The Economic Impact of Travel

Bend

2025 Preliminary Estimates

March, 2026

PREPARED FOR
Visit Bend

Dean Runyan Associates

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The Economic Impact of Travel in Bend, Oregon

2025 Preliminary Estimates

Visit Bend

3/21/2026

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Bend, OR

2025p

Direct Travel Impacts

Summary, 2025p

Bend, Oregon is a high-desert city known for its year-round outdoor recreation, from skiing on Mt. Bachelor in the winter to hiking, mountain biking, and river rafting in the summer. In 2025, overnight visitor volume was up 2.5%, which ultimately contributed to a 5.3% growth in travel-spending compared to the previous year.

- **Overnight visitor volume** (person-trips) increased 2.5% from 954,800 visitors in 2024 to 978,600 visitors in 2025.
- **Direct travel-spending** was $408.3 million in 2025, a 5.3% increase compared to the previous year.
- **Direct earnings** (wages, benefits, and proprietor income generated by travel) increased 8.0%, from $124.2 million in 2024 to $134.1 million in 2025.
- **Direct travel generated employment** gained approximately 110 jobs in 2025, a 3.2% increase compared to the previous year.
- **Direct tax revenue** generated by travel-related spending totaled $28.5 million in 2025, a 7.3% increase compared to 2024. In 2025, direct travel spending generated an estimated $181 in local tax revenue per household in Deschutes County.

Photo provided by Visit Bend, cropped by DRA

In 2025, travel-spending reached **$408.3 million, a 5.3% increase** compared to the previous year.

Note: This report describes the travel impacts within Bend town limits. These estimates are subject to revision if more comprehensive data becomes available. All economic impacts are reported as direct impacts. Expenditures made by visitors outside of city limits are classified as "Day Travel".

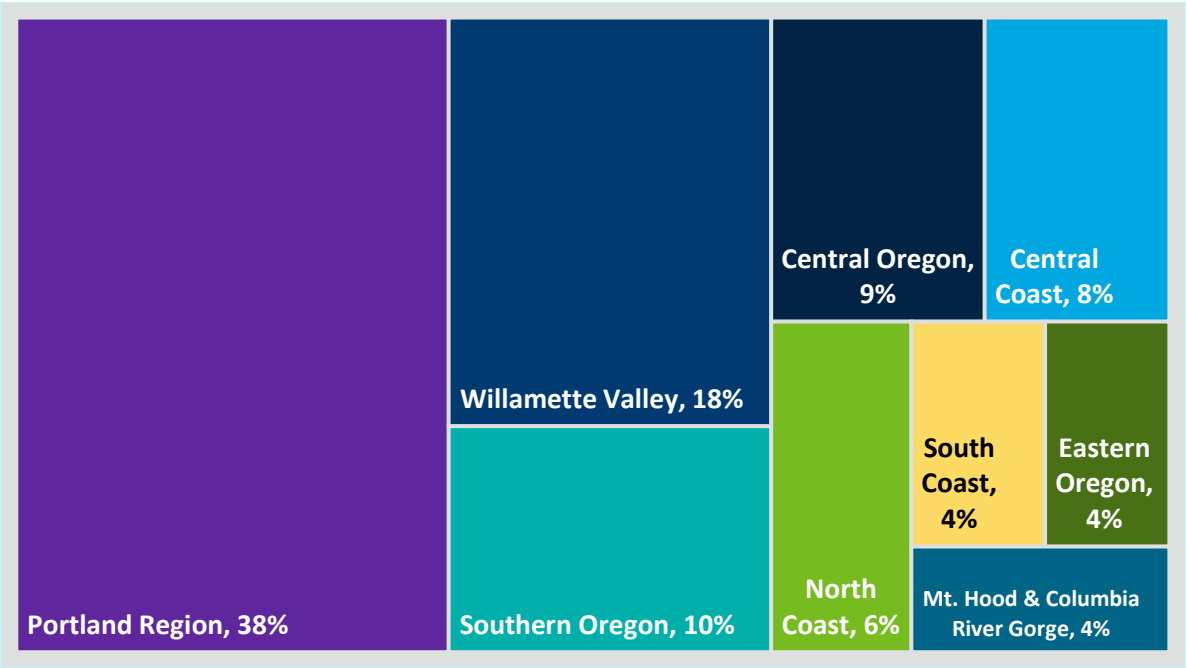
Direct Travel Impacts

Regional Comparison

Bend as a Proportion of Central Oregon Regional Impacts, 2025p

Direct Travel Impacts	Central Oregon	Bend	Bend % of Region
Spending ($M)	$1,307.5	$408.3	31%
Earnings ($M)	$434.4	$134.1	31%
Employment (Jobs)	10,955	3,600	33%
State Tax ($M)	$40.2	$13.2	33%
Local Tax ($M)	$29.2	$15.3	53%

Region Proportion of State-wide Travel-related Spending, 2025p



Bend generated **53% of local tax revenue** in the Central Oregon Region.

