



Oregon 2009  
Regional Visitor Research  
The Coast

# Introduction



- ◉ Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- ◉ It is currently the largest ongoing study ever conducted of American travelers, providing our clients with more reliable data and greater ability to hone in on key market segments of interest.
- ◉ This report provides:
  - ◉ *Estimates of 2009 overnight visitor volume and travel expenditures for Oregon as well as for the Coast Region in particular*
  - ◉ *Strategic intelligence about the Coast Region's overnight travel market including:*
    - ◉ *key sources of business*
    - ◉ *visitor profiling*
    - ◉ *trip characteristics*

# Methodology

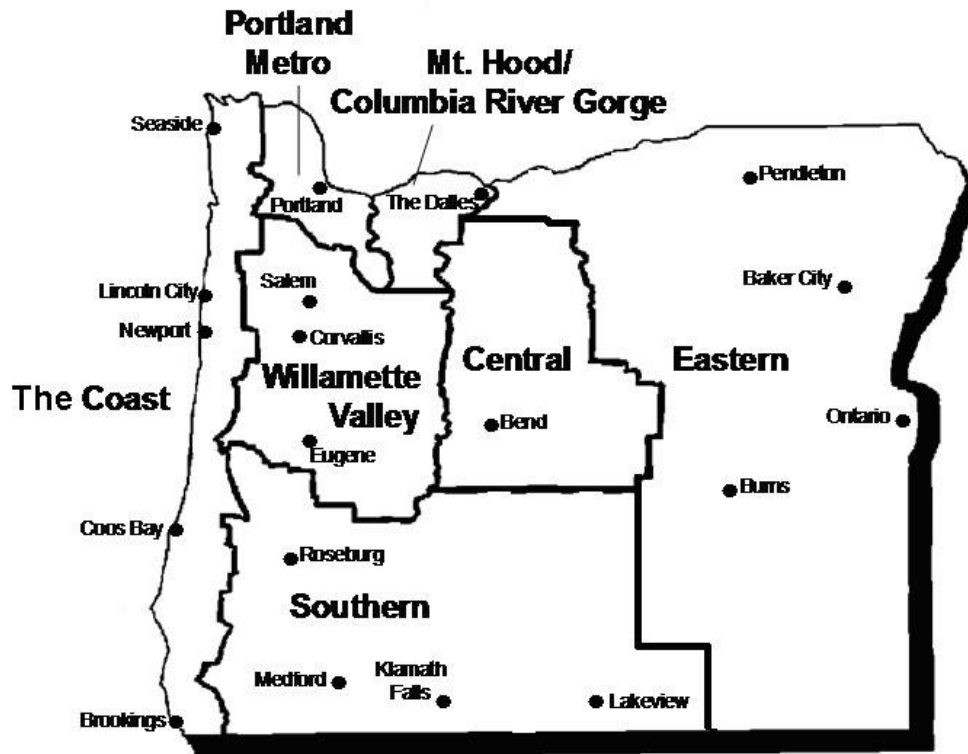


- For the 2009 travel year, a representative sample of visitors to the Coast Region was identified through Travel USA®.
- Respondents who visited Oregon were asked to identify which of the state's 7 tourism regions they spent time in with the aid of a visual map.
- Of the survey sample of 2,312 overnight trips taken to Oregon in 2009:
  - *678 included a visit to the Coast Region*
  - *Of those, 434 were **marketable trips**.*

# Map



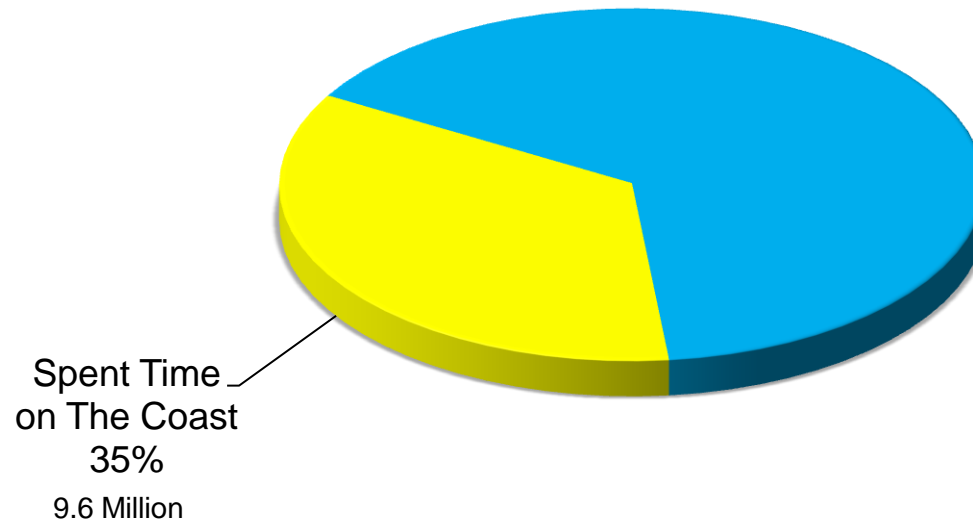
## OREGON REGIONS



# Size of The Coast's Overnight Travel Market



**Total Overnight Trips to Oregon\* = 27.5 Million**

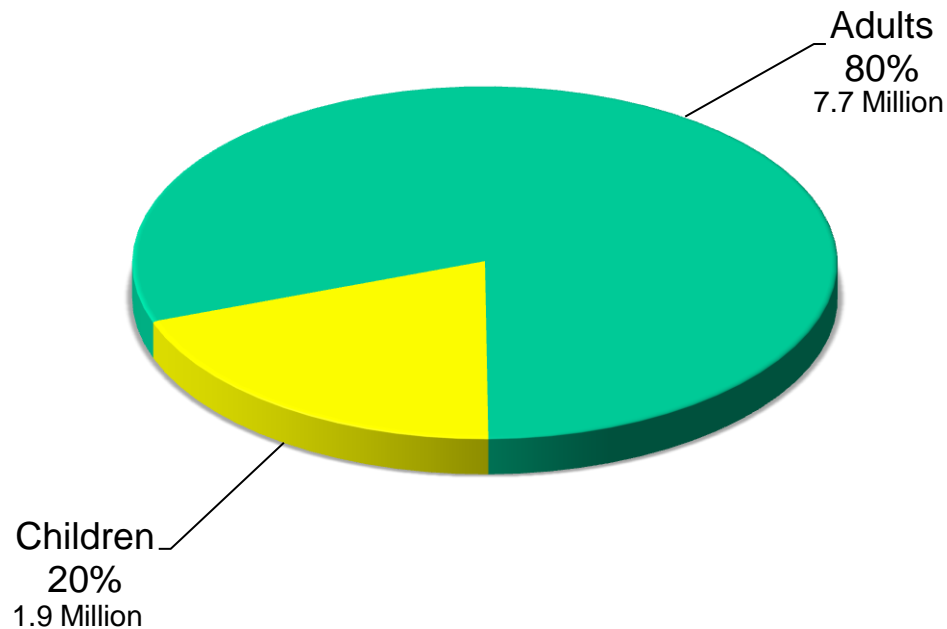


\* Includes adults and children

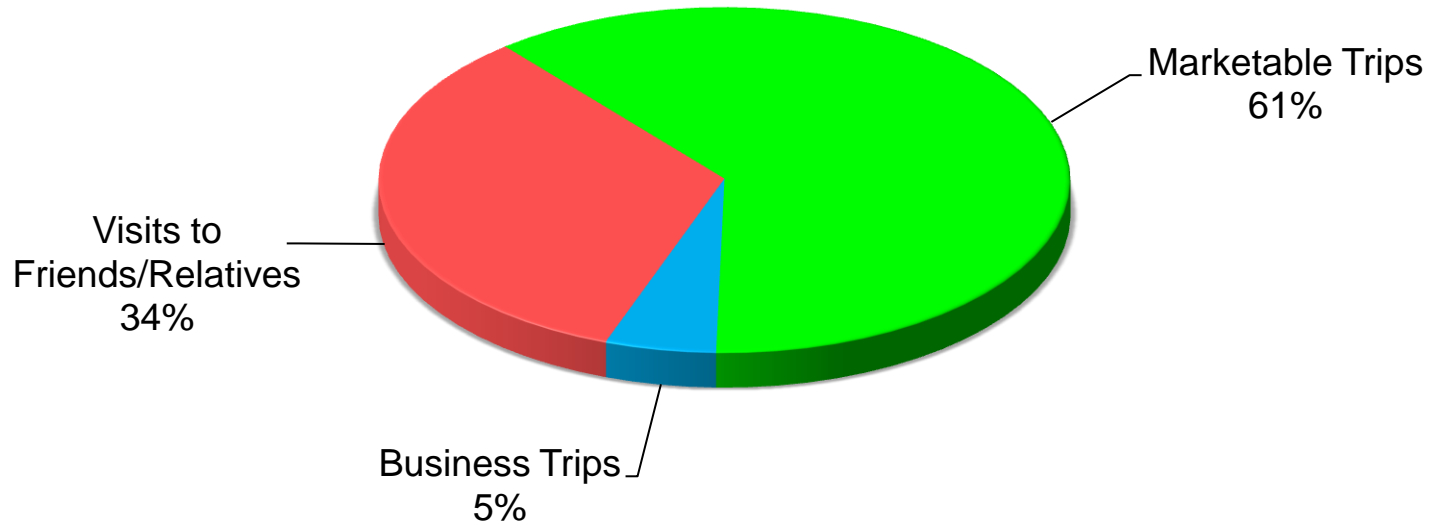
# The Coast Region's Overnight Travel Market — Adults vs. Children



**Total Overnight Trips to The Coast = 9.6 Million**



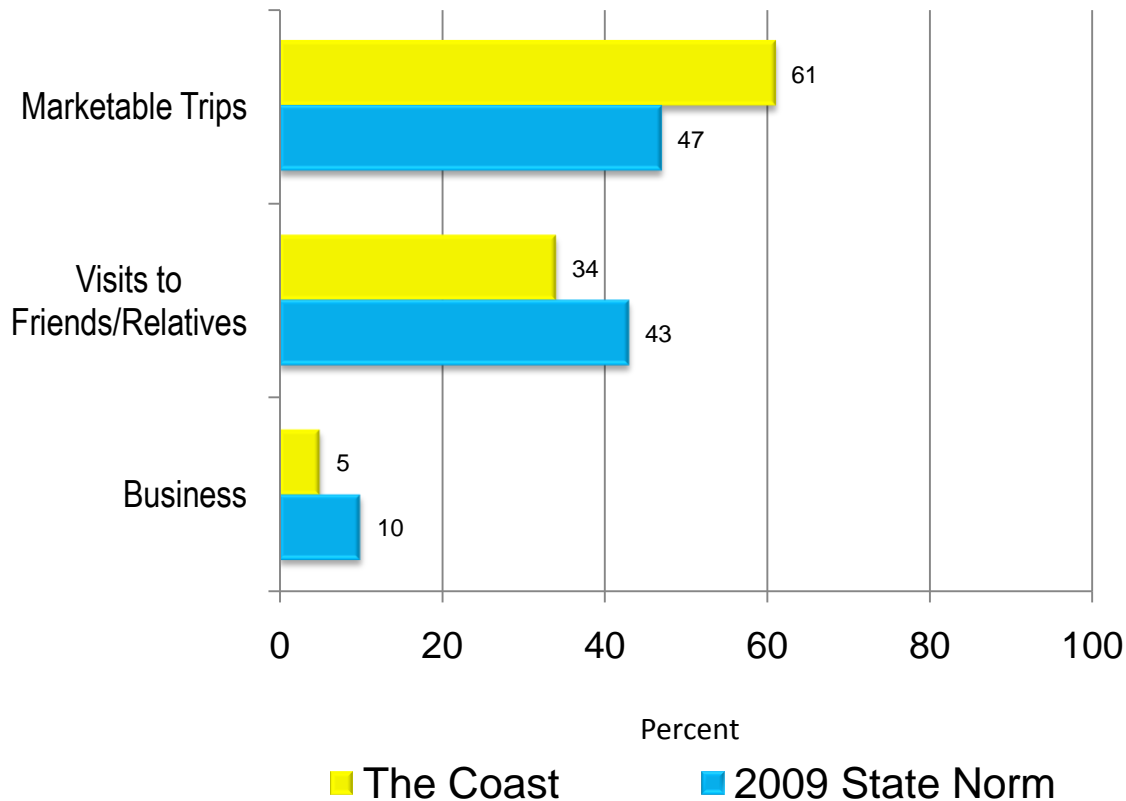
# The Coast's Overnight Travel Market by Trip Purpose



