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Riverhouse on The Deschutes

An aerial photograph of a resort town at sunset. The sky is filled with soft, pink and purple clouds. In the center, a large river flows through the town, with a small island of greenery in the middle. The buildings are illuminated by the warm light of the setting sun. Three tall, white smokestacks are visible in the background, with an American flag flying from the top of the middle one. The overall scene is peaceful and scenic.

HOSPITALITY BREAKOUT

Impact Conference

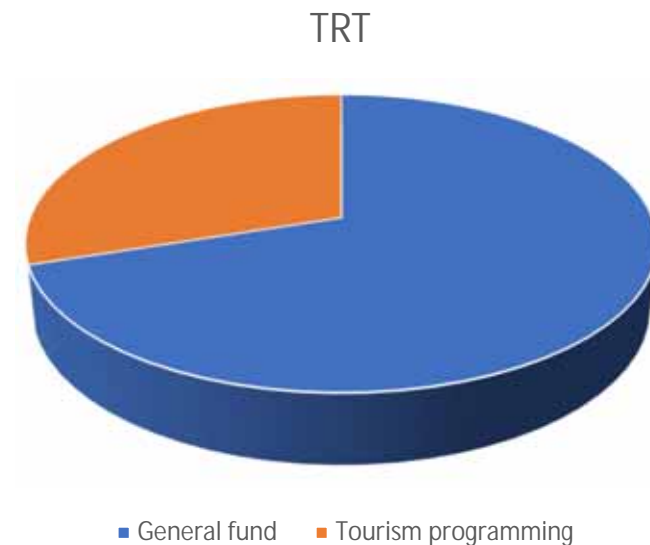
October 31, 2023

TOURISM IN CENTRAL OREGON

One of the region's largest industries

Total Transient Room Tax (TRT) collection for FY22-23

- Deschutes County: \$12.5M
- City of Bend: \$14.6M





WHEN VISITORS COME TO CENTRAL OREGON THEY...

- Spend their money at small businesses, coffee shops, breweries, distilleries and restaurants.
- Visit museums, galleries, theaters and attend events.
- Take guided tours and rent outdoor recreation gear from local outfitters.
- Buy locally made items.
- Tour the region's farms and vineyards, purchasing goods along the way (and seek out these products when they return home).

CENTRAL OREGON

2022 Regional Economic Impact

- Total spending increased to \$1.3B (+23.1% YOY)
- Tourism-related jobs: 10,270 (+13% YOY)
- Employee earnings: \$360M (+22.5% YOY)
- Tax receipts: \$28.5M (+14% YOY)

Data from Dean Runyan Associates

CITY of BEND

2022 Economic Impact

- Total spending increased to \$382.2M (+13.6% YOY)
- Tourism-related jobs: 3,120 (+10% YOY)
- Employee earnings: \$101.5M (+20.9% YOY)
- Tax receipts: \$25.4 M (+13.5% YOY)

Data from Dean Runyan Associates

Advocate for the value and economic importance of tourism in Central Oregon

OBJECTIVE

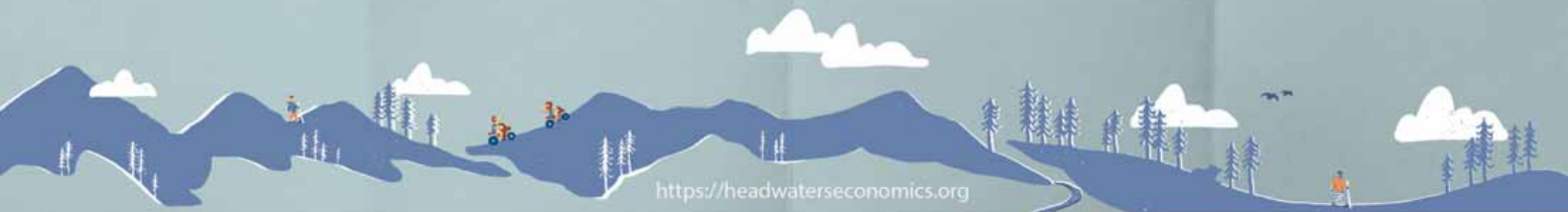
Work with partners to support issues impacting the tourism industry.

