

DEL NORTE COUNTY'S VISITOR SPENDING METRICS COMPARISON

We examine DIRECT TRAVEL SPENDING from the Dean Runyan Associates 'Economic Impact of Travel' reports for California and Oregon and compare Del Norte County's DIRECT TRAVEL SPENDING to select counties and regions

REGIONS & COUNTIES	2019	2020	2021	2022	2023
DEL NORTE COUNTY (CA)	\$151M	\$89M	\$144M	\$154M	\$156M
Change YOY %	+6%	-41%	+62%	+7%	+1%
CURRY COUNTY (OR)	\$143M	\$112M	\$157M	\$213M	NA
Change YOY %	+4%	-22%	+41%	+36%	NA
LAKE COUNTY (CA)	\$181M	\$133M	\$182M	\$194M	\$196M
Change YOY %	+4%	-26%	+37%	+7%	+1%
SISKIYOU COUNTY (CA)	\$206M	\$142M	\$224M	\$230M	\$224M
Change YOY %	+7%	-31%	+58%	+3%	-2.23%
SOUTH COAST (OR)	\$423M	\$292M	\$377M	\$512M	NA
Change YOY %	+4%	-32%	+29%	+36%	NA
NORTH COAST (CA)	\$1.3B	\$775M	\$1.3B	\$1.36B	\$1.34B
Change YOY %	+4%	-40%	+68%	+5%	-1%
CALIFORNIA	\$145B	\$68B	\$105B	\$143B	\$154B
Change YOY %	+3%	-53%	+54%	+36%	+8%
OREGON	\$12.8B	\$6.6B	\$10.9B	\$13.9B	NA
Change YOY %	+4%	-49%	+65%	+27%	NA