# Purpose of Trip – The Coast vs. Oregon State



Base: 2009 Overnight Trips

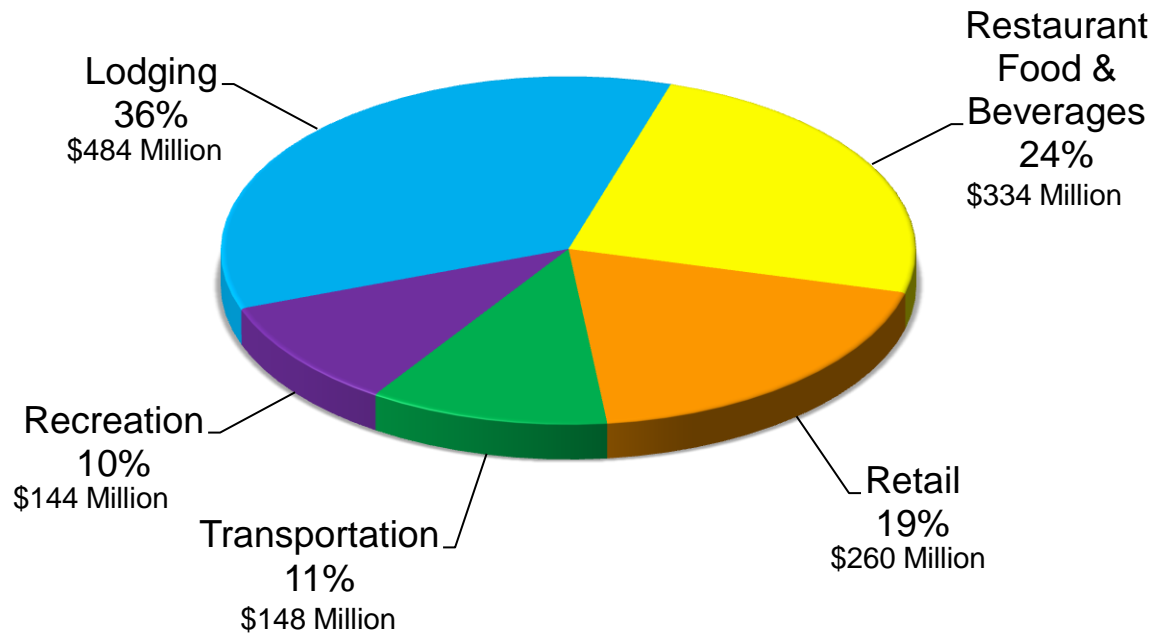




# 2009 Overnight Spending – by Sector



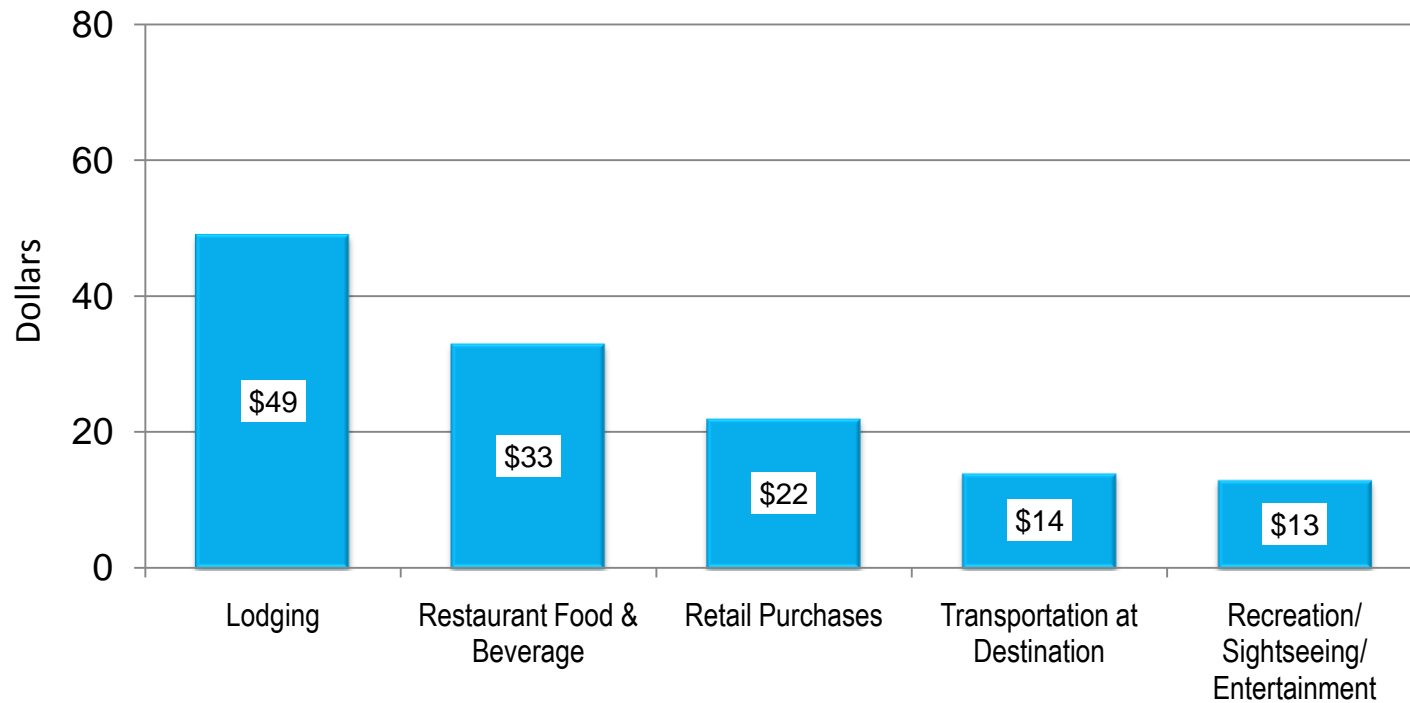
**Coast Region Spending in 2009 = \$1,370 Million**



