



**TRAVEL  
OREGON**

**Oregon 2017  
Regional Visitor Report  
Portland 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 Portland Region in particular
  - ✓ Strategic intelligence about the Portland 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 Portland 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:
  - 2,282 included a visit to the Portland Region
  - Of those, 790 were **marketable trips**

# Map



# Analytical Note

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



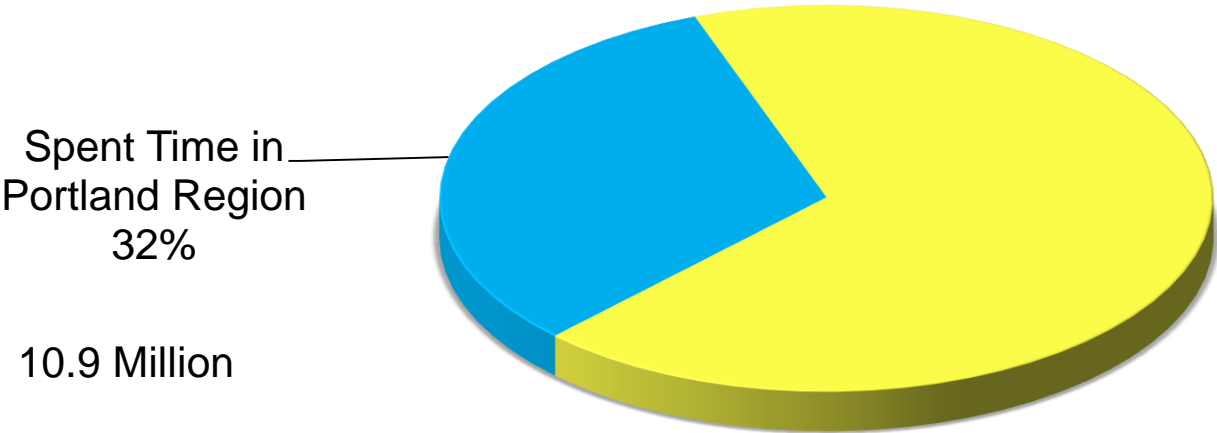
**Longwoods**  
INTERNATIONAL  
40 YEARS TOGETHER

## Travel Market Size & Structure— Portland Region 2017



# Size of the Portland Region's Overnight Travel Market

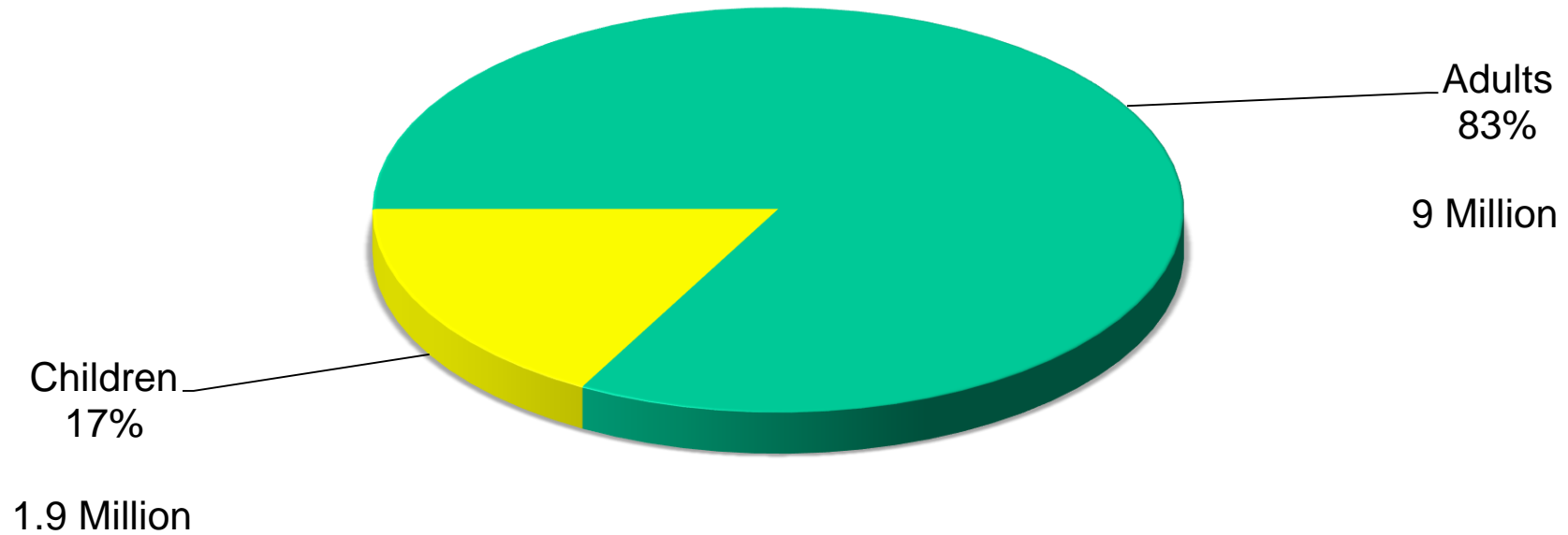
Total Overnight Trips to Oregon\* = 34.1 Million



\*Includes both adults and children

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

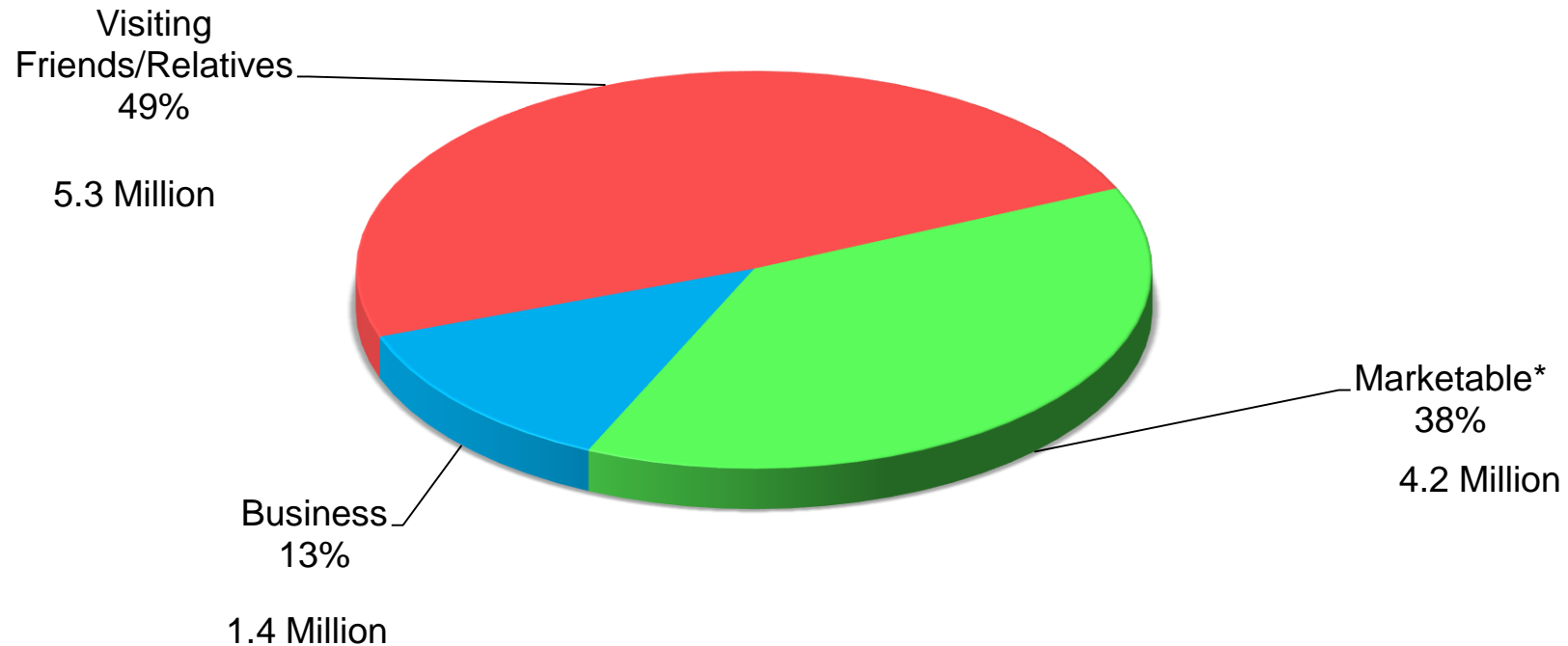
Total Overnight Trips to Portland Region = 10.9 Million





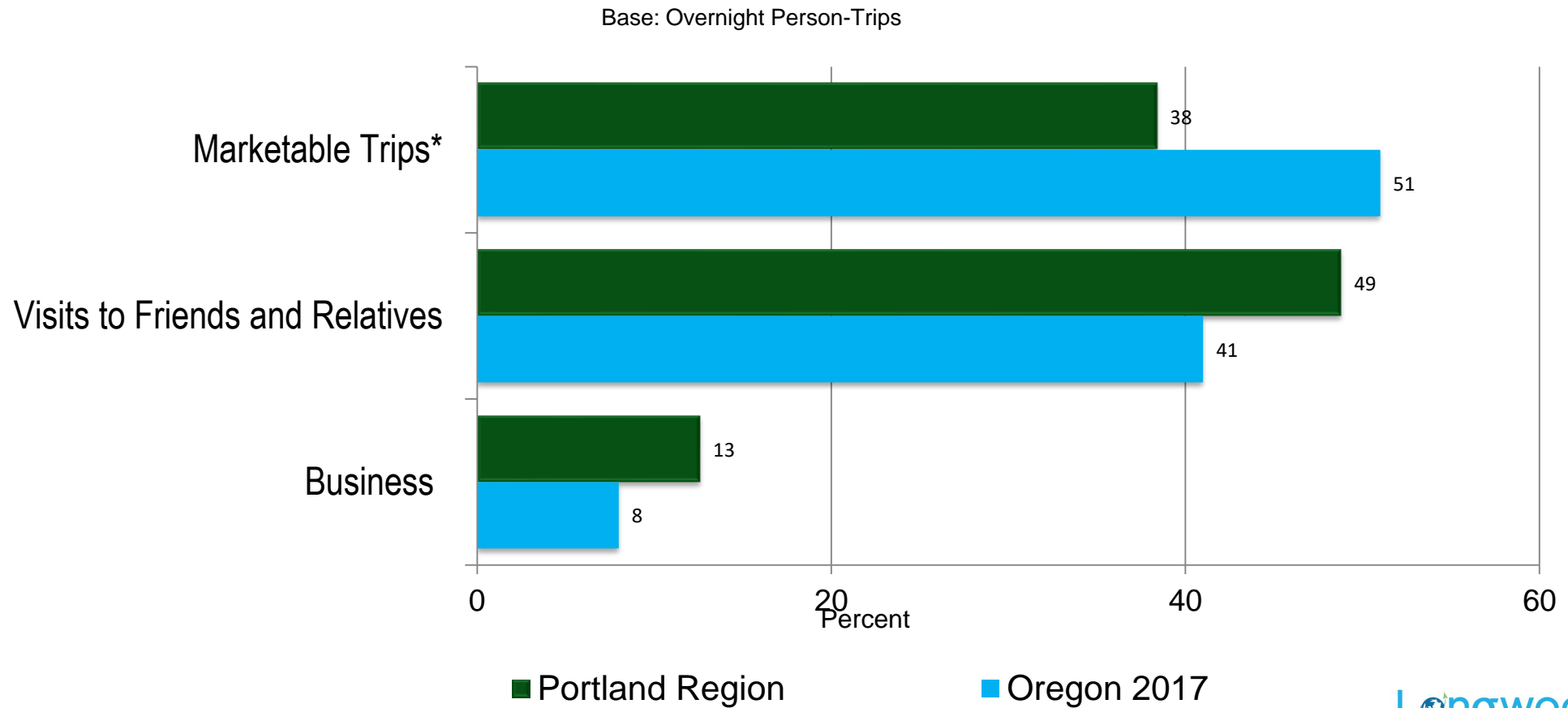
# The Portland Region's Overnight Travel Market — by Main Trip Purpose

Total Overnight Trips to Portland Region = 10.9 Million



\*Marketable includes Business-Leisure

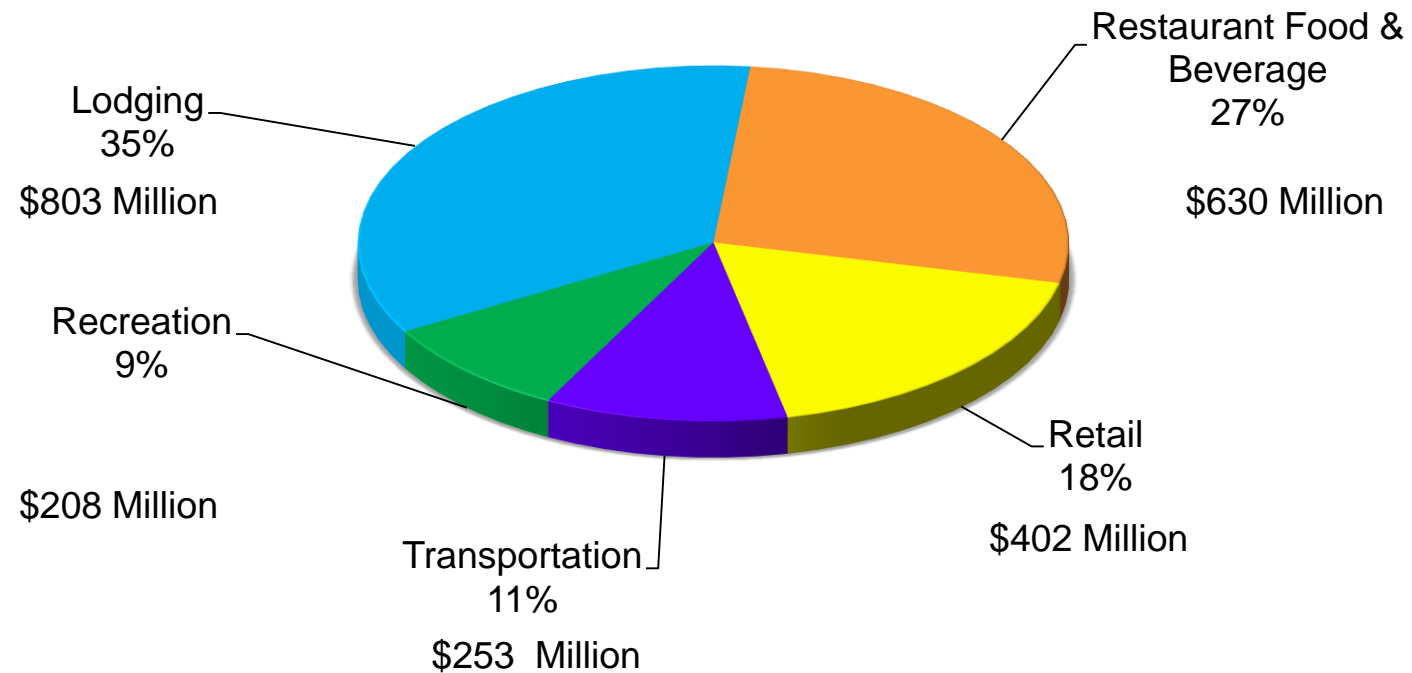
# The Portland Region vs. Oregon State—by Trip Purpose



