



# GET TO KNOW OREGON'S HISPANIC VISITORS

TRAVEL  OREGON

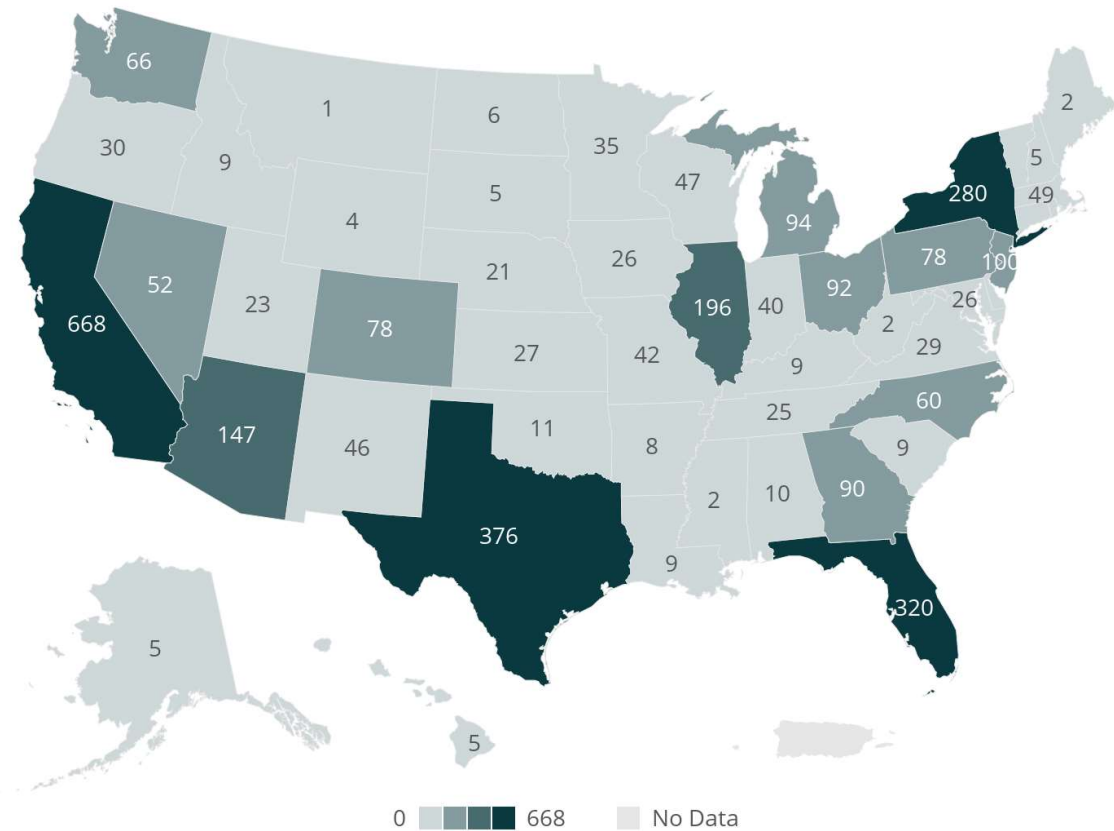
**Data collected by MMGY,  
2021**

Photo: Dylan VanWeelden

**Report created by Travel Oregon,  
4.26.2022**

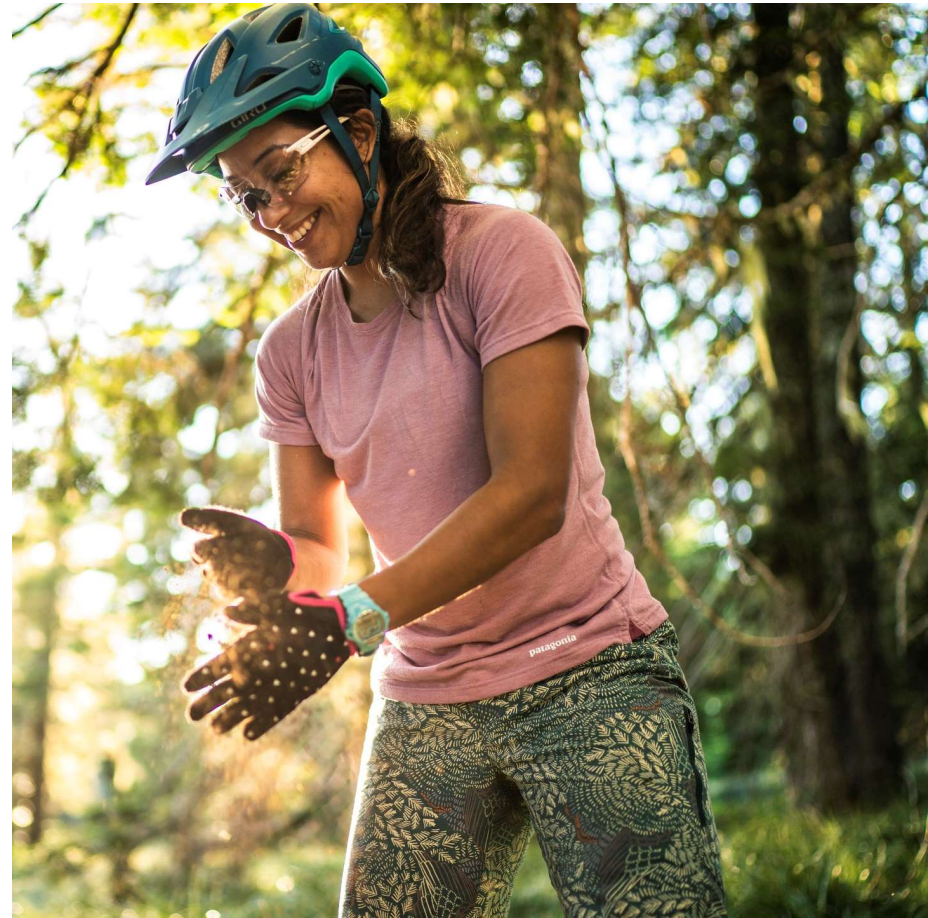
# STUDY BACKGROUND

- Online Survey (2021)
- 3,324 responses
- Respondents over 18 years of age
- Must identify as Hispanic or Latino/a/x
- Must have taken an overnight trip between 2019 - 2021



