



# Travel Oregon 2025 Visitor Profile

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# Research Objectives & Methodology

# Research Objectives & Methodology

This report presents the findings of a survey of travelers to Oregon between 2024-2025, conducted by Future Partners on behalf of Travel Oregon. The primary objectives of this study were to:

- Refresh Travel Oregon’s profile of visitors to the state and the seven major tourism regions of Oregon
- Understand current travel behaviors and motivations, in-destination activities and attractions, spending patterns, transportation and lodging preferences, and destination experience and satisfaction

The survey methodology was comprised of two components:

- An online panel survey of U.S. travelers who visited Oregon between January 2024 and September 2025
- An online survey of visitors to Travel Oregon’s seven welcome centers who visited Oregon between January 2024 and April 2025

More than 2,700 surveys were collected across two waves of data collection from travelers aged 18+ who visited the state during the target period of study. The data is weighted according to Travel Oregon’s specifications, including regions visited within Oregon.



# Other Resources

To see all of Travel Oregon's research, please visit the [Travel Oregon website](#).

For questions regarding this study, please reach out to the Travel Oregon research staff:

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# Key Terms in This Report

- **Canadian Visitors** – respondents who reside in Canada.
- **In State** – respondents who live in the state of Oregon.
- **Out of State** – respondents who live in the United States but outside of the state of Oregon.
- **Outdoor Recreation Participants** – respondents who participated in any outdoor recreation activity on their 2024-2025 visit to Oregon.
- **Food & Drink Participants** – respondents who participated in any food & drink activity on their 2024-2025 visit to Oregon.
- **Arts & Culture Participants** – respondents who participated in any arts & culture activity on their 2024-2025 visit to Oregon.



# A Note on How to Read Tables in this Report

Throughout this report, some data table cells are highlighted to indicate statistically significant differences. These markers show when a specific segment (indicated by the labels at the top of each column in the table) differs meaningfully from everyone outside that segment. A highlighted cell indicates that the result is higher or lower than would be expected due to normal sampling variation alone. An example is provided below for reference.

**By Segment**

- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Canadian Visitors	In-State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Vacation/leisure	64.2%	59.2%	59.2%	68.3%	61.5%	64.1%
Visit friends/family	16.5%	21.0%	21.0%	17.6%	21.4%	17.8%
Combination of business and leisure	6.4%	7.3%	7.3%	6.9%	6.2%	8.4%
Business	7.2%	5.1%	5.1%	3.2%	4.3%	3.7%
Attend a special event/festival	2.5%	3.0%	3.0%	1.5%	2.9%	3.6%
Other personal reasons	1.2%	1.9%	1.9%	1.3%	2.3%	0.6%
Attend a conference/convention	2.0%	2.5%	2.5%	1.2%	1.4%	2.0%
<b>Base</b>	<b>500</b>	<b>1,725</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

# Executive Summary

# Executive Summary

## 1. Near-universal satisfaction with visitors' Oregon trip translates to strong likelihood to return and recommend.

Overall trip satisfaction scores extremely high for Oregon visitors. Nearly all (97.7%) 2024-2025 visitors to Oregon were satisfied with their overall trip, with nearly two-thirds (64.3%) saying they were very satisfied. Only a small fraction (0.3%) were unsatisfied. These high satisfaction scores translate to a similarly high likelihood to return to Oregon for another trip in the next year of 87.1%; more than half (53.3%) said they are extremely likely. Visitors are also highly likely to recommend Oregon as a destination, with a likelihood to recommend the state reported at 53 (on a scale from -100 to 100).

Respondents were asked how important a set of attributes was to making their Oregon trip decision, and then they were asked to rate their satisfaction with each of those attributes during their Oregon trip. Looking at satisfaction, more than half of visitors in 2024-2025 said they were satisfied or very satisfied with all tracked elements of their Oregon trip. Satisfaction levels were highest for scenic beauty (87.9%), local food and drinks (86.3%), and a relaxing environment/a place to unwind (85.7%). The only negative gaps between importance as a trip motivator and satisfaction level was for affordability/value for money (-3.7 percentage points) and safety/crime levels (-1.4 percentage points). Across all other attributes, 2024-2025 visitors' satisfaction was on par or even in some instances – such as crowd size and tax-free shopping – outpaced how important those elements were for their decision to visit Oregon.

## 2. Experiential factors around scenery, relaxation, and food & beverage strongly influenced visitors' trip decision.

Scenic beauty (85.9%) and relaxation (85.1%) rank highest as trip motivators for visitors' most recent trip to Oregon in 2024-2025. Other top factors also played a key role in their trip decision, such as affordability/value for the money (82.0%), local food and drinks (80.8%), quality of service/hospitality (80.7%), and/or safety/crime levels (80.3%).

In terms of how this translates to activity participation, eating and drinking (74.4%) was by far the most popular activity for 2024-2025 visitors to Oregon to engage in, reflective of the fact that local food and drinks was one of the top trip motivators. More than half (57.7%) said they participated in outdoor recreation, followed by 42.2% who went shopping. Notably, outdoor recreation was the primary motivating activity for 28.1% of respondents followed by eating and drinking (14.0%).

# Executive Summary

## **3. There is strong but latent demand for Native American tourism experiences, with an opportunity to increase awareness to help drive future participation.**

While just 16.7% of visitors participated in a Native American tourism experience or supported a Native-owned business on their 2024-2025 trip to Oregon, there is strong interest in engaging in these experiences. Among those who did not participate in such an activity on their most recent trip, 76.0% said they would consider a Native American tourism experience in the future if they had more information. These respondents' top reasons for not participating in a Native American tourism activity this trip were lack of familiarity with opportunities/options (42.1%) or not having enough time (27.4%). Only 10.4% said they would not be interested.

## **4. Online search and personal recommendations were top drivers for Oregon trip inspiration and planning.**

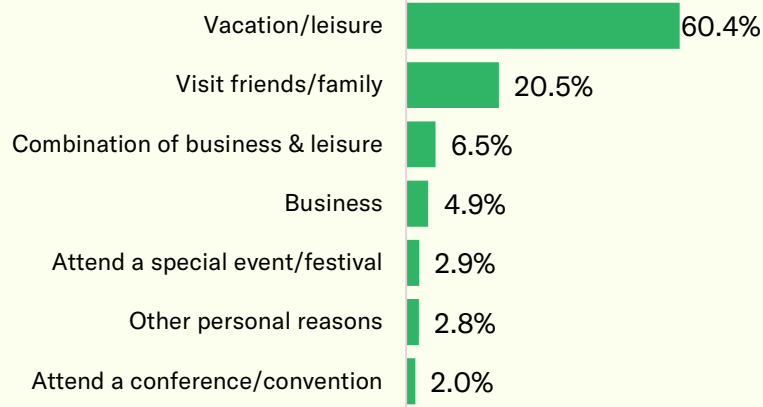
Online search and personal connections played key roles as sources of both inspiration and planning for visitors' trips to Oregon in 2024-2025. For the inspiration phase of their travel planning, online search (40.3%) and personal recommendations (35.9%) were by far the most reported sources that inspired visitors to travel to Oregon. About one in four (24.1%) said they drew inspiration from a previous trip, while one in five (20.1%) cited social media. When it comes to their top resources for planning their 2024-2025 trip to Oregon, online search (50.2%) was the most-selected resource. This was followed distantly by personal recommendation (27.9%), while just under one in five said they planned their trip using an online destination travel guide (19.2%), a welcome or visitor information center (18.0%), and/or their previous travel to Oregon (17.5%).

Roughly half of Oregon visitors planned their trip in under 3 months. Visitors to Oregon in 2024-2025 planned their trip an average of 3.6 months in advance of their arrival. Leveraging their top inspiration and planning sources to share messaging around Oregon's offerings – particularly around content focusing on top trip motivators – in consideration of their average trip planning window can help keep Oregon front and center on travelers' radar.

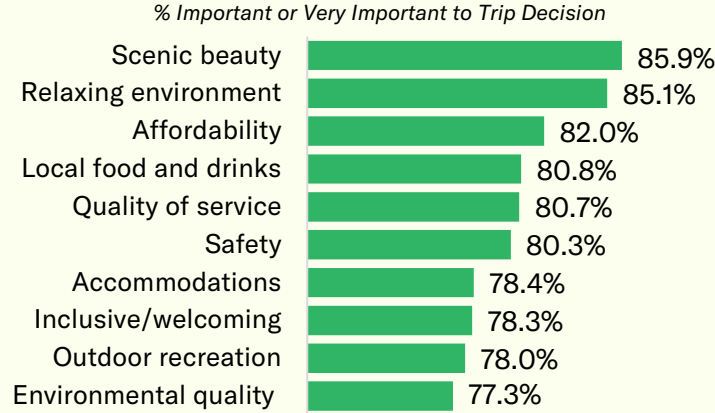
# Data Snapshot

# Oregon Visitor Experience

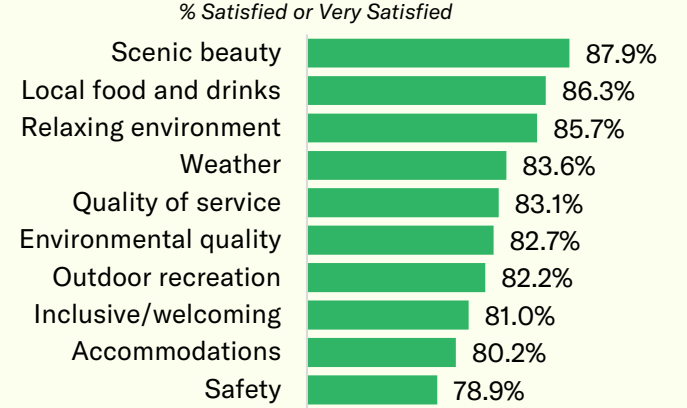
## Primary Trip Purpose



## Top 10\* Motivators to Visit Oregon



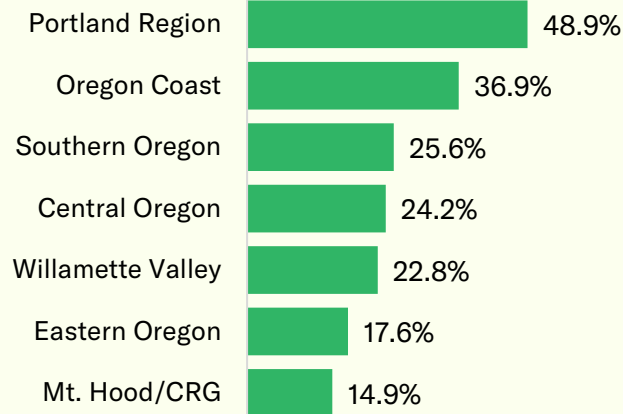
## Satisfaction with Oregon Top 10\*\* Attributes



## Activities Participated In



## Regions Visited

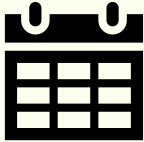


## Planning Window



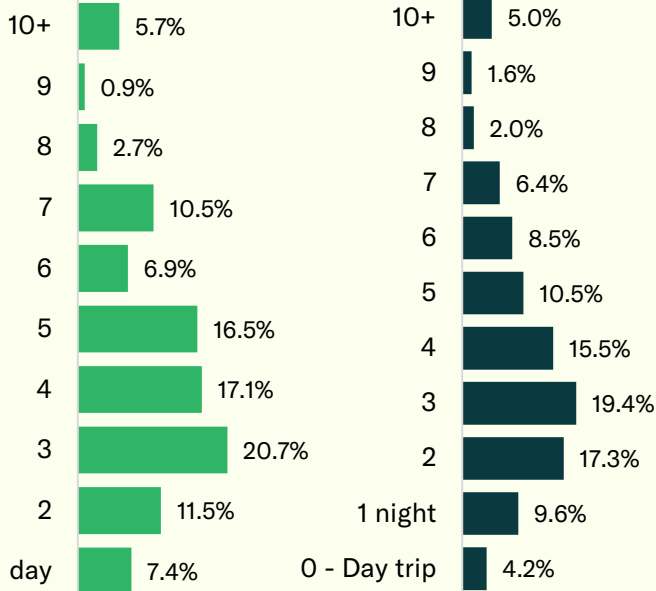
# Oregon Visitor Experience – Continued

## Average Length of Stay



**4.8**  
days

**4.2**  
nights



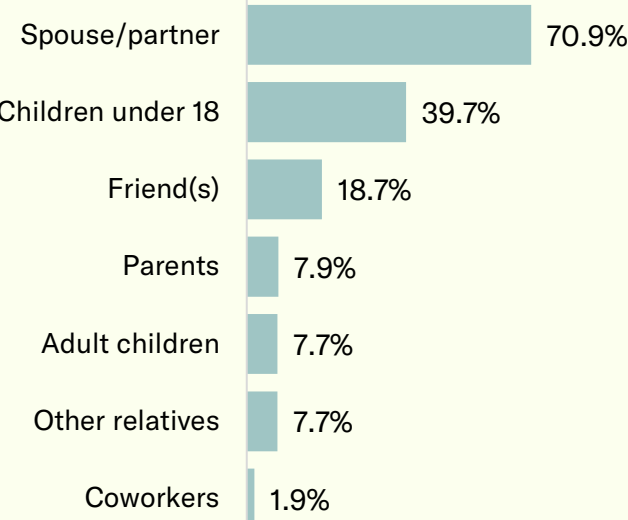
## Average Party Size



**2.4**  
adults

**0.7**  
children

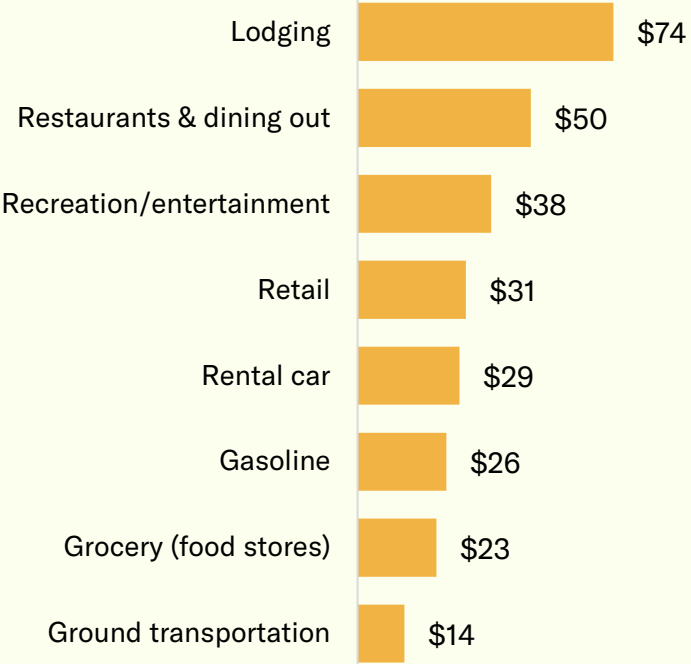
### Travel Party Composition



## Average Daily Spend Per Person



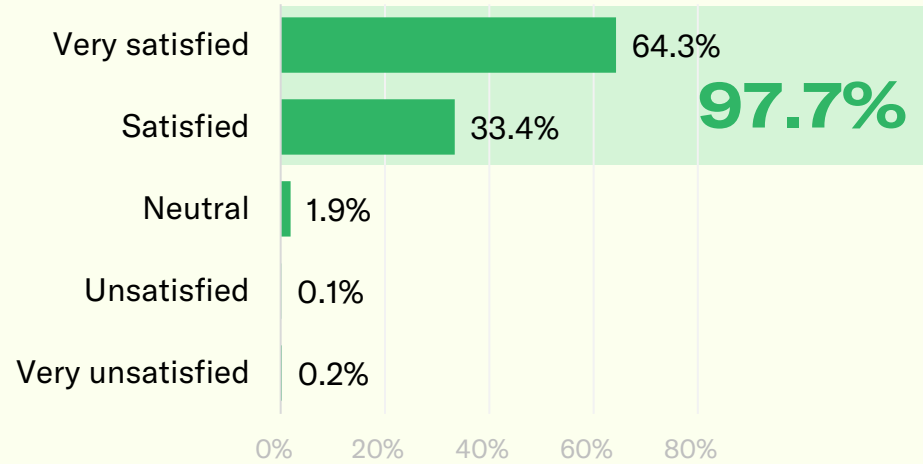
**\$284**



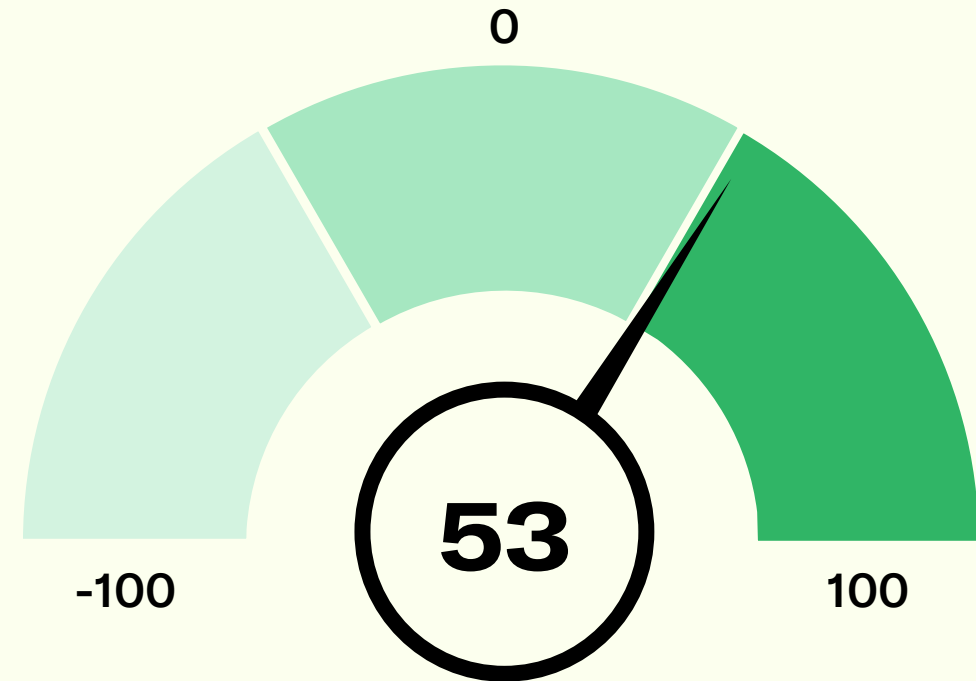
# Key Performance Indicators

This is an overview of the key performance indicators. More information is provided in the main body of this report.

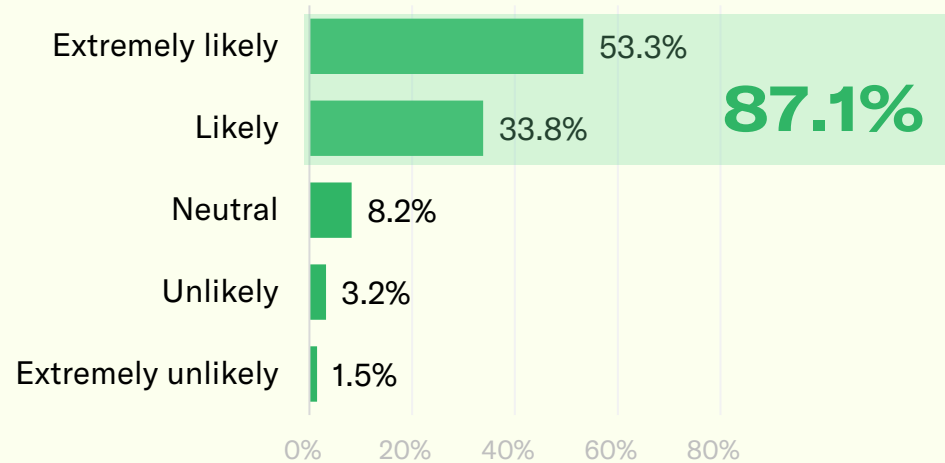
## Overall Trip Satisfaction



## Likelihood to Recommend Oregon

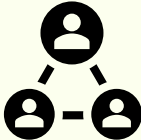


## Likelihood to Return in the Next 12 Months

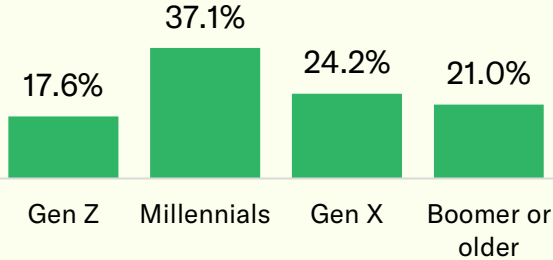


# Demographic\* Snapshot

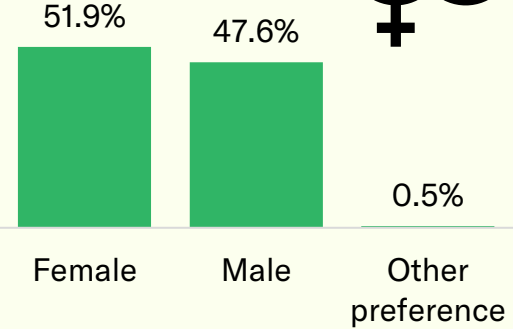
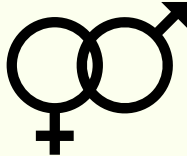
## Generations



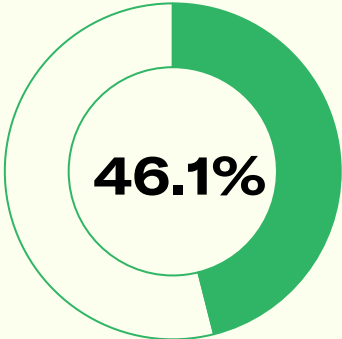
Average Age: 44.7 years



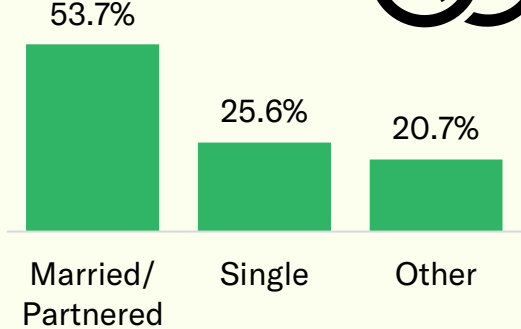
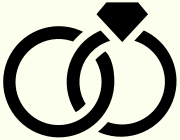
## Gender



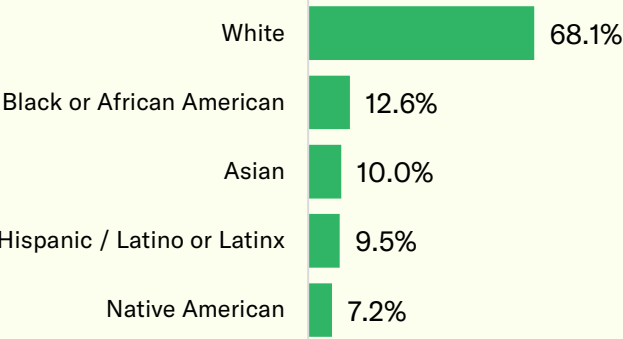
## Parents of Children Under 18



## Marital Status



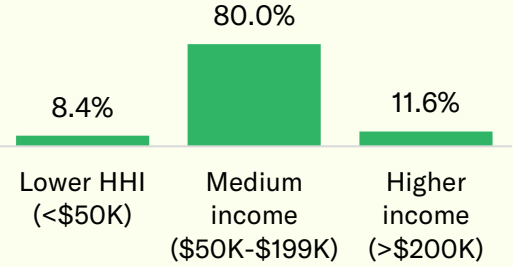
## Race/Ethnicity



## Household Income (HHI) Brackets



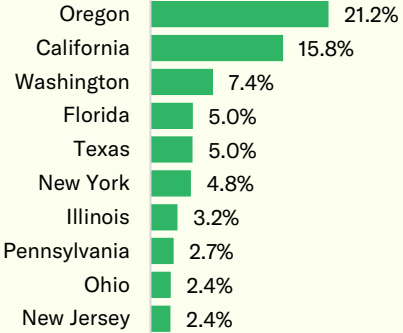
Average HHI: \$110,321



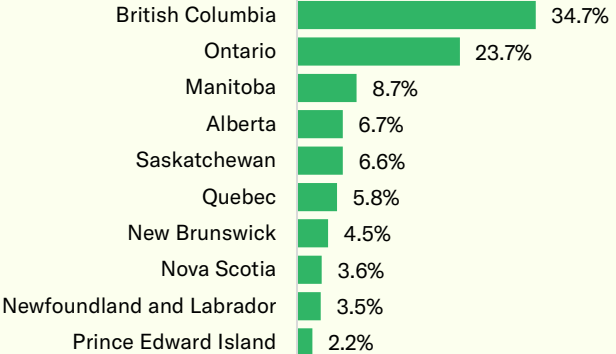
## Origin Markets



### U.S. Visitors (Top 10 States)



### Canadian Visitors



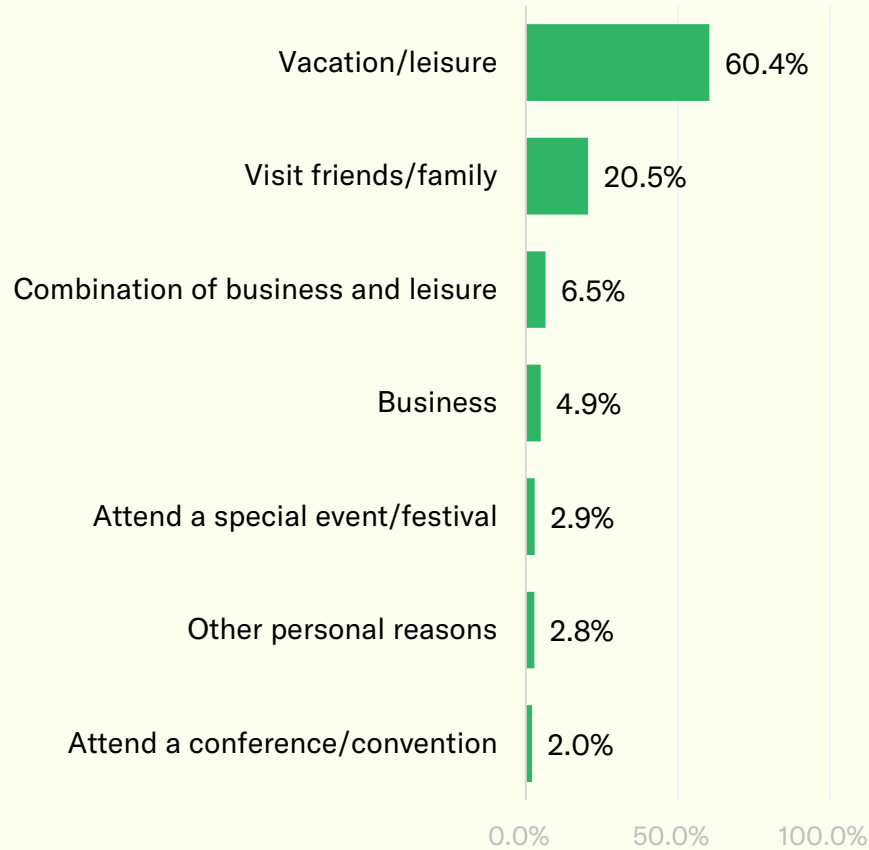
\*Some segments may be over-represented in the sample. This is deliberately done in order to have a large enough sample size to understand specific segments' unique experiences (e.g., Canadian visitors).

# Detailed Findings: Trip Details

# Most visitors to Oregon came to the state for leisure purposes.

Six in ten (60.4%) of 2024-2025 visitors to Oregon reported that their primary trip purpose was for vacation/leisure, followed distantly by one in five (20.5%) who came visit friends or family. Only a nominal share said their visit was a combination of business and leisure (6.5%) or for business (4.9%).

## Primary Trip Purpose



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Vacation/leisure	60.4%	64.2%	60.5%	59.2%	68.3%	61.5%	64.1%
Visit friends/family	20.5%	16.5%	23.0%	21.0%	17.6%	21.4%	17.8%
Combination of business and leisure	6.5%	6.4%	3.9%	7.3%	6.9%	6.2%	8.4%
Business	4.9%	7.2%	1.0%	5.1%	3.2%	4.3%	3.7%
Attend a special event/festival	2.9%	2.5%	3.0%	3.0%	1.5%	2.9%	3.6%
Other personal reasons	2.8%	1.2%	8.2%	1.9%	1.3%	2.3%	0.6%
Attend a conference/convention	2.0%	2.0%	0.3%	2.5%	1.2%	1.4%	2.0%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

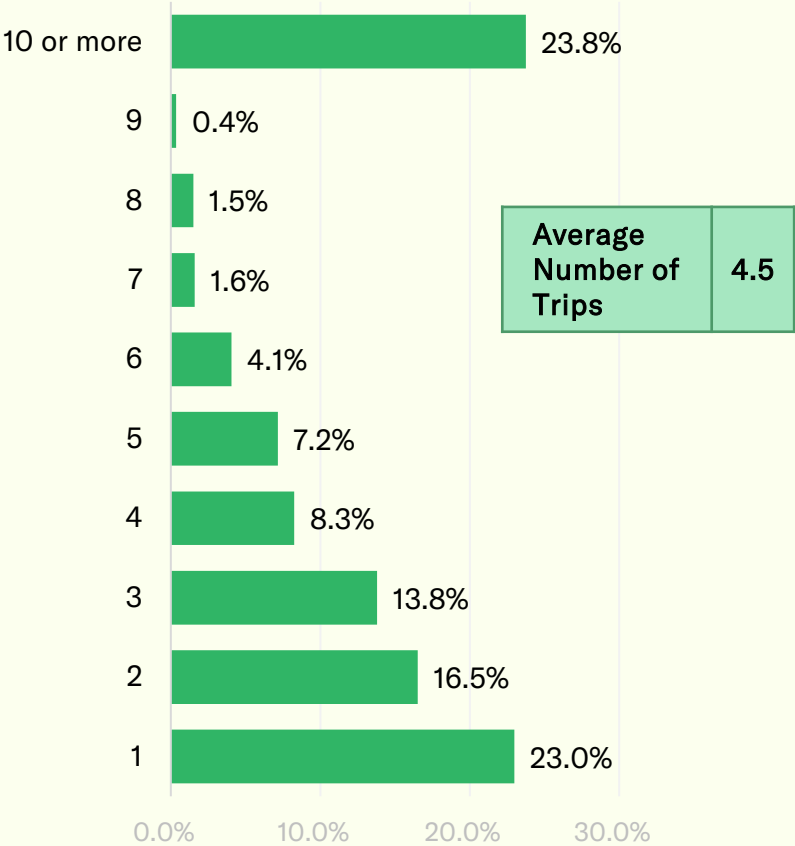
Question: What was the primary purpose of your trip?

Base: Total respondents (2,737 completed surveys)

# Oregon visitors tend to be heavy repeater travelers to the state.

At an average of 4.5 trips taken to the state as an adult, more than three-fourths (77.0%) have visited the destination at least twice. Only one in four (23.0%) 2024-2025 visitors to Oregon were first-timers. In State visitors reported a much higher average of 8.5 past trips within Oregon.

## Visits to Oregon



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	23.8%	5.9%	75.7%	15.1%	22.9%	24.6%	16.0%
9	0.4%	0.7%	0.4%	0.3%	0.4%	0.4%	0.8%
8	1.5%	0.6%	1.5%	1.8%	1.5%	1.8%	2.1%
7	1.6%	1.5%	0.5%	1.9%	1.8%	1.5%	2.3%
6	4.1%	3.7%	4.0%	4.1%	4.7%	4.7%	5.7%
5	7.2%	7.5%	5.0%	7.7%	7.0%	7.5%	8.0%
4	8.3%	9.7%	2.2%	9.3%	8.5%	8.0%	10.7%
3	13.8%	15.7%	3.3%	16.1%	14.4%	14.0%	13.9%
2	16.5%	21.8%	1.8%	18.9%	17.7%	16.2%	17.3%
1	23.0%	32.8%	5.6%	24.8%	21.0%	21.3%	23.3%
<b>Mean</b>	<b>4.5</b>	<b>3.0</b>	<b>8.5</b>	<b>3.9</b>	<b>4.5</b>	<b>4.7</b>	<b>4.2</b>
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

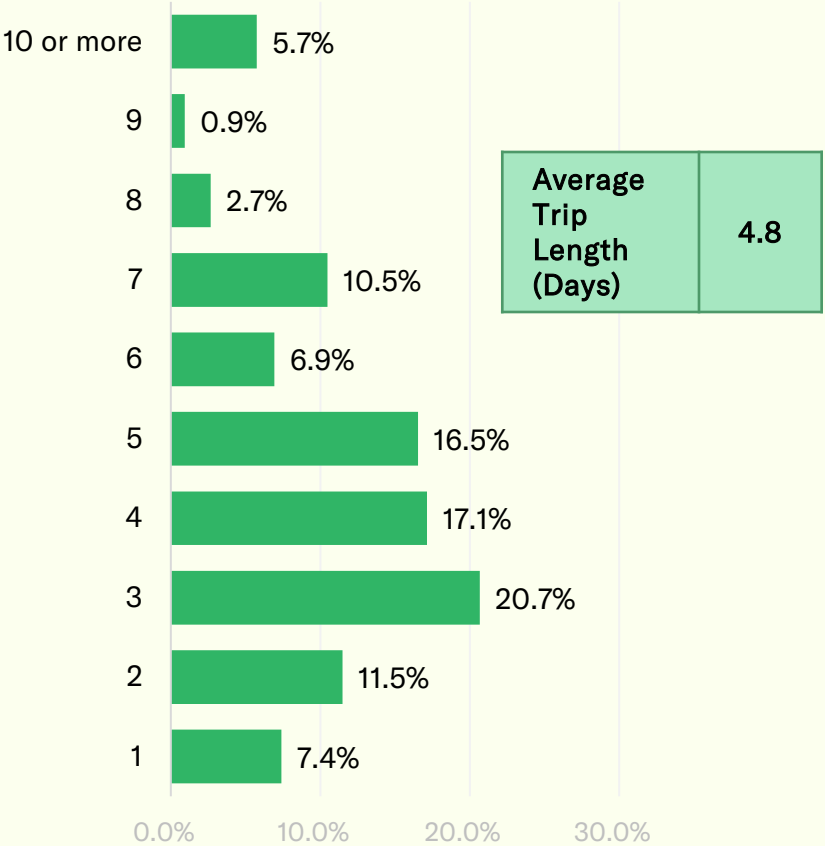
Question: In total, how many trips have you taken to or within Oregon in your lifetime? If your most recent trip was also your first trip to/within Oregon, please select 1.

Base: Total respondents (2,737 completed surveys)

# Visitors tended to stay in Oregon for roughly five days on average.

For 2024-2025 visitors to Oregon, the average length of stay was just under five days (4.8 days). Arts & Culture Participants averaged the longest stays among the report segments at an average of 5.5 days, followed by Outdoor Recreation Participants at 5.2 days.

## Length of Stay – Days



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	5.7%	7.2%	6.6%	5.1%	7.4%	6.4%	6.7%
9	0.9%	0.8%	0.4%	1.1%	1.2%	0.9%	1.0%
8	2.7%	3.2%	1.2%	2.9%	3.0%	2.6%	4.1%
7	10.5%	12.1%	4.5%	11.5%	12.4%	11.8%	14.3%
6	6.9%	7.3%	3.0%	7.9%	7.5%	7.5%	9.3%
5	16.5%	17.2%	8.2%	18.6%	18.3%	17.0%	20.0%
4	17.1%	17.6%	13.9%	17.9%	17.5%	17.5%	19.9%
3	20.7%	19.3%	24.6%	20.1%	18.9%	19.9%	15.2%
2	11.5%	9.7%	19.6%	9.7%	8.9%	10.7%	5.9%
1 day	7.4%	5.5%	18.2%	5.1%	4.8%	5.7%	3.5%
<b>Average Trip Length (Days)</b>	<b>4.8</b>	<b>4.9</b>	<b>4.3</b>	<b>4.9</b>	<b>5.2</b>	<b>5.0</b>	<b>5.5</b>
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

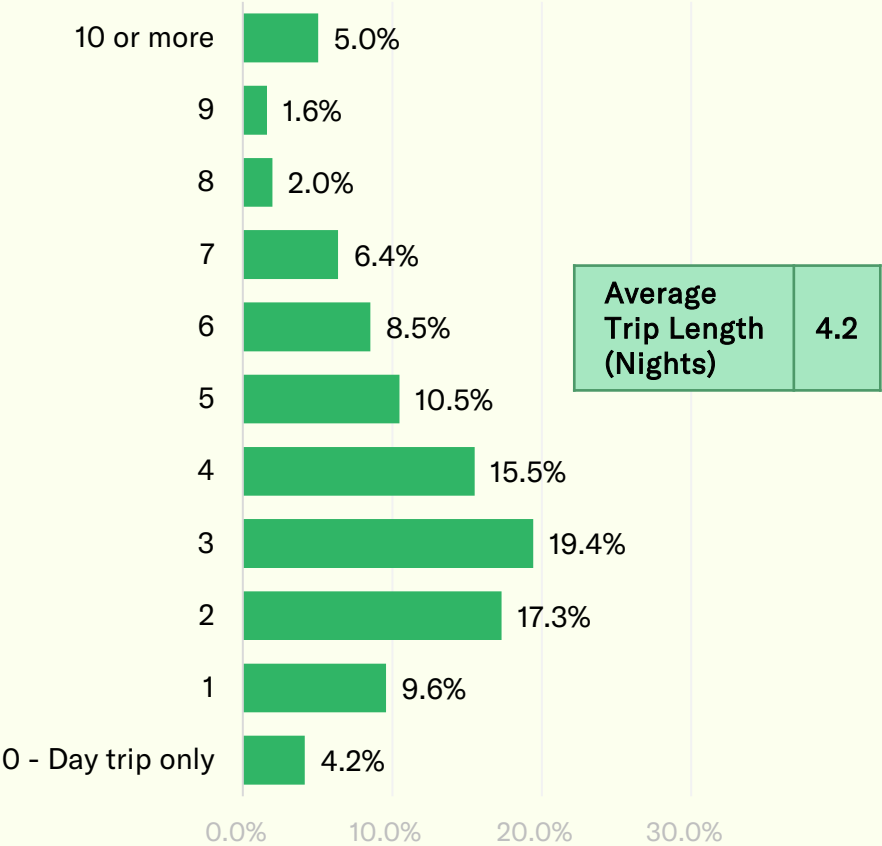
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (2,737 completed surveys)

# They spent an average of just over four nights in Oregon.

For 2024-2025 visitors to Oregon, the average length of stay in terms of number of nights was just over four nights (4.2 nights). Again, Arts & Culture Participants averaged the longest stays among the report segments at an average of 5.0 nights, followed by Outdoor Recreation Participants at 4.7 nights.

## Length of Stay – Nights



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	5.0%	6.4%	5.5%	4.5%	6.6%	5.5%	6.5%
9	1.6%	1.8%	1.2%	1.7%	1.8%	1.7%	2.0%
8	2.0%	1.0%	0.7%	2.6%	2.4%	2.0%	2.8%
7	6.4%	8.7%	3.1%	6.5%	7.2%	6.7%	8.7%
6	8.5%	10.0%	3.5%	9.4%	9.8%	9.9%	10.4%
5	10.5%	10.5%	4.7%	12.0%	11.1%	11.1%	15.0%
4	15.5%	16.6%	8.9%	17.0%	16.8%	15.0%	18.1%
3	19.4%	20.1%	16.6%	20.1%	19.3%	19.9%	17.6%
2	17.3%	14.3%	24.6%	16.2%	15.8%	16.8%	11.5%
1 day	9.6%	9.0%	17.5%	7.6%	6.1%	7.9%	5.5%
0 – Day trip only	4.2%	1.4%	13.8%	2.4%	3.0%	3.4%	1.8%
<b>Average Trip Length (Nights)</b>	4.2	4.5	3.5	4.4	4.7	4.4	5.0
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

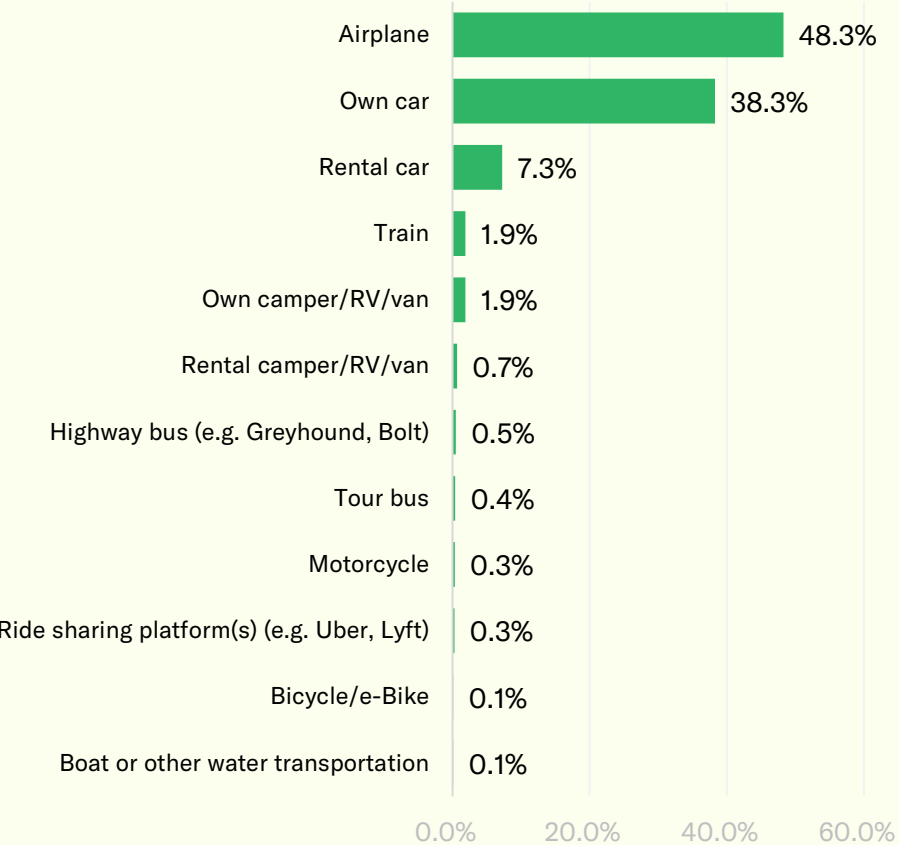
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (2,737 completed surveys)

# Arrivals to Oregon by plane outstripped those by personal vehicle.

Overall, nearly half (48.3%) of 2024-2025 visitors to Oregon arrived by plane, followed by 38.3% who said they arrived by their own car. Visitors coming from Canada or out-of-state were much more likely to have arrived by plane.

## Arrival Mode of Transportation



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Airplane	48.3%	61.9%	3.1%	56.4%	50.2%	49.6%	58.4%
Own car	38.3%	25.5%	86.8%	29.1%	37.3%	39.3%	29.5%
Rental car	7.3%	5.3%	3.4%	8.9%	6.9%	6.6%	6.2%
Train	1.9%	3.0%	0.9%	1.8%	1.4%	1.3%	2.9%
Own camper/RV/van	1.9%	1.5%	3.6%	1.4%	2.4%	1.2%	1.2%
Rental camper/RV/van	0.7%	1.0%	0.0%	0.7%	0.5%	0.3%	0.5%
Highway bus (e.g. Greyhound, Bolt)	0.5%	0.3%	1.6%	0.2%	0.3%	0.6%	0.3%
Tour bus	0.4%	0.6%	0.2%	0.4%	0.4%	0.4%	0.4%
Motorcycle	0.3%	0.4%	0.1%	0.4%	0.2%	0.3%	0.3%
Ride sharing platform(s) (e.g. Uber, Lyft)	0.3%	0.0%	0.2%	0.4%	0.3%	0.3%	0.4%
Bicycle/e-Bike	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.0%
Boat or other water transportation	0.1%	0.3%	0.0%	0.1%	0.1%	0.0%	0.0%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

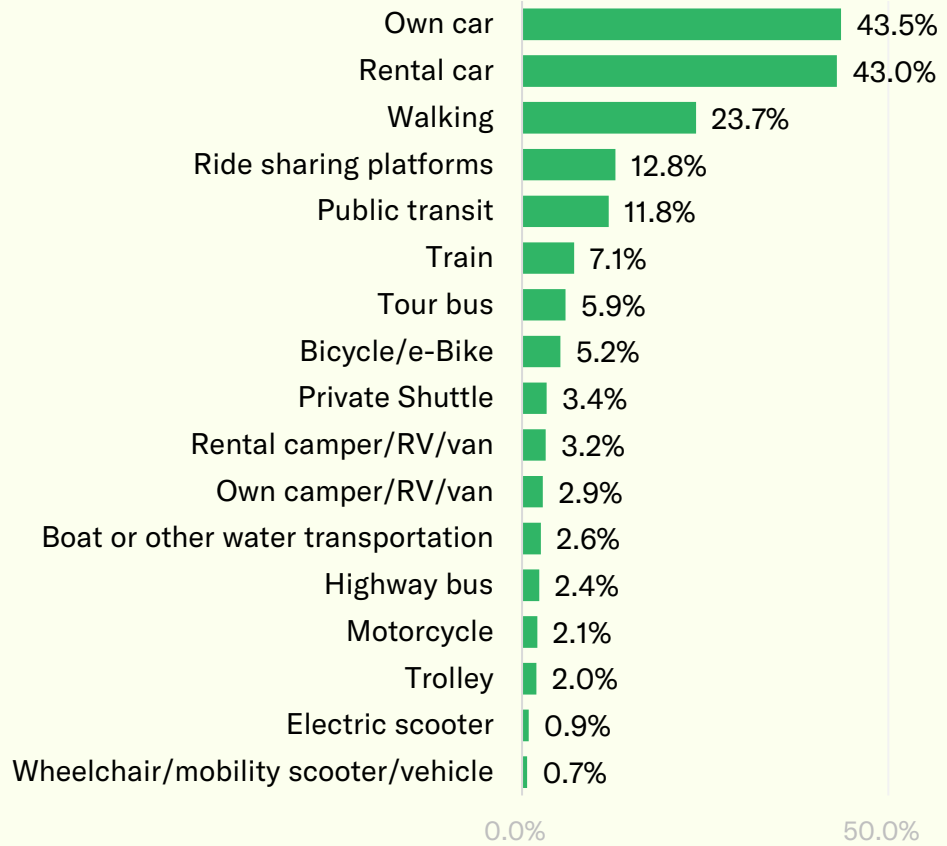
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (2,737 completed surveys)

# Personal and rental vehicles were the top in-market transportation methods reported.

Usage of personal cars (43.5%) and rental cars (43.0%) were nearly equal for in-destination transportation. However, among the segments, rental cars were the more dominant mode of transportation within Oregon among out-of-state (52.0%), Arts & Culture Participants (52.0%), Outdoor Recreation Participants (47.1%), and Canadian visitors (46.2%).