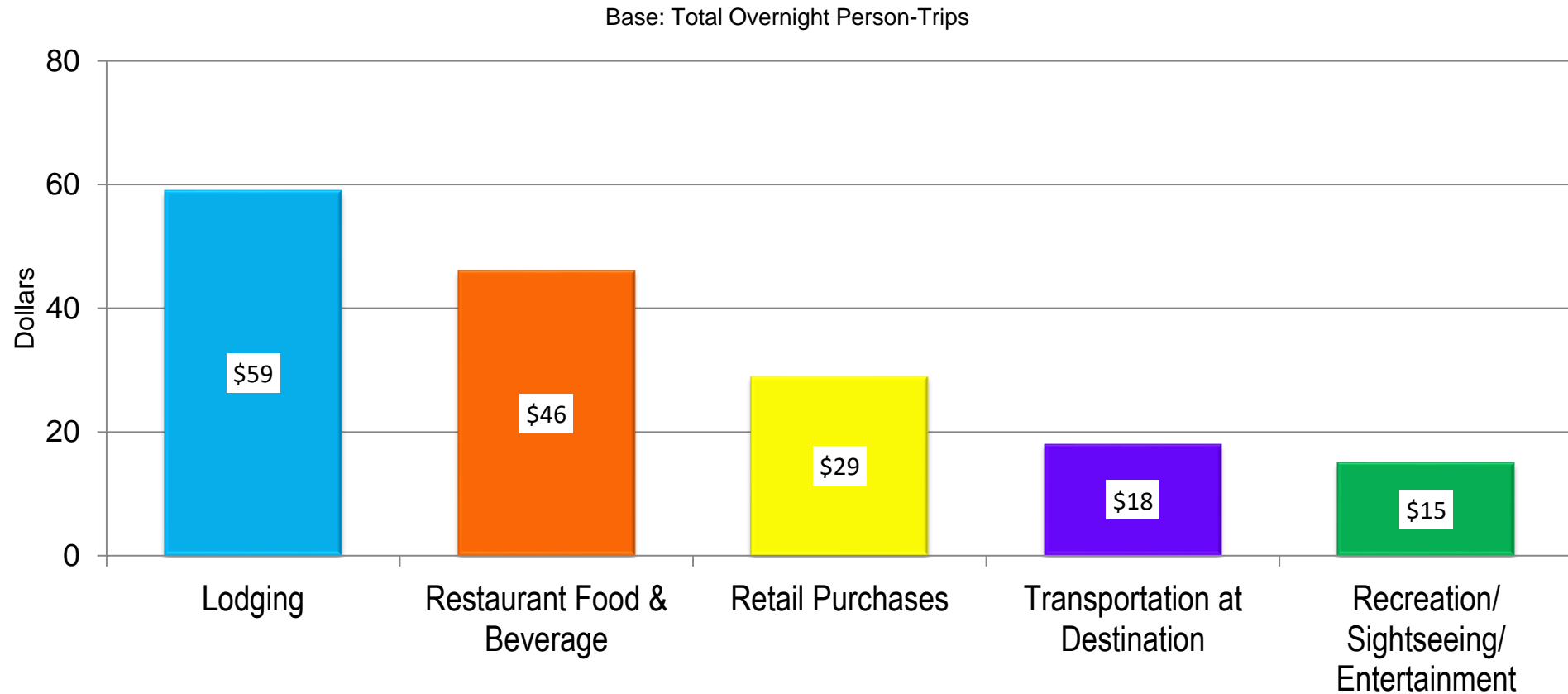
\*Marketable includes Business-Leisure

# 2017 Overnight Expenditures — by Sector

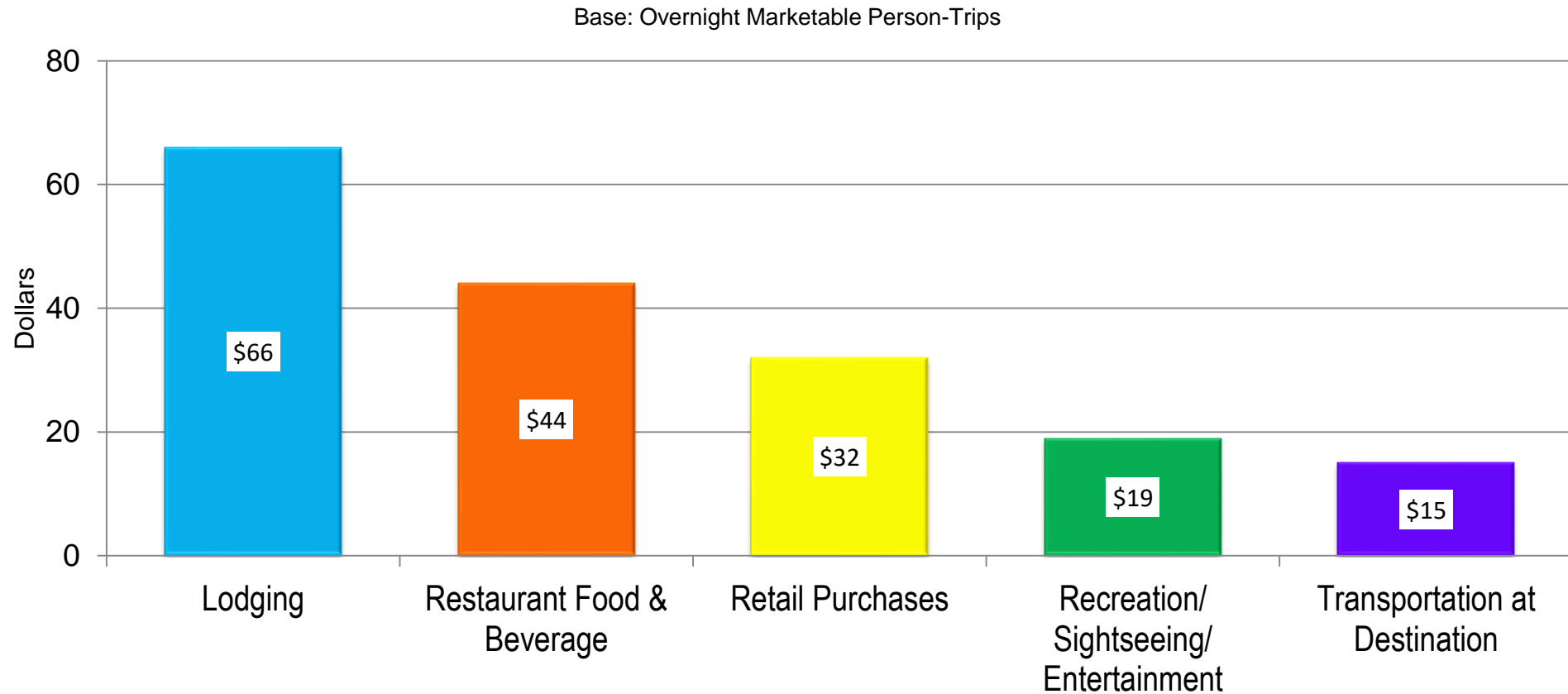
2017 Portland Region Spending = \$2.3 Billion



# Average Per Person Expenditures on Overnight Trips — By Sector



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

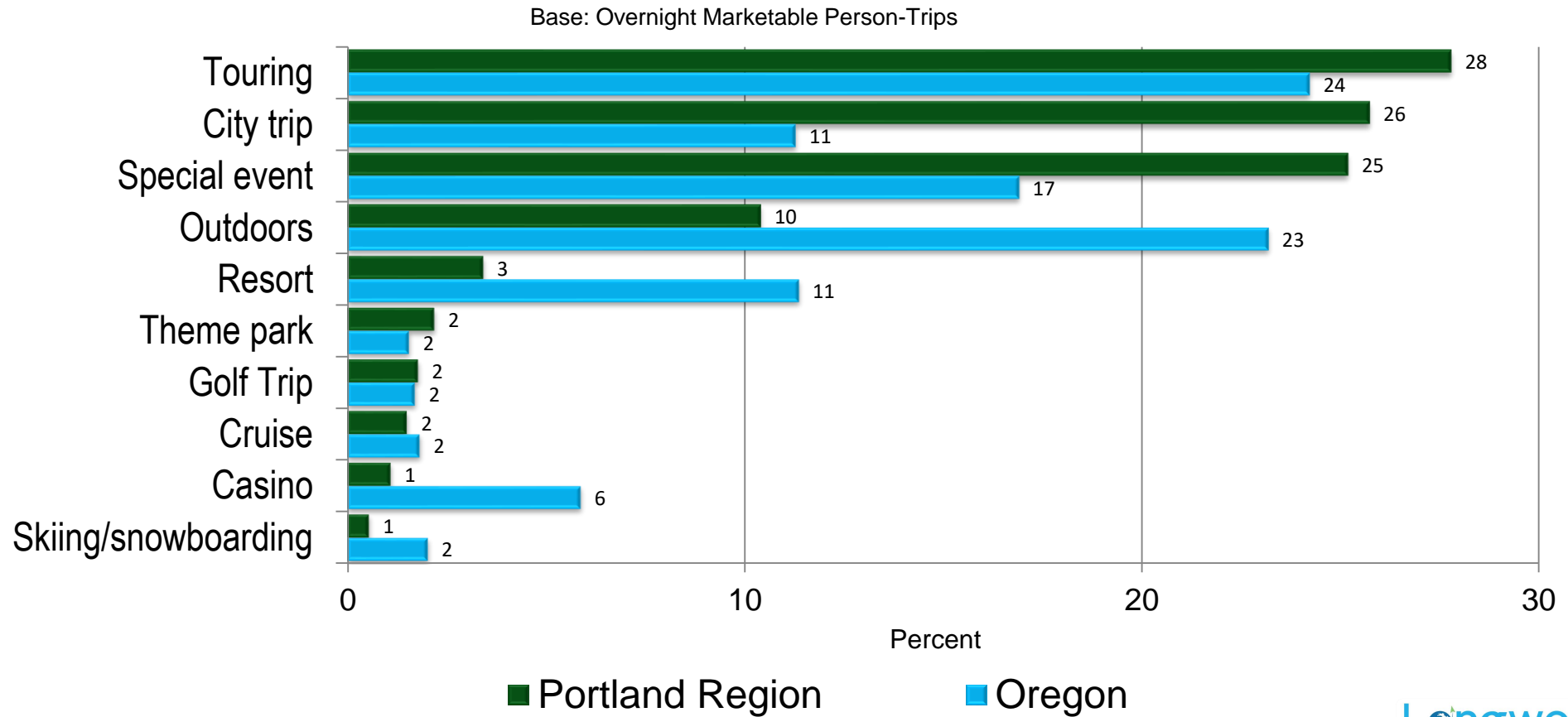




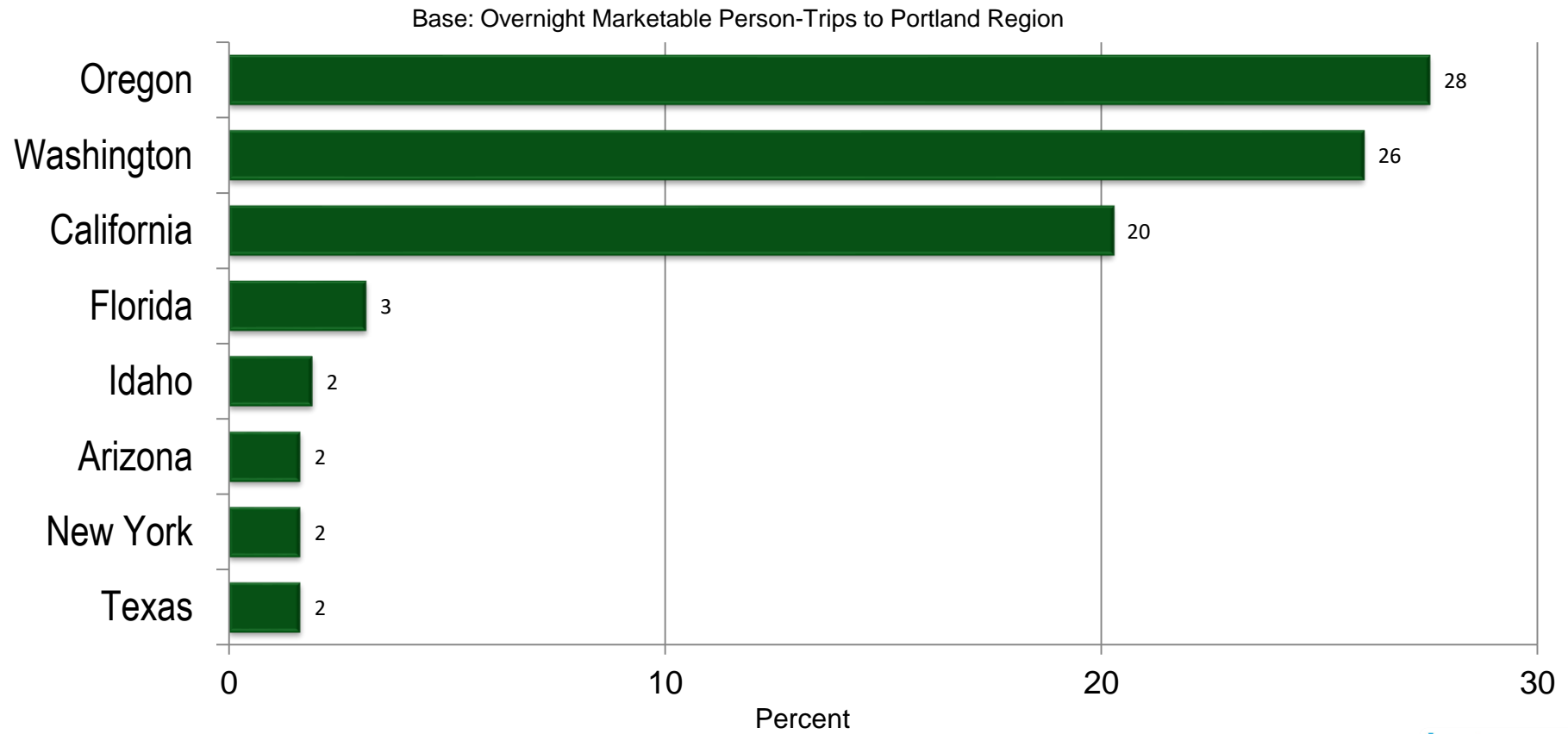
# Marketable Trip Characteristics and Visitor Profile- 2016/2017