How travel & tourism support Bend's diverse economy

Megan Lawson, Ph.D.



<https://headwaterseconomics.org>





Community Partnerships



Economic Research



Data Tools



Independent Nonpartisan Research

Overview

1

How tourism supports a diversified economy

2

Trends in Bend and peer communities

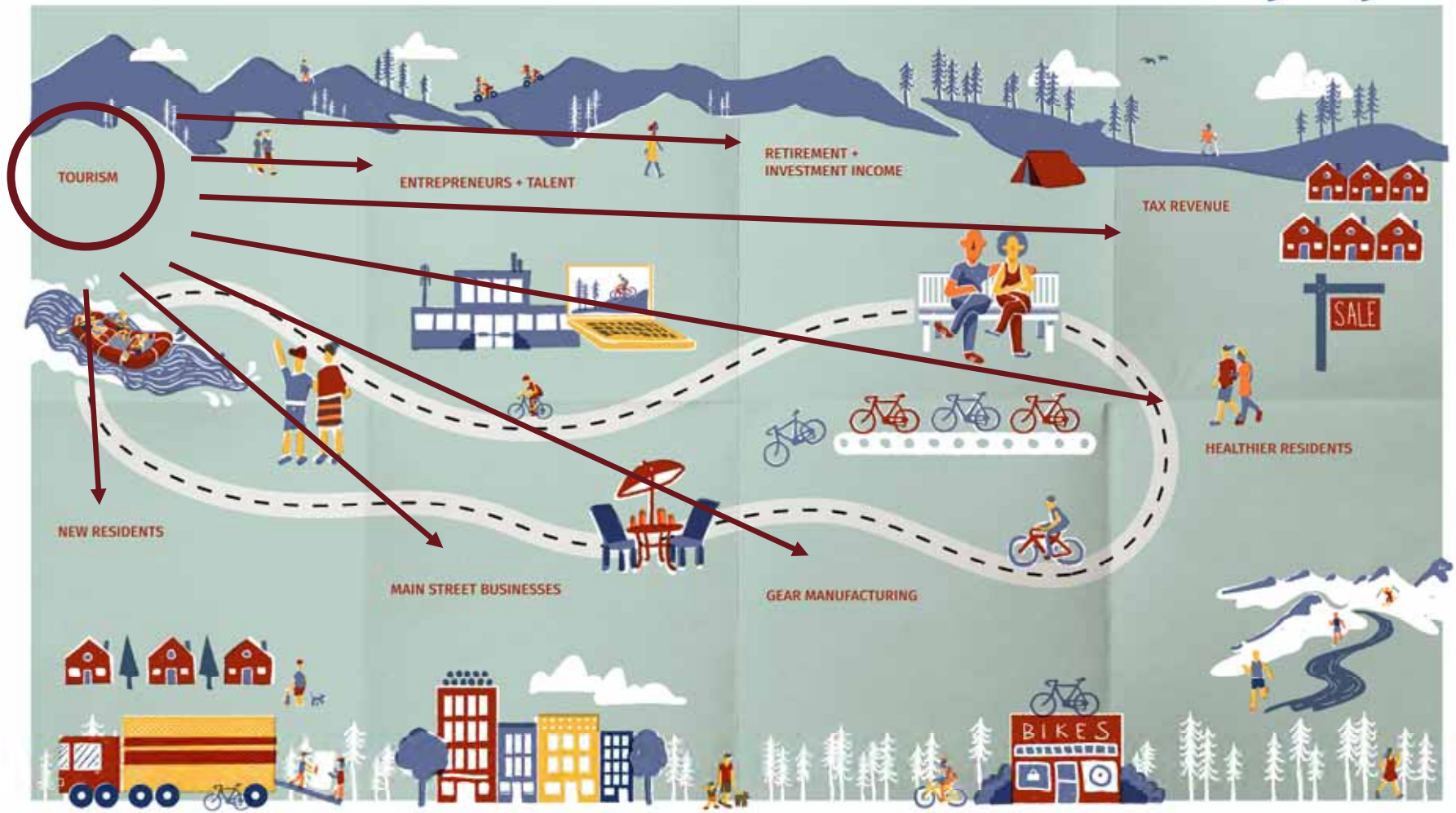
3

Tackling some workforce challenges

Outdoor recreation contributes to economic success in many ways.



