

# 2026 ANNUAL MARKETING REPORT CRESCENT CITY-DEL NORTE COUNTY VISITOR BUREAU



**IN 2024, DEL NORTE COUNTY WAS UP **+5%** IN DIRECT TRAVEL SPENDING.**

**WE OUTPACED THE CALIFORNIA STATE AVERAGE INCREASE OF **+3%**.**

**WE OUTPACED OUR FELLOW NORTH COAST COUNTIES, SHASTA COUNTY, SISKIYOU COUNTY, & CURRY COUNTY, OREGON.**

**CURRY CO. **-2.2%****

**MENDOCINO CO. **+1.6%****

**SHASTA CO. **+2.6%****

**NORTH COAST REGION **+2.7%****

**LAKE CO. **+2.2%****

**HUMBOLDT CO. **+3.4%****

**SISKIYOU CO. **+3.6%****

**SOUTHERN OR COAST REGION **+1%****

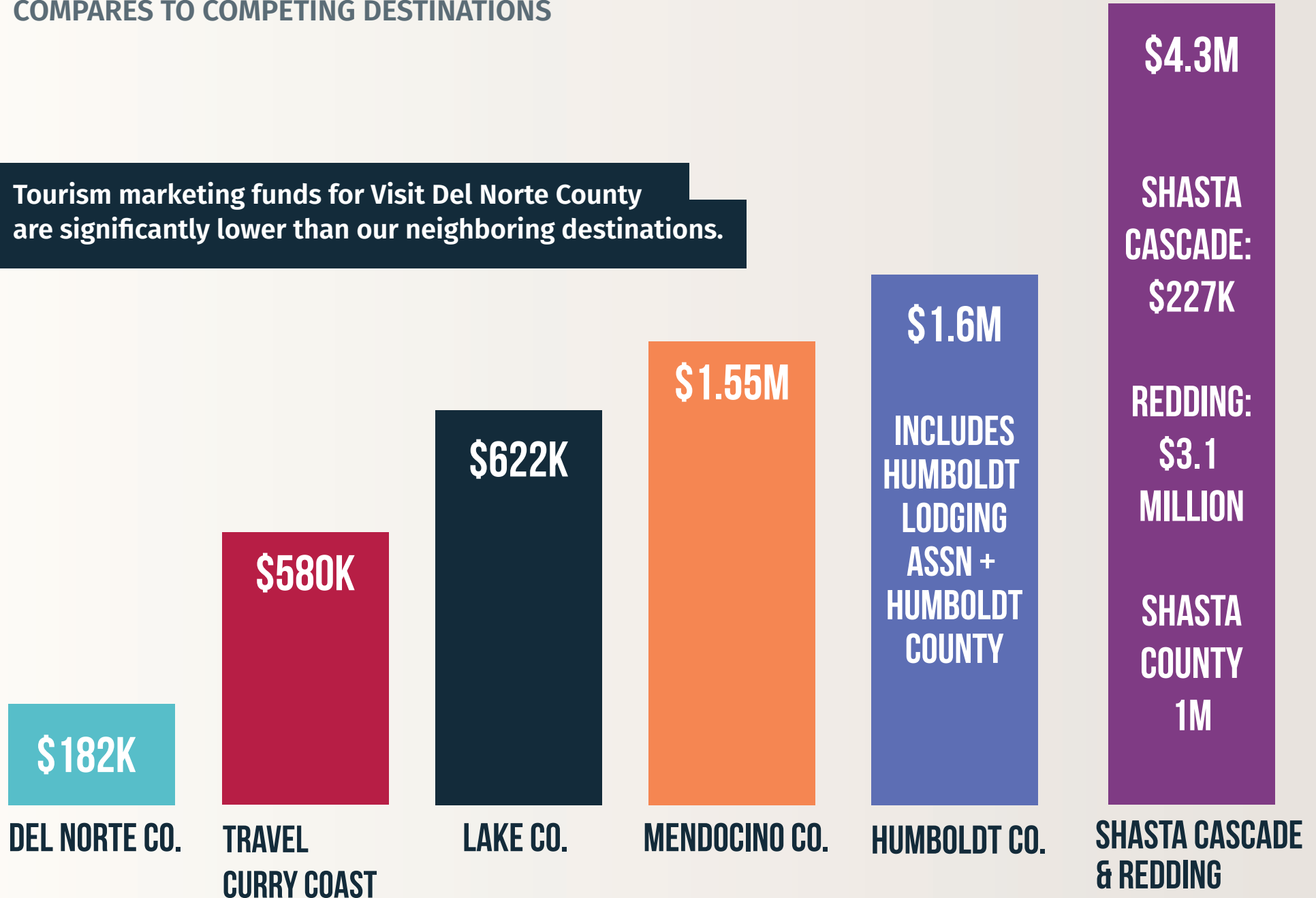
**DIRECT TRAVEL SPENDING DEFINITION: All expenditures on goods and services made by travelers (visitors) at a destination, including both trip-related expenses and incidental purchases.**

