

VISIT BEND^{OR}

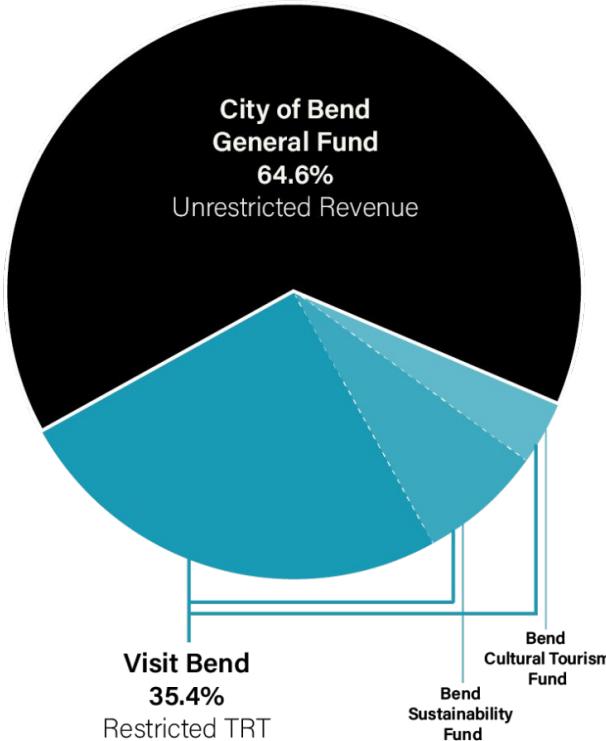


MIDYEAR TOURISM UPDATES —
PRESENTED TO BEDAB

[04.07.2025]

Visitor Room Tax, aka:

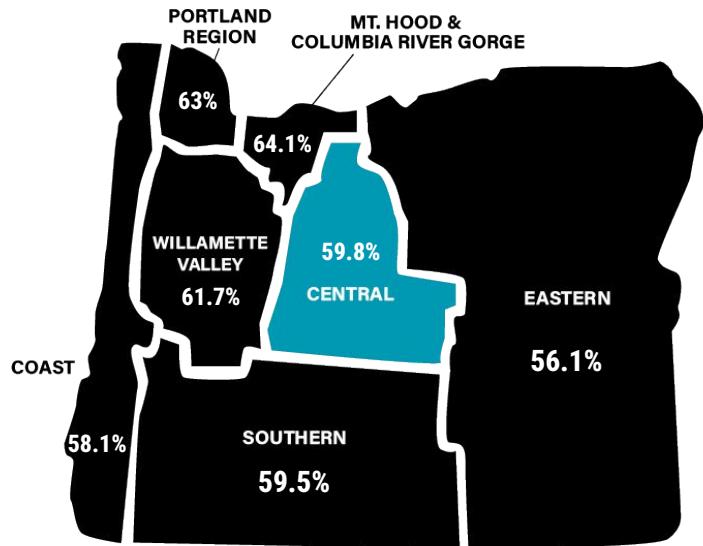
TRT →



A BALANCED BEND IS A THRIVING BEND



LODGING OCCUPANCY NUMBERS - RUNNING 12 MONTHS



City of Bend: 62.1%



HOTEL OCCUPANCY

+3.4 YOY

HOTEL AVERAGE DAILY RATE

-2% YOY

TRT COLLECTIONS TO GENERAL FUND,
POLICE + FIRE

\$5,509,331

-0.8% YOY or -\$43,000

TRT COLLECTIONS TO VISIT BEND

\$3,019,045

-0.8% YOY or -\$23,564

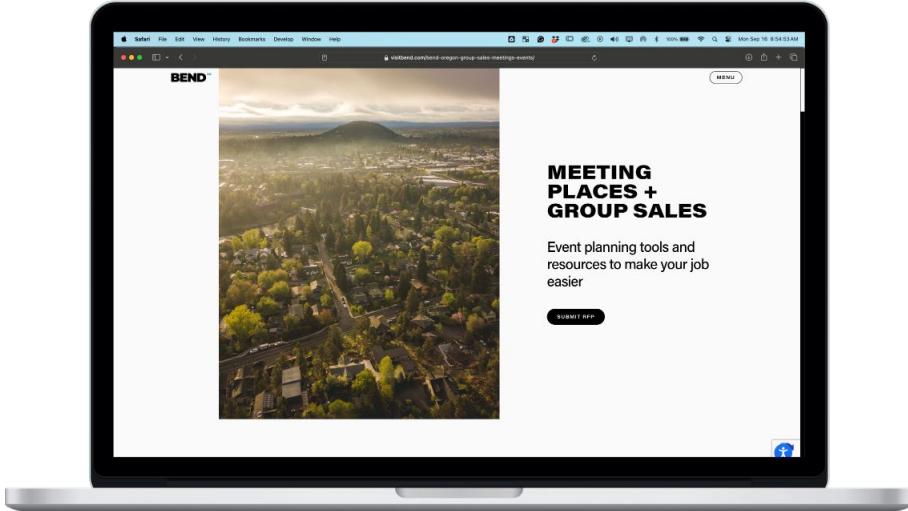
TOURISM METRICS – FISCAL YEAR TO DATE

- **A smoke-filled summer, when hotel occupancy and rates are highest**, hampered collections and tourism, leading to **July + August significantly underperforming**.
- **A strong fall and winter, particularly a very strong January helped the industry to dig out**, now leaving us in a place where occupancy is up 3.4% year over year, but collections are essentially flat and expected to trend slightly more positively for the remainder of the fiscal year.
- **Fiscal Year to Date, lodging demand is up 3.1%** but the average rate being paid is down -2%, leading to an overall room tax collection amount slightly off FYTD by about \$66,000 in total

