



Oregon 2009  
Regional Visitor Research  
Greater Portland

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

# Methodology

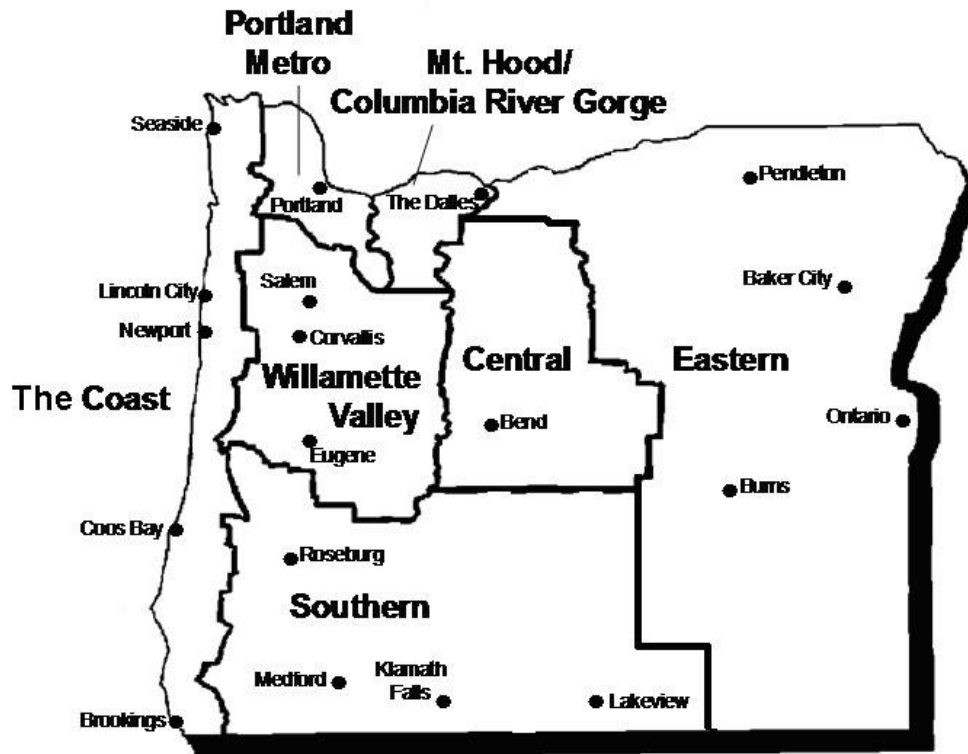


- For the 2009 travel year, a representative sample of visitors to the Greater Portland Region was identified through Travel USA®.
- Respondents who visited Oregon were asked to identify which of the state's 7 tourism regions they spent time in with the aid of a visual map.
- Of the survey sample of 2,312 overnight trips taken to Oregon :
  - *597 included a visit to Greater Portland*
  - *Of those, 156 were **marketable trips**.*

# Map



## OREGON REGIONS



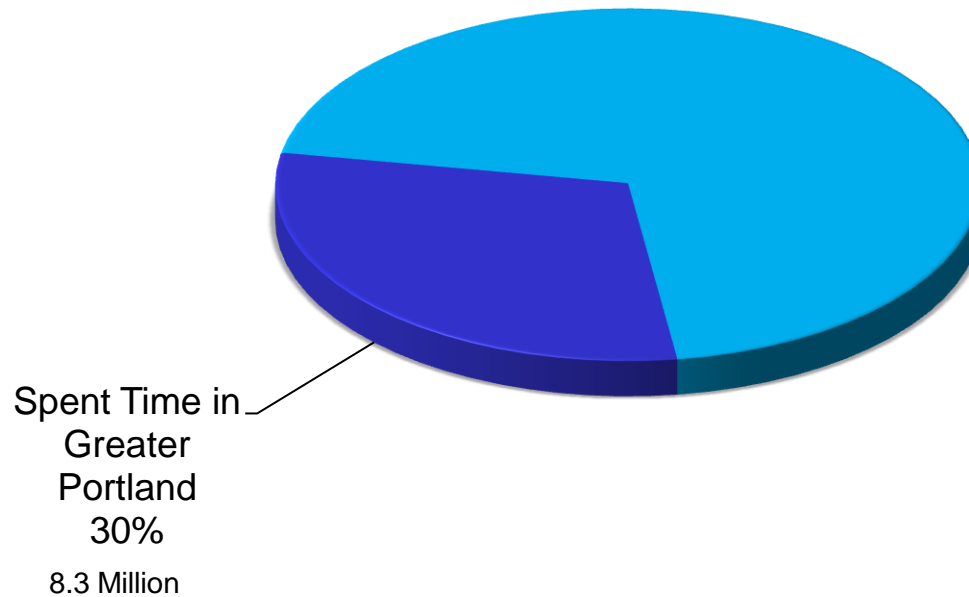


# Travel Market Size & Structure — 2009

# Size of Greater Portland's Overnight Travel Market



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

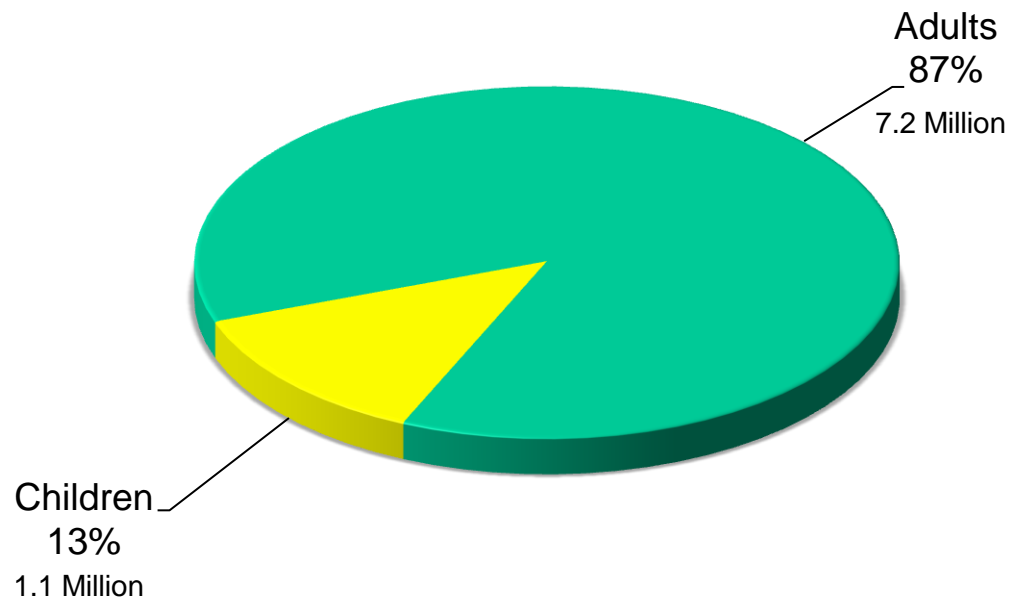


\* Includes adults and children

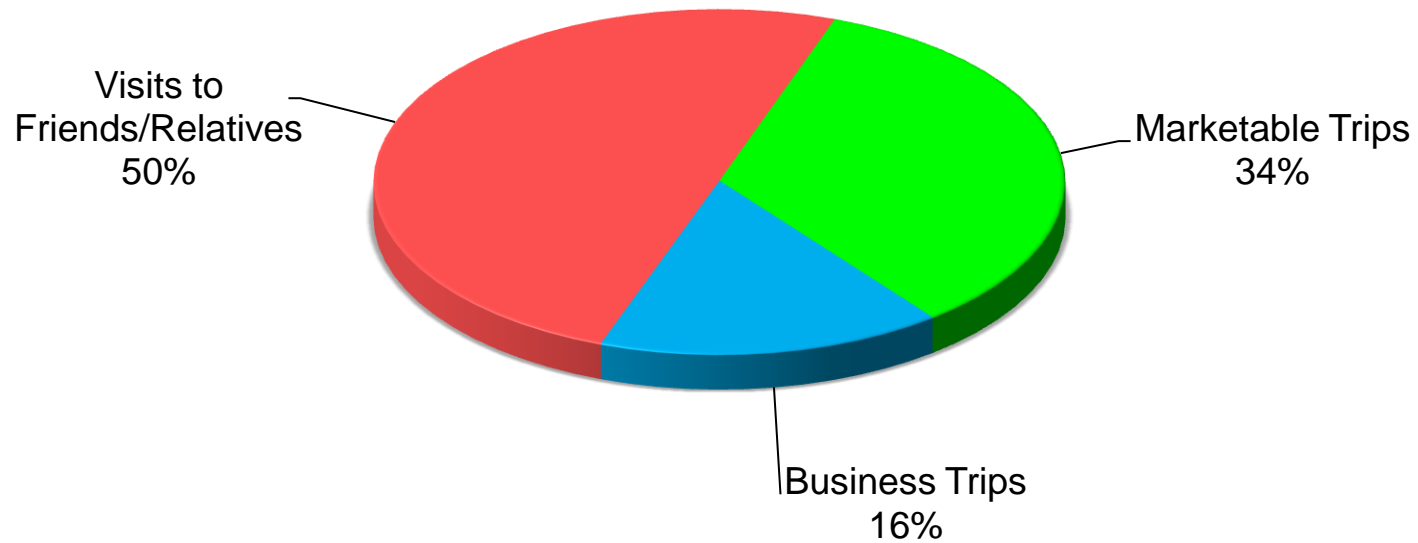
# Greater Portland's Overnight Travel Market — Adults vs. Children



