



# Celebrating Travel in Coos Bay, North Bend & Charleston





# About the VCB



## Destination Marketing Organization (DMO)

- Advertising, Public & Media Relations, Travel Trade Relations
- Local, Regional & State Advocacy
- Regional Participation

## Visitor Services

- Visitor Information Centers
- Working with Local Providers

## Funding

- Local Lodging Taxes Collected





# Visitor Spending Coos County



**DIRECT VISITOR SPENDING in  
COOS COUNTY in 2024**

**\$335.9 Million**

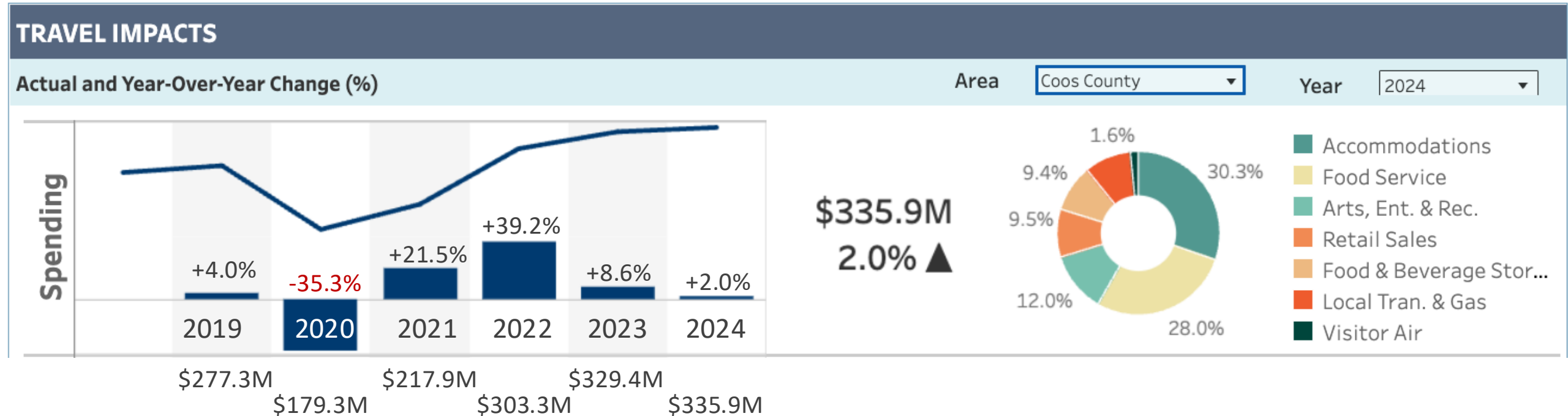
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# Visitor Spending Coos County



## Coos County TRAVEL RESEARCH DASHBOARD

[More Metrics](#)



# Visitor Spending Coos County



## DIRECT VISITOR SPENDING in Coos County:

- **Visitors spent \$335.9 Million in 2023**, **+2%** increase over 2022
  - Far Exceeding Pre-Pandemic Visitor Spending Levels

## SPENDING ON ACCOMMODATIONS:

- **Visitors spent \$101.8 Million in 2024**, at Hotels, Motels, Vacation Rentals, Campgrounds
  - An Increase of 2.9% over 2023

## SPENDING ON DINING OUT:

- **Visitors spent \$94 Million in 2024**
  - An Increase of 5.6% over 2023

**Visitor Spending  
Supports  
3,800+ Jobs in  
Coos County  
Up 1.9%**

\* Dean Runyan Associates





# Visitor Spending CB, NB, CH



**DIRECT VISITOR SPENDING in  
Coos Bay, North Bend, Charleston in 2024**

**\$147.3 Million**

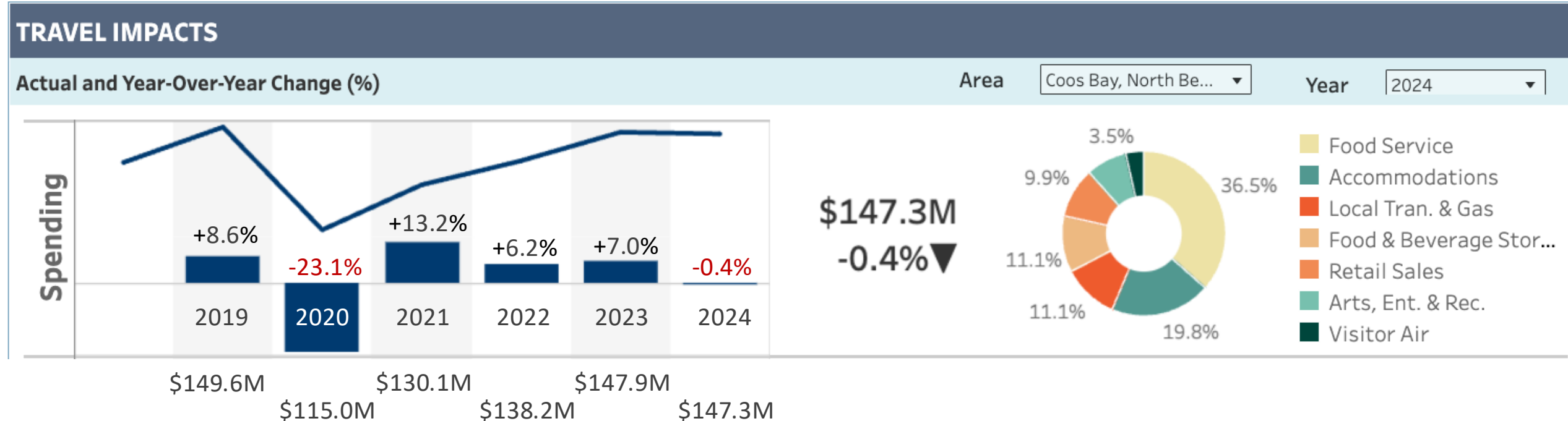
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# Visitor Spending CB, NB, CH



