

ESTIMATION OF BEND, OREGON VISITOR-TRIPS AND VISITOR-DAYS IN 2015

Prepared by RRC Associates, February 11, 2016



Results: Based on the calculations outlined in the table below, it is estimated that Bend hosted approximately 2.49 to 3.04 million visitor-trips and 5.93 to 7.25 million visitor-days in 2015. This includes approximately 1.36 to 1.66 million visitor-trips and 3.22 to 3.94 million visitor-days in summer 2015 (May - Oct), and approximately 1.13 to 1.38 million visitor-trips and 2.71 to 3.31 million visitor-days in winter 2015 (Jan - Apr and Nov-Dec).

Note: A "visitor-trip" is defined as a single person taking one trip to Bend. A single person making multiple trips to Bend in any given year would be counted as multiple visitor-trips.

As such, the 2.49 to 3.04 million estimated visitor-trips can also be stated as 2.49 to 3.04 million visitors to Bend in 2015, although some of the 2.49 to 3.04 million visitors were the same people who made multiple trips.

ROW	METRIC		SUMMER (May - Oct 2015)	WINTER (Jan-Apr, Nov- Dec 2015)	ANNUAL TOTAL (2015)	DATA SOURCE / COMMENT
1	Total Bend hotel/motel units		2,907	2,907	2,907	STR Hotel Census for Bend, OR, for applicable time periods
2	Number of nights per season	X	184	181	365	
3	Total available room nights per season		534,888	526,167	1,061,055	
4	Average hotel/motel occupancy rate	X	79.8%	57.6%	68.7%	STR lodging occupancy report for Bend, OR, for applicable time periods
5	Occupied hotel/motel room nights		426,644	302,825	729,469	
6	Estimated people per room - hotels/motels	X	2.5	2.5	2.5	RRC Bend summer special events research 2010; and other RRC survey research conducted in the Bend area.
7	Number of visitor-nights in Bend hotels/motels		1,066,610	757,062	1,823,673	
8	Average length of stay: visitors in Bend hotels/motels	÷	1.97	1.98	1.98	RRC Bend visitor surveys: summers 2012 & 2013 combined, and winter 2015/16 to date. (Note: Results have been weighted by 1/nights stayed to be made representative of visitor-trips instead of visitor-days. To explain with an example, while a visitor staying 5 nights has 5 times the likelihood of being surveyed {and thus being represented in the unweighted survey datafile} as a visitor staying 1 night, the weighting factor makes each of these guests equivalent on "visitor trips" basis in the weighted datafile.)
9	Number of visitor-trips to Bend hotels/motels		540,349	381,948	922,296	
10	% of all Bend overnight & seasonal resident visitor-trips in Bend hotels/motels	÷	43.6%	36.1%	40.2%	RRC Bend visitor research: summers 2012 & 2013, and winter 2015/16 to date (results weighted by 1/nights stayed).
11	Total overnight visitor & seasonal resident visitor-trips to Bend		1,238,034	1,058,732	2,296,767	
12	Overnight & seasonal resident visitor-trips as a % of all visitor-trips to Bend	÷	82.0%	84.5%	83.1%	RRC Bend visitor research: summers 2012 & 2013, and winter 2015/16 to date (results weighted by 1/nights stayed).
13	Total visitor-trips to Bend: summer, winter, & annual (assuming +/-10% margin of error)		1,360,000 - 1,660,000	1,130,000 - 1,380,000	2,490,000 - 3,040,000	
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15	Average length of stay: all visitors (day visitors=1 day)	X	2.37	2.40	2.39	RRC Bend visitor research: summers 2012 & 2013, and winter 2015/16 to date (results weighted by 1/nights stayed).
16	Total visitor-days in Bend: summer, winter & annual (assuming +/-10% margin of error)		3,220,000 - 3,940,000	2,710,000 - 3,310,000	5,930,000 - 7,250,000	