# Main Purpose of Marketable Trip – The Portland Region vs. State Norm

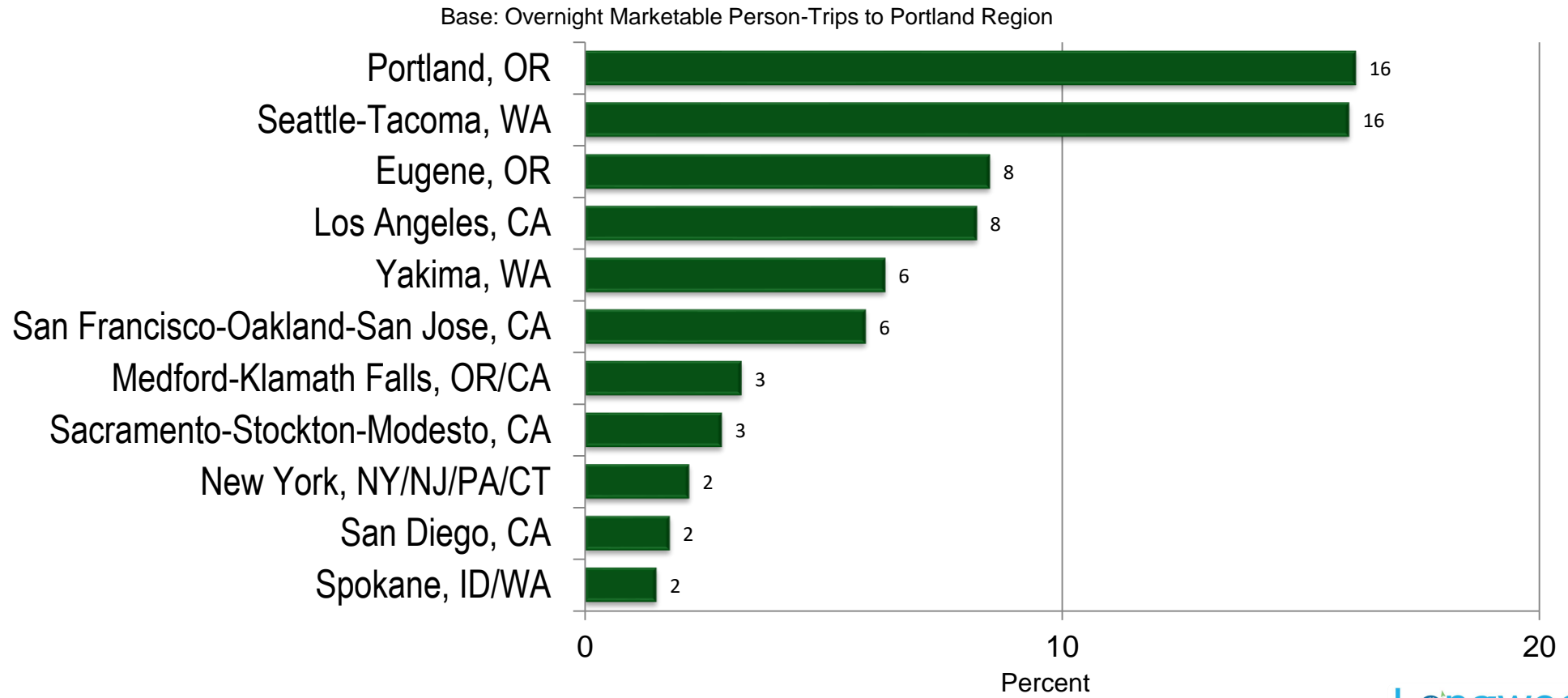


# State Origin Of Trip

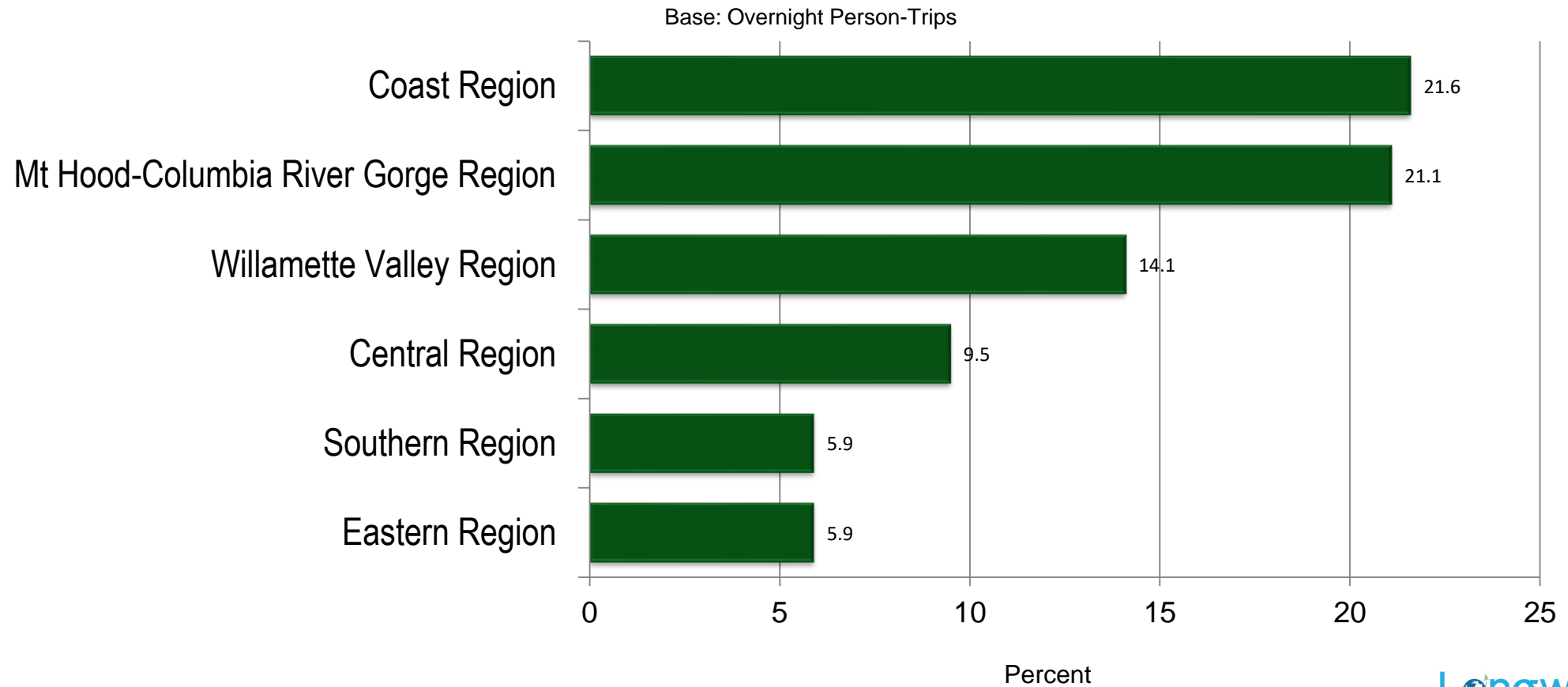




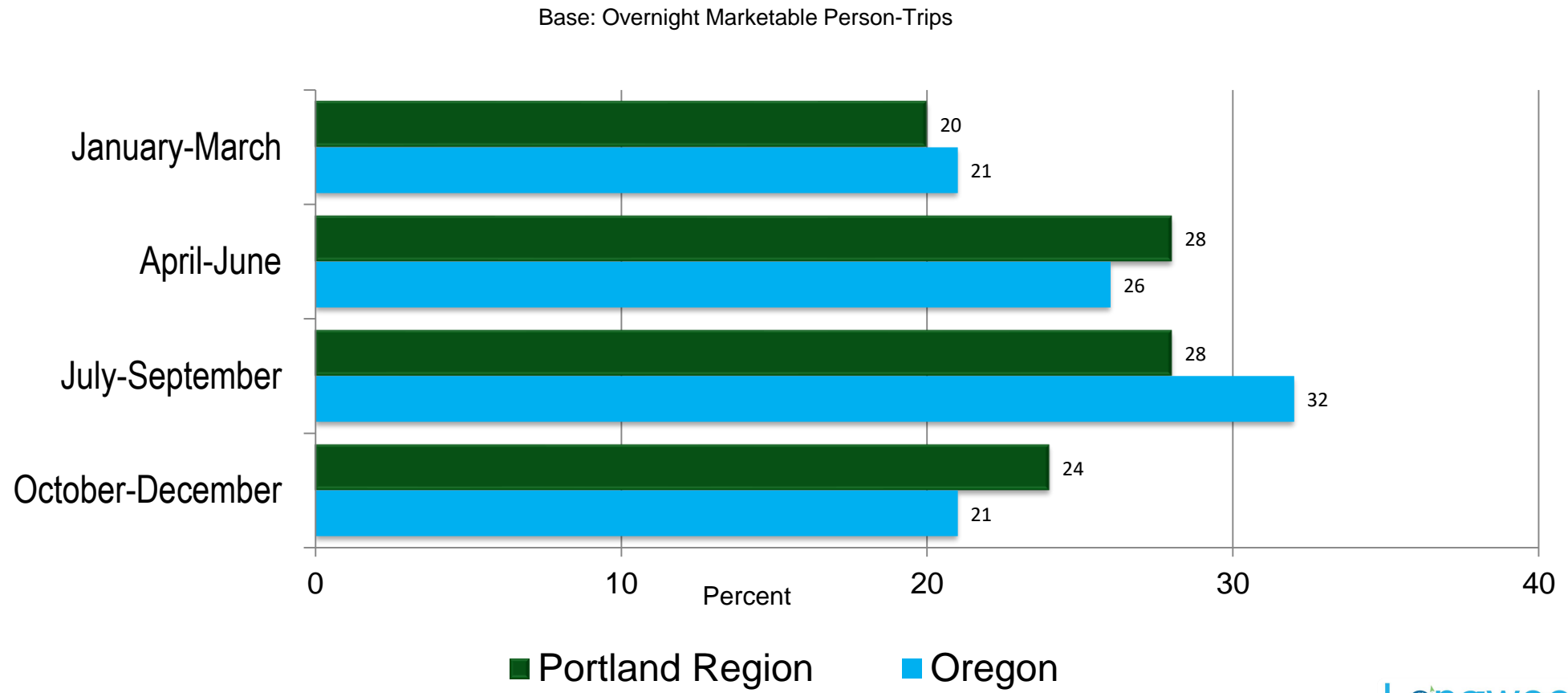
# DMA Origin Of Trip



# Other Oregon Regions Visited on Portland Region Trip

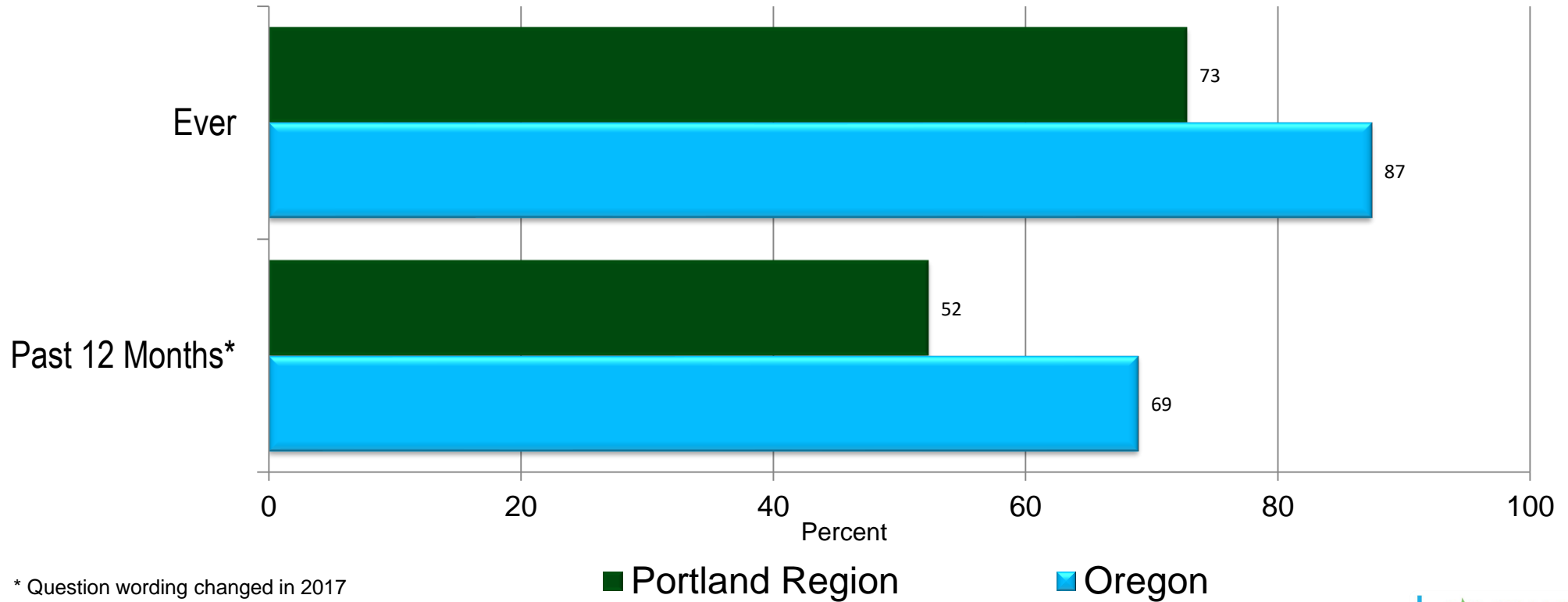


# Season of Trip



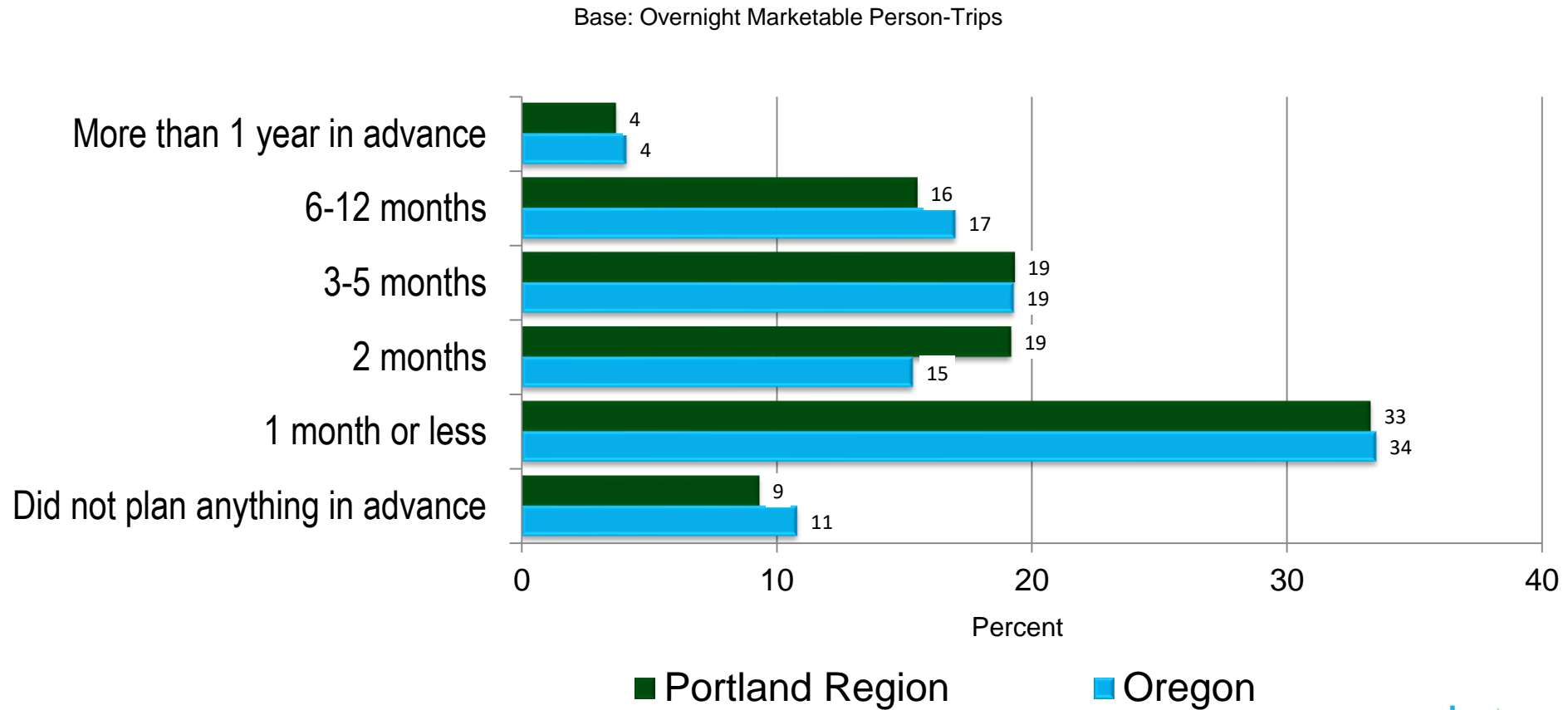
# Past Visitation to Oregon\*

Base: Overnight Marketable Person-Trips

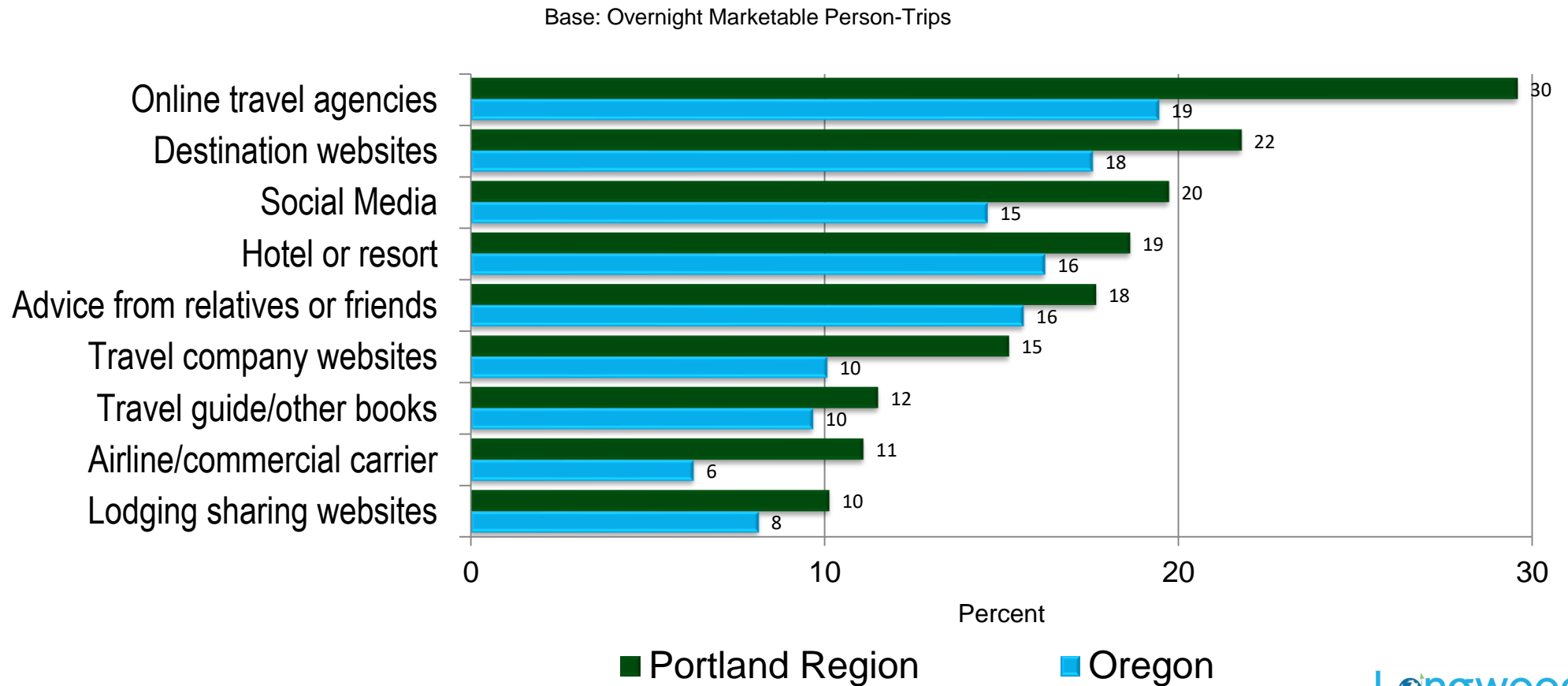


\* Question wording changed in 2017

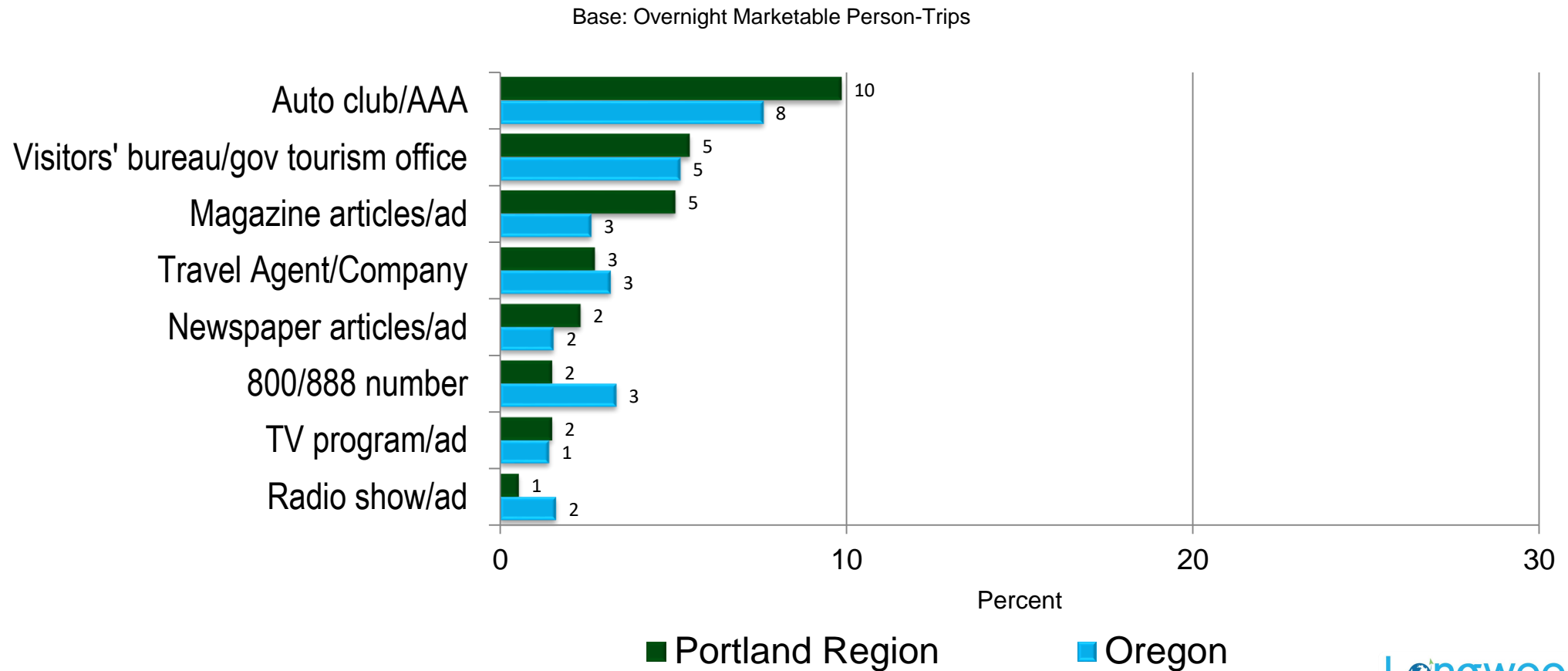