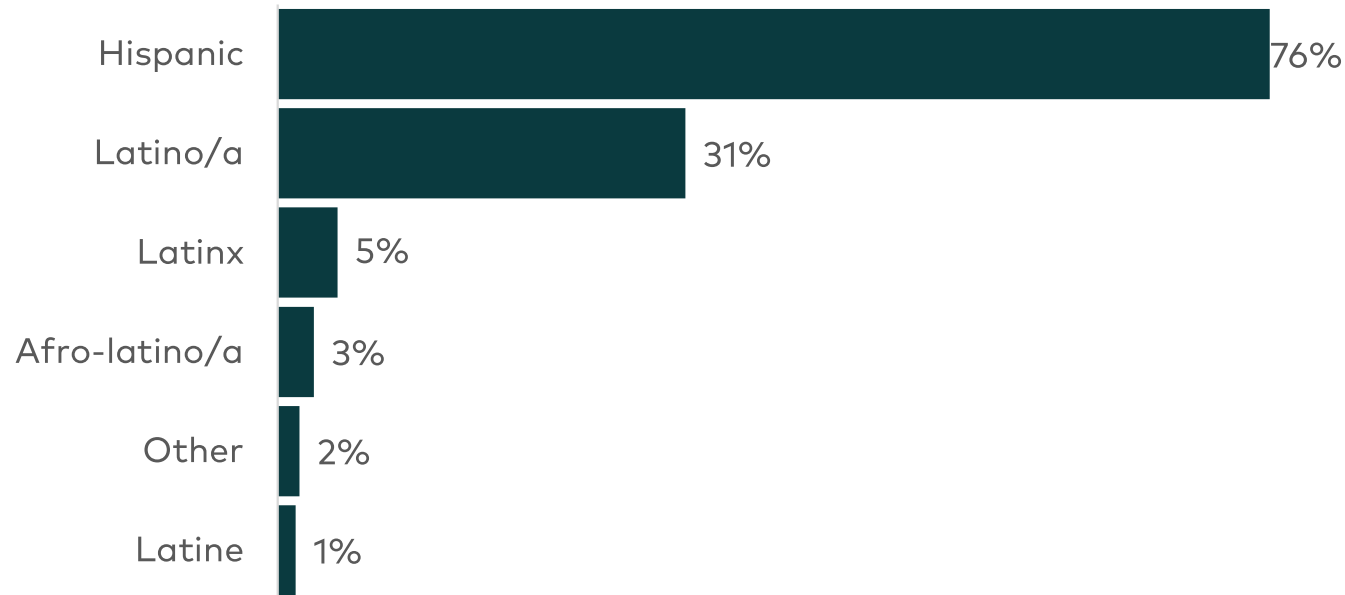
# TRAVEL OREGON CUSTOM QUESTIONS

- Past overnight trip to or within OR
- Travel experience in OR
- Trip to or within OR in 2 years
- Likelihood to recommend OR
- Image associated with OR



# PREFERRED TERM TO DESCRIBE CULTURAL BACKGROUND

## ALL RESPONDENTS/BY GENDER



Gender	Hispanic	Latino/Latina	Latinx	Latine
Male (1244)	83%	22%	3%	1%
Female (1994)	73%	37%	5%	1%
Non-Binary (42)	48%	50%	19%	12%
Transgender (20)	70%	30%	25%	0%

\* Percentages do not add up to 100% as respondents could choose more than 1 option

# OREGON PAST AND FUTURE VISITORS

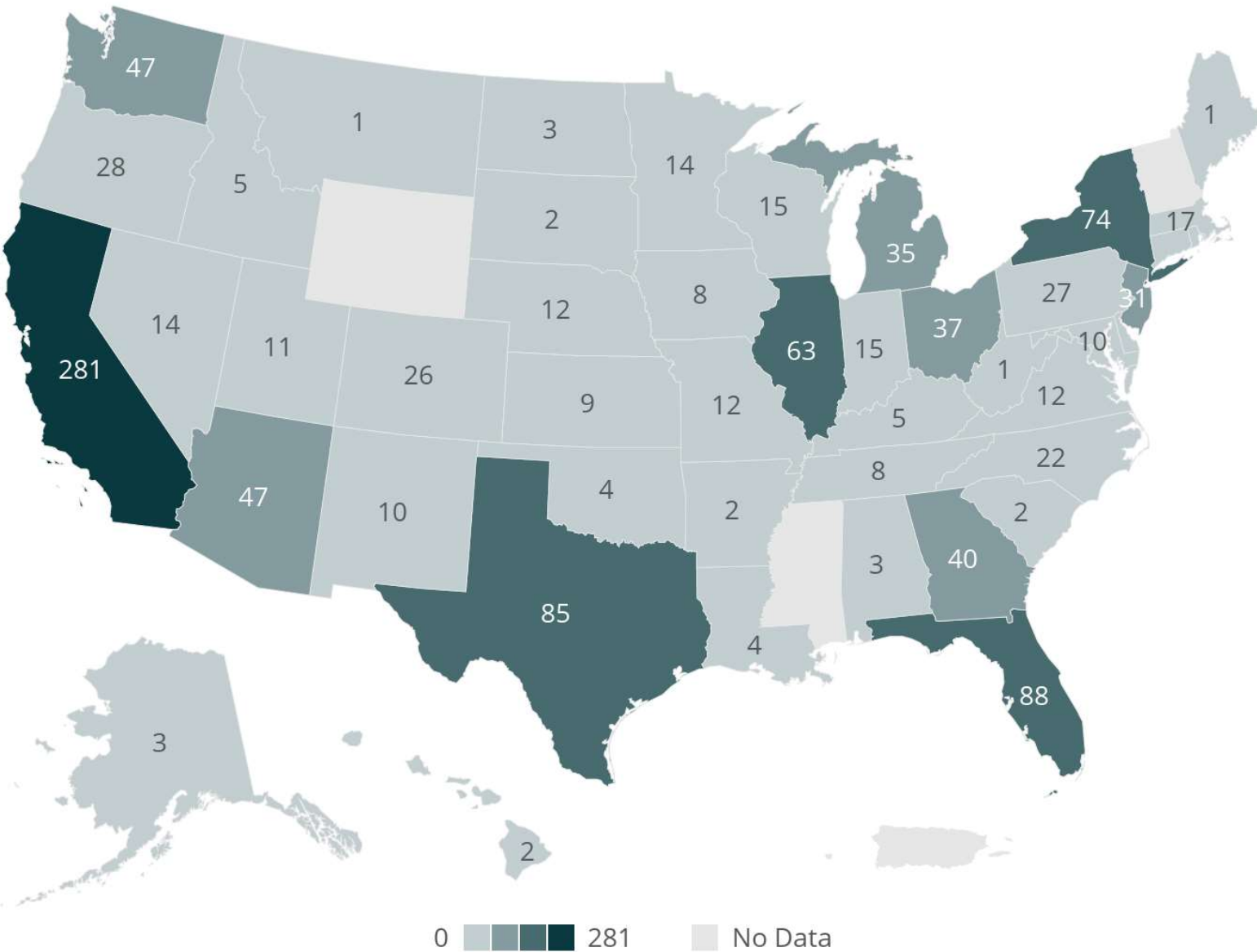


Photo: Chantal Anderson

# STATE OF ORIGIN

## OREGON PAST VISITORS

Count: 1,155



Top 12 origin states		
	% of total	Count
CA	24%	281
FL	8%	88
TX	7%	85
NY	6%	74
IL	5%	63
AZ	4%	47
WA	4%	47
GA	3%	40
OH	3%	37
MI	3%	35
NJ	3%	31
OR	2%	28

