



Travel Oregon

Eastern Oregon 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 Eastern Oregon region between 2024-2025, conducted by Future Partners on behalf of Travel Oregon. The primary objectives of this study were to:

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

The survey methodology was comprised of two components:

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

More than 2,700 surveys were collected across two waves of data collection from travelers aged 18+ who visited the state during the target period of study. The data is weighted according to Travel Oregon’s specifications, including regions visited within Oregon. In total, 561 surveys were collected from respondents who visited the Eastern 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 Eastern Oregon region on their trip to Oregon and reside in Canada.
- **In State** – respondents who visited the Eastern Oregon region on their trip to Oregon and live in the state of Oregon.
- **Out of State** – respondents who visited the Eastern 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 Eastern Oregon region on their trip to Oregon and participated in any outdoor recreation activity on their 2024-2025 visit to Oregon.
- **Food & Drink Participants** – respondents who visited the Eastern Oregon region on their trip to Oregon and participated in any food & drink activity on their 2024-2025 visit to Oregon.
- **Arts & Culture Participants** – respondents who visited the Eastern Oregon region on their trip to Oregon and participated in any arts & culture activity on their 2024-2025 visit to Oregon.



A Note on How to Read Tables in this Report

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

By Segment

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

	Canadian Visitors	In-State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Vacation/leisure	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

Eastern Oregon region visitors score high on likelihood to return to Oregon in the next year, but the region's likelihood to recommend and overall trip satisfaction scores underperform compared to other Oregon regions.

In terms of overall satisfaction with their Oregon trip, visitors to the Eastern Oregon region rated slightly below average. When comparing satisfaction levels across different regions visited, 97.6% of 2024-25 visitors whose trip to Oregon included the Eastern Oregon region reported being satisfied or very satisfied with their overall trip experience, just below the total statewide visitor score of 97.7%.

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. Likelihood to recommend for Eastern Oregon region visitors was slightly above average at 55 compared to the total statewide visitors' likelihood to recommend score of 53. Despite ranking second-lowest for overall satisfaction and likelihood to recommend, the Eastern Oregon region rated second-highest for likelihood to return in the next year (91.2%), +4.1 percentage points higher than the statewide share of visitors who are likely to return in the next 12 months (87.1%). These Eastern Oregon region visitors also stand out from other regions' visitors in that they reported much higher unaided ad recall (66.1% vs. 53.2% statewide) and familiarity with Oregon (90.5% vs. 84.1% statewide). These visitors had the highest share of out of state visitors compared to other regions, and they were significantly more likely to have traveled to Oregon as part of an organized group tour for this trip (36.8% vs. 17.9% statewide), suggesting their group tour experience may have inspired them to return to Oregon again to explore more of the state.

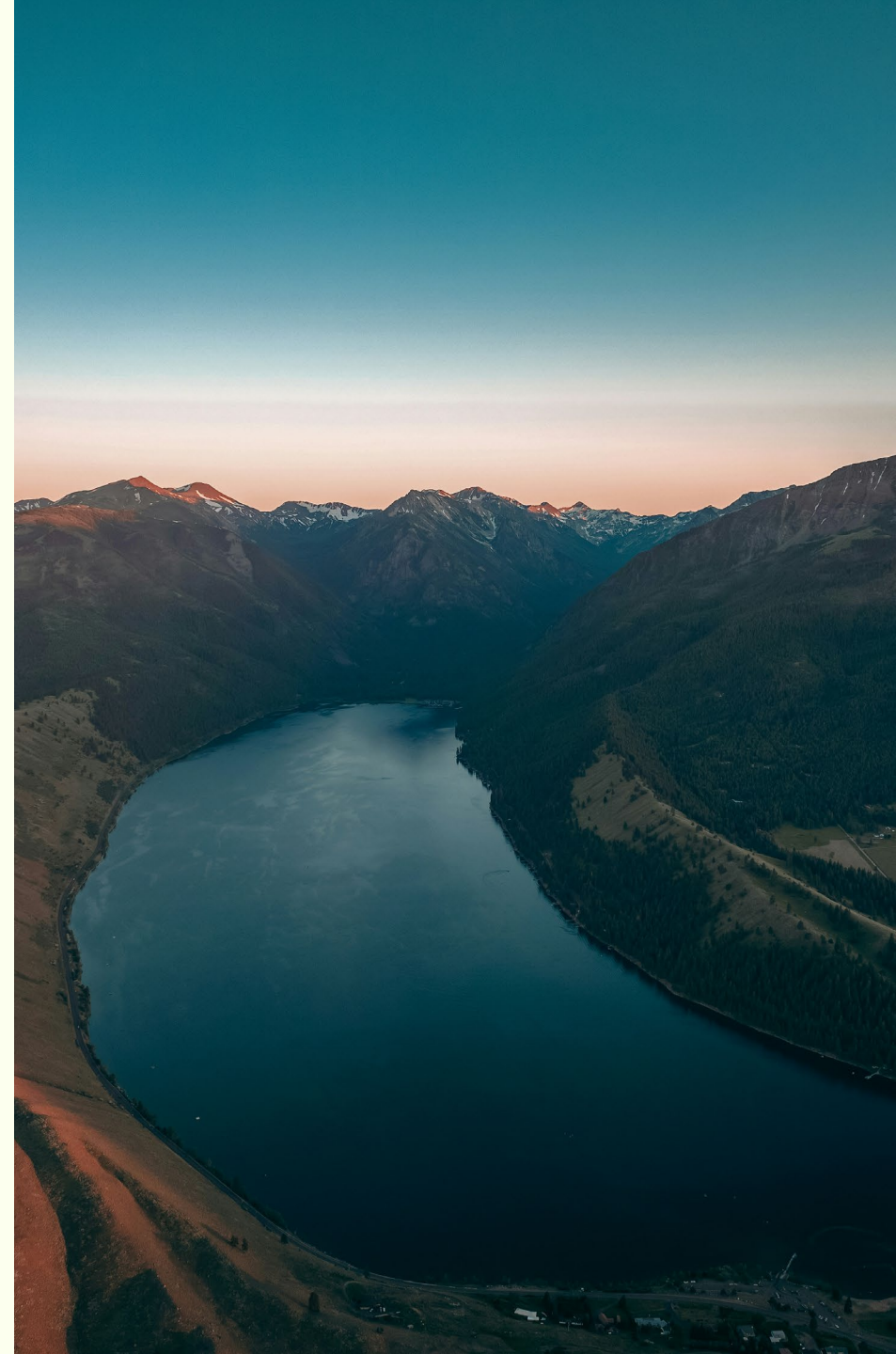


Executive Summary

Experiential factors around scenery, relaxation, and outdoor recreation strongly influenced Eastern Oregon region visitors' trip decision.

Scenic beauty and relaxation rank highest as trip motivators. Over eight in ten Eastern Oregon visitors said that scenic beauty (85.4%) and/or a relaxing environment or place to unwind (84.9%) are important drivers for why they took their most recent trip to Oregon in 2024-2025. The other top factors that played a key role in their trip decision include outdoor recreation and experiences (83.0%), affordability/value for the money (82.9%), and/or safety/crime-levels (82.2%).

In terms of how this translates to activity participation, eating and drinking (65.8%) was the most popular activity for 2024-25 Eastern Oregon region visitors to engage in. More than half (56.0%) said they participated in outdoor recreation, followed by 43.3% who went shopping. Among Eastern Oregon region visitors who said they participated in any of these activities, nearly one-fourth (24.2%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. Highlighting Eastern Oregon's Steens Mountain, ranch countries, and the lengthy scenic byways in the region could be a strong strategy to continue to attract visitors and also connects back to the importance of outdoor recreation and scenic beauty to Oregon visitors. Furthermore, 15.1% who said they were primarily motivated by eating and drinking. At 46.1% of Eastern Oregon region visitors, dining in a local restaurant was the top food and drink activity, followed by 32.4% who went to a bar or pub..



Executive Summary

One-third of Eastern Oregon region visitors engaged in Native American tourism on their trip, but there is still ample opportunity to increase future participation through awareness messaging.

AT 33.7%, Eastern Oregon region visitors had by far the largest share who participated in a Native American tourism experience or supported a Native-owned business on their 2024-25 trip to Oregon. Furthermore, there is still strong latent interest in engaging in these experiences. Among those who did not participate in such an activity on their most recent trip, 78.4% said they would consider a Native American tourism experience in the future if they had more information. These respondents' top reasons for not participating in a Native American tourism activity this trip were lack of familiarity with opportunities/options (30.6%) or not having enough time (29.1%). Only 8.3% said they would not be interested. The Eastern Oregon region has a variety of Indigenous owned businesses such as a casino and resort, art institutions, museums, and dining offerings. Local tourism offices and businesses should continue to work in partnership with these businesses, local indigenous communities and Tribes with presence in the region to highlight these experiences.

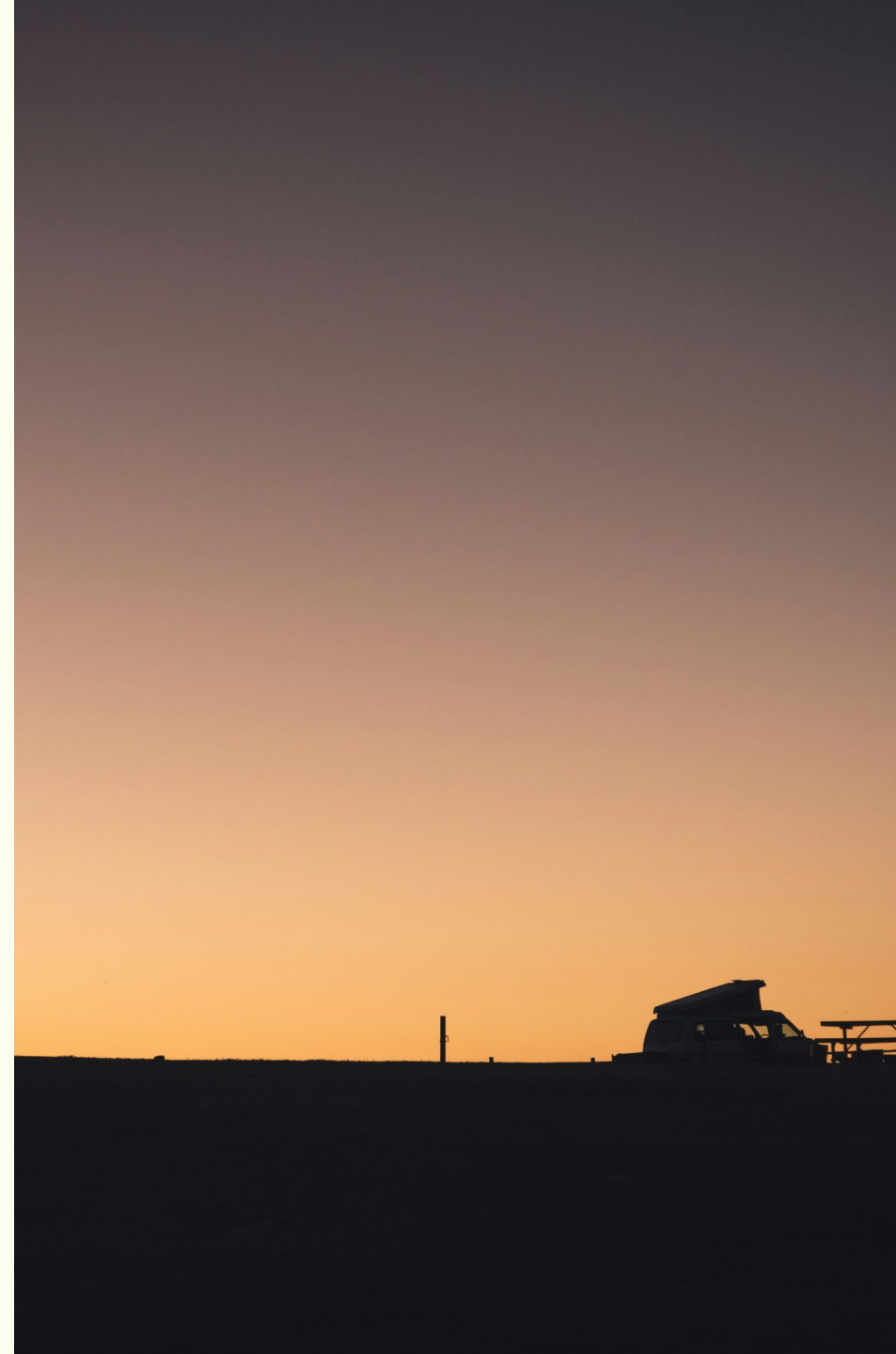


Executive Summary

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

Online resources played key roles in both the inspiration and planning phases for Eastern Oregon region visitors' trips to Oregon in 2024-25. For the inspiration phase of their travel planning, online search (43.7%) was by far the most reported source that inspired Eastern Oregon region visitors to travel to Oregon. About three in ten said online destination travel guides (30.7%) and/or social media (29.9%) while a similar share (29.9%) said they drew inspiration from personal recommendations. When it comes to their top resources for planning their 2024-2025 trip to Oregon, online search (44.8%) was by far the most-selected resource among Eastern Oregon region visitors. This was followed distantly by online destination travel guide (28.9%), while one in five said they planned their trip using travel review websites (27.2%) and/or personal recommendations (24.5%).

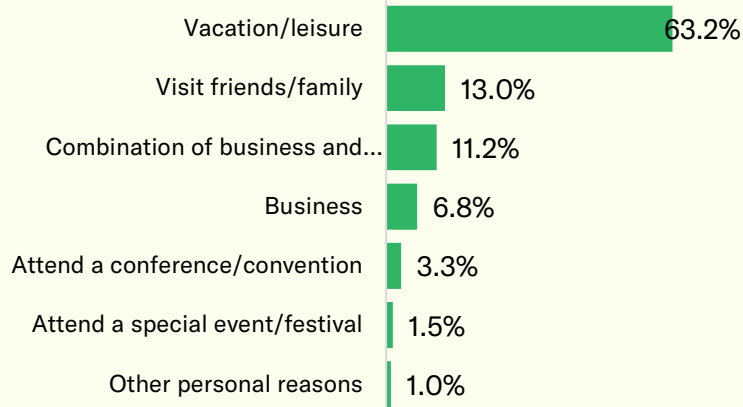
Nearly half of Eastern Oregon region visitors planned their trip in under 3 months. They planned their Oregon trip an average of 4.0 months in advance of their arrival (the highest average planning time compared to other regions), with 46.1% planning their trip in 2 months or less. Leveraging their top 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.



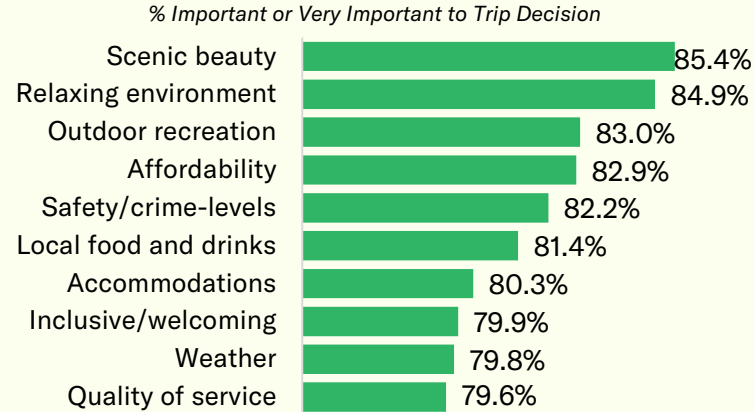
Data Snapshot

Oregon Visitor Experience – Eastern Oregon Region Visitors

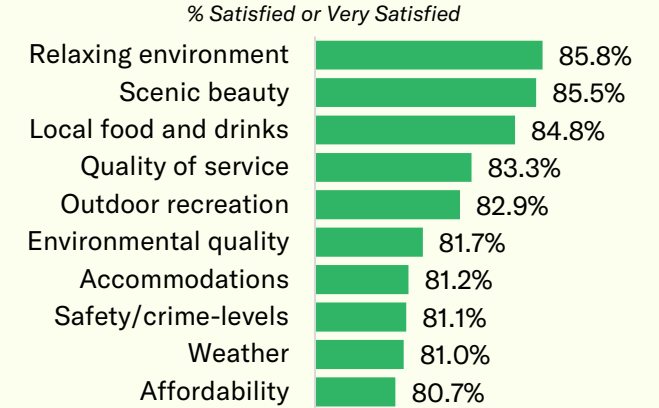
Primary Trip Purpose



Top 10* Motivators to Visit Oregon



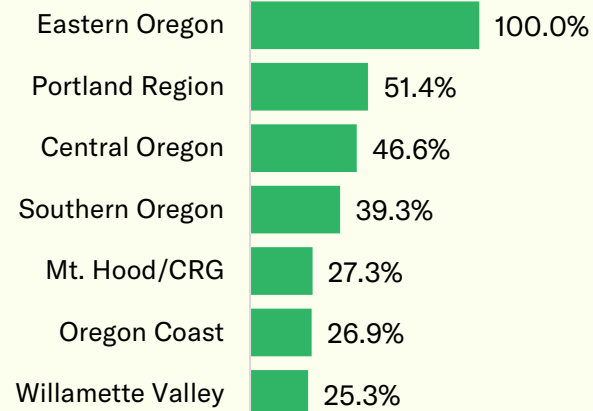
Satisfaction with Oregon Top 10** Attributes



Activities Participated In



Regions Visited

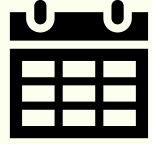


Planning Window



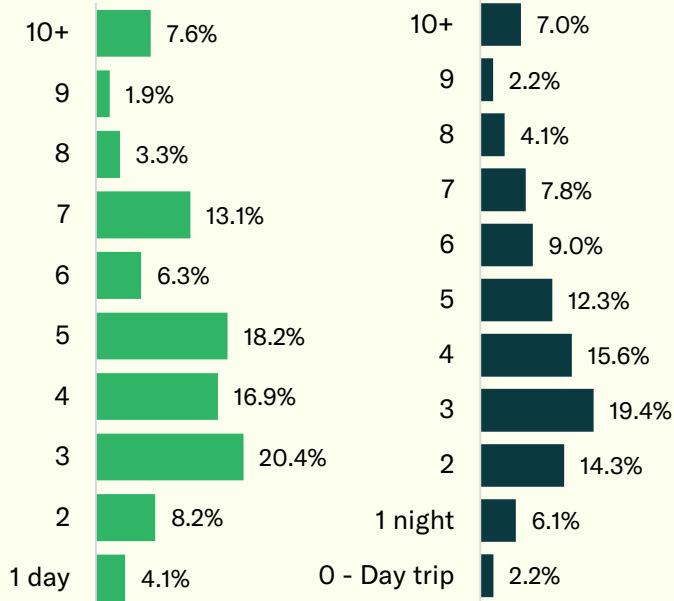
Oregon Visitor Experience – Continued

Average Length of Stay



5.3
days

4.8
nights



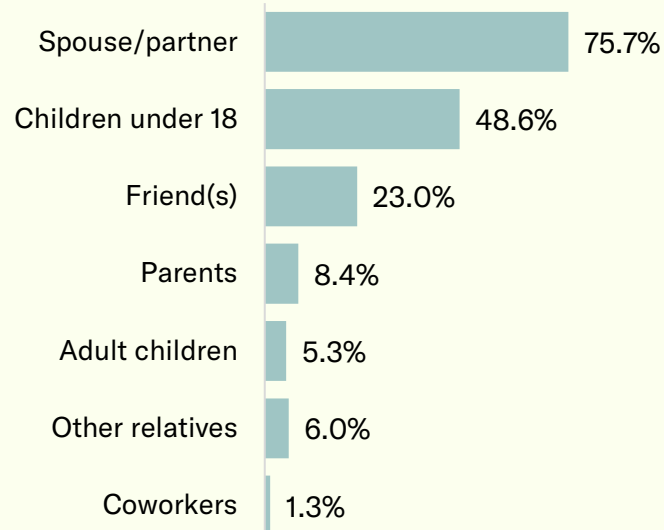
Average Party Size



2.5
adults

0.8
children

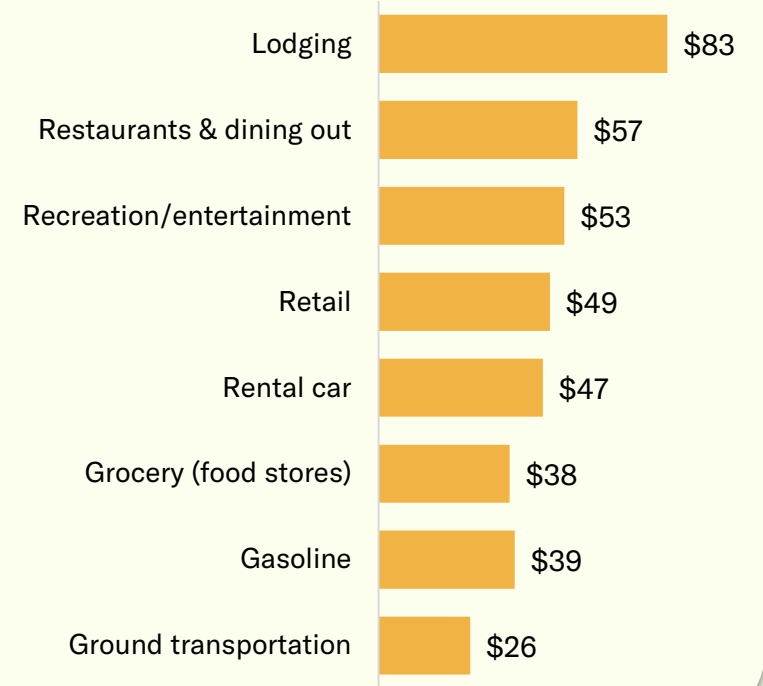
Travel Party Composition



Average Daily Spend Per Person



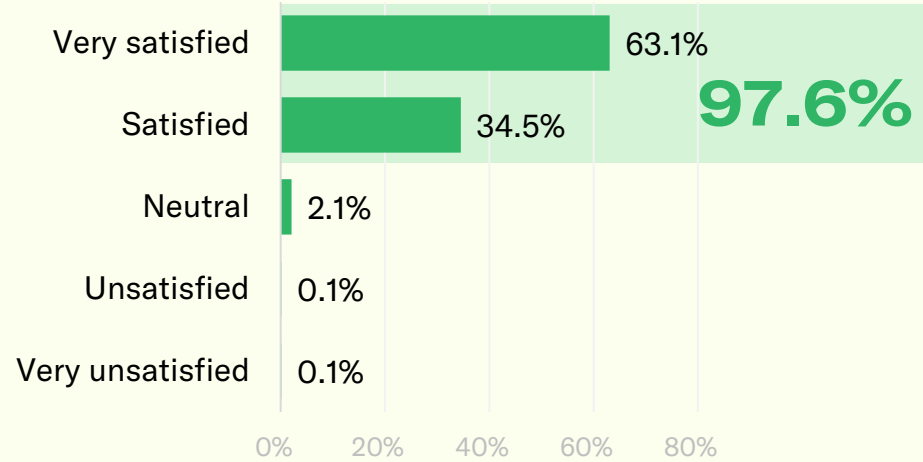
\$393



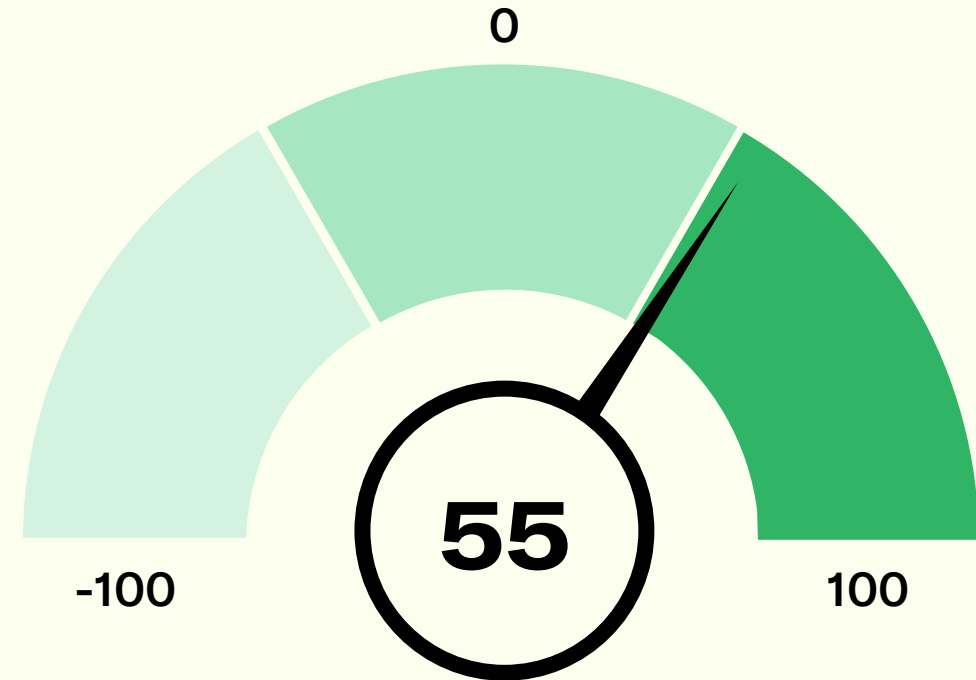
Key Performance Indicators

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

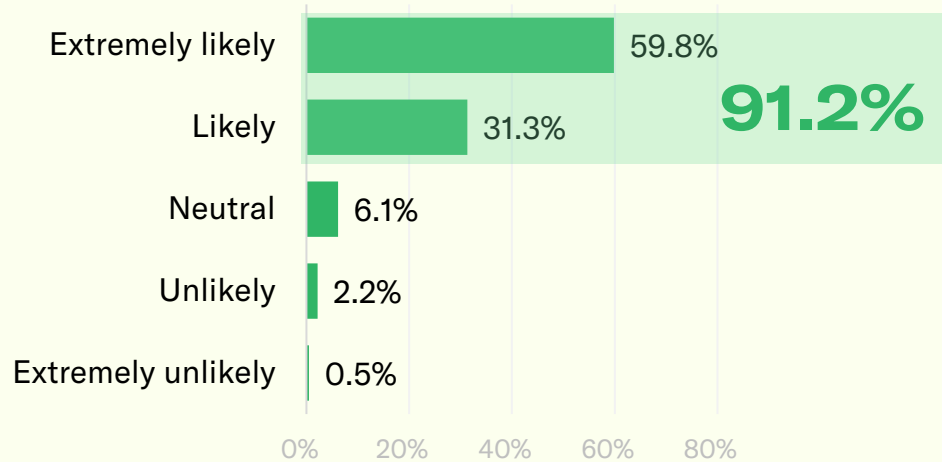
Overall Trip Satisfaction



Likelihood to Recommend Oregon

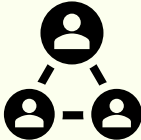


Likelihood to Return in the Next 12 Months

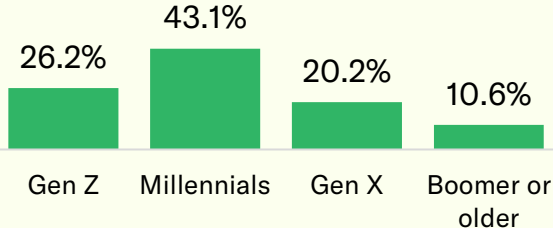


Demographic Snapshot

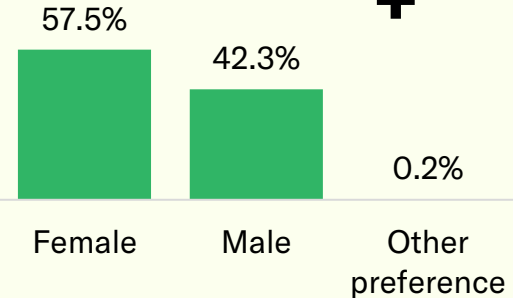
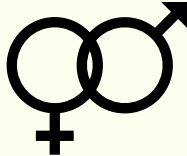
Generations



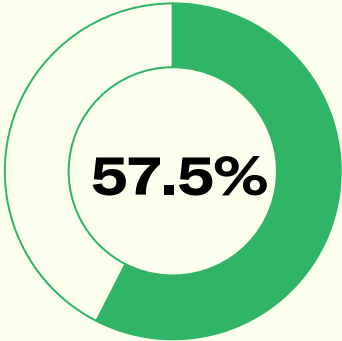
Average Age: 39.7 years



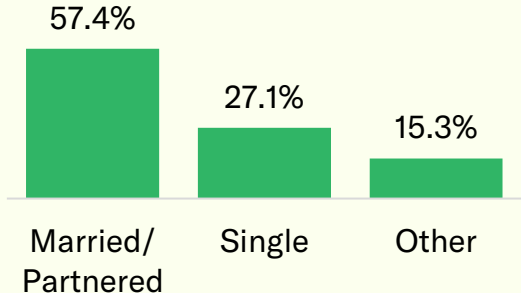
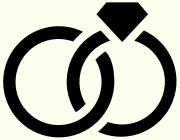
Gender



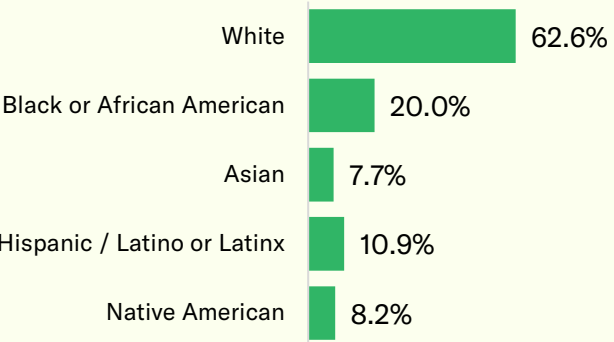
Parents of Children Under 18



Marital Status



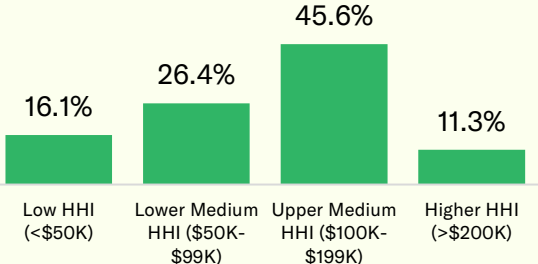
Race/Ethnicity



Household Income (HHI) Brackets



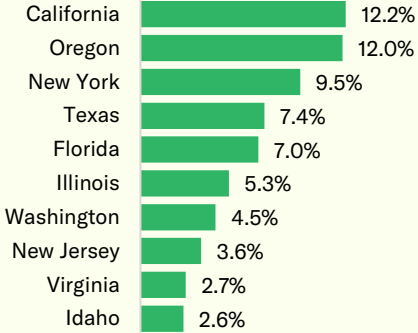
Average HHI: \$118,481



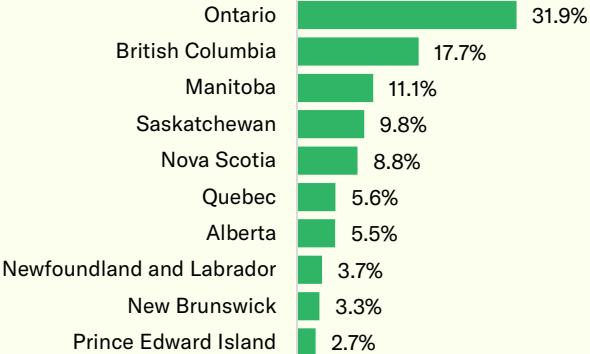
Origin Markets



U.S. Visitors (Top 10 States)



Canadian Visitors

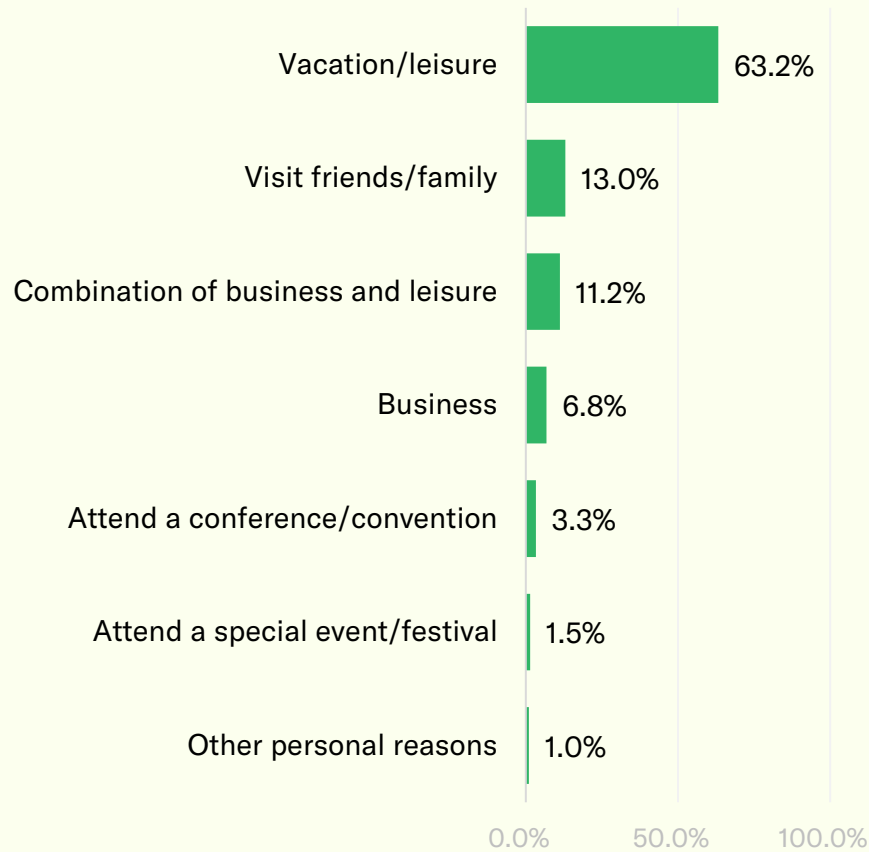


Detailed Findings: Trip Details

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

Six in ten (63.2%) of 2024-2025 visitors to the Eastern Oregon region reported that their primary trip purpose was for vacation/leisure, followed distantly by those who came to visit friends or family (13.0%) and combined business and leisure (11.2%). Only a nominal share said their visit was for business (6.8%). Outdoor Recreation Participants who visited the Eastern Oregon region were more likely to have traveled for leisure (70.9%) and less likely to have visited friends and family (9.3%).

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	63.2%	64.2%	64.8%	63.0%	70.9%	66.5%	67.1%
Visit friends/family	13.0%	8.5%	18.7%	13.6%	9.3%	12.0%	9.0%
Combination of business and leisure	11.2%	12.7%	8.4%	11.2%	12.3%	11.2%	12.9%
Business	6.8%	9.4%	0.0%	6.4%	4.4%	6.5%	5.2%
Attend a special event/festival	1.5%	0.0%	2.9%	1.8%	1.2%	1.2%	1.4%
Other personal reasons	1.0%	0.7%	5.2%	0.6%	0.7%	0.7%	0.7%
Attend a conference/convention	3.3%	4.4%	0.0%	3.4%	1.1%	1.9%	3.8%
Base	561	120	58	379	306	365	179

**Small sample size*

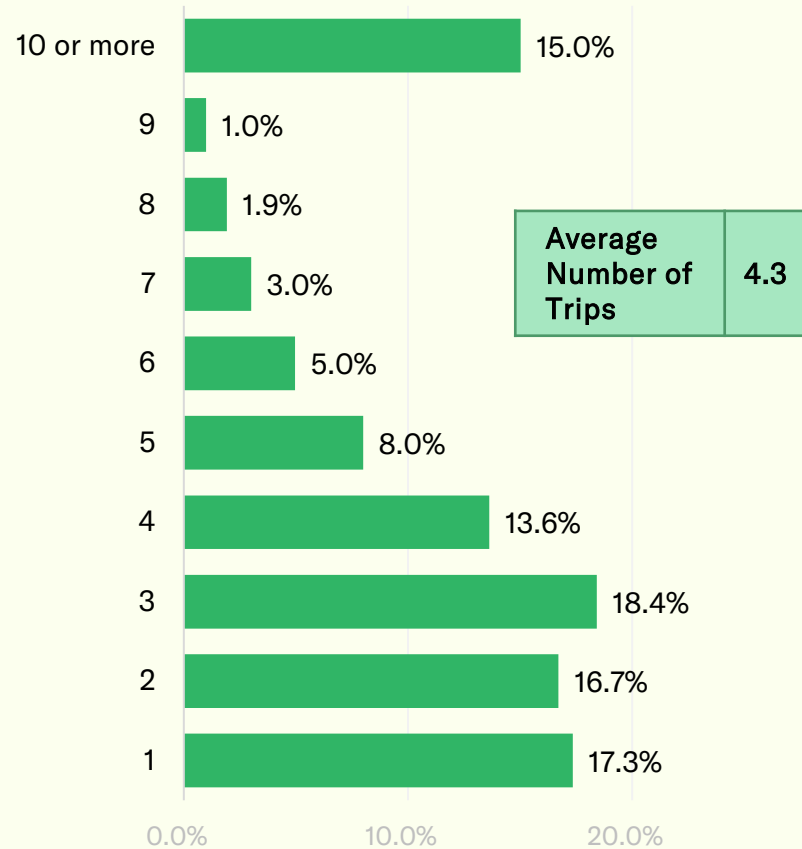
Question: What was the primary purpose of your trip?

Base: Total respondents (561 completed surveys).

Eastern Oregon region visitors tend to be heavy repeat travelers to Oregon.

At an average of 4.3 trips taken to the state as an adult, four in five (82.7%) have visited the destination at least twice. Only 17.3% of the 2024-2025 Eastern Oregon region visitors were first-timers to Oregon. In State visitors to the Eastern Oregon region reported a much higher average of 8.4 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	15.0%	5.4%	70.7%	10.6%	17.0%	14.7%	10.2%
9	1.0%	1.5%	2.2%	0.7%	0.7%	1.5%	2.4%
8	1.9%	0.0%	1.1%	2.7%	2.5%	2.4%	1.7%
7	3.0%	3.1%	0.0%	3.4%	3.3%	2.8%	3.5%
6	5.0%	3.0%	7.2%	5.1%	6.5%	6.1%	8.0%
5	8.0%	7.6%	6.7%	8.4%	7.0%	8.0%	7.9%
4	13.6%	14.3%	4.0%	14.1%	13.3%	12.6%	12.8%
3	18.4%	21.2%	2.7%	20.0%	19.7%	18.5%	21.1%
2	16.7%	20.8%	1.5%	17.7%	16.2%	16.4%	14.0%
1	17.3%	23.0%	4.0%	17.4%	13.9%	17.0%	18.5%
Mean	4.3	3.3	8.4	4.0	4.5	4.3	4.1
Base	561	120	58	379	306	365	179

*Small sample size

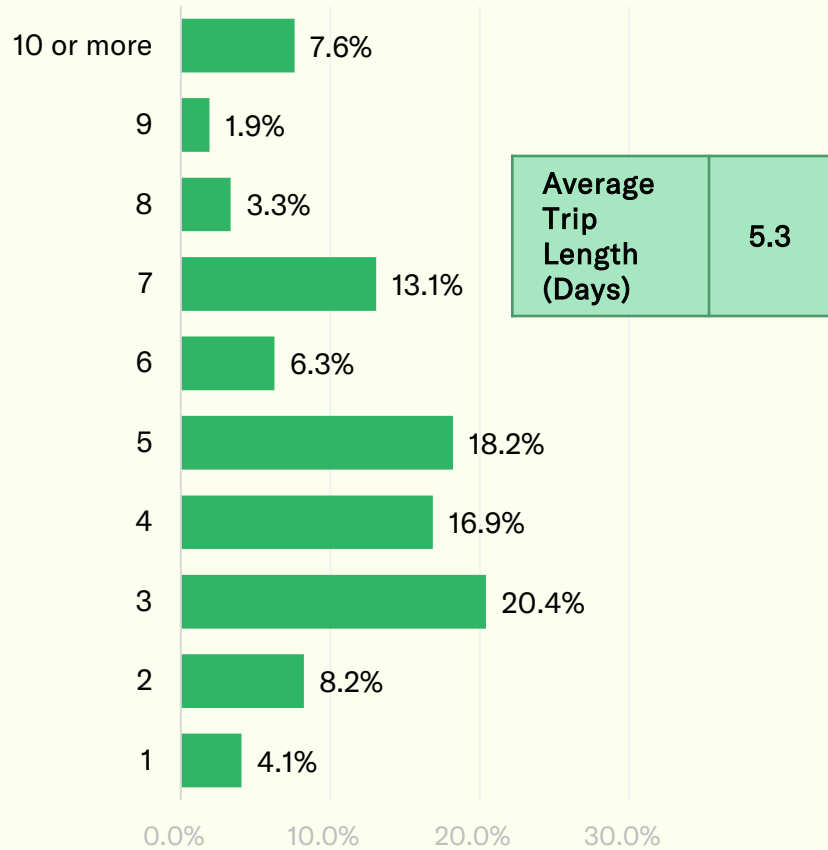
Question: In total, how many trips have you taken to or within Oregon in your lifetime? If your most recent trip was also your first trip to/within Oregon, please select 1.

Base: Total respondents (561 completed surveys).

Visitors tended to stay in Oregon for just over five days on average.

For 2024-2025 Eastern Oregon region visitors, the average length of stay was just over five days (5.3 days). Arts & Culture Participants averaged the longest stays among the report segments at an average of 6.0 days, just outpacing Outdoor Recreation Participants (5.8 nights) and Food & Drink Participants (5.7 nights).

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	7.6%	8.2%	11.5%	7.0%	9.4%	9.4%	9.3%
9	1.9%	2.1%	1.9%	1.9%	2.4%	1.3%	2.1%
8	3.3%	3.4%	1.7%	3.6%	2.5%	2.9%	5.3%
7	13.1%	13.4%	7.0%	13.5%	15.6%	16.5%	11.2%
6	6.3%	5.9%	2.2%	7.0%	6.9%	7.3%	7.9%
5	18.2%	14.5%	10.3%	20.5%	20.2%	19.1%	20.5%
4	16.9%	19.2%	30.2%	14.5%	15.9%	14.4%	22.9%
3	20.4%	22.0%	18.4%	20.4%	19.8%	17.9%	13.9%
2	8.2%	8.0%	13.2%	7.1%	5.9%	8.0%	3.5%
1 day	4.1%	3.2%	3.7%	4.4%	1.4%	3.1%	3.5%
Average Trip Length (Days)	5.3	5.0	5.7	5.3	5.8	5.7	6.0
Base	561	120	58	379	306	365	179

**Small sample size*

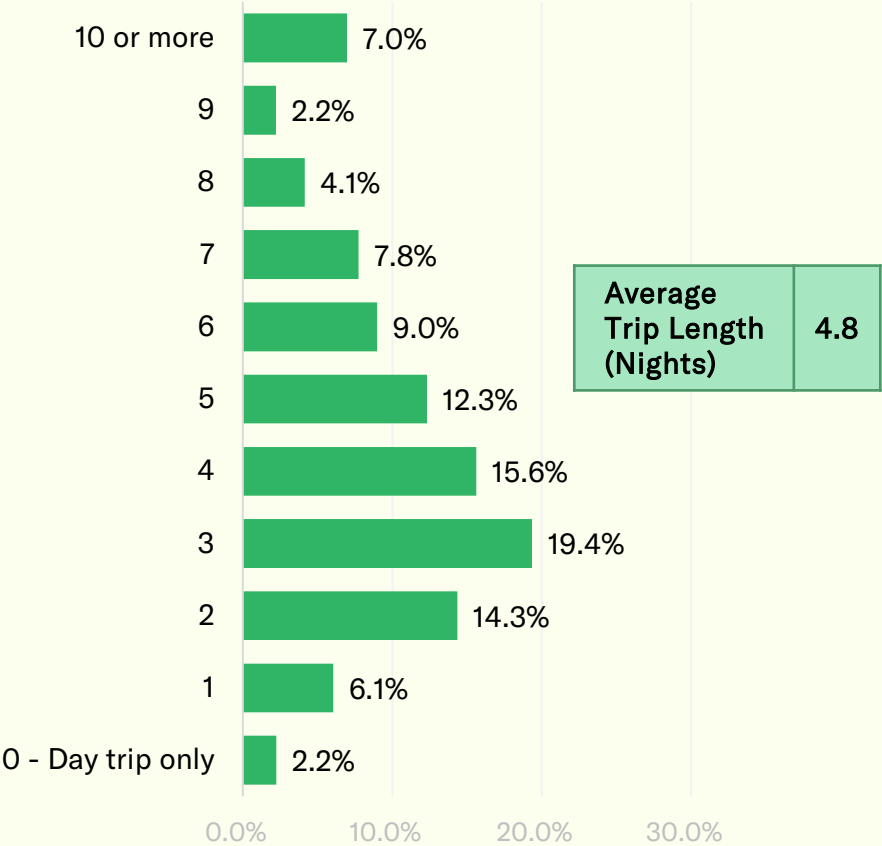
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (561 completed surveys).

