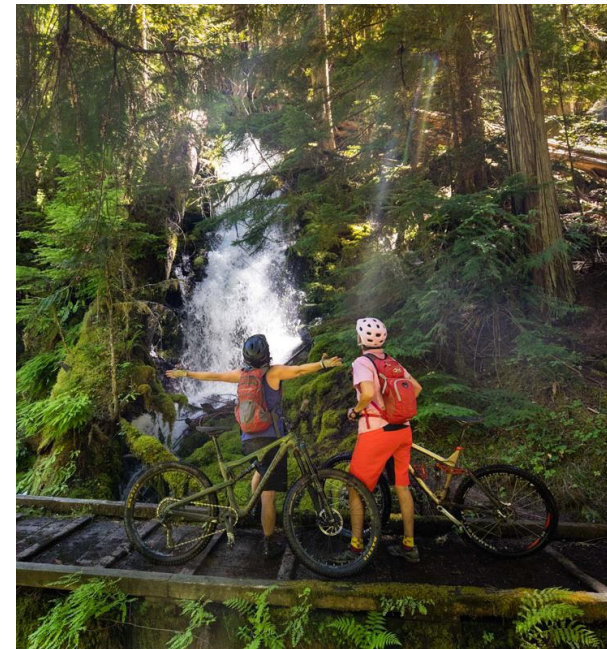




Oregon Visitor Profile Report Southern Oregon

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

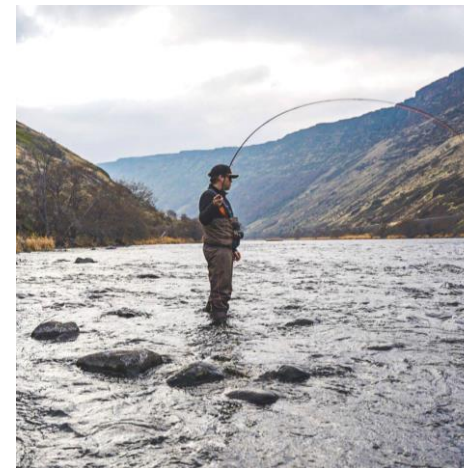
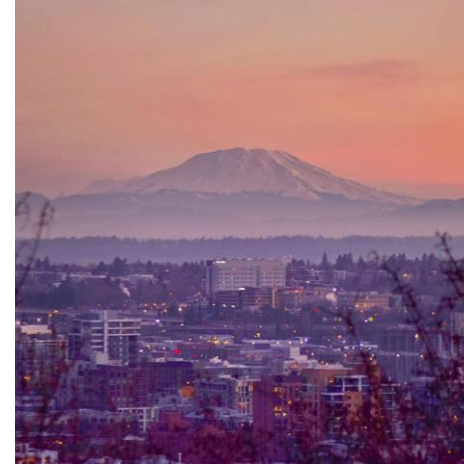


RESEARCH METHODOLOGY

The three components of the study include:

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.

Portland Region Visitors – any visitors who traveled to the Portland region between 2021 – 2022.

Oregon Coast Visitors – any visitors who traveled to the Oregon Coast region between 2021 – 2022.

Central Oregon Visitors – any visitors who traveled to the Central Oregon region between 2021 – 2022.

Southern Oregon Visitors – any visitors who traveled to the Southern Oregon region between 2021 – 2022.

Mt. Hood/Columbia River Gorge Visitors – any visitors who traveled to the Mt. Hood/Columbia River Gorge region between 2021 – 2022.

Eastern Oregon Visitors – any visitors who traveled to the Eastern Oregon region between 2021 – 2022.

Note – all questions in the study were asked about statewide travel. Responses by region are representative of visitors who went to the specified region but are not specific to the region itself.

VISITOR SUMMARY





SOUTHERN OREGON VISITORS *Summary*

DEMOGRAPHICS

- Visitors to Southern Oregon in 2021-2022 averaged 52 years of age, skewed slightly female (58%), were usually married/partnered (77%), and reported high average household incomes (\$113,582). Almost one-in-three lived with children (30%). Most identified as White/Caucasian (87%). One-in-five had accessibility needs (19%).

TRIP PURPOSE

- Half of these Southern Oregon visitors were taking a vacation/leisure trip (53%). Most remaining visitors came to visit friends/family (23%) while a few came for business (10%). Almost nine-in-ten had been to Oregon before (87%), therefore, relatively few were visiting the state for the first time (13%).
- Southern Oregon visitors ranked scenic beauty (91%) and a relaxing environment (89%) as the leading important factors for choosing Oregon in 2021-2022. Other frequently cited attributes include environmental quality (83%), affordability/value (83%), outdoor recreation (81%), an inclusive/welcoming atmosphere (81%), local food/cuisine (79%), and safety (79%).

TRIP DETAILS

- Southern Oregon visitors averaged 5.5 days on their Oregon trip in 2021-2022. While they all visited Southern Oregon, many ventured to other parts of the state. Two-in-five spent time in Portland (41%) and/or toured the Oregon Coast (41%). More than a third went to the Willamette Valley (37%). These visitors also stopped in Central (34%), Mt. Hood/Columbia River Gorge (29%), and Eastern Oregon (24%).
- On average, visitors to Southern Oregon spent \$257 per person per day in-destination in Oregon. Lodging accounted for the largest share of wallet (\$60 per person per day), followed closely by restaurants/dining (\$53). Remaining expenditures for recreation, rental cars, gas, and groceries hovered between \$23 and \$31 each per day.
- Two-thirds of 2021-2022 Southern Oregon visitors enjoyed food and drink while on their trip (66%), the leading activity. Half (52%) engaged in outdoor recreation (hiking/biking/fishing, etc.). More than a third of them chose a scenic ride (37%) and/or shopped (38%) while a quarter of them enjoyed arts/cultural activities (25%) or business/family events (24%). One-in-five was amused by attractions/entertainment (20%).

SATISFACTION, RECOMMEND, & RETURN

- Southern Oregon visitors consistently expressed very strong satisfaction in all three measures: satisfaction, recommending, and intent to return.
- Nearly all visitors in 2021-2022 were "very satisfied" or "satisfied" overall with their Oregon trip that included the Southern Region (95%). Plus, at least four-in-five assigned top marks to local food (88%), outdoor recreation (86%), inclusiveness/welcoming (83%), value for money (81%), and safety (78%).
- An excellent level of nine-in-ten Southern Oregon visitors feel "likely" or "extremely likely" to return to Oregon in the next 12 months (91%).

SOUTHERN OREGON VISITORS *Who They Are*



Gender

Female: 57.8%

Male: 42.3%

Other: 2.3%



Average Age: 52.0

Gen Z: 3.8%

Millennials: 27.8%

Gen Xers: 26.0%

Boomers or older: 42.4%



Household Income

\$113,582



Marital Status

Married/partnered: 76.8%

Single: 12.8%



Ethnicity

White/Caucasian: 86.9%

Asian: 4.1%

Hispanic/Latino: 4.9%

Black/African American: 2.3%

Native American/Indigenous: 2.1%



Children in Household

Under 18: 29.8%



Accessibility

Has Accessibility Needs: 18.7%

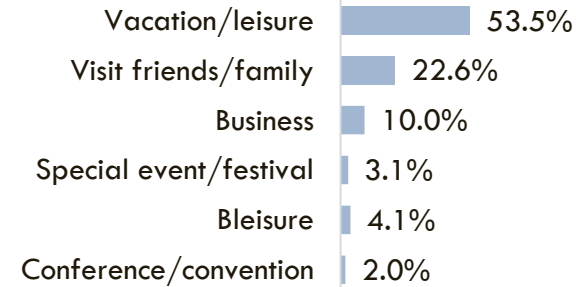
SOUTHERN OREGON VISITORS *Trip Details*

AVERAGE LENGTH OF STAY

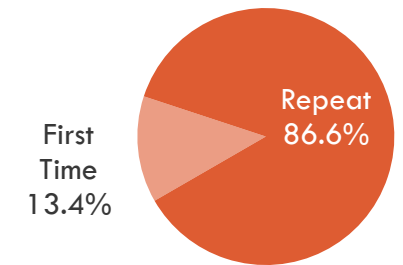
5.5

DAYS

PRIMARY PURPOSE



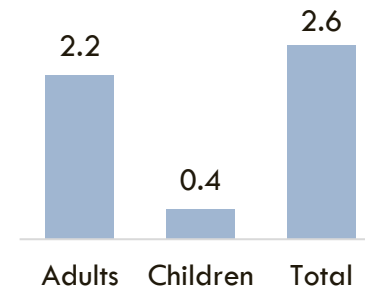
TRAVELER TYPE



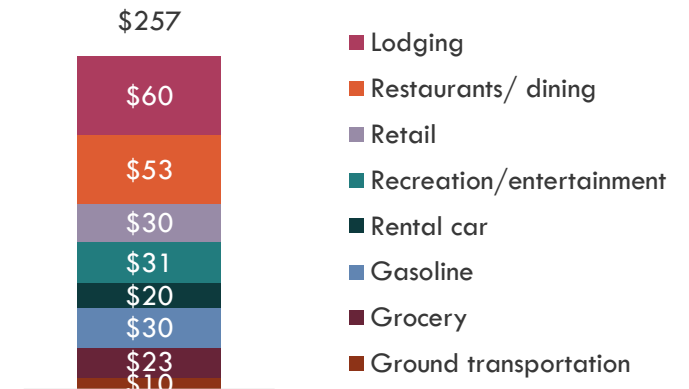
REGION VISITED

Portland Region	41.2%
Oregon Coast	40.9%
Willamette Valley	37.1%
Central Oregon	34.3%
Southern Oregon	100.0%
Mt. Hood/Columbia River Gorge	29.3%
Eastern Oregon	24.1%

AVERAGE PARTY SIZE

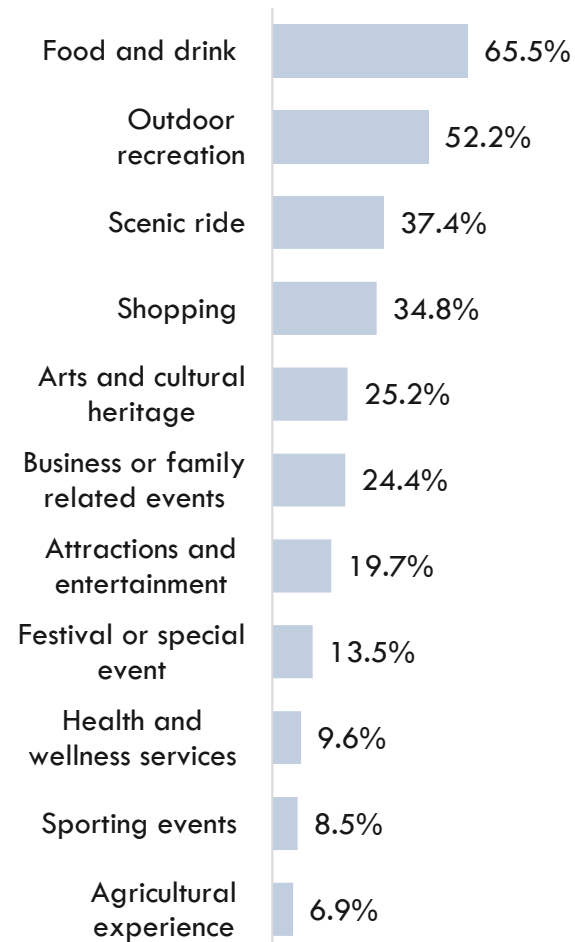


AVERAGE DAILY SPEND PER PERSON



SOUTHERN OREGON VISITORS *Destination Perceptions*

ACTIVITIES



KEY SATISFACTION RATINGS



Overall Trip:
95.2% satisfied



Local Food:
88.2% satisfied



Outdoor Recreation:
86.0% satisfied



Inclusive/Welcoming:
83.0% satisfied



Value for Money:
80.5% satisfied



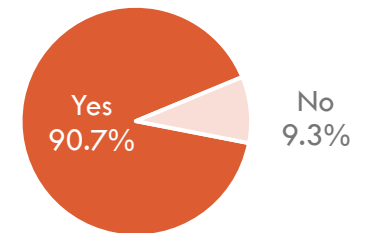
Safe:
78.4% satisfied

LIKELIHOOD TO RECOMMEND

54

NET PROMOTER SCORE

LIKELIHOOD TO RETURN NEXT 12 MONTHS

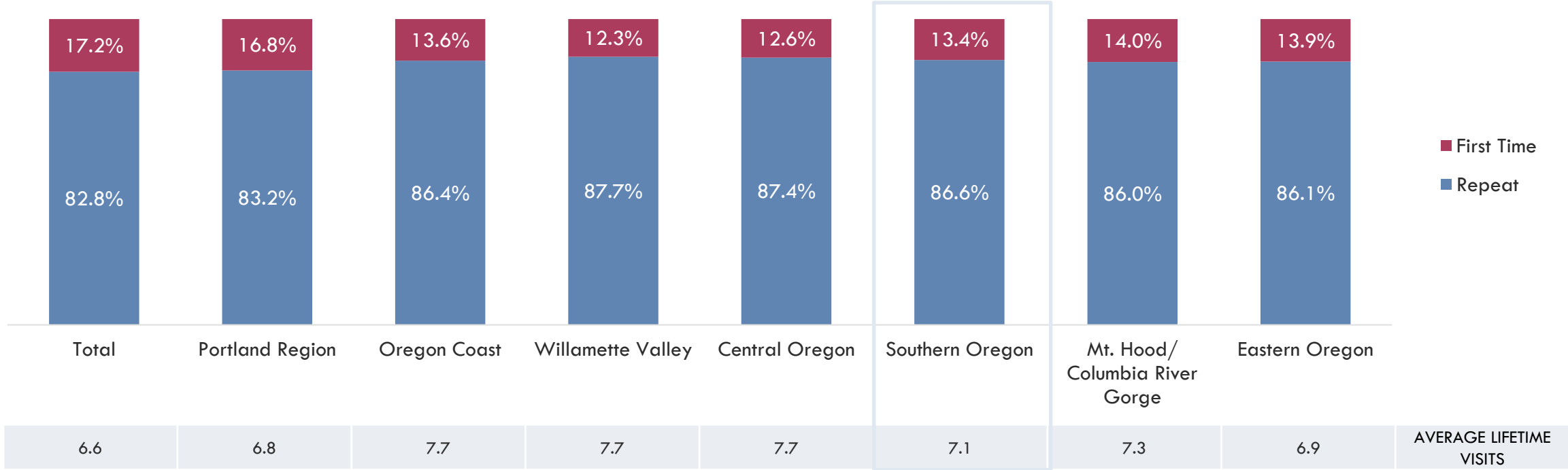




TRIP DETAILS

FIRST TIME VS REPEAT VISITOR

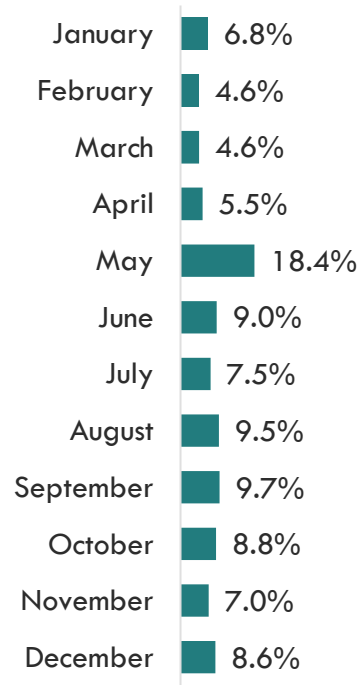
Figure 1: First Time vs Repeat Visitation



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.

SEASONALITY

Figure 2: Month of Last Trip to/within Oregon



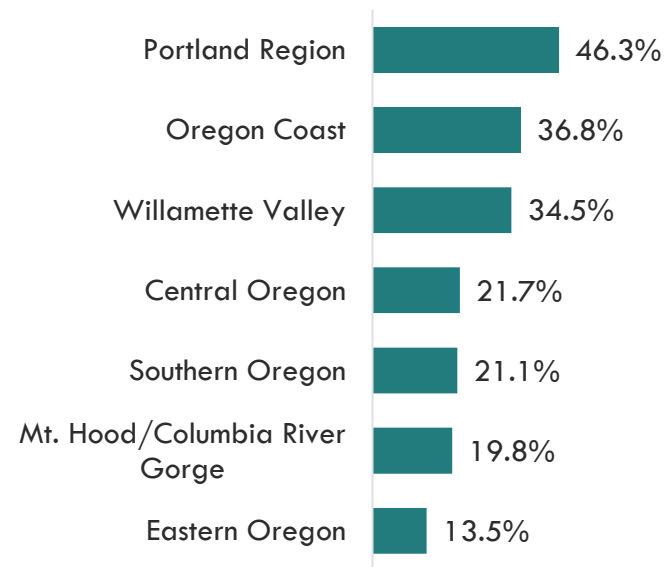
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
January	6.8%	7.6%	8.0%	8.7%	7.5%	7.5%	7.8%	6.7%
February	4.6%	4.1%	4.2%	4.2%	4.4%	4.6%	3.8%	3.3%
March	4.6%	4.5%	3.8%	4.2%	4.7%	4.5%	3.9%	5.9%
April	5.5%	5.3%	4.9%	4.8%	5.0%	4.5%	5.0%	5.5%
May	18.4%	20.7%	14.0%	15.9%	14.8%	14.1%	15.7%	16.7%
June	9.0%	8.5%	8.6%	9.0%	10.1%	11.5%	9.1%	11.1%
July	7.5%	6.9%	8.0%	6.9%	8.1%	8.0%	8.0%	7.4%
August	9.5%	9.1%	10.3%	8.7%	10.6%	10.0%	10.3%	10.6%
September	9.7%	8.7%	12.0%	10.5%	11.1%	8.7%	10.9%	10.3%
October	8.8%	8.7%	10.0%	9.6%	8.6%	9.8%	9.7%	9.1%
November	7.0%	7.0%	7.5%	7.4%	6.5%	7.4%	6.5%	6.0%
December	8.6%	9.0%	8.7%	10.0%	8.5%	9.3%	9.4%	7.4%
Base	17761	9155	6975	4884	3769	2616	4020	2196

Question: When was the last time you took a trip to/within Oregon?