Outdoor recreation contributes to economic success in many ways.

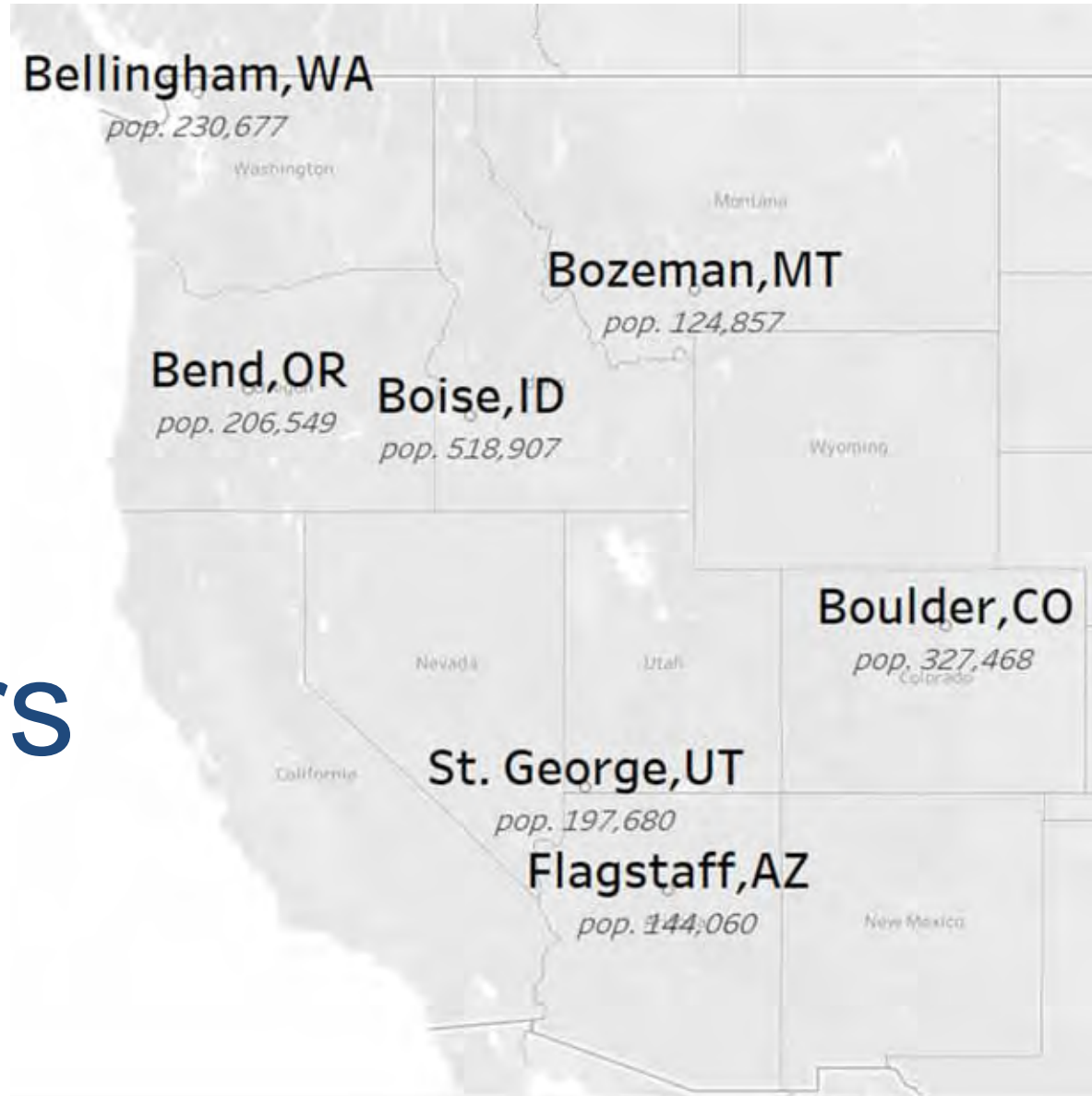


Sandpoint, Idaho

Tourism brings entrepreneurs