## In-Destination Mode of Transportation



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Own car	43.5%	30.6%	87.6%	35.6%	42.2%	44.4%	35.3%
Rental car	43.0%	46.2%	5.5%	52.0%	47.1%	44.0%	52.0%
Walking	23.7%	22.8%	26.1%	23.4%	26.6%	27.7%	31.8%
Ride sharing platforms	12.8%	13.6%	3.4%	14.9%	13.5%	13.8%	17.6%
Public transit	11.8%	18.8%	3.5%	11.8%	12.4%	12.5%	19.9%
Train	7.1%	12.8%	0.4%	7.2%	7.4%	5.8%	11.2%
Tour bus	5.9%	9.8%	0.5%	6.2%	6.6%	5.8%	11.6%
Bicycle/e-Bike	5.2%	7.7%	1.9%	5.5%	5.9%	5.1%	8.1%
Private Shuttle	3.4%	5.4%	0.6%	3.5%	3.3%	3.1%	4.7%
Rental camper/RV/van	3.2%	4.5%	0.3%	3.6%	2.9%	2.7%	3.8%
Own camper/RV/van	2.9%	3.7%	1.3%	3.0%	3.0%	2.0%	4.2%
Boat or other water transportation	2.6%	3.2%	1.4%	2.7%	3.4%	2.6%	5.0%
Highway bus	2.4%	2.3%	0.2%	2.9%	2.2%	1.8%	3.1%
Motorcycle	2.1%	3.1%	0.3%	2.2%	2.0%	1.7%	3.0%
Trolley	2.0%	2.4%	0.4%	2.1%	1.8%	1.8%	2.5%
Electric scooter	0.9%	0.8%	0.8%	1.0%	1.1%	0.9%	0.7%
Wheelchair/mobility scooter/vehicle	0.7%	0.7%	1.3%	0.5%	1.0%	0.7%	0.8%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

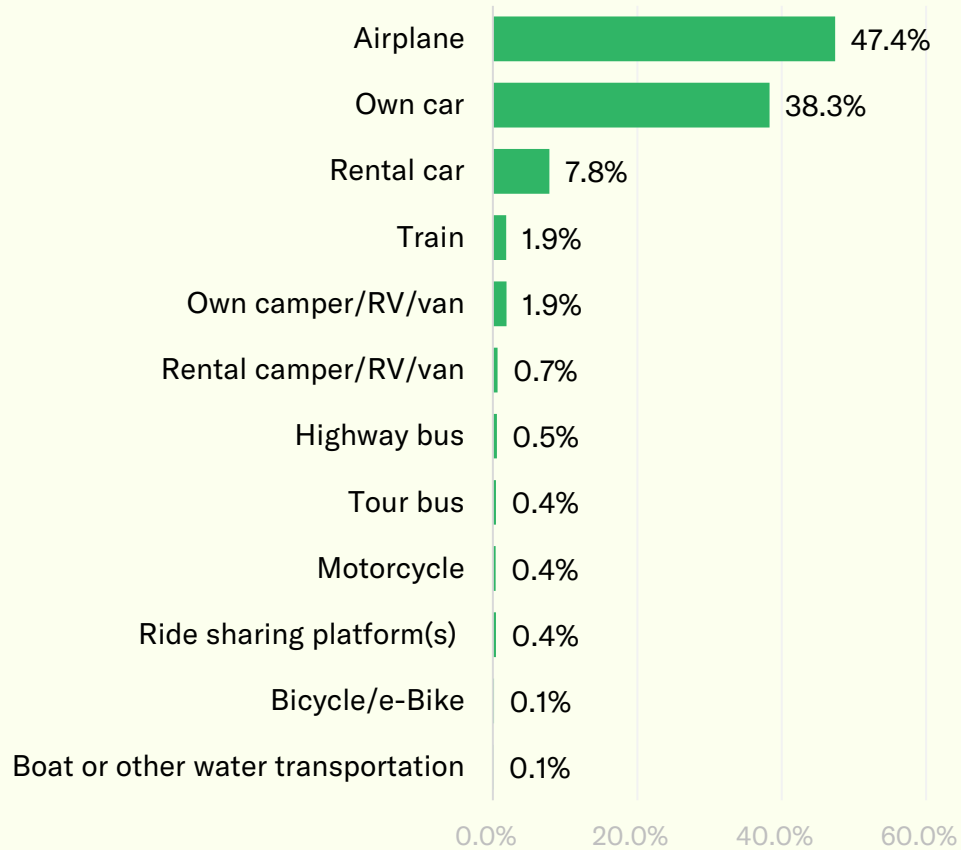
Question: Which modes of transportation did you use in the destination(s) you visited?

Base: Total respondents (2,737 completed surveys)

# Nearly half of visitors departed by plane.

A similar share to those who arrived by plane (48.3%) said they also departed Oregon by airplane (47.4%). Just under four in ten departed their Oregon destination by personal vehicle (38.3%). Canadian visitors (60.5%) and Arts & Culture Participants (56.6%) were the most likely to have departed by plane.

## Departure Mode of Transportation



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Airplane	47.4%	60.5%	2.7%	55.6%	49.5%	49.2%	56.6%
Own car	38.3%	24.5%	86.9%	29.4%	37.0%	38.8%	30.0%
Rental car	7.8%	6.5%	3.7%	9.3%	7.6%	7.2%	6.8%
Train	1.9%	3.2%	0.4%	1.8%	1.5%	1.3%	3.2%
Own camper/RV/van	1.9%	2.5%	3.3%	1.3%	2.1%	1.2%	1.7%
Rental camper/RV/van	0.7%	0.4%	0.3%	0.8%	0.7%	0.5%	0.1%
Highway bus	0.5%	0.5%	1.9%	0.2%	0.4%	0.6%	0.3%
Tour bus	0.4%	0.8%	0.3%	0.4%	0.5%	0.4%	0.3%
Motorcycle	0.4%	0.6%	0.1%	0.4%	0.2%	0.3%	0.4%
Ride sharing platform(s)	0.4%	0.2%	0.4%	0.5%	0.3%	0.5%	0.6%
Bicycle/e-Bike	0.1%	0.2%	0.0%	0.2%	0.1%	0.0%	0.0%
Boat or other water transportation	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.0%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

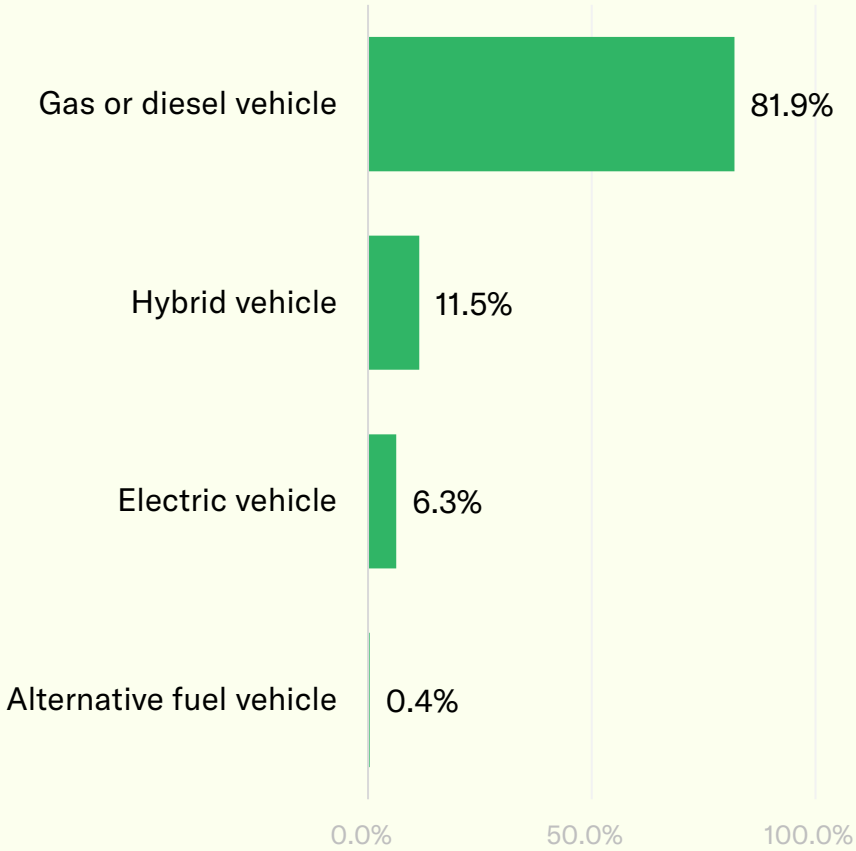
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (2,737 completed surveys)

# Gas vehicles were the most-used type of car for arrival and departure.

For arrival and departures, over eight in ten (81.9%) of those who used either a rental or their own car for transportation said they used a gas or diesel vehicle. Only one in ten (11.5%) used a hybrid and an even smaller share used an electric vehicle (6.3%). In-state visitors (89.5%) were significantly more likely than out-of-state (79.3%) to report using a gas or diesel vehicle.

## Vehicle Type on Arrival/Departure



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Gas or diesel vehicle	81.9%	74.4%	89.5%	79.3%	81.8%	82.6%	79.6%
Hybrid vehicle	11.5%	17.2%	9.6%	11.2%	12.2%	12.5%	13.4%
Electric vehicle	6.3%	7.0%	1.0%	9.1%	6.0%	4.7%	5.8%
Alternative fuel vehicle	0.4%	1.3%	0.0%	0.4%	0.1%	0.2%	1.2%
<b>Base</b>	<b>1,369</b>	<b>164</b>	<b>463</b>	<b>741</b>	<b>769</b>	<b>1,014</b>	<b>304</b>

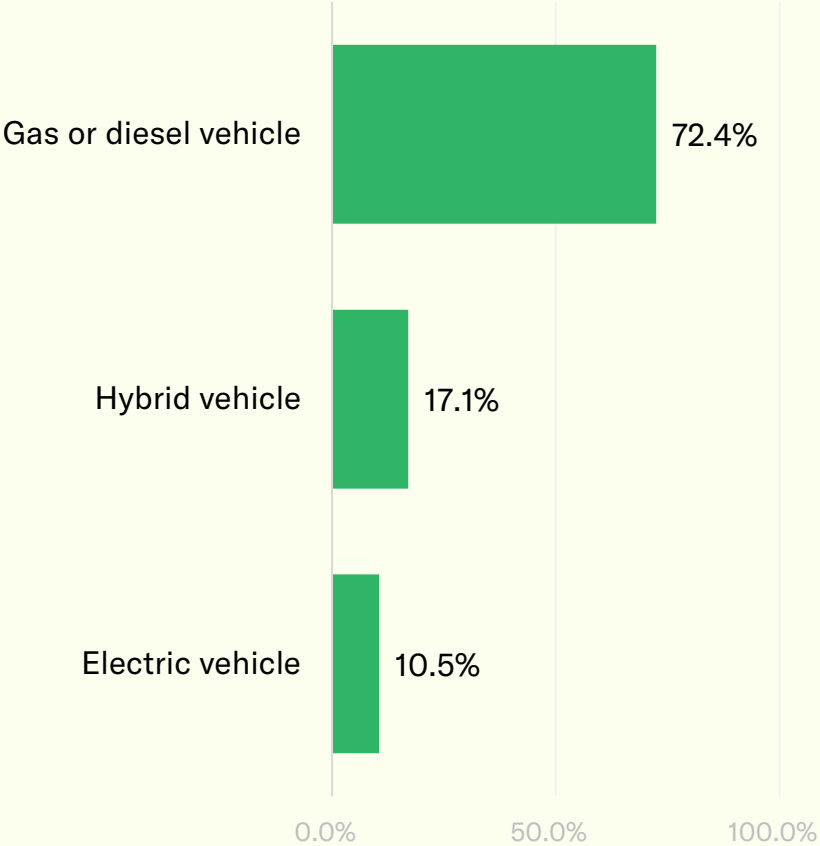
Question: What type of vehicle did you use?

Base: Respondents who arrived or departed using a rental or own personal car (1,369 completed surveys).

# Seven in ten of those who traveled by car within Oregon used a gas vehicle.

As with arrival and departure, 2024-2025 visitors to Oregon who used a rental or own personal car to travel within the state were most likely to say they used a gas or diesel vehicle (72.4%). Less than one in five (17.1%) use a hybrid, while one in ten (10.5%) reported using an electric vehicle.

## Vehicle Type In-Market



## By Segment

- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Gas or diesel vehicle	72.4%	64.9%	90.5%	74.3%	73.5%	72.6%	70.4%
Hybrid vehicle	17.1%	23.5%	5.5%	15.4%	16.7%	16.7%	17.7%
Electric vehicle	10.5%	11.6%	4.0%	10.3%	9.8%	10.8%	11.8%
<b>Base</b>	<b>1,009</b>	<b>223</b>	<b>20</b>	<b>764</b>	<b>663</b>	<b>784</b>	<b>345</b>

*\*Small sample size*

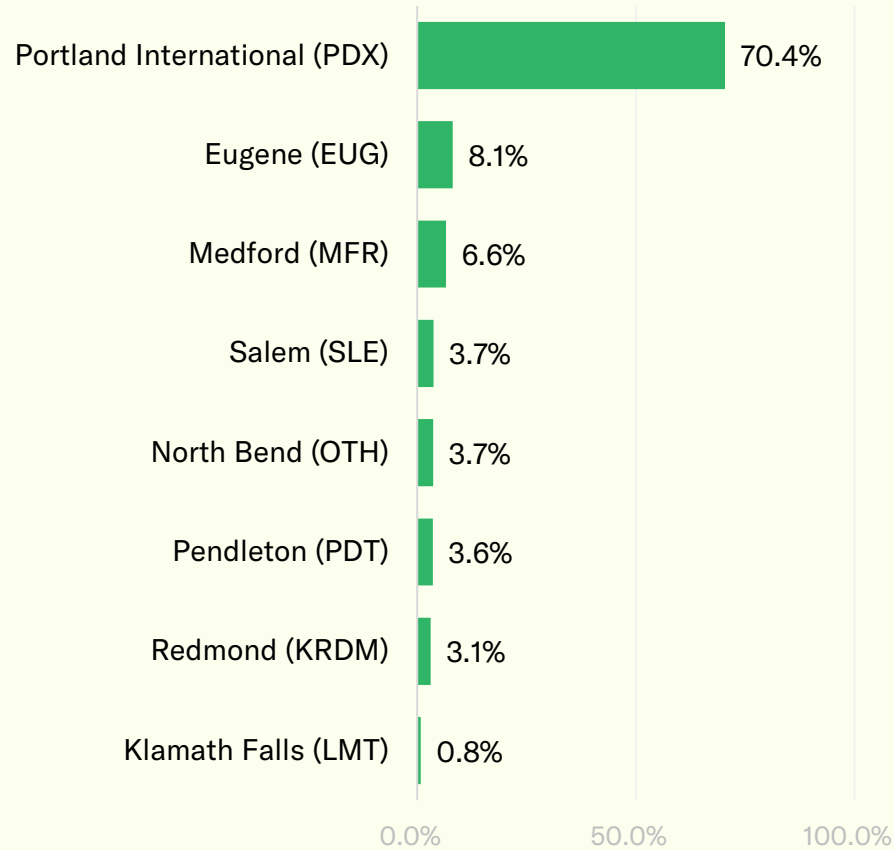
Question: What type of vehicle did you use?

Base: Respondents who used a rental or own personal car while in-market (1,009 completed surveys).

# PDX was by far the most-used airport for visitors to Oregon.

Seven in ten (70.4%) of 2024-2025 visitors to Oregon who reported arriving and/or departing by airplane from the state said they used Portland International Airport. Among the segments, Outdoor Recreation Participants (74.3%) and Food & Drink Participants (72.8%) who arrived or departed by air were even more likely to say that they used PDX.

## Airports Used



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Portland International (PDX)	70.4%	67.6%	63.4%	71.5%	74.3%	72.8%	72.4%
Eugene (EUG)	8.1%	6.4%	22.4%	8.5%	6.8%	7.3%	7.1%
Medford (MFR)	6.6%	3.9%	8.4%	7.4%	6.3%	6.1%	5.9%
Salem (SLE)	3.7%	5.9%	0.0%	3.1%	2.9%	3.0%	4.6%
North Bend (OTH)	3.7%	4.8%	0.0%	3.4%	2.4%	3.5%	3.5%
Pendleton (PDT)	3.6%	4.8%	0.0%	3.3%	2.7%	3.2%	3.9%
Redmond (KRDM)	3.1%	5.3%	5.9%	2.3%	3.5%	3.4%	2.7%
Klamath Falls (LMT)	0.8%	1.2%	0.0%	0.7%	1.1%	0.7%	0.0%
<b>Base</b>	<b>1,316</b>	<b>322</b>	<b>15</b>	<b>977</b>	<b>779</b>	<b>993</b>	<b>451</b>

*\*Small sample size*

Question: Which airport did you arrive to/depart from?

Base: Respondents who arrived and/or departed via airplane (1,316 completed surveys).

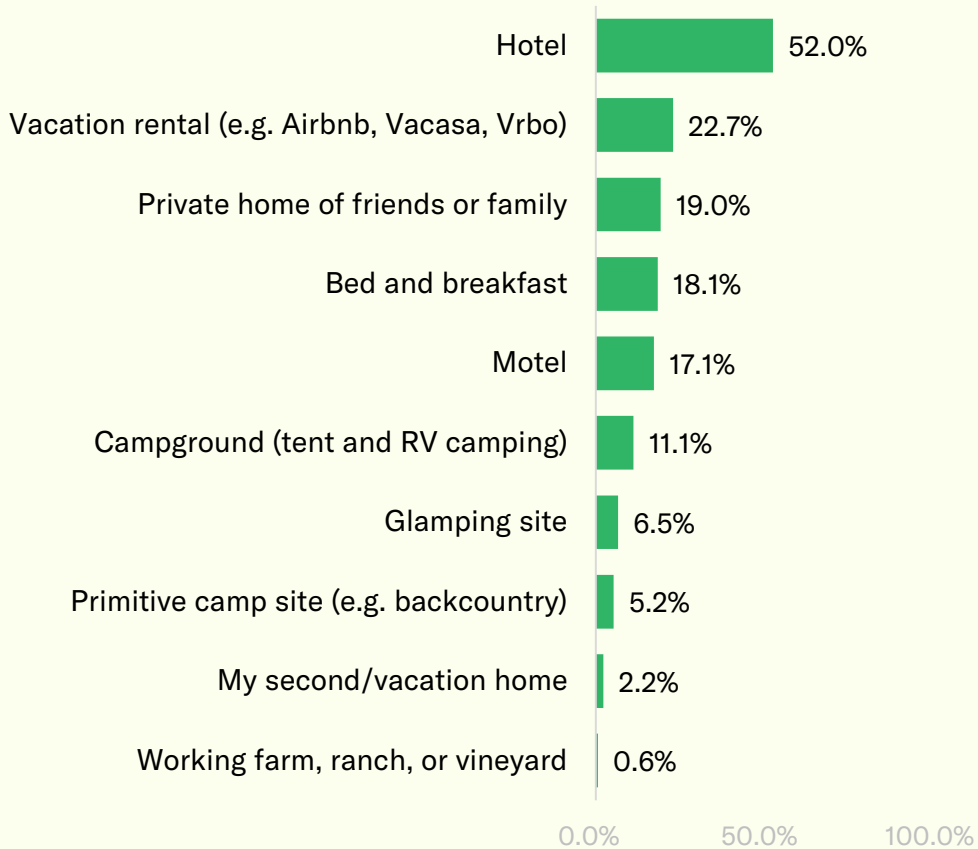
# Hotels were the top accommodation type used by overnight visitors.

Just over half (52.0%) of 2024-2025 Oregon visitors who stayed overnight on their most recent trip reported using a hotel, followed distantly by about one in five (22.7%) who stayed in a vacation rental and/or the private home of friends or family (19.0%). Arts & Culture Participants (28.6%) and Outdoor Recreation Participants (27.0%) were more likely to have stayed in a vacation rental.

## Accommodations Used

## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart



	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Hotel	52.0%	52.7%	32.2%	56.4%	51.8%	54.2%	58.2%
Vacation rental (e.g. Airbnb, Vacasa, Vrbo)	22.7%	23.4%	16.3%	23.9%	27.0%	23.6%	28.6%
Private home of friends or family	19.0%	14.5%	23.1%	19.2%	17.9%	20.0%	18.1%
Bed and breakfast	18.1%	19.7%	7.0%	20.3%	20.6%	15.5%	23.8%
Motel	17.1%	18.3%	20.0%	15.9%	16.8%	16.6%	17.9%
Campground (tent and RV camping)	11.1%	9.3%	14.0%	10.9%	12.4%	8.6%	11.3%
Glamping site	6.5%	6.7%	2.0%	7.4%	6.3%	4.8%	8.2%
Primitive camp site (e.g. backcountry)	5.2%	4.6%	3.3%	5.8%	5.4%	3.7%	6.4%
My second/vacation home	2.2%	1.8%	2.8%	2.0%	2.9%	1.9%	2.9%
Working farm, ranch, or vineyard	0.6%	0.8%	0.6%	0.6%	0.9%	0.6%	0.9%
<b>Base</b>	<b>2,615</b>	<b>322</b>	<b>436</b>	<b>977</b>	<b>779</b>	<b>993</b>	<b>451</b>

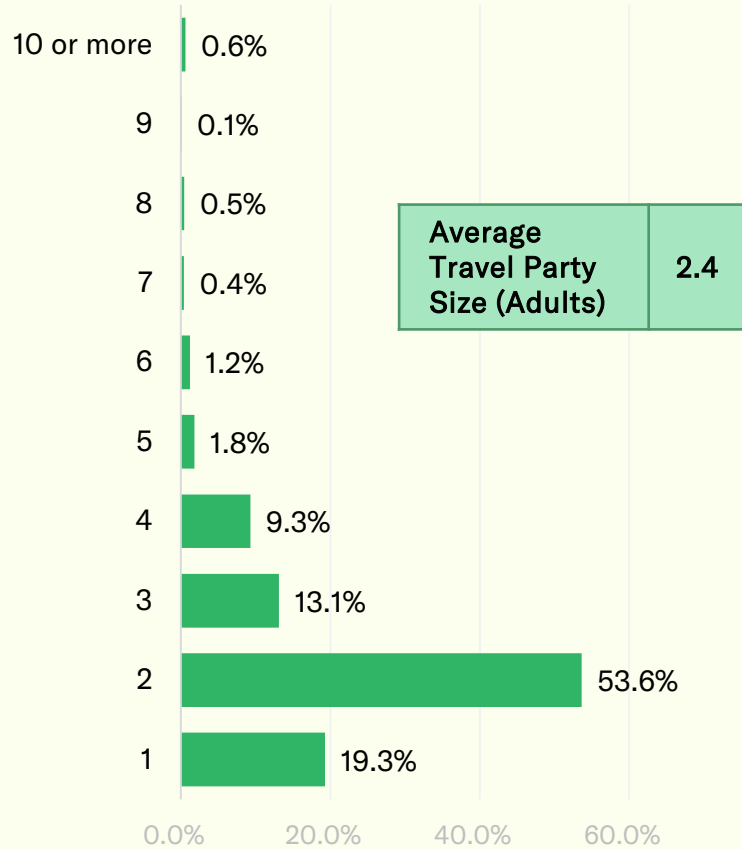
Question: In which type of lodging/accommodations did you stay in during this trip?

Base: Overnight visitors (2,615 completed surveys).

# Most visitors traveled with one other adult in their party.

Over half of 2024-2025 visitors to Oregon traveled with one other adult (53.6%). The average number of adults per travel party was 2.4 adults overall. Among the segments, out-of-state visitors were more likely to have traveled solo (21.2%).

## Travel Party Size – Adults



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	0.6%	1.1%	0.3%	0.6%	0.3%	0.5%	0.7%
9	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%
8	0.5%	0.3%	1.0%	0.4%	0.5%	0.5%	0.5%
7	0.4%	0.1%	0.8%	0.4%	0.5%	0.4%	0.5%
6	1.2%	1.7%	1.7%	0.9%	1.2%	1.3%	1.4%
5	1.8%	1.2%	1.9%	2.0%	2.0%	2.0%	2.0%
4	9.3%	12.4%	8.7%	8.5%	10.5%	9.7%	12.0%
3	13.1%	13.5%	13.3%	12.9%	13.5%	13.2%	14.0%
2	53.6%	52.9%	57.2%	53.0%	54.0%	55.2%	52.5%
1 people	19.3%	16.8%	15.1%	21.2%	17.4%	17.2%	16.5%
<b>Average Travel Party Size (Adults)</b>	<b>2.4</b>	<b>2.6</b>	<b>2.5</b>	<b>2.3</b>	<b>2.4</b>	<b>2.4</b>	<b>2.5</b>
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

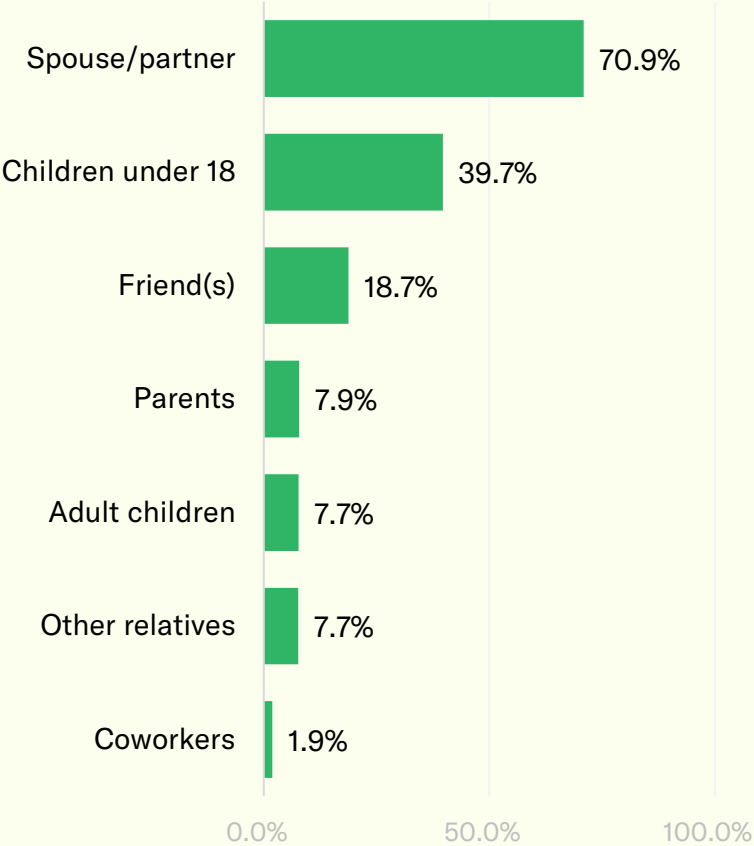
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (2,737 completed surveys)

# Seven in ten Oregon visitors traveled with their spouse or partner.

Over seven in ten (70.9%) of 2024-2025 visitors reported traveling to Oregon with their significant other, while four in ten (39.7%) reported traveling with children under 18. In total, 16.1% of visitors were solo travelers. Among the segments, out-of-state visitors (44.2%) and outdoor recreation participants (43.1%) were more likely to have traveled to Oregon with children under 18, while Arts & Culture Participants were more likely to have taken this trip with their parents (10.9%).

## Travel Party Composition



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Spouse/partner	70.9%	74.5%	58.6%	73.2%	71.3%	72.2%	73.7%
Children under 18	39.7%	38.5%	25.0%	44.2%	43.1%	39.2%	41.0%
Friend(s)	18.7%	21.7%	22.4%	16.9%	19.8%	18.7%	20.5%
Parents	7.9%	5.9%	11.4%	7.5%	8.1%	7.7%	10.9%
Adult children	7.7%	3.3%	11.5%	8.0%	6.9%	7.9%	5.9%
Other relatives	7.7%	4.7%	13.9%	6.8%	8.1%	8.1%	8.0%
Coworkers	1.9%	2.3%	0.2%	2.3%	1.5%	1.9%	1.6%
<b>Base</b>	<b>2,279</b>	<b>419</b>	<b>444</b>	<b>1,412</b>	<b>1,342</b>	<b>1,724</b>	<b>651</b>

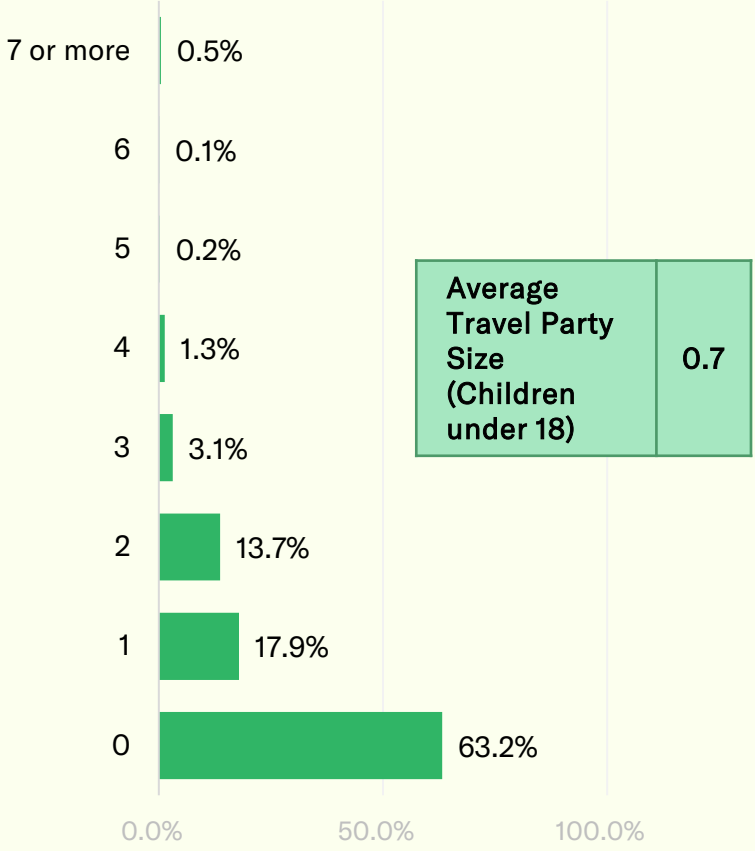
Question: Who were you traveling with?

Base: Respondents who traveled in a party of 2 or more people (2,279 completed surveys)

# Only about one-third of visitors traveled with children to Oregon.

Nearly two-thirds (63.2%) of visitors did not travel with any children on their trip to Oregon. In state visitors (73.1%) were much more likely to have traveled with no children.

## Travel Party Size – Children under 18



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
7 or more	0.5%	1.2%	0.3%	0.4%	0.5%	0.5%	1.1%
6	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
5	0.2%	0.4%	0.2%	0.2%	0.1%	0.2%	0.4%
4	1.3%	0.6%	1.7%	1.5%	1.4%	1.0%	1.1%
3	3.1%	2.7%	2.9%	3.2%	3.2%	3.3%	2.8%
2	13.7%	13.0%	8.8%	15.1%	15.0%	14.3%	15.1%
1	17.9%	20.8%	13.0%	18.3%	19.1%	17.3%	18.5%
0	63.2%	61.2%	73.1%	61.2%	60.6%	63.3%	61.0%
<b>Average Travel Party Size (Children under 18)</b>	<b>0.7</b>	<b>0.7</b>	<b>0.5</b>	<b>0.7</b>	<b>0.7</b>	<b>0.7</b>	<b>0.8</b>
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

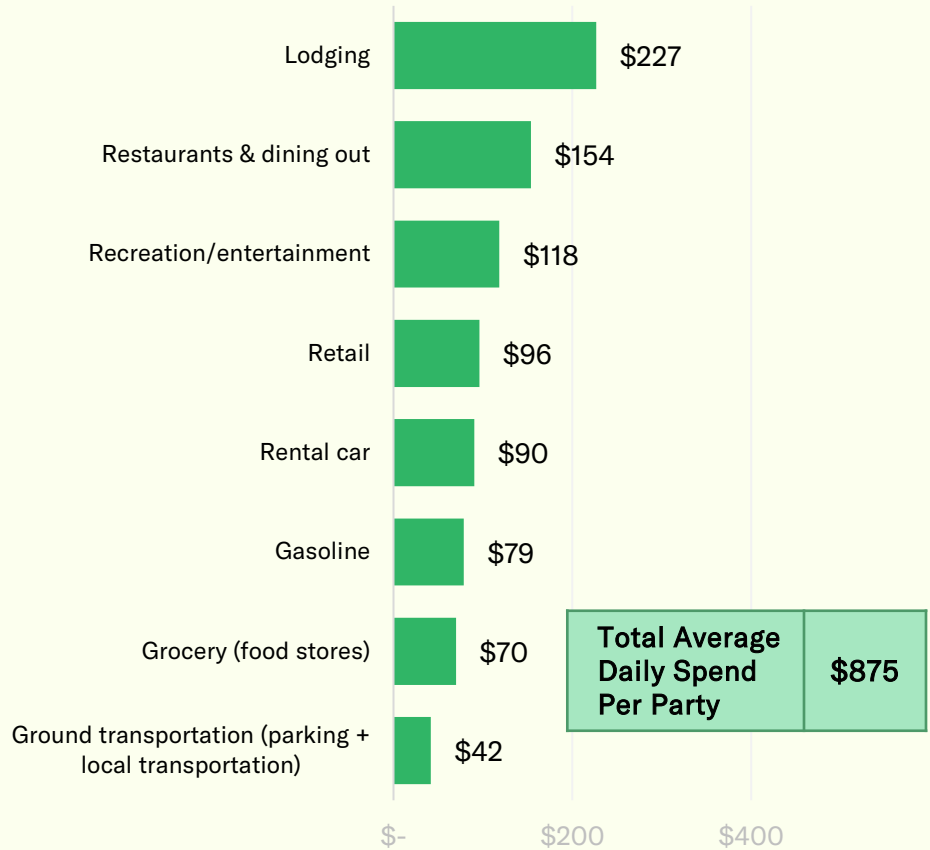
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (2,737 completed surveys)

# Lodging and dining represent the largest spending categories.

Overall Oregon visitors in 2024-2025 reported a total average daily trip spend of \$875. Lodging represents the largest share at \$227, followed by restaurants and dining out at \$154. For the segments, Arts & Culture Participants spent the highest average of \$991 per party per day, while in-state visitors had by far the lowest spend across all categories.

## Daily Spend Per Party



## By Segment

- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Lodging	\$227	\$245	\$131	\$246	\$249	\$236	\$242
Restaurants & dining out	\$154	\$162	\$109	\$163	\$160	\$165	\$165
Recreation/entertainment	\$118	\$129	\$50	\$132	\$138	\$125	\$137
Retail	\$96	\$116	\$36	\$105	\$108	\$100	\$115
Rental car	\$90	\$115	\$11	\$104	\$96	\$92	\$115
Gasoline	\$79	\$85	\$75	\$78	\$83	\$82	\$86
Grocery (food stores)	\$70	\$80	\$38	\$75	\$77	\$72	\$78
Ground transportation (parking + local transportation)	\$42	\$51	\$7	\$48	\$47	\$41	\$55
<b>Total Average Daily Spend Per Party</b>	<b>\$875</b>	<b>\$982</b>	<b>\$458</b>	<b>\$950</b>	<b>\$958</b>	<b>\$913</b>	<b>\$991</b>
<b>Base</b>	<b>2,736</b>	<b>499</b>	<b>508</b>	<b>1,725</b>	<b>1,563</b>	<b>2,024</b>	<b>760</b>

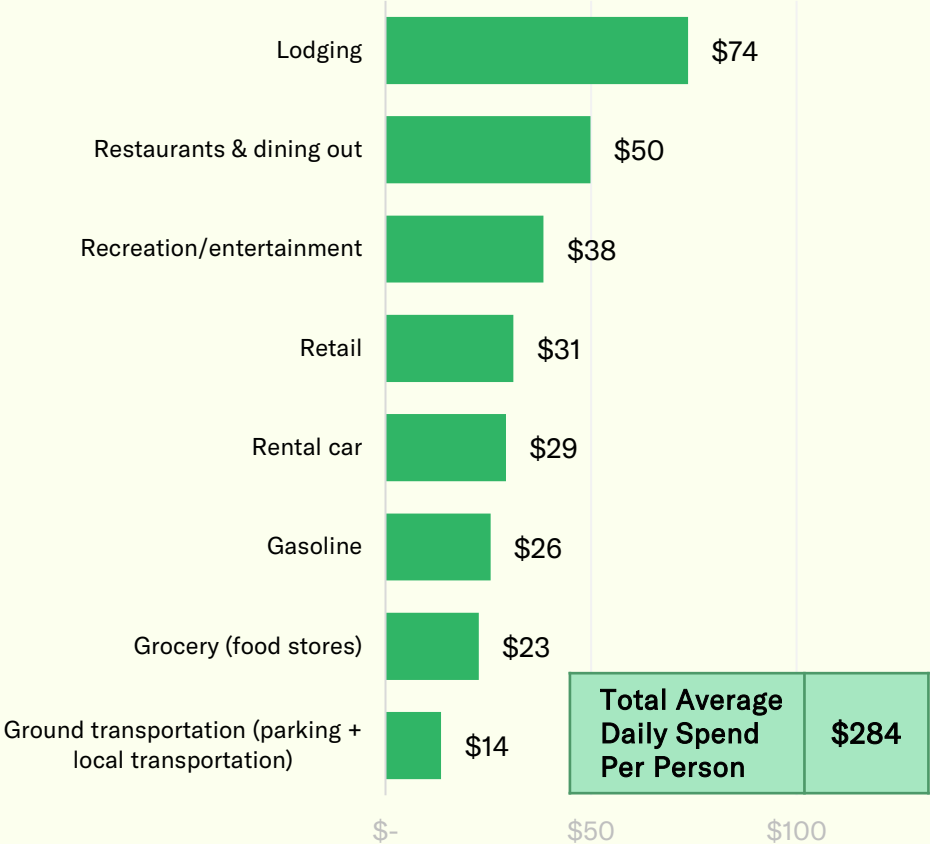
Question: Excluding airfare, please tell us approximately how much your travel group spent PER DAY in Oregon on each of the following categories, in \$USD?

Base: Total respondents (2,736 completed surveys)

# On average, each visitors spent about \$284 per day in Oregon.

Based on the average travel party size, on average each visitor spent \$284 a day on their 2024-2025 trip to Oregon. Examining daily per person spend by segment, out of state visitors have the highest average per person spend at \$313, while in-state visitors had the lowest average at \$153, followed by Food & Drink Participants at \$296.

## Daily Spend Per Person



## By Segment

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Lodging	\$74	\$74	\$44	\$81	\$80	\$76	\$75
Restaurants & dining out	\$50	\$49	\$36	\$54	\$52	\$54	\$51
Recreation/entertainment	\$38	\$39	\$17	\$44	\$44	\$41	\$42
Retail	\$31	\$35	\$12	\$35	\$35	\$33	\$35
Rental car	\$29	\$35	\$4	\$34	\$31	\$30	\$35
Gasoline	\$26	\$26	\$25	\$26	\$27	\$27	\$26
Grocery (food stores)	\$23	\$24	\$13	\$25	\$25	\$23	\$24
Ground transportation (parking + local transportation)	\$14	\$16	\$2	\$16	\$15	\$13	\$17
<b>Total Average Daily Spend Per Party</b>	<b>\$284</b>	<b>\$299</b>	<b>\$153</b>	<b>\$313</b>	<b>\$309</b>	<b>\$296</b>	<b>\$306</b>
<b>Base</b>	<b>2,736</b>	<b>499</b>	<b>508</b>	<b>1,725</b>	<b>1,563</b>	<b>2,024</b>	<b>760</b>

Question: Excluding airfare, please tell us approximately how much your travel group spent PER DAY in Oregon on each of the following categories, in \$USD? How many people (including yourself) were in your immediate travel party?

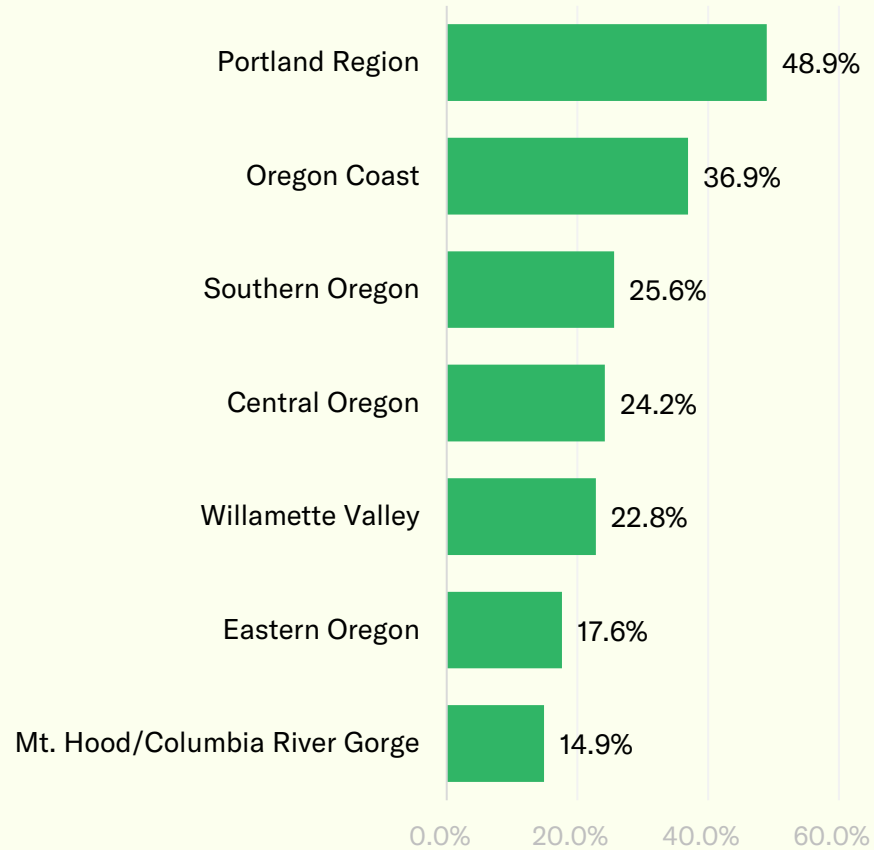
Base: Total respondents (2,736 completed surveys)

# Detailed Findings: Region Visitation

# Portland was the most popular tourism region among respondents.

Nearly half of visitors (48.9%) in 2024-2025 visited the Portland region. Over one-third (36.9%) visited the Oregon Coast, while about one-fourth said they visited Southern Oregon (25.6%) and/or Central Oregon (24.2%).

## Oregon Regions Visited



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Portland Region	48.9%	52.8%	27.4%	53.5%	50.1%	50.4%	53.7%
Oregon Coast	36.9%	30.0%	53.6%	34.5%	44.2%	39.9%	37.4%
Southern Oregon	25.6%	22.1%	16.4%	29.0%	26.7%	24.5%	28.2%
Central Oregon	24.2%	29.8%	18.5%	24.0%	26.5%	23.5%	29.0%
Willamette Valley	22.8%	16.0%	30.2%	22.8%	23.8%	23.8%	22.6%
Eastern Oregon	17.6%	20.3%	9.6%	18.7%	17.3%	15.6%	20.2%
Mt. Hood/Columbia River Gorge	14.9%	13.0%	13.7%	15.7%	18.2%	15.7%	18.0%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

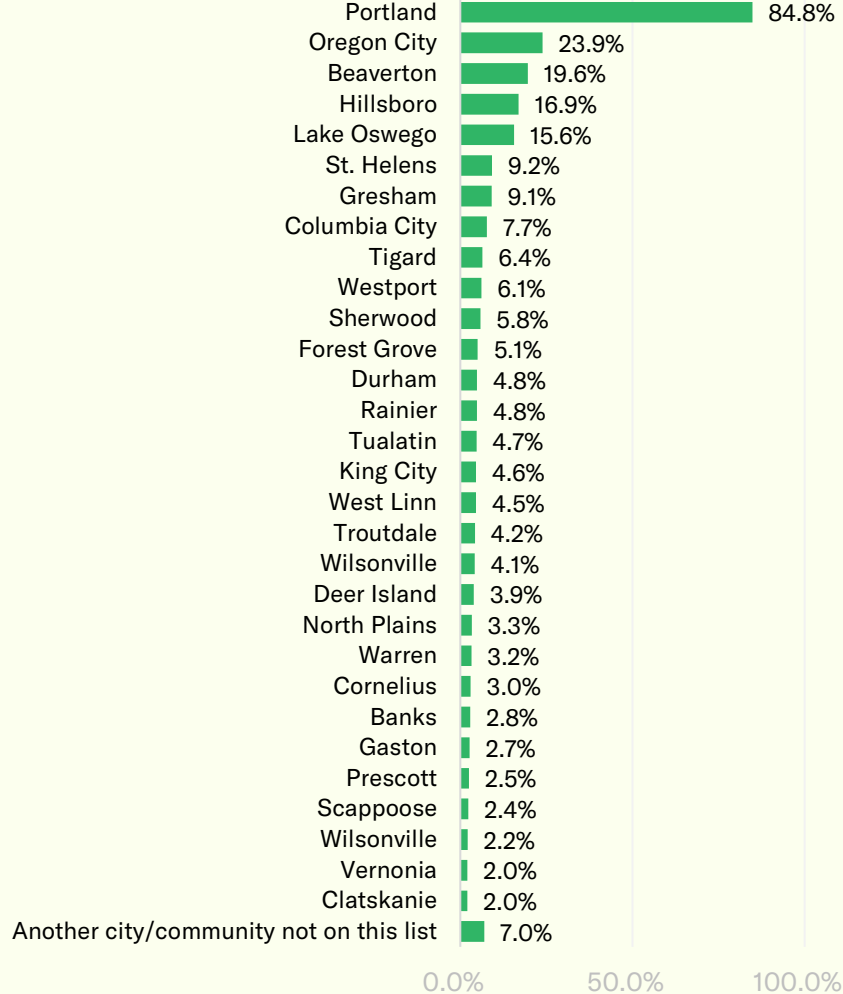
Question: Which region(s) in Oregon did you visit on this most recent trip?