REGIONS VISITED

Figure 3: Statewide Regions Visited



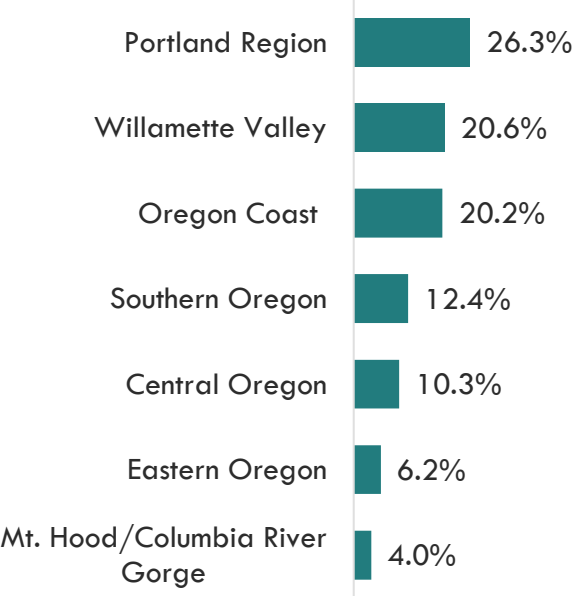
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Portland Region	46.3%	100.0%	47.7%	48.2%	43.4%	41.2%	70.4%	46.7%
Oregon Coast	36.8%	37.9%	100.0%	45.8%	45.8%	40.9%	59.9%	42.0%
Willamette Valley	34.5%	35.9%	43.0%	100.0%	39.1%	37.1%	48.3%	37.1%
Central Oregon	21.7%	20.3%	27.0%	24.6%	100.0%	34.3%	39.5%	44.4%
Southern Oregon	21.1%	18.8%	23.4%	22.7%	33.4%	100.0%	31.2%	37.8%
Mt. Hood/Columbia River Gorge	19.8%	30.1%	32.2%	27.7%	36.1%	29.3%	100.0%	41.6%
Eastern Oregon	13.5%	13.6%	15.4%	14.5%	27.6%	24.1%	28.3%	100.0%
Base	17761	9155	6975	4884	3769	2616	4020	2196

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

PRIMARY REGION VISITED

Figure 4: Statewide Primary Region Visited



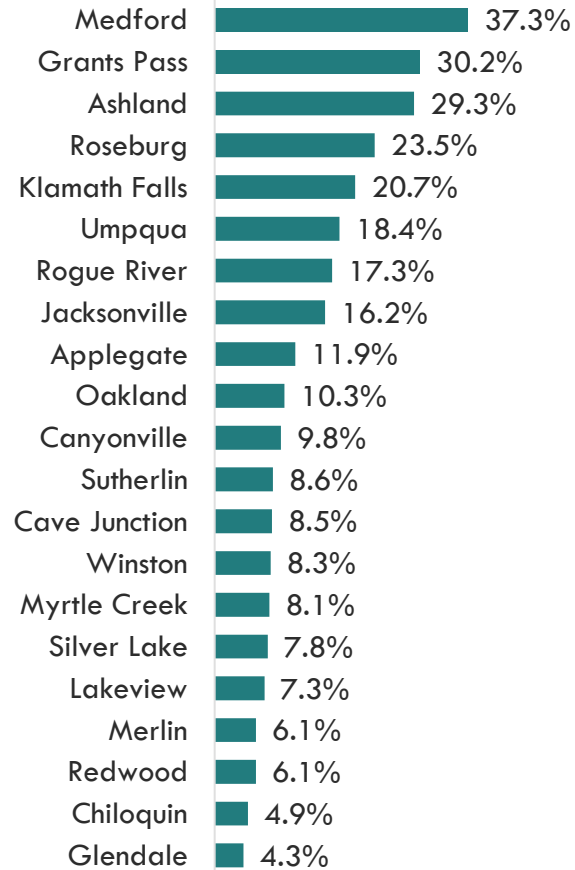
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Portland Region	26.3%	56.7%	13.6%	12.4%	10.7%	8.5%	25.0%	12.6%
Willamette Valley	20.6%	14.1%	15.9%	59.1%	10.6%	9.1%	14.7%	8.6%
Central Oregon	10.3%	4.6%	5.5%	4.5%	46.9%	6.2%	8.0%	8.4%
Eastern Oregon	6.2%	2.7%	2.5%	2.1%	6.4%	5.2%	5.4%	44.0%
Mt. Hood/Columbia River Gorge	4.0%	3.1%	2.2%	1.7%	2.5%	2.1%	19.9%	4.6%
Oregon Coast	20.2%	13.3%	54.5%	13.9%	13.5%	12.1%	19.2%	12.3%
Southern Oregon	12.4%	5.4%	5.8%	6.4%	9.5%	56.7%	7.8%	9.5%
Base	17762	9155	6975	4884	3769	2616	4020	2196

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

SOUTHERN OREGON CITIES VISITED

Figure 5: Top Southern Oregon Region Cities Visited



Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
Medford	37.3%	44.9%	44.4%	43.1%	34.8%	37.6%	37.3%	31.1%
Grants Pass	30.2%	35.1%	41.4%	37.6%	34.9%	31.2%	32.1%	39.0%
Ashland	29.3%	35.6%	38.8%	38.0%	37.7%	29.7%	29.4%	22.3%
Roseburg	23.5%	30.2%	34.8%	33.8%	26.2%	24.1%	29.1%	21.2%
Klamath Falls	20.7%	21.4%	29.9%	28.1%	39.2%	21.3%	31.9%	45.5%
Umpqua	18.4%	28.6%	28.2%	29.8%	39.6%	17.8%	37.5%	31.9%
Rogue River	17.3%	15.8%	24.3%	19.3%	27.5%	17.7%	18.9%	28.8%
Jacksonville	16.2%	16.2%	23.0%	22.7%	21.9%	16.4%	20.4%	18.6%
Applegate	11.9%	16.4%	17.3%	17.0%	20.4%	11.8%	21.3%	23.9%
Canyonville	9.8%	11.8%	12.8%	12.5%	15.6%	9.9%	11.4%	20.3%
Oakland	10.3%	13.9%	12.9%	13.0%	19.0%	9.5%	21.1%	22.4%
Sutherlin	8.6%	17.1%	13.9%	22.6%	16.5%	8.9%	15.8%	13.1%
Cave Junction	8.5%	10.5%	13.1%	10.3%	13.1%	8.4%	13.0%	22.4%
Silver Lake	7.8%	10.8%	6.6%	8.8%	16.5%	7.6%	9.7%	25.2%
Winston	8.3%	10.2%	12.4%	11.6%	12.5%	8.1%	7.0%	12.5%
Lakeview	7.3%	4.0%	4.2%	8.4%	14.5%	6.4%	13.4%	15.0%
Myrtle Creek	8.1%	12.8%	14.1%	12.6%	15.9%	8.3%	16.0%	18.7%
Merlin	6.1%	9.7%	6.2%	5.3%	9.7%	5.8%	4.4%	15.5%
Redwood	6.1%	5.2%	9.1%	4.2%	11.2%	5.9%	6.2%	14.8%
Chiloquin	4.9%	5.1%	2.2%	3.8%	7.5%	4.8%	3.6%	11.3%
Glendale	4.3%	5.4%	3.4%	4.8%	12.7%	3.0%	14.2%	9.7%
Galice	3.7%	3.5%	5.1%	4.5%	6.8%	3.6%	3.9%	6.3%
O'Brien	3.3%	2.1%	4.2%	2.6%	7.6%	3.1%	5.2%	8.1%
Selma	3.8%	6.3%	4.6%	2.1%	9.5%	3.5%	7.1%	11.3%
Murphy	3.5%	4.0%	4.1%	2.5%	4.9%	3.1%	3.5%	5.6%
Kerby	3.1%	4.0%	1.4%	4.1%	3.2%	2.9%	7.4%	7.1%
Takilma	2.6%	3.8%	0.3%	1.9%	4.3%	2.6%	1.5%	7.0%
Base	722	164	141	134	139	676	109	116

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

PRIMARY PURPOSE OF TRIP

Figure 6: Statewide Primary Purpose of Trip



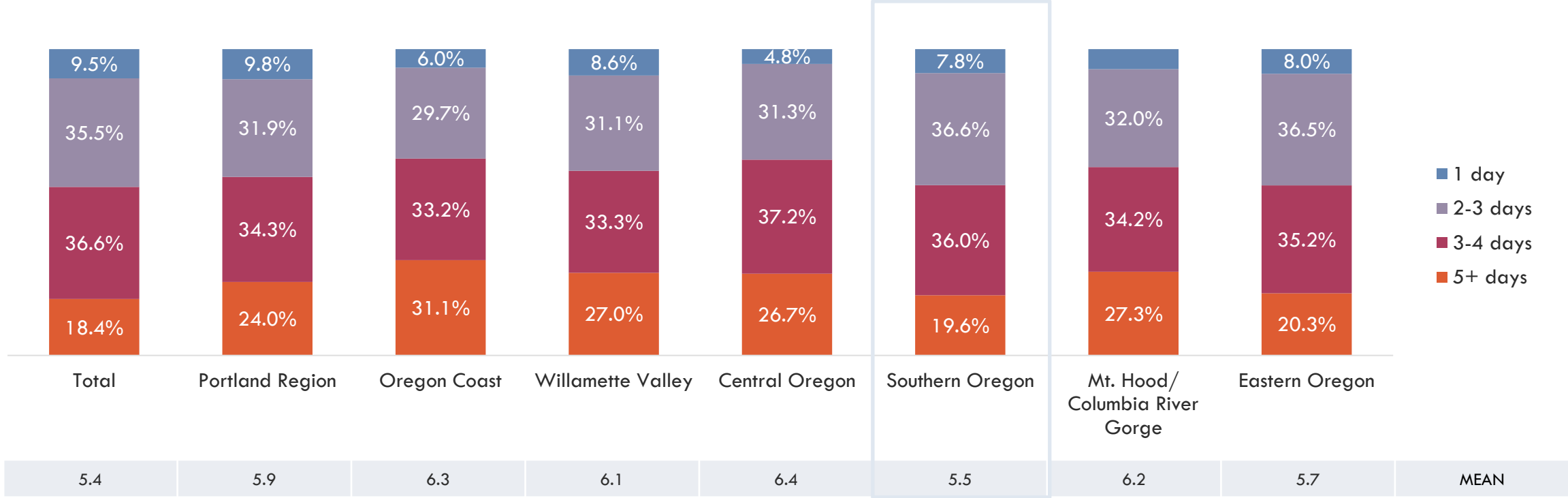
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Vacation/leisure	51.7%	46.7%	64.0%	49.6%	59.3%	53.5%	58.5%	58.8%
Visit friends/family	23.0%	25.2%	19.9%	25.5%	18.7%	22.6%	20.6%	15.8%
Business	11.4%	13.6%	5.2%	9.5%	8.7%	10.0%	7.6%	11.7%
Attend a special event/festival	3.9%	4.0%	2.6%	4.8%	3.2%	3.1%	4.0%	2.8%
Combination of business and leisure	3.4%	3.2%	3.4%	3.9%	4.1%	4.1%	3.9%	4.5%
Attend a conference/convention	1.6%	1.8%	0.8%	1.2%	1.4%	2.0%	1.2%	2.2%
Other personal reasons	4.8%	5.4%	4.0%	5.4%	4.5%	4.8%	4.2%	4.2%
Base	17761	9155	6975	4884	3769	2616	4020	2196

Question: What was the primary purpose of your trip?

LENGTH OF STAY – DAYS

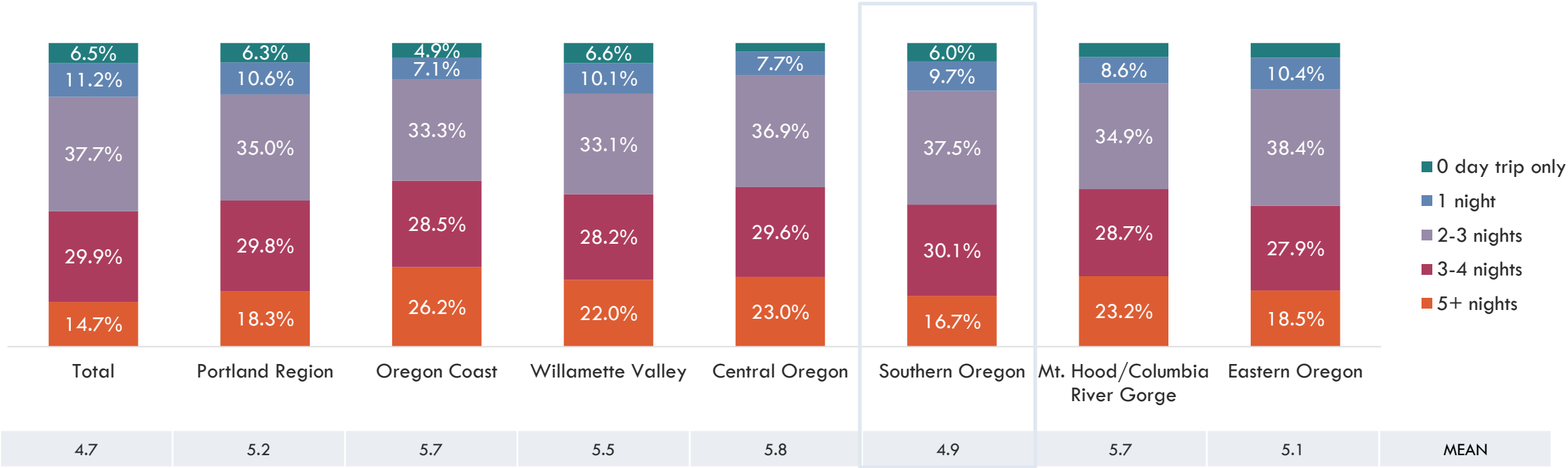
Figure 7: Average Length of Stay - Days



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

LENGTH OF STAY – NIGHTS

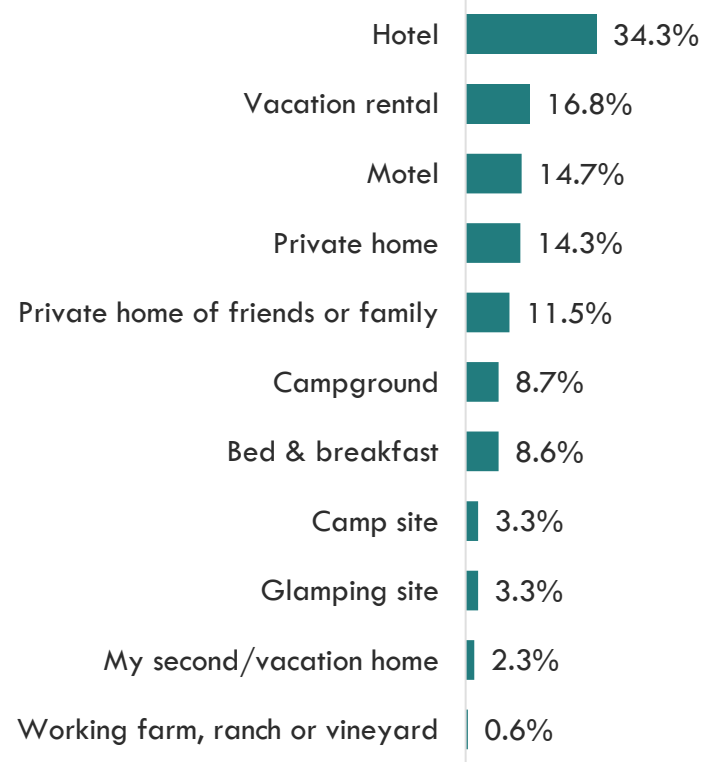
Figure 8: Average Length of Stay – Nights



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

LODGING TYPE

Figure 9: Statewide Lodging Type



Detail by Region

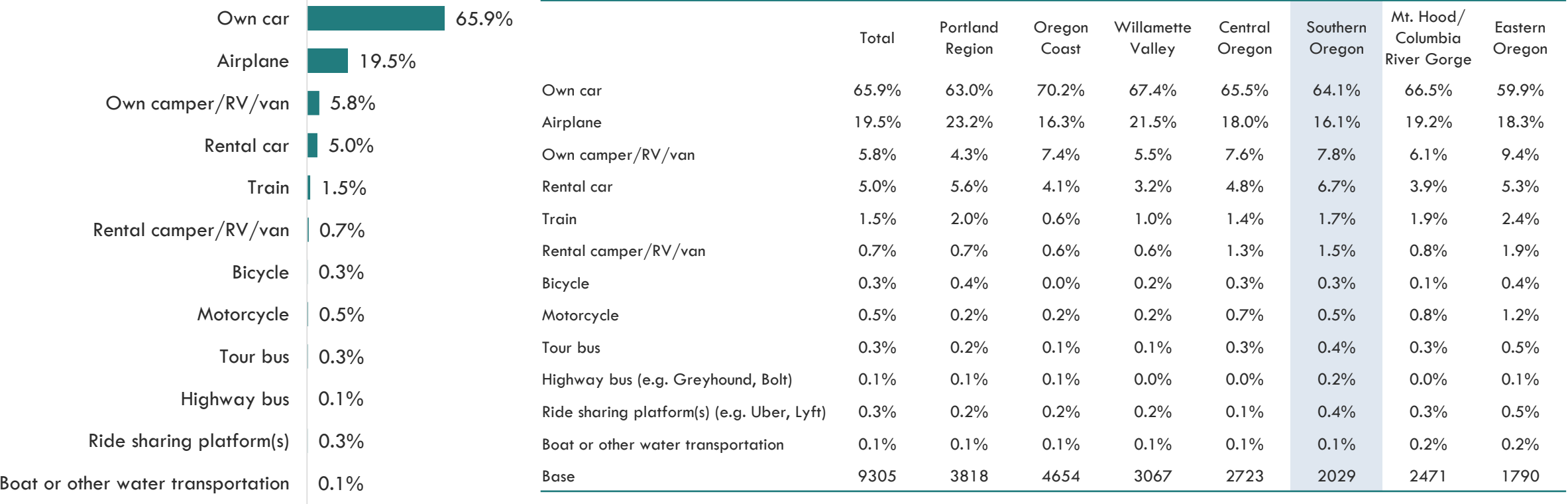
	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
Hotel	34.3%	37.6%	35.7%	37.5%	34.4%	38.3%	38.9%	35.7%
Private home of friends or family	11.5%	11.9%	13.2%	15.1%	17.9%	16.3%	15.3%	16.4%
Motel	14.7%	12.6%	17.8%	12.2%	18.2%	23.2%	17.3%	25.9%
Vacation rental (e.g. Airbnb, Vacasa, Vrbo)	16.8%	15.5%	24.7%	18.8%	23.5%	16.3%	22.3%	16.6%
Private home	14.3%	19.4%	10.5%	15.1%	6.7%	6.7%	11.7%	4.4%
Campground (camping/RV)	8.7%	6.3%	11.3%	8.8%	13.7%	15.1%	11.8%	19.7%
Bed & breakfast	8.6%	9.4%	6.9%	7.1%	8.9%	12.3%	9.6%	16.9%
Glamping site (an upscale style of camping with amenities)	3.3%	2.9%	2.7%	2.6%	5.2%	6.9%	4.4%	8.7%
My second/vacation home	2.3%	1.6%	3.0%	2.4%	4.2%	2.2%	2.7%	2.2%
Camp site (e.g. backcountry)	3.3%	2.9%	3.2%	3.0%	5.8%	6.1%	5.2%	10.2%
Working farm, ranch or vineyard	0.6%	0.7%	0.7%	1.1%	0.9%	1.0%	0.8%	1.6%
Base	17231	8961	6713	4716	3695	2535	3908	2137