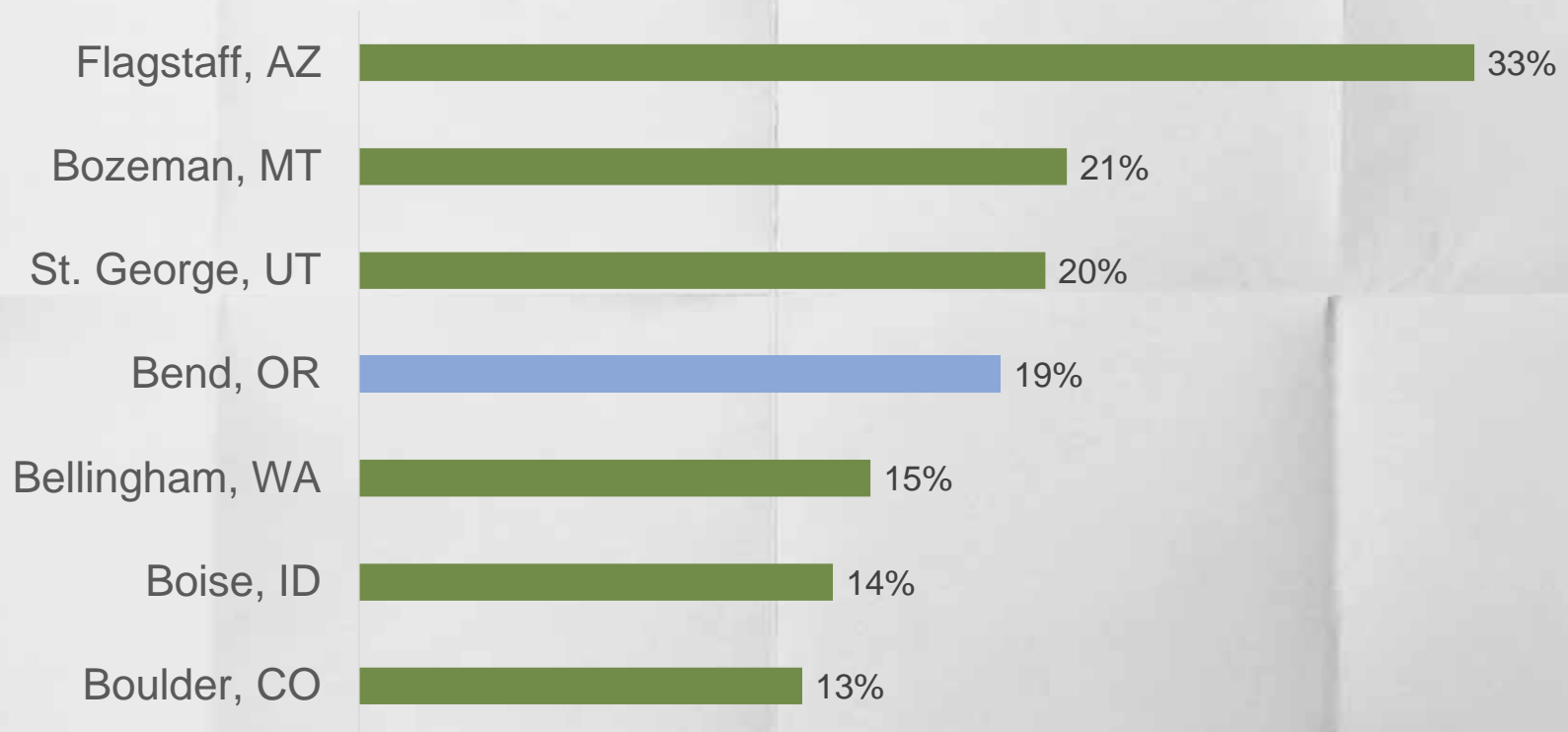


Bend and its peers



Hospitality jobs are big and steady

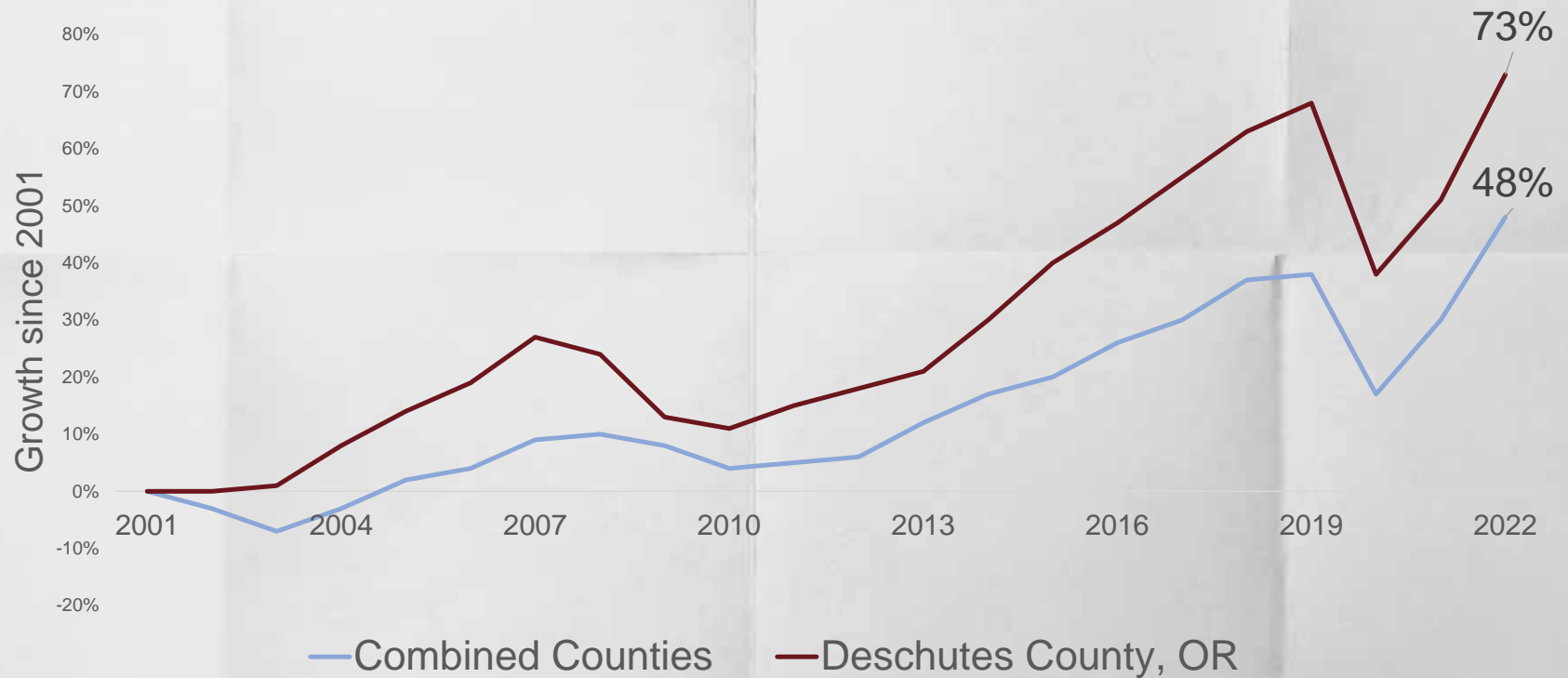
% of all jobs in travel and tourism, 2022



Source: U.S. Department of Labor. 2023. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Washington, D.C. <https://headwaters.economics.org>