Base: Total respondents (2,737 completed surveys)

# Portland was by far the top-visited city in the region among respondents.

For 2024-2025 visitors surveyed who included the Portland region on their most recent trip to Oregon, over eight in ten (84.8%) reported visiting Portland. This was followed distantly by 23.9% who went to Oregon City and about one in five who visited Beaverton (19.6%).

Portland Region Cities Visited



Question: Which cities in the Portland region did you visit on the most recent trip?

Base: Respondents who visited the Portland Region on their most recent trip (1,260 completed surveys).

# In-state visitors to the Portland region were more likely to have visited a wider variety of cities in the area.

## Portland Region Cities Visited by Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Portland	84.8%	87.2%	78.7%	85.2%	86.4%	87.2%	88.6%
Oregon City	23.9%	29.4%	20.0%	22.8%	28.9%	23.2%	30.7%
Beaverton	19.6%	16.0%	31.9%	19.0%	21.4%	20.5%	23.7%
Hillsboro	16.9%	10.7%	20.3%	18.3%	21.2%	17.2%	21.0%
Lake Oswego	15.6%	11.8%	18.1%	16.4%	17.9%	15.5%	21.1%
St. Helens	9.2%	6.1%	3.6%	10.8%	10.5%	9.4%	9.8%
Gresham	9.1%	6.4%	21.5%	8.3%	10.9%	8.7%	12.6%
Columbia City	7.7%	10.2%	1.7%	7.7%	9.6%	7.5%	10.0%
Tigard	6.4%	2.2%	13.5%	6.7%	8.1%	6.5%	8.4%
Westport	6.1%	7.9%	0.0%	6.3%	8.1%	5.4%	6.8%
Sherwood	5.8%	8.9%	6.8%	4.5%	6.0%	5.6%	8.9%
Forest Grove	5.1%	2.8%	4.4%	5.8%	5.5%	4.7%	6.0%
Durham	4.8%	7.1%	0.9%	4.7%	6.1%	5.0%	6.0%
Rainier	4.8%	2.1%	4.8%	5.3%	5.4%	4.8%	4.8%
Tualatin	4.7%	3.7%	11.7%	4.1%	4.6%	4.5%	5.8%
King City	4.6%	6.5%	2.2%	4.3%	5.2%	4.5%	5.1%
West Linn	4.5%	5.7%	7.6%	3.6%	5.8%	4.1%	5.0%
Troutdale	4.2%	3.6%	9.4%	3.4%	4.6%	3.5%	3.1%
Wilsonville	4.1%	2.0%	12.5%	3.6%	4.6%	3.6%	5.2%
Deer Island	3.9%	3.8%	0.0%	4.3%	5.1%	3.9%	5.0%
North Plains	3.3%	1.3%	1.3%	4.1%	4.1%	2.6%	3.1%
Warren	3.2%	4.4%	0.0%	3.1%	3.6%	2.8%	3.1%
Cornelius	3.0%	4.2%	0.9%	2.9%	3.3%	2.4%	2.9%
Banks	2.8%	2.5%	0.4%	3.2%	2.9%	2.4%	3.6%
Gaston	2.7%	2.2%	0.0%	3.0%	3.2%	2.0%	2.9%
Prescott	2.5%	2.6%	0.0%	2.8%	3.3%	2.5%	3.8%
Scappoose	2.4%	0.6%	0.9%	3.1%	1.8%	2.4%	2.0%
Wilsonville	2.2%	1.1%	1.7%	2.5%	2.0%	1.9%	1.9%
Vernonia	2.0%	1.3%	1.3%	2.2%	1.8%	1.7%	1.8%
Clatskanie	2.0%	1.6%	1.7%	2.1%	2.0%	1.6%	1.8%
Another city/community not on this list	7.0%	5.0%	13.2%	6.7%	8.0%	7.4%	5.8%
<b>Base</b>	<b>1,260</b>	<b>245</b>	<b>131</b>	<b>881</b>	<b>730</b>	<b>965</b>	<b>389</b>

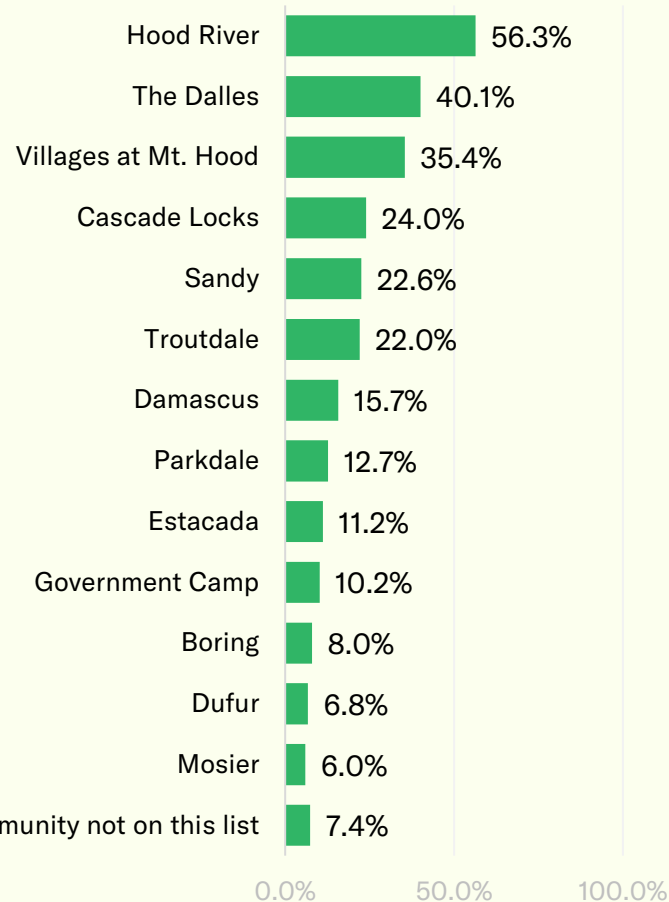
Question: Which cities in the Portland region did you visit on the most recent trip?

Base: Respondents who visited the Portland Region on their most recent trip (1,260 completed surveys).

# Hood River was the most visited city in the Mt. Hood/CRG region among respondents.

Among those surveyed who visited the Mt. Hood/Columbia River Gorge Region, Hood River (56.3%) was the most visited in 2024-2025. This was followed by four in ten (40.1%) who visited The Dalles, and just over one-third (35.4%) who visited the Villages at Mt. Hood.

## Mt. Hood/Columbia River Gorge Region Cities Visited



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors *	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Hood River	56.3%	47.7%	56.2%	58.7%	59.0%	57.1%	58.6%
The Dalles	40.1%	34.9%	28.2%	43.8%	41.4%	41.5%	49.2%
Villages at Mt. Hood	35.4%	36.6%	29.0%	36.4%	37.2%	37.2%	43.6%
Cascade Locks	24.0%	18.8%	19.2%	26.1%	25.4%	24.2%	30.0%
Sandy	22.6%	22.8%	30.1%	20.9%	21.2%	22.0%	25.3%
Troutdale	22.0%	33.0%	21.0%	19.3%	26.1%	22.0%	26.9%
Damascus	15.7%	21.6%	15.0%	14.1%	14.7%	15.3%	21.4%
Parkdale	12.7%	15.4%	3.9%	13.7%	15.2%	13.0%	19.0%
Estacada	11.2%	13.8%	13.4%	10.1%	11.2%	10.5%	14.2%
Government Camp	10.2%	2.6%	18.5%	9.9%	11.6%	10.9%	11.5%
Boring	8.0%	8.8%	14.4%	6.0%	6.5%	8.5%	11.2%
Dufur	6.8%	3.5%	3.3%	8.0%	6.5%	5.8%	8.6%
Mosier	6.0%	5.1%	0.0%	7.5%	6.7%	4.7%	7.5%
Another city/community not on this list	7.4%	4.1%	14.5%	6.7%	6.1%	7.1%	6.3%
<b>Base</b>	<b>409</b>	<b>63</b>	<b>70</b>	<b>275</b>	<b>276</b>	<b>315</b>	<b>132</b>

*\*Small sample size*

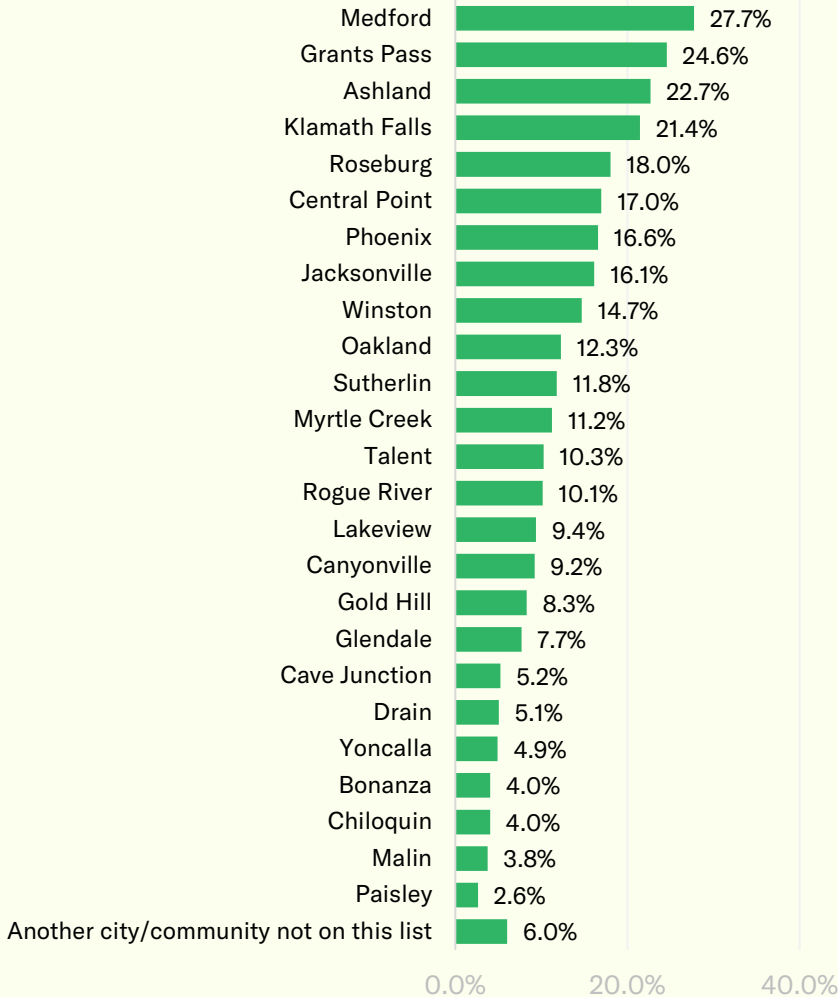
Question: Which cities in the Mt. Hood and the Columbia River Gorge region did you visit on the most recent trip?

Base: Respondents who visited the Mt. Hood/Columbia River Gorge Region on their most recent trip (409 completed surveys).

# The largest share of Southern Oregon visitors surveyed spent time in Medford.

Of those surveyed who visited the Southern Oregon region on their trip to Oregon, over one-fourth (27.7%) visited Medford followed by Grants Pass (24.6%) and Ashland (22.7%). About one in five (21.4%) reported visiting Klamath Falls.

### Southern Oregon Region Cities Visited



Question: Which cities in the Southern Oregon region did you visit on the most recent trip?

Base: Respondents who visited the Southern Oregon Region on their most recent trip (593 completed surveys).

# Arts & Culture Participants who visited Southern Oregon were more likely to have gone to Ashland than any other city in the region.

## Southern Oregon Region Cities Visited by Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Medford	27.7%	16.1%	43.4%	28.1%	31.3%	32.9%	31.4%
Grants Pass	24.6%	18.2%	38.1%	23.9%	26.4%	26.7%	30.8%
Ashland	22.7%	11.5%	24.8%	25.1%	23.1%	25.9%	32.9%
Klamath Falls	21.4%	20.2%	31.0%	20.5%	23.6%	24.7%	21.9%
Roseburg	18.0%	20.3%	29.7%	16.0%	18.0%	17.0%	21.9%
Central Point	17.0%	14.9%	14.0%	17.6%	16.0%	17.2%	18.4%
Phoenix	16.6%	19.7%	8.7%	17.1%	15.3%	16.5%	17.1%
Jacksonville	16.1%	24.7%	7.4%	15.6%	15.3%	16.4%	19.9%
Winston	14.7%	14.1%	14.5%	14.6%	13.9%	14.6%	14.0%
Oakland	12.3%	15.0%	3.5%	12.6%	13.2%	12.1%	12.5%
Sutherlin	11.8%	13.3%	4.3%	12.6%	12.3%	9.6%	12.6%
Myrtle Creek	11.2%	13.6%	11.3%	10.4%	9.4%	11.0%	9.5%
Talent	10.3%	6.8%	10.0%	10.5%	10.1%	9.6%	11.3%
Rogue River	10.1%	9.7%	17.7%	9.2%	8.9%	9.3%	8.8%
Lakeview	9.4%	14.2%	4.2%	8.9%	8.9%	9.6%	12.8%
Canyonville	9.2%	10.0%	9.0%	8.7%	9.2%	8.3%	8.3%
Gold Hill	8.3%	11.8%	10.1%	6.9%	8.3%	6.7%	9.6%
Glendale	7.7%	8.6%	5.3%	7.9%	8.5%	6.9%	7.5%
Cave Junction	5.2%	6.7%	10.7%	4.0%	5.3%	4.5%	6.4%
Drain	5.1%	5.6%	3.0%	4.9%	5.1%	4.6%	6.7%
Yoncalla	4.9%	3.8%	1.9%	5.6%	4.4%	4.2%	5.3%
Bonanza	4.0%	5.3%	2.9%	3.9%	5.6%	3.2%	6.1%
Chiloquin	4.0%	5.3%	4.7%	3.3%	4.8%	3.8%	3.8%
Malin	3.8%	2.4%	0.0%	4.2%	5.0%	3.5%	3.9%
Paisley	2.6%	3.4%	2.3%	2.5%	3.6%	2.7%	3.2%
Another city/community not on this list	6.0%	2.9%	18.7%	5.0%	6.5%	5.3%	2.8%
<b>Base</b>	<b>593</b>	<b>93</b>	<b>66</b>	<b>431</b>	<b>348</b>	<b>423</b>	<b>180</b>

\*Small sample size

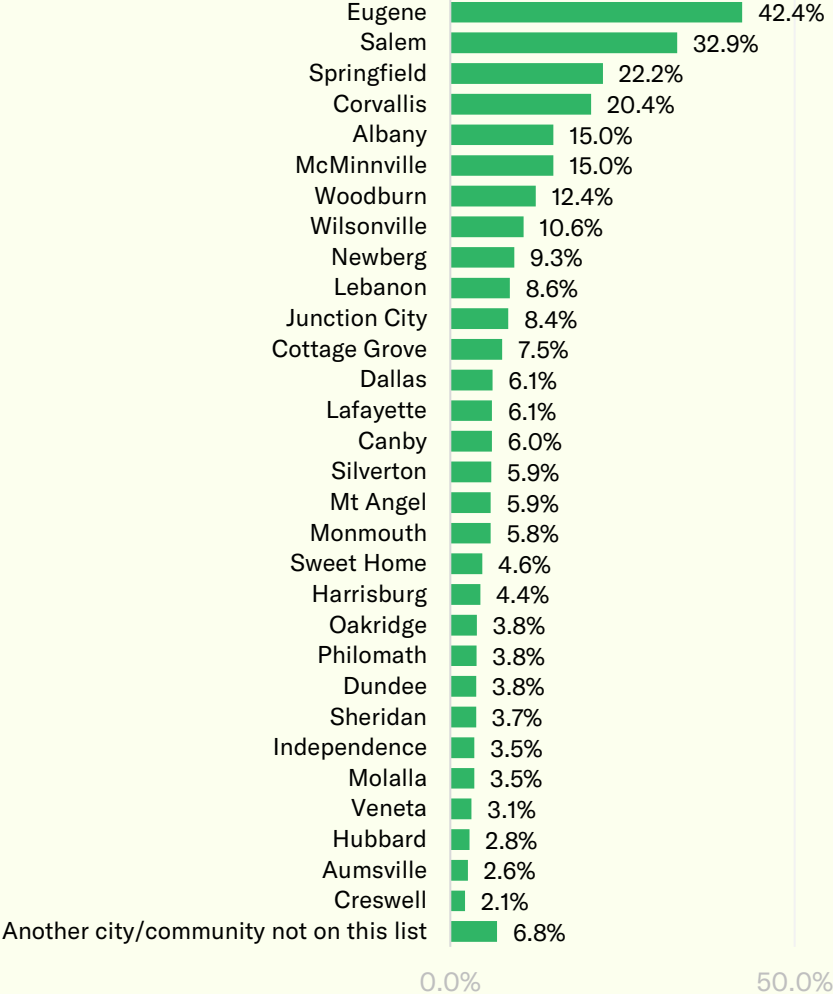
Question: Which cities in the Southern Oregon region did you visit on the most recent trip?

Base: Respondents who visited the Southern Oregon Region on their most recent trip (593 completed surveys).

# Eugene was the most-visited city in the Willamette Valley region among respondents.

Visitors surveyed who traveled to the Willamette Valley on their most recent trip to Oregon in 2024-2025 mostly reported visiting **Eugene (42.4%)**. One-third said they went to Salem (32.9%), followed by about one in five who visited Springfield (22.2%) and/or Corvallis (20.4%).

### Willamette Valley Region Cities Visited



Question: Which cities in the Willamette Valley region did you visit on the most recent trip?

Base: Respondents who visited the Willamette Valley Region on their most recent trip (500 completed surveys).

# Across the segments, Eugene was the top visited city for the region.

## Willamette Valley Region Cities Visited by Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Eugene	42.4%	42.3%	37.5%	44.4%	45.9%	44.3%	50.9%
Salem	32.9%	37.8%	34.1%	31.7%	36.7%	34.8%	41.8%
Springfield	22.2%	26.6%	21.8%	21.5%	20.2%	22.6%	30.7%
Corvallis	20.4%	15.0%	23.8%	20.5%	23.2%	22.5%	18.4%
Albany	15.0%	15.3%	13.7%	15.4%	15.2%	15.4%	18.4%
McMinnville	15.0%	21.8%	17.6%	12.7%	14.3%	16.4%	18.5%
Woodburn	12.4%	13.8%	13.4%	11.8%	14.2%	12.6%	15.5%
Wilsonville	10.6%	11.7%	10.6%	10.5%	14.3%	10.5%	15.2%
Newberg	9.3%	4.4%	11.9%	8.9%	8.1%	7.9%	11.0%
Lebanon	8.6%	8.3%	6.7%	8.9%	10.4%	9.0%	13.0%
Junction City	8.4%	5.8%	10.9%	7.6%	8.3%	8.3%	10.6%
Cottage Grove	7.5%	9.1%	10.3%	5.7%	9.4%	6.1%	7.7%
Dallas	6.1%	4.2%	7.3%	5.6%	5.7%	6.3%	6.8%
Lafayette	6.1%	8.0%	1.7%	7.3%	7.3%	7.3%	9.5%
Canby	6.0%	5.7%	6.8%	5.9%	6.1%	5.4%	5.0%
Silverton	5.9%	2.0%	10.0%	5.3%	7.9%	6.4%	9.5%
Mt Angel	5.9%	3.6%	6.1%	5.8%	6.9%	6.3%	5.4%
Monmouth	5.8%	5.1%	4.5%	6.0%	5.4%	5.9%	7.1%
Sweet Home	4.6%	3.8%	4.9%	4.7%	4.7%	4.4%	9.7%
Harrisburg	4.4%	5.4%	3.8%	4.4%	4.7%	4.5%	6.0%
Oakridge	3.8%	4.3%	5.1%	3.3%	3.0%	4.2%	5.4%
Philomath	3.8%	2.0%	6.1%	3.4%	3.3%	3.4%	7.9%
Dundee	3.8%	2.3%	2.9%	4.4%	2.9%	4.4%	4.9%
Sheridan	3.7%	5.1%	1.8%	3.7%	3.2%	3.7%	5.3%
Independence	3.5%	3.5%	3.3%	3.6%	3.9%	3.0%	4.5%
Molalla	3.5%	1.3%	5.4%	3.2%	4.9%	3.8%	6.0%
Veneta	3.1%	1.3%	4.4%	3.0%	3.7%	2.4%	3.0%
Hubbard	2.8%	8.3%	1.2%	2.2%	3.0%	2.8%	4.3%
Aumsville	2.6%	2.5%	1.8%	2.9%	2.6%	2.5%	4.4%
Creswell	2.1%	0.0%	4.3%	1.3%	1.4%	1.5%	1.9%
Another city/community not on this list	6.8%	5.9%	11.7%	5.3%	5.6%	6.2%	2.1%
<b>Base</b>	<b>500</b>	<b>64</b>	<b>119</b>	<b>316</b>	<b>301</b>	<b>392</b>	<b>139</b>

\*Small sample size

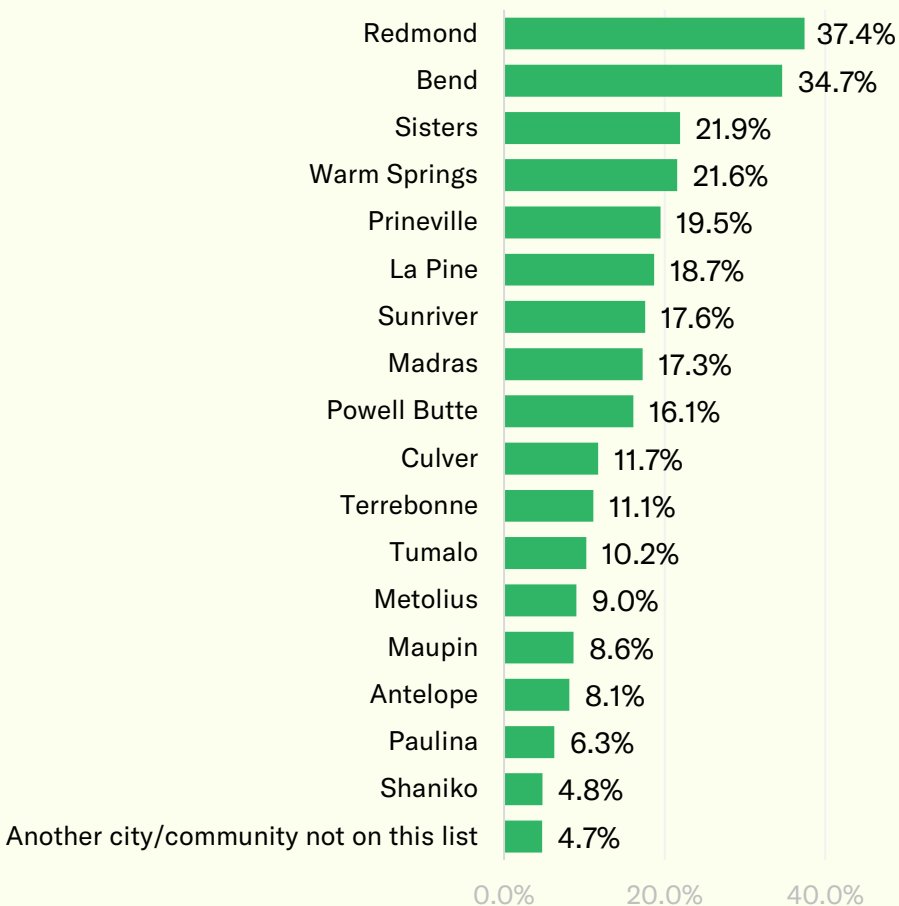
Question: Which cities in the Willamette Valley region did you visit on the most recent trip?

Base: Respondents who visited the Willamette Valley Region on their most recent trip (500 completed surveys).

# Redmond was the top city visited in the Central Oregon region among respondents.

For survey respondents who went to Central Oregon on their trip, Redmond (37.4%) just outpaced Bend (34.7%) as the top-visited city in the region. This was followed distantly by about one in five who visited Sisters (21.9%) and/or Warm Springs (21.6%). This may be a reflection of the existence of the Redmond Municipal Airport.

## Central Oregon Region Cities Visited



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Redmond	37.4%	40.9%	42.1%	35.3%	41.6%	39.1%	40.3%
Bend	34.7%	20.7%	74.8%	31.9%	38.3%	37.3%	33.0%
Sisters	21.9%	18.0%	26.5%	22.3%	23.9%	21.4%	30.2%
Warm Springs	21.6%	20.5%	10.4%	24.3%	20.5%	22.3%	25.5%
Prineville	19.5%	19.3%	17.4%	19.8%	19.6%	18.5%	24.9%
La Pine	18.7%	11.4%	16.8%	21.9%	18.4%	18.1%	24.1%
Sunriver	17.6%	17.3%	18.1%	17.6%	19.1%	18.1%	22.1%
Madras	17.3%	16.3%	14.4%	18.2%	15.8%	14.4%	22.4%
Powell Butte	16.1%	10.9%	6.4%	20.1%	15.4%	15.0%	18.4%
Culver	11.7%	11.0%	2.3%	13.9%	12.2%	11.7%	15.9%
Terrebonne	11.1%	13.1%	3.7%	11.7%	11.6%	11.1%	10.6%
Tumalo	10.2%	7.4%	4.4%	12.5%	10.0%	7.9%	12.8%
Metolius	9.0%	8.1%	3.9%	10.2%	10.1%	9.6%	12.1%
Maupin	8.6%	7.8%	2.5%	10.2%	9.9%	7.1%	12.7%
Antelope	8.1%	8.0%	1.1%	9.6%	9.1%	7.7%	11.5%
Paulina	6.3%	7.9%	0.0%	6.9%	7.1%	6.1%	9.5%
Shaniko	4.8%	3.7%	1.1%	5.9%	4.9%	3.7%	5.8%
Another city/community not on this list	4.7%	4.2%	8.0%	4.3%	5.5%	5.0%	2.8%
<b>Base</b>	<b>612</b>	<b>140</b>	<b>82</b>	<b>389</b>	<b>371</b>	<b>439</b>	<b>199</b>

\*Small sample size

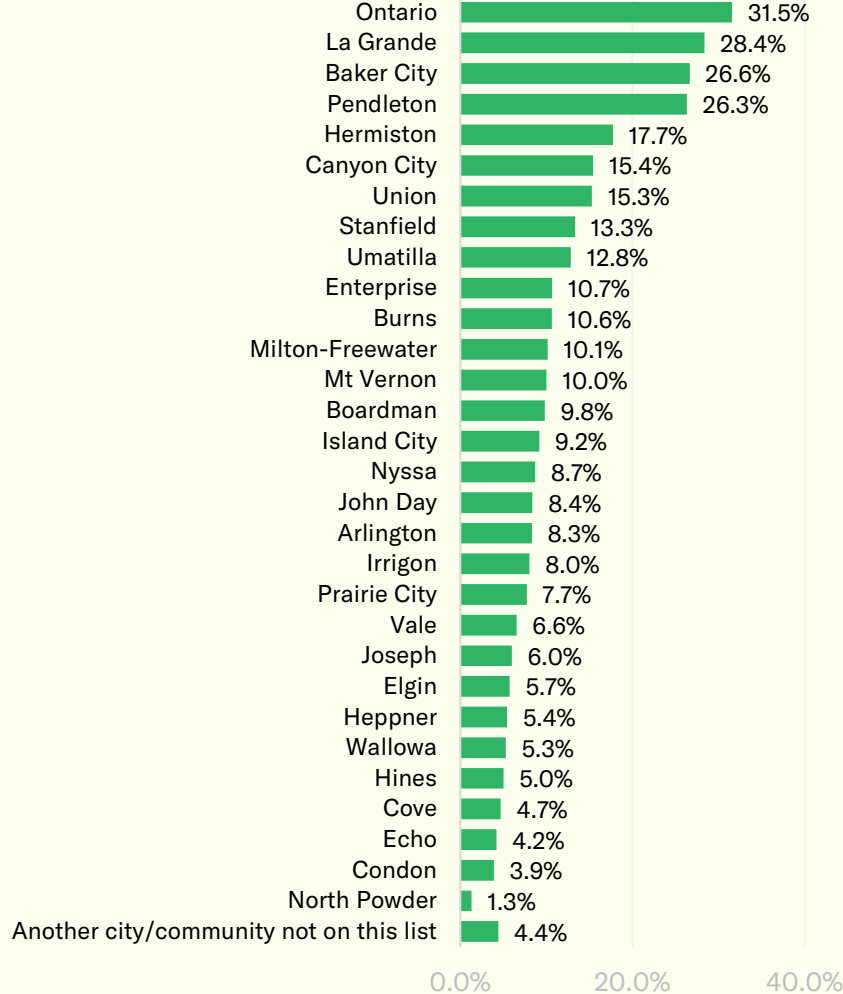
Question: Which cities in the Central Oregon region did you visit on the most recent trip?

Base: Respondents who visited the Central Oregon Region on their most recent trip (612 completed surveys).

# Ontario was the most-visited Eastern Oregon city among respondents.

For those surveyed visitors who went to the Eastern Oregon region, the largest share reported visiting Ontario (31.5%), followed by La Grande (28.4%), Baker City (26.7%), and Pendleton (26.3%).

### Eastern Oregon Region Cities Visited



Question: Which cities in the Eastern Oregon region did you visit on the most recent trip?

Base: Respondents who visited the Eastern Oregon Region on their most recent trip (521 completed surveys).

# Pendleton was the top Eastern Oregon city for Arts & Culture Participants.

## Eastern Oregon Region Cities Visited by Segment

= statistically significantly higher than given segment's counterpart  
 = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Ontario	31.5%	45.9%	10.8%	29.2%	31.2%	34.6%	36.7%
La Grande	28.4%	29.8%	30.7%	27.7%	31.2%	28.8%	33.1%
Baker City	26.6%	26.6%	10.3%	28.4%	28.2%	27.5%	26.6%
Pendleton	26.3%	25.9%	34.1%	25.4%	26.7%	25.3%	38.8%
Hermiston	17.7%	17.4%	16.5%	18.0%	23.2%	17.8%	22.4%
Canyon City	15.4%	12.0%	2.9%	17.7%	16.4%	15.3%	13.8%
Union	15.3%	14.6%	1.7%	16.4%	15.5%	17.6%	17.1%
Stanfield	13.3%	19.9%	1.7%	12.1%	11.1%	11.6%	12.6%
Umatilla	12.8%	17.7%	12.8%	10.0%	9.8%	11.4%	15.6%
Enterprise	10.7%	12.9%	4.8%	9.8%	11.3%	10.3%	10.6%
Burns	10.6%	11.1%	6.3%	10.8%	9.1%	11.2%	15.0%
Milton-Freewater	10.1%	8.6%	5.0%	11.4%	9.7%	10.2%	10.7%
Mt Vernon	10.0%	6.6%	3.9%	11.7%	11.7%	12.6%	8.9%
Boardman	9.8%	6.3%	4.0%	10.4%	8.7%	8.8%	11.5%
Island City	9.2%	4.1%	0.0%	11.6%	10.7%	9.2%	8.7%
Nyssa	8.7%	3.8%	1.3%	10.4%	9.6%	8.0%	9.9%
John Day	8.4%	4.0%	12.4%	9.2%	8.2%	9.3%	11.8%
Arlington	8.3%	3.7%	3.9%	9.9%	10.5%	7.4%	8.6%
Irrigon	8.0%	5.3%	3.6%	9.0%	8.3%	7.7%	8.9%
Prairie City	7.7%	7.7%	3.7%	8.3%	9.1%	7.7%	9.2%
Vale	6.6%	6.0%	2.7%	6.4%	5.2%	6.5%	11.7%
Joseph	6.0%	5.2%	5.8%	6.4%	5.0%	6.5%	6.8%
Elgin	5.7%	5.1%	0.0%	6.7%	6.1%	5.2%	4.4%
Heppner	5.4%	6.7%	5.0%	4.5%	7.6%	4.5%	3.1%
Wallowa	5.3%	4.8%	6.3%	5.4%	5.9%	5.2%	5.3%
Hines	5.0%	3.6%	5.4%	4.3%	5.4%	5.0%	5.6%
Cove	4.7%	1.4%	0.0%	5.8%	5.0%	5.3%	4.3%
Echo	4.2%	3.6%	1.3%	3.8%	5.7%	4.5%	4.8%
Condon	3.9%	4.2%	0.0%	3.8%	5.9%	4.8%	3.4%
North Powder	1.3%	1.6%	4.2%	0.9%	1.3%	1.6%	0.8%
Another city/community not on this list	4.4%	0.5%	28.1%	2.9%	4.0%	4.5%	1.9%
<b>Base</b>	<b>521</b>	<b>115</b>	<b>48</b>	<b>354</b>	<b>276</b>	<b>334</b>	<b>162</b>

\*Small sample size

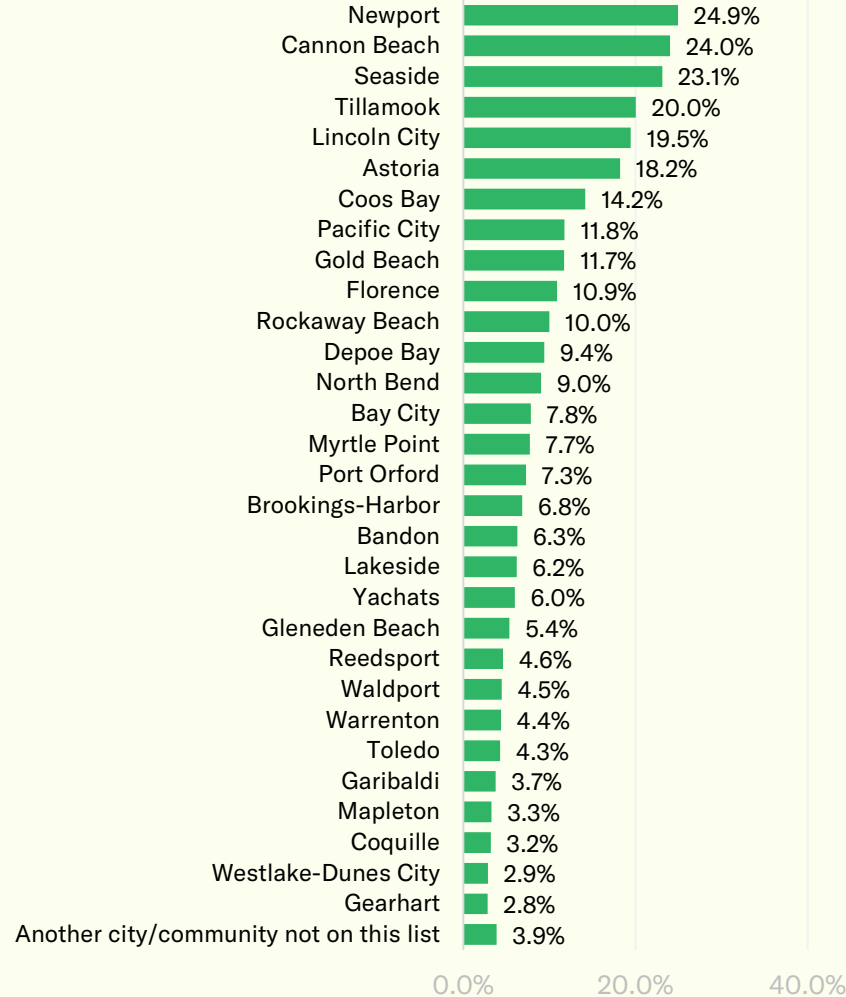
Question: Which cities in the Eastern Oregon region did you visit on the most recent trip?

Base: Respondents who visited the Eastern Oregon Region on their most recent trip (521 completed surveys).

# Among surveyed visitors to the Oregon Coast, Newport outpaced Cannon Beach for visitation.

For those visitors surveyed who included the Oregon Coast region on their most recent trip, one-fourth (24.9%) spent time in Newport, followed by a slightly smaller share who went to Cannon Beach (24.0%) and/or Seaside (23.1%).

Oregon Coast Region Cities Visited



Question: Which cities in the Oregon Coast region did you visit on the most recent trip?

Base: Respondents who visited the Oregon Coast Region on their most recent trip (1,046 completed surveys).

# Canadian visitors were much more likely to have gone to Cannon Beach than other cities in the Oregon Coast region.

**Oregon Coast Region Cities Visited by Segment**

= statistically significantly higher than given segment's counterpart  
 = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Newport	24.9%	23.8%	30.9%	22.7%	26.3%	26.9%	26.0%
Cannon Beach	24.0%	36.8%	18.0%	23.3%	26.2%	25.4%	26.5%
Seaside	23.1%	27.0%	21.2%	22.8%	23.7%	24.8%	24.6%
Tillamook	20.0%	11.8%	17.6%	23.3%	21.7%	21.8%	21.9%
Lincoln City	19.5%	15.3%	34.9%	13.8%	18.8%	20.1%	19.1%
Astoria	18.2%	27.4%	9.5%	19.5%	17.2%	19.2%	22.7%
Coos Bay	14.2%	11.5%	15.7%	14.3%	14.3%	13.6%	15.4%
Pacific City	11.8%	12.9%	6.3%	13.6%	13.1%	12.2%	14.9%
Gold Beach	11.7%	14.5%	8.4%	12.4%	12.3%	10.8%	11.4%
Florence	10.9%	14.7%	18.9%	6.5%	11.6%	10.2%	11.4%
Rockaway Beach	10.0%	7.1%	7.2%	12.0%	10.7%	10.6%	8.3%
Depoe Bay	9.4%	6.9%	17.7%	6.5%	9.6%	10.3%	7.9%
North Bend	9.0%	9.7%	9.2%	8.8%	9.3%	9.7%	11.6%
Bay City	7.8%	8.2%	1.3%	10.5%	8.8%	7.4%	10.2%
Myrtle Point	7.7%	9.5%	5.3%	8.3%	8.3%	7.8%	9.5%
Port Orford	7.3%	7.6%	6.1%	7.7%	8.5%	6.2%	9.9%
Brookings-Harbor	6.8%	6.5%	10.6%	5.4%	7.7%	6.3%	7.0%
Bandon	6.3%	10.2%	10.6%	3.3%	7.1%	5.7%	7.4%
Lakeside	6.2%	6.5%	3.6%	7.2%	6.4%	6.4%	8.4%
Yachats	6.0%	4.0%	10.9%	4.4%	6.4%	6.1%	8.8%
Gleneden Beach	5.4%	7.7%	4.8%	5.0%	5.9%	5.2%	7.8%
Reedsport	4.6%	6.3%	6.9%	3.2%	4.9%	5.0%	4.2%
Waldport	4.5%	7.6%	5.6%	3.0%	5.4%	4.6%	6.4%
Warrenton	4.4%	7.6%	0.8%	5.1%	5.2%	4.3%	4.4%
Toledo	4.3%	5.0%	1.9%	5.0%	4.2%	4.6%	3.9%
Garibaldi	3.7%	8.7%	4.4%	2.2%	4.3%	3.7%	5.2%
Mapleton	3.3%	4.2%	0.8%	4.1%	3.9%	3.2%	5.8%
Coquille	3.2%	3.9%	3.9%	2.7%	3.2%	2.6%	4.3%
Westlake-Dunes City	2.9%	4.0%	1.3%	3.2%	3.0%	2.7%	4.4%
Gearhart	2.8%	4.2%	2.5%	2.5%	3.5%	2.8%	3.7%
Another city/community not on this list	3.9%	5.5%	3.9%	3.4%	3.5%	3.2%	4.9%
<b>Base</b>	<b>1,046</b>	<b>152</b>	<b>287</b>	<b>606</b>	<b>709</b>	<b>844</b>	<b>285</b>

Question: Which cities in the Oregon Coast region did you visit on the most recent trip?

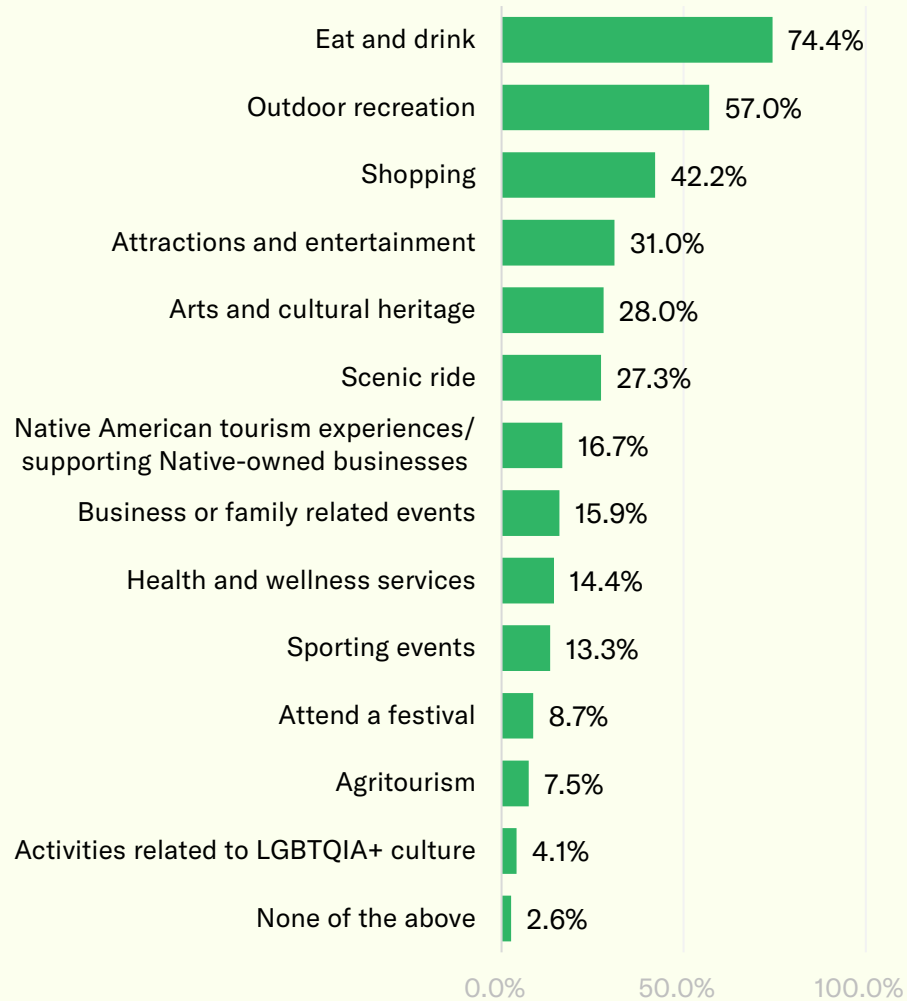
Base: Respondents who visited the Oregon Coast Region on their most recent trip (1,046 completed surveys).

# Detailed Findings: Key Activities

# Food and drink experiences were the top activity for visitors.

Eating and drinking (74.4%) was by far the most popular activity for 2024-2025 visitors to Oregon to engage in. More than half (57.7%) said they participated in outdoor recreation, followed by 42.2% who went shopping. Notably, among the segments, Arts & Culture Participants (81.5%) and Outdoor Recreation Participants (78.4%) were significantly more likely to say they also participated in eating and drinking activities.

## Activity Types



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Eat and drink	74.4%	72.4%	72.4%	75.6%	78.4%	100.0%	81.5%
Outdoor recreation	57.0%	53.6%	59.1%	57.5%	100.0%	60.1%	59.9%
Shopping	42.2%	39.2%	40.9%	43.3%	46.1%	49.0%	50.1%
Attractions and entertainment	31.0%	34.6%	19.5%	32.9%	35.3%	34.7%	37.0%
Arts and cultural heritage	28.0%	33.3%	15.9%	29.7%	29.4%	30.7%	100.0%
Scenic ride	27.3%	20.8%	25.4%	29.6%	31.7%	31.2%	29.2%
Native American tourism experiences/ supporting Native-owned businesses	16.7%	19.4%	7.4%	18.4%	16.4%	14.8%	21.1%
Business or family related events	15.9%	13.6%	10.9%	17.9%	12.6%	14.6%	16.2%
Health and wellness services	14.4%	15.4%	4.0%	16.9%	15.4%	14.1%	21.0%
Sporting events	13.3%	15.2%	4.7%	15.0%	13.6%	12.6%	15.0%
Attend a festival	8.7%	8.4%	4.9%	9.7%	9.7%	9.2%	11.9%
Agritourism	7.5%	9.4%	3.7%	8.0%	7.7%	5.9%	12.2%
Activities related to LGBTQIA+ culture	4.1%	4.7%	2.8%	4.2%	4.8%	4.5%	7.5%
None of the above	2.6%	1.6%	6.5%	1.9%	0.0%	0.0%	0.0%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

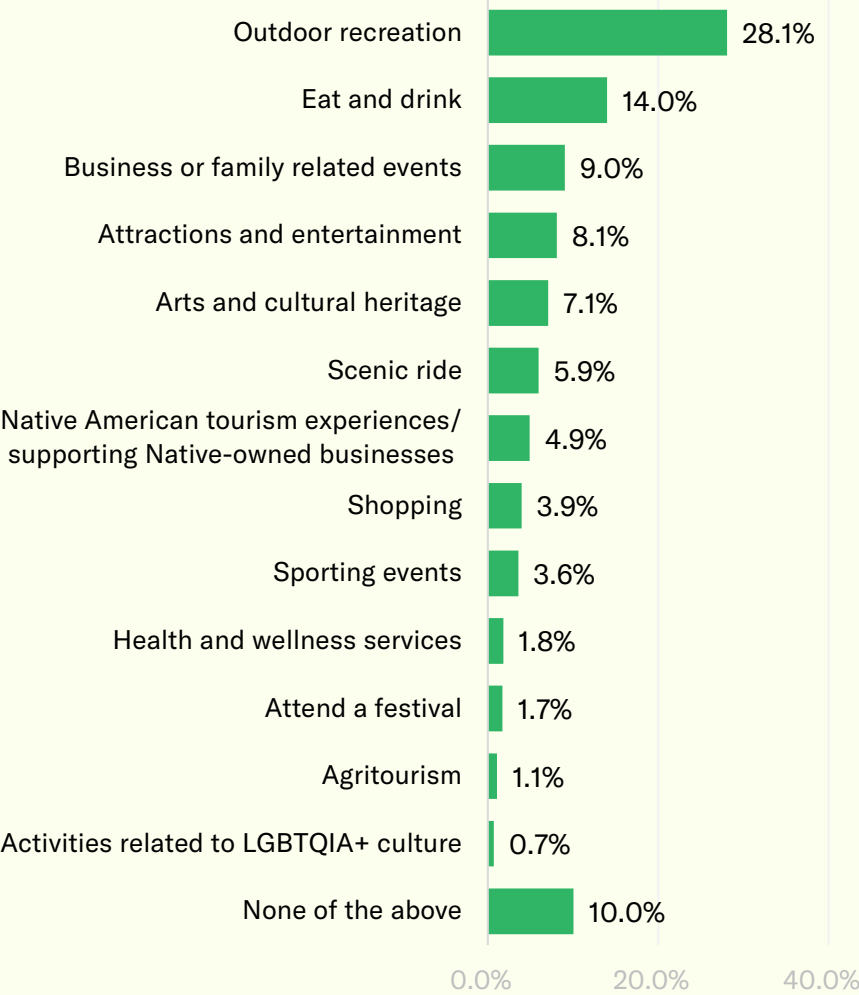
Question: Which type of activities/experiences did you participate in during this trip?