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

ARRIVAL TRANSPORTATION

Figure 10: Statewide Arrival Transportation

Detail by Region

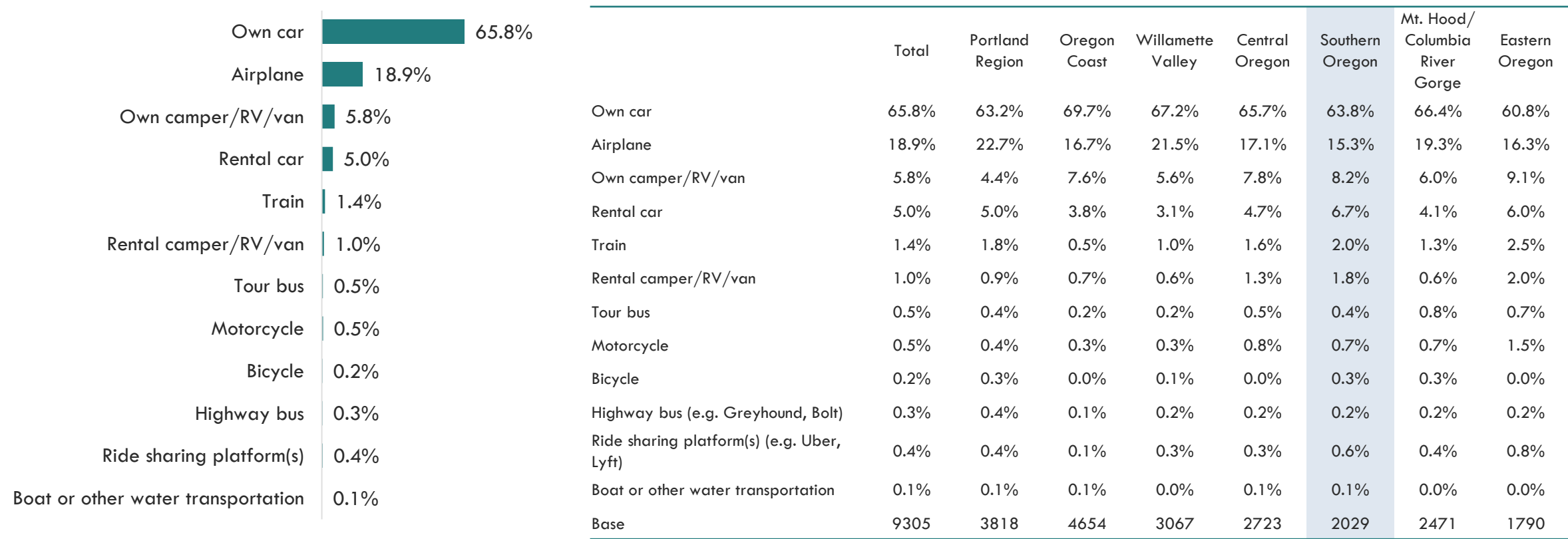


Question: How did you arrive for this trip and how did you depart? Arrival

DEPARTURE TRANSPORTATION

Figure 11: Statewide Departure Transportation

Detail by Region

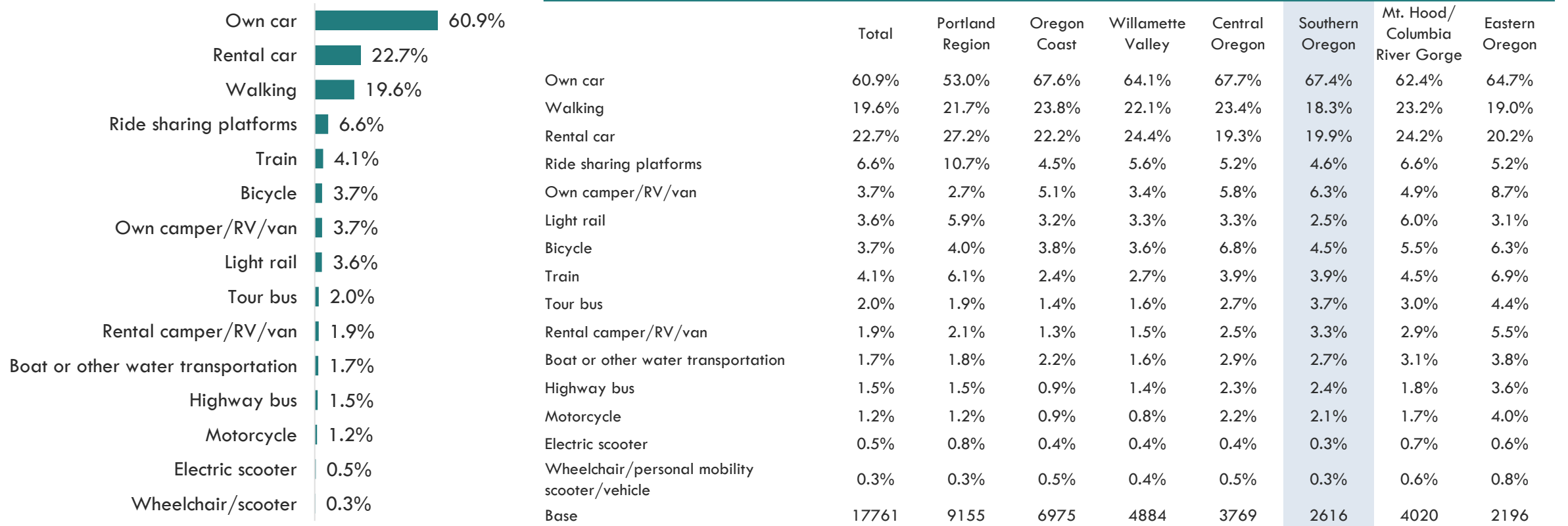


Question: How did you arrive for this trip and how did you depart? Departure

IN-DESTINATION TRANSPORTATION

Figure 12: Statewide In-Destination Transportation

Detail by Region

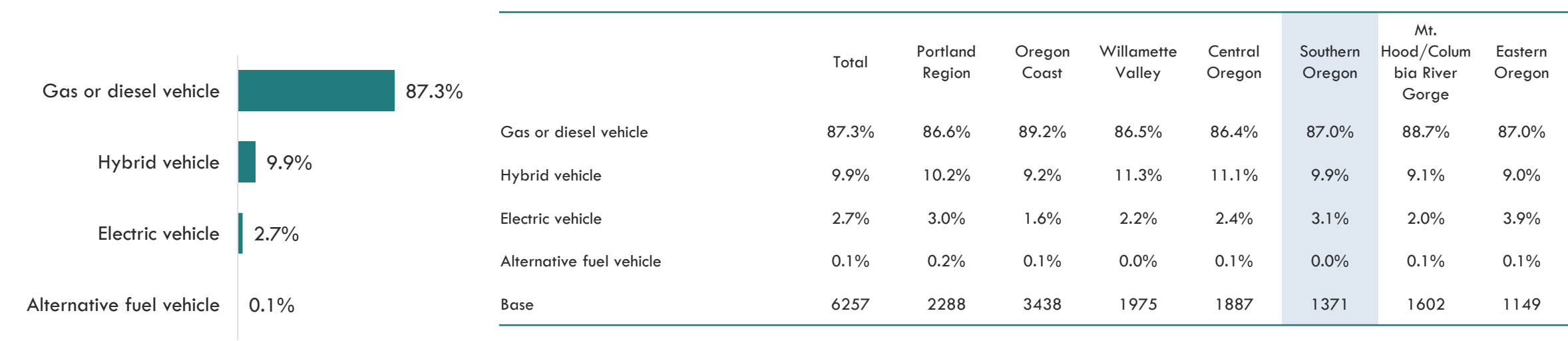


Question: Which modes of transportation did you use in the destination(s) you visited? (Select all that apply)

VEHICLE TYPE

Figure 13: Statewide Vehicle Type

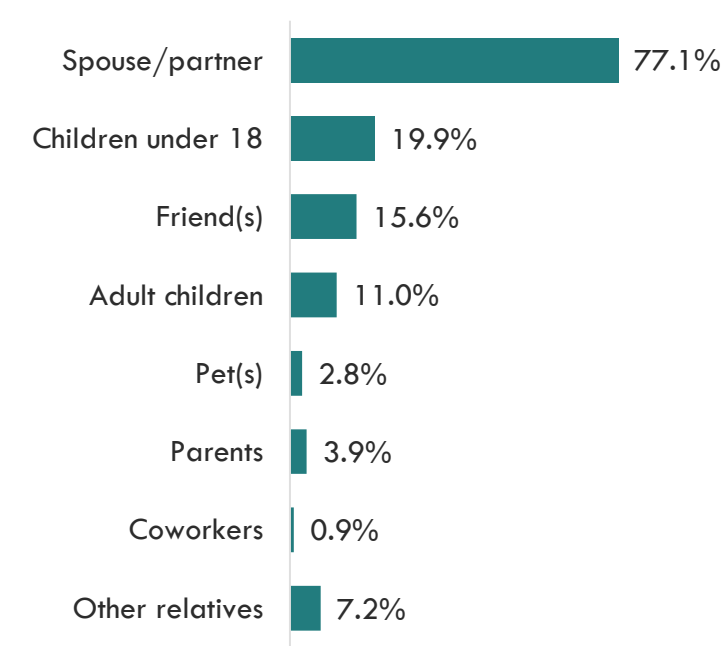
Detail by Region



Question: What type of vehicle did you use?

PARTY COMPOSITION

Figure 14: Statewide Travel Party Composition



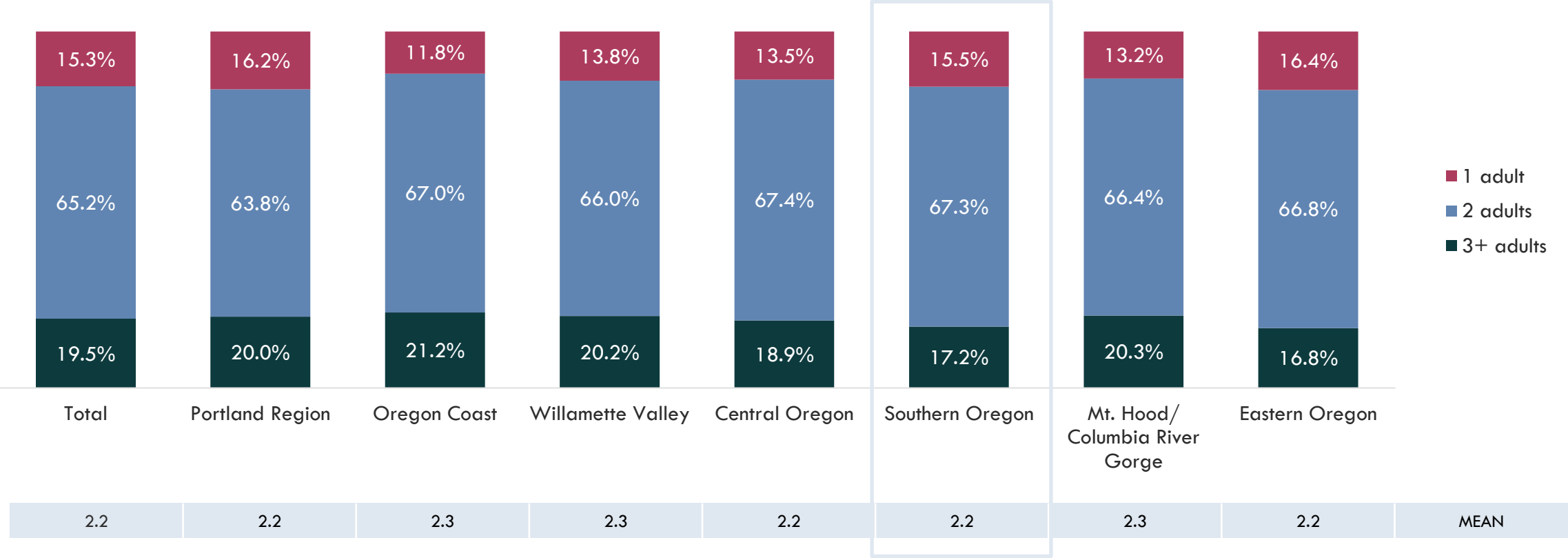
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Spouse/partner	77.1%	75.9%	77.3%	77.3%	78.3%	79.9%	77.5%	77.9%
Children under 18	19.9%	20.9%	15.0%	13.3%	22.2%	24.2%	20.3%	27.3%
Friend(s)	15.6%	16.8%	16.2%	17.0%	16.3%	12.4%	16.7%	16.1%
Adult children	11.0%	12.4%	12.1%	11.9%	11.6%	10.2%	11.4%	9.7%
Pet(s)	2.8%	2.0%	3.4%	2.5%	4.0%	3.4%	3.0%	3.0%
Parents	3.9%	4.2%	3.8%	3.6%	3.3%	4.4%	3.9%	3.7%
Coworkers	0.9%	1.0%	0.6%	0.7%	1.2%	1.4%	1.0%	1.1%
Other relatives	7.2%	7.2%	8.5%	7.0%	6.6%	7.8%	8.5%	7.4%
Base	8073	3246	4200	2701	2409	1759	2188	1533

