

Future Partners



Travel Oregon Central Region 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 whose trip included the Central Oregon region between 2024-25, 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. In total, 651 surveys were collected from respondents who visited the Central Oregon region.



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 visited the Central Oregon region on their trip to Oregon and reside in Canada.
- **In State** – respondents who visited the Central Oregon region on their trip to Oregon and live in the state of Oregon.
- **Out of State** – respondents who visited the Central Oregon region on their trip to Oregon and live in the United States but outside of the state of Oregon.
- **Outdoor Recreation Participants** – respondents who visited the Central Oregon region on their trip to Oregon and participated in any outdoor recreation activity on their 2024-25 visit to Oregon.
- **Food & Drink Participants** – respondents who visited the Central Oregon region on their trip to Oregon and participated in any food & drink activity on their 2024-25 visit to Oregon.
- **Arts & Culture Participants** – respondents who visited the Central Oregon region on their trip to Oregon and participated in any arts & culture activity on their 2024-25 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	60.5%	66.5%	54.8%	59.6%	67.7%	60.5%
Visit friends/family	20.2%	15.2%	24.6%	21.0%	16.7%	21.1%
Combination of business and leisure	6.9%	5.8%	6.6%	7.3%	7.7%	7.3%
Business	5.4%	6.1%	1.2%	5.6%	4.0%	5.1%
Attend a special event/festival	2.9%	4.4%	2.8%	2.5%	1.1%	2.7%
Attend a conference/convention	2.3%	0.7%	0.6%	3.0%	1.9%	1.9%
Other personal reasons	1.9%	1.2%	9.4%	1.1%	0.9%	1.4%
Base	1,297	250	140	904	757	991

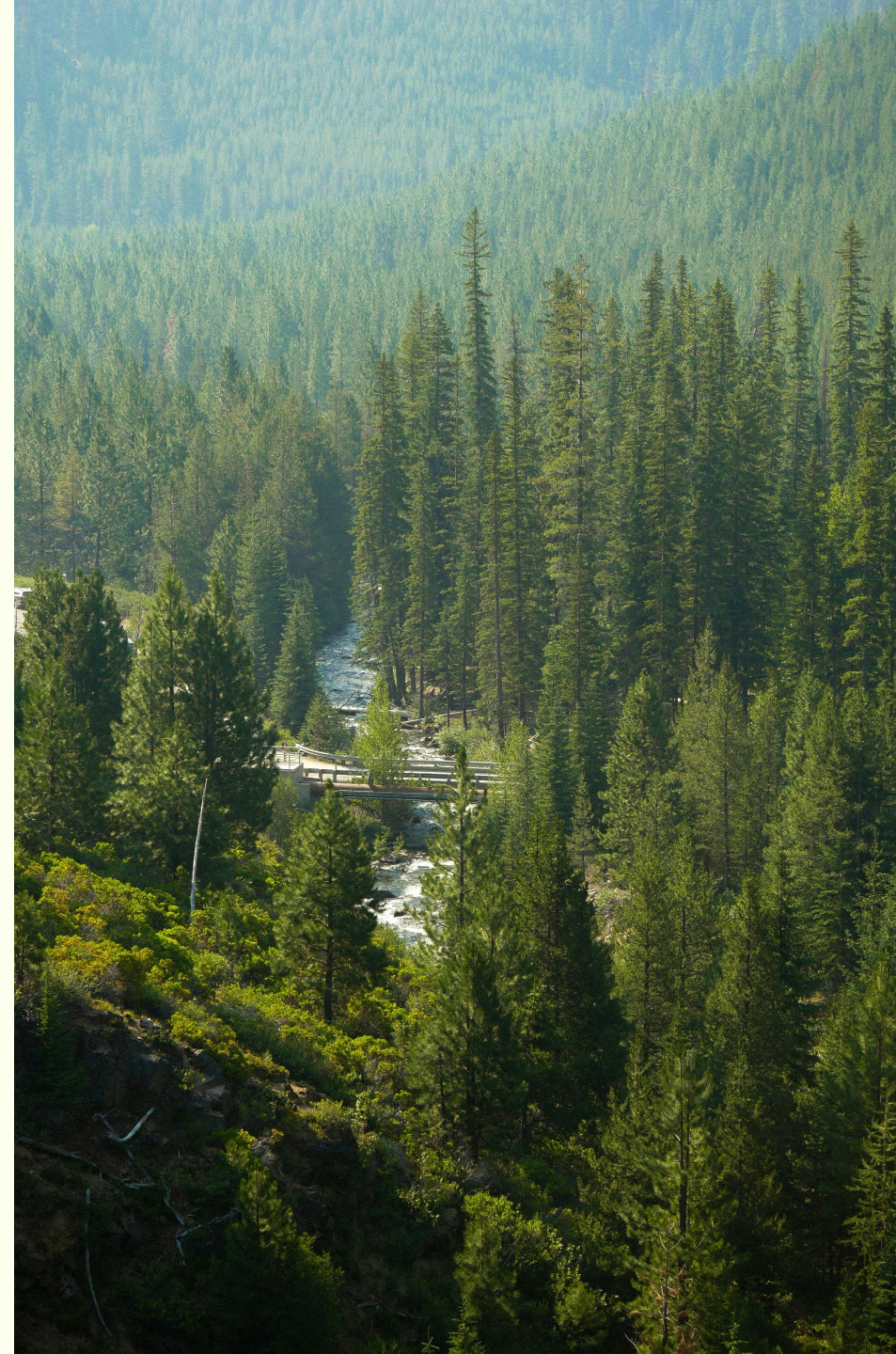
Executive Summary

Executive Summary

Central Oregon region visitors score highest in overall satisfaction with their Oregon trip and outperforms other Oregon regions for likelihood to return and recommend scores.

At 98.8%, the Central Oregon region ranks number one for visitors' overall trip satisfaction among the Oregon regions, outstripping the total statewide visitor score of 97.7% by +1.1 percentage points. Central Oregon also rates highest among the other regions for the key performance indicators for likelihood to recommend and likelihood to return.

Visitors were asked to rate their likelihood to recommend the state as a place to visit, with scores calculated on a scale from -100 to 100. Compared to the statewide score of 53 to the individual scores for each region, the Central Oregon region had the highest likelihood to recommend at a strong score of 61, narrowly outpacing the Oregon Coast region. Reflecting likelihood to recommend scores, the Central Oregon region reported a very robust 92.8% likelihood to return among its visitors, +5.7 percentage points ahead of the statewide share of visitors who are likely to return in the next 12 months (87.1%). At 50.1%, half of Central Oregon region visitors traveled to the region with children under 18, a much higher rate than other regions, and reported the second-longest average length of stay among the regions. They also rated significantly higher than almost all other regions for familiarity with Oregon. This suggests a strong family-oriented visitor base inclined to spend more time in a destination that they enjoy repeatedly experiencing with their children.



Executive Summary

Experiential factors around scenery, relaxation, and food & beverage strongly influenced Central Oregon region visitors' trip decision.

Relaxation and scenic beauty rank highest as trip motivators for Central Oregon region visitors. Over eight in ten Central Oregon visitors said that a relaxing environment or place to unwind (87.5%) and/or scenic beauty (87.5%) are important drivers for why they took their most recent trip to Oregon in 2024-25. The other top factors that played a key role in their trip decision include quality of service/hospitality (85.8%), local food and drinks (85.7%), weather (84.7%), and/or an inclusive/welcoming atmosphere (84.3%).

In terms of how this translates to activity participation, eating and drinking (72.2%) was by far the most popular activity for 2024-25 Central region visitors to engage in. More than six in ten (62.4%) said they participated in outdoor recreation, followed by 47.3% who went shopping. Among Central Oregon region visitors who said they participated in any of these activities, over one-fourth (27.8%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. Highlighting the Central area's proximity to outdoor recreation, particularly the unique landscapes of the area's high desert, lava landscapes, and the variety of outdoor recreation opportunities available in the region, could be a strong strategy to continue to attract visitors and also connects back to the importance of scenic beauty to Oregon visitors. Furthermore, 15.2% said they were primarily motivated by eating and drinking. At 58.6% of Central Oregon region visitors, dining in a local restaurant was by far the top food and drink activity.



Executive Summary

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

At 23.8%, nearly one in four Central Oregon region visitors participated in a Native American tourism experience or supported a Native-owned business on their 2024-25 trip to Oregon, outpacing the statewide visitor rate of 16.7%. This suggests there is strong interest in engaging in these experiences among visitors to the region. In fact, 14.3% of Central Oregon visitors reported visiting a Native-owned food or drink establishment, followed by 13.4% who shopped at a Native-owned shop or pop-up shop or vendor. Among those who did not participate in such an activity on their most recent trip, 80.5% said they would consider a Native American tourism experience in the future if they had more information, which is stronger latent demand than visitors to almost all other Oregon regions. These respondents' top reasons for not participating in a Native American tourism activity this trip were lack of familiarity with opportunities/options (34.7%) or not having enough time (28.6%). Only 9.9% said they would not be interested. The Central Oregon region has a variety of Indigenous owned businesses such as hot spring resorts, galleries, arts & culture vendors, and farms, particularly in Bend and Warm Springs. Local tourism offices and businesses should continue to work in partnership with these businesses, local indigenous communities and the Tribes to highlight these experiences.



Executive Summary

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

Online search and personal connections were the top sources for both inspiration and planning for Central Oregon region visitors' trips to Oregon in 2024-25. For the inspiration phase of their travel planning, online search (47.6%) and personal recommendations (35.5%) were the most reported sources among Central Oregon region visitors to travel to Oregon. Nearly three in ten (28.0%) said social media, while one in five (21.7%) said they drew inspiration from an online destination travel guide. When it comes to their top resources for planning their 2024-25 trip to Oregon, online search (47.9%) was by far the most-selected resource among Central Oregon region visitors. This was followed distantly by personal recommendation (28.6%), while one in five said they planned their trip using an online destination travel guide (26.6%) and/or a travel review website (23.0%).

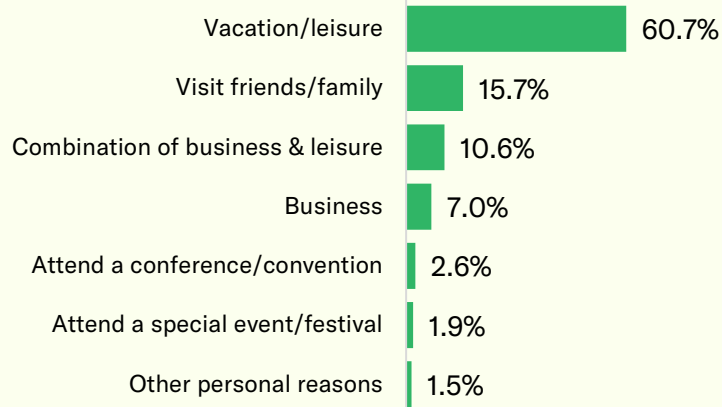
Nearly half of Central Oregon region visitors planned their trip in under 3 months. They planned their trip an average of 4.0 months in advance of their arrival, with 45.7% reporting planning their trip in 2 months or less. Leveraging their top inspiration and planning sources to share messaging around Oregon's offerings – particularly around content focusing on top trip motivators around scenic beauty and relaxation – in consideration of their average trip planning window can help keep Oregon front and center on travelers' radar.



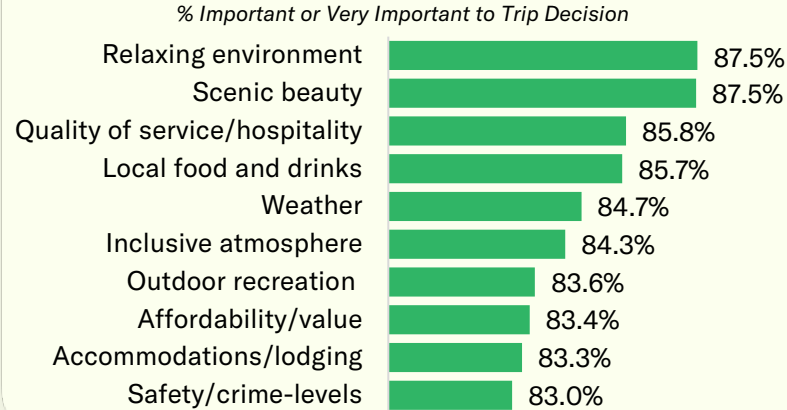
Data Snapshot

Oregon Visitor Experience – Central Oregon Region Visitors

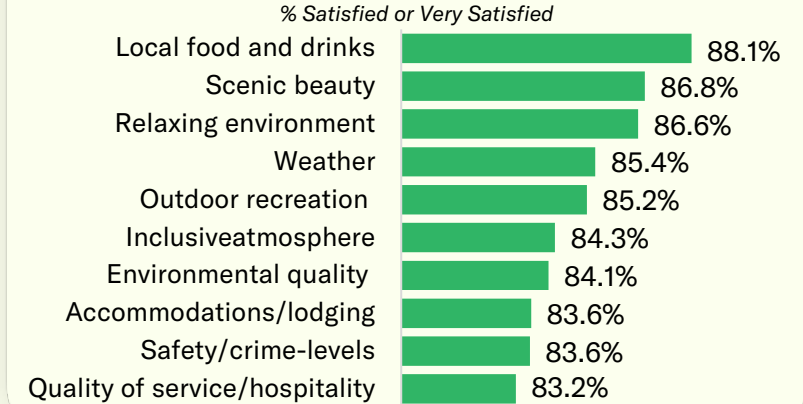
Primary Trip Purpose



Top 10* Motivators to Visit Oregon



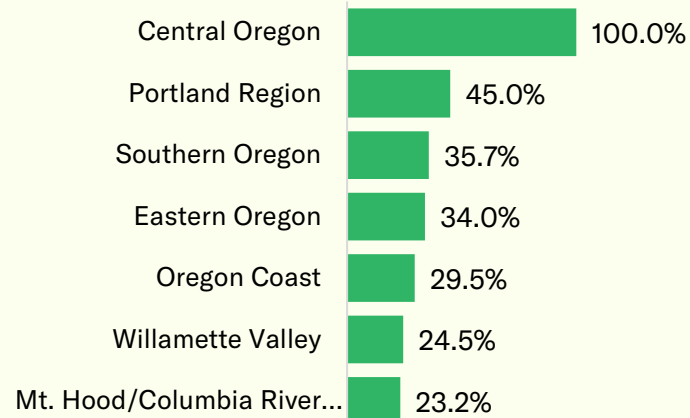
Satisfaction with Oregon Top 10** Attributes



Activities Participated In



Regions Visited

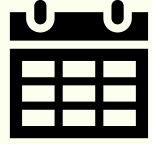


Planning Window



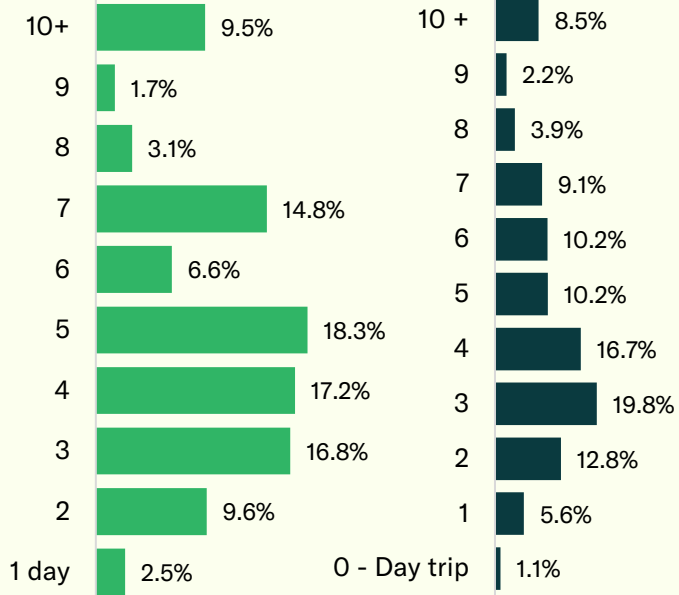
Oregon Visitor Experience – Continued

Average Length of Stay



5.6
days

5.1
nights



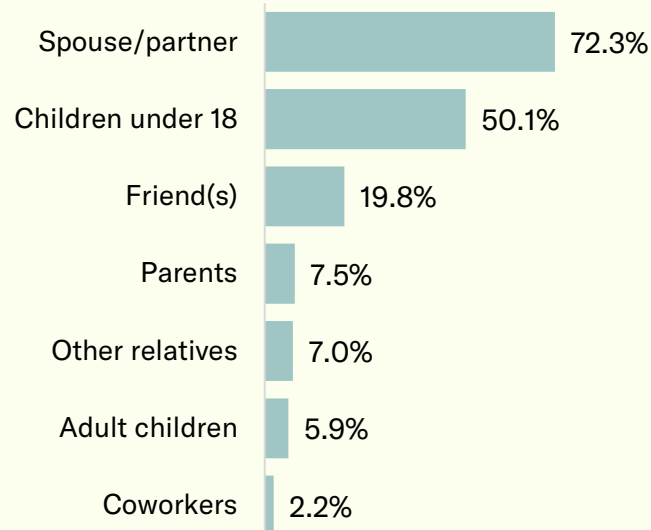
Average Party Size



2.5
adults

0.8
children

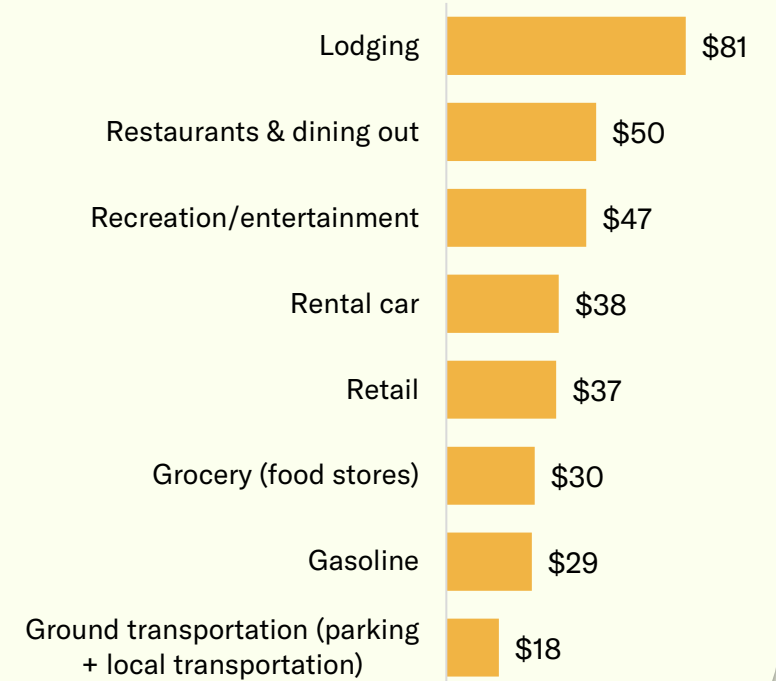
Travel Party Composition



Average Daily Spend Per Person



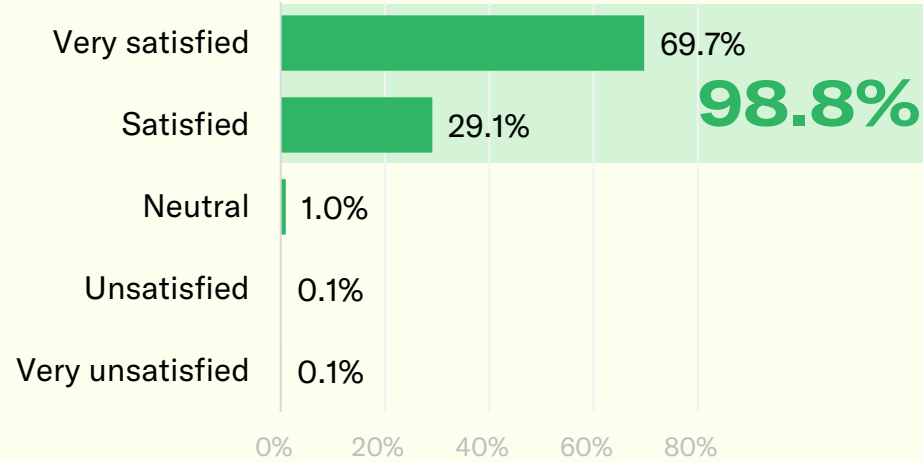
\$330



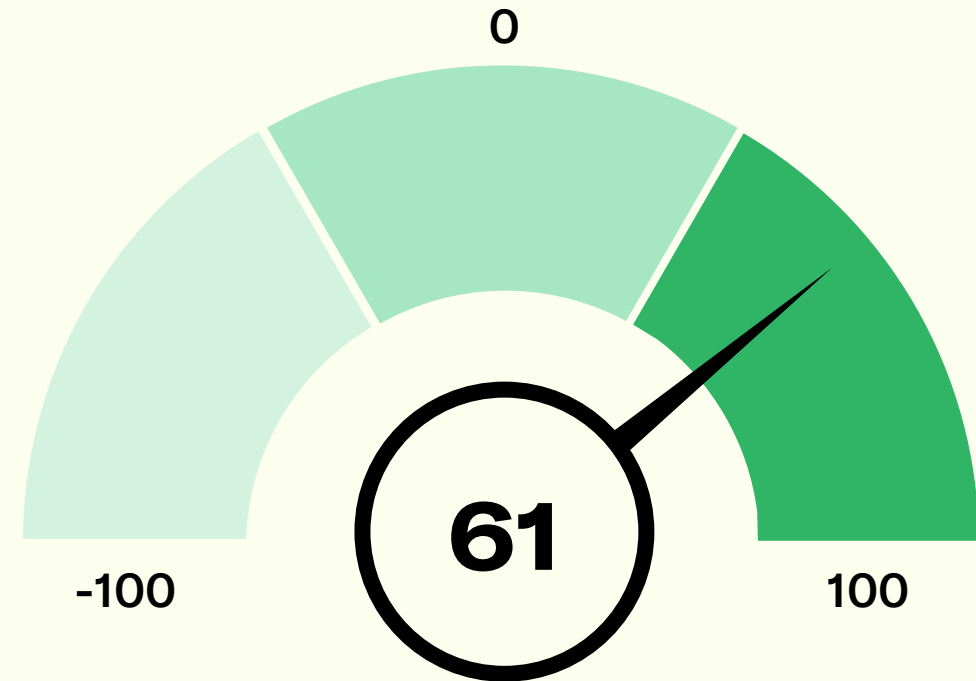
Key Performance Indicators

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

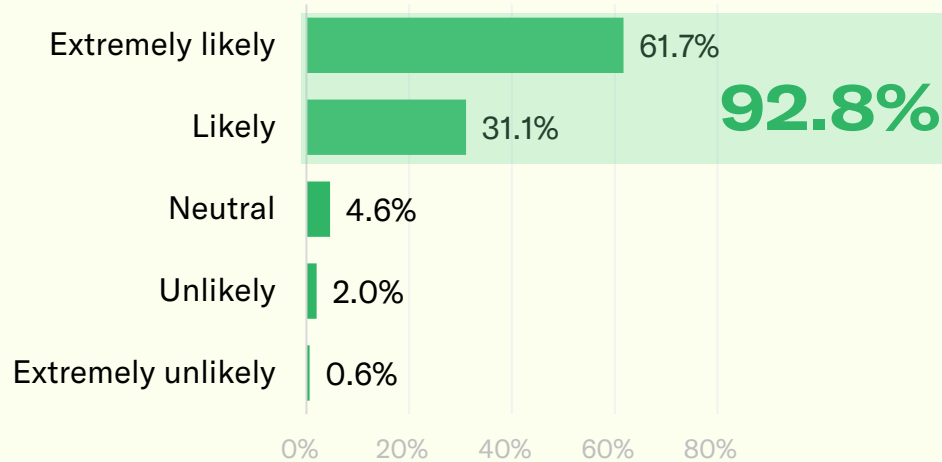
Overall Trip Satisfaction



Likelihood to Recommend Oregon

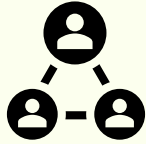


Likelihood to Return in the Next 12 Months

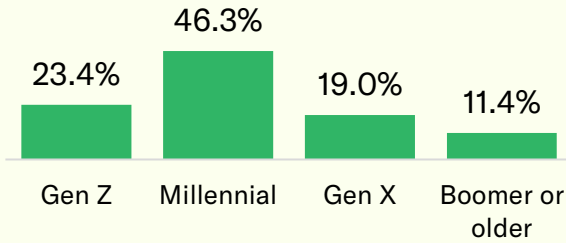


Demographic Snapshot

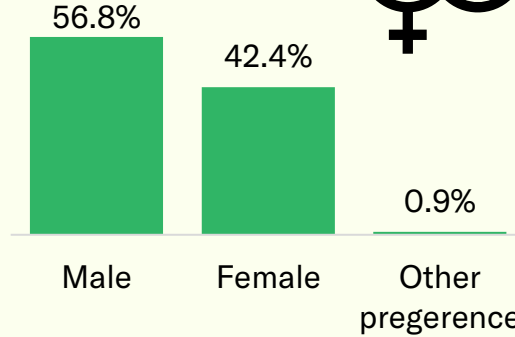
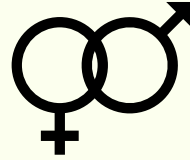
Generations



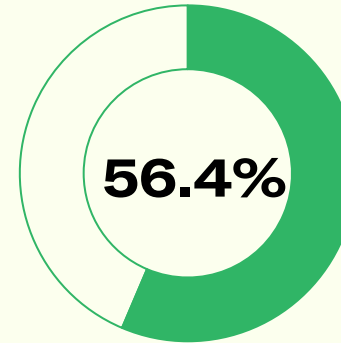
Average Age: 40.0 years



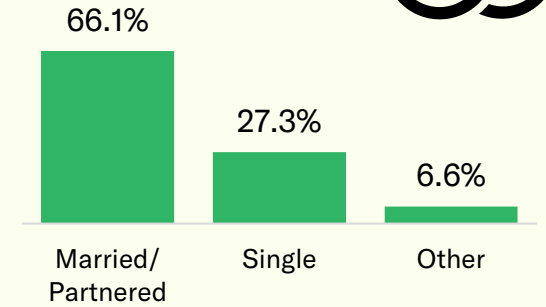
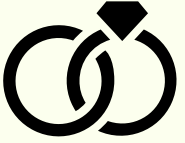
Gender



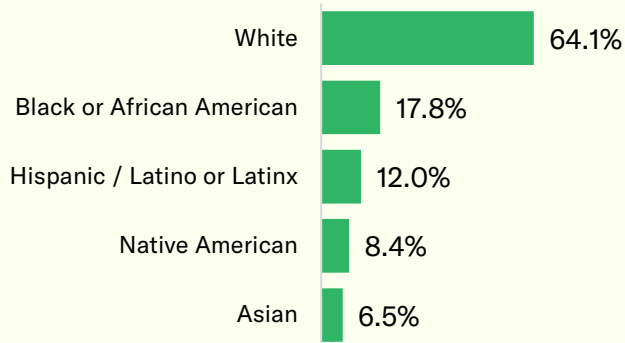
Parents of Children Under 18



Marital Status



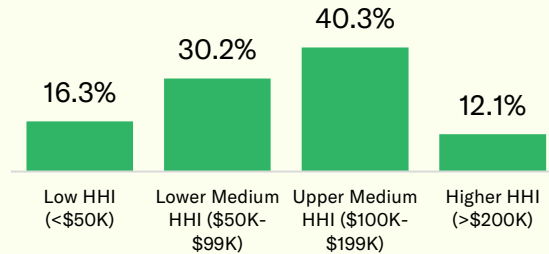
Race/Ethnicity



Household Income (HHI) Brackets



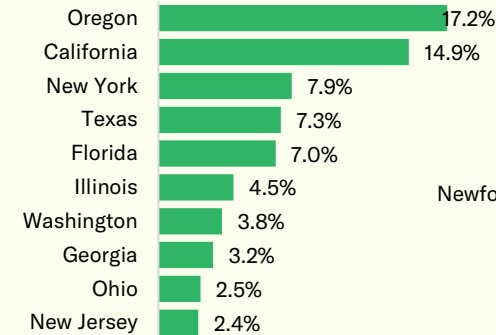
Average HHI: \$114,982



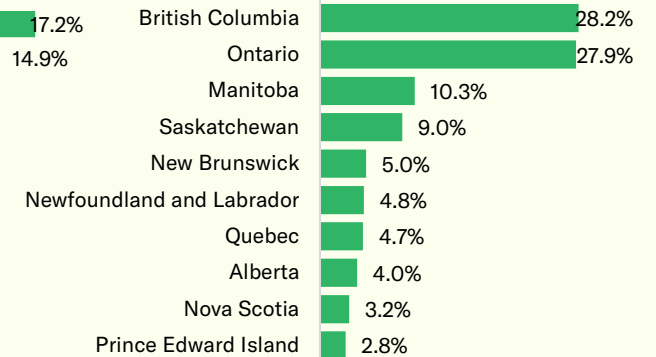
Origin Markets



U.S. Visitors (Top 10 States)



Canada Visitors

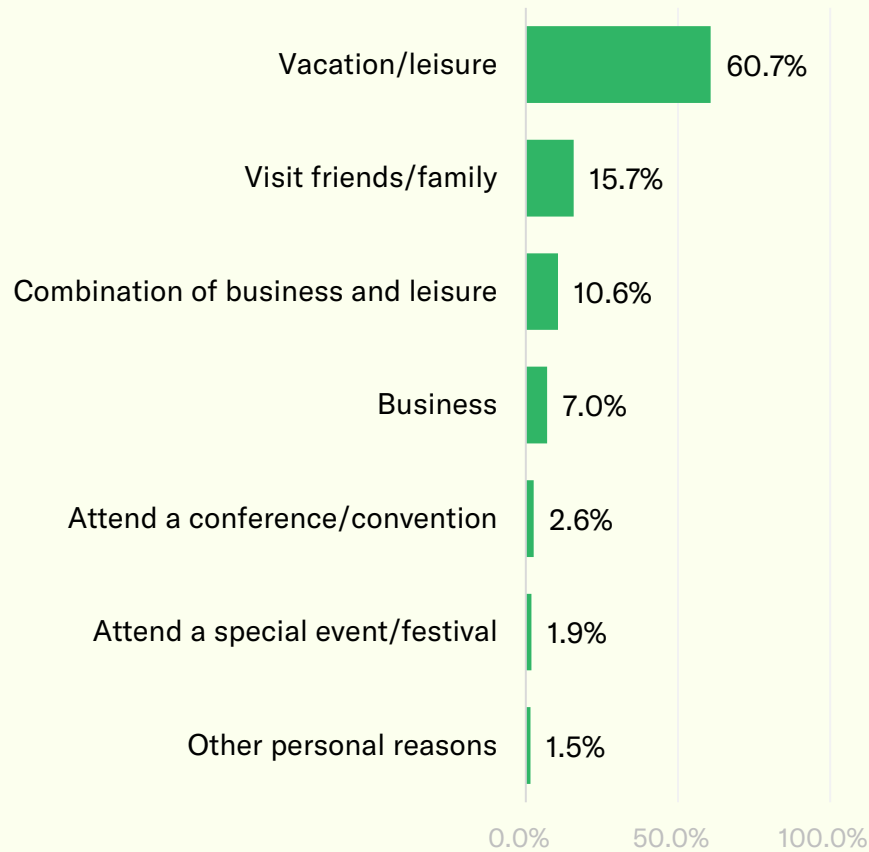


Detailed Findings: Trip Details

Most visitors to the Central Oregon region traveled for leisure purposes.

Six in ten (60.7%) of 2024-25 visitors to the Central Oregon region reported that their primary trip purpose was for vacation/leisure, followed distantly by just 15.7% who came visit friends or family. One in ten said their visit was a combination of business and leisure (10.6%) and just 7.0% said business. Outdoor Recreation Participants who visited the Central region were more likely to have traveled for leisure (69.3%) and less likely to have visited friends and family (11.9%). Canadian Visitors were most likely to visit for Business (12.3%).

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	60.7%	52.3%	64.0%	63.3%	69.3%	62.6%	65.4%
Visit friends/family	15.7%	16.4%	24.7%	13.5%	11.9%	15.7%	11.7%
Combination of business and leisure	10.6%	10.4%	5.1%	11.8%	11.7%	10.5%	11.3%
Business	7.0%	12.3%	0.0%	6.5%	4.1%	7.3%	4.8%
Attend a conference/convention	2.6%	3.9%	0.0%	2.7%	0.8%	1.5%	4.0%
Attend a special event/festival	1.9%	2.2%	1.5%	1.8%	1.0%	1.2%	1.9%
Other personal reasons	1.5%	2.6%	4.7%	0.4%	1.1%	1.2%	0.9%
Base	651	146	91	413	402	468	215

**Small sample size*

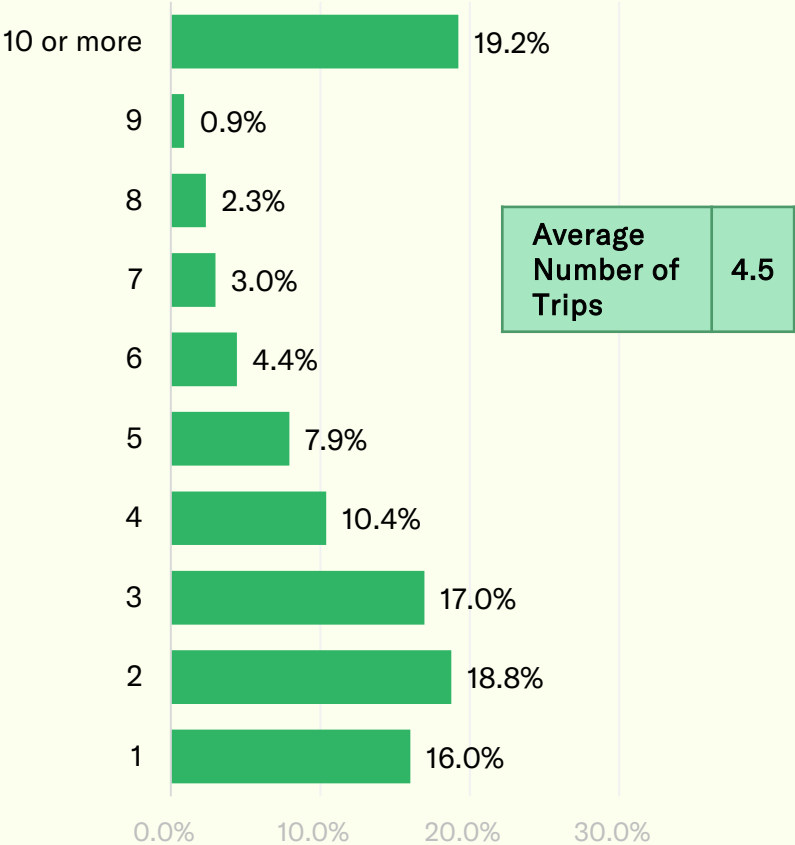
Question: What was the primary purpose of your trip?

Base: Total respondents (651 completed surveys)

Central Oregon region visitors tend to be heavy repeat travelers to the state.

At an average of 4.5 trips taken to the state as an adult, more than four in five (84.0%) have visited the destination at least twice. Only one 16.5% of Central Oregon region visitors were first-timers to Oregon. In-state visitors to the Central Oregon region reported a much higher average of 9.0 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	19.2%	8.1%	80.2%	10.7%	20.6%	19.5%	12.2%
9	0.9%	1.0%	1.1%	0.8%	0.8%	1.0%	1.7%
8	2.3%	1.0%	4.4%	2.4%	2.5%	3.3%	2.5%
7	3.0%	1.8%	0.0%	4.1%	3.8%	3.0%	4.5%
6	4.4%	5.1%	2.5%	4.6%	4.5%	5.0%	5.1%
5	7.9%	8.0%	2.7%	9.0%	7.6%	8.2%	10.9%
4	10.4%	9.3%	2.8%	12.2%	10.0%	9.9%	13.0%
3	17.0%	15.1%	1.9%	20.8%	18.3%	17.7%	19.4%
2	18.8%	21.3%	0.0%	21.8%	19.3%	17.4%	15.9%
1	16.0%	29.3%	4.4%	13.6%	12.6%	15.2%	14.7%
Mean	4.5	3.4	9.0	4.0	4.7	4.6	4.3
Base	651	146	91	413	402	468	215

**Small sample size*

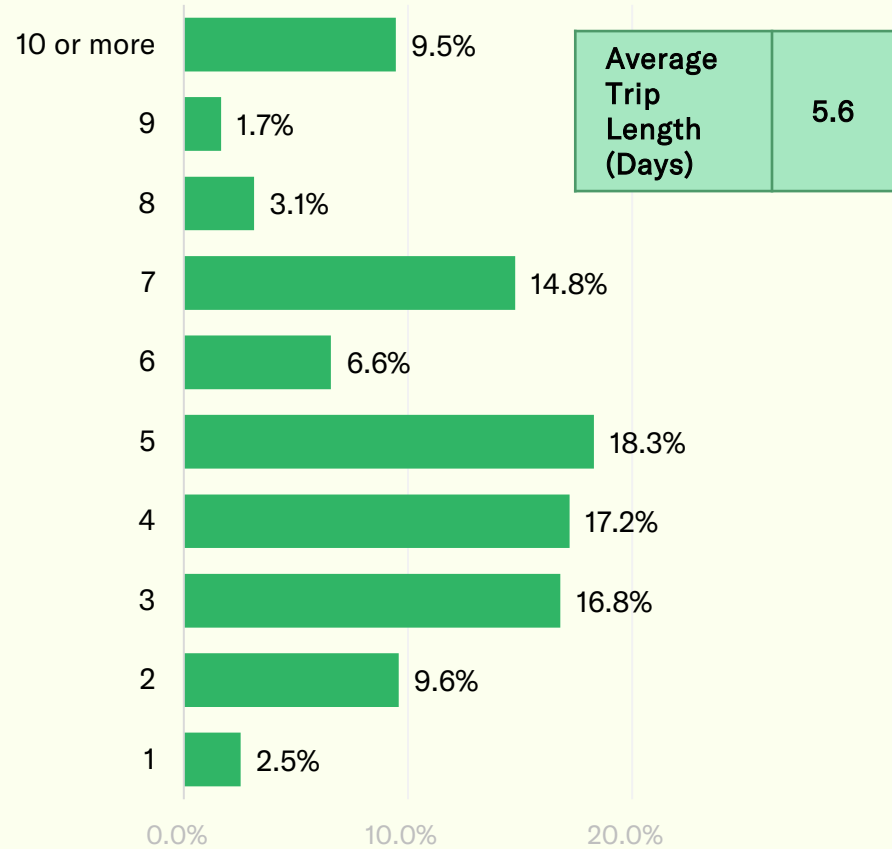
Question: In total, how many trips have you taken to or within Oregon in your lifetime? If your most recent trip was also your first trip to/within Oregon, please select 1.

Base: Total respondents (651 completed surveys)

Visitors tended to stay in Oregon for 5.6 days on average.

For 2024-25 Central Oregon region visitors, the average length of stay was 5.6 days. Arts & Culture Participants (6.0) and Outdoor Recreation Participants (6.2) averaged the longest stays among the report segments.

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	9.5%	12.1%	11.6%	8.0%	10.9%	10.2%	9.6%
9	1.7%	1.1%	1.9%	1.8%	2.1%	1.4%	1.6%
8	3.1%	4.4%	2.3%	2.9%	2.5%	3.3%	5.8%
7	14.8%	14.1%	9.0%	16.0%	17.6%	17.6%	17.4%
6	6.6%	6.4%	3.1%	7.4%	6.3%	6.8%	9.0%
5	18.3%	16.9%	14.0%	19.8%	20.2%	18.7%	21.1%
4	17.2%	17.8%	22.3%	16.0%	16.5%	16.4%	15.7%
3	16.8%	16.7%	15.3%	17.2%	15.2%	16.4%	12.1%
2	9.6%	8.8%	17.1%	8.3%	6.9%	7.4%	5.4%
1 day	2.5%	1.7%	3.5%	2.6%	1.5%	1.6%	2.2%
Average Trip Length (Days)	5.6	5.6	5.5	5.6	6.0	5.8	6.2
Base	651	146	91	413	402	468	215

**Small sample size*

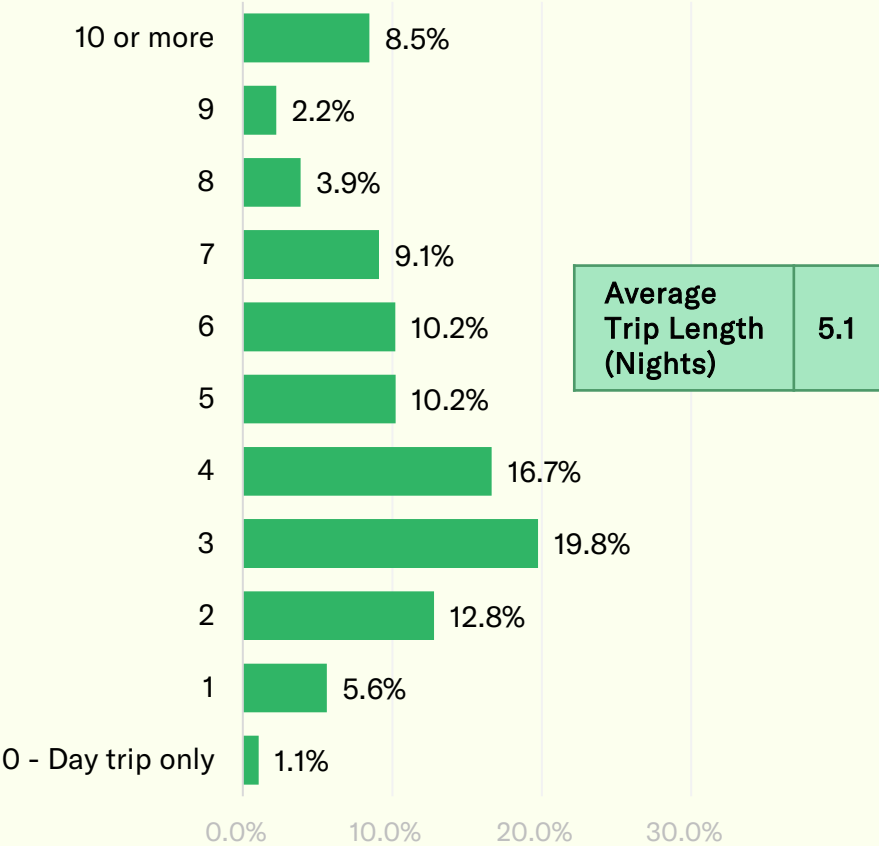
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (651 completed surveys)

They spent an average of 5.1 nights in Oregon.