# Average Per Person Expenditures on Overnight Trips — By Sector



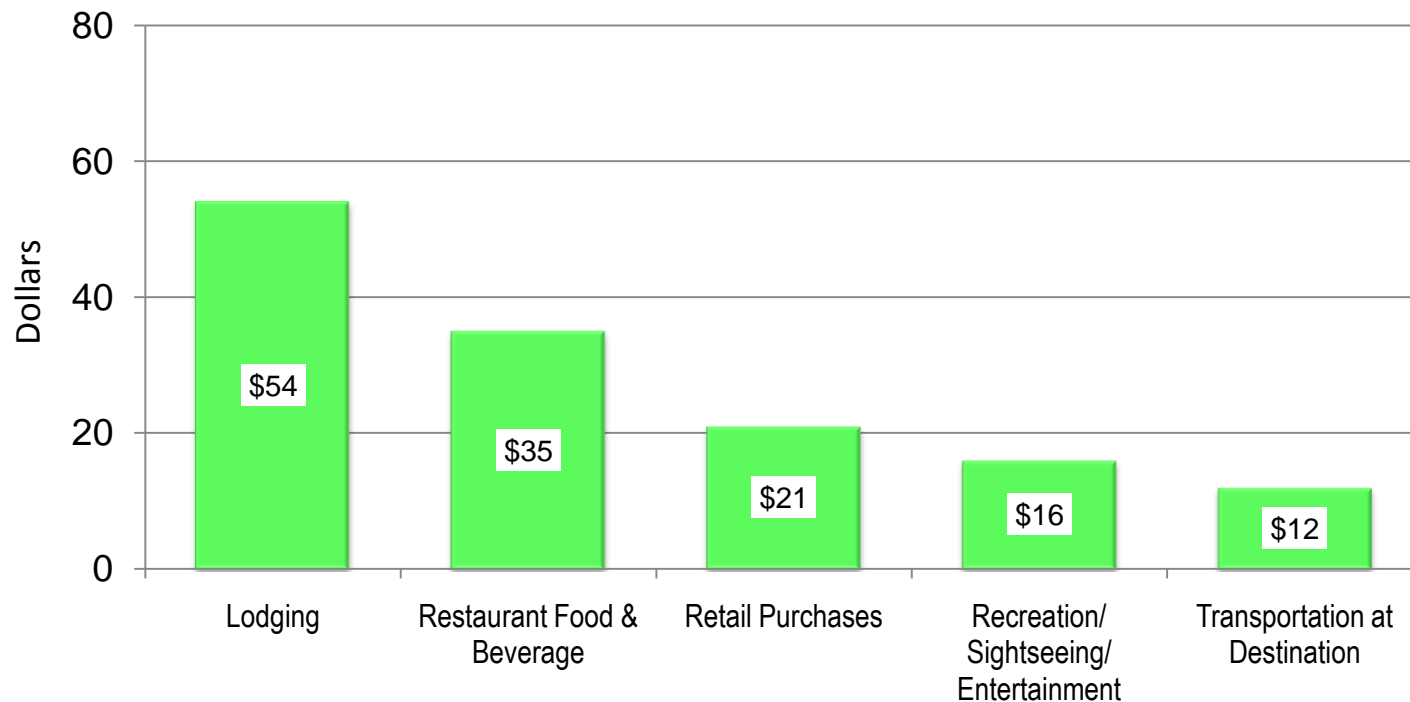
Base: 2009 Overnight Trips



# Average Per Person Expenditures on Overnight Marketable Trips — By Sector



Base: 2009 Overnight Marketable Trips



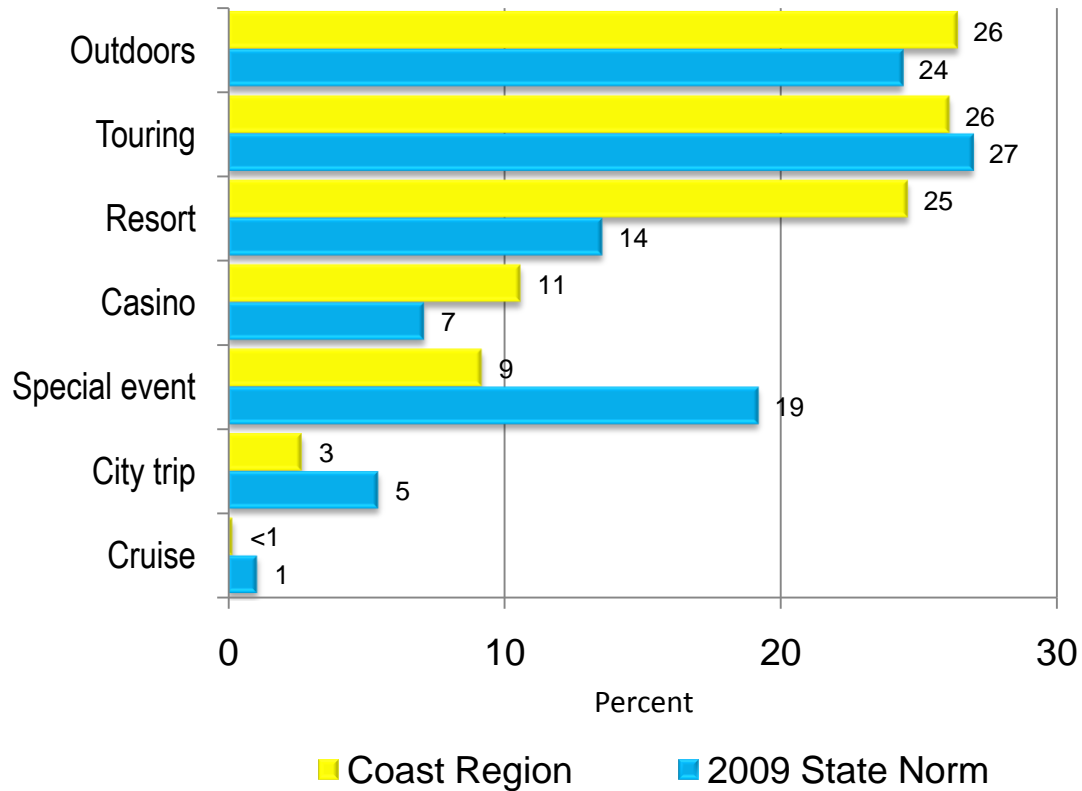


# Marketable Trip Characteristics and Visitor Profile

# Main Purpose of Marketable Trip — Oregon vs. National Norm



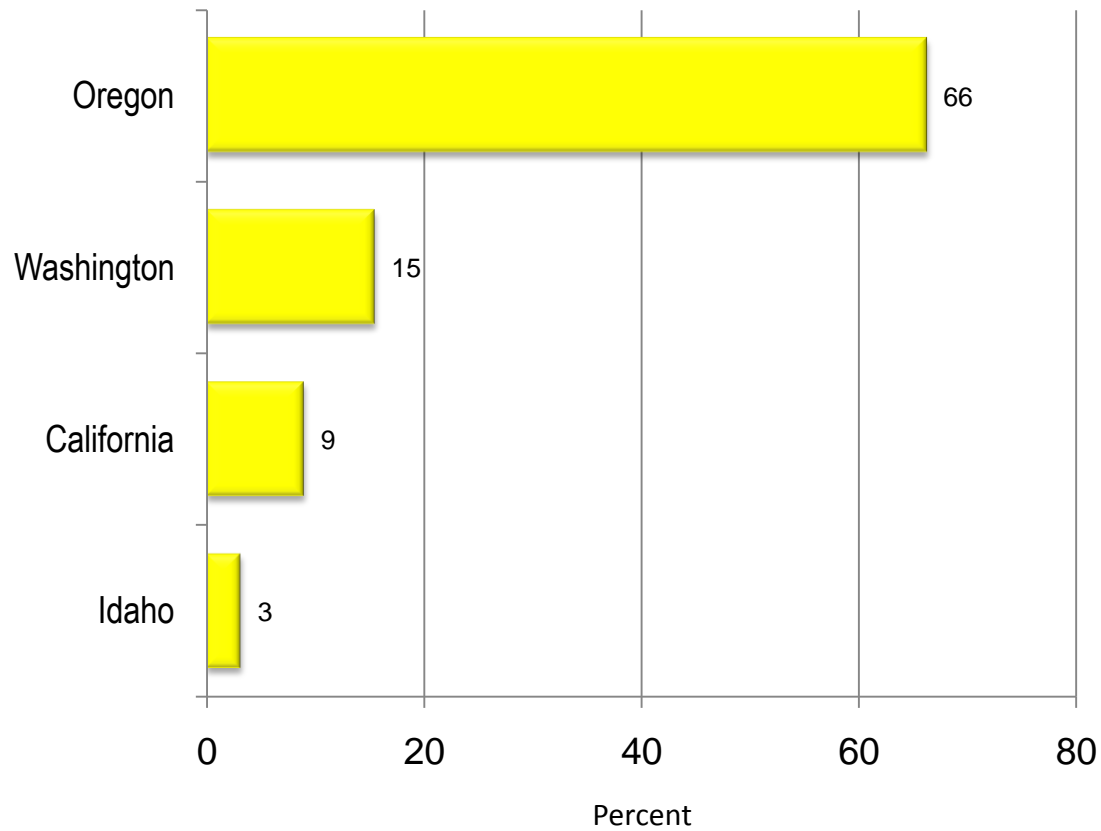
Base: Overnight Marketable Trips



# State Origin Of Overnight Trip



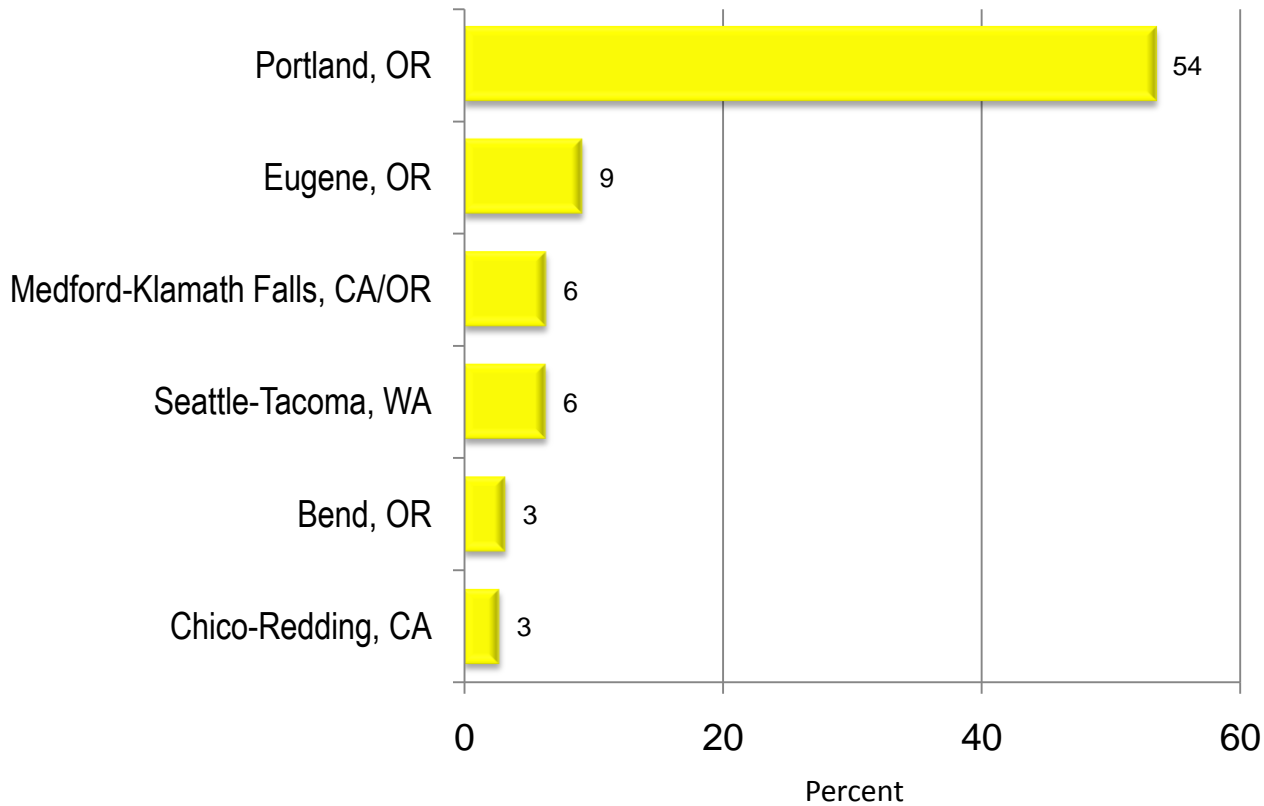
Base: Overnight Marketable Trips



# DMA Origin Of Overnight Trip



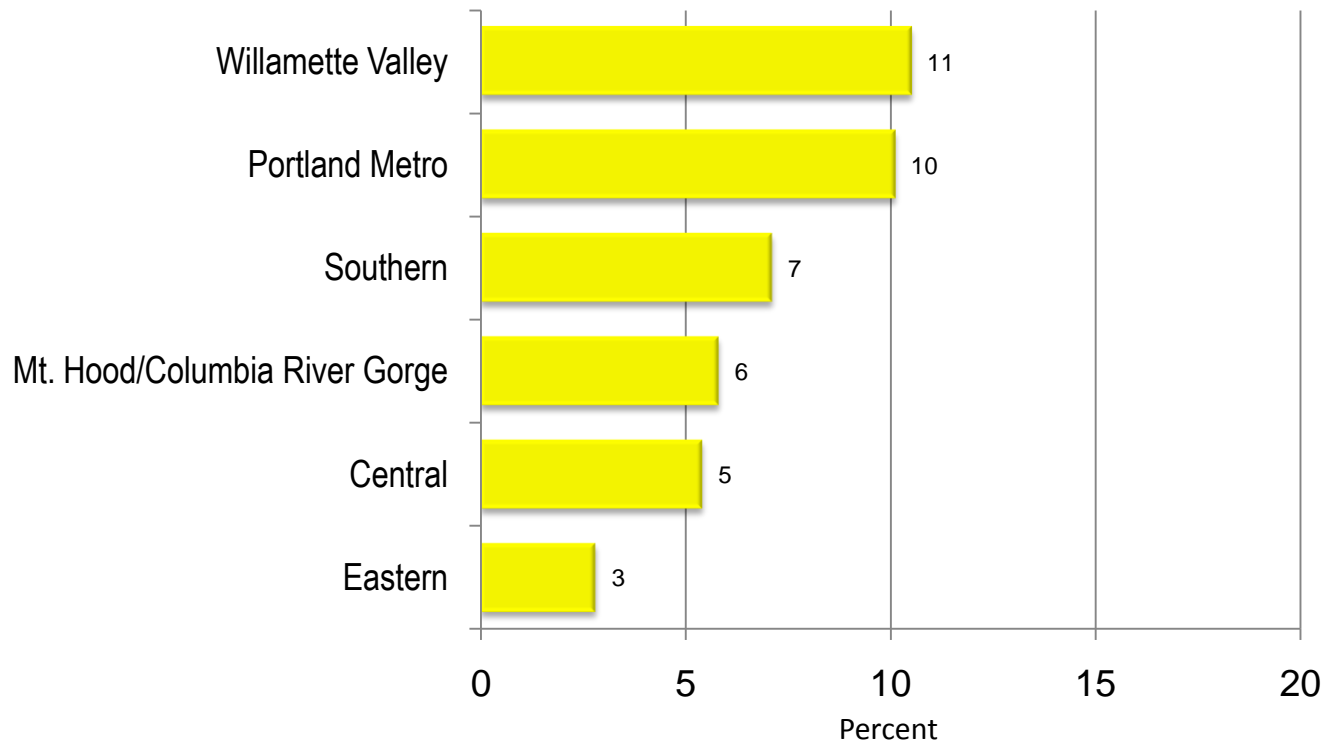
Base: Overnight Marketable Trips



# Other Oregon Regions Visited on Coast Trip



Base: Overnight Marketable Trips

