



**TRAVEL
OREGON**

**Oregon 2017
Regional Visitor Report
Mt. Hood-Columbia River Gorge Region**



Introduction

- ✓ Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- ✓ In 2007, our proprietary Longwoods **Travel USA®** program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- ✓ It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- ✓ This report provides:
 - ✓ Estimates of 2017 overnight visitor volume and travel expenditures for Oregon as well as for the Mt. Hood-Columbia River Gorge Region in particular
 - ✓ Strategic intelligence about the Mt. Hood-Columbia River Gorge Region's overnight travel market including:
 - ✓ Key sources of business
 - ✓ Visitor profiling
 - ✓ Trip characteristics

Methodology

- For each of the 2016 and 2017 travel years, a representative sample of visitors to the Mt. Hood-Columbia River Gorge Region was identified through the **Travel USA®** survey:
- Respondents who visited Oregon were asked to identify which of the state's seven tourism regions they spent time in with the aid of a visual map.
- Of the survey sample of 7,919 overnight trips taken to Oregon in 2016 and 2017:
 - 778 included a visit to the Mt. Hood-Columbia River Gorge Region
 - Of those, 415 were **marketable trips**

Map



Analytical Note

- The results of this report are based on two time frames:
 - Market size and structure estimates for the Mt. Hood-Columbia River Gorge Region are reported for the 2017 travel year, as are all Oregon state norms.
 - To maximize statistical reliability, other Mt. Hood-Columbia River Gorge Region data (trip characteristics and visitor profiles) are based on two years' combined sample from 2016 and 2017 unless otherwise indicated.

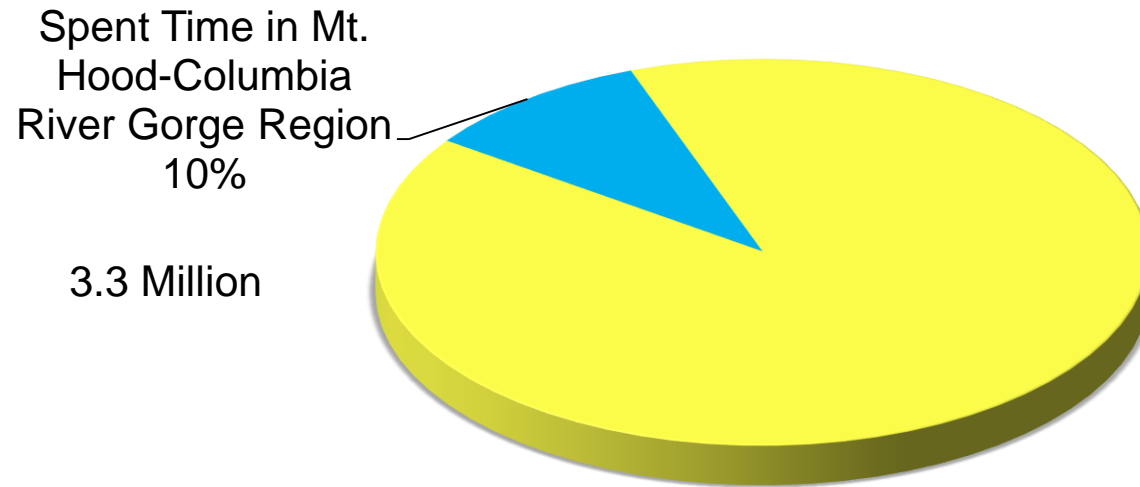


Travel Market Size & Structure— Mt. Hood-Columbia River Gorge Region 2017



Size of the Mt. Hood-Columbia River Gorge Region's Overnight Travel Market

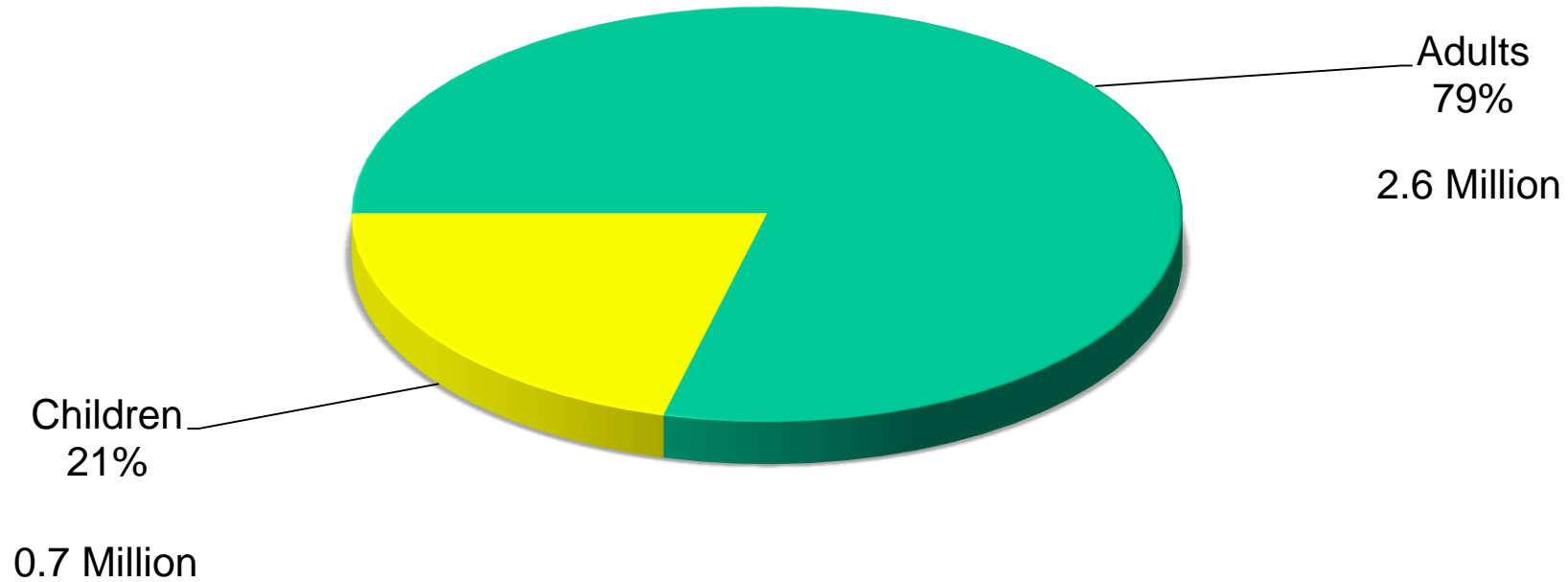
Total Overnight Trips to Oregon* = 34.1 Million



*Includes both adults and children

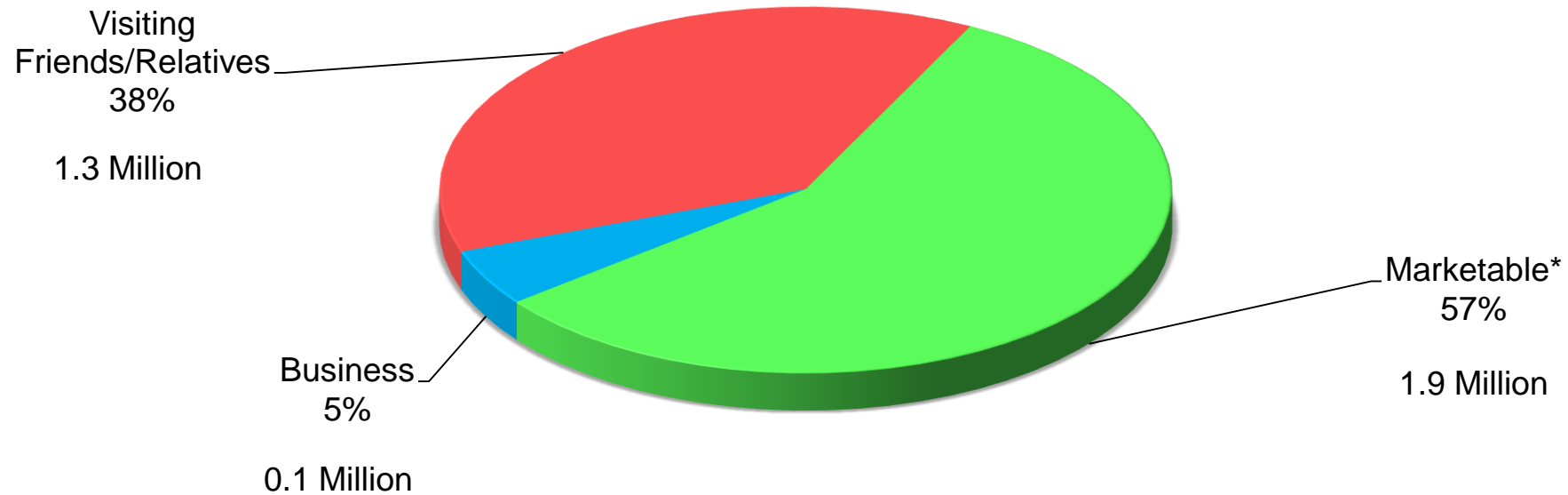
The Mt. Hood-Columbia River Gorge Region's Overnight Travel Market — Adults vs. Children

Total Overnight Trips to the Mt. Hood-Columbia River Gorge Region = 3.3 Million



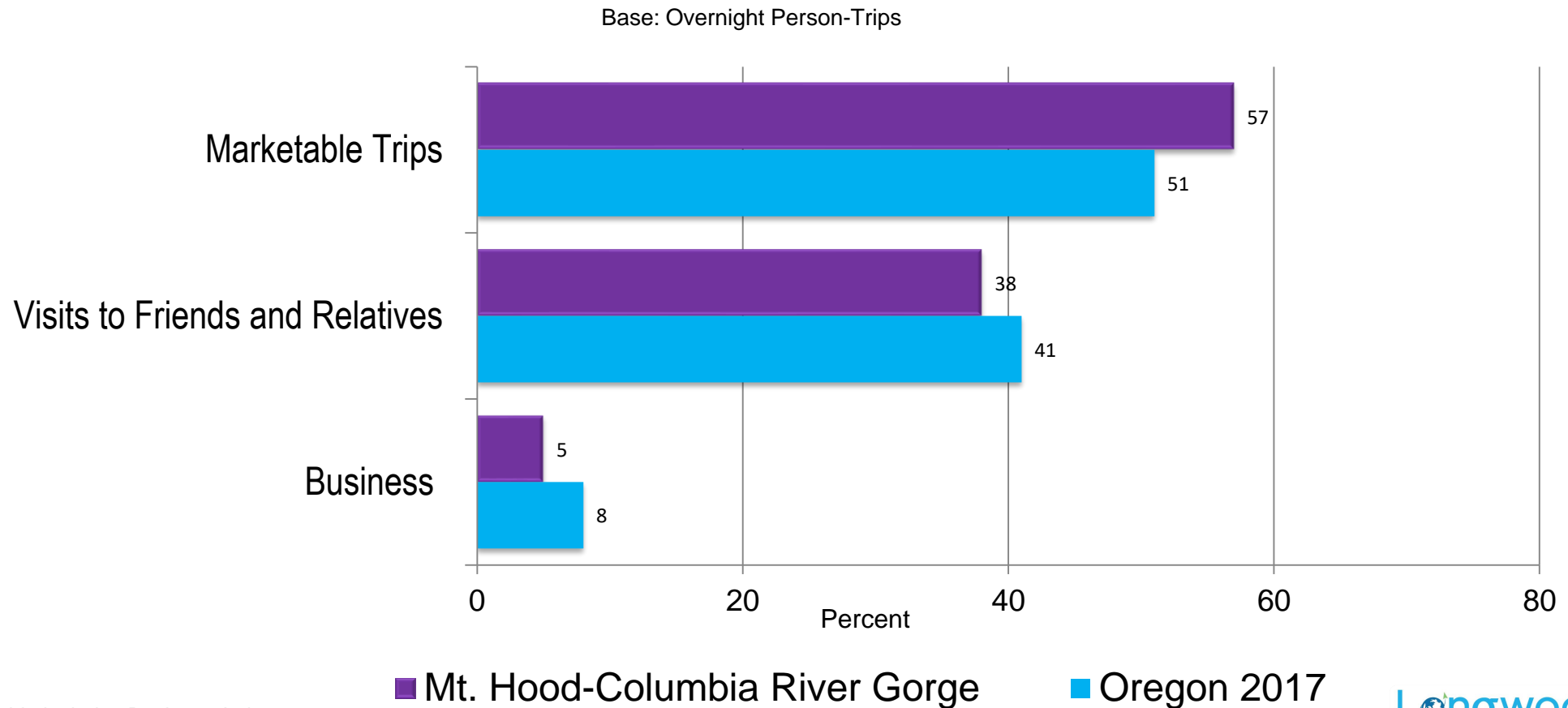
The Mt. Hood-Columbia River Gorge Region's Overnight Travel Market — by Main Trip Purpose

Total Overnight Trips to the Mt. Hood-Columbia River Gorge Region = 3.3 Million



*Marketable includes Business-Leisure

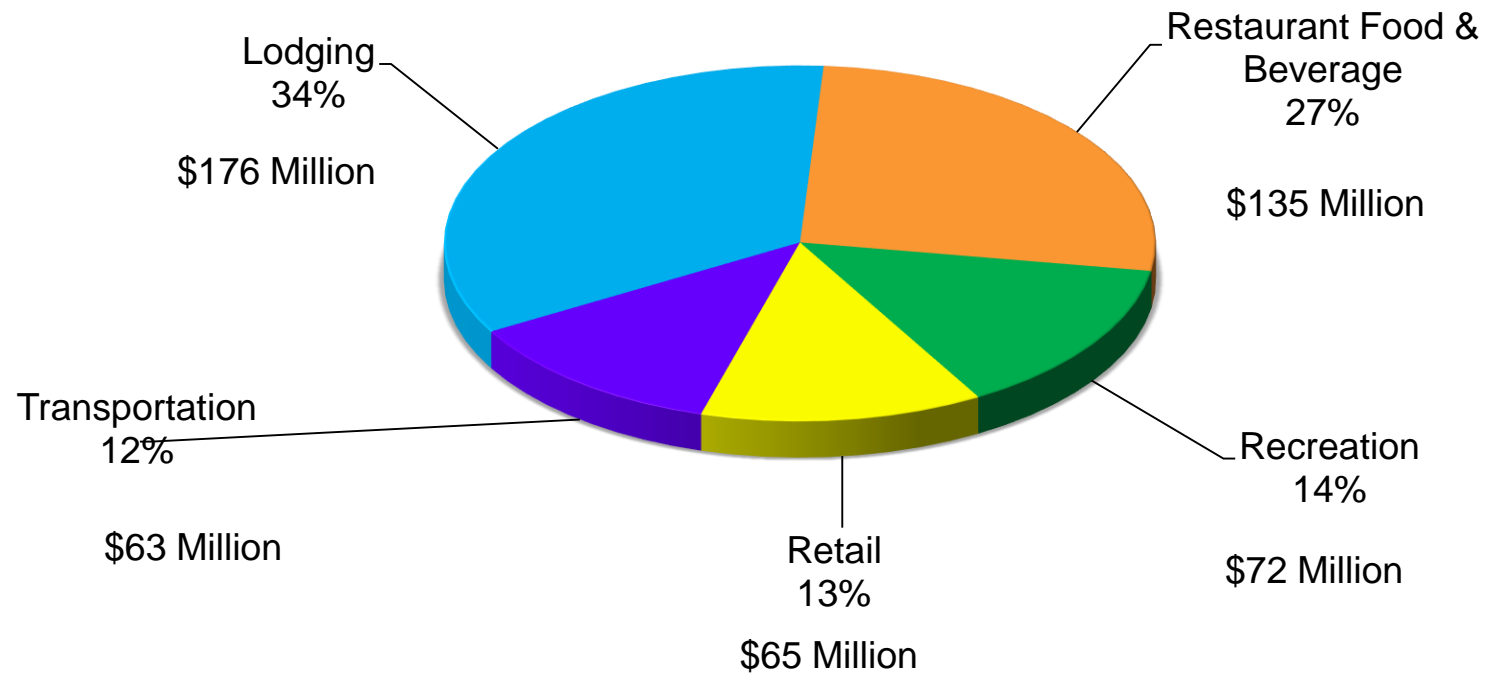
The Mt. Hood-Columbia River Gorge Region vs. Oregon State—by Trip Purpose