# Length of Trip Planning



# Trip Planning Information Sources

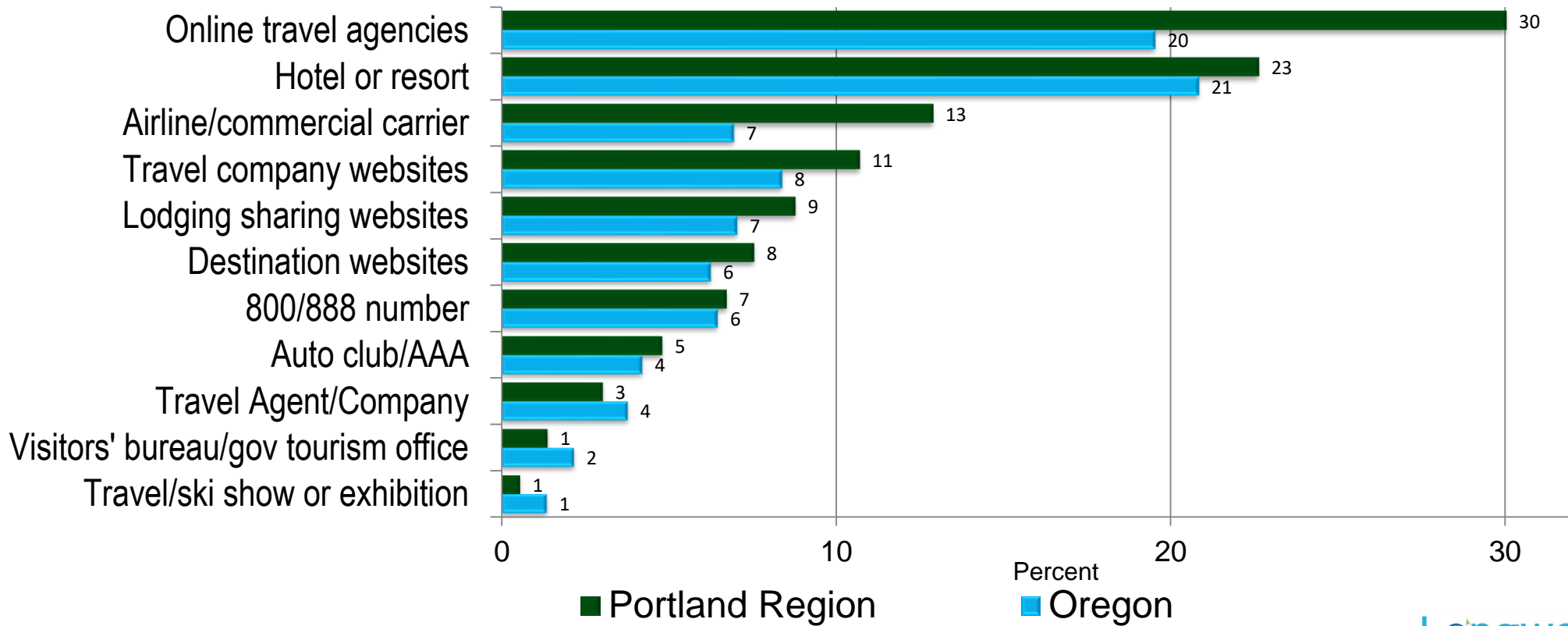


# Trip Planning Information Sources (Cont'd)



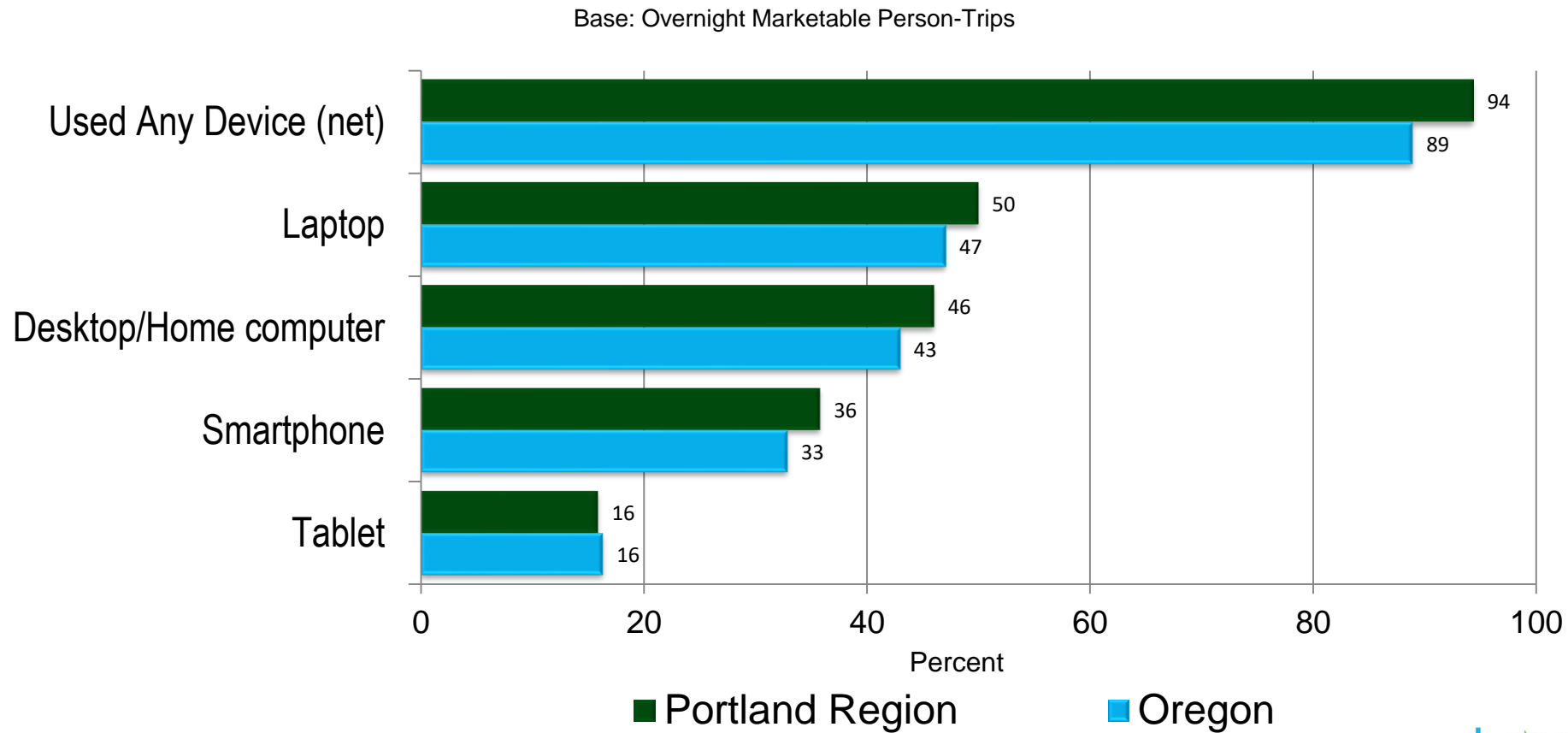
# Method of Booking

Base: Overnight Marketable Person-Trips

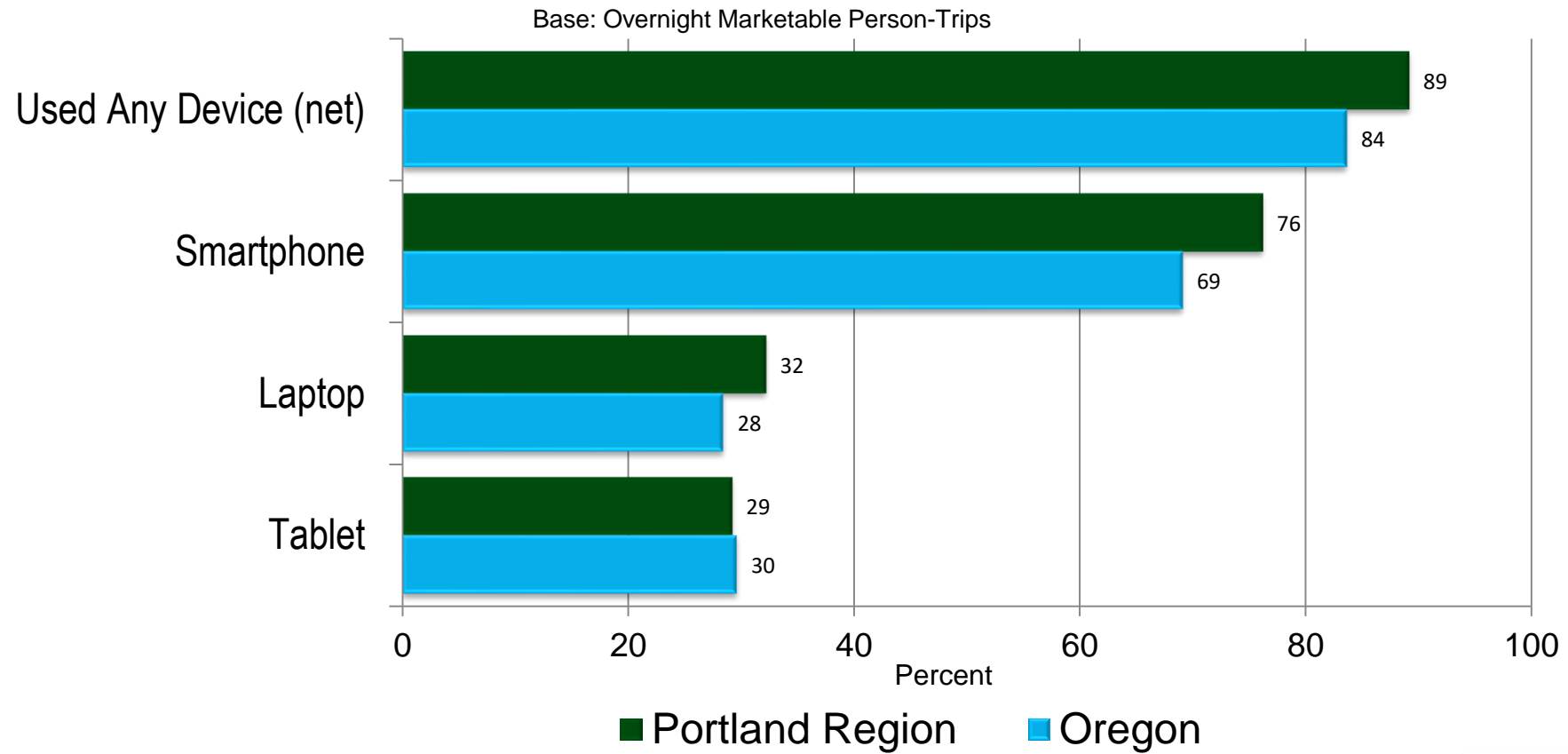




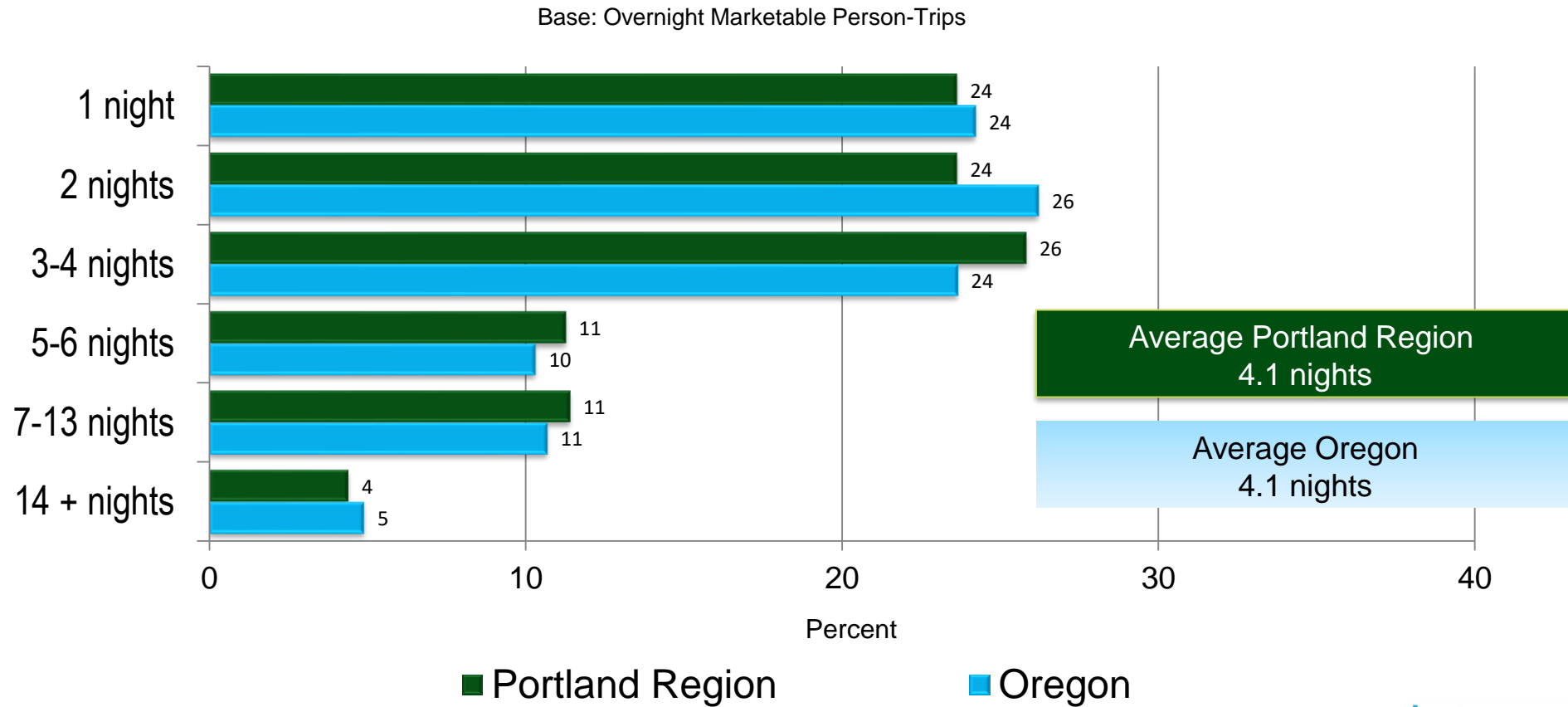
# Devices Used for Trip Planning



# Devices Used During Trip

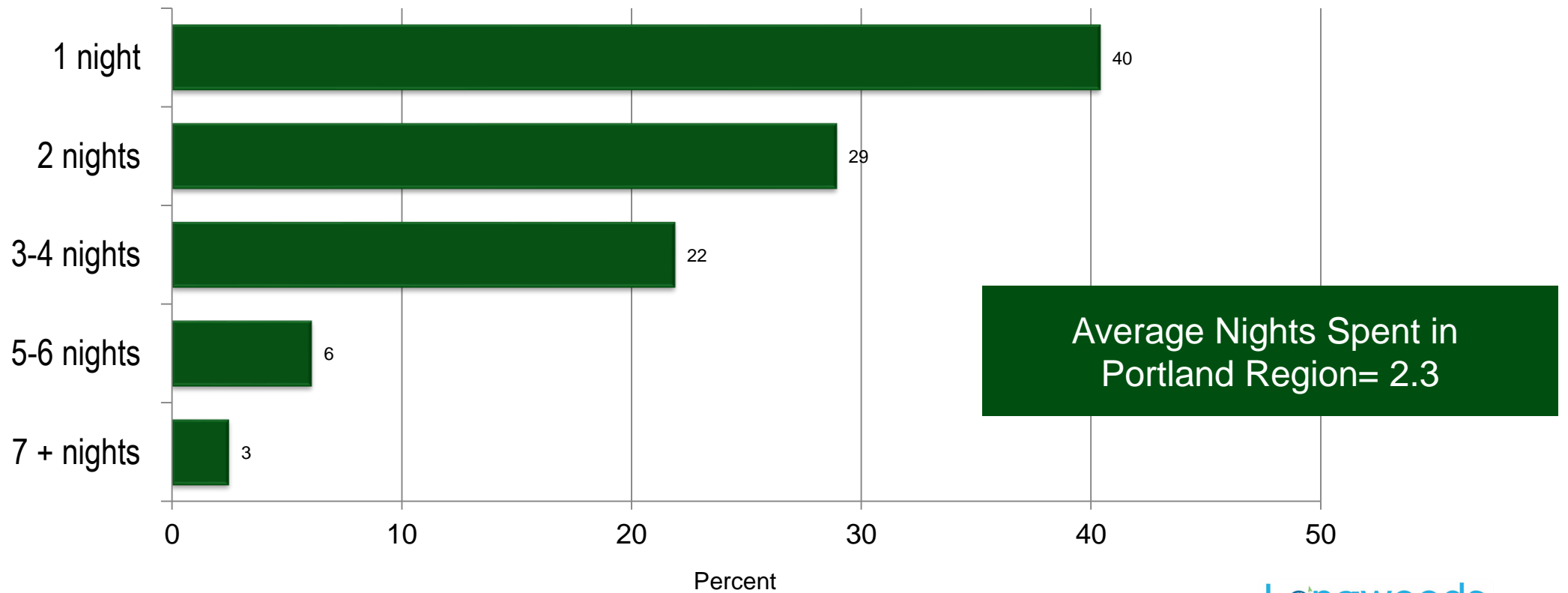


# Total Nights Away on Trip

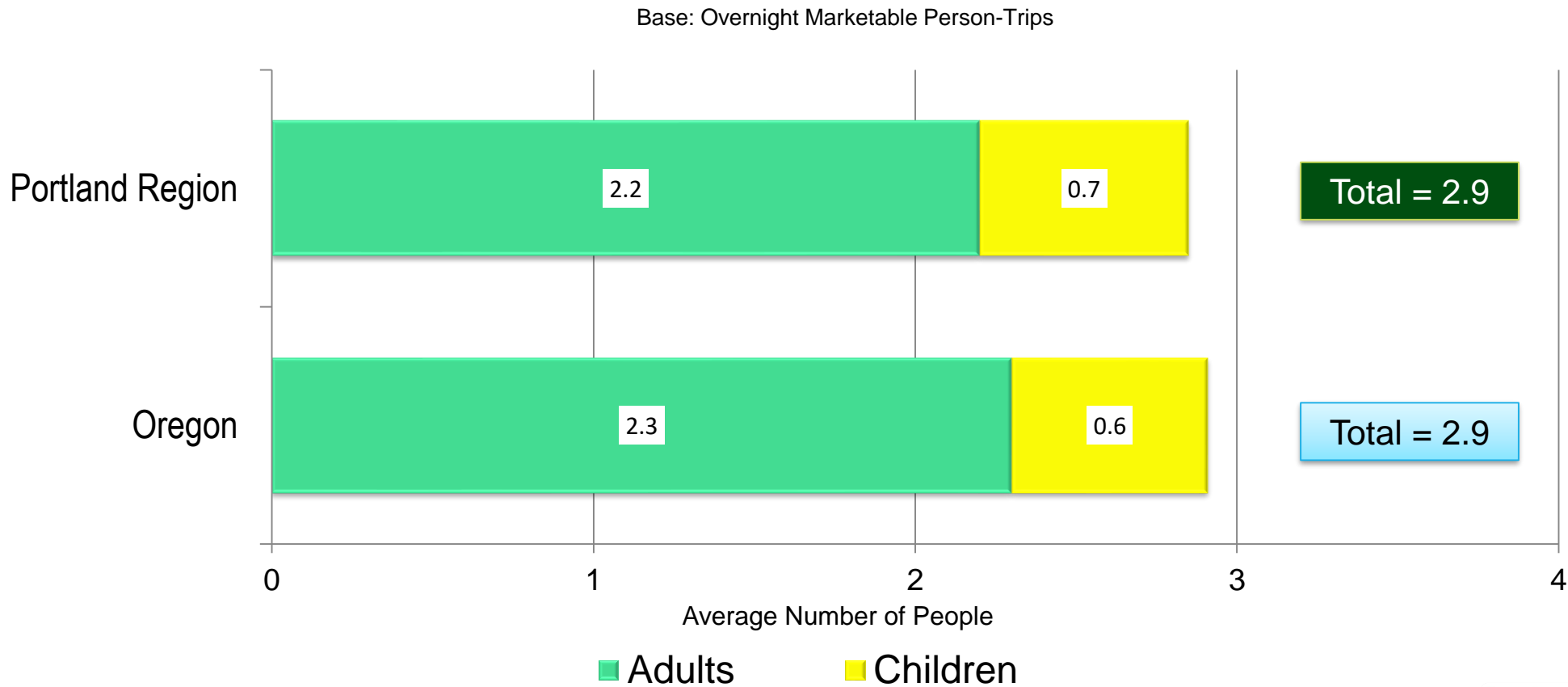


# Number of Nights Spent in the Portland Region

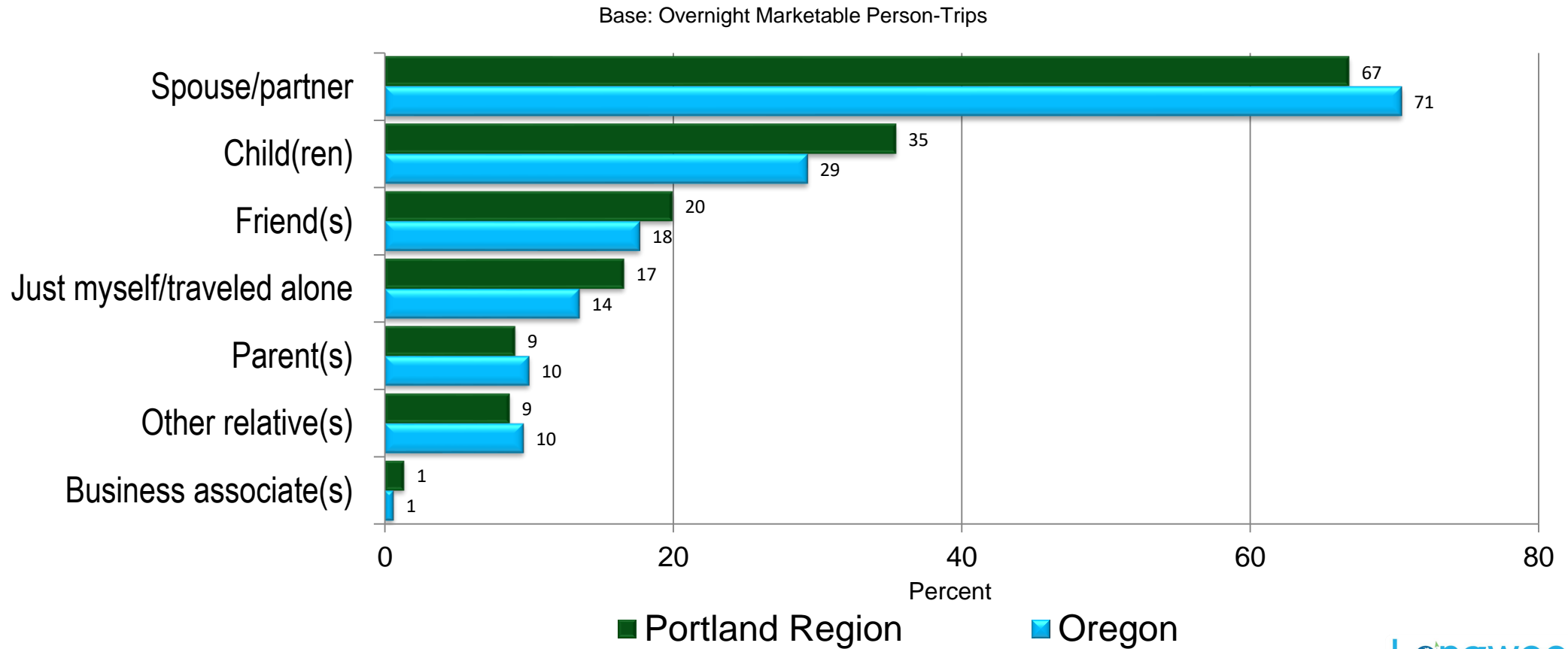
Base: Overnight Marketable Person-Trips with 1+ Nights Spent in the Portland Region



