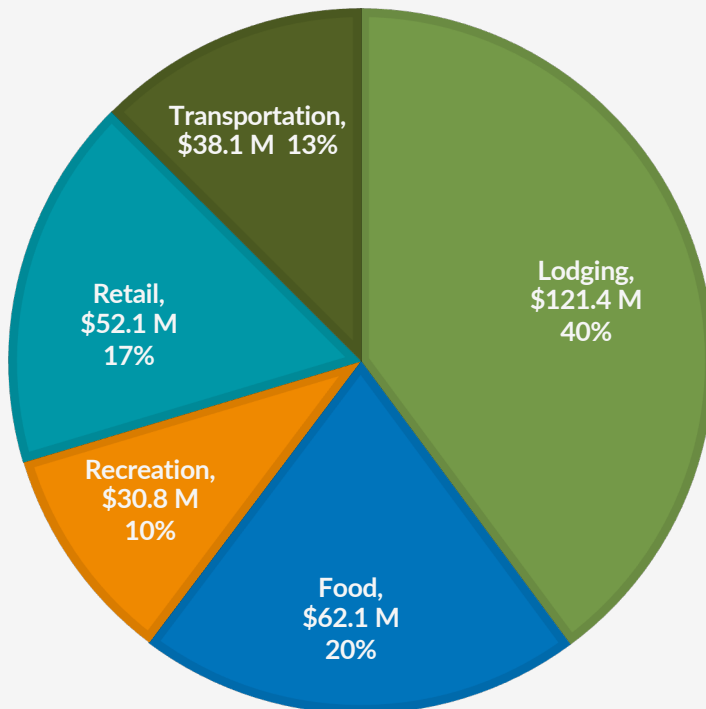


VALUE OF TOURISM TO CLALLAM COUNTY (2025)

DIRECT VISITOR SPENDING \$304.7 M

■ Lodging ■ Food ■ Recreation ■ Retail ■ Transportation



- Direct Visitor Spending: **\$304.7 M** (+2.4% y-o-y)
 - Lodging \$121.4 M
 - Food / Beverage: \$62.1 M
 - Recreation: \$30.8 M
 - Retail: \$52.1 M
 - Transportation: \$38.1 M
- Direct State/Local Taxes Generated: **\$26.1 M**
- Visits: **1,421,550** (+1% y-o-y)
- Direct Employment: **1,876**
 - Represents 5.05% of all county employment
- Direct Labor Income: **\$68.1 M**

Source: Tourism Economics for SWT