



An Astounding Capacity to Serve Visitors

Assessing the Capacity of a Scenic Byway All American Road to Serve Visitors

When National Travel Center began working to assist the Volcanic Legacy Scenic Byway All American Road, a 500 mile route that connects Crater Lake National Park in southern Oregon with Lassen Volcanic National Park in northern California, to become a sustainable entity, there was a question about the capacity of the route to serve visitors from a visitor services perspective.

Based on the fact that scenic byways, on average, generate between \$250,000-\$450,000 per mile per Byway, per year, would render at the top end, the capacity to generate \$225 Million in visitor spending per year.

Being on the conservative side, we selected to scale that figure back to \$125 Million in annual visitor spending potential. Responding to that choice, the now former Superintendent of one of the National Parks on the route reported that the two National Parks and one National Monument alone generate \$91 Million in visitor spending every year indicating that our selection of \$125 Million total annual potential was very low.

The question then became, how do we test what the real visitor spending generation could be?

Capacity Assessment

Detailed assessment of the 21 small towns between the two National Parks points to robust available capacity. If all of the available rooms were filled with visitors

every night of the year (based on double occupancy) and spending occurs at Oregon levels, there is the capacity to generate \$299M in annual visitor spending between the two end points. Obviously, not every night in every room is going to be filled, and there are seasonal variations, but even backing off that figure by 50% illustrates the ability to deliver \$150M in annual visitor spending, in addition to the \$91.5 million in visitor spending collectively delivered by Crater Lake National Park, Lassen Volcanic National Park and Lava Beds National Monument.

Total Available Rooms / Cabins	3980	
Guest Multiplier	1.8	7164
Seasonality Adjustment	0.67	4800
Average Occupancy Rate	0.57	2736
Total Available RV Sites	1589	
Guest Multiplier	1.8	2860
Seasonality Adjustment	0.67	1916
Average Occupancy Rate	0.69	1322
Total Available House Rentals	634	
Guest Multiplier	5.4	3424
Seasonality Adjustment	0.67	2294
Average Occupancy Rate	0.28	642
Total Daily Visitor Capacity		4700
Daily Tourism Spend	\$249	\$1,170,417
Accommodation Spend Adjustment	0.70	\$819,292
Daily Tourism Revenue Estimate		\$819,292
Annual Byway Revenue Estimate		\$299,041,514