



HAILEY HOFFMAN/THE ASTORIAN

Hailey Buitron helps a kite into the sky.

For retail businesses, limiting the number of people allowed inside a business can act as a filter, Reid said, as serious buyers tend to wait for their turn while those who wouldn't buy anything anyway won't wait.

Jones said he has a good feeling about tourism and community health.

"I'm very hopeful by mid-to-late May we'll have a really high percentage of vaccinations completed among residents and that will come as the summer traffic heats up, which will allow us to have people in town more safely," Jones said.

South Clatsop County

Joshua Heineman, director of tourism marketing at the City of Seaside Visitors Bureau, said all indications pointed to a strong, very busy spring break for local businesses.

"I heard from the Carousel Mall they were very busy as far as the pulse of people coming in," Heineman said. "But it's been surprisingly busy for a while."

While reviewing Seaside's transient lodging tax numbers for 2020 and 2019, he found it surprising that the numbers were up by 29% in October to December 2020 compared to the same time in 2019.

"It felt busy through Halloween but it didn't feel

busy after Halloween, so people were visiting more quietly in their own family bubbles," Heineman said. "If you look back at the history of this whole pandemic, as long as hotels have been allowed to be open people have been visiting because they want to be at the beach, whether in a busy manner like last summer or in a quiet manner like last fall."

Seaside has been working on marketing campaigns, including a year-long celebration of the 100th anniversary of the The Historic Seaside Promenade.

Jim Paino, executive director of the Cannon Beach Chamber of Commerce, said spring break is actually four weeks long when including Washington, Oregon, California and Idaho.

"Spring break is definitely here, we can all tell by the people roaming around town, especially when it's nice out," Paino said, adding he's talked with several hoteliers who said their hotels were full. Some hotels were requiring two-night minimum stays, which indicates a busy time for booking.

"We have seen a greater number of people here than on average," Paino said. The Cannon Beach Visitor Center also saw more people stopping in to pick up brochures or ask questions.

"We certainly see spring break as leading into the summer season and it's a big bonus to our economy here in Cannon Beach," Paino said.

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