**Total Overnight Trips to Greater Portland = 8.3 Million**



# Greater Portland's Overnight Travel Market by Trip Purpose

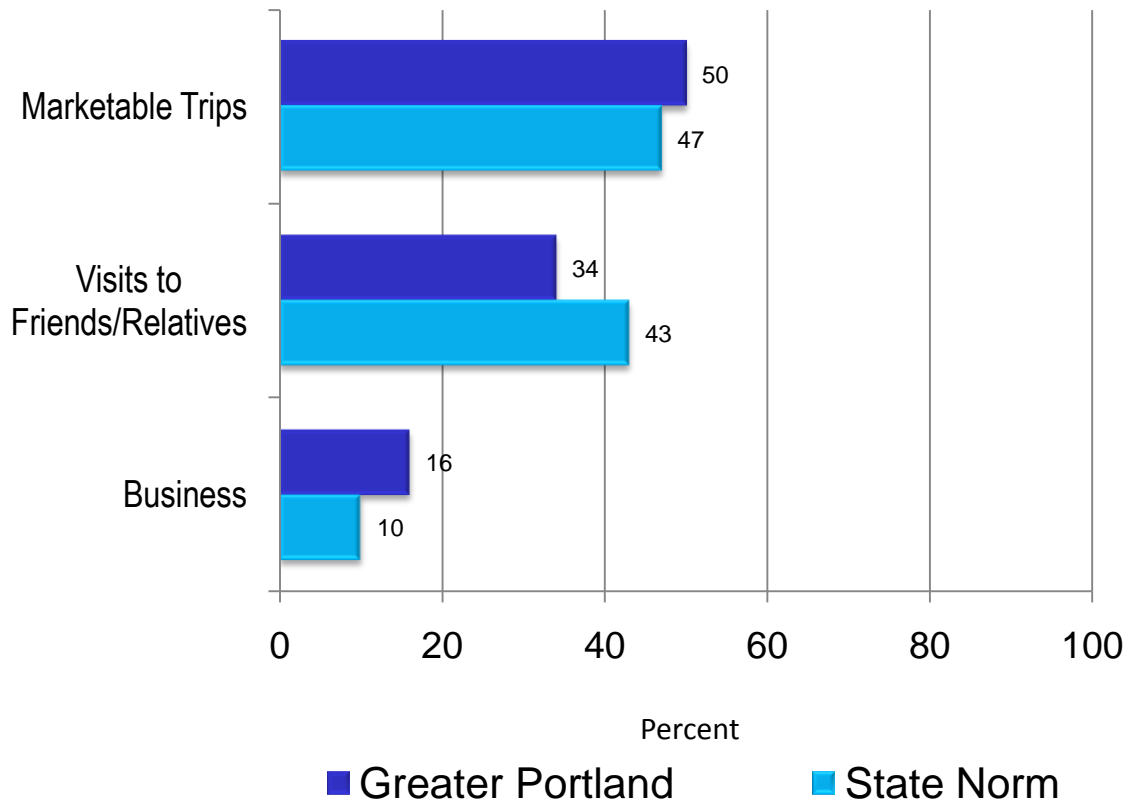




# Purpose of Trip – Greater Portland vs. Oregon State



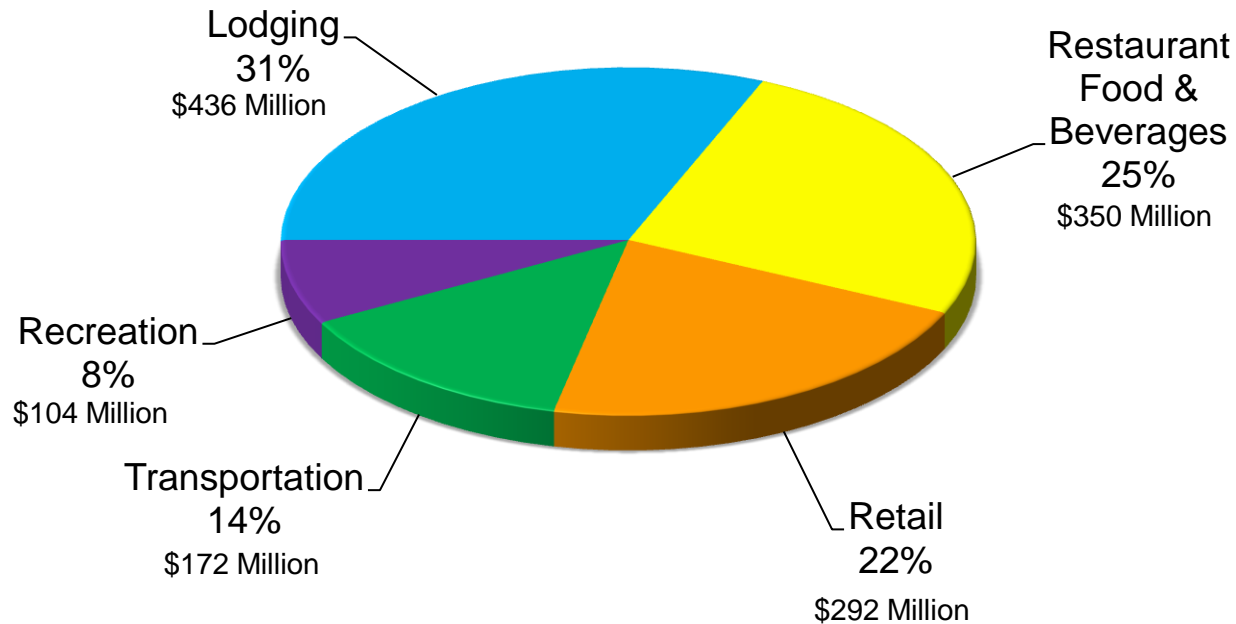
Base: 2009 Overnight Trips



# 2009 Overnight Spending – by Sector



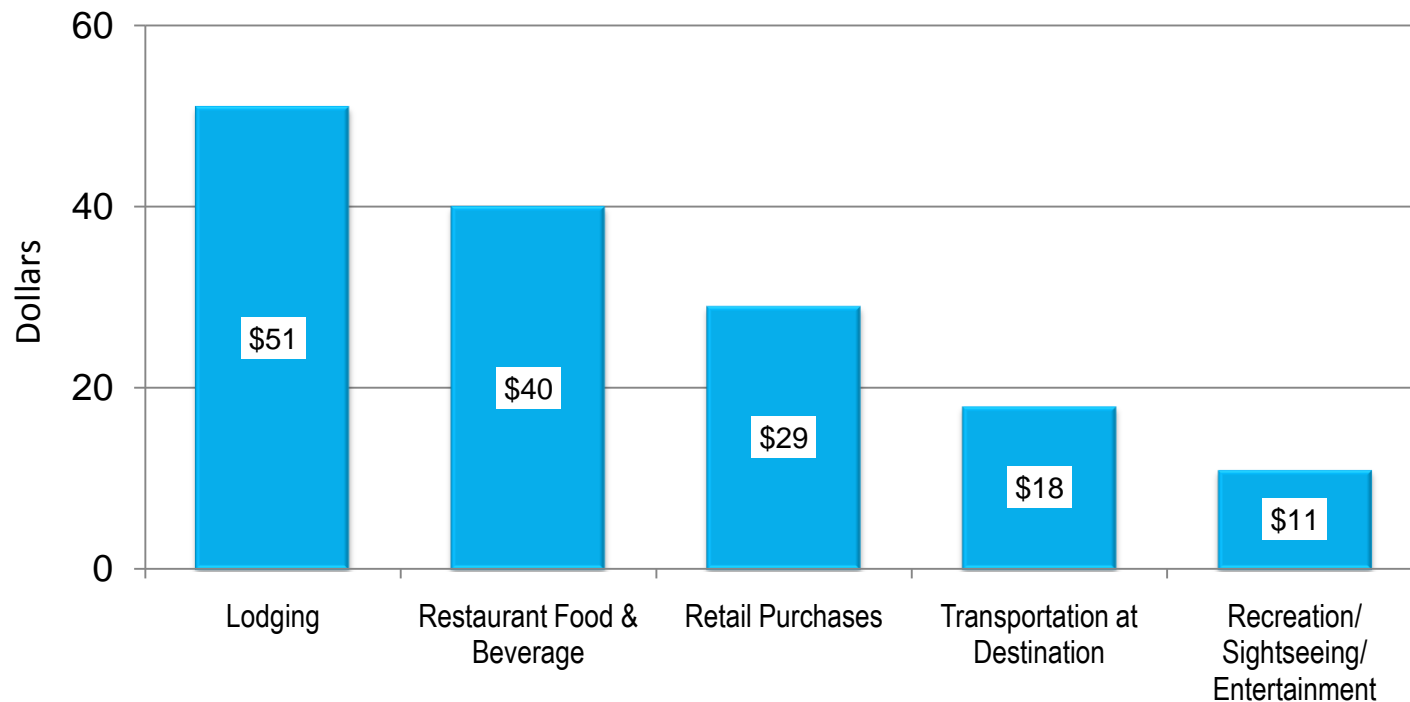
**Greater Portland Spending in 2009 = \$1,354 Million**



