

Future Partners



Travel Oregon Oregon Coast 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 Oregon Coast 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, 1,071 surveys were collected from respondents who visited the Oregon Coast 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 Oregon Coast region on their trip to Oregon and reside in Canada.
- **In State** – respondents who visited the Oregon Coast region on their trip to Oregon and live in the state of Oregon.
- **Out of State** – respondents who visited the Oregon Coast 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 Oregon Coast 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 Oregon Coast 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 Oregon Coast 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

The Oregon Coast region scores above average for visitors' overall trip satisfaction, likelihood to return and recommend scores compared to statewide metrics.

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. Relatively speaking, likelihood to recommend was high for the Oregon Coast region versus other areas of Oregon. Compared to the statewide score of 53 to the individual scores for each region, the Oregon Coast region had the second-highest likelihood to recommend at 61, only fractionally falling behind the Central Oregon region.

The Oregon Coast region performs above average for overall trip satisfaction among Oregon visitors. When comparing satisfaction levels across different regions visited, 98.3% of 2024-25 visitors whose trip to Oregon included the Oregon Coast region reported being satisfied or very satisfied with their overall trip experience, outpacing the total statewide visitor score of 97.7% by +0.6 percentage points. Reflecting these satisfaction scores, the Oregon Coast performs 1.3 percentage points higher compared to the statewide share of visitors who are likely to return in the next 12 months (87.1%). It is worth noting that these are still strong scores for both metrics. The Oregon Coast region's visitors are also much more likely to be domestic travelers, among which a significantly higher share are in-state visitors, and they also represent the oldest visitor cohort compared to other tourism regions.



Executive Summary

Experiential factors around scenery, relaxation, and affordability strongly influenced Oregon Coast region visitors' trip decision.

Scenic beauty and relaxation rank highest as trip motivators. Over nine in ten Oregon Coast visitors said that scenic beauty (91.6%) is an important driver for why they took their most recent trip to Oregon in 2024-25, followed by a relaxing environment or place to unwind (89.1%). The other top factors that played a key role in their trip decision include affordability/value for the money (84.4%), local food and drinks (83.8%), and/or the quality of service/hospitality (83.5%).

In terms of how this translates to activity participation, eating and drinking (80.4%) was by far the most popular activity for 2024-25 Oregon Coast region visitors to engage in, the highest of all the regions. More than two-thirds (68.2%) said they participated in outdoor recreation, the second-highest share among the regions, followed by 48.0% who went shopping. Among Oregon Coast region visitors who said they participated in any of these activities, over one-third (35.2%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. Highlighting the Oregon Coast region's expansive coastlines and unique food offerings (e.g., local fish and seafood) for their scenic impact as well as unique outdoor experiences – such as hiking as well as beach-going – could be a strong strategy to continue to attract visitors and also connects back to the importance of scenic beauty to Oregon visitors and the strong draw for dining experiences. 13.1% of Oregon Coast visitors they were primarily motivated by eating and drinking, and of the activities engaged in, dining at a local restaurant stands out. Continuing to highlight the Coast's seafood culinary scene, while focusing on local restaurants may help attract more of these visitors.



Executive Summary

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

While just 15.3% of Oregon Coast region visitors participated in a Native American tourism experience or supported a Native-owned business on their 2024-25 trip to Oregon, there is strong interest in engaging in these experiences. Among those who did not participate in such an activity on their most recent trip, 74.7% 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 (49.0%) or not having enough time (23.8%). Only 11.8% said they would not be interested. The Oregon Coast region has a variety of Indigenous owned businesses such as distilleries, casinos, hotels with multiple amenities and guide/outfitters, eateries and museums, and in particular offers a unique opportunity to explore regional indigenous maritime practices. Local tourism offices and businesses should continue to work in partnership with these, local indigenous communities and Tribes with presence in the region to highlight these experiences.



Executive Summary

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

Online search and personal connections played key roles as sources of both inspiration and planning for Oregon Coast region visitors' trips to Oregon in 2024-25. For the inspiration phase of their travel planning, online search (44.6%) and personal recommendations (39.9%) were by far the most reported sources that inspired Oregon Coast region visitors to travel to Oregon. Just over three in ten (30.9%) said they drew inspiration from a previous trip, while one in five (20.1%) said social media. When it comes to their top resources for planning their 2024-25 trip to Oregon, online search (56.5%) was by far the most-selected resource among Oregon Coast region visitors. This was followed distantly by personal recommendation (28.7%), while one in five said they planned their trip using their own previous travel knowledge (21.5%).

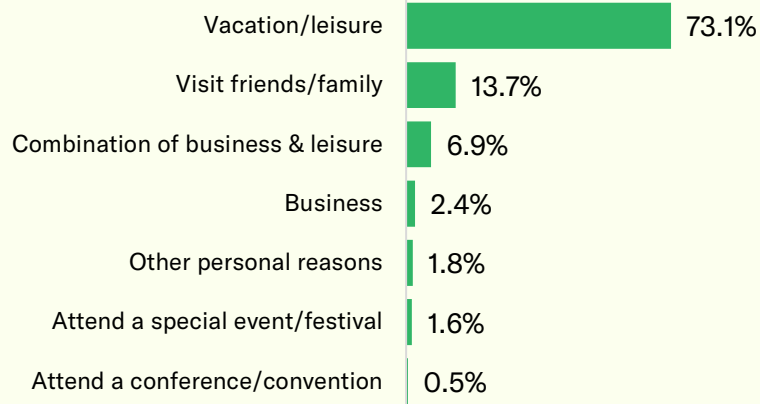
Over half of Oregon Coast region visitors planned their trip in under 3 months. They planned their Oregon trip an average of 3.4 months in advance of their arrival, with 53.7% reporting planning their trip in 2 months or less. Leveraging their top inspiration and planning sources to share messaging around Oregon's offerings – particularly around content focusing on top trip motivators around scenic beauty and relaxation – in consideration of their average trip planning window can help keep Oregon front and center on travelers' radar.



Data Snapshot

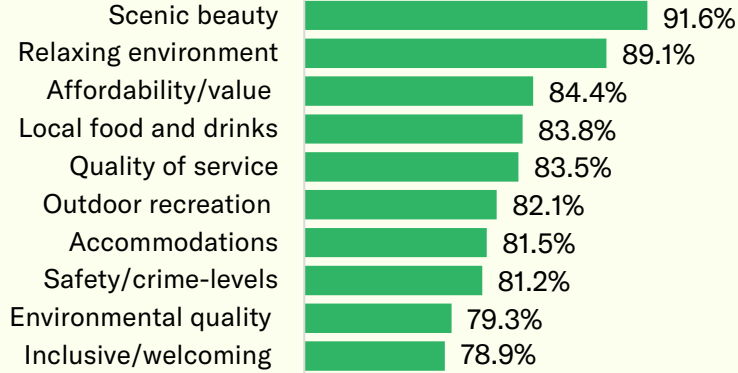
Oregon Visitor Experience – Portland Region Visitors

