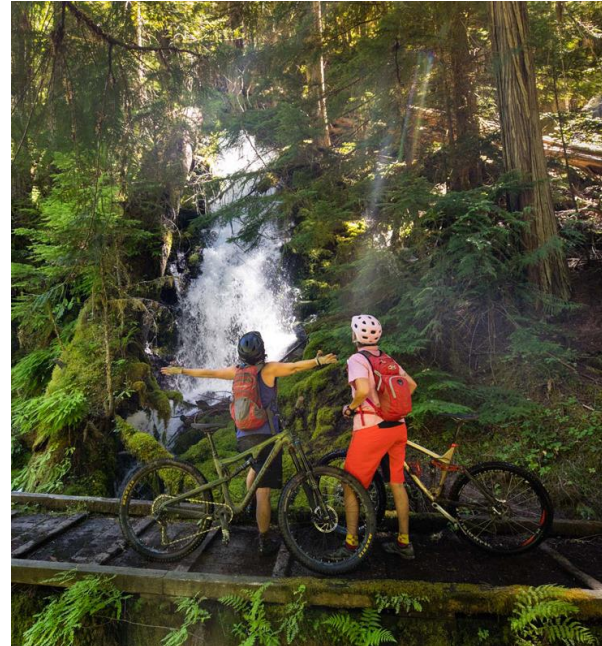




Oregon Visitor Profile Statewide Report

2021 - 2022

Destination  Analysts





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RESEARCH OVERVIEW

This report presents the findings of a study of travelers to Oregon, conducted by Destination Analysts on behalf of Travel Oregon. The study was conducted in three parts, with the primary objectives of:

- Developing a profile of Oregon visitors, including their psychographics, travel personas, and demographics
- Understand their travel behaviors and motivations, as well as in-destination activities and spend
- Provide data to support Oregon visitor volume estimates by region and segment
- Gauge visitors' in-destination experience and identify what is successful, what can be added, and what can be improved

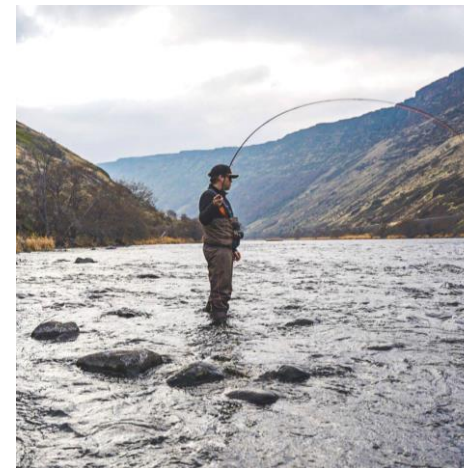
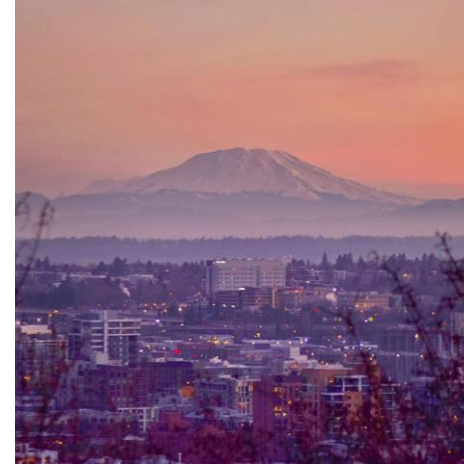


RESEARCH METHODOLOGY

The three components of the study included:

1. Online panel survey of U.S. travelers who visited Oregon between January 2021 – December 2022
2. Online survey of Travel Oregon partners' owned audiences who visited Oregon between January 2021 – December 2022
3. Online survey of Portland International Airport's WiFi users who visited Oregon between January 2022 – December 2022

The data is weighted according to Travel Oregon's specifications, including regions visited within Oregon.



RESEARCH SAMPLE

The three components of the study include:

	National Online Panel Survey (Out of State Visitors Only)	Travel Oregon Partners Owned Audience Survey (Out of State & In State Visitors)	PDX Airport Passenger Survey (Out of State & In State Visitors)
Wave 1			
Fielding Dates	December 2021 – January 2022	January – March 2022	February 2022
Sample Collection	802	3,197	827
Travel Period Covered	January 2021 – December 2022	January 2021 – December 2022	January 2021 – December 2022
Wave 2			
Fielding Dates	May – June 2022	May – June 2022	May 2022
Sample Collection	805	976	2,721
Travel Period Covered	January 2021 – June 2022	January 2021 – June 2022	January 2021 – December 2022
Wave 3			
Fielding Dates	September – October 2022	September – October 2022	July – August 2022
Sample Collection	805	669	3,277
Travel Period Covered	January 2021 – September 2022	January 2021 – September 2022	January 2021 – December 2022
Wave 4			
Fielding Dates	December 2022 – January 2023	December 2022 – January 2023	November – December 2022
Sample Collection	805	1,247	1,631
Travel Period Covered	January 2021 – December 2022	January 2021 – December 2022	January 2021 – December 2022

DEFINITIONS

Total/Statewide Visitors – any visitors who traveled to or within Oregon between 2021 – 2022.

Leisure Visitors –visitors whose primary purpose of visit was leisure/vacation.

Visiting Friends/Relatives (VFR) Visitors – visitors whose primary purpose of visit was visiting friends and/or relatives in Oregon.

Business Visitors – visitors whose primary purpose of visit was business, bleisure, and/or a conference/convention in Oregon.

First Time Visitors – visitors whose had never visited Oregon previously.

Repeat Visitors – visitors who had been to Oregon previously.

Hotel/Motel Visitors – visitors who stayed in a hotel/motel during their trip to Oregon.

Private Home Visitors – visitors who stayed in a private (non-paid) home during their trip to Oregon.

Vacation Rental Visitors – visitors who stayed in a vacation rental (e.g., Airbnb) during their trip to Oregon.

Camping/Glamping Visitors – visitors who stayed at a campground or glamp site during their trip to Oregon.

VISITOR SUMMARY





TOTAL VISITORS *Summary*

DEMOGRAPHICS

- Visitors to Oregon in 2021-2022 averaged 51 years of age, skewed somewhat female (58%), were usually married/partnered (74%), and reported high average household incomes (\$118,901). One quarter had children in their household (26%). Most identified as White/Caucasian (85%). One-in-six had accessibility needs (17%).

TRIP PURPOSE

- Half of these Oregon visitors were taking a vacation/leisure trip (52%). Most remaining visitors came to visit friends/family (23%) or for business (11%).
- Most 2021-2022 visitors had been to Oregon before (83%). Therefore, fewer than one-in-five were visiting for the first-time (17%).
- Scenic beauty (90%) and a relaxing environment (88%) topped the list of important factors for choosing Oregon in 2021-2022. Affordability (82%), cuisine (81%), environmental quality (80%), inclusive/welcoming atmosphere (80%), outdoor recreation (79%), and safety (78%) ranked next.

TRIP DETAILS

- Oregon visitors spent an average of 5.4 days on their trip in 2021-2022. Almost half visited Portland on their trip (46%), but other parts of the state attracted visitors as well, particularly the Oregon Coast (37%) and Willamette Valley (35%). One-in-five ventured to Central Oregon (22%), Southern Oregon (21%), and/or Mt. Hood/Columbia River Gorge (20%). Eastern Oregon lagged somewhat (13%).
- On average, visitors to Oregon spent \$259 per person per day in-destination. Lodging accounted for the largest share of wallet (\$66 per person per day), followed closely by restaurants/dining (\$61). Remaining expenditures for recreation, rental cars, gas, and groceries hovered between \$20 and \$30 each per day.
- Two-thirds of 2021-2022 Oregon visitors enjoyed food and drink while on their trip (65%), the leading activity. Half (48%) engaged in outdoor recreation (hiking/biking/fishing, etc.). A quarter to a third of visitors also chose these popular activities: shopping (31%), scenic rides (28%), arts/culture (22%), and business/family events (22%).

SATISFACTION, RECOMMEND, & RETURN

- Visitors to Oregon consistently expressed very strong satisfaction in all three measures: satisfaction, recommending, and likelihood to return.
- Nearly all visitors to Oregon in 2021-2022 were "very satisfied" or "satisfied" overall with their trip (95%). Further, at least three-quarters assigned top marks to local food (89%), outdoor recreation (85%), inclusive/welcoming (83%), value for money (79%), and safety (76%).
- Overall, Oregon achieved a Net Promoter Score (promoters minus detractors) of 44.
- An excellent level of nine-in-ten visitors feel "likely" or "extremely likely" to return to Oregon in the next 12 months (88%).

TOTAL VISITORS *Who They Are*



Gender

Female: 58.1%

Male: 40.9%

Other: 3.5%



Average Age: 51.1

Gen Z: 6.2%

Millennials: 25.5%

Gen Xers: 27.7%

Boomers or older: 40.6%



Household Income

\$118,901



Marital Status

Married/partnered: 74.3%

Single: 15.9%



Ethnicity

White/Caucasian: 84.5%

Asian: 5.6%

Hispanic/Latino: 5.1%

Black/African American: 2.4%

Native American/Indigenous: 2.6%



Children in Household

Under 18: 26.1%



Accessibility

Has Accessibility Needs: 16.7%

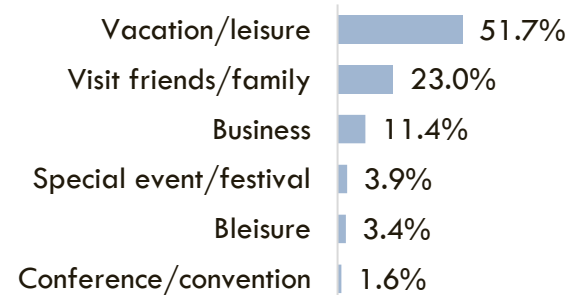
TOTAL VISITORS *Trip Details*

AVERAGE LENGTH OF STAY

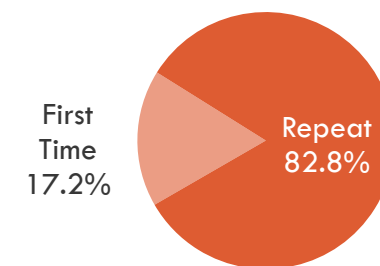
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DAYS

PRIMARY PURPOSE



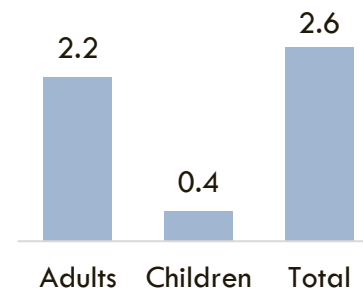
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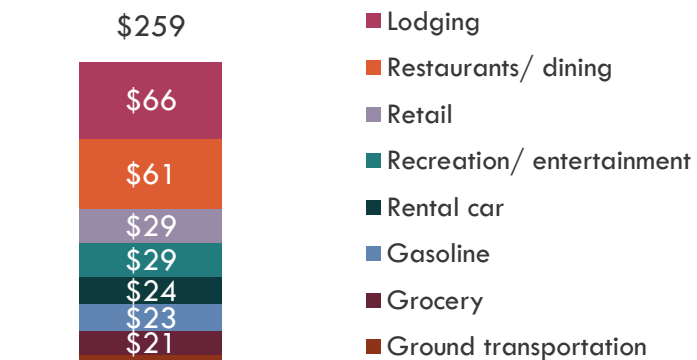
REGION VISITED

Portland Region	46.3%
Oregon Coast	36.8%
Willamette Valley	34.5%
Central Oregon	21.7%
Southern Oregon	21.1%
Mt. Hood/Columbia River Gorge	19.8%
Eastern Oregon	13.5%

AVERAGE PARTY SIZE

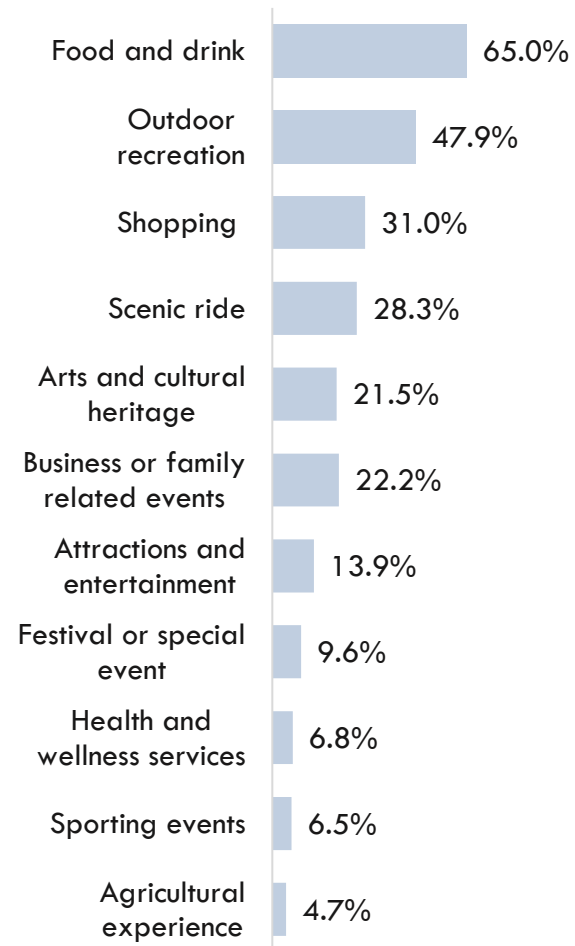


AVERAGE DAILY SPEND PER PERSON



TOTAL VISITORS *Destination Insights*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
94.7% satisfied



Local Food:
88.5% satisfied



Outdoor Recreation:
84.6% satisfied



Inclusive/Welcoming:
82.6% satisfied



Value for Money:
79.3% satisfied



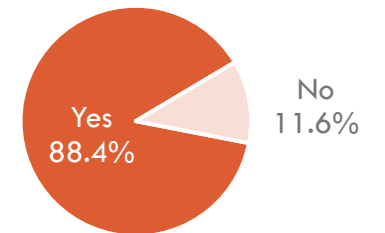
Safe:
76.4% satisfied

LIKELIHOOD TO RECOMMEND

44

NET PROMOTER SCORE

LIKELIHOOD TO RETURN NEXT 12 MONTHS





LEISURE VISITORS *Summary*

DEMOGRAPHICS

- Leisure visitors to Oregon in 2021-2022 averaged 52 years of age, skewed somewhat female (59%), were usually married/partnered (77%), and reported high average household incomes (\$119,106). One-in-four lived with children (25%). Most identified as White/Caucasian (85%). One-in-six reported a disability (17%).

TRIP PURPOSE

- Almost nine-in-ten leisure visitors were taking a vacation/leisure trip (86%). A few noted that they were traveling for a special event/festival (7%) or other personal reasons (8%).
- Most 2021-2022 Oregon visitors had been to the state before (82%), so it was the first Oregon trip for relatively few (18%).
- Scenic beauty (93%) and a relaxing environment (91%) topped the list of important factors for choosing Oregon in 2021-2022. Other leading criteria, cited by at least four-in-five, included affordability/value (84%), cuisine/local food (83%), environmental quality (83%), an inclusive/welcoming atmosphere (82%), and outdoor recreation (82%).

TRIP DETAILS

- Oregon visitors spent an average of 5.2 days on their leisure trip in 2021-2022. The Portland region (43%) and the Oregon Coast (43%) compete for being the leading destination within the state, followed by the Willamette Valley, which lured a third of visitors (34%). More than a fifth of visitors stopped in Central Oregon (24%), Southern Oregon (24%), or Mt. Hood/Columbia River Gorge (22%). Eastern Oregon lagged somewhat (15%).
- Leisure visitors to Oregon spent an average of \$244 per person per day in-destination. Lodging accounted for the largest share of wallet (\$65 per person per day), followed by dining (\$56). Recreation/entertainment (\$30) and shopping (\$29) led the remaining expenditures.
- Two-thirds of 2021-2022 Oregon visitors enjoyed food/drink while on their trip (67%), the leading activity. Half (53%) participated in outdoor recreation (hiking/biking/fishing, etc.). A third took a scenic ride (33%) and/or shopped (32%). Nearly a quarter added arts/culture to their trip (24%).

SATISFACTION, RECOMMEND, & RETURN

- Leisure visitors to Oregon consistently expressed very strong satisfaction in all three measures: satisfaction, recommendations, and likelihood to return.
- Nearly all visitors to Oregon in 2021-2022 were "very satisfied" or "satisfied" with their trip (96%). Further, at least three-quarters assigned top marks to local food (89%), outdoor recreation (87%), inclusiveness/welcoming (84%), value for money (81%), and safety (78%).
- Among Leisure visitors, Oregon achieved a stronger Net Promoter Score (top promoters minus detractors) of 51.
- An excellent level of nine-in-ten visitors feel "likely" or "extremely likely" to return to Oregon in the next 12 months (88%).



LEISURE VISITORS *Who They Are*



Gender

Female: 58.6%

Male: 40.6%

Other: 3.1%



Average Age: 51.9

Gen Z: 5.3%

Millennials: 24.8%

Gen Xers: 26.8%

Boomers or older: 43.2%



Household Income

\$119,106



Marital Status

Married/partnered: 76.7%

Single: 14.3%



Ethnicity

White/Caucasian: 84.8%

Asian: 5.5%

Hispanic/Latino: 4.9%

Black/African American: 2.3%

Native American/Indigenous: 2.7%



Children in Household

Under 18: 25.1%



Accessibility

Has Accessibility Needs: 16.7%



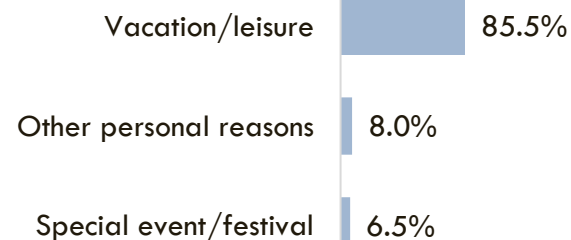
LEISURE VISITORS *Trip Details*

AVERAGE LENGTH OF STAY

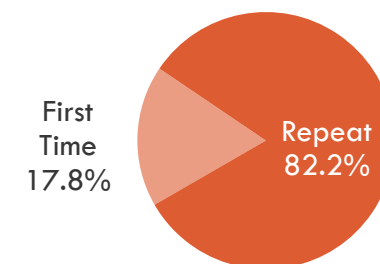
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DAYS

PRIMARY PURPOSE



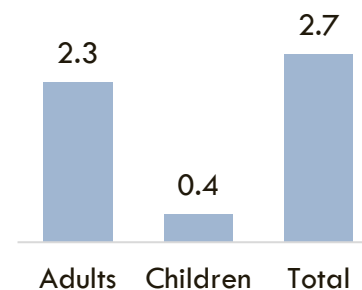
TRAVELER TYPE



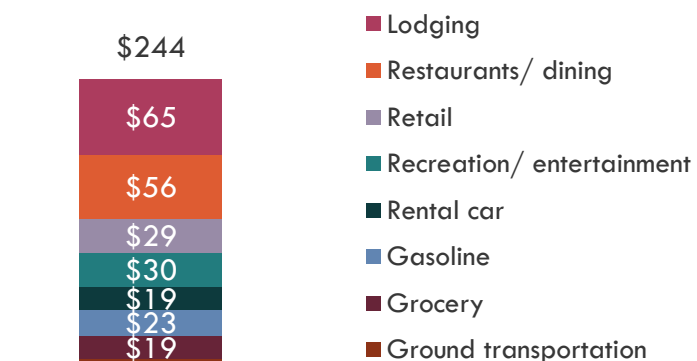
REGION VISITED

Portland Region	42.9%
Oregon Coast	43.0%
Willamette Valley	34.2%
Central Oregon	24.0%
Southern Oregon	21.4%
Mt. Hood/Columbia River Gorge	21.8%
Eastern Oregon	14.7%

AVERAGE PARTY SIZE



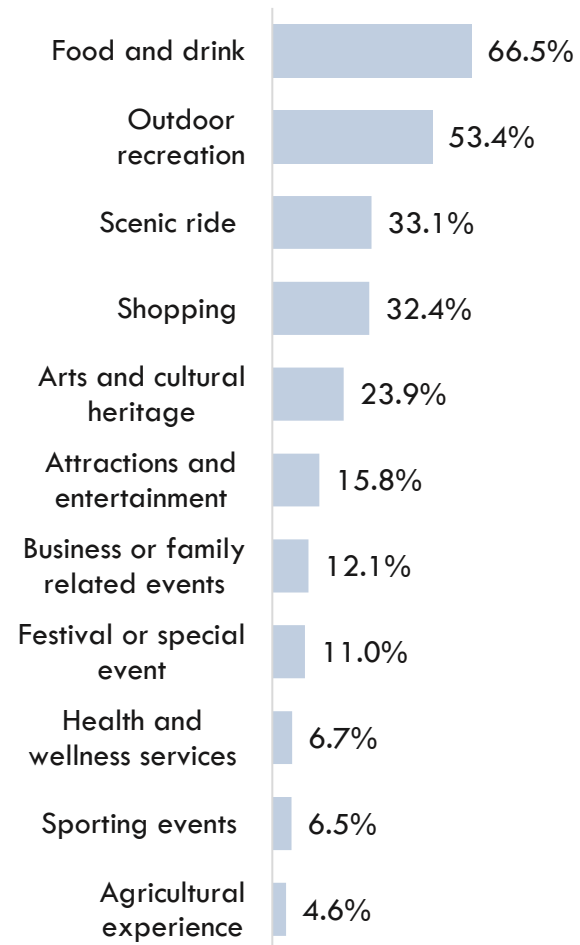
AVERAGE DAILY SPEND PER PERSON





LEISURE VISITORS *Destination Insights*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
96.2% satisfied



Local Food:
89.1% satisfied



Outdoor Recreation:
87.0% satisfied



Inclusive/Welcoming:
83.8% satisfied



Value for Money:
80.8% satisfied



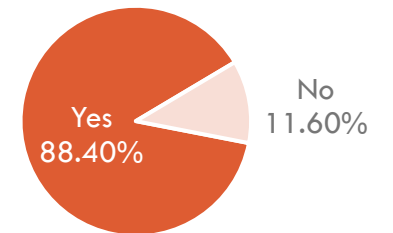
Safe:
78.4% satisfied

LIKELIHOOD TO RECOMMEND

51

NET PROMOTER SCORE

LIKELIHOOD TO RETURN NEXT 12 MONTHS





VFR VISITORS *Summary*

DEMOGRAPHICS

- Visiting Friends or Relatives (VFR) visitors to Oregon in 2021-2022 averaged 52 years of age, skewed female (66%), were usually married/partnered (68%), and reported high average household incomes (\$106,732). One-in-five lived with children (19%). Most identified as White/Caucasian (86%). One-in-six had accessibility needs (17%).

TRIP PURPOSE

- Most 2021-2022 Oregon visitors had been to the state before (86%), so it was the first Oregon trip for relatively few (14%).
- Although not as predominant as for other leisure visitors, scenic beauty still heads the list of important factors in deciding to visit Oregon in 2021-2022 for VFRs (84%). Other leading criteria, cited by at least three-in-four VFR visitors, included a relaxing environment (82%), affordability (77%), and cuisine/local food (75%). Environmental quality (74%) and inclusivity/welcoming (73%) rank very highly as well.

TRIP DETAILS

- Oregon visitors spent an average of 6.0 days on their VFR trip in 2021-2022. The Portland region drew half of VFR visitors (51%), by far the leading destination area in the state. Roughly a third visited the Willamette Valley (38%) and/or the Oregon Coast (32%). One-in-five included Southern Oregon (21%), Mt. Hood/Columbia River Gorge (18%), or Central Oregon (17.6%) on their trip. Eastern Oregon lagged the other areas (9%).
- VFR visitors to Oregon spent an average of \$208 per person per day in-destination. Restaurants/dining accounted for the largest share of wallet (\$58 per person per day). Although many likely stayed with their hosts, lodging still ranks second in spending (\$39). Shopping (\$28) and recreation/entertainment (\$22) follow.
- Two-thirds of 2021-2022 Oregon visitors enjoyed food/drink while on their trip, by far the leading activity (69%). The next-in-line activity choices included outdoor recreation (44%), business/family events (35%), and shopping (34%). Another quarter added a scenic ride (25%) to their trip.

SATISFACTION, RECOMMEND, & RETURN

- VFR visitors to Oregon consistently expressed very strong satisfaction in all three measures: satisfaction, recommendations, and likelihood to return.
- Nearly all VFR visitors to Oregon in 2021-2022 were "very satisfied" or "satisfied" with their trip (95%). Further, three-quarters or more assigned top marks to local food (88%), inclusiveness/welcoming (80%), outdoor recreation (79%), and value for money (75%).
- Oregon received a Net Promoter Score (top promoters minus detractors) of 39 among VFR visitors.
- An excellent level of nine-in-ten visitors feel "likely" or "extremely likely" to return to Oregon in the next 12 months (91%).

VFR VISITORS *Who They Are*



Gender

Female: 66.4%

Male: 32.7%

Other: 3.7%



Average Age: 52.2

Gen Z: 9.2%

Millennials: 21.0%

Gen Xers: 23.6%

Boomers or older: 46.1%



Household Income

\$106,732



Marital Status

Married/partnered: 67.7%

Single: 20.3%



Ethnicity

White/Caucasian: 86.2%

Asian: 5.2%

Hispanic/Latino: 4.9%

Black/African American: 2.0%

Native American/Indigenous: 2.0%



Children in Household

Under 18: 19.1%



Accessibility

Has Accessibility Needs: 16.8%

VFR VISITORS *Trip Details*

AVERAGE LENGTH OF STAY

6.0

DAYS

PRIMARY PURPOSE

Visit friends/family

100.0%

TRAVELER TYPE

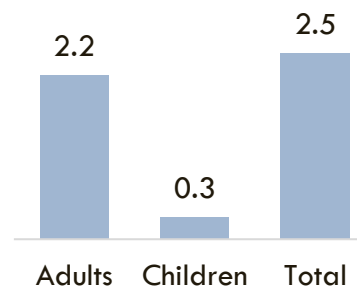
First
Time
13.6%

Repeat
86.4%

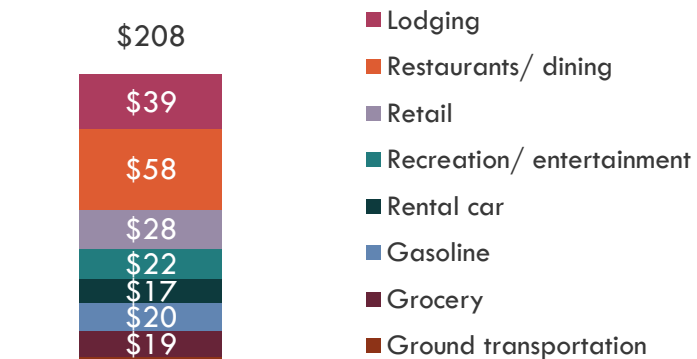
REGION VISITED

Portland Region	50.7%
Oregon Coast	31.8%
Willamette Valley	38.2%
Central Oregon	17.6%
Southern Oregon	20.7%
Mt. Hood/Columbia River Gorge	17.7%
Eastern Oregon	9.2%

AVERAGE PARTY SIZE

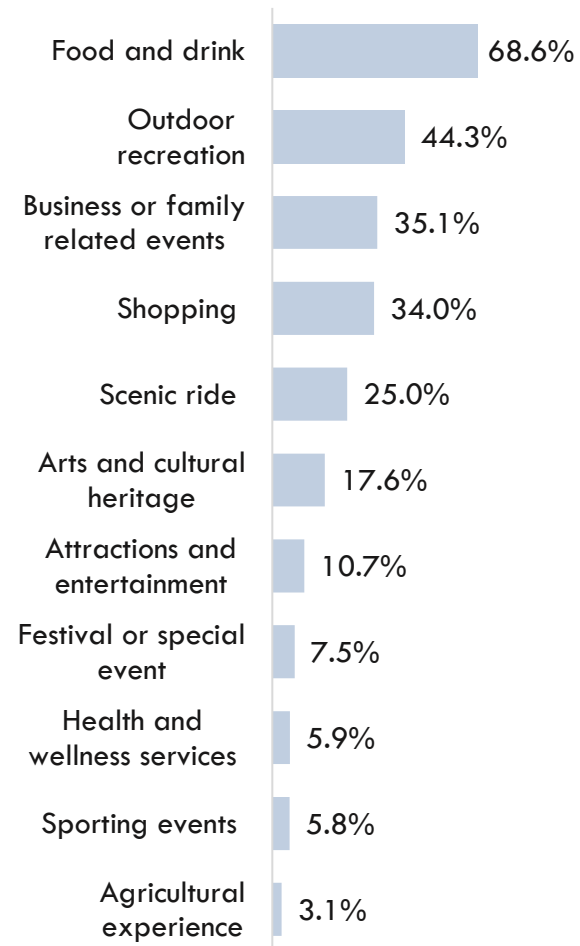


AVERAGE DAILY SPEND PER PERSON



VFR VISITORS *Destination Insights*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
95.1% satisfied



Local Food:
87.9% satisfied



Outdoor Recreation:
79.1% satisfied



Inclusive/Welcoming:
79.7% satisfied



Value for Money:
74.9% satisfied



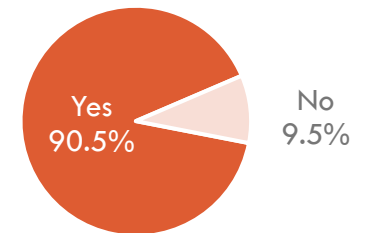
Safe:
71.0% satisfied

LIKELIHOOD TO RECOMMEND

39

NET PROMOTER SCORE

LIKELIHOOD TO RETURN NEXT 12 MONTHS





BUSINESS VISITORS *Summary*

DEMOGRAPHICS

- Business travelers to Oregon in 2021-2022 averaged 46 years of age, skewed somewhat male (55%), were usually married/partnered (75%), and reported very high household incomes (\$137,654). Reflecting their somewhat younger age than most other travel segments, nearly half (47%) lived with children. Most identified as White/Caucasian (80%). One-in-six had accessibility needs (17%).

TRIP PURPOSE

- All business travelers reported some element of business on their trip, primarily saying "business travel" (70%). The segment also included those traveling for a combination of business/leisure travel (21%) and those coming for a conference/convention (10%).
- Four-in-five had been to Oregon before, so relatively few were visiting for the first time (17%).
- A relaxing environment led the list of factors important to the trip decision (83%). Scenic beauty (81%), cuisine (80%), and affordability/value (80%) closely follow. Three-quarters stressed lodging/accommodation options (78%), an inclusive/welcoming environment (77%), safety (77%), and environmental quality (76%).

TRIP DETAILS

- Business travelers spent less than a week on their trip to Oregon (4.9 days) in 2021-2022. The Portland region drew half of business visitors (53%), by far the leading destination area in the state for them. A third visited the Willamette Valley (31%) while one-in-five went to the Oregon Coast (21%), Southern Oregon (21%), or Central Oregon (19%). Somewhat fewer traveled to Mt. Hood/Columbia River Gorge or Eastern Oregon (15% each).
- Business visitors to Oregon spent an average of \$365 per person per day in-destination. Lodging accounted for the largest share of wallet (\$102 per person per day), followed by food/beverage (\$80) and rental cars (\$53). Shopping (\$33) and recreation/entertainment (\$33) follow.
- As with other segments, food/drink lead other activities, selected by half of business travelers (54%). However, business/family related events ranked second (42%), well ahead of the more leisure-oriented choices of outdoor recreation (33%), shopping (22%), and arts/culture options (18%).

SATISFACTION, RECOMMEND, & RETURN

- Business visitors expressed very strong satisfaction with two of the three measures: satisfaction and likelihood to return. Meanwhile, their recommendations for visiting Oregon, while high, lagged the level noted by leisure visitors.
- Almost nine-in-ten business visitors to Oregon in 2021-2022 were "very satisfied" or "satisfied" with their trip (88%). Further, three-quarters or more assigned top marks to local food (86%), inclusiveness/welcoming (80%), outdoor recreation (78%), and value for money (77%).
- Oregon received a lower Net Promoter Score (top promoters minus detractors) of 21 among business visitors.
- An excellent level of nearly nine-in-ten business visitors feel "likely" or "extremely likely" to return to Oregon in the next 12 months (87%).