For 2024-25 Central Oregon region visitors, the average length of stay in terms of number of nights was over five nights (5.1 nights). Arts & Culture Participants who visited the Central Oregon region averaged the longest stays among the report segments at an average of 5.8 nights, just outpacing Outdoor Recreation Participants (5.5 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	8.5%	9.8%	9.3%	7.8%	10.0%	9.4%	9.5%
9	2.2%	3.6%	2.3%	1.7%	2.2%	2.4%	2.5%
8	3.9%	0.6%	1.9%	5.5%	3.9%	4.0%	3.9%
7	9.1%	12.0%	5.9%	8.5%	10.8%	9.7%	13.7%
6	10.2%	9.4%	9.7%	10.6%	11.1%	12.3%	10.6%
5	10.2%	10.0%	4.6%	11.5%	9.6%	10.4%	13.7%
4	16.7%	15.6%	14.3%	17.6%	17.9%	15.7%	18.1%
3	19.8%	23.7%	24.0%	17.4%	19.0%	19.0%	15.5%
2	12.8%	9.6%	14.1%	13.7%	11.5%	13.1%	7.4%
1 day	5.6%	5.6%	10.4%	4.6%	3.0%	3.1%	3.7%
0 – Day trip only	1.1%	0.0%	3.5%	1.0%	0.8%	0.9%	1.4%
Average Trip Length (Nights)	5.1	5.2	4.7	5.2	5.5	5.4	5.8
Base	651	146	91	413	402	468	215

**Small sample size*

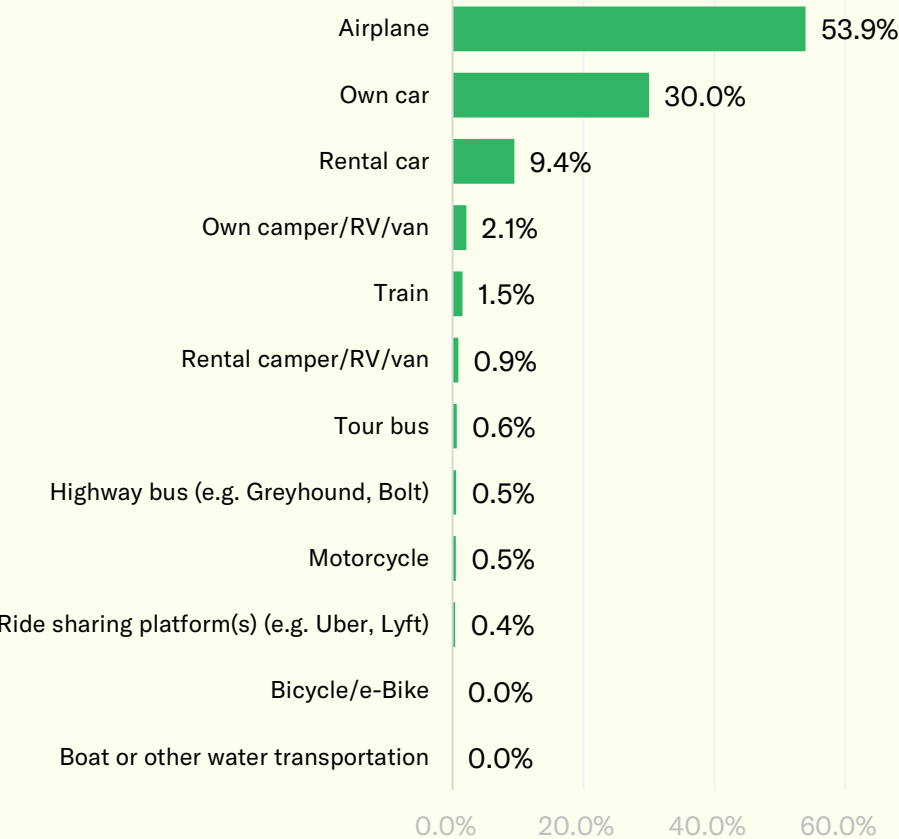
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (651 completed surveys)

Arrivals by plane outstripped those by personal vehicle.

More than half (53.9%) of 2024-25 Central Oregon region visitors arrived by plane, followed by 30.0% who said they arrived by their own car. Arts & Culture Participants (62.4%) and visitors coming from Canada (74.7%) were much more likely to have arrived by plane, while in-state visitors were much more likely to have traveled using their own car (83.2%).

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	53.9%	74.7%	3.8%	56.6%	56.1%	53.6%	62.4%
Own car	30.0%	13.2%	83.2%	25.2%	30.2%	31.8%	25.1%
Rental car	9.4%	5.6%	4.0%	12.0%	8.3%	9.8%	5.7%
Own camper/RV/van	2.1%	1.5%	6.0%	1.5%	2.6%	1.5%	1.4%
Train	1.5%	1.3%	0.0%	2.0%	0.6%	0.4%	2.4%
Rental camper/RV/van	0.9%	1.0%	0.0%	1.0%	0.6%	0.7%	1.5%
Tour bus	0.6%	2.1%	0.0%	0.2%	0.5%	0.9%	0.0%
Highway bus (e.g. Greyhound, Bolt)	0.5%	0.0%	2.2%	0.4%	0.0%	0.7%	0.4%
Motorcycle	0.5%	0.6%	0.8%	0.4%	0.6%	0.2%	0.4%
Ride sharing platform(s) (e.g. Uber, Lyft)	0.4%	0.0%	0.0%	0.7%	0.5%	0.4%	0.9%
Bicycle/e-Bike	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boat or other water transportation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	651	146	91	413	402	468	215

*Small sample size

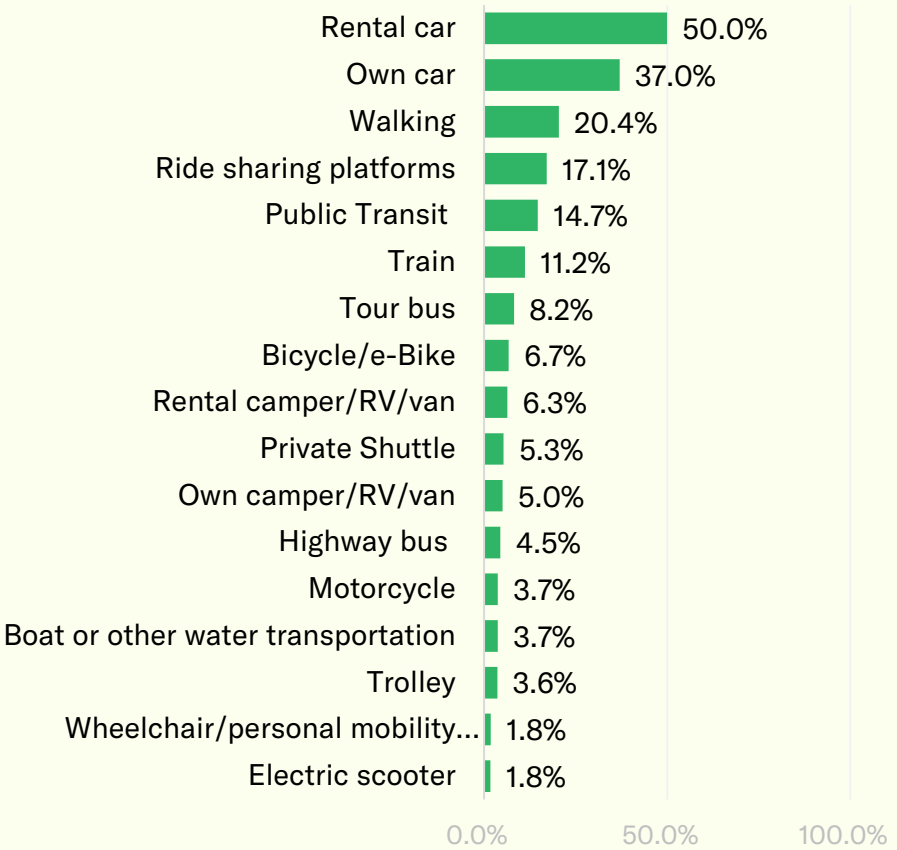
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (651 completed surveys)

Rental vehicles were the top in-market transportation method reported among Central Oregon region visitors.

Usage of rental cars (50.0%) surpassed personal vehicles (37.0%) as the top in-destination transportation for Central Oregon region visitors in 2024-25. However, among the segments, personal cars were the more dominant mode of transportation within Oregon among in-state visitors (87.1%). Canadian visitors were more likely to use public transit (22.2%) and trains (17.5%).

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
Rental car	50.0%	54.5%	6.8%	57.3%	53.8%	51.5%	54.5%
Own car	37.0%	20.7%	87.1%	32.7%	36.7%	38.4%	32.6%
Walking	20.4%	19.4%	23.3%	20.0%	24.6%	24.0%	24.0%
Ride sharing platforms	17.1%	12.6%	3.9%	21.5%	16.5%	17.3%	22.7%
Public Transit	14.7%	22.2%	6.7%	13.6%	15.7%	15.7%	19.2%
Train	11.2%	17.5%	1.5%	10.6%	10.1%	9.5%	16.7%
Tour bus	8.2%	10.6%	0.6%	8.8%	9.3%	7.7%	11.5%
Bicycle/e-Bike	6.7%	7.2%	3.1%	7.3%	7.1%	5.6%	7.9%
Rental camper/RV/van	6.3%	6.4%	1.0%	7.4%	5.4%	5.7%	7.4%
Private Shuttle	5.3%	5.7%	1.3%	6.0%	5.7%	4.9%	8.8%
Own camper/RV/van	5.0%	6.2%	4.1%	4.8%	5.4%	3.4%	7.3%
Highway bus	4.5%	3.5%	0.0%	5.7%	3.9%	3.9%	8.3%
Motorcycle	3.7%	3.2%	0.8%	4.6%	3.3%	3.0%	6.6%
Boat or other water transportation	3.7%	4.8%	0.0%	4.2%	4.6%	3.0%	7.3%
Trolley	3.6%	4.5%	1.2%	3.8%	3.2%	3.5%	4.9%
Wheelchair/personal mobility scooter/vehicle	1.8%	1.3%	3.4%	1.7%	2.4%	1.5%	2.5%
Electric scooter	1.8%	1.3%	1.8%	1.9%	2.3%	1.8%	2.1%
Base	651	146	91	413	402	468	215

*Small sample size

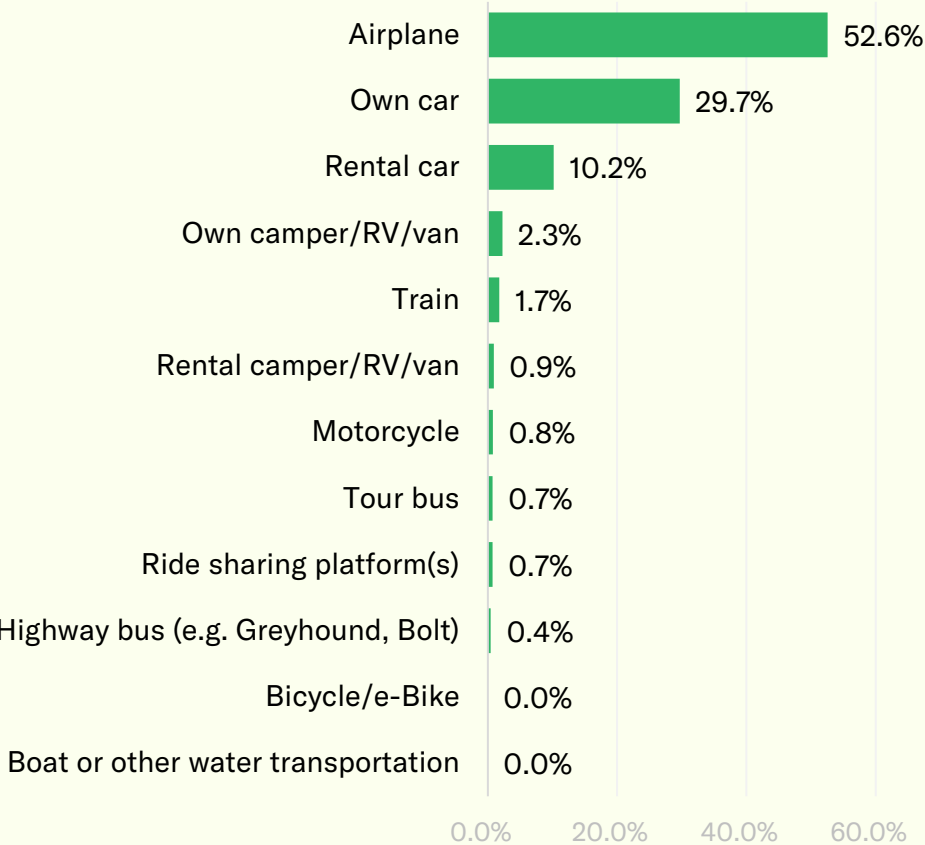
Question: Which modes of transportation did you use in the destination(s) you visited?

Base: Total respondents (651 completed surveys)

Over half of Central Oregon region visitors departed by plane.

A similar share to those who arrived by plane (53.9%) said they also departed Oregon by airplane (52.6%). Just under one-third of Central Oregon region visitors departed by personal vehicle (29.7%). Canadian (69.2%) and Arts & Culture Participants (60.7%) were the most likely to have departed by plane among the segments.

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	52.6%	69.2%	1.9%	56.9%	55.0%	54.0%	60.7%
Own car	29.7%	11.3%	84.3%	25.1%	29.2%	31.0%	23.9%
Rental car	10.2%	8.6%	4.8%	11.9%	8.6%	9.4%	7.7%
Own camper/RV/van	2.3%	3.6%	6.0%	1.0%	2.7%	1.8%	2.9%
Train	1.7%	2.7%	0.0%	1.8%	1.3%	0.4%	2.8%
Rental camper/RV/van	0.9%	1.0%	0.0%	1.1%	0.8%	0.6%	0.0%
Motorcycle	0.8%	0.0%	0.8%	1.0%	0.7%	0.5%	0.7%
Tour bus	0.7%	2.1%	0.0%	0.4%	0.6%	0.7%	0.0%
Ride sharing platform(s)	0.7%	0.7%	0.0%	0.9%	0.8%	1.0%	0.9%
Highway bus (e.g. Greyhound, Bolt)	0.4%	0.7%	2.2%	0.0%	0.3%	0.6%	0.5%
Bicycle/e-Bike	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boat or other water transportation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	651	146	91	413	402	468	215

*Small sample size

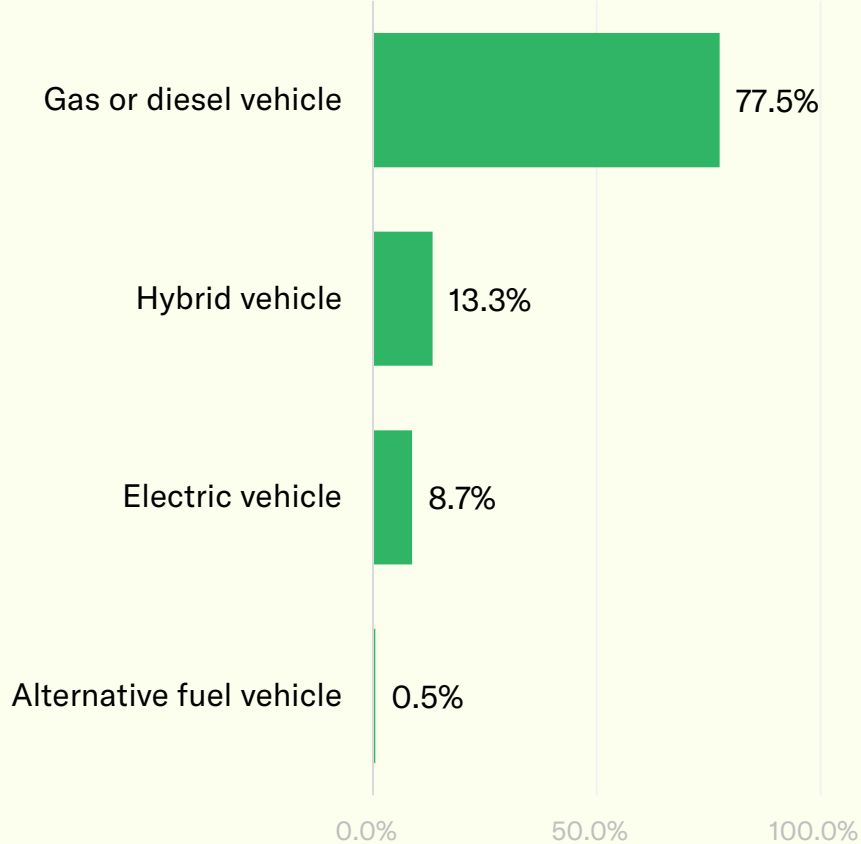
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (651 completed surveys)

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

For arrival and departures, nearly eight in ten (77.5%) of Central Oregon region visitors who used either a rental or their own car for transportation said they used a gas or diesel vehicle. Just over one in ten (13.3%) used a hybrid and an even smaller share used an electric vehicle (8.7%).

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	77.5%	81.0%	82.7%	74.5%	79.1%	77.8%	76.9%
Hybrid vehicle	13.3%	13.9%	14.5%	12.7%	14.0%	14.6%	15.7%
Electric vehicle	8.7%	5.1%	2.8%	12.0%	6.5%	7.3%	5.6%
Alternative fuel vehicle	0.5%	0.0%	0.0%	0.8%	0.3%	0.3%	1.8%
Base	294	34	80	180	176	217	81

**Small sample size*

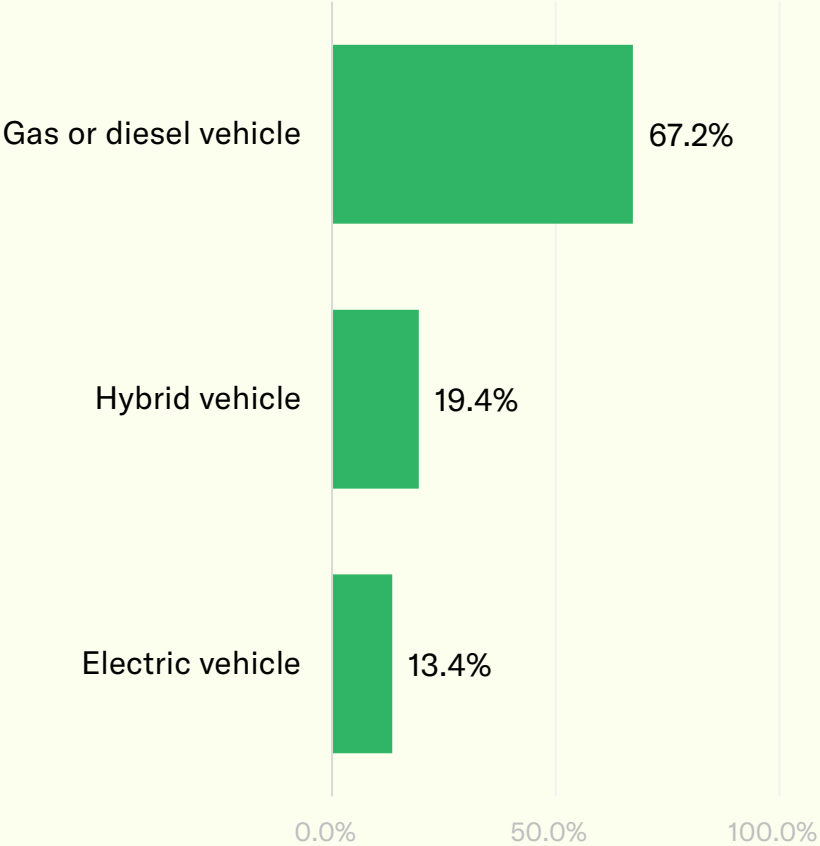
Question: What type of vehicle did you use?

Base: Respondents who arrived or departed using a rental or own personal car (294 completed surveys).

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

As with arrival and departure, 2024-25 Central Oregon region visitors 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 (67.2%). Just under one in five (19.4%) use a hybrid, while just over one in ten (13.4%) 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	67.2%	55.7%	84.5%	71.8%	69.6%	66.9%	71.3%
Hybrid vehicle	19.4%	28.6%	0.0%	15.8%	19.6%	19.0%	10.7%
Electric vehicle	13.4%	15.7%	15.5%	12.3%	10.8%	14.2%	18.0%
Base	272	80	6	186	184	204	102

**Small sample size*

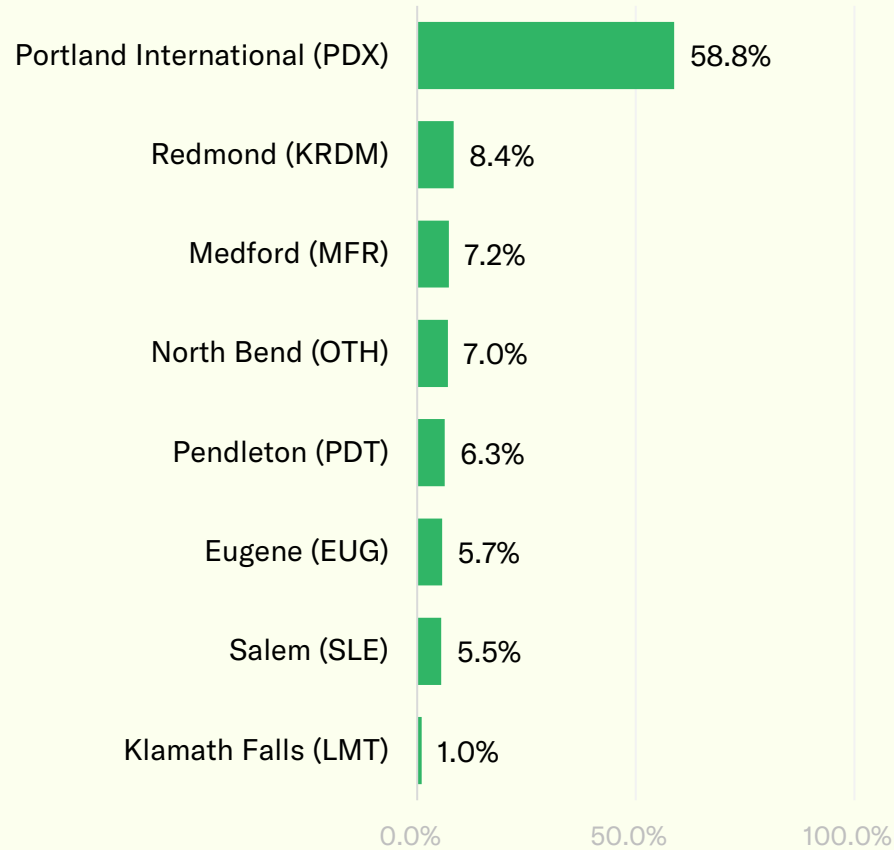
Question: What type of vehicle did you use?

Base: Respondents who used a rental or own personal car while in-market (272 completed surveys).

PDX was by far the most-used airport for Central Oregon region visitors.

Nearly six in ten (58.8%) of 2024-25 visitors to the Central Oregon region who reported arriving and/or departing by airplane from the state said they used Portland International Airport. Among the segments, Outdoor Recreation Participants (68.7%) who arrived or departed by air were even more likely to say that they used PDX. Canadian Visitors were less likely to arrive and/or depart from MFR.

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)	58.8%	59.9%	53.0%	58.2%	68.7%	63.0%	61.5%
Redmond (KRDM)	8.4%	12.6%	25.5%	6.2%	8.5%	10.5%	6.5%
Medford (MFR)	7.2%	1.9%	0.0%	9.8%	6.7%	5.0%	5.1%
North Bend (OTH)	7.0%	7.3%	0.0%	7.0%	3.6%	8.4%	6.7%
Pendleton (PDT)	6.3%	5.8%	0.0%	6.7%	3.1%	4.6%	8.1%
Eugene (EUG)	5.7%	3.5%	21.5%	6.6%	4.7%	3.5%	7.8%
Salem (SLE)	5.5%	8.1%	0.0%	4.4%	3.5%	3.8%	4.3%
Klamath Falls (LMT)	1.0%	1.0%	0.0%	1.1%	1.3%	1.1%	0.0%
Base	359	109	4	245	229	254	141

**Small sample size*

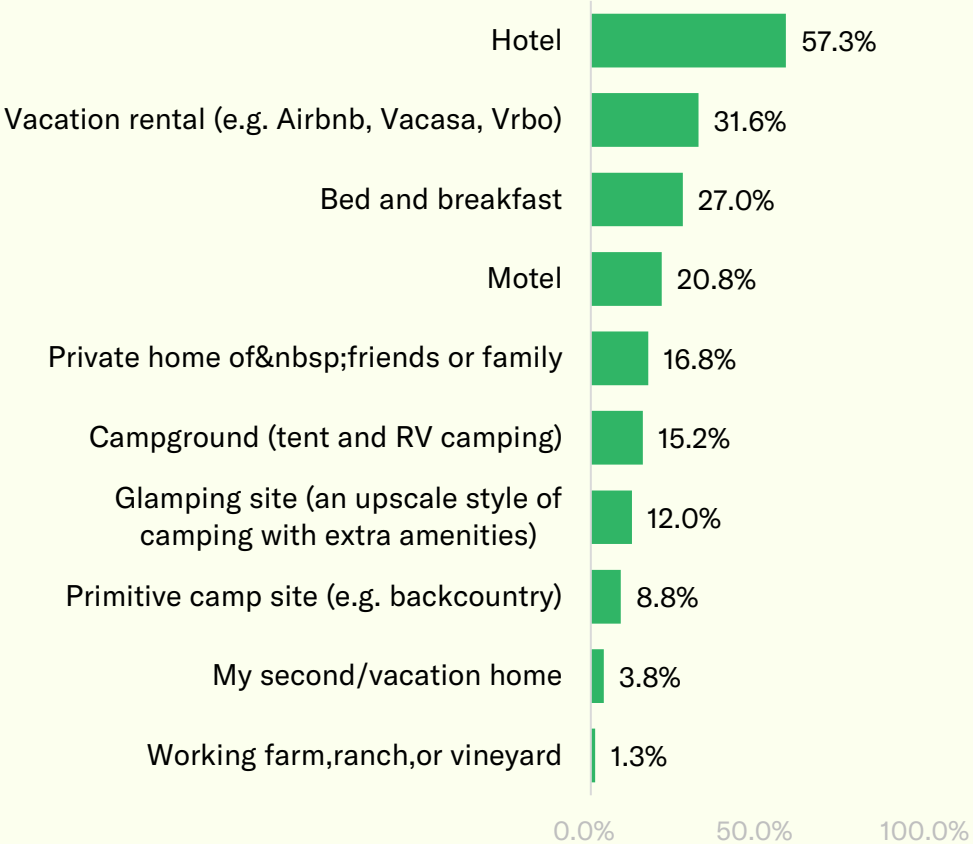
Question: Which airport did you arrive to/depart from?

Base: Respondents who arrived and/or departed via airplane (359 completed surveys).

Over half of Central Oregon region visitors stayed in a hotel.

At 57.3%, a majority of 2024-25 Central Oregon region visitors who stayed overnight on their most recent trip reported using a hotel, followed distantly by one in three (31.6%) who stayed in a vacation rental and one in four who stayed at a bed and breakfast (27.0%). Arts & Culture Participants (34.5%) were more likely to have stayed in a bed and breakfast (34.5%) or a campground (21.8%) compared to other travelers to the Central Oregon region.

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	57.3%	56.5%	32.8%	62.6%	60.3%	60.6%	60.4%
Vacation rental (e.g. Airbnb, Vacasa, Vrbo)	31.6%	28.6%	20.2%	35.0%	35.3%	32.6%	35.9%
Bed and breakfast	27.0%	23.8%	8.2%	31.8%	27.8%	24.6%	34.5%
Motel	20.8%	20.6%	23.9%	20.4%	20.1%	19.7%	21.5%
Private home of friends or family	16.8%	14.2%	21.0%	17.0%	17.1%	15.7%	18.9%
Campground (tent and RV camping)	15.2%	10.1%	18.3%	16.5%	16.4%	12.2%	21.8%
Glamping site (an upscale style of camping with extra amenities)	12.0%	9.0%	4.6%	14.7%	12.9%	9.2%	15.0%
Primitive camp site (e.g. backcountry)	8.8%	7.7%	5.7%	9.9%	9.5%	6.8%	10.6%
My second/vacation home	3.8%	5.1%	3.1%	3.4%	5.4%	3.4%	5.7%
Working farm, ranch, or vineyard	1.3%	0.7%	1.4%	1.5%	1.9%	1.2%	2.0%
Base	645	146	88	410	399	464	213

**Small sample size*

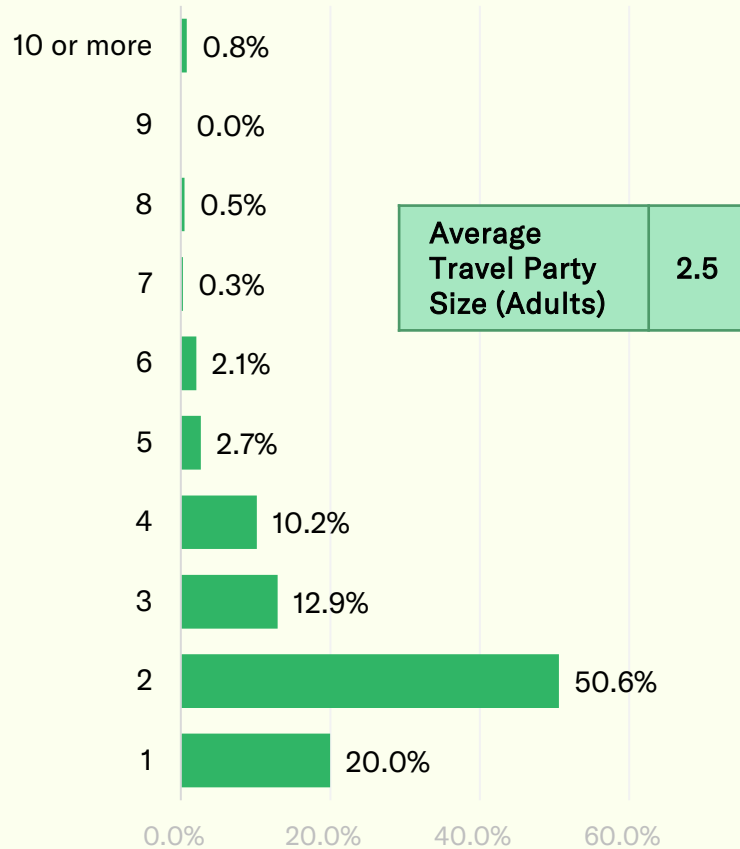
Question: In which type of lodging/accommodations did you stay in during this trip?

Base: Overnight visitors (645 completed surveys).

Most Central Oregon region visitors traveled with one other adult.

Over half of 2024-25 Central Oregon region visitors traveled with one other adult (50.6%). The average number of adults per travel party was 2.5 adults overall. Food & Drink Participants were least likely to travel by themselves.

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	0.8%	1.8%	0.0%	0.6%	0.4%	0.9%	0.6%
9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
8	0.5%	0.5%	2.9%	0.0%	0.6%	0.7%	0.4%
7	0.3%	0.0%	0.0%	0.4%	0.2%	0.2%	0.0%
6	2.1%	3.3%	3.0%	1.4%	1.7%	1.6%	1.5%
5	2.7%	1.8%	4.0%	2.8%	2.4%	3.0%	2.9%
4	10.2%	9.6%	8.8%	10.7%	10.9%	11.3%	12.7%
3	12.9%	17.4%	8.7%	12.0%	12.0%	13.1%	14.3%
2	50.6%	44.8%	63.0%	50.2%	52.1%	53.2%	49.3%
1 people	20.0%	20.8%	9.7%	21.9%	19.7%	16.1%	18.2%
Average Travel Party Size (Adults)	2.5	2.8	2.6	2.4	2.4	2.6	2.6
Base	651	146	91	413	402	468	215

**Small sample size*

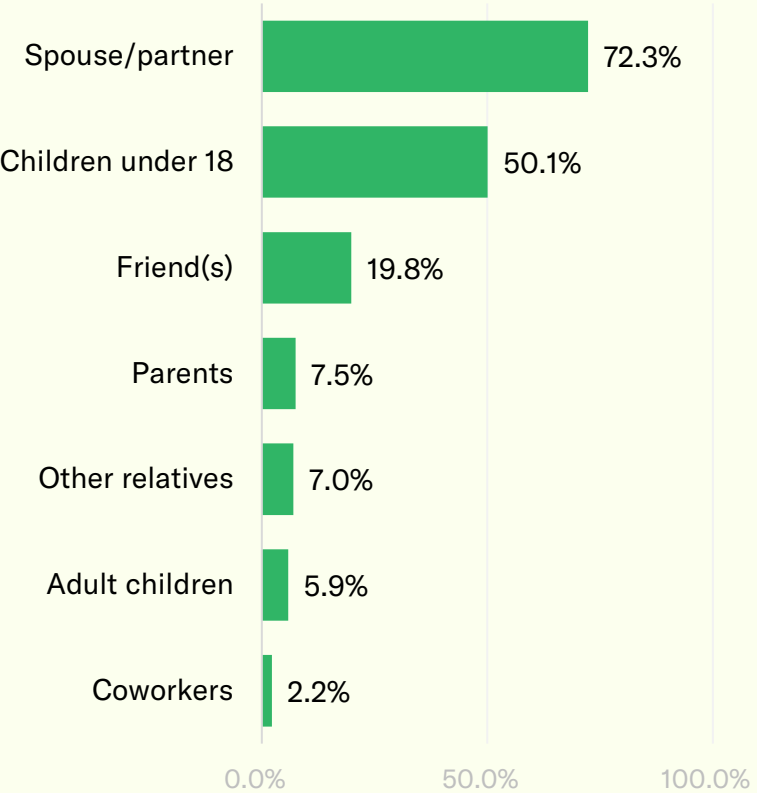
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (651 completed surveys)

More than seven in ten Central Oregon region visitors traveled with their spouse or partner.

At 72.3%, nearly three in four 2024-25 Central Oregon region visitors reported traveling with their significant other, while half (50.1%) reported traveling with children under 18. In total, 13.5% of visitors were solo travelers. Among the segments, in-state visitors were less likely than other segments to have traveled with a spouse/partner (55.5%) or kids (30.3%) and the converse is true for out-of-state visitors.

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	72.3%	66.7%	55.5%	78.3%	74.5%	73.2%	70.8%
Children under 18	50.1%	43.4%	30.3%	57.0%	50.8%	49.6%	46.0%
Friend(s)	19.8%	26.1%	23.9%	16.6%	18.2%	20.4%	22.9%
Parents	7.5%	5.9%	10.4%	7.4%	7.5%	7.6%	10.7%
Other relatives	7.0%	3.0%	18.6%	5.8%	8.0%	7.2%	4.7%
Adult children	5.9%	3.5%	10.3%	5.7%	6.3%	5.8%	6.9%
Coworkers	2.2%	4.2%	0.0%	2.0%	1.9%	2.4%	1.9%
Base	545	118	84	342	339	405	183

**Small sample size*

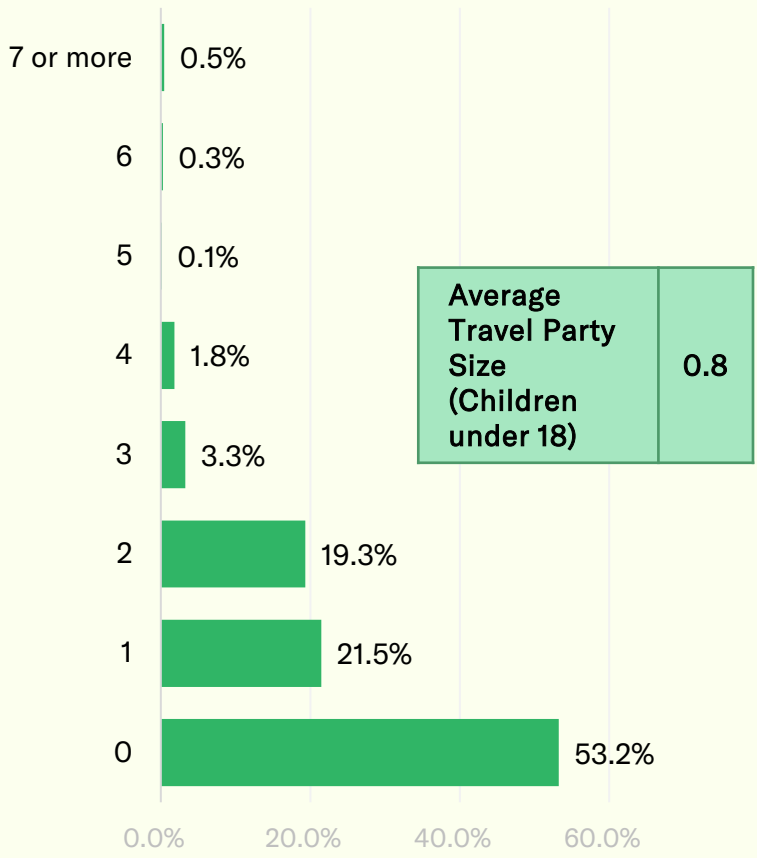
Question: Who were you traveling with?

Base: Respondents who traveled in a party of 2 or more people (545 completed surveys)

Almost half of Central Oregon region visitors traveled with children.

Just under half (46.8%) of visitors to the Central Oregon region did not travel with any children on their trip to Oregon. There were no statistically significant differences across segments.

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%	1.0%	0.0%	0.3%	0.3%	0.6%	1.0%
6	0.3%	0.4%	0.0%	0.3%	0.2%	0.4%	0.3%
5	0.1%	0.0%	1.0%	0.0%	0.2%	0.2%	0.0%
4	1.8%	1.0%	4.2%	1.6%	1.6%	0.8%	1.0%
3	3.3%	0.0%	5.4%	4.0%	3.0%	4.2%	2.3%
2	19.3%	15.4%	10.9%	22.6%	19.2%	21.7%	18.3%
1	21.5%	25.6%	12.1%	21.8%	21.8%	19.5%	20.0%
0	53.2%	56.5%	66.5%	49.4%	53.7%	52.6%	57.3%
Average Travel Party Size (Children under 18)	0.8	0.7	0.7	0.9	0.8	0.9	0.8
Base	651	146	91	413	402	468	215

**Small sample size*

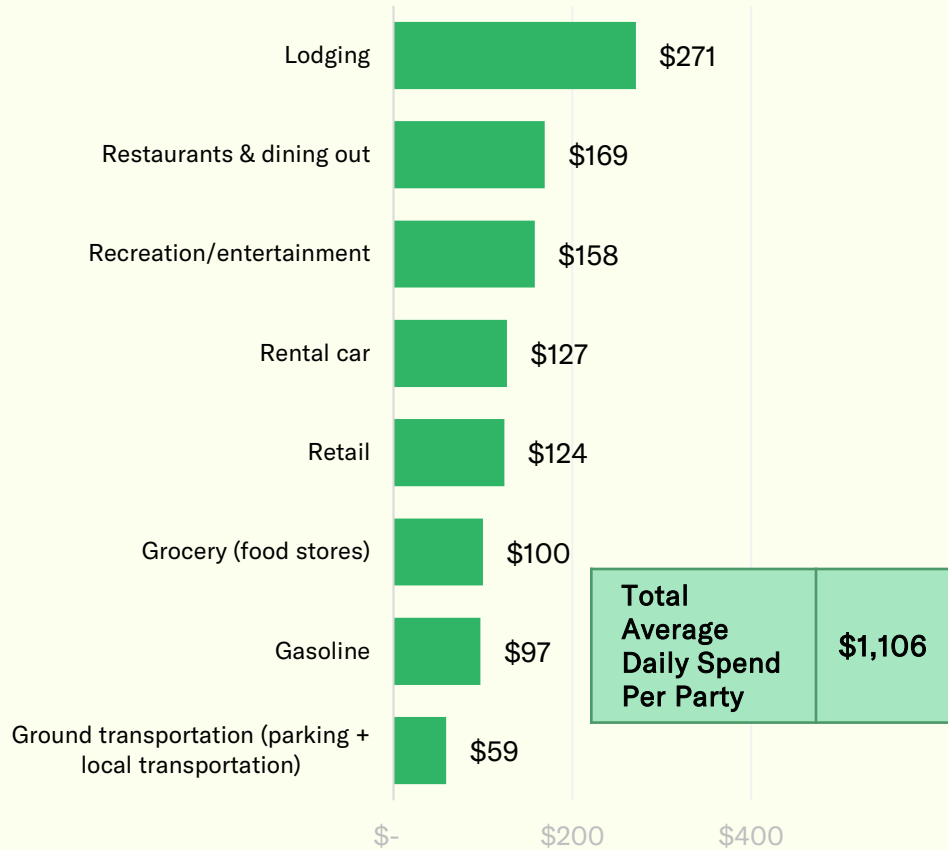
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (651 completed surveys)

Lodging and dining represent the largest spending categories.

Central Oregon region visitors in 2024-25 reported a total average daily trip spend of \$1,106. Lodging represents the largest share at \$271, followed by restaurants and dining out at \$169. For the segments, Canadian Visitors spent the highest average of \$1,268 per party per day, while in-state visitors had by far the lowest spend across several categories excluding lodging, dining, and gas.

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	\$271	\$290	\$176	\$283	\$297	\$283	\$264
Restaurants & dining out	\$169	\$189	\$122	\$172	\$181	\$181	\$177
Recreation/entertainment	\$158	\$161	\$78	\$174	\$174	\$168	\$160
Rental car	\$127	\$192	\$10	\$128	\$129	\$131	\$169
Retail	\$124	\$153	\$54	\$129	\$140	\$128	\$122
Grocery (food stores)	\$100	\$118	\$49	\$104	\$109	\$104	\$104
Gasoline	\$97	\$97	\$84	\$100	\$108	\$97	\$88
Ground transportation (parking + local transportation)	\$59	\$69	\$19	\$64	\$65	\$60	\$67
Total Average Daily Spend Per Party	\$1,106	\$1,268	\$593	\$1,154	\$1,202	\$1,153	\$1,152
Base	651	146	91	413	402	468	215

**Small sample size*

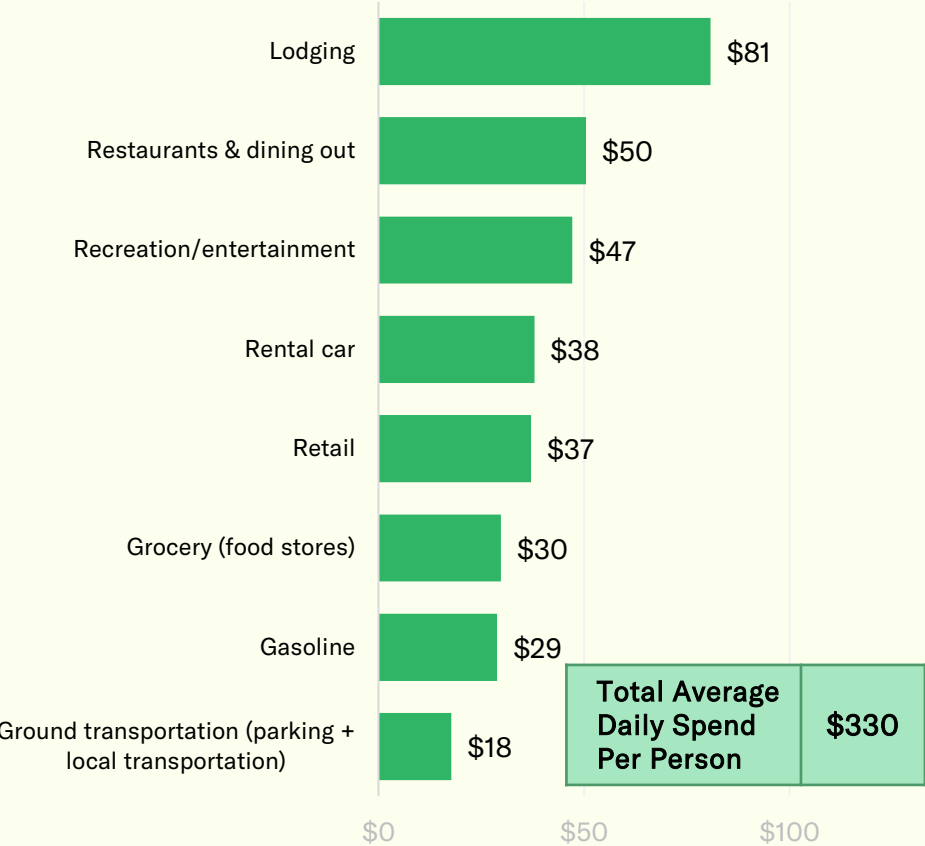
Question: Excluding airfare, please tell us approximately how much your travel group spent PER DAY in Oregon on each of the following categories, in \$USD?