Primary Trip Purpose



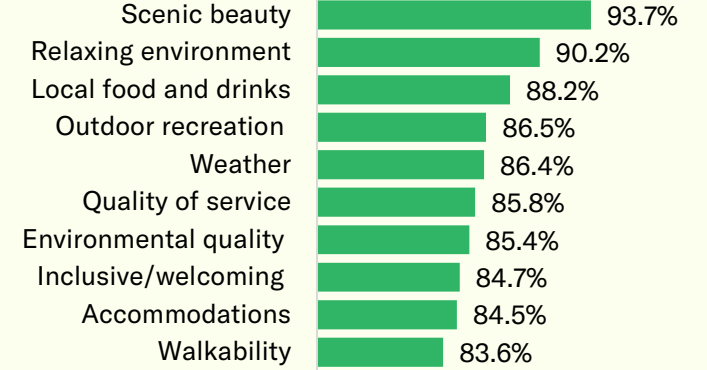
Top 10* Motivators to Visit Oregon

% Important or Very Important to Trip Decision

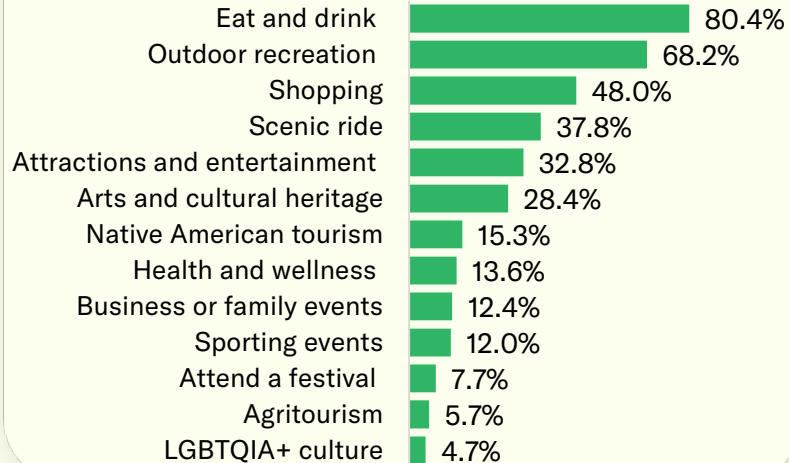


Satisfaction with Oregon Top 10** Attributes

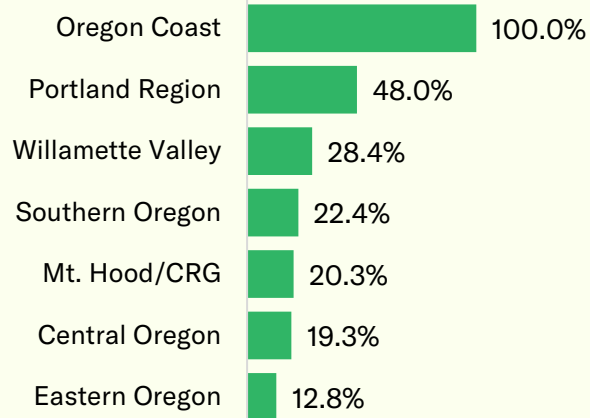
% Satisfied or Very Satisfied



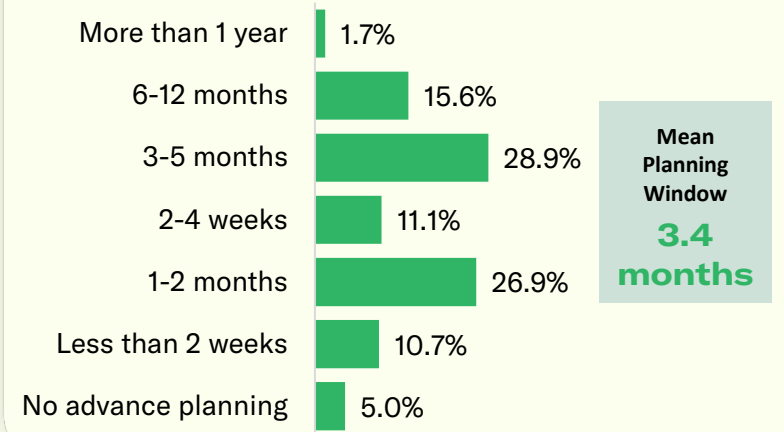
Activities Participated In



Regions Visited

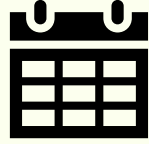


Planning Window



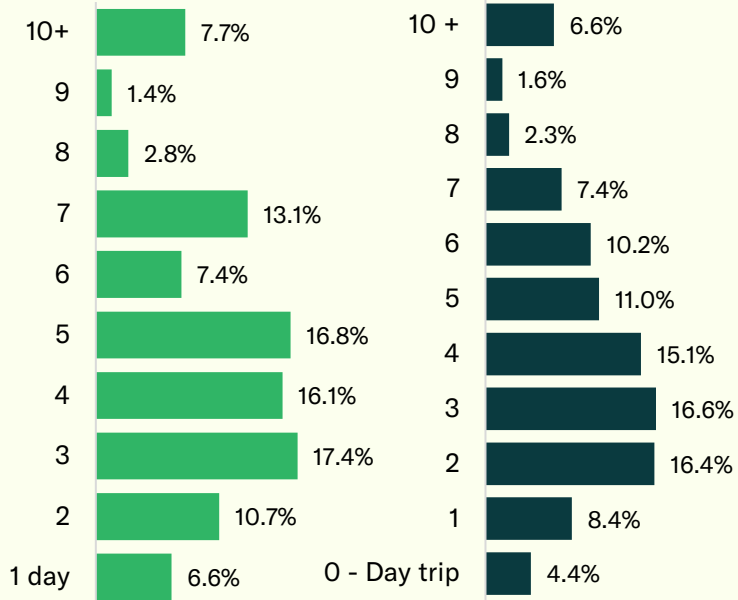
Oregon Visitor Experience – Continued

Average Length of Stay



5.2
days

4.6
nights



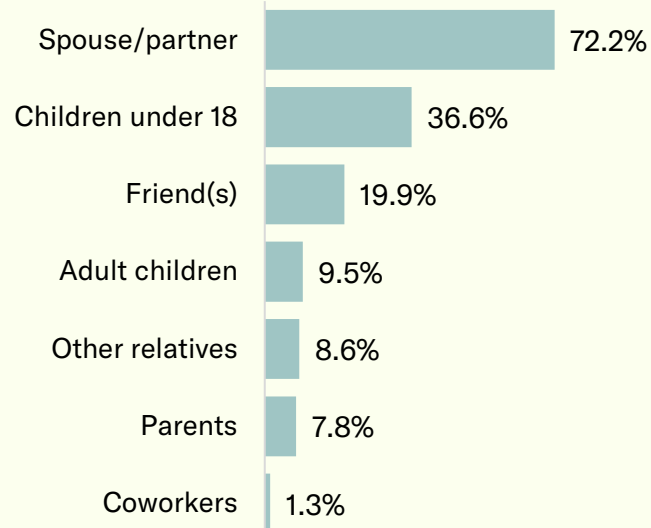
Average Party Size



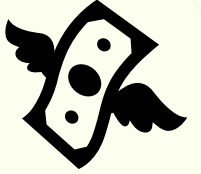
2.4
adults

0.6
children

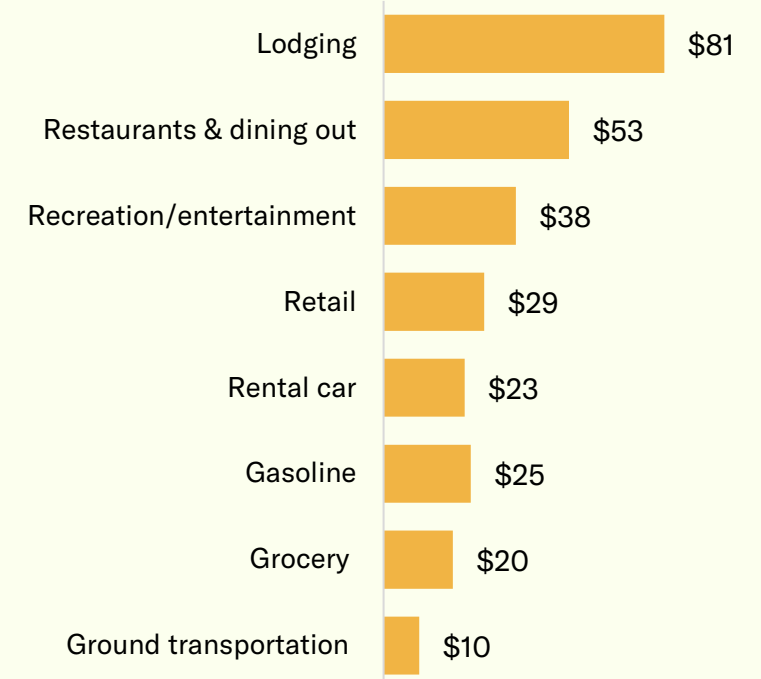
