



Oregon 2009  
Regional Visitor Research  
The Eastern Region

# 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 Eastern Region in particular*
  - ◉ *Strategic intelligence about the Eastern Region's overnight travel market including:*
    - ◉ *key sources of business*
    - ◉ *visitor profiling*
    - ◉ *trip characteristics*

# Methodology

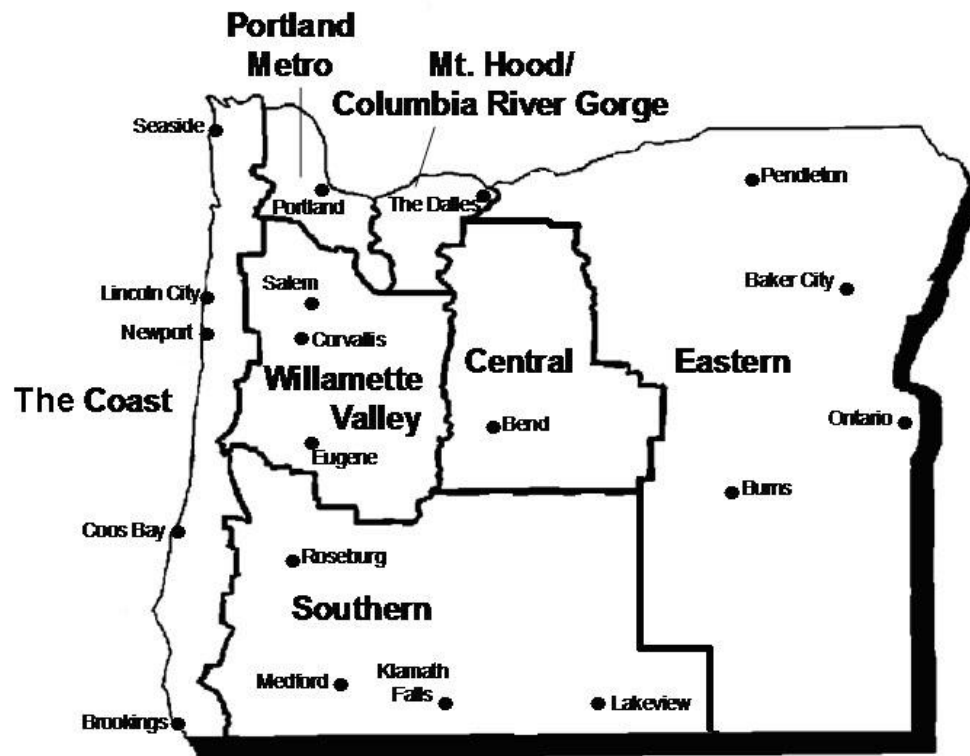


- ◉ For each of the 2008 and 2009 travel years, a representative sample of visitors to the Eastern Region was identified through Travel USA®.
- ◉ Respondents who visited Oregon were asked to identify which of the state's 7 tourism regions they spent time in with the aid of a visual map.
- ◉ Of the survey sample of 4,682 overnight trips taken to Oregon in 2008 and 2009:
  - ◉ *285 included a visit to the Eastern Region*
  - ◉ *Of those, 102 were **marketable trips**.*

# Map



## OREGON REGIONS



# Analytical Note



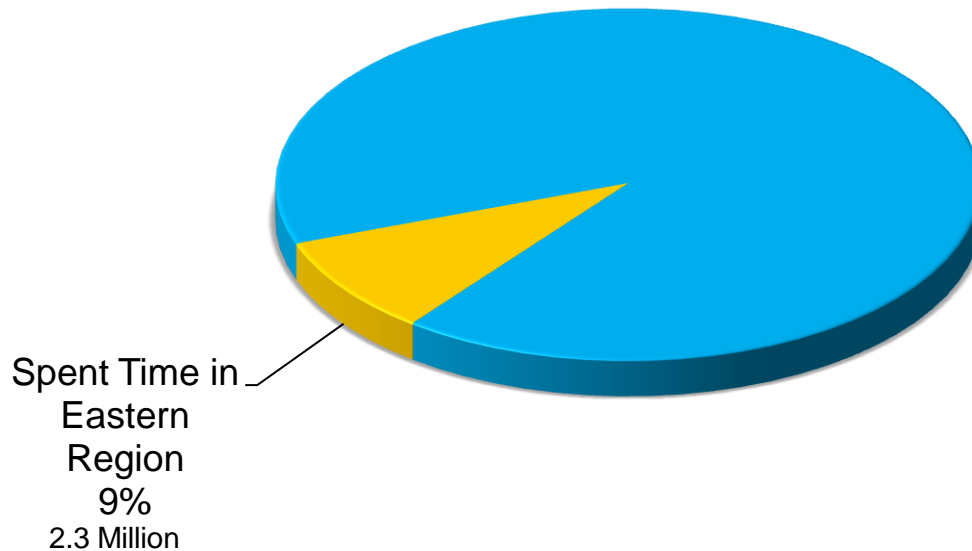
- ◉ The results in this report are based on 2 time frames:
  - ◉ Market size and structure estimates for the Eastern Region are reported for the most current travel year (2009), as are all Oregon state norms.
  - ◉ To maximize statistical reliability, other Eastern Region data (trip characteristics and visitor profiles) are based on two years' combined sample from the 2008 and 2009 studies.

# Travel Market Size & Structure — 2009

# Size of The Eastern Region's Overnight Travel Market



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

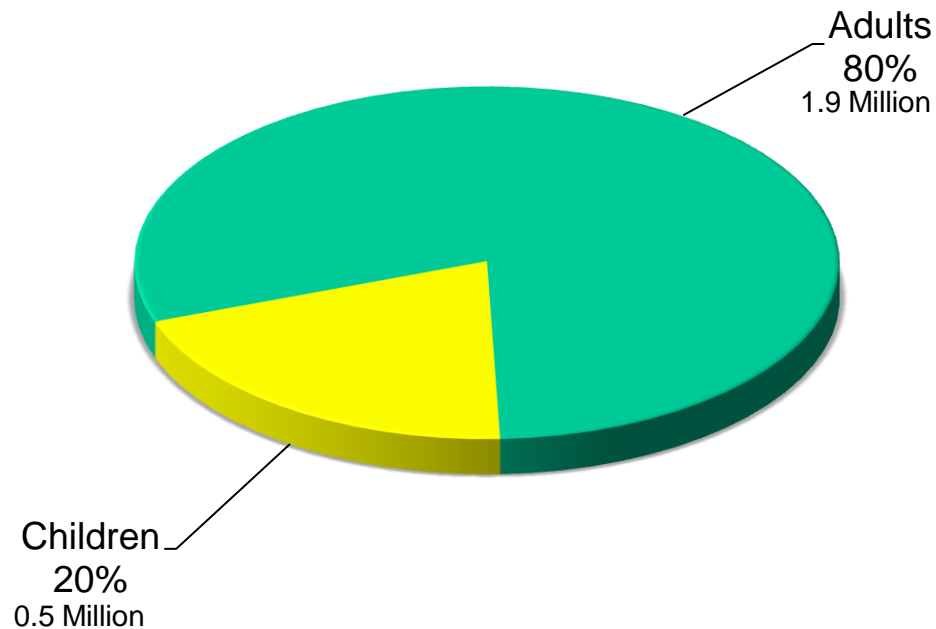


\* Includes adults and children

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

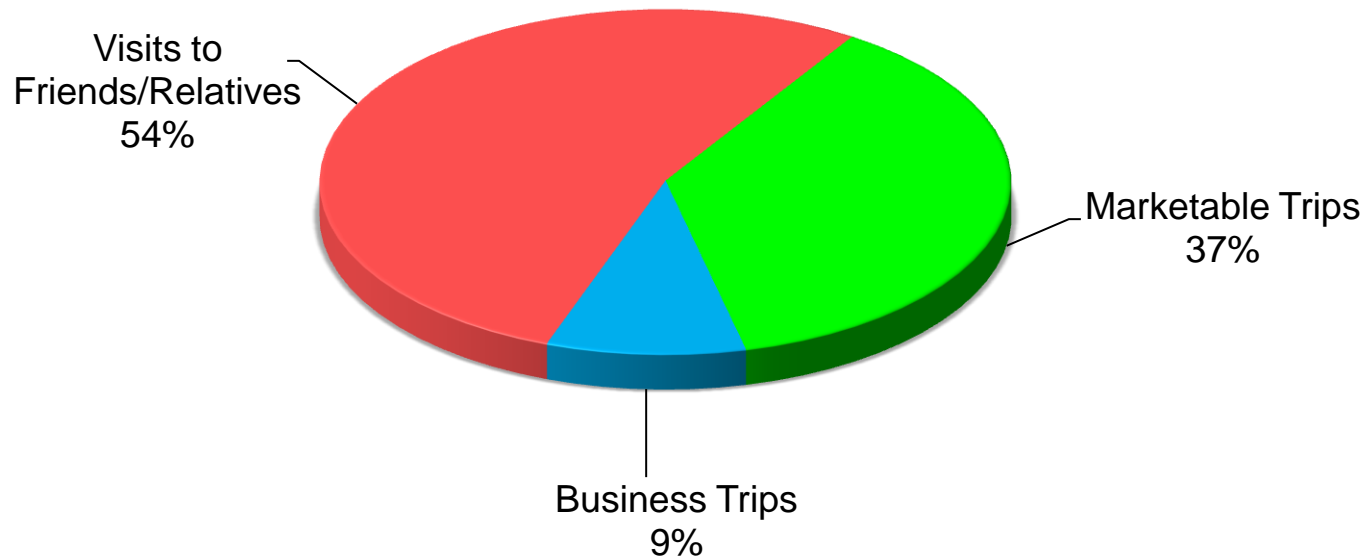


**Total Overnight Trips to The Eastern Region = 2.4 Million**





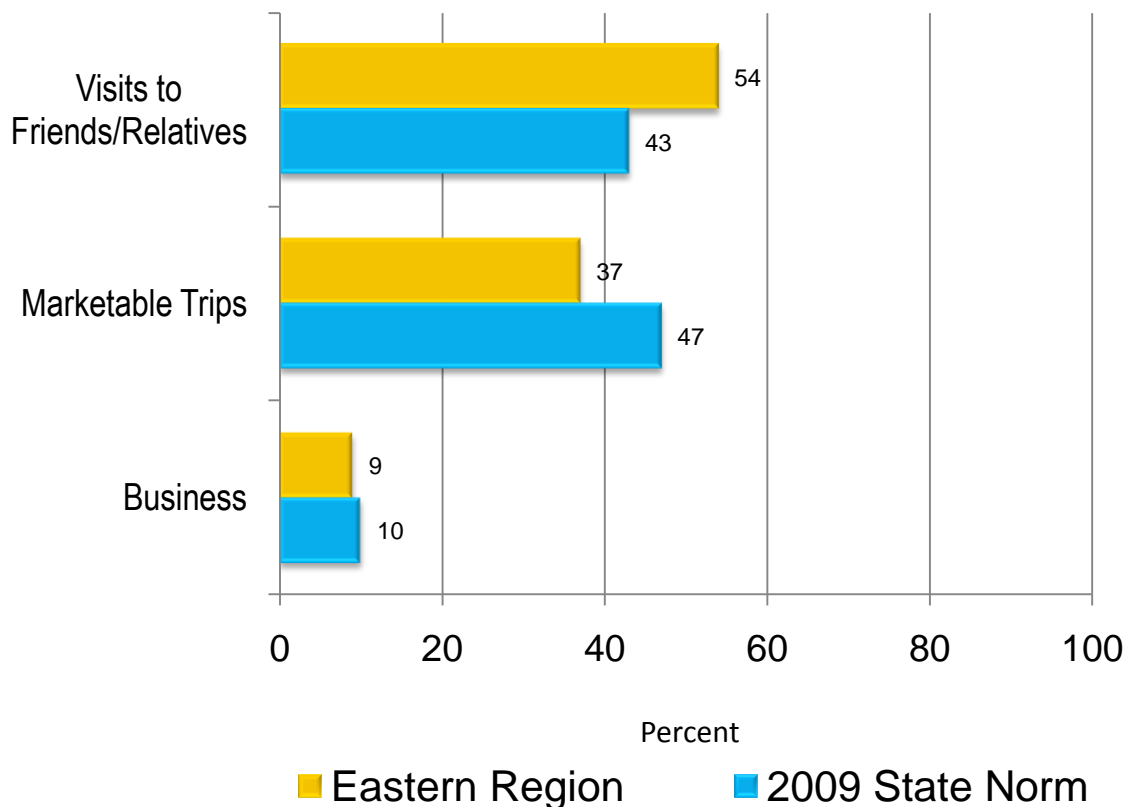
# The Eastern Region's Overnight Travel Market by Trip Purpose