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

TRAVEL PARTY SIZE – ADULTS

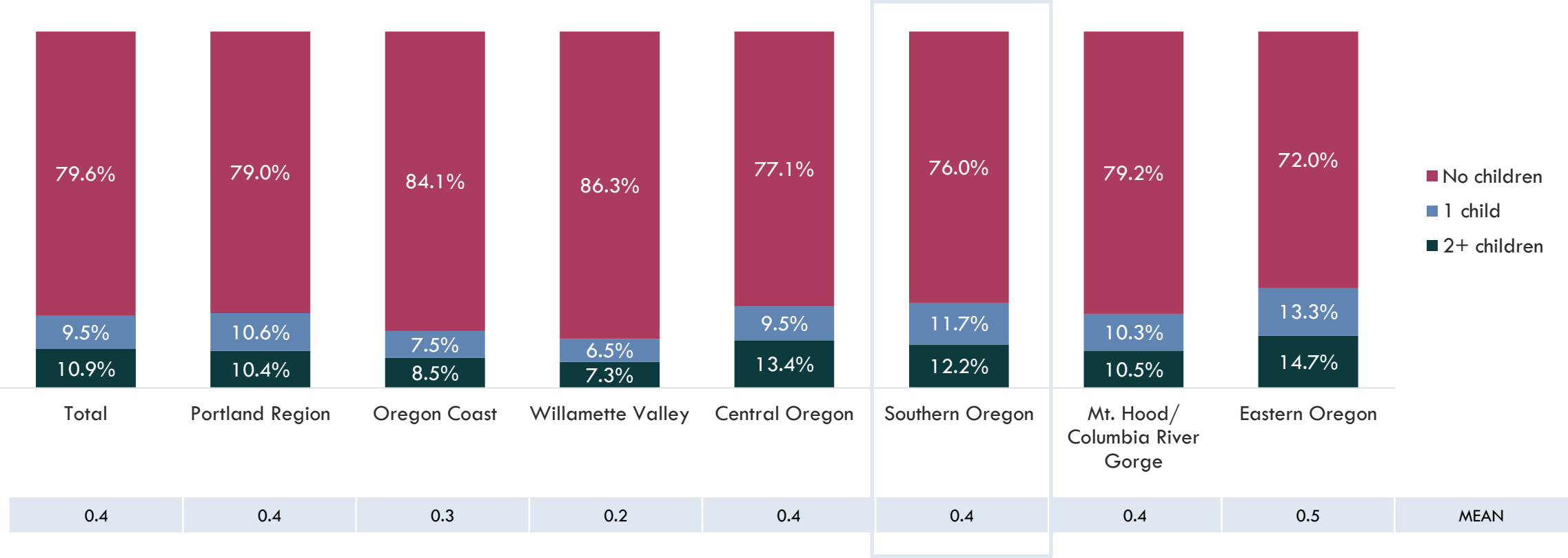
Figure 15: Average Party Size – Adults



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

CHILDREN IN TRAVEL PARTY

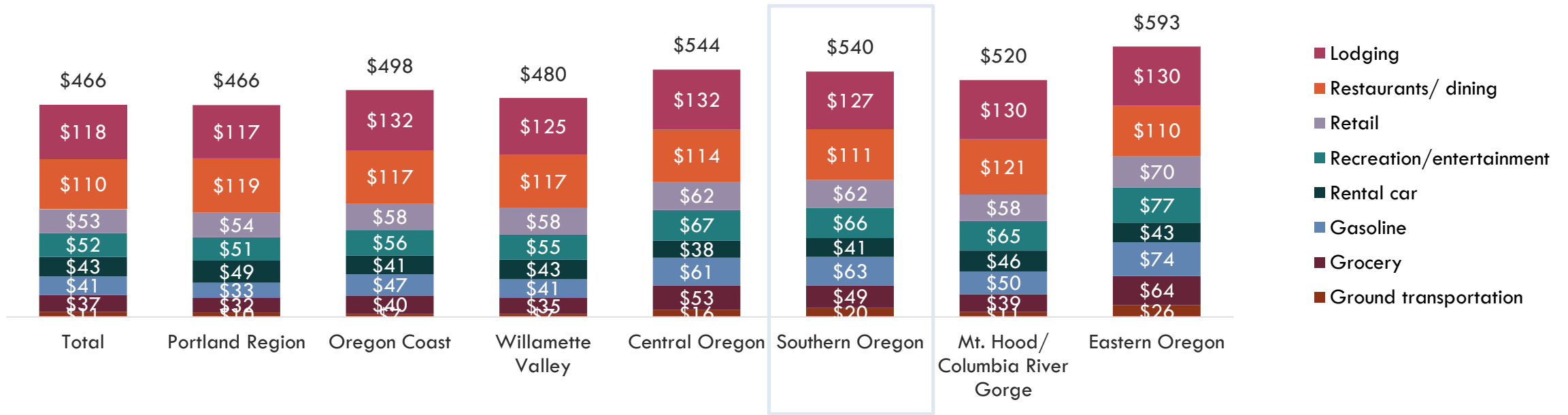
Figure 16: Children in Travel Party



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

PER PARTY PER DAY SPEND

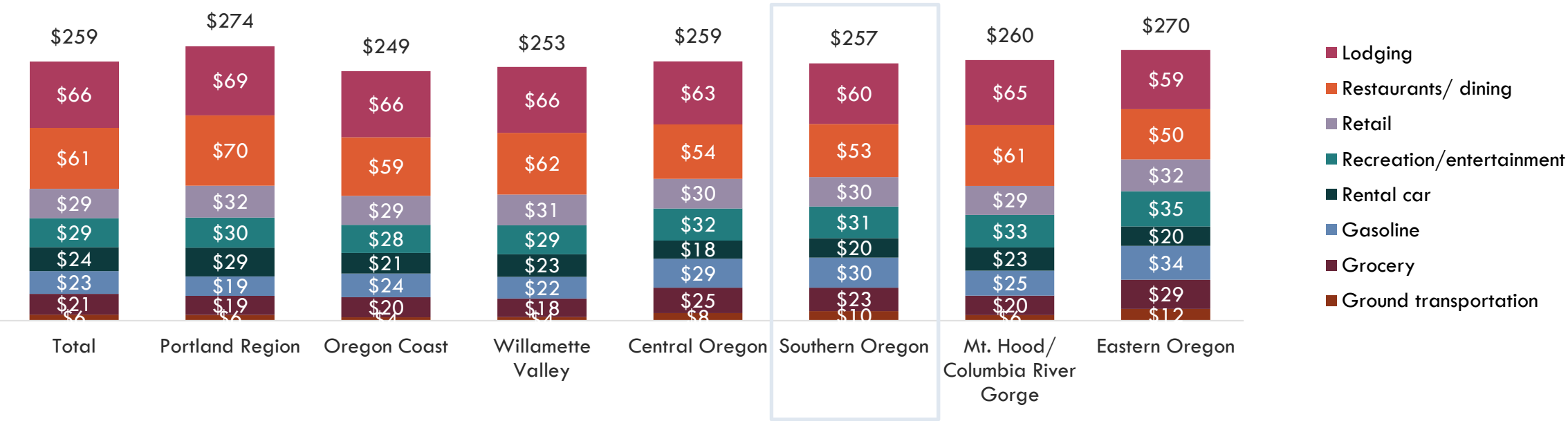
Figure 17: Per Party Per Day Spend



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

PER PERSON PER DAY SPEND

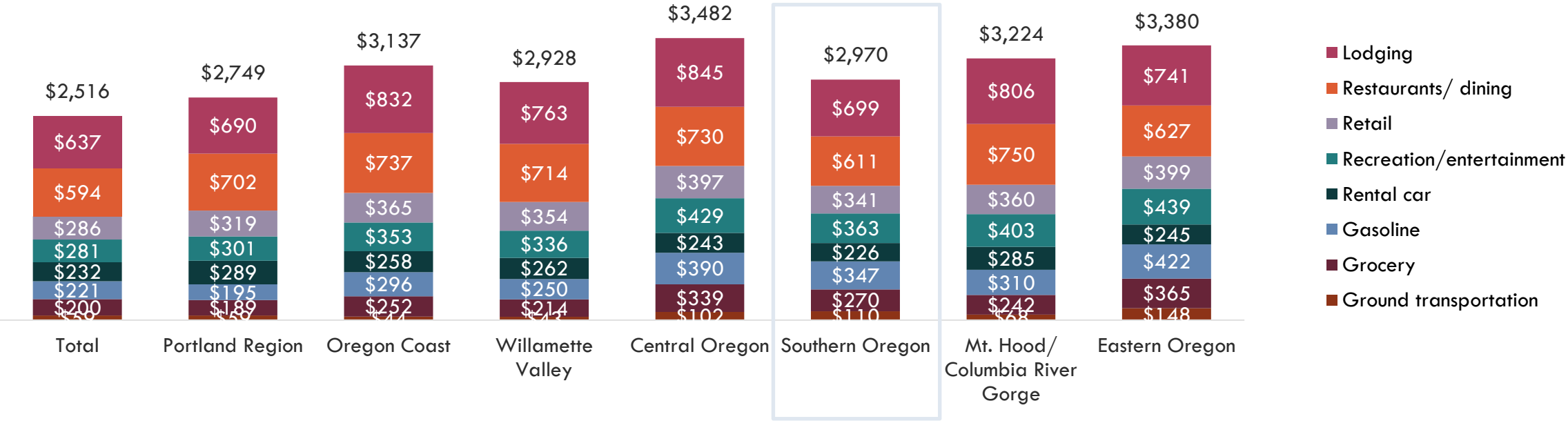
Figure 18: Per Person Per Day Spend



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

PER PARTY PER TRIP SPEND

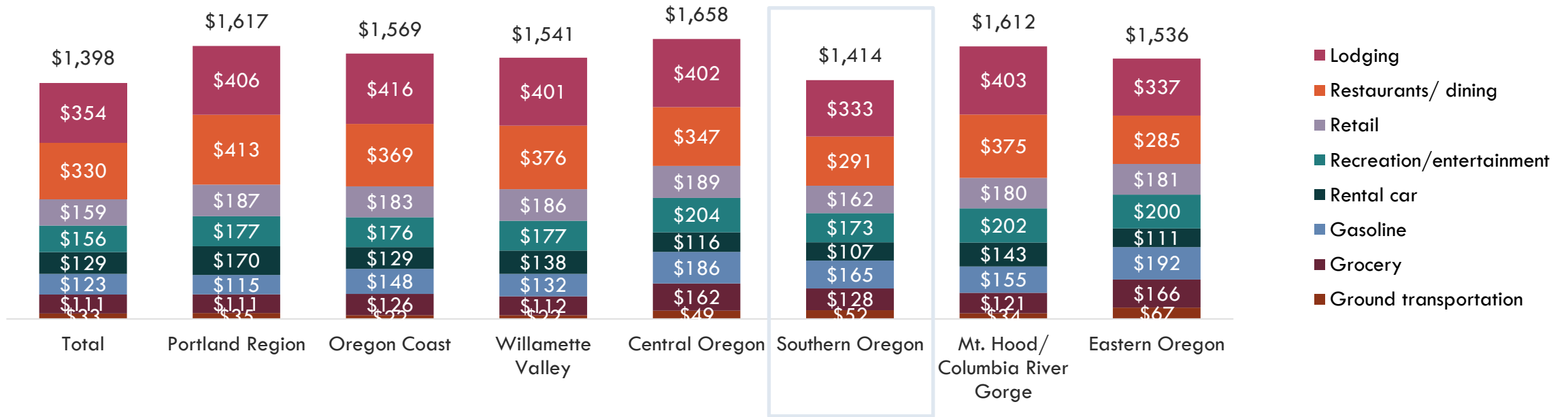
Figure 19: Per Party Per Trip Spend



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

PER PERSON PER TRIP SPEND

Figure 20: Per Person Per Trip Spend



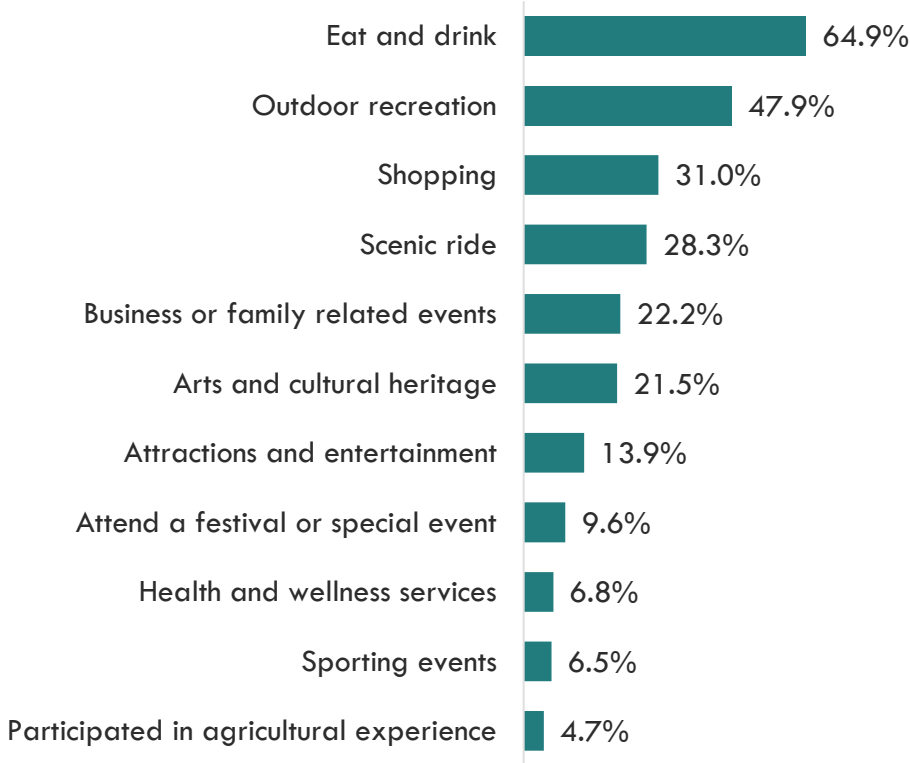
Question: Excluding airfare, please tell us approximately how much you spent PER DAY in Oregon on each of the following categories.



VISITOR ACTIVITIES

ACTIVITIES & EXPERIENCES

Figure 21: Statewide In-Destination Activities & Experiences



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

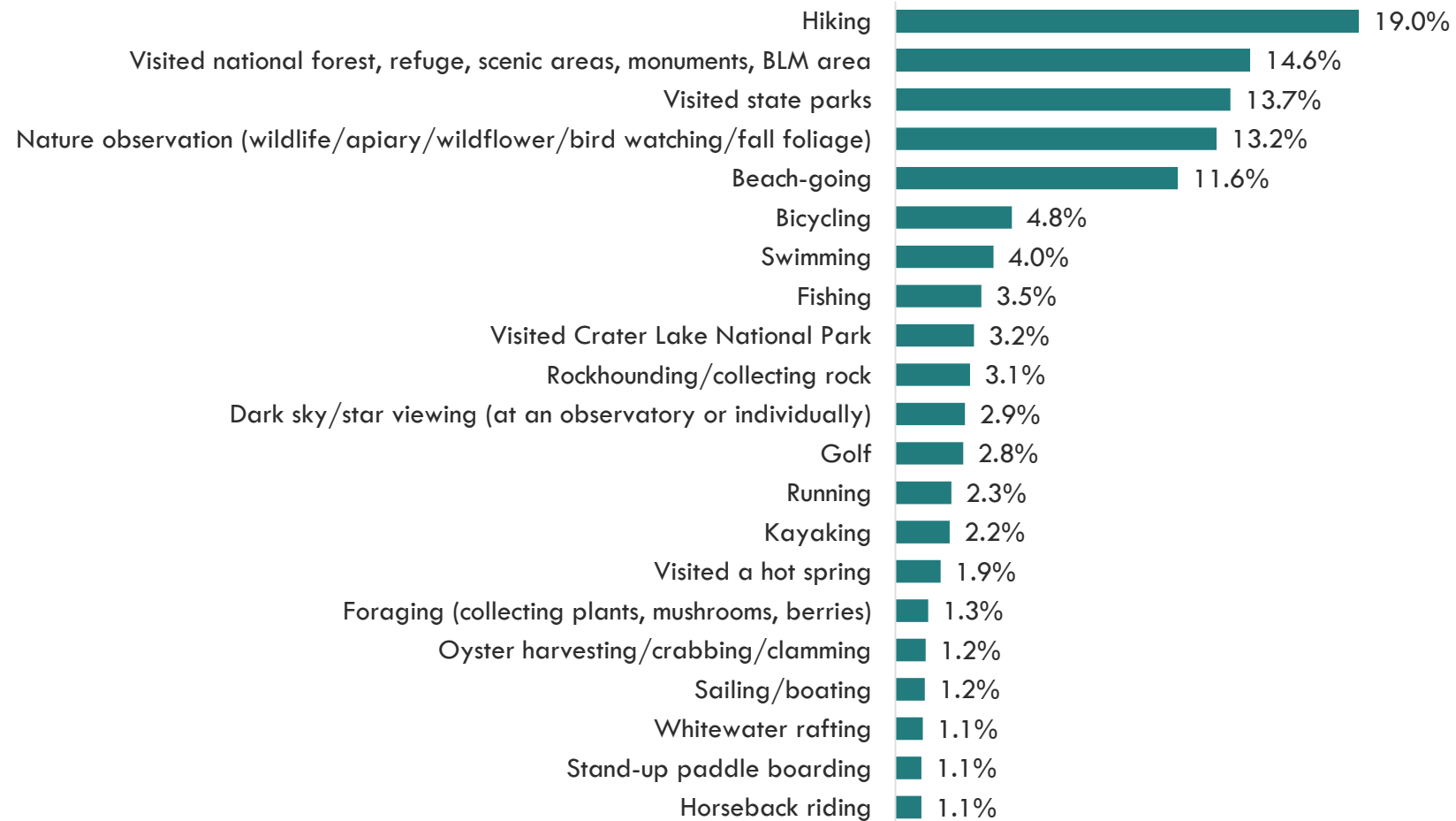
ACTIVITIES & EXPERIENCES continued

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Eat and drink (e.g. ate at local restaurants, wine tasting in downtown)	64.9%	67.0%	74.7%	70.1%	68.2%	65.5%	71.4%	60.9%
Outdoor recreation (e.g. hiking, bicycling, fishing, playing golf, surfing)	47.9%	43.6%	60.9%	46.2%	60.8%	52.2%	58.3%	52.5%
Shopping (e.g. tax free retail shopping, recreational marijuana/dispensaries)	31.0%	31.2%	39.2%	31.9%	38.4%	34.8%	35.0%	36.1%
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%	26.2%	42.2%	32.5%	36.0%	37.4%	40.8%	38.1%
Business or family related events (e.g. work meeting, conference, wedding, bachelor/bachelorette party, family reunion)	22.2%	25.9%	17.2%	24.5%	20.0%	24.4%	20.8%	22.3%
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%	23.6%	26.1%	22.4%	24.8%	25.2%	26.7%	29.8%
Attractions and entertainment (e.g. amusement/theme/water park, casino/gambling/night club)	13.9%	13.6%	17.5%	13.2%	18.3%	19.7%	18.2%	22.5%
Attend a festival or special event	9.6%	9.8%	10.5%	12.1%	12.2%	13.5%	12.0%	13.9%
Health and wellness services (e.g. spa, massage, wellness center, yoga retreat)	6.8%	7.7%	5.9%	6.3%	9.8%	9.6%	8.8%	12.1%
Sporting events (e.g. basketball/soccer/football/hokey games, running events)	6.5%	7.0%	5.7%	7.4%	8.6%	8.5%	7.9%	12.0%
Participated in agricultural experience on a working landscape (e.g. took a guided farm/agricultural tour, horseback riding on a ranch)	4.7%	5.1%	3.9%	5.5%	6.0%	6.9%	6.8%	9.7%
Base	17743	9150	6965	4879	3767	2613	4018	2195