Travel Party Composition



Average Daily Spend Per Person



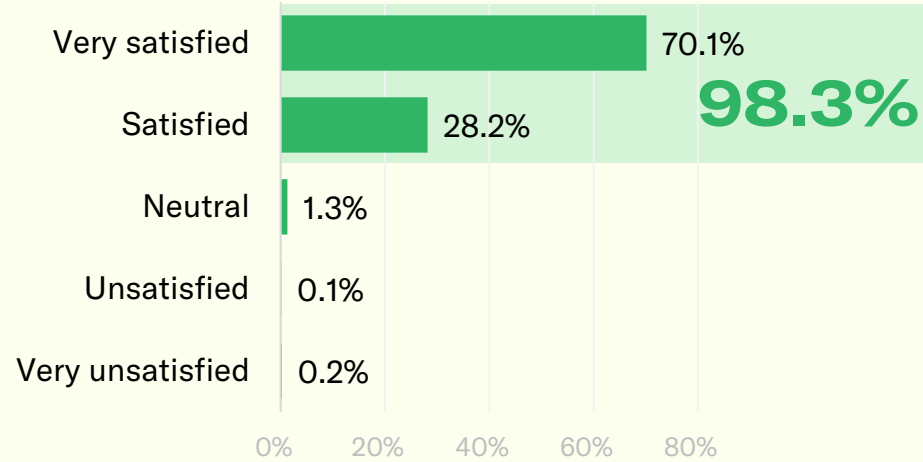
\$280



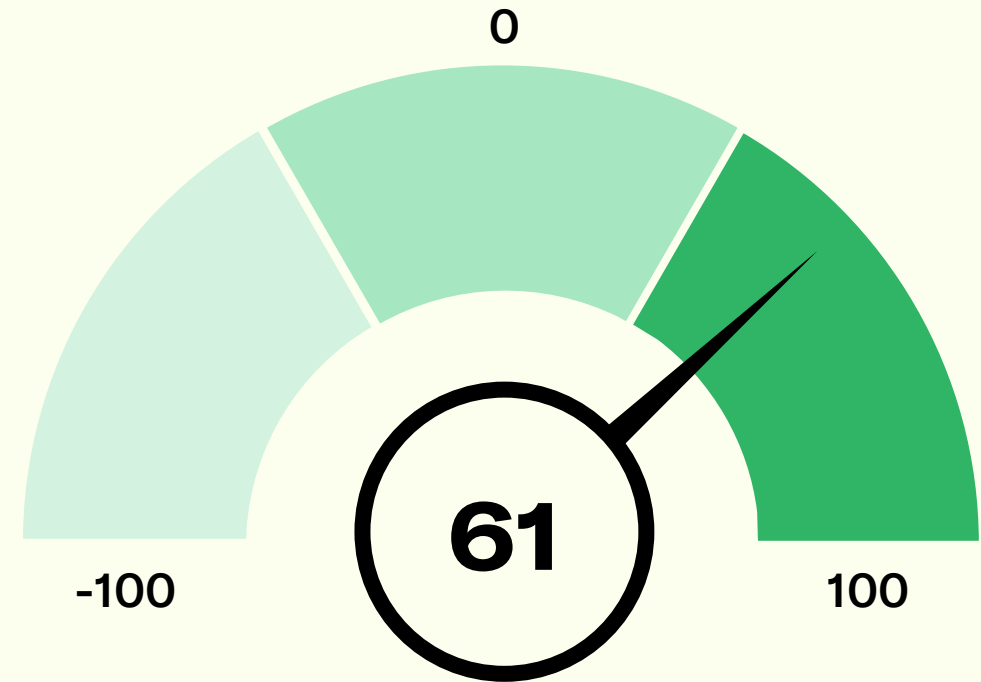
Key Performance Indicators

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

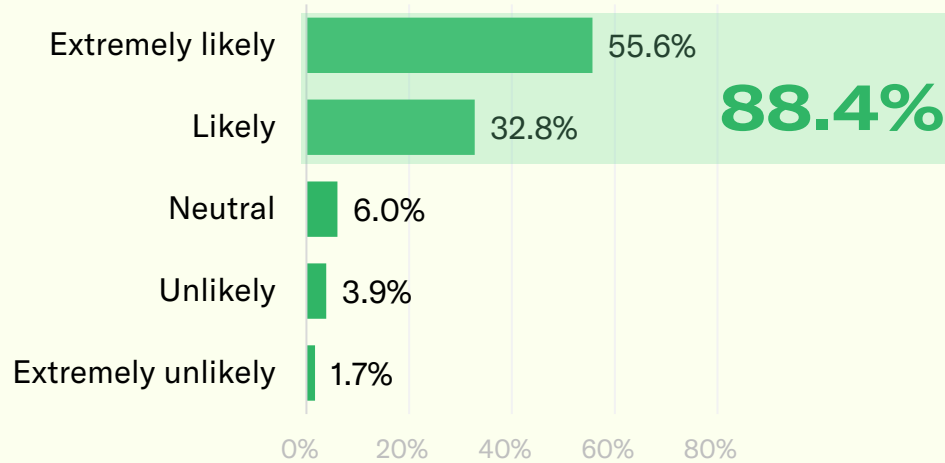
Overall Trip Satisfaction



Likelihood to Recommend Oregon

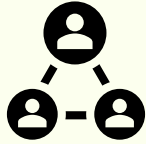


Likelihood to Return in the Next 12 Months

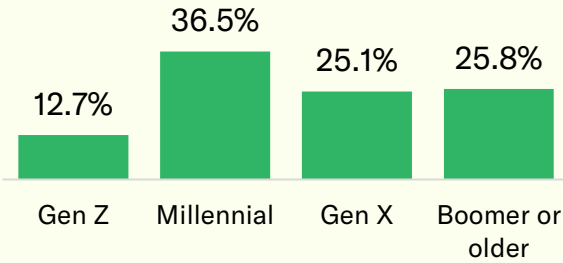


Demographic Snapshot

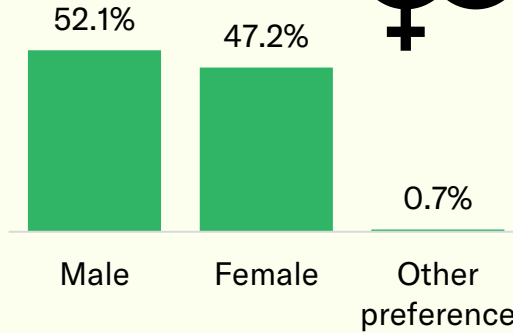
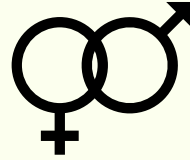
Generations



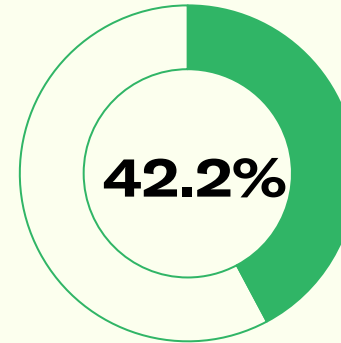
Average Age: 47.0 years



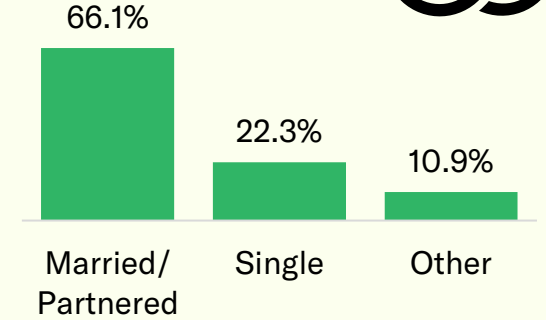
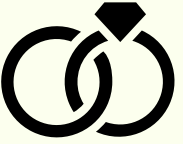
Gender