BUSINESS VISITORS *Who They Are*



Gender

Female: 41.9%

Male: 55.4%

Other: 5.0%



Average Age: 46.3

Gen Z: 5.5%

Millennials: 34.4%

Gen Xers: 37.0%

Boomers or older: 23.0%



Household Income

\$137,654



Marital Status

Married/partnered: 74.7%

Single: 15.5%



Ethnicity

White/Caucasian: 80.2%

Asian: 6.5%

Hispanic/Latino: 5.9%

Black/African American: 3.7%

Native American/Indigenous: 2.9%



Children in Household

Under 18: 47.0%



Accessibility

Has Accessibility Needs: 16.7%

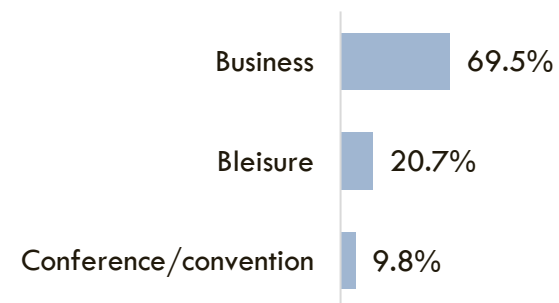
BUSINESS VISITORS *Trip Details*

AVERAGE LENGTH OF STAY

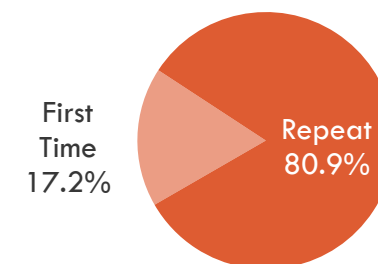
4.9

DAYS

PRIMARY PURPOSE



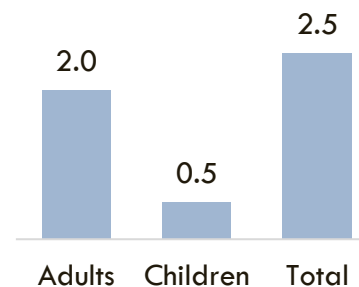
TRAVELER TYPE



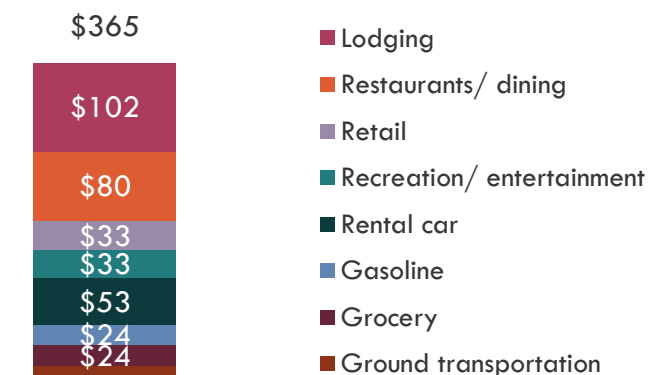
REGION VISITED

Portland Region	52.5%
Oregon Coast	21.1%
Willamette Valley	30.6%
Central Oregon	18.7%
Southern Oregon	20.6%
Mt. Hood/Columbia River Gorge	15.4%
Eastern Oregon	15.0%

AVERAGE PARTY SIZE

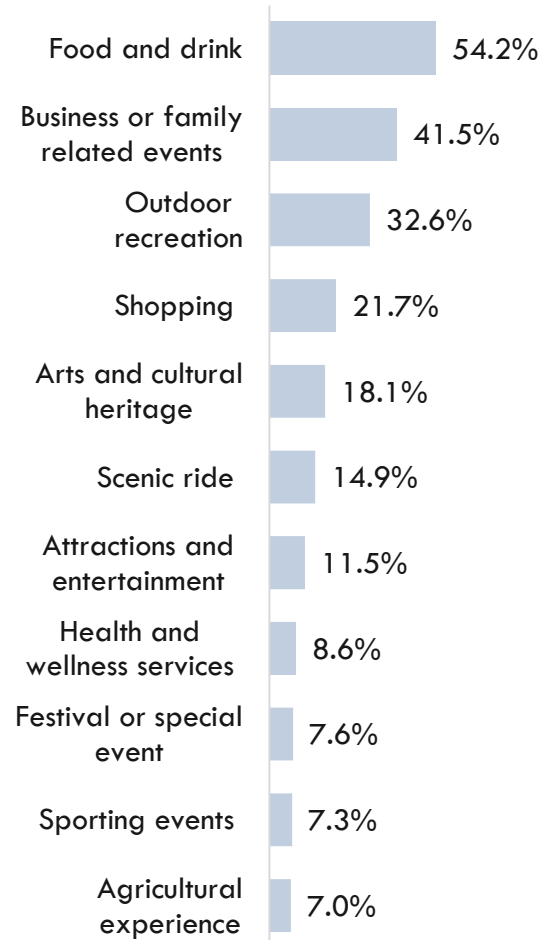


AVERAGE DAILY SPEND PER PERSON



BUSINESS VISITORS *Destination Perceptions*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
87.9% satisfied



Local Food:
86.0% satisfied



Outdoor Recreation:
78.0% satisfied



Inclusive/Welcoming:
80.0% satisfied



Value for Money:
76.9% satisfied



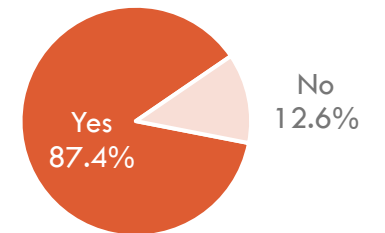
Safe:
72.8% satisfied

LIKELIHOOD TO RECOMMEND

21

NET PROMOTER SCORE

LIKELIHOOD TO RETURN NEXT 12 MONTHS





FIRST TIME VISITORS *Summary*

DEMOGRAPHICS

- First time visitors to Oregon in 2021-2022 averaged 45 years of age, the youngest of these segments. They skewed somewhat female (55%), were usually married/partnered (72%), and reported high average household incomes (\$118,206). Two-in-five lived with children (40%) and most identified as white (74%). One-in-seven (15%) had accessibility needs (15%).

TRIP PURPOSE

- More than half of first-time visitors were taking a vacation/leisure trip (56%). A nearly equal share came to visit friends/family (16%) or came for business (15%). No other purpose exceeds five percent. None (by definition) had been to the state before.
- Scenic beauty (89%) and a relaxing environment (85%) topped the list of important factors for choosing Oregon in 2021-2022. Other leading criteria, cited by at least four-in-five, included cuisine (82%), affordability/value (82%), safety (81%), accommodations/lodging choices (81%), and outdoor recreation (80%).

TRIP DETAILS

- First time visitors averaged less than a week on their trip to Oregon (4.6 days). Portland led other areas of the state in attracting first time visitors (46%), with the Oregon Coast in a somewhat distant second-place (29%). A quarter ventured to the Willamette Valley (24%) while other areas lagged (ranging from 11% to 17%).
- First time visitors to Oregon spent an average of \$312 per person per day in-destination. Lodging accounted for the largest share of wallet (\$75 per person per day), followed not-too-distantly by dining (\$70). Rental car spending (\$42), recreation/entertainment (\$36), and shopping (\$34) consumed most of the rest of the travel budget.
- Food and drink led all other activities on the trip (60%). Just under half participated in outdoor recreation (43%). A quarter shopped (26%) or took a scenic ride (26%). About one-in-five added arts/cultural heritage (20%) or a business/family event (18%) to their trip.

SATISFACTION, RECOMMEND, & RETURN

- First time visitors expressed very strong satisfaction. Overall, nine-in-ten were "very satisfied" or "satisfied" with their trip (91%). Further, more than three-quarters assigned high satisfaction to local food/cuisine (87%), outdoor recreation (84%), inclusiveness/welcoming (81%), safety (78%), and value for money (78%).
- The majority expect to return to Oregon in the next 12 months (66%). While lagging other segments, the level indicates that Oregon was enticing enough to encourage another visit.
- Oregon received Net Promoter Score (top promoters minus detractors) of 26 among first time visitors, relatively low in comparison to other segments.

FIRST TIME VISITORS *Trip Details*



Gender

Female: 55.2%

Male: 44.0%

Other: 3.1%



Average Age: 44.9

Gen Z: 10.1%

Millennials: 38.3%

Gen Xers: 26.5%

Boomers or older: 25.2%



Household Income

\$118,206



Marital Status

Married/partnered: 72.4%

Single: 19.2%



Ethnicity

White/Caucasian: 73.8%

Asian: 9.9%

Hispanic/Latino: 7.6%

Black/African American: 5.1%

Native American/Indigenous: 2.6%



Children in Household

Under 18: 40.1%



Accessibility

Has Accessibility Needs: 14.9%

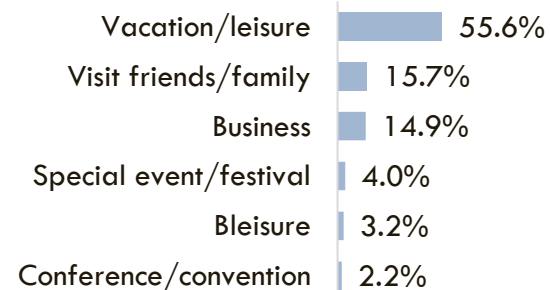
FIRST TIME VISITORS *Trip Details*

AVERAGE LENGTH OF STAY

4.6

DAYS

PRIMARY PURPOSE



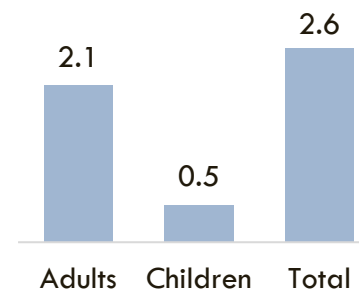
TRAVELER TYPE

First Time
100.0%

REGION VISITED

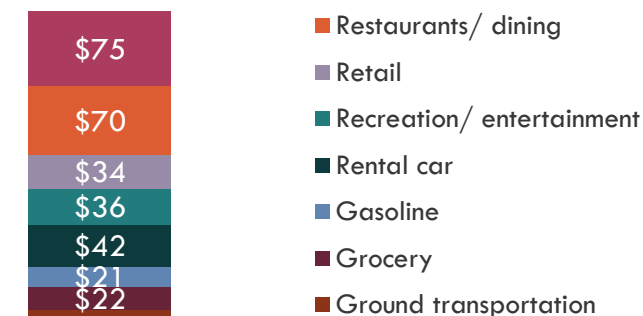
Portland Region	45.5%
Oregon Coast	28.8%
Willamette Valley	23.7%
Central Oregon	15.5%
Southern Oregon	16.6%
Mt. Hood/Columbia River Gorge	16.6%
Eastern Oregon	11.1%

AVERAGE PARTY SIZE



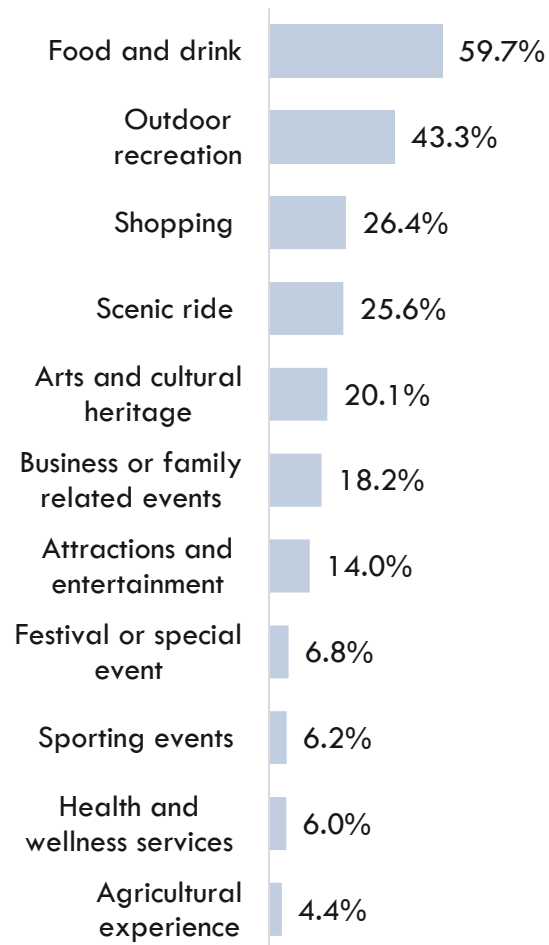
AVERAGE DAILY SPEND PER PERSON

\$312



FIRST TIME VISITORS *Destination Insights*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
90.7% satisfied



Local Food:
87.1% satisfied



Outdoor Recreation:
84.3% satisfied



Inclusive/Welcoming:
80.9% satisfied



Value for Money:
77.8% satisfied



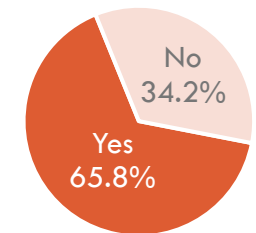
Safe:
78.2% satisfied

LIKELIHOOD TO RECOMMEND

26

NET PROMOTER SCORE

LIKELIHOOD TO RETURN NEXT 12 MONTHS





REPEAT VISITORS *Summary*

DEMOGRAPHICS

- Repeat visitors to Oregon in 2021-2022 averaged 52 years of age, skewed somewhat female (56%), were usually married/partnered (76%), and reported high average household incomes (\$120,708). More than one-in-four lived with children (28%). Most identified as White/Caucasian (85%). One-in-six had accessibility needs (17%).

TRIP PURPOSE

- Half of repeat visitors were taking a vacation/leisure trip (53%). The largest share of remaining visitors came to visit friends/family (21%) and about half that many were on business (12%). All (by definition) had been to the state before.
- Nine-in-ten repeat visitors cited scenic beauty (91%) and a relaxing environment (90%) as an important factor for choosing Oregon in 2021-2022, presumably influencing their repeated visits. Other top factors included affordability/value (83%), food/cuisine (83%), inclusiveness/welcoming (82%), environmental quality (81%), outdoor recreation (80%), and safety (80%).

TRIP DETAILS

- Repeat visitors spent an average of 5.3 days on their trip to Oregon in 2021-2022. Drawing about half of the repeat visitors, the Portland region led other areas in the state (47%). The Oregon Coast (38%) and the Willamette Valley (35%) compete for second-place. Central Oregon (22%), Southern Oregon (22%), and Mt. Hood/Columbia River Gorge (21%) each drew about a fifth of visitors. Eastern Oregon lagged (14%).
- Repeat visitors to Oregon spent an average of \$267 per person per day in-destination. Lodging accounted for the largest share of wallet (\$68), closely followed by food/dining (\$63). Recreation/entertainment (\$31) and shopping (\$30) led remaining types of expenditures.
- Two-thirds of 2021-2022 repeat Oregon visitors enjoyed food/drink while on their trip (64%), the leading activity. Half (48%) participated in outdoor recreation (hiking/biking/fishing, etc.). Another third shopped (31%) and/or took a scenic ride (30%). Another one-in-five added arts/culture (22%) or a business/family event (21%) to their Oregon experiences.

SATISFACTION, RECOMMEND, & RETURN

- Oregon's repeat visitors consistently expressed very strong satisfaction in all three measures: satisfaction, recommendations, and likelihood to return.
- Nearly all repeat visitors to Oregon in 2021-2022 were "very satisfied" or "satisfied" with their trip (95%). Further, at least four-in-five assigned top marks to local food (90%), outdoor recreation (85%), inclusiveness/welcoming (84%), and value for money (81%). Safety was rated almost as highly (77%).
- Oregon received a Net Promoter Score (top promoters minus detractors) of 45 among repeat visitors.
- An excellent level of nine-in-ten visitors feel "likely" or "extremely likely" to return to Oregon in the next 12 months (90%).

REPEAT VISITORS *Who They Are*



Gender

Female: 56.3%

Male: 42.8%

Other: 3.0%



Average Age: 51.6

Gen Z: 5.3%

Millennials: 25.4%

Gen Xers: 27.9%

Boomers or older: 41.4%



Household Income

\$120,708



Marital Status

Married/partnered: 75.9%

Single: 14.6%



Ethnicity

White/Caucasian: 84.8%

Asian: 5.4%

Hispanic/Latino: 5.3%

Black/African American: 2.3%

Native American/Indigenous: 2.7%



Children in Household

Under 18: 28.3%



Accessibility

Has Accessibility Needs: 17.1%

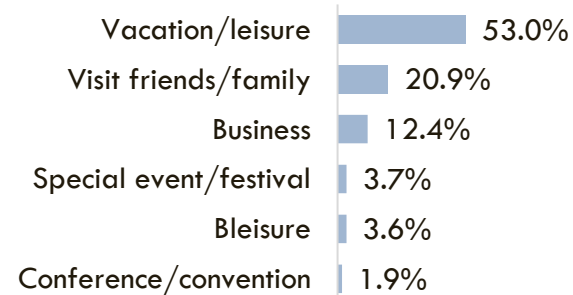
REPEAT VISITORS *Trip Details*

AVERAGE LENGTH OF STAY

5.3

DAYS

PRIMARY PURPOSE



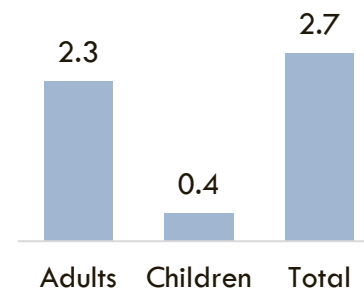
TRAVELER TYPE

Repeat
100.0%

REGION VISITED

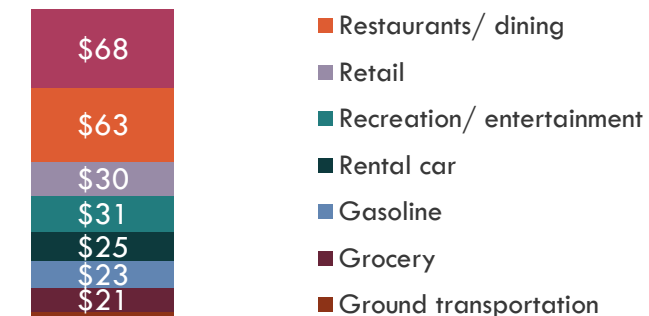
Portland Region	46.9%
Oregon Coast	38.2%
Willamette Valley	35.1%
Central Oregon	22.4%
Southern Oregon	22.2%
Mt. Hood/Columbia River Gorge	21.1%
Eastern Oregon	14.3%

AVERAGE PARTY SIZE



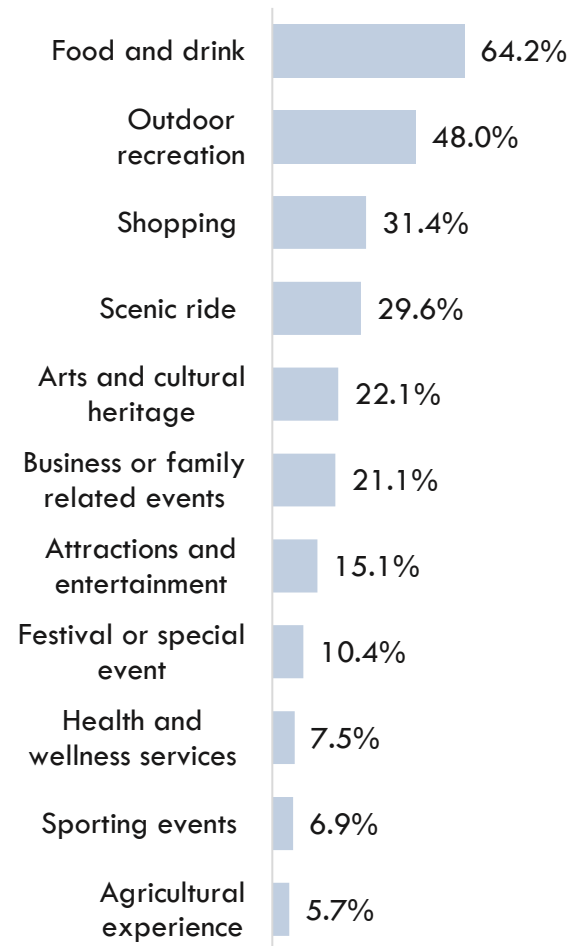
AVERAGE DAILY SPEND PER PERSON

\$267



REPEAT VISITORS *Destination Insights*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
95.3% satisfied



Local Food:
89.5% satisfied



Outdoor Recreation:
85.4% satisfied



Inclusive/Welcoming:
83.8% satisfied



Value for Money:
80.7% satisfied



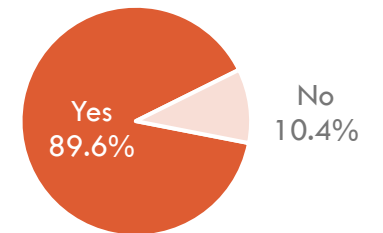
Safe:
76.8% satisfied

LIKELIHOOD TO RECOMMEND

45

NET PROMOTER SCORE

LIKELIHOOD TO RETURN NEXT 12 MONTHS



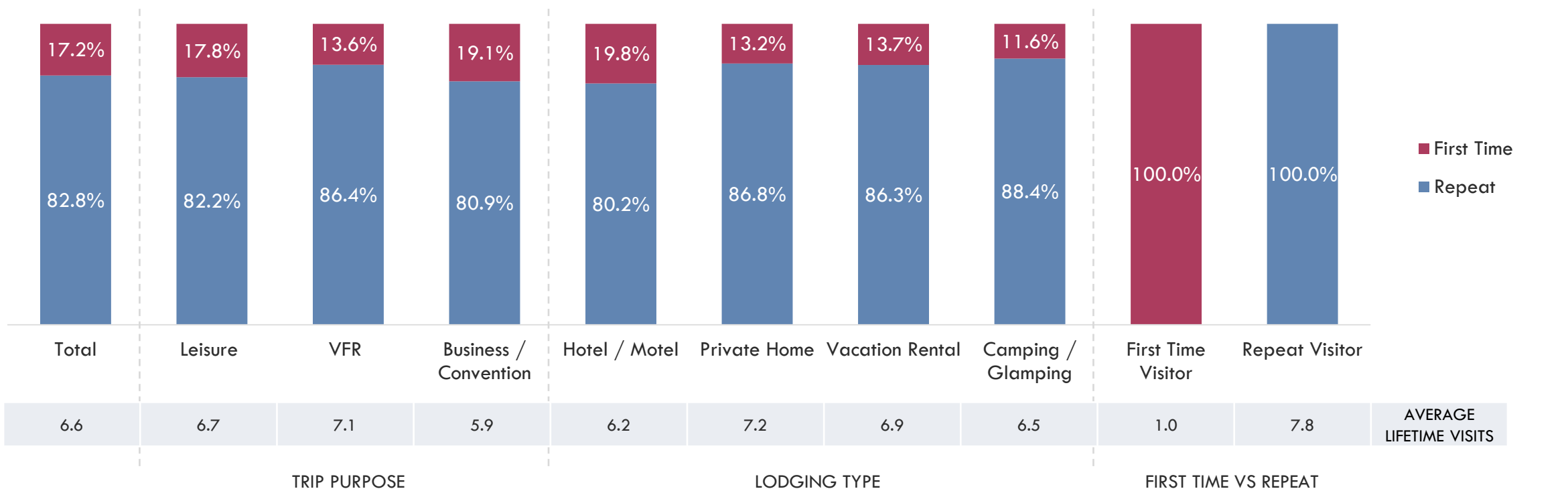


TRIP DETAILS

FIRST TIME VS REPEAT VISITOR

Oregon visitors take frequent trips to (or within) the state, averaging 6.6 trips each. Just one in five visitors between 2021-2022 were first time visitors to Oregon (17.2%).

Figure 1: First Time vs Repeat Visitation



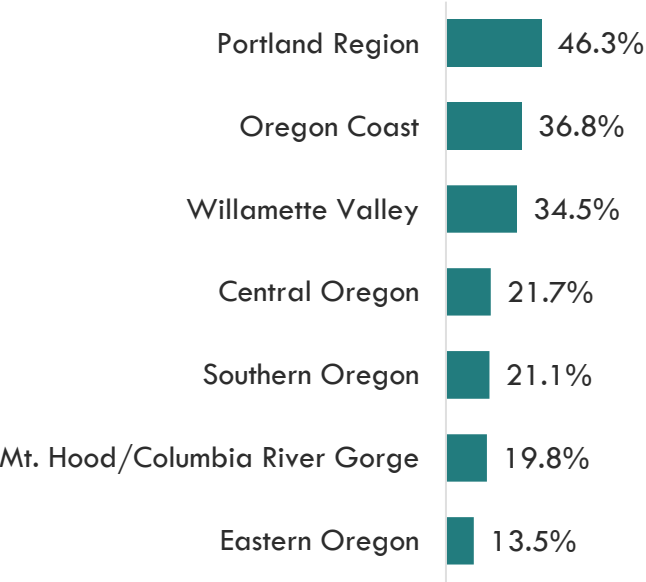
Question: In total, how many trips have you taken to or within Oregon? If this was your first trip to/within Oregon please select 1.

REGIONS VISITED

Nearly half of visitors pointed to the Portland Region as an area they visited on their last trip (46.3%). Another third visited the Oregon Coast (36.8%) and/or the Willamette Valley (34.5%). Eastern Oregon drew the fewest visitors (13.5%).

Figure 2: Regions Visited

Details by Segment



	Trip Purpose					Lodging Type			First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Portland Region	46.3%	42.9%	50.7%	52.5%	47.5%	54.4%	43.0%	35.9%	45.5%	46.9%
Oregon Coast	36.8%	43.0%	31.8%	21.1%	38.0%	34.9%	54.2%	40.5%	28.8%	38.2%
Willamette Valley	34.5%	34.2%	38.2%	30.6%	34.1%	39.6%	38.4%	32.9%	23.7%	35.1%
Central Oregon	21.7%	24.0%	17.6%	18.7%	22.2%	22.4%	31.0%	33.0%	15.5%	22.4%
Southern Oregon	21.1%	21.4%	20.7%	20.6%	24.7%	18.6%	20.4%	35.6%	16.6%	22.2%
Mt. Hood/Columbia River Gorge	19.8%	21.8%	17.7%	15.4%	21.5%	20.8%	26.4%	26.4%	16.6%	21.1%
Eastern Oregon	13.5%	14.7%	9.2%	15.0%	16.4%	10.9%	13.3%	31.0%	11.1%	14.3%
Base	17761	10775	3972	3014	8952	4715	3128	2203	2854	10364

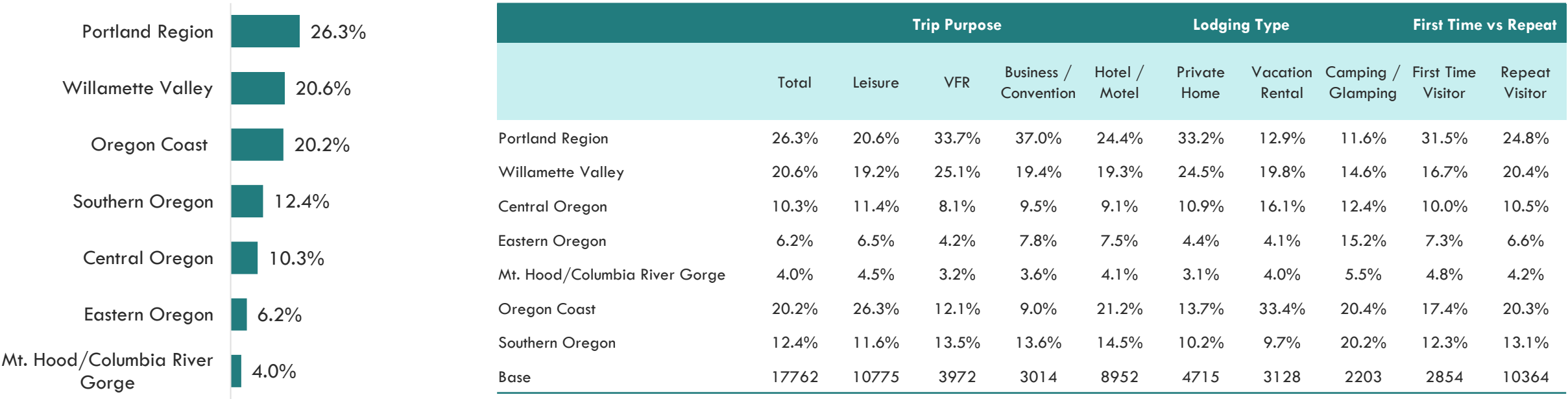
Question: Which region(s) in Oregon did you visit on this trip? (Select all that apply)

PRIMARY REGION VISITED

Over a quarter of 2021-2022 Oregon visitors noted that the Portland Region was their primary destination (26.3%). The Willamette Valley (20.6%) and the Oregon Coast (20.2%) each attracted a fifth of visitors. Those choosing Vacation Rental accommodations were more likely drawn to the Oregon Coast (33.4%) and more campers/glampers came for either the Oregon Coast (20.4%) or Southern Oregon (20.2%) compared to those in other segments.

Figure 3: Primary Region Visited

Details by Segment



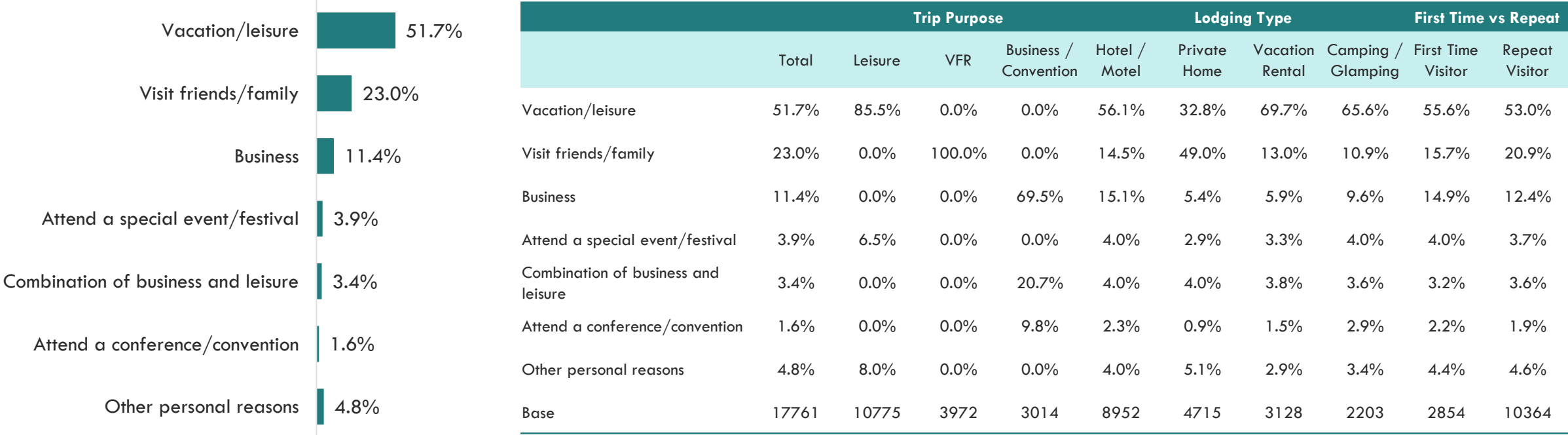
Question: Which region was your primary destination (e.g. the main attraction) for this trip?

PRIMARY PURPOSE OF TRIP

A slim majority of 2021-2022 visitors came to Oregon for leisure/vacation (51.7%), while the largest share of remaining travelers came to visit friends/family (23.0%). One-in-10 came for business (11.4%).

Figure 4: Primary Purpose of Trip

Details by Segment

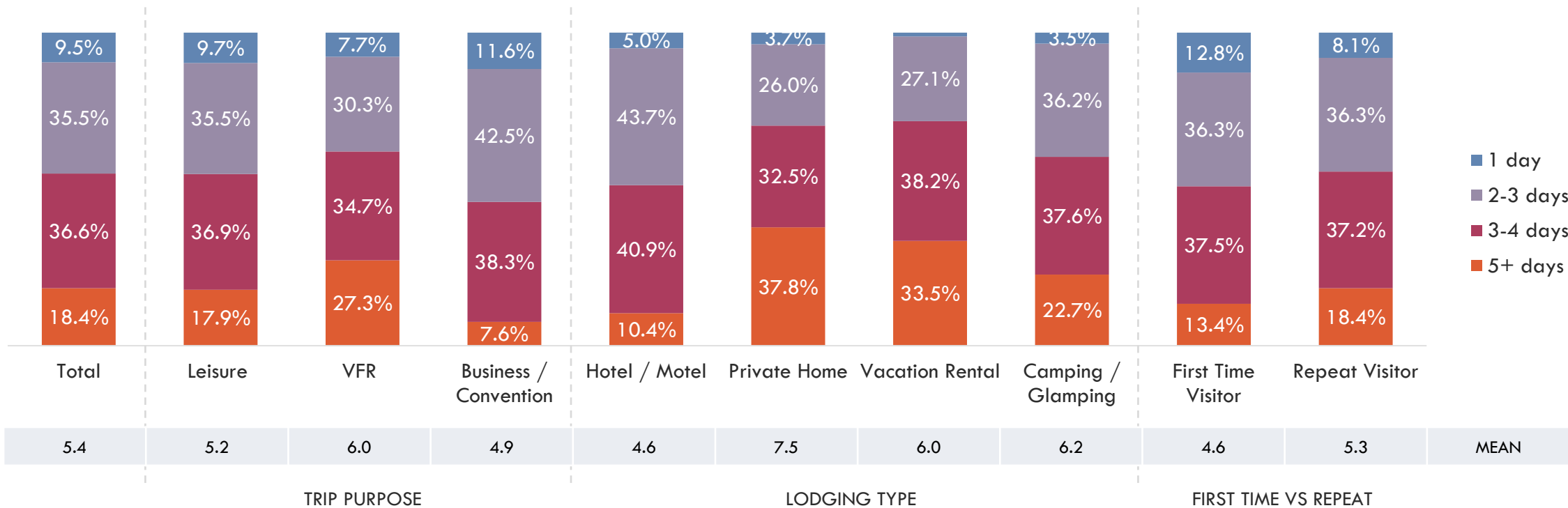


Question: What was the primary purpose of your trip?

LENGTH OF STAY – DAYS

Oregon visitors, during 2021-2022, typically stayed about five days (5.4 days on average). Four segments averaged longer stays, led by those staying in private homes (7.5 days), followed by campers/glampers (6.2 days), VFR visitors (6.0 days), and those staying in vacation rentals (6.0 days). Hotel/motel guests (4.6 days) and first-time visitors (4.6 days) cut the trips a bit shorter.