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

OUTDOOR RECREATION ACTIVITIES

Figure 22: Statewide Outdoor Recreation Activities



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

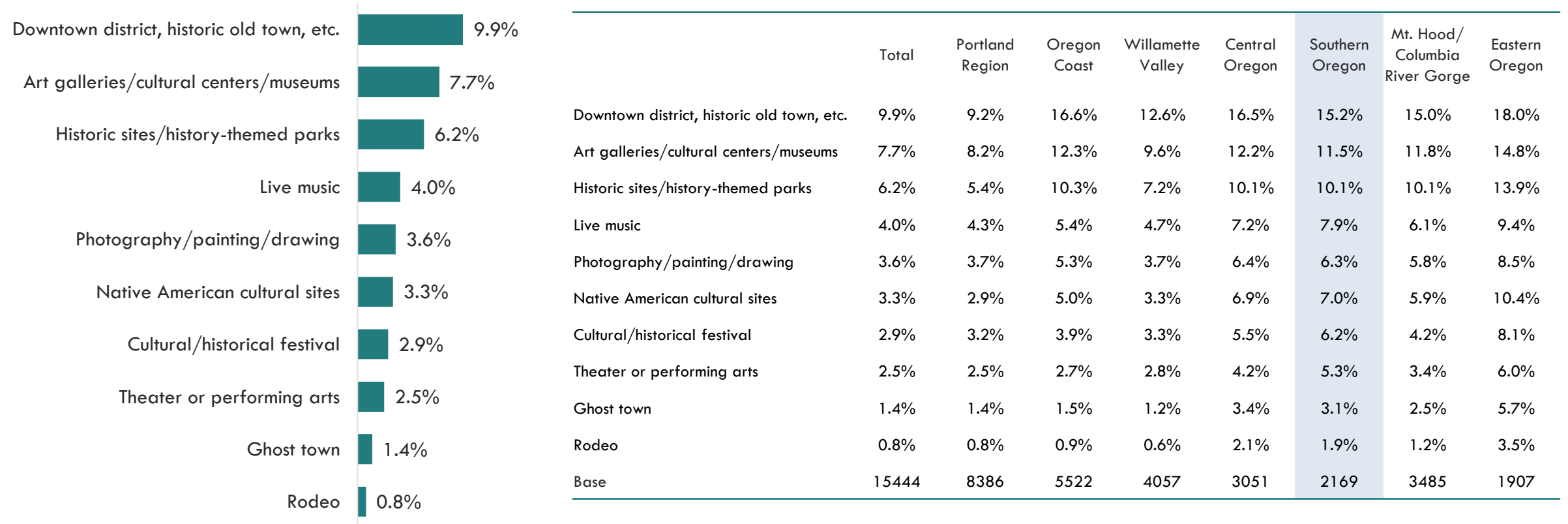
OUTDOOR RECREATION continued

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
Hiking	19.0%	15.5%	29.6%	23.1%	32.5%	27.5%	27.3%	27.2%
Visited national forest, refuge, scenic areas, monuments, and/or Bureau of Land Management areas	14.6%	12.0%	23.4%	17.1%	25.0%	22.8%	22.3%	22.8%
Visited state parks	13.7%	11.5%	24.9%	17.1%	22.4%	19.8%	21.1%	21.1%
Nature observation (wildlife/apiary/wildflower/bird watching/fall foliage)	13.2%	10.2%	21.8%	15.3%	20.2%	19.8%	19.2%	22.3%
Beach-going	11.6%	9.9%	28.4%	14.0%	15.1%	14.6%	17.0%	15.1%
Bicycling	4.8%	3.9%	6.2%	5.2%	11.2%	7.3%	6.9%	8.2%
Swimming	4.0%	3.4%	5.4%	4.3%	8.4%	7.6%	5.8%	8.7%
Fishing	3.5%	2.7%	5.2%	3.8%	6.9%	7.0%	4.7%	7.6%
Visited Crater Lake National Park	3.2%	2.4%	4.5%	3.5%	7.4%	10.2%	5.4%	6.8%
Rockhounding/collecting rock	3.1%	2.3%	5.9%	3.6%	4.9%	5.5%	3.9%	6.4%
Dark sky/star viewing (at an observatory or individually)	2.9%	2.1%	4.4%	3.5%	5.7%	5.2%	4.7%	7.2%
Golf	2.8%	2.2%	3.7%	3.0%	6.3%	4.0%	3.8%	5.0%
Running	2.3%	2.2%	2.9%	2.4%	5.1%	3.9%	4.1%	4.9%
Kayaking	2.2%	1.6%	3.3%	2.7%	4.9%	3.9%	3.2%	4.9%
Visited a hot spring	1.9%	2.0%	2.3%	2.4%	4.4%	3.9%	4.1%	7.3%
Foraging (collecting plants, mushrooms, berries)	1.3%	1.4%	2.2%	1.9%	2.6%	2.6%	3.0%	3.2%
Oyster harvesting/crabbing/clamming	1.2%	1.1%	2.6%	1.2%	1.9%	2.1%	2.3%	2.5%
Sailing/boating	1.2%	0.9%	1.7%	0.9%	1.9%	2.4%	1.7%	2.9%
Whitewater rafting	1.1%	0.9%	1.4%	1.2%	2.3%	3.0%	1.6%	3.3%
Stand-up paddle boarding	1.1%	0.9%	1.4%	1.0%	3.0%	1.9%	1.7%	2.2%
Horseback riding	1.1%	1.0%	1.6%	1.1%	2.1%	2.2%	1.8%	2.8%
Snow activities (snowmobiling, cross-country skiing, snowshoeing, downhill skiing, snowboarding)	1.0%	0.7%	0.7%	0.9%	3.0%	1.6%	1.5%	2.1%
Rock climbing/mountaineering	1.0%	1.0%	1.0%	1.1%	1.8%	2.2%	1.6%	2.9%
Sand dune boarding/buggy	0.8%	0.8%	1.5%	0.9%	1.7%	1.9%	1.5%	2.2%
Hunting	0.8%	0.6%	0.6%	0.6%	1.4%	2.0%	1.0%	3.1%
Surfing, windsurfing and/or kiteboarding	0.7%	0.8%	1.1%	0.6%	1.5%	1.6%	1.4%	2.9%
Scuba diving	0.5%	0.5%	0.4%	0.4%	0.7%	1.1%	0.5%	1.6%
Base	16571	8686	6301	4381	3480	2392	3752	2029

ARTS & CULTURE ACTIVITIES

Figure 23: Statewide Arts & Culture Activities

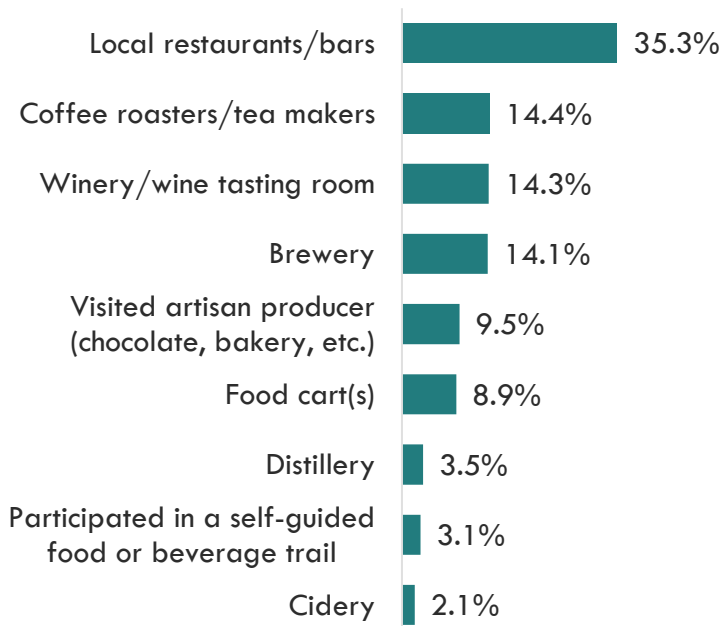
Detail by Region



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

FOOD & DINING ACTIVITIES

Figure 24: Statewide Food & Dining Activities



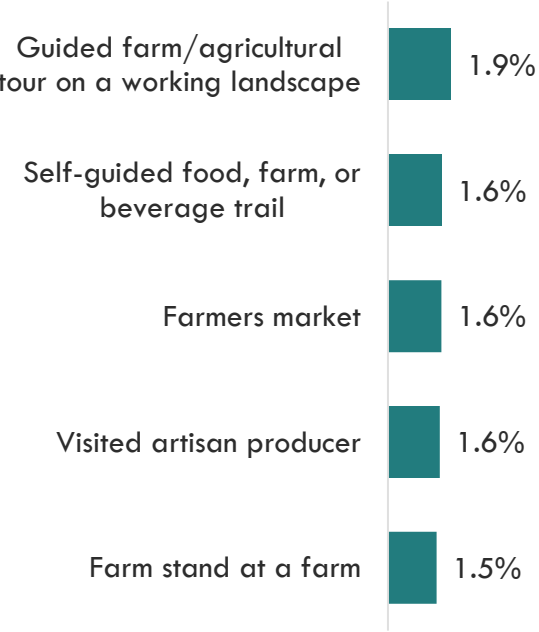
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Local restaurants/bars	35.3%	31.7%	50.4%	43.8%	47.8%	45.4%	44.9%	43.6%
Coffee roasters/tea makers	14.4%	13.7%	20.2%	17.0%	22.7%	19.5%	19.4%	20.3%
Winery/wine tasting room	14.3%	14.5%	19.6%	26.3%	17.6%	19.9%	20.6%	17.3%
Brewery	14.1%	12.8%	21.2%	17.1%	25.7%	19.3%	22.5%	20.0%
Visited artisan producer (chocolate, bakery, etc.)	9.5%	9.0%	14.5%	12.3%	13.2%	12.2%	12.9%	14.4%
Food cart(s)	8.9%	9.3%	11.0%	11.0%	16.9%	13.5%	15.0%	15.9%
Distillery	3.5%	3.6%	5.3%	4.8%	6.5%	5.5%	5.6%	7.1%
Participated in a self-guided food or beverage trail	3.1%	3.4%	4.0%	3.7%	4.8%	5.5%	4.6%	7.1%
Cidery	2.1%	2.0%	2.7%	2.5%	4.0%	4.2%	3.9%	4.0%
Base	17234	8996	6683	4711	3590	2504	3904	2104

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

AGRICULTURE ACTIVITIES

Figure 25: Statewide Agriculture Activities



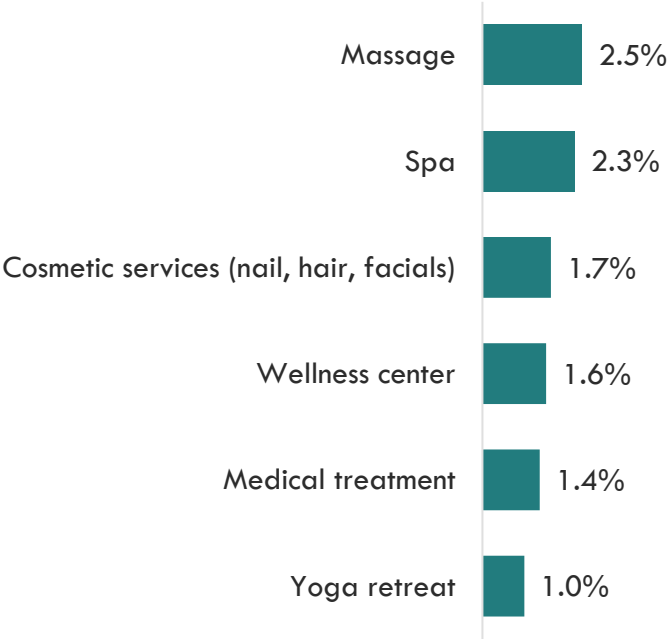
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Guided farm/agricultural tour on a working landscape (farm, ranch, vineyard, etc.)	1.9%	2.0%	2.1%	2.5%	3.6%	3.1%	3.4%	5.8%
Self-guided food, farm, or beverage trail	1.6%	1.7%	1.6%	2.1%	2.9%	4.0%	2.3%	5.0%
Farmers market	1.6%	1.7%	1.4%	2.0%	2.6%	3.0%	2.6%	5.5%
Visited artisan producer (salt, wool, flowers, etc.)	1.6%	1.6%	1.7%	2.1%	3.1%	3.1%	2.4%	4.5%
Farm stand at a farm	1.5%	1.5%	1.5%	1.7%	2.8%	3.0%	2.9%	3.8%
Base	14646	8092	4949	3773	2783	2003	3266	1766

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

HEALTH & WELLNESS ACTIVITIES

Figure 26: Statewide Health & Wellness Activities



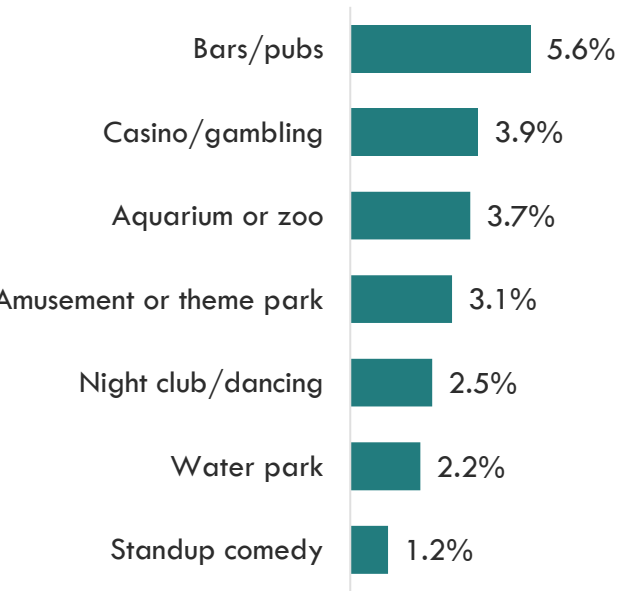
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
Massage	2.5%	2.3%	2.7%	2.6%	5.3%	5.0%	4.0%	7.0%
Spa	2.3%	2.2%	2.1%	2.3%	4.8%	4.3%	3.3%	6.6%
Cosmetic services (nail, hair, facials)	1.7%	1.8%	1.0%	1.3%	3.9%	4.0%	1.9%	5.5%
Wellness center	1.6%	1.4%	1.3%	1.4%	3.8%	3.0%	1.9%	5.4%
Medical treatment	1.4%	1.7%	1.0%	1.0%	3.3%	2.9%	1.4%	4.2%
Yoga retreat	1.0%	1.2%	0.7%	0.8%	2.1%	2.3%	1.5%	4.3%
Base	14718	8130	5003	3780	2821	2019	3276	1775

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

ENTERTAINMENT ACTIVITIES

Figure 27: Statewide Entertainment Activities



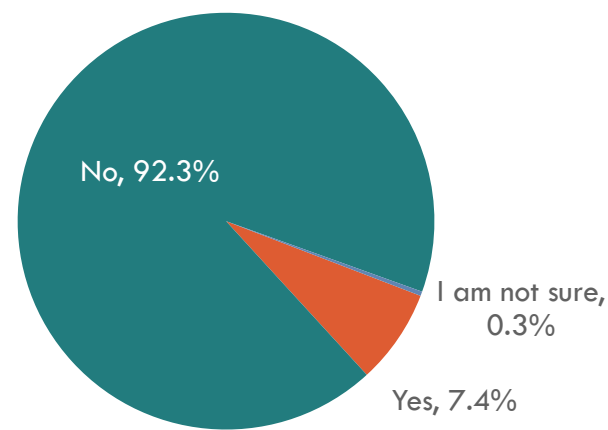
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
Bars/pubs	5.6%	4.7%	8.4%	6.6%	9.7%	10.5%	8.6%	11.3%
Casino/gambling	3.9%	2.9%	6.5%	3.9%	6.9%	8.2%	5.1%	8.9%
Aquarium or zoo (including petting zoo)	3.7%	3.6%	5.9%	3.2%	5.9%	7.2%	5.4%	7.6%
Amusement or theme park	3.1%	2.9%	3.6%	2.5%	5.9%	6.3%	5.0%	8.7%
Night club/dancing	2.5%	2.1%	2.2%	1.7%	4.4%	4.8%	3.2%	7.2%
Water park	2.2%	1.9%	1.9%	1.3%	4.0%	4.4%	3.3%	6.6%
Standup comedy	1.2%	1.1%	1.2%	1.0%	2.3%	3.1%	1.8%	3.9%
Base	14987	8210	5232	3883	2892	2104	3342	1830

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

GUIDED TOURS

Figure 28: Took Guided Tour



Detail by Region

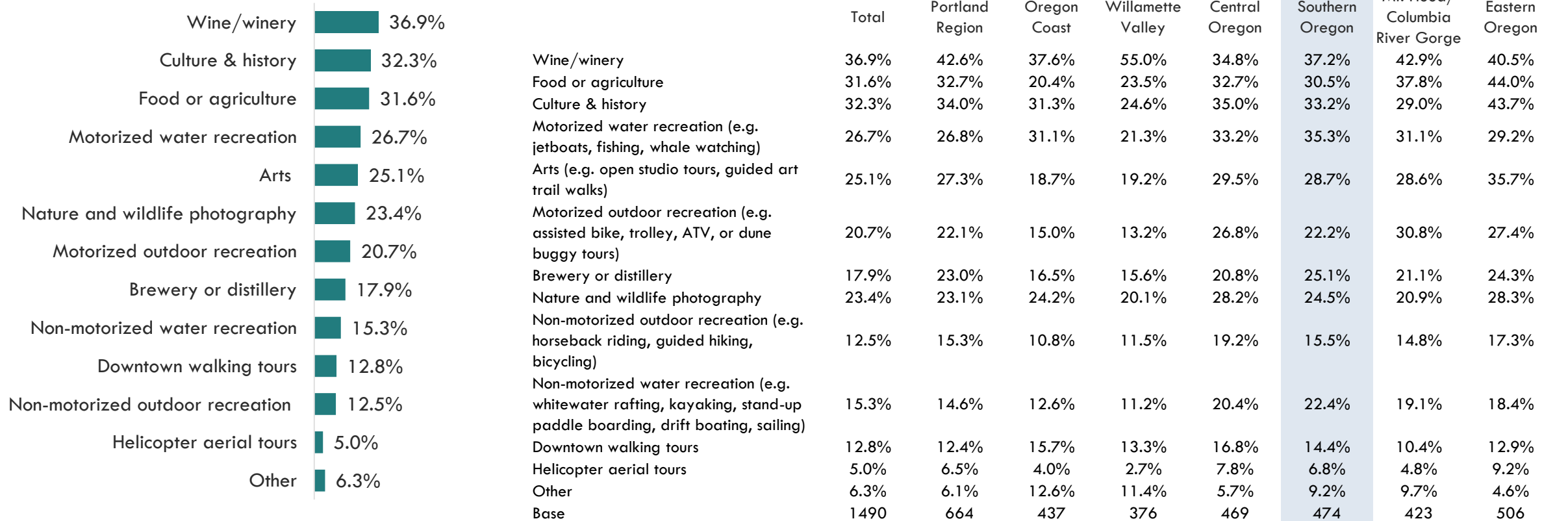
	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
Yes	7.4%	6.5%	6.4%	6.1%	11.1%	12.8%	9.8%	18.0%
No	92.3%	93.3%	93.4%	93.8%	88.4%	86.8%	89.6%	81.5%
I am not sure	0.3%	0.2%	0.2%	0.2%	0.5%	0.5%	0.5%	0.5%
Base	17762	9155	6975	4884	3769	2616	4020	2196

Question: Did you participate in any guided tour?

