

2018 VISITOR PERCEPTION ON OREGON WILDFIRES

Travel Oregon conducted a study on the economic impacts on the Oregon's travel and tourism industry caused by the 2017 wildfire season. This work prompted the development of a 2018 study on wildfire impacts and visitor perception. The objective of the 2018 study was to better understand how recent wildfire seasons have affected a visitor's experience, perception of Oregon and future travel behavior.

Travel Oregon worked with Longwoods International and surveyed a representative sample of U.S. adult travelers (2,846 responses) with 65% indicating they had traveled to or within Oregon at least one time from 2017 to 2019.

Key takeaways from the report:

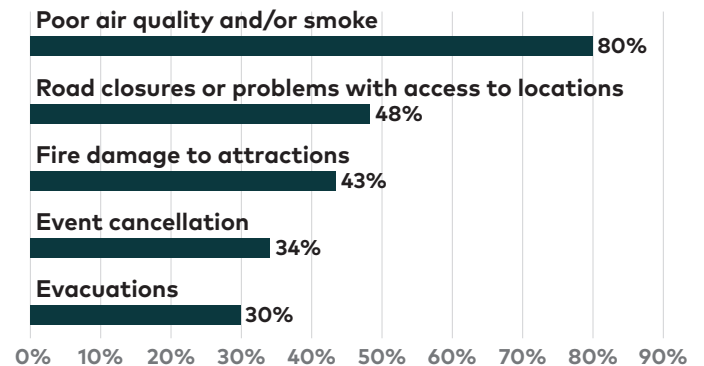
- Visitors are aware of and concerned about wildfires.
- Media outlets are the primary sources of information about wildfires for visitors.
- Smoke continues to be the most concerning factor for visitors.
- Perceived risk associated with wildfires may influence a visitor's decision to travel to Oregon, but this decision is more likely based on their overall perception of the state as a destination.
- Most visitors have a strong positive image of Oregon, have a high likelihood of revisiting, and are likely to recommend Oregon as a destination.
- As wildfires continue over time, images/perceptions of Oregon may shift, more negatively impacting travel behavior.
- For destinations impacted by wildfires to continue attracting visitors, they should focus on maintaining a strong image to create resiliency and to help visitors overcome any concerns related to their travel plans.

Access Travel Oregon wildfire toolkit and reports: industry.traveloregon.com/oregon-wildfire-information

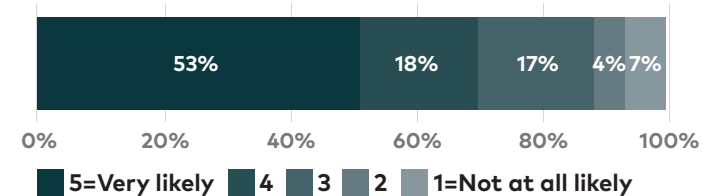


Travel Oregon research program and Longwoods International.

Driving factors behind changes in travel planning/visitor experience:



How likely are you to recommend Oregon as a travel destination to others:



Visitor's likelihood to recommend Oregon (dependent on whether or not the visitor has been impacted by wildfires)