# Size of Travel Party

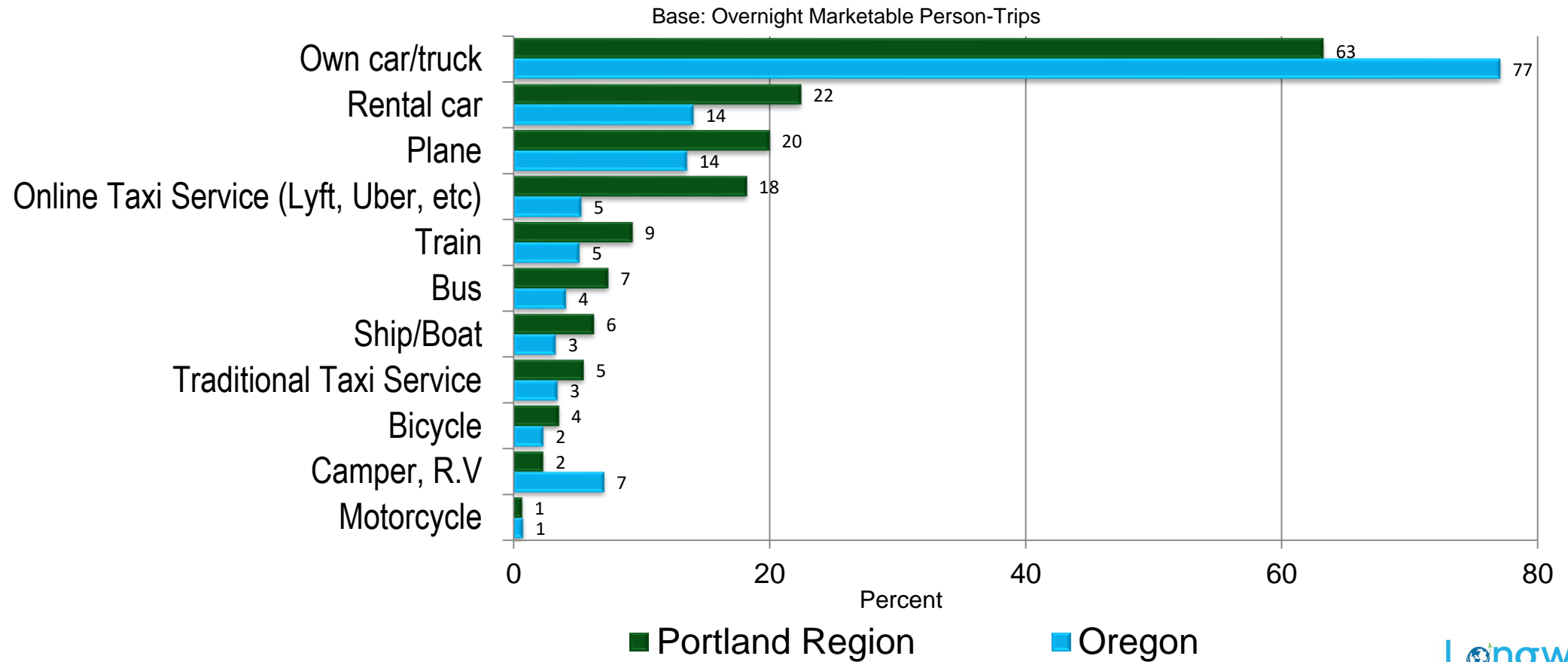


# Composition of Immediate Travel Party\*

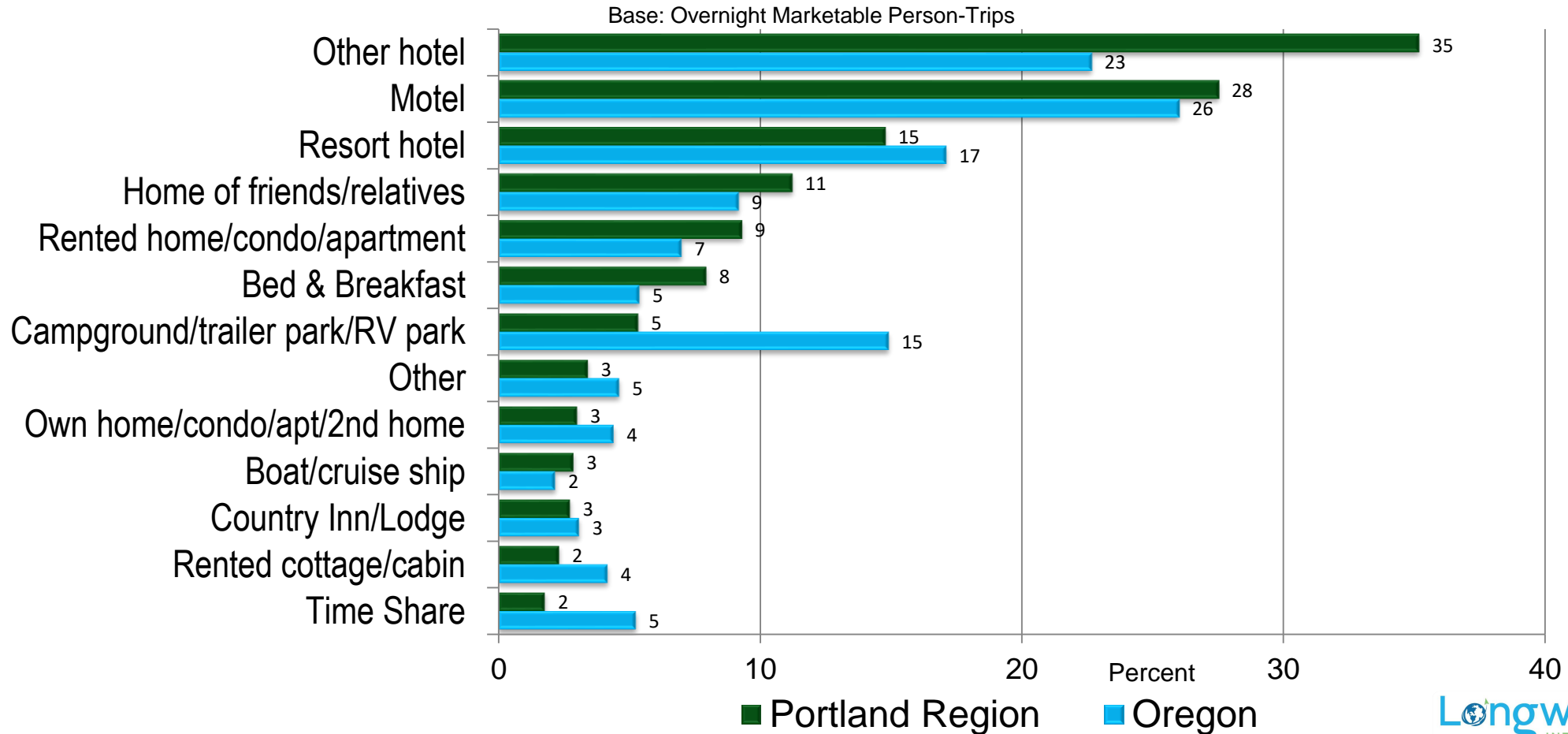


\*Question added in 2017; reflects 2017 data only

# Transportation

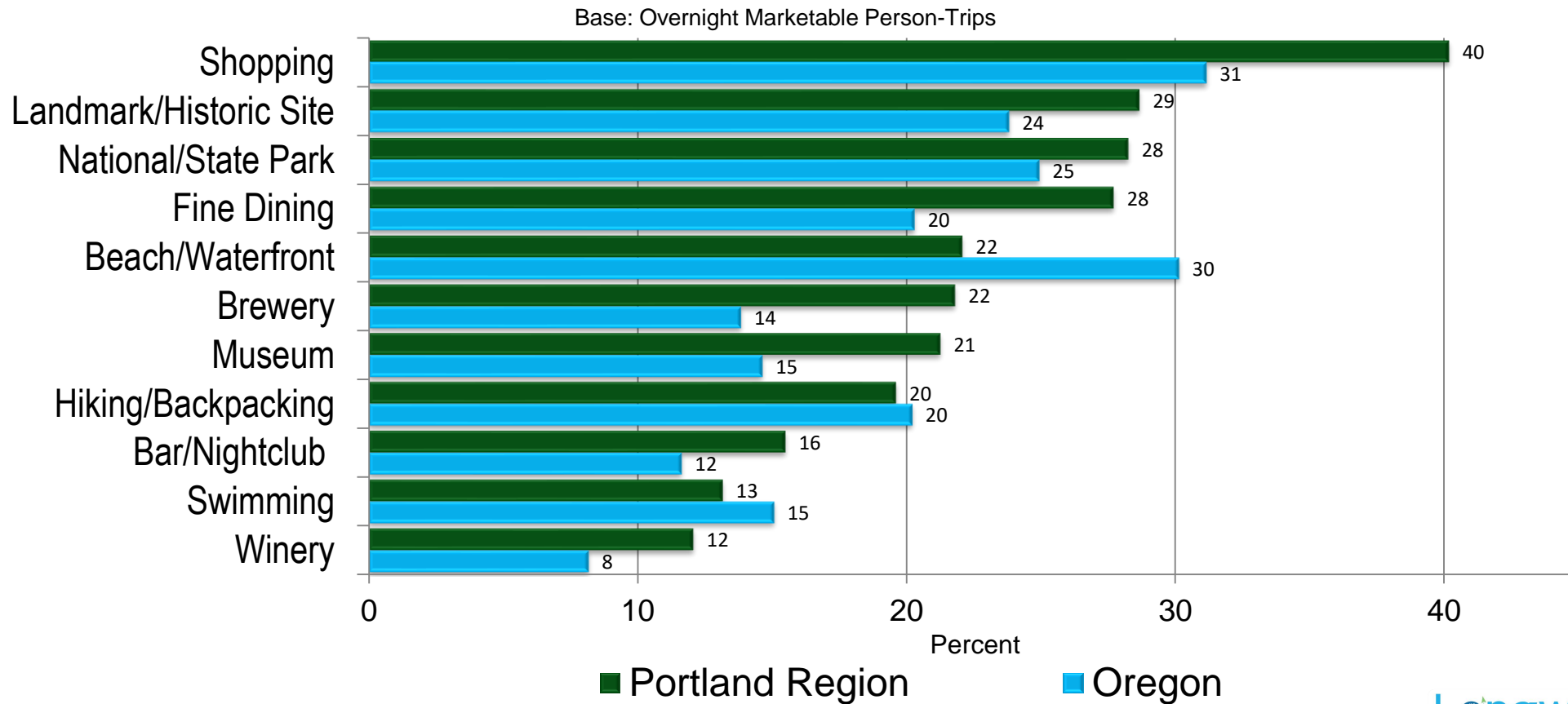


# Accommodations

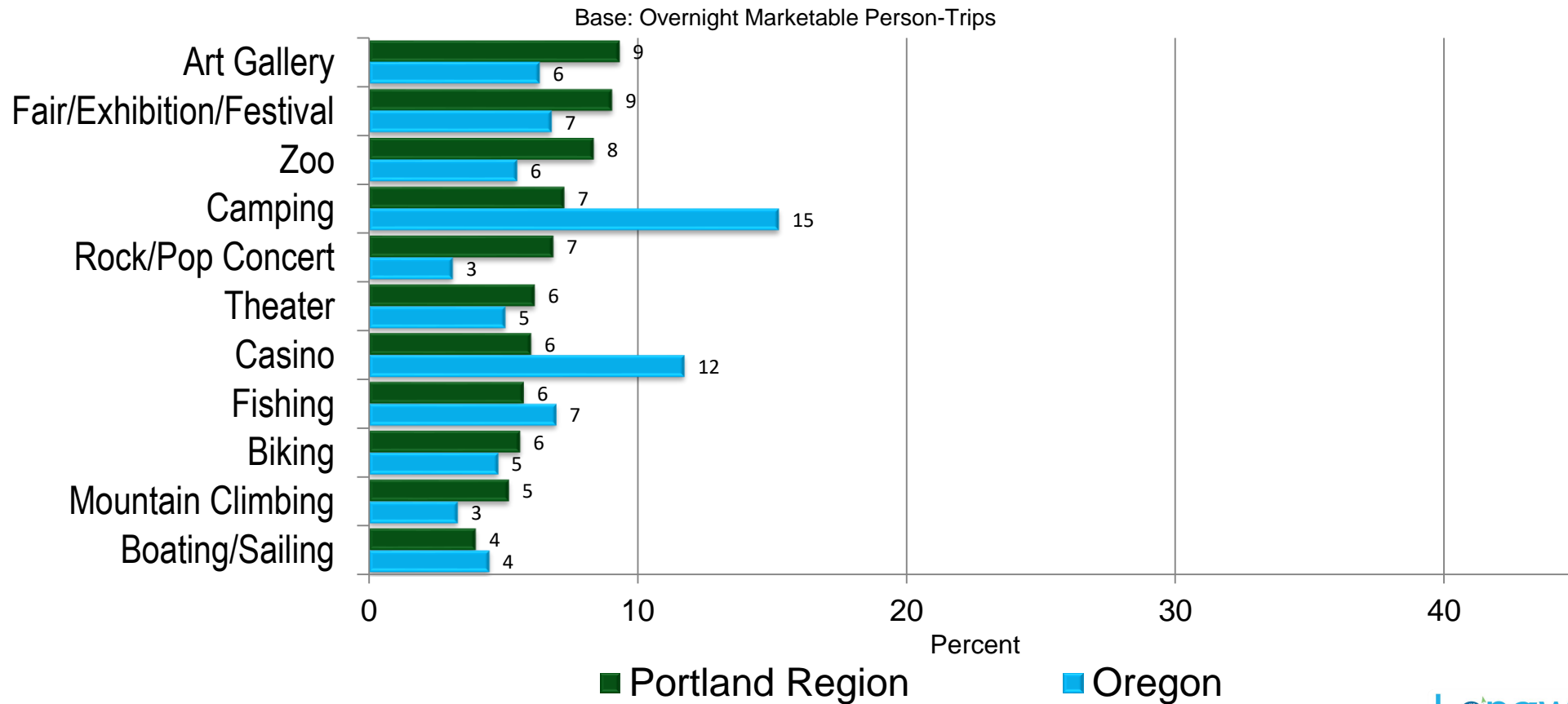




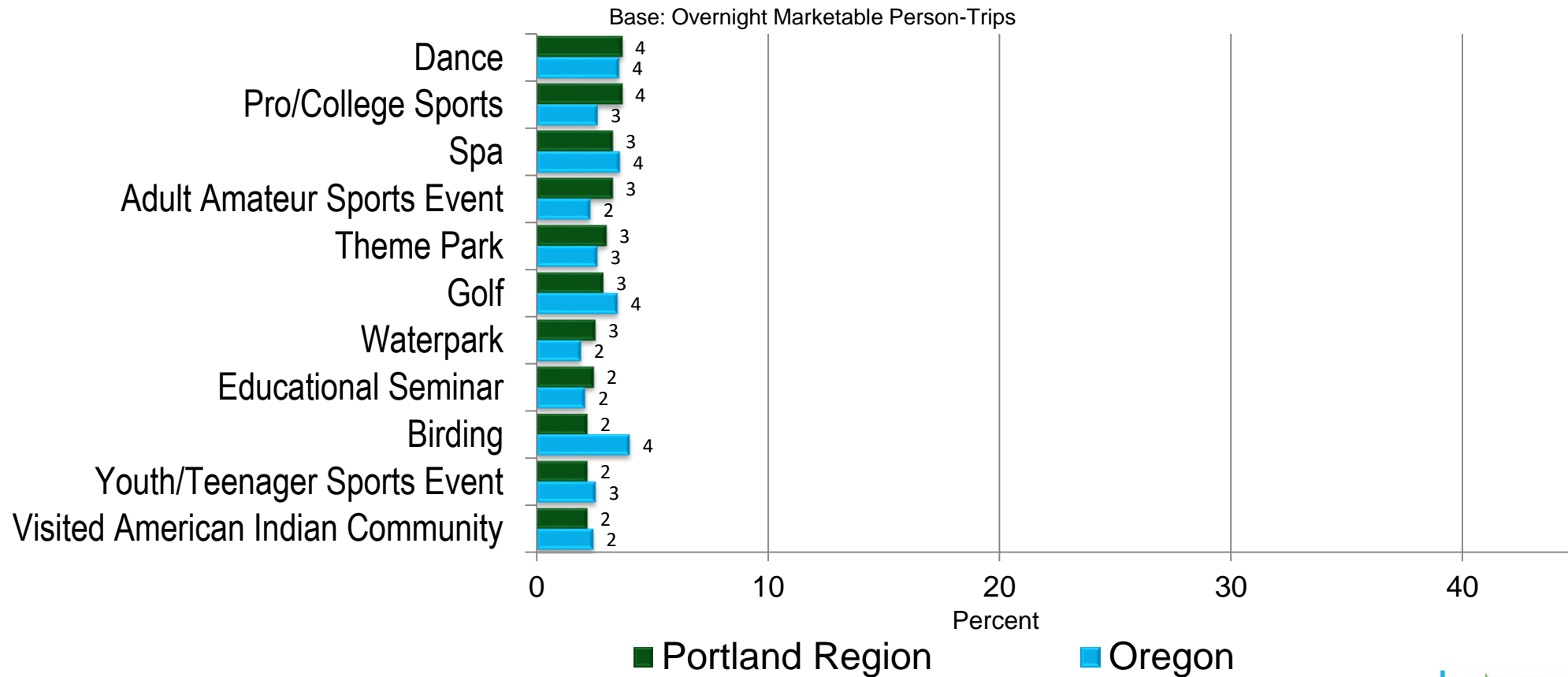
# Activities and Experiences



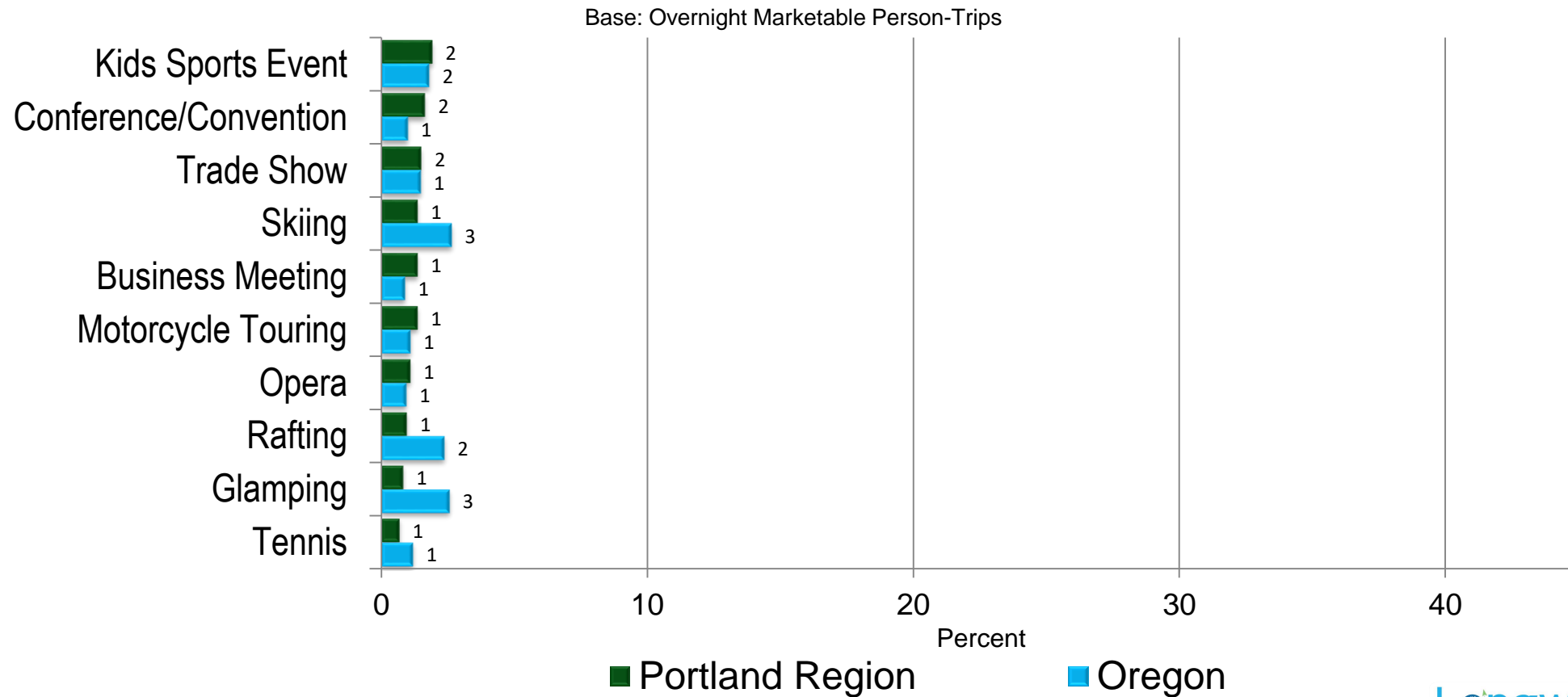
# Activities and Experiences (Cont'd)



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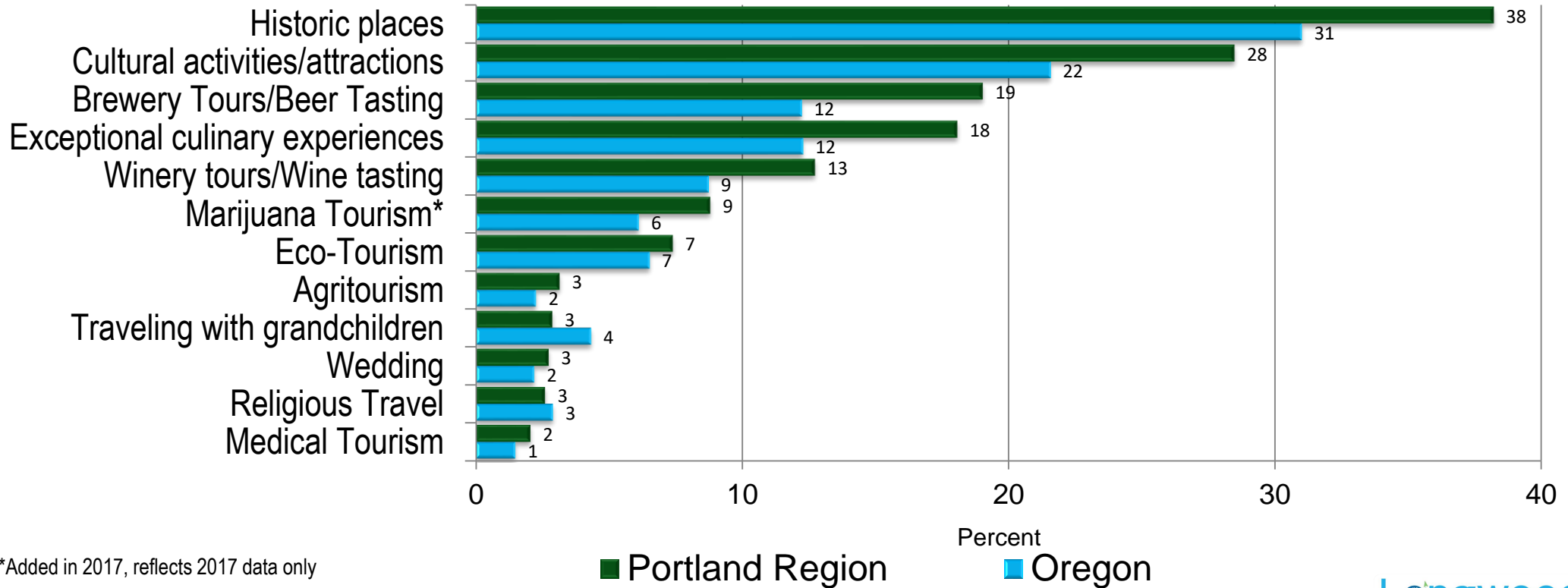