# Average Per Person Expenditures on Overnight Trips — By Sector



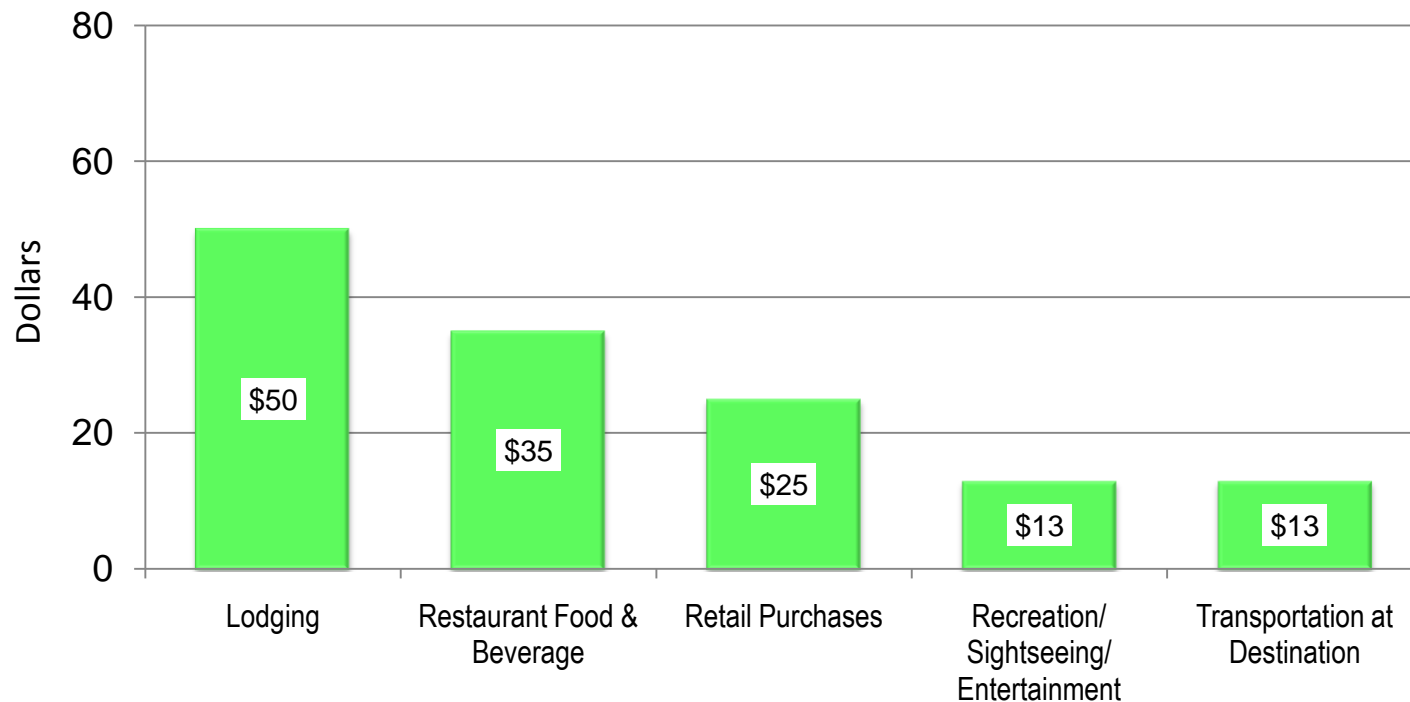
Base: 2009 Overnight Trips



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



Base: 2009 Overnight Marketable Trips



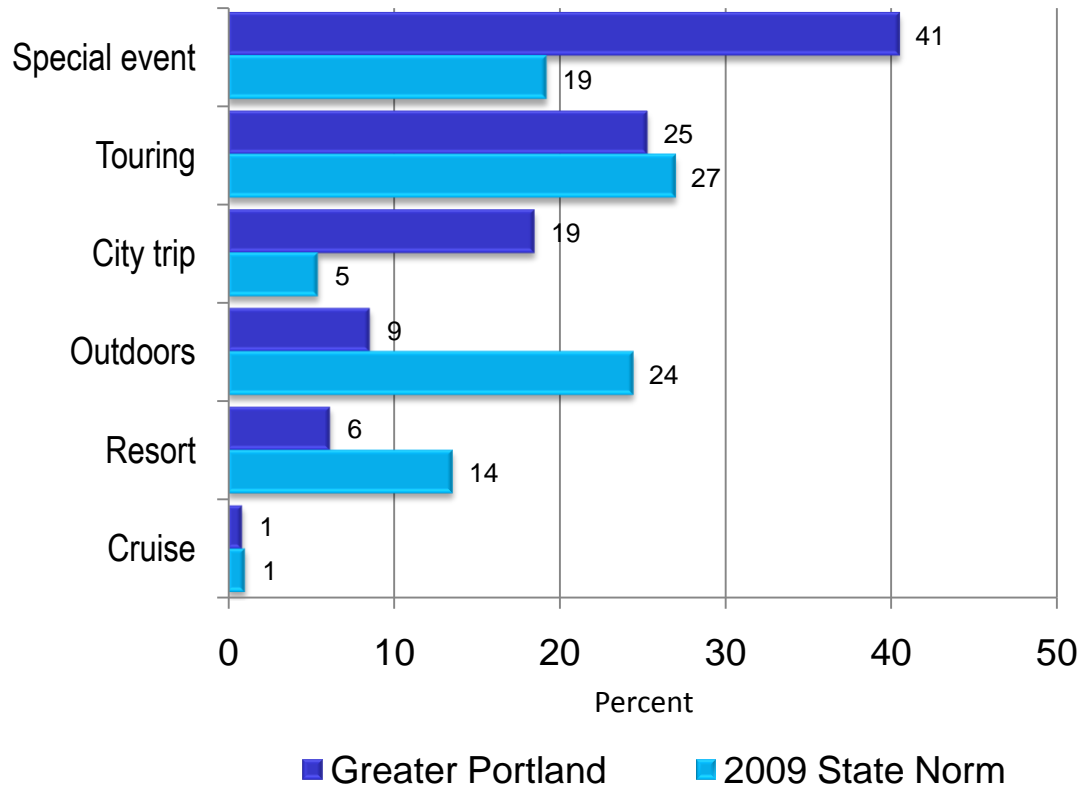


# Marketable Trip Characteristics and Visitor Profile — 2008/2009

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



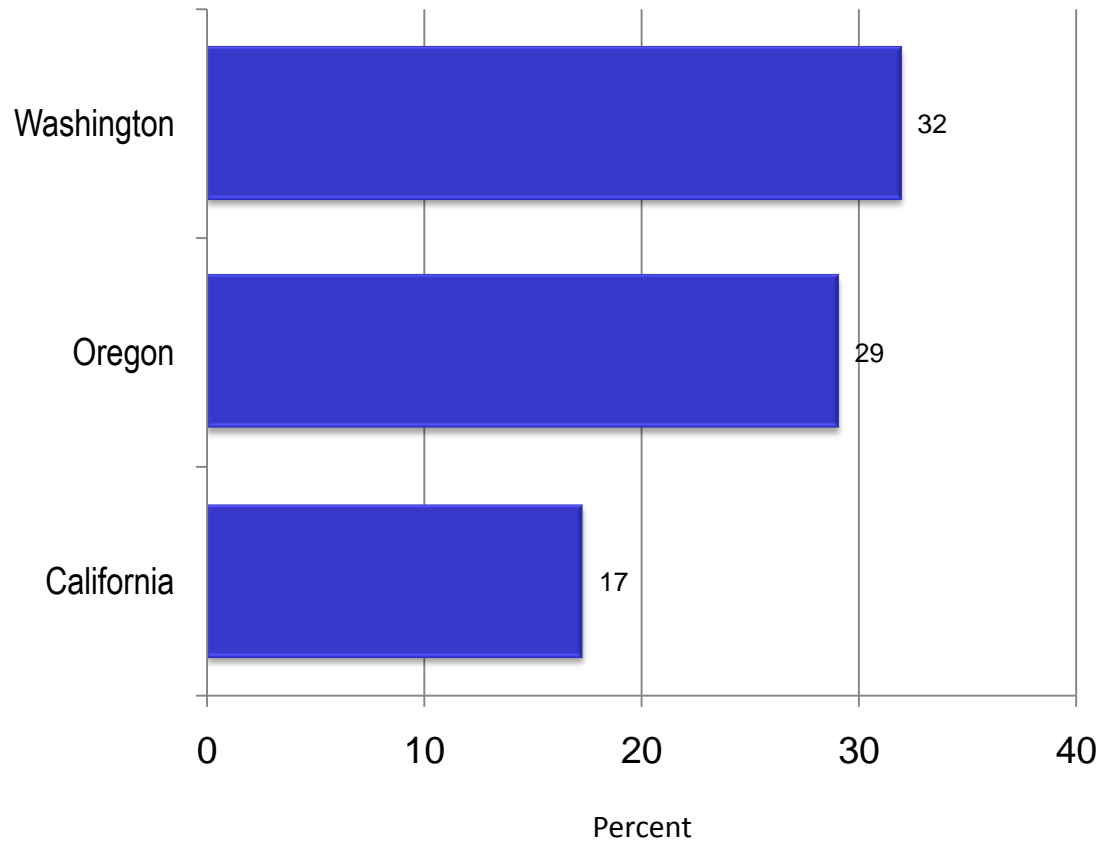
Base: Overnight Marketable Trips



# State Origin Of Overnight Trip



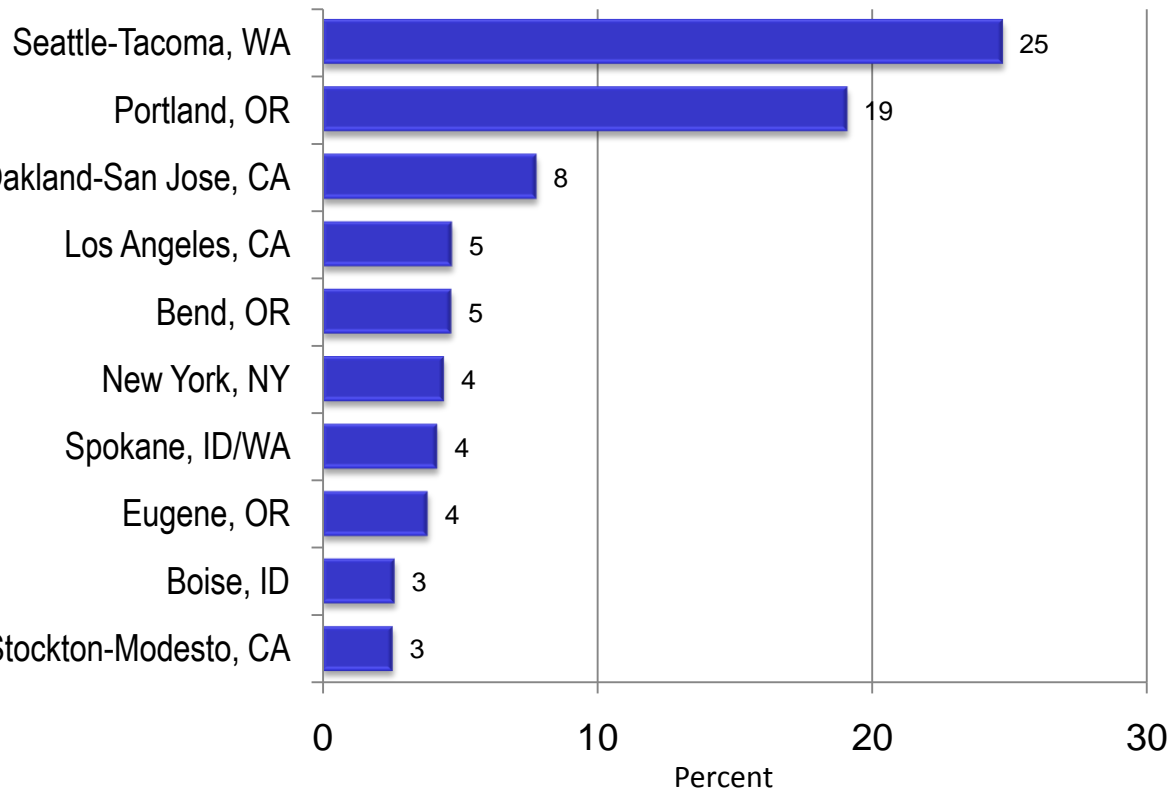
Base: Overnight Marketable Trips



# DMA Origin Of Overnight Trip



Base: Overnight Marketable Trips

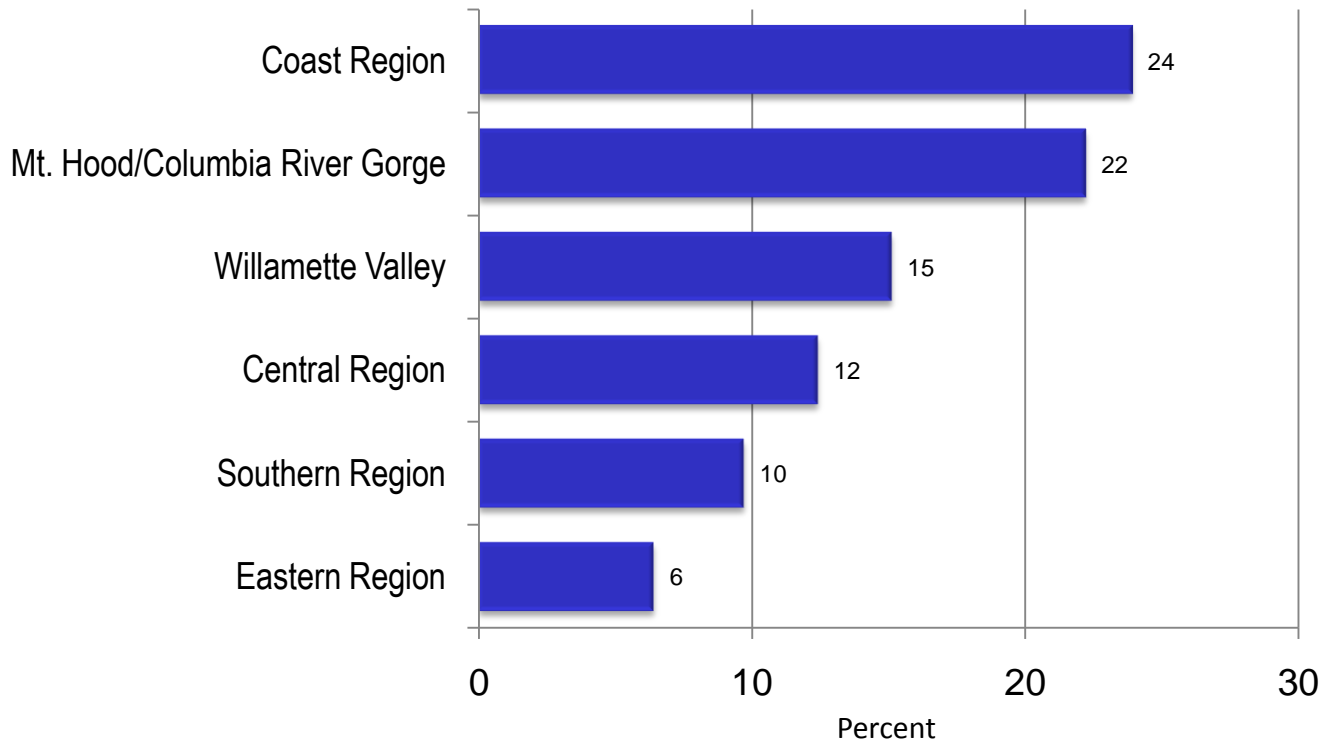




# Other Oregon Regions Visited on Greater Portland Trip



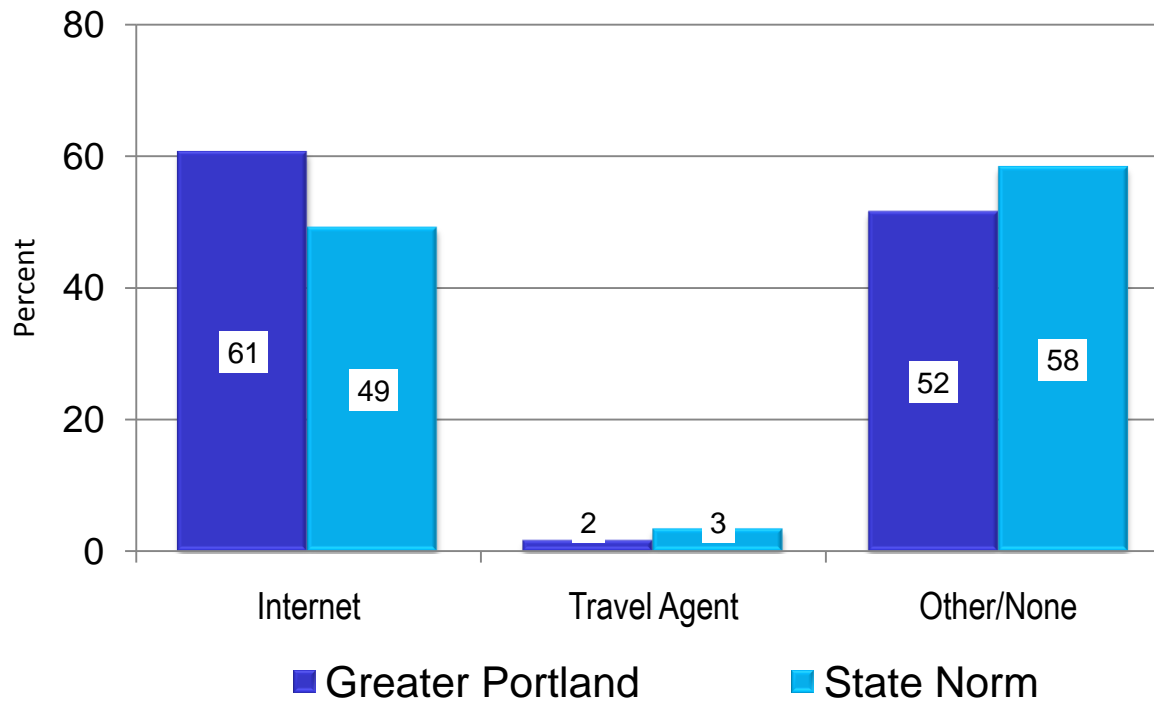