# Purpose of Trip – The Eastern Region vs. Oregon State



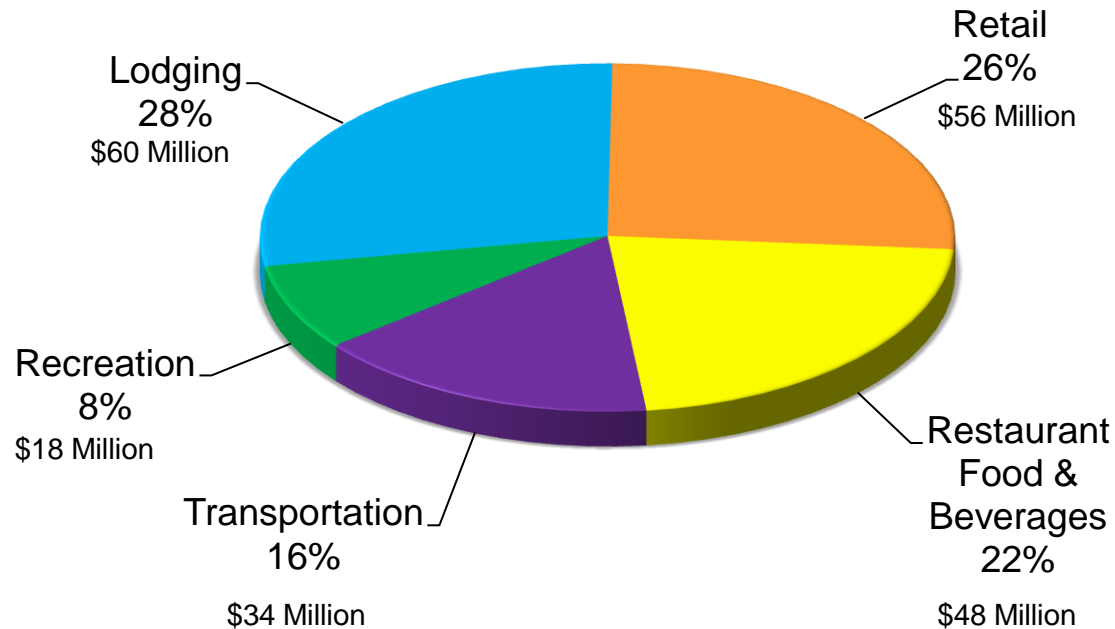
Base: 2009 Overnight Trips



# 2009 Overnight Spending — by Sector



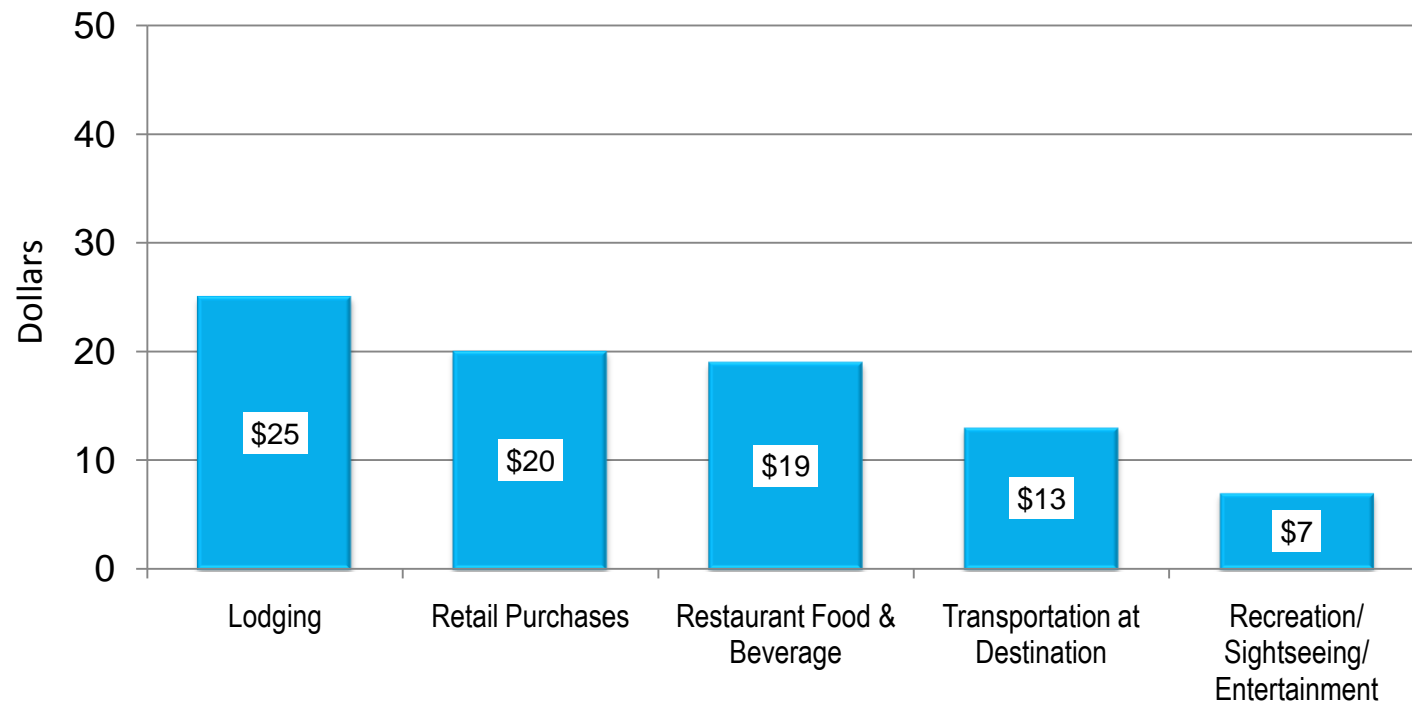
**Eastern Region Spending in 2009 = \$216 Million**