# DEMOGRAPHICS

## OREGON PAST VISITORS



### Gender

Male: 49%  
Female: 48%  
LGBTQIA+: 2%



Average age: 35



### Household income

Less than \$100k: 54%  
Between \$100k and \$200k: 35%  
Above \$200k: 11%



### Marital Status

Married/Partnered: 70%  
Single: 21%



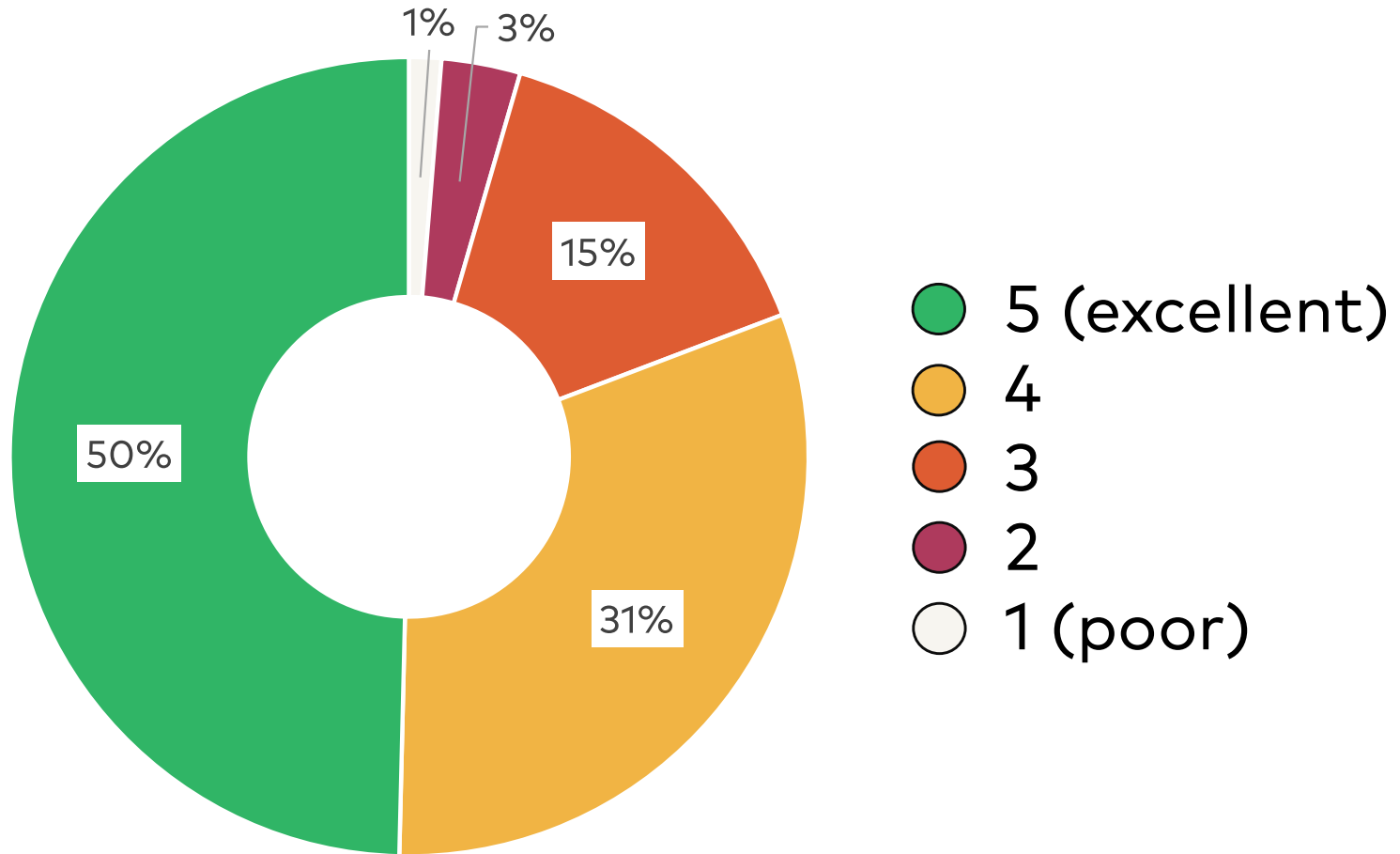
### Employment

Employed: 69%  
Self Employed: 6%  
Not Working: 11%  
Retired: 5%

# SATISFACTION WITH OREGON TRAVEL EXPERIENCE

## OREGON PAST VISITORS

Count: 1,155

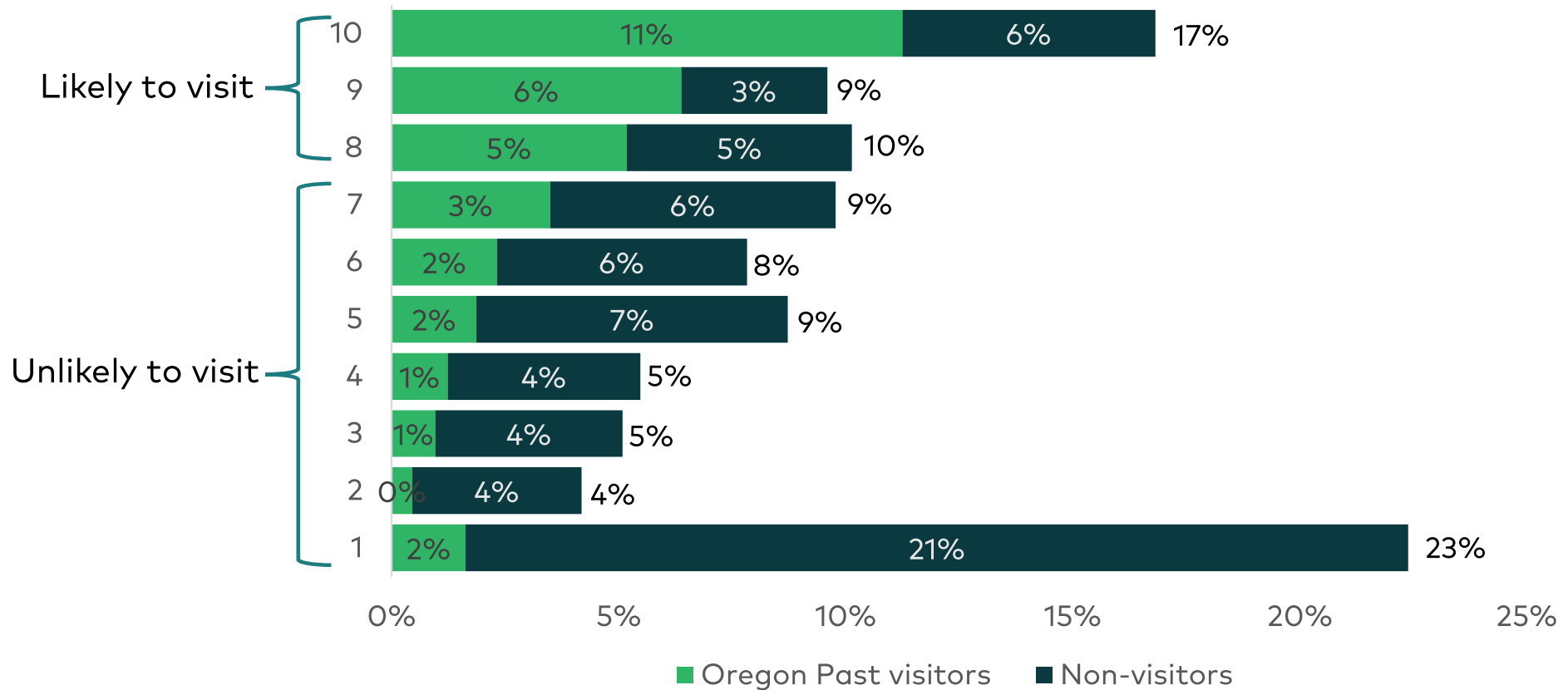


Average satisfaction with Oregon travel experience: 4.25



# LIKELIHOOD OF VISITING OREGON IN THE NEXT TWO YEARS

## ALL RESPONDENTS



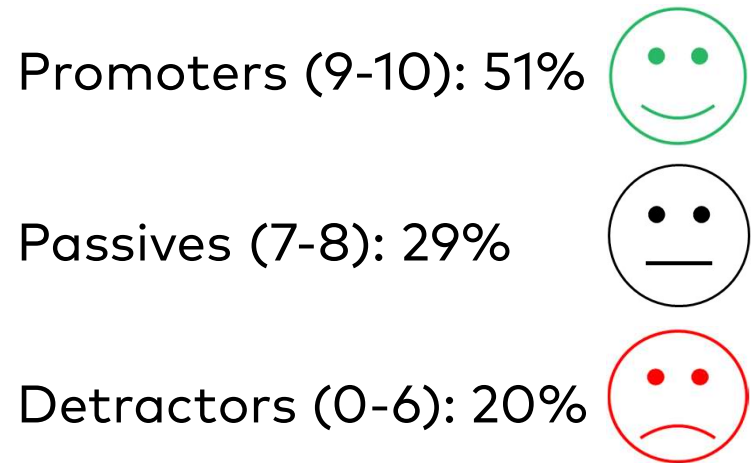
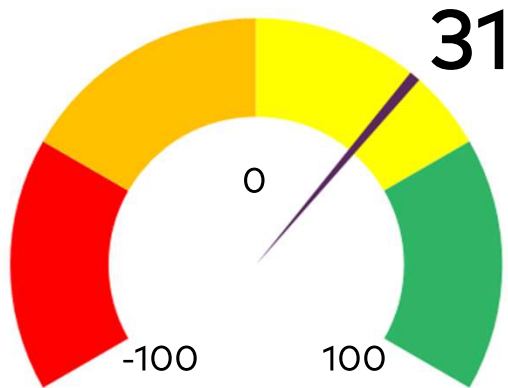
Average response of people who have travelled to Oregon: 7.75