Base: Total respondents (2,737 completed surveys)

# Outdoor recreation was a top motivator for Oregon visitors.

Among visitors who said they participated in any of these activities, over one-fourth (28.1%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. This was followed by 14.0% who said they were primarily motivated by eating and drinking.

## Primary Activity



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Outdoor recreation	28.1%	20.9%	38.4%	27.6%	48.0%	27.1%	21.4%
Eat and drink	14.0%	15.2%	11.2%	14.4%	9.8%	18.2%	12.0%
Business or family related events	9.0%	6.8%	8.3%	9.9%	5.4%	8.3%	6.5%
Attractions and entertainment	8.1%	11.5%	4.8%	7.9%	7.5%	8.4%	7.6%
Arts and cultural heritage	7.1%	10.9%	3.0%	7.0%	4.8%	6.0%	24.6%
Scenic ride	5.9%	5.0%	6.9%	6.0%	5.1%	6.1%	4.4%
Native American tourism experiences/ supporting Native-owned businesses	4.9%	5.0%	1.9%	5.7%	3.2%	3.3%	4.4%
Shopping	3.9%	4.4%	4.2%	3.7%	2.4%	4.0%	2.9%
Sporting events	3.6%	6.5%	1.5%	3.3%	2.4%	2.6%	2.5%
Health and wellness services	1.8%	1.8%	1.1%	2.0%	1.2%	1.2%	2.2%
Attend a festival	1.7%	1.6%	1.7%	1.8%	1.3%	1.7%	1.8%
Agritourism	1.1%	1.6%	0.6%	1.0%	0.6%	0.6%	0.7%
Activities related to LGBTQIA+ culture	0.7%	1.0%	0.2%	0.7%	0.9%	0.8%	2.0%
None of the above	10.0%	7.9%	16.0%	9.2%	7.5%	11.7%	7.1%
<b>Base</b>	<b>2,652</b>	<b>492</b>	<b>474</b>	<b>1,682</b>	<b>1,556</b>	<b>2,023</b>	<b>759</b>

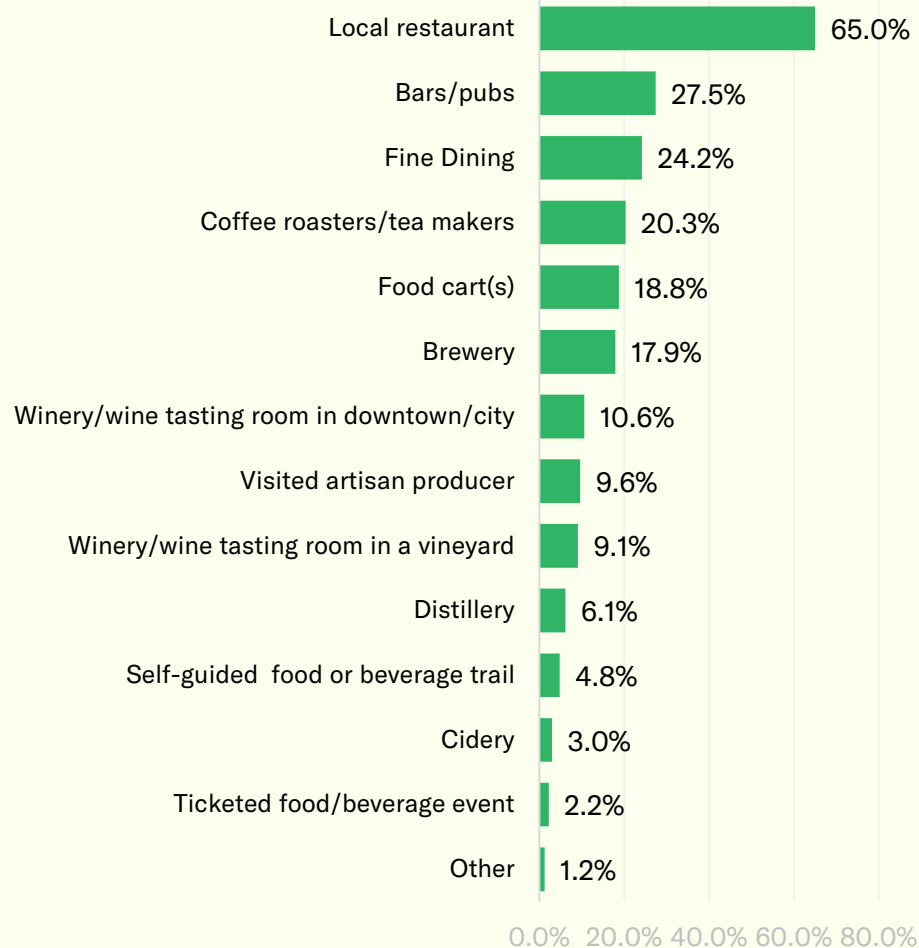
Question: Of the activities you participated in, were any the primary motivation for your most recent trip?

Base: Total respondents (2,737 completed surveys)

# Local restaurants dominate as the top food & drink activity.

Nearly two-thirds (65.0%) of visitors reported dining in a local restaurant. Just about one-fourth said they went to bars/pubs (27.5%) and/or engaged in fine dining (24.2%). Among the segments, it is worth noting that Arts & Culture Participants and Outdoor Recreation Participants were significantly more likely to have engaged in nearly all of these food & drink activities, aligning closely with Food & Drink Participants for nearly all activities.

## Food & Drink Activities



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Local restaurant	65.0%	59.4%	68.1%	66.0%	70.2%	87.4%	71.1%
Bars/pubs	27.5%	27.3%	20.2%	29.5%	31.3%	36.9%	36.2%
Fine dining	24.2%	27.1%	9.7%	27.3%	27.2%	32.5%	33.2%
Coffee roasters/tea makers	20.3%	18.5%	18.0%	21.4%	24.1%	27.3%	27.0%
Food cart(s)	18.8%	23.7%	13.7%	18.7%	21.2%	25.2%	27.3%
Brewery	17.9%	17.6%	12.3%	19.6%	21.7%	24.1%	25.7%
Winery/wine tasting room in downtown/city	10.6%	11.8%	1.9%	12.6%	13.1%	14.3%	15.2%
Visited artisan producer	9.6%	10.1%	9.0%	9.6%	11.0%	13.0%	15.8%
Winery/wine tasting room in a vineyard	9.1%	9.0%	3.2%	10.7%	10.3%	12.3%	13.6%
Distillery	6.1%	6.9%	0.4%	7.4%	7.5%	8.3%	10.6%
Self-guided food or beverage trail	4.8%	4.0%	1.3%	6.0%	5.9%	6.4%	7.1%
Cidery	3.0%	4.2%	0.7%	3.2%	3.1%	4.0%	5.6%
Ticketed food/beverage event	2.2%	2.0%	0.3%	2.8%	2.4%	3.0%	3.6%
Other	1.2%	1.7%	3.4%	0.5%	1.1%	1.6%	0.6%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

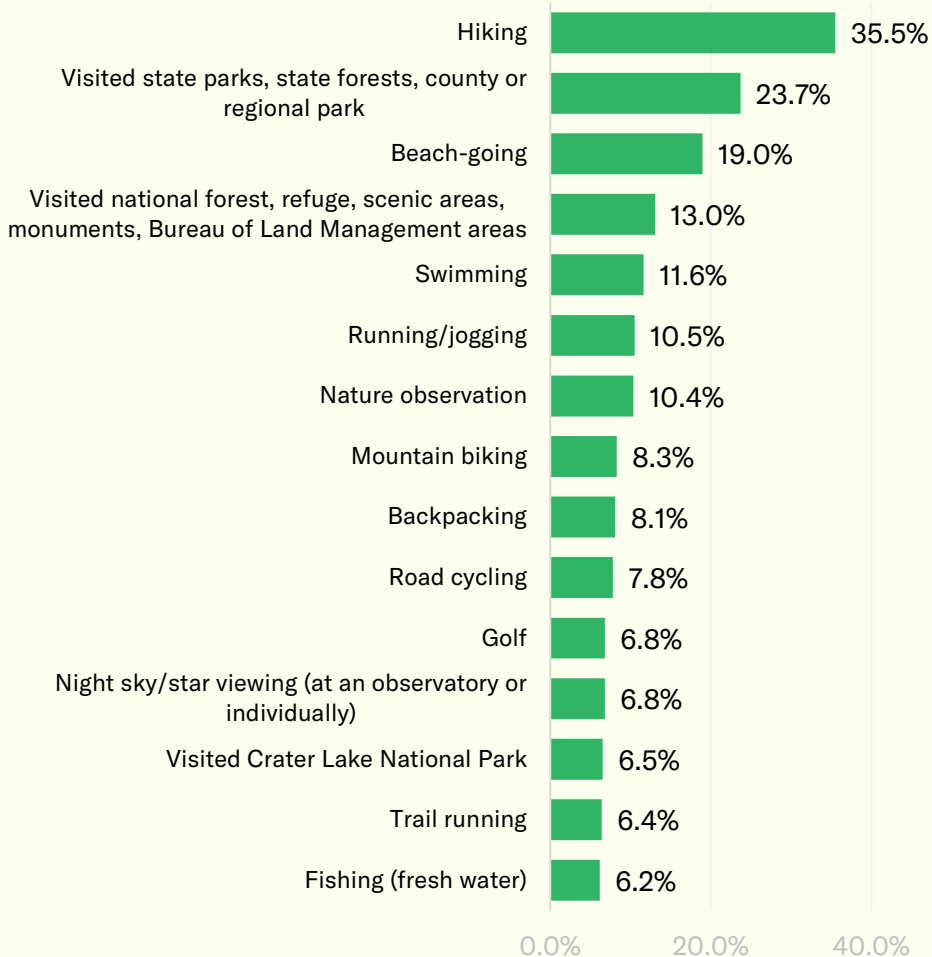
Question: Which of the following eat and drink activities did you do during this trip?

Base: Total respondents (2,737 completed surveys)

# Hiking is the top outdoor recreation activity among Oregon visitors.

Among 2024-2025 Oregon visitors, the largest share (35.5%) went hiking, followed distantly by about four in ten (23.7%) who visited a state park, state forest, or county or regional park. Arts & Culture Participants and Food & Drink Participants were also more likely to engage in outdoor activities, though Food & Drink Participants were less likely to have participated in mountain biking (7.4%) compared to other respondents. Interestingly, beach-going was much more prevalent among in-state visitors (29.2%) compared to out-of-state (16.8%).

## Top 15 Outdoor Recreation Activities



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Hiking	35.5%	33.3%	36.5%	35.9%	62.3%	39.7%	40.7%
Visited state parks, state forests, county or regional park	23.7%	19.6%	25.7%	24.4%	41.6%	27.9%	32.2%
Beach-going	19.0%	17.2%	29.2%	16.8%	33.3%	21.7%	22.7%
Visited national forest, refuge, scenic areas, monuments, Bureau of Land Management areas	13.0%	10.2%	13.3%	13.8%	22.9%	15.4%	17.4%
Swimming	11.6%	14.2%	9.1%	11.5%	20.4%	14.0%	14.6%
Running/jogging	10.5%	12.2%	1.9%	12.3%	18.4%	11.3%	13.7%
Nature observation	10.4%	7.3%	13.3%	10.5%	18.2%	11.7%	14.6%
Mountain biking	8.3%	10.0%	2.5%	9.3%	14.5%	7.4%	10.1%
Backpacking	8.1%	8.6%	3.8%	9.1%	14.2%	8.3%	11.3%
Road cycling	7.8%	11.5%	1.3%	8.5%	13.7%	7.4%	10.6%
Golf	6.8%	8.4%	2.3%	7.5%	11.9%	8.0%	8.1%
Night sky/star viewing (at an observatory or individually)	6.8%	7.2%	6.2%	6.8%	11.9%	7.7%	9.8%
Visited Crater Lake National Park	6.5%	6.3%	4.3%	7.2%	11.4%	7.3%	8.3%
Trail running	6.4%	7.6%	2.9%	7.0%	11.2%	6.5%	8.6%
Fishing (fresh water)	6.2%	4.7%	4.4%	7.0%	10.8%	7.0%	8.6%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

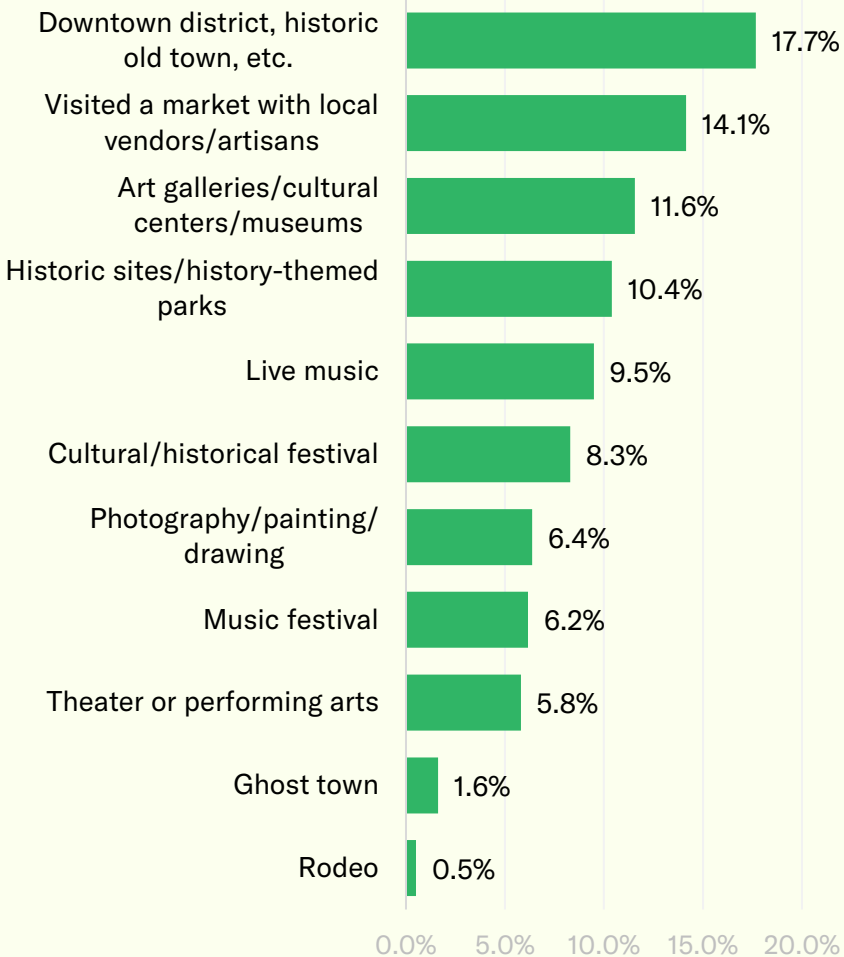
Question: Which of the following outdoor recreation activities did you do on this trip?

Base: Total respondents (2,737 completed surveys)

# Oregon's downtown districts were the top arts & cultural draw for visitors.

On their most recent Oregon trip in 2024-2025, visiting a downtown district or historic old town was reported by just under one in five (17.7%) visitors. This was followed by 14.1% who reported visiting a local market. Notably, in-state visitors were much less likely to have engaged in any activities in this category.

## Arts & Cultural Activities



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Downtown district, historic old town, etc.	17.7%	17.8%	9.5%	19.8%	20.1%	20.6%	63.1%
Visited a market with local vendors/artisans	14.1%	15.8%	7.2%	15.5%	16.7%	16.1%	50.5%
Art galleries/cultural centers/museums	11.6%	14.7%	5.6%	12.2%	13.4%	13.3%	41.3%
Historic sites/history-themed parks	10.4%	9.1%	5.9%	12.0%	12.3%	12.5%	37.1%
Live music	9.5%	8.9%	6.0%	10.6%	10.5%	10.5%	33.9%
Cultural/historical festival	8.3%	9.4%	2.2%	9.6%	8.8%	8.4%	29.5%
Photography/painting/drawing	6.4%	8.1%	2.3%	6.9%	7.3%	6.9%	22.8%
Music festival	6.2%	7.8%	1.5%	6.9%	6.8%	6.7%	22.0%
Theater or performing arts	5.8%	8.6%	1.1%	6.2%	6.0%	6.4%	20.7%
Ghost town	1.6%	1.8%	0.4%	1.9%	2.2%	1.6%	5.8%
Rodeo	0.5%	0.7%	0.0%	0.6%	0.6%	0.6%	1.8%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

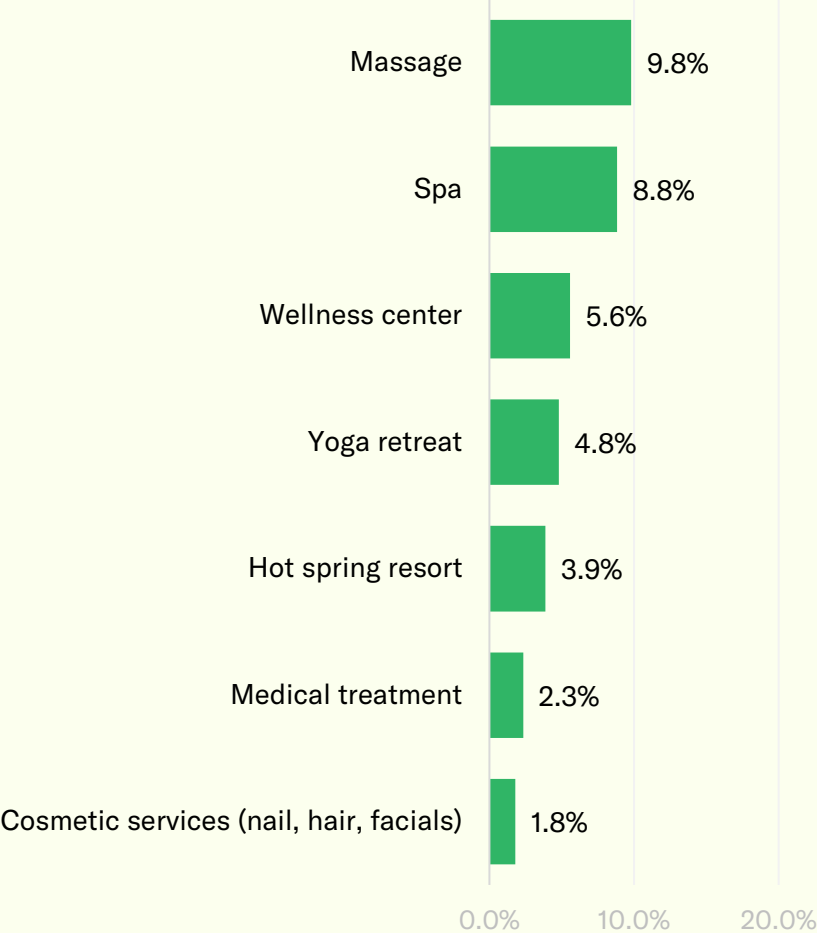
Question: Which of the following arts and cultural heritage related activities did you do on this trip?

Base: Total respondents (2,737 completed surveys)

# Around one in ten visitors went for a massage or spa treatment.

Just one in ten (9.8%) visitors got a massage on their 2024-25 trip to Oregon, while a slightly smaller share went to a spa (8.8%). Interestingly, Arts & Culture Participants were more likely than other travelers to say they engaged in any of the activities in this category.

## Health & Wellness Activities



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Massage	9.8%	10.1%	1.3%	12.0%	10.7%	9.7%	16.0%
Spa	8.8%	10.1%	1.7%	10.4%	11.0%	9.2%	13.9%
Wellness center	5.6%	5.2%	0.6%	7.1%	5.9%	5.2%	9.0%
Yoga retreat	4.8%	6.6%	0.2%	5.5%	5.4%	4.5%	7.6%
Hot spring resort	3.9%	3.6%	0.6%	4.8%	4.1%	3.6%	6.9%
Medical treatment	2.3%	1.8%	1.2%	2.8%	2.3%	2.1%	4.0%
Cosmetic services (nail, hair, facials)	1.8%	1.8%	0.9%	2.0%	2.1%	1.9%	3.6%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

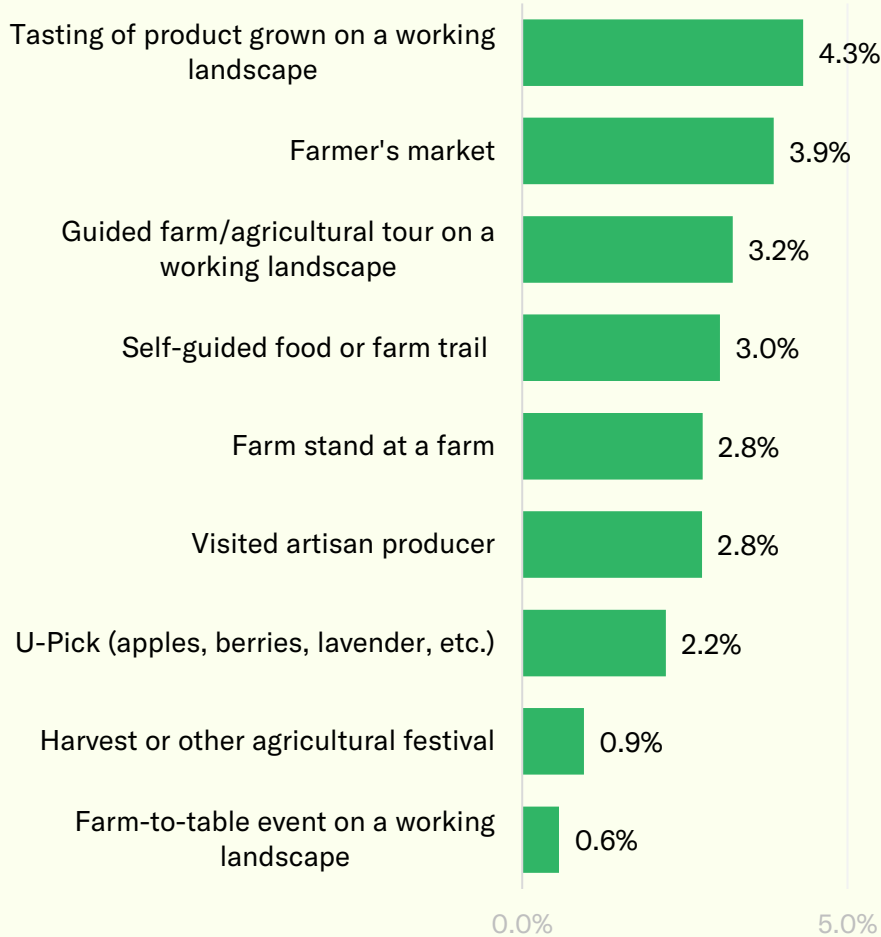
Question: Which of the following health and wellness activities did you do during this trip?

Base: Total respondents (2,737 completed surveys)

# Product tasting and farmer's markets were the most popular agritourism activities.

While only a small share of 2024-25 visitors to Oregon participated in any agritourism activities, product tasting (4.3%) and farmer's markets (3.9%) were the most commonly engaged in. Arts & Culture Participants were much more likely to have participated in this category of activities compared to other travelers.

## Agritourism Activities



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Tasting of product grown on a working landscape	4.3%	6.3%	1.0%	4.7%	4.1%	3.5%	7.4%
Farmer's market	3.9%	4.1%	2.7%	4.1%	4.9%	3.3%	6.9%
Guided farm/agricultural tour on a working landscape	3.2%	4.3%	0.6%	3.6%	3.4%	3.0%	6.8%
Self-guided food or farm trail	3.0%	4.7%	0.6%	3.2%	3.0%	2.3%	5.5%
Farm stand at a farm	2.8%	2.7%	2.0%	3.0%	3.2%	2.6%	5.3%
Visited artisan producer	2.8%	4.5%	1.5%	2.6%	3.1%	2.2%	5.2%
U-Pick (apples, berries, lavender, etc.)	2.2%	2.9%	1.3%	2.3%	2.3%	1.8%	4.0%
Harvest or other agricultural festival	0.9%	0.6%	0.3%	1.2%	1.3%	0.8%	2.4%
Farm-to-table event on a working landscape	0.6%	0.6%	0.0%	0.7%	0.9%	0.7%	1.1%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

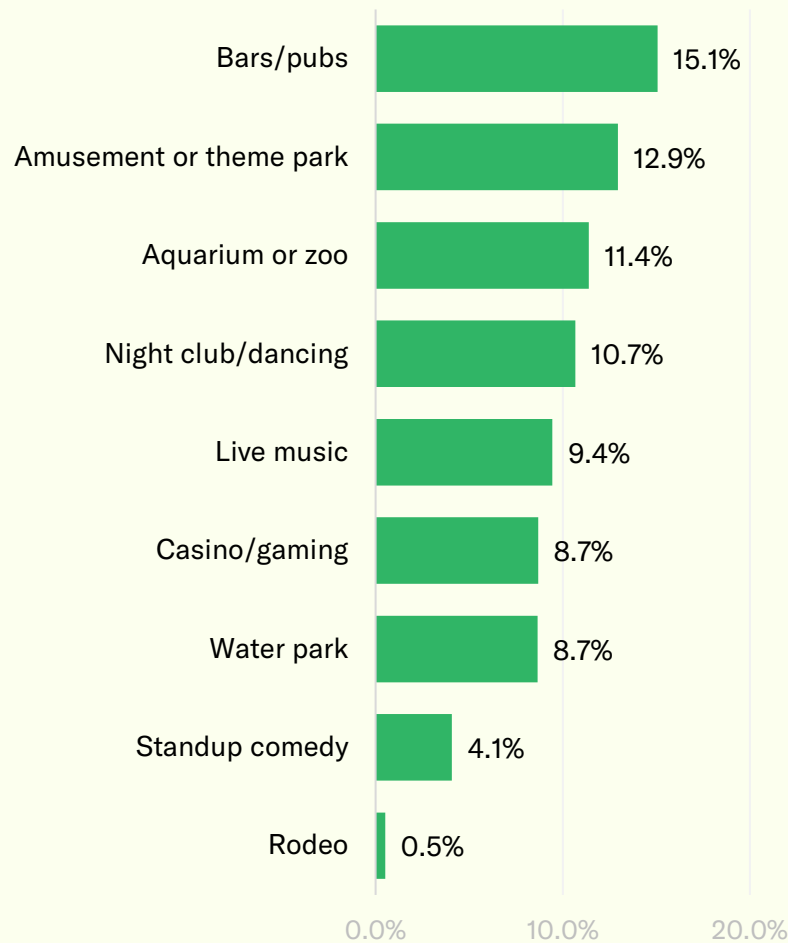
Question: Which of the following agritourism experiences did you partake in during this trip?

Base: Total respondents (2,737 completed surveys)

# Bars and pubs were the most popular attractions and entertainment.

For 2024-2025 visitors to Oregon, 15.1% went to a bar or pub, a slightly smaller share (12.9%) visited an amusement or theme park. Arts & Culture Participants were more likely to engage in attractions and entertainment activities, while in-state visitors were much less likely to have done so.

## Attractions & Entertainment Activities



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Bars/pubs	15.1%	16.5%	6.7%	16.9%	18.1%	18.3%	20.2%
Amusement or theme park	12.9%	16.4%	4.1%	14.2%	15.7%	14.4%	18.6%
Aquarium or zoo	11.4%	13.0%	6.9%	12.0%	14.1%	12.8%	15.5%
Night club/dancing	10.7%	10.9%	3.5%	12.4%	12.4%	12.2%	16.5%
Live music	9.4%	9.1%	3.9%	11.0%	11.9%	11.2%	15.7%
Casino/gaming	8.7%	8.7%	5.7%	9.5%	9.4%	9.8%	10.9%
Water park	8.7%	11.8%	2.6%	9.3%	10.6%	9.0%	11.9%
Standup comedy	4.1%	4.4%	0.8%	4.9%	4.8%	4.7%	7.5%
Rodeo	0.5%	0.3%	0.7%	0.5%	0.7%	0.6%	1.1%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: Which of the following agritourism experiences did you partake in during this trip?

Base: Total respondents (2,737 completed surveys)

# Pro, semi-pro sports teams were the main drivers for sporting event visitation.

Among 2024-25 visitors to Oregon, under one in ten (8.0%) watched or participated in professional and semi-professional sports events. In-state visitors were much less likely than other visitors to say they engaged with sporting event activities.

## Sporting Event Attendance or Participation



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants	Arts & Culture Participants
Professional and semi-professional sports teams	8.0%	9.4%	1.0%	9.3%	8.8%	7.8%	9.8%	9.8%
Collegiate and youth sports teams and conferences, tournaments, invitationals, or expos	5.7%	6.1%	2.1%	6.4%	5.4%	5.3%	7.4%	7.4%
Annual sporting events for professional and amateur athletes (e.g. marathons, track and field Olympic trials, rodeo)	5.2%	4.8%	0.6%	6.4%	5.7%	4.8%	7.6%	7.6%
Sporting events for outdoor recreation activities (e.g. kayaking, windsurfing, snowboarding)	3.4%	2.5%	0.9%	4.3%	4.7%	3.5%	5.6%	5.6%
Sporadic sporting events for professional and amateur athletes (e.g. Spartan Races, Professional Golf Association tours)	3.4%	3.8%	0.8%	3.9%	3.6%	3.1%	5.1%	5.1%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>	<b>113</b>

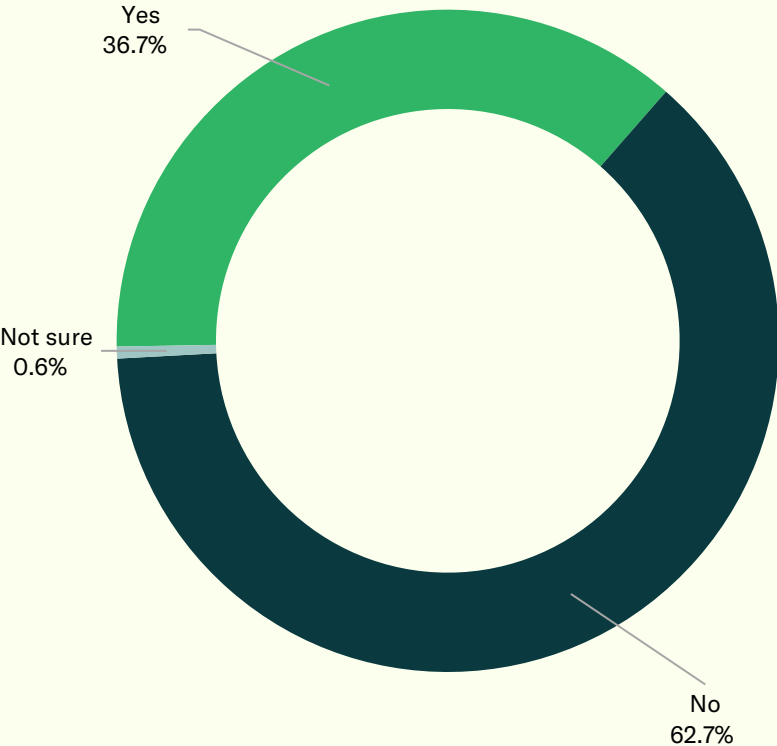
Question: Which of the following sporting events did you watch or participate in on this trip?

Base: Total respondents (2,737 completed surveys)

# Over one-third of Oregon visitors went on a guided tour.

At 36.7%, a sizeable share of 2024-2025 Oregon visitors participated in a guided tour. Among the segments, more than half (52.5%) of Arts & Culture Participants said they went on a guided tour during their trip.

## Guided Tour Participation



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	36.7%	43.1%	7.6%	42.6%	40.9%	34.3%	52.5%
No	62.7%	56.3%	91.0%	57.1%	58.5%	65.4%	47.3%
Not sure	0.6%	0.6%	1.3%	0.4%	0.6%	0.4%	0.1%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

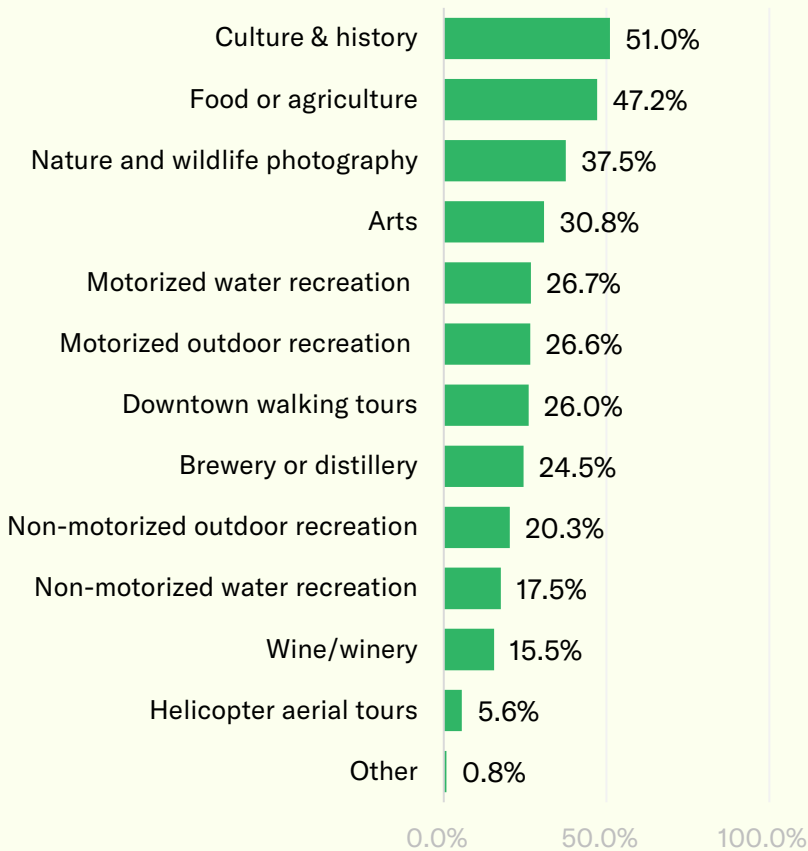
Question: Did you participate in any guided experience/tour (e.g., walking tour of city, river rafting, fishing, hiking with a guide)?

Base: Total respondents (2,737 completed surveys).

# Culture & history guided tours were most popular, especially among Arts & Culture Participants.

Among visitors who took a guided tour on their most recent visit to Oregon, more than half (51.0%) said they took a culture & history tour, followed by just under half (47.2%) who did a food or agriculture tour. Over one-third (37.5%) took a nature and wildlife photography tour.

## Guided Tour Type



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Culture & history	51.0%	51.7%	43.1%	51.4%	53.5%	54.2%	64.8%
Food or agriculture	47.2%	45.7%	37.5%	47.9%	49.8%	46.1%	51.3%
Nature and wildlife photography	37.5%	37.9%	29.5%	37.6%	41.4%	38.6%	39.9%
Arts	30.8%	33.9%	18.9%	30.3%	32.9%	31.4%	46.2%
Motorized water recreation	26.7%	23.6%	20.0%	27.8%	26.4%	26.0%	25.6%
Motorized outdoor recreation	26.6%	26.0%	12.2%	27.3%	28.6%	27.5%	23.9%
Downtown walking tours	26.0%	25.3%	25.5%	26.4%	28.0%	30.8%	29.4%
Brewery or distillery	24.5%	25.2%	7.6%	25.1%	23.5%	25.4%	28.7%
Non-motorized outdoor recreation	20.3%	22.8%	13.1%	19.7%	20.1%	21.5%	21.7%
Non-motorized water recreation	17.5%	15.0%	12.9%	18.5%	19.8%	18.5%	16.5%
Wine/winery	15.5%	18.4%	5.1%	15.2%	15.4%	17.8%	15.7%
Helicopter aerial tours	5.6%	6.1%	2.5%	5.6%	5.6%	5.3%	7.9%
Other	0.8%	1.8%	5.6%	0.3%	0.7%	1.0%	0.7%
<b>Base</b>	<b>1,000</b>	<b>216</b>	<b>50</b>	<b>741</b>	<b>624</b>	<b>689</b>	<b>401</b>

*\*Small sample size*

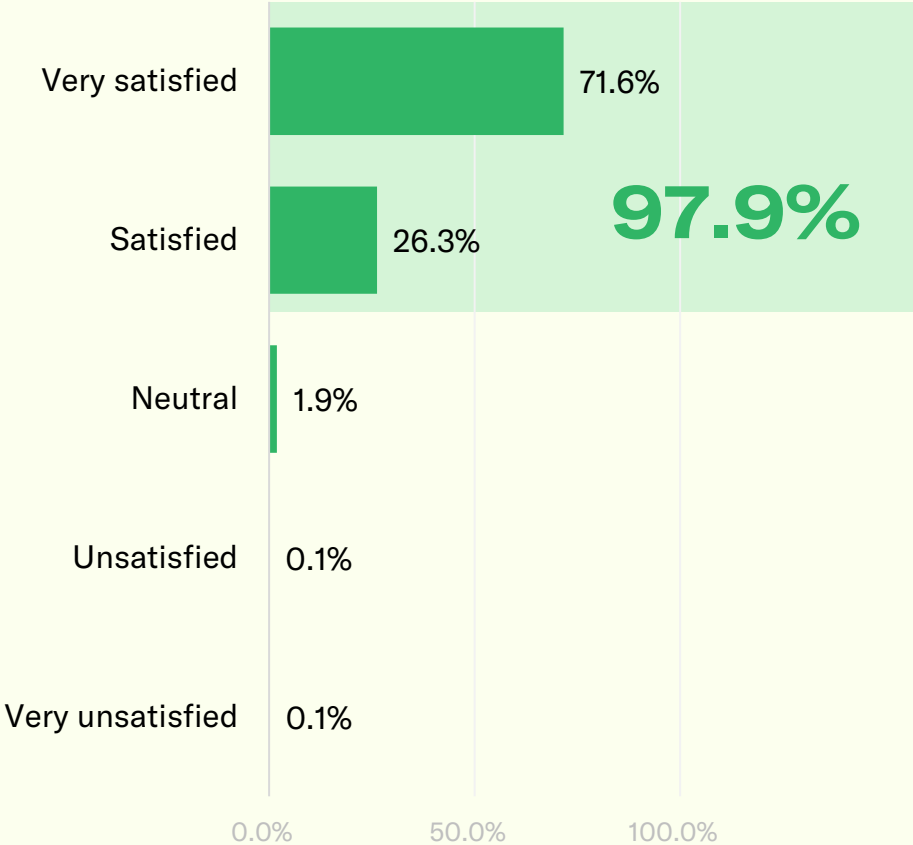
Question: Which best describes the type of guided tour(s) you participated in?

Base: Respondents who participated in a guided tour (1,000 completed surveys).

# Nearly all guided tour participants were satisfied with their experience.

Satisfaction levels with their guided tour experience were extremely high for guided tour participants, at 97.9%. In fact, over seven in ten (71.6%) reported being very satisfied.

## Guided Tour Satisfaction



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	97.9%	98.3%	95.6%	<b>97.9%</b>	<b>99.0%</b>	<b>98.9%</b>	<b>97.9%</b>
Very satisfied	71.6%	68.4%	68.8%	72.6%	73.8%	75.4%	72.4%
Satisfied	26.3%	29.8%	26.8%	25.3%	25.1%	23.5%	25.5%
Neutral	1.9%	1.2%	4.4%	2.0%	1.0%	0.8%	1.8%
Unsatisfied	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
Very unsatisfied	0.1%	0.5%	0.0%	0.0%	0.0%	0.2%	0.3%
<b>Base</b>	<b>1,000</b>	<b>216</b>	<b>40</b>	<b>741</b>	<b>624</b>	<b>689</b>	<b>401</b>

*\*Small sample size*

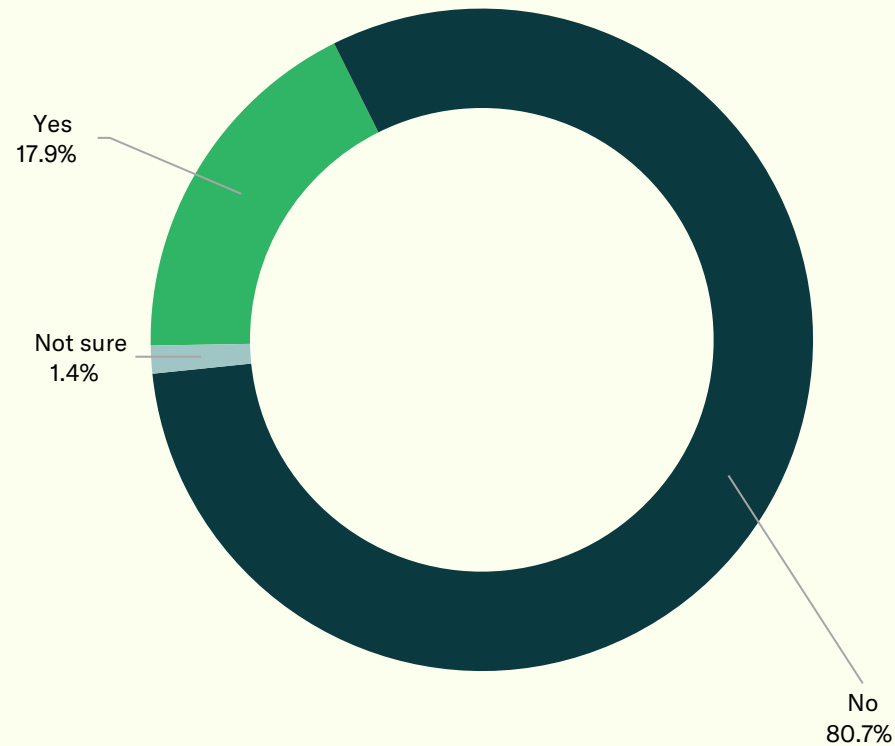
Question: How satisfied were you overall with your guided tour experiences?

Base: Respondents who participated in a guided tour (1,000 completed surveys).

# Fewer than one in five visitors traveled with an organized group tour.

Only about one in five (17.9%) of 2024-2025 Oregon visitors reported that their most recent trip was part of an organized group tour. Among the segments, Canadian visitors (26.4%) and Arts & Culture Participants (24.3%) were much more likely to say they were part of an organized group tour.

## Organized Group Tour Participation



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	17.9%	26.4%	3.0%	19.2%	17.6%	14.3%	24.3%
No	80.7%	71.2%	95.8%	79.7%	81.3%	84.5%	74.5%
Not sure	1.4%	2.4%	1.2%	1.1%	1.1%	1.1%	1.1%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

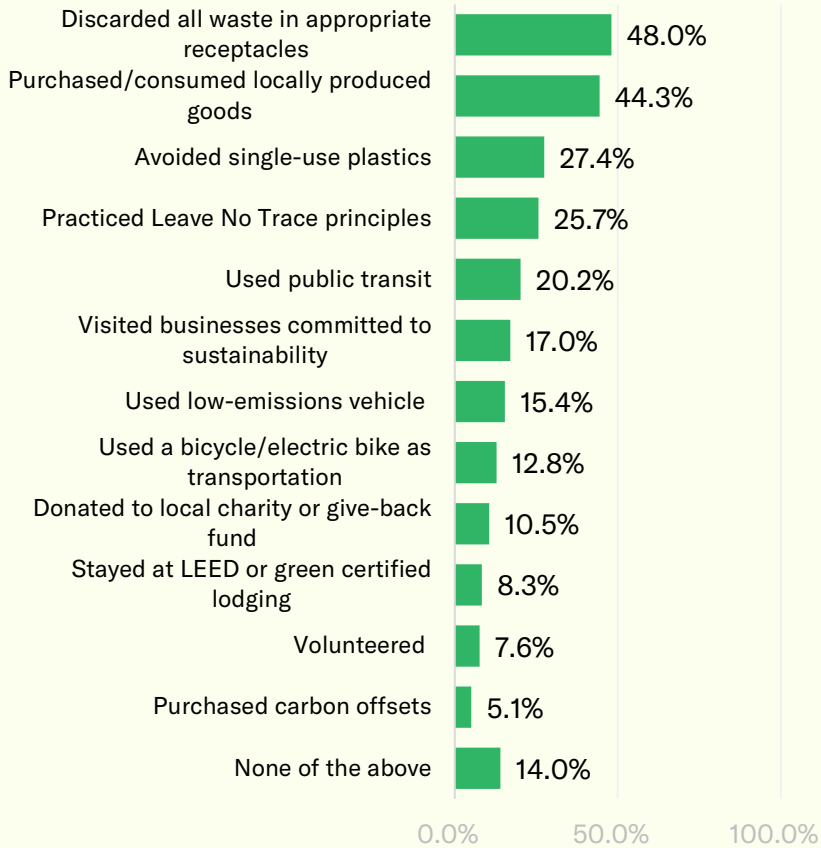
Question: Was your trip part of an organized group tour that was sold & operated by a tour operator (e.g. Backroads, Globus Vacations)?