Hospitality jobs are bigger than ever

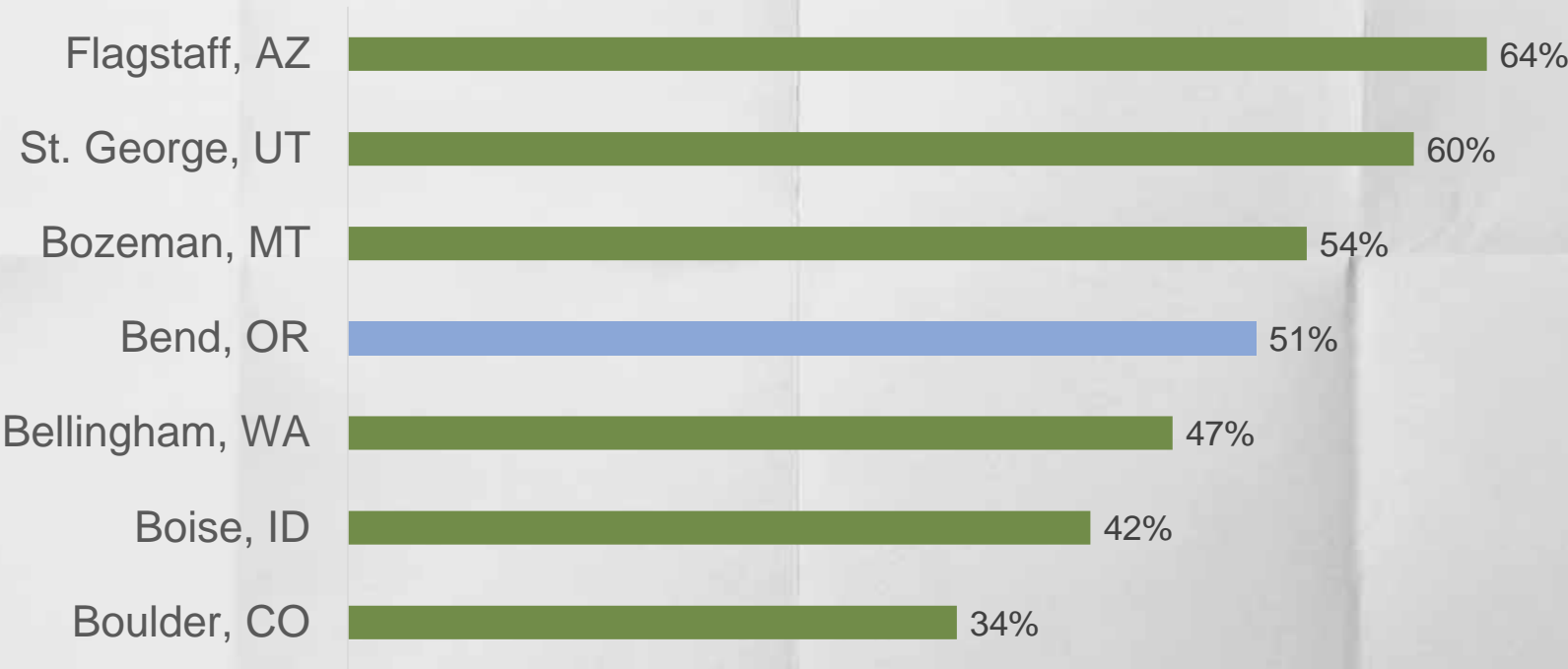
Growth in Travel and Tourism Industries Employment
2001-2022



Source: U.S. Department of Labor. 2023. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Washington, D.C. <https://headwaters.economics.org>

Wages make recruitment difficult

Wages in travel & tourism relative to average private sector wages



Source: U.S. Department of Labor. 2023. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Washington, D.C.

Winter Park, Colorado

Incentive program to obtain housing for seasonal workers



Vail, Colorado

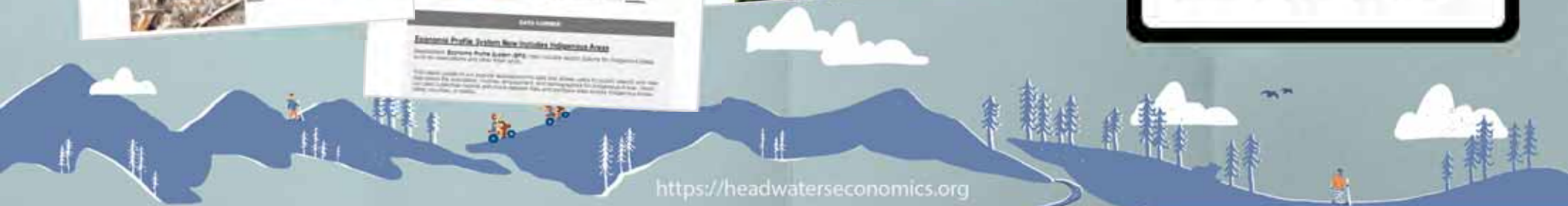
Incentive program to preserve housing for local residents