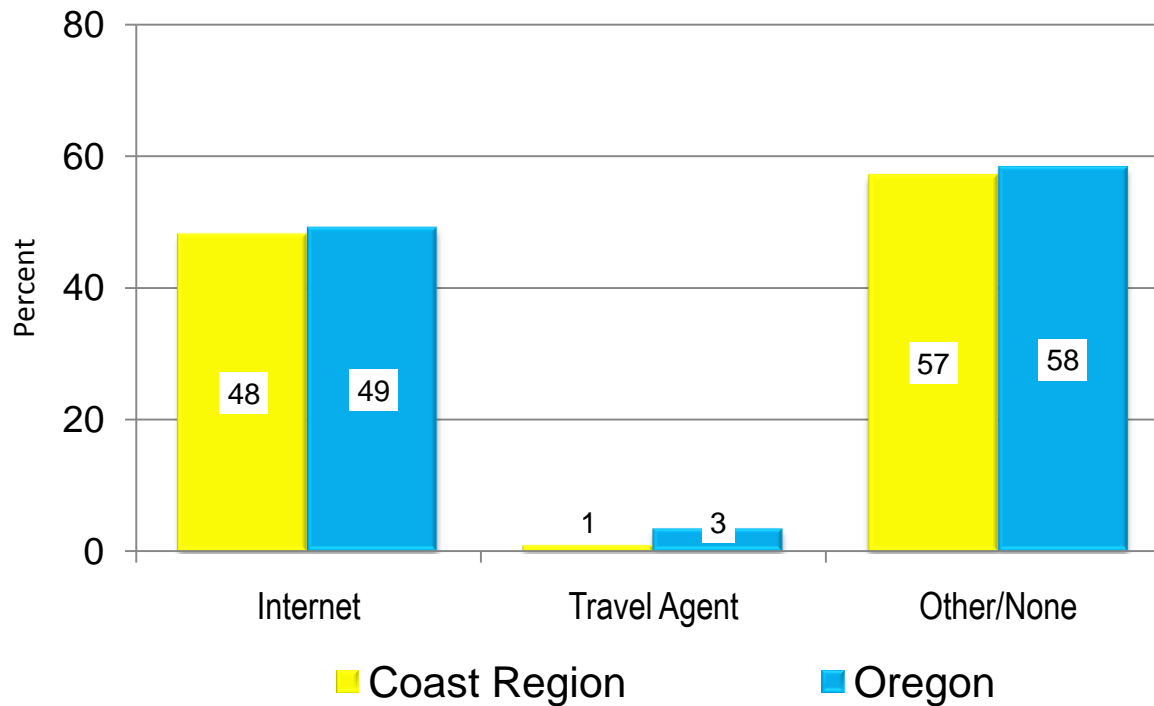




# Method of Planning Trip



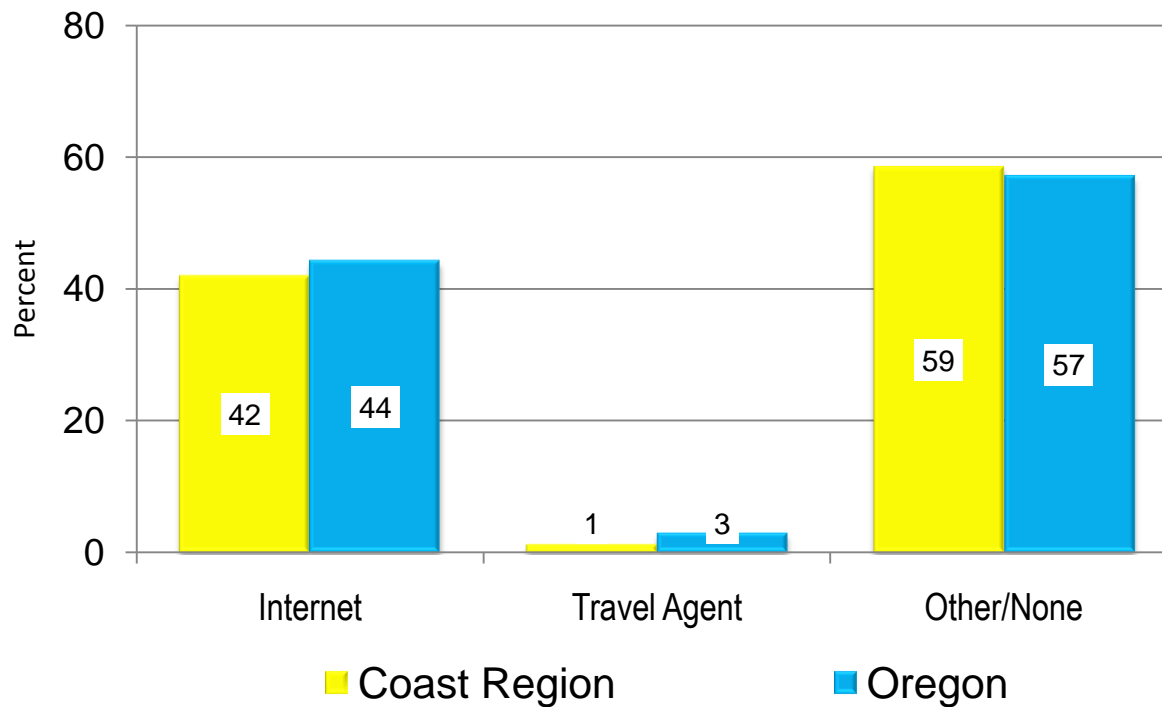
Base: Overnight Marketable Trips



# Method of Booking Trip



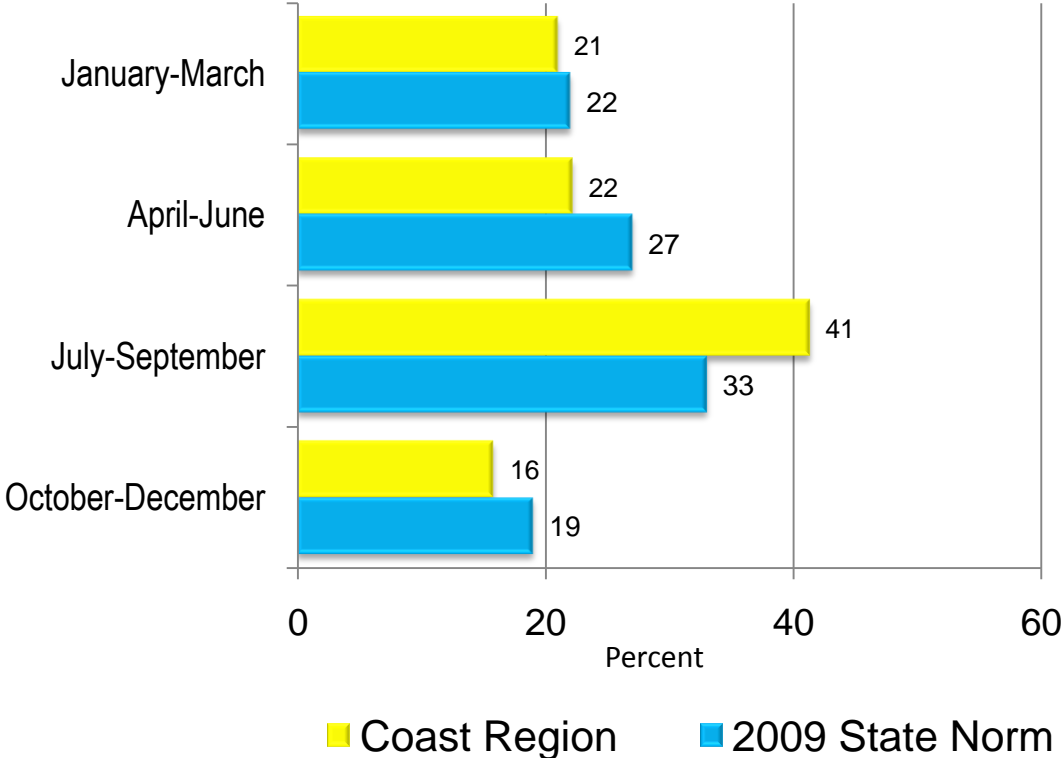
Base: Overnight Marketable Trips



# Season of Trip



Base: Overnight Marketable Trips



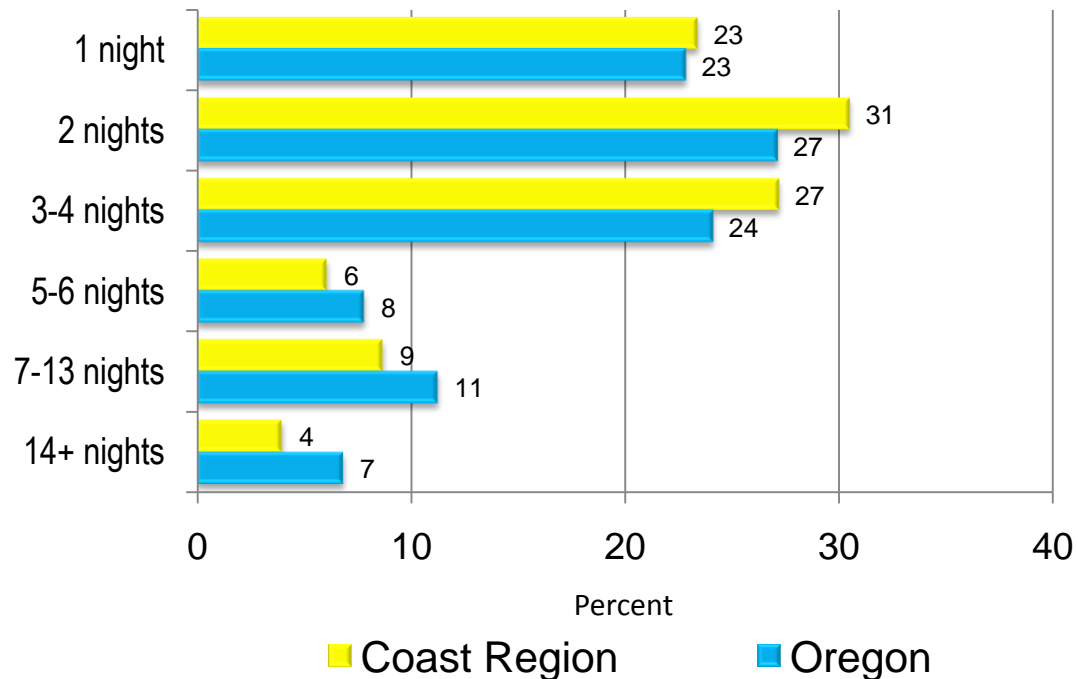
# Total Nights Away on Trip



Base: Overnight Marketable Trips

**Average  
Coast Region  
= 3.5 Nights**

**Average  
Oregon  
= 4.5 Nights**

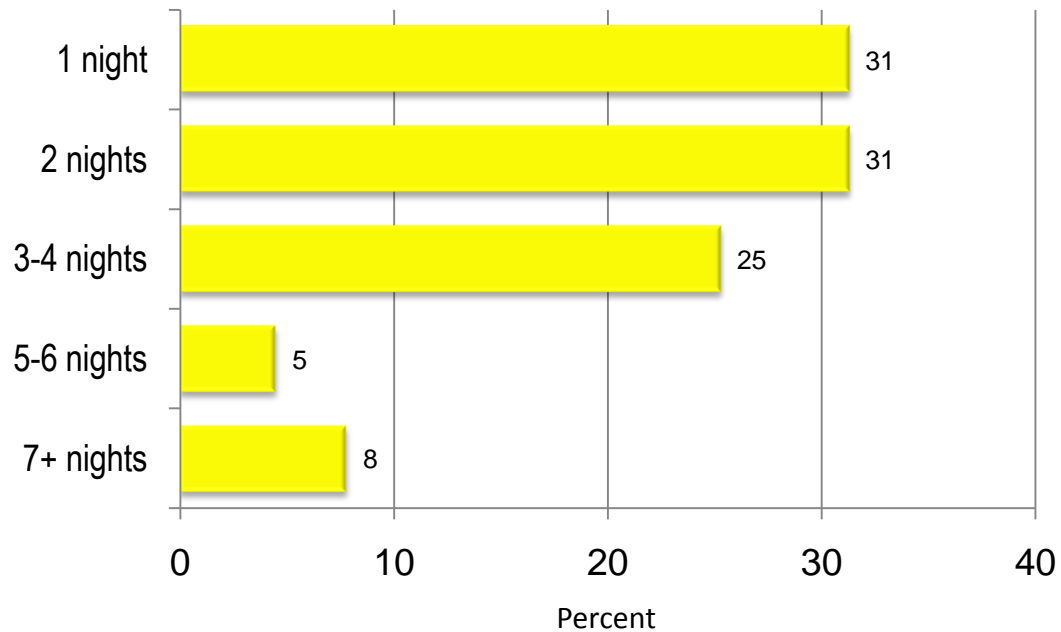


# Number of Nights Spent in Coast Region



Base: Overnight Marketable Trip with 1+ Nights Spent In the Coast region

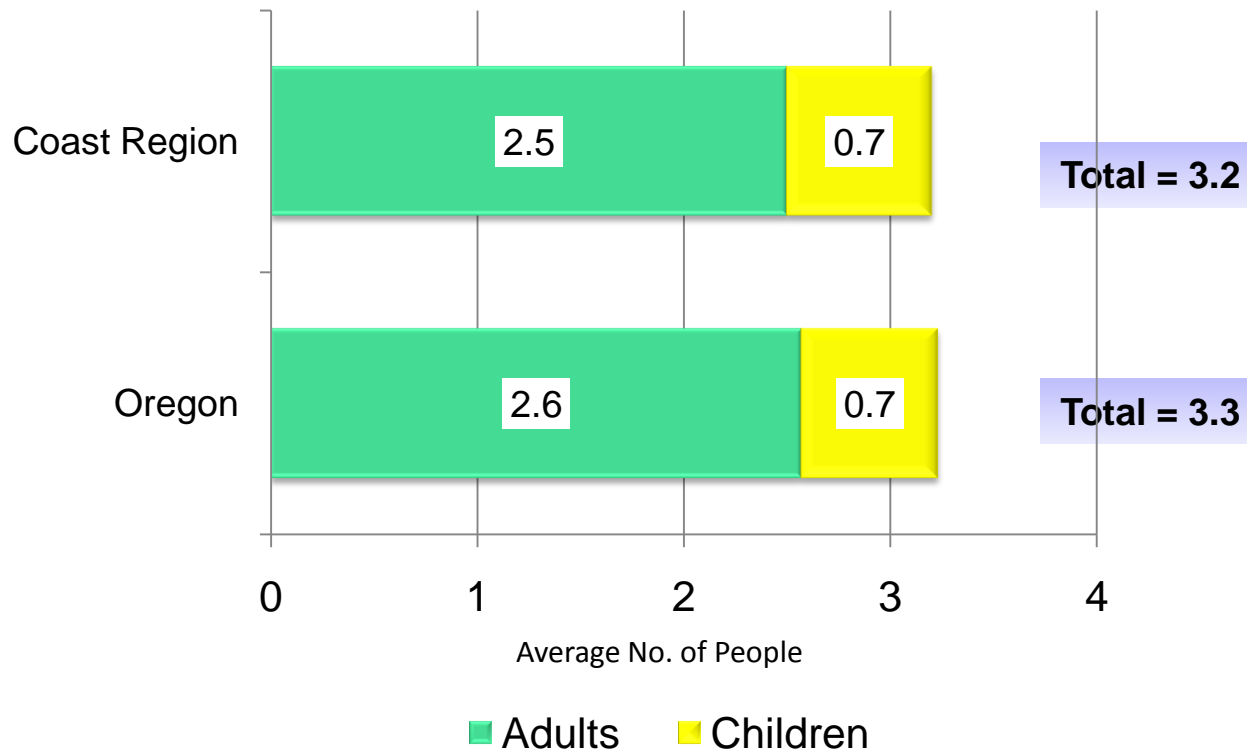
**Average Nights Spent in the Coast Region = 2.7**