GUIDED TOUR TYPE

Figure 29: Guided Group Tour Type

Detail by Region

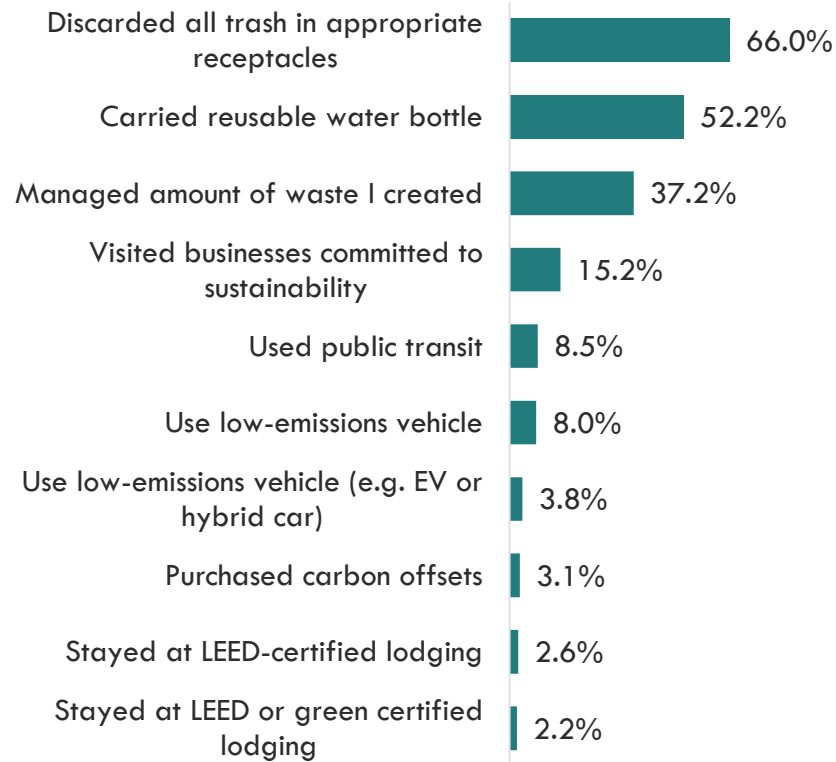


Question: Which best describes the type of guided tour(s) you participated in? (Select all that apply)

SUSTAINABLE BEHAVIOR

Figure 30: Sustainable Behavior

Detail by Region



	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Discarded all trash in appropriate receptacles	66.0%	62.9%	78.7%	75.0%	72.1%	69.4%	72.0%	63.4%
Carried reusable water bottle	52.2%	49.0%	62.2%	57.6%	59.0%	56.8%	59.2%	54.5%
Managed amount of waste I created	37.2%	35.3%	46.1%	41.2%	42.5%	42.2%	43.0%	41.6%
Visited businesses committed to sustainability	15.2%	16.9%	15.9%	17.7%	16.6%	17.3%	18.2%	19.1%
Used public transit	8.5%	11.5%	7.5%	7.5%	8.6%	9.3%	10.5%	11.4%
Use low-emissions vehicle	8.0%	8.4%	8.5%	8.7%	7.3%	7.0%	8.1%	8.3%
Use low-emissions vehicle (e.g. EV or hybrid car)	3.8%	3.6%	3.7%	4.2%	5.8%	5.5%	4.6%	6.2%
Purchased carbon offsets	3.1%	3.6%	1.7%	1.8%	3.6%	4.6%	3.2%	7.4%
Stayed at LEED-certified lodging	2.6%	2.9%	2.4%	2.4%	2.4%	3.1%	3.2%	4.6%
Stayed at LEED or green certified lodging	2.2%	1.9%	1.5%	2.2%	3.6%	3.8%	2.8%	5.0%
Base	17613	9098	6881	4832	3722	2589	3979	2166

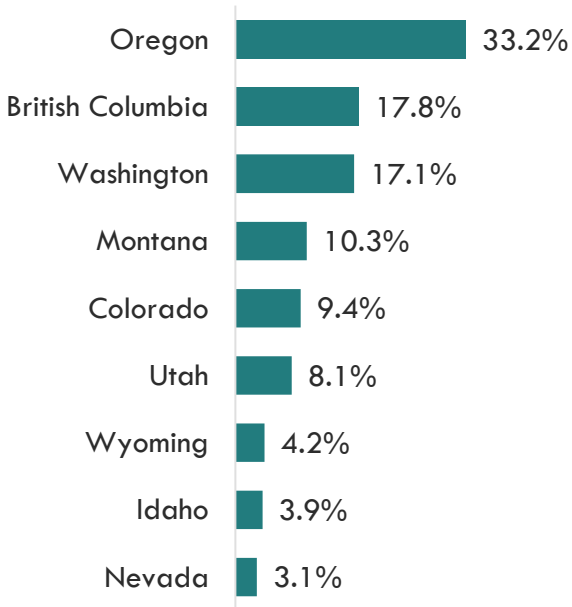
Question: Which of the following did you do for or during your Oregon trip? (Select all that apply)

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 white, bold, sans-serif font across the center of the image.

PERCEPTIONS & SATISFACTION

DESTINATION RATING – SCENIC BEAUTY

Figure 31: Statewide Scenic Beauty Importance



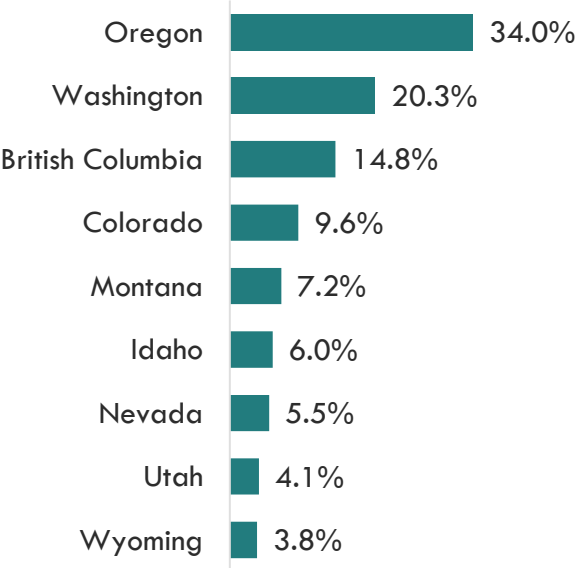
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
Oregon	33.2%	28.5%	46.8%	40.3%	45.4%	43.5%	40.6%	44.0%
British Columbia	17.8%	15.6%	22.0%	22.0%	22.0%	20.7%	20.7%	21.6%
Washington	17.1%	15.7%	21.2%	18.5%	21.5%	21.7%	20.0%	22.5%
Montana	10.3%	8.9%	11.7%	10.8%	15.0%	13.9%	13.2%	18.1%
Colorado	9.4%	7.8%	9.4%	9.7%	12.2%	13.5%	10.2%	12.4%
Utah	8.1%	6.0%	9.0%	8.3%	10.4%	10.8%	9.1%	11.8%
Nevada	3.1%	2.3%	1.9%	1.7%	4.5%	5.8%	3.1%	6.8%
Wyoming	4.2%	3.7%	4.3%	4.4%	5.4%	6.0%	5.4%	8.6%
Idaho	3.9%	3.3%	4.4%	3.8%	5.8%	6.4%	5.0%	9.3%
Base	17762	9155	6975	4884	3769	2616	4020	2196

Question: For each attribute below, rank the top two destinations as the best for each. (Drag the destination on the left into the appropriate space on the right to rank.) Scenic Beauty

DESTINATION RATING – WELCOMING

Figure 32: Statewide Welcoming Importance



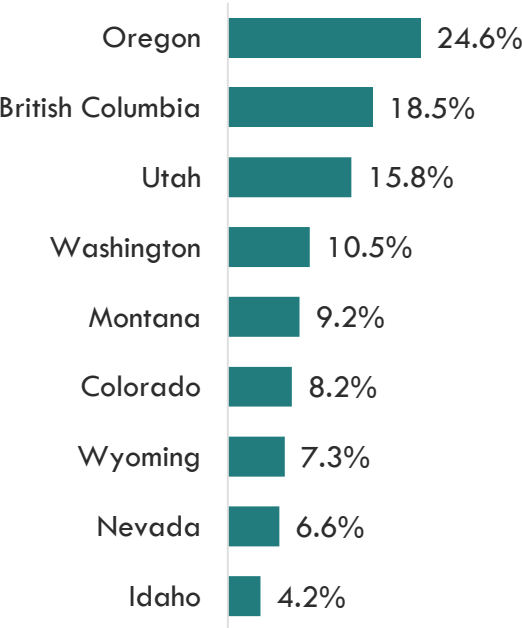
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
Oregon	34.0%	29.1%	46.1%	42.1%	45.3%	43.0%	40.9%	43.4%
Washington	20.3%	18.2%	25.8%	23.1%	26.2%	25.7%	24.3%	25.4%
British Columbia	14.8%	13.5%	17.6%	17.5%	18.4%	17.7%	16.7%	20.3%
Colorado	9.6%	8.5%	10.8%	10.1%	13.0%	13.7%	12.4%	14.6%
Montana	7.2%	5.5%	7.5%	7.2%	10.1%	10.2%	8.5%	12.4%
Idaho	6.0%	4.6%	6.8%	5.7%	8.4%	9.7%	7.3%	11.6%
Nevada	5.5%	4.7%	6.0%	4.3%	7.3%	8.2%	6.2%	9.5%
Utah	4.1%	3.5%	4.3%	3.6%	5.5%	6.3%	4.6%	8.3%
Wyoming	3.8%	3.1%	3.6%	3.6%	5.3%	6.1%	5.0%	8.1%
Base	17762	9155	6975	4884	3769	2616	4020	2196

Question: For each attribute below, rank the top two destinations as the best for each. (Drag the destination on the left into the appropriate space on the right to rank.) Welcoming and inclusive environment

DESTINATION ATTRIBUTE RATING – UNIQUE

Figure 33: Statewide Uniqueness Importance



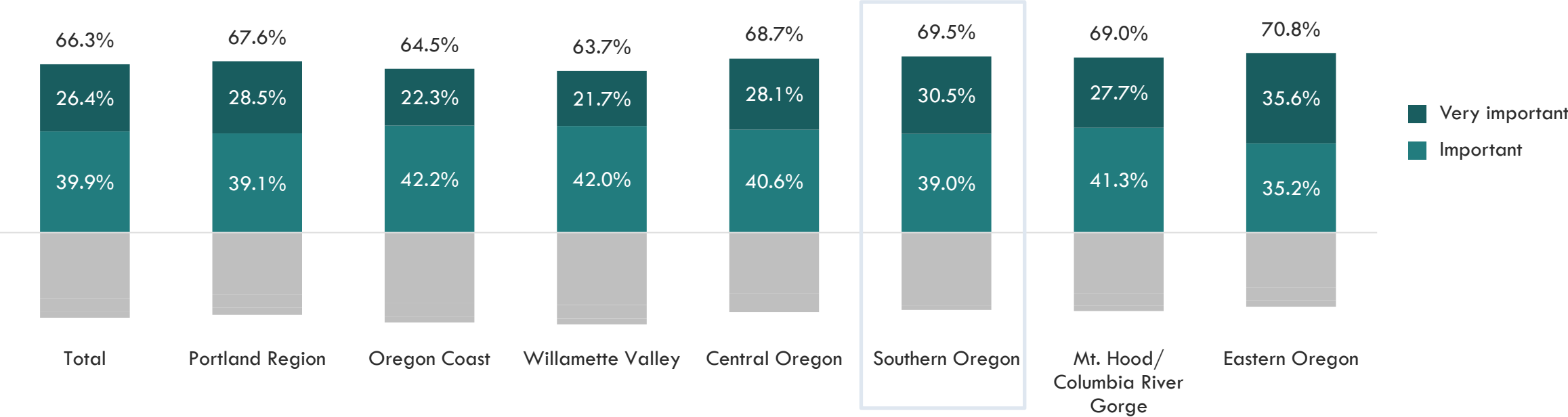
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Oregon	24.6%	21.6%	34.7%	29.8%	33.4%	32.4%	30.1%	32.4%
British Columbia	18.5%	16.5%	23.2%	22.4%	23.1%	22.7%	21.4%	24.1%
Utah	15.8%	12.1%	18.8%	16.3%	21.2%	21.5%	18.7%	23.4%
Washington	10.5%	9.5%	12.9%	11.1%	13.0%	13.1%	12.9%	15.6%
Montana	9.2%	7.7%	9.7%	9.7%	12.5%	13.5%	11.3%	13.7%
Colorado	8.2%	7.1%	8.7%	8.9%	9.9%	11.3%	10.0%	11.6%
Wyoming	7.3%	6.2%	8.5%	7.6%	9.7%	10.8%	8.2%	12.7%
Nevada	6.6%	6.1%	7.1%	6.6%	9.2%	8.9%	7.1%	11.5%
Idaho	4.2%	3.4%	4.6%	4.4%	7.0%	5.6%	5.5%	8.3%
Base	17762	9155	6975	4884	3769	2616	4020	2196

Question: For each attribute below, rank the top two destinations as the best for each. (Drag the destination on the left into the appropriate space on the right to rank.) Uniqueness

ENVIRONMENTAL IMPACT IMPORTANCE

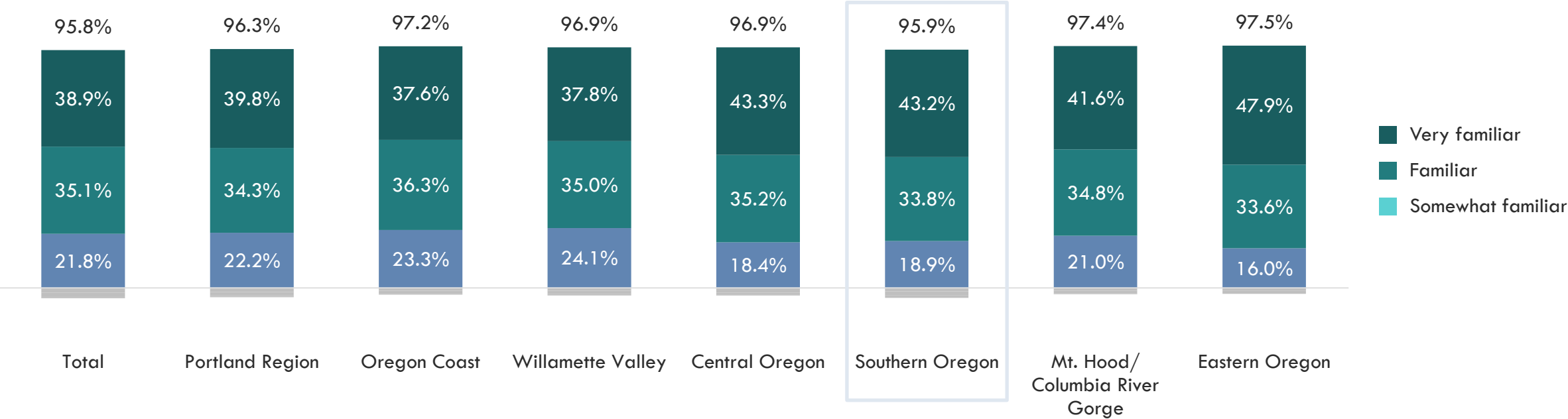
Figure 34: Statewide Travel Impact on Environment Importance



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

OREGON FAMILIARITY RATING

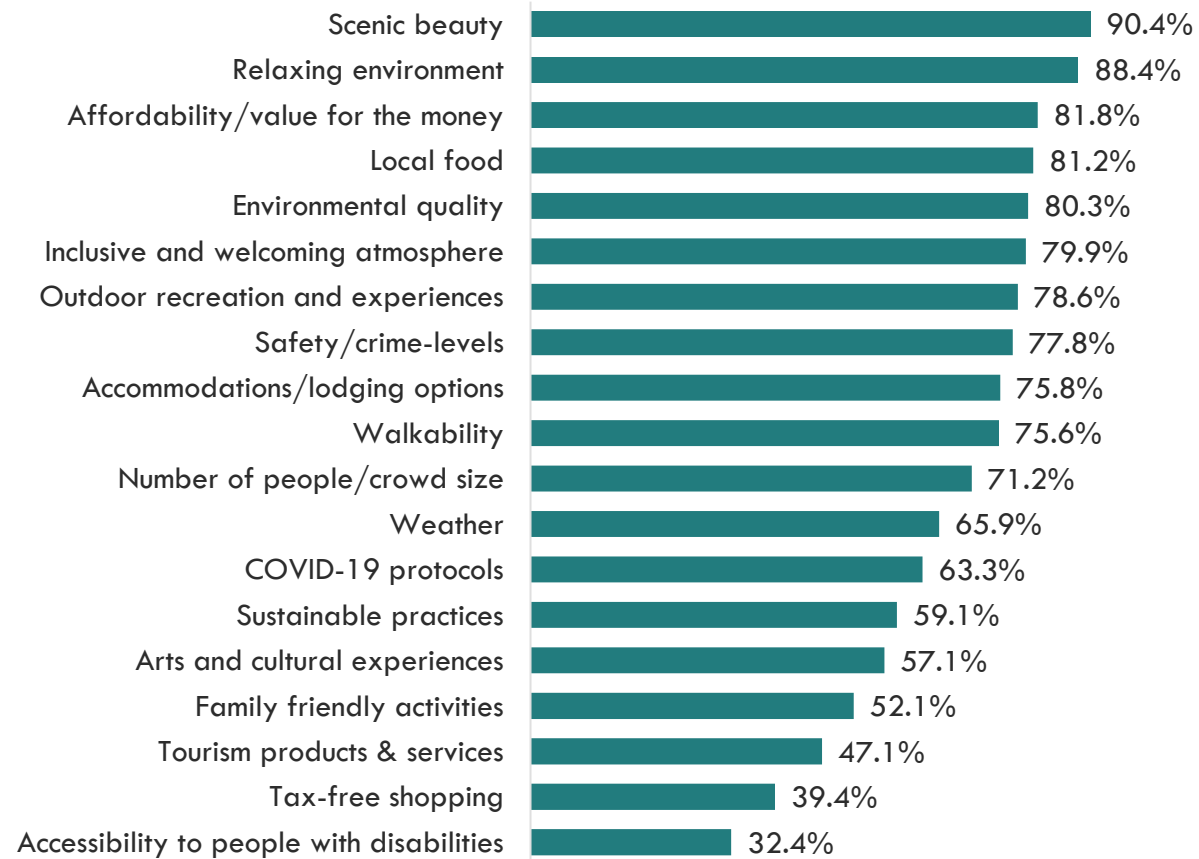
Figure 35: Oregon Familiarity Rating by Region