Figure 5: Average Length of Stay - Days

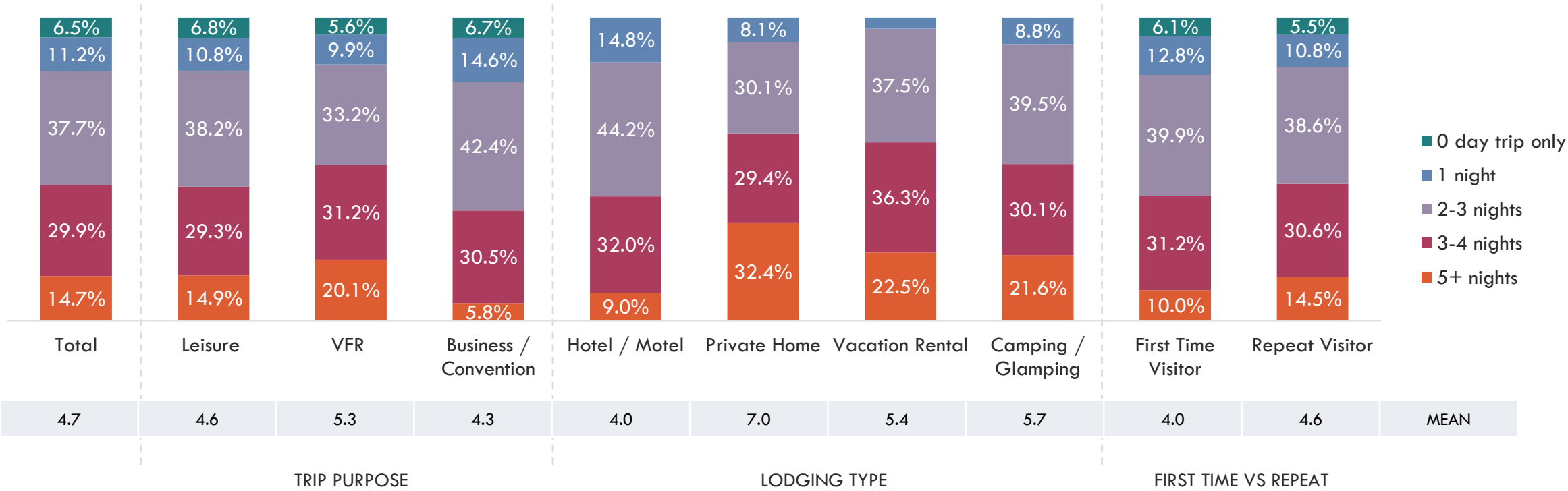


Question: How many days and nights did you spend in Oregon during this trip? Days

LENGTH OF STAY – NIGHTS

Oregon visitors, during 2021-2022, typically stayed less than five nights (4.7 nights on average). Following the same pattern as number of days stayed, four segments averaged more nights, led by those staying in private homes (7.0 nights), followed by campers/glampers (5.7 nights), VFR visitors (5.3 nights), and those staying in vacation rentals (5.4 nights). Hotel/motel guests and first-time visitors (both at 4.0 days) stayed the fewest nights.

Figure 6: Average Length of Stay – Nights



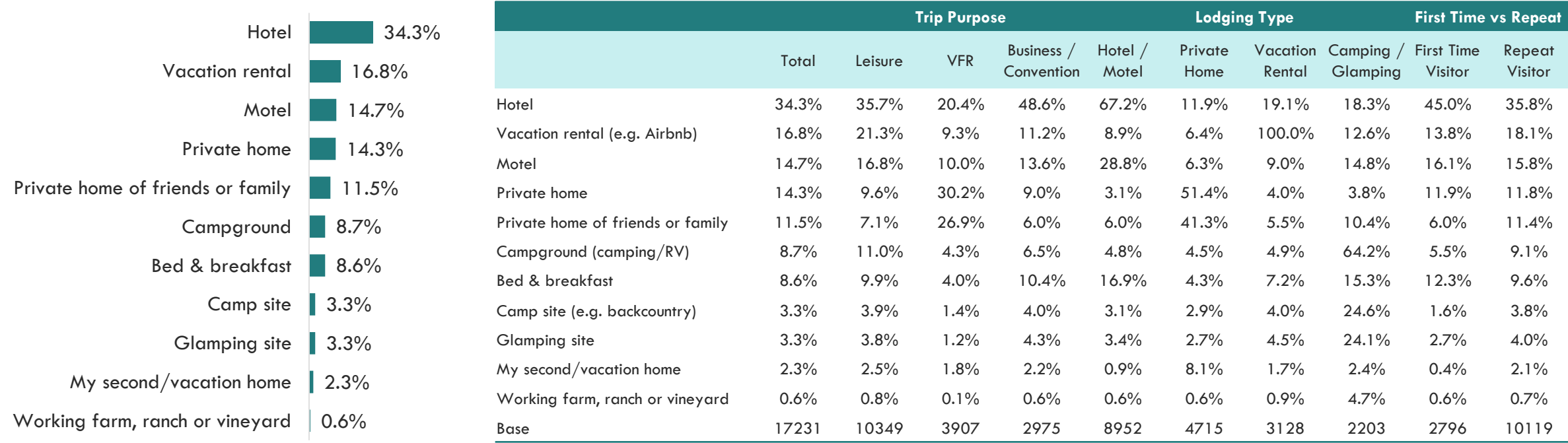
Question: How many days and nights did you spend in Oregon during this trip? Nights

LODGING TYPE

Half of 2021-2022 overnight Oregon visitors chose to stay either a hotel (34.3%) or motel (14.7%). Next-in-line were vacation rentals (16.8%), a private home (14.3%), or the home of friends/family (11.5%). Fewer than one-in-ten selected any other accommodation type.

Figure 7: Lodging Type

Details by Segment



Question: In which type of lodging/accommodations did you stay in during this trip? (Select all that apply)

ARRIVAL TRANSPORTATION

Overall, two thirds of Oregon visitors arrived in their own car (65.9%) while most of the remaining visitors flew (19.5%). However, exceptions occur. First-time visitors were more likely fly (43.5%) than arrive by car (37.8%). Meanwhile, although most campers/glampers arrived by car (40.8%), a third of them drove their own camper/RV/van (31.0%).

Figure 8: Arrival Transportation

Details by Segment

			Trip Purpose					Lodging Type			First Time vs Repeat	
			Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Own car	65.9%	Own car	65.9%	68.0%	65.7%	51.6%	62.0%	66.4%	66.6%	40.8%	37.8%	62.5%
Airplane	19.5%	Airplane	19.5%	17.3%	24.4%	25.9%	24.8%	23.6%	23.4%	15.0%	43.5%	21.3%
Own camper/RV/van	5.8%	Own camper/RV/van	5.8%	7.0%	2.8%	3.6%	1.5%	2.9%	1.3%	31.0%	3.5%	6.0%
Rental car	5.0%	Rental car	5.0%	4.5%	4.4%	9.4%	7.0%	4.0%	5.6%	5.4%	11.2%	5.6%
Train	1.5%	Train	1.5%	1.1%	1.5%	4.1%	1.9%	1.7%	1.3%	1.7%	1.6%	2.0%
Rental camper/RV/van	0.7%	Rental camper/RV/van	0.7%	0.7%	0.3%	2.2%	0.8%	0.6%	0.8%	3.4%	0.3%	1.0%
Bicycle	0.3%	Bicycle	0.3%	0.3%	0.1%	0.6%	0.3%	0.0%	0.2%	0.4%	0.2%	0.3%
Motorcycle	0.5%	Motorcycle	0.5%	0.5%	0.2%	0.8%	0.7%	0.2%	0.1%	1.1%	0.3%	0.5%
Tour bus	0.3%	Tour bus	0.3%	0.2%	0.1%	1.5%	0.4%	0.1%	0.4%	1.0%	0.7%	0.3%
Highway bus	0.1%	Highway bus (e.g. Greyhound, Bolt)	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.0%	0.2%	0.1%
Ride sharing platform(s)	0.3%	Ride sharing platform(s) (e.g. Uber, Lyft)	0.3%	0.2%	0.5%	0.2%	0.3%	0.3%	0.1%	0.2%	0.5%	0.3%
Boat or other water transportation	0.1%	Boat or other water transportation	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	0.1%
		Base	9305	6795	1546	964	5325	1984	1937	1646	1312	5614

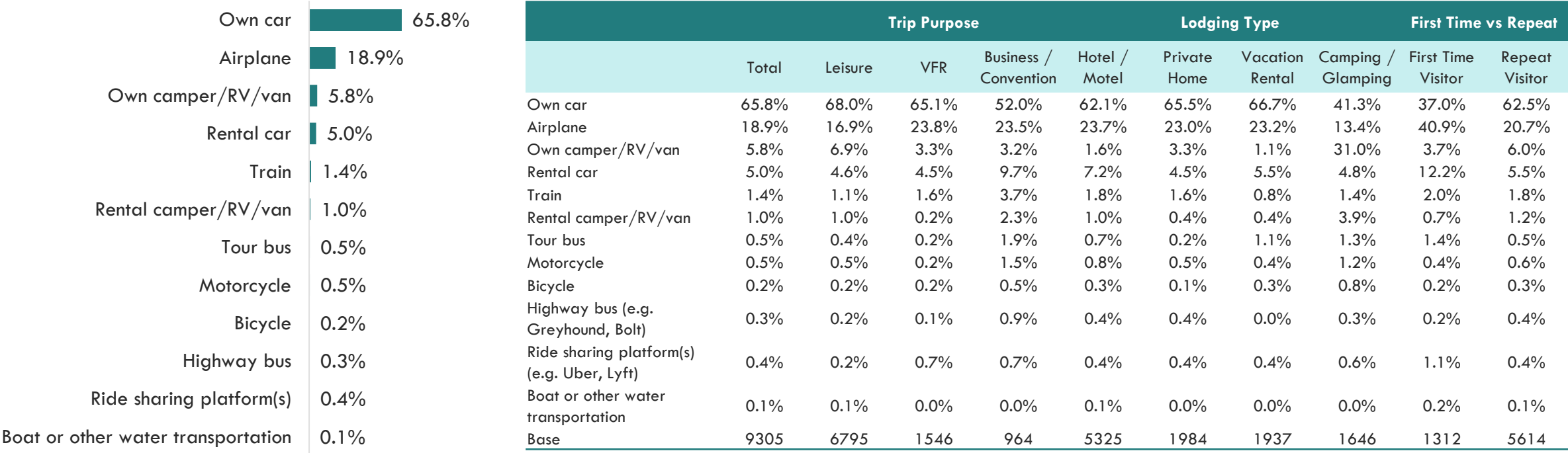
Question: How did you arrive for this trip and how did you depart? Arrival

DEPARTURE TRANSPORTATION

Very similar to the arrival method, two thirds of Oregon visitors went home in their own car (65.8%) while most of the remaining visitors flew (18.9%). First-time visitors were more likely to leave by air (40.9%) than car (37.0%). Meanwhile, campers/glampers left by their own car (41.3%) or their own camper/RV/van (31.0%).

Figure 9: Departure Transportation

Details by Segment



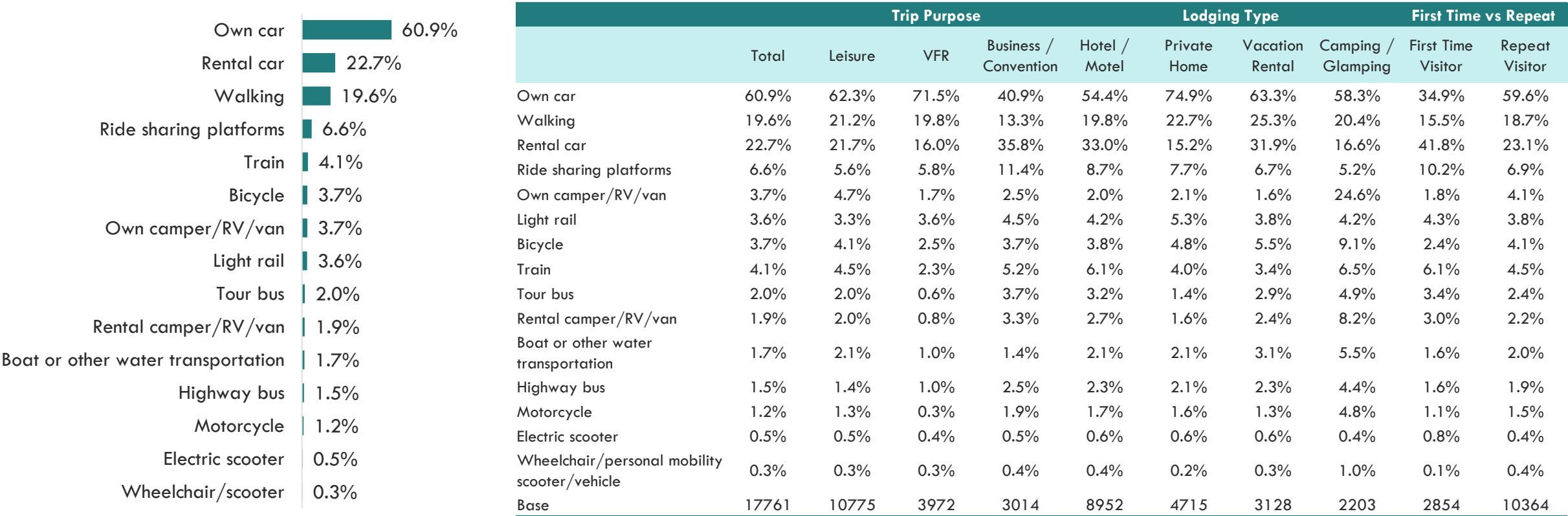
Question: How did you arrive for this trip and how did you depart? Departure

IN-DESTINATION TRANSPORTATION

With most visitors driving to Oregon for their 2021-2022 visit, they continued to use their own car for transportation while there (60.9%). A rental car was the second-most common transportation used (22.7%). One-in-five enjoyed walking while visiting (19.6%).

Figure 10: In-Destination Transportation

Details by Segment



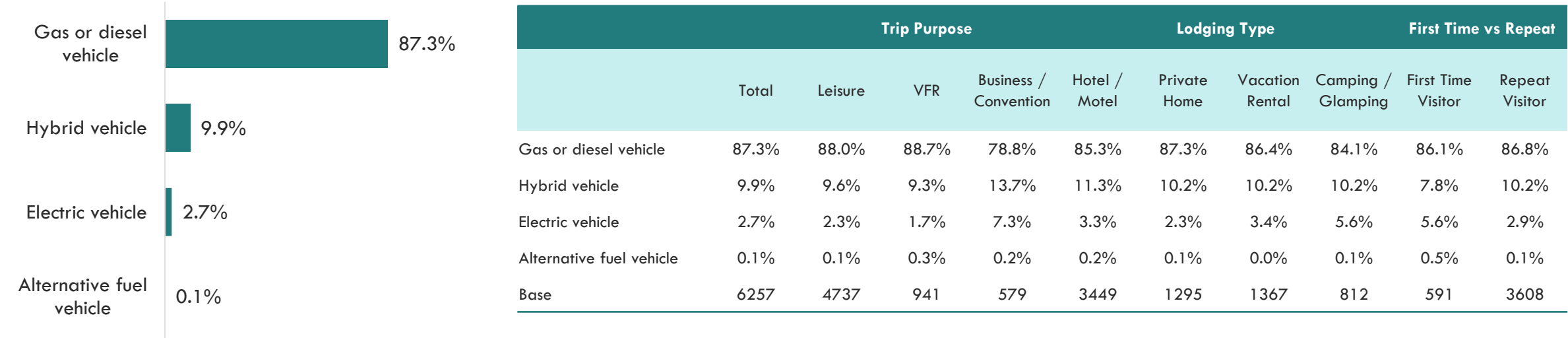
Question: Which modes of transportation did you use in the destination(s) you visited? (Select all that apply)

VEHICLE TYPE

Those traveling to/from Oregon in their own vehicle usually came by one that was powered by gas or diesel (87.3%). Hybrids accounted for about one-in-ten (9.9%).

Figure 11: Vehicle Type

Details by Segment

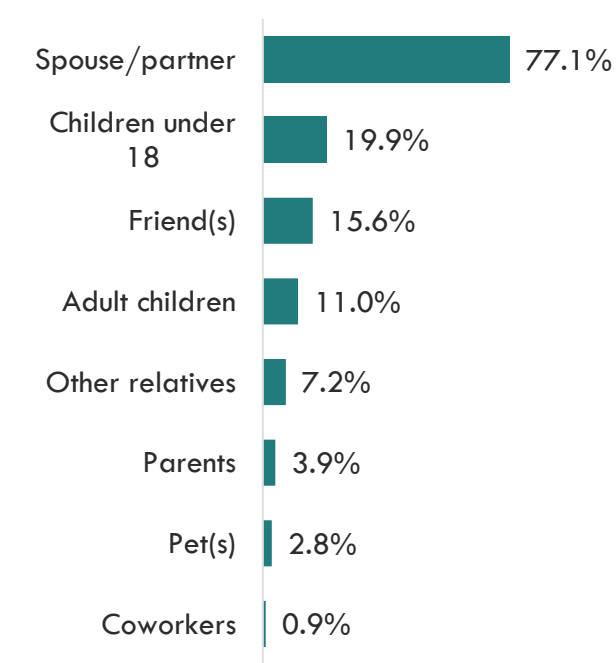


Question: What type of vehicle did you use?

PARTY COMPOSITION

Three-quarters of visitors to Oregon in 2021-2022 traveled with their spouse/partner (77.1%) while just a fifth brought their children under 18 (19.9%). Even fewer travel with friends (15.6%) or adult children (11.0%). Extended family (7.2%), parents (3.9%), pets (2.8%), and coworkers (0.9%) were infrequent travel companions.

Figure 12: Travel Party Composition



Details by Segment

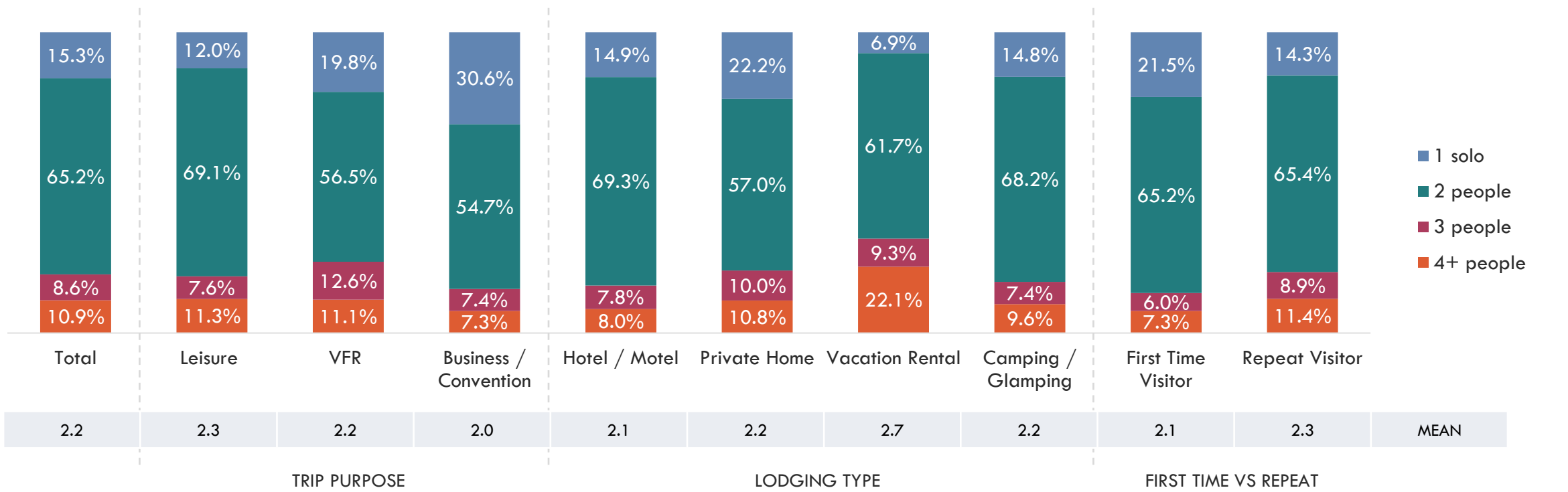
	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Spouse/partner	77.1%	79.9%	68.7%	71.2%	79.6%	70.5%	80.9%	83.7%	80.2%	76.9%
Children under 18	19.9%	19.3%	18.0%	29.4%	21.4%	20.9%	23.9%	29.7%	26.8%	21.6%
Friend(s)	15.6%	16.2%	13.1%	16.5%	13.6%	17.5%	19.3%	16.4%	13.1%	16.3%
Adult children	11.0%	9.5%	17.8%	8.5%	9.1%	14.8%	13.9%	7.2%	6.7%	10.9%
Other relatives	7.2%	6.1%	12.9%	4.4%	6.2%	9.0%	9.5%	4.0%	5.3%	7.9%
Parents	3.9%	3.5%	5.3%	4.6%	3.3%	3.8%	5.2%	3.5%	2.8%	3.7%
Pet(s)	2.8%	2.9%	2.9%	2.0%	2.0%	3.0%	3.4%	5.3%	0.9%	2.4%
Coworkers	0.9%	0.2%	0.0%	9.3%	1.5%	0.8%	0.7%	0.8%	2.3%	0.8%
Base	8073	6095	1280	698	4605	1632	1820	1473	1060	4903

Question: Who were you traveling with? (Select all that apply)

TRAVEL PARTY SIZE – ADULTS

Two-thirds of visitors traveled to Oregon with one other adult companion (65.2%). Consistent with that, the average travel party size hovered near two adults (2.2 adults overall, typically falling with the narrow range of 2.0 to 2.3 adults). Only one segment diverges notably from that average: those renting a vacation rental (2.7 adults in their travel party).

Figure 13: Average Party Size – Adults

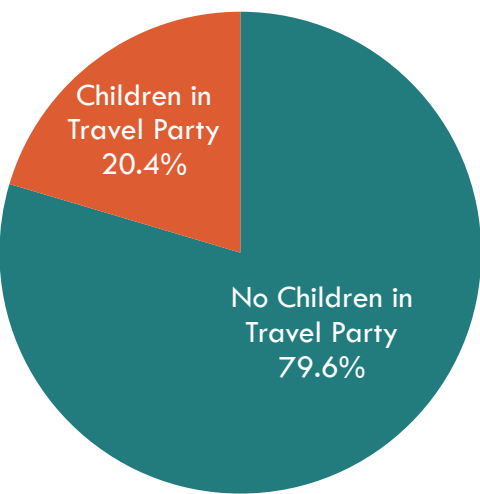


Question: How many people (including yourself) were in your immediate travel party? Adults (18 years and older)

CHILDREN IN TRAVEL PARTY

Four-in-five visitors did not bring children with them (79.6%). Campers/glampers were the most likely segment to share the trip with children (30.4%).

Figure 14: Children in Travel Party



Details by Segment

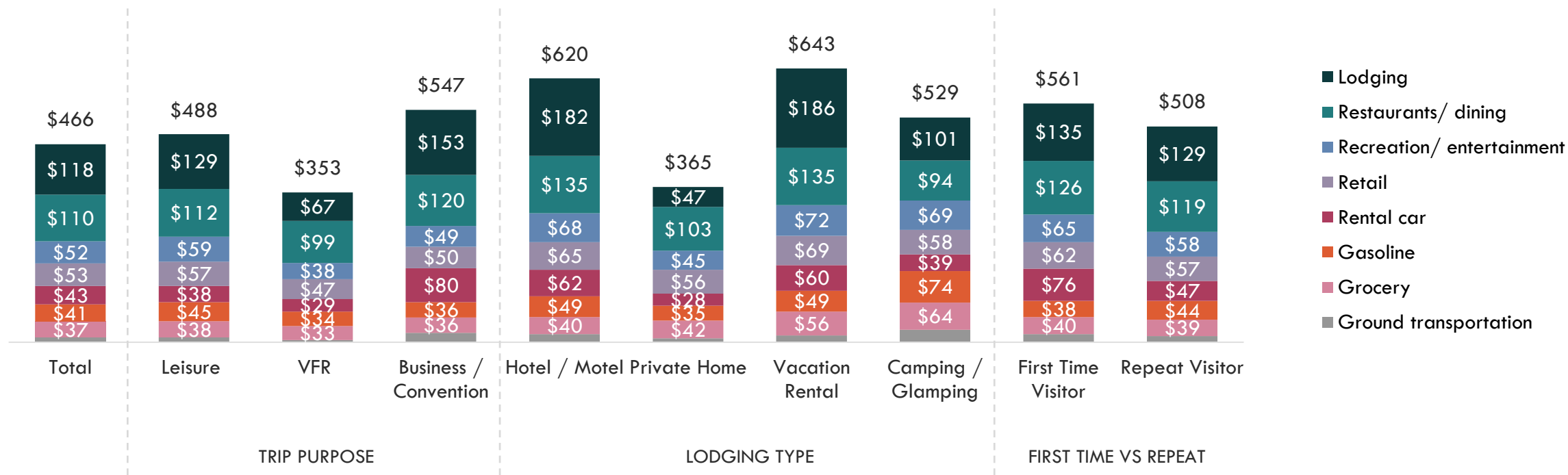
	Trip Purpose					Lodging Type			First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
No Children in Travel Party	79.6%	80.1%	81.4%	72.5%	78.8%	79.4%	73.7%	69.6%	73.6%	77.7%
Children in Travel Party	20.4%	19.9%	18.6%	27.5%	21.2%	20.6%	26.3%	30.4%	26.4%	22.3%
Mean	0.4	0.4	0.3	0.5	0.4	0.4	0.5	0.6	0.5	0.4
Base	9293	6786	1545	962	5315	1983	1933	1640	1311	5604

Question: How many people (including yourself) were in your immediate travel party? Children (17 years and under)

PER PARTY PER DAY SPEND

On average, visitors to Oregon spent \$466 per travel party per day in 2021-2022. The biggest spenders were those staying in hotels/motels (\$620) or vacation rentals (\$643); VFR visitors spent the least (\$353).

Figure 15: Per Party Per Day Spend

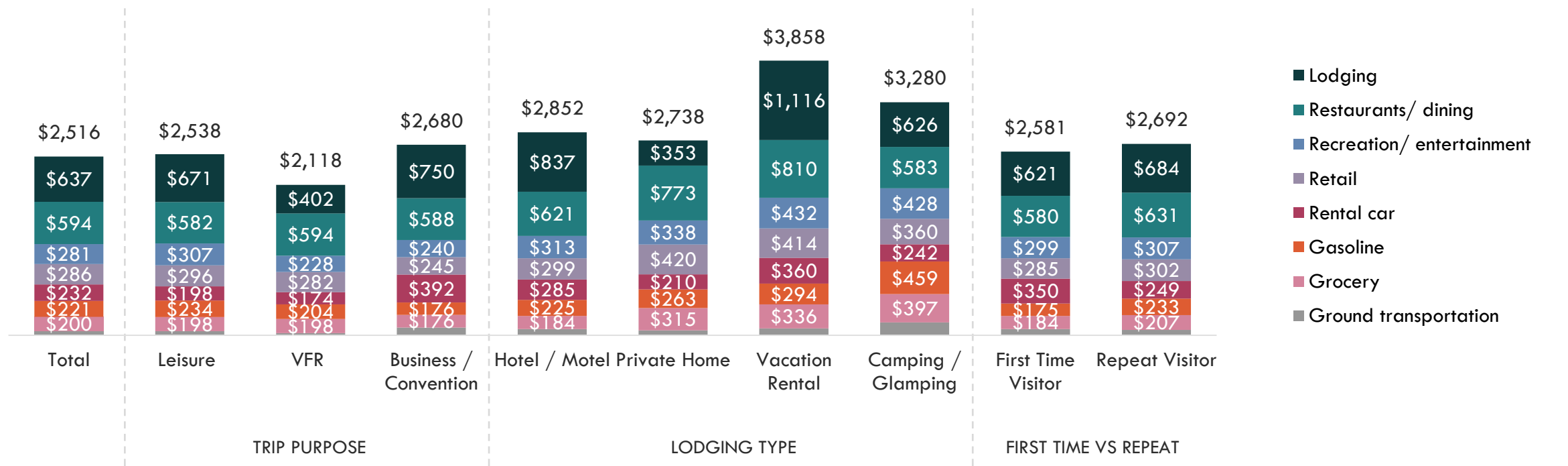


Question: Excluding airfare, please tell us approximately how much you spent PER DAY in Oregon on each of the following categories.

PER PARTY PER TRIP SPEND

The average travel party spending for the 2021-2022 Oregon trip averaged \$2,510. When accounting for length of stay, the highest spend occurred for those staying in vacation rentals (\$3,858) followed by campers/glampers (\$3,280). VFR visitors spent the least (\$2,118).

Figure 16: Per Party Per Trip Spend

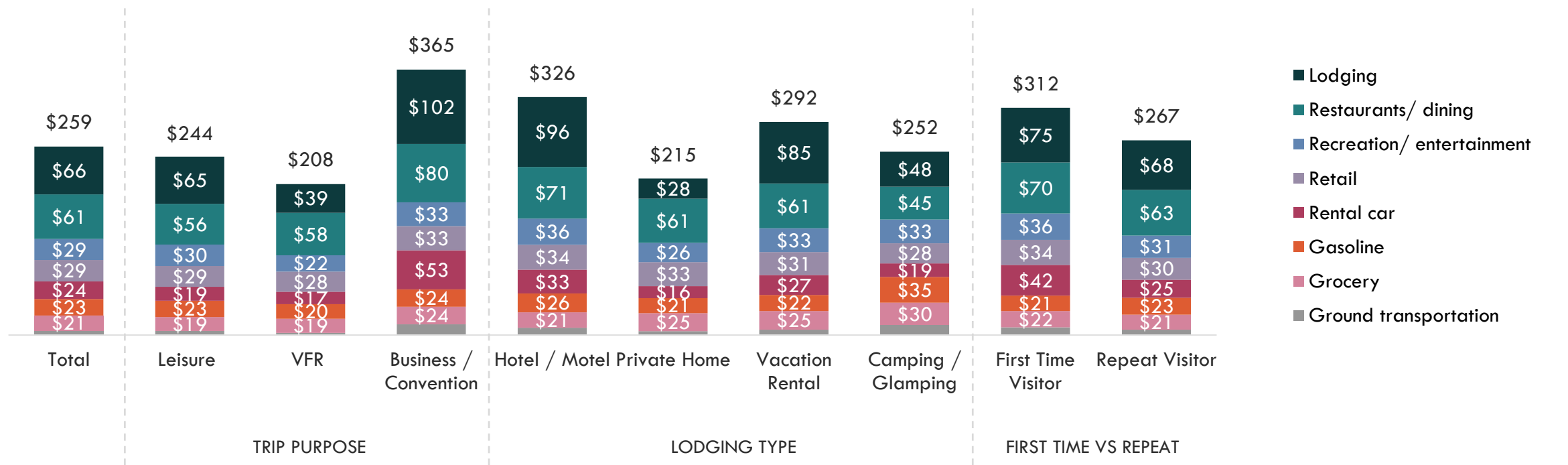


Question: Excluding airfare, please tell us approximately how much you spent PER DAY in Oregon on each of the following categories.

PER PERSON PER DAY SPEND

In 2021-2022, visitors to Oregon spent an average of \$259 per person per day in-destination. Business travelers spent the highest daily per person amount (\$365), followed by hotel/motel guests (\$326) and first-time visitors (\$312). As noted for the per party trip spend, VFRs spent the least (\$208).

Figure 17: Per Person Per Day Spend

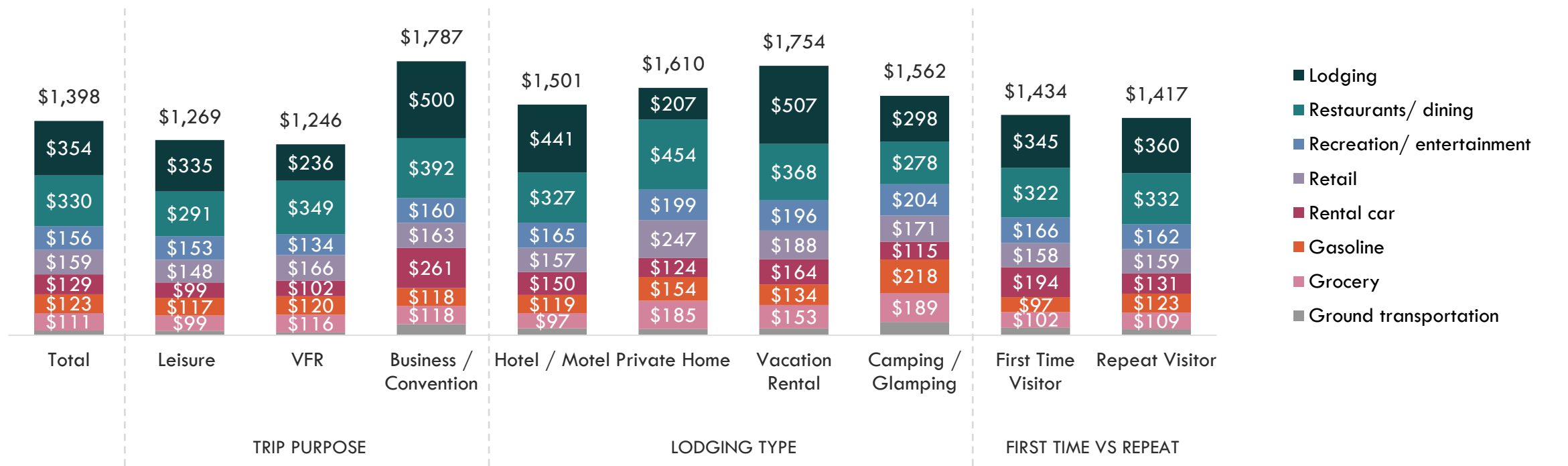


Question: Excluding airfare, please tell us approximately how much you spent PER DAY in Oregon on each of the following categories.

PER PERSON PER TRIP SPEND

Travelers to Oregon in 2021-2022 averaged \$1,398 per person on their trip. Business travelers lead other segments, averaging \$1,787 each, followed closely by those staying in vacation rentals (\$1,754). VFR visitors spent the least per person on their Oregon trip (\$1,246).

Figure 18: Per Person Per Trip Spend

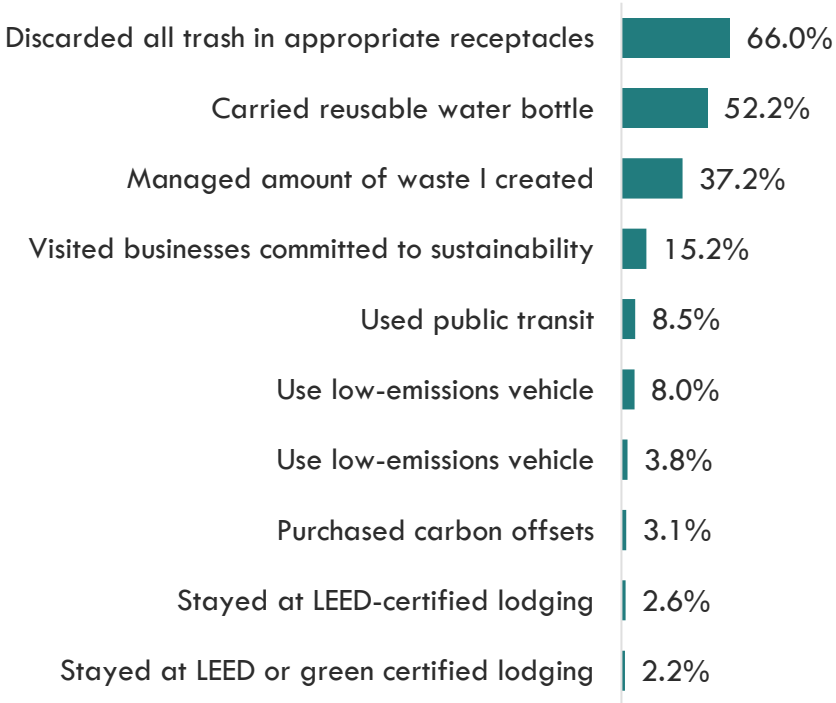


Question: Excluding airfare, please tell us approximately how much you spent PER DAY in Oregon on each of the following categories.