Bend generates 31% of all the direct travel spending in the region, 33% of direct travel employment, and 53% of local tax revenue. The greater share in local tax revenue is a result of a higher city-level transient occupancy tax rate as compared to other towns in Central Oregon.

The Central Oregon region made up approximately 9% of all travel spending in the state for calendar year 2025. Deschutes County generated around 85% of the region's spend, while Crook, Jefferson, and a portion of Wasco counties accounted for the remaining 15% of the region's spend. In Oregon most of the travel activity is concentrated along the population centers in the I-5 corridor running through Portland, the Willamette Valley, and Southern Oregon.

Direct Travel Impacts

Historical Trend Tables

Direct Impact Summary

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change 24-25	CAGR** 16-25
Spending ($Millions)												
Visitor	239.6	261.5	277.2	295.0	222.9	327.0	366.9	366.5	367.5	388.0	5.6%	5.5%
Non-transportation	221.0	240.3	253.1	270.5	206.9	301.5	334.8	336.9	338.4	358.6	6.0%	5.5%
Transportation	18.6	21.1	24.1	24.5	16.1	25.4	32.0	29.6	29.0	29.4	1.4%	5.2%
Other	27.1	28.9	10.6	11.4	8.6	9.6	16.5	19.6	20.3	20.3	0.0%	-3.2%
Total	**266.7**	**290.4**	**287.8**	**306.4**	**231.6**	**336.6**	**383.4**	**386.0**	**387.8**	**408.3**	**5.3%**	**4.8%**
Earnings ($Millions)												
Earnings	70.2	75.8	73.6	80.5	71.1	84.0	105.1	117.5	124.2	134.1	8.0%	7.5%
Employment (Jobs)												
Employment	3,170	3,270	3,100	3,190	2,690	2,820	3,270	3,410	3,490	3,600	3.2%	1.4%
Tax Revenue ($Millions)												
Local	8.3	9.2	9.7	10.7	8.1	13.4	15.0	14.5	14.2	15.3	7.6%	7.0%
State	6.7	8.1	8.0	8.7	7.0	9.4	11.2	11.8	12.4	13.2	6.9%	7.8%
Total	**15.0**	**17.3**	**17.8**	**19.4**	**15.1**	**22.8**	**26.2**	**26.4**	**26.6**	**28.5**	**7.3%**	**7.4%**

Note: Employment figures represent annual average jobs and are rounded to the nearest 10.
*CAGR stands for Compound Annual Growth Rate and shows the average rate of growth each year over a certain period.
**Other Travel includes travel arrangements and convention and trade shows.

Direct Travel Impacts

Historical Trend Tables

Direct Spending Summary

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR** 16-25
Spending ($Millions)												
Visitor	239.6	261.5	277.2	295.0	222.9	327.0	366.9	366.5	367.5	388.0	5.6%	5.5%
Other	27.1	28.9	10.6	11.4	8.6	9.6	16.5	19.6	20.3	20.3	0.0%	-3.2%
Total	**266.7**	**290.4**	**287.8**	**306.4**	**231.6**	**336.6**	**383.4**	**386.0**	**387.8**	**408.3**	**5.3%**	**4.8%**
Visitor Spending by Type of Traveler Accommodation ($Millions)												
Hotel, Motel, STVR	169.8	186.9	198.2	212.0	154.9	246.4	275.4	270.3	270.3	285.4	5.6%	5.9%
Hotel, Motel	161.1	173.4	174.0	184.7	109.8	169.5	187.9	180.7	180.1	191.8	6.5%	2.0%
STVR	8.6	13.4	24.2	27.3	45.1	76.9	87.5	89.6	90.2	93.5	3.7%	30.3%
Private Home (VFR)	36.2	38.1	40.1	42.5	34.5	42.3	46.0	48.5	50.1	52.1	4.0%	4.1%
Seasonal Home (2nd Home)	4.3	4.9	4.9	5.7	4.3	5.2	5.7	5.7	6.2	6.5	4.3%	4.7%
Day Travel	17.8	19.1	20.5	21.5	16.1	21.2	23.6	24.4	24.9	25.5	2.5%	4.0%
Campground	11.6	12.5	13.5	13.3	13.2	11.9	16.2	17.6	15.9	18.6	16.6%	5.4%
Total	**239.6**	**261.5**	**277.2**	**295.0**	**222.9**	**327.0**	**366.9**	**366.5**	**367.5**	**388.0**	**5.6%**	**5.5%**
Visitor Spending by Commodity Purchased ($Millions)												
Accommodations	89.6	100.1	105.3	116.0	88.3	145.1	162.2	157.3	154.2	165.9	7.6%	7.1%
Food Service	65.6	70.7	74.4	78.6	54.1	72.8	80.0	84.2	88.4	93.2	5.4%	4.0%
Food Stores	16.6	17.6	18.9	19.8	18.6	23.4	27.4	28.9	29.1	30.8	5.7%	7.1%
Arts, Ent. & Rec.	24.7	26.3	27.9	28.8	23.9	31.1	33.1	34.5	34.9	36.1	3.5%	4.3%
Retail Sales	24.5	25.7	26.5	27.4	21.9	29.1	32.2	32.0	31.8	32.5	2.3%	3.2%
Local Tran. & Gas	18.6	21.1	24.1	24.5	16.1	25.4	32.0	29.6	29.0	29.4	1.4%	5.2%
Total	**239.6**	**261.5**	**277.2**	**295.0**	**222.9**	**327.0**	**366.9**	**366.5**	**367.5**	**388.0**	**5.6%**	**5.5%**