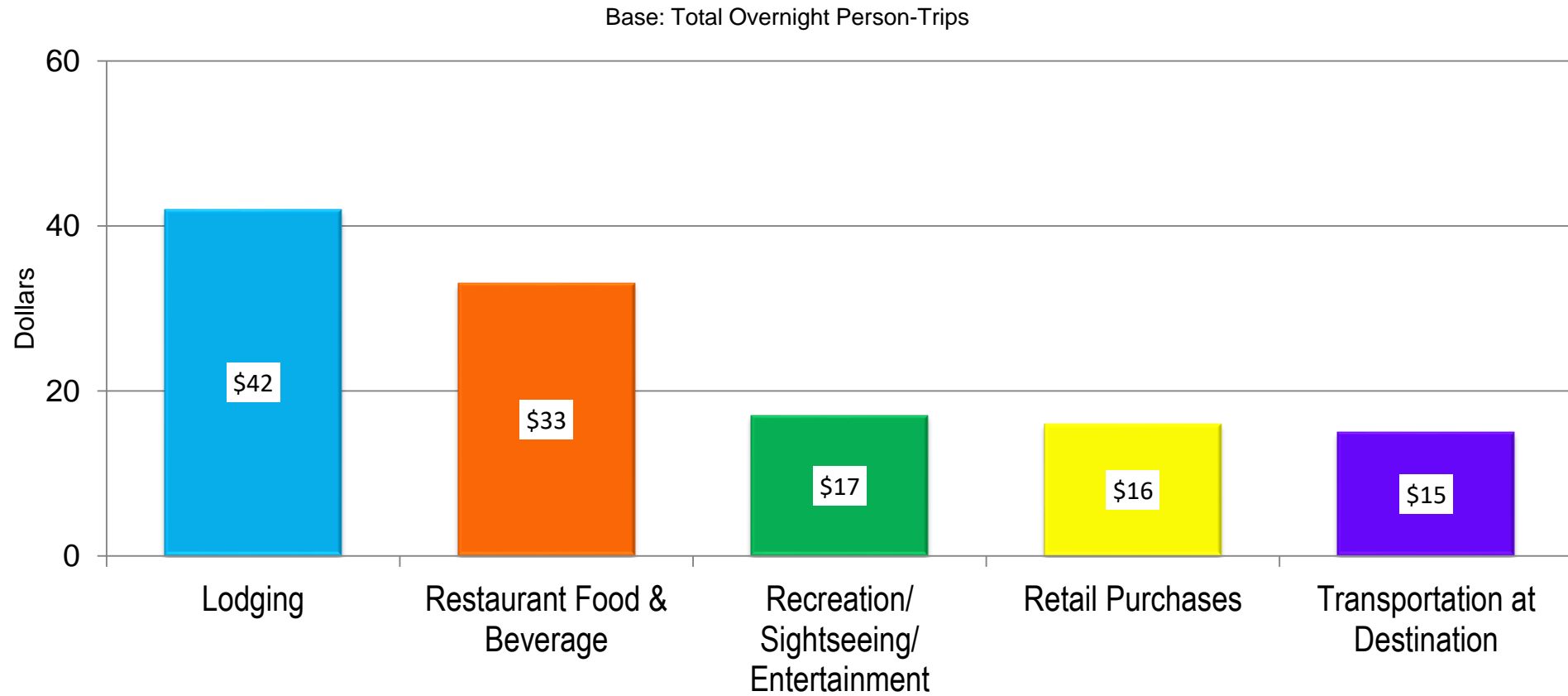
*Marketable includes Business-Leisure

2017 Overnight Expenditures — by Sector

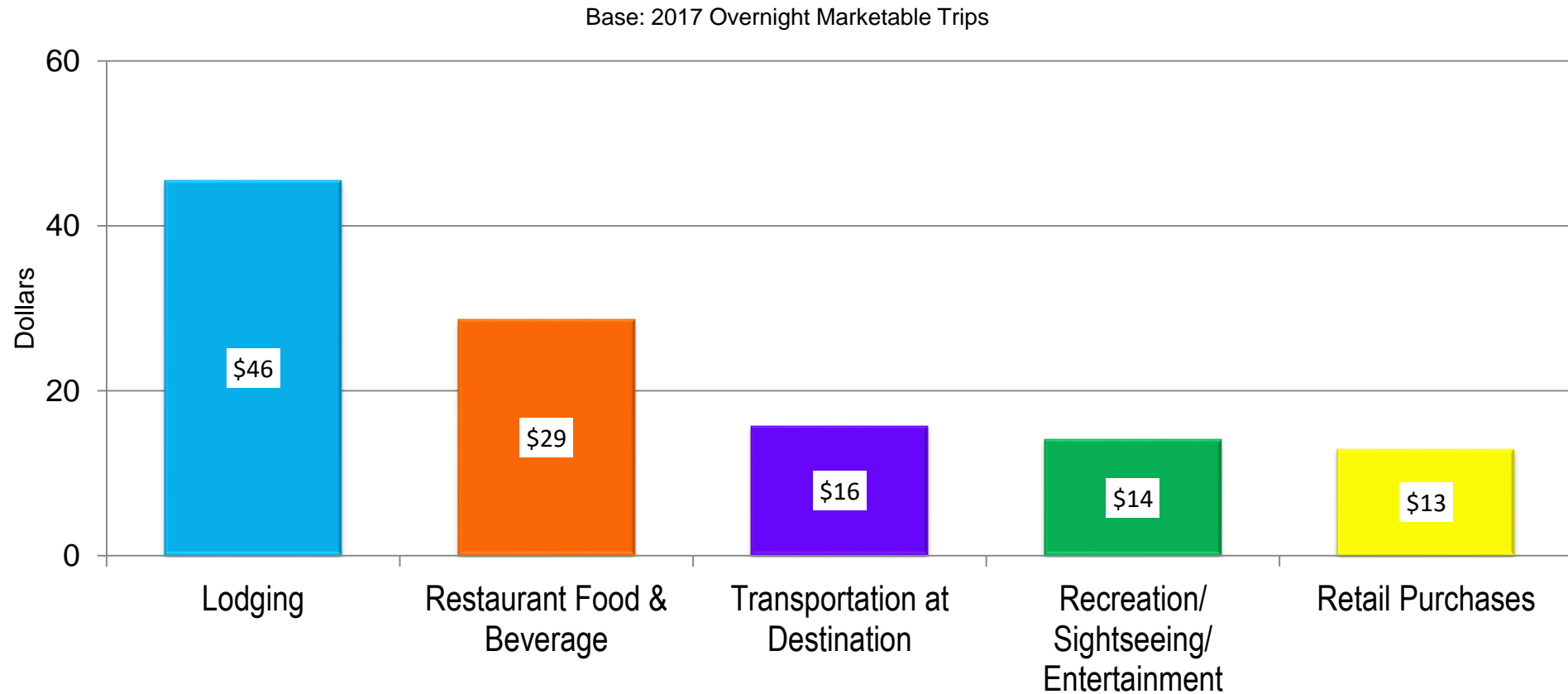
2017 Mt. Hood-Columbia River Gorge Region Spending = \$511 Million



Average Per Person Expenditures on Overnight Trips — By Sector



Average Per Person Expenditures on Overnight Marketable Trips — By Sector



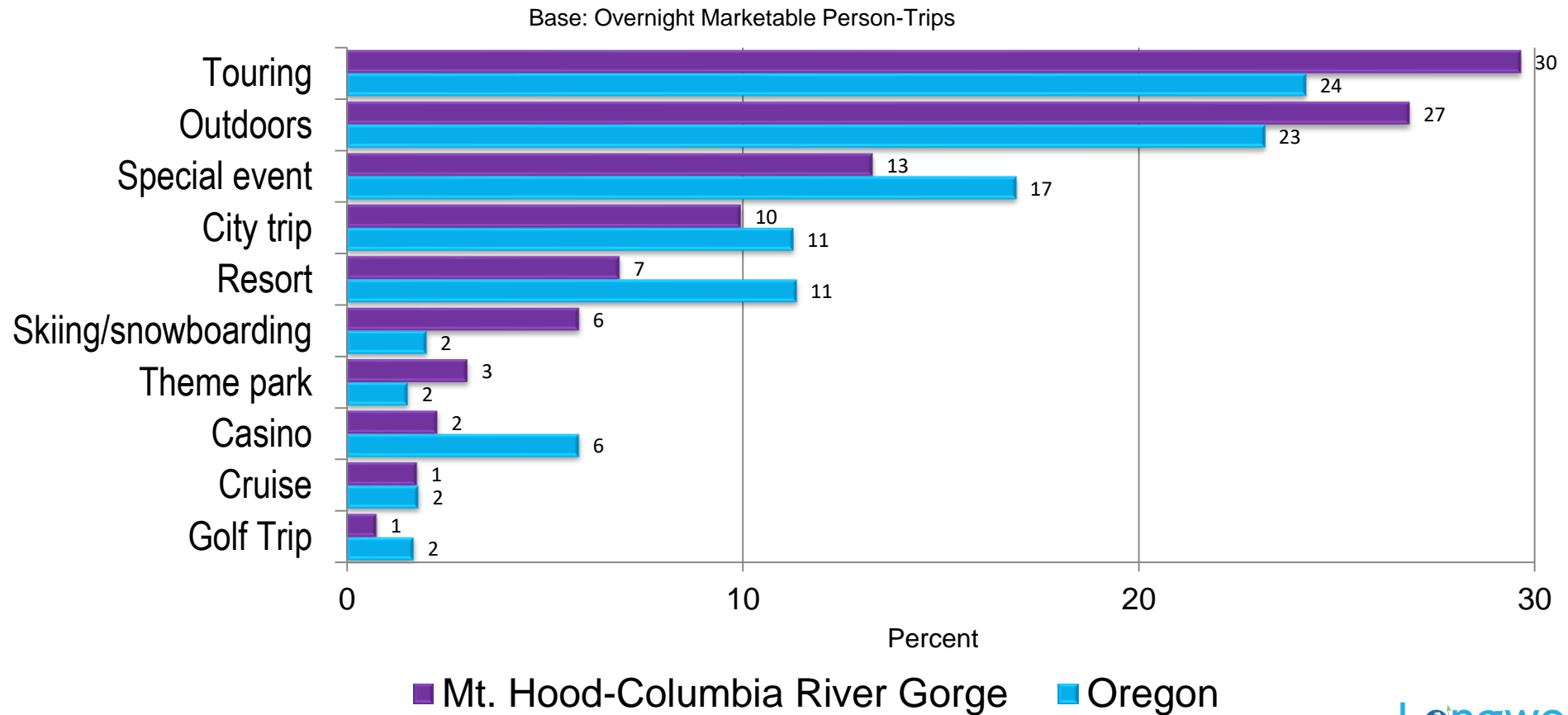


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INTERNATIONAL
40 YEARS TOGETHER

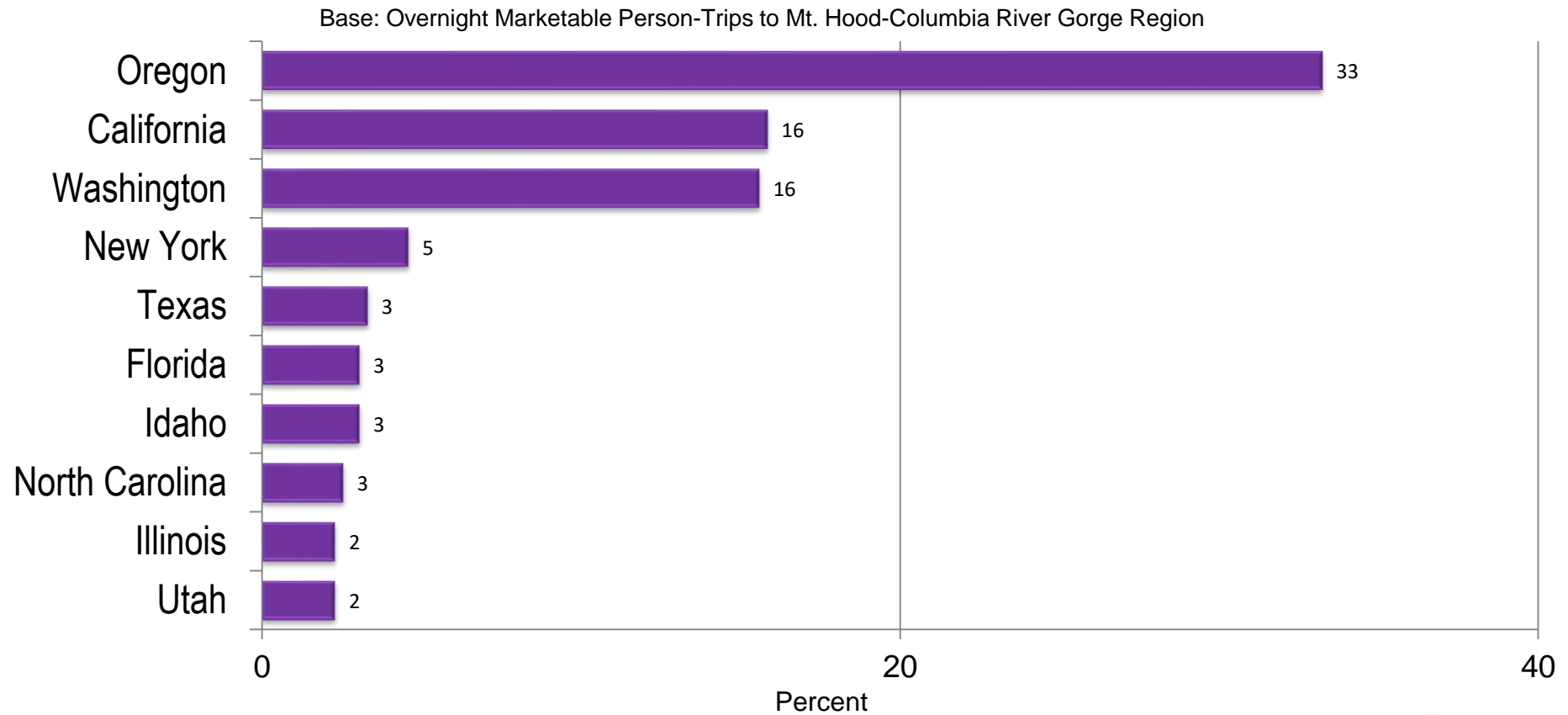
Marketable Trip Characteristics and Visitor Profile- 2016/2017



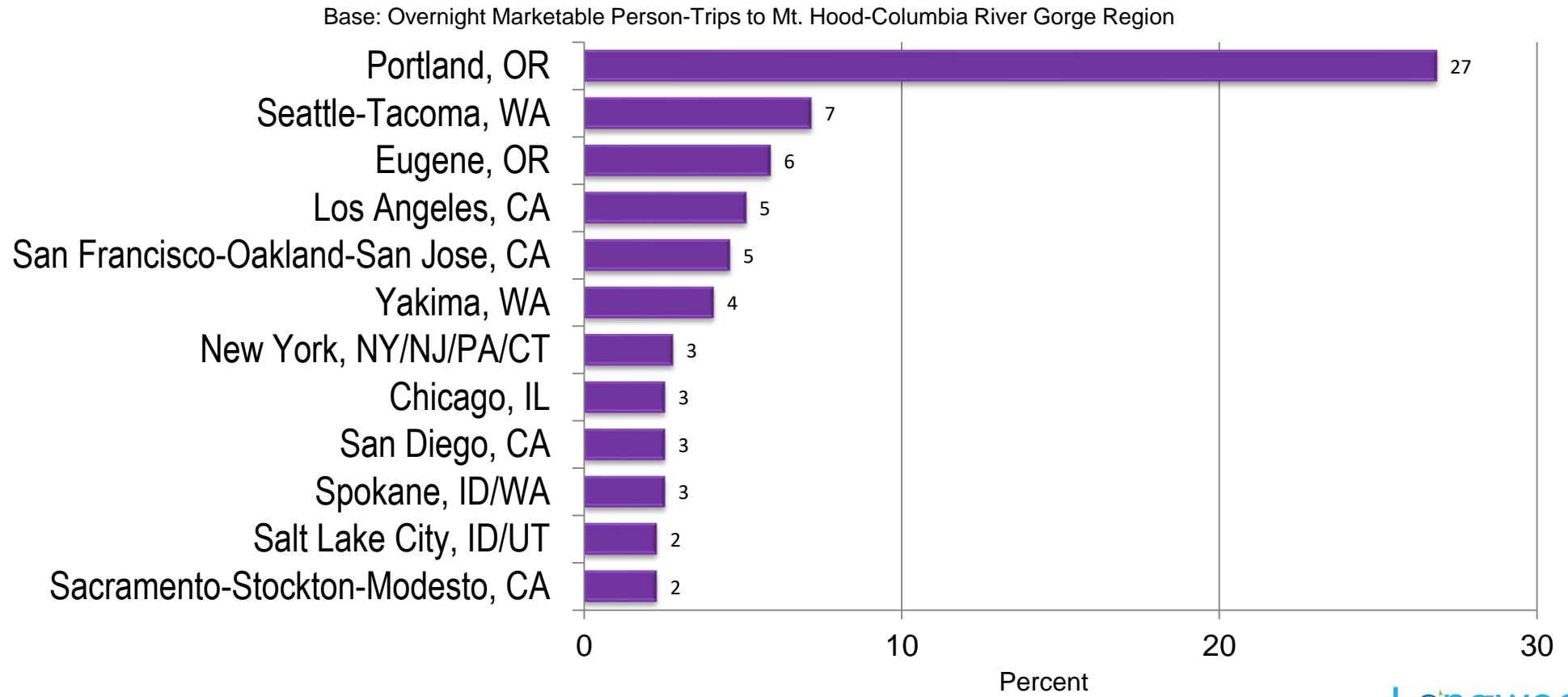
Main Purpose of Marketable Trip – The Mt. Hood-Columbia River Gorge Region vs. State Norm