# Activities and Experiences (Cont'd)



# Activities of Special Interest

Base: Overnight Marketable Person-Trips

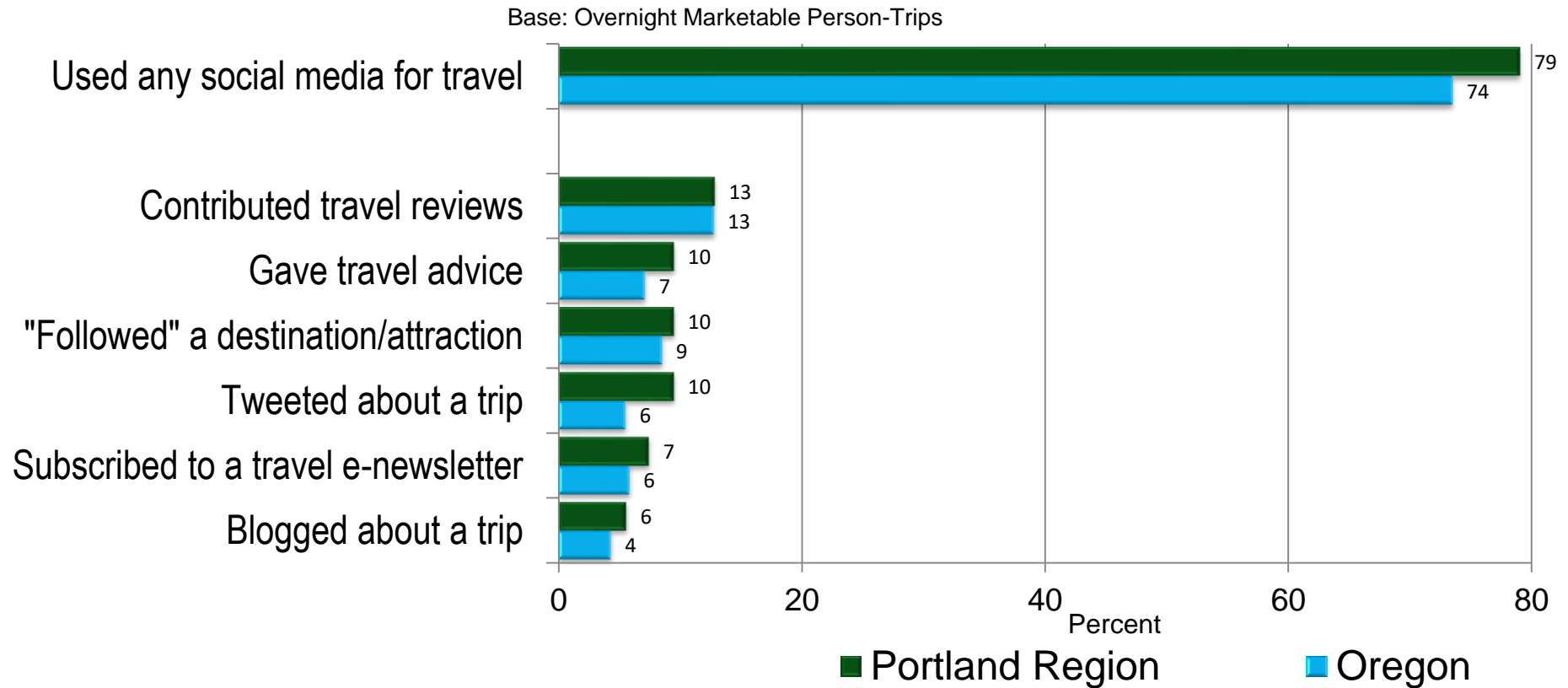


\*Added in 2017, reflects 2017 data only

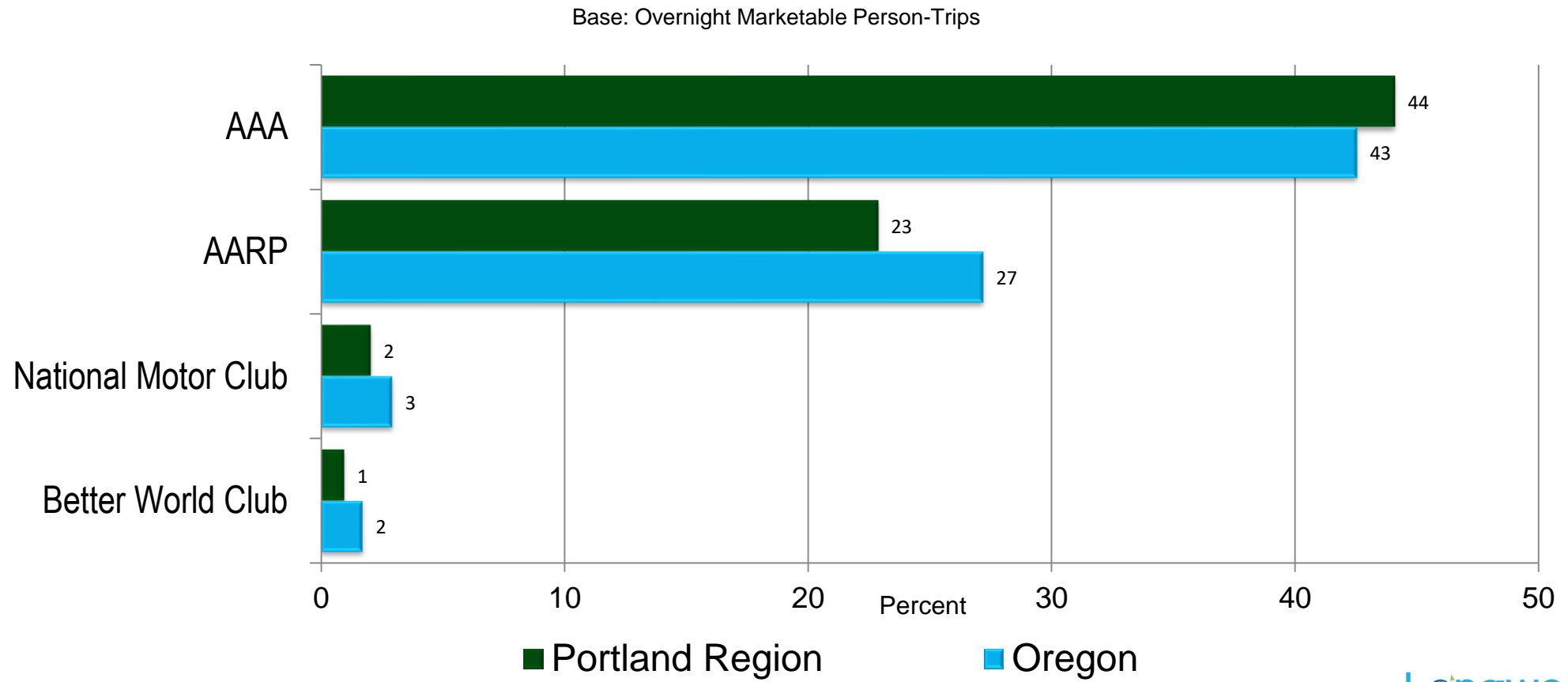
# Online Social Media Use by Travelers



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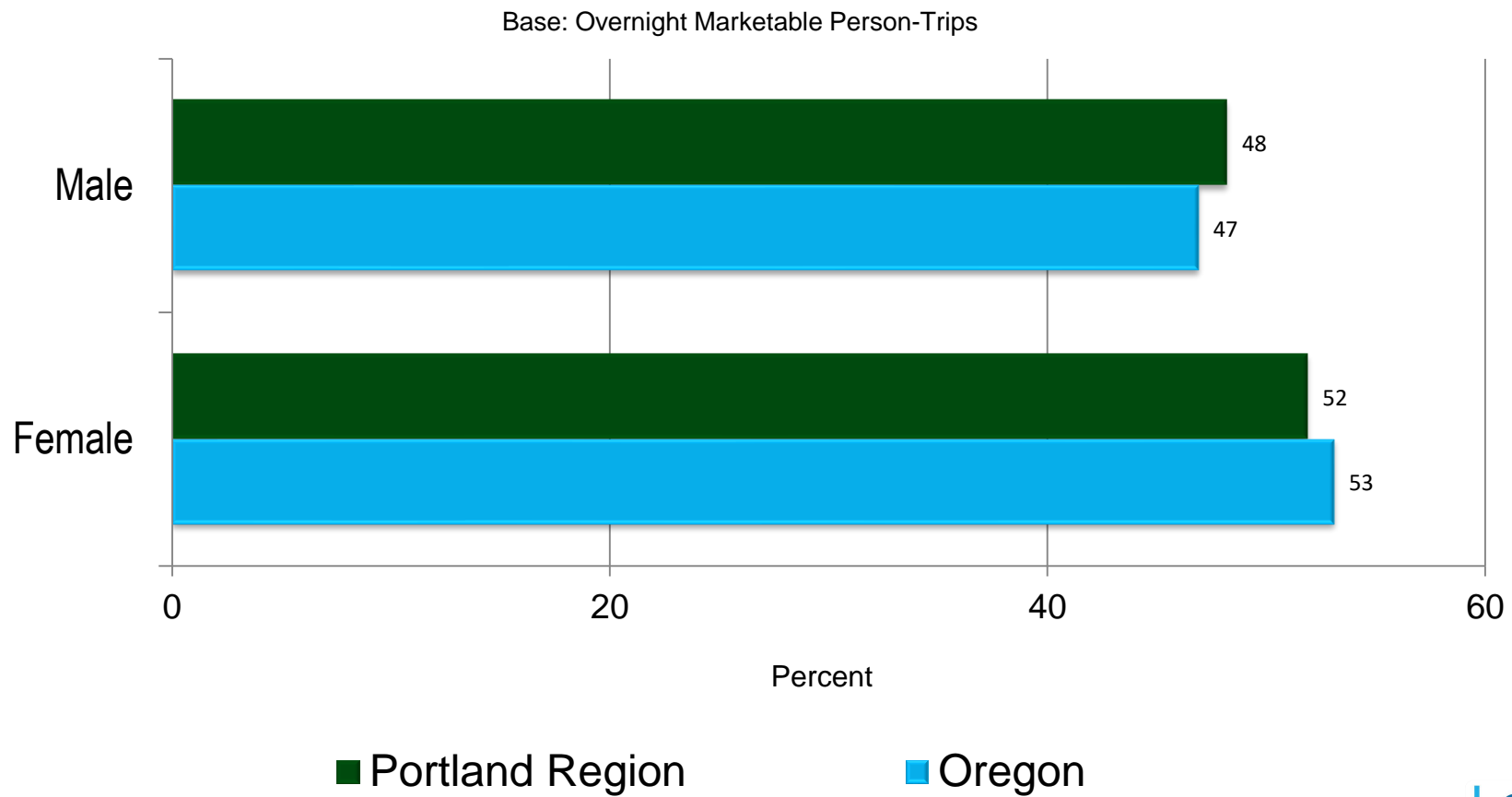