Base: Overnight Marketable Trips



# Method of Planning Trip



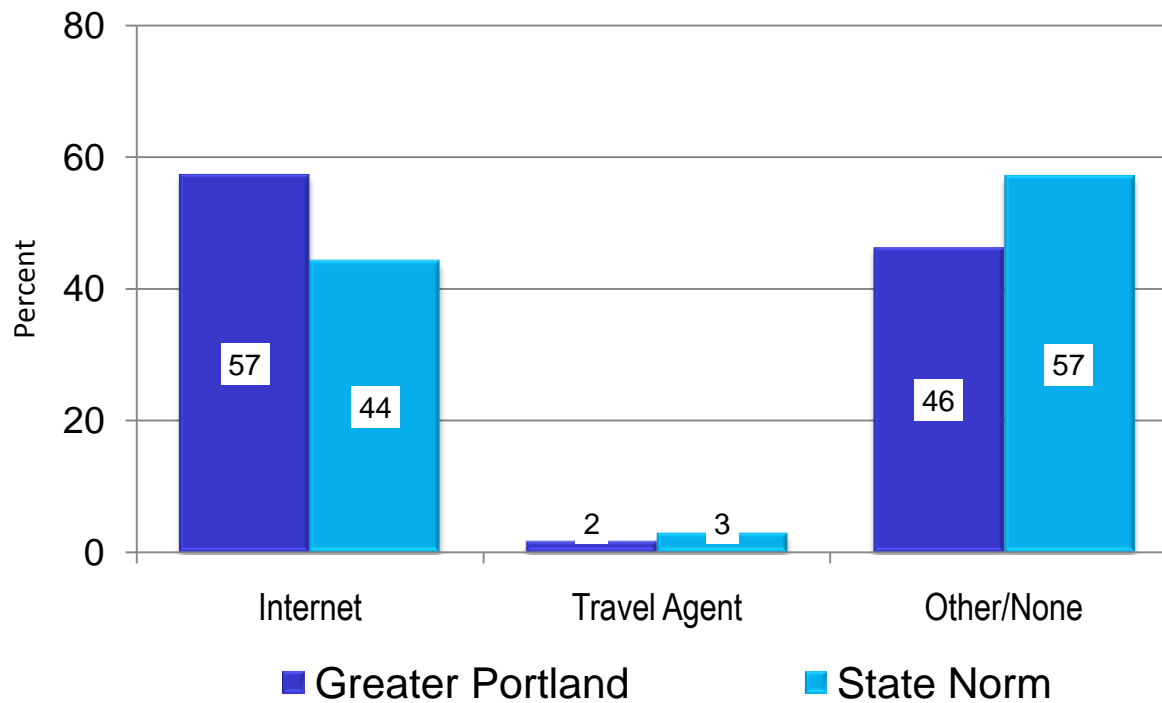
Base: Overnight Marketable Trips



# Method of Booking Trip



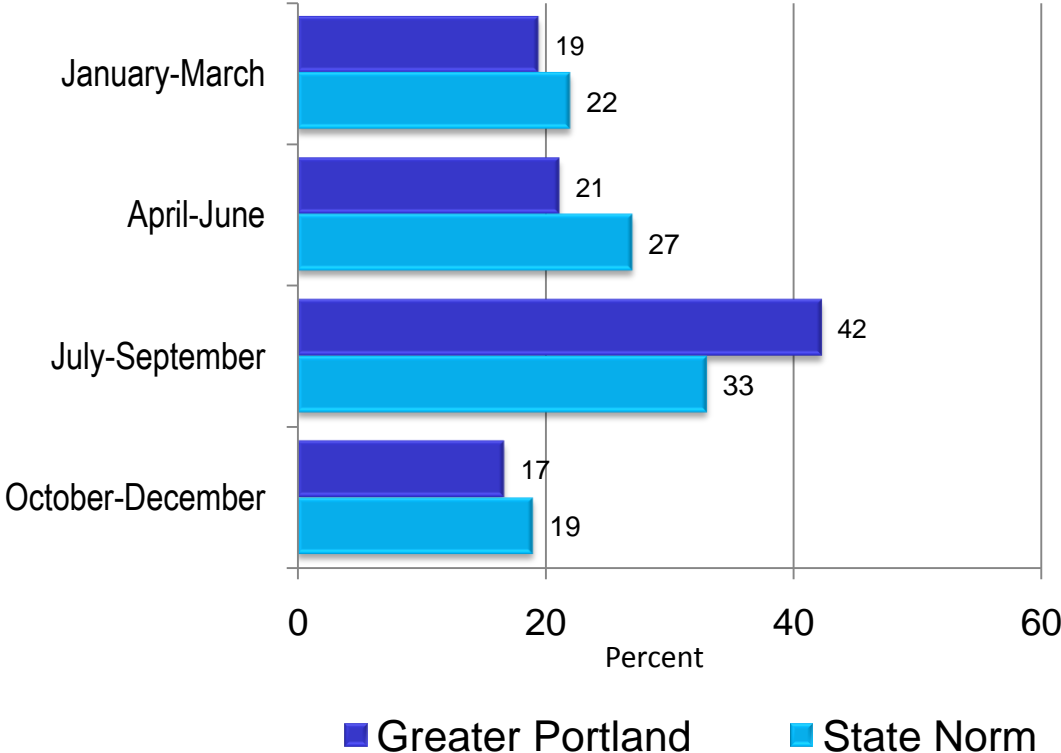
Base: Overnight Marketable Trips



# Season of Trip



Base: Overnight Marketable Trips



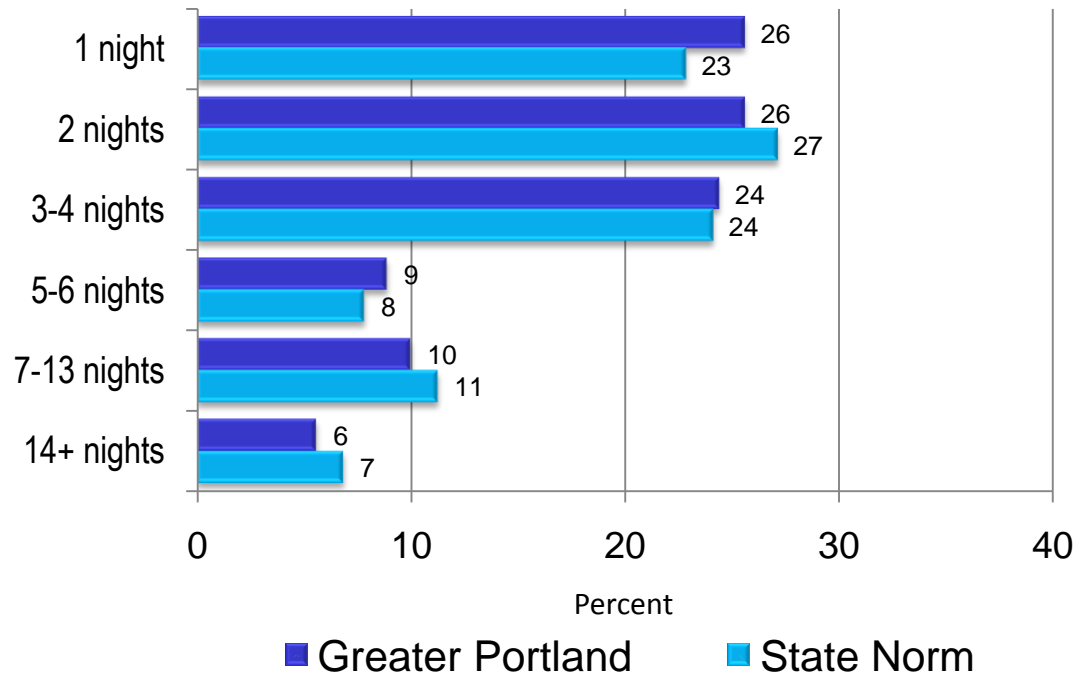
# Total Nights Away on Trip



Base: Overnight Marketable Trips

**Average  
Greater Portland  
= 4.2 Nights**

**Average  
Oregon  
= 4.5 Nights**

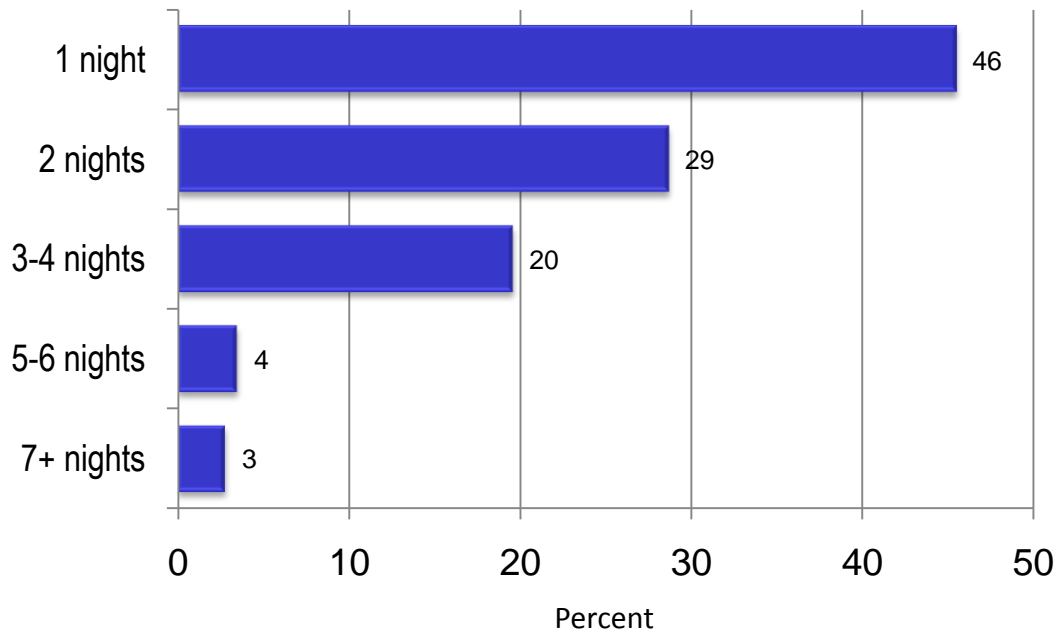


# Number of Nights Spent in Greater Portland Region



Base: Overnight Marketable Trip with 1+ Nights Spent In Greater Portland

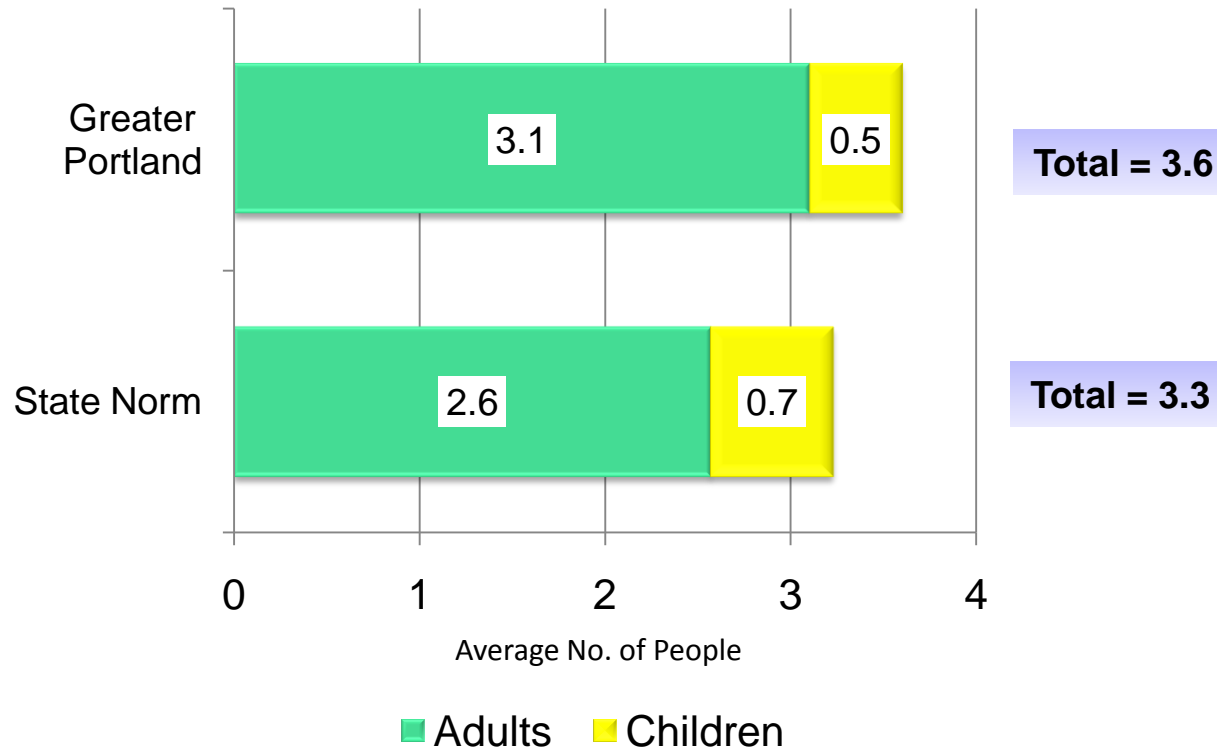
**Average Nights Spent in Greater Portland = 2.2**