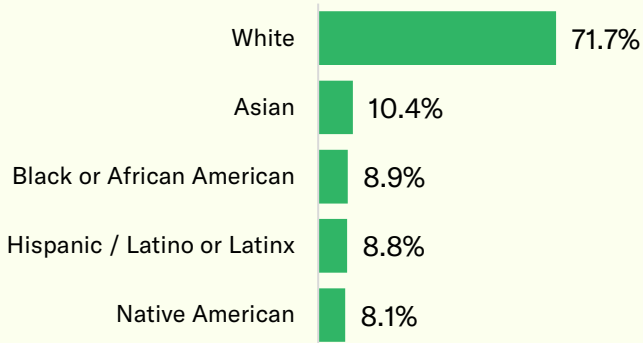
Parents of Children Under 18



Marital Status



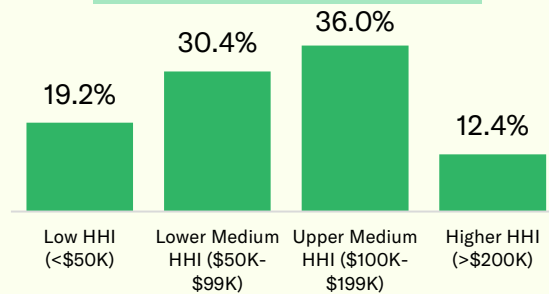
Race/Ethnicity



Household Income (HHI) Brackets



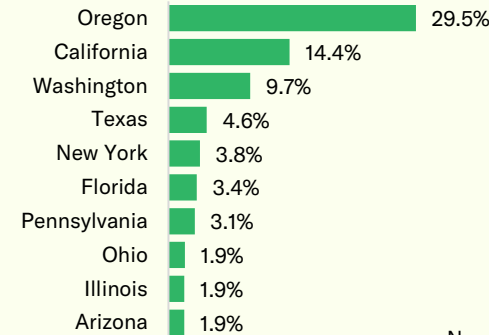
Average HHI: \$110,204



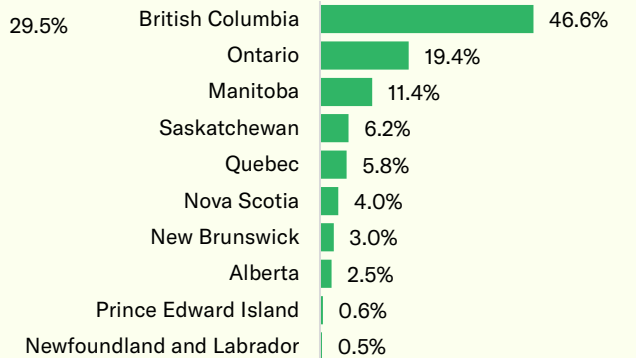
Origin Markets



U.S. Visitors (Top 10 States)



Canada Visitors

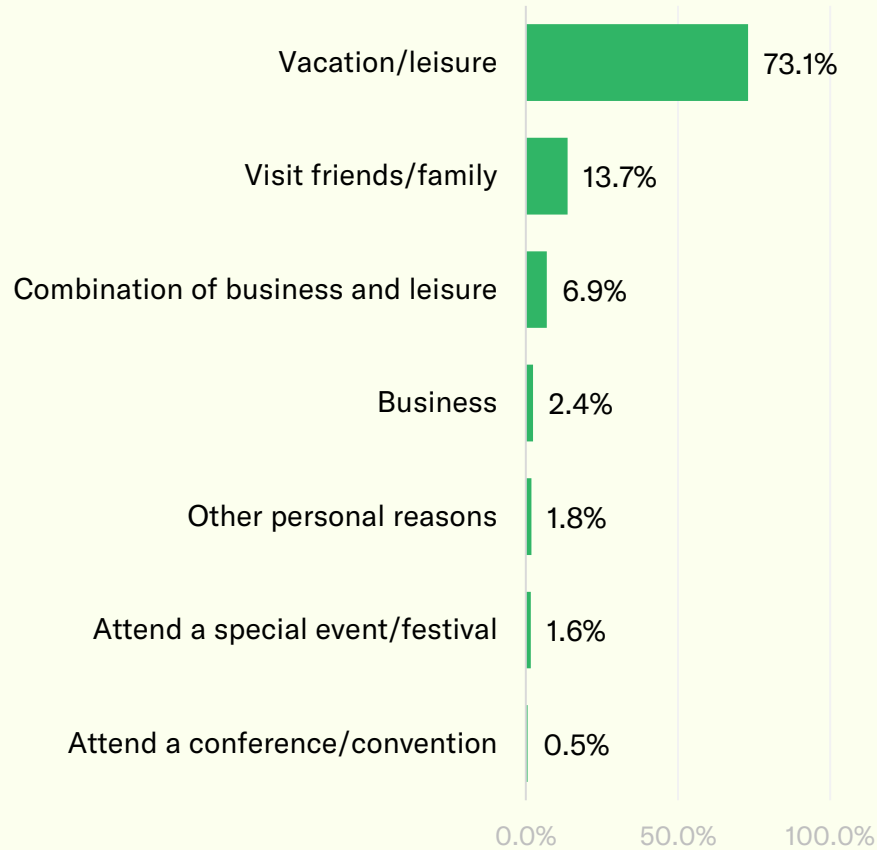


Detailed Findings: Trip Details

Most visitors to the Oregon Coast traveled for leisure purposes.

Nearly three-fourths (73.1%) of 2024-2025 visitors to the Oregon Coast region reported that their primary trip purpose was for vacation/leisure, followed distantly by 13.7% who came to visit friends or family. Only a nominal share said their visit was a combination of business and leisure (6.9%) or for business (2.4%). In-state visitors to the Oregon Coast region were most likely to have traveled for leisure (78.4%) and least likely to have taken this Oregon trip for business purposes (0.6%).

Primary Trip Purpose



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Vacation/leisure	73.1%	76.0%	78.4%	70.0%	76.0%	73.8%	73.2%
Visit friends/family	13.7%	12.1%	12.0%	14.9%	12.3%	13.8%	11.6%
Combination of business and leisure	6.9%	5.6%	4.2%	8.3%	6.5%	6.4%	9.0%
Business	2.4%	4.2%	0.6%	2.7%	2.1%	2.3%	2.0%
Attend a special event/festival	1.6%	1.3%	1.2%	1.9%	1.0%	1.6%	2.2%
Other personal reasons	1.8%	0.9%	3.4%	1.4%	1.4%	1.5%	1.5%
Attend a conference/convention	0.5%	0.0%	0.3%	0.8%	0.6%	0.6%	0.4%
Base	1071	154	291	625	727	863	297

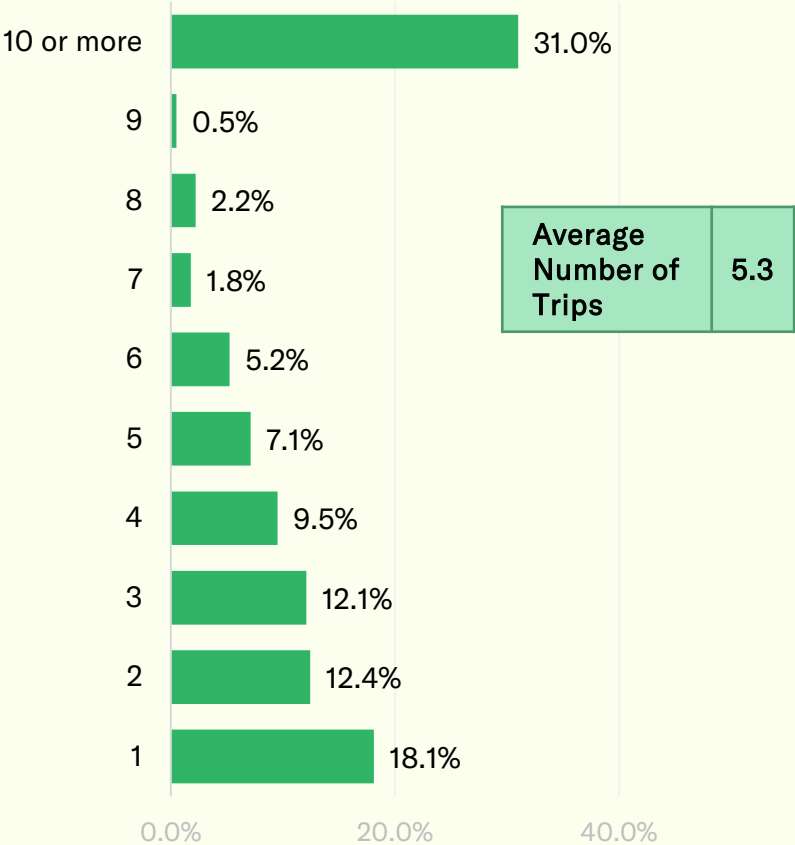
Question: What was the primary purpose of your trip?

