

## Tourism Provides Economic Benefits

Visitors contribute millions of dollars into the local economy and support jobs, culture, infrastructure and public services that benefit everyone.

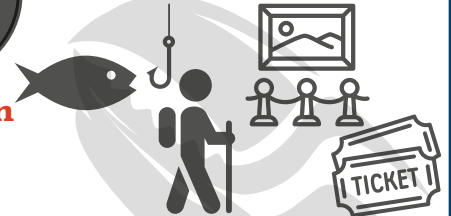
**Visitors Spent**  
**\$154.6 Million**  
 in 2025  
 in Coos Bay, North Bend & Charleston  
**UP 4.7% from 2024**



**\$31 Million**  
 Overnight Stays



**\$73 Million**  
 Dining Out  
 & Groceries



**\$27 Million**  
 Arts, Entertainment, Recreation, Retail



**\$24.25 : \$1**

For every dollar spent by the VCB that influenced travel to our three communities, **\$24.25 is returned** in the form of visitor spending and taxes.

## Tourism's Value is Statewide



**\$353.8 Million**  
 Direct Travel Spending,  
 in Coos County in 2025



**121,000**  
 Oregon Jobs



Tourism in Oregon is a

**\$14+ Billion**  
 Industry



Visit Our FAQ Page!

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Preliminary Data provided by Travel Oregon  
 and Dean Runyan Associates

[www.OregonsAdventureCoast.com/faq](http://www.OregonsAdventureCoast.com/faq)

# Understanding Local Lodging Taxes

Lodging Tax revenues collected on overnight stays in Coos Bay, North Bend and Charleston are reinvested into the community and support the work of the VCB.

- \* 1993-2019 - Lodging Tax rate of 7% within City Limits of Coos Bay and North Bend, and at Properties of the Coquille Indian Tribe. Taxing entities retained 72% and the VCB received 28%.
- \* 2003 - New State Law ORS 320.305 stated any new Lodging Taxes would be split 30% to Taxing Entity/70% to Tourism Promotion and Tourism Facilities. Existing Lodging Taxes were grandfathered in at the level and split at the time the new law took effect.
- \* 2019 - Additional 2.5% Tax added, for a total 9.5% Lodging Tax rate on overnight stays at commercial lodging properties within City Limits of Coos Bay and North Bend and at Coquille Tribe Properties. 70% of the new tax earmarked for VCB projects, 30% retained by taxing entities.
- \* 2019 - Averaging the amount provided to the VCB of the original 7% tax and the new 2.5% tax provided the VCB with approximately 39% of all taxes collected by the City of Coos Bay, the City of North Bend and the Coquille Indian Tribe as codified in the Intergovernmental Agreement which created the VCB. The Taxing Entities retain 61% of all local lodging taxes collected to spend on General Fund expenditures such as beautification, public safety, parks, streets and more.
- \* 2022 - Voters approved 9.5% Lodging Tax for commercial lodging properties in a prescribed area around Charleston. As this tax, in total, went into effect after the 2003 state law, the tax is split 30% to Coos County, 39% to VCB, 31% to the new Charleston Visitor Center. Coos County has committed to spending its 30% on public safety and code enforcement in the Charleston area.
- \* 2026 - Legislature amended ORS 320-305 but total impact of the change is unknown at this time.

## Local Lodging Tax Split - Coos Bay, North Bend & Coquille Indian Tribe

### 7% Original Tax Rate

Split  
5/7<sup>th</sup> or 72% – Stays with Taxing Entity

2/7<sup>th</sup> or 28% – to VCB to market the area as a tourism destination

### 2.5% Added Tax Rate

Split  
30% – Stays with Taxing Entity

70% – to VCB to market the area as a tourism destination

**AVERAGE PERCENTAGE OF LODGING TAX TO VCB ≈ 39%**