# Organization Membership

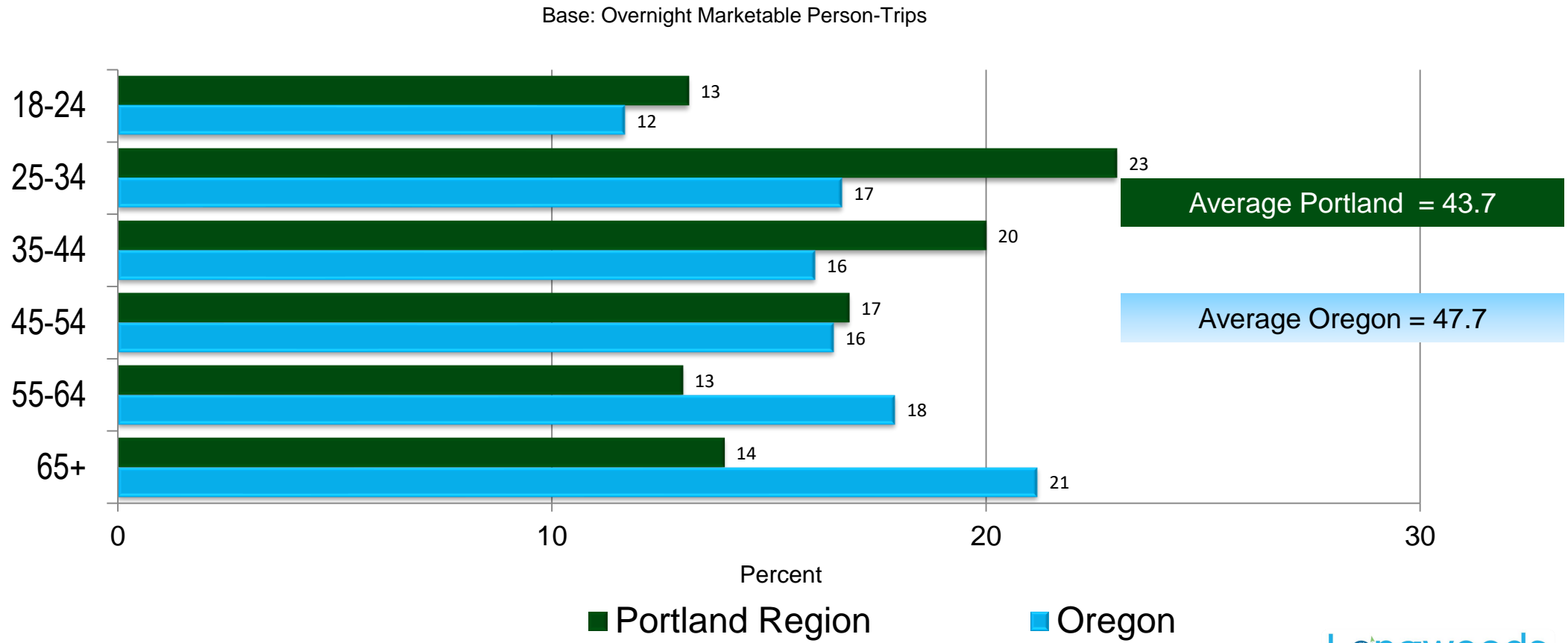




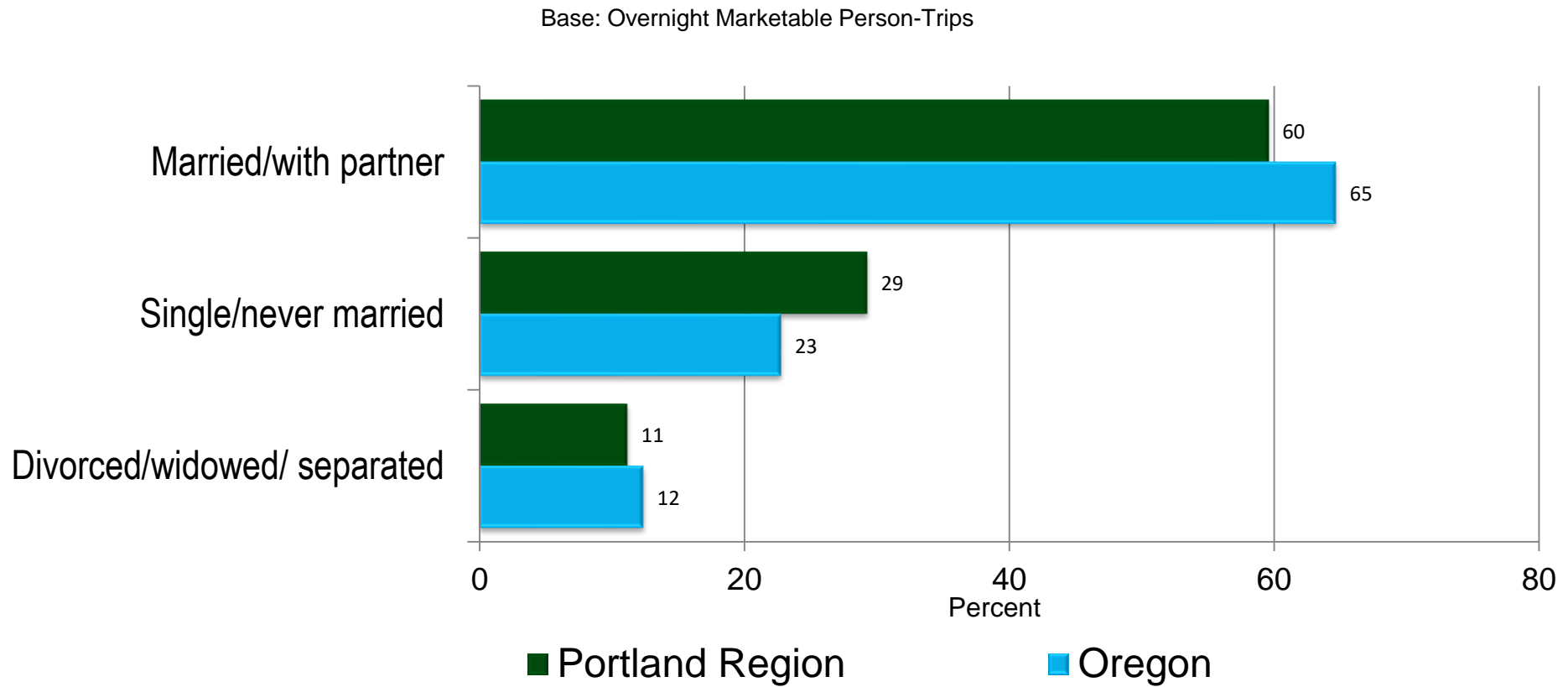
# Gender



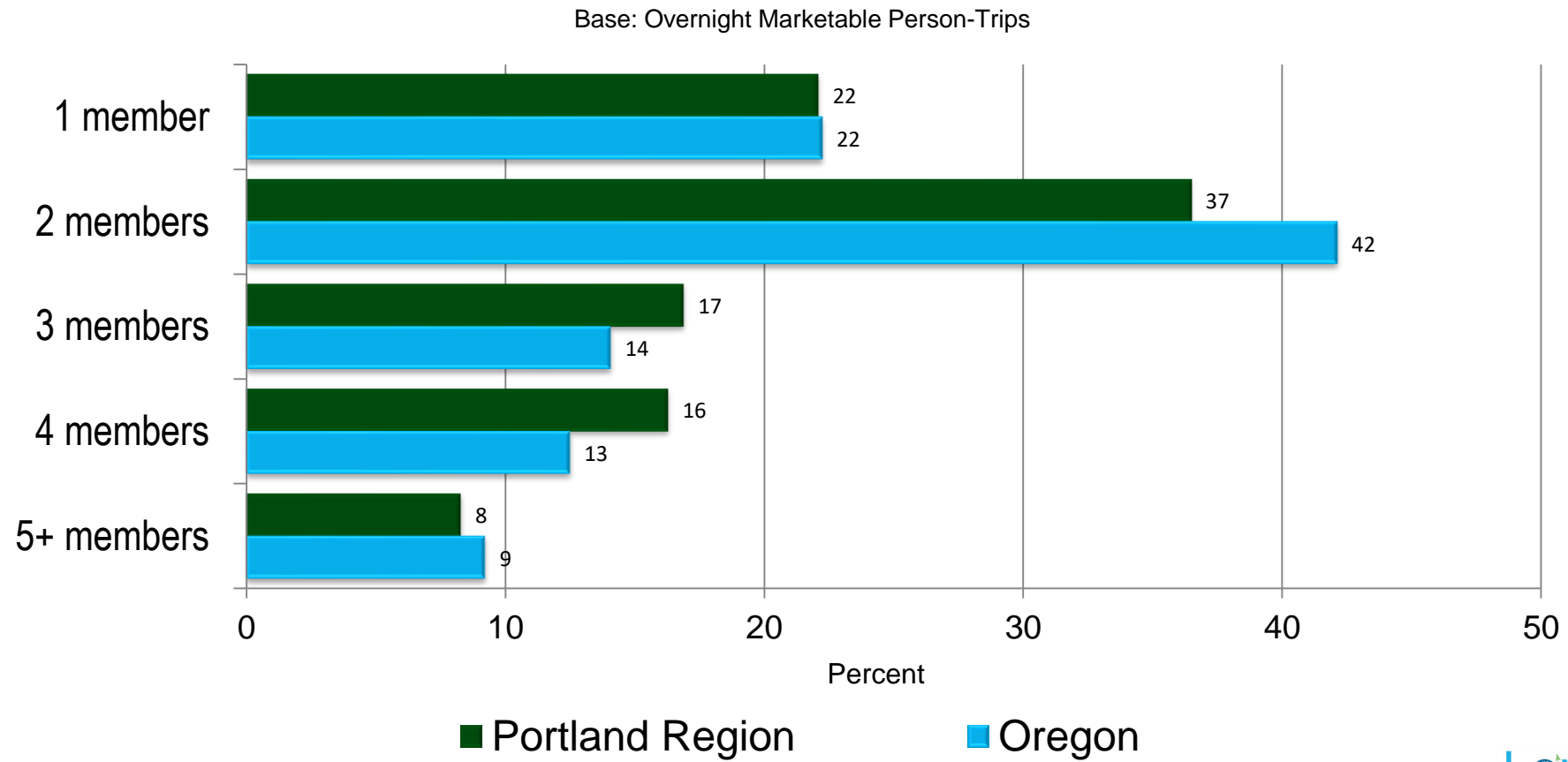
# Age



# Marital Status

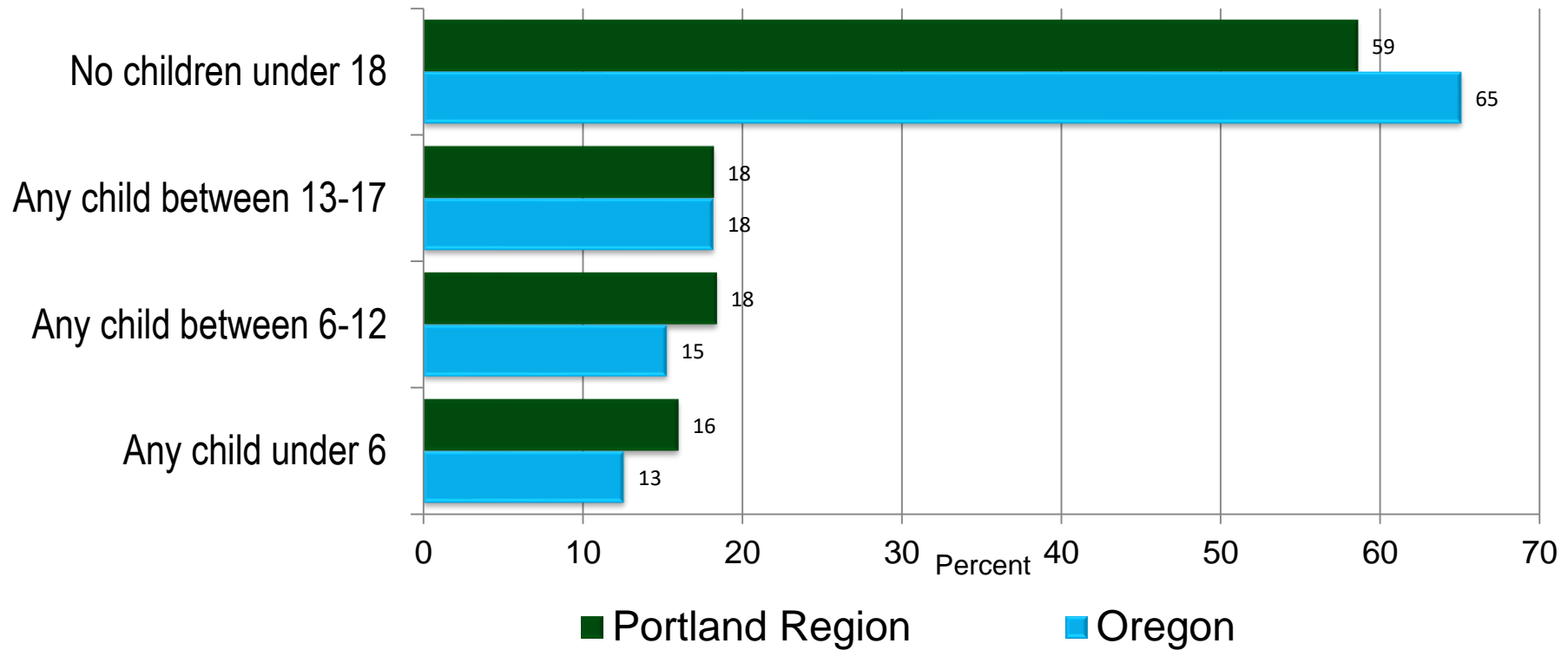


# Household Size

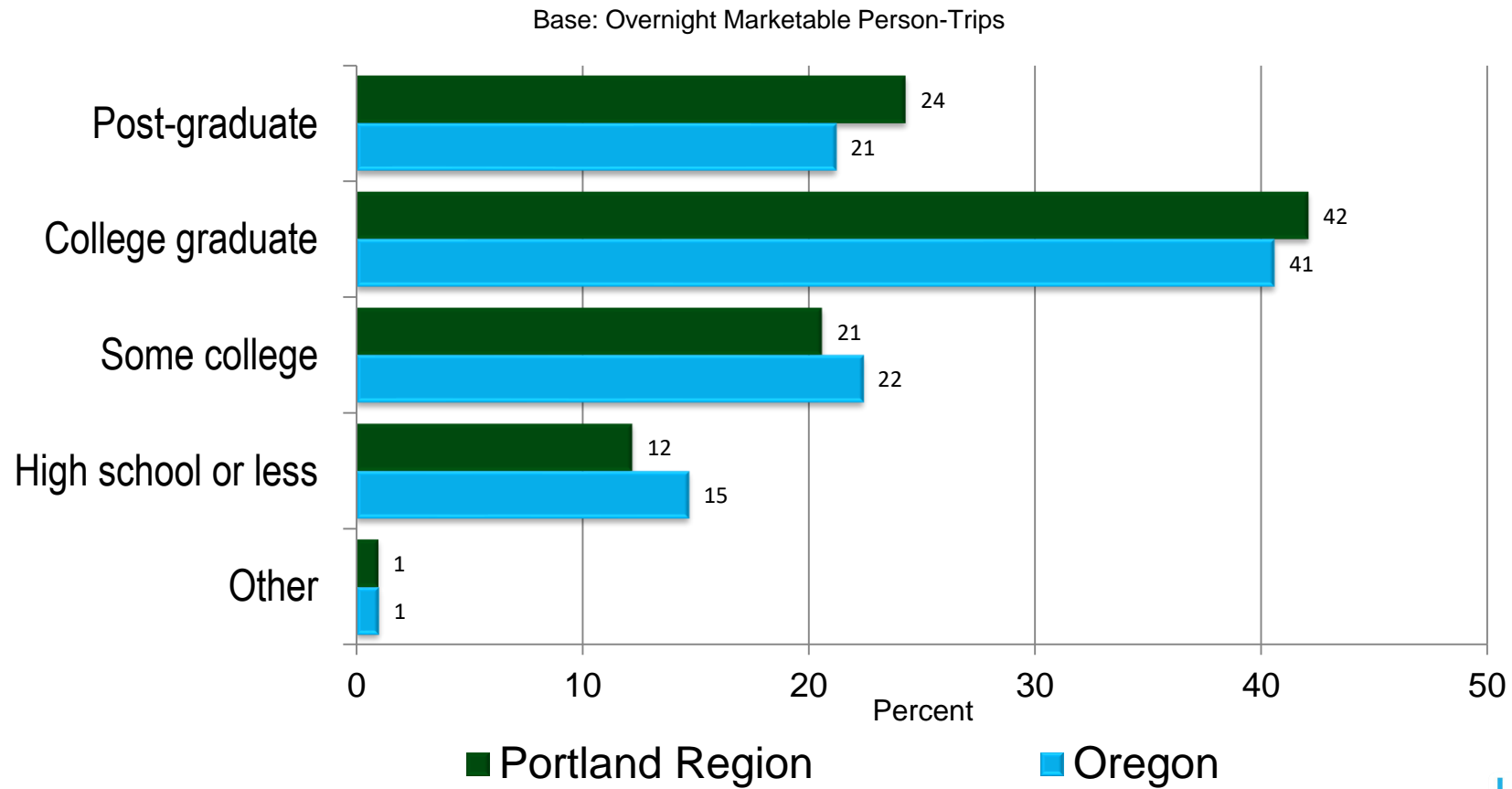


# Children in Household

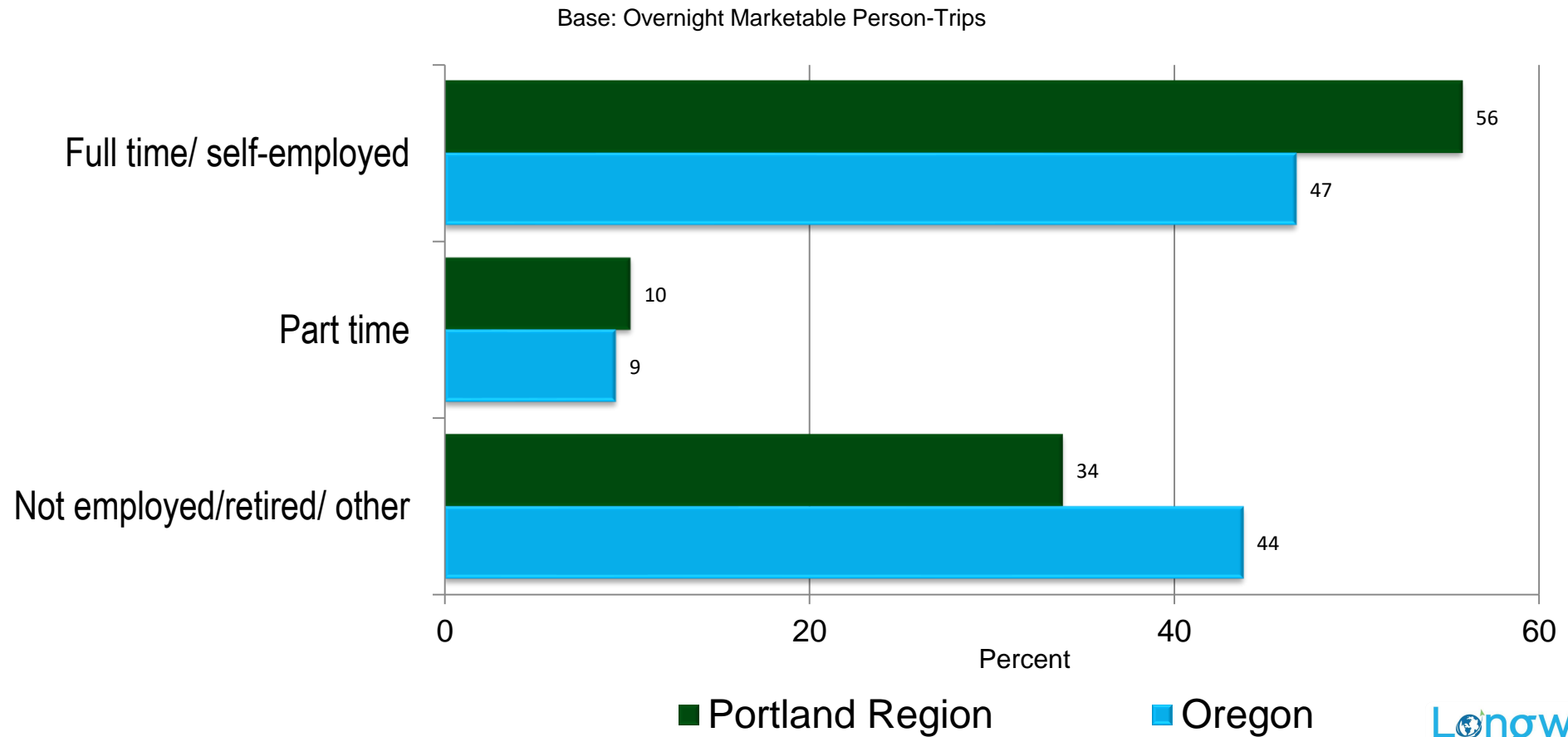
Base: Overnight Marketable Person-Trips