*CAGR stands for Compound Annual Growth Rate and shows the average rate of growth each year over a certain period.
For more information, see the Glossary on page 19.

Direct Travel Impacts

Historical Trend Tables

Direct Impact Detail

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR** 16-25
Earnings ($Millions)												
Accom. & Food Serv.	48.5	52.6	55.4	62.1	53.8	65.1	76.5	89.1	94.1	102.5	9.0%	8.7%
Arts, Ent. & Rec.	6.7	7.2	7.3	6.9	6.2	7.2	12.9	10.8	11.4	12.5	9.8%	7.2%
Retail*	5.4	5.8	6.1	6.4	7.0	7.5	8.0	8.3	8.6	8.9	2.8%	5.7%
Ground Trans.	1.1	1.2	1.4	1.5	1.3	1.1	1.6	1.9	2.5	2.6	3.7%	9.7%
Other Travel	8.5	9.0	3.3	3.6	2.7	3.0	6.2	7.3	7.6	7.6	0.0%	-1.2%
Total	**70.2**	**75.8**	**73.6**	**80.5**	**71.1**	**84.0**	**105.1**	**117.5**	**124.2**	**134.1**	**8.0%**	**7.5%**
Employment (Jobs)												
Accom. & Food Serv.	2,200	2,250	2,220	2,340	1,960	2,130	2,260	2,540	2,590	2,680	3.5%	2.2%
Arts, Ent. & Rec.	490	530	520	480	370	360	650	490	510	530	3.9%	0.9%
Retail*	240	260	260	260	260	260	250	260	260	260	0.0%	0.9%
Ground Trans.	50	40	40	40	40	20	30	40	40	50	25.0%	0.0%
Other Travel	190	190	60	70	60	50	80	80	90	80	-11.1%	-9.2%
Total	**3,170**	**3,270**	**3,100**	**3,190**	**2,690**	**2,820**	**3,270**	**3,410**	**3,490**	**3,600**	**3.2%**	**1.4%**
Tax Revenue ($Millions)												
Local	8.3	9.2	9.7	10.7	8.1	13.4	15.0	14.5	14.2	15.3	7.6%	7.0%
State	6.7	8.1	8.0	8.7	7.0	9.4	11.2	11.8	12.4	13.2	6.9%	7.8%
Total	**15.0**	**17.3**	**17.8**	**19.4**	**15.1**	**22.8**	**26.2**	**26.4**	**26.6**	**28.5**	**7.3%**	**7.4%**

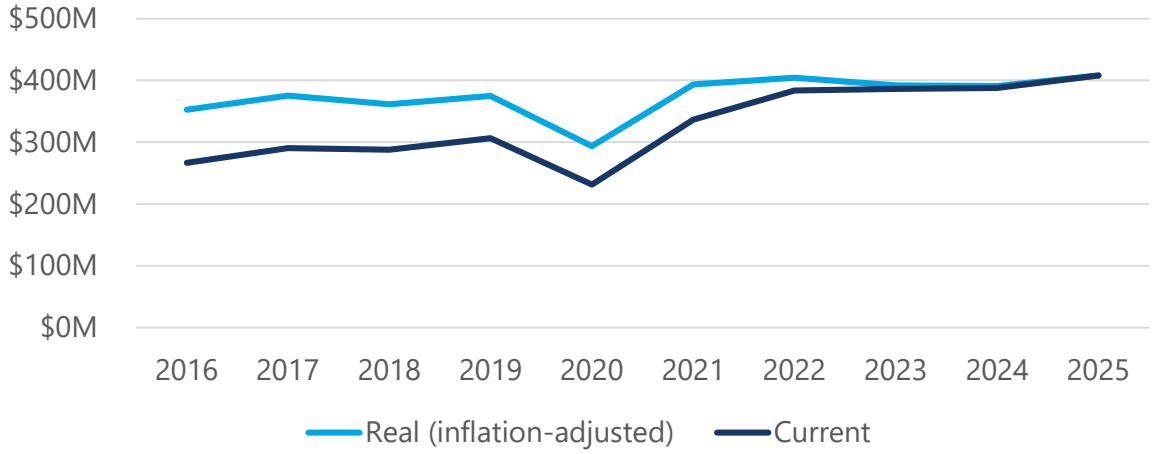
Note: Employment figures represent annual average jobs and are rounded to the nearest 10. Details may not add to the total due to rounding.
*CAGR stands for Compound Annual Growth Rate and shows the average rate of growth each year over a certain period.
**Retail includes gasoline station employment and earnings.
***Other Travel includes travel arrangements and convention and trade shows.