They spent an average of 4.8 nights in Oregon.

For 2024-2025 Eastern Oregon region visitors, the average length of stay in terms of number of nights was over four nights (4.8 nights). Arts & Culture Participants who visited the Portland region averaged the longest stays among the report segments at an average of 5.7 nights, just outpacing Outdoor Recreation Participants (5.3 nights) and Food & Drink Participants (5.2 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	7.0%	6.3%	9.9%	6.9%	9.4%	9.2%	9.8%
9	2.2%	4.3%	1.6%	1.7%	1.7%	2.3%	2.9%
8	4.1%	1.3%	1.9%	5.4%	4.0%	4.2%	3.6%
7	7.8%	9.6%	3.3%	7.6%	8.3%	8.4%	8.6%
6	9.0%	10.9%	5.4%	8.7%	10.8%	11.3%	8.7%
5	12.3%	10.8%	3.7%	14.2%	12.6%	13.9%	16.9%
4	15.6%	15.2%	18.6%	15.3%	16.3%	12.9%	15.9%
3	19.4%	18.4%	25.9%	19.0%	20.0%	17.4%	18.8%
2	14.3%	13.6%	20.4%	13.3%	13.4%	12.9%	9.1%
1 day	6.1%	7.6%	8.0%	5.3%	3.2%	5.8%	3.7%
0 – Day trip only	2.2%	1.8%	1.2%	2.5%	0.2%	1.9%	1.8%
Average Trip Length (Nights)	4.8	4.6	4.7	4.9	5.3	5.2	5.7
Base	561	120	58	379	306	365	179

*Small sample size

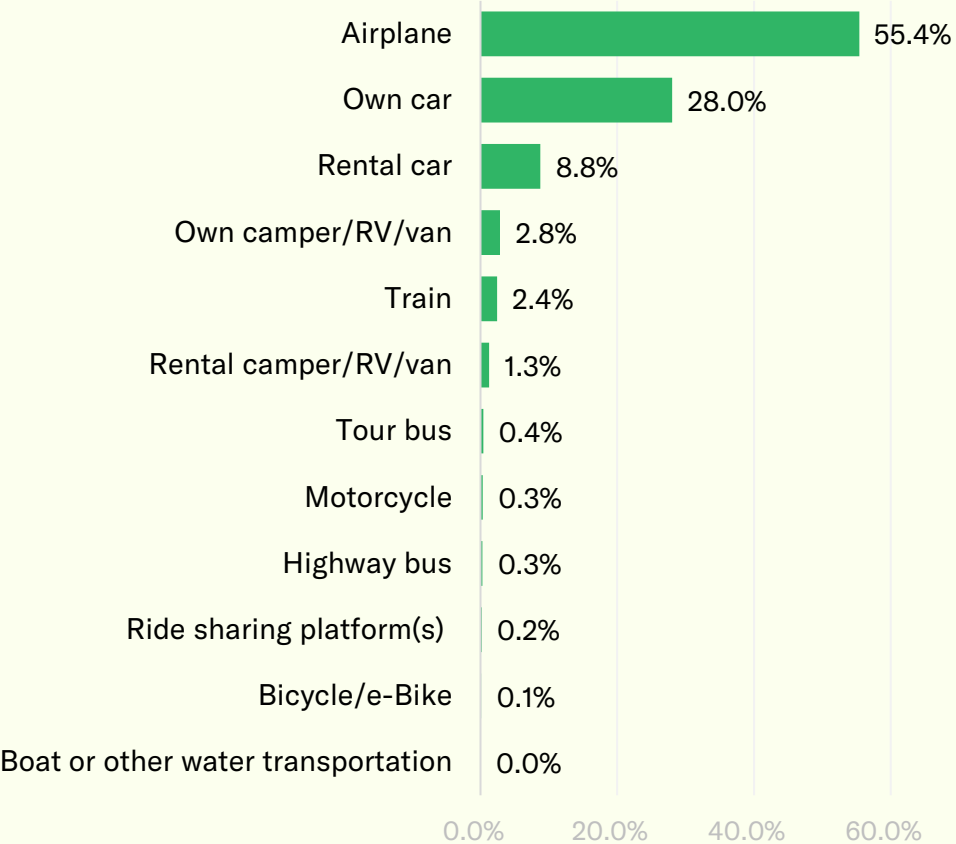
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (561 completed surveys).

Arrivals by plane outstripped those by personal vehicle.

More than half (55.4%) of 2024-2025 Eastern Oregon region visitors arrived by plane, followed by 28.0% who said they arrived by their own car. Visitors coming from Canada (69.4%) and Arts & Culture Participants (65.2%) were much more likely to have arrived by plane, while in-state visitors were much more likely to have traveled using their own car (81.9%).

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	55.4%	69.4%	2.8%	58.4%	58.8%	58.2%	65.2%
Own car	28.0%	13.1%	81.9%	25.7%	28.0%	28.5%	20.4%
Rental car	8.8%	7.0%	7.6%	9.6%	8.8%	9.2%	7.2%
Own camper/RV/van	2.8%	3.7%	3.9%	1.9%	2.7%	2.0%	1.7%
Train	2.4%	2.3%	0.0%	2.6%	0.8%	0.7%	2.4%
Rental camper/RV/van	1.3%	3.7%	0.0%	0.7%	0.3%	0.8%	1.9%
Tour bus	0.4%	0.0%	2.3%	0.3%	0.3%	0.3%	0.7%
Motorcycle	0.3%	0.9%	1.6%	0.0%	0.3%	0.0%	0.0%
Highway bus	0.3%	0.0%	0.0%	0.4%	0.0%	0.3%	0.5%
Ride sharing platform(s)	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Bicycle/e-Bike	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%
Boat or other water transportation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	561	120	58	379	306	365	179

**Small sample size*

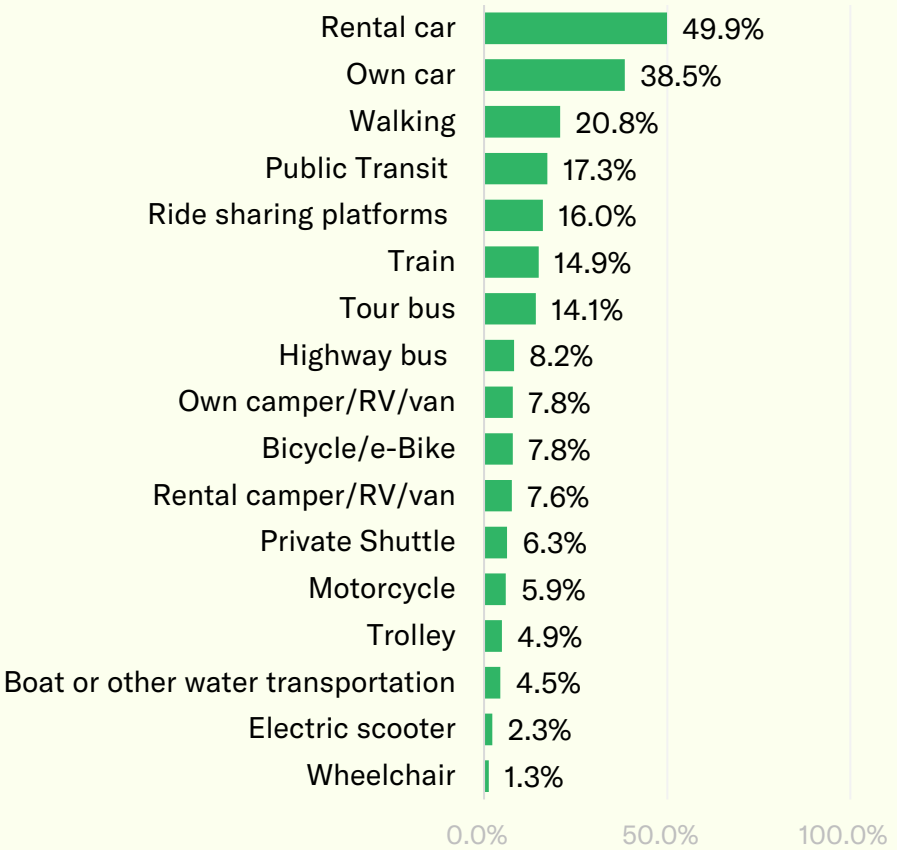
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (561 completed surveys).

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

Usage of rental cars (49.9%) surpassed personal vehicles (38.5%) as the top in-destination transportation for Eastern 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 (84.8%).

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	49.9%	47.4%	9.3%	56.0%	55.9%	53.8%	56.4%
Own car	38.5%	30.9%	84.8%	34.8%	37.1%	39.9%	29.5%
Walking	20.8%	20.1%	11.8%	22.2%	24.0%	25.3%	28.7%
Ride sharing platforms	17.3%	28.0%	3.6%	15.0%	18.5%	19.2%	22.4%
Public transit	16.0%	13.9%	2.3%	18.0%	17.9%	17.9%	27.0%
Train	14.9%	25.7%	0.0%	13.4%	15.6%	12.2%	16.2%
Tour bus	14.1%	19.1%	2.3%	13.8%	15.9%	13.7%	21.7%
Bicycle/e-Bike	8.2%	8.3%	0.0%	8.8%	6.9%	7.3%	10.0%
Private Shuttle	7.8%	12.1%	1.8%	7.4%	7.6%	6.7%	12.8%
Rental camper/RV/van	7.8%	10.5%	1.8%	7.9%	7.8%	7.6%	8.9%
Own camper/RV/van	7.6%	11.2%	0.0%	7.5%	5.3%	5.9%	9.6%
Boat or other water transportation	6.3%	8.3%	0.0%	6.4%	7.3%	6.1%	8.6%
Highway bus	5.9%	8.9%	3.6%	5.1%	5.6%	5.4%	6.8%
Motorcycle	4.9%	7.1%	2.3%	3.9%	4.3%	3.8%	4.8%
Trolley	4.5%	5.4%	0.0%	4.8%	5.7%	4.7%	6.1%
Electric scooter	2.3%	1.7%	0.0%	2.8%	2.5%	2.7%	1.9%
Wheelchair/mobility scooter/vehicle	1.3%	2.4%	0.0%	1.1%	2.3%	1.1%	1.2%
Base	561	120	58	379	306	365	179

*Small sample size

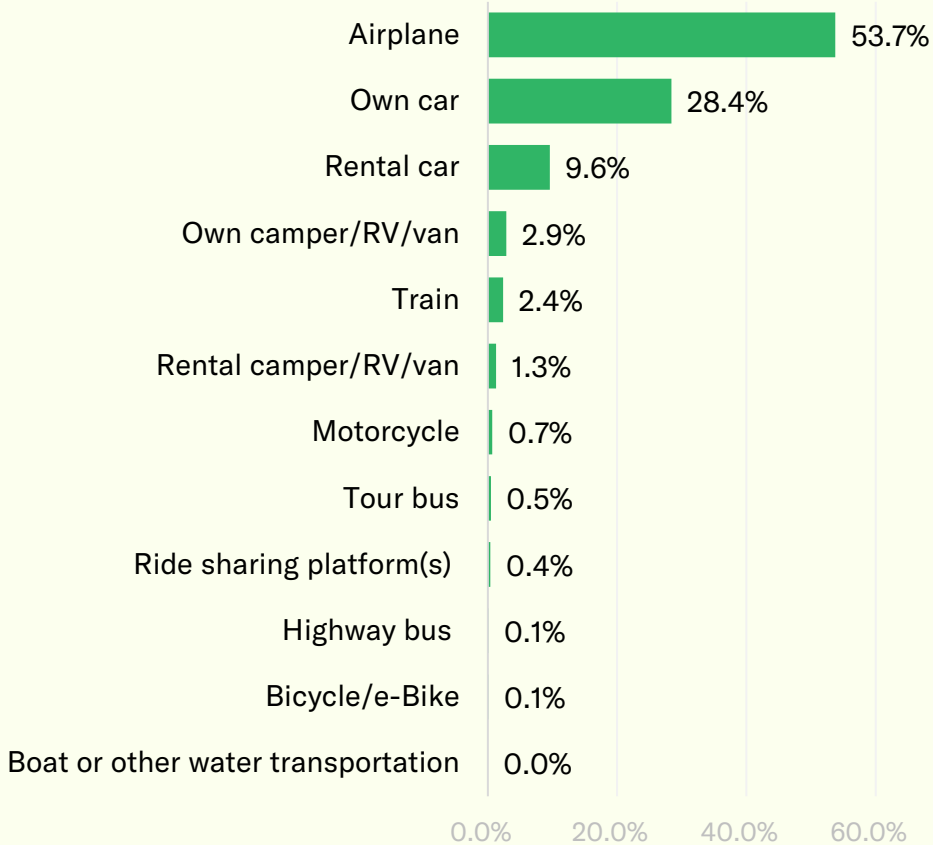
Question: Which modes of transportation did you use in the destination(s) you visited?

Base: Total respondents (561 completed surveys).

Over half of Eastern Oregon region visitors departed by plane.

A similar share to those who arrived by plane (53.7%) said they also departed Oregon by airplane (55.2%). Just under one-third of Eastern Oregon region visitors departed by personal vehicle (28.4%). Canadian visitors (63.0%) 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	53.7%	63.0%	2.8%	58.0%	57.6%	58.3%	62.0%
Own car	28.4%	14.1%	81.9%	26.0%	27.3%	28.0%	21.1%
Rental car	9.6%	7.8%	7.6%	10.0%	9.7%	9.1%	6.5%
Own camper/RV/van	2.9%	7.0%	3.9%	1.4%	1.9%	1.9%	3.1%
Train	2.4%	4.5%	0.0%	1.8%	1.0%	1.2%	4.5%
Rental camper/RV/van	1.3%	1.1%	0.0%	1.5%	1.6%	0.8%	0.6%
Motorcycle	0.7%	1.9%	1.6%	0.2%	0.0%	0.3%	1.0%
Tour bus	0.5%	0.6%	0.0%	0.5%	0.8%	0.0%	0.4%
Ride sharing platform(s) (e.g. Uber, Lyft)	0.4%	0.0%	2.3%	0.3%	0.0%	0.3%	0.7%
Highway bus (e.g. Greyhound, Bolt)	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Bicycle/e-Bike	0.1%	0.0%	0.0%	0.2%	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	561	120	58	379	306	365	179

*Small sample size

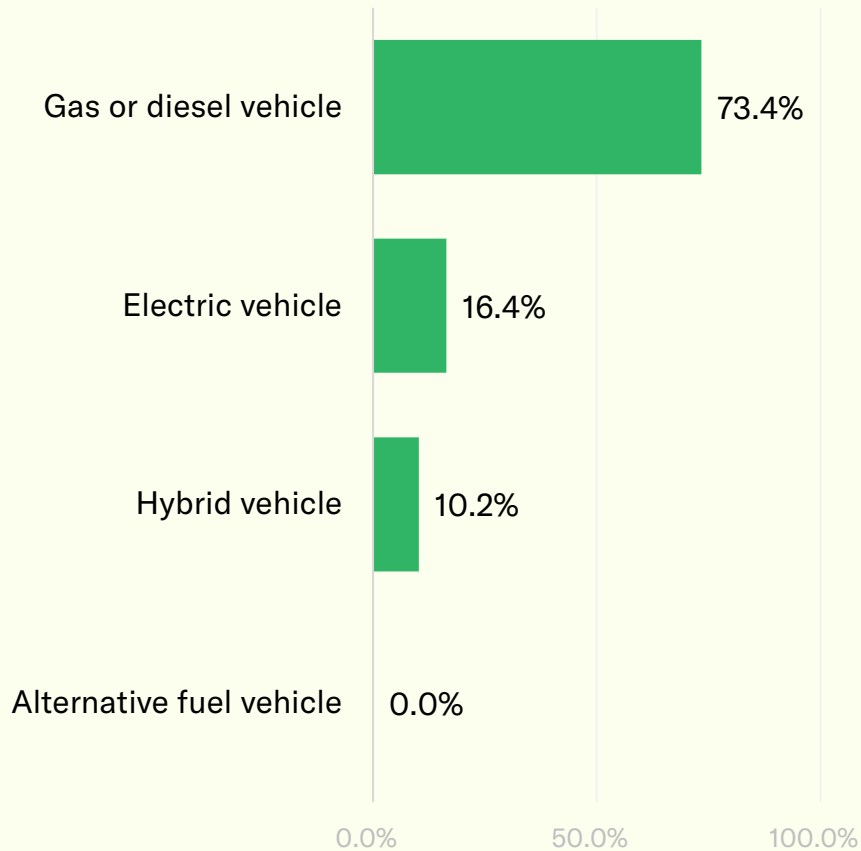
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (561 completed surveys).

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

For arrival and departures, seven in ten (73.4%) of Eastern Oregon region visitors who used either a rental or their own car for transportation said they used a gas or diesel vehicle. About one in seven (16.4%) used an electric vehicle and an even smaller share used a hybrid vehicle (10.2%). In-state visitors (1.9%) were less likely than other segments to have used an electric vehicle.

Vehicle Type on Arrival/Departure



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Gas or diesel vehicle	73.4%	56.7%	83.7%	74.5%	72.8%	75.7%	78.7%
Electric vehicle	16.4%	19.7%	1.9%	19.0%	16.7%	13.1%	11.8%
Hybrid vehicle	10.2%	23.6%	14.4%	6.5%	10.5%	11.2%	9.5%
Alternative fuel vehicle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	249	32	52	164	134	164	62

**Small sample size*

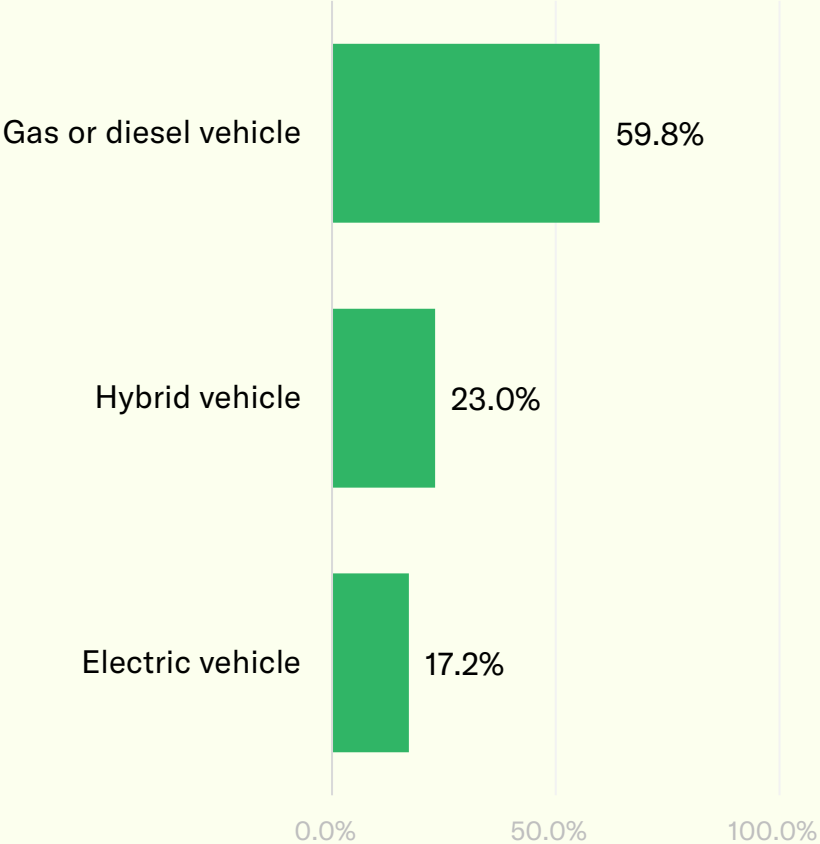
Question: What type of vehicle did you use?

Base: Respondents who arrived or departed using a rental or own personal car (249 completed surveys).

Three in five of those who traveled by car within Oregon used a gas vehicle.

As with arrival and departure, 2024-2025 Eastern Oregon region visitors who used a rental or their own personal car to travel within the state were most likely to say they used a gas or diesel vehicle (59.8%). One in five (23.0%) used a hybrid, while just over one in seven (17.2%) 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	59.8%	43.7%	63.2%	66.1%	66.7%	62.6%	61.8%
Hybrid vehicle	23.0%	39.6%	0.0%	17.2%	21.4%	21.0%	15.6%
Electric vehicle	17.2%	16.6%	36.8%	16.7%	11.9%	16.5%	22.6%
Base	230	58	3	167	143	165	86

**Small sample size*

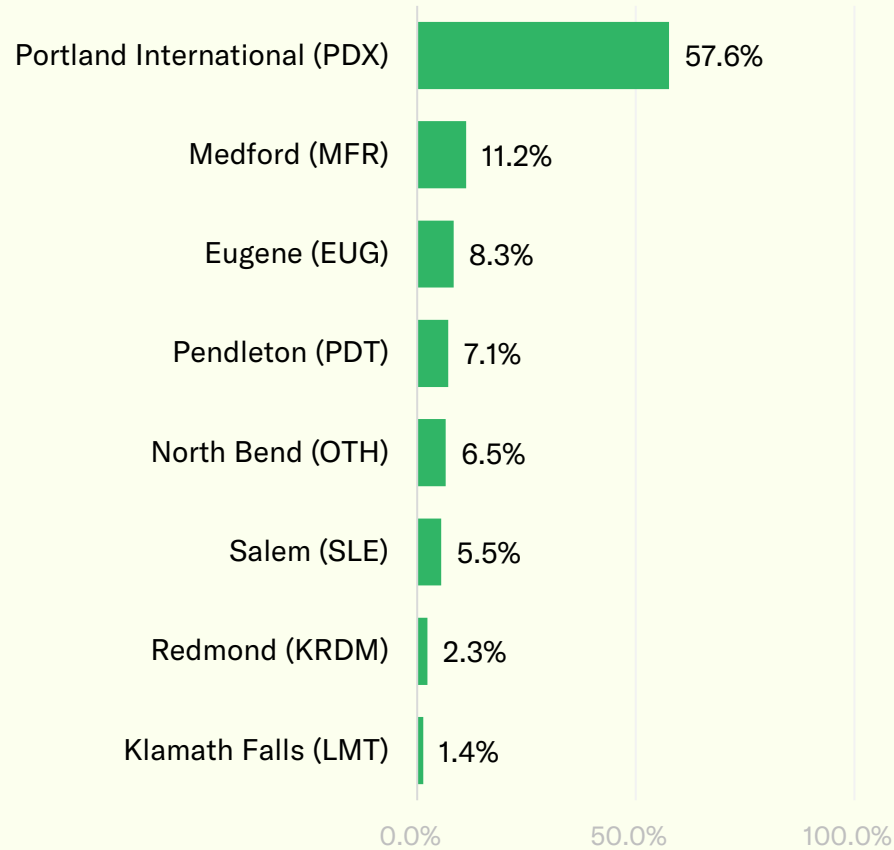
Question: What type of vehicle did you use?

Base: Respondents who used a rental or own personal car while in-market (230 completed surveys).

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

Over half (57.6%) of 2024-2025 visitors to the Eastern Oregon region who reported arriving and/or departing by airplane from the state said they used Portland International Airport. Among the segments, Outdoor Recreating Participants (66.5%) who arrived or departed by air were even more likely to say that they used PDX.

Airports Used



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Portland International (PDX)	57.6%	56.0%	61.2%	58.3%	66.5%	59.3%	60.3%
Medford (MFR)	11.2%	3.5%	38.8%	13.5%	9.7%	10.6%	9.7%
Eugene (EUG)	8.3%	9.7%	0.0%	7.9%	6.8%	6.7%	8.9%
Pendleton (PDT)	7.1%	11.0%	0.0%	5.8%	5.4%	7.3%	8.6%
North Bend (OTH)	6.5%	8.6%	0.0%	5.9%	3.9%	7.9%	3.6%
Salem (SLE)	5.5%	9.3%	0.0%	4.2%	3.1%	5.3%	6.7%
Redmond (KRDM)	2.3%	1.2%	0.0%	2.7%	2.9%	1.7%	2.2%
Klamath Falls (LMT)	1.4%	0.7%	0.0%	1.7%	1.7%	1.2%	0.0%
Base	313	84	2	225	186	213	119

**Small sample size*

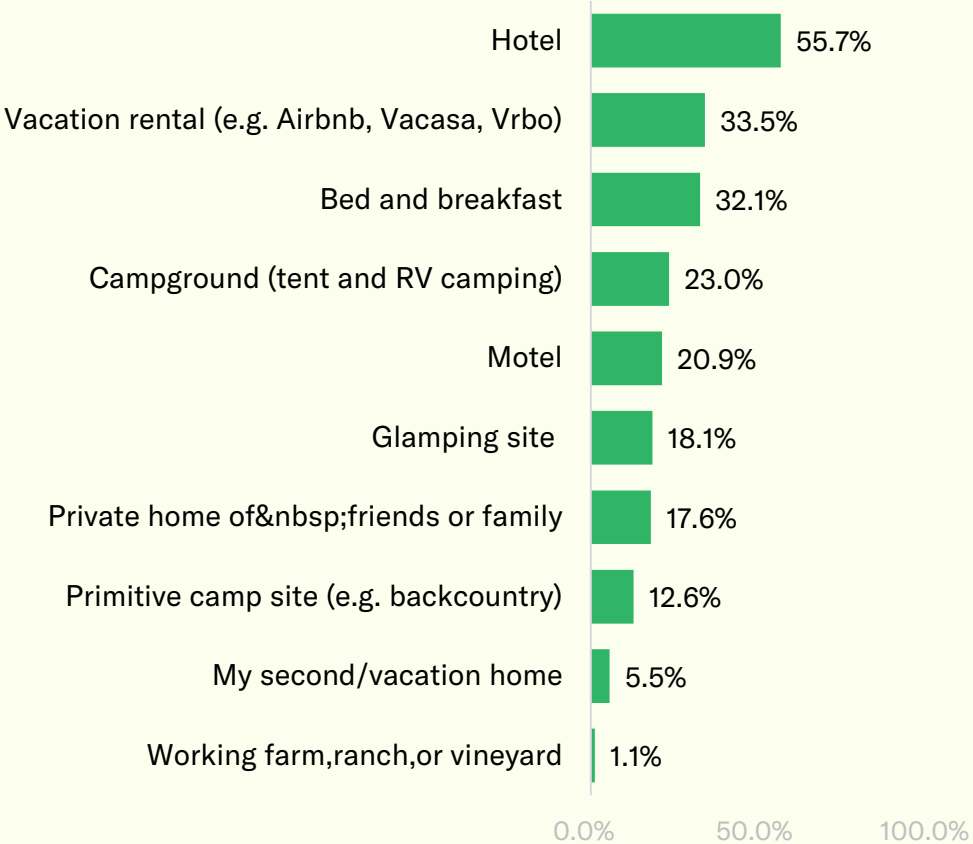
Question: Which airport did you arrive to/depart from?

Base: Respondents who arrived and/or departed via airplane (313 completed surveys).

Over half of Eastern Oregon region visitors stayed in a hotel

A majority (55.7%) of 2024-2025 Eastern Oregon region visitors who stayed overnight on their most recent trip reported using a hotel, followed by one-third (33.5%) who stayed in a vacation rental and one in three who stayed in a bed and breakfast (32.1%). Arts & Culture Participants (38.8%) were slightly more likely to have stayed in a vacation rental compared to other travelers to the Eastern 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	55.7%	51.0%	26.5%	61.0%	58.6%	60.3%	63.3%
Vacation rental (e.g. Airbnb, Vacasa, Vrbo)	33.5%	27.5%	10.0%	38.3%	38.1%	36.2%	38.8%
Bed and breakfast	32.1%	30.1%	6.7%	36.2%	35.7%	31.3%	40.6%
Campground (tent and RV camping)	23.0%	27.8%	24.4%	21.3%	21.5%	19.9%	25.7%
Motel	20.9%	24.0%	21.6%	19.4%	19.3%	21.4%	21.2%
Glamping site	18.1%	20.3%	3.9%	18.9%	15.6%	14.4%	21.7%
Private home of friends or family	17.6%	11.9%	24.1%	18.2%	19.7%	19.0%	16.0%
Primitive camp site (e.g. backcountry)	12.6%	11.8%	10.9%	12.6%	13.4%	10.7%	11.8%
My second/vacation home	5.5%	6.4%	2.7%	5.1%	7.1%	5.4%	6.3%
Working farm, ranch, or vineyard	1.1%	1.1%	0.0%	1.3%	1.6%	1.7%	1.6%
Base	547	119	57	367	305	357	176

**Small sample size*

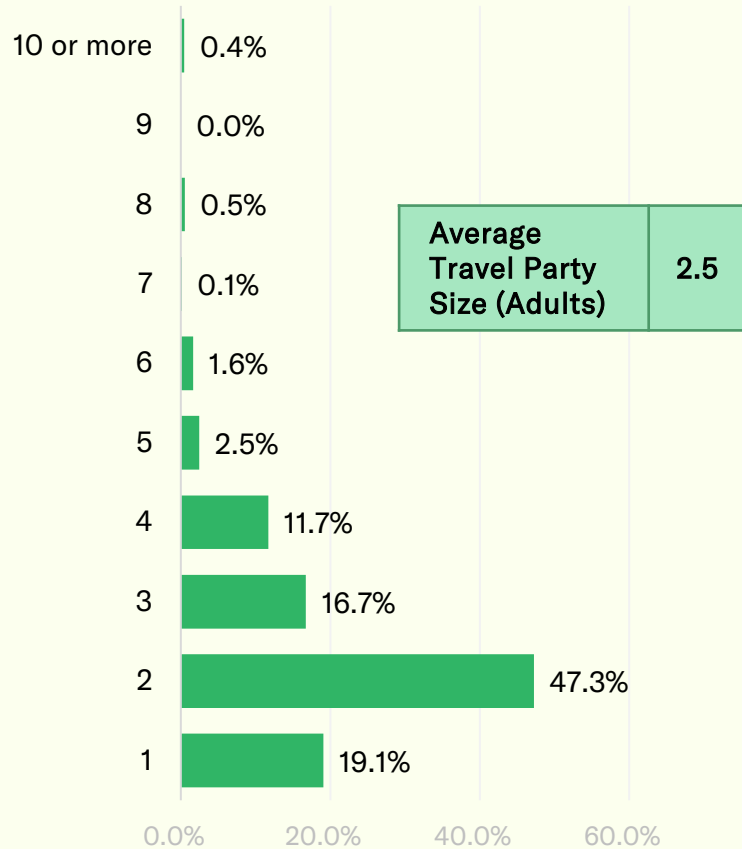
Question: In which type of lodging/accommodations did you stay in during this trip?

Base: Overnight visitors (547 completed surveys).

Most Eastern Oregon region visitors traveled with one other adult.

Over half of 2024-2025 Eastern Oregon region visitors to Oregon traveled with one other adult (80.9%). The average number of adults per travel party was 2.5 adults overall.

Travel Party Size – Adults



By Segment

	Total	Canadian Visitors	In State *	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	0.4%	1.6%	0.0%	0.2%	0.6%	0.7%	0.3%
9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
8	0.5%	0.5%	0.0%	0.6%	0.2%	0.2%	0.3%
7	0.1%	0.6%	0.0%	0.0%	0.3%	0.2%	0.0%
6	1.6%	1.1%	1.6%	1.9%	1.4%	1.8%	2.5%
5	2.5%	0.6%	3.2%	3.0%	2.0%	3.5%	3.5%
4	11.7%	18.2%	5.4%	9.8%	11.4%	12.7%	14.8%
3	16.7%	21.4%	15.0%	15.4%	17.6%	17.2%	19.1%
2	47.3%	44.7%	56.8%	47.1%	47.8%	46.7%	41.6%
1 people	19.1%	11.3%	18.0%	22.0%	18.7%	17.1%	18.0%
Average Travel Party Size (Adults)	2.5	2.8	2.2	2.3	2.5	2.5	2.6
Base	561	120	58	379	306	365	179

**Small sample size*

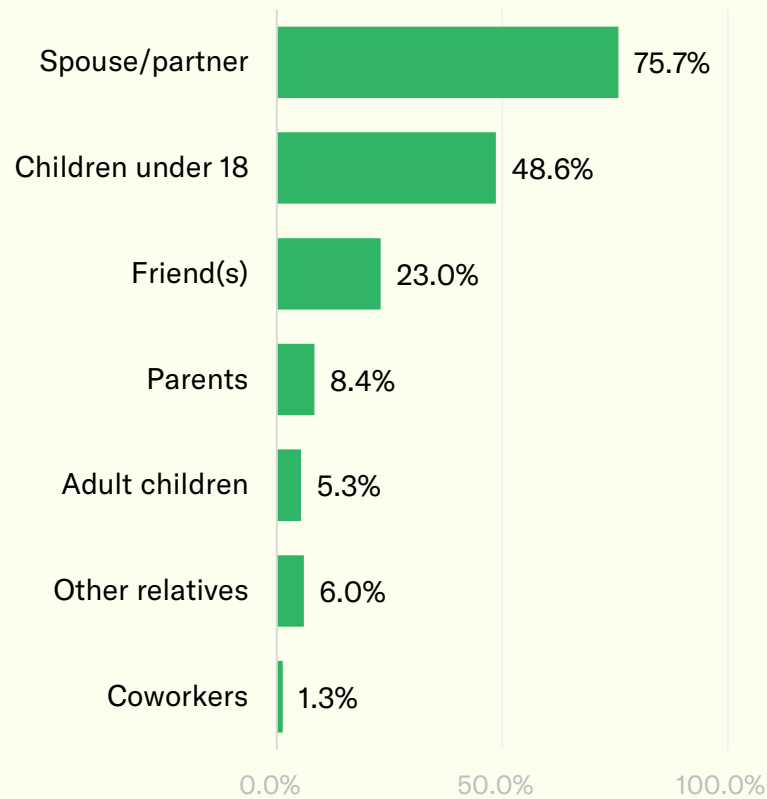
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (561 completed surveys)

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

At 75.2%, three in four 2024-2025 Eastern Oregon region visitors reported traveling to Oregon with their significant other, while nearly half (48.6%) reported traveling with children under 18. In total, 16.4% of visitors were solo travelers. Among the segments, in-state visitors (8.9%) were less likely than other segments to have traveled with children under 18, and out-of-state visitors were more likely to have traveled with children under 18 (58.1%).

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	75.7%	74.8%	66.6%	76.9%	74.1%	76.6%	73.3%
Children under 18	48.6%	37.3%	8.9%	58.1%	53.2%	50.2%	51.4%
Friend(s)	23.0%	33.3%	19.2%	20.3%	22.9%	24.0%	27.0%
Parents	8.4%	3.8%	13.5%	9.4%	8.4%	8.4%	11.7%
Adult children	5.3%	4.8%	7.4%	5.3%	4.9%	5.2%	6.3%
Other relatives	6.0%	2.7%	13.0%	6.3%	7.0%	6.8%	7.0%
Coworkers	1.3%	0.7%	0.0%	1.8%	2.1%	2.0%	0.9%
Base	466	106	48	308	262	314	154

**Small sample size*

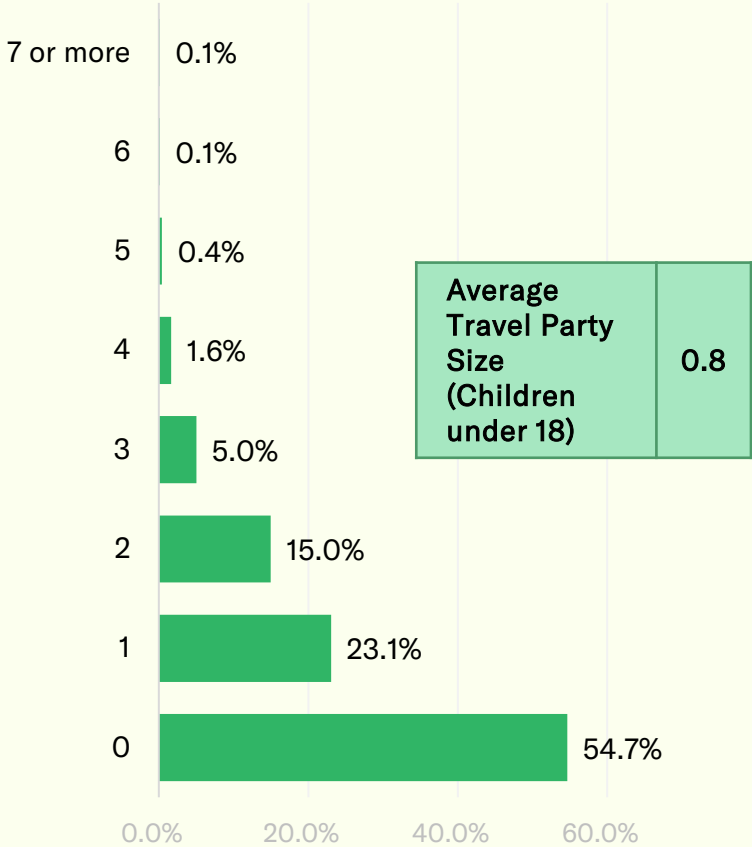
Question: Who were you traveling with?

Base: Respondents who traveled in a party of 2 or more people (466 completed surveys)

Nearly half of Eastern Oregon region visitors traveled with children to Oregon.

Half (54.7%) of visitors to the Eastern Oregon region did not travel with any children on their trip to Oregon. In-state visitors (84.2%) were the most likely segment to have traveled with no children.

Travel Party Size – Children under 18



By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
7 or more	0.1%	0.5%	0.0%	0.0%	0.2%	0.2%	0.0%
6	0.1%	0.6%	0.0%	0.0%	0.3%	0.2%	0.4%
5	0.4%	0.5%	0.0%	0.5%	0.2%	0.5%	1.3%
4	1.6%	0.0%	0.0%	2.4%	0.6%	0.5%	0.7%
3	5.0%	2.6%	1.4%	5.8%	4.5%	5.9%	6.7%
2	15.0%	8.5%	2.7%	18.5%	17.5%	18.0%	16.9%
1	23.1%	29.3%	11.8%	22.7%	23.5%	22.6%	22.6%
0	54.7%	58.0%	84.2%	50.2%	53.2%	52.1%	51.3%
Average Travel Party Size (Children under 18)	0.8	0.6	0.2	0.9	0.8	0.8	0.9
Base	561	120	58	379	306	365	179

**Small sample size*

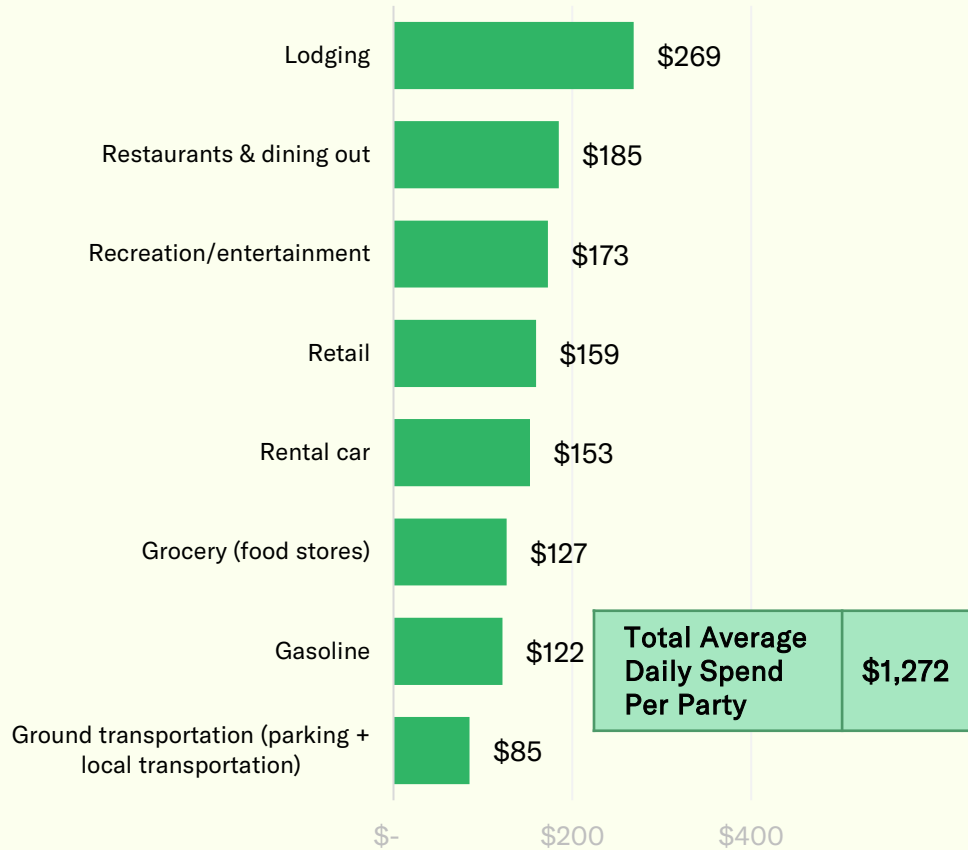
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (561 completed surveys)

Lodging and dining represent the largest spending categories.

Eastern Oregon region visitors in 2024-2025 reported a total average daily trip spend of \$1,272. Lodging represents the largest share at \$269, followed by restaurants and dining out at \$185. For the segments, Food & Drink Participants spent the highest average of \$1,420 per party per day, while in-state visitors had by far the lowest spend across all categories except for gasoline (\$456).

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	\$269	\$291	\$116	\$279	\$294	\$293	\$244
Restaurants & dining out	\$185	\$210	\$75	\$190	\$202	\$206	\$175
Recreation/entertainment	\$173	\$179	\$42	\$184	\$196	\$191	\$162
Retail	\$159	\$166	\$41	\$166	\$181	\$181	\$148
Rental car	\$153	\$167	\$30	\$164	\$163	\$173	\$119
Grocery (food stores)	\$127	\$143	\$39	\$131	\$143	\$145	\$114
Gasoline	\$122	\$112	\$108	\$126	\$134	\$137	\$93
Ground transportation (parking + local transportation)	\$85	\$92	\$6	\$92	\$92	\$94	\$75
Total Average Daily Spend Per Party	\$1,272	\$1,362	\$456	\$1,333	\$1,405	\$1,420	\$1,132
Base	561	120	58	379	306	365	179

**Small sample size*

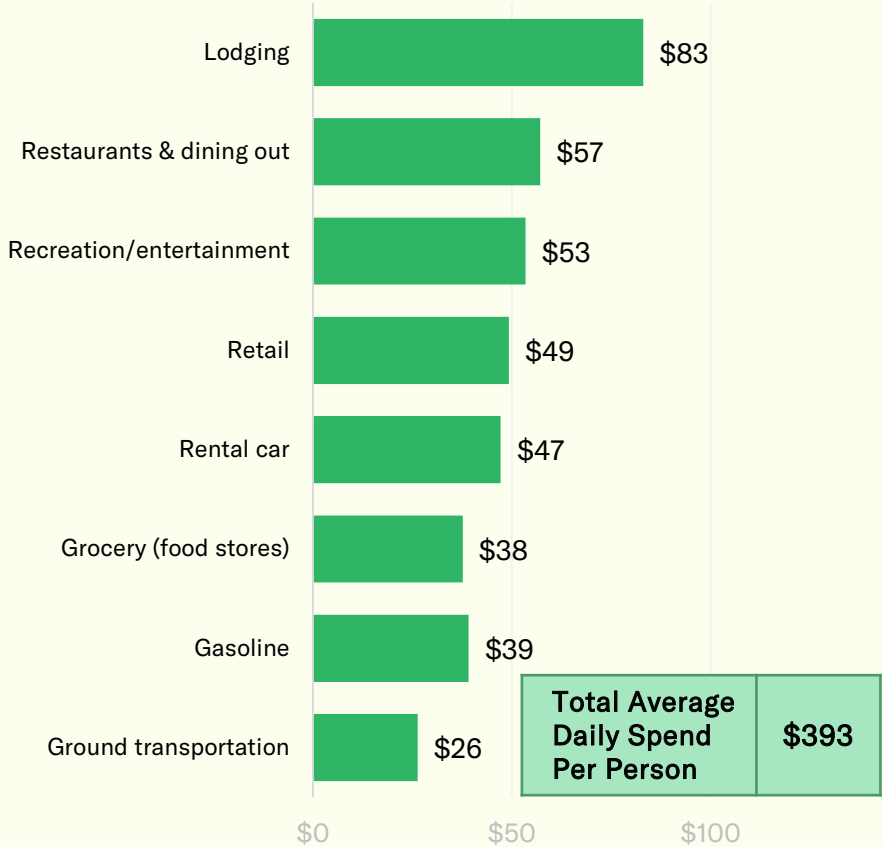
Question: Excluding airfare, please tell us approximately how much your travel group spent PER DAY in Oregon on each of the following categories, in \$USD?

