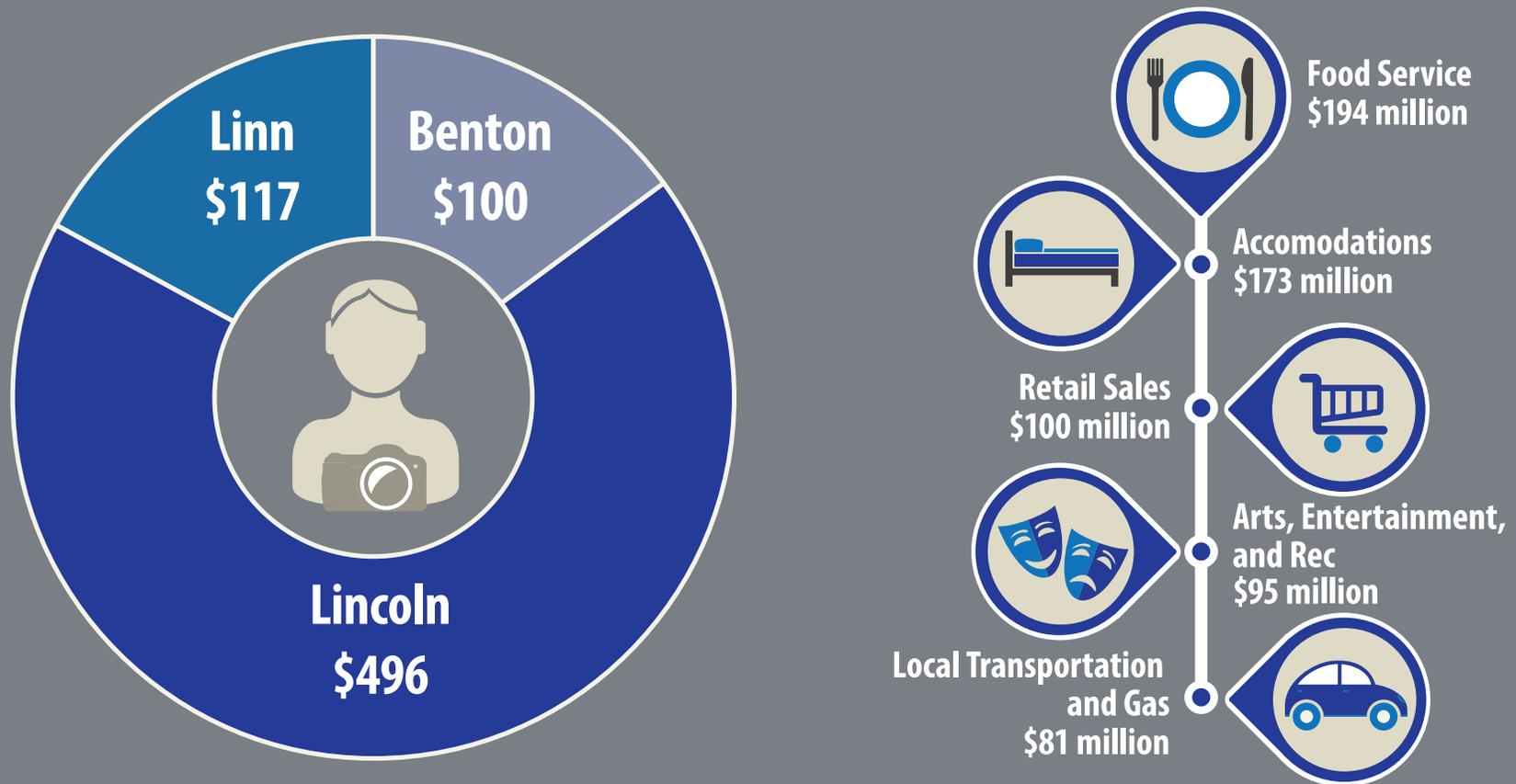


SECTION 9: TOURISM

With attractions ranging from whale watching to wine tasting, and from bicycle tourism to famed country music festivals, Benton, Lincoln, and Linn Counties captured \$713 million in combined tourism revenue in 2014. Food and beverage spending accounts for the largest share at \$194 million in the region.

2014 Tourist Spending: \$713 Million



Source: Dean Runyan Associates, 2014 Total Visitor Spending at Destination, in millions of dollars

Wine and Beer Industry

Wine grape production and acreage in the region has increased over the past decade, as shown in the chart.

According to the Oregon Wine Board, wholesale/retail revenue from wine in Benton County in 2013 was over \$31 million. Wages attributed to wine were more than \$5.5 million. Wholesale/retail revenue from wine in Lincoln County in 2013 was above \$3 million and wages were almost \$6 million. Linn County saw just above \$23 million in wholesale/retail revenue and almost \$4 million in wages.

According to the Oregon Brewers Guild, breweries in Benton, Lincoln, and Linn Counties produced 125,000 barrels in 2014, of which 19 percent (23,756 barrels) was sold in Oregon. The remaining barrels were exported outside of Oregon; just one brewery in the region – Rogue, which is based in Newport – exports outside the United States. Of the barrels sold in Oregon, 58 percent (13,711 barrels) was draft and the remainder was packaged. There were 550 total employees in the beer brewery industry in the region in 2014. As a comparison, in 2004, 40,241 barrels were produced in the region, of which 22.5 percent (9,098 barrels) was sold in Oregon. There were 97 employees of breweries in the region in 2004.