Base: Total respondents (2,737 completed surveys)

# Most visitors engaged in at least one type of sustainable behavior.

Over eight in ten (86.0%) of visitors to Oregon said they did at least one of the listed environmentally friendly practices. The largest share reported discarding all waste in appropriate receptacles (48.0%), followed by purchasing or consuming locally produced goods (44.3%). Only about one-fourth avoided single-use plastics (27.4%) and/or practiced Leave No Trace principles (25.7%). Arts & Culture Participants were more likely than other visitors to have practiced environmentally friendly travel behaviors.

## Environmentally Friendly Practices



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Discarded all waste in appropriate receptacles	48.0%	38.7%	70.0%	44.8%	49.9%	52.5%	49.6%
Purchased/consumed locally produced goods	44.3%	43.2%	51.9%	42.7%	49.1%	50.2%	52.1%
Avoided single-use plastics	27.4%	32.0%	32.3%	24.6%	30.7%	29.9%	34.8%
Practiced Leave No Trace principles	25.7%	21.4%	42.0%	22.4%	31.8%	27.1%	27.5%
Used public transit	20.2%	29.5%	7.3%	20.8%	21.7%	20.6%	32.4%
Visited businesses committed to sustainability	17.0%	18.2%	9.9%	18.4%	19.9%	17.7%	25.1%
Used low-emissions vehicle	15.4%	16.5%	10.0%	16.5%	16.3%	16.2%	21.0%
Used a bicycle/electric bike as transportation	12.8%	16.7%	5.7%	13.4%	14.6%	12.6%	15.5%
Donated to local charity or give-back fund	10.5%	14.2%	3.8%	11.2%	11.9%	9.3%	14.6%
Stayed at LEED or green certified lodging	8.3%	11.3%	2.6%	8.7%	8.5%	8.0%	11.0%
Volunteered	7.6%	10.1%	2.9%	8.1%	7.4%	6.3%	10.5%
Purchased carbon offsets	5.1%	6.1%	1.2%	5.9%	5.8%	4.6%	8.1%
None of the above	14.0%	10.9%	13.0%	15.2%	11.6%	12.6%	7.4%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: Which of the following did you do for or during your Oregon trip? (Select all that apply)

Base: Total respondents (2,737 completed surveys)

# Detailed Findings: Native American Tourism

# Of total visitors to Oregon in 2024-25, 16.7% participated in Native American tourism.

Just under one in ten (9.2%) visited a Native-owned food or drink establishment, followed closely by 8.8% who shopped at Native-owned shops or pop-up stores or vendors. Arts & Culture Participants and out-of-state visitors were more likely to have engaged in most of the Native American tourism experiences listed.

## Native American Tourism Experiences



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Visited a Native-owned food or drink establishment	9.2%	10.9%	2.7%	10.4%	10.4%	8.5%	14.4%
Shopped at Native-owned shops or pop-up stores/vendors	8.8%	9.1%	2.5%	10.3%	9.1%	8.3%	12.9%
Visited a Tribal casino/resort	7.5%	7.7%	3.8%	8.5%	7.1%	7.1%	9.1%
Visited a Tribal museum/gallery/cultural center/historic site	7.0%	7.3%	2.3%	8.2%	7.0%	7.3%	12.0%
Stayed at a Native or Tribally owned hotel/campground/RV park	5.4%	7.0%	2.1%	5.7%	5.5%	4.5%	8.6%
Attended a Tribal-led educational or cultural event	3.8%	3.6%	0.8%	4.6%	4.8%	3.7%	6.0%
Visited a Tribal reservation	1.8%	1.1%	1.5%	2.2%	2.7%	2.1%	3.6%
Other	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

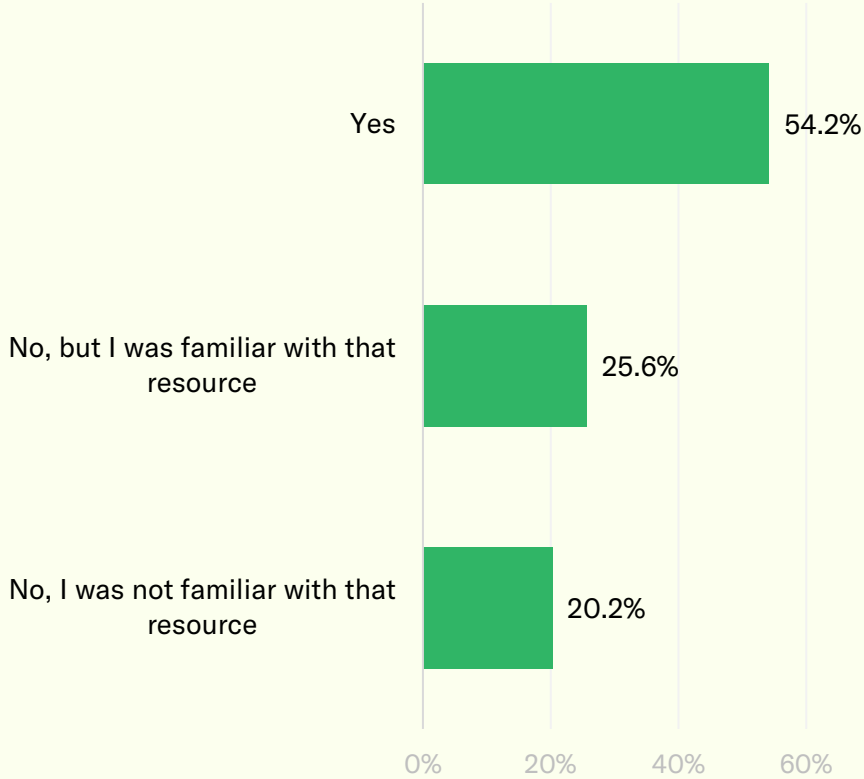
Question: What kind of activities did you participate in related to Native American tourism?

Base: Total respondents (2,737 completed surveys)

# More than half of Native American Tourism participants used the Travel Guide to Oregon Indian Country.

At 54.2%, most visitors who participated in any Native American tourism activities said they used the Travel Guide to Oregon Indian Country. One in four (25.6%) did not use the resource even though they were already familiar with it, while one in five (20.2%) were not aware of the resource.

## Guide to Oregon Indian Country



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	54.2%	54.6%	8.8%	58.8%	55.8%	50.0%	53.2%
No, but I was familiar with that resource	25.6%	28.7%	24.2%	24.9%	22.3%	26.9%	26.5%
No, I was not familiar with that resource	20.2%	16.8%	67.0%	16.3%	21.9%	23.1%	20.3%
<b>Base</b>	<b>464</b>	<b>99</b>	<b>40</b>	<b>324</b>	<b>257</b>	<b>303</b>	<b>168</b>

*\*Small sample size*

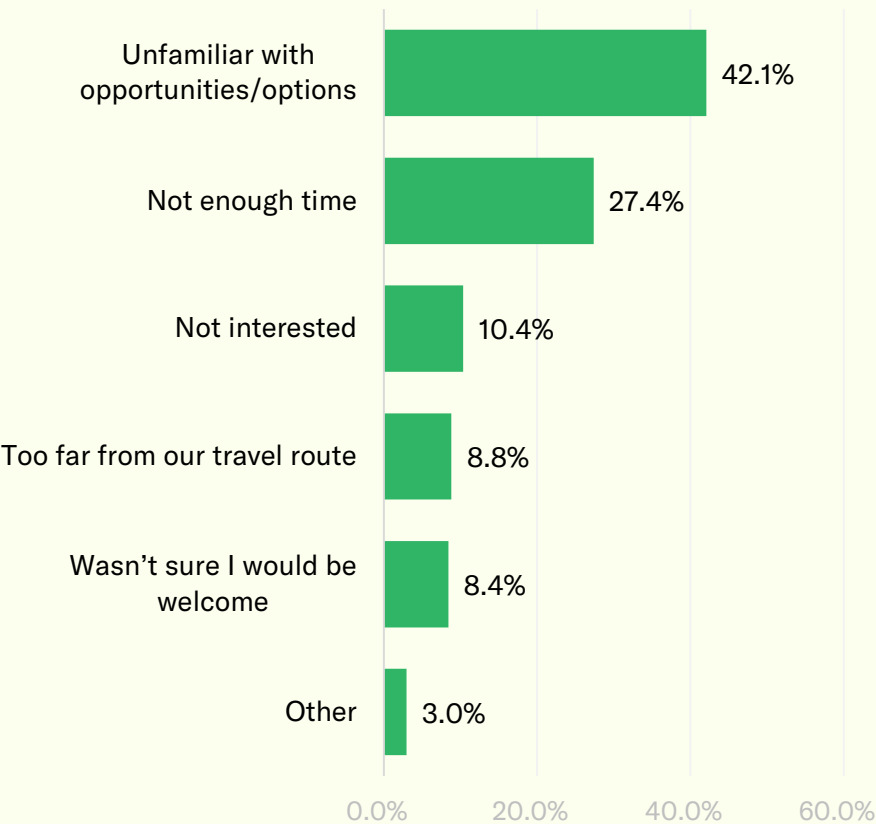
Question: Did you use the Travel Guide to Oregon Indian Country? [Indian Travel Guide]

Base: Respondents who participated in any Native American tourism activities (464 completed surveys).

# Increasing awareness of Native American tourism could help boost engagement with these experiences.

Among visitors who did not participate in any Native American Tourism experiences, the top reason for this was a lack of familiarity with opportunities and options (42.1%). Just over one-fourth (27.4%) said they did not have enough time, while one in ten (10.4%) were not interested.

## Reason for Not Participating in a Native American Tourism Experience



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Unfamiliar with opportunities/options	42.1%	35.7%	46.1%	42.8%	48.0%	47.0%	47.5%
Not enough time	27.4%	28.3%	22.4%	28.6%	24.6%	26.0%	23.6%
Not interested	10.4%	13.3%	15.5%	7.9%	8.1%	9.7%	6.0%
Too far from our travel route	8.8%	8.5%	7.4%	9.3%	9.3%	7.7%	11.7%
Wasn't sure I would be welcome	8.4%	12.7%	2.4%	9.0%	7.9%	7.2%	8.3%
Other	3.0%	1.5%	6.3%	2.4%	2.1%	2.5%	2.9%
<b>Base</b>	<b>2,213</b>	<b>393</b>	<b>460</b>	<b>1,357</b>	<b>1,276</b>	<b>1,675</b>	<b>573</b>

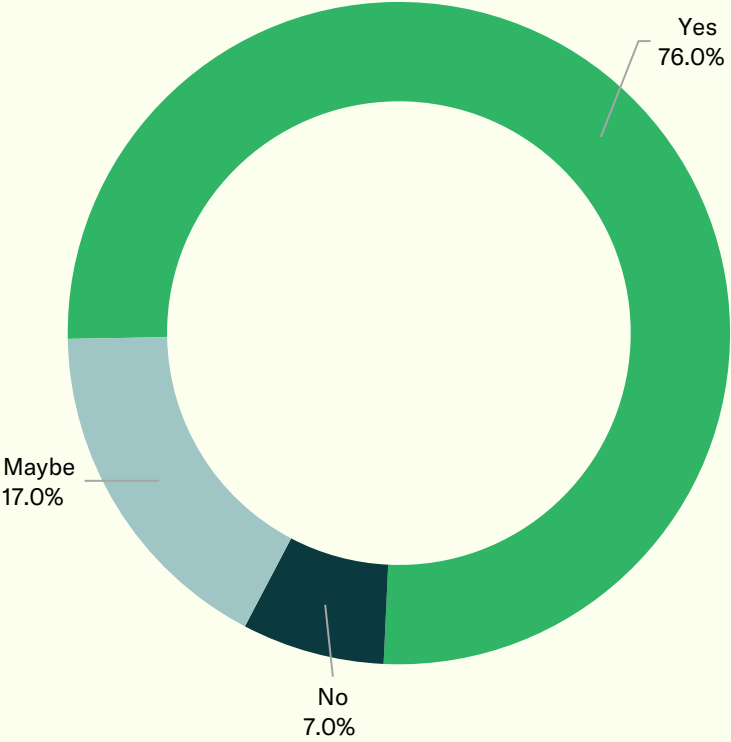
Question: (Optional) Travel Oregon works with the 9 federally recognized Tribes of Oregon to help develop tourism experiences. In order to support this work, we would like to know if there was a particular reason your trip did not include Native American tourism experiences?

Base: Respondents who did not participate in any Native American tourism activities (2,213 completed surveys).

# Over three-fourths of visitors would consider a Native American Tourism experience in the future.

At 76.0%, there is strong interest in engaging in Native American tourism experiences in the future if more information is available. This consideration was highest among Arts & Culture Participants (87.2%).

## Future Native American Tourism Consideration



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	76.0%	73.4%	68.3%	79.1%	80.0%	77.6%	87.2%
No	7.0%	8.9%	7.9%	6.1%	5.4%	5.1%	3.6%
Maybe	17.0%	17.7%	23.8%	14.8%	14.6%	17.3%	9.2%
<b>Base</b>	<b>2,273</b>	<b>401</b>	<b>468</b>	<b>1,401</b>	<b>1,307</b>	<b>1,721</b>	<b>592</b>

Question: Would you consider Native American tourism experiences in the future if you had more information?

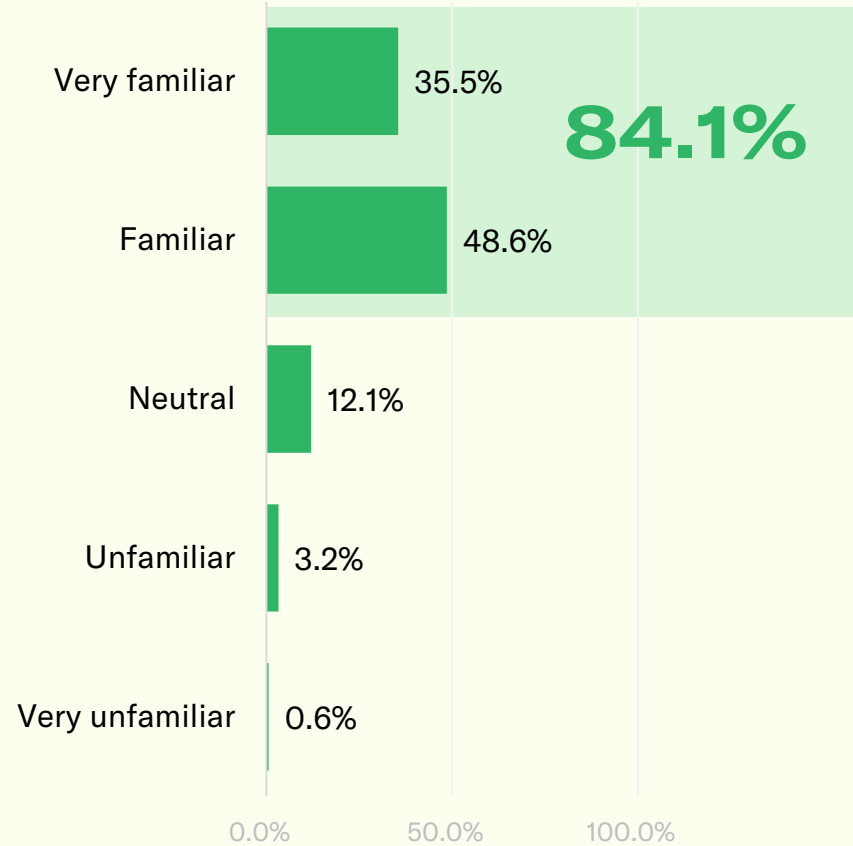
Base: Respondents who did not participate in any Native American tourism activities (2,273 completed surveys).

# Detailed Findings: Perceptions & Motivations

# Familiarity with Oregon rates highly among 2024-2025 visitors.

Over eight in ten (84.1%) of visitors said they feel familiar or very familiar with the state. Canadian visitors were least likely to say they are familiar with Oregon at 79.0%.

## Familiarity



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>84.1%</b>	<b>79.0%</b>	<b>89.7%</b>	<b>84.1%</b>	<b>86.8%</b>	<b>84.3%</b>	<b>85.8%</b>
Very familiar	35.5%	28.5%	46.4%	34.6%	37.9%	34.1%	38.3%
Familiar	48.6%	50.5%	43.3%	49.5%	48.9%	50.2%	47.5%
Neutral	12.1%	16.7%	7.8%	11.9%	10.4%	11.7%	11.0%
Unfamiliar	3.2%	3.5%	1.8%	3.5%	2.4%	3.5%	2.6%
Very unfamiliar	0.6%	0.9%	0.6%	0.5%	0.5%	0.5%	0.6%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: How familiar are you with the things to see and do in Oregon?

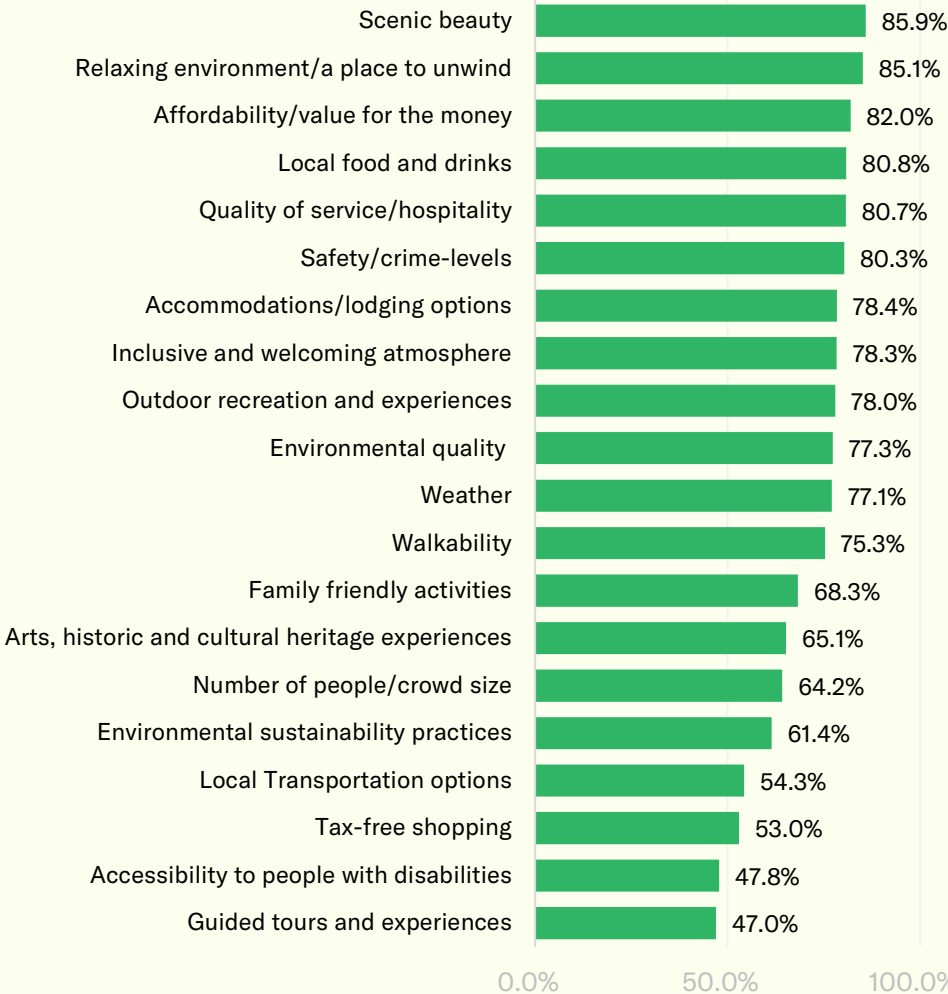
Base: Total respondents (2,737 completed surveys)

# Scenic beauty and relaxation rank highest as trip motivators.

Over eight in ten visitors said that scenic beauty (85.9%) and/or a relaxing environment or place to unwind (85.1%) are important drivers for why they took their most recent trip to Oregon in 2024-2025. Other top factors also played a key role in their trip decision, such as affordability/value for the money (82.0%), local food and drinks (80.8%), quality of service/hospitality (80.7%), and/or safety/crime levels (80.3%).

## Importance to Trip Decision

(% Selected "Important" or "Very Important")



Question: How important were each of the following to your decision to take this trip to/within Oregon?

Base: Total respondents (2,737 completed surveys)

# Scenic beauty is a top driver for all segments, but safety/crime levels is the number one motivator for Canadian visitors.

## Importance to Trip Decision by Segment

(% Selected "Important" or "Very Important")

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

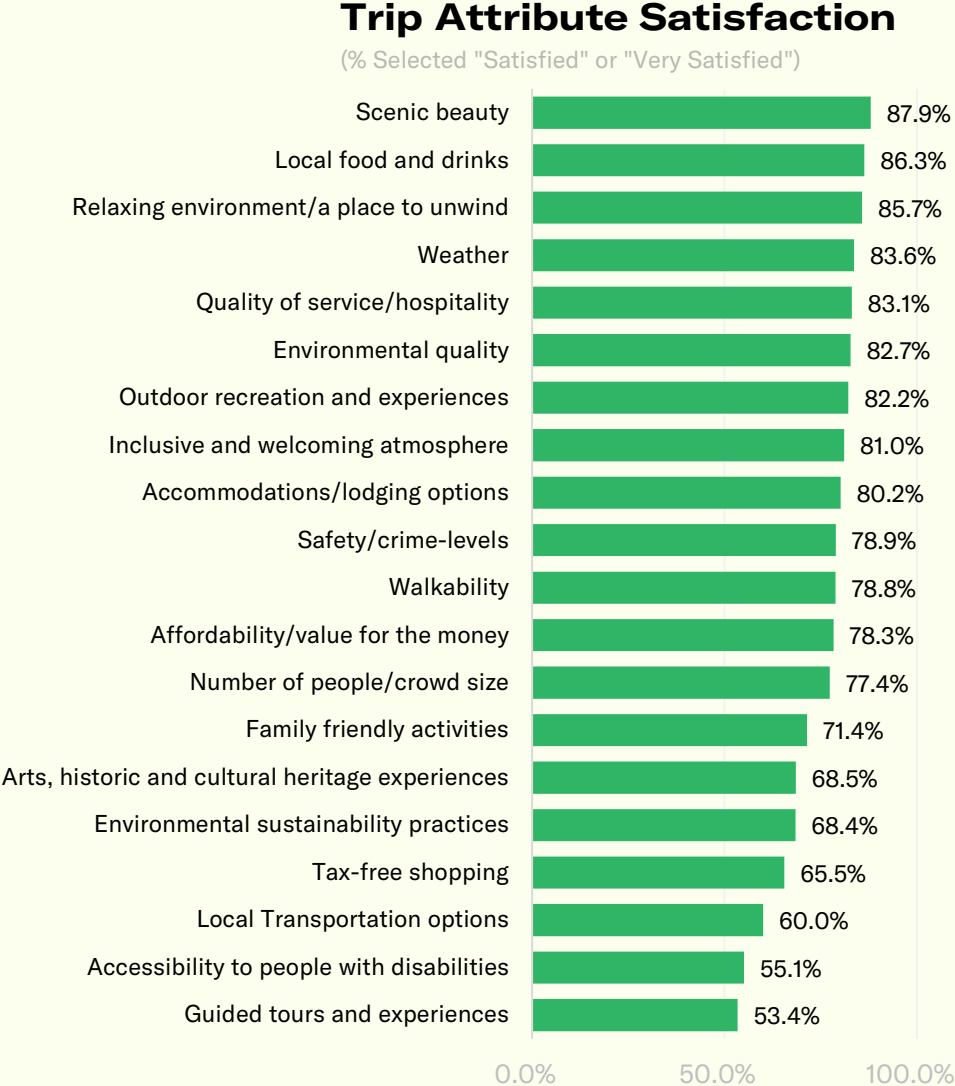
	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	85.9%	84.1%	84.5%	86.8%	91.4%	87.9%	88.9%
Relaxing environment/a place to unwind	85.1%	83.2%	86.3%	85.5%	89.0%	87.2%	87.8%
Affordability/value for the money	82.0%	83.2%	80.0%	82.1%	85.8%	83.9%	85.1%
Local food and drinks	80.8%	81.3%	72.9%	82.8%	83.6%	84.7%	87.2%
Quality of service/hospitality	80.7%	83.0%	73.6%	82.0%	83.8%	83.1%	87.0%
Safety/crime-levels	80.3%	87.4%	69.6%	81.0%	82.7%	81.2%	85.1%
Accommodations/lodging options	78.4%	83.1%	63.8%	80.9%	81.4%	80.2%	84.5%
Inclusive and welcoming atmosphere	78.3%	79.6%	71.6%	79.8%	82.9%	80.7%	84.0%
Outdoor recreation and experiences	78.0%	79.1%	72.3%	79.1%	89.2%	79.7%	83.1%
Environmental quality	77.3%	77.6%	76.1%	77.7%	82.7%	78.5%	83.7%
Weather	77.1%	80.6%	68.8%	78.4%	80.9%	77.4%	80.5%
Walkability	75.3%	79.9%	68.8%	75.6%	80.0%	76.7%	80.9%
Family friendly activities	68.3%	71.9%	54.8%	70.7%	71.7%	68.5%	72.7%
Arts, historic and cultural heritage experiences	65.1%	66.8%	46.0%	69.8%	68.9%	66.4%	86.1%
Number of people/crowd size	64.2%	66.7%	54.2%	66.2%	67.3%	63.8%	70.0%
Environmental sustainability practices	61.4%	66.8%	46.8%	63.8%	66.1%	61.5%	72.8%
Local Transportation options	54.3%	63.4%	21.0%	60.5%	55.7%	53.9%	66.3%
Tax-free shopping	53.0%	60.9%	37.0%	54.8%	53.0%	51.2%	58.7%
Accessibility to people with disabilities	47.8%	50.8%	35.9%	50.1%	48.3%	45.1%	54.3%
Guided tours and experiences	47.0%	56.8%	13.2%	53.2%	49.5%	45.1%	59.4%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: How important were each of the following to your decision to take this trip to/within Oregon?

Base: Total respondents (2,737 completed surveys)

# Satisfaction is highest with Oregon’s scenic beauty and local food and drink offerings.

Oregon rates favorably overall for all trip attributes, with more than half of visitors in 2024-2025 saying they were satisfied or very satisfied with these elements of their trip. Satisfaction levels were highest for scenic beauty (87.9%), local food and drinks (86.3%), and a relaxing environment/a place to unwind (85.7%).



Question: How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (2,737 completed surveys)

# Canadian visitors were less likely to be satisfied with scenic beauty, environmental quality, and affordability.

## Trip Attribute Satisfaction by Segment

(% Selected "Satisfied" or "Very Satisfied")

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	87.9%	83.3%	90.1%	88.7%	91.7%	89.9%	90.1%
Local food and drinks	86.3%	84.1%	80.5%	88.6%	88.6%	90.5%	91.4%
Relaxing environment/a place to unwind	85.7%	83.1%	88.4%	85.8%	89.8%	88.5%	89.6%
Weather	83.6%	81.0%	82.7%	84.7%	87.2%	85.9%	85.2%
Quality of service/hospitality	83.1%	82.0%	76.8%	85.1%	85.5%	86.4%	88.3%
Environmental quality	82.7%	77.9%	82.9%	84.2%	87.8%	85.6%	86.9%
Outdoor recreation and experiences	82.2%	79.4%	80.5%	83.4%	91.4%	84.2%	90.2%
Inclusive and welcoming atmosphere	81.0%	79.8%	78.8%	82.1%	85.0%	84.2%	85.8%
Accommodations/lodging options	80.2%	81.1%	68.7%	83.0%	83.6%	82.9%	86.5%
Safety/crime-levels	78.9%	76.6%	76.4%	80.4%	83.0%	81.4%	84.1%
Walkability	78.8%	76.6%	77.2%	79.9%	84.6%	81.5%	83.5%
Affordability/value for the money	78.3%	74.1%	73.7%	80.8%	81.9%	81.3%	82.8%
Number of people/crowd size	77.4%	74.5%	70.1%	80.2%	81.7%	78.6%	82.9%
Family friendly activities	71.4%	71.4%	61.6%	74.3%	76.7%	72.7%	77.0%
Arts, historic and cultural heritage experiences	68.5%	71.9%	53.1%	71.6%	74.7%	70.4%	87.2%
Environmental sustainability practices	68.4%	65.5%	57.5%	72.2%	73.0%	69.5%	78.9%
Tax-free shopping	65.5%	64.0%	58.6%	67.9%	67.2%	66.1%	70.0%
Local Transportation options	60.0%	67.5%	30.9%	65.6%	62.5%	59.9%	71.4%
Accessibility to people with disabilities	55.1%	54.6%	40.5%	59.1%	56.9%	54.1%	62.9%
Guided tours and experiences	53.4%	59.0%	22.2%	60.1%	57.4%	52.5%	65.6%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

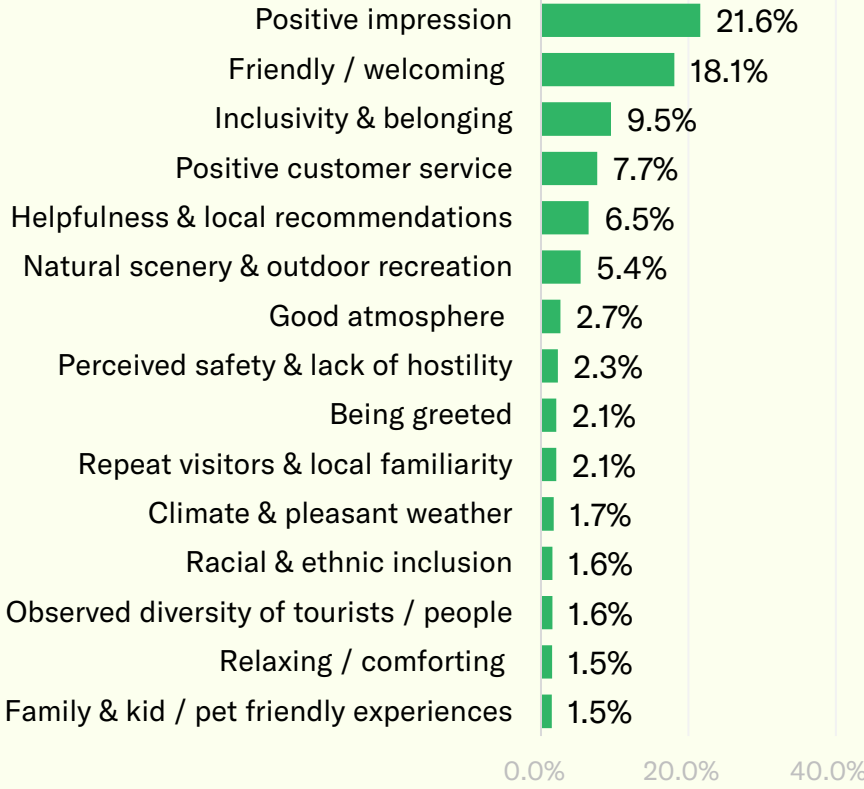
Question: How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (2,737 completed surveys)

# Satisfaction with Oregon’s inclusive and welcoming atmosphere is partially tied to general good impressions of the state.

Respondents who said they were satisfied with Oregon’s inclusive and welcoming atmosphere were given the option to share more about why they hold this opinion. Among these, the largest share tied their perceptions to overall positive impressions of the state (21.6%), followed by 18.1% who wrote in a response around how friendly or welcoming the destination was.

## Top 15 Reasons Satisfied with Oregon’s Inclusive and Welcoming Atmosphere (Unaided)



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Positive impression	21.6%	22.4%	10.2%	24.6%	21.6%	19.5%	22.7%
Friendly / welcoming	18.1%	19.9%	18.6%	17.3%	17.6%	19.2%	19.4%
Inclusivity & belonging	9.5%	9.7%	11.4%	8.9%	9.9%	10.0%	8.7%
Positive customer service	7.7%	4.3%	8.6%	8.5%	7.0%	8.3%	7.6%
Helpfulness & local recommendations	6.5%	5.4%	6.2%	6.9%	6.7%	7.1%	5.2%
Natural scenery & outdoor recreation	5.4%	4.5%	6.3%	5.4%	5.3%	4.4%	5.0%
Good atmosphere	2.7%	3.1%	0.6%	3.1%	3.1%	2.2%	3.4%
Perceived safety & lack of hostility	2.3%	2.3%	3.3%	2.0%	1.5%	2.6%	1.6%
Being greeted	2.1%	3.1%	2.2%	1.7%	2.4%	2.1%	3.0%
Repeat visitors & local familiarity	2.1%	1.3%	3.9%	1.8%	1.7%	2.0%	1.6%
Climate & pleasant weather	1.7%	2.4%	0.7%	1.8%	2.0%	1.5%	1.8%
Racial & ethnic inclusion	1.6%	3.4%	2.0%	0.8%	1.6%	1.8%	1.7%
Observed diversity of tourists / people	1.6%	0.6%	2.3%	1.7%	1.7%	1.7%	1.6%
Relaxing / comforting	1.5%	2.4%	1.4%	1.2%	1.9%	1.6%	1.4%
Family & kid / pet friendly experiences	1.5%	1.9%	0.8%	1.5%	1.6%	1.3%	1.0%
<b>Base</b>	<b>1,365</b>	<b>268</b>	<b>264</b>	<b>833</b>	<b>839</b>	<b>1,075</b>	<b>417</b>

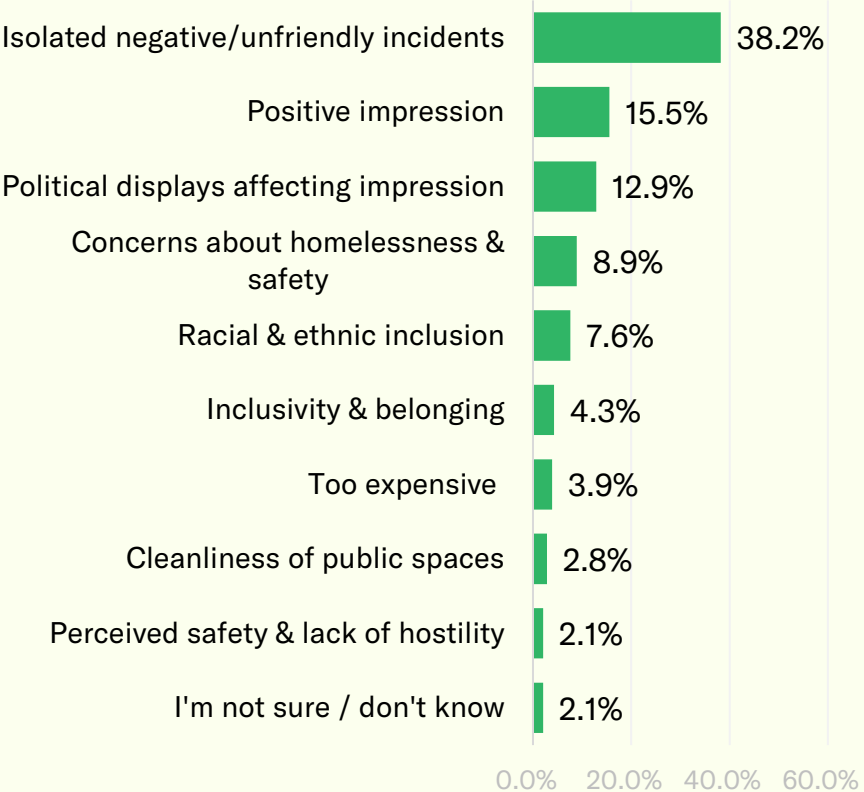
Question: (Optional) You shared that you were \_\_\_ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “satisfied” or “very satisfied” for Oregon’s Inclusive and Welcoming atmosphere (1,365 completed surveys)

# Isolated incidents were the primary reason for dissatisfaction with Oregon’s inclusive and welcoming atmosphere.

The same question was asked for the small sample of respondents who shared they were unsatisfied with Oregon’s inclusive and welcoming atmosphere. For these visitors, by far the largest share (38.2%) mentioned isolated incidents that contributed to this perception. The overall sample of these respondents was n=41, so these findings should be taken directionally.

## Reasons Unsatisfied with Oregon’s Inclusive and Welcoming Atmosphere (Unaided)



**By Segment**

- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Isolated negative/unfriendly incidents	38.2%	13.2%	100.0%	45.4%	63.5%	44.3%	45.8%
Positive impression	15.5%	18.0%	0.0%	17.1%	15.6%	11.4%	17.6%
Political displays affecting impression	12.9%	13.2%	0.0%	14.8%	7.2%	16.4%	6.1%
Concerns about homelessness & safety	8.9%	0.0%	0.0%	13.8%	0.0%	10.1%	0.0%
Racial & ethnic inclusion	7.6%	11.4%	0.0%	0.0%	8.0%	4.7%	0.0%
Inclusivity & belonging	4.3%	9.1%	0.0%	3.2%	0.0%	0.0%	12.9%
Too expensive	3.9%	15.6%	0.0%	0.0%	0.0%	6.4%	11.6%
Cleanliness of public spaces	2.8%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Perceived safety & lack of hostility	2.1%	8.3%	0.0%	0.0%	0.0%	3.4%	6.1%
I'm not sure / don't know	2.1%	0.0%	0.0%	3.2%	5.8%	3.4%	0.0%
<b>Base</b>	<b>41</b>	<b>11</b>	<b>3</b>	<b>26</b>	<b>15</b>	<b>25</b>	<b>12</b>

*\*Small sample size*

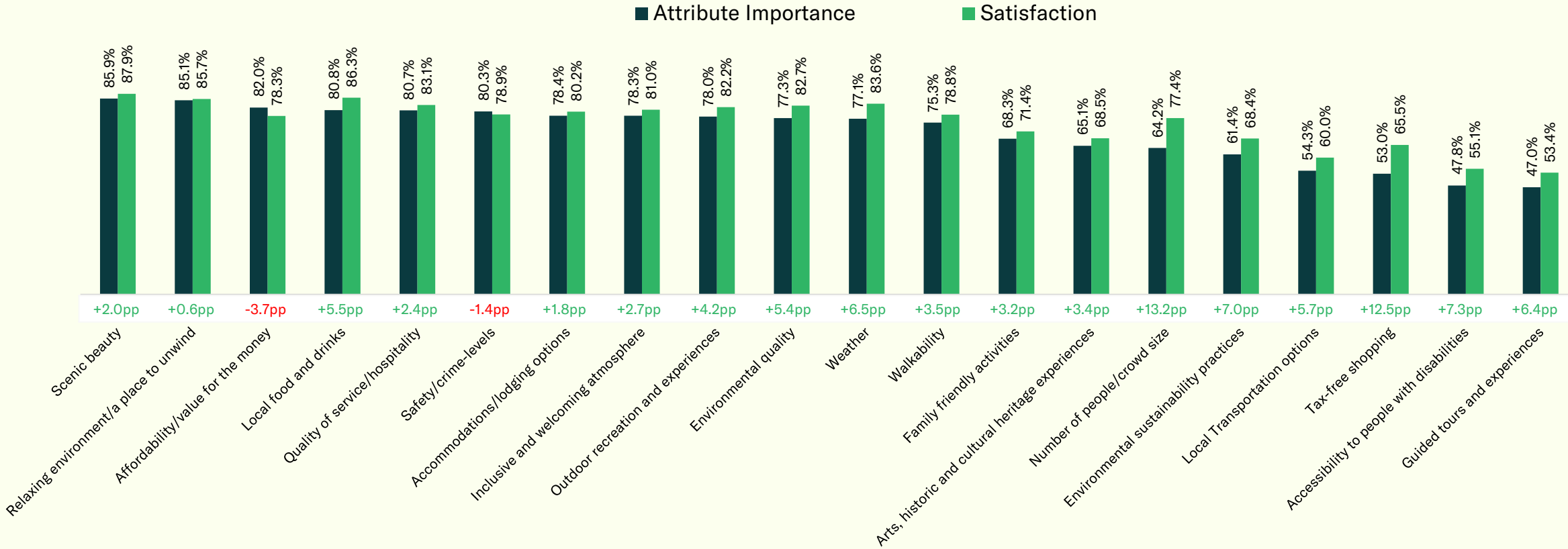
Question: (Optional) You shared that you were \_\_\_ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “unsatisfied” or “very unsatisfied” for Oregon’s Inclusive and Welcoming atmosphere (41 completed surveys)

# There is an opportunity to address affordability, safety and crime concerns.

In the chart below, the blue bars represent how important was each attribute in a visitor's decision to take a trip, while the green bar represents their satisfaction. This helps visually indicate gaps between importance and satisfaction. The only negative gaps between importance as a trip motivator and satisfaction level was for affordability/value for money (-3.7 percentage points) and safety/crime levels (-1.4 percentage points). Across all other attributes, 2024-2025 visitors' satisfaction was on par or even in some instances – such as crowd size and tax-free shopping – outpaced how important those elements were for their decision to visit Oregon.

## Attribute Importance vs Satisfaction



Question: How important were each of the following to your decision to take this trip to/within Oregon?  
 How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (2,737 completed surveys)

# Canadian visitors represent the biggest opportunity audience to improve the Oregon experience, particularly around safety and affordability concerns.

Please see the previous page for an explanation of how the percent point differences were calculated and the significance of these gaps between importance and satisfaction.

## Attribute Importance vs Satisfaction by Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	+2.0	-0.9	+5.5	+2.0	+0.3	+2.1	+1.3
Relaxing environment/a place to unwind	+0.6	-0.1	+2.1	+0.3	+0.8	+1.3	+1.8
Affordability/value for the money	-3.7	-9.1	-6.3	-1.3	-3.9	-2.6	-2.3
Local food and drinks	+5.5	+2.8	+7.6	+5.7	+5.0	+5.8	+4.2
Quality of service/hospitality	+2.4	-1.0	+3.2	+3.2	+1.7	+3.3	+1.3
Safety/crime-levels	-1.4	-10.8	+6.8	-0.6	+0.3	+0.2	-1.0
Accommodations/lodging options	+1.8	-2.0	+4.9	+2.1	+2.2	+2.7	+2.0
Inclusive and welcoming atmosphere	+2.7	+0.1	+7.2	+2.4	+2.1	+3.5	+1.8
Outdoor recreation and experiences	+4.2	+0.3	+8.2	+4.3	+2.2	+4.5	+7.1
Environmental quality	+5.4	+0.3	+6.8	+6.4	+5.1	+7.1	+3.3
Weather	+6.5	+0.4	+13.9	+6.2	+6.2	+8.5	+4.7
Walkability	+3.5	-3.3	+8.5	+4.3	+4.7	+4.8	+2.7
Family friendly activities	+3.2	-0.5	+6.8	+3.6	+5.1	+4.2	+4.3
Arts, historic and cultural heritage experiences	+3.4	+5.1	+7.1	+1.8	+5.8	+4.0	+1.1
Number of people/crowd size	+13.2	+7.8	+15.9	+14.0	+14.4	+14.8	+12.8
Environmental sustainability practices	+7.0	-1.3	+10.6	+8.5	+6.9	+8.0	+6.1
Local Transportation options	+5.7	+4.1	+9.9	+5.2	+6.8	+6.0	+5.1
Tax-free shopping	+12.5	+3.1	+21.7	+13.1	+14.2	+14.9	+11.3
Accessibility to people with disabilities	+7.3	+3.8	+4.6	+9.0	+8.5	+9.0	+8.6
Guided tours and experiences	+6.4	+2.2	+9.1	+6.9	+7.9	+7.4	+6.2
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

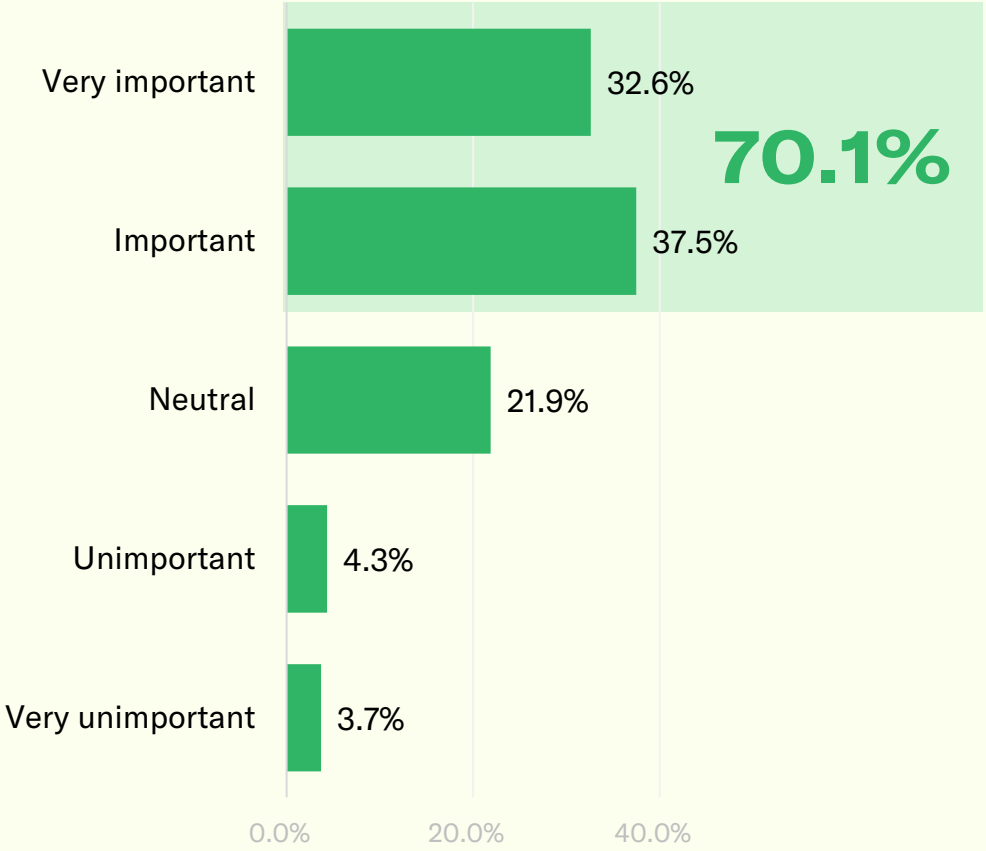
Question: How important were each of the following to your decision to take this trip to/within Oregon?  
 How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (2,737 completed surveys)

# Seven in ten say the environmental impact of their travels are important to their trip planning process.

At 70.1%, most Oregon 2024-2025 visitors take into account their travels' environmental impact when planning, with one third (32.6%) saying this is very important. Among the segments, environmental impact was most important for Arts & Culture Participants (78.9%), but least importance for in-state visitors (56.8%).