Base: Total respondents (561 completed surveys).

On average, each Eastern Oregon region visitor spent about \$393 per day.

Based on the average travel party size, on average each visitor to the Eastern Oregon region spent \$393 a day on their 2024-2025 trip to Oregon. Examining daily per person spend by segment, Outdoor Recreation Participants have the highest average per person spend at \$434, while in-state visitors had the lowest average at \$186, followed by Arts & Culture Participants at \$329.

Daily Spend Per Person



By Segment

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Lodging	\$83	\$84	\$47	\$86	\$91	\$87	\$71
Restaurants & dining out	\$57	\$61	\$31	\$59	\$62	\$61	\$51
Recreation/entertainment	\$53	\$52	\$17	\$57	\$60	\$57	\$47
Retail	\$49	\$48	\$17	\$51	\$56	\$54	\$43
Rental car	\$47	\$48	\$12	\$51	\$50	\$51	\$35
Grocery (food stores)	\$38	\$41	\$16	\$41	\$44	\$43	\$33
Gasoline	\$39	\$32	\$44	\$39	\$41	\$41	\$27
Ground transportation	\$26	\$26	\$2	\$29	\$29	\$28	\$22
Total Average Daily Spend Per Person	\$393	\$393	\$186	\$412	\$434	\$421	\$329
Base	561	120	58	379	306	365	179

*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?

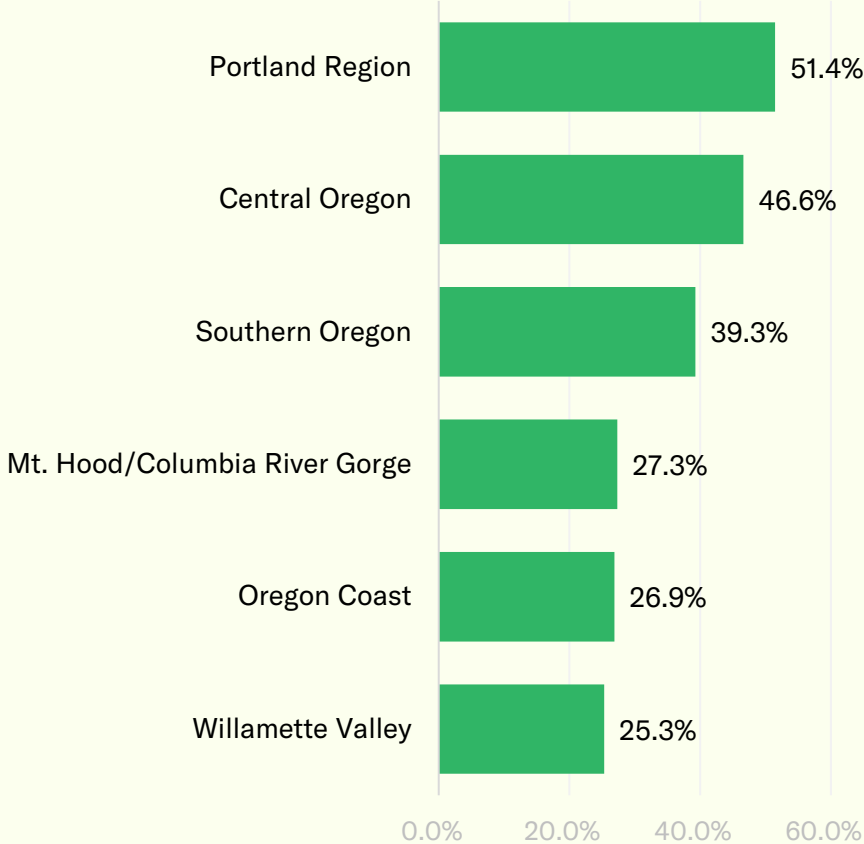
Base: Total respondents (561 completed surveys).

Detailed Findings: Region Visitation

Over half of Eastern Oregon region visitors also visited the Portland region.

At 46.6%, Central Oregon was the second-most visited region of Oregon among Eastern Oregon region visitors. A smaller share (39.3%) said they also visited the Southern Oregon region (39.3%) in their trip to Oregon, followed by over a quarter who visited Mt. Hood/CRG region (27.3%), Oregon Coast (26.9%), and Willamette Valley (25.3%). Among the segments, more than half of Arts & Culture Participants also visited Central Oregon (56.8%), while Canadian visitors were much less likely to have visited the Portland region (38.8%).

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	51.4%	38.8%	54.7%	54.6%	60.0%	51.7%	51.7%
Central Oregon	46.6%	41.0%	48.0%	48.6%	52.0%	50.6%	56.8%
Southern Oregon	39.3%	27.9%	35.6%	42.8%	42.4%	41.5%	40.6%
Mt. Hood/Columbia River Gorge	27.3%	23.7%	45.0%	26.1%	31.3%	30.5%	31.4%
Oregon Coast	26.9%	19.5%	49.4%	26.2%	34.7%	28.4%	25.0%
Willamette Valley	25.3%	15.9%	57.7%	23.6%	29.2%	27.5%	27.9%
Base	561	120	58	379	306	365	179

**Small sample size*

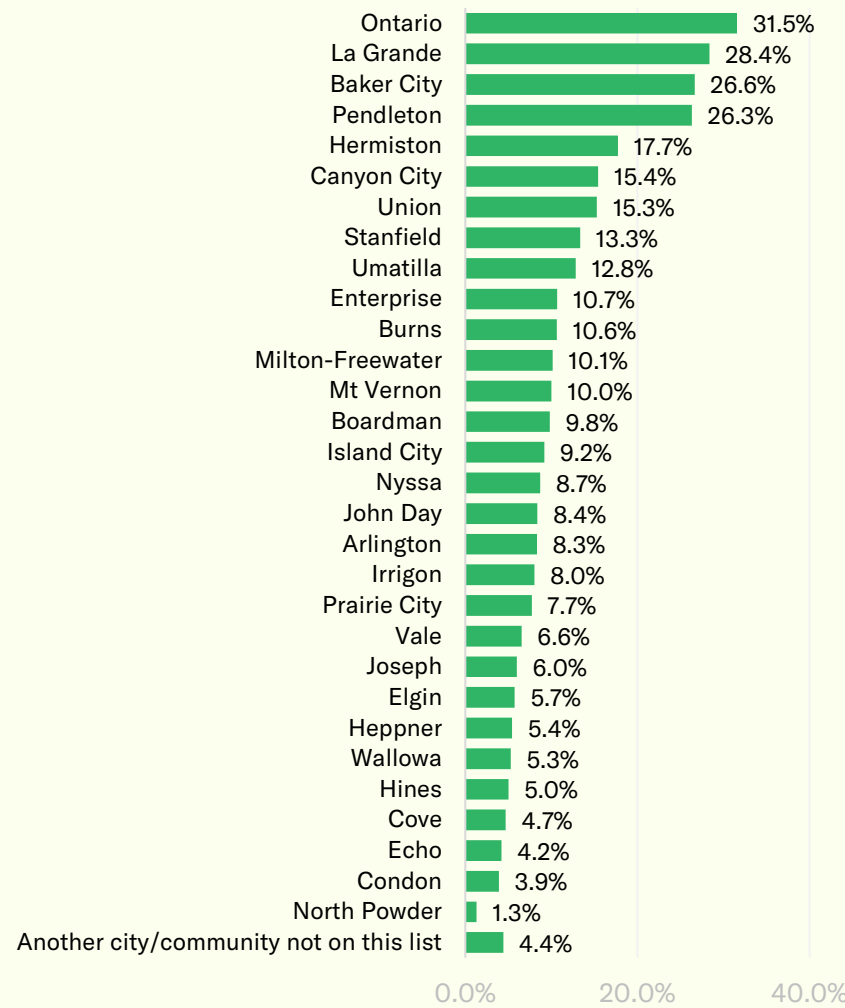
Question: Which region(s) in Oregon did you visit on this most recent trip?

Base: Total respondents (561 completed surveys).

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

Among the visitors who traveled to the Eastern Oregon region on their most recent in 2024-25, the largest share reported visiting Ontario (31.5%), followed closely by La Grande (28.4%). Over a quarter said they visited Baker City (26.6%) and/or Pendleton (26.3%).

Eastern Oregon Region Cities Visited



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

Base: Total respondents (561 completed surveys).

Across segments, Canadian visitors were more likely to have visited Ontario, while Pendleton was the top city visited by Arts & Culture Participants.

Eastern Oregon Region Cities Visited by Segment

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

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

*Small sample size

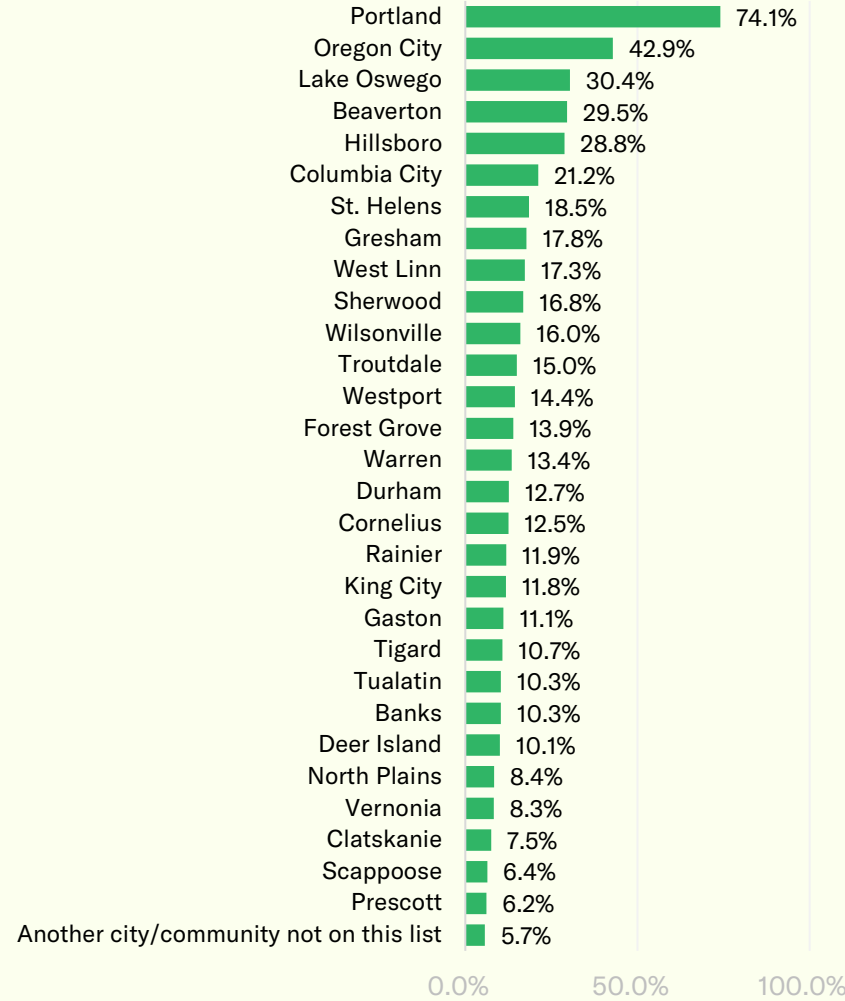
Question: Which cities in the Eastern Oregon region did you visit on the most recent trip?

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

Over seven in ten region visitors traveled to Portland.

Among the 51.4% of Eastern Oregon region visitors who traveled to the Portland region in 2024-2025, seven in ten (74.1%) reported visiting Portland. This was followed distantly by 42.9% who went to Oregon City and three in ten who visited Lake Oswego (30.4%), Beaverton (29.5%), and Hillsboro (28.8%).

Portland Region Cities Visited



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 (209 completed surveys).

In-state visitors were more likely to have visited Beaverton than Oregon City.

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	74.1%	66.5%	70.4%	77.4%	77.4%	76.5%	83.0%
Oregon City	42.9%	50.6%	32.8%	42.6%	46.7%	48.6%	43.0%
Lake Oswego	30.4%	39.8%	16.8%	29.8%	30.4%	31.1%	43.1%
Beaverton	29.5%	21.3%	42.1%	30.2%	29.5%	32.2%	34.1%
Hillsboro	28.8%	28.8%	23.2%	29.5%	33.2%	32.1%	34.0%
Columbia City	21.2%	34.2%	2.8%	20.1%	23.3%	26.5%	28.9%
St. Helens	18.5%	11.1%	15.4%	20.5%	15.9%	22.9%	17.7%
Gresham	17.8%	22.3%	36.3%	15.1%	16.7%	17.4%	22.9%
West Linn	17.3%	34.5%	19.9%	12.1%	19.3%	19.0%	15.6%
Sherwood	16.8%	23.4%	8.3%	14.7%	11.8%	17.3%	20.7%
Wilsonville	16.0%	13.5%	21.5%	15.7%	16.1%	17.0%	16.8%
Troutdale	15.0%	15.0%	15.4%	13.5%	14.0%	12.8%	13.7%
Westport	14.4%	16.0%	0.0%	15.3%	16.2%	15.8%	14.8%
Forest Grove	13.9%	13.2%	0.0%	15.4%	13.3%	13.5%	19.1%
Warren	13.4%	20.7%	0.0%	12.3%	12.9%	13.2%	8.7%
Durham	12.7%	18.0%	0.0%	13.1%	11.2%	16.6%	17.4%
Cornelius	12.5%	24.6%	0.0%	10.8%	12.3%	12.1%	12.9%
Rainier	11.9%	7.4%	16.0%	10.9%	11.2%	12.7%	11.3%
King City	11.8%	16.4%	0.0%	11.7%	12.8%	13.5%	13.1%
Gaston	11.1%	11.7%	0.0%	11.2%	12.4%	10.5%	11.2%
Tigard	10.7%	8.8%	13.4%	11.2%	11.8%	10.3%	16.9%
Tualatin	10.3%	14.2%	7.7%	9.9%	8.3%	10.2%	12.8%
Banks	10.3%	11.7%	2.8%	10.5%	8.5%	10.5%	16.6%
Deer Island	10.1%	9.3%	0.0%	10.4%	10.5%	10.1%	8.4%
North Plains	8.4%	7.4%	0.0%	9.2%	9.2%	8.5%	5.8%
Vernonia	8.3%	3.1%	0.0%	9.4%	7.1%	7.7%	7.2%
Clatskanie	7.5%	7.4%	0.0%	7.9%	7.7%	8.2%	9.2%
Scappoose	6.4%	4.3%	0.0%	7.8%	4.4%	8.3%	3.8%
Prescott	6.2%	4.3%	0.0%	7.4%	9.1%	6.3%	9.6%
Another city/community not on this list	5.7%	3.6%	11.8%	5.7%	5.2%	5.0%	4.7%
Base	209	33	20	153	135	137	69

*Small sample size

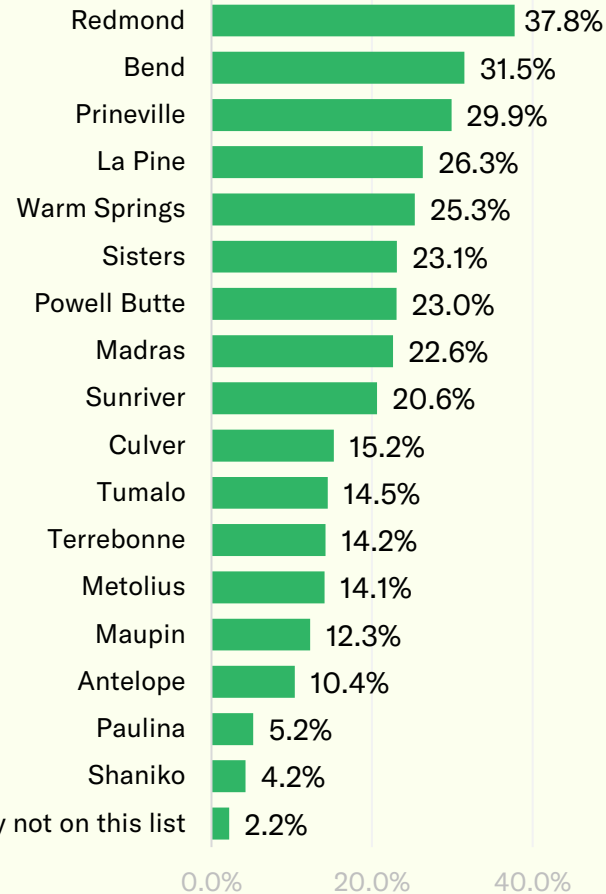
Question: Which cities in the Portland region did you visit on the most recent trip?

Base: Respondents who also visited the Portland Region on their most recent trip (209 completed surveys).

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

Among the 46.6% of 2024-2025 Eastern Oregon region visitors who also went to Central Oregon on their trip, Redmond (37.8%) just outpaced Bend (31.5%) as the top-visited city in the region. This was followed by over a quarter who visited Prineville (29.9%), La Pine (26.5%), and Warm Springs (25.3%).

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	37.8%	57.5%	42.5%	32.1%	43.9%	38.5%	38.3%
Bend	31.5%	22.7%	76.1%	29.5%	33.2%	34.0%	29.7%
Prineville	29.9%	36.5%	30.9%	27.5%	30.3%	28.0%	40.9%
La Pine	26.3%	13.3%	39.4%	28.8%	24.6%	27.6%	30.5%
Warm Springs	25.3%	23.4%	12.6%	27.3%	22.2%	27.4%	26.1%
Sisters	23.1%	19.9%	43.5%	21.4%	23.8%	20.7%	24.9%
Powell Butte	23.0%	22.2%	17.0%	24.0%	22.6%	23.9%	25.1%
Madras	22.6%	17.8%	37.5%	22.5%	23.2%	19.3%	29.1%
Sunriver	20.6%	16.4%	27.4%	21.2%	23.7%	20.9%	25.3%
Culver	15.2%	19.8%	0.0%	15.6%	15.9%	15.8%	18.3%
Tumalo	14.5%	17.1%	9.1%	14.4%	12.4%	11.2%	11.3%
Terrebonne	14.2%	10.9%	0.0%	16.1%	12.7%	13.9%	11.0%
Metolius	14.1%	11.5%	5.5%	15.2%	11.2%	13.8%	19.3%
Maupin	12.3%	9.2%	0.0%	14.5%	15.3%	9.8%	15.7%
Antelope	10.4%	5.5%	0.0%	12.9%	10.6%	11.0%	14.0%
Paulina	5.2%	3.1%	0.0%	6.3%	7.8%	6.1%	9.4%
Shaniko	4.2%	0.0%	0.0%	5.9%	5.6%	4.0%	5.4%
Another city/community not on this list	2.2%	0.0%	6.0%	2.4%	1.4%	2.5%	1.2%
Base	195	36	16	142	115	137	75

*Small sample size

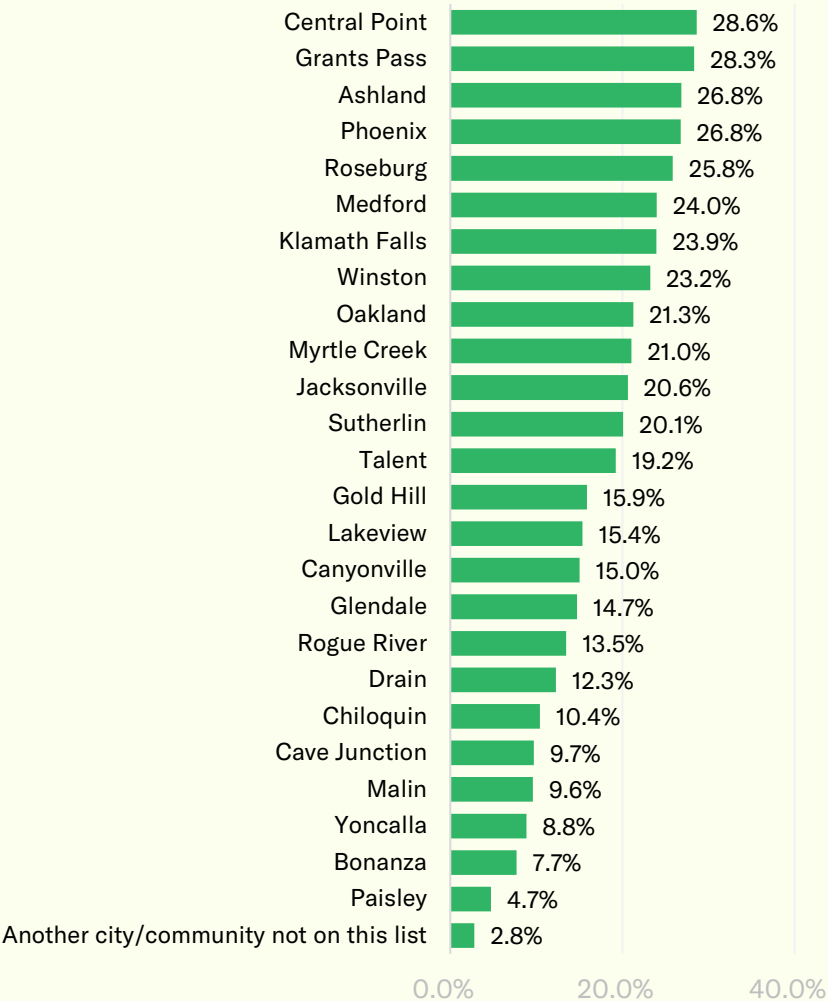
Question: Which cities in the Central Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Central Oregon Region on their most recent trip (195 completed surveys).

Central Point and Grants Pass were the most-visited Southern Oregon cities for Eastern Oregon region visitors.

Of the 39.3% of Eastern Oregon region visitors who traveled to the Southern Oregon region on their trip to Oregon, nearly three in ten visited Central Point (28.6%) and Grants Pass (28.3%). Over a quarter reported visiting Ashland (26.8%), Phoenix (26.8%), and/or Roseburg (25.8%).

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 (149 completed surveys).

In-state visitors were more likely to have gone to Klamath Falls and another city or community that was not listed in the survey.

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*
Central Point	28.6%	29.4%	28.2%	27.9%	28.5%	32.8%	33.7%
Grants Pass	28.3%	30.2%	50.2%	25.8%	31.4%	27.8%	43.1%
Ashland	26.8%	23.6%	41.8%	27.2%	21.8%	27.5%	34.5%
Phoenix	26.8%	23.9%	28.2%	28.1%	24.4%	28.4%	26.6%
Roseburg	25.8%	30.2%	38.0%	24.9%	24.4%	27.2%	37.2%
Medford	24.0%	11.8%	38.0%	25.3%	27.7%	28.3%	32.2%
Klamath Falls	23.9%	26.0%	47.9%	22.6%	27.9%	25.6%	34.9%
Winston	23.2%	23.8%	0.0%	24.0%	21.6%	25.7%	23.5%
Oakland	21.3%	21.4%	0.0%	21.8%	24.4%	21.3%	18.2%
Myrtle Creek	21.0%	21.5%	22.5%	19.9%	18.9%	19.0%	25.5%
Jacksonville	20.6%	19.5%	28.2%	20.9%	16.0%	21.2%	17.0%
Sutherlin	20.1%	30.1%	0.0%	20.2%	16.2%	15.8%	19.3%
Talent	19.2%	15.3%	28.2%	17.6%	17.4%	19.1%	18.2%
Gold Hill	15.9%	24.8%	28.2%	12.1%	18.2%	15.0%	15.9%
Lakeview	15.4%	13.3%	9.9%	15.9%	14.5%	16.8%	13.7%
Canyonville	15.0%	10.8%	26.5%	13.9%	15.3%	14.0%	15.8%
Glendale	14.7%	10.8%	16.7%	15.8%	16.0%	14.2%	14.7%
Rogue River	13.5%	14.2%	40.4%	11.8%	10.5%	12.0%	5.0%
Drain	12.3%	13.3%	0.0%	11.7%	9.8%	10.5%	10.8%
Chiloquin	10.4%	13.3%	0.0%	9.3%	11.5%	11.2%	6.7%
Cave Junction	9.7%	13.3%	36.5%	6.7%	9.1%	8.9%	10.5%
Malin	9.6%	6.6%	0.0%	9.5%	11.0%	8.7%	8.6%
Yoncalla	8.8%	13.3%	0.0%	8.9%	6.9%	8.1%	10.4%
Bonanza	7.7%	12.8%	0.0%	7.5%	11.1%	6.1%	10.9%
Paisley	4.7%	0.0%	0.0%	6.1%	8.2%	3.8%	3.5%
Another city/community not on this list	2.8%	0.0%	32.8%	1.3%	3.7%	2.5%	0.0%
Base	149	22	9	115	86	99	51

**Small sample size*

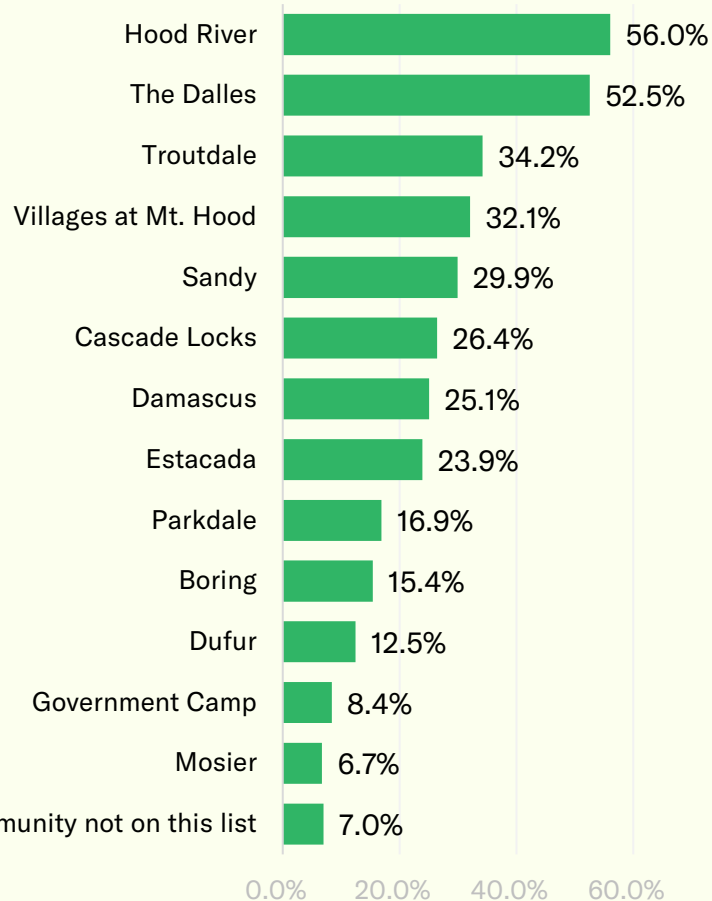
Question: Which cities in the Southern Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Southern Oregon Region on their most recent trip (561 completed surveys).

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

Among the 27.3% of Eastern Oregon region visitors who traveled to the Mt. Hood/Columbia River Gorge Region, Hood River (56.0%) was the most visited. This was followed by half (52.5%) who visited The Dalles and one-third (34.2%) who visited Troutdale.

Mt. Hood/Columbia River Gorge Region Cities Visited



By Segment

	Total	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Hood River	56.0%	35.3%	75.8%	59.2%	60.1%	57.5%	65.4%
The Dalles	52.5%	48.4%	33.7%	56.7%	47.8%	52.2%	64.3%
Troutdale	34.2%	40.2%	19.1%	34.4%	47.3%	32.8%	38.7%
Villages at Mt. Hood	32.1%	29.9%	19.8%	34.2%	37.3%	37.9%	52.4%
Sandy	29.9%	42.2%	18.0%	29.0%	27.8%	28.6%	38.6%
Cascade Locks	26.4%	25.5%	25.9%	25.8%	21.1%	23.7%	25.4%
Damascus	25.1%	33.3%	14.6%	23.6%	21.2%	24.6%	29.7%
Estacada	23.9%	31.9%	14.1%	23.8%	28.7%	26.2%	28.1%
Parkdale	16.9%	2.6%	0.0%	23.2%	23.6%	17.0%	24.9%
Boring	15.4%	28.3%	14.1%	10.6%	14.7%	16.9%	25.2%
Dufur	12.5%	6.0%	10.7%	13.5%	13.2%	10.9%	14.4%
Government Camp	8.4%	0.0%	11.9%	8.9%	11.9%	10.2%	12.4%
Mosier	6.7%	2.6%	0.0%	9.4%	8.9%	4.1%	3.8%
Another city/community not on this list	7.0%	5.1%	14.1%	6.3%	6.4%	7.8%	4.0%
Base	109	20	15	73	62	79	39

**Small sample size*

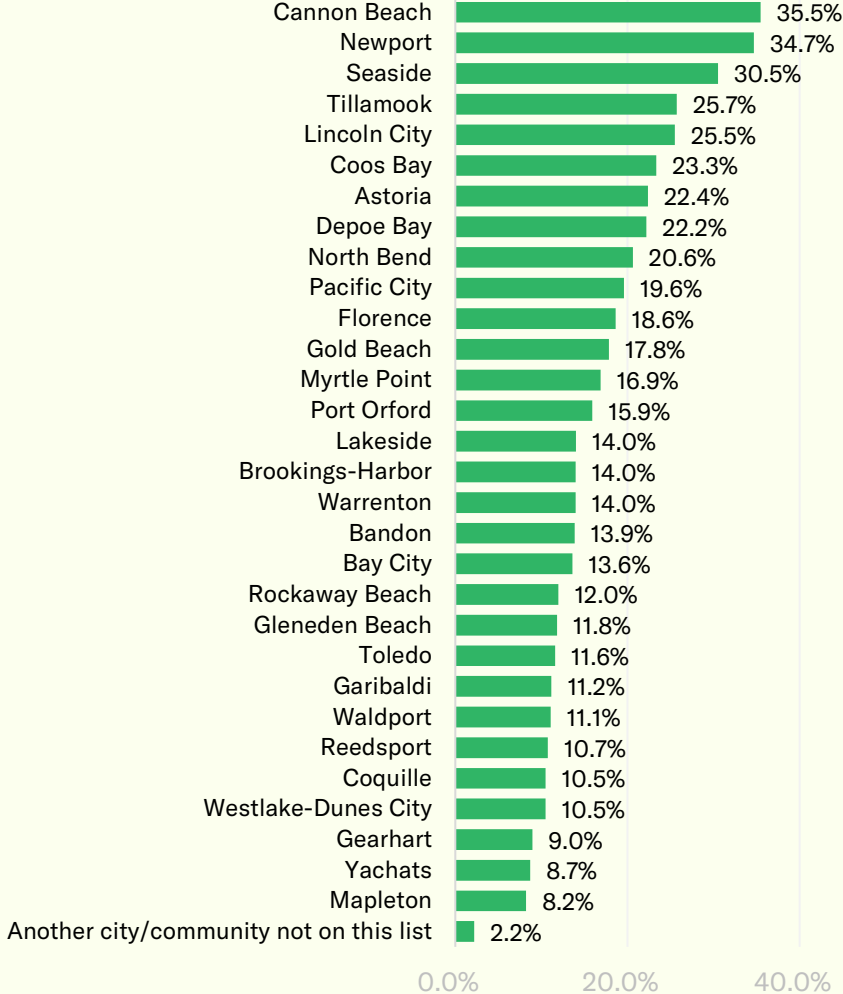
Question: Which cities in the Mt. Hood and the Columbia River Gorge region did you visit on the most recent trip?

Base: Respondents who also visited the Mt. Hood/Columbia River Gorge Region on their most recent trip (109 completed surveys).

For the Oregon Coast, Cannon Beach and Newport were the top most-visited cities among Oregon Coast visitors.

Among the 26.9% of 2024-2025 Portland region visitors who also included the Oregon Coast region on their most recent trip, 35.5% spent time in Cannon Beach, just slightly surpassing the share of those who went to Newport (34.7%). Three in ten said they visited Seaside (30.5%), followed by one in four who visited Tillamook (25.7%) and/or Lincoln (25.5%).

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 (114 completed surveys).

In-state Eastern Oregon region visitors that visited the coast preferred central coast cities such as Newport and Lincoln City.

Oregon Coast Region Cities Visited by Segment

	Total	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Cannon Beach	35.5%	40.3%	33.0%	35.3%	39.9%	38.9%	50.4%
Newport	34.7%	29.0%	48.4%	32.9%	36.3%	40.2%	24.5%
Seaside	30.5%	42.4%	33.3%	25.5%	28.9%	32.2%	32.6%
Tillamook	25.7%	22.3%	18.5%	29.0%	26.4%	26.9%	18.8%
Lincoln City	25.5%	13.7%	53.9%	19.8%	28.3%	26.9%	24.6%
Coos Bay	23.3%	24.1%	35.6%	20.1%	23.8%	18.3%	12.4%
Astoria	22.4%	28.1%	11.5%	24.2%	23.6%	23.8%	24.9%
Depoe Bay	22.2%	31.8%	47.7%	12.8%	25.7%	23.2%	24.1%
North Bend	20.6%	28.1%	42.2%	12.9%	21.2%	22.0%	15.9%
Pacific City	19.6%	25.5%	16.2%	17.8%	22.5%	26.3%	22.8%
Florence	18.6%	36.4%	28.0%	11.5%	15.2%	18.6%	13.9%
Gold Beach	17.8%	14.0%	23.2%	17.6%	12.2%	15.7%	6.1%
Myrtle Point	16.9%	28.1%	23.6%	12.2%	16.5%	15.1%	20.9%
Port Orford	15.9%	23.7%	28.9%	10.4%	16.4%	14.4%	8.6%
Lakeside	14.0%	20.4%	14.7%	12.3%	14.3%	13.3%	20.6%
Brookings-Harbor	14.0%	18.1%	32.7%	7.8%	14.2%	13.6%	7.7%
Warrenton	14.0%	26.3%	0.0%	14.7%	17.7%	14.8%	9.6%
Bandon	13.9%	17.3%	31.8%	6.8%	14.1%	11.5%	5.1%
Bay City	13.6%	22.7%	8.6%	12.7%	13.1%	14.6%	9.3%
Rockaway Beach	12.0%	8.7%	12.9%	12.8%	11.3%	11.7%	1.8%
Gleneden Beach	11.8%	15.4%	14.8%	10.2%	10.1%	13.0%	19.5%
Toledo	11.6%	10.8%	3.8%	12.8%	10.9%	13.4%	12.2%
Garibaldi	11.2%	20.7%	8.0%	9.6%	11.7%	14.2%	20.3%
Waldport	11.1%	11.7%	18.8%	7.5%	13.0%	14.3%	17.2%
Reedsport	10.7%	19.1%	20.6%	5.9%	10.7%	12.0%	8.7%
Coquille	10.5%	11.7%	15.3%	9.0%	8.8%	7.0%	13.1%
Westlake-Dunes City	10.5%	20.4%	8.6%	8.5%	10.4%	10.2%	7.7%
Gearhart	9.0%	16.7%	3.8%	7.1%	9.3%	10.5%	14.3%
Yachats	8.7%	0.0%	9.1%	11.1%	9.0%	5.2%	3.0%
Mapleton	8.2%	8.7%	3.8%	9.4%	10.4%	9.0%	3.6%
Another city/community not on this list	2.2%	3.9%	4.8%	1.1%	2.1%	1.0%	0.0%
Base	114	17	22	74	82	80	33

*Small sample size

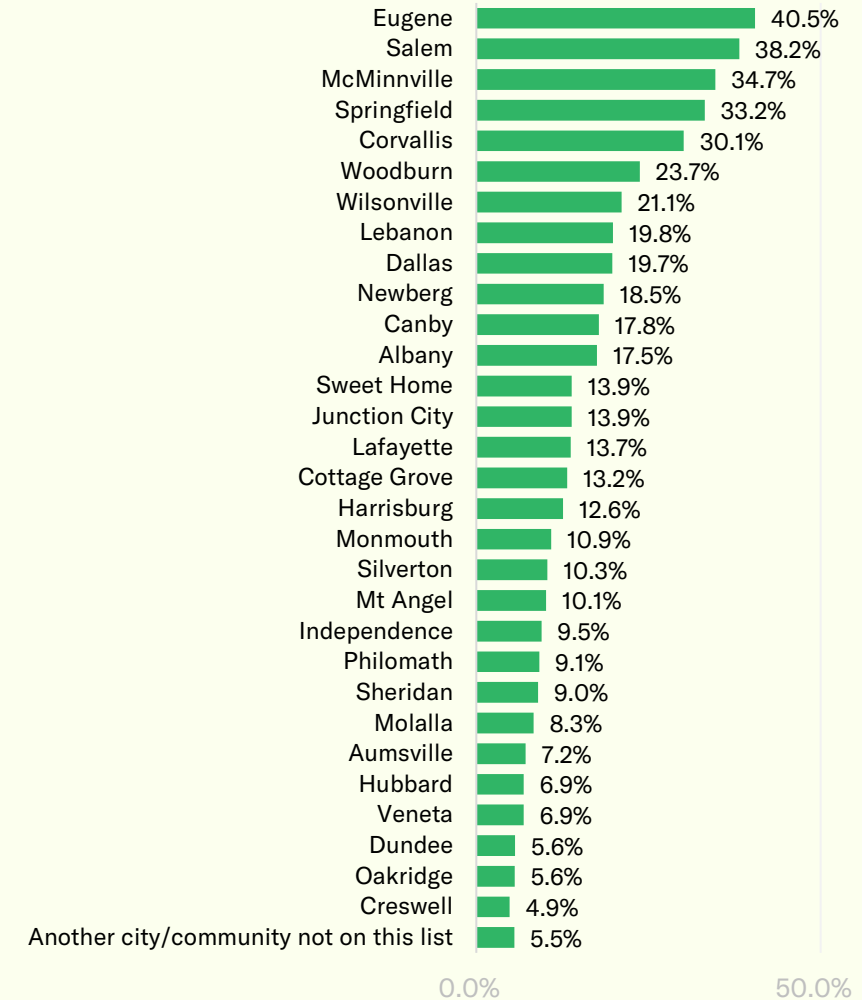
Question: Which cities in the Oregon Coast region did you visit on the most recent trip?

Base: Respondents who also visited the Oregon Coast Region on their most recent trip (114 completed surveys).

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

Of the 25.3% of Eastern Oregon region visitors who traveled to the Willamette Valley on their most recent trip to Oregon in 2024-2025, the largest share reported visiting Eugene (40.5%). Over one-third said they went to Salem (38.2%), followed by McMinnville (34.7%), and/or Springfield (33.2%).

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 (77 completed surveys).

Salem was the top visited city for the region among Outdoor Recreation participants and out-of-state visitors.

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	40.5%	37.2%	51.4%	39.1%	45.7%	44.0%	41.8%
Salem	38.2%	51.6%	53.5%	32.0%	56.6%	42.2%	44.4%
McMinnville	34.7%	60.4%	30.9%	32.0%	44.2%	41.5%	38.6%
Springfield	33.2%	21.1%	35.3%	36.0%	31.0%	30.7%	46.5%
Corvallis	30.1%	32.7%	28.0%	31.3%	34.8%	32.1%	34.3%
Woodburn	23.7%	0.0%	42.2%	23.4%	23.4%	24.0%	25.3%
Wilsonville	21.1%	14.4%	34.0%	19.0%	17.4%	24.8%	20.5%
Lebanon	19.8%	22.1%	11.7%	19.2%	17.2%	21.8%	19.9%
Dallas	19.7%	14.4%	10.4%	20.9%	15.2%	19.9%	14.6%
Newberg	18.5%	14.4%	25.8%	14.1%	11.6%	15.8%	15.3%
Canby	17.8%	10.5%	15.8%	20.5%	17.2%	15.3%	9.2%
Albany	17.5%	26.3%	5.6%	20.2%	14.6%	18.8%	19.2%
Sweet Home	13.9%	0.0%	0.0%	21.5%	10.8%	15.4%	25.3%
Junction City	13.9%	14.4%	18.9%	9.1%	14.5%	12.3%	15.2%
Lafayette	13.7%	28.8%	6.0%	13.7%	17.5%	19.5%	19.6%
Cottage Grove	13.2%	0.0%	31.1%	7.0%	10.5%	11.4%	9.6%
Harrisburg	12.6%	28.8%	10.8%	10.4%	19.3%	16.0%	15.8%
Monmouth	10.9%	14.4%	0.0%	10.5%	8.0%	12.2%	5.5%
Silverton	10.3%	14.4%	4.1%	11.9%	11.3%	12.0%	13.7%
Mt Angel	10.1%	0.0%	0.0%	12.1%	10.9%	11.1%	11.7%
Independence	9.5%	24.9%	0.0%	9.7%	11.9%	9.8%	4.2%
Philomath	9.1%	14.4%	7.6%	8.9%	8.1%	10.4%	17.3%
Sheridan	9.0%	14.4%	4.8%	6.0%	7.2%	6.9%	11.7%
Molalla	8.3%	0.0%	6.0%	11.0%	11.2%	9.2%	13.2%
Aumsville	7.2%	0.0%	0.0%	11.1%	6.7%	6.5%	7.0%
Hubbard	6.9%	37.1%	0.0%	3.3%	8.1%	7.5%	2.4%
Veneta	6.9%	0.0%	13.0%	6.5%	5.0%	7.4%	0.0%
Dundee	5.6%	0.0%	0.0%	8.7%	4.1%	6.6%	7.1%
Oakridge	5.6%	0.0%	20.6%	2.1%	5.0%	4.1%	0.0%
Creswell	4.9%	0.0%	0.0%	4.0%	2.3%	3.7%	3.7%
Another city/community not on this list	5.5%	0.0%	0.0%	8.5%	2.8%	6.1%	2.5%
Base	77	9	17	50	45	54	26

*Small sample size

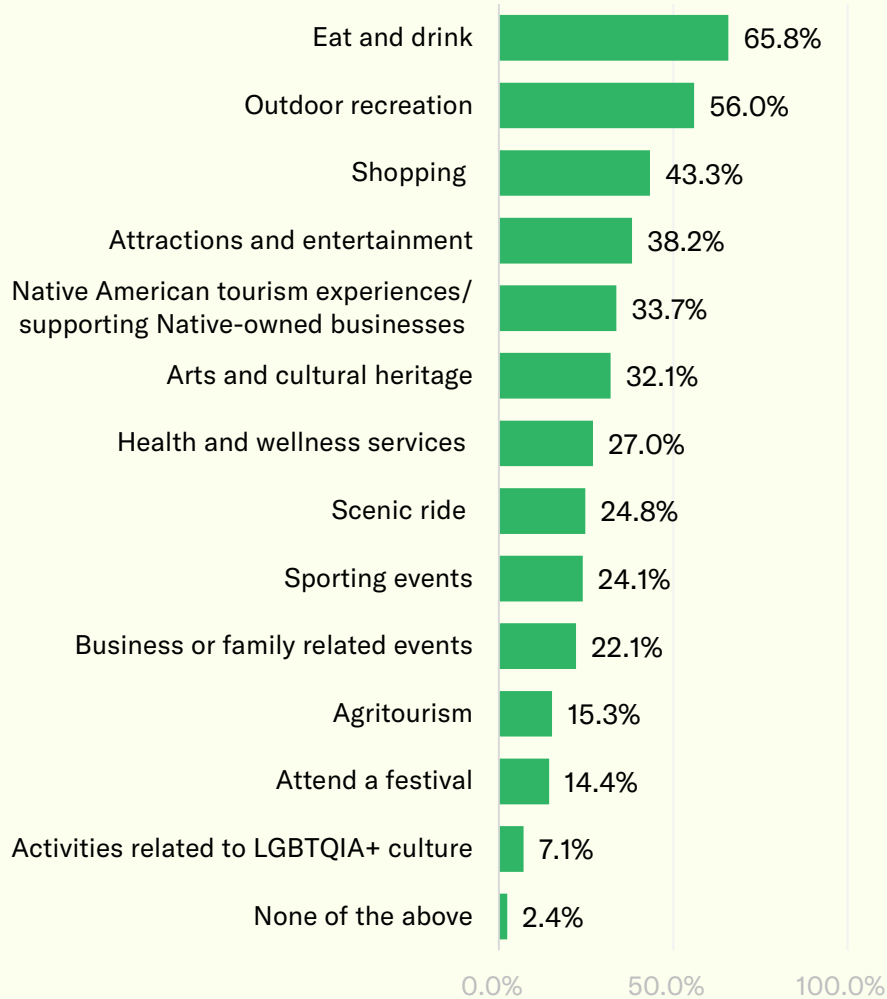
Question: Which cities in the Willamette Valley region did you visit on the most recent trip?
 Base: Respondents who also visited the Willamette Valley Region on their most recent trip (77 completed surveys).

