

A wide-angle landscape photograph of a river winding through a deep canyon. The river is calm, reflecting the sky and the surrounding cliffs. The canyon walls are rugged and layered, showing signs of erosion. In the distance, a prominent mountain peak rises above a range of lower hills under a clear, light blue sky with some wispy clouds. The overall scene is peaceful and majestic.

TRAVEL



OREGON

2026 Competitive Grants Program
Deb Vaughn, Grants Manager



2026 CYCLE OUTCOME

To extend the visitor season, increasing visitor spending and opportunities for year-round employment.

Cycle Details



PROJECTS IDEAS TO EXTEND THE VISITOR SEASON

OUTDOOR RECREATION

- Trail conversion/upgrades to increase off-season use
- Increasing access to wildlife and recreation in coordination with efforts to steward the environment

SPORTS TOURISM

- Securing competitive sporting events that attract overnight visitors
- Facility upgrades to increase visitation such as HVAC or winterization

ARTS, CULTURE AND EVENTS

- Partnership packages of multi-day events designed to increase overnight stays, such as entertainment + lodging or culinary celebrations
- Securing business conferences or major national/international events that attract overnight visitors
- Facility upgrades to increase visitation such as HVAC or winterization

TRANSPORTATION

- Solutions to deliver new or additional visitors to destinations

MARKETING/PROMOTION

- New or expanded campaign that strengthens the destination's presence in key markets
- Branded effort bringing partners together around a shared message or product offering

Contact Us



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TRAVEL



OREGON

DATA FOR GRANT APPLICANTS

4/16/2026

AGENDA/TOC

01 Introduction

- Today's goals

02 Seasonality

- Identify where season could be extended

03 Economic Impact

- How to find and use data from the Economic Impact of Travel report

04 Visitor Profile

- How to use the Visitor Profile dashboard

05 Resident Sentiment

- How to use the Resident Sentiment dashboard

INTRODUCTION

BENEFITS OF TOURISM RESEARCH

- Data-driven insights.
- Stories about the value of tourism.
- Set baselines and key performance indicators (KPIs).
- Improve visitor experiences, promote economic growth, and identify sustainable practices.



GOALS

The data we will review today can help answer the following for your application:

- How are you defining your extended season?
- How do you know that your project will help extend it, increase visitor spending and promote job creation?
- Bonus: How does your project enhance positive resident perceptions/minimize negative resident perceptions?



RESEARCH INTAKE BRIEF

NEED HELP FROM THE SRA TEAM?

- Some examples
 - General questions about research
 - Reviewing existing research studies/questionnaires
 - Compilation of data from existing studies
 - Talking points on existing research
 - Questions about purchasing research or data
 - Speaking requests



SEASONALITY

SEASONALITY

Lodging demand correlates closely to visitation and spending.

In the larger table, identify your county and from there view during which months visitation is most likely to occur.

For ease of visualization, the table to the right shows statewide demand in 2-month periods.

In the main document , there is a table detailing all Oregon counties' lodging demand by month

| Month | Statewide Lodging Demand (% of total annual demand) |
|---------------|--|
| Jan – Feb | 13% |
| March – April | 16% |
| May – June | 19% |
| July – Aug | 21% |
| Sept – Oct | 18% |
| Nov - Dec | 13% |

SEASONALITY

How to read the table:

13% of hotel rooms sold over the course of an average year in Oregon are booked during the months of January and February combined.

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ECONOMIC IMPACT OF TRAVEL

ECONOMIC IMPACT OF TRAVEL REPORT

Report looking at:

- Spending
- Overnight Visits
- Tourism Jobs
- Tax collection

Statewide, region and county level data

The Economic Impact of Travel

Oregon

Calendar Year 2024 Preliminary

April 2025

PREPARED FOR
Travel Oregon



ECONOMIC IMPACT OF TRAVEL REPORT

Imaginary project that brings in NEW 1000 overnight visitors to Wallowa County

1,000*\$157 = \$157,000 per year

\$43.8K supports one job – Project supports 3.5 jobs

Project generates \$98.9K earnings

Project generates \$7.8K in tax revenue

Average Expenditure for Overnight Visitors, 2024

| | Person | | Party | |
|----------------------|-------------|--------------|--------------|--------------|
| | Day | Trip | Day | Trip |
| Hotel, Motel, STVR | \$151 | \$251 | \$370 | \$615 |
| Private Home | \$24 | \$62 | \$62 | \$159 |
| Other Overnight | \$40 | \$115 | \$132 | \$380 |
| All Overnight | \$68 | \$157 | \$191 | \$425 |

OREGON VISITOR PROFILE

VISITOR PROFILE

Report that looks at visitors from:

- Out of state
- In state
- Canada

Allows looking at:

- Perceptions and motivations
- Trip details
- Length of stay
- **Activities**
- Satisfaction
- Planning

A great tool to understand if there is demand for a project, as well as to determine target audiences



OREGON RESIDENT SENTIMENT

RESIDENT SENTIMENT

Report that looks at how Oregon residents feel about tourism in their community

Looks at sentiments towards tourism positive and negative impacts in 4 dimensions:

- Economic
- Environmental
- Social
- Cultural

And measures support for tourism development.





THANK YOU

Questions? javierpt@traveloregon.com

Kphoto Credit: atie Falkenberg