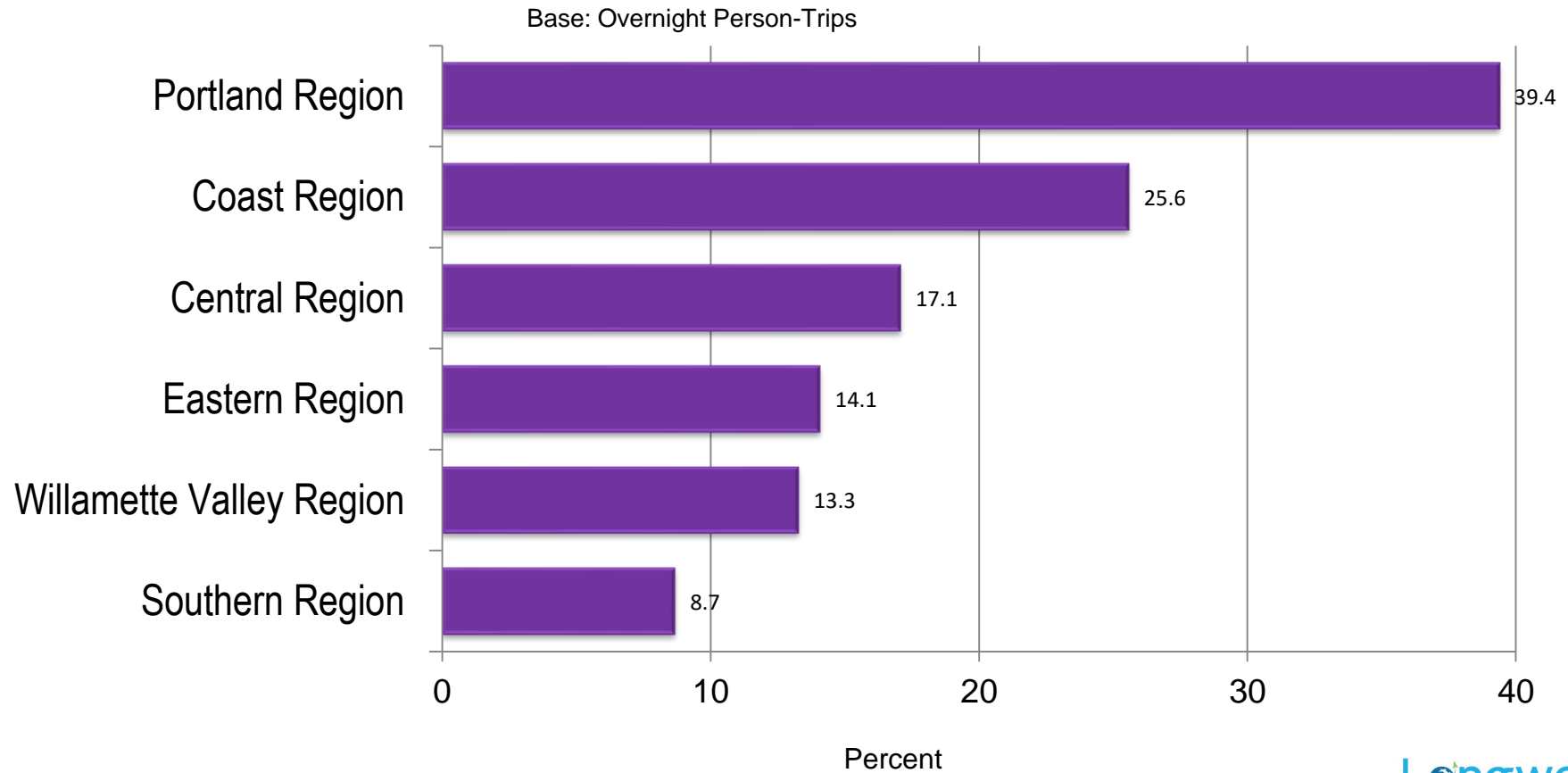
State Origin Of Trip



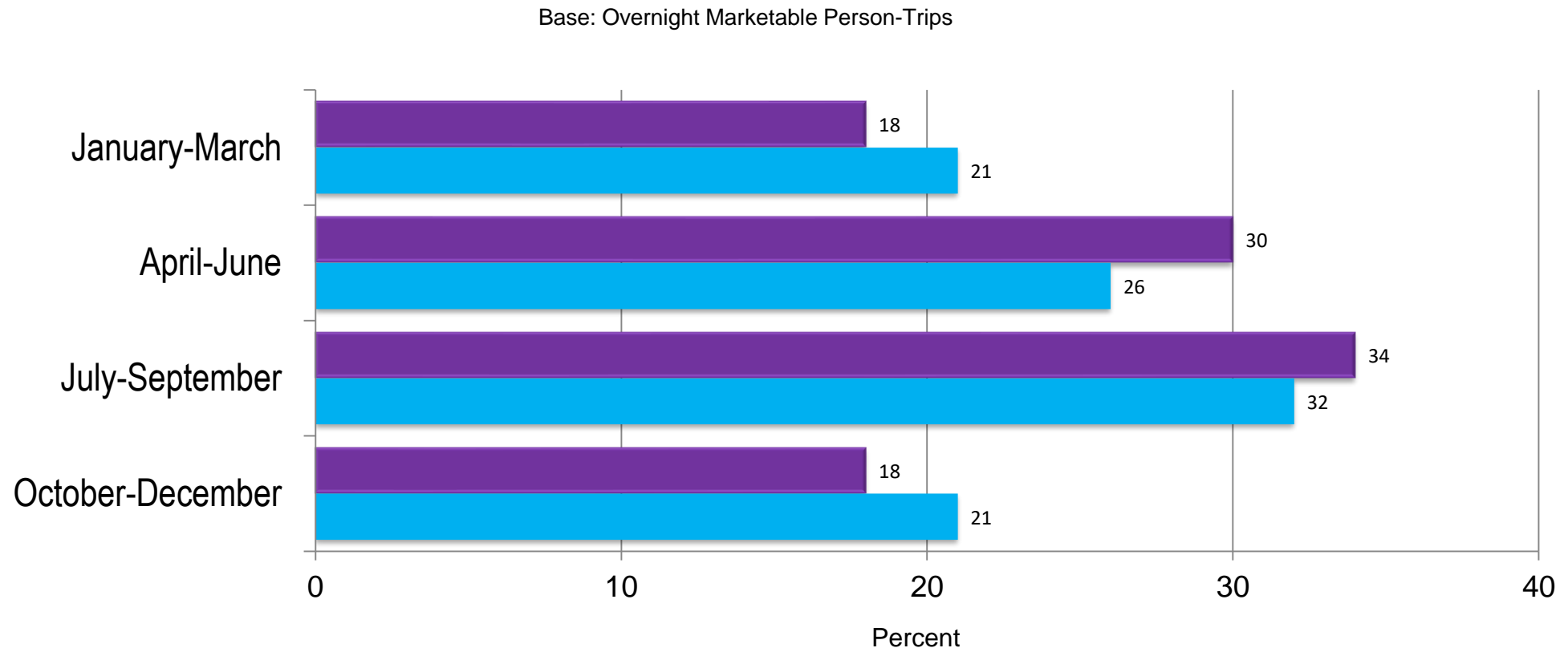
DMA Origin Of Trip



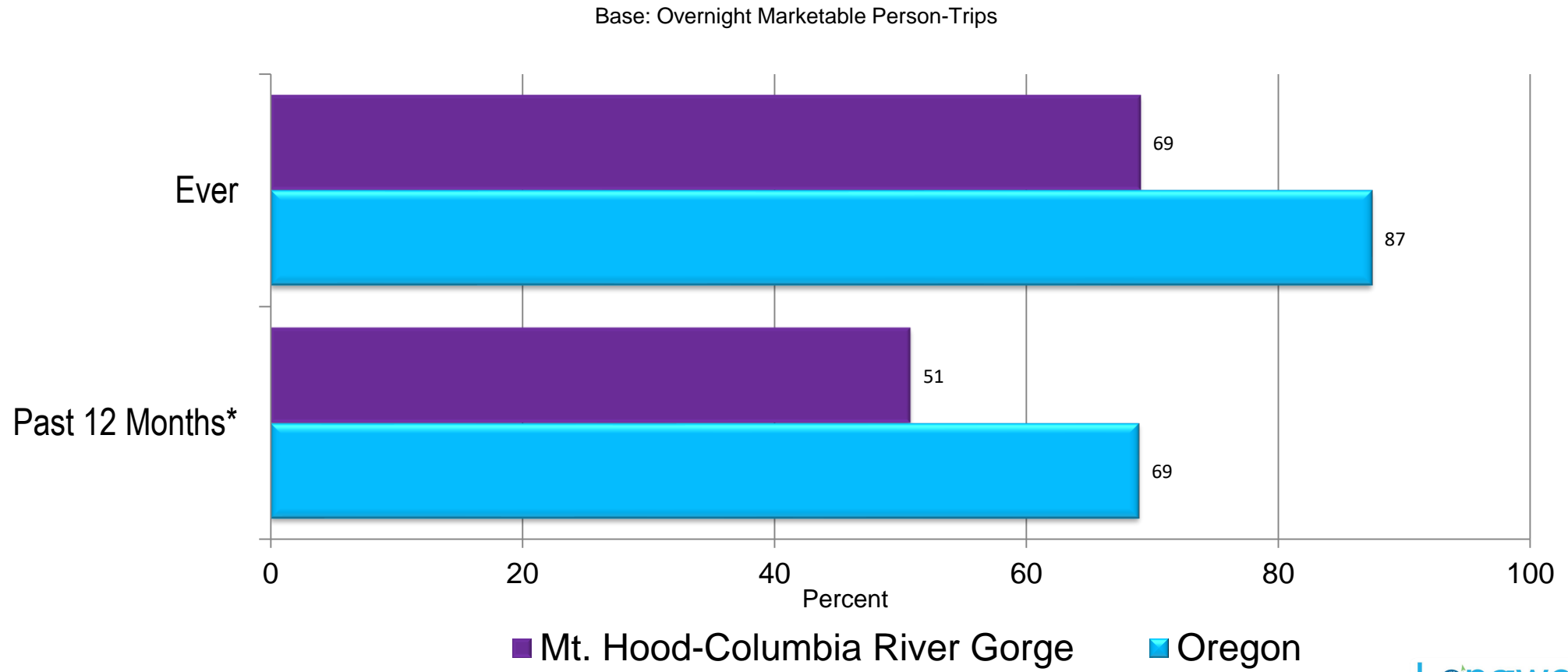
Other Oregon Regions Visited on Mt. Hood-Columbia River Gorge Region Trip



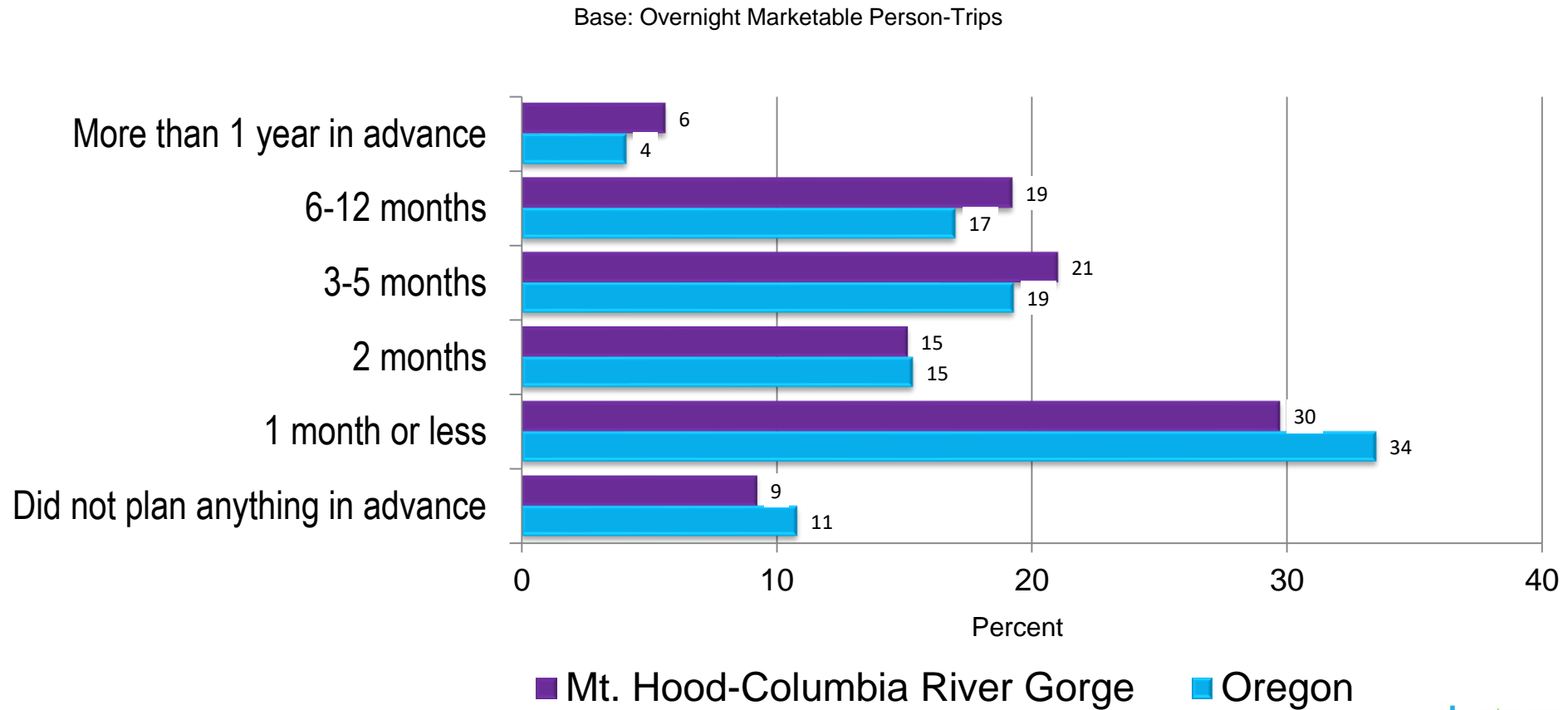
Season of Trip



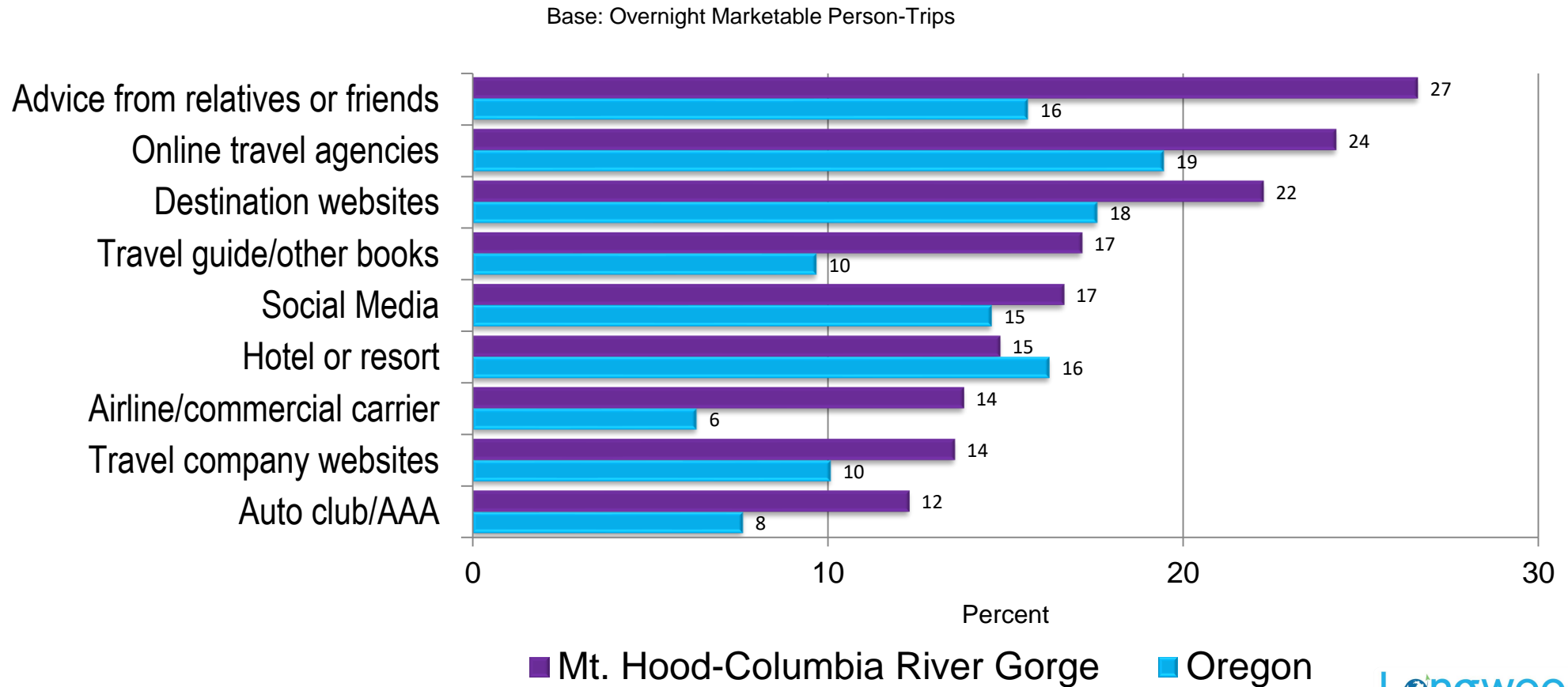
Past Visitation to Oregon



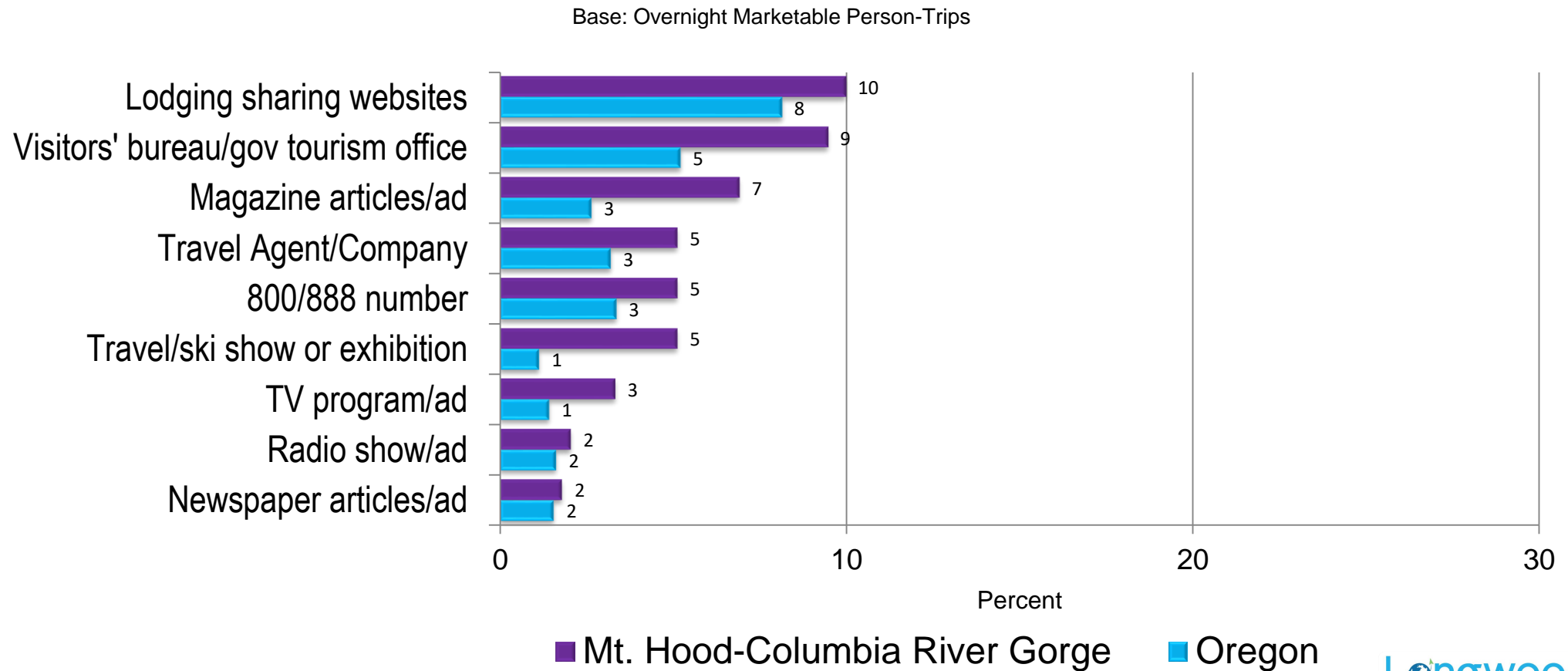
Length of Trip Planning



Trip Planning Information Sources

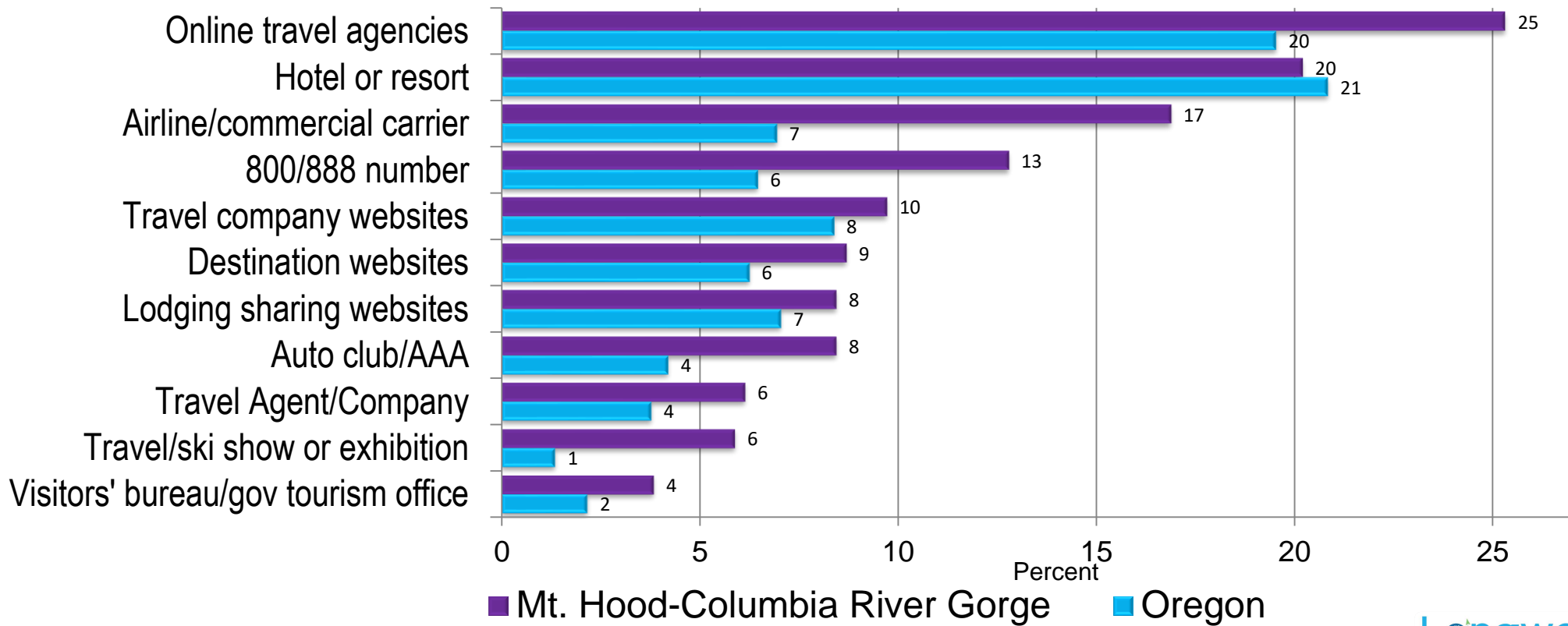


Trip Planning Information Sources (Cont'd)