SUSTAINABLE BEHAVIOR

Oregon visitors usually practiced at least some sustainable behaviors in 2021-2022, with two-thirds conscientiously discarding trash (66.0%) and more than half carrying reusable water bottles (52.2%). Another third paid attention to the amount of waste they created (37.2%) and some supported businesses committed to sustainability (15.2%). A few used eco-friendly transportation (public transit, low emission vehicles, etc.).

Figure 34: Sustainable Behavior



Details by Segment

	Trip Purpose					Lodging Type			First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Discarded all trash in appropriate receptacles	66.0%	68.2%	73.0%	48.3%	64.4%	71.2%	75.6%	65.6%	48.9%	63.1%
Carried reusable water bottle	52.2%	54.8%	55.8%	37.8%	51.5%	55.6%	61.9%	57.2%	39.8%	50.3%
Managed amount of waste I created	37.2%	39.8%	37.3%	27.5%	36.5%	39.3%	44.7%	47.3%	24.1%	36.0%
Visited businesses committed to sustainability	15.2%	14.9%	15.0%	16.3%	17.2%	16.6%	20.3%	19.3%	14.2%	14.6%
Used public transit	8.5%	7.9%	8.1%	10.8%	10.5%	10.3%	9.1%	11.4%	10.6%	8.9%
Use low-emissions vehicle	8.0%	7.3%	9.6%	8.1%	8.0%	10.6%	8.3%	7.6%	7.3%	6.9%
Use low-emissions vehicle (e.g. EV or hybrid car)	3.8%	4.5%	2.5%	3.4%	5.3%	3.5%	5.2%	6.0%	3.0%	4.4%
Purchased carbon offsets	3.1%	3.3%	1.4%	4.6%	5.0%	2.3%	3.6%	7.2%	4.5%	3.5%
Stayed at LEED-certified lodging	2.6%	2.7%	1.4%	3.5%	4.2%	1.8%	2.5%	4.0%	3.3%	2.7%
Stayed at LEED or green certified lodging	2.2%	2.5%	1.0%	2.6%	3.6%	1.5%	4.1%	5.2%	2.5%	2.7%
Base	17613	10662	3946	3005	8885	4676	3091	2192	2842	10291

Question: Which of the following did you do for or during your Oregon trip? (Select all that apply)



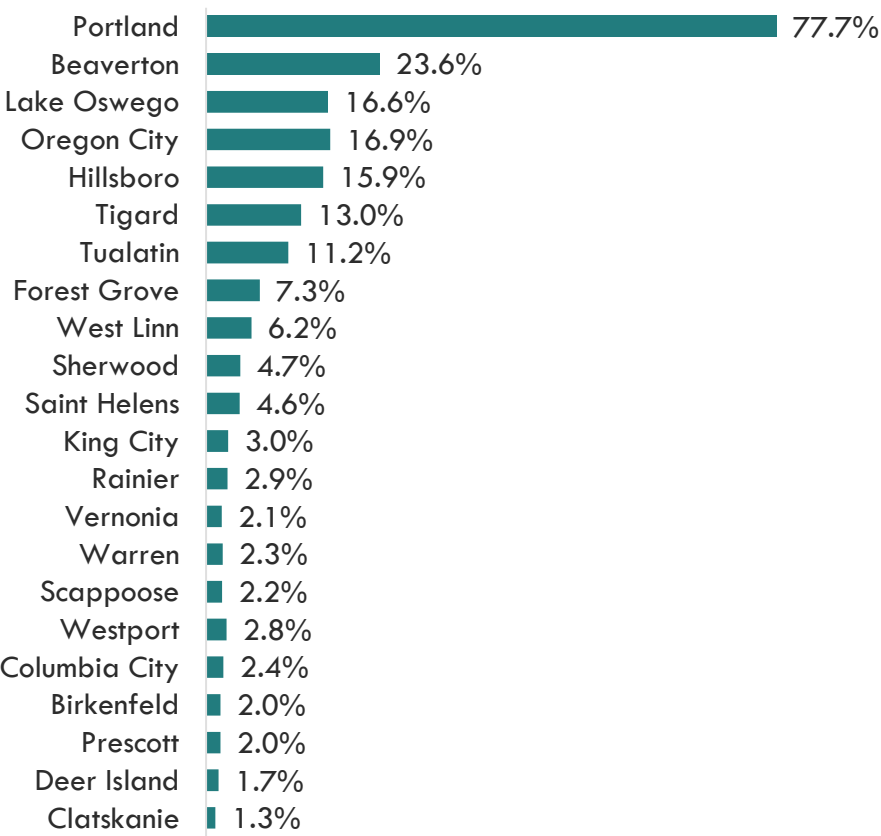
REGION DETAILS

PORTLAND REGION CITIES VISITED

Among those who visited the Portland region as their primary region, the city of Portland was most visited in 2021-2022 (77.7%). Beaverton, at about a third of the level of Portland, ranks second (23.6%). Lake Oswego, Oregon City, and Hillsboro form a third tier (ranging from 15.9% to 16.6% of visitors).

Each segment reported similar visitation patterns, except Fewer Campers/Glampers mentioned Portland. However, the city still attracted half of them (52.6%).

Figure 19: Portland Region Cities Visited



Question: Which cities in the Portland region did you visit on the most recent trip? (Select all that apply)

PORTLAND REGION CITIES VISITED continued

Details by Segment

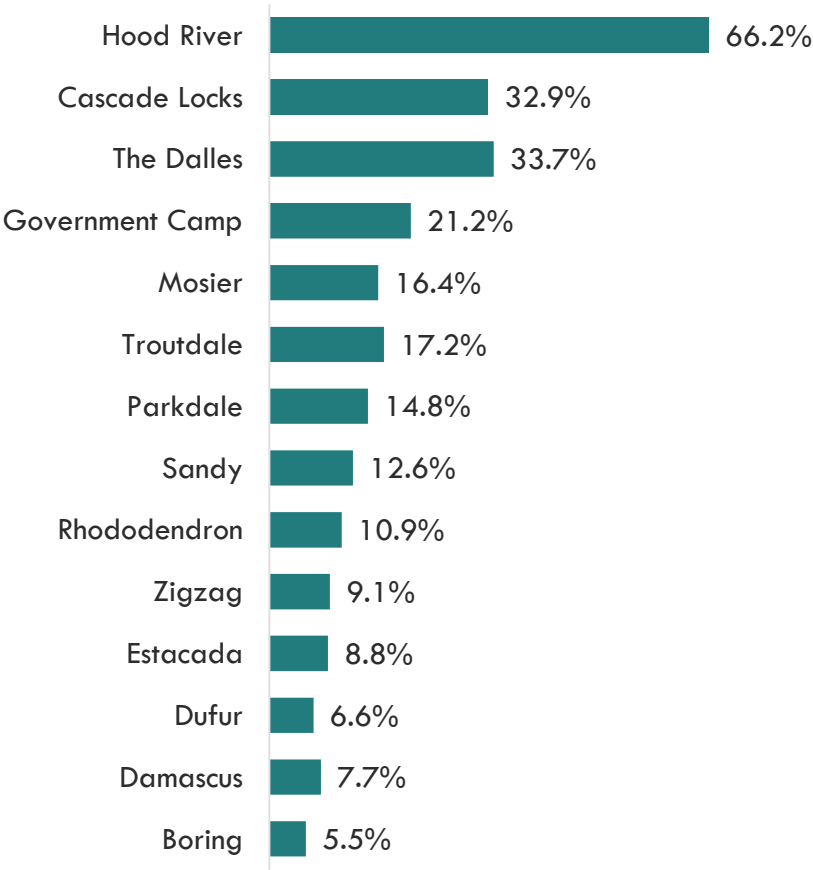
	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Portland	77.7%	78.5%	77.3%	75.1%	76.3%	80.7%	80.2%	52.6%	74.0%	77.0%
Beaverton	23.6%	18.8%	29.8%	27.9%	21.2%	34.7%	31.1%	14.2%	13.2%	25.2%
Lake Oswego	16.6%	14.4%	18.5%	21.1%	15.6%	22.7%	23.2%	18.6%	11.0%	16.1%
Oregon City	16.9%	16.7%	15.4%	22.2%	16.1%	20.7%	26.9%	25.8%	15.5%	16.3%
Hillsboro	15.9%	14.5%	18.7%	14.9%	16.4%	21.8%	15.6%	18.2%	6.3%	17.1%
Tigard	13.0%	10.6%	15.1%	17.7%	12.5%	16.4%	16.5%	11.9%	8.1%	12.7%
Tualatin	11.2%	10.5%	10.9%	15.4%	11.1%	14.3%	12.5%	15.6%	4.1%	9.8%
Forest Grove	7.3%	8.6%	6.2%	5.0%	8.5%	6.7%	8.9%	16.3%	5.4%	8.0%
West Linn	6.2%	5.3%	5.7%	11.7%	5.3%	9.4%	9.5%	8.6%	3.6%	5.5%
Sherwood	4.7%	5.1%	2.7%	8.3%	5.3%	4.2%	7.7%	11.1%	6.7%	4.5%
Saint Helens	4.6%	5.4%	3.5%	4.2%	5.6%	5.1%	13.2%	14.4%	5.3%	5.1%
King City	3.0%	3.4%	1.4%	5.9%	4.3%	3.2%	9.4%	13.9%	3.7%	3.3%
Rainier	2.9%	3.1%	2.0%	4.7%	3.9%	2.6%	7.3%	9.9%	4.7%	3.5%
Vernonia	2.1%	3.0%	0.1%	3.7%	3.2%	1.5%	6.5%	12.6%	2.0%	2.5%
Warren	2.3%	2.7%	0.6%	4.9%	2.9%	2.0%	7.8%	11.1%	3.9%	3.0%
Scappoose	2.2%	2.0%	1.6%	4.9%	2.6%	3.7%	5.4%	8.7%	2.4%	2.5%
Westport	2.8%	3.3%	1.4%	4.3%	3.8%	2.1%	8.4%	9.8%	4.5%	3.3%
Columbia City	2.4%	3.1%	0.7%	3.8%	3.4%	1.7%	6.6%	11.7%	4.7%	3.0%
Birkenfeld	2.0%	3.2%	0.3%	1.1%	3.1%	0.6%	3.9%	9.8%	2.2%	2.7%
Prescott	2.0%	2.6%	0.7%	3.0%	2.9%	1.0%	5.4%	9.1%	1.9%	3.0%
Deer Island	1.7%	2.5%	0.5%	1.9%	2.7%	1.2%	4.6%	10.6%	2.7%	2.3%
Clatskanie	1.3%	1.8%	0.1%	2.1%	2.0%	0.7%	3.1%	9.8%	0.8%	1.8%
Base	1553	833	502	218	962	452	169	187	321	969

Question: Which cities in the Portland region did you visit on the most recent trip? (Select all that apply)

MT. HOOD & GORGE CITIES VISITED

Of those visiting the Mt. Hood & Columbia River Gorge as their primary region, two-thirds stopped in Hood River, by far the most-visited city in the area (66.2%). Regardless of segment, Hood River always tops the list. Cascade Locks (32.9%) and The Dalles (33.7%) each drew about half as many as Hood River as they vie for the second-place spot.

Figure 20: Mt. Hood & Columbia River Gorge Cities Visited



Question: Which cities in the Mt. Hood & the Columbia River Gorge region did you visit on the most recent trip? (Select all that apply)

MT. HOOD & GORGE CITIES VISITED continued

Details by Segment

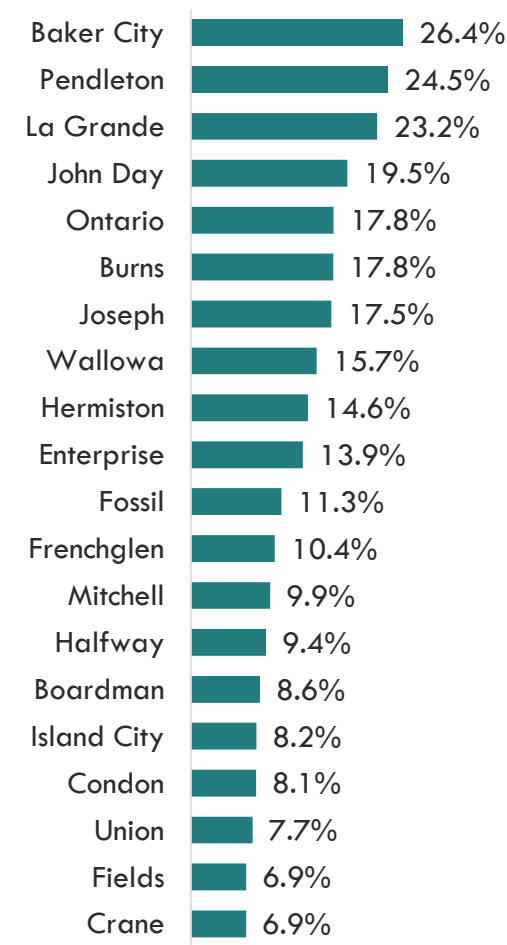
	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Hood River	66.2%	69.4%	63.3%	50.2%	64.2%	69.1%	73.8%	53.9%	44.5%	67.9%
Cascade Locks	32.9%	33.6%	29.4%	32.5%	34.1%	27.1%	20.8%	35.2%	34.8%	33.3%
The Dalles	33.7%	32.6%	45.9%	28.6%	38.6%	37.0%	23.2%	32.5%	32.2%	35.7%
Government Camp	21.2%	22.0%	5.9%	31.5%	19.0%	16.8%	35.6%	26.7%	22.5%	22.1%
Mosier	16.4%	15.8%	7.0%	28.6%	22.5%	18.0%	15.7%	23.1%	15.8%	18.5%
Troutdale	17.2%	18.2%	19.5%	9.2%	15.7%	30.5%	18.9%	27.5%	4.4%	18.4%
Parkdale	14.8%	14.3%	9.9%	22.6%	14.7%	16.9%	11.0%	16.0%	15.5%	15.2%
Sandy	12.6%	12.3%	13.0%	13.5%	8.1%	17.0%	19.0%	20.4%	5.3%	13.2%
Rhododendron	10.9%	11.5%	7.4%	10.4%	7.6%	15.2%	29.6%	13.1%	4.2%	11.7%
Zigzag	9.1%	9.6%	2.8%	12.1%	8.6%	11.5%	19.7%	9.9%	5.5%	8.7%
Estacada	8.8%	5.3%	2.9%	34.6%	12.8%	10.7%	9.3%	16.3%	12.8%	9.5%
Dufur	6.6%	6.2%	5.9%	9.7%	8.1%	9.0%	8.8%	11.6%	4.4%	7.8%
Damascus	7.7%	5.6%	3.5%	24.2%	11.0%	11.1%	8.5%	14.9%	5.5%	10.1%
Boring	5.5%	5.5%	4.2%	6.6%	5.7%	9.4%	6.9%	10.7%	5.0%	5.5%
Base	652	490	71	91	415	121	119	171	99	445

Question: Which cities in the Mt. Hood & the Columbia River Gorge region did you visit on the most recent trip? (Select all that apply)

EASTERN OREGON CITIES VISITED

Visitors to who chose Eastern Oregon as their primary region of visit were most likely to visit Baker City (26.4%) and followed closely by Pendleton (24.5%) and La Grande (23.2%).

Figure 21: Eastern Oregon Cities Visited



Question: Which cities in Eastern Oregon did you visit on the most recent trip? (Select all that apply)

EASTERN OREGON CITIES VISITED continued

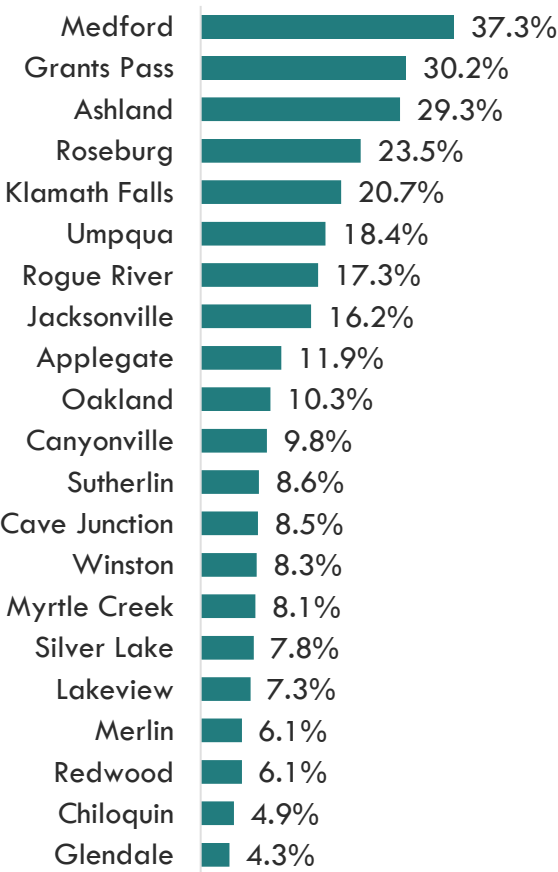
Details by Segment

	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Baker City	26.4%	29.2%	26.8%	15.8%	27.8%	18.7%	15.8%	23.5%	20.4%	24.4%
La Grande	23.2%	23.9%	25.8%	18.8%	21.9%	21.6%	25.5%	25.1%	11.3%	24.6%
Pendleton	24.5%	26.4%	26.9%	16.1%	25.4%	21.0%	10.0%	19.7%	19.9%	24.7%
Joseph	17.5%	19.9%	8.6%	15.8%	18.0%	16.9%	25.4%	23.4%	6.9%	18.5%
John Day	19.5%	22.4%	16.9%	11.0%	20.2%	16.3%	26.4%	24.3%	7.5%	19.2%
Ontario	17.8%	14.8%	29.2%	19.9%	20.5%	18.3%	6.8%	12.0%	17.1%	18.3%
Burns	17.8%	20.6%	11.3%	12.6%	17.4%	15.1%	13.4%	21.8%	2.2%	14.9%
Wallowa	15.7%	17.4%	12.3%	12.1%	14.9%	17.9%	24.4%	21.3%	8.9%	17.2%
Enterprise	13.9%	15.3%	8.9%	12.9%	16.0%	20.0%	19.3%	16.3%	0.9%	16.3%
Hermiston	14.6%	12.4%	20.2%	18.0%	15.5%	14.4%	7.6%	14.0%	9.5%	15.9%
Fossil	11.3%	13.6%	5.6%	7.5%	12.4%	6.4%	20.8%	17.3%	3.1%	11.0%
Frenchglen	10.4%	12.4%	1.9%	10.1%	9.3%	8.6%	12.5%	20.4%	3.7%	10.3%
Mitchell	9.9%	11.2%	2.4%	10.7%	11.1%	4.2%	14.5%	14.4%	5.1%	9.3%
Halfway	9.4%	9.3%	5.4%	12.5%	11.5%	9.6%	21.5%	11.0%	12.0%	9.8%
Union	7.7%	6.9%	4.2%	13.2%	10.1%	4.3%	7.1%	12.1%	4.0%	8.7%
Boardman	8.6%	7.7%	13.6%	8.2%	11.2%	9.6%	7.3%	9.5%	14.1%	7.1%
Island City	8.2%	7.1%	8.1%	12.1%	10.1%	10.1%	26.4%	11.0%	7.5%	9.4%
Condon	8.1%	9.0%	6.2%	6.7%	9.9%	5.7%	18.7%	9.1%	9.0%	9.0%
Crane	6.9%	8.2%	3.4%	4.9%	7.9%	10.6%	22.4%	10.9%	5.4%	7.8%
Milton-Freewater	6.6%	6.9%	9.1%	3.6%	7.5%	9.1%	8.8%	6.3%	6.9%	6.3%
Wasco	6.8%	7.7%	3.8%	5.9%	9.0%	7.9%	17.6%	10.0%	4.2%	7.1%
Umatilla	6.8%	6.6%	11.5%	4.1%	6.8%	9.6%	6.7%	6.9%	3.5%	5.8%
Diamond	6.8%	8.2%	2.7%	5.0%	6.8%	6.7%	22.0%	13.0%	7.9%	7.3%
Arlington	6.1%	5.3%	6.7%	8.5%	6.2%	8.8%	12.3%	9.6%	4.5%	7.5%
North Powder	5.6%	5.3%	4.5%	7.7%	7.1%	6.0%	9.4%	5.8%	6.4%	6.2%
Hines	6.5%	6.8%	0.9%	9.4%	6.4%	5.7%	11.7%	12.2%	0.9%	7.0%
Elgin	6.2%	5.8%	8.4%	5.9%	7.3%	9.8%	9.7%	7.1%	6.6%	6.4%
Cove	6.3%	4.9%	10.9%	7.7%	8.3%	10.7%	6.1%	8.8%	3.3%	7.3%
Fields	6.9%	6.9%	2.3%	10.3%	8.0%	5.5%	19.7%	13.1%	0.6%	7.5%
Lostine	5.9%	5.2%	3.7%	9.8%	6.7%	6.8%	14.8%	10.3%	1.6%	6.7%
Moro	4.5%	5.2%	0.2%	5.2%	5.1%	4.2%	10.9%	9.4%	2.3%	4.9%
Riley	3.8%	4.4%	0.2%	4.4%	3.9%	3.2%	6.8%	8.2%	0.5%	3.6%
Spray	4.8%	6.0%	1.8%	2.7%	6.5%	1.5%	11.4%	8.3%	0.7%	5.7%
Princeton (and New Princeton)	3.7%	4.5%	0.7%	3.2%	3.9%	2.4%	9.8%	10.5%	1.2%	5.2%
Andrews	3.4%	3.3%	0.7%	5.7%	5.1%	6.5%	7.2%	3.4%	4.3%	3.9%
Drewsey	3.0%	2.8%	0.2%	5.6%	4.4%	2.2%	4.7%	4.8%	4.8%	2.8%
Buchanan	1.2%	1.1%	0.4%	1.9%	1.7%	1.6%	1.4%	1.3%	0.5%	1.4%
Base	693	460	91	142	478	127	103	239	140	444

SOUTHERN OREGON CITIES VISITED

Among those who visited Southern Oregon as their primary region in 2021-2022, more than a third of visitors included Medford on their trip (37.3%). Consistent with having the largest population in the region, and thereby the most people to visit, VFR visitors (52.9%) and those staying in a private home (50.2%) were most likely to visit Medford. Grants Pass (30.2%) and Ashland (29.3%) compete for the second-place spot. Additionally, Roseburg (23.5%) and Klamath Falls (20.5%) each attracted more than one-in-five.

Figure 22: Southern Oregon Cities Visited



Question: Which cities in Southern Oregon did you visit on the most recent trip? (Select all that apply)

SOUTHERN OREGON CITIES VISITED continued

Details by Segment

	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Medford	37.3%	31.7%	52.9%	34.1%	30.9%	50.2%	35.1%	30.5%	23.7%	38.7%
Grants Pass	30.2%	27.9%	37.1%	28.1%	29.4%	33.1%	26.2%	32.6%	10.2%	34.3%
Ashland	29.3%	30.2%	31.3%	21.5%	29.5%	31.1%	31.5%	24.1%	17.2%	31.2%
Roseburg	23.5%	23.1%	26.7%	19.7%	24.2%	19.3%	25.7%	21.3%	6.7%	23.8%
Klamath Falls	20.7%	24.4%	15.8%	12.6%	20.7%	16.9%	20.2%	23.5%	22.1%	23.2%
Umpqua	18.4%	17.9%	14.8%	27.4%	19.7%	13.5%	16.5%	29.5%	15.6%	21.6%
Rogue River	17.3%	16.2%	19.5%	17.9%	15.7%	21.7%	19.2%	21.9%	2.2%	20.9%
Jacksonville	16.2%	15.2%	15.0%	23.3%	15.8%	15.5%	28.9%	17.8%	6.9%	17.7%
Applegate	11.9%	11.9%	10.0%	15.2%	11.9%	16.5%	15.4%	22.4%	7.6%	14.3%
Canyonville	9.8%	11.3%	6.9%	8.2%	9.8%	8.6%	8.3%	15.4%	6.1%	10.4%
Oakland	10.3%	9.8%	6.5%	19.1%	11.2%	9.2%	18.1%	18.8%	7.7%	11.1%
Sutherlin	8.6%	9.2%	8.7%	5.4%	10.3%	3.6%	7.9%	11.4%	2.0%	9.2%
Cave Junction	8.5%	10.1%	5.2%	6.8%	7.6%	9.8%	6.8%	18.3%	3.9%	9.4%
Silver Lake	7.8%	7.1%	2.9%	20.5%	10.5%	8.6%	5.2%	13.2%	15.7%	9.0%
Winston	8.3%	9.3%	4.0%	11.2%	11.1%	4.4%	14.2%	8.3%	5.1%	8.5%
Lakeview	7.3%	9.2%	0.6%	11.5%	9.4%	6.7%	9.6%	12.5%	3.9%	9.3%
Myrtle Creek	8.1%	7.7%	9.8%	6.7%	6.5%	12.3%	8.4%	14.9%	3.8%	10.0%
Merlin	6.1%	7.0%	3.3%	7.2%	6.4%	6.0%	11.5%	11.0%	2.5%	6.5%
Redwood	6.1%	6.9%	3.4%	7.4%	7.0%	6.5%	5.8%	8.9%	10.9%	7.3%
Chiloquin	4.9%	5.2%	1.0%	10.9%	5.1%	4.7%	5.0%	11.8%	5.7%	6.1%
Glendale	4.3%	4.6%	1.4%	8.0%	5.3%	6.4%	6.5%	8.5%	2.8%	5.1%
Galice	3.7%	4.0%	1.5%	6.8%	3.4%	1.1%	6.0%	6.9%	3.9%	3.9%
O'Brien	3.3%	4.0%	0.8%	4.7%	4.8%	3.5%	3.4%	8.3%	5.5%	4.0%
Selma	3.8%	4.0%	0.5%	8.5%	4.9%	4.7%	5.5%	5.9%	2.9%	4.6%
Murphy	3.5%	2.2%	3.2%	10.3%	4.0%	3.2%	5.7%	7.9%	1.0%	4.2%
Kerby	3.1%	3.0%	0.6%	8.3%	4.0%	1.8%	2.0%	5.6%	5.9%	3.8%
Takilma	2.6%	2.9%	1.4%	4.0%	3.3%	2.8%	0.9%	4.9%	4.8%	3.2%
Base	722	468	133	121	482	146	113	195	120	473

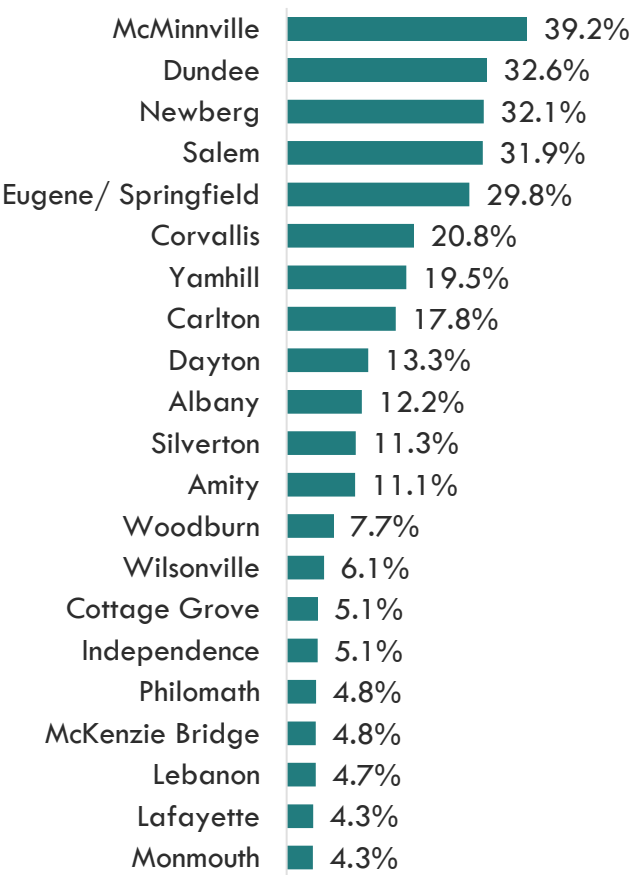
Question: Which cities in Southern Oregon did you visit on the most recent trip? (Select all that apply)

WILLAMETTE VALLEY CITIES VISITED

Visitors who went to the Willamette Valley as their primary region of visit mostly chose among five cities, led by McMinnville (39.2%). A third also opted for Dundee (32.6%), Newberg (32.1%), Salem (31.9%), and/or Eugene/Springfield (29.8%).

However, Salem and Eugene/Springfield top the list for the VFR and Private Home segments. These two cities each draw about two-in-five of these Willamette Valley visitor segments (ranging from 39.4% to 44.3%).

Figure 23: Willamette Valley Cities Visited



Question: Which cities in the Willamette Valley did you visit on the most recent trip? (Select all that apply)

WILLAMETTE VALLEY CITIES VISITED continued

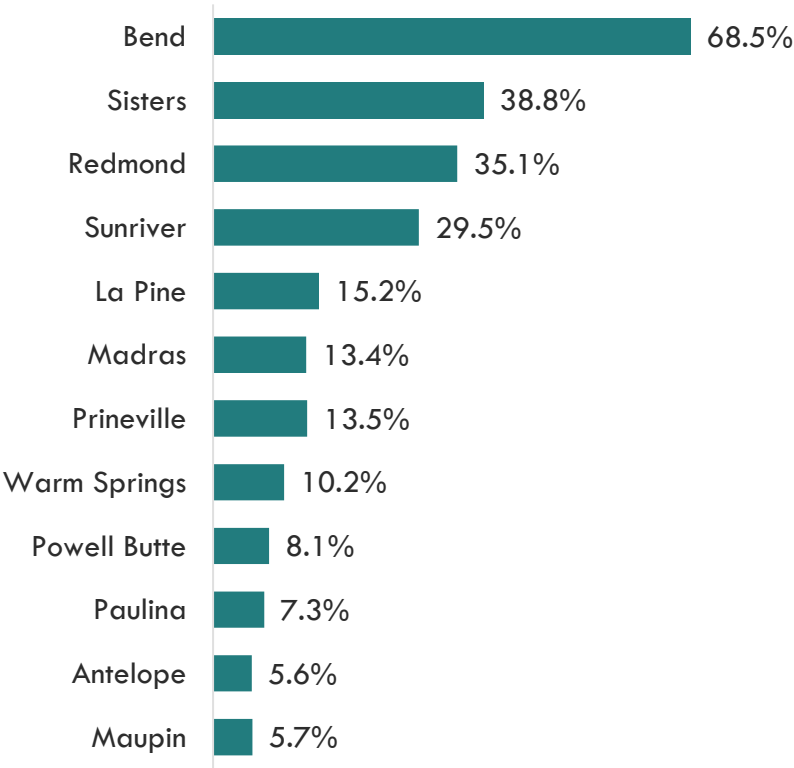
Details by Segment

	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
McMinnville	39.2%	46.4%	18.0%	48.0%	43.1%	30.0%	50.7%	39.6%	45.8%	43.8%
Salem	31.9%	29.2%	40.2%	27.7%	33.7%	39.4%	28.4%	30.7%	29.2%	34.4%
Dundee	32.6%	40.1%	13.3%	32.8%	33.7%	19.9%	49.4%	24.9%	41.9%	33.9%
Newberg	32.1%	38.1%	17.5%	29.6%	33.7%	24.3%	48.9%	18.8%	37.1%	33.1%
Eugene/ Springfield	29.8%	24.2%	44.3%	29.3%	30.1%	40.1%	27.8%	32.0%	25.5%	30.0%
Corvallis	20.8%	15.7%	31.3%	29.9%	23.2%	28.6%	17.4%	21.4%	15.4%	21.1%
Yamhill	19.5%	23.5%	8.3%	22.9%	20.9%	12.7%	32.9%	20.6%	26.4%	21.0%
Carlton	17.8%	22.3%	6.0%	17.8%	15.4%	13.7%	31.8%	16.9%	13.4%	20.6%
Albany	12.2%	8.5%	20.6%	17.1%	12.9%	21.6%	6.2%	12.0%	6.5%	11.4%
Dayton	13.3%	16.0%	5.7%	15.2%	12.1%	8.9%	23.7%	15.5%	18.3%	13.5%
Silverton	11.3%	13.2%	7.9%	5.5%	12.6%	12.0%	9.4%	16.7%	8.5%	12.2%
Amity	11.1%	12.8%	6.2%	13.4%	10.0%	10.0%	16.6%	17.5%	6.7%	11.1%
Woodburn	7.7%	7.1%	9.2%	8.4%	8.2%	11.0%	4.6%	6.7%	0.9%	8.7%
Wilsonville	6.1%	5.6%	7.6%	5.3%	6.7%	8.2%	4.3%	4.9%	0.9%	6.3%
Cottage Grove	5.1%	4.8%	4.8%	9.2%	5.7%	6.3%	4.2%	5.7%	3.1%	5.9%
Philomath	4.8%	3.6%	7.1%	8.3%	5.4%	7.0%	2.8%	8.7%	0.7%	4.7%
Independence	5.1%	4.0%	6.6%	9.3%	4.9%	8.0%	3.1%	8.0%	3.2%	5.2%
McKenzie Bridge	4.8%	4.2%	6.9%	2.8%	4.8%	6.5%	5.4%	11.8%	1.3%	5.5%
Lebanon	4.7%	3.5%	7.4%	7.0%	4.5%	8.6%	2.8%	7.9%	3.3%	4.0%
Monmouth	4.3%	3.5%	5.4%	7.9%	4.0%	5.9%	2.4%	8.3%	1.5%	4.8%
Lafayette	4.3%	4.4%	2.4%	10.6%	3.4%	4.6%	7.6%	5.8%	6.4%	4.1%
Canby	3.5%	3.5%	3.9%	2.1%	4.0%	4.3%	3.3%	3.4%	1.3%	3.1%
Oakridge	3.4%	3.2%	3.3%	5.7%	2.6%	6.4%	1.2%	10.1%	4.1%	2.6%
Aurora	3.3%	3.4%	3.1%	4.0%	3.4%	4.1%	4.4%	4.7%	3.9%	3.9%
Creswell	2.7%	2.2%	4.1%	3.0%	3.3%	4.3%	1.3%	3.9%	0.5%	2.8%
Sheridan	2.1%	2.5%	1.4%	1.6%	3.3%	2.0%	0.8%	4.7%	0.5%	2.1%
Blue River	2.7%	2.6%	3.8%	0.0%	2.3%	4.6%	2.1%	8.4%	3.2%	2.7%
Willamina	2.1%	2.3%	0.8%	4.4%	2.7%	2.2%	3.3%	4.1%	2.4%	2.1%
Molalla	2.0%	1.9%	0.7%	7.0%	2.0%	2.8%	1.7%	2.1%	0.9%	2.0%
Monroe	2.0%	1.6%	2.3%	5.0%	2.2%	2.8%	1.3%	2.2%	1.7%	2.0%
Saint Paul	1.6%	1.5%	1.0%	4.8%	1.7%	1.9%	3.5%	2.2%	1.5%	1.4%
Westfir	1.3%	1.0%	2.0%	2.0%	1.4%	1.9%	1.1%	4.4%	1.4%	1.5%
Vida	1.1%	1.0%	1.7%	0.6%	1.7%	1.6%	1.5%	2.6%	1.0%	1.7%
Donald	0.9%	0.8%	0.5%	3.2%	1.3%	1.9%	1.4%	2.0%	0.1%	0.9%
Hubbard	0.9%	0.7%	1.0%	1.8%	0.5%	1.4%	0.6%	0.8%	1.4%	0.8%
Base	1249	858	299	92	675	311	304	132	218	749

CENTRAL OREGON CITIES VISITED

Among those who went to Central Oregon as their primary region in 2021-2022, Bend held a substantial lead in popularity among visitors to the region (68.5%). Meanwhile, three other cities distantly competed for second-place visitation: Sisters (38.8%), Redmond (35.1%), and Sunriver (29.5%).