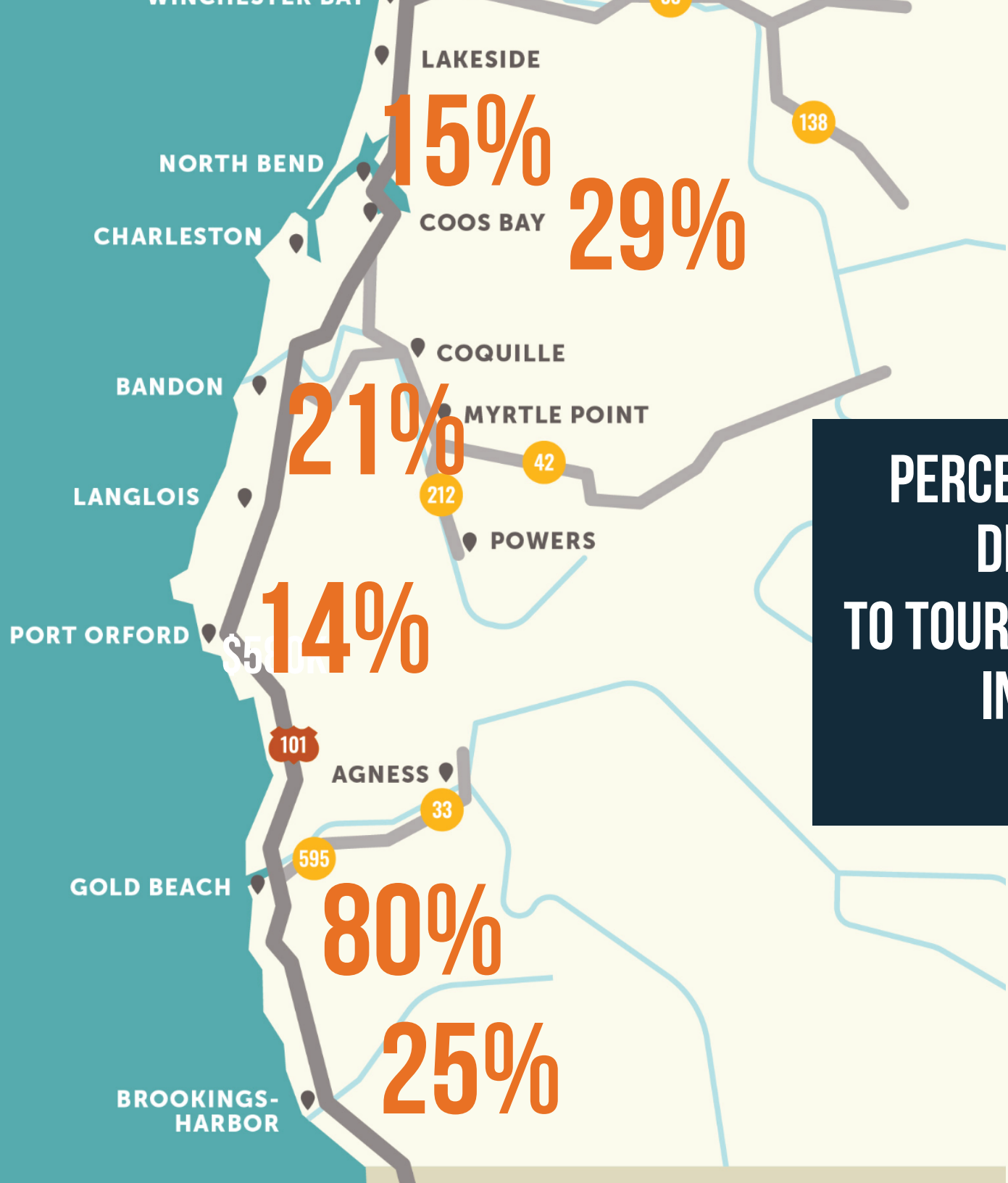
**SOURCES: DEAN RUNYAN ASSOCIATES, 2024 ECONOMIC IMPACT OF TRAVEL FOR **VISIT CALIFORNIA AND TRAVEL OREGON****

# DESTINATION MARKETING FUNDING

HOW VISIT DEL NORTE COUNTY'S MARKETING FUNDING COMPARES TO COMPETING DESTINATIONS

Tourism marketing funds for Visit Del Norte County are significantly lower than our neighboring destinations.





**PERCENTAGE OF TLT  
DEDICATED  
TO TOURISM PROMOTION  
IN OREGON  
(2015)**

- **Regional Investment:** Between 2018 and 2023, the [Travel Southern Oregon Coast](#) invested \$2.4 million in the South Coast, with \$755K specifically for marketing and promotions, and \$649K for experience development.
- **Strategic Focus:** The 2022 Curry County Destination Strategy aims to increase year-round demand, develop visitor experiences, and improve collaboration for greater impact.
- **Economic Impact:** In 2019, outdoor recreation and tourism contributed heavily to the local economy, with visitors spending hundreds of millions and supporting thousands of jobs in the region.
- **Grants & Support:** [Travel Oregon](#) provides competitive grants for local, sustainable, and inclusive tourism development, including funding for projects that enhance the visitor experience.
- **Comparison:** While Curry County is boosting funding, neighboring [Del Norte County](#) had a lower tourism budget of \$182,000 in 2024.

These funds are aimed at promoting the area as a year-round destination, enhancing local infrastructure, and supporting sustainable tourism initiatives.



Through stakeholder interviews, a survey and...

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### Tourism Drives Economic Growth Across Oregon

The 2021 Travel Oregon grants program centered on supporting communities in...



Oregon Coast Visitors Association

### Revize - CURRY COUNTY 2025 – 2026 PROPOSED BUDGET

TLT Revenue. In early 2025, the Board of Commissioners approved a 3% increase in the...



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