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Workforce Development in Central Oregon

OCTOBER 31, 2023

Advocate for the value and economic importance of tourism in Central Oregon

OBJECTIVE

Work with partners to support issues impacting the tourism industry.

WORKFORCE INITIATIVES



- **Advocacy**
- **Needs assessment**
- **#WorkforceWednesday**
- **Customer service training**

TRUE or FALSE?

- Americans who had their first job in the travel industry achieve higher salaries (on average) than most industries.

TRUE or FALSE?

- Americans who had their first job in the travel industry achieve higher salaries (on average) than most industries.
 - **TRUE** – Americans whose first job was in travel earn **\$82,400** per year (on average) – higher than manufacturing and healthcare.

TRUE or FALSE?

- Finance provides the first job for more Americans than any other industry.

TRUE or FALSE?

- Finance provides the first job for more Americans than any other industry.
- **FALSE** – Travel provides the first job for more Americans than any other industry.

TRUE or FALSE?

- Travel/hospitality jobs provide employees with foundational skills – like strategic thinking, customer service and communication – that will help them excel in any career down the road.

TRUE or FALSE?

- Travel/hospitality jobs provide employees with foundational skills – like strategic thinking, customer service and communication – that will help them excel in any career down the road.
 - **TRUE** – They don't teach transferable skills in school.