Detailed Findings: Key Activities

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

Eating and drinking (65.8%) was by far the most popular activity for 2024-2025 Eastern Oregon region visitors to engage in. More than half (56.0%) said they participated in outdoor recreation, followed by 43.3% who went shopping. Notably, among the segments, Arts & Culture Participants (87.2%) and Outdoor Recreation Participants (72.0%) were significantly more likely to say they also participated in eating and drinking activities.

Activity Types



By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Eat and drink	65.8%	60.9%	52.2%	69.6%	72.0%	100.0%	77.2%
Outdoor recreation	56.0%	45.1%	59.5%	59.2%	100.0%	61.2%	57.5%
Shopping	43.3%	38.3%	42.5%	44.9%	52.3%	52.4%	48.2%
Attractions and entertainment	38.2%	33.9%	24.6%	41.1%	45.2%	44.5%	41.7%
Native American tourism experiences/ supporting Native-owned businesses	33.7%	42.0%	21.0%	32.9%	30.6%	32.0%	37.2%
Arts and cultural heritage	32.1%	34.7%	16.5%	33.5%	32.9%	37.6%	100.0%
Health and wellness services	27.0%	31.3%	5.1%	28.8%	29.2%	28.7%	37.3%
Scenic ride	24.8%	17.9%	26.2%	26.1%	30.6%	28.4%	27.7%
Sporting events	24.1%	19.5%	9.7%	27.0%	26.2%	26.6%	26.7%
Business or family related events	22.1%	20.2%	17.8%	23.1%	21.3%	21.1%	25.8%
Agritourism	15.3%	19.5%	5.2%	15.5%	14.0%	11.5%	22.4%
Attend a festival	14.4%	7.8%	2.8%	18.0%	17.6%	15.9%	15.5%
Activities related to LGBTQIA+ culture	7.1%	4.9%	3.7%	8.1%	9.5%	9.7%	9.1%
None of the above	2.4%	1.1%	12.1%	1.4%	0.0%	0.0%	0.0%
Base	561	120	58	379	306	365	179

**Small sample size*

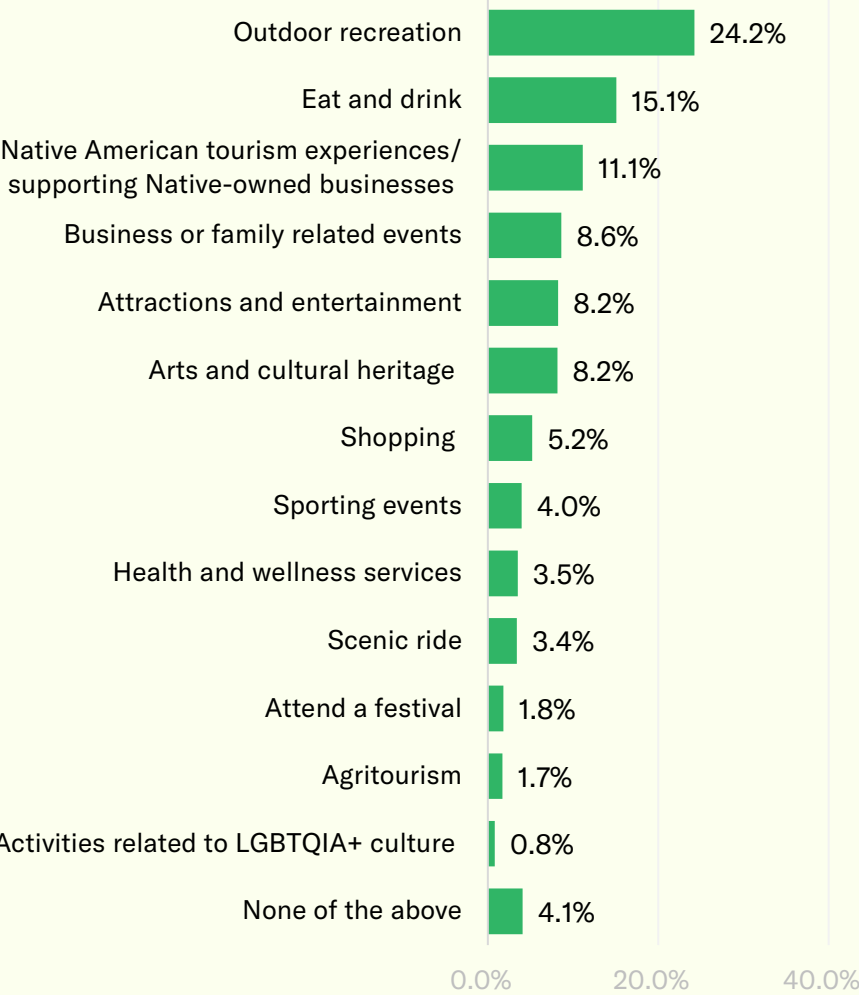
Question: Which type of activities/experiences did you participate in during this trip?

Base: Total respondents (561 completed surveys).

Outdoor recreation was the top motivating activity for Eastern Oregon region visitors.

Among Eastern Oregon region visitors who said they participated in any of these activities, over one-fourth (24.2%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. This was followed by 15.1% 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	24.2%	14.9%	48.5%	24.4%	42.5%	22.4%	19.9%
Eat and drink	15.1%	12.9%	2.9%	17.5%	9.4%	22.2%	12.2%
Native American tourism experiences/ supporting Native-owned businesses	11.1%	14.0%	9.0%	10.6%	7.3%	9.4%	9.5%
Business or family related events	8.6%	6.9%	15.2%	8.3%	6.7%	7.4%	7.4%
Attractions and entertainment	8.2%	11.3%	1.6%	7.5%	9.0%	7.6%	6.0%
Arts and cultural heritage	8.2%	14.8%	1.3%	6.9%	5.2%	7.3%	24.7%
Shopping	5.2%	5.6%	3.6%	5.1%	4.5%	5.5%	4.4%
Sporting events	4.0%	7.5%	1.3%	3.2%	4.2%	4.3%	2.8%
Health and wellness services	3.5%	2.9%	2.0%	3.9%	3.0%	3.0%	6.4%
Scenic ride	3.4%	3.2%	6.8%	3.1%	2.1%	3.1%	1.7%
Attend a festival	1.8%	1.5%	0.0%	2.2%	1.3%	1.3%	0.0%
Agritourism	1.7%	2.4%	0.0%	1.7%	0.6%	0.8%	0.3%
Activities related to LGBTQIA+ culture	0.8%	0.0%	0.0%	1.2%	1.2%	1.2%	1.5%
None of the above	4.1%	2.1%	7.8%	4.3%	3.1%	4.5%	3.2%
Base	542	118	51	369	303	364	179

**Small sample size*

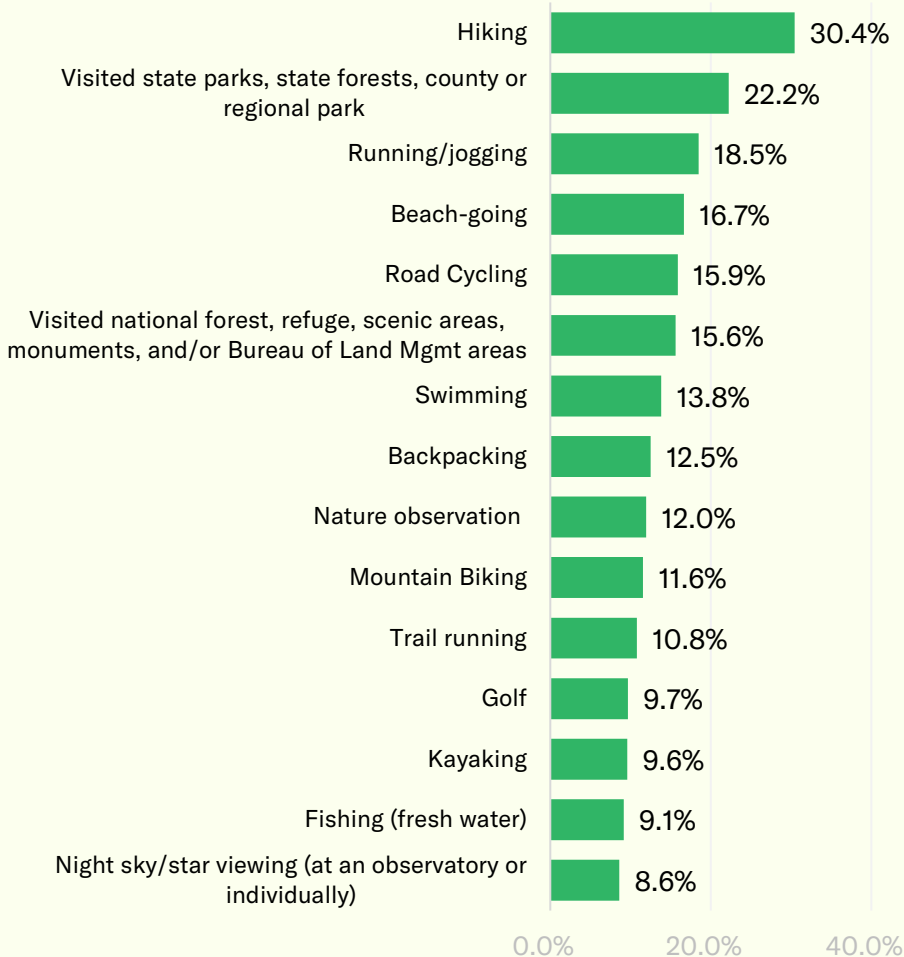
Question: Of the activities you participated in, were any the primary motivation for your most recent trip?

Base: Total respondents (542 completed surveys).

Hiking was the top outdoor recreation activity for Eastern Oregon region visitors.

Among 2024-2025 Eastern Oregon region visitors' outdoor recreation engagement, the largest share (30.4%) went hiking, followed by about one in five (22.2%) who visited a state park, state forest, or county or regional park. Food & Drink Participants were also more likely to engage in outdoor activities. Running/jogging was much more prevalent among out-of-state visitors (22.3%) compared to in-state (0.0%).

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	30.4%	22.6%	34.2%	32.6%	54.4%	36.6%	33.4%
Visited state parks, state forests, county or regional park	22.2%	16.2%	28.3%	23.4%	39.8%	27.7%	27.8%
Running/jogging	18.5%	14.4%	0.0%	22.3%	33.1%	21.4%	23.4%
Beach-going	16.7%	13.6%	27.1%	16.4%	29.8%	19.2%	23.4%
Road Cycling	15.9%	18.9%	0.0%	17.3%	28.4%	16.3%	18.6%
Visited national forest, refuge, scenic areas, monuments, and/or Bureau of Land Mgmt areas	15.6%	10.6%	20.5%	16.5%	27.9%	19.1%	14.8%
Swimming	13.8%	14.8%	8.6%	14.1%	24.7%	18.1%	13.1%
Backpacking	12.5%	15.3%	5.8%	12.5%	22.4%	13.1%	12.9%
Nature observation	12.0%	3.6%	21.1%	13.3%	21.4%	14.3%	17.6%
Mountain Biking	11.6%	9.3%	0.0%	13.8%	20.6%	11.1%	11.4%
Trail running	10.8%	8.3%	5.0%	12.6%	19.3%	11.7%	13.9%
Golf	9.7%	6.8%	0.0%	11.8%	17.3%	12.3%	9.9%
Kayaking	9.6%	8.3%	3.0%	10.7%	17.1%	11.8%	11.4%
Fishing (fresh water)	9.1%	4.2%	5.6%	11.1%	16.3%	11.5%	11.1%
Night sky/star viewing (at an observatory or individually)	8.6%	6.9%	12.7%	8.4%	15.4%	11.2%	11.6%
Base	561	120	58	379	306	365	179

**Small sample size*

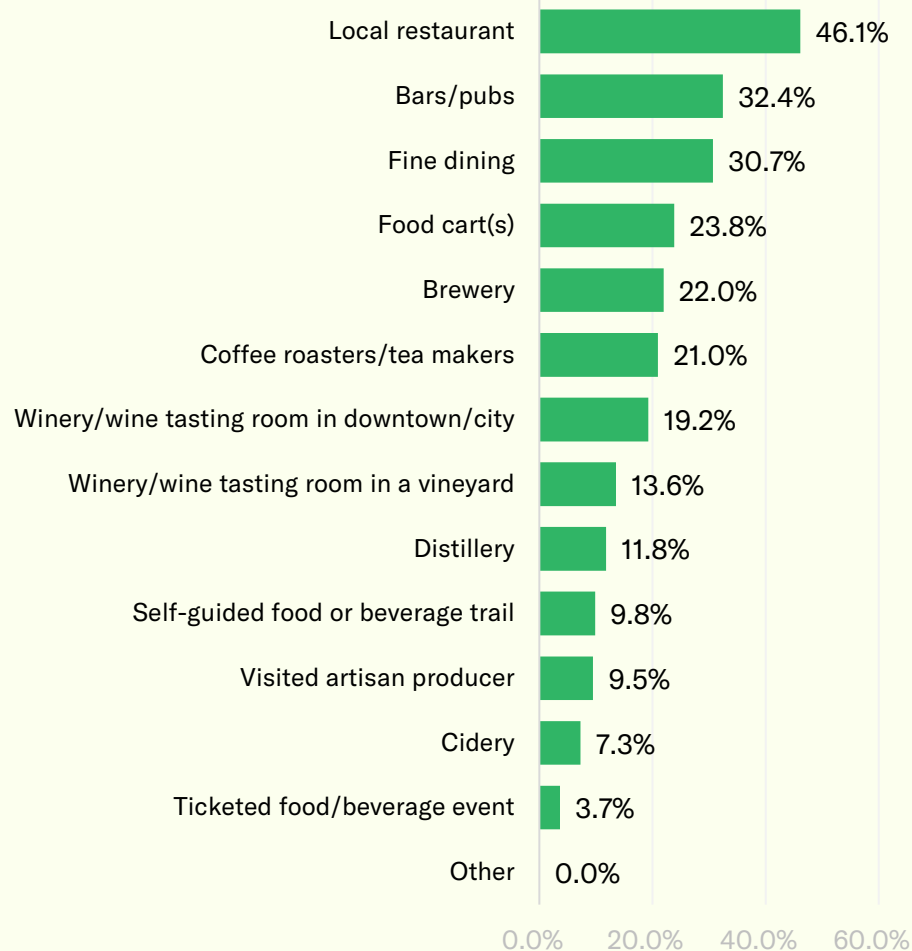
Question: Which of the following outdoor recreation activities did you do on this trip?

Base: Total respondents (561 completed surveys).

Nearly half of Eastern Oregon region visitors ate at local restaurant.

At 46.1% of Eastern 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 bars/pubs (32.4%) and engaged in fine dining (30.7%). Among the segments, it is worth noting that Arts & Culture Participants and Outdoor Recreation Participants were significantly more likely to have engaged in nearly all of these food & drink activities, aligning closely with Food & Drink Participants for nearly all activities.

Food & Drink Activities



By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Local restaurant	46.1%	37.3%	48.9%	48.9%	55.1%	70.1%	55.6%
Bars/pubs	32.4%	29.1%	23.8%	34.8%	39.0%	49.3%	43.7%
Fine dining	30.7%	25.2%	4.9%	36.2%	35.7%	46.6%	41.0%
Food cart(s)	23.8%	25.2%	7.3%	25.7%	28.0%	36.2%	32.6%
Brewery	22.0%	22.5%	12.3%	23.2%	25.7%	33.4%	31.8%
Coffee roasters/tea makers	21.0%	17.0%	12.0%	23.2%	28.3%	31.9%	27.3%
Winery/wine tasting room in downtown/city	19.2%	13.3%	2.2%	23.5%	24.3%	29.2%	26.3%
Winery/wine tasting room in a vineyard	13.6%	11.6%	2.8%	15.6%	15.1%	20.6%	23.1%
Distillery	11.8%	9.5%	1.1%	13.9%	12.2%	18.0%	22.7%
Self-guided food or beverage trail	9.8%	4.9%	1.4%	12.7%	11.4%	15.0%	14.2%
Visited artisan producer	9.5%	6.5%	3.7%	11.1%	13.2%	14.4%	17.0%
Cidery	7.3%	8.6%	0.0%	8.0%	8.1%	11.1%	16.1%
Ticketed food/beverage event	3.7%	1.5%	1.4%	4.7%	4.5%	5.6%	8.9%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	561	120	58	379	306	365	179

*Small sample size

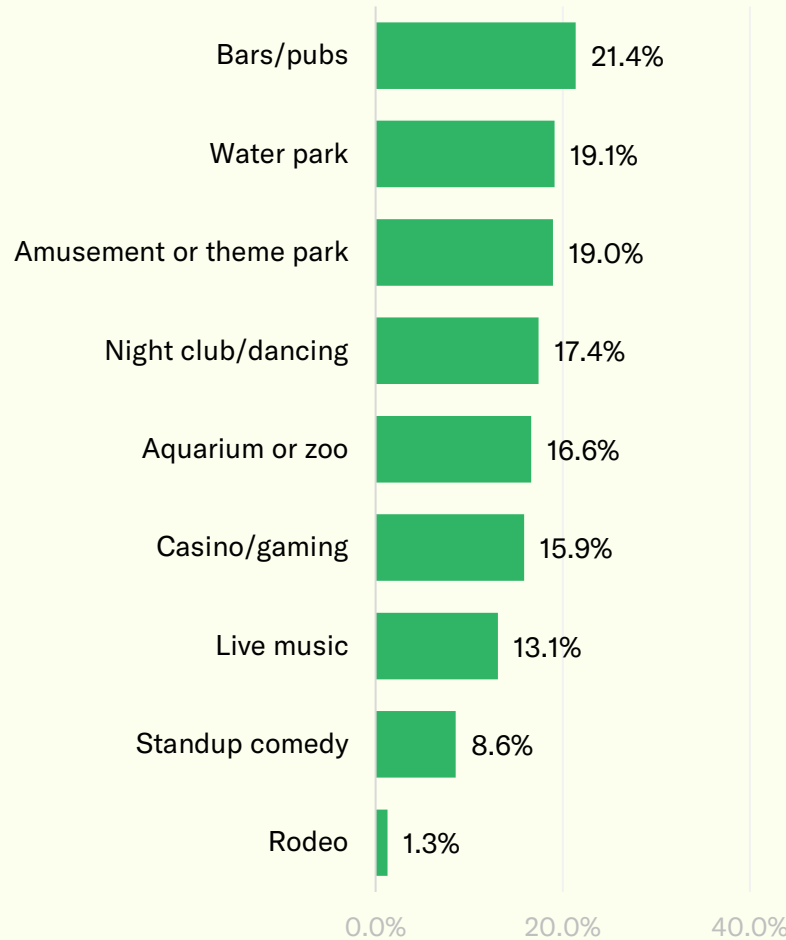
Question: Which of the following eat and drink activities did you do during this trip?

Base: Total respondents (561 completed surveys).

Bars and pubs were the most popular attractions and entertainment.

For 2024-2025 Eastern Oregon region visitors, 21.4% went to a bar or pub, a slightly smaller share visited a water park (19.1%), and/or an amusement or theme park (19.0%). Outdoor Recreation Participants and Food & Drink Participants were more likely to engage in attractions and entertainment activities, while in-state visitors were less likely to have done so.

Attractions & Entertainment Activities



By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Bars/pubs	21.4%	20.3%	9.2%	23.4%	26.4%	28.3%	25.7%
Water park	19.1%	19.4%	1.4%	21.5%	25.0%	21.3%	22.9%
Amusement or theme park	19.0%	16.8%	3.7%	21.2%	22.8%	22.1%	23.4%
Night club/dancing	17.4%	13.4%	8.7%	19.2%	20.4%	21.2%	24.5%
Aquarium or zoo	16.6%	16.0%	8.2%	17.4%	21.7%	18.6%	20.5%
Casino/gaming	15.9%	16.4%	9.6%	16.8%	16.8%	19.8%	17.3%
Live music	13.1%	9.8%	7.3%	14.8%	18.0%	18.0%	20.2%
Standup comedy	8.6%	7.7%	0.0%	10.2%	9.3%	10.8%	11.6%
Rodeo	1.3%	0.8%	0.0%	1.6%	2.0%	1.9%	3.9%
Base	561	120	58	379	306	365	179

**Small sample size*

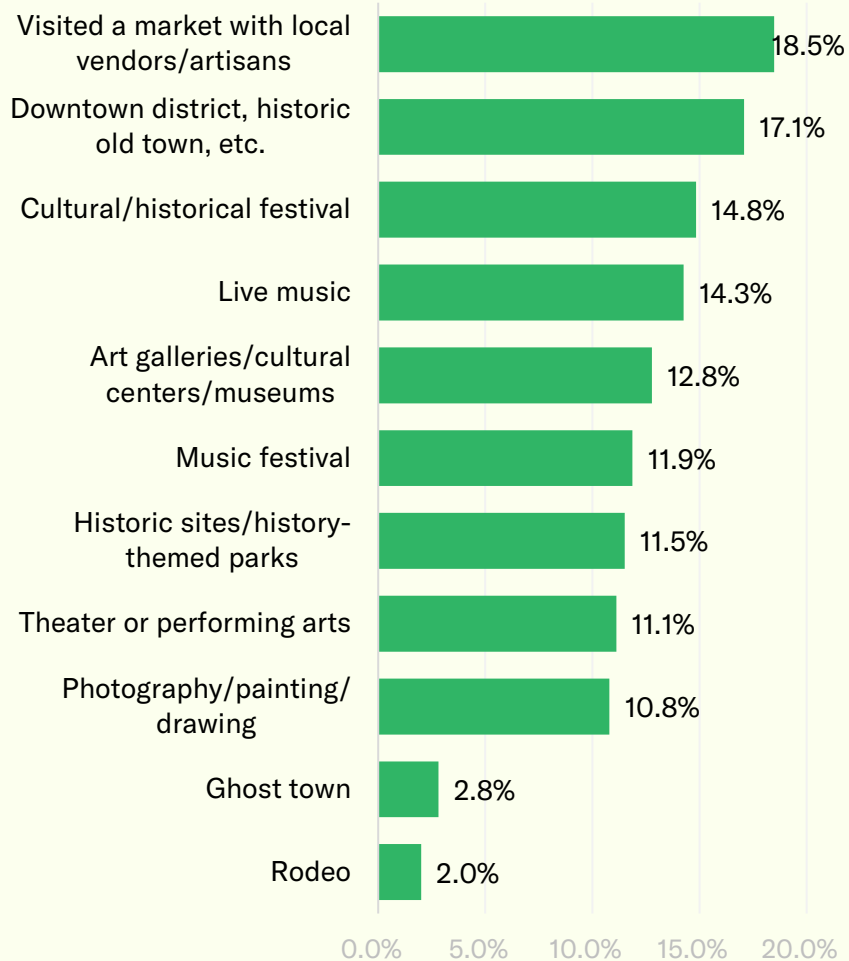
Question: Which of the following attractions and entertainment experiences did you do during this trip?

Base: Total respondents (561 completed surveys).

Visiting markets with local vendors/artisans was the top arts & cultural draw for Eastern Oregon region visitors.

On their most recent Oregon trip in 2024-2025, visiting a local market was reported by nearly one in five (18.5%) Eastern Oregon region visitors. This was followed by 17.1% who reported visiting downtown districts. Notably, in-state visitors were much less likely to have engaged in cultural/historical festivals (5.4%), music festivals (1.1%), and/or photography/painting/drawing (1.1%) compared to other visitors.

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
Visited a market with local vendors/artisans	18.5%	18.5%	10.6%	19.5%	21.5%	22.7%	57.7%
Downtown district, historic old town, etc.	17.1%	8.6%	8.3%	21.0%	22.2%	22.9%	53.3%
Cultural/historical festival	14.8%	15.8%	5.4%	15.8%	15.6%	16.9%	46.3%
Live music	14.3%	10.8%	5.0%	16.9%	17.9%	18.3%	44.5%
Art galleries/cultural centers/museums	12.8%	12.6%	7.4%	13.5%	14.0%	17.5%	39.9%
Music festival	11.9%	10.9%	1.1%	13.5%	12.1%	14.2%	37.0%
Historic sites/history-themed parks	11.5%	8.8%	3.2%	13.4%	15.0%	15.7%	35.9%
Theater or performing arts	11.1%	14.1%	3.4%	11.1%	12.6%	13.5%	34.7%
Photography/painting/drawing	10.8%	12.1%	1.1%	11.6%	11.3%	14.2%	33.7%
Ghost town	2.8%	0.0%	0.0%	4.1%	3.7%	3.8%	8.8%
Rodeo	2.0%	0.8%	0.0%	2.7%	2.8%	2.5%	6.2%
Base	561	120	58	379	306	365	179

**Small sample size*

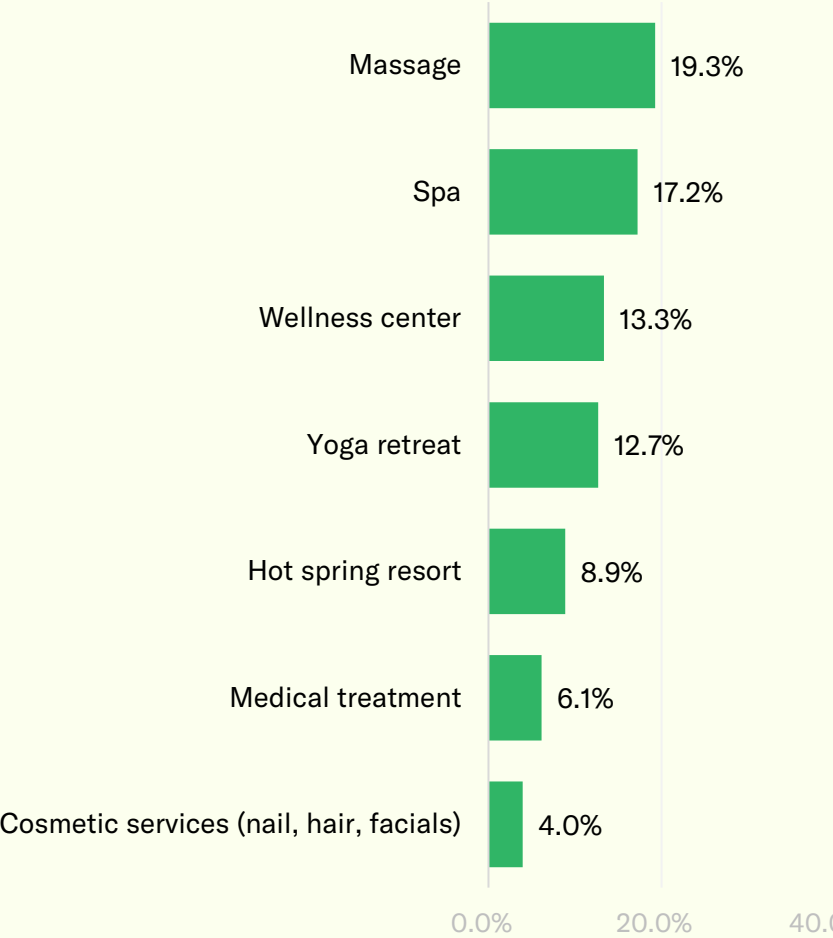
Question: Which of the following arts and cultural heritage related activities did you do on this trip?

Base: Total respondents (561 completed surveys).

Over one in seven Eastern Oregon Region visitors got a massage or spa treatment.

Nearly one in five (19.3%) Eastern Oregon region visitors got a massage and/or went to a spa (17.2%) on their 2024-25 trip to Oregon. 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	19.3%	20.7%	2.8%	21.1%	21.5%	20.5%	28.6%
Spa	17.2%	21.0%	4.0%	18.1%	22.1%	19.7%	25.7%
Wellness center	13.3%	13.9%	0.0%	15.2%	13.1%	14.7%	19.9%
Yoga retreat	12.7%	19.9%	0.0%	12.3%	14.7%	14.9%	18.3%
Hot spring resort	8.9%	6.3%	1.7%	10.6%	9.2%	9.7%	13.6%
Medical treatment	6.1%	6.2%	0.0%	7.0%	5.9%	7.4%	10.1%
Cosmetic services (nail, hair, facials)	4.0%	3.8%	0.0%	4.6%	4.9%	4.1%	7.4%
Base	561	120	58	379	306	365	179

**Small sample size*

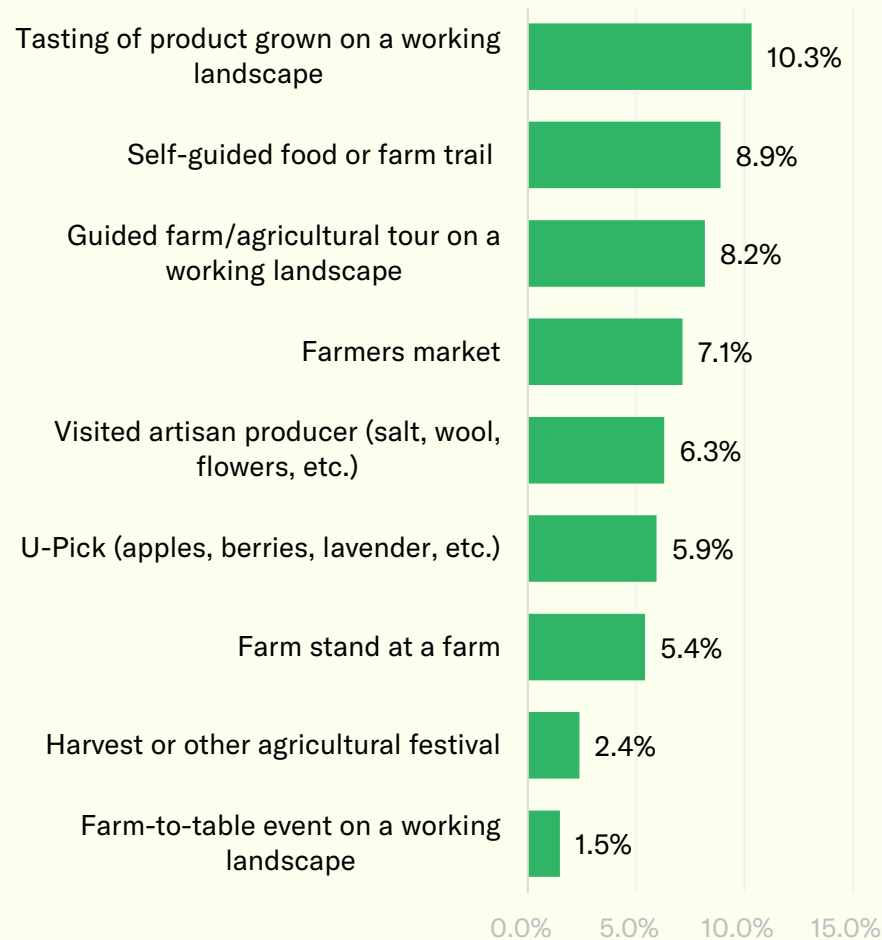
Question: Which of the following health and wellness activities did you do during this trip?

Base: Total respondents (561 completed surveys).

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

While only a small share of 2024-25 Eastern Oregon region visitors participated in any agritourism activities, product tasting (10.3%), self-guided food or farm trails (8.9%), and guided farm tours (8.2%) 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	10.3%	11.4%	1.7%	11.3%	9.5%	8.8%	14.8%
Self-guided food or farm trail	8.9%	12.2%	1.7%	8.9%	8.7%	7.2%	14.8%
Guided farm/agricultural tour on a working landscape	8.2%	8.1%	1.7%	9.2%	7.9%	7.9%	14.7%
Farmers market	7.1%	6.8%	3.5%	7.8%	8.1%	5.6%	11.9%
Visited artisan producer (salt, wool, flowers, etc.)	6.3%	11.1%	1.7%	5.5%	6.2%	5.1%	11.1%
U-Pick (apples, berries, lavender, etc.)	5.9%	7.4%	3.5%	5.9%	5.6%	5.7%	10.2%
Farm stand at a farm	5.4%	6.4%	1.4%	5.7%	5.0%	5.4%	12.3%
Harvest or other agricultural festival	2.4%	1.3%	1.4%	2.9%	3.1%	2.7%	6.1%
Farm-to-table event on a working landscape	1.5%	0.0%	0.0%	2.2%	2.2%	2.0%	3.7%
Base	561	120	58	379	306	365	179

**Small sample size*

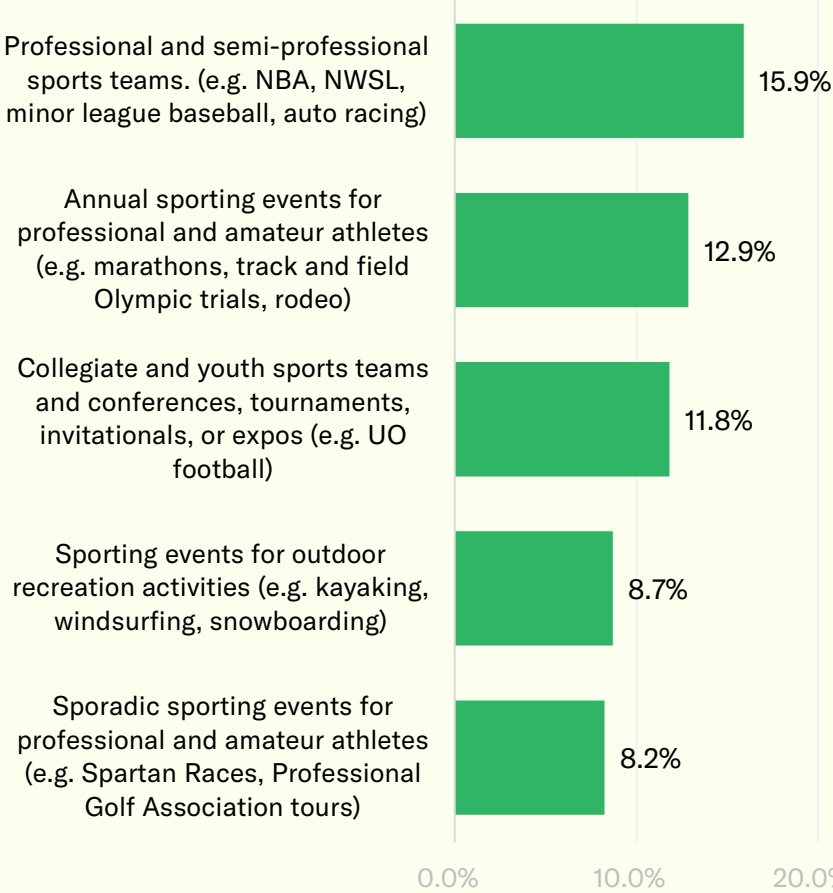
Question: Which of the following agritourism experiences did you partake in during this trip?

Base: Total respondents (561 completed surveys).

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

Among 2024-25 Eastern Oregon region visitors, one in seven (15.9%) 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, particularly pro and semi-pro sports teams (3.6%), while Arts & Culture Participants were much more likely to have participated in sporadic sporting events (11.3%).

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. (e.g. NBA, NWSL, minor league baseball, auto racing)	15.9%	15.4%	3.6%	17.1%	18.4%	17.5%	15.9%
Annual sporting events for professional and amateur athletes (e.g. marathons, track and field Olympic trials, rodeo)	12.9%	8.4%	2.9%	15.0%	13.7%	14.2%	19.1%
Collegiate and youth sports teams and conferences, tournaments, invitationals, or expos (e.g. UO football)	11.8%	9.4%	3.2%	13.1%	11.7%	13.3%	15.7%
Sporting events for outdoor recreation activities (e.g. kayaking, windsurfing, snowboarding)	8.7%	4.2%	0.0%	11.2%	12.1%	10.9%	12.5%
Sporadic sporting events for professional and amateur athletes (e.g. Spartan Races, Professional Golf Association tours)	8.2%	3.6%	0.0%	10.4%	8.3%	9.0%	11.3%
Base	561	120	58	379	306	365	179

*Small sample size

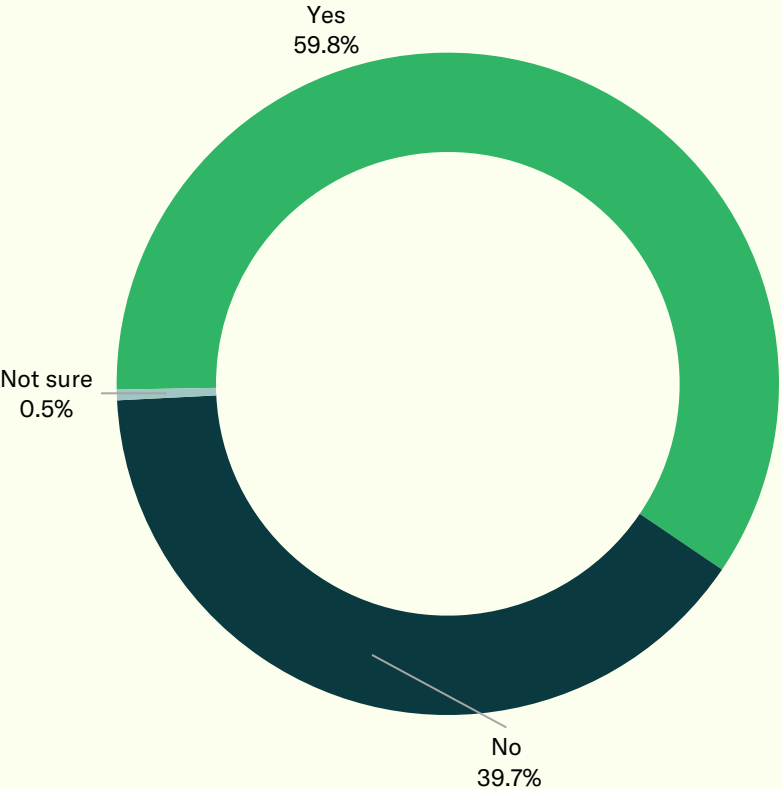
Question: Which of the following sporting events did you watch or participate in on this trip?

Base: Total respondents (561 completed surveys).

Three in five Eastern Oregon region visitors went on a guided tour.

A majority (59.8%) of 2024-2025 Eastern Oregon region visitors participated in a guided tour. Among the segments, over three-quarters (77.8%) of Arts & Culture Participants said they went on a guided tour during their trip. In-state visitors to the Eastern Oregon region were significantly less likely to have done so (8.5%).

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	59.8%	59.4%	8.5%	66.7%	62.5%	59.3%	77.8%
No	39.7%	39.9%	91.5%	32.8%	37.0%	40.6%	22.2%
Not sure	0.5%	0.6%	0.0%	0.6%	0.5%	0.2%	0.0%
Base	561	120	58	379	306	365	179

**Small sample size*

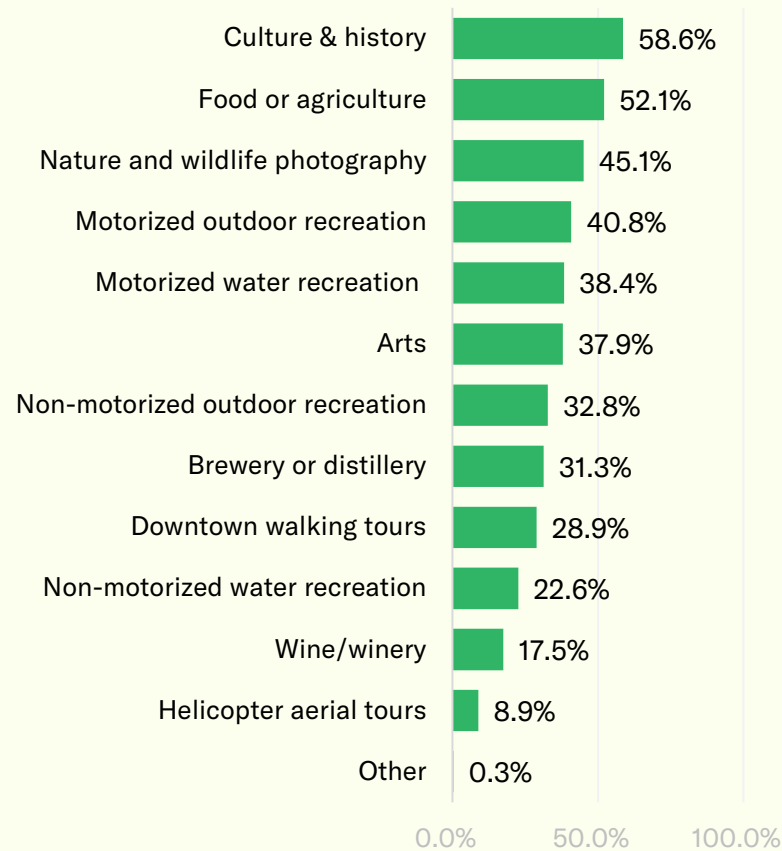
Question: Did you participate in any guided experience/tour (e.g., walking tour of city, river rafting, fishing, hiking with a guide)?

Base: Total respondents (561 completed surveys).

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

Among Eastern Oregon region visitors who took a guided tour on their most recent visit to Oregon, more than half (58.6%) said they took a culture & history tour, followed by half (52.1%) who did a food or agriculture tour. Over four in ten (45.1%) took a nature and wildlife photography tour, while one in ten engaged in motorized outdoor recreation (40.8%).

