

Plan Your Storm Watching Trip to Coos Bay ~ North Bend ~ Charleston!

THE BEST STORM WATCHING IN OREGON COAST

WATCH OUR NEW CRASH VIDEO

Visit: OregonsAdventureCoast.com/storm-watching

GO SOMEPLACE NEW Coos Bay ~ North Bend ~ Charleston!

Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston

WATCH OUR NEW FISHING VIDEO

The Oregon Coast's Most Diverse Fishing! | OregonsAdventureCoast.com/fishing

WE'RE BACK THIS YEAR! Coos Bay ~ North Bend ~ Charleston!

Holiday Lights
SHORE ACRES STATE PARK

Stroll through world-renowned Holiday Lights at beautiful Shore Acres State Park perched on the rugged cliffs overlooking the Pacific Ocean. Open Every Day from Thanksgiving to New Year's Eve.

NEW THIS YEAR
NO MORE LONG LINES!
TIMED TICKETED ENTRY

Visit Today! OregonsAdventureCoast.com/HolidayLights

DID YOU KNOW?



VCB Return on Investment is 32:1
Visitor spending on **local lodging and lodging taxes** is spent throughout our community for salaries & wages, reinvestment in business, and community development. See reverse.



Since 2019, visitors took **4.4 million trips**, totalling **17 million days**, to the Coos Bay, North Bend & Charleston area.

Visitor Spending Impacts on Coos County

2022 Showed 36.1% Increase over 2021



\$295.9 Million ↑ **36.1%**

Spent by visitors in **Coos County** in **2022** (Up from \$218.6 Million in 2021, and up 6.7% over the high of \$277.3 Million in 2019)

Accommodations	\$88.6M	↑ 27.1% over 2021, up 45.7% over 2019
Food/Dining/Grocery	\$105.1M	↑ 37.7% over 2021, down 6.8% from 2019
Retail/Arts/Recreation	\$65.7M	↑ 40.9% over 2021, down 9.7% from 2019
Transportation/Fuel	\$32.3M	↑ 52.1% over 2021, up 12.9% over 2019



3,630 Jobs

Supported by Visitor Spending

\$114 Million Earnings

Includes salaries, benefits, and proprietor income



Some Data provided by:

TRAVEL OREGON

\$12.5 Million Tax Revenues Generated by Visitor Spending

\$2.1 Million Local Tax Revenues Includes local lodging taxes paid by visitors

\$10.4 Million State Tax Revenues Includes state lodging and motor fuel taxes paid by visitors, and the income taxes attributed to travel industry





For every **\$1** the **VCB** spends to market the **area**, an estimated **\$32** is returned to our community! See how it flows below!

How Visitor Spending Supports the Entire Community



This Visitor spending benefits local businesses, schools, infrastructure, property owners & residents.