Direct Spending

Inflation-Adjusted Spending

Direct travel-related spending increased from $387.8 million in 2024 to $408.3 million in 2025, an increase of $20.5 million or 5.3% in current dollars. However, considering inflation, the true quantity of goods and services purchased by travelers increased by 4.5% or $17.7 million.

Current and Inflation-Adjusted Direct Travel Spending



In 2025, travel increased **$17.7 million or 4.5% in inflation-adjusted dollars**.

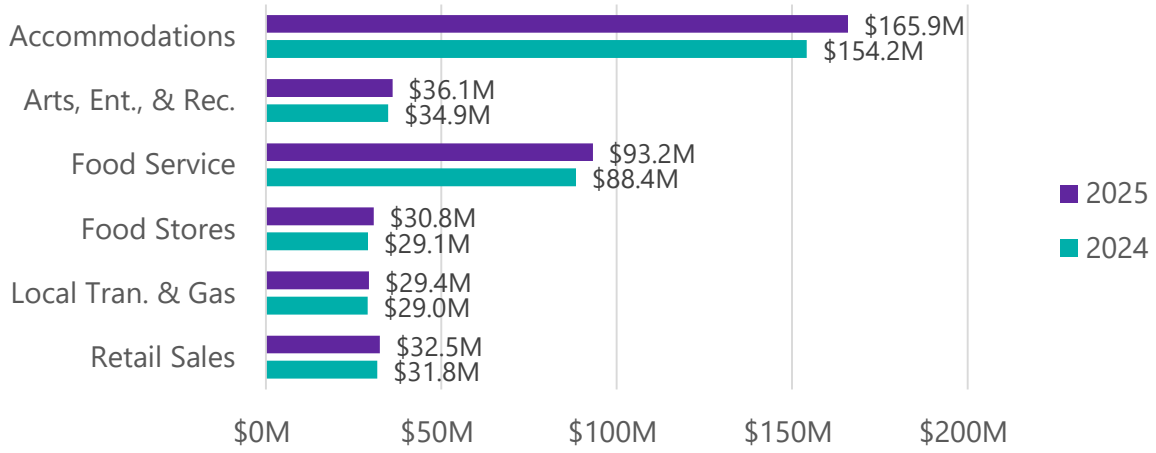
Sources: Dean Runyan Associates, U.S. Bureau of Labor Statistics CPI
Note: Inflation-Adjusted values are in 2025 dollars as of March 2026.

Inflation is the **rate of increase** in prices of goods and services.

Inflation is the rate of increase in prices of goods and services. An increase in the rate of inflation translates into reduced purchasing power for consumers. To track the quantity of goods and services that consumers purchase when they travel, we report the "Inflation Adjusted" travel spending in the chart to the left. This is also known as "real" spending, as it shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time. The inflation rate is calculated using a basket of travel goods and services.

Direct Spending

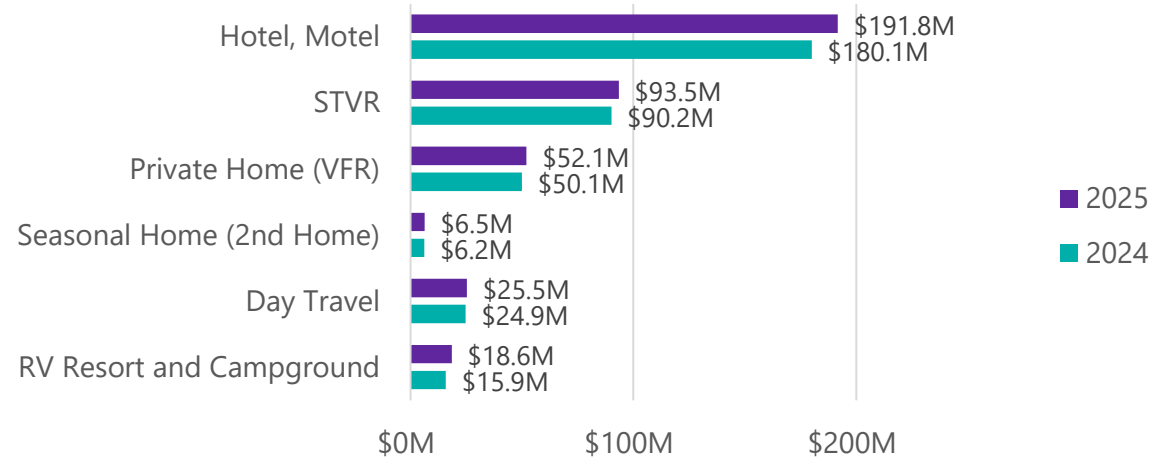
Visitor Spending by Commodity Purchased



Visitors spent $165.9 million on accommodations in 2025, an **$11.7 million or 7.6% increase** compared to the previous year.