# Size of Travel Party



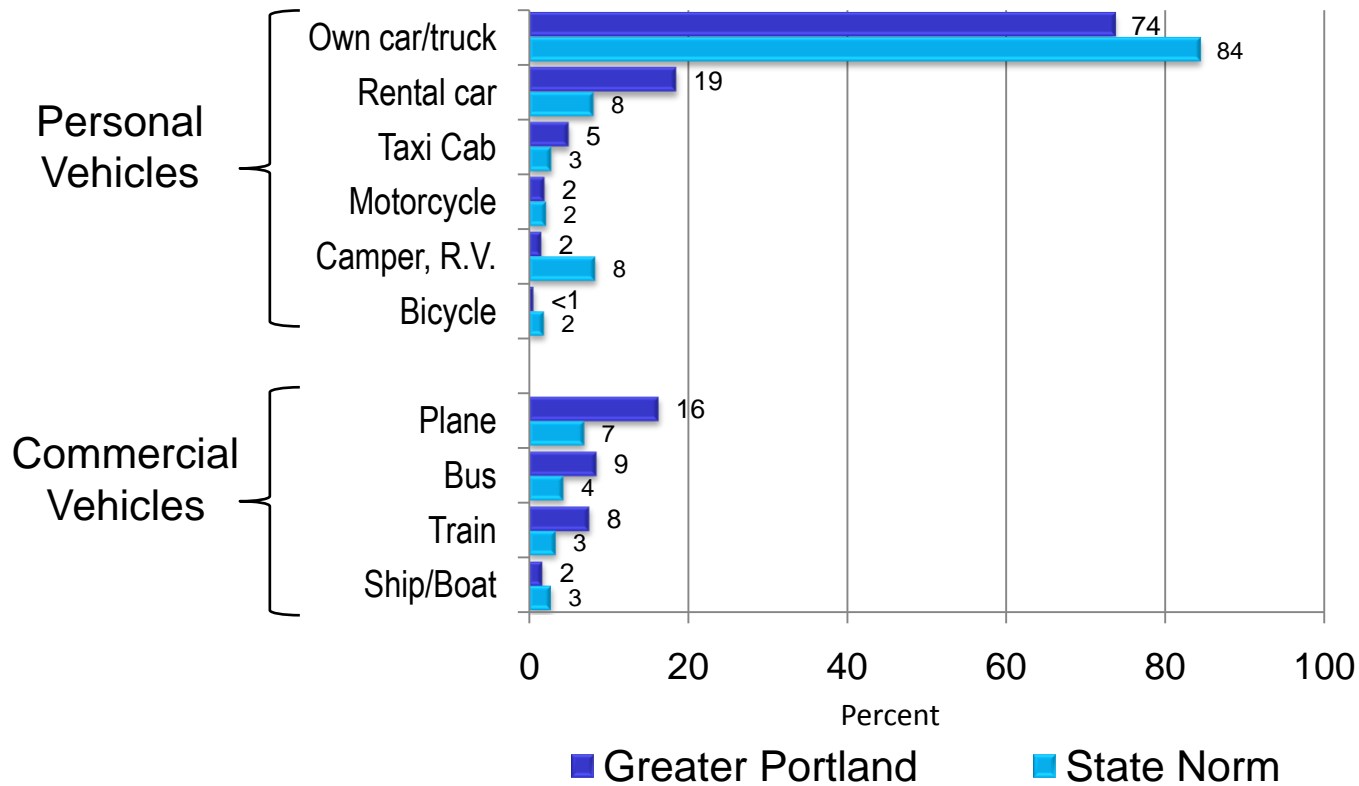
Base: Overnight Marketable Trips



# Transportation



Base: Overnight Marketable Trips

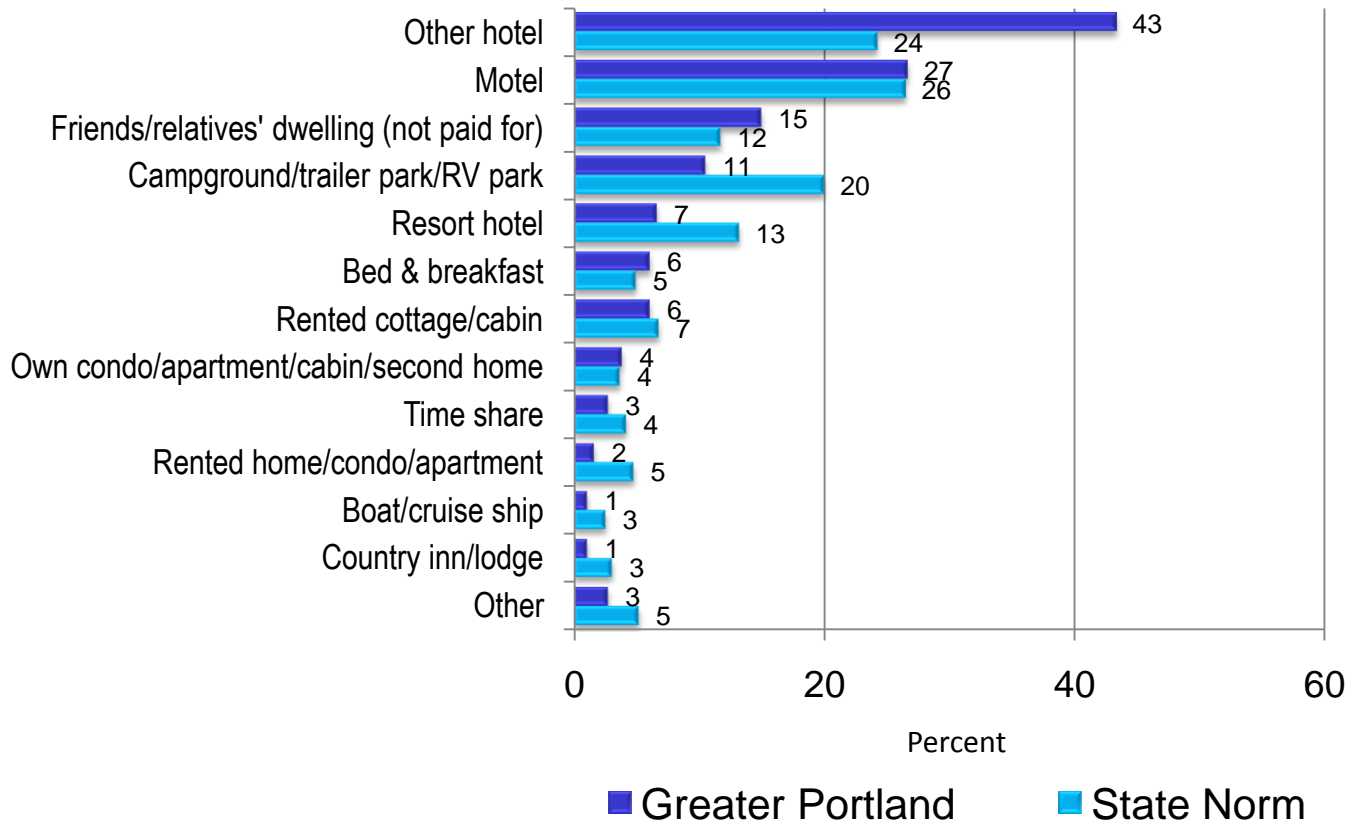




# Accommodation



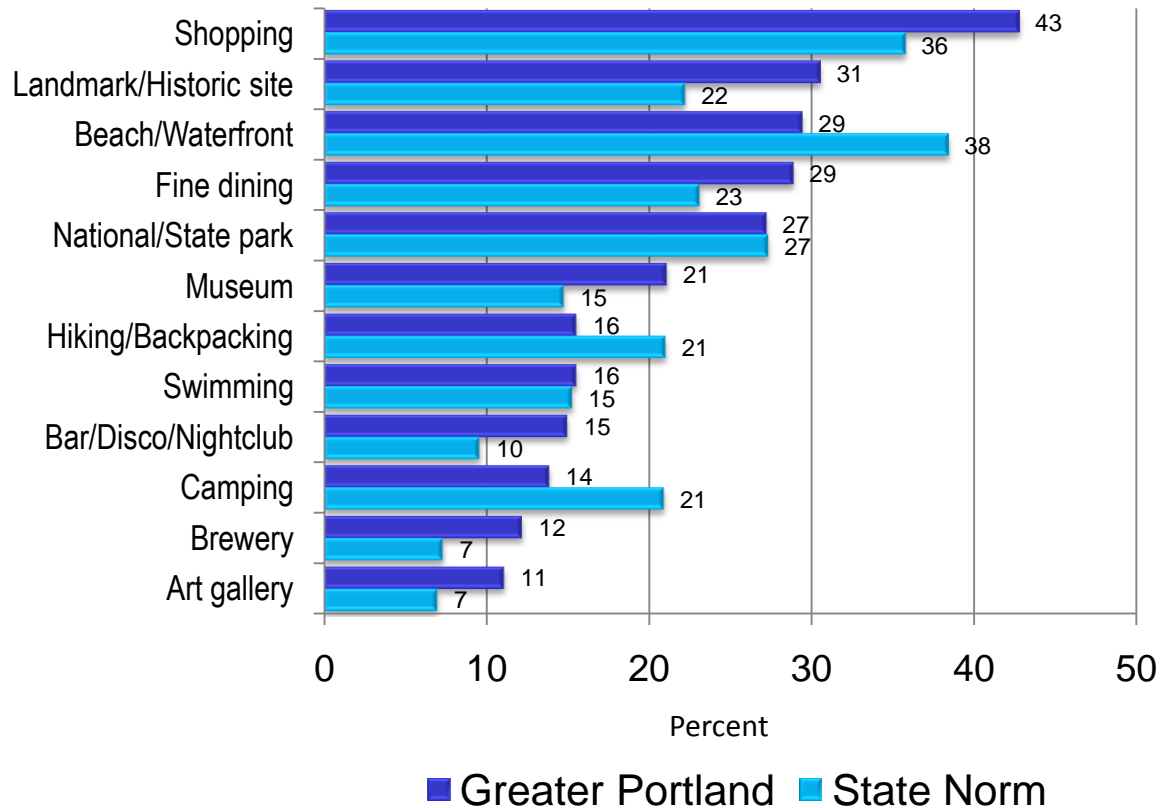
Base: Overnight Marketable Trips



# Activities and Experiences



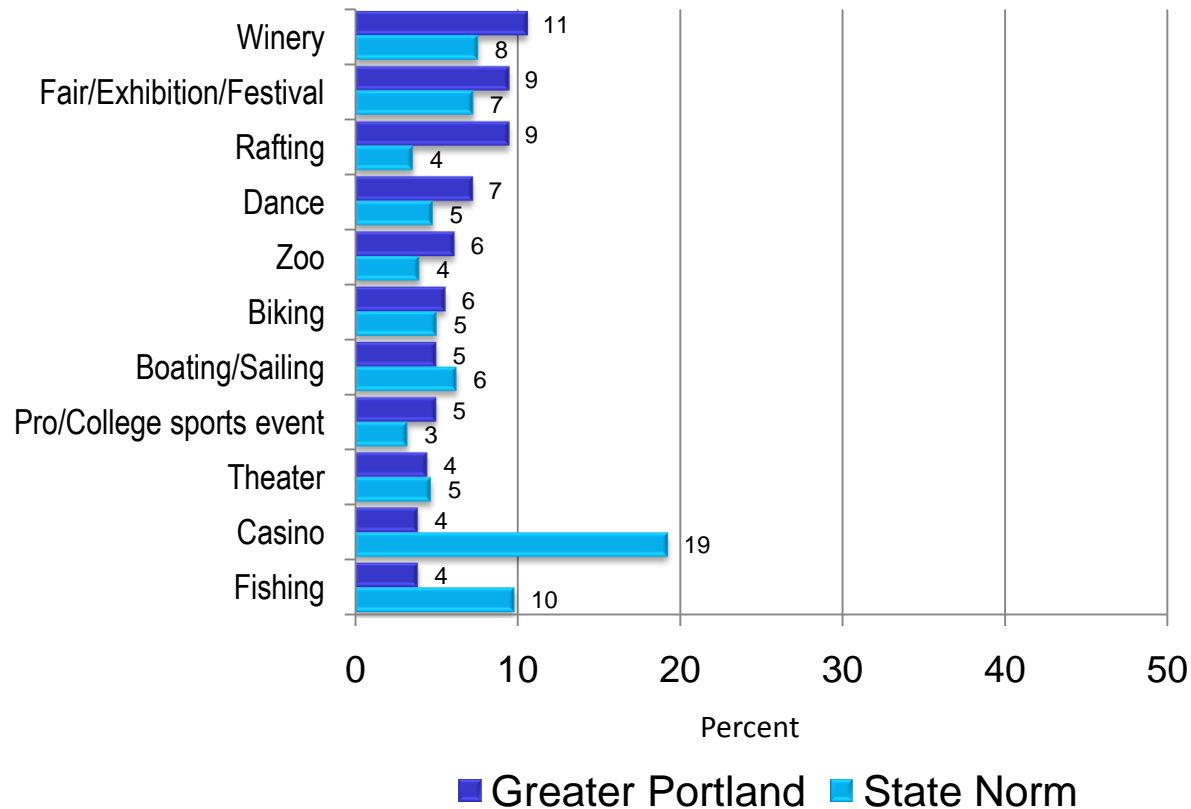
Base: Overnight Marketable Trips