Base: Total respondents (651 completed surveys)

On average, each Central Oregon region visitor spent about \$330 per day.

Based on the average travel party size, on average each visitor to the Central Oregon region spent \$330 a day on their 2024-25 trip to Oregon. Examining daily per person spend by segment, Outdoor Recreation Participants have the highest average per person spend at \$374, while in-state visitors had the lowest average at \$180, followed by Food & Drink Participants at \$332.

Daily Spend Per Person



By Segment

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Lodging	\$81	\$83	\$53	\$86	\$92	\$81	\$79
Restaurants & dining out	\$50	\$54	\$37	\$52	\$56	\$52	\$53
Recreation/entertainment	\$47	\$46	\$24	\$53	\$54	\$49	\$48
Rental car	\$38	\$55	\$3	\$39	\$40	\$38	\$50
Retail	\$37	\$44	\$16	\$39	\$43	\$37	\$37
Grocery (food stores)	\$30	\$34	\$15	\$31	\$34	\$30	\$31
Gasoline	\$29	\$28	\$26	\$30	\$33	\$28	\$26
Ground transportation (parking + local transportation)	\$18	\$20	\$6	\$19	\$20	\$17	\$20
Total Average Daily Spend Per Person	\$330	\$362	\$180	\$349	\$374	\$332	\$345
Base	651	146	91	413	402	468	215

*Small sample size

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?

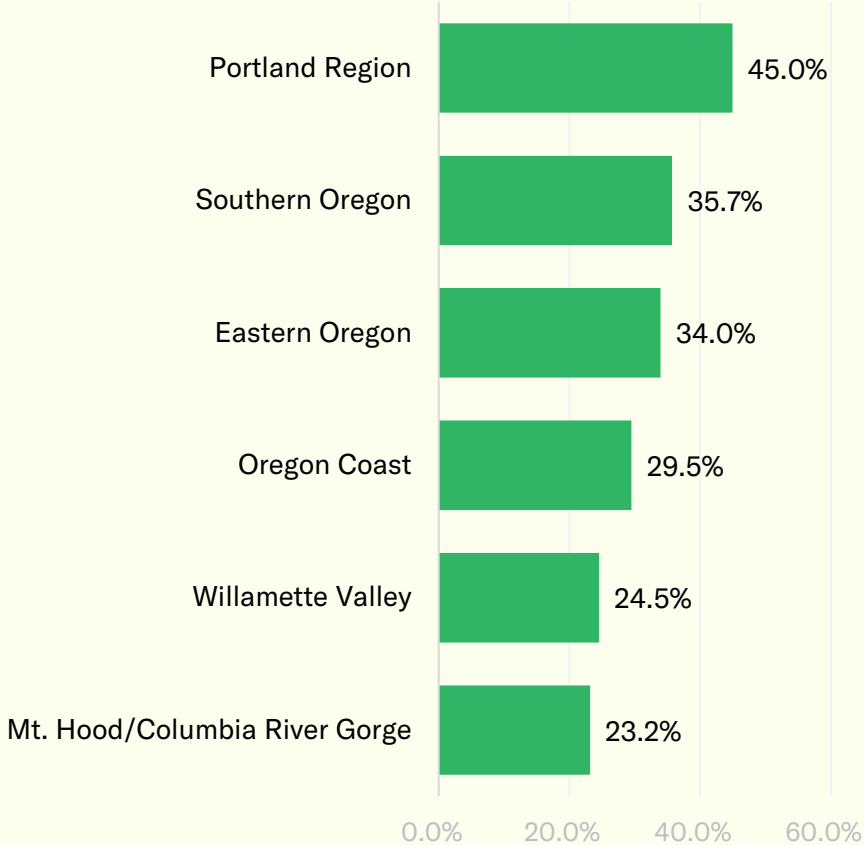
Base: Total respondents (651 completed surveys)

Detailed Findings: Region Visitation

Almost half of Central Oregon visitors also visited the Portland Region.

At 45.0%, the Portland Region was the second-most visited region of Oregon among Central Oregon region visitors. Just over one in three visited Southern Oregon (35.7%), Eastern Oregon (34.0%), Oregon Coast (29.5%), and/or Willamette Valley (24.5%), while Central Oregon region visitors who went to Mt. Hood CRG region the represent the smallest share at (23.2%). Among these segments, almost half of Outdoor Recreation Participants also visited the Portland region.

Other 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	45.0%	36.9%	42.7%	48.3%	49.5%	44.9%	46.1%
Southern Oregon	35.7%	26.2%	30.5%	40.1%	37.4%	35.8%	38.3%
Eastern Oregon	34.0%	28.0%	24.9%	37.9%	33.9%	33.6%	39.5%
Oregon Coast	29.5%	21.8%	45.2%	29.1%	34.0%	30.7%	29.4%
Willamette	24.5%	16.2%	35.5%	25.4%	27.9%	26.2%	26.3%
Mt. Hood/Columbia River Gorge	23.2%	17.6%	30.2%	23.8%	25.8%	24.2%	23.4%
Base	651	146	91	413	402	468	215

**Small sample size*

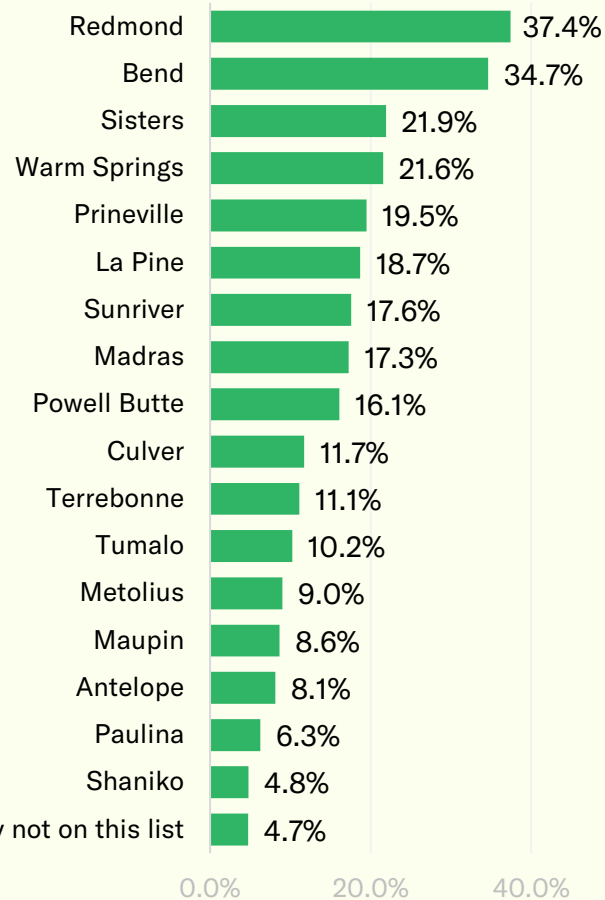
Question: Which region(s) in Oregon did you visit on this most recent trip?

Base: Total respondents (651 completed surveys)

Bend and Redmond were the top Central Oregon region cities visited.

For 2024-25 visitors who included the Central Oregon region on their most recent trip to Oregon, just under four in ten (37.4%) reported visiting Redmond. This was followed closely by 34.7% who went to Bend and more distantly by about one in five who visited Sisters (21.9%). In-state visitors to the Central Oregon region were more likely and Canadian visitors were less likely to have visited Bend.

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%
Base	612	140	82	389	371	439	199

*Small sample size

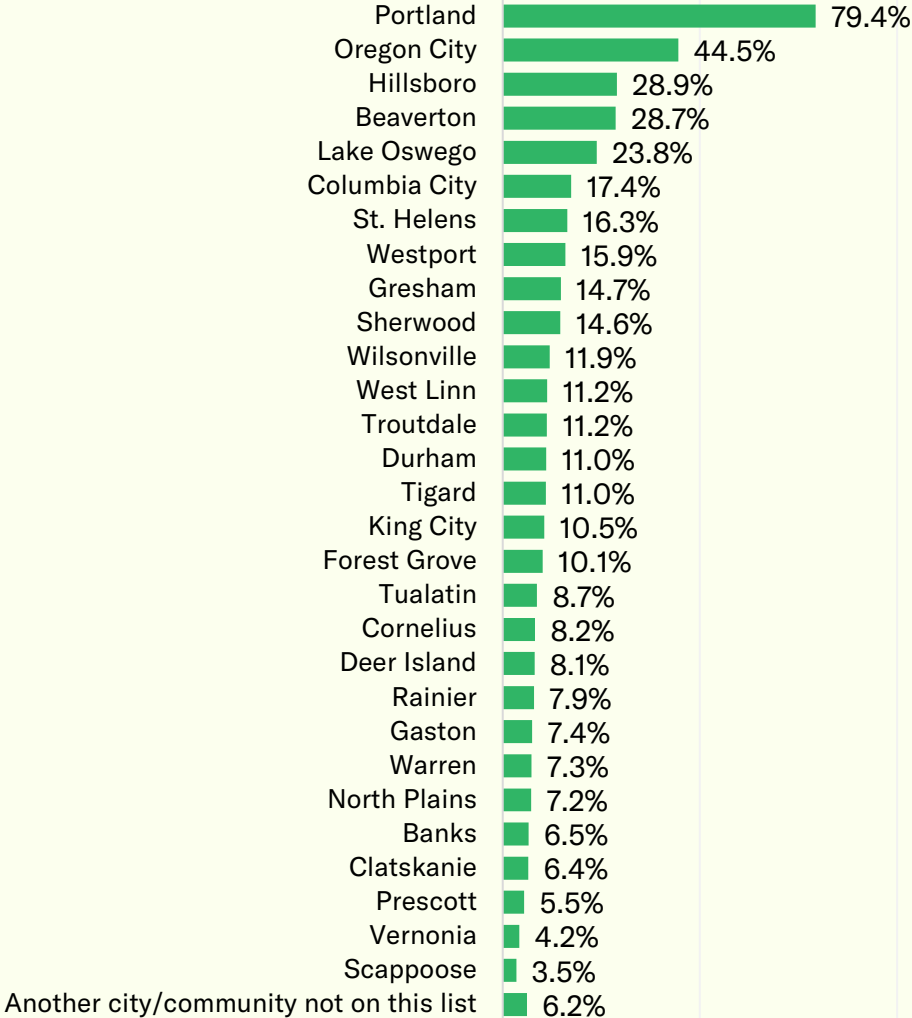
Question: Which cities in the Central Oregon region did you visit on the most recent trip?

Base: Total respondents (612 completed surveys).

About four in five Central Oregon region visitors traveled to Portland.

Of the 45.0% of 2024-25 Central Oregon visitors who included the Portland region on their most recent trip to Oregon, just under four in five (79.4%) reported visiting Portland. This was followed distantly by 44.5% who went to Oregon City and again distantly by about one in four who visited Hillsboro (28.9%) and/or Beaverton (28.7%).

Portland Region Cities Visited



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

Base: Respondents who also visited the Portland Region on their most recent trip (235 completed surveys).

In-state visitors were more likely to visit Beaverton, Hillsboro, and Gresham.

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	79.4%	82.8%	72.7%	79.8%	84.3%	82.4%	81.5%
Oregon City	44.5%	56.0%	19.5%	45.6%	47.2%	42.9%	44.4%
Hillsboro	28.9%	18.5%	34.2%	31.3%	31.6%	30.6%	34.4%
Beaverton	28.7%	20.7%	35.8%	30.0%	30.7%	29.6%	35.4%
Lake Oswego	23.8%	24.1%	18.7%	24.7%	24.9%	20.5%	35.0%
Columbia City	17.4%	20.1%	7.0%	18.4%	18.9%	16.7%	18.6%
St. Helens	16.3%	7.8%	11.8%	19.2%	16.0%	15.8%	19.1%
Westport	15.9%	18.4%	0.0%	17.8%	18.0%	14.8%	17.4%
Gresham	14.7%	3.7%	35.7%	14.6%	15.3%	15.3%	22.6%
Sherwood	14.6%	24.8%	8.8%	12.6%	13.0%	15.6%	21.7%
Wilsonville	11.9%	3.0%	13.2%	14.4%	12.1%	9.9%	16.9%
West Linn	11.2%	15.2%	5.4%	11.1%	12.4%	11.7%	10.9%
Troutdale	11.2%	15.7%	11.3%	9.5%	10.5%	9.9%	9.7%
Durham	11.0%	14.7%	0.0%	11.8%	11.3%	10.7%	13.4%
Tigard	11.0%	5.2%	8.0%	13.2%	10.5%	11.7%	19.8%
King City	10.5%	13.3%	5.3%	10.6%	10.1%	9.6%	10.8%
Forest Grove	10.1%	4.8%	5.3%	12.1%	9.1%	8.9%	13.3%
Tualatin	8.7%	7.5%	15.3%	8.0%	7.2%	9.7%	10.5%
Cornelius	8.2%	10.4%	0.0%	9.0%	8.3%	6.7%	10.3%
Deer Island	8.1%	6.8%	0.0%	9.8%	9.1%	8.1%	9.7%
Rainier	7.9%	2.2%	12.8%	8.8%	9.6%	6.8%	6.2%
Gaston	7.4%	8.1%	0.0%	8.5%	8.9%	5.7%	12.2%
Warren	7.3%	13.6%	0.0%	6.6%	7.9%	5.3%	7.9%
North Plains	7.2%	6.7%	5.3%	7.6%	7.8%	6.1%	8.1%
Banks	6.5%	6.6%	1.6%	7.3%	7.8%	6.4%	9.8%
Clatskanie	6.4%	5.1%	3.5%	7.3%	5.7%	4.7%	5.8%
Prescott	5.5%	7.6%	0.0%	5.8%	6.7%	5.3%	7.7%
Vernonia	4.2%	2.2%	5.3%	4.7%	3.5%	5.0%	5.2%
Scappoose	3.5%	0.0%	0.0%	5.1%	3.5%	3.1%	4.6%
Another city/community not on this list	6.2%	5.2%	11.3%	5.6%	6.8%	6.7%	3.6%
Base	253	48	31	173	168	184	86

*Small sample size

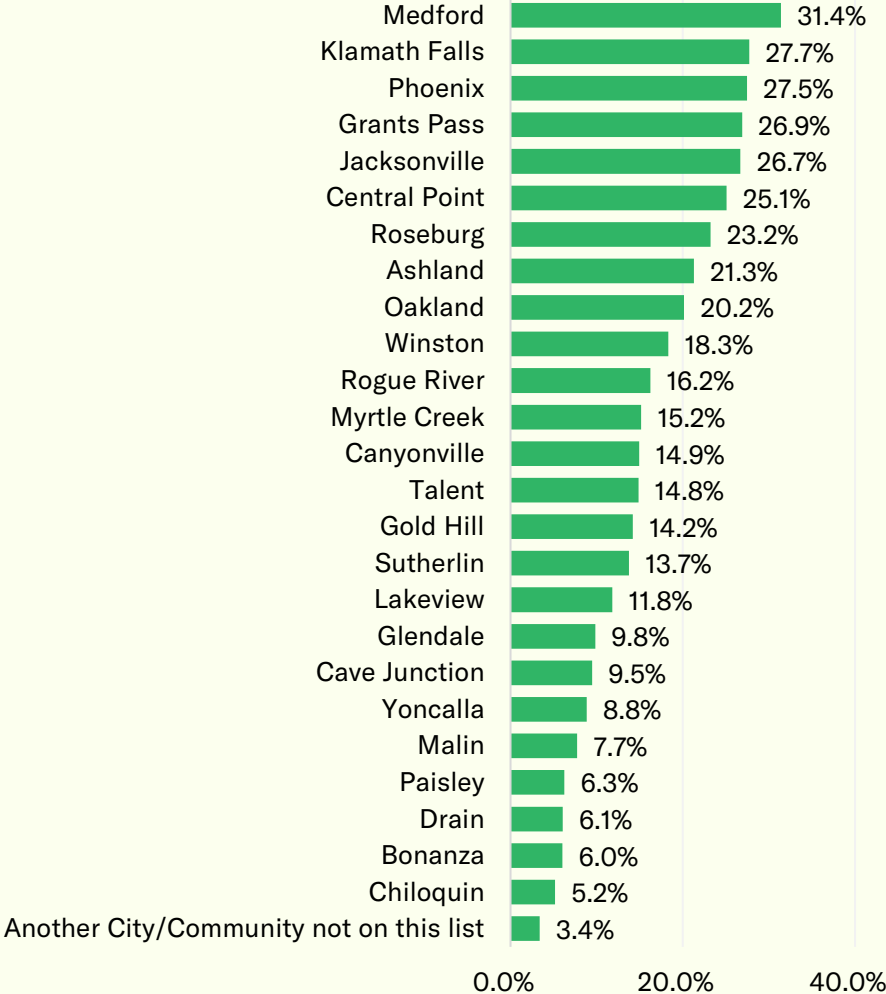
Question: Which cities in the Portland region did you visit on the most recent trip?

Base: Respondents who also visited the Portland Region on their most recent trip (235 completed surveys).

Medford and Klamath Falls were the most-visited Southern Oregon cities for Central Oregon region visitors.

Of the 35.7% of Central Oregon region visitors who traveled to the Southern Oregon region on their trip to Oregon, nearly one in three visited Medford (31.4%). About one in four reported visiting Klamath Falls (27.7%), Phoenix (27.5%), Grants Pass (26.9%), Jacksonville (26.7%) and/or Central Point (25.1%).

Southern Oregon Region Cities Visited



Question: Which cities in the Southern Oregon region did you visit on the most recent trip?
 Base: Respondents who also visited the Southern Oregon Region on their most recent trip (181 completed surveys).

Across the segments except Canadian Visitors, Medford was the most likely region to be visited.

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	31.4%	26.6%	54.7%	29.7%	34.8%	34.6%	34.2%
Klamath Falls	27.7%	22.1%	51.2%	26.2%	29.3%	31.2%	32.7%
Phoenix	27.5%	22.1%	21.8%	29.6%	26.9%	25.3%	21.9%
Grants Pass	26.9%	11.6%	41.8%	28.2%	27.5%	28.0%	30.6%
Jacksonville	26.7%	30.0%	16.4%	27.4%	26.4%	28.8%	26.0%
Central Point	25.1%	16.4%	21.8%	27.1%	21.8%	25.8%	22.1%
Roseburg	23.2%	16.2%	35.9%	23.4%	24.4%	20.0%	22.5%
Ashland	21.3%	5.8%	36.1%	23.2%	19.8%	24.0%	30.9%
Oakland	20.2%	15.1%	8.2%	23.0%	22.4%	19.2%	18.2%
Winston	18.3%	10.5%	6.3%	21.2%	17.3%	17.2%	16.5%
Rogue River	16.2%	12.1%	27.3%	15.9%	14.2%	14.4%	14.2%
Myrtle Creek	15.2%	12.6%	16.8%	15.7%	12.8%	15.5%	17.0%
Canyonville	14.9%	21.3%	11.9%	13.9%	17.3%	11.7%	14.5%
Talent	14.8%	5.4%	18.1%	16.7%	15.1%	12.4%	13.0%
Gold Hill	14.2%	7.5%	30.1%	13.8%	15.5%	10.2%	16.7%
Sutherlin	13.7%	9.9%	4.4%	15.9%	15.2%	10.4%	10.1%
Lakeview	11.8%	13.2%	4.4%	12.0%	13.0%	13.7%	17.3%
Glendale	9.8%	10.7%	7.5%	10.0%	13.0%	6.4%	11.0%
Cave Junction	9.5%	9.1%	18.1%	7.9%	8.8%	7.8%	11.7%
Yoncalla	8.8%	3.0%	0.0%	11.4%	6.9%	6.2%	8.1%
Malin	7.7%	3.0%	0.0%	9.9%	9.9%	6.7%	10.4%
Paisley	6.3%	10.5%	8.2%	5.0%	7.8%	6.0%	9.0%
Drain	6.1%	3.0%	0.0%	7.6%	7.5%	4.0%	5.3%
Bonanza	6.0%	4.4%	0.0%	7.2%	7.8%	3.5%	9.1%
Chiloquin	5.2%	7.5%	3.0%	4.9%	5.7%	5.5%	6.8%
Another city/community not on this list	3.4%	2.0%	15.4%	2.2%	4.5%	4.0%	1.2%
Base	181	29	19	132	114	132	62

*Small sample size

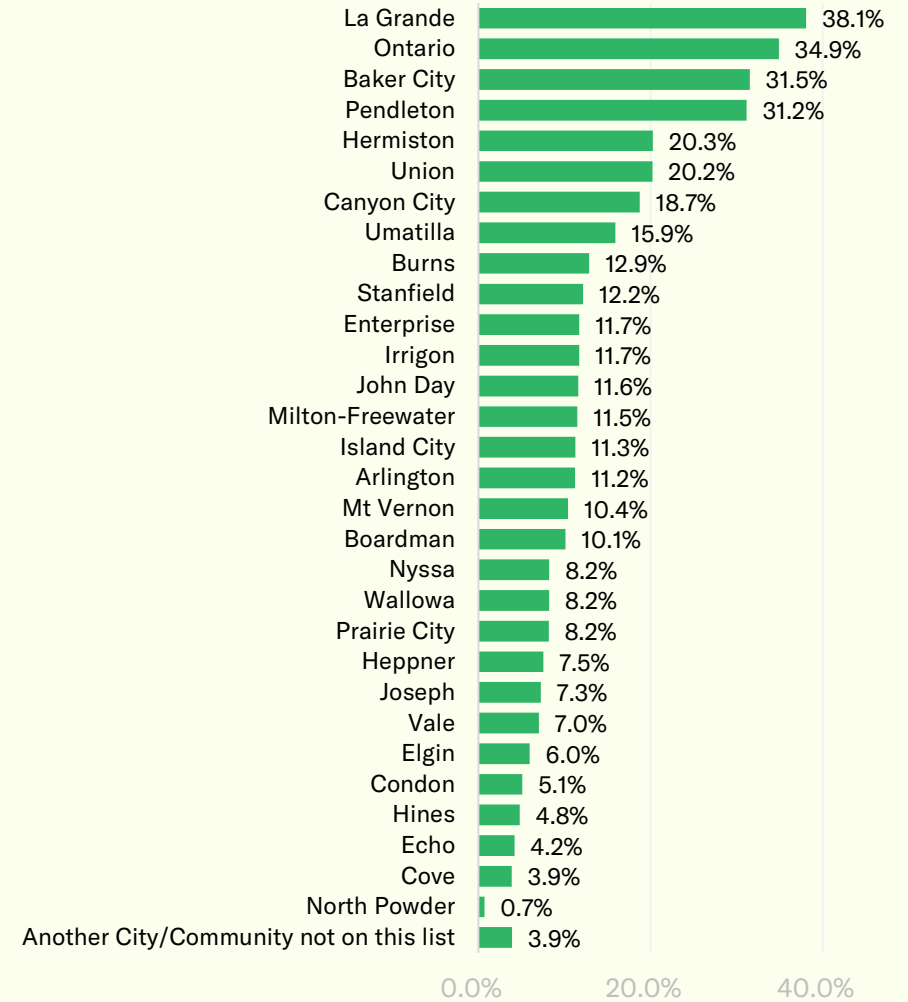
Question: Which cities in the Southern Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Southern Oregon Region on their most recent trip (181 completed surveys).

La Grande and Ontario were the most-visited Eastern Oregon cities.

For the 34.0% of Central Oregon region visitors who also traveled to the Eastern Oregon region in 2024-25, the largest share reported visiting La Grande (38.1%), followed by Ontario (34.9%) Baker City (31.5%) and Pendleton (31.2%).

Eastern Oregon Region Cities Visited



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

Base: Respondents who also visited the Eastern Oregon Region on their most recent trip (194 completed surveys).

In-state visitors were less likely to visit Ontario.

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*
La Grande	38.1%	36.8%	52.1%	36.7%	45.9%	37.7%	37.2%
Ontario	34.9%	58.4%	3.7%	31.4%	32.9%	37.0%	32.9%
Baker City	31.5%	29.9%	13.4%	34.0%	32.7%	33.1%	32.4%
Pendleton	31.2%	34.5%	41.9%	29.4%	31.8%	30.1%	44.0%
Hermiston	20.3%	18.1%	16.6%	21.4%	28.5%	20.2%	20.6%
Union	20.2%	19.5%	0.0%	22.5%	19.0%	23.9%	18.9%
Canyon City	18.7%	22.6%	8.0%	18.8%	22.9%	19.3%	19.0%
Umatilla	15.9%	23.1%	16.3%	13.3%	13.0%	13.9%	16.3%
Burns	12.9%	10.8%	3.7%	14.4%	11.1%	12.9%	17.2%
Stanfield	12.2%	13.8%	0.0%	13.0%	10.5%	8.8%	12.7%
Enterprise	11.7%	9.1%	8.0%	12.9%	14.4%	10.7%	11.2%
Irrigon	11.7%	7.2%	0.0%	14.2%	11.9%	9.3%	12.4%
John Day	11.6%	3.0%	29.4%	12.4%	10.3%	9.6%	14.2%
Milton-Freewater	11.5%	9.5%	5.4%	12.7%	13.0%	9.8%	11.1%
Island City	11.3%	5.4%	0.0%	14.1%	12.4%	9.9%	10.1%
Arlington	11.2%	3.0%	10.9%	13.7%	13.4%	9.8%	9.8%
Mt Vernon	10.4%	11.2%	10.9%	10.2%	8.8%	10.2%	7.4%
Boardman	10.1%	2.4%	6.4%	12.1%	9.1%	7.4%	8.6%
Nyssa	8.2%	3.0%	3.7%	10.2%	8.3%	5.9%	10.9%
Wallowa	8.2%	7.6%	17.6%	7.5%	9.9%	7.1%	5.5%
Prairie City	8.2%	8.2%	0.0%	9.0%	8.3%	7.0%	9.7%
Heppner	7.5%	7.2%	0.0%	8.4%	10.5%	4.7%	2.1%
Joseph	7.3%	4.1%	12.3%	7.7%	5.6%	7.1%	10.5%
Vale	7.0%	3.7%	3.7%	8.3%	5.2%	5.2%	10.2%
Elgin	6.0%	2.4%	0.0%	7.6%	8.8%	3.6%	4.2%
Condon	5.1%	5.2%	0.0%	5.0%	6.1%	4.8%	3.9%
Hines	4.8%	4.1%	3.7%	5.1%	5.2%	4.4%	5.9%
Echo	4.2%	5.4%	0.0%	4.3%	5.8%	3.1%	3.5%
Cove	3.9%	2.4%	0.0%	4.7%	4.8%	4.4%	5.1%
North Powder	0.7%	0.0%	3.7%	0.6%	0.4%	1.0%	0.0%
Another city/community not on this list	3.9%	0.0%	13.4%	4.1%	4.6%	5.1%	2.2%
Base	194	37	15	141	116	135	74

*Small sample size

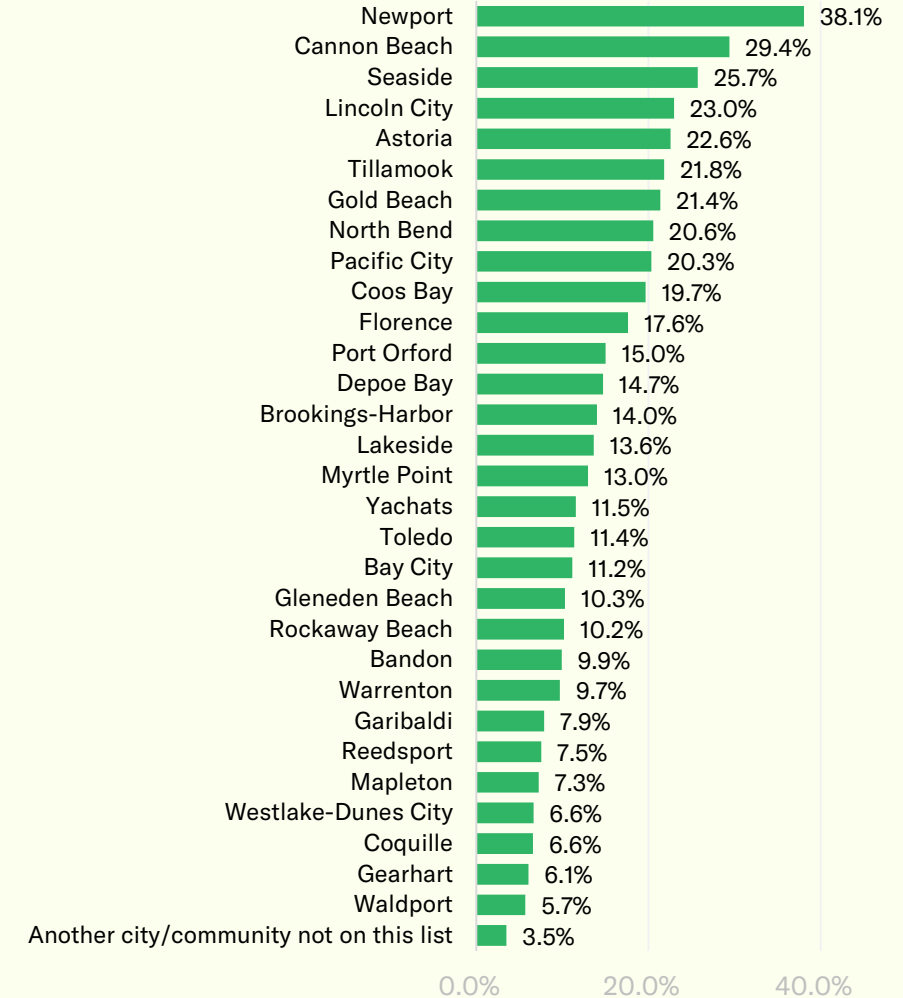
Question: Which cities in the Eastern Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Eastern Oregon Region on their most recent trip (194 completed surveys).

For the Oregon Coast, Newport outpaced Cannon Beach for visitation.

Among the 29.5% of 2024-25 Central Oregon region visitors who also included the Oregon Coast region on their most recent trip, **38.1%** spent time in **Newport**, outpacing the share of those who went to **Cannon Beach (38.1%)**. One in five said they visited Seaside (25.7%), followed somewhat closely by Lincoln City (23.0%) and/or Astoria (22.6%).

Oregon Coast Region Cities Visited



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

Base: Respondents who also visited the Oregon Coast Region on their most recent trip (176 completed surveys).

Across all segments except Arts & Culture Participants, Newport was most likely to be visited.

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	38.1%	39.8%	55.2%	31.6%	40.9%	40.6%	30.5%
Cannon Beach	29.4%	35.5%	25.8%	28.8%	30.6%	31.4%	36.6%
Seaside	25.7%	23.8%	25.4%	26.5%	25.1%	25.6%	28.9%
Lincoln City	23.0%	18.9%	40.5%	18.1%	20.9%	23.5%	21.9%
Astoria	22.6%	30.7%	17.2%	22.0%	21.4%	23.1%	27.0%
Tillamook	21.8%	13.3%	24.4%	23.5%	21.7%	24.0%	21.9%
Gold Beach	21.4%	29.0%	22.3%	18.7%	18.1%	17.9%	20.6%
North Bend	20.6%	25.0%	36.1%	13.9%	20.2%	21.3%	21.1%
Pacific City	20.3%	31.1%	17.3%	18.1%	22.0%	22.6%	30.5%
Coos Bay	19.7%	18.1%	28.3%	17.2%	18.6%	18.1%	18.3%
Florence	17.6%	28.5%	28.7%	10.5%	15.0%	18.0%	18.6%
Port Orford	15.0%	18.4%	18.5%	12.8%	16.7%	13.6%	21.7%
Depoe Bay	14.7%	12.7%	29.1%	10.3%	15.2%	17.1%	12.2%
Brookings-Harbor	14.0%	21.5%	27.4%	7.1%	14.8%	10.8%	13.8%
Lakeside	13.6%	15.1%	11.0%	14.1%	14.9%	13.1%	18.5%
Myrtle Point	13.0%	15.8%	18.1%	10.4%	11.3%	11.1%	19.6%
Yachats	11.5%	5.1%	19.2%	10.9%	9.1%	10.2%	11.0%
Toledo	11.4%	17.6%	8.7%	10.4%	10.8%	11.5%	7.1%
Bay City	11.2%	18.1%	4.5%	11.3%	11.4%	8.0%	12.9%
Gleneden Beach	10.3%	17.2%	4.0%	10.4%	11.4%	10.9%	14.4%
Rockaway Beach	10.2%	5.6%	7.4%	12.5%	8.8%	10.7%	10.8%
Bandon	9.9%	7.0%	25.0%	5.6%	9.4%	8.1%	6.9%
Warrenton	9.7%	19.1%	0.0%	10.2%	12.6%	8.7%	7.6%
Garibaldi	7.9%	20.6%	6.7%	4.4%	8.6%	9.4%	15.6%
Reedsport	7.5%	9.4%	16.5%	3.9%	5.6%	6.8%	5.8%
Mapleton	7.3%	11.1%	5.4%	6.7%	8.5%	5.6%	11.7%
Westlake-Dunes City	6.6%	11.8%	8.9%	4.3%	6.6%	5.7%	10.9%
Coquille	6.6%	3.7%	11.4%	5.8%	4.8%	4.8%	6.3%
Gearhart	6.1%	9.6%	4.0%	5.7%	6.0%	5.5%	9.1%
Waldport	5.7%	15.2%	6.1%	2.7%	6.5%	5.2%	12.1%
Another city/community not on this list	3.5%	2.3%	4.9%	3.4%	4.3%	2.8%	3.7%
Base	176	30	38	108	123	135	56

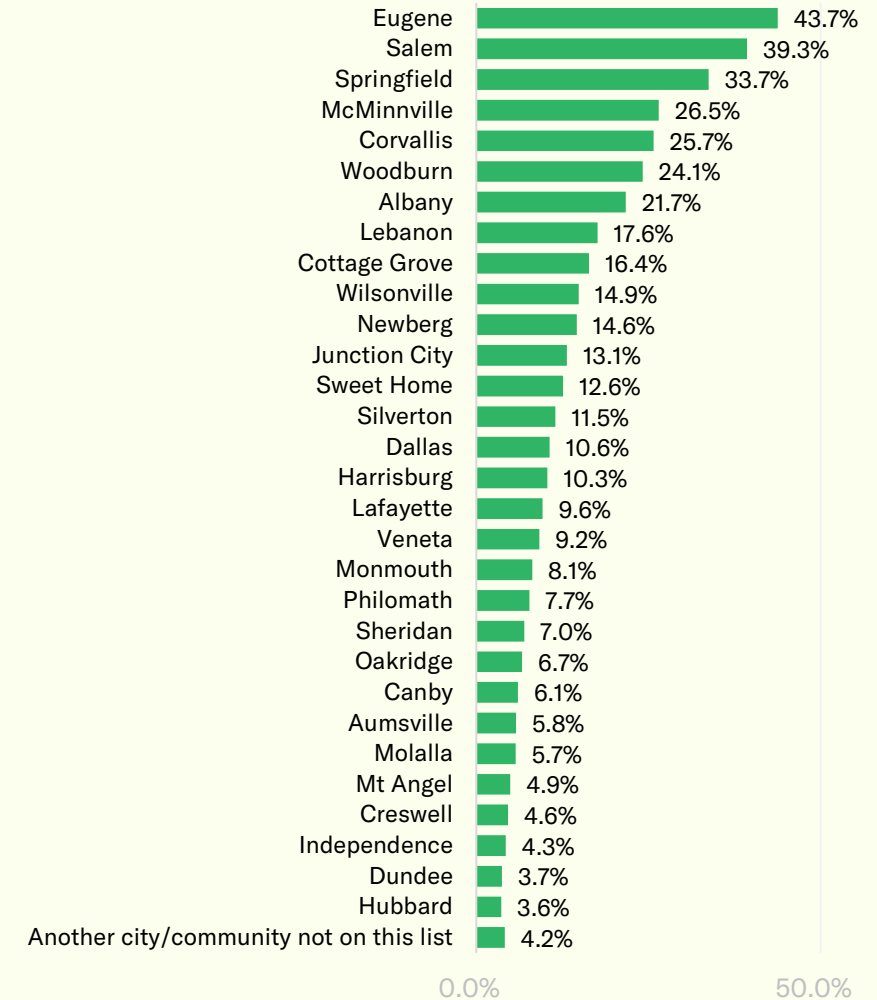
*Small sample size

Question: Which cities in the Oregon Coast region did you visit on the most recent trip?
 Base: Respondents who also visited the Oregon Coast Region on their most recent trip (176 completed surveys).

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

Of the 24.5% of Central Oregon region visitors who traveled to the Willamette Valley on their most recent trip to Oregon in 2024-25, the largest share reported visiting Eugene (43.7%). Almost one in four said they went to Salem (39.3%), followed by about one-third who visited Springfield (33.7%) and one in four who visited McMinnville (26.5%) and/or Corvallis (25.7%).

Willamette Valley Region Cities Visited



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

Base: Respondents who also visited the Willamette Valley Region on their most recent trip (120 completed surveys).

Arts & Culture Participants were more likely to visit Sheridan.

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	43.7%	41.6%	66.1%	38.3%	49.6%	44.6%	41.1%
Salem	39.3%	41.4%	42.3%	38.0%	46.3%	39.1%	43.2%
Springfield	33.7%	30.0%	49.5%	30.4%	28.0%	32.1%	42.7%
McMinnville	26.5%	36.0%	29.1%	23.7%	26.9%	28.4%	37.5%
Corvallis	25.7%	19.8%	28.4%	26.4%	24.3%	26.3%	29.7%
Woodburn	24.1%	21.5%	31.5%	22.8%	23.6%	24.6%	30.7%
Albany	21.7%	20.6%	16.1%	23.4%	23.9%	23.1%	24.8%
Lebanon	17.6%	13.8%	15.5%	19.0%	19.8%	17.4%	26.7%
Cottage Grove	16.4%	16.1%	28.2%	13.3%	18.0%	15.1%	22.3%
Wilsonville	14.9%	5.4%	17.6%	16.3%	16.4%	17.5%	22.1%
Newberg	14.6%	0.0%	14.3%	18.0%	10.2%	11.7%	22.8%
Junction City	13.1%	8.2%	18.6%	12.8%	16.5%	10.8%	16.8%
Sweet Home	12.6%	5.4%	15.5%	13.5%	11.2%	12.5%	23.3%
Silverton	11.5%	0.0%	11.8%	14.0%	11.1%	10.9%	18.9%
Dallas	10.6%	0.0%	7.1%	14.0%	4.6%	9.0%	15.5%
Harrisburg	10.3%	13.6%	19.3%	7.2%	10.9%	12.1%	18.6%
Lafayette	9.6%	19.6%	4.7%	8.6%	11.5%	11.3%	15.7%
Veneta	9.2%	5.4%	14.0%	8.8%	10.8%	5.9%	11.0%
Monmouth	8.1%	5.4%	0.0%	10.9%	10.2%	10.4%	12.4%
Philomath	7.7%	0.0%	9.2%	9.1%	5.3%	6.4%	19.4%
Sheridan	7.0%	5.4%	3.8%	8.1%	5.8%	6.0%	18.1%
Oakridge	6.7%	5.4%	14.0%	5.0%	4.8%	6.2%	8.2%
Canby	6.1%	5.4%	6.4%	6.1%	5.0%	4.7%	10.3%
Aumsville	5.8%	10.0%	0.0%	6.3%	5.1%	4.9%	12.6%
Molalla	5.7%	5.4%	8.5%	5.1%	5.6%	5.7%	12.9%
Mt Angel	4.9%	14.4%	0.0%	4.1%	7.2%	6.3%	9.6%
Creswell	4.6%	0.0%	9.2%	4.5%	1.8%	5.9%	7.0%
Independence	4.3%	0.0%	3.2%	5.5%	4.7%	2.8%	7.1%
Dundee	3.7%	5.4%	0.0%	4.3%	3.3%	3.9%	8.8%
Hubbard	3.6%	12.4%	0.0%	2.6%	5.3%	1.9%	7.3%
Another city/community not on this list	4.2%	3.7%	3.8%	4.4%	3.5%	5.3%	3.6%
Base	120	18	23	79	82	94	41

*Small sample size

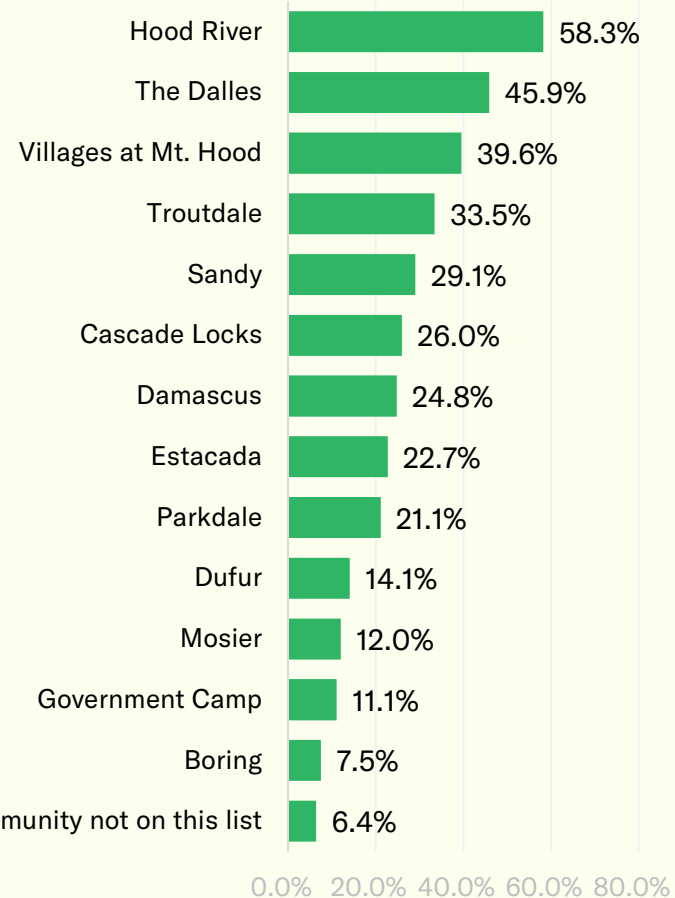
Question: Which cities in the Willamette Valley region did you visit on the most recent trip?

Base: Respondents who also visited the Willamette Valley Region on their most recent trip (120 completed surveys).