Figure 24: Central Oregon Cities Visited



Question: Which cities in Central Oregon did you visit on the most recent trip? (Select all that apply)

CENTRAL OREGON CITIES VISITED continued

Details by Segment

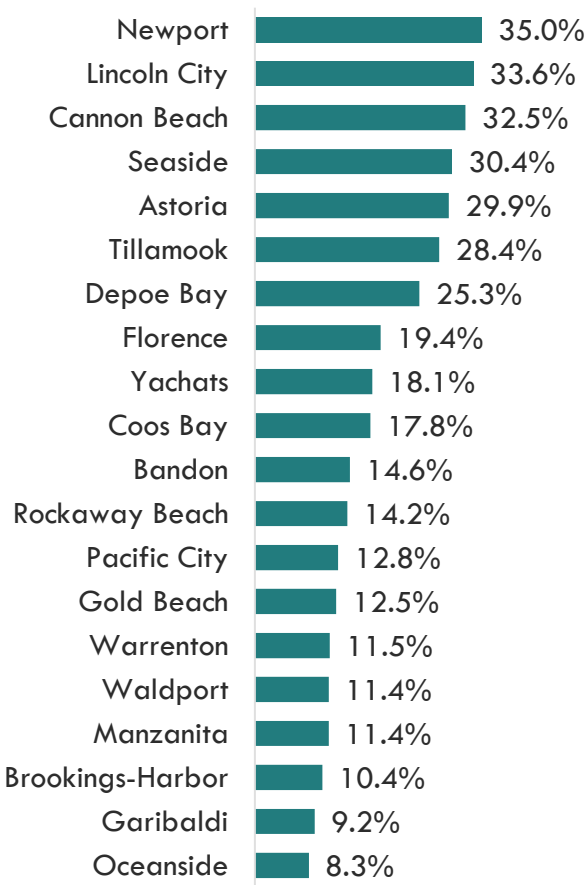
	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Bend	68.5%	69.1%	76.8%	51.6%	57.3%	78.5%	79.8%	50.6%	41.6%	69.1%
Sisters	38.8%	42.0%	31.9%	27.3%	32.5%	37.4%	44.5%	46.6%	21.5%	38.2%
Redmond	35.1%	35.0%	35.6%	34.4%	35.5%	38.9%	36.7%	32.8%	32.6%	35.1%
Sunriver	29.5%	33.7%	18.6%	18.4%	23.4%	31.3%	45.6%	30.9%	12.8%	30.3%
La Pine	15.2%	16.4%	11.7%	12.7%	16.1%	12.8%	14.9%	28.1%	16.0%	15.7%
Madras	13.4%	13.6%	10.1%	17.5%	16.8%	11.0%	15.0%	23.4%	10.8%	14.0%
Prineville	13.5%	13.2%	10.1%	21.0%	16.0%	14.7%	11.1%	25.6%	10.4%	14.8%
Warm Springs	10.2%	10.4%	7.0%	14.0%	16.5%	8.0%	9.8%	17.8%	22.3%	10.6%
Powell Butte	8.1%	7.3%	8.5%	13.0%	11.5%	7.5%	10.4%	13.4%	12.0%	8.8%
Paulina	7.3%	6.9%	4.6%	14.5%	11.3%	5.5%	6.3%	14.8%	10.2%	9.1%
Antelope	5.6%	5.5%	1.2%	13.1%	10.4%	6.0%	5.2%	14.0%	11.2%	6.4%
Maupin	5.7%	6.1%	1.4%	9.1%	8.1%	3.8%	6.2%	10.7%	7.9%	5.9%
Base	1316	939	214	163	635	383	338	241	167	768

Question: Which cities in Central Oregon did you visit on the most recent trip? (Select all that apply)

OREGON COAST CITIES VISITED

Visitors who went to the Oregon Coast as their primary region in 2021-2022 mostly chose among three cities, led by **Newport (35.0%)** and closely followed by **Lincoln City (33.6%)** and **Cannon Beach (32.5%)**. More than a quarter of visitors also selected at least one of the following: Seaside (30.4%), Astoria (29.9%), Tillamook (28.4%), and Depoe Bay (25.3%).

Figure 25: Oregon Coast Cities Visited



Question: Which cities in the Oregon Coast did you visit on the most recent trip? (Select all that apply)

OREGON COAST CITIES VISITED continued

Details by Segment

	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Newport	35.0%	35.5%	31.3%	32.5%	36.0%	34.3%	42.7%	36.8%	33.7%	35.6%
Lincoln City	33.6%	34.4%	28.3%	29.0%	35.5%	31.0%	39.2%	31.5%	22.5%	34.2%
Cannon Beach	32.5%	33.5%	27.2%	23.7%	36.1%	30.8%	34.9%	27.4%	33.5%	34.0%
Astoria	29.9%	30.4%	25.7%	27.4%	32.9%	27.1%	26.1%	35.6%	21.8%	31.1%
Seaside	30.4%	30.8%	24.8%	33.2%	33.8%	31.3%	30.9%	29.5%	28.8%	31.8%
Tillamook	28.4%	29.1%	23.6%	23.8%	30.6%	23.1%	31.9%	35.8%	30.7%	30.8%
Depoe Bay	25.3%	25.9%	22.8%	19.4%	25.5%	24.7%	33.4%	24.2%	17.9%	26.8%
Florence	19.4%	19.2%	19.1%	22.1%	20.0%	18.9%	19.2%	33.4%	14.7%	21.5%
Coos Bay	17.8%	17.3%	21.3%	20.5%	20.2%	17.2%	14.7%	32.6%	20.0%	20.0%
Yachats	18.1%	18.7%	15.0%	12.5%	18.9%	14.3%	24.3%	24.1%	12.1%	20.2%
Rockaway Beach	14.2%	15.1%	9.8%	7.1%	15.2%	12.7%	19.0%	17.1%	12.7%	14.9%
Bandon	14.6%	15.1%	13.3%	8.8%	16.8%	12.3%	11.0%	26.6%	13.4%	16.7%
Gold Beach	12.5%	12.7%	12.7%	9.9%	14.5%	10.6%	9.3%	19.9%	12.9%	15.0%
Pacific City	12.8%	13.5%	5.8%	14.6%	11.6%	12.0%	17.5%	20.3%	15.2%	13.1%
Warrenton	11.5%	11.3%	11.7%	16.5%	11.7%	12.9%	9.0%	15.9%	2.2%	10.6%
Manzanita	11.4%	11.8%	9.0%	8.6%	11.3%	13.3%	16.0%	10.3%	7.1%	10.5%
Brookings-Harbor	10.4%	10.7%	9.8%	6.9%	10.7%	9.6%	6.8%	19.9%	10.3%	11.9%
Waldport	11.4%	11.2%	11.4%	14.2%	10.6%	13.1%	14.7%	17.5%	6.6%	11.7%
Garibaldi	9.2%	9.8%	4.9%	6.3%	9.3%	7.8%	10.1%	13.8%	7.1%	9.1%
Oceanside	8.3%	8.6%	6.2%	6.2%	9.3%	6.5%	10.8%	12.9%	14.0%	9.3%
North Bend	7.8%	7.3%	12.6%	7.9%	8.2%	10.1%	6.3%	15.0%	6.3%	8.3%
Nehalem	7.6%	7.7%	6.8%	6.5%	7.0%	8.9%	8.3%	12.1%	2.8%	7.3%
Port Orford	7.3%	7.4%	5.7%	6.9%	8.3%	6.2%	6.6%	16.1%	13.4%	7.5%
Reedsport	7.3%	7.4%	8.0%	4.1%	7.1%	8.3%	5.8%	17.4%	4.4%	8.2%
Gleneden Beach	6.6%	7.0%	3.3%	6.6%	7.0%	5.2%	9.0%	6.6%	4.9%	6.7%
Charleston	5.1%	5.2%	4.6%	5.9%	5.2%	6.7%	3.4%	13.1%	3.9%	5.2%
Bay City	4.1%	4.1%	4.9%	3.7%	4.2%	5.4%	4.8%	7.0%	5.0%	3.9%
Wheeler	3.7%	3.5%	4.1%	6.5%	3.6%	5.1%	3.7%	5.2%	1.6%	2.8%
Lakeside	2.9%	3.0%	3.5%	1.5%	3.0%	5.4%	1.5%	8.0%	3.6%	2.8%
Westlake-Dunes City	1.5%	1.4%	1.0%	3.6%	2.0%	1.8%	1.2%	3.5%	2.6%	1.6%
Mapleton	1.6%	1.6%	1.5%	1.4%	1.5%	2.2%	1.8%	3.0%	1.6%	1.6%
Base	3090	2720	233	137	1668	441	785	472	246	1757



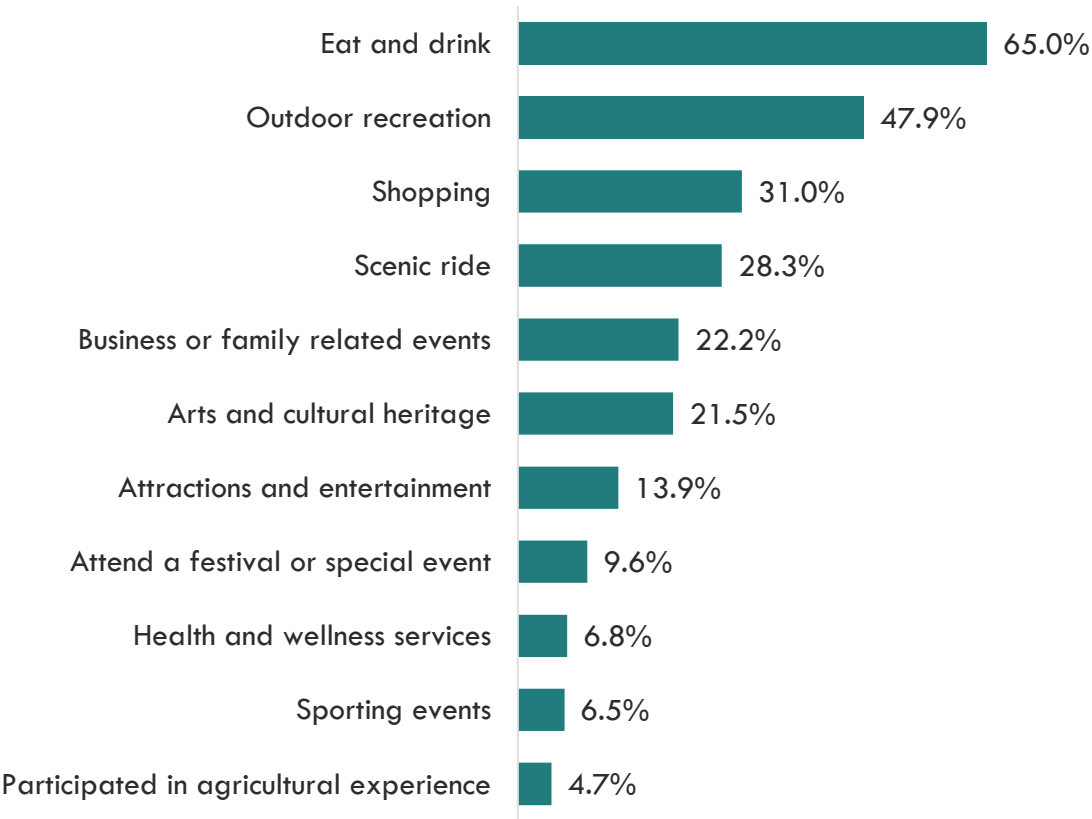
VISITOR ACTIVITIES

ACTIVITIES & EXPERIENCES

While in Oregon, two-thirds ate/drank local cuisine, the leading experience by visitors (65.0%). Half added outdoor recreation, such as hiking, biking, fishing, golf, or surfing (47.9%). Shopping (31.0%) and scenic drives/rides (28.3%) amused another large group of visitors.

By segment, more of those staying in vacation rentals (64.8%) and more campers/glampers (66.3%) experienced outdoor recreation than those in other segments.

Figure 26: In-destination Activities & Experiences



Question: Which type of activities/experiences did you participate in during this trip? (Select all that apply)

ACTIVITIES & EXPERIENCES continued

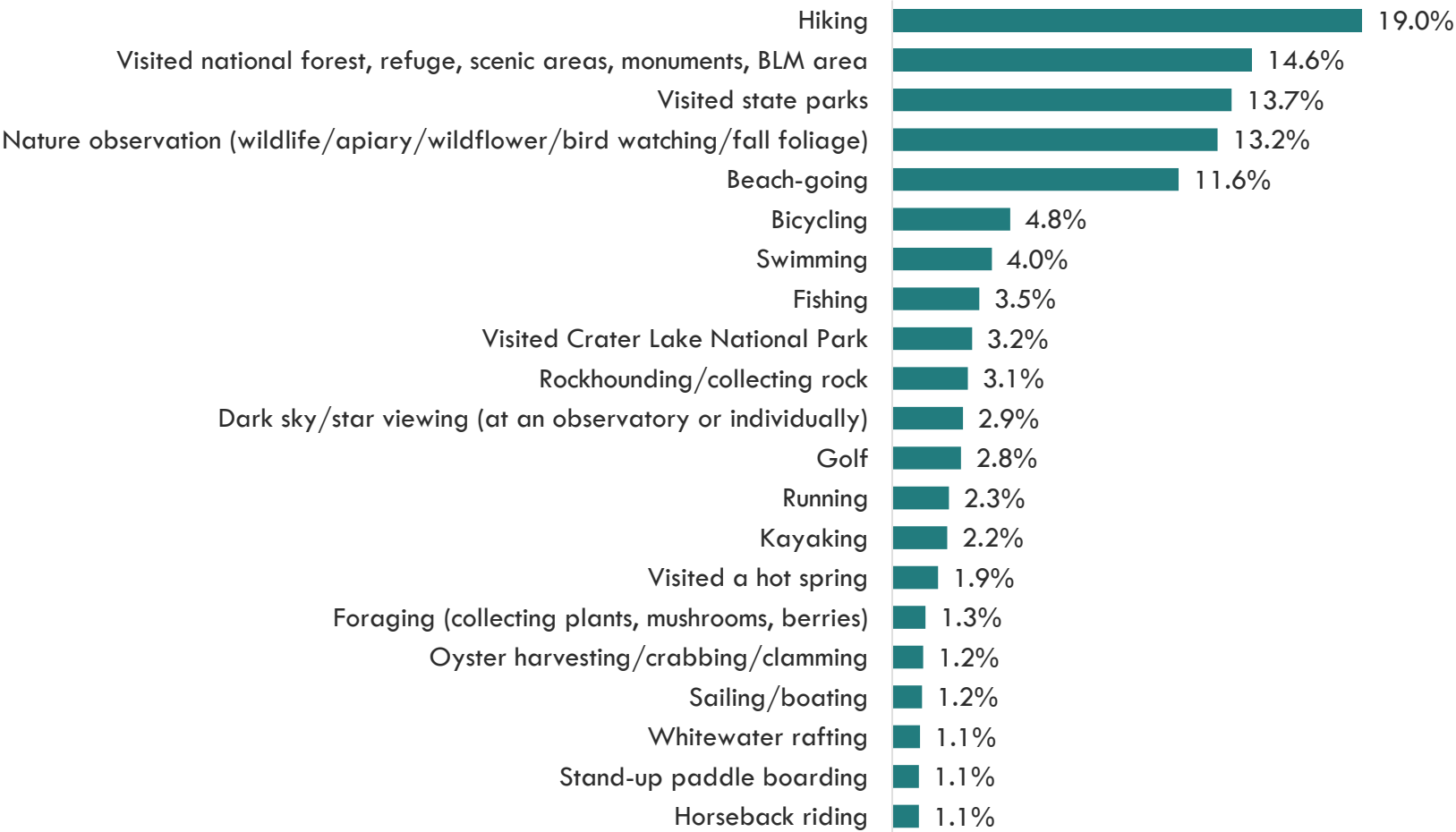
Details by Segment

	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Eat and drink (e.g. ate at local restaurants, wine tasting in downtown)	65.0%	66.5%	68.6%	54.2%	67.9%	71.9%	76.7%	54.6%	59.7%	64.2%
Outdoor recreation (e.g. hiking, bicycling, fishing, playing golf, surfing)	47.9%	53.4%	44.3%	32.6%	44.8%	51.1%	64.8%	66.3%	43.3%	48.0%
Shopping (e.g. tax free retail shopping, recreational marijuana/dispensaries)	31.0%	32.4%	34.0%	21.7%	33.5%	35.9%	39.9%	28.2%	26.4%	31.4%
Scenic ride (e.g. driving or motorcycling for pleasure, scenic & historic train rides such as Oregon Coast Scenic Railroad or Eagle Cap Excursion Train)	28.3%	33.1%	25.0%	14.9%	31.5%	27.2%	36.7%	35.4%	25.6%	29.6%
Arts and cultural heritage (e.g. attending a live music concert, visiting a museum, a downtown or historic district or sites related to Native American culture)	21.5%	23.9%	17.6%	18.1%	25.7%	21.8%	26.9%	29.7%	20.1%	22.1%
Business or family related events (e.g. work meeting, conference, wedding, bachelor/bachelorette party, family reunion)	22.2%	12.1%	35.1%	41.5%	23.5%	33.3%	19.0%	16.6%	18.2%	21.1%
Attractions and entertainment (e.g. amusement/theme/water park, casino/gambling/night club)	13.9%	15.8%	10.7%	11.5%	17.7%	14.4%	17.6%	18.5%	14.0%	15.1%
Attend a festival or special event	9.6%	11.0%	7.5%	7.6%	11.2%	10.9%	11.8%	14.5%	6.8%	10.4%
Health and wellness services (e.g. spa, massage, wellness center, yoga retreat)	6.8%	6.7%	5.9%	8.6%	8.4%	8.3%	9.0%	11.8%	6.0%	7.5%
Sporting events (e.g. basketball/soccer/football/hokey games, running events)	6.5%	6.5%	5.8%	7.3%	8.1%	8.2%	7.3%	12.0%	6.2%	6.9%
Participated in agricultural experience on a working landscape (e.g. took a guided farm/agricultural tour, horseback riding on a ranch)	4.7%	4.6%	3.1%	7.0%	5.9%	6.3%	7.4%	12.4%	4.4%	5.7%
Base	17742	10761	3968	3013	8946	4708	3123	2201	2851	10353

OUTDOOR RECREATION ACTIVITIES

One in five Oregon visitors hiked on their most recent trip (19.0%). This was followed by visiting a national forest/refuge/scenic area/monument/Bureau of Land Management land (14.6%), visiting a state park (13.7%), nature observation (13.6%), and/or beach-going (11.6%).

Figure 27: Outdoor Recreation Activities



Question: Which of the following outdoor recreation activities did you do on this trip? (Select all that apply)

OUTDOOR RECREATION ACTIVITIES continued

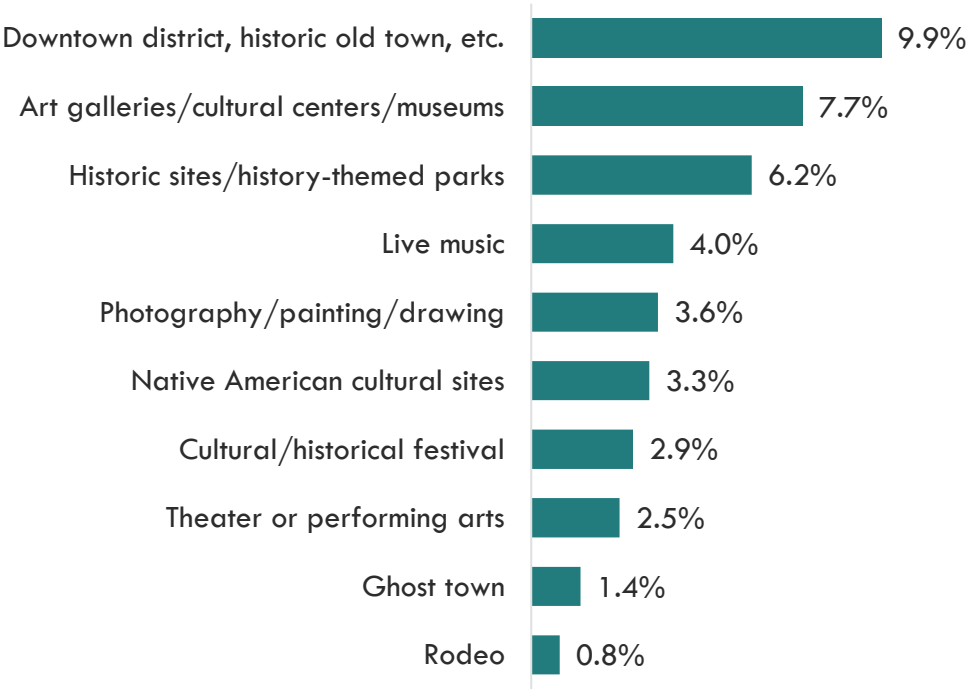
Details by Segment

	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Hiking	19.0%	24.8%	13.8%	5.8%	18.6%	17.2%	27.6%	30.4%	12.4%	19.5%
Visited national forest, refuge, scenic areas, monuments, and/or Bureau of Land Management areas	14.6%	19.1%	10.2%	4.5%	15.7%	12.0%	22.7%	24.8%	9.7%	15.4%
Visited state parks	13.7%	18.6%	8.2%	4.1%	15.4%	10.5%	21.0%	23.7%	8.8%	14.7%
Nature observation (wildlife/apiary/wildflower/bird watching/fall foliage)	13.2%	17.7%	8.0%	4.2%	14.1%	10.0%	19.7%	22.9%	7.5%	13.4%
Beach-going	11.6%	15.9%	7.1%	2.5%	13.2%	9.4%	20.5%	18.8%	6.4%	12.4%
Bicycling	4.8%	6.3%	2.7%	2.1%	4.8%	4.8%	8.2%	10.4%	3.3%	5.3%
Swimming	4.0%	5.3%	2.2%	1.9%	4.9%	3.3%	7.0%	8.1%	3.5%	4.5%
Fishing	3.5%	4.5%	2.3%	1.8%	3.9%	3.6%	5.2%	8.9%	2.7%	3.9%
Visited Crater Lake National Park	3.2%	4.2%	1.9%	1.5%	4.3%	2.5%	4.4%	8.4%	3.2%	3.8%
Rockhounding/collecting rock	3.1%	3.9%	2.0%	1.6%	3.4%	2.9%	4.5%	7.6%	1.0%	3.2%
Dark sky/star viewing (at an observatory or individually)	2.9%	4.0%	1.1%	1.1%	3.3%	2.5%	4.3%	9.1%	1.5%	2.8%
Golf	2.8%	3.7%	1.7%	1.2%	3.0%	2.9%	5.9%	3.7%	1.6%	3.0%
Running	2.3%	2.9%	1.1%	1.9%	2.8%	2.4%	4.0%	5.6%	2.0%	2.6%
Kayaking	2.2%	2.8%	1.6%	1.2%	2.1%	2.4%	4.1%	6.5%	1.3%	2.3%
Visited a hot spring	1.9%	2.4%	1.0%	1.2%	2.1%	1.7%	2.4%	6.7%	1.5%	2.0%
Foraging (collecting plants, mushrooms, berries)	1.3%	1.5%	1.4%	0.8%	1.5%	2.0%	2.1%	4.0%	0.6%	1.4%
Oyster harvesting/crabbing/clamming	1.2%	1.6%	0.7%	0.7%	1.6%	1.5%	1.9%	3.6%	0.3%	1.6%
Sailing/boating	1.2%	1.5%	0.8%	0.9%	1.8%	1.1%	2.1%	3.2%	1.6%	1.4%
Whitewater rafting	1.1%	1.3%	1.0%	0.7%	1.5%	1.6%	2.0%	3.4%	0.7%	1.3%
Stand-up paddle boarding	1.1%	1.3%	0.7%	0.8%	1.1%	1.1%	1.9%	3.6%	0.5%	1.3%
Horseback riding	1.1%	1.4%	0.4%	0.7%	1.6%	1.0%	2.3%	3.0%	0.9%	1.4%
Snow activities (snowmobiling, cross-country skiing, snowshoeing, downhill skiing, snowboarding)	1.0%	1.1%	0.5%	1.2%	0.8%	1.6%	1.6%	1.7%	0.3%	0.9%
Rock climbing/mountaineering	1.0%	1.0%	0.4%	1.6%	1.3%	0.8%	1.9%	2.9%	1.1%	1.3%
Sand dune boarding/buggy	0.8%	1.1%	0.5%	0.6%	1.0%	0.7%	1.4%	2.7%	0.7%	1.0%
Hunting	0.8%	0.9%	0.2%	1.2%	1.2%	0.9%	0.8%	2.4%	0.5%	1.0%
Surfing, windsurfing and/or kiteboarding	0.7%	0.9%	0.3%	0.8%	1.1%	1.0%	1.6%	2.6%	0.5%	1.0%
Scuba diving	0.5%	0.5%	0.2%	0.5%	0.7%	0.5%	1.2%	1.8%	0.5%	0.6%
Base	16571	9927	3739	2904	8310	4452	2938	2126	2770	9721

ARTS & CULTURE ACTIVITIES

Around one in ten visitors went to a downtown district or historic old town (9.9%) and/or visited an art gallery/cultural center/museum (7.7%). A smaller percentage visited a historic site (6.2%), watched live music (4.0%), participated in photography/painting/drawing (3.6%), and/or visited a Native American cultural site (3.3%).

Figure 28: Arts & Culture Activities



Question: Which of the following arts and cultural heritage related activities did you do on this trip? (Select all that apply)

ARTS & CULTURE ACTIVITIES continued

Details by Segment

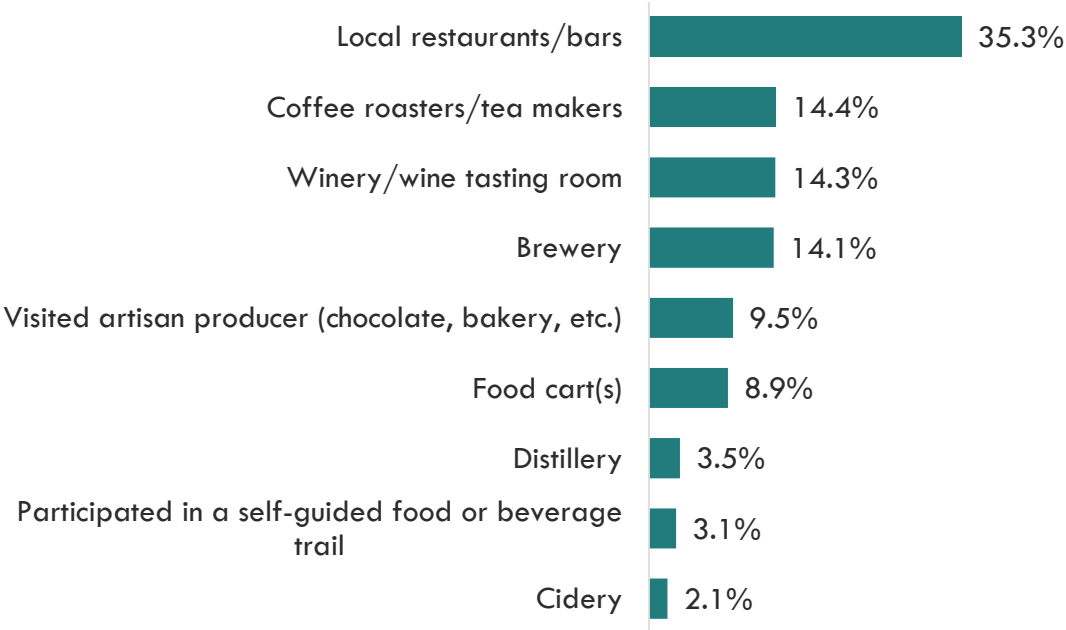
	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Downtown district, historic old town, etc.	9.9%	13.2%	6.2%	4.0%	12.6%	7.7%	15.4%	15.4%	5.9%	10.7%
Art galleries/cultural centers/museums	7.7%	10.0%	4.2%	4.6%	9.8%	6.3%	11.5%	12.6%	4.4%	8.3%
Historic sites/history-themed parks	6.2%	8.5%	3.1%	3.0%	8.5%	4.5%	8.6%	12.0%	4.5%	6.8%
Live music	4.0%	4.9%	2.2%	3.4%	6.1%	4.0%	5.4%	9.6%	2.6%	4.7%
Photography/painting/drawing	3.6%	4.7%	1.5%	2.5%	5.0%	3.5%	6.0%	8.6%	2.3%	4.1%
Native American cultural sites	3.3%	4.6%	1.2%	2.0%	4.8%	2.8%	5.0%	8.6%	2.3%	3.9%
Cultural/historical festival	2.9%	3.6%	1.0%	2.8%	4.5%	2.9%	4.0%	7.3%	2.3%	3.4%
Theater or performing arts	2.5%	2.9%	1.3%	2.7%	3.9%	2.2%	3.9%	5.7%	1.9%	2.7%
Ghost town	1.4%	1.8%	0.2%	1.6%	2.3%	1.2%	2.3%	5.8%	1.2%	1.8%
Rodeo	0.8%	1.0%	0.2%	0.7%	1.4%	0.8%	1.1%	3.4%	0.6%	1.0%
Base	15444	8981	3598	2864	7887	4205	2625	1896	2739	9097

Question: Which of the following arts and cultural heritage related activities did you do on this trip? (Select all that apply)

FOOD & DINING ACTIVITIES

More than one third of visitors frequented a local restaurant/bar (35.3%).
This was followed distantly by coffee/tea houses (14.4%), wineries (14.3%), and/or breweries (14.1%).

Figure 29: Food & Dining Activities



Question: Which of the following eat and drink activities did you do during this trip? (Select all that apply)

FOOD & DINING ACTIVITIES continued

Details by Segment

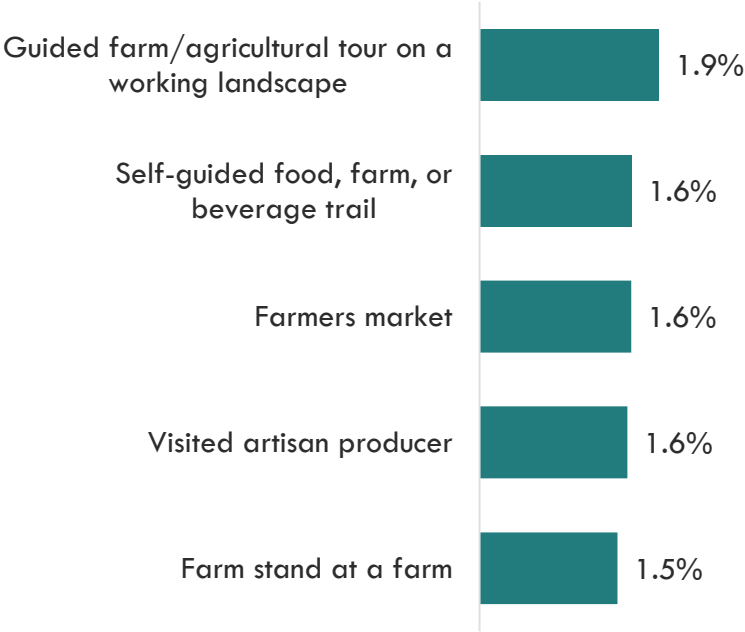
	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Local restaurants/bars	35.3%	42.6%	30.7%	15.6%	39.7%	30.9%	45.6%	33.9%	24.3%	36.3%
Coffee roasters/tea makers	14.4%	17.4%	11.8%	7.2%	17.0%	12.3%	21.5%	17.6%	10.0%	15.0%
Winery/wine tasting room	14.3%	18.1%	9.0%	7.7%	16.9%	11.8%	23.8%	16.6%	11.9%	15.4%
Brewery	14.1%	17.7%	10.4%	6.1%	16.2%	12.7%	23.2%	18.2%	9.1%	15.1%
Visited artisan producer (chocolate, bakery, etc.)	9.5%	12.2%	5.9%	4.8%	11.7%	6.9%	15.8%	12.9%	7.4%	10.5%
Food cart(s)	8.9%	10.6%	6.8%	5.9%	10.6%	9.5%	14.2%	13.4%	7.2%	9.9%
Distillery	3.5%	4.4%	2.1%	2.2%	4.4%	3.6%	6.4%	6.8%	2.5%	4.0%
Participated in a self-guided food or beverage trail	3.1%	3.8%	1.4%	2.5%	4.1%	2.2%	5.6%	5.8%	3.6%	3.5%
Cidery	2.1%	2.3%	1.4%	2.3%	2.6%	2.2%	3.5%	5.3%	1.6%	2.6%
Base	17234	10383	3870	2980	8781	4585	3039	2099	2823	10105

Question: Which of the following eat and drink activities did you do during this trip? (Select all that apply)

AGRICULTURE ACTIVITIES

A very small percentage of Oregon visitors participated in a guided farm or agricultural tour (1.9%), a self-guided food/farm/beverage trail (1.6%), visited a farmers' market (1.6%), and/or went to an artisan producer (1.6%).