# Average Per Person Expenditures on Overnight Trips — By Sector



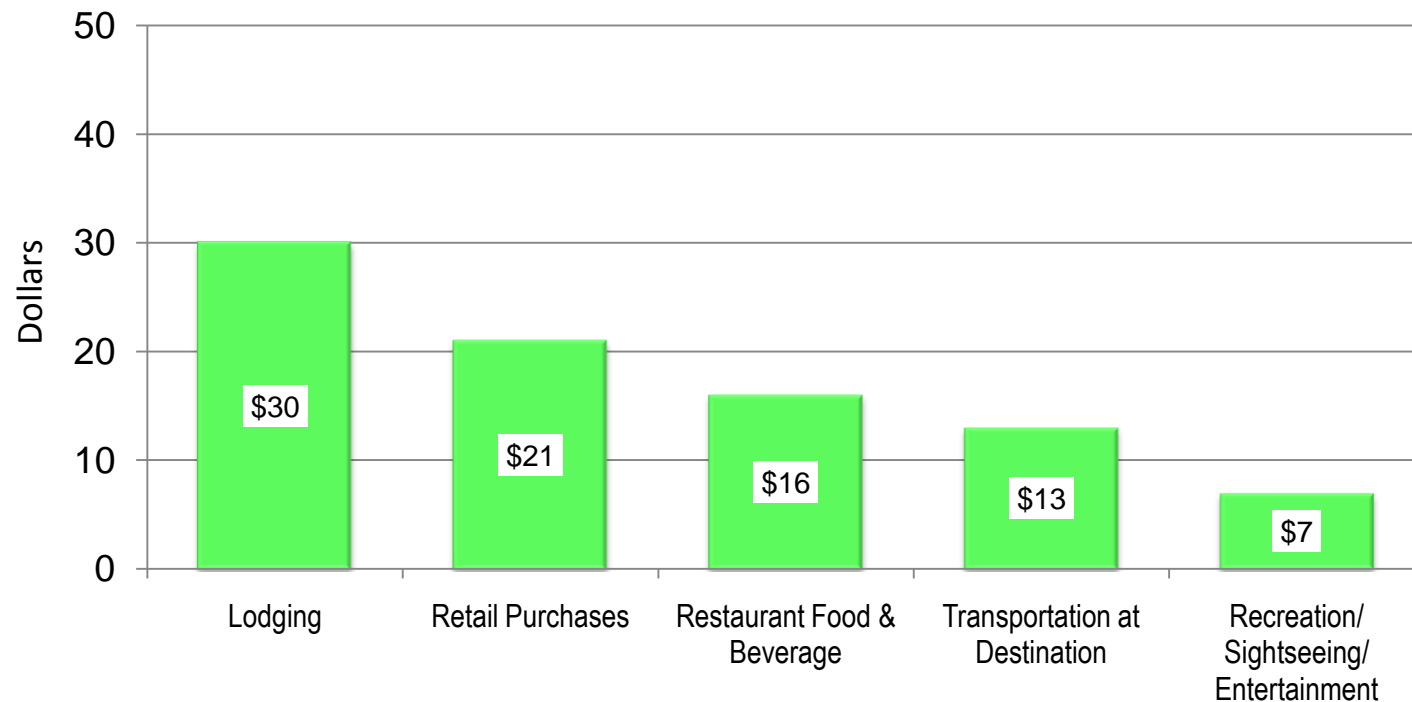
Base: 2009 Overnight Trips



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



Base: 2009 Overnight Marketable Trips



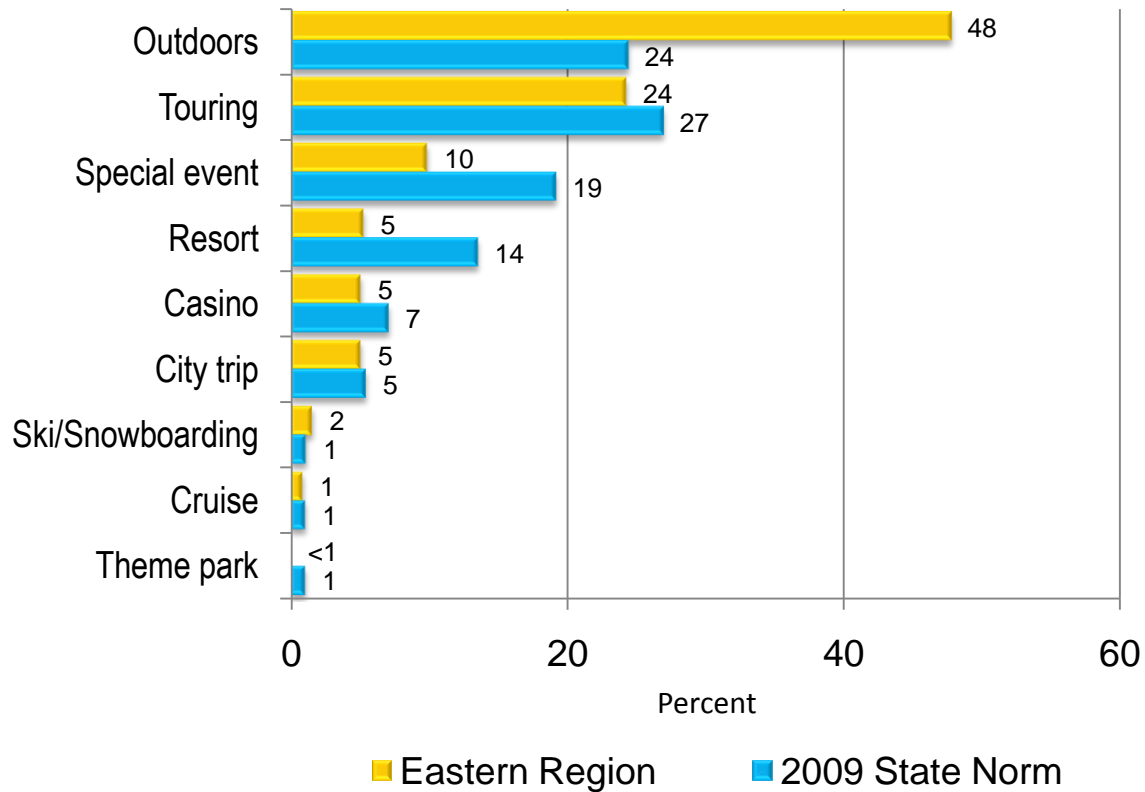


# Marketable Trip Characteristics and Visitor Profile — 2008/2009

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



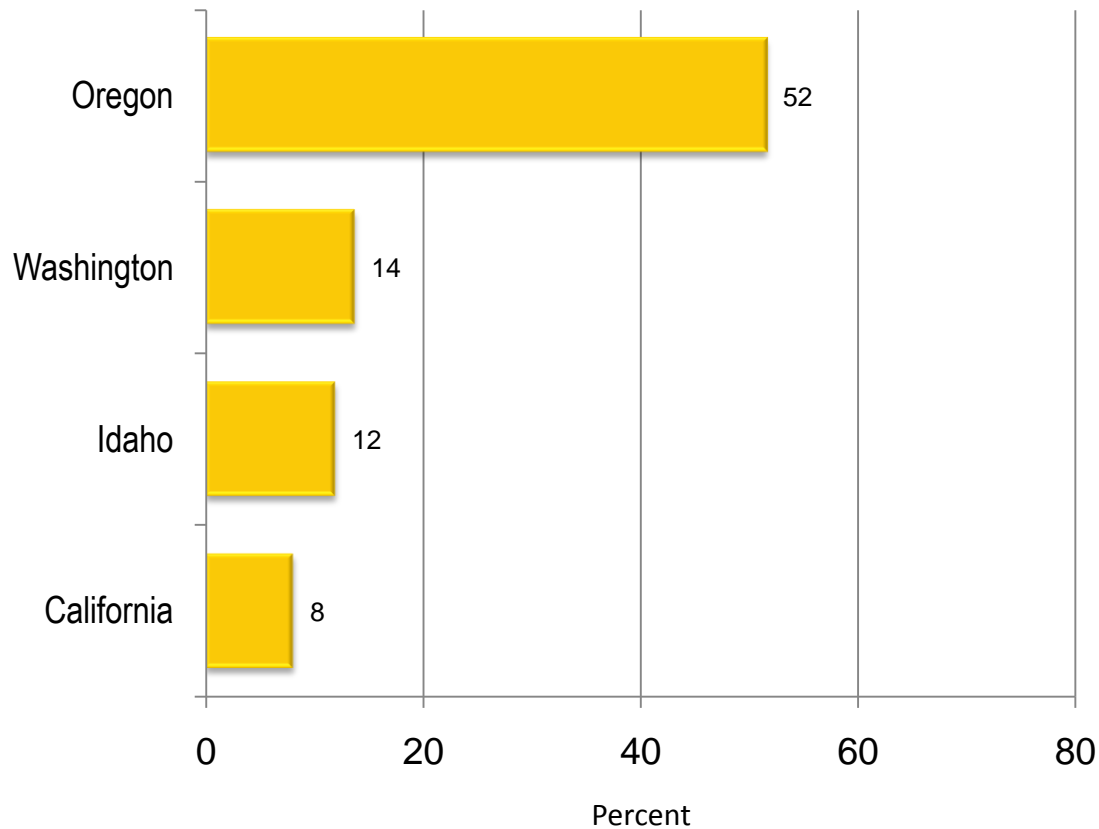
Base: Overnight Marketable Trips



# State Origin Of Overnight Trip



Base: Overnight Marketable Trips

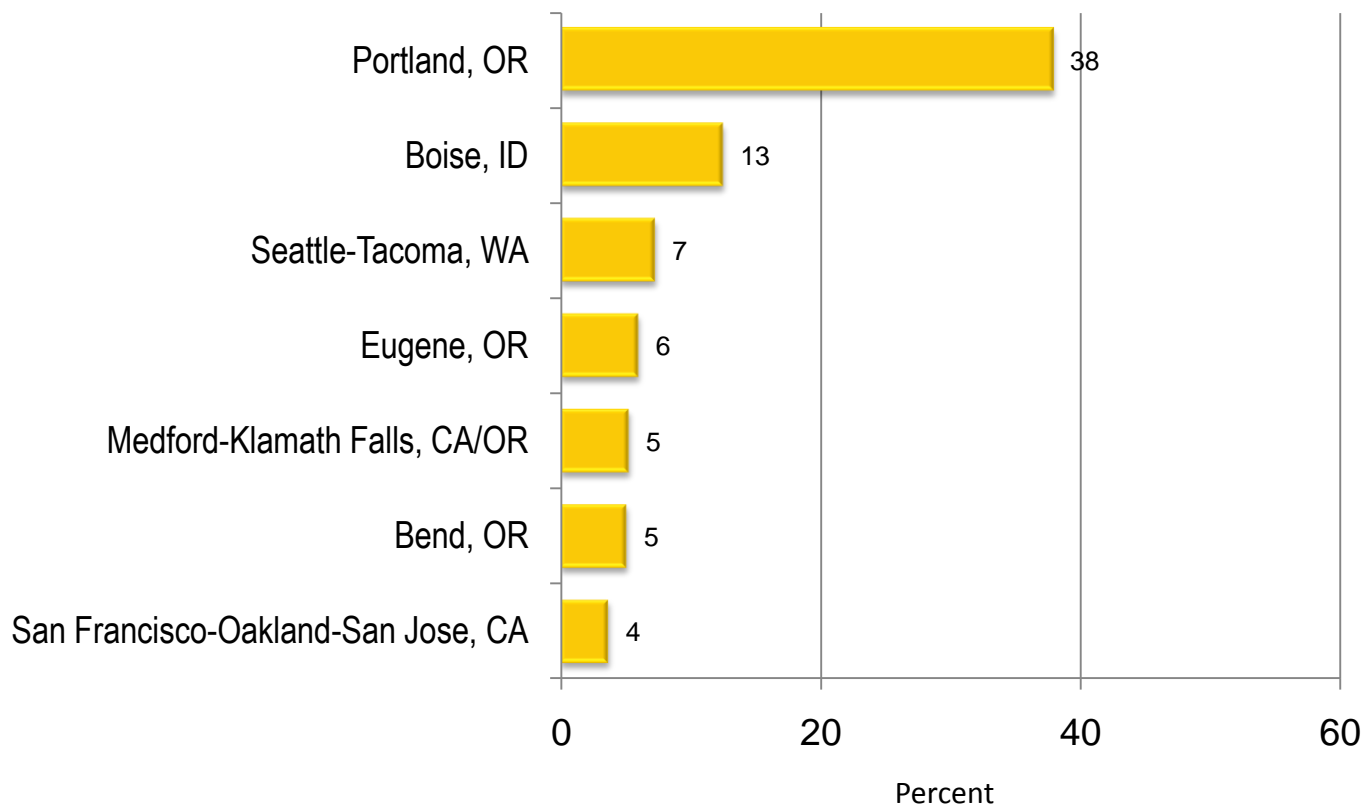




# DMA Origin Of Overnight Trip



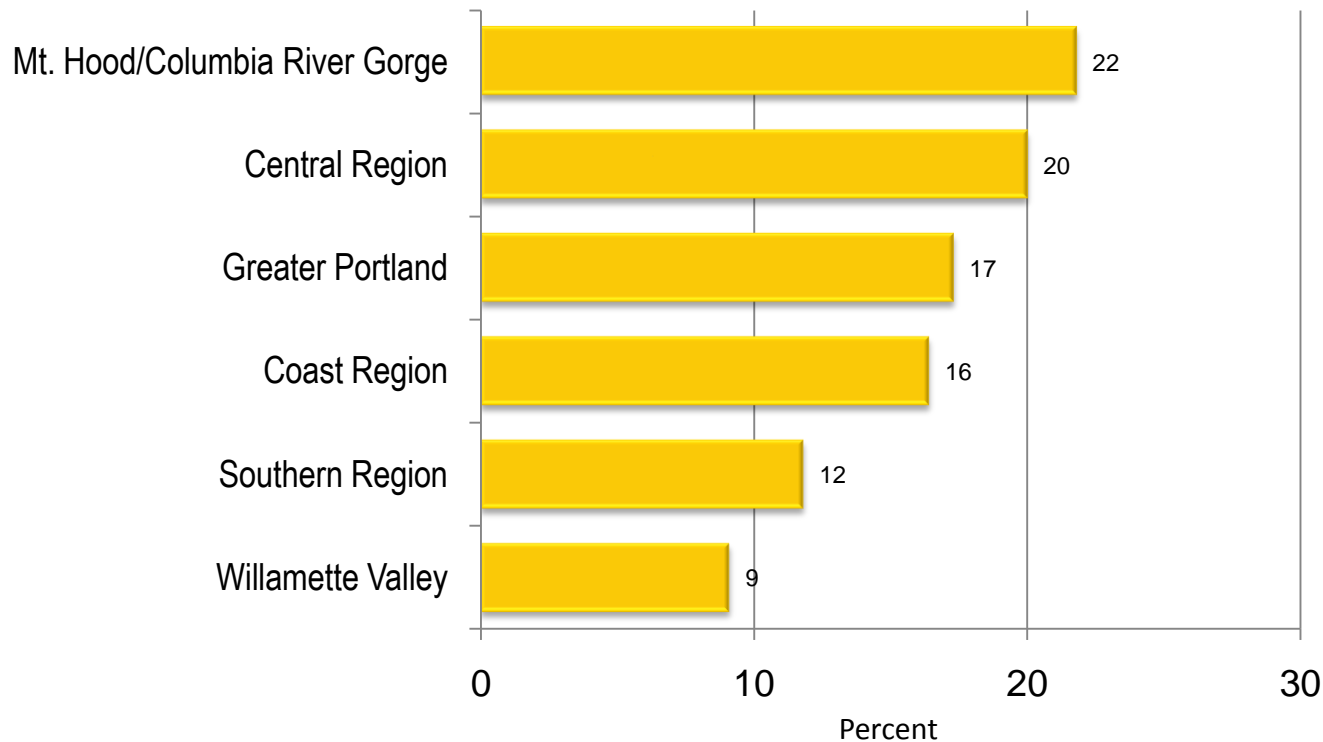
Base: Overnight Marketable Trips



# Other Oregon Regions Visited on Eastern Region Trip



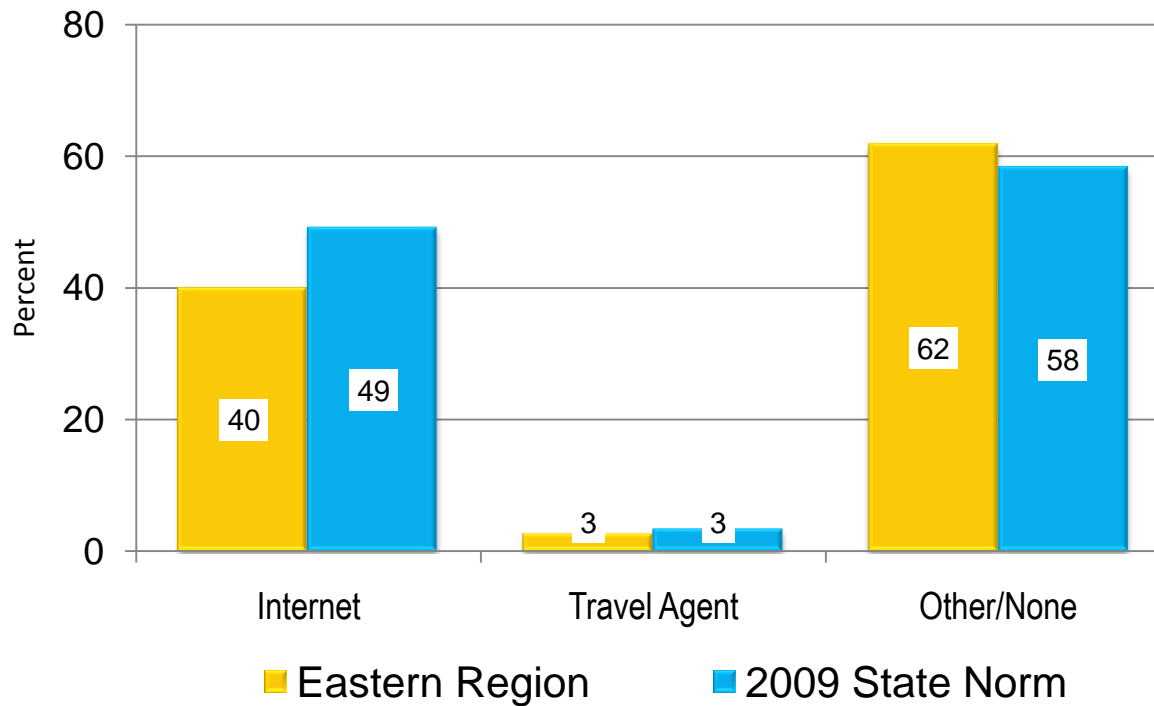