Average response of people who have not travelled to Oregon: 4.49

Overall average: 5.63

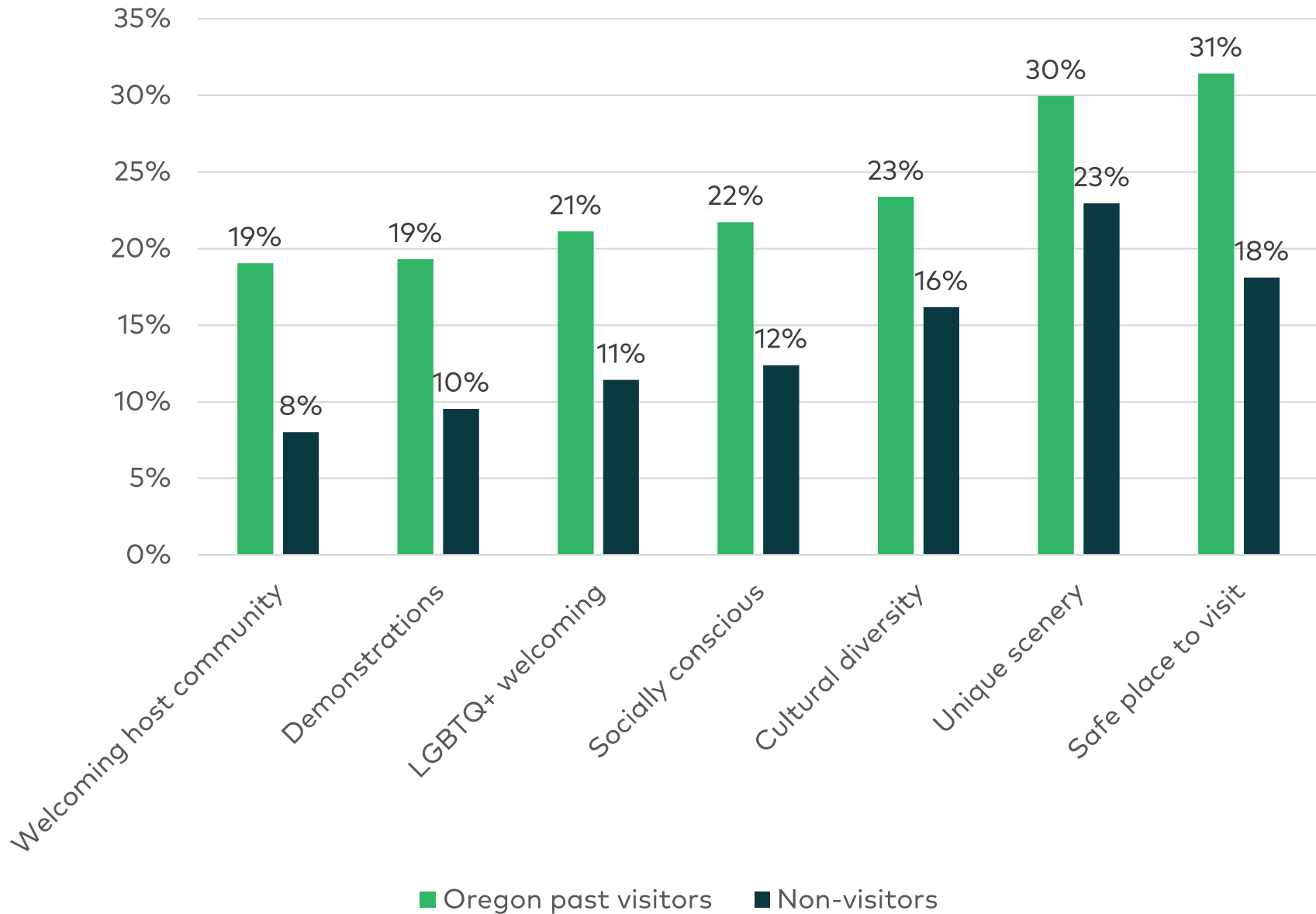
# NET PROMOTER SCORE

## OREGON PAST VISITORS



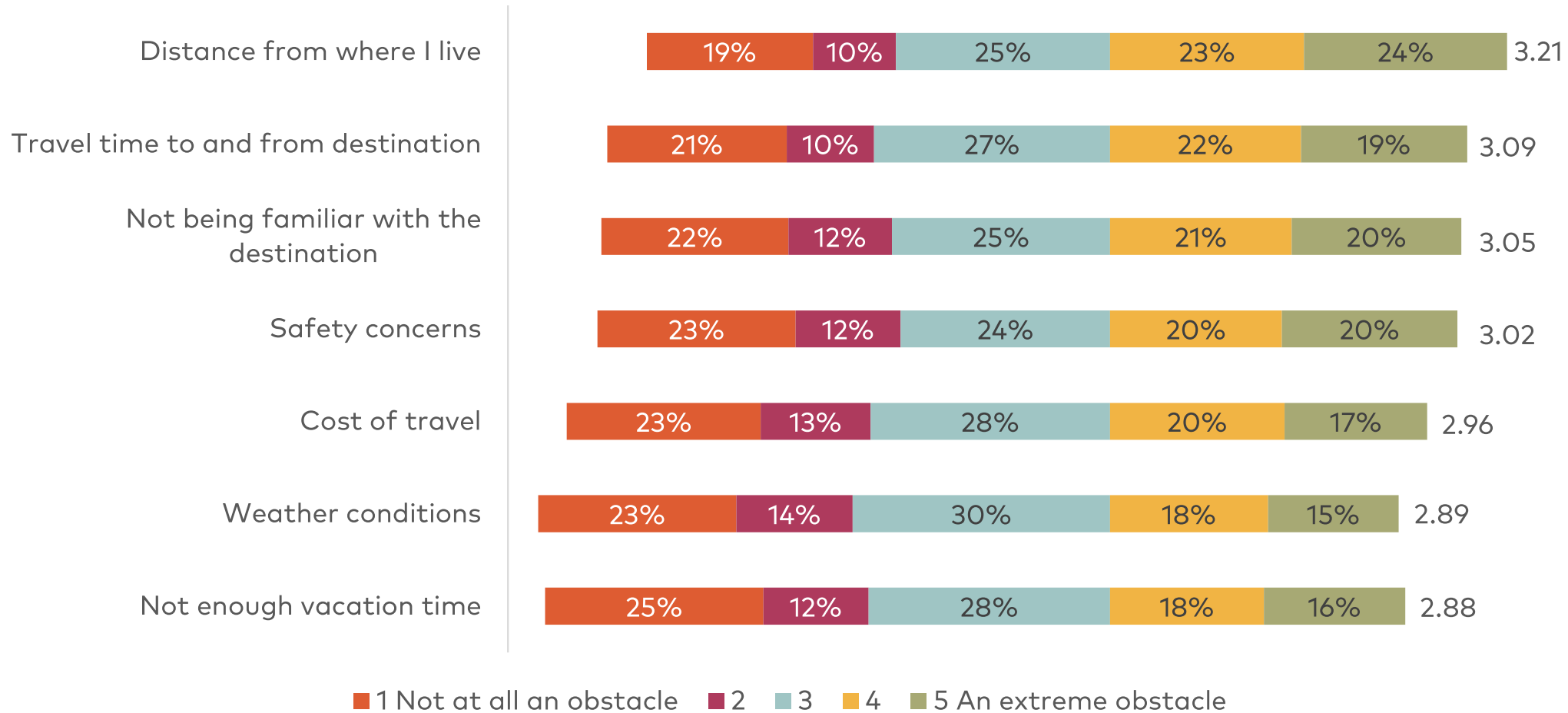
# TOP CONCEPTS ASSOCIATED WITH OREGON

## BY VISITATION STATUS



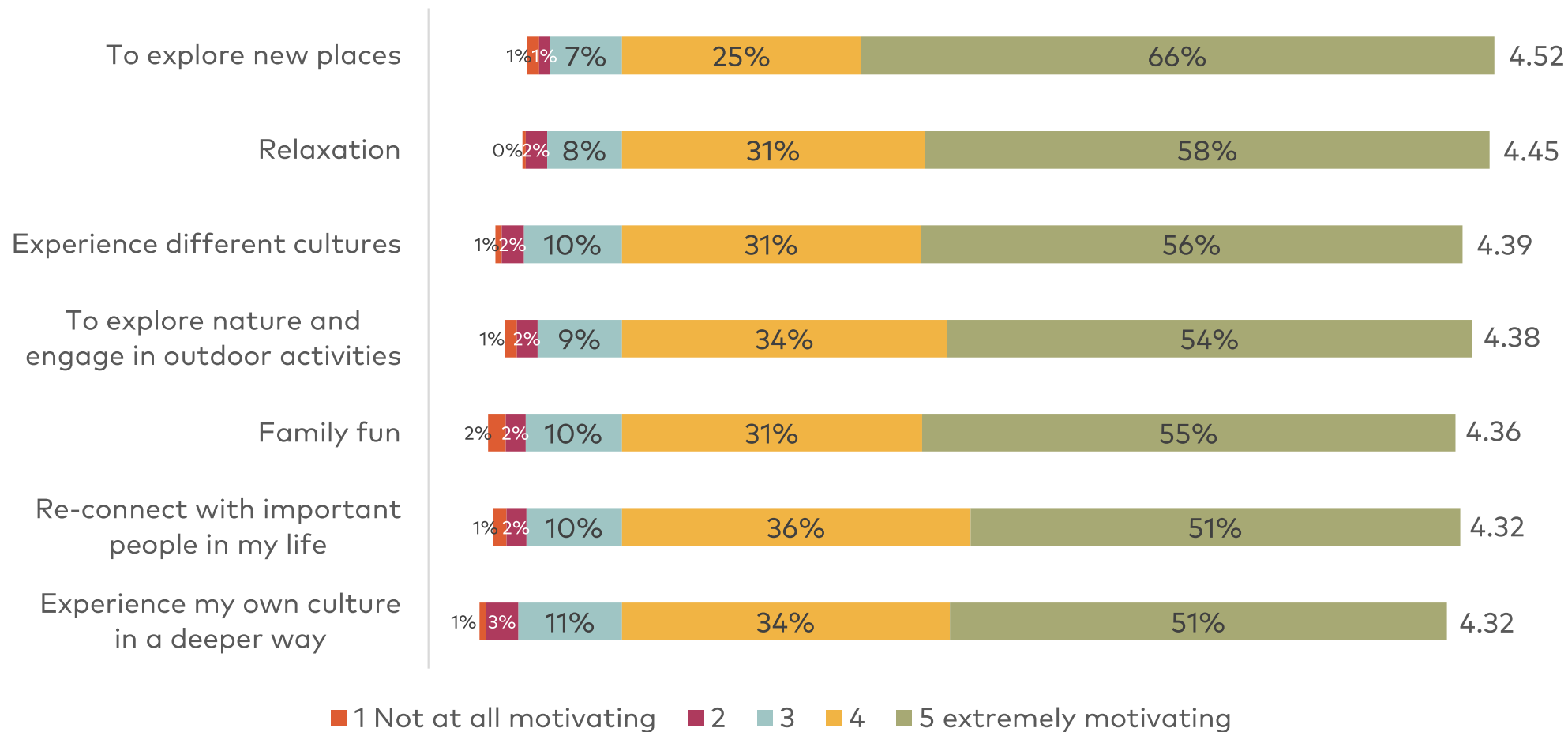
