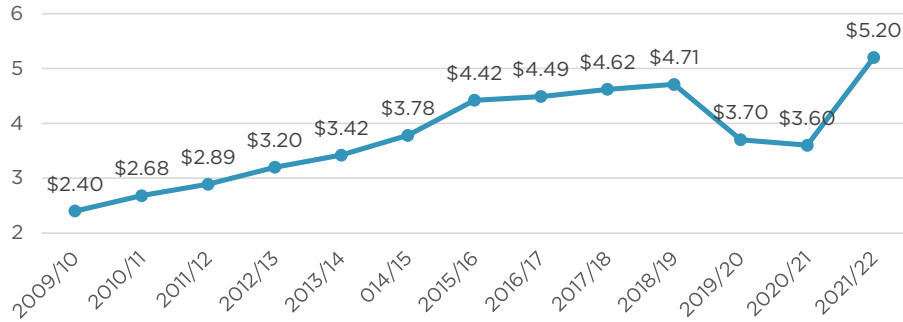


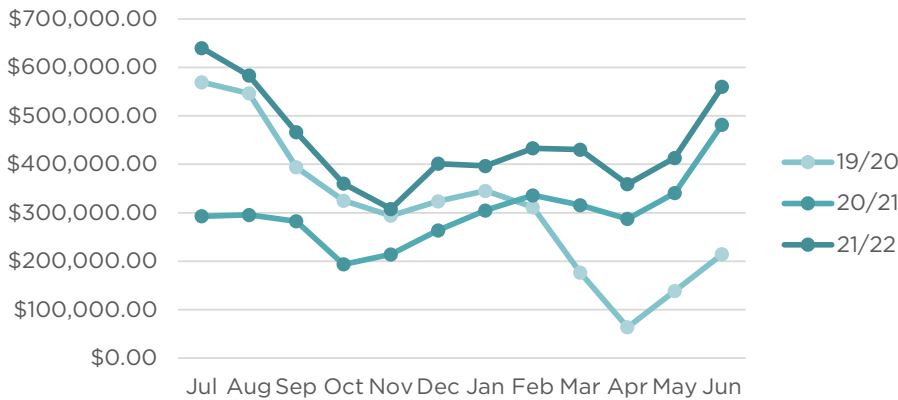
FY 21/22 Tourism Impacts & FY 22/23 Strategic Outcomes

Clackamas County Tourism’s mission is to improve the quality of life for residents by optimizing the economic impacts of the tourism industry. The statistics shared here are indicators of the industry’s benefits as an economic driver. 2021 data supports what tourism stakeholders shared over the last year. Spending, wages and employment improved from record lows in 2020 but the industry has not recovered to 2019’s pre-pandemic levels. Transient Room Tax collections, which fund all of Tourism’s work, recovered and exceeded 2019 collections providing stable program funding. To support recovery, FY22/23 efforts will focus on four strategic outcomes. These outcomes will be achieved through collaboration, creativity, and engagement with existing businesses and operators to strengthen experiences and communities throughout the destination.