Sources: Dean Runyan Associates, OmniTrak Group, U.S. Energy Information Administration, U.S. Bureau of Transportation Statistics

Visitor Spending by Accommodation Type

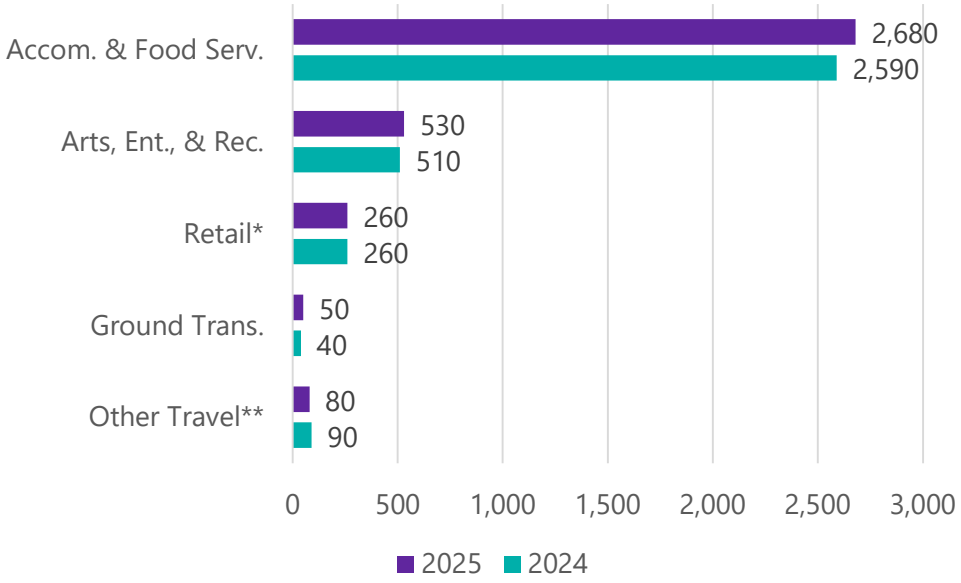


Visitors who stayed in a hotel, motel, or STVR contributed $285.4 million of visitor spending, a **$15 million or 5.6% increase** compared to the previous year.

Sources: Dean Runyan Associates, OmniTrak Group, AirDNA, Smith Travel Research, U.S. Census Bureau

Direct Employment

Travel Industry Employment



Sources: Dean Runyan Associates, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis
Note: Employment figures represent annual average jobs and are rounded to the nearest 10.
*Retail includes gasoline station employment**.**
**Other Travel includes travel arrangement and convention and trade shows.

Overall, the travel industry **gained approximately 110 jobs in 2025, a 3.2% increase** compared to the previous year.

Photo provided by Visit Bend, cropped by DRA

Overnight Visitor Details

Average Daily Spend, Party Size, Length of Stay

	Spending per Person		Spending per Party			
	Day	Trip	Day	Trip	Party Size	Length of Stay
Hotel, Motel	$193	$562	$457	$1,331	2.4	2.9
STVR	$159	$545	$450	$1,543	2.8	3.4
Private Home (VFR)	$39	$154	$101	$402	2.6	4.0
Other Overnight	$51	$197	$169	$655	3.3	3.9
All Overnight	$106	$371	$281	$973	2.6	3.5

In 2025, **52%** of overnight visitors (person-trips) stayed in a **hotel, motel, or STVR**.

Overnight Visitor Nights and Trips

	Person			Party		
	2023	2024	2025	2023	2024	2025
Nights						
Hotel, Motel	967,700	975,000	993,800	408,300	411,400	419,300
STVR	597,800	592,300	588,600	211,200	209,300	208,000
Private Home (VFR)	1,294,800	1,319,300	1,345,200	496,800	506,200	516,200
Other Overnight	463,400	447,400	492,300	139,400	135,500	148,600
Total	**3,323,700**	**3,334,000**	**3,419,900**	**1,255,700**	**1,262,400**	**1,292,100**
Trips						
Hotel, Motel	332,600	335,000	341,500	140,300	141,400	144,100
STVR	174,300	172,700	171,600	61,600	61,000	60,600
Private Home (VFR)	325,300	331,500	338,000	124,800	127,200	129,700
Other Overnight	120,100	115,600	127,500	36,100	34,900	38,400
Total	**952,300**	**954,800**	**978,600**	**362,800**	**364,500**	**372,800**

Note: Figures are rounded to the nearest hundred. Day travel volume estimates are not included because of data limitations. Other includes seasonal home (2nd home) and camping.
Sources: U.S. Census Bureau, AirDNA, Smith Travel Research, OmniTrak Group, Dean Runyan Associates

Total Travel Impacts

Summary, 2025p

The total travel impacts, which include direct and secondary earnings, and employment attributable to travel spending—are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects. The largest secondary impact industries are reported below.