Figure 30: Agriculture Activities



Question: Which of the following agricultural experiences did you do during this trip? (Select all that apply)

AGRICULTURE ACTIVITIES continued

Details by Segment

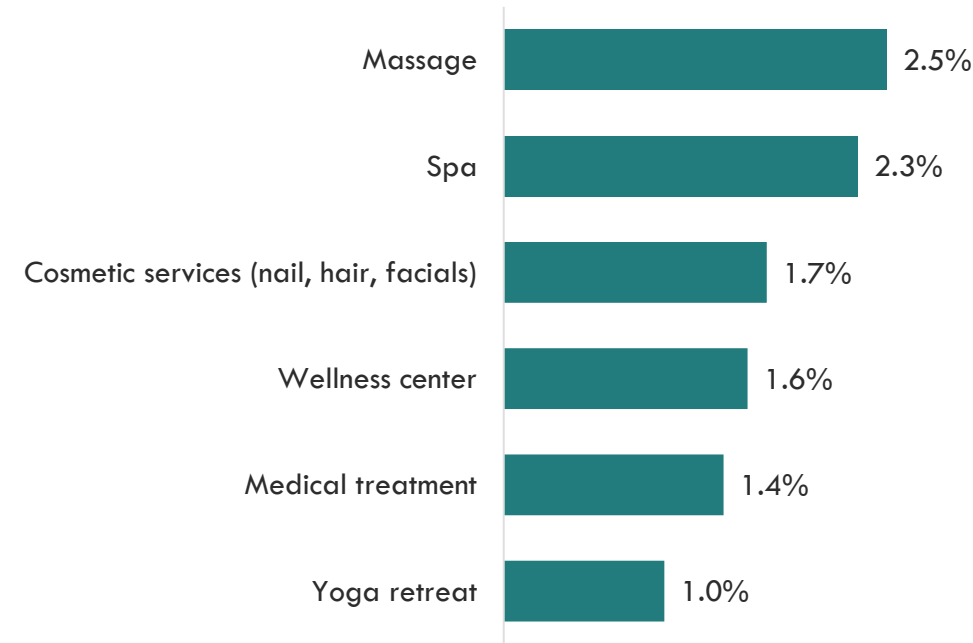
	Trip Purpose				Lodging Type			First Time vs Repeat		
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Guided farm/agricultural tour on a working landscape (farm, ranch, vineyard, etc.)	1.9%	2.1%	0.7%	3.0%	3.1%	2.3%	4.1%	7.0%	1.5%	2.5%
Self-guided food, farm, or beverage trail	1.6%	1.9%	0.8%	1.9%	2.5%	1.9%	2.9%	5.4%	1.2%	2.1%
Farmers market	1.6%	2.0%	0.8%	1.6%	2.5%	2.1%	3.5%	5.1%	0.8%	2.3%
Visited artisan producer (salt, wool, flowers, etc.)	1.6%	2.0%	0.4%	2.0%	2.4%	1.7%	4.0%	5.0%	1.4%	2.1%
Farm stand at a farm	1.5%	1.8%	0.8%	1.6%	2.4%	1.9%	3.0%	5.1%	0.8%	2.0%
Base	14646	8318	3494	2833	7441	4049	2440	1778	2695	8652

Question: Which of the following agricultural experiences did you do during this trip? (Select all that apply)

HEALTH & WELLNESS ACTIVITIES

A very small percentage of visitors participated in health and wellness activities, including massage (2.5%), spas (2.3%), cosmetic services (1.7%), and/or wellness centers (1.6%).

Figure 30: Health & Wellness Activities



Question: Which of the following health and wellness activities did you do during this trip? (Select all that apply)

HEALTH & WELLNESS ACTIVITIES continued

Details by Segment

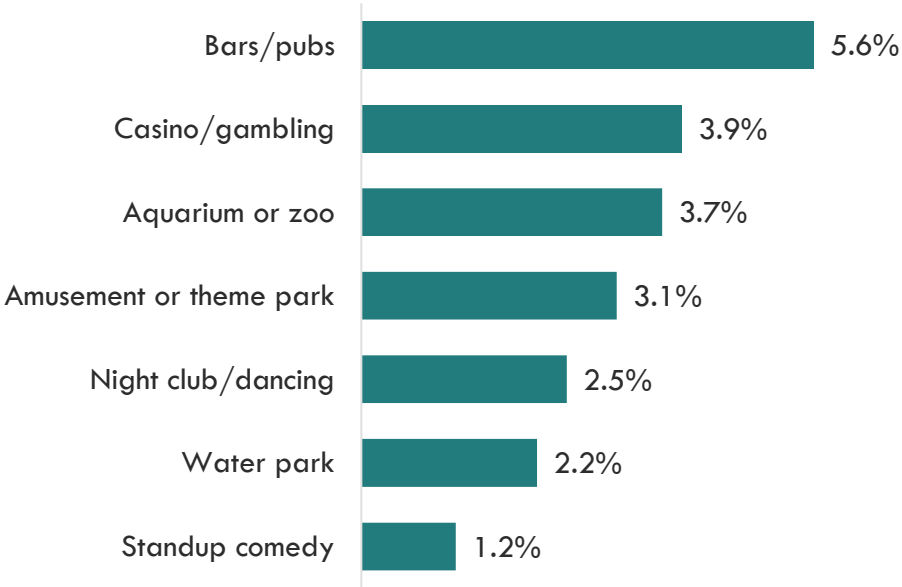
	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Massage	2.5%	2.9%	1.3%	2.8%	3.8%	2.2%	4.8%	5.9%	2.0%	3.1%
Spa	2.3%	2.9%	0.9%	2.2%	3.9%	1.8%	4.1%	5.5%	1.9%	2.8%
Cosmetic services (nail, hair, facials)	1.7%	1.8%	1.1%	2.3%	2.7%	2.1%	3.2%	5.4%	1.3%	2.1%
Wellness center	1.6%	1.9%	0.6%	1.8%	2.7%	1.6%	2.8%	4.9%	1.7%	2.0%
Medical treatment	1.4%	1.6%	0.7%	1.9%	1.9%	1.8%	1.9%	4.2%	1.4%	1.5%
Yoga retreat	1.0%	1.2%	0.5%	1.3%	1.8%	1.0%	2.4%	3.7%	1.1%	1.4%
Base	14718	8370	3502	2845	7483	4071	2464	1784	2694	8690

Question: Which of the following health and wellness activities did you do during this trip? (Select all that apply)

ENTERTAINMENT ACTIVITIES

Less than one in ten visitors went to a bar or pub in Oregon (5.6%), while 3.9 percent gambled, 3.7 percent visited an aquarium/zoo, and 3.1 percent went to an amusement/theme park.

Figure 31: Entertainment Activities



Question: Which of the following attractions and entertainment experiences did you do during this trip? (Select all that apply)

ENTERTAINMENT ACTIVITIES continued

Details by Segment

	Trip Purpose				Lodging Type			First Time vs Repeat		
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Bars/pubs	5.6%	6.9%	3.2%	4.3%	7.6%	5.1%	8.1%	9.2%	4.2%	6.4%
Casino/gambling	3.9%	5.2%	1.6%	3.1%	5.8%	3.2%	5.3%	7.8%	2.6%	4.6%
Aquarium or zoo (including petting zoo)	3.7%	4.8%	1.9%	2.5%	5.5%	3.0%	6.5%	6.7%	2.8%	4.4%
Amusement or theme park	3.1%	4.2%	1.2%	2.4%	5.0%	2.8%	4.7%	5.9%	3.3%	3.9%
Night club/dancing	2.5%	3.2%	0.9%	2.5%	4.3%	2.2%	3.9%	5.7%	3.5%	3.2%
Water park	2.2%	2.7%	0.8%	2.2%	3.7%	1.8%	4.2%	6.2%	2.9%	2.7%
Standup comedy	1.2%	1.3%	0.3%	1.8%	2.0%	1.2%	1.6%	3.5%	1.1%	1.6%
Base	14987	8609	3526	2851	7658	4103	2522	1828	2702	8857

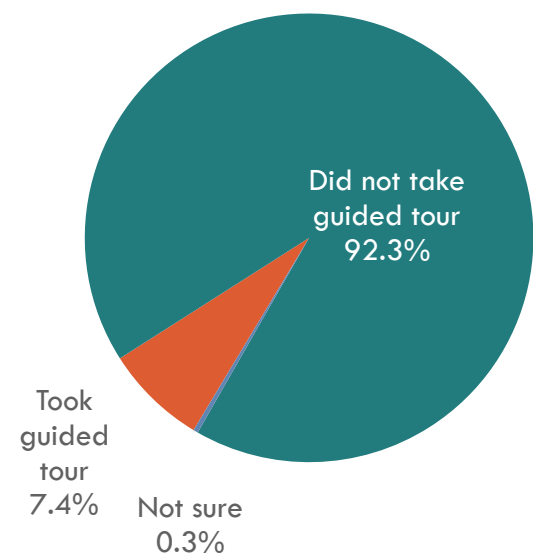
Question: Which of the following attractions and entertainment experiences did you do during this trip? (Select all that apply)

GUIDED TOURS

Few 2021-2022 Oregon visitors took a guided tour (7.4%). The highest usage occurred among campers/glampers (20.5%), hotel guests (11.3%), and first-time visitors (10.6%).

Figure 32: Guided Tour

Details by Segment



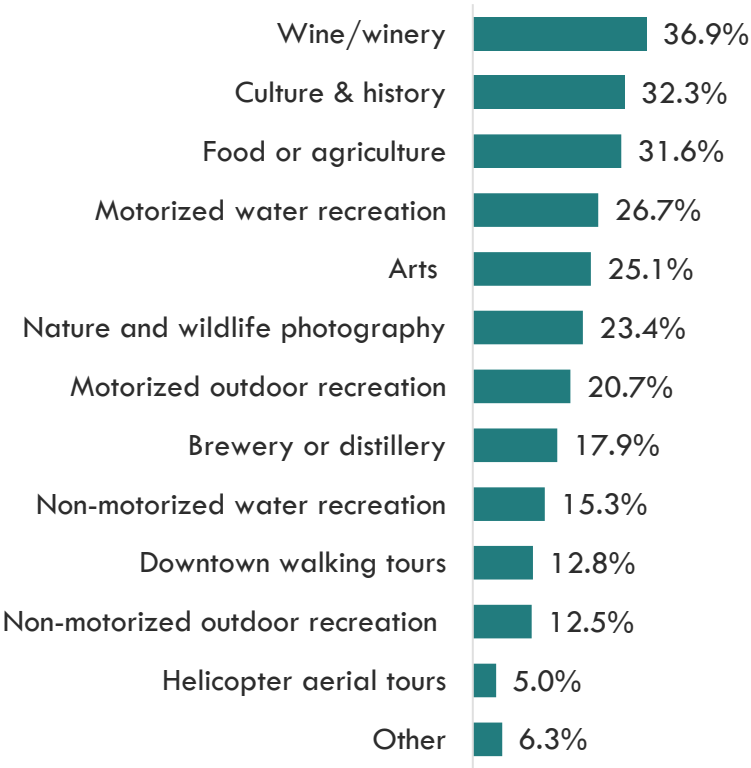
	Trip Purpose					Lodging Type			First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Took guided tour	7.4%	8.6%	2.9%	9.0%	11.3%	4.8%	10.4%	20.5%	10.6%	9.2%
Did not take guided tour	92.3%	91.0%	97.0%	90.6%	88.1%	95.1%	89.3%	78.9%	88.9%	90.4%
Not sure	0.3%	0.4%	0.0%	0.4%	0.5%	0.1%	0.3%	0.6%	0.5%	0.4%
Base	17762	10775	3972	3014	8952	4715	3128	2203	2854	10364

Question: Did you participate in any guided tour?

GUIDED TOUR TYPE

Those who took a guided tour most likely participated in one of three types: **wine/winery (36.9%), culture/history (32.3%), and/or food/agriculture (31.6%)**. Those staying in private homes were more likely to take a motorized water recreation tour than any other type of tour and exceeded every other segment (42.4%).

Figure 33: Guided Group Tour Type



Question: Which best describes the type of guided tour(s) you participated in? (Select all that apply)

GUIDED TOUR TYPE continued

Details by Segment

	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure Visitor	VFR Visitor	Business / Convention Visitor	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Wine/winery	36.9%	36.5%	27.8%	42.2%	36.1%	38.4%	44.5%	42.6%	45.5%	35.9%
Culture & history	32.3%	31.6%	24.7%	38.0%	36.1%	32.7%	25.2%	34.8%	30.5%	33.6%
Food or agriculture	31.6%	31.9%	21.6%	35.1%	37.0%	36.8%	31.8%	39.9%	33.6%	33.8%
Motorized water recreation (e.g. jetboats, fishing, whale watching)	26.7%	26.1%	25.4%	29.2%	28.3%	42.4%	31.7%	35.8%	19.6%	28.9%
Arts (e.g. open studio tours, guided art trail walks)	25.1%	23.9%	24.1%	29.7%	27.4%	33.6%	30.4%	32.2%	23.0%	27.4%
Nature and wildlife photography	23.4%	21.7%	27.3%	27.6%	25.7%	31.7%	30.3%	24.6%	25.3%	24.6%
Motorized outdoor recreation (e.g. assisted bike, trolley, ATV, or dune buggy tours)	20.7%	19.9%	8.5%	29.1%	22.6%	32.6%	29.4%	34.5%	15.3%	22.5%
Brewery or distillery	17.9%	16.8%	22.7%	19.8%	19.5%	28.3%	23.3%	29.3%	10.8%	20.6%
Non-motorized water recreation (e.g. whitewater rafting, kayaking, stand-up paddle boarding, drift boating, sailing)	15.3%	14.9%	14.4%	17.2%	16.9%	30.8%	27.8%	25.9%	7.9%	17.3%
Downtown walking tours	12.8%	13.2%	18.1%	8.8%	12.3%	20.2%	12.7%	9.4%	11.8%	13.4%
Non-motorized outdoor recreation (e.g. horseback riding, guided hiking, bicycling)	12.5%	11.5%	11.9%	16.3%	12.4%	23.4%	20.6%	17.0%	10.8%	13.2%
Helicopter aerial tours	5.0%	5.4%	1.4%	5.2%	5.9%	12.0%	7.4%	8.3%	3.9%	5.5%
Other	6.3%	7.1%	11.4%	1.0%	5.0%	4.8%	5.6%	4.0%	2.3%	6.4%
Base	1490	1055	115	320	1190	247	360	545	343	1063

Question: Which best describes the type of guided tour(s) you participated in? (Select all that apply)

A woman wearing a wide-brimmed hat and a blue patterned scarf walks across a grassy field towards a large, weathered barn with a corrugated metal roof. The scene is set during sunset, with warm light illuminating the landscape and the barn. The text "PERCEPTIONS & SATISFACTION" is overlaid in the center of the image.

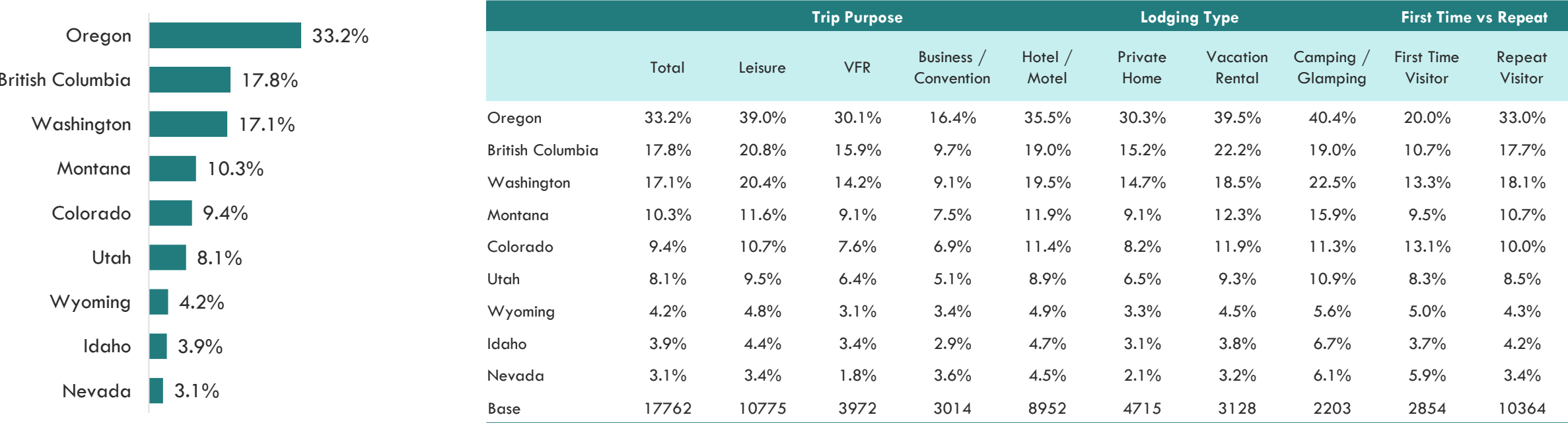
PERCEPTIONS & SATISFACTION

DESTINATION RATING – SCENIC BEAUTY

Within an array of very competitive Western states and British Columbia, Oregon gets top marks for scenic beauty (33.2%). At about half the rate of Oregon, 2021-2022 visitors were nearly equally likely to select British Columbia (17.8%) and/or Washington State (17.1%) as next-in-line competitors.

Figure 35: Scenic Beauty Rating

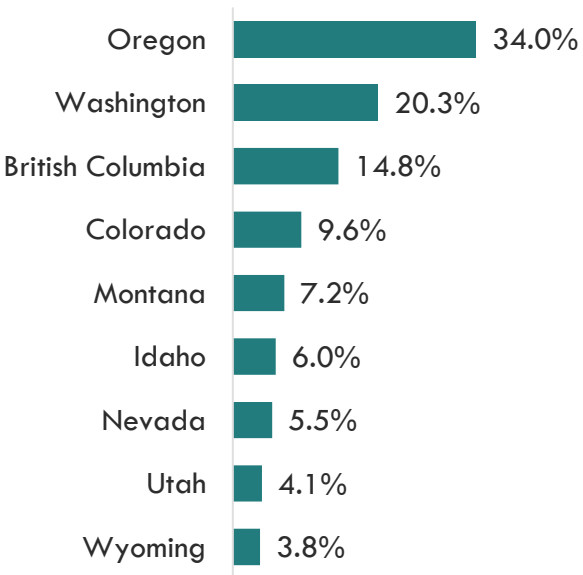
Details by Segment



DESTINATION RATING – WELCOMING

When asked to rank these destinations according to how welcoming they are to their visitors, visitors positioned Oregon as the most welcoming. Visitors ranked Washington State second (20.3%) and British Columbia third (14.8%).

Figure 36: Welcoming Rating



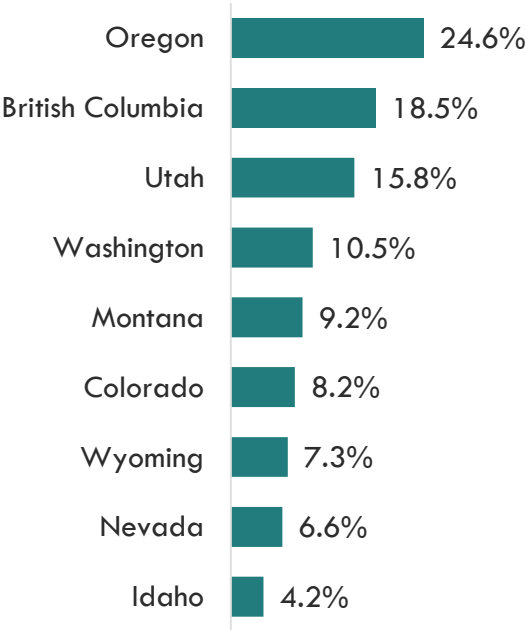
Details by Segment

	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Oregon	34.0%	40.9%	29.1%	15.3%	36.2%	30.1%	42.0%	37.6%	21.2%	34.7%
Washington	20.3%	24.0%	17.1%	11.1%	22.4%	17.2%	23.8%	24.5%	15.2%	20.8%
British Columbia	14.8%	17.4%	12.9%	8.1%	15.8%	13.1%	17.5%	17.8%	10.0%	14.4%
Colorado	9.6%	10.9%	7.8%	7.4%	11.9%	8.4%	11.9%	12.9%	12.7%	10.3%
Montana	7.2%	8.1%	6.7%	5.1%	8.8%	5.8%	7.8%	11.6%	7.9%	7.3%
Idaho	6.0%	6.9%	5.3%	3.9%	6.8%	5.3%	5.6%	11.0%	4.7%	6.4%
Nevada	5.5%	5.7%	5.1%	5.5%	7.4%	4.3%	5.6%	7.3%	8.3%	5.9%
Utah	4.1%	4.5%	3.7%	3.4%	4.9%	3.9%	4.4%	6.6%	4.5%	4.5%
Wyoming	3.8%	4.2%	2.8%	3.9%	4.7%	2.7%	4.7%	7.3%	4.0%	4.2%
Base	17762	10775	3972	3014	8952	4715	3128	2203	2854	10364

DESTINATION RATING – UNIQUE

Oregon also leads as a unique destination (24.6%), but by a narrower margin than the other two attributes (beauty and welcoming). Visitors viewed British Columbia (18.5%) and Utah (15.8%) as relatively strong competitors on uniqueness.

Figure 37: Uniqueness Rating



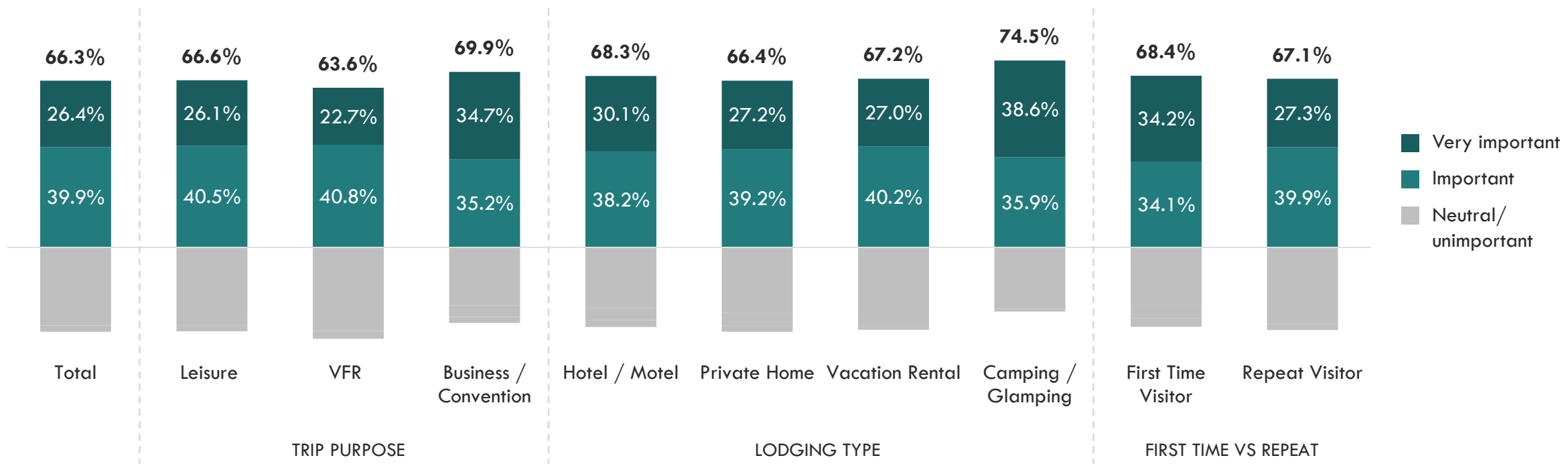
Details by Segment

	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Oregon	24.6%	29.2%	20.8%	13.0%	26.8%	22.6%	30.0%	30.2%	16.5%	25.2%
British Columbia	18.5%	21.2%	17.1%	10.8%	20.4%	15.5%	20.7%	20.7%	13.3%	18.3%
Utah	15.8%	18.7%	13.7%	8.3%	16.5%	13.9%	18.8%	21.1%	11.0%	15.8%
Washington	10.5%	12.4%	8.3%	6.9%	12.3%	9.1%	11.4%	13.6%	10.4%	11.1%
Montana	9.2%	10.4%	8.3%	6.1%	10.7%	7.2%	10.1%	12.2%	9.8%	9.7%
Colorado	8.2%	9.2%	6.8%	6.4%	10.1%	7.2%	9.7%	11.3%	10.5%	8.4%
Wyoming	7.3%	8.5%	6.6%	4.2%	8.3%	6.3%	8.7%	10.4%	5.3%	7.9%
Nevada	6.6%	7.4%	5.4%	5.5%	8.4%	5.5%	7.5%	8.8%	7.3%	7.1%
Idaho	4.2%	5.1%	3.2%	2.3%	4.8%	3.8%	5.3%	7.9%	4.2%	4.5%
Base	17762	10775	3972	3014	8952	4715	3128	2203	2854	10364

ENVIRONMENTAL IMPACT IMPORTANCE

Two-thirds of 2021-2022 visitors considered the impact of their travel on the environment to be either "very important" or "important" (66.3%). Campers/glampers noted an above-average degree of environmental consciousness (74.5%).

Figure 38: Environmental Impact Importance

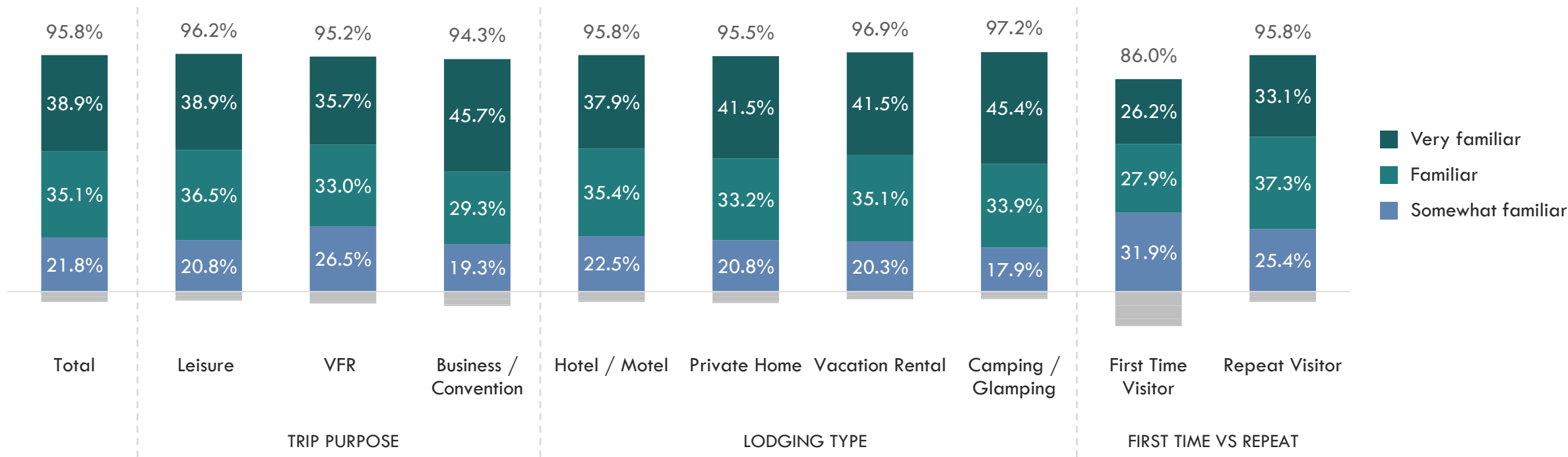


Question: When planning your trips, how important to you is the impact of your travel on the environment? (Select one)

OREGON FAMILIARITY RATING

Three-quarters of visitors felt "familiar" or "very familiar" with Oregon (74.0%). That high degree of familiarity crosses nearly all segments, except first-time visitors (54.2%).

Figure 39: Oregon Familiarity Rating



Question: How familiar are you with the things to see and do in Oregon?

DESTINATION ATTRIBUTE IMPORTANCE

Cited by nine-in-ten visitors, scenic beauty (90.4%) and a relaxing environment (88.4%) top the list of motivators for taking a trip in Oregon in 2021-2022 (top-three box). Several other key factors contributed to the decision, led by affordability/value (81.8%), local food (81.2%), environmental quality (80.3%), an inclusive/welcoming atmosphere (79.9%), outdoor recreation (78.6%), and safety (77.8%).

Figure 40: Destination Attribute Importance



Question: How important were each of the following to your decision to take this trip to/within Oregon? Please use the scale from "Very important" to "Not at all important"

DESTINATION ATTRIBUTE IMPORTANCE continued

Details by Segment

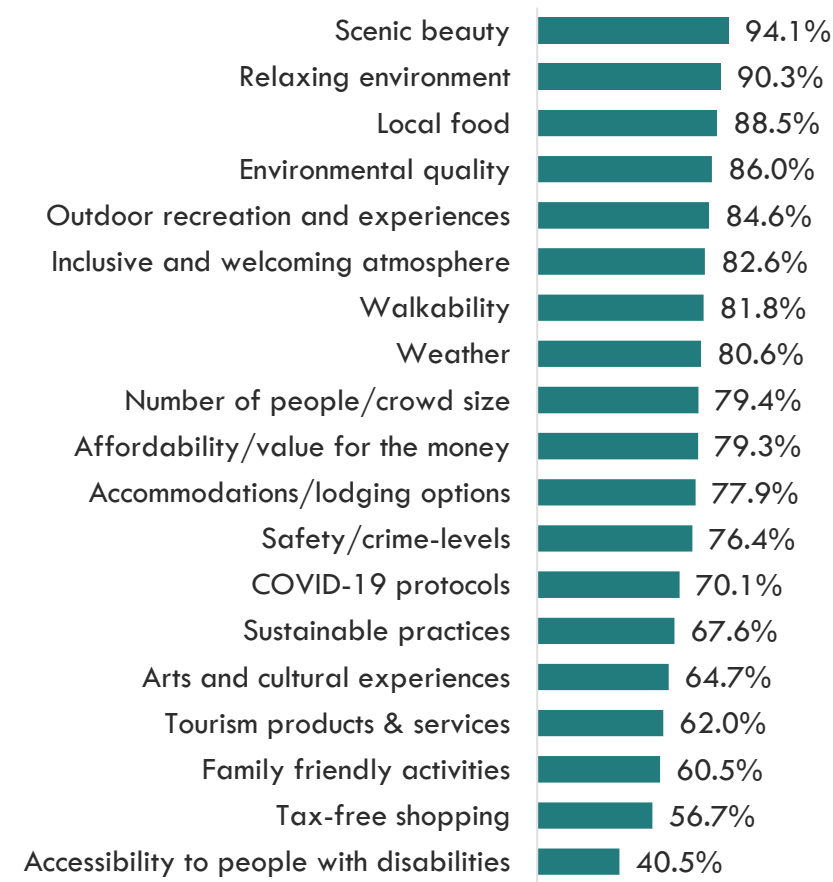
	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Scenic beauty	90.4%	93.3%	84.4%	80.9%	90.9%	88.1%	95.7%	93.1%	88.8%	91.4%
Relaxing environment/a place to unwind	88.4%	91.1%	81.9%	82.5%	89.5%	86.2%	95.0%	91.2%	85.3%	89.5%
Affordability/value for the money	81.8%	83.6%	76.6%	79.5%	84.8%	78.1%	85.3%	85.8%	81.5%	83.2%
Local food	81.2%	82.9%	75.3%	80.4%	84.5%	79.3%	88.7%	76.3%	81.9%	82.6%
Environmental quality (e.g. air, cleanliness)	80.3%	82.6%	74.2%	76.0%	81.6%	77.5%	85.2%	86.9%	78.9%	81.3%
Inclusive and welcoming atmosphere	79.9%	82.2%	73.1%	77.2%	82.5%	77.8%	84.5%	82.9%	79.1%	81.7%
Outdoor recreation and experiences	78.6%	82.2%	68.1%	74.5%	79.5%	75.3%	86.9%	87.6%	79.7%	79.9%
Safety/crime-levels	77.8%	79.9%	70.8%	77.0%	80.9%	72.9%	80.9%	81.0%	81.2%	79.5%
Walkability	75.6%	78.3%	67.0%	73.4%	78.8%	72.8%	79.9%	80.3%	75.6%	76.9%
Accommodations/lodging options	75.8%	79.7%	60.8%	78.0%	89.9%	55.3%	91.9%	76.5%	81.2%	78.5%
Number of people/crowd size	71.2%	74.4%	60.8%	69.0%	73.6%	64.5%	76.9%	80.1%	71.9%	72.6%
Weather	65.9%	67.9%	57.2%	69.4%	69.1%	62.0%	69.8%	73.1%	76.8%	68.6%
COVID-19 protocols	63.3%	64.4%	59.1%	64.0%	67.6%	61.2%	66.4%	65.0%	68.1%	64.4%
Sustainable practices	59.1%	60.5%	52.3%	63.0%	62.3%	57.7%	61.7%	67.8%	63.3%	60.7%
Arts, historic and cultural heritage experiences	57.1%	58.9%	46.8%	64.9%	62.8%	51.6%	60.2%	65.5%	63.1%	59.7%
Family friendly activities	52.1%	47.5%	66.3%	57.2%	52.2%	60.9%	53.4%	57.6%	58.7%	54.2%
Tourism products & services	47.1%	49.4%	32.8%	59.0%	55.3%	39.8%	52.2%	54.0%	62.2%	50.5%
Tax-free shopping	39.4%	37.7%	38.1%	54.4%	43.4%	46.1%	36.8%	47.3%	47.2%	40.2%
Accessibility to people with disabilities	32.4%	31.4%	29.1%	46.1%	37.6%	32.1%	31.8%	44.8%	42.2%	34.7%

Question: How important were each of the following to your decision to take this trip to/within Oregon? Please use the scale from "Very important" to "Not at all important"

ATTRIBUTE SATISFACTION RATING

Generally, visitors to Oregon in 2021-2022 went home satisfied, particularly with the elements that they deemed most important. Nearly all were satisfied with the two leading factors in importance, scenic beauty (94.1% satisfied, top-two box) and relaxing environment (90.3%). Local food (88.5%), environmental quality (86.0%), outdoor recreation (84.6%), and inclusiveness/welcoming (82.6%) earned very high marks as well. Affordability, the third-ranked in importance, places lower on the list, but still satisfied four-in-five visitors (79.3%).

