

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

Prepared by RRC Associates, September 1, 2010.



Results: Based on the calculations outlined in the table below, it is estimated that Bend hosted an annual average of approximately 1.8 to 2.2 million visitor-trips and 4.2 to 5.2 million visitor-days across the May 2008 - April 2010 period. This includes an average of approximately 1.17 to 1.43 million visitor-trips and 2.79 to 3.41 million visitor-days in summers 2008 & 2009 (May - Oct), and approximately 630,000 to 770,000 visitor-trips and 1.44 to 1.76 million visitor-days in winters 2008/09 & 2009/10 (Nov - April).

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 1.8 to 2.2 million estimated visitor-trips can also be stated as 1.8 to 2.2 million visitors to Bend every year, although some of the 1.8 to 2.2 million visitors may be the same people who made multiple trips.

Note: Estimations are based on metrics averaged across the two most recent available summer (May - Oct 2008 & 2009) and winter (Nov - Apr 2008/09 & 2009/10) seasons.

Note: Selected winter estimation factors are not available. In these instances, winter estimation factors are assumed to be the same as summer estimation factors (as noted in comments).

Due to these assumptions, the winter season and annual results should be used with caution (pending possible future availability of winter visitation factors via surveys).

ROW	METRIC		SUMMER AVERAGE (2 year average: May - Oct 2008 & 2009)	WINTER AVERAGE (2 year average: Nov - Apr 2008/09 & 2009/10)	ANNUAL AVERAGE (2 year average: May 08 - Apr 10)	DATA SOURCE / COMMENT
1	Total Bend hotel/motel units		2,702	2,722	2,712	STR Hotel Census for Bend, OR. 2702 rooms in calendar years 2008 & 2009; 2761 rooms in CY 2010.
2	Number of nights per season	X	184	181	365	
3	Total available room nights per season		497,168	492,602	989,770	
4	Average hotel/motel occupancy rate	X	61.4%	36.7%	49.1%	STR. Occupancies based on two-season averages. Summer: May-Oct 2008 & 2009. Winter: Nov-Apr 2008/09 & 2009/10.
5	Occupied hotel/motel room nights		305,158	181,028	486,186	
6	Estimated people per room - hotels/motels	X	2.5	2.5	2.5	RRC Bend summer special events research 2010; and RRC survey research conducted at other western U.S. mountain resorts.
7	Number of visitor-nights in Bend hotels/motels		762,895	452,570	1,215,465	
8	Average length of stay: visitors in Bend hotels/motels	+	1.92	1.92	1.92	RRC Bend summer visitor research 2008 & 2009. Assume same value also applies in winter (in the absence of winter survey data). (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 as a visitor staying 1 night, the weighting factor makes each of these guests equivalent on "visitor trips" basis.)
9	Number of visitor-trips to Bend hotels/motels		397,847	236,013	633,860	
10	% of all Bend overnight visitor-trips in Bend hotels/motels	+	41.7%	43.8%	42.4%	RRC Bend summer visitor research 2008 & 2009 (results weighted by 1/nights stayed). Assume similar value for winter (with slight upward adjustment in winter, reflecting Bend's greater share of Deschutes County hotel occupancy in winter relative to summer, per STR).
11	Total overnight visitor & seasonal resident visitor-trips to Bend		954,172	539,047	1,493,219	
12	Overnight & seasonal resident visitor-trips as a % of all visitor-trips to Bend	+	73.7%	73.7%	73.7%	RRC Bend summer visitor research 2008 & 2009 (results weighted by 1/nights stayed). Assume same value for winter.
13	Total visitor-trips to Bend: summer, winter, & annual averages (assuming +/-10% margin of error)		1,170,000 - 1,430,000	630,000 - 770,000	1,800,000 - 2,200,000	For comparison purposes, note that Longwoods estimated 2.5 million visitor trips in 2006 to Central Oregon (Deschutes, Jefferson, Crook, S. Wasco counties) - http://www.visitcentraloregon.com/images/research/cova-longwoods-overnight-travel-study-central-oregon-06.pdf .
14						
15	Average length of stay: all visitors (day visitors=1 day)	X	2.35	2.35	2.35	RRC Bend summer visitor research 2008 & 2009 (results weighted by 1/nights stayed). Assume same value for winter.
16	Total visitor-days in Bend: summer, winter & annual averages (assuming +/-10% margin of error)		2,790,000 - 3,410,000	1,440,000 - 1,760,000	4,230,000 - 5,170,000	Equal to row 13 times row 15