



For Immediate Release
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BEND POSTS YEAR-OVER-YEAR INCREASE IN ROOM TAX COLLECTIONS

City's tourism industry outpaces county, state and nation

(BEND, Ore.) – The City of Bend today released final transient room tax collections for the most recent fiscal year that ended on June 30, 2010. The City's year-end room tax collections posted a year-over-year increase of +.8% from the previous fiscal year.

This +.8% increase in room tax collections exceeded the City's initial projections for a year-end decrease of -14.5%, outpaced the unincorporated areas of Deschutes County (-7.1%), the state of Oregon (-3.2%), the state of Washington (-6.4%), the state of California (-5.6%), and other popular tourism destinations (Boulder -5.3%, Florida -2%, Las Vegas -11.1%, Steamboat Springs -14.9%, Aspen -8.9% and Hawaii -4.5%). For the same fiscal year, the United States posted a year-over-year decrease nationally of -4.3%.

"In light of the recession and our initial projections, we consider this to be a victory for the City of Bend," said Doug La Placa, president and CEO of Visit Bend. "We had an aggressive tourism plan in place for 2009, and now our focus is to continue the momentum through 2010."

Room tax collections in the City of Bend for the fiscal year that ended June 30 equaled \$2.96 million. As directed by City of Bend code and Oregon State statute, 70% of Bend's room tax collections (or \$2,072,000) is applied to the City of Bend's general fund to pay for public services like police, fire and roads. The remaining 30% of room tax collections are allocated to the promotion of the Bend tourism industry.

"The continued strength of Bend's tourism industry is a critical component of the economic viability of our City," said Eric King, city manager of Bend. "In addition to the immediate economic stimulus created by visitor spending, the tourism industry is a primary catalyst for in-migration of new residents and jobs."

Room tax collections are considered to be an effective gauge to measure the performance of the tourism industry.

RRC Associates, Inc. of Boulder, Colorado provided Visit Bend with an independent analysis of how the City of Bend's room tax collections compared to other tourism destinations around the country. RRC's data for the analysis was derived from Smith Travel Research (STR) and TRT reports from the various cities involved in the study. The complete analysis from RRC can be found at www.visitbend.com/research.

In addition to the year-over-year increase in room tax collections, Bend is experiencing positive indicators that suggest that the momentum has continued into the new fiscal year. The Visit Bend welcome center hosted 2,208 visitors during the month of July, 2010. This marked the most visitors for a single month since July of 2005. Additionally, the Visit Bend website, www.visitbend.com, received 51,947 visitors during the month of July, 2010. This marked the highest monthly visitation to the Bend tourism website site ever and a 56% increase from July 2009.

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor's Guide to Bend, contact Visit Bend at 1-800-949-6086 or visit www.visitbend.com.

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