## Environmental Impact Importance



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>70.1%</b>	<b>70.1%</b>	<b>56.8%</b>	<b>73.7%</b>	<b>73.2%</b>	<b>69.8%</b>	<b>78.9%</b>
Very important	32.6%	33.6%	18.5%	36.0%	36.2%	31.5%	41.1%
Important	37.5%	36.4%	38.3%	37.7%	37.0%	38.3%	37.8%
Neutral	21.9%	22.4%	31.4%	19.2%	19.5%	21.9%	16.4%
Unimportant	4.3%	4.3%	6.5%	3.8%	4.8%	4.9%	3.2%
Very unimportant	3.7%	3.3%	5.3%	3.3%	2.4%	3.4%	1.6%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: When planning your trips, how important to you is the impact of your travel on the environment?

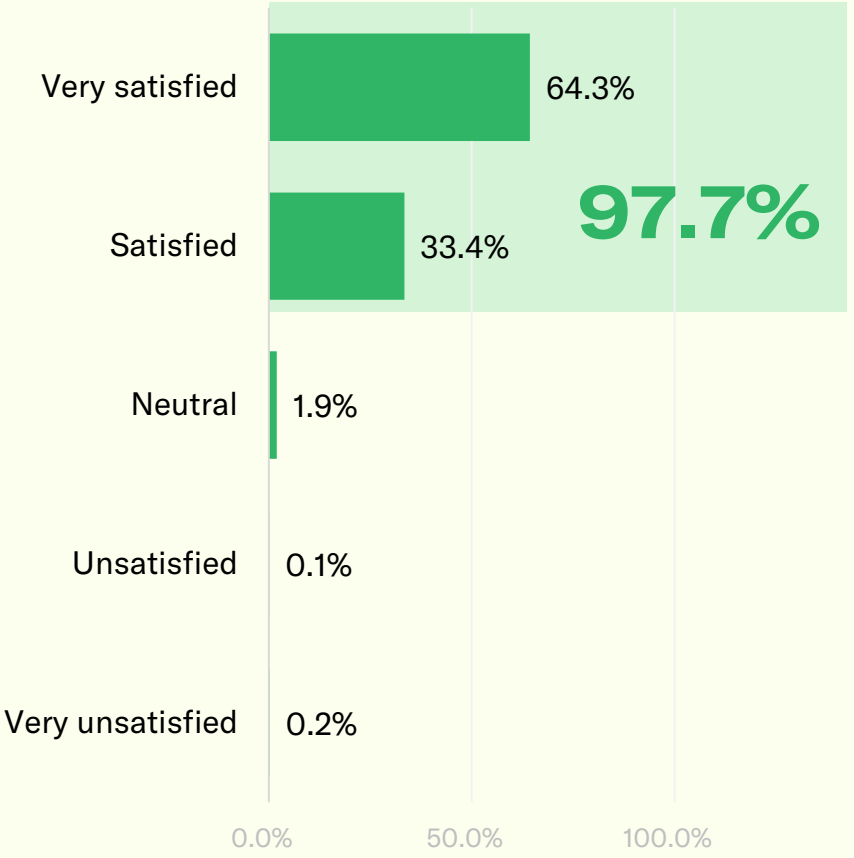
Base: Total respondents (2,737 completed surveys)

# Detailed Findings: Visitor Satisfaction

# Overall trip satisfaction scores are extremely high for Oregon visitors.

Nearly all (97.7%) 2024-2025 visitors to Oregon were satisfied with their overall trip, with nearly two-thirds (64.3%) saying they were very satisfied. Only a small fraction (0.3%) were unsatisfied.

## Overall Trip Satisfaction



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>97.7%</b>	<b>97.1%</b>	<b>98.7%</b>	<b>97.7%</b>	<b>98.2%</b>	<b>98.6%</b>	<b>98.6%</b>
Very satisfied	64.3%	51.2%	68.8%	67.1%	70.0%	66.4%	69.8%
Satisfied	33.4%	45.9%	29.9%	30.5%	28.2%	32.2%	28.8%
Neutral	1.9%	2.9%	1.0%	1.8%	1.4%	1.0%	1.4%
Unsatisfied	0.1%	0.0%	0.0%	0.2%	0.1%	0.1%	0.0%
Very unsatisfied	0.2%	0.0%	0.3%	0.3%	0.3%	0.2%	0.0%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: How satisfied were you with your overall trip in Oregon?

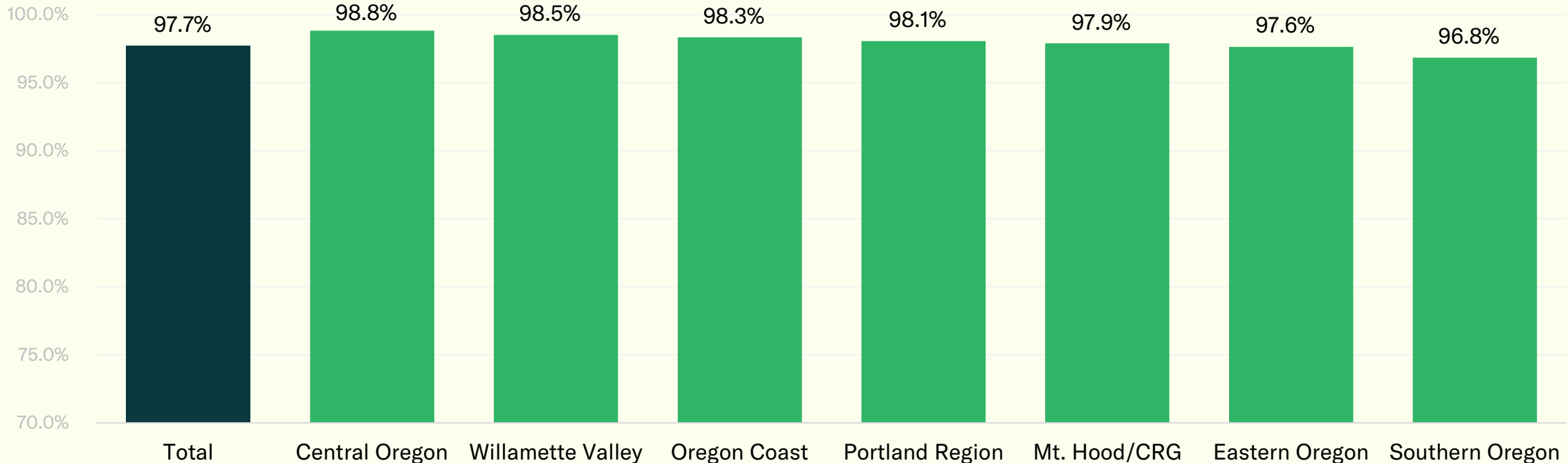
Base: Total respondents (2,737 completed surveys)

# Central Oregon visitors were most satisfied with their trip experience.

When comparing satisfaction levels across different regions visited, 2024-25 visitors whose trip to Oregon included the Central Oregon region had the highest share of those who reported being satisfied or very satisfied with their overall trip experience (98.8%).

## Overall Trip Satisfaction: Statewide vs. Regions

(% Selected "Satisfied" or "Very Satisfied")



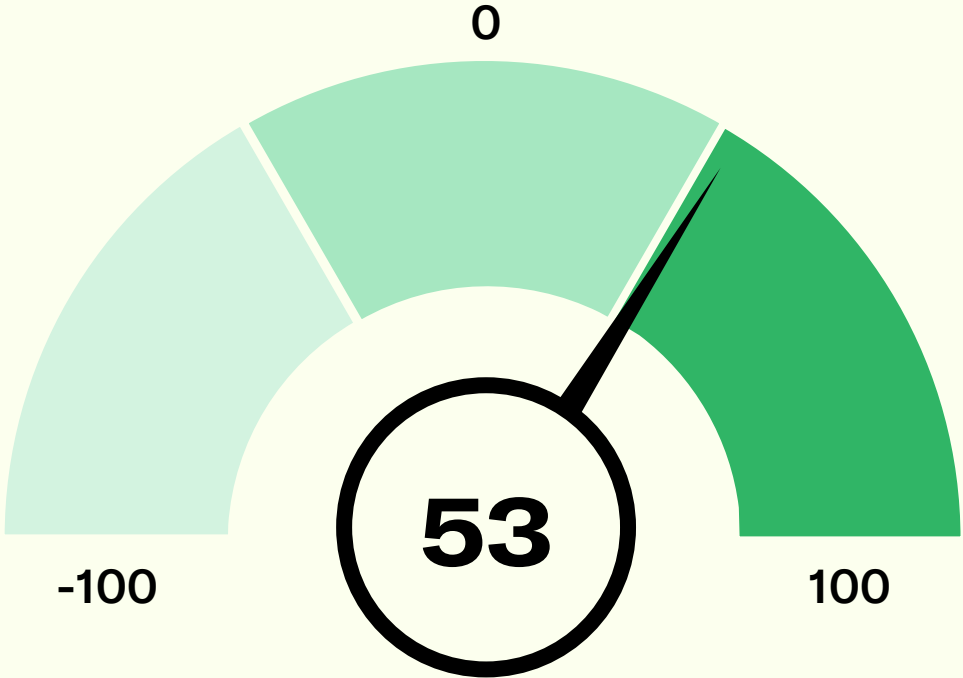
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (2,737 completed surveys)

# Visitors are highly likely to recommend Oregon as a destination.

When subtracting the detractors (visitors who scored a 6 or lower on a 0- to 10-point scale) from the promoters (those who scored a 9 or 10), the likelihood to recommend the state is **53**. For this metric, scores between -100-0 are considered very poor, 1-20 rates as poor, 20-30 classifies as fair, 30-50 good, 50-70 excellent, and 70+ world class.

## Likelihood to Recommend Oregon



## By Segment

- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Likelihood to Recommend Score	53	36	63	55	61	47	60
Base	2,737	500	508	1,725	1,564	2,024	760

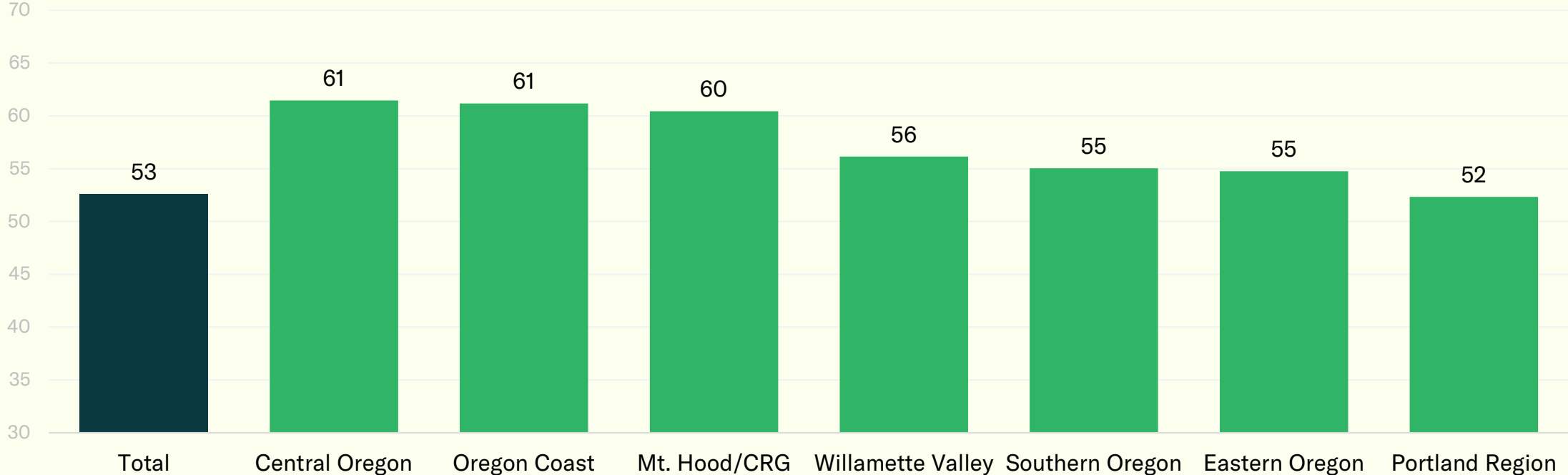
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (2,737 completed surveys)

# Likelihood to recommend was highest for Central Oregon and Oregon Coast visitors.

Comparing the statewide score of 53 to the individual scores for each region, Central Oregon and Oregon Coast have the highest likelihood to recommend at 61, while Mt. Hood/CRG (60), Willamette Valley (56), Southern Oregon (55), and Eastern Oregon (55) over-indexed compared to the statewide score, while the Portland Region (52) was the only region to under-index.

## Likelihood to Recommend Oregon: Statewide vs. Regions



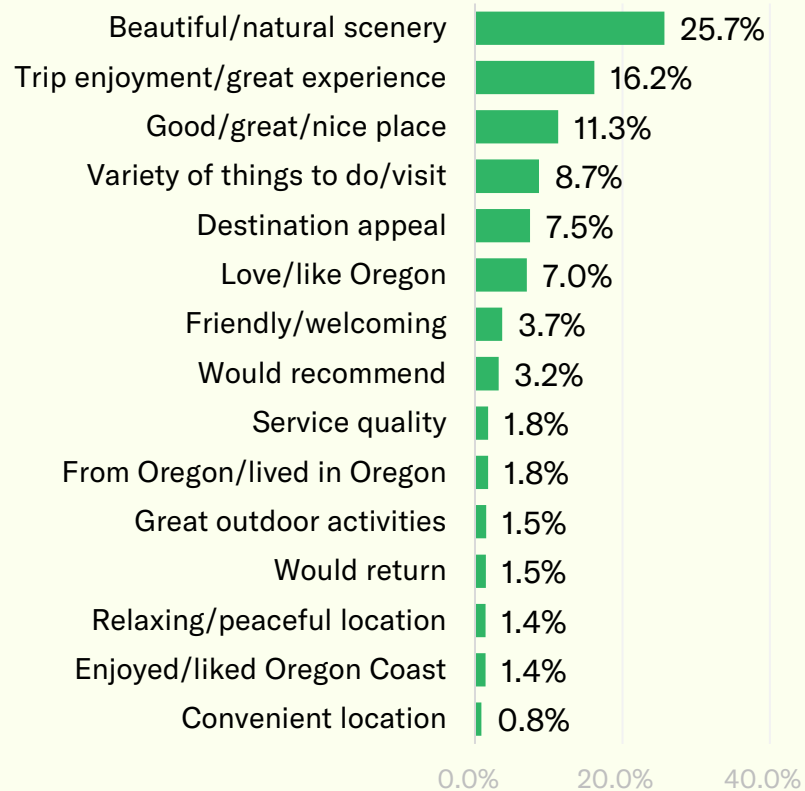
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (2,737 completed surveys)

# One in four promoters of Oregon cited the beautiful natural scenery of the state as their rationale for recommending the destination.

One-fourth (25.7%) 2024-25 Oregon visitors said the beautiful/natural scenery is the reason why they rated their likelihood to recommend Oregon at a 9 or 10, followed by 16.2% who said their rating was a reflection of their great experience. Among the segments, in-state visitors were significantly more likely to recommend the state because of the beautiful/natural scenery (41.3%), but significantly less likely to cite trip enjoyment/great experience (2.0%).

## Top 15 Reasons For Rating Likelihood to Recommend at a 9 or 10 (Unaided)



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Beautiful/natural scenery	25.7%	20.8%	41.3%	21.7%	24.2%	26.4%	21.9%
Trip enjoyment/great experience	16.2%	20.2%	2.0%	19.9%	16.4%	15.8%	19.3%
Good/great/nice place	11.3%	8.8%	5.0%	13.9%	9.3%	11.7%	10.8%
Variety of things to do/visit	8.7%	9.0%	13.2%	7.1%	9.1%	8.8%	10.3%
Destination appeal	7.5%	7.5%	5.7%	8.0%	8.3%	7.6%	8.1%
Love/like Oregon	7.0%	7.3%	7.4%	6.9%	7.3%	6.5%	6.0%
Friendly/welcoming	3.7%	6.6%	2.6%	3.4%	3.2%	3.7%	3.3%
Would recommend	3.2%	3.2%	2.7%	3.3%	3.7%	3.5%	3.4%
Service quality	1.8%	2.8%	0.0%	2.1%	2.3%	1.6%	1.7%
From Oregon/lived in Oregon	1.8%	0.0%	6.2%	0.7%	1.6%	1.2%	1.2%
Great outdoor activities	1.5%	0.4%	3.1%	1.3%	2.0%	1.6%	0.6%
Would return	1.5%	1.7%	0.3%	1.8%	1.4%	1.4%	1.1%
Relaxing/peaceful location	1.4%	1.1%	1.2%	1.6%	2.1%	1.7%	0.3%
Enjoyed/liked Oregon Coast	1.4%	0.8%	4.7%	0.5%	1.4%	1.4%	0.6%
Convenient location	0.8%	0.0%	0.4%	1.2%	0.7%	1.0%	0.6%
<b>Base</b>	<b>888</b>	<b>119</b>	<b>202</b>	<b>567</b>	<b>554</b>	<b>716</b>	<b>253</b>

Question: (Optional) Please explain below why you selected that rating.

Base: Respondents who selected a 9 or 10 for likelihood to recommend Oregon as a place to visit (888 completed surveys)

# Safety and political concerns were the most-mentioned negative reasons why visitors rated their likelihood to recommend at a 6 or lower.

Among the 103 respondents who rated their likelihood to recommend Oregon at a 6 or lower and shared their reasoning, 11.2% said they felt Oregon was a good place, but 8.3% said their rating was due to safety issues, while 8.2% wrote in generic statements about not recommending the state. This was followed by 7.8% who held moderate opinions of Oregon as a destination, 7.5% who cited political reasons, and 7.3% who mentioned homelessness.

## Reasons For Rating Likelihood to Recommend at a 6 or Lower (Unaided)



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Good/great/nice place	11.2%	9.3%	5.9%	13.4%	16.7%	12.6%	7.4%
Safety issues	8.3%	10.5%	0.0%	9.6%	1.8%	9.4%	12.5%
Would not recommend	8.2%	10.5%	11.9%	6.2%	4.9%	10.9%	0.0%
Moderate	7.8%	2.6%	4.0%	10.9%	10.5%	6.6%	7.6%
Political reasons	7.5%	21.7%	0.0%	3.9%	8.1%	7.4%	13.0%
Homelessness	7.3%	0.0%	8.8%	9.8%	6.7%	5.7%	0.0%
Beautiful/natural scenery	6.9%	0.0%	12.6%	8.1%	15.8%	4.5%	9.7%
Did not spend enough time there	6.7%	9.3%	0.0%	7.6%	2.9%	7.2%	9.6%
From Oregon/lived in Oregon	5.7%	0.0%	18.2%	4.6%	2.6%	6.8%	0.0%
Destination appeal	4.1%	5.5%	0.0%	4.6%	1.4%	0.0%	10.9%
Prefer other destinations	2.7%	1.9%	9.4%	1.1%	3.5%	4.0%	2.2%
Rainy weather	2.3%	3.8%	0.0%	2.4%	0.0%	0.0%	0.0%
Would recommend	2.0%	3.2%	0.0%	2.1%	2.9%	1.8%	0.0%
Trip enjoyment/great experience	1.8%	0.0%	4.0%	1.9%	4.1%	2.6%	5.3%
Would return	1.6%	0.0%	0.0%	2.6%	1.8%	2.3%	3.7%
Variety of things to do/visit	1.5%	0.0%	9.4%	0.0%	0.0%	2.3%	0.0%
Service quality	1.5%	0.0%	0.0%	2.5%	0.0%	2.2%	0.0%
Inexpensive	1.5%	6.1%	0.0%	0.0%	0.0%	2.2%	0.0%
Love/like Oregon	1.2%	5.1%	0.0%	0.0%	2.9%	0.0%	0.0%
Enjoyed/liked Oregon Coast	1.1%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%
Cost-related feedback	0.8%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Unfriendly residents	0.8%	0.0%	0.0%	1.3%	0.0%	1.2%	0.0%
<b>Base</b>	<b>103</b>	<b>24</b>	<b>17</b>	<b>62</b>	<b>46</b>	<b>69</b>	<b>23</b>

\*Small sample size

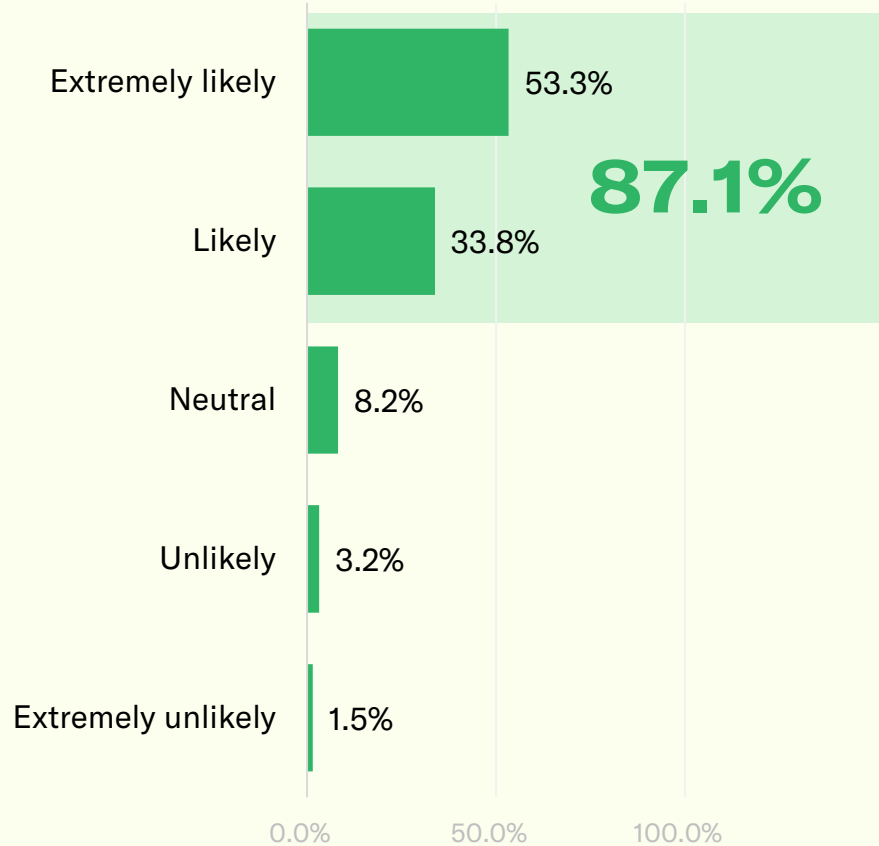
Question: (Optional) Please explain below why you selected that rating.

Base: Respondents who selected a 6 or lower for likelihood to recommend Oregon as a place to visit (103 completed surveys)

# Nearly nine in ten visitors are likely to return to Oregon.

At 87.1%, likelihood to return to Oregon for another trip in the next year is high for overall visitors; more than half (53.3%) said they are extremely likely. For the segments, likelihood to return was highest among in-state visitors (96.3%) and Outdoor Recreation Participants (89.4%), but lowest among Canadian visitors (79.8%).

## Likelihood to Return in the Next 12 Months



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>87.1%</b>	<b>79.8%</b>	<b>96.3%</b>	<b>86.8%</b>	<b>89.4%</b>	<b>87.4%</b>	<b>88.5%</b>
Extremely likely	53.3%	35.5%	78.2%	51.9%	54.5%	53.3%	53.8%
Likely	33.8%	44.4%	18.1%	35.0%	34.9%	34.0%	34.7%
Neutral	8.2%	11.9%	2.4%	8.7%	6.6%	7.9%	7.9%
Unlikely	3.2%	4.7%	0.5%	3.5%	2.9%	3.2%	2.8%
Extremely unlikely	1.5%	3.5%	0.8%	1.0%	1.1%	1.5%	0.9%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: How likely are you to travel to or within Oregon again in the next 12 months?

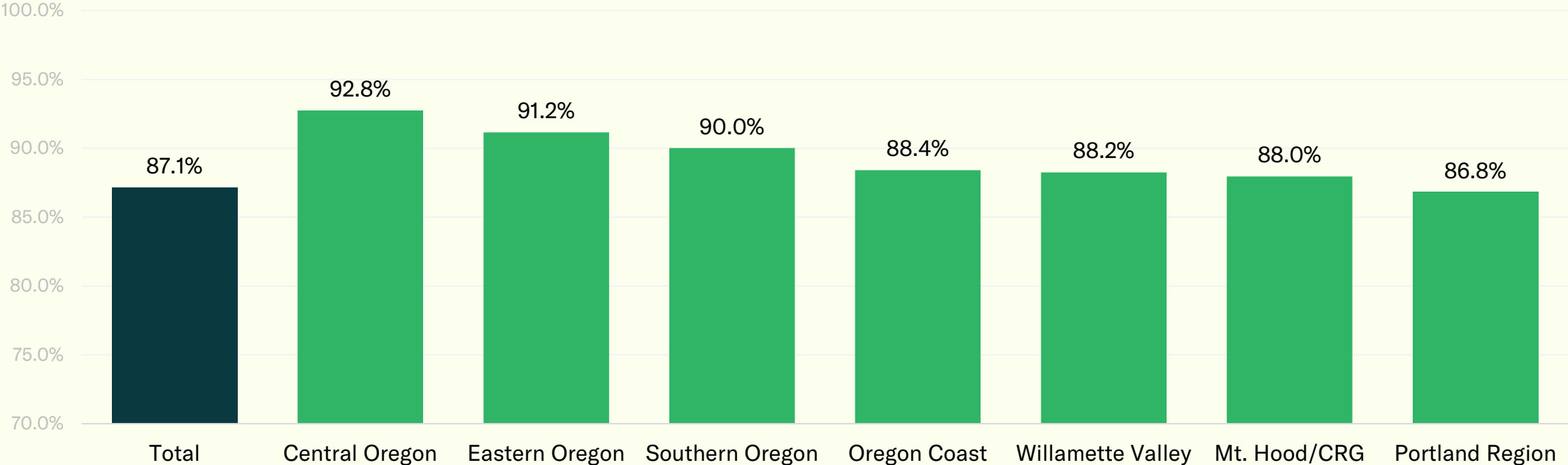
Base: Total respondents (2,737 completed surveys)

# Central Oregon visitors were the most likely to say they are likely to return to Oregon in the next year.

Reflecting likelihood to recommend scores, the Portland Region (86.8%) was the only region to under-index compared to the statewide share of visitors who are likely to return in the next 12 months. Visitors whose trip included Central Oregon are most likely to return (92.8%), followed by Eastern Oregon visitors (91.2%) and Southern Oregon visitors (90.0%).

## Likelihood to Return in the Next 12 Months: Statewide vs. Regions

(% Selected "Likely" or "Extremely Likely")



Question: How likely are you to travel to or within Oregon again in the next 12 months?

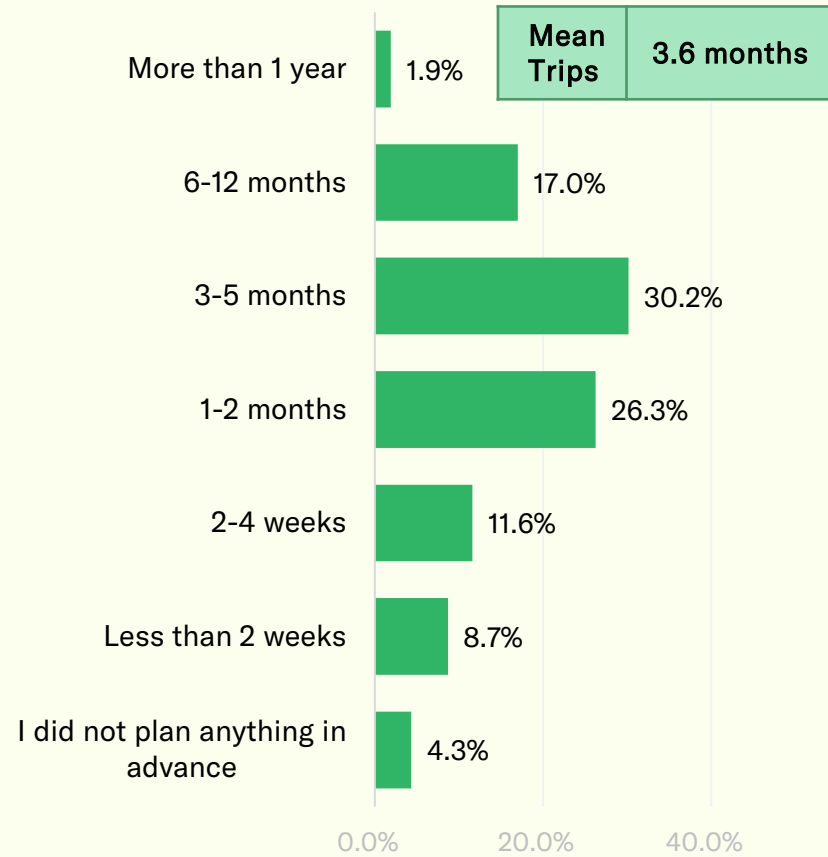
Base: Total respondents (2,737 completed surveys)

# Detailed Findings: Travel Planning & Media

# Roughly half of Oregon visitors planned their trip in under 3 months.

Visitors to Oregon in 2024-2025 planned their trip an average of 3.6 months in advance of their arrival. Among the segments, the longest average windows reported by Out of State and Arts & Culture Participants (both 3.9 months), while in-state visitors had the shortest average booking window of 2.3 months.

## Trip Planning Window



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

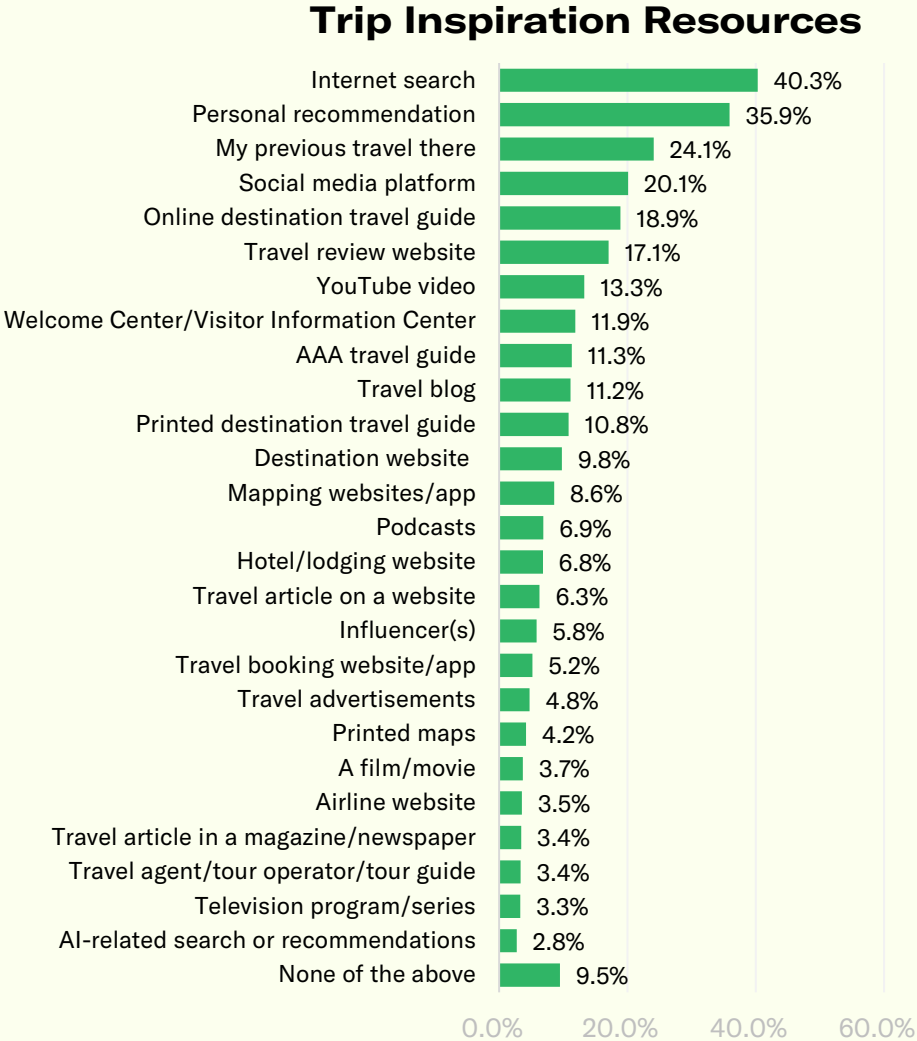
	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
More than 1 year	1.9%	2.5%	1.3%	1.9%	1.9%	1.6%	2.5%
6-12 months	17.0%	17.2%	9.7%	18.9%	18.2%	16.9%	18.5%
3-5 months	30.2%	35.4%	13.8%	32.9%	30.2%	30.7%	35.8%
1-2 months	11.6%	26.8%	17.9%	27.5%	27.4%	27.4%	26.6%
2-4 weeks	26.3%	12.5%	21.4%	9.7%	11.1%	12.0%	10.5%
Less than 2 weeks	8.7%	3.3%	23.8%	6.2%	7.9%	8.2%	4.7%
I did not plan anything in advance	4.3%	2.3%	12.0%	2.9%	3.2%	3.3%	1.4%
<b>Mean (Months)</b>	<b>3.6</b>	<b>3.9</b>	<b>2.4</b>	<b>3.9</b>	<b>3.7</b>	<b>3.6</b>	<b>3.9</b>
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: How far in advance did you begin planning this Oregon trip? Select the response that best completes this statement: I planned this trip \_\_\_\_\_ before I arrived.

Base: Total respondents (2,614 completed surveys).

# A mix of online sources and personal connections top the list of inspiration sources for visitors' trips to Oregon.

Online search (40.3%) and personal recommendations (35.9%) were by far the most reported sources that inspired visitors to travel to Oregon. About one in four (24.1%) said they drew inspiration from a previous trip, while one in five (20.1%) cited social media.



Question: Which of the following information sources INSPIRED YOU to take a trip to Oregon?

Base: Total respondents (2,737 completed surveys)

# Outdoor Recreation and Arts & Culture Participants were more likely to draw inspiration from a wider range of sources.

## Trip Inspiration Resources by Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Internet search	40.3%	42.2%	22.5%	44.6%	49.4%	42.9%	51.7%
Personal recommendation	35.9%	36.5%	44.3%	33.6%	39.0%	41.0%	39.2%
My previous travel there	24.1%	18.3%	43.8%	20.5%	25.9%	27.2%	23.2%
Social media platform	20.1%	21.3%	9.8%	22.4%	24.0%	21.9%	26.4%
Online destination travel guide	18.9%	21.8%	6.6%	21.4%	21.0%	18.8%	26.6%
Travel review website	17.1%	21.3%	3.9%	19.2%	18.5%	17.6%	24.3%
YouTube video	13.3%	13.6%	3.4%	15.7%	15.3%	13.8%	16.4%
Welcome Center/Visitor Information Center	11.9%	13.4%	4.7%	13.3%	11.6%	10.9%	16.0%
AAA travel guide	11.3%	12.7%	3.2%	13.0%	11.5%	11.0%	15.0%
Travel blog	11.2%	14.1%	3.0%	12.3%	12.0%	11.2%	14.6%
Printed destination travel guide	10.8%	15.5%	4.2%	11.3%	11.9%	10.0%	16.2%
Destination website	9.8%	11.2%	5.3%	10.6%	11.2%	10.3%	14.6%
Mapping websites/app	8.6%	9.2%	6.6%	8.9%	9.0%	9.2%	11.2%
Podcasts	6.9%	8.1%	1.6%	7.9%	8.0%	6.8%	8.2%
Hotel/lodging website	6.8%	6.8%	5.3%	7.2%	7.7%	8.0%	8.7%
Travel article on a website	6.3%	8.1%	2.0%	6.9%	7.6%	7.1%	7.3%
Influencer(s)	5.8%	7.9%	2.8%	6.0%	6.2%	5.8%	8.8%
Travel booking website/app	5.2%	6.8%	2.3%	5.4%	5.5%	5.4%	7.2%
Travel advertisements	4.8%	4.7%	1.9%	5.6%	5.4%	5.4%	7.5%
Printed maps	4.2%	4.6%	2.5%	4.6%	4.7%	4.1%	4.7%
A film/movie	3.7%	4.9%	2.1%	3.8%	4.2%	4.0%	5.7%
Airline website	3.5%	5.2%	0.5%	3.8%	3.6%	3.8%	4.8%
Travel article in a magazine/newspaper	3.4%	4.2%	1.7%	3.7%	3.1%	3.5%	5.0%
Travel agent/tour operator/tour guide	3.4%	3.3%	0.6%	4.1%	3.9%	3.5%	4.3%
Television program/series	3.3%	3.4%	0.5%	3.9%	3.8%	3.1%	4.9%
AI-related search or recommendations	2.8%	2.9%	0.2%	3.4%	3.2%	2.9%	3.9%
None of the above	9.5%	5.8%	19.3%	8.0%	5.1%	7.7%	3.9%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: Which of the following information sources INSPIRED YOU to take a trip to Oregon?

Base: Total respondents (2,737 completed surveys)

# The largest share of visitors used online search to plan their trip.

When it comes to their top resources for planning their 2024-2025 trip to Oregon, online search (50.2%) was by far the most-selected resource. This was followed much more distantly by personal recommendation (27.9%), while just under one in five said they planned their trip using an online destination travel guide (19.2%), a welcome or visitor information center (18.0%), and/or their previous travel to Oregon (17.5%).



Question: Which of the following information sources did you use TO PLAN this Oregon trip?

Base: Total respondents (2,737 completed surveys)

# Arts & Culture Participants are most likely to use destination resources such as the online guide or a welcome center.

## Trip Planning Resources by Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Internet search	50.2%	48.7%	45.7%	52.0%	59.2%	55.4%	55.6%
Friend or family or coworker recommendation	27.9%	27.4%	31.1%	27.2%	30.2%	32.1%	30.5%
Online destination travel guide	19.2%	22.1%	6.8%	21.7%	21.6%	19.4%	29.1%
Travel review website	18.0%	22.9%	7.5%	19.3%	18.8%	18.2%	24.9%
My previous travel there	17.5%	13.3%	28.3%	15.8%	18.0%	19.6%	20.3%
Mapping websites/app	11.8%	12.3%	12.4%	11.5%	11.9%	12.9%	13.7%
Welcome Center/Visitor Information Center	11.1%	12.1%	4.0%	12.5%	11.1%	10.3%	14.6%
AAA travel guide (online or printed)	10.9%	10.0%	3.6%	13.1%	10.4%	10.6%	13.8%
Hotel/lodging website	10.9%	8.0%	14.0%	11.0%	11.4%	12.9%	12.6%
Social media platform	10.9%	10.4%	7.5%	12.0%	13.1%	11.5%	15.5%
YouTube video	10.6%	13.8%	3.7%	11.5%	12.8%	11.3%	13.1%
Travel blog	9.4%	11.5%	1.9%	10.8%	10.8%	9.3%	14.2%
Printed destination travel guide	9.1%	11.3%	3.0%	10.1%	9.9%	8.7%	13.9%
Travel booking website/app	9.0%	11.5%	4.9%	9.3%	9.8%	10.0%	11.2%
Destination website	9.0%	9.4%	2.9%	10.5%	9.9%	9.7%	12.7%
Podcasts	7.2%	8.5%	2.1%	8.2%	7.9%	6.2%	9.4%
Social media platform	6.8%	10.0%	0.7%	7.6%	7.7%	7.1%	8.9%
Airline website	6.1%	6.4%	0.7%	7.3%	6.8%	6.3%	7.5%
Travel article on a website	5.8%	8.0%	2.1%	6.0%	7.0%	6.2%	7.0%
Influencer(s)	4.7%	7.3%	2.9%	4.5%	5.3%	4.7%	7.0%
Printed maps	4.6%	5.1%	2.9%	4.9%	5.1%	4.9%	6.2%
Travel Advertisements	3.9%	4.7%	1.7%	4.3%	4.7%	4.4%	5.8%
Travel agent/tour operator/tour guide	3.9%	4.3%	0.9%	4.6%	4.3%	4.2%	6.2%
AI-Related Search or Recommendations	3.4%	3.5%	1.4%	3.9%	4.4%	3.4%	4.8%
Television program/series	3.2%	4.3%	1.1%	3.4%	4.0%	3.2%	3.7%
Travel article in a magazine/newspaper	3.1%	4.3%	0.9%	3.3%	3.2%	3.4%	5.7%
A film/movie	2.1%	2.7%	0.9%	2.2%	2.2%	2.1%	4.1%
None of the above	9.8%	7.3%	21.2%	7.4%	6.6%	7.6%	4.0%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

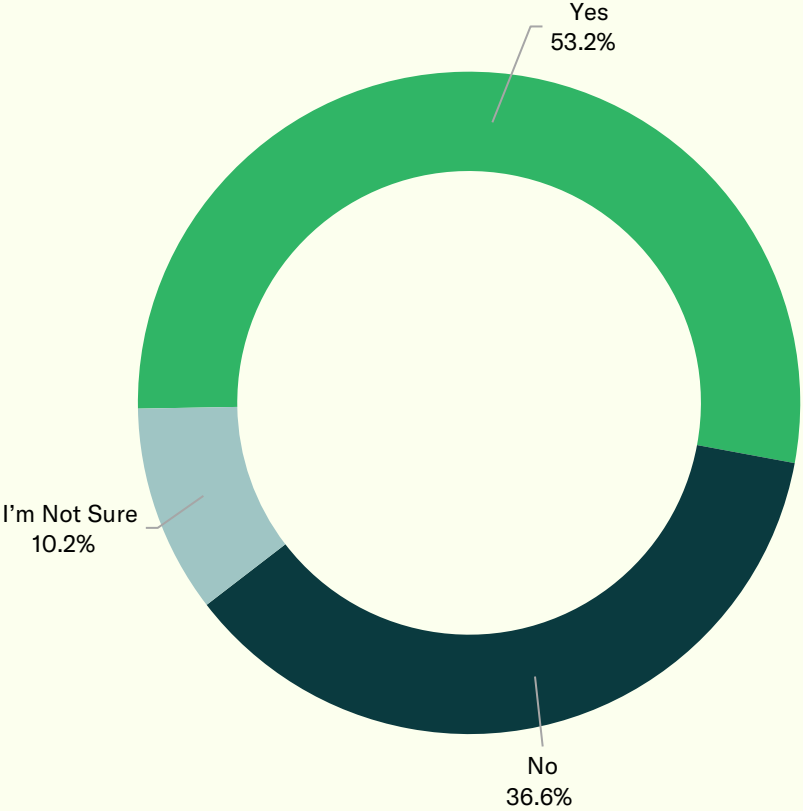
Question: Which of the following information sources did you use TO PLAN this Oregon trip?

Base: Total respondents (2,737 completed surveys)

# Just over half of visitors recall seeing travel ads about Oregon.

A small majority (53.2%) of 2024-2025 visitors to Oregon recalled seeing travel ads to Oregon in the past 12 months. Unaided ad recall was highest among Arts & Culture Participants (62.9%), followed by in-state visitors (58.0%) and Outdoor Recreation Participants (55.6%).

## Unaided Ad Recall



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	53.2%	53.8%	58.0%	51.6%	55.6%	51.8%	62.9%
No	36.6%	38.3%	25.7%	39.2%	34.5%	37.0%	28.8%
I'm Not Sure	10.2%	8.0%	16.4%	9.2%	9.9%	11.2%	8.3%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

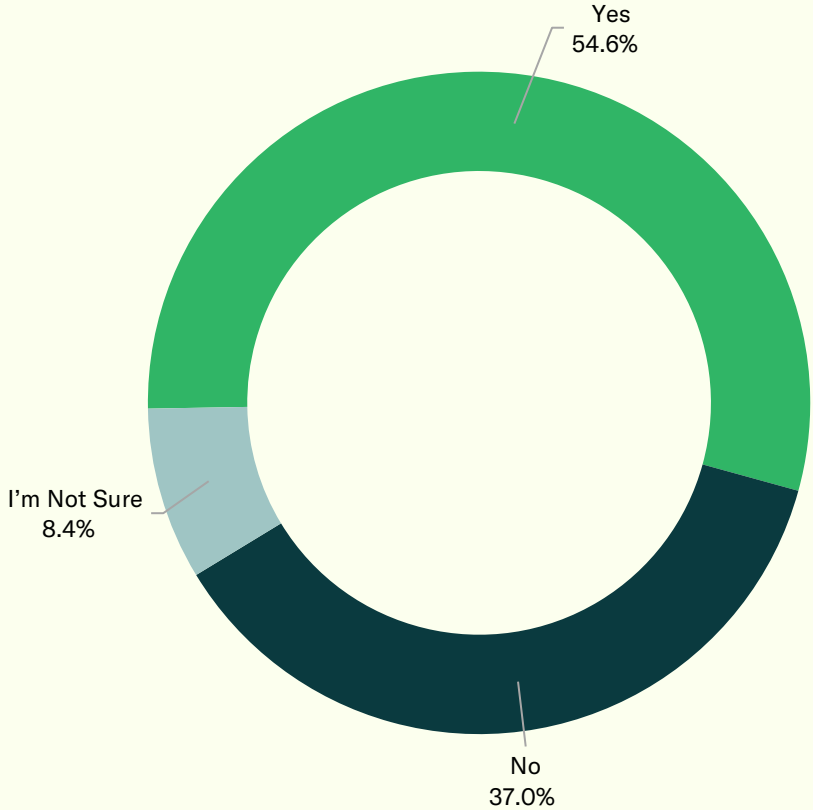
Question: In the past TWELVE (12) MONTHS do you recall having seen any travel advertisements about Oregon?

Base: Total respondents (2,737 completed surveys)

# A similar share of visitors reported earned media recall for Oregon.

When asked whether they remember seeing any travel-related articles, videos, or podcasts about Oregon, again recall tracked at just over half (54.6%) of visitors. As with ad recall, earned media recall was highest for Arts & Culture Participants (63.0%) and Outdoor Recreation Participants (58.4%).