MARKETING UPDATES

SHOULDER SEASON MARKETING RESULTS

- **TOTAL IMPRESSIONS:** 18,473,798 | **UNIQUE REACH:** 5,822,088 | **ATTRIBUTABLE TRIPS:** 26,695 | **EST. CAMPAIGN IMPACT:** \$6,708,661
 - Total Visit Bend spend of \$441,877 generated an **ROI of 1419.9%** - For every dollar spent, it resulted in **\$15.19 in local spending.**
- **VISIT BEND ADVERTISING** from October 1 through the end of March resulted in Trips 3,201 overnight stays with an average of 3 days per stay, or a total of 9,523 visitor days. **ESTIMATED LODGING FINANCIAL IMPACT IS \$1,081,510.90**



ECONOMIC DEVELOPMENT EFFORTS

Group Sales Efforts

Earlier this year, Visit Bend launched a new Group Business page with a unique offering and RFP system to attract groups not currently finding Bend. Since launching that page, with zero paid advertising efforts attracting inquiries, Visit Bend has already received nearly two-dozen RFPs for group business representing nearly 8,000 room nights in the city of Bend.

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UPDATES ON VISIT BEND'S GRANT PROGRAMS

DESTINATION STEWARDSHIP UPDATES

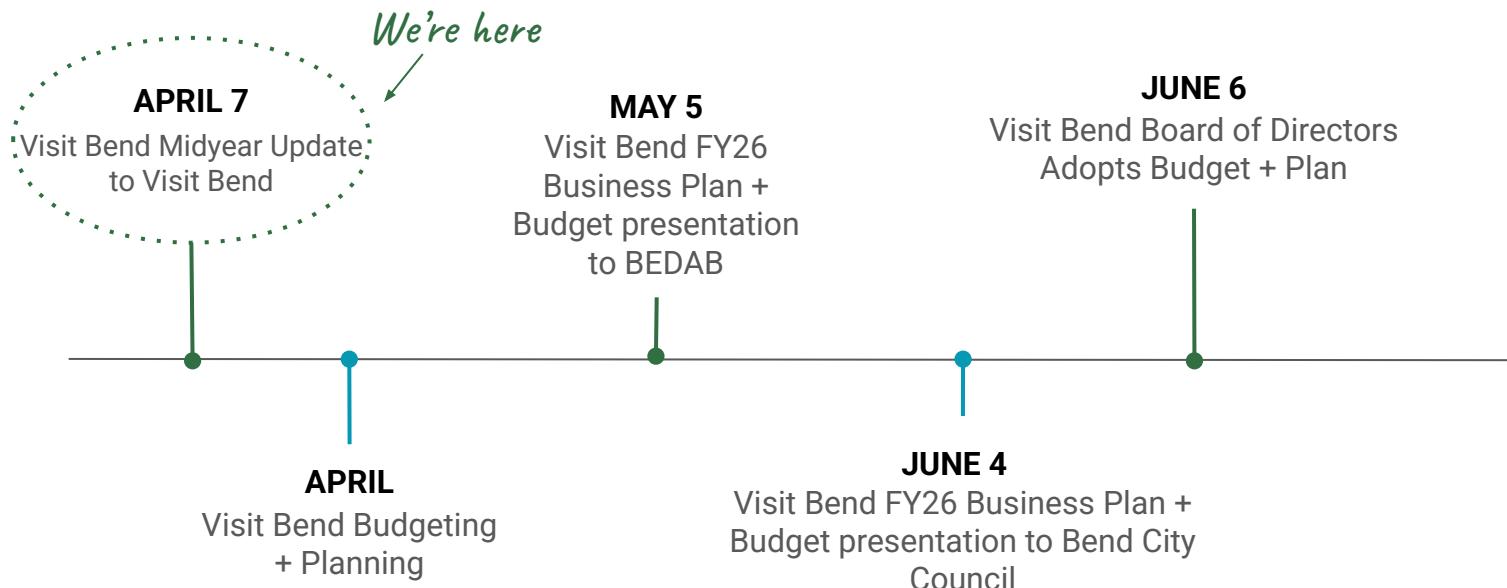
JEFF KNAPP + NATE WYETH

BEND SUSTAINABILITY FUND FUNDED PROJECTS: \$561,615

- **Old Mill LLC:** Installation of four, level 2 EV charging stations to meet the growing demand for EV changing while encouraging visitors to engage with Old Mill District amenities.
- **Bend Pickleball Club:** Construction + lighting for eight new pickleball courts at Pine Nursery Park, bringing the total number of lighted courts to 16 for nighttime play.
- **Deschutes Trails Coalition:** Installation of two new, permanent docks at Cultus Lake + Paulina Lake, improving access for all users, extending the season, improving on accessibility, and enhancing riparian areas.
- **Nature Connect Central Oregon:** Roof replacement for Skyliner Lodge, a community asset supporting tourism by hosting weddings and other events, to maintain and grow existing use.
- **Central Oregon Trail Alliance:** Develop a comprehensive mountain bike hub at Wanoga Sno-Park addressing the needs of a diverse population of mountain bikers.
- **Deschutes County Department of Solid Waste:** Infrastructure to improve recycling services and minimize waste sent to the landfill at events in and around Bend.

LOOKING FORWARD

[TIMELINE]





THANK YOU!