# Size of Travel Party



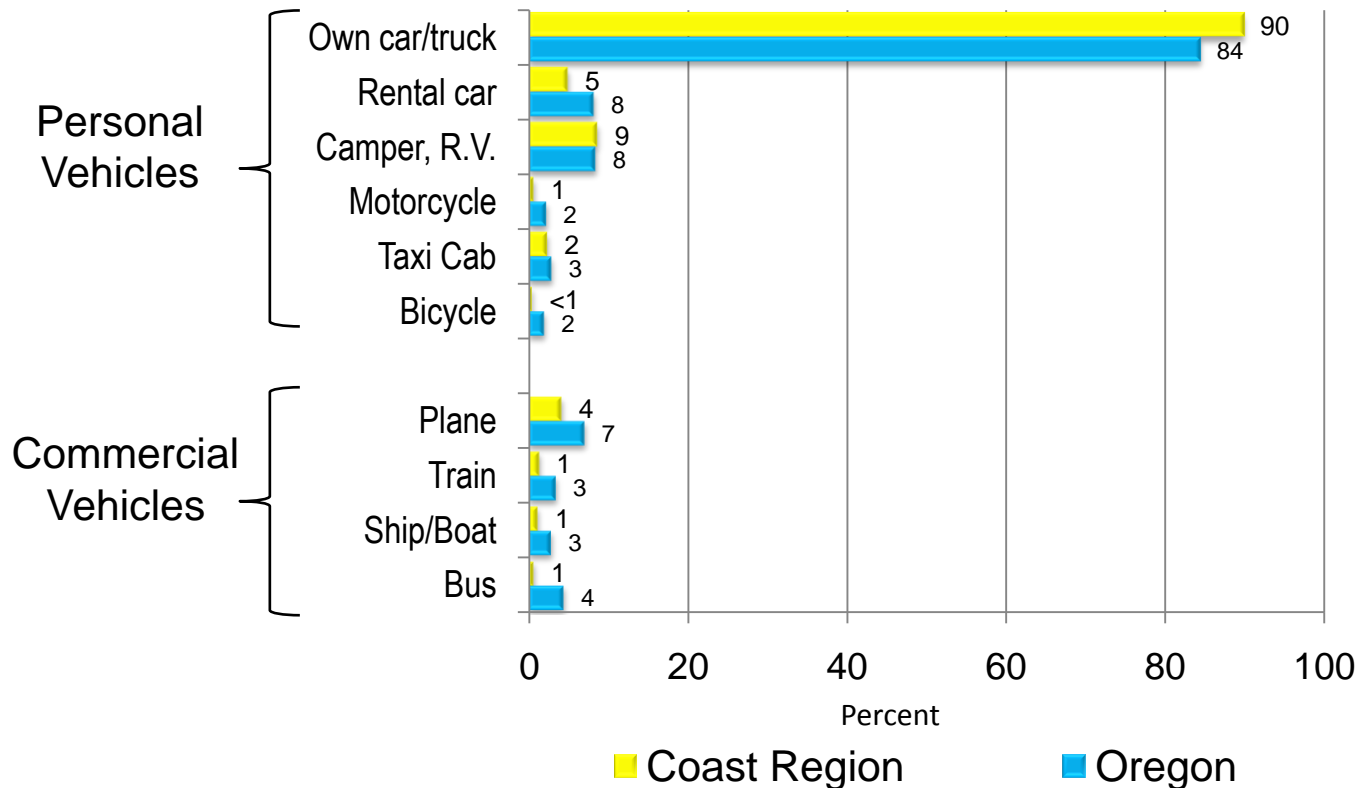
Base: Overnight Marketable Trips



# Transportation



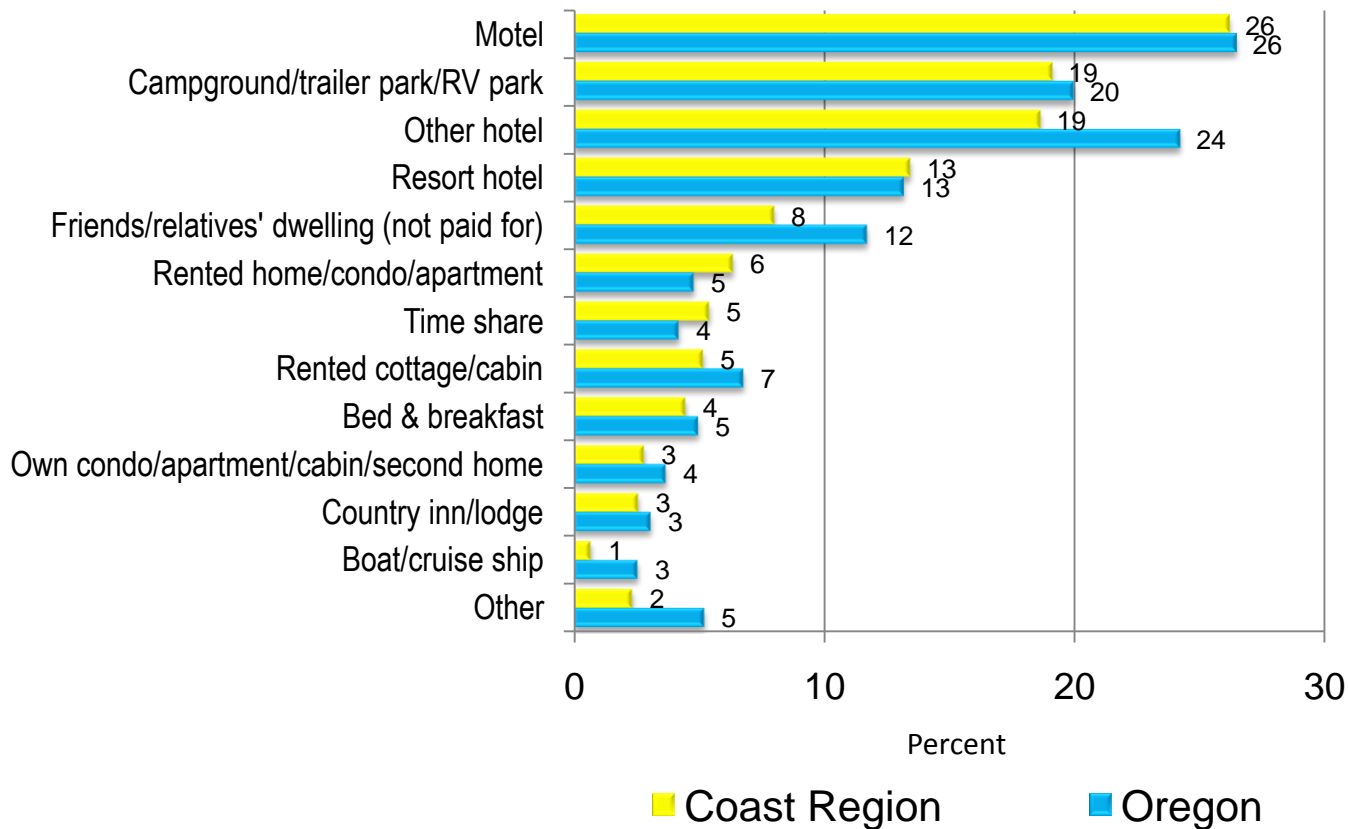
Base: Overnight Marketable Trips



# Accommodation



Base: Overnight Marketable Trips

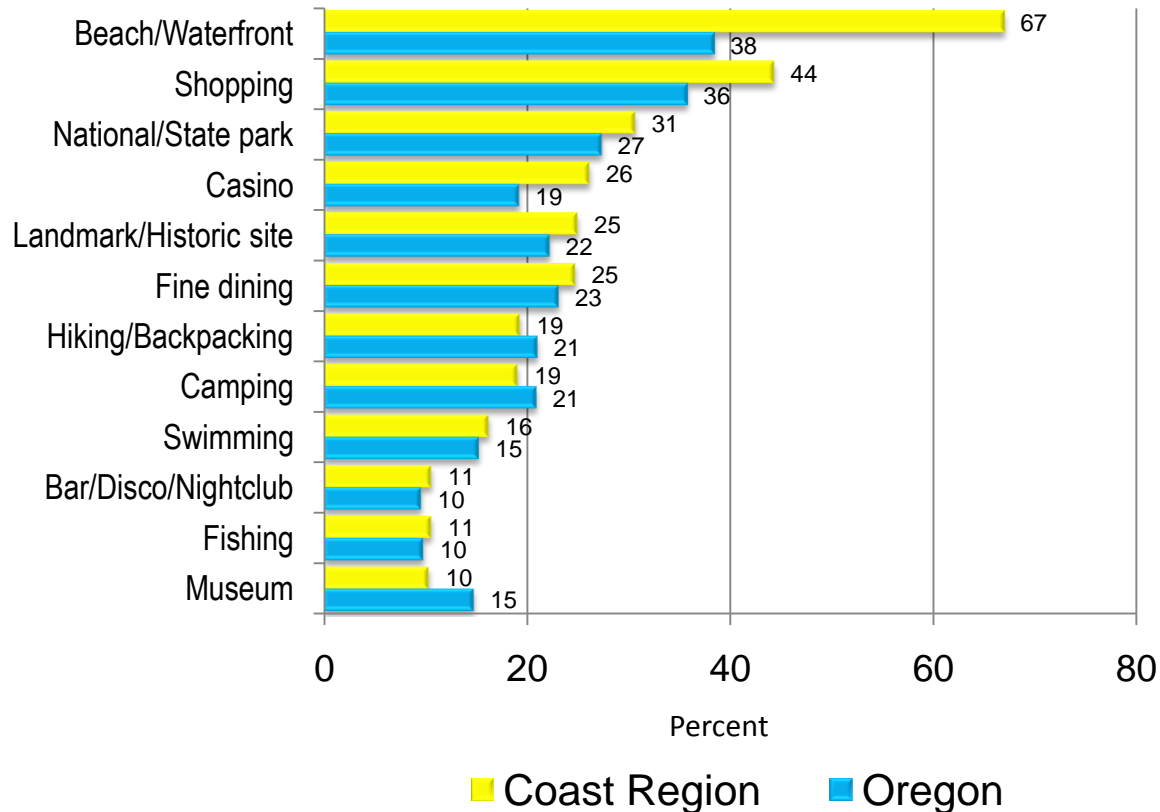




# Activities and Experiences



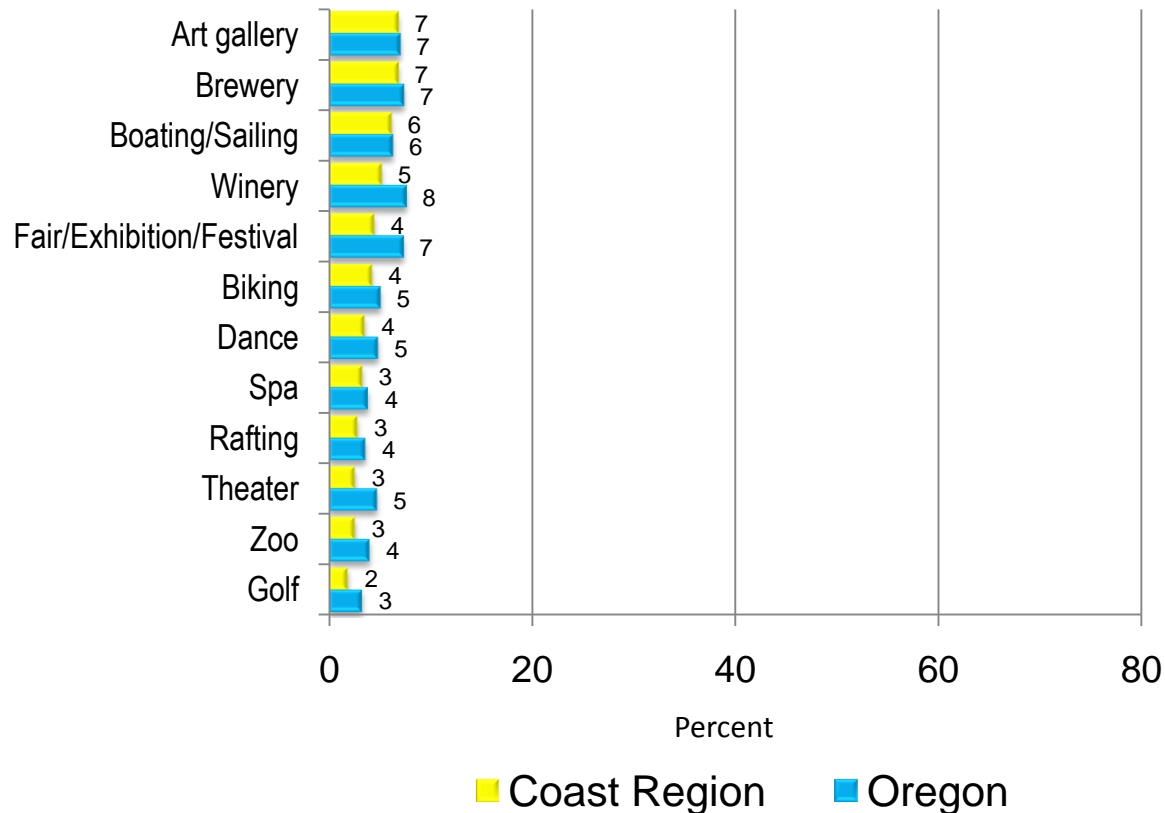
Base: Overnight Marketable Trips