Guided Tour Type



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Culture & history	58.6%	56.2%	52.6%	60.1%	64.8%	62.5%	67.9%
Food or agriculture	52.1%	49.4%	20.1%	53.1%	59.5%	52.8%	49.0%
Nature and wildlife photography	45.1%	40.5%	39.9%	45.9%	54.3%	49.1%	43.0%
Motorized outdoor recreation	40.8%	33.3%	12.7%	43.4%	45.2%	44.7%	39.1%
Motorized water recreation	38.4%	35.0%	12.7%	39.1%	40.8%	39.1%	38.5%
Arts	37.9%	44.7%	27.1%	35.4%	40.6%	42.4%	55.5%
Non-motorized outdoor recreation	32.8%	47.5%	27.3%	28.3%	32.5%	33.9%	32.8%
Brewery or distillery	31.3%	41.1%	0.0%	29.2%	27.2%	35.4%	37.5%
Downtown walking tours	28.9%	25.0%	0.0%	31.1%	33.0%	31.9%	33.1%
Non-motorized water recreation	22.6%	19.7%	20.1%	23.5%	24.3%	26.2%	21.0%
Wine/winery	17.5%	22.5%	0.0%	16.6%	14.7%	20.6%	19.2%
Helicopter aerial tours	8.9%	8.1%	0.0%	9.4%	8.6%	9.0%	11.1%
Other	0.3%	1.6%	0.0%	0.0%	0.0%	0.5%	0.8%
Base	322	69	5	245	184	207	138

**Small sample size*

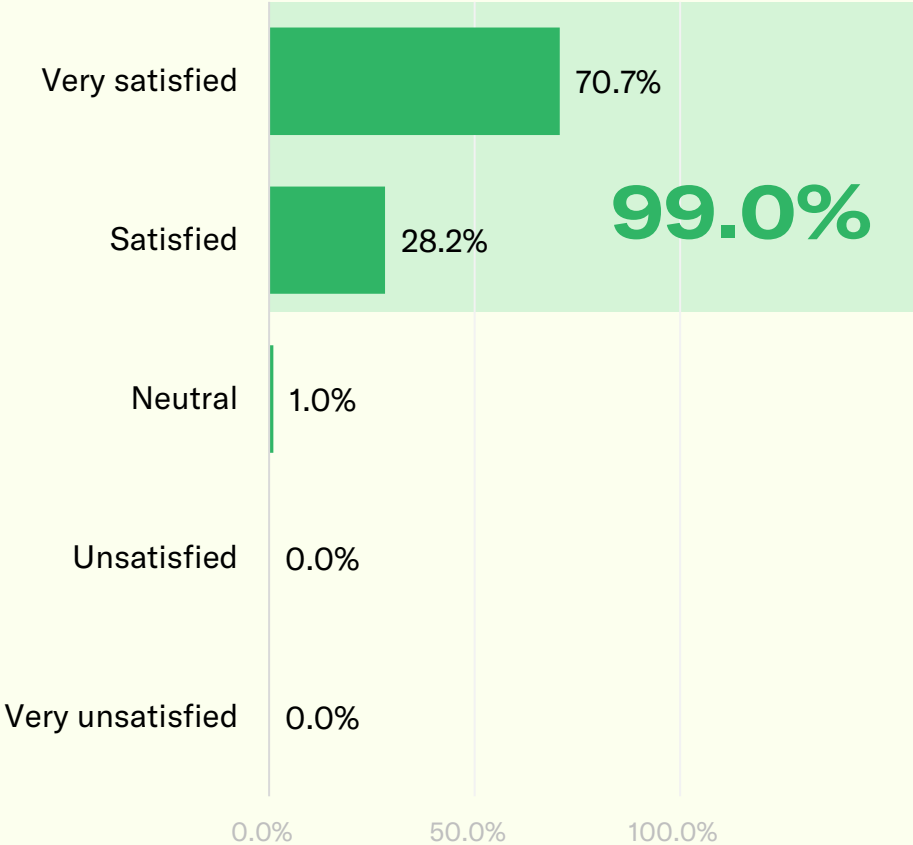
Question: Which best describes the type of guided tour(s) you participated in?

Base: Respondents who participated in a guided tour (322 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 Eastern Oregon region, at 99.0%. In fact, over seven in ten (70.7%) reported being very satisfied.

Guided Tour Satisfaction



By Segment

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Top 2 Box	99.0%	100.0%	100.0%	98.6%	100.0%	99.2%	99.6%
Very satisfied	70.7%	66.2%	40.1%	72.1%	71.2%	76.2%	76.0%
Satisfied	28.2%	33.8%	59.9%	26.5%	28.8%	23.0%	23.6%
Neutral	1.0%	0.0%	0.0%	1.4%	0.0%	0.8%	0.4%
Unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Very unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	322	69	5	245	184	207	138

**Small sample size*

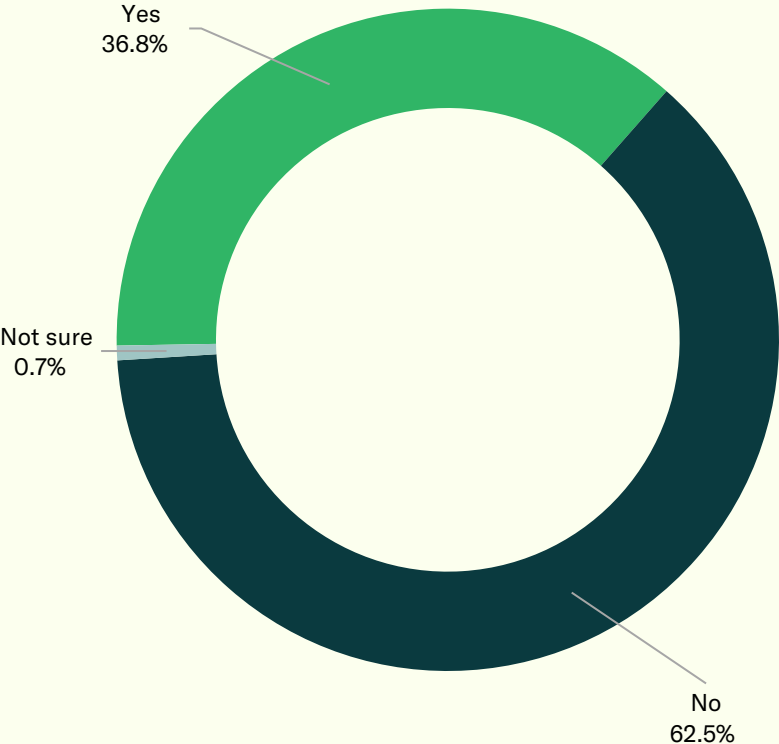
Question: How satisfied were you overall with your guided tour experiences?

Base: Respondents who participated in a guided tour (322 completed surveys).

More than one-third of Eastern Oregon region visitors traveled with an organized group tour.

Over one in three (36.8%) of 2024-2025 Eastern Oregon region visitors reported that their most recent trip was part of an organized group tour. Among the segments, Canadian visitors (51.4%) were much more likely than other visitors to say they were part of an organized group tour, while in-state visitors (5.1%) were much less likely to have done so.

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	36.8%	51.4%	5.1%	35.8%	34.3%	33.8%	44.3%
No	62.5%	48.0%	94.9%	63.3%	64.8%	65.3%	54.2%
Not sure	0.7%	0.6%	0.0%	0.8%	0.8%	0.9%	1.5%
Base	561	120	58	379	306	365	179

**Small sample size*

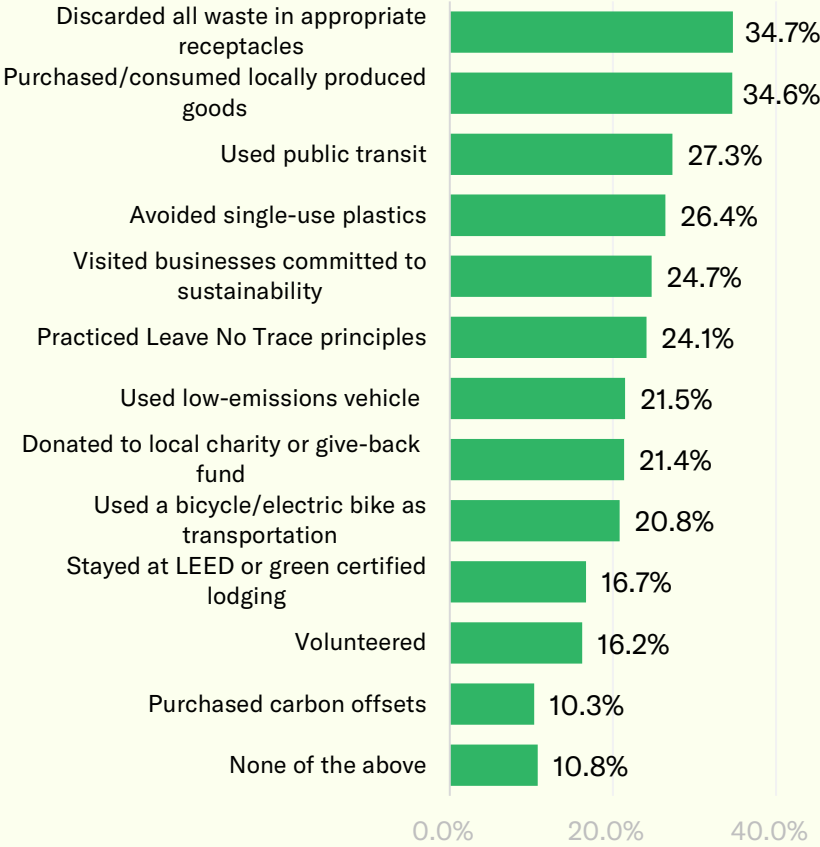
Question: Was your trip part of an organized group tour that was sold & operated by a tour operator (e.g. Backroads, Globus Vacations)?

Base: Total respondents (561 completed surveys).

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

Over eight in ten (89.2%) of the Eastern Oregon region visitors said they did at least one of the listed environmentally friendly practices. The largest share reported discarding all waste in appropriate receptacles (34.7%), followed closely by purchasing or consuming locally produced goods (34.6%). Over one-fourth used public transit (27.3%) and/or avoided single-use plastics (26.4%).

Environmentally Friendly Practices



By Segment

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

	Total	Canadian Visitors	In State *	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Discarded all waste in appropriate receptacles	34.7%	34.0%	67.3%	30.0%	37.9%	38.8%	34.0%
Purchased/consumed locally produced goods	34.6%	32.0%	36.9%	35.3%	41.7%	40.7%	34.7%
Used public transit	27.3%	29.3%	6.1%	29.1%	29.2%	27.7%	37.8%
Avoided single-use plastics	26.4%	31.6%	32.4%	23.4%	30.4%	28.3%	33.0%
Visited businesses committed to sustainability	24.7%	24.2%	17.6%	25.4%	27.1%	26.3%	34.2%
Practiced Leave No Trace principles	24.1%	27.1%	48.5%	19.2%	30.7%	24.0%	26.4%
Used low-emissions vehicle	21.5%	23.4%	16.7%	21.6%	25.0%	24.8%	29.1%
Donated to local charity or give-back fund	21.4%	29.0%	5.2%	21.1%	24.2%	20.1%	27.9%
Used a bicycle/electric bike as transportation	20.8%	23.4%	9.3%	20.8%	21.4%	21.9%	20.6%
Stayed at LEED or green certified lodging	16.7%	19.5%	8.1%	16.1%	15.2%	16.8%	19.1%
Volunteered	16.2%	22.0%	1.6%	16.6%	13.4%	15.0%	20.2%
Purchased carbon offsets	10.3%	11.7%	3.2%	11.0%	10.6%	10.9%	14.6%
None of the above	10.8%	5.8%	12.9%	12.2%	8.7%	9.9%	6.1%
Base	561	120	58	379	306	365	179

**Small sample size*

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

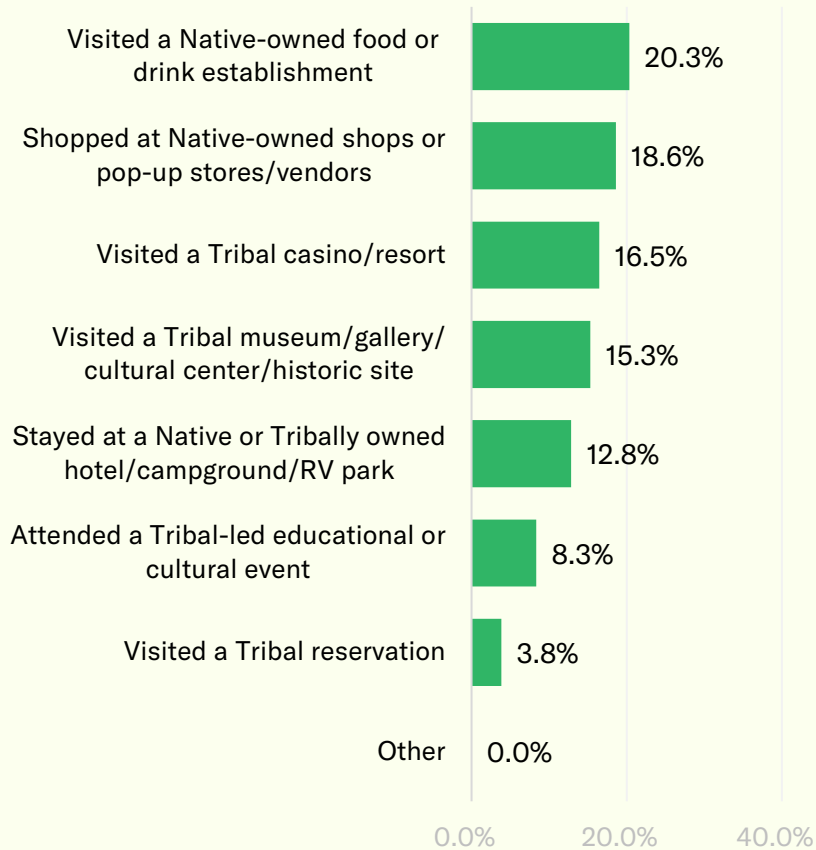
Base: Total respondents (561 completed surveys).

Detailed Findings: Native American Tourism

Of the Eastern Oregon region visitors in 2024-25, 33.7% participated in Native American tourism.

One in five (20.3%) visited a Native-owned food or drink establishment, followed by 18.6% who shopped at Native-owned shops or pop-up stores or vendors. Arts & Culture Participants were more likely to have engaged in most of the Native American tourism experiences listed.

Native American Tourism Experiences



By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Visited a Native-owned food or drink establishment	20.3%	23.2%	8.9%	21.0%	23.7%	19.3%	26.4%
Shopped at Native-owned shops or pop-up stores/vendors	18.6%	20.2%	5.6%	19.9%	16.4%	18.8%	23.0%
Visited a Tribal casino/resort	16.5%	17.3%	14.2%	16.7%	15.9%	16.5%	20.3%
Visited a Tribal museum/gallery/cultural center/historic site	15.3%	16.2%	6.1%	16.2%	13.7%	16.9%	21.8%
Stayed at a Native or Tribally owned hotel/campground/RV park	12.8%	17.3%	7.8%	12.0%	12.8%	13.3%	20.5%
Attended a Tribal-led educational or cultural event	8.3%	10.7%	1.4%	8.4%	9.5%	9.8%	11.0%
Visited a Tribal reservation	3.8%	2.4%	7.1%	3.9%	5.6%	4.5%	5.9%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	561	120	58	379	306	365	179

*Small sample size

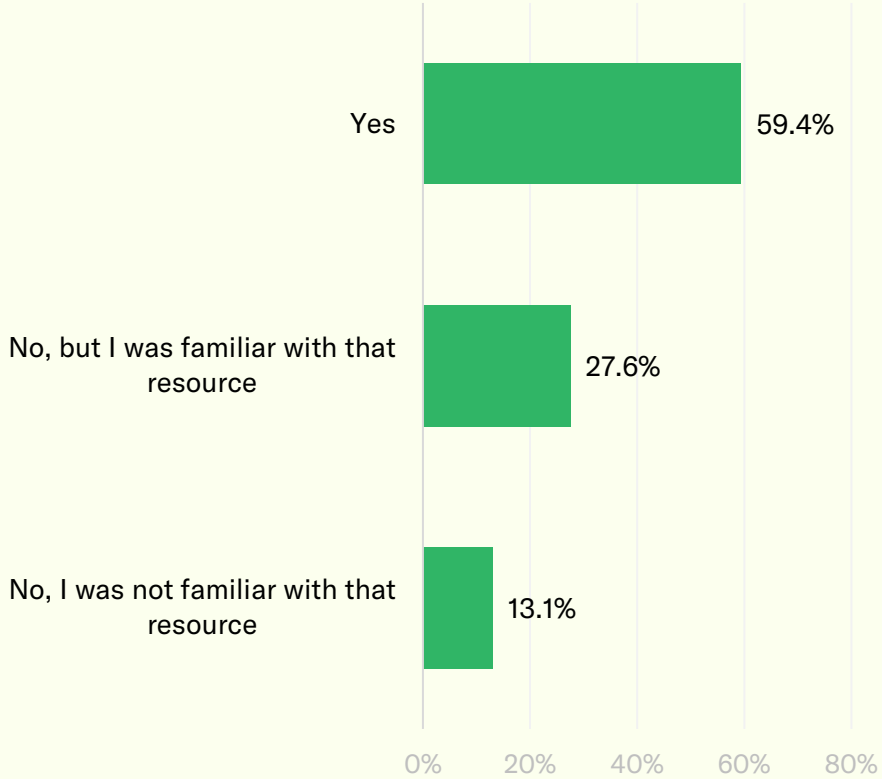
Question: What kind of activities did you participate in related to Native American tourism?

Base: Total respondents (561 completed surveys).

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

At 59.4%, most Eastern Oregon region visitors who participated in any Native American tourism activities said they used the Travel Guide to Oregon Indian Country. Over one-fourth (27.6%) did not use the resource even though they were already familiar with it, while about one in ten (13.1%) 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	59.4%	55.2%	16.1%	64.6%	65.4%	58.1%	59.9%
No, but I was familiar with that resource	27.6%	33.8%	19.7%	25.9%	21.3%	28.7%	27.5%
No, I was not familiar with that resource	13.1%	11.0%	64.2%	9.5%	13.3%	13.3%	12.6%
Base	175	46	12	116	90	107	64

**Small sample size*

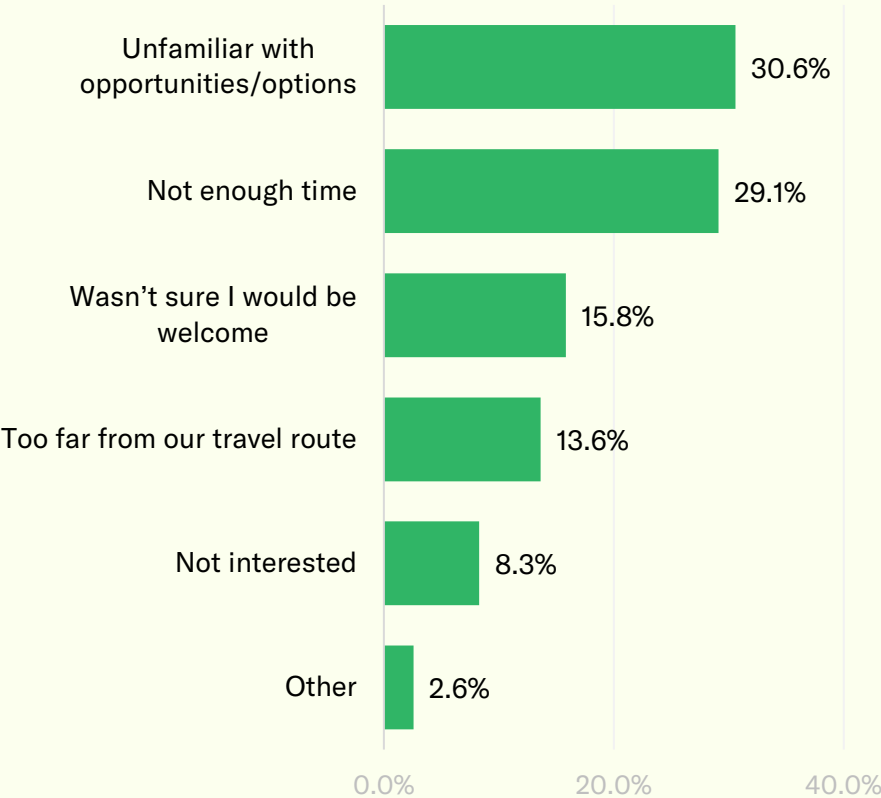
Question: Did you use the Travel Guide to Oregon Indian Country? [Indian Travel Guide]

Base: Respondents who participated in any Native American tourism activities (175 completed surveys).

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

Among Eastern 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 (30.6%). Three in ten (29.1%) said they did not have enough time, while more than one in ten (15.8%) were not sure if they would be welcome. Unfamiliarity was highest among Food & Drink Participants (47.8%)

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	30.6%	21.7%	31.4%	33.1%	32.6%	37.0%	34.9%
Not enough time	29.1%	36.8%	29.2%	26.5%	25.7%	24.7%	27.3%
Wasn't sure I would be welcome	15.8%	18.5%	2.2%	17.6%	14.8%	15.1%	16.2%
Too far from our travel route	13.6%	13.9%	1.7%	15.3%	14.0%	14.2%	15.0%
Not interested	8.3%	7.9%	27.5%	5.3%	9.7%	6.6%	3.5%
Other	2.6%	1.1%	8.0%	2.1%	3.2%	2.3%	2.9%
Base	373	72	45	253	206	249	110

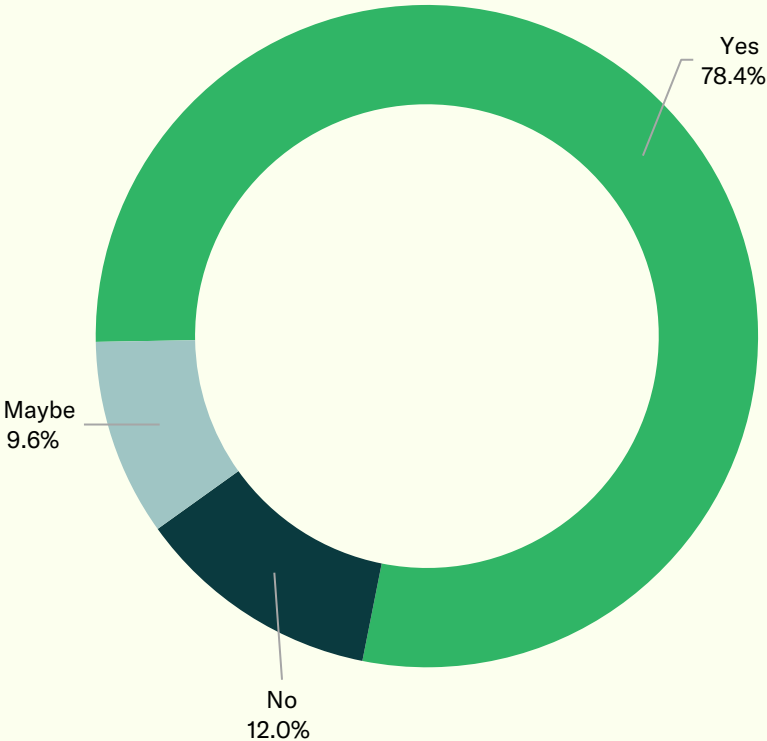
Question: (Optional) Travel Oregon works with the 9 federally recognized Tribes of Oregon to help develop tourism experiences. In order to support this work, we would like to know if there was a particular reason your trip did not include Native American tourism experiences?

Base: Respondents who did not participate in any Native American tourism activities (373 completed surveys).

Over three-fourths Eastern Oregon region visitors would consider a Native American Tourism experience in the future.

At 78.4%, 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 (92.8%), but notably lower for in-state visitors for the Eastern Oregon region (57.1%).

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	78.4%	84.7%	57.1%	79.8%	82.7%	81.9%	92.8%
No	12.0%	10.2%	17.5%	11.8%	9.2%	8.7%	6.2%
Maybe	9.6%	5.1%	25.4%	8.5%	8.1%	9.5%	1.0%
Base	386	74	46	263	216	258	115

**Small sample size*

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

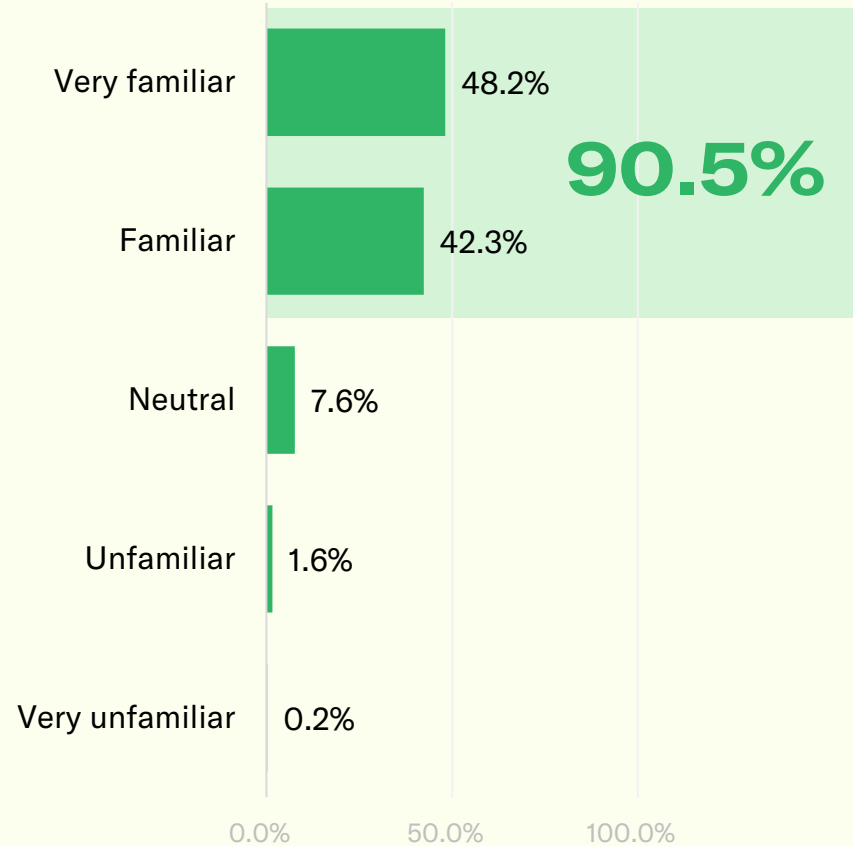
Base: Respondents who did not participate in any Native American tourism activities (386 completed surveys).

Detailed Findings: Perceptions & Motivations

Familiarity with Oregon rates highly among Eastern Oregon region visitors.

The majority (90.5%) of visitors said they feel familiar or very familiar with the state. This was highest among Arts & Culture Participants, who were the only segment to report a majority who felt they are very familiar (54.5%) with the things to do and see in Oregon.

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	90.5%	88.8%	82.8%	92.0%	94.2%	93.4%	93.2%
Very familiar	48.2%	44.8%	52.0%	48.5%	51.6%	50.8%	54.5%
Familiar	42.3%	44.0%	30.8%	43.5%	42.6%	42.6%	38.7%
Neutral	7.6%	10.7%	14.6%	5.8%	4.4%	5.2%	6.3%
Unfamiliar	1.6%	0.0%	2.6%	2.0%	1.4%	1.3%	0.5%
Very unfamiliar	0.2%	0.5%	0.0%	0.2%	0.0%	0.2%	0.0%
Base	561	120	58	379	306	365	179

**Small sample size*

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

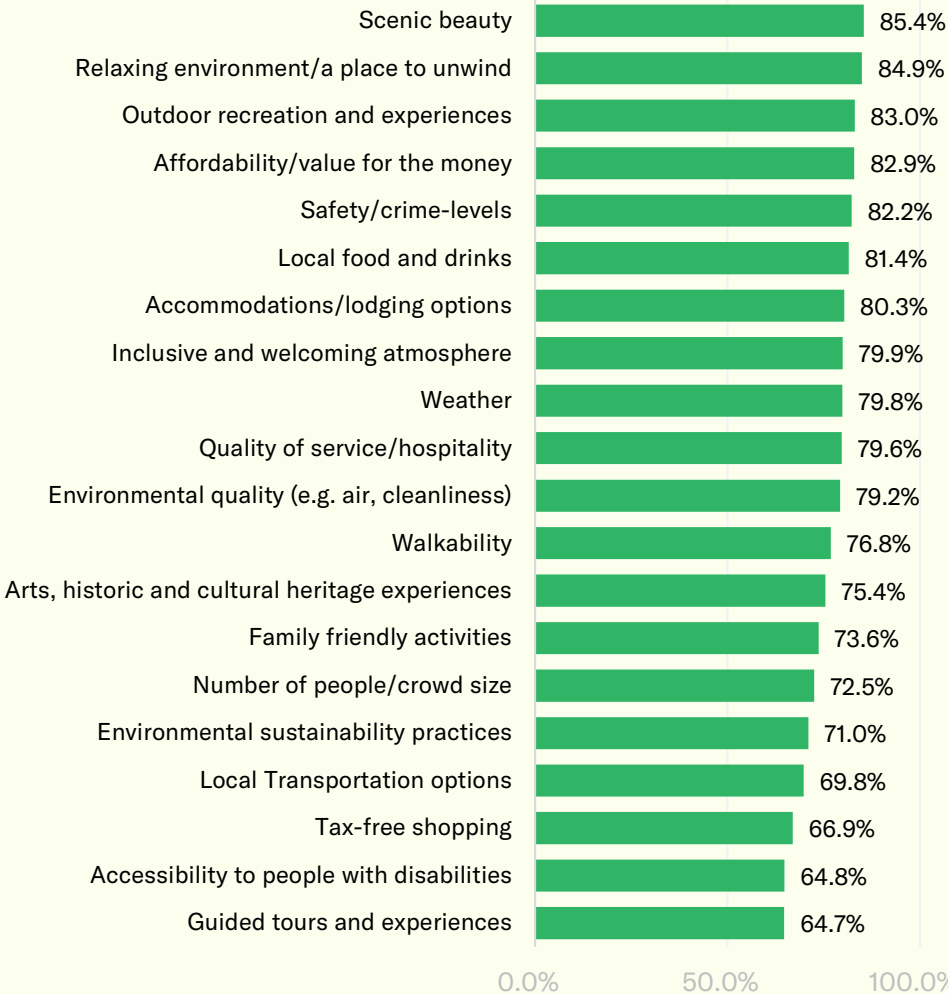
Base: Total respondents (561 completed surveys).

Scenic beauty and relaxation rank highest as trip motivators.

Over eight in ten Eastern Oregon visitors said that scenic beauty (85.4%) and/or a relaxing environment or place to unwind (84.9%) are important drivers for why they took their most recent trip to Oregon in 2024-2025. The other top factors that played a key role in their trip decision include outdoor recreation and experiences (83.0%), affordability/value for the money (82.9%), and/or safety/crime-levels (82.2%).

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 (561 completed surveys).

Scenic beauty was the top-most important factor across all segments when 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	85.4%	82.4%	85.4%	86.4%	88.4%	87.9%	87.7%
Relaxing environment/a place to unwind	84.9%	78.8%	80.8%	87.8%	88.0%	86.5%	89.4%
Outdoor recreation and experiences	83.0%	84.9%	66.5%	84.7%	89.3%	86.0%	87.6%
Affordability/value for the money	82.9%	81.8%	81.4%	83.3%	86.8%	85.1%	85.2%
Safety/crime-levels	82.2%	81.6%	72.9%	83.7%	84.3%	84.7%	83.7%
Local food and drinks	81.4%	81.3%	60.8%	84.6%	84.5%	85.7%	84.9%
Accommodations/lodging options	80.3%	81.6%	57.8%	82.7%	83.3%	84.4%	83.7%
Inclusive and welcoming atmosphere	79.9%	76.9%	66.5%	83.0%	84.6%	84.4%	84.3%
Weather	79.8%	77.2%	72.5%	82.5%	82.8%	83.7%	82.2%
Quality of service/hospitality	79.6%	78.8%	63.1%	82.5%	83.3%	85.3%	86.3%
Environmental quality (e.g. air, cleanliness)	79.2%	79.9%	69.3%	81.0%	84.0%	80.9%	85.8%
Walkability	76.8%	77.3%	65.3%	77.9%	78.9%	79.5%	82.8%
Arts, historic and cultural heritage experiences	75.4%	73.3%	52.6%	79.1%	78.2%	79.7%	85.7%
Family friendly activities	73.6%	74.4%	49.4%	76.4%	75.6%	76.9%	78.4%
Number of people/crowd size	72.5%	71.7%	44.7%	76.9%	73.4%	74.4%	77.2%
Environmental sustainability practices	71.0%	79.8%	47.5%	71.5%	72.5%	74.1%	80.9%
Local Transportation options	69.8%	74.3%	29.1%	73.7%	72.4%	73.0%	79.4%
Tax-free shopping	66.9%	72.3%	39.4%	68.5%	66.2%	68.7%	75.3%
Accessibility to people with disabilities	64.8%	67.1%	40.8%	67.7%	63.2%	64.8%	68.5%
Guided tours and experiences	64.7%	69.0%	16.1%	70.4%	67.2%	65.4%	75.7%
Base	561	120	58	379	306	365	179

*Small sample size

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

Base: Total respondents (561 completed surveys).

Satisfaction is highest with Oregon's relaxation and scenic beauty.

Oregon rates favorably overall for all trip attributes, with more than half of Eastern Oregon region visitors in 2024-2025 saying they were satisfied or very satisfied with these elements of their trip. Satisfaction levels were highest for relaxing environment/a place to unwind (85.8%), scenic beauty (85.5%), and local food and drinks (84.8%).

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 (561 completed surveys).

In-state visitors to the Eastern Oregon region were less satisfied with a number of attributes, namely local food and drinks, the weather, and family friendly activities.

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
Relaxing environment/a place to unwind	85.8%	82.7%	89.6%	86.3%	88.5%	89.0%	89.4%
Scenic beauty	85.5%	82.3%	87.4%	86.4%	89.4%	87.8%	88.5%
Local food and drinks	84.8%	81.5%	64.2%	89.0%	86.2%	90.6%	89.8%
Quality of service/hospitality	83.3%	78.7%	75.0%	86.2%	85.9%	88.4%	84.1%
Outdoor recreation and experiences	82.9%	76.9%	78.4%	85.6%	89.9%	85.2%	91.9%
Environmental quality (e.g. air, cleanliness)	81.7%	83.0%	72.1%	82.6%	87.2%	85.2%	82.7%
Accommodations/lodging options	81.2%	81.4%	67.1%	83.1%	83.7%	85.9%	84.0%
Safety/crime-levels	81.1%	80.4%	68.1%	84.0%	85.8%	86.1%	85.1%
Weather	81.0%	81.1%	59.1%	84.2%	83.6%	84.8%	84.3%
Affordability/value for the money	80.7%	79.6%	55.2%	84.7%	85.9%	83.0%	83.5%
Inclusive and welcoming atmosphere	80.5%	78.1%	75.2%	82.7%	85.3%	85.2%	85.1%
Number of people/crowd size	78.7%	72.6%	63.7%	82.8%	82.9%	81.3%	80.1%
Arts, historic and cultural heritage experiences	77.5%	81.0%	56.8%	79.2%	81.5%	79.8%	86.0%
Walkability	75.4%	71.4%	61.9%	78.7%	82.7%	78.3%	77.3%
Environmental sustainability practices	75.0%	70.4%	56.8%	79.1%	79.2%	77.3%	84.6%
Tax-free shopping	74.7%	79.1%	63.6%	75.3%	78.5%	77.3%	83.0%
Family friendly activities	74.6%	75.9%	58.0%	77.4%	79.6%	76.1%	81.6%
Guided tours and experiences	71.5%	73.6%	24.6%	77.4%	73.6%	74.0%	80.3%
Local Transportation options	71.4%	73.9%	42.6%	74.7%	74.8%	72.8%	82.0%
Accessibility to people with disabilities	67.8%	69.5%	38.5%	71.5%	69.2%	66.7%	71.9%
Base	561	120	58	379	306	365	179

*Small sample size

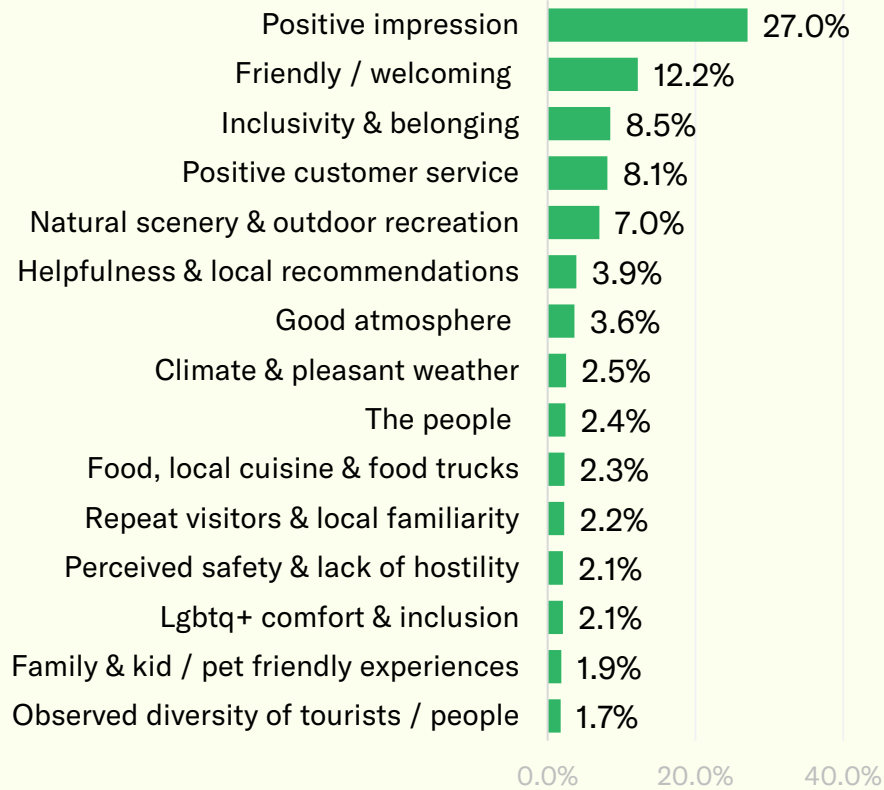
Question: How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (561 completed surveys).

Over a quarter of Eastern Oregon region visitors said a positive impression of the destination contributed to their satisfaction with the inclusive and welcoming atmosphere.

At 27.0%, mentions of a general positive impression were the most-cited reason why Eastern Oregon visitors who said they were satisfied with the state's inclusive and welcoming atmosphere selected that rating. This was followed by a much smaller share who said they felt people were friendly/welcoming (12.2%).

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	27.0%	32.4%	7.7%	28.3%	25.0%	27.6%	27.4%
Friendly / welcoming	12.2%	10.0%	10.4%	13.3%	11.1%	11.8%	9.1%
Inclusivity & belonging	8.5%	3.1%	15.7%	9.2%	8.5%	6.7%	10.7%
Positive customer service	8.1%	11.4%	5.7%	7.3%	7.7%	7.8%	9.2%
Natural scenery & outdoor recreation	7.0%	3.8%	0.0%	9.3%	7.4%	6.6%	7.1%
Helpfulness & local recommendations	3.9%	1.0%	0.0%	5.5%	5.5%	5.1%	4.8%
Good atmosphere	3.6%	1.0%	3.0%	4.6%	3.9%	2.8%	4.6%
Climate & pleasant weather	2.5%	3.2%	3.9%	2.1%	3.0%	2.1%	3.3%
The people	2.4%	0.0%	0.0%	3.7%	3.1%	2.9%	2.7%
Food, local cuisine & food trucks	2.3%	9.8%	0.0%	0.0%	2.4%	3.2%	1.2%
Repeat visitors & local familiarity	2.2%	1.8%	12.7%	0.6%	2.1%	2.5%	1.2%
Perceived safety & lack of hostility	2.1%	1.0%	7.4%	1.6%	2.1%	2.9%	1.4%
Lgbtq+ comfort & inclusion	2.1%	4.5%	9.3%	0.0%	1.7%	1.4%	1.3%
Family & kid / pet friendly experiences	1.9%	1.7%	0.0%	2.2%	1.7%	1.9%	2.9%
Observed diversity of tourists / people	1.7%	3.3%	0.0%	1.5%	2.8%	1.4%	3.0%
Base	249	57	30	162	150	178	87

**Small sample size*

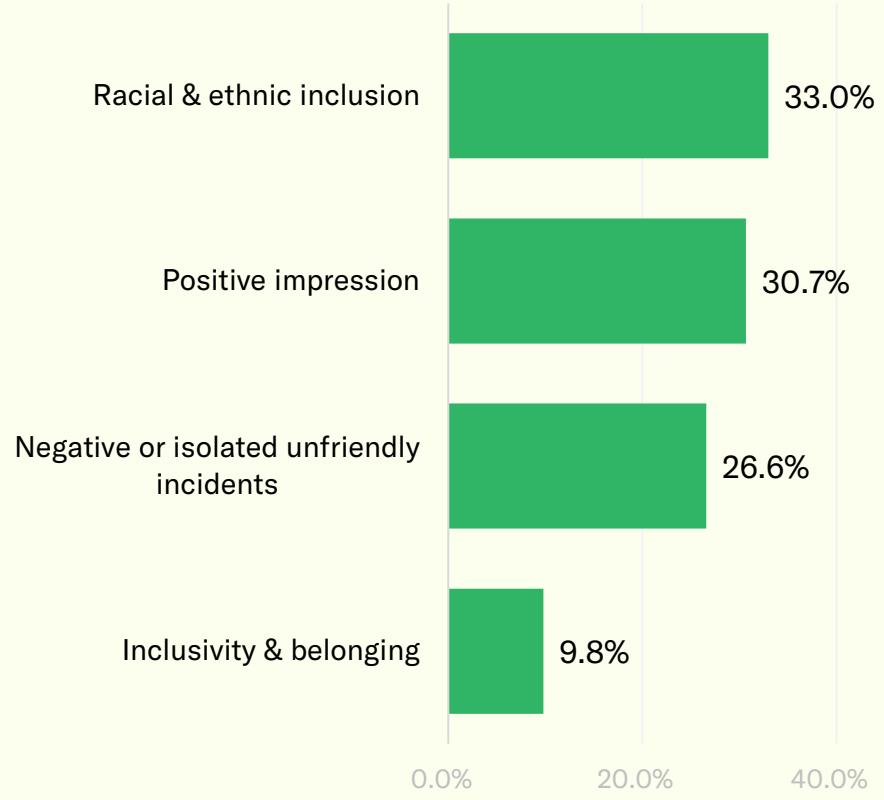
Question: (Optional) You shared that you were ___ with Oregon's Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected "satisfied" or "very satisfied" for Oregon's Inclusive and Welcoming atmosphere (249 completed surveys).

The most-cited reasons for being unsatisfied with Oregon’s inclusive and welcoming atmosphere centered around racial and ethnic inclusion.

Among the 12 respondents who shared why they said they were unsatisfied with the state’s inclusive and welcoming atmosphere, 33.0% cited concerns about racial and ethnic inclusion, followed by a lack of positive impression (30.7%).