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

Among the 23.2% of Central Oregon region visitors who traveled to the Mt. Hood/Columbia River Gorge Region, Hood River (58.3%) was the most visited. This was followed by nearly half (45.9%) who visited The Dalles, and just over one-third (39.6%) 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	58.3%	49.6%	72.1%	57.4%	57.5%	59.1%	56.4%
The Dalles	45.9%	38.6%	17.5%	54.4%	48.1%	49.1%	61.8%
Villages at Mt. Hood	39.6%	45.9%	34.2%	39.1%	45.4%	42.3%	48.6%
Troutdale	33.5%	48.2%	19.5%	32.7%	41.7%	33.4%	31.5%
Sandy	29.1%	29.3%	27.8%	29.3%	29.5%	28.4%	47.3%
Cascade Locks	26.0%	17.0%	8.4%	32.5%	29.6%	25.0%	32.2%
Damascus	24.8%	17.5%	23.7%	27.0%	27.7%	22.8%	35.9%
Estacada	22.7%	25.0%	14.9%	24.0%	27.2%	22.2%	31.0%
Parkdale	21.1%	26.9%	0.0%	24.5%	26.8%	20.4%	33.9%
Dufur	14.1%	10.3%	0.0%	18.4%	15.6%	13.0%	20.9%
Mosier	12.0%	7.5%	0.0%	16.0%	12.3%	9.0%	18.7%
Government Camp	11.1%	7.5%	19.1%	10.2%	12.0%	9.6%	15.5%
Boring	7.5%	10.8%	9.6%	6.2%	9.5%	7.4%	13.3%
Another city/community not on this list	6.4%	3.3%	11.1%	6.1%	6.2%	7.6%	8.5%
Base	130	22	21	87	84	98	44

**Small sample size*

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

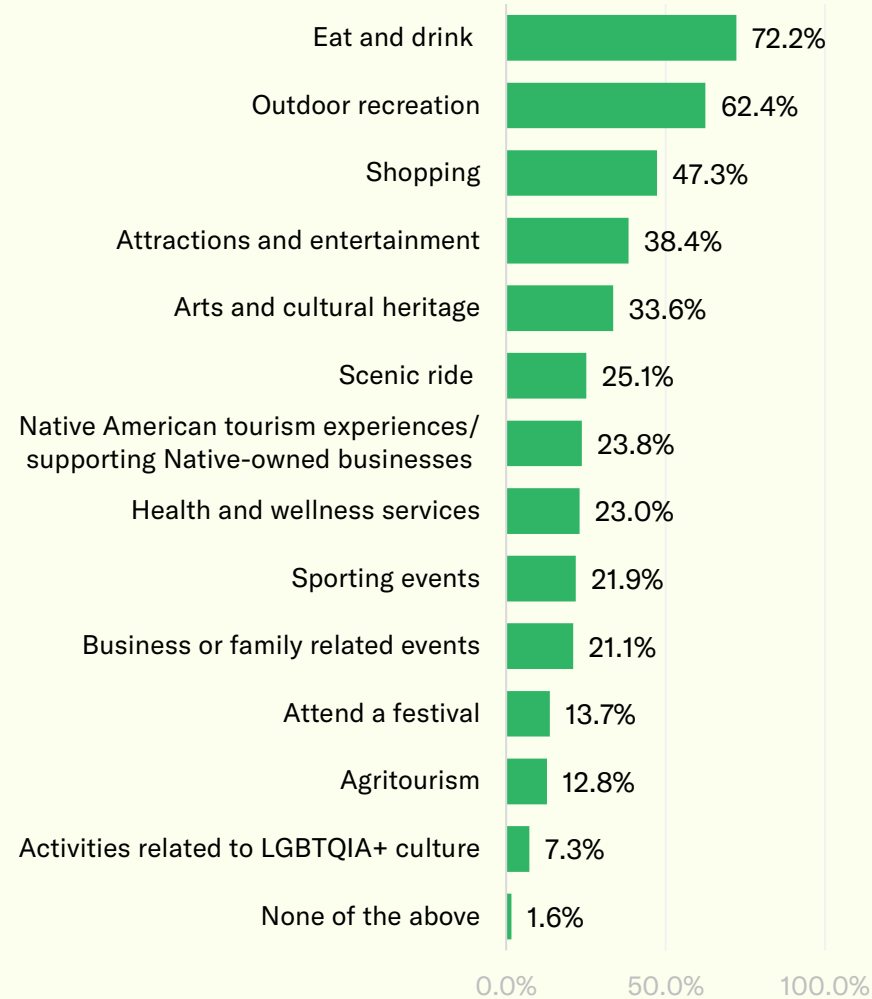
Base: Respondents who also visited the Mt. Hood/Columbia River Gorge Region on their most recent trip (130 completed surveys).

Detailed Findings: Key Activities

Food and drink experiences were the top activity for Central Oregon visitors.

Eating and drinking (72.2%) was by far the most popular activity for 2024-25 Central Oregon region visitors to engage in. More than half (62.4%) said they participated in outdoor recreation, followed by 47.2% who went shopping. Notably, among the segments, Outdoor Recreation Participants were more likely to participate in eat and drink activities and Food & Drink Participants were more likely to participate in outdoor recreation.

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	72.2%	69.7%	68.5%	73.8%	78.3%	100.0%	78.0%
Outdoor recreation	62.4%	58.2%	66.4%	63.3%	100.0%	67.7%	63.1%
Shopping	47.3%	39.5%	45.2%	50.7%	53.0%	53.3%	53.5%
Attractions and entertainment	38.4%	38.2%	19.3%	42.5%	43.6%	42.4%	41.6%
Arts and cultural heritage	33.6%	35.8%	14.9%	36.7%	33.9%	36.3%	100.0%
Scenic ride	25.1%	18.7%	29.0%	26.6%	28.7%	27.5%	24.2%
Native American tourism experiences/supporting Native-owned businesses	23.8%	20.7%	13.1%	27.2%	23.3%	21.0%	28.6%
Health and wellness services	23.0%	23.5%	5.2%	26.6%	22.3%	23.0%	31.7%
Sporting events	21.9%	23.7%	8.4%	24.0%	22.6%	20.9%	23.3%
Business or family related events	21.1%	19.2%	13.2%	23.2%	17.8%	18.5%	24.2%
Attend a festival	13.7%	14.1%	2.1%	16.0%	14.3%	14.2%	20.9%
Agritourism	12.8%	12.5%	4.4%	14.7%	12.8%	10.4%	17.1%
Activities related to LGBTQIA+ culture	7.3%	6.6%	1.2%	8.8%	7.8%	8.1%	11.9%
None of the above	1.6%	2.0%	6.1%	0.6%	0.0%	0.0%	0.0%
Base	651	146	91	413	402	468	215

*Small sample size

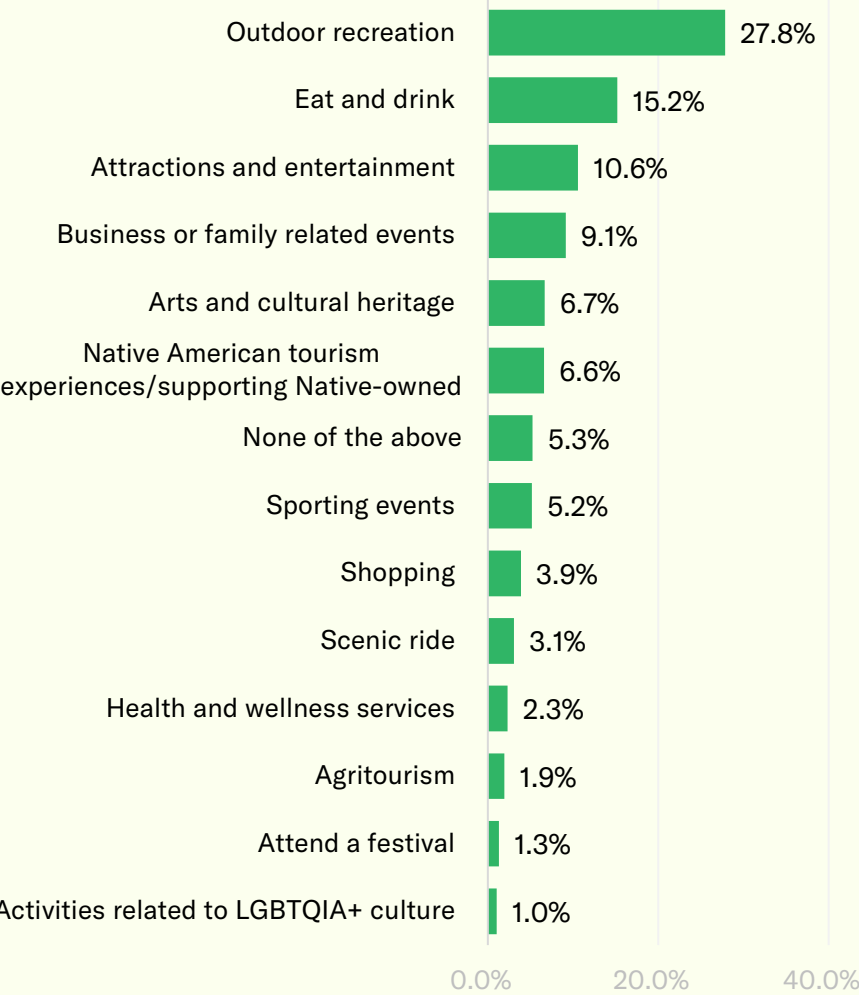
Question: Which type of activities/experiences did you participate in during this trip?

Base: Total respondents (651 completed surveys)

Outdoor recreation was the top motivating activity for Central Oregon visitors.

Among Central Oregon region visitors who said they participated in any of these activities, over one-fourth (27.8%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. This was followed by 15.2% 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	27.8%	20.9%	45.3%	27.0%	43.9%	29.1%	22.1%
Eat and drink	15.2%	15.5%	6.0%	16.9%	11.4%	20.7%	14.2%
Attractions and entertainment	10.6%	11.8%	7.2%	10.8%	11.1%	11.4%	9.9%
Business or family related events	9.1%	11.3%	9.0%	8.2%	5.6%	8.1%	7.1%
Arts and cultural heritage	6.7%	10.6%	1.4%	6.3%	4.0%	5.6%	19.5%
Native American tourism experiences/supporting Native-owned	6.6%	4.6%	0.9%	8.5%	5.0%	4.3%	7.0%
None of the above	5.3%	2.9%	10.8%	5.0%	3.6%	5.4%	4.6%
Sporting events	5.2%	10.4%	1.6%	4.0%	4.1%	3.8%	4.3%
Shopping	3.9%	4.5%	1.8%	4.1%	3.4%	4.0%	3.2%
Scenic ride	3.1%	1.7%	12.9%	1.6%	2.5%	3.1%	0.4%
Health and wellness services	2.3%	0.6%	3.0%	2.8%	1.6%	1.1%	3.2%
Agritourism	1.9%	2.4%	0.0%	2.1%	1.3%	1.1%	1.2%
Attend a festival	1.3%	2.9%	0.0%	1.0%	0.8%	1.4%	0.9%
Activities related to LGBTQIA+ culture	1.0%	0.0%	0.0%	1.6%	1.6%	1.1%	2.3%
Base	637	143	85	408	400	468	215

**Small sample size*

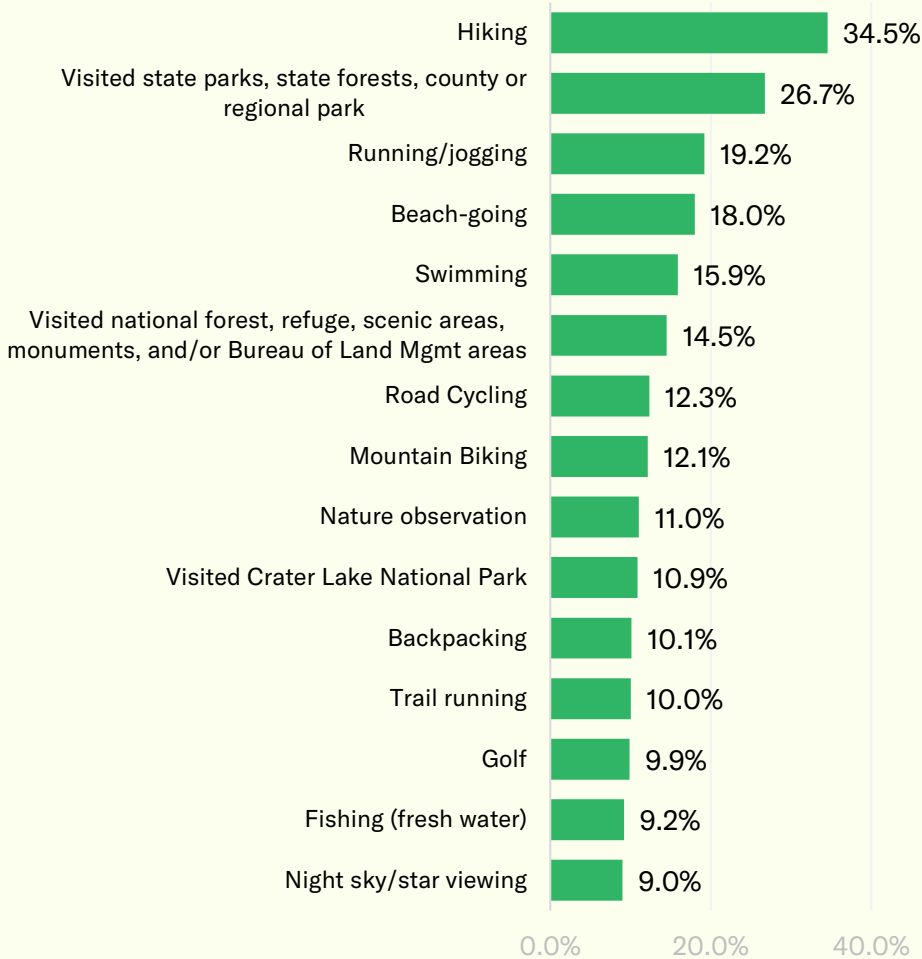
Question: Of the activities you participated in, were any the primary motivation for your most recent trip?

Base: Total respondents (637 completed surveys)

Hiking was the top outdoor recreation activity for Central Oregon visitors.

Among 2024-25 Central Oregon region visitors who reported outdoor recreation engagement, the largest share (34.5%) went hiking, followed by about one in four (26.7%) who visited a state park, state forest, or county or regional park. Food & Drink Participants were also more likely to engage in many outdoor activities such as hiking, visiting state parks, state forests, county or regional park, and running/jogging. Running/jogging was much more likely to be an outdoor recreation activity engaged in by out of state visitors (22.8%) compared to in-state (1.8%).

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	34.5%	28.4%	44.0%	34.9%	55.3%	40.0%	39.0%
Visited state parks, state forests, county or regional park	26.7%	21.2%	28.7%	28.4%	42.8%	31.4%	33.9%
Running/jogging	19.2%	19.4%	1.8%	22.8%	30.7%	22.0%	21.3%
Beach-going	18.0%	19.3%	24.8%	16.1%	28.8%	20.2%	22.1%
Swimming	15.9%	18.0%	15.7%	15.2%	25.4%	19.1%	16.4%
Visited national forest, refuge, scenic areas, monuments, and/or Bureau of Land Mgmt areas	14.5%	12.4%	19.5%	14.3%	23.2%	16.9%	17.0%
Road Cycling	12.3%	15.5%	1.0%	13.6%	19.8%	13.6%	14.6%
Mountain Biking	12.1%	12.3%	5.0%	13.6%	19.4%	12.3%	15.9%
Nature observation	11.0%	7.2%	14.2%	11.8%	17.7%	12.8%	15.2%
Visited Crater Lake National Park	10.9%	13.1%	3.8%	11.6%	17.4%	12.4%	11.3%
Backpacking	10.1%	10.5%	5.6%	11.0%	16.2%	10.0%	11.4%
Trail running	10.0%	7.5%	3.2%	12.4%	16.1%	10.2%	9.1%
Golf	9.9%	12.6%	2.8%	10.4%	15.8%	12.4%	10.4%
Fishing (fresh water)	9.2%	6.0%	5.1%	11.2%	14.7%	10.7%	13.3%
Night sky/star viewing	9.0%	9.5%	8.5%	8.9%	14.4%	10.3%	10.8%
Base	651	146	91	413	402	468	215

**Small sample size*

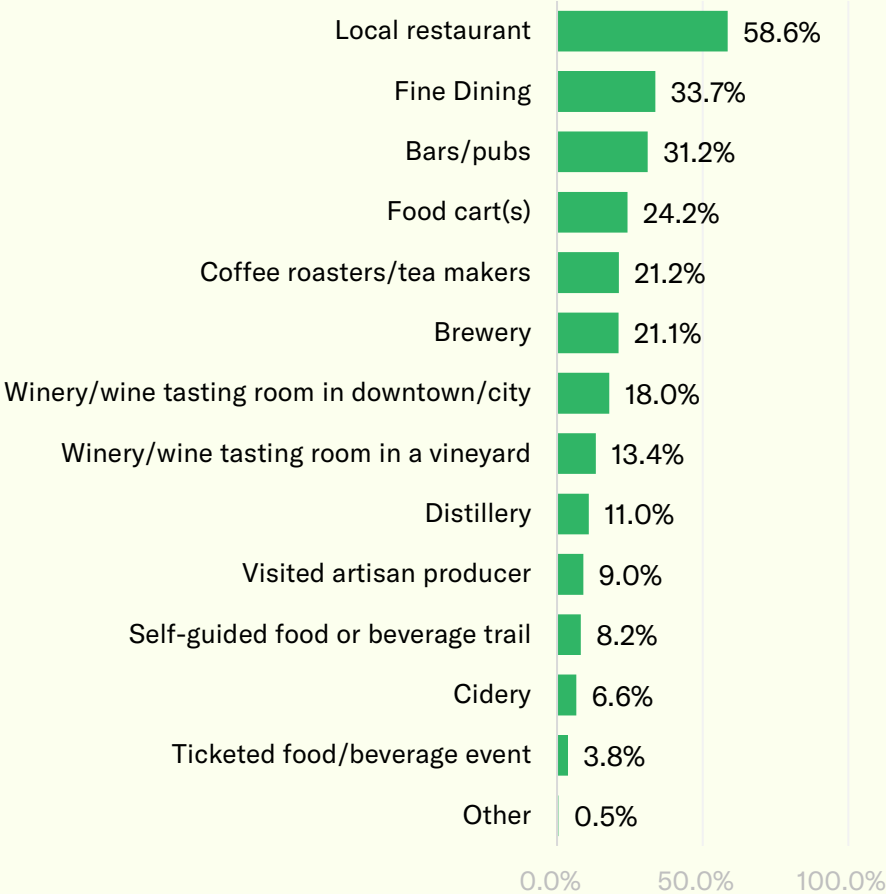
Question: Which of the following outdoor recreation activities did you do on this trip?

Base: Total respondents (651 completed surveys)

Six in ten Central Oregon region visitors ate at local restaurant.

At 58.6% of Central Oregon region visitors, dining in a local restaurant was by far the top food and drink activity. Just three in ten said they went to fine dining (33.7%) and/or bars/pubs (31.2%). 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 the top 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	58.6%	53.3%	63.4%	59.6%	65.0%	81.2%	62.1%
Fine Dining	33.7%	36.7%	14.3%	36.7%	38.0%	46.7%	43.5%
Bars/pubs	31.2%	26.1%	27.6%	33.8%	35.7%	43.2%	39.6%
Food cart(s)	24.2%	23.6%	19.0%	25.4%	27.1%	33.5%	32.2%
Coffee roasters/tea makers	21.2%	15.6%	21.1%	23.2%	26.0%	29.4%	23.8%
Brewery	21.1%	17.3%	13.4%	24.2%	24.9%	29.3%	27.6%
Winery/wine tasting room in downtown/city	18.0%	14.3%	5.3%	22.0%	20.8%	24.9%	21.7%
Winery/wine tasting room in a vineyard	13.4%	13.9%	7.7%	14.3%	14.6%	18.5%	16.2%
Distillery	11.0%	9.9%	0.0%	13.6%	12.4%	15.2%	15.7%
Visited artisan producer (bakery, etc.)	9.0%	9.6%	7.5%	9.2%	10.9%	12.5%	14.2%
Participated in a self-guided food or beverage trail	8.2%	4.6%	0.0%	11.2%	10.1%	11.3%	9.6%
Cidery	6.6%	8.1%	1.1%	7.1%	7.1%	9.1%	12.0%
Ticketed food/beverage event	3.8%	3.3%	0.0%	4.8%	4.2%	5.2%	7.2%
Other	0.5%	0.7%	2.4%	0.0%	0.3%	0.7%	0.0%
Base	651	146	91	413	402	468	215

*Small sample size

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

Base: Total respondents (651 completed surveys)

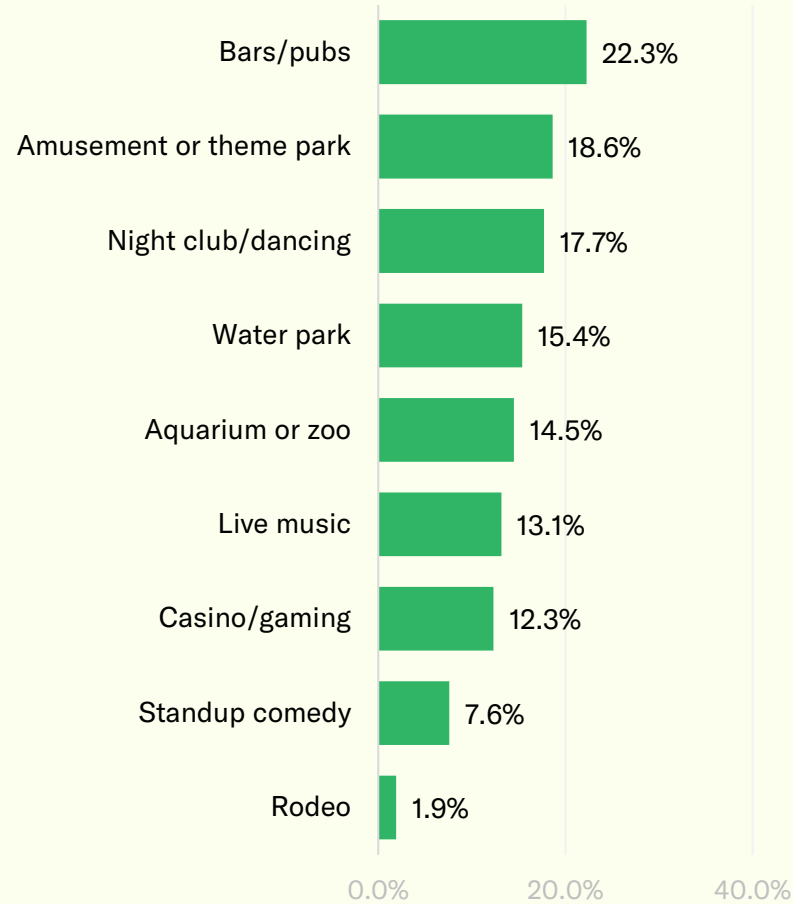
Bars and pubs were the most popular attractions and entertainment.

For 2024-25 Central Oregon region visitors, 22.3% went to a bar or pub, a slightly smaller share (18.6%) visited an amusement or theme park. Nearly all segments were more likely to engage in amusement or theme parks, while in-state visitors were less likely to have participated in most attraction and entertainment experiences.

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	22.3%	22.3%	9.3%	25.0%	26.3%	27.0%	25.9%
Amusement or theme park	18.6%	17.6%	2.2%	22.5%	22.9%	21.5%	25.3%
Night club/dancing	17.7%	17.6%	6.5%	20.1%	20.2%	19.9%	25.3%
Water park	15.4%	16.4%	3.4%	17.5%	18.1%	16.5%	18.5%
Aquarium or zoo (including petting zoo)	14.5%	16.7%	3.1%	16.1%	17.9%	14.8%	19.3%
Live music	13.1%	10.4%	6.5%	15.6%	15.2%	15.4%	21.5%
Casino/gaming	12.3%	12.6%	4.7%	13.8%	12.7%	13.3%	15.3%
Standup comedy	7.6%	7.0%	1.0%	9.2%	9.0%	8.4%	14.1%
Rodeo	1.9%	0.9%	2.2%	2.3%	2.5%	2.5%	3.7%
Base	651	146	91	413	402	468	215

*Small sample size

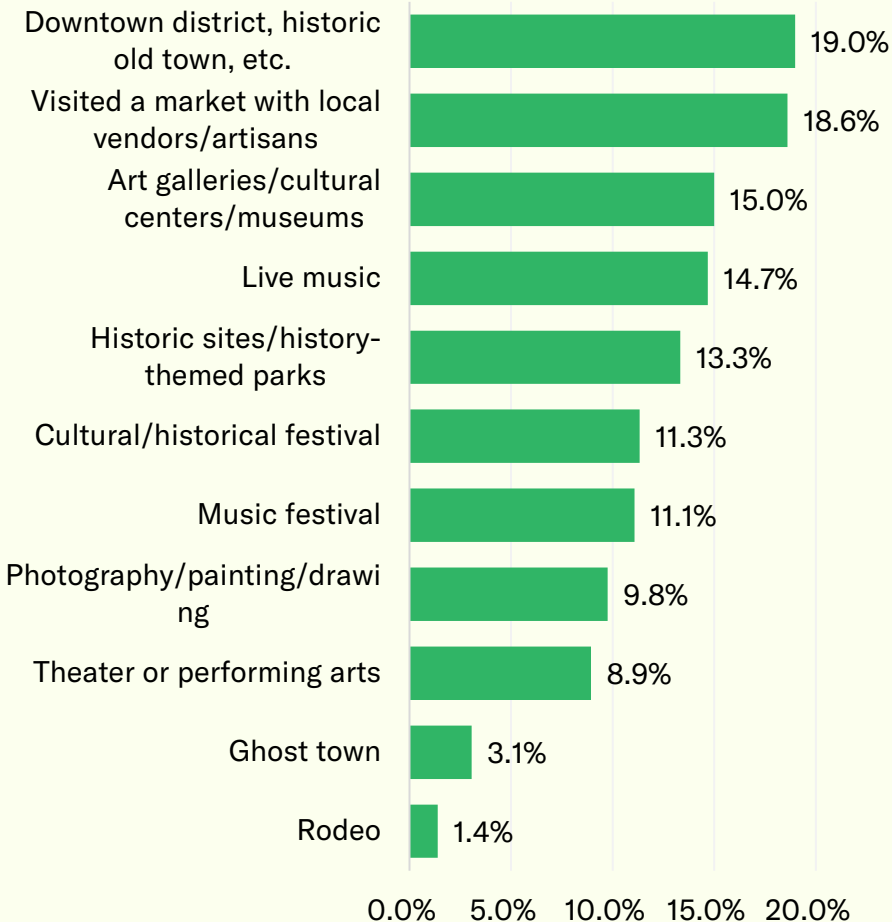
Question: Which of the following attractions and entertainment experiences did you do during this trip?

Base: Total respondents (651 completed surveys)

Downtown districts were the top arts & cultural draw for Central Oregon visitors.

On their most recent Oregon trip in 2024-25, visiting a downtown district or historic old town was reported by one in five (19.0%) Central Oregon region visitors. This was followed by 18.6% who reported visiting a local market. Notably, in-state visitors were much less likely to have engaged in local markets (5.6%), art galleries/cultural centers/museums (5.8%) and/or live music (5.8%).

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.	19.0%	14.9%	10.6%	22.2%	22.8%	21.7%	56.5%
Visited a market with local vendors/artisans	18.6%	18.0%	5.6%	21.6%	19.3%	20.2%	55.4%
Art galleries/cultural centers/museums	15.0%	19.8%	5.8%	15.2%	17.0%	16.4%	44.7%
Live music	14.7%	13.3%	5.8%	17.1%	15.9%	15.5%	43.7%
Historic sites/history-themed parks	13.3%	9.2%	7.7%	16.1%	15.9%	16.5%	39.7%
Cultural/historical festival	11.3%	8.5%	1.8%	14.4%	11.8%	11.3%	33.7%
Music festival	11.1%	12.1%	0.6%	12.9%	10.8%	11.9%	33.0%
Photography/painting/drawing	9.8%	9.8%	0.6%	11.7%	9.2%	11.1%	29.1%
Theater or performing arts	8.9%	11.4%	1.8%	9.5%	8.7%	9.8%	26.6%
Ghost town	3.1%	2.1%	0.0%	4.1%	3.3%	2.8%	9.1%
Rodeo	1.4%	0.5%	0.0%	2.0%	1.8%	1.6%	4.1%
Base	651	146	91	413	402	468	215

**Small sample size*

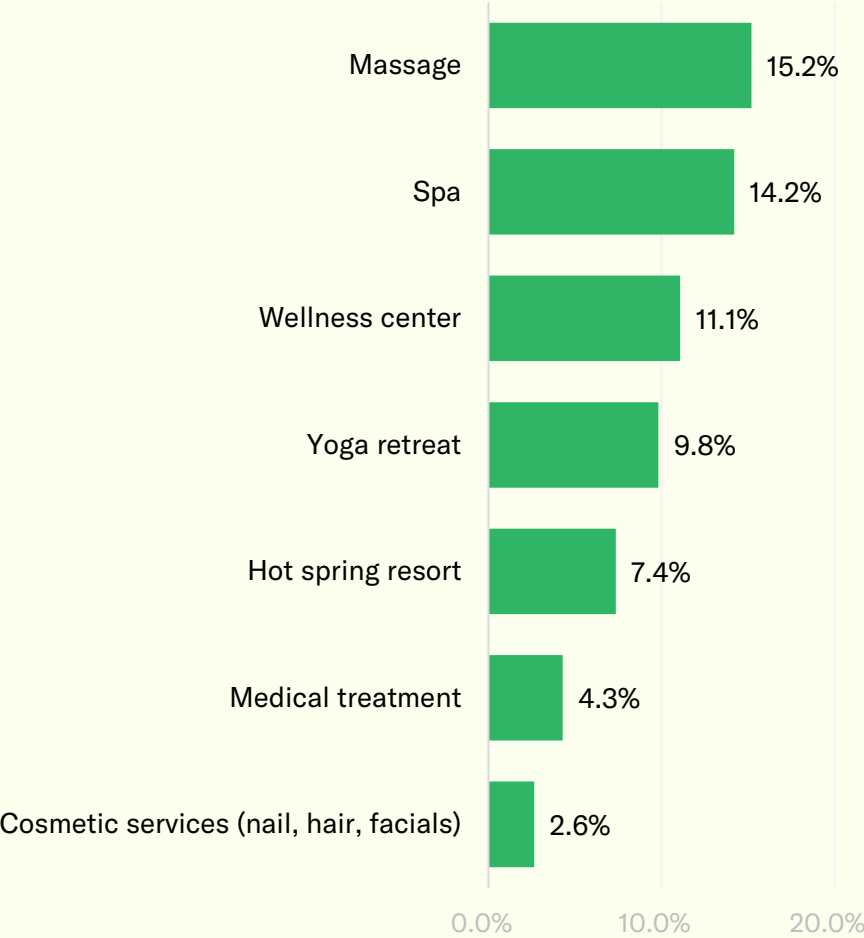
Question: Which of the following arts and cultural heritage related activities did you do on this trip?

Base: Total respondents (651 completed surveys)

Getting a massage or spa treatment were the most popular health and wellness activities among Central Oregon region visitors.

Among Central Oregon region visitors, 15.2% got a massage on their 2024-25 trip to Oregon, while a slightly smaller share went to a spa (14.2%). 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	15.2%	13.2%	2.4%	18.6%	15.0%	14.6%	25.9%
Spa	14.2%	13.0%	0.9%	17.4%	16.1%	14.8%	18.7%
Wellness center	11.1%	10.6%	1.2%	13.3%	11.0%	10.8%	16.9%
Yoga retreat	9.8%	11.5%	0.0%	11.3%	9.5%	9.9%	15.0%
Hot spring resort	7.4%	6.3%	1.5%	9.0%	7.8%	6.9%	11.9%
Medical treatment	4.3%	2.4%	1.0%	5.7%	3.6%	3.5%	6.9%
Cosmetic services (nail, hair, facials)	2.6%	1.4%	0.6%	3.5%	2.8%	3.0%	5.2%
Base	651	146	91	413	402	468	215

**Small sample size*

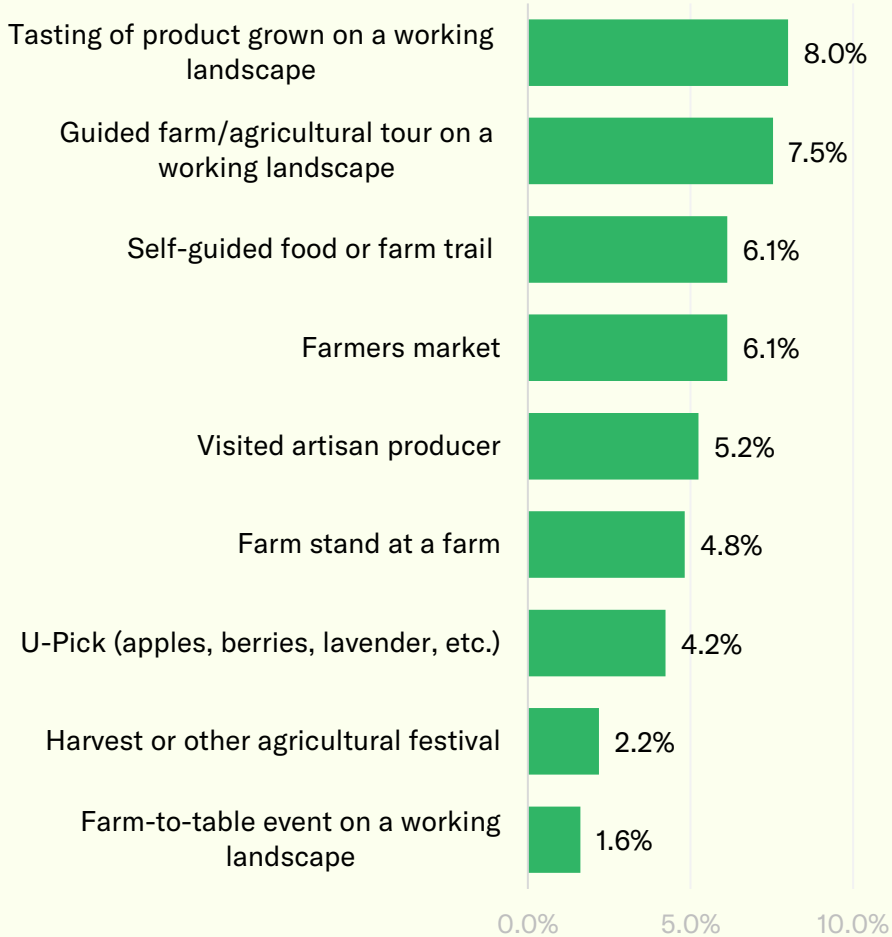
Question: Which of the following health and wellness activities did you do during this trip?

Base: Total respondents (651 completed surveys)

Product tasting and guided tours were the most popular agritourism activities.

While only a small share of 2024-25 Central Oregon region visitors participated in any agritourism activities, product tasting (8.0%) and guided tours (7.5%) 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	8.0%	8.0%	2.3%	9.2%	8.6%	6.9%	11.3%
Guided farm/agricultural tour on a working landscape	7.5%	5.3%	1.9%	9.5%	7.5%	6.8%	12.8%
Self-guided food or farm trail	6.1%	5.8%	0.9%	7.4%	6.0%	4.3%	9.6%
Farmers market	6.1%	5.2%	3.5%	7.0%	8.1%	5.2%	9.0%
Visited artisan producer	5.2%	6.6%	2.3%	5.4%	5.4%	4.4%	7.5%
Farm stand at a farm	4.8%	3.0%	1.4%	6.2%	5.3%	4.9%	7.8%
U-Pick (apples, berries, lavender, etc.)	4.2%	4.4%	1.1%	4.8%	4.2%	3.3%	7.0%
Harvest or other agricultural festival	2.2%	0.6%	0.0%	3.2%	2.8%	2.3%	5.0%
Farm-to-table event on a working landscape	1.6%	1.4%	0.0%	2.1%	2.3%	2.1%	3.0%
Base	651	146	91	413	402	468	215

*Small sample size

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

Base: Total respondents (651 completed surveys)

Pro and semi-pro sports teams are the top draw among Central Oregon region visitors who engaged with sporting events.

Among 2024-25 Central Oregon region visitors, 14.2% watched or participated in professional and semi-professional sports events. In-state visitors were less likely than other visitors to say they engaged with sporting event activities, while Arts & Culture Participants (16.2%) and out of state visitors (13.7%) were much more likely to have participated in annual sporting events.

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
Professional and semi-professional sports teams.	14.2%	16.4%	3.8%	15.6%	15.1%	13.4%	16.8%
Collegiate and youth sports teams and conferences, tournaments, invitationals, or expos	10.9%	10.5%	5.7%	12.1%	11.6%	10.1%	13.0%
Annual sporting events for professional and amateur athletes	10.8%	9.1%	0.0%	13.7%	11.5%	10.4%	16.2%
Sporadic sporting events for professional and amateur athletes	7.5%	6.4%	1.0%	9.2%	8.2%	6.8%	11.2%
Sporting events for outdoor recreation activities	7.2%	5.4%	1.0%	9.2%	9.3%	7.0%	10.2%
Base	651	146	91	413	402	468	215

**Small sample size*

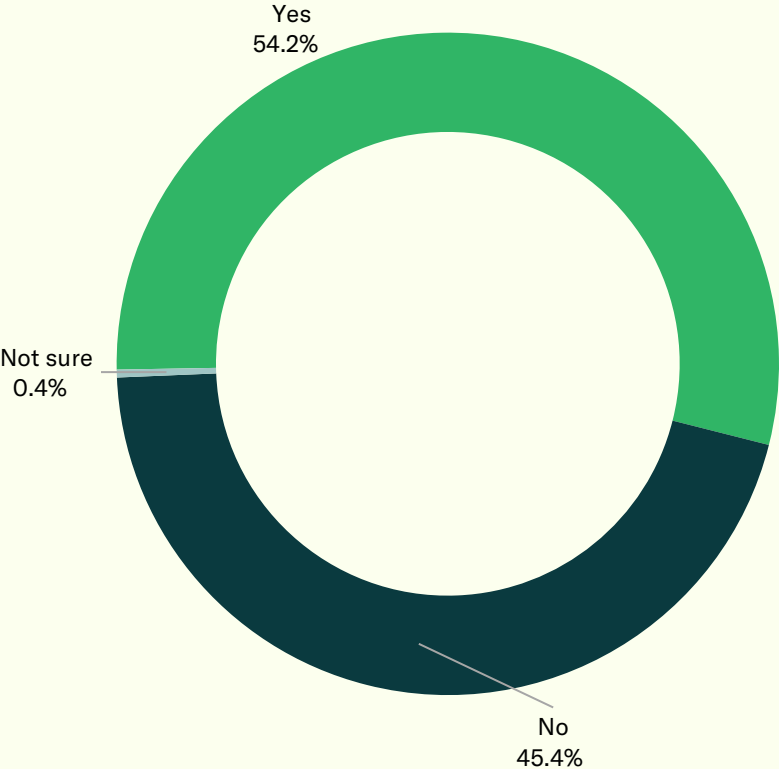
Question: Which of the following sporting events did you watch or participate in on this trip?

Base: Total respondents (651 completed surveys)

Over half of Central Oregon region visitors went on a guided tour.

At 54.2%, more than half of 2024-25 Central Oregon region visitors participated in a guided tour. Among the segments, two in three (67.7%) of Arts & Culture Participants said they went on a guided tour during their trip. In-state visitors to the Central Oregon region were significantly less likely to have done so (11.1%).

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	54.2%	56.9%	11.1%	62.3%	55.2%	52.2%	67.7%
No	45.4%	42.5%	88.0%	37.5%	44.2%	47.7%	32.3%
Not sure	0.4%	0.5%	1.0%	0.2%	0.6%	0.2%	0.0%
Base	651	146	91	413	402	468	215

**Small sample size*

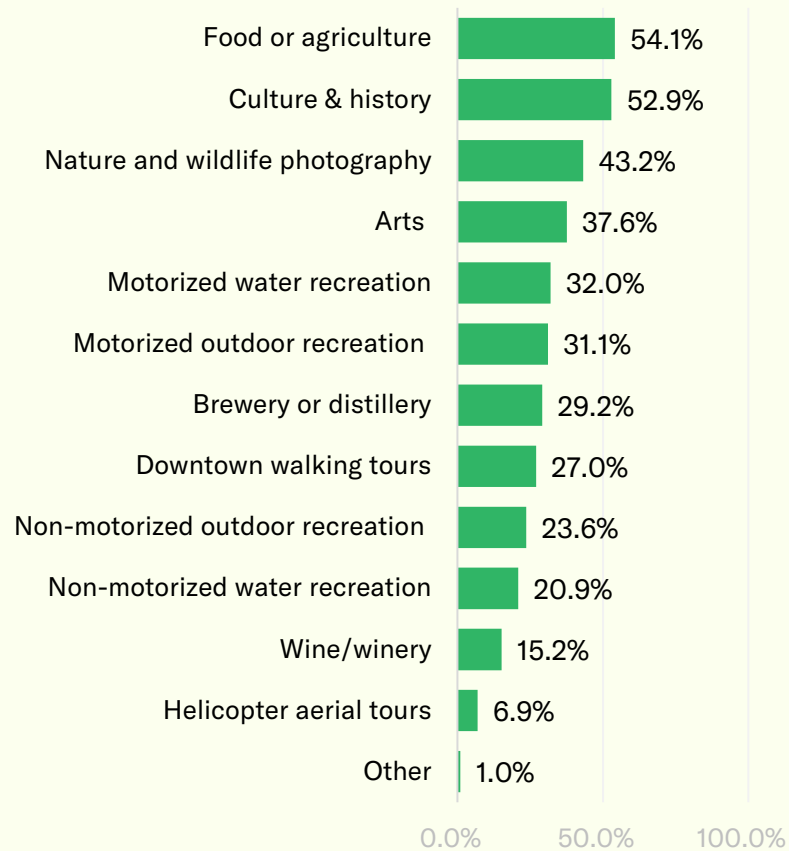
Question: Did you participate in any guided experience/tour (e.g., walking tour of city, river rafting, fishing, hiking with a guide)?

Base: Total respondents (651 completed surveys).

Food or agriculture guided tours were most popular.

Among Central Oregon region visitors who took a guided tour on their most recent visit to Oregon, more than half (54.1%) said they took a food or agriculture, followed by 52.9% who did a culture & history tour. Over four in ten (43.2%) took a nature and wildlife photography tour, while nearly four in ten did an arts guided tour (37.6%).

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
Food or agriculture	54.1%	50.0%	30.0%	56.4%	59.6%	55.5%	60.0%
Culture & history	52.9%	48.8%	24.9%	55.4%	59.2%	55.5%	67.6%
Nature and wildlife photography	43.2%	42.4%	7.4%	44.8%	49.4%	44.1%	44.4%
Arts	37.6%	36.4%	19.0%	38.7%	39.7%	40.1%	58.1%
Motorized water recreation	32.0%	29.5%	0.0%	34.0%	30.4%	31.4%	29.5%
Motorized outdoor recreation	31.1%	23.5%	5.8%	34.6%	32.5%	33.1%	27.2%
Brewery or distillery	29.2%	29.5%	8.7%	29.8%	27.6%	28.4%	36.6%
Downtown walking tours	27.0%	23.1%	41.6%	27.8%	30.2%	31.0%	27.7%
Non-motorized outdoor recreation	23.6%	27.0%	19.7%	22.6%	23.5%	24.3%	27.1%
Non-motorized water recreation	20.9%	13.6%	16.8%	23.5%	23.5%	20.3%	19.8%
Wine/winery	15.2%	17.5%	11.7%	14.6%	14.8%	17.4%	19.3%
Helicopter aerial tours	6.9%	4.4%	0.0%	8.0%	7.3%	6.1%	11.3%
Other	1.0%	3.2%	0.0%	0.3%	0.5%	1.1%	1.2%
Base	351	84	12	255	218	243	148

*Small sample size

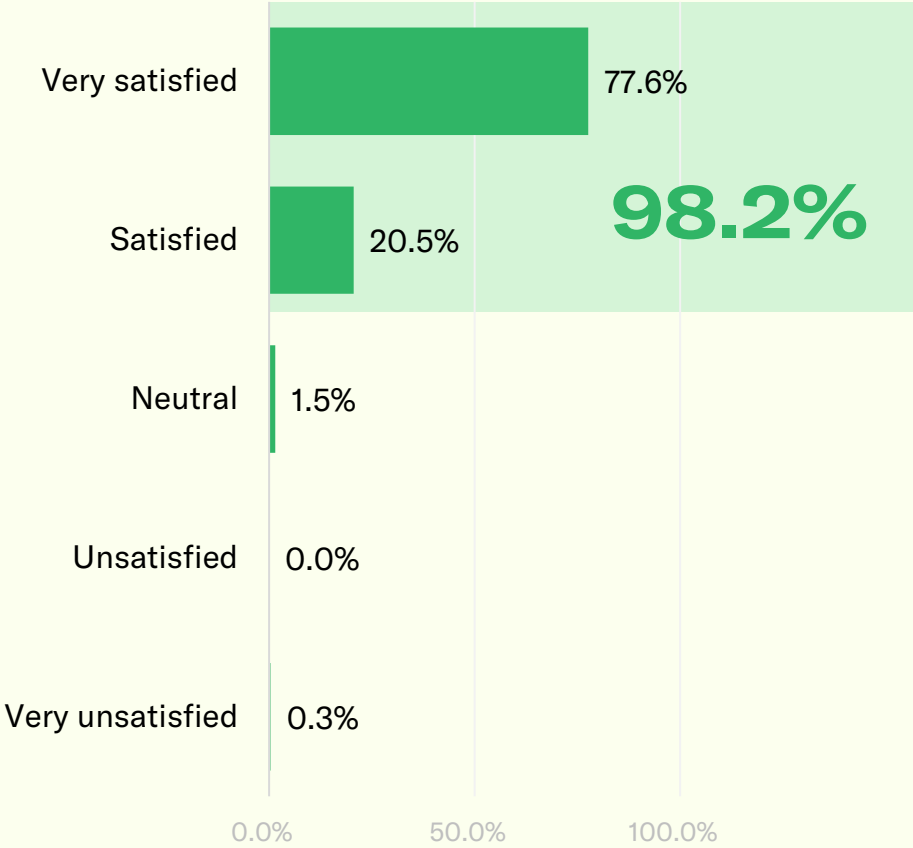
Question: Which best describes the type of guided tour(s) you participated in?