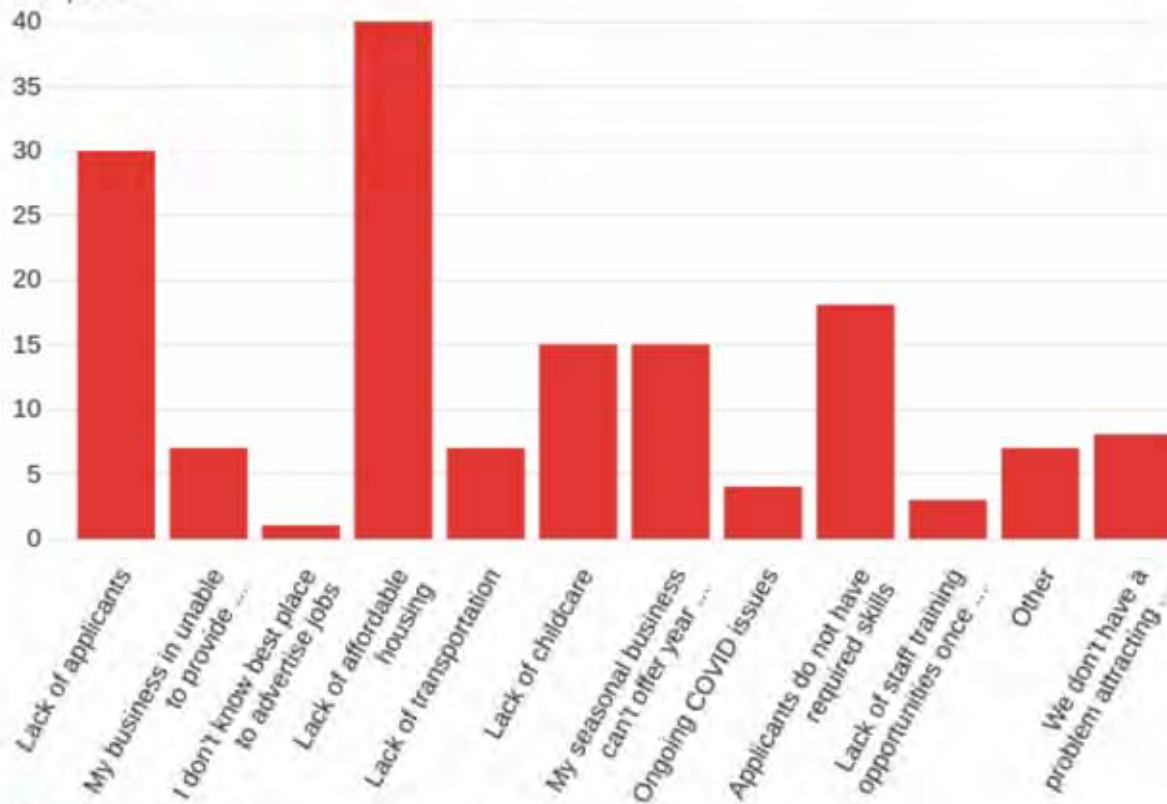
CENTRAL OREGON

TOURISM WORKFORCE NEEDS ASSESSMENT

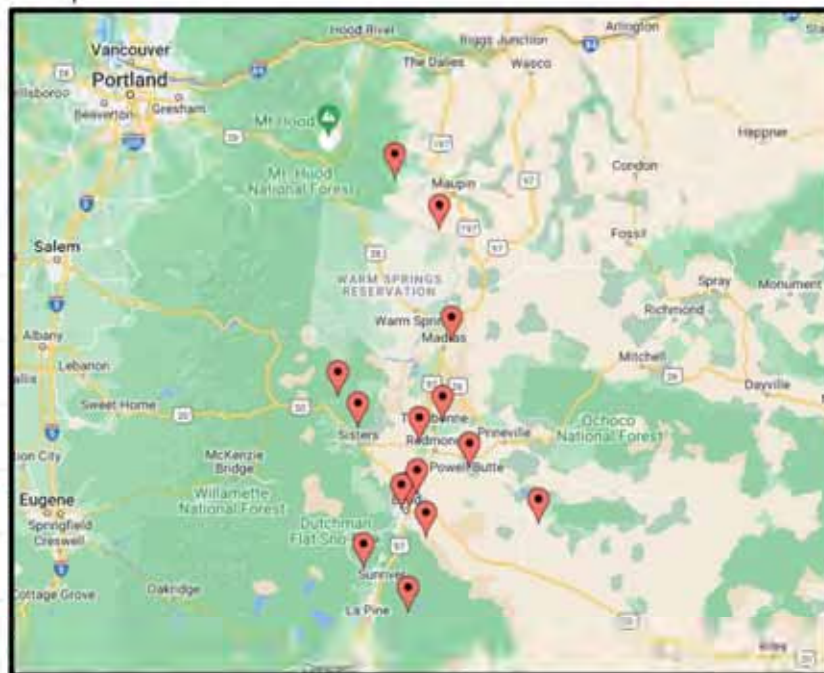
- What is keeping positions from being filled?
- What does the industry's workforce need?

Q10 - What are your challenges in attracting employees/filling vacancies? Select as many as are relevant - Selected Choice

55 Responses



● Choice Count



WHAT WE LEARNED

62 respondents from Maupin to La Pine

Top 3 challenges to attracting employees and filling vacancies

- Lack of affordable housing
- Lack of applicants
- Applicants do not have required skills

What type of workforce training would be useful to employees?

- Customer service
- Marketing (social media, paid advertising and earned media)
- Staff management/human resource issues

#WORKFORCEWEDNESDAY



**Boys & Girls Clubs
of Bend**

- Nine-week summer program.
- Inspired and educated middle school-aged youth on possible career paths in the tourism industry.

#WORKFORCEWEDNESDAY

IN PARTNERSHIP WITH









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CUSTOMER SERVICE TRAINING

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jaime@visitcentraloregon.com

THANK YOU

The background features a dark, futuristic aesthetic with glowing orange and teal lines and points, resembling a data visualization or network diagram. On the left, there are vertical bars of varying heights in teal and orange, with lines connecting their tops. On the right, there are circular nodes connected by thin lines, with some nodes glowing in teal and orange.

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Joining Us!**

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