- **Education and Health Services** (Secondary impacts include $15.6 million in earnings and 190 jobs) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services or schools.

- **Other Services** (Secondary impacts include $4.7 million in earnings and 116 jobs) Employees and travel businesses utilize service providers such as repair shops, laundry, maintenance, and business services.

- **Professional and Business Services** (Secondary impacts include $22.7 million in earnings and 481 jobs) Employees and travel businesses utilize services such as accountants, lawyers, advertising, and other like professional services.

- **Financial Activities** (Secondary impacts include $5.0 million in earnings and 70 jobs) Both businesses and individuals make use of banking and insurance institutions.

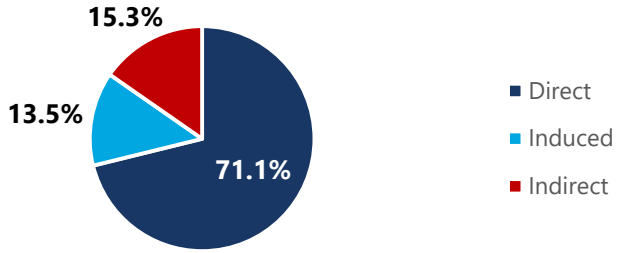
Indirect and induced impacts are the two categories of secondary economic impacts.

What are secondary impacts?

Secondary impacts are the result of re-spending of travel-related revenues. **Indirect** impacts represent effects associated with industries that supply goods and services to the direct businesses. **Induced** impacts represent effects of purchases made by employees in both the direct and indirect businesses.

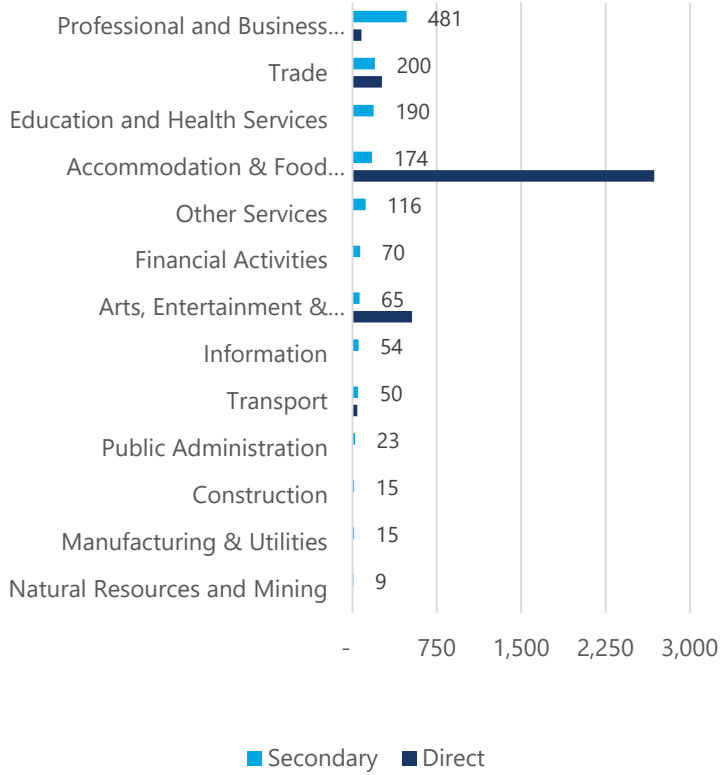
Total Travel Impacts

Total Employment, 2025p



In 2025, 28.9% of total employment was secondary. Secondary spending supported **481 jobs in the Professional & Business Services,** which was the most secondary jobs among industry groups.

Total Employment by Industry Group, 2025p

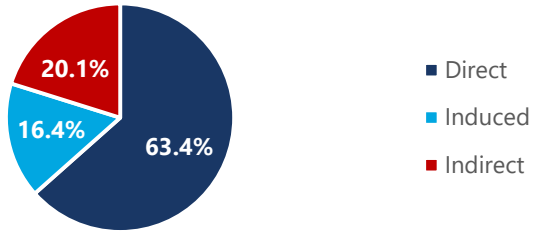


Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accom. & Food Services	2,683	81	93	174	2,857
Arts, Entertainment & Rec.	531	36	29	65	596
Trade	261	45	155	200	461
Transport	44	23	27	50	94
Professional and Bus. Serv.	81	353	127	481	562
Natural Res. and Mining		6	3	9	9
Construction		9	6	15	15
Manufacturing & Utilities		11	4	15	15
Information		33	20	54	54
Financial Activities		31	39	70	70
Education and Health Serv.		2	187	190	190
Other Services		39	77	116	116
Public Administration		14	9	23	23
All Industries	**3,600**	**685**	**776**	**1,460**	**5,060**

Source: Dean Runyan Associates, IMPLAN
Note: Figures reported in terms of average annual number of jobs.

