



**TRAVEL  
OREGON**

**TARGET AUDIENCE WHITE PAPER:  
WHO IS THE ACTIVE ADVENTURER?**

12/5/23

## **WHY DO WE NEED TO IDENTIFY WHO OUR TARGET AUDIENCE IS?**

Defining the target audience is a critical component of effective marketing. For Travel Oregon, this process involves identifying and understanding the specific group of people most likely to be interested in the types of travel experiences that Oregon has offer. Here are some key reasons why developing the correct target audience definition is so important to our marketing efforts:

- **Improved Relevance and Engagement:** By understanding who our target audience is, we can tailor our messaging and content to resonate more deeply with that group. This relevance boosts their engagement with our brand.
- **Efficient Use of Resources:** Defining a target audience allows us to focus Travel Oregon's resources on the most promising prospects. Instead of spreading the budget thinly across a broader audience, our targeted approach ensures that our marketing efforts are concentrated where they are most likely to yield returns.
- **Strategic Media Selection:** Understanding who our target audience is helps us in choosing the right channels and platforms for advertising. We want to make sure Travel Oregon's advertising messages are seen by the right people.
- **Competitive Advantage:** A well-defined target audience can provide Oregon with a competitive edge. We know that brands that speak directly to the needs and desires of a specific group can better differentiate themselves in a crowded and noisy market.
- **Support of Travel Oregon's 10-Year Strategic Vision:** By identifying the correct target audience, we're establishing the foundation of a marketing strategy that can better support Travel Oregon's primary objectives ensuring that Oregon's economy is flourishing, it's striving to be a place of equity, it delivers remarkable experiences and it respects its natural environments

## **WHAT ARE THE COMPONENTS WE IDENTIFY TO BUILD OUR TARGET AUDIENCE?**

Target market Identification begins with identifying the specific demographic, geographic, psychographic, and behavioral characteristics that make up our most likely prospects.

To do this, we pull key traits about Oregon visitors from our 2022 Oregon [Visitor Profile study](#), which features data from over 17,000 Oregon visitors and provides insights on their perceptions, motivations, trip details, satisfaction, planning and demographics. Note: these traits need to also line up with similar characteristics that can be identified in the consumer research that our ad agency, Wieden+Kennedy (W+K), subscribes to.

Key Oregon traveler traits:

- Male/Female: 45%/44% (does not include non-binary responses and those who didn't respond)
- 25 – 54-year-olds: 50%
- Race/Ethnicity: White 84%, Asian 6%, Hispanic 5%, Native American/Alaskan Native 3%, and African American 2%
- Scenic beauty was important to their decision to travel to Oregon: 90%
- Environmental quality was important to their decision to travel to Oregon: 80%
- Inclusive and welcoming atmosphere was important to their decision to travel to Oregon: 80%
- Outdoor recreation and experiences were important to their decision to travel to Oregon: 79%
- Arts, historic and cultural heritage experiences were important to their decision to travel to Oregon: 57%
- Note: only 9% of Oregon visitors stayed at a campground

## **WHO IS OUR TARGET AUDIENCE?**

Our Active Adventurer and related BIPOC (Black, Indigenous, People of Color) Active Adventurer target definitions were built to support the objectives of Travel Oregon's 10-Year Strategic Vision while appealing to top travel interests exhibited by Oregon Visitors. We worked with Wieden+Kennedy to cross reference the key traits from our Visitor Profile study with available data points in YouGov\* to elements that address:

- Equity – includes a BIPOC definition of the Active Adventurer
- Experiences – incorporates top visitor interest activities/experiences that are available in Oregon
- Economic Impact – includes a travel interest component, which naturally increases the likelihood of higher travel spends
- Environmental Sustainability – this is made up of sustainability segmentations that include folks who have shown some interest in environmental sustainability to those who are strongly eco-conscious

Active Adventurers are engaged travelers who want to get out and experience all that Oregon has to offer. These are sustainability minded folks who want to bask in Oregon's stunning beauty while they experience the outdoors. They're also into absorbing the local culture and pairing all of the above with our delicious, farm-to-table cuisine.

Per YouGov, our Active Adventurer audience...