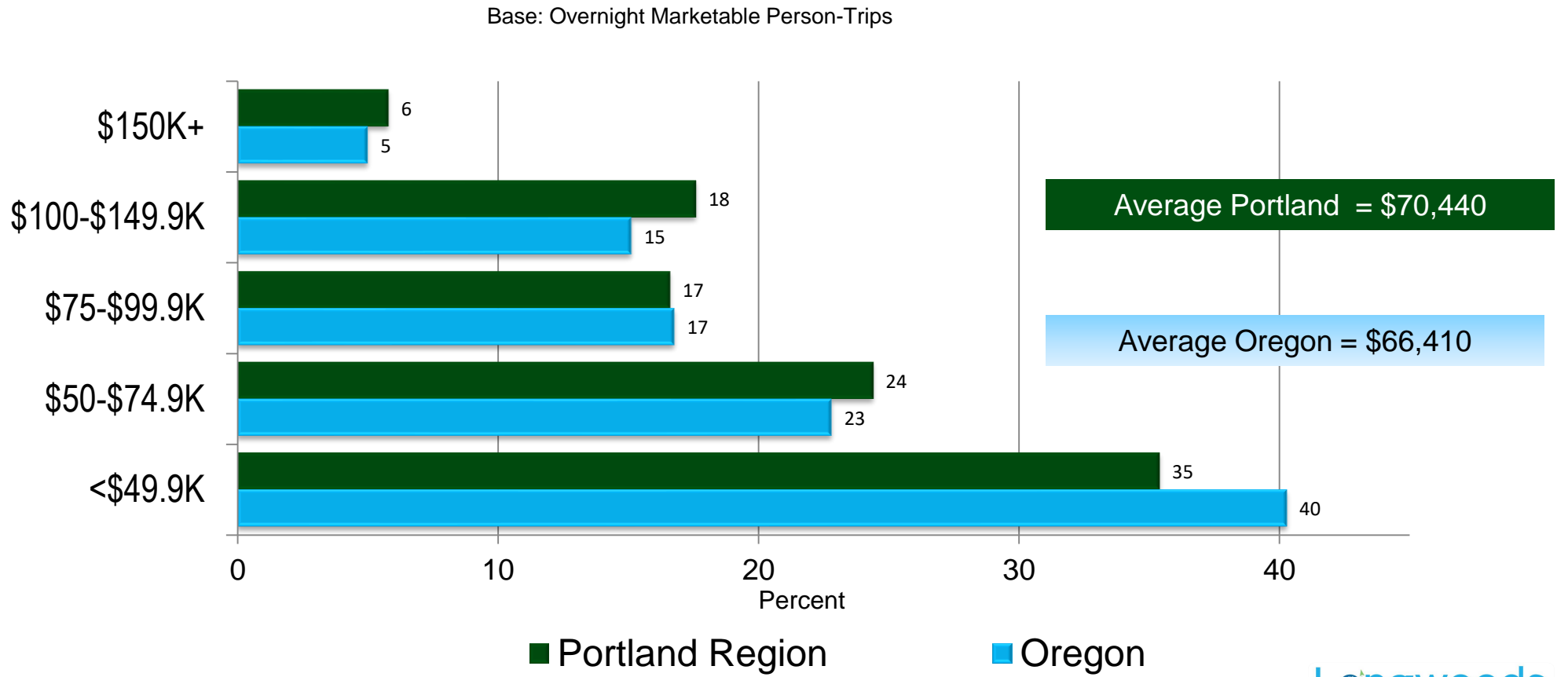
# Education



# Employment

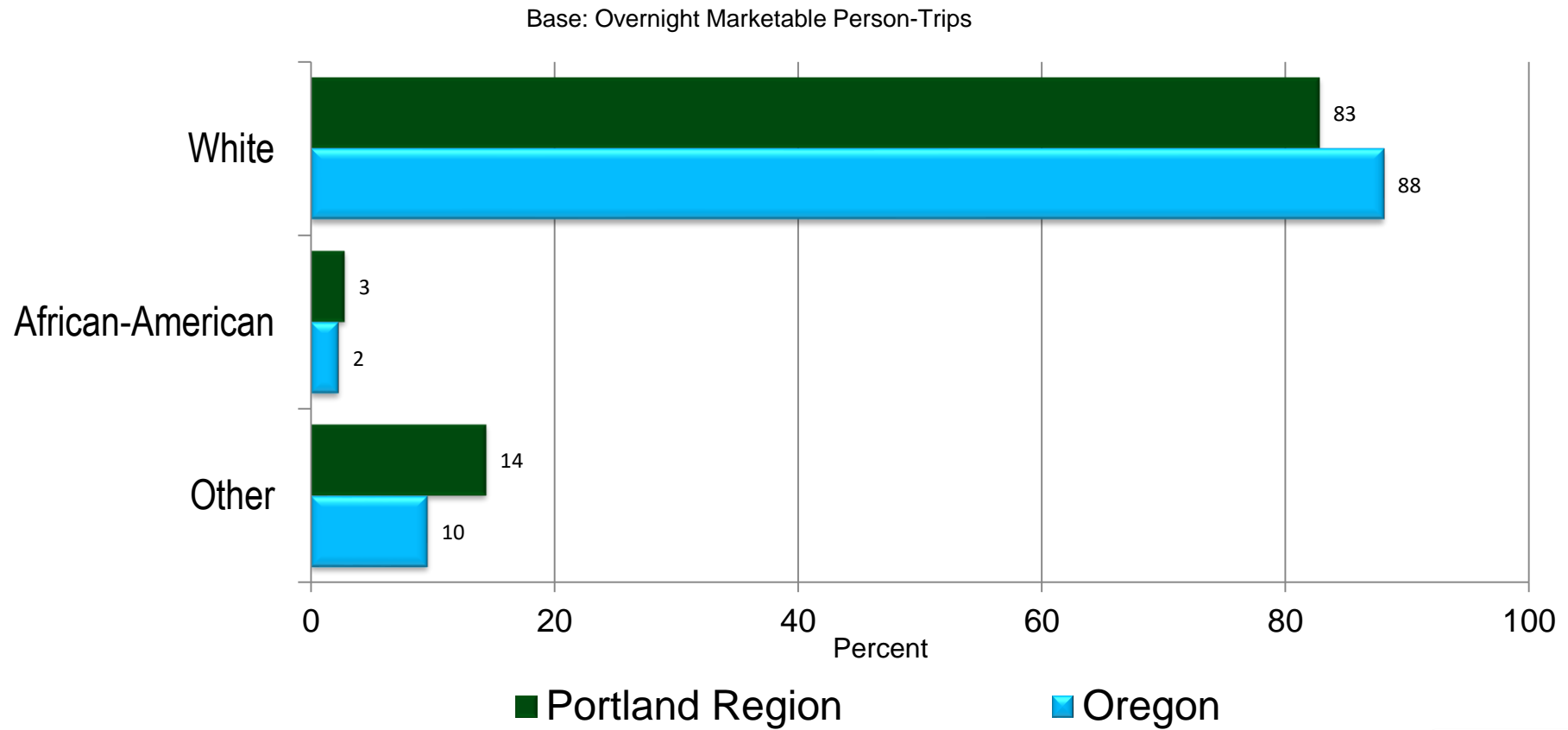


# Household Income

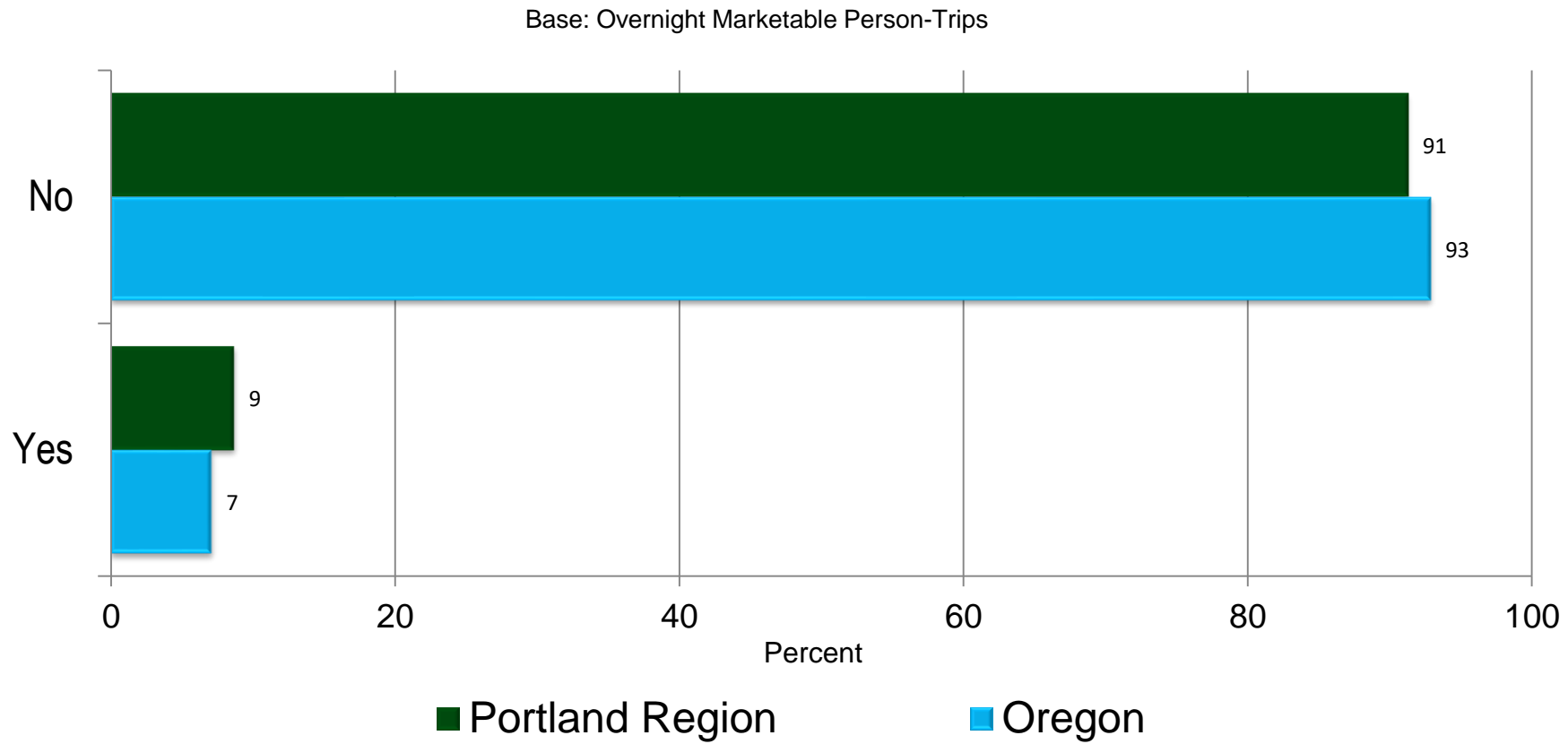




# Race



# 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

## Marketable Trips:

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

- **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.