## Coos Bay, North Bend, and Charleston TRAVEL RESEARCH DASHBOARD

[More Metrics](#)



# Visitor Spending CB, NB, CH



## DIRECT VISITOR SPENDING in Coos Bay, North Bend, Charleston:

- **Visitors spent \$147.3 Million in 2024**, **-0.4%** decrease from 2023
  - Still at 2019 Visitor Spending Levels

## SPENDING ON ACCOMMODATIONS:

- **Visitors spent \$29.2 Million in 2024**, at Hotels, Motels, Vacation Rentals, Campgrounds
  - A decrease of -5.5% from 2023

## SPENDING ON DINING OUT:

- **Visitors spent \$53.8 Million in 2024**
  - An Increase of 4.9% over 2023

**Visitor Spending  
Supports  
2,100+ Jobs in  
our communities.**

**Up 1.5%**

\* Dean Runyan Associates





# Return on Investment - 2024

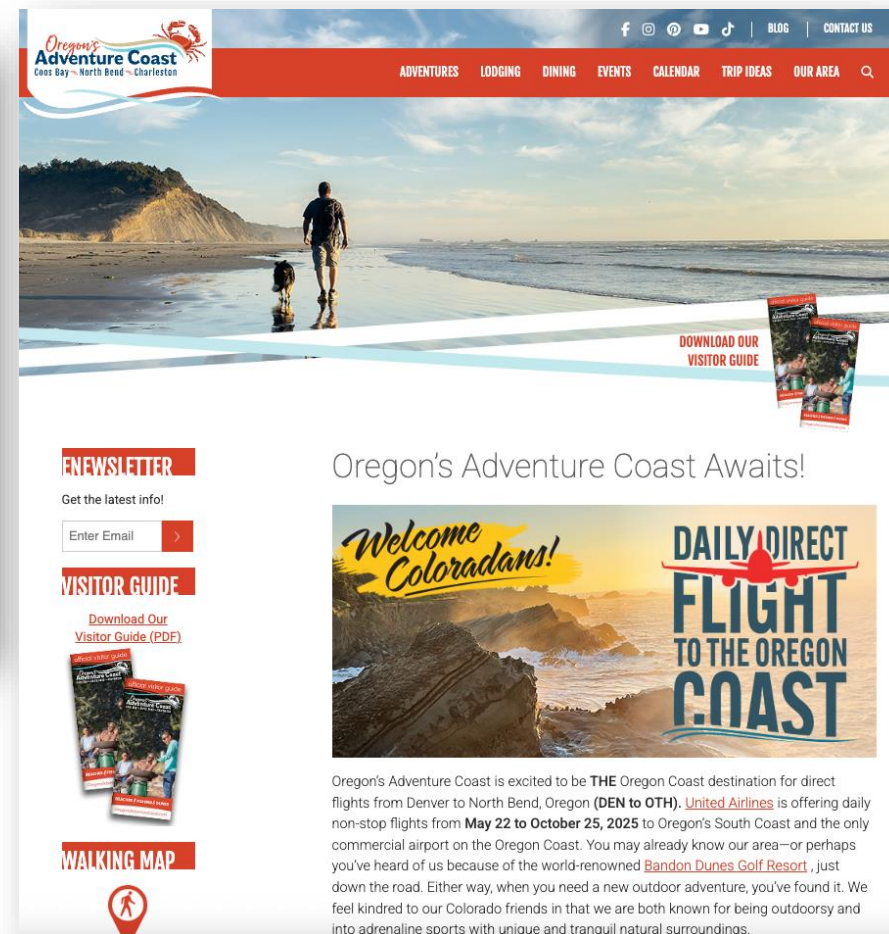


$$\text{ROI} = \$26.5 : \$1$$

**For every dollar spent by the VCB that influenced travel to our three communities, \$26.50 was returned in the form of visitor spending and taxes.**



# DEN to OTH – Daily Direct Flight







# DEN to OTH - Successes



## Ad Campaign – 1 Month Results

- The **Welcome Coloradans** page on our website was the **3rd most visited page**.
- **Visits to our website from Colorado residents was up 1400%** and was the **4th highest state** for visitors to our site.
- The **Welcome** page was **visited 2,617 times by 2,130 active users**.
- And we had **80 outbound clicks to United Airlines' website**.