Base: Respondents who participated in a guided tour (351 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 who visited the Central Oregon region, at 98.2%. In fact, nearly eight in ten (77.6%) 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
Top 2 Box	98.2%	98.7%	100.0%	97.9%	100.0%	98.8%	97.8%
Very satisfied	77.6%	72.1%	77.4%	79.5%	78.7%	81.1%	79.5%
Satisfied	20.5%	26.6%	22.6%	18.4%	21.3%	17.7%	18.3%
Neutral	1.5%	0.0%	0.0%	2.1%	0.0%	0.7%	1.4%
Unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Very unsatisfied	0.3%	1.3%	0.0%	0.0%	0.0%	0.5%	0.8%
Base	351	84	12	255	218	243	148

**Small sample size*

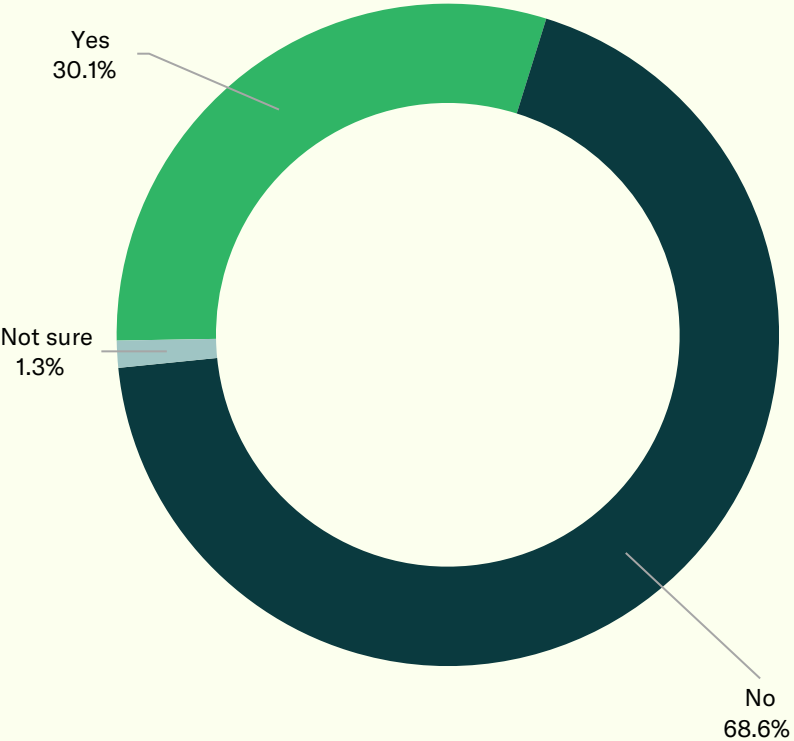
Question: How satisfied were you overall with your guided tour experiences?

Base: Respondents who participated in a guided tour (351 completed surveys).

Three in ten Central Oregon region visitors traveled with an organized group tour.

Three in ten (30.1%) of 2024-25 Central Oregon region visitors reported that their most recent trip was part of an organized group tour. Among the segments, Food & Drink Participants (25.8%) and in-state visitors (2.7%) were much less likely than other visitors 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	30.1%	37.0%	2.7%	33.3%	28.5%	25.8%	36.4%
No	68.6%	61.9%	94.2%	65.7%	70.5%	73.3%	62.2%
Not sure	1.3%	1.1%	3.1%	1.0%	1.0%	0.9%	1.4%
Base	651	146	91	413	402	468	215

**Small sample size*

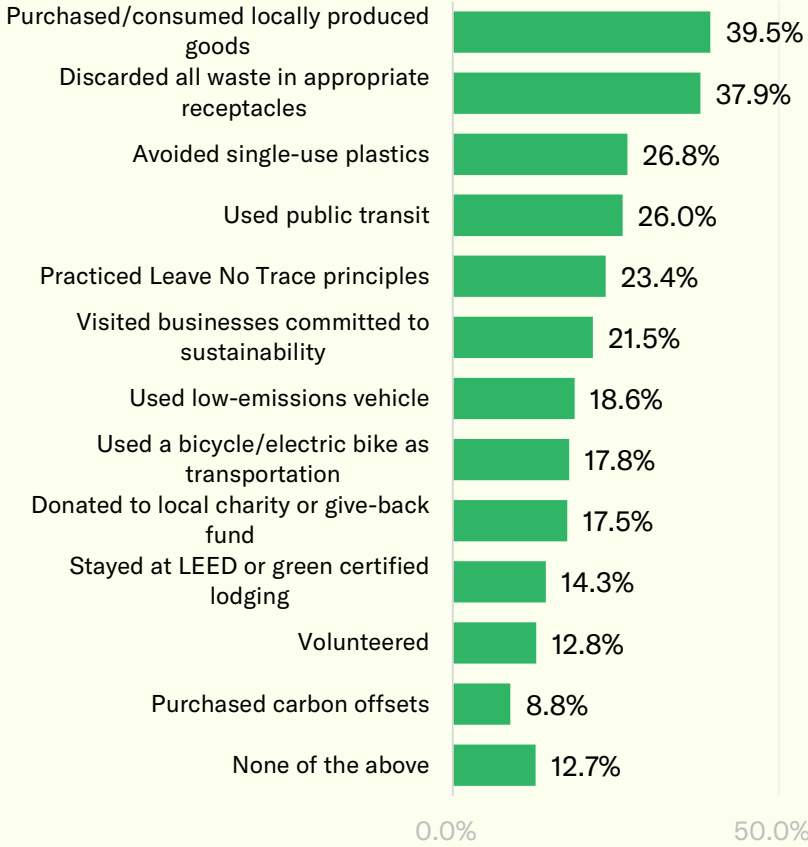
Question: Was your trip part of an organized group tour that was sold & operated by a tour operator (e.g. Backroads, Globus Vacations)?

Base: Total respondents (651 completed surveys)

Most Central Oregon region visitors engaged in at least one type of sustainable behavior.

Nearly nine in ten (87.3%) of Central Oregon region visitors said they did at least one of the listed environmentally friendly practices. The largest share reported purchasing or consuming locally produced goods (39.5%), followed closely by discarding all waste in appropriate receptacles (37.9%). Only about one-fourth avoided single-use plastics (26.8%), used public transit (26.0%) and/or practiced Leave No Trace principles (23.4%). Food & Drink Participants were more likely than other visitors to have practiced the most common 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
Purchased/consumed locally produced goods	39.5%	37.4%	48.2%	38.5%	43.9%	46.2%	41.0%
Discarded all waste in appropriate receptacles	37.9%	30.3%	66.8%	34.8%	38.4%	41.3%	36.1%
Avoided single-use plastics	26.8%	29.3%	35.0%	24.2%	29.5%	30.8%	33.3%
Used public transit	26.0%	34.7%	8.3%	26.6%	25.7%	25.8%	36.3%
Practiced Leave No Trace principles	23.4%	24.7%	45.9%	18.3%	28.2%	25.2%	23.7%
Visited businesses committed to sustainability	21.5%	17.4%	14.5%	24.5%	23.7%	21.5%	26.8%
Used low-emissions vehicle	18.6%	17.1%	18.9%	19.2%	18.0%	19.7%	23.2%
Used a bicycle/electric bike as transportation	17.8%	15.6%	10.3%	20.0%	18.0%	17.8%	17.1%
Donated to local charity or give-back fund	17.5%	18.5%	3.6%	20.1%	17.1%	16.8%	21.6%
Stayed at LEED or green certified lodging	14.3%	18.5%	6.3%	14.4%	14.6%	14.4%	17.3%
Volunteered	12.8%	11.2%	0.8%	15.8%	12.0%	11.0%	14.3%
Purchased carbon offsets	8.8%	8.6%	2.5%	10.2%	8.2%	8.6%	10.6%
None of the above	12.7%	10.7%	9.3%	14.1%	13.2%	11.9%	9.8%
Base	651	146	91	413	402	468	215

*Small sample size

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

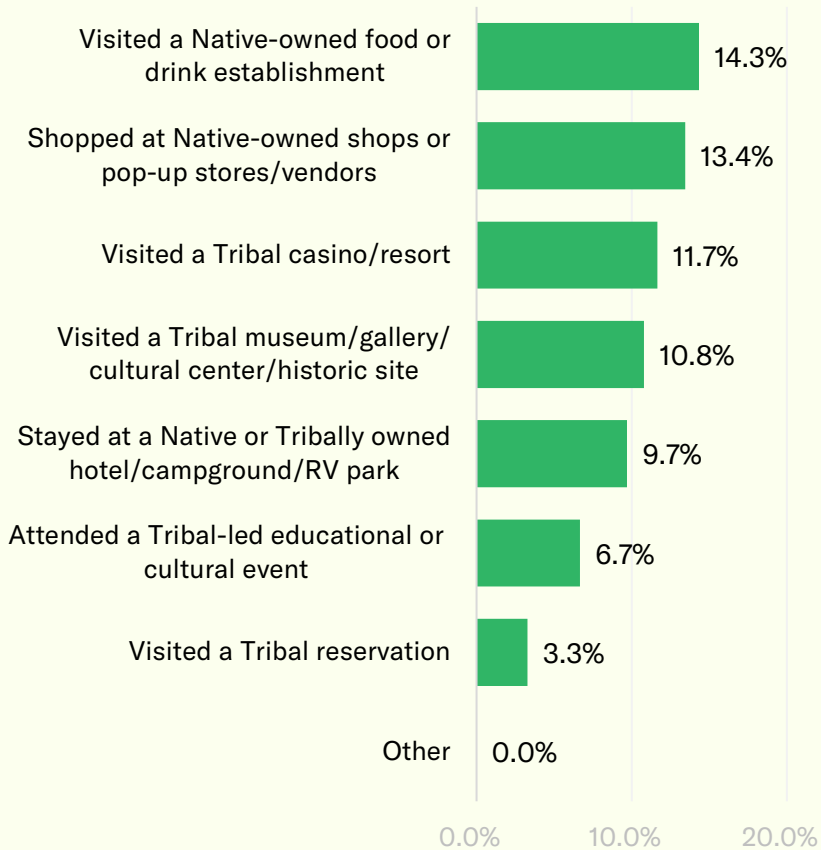
Base: Total respondents (651 completed surveys)

Detailed Findings: Native American Tourism

Of Central Oregon region visitors in 2024-25, 23.8% participated in Native American tourism.

Over one in ten (14.3%) visited a Native-owned food or drink establishment, followed by 13.4% who shopped at Native-owned shops or pop-up stores or vendors. Food & Drink participants were less likely to have stayed at a Native or Tribally owned hotel/campground/RV park.

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	14.3%	12.6%	4.5%	17.0%	15.6%	12.4%	17.8%
Shopped at Native-owned shops or pop-up stores/vendors	13.4%	10.0%	4.6%	16.6%	12.3%	12.7%	18.4%
Visited a Tribal casino/resort	11.7%	9.7%	7.1%	13.3%	11.1%	11.2%	14.1%
Visited a Tribal museum/gallery/cultural center/historic site	10.8%	7.1%	6.9%	13.0%	11.1%	9.9%	15.6%
Stayed at a Native or Tribally owned hotel/campground/RV park	9.7%	9.5%	2.7%	11.2%	10.7%	7.1%	13.9%
Attended a Tribal-led educational or cultural event	6.7%	3.3%	1.8%	8.9%	7.8%	5.6%	9.0%
Visited a Tribal reservation	3.3%	2.0%	5.5%	3.3%	3.8%	3.4%	6.1%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	651	146	91	413	402	468	215

*Small sample size

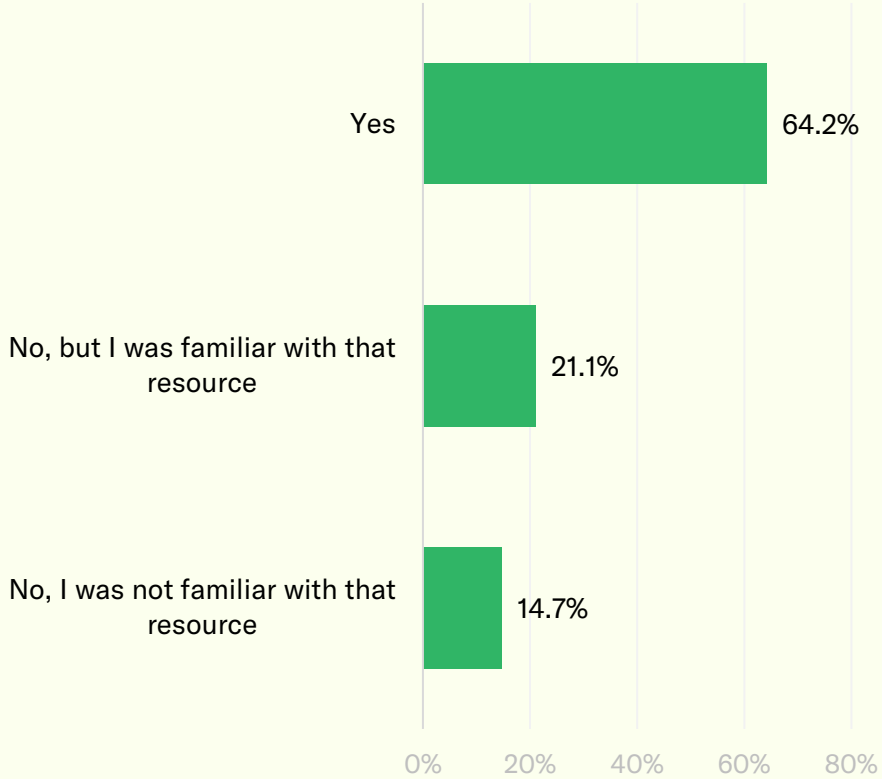
Question: What kind of activities did you participate in related to Native American tourism?

Base: Total respondents (651 completed surveys)

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

At 64.2%, most Central Oregon region visitors who participated in any Native American tourism activities said they used the Travel Guide to Oregon Indian Country. One in five (21.1%) did not use the resource even though they were already familiar with it, while 14.7% 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	64.2%	60.4%	7.3%	71.0%	67.9%	60.2%	66.6%
No, but I was familiar with that resource	21.1%	24.6%	29.0%	19.3%	16.4%	24.2%	19.4%
No, I was not familiar with that resource	14.7%	15.0%	63.7%	9.7%	15.6%	15.7%	14.1%
Base	155	31	12	112	97	100	63

**Small sample size*

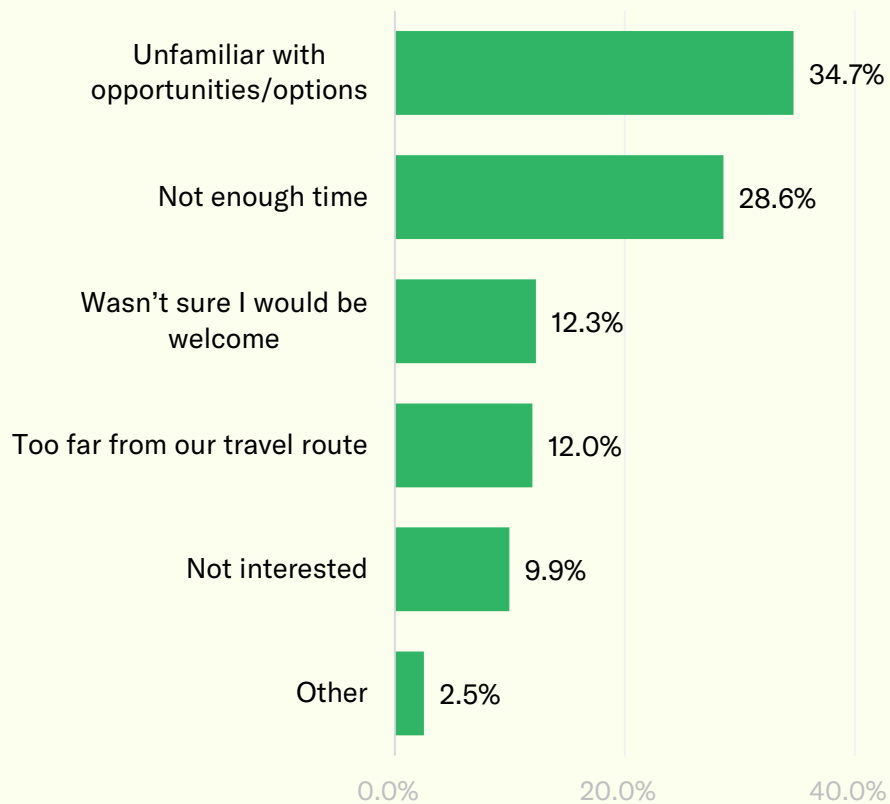
Question: Did you use the Travel Guide to Oregon Indian Country? [Indian Travel Guide]

Base: Respondents who participated in any Native American tourism activities (155 completed surveys).

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

Among Central Oregon region 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 (34.7%). Three in ten (30.2%) said they did not have enough time, while fewer than one in ten (9.3%) were not interested. Unfamiliarity was highest among Outdoor Recreation Participants (44.5%) and Food & Drink Participants (40.4%).

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	34.7%	32.8%	43.0%	33.5%	44.5%	40.4%	36.9%
Not enough time	28.6%	30.1%	21.9%	29.7%	26.2%	27.3%	26.7%
Wasn't sure I would be welcome	12.3%	16.3%	7.1%	12.0%	9.3%	12.0%	11.2%
Too far from our travel route	12.0%	8.2%	5.7%	14.8%	10.1%	9.9%	17.3%
Not interested	9.9%	11.9%	16.7%	7.5%	7.8%	7.9%	6.2%
Other	2.5%	0.7%	5.6%	2.5%	2.0%	2.5%	1.7%
Base	484	114	78	291	296	357	148

**Small sample size*

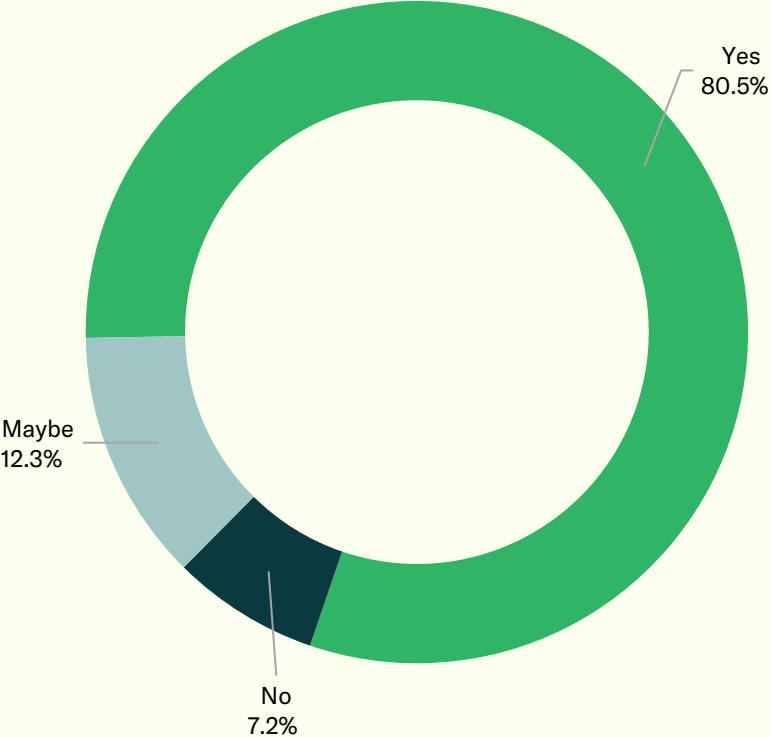
Question: (Optional) Travel Oregon works with the 9 federally recognized Tribes of Oregon to help develop tourism experiences. In order to support this work, we would like to know if there was a particular reason your trip did not include Native American tourism experiences?

Base: Respondents who did not participate in any Native American tourism activities (484 completed surveys).

Four in five Central Oregon region visitors would consider a Native American Tourism experience in the future.

At 80.5%, 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 (90.1%), and in-state visitors were the most undecided (21.7%).

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	80.5%	79.9%	71.8%	82.8%	83.4%	82.0%	90.1%
No	7.2%	5.4%	6.5%	8.1%	5.8%	4.7%	4.9%
Maybe	12.3%	14.7%	21.7%	9.0%	10.8%	13.3%	5.0%
Base	496	115	79	301	305	368	152

**Small sample size*

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

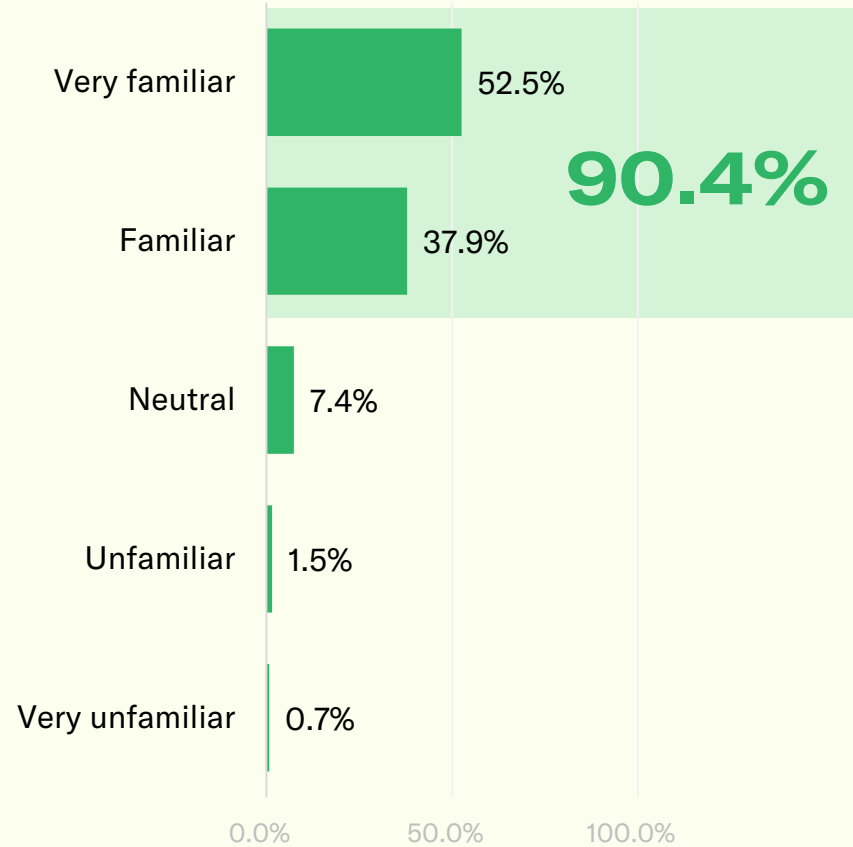
Base: Respondents who did not participate in any Native American tourism activities (496 completed surveys).

Detailed Findings: Perceptions & Motivations

Familiarity with Oregon rates highly among Central Oregon region visitors.

Well over eight in ten (90.4%) of visitors said they feel familiar or very familiar with the state. This was highest among in-state visitors, who were the only segment to report a majority who felt they are very familiar (54.0%) with the things to do and see in Oregon. Canadian visitors were the least likely to feel familiar with the state.

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
Top 2 Box	90.4%	83.2%	91.9%	92.7%	93.1%	91.1%	92.5%
Very familiar	52.5%	43.6%	54.0%	55.6%	54.2%	52.4%	57.0%
Familiar	37.9%	39.6%	37.9%	37.1%	38.9%	38.6%	35.5%
Neutral	7.4%	11.9%	7.3%	5.7%	6.0%	6.7%	5.2%
Unfamiliar	1.5%	2.8%	0.8%	1.2%	0.5%	1.6%	1.6%
Very unfamiliar	0.7%	2.2%	0.0%	0.4%	0.4%	0.7%	0.7%
Base	651	146	91	413	402	468	215

**Small sample size*

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

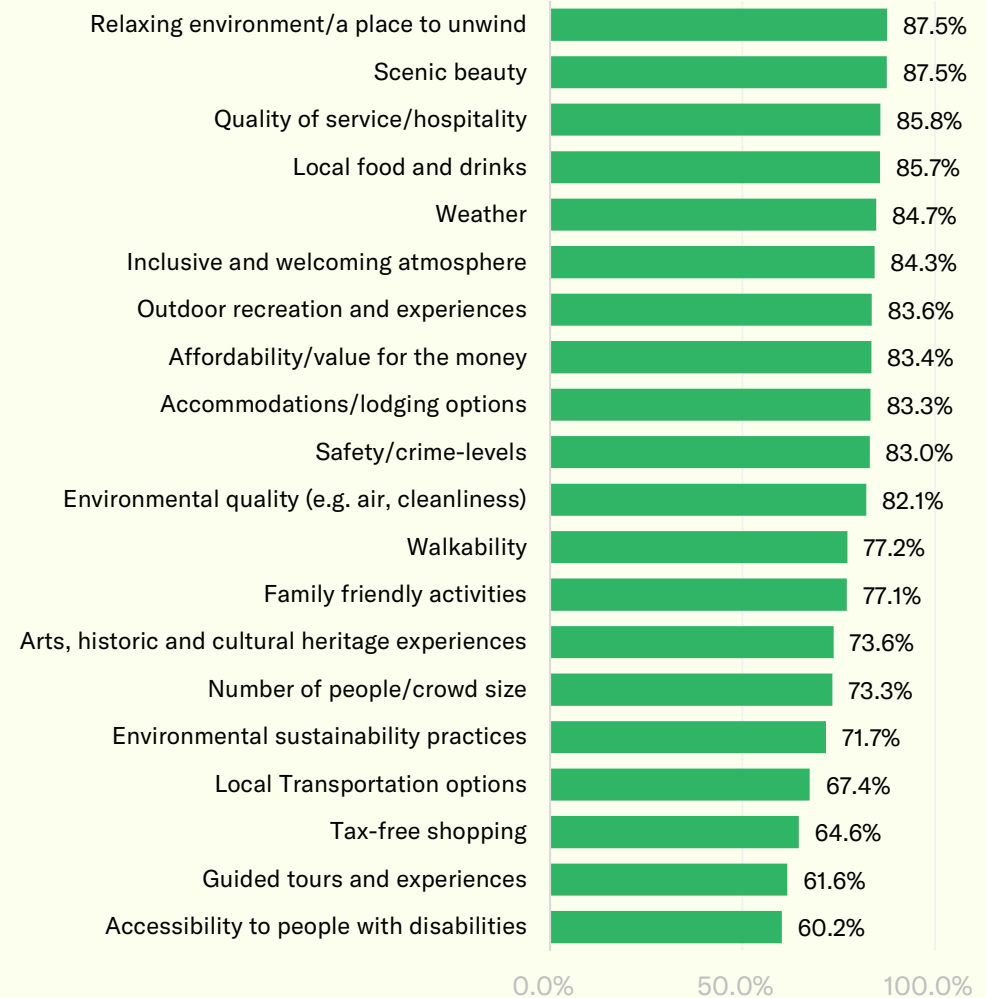
Base: Total respondents (651 completed surveys).

Relaxation and scenic beauty rank highest as trip motivators.

Over eight in ten Central Oregon visitors said that a relaxing environment or place to unwind (87.5%) and/or scenic beauty (87.5%) are important drivers for why they took their most recent trip to Oregon in 2024-25. The other top factors that played a key role in their trip decision include quality of service/hospitality (85.8%), local food and drinks (85.7%), weather (84.7%), and/or an inclusive/welcoming atmosphere (84.3%).

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 (651 completed surveys)

Environmental quality was the topmost important factor for Canadian visitors to the Central Oregon region in deciding to travel to Oregon.

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	87.5%	85.2%	88.6%	88.1%	89.4%	89.8%	88.2%
Relaxing environment/a place to unwind	87.5%	84.9%	86.5%	88.6%	92.7%	90.8%	85.6%
Local food and drinks	85.8%	84.0%	80.5%	87.5%	87.3%	90.0%	88.7%
Safety/crime-levels	85.7%	85.6%	76.0%	87.9%	88.6%	88.8%	89.6%
Quality of service/hospitality	84.7%	86.5%	74.4%	86.4%	85.5%	87.1%	88.1%
Affordability/value for the money	84.3%	82.3%	77.0%	86.8%	86.1%	87.0%	86.1%
Accommodations/lodging options	83.6%	84.1%	74.3%	85.5%	89.9%	86.7%	87.2%
Inclusive and welcoming atmosphere	83.4%	85.0%	79.1%	83.7%	85.9%	87.4%	83.7%
Outdoor recreation and experiences	83.3%	84.4%	68.5%	85.9%	86.0%	86.4%	87.4%
Environmental quality (e.g. air, cleanliness)	83.0%	89.0%	69.9%	83.5%	84.6%	84.8%	85.5%
Weather	82.1%	79.5%	78.0%	84.1%	87.0%	85.2%	87.0%
Walkability	77.2%	75.7%	68.3%	79.6%	78.6%	80.0%	79.3%
Family friendly activities	77.1%	76.2%	60.5%	80.8%	77.7%	77.2%	78.4%
Arts, historic and cultural heritage experiences	73.6%	72.3%	50.6%	78.9%	76.3%	76.0%	85.7%
Number of people/crowd size	73.3%	68.3%	54.6%	79.0%	73.5%	73.9%	78.2%
Environmental sustainability practices	71.7%	77.1%	51.4%	74.0%	75.5%	74.1%	81.0%
Local transportation options	67.4%	70.7%	27.8%	74.4%	66.4%	69.1%	73.9%
Tax-free shopping	64.6%	69.6%	41.1%	67.5%	63.9%	65.3%	69.6%
Guided tours and experiences	61.6%	66.6%	13.6%	69.9%	61.7%	60.5%	71.5%
Accessibility to people with disabilities	60.2%	56.9%	37.5%	66.0%	59.6%	59.7%	63.2%
Base	651	146	91	413	402	468	215

*Small sample size

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

Base: Total respondents (651 completed surveys)

Satisfaction is highest with Oregon's local food, scenic beauty, and relaxing environment.

Oregon rates favorably overall for all trip attributes, with more than half of Central Oregon region visitors in 2024-25 saying they were satisfied or very satisfied with these elements of their trip. Satisfaction levels were highest for local food and drinks (88.1%), scenic beauty (86.8%), and a relaxing environment/a place to unwind (86.6%).

Trip Attribute Satisfaction

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



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

Base: Total respondents (651 completed surveys).

In-state visitors to the Central Orgeon region were less satisfied with several attributes, namely guided tours, transportation options, and accessibility.

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
Local food and drinks	88.1%	83.6%	81.6%	91.3%	89.6%	91.2%	90.8%
Scenic beauty	86.8%	80.3%	92.7%	88.1%	89.0%	89.1%	85.5%
Relaxing environment/a place to unwind	86.6%	83.5%	90.6%	87.1%	89.9%	90.4%	87.4%
Weather	85.4%	79.4%	84.4%	88.0%	86.7%	89.2%	87.1%
Outdoor recreation and experiences	85.2%	83.5%	86.3%	85.7%	89.6%	88.8%	90.5%
Inclusive and welcoming atmosphere	84.3%	81.9%	82.9%	85.6%	87.9%	89.1%	86.5%
Environmental quality (e.g. air, cleanliness)	84.1%	80.3%	84.4%	85.6%	87.1%	87.5%	84.4%
Accommodations/lodging options	83.6%	78.6%	78.2%	86.8%	86.7%	88.3%	86.6%
Safety/crime-levels	83.6%	82.4%	85.8%	83.7%	86.9%	86.2%	87.7%
Quality of service/hospitality	83.2%	80.9%	75.8%	85.8%	85.0%	87.7%	86.0%
Affordability/value for the money	80.8%	75.6%	75.6%	84.0%	83.0%	83.0%	82.9%
Number of people/crowd size	80.1%	75.3%	73.1%	83.6%	82.8%	81.7%	79.0%
Walkability	78.7%	73.4%	80.4%	80.5%	82.5%	79.8%	77.0%
Family friendly activities	78.2%	75.8%	72.6%	80.4%	81.4%	79.8%	80.8%
Arts, historic and cultural heritage experiences	76.5%	76.6%	60.1%	80.0%	81.2%	78.8%	84.4%
Tax-free shopping	75.2%	74.1%	64.6%	77.9%	76.4%	77.3%	77.3%
Environmental sustainability practices	73.8%	69.7%	59.4%	78.4%	76.5%	78.9%	80.9%
Local Transportation options	70.1%	73.5%	38.4%	75.6%	71.4%	71.2%	75.9%
Guided tours and experiences	67.0%	67.4%	27.6%	75.2%	70.1%	68.0%	78.0%
Accessibility to people with disabilities	66.6%	67.6%	42.2%	71.4%	66.2%	67.6%	73.8%
Base	651	146	91	413	402	468	215

**Small sample size*

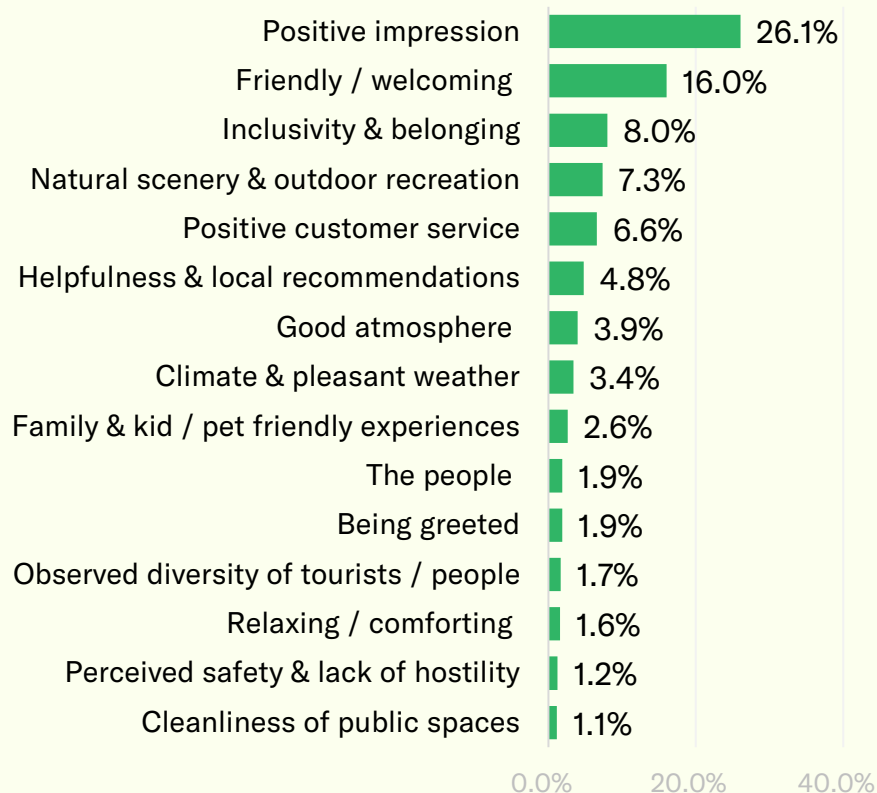
Question: How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (651 completed surveys)

One in four Central Oregon visitors said a positive impression of the destination contributed to their satisfaction with the inclusive and welcoming atmosphere.

At 26.1%, mentions of a general positive impression were the most-cited reason why Central Oregon region visitors who said they were satisfied with the state’s inclusive and welcoming atmosphere selected that rating. This was followed by a smaller share who said they felt people were friendly/welcoming (16.0%).

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	26.1%	27.8%	9.3%	29.4%	21.5%	25.6%	31.0%
Friendly / welcoming	16.0%	14.5%	16.3%	16.6%	18.0%	17.9%	14.9%
Inclusivity & belonging	8.0%	8.5%	12.5%	6.7%	11.1%	8.4%	6.6%
Natural scenery & outdoor recreation	7.3%	7.5%	3.3%	8.2%	7.1%	5.8%	5.9%
Positive customer service	6.6%	3.1%	7.8%	7.7%	6.8%	7.2%	5.8%
Helpfulness & local recommendations	4.8%	7.3%	10.0%	2.5%	4.9%	4.5%	2.6%
Good atmosphere	3.9%	2.6%	1.4%	5.1%	4.2%	3.4%	4.7%
Climate & pleasant weather	3.4%	3.6%	1.7%	3.7%	2.9%	3.4%	3.3%
Family & kid / pet friendly experiences	2.6%	1.1%	1.7%	3.4%	2.9%	2.1%	1.7%
The people	1.9%	2.2%	0.0%	2.2%	1.5%	2.1%	1.6%
Being greeted	1.9%	3.4%	2.1%	1.2%	1.7%	1.5%	3.1%
Observed diversity of tourists / people	1.7%	0.8%	2.8%	1.8%	1.8%	2.1%	2.3%
Relaxing / comforting	1.6%	2.6%	1.4%	1.2%	1.4%	2.0%	2.4%
Perceived safety & lack of hostility	1.2%	1.0%	2.1%	1.1%	1.2%	1.5%	0.7%
Cleanliness of public spaces	1.1%	1.0%	3.0%	0.8%	1.7%	0.9%	0.7%
Base	342	81	52	209	225	269	121

**Small sample size*

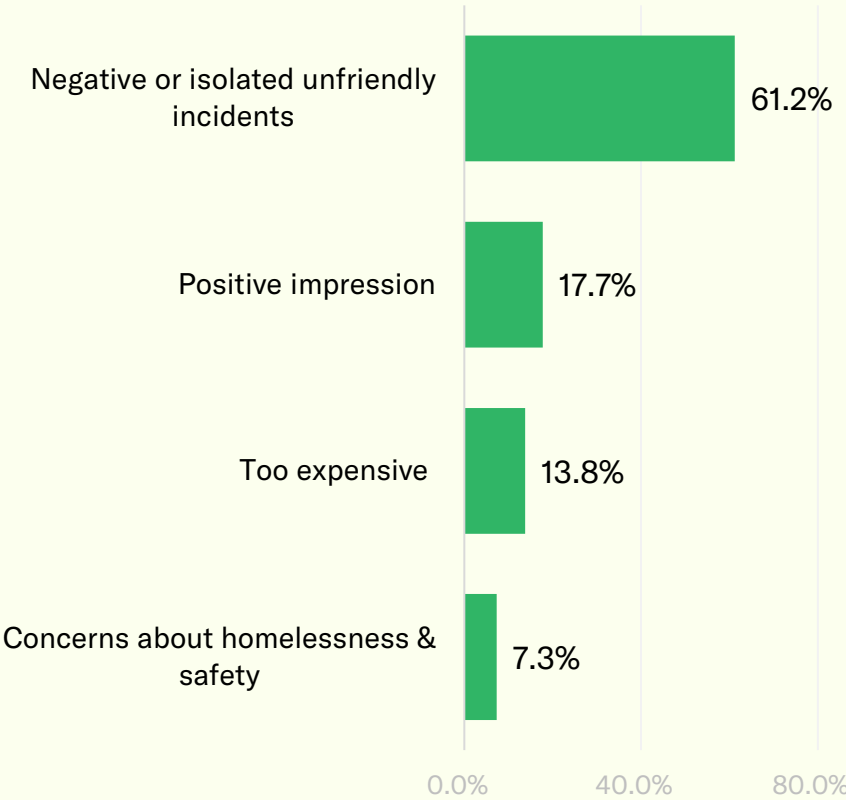
Question: (Optional) You shared that you were ___ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “satisfied” or “very satisfied” for Oregon’s Inclusive and Welcoming atmosphere (342 completed surveys)

The most-cited reasons for being unsatisfied with Oregon’s inclusive and welcoming atmosphere centered around negative or isolated incidents.

Among the 11 respondents who shared why they said they were unsatisfied with the state’s inclusive and welcoming atmosphere, 61.2% cited a negative or isolated unfriendly incidents.

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*
Negative or isolated unfriendly incidents	61.2%	28.9%	0.0%	72.2%	100.0%	53.1%	58.8%
Positive impression	17.7%	16.8%	0.0%	18.0%	0.0%	14.2%	0.0%
Too expensive	13.8%	54.2%	0.0%	0.0%	0.0%	21.3%	41.2%
Concerns about homelessness & safety	7.3%	0.0%	0.0%	9.8%	0.0%	11.4%	0.0%
Base	11	3	0	8	4	6	2

**Small sample size*

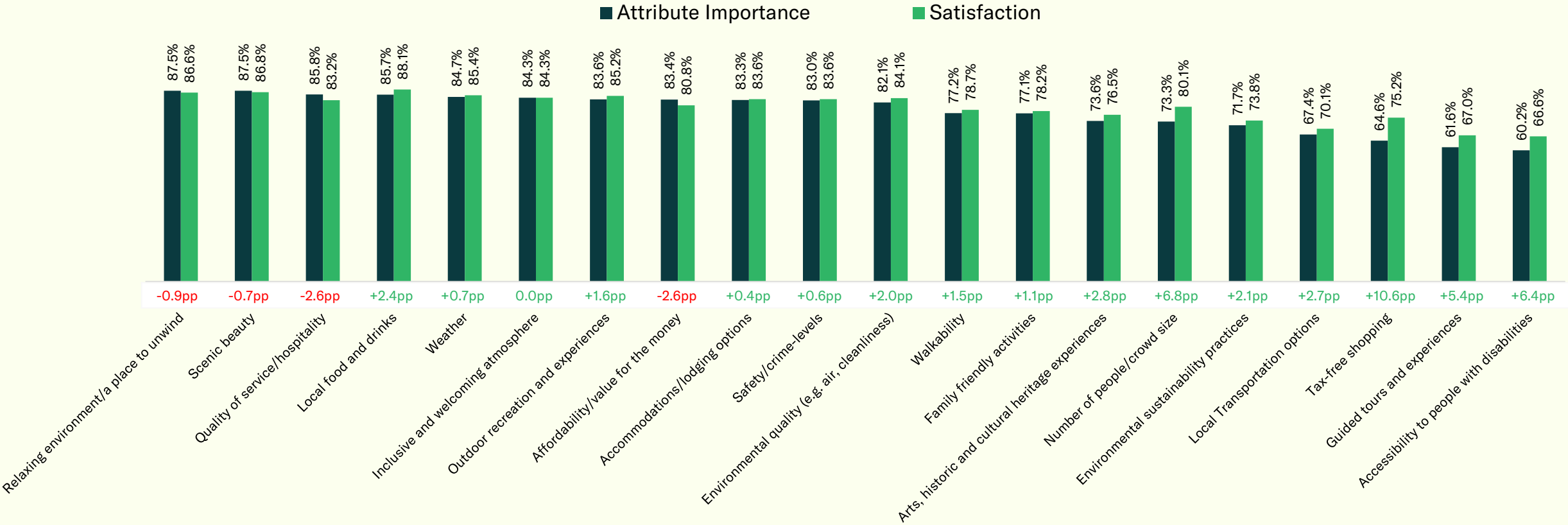
Question: (Optional) You shared that you were ___ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “unsatisfied” or “very unsatisfied” for Oregon’s Inclusive and Welcoming atmosphere (11 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. There were negative gaps between relaxing environment (-0.9 percentage points), scenic beauty (-0.7 percentage points), quality of service (-2.6 percentage points), and affordability/value for the money (-2.6 percentage points). Across all other attributes, 2024-25 Central Oregon region 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 (651 completed surveys)

Affordability concerns represent the biggest opportunity audience to improve the Oregon experience across all segments of Central Oregon region visitors.