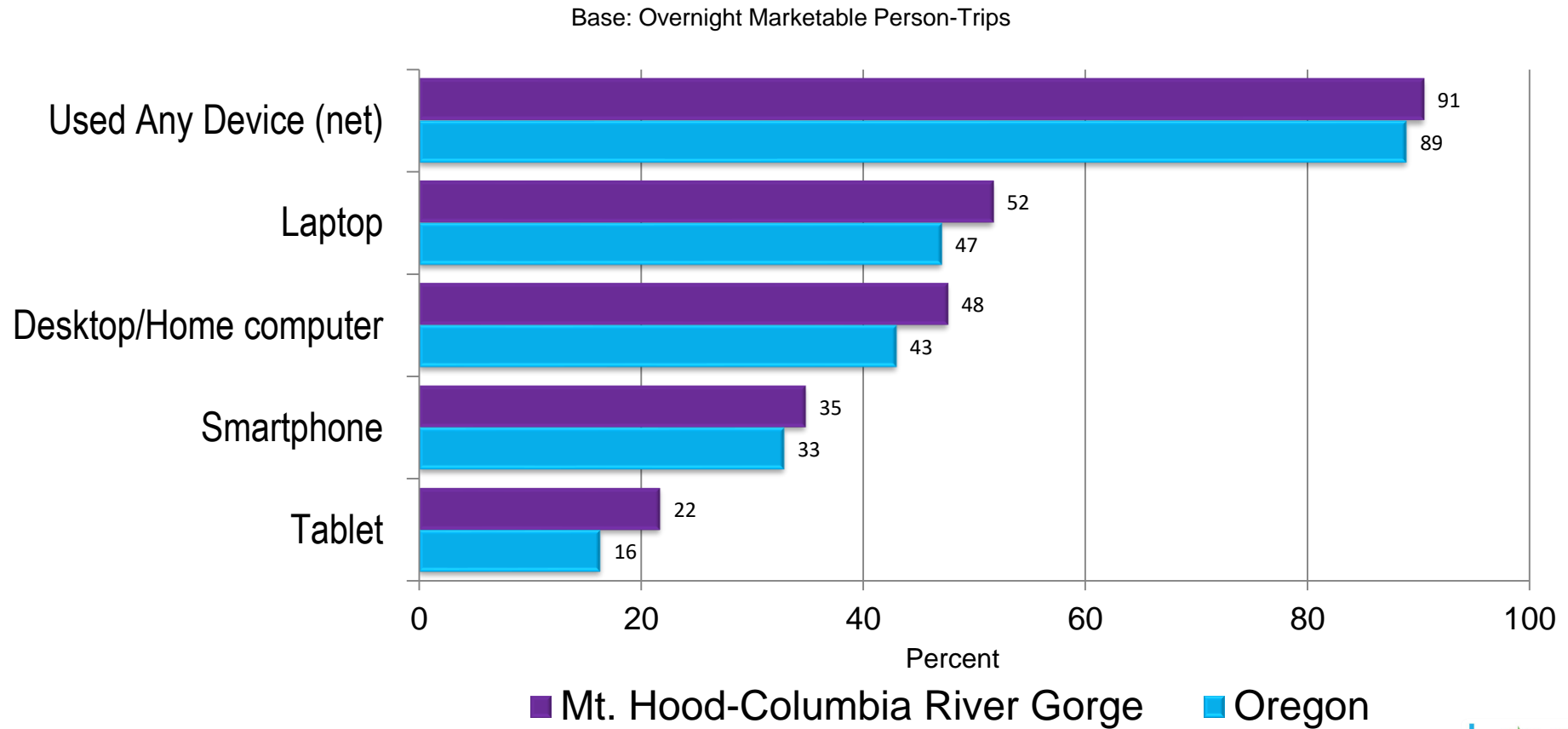


Method of Booking

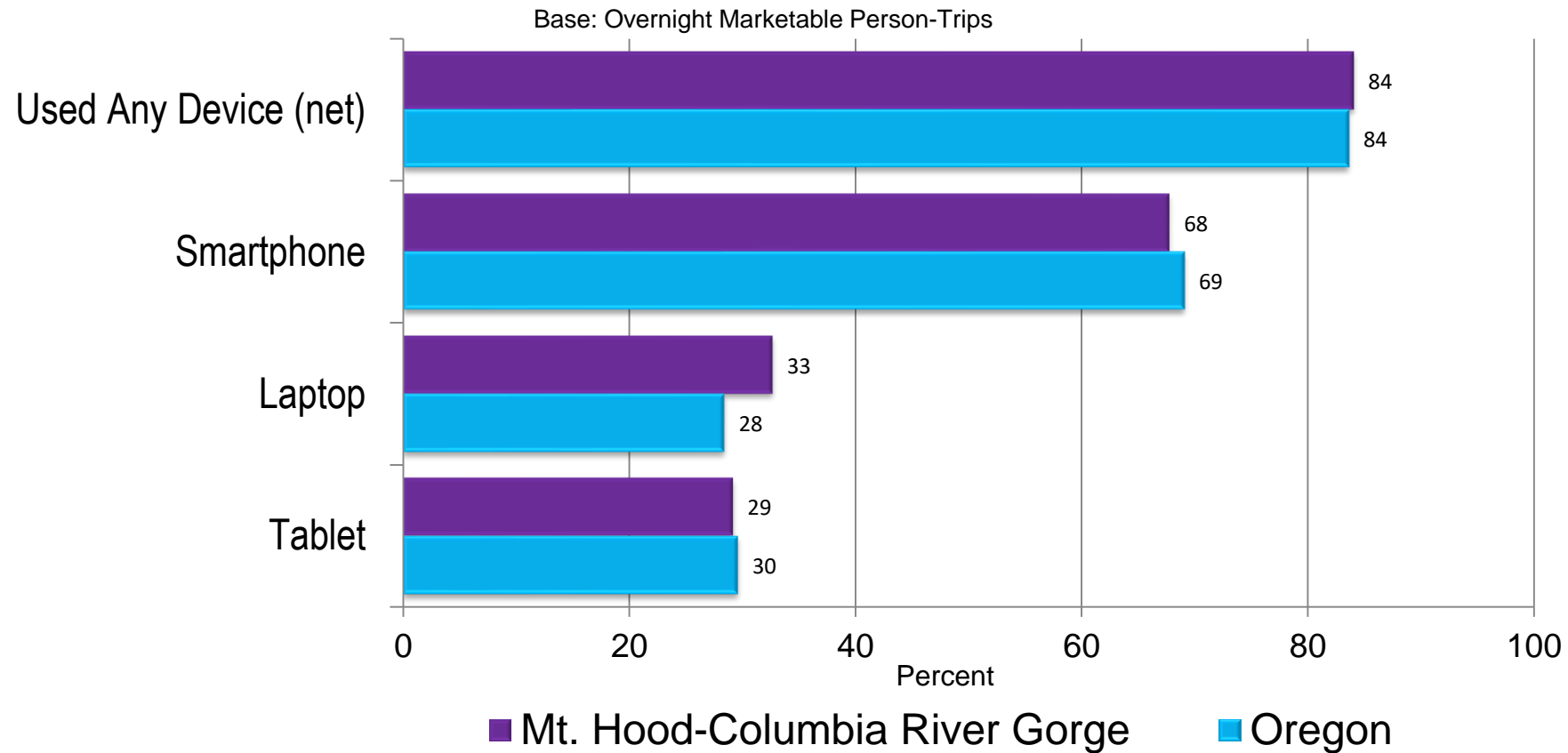
Base: Overnight Marketable Person-Trips



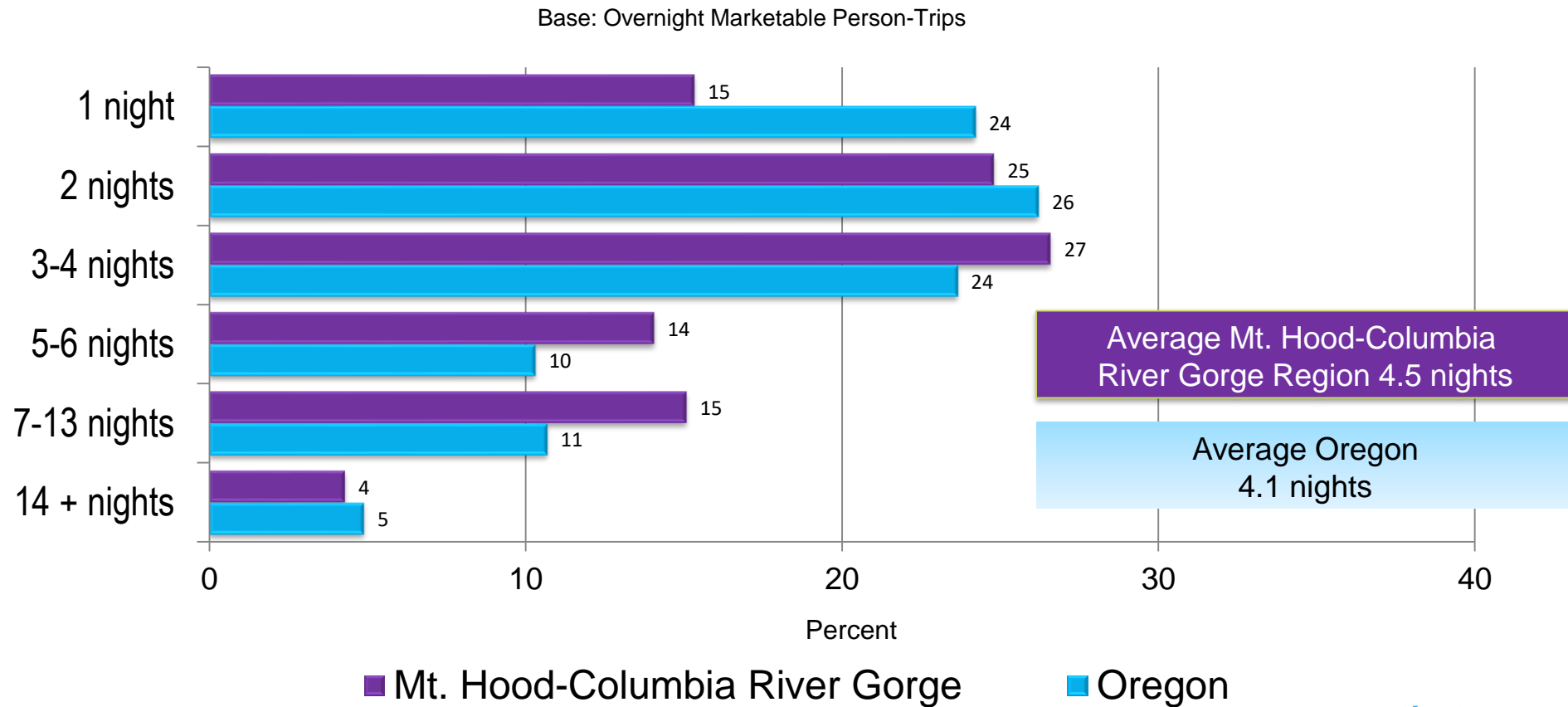
Devices Used for Trip Planning



Devices Used During Trip

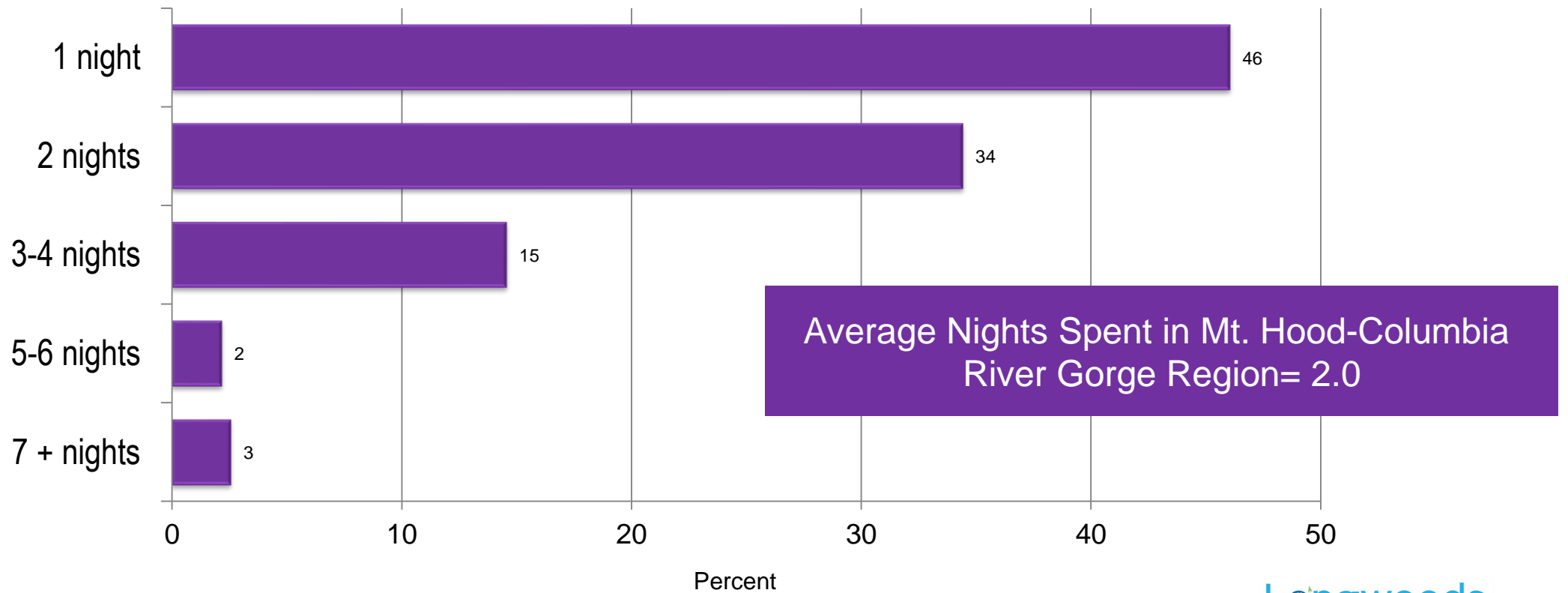


Total Nights Away on Trip

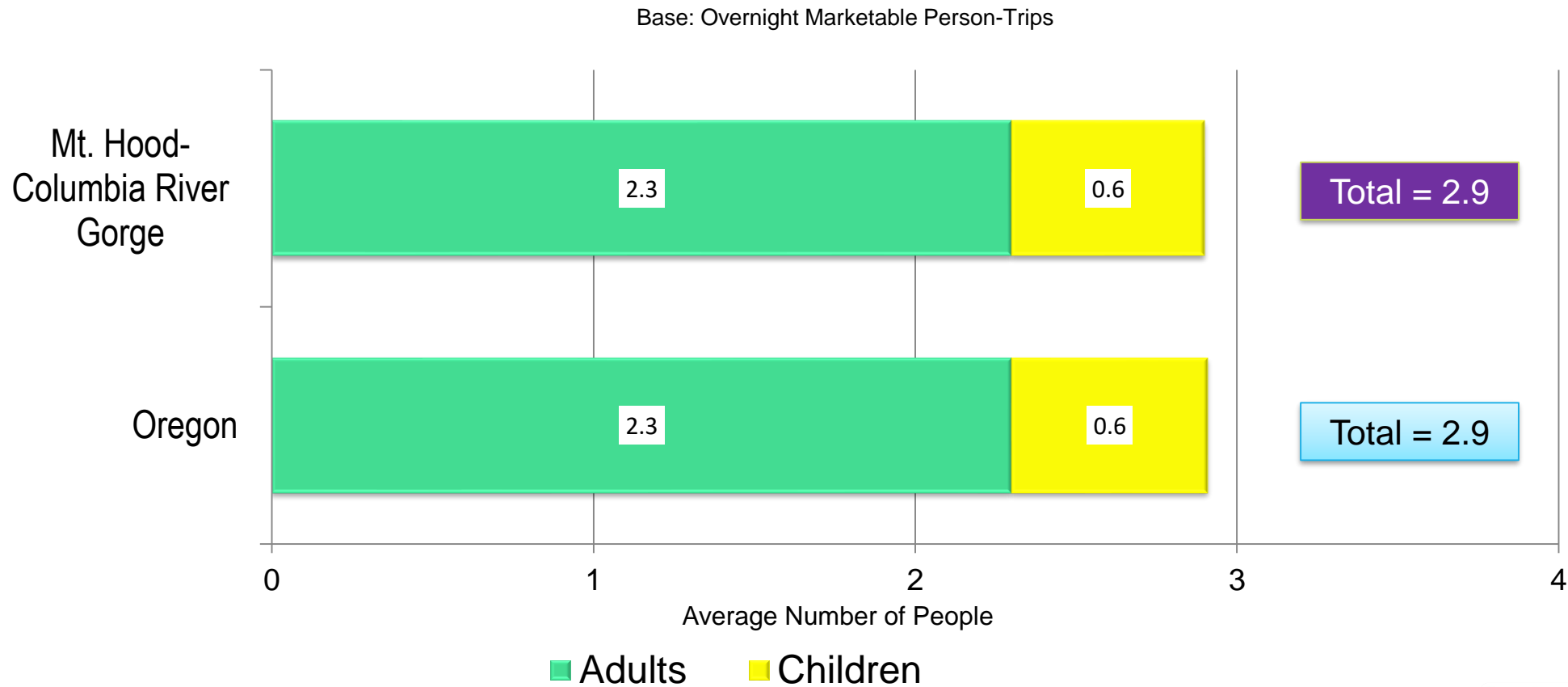


Number of Nights Spent in the Mt. Hood-Columbia River Gorge Region

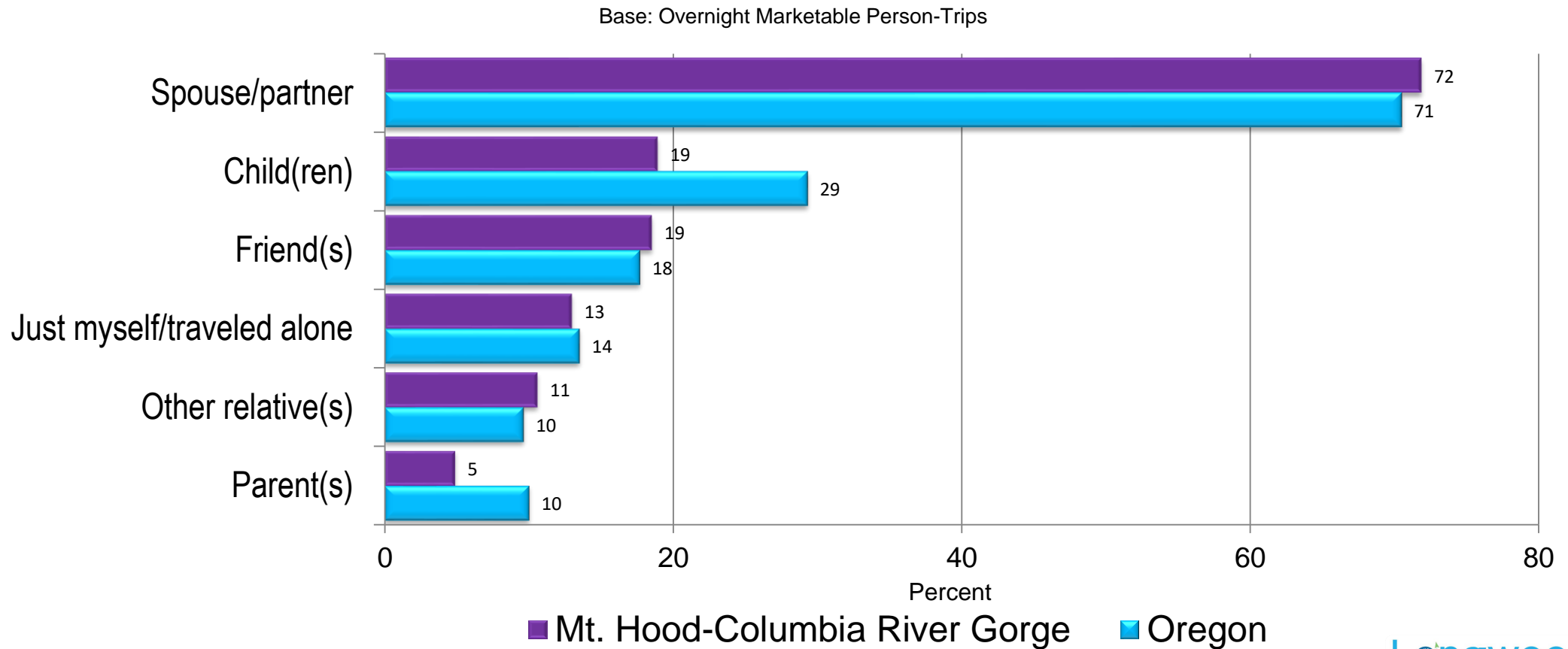
Base: Overnight Marketable Person-Trips with 1+ Nights Spent in the Mt. Hood-Columbia River Gorge Region