# Accessibility Features



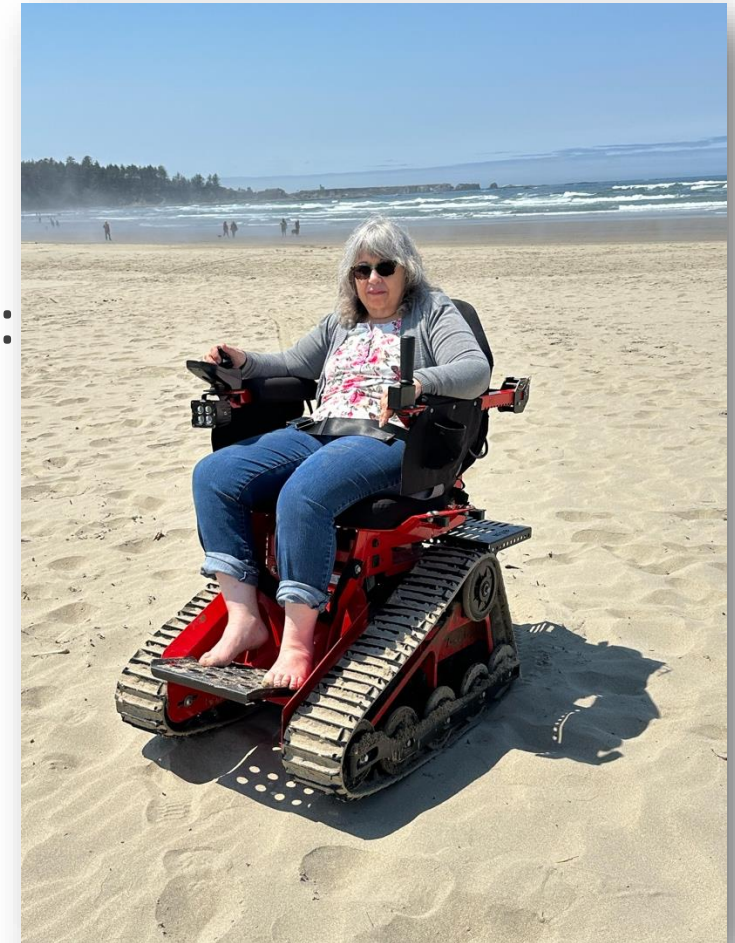




# Accessibility

## Accessibility on Oregon's Adventure Coast

- Added features over the past two years include:
  - David's Chair – All Terrain Track Chair
  - Hearing Loop
  - Enchroma Glasses – at Museums and for check out at Visitor Centers
  - Wheel the World Destination Certified





# Accessibility

## Wheel the World Destination Verified

- Coos Art Museum
- Coos History Museum
- Coos Bay Boardwalk, Mingus Park, John Topits Park, Downtown Shopping District
- North Bend Boardwalk, Main Street, Ferry Park
- Back Alley Pub & Grill
- Southwest Oregon Regional Airport
- The Mill Casino \* Hotel
- Plus 18 additional locations!







# Accessibility

## Accessibility on the Oregon Coast

- Mobi-mats
- David's Chairs
- Beach wheelchairs
- Hearing Loops
- Enchroma Glasses
- Film Tour – TODAY
  - Egyptian Theatre
  - 2pm





# Travel Trends in 2025





# Top Trends in Travel 2025

## Noctourism

- nocturnal + tourism – encompasses nighttime travel experiences, from late-opening museums to northern lights watching.
- Oregon designated the largest Dark Skies Sanctuary in the World with 2.5 Million Acres in South Eastern Oregon
- The Coast has its share of dark skies!







# Top Trends in Travel 2025



## Cool-Cationing Stays Hot

- 75% of travelers planning Summer vacations in colder and more moderate temperature destinations
- Growing number of travelers looking to avoid scorching heat
- 2023 was the hottest year on record
- We market the area as Cool at the Coast each Summer!





# Top Trends in Travel 2025



## Calmcations

- Wellness Tourism globally is now worth \$651 billion annually and has a forecasted average annual expenditure growth of 16.6% to 2027
- Prioritizing mental and physical well-being
- Forest Bathing, Mindfulness Retreats, and Yoga Retreats top the list







# Celebrating Travel in Coos Bay, North Bend & Charleston







# Welcome to the Podium



## Lucinda DiNovo

Chair, Coos Bay-North Bend-Charleston VCB

Chair, Oregon Tourism Commission

Coos Bay City Council President

Director of Sales, The Mill Casino \* Hotel & RV Park



# Welcome to the Podium



## Todd Davidson

CEO, Travel Oregon

Past Chair, Brand USA Board of Directors

Past Chair, U.S. Travel Association

Past Chair, U.S. Travel & Tourism Advisory Board

National Council of State Tourism Directors

Western States Tourism Policy Council