# Activities and Experiences (Cont'd)



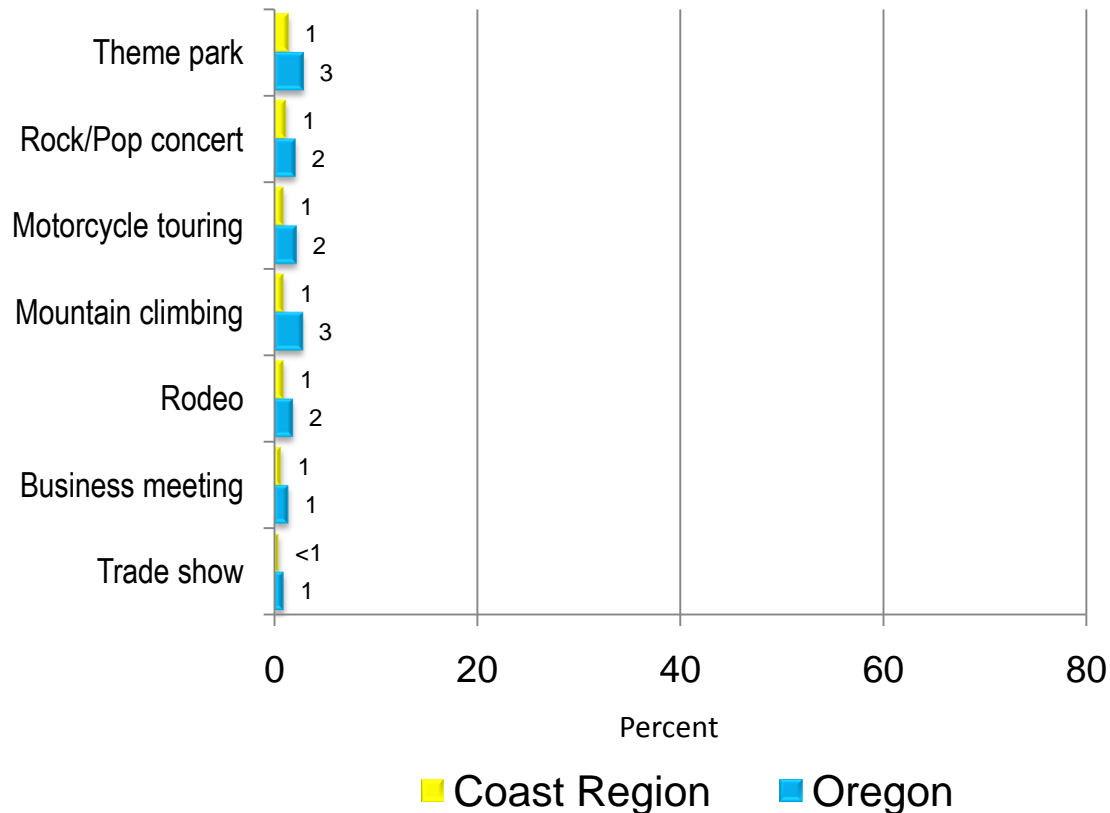
Base: Overnight Marketable Trips



# Activities and Experiences (Cont'd)



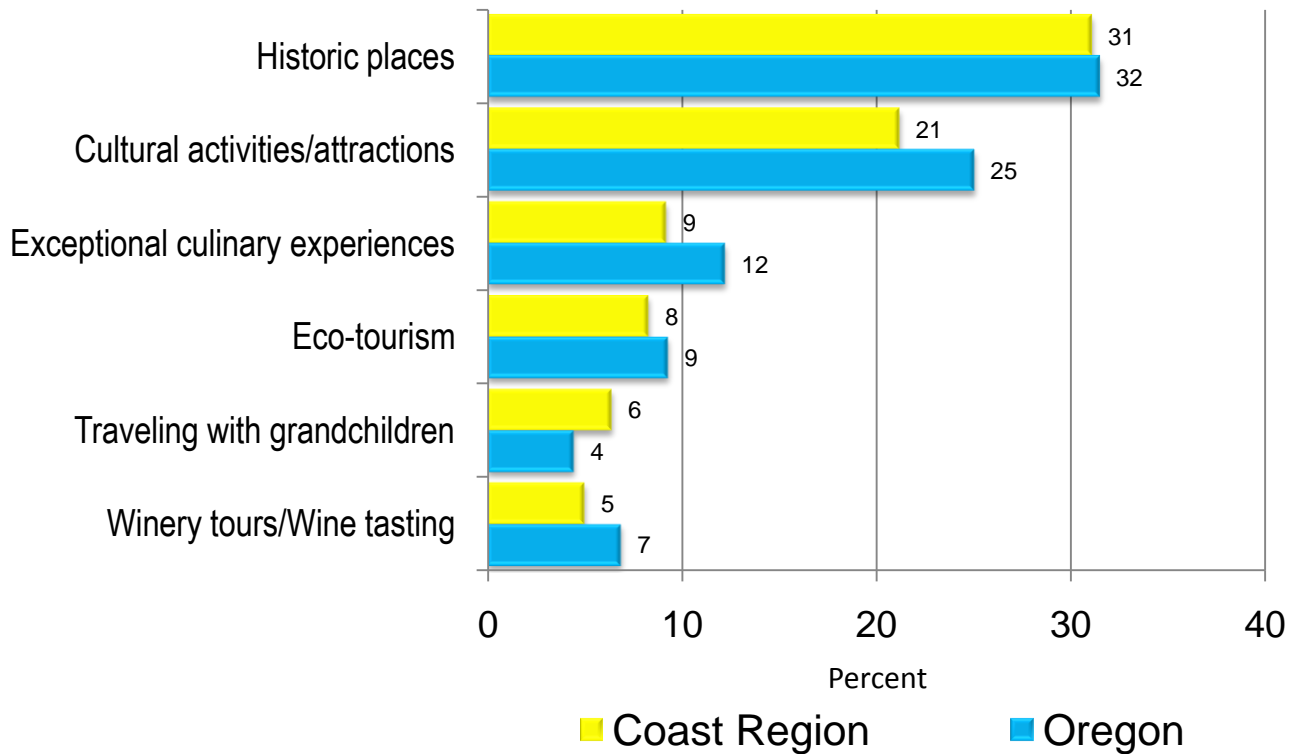
Base: Overnight Marketable Trips



# Activities of Special Interest



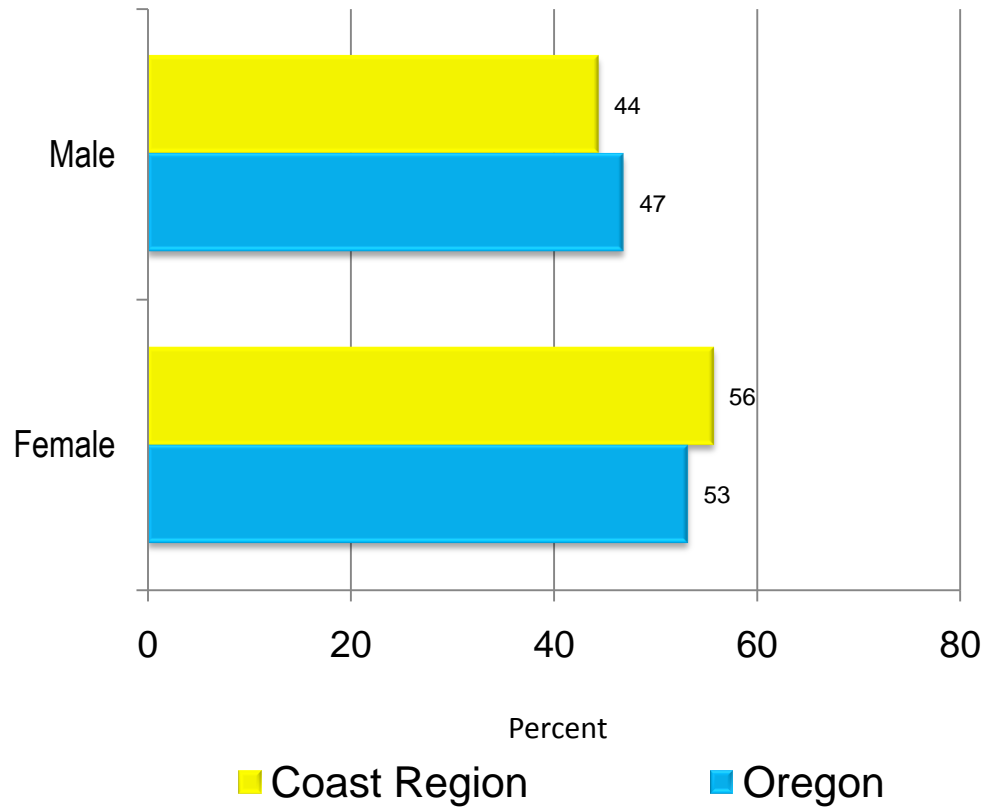
Base: Overnight Marketable Trips



# Gender



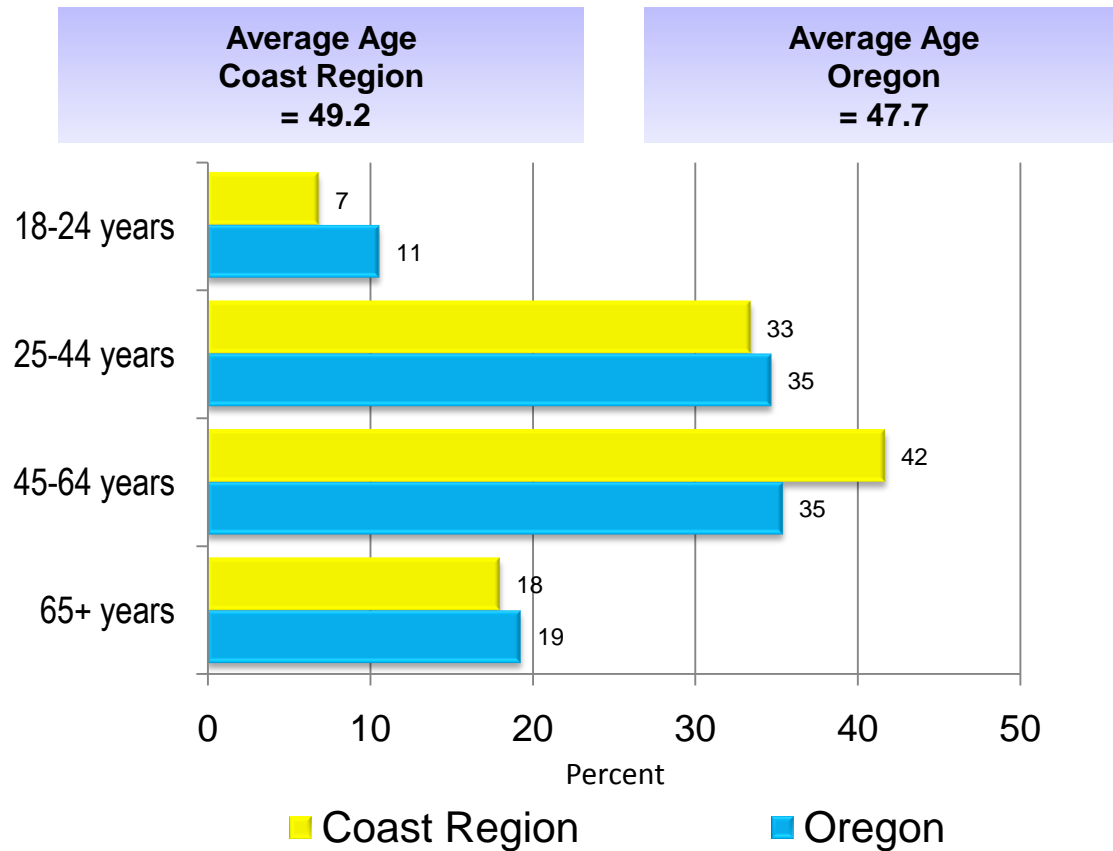