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*
Racial & ethnic inclusion	33.0%	32.5%	0.0%	0.0%	26.2%	25.2%	0.0%
Positive impression	30.7%	27.7%	0.0%	48.6%	32.2%	20.1%	0.0%
Negative or isolated unfriendly incidents	26.6%	13.9%	0.0%	51.4%	41.6%	54.7%	42.3%
Inclusivity & belonging	9.8%	26.0%	0.0%	0.0%	0.0%	0.0%	57.7%
Base	12	5	0	6	6	6	2

**Small sample size*

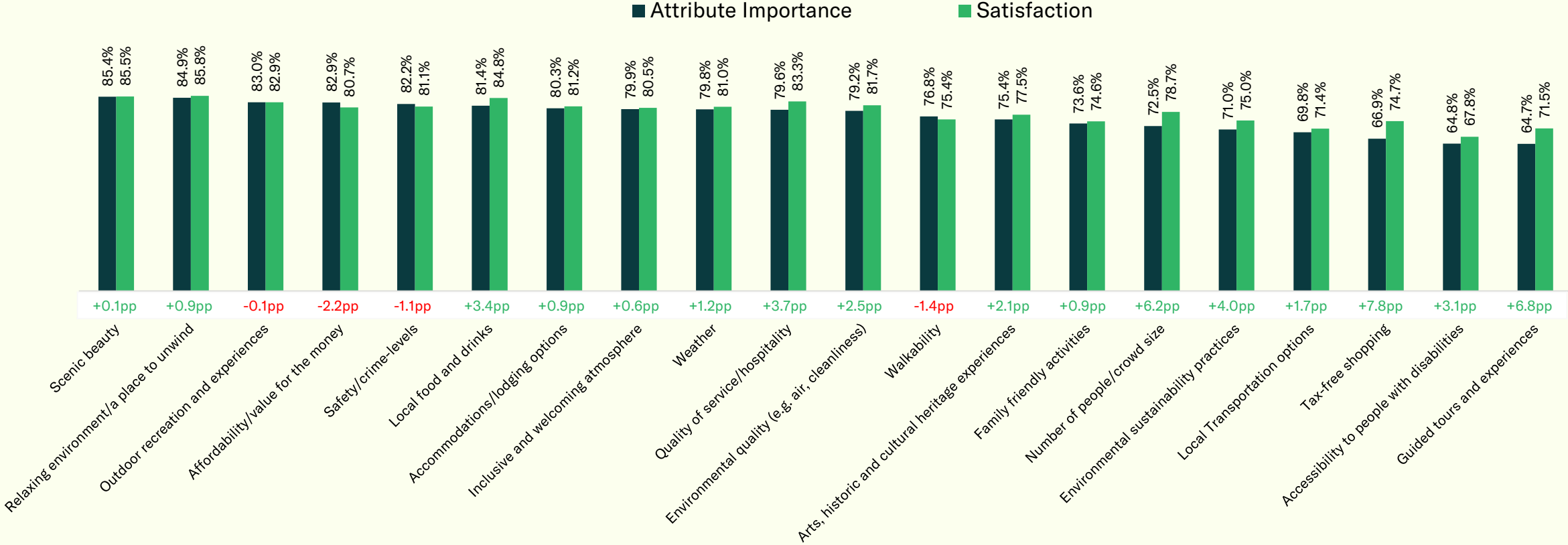
Question: (Optional) You shared that you were ___ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “unsatisfied” or “very unsatisfied” for Oregon’s Inclusive and Welcoming atmosphere (12 completed surveys).

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

In the chart below, the blue bars represent how important was each attribute in a visitor's decision to take a trip, while the green bar represents their satisfaction. This helps visually indicate gaps between importance and satisfaction. The only negative gaps between importance as a trip motivator and satisfaction level was for affordability/value for money (-2.2 percentage points), walkability (-1.4 percentage points), and safety/crime levels (-4.7 percentage points). Across all other attributes, 2024-2025 Eastern Oregon region visitors' satisfaction was on par or even in some instances – such as guided tours and crowd size – 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 (561 completed surveys).

Affordability concerns represent the biggest opportunity audience to improve the Oregon experience across most segments of Eastern 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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	+0.1pp	-0.1pp	+2.0pp	+0.0pp	+1.0pp	-0.0pp	+0.8pp
Relaxing environment/a place to unwind	+0.9pp	+4.0pp	+8.8pp	-1.6pp	+0.5pp	+2.5pp	-0.0pp
Outdoor recreation and experiences	-0.1pp	-8.1pp	+11.9pp	+0.9pp	+0.6pp	-0.8pp	+4.3pp
Affordability/value for the money	-2.2pp	-2.3pp	-26.2pp	+1.4pp	-1.0pp	-2.1pp	-1.7pp
Safety/crime-levels	-1.1pp	-1.2pp	-4.8pp	+0.3pp	+1.4pp	+1.4pp	+1.4pp
Local food and drinks	+3.4pp	+0.1pp	+3.4pp	+4.5pp	+1.7pp	+4.8pp	+4.9pp
Accommodations/lodging options	+0.9pp	-0.3pp	+9.3pp	+0.4pp	+0.4pp	+1.4pp	+0.3pp
Inclusive and welcoming atmosphere	+0.6pp	+1.2pp	+8.7pp	-0.3pp	+0.7pp	+0.8pp	+0.7pp
Weather	+1.2pp	+3.9pp	-13.4pp	+1.8pp	+0.8pp	+1.1pp	+2.1pp
Quality of service/hospitality	+3.7pp	-0.0pp	+11.9pp	+3.7pp	+2.7pp	+3.1pp	-2.2pp
Environmental quality (e.g. air, cleanliness)	+2.5pp	+3.1pp	+2.9pp	+1.6pp	+3.2pp	+4.3pp	-3.1pp
Walkability	-1.4pp	-5.9pp	-3.5pp	+0.8pp	+3.8pp	-1.2pp	-5.5pp
Arts, historic and cultural heritage experiences	+2.1pp	+7.7pp	+4.1pp	+0.1pp	+3.3pp	+0.2pp	+0.3pp
Family friendly activities	+0.9pp	+1.5pp	+8.6pp	+1.1pp	+4.1pp	-0.7pp	+3.2pp
Number of people/crowd size	+6.2pp	+0.9pp	+19.0pp	+5.9pp	+9.5pp	+7.0pp	+2.9pp
Environmental sustainability practices	+4.0pp	-9.5pp	+9.3pp	+7.6pp	+6.7pp	+3.2pp	+3.7pp
Local Transportation options	+1.7pp	-0.4pp	+13.5pp	+1.0pp	+2.4pp	-0.2pp	+2.5pp
Tax-free shopping	+7.8pp	+6.8pp	+24.2pp	+6.8pp	+12.3pp	+8.6pp	+7.7pp
Accessibility to people with disabilities	+3.1pp	+2.4pp	-2.3pp	+3.8pp	+6.0pp	+1.9pp	+3.4pp
Guided tours and experiences	+6.8pp	+4.5pp	+8.5pp	+7.0pp	+6.4pp	+8.6pp	+4.5pp
Base	561	120	58	379	306	365	179

*Small sample size

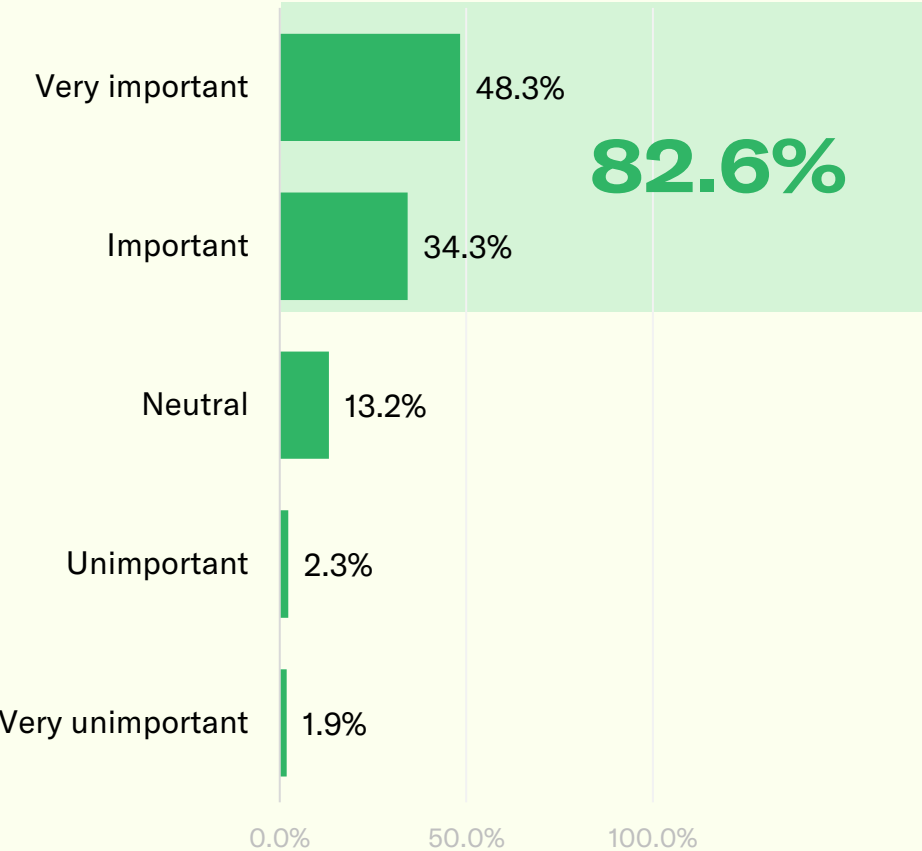
Question: How important were each of the following to your decision to take this trip to/within Oregon?
How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (561 completed surveys).

Four in five Eastern Oregon region visitors say the environmental impact of their travels are important to their trip planning process.

At 82.6%, most 2024-2025 Eastern Oregon region visitors take into account their travels' environmental impact when planning, with nearly half (48.3%) saying this is very important. Among the segments, environmental impact was most important for Arts & Culture Participants (79.8%), but least importance for in-state Eastern Oregon region visitors (59.1%).

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	82.6%	86.2%	59.1%	84.7%	84.7%	84.2%	91.8%
Very important	48.3%	48.6%	17.2%	52.3%	50.6%	48.7%	59.0%
Important	34.3%	37.6%	42.0%	32.4%	34.1%	35.5%	32.8%
Neutral	13.2%	13.8%	29.4%	11.0%	11.6%	11.6%	6.7%
Unimportant	2.3%	0.0%	4.1%	2.8%	2.6%	2.8%	1.5%
Very unimportant	1.9%	0.0%	7.3%	1.5%	1.1%	1.4%	0.0%
Base	561	120	58	379	306	365	179

**Small sample size*

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

Base: Total respondents (561 completed surveys).

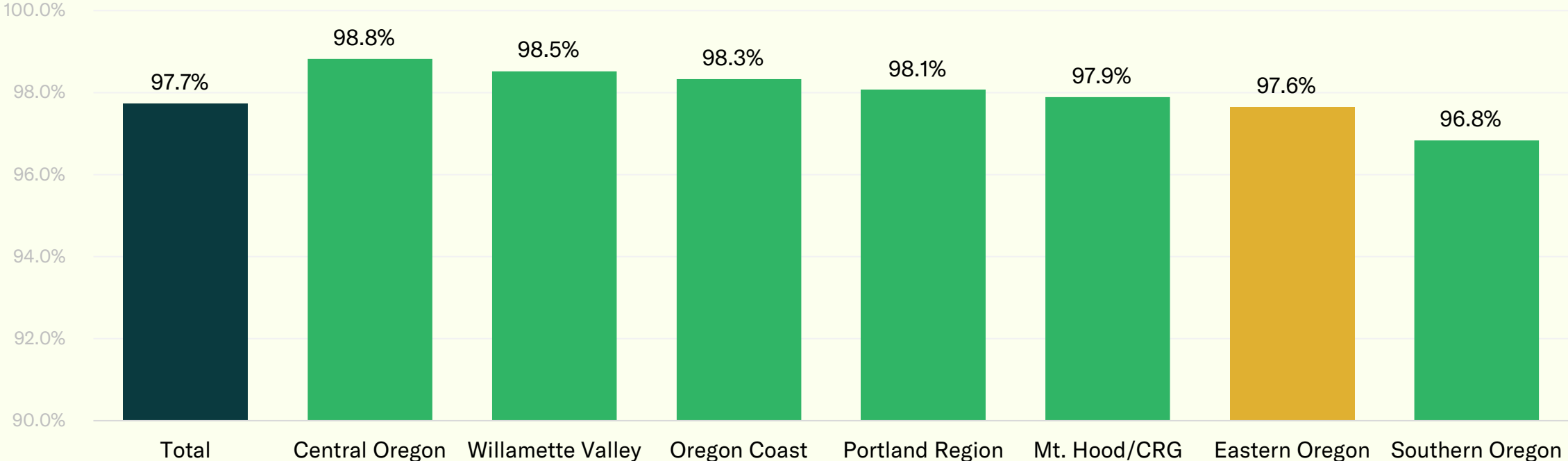
Detailed Findings: Visitor Satisfaction

The Eastern Oregon region falls just below the statewide average for trip satisfaction among Oregon visitors.

When comparing satisfaction levels across different regions visited, 97.6% of 2024-25 visitors whose trip to Oregon included the Eastern Oregon region being satisfied or very satisfied with their overall trip experience, slightly below the total statewide visitor score of 97.7%.

Overall Trip Satisfaction: Statewide vs. Regions

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



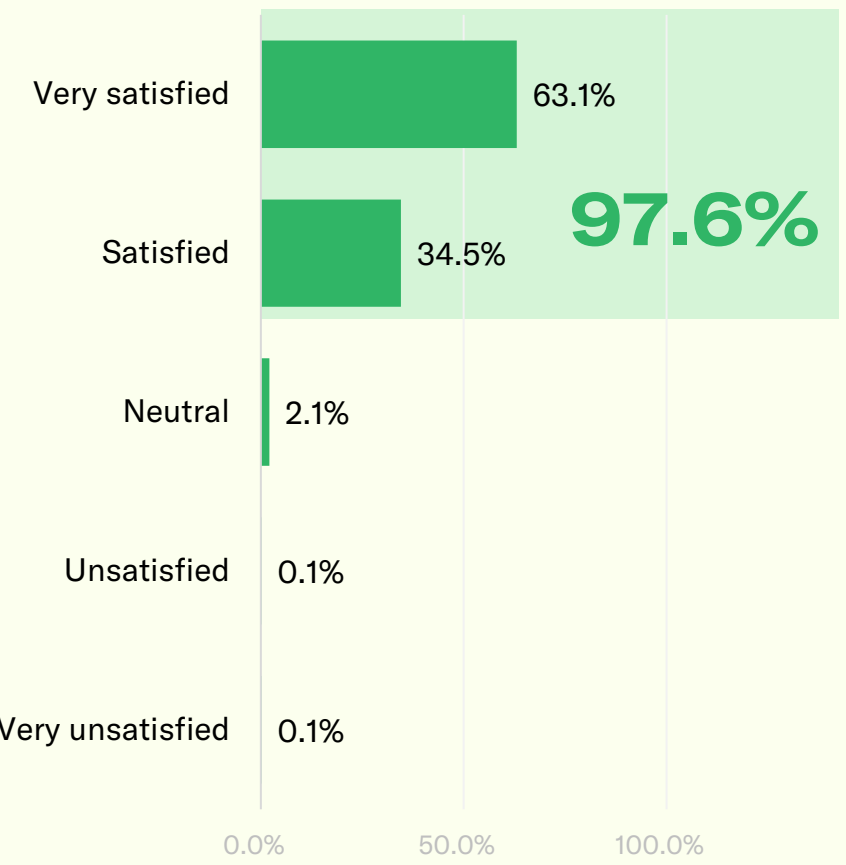
Question: How satisfied were you with your overall trip in Oregon?

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

Overall trip satisfaction scores are extremely high for the Eastern Oregon region visitors.

Nearly all (97.6%) 2024-2025 visitors to Oregon were satisfied with their overall trip, with six in ten (63.1%) saying they were very satisfied. No visitors reported dissatisfaction.

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	97.6%	96.9%	98.6%	98.0%	98.7%	98.8%	98.7%
Very satisfied	63.1%	52.0%	59.8%	67.5%	69.8%	66.3%	70.8%
Satisfied	34.5%	44.9%	38.8%	30.5%	28.9%	32.5%	27.9%
Neutral	2.1%	3.1%	0.0%	1.9%	1.1%	1.0%	1.3%
Unsatisfied	0.1%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%
Very unsatisfied	0.1%	0.0%	1.4%	0.0%	0.0%	0.2%	0.0%
Base	561	120	58	379	306	365	179

**Small sample size*

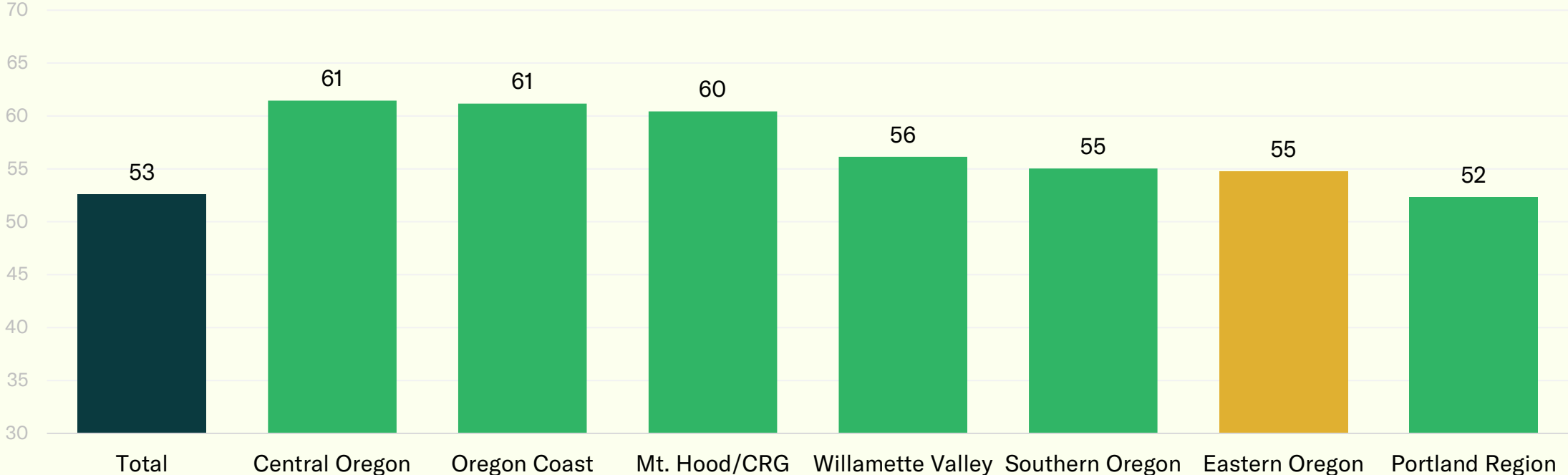
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (561 completed surveys).

The Eastern Oregon region performs slightly better for likelihood to recommend compared to other areas of Oregon.

Compared to the statewide score of 53 to the individual scores for each region, the Eastern Oregon region slightly over-indexed in likelihood to recommend at 55, on par with the Southern Oregon region.

Likelihood to Recommend Oregon: Statewide vs. Regions



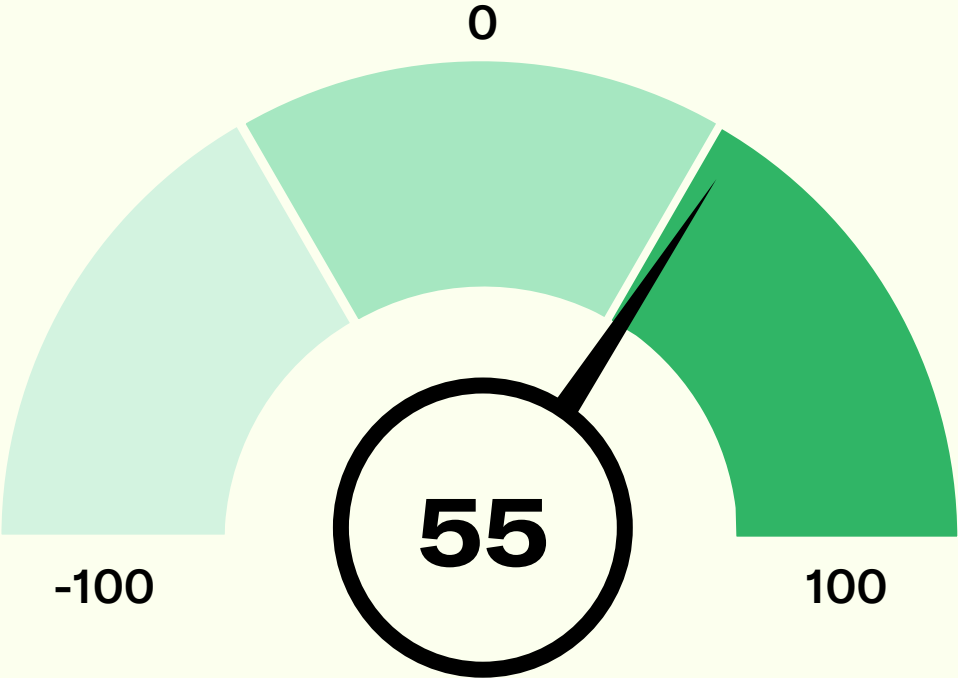
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

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

Eastern 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 Eastern Oregon region is 55. 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	55	44	70	57	64	62	65
Base	561	120	58	379	306	365	179

**Small sample size*

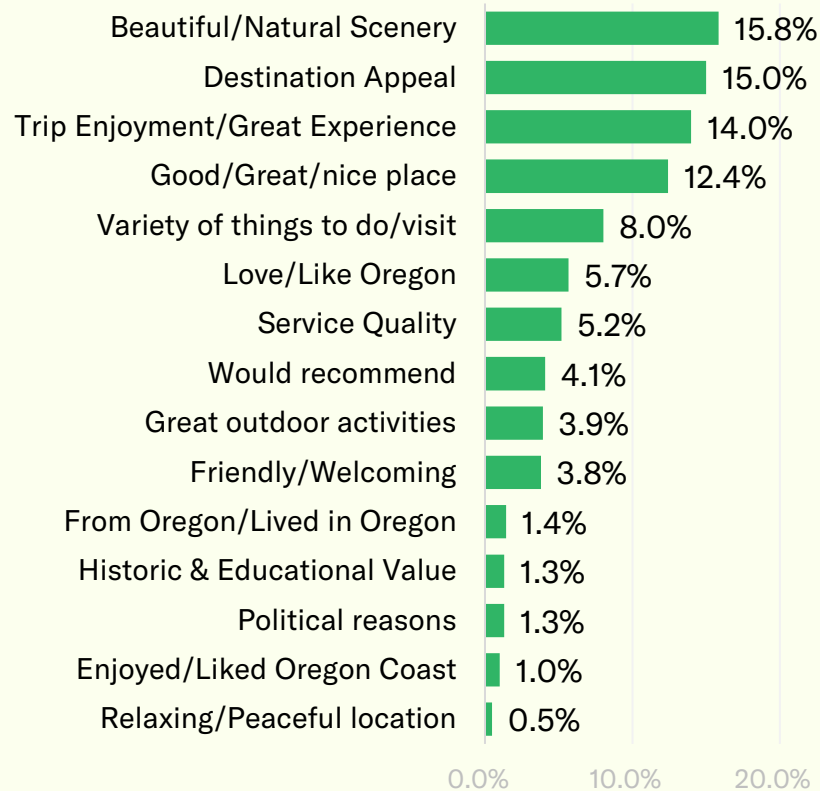
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (561 completed surveys).

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

About one in seven (15.8%) Eastern 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 15.0% who said their rating was due to destination appeal.

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	15.8%	12.3%	29.3%	14.3%	11.1%	15.9%	8.4%
Destination Appeal	15.0%	14.1%	6.3%	16.7%	16.7%	16.8%	19.6%
Trip Enjoyment/Great Experience	14.0%	19.9%	0.0%	15.1%	13.2%	15.6%	10.4%
Good/Great/nice place	12.4%	4.3%	3.5%	15.8%	12.8%	13.4%	18.4%
Variety of things to do/visit	8.0%	2.1%	11.6%	8.7%	10.9%	8.6%	10.8%
Love/Like Oregon	5.7%	6.1%	10.4%	4.8%	5.4%	4.8%	4.6%
Service Quality	5.2%	11.8%	0.0%	4.6%	7.2%	5.0%	7.7%
Would recommend	4.1%	6.1%	0.0%	4.3%	4.1%	3.4%	3.4%
Great outdoor activities	3.9%	2.1%	7.7%	3.7%	4.1%	4.5%	3.3%
Friendly/Welcoming	3.8%	10.8%	2.8%	2.4%	2.9%	3.0%	3.0%
From Oregon/Lived in Oregon	1.4%	0.0%	11.6%	0.0%	2.2%	0.7%	1.5%
Historic & Educational Value	1.3%	5.2%	0.0%	0.7%	0.8%	1.2%	2.9%
Political reasons	1.3%	0.0%	4.0%	1.1%	2.0%	1.9%	0.0%
Enjoyed/Liked Oregon Coast	1.0%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%
Relaxing/Peaceful location	0.5%	2.9%	0.0%	0.0%	0.7%	0.7%	0.0%
Base	161	27	22	112	100	114	53

*Small sample size

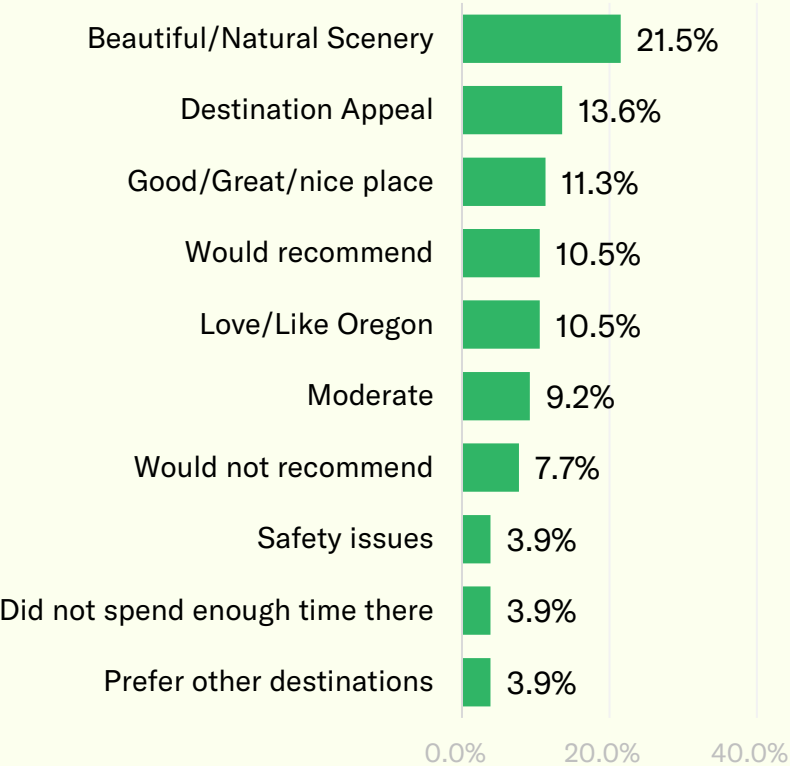
Question: (Optional) Please explain below why you selected that rating.

Base: Respondents who selected a 9 or 10 for likelihood to recommend Oregon as a place to visit (161 completed surveys).

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

Among the 15 respondents who rated their likelihood to recommend Oregon at a 6 or lower and shared their reasoning, 21.5% said Oregon has beautiful/natural scenery, but less than one in ten (7.7%) said they would not recommend the state, while a very small share (3.9%) said their rating was due to safety issues, not spending enough time in the destination, or preferring other destination. It should be noted that for some attributes, 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

	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Beautiful/Natural Scenery	21.5%	0.0%	0.0%	26.8%	28.8%	12.9%	25.9%
Destination Appeal	13.6%	0.0%	0.0%	17.0%	7.1%	0.0%	35.0%
Good/Great/nice place	11.3%	0.0%	0.0%	14.1%	15.1%	23.9%	0.0%
Would recommend	10.5%	0.0%	0.0%	13.1%	14.1%	22.3%	0.0%
Love/Like Oregon	10.5%	53.3%	0.0%	0.0%	14.1%	0.0%	0.0%
Moderate	9.2%	27.0%	0.0%	4.8%	5.2%	0.0%	22.6%
Would not recommend	7.7%	0.0%	0.0%	9.6%	10.3%	16.3%	0.0%
Safety issues	3.9%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%
Did not spend enough time there	3.9%	0.0%	0.0%	4.8%	0.0%	8.2%	0.0%
Prefer other destinations	3.9%	19.7%	0.0%	0.0%	0.0%	8.2%	16.4%
Base	15	3	0	12	10	8	4

**Small sample size*

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

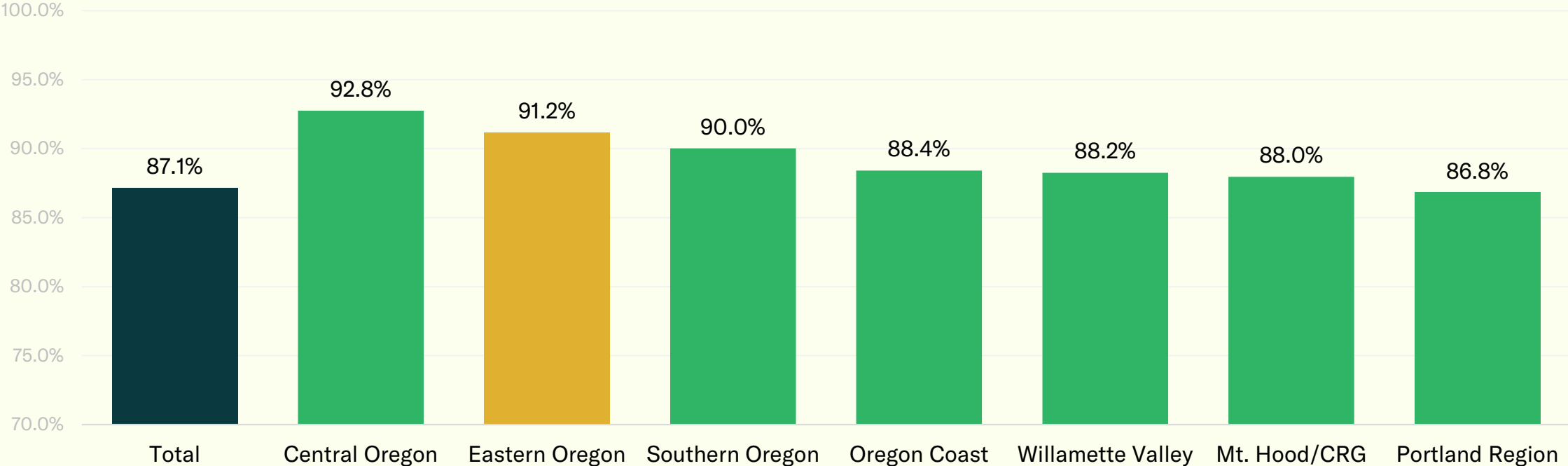
Base: Respondents who selected a 6 or lower for likelihood to recommend Oregon as a place to visit (15 completed surveys).

The Eastern Oregon region scored above average for likelihood to return, just trailing behind Central Oregon.

Reflecting likelihood to recommend scores, the Eastern Oregon Region (91.2%) outperforms 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%).

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

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



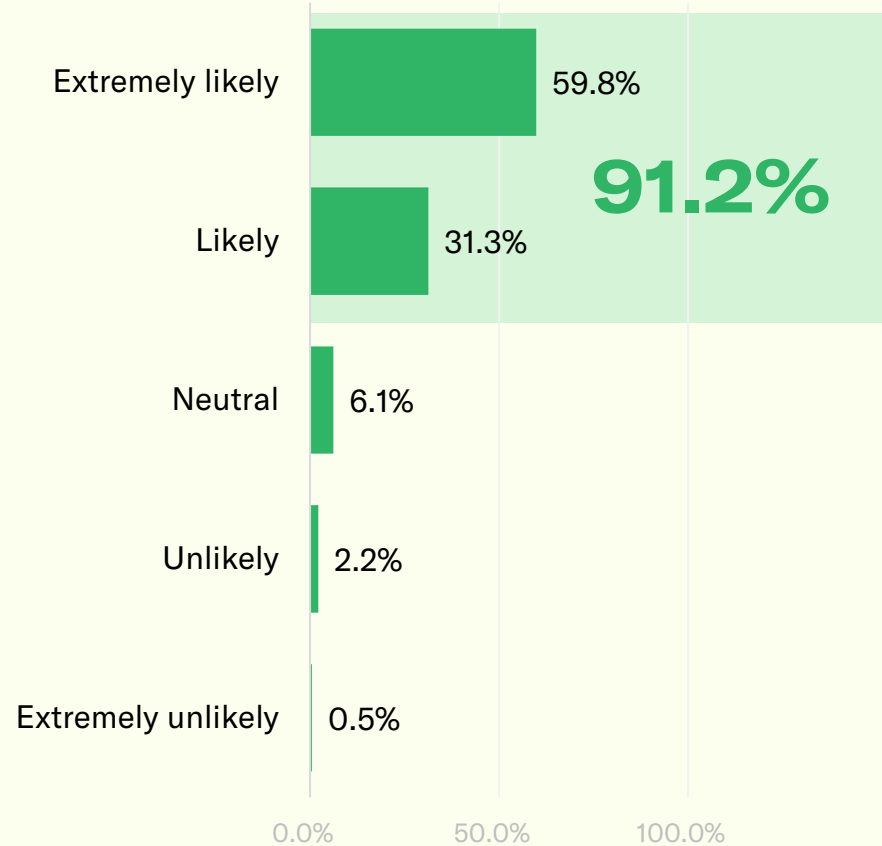
Question: How likely are you to travel to or within Oregon again in the next 12 months?

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

Nine in ten Eastern Oregon region visitors are likely to return to Oregon.

But, at 91.2%, likelihood to return to Oregon for another trip in the next year is still generally high for Eastern Oregon region visitors; three in five (59.8%) said they are extremely likely. For the segments, the likelihood to return was highest among in-state visitors (97.0%).

Likelihood to Return in the Next 12 Months



By Segment

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Top 2 Box	91.2%	85.8%	97.0%	92.0%	94.1%	91.2%	95.9%
Extremely likely	59.8%	49.2%	77.7%	60.5%	61.8%	61.8%	66.1%
Likely	31.3%	36.6%	19.2%	31.5%	32.3%	29.4%	29.8%
Neutral	6.1%	8.5%	1.5%	6.1%	4.3%	6.2%	3.3%
Unlikely	2.2%	3.8%	1.6%	1.8%	1.2%	1.8%	0.8%
Extremely unlikely	0.5%	1.9%	0.0%	0.2%	0.4%	0.8%	0.0%
Base	561	120	58	379	306	365	179

*Small sample size

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

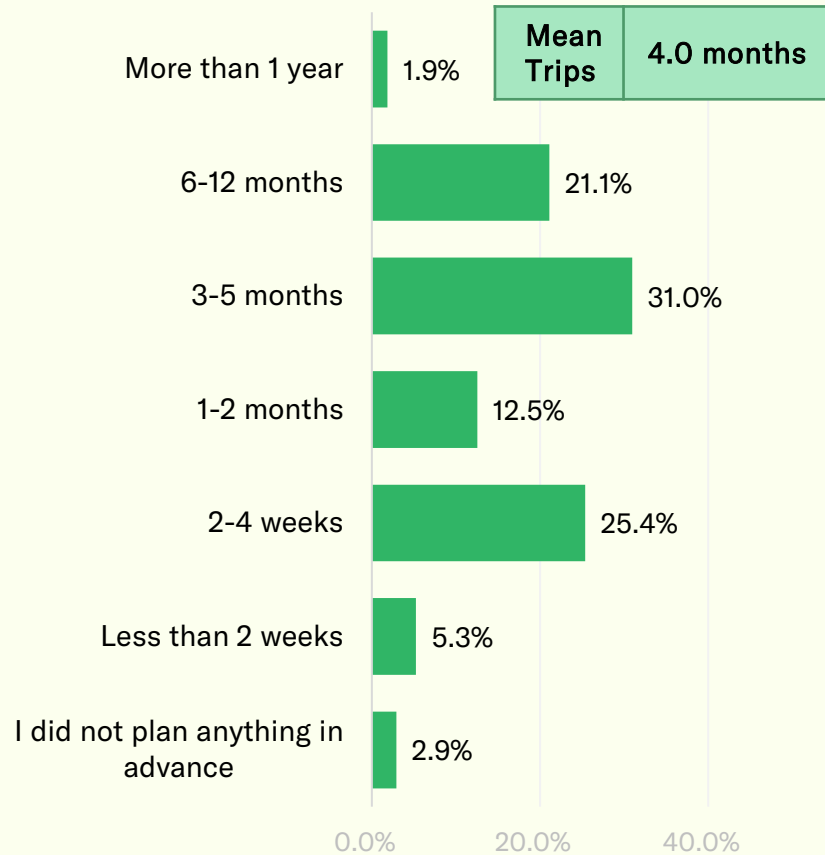
Base: Total respondents (561 completed surveys).

Detailed Findings: Travel Planning & Media

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

Visitors to the Eastern Oregon region in 2024-2025 planned their trip an average of 4.0 months in advance of their arrival, with 46.1% reporting planning their trip in 2 months or less. Among the segments, the longest average windows reported by Canadian visitors (4.3 months), while in-state visitors had the shortest average booking window of 3.1 months.

Trip Planning Window



By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
More than 1 year	1.9%	1.6%	0.0%	2.2%	2.2%	1.5%	3.8%
6-12 months	21.1%	22.5%	16.1%	21.4%	23.8%	22.4%	20.0%
3-5 months	31.0%	39.0%	17.0%	29.6%	28.0%	29.6%	31.1%
1-2 months	12.5%	7.3%	14.7%	14.1%	12.0%	14.7%	9.7%
2-4 weeks	25.4%	27.8%	20.8%	25.6%	26.9%	24.2%	29.4%
Less than 2 weeks	5.3%	0.5%	15.5%	5.5%	4.1%	5.0%	4.0%
I did not plan anything in advance	2.9%	1.3%	15.9%	1.7%	3.0%	2.5%	2.0%
Mean (Months)	4.0	4.3	3.1	3.9	4.1	4.0	4.1
Base	544	118	50	372	298	356	176

*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 (544 completed surveys).

A mix of online sources top the list of inspiration sources for Eastern Oregon region visitors' trips to Oregon.

Online search (43.7%) and online destination travel guide (30.7%) were by far the most reported sources that inspired Eastern Oregon region visitors to travel to Oregon. Three in ten (29.9%) were inspired by social media, and similarly, by recommendations from friends and family (29.9%).



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

Base: Total respondents (561 completed surveys).

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

Trip Inspiration Resources by Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Internet search	43.7%	36.1%	27.5%	48.5%	58.6%	50.0%	54.9%
Online destination travel guide	30.7%	30.9%	4.5%	34.5%	33.3%	33.0%	39.7%
Social media platform	29.9%	29.5%	9.9%	32.6%	33.6%	33.1%	38.6%
Friend or family or coworker recommendation	29.9%	26.5%	39.9%	29.9%	32.4%	36.3%	36.7%
Travel review website	26.0%	23.7%	2.9%	29.4%	29.0%	28.1%	37.2%
Welcome Center/Visitor Information Center	23.5%	25.1%	10.1%	24.3%	22.1%	23.2%	29.2%
AAA travel guide (online or printed)	19.9%	23.6%	6.0%	20.6%	19.7%	20.6%	26.3%
Printed destination travel guide	18.8%	26.4%	6.4%	18.3%	19.9%	20.7%	25.1%
YouTube video	18.6%	11.1%	2.2%	22.6%	20.3%	19.7%	19.2%
Travel blog	17.9%	18.7%	8.3%	18.4%	17.6%	19.0%	23.1%
My previous travel there	16.9%	10.7%	39.0%	16.1%	20.5%	19.0%	14.6%
Destination website	15.3%	12.1%	4.7%	17.9%	17.1%	16.4%	19.3%
Mapping websites/app	12.6%	16.5%	2.0%	13.0%	13.8%	15.4%	15.8%
Podcasts	12.5%	14.2%	5.3%	12.9%	13.9%	13.7%	13.5%
Influencer(s)	11.9%	16.4%	3.9%	11.7%	12.6%	11.7%	14.5%
Travel article on a website	9.9%	10.0%	0.0%	11.2%	12.8%	12.2%	12.5%
Travel booking website/app	9.5%	10.3%	2.9%	10.0%	10.0%	10.5%	9.1%
Travel Advertisements	7.8%	5.5%	1.1%	9.6%	10.2%	9.1%	9.7%
Hotel/lodging website	7.8%	5.1%	9.1%	8.6%	10.3%	10.3%	8.1%
Airline website	7.7%	4.6%	2.0%	9.4%	10.0%	10.2%	8.8%
Travel agent/tour operator/tour guide	7.5%	5.2%	2.3%	9.1%	9.7%	8.4%	8.6%
A film/movie	7.5%	9.1%	1.8%	7.8%	8.7%	8.2%	5.9%
Printed maps	6.9%	8.6%	7.7%	6.3%	7.4%	7.1%	5.9%
Travel article in a magazine/newspaper	6.3%	6.0%	3.2%	6.9%	6.0%	6.9%	7.3%
Television program/series	5.9%	3.7%	0.0%	7.2%	6.9%	6.0%	7.5%
AI-Related Search or Recommendations	4.6%	3.7%	0.0%	5.3%	5.7%	6.5%	6.0%
None of the above	4.7%	1.7%	20.4%	3.5%	3.2%	3.3%	0.3%
Base	561	120	58	379	306	365	179

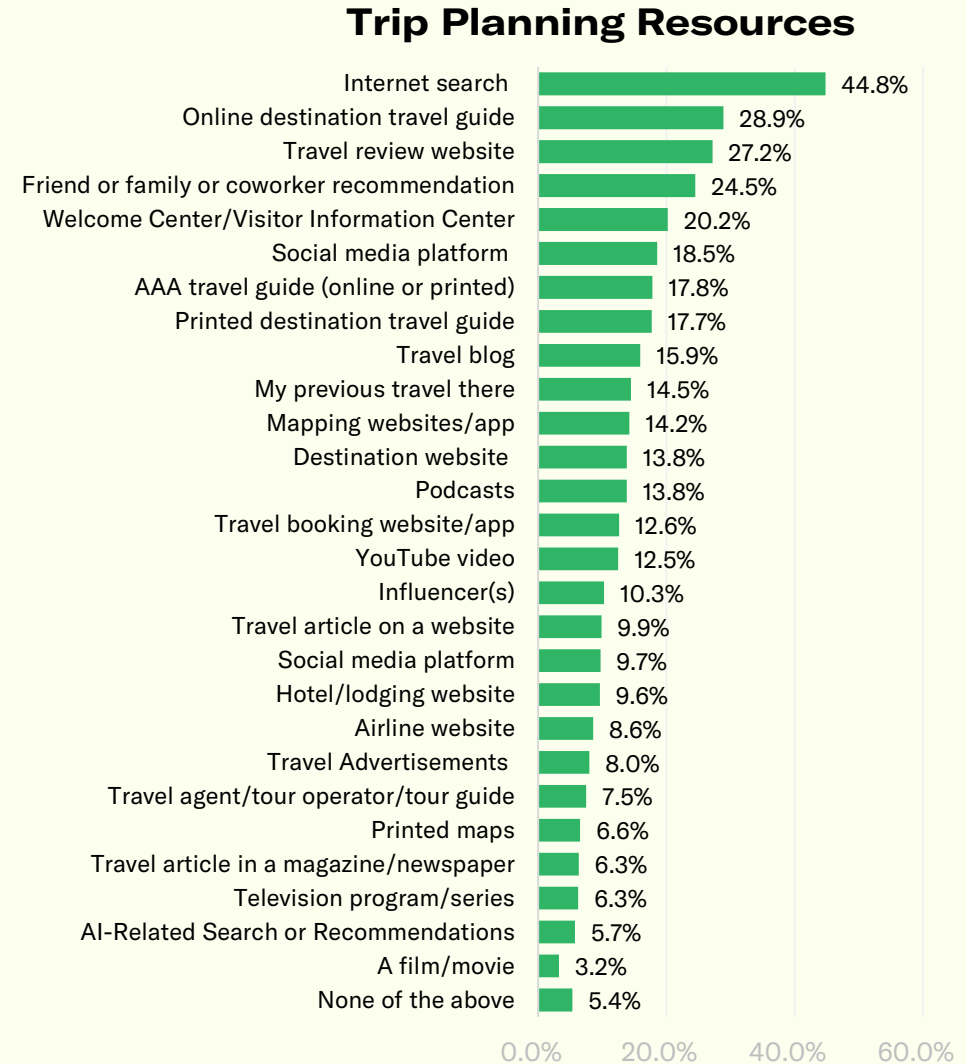
*Small sample size

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

Base: Total respondents (561 completed surveys).

Most Eastern Oregon region visitors used online search to plan their trip.

When it comes to their top resources for planning their 2024-2025 trip to Oregon, online search (44.8%) was by far the most-selected resource among Eastern Oregon region visitors. This was followed distantly by online destination travel guide (28.9%), while one in five said they planned their trip using travel review websites (27.2%) and/or personal recommendations (24.5%).