# POTENTIAL OBSTACLES FOR TRAVELING TO OREGON

## OREGON NON-VISITORS



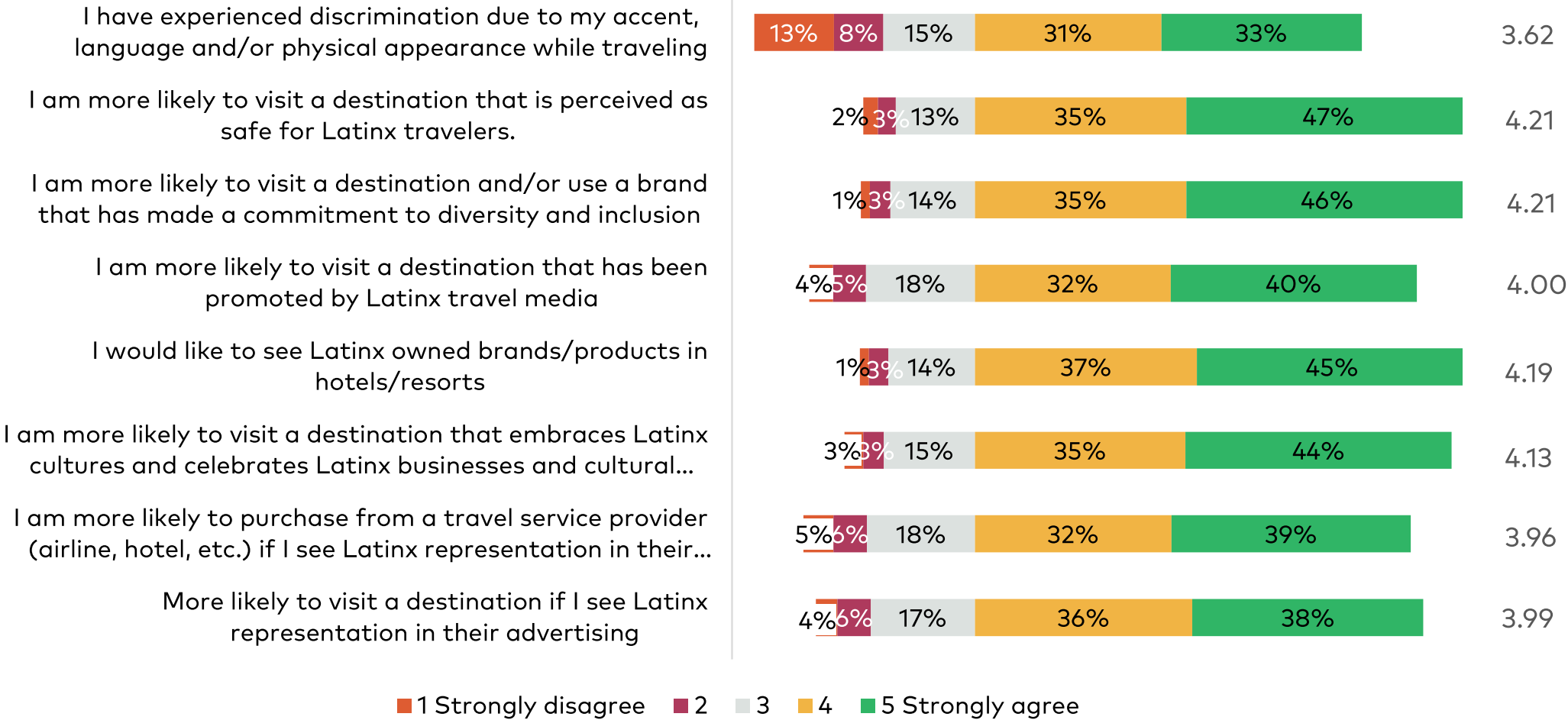
# TOP MOTIVATIONS FOR TAKING OVERNIGHT TRIPS

## LIKELY TO VISIT OREGON



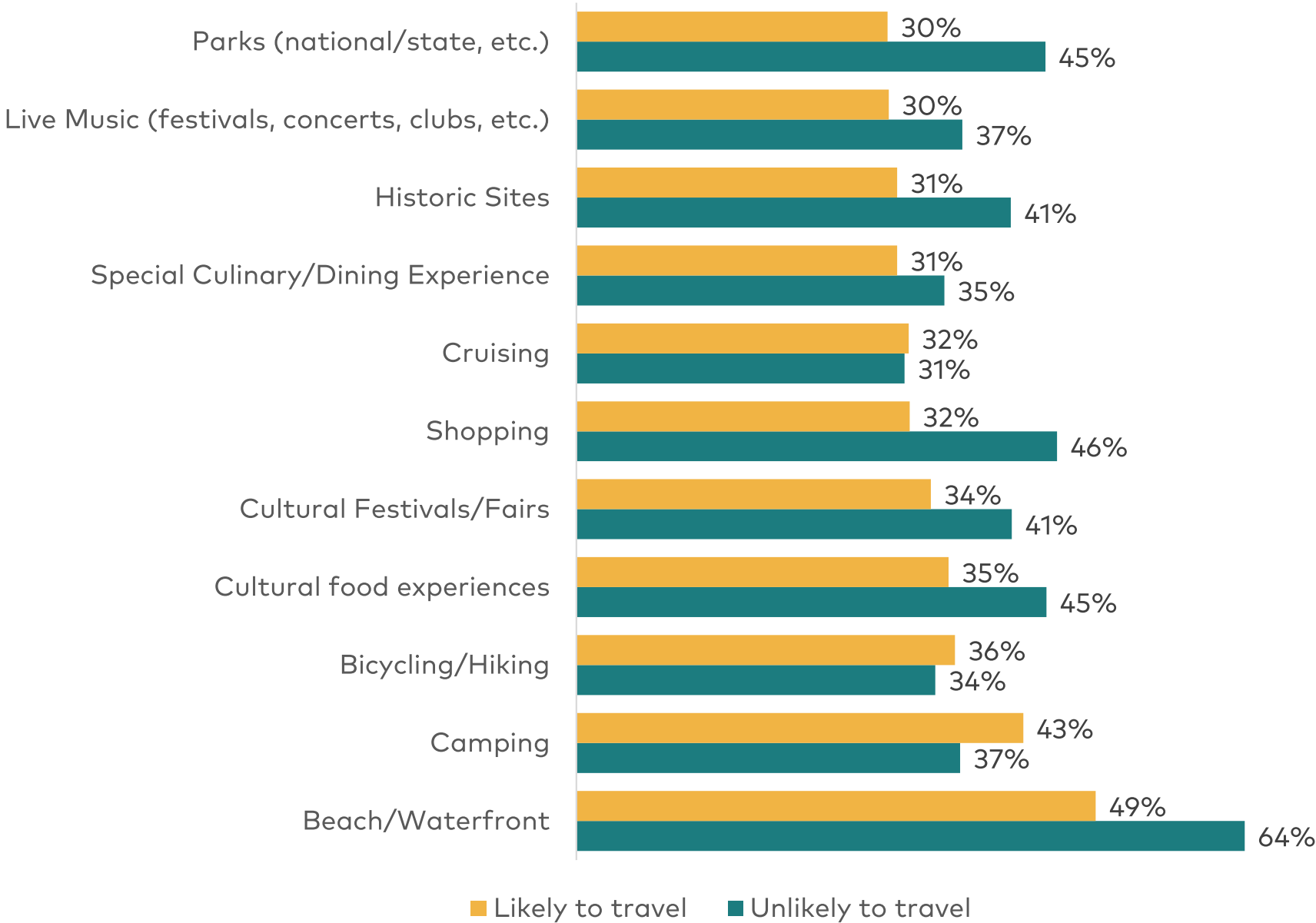
# IMPORTANCE OF REPRESENTATION

## LIKELY TO VISIT OREGON



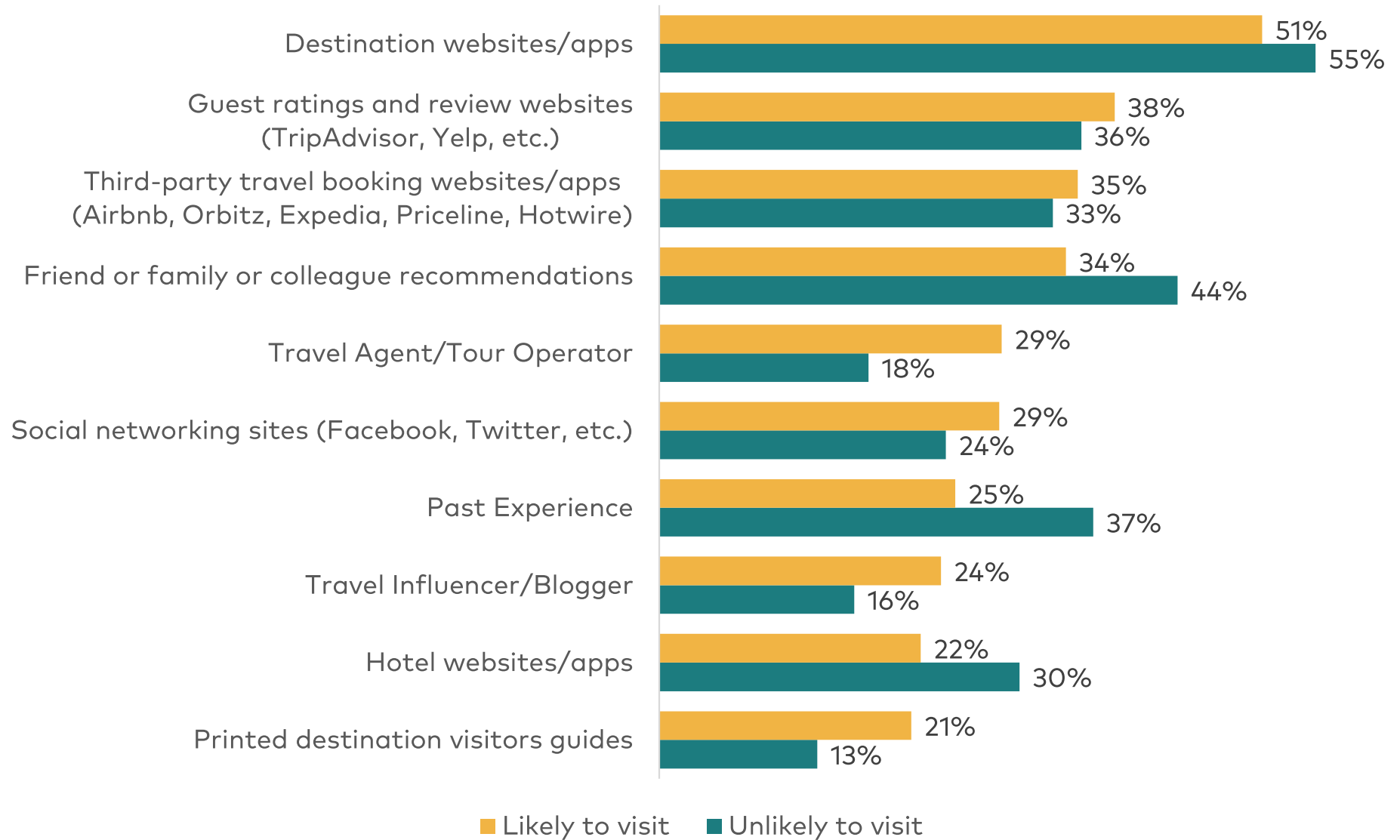
# ACTIVITIES OF INTEREST ON NEXT LEISURE TRIP

## BY LIKELIHOOD TO VISIT OREGON