Please see the previous page for an explanation of how the percentage 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
Relaxing environment/a place to unwind	-0.9pp	-1.7pp	+1.9pp	-1.0pp	+0.5pp	+0.6pp	-0.7pp
Scenic beauty	-0.7pp	-4.6pp	+6.2pp	-0.5pp	-3.7pp	-1.7pp	-0.1pp
Quality of service/hospitality	-2.6pp	-3.2pp	-4.7pp	-1.7pp	-2.3pp	-2.4pp	-2.8pp
Local food and drinks	+2.4pp	-1.9pp	+5.6pp	+3.3pp	+1.0pp	+2.4pp	+1.2pp
Weather	+0.7pp	-7.0pp	+10.0pp	+1.6pp	+1.2pp	+2.1pp	-1.0pp
Inclusive and welcoming atmosphere	-0.0pp	-0.4pp	+5.9pp	-1.1pp	+1.8pp	+2.1pp	+0.4pp
Outdoor recreation and experiences	+1.6pp	-0.5pp	+11.9pp	+0.3pp	-0.3pp	+2.1pp	+3.3pp
Affordability/value for the money	-2.6pp	-9.4pp	-3.6pp	+0.3pp	-2.9pp	-4.4pp	-0.8pp
Accommodations/lodging options	+0.4pp	-5.8pp	+9.7pp	+0.9pp	+0.7pp	+1.9pp	-0.9pp
Safety/crime-levels	+0.6pp	-6.6pp	+15.9pp	+0.2pp	+2.3pp	+1.4pp	+2.2pp
Environmental quality (e.g. air, cleanliness)	+2.0pp	+0.8pp	+6.4pp	+1.5pp	+0.1pp	+2.4pp	-2.6pp
Walkability	+1.5pp	-2.3pp	+12.1pp	+0.9pp	+3.8pp	-0.1pp	-2.3pp
Family friendly activities	+1.1pp	-0.4pp	+12.1pp	-0.4pp	+3.7pp	+2.6pp	+2.4pp
Arts, historic and cultural heritage experiences	+2.8pp	+4.3pp	+9.5pp	+1.1pp	+4.9pp	+2.9pp	-1.3pp
Number of people/crowd size	+6.8pp	+7.0pp	+18.5pp	+4.5pp	+9.3pp	+7.8pp	+0.8pp
Environmental sustainability practices	+2.1pp	-7.3pp	+8.0pp	+4.4pp	+1.0pp	+4.8pp	-0.1pp
Local Transportation options	+2.7pp	+2.7pp	+10.6pp	+1.2pp	+4.9pp	+2.1pp	+2.0pp
Tax-free shopping	+10.6pp	+4.5pp	+23.5pp	+10.4pp	+12.5pp	+12.0pp	+7.8pp
Guided tours and experiences	+5.4pp	+0.8pp	+14.1pp	+5.3pp	+8.4pp	+7.6pp	+6.5pp
Accessibility to people with disabilities	+6.4pp	+10.8pp	+4.7pp	+5.4pp	+6.6pp	+7.9pp	+10.6pp
Base	651	146	91	413	402	468	215

**Small sample size*

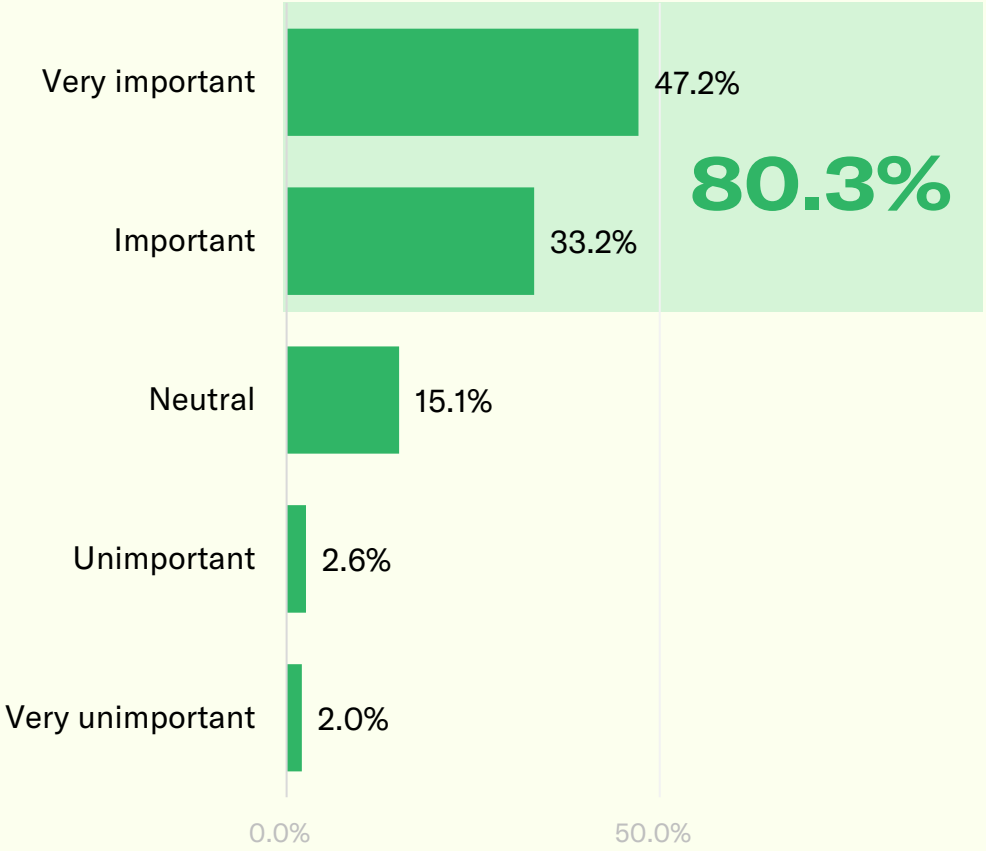
Question: How important were each of the following to your decision to take this trip to/within Oregon?
 How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (651 completed surveys)

Eight in ten Central Oregon region visitors say the environmental impact of their travels are important to their trip planning process.

At 80.3%, most 2024-25 Central Oregon region visitors take into account their travels' environmental impact when planning, with nearly one half (47.2%) saying this is very important. Among the segments, environmental impact was most important for Arts & Culture Participants (87.7%), but least important for in-state Central region visitors (59.3%).

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
Top 2 Box	80.3%	80.9%	59.3%	84.6%	81.3%	80.7%	87.7%
Very important	47.2%	44.0%	18.3%	54.4%	50.2%	47.1%	55.0%
Important	33.2%	36.9%	41.1%	30.2%	31.1%	33.6%	32.7%
Neutral	15.1%	14.0%	35.8%	11.2%	14.7%	14.6%	9.5%
Unimportant	2.6%	3.1%	2.9%	2.4%	2.4%	3.1%	0.9%
Very unimportant	2.0%	2.0%	1.9%	1.8%	1.7%	1.6%	1.9%
Base	651	146	91	413	402	468	215

**Small sample size*

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

Base: Total respondents (651 completed surveys)

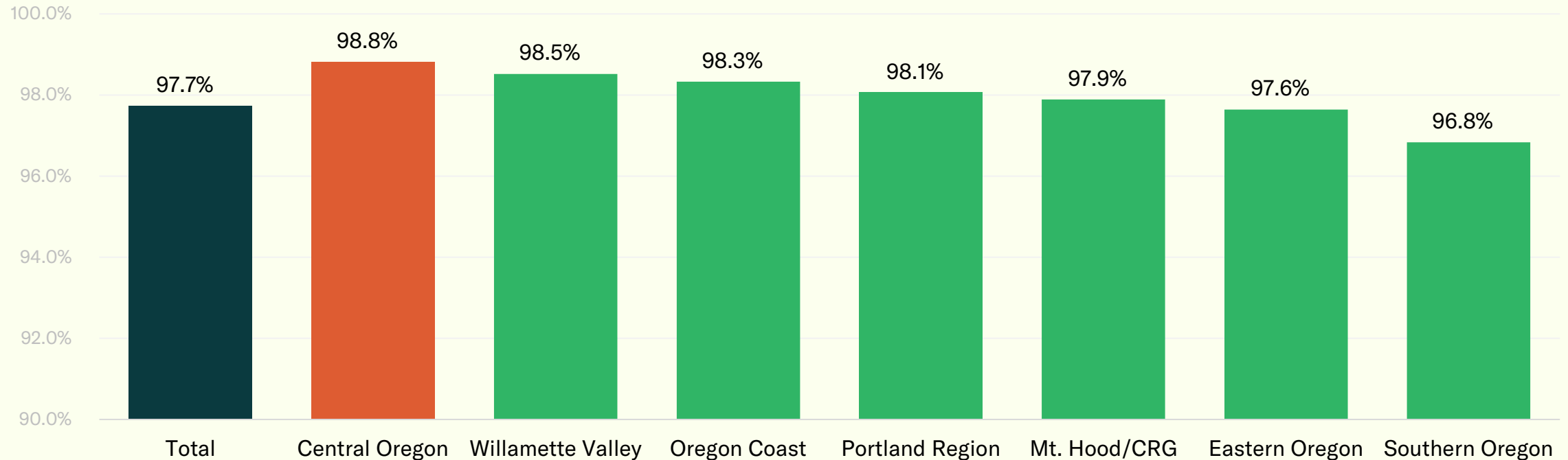
Detailed Findings: Visitor Satisfaction

The Central Oregon region performs above average for trip satisfaction among Oregon visitors.

When comparing satisfaction levels across different regions visited, 98.8% of 2024-25 visitors whose trip to Oregon included the Central Oregon region being satisfied or very satisfied with their overall trip experience, outpacing the total statewide visitor score of 97.7%.

Overall Trip Satisfaction: Statewide vs. Regions

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



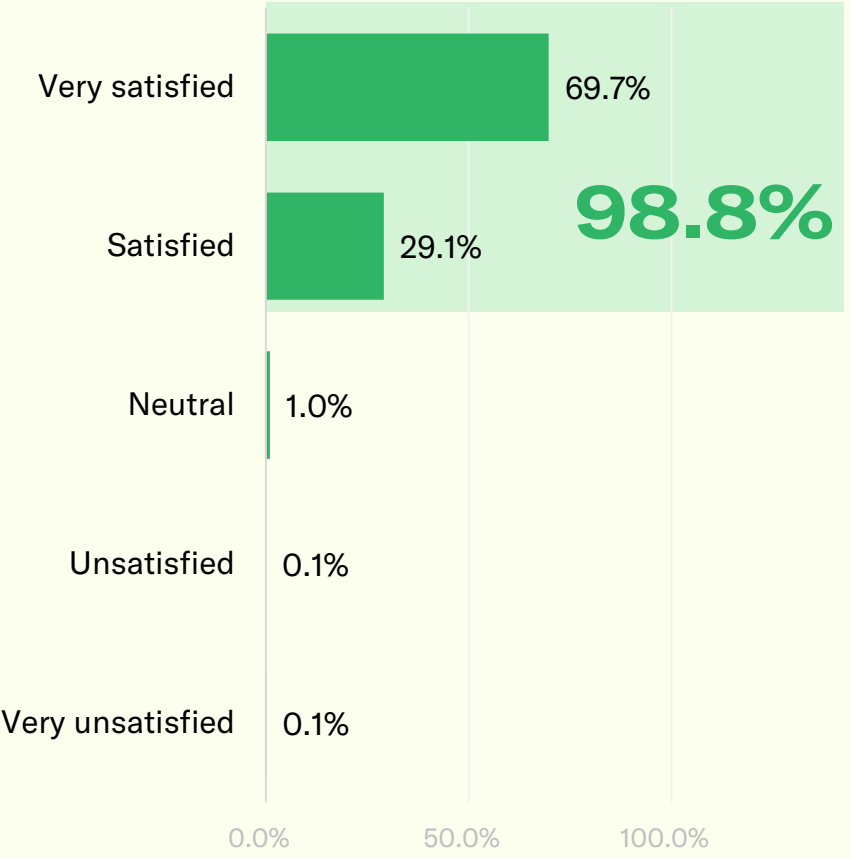
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (2,737 completed surveys)

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

Nearly all (98.8%) 2024-25 Central Oregon region visitors to were satisfied with their overall trip, with seven in ten (69.7%) saying they were very satisfied. Only a small fraction (0.2%) 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
Top 2 Box	98.8%	100.0%	100.0%	98.3%	99.7%	99.5%	99.0%
Very satisfied	69.7%	53.6%	76.6%	74.4%	76.7%	72.2%	72.9%
Satisfied	29.1%	46.4%	23.4%	23.9%	22.9%	27.3%	26.1%
Neutral	1.0%	0.0%	0.0%	1.3%	0.2%	0.3%	1.0%
Unsatisfied	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
Very unsatisfied	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%
Base	651	146	91	413	402	468	215

**Small sample size*

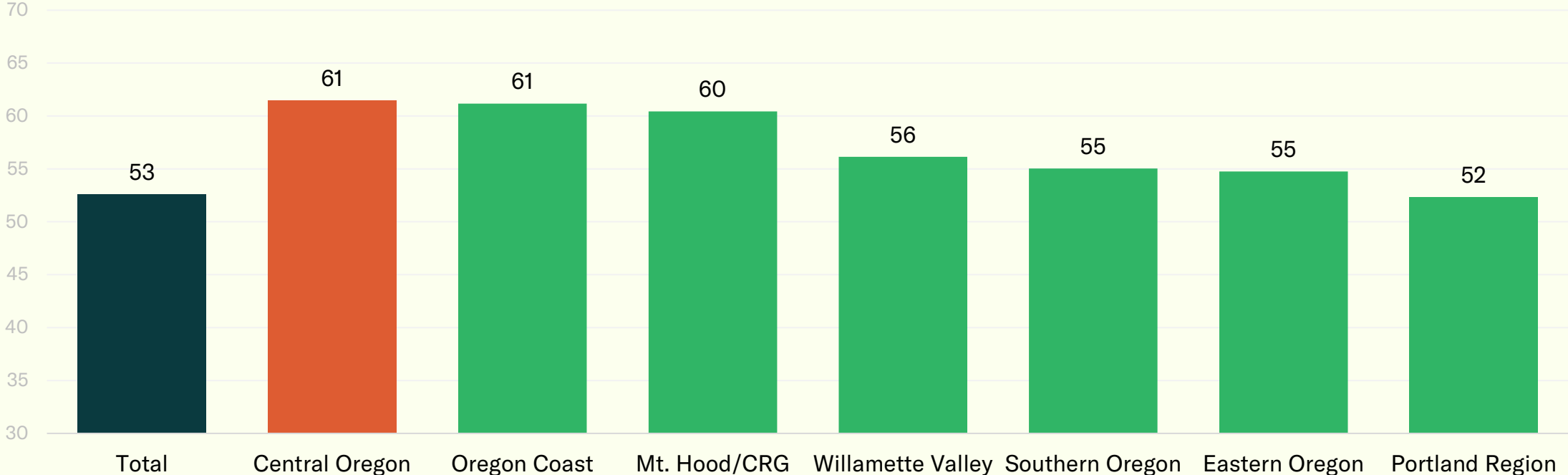
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (651 completed surveys)

Likelihood to recommend was highest for the Central Oregon region compared to other areas of Oregon.

Compared to the statewide score of 53 to the individual scores for each region, Central Oregon region had one of the highest likelihood to recommend at 61, narrowly outpacing with Oregon Coast.

Likelihood to Recommend Oregon: Statewide vs. Regions



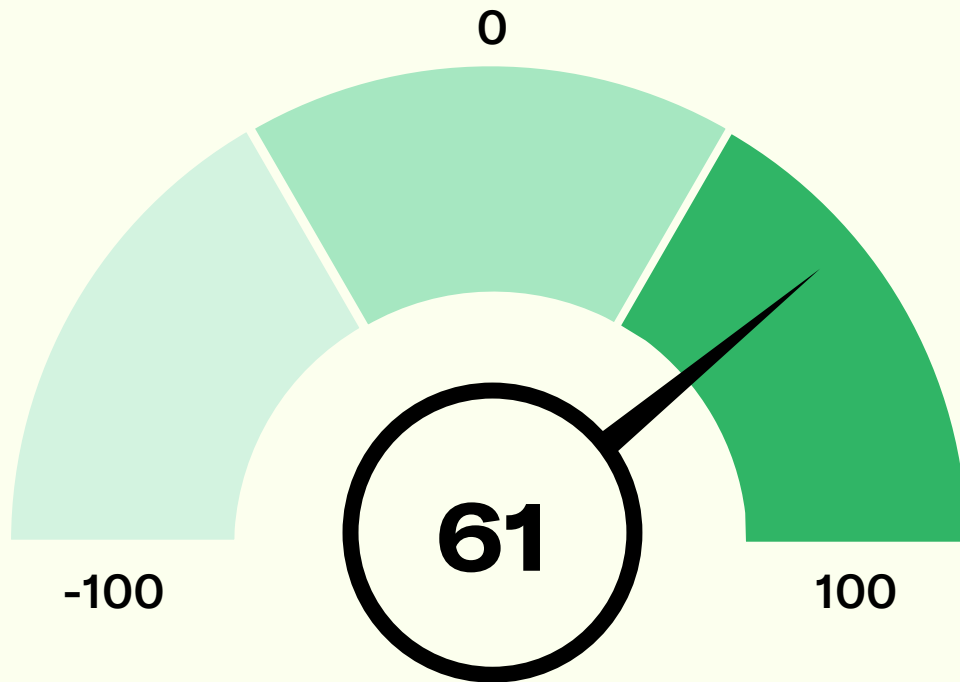
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (2,737 completed surveys)

Central Oregon region 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 among visitors to the Central Oregon region is 61. Canadian visitors had the lowest likelihood to recommend. For this metric, scores between 0-20 are considered 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	61	41	75	66	69	64	65
Base	651	146	91	413	402	468	215

**Small sample size*

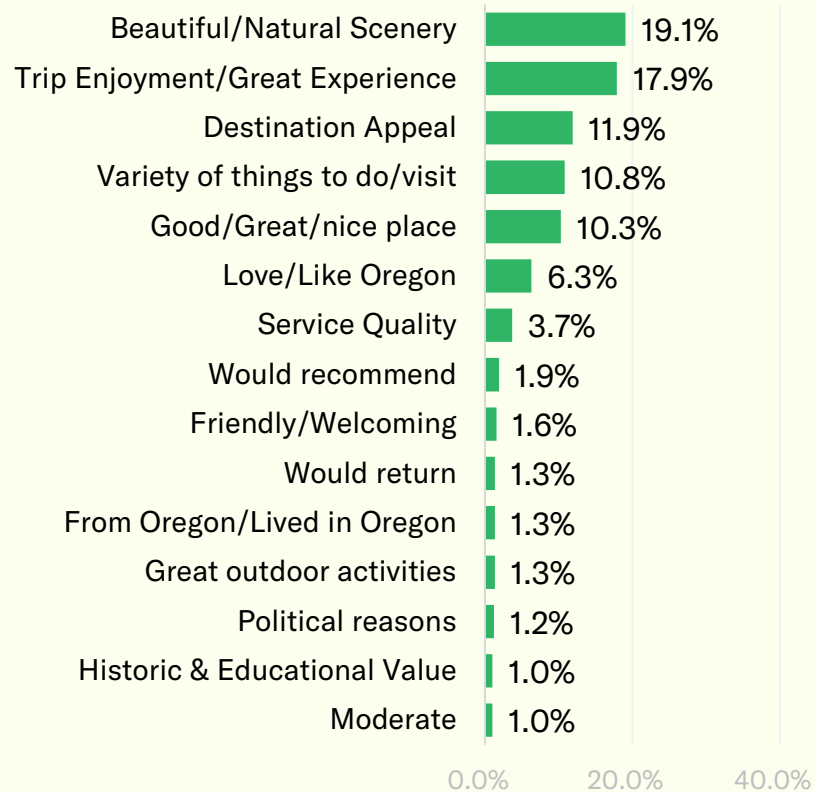
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (651 completed surveys)

The beauty of Oregon was the top reason Central Oregon region visitors would recommend the state as a leisure destination.

One in five (19.1%) Central Oregon region visitors said the beautiful/natural scenery is the reason why they rated their likelihood to recommend Oregon at a 9 or 10, followed by 17.9% who said their rating was a reflection of their great experience.

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	19.1%	13.9%	33.9%	17.0%	21.3%	19.9%	17.3%
Trip Enjoyment/Great Experience	17.9%	29.3%	0.0%	19.3%	16.1%	18.8%	19.3%
Destination Appeal	11.9%	8.7%	2.3%	14.7%	11.9%	12.1%	12.7%
Variety of things to do/visit	10.8%	0.0%	22.7%	10.6%	12.6%	12.3%	16.2%
Good/Great/nice place	10.3%	17.6%	0.0%	11.0%	7.6%	12.1%	9.6%
Love/Like Oregon	6.3%	8.7%	4.1%	6.2%	5.4%	4.0%	1.4%
Service Quality	3.7%	3.1%	0.0%	4.6%	4.5%	3.4%	3.5%
Would recommend	1.9%	5.6%	0.0%	1.5%	1.7%	2.1%	1.1%
Friendly/Welcoming	1.6%	0.0%	3.7%	1.5%	1.3%	0.7%	0.6%
Would return	1.3%	2.3%	0.0%	1.4%	1.1%	0.9%	1.1%
From Oregon/Lived in Oregon	1.3%	0.0%	8.8%	0.0%	1.9%	0.4%	0.9%
Great outdoor activities	1.3%	0.0%	5.6%	0.7%	1.8%	1.8%	0.0%
Political reasons	1.2%	0.0%	4.8%	0.7%	1.1%	1.6%	0.0%
Historic & Educational Value	1.0%	1.9%	0.0%	1.0%	1.0%	1.0%	1.8%
Moderate	1.0%	6.6%	0.0%	0.0%	0.9%	0.0%	2.0%
Base	230	32	37	161	160	176	75

**Small sample size*

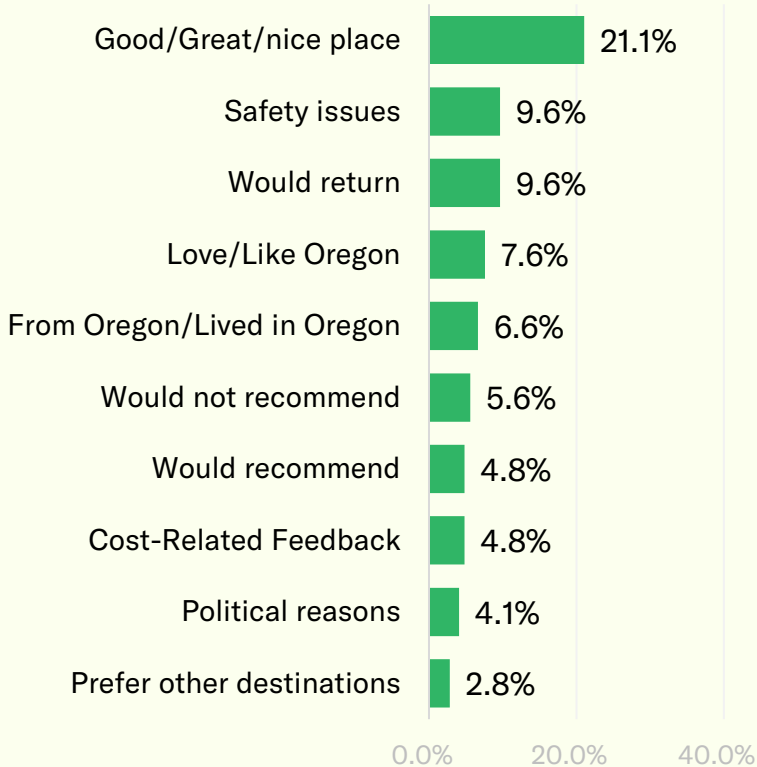
Question: (Optional) Please explain below why you selected that rating.

Base: Respondents who selected a 9 or 10 for likelihood to recommend Oregon as a place to visit (230 completed surveys)

Reasons around safety were the most mentioned negative reasons why Central Oregon region visitors rated their likelihood to recommend at a 6 or lower.

Among the 18 respondents who rated their likelihood to recommend Oregon at a 6 or lower and shared their reasoning, 21.1% said they felt Oregon was a good place, but 9.6% said their rating was due to safety issues. It should be noted that good/great/nice place ranks highest here due to the fact that the some of these respondents may not consider a score of 6 or even 5 out of 10 to be negative.

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	21.1%	19.3%	0.0%	25.9%	21.1%	22.0%	27.4%
Safety issues	9.6%	0.0%	0.0%	15.3%	7.5%	13.0%	13.8%
Would return	9.6%	0.0%	0.0%	15.3%	7.5%	13.0%	13.8%
Love/Like Oregon	7.6%	30.7%	0.0%	0.0%	11.8%	0.0%	0.0%
From Oregon/Lived in Oregon	6.6%	0.0%	54.3%	0.0%	0.0%	9.0%	0.0%
Would not recommend	5.6%	0.0%	0.0%	8.9%	8.6%	7.6%	0.0%
Would recommend	4.8%	0.0%	0.0%	7.7%	7.5%	6.5%	0.0%
Cost-Related Feedback	4.8%	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Political reasons	4.1%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%
Prefer other destinations	2.8%	11.3%	0.0%	0.0%	0.0%	3.8%	8.0%
Base	18	5	2	11	11	13	6

**Small sample size*

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

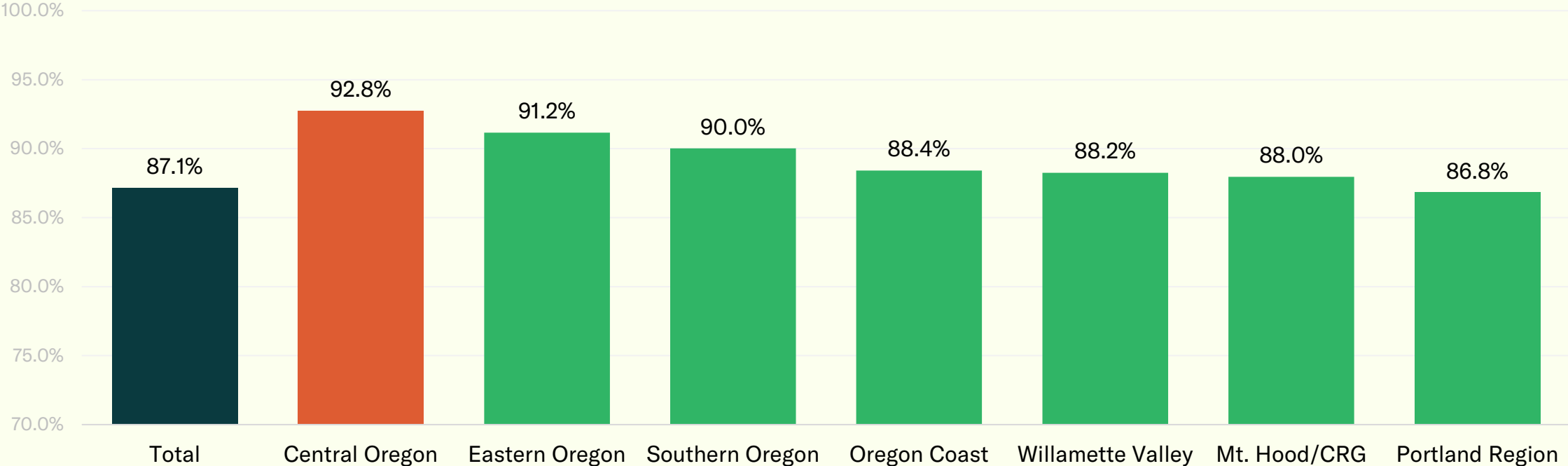
Base: Respondents who selected a 6 or lower for likelihood to recommend Oregon as a place to visit (18 completed surveys)

The Central Oregon region scored highest for likelihood to return compared to other Oregon areas.

Reflecting likelihood to recommend scores, the Central Oregon region (92.8%) was the highest scoring region 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")



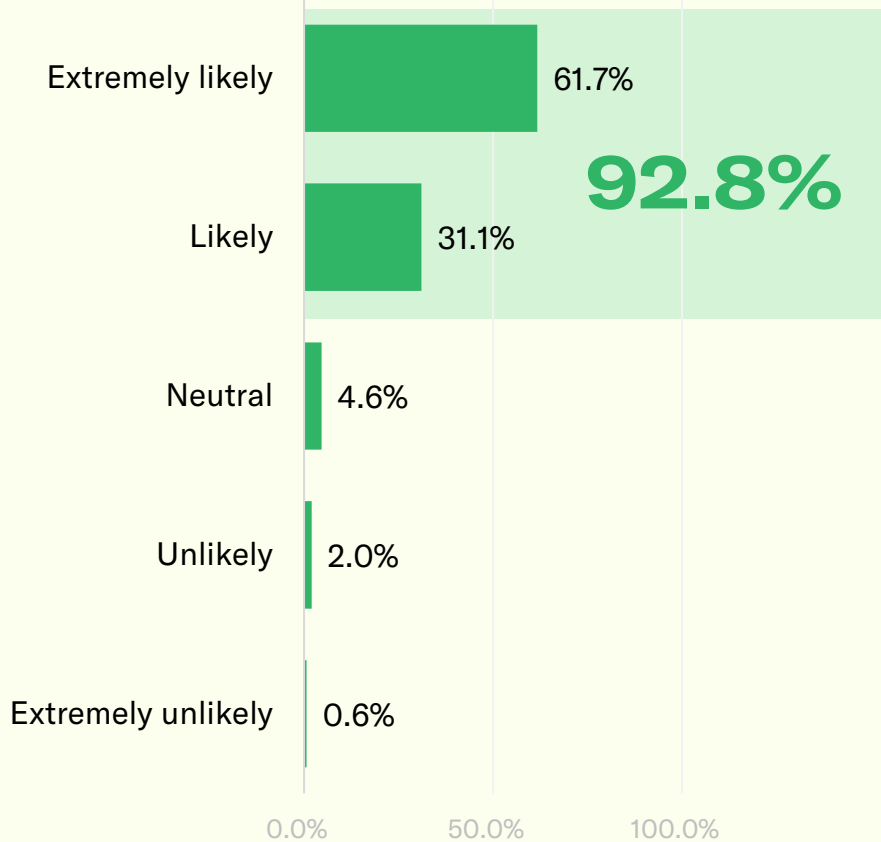
Question: How likely are you to travel to or within Oregon again in the next 12 months?

Base: Total respondents (2,737 completed surveys)

Over nine in ten Central Oregon visitors are likely to return to Oregon.

At 92.8%, likelihood to return to Oregon for another trip in the next year is high for Central Oregon region visitors; more than half (61.7%) said they are extremely likely. For the segments, likelihood to return was lowest among Canadian visitors (98.8%).

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
Top 2 Box	92.8%	85.9%	97.2%	94.4%	94.8%	93.2%	96.1%
Extremely likely	61.7%	44.9%	77.0%	64.8%	62.7%	61.6%	63.2%
Likely	31.1%	40.9%	20.2%	29.6%	32.2%	31.7%	32.9%
Neutral	4.6%	8.9%	2.0%	3.5%	3.0%	4.0%	3.3%
Unlikely	2.0%	3.3%	0.8%	1.8%	1.5%	2.1%	0.6%
Extremely unlikely	0.6%	1.8%	0.0%	0.3%	0.7%	0.7%	0.0%
Base	651	146	91	413	402	468	215

*Small sample size

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

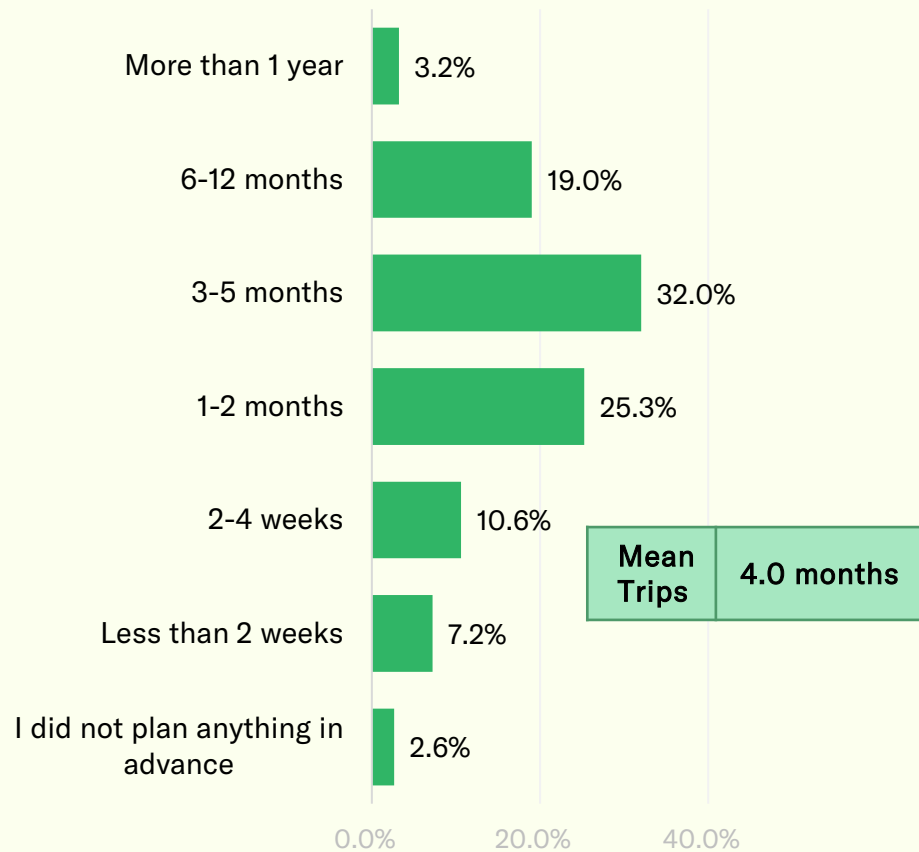
Base: Total respondents (651 completed surveys)

Detailed Findings: Travel Planning & Media

Nearly half of Central Oregon region visitors planned their trip in under 3 months.

Visitors to the Central Oregon region in 2024-25 planned their trip an average of 4.0 months in advance of their arrival, with 45.7% reporting planning their trip in 2 months or less. Among the segments, the longest average windows reported by Arts & Culture Participants (4.1 months), while in-state visitors had the shortest average booking window of 3.2 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	3.2%	2.8%	1.2%	3.8%	3.4%	2.4%	3.9%
6-12 months	19.0%	21.4%	16.5%	18.5%	20.3%	19.5%	18.0%
3-5 months	32.0%	33.5%	22.5%	33.5%	30.6%	31.1%	38.4%
1-2 months	25.3%	25.4%	18.4%	26.7%	26.6%	25.7%	25.6%
2-4 weeks	10.6%	10.6%	10.7%	10.6%	10.7%	11.8%	9.8%
Less than 2 weeks	7.2%	4.2%	21.3%	5.4%	6.4%	7.2%	3.0%
I did not plan anything in advance	2.6%	2.0%	9.4%	1.5%	2.0%	2.2%	1.4%
Mean (Months)	4.0	4.2	3.2	4.0	4.0	3.9	4.1
Base	632	143	82	406	393	457	212

**Small sample size*

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 (632 completed surveys).

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

Online search (47.6%) and personal recommendations (35.5%) were by far the most reported sources that inspired Central Oregon region visitors to travel to Oregon. Nearly three in ten (28.0%) said social media, while one in five (21.7%) said they drew inspiration from an online destination travel guide.



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

Base: Total respondents (651 completed surveys)

Food & Drink Participants were more likely to draw inspiration from the top information 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 (Bing, Google, Yahoo, etc.)	47.6%	43.8%	30.0%	52.7%	56.5%	53.4%	54.1%
Friend or family or coworker recommendation	35.5%	37.3%	49.3%	32.0%	39.1%	40.5%	35.9%
Social media platform (e.g. Facebook, etc)	28.0%	23.5%	15.7%	32.2%	31.0%	31.3%	32.2%
Online destination travel guide	25.5%	23.3%	9.6%	29.6%	26.8%	26.1%	32.3%
Travel review website (e.g. TripAdvisor, Yelp)	21.7%	17.6%	7.0%	26.4%	23.7%	23.1%	28.1%
My previous travel there	20.5%	15.8%	37.9%	18.6%	24.5%	23.3%	21.4%
YouTube video	17.8%	11.0%	4.5%	23.1%	18.4%	18.8%	16.8%
Travel blog	17.4%	16.9%	4.9%	20.3%	17.9%	17.0%	20.6%
AAA travel guide (online or printed)	17.0%	18.5%	6.2%	18.7%	17.0%	16.6%	21.1%
Welcome Center/Visitor Information Center	16.6%	16.5%	10.0%	18.0%	15.2%	16.0%	19.0%
Destination website (e.g. Travel Oregon, etc)	14.5%	8.8%	8.6%	17.8%	15.0%	14.9%	19.1%
Printed destination travel guide	14.1%	17.0%	4.8%	15.0%	13.6%	12.9%	20.4%
Mapping websites/app (e.g. Google Maps, MapQuest)	11.2%	11.9%	6.5%	11.9%	11.1%	12.2%	12.5%
Podcasts	11.0%	9.6%	4.0%	13.1%	13.2%	11.2%	9.9%
Travel article on a website	10.6%	12.4%	3.6%	11.4%	14.0%	10.9%	11.7%
Influencer(s)	9.9%	10.5%	5.0%	10.7%	9.8%	10.4%	13.8%
Hotel/lodging website	9.5%	10.5%	5.9%	9.9%	11.2%	10.7%	11.1%
Travel Advertisements (e.g., TV, print, etc)	8.5%	5.3%	2.6%	10.9%	8.4%	8.3%	11.4%
Printed maps	7.6%	4.7%	3.5%	9.5%	7.6%	7.8%	8.5%
Travel booking website/app (e.g. Airbnb, etc)	7.4%	8.1%	0.0%	8.7%	7.7%	8.4%	9.7%
Travel agent/tour operator/tour guide	6.9%	5.2%	1.8%	8.6%	7.5%	7.1%	9.6%
Airline website	6.3%	6.3%	1.8%	7.3%	6.7%	7.0%	7.6%
Travel article in a magazine/newspaper	6.3%	3.4%	2.9%	8.1%	5.1%	5.9%	7.9%
Television program/series	5.0%	3.5%	0.8%	6.5%	5.1%	4.8%	8.1%
A film/movie	5.0%	6.0%	2.6%	5.0%	5.5%	5.7%	5.5%
AI-Related Search or Recommendations	3.8%	3.9%	0.0%	4.4%	3.9%	4.7%	7.1%
None of the above	5.5%	2.7%	18.6%	3.8%	3.1%	3.9%	1.9%
Base	651	146	91	413	402	468	215

*Small sample size

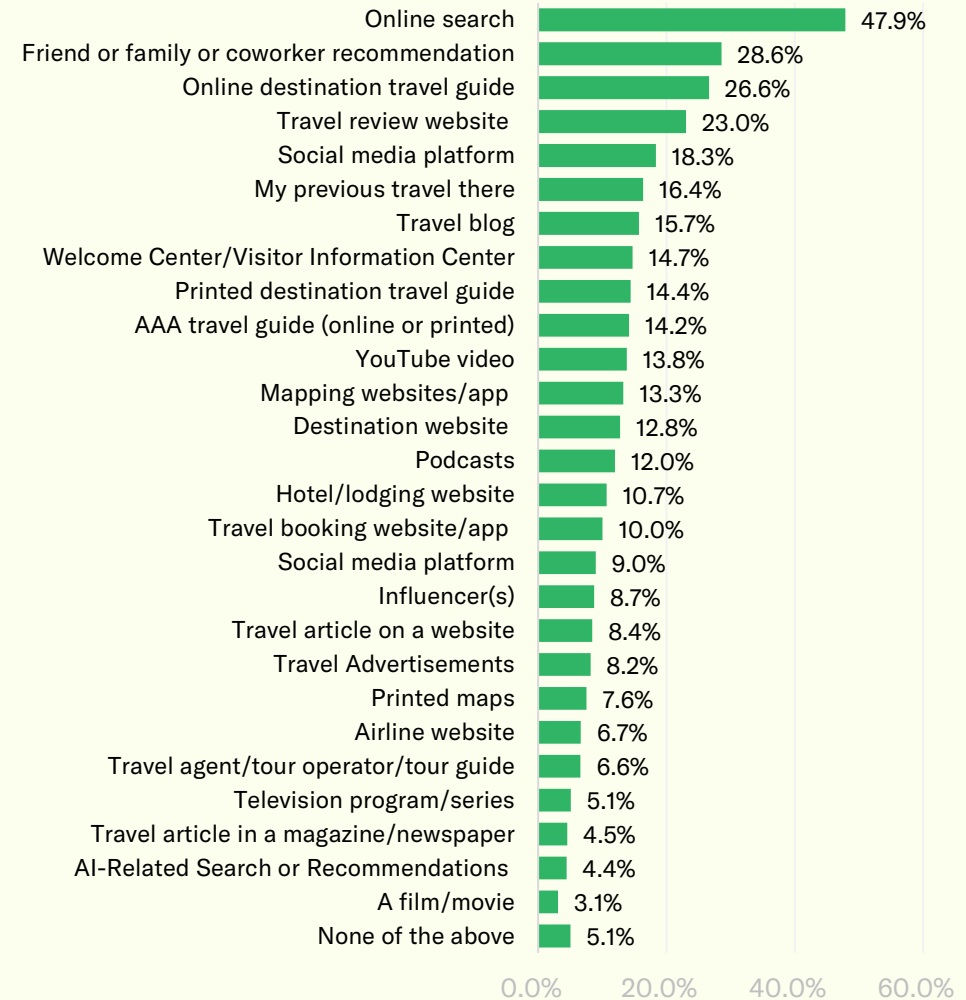
Question: Which of the following information sources INSPIRED YOU to take a trip to Oregon?

Base: Total respondents (651 completed surveys)

Most Central Oregon visitors used online search to plan their trip.

When it comes to their top resources for planning their 2024-25 trip to Oregon, online search (47.9%) was by far the most-selected resource among Central Oregon region visitors. This was followed distantly by personal recommendation (28.6%), while one in five said they planned their trip using an online destination travel guide (26.6%) and/or a travel review website (23.0%).

Trip Planning Resources



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

Base: Total respondents (651 completed surveys)

Nearly six in ten Outdoor Recreation Participants used online search to plan their trip to Oregon.