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

Base: Total respondents (561 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	44.8%	31.7%	41.9%	49.7%	58.8%	51.6%	46.9%
Online destination travel guide	28.9%	22.9%	16.7%	32.3%	30.9%	31.1%	36.7%
Travel review website	27.2%	28.4%	7.8%	29.3%	27.8%	28.0%	34.0%
Friend or family or coworker recommendation	24.5%	25.5%	23.6%	24.0%	26.0%	28.8%	25.7%
Welcome Center/Visitor Information Center	20.2%	24.9%	6.4%	19.7%	19.1%	20.2%	25.5%
Social media platform	18.5%	12.2%	13.5%	21.6%	23.6%	21.0%	24.0%
AAA travel guide (online or printed)	17.8%	21.1%	5.4%	17.8%	14.9%	18.9%	17.5%
Printed destination travel guide	17.7%	20.5%	6.9%	18.3%	19.2%	19.2%	24.2%
Travel blog	15.9%	19.1%	0.0%	17.3%	17.5%	18.1%	23.2%
My previous travel there	14.5%	11.6%	27.3%	13.2%	18.0%	14.2%	14.5%
Mapping websites/app	14.2%	13.1%	14.7%	14.1%	14.4%	15.4%	11.2%
Destination website	13.8%	13.0%	3.2%	15.2%	15.6%	15.6%	15.6%
Podcasts	13.8%	14.0%	2.9%	15.1%	12.6%	12.5%	16.7%
Travel booking website/app	12.6%	12.6%	3.9%	13.4%	14.2%	14.0%	14.3%
YouTube video	12.5%	9.8%	2.2%	14.9%	15.0%	13.6%	13.8%
Influencer(s)	10.3%	14.1%	4.0%	10.1%	9.3%	11.8%	13.7%
Travel article on a website	9.9%	10.2%	2.3%	10.4%	11.2%	10.6%	11.2%
Social media platform	9.7%	13.9%	0.0%	9.9%	10.3%	9.5%	11.6%
Hotel/lodging website	9.6%	7.3%	6.2%	10.7%	11.9%	12.6%	10.9%
Airline website	8.6%	8.6%	2.0%	9.0%	10.7%	8.6%	7.6%
Travel Advertisements	8.0%	4.9%	4.2%	9.6%	10.2%	8.6%	9.6%
Travel agent/tour operator/tour guide	7.5%	5.4%	0.0%	9.3%	9.5%	8.7%	8.1%
Printed maps	6.6%	6.6%	5.7%	6.7%	8.3%	7.4%	8.9%
Travel article in a magazine/newspaper	6.3%	7.0%	1.1%	6.9%	7.2%	7.3%	8.8%
Television program/series	6.3%	3.7%	1.7%	7.8%	8.8%	7.7%	7.0%
AI-Related Search or Recommendations	5.7%	7.0%	0.0%	6.2%	8.3%	6.9%	8.5%
A film/movie	3.2%	4.9%	0.0%	2.6%	3.3%	3.5%	5.3%
None of the above	5.4%	2.5%	20.4%	4.3%	4.3%	3.3%	1.4%
Base	561	120	58	379	306	365	179

*Small sample size

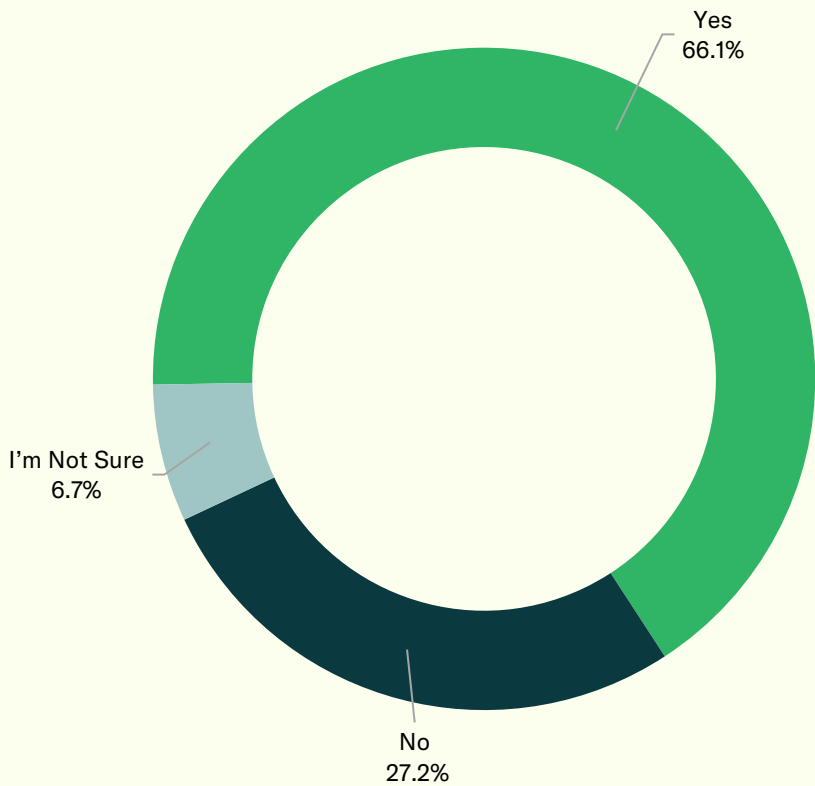
Question: Which of the following information sources did you use TO PLAN this Oregon trip?

Base: Total respondents (561 completed surveys).

About two-thirds of Eastern Oregon region visitors recall seeing travel ads about Oregon.

A majority (66.1%) of 2024-2025 Eastern Oregon region visitors recalled seeing travel ads to Oregon in the past 12 months. Unaided ad recall was highest among Arts & Culture Participants (76.1%), and lowest among Food & Drink Participants (64.9%).

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	66.1%	69.3%	62.2%	65.1%	67.3%	64.9%	76.1%
No	27.2%	27.5%	22.3%	28.1%	25.8%	27.7%	19.3%
I'm Not Sure	6.7%	3.2%	15.5%	6.7%	6.9%	7.4%	4.5%
Base	561	120	58	379	306	365	179

**Small sample size*

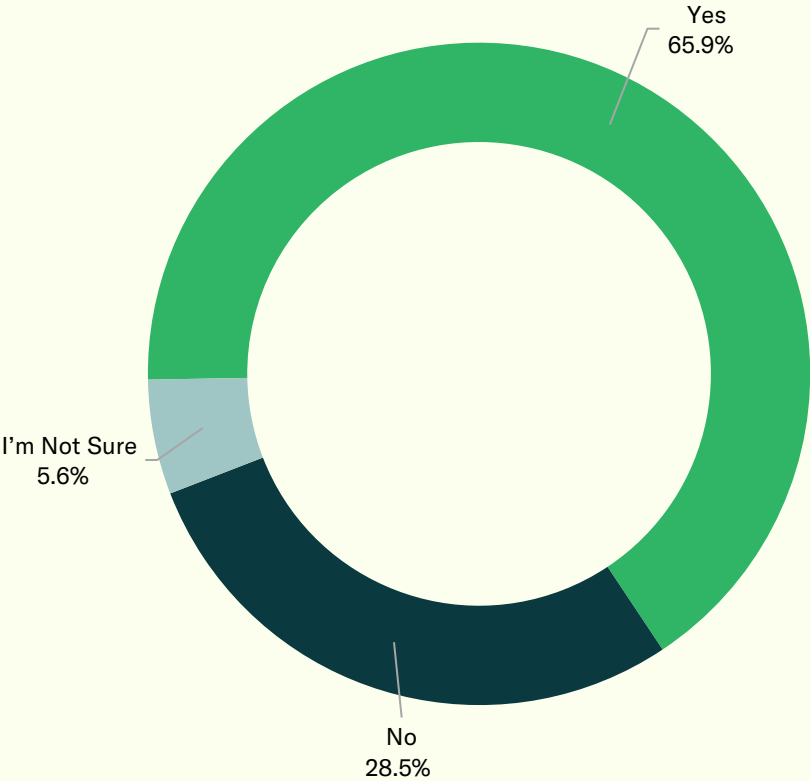
Question: In the past TWELVE (12) MONTHS do you recall having seen any travel advertisements about Oregon?

Base: Total respondents (561 completed surveys).

A similar share of Eastern 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 about two in three (65.9%) of Eastern Oregon region visitors. As with ad recall, earned media recall was highest for Arts & Culture Participants (73.1%) and lowest for in-state visitors (62.2%).

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	65.9%	70.0%	62.2%	64.7%	66.8%	65.3%	73.1%
No	28.5%	28.1%	32.1%	28.5%	26.5%	28.3%	22.9%
I'm Not Sure	5.6%	1.9%	5.7%	6.9%	6.7%	6.4%	4.0%
Base	561	120	58	379	306	365	179

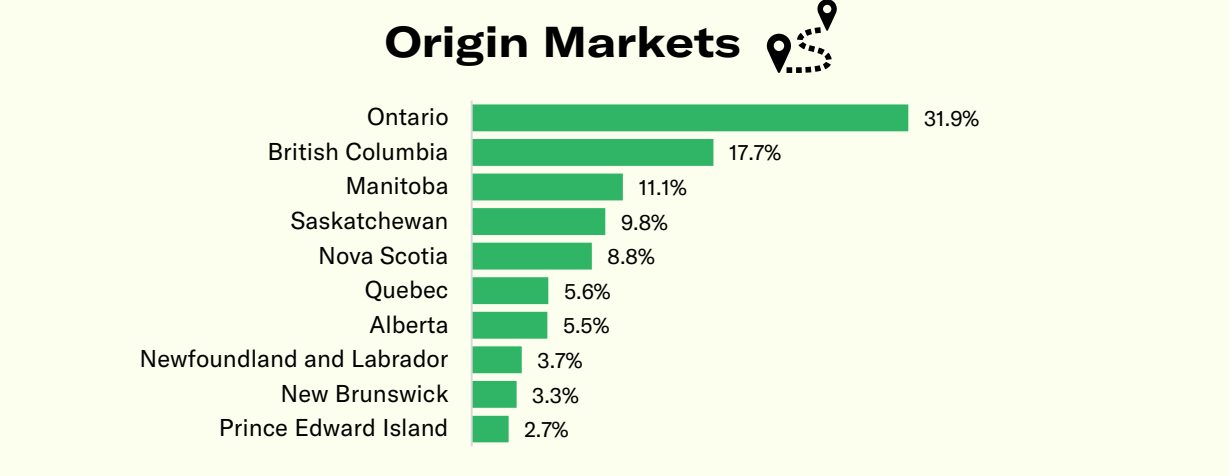
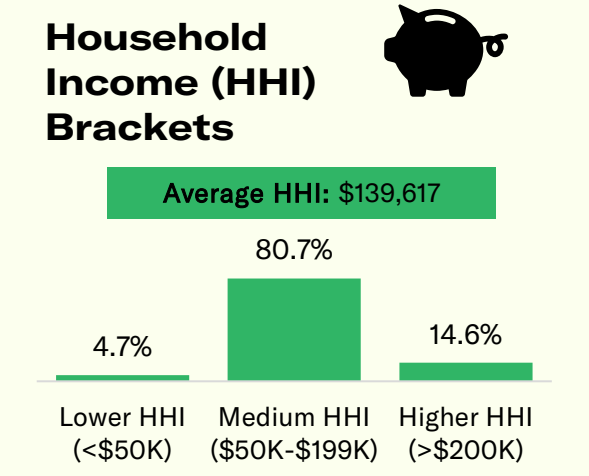
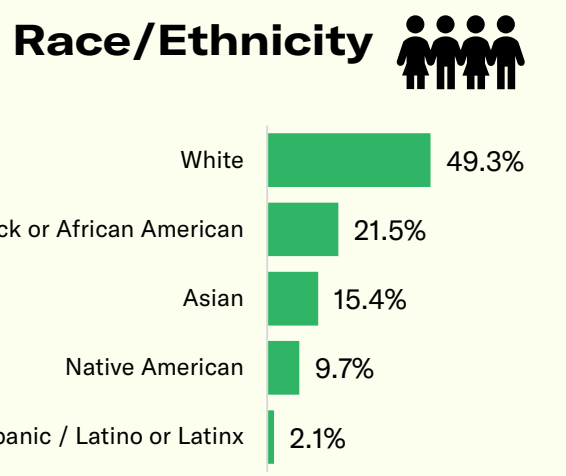
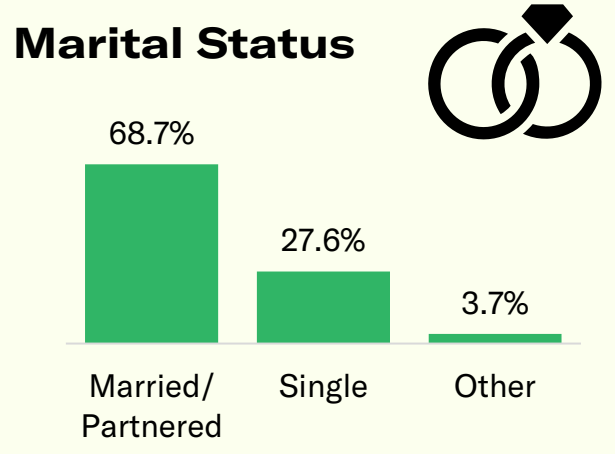
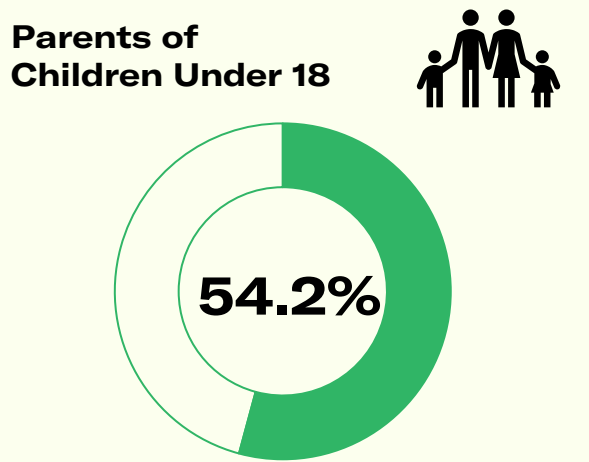
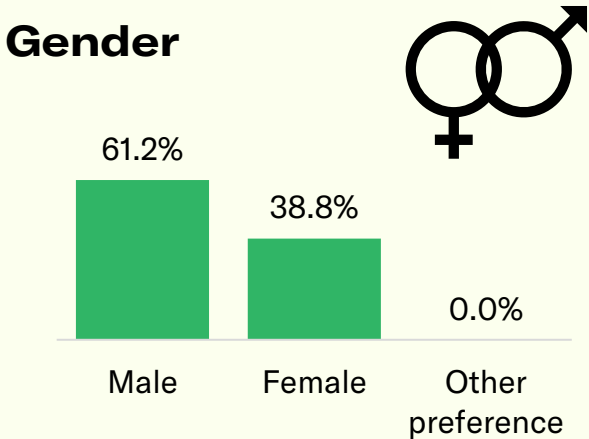
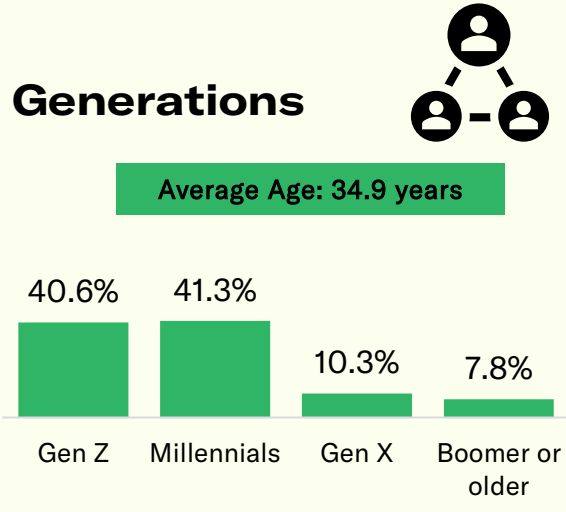
**Small sample size*

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 (561 completed surveys).

Appendix I: Survey Respondent Demographics

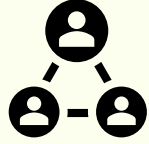
Demographic Snapshot



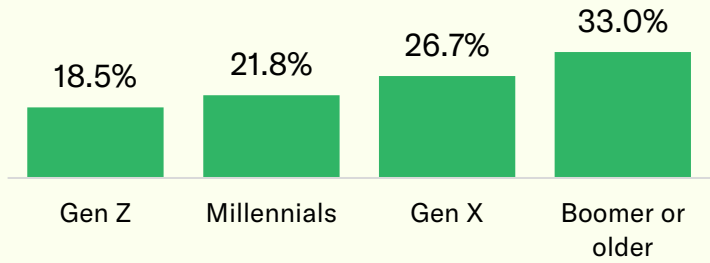
Demographic Snapshot

In State

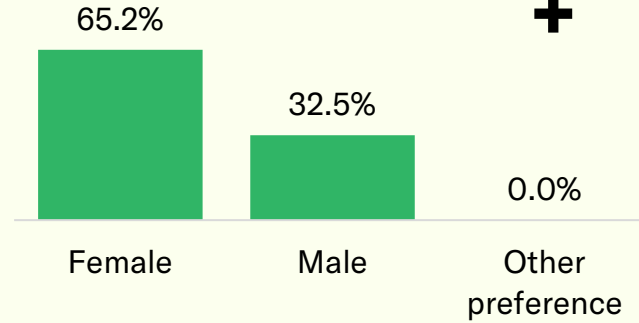
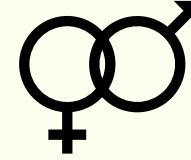
Generations



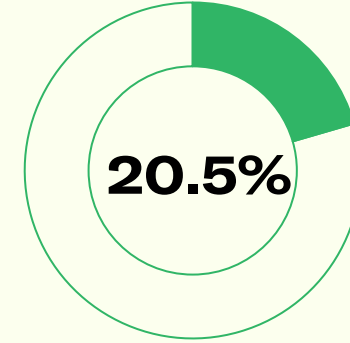
Average Age: 49.0 years



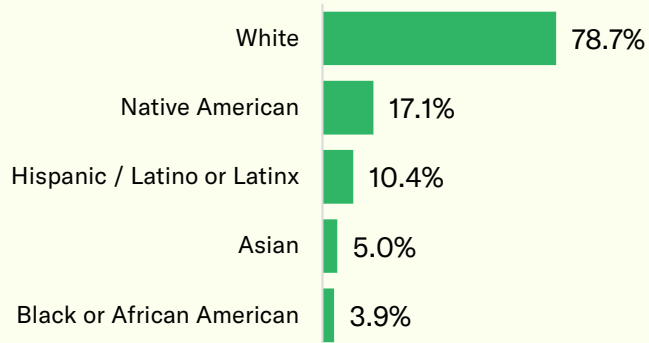
Gender



Parents of Children Under 18



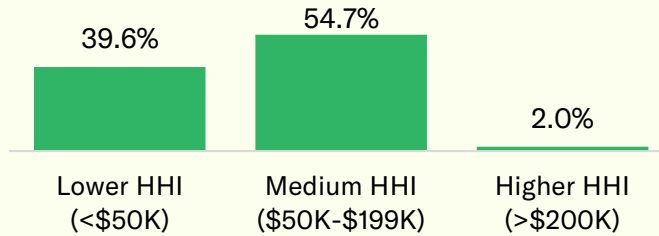
Race/Ethnicity



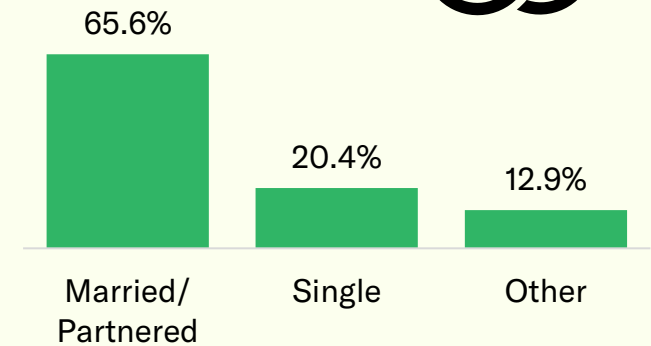
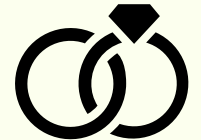
Household Income (HHI) Brackets



Average HHI: \$81,187

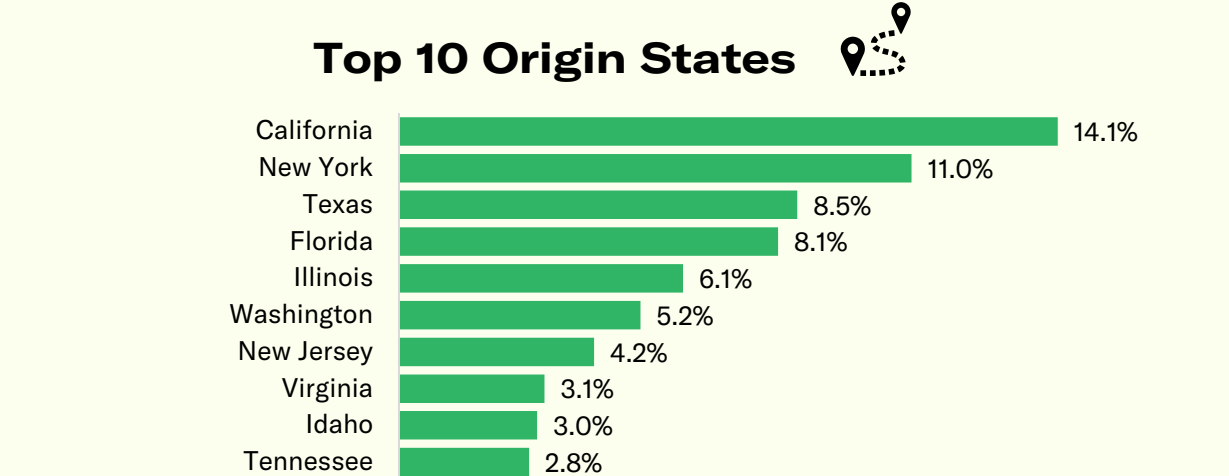
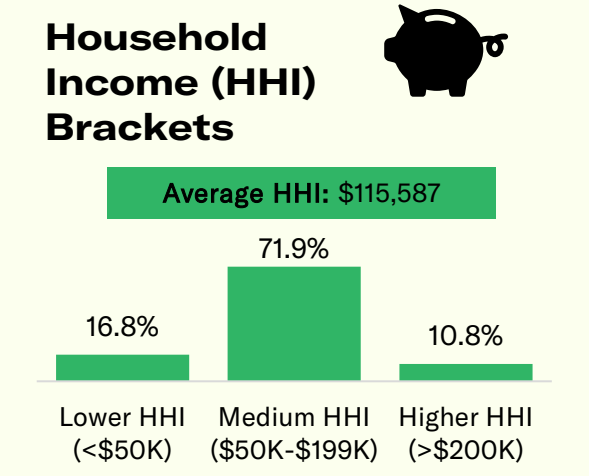
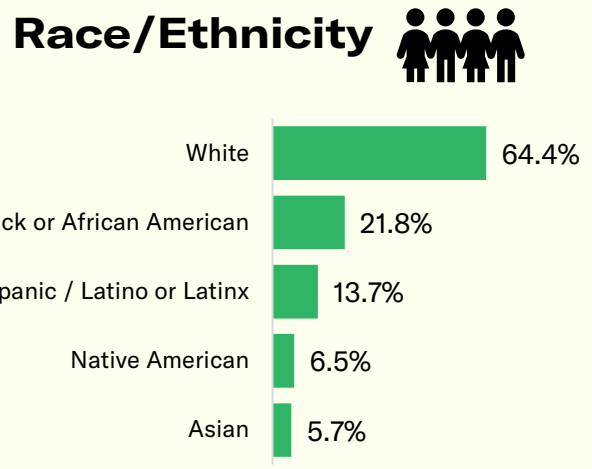
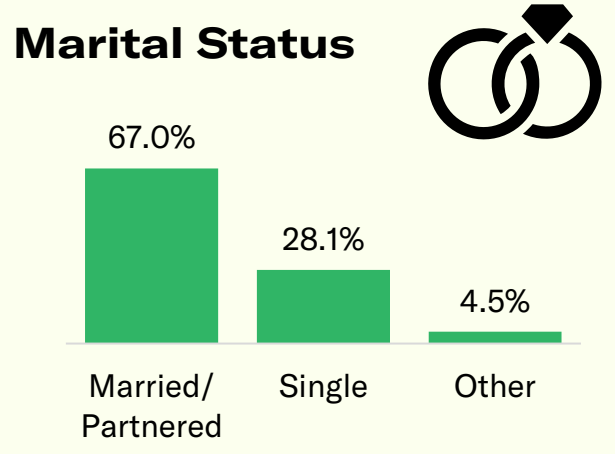
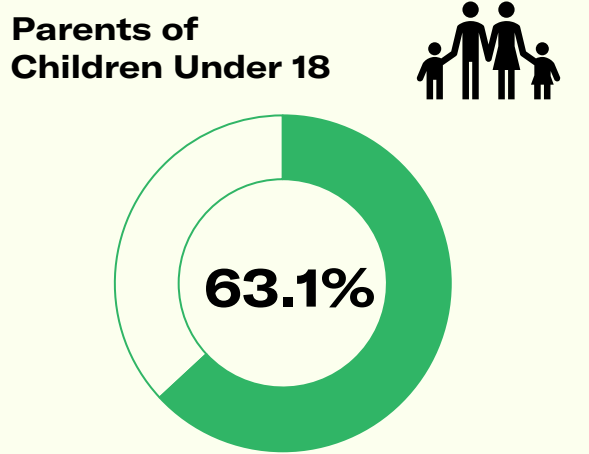
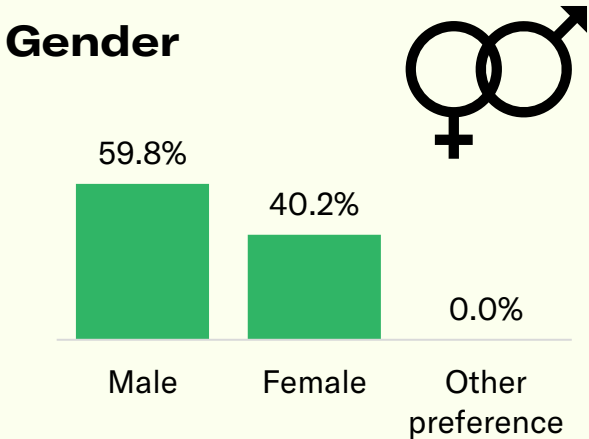
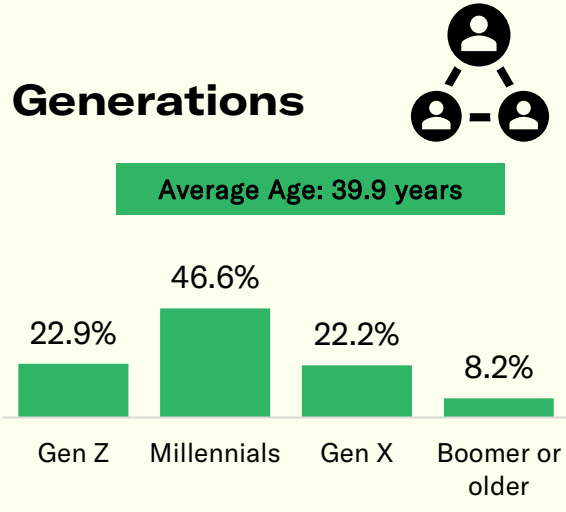


Marital Status



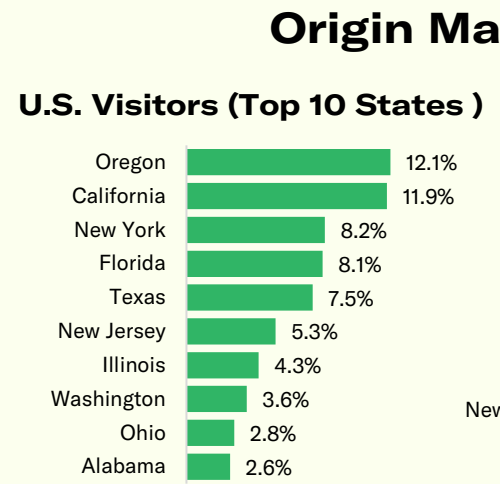
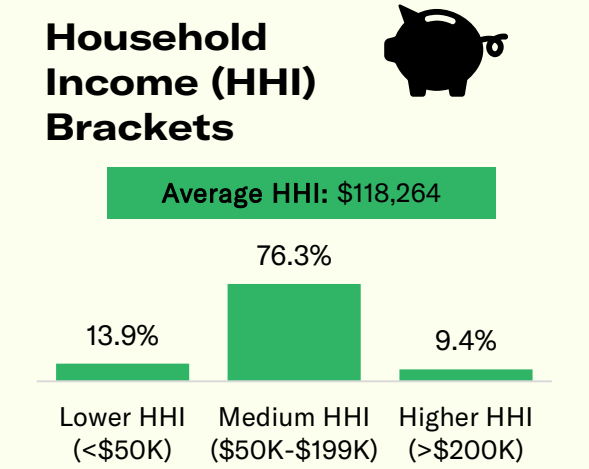
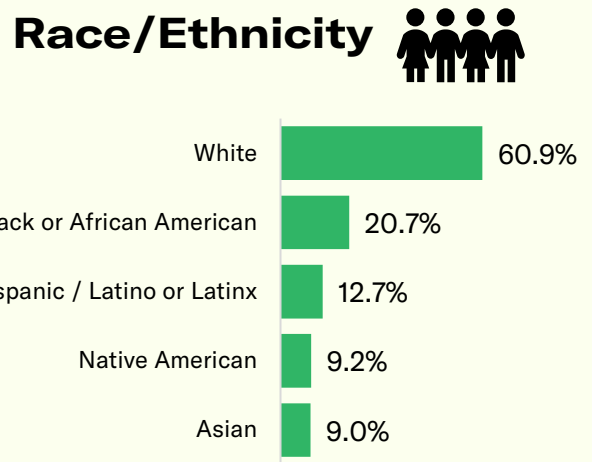
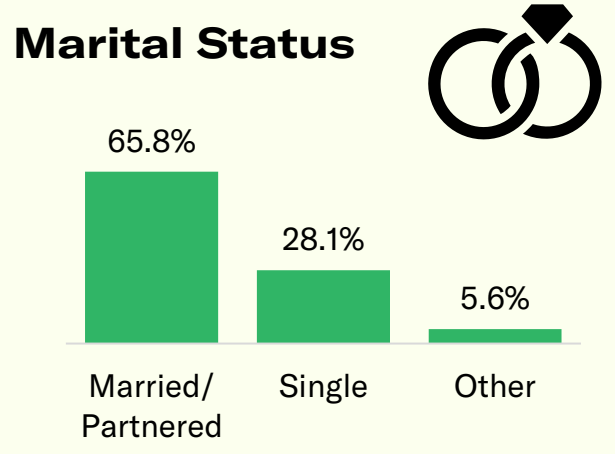
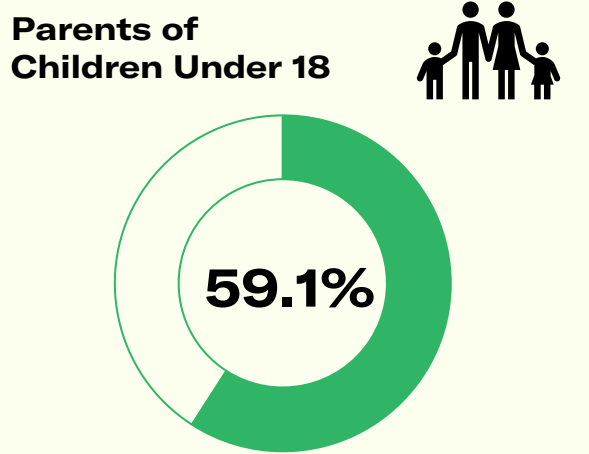
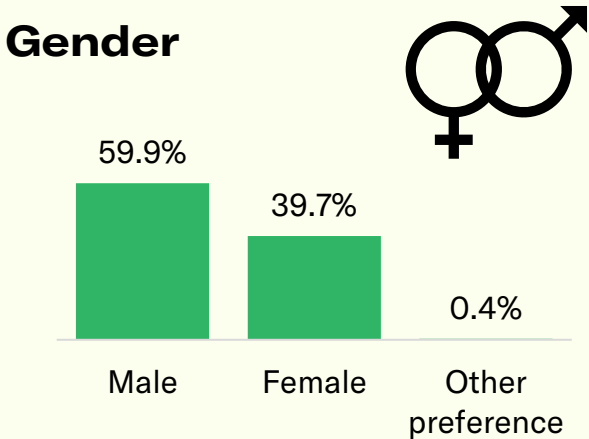
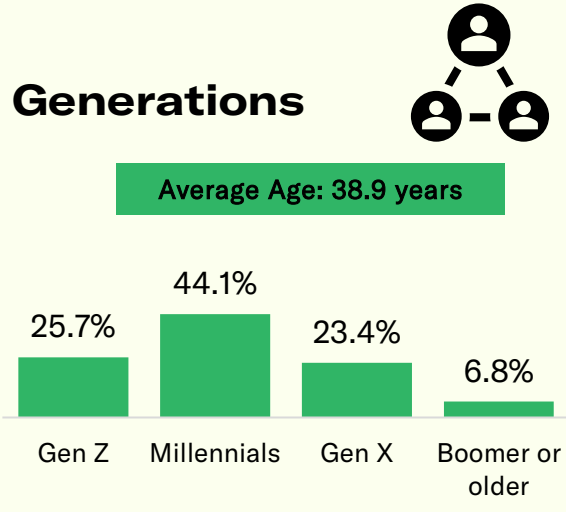
Demographic Snapshot

Out of State



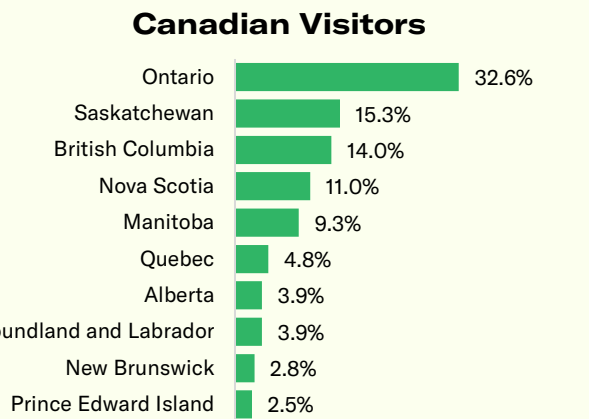
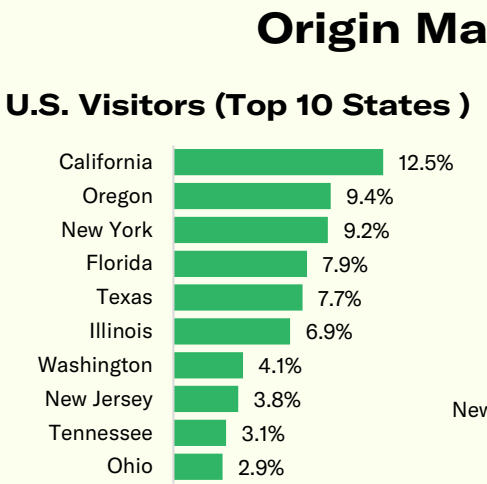
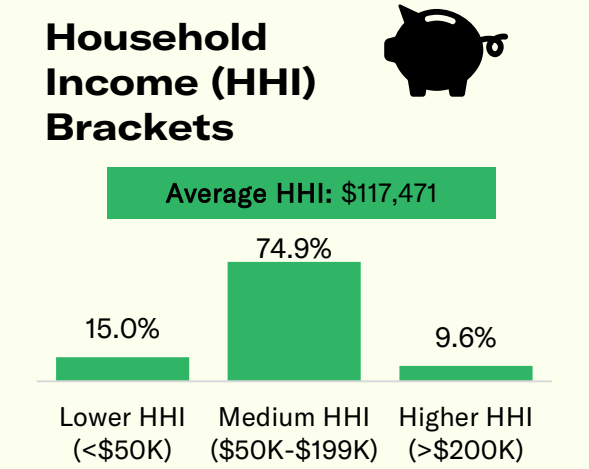
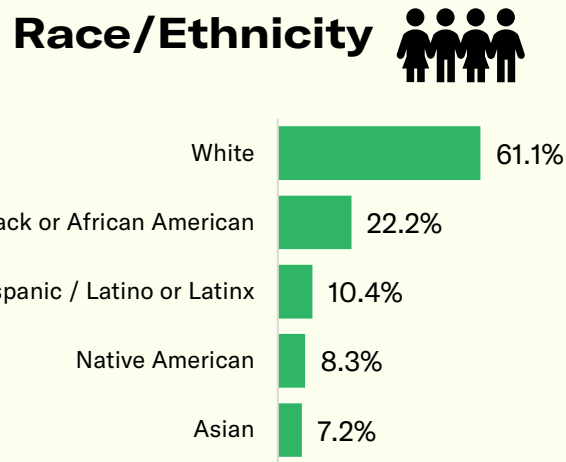
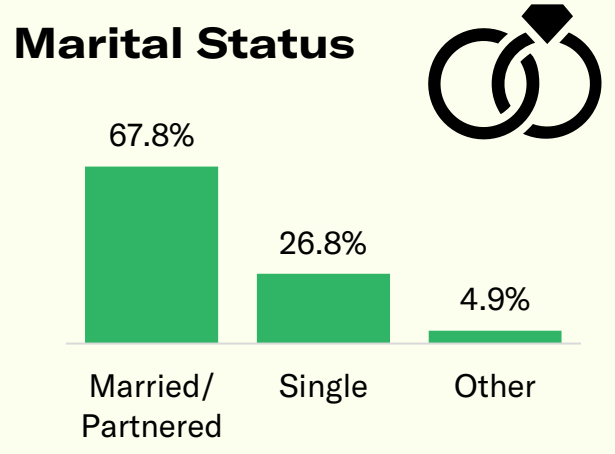
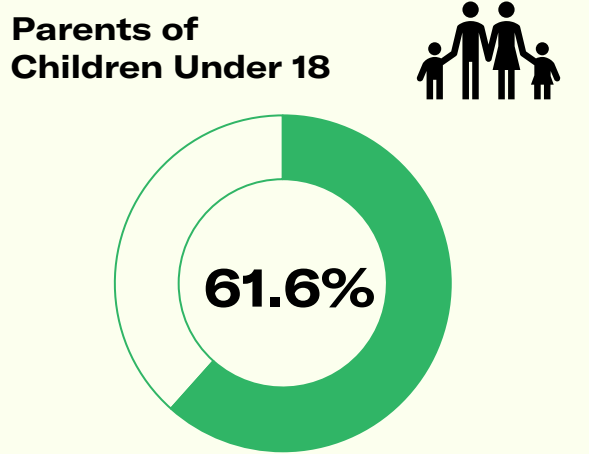
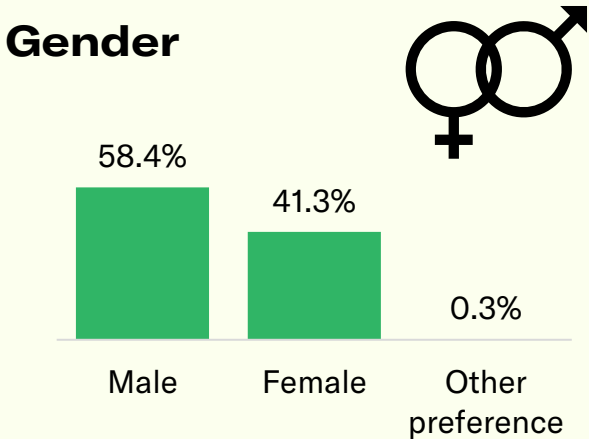
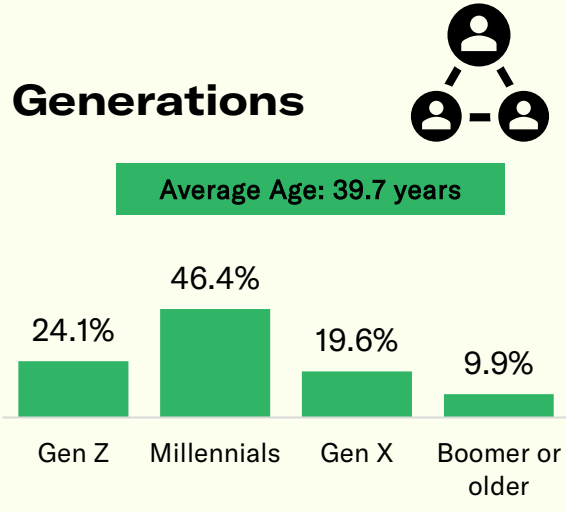
Demographic Snapshot