# Activities and Experiences (Cont'd)



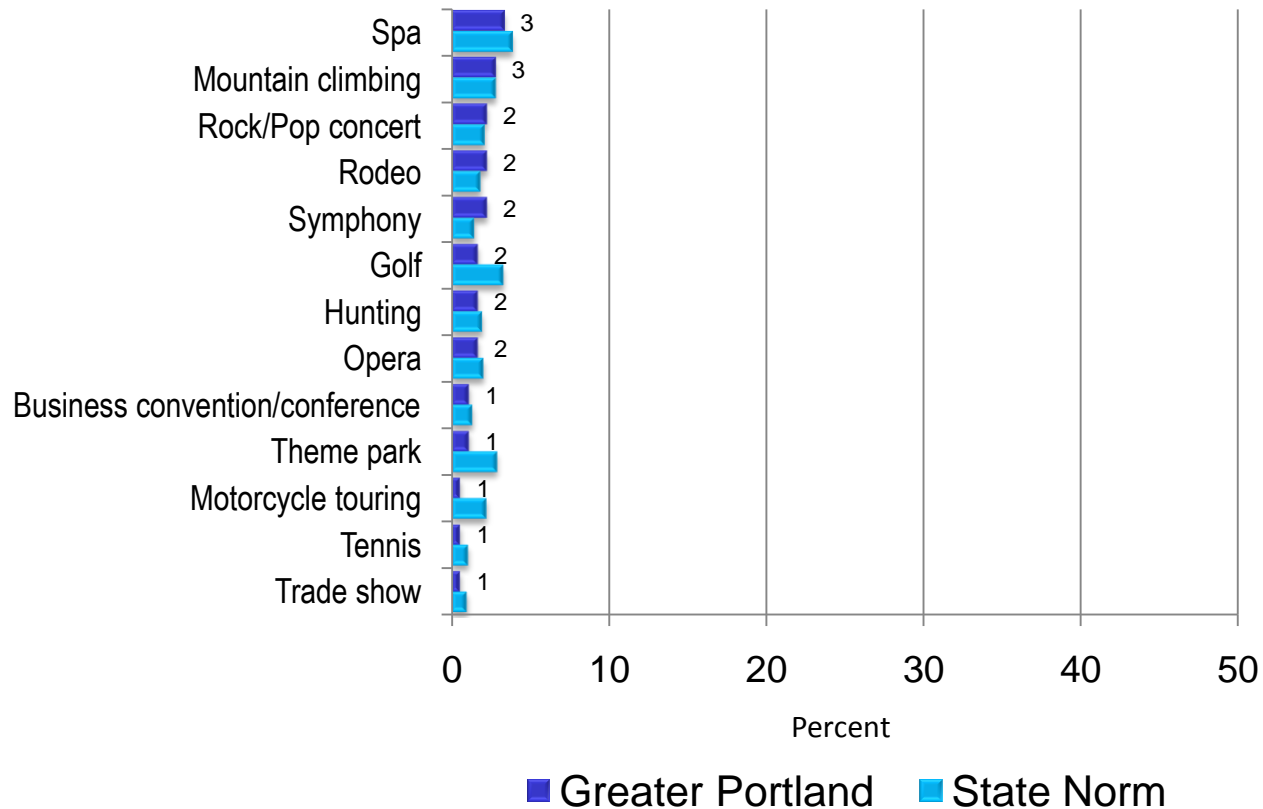
Base: Overnight Marketable Trips



# Activities and Experiences (Cont'd)



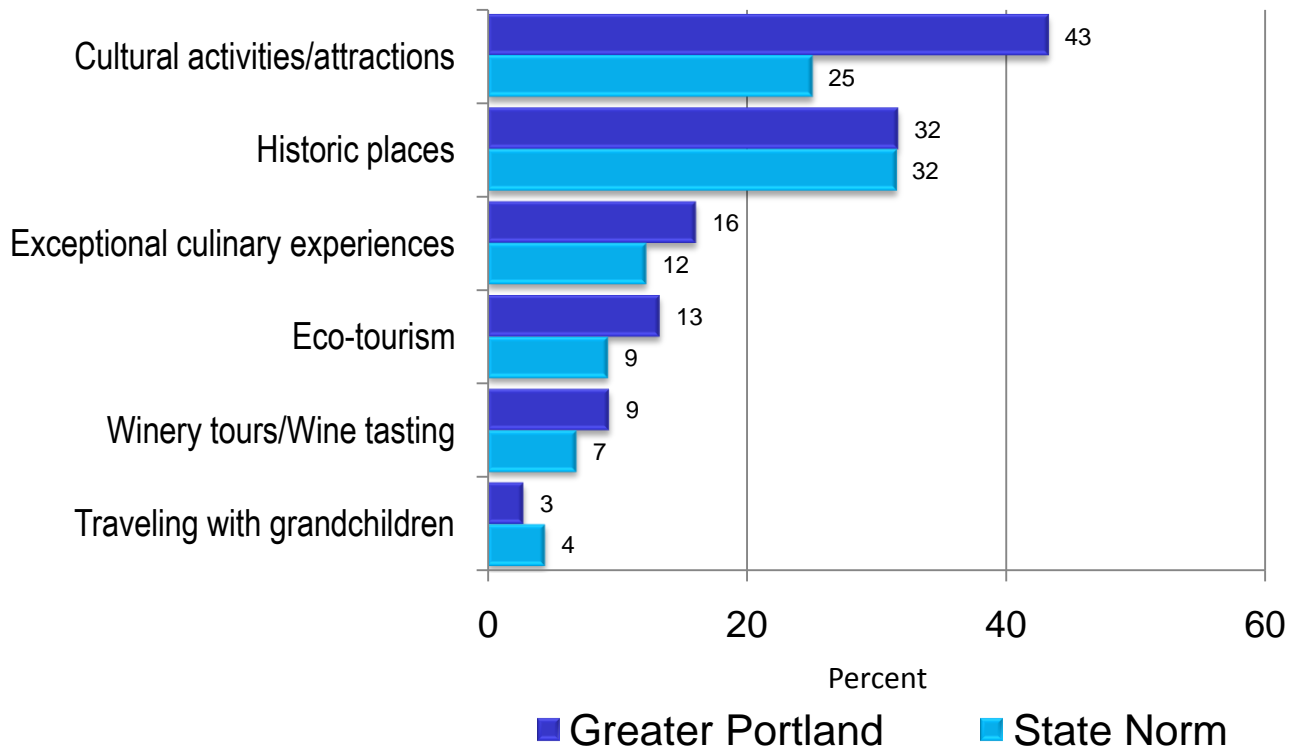
Base: Overnight Marketable Trips



# Activities of Special Interest



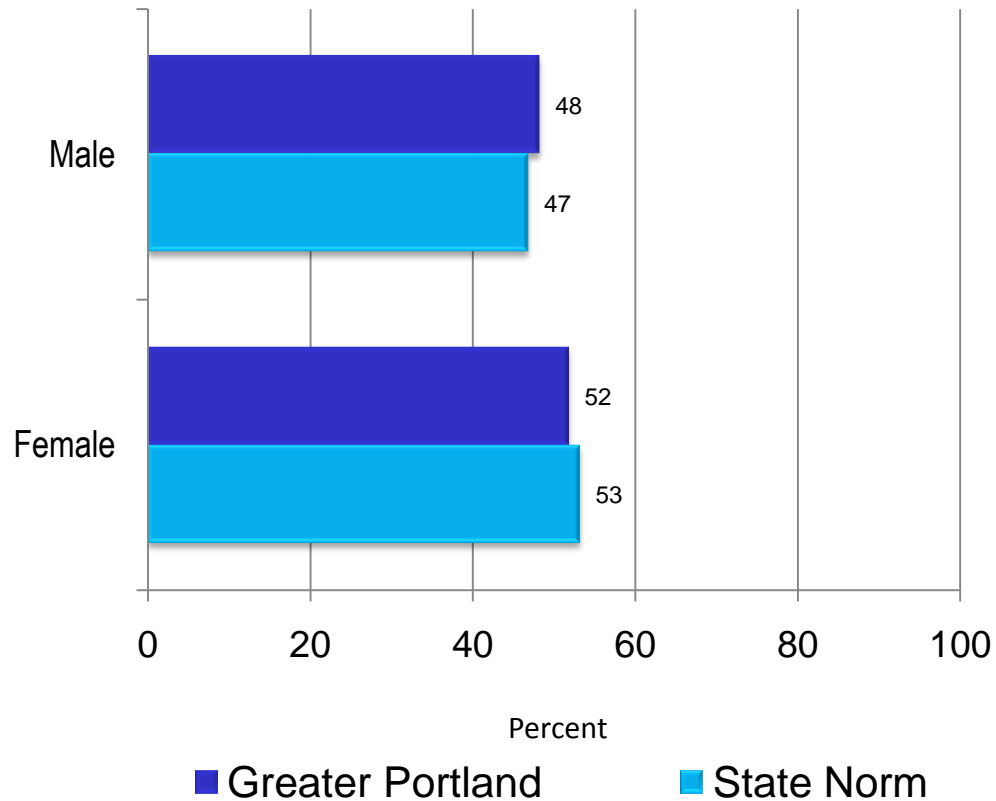
Base: Overnight Marketable Trips



# Gender



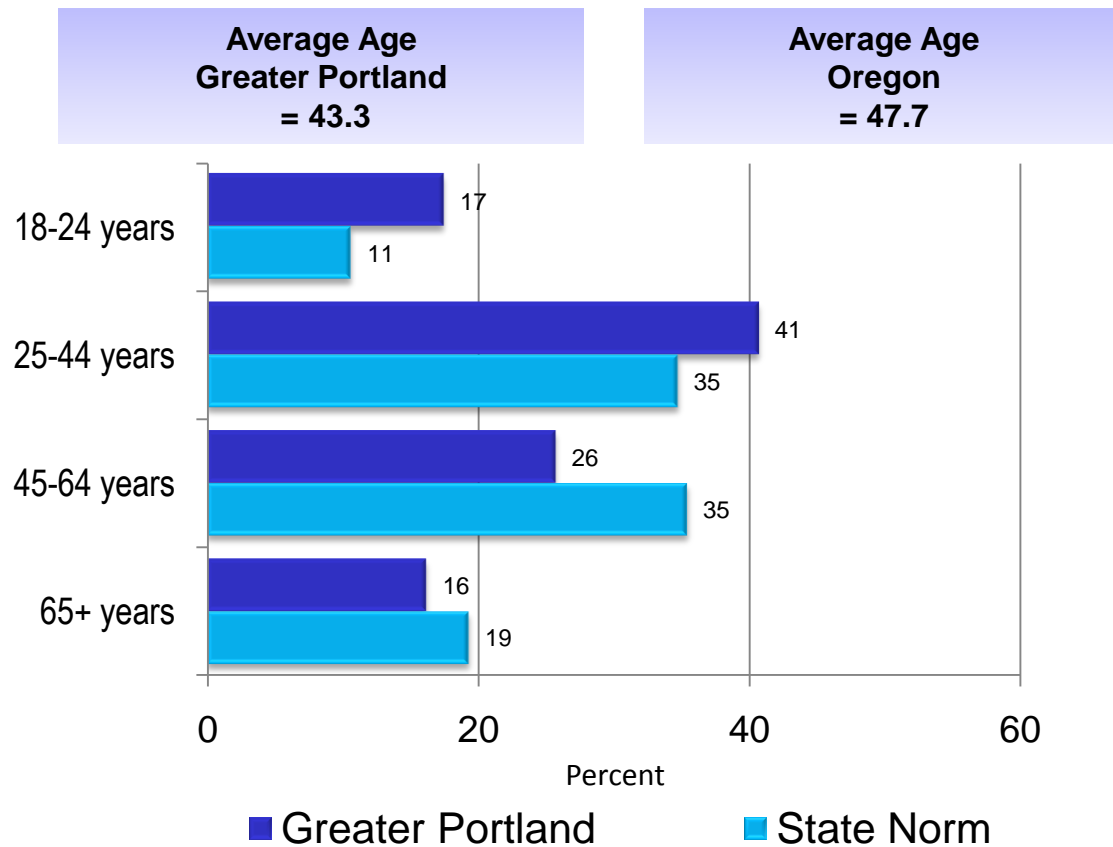