Figure 41: Attribute Satisfaction Rating



Question: How satisfied are you with each of the following about your trip experience within Oregon? Please use the scale from "Very satisfied" to "Very unsatisfied"

ATTRIBUTE SATISFACTION RATING continued

Details by Segment

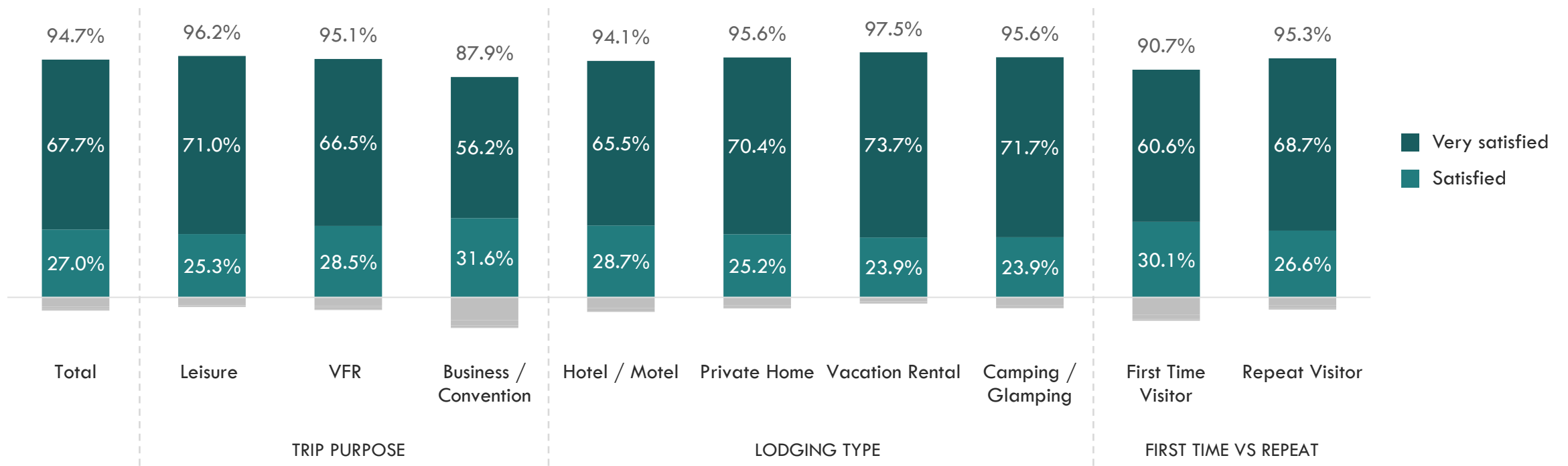
	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Scenic beauty	94.1%	95.5%	92.8%	86.6%	94.1%	94.2%	97.3%	94.2%	91.1%	94.5%
Relaxing environment/a place to unwind	90.3%	92.4%	86.7%	81.8%	90.4%	89.9%	95.5%	91.9%	86.4%	90.9%
Local food	88.5%	89.1%	87.9%	86.0%	90.8%	88.7%	92.6%	84.7%	87.1%	89.5%
Environmental quality (e.g. air, cleanliness)	86.0%	87.7%	84.0%	78.3%	86.5%	84.4%	89.5%	87.1%	84.0%	86.8%
Outdoor recreation and experiences	84.6%	87.0%	79.1%	78.0%	85.0%	83.0%	90.8%	90.1%	84.3%	85.4%
Inclusive and welcoming atmosphere	82.6%	83.8%	79.7%	80.0%	84.2%	80.7%	87.0%	82.9%	80.9%	83.8%
Walkability	81.8%	83.8%	77.4%	76.1%	83.2%	79.8%	86.1%	84.4%	79.9%	82.3%
Weather	80.6%	82.9%	74.9%	75.7%	82.0%	76.7%	85.2%	83.8%	83.7%	81.8%
Number of people/crowd size	79.4%	81.1%	74.9%	76.1%	81.1%	75.6%	84.5%	81.5%	79.0%	80.7%
Affordability/value for the money	79.3%	80.8%	74.9%	76.9%	81.0%	75.0%	84.3%	81.3%	77.8%	80.7%
Accommodations/lodging options	77.9%	81.0%	66.6%	78.6%	89.0%	62.9%	92.8%	83.9%	80.9%	80.7%
Safety/crime-levels	76.4%	78.4%	71.0%	72.8%	77.6%	72.5%	82.7%	79.5%	78.2%	76.8%
COVID-19 protocols	70.1%	71.6%	65.5%	67.8%	74.1%	63.0%	75.2%	67.1%	72.8%	72.2%
Sustainable practices	67.6%	68.9%	61.8%	69.7%	70.8%	65.3%	72.8%	72.1%	70.4%	69.3%
Arts, historic and cultural heritage experiences	64.7%	66.8%	57.3%	64.5%	70.0%	60.9%	67.0%	69.0%	67.6%	67.1%
Tourism products & services	62.0%	64.6%	52.5%	62.8%	67.8%	56.1%	68.9%	66.8%	73.5%	65.1%
Family friendly activities	60.5%	56.9%	71.0%	65.4%	60.7%	67.1%	64.1%	66.4%	66.9%	61.7%
Tax-free shopping	56.7%	55.3%	57.2%	65.4%	59.3%	63.2%	56.3%	60.1%	54.6%	57.4%
Accessibility to people with disabilities	40.5%	39.4%	38.6%	53.0%	45.5%	39.7%	40.2%	50.1%	49.0%	42.7%

Question: How satisfied are you with each of the following about your trip experience within Oregon? Please use the scale from "Very satisfied" to "Very unsatisfied"

OVERALL SATISFACTION

Overall, nearly everyone was satisfied with their 2021-2022 trip to Oregon (94.7%); further two-in-three cited the highest possible level of "very satisfied" (67.7%). The state pleased visitors across all segments, with even the lowest group (business/convention visitors) reporting that almost nine-in-ten were satisfied (87.9%).

Figure 42: Overall Trip Satisfaction

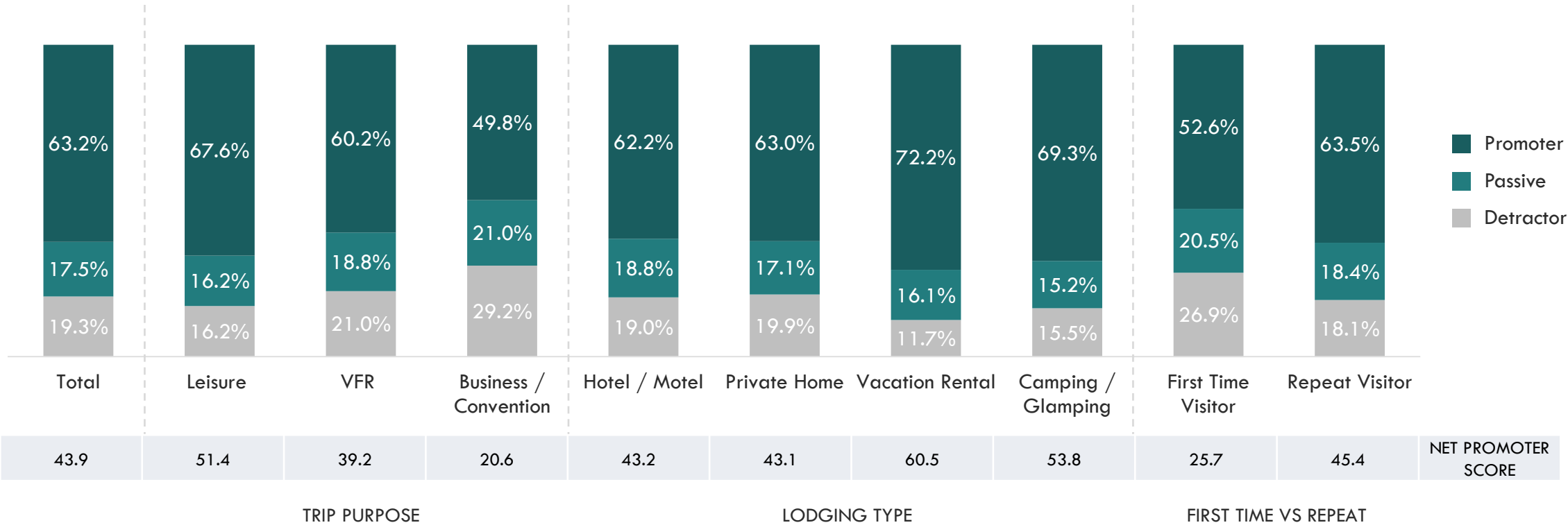


Question: How satisfied were you with your overall trip in Oregon?

LIKELIHOOD TO RECOMMEND

Overall, visitors to Oregon have a Net Promoter Score of 43.9 (Promoters – Detractors). Net Promoter Score is highest among Vacation Rental visitors (60.5), Camping/Glamping visitors (53.8), and Leisure visitors (51.4). Net Promoter Score is lowest among Business/Convention visitors (20.6) and First Time visitors (25.7).

Figure 43: Likelihood to Recommend Oregon

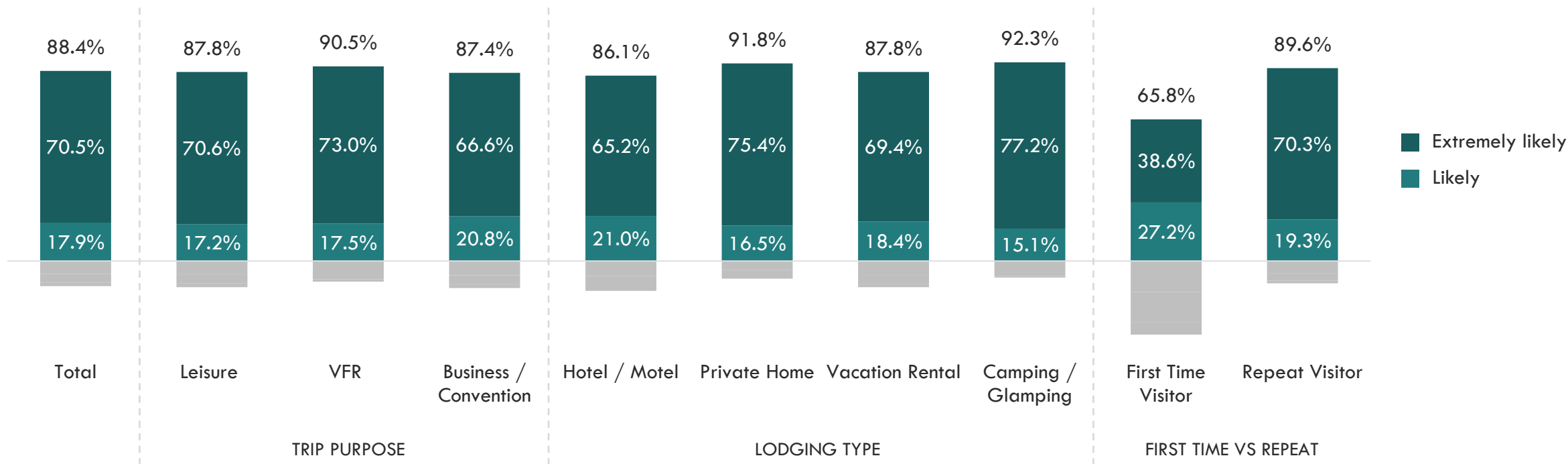


Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

LIKELIHOOD TO VISIT OREGON IN FUTURE

Nearly nine-in-ten visitors expect to return to Oregon in the next 12 months (88.4%). The highest levels of return expectations occurred among campers/glampers (92.3%) and VFR visitors (90.5%), but all approach the 90 percent level except first-time visitors. But, even with them, two-thirds expect to come back soon (65.8%).

Figure 44: Likelihood to Visit Oregon in Future



Question: How likely are you to travel to or within Oregon in the next 12 months?

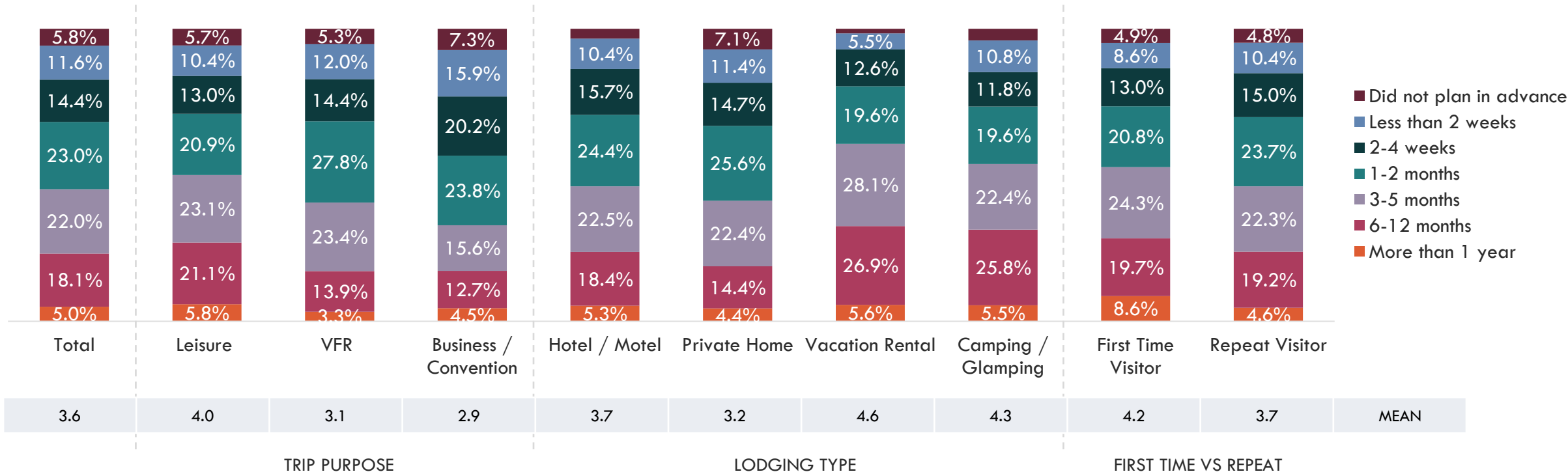
A person is seen from behind, riding a bicycle on a wide, gravel-covered road that stretches into the distance. The road is flanked by dry, yellowish-brown grass and shrubs. In the background, a range of large, rugged mountains is visible, with significant snow cover on their peaks and upper slopes. The sky is a clear, pale blue. The overall scene conveys a sense of adventure and outdoor recreation.

TRAVEL PLANNING & MEDIA

PLANNING WINDOW

Visitors planned for their 2021-2022 Oregon trip an average of 3.6 months before they arrived. The length of planning time ranged from 2.9 months (business/convention visitors) to 4.6 months (vacation rental users).

Figure 45: Trip Planning Window



Question: How far in advance did you begin planning this Oregon trip? Select the response that best completes this statement: I planned this trip _____ before I arrived.

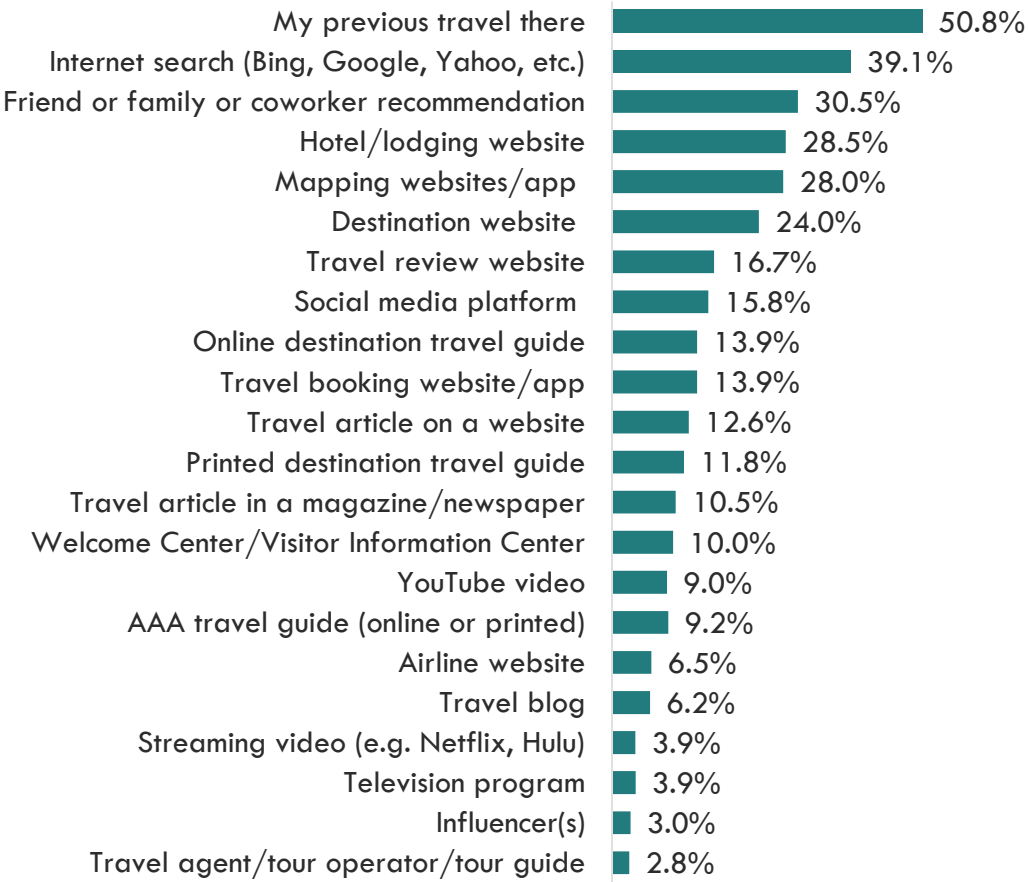
TRAVEL PLANNING RESOURCES

When planning their 2021-2022 Oregon trip, the leading resource was presumably a happy memory, as noted by "my previous travel there" (50.8%). An internet search (39.1%) and word-of-mouth via friends/family (30.5%) topped the remaining travel planning resources. Word-of-mouth was most relevant for VFR visitors (47.5%) and those staying in a private home (45.7%).

Specific websites follow as planning resources, including hotel/lodging websites (28.5%), mapping websites/apps (28.0%), and destination websites (24.0%).

Additionally, one-in-six travelers gathered information through travel review sites (16.7%) and social media (15.8%) while other sources trail.

Figure 46: Travel Planning Resources



Question: Which of the following information sources did you use to plan this Oregon trip? (Select all that apply)

TRAVEL PLANNING RESOURCES continued

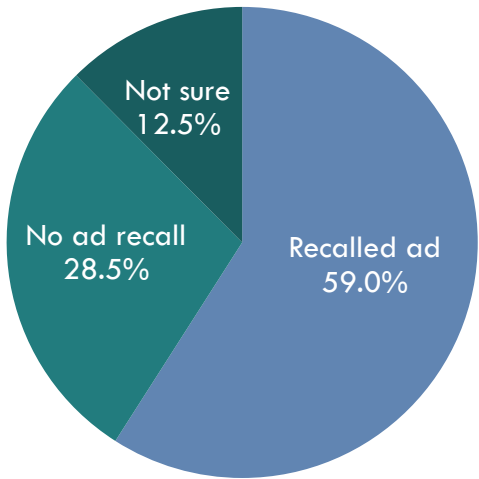
Details by Segment

	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
My previous travel there	50.8%	51.3%	54.9%	39.3%	46.0%	55.8%	54.1%	45.4%	12.6%	49.7%
Internet search (Bing, Google, Yahoo, etc.)	39.1%	42.1%	31.0%	32.9%	40.9%	29.8%	45.9%	40.7%	32.8%	40.9%
Friend or family or coworker recommendation	30.5%	26.4%	47.5%	25.3%	25.9%	45.7%	33.4%	29.7%	28.9%	31.6%
Hotel/lodging website	28.5%	30.8%	20.3%	27.5%	43.5%	13.3%	29.2%	18.8%	27.0%	28.7%
Mapping websites/app (e.g. Google Maps, MapQuest)	28.0%	30.0%	21.3%	27.3%	28.3%	23.3%	31.9%	35.6%	26.1%	28.9%
Destination website (e.g. Travel Oregon, Travel Portland, Visit Ashland)	24.0%	27.5%	13.7%	19.8%	27.0%	16.8%	34.0%	27.8%	24.0%	26.3%
Travel review website (e.g. TripAdvisor, Yelp)	16.7%	19.2%	8.7%	14.9%	21.2%	11.6%	24.7%	18.4%	16.8%	19.1%
Social media platform (e.g. Facebook, Instagram, Pinterest, TikTok)	15.8%	16.6%	10.5%	19.9%	17.7%	16.6%	18.0%	20.4%	19.7%	16.9%
Online destination travel guide	13.9%	15.7%	7.0%	15.4%	16.1%	9.3%	21.2%	18.2%	13.1%	15.5%
Travel booking website/app (e.g. Airbnb, Expedia, Priceline)	13.9%	15.1%	7.8%	18.0%	15.6%	7.3%	32.3%	13.7%	14.3%	15.4%
Travel article on a website	12.6%	14.1%	7.3%	12.0%	14.8%	9.0%	16.7%	17.1%	11.7%	14.2%
Printed destination travel guide	11.8%	13.3%	6.8%	10.8%	13.7%	7.7%	16.5%	16.6%	14.2%	13.5%
Travel article in a magazine/newspaper	10.5%	11.8%	5.1%	11.8%	12.0%	7.9%	13.1%	15.5%	8.4%	12.0%
Welcome Center/Visitor Information Center	10.0%	11.5%	5.0%	9.1%	11.3%	7.5%	13.9%	15.5%	9.4%	11.7%
YouTube video	9.0%	9.0%	4.9%	16.8%	11.9%	8.6%	11.7%	16.6%	16.4%	10.1%
AAA travel guide (online or printed)	9.2%	9.9%	7.1%	9.0%	11.8%	8.3%	10.0%	12.8%	10.4%	10.4%
Airline website	6.5%	5.0%	9.4%	11.4%	8.2%	8.3%	8.5%	6.0%	12.0%	6.9%
Travel blog	6.2%	6.6%	3.2%	9.9%	8.3%	5.1%	8.9%	9.9%	9.3%	7.3%
Streaming video (e.g. Netflix, Hulu)	3.9%	3.8%	1.6%	8.5%	5.4%	3.9%	5.1%	8.1%	6.5%	4.7%
Television program	3.9%	4.1%	2.2%	5.4%	5.3%	4.2%	4.5%	8.4%	3.5%	4.9%
Influencer(s)	3.0%	2.8%	2.2%	5.9%	3.8%	3.6%	3.9%	4.7%	5.8%	3.1%
Travel agent/tour operator/tour guide	2.8%	3.0%	0.3%	6.8%	4.4%	2.9%	4.2%	7.8%	5.7%	3.5%
Base	9235	6750	1530	955	5303	1954	1932	1641	1309	5592

ADVERTISING RECALL

Three-in-five 2021-2022 Oregon visitors recalled seeing travel ads about Oregon in the prior 12 months (59.0%). Campers/Glampers noted the highest recall rate (74.1%). While VFR visitors (49.7%) reported the lowest recall, that still represents half of them.

Figure 47: Advertising Recall



Details by Segment

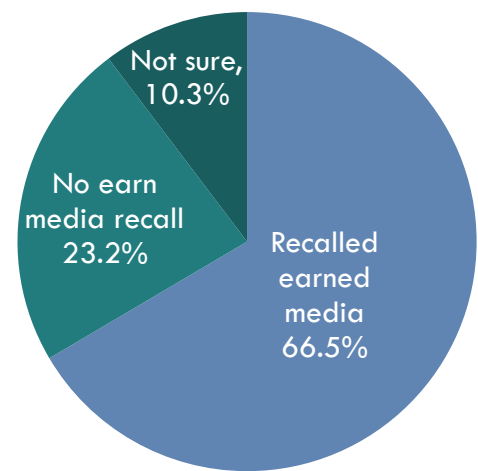
	Trip Purpose					Lodging Type			First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Yes	59.0%	63.4%	49.7%	53.3%	59.5%	55.9%	64.1%	74.1%	38.5%	58.4%
No	28.5%	24.9%	35.5%	34.4%	29.2%	30.1%	25.6%	17.9%	48.4%	28.9%
I'm not sure	12.5%	11.7%	14.8%	12.3%	11.2%	14.0%	10.3%	8.0%	13.1%	12.7%
Base	12854	8402	2418	2033	7004	2954	2456	1829	2141	8036

Question: In the past TWELVE (12) MONTHS do you recall having seen any travel advertisements about Oregon?

EARNED MEDIA RECALL

Recall climbed to two-thirds (66.5%) when visitors were prompted to remember travel-related articles, videos, or podcasts (66.5%). Further, earned media recall by visitors in every segment exceeds half.

Figure 48: Earned Media Recall



Details by Segment

	Trip Purpose					Lodging Type			First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Recalled earned media	66.5%	69.0%	56.3%	69.5%	66.5%	65.0%	69.8%	75.6%	52.7%	65.0%
No earned media recall	23.2%	20.9%	32.2%	21.0%	23.9%	23.4%	20.2%	17.3%	37.5%	24.8%
Not sure	10.3%	10.1%	11.5%	9.5%	9.6%	11.6%	10.0%	7.2%	9.9%	10.2%
Base	9306	6795	1546	964	5325	1984	1937	1646	1312	5614

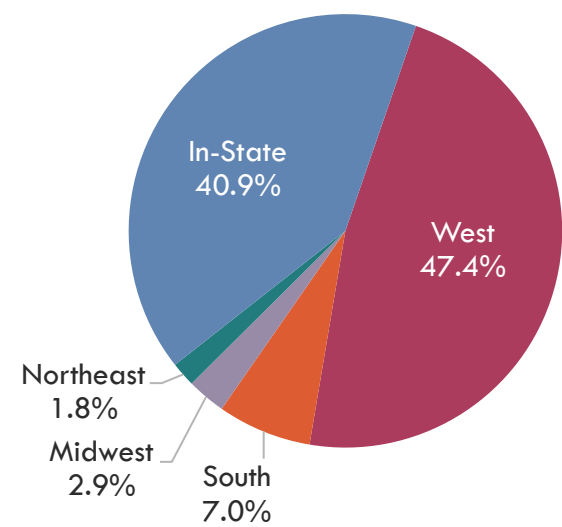
A person with curly hair, wearing a dark quilted jacket, dark leggings, and tan hiking boots, stands on a rocky outcrop. They are looking out over a vast landscape where a thick layer of white clouds fills the valley. In the distance, blue mountain ranges are visible under a cloudy sky. Several evergreen trees are scattered around the rocky outcrop.

MARKETS & DEMOGRAPHICS

ORIGIN REGION

The largest proportions of 2021-2022 Oregon visitors came either from inside the state (40.9%) or elsewhere in the West (47.4%). The South represents the next-largest source of visitors (7.0%). First time visitors typically live out-of-state (19.9% live in Oregon, half the level of repeat visitors at 39.0%).

Figure 49: Origin Region



Details by Segment

	Trip Purpose					Lodging Type			First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
West	47.4%	45.1%	53.5%	47.2%	51.2%	53.4%	45.4%	42.8%	50.3%	49.4%
In-State	40.9%	43.5%	35.4%	38.7%	33.3%	35.0%	39.2%	46.0%	19.9%	39.0%
South	7.0%	6.8%	6.1%	9.1%	9.5%	6.4%	9.3%	6.7%	17.3%	7.0%
Midwest	2.9%	2.8%	3.1%	3.0%	3.5%	3.3%	4.0%	2.4%	7.6%	2.8%
Northeast	1.8%	1.7%	1.9%	2.1%	2.4%	2.0%	2.2%	2.1%	4.9%	1.7%
Base	17025	10417	3776	2831	8612	4427	3056	2168	2648	9975

ORIGIN COUNTRY

Less than three percent of respondents were international visitors to Oregon. Aided by being geographically nearby, Canada (1.0%) heads the list of foreign residences.

Figure 50: Top Origin Countries

United States	97.1%
Canada	1.0%
United Kingdom	0.3%
Mexico	0.2%
Germany	0.1%
Australia	0.1%
Netherlands	0.1%
Japan	0.1%
Spain	0.1%
Brazil	0.1%

Details by Segment

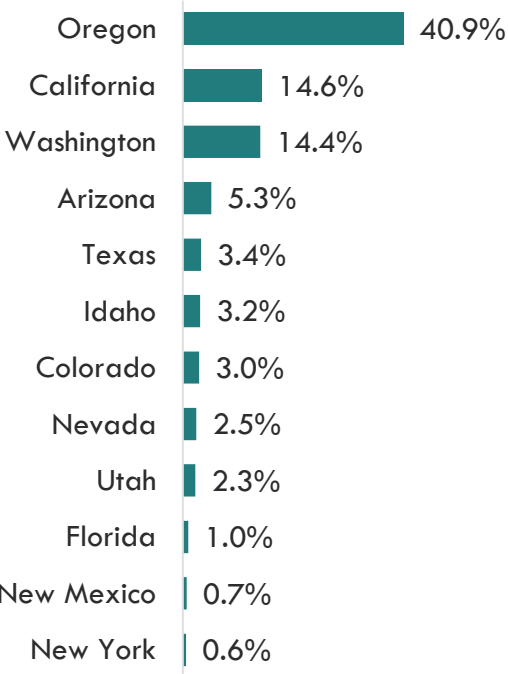
	Trip Purpose				Lodging Type				First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
United States	97.1%	97.8%	96.6%	95.1%	97.1%	95.6%	98.2%	99.0%	92.4%	97.6%
Canada	1.0%	0.8%	0.9%	1.9%	1.1%	1.1%	0.6%	0.3%	2.8%	0.8%
United Kingdom	0.3%	0.3%	0.5%	0.3%	0.2%	0.6%	0.3%	0.2%	0.8%	0.3%
Mexico	0.2%	0.1%	0.2%	0.4%	0.2%	0.3%	0.1%	0.0%	0.6%	0.2%
Germany	0.1%	0.1%	0.3%	0.1%	0.1%	0.3%	0.2%	0.0%	0.2%	0.2%
Australia	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
Netherlands	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.3%	0.0%
Japan	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%
Spain	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
Brazil	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%
Base	17761	10775	3972	3013	8952	4714	3128	2203	2854	10364

Question: What is your country of residence?

ORIGIN STATE

Visitors most commonly lived within the state (40.9%). The border states of California (14.6%) and Washington (14.4%) nearly tie for the next-highest source of visitors.

Figure 51: Top Origin States



Details by Segment

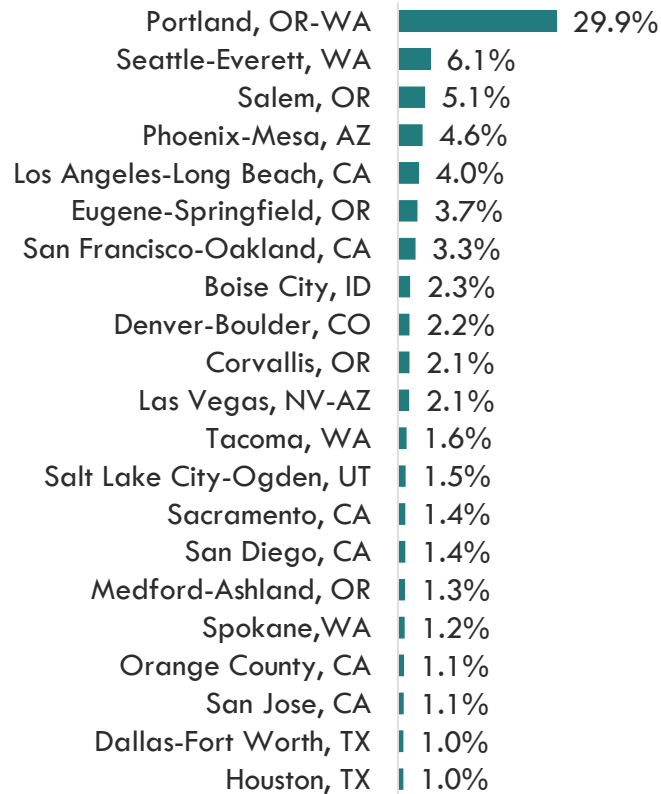
	Trip Purpose					Lodging Type			First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Oregon	40.9%	43.5%	35.4%	38.7%	33.3%	35.0%	39.2%	46.0%	19.9%	39.0%
California	14.6%	13.3%	17.2%	15.8%	16.5%	18.3%	14.6%	12.8%	18.5%	15.8%
Washington	14.4%	15.7%	13.4%	10.8%	15.4%	11.0%	11.7%	15.2%	8.3%	14.1%
Arizona	5.3%	4.6%	6.4%	6.5%	5.8%	7.3%	6.5%	4.7%	6.3%	5.7%
Texas	3.4%	3.3%	2.9%	4.3%	4.7%	2.7%	4.4%	2.8%	8.2%	3.4%
Idaho	3.2%	2.7%	4.4%	3.7%	3.1%	4.3%	3.1%	2.7%	2.2%	3.6%
Colorado	3.0%	2.8%	3.4%	3.3%	3.5%	3.5%	2.9%	1.9%	4.8%	3.2%
Nevada	2.5%	2.1%	3.3%	2.6%	2.6%	2.9%	2.2%	2.2%	3.3%	2.8%
Utah	2.3%	2.0%	3.0%	2.4%	2.2%	2.9%	2.2%	1.4%	3.8%	2.3%
Florida	1.0%	1.0%	0.9%	1.1%	1.3%	1.0%	1.5%	1.3%	2.6%	1.0%
New Mexico	0.7%	0.6%	0.8%	0.9%	0.8%	1.1%	0.6%	0.6%	1.8%	0.5%
New York	0.6%	0.6%	0.6%	0.7%	0.8%	0.7%	0.8%	0.9%	1.5%	0.6%
Base	17025	10417	3776	2831	8612	4427	3056	2168	2648	9975

Question: In which state do you currently reside?