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 (Bing, Google, Yahoo, etc.)	47.9%	41.0%	46.6%	50.8%	57.4%	53.4%	51.8%
Friend or family or coworker recommendation	28.6%	25.2%	34.4%	28.7%	31.0%	33.1%	31.8%
Online destination travel guide	26.6%	26.9%	13.6%	29.3%	29.4%	27.4%	31.1%
Travel review website (e.g. TripAdvisor, Yelp)	23.0%	21.5%	10.1%	26.4%	24.0%	23.4%	28.4%
Social media platform (e.g. Facebook, Instagram)	18.3%	12.3%	12.6%	21.8%	20.1%	20.7%	21.3%
My previous travel there	16.4%	14.5%	28.6%	14.5%	18.9%	17.6%	18.1%
Travel blog	15.7%	14.7%	1.5%	19.1%	16.4%	15.7%	22.9%
Welcome Center/Visitor Information Center	14.7%	14.6%	5.5%	16.5%	15.4%	13.4%	18.3%
Printed destination travel guide	14.4%	16.6%	4.0%	15.8%	13.3%	13.8%	20.5%
AAA travel guide (online or printed)	14.2%	11.7%	3.3%	17.4%	12.7%	14.0%	15.3%
YouTube video	13.8%	9.6%	4.7%	17.3%	13.9%	14.1%	15.9%
Mapping websites/app (e.g. Google Maps)	13.3%	12.6%	13.1%	13.6%	15.3%	14.2%	12.7%
Destination website (e.g. Travel Oregon, etc)	12.8%	9.9%	5.2%	15.4%	13.2%	13.6%	15.8%
Podcasts	12.0%	11.2%	2.5%	14.3%	12.7%	9.7%	11.8%
Hotel/lodging website	10.7%	9.6%	11.0%	10.8%	12.1%	12.2%	11.6%
Travel booking website/app (e.g. Airbnb, etc)	10.0%	9.6%	3.9%	11.5%	10.8%	11.4%	11.1%
Social media platform (e.g. Facebook, etc)	9.0%	11.1%	0.8%	9.9%	9.0%	9.3%	9.7%
Influencer(s)	8.7%	8.6%	4.7%	9.6%	8.0%	8.5%	10.4%
Travel article on a website	8.4%	8.8%	4.6%	9.1%	10.2%	8.7%	10.1%
Travel Advertisements (e.g., TV, print, etc)	8.2%	5.8%	3.4%	10.0%	9.0%	9.1%	10.5%
Printed maps	7.6%	5.8%	5.8%	8.6%	7.5%	7.9%	8.3%
Airline website	6.7%	5.2%	1.0%	8.4%	7.5%	5.9%	8.3%
Travel agent/tour operator/tour guide	6.6%	3.4%	1.0%	9.0%	6.1%	6.1%	9.9%
Television program/series	5.1%	4.4%	1.9%	6.0%	7.0%	4.9%	6.9%
Travel article in a magazine/newspaper	4.5%	5.0%	0.0%	5.3%	4.8%	5.4%	7.2%
AI-Related Search or Recommendations	4.4%	3.6%	2.3%	5.2%	6.0%	5.2%	6.8%
A film/movie	3.1%	3.7%	0.0%	3.5%	4.1%	3.5%	5.5%
None of the above	5.1%	3.2%	16.3%	3.4%	3.6%	3.3%	1.4%
Base	651	146	91	413	402	468	215

*Small sample size

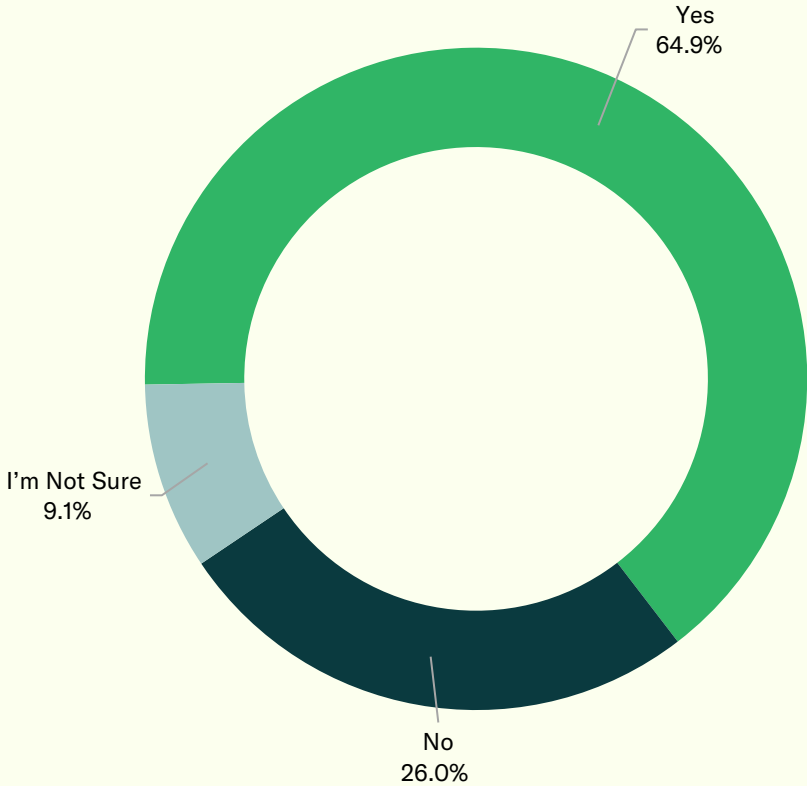
Question: Which of the following information sources did you use TO PLAN this Oregon trip?

Base: Total respondents (651 completed surveys)

Nearly two in three Central Oregon region visitors recall seeing travel ads about Oregon.

Almost two in three (64.9%) of 2024-25 Central Oregon region visitors recalled seeing travel ads to Oregon in the past 12 months. Unaided ad recall was highest among Arts & Culture Participants (72.6%).

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	64.9%	67.6%	64.1%	63.9%	65.4%	62.5%	72.6%
No	26.0%	27.7%	15.9%	27.5%	24.5%	27.1%	22.0%
I'm Not Sure	9.1%	4.7%	20.1%	8.5%	10.1%	10.4%	5.4%
Base	651	146	91	413	402	468	215

**Small sample size*

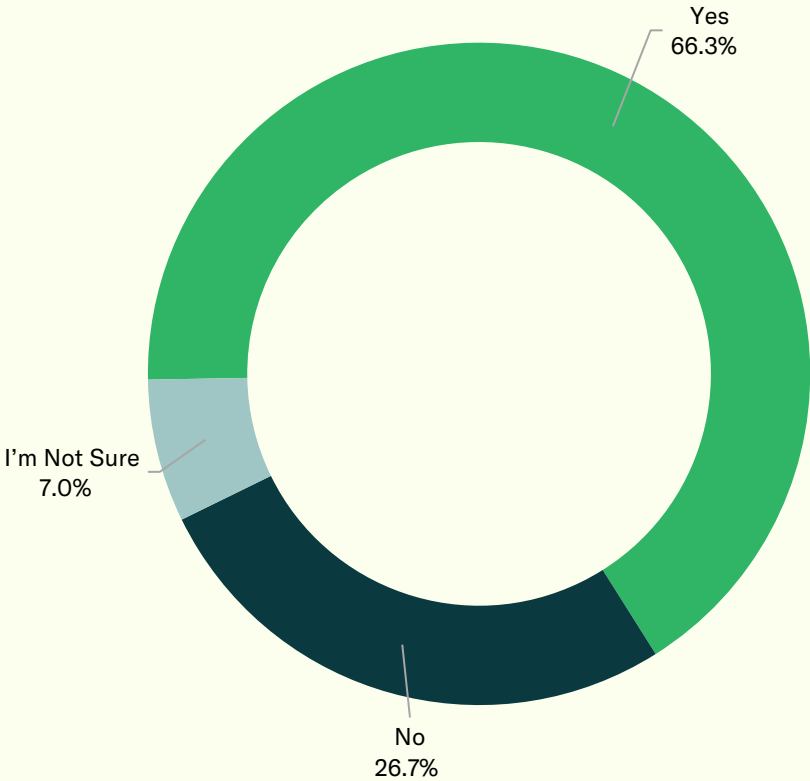
Question: In the past TWELVE (12) MONTHS do you recall having seen any travel advertisements about Oregon?

Base: Total respondents (651 completed surveys)

A similar share of Central Oregon region 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 two in three (66.3%) of Central Oregon region visitors. As with ad recall, earned media recall was highest for Arts & Culture Participants (70.6%).

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	66.3%	66.6%	66.2%	66.2%	68.5%	65.0%	70.6%
No	26.7%	27.3%	21.2%	27.7%	23.9%	26.9%	24.9%
I'm Not Sure	7.0%	6.1%	12.5%	6.1%	7.7%	8.1%	4.5%
Base	651	146	91	413	402	468	215

**Small sample size*

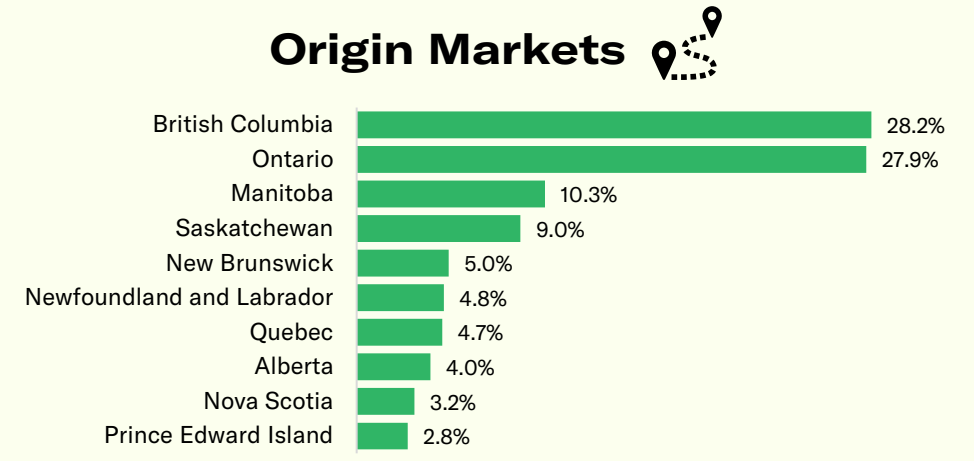
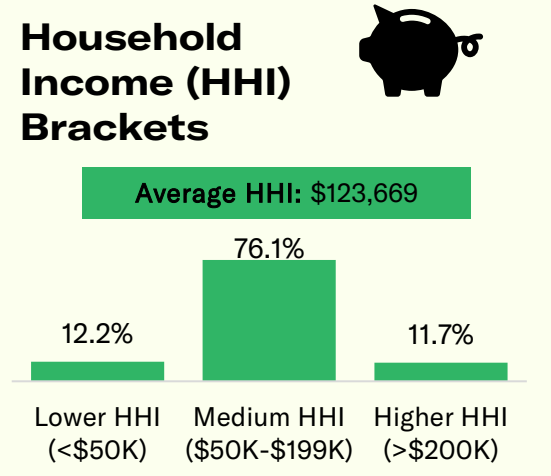
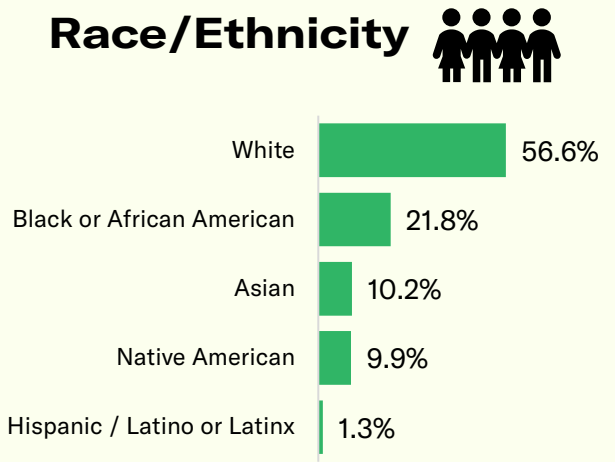
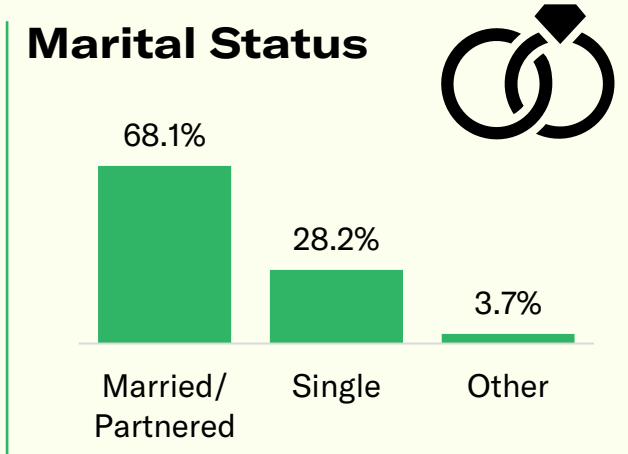
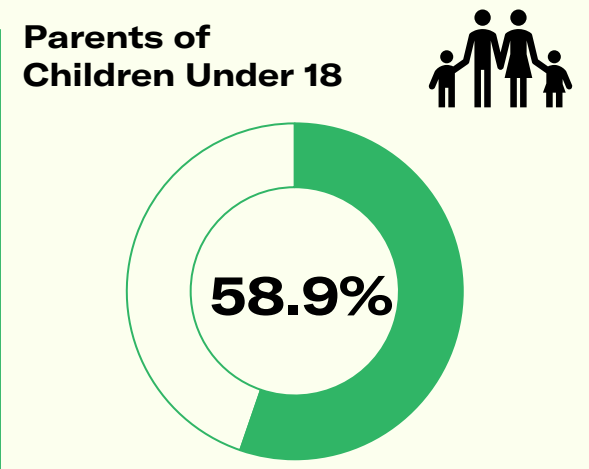
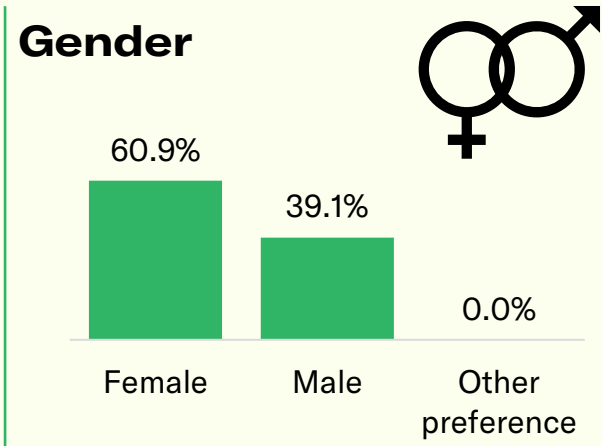
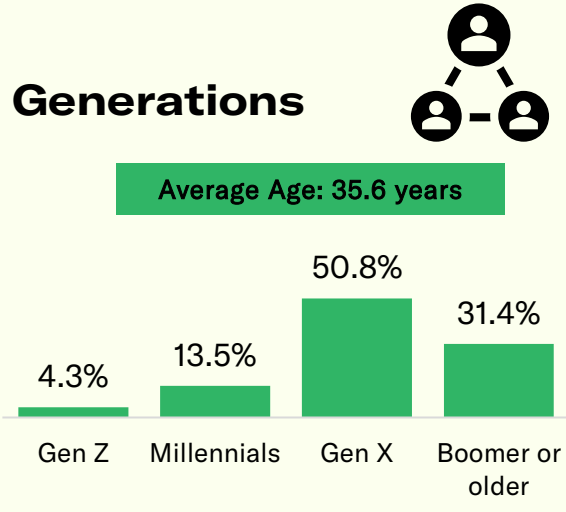
Question: In the past TWELVE (12) MONTHS do you recall having seen or heard any travel-related articles (in magazines, newspapers or online), videos (on TV or online) and/or podcasts about Oregon?

Base: Total respondents (651 completed surveys)

Appendix I: Survey Respondent Demographics

Demographic Snapshot

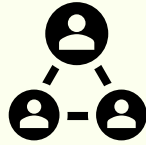
Canadian Visitors



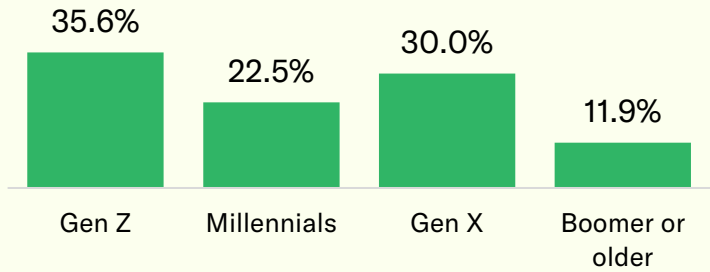
Demographic Snapshot

In State

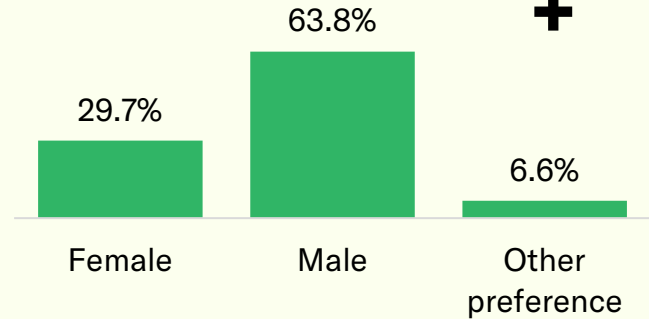
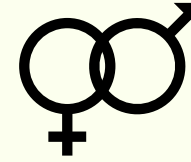
Generations



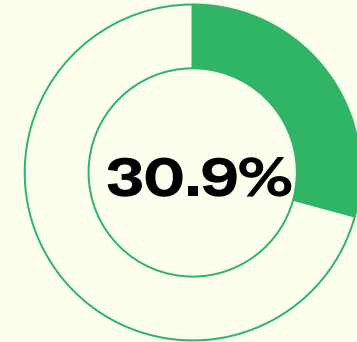
Average Age: 50.4 years



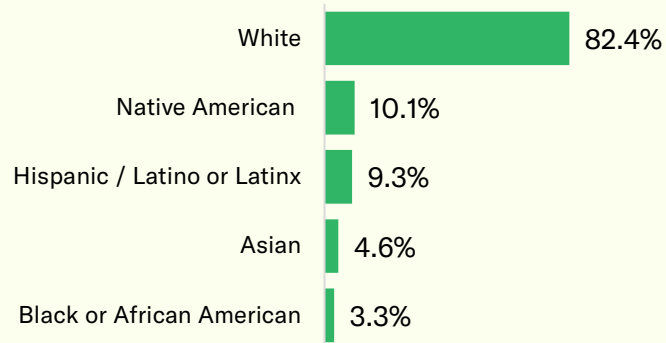
Gender



Parents of Children Under 18



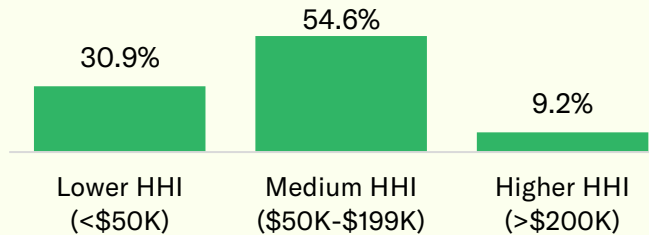
Race/Ethnicity



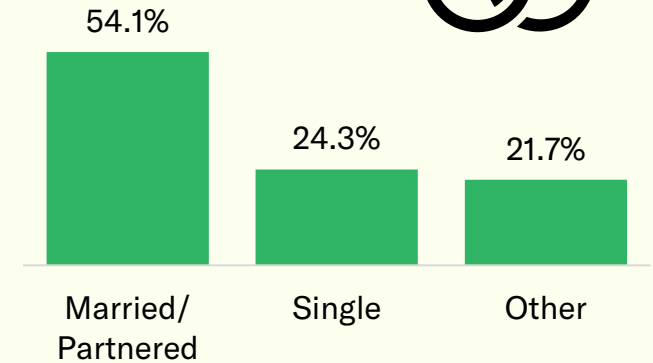
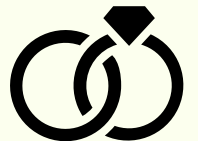
Household Income (HHI) Brackets



Average HHI: \$89,869



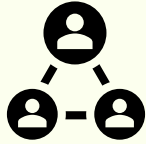
Marital Status



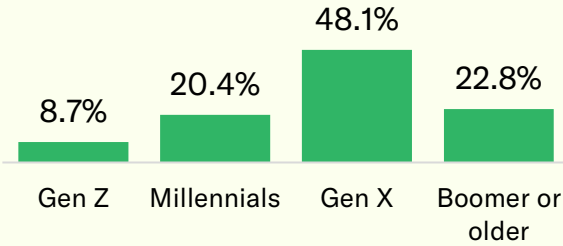
Demographic Snapshot

Out of State

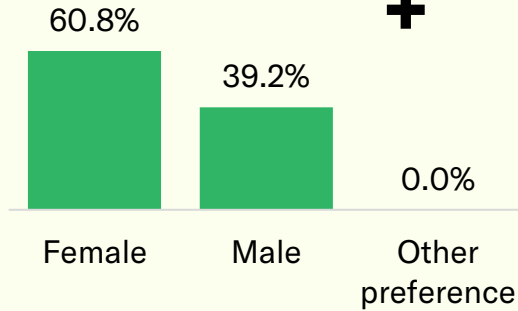
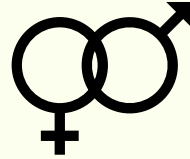
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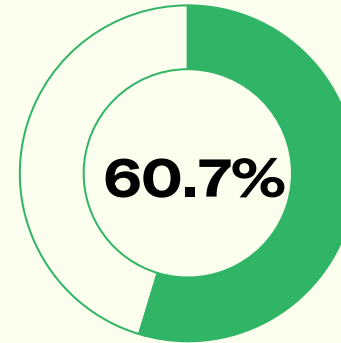
Average Age: 39.3 years



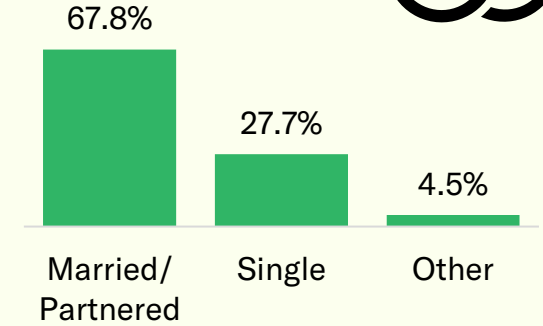
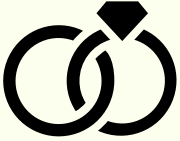
Gender



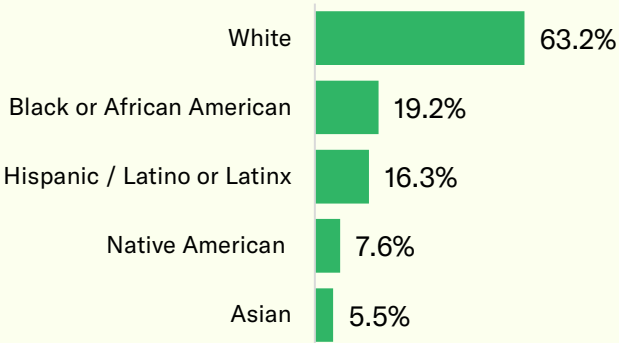
Parents of Children Under 18



Marital Status



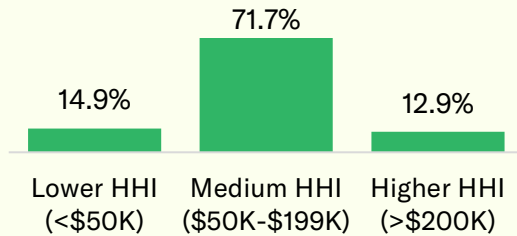
Race/Ethnicity



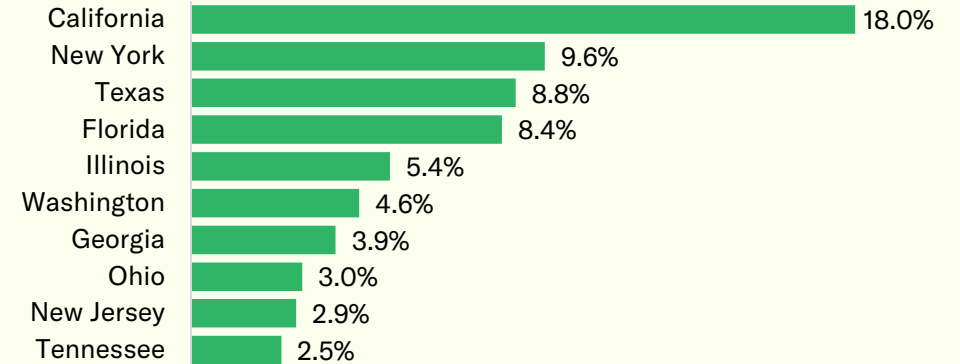
Household Income (HHI) Brackets



Average HHI: \$116,785

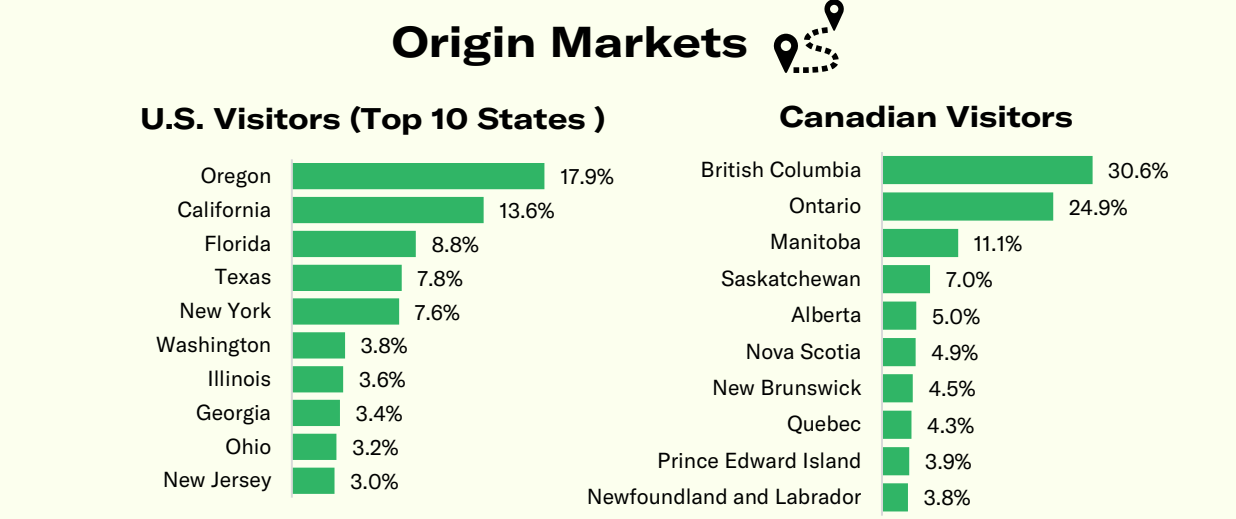
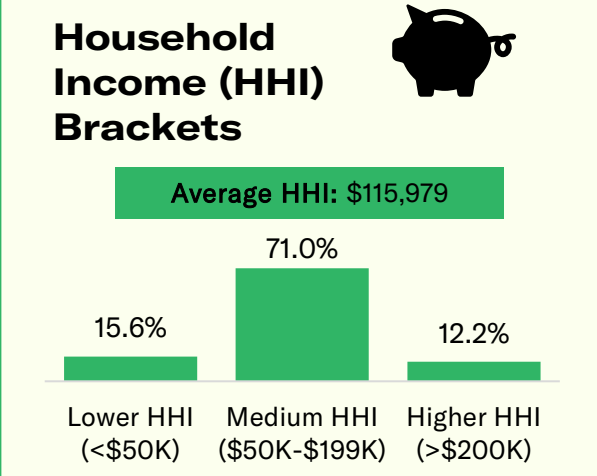
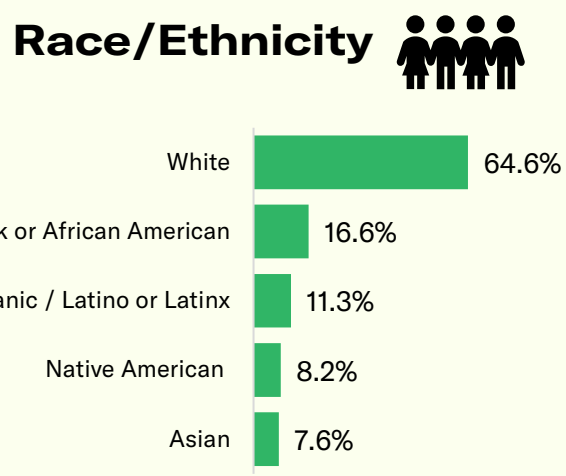
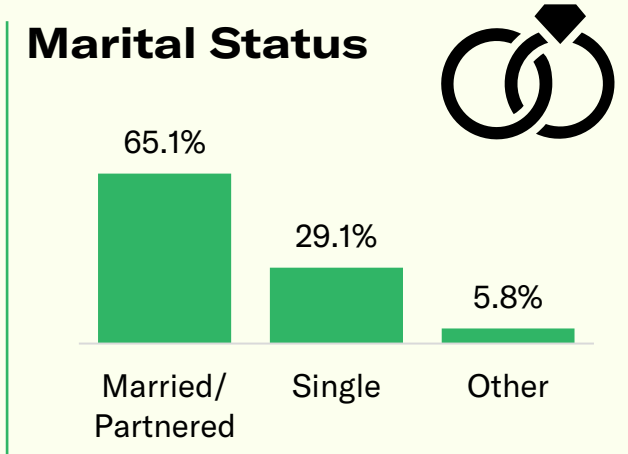
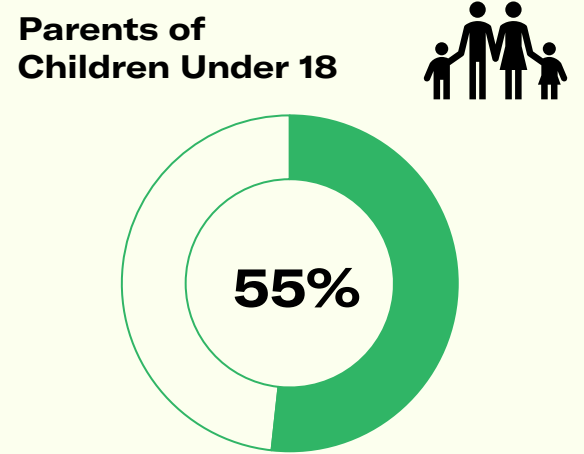
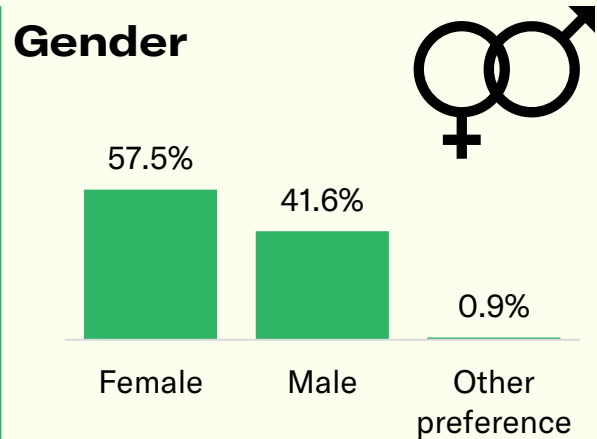
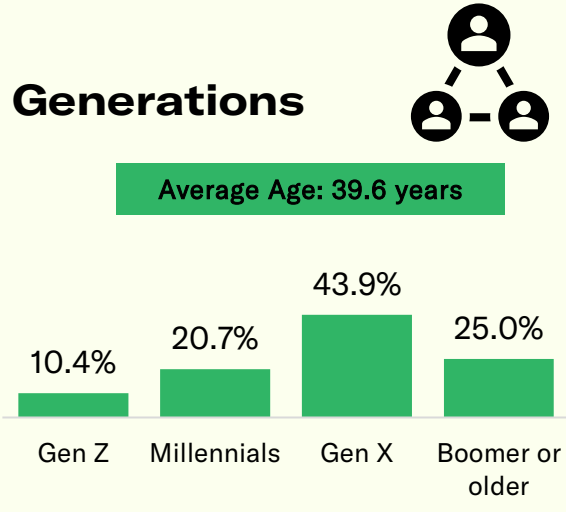


Top 10 Origin States



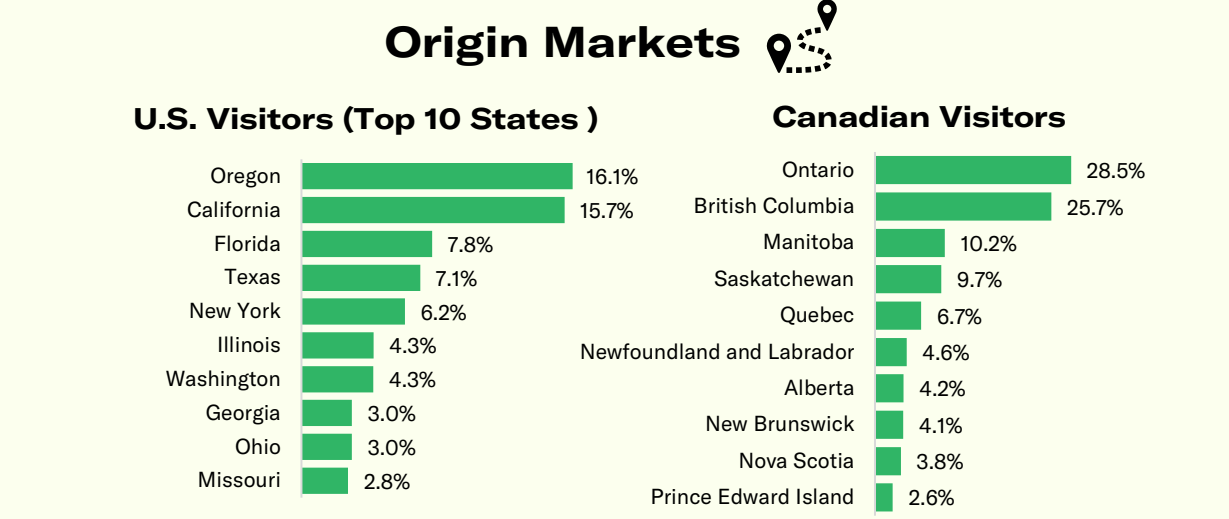
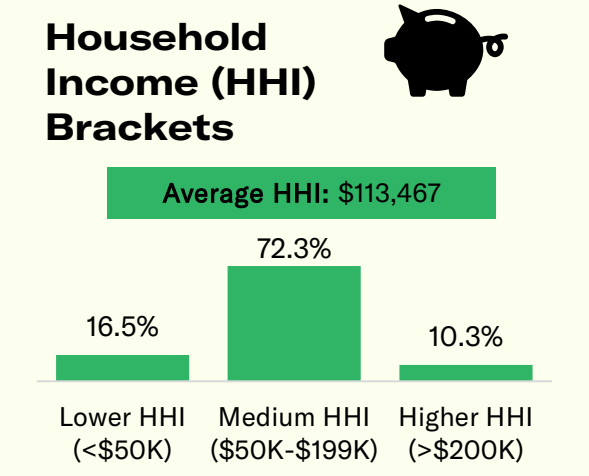
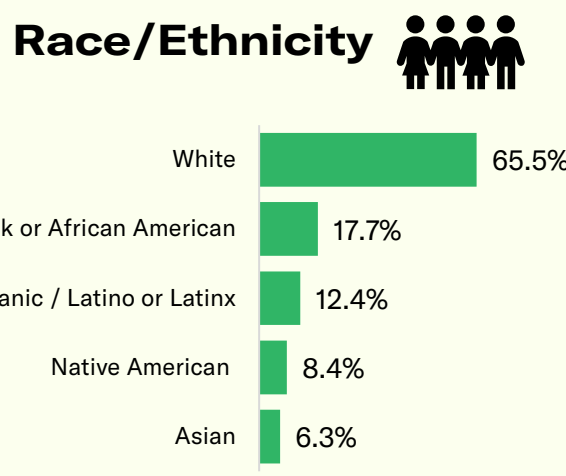
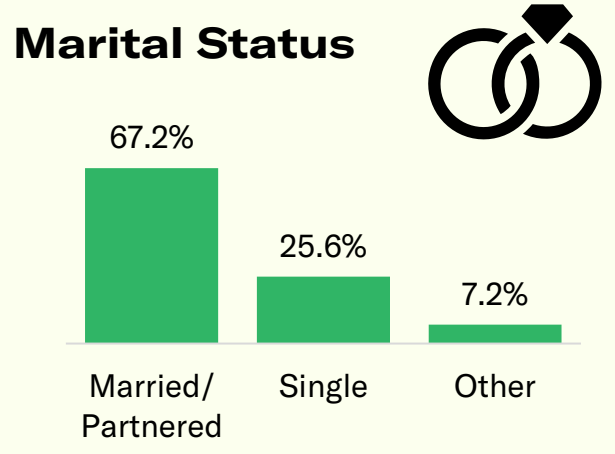
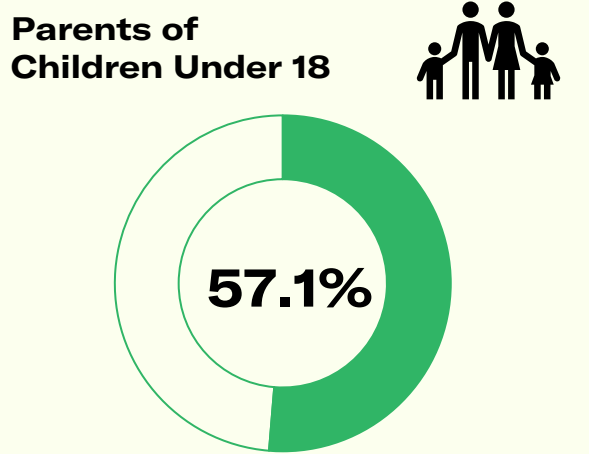
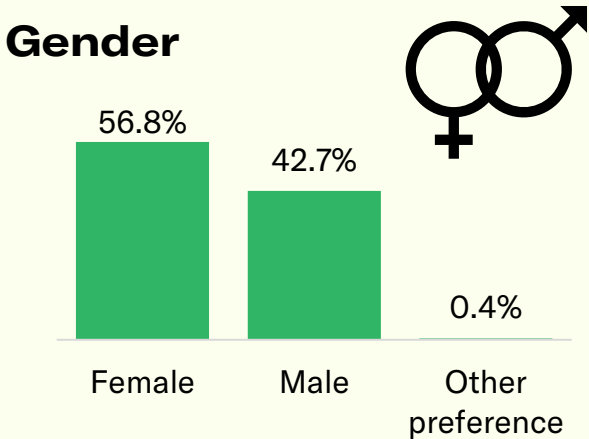
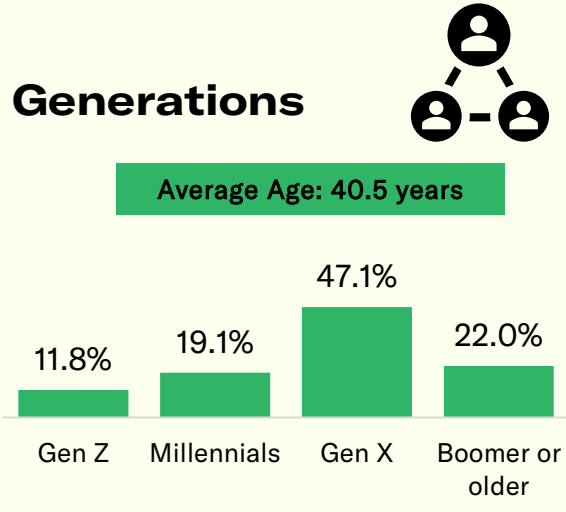
Demographic Snapshot

Outdoor Recreation Participants



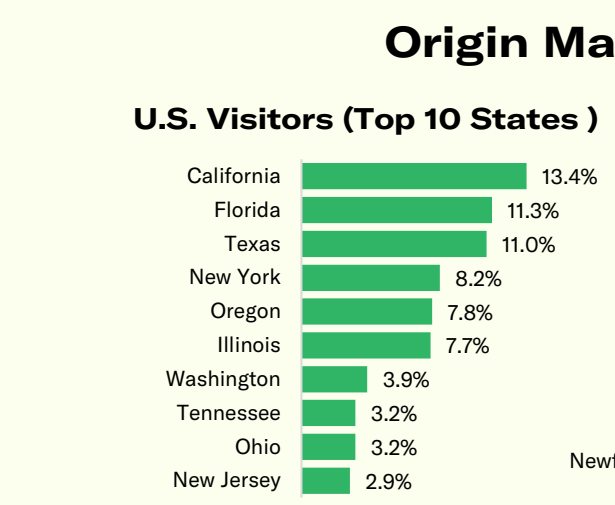
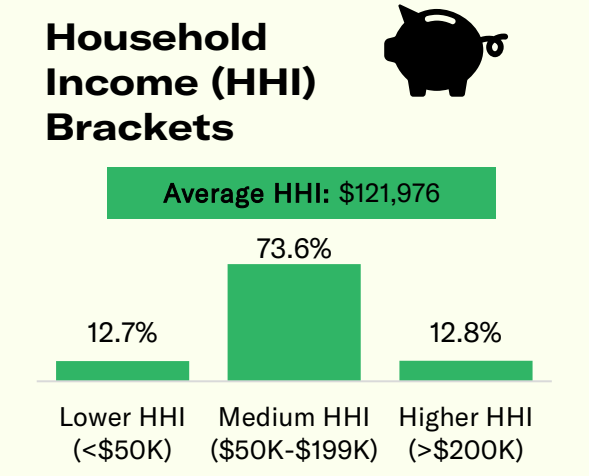
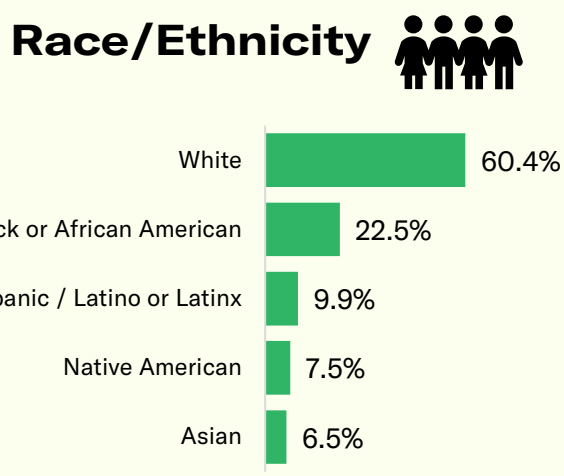
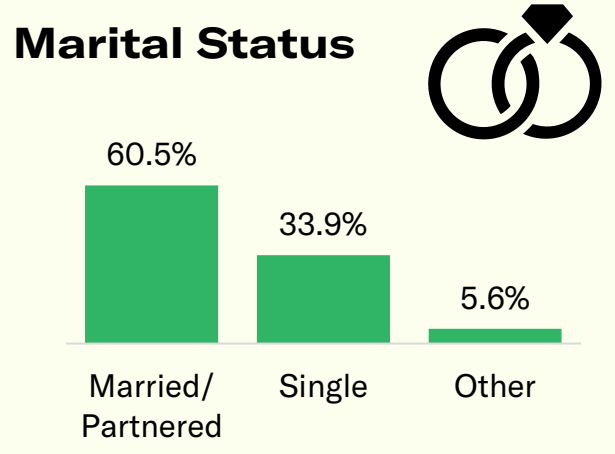
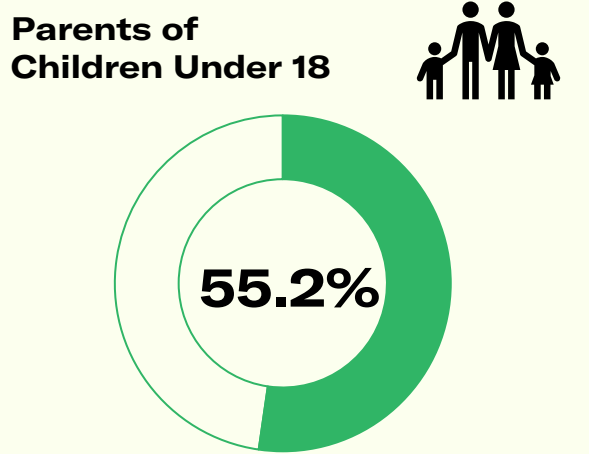
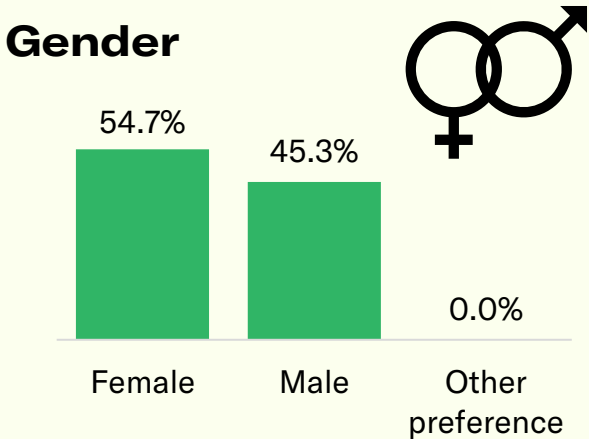
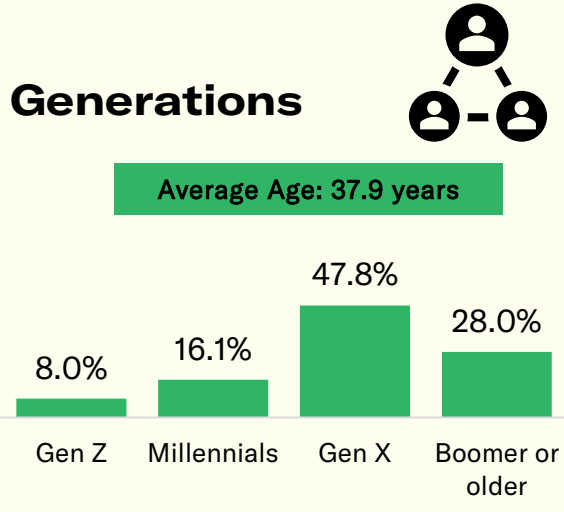
Demographic Snapshot