Base: Total respondents (1,071 completed surveys)

Oregon Coast visitors tend to be heavy repeat travelers to Oregon.

At an average of 5.3 trips taken to the state as an adult, more than eight in ten (81.9%) have visited the destination at least twice. Fewer than one in five (18.1%) 2024-2025 Oregon Coast region visitors were first-timers to Oregon. In-state visitors to the Oregon Coast region reported a much higher average of 8.6 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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
10 or more	31.0%	7.3%	75.2%	18.6%	29.2%	31.1%	22.9%
9	0.5%	0.7%	0.7%	0.4%	0.7%	0.5%	0.4%
8	2.2%	0.0%	2.1%	2.8%	2.1%	2.6%	3.4%
7	1.8%	2.0%	0.0%	2.5%	2.1%	1.6%	2.1%
6	5.2%	8.1%	4.0%	4.9%	5.1%	5.5%	5.2%
5	7.1%	9.5%	5.7%	7.1%	7.4%	7.2%	7.6%
4	9.5%	13.6%	2.8%	11.3%	10.0%	8.8%	12.4%
3	12.1%	12.2%	3.2%	15.8%	11.7%	12.2%	12.5%
2	12.4%	21.7%	2.3%	14.3%	13.1%	12.5%	12.4%
1	18.1%	24.8%	4.0%	22.3%	18.6%	18.0%	21.1%
Mean	5.3	3.5	8.6	4.4	5.2	5.3	4.8
Base	1071	154	291	625	727	863	297

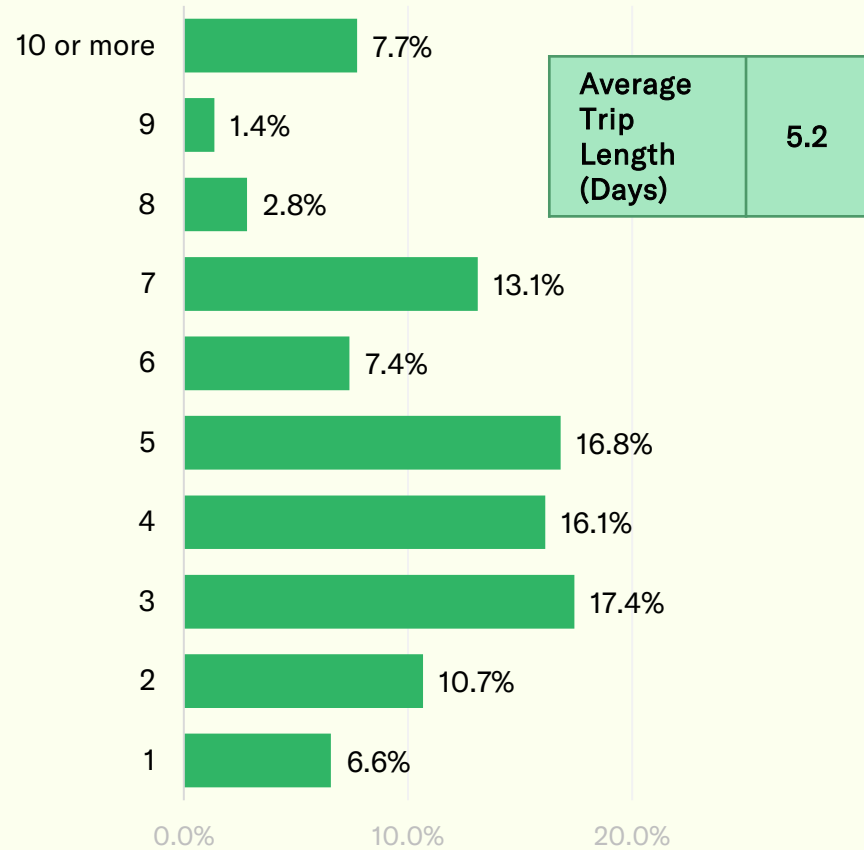
Question: In total, how many trips have you taken to or within Oregon in your lifetime? If your most recent trip was also your first trip to/within Oregon, please select 1.

Base: Total respondents (1,071 completed surveys)

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

For 2024-2025 Oregon Coast region visitors, the average length of stay was just over five days (5.2 days). Arts & Culture Participants and Outdoor Rec Participants averaged the longest stays among the report segments at an average of 6.3 days, while in-state visitors reported a significantly shorter average of 4.1 days.

Length of Stay – Days



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
10 or more	7.7%	6.8%	6.1%	8.6%	9.0%	8.3%	9.9%
9	1.4%	1.8%	0.3%	1.7%	1.6%	1.5%	1.8%
8	2.8%	4.0%	2.0%	2.9%	3.0%	2.7%	4.0%
7	13.1%	15.6%	4.6%	15.9%	14.6%	13.9%	19.7%
6	7.4%	9.6%	4.6%	8.0%	8.0%	7.8%	8.8%
5	16.8%	16.0%	8.8%	20.4%	18.5%	16.8%	20.1%
4	16.1%	21.3%	14.4%	15.5%	15.6%	16.3%	16.1%
3	17.4%	12.1%	25.2%	15.6%	15.7%	16.7%	11.6%
2	10.7%	9.2%	18.4%	7.8%	8.3%	11.0%	5.7%
1 day	6.6%	3.7%	15.6%	3.5%	5.8%	5.0%	2.3%
Average Trip Length (Days)	5.2	5.3	4.1	5.6	5.5	5.3	6.3
Base	1071	154	291	625	727	863	297

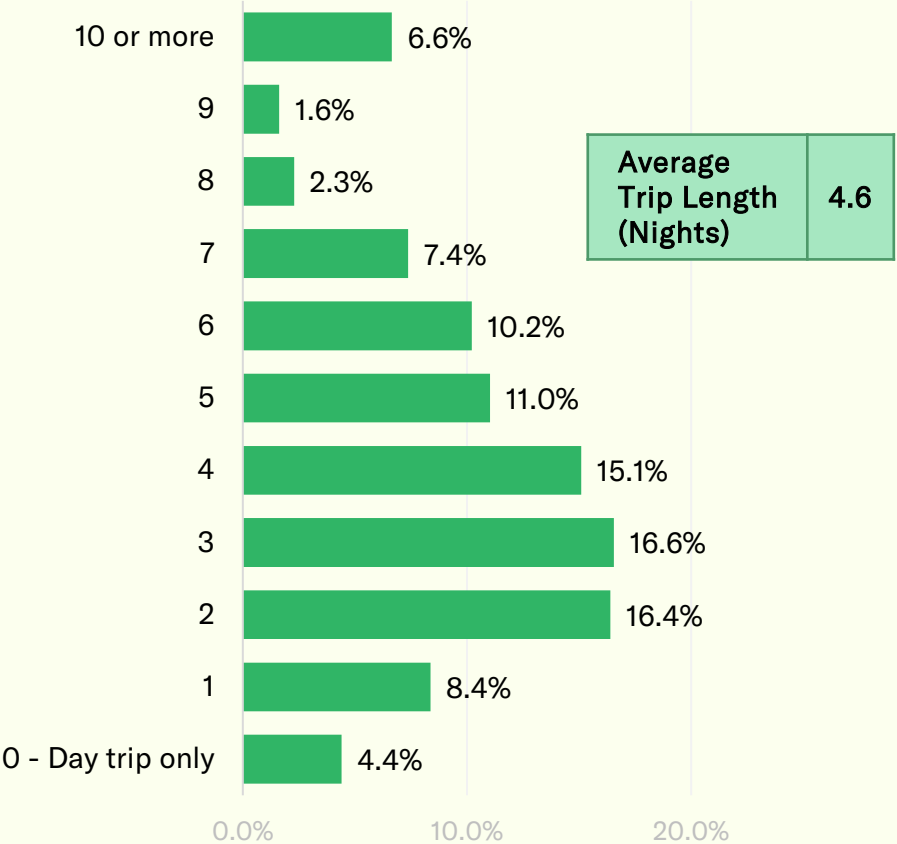
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (1,071 completed surveys)

They spent an average of 4.6 nights in Oregon.

For 2024-2025 Oregon Coast region visitors, the average length of stay in terms of number of nights was over four nights (4.6 nights). Arts & Culture Participants who visited the Portland region averaged the longest stays among the report segments at an average of 5.8 nights, while in-state visitors had a shorter average stay of 3.3 nights.