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

DESTINATION ATTRIBUTE IMPORTANCE

Figure 36: Statewide 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

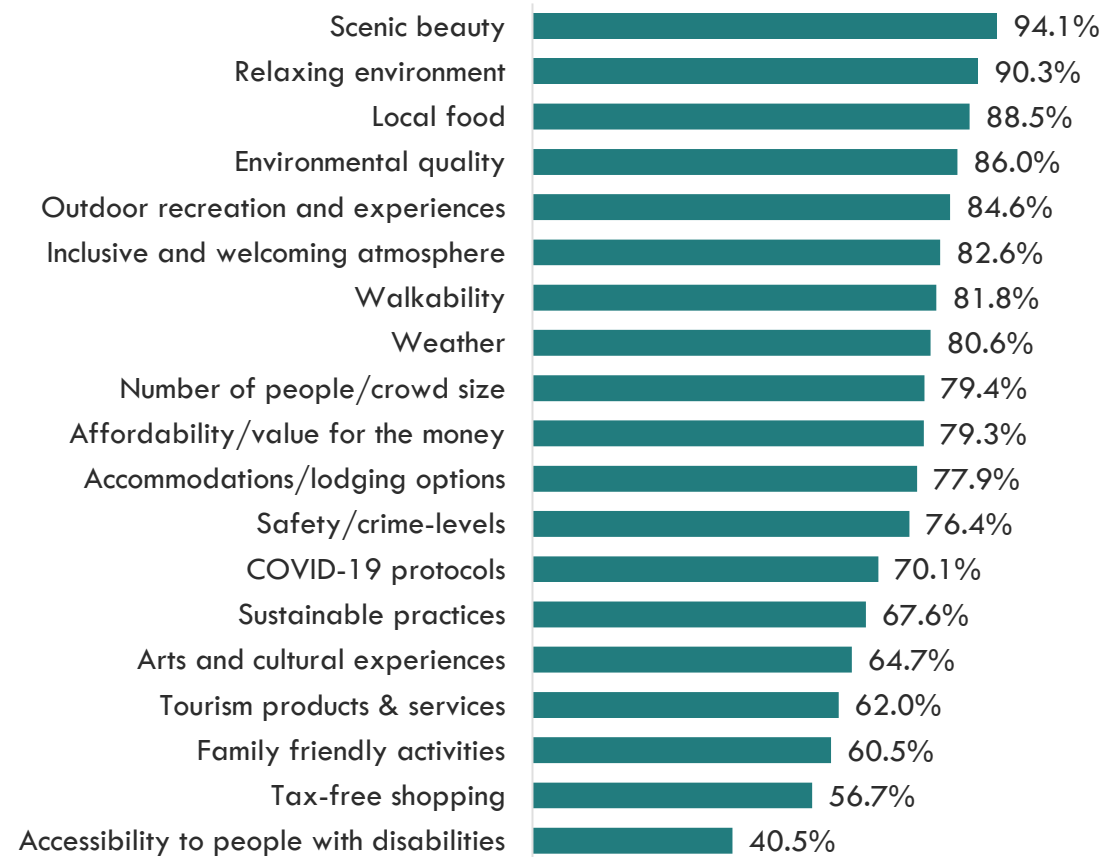
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Scenic beauty	90.4%	89.4%	95.0%	91.6%	93.1%	90.6%	93.6%	91.1%
Relaxing environment/a place to unwind	88.4%	87.7%	91.9%	88.9%	90.6%	89.2%	90.1%	88.8%
Affordability/value for the money	81.8%	81.6%	84.7%	81.7%	84.5%	82.5%	83.8%	84.5%
Local food	81.2%	84.4%	84.9%	85.5%	83.2%	79.2%	85.1%	80.1%
Environmental quality (e.g. air, cleanliness)	80.3%	79.7%	83.4%	80.3%	84.1%	82.6%	82.1%	82.1%
Inclusive and welcoming atmosphere	79.9%	82.2%	82.2%	81.7%	81.8%	80.9%	82.0%	79.2%
Outdoor recreation and experiences	78.6%	76.2%	83.2%	75.7%	85.7%	81.1%	83.2%	84.4%
Safety/crime-levels	77.8%	78.9%	80.5%	77.5%	79.7%	79.1%	79.1%	79.1%
Walkability	75.6%	75.7%	78.8%	73.5%	78.4%	75.5%	76.6%	77.9%
Accommodations/lodging options	75.8%	76.3%	79.9%	75.1%	76.5%	77.0%	77.9%	78.4%
Number of people/crowd size	71.2%	69.7%	74.8%	70.4%	74.3%	72.3%	74.1%	75.4%
Weather	65.9%	64.3%	63.1%	61.8%	72.7%	69.7%	65.8%	71.1%
COVID-19 protocols	63.3%	64.9%	63.3%	62.3%	62.9%	65.2%	62.3%	65.1%
Sustainable practices	59.1%	61.5%	59.9%	58.9%	62.0%	62.2%	62.4%	64.0%
Arts, historic and cultural heritage experiences	57.1%	60.0%	57.2%	56.8%	58.6%	62.3%	61.8%	66.6%
Family friendly activities	52.1%	52.6%	49.7%	47.2%	55.0%	55.8%	52.2%	59.8%
Tourism products & services	47.1%	48.2%	46.8%	44.2%	49.3%	49.8%	49.9%	56.2%
Tax-free shopping	39.4%	42.4%	36.9%	37.0%	42.8%	46.4%	40.2%	49.2%
Accessibility to people with disabilities	32.4%	33.1%	30.1%	27.5%	33.3%	38.0%	33.1%	42.8%

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

Figure 37: Statewide 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"

ATTRIBUTES SATISFACTION RATING continued

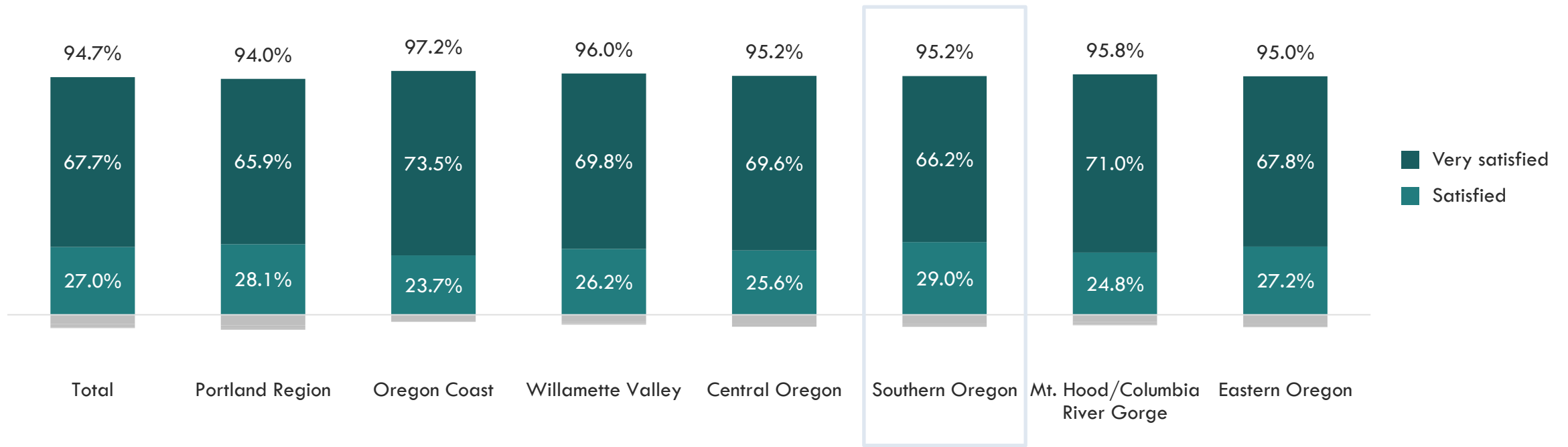
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
Scenic beauty	94.1%	93.0%	96.9%	95.3%	95.2%	94.3%	95.6%	92.6%
Relaxing environment/a place to unwind	90.3%	90.0%	93.1%	91.6%	90.8%	90.6%	91.3%	88.3%
Local food	88.5%	90.2%	91.1%	90.5%	89.0%	88.2%	90.6%	86.6%
Environmental quality (e.g. air, cleanliness)	86.0%	84.9%	88.7%	86.7%	84.8%	87.2%	87.1%	84.8%
Outdoor recreation and experiences	84.6%	83.1%	88.7%	83.5%	89.3%	86.0%	88.7%	87.1%
Inclusive and welcoming atmosphere	82.6%	84.0%	85.2%	84.1%	82.7%	83.0%	83.7%	82.0%
Walkability	81.8%	81.8%	85.2%	80.6%	83.5%	82.8%	82.9%	81.6%
Weather	80.6%	79.0%	80.9%	78.2%	82.7%	81.7%	81.2%	81.1%
Number of people/crowd size	79.4%	78.3%	81.5%	79.9%	78.0%	79.1%	78.7%	79.0%
Affordability/value for the money	79.3%	79.4%	80.0%	78.9%	77.7%	80.5%	78.6%	80.5%
Accommodations/lodging options	77.9%	79.5%	82.3%	77.5%	78.7%	79.1%	79.9%	79.3%
Safety/crime-levels	76.4%	71.9%	77.4%	74.3%	77.5%	78.4%	73.6%	76.0%
COVID-19 protocols	70.1%	72.1%	70.3%	70.2%	67.4%	69.6%	69.2%	68.1%
Sustainable practices	67.6%	69.9%	67.9%	69.5%	68.9%	70.5%	70.6%	71.3%
Arts, historic and cultural heritage experiences	64.7%	67.2%	65.9%	64.3%	67.1%	68.7%	68.5%	72.2%
Tourism products & services	62.0%	63.2%	64.0%	61.3%	64.2%	63.6%	65.1%	67.1%
Family friendly activities	60.5%	60.9%	59.8%	56.4%	63.3%	66.5%	62.4%	66.9%
Tax-free shopping	56.7%	58.8%	55.4%	54.4%	59.0%	61.9%	57.2%	60.0%
Accessibility to people with disabilities	40.5%	41.6%	38.6%	36.4%	41.3%	46.9%	41.8%	50.2%

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

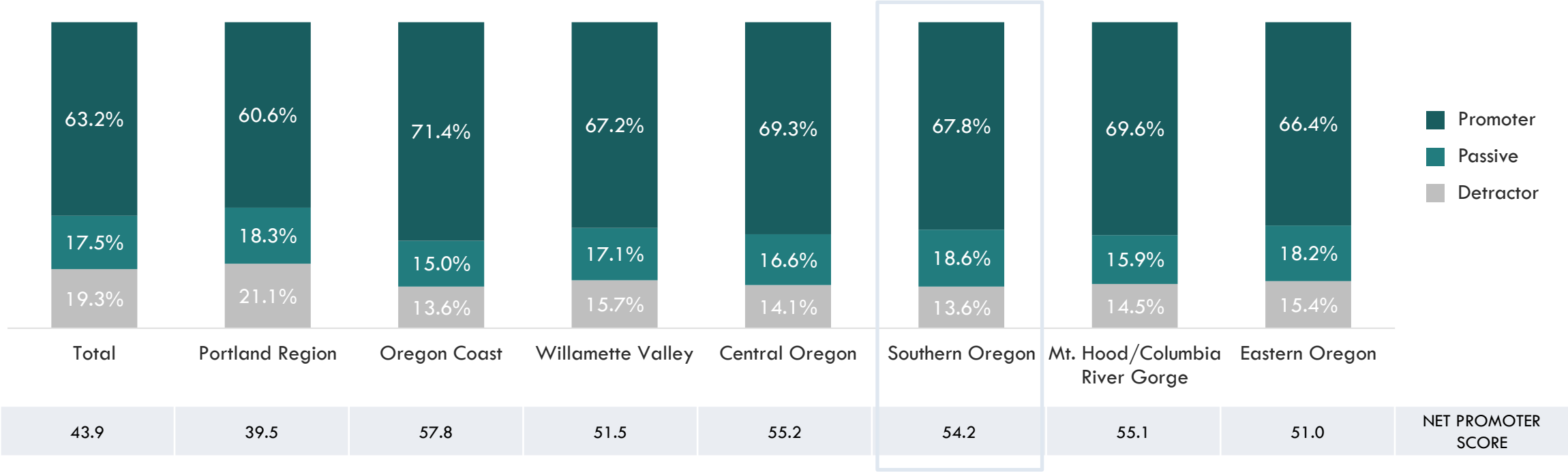
Figure 38: Overall Trip Satisfaction



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

LIKELIHOOD TO RECOMMEND

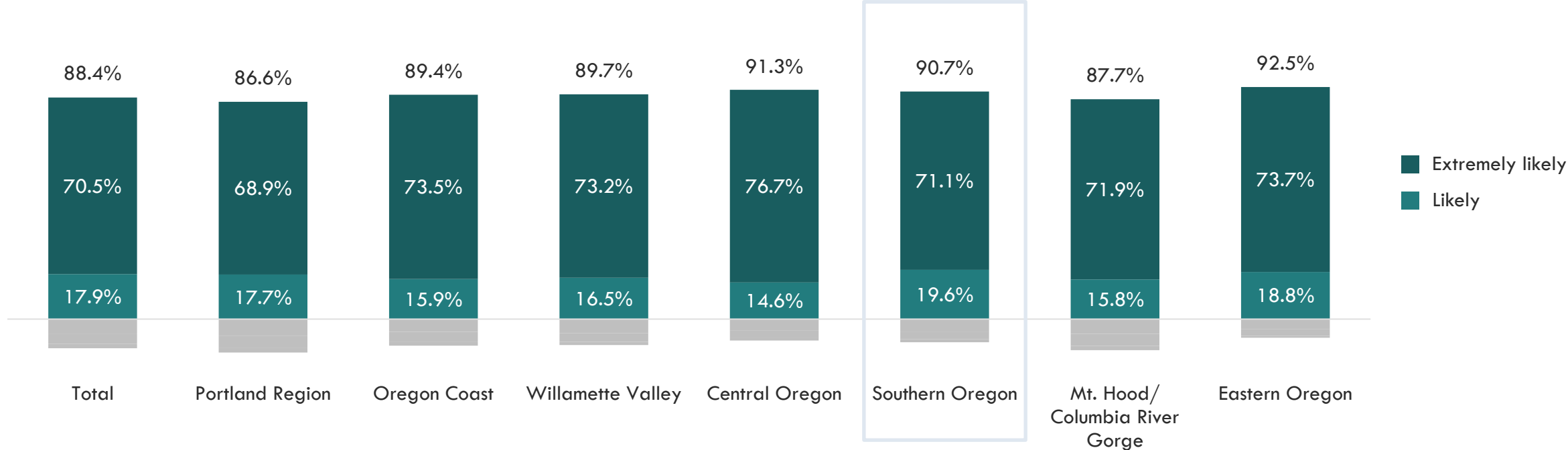
Figure 39: Likelihood to Recommend Oregon



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

LIKELIHOOD TO VISIT OREGON IN FUTURE

Figure 40: Likelihood to Visit Oregon in Future



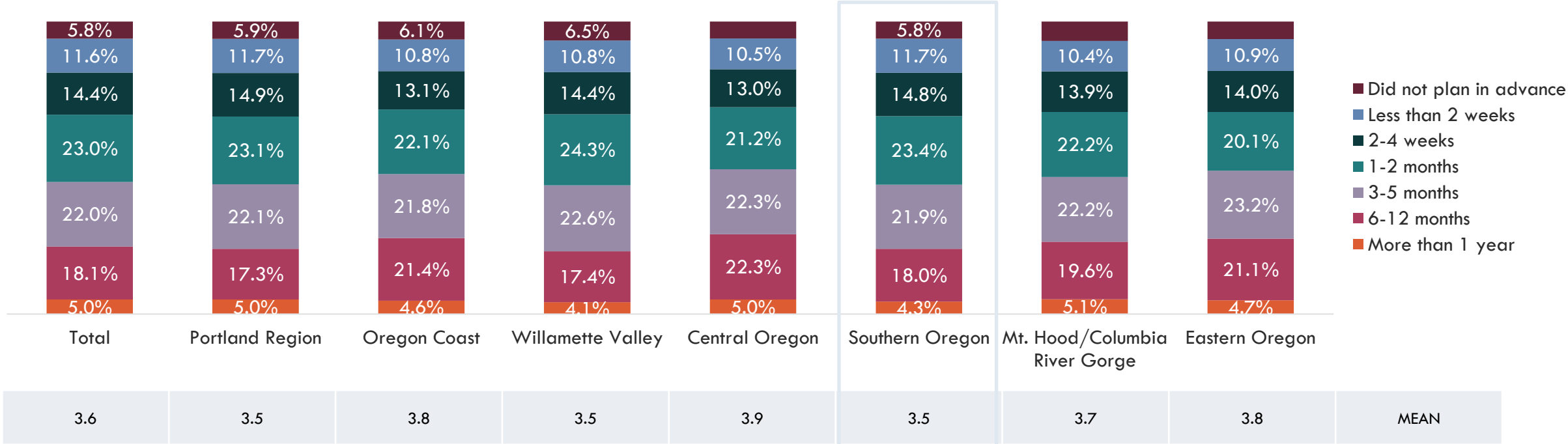
Question: How likely are you to travel to or within Oregon in the next 12 months?

TRAVEL PLANNING

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 with patches of snow is visible under a clear, pale blue sky. The overall scene conveys a sense of adventure and outdoor travel.