ORIGIN METRO

Portland led as the top source market for 2021-2022 tourism (29.9%). Seattle ranked a distant second (6.1%).

Figure 52: Top Origin Metros



Details by Segment

	Trip Purpose					Lodging Type			First Time vs Repeat	
	Total	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
Portland, OR-WA	29.9%	30.7%	26.7%	31.2%	22.6%	25.1%	28.2%	32.4%	17.7%	28.4%
Seattle-Everett, WA	6.1%	6.7%	5.6%	4.8%	7.2%	4.4%	5.8%	7.1%	3.5%	6.6%
Salem, OR	5.1%	5.8%	3.9%	4.5%	4.5%	3.9%	5.2%	5.4%	2.4%	4.9%
Phoenix-Mesa, AZ	4.6%	4.0%	5.4%	5.7%	5.0%	6.0%	5.9%	3.7%	5.4%	4.7%
Los Angeles-Long Beach, CA	4.0%	3.4%	3.7%	6.1%	5.1%	5.1%	4.8%	6.2%	5.5%	4.6%
Eugene-Springfield, OR	3.7%	4.7%	2.6%	1.6%	3.4%	2.6%	3.4%	5.5%	1.3%	3.1%
San Francisco-Oakland, CA	3.3%	2.8%	4.5%	3.3%	3.4%	4.3%	3.1%	1.6%	3.2%	3.6%
Boise City, ID	2.3%	1.9%	2.6%	3.1%	2.5%	2.5%	2.1%	1.3%	0.6%	2.6%
Denver-Boulder, CO	2.2%	2.0%	2.4%	2.4%	2.6%	2.4%	1.8%	1.6%	3.4%	2.3%
Corvallis, OR	2.1%	2.3%	2.1%	1.4%	1.4%	2.1%	2.4%	2.3%	0.6%	2.1%
Las Vegas, NV-AZ	2.1%	1.7%	3.0%	2.4%	2.2%	3.1%	1.4%	1.6%	2.7%	2.3%
Tacoma, WA	1.6%	1.8%	1.6%	1.2%	2.0%	1.4%	0.8%	1.3%	1.0%	1.8%
Salt Lake City-Ogden, UT	1.5%	1.3%	1.5%	2.0%	1.6%	1.7%	1.1%	1.1%	2.8%	1.3%
Sacramento, CA	1.4%	1.3%	2.1%	1.0%	1.6%	1.5%	1.6%	0.5%	1.3%	1.5%
San Diego, CA	1.4%	1.3%	1.7%	1.2%	1.4%	1.7%	1.2%	0.7%	2.0%	1.4%
Medford-Ashland, OR	1.3%	1.5%	0.9%	1.1%	1.1%	1.4%	1.0%	1.9%	0.4%	1.4%
Spokane, WA	1.2%	0.9%	1.7%	1.6%	1.1%	1.7%	1.3%	1.0%	0.4%	1.0%
Orange County, CA	1.1%	1.1%	1.3%	0.9%	1.4%	1.5%	0.6%	1.0%	2.2%	1.1%
San Jose, CA	1.1%	1.0%	1.3%	0.9%	1.1%	1.5%	1.0%	0.6%	1.3%	1.0%
Dallas-Fort Worth, TX	1.0%	1.0%	0.6%	1.6%	1.5%	0.6%	0.9%	0.8%	2.4%	1.1%
Houston, TX	1.0%	1.0%	0.8%	1.0%	1.4%	0.7%	1.1%	0.8%	2.8%	0.9%

Question: What is your home zip code?

DEMOGRAPHICS

	Total	Trip Purpose			Lodging Type				First Time vs Repeat	
	All Visitors	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
n=										
Gender										
Male	40.9%	40.6%	32.7%	55.4%	45.8%	36.0%	41.7%	46.5%	44.0%	42.8%
Female	58.1%	58.6%	66.4%	41.9%	53.2%	63.0%	58.6%	52.1%	55.2%	56.3%
Cisgender	1.6%	1.5%	1.8%	1.8%	1.2%	1.8%	1.8%	1.4%	1.1%	1.4%
Genderqueer	0.6%	0.5%	0.6%	1.0%	0.5%	0.7%	0.2%	0.9%	0.7%	0.6%
Transgender	0.6%	0.5%	0.4%	1.1%	0.6%	0.4%	0.2%	0.8%	0.7%	0.4%
Gender non-conforming	0.5%	0.4%	0.5%	0.6%	0.4%	0.7%	0.3%	0.6%	0.4%	0.5%
Other	0.2%	0.2%	0.3%	0.5%	0.3%	0.2%	0.0%	0.2%	0.3%	0.2%
Age										
Boomers or Older	40.6%	43.2%	46.1%	23.0%	39.9%	41.3%	37.6%	36.9%	25.2%	41.4%
Gen X	27.7%	26.8%	23.6%	37.0%	29.3%	25.2%	28.6%	25.0%	26.5%	27.9%
Millennial	25.5%	24.8%	21.0%	34.4%	26.4%	23.8%	29.4%	32.1%	38.3%	25.4%
Gen Z	6.2%	5.3%	9.2%	5.5%	4.4%	9.7%	4.4%	6.0%	10.1%	5.3%
Mean	51.1	51.9	52.2	46.3	51.5	50.5	50.3	49.6	44.9	51.6
Ethnicity										
White	84.5%	84.8%	86.2%	80.2%	82.5%	86.2%	87.9%	88.0%	73.8%	84.8%
Hispanic/Latino or Latinx	5.1%	4.9%	4.9%	5.9%	5.6%	4.9%	4.4%	4.9%	7.6%	5.3%
Asian	5.6%	5.5%	5.2%	6.5%	6.2%	5.0%	5.6%	2.9%	9.9%	5.4%
Native American/Alaskan Native	2.6%	2.7%	2.0%	2.9%	2.7%	2.2%	2.2%	2.6%	2.6%	2.7%
Black or African American	2.4%	2.3%	2.0%	3.7%	2.9%	2.0%	1.6%	2.2%	5.1%	2.3%
Native Hawaiian or Pacific Islander	0.9%	0.9%	0.7%	0.9%	1.1%	0.8%	0.4%	1.1%	0.8%	0.9%
Middle Eastern/Northern African	0.6%	0.6%	0.2%	1.1%	0.6%	0.5%	0.5%	1.4%	0.8%	0.6%
I identify with more than one racial background/multi-racial	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	1.2%	0.2%	0.9%
Unknown	0.3%	0.3%	0.2%	0.5%	0.3%	0.3%	0.2%	0.1%	0.2%	0.3%
Other	1.2%	1.0%	1.3%	1.8%	1.3%	1.2%	0.8%	1.0%	1.4%	1.1%
Marital Status										
Married	64.3%	66.7%	57.4%	65.2%	67.8%	56.5%	69.6%	68.6%	62.5%	66.5%
Single	15.9%	14.3%	20.3%	15.5%	13.7%	22.4%	12.6%	12.0%	19.2%	14.6%
In a relationship	10.0%	10.0%	10.3%	9.6%	9.6%	10.1%	10.6%	10.4%	9.8%	9.3%
Divorced	6.1%	5.3%	8.0%	7.0%	5.5%	7.2%	4.5%	6.6%	6.4%	5.9%
Widowed	3.0%	3.0%	3.6%	1.8%	2.6%	3.3%	2.1%	2.2%	1.4%	3.0%
Separated	0.7%	0.7%	0.5%	0.9%	0.9%	0.5%	0.5%	0.3%	0.6%	0.6%

DEMOGRAPHICS continued

	Total	Trip Purpose			Lodging Type			First Time vs Repeat		
	All Visitors	Leisure	VFR	Business / Convention	Hotel / Motel	Private Home	Vacation Rental	Camping / Glamping	First Time Visitor	Repeat Visitor
n=										
Children in Household										
Under 18	26.1%	25.1%	19.1%	47.0%	31.1%	23.0%	29.1%	37.1%	40.1%	28.3%
Household Income										
\$250,000 or more	9.7%	9.7%	7.1%	13.8%	10.8%	8.2%	10.1%	9.9%	10.3%	10.1%
\$200,000-249,999	6.2%	6.2%	4.7%	8.4%	6.5%	5.2%	8.5%	6.7%	6.4%	6.3%
\$150,000-199,999	13.4%	13.3%	11.6%	17.0%	13.7%	12.7%	15.0%	14.5%	14.3%	13.4%
\$100,000-149,999	23.2%	23.2%	21.7%	25.6%	25.3%	20.3%	26.0%	22.7%	21.4%	23.4%
\$75,000-99,999	15.9%	16.4%	15.8%	14.1%	16.4%	14.9%	17.2%	17.4%	14.2%	16.6%
\$50,000-74,999	15.3%	15.2%	17.6%	11.7%	13.1%	17.6%	12.3%	14.4%	13.2%	15.6%
\$25,000-49,999	11.1%	10.9%	14.5%	6.5%	10.0%	13.5%	8.6%	10.5%	12.3%	10.3%
Under \$25,000	5.2%	5.1%	7.1%	2.8%	4.1%	7.5%	2.3%	4.1%	8.0%	4.3%
Mean	\$118,901	\$119,106	\$106,732	\$137,654	\$123,968	\$110,020	\$129,346	\$121,986	\$118,206	\$120,708
Disability										
Has a Disability	16.7%	16.7%	16.8%	16.7%	17.6%	15.6%	13.4%	21.6%	14.9%	17.1%
Walking	9.3%	9.4%	9.9%	7.8%	10.5%	8.4%	6.7%	12.5%	7.5%	9.9%
Hearing	6.9%	7.3%	5.6%	7.0%	7.3%	6.3%	5.5%	9.5%	5.8%	7.2%
Sight	2.6%	2.2%	2.3%	4.5%	3.0%	2.5%	2.0%	5.0%	2.5%	2.7%
Learning/cognitive	1.9%	1.7%	1.0%	4.0%	2.3%	2.0%	1.3%	4.6%	2.8%	2.0%
Speech	1.0%	0.9%	0.8%	2.1%	1.3%	1.1%	1.1%	2.3%	1.7%	1.2%

A scenic landscape photograph featuring two hikers in the foreground, seen from behind, standing on a rocky outcrop. They are wearing large backpacks and looking out over a vast mountain range. In the middle ground, a calm, turquoise lake is nestled among a dense forest of evergreen trees. The background shows rugged mountains under a bright blue sky with scattered white clouds. The overall scene conveys a sense of adventure and natural beauty.

APPENDIX: SEASONAL VISITATION SUMMARIES



SPRING VISITORS *Who They Are*



Gender

Female: 56.6%

Male: 43.3%

Other: 0.7%



Average Age: 51.7

Gen Z: 3.8%

Millennials: 29.4%

Gen Xers: 26.9%

Boomers or older: 39.9%



Household Income

\$121,323



Marital Status

Married/partnered: 79.6%

Single: 10.9%



Ethnicity

White/Caucasian: 87.4%

Hispanic/Latino: 5.1%

Asian: 3.3%

Black/African American: 2.9%

Native American/Indigenous: 1.2%



Children in Household

Under 18: 34.4%



Accessibility

Has Accessibility Needs: 17.4%

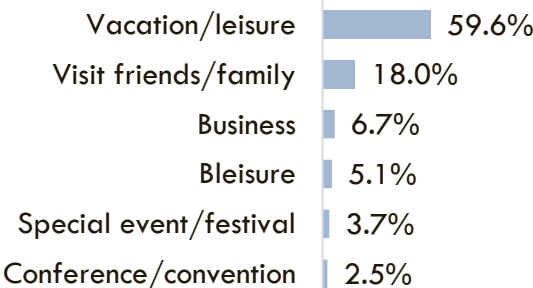


SPRING VISITORS *Trip Details*

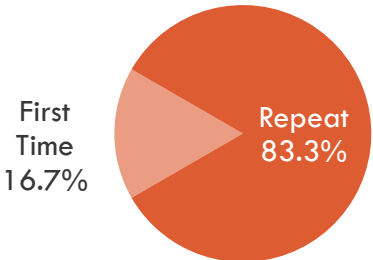
AVERAGE LENGTH OF STAY

4.5
DAYS

PRIMARY PURPOSE



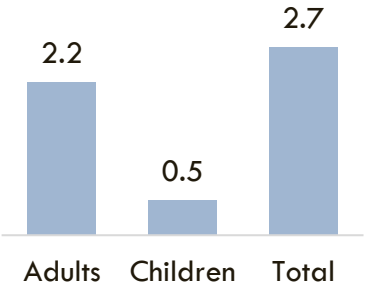
TRAVELER TYPE



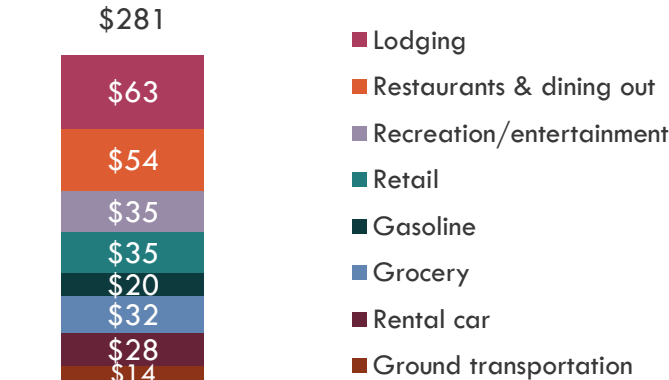
REGION VISITED

Portland Region	40.8%
Oregon Coast	39.0%
Willamette Valley	34.7%
Central Oregon	28.8%
Southern Oregon	25.8%
Mt. Hood/Columbia River Gorge	21.6%
Eastern Oregon	24.1%

AVERAGE PARTY SIZE



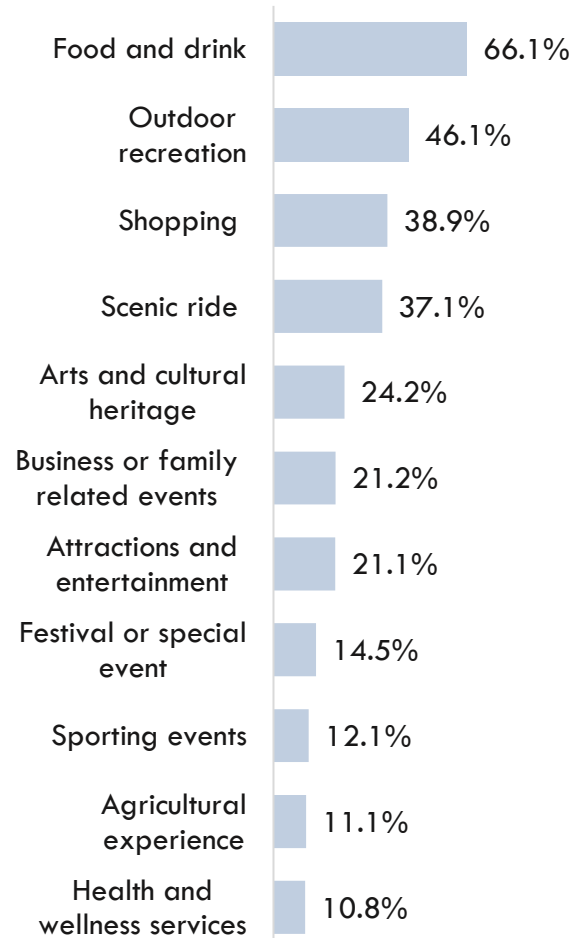
AVERAGE DAILY SPEND PER PERSON





SPRING VISITORS *Destination Insights*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
97.3% satisfied



Local Food:
89.4% satisfied



Outdoor Recreation:
84.3% satisfied



Inclusive/Welcoming:
83.1% satisfied



Value for Money:
81.6% satisfied



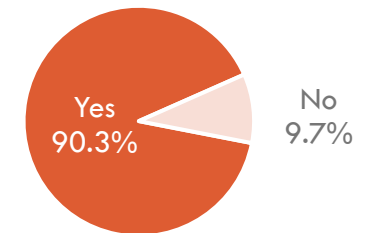
Safe:
78.0% satisfied

LIKELIHOOD TO RECOMMEND

8.7

On a 10-pt Scale

LIKELIHOOD TO RETURN NEXT 12 MONTHS



SUMMER VISITORS *Who They Are*



Gender

Female: 55.8%

Male: 44.9%

Other: 1.6%



Average Age: 54.7

Gen Z: 1.8%

Millennials: 22.5%

Gen Xers: 25.7%

Boomers or older: 50.0%



Household Income

\$115,424



Marital Status

Married/partnered: 79.7%

Single: 10.4%



Ethnicity

White/Caucasian: 89.6%

Hispanic/Latino: 4.0%

Asian: 3.7%

Black/African American: 1.8%

Native American/Indigenous: 1.5%



Children in Household

Under 18: 28.5%



Accessibility

Has Accessibility Needs: 17.5%

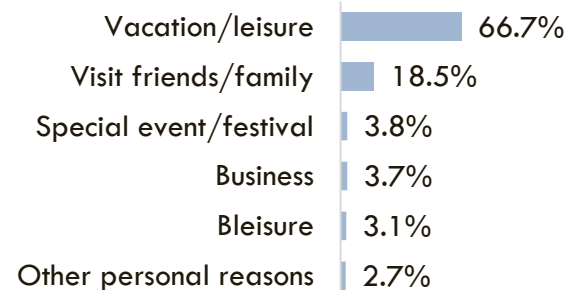
SUMMER VISITORS *Trip Details*

AVERAGE LENGTH OF STAY

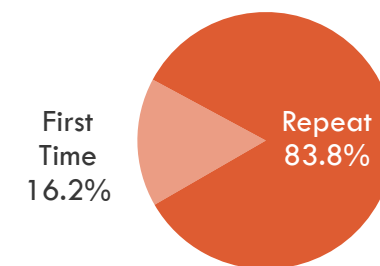
5.7

DAYS

PRIMARY PURPOSE



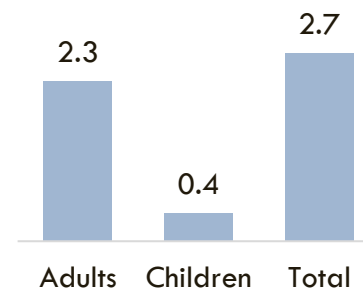
TRAVELER TYPE



REGION VISITED

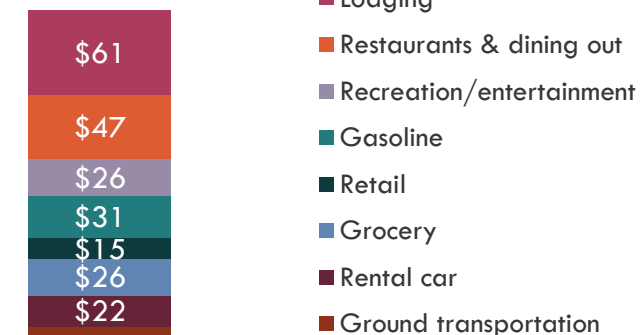
Oregon Coast	47.2%
Portland Region	38.9%
Willamette Valley	36.8%
Central Oregon	31.4%
Southern Oregon	31.1%
Mt. Hood/Columbia River Gorge	24.9%
Eastern Oregon	21.5%

AVERAGE PARTY SIZE



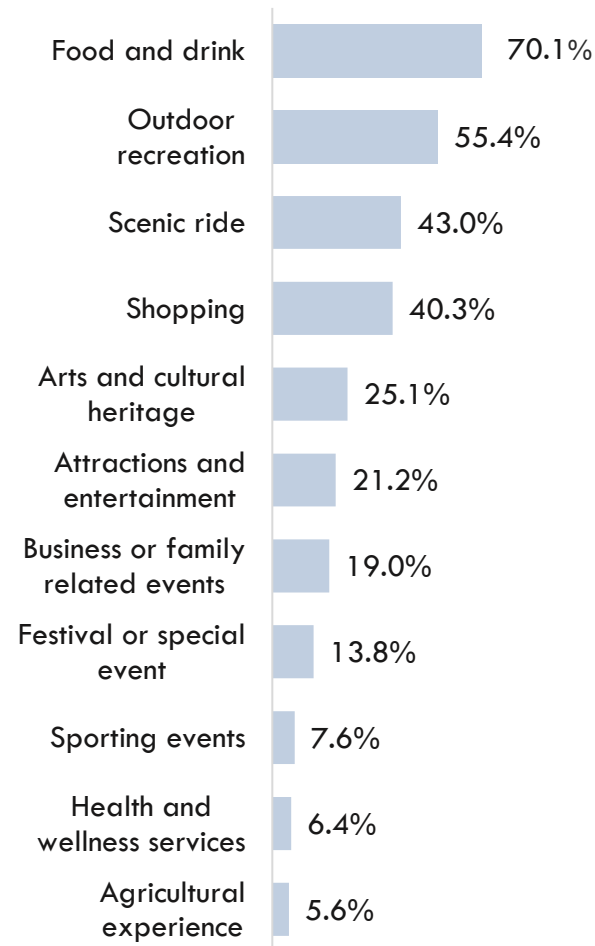
AVERAGE DAILY SPEND PER PERSON

\$236



SUMMER VISITORS *Destination Insights*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
97.5% satisfied



Local Food:
88.1% satisfied



Outdoor Recreation:
87.1% satisfied



Inclusive/Welcoming:
83.4% satisfied



Value for Money:
79.0% satisfied



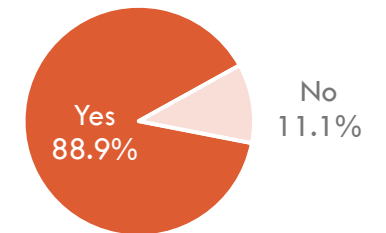
Safe:
78.5% satisfied

LIKELIHOOD TO RECOMMEND

8.7

On a 10-pt Scale

LIKELIHOOD TO RETURN NEXT 12 MONTHS



AUTUMN VISITORS *Who They Are*



Gender

Female: 62.9%

Male: 37.3%

Other: 0.5%



Average Age: 57.2

Gen Z: 1.0%

Millennials: 16.6%

Gen Xers: 26.3%

Boomers or older: 56.1%



Household Income

\$114,592



Marital Status

Married/partnered: 78.9%

Single: 11.3%



Ethnicity

White/Caucasian: 91.6%

Hispanic/Latino: 3.5%

Asian: 3.3%

Native American/Indigenous: 2.3%

Black/African American: 1.7%



Children in Household

Under 18: 18.5%



Accessibility

Has Accessibility Needs: 16.8%

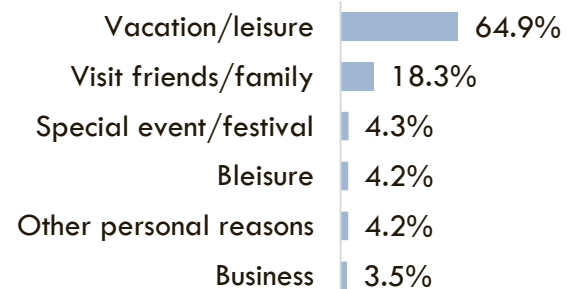
AUTUMN VISITORS *Trip Details*

AVERAGE LENGTH OF STAY

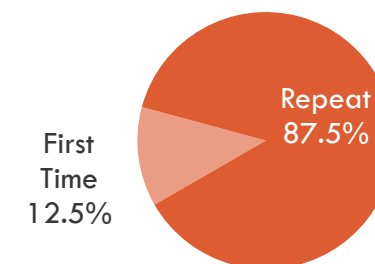
5.4

DAYS

PRIMARY PURPOSE



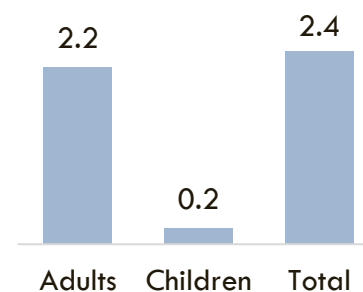
TRAVELER TYPE



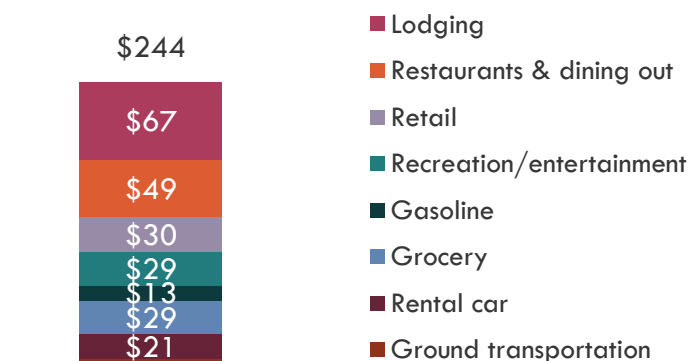
REGION VISITED

Oregon Coast	48.9%
Willamette Valley	40.2%
Portland Region	37.9%
Central Oregon	27.3%
Southern Oregon	26.4%
Mt. Hood/Columbia River Gorge	23.9%
Eastern Oregon	17.7%

AVERAGE PARTY SIZE

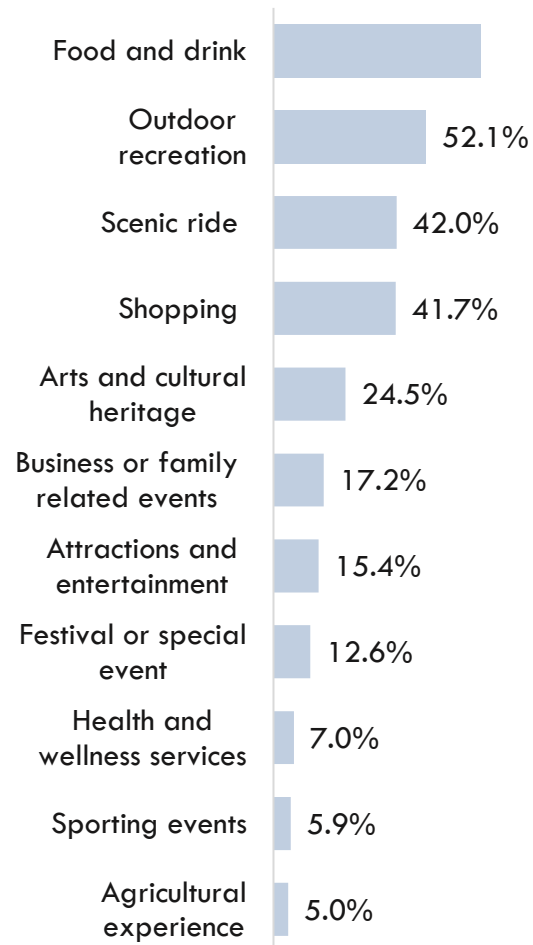


AVERAGE DAILY SPEND PER PERSON



AUTUMN VISITORS *Destination Insights*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
97.9% satisfied



Local Food:
88.8% satisfied



Outdoor Recreation:
85.6% satisfied



Inclusive/Welcoming:
82.5% satisfied



Value for Money:
79.5% satisfied



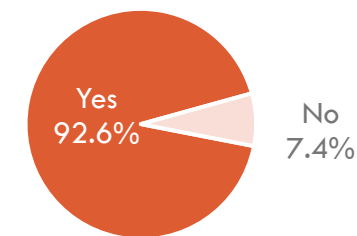
Safe:
77.0% satisfied

LIKELIHOOD TO RECOMMEND

8.8

On a 10-pt Scale

LIKELIHOOD TO RETURN NEXT 12 MONTHS



WINTER VISITORS *Who They Are*



Gender

Female: 62.3%

Male: 37.6%

Other: 0.8%



Average Age: 54.3

Gen Z: 1.8%

Millennials: 23.2%

Gen Xers: 26.4%

Boomers or older: 48.6%



Household Income

\$116,390



Marital Status

Married/partnered: 77.5%

Single: 11.5%



Ethnicity

White/Caucasian: 89.7%

Hispanic/Latino: 4.3%

Asian: 3.2%

Black/African American: 2.5%

Native American/Indigenous: 1.7%



Children in Household

Under 18: 26.9%



Accessibility

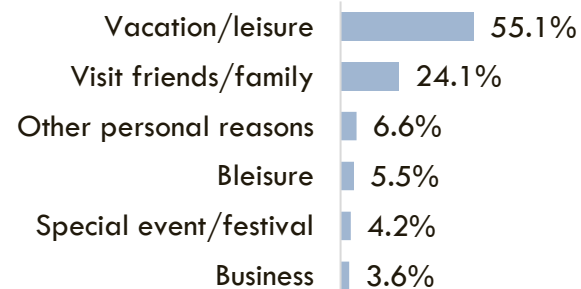
Has Accessibility Needs: 17.1%

WINTER VISITORS *Trip Details*

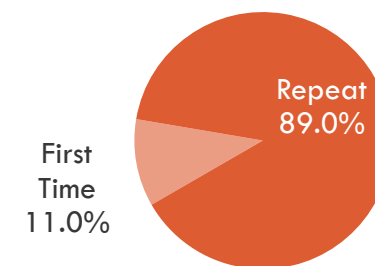
AVERAGE LENGTH OF STAY

4.5
DAYS

PRIMARY PURPOSE



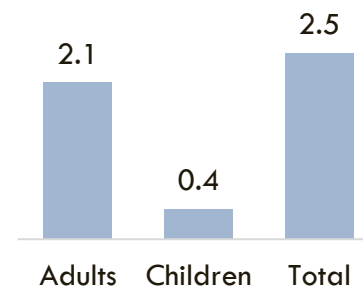
TRAVELER TYPE



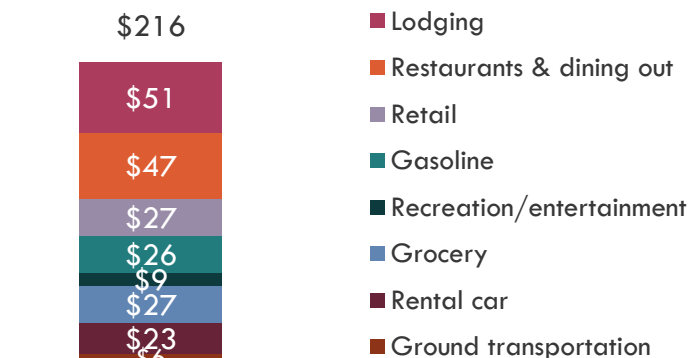
REGION VISITED

Oregon Coast	44.0%
Willamette Valley	42.7%
Portland Region	41.2%
Southern Oregon	28.3%
Central Oregon	27.9%
Mt. Hood/Columbia River Gorge	23.5%
Eastern Oregon	15.9%

AVERAGE PARTY SIZE

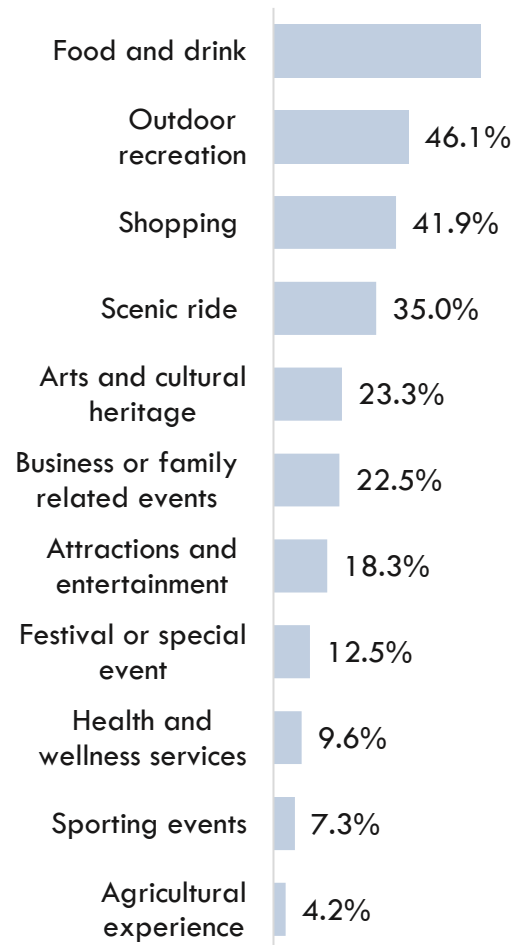


AVERAGE DAILY SPEND PER PERSON



WINTER VISITORS *Destination Insights*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
97.2% satisfied



Local Food:
88.0% satisfied



Outdoor Recreation:
80.5% satisfied



Inclusive/Welcoming:
81.4% satisfied



Value for Money:
77.6% satisfied



Safe:
71.9% satisfied

LIKELIHOOD TO RECOMMEND

8.8

On a 10-pt Scale

LIKELIHOOD TO RETURN NEXT 12 MONTHS