Size of Travel Party

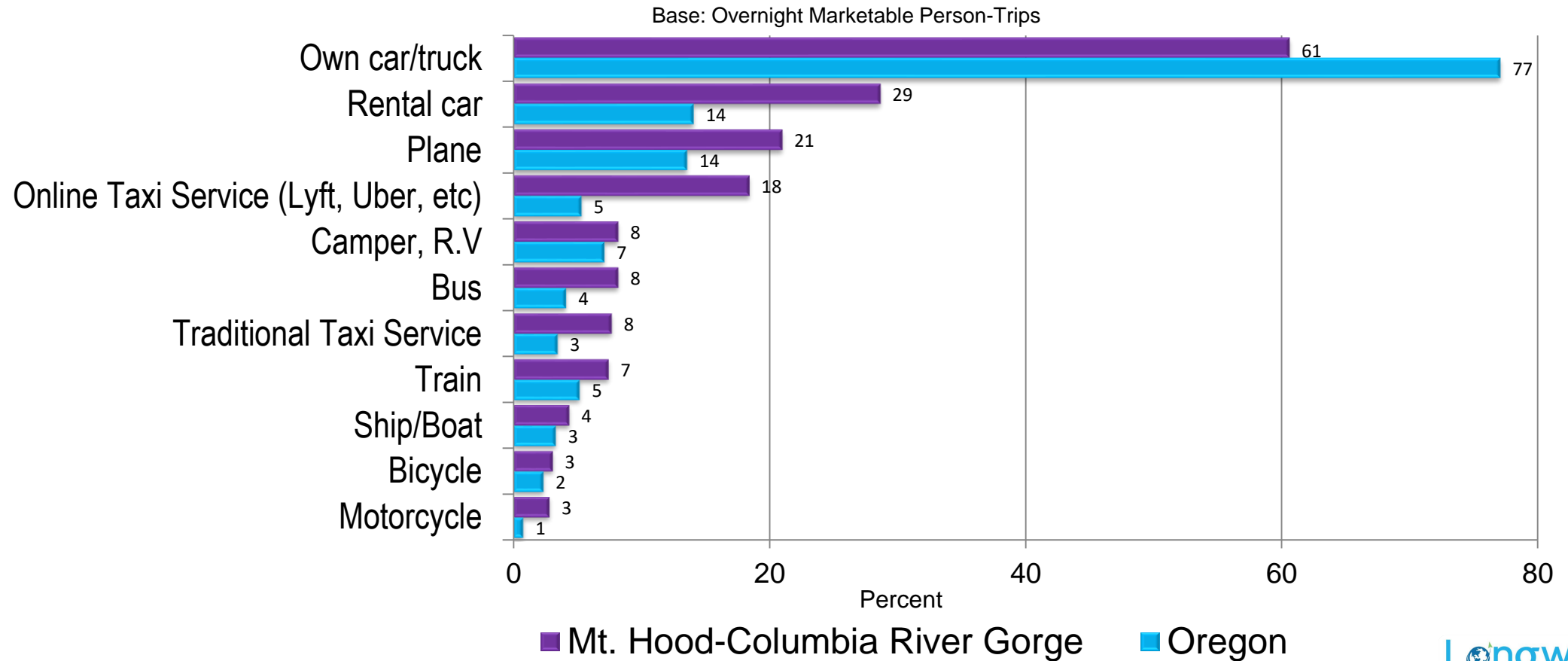


Composition of Immediate Travel Party*

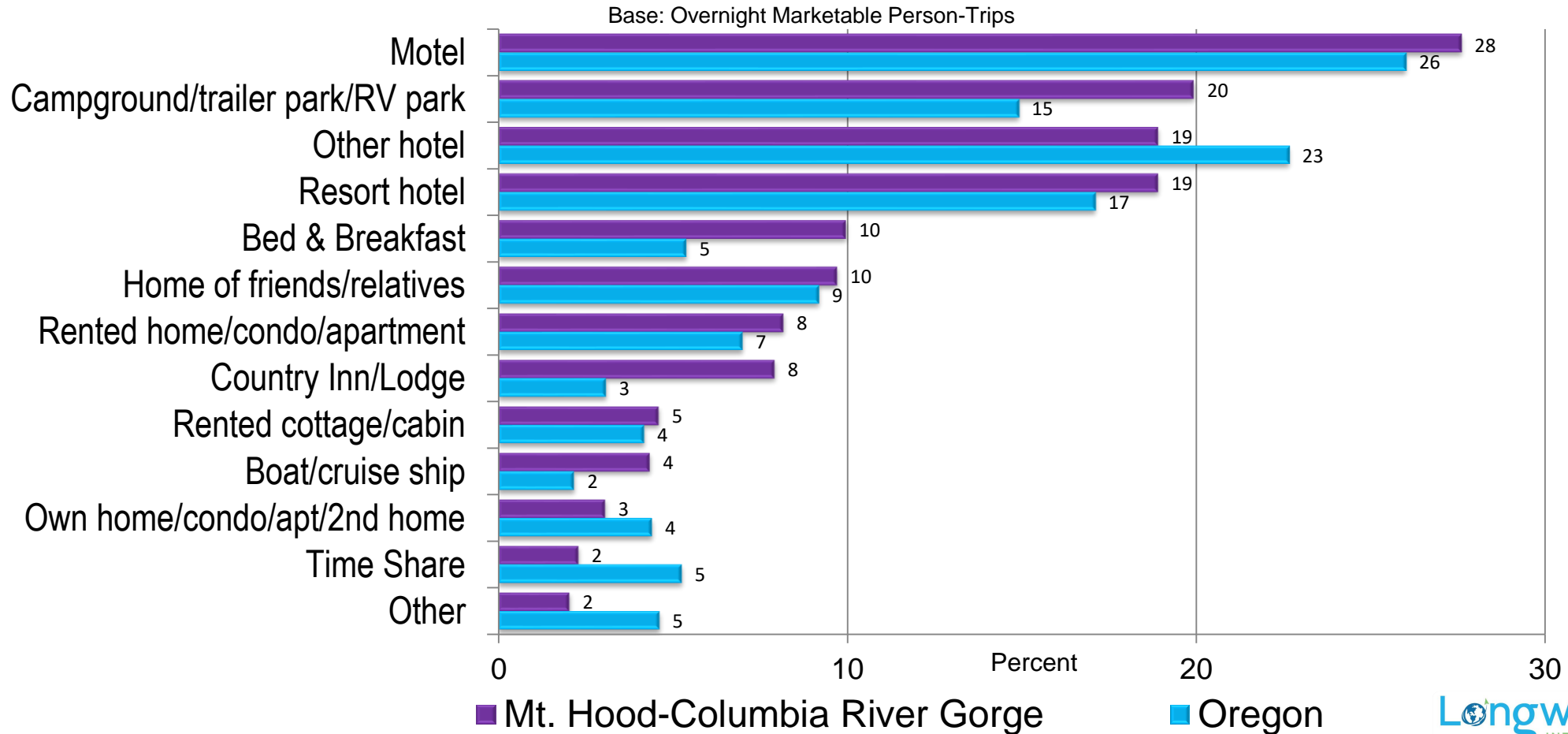


*Question added in 2017; reflects 2017 data only

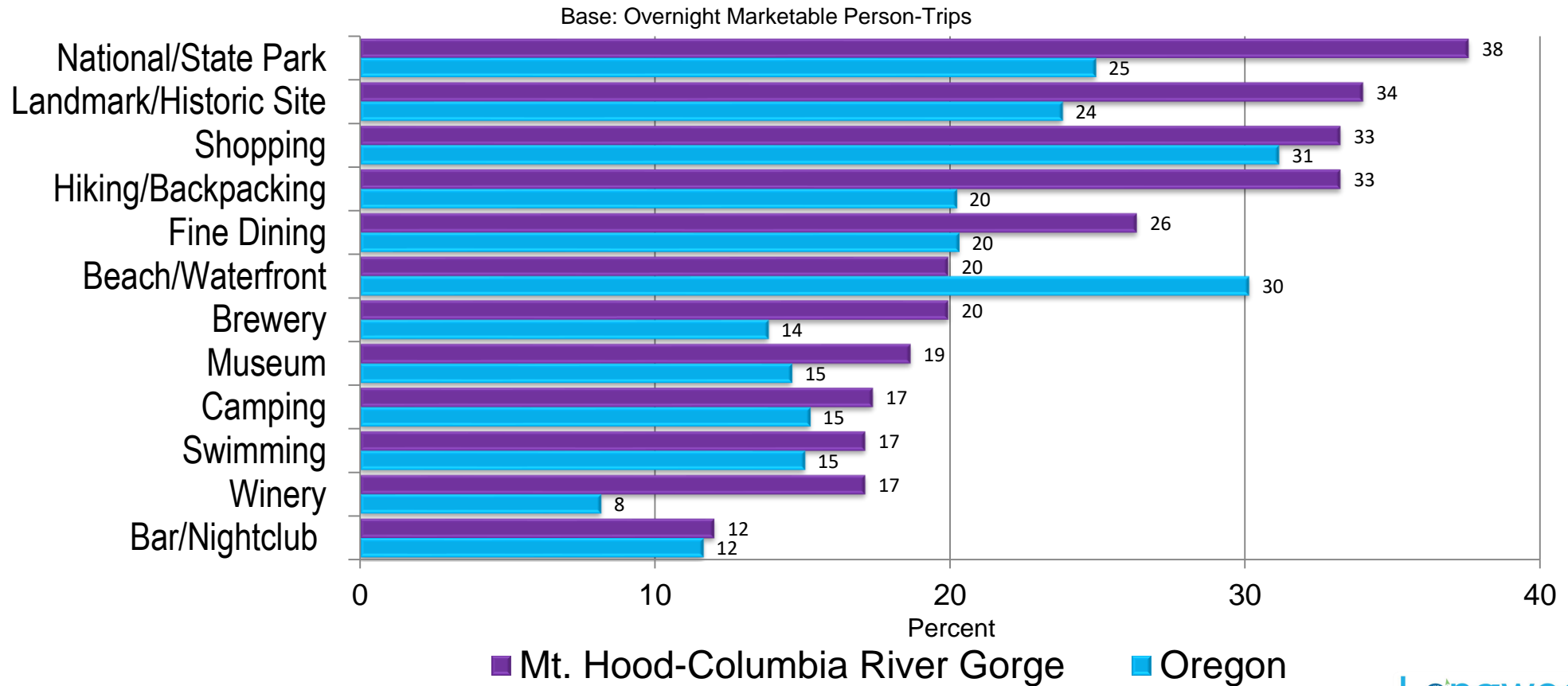
Transportation



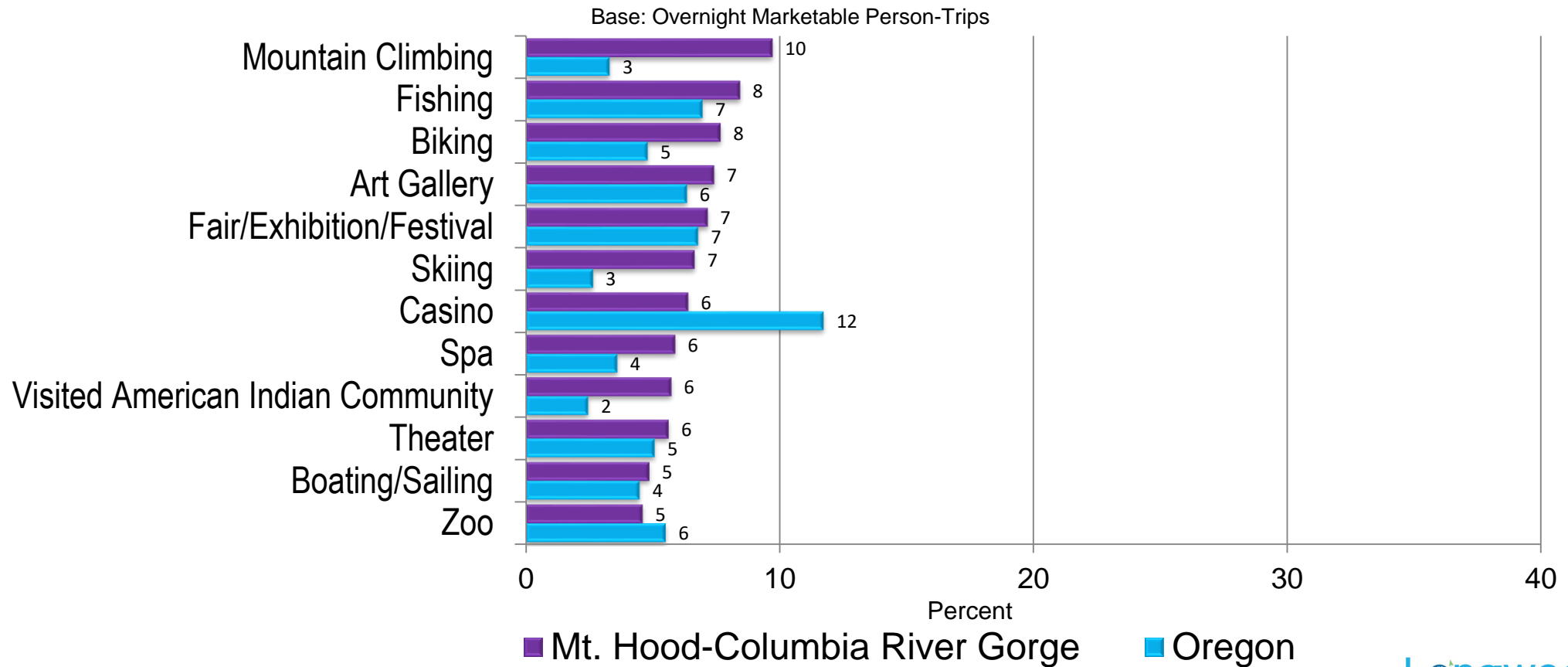
Accommodations



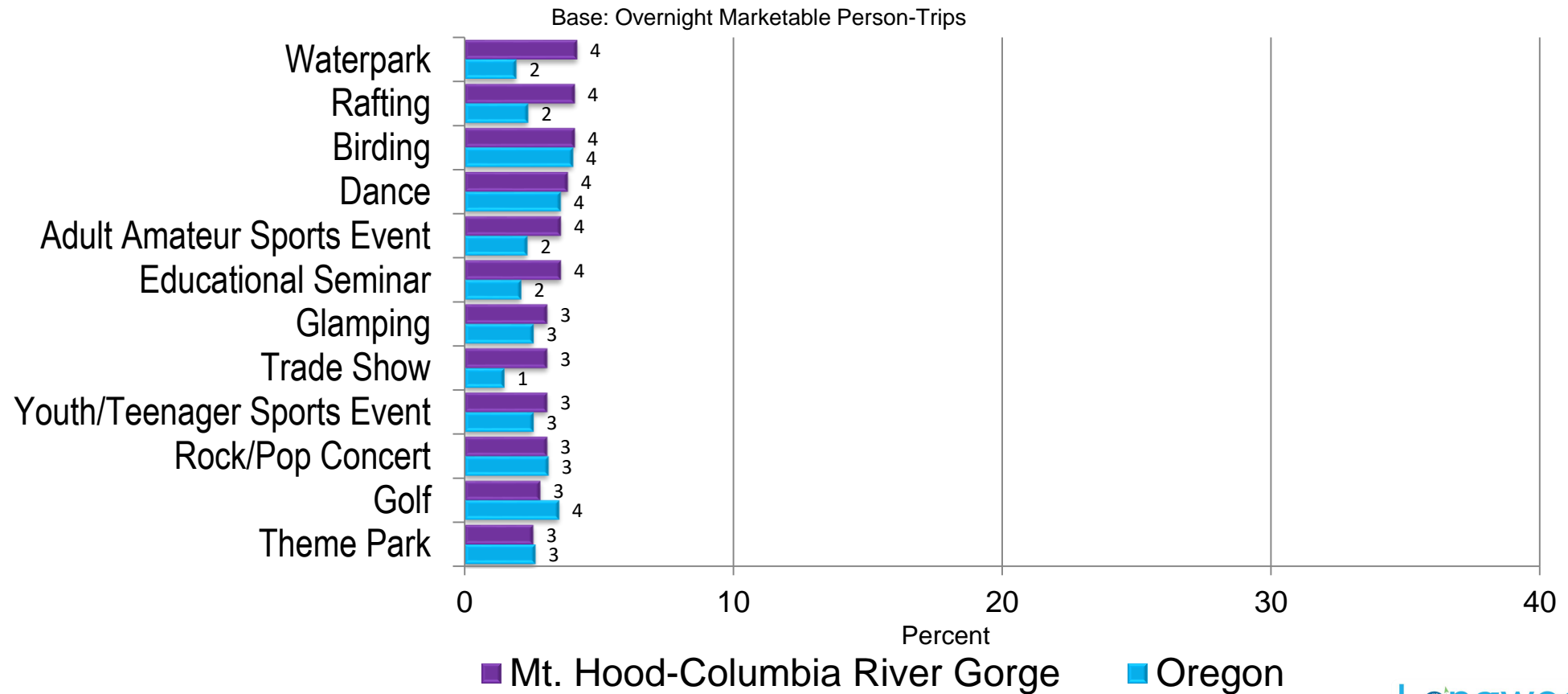
Activities and Experiences



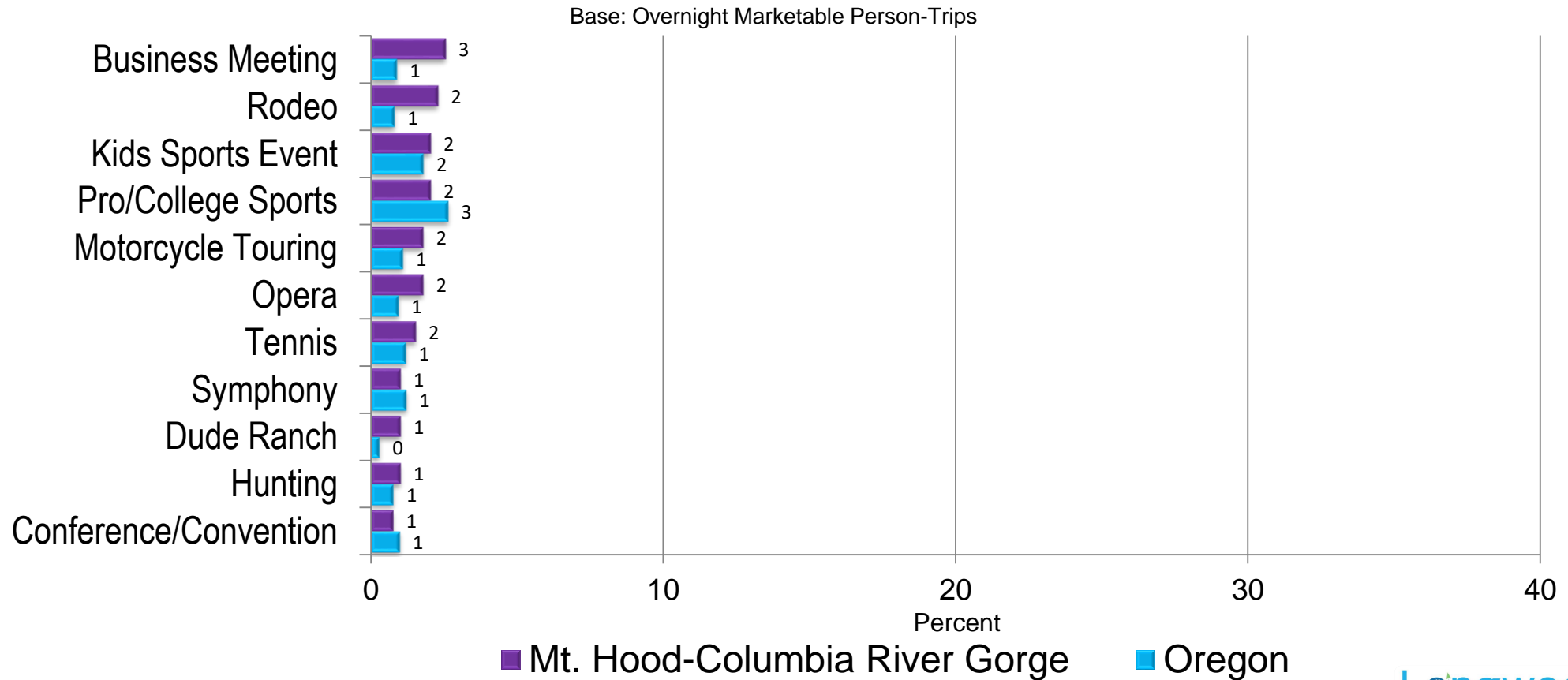
Activities and Experiences (Cont'd)



Activities and Experiences (Cont'd)

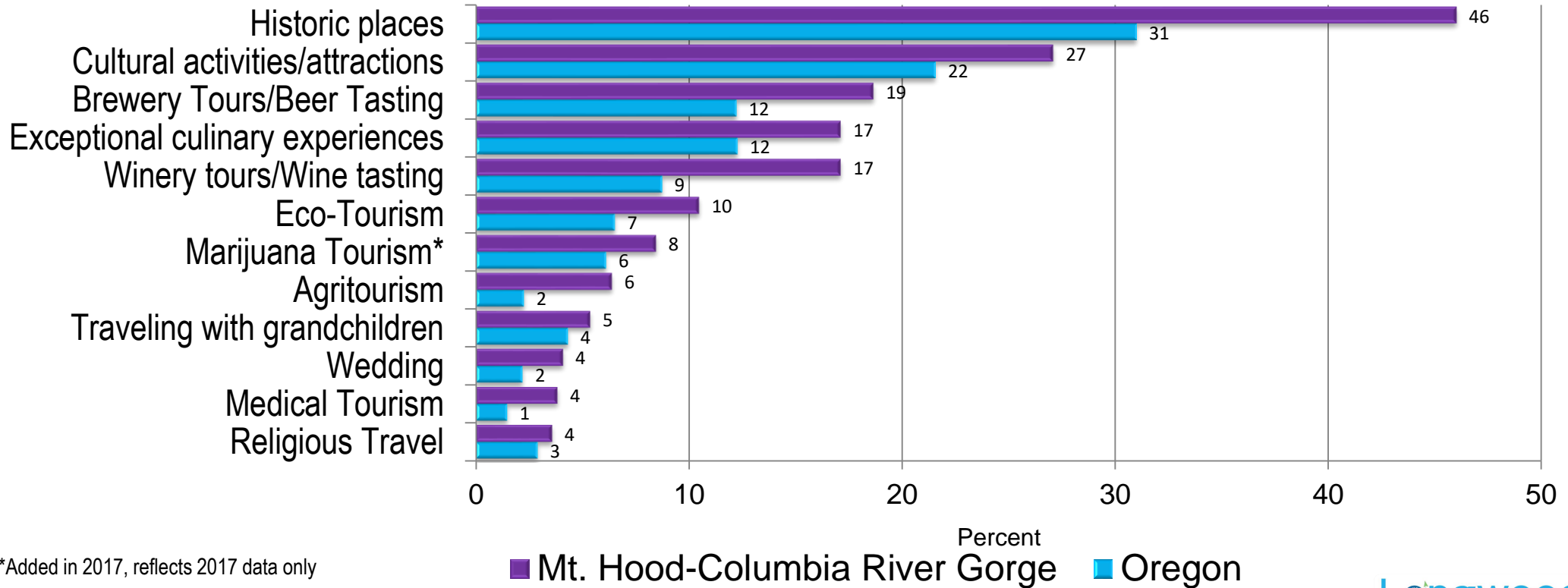


Activities and Experiences (Cont'd)