PLANNING WINDOW

Figure 41: Trip Planning Window by Region



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

Figure 42: Statewide Travel Planning Resources

			Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Columbia River Gorge	Eastern Oregon
My previous travel there	50.8%	My previous travel there	50.8%	50.2%	58.8%	57.1%	52.4%	48.0%	52.2%	42.9%
Internet search	39.1%	Internet search (Bing, Google, Yahoo, etc.)	39.1%	40.7%	42.6%	44.0%	40.7%	39.1%	42.5%	37.5%
Friend/ family/ coworker recommendation	30.5%	Friend or family or coworker recommendation	30.5%	34.8%	32.0%	34.9%	32.7%	30.6%	33.0%	29.4%
Hotel/lodging website	28.5%	Hotel/lodging website	28.5%	29.3%	31.8%	31.8%	28.0%	29.1%	29.8%	26.7%
Mapping websites/app	28.0%	Mapping websites/app (e.g. Google Maps, MapQuest)	28.0%	30.0%	28.9%	32.2%	29.4%	28.3%	30.7%	29.7%
Destination website	24.0%	Destination website (e.g. Travel Oregon, Travel Portland, Visit Ashland)	24.0%	25.8%	27.5%	28.2%	26.5%	25.0%	30.3%	27.1%
Travel review website	16.7%	Travel review website (e.g. TripAdvisor, Yelp)	16.7%	17.8%	18.4%	18.1%	18.6%	18.4%	20.0%	17.4%
Social media platform	15.8%	Social media platform (e.g. Facebook, Instagram, Pinterest, TikTok)	15.8%	18.0%	15.1%	17.2%	18.8%	20.1%	18.7%	20.5%
Online destination travel guide	13.9%	Online destination travel guide	13.9%	14.9%	15.5%	15.8%	15.9%	15.3%	17.0%	17.3%
Travel booking website/app	13.9%	Travel booking website/app (e.g. Airbnb, Expedia, Priceline)	13.9%	14.1%	14.7%	14.7%	14.4%	15.4%	15.2%	15.9%
Travel article on a website	12.6%	Travel article on a website	12.6%	14.4%	13.9%	15.0%	15.0%	14.0%	16.5%	17.1%
Printed destination travel guide	11.8%	Printed destination travel guide	11.8%	11.8%	14.9%	13.1%	14.4%	13.0%	15.3%	14.5%
Travel article in a magazine/newspaper	10.5%	Travel article in a magazine/newspaper	10.5%	11.4%	11.6%	12.3%	12.8%	11.6%	14.6%	13.7%
Welcome Center/Visitor Information Center	10.0%	Welcome Center/Visitor Information Center	10.0%	10.3%	12.4%	11.0%	11.7%	11.3%	12.3%	12.4%
YouTube video	9.0%	YouTube video	9.0%	10.0%	7.0%	7.3%	11.7%	12.8%	10.3%	16.5%
AAA travel guide	9.2%	AAA travel guide (online or printed)	9.2%	9.1%	10.8%	8.8%	11.9%	11.9%	10.9%	14.0%
Airline website	6.5%	Airline website	6.5%	7.4%	5.0%	7.4%	6.2%	6.7%	6.2%	7.3%
Travel blog	6.2%	Travel blog	6.2%	7.0%	6.2%	6.0%	7.2%	8.5%	9.4%	9.7%
Streaming video	3.9%	Streaming video (e.g. Netflix, Hulu)	3.9%	4.3%	2.0%	2.1%	5.0%	5.7%	4.4%	6.4%
Television program	3.9%	Television program	3.9%	4.3%	3.0%	3.6%	4.8%	6.4%	5.6%	8.8%
Influencer(s)	3.0%	Influencer(s)	3.0%	4.0%	2.4%	2.9%	3.8%	3.7%	3.8%	5.7%
Travel agent/tour operator/tour guide	2.8%	Travel agent/tour operator/tour guide	2.8%	3.0%	1.9%	1.6%	4.0%	4.0%	4.0%	6.0%
		Base	9235	3785	4612	3046	2705	2020	2454	1781

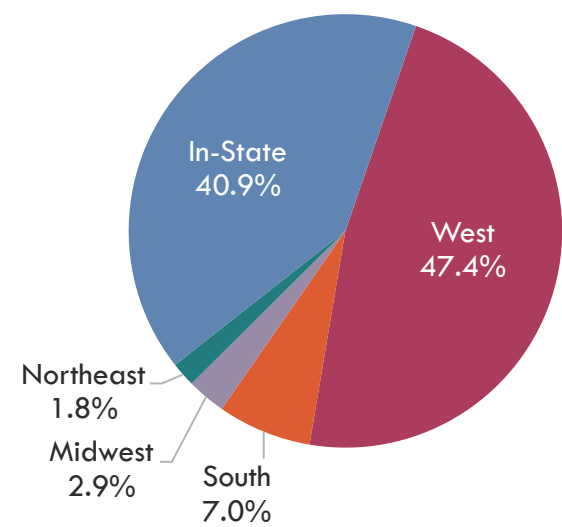
Question: Which of the following information sources did you use to plan this Oregon trip? (Select all that apply)

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 tall, thin evergreen trees are scattered across the foreground and middle ground.

MARKETS & DEMOGRAPHICS

ORIGIN REGION

Figure 43: Origin Region



Details by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/Colu mbia River Gorge	Eastern Oregon
West	47.4%	51.9%	46.5%	46.7%	45.6%	48.3%	46.3%	47.0%
South	7.0%	8.2%	6.8%	7.0%	6.5%	6.9%	7.6%	7.7%
Midwest	2.9%	3.4%	2.9%	3.1%	2.4%	2.6%	3.4%	2.6%
Northeast	1.8%	2.2%	1.7%	1.7%	1.7%	1.7%	2.3%	2.1%
Oregon	40.9%	34.2%	42.0%	41.4%	43.7%	40.4%	40.4%	40.5%
Base	17025	8595	6768	4711	3664	2559	3880	2154

ORIGIN COUNTRY

Figure 44: Statewide 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%

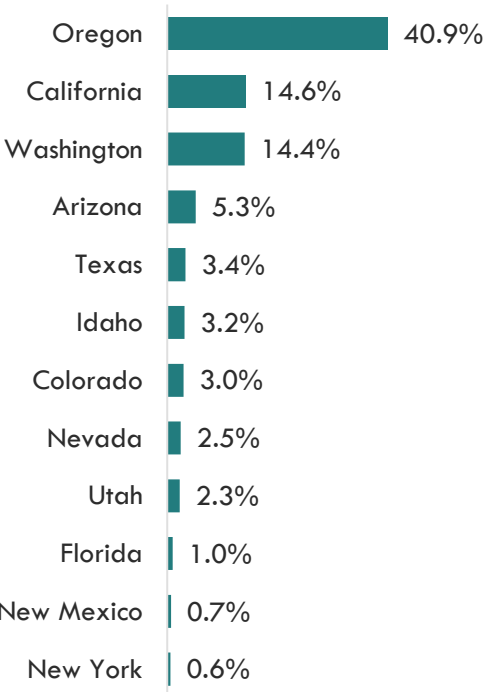
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
United States	97.1%	95.3%	97.5%	97.2%	97.9%	98.5%	97.1%	98.8%
Canada	1.0%	1.6%	0.8%	0.9%	0.5%	0.3%	0.8%	0.3%
United Kingdom	0.3%	0.5%	0.2%	0.4%	0.3%	0.2%	0.3%	0.1%
Mexico	0.2%	0.3%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%
Germany	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
Australia	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%	0.3%	0.1%
Netherlands	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
Japan	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
Spain	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.0%
Base	17761	9154	6975	4884	3769	2616	4020	2196

Question: What is your country of residence?

ORIGIN STATE

Figure 45: Statewide Top Origin States



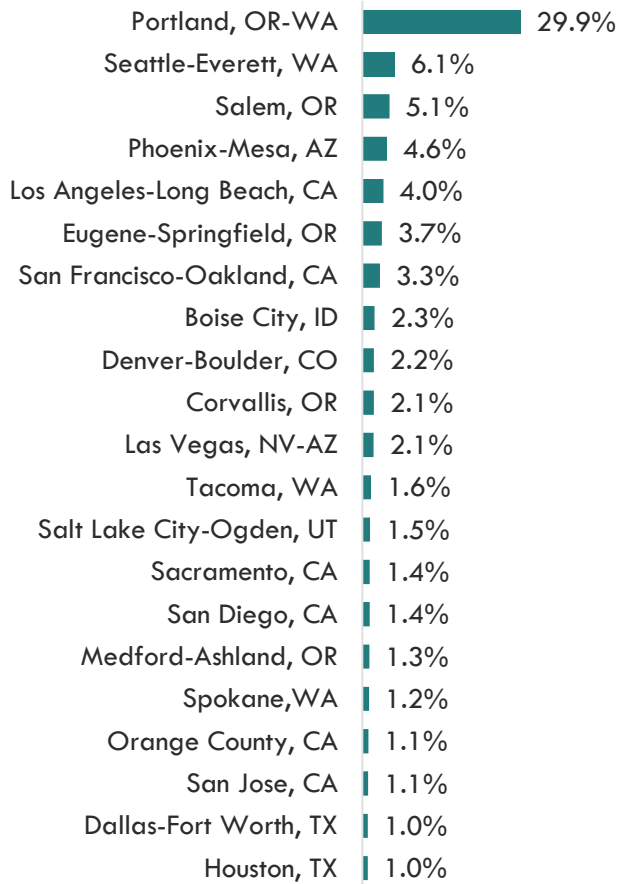
Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
Oregon	40.9%	34.2%	42.0%	41.4%	43.7%	40.4%	40.4%	40.5%
California	14.6%	16.0%	13.1%	13.8%	13.6%	17.5%	12.9%	12.3%
Washington	14.4%	16.0%	15.0%	14.6%	14.8%	13.9%	15.2%	15.7%
Arizona	5.3%	6.0%	5.4%	5.7%	4.9%	4.6%	5.1%	5.0%
Texas	3.4%	4.0%	3.3%	3.4%	2.9%	3.4%	3.5%	3.4%
Idaho	3.2%	3.1%	3.5%	3.0%	3.5%	2.8%	3.2%	4.7%
Colorado	3.0%	3.2%	2.9%	3.0%	2.4%	2.2%	3.1%	2.2%
Nevada	2.5%	2.7%	2.5%	2.4%	2.6%	2.6%	2.5%	2.3%
Utah	2.3%	2.1%	2.4%	2.2%	2.2%	2.3%	2.3%	2.6%
Florida	1.0%	1.2%	0.9%	1.0%	1.0%	1.1%	1.1%	1.2%
New Mexico	0.7%	0.7%	0.5%	0.6%	0.7%	0.5%	0.7%	0.9%
New York	0.6%	1.0%	0.5%	0.7%	0.5%	0.9%	0.5%	0.8%
Pennsylvania	0.6%	0.8%	0.6%	0.6%	0.5%	0.6%	0.6%	0.7%
Michigan	0.5%	0.6%	0.5%	0.6%	0.5%	0.5%	0.7%	0.7%
Illinois	0.5%	0.6%	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%
Base	17025	8595	6768	4711	3664	2559	3880	2154

Question: In which state do you currently reside?

ORIGIN METRO

Figure 46: Top Origin Markets



Detail by Region

	Total	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
Portland, OR-WA	29.9%	26.4%	29.9%	25.4%	30.0%	25.8%	34.5%	27.1%
Seattle-Everett, WA	6.1%	7.1%	6.2%	6.6%	7.1%	6.0%	4.7%	5.5%
Salem, OR	5.1%	2.9%	5.7%	7.3%	6.6%	6.1%	4.4%	5.6%
Phoenix-Mesa, AZ	4.6%	5.4%	4.9%	5.4%	4.0%	4.2%	4.3%	4.7%
Los Angeles-Long Beach, CA	4.0%	4.3%	3.5%	3.4%	4.5%	5.0%	3.7%	6.7%
Eugene-Springfield, OR	3.7%	3.1%	4.9%	5.1%	4.8%	4.7%	3.2%	5.2%
San Francisco-Oakland, CA	3.3%	3.9%	2.4%	3.0%	3.1%	3.8%	3.0%	2.0%
Boise City, ID	2.3%	2.4%	2.4%	2.0%	2.3%	1.1%	1.7%	3.2%
Denver-Boulder, CO	2.2%	2.4%	1.8%	2.3%	2.0%	1.8%	2.3%	1.5%
Corvallis, OR	2.1%	1.8%	2.1%	2.7%	2.2%	1.8%	1.6%	2.3%
Las Vegas, NV-AZ	2.1%	2.7%	2.2%	2.3%	2.6%	2.1%	2.5%	1.9%
Tacoma, WA	1.6%	1.7%	1.7%	2.0%	1.3%	0.9%	1.6%	1.2%
Salt Lake City-Ogden, UT	1.5%	1.5%	1.7%	1.5%	1.4%	1.4%	1.3%	1.6%
Sacramento, CA	1.4%	1.2%	1.7%	1.3%	0.8%	2.2%	1.0%	1.1%
San Diego, CA	1.4%	1.6%	0.8%	1.3%	1.1%	1.2%	1.1%	0.9%
Medford-Ashland, OR	1.3%	1.2%	1.1%	0.8%	1.0%	2.9%	0.7%	1.4%
Spokane, WA	1.2%	1.3%	1.5%	0.9%	1.1%	1.6%	1.5%	1.3%
Orange County, CA	1.1%	1.2%	1.0%	0.9%	1.0%	1.2%	1.1%	0.8%
San Jose, CA	1.1%	1.6%	0.7%	1.2%	0.7%	1.0%	1.2%	0.8%
Dallas-Fort Worth, TX	1.0%	1.0%	0.8%	0.9%	0.9%	1.0%	0.9%	0.9%
Houston, TX	1.0%	1.1%	1.0%	1.1%	0.9%	1.4%	1.2%	1.2%
Riverside-San Bernardino-Ontario, CA	0.9%	1.0%	0.9%	1.0%	0.9%	0.9%	0.7%	0.5%
Olympia, WA	0.8%	1.0%	0.9%	1.0%	0.8%	1.4%	0.8%	0.7%
Austin-San Marcos, TX	0.8%	1.0%	0.8%	0.9%	0.5%	0.4%	0.7%	0.4%
Base	14521	7522	5570	3958	3008	2091	3301	1731

Question: What is your home zip code?

DEMOGRAPHICS

	Total Statewide	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
n=	17025	9122	6959	4878	3756	2598	4001	2179
Gender								
Male	40.9%	40.3%	37.6%	39.3%	44.0%	42.3%	39.4%	47.2%
Female	58.1%	58.4%	62.7%	60.1%	55.5%	57.8%	60.6%	52.1%
Cisgender	1.6%	2.0%	1.3%	1.6%	1.4%	0.8%	1.9%	1.5%
Genderqueer	0.6%	0.6%	0.5%	0.5%	0.4%	0.5%	0.5%	0.6%
Transgender	0.6%	0.7%	0.3%	0.5%	0.3%	0.3%	0.3%	0.4%
Gender non-conforming	0.5%	0.5%	0.4%	0.4%	0.3%	0.5%	0.4%	0.3%
Other	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.4%
Age								
Boomers or Older	40.6%	34.8%	48.4%	44.8%	43.0%	42.4%	40.8%	41.8%
Gen X	27.7%	28.1%	28.7%	29.1%	26.5%	26.0%	26.3%	24.3%
Millennial	25.5%	28.6%	19.1%	20.5%	25.9%	27.8%	26.9%	29.8%
Gen Z	6.2%	8.4%	3.8%	5.6%	4.5%	3.8%	6.0%	4.1%
Mean	51.1	48.7	54.2	52.7	52.0	52.0	50.9	51.4
Ethnicity								
White	84.5%	80.3%	88.2%	88.5%	88.6%	86.9%	86.0%	85.4%
Hispanic/Latino or Latinx	5.1%	6.3%	4.4%	4.2%	3.7%	4.9%	5.1%	4.3%
Asian	5.6%	7.5%	4.6%	4.1%	4.2%	4.1%	6.0%	3.6%
Native American/Alaskan Native	2.6%	3.1%	1.9%	2.2%	2.2%	2.1%	2.0%	3.1%
Black or African American	2.4%	2.9%	1.3%	1.5%	1.9%	2.3%	1.9%	3.9%
Native Hawaiian or Pacific Islander	0.9%	1.0%	0.7%	0.7%	0.9%	0.9%	0.7%	1.2%
Middle Eastern/Northern African	0.6%	0.8%	0.4%	0.5%	0.3%	0.4%	0.4%	0.8%
I identify with more than one racial background/multi-racial	0.7%	0.8%	0.9%	0.9%	0.8%	0.9%	1.0%	1.2%
Unknown	0.3%	0.4%	0.3%	0.2%	0.1%	0.2%	0.3%	0.5%
Other	1.2%	1.2%	1.6%	1.2%	1.4%	1.4%	1.4%	1.7%
Marital Status								
Married	64.3%	59.8%	65.8%	65.1%	68.7%	67.5%	63.2%	70.2%
Single	15.9%	19.6%	14.1%	14.8%	12.4%	12.8%	16.3%	12.0%
In a relationship	10.0%	11.1%	9.9%	10.6%	10.4%	9.2%	11.1%	8.5%
Divorced	6.1%	6.2%	6.2%	5.9%	5.3%	6.0%	5.7%	5.7%
Widowed	3.0%	2.7%	3.4%	2.8%	2.8%	3.4%	3.1%	3.1%
Separated	0.7%	0.6%	0.6%	0.8%	0.4%	1.0%	0.7%	0.4%

DEMOGRAPHICS continued

	Total Statewide	Portland Region	Oregon Coast	Willamette Valley	Central Oregon	Southern Oregon	Mt. Hood/ Columbia River Gorge	Eastern Oregon
n=	17025	9122	6959	4878	3756	2598	4001	2179
Children in Household								
Under 18	26.1%	27.1%	18.8%	18.2%	27.7%	29.8%	25.1%	36.6%
Household Income								
\$250,000 or more	9.7%	10.6%	7.5%	10.3%	10.1%	7.2%	9.0%	8.7%
\$200,000-249,999	6.2%	6.3%	6.4%	6.5%	6.8%	5.1%	5.9%	4.7%
\$150,000-199,999	13.4%	13.4%	11.8%	13.1%	13.4%	13.7%	12.6%	14.2%
\$100,000-149,999	23.2%	22.3%	22.6%	23.6%	23.8%	23.9%	22.2%	25.3%
\$75,000-99,999	15.9%	15.6%	17.1%	15.3%	16.0%	16.7%	17.4%	15.8%
\$50,000-74,999	15.3%	15.1%	17.8%	15.9%	15.7%	16.8%	16.8%	15.8%
\$25,000-49,999	11.1%	10.6%	12.3%	10.4%	10.9%	13.0%	11.5%	10.9%
Under \$25,000	5.2%	6.1%	4.4%	4.9%	3.4%	3.7%	4.6%	4.6%
Mean	\$118,901	\$119,757	\$113,411	\$120,744	\$122,001	\$113,582	\$116,246	\$117,175
Disability								
Has a Disability	16.7%	15.7%	16.1%	15.2%	15.8%	18.7%	15.9%	21.9%
Walking	9.3%	8.5%	10.4%	8.8%	8.7%	11.4%	9.6%	12.9%
Hearing	6.9%	6.3%	6.2%	6.1%	7.0%	7.2%	6.8%	10.5%
Sight	2.6%	2.7%	1.6%	1.7%	2.3%	3.1%	3.4%	4.2%
Learning/cognitive	1.9%	2.3%	1.1%	1.3%	2.0%	2.9%	2.1%	4.3%
Speech	1.0%	0.9%	0.5%	0.4%	1.2%	1.9%	1.1%	2.5%