Base: Overnight Marketable Trips



# Method of Planning Trip



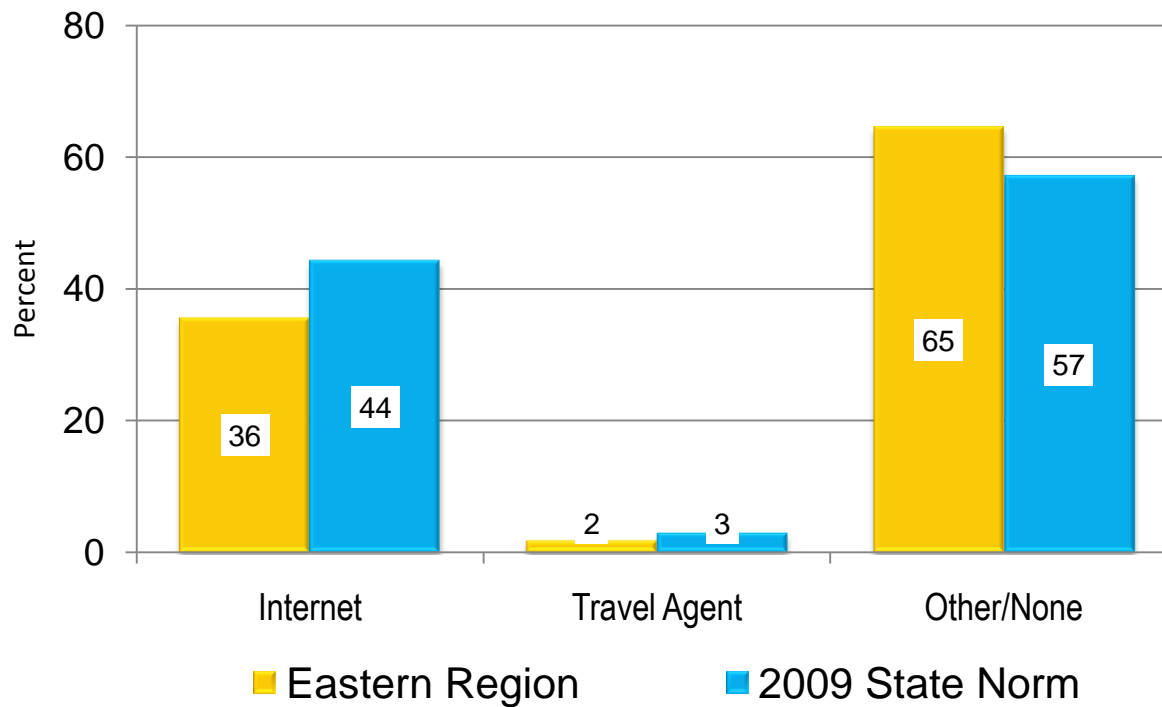
Base: Overnight Marketable Trips



# Method of Booking Trip



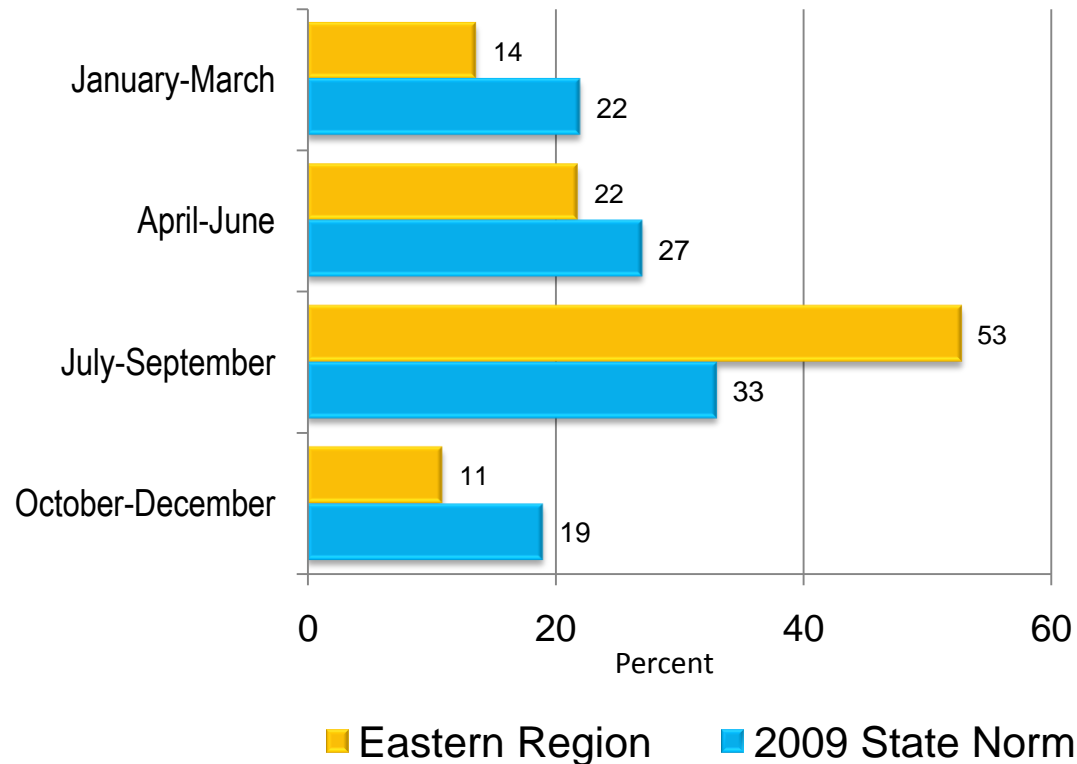
Base: Overnight Marketable Trips



# Season of Trip



Base: Overnight Marketable Trips



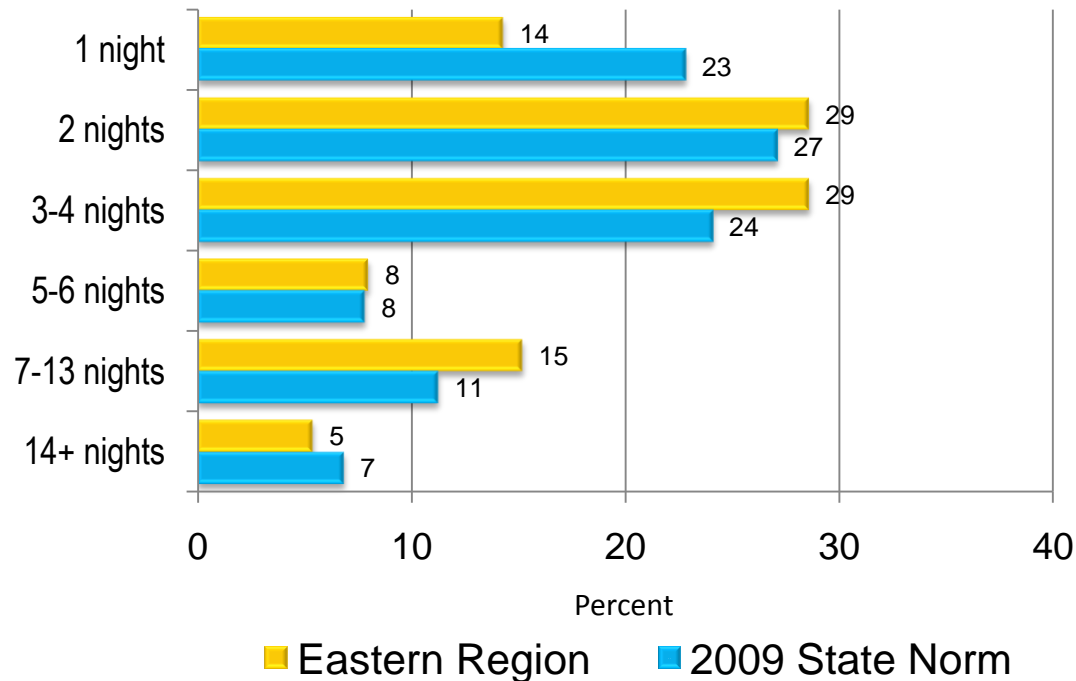
# Total Nights Away on Trip



Base: Overnight Marketable Trips

**Average  
Eastern Region  
= 4.7 Nights**

**Average  
Oregon  
= 4.5 Nights**

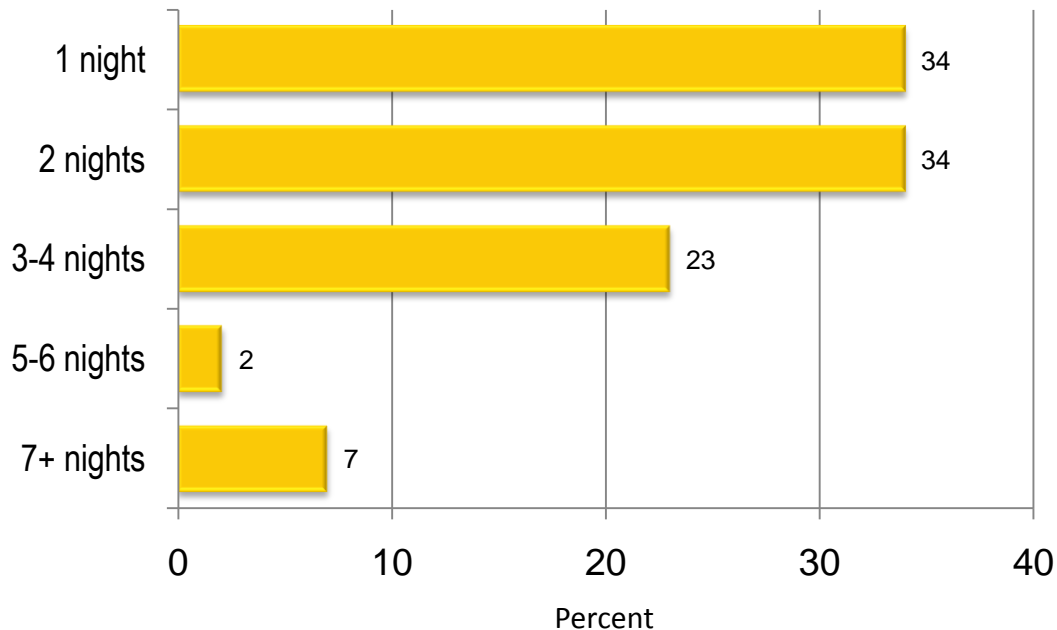


# Number of Nights Spent in Eastern Region



Base: Overnight Marketable Trip with 1+ Nights Spent In Eastern Region

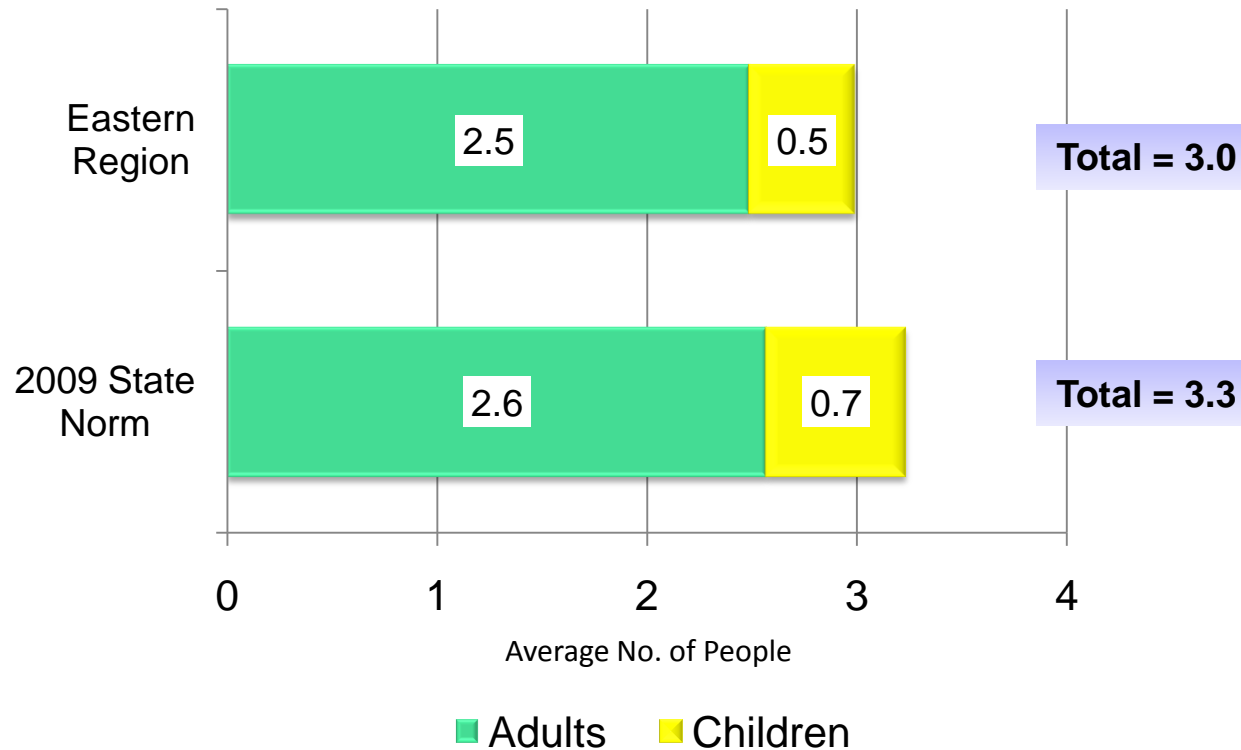
**Average Nights Spent in Eastern Region = 3.1**



