,547 in 2024 (+2.4%)