Activities of Special Interest

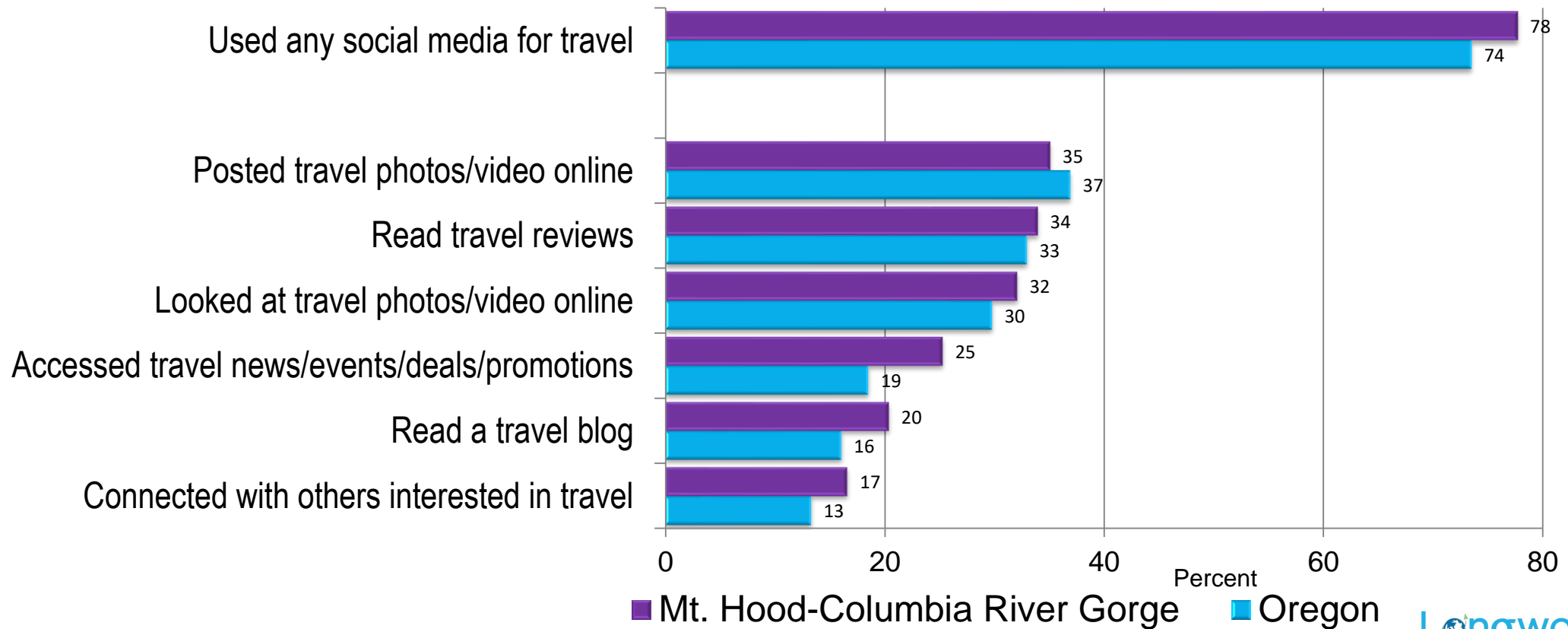
Base: Overnight Marketable Person-Trips



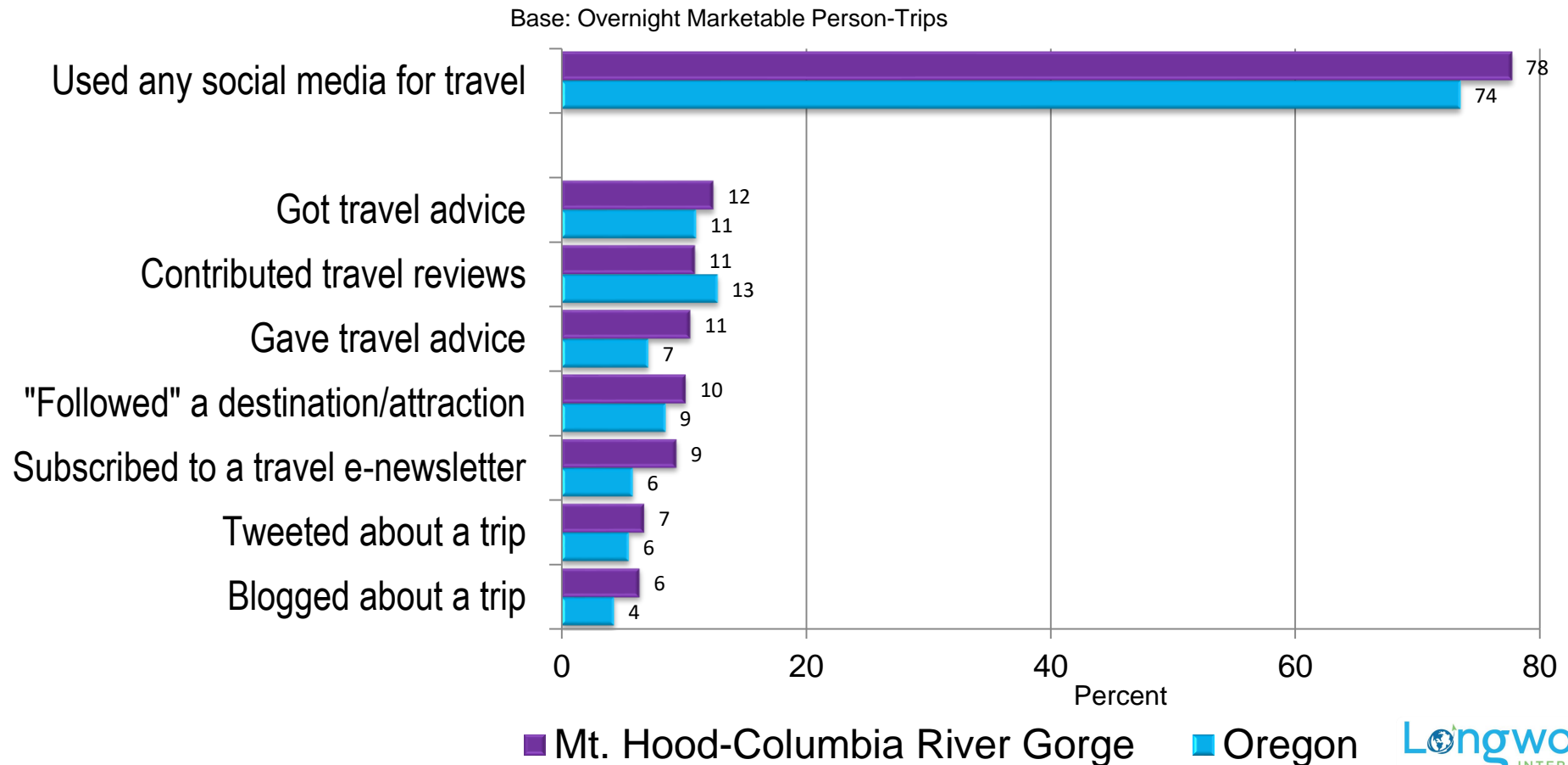
*Added in 2017, reflects 2017 data only

Online Social Media Use by Travelers

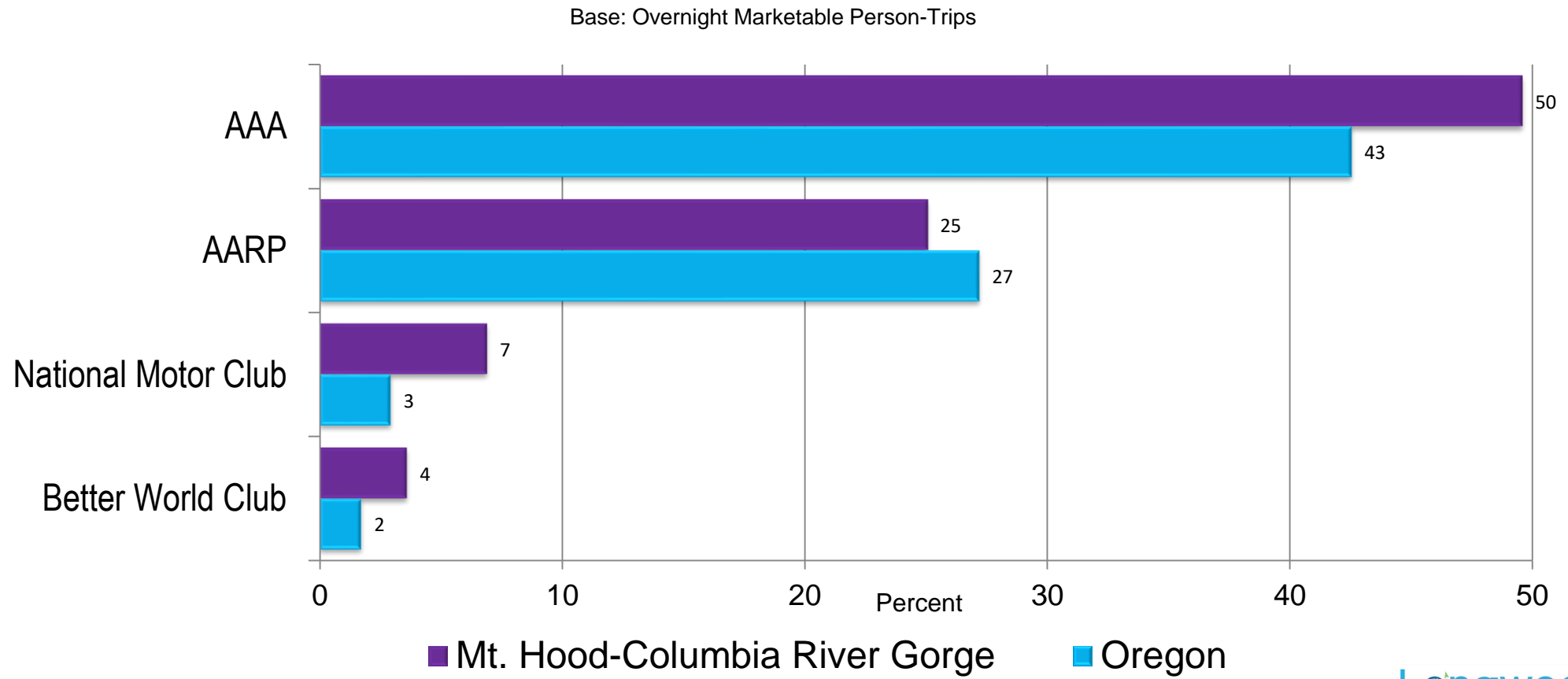
Base: Overnight Marketable Person-Trips



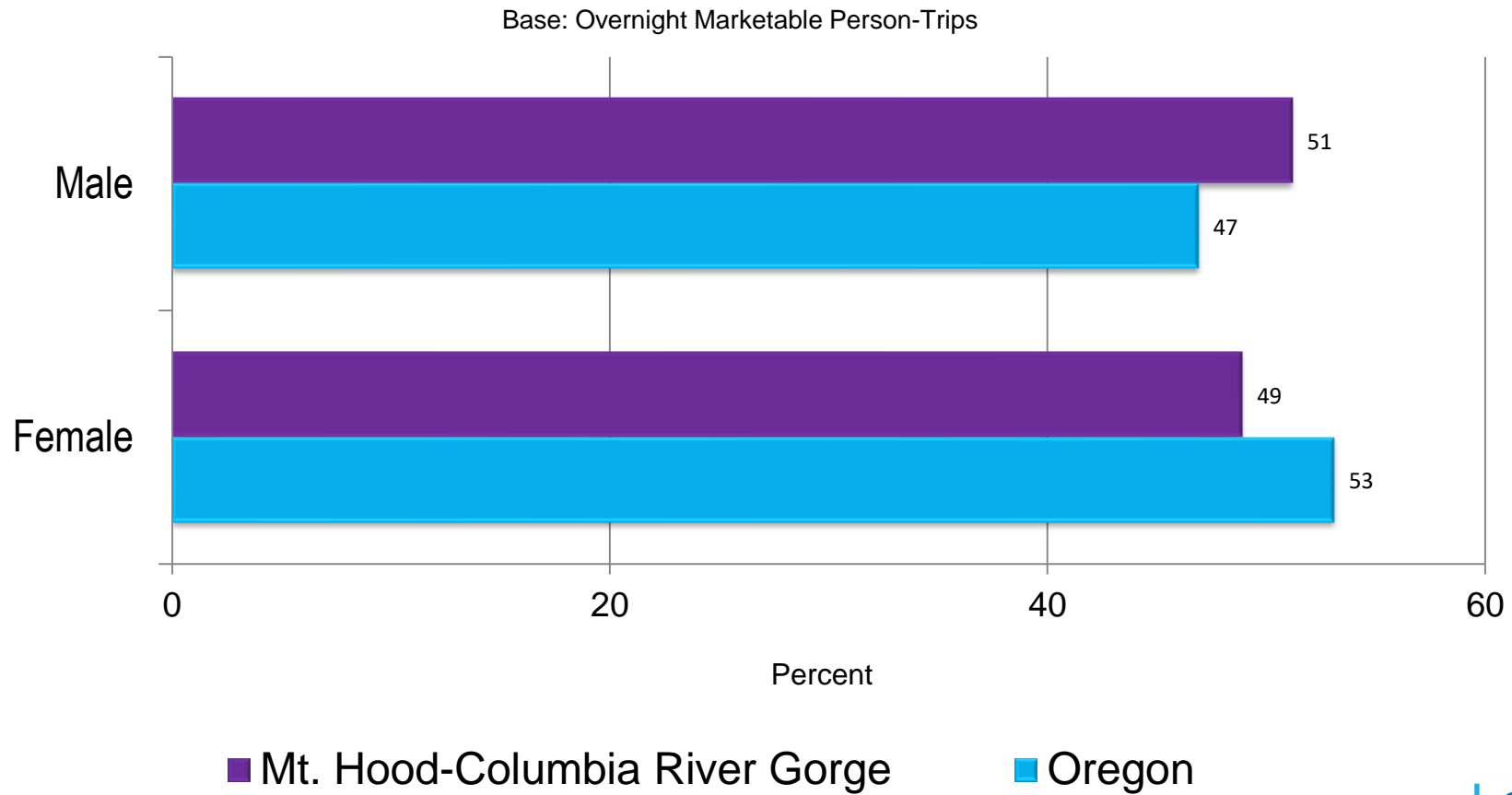
Online Social Media Use by Travelers (Cont'd)