Length of Stay – Nights



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
10 or more	6.6%	5.6%	4.7%	7.7%	7.7%	7.3%	9.3%
9	1.6%	1.8%	1.8%	1.5%	1.8%	1.9%	1.3%
8	2.3%	2.6%	0.7%	2.9%	2.8%	2.0%	4.7%
7	7.4%	10.3%	4.2%	8.0%	8.3%	7.3%	12.2%
6	10.2%	13.3%	3.3%	12.2%	10.7%	11.3%	11.4%
5	11.0%	12.2%	6.3%	12.7%	12.1%	11.8%	14.8%
4	15.1%	15.9%	9.5%	17.3%	15.7%	14.4%	16.6%
3	16.6%	19.4%	16.1%	16.0%	16.2%	16.4%	13.3%
2	16.4%	11.0%	25.8%	13.9%	14.3%	16.8%	9.6%
1 day	8.4%	7.1%	15.1%	5.9%	6.3%	7.3%	5.6%
0 – Day trip only	4.4%	0.6%	12.6%	1.9%	4.2%	3.6%	1.1%
Average Trip Length (Nights)	4.6	4.8	3.3	5.0	4.9	4.7	5.8
Base	1071	154	291	625	727	863	297

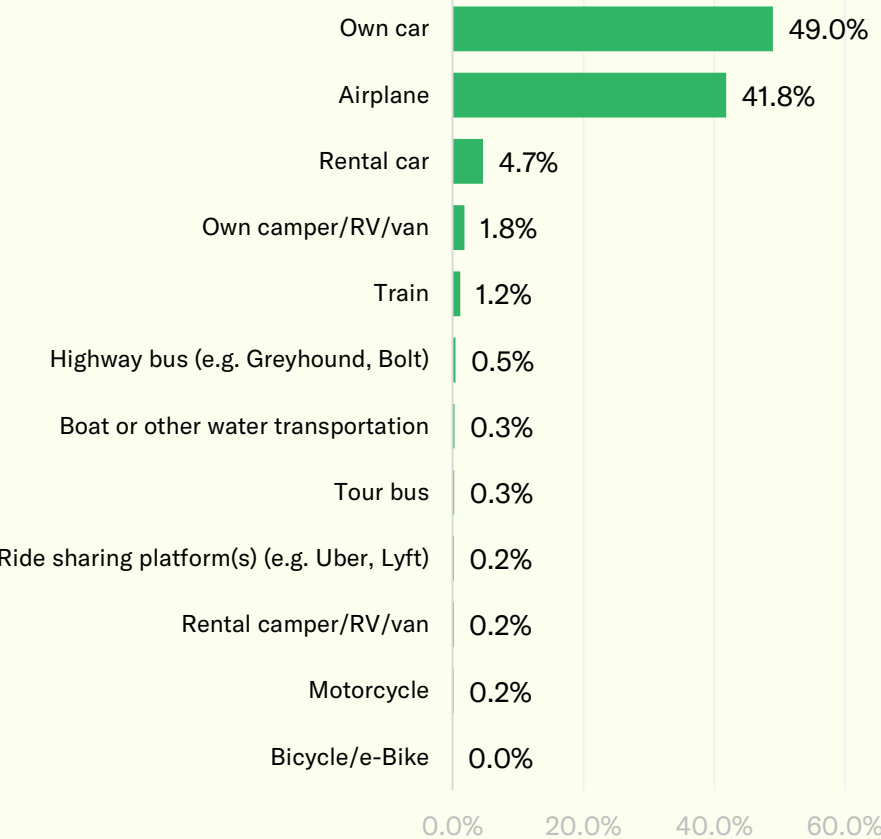
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (1,071 completed surveys)

Arrivals by personal vehicle outstripped those by plane.

Just under half (49.0%) of 2024-2025 Oregon Coast region visitors arrived by their own car, followed by 41.8% who said they arrived by plane. Arts & Culture Participants (54.7%) and visitors coming from out-of-state (55.6%) were much more likely to have arrived by plane, while in-state visitors were significantly more likely to have traveled using their own car (92.3%).

Arrival Mode of Transportation



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Own car	49.0%	37.1%	92.3%	34.0%	47.8%	49.6%	37.0%
Airplane	41.8%	53.4%	1.4%	55.6%	43.1%	41.8%	54.7%
Rental car	4.7%	3.5%	1.7%	6.2%	4.3%	4.9%	3.8%
Own camper/RV/van	1.8%	2.7%	2.4%	1.4%	2.3%	1.6%	1.4%
Train	1.2%	0.9%	0.0%	1.7%	1.2%	1.0%	2.3%
Highway bus	0.5%	0.0%	1.8%	0.0%	0.2%	0.6%	0.2%
Boat or other water transportation	0.3%	1.1%	0.0%	0.2%	0.2%	0.1%	0.0%
Tour bus	0.3%	0.0%	0.0%	0.4%	0.4%	0.3%	0.6%
Ride sharing platform(s)	0.2%	0.0%	0.0%	0.3%	0.3%	0.2%	0.0%
Rental camper/RV/van	0.2%	0.7%	0.0%	0.1%	0.1%	0.0%	0.0%
Motorcycle	0.2%	0.6%	0.3%	0.0%	0.1%	0.0%	0.0%
Bicycle/e-Bike	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	1071	154	291	625	727	863	297

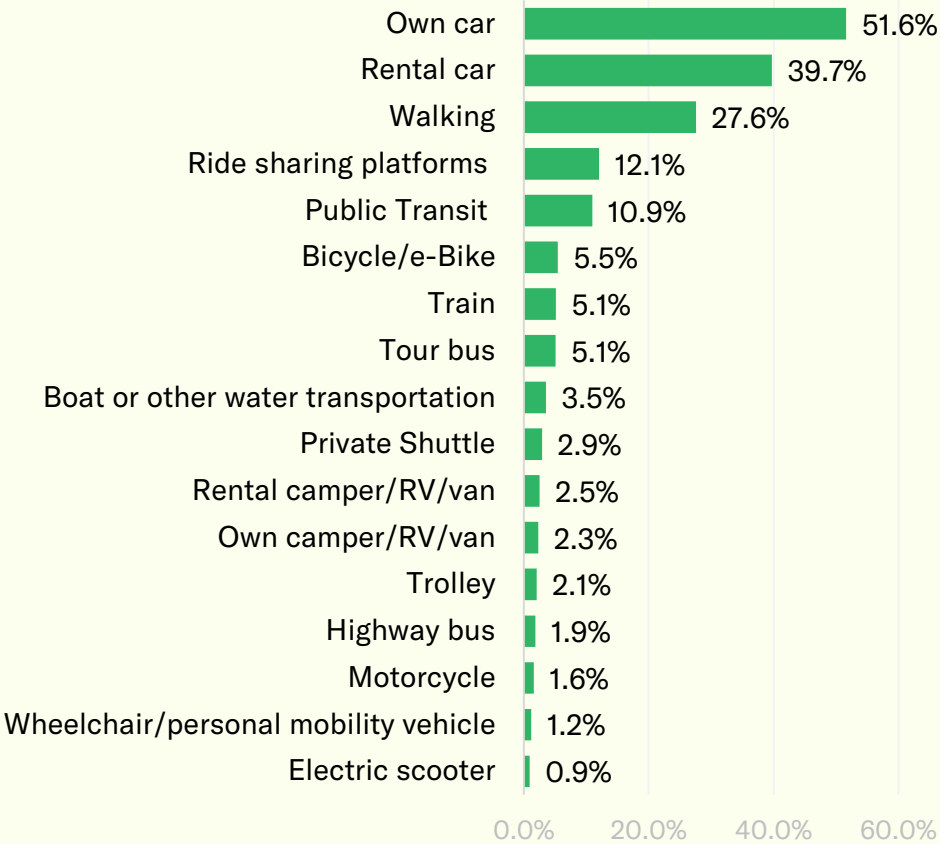
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (1,071 completed surveys)

Own vehicles were the top in-market transportation method reported among Oregon Coast region visitors.