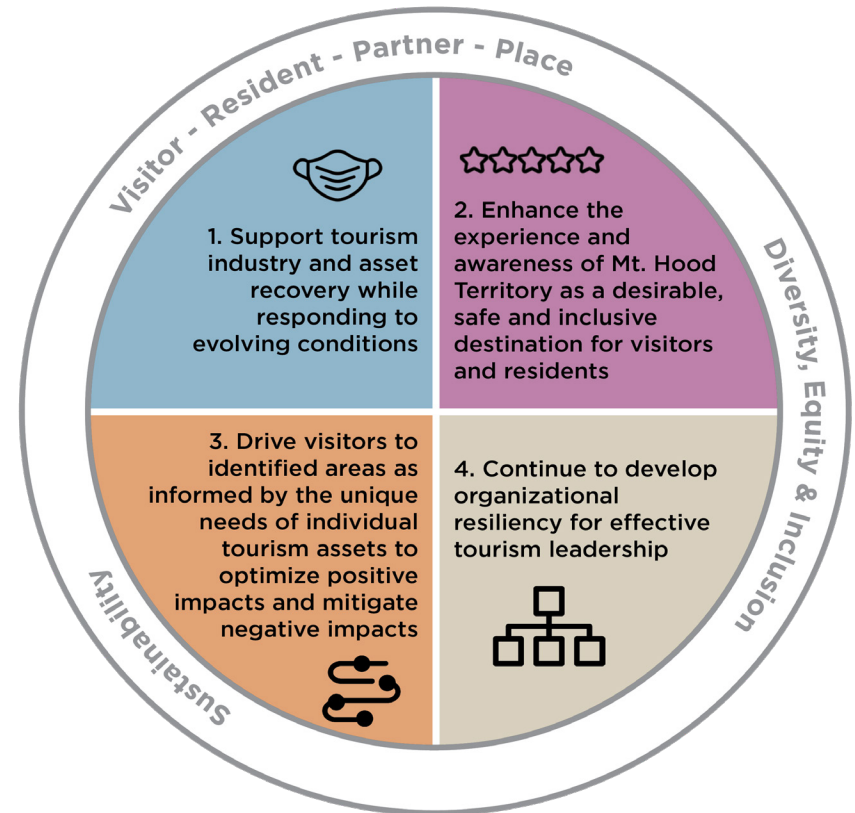
Clackamas County TRT Revenue by FY (\$millions)



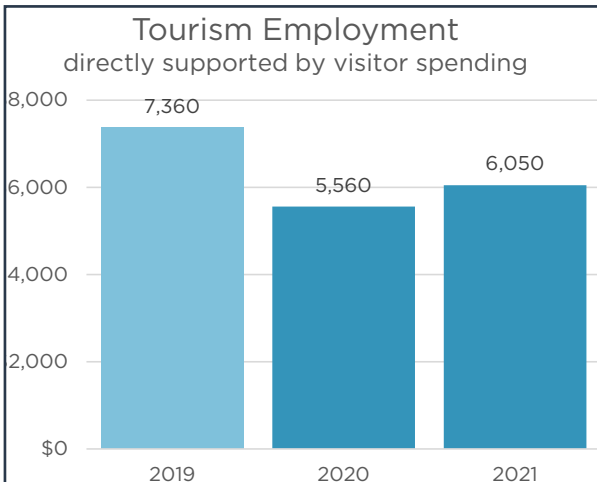
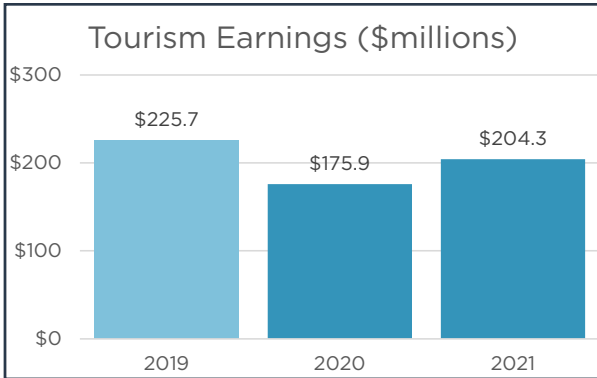
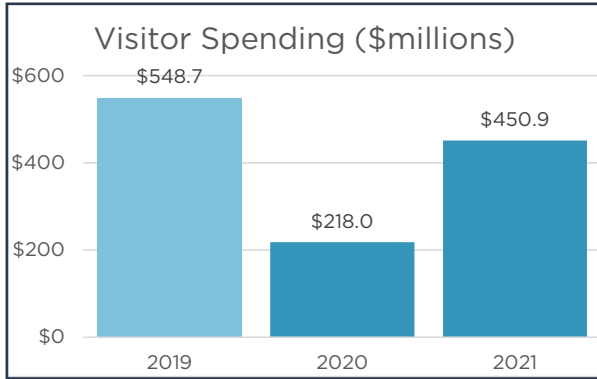
Clackamas County TRT Earnings