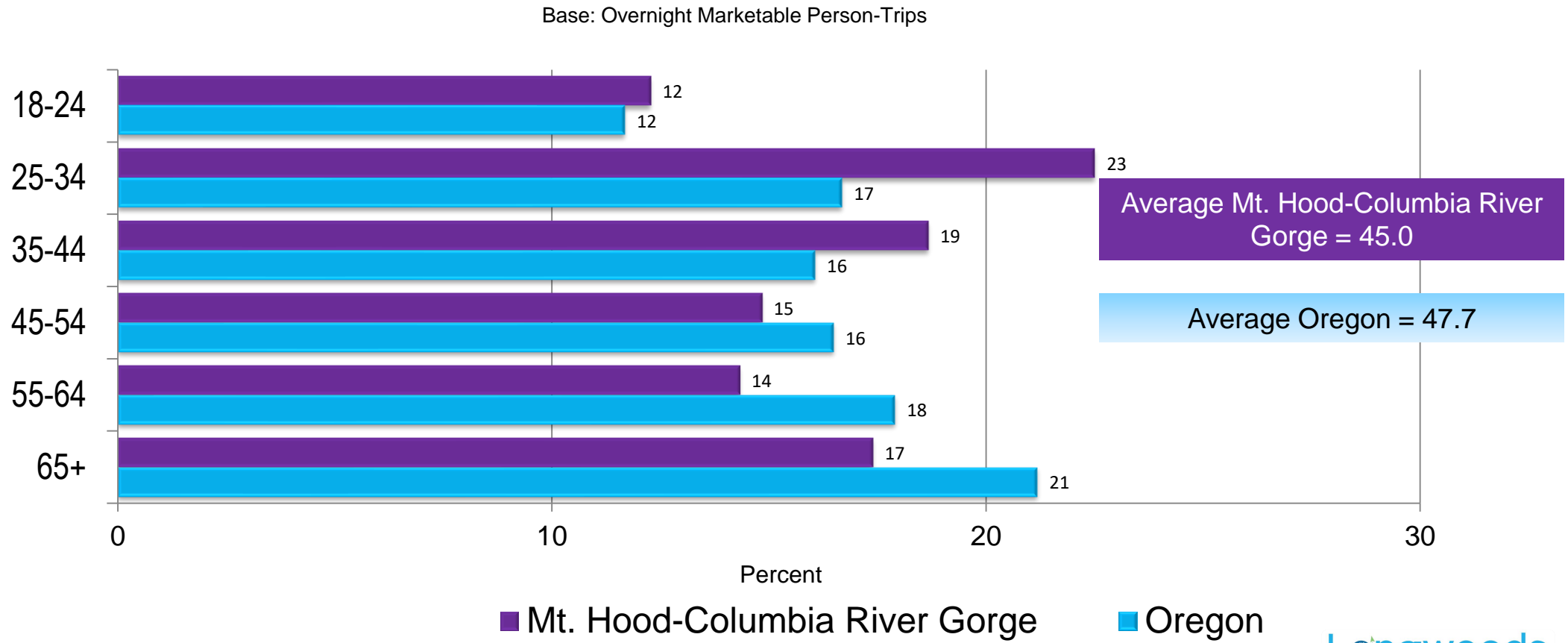
Organization Membership



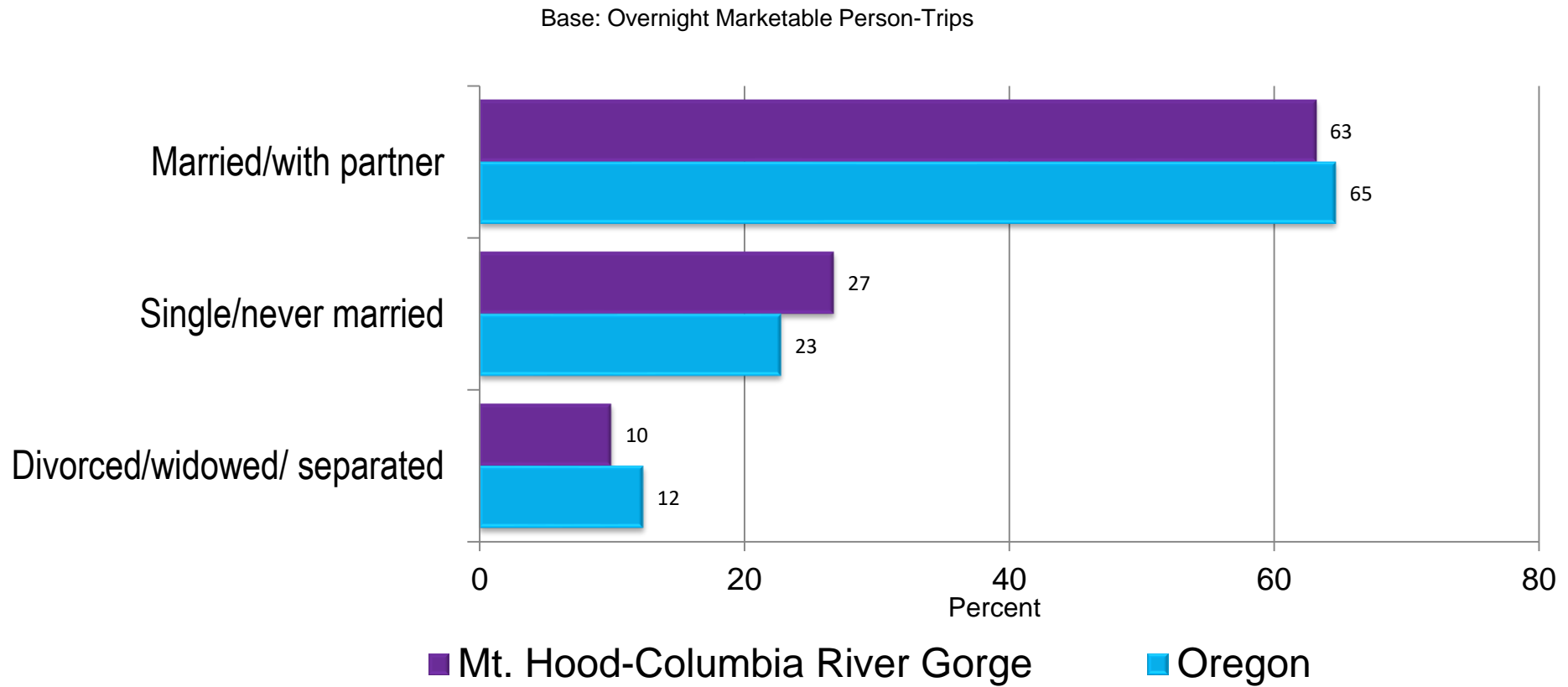
Gender



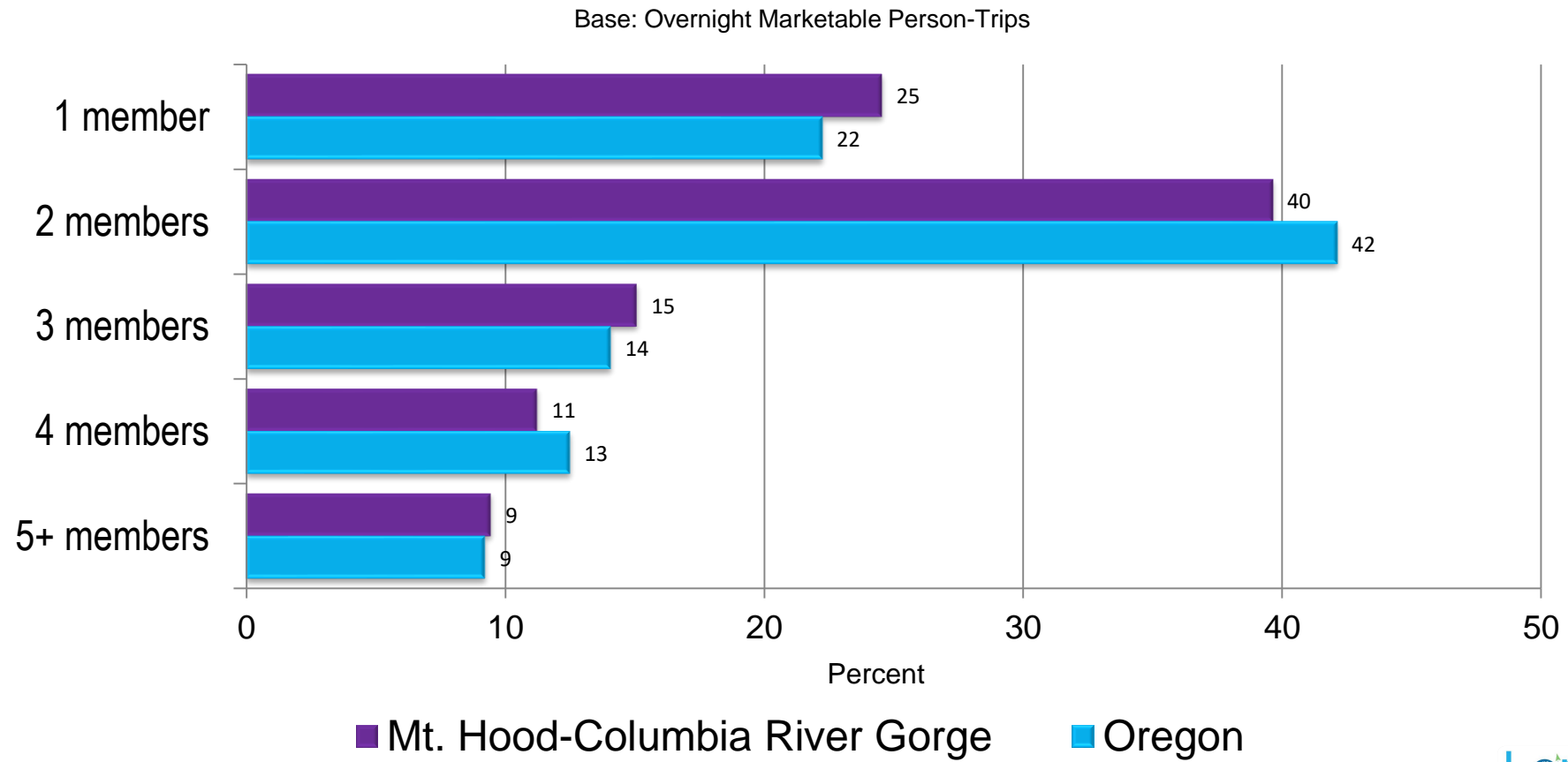
Age



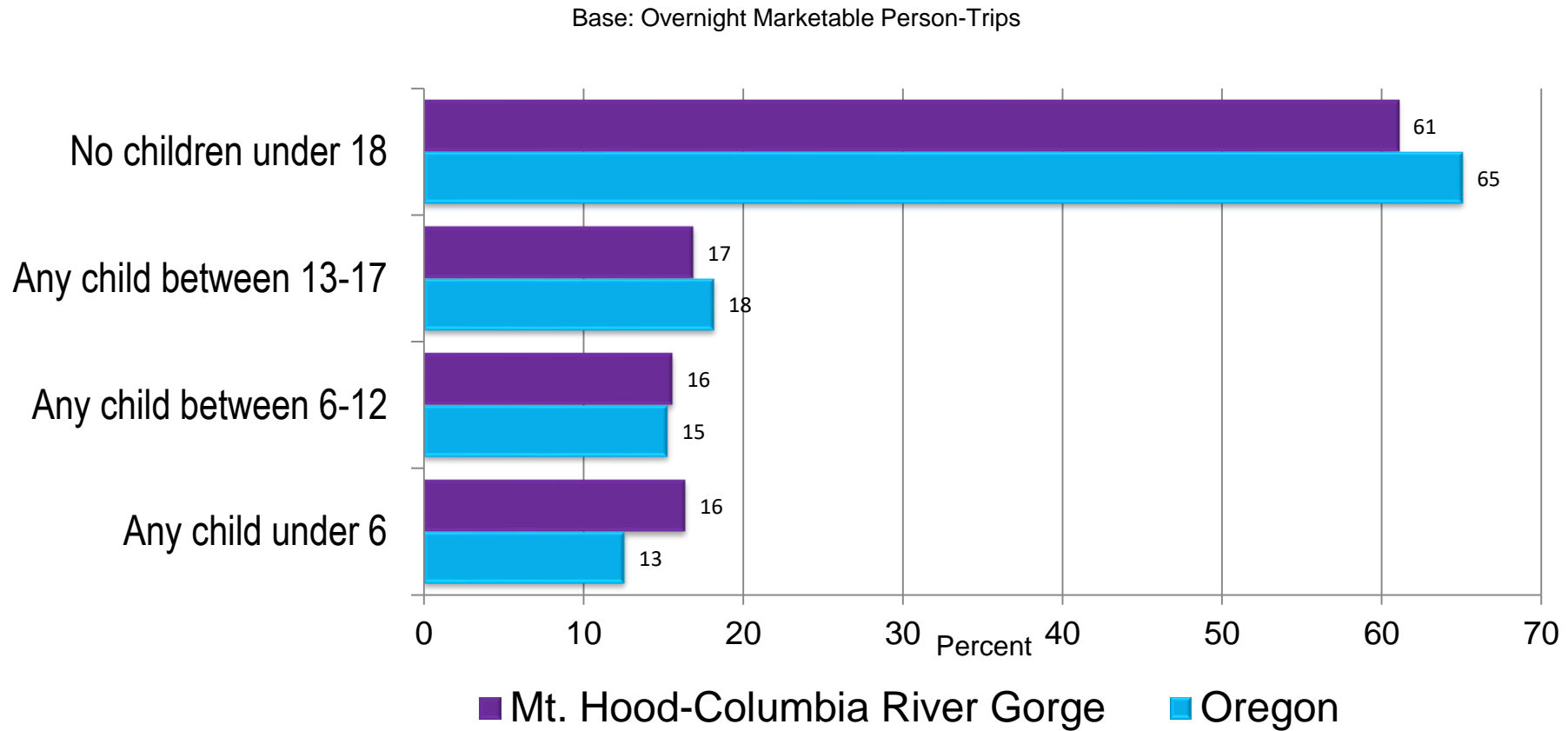
Marital Status



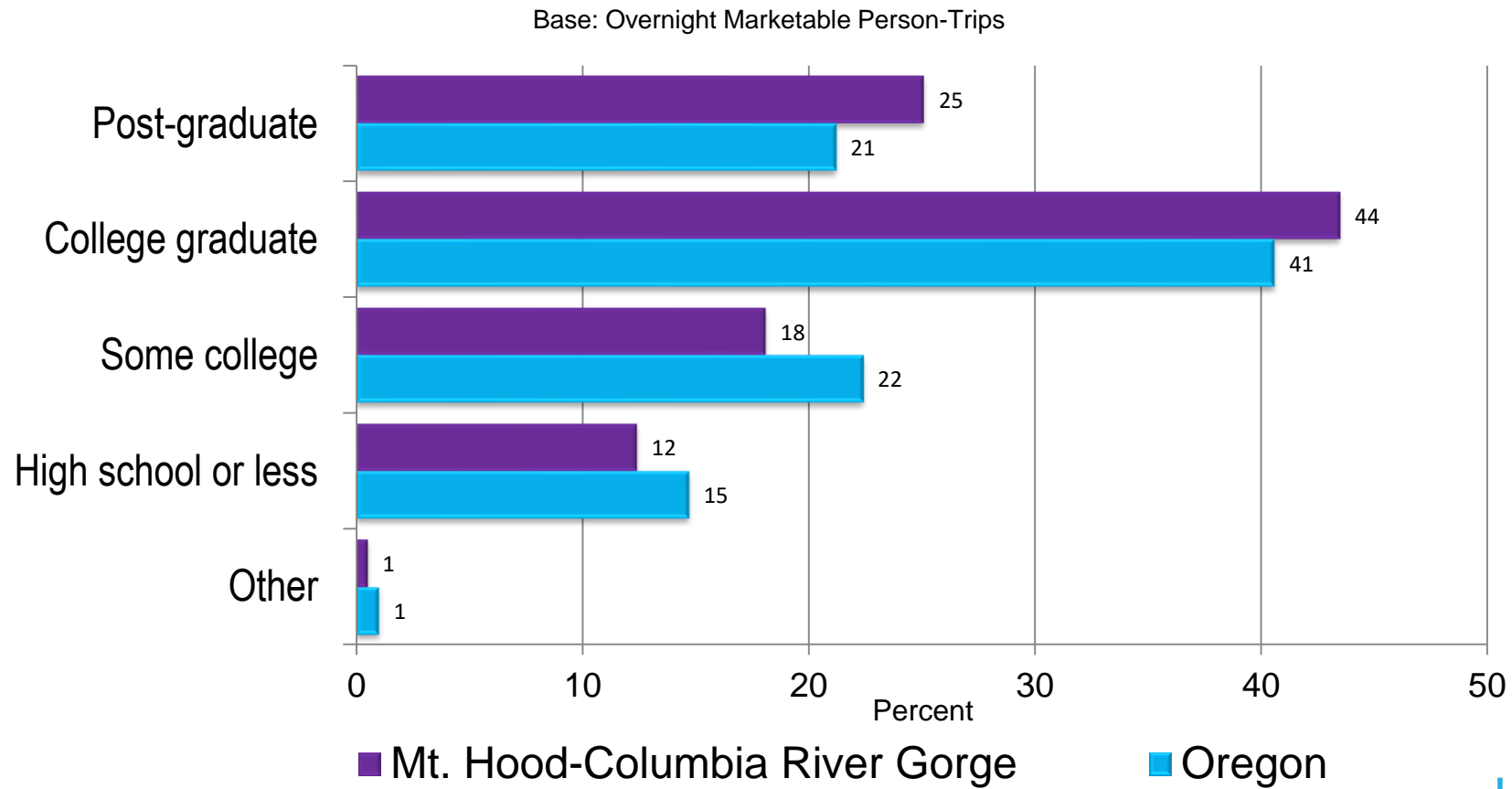
Household Size



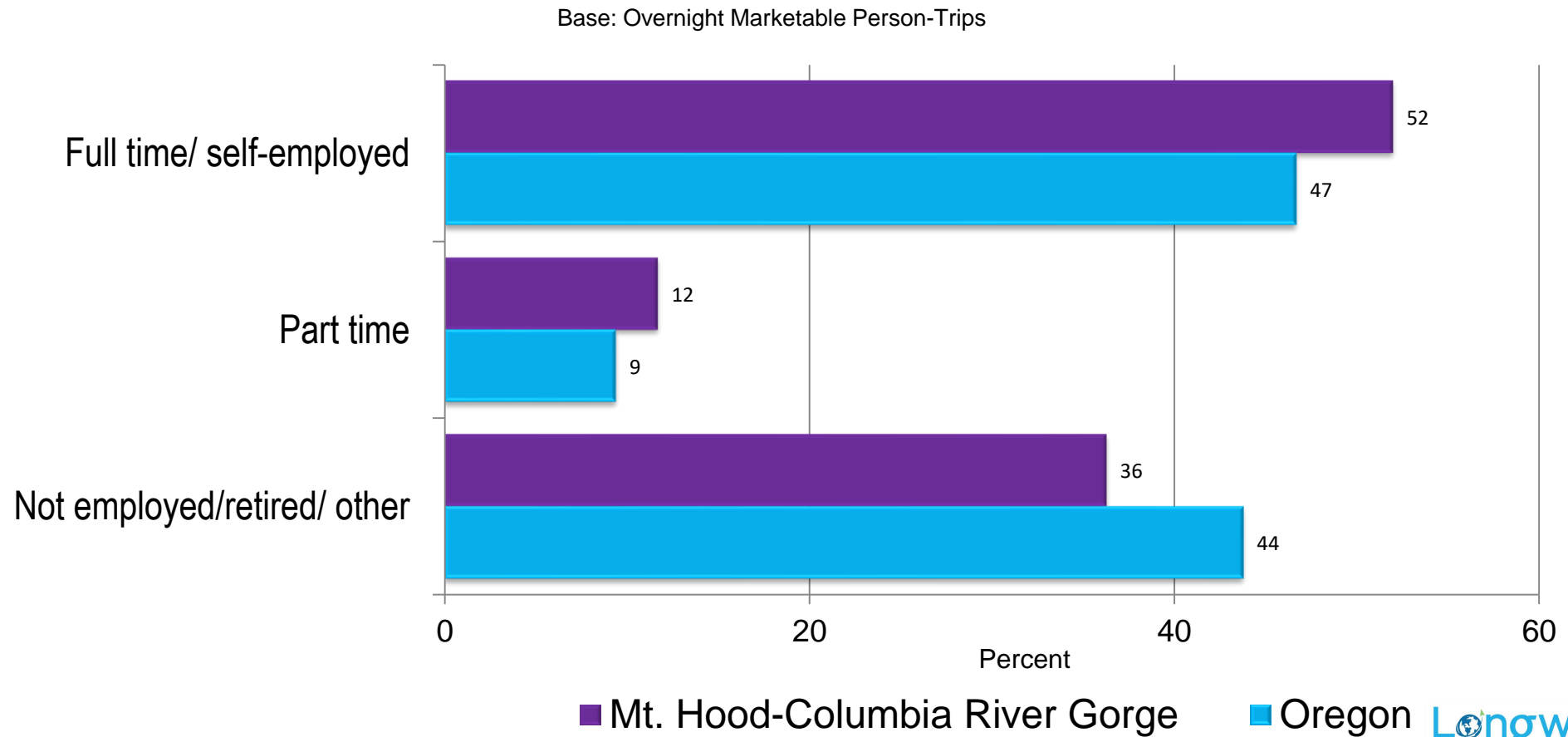
Children in Household



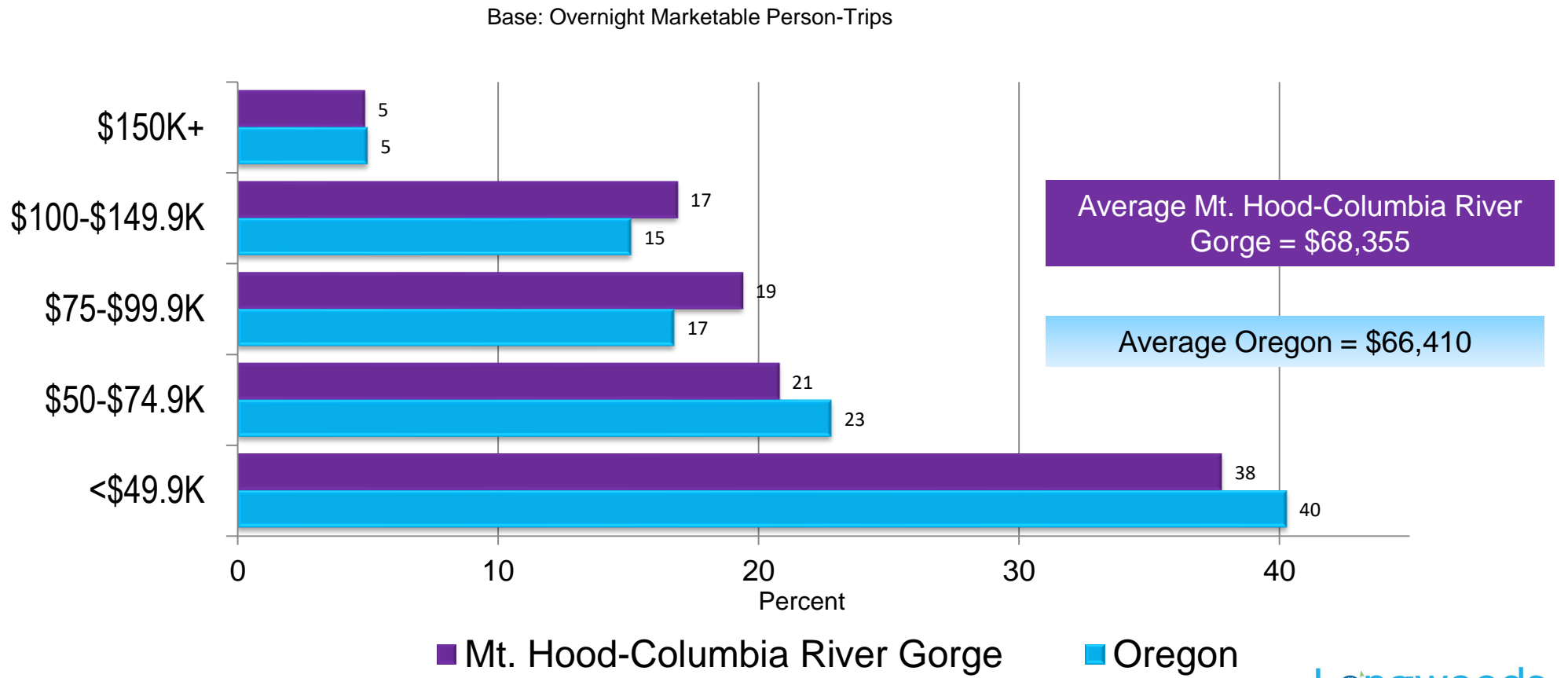
Education



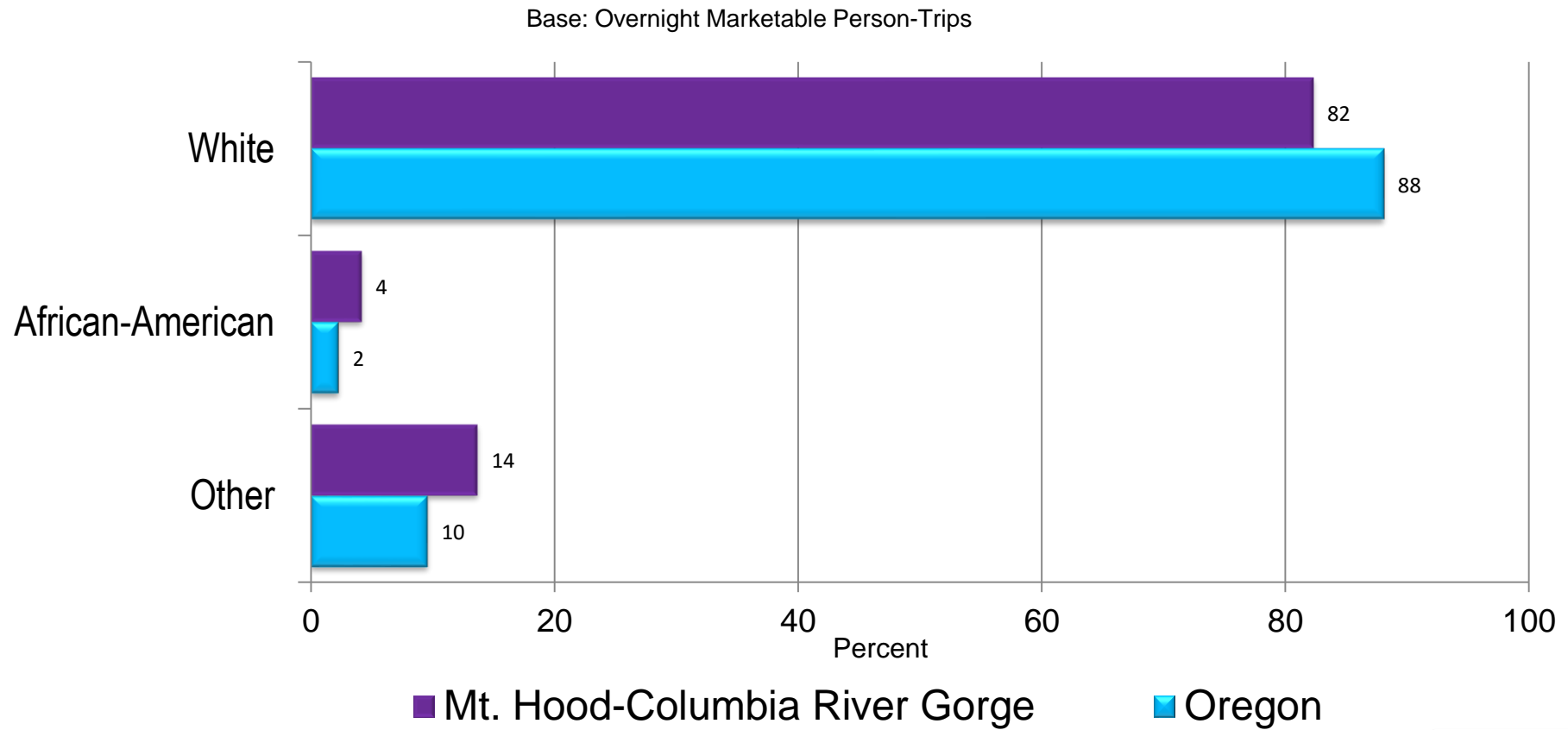
Employment



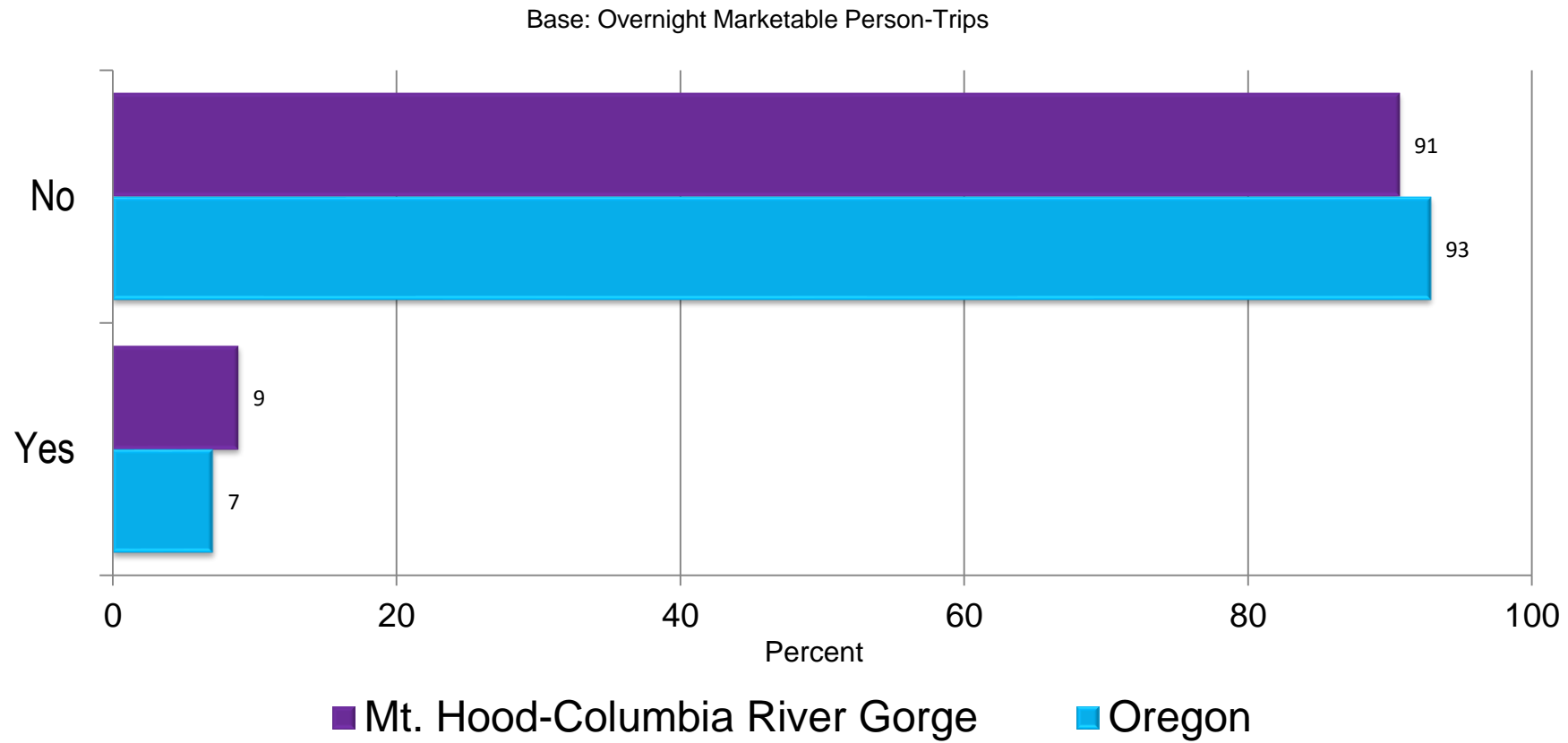
Household Income



Race



Hispanic Background





Appendix: Key Terms Defined



Key Terms Defined

- An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- A **Person-Trip** is one trip taken by one visitor.
 - Person-trips are the key unit of measure for this report.

Trip-Type Segments

Total Trips = Leisure + Business + Business-Leisure

- **Leisure Trips:** Include all trips where the main purpose was one of the following:
 - Visiting friends/relatives
 - Touring through a region to experience its scenic beauty, history and culture
 - Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
 - Special event, such as a fair, festival, or sports event
 - City trip
 - Cruise
 - Casino
 - Theme park
 - Resort (ocean beach, inland or mountain resort)
 - Skiing/snowboarding
 - Golf
- **Business Trips:**
 - Conference/convention
 - Other business trip
- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

Marketable Trips:

Include all leisure trips, with the exception of visits to friends/relatives