## Earned Media Recall



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

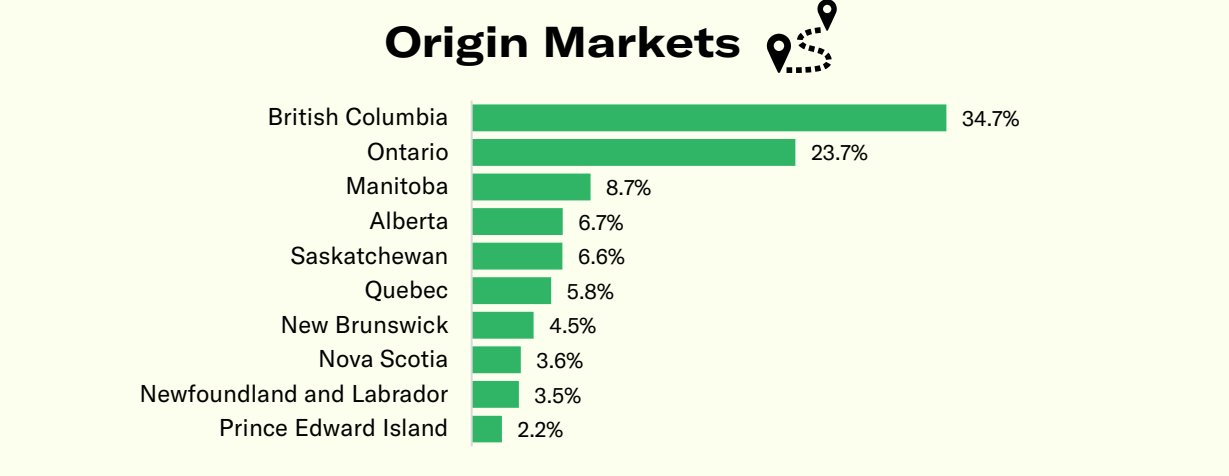
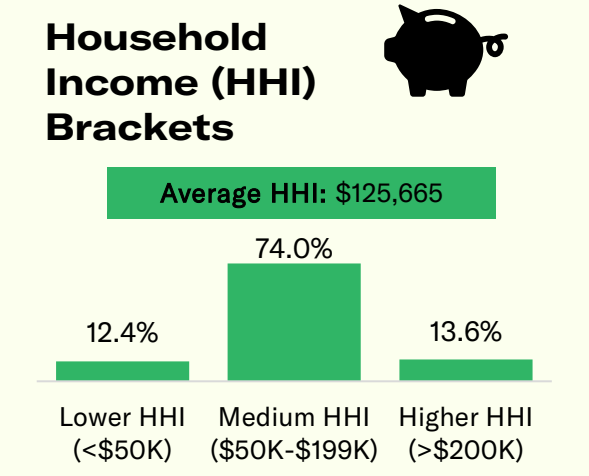
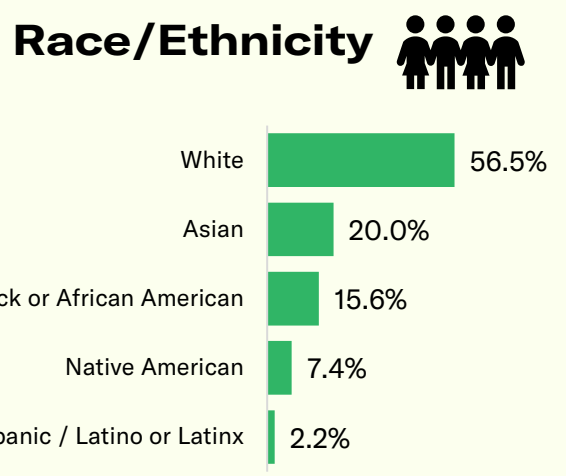
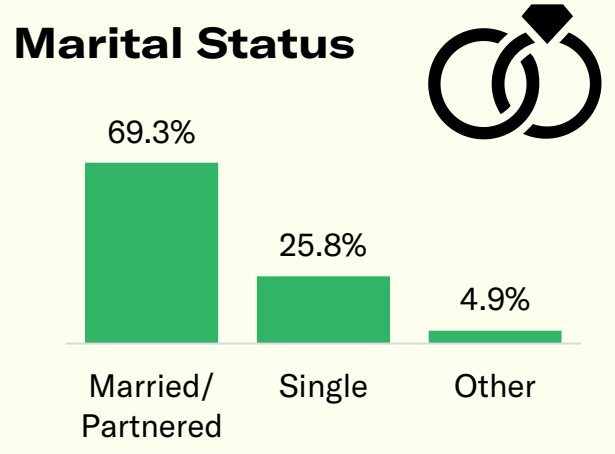
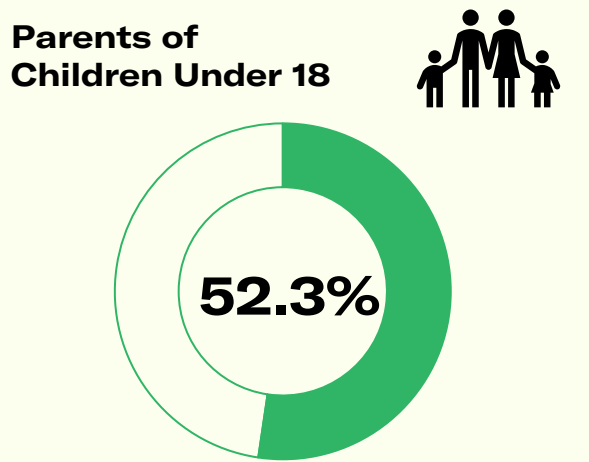
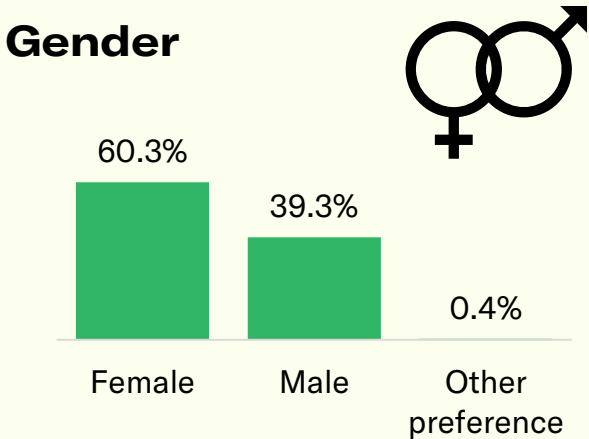
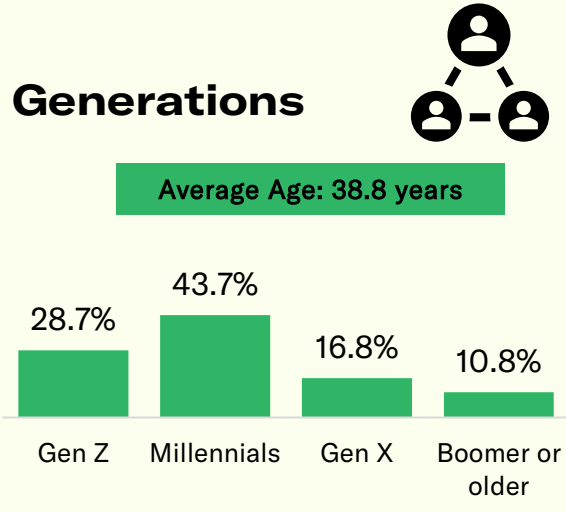
	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	54.6%	57.0%	58.6%	52.6%	58.4%	53.4%	63.0%
No	37.0%	36.9%	28.9%	39.4%	33.3%	36.9%	30.5%
I'm Not Sure	8.4%	6.1%	12.5%	8.0%	8.3%	9.6%	6.5%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: In the past TWELVE (12) MONTHS do you recall having seen or heard any travel-related articles (in magazines, newspapers or online), videos (on TV or online) and/or podcasts about Oregon?

Base: Total respondents (2,737 completed surveys)

# Appendix I: Survey Respondent Demographics

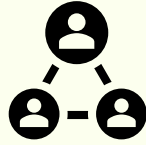
# Demographic Snapshot



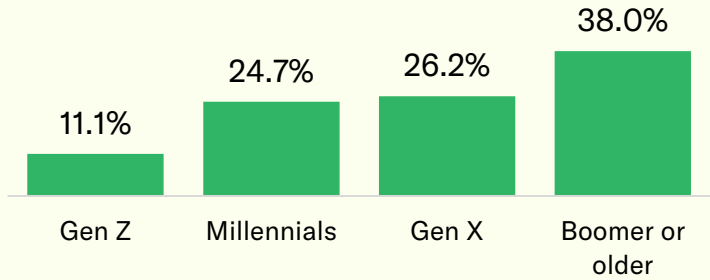
# Demographic Snapshot

In State

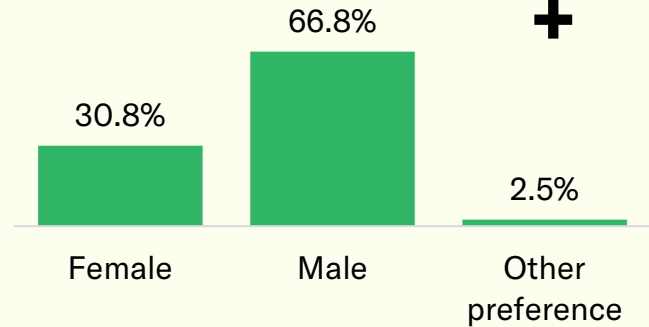
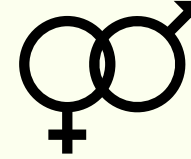
## Generations



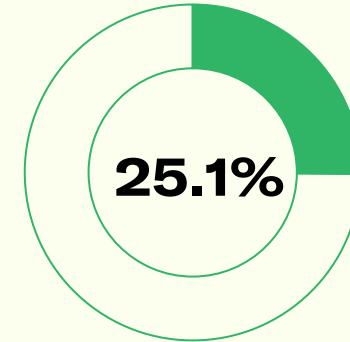
Average Age: 51.6 years



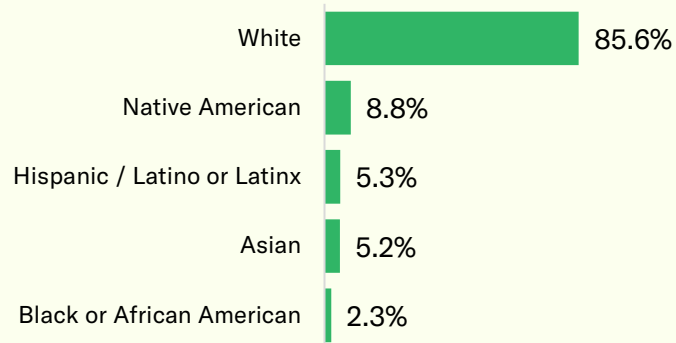
## Gender



## Parents of Children Under 18



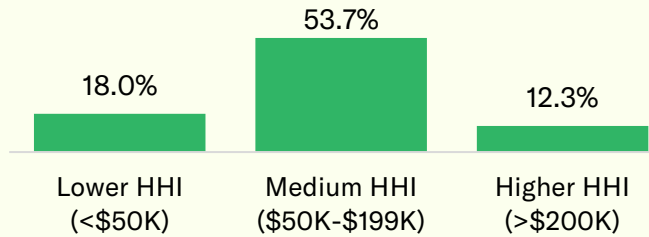
## Race/Ethnicity



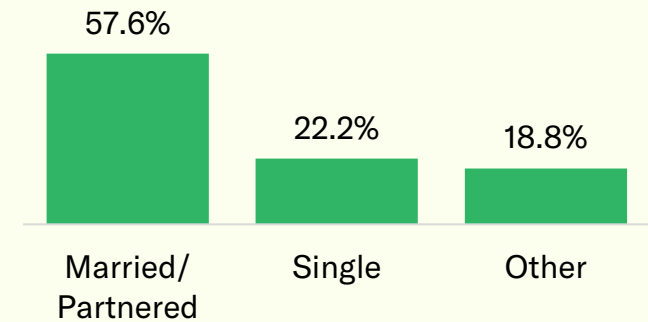
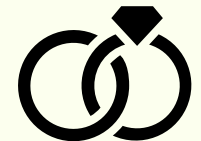
## Household Income (HHI) Brackets



Average HHI: \$78,826



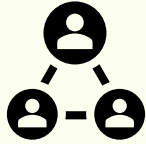
## Marital Status



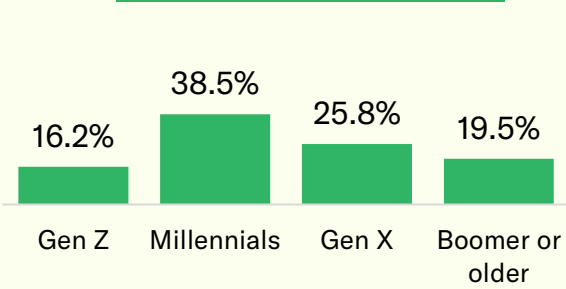
# Demographic Snapshot

**Out of State**

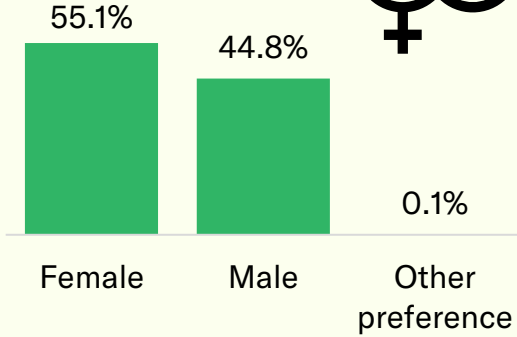
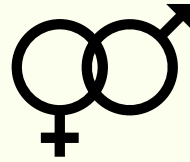
## Generations



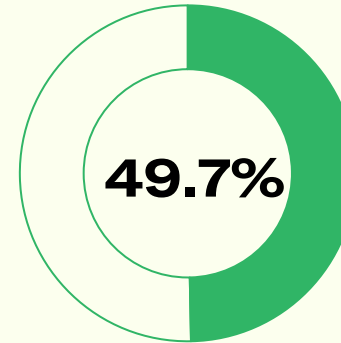
**Average Age: 44.5 years**



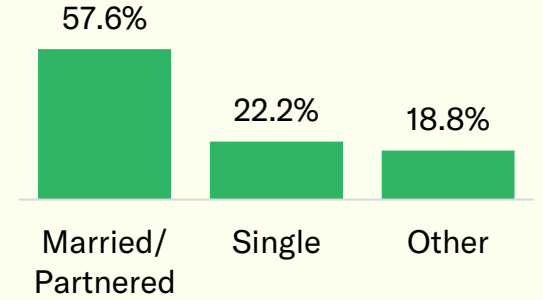
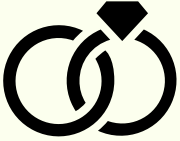
## Gender



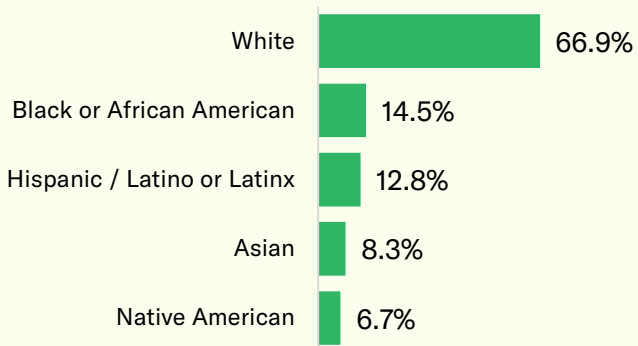
## Parents of Children Under 18



## Marital Status



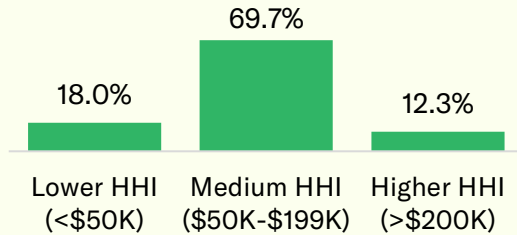
## Race/Ethnicity



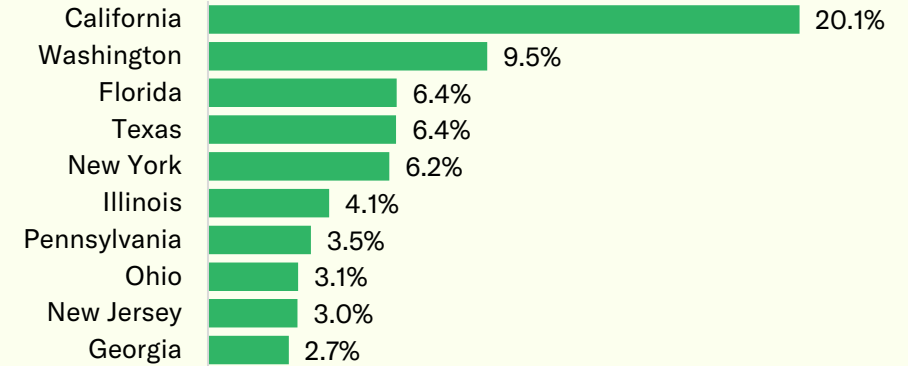
## Household Income (HHI) Brackets



**Average HHI: \$113,740**

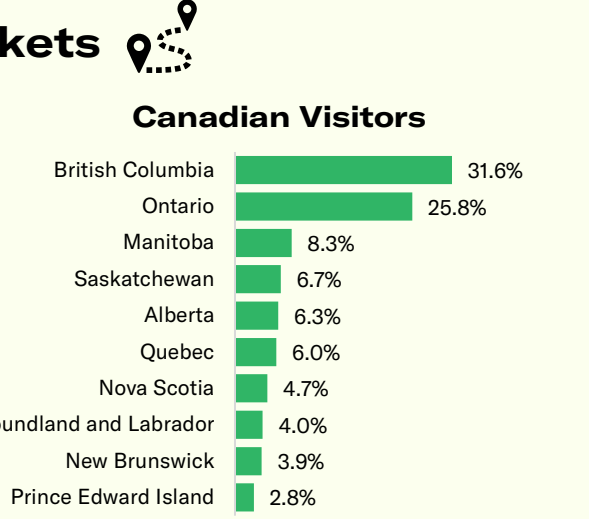
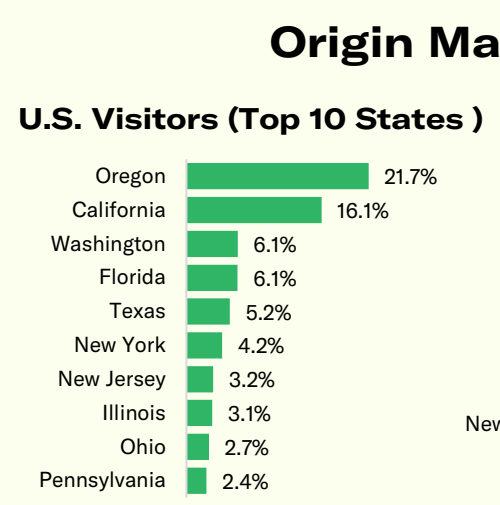
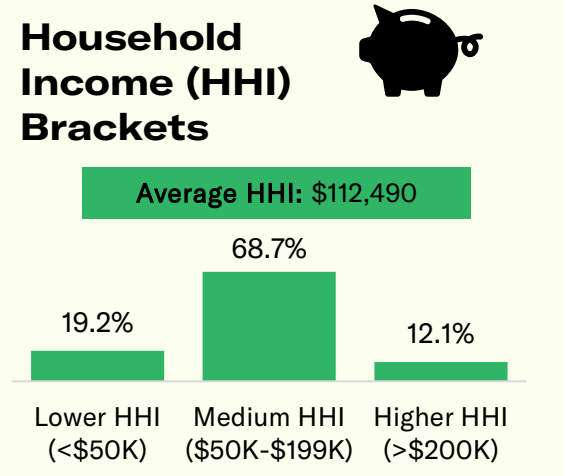
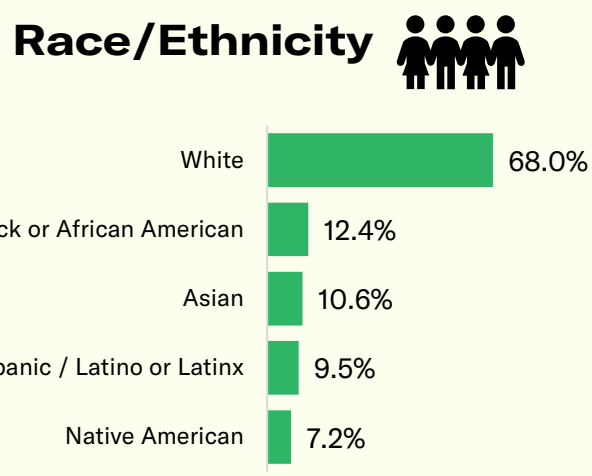
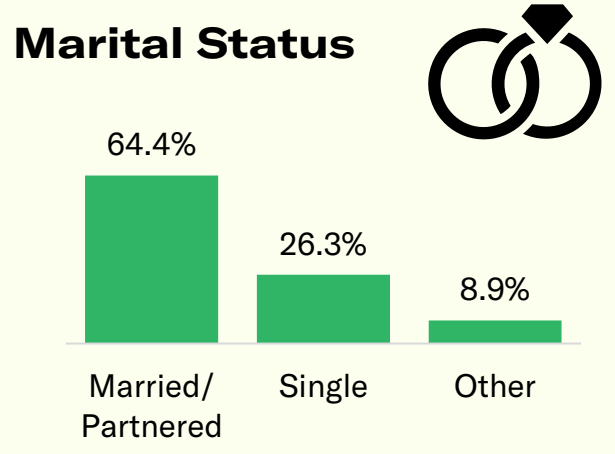
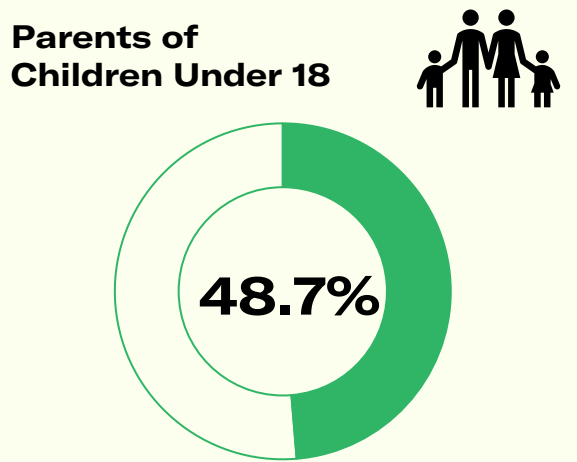
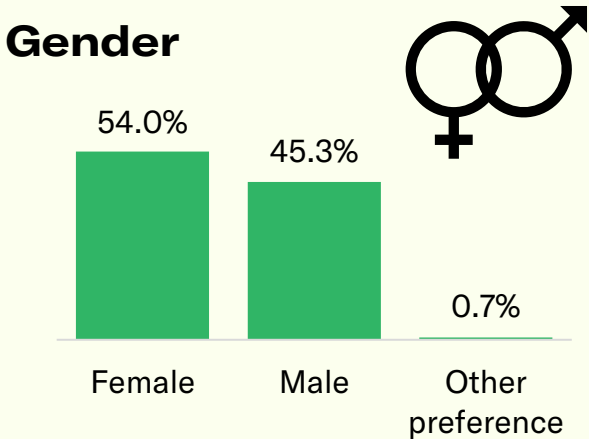
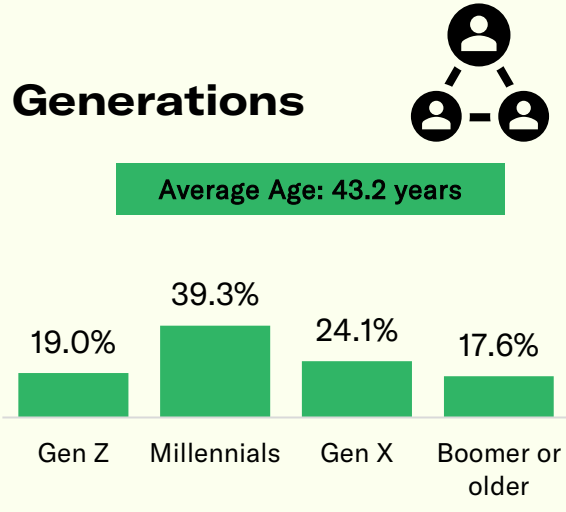


## Top 10 Origin States



# Demographic Snapshot

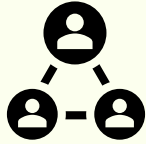
## Outdoor Recreation Participants



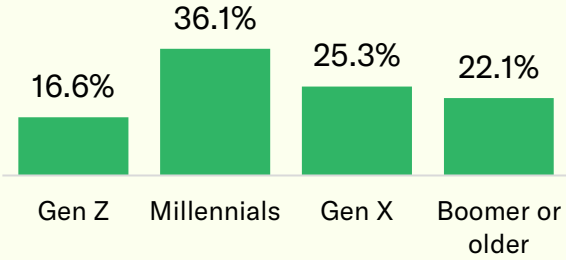
# Demographic Snapshot

## Food & Drink Participants

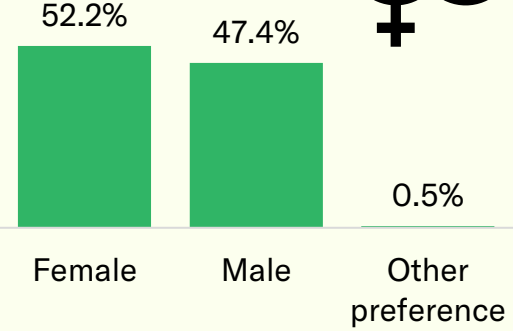
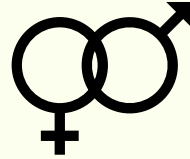
### Generations



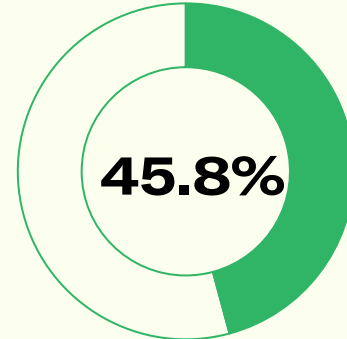
Average Age: 45.4 years



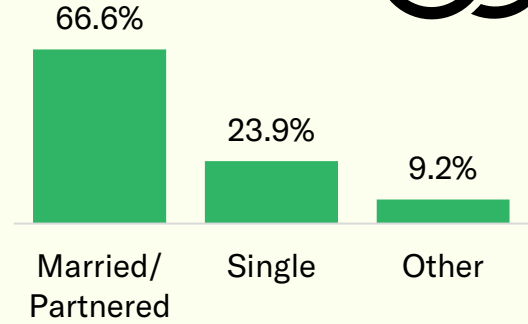
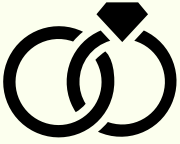
### Gender



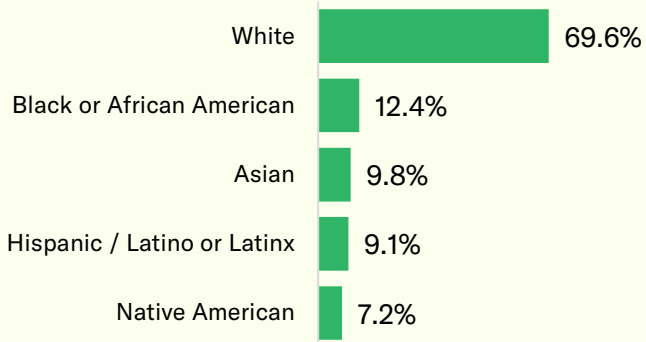
### Parents of Children Under 18



### Marital Status



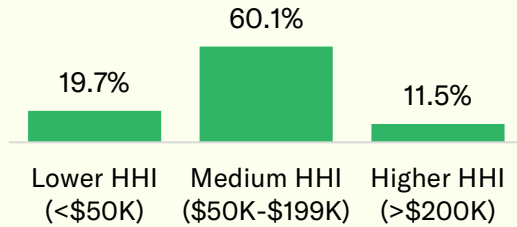
### Race/Ethnicity



### Household Income (HHI) Brackets



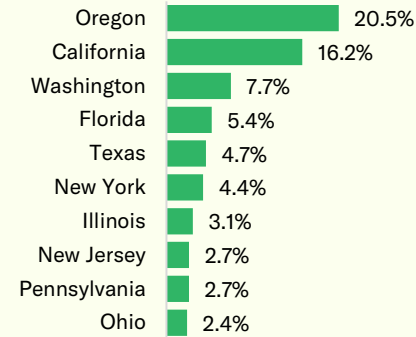
Average HHI: \$111,652



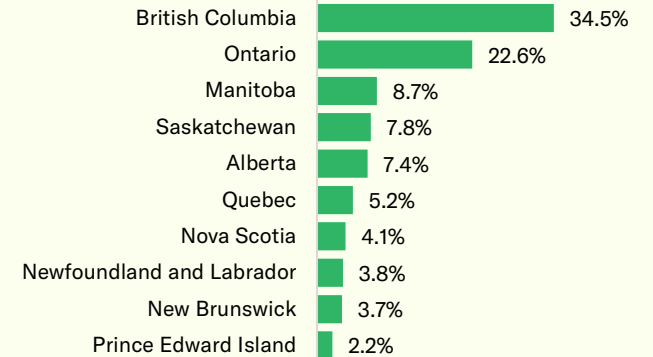
### Origin Markets



#### U.S. Visitors (Top 10 States)



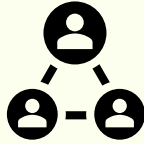
#### Canadian Visitors



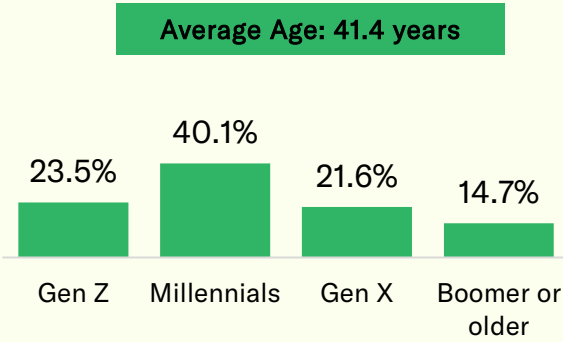
# Demographic Snapshot

## Arts & Culture Participants

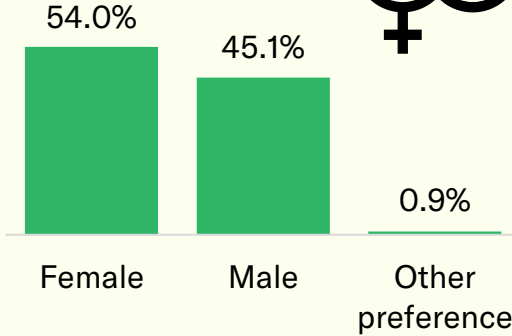
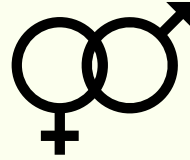
### Generations



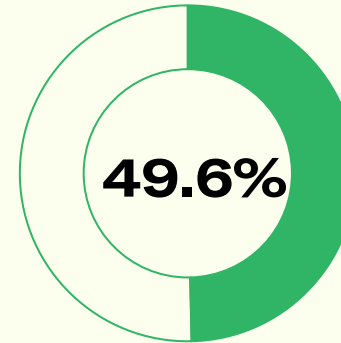
Average Age: 41.4 years



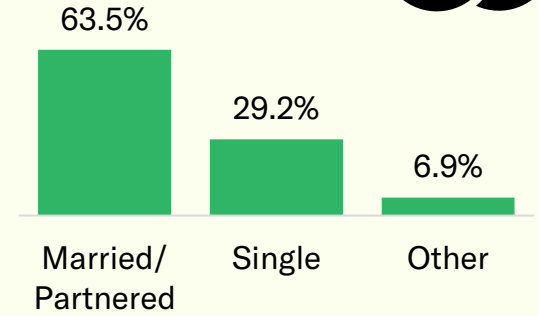
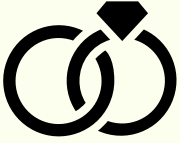
### Gender



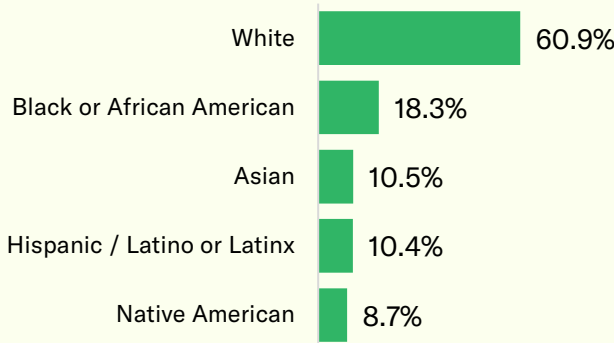
### Parents of Children Under 18



### Marital Status



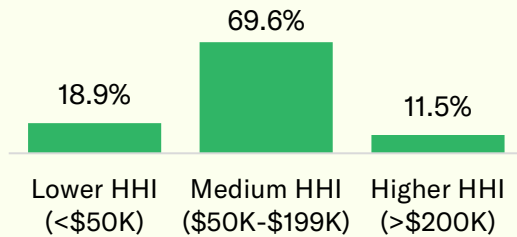
### Race/Ethnicity



### Household Income (HHI) Brackets



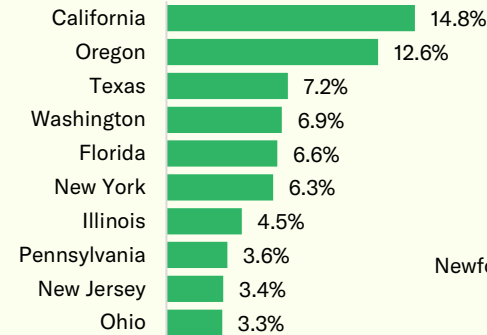
Average HHI: \$114,659



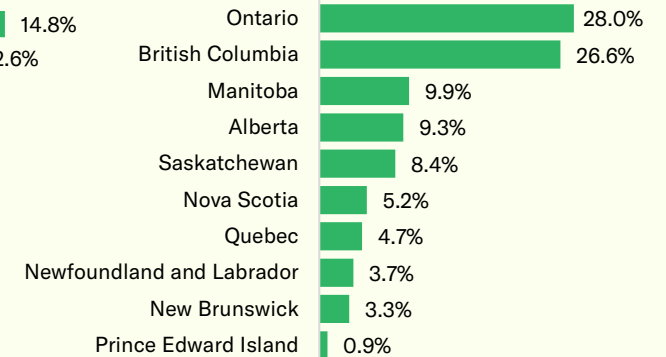
### Origin Markets



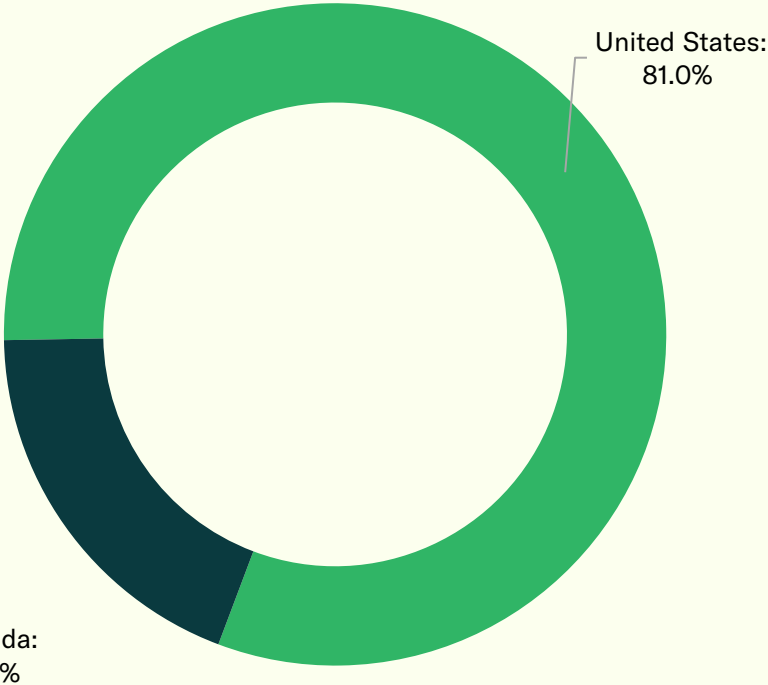
#### U.S. Visitors (Top 10 States)



#### Canadian Visitors



# Survey Respondent Demographics: Origin Country



### By Segment

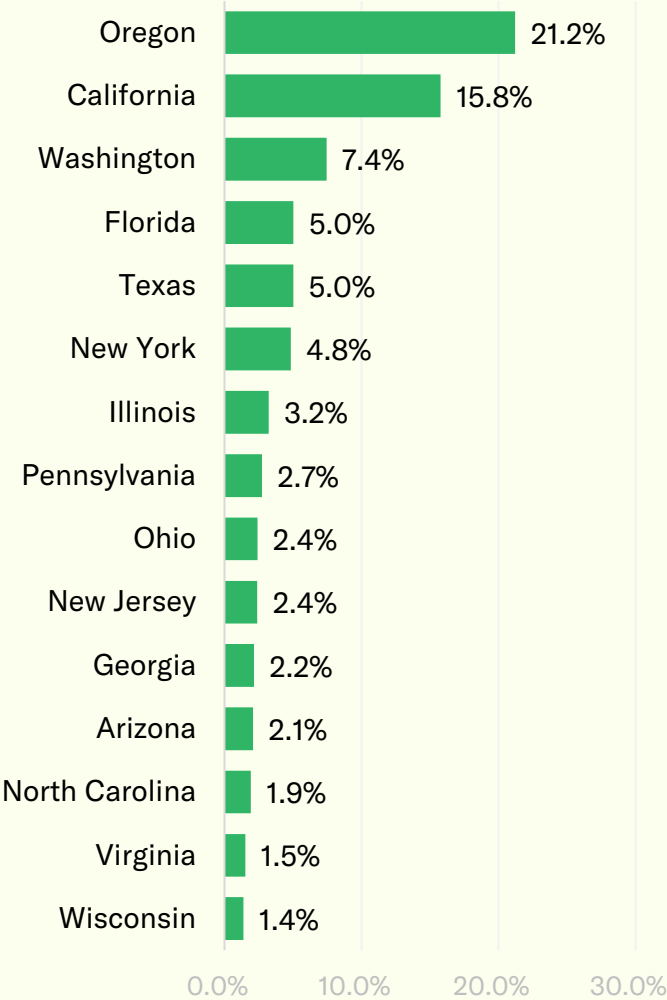
- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
United States	81.0%	82.2%	81.5%	77.4%
Canada	19.0%	17.8%	18.5%	22.6%
<b>Base</b>	<b>2,737</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: In what country do you currently reside?

Base: Total respondents (2,737 completed surveys)

# Survey Respondent Demographics: Origin Markets



### By Segment

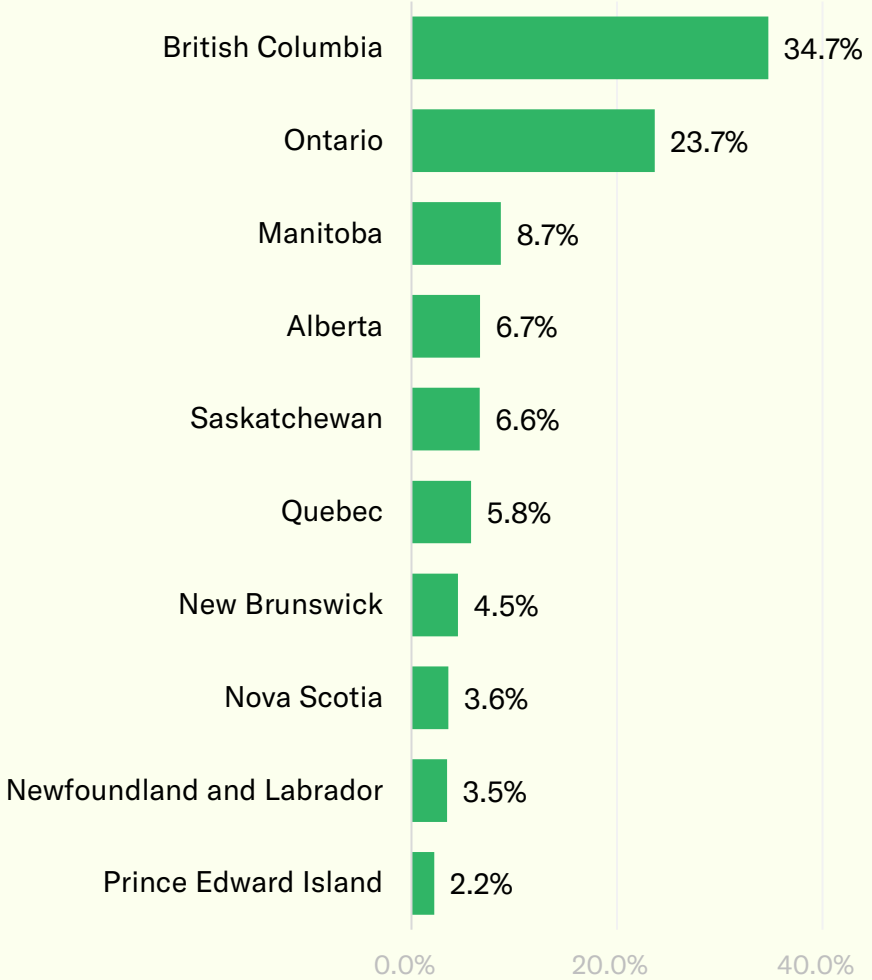
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Oregon	21.2%	21.7%	20.5%	12.6%
California	15.8%	16.1%	16.2%	14.8%
Washington	7.4%	6.1%	7.7%	6.9%
Florida	5.0%	6.1%	5.4%	6.6%
Texas	5.0%	5.2%	4.7%	7.2%
New York	4.8%	4.2%	4.4%	6.3%
Illinois	3.2%	3.1%	3.1%	4.5%
Pennsylvania	2.7%	2.4%	2.7%	3.6%
Ohio	2.4%	2.7%	2.4%	3.3%
New Jersey	2.4%	3.2%	2.7%	3.4%
Georgia	2.2%	1.9%	2.0%	1.8%
Arizona	2.1%	1.9%	2.2%	1.5%
North Carolina	1.9%	1.9%	2.1%	3.0%
Virginia	1.5%	1.3%	1.4%	2.4%
Wisconsin	1.4%	1.5%	1.5%	0.3%
<b>Base</b>	<b>2,737</b>	<b>1,293</b>	<b>1,670</b>	<b>595</b>

Question: In which state do you currently reside?

Base: U.S. respondents (2,237 completed surveys).

# Survey Respondent Demographics: Origin Provinces



### By Segment

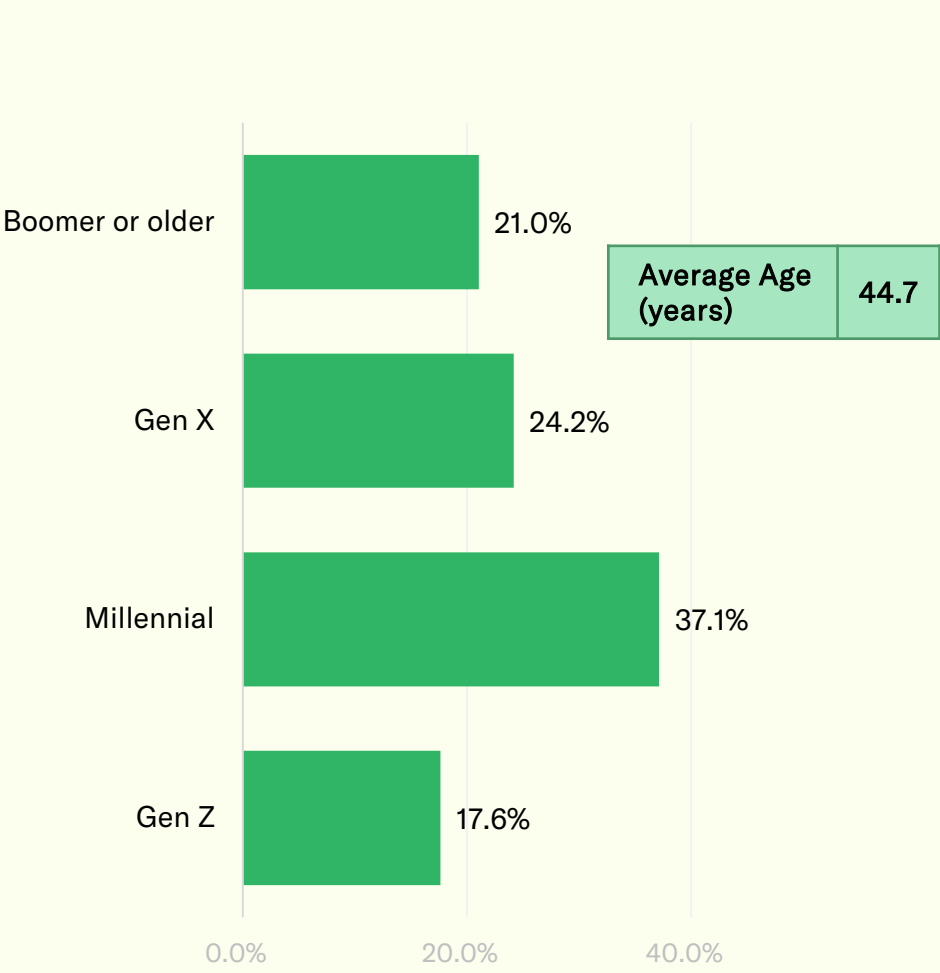
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Canadian Visitors	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
British Columbia	34.7%	31.6%	34.5%	26.6%
Ontario	23.7%	25.8%	22.6%	28.0%
Manitoba	8.7%	8.3%	8.7%	9.9%
Alberta	6.7%	6.3%	7.4%	9.3%
Saskatchewan	6.6%	6.7%	7.8%	8.4%
Quebec	5.8%	6.0%	5.2%	4.7%
New Brunswick	4.5%	3.9%	3.7%	3.3%
Nova Scotia	3.6%	4.7%	4.1%	5.2%
Newfoundland and Labrador	3.5%	4.0%	3.8%	3.7%
Prince Edward Island	2.2%	2.8%	2.2%	0.9%
<b>Base</b>	<b>500</b>	<b>271</b>	<b>354</b>	<b>165</b>

Question: In which province do you currently reside?