# Size of Travel Party



Base: Overnight Marketable Trips

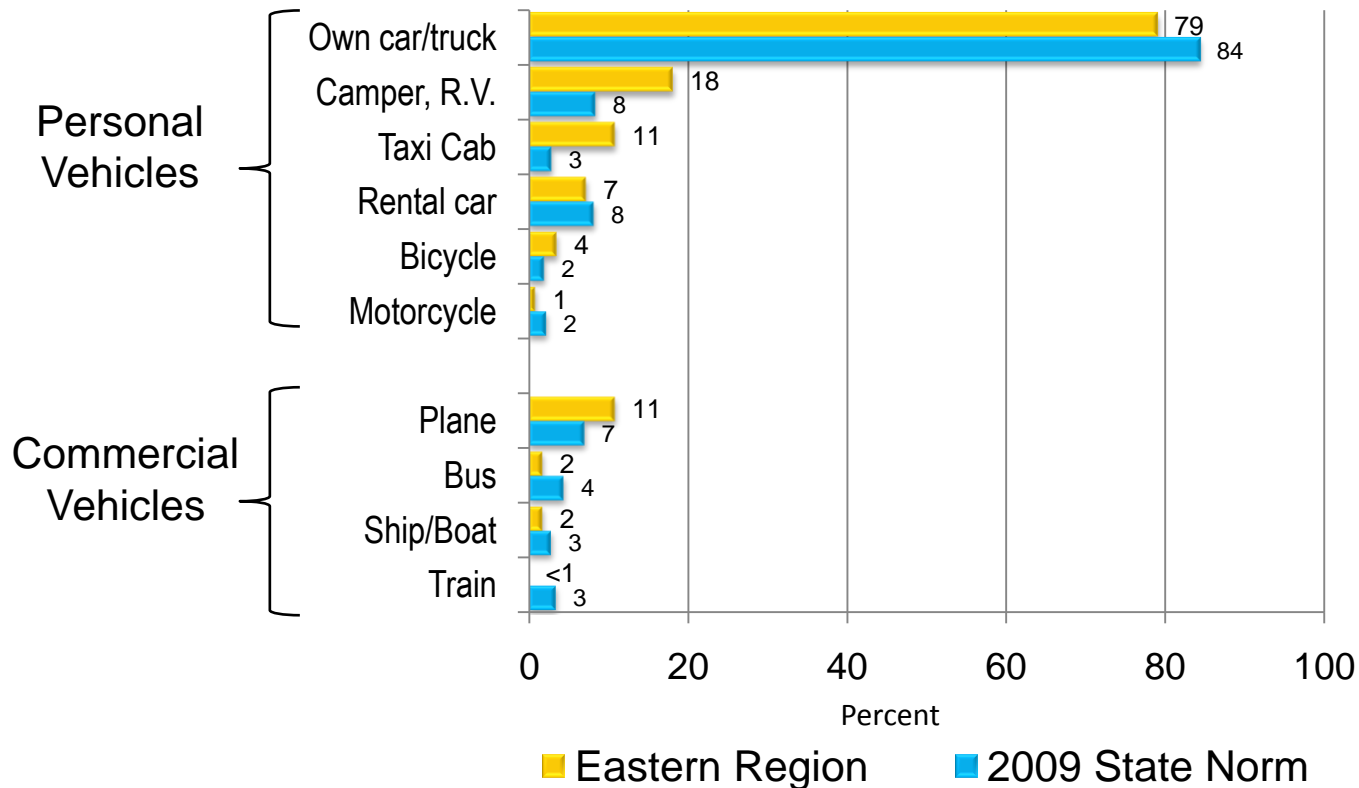




# Transportation



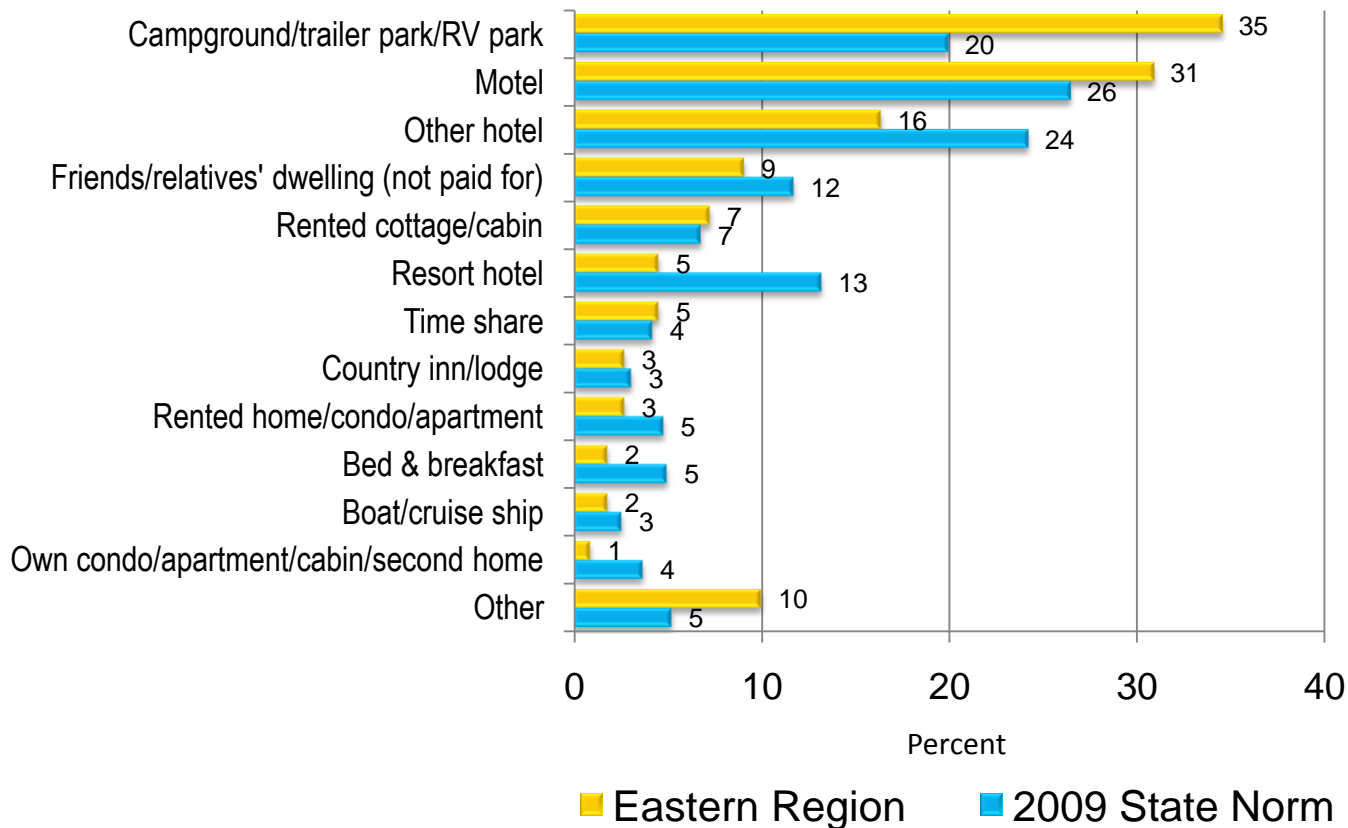
Base: Overnight Marketable Trips



# Accommodation



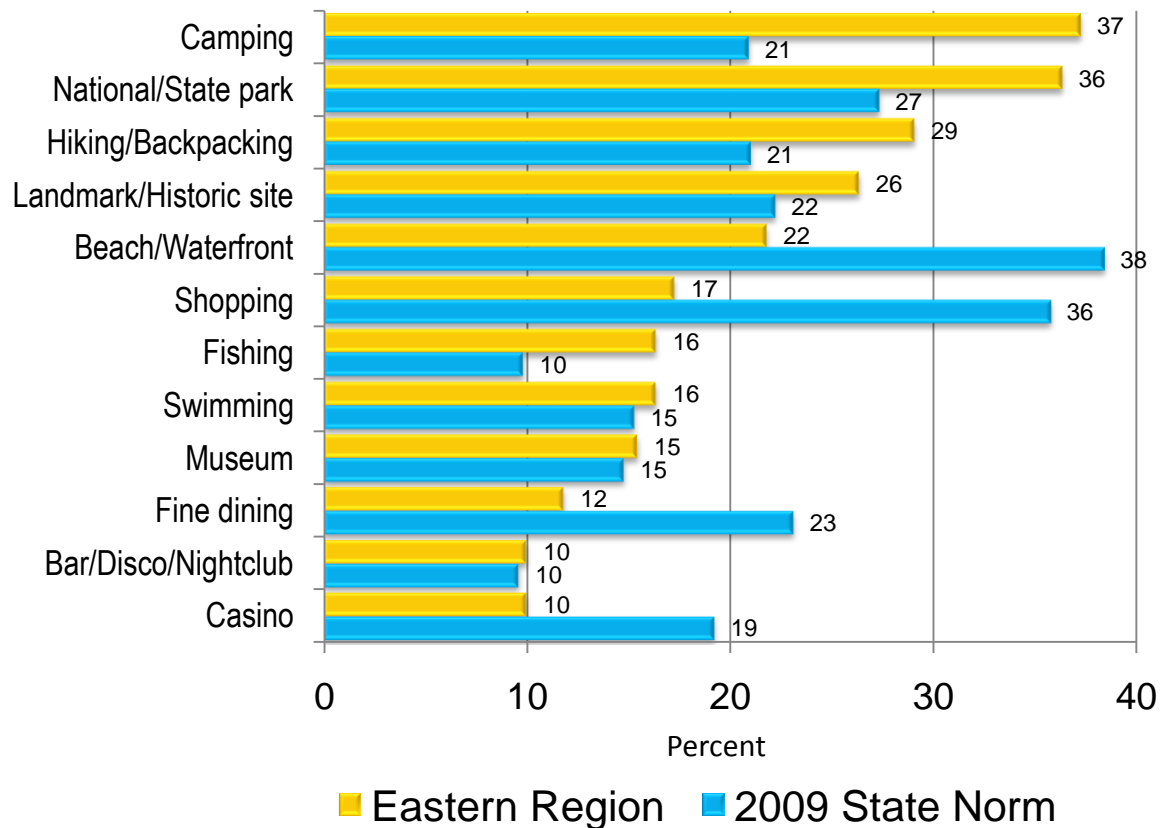
Base: Overnight Marketable Trips



# Activities and Experiences



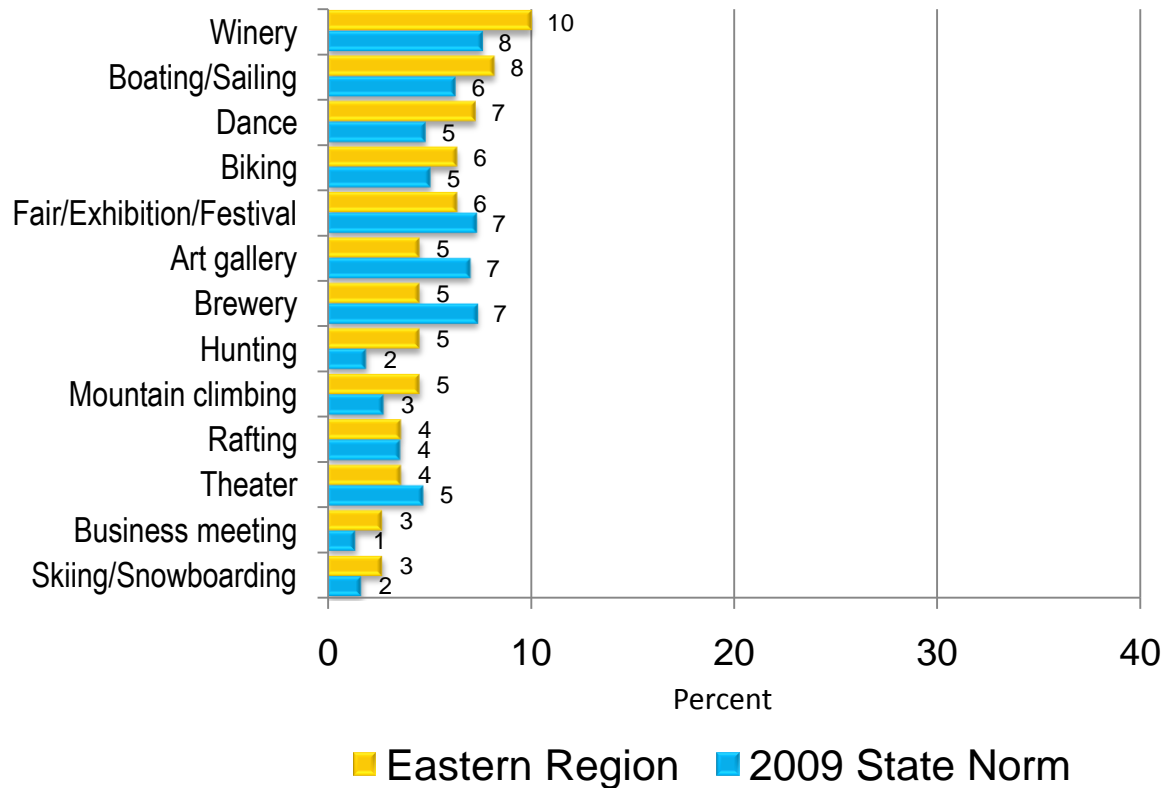
Base: Overnight Marketable Trips