Base: Overnight Marketable Trips



# Age



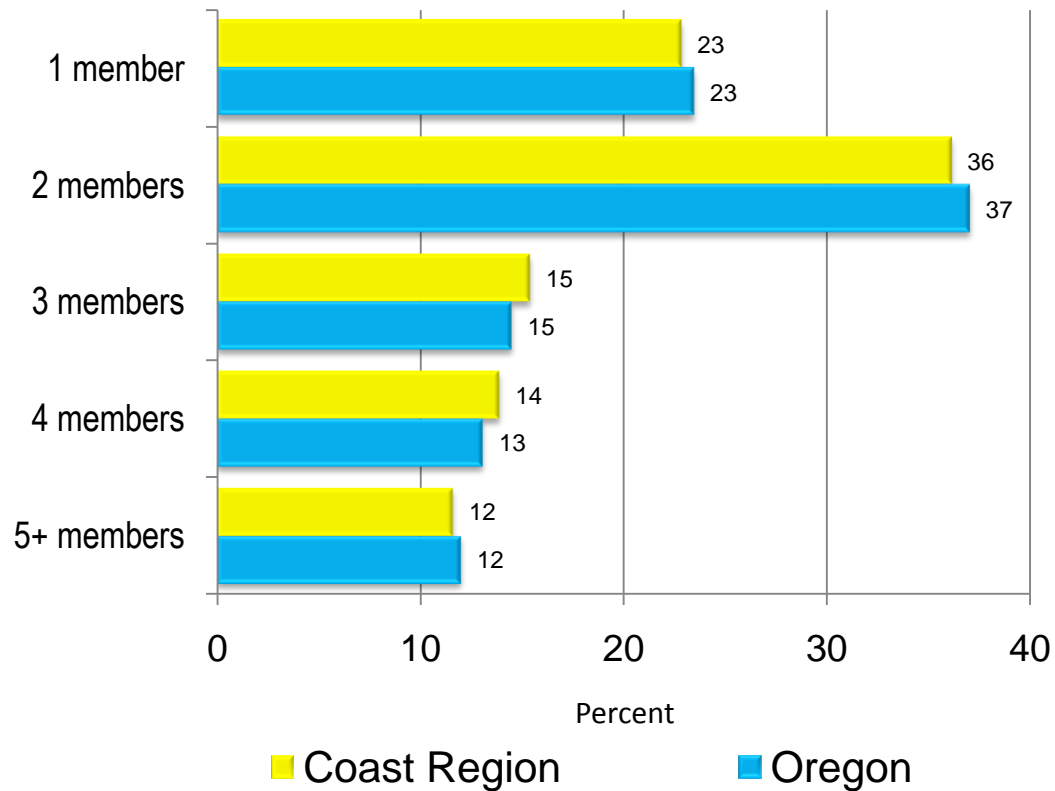
Base: Overnight Marketable Trips



# Household Size



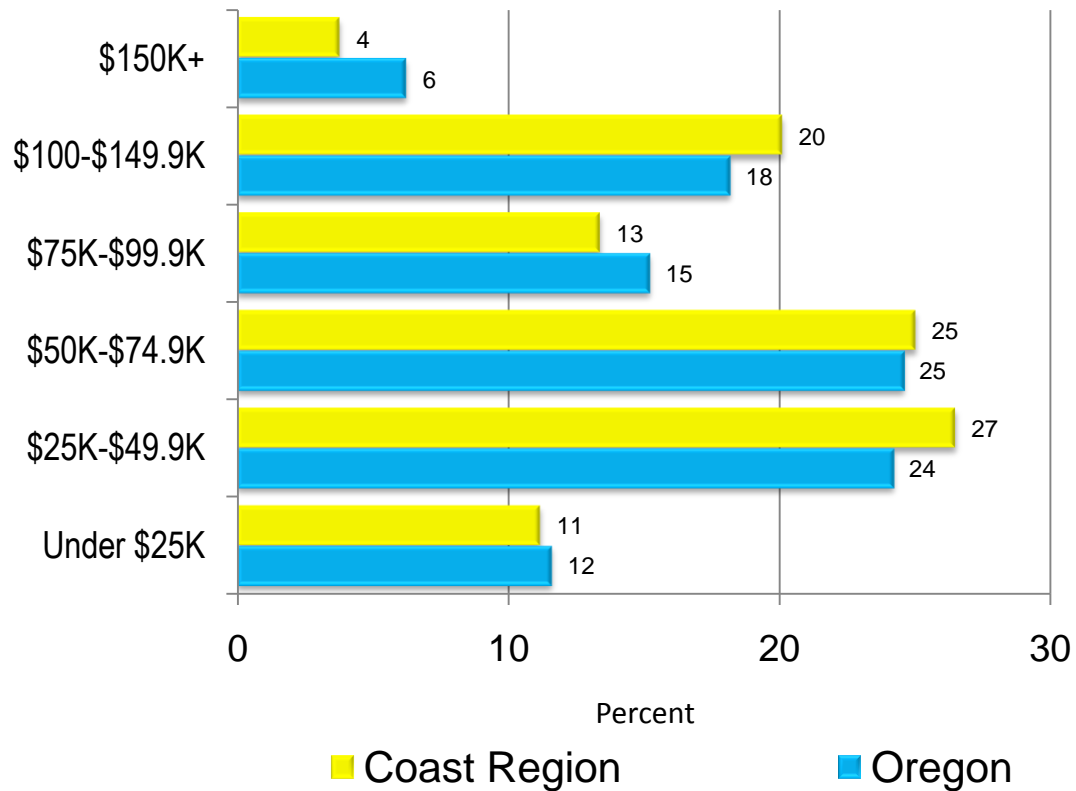
Base: Overnight Marketable Trips



# Income



Base: Overnight Marketable Trips

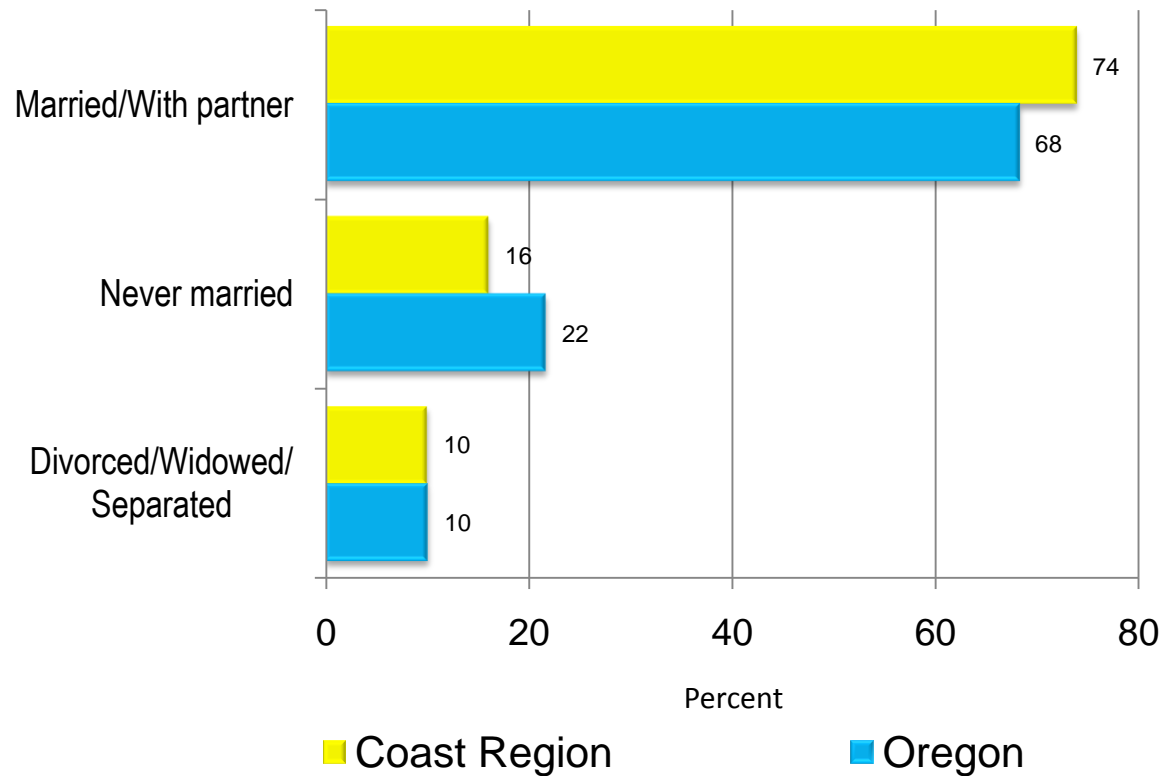




# Marital Status



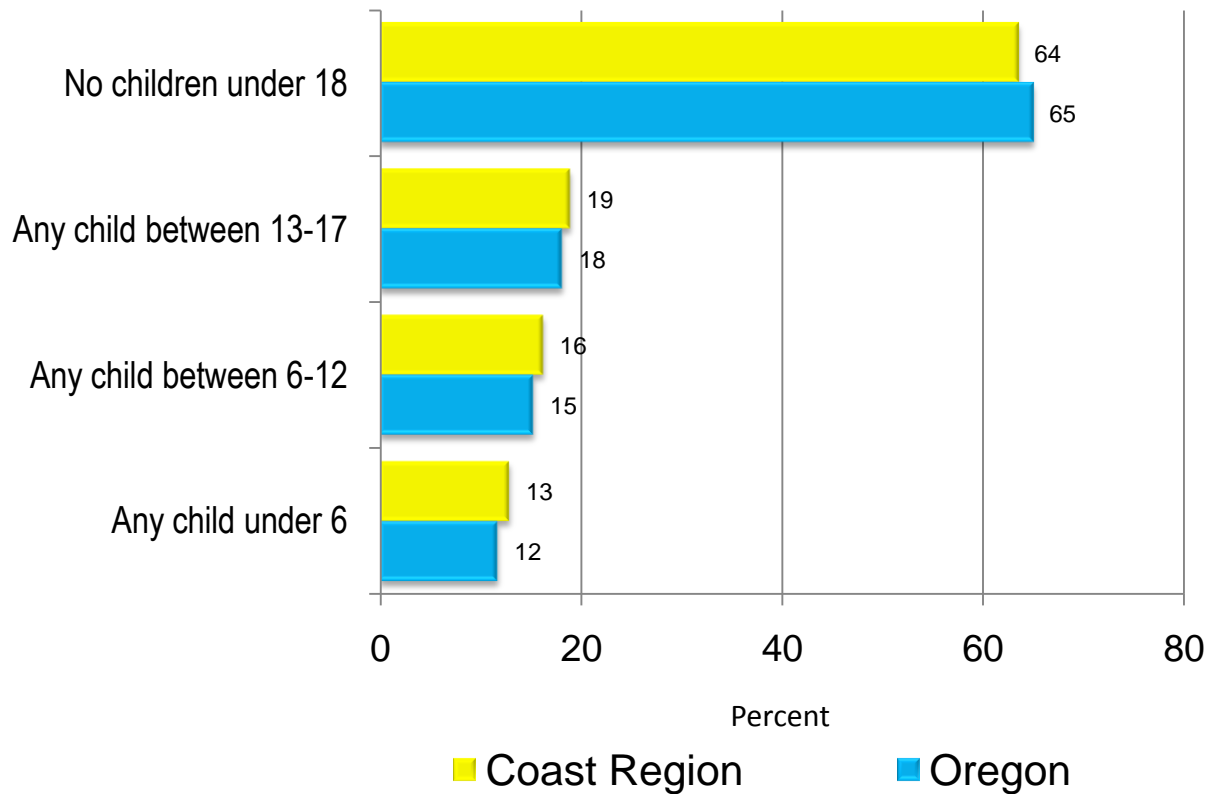
Base: Overnight Marketable Trips