# INFORMATION SOURCES TYPICALLY USED FOR TRIP PLANNING

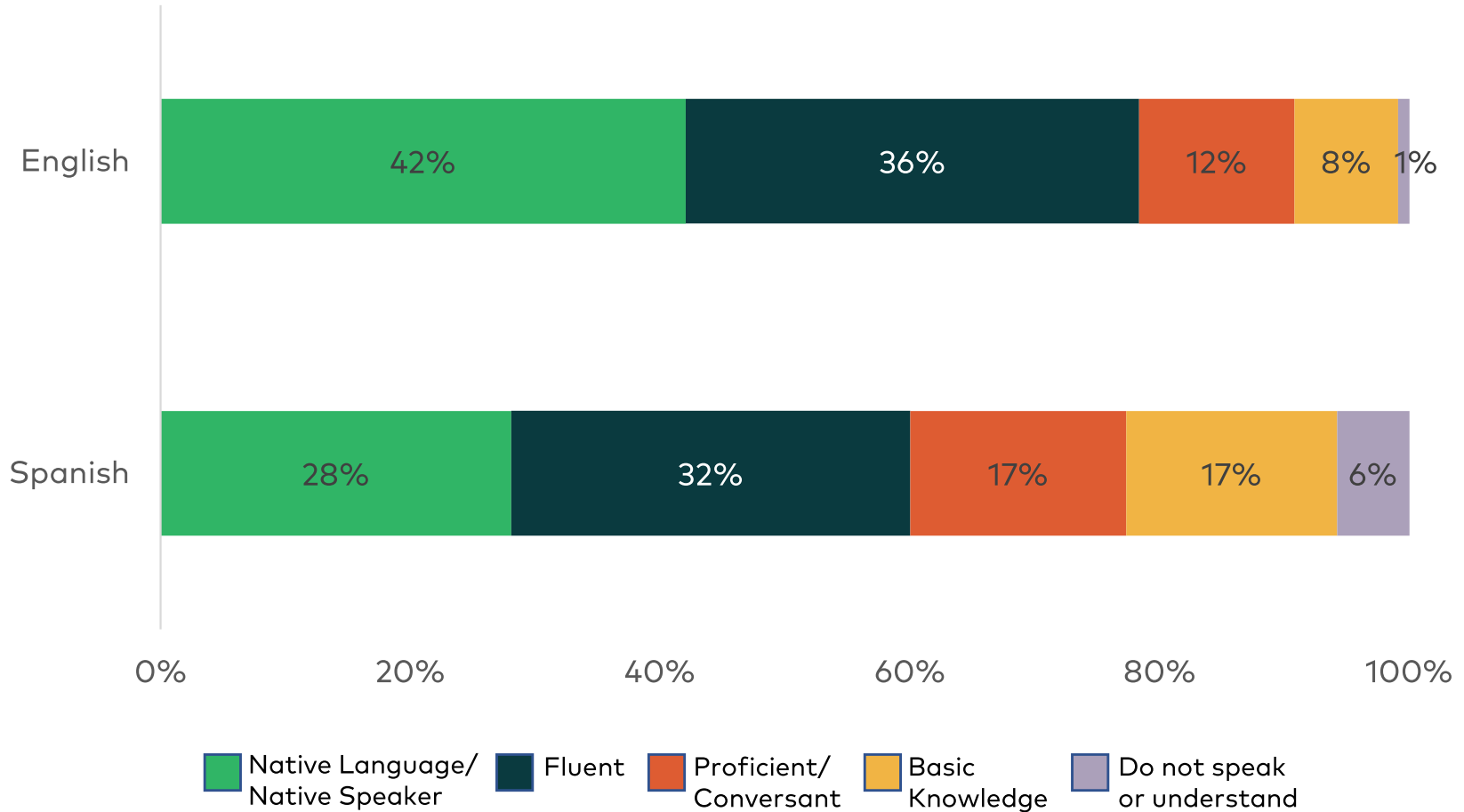
## BY LIKELIHOOD TO VISIT OREGON



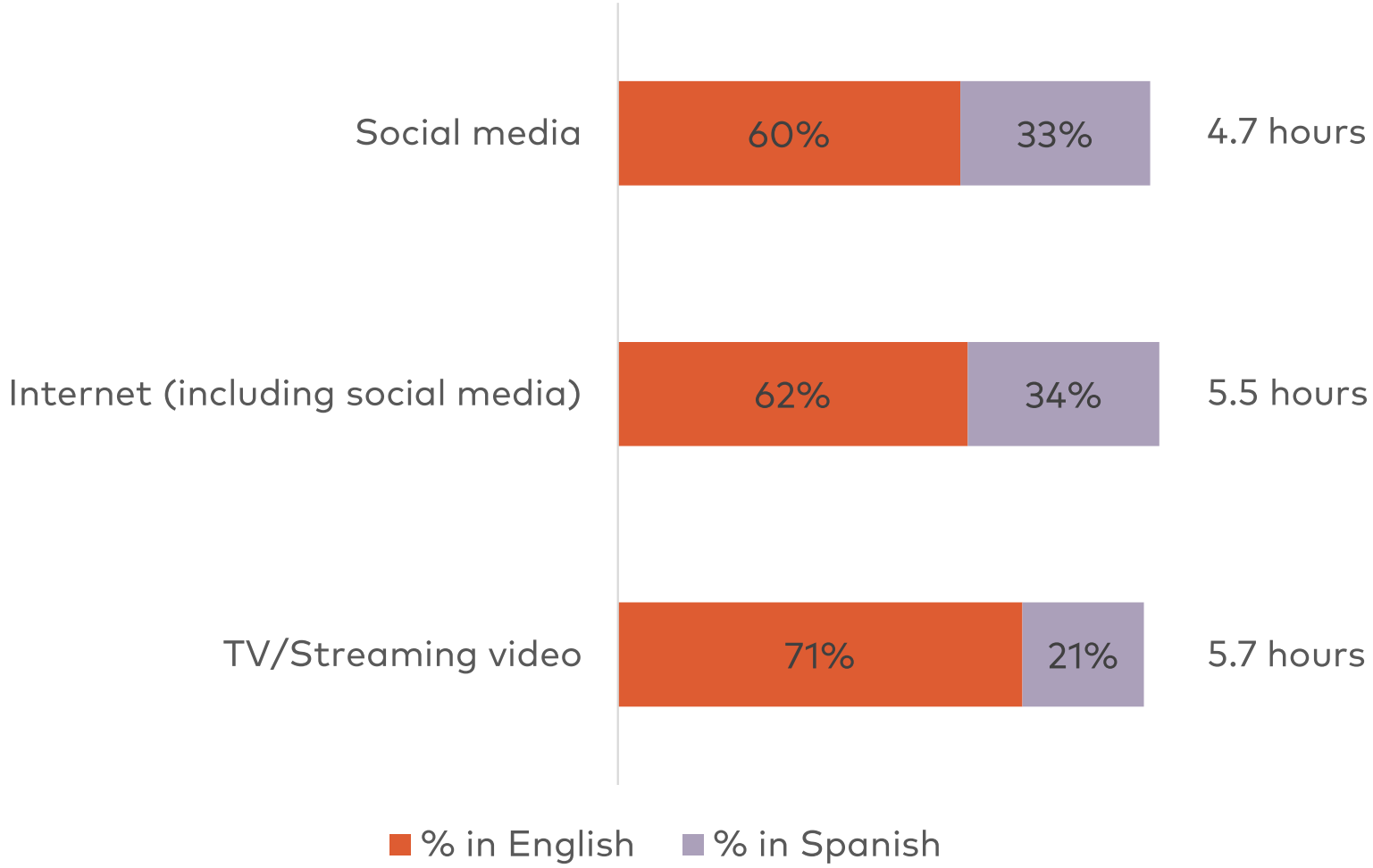


# LANGUAGE PROFICIENCY

## LIKELY TO VISIT OREGON



# AVERAGE HOURS SPENT CONSUMING MEDIA LIKELY TO VISIT OREGON



# KEY TAKEAWAYS

- Representation matters, the role of the tourism industry
- Discrimination is a reality
- Experiences in Oregon are generally good (4.25 out of 5 overall satisfaction)
- Hispanics are a diverse group with diverse motivations and different tolerance to obstacles
- We need to consider how to reduce obstacles for travel



A lush, moss-covered forest with a wooden walkway and two hikers. The scene is filled with tall, moss-covered trees and dense green foliage. Two people, a woman in a light blue jacket and a man in an orange jacket, are standing on a wooden walkway, looking at each other. The walkway is made of dark wood and has a railing. The forest is very dense and green, with many ferns and moss-covered branches.

# Thank you

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