# Activities and Experiences



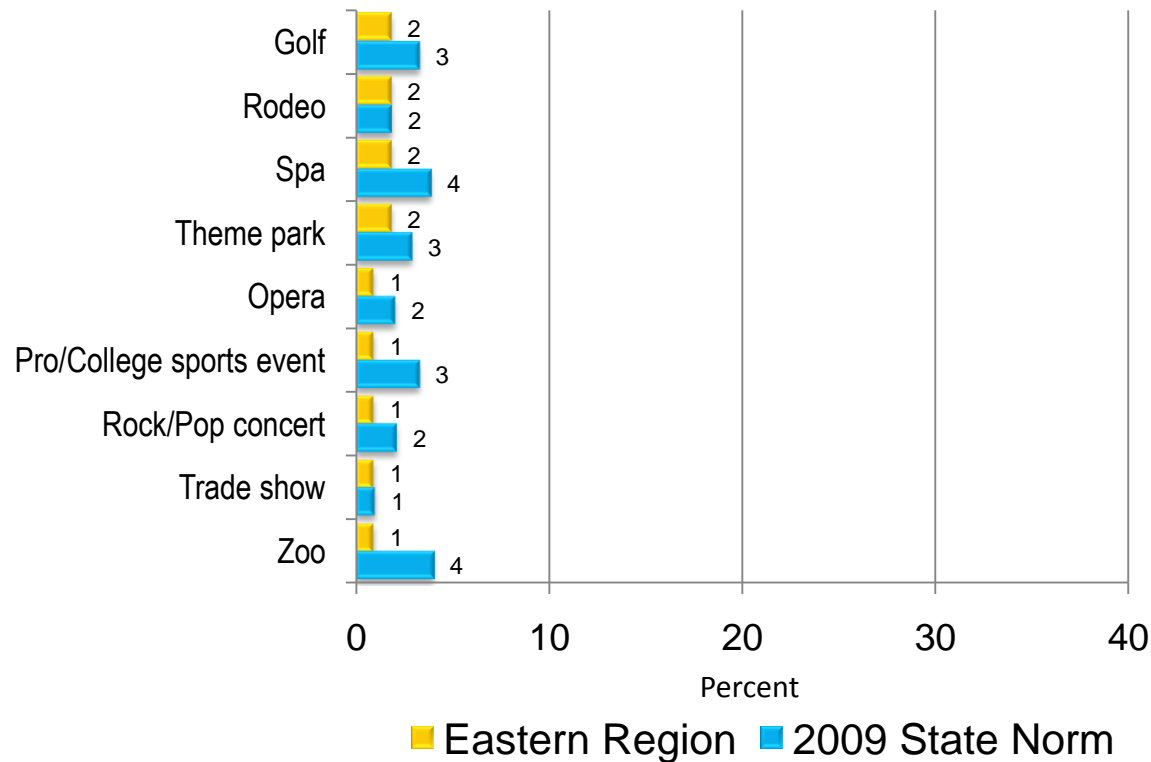
Base: Overnight Marketable Trips



# Activities and Experiences



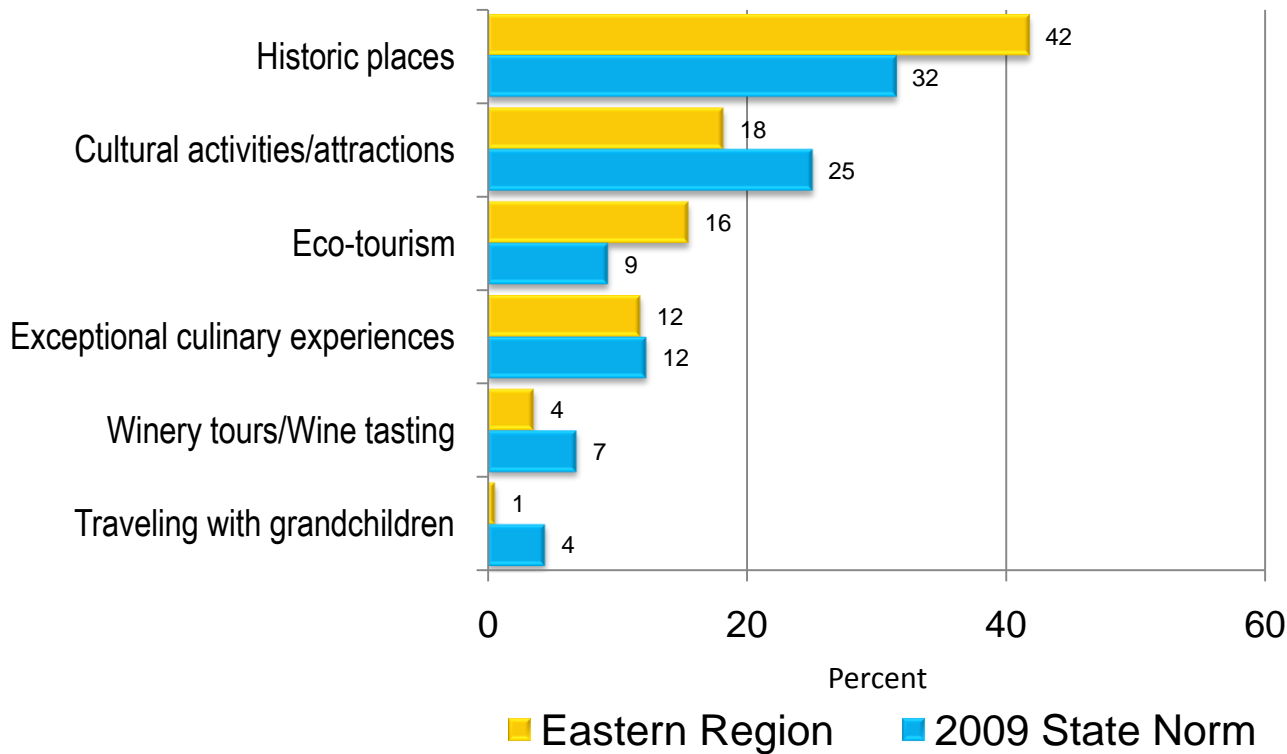
Base: Overnight Marketable Trips



# Activities of Special Interest



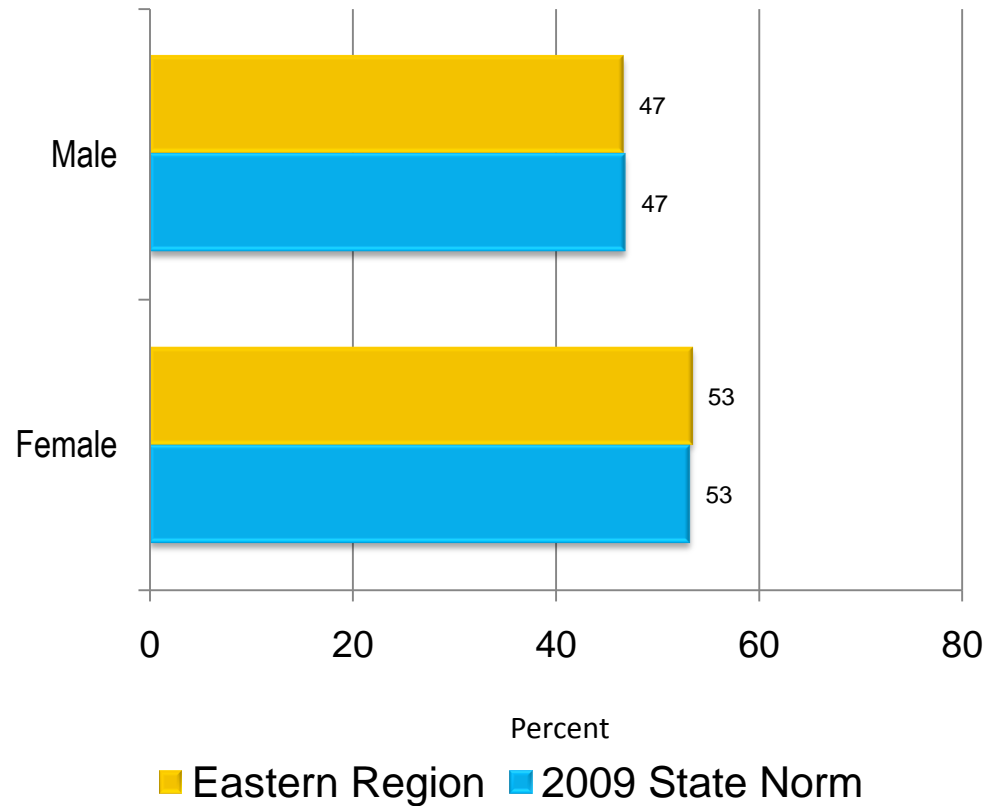
Base: Overnight Marketable Trips



# Gender



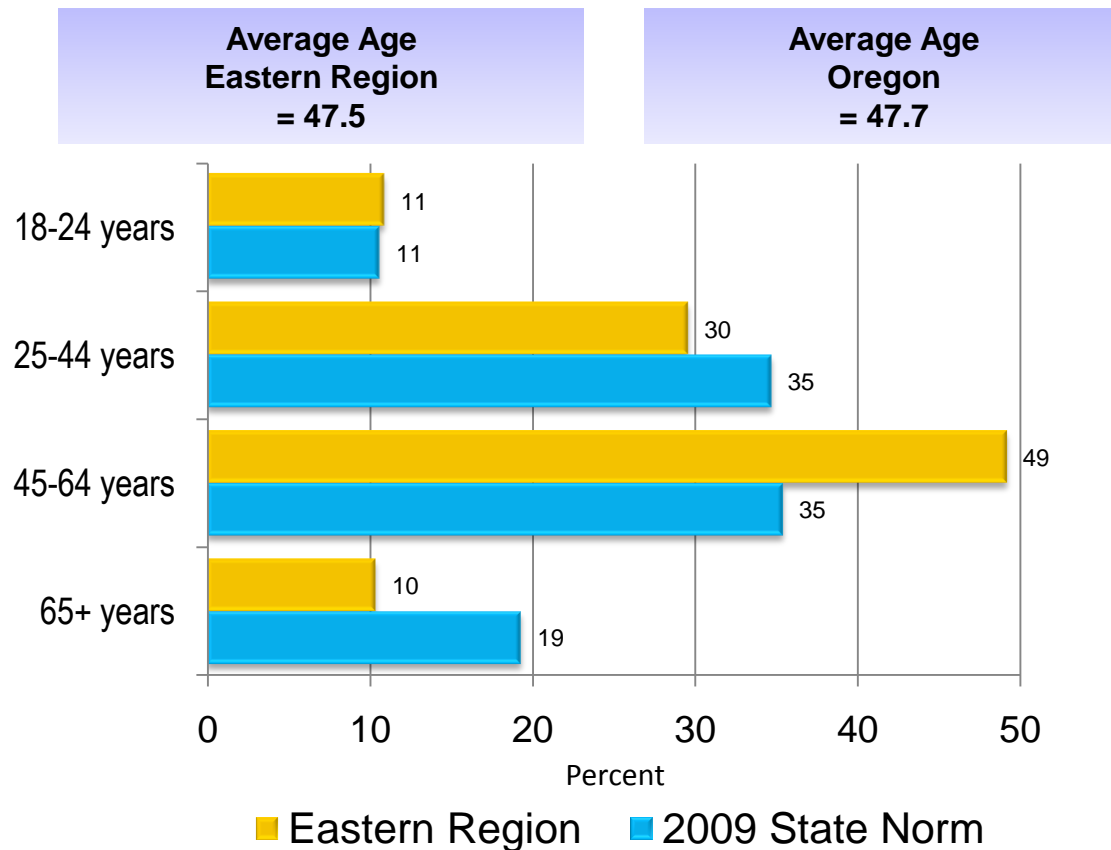