Outdoor Recreation Participants



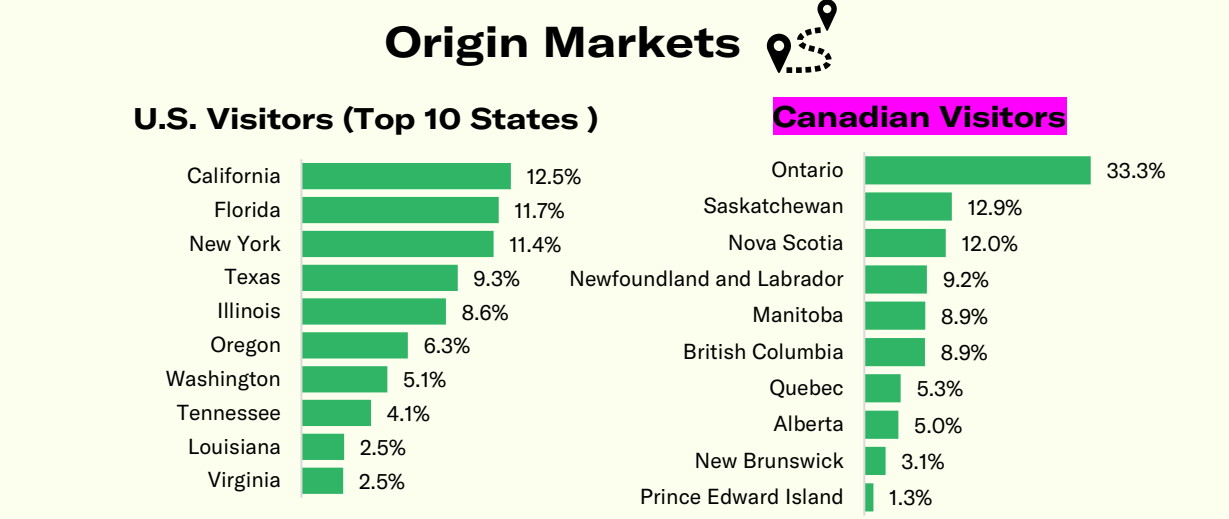
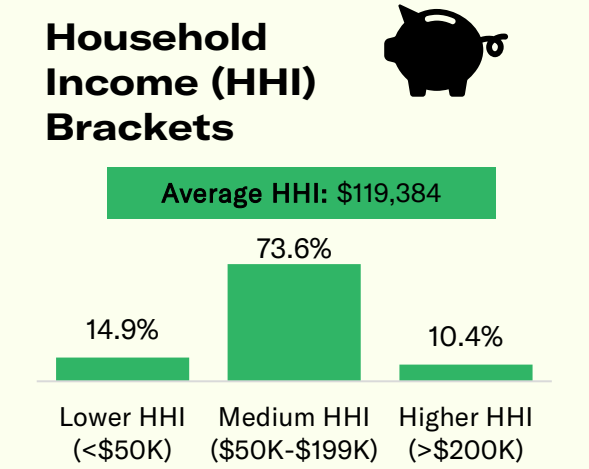
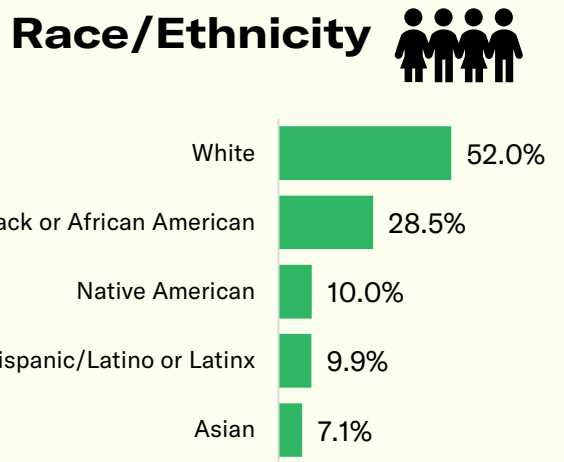
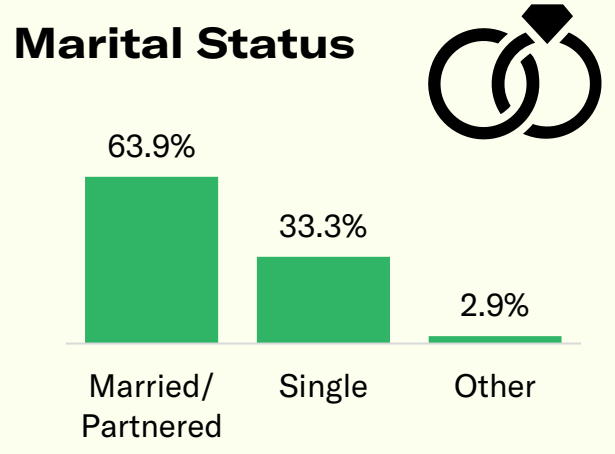
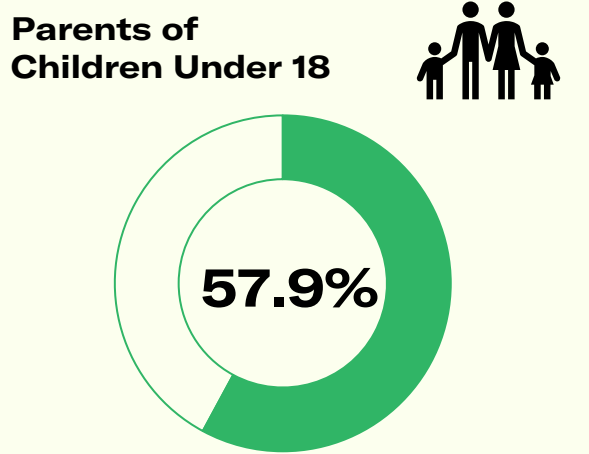
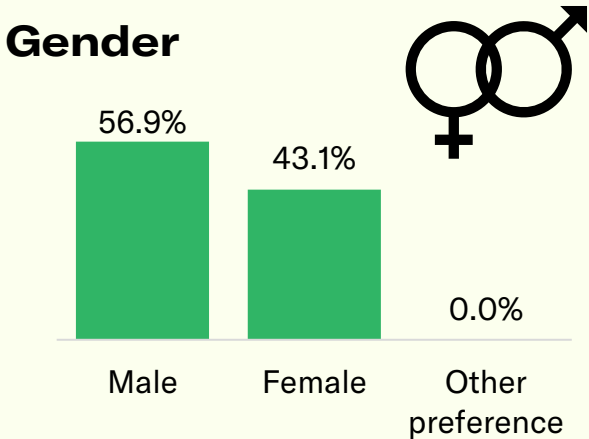
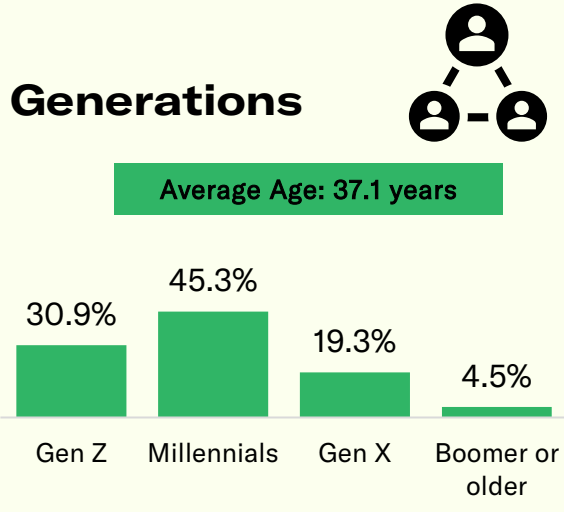
Demographic Snapshot

Food & Drink Participants

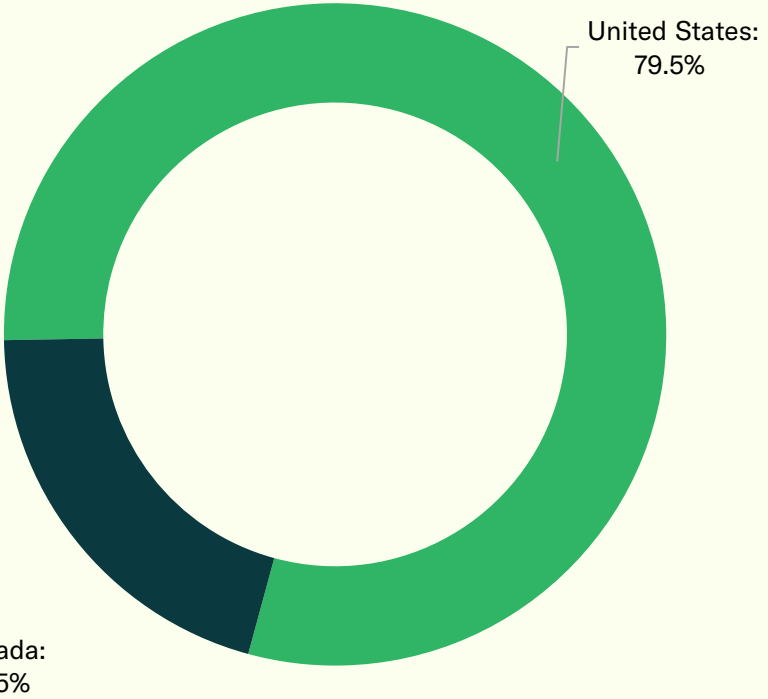


Demographic Snapshot

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

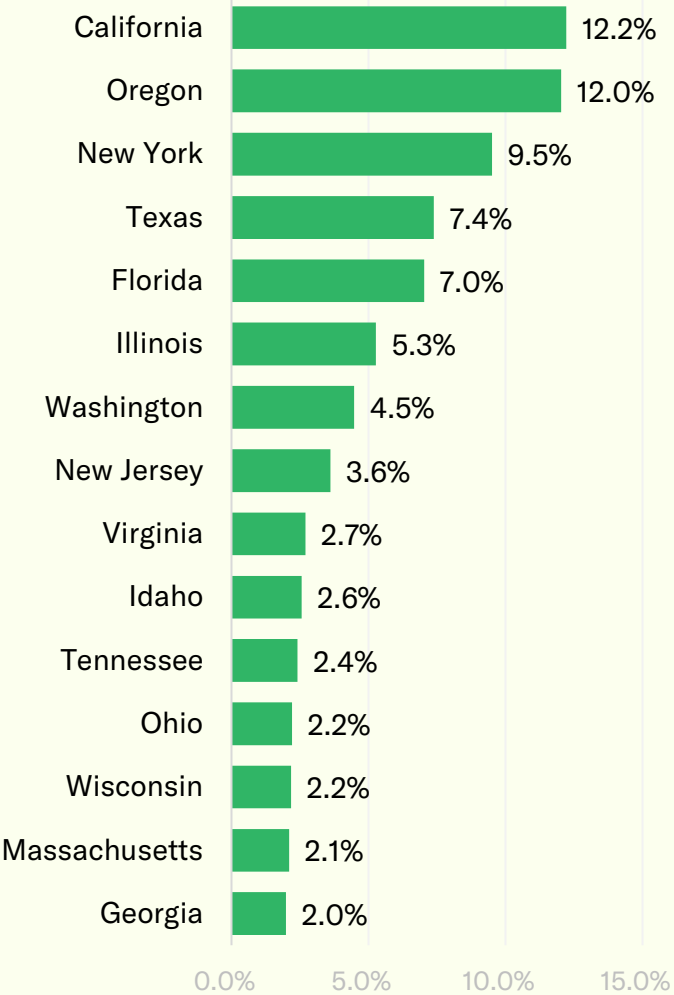
	Total	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
United States	78.1%	82.3%	79.7%	76.2%
Canada	21.9%	17.7%	20.3%	23.8%
Base	561	306	365	179

**Small sample size*

Question: In what country do you currently reside?

Base: Total respondents (561 completed surveys).

Survey Respondent Demographics: Origin Markets



By Segment

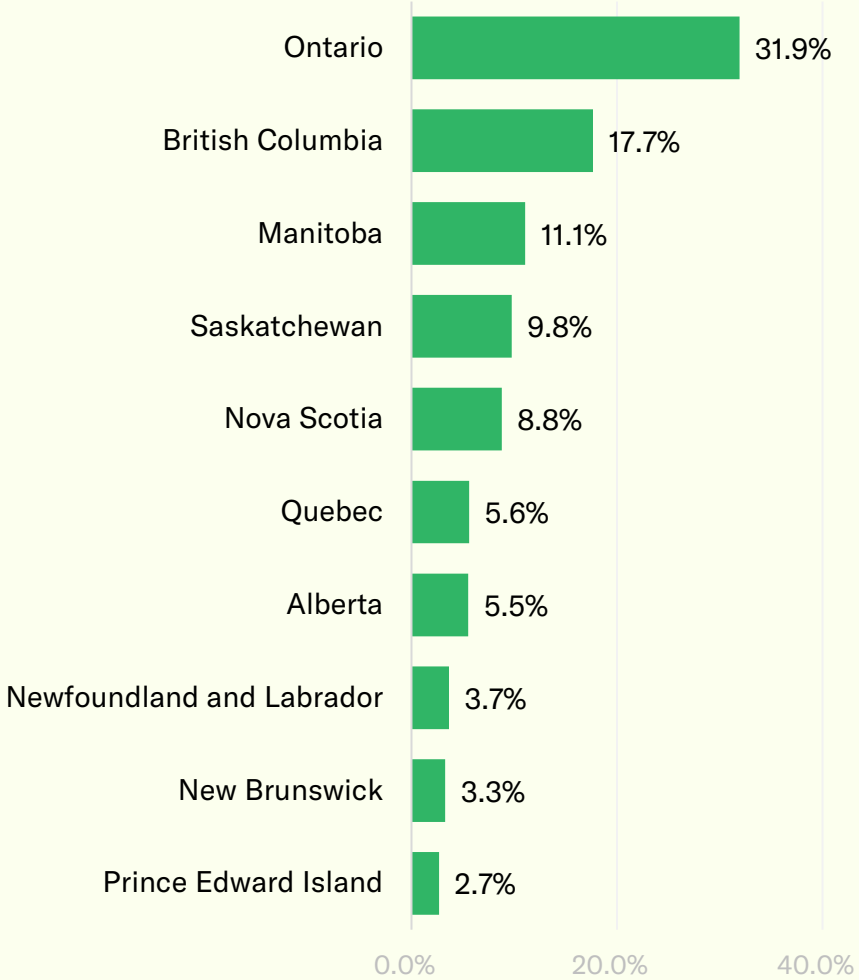
■ = statistically significantly higher than given segment's counterpart
■ = statistically significantly lower than given segment's counterpart

	Total	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
California	12.2%	14.1%	11.9%	12.5%	12.5%
Oregon	12.0%	0.0%	12.1%	9.4%	6.3%
New York	9.5%	11.0%	8.2%	9.2%	11.4%
Texas	7.4%	8.5%	7.5%	7.7%	9.3%
Florida	7.0%	8.1%	8.1%	7.9%	11.7%
Illinois	5.3%	6.1%	4.3%	6.9%	8.6%
Washington	4.5%	5.2%	3.6%	4.1%	5.1%
New Jersey	3.6%	4.2%	5.3%	3.8%	2.1%
Virginia	2.7%	3.1%	2.5%	2.9%	2.5%
Idaho	2.6%	3.0%	2.2%	2.6%	1.0%
Tennessee	2.4%	2.8%	2.4%	3.1%	4.1%
Ohio	2.2%	2.5%	2.8%	2.9%	2.3%
Wisconsin	2.2%	2.5%	2.5%	2.1%	0.0%
Massachusetts	2.1%	2.4%	2.3%	1.8%	0.4%
Georgia	2.0%	2.3%	2.4%	2.3%	2.0%
Base	441	379	306	365	179

Question: In which state do you currently reside?

Base: U.S. respondents (441 completed surveys).

Survey Respondent Demographics: Origin Provinces



By Segment

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

	Canadian Visitors	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Ontario	31.9%	20.2%	32.6%	33.3%
British Columbia	17.7%	20.7%	14.0%	8.9%
Manitoba	11.1%	7.2%	9.3%	8.9%
Saskatchewan	9.8%	6.7%	15.3%	12.9%
Nova Scotia	8.8%	14.3%	11.0%	12.0%
Quebec	5.6%	4.0%	4.8%	5.3%
Alberta	5.5%	9.1%	3.9%	5.0%
Newfoundland and Labrador	3.7%	5.7%	3.9%	9.2%
New Brunswick	3.3%	7.3%	2.8%	3.1%
Prince Edward Island	2.7%	4.9%	2.5%	1.3%
Base	120	306	365	179

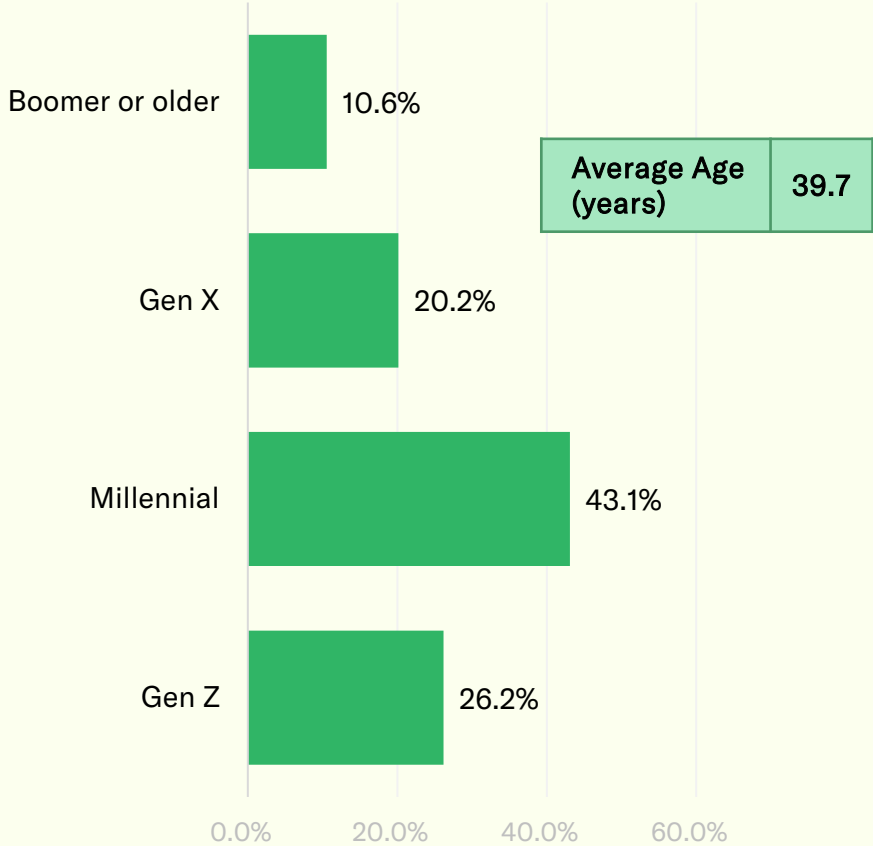
Question: In which province do you currently reside?

Base: Canadian respondents (120 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	10.6%	7.8%	33.0%	8.2%	6.8%	9.9%	4.5%
Gen X	20.2%	10.3%	26.7%	22.2%	23.4%	19.6%	19.3%
Millennial	43.1%	41.3%	21.8%	46.6%	44.1%	46.4%	45.3%
Gen Z	26.2%	40.6%	18.5%	22.9%	25.7%	24.1%	30.9%
Mean	39.7	34.9	49.0	39.9	38.9	39.7	37.1
Base	561	120	58	379	306	365	179

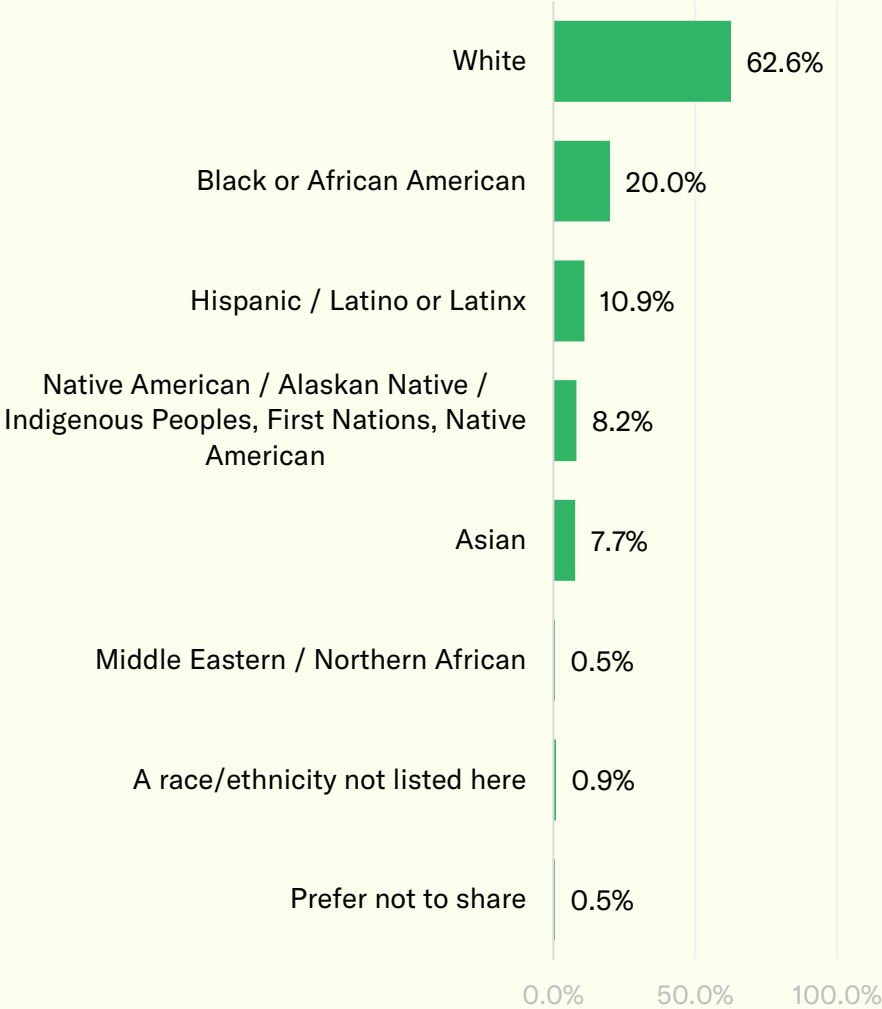
**Small sample size*

Question: In what year were you born?

Base: Total respondents (561 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

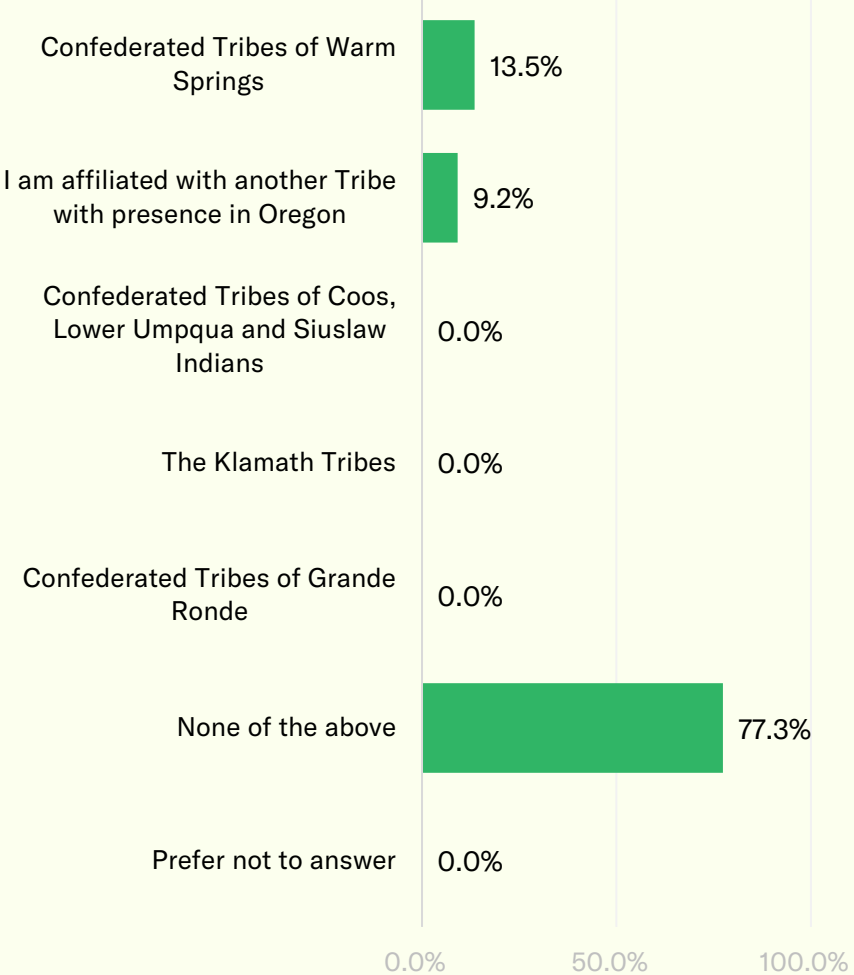
	Total	Canadian Visitors	In-State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
White	62.6%	49.3%	78.7%	64.4%	60.9%	61.1%	52.0%
Black or African American	20.0%	21.5%	3.9%	21.8%	20.7%	22.2%	28.5%
Hispanic / Latino or Latinx	10.9%	2.1%	10.4%	13.7%	12.7%	10.4%	9.9%
Native American/Alaskan Native/Indigenous Peoples, First Nations, Native American	8.2%	9.7%	17.1%	6.5%	9.2%	8.3%	10.0%
Asian	7.7%	15.4%	5.0%	5.7%	9.0%	7.2%	7.1%
Middle Eastern / Northern African	0.5%	0.5%	0.0%	0.6%	0.8%	0.5%	1.3%
A race/ethnicity not listed here	0.9%	2.5%	0.0%	0.5%	0.6%	1.3%	0.5%
Prefer not to share	0.5%	1.5%	0.0%	0.3%	0.4%	0.8%	1.0%
Base	561	120	58	379	306	365	179

**Small sample size*

Question: Which of the following best describes you?

Base: Total respondents (561 completed surveys).

Survey Respondent Demographics: Native Tribe Affiliation



By Segment

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

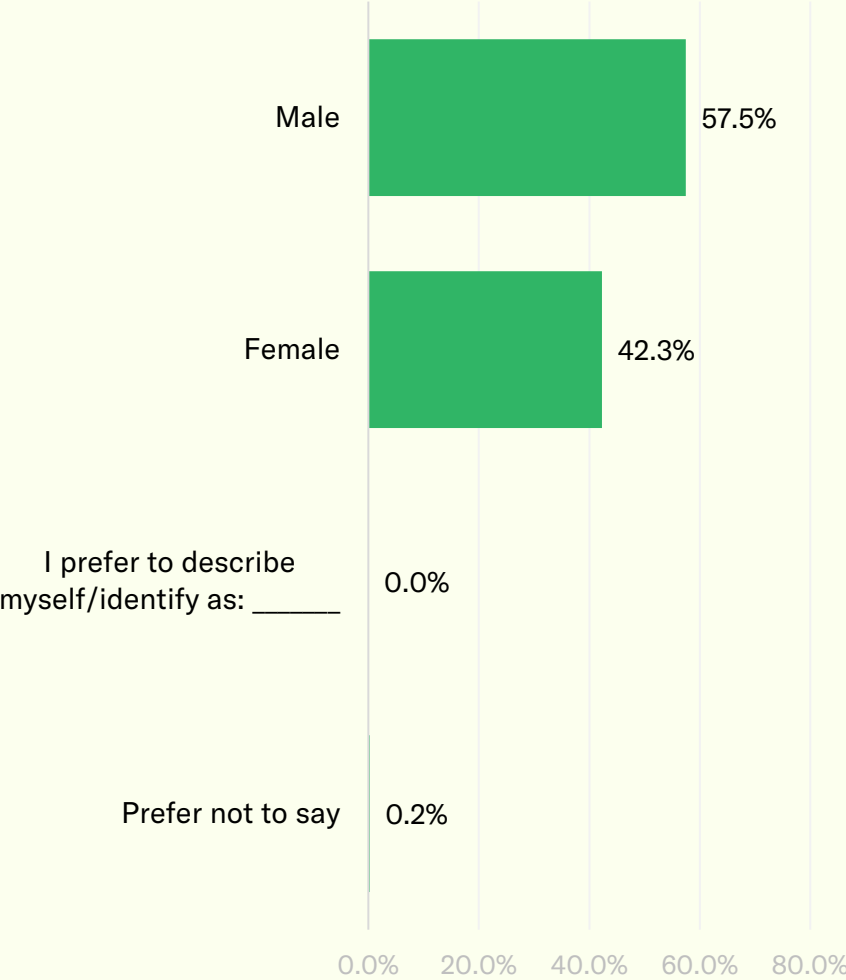
	In State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Confederated Tribes of Warm Springs	13.5%	0.0%	0.0%	30.6%
I am affiliated with another Tribe with presence in Oregon	9.2%	16.8%	0.0%	0.0%
Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians	0.0%	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	77.3%	83.2%	100.0%	69.4%
Prefer not to answer	0.0%	0.0%	0.0%	0.0%
Base	9	9	5	6

**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 (9 completed surveys).

Survey Respondent Demographics: Gender



By Segment

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

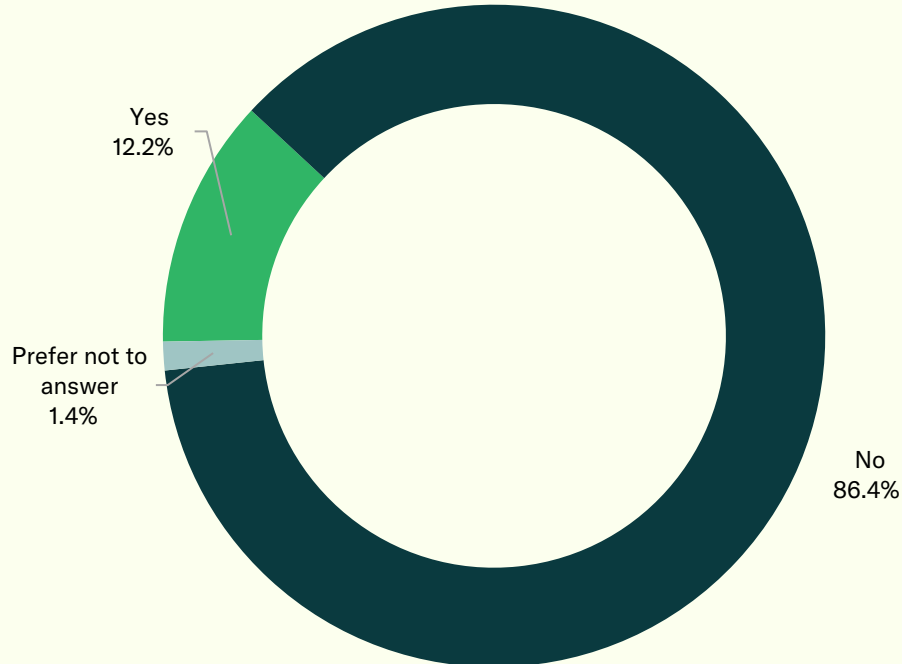
	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Male	57.5%	61.2%	32.5%	59.8%	59.9%	58.4%	56.9%
Female	42.3%	38.8%	65.2%	40.2%	39.7%	41.3%	43.1%
I prefer to describe myself/identify as: _____	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prefer not to say	0.2%	0.0%	2.3%	0.0%	0.4%	0.3%	0.0%
Base	561	120	58	379	306	365	179

**Small sample size*

Question: What is your identified gender?

Base: Total respondents (561 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

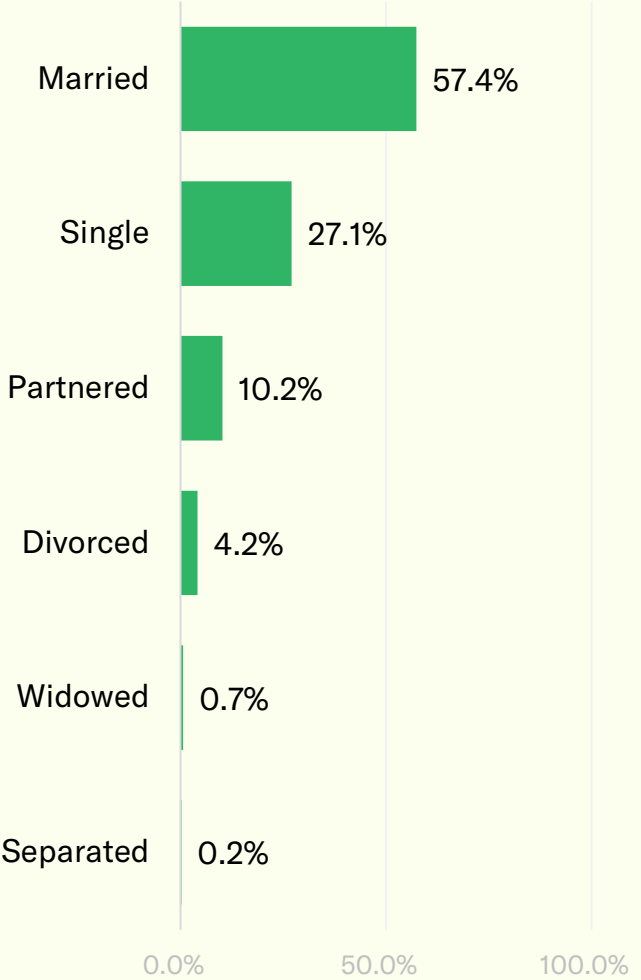
	Total	Canadian Visitors	In State *	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	12.2%	19.3%	12.9%	9.3%	14.1%	12.6%	16.7%
No	86.4%	77.7%	84.7%	89.9%	85.5%	85.2%	81.3%
Prefer not to answer	1.4%	2.9%	2.4%	0.8%	0.4%	2.1%	2.0%
Base	561	120	58	379	306	365	179

**Small sample size*

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

Base: Total respondents (561 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

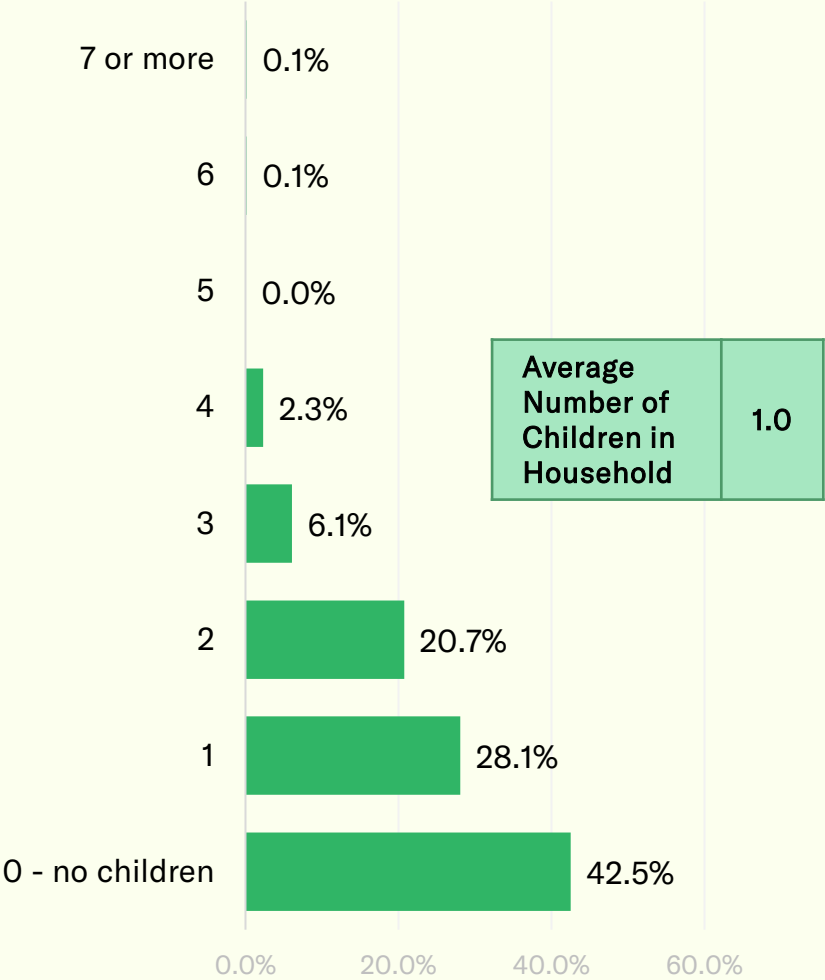
	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Married	57.4%	53.5%	51.1%	58.9%	54.9%	58.9%	52.6%
Single	27.1%	27.6%	20.4%	28.1%	28.1%	26.8%	33.3%
Partnered	10.2%	15.2%	14.5%	8.1%	10.8%	8.9%	11.3%
Divorced	4.2%	3.2%	9.8%	3.8%	4.7%	4.5%	2.5%
Widowed	0.7%	0.5%	1.6%	0.6%	0.8%	0.3%	0.0%
Separated	0.2%	0.0%	1.6%	0.2%	0.0%	0.2%	0.3%
Base	561	120	58	379	306	365	179

**Small sample size*

Question: What is your marital status?

Base: Total respondents (561 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	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
6	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%
5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	2.3%	0.0%	0.0%	2.8%	1.7%	1.5%	2.0%
3	6.1%	2.0%	0.0%	8.3%	6.6%	7.2%	6.6%
2	20.7%	17.8%	0.0%	24.1%	22.9%	24.9%	22.6%
1	28.1%	33.8%	20.5%	27.6%	27.9%	27.9%	26.8%
0 – no children	42.5%	45.8%	79.5%	36.9%	40.9%	38.4%	42.1%
Mean	1.0	0.8	0.2	1.1	1.0	1.1	1.0
Base	560	120	58	378	305	365	179

*Small sample size

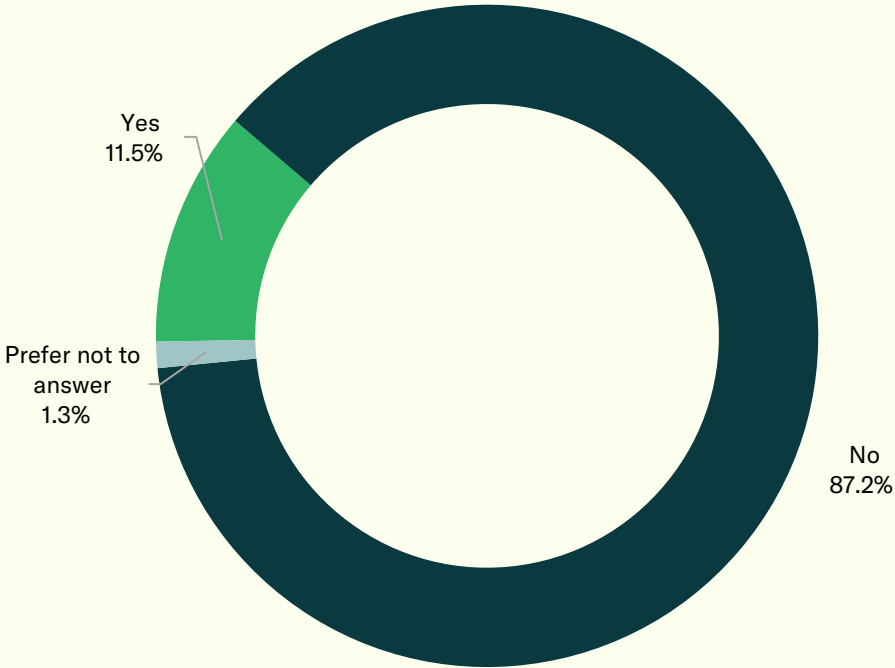
Question: How many children under the age of 18 live in your home?

Base: Total respondents (560 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



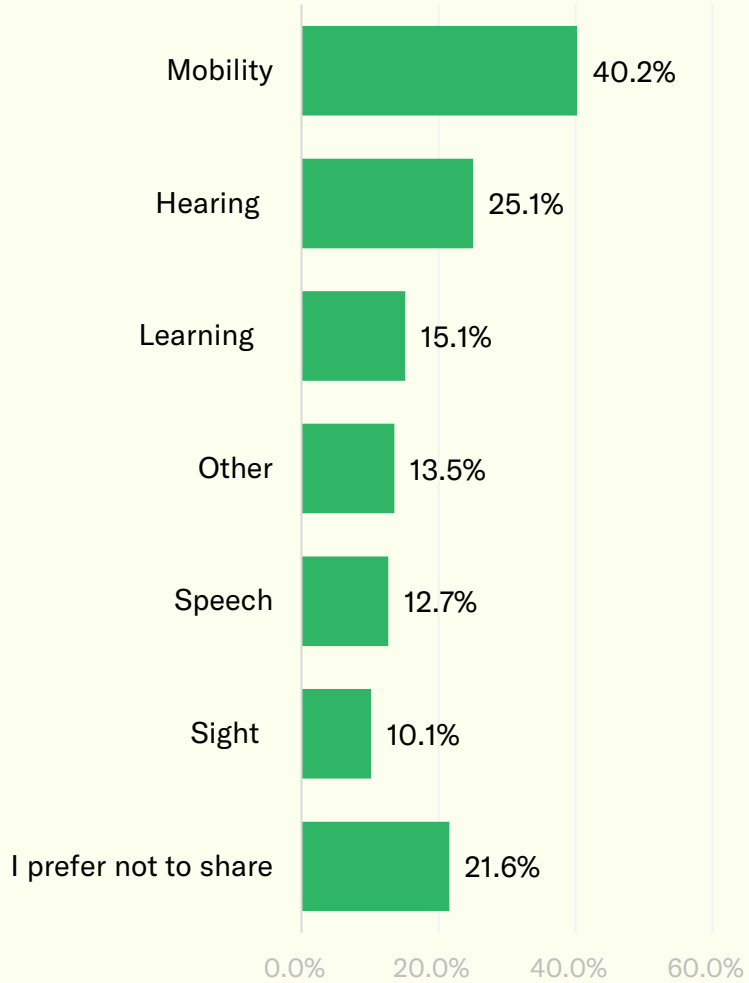
	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	11.5%	6.4%	25.3%	11.4%	10.3%	12.7%	5.7%
No	87.2%	93.6%	69.7%	87.4%	88.8%	86.2%	93.7%
Prefer not to answer	1.3%	0.0%	5.0%	1.2%	0.9%	1.1%	0.5%
Base	561	120	58	379	306	365	179

**Small sample size*

Question: Do you have a disability?

Base: Total respondents (561 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

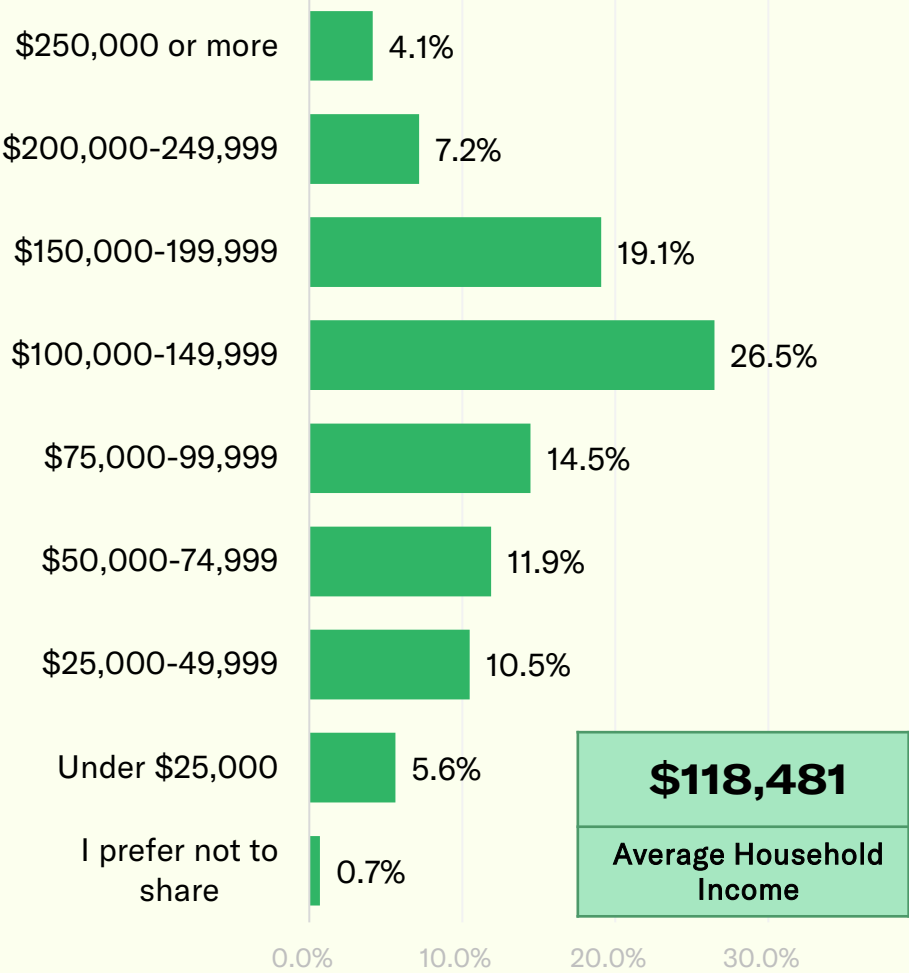
	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Mobility	40.2%	38.1%	66.3%	32.6%	34.9%	39.8%	35.4%
Hearing	25.1%	37.7%	7.7%	28.1%	25.9%	33.4%	33.5%
Learning	15.1%	23.2%	0.0%	18.3%	28.2%	20.9%	21.4%
Other	13.5%	17.8%	17.4%	11.6%	9.3%	11.1%	29.2%
Speech	12.7%	23.2%	0.0%	14.7%	19.7%	17.5%	32.5%
Sight	10.1%	0.0%	5.4%	13.4%	13.6%	11.3%	25.0%
I prefer not to share	21.6%	20.9%	8.6%	25.7%	23.2%	16.3%	18.0%
Base	70	9	15	46	33	50	14

**Small sample size*

Question: How would you describe your disability/disabilities?

Base: Total respondents (70 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	4.1%	2.6%	2.0%	4.4%	3.6%	3.4%	3.0%
\$200,000-249,999	7.2%	11.9%	0.0%	6.4%	5.8%	6.2%	7.5%
\$150,000-199,999	19.1%	28.9%	10.9%	17.3%	19.3%	20.1%	19.0%
\$100,000-149,999	26.5%	28.4%	23.5%	26.4%	29.9%	27.5%	29.9%
\$75,000-99,999	14.5%	15.5%	10.4%	14.6%	14.8%	14.7%	14.4%
\$50,000-74,999	11.9%	7.9%	10.0%	13.6%	12.3%	12.6%	10.3%
\$25,000-49,999	10.5%	4.1%	18.0%	11.6%	9.0%	9.1%	9.4%
Under \$25,000	5.6%	0.6%	21.6%	5.1%	4.9%	5.9%	5.4%
I prefer not to share	0.7%	0.0%	3.7%	0.5%	0.4%	0.5%	1.1%
Average Household Income	\$118,481	\$139,617	\$81,187	\$115,587	\$118,264	\$117,471	\$119,384
Base	557	120	56	377	305	363	177

**Small sample size*

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

Base: Total respondents (557 completed surveys).