Base: Overnight Marketable Trips



# Age



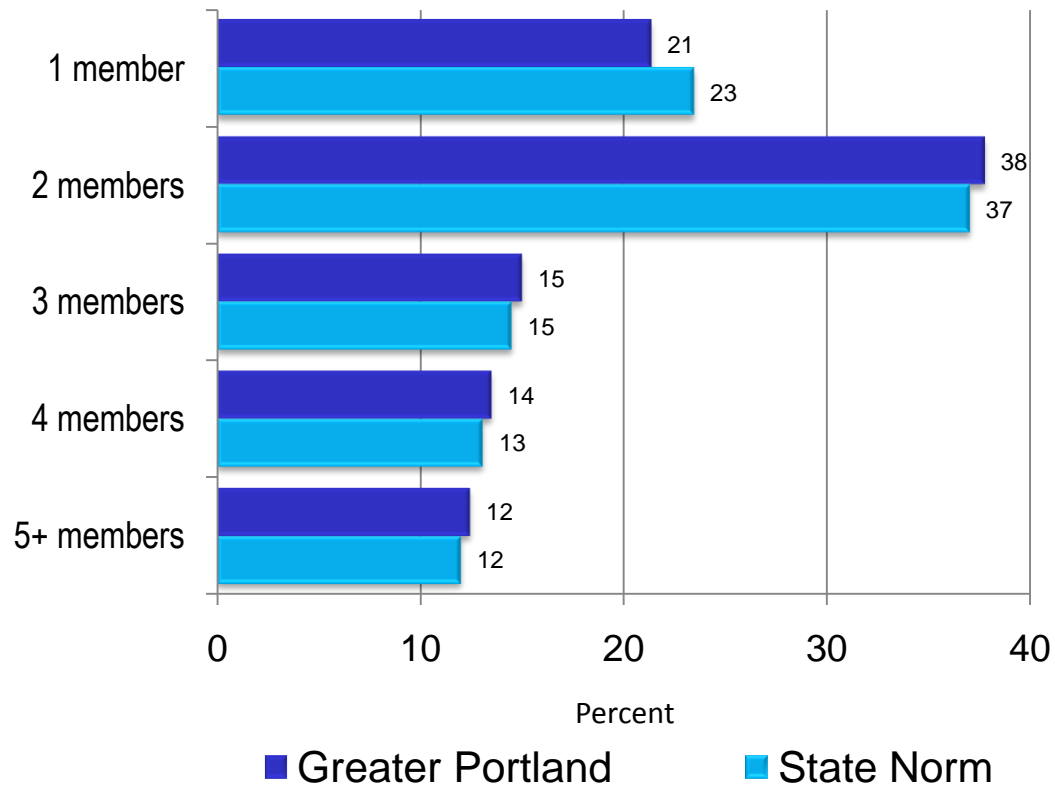
Base: Overnight Marketable Trips



# Household Size



Base: Overnight Marketable Trips

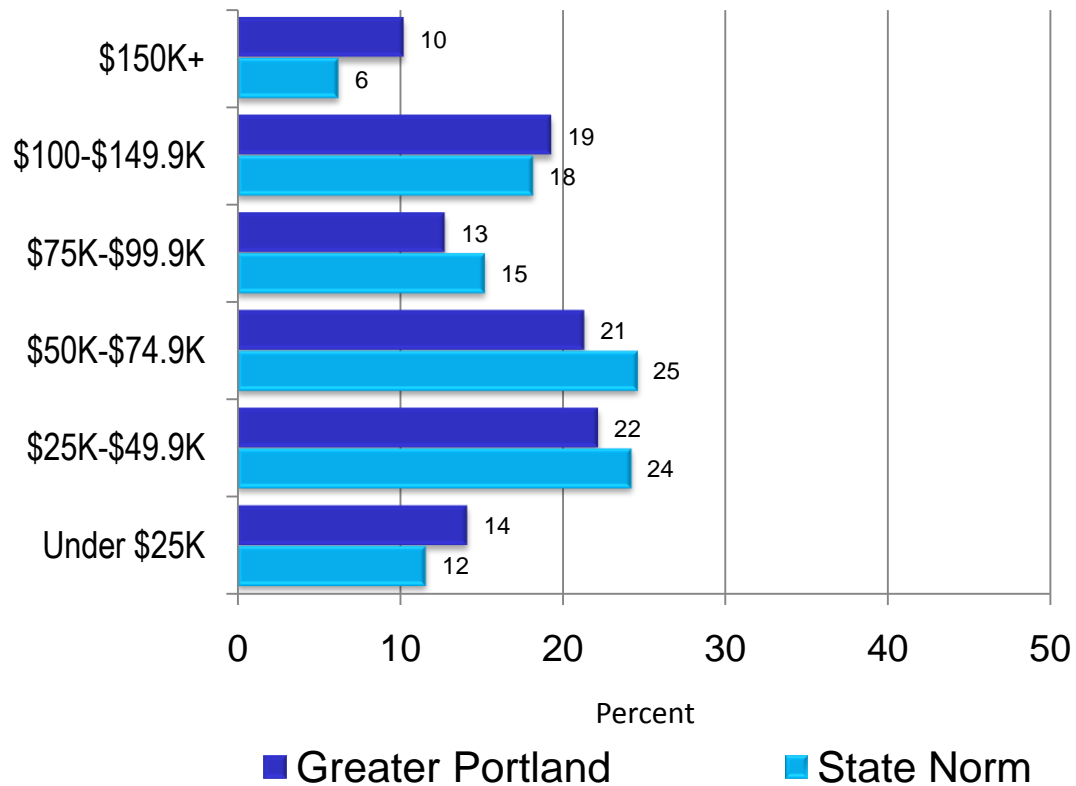




# Income



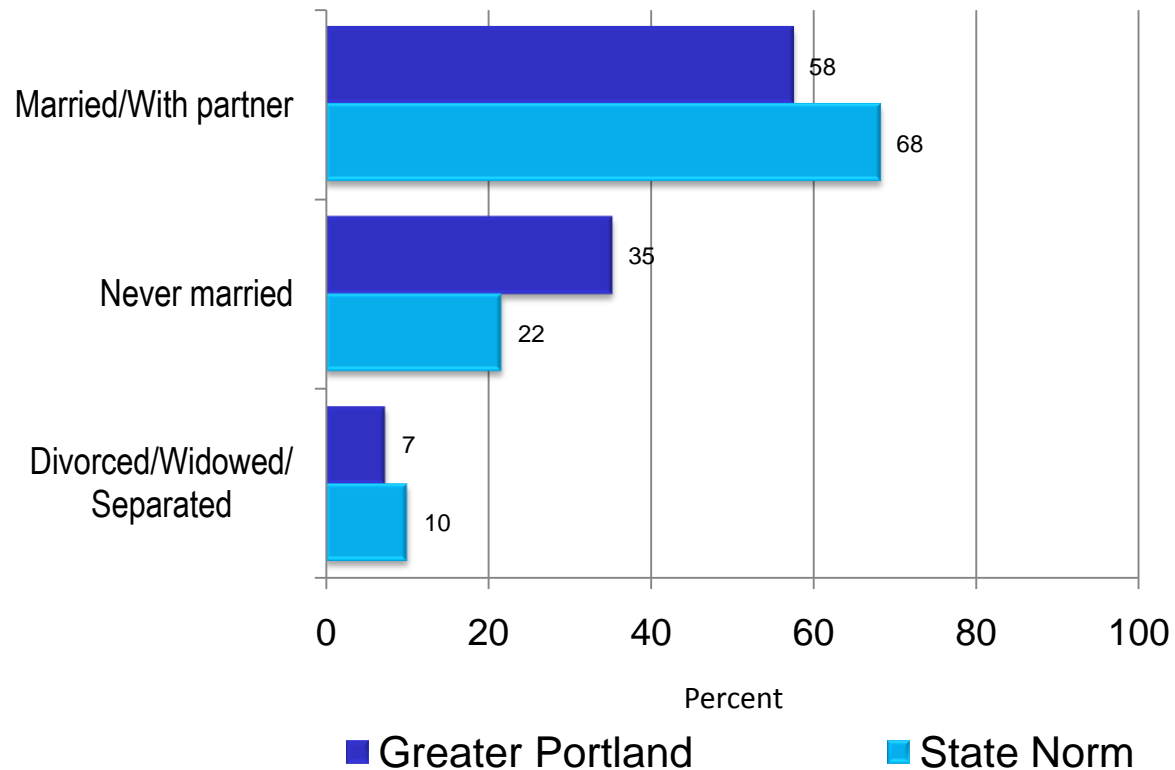
Base: Overnight Marketable Trips



# Marital Status



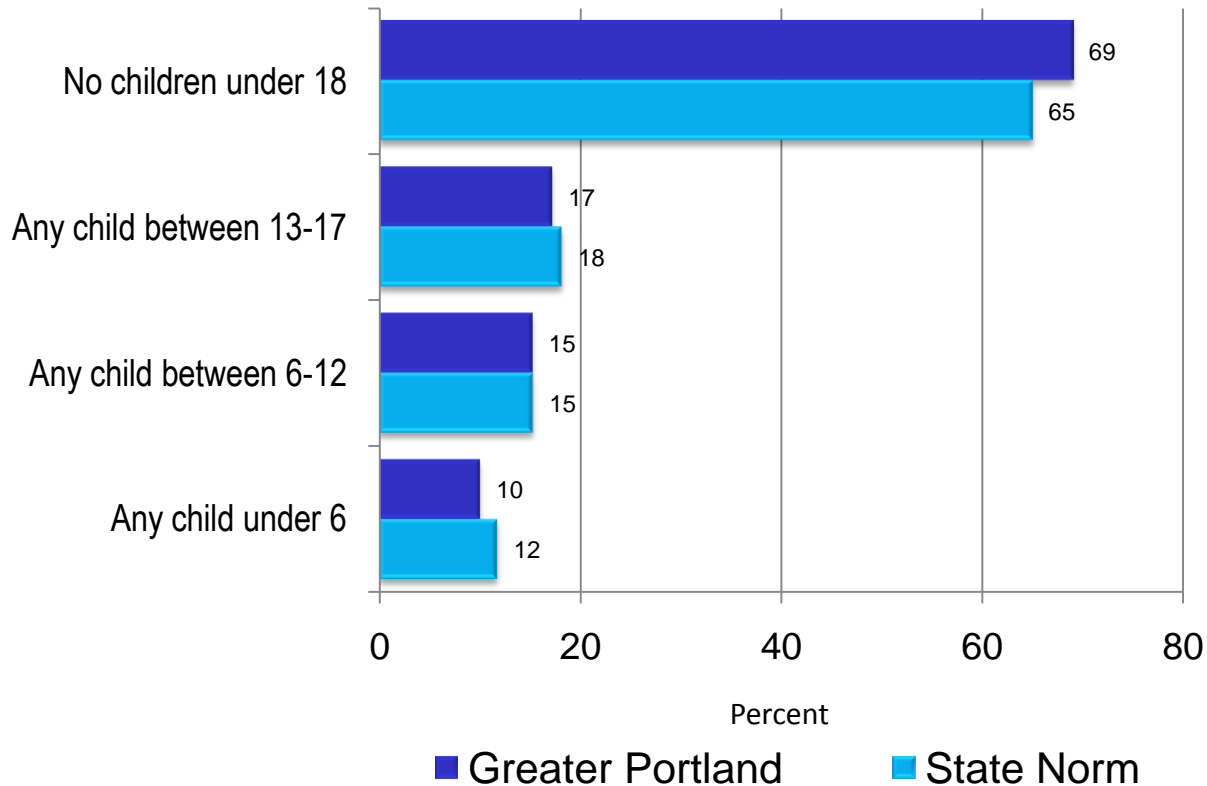
Base: Overnight Marketable Trips