Base: Overnight Marketable Trips



# Age



Base: Overnight Marketable Trips

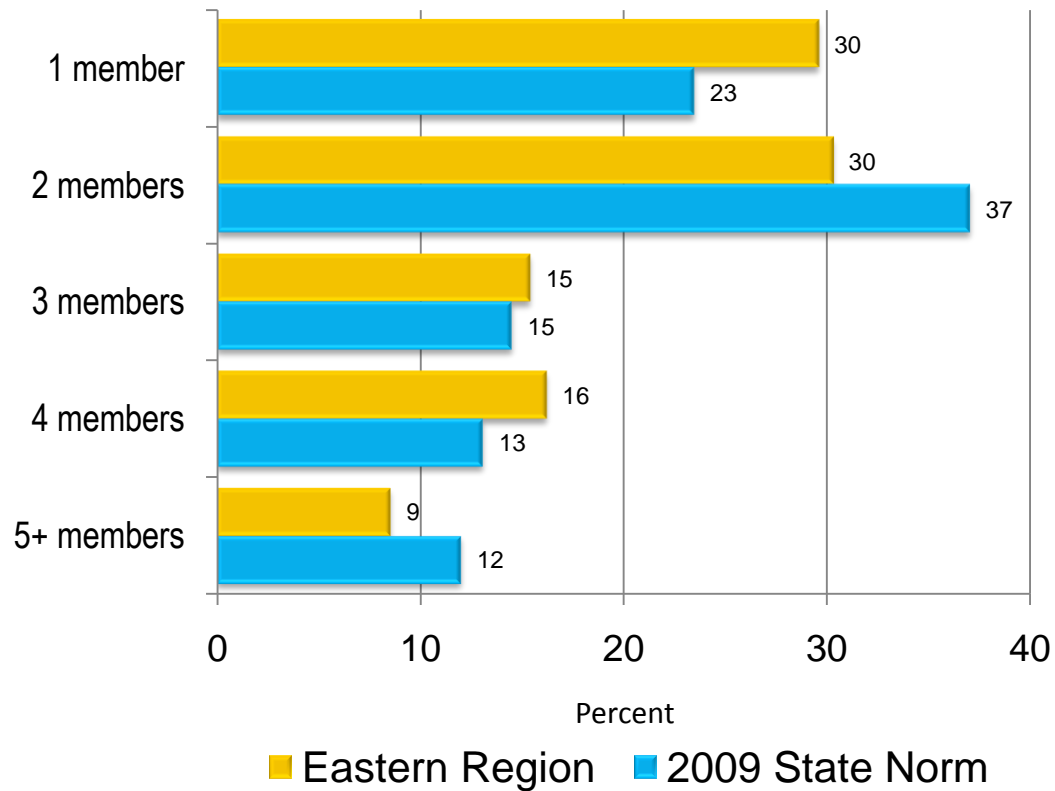




# Household Size



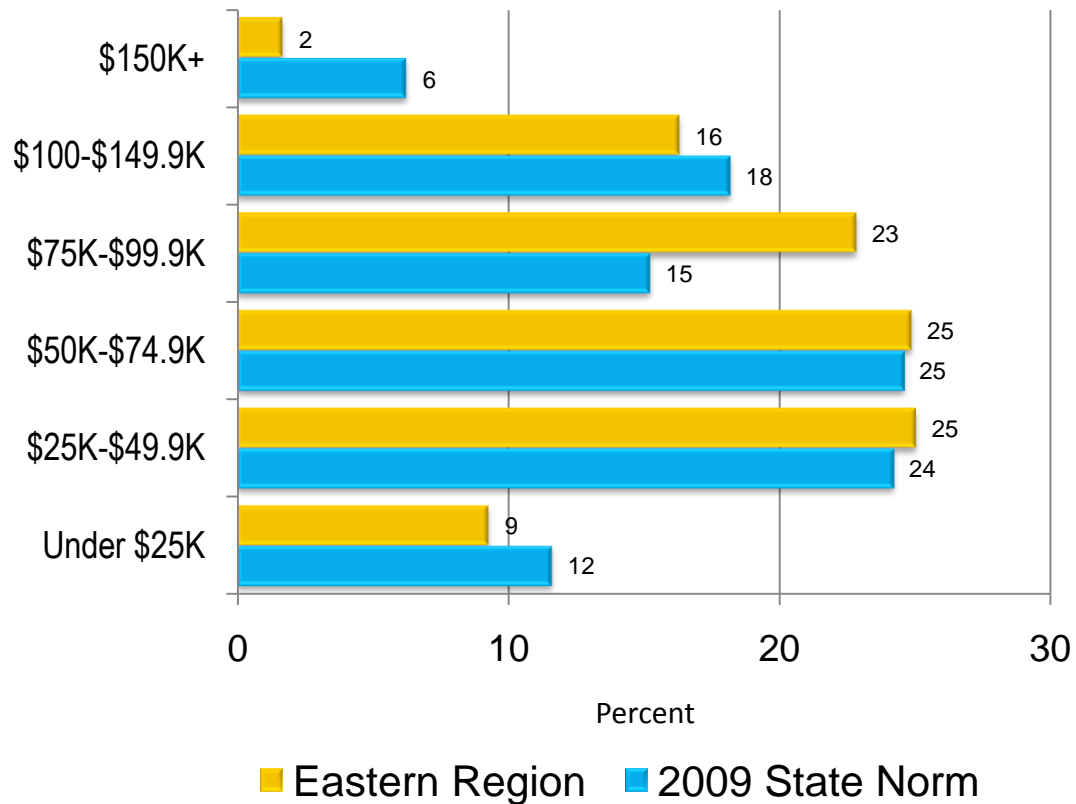
Base: Overnight Marketable Trips



# Income



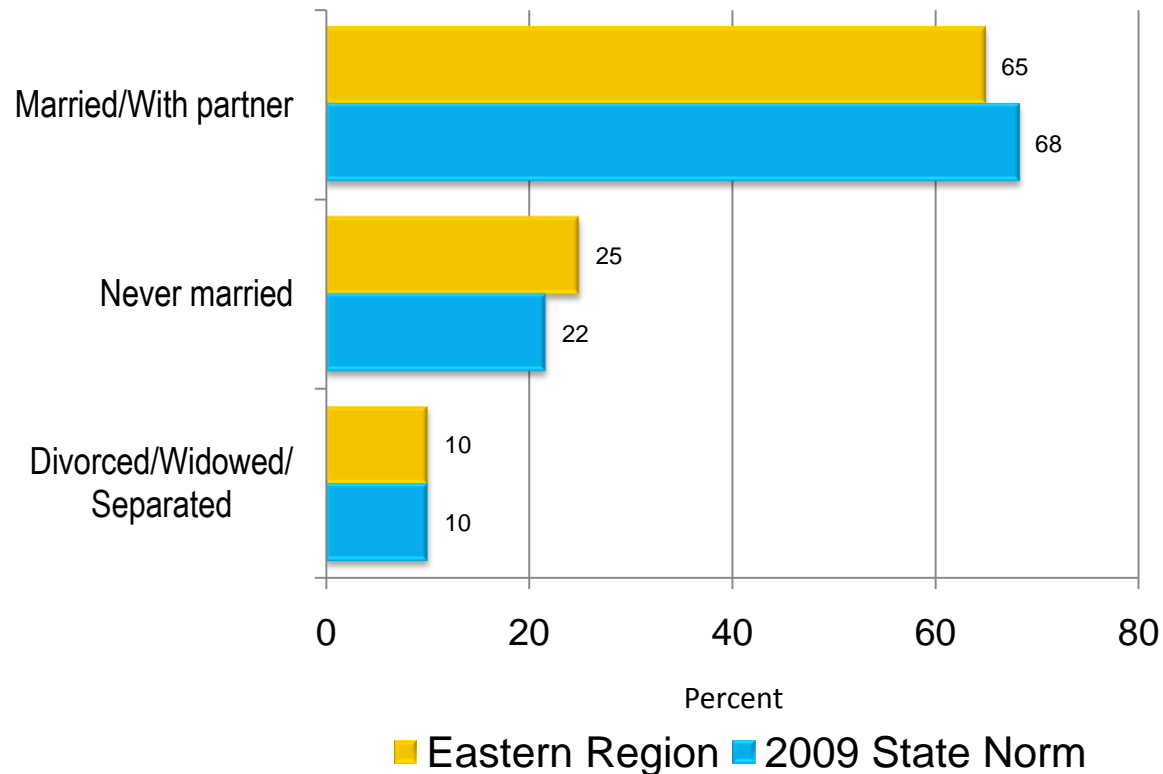
Base: Overnight Marketable Trips



# Marital Status



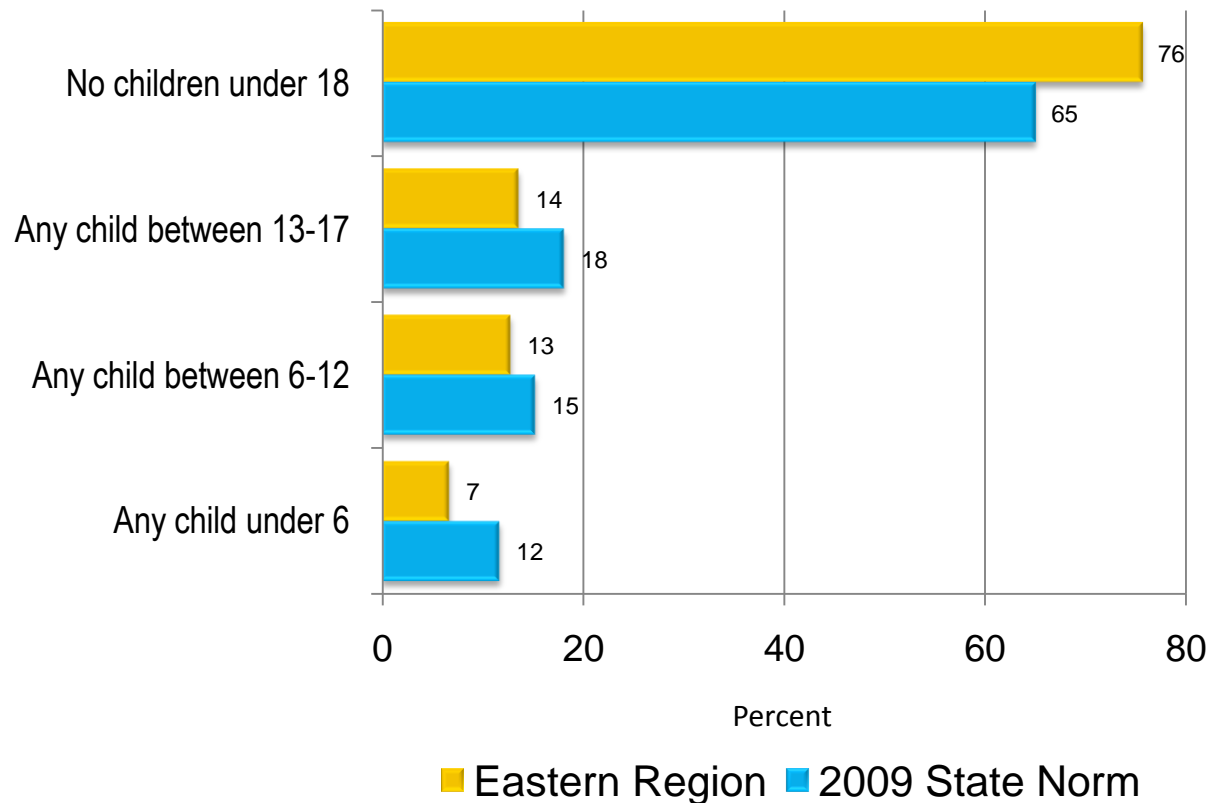
Base: Overnight Marketable Trips