- Represents high-yield prospects with 45% of the target having spent \$1000+ on their last leisure trip:

- Active Adventurers are nearly 61% more likely than the general US population to have spent this amount on their last leisure trip (45% vs. 28%)
- For a directional comparison, we can look at the average trip expenditure for overnight visitors to Oregon in the 2022 DRA Economic Impact of Travel in Oregon report, which estimates the average trip expenditure for overnight visitors to Oregon at \$803
- Is into the culinary scene:
  - 83% of our target audience say they like to experience new food and cuisines
  - With 66% agreeing that they would pay extra for quality beer and wine
- Stays in destination accommodations
  - 79% say they look into hotels when traveling
  - 25% turn to vacation rentals like AirBnB.

*YouGov Target Definitions*

**Active Adventurers**

**25 – 54-year-olds**  
*and*  
**Reason for choosing most recent vacation destination (any of):**

- **Outstanding natural beauty in/nearby**
- **Outdoor activities/sports in/nearby**
- **Culture & historical sites in/nearby**

*and*  
**Has sustainable mindset**

**BIPOC Active Adventurers**

**25 – 54-year-olds**  
*and*  
**Reason for choosing most recent vacation destination (any of):**

- **Outstanding natural beauty in/nearby**
- **Outdoor activities/sports in/nearby**
- **Culture & historical sites in/nearby**

*and*  
**Black or Asian or Hispanic or Native American or Middle Eastern**  
*and*  
**Has sustainable mindset**



\*Notes:

- YouGov is a significant player in the field of market research and public opinion polling, known for its use of online methods to gather and analyze data on a wide range of topics including consumer behaviors and media consumptions
- In early 2024, W+K is changing their 3<sup>rd</sup> party consumer research vendor from YouGov to MRI. At that time, we'll need to adjust our target audience definition to account for the differences in research methodology between these two vendors

## WHERE ARE OUR TARGET DMAS (DESIGNATED MARKET AREAS)?

We looked at a number of different market stats to help us determine the local markets we prioritize our marketing efforts in. Two of the numbers that we paid close attention to were the average spend per visitor and visitor volume of each priority market.

The following comprises the list of key markets for our FY23/24 advertising campaigns:

MARKET	GOOGLE ANALYTICS		ARRIVALIST	EXPEDIA	YOUNGOV	DRA ECON. IMPACT		US DEPART. OF TRANSPORT.	
	TO.COM SESSION RANK	BOUNCE RATE & RANKING	ORIGIN MARKET RANKING	ORIGIN MARKET RANK	ACTIVE ADVENT. AUDIENCE INDEX (VS. 18+)	AVE. SPEND PER PERSON	2022 VISITOR VOLUME	2022 DOMESTIC AIR VISITORS	
PRIMARY	Oregon*	Our beautiful home state			97	\$273	19,263,465	-	
	Seattle	#2	64.88%, #8	#3	-	94	\$320	3,206,847	95,400
	Spokane	#16	62.93%, #11	#11	-	83	\$321	297,811	33,200
	San Francisco	#5	65.65%, #7	#6	#5 (ticket sales)	178	\$352	888,536	335,800
	Los Angeles	#3	68.98%, #3	#7	#1 (ticket sales)	145	\$306	1,245,817	432,800
	Boise	#22	54.45%, #40	#8	-	146	\$249	920,873	36,700
	Vancouver BC	-	-	-	-	-	\$567	-	-
SECONDARY	Phoenix	#13	55.02%, #36	#13	#3 (ticket sales)	70	\$175	1,317,342	137,900
	Dallas	#15	47.37%, #69	#22	#8 (ticket sales)	132	\$152	685,990	85,000
	Houston	#9	70.18%, #2	#30	#3 (YoY ticket growth)	121	\$195	458,659	41,600
	San Diego	#18	67.64%, #5	#17	#6 (ticket sales)	145	\$329	405,983	110,200
TEST	Chicago	#11	48.47%, #65	#24	#7 (ticket sales)	131	\$389	197,715	92,300

\*comprised of: Bend, Eugene, Medford, and Portland DMAs

## HOW DO WE CHOOSE THE BEST ADVERTISING MEDIA CHANNELS TO REACH ACTIVE ADVENTURERS?

W+K pulls YouGov data that identifies the media channels that are most likely to deliver consumers who fall within the Active Adventurer target group. They then put together a media plan that provides recommendations for specific media partners we can use to deliver the Travel Oregon brand campaign ads.