# Children in Household



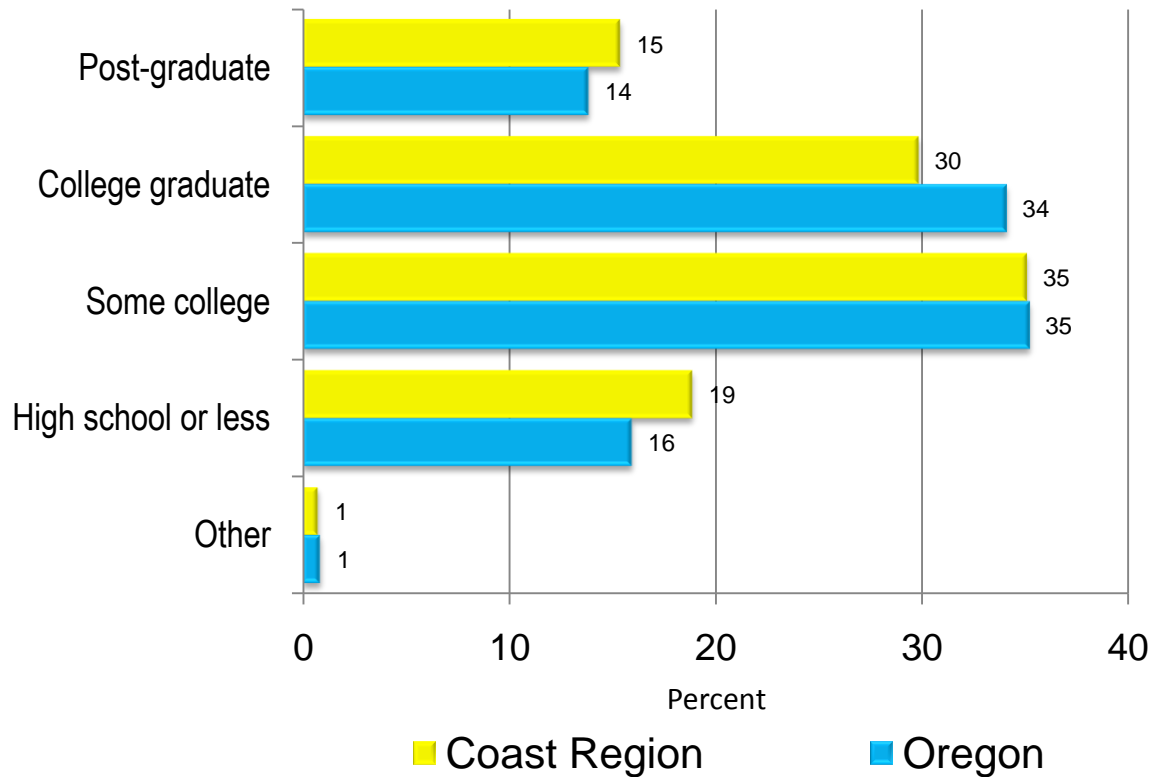
Base: Overnight Marketable Trips



# Education



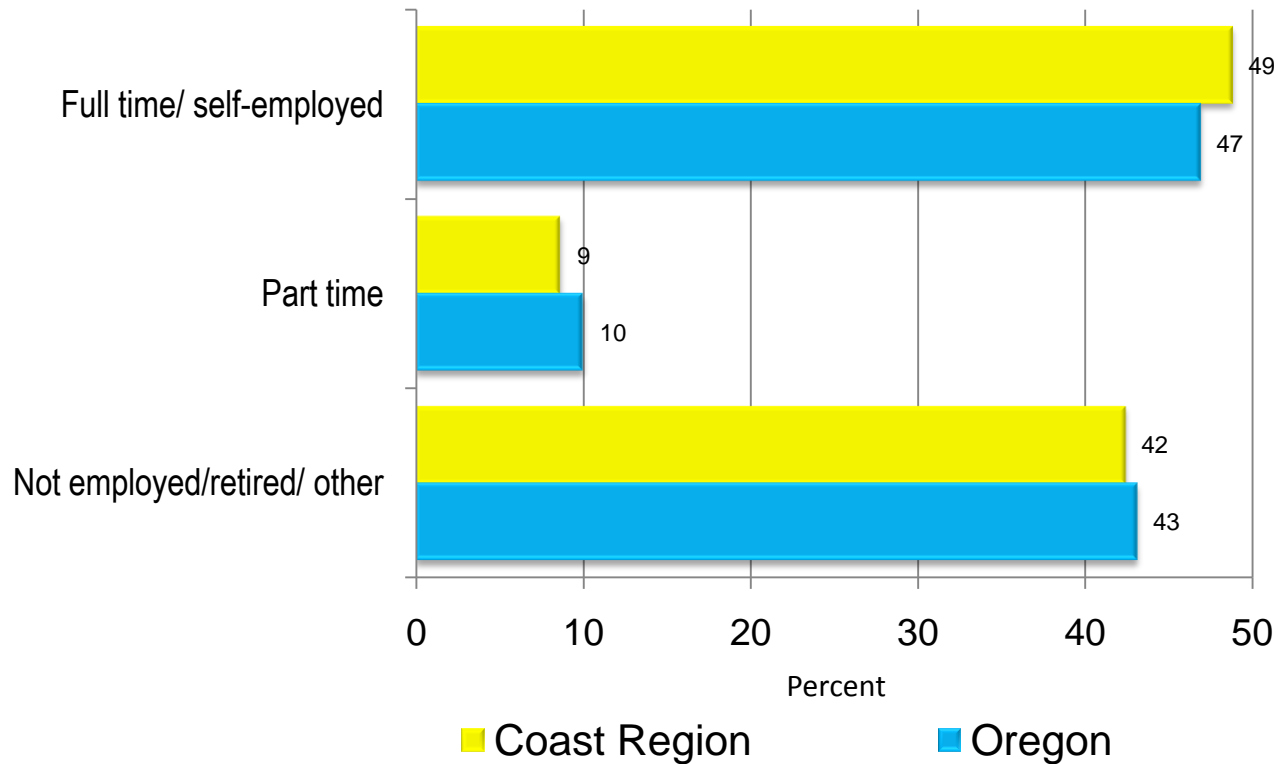
Base: Overnight Marketable Trips



# Employment



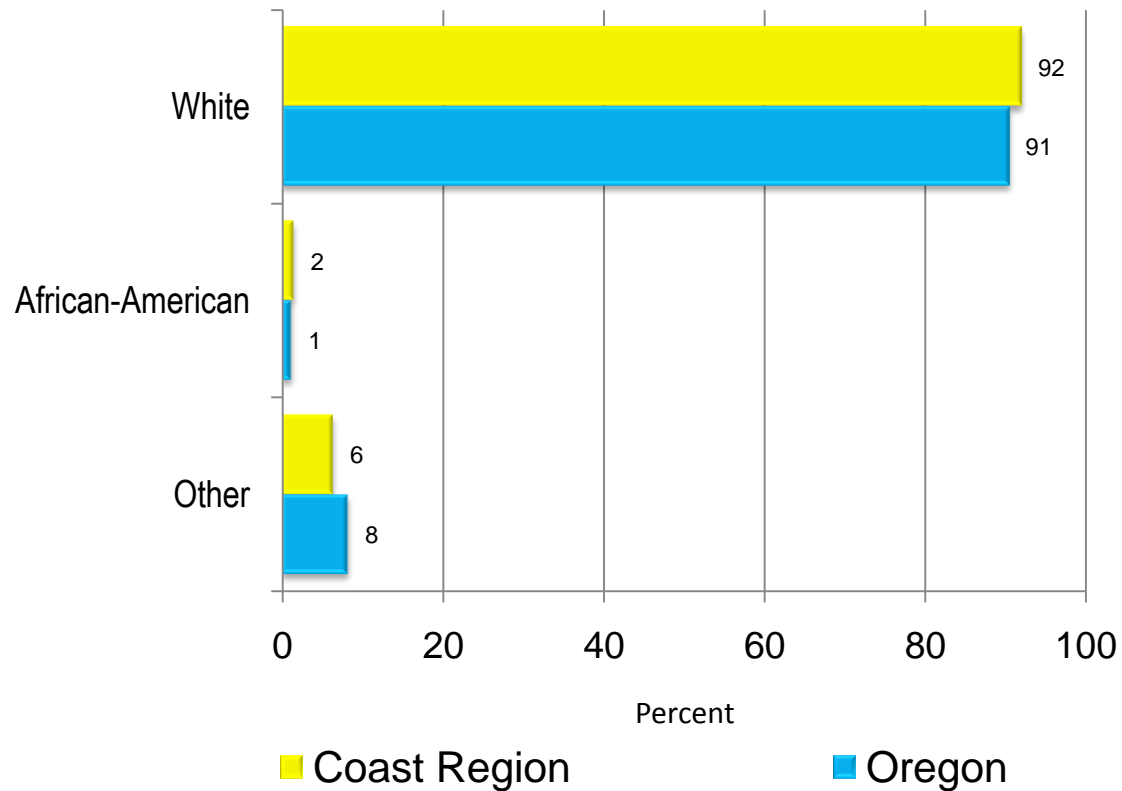
Base: Overnight Marketable Trips



# Race



Base: Overnight Marketable Trips



# Hispanic Background



Base: Overnight Marketable Trips