# Children in Household



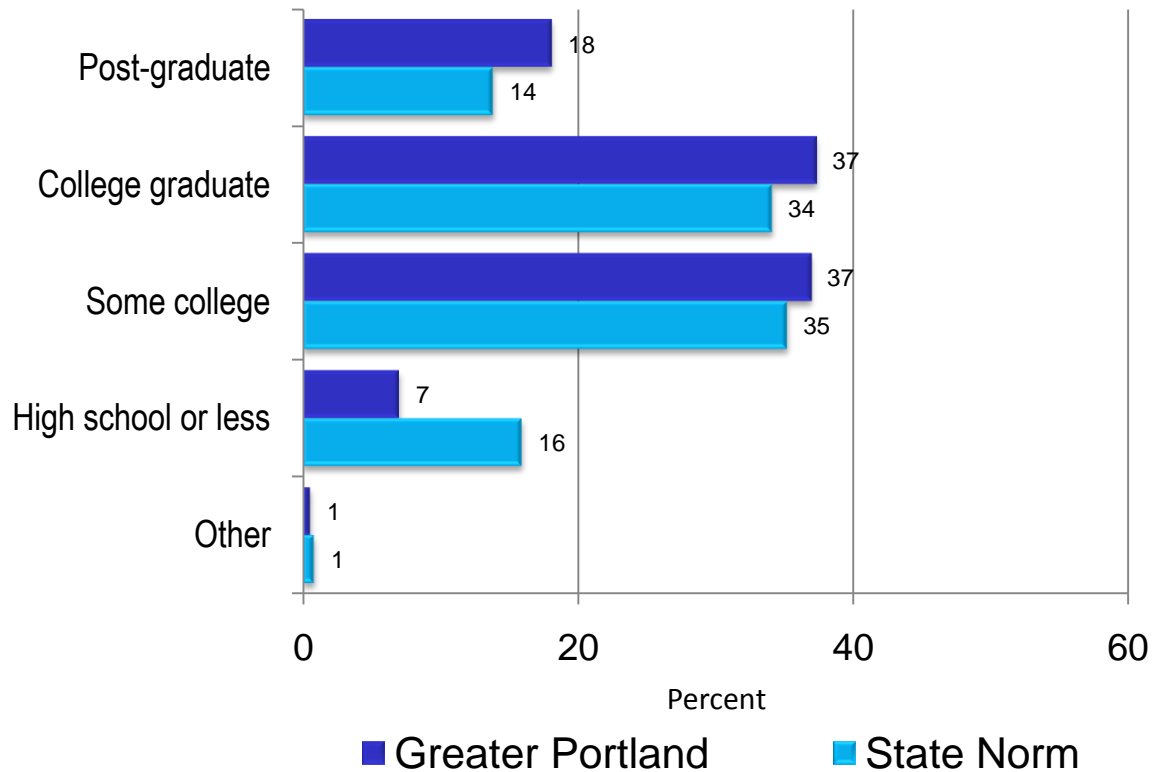
Base: Overnight Marketable Trips



# Education



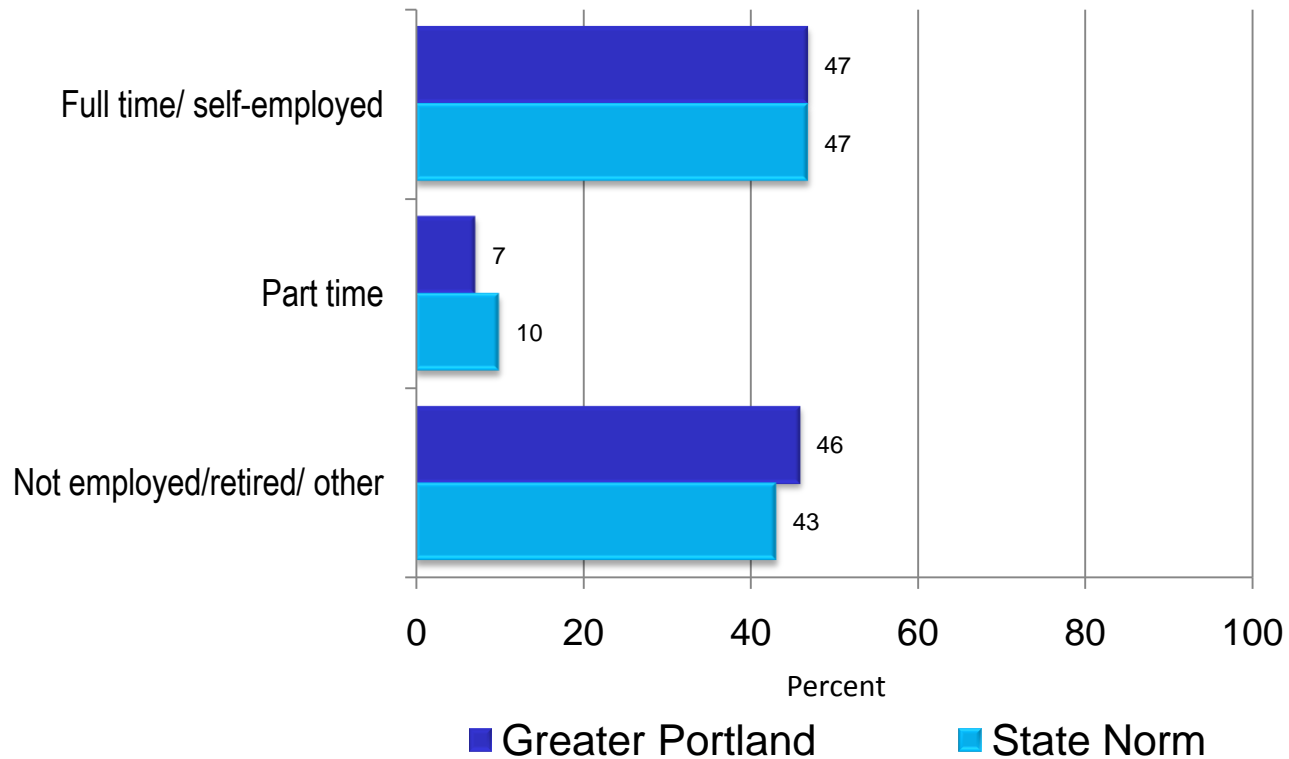
Base: Overnight Marketable Trips



# Employment



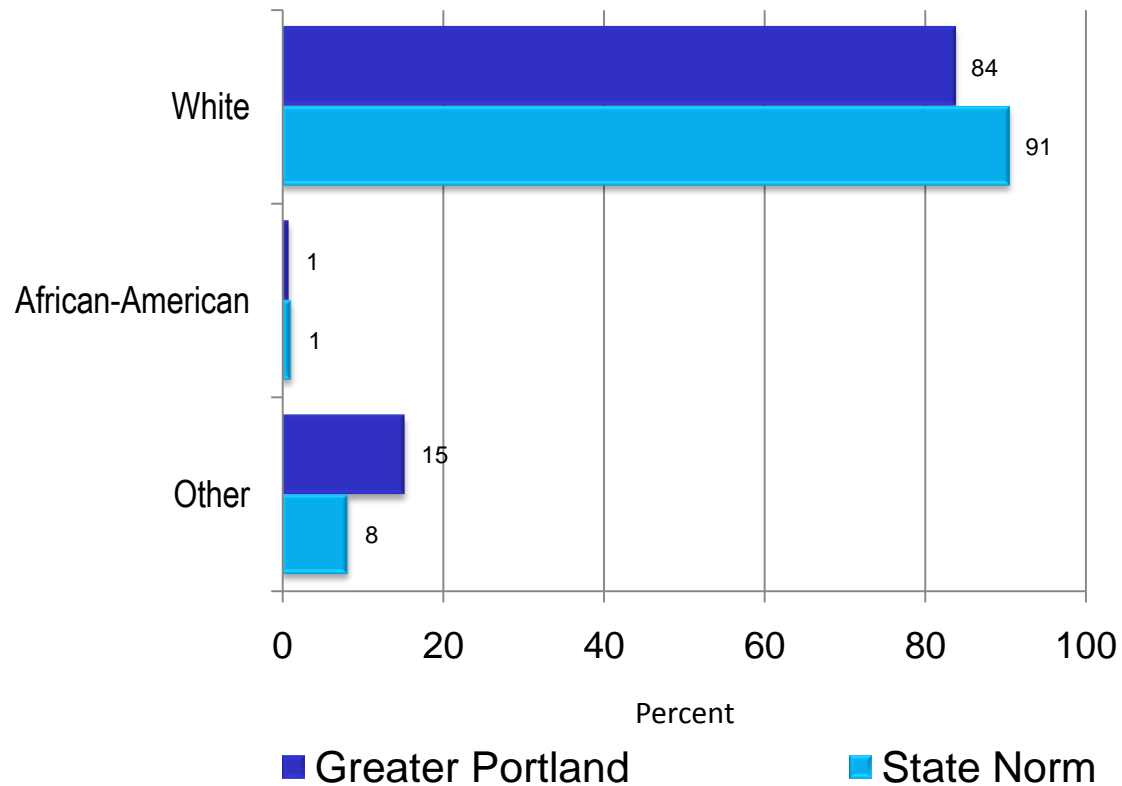
Base: Overnight Marketable Trips



# Race



Base: Overnight Marketable Trips



# Hispanic Background



Base: Overnight Marketable Trips