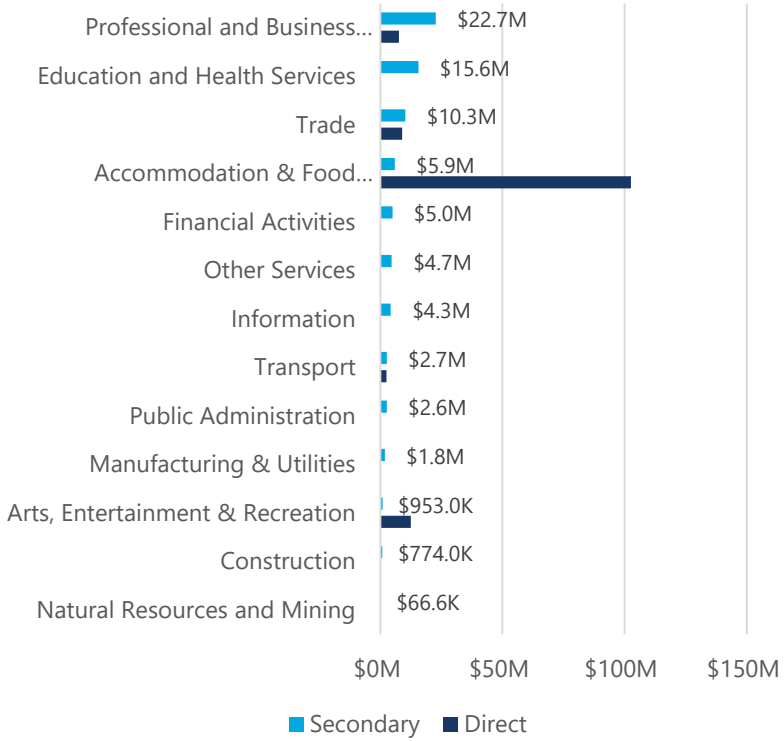
Total Travel Impacts

Total Earnings, 2025p



In 2025, 36.6% of total earnings were secondary. **Professional and Business Services generated $22.7 million in secondary earnings** which was highest among secondary industry groups.

Total Earnings by Industry Group, 2025p



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accom. & Food Services	102.5	2.9	3.1	5.9	108.5
Arts, Entertainment & Rec.	12.5	0.3	0.6	1.0	13.5
Trade	8.9	3.0	7.3	10.3	19.1
Transport	2.6	1.4	1.2	2.7	5.2
Professional and Bus. Serv.	7.6	17.3	5.4	22.7	30.3
Natural Res. and Mining		0.0	0.0	0.1	0.1
Construction		0.5	0.3	0.8	0.8
Manufacturing & Utilities		1.3	0.5	1.8	1.8
Information		2.4	1.9	4.3	4.3
Financial Activities		2.2	2.8	5.0	5.0
Education and Health Serv.		0.1	15.5	15.6	15.6
Other Services		1.4	3.3	4.7	4.7
Public Administration		1.8	0.8	2.6	2.6
All Industries	**134.1**	**34.7**	**42.6**	**77.3**	**211.4**

Source: Dean Runyan Associates, IMPLAN
Note: Figures reported in $millions.

Industry Comparison

Economic Census, 2022

NAICS		Establishments	Sales ($1,000)	Payroll ($1,000)	Employees
42	Wholesale trade	134	1,226,029	78,533	1,087
44-45	Retail trade	568	3,581,772	353,692	8,508
48-49	Transportation and warehousing (106)	67	190,458	153,767	1,494
51	Information	110	427,987	121,044	1,591
52	Finance and insurance	260	880,006	166,743	1,787
53	Real estate and rental and leasing	426	325,672	64,957	1,116
54	Professional, scientific, and technical services	767	731,132	270,449	3,824
56	Administrative and support and waste management	270	328,837	153,690	3,359
61	Educational services	60	27,699	7,926	392
62	Health care and social assistance	711	1,956,252	708,472	10,145
71	Arts, entertainment, and recreation	104	134,030	37,209	1,993
72	Accommodation and food services	426	575,198	187,649	6,993
81	Other services (except public administration)	324	259,253	71,417	1,614
Travel Industry*			**383,400**	**94,186**	**2,722**

Source: U.S. Census Bureau

*Travel Industry is a combination of sectors and is estimated by Dean Runyan Associates. Payroll and employees are less than earnings/employment presented in other report tables. For comparison purposes we removed the additional benefits and sole proprietorships that are included in our analysis.