Base: Canadian respondents (500 completed surveys).

# Survey Respondent Demographics: Age/Generation



### By Segment

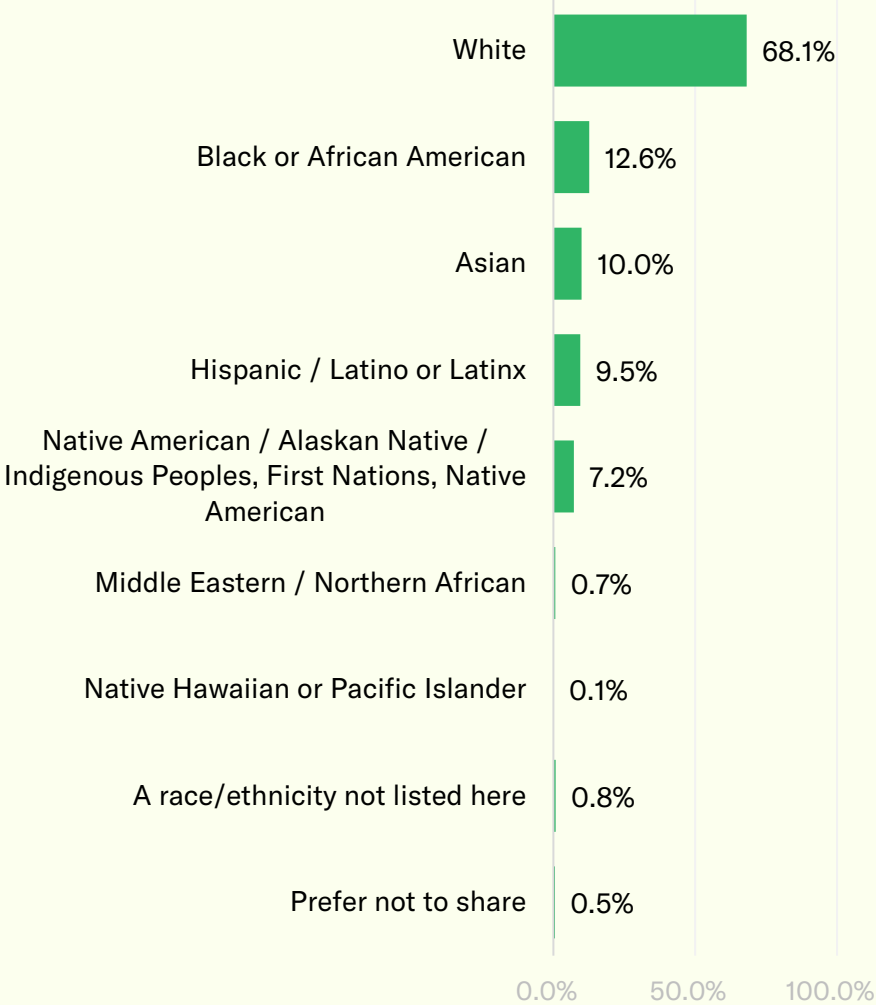
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Boomer or older	21.0%	10.8%	38.0%	19.5%	17.6%	22.1%	14.7%
Gen X	24.2%	16.8%	26.2%	25.8%	24.1%	25.3%	21.6%
Millennial	37.1%	43.7%	24.7%	38.5%	39.3%	36.1%	40.1%
Gen Z	17.6%	28.7%	11.1%	16.2%	19.0%	16.6%	23.5%
<b>Mean</b>	<b>44.7</b>	<b>38.8</b>	<b>51.6</b>	<b>44.5</b>	<b>43.2</b>	<b>45.4</b>	<b>41.4</b>
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: In what year were you born?  
 Base: Total respondents (2,737 completed surveys)

# Survey Respondent Demographics: Ethnicity

**Note:** As part of the 2025 visitor profile research design, certain race/ethnicity groups were oversampled as part of the data collection process. Specifically, the methodology incorporated an oversample of Black, Native American, and LGBTQ+ visitor respondents.



## By Segment

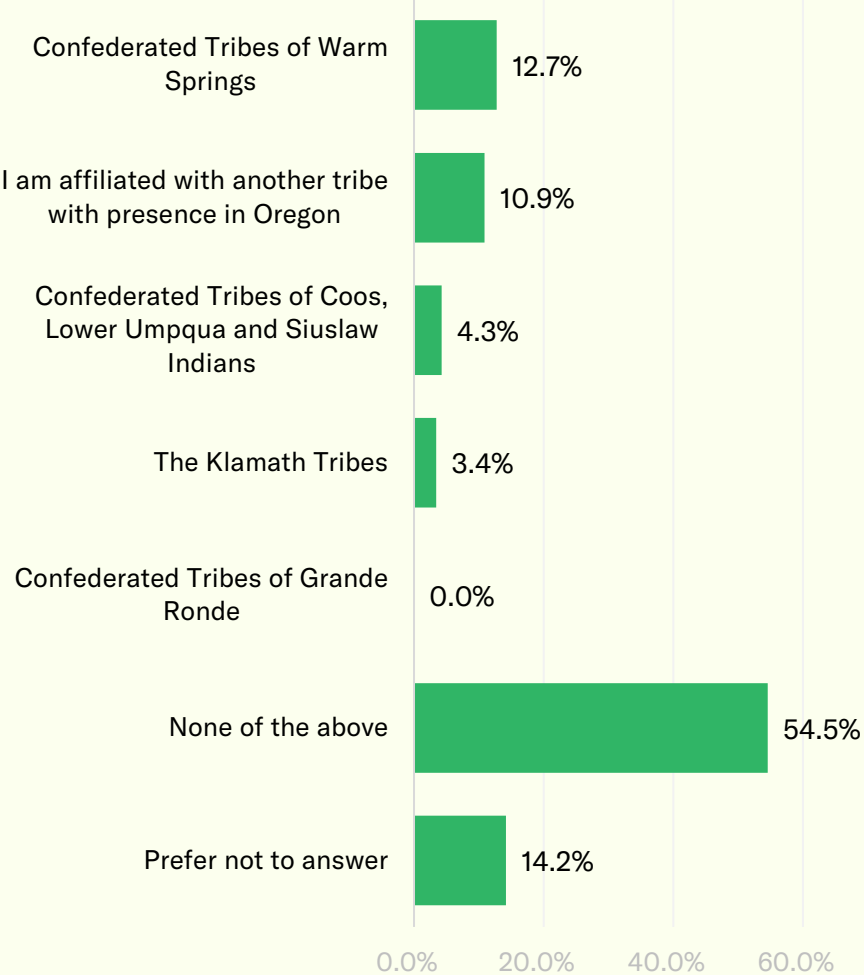
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In-State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
White	68.1%	56.5%	85.6%	66.9%	68.0%	69.6%	60.9%
Black or African American	12.6%	15.6%	2.3%	14.5%	12.4%	12.4%	18.3%
Asian	10.0%	20.0%	5.2%	8.3%	10.6%	9.8%	10.5%
Hispanic/Latino or Latinx	9.5%	2.2%	5.3%	12.8%	9.5%	9.1%	10.4%
Native American/Alaskan Native/Indigenous Peoples, First Nations, Native American	7.2%	7.4%	8.8%	6.7%	7.2%	7.2%	8.7%
Middle Eastern/Northern African	0.7%	1.2%	0.2%	0.6%	1.0%	0.6%	1.1%
Native Hawaiian or Pacific Islander	0.1%	0.0%	0.0%	0.2%	0.2%	0.1%	0.1%
A race/ethnicity not listed here	0.8%	1.3%	0.8%	0.6%	0.8%	0.7%	0.4%
Prefer not to share	0.5%	0.6%	1.6%	0.2%	0.6%	0.6%	0.7%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: Which of the following best describes you?

Base: Total respondents (2,737 completed surveys)

# Survey Respondent Demographics: Native Tribe Affiliation



## By Segment

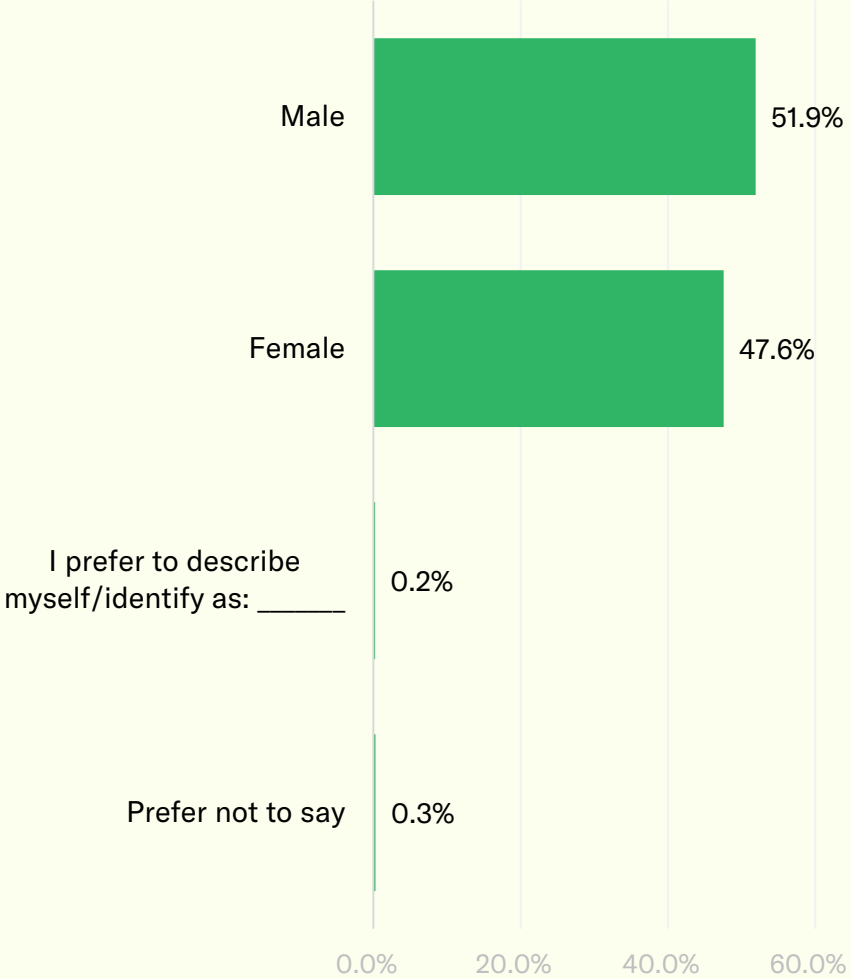
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	In State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Confederated Tribes of Warm Springs	12.7%	0.0%	8.4%	13.1%
I am affiliated with another tribe with presence in Oregon	10.9%	10.2%	9.8%	0.0%
Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians	4.3%	6.9%	6.3%	7.1%
The Klamath Tribes	3.4%	5.5%	5.1%	0.0%
Confederated Tribes of Grande Ronde	0.0%	0.0%	0.0%	0.0%
None of the above	54.5%	59.2%	60.0%	63.9%
Prefer not to answer	14.2%	18.2%	10.4%	16.0%
<b>Base</b>	<b>46</b>	<b>29</b>	<b>32</b>	<b>10</b>

Question: Which of the following best describes you?

Base: Respondents who self-identify as Native American / Alaskan Native / Indigenous Peoples / First Nations / Native Americans (46 completed surveys).

# Survey Respondent Demographics: Gender



### By Segment

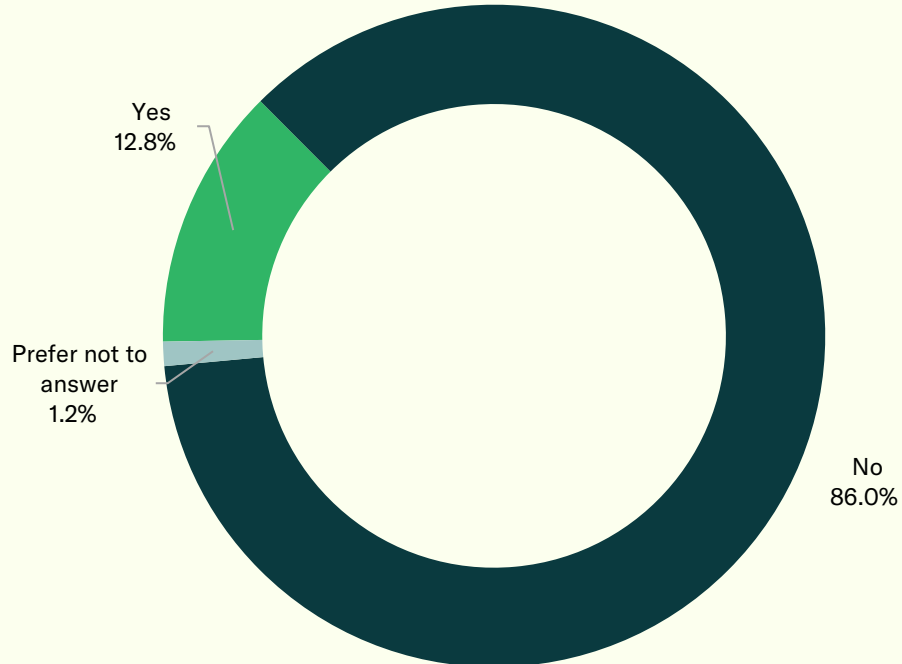
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	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Male	51.9%	60.3%	30.8%	55.1%	54.0%	52.2%	54.0%
Female	47.6%	39.3%	66.8%	44.8%	45.3%	47.4%	45.1%
I prefer to describe myself/identify as: _____	0.2%	0.2%	1.1%	0.0%	0.2%	0.2%	0.4%
Prefer not to say	0.3%	0.2%	1.3%	0.1%	0.5%	0.3%	0.5%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: What is your identified gender?

Base: Total respondents (2,737 completed surveys)

# Survey Respondent Demographics: LGBTQ+ Identity



### By Segment

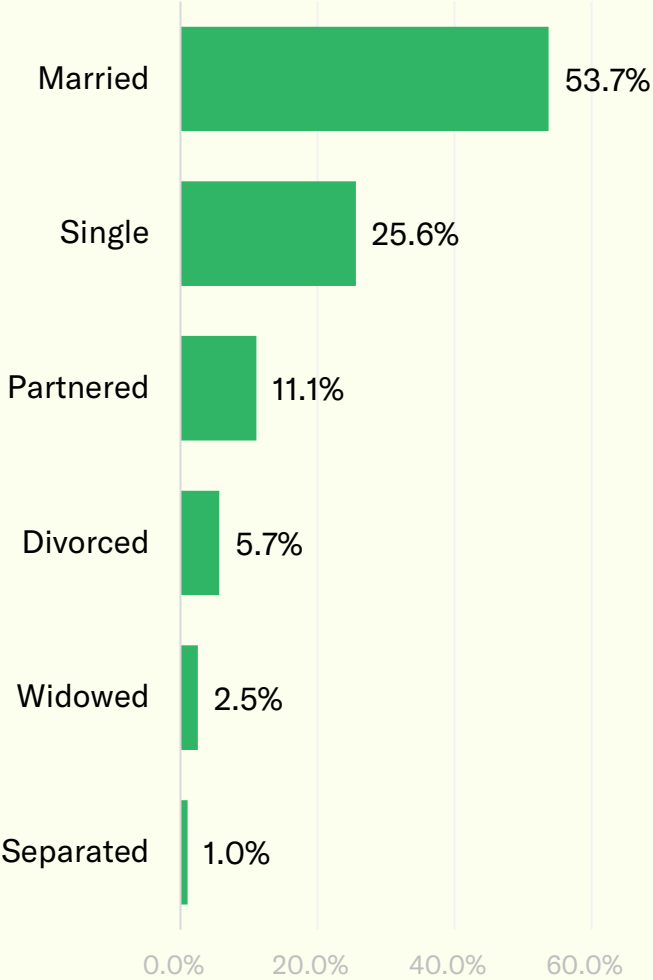
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	12.8%	16.5%	14.1%	11.3%	13.2%	13.5%	17.4%
No	86.0%	81.4%	83.7%	88.1%	85.7%	85.2%	81.4%
Prefer not to answer	1.2%	2.1%	2.2%	0.6%	1.2%	1.3%	1.3%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: Do you identify as part of the LGBTQIA+ community?

Base: Total respondents (2,737 completed surveys)

# Survey Respondent Demographics: Marital Status



### By Segment

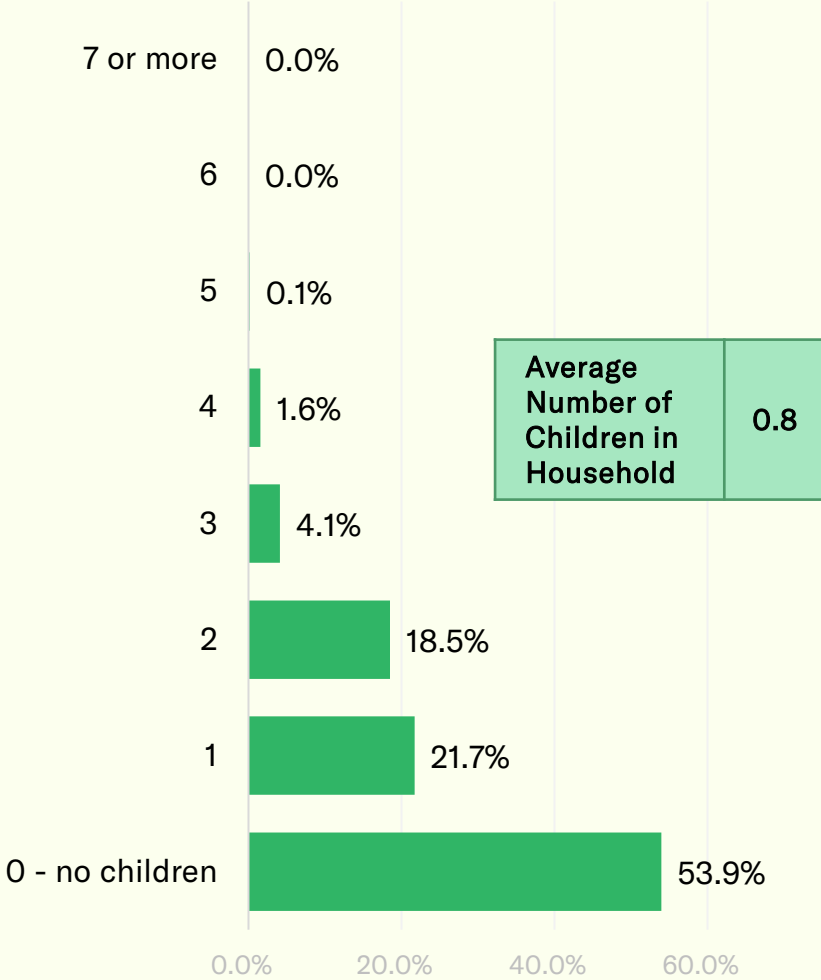
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Married	53.7%	56.4%	45.0%	55.2%	52.8%	55.2%	52.3%
Single	25.6%	25.8%	22.2%	26.5%	26.3%	23.9%	29.2%
Partnered	11.1%	12.8%	12.6%	10.2%	11.6%	11.4%	11.2%
Divorced	5.7%	3.1%	11.5%	4.9%	5.7%	5.9%	4.3%
Widowed	2.5%	1.3%	4.8%	2.3%	2.1%	2.2%	1.7%
Separated	1.0%	0.6%	2.6%	0.7%	1.0%	1.1%	0.8%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: What is your marital status?

Base: Total respondents (2,737 completed surveys)

# Survey Respondent Demographics: Children in Household



### By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
7 or more	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	0.1%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%
4	1.6%	0.7%	0.3%	2.0%	1.7%	1.3%	1.5%
3	4.1%	3.1%	3.3%	4.6%	4.4%	4.2%	4.0%
2	18.5%	22.3%	7.9%	20.2%	20.1%	18.7%	21.9%
1	21.7%	26.1%	13.6%	22.6%	22.3%	21.4%	22.2%
0 - no children	53.9%	47.7%	74.9%	50.3%	51.3%	54.2%	50.4%
<b>Mean</b>	<b>0.8</b>	<b>0.8</b>	<b>0.4</b>	<b>0.9</b>	<b>0.8</b>	<b>0.8</b>	<b>0.8</b>
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

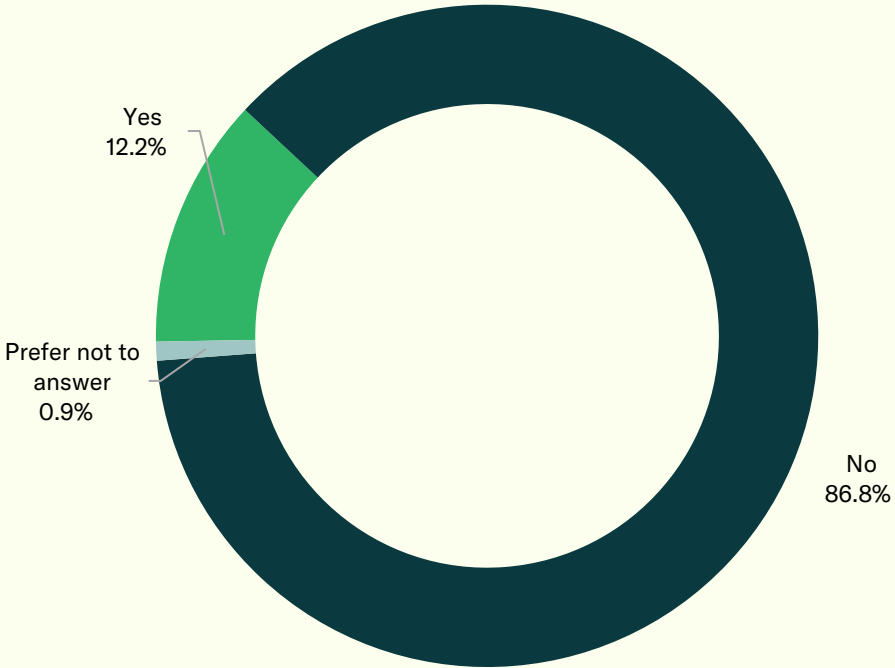
Question: How many children under the age of 18 live in your home?

Base: Total respondents (2,737 completed surveys)

# Survey Respondent Demographics: Travelers with Disabilities

## By Segment

- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

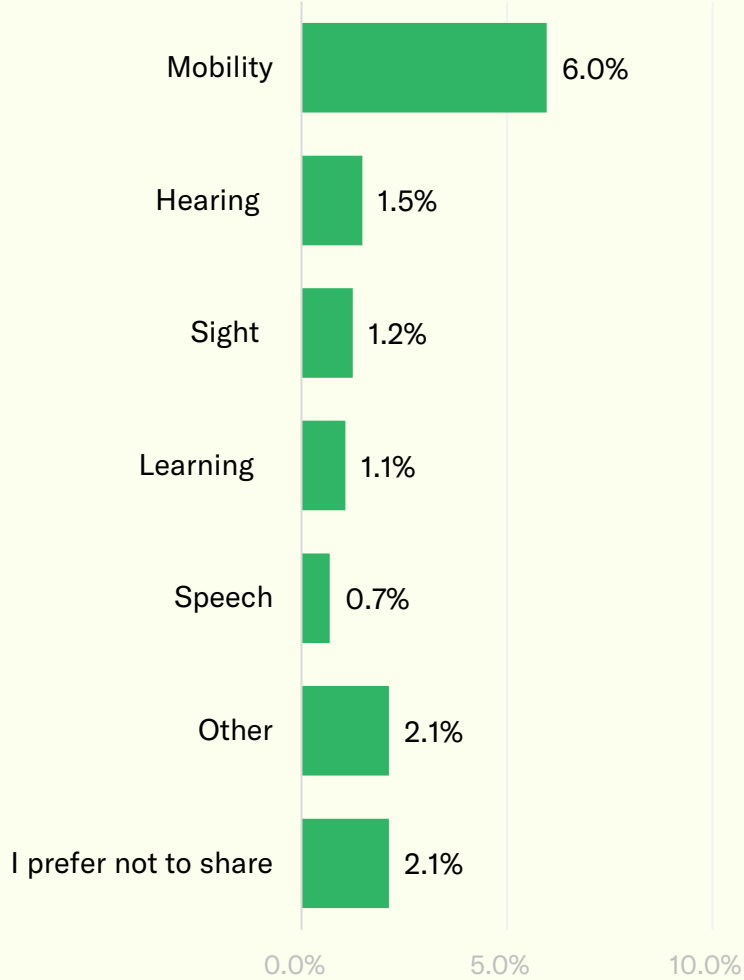


	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	12.2%	9.8%	24.7%	9.6%	10.4%	12.0%	8.8%
No	86.8%	89.4%	73.3%	89.7%	88.9%	87.1%	90.8%
Prefer not to answer	0.9%	0.8%	2.0%	0.7%	0.8%	0.9%	0.4%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: Do you have a disability?

Base: Total respondents (2,737 completed surveys)

# Survey Respondent Demographics: Disability Types



## By Segment

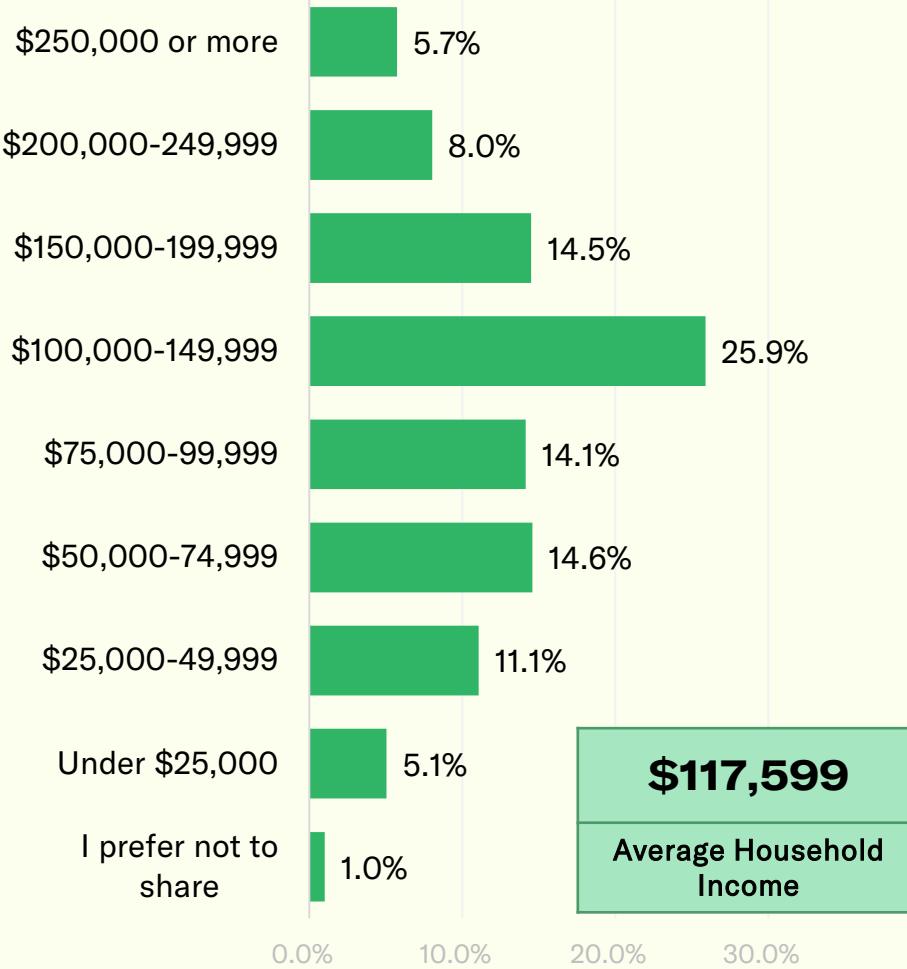
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■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Mobility	6.0%	23.4%	15.0%	48.3%	41.1%	49.8%	49.4%
Hearing	1.5%	12.5%	2.4%	13.7%	11.4%	13.3%	17.0%
Sight	1.2%	6.0%	2.6%	11.2%	11.4%	11.1%	15.9%
Learning	1.1%	18.9%	1.1%	8.6%	13.7%	10.3%	10.1%
Speech	0.7%	17.2%	0.2%	5.5%	6.0%	5.7%	6.1%
Other	2.1%	16.9%	4.9%	16.0%	14.2%	16.1%	22.3%
I prefer not to share	2.1%	16.5%	2.7%	22.2%	22.3%	15.5%	9.5%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: How would you describe your disability/disabilities?

Base: Total respondents (1,297 completed surveys)

# Survey Respondent Demographics: Annual Household Income



### By Segment

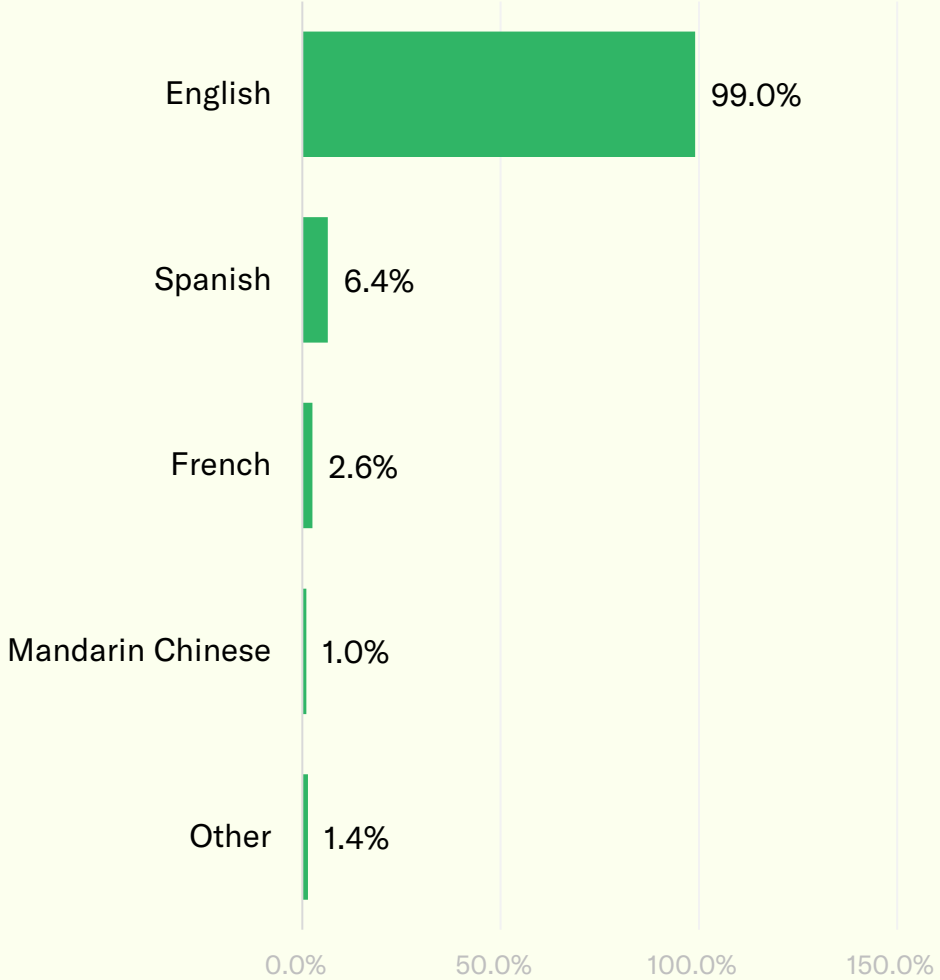
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
\$250,000 or more	5.7%	4.5%	1.2%	6.5%	5.9%	5.4%	3.4%
\$200,000-249,999	8.0%	9.7%	3.3%	8.1%	7.5%	7.8%	7.5%
\$150,000-199,999	14.5%	23.3%	6.3%	13.1%	15.3%	15.4%	15.9%
\$100,000-149,999	25.9%	28.9%	17.4%	26.3%	26.5%	26.3%	24.9%
\$75,000-99,999	14.1%	12.7%	13.8%	14.6%	14.6%	14.6%	16.4%
\$50,000-74,999	14.6%	10.5%	18.0%	15.4%	14.6%	15.2%	15.1%
\$25,000-49,999	11.1%	7.6%	19.7%	10.9%	9.8%	10.1%	9.5%
Under \$25,000	5.1%	2.3%	15.4%	4.5%	4.9%	4.3%	5.7%
I prefer not to share	1.0%	0.4%	4.9%	0.7%	1.0%	1.0%	1.7%
<b>Average Household Income</b>	\$117,599	\$131,491	\$79,717	\$118,162	118,816	118,556	114,349
<b>Base</b>	<b>2,698</b>	<b>496</b>	<b>488</b>	<b>1,710</b>	<b>1,543</b>	<b>1,996</b>	<b>746</b>

Question: Which of these categories best describes your annual household income before taxes?

Base: Total respondents (2,737 completed surveys)

# Survey Respondent Demographics: Primary Spoken Language



### By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
English	99.1%	97.2%	99.7%	99.6%	99.2%	99.2%	98.9%
Spanish	6.3%	1.0%	4.2%	8.4%	6.4%	6.4%	6.7%
French	2.4%	10.6%	0.3%	0.3%	2.1%	2.1%	3.7%
Mandarin Chinese	1.0%	1.2%	0.8%	1.0%	0.8%	1.1%	1.1%
Other	0.9%	2.1%	0.8%	0.6%	1.1%	1.1%	0.8%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

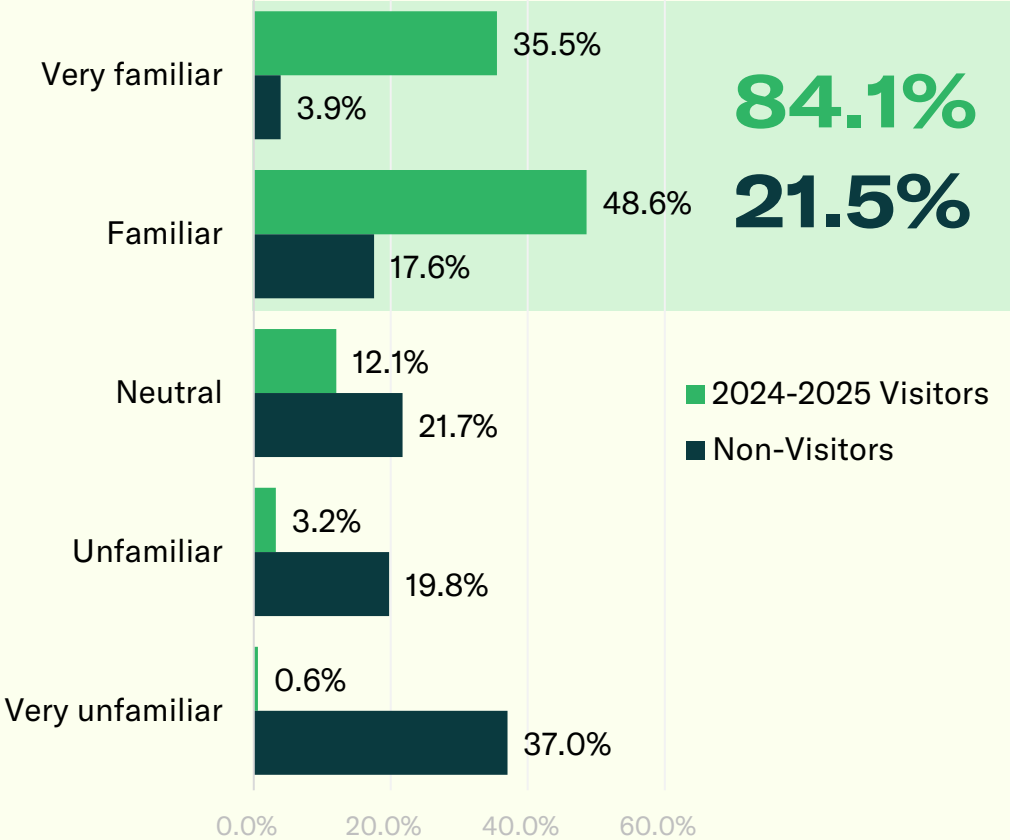
Question: What are the primary language(s) spoken in your traveling party on your most recent trip to Oregon?

Base: Total respondents (2,737 completed surveys)

# Appendix II

# Term Data: Familiarity with Oregon

## Non-Visitors vs. 2024-2025 Visitors



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

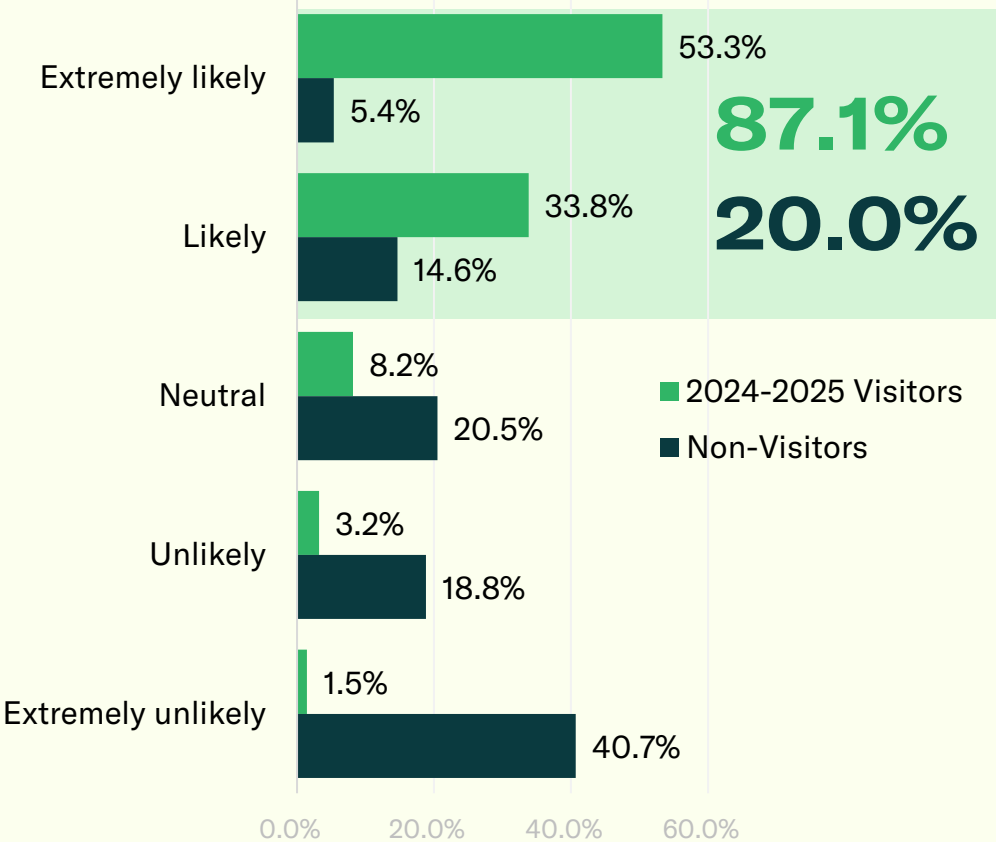
	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>84.1%</b>	<b>79.0%</b>	<b>89.7%</b>	<b>84.1%</b>	<b>86.8%</b>	<b>84.3%</b>	<b>85.8%</b>
Very familiar	35.5%	28.5%	46.4%	34.6%	37.9%	34.1%	38.3%
Familiar	48.6%	50.5%	43.3%	49.5%	48.9%	50.2%	47.5%
Neutral	12.1%	16.7%	7.8%	11.9%	10.4%	11.7%	11.0%
Unfamiliar	3.2%	3.5%	1.8%	3.5%	2.4%	3.5%	2.6%
Very unfamiliar	0.6%	0.9%	0.6%	0.5%	0.5%	0.5%	0.6%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: How familiar are you with the things to see and do in Oregon?

Base: Survey respondents (2,737 completed surveys). Terminated respondents (34,677 surveys).

# Term Data: Likelihood to Return in the Next 12 Months

## Non-Visitors vs. 2024-2025 Visitors



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

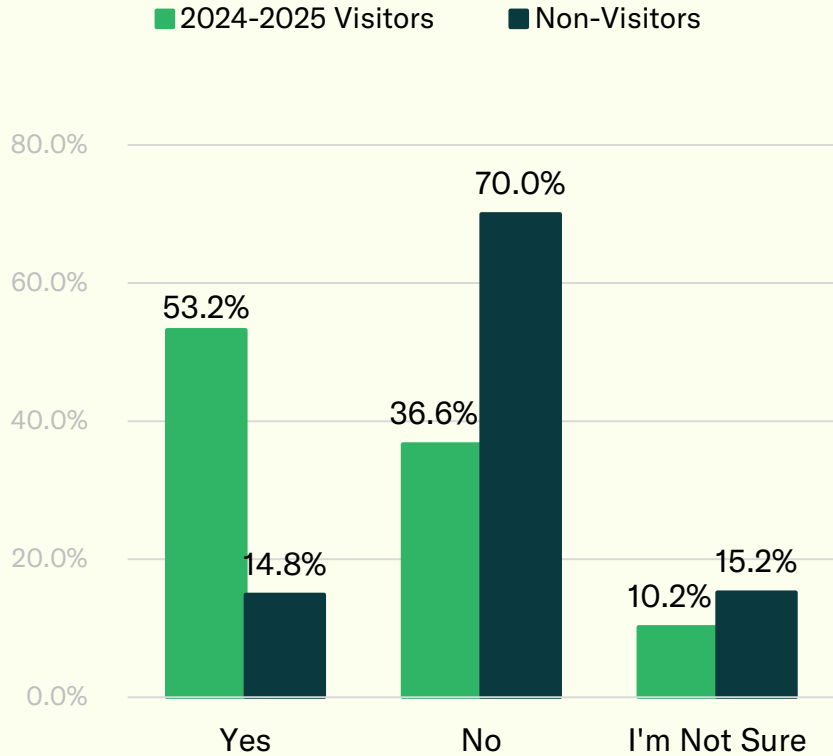
	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>87.1%</b>	<b>79.8%</b>	<b>96.3%</b>	<b>86.8%</b>	<b>89.4%</b>	<b>87.4%</b>	<b>88.5%</b>
Extremely likely	53.3%	35.5%	78.2%	51.9%	54.5%	53.3%	53.8%
Likely	33.8%	44.4%	18.1%	35.0%	34.9%	34.0%	34.7%
Neutral	8.2%	11.9%	2.4%	8.7%	6.6%	7.9%	7.9%
Unlikely	3.2%	4.7%	0.5%	3.5%	2.9%	3.2%	2.8%
Extremely unlikely	1.5%	3.5%	0.8%	1.0%	1.1%	1.5%	0.9%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: How likely are you to travel to or within Oregon again in the next 12 months?

Base: Survey respondents (2,737 completed surveys). Terminated respondents (34,677 surveys).

# Term Data: Unaided Ad Recall

## Non-Visitors vs. 2024-2025 Visitors



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

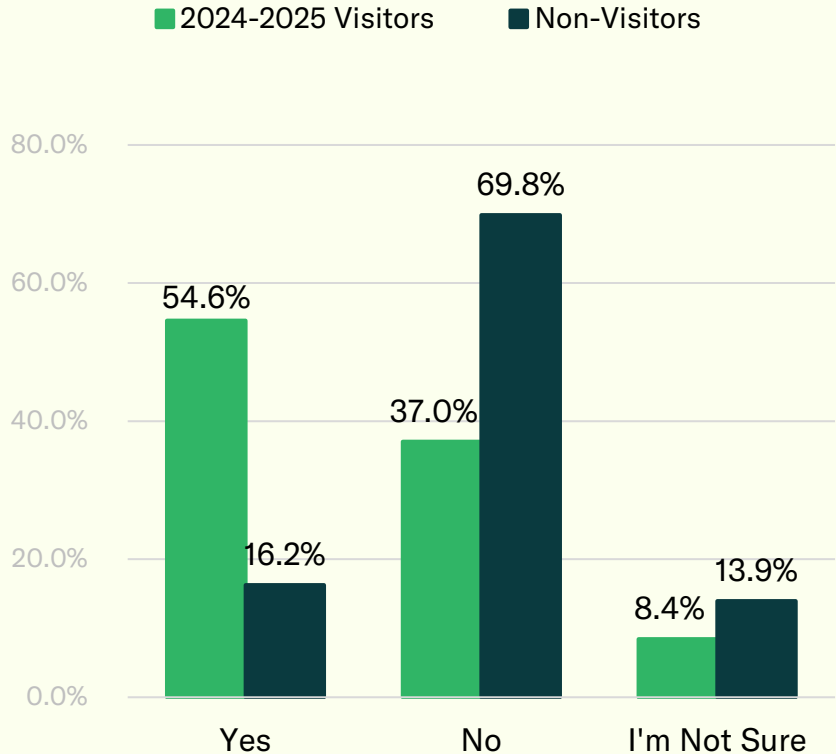
	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	53.2%	53.8%	58.0%	51.6%	55.6%	51.8%	62.9%
No	36.6%	38.3%	25.7%	39.2%	34.5%	37.0%	28.8%
I'm Not Sure	10.2%	8.0%	16.4%	9.2%	9.9%	11.2%	8.3%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: In the past TWELVE (12) MONTHS do you recall having seen any travel advertisements about Oregon?

Base: Survey respondents (2,737 completed surveys). Terminated respondents (34,677 surveys).

# Term Data: Earned Media Recall

## Non-Visitors vs. 2024-2025 Visitors



## By Segment

■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	54.6%	57.0%	58.6%	52.6%	58.4%	53.4%	63.0%
No	37.0%	36.9%	28.9%	39.4%	33.3%	36.9%	30.5%
I'm Not Sure	8.4%	6.1%	12.5%	8.0%	8.3%	9.6%	6.5%
<b>Base</b>	<b>2,737</b>	<b>500</b>	<b>508</b>	<b>1,725</b>	<b>1,564</b>	<b>2,024</b>	<b>760</b>

Question: In the past TWELVE (12) MONTHS do you recall having seen or heard any travel-related articles (in magazines, newspapers or online), videos (on TV or online) and/or podcasts about Oregon?

Base: Total respondents (2,737 completed surveys)