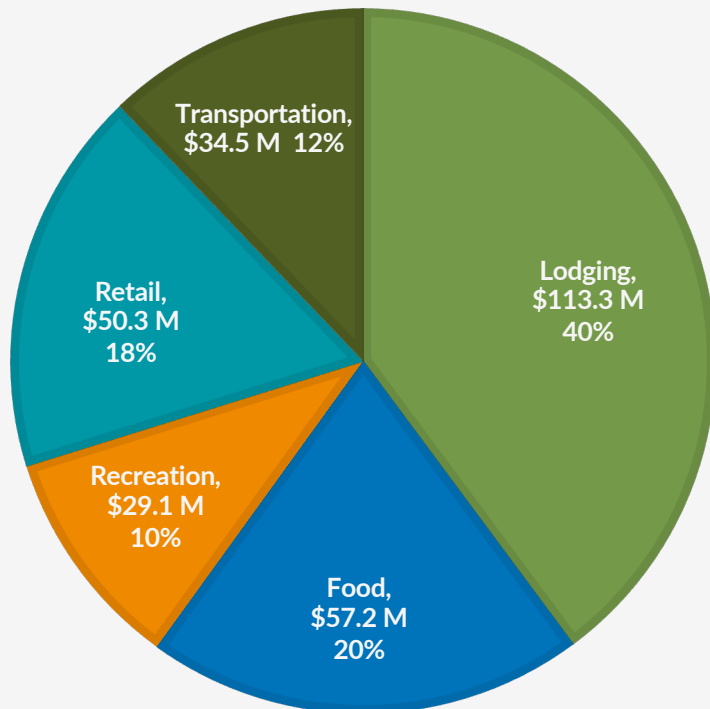


# VALUE OF TOURISM TO CLALLAM COUNTY (2023)

DIRECT VISITOR SPENDING \$284.4 M

■ Lodging ■ Food ■ Recreation ■ Retail ■ Transportation



- Direct Visitor Spending: **\$284.4 M** (+4.8%)
  - Lodging \$113.3 M
  - Food / Beverage: \$57.2 M
  - Recreation: \$29.1 M
  - Retail: \$50.3 M
  - Transportation: \$34.5 M
- Direct State/Local Taxes Generated: **\$24.6 M**
- Visits: **1,370,000** (+3%)
- Direct Employment: **1,874**
  - Represents 5.05% of all county employment
- Direct Labor Income: **\$67.6 M**

Source: Tourism Economics for SWT