# Children in Household



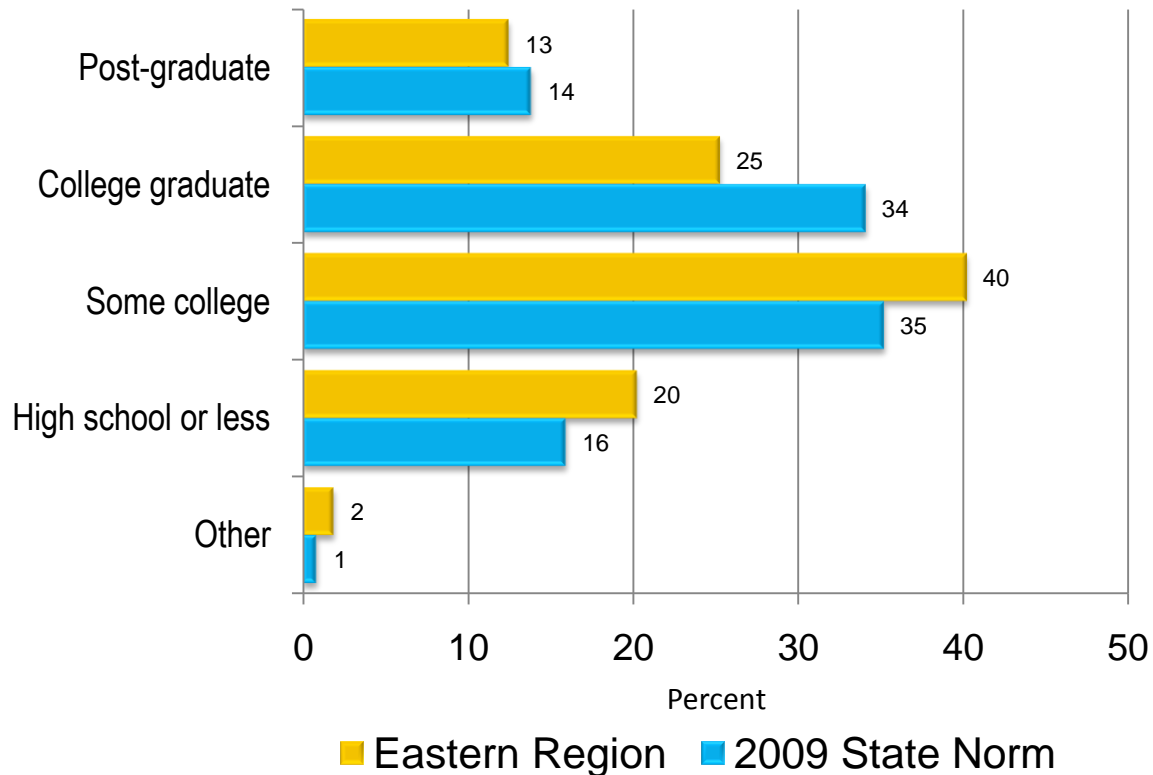
Base: Overnight Marketable Trips



# Education



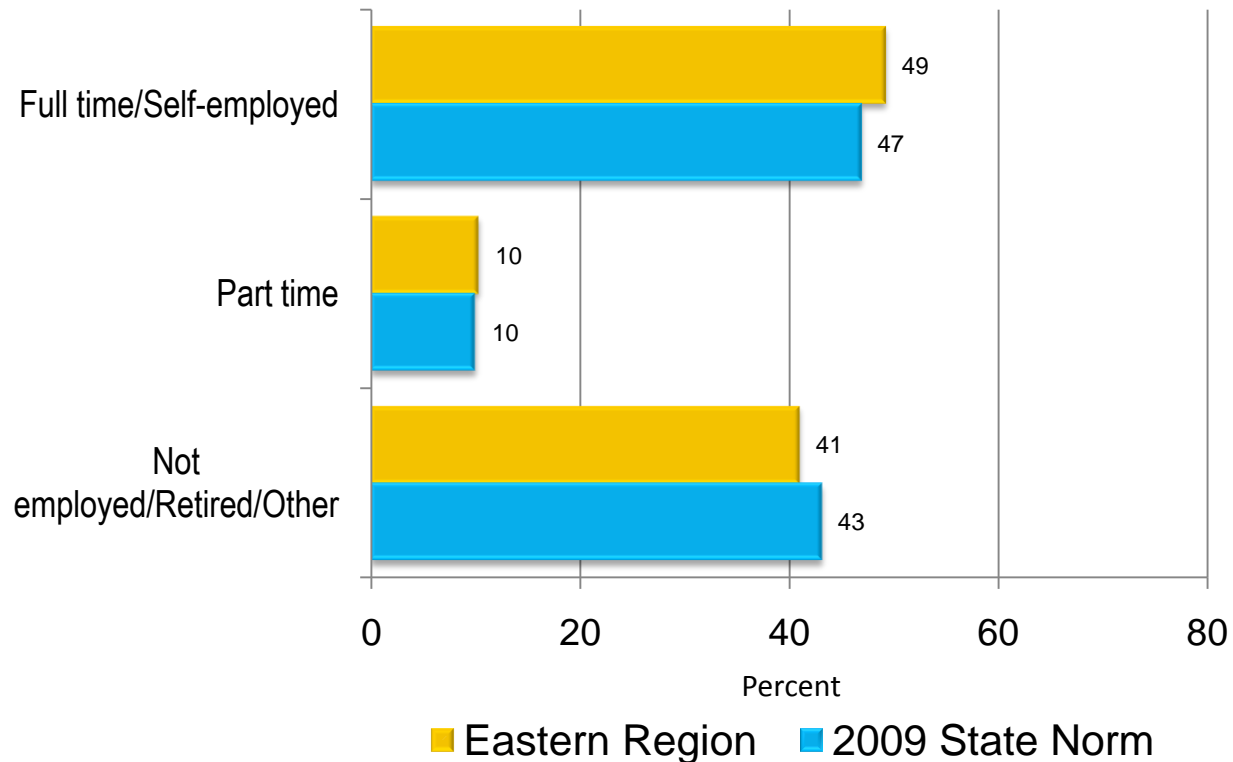
Base: Overnight Marketable Trips



# Employment



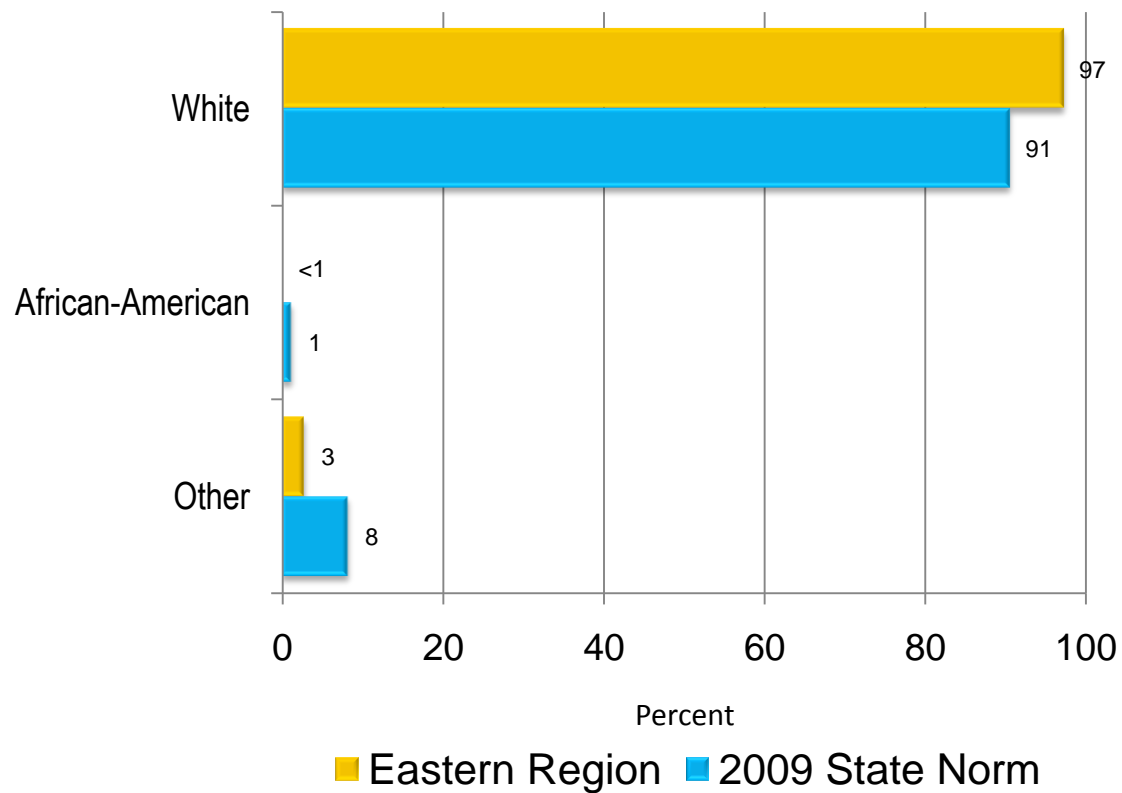
Base: Overnight Marketable Trips



# Race



Base: Overnight Marketable Trips



# Hispanic Background



Base: Overnight Marketable Trips