Food & Drink Participants

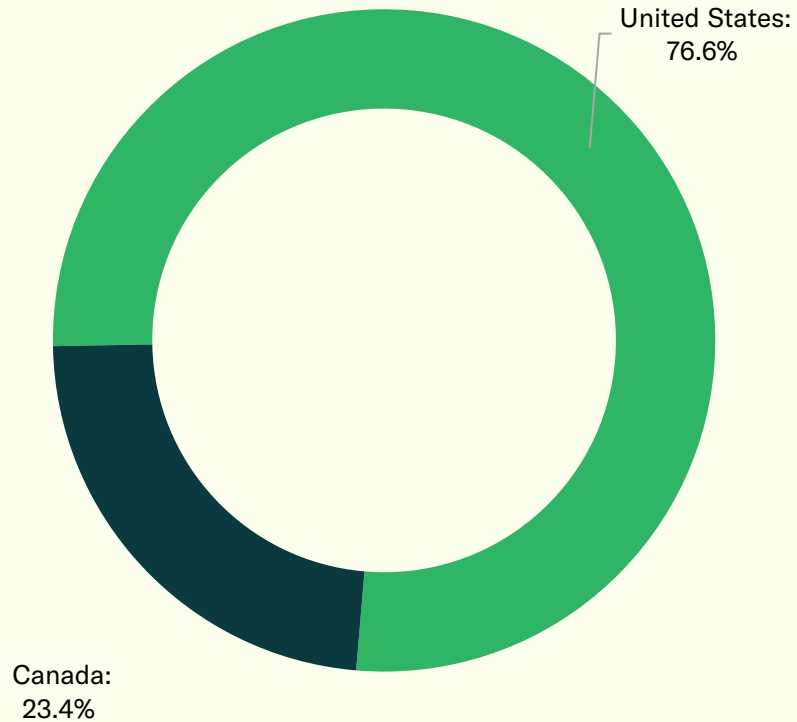


Demographic Snapshot

Arts & Culture Participants



Survey Respondent Demographics: Origin Country



By Segment

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

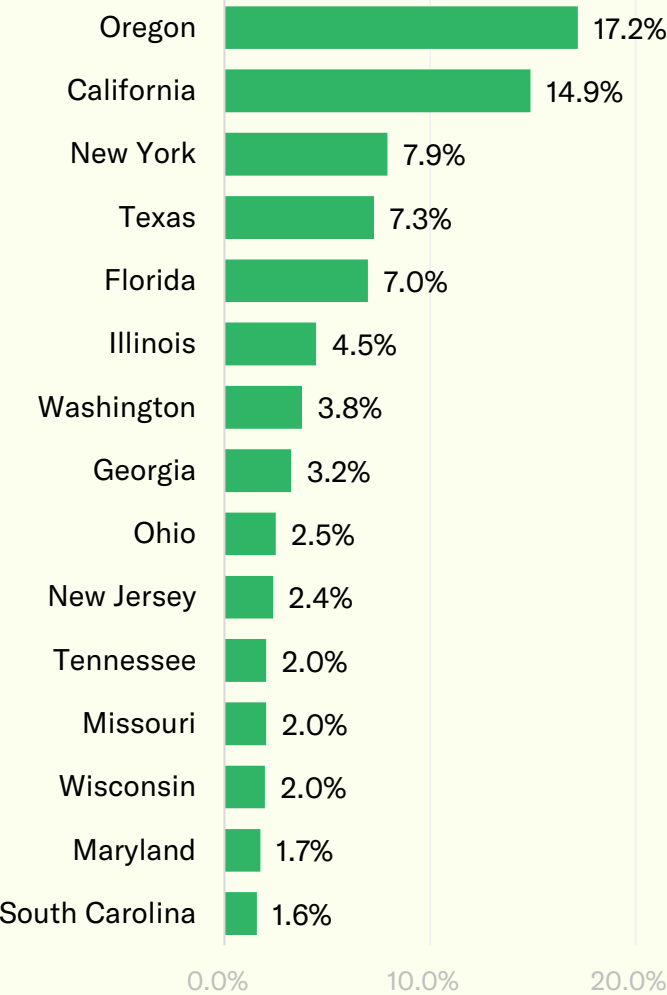
	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
United States	76.6%	0.0%	100.0%	100.0%	78.2%	77.4%	75.1%
Canada	23.4%	100.0%	0.0%	0.0%	21.8%	22.6%	24.9%
Base	651	146	91	413	402	468	215

**Small sample size*

Question: In what country do you currently reside?

Base: Total respondents (651 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

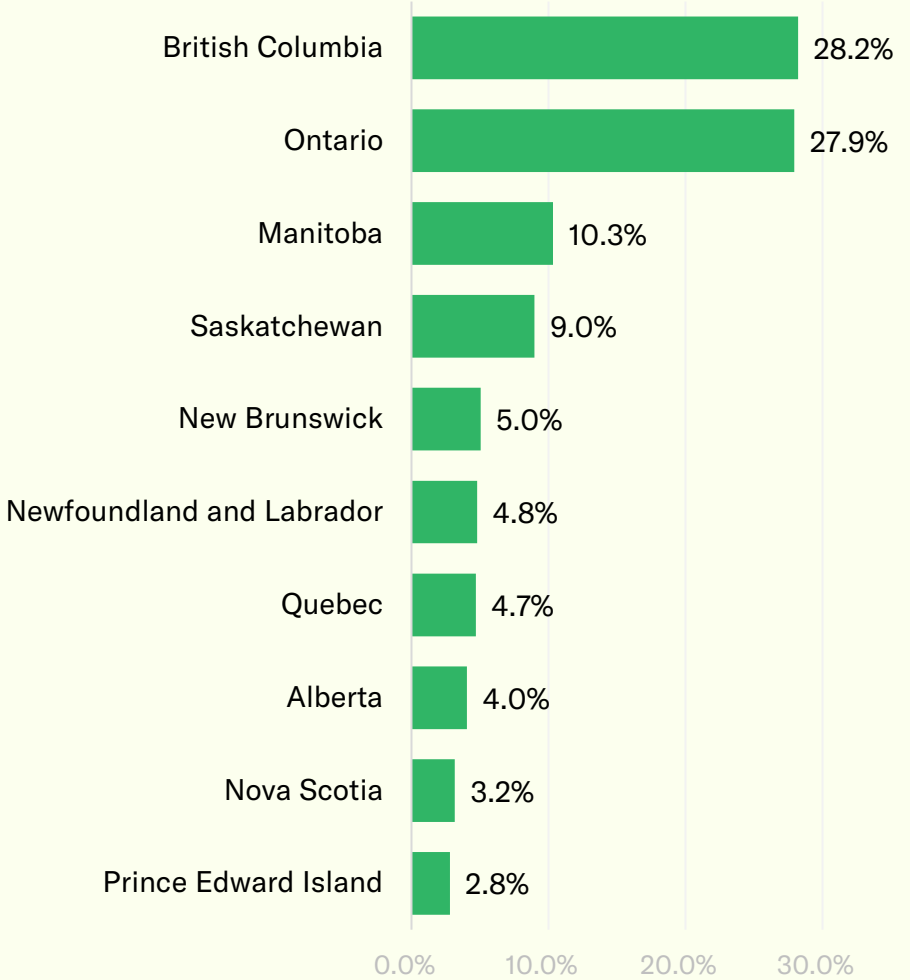
	Total	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Oregon	17.2%	0.0%	17.9%	16.1%	7.8%
California	14.9%	18.0%	13.6%	15.7%	13.4%
New York	7.9%	9.6%	7.6%	6.2%	8.2%
Texas	7.3%	8.8%	7.8%	7.1%	11.0%
Florida	7.0%	8.4%	8.8%	7.8%	11.3%
Illinois	4.5%	5.4%	3.6%	4.3%	7.7%
Washington	3.8%	4.6%	3.8%	4.3%	3.9%
Georgia	3.2%	3.9%	3.4%	3.0%	2.5%
Ohio	2.5%	3.0%	3.2%	3.0%	3.2%
New Jersey	2.4%	2.9%	3.0%	2.5%	2.9%
Tennessee	2.0%	2.5%	0.9%	1.7%	3.2%
Missouri	2.0%	2.5%	1.8%	2.8%	2.1%
Wisconsin	2.0%	2.4%	2.5%	2.3%	0.0%
Maryland	1.7%	2.1%	2.4%	1.9%	2.2%
South Carolina	1.6%	1.9%	1.6%	1.0%	0.5%
Base	505	413	316	372	165

**Small sample size*

Question: In which state do you currently reside?

Base: U.S. respondents (505 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

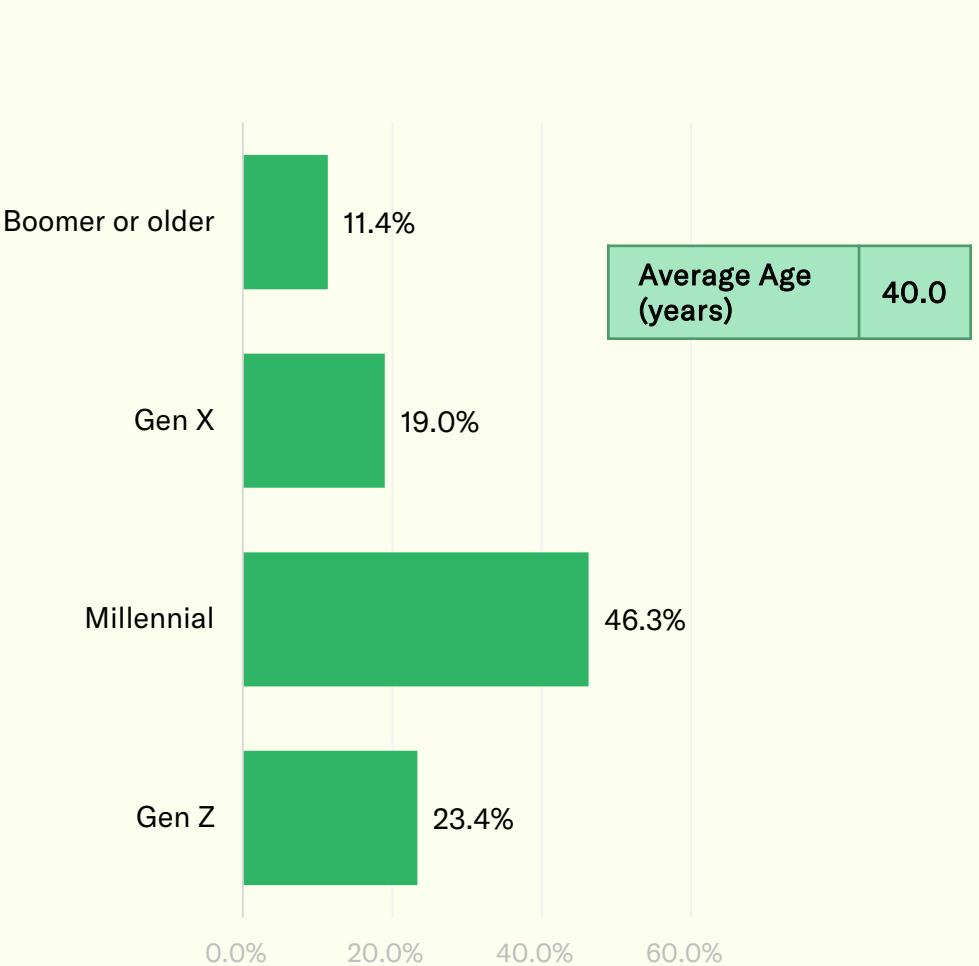
	Total	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
British Columbia	28.2%	30.6%	25.7%	22.5%
Ontario	27.9%	24.9%	28.5%	33.2%
Manitoba	10.3%	11.1%	10.2%	13.9%
Saskatchewan	9.0%	7.0%	9.7%	13.1%
New Brunswick	5.0%	4.5%	4.1%	2.1%
Newfoundland and Labrador	4.8%	3.8%	4.6%	1.2%
Quebec	4.7%	4.3%	6.7%	3.3%
Alberta	4.0%	5.0%	4.2%	5.4%
Nova Scotia	3.2%	4.9%	3.8%	5.2%
Prince Edward Island	2.8%	3.9%	2.6%	0.0%
Base	146	86	96	50

**Small sample size*

Question: In what province do you currently reside?

Base: Canadian respondents (146 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	11.4%	4.3%	35.6%	8.7%	10.4%	11.8%	8.0%
Gen X	19.0%	13.5%	22.5%	20.4%	20.7%	19.1%	16.1%
Millennial	46.3%	50.8%	30.0%	48.1%	43.9%	47.1%	47.8%
Gen Z	23.4%	31.4%	11.9%	22.8%	25.0%	22.0%	28.0%
Mean	40.0	35.6	50.4	39.3	39.6	40.5	37.9
Base	651	146	91	413	402	468	215

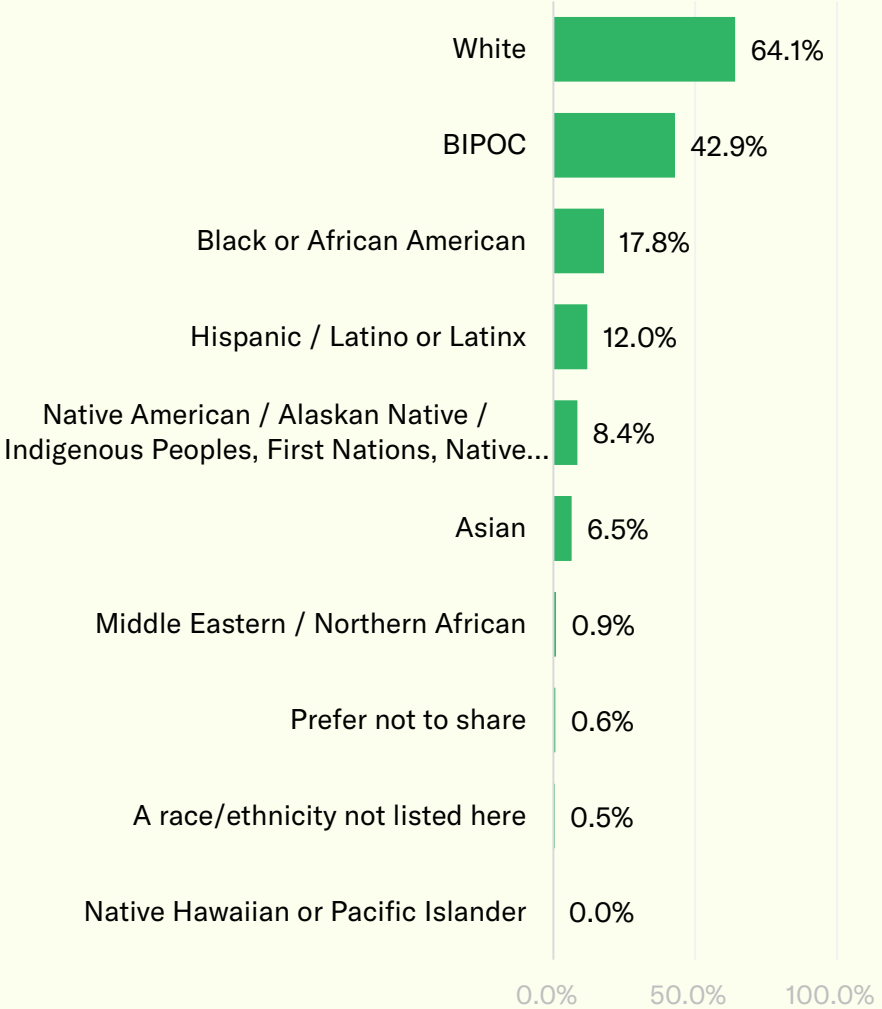
**Small sample size*

Question: In what year were you born?

Base: Total respondents (651 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

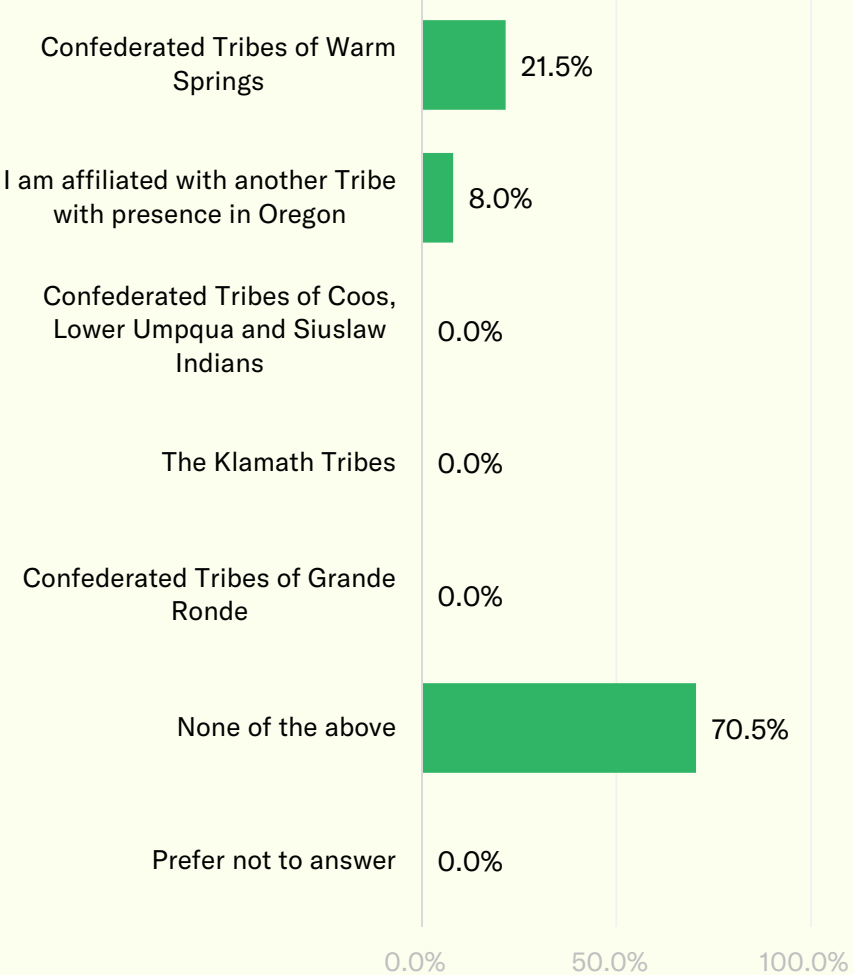
	Total	Canadian Visitors	In-State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
White	64.1%	56.6%	82.4%	63.2%	64.6%	65.5%	60.4%
BIPOC	42.9%	45.1%	24.0%	45.9%	43.3%	42.5%	45.9%
Black or African American	17.8%	21.8%	3.3%	19.2%	16.6%	17.7%	22.5%
Hispanic / Latino or Latinx	12.0%	1.3%	9.3%	16.3%	11.3%	12.4%	9.9%
Native American / Alaskan Native / Indigenous Peoples, First Nations, Native American	8.4%	9.9%	10.1%	7.6%	8.2%	8.4%	7.5%
Asian	6.5%	10.2%	4.6%	5.5%	7.6%	6.3%	6.5%
Middle Eastern / Northern African	0.9%	1.4%	0.0%	1.0%	1.5%	0.8%	1.1%
Prefer not to share	0.6%	1.0%	2.9%	0.0%	0.4%	0.6%	0.7%
A race/ethnicity not listed here	0.5%	0.9%	0.0%	0.4%	0.8%	0.7%	0.3%
Native Hawaiian or Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	651	146	91	413	402	468	215

*Small sample size

Question: Which of the following best describes you?

Base: Total respondents (651 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

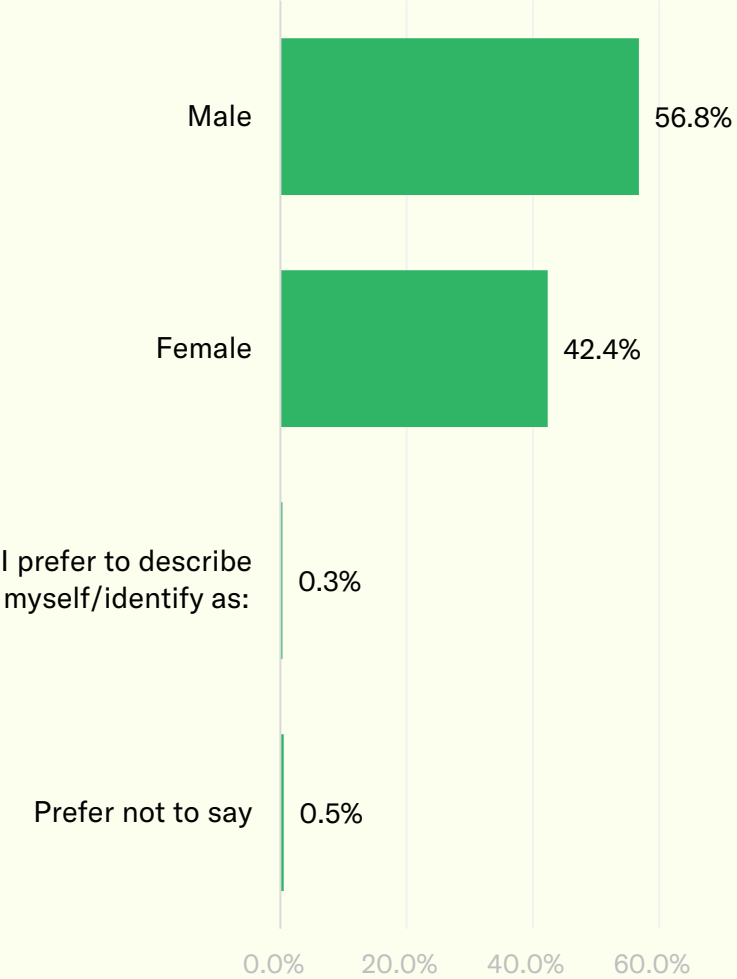
	Total*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Confederated Tribes of Warm Springs	21.5%	0.0%	0.0%	0.0%
I am affiliated with another Tribe with presence in Oregon	8.0%	14.0%	0.0%	0.0%
Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians	0.0%	0.0%	0.0%	0.0%
The Klamath Tribes	0.0%	0.0%	0.0%	0.0%
Confederated Tribes of Grande Ronde	0.0%	0.0%	0.0%	0.0%
None of the above	70.5%	86.0%	100.0%	100.0%
Prefer not to answer	0.0%	0.0%	0.0%	0.0%
Base	10	6	6	2

**Small sample size*

Question: Which of the following best describes you?

Base: Respondents who self-identify as Native American / Alaskan Native / Indigenous Peoples / First Nations / Native Americans (10 completed surveys).

Survey Respondent Demographics: Gender



By Segment

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

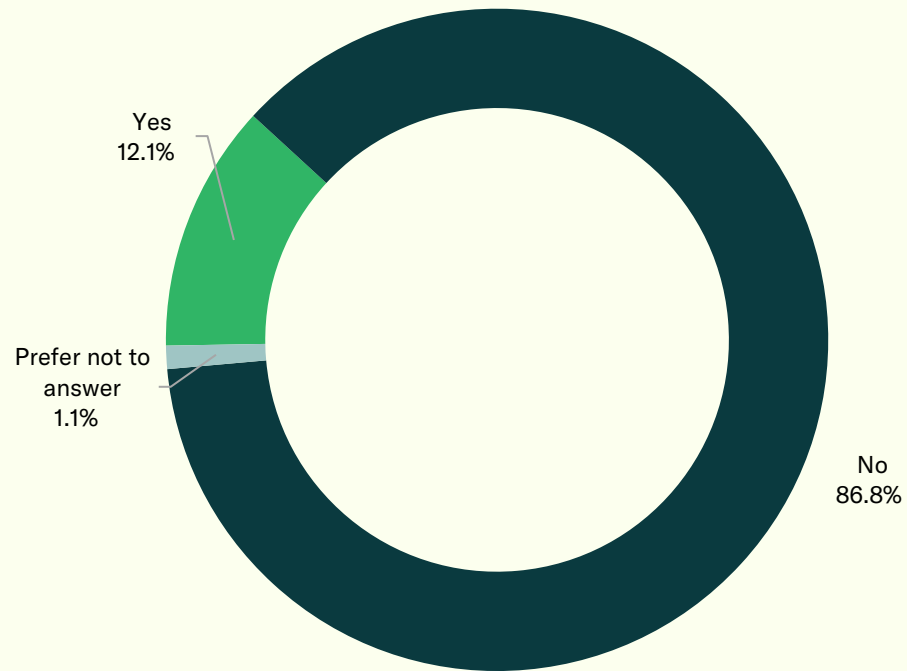
	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Male	56.8%	60.9%	29.7%	60.8%	57.5%	56.8%	54.7%
Female	42.4%	39.1%	63.8%	39.2%	41.6%	42.7%	45.3%
I prefer to describe myself/identify as:	0.3%	0.0%	2.4%	0.0%	0.3%	0.0%	0.0%
Prefer not to say	0.5%	0.0%	4.1%	0.0%	0.6%	0.4%	0.0%
Base	651	146	91	413	402	468	215

**Small sample size*

Question: What is your identified gender?

Base: Total respondents (651 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

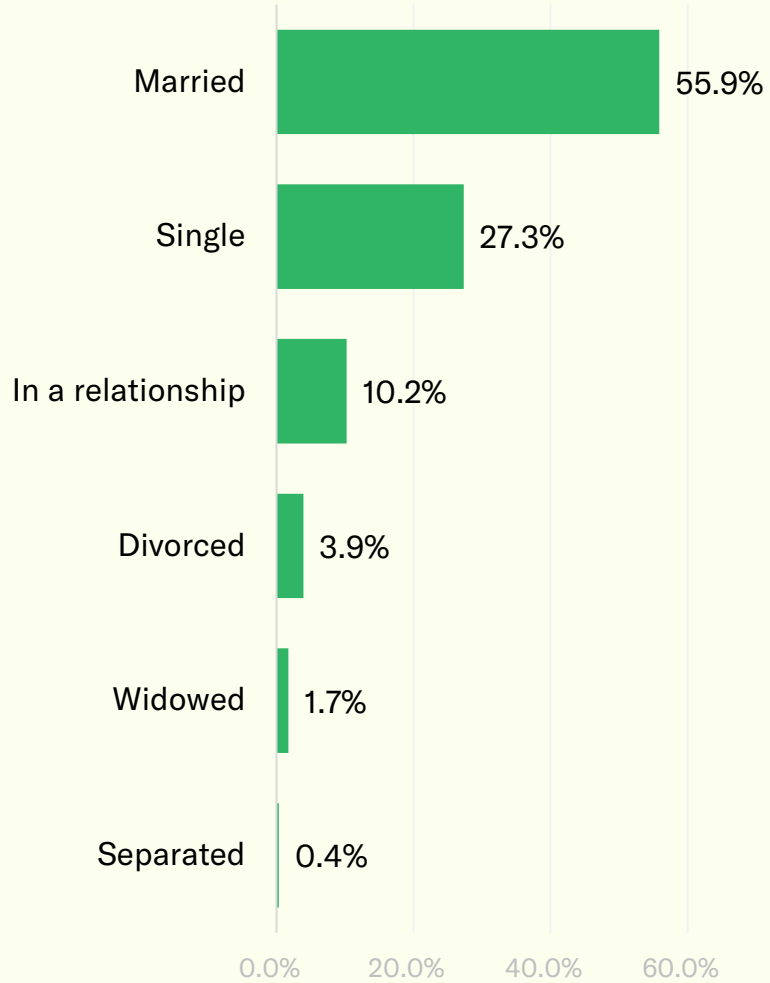
	Total	Canadian Visitors	In State *	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	12.1%	18.0%	10.9%	10.2%	12.0%	13.0%	13.9%
No	86.8%	80.0%	85.0%	89.6%	87.6%	86.0%	85.3%
Prefer not to answer	1.1%	2.0%	4.1%	0.2%	0.4%	1.0%	0.9%
Base	651	146	91	413	402	468	215

**Small sample size*

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

Base: Total respondents (651 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

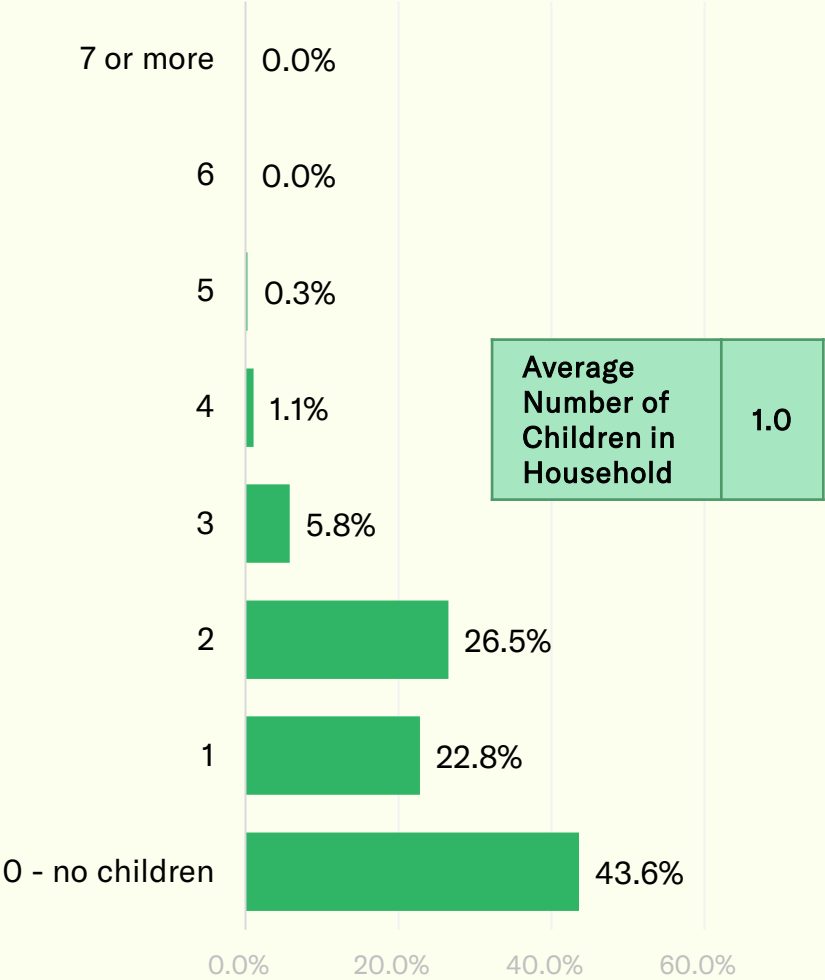
	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Married	55.9%	55.7%	45.4%	58.0%	54.9%	56.6%	51.8%
Single	27.3%	28.2%	24.3%	27.7%	29.1%	25.6%	33.9%
In a relationship	10.2%	12.4%	8.7%	9.8%	10.1%	10.6%	8.7%
Divorced	3.9%	3.7%	13.9%	2.0%	3.0%	5.0%	2.9%
Widowed	1.7%	0.0%	4.1%	1.9%	2.0%	1.7%	1.4%
Separated	0.4%	0.0%	0.8%	0.4%	0.2%	0.4%	0.8%
Base	651	146	91	413	402	468	215

*Small sample size

Question: What is your marital status?

Base: Total respondents (651 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%	0.0%	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	0.3%	0.0%	0.0%	0.4%	0.4%	0.3%	0.0%
4	1.1%	0.0%	1.0%	1.5%	0.5%	0.5%	0.6%
3	5.8%	2.4%	7.2%	6.7%	5.7%	6.4%	4.9%
2	26.5%	29.4%	7.0%	29.4%	26.7%	28.3%	27.6%
1	22.8%	27.0%	15.8%	22.8%	21.6%	21.6%	22.1%
0 – no children	43.6%	41.1%	69.1%	39.3%	45.0%	42.9%	44.8%
Mean	1.0	0.9	0.6	1.1	1.0	1.0	0.9
Base	650	146	91	412	401	468	215

**Small sample size*

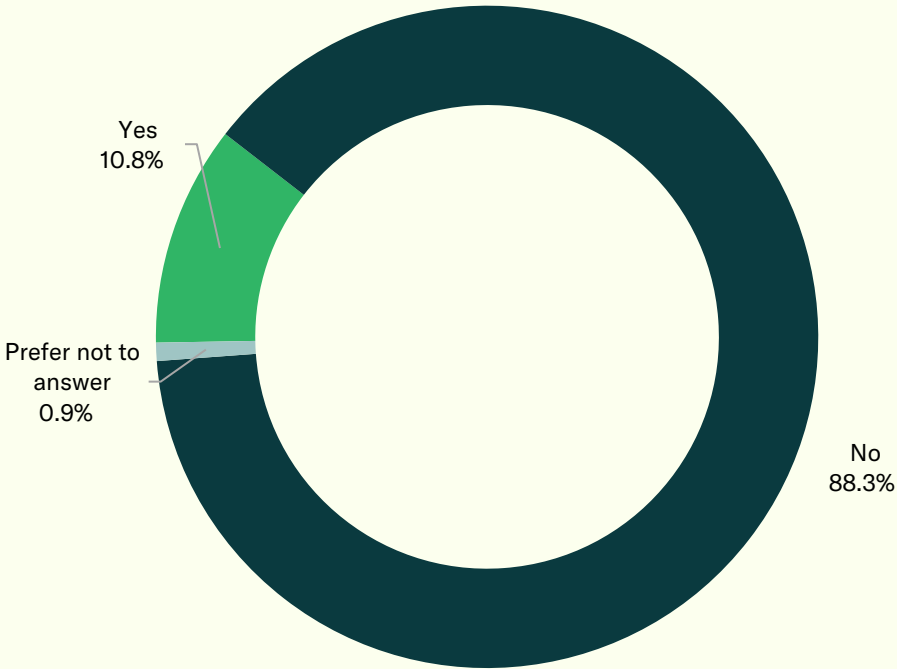
Question: How many children under the age of 18 live in your home?

Base: Total respondents (650 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



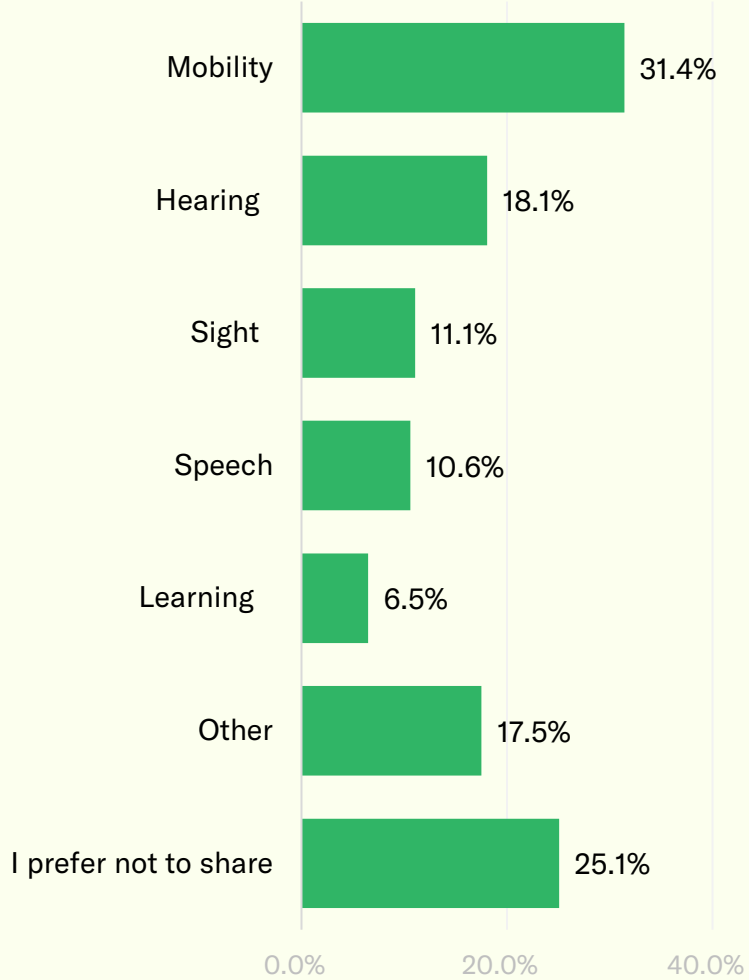
	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	10.8%	10.6%	21.0%	8.7%	9.4%	11.2%	5.8%
No	88.3%	89.4%	77.8%	90.1%	90.3%	87.8%	94.2%
Prefer not to answer	0.9%	0.0%	1.2%	1.2%	0.4%	1.0%	0.0%
Base	651	146	91	413	402	468	215

**Small sample size*

Question: Do you have a disability?

Base: Total respondents (651 completed surveys)

Survey Respondent Demographics: Disability Types



By Segment

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

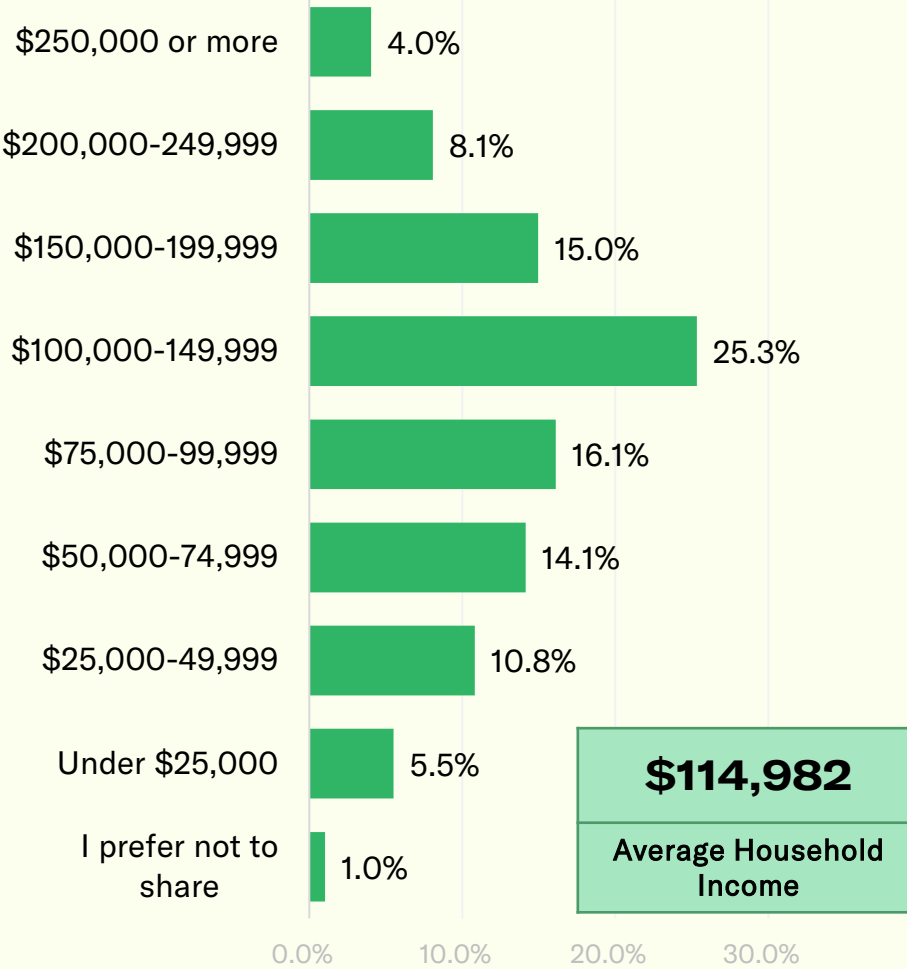
	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Mobility	31.4%	11.6%	58.1%	26.9%	31.1%	32.6%	29.8%
Hearing	18.1%	9.9%	20.9%	20.3%	14.3%	20.1%	41.2%
Sight	11.1%	3.4%	4.8%	17.6%	14.1%	12.2%	28.3%
Speech	10.6%	14.8%	0.0%	14.0%	11.4%	12.5%	18.4%
Learning	6.5%	5.1%	0.0%	10.4%	9.8%	8.6%	14.6%
Other	17.5%	31.7%	9.6%	15.1%	15.7%	17.2%	12.3%
I prefer not to share	25.1%	23.5%	16.8%	29.9%	30.9%	19.5%	14.0%
Base	78	17	21	40	43	58	17

**Small sample size*

Question: How would you describe your disability/disabilities?

Base: Total respondents (78 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	4.0%	1.2%	1.8%	5.6%	3.9%	3.4%	4.4%
\$200,000-249,999	8.1%	10.5%	7.4%	7.3%	8.3%	7.0%	8.4%
\$150,000-199,999	15.0%	23.5%	5.1%	13.9%	14.1%	15.7%	17.6%
\$100,000-149,999	25.3%	24.8%	19.6%	26.8%	28.3%	27.6%	27.9%
\$75,000-99,999	16.1%	15.8%	15.3%	16.2%	14.9%	15.0%	15.2%
\$50,000-74,999	14.1%	12.0%	14.5%	14.9%	13.7%	14.1%	12.9%
\$25,000-49,999	10.8%	8.0%	16.1%	10.8%	10.4%	10.3%	9.2%
Under \$25,000	5.5%	4.2%	14.7%	4.1%	5.2%	6.2%	3.5%
I prefer not to share	1.0%	0.0%	5.3%	0.5%	1.1%	0.9%	0.9%
Average Household Income	\$114,982	\$123,669	\$89,869	\$116,785	\$115,979	\$113,467	\$121,976
Base	645	146	87	411	398	464	213

**Small sample size*

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

Base: Total respondents (645 completed surveys)