Glossary

Term	Definition
Accommodations	Overnight lodging for travelers, vacationers, and others. Paid accommodations include hotels, motels, STVRs, bed & breakfasts, RV resorts, and campgrounds. Unpaid accommodations include seasonal homes (2nd homes) and private home visiting friends or relatives (VFR)
Arts, Ent., Rec.	Establishments that facilitate live performances or events, preserve exhibits and sites for public viewing, or facilitate recreational leisure-time activities. Examples include event venues, non-hotel casinos, and museums
Day Travel	Greater than 50 miles traveled non-routine to the destination
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination
Direct Earnings	Total after-tax net income for travel. Includes wages and salary disbursements, proprietor income, and other earned income or benefits
Direct Employment	Employment generated by direct spending; includes full time, part time, seasonal, and proprietors
Direct Spending	Expenditures made by consumers; a combination of Visitor Spending and Other Spending
Food Services	Establishments that prepare food and beverages for immediate consumption on premise or off-premises
Food Stores	Retail establishments that primarily sell food and beverage products
Hotel, Motel, STVR	Accommodation types that house transient lodging activity
Local Taxes	City and county taxes generated by travel spending
Local Trans. & Gas	Local transportation includes 1) transportation by taxi, limousine, rail, water, charter bus, urban transit, or interurban and rural bus system 2) rental of a passenger car or non-commercial truck, trailer, or RV 3) parking lots and garages. Gas includes establishments who primarily sell auto fuels and oils
Other Overnight	Combination of overnight visitors who stay in RV resorts, campgrounds, or 2nd homes
Other Spending	Spending by residents on travel arrangement services, or spending on convention activities
Private Home (VFR)	Personal residences used to host visiting friends and family overnight
Retail Sales	Establishments that sell goods to the public
Seasonal home (2nd home)	Homes under private ownership for personal use as a vacation property
State Taxes	State taxes generated by travel spending
STVR	Short Term Vacation Rental. Private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO)
Visitor Spending	Direct spending made by visitors in a destination

Methodology

The direct travel impacts reported in this analysis were estimated using DRA's Regional Travel Impact Model (RTIM). First developed in 1985, this model estimates direct impacts at a local level without relying on annual survey research. The "bottom up" approach of the RTIM involves modeling of private and public data at the county level, ensuring that the final findings correspond closely with the various travel indicators available for each respective county. Results are then aggregated into regions and the state or disaggregated to the city level based on relevant indicators at these geographic levels. The result is a detailed profile of taxes, employment, wages, and spending that can be tracked consistently over time.

The economic impact associated with day visitors and overnight visitors is a primary breakout included in this report. Lodging tax data and survey data on visitor expenditures inform estimates of total spending associated with overnight visitors who stay in commercial lodging in the studied region. DRA maintains its own expenditure distribution database for each state we work in, with input from multiple major survey providers. The inventory of campgrounds is collected for commercial and public sites, and occupancy is modeled based on a representative subset of sites. Sales attributable to travelers staying in their second homes are calculated from inventories from the US Census and public information on average utilization rates. Visitation of friends and relatives (VFR) is generally stable across time and geography, the primary driver for a destination being the local resident population. Estimates of visitor spending related to day travel can be driven by several factors, including proximity to nearby populous areas, opportunities for recreation and shopping, and inventory of lodging options compared to surrounding areas. Baseline estimates for day visitation are calculated as a factor of overnight visitation; the factor derived from regional results of national visitor profile data.

Spending on travel-related activities translates into jobs, earnings, and taxes. Calculation of these direct impacts relies on public data on jobs, wages, and business receipts by industry for each geographical area. State and local taxes on travel-related business are also factor in triangulating direct travel impacts. DRA estimates overnight visitor volume by cross-referencing visitor surveys and lodging data. Because of this, the volume estimates reported here may not align with estimates that rely solely on visitor surveys. Visitor Spending is a more reliable metric than Visitor Volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys.

Findings in this report have been compared to various public and private data sources to ensure that the economic impacts estimates are as accurate as possible. Key private data sources used for the purposes of this analysis include AirDNA, Smith Travel Research, IMPLAN, and OmniTrak. Public data sources include the U.S. Census Bureau, U.S. Bureau of Economic Analysis (BEA), U.S. Bureau of Labor Statistics (BLS), U.S. Energy Information Administration (EIA), U.S. Bureau of Transportation Statistics (BTS), and the city of Bend.

The table below demonstrates how our reported "Travel Industries" translate to the North American Industry Classification System (NAICS) codes.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)
Arts, Entertainment, & Recreation	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
Transportation	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and trade show organizers (56192)

Note: Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories. NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

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