STRATEGIC OUTCOMES FY 22/23

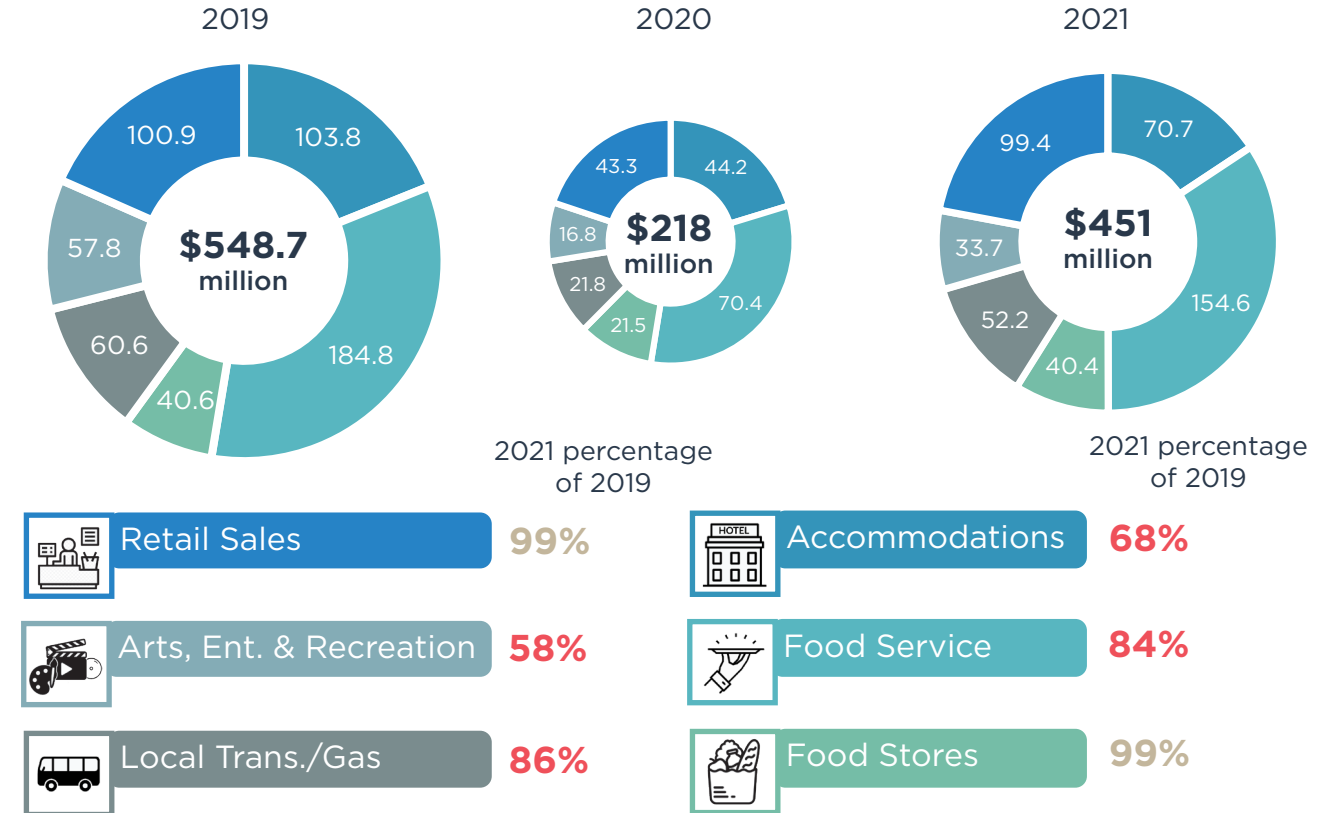


2021 Economic Impact Measurements



VISITOR SPENDING BY SECTOR

Overall, 2021 visitor spending in Clackamas County has reached **82%** of 2019 (prepandemic) levels. Below is a breakdown of total visitor spend by commodity purchased in (\$millions). *Details may not add to totals due to rounding. - Dean Runyan & Associates*



LOCAL IMPACT

In 2021 the average visitor...