Usage of personal cars (51.6%) strongly outpaced rental cars (39.7%) as the top in-destination transportation for Oregon Coast region visitors in 2024-25. In particular, among the segments, personal cars were most likely to be the reported mode of transportation within Oregon among in-state visitors (90.8%), while the majority of out of state visitors (53.2%) and Arts & Culture Participants (51.8%) reported using rental cars within the destination.

In-Destination Mode of Transportation



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Own car	51.6%	40.1%	90.8%	38.3%	49.9%	52.0%	43.3%
Rental car	39.7%	45.3%	3.9%	53.2%	42.3%	40.4%	51.8%
Walking	27.6%	30.6%	28.7%	26.4%	30.4%	29.5%	33.6%
Ride sharing platforms	12.1%	15.5%	2.6%	15.0%	13.2%	12.4%	17.9%
Public Transit	10.9%	18.2%	3.9%	11.9%	11.4%	11.6%	20.4%
Bicycle/e-Bike	5.5%	5.9%	2.2%	6.7%	5.8%	5.5%	8.6%
Train	5.1%	8.7%	0.5%	6.2%	5.6%	5.0%	9.0%
Tour bus	5.1%	7.9%	0.5%	6.3%	6.4%	5.4%	11.1%
Boat or other water transportation	3.5%	5.6%	2.7%	3.4%	4.7%	3.6%	6.4%
Private Shuttle	2.9%	4.8%	0.7%	3.3%	3.1%	3.0%	6.0%
Rental camper/RV/van	2.5%	2.8%	0.6%	3.2%	2.7%	2.6%	4.4%
Own camper/RV/van	2.3%	2.6%	1.0%	2.8%	3.2%	1.6%	2.8%
Trolley	2.1%	2.3%	0.4%	2.7%	2.5%	2.4%	3.6%
Highway bus	1.9%	2.8%	0.3%	2.3%	2.1%	1.5%	2.3%
Motorcycle	1.6%	2.3%	0.3%	2.0%	1.9%	1.3%	3.0%
Wheelchair/personal mobility scooter/vehicle	1.2%	2.3%	1.2%	0.9%	1.6%	1.2%	2.0%
Electric scooter	0.9%	1.3%	0.8%	0.8%	1.0%	0.7%	1.4%
Base	1071	154	291	625	727	863	297

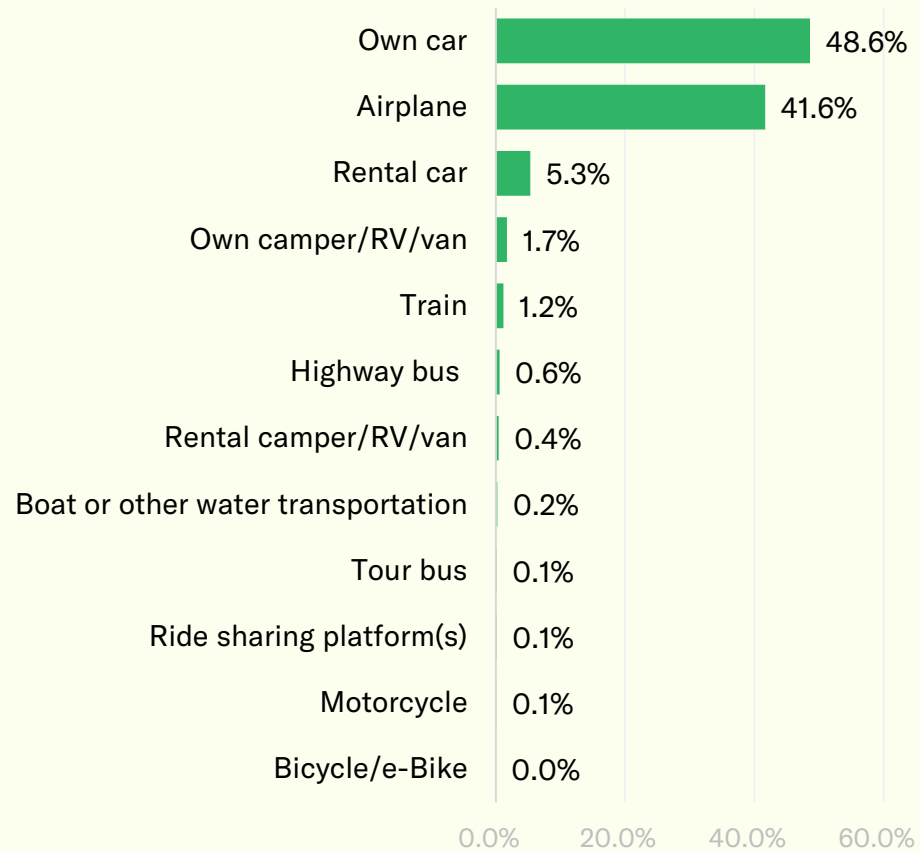
Question: Which modes of transportation did you use in the destination(s) you visited?

Base: Total respondents (1,071 completed surveys)

Nearly half of Oregon Coast region visitors departed by personal car.

A similar share to those who arrived by own car (49.0%) said they also departed Oregon by the same transportation mode (48.6%). Just over four in ten Oregon Coast region visitors departed by plane (41.6%). Out-of-state visitors (55.8%) were the most likely to have departed by plane among the segments, just ahead of Arts & Culture Participants (54.1%) and Canada visitors (52.6%).

Departure Mode of Transportation



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Own car	48.6%	35.3%	93.3%	33.4%	47.6%	49.1%	36.7%
Airplane	41.6%	52.6%	0.8%	55.8%	42.5%	42.3%	54.1%
Rental car	5.3%	5.3%	1.7%	6.8%	5.3%	5.0%	3.9%
Own camper/RV/van	1.7%	4.5%	1.6%	1.0%	2.1%	1.1%	1.7%
Train	1.2%	1.0%	0.0%	1.7%	1.3%	1.0%	2.5%
Highway bus (e.g. Greyhound, Bolt)	0.6%	0.7%	1.8%	0.0%	0.4%	0.7%	0.6%
Rental camper/RV/van	0.4%	0.0%	0.6%	0.5%	0.5%	0.5%	0.0%
Boat or other water transportation	0.2%	0.6%	0.0%	0.2%	0.2%	0.0%	0.0%
Tour bus	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.5%
Ride sharing platform(s) (e.g. Uber, Lyft)	0.1%	0.0%	0.0%	0.2%	0.2%	0.2%	0.0%
Motorcycle	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
Bicycle/e-Bike	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	1071	154	291	625	727	863	297

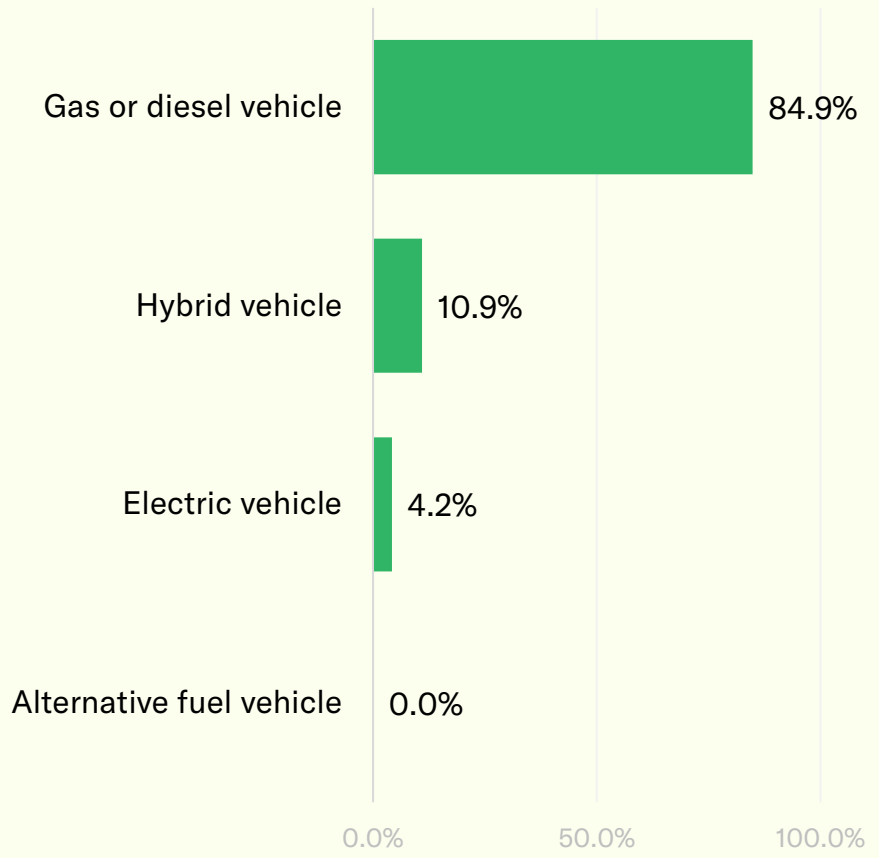
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (1,071 completed surveys)

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

For arrival and departures, over eight in ten (84.9%) of Oregon Coast region visitors who used either a rental or their own car for transportation said they used a gas or diesel vehicle. Just slightly over one in ten (10.9%) used a hybrid and an even smaller share used an electric vehicle (4.2%). In-state visitors (0.9%) were significantly 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	Canada Visitors*	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Gas or diesel vehicle	84.9%	78.7%	90.3%	81.3%	84.7%	86.2%	80.9%
Hybrid vehicle	10.9%	14.1%	8.9%	12.1%	10.9%	10.8%	12.5%
Electric vehicle	4.2%	7.2%	0.9%	6.6%	4.4%	3.1%	6.6%
Alternative fuel vehicle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	620	66	274	280	417	501	131

**Small sample size*

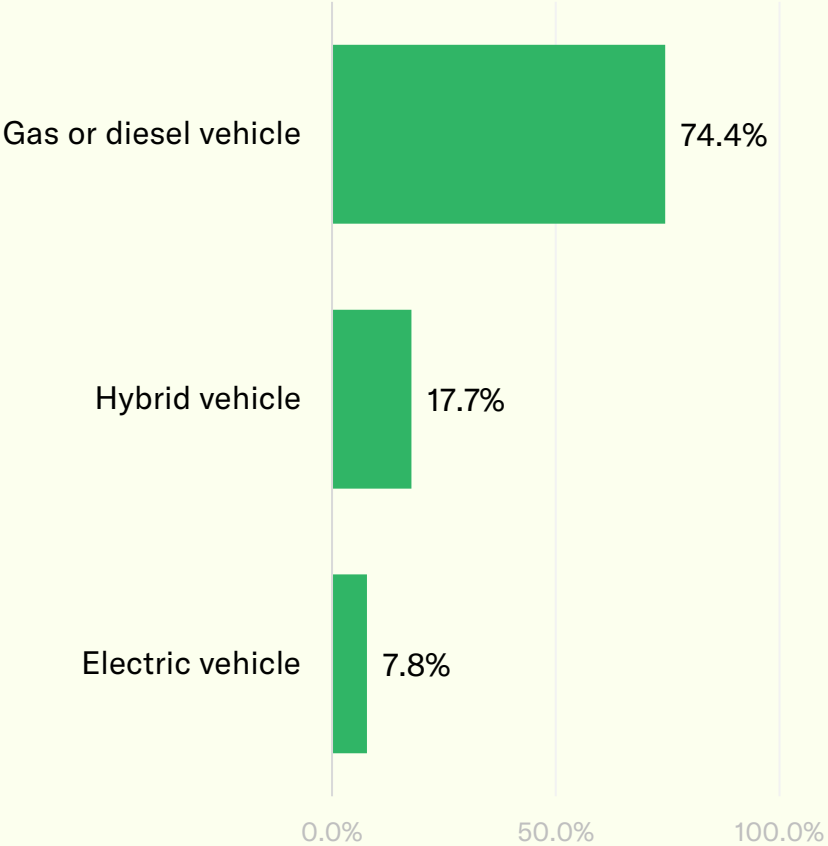
Question: What type of vehicle did you use?

Base: Respondents who arrived or departed using a rental or own personal car (620 completed surveys).

Three-fourths of those who traveled by car within Oregon used a gas vehicle.

As with arrival and departure, 2024-2025 Oregon Coast region visitors who used a rental or own personal car to travel within the state were most likely to say they used a gas or diesel vehicle (74.4%). Fewer than one in five (17.7%) use a hybrid, while fewer than one in ten (7.8%) 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	Canada Visitors*	In-State Visitors*	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Gas or diesel vehicle	74.4%	69.0%	100.0%	75.6%	74.3%	75.0%	70.7%
Hybrid vehicle	17.7%	22.3%	0.0%	17.0%	17.9%	16.5%	17.9%
Electric vehicle	7.8%	8.7%	0.0%	7.4%	7.8%	8.6%	11.3%
Base	359	67	6	285	256	295	137

**Small sample size*

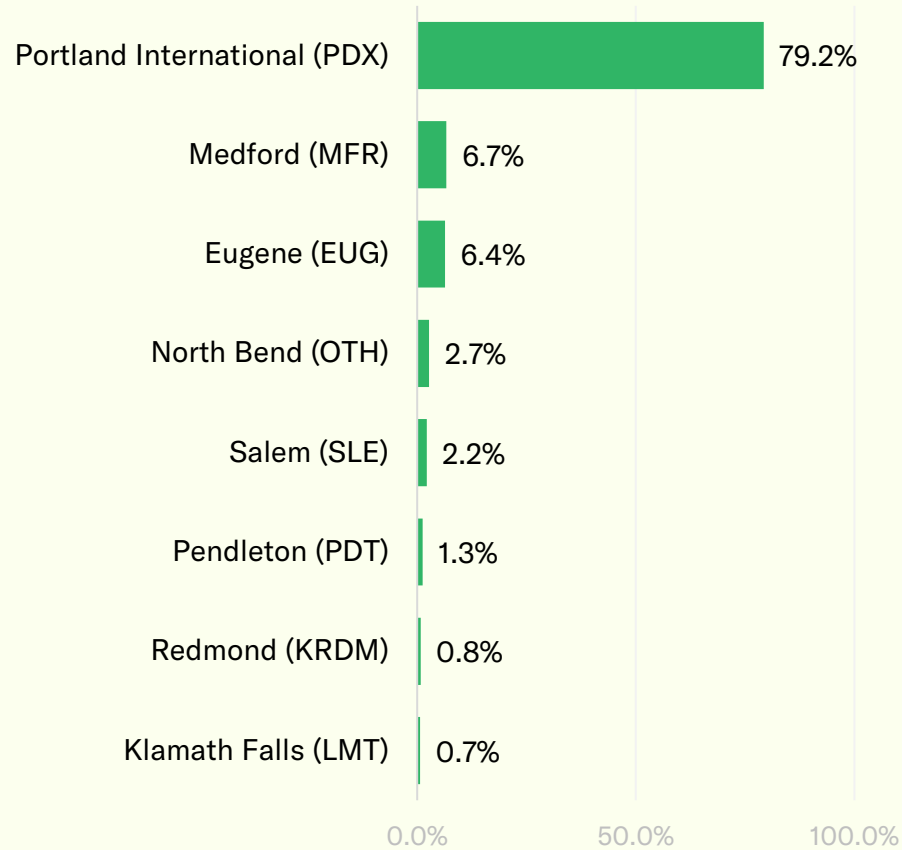
Question: What type of vehicle did you use?

Base: Respondents who used a rental or own personal car while in-market (359 completed surveys).

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

Nearly eight in ten (79.2%) of 2024-2025 visitors to the Oregon Coast region who reported arriving and/or departing by airplane from the state said they used Portland International Airport. Among the segments, Canada visitors (85.9%) who arrived or departed by air were most 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	Canada Visitors*	In-State Visitors*	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Portland International (PDX)	79.2%	85.9%	46.9%	78.2%	81.5%	79.9%	79.9%
Medford (MFR)	6.7%	2.0%	33.4%	7.3%	6.4%	5.5%	6.9%
Eugene (EUG)	6.4%	2.4%	19.7%	7.2%	4.6%	6.5%	4.6%
North Bend (OTH)	2.7%	5.0%	0.0%	2.2%	1.8%	3.1%	3.1%
Salem (SLE)	2.2%	2.3%	0.0%	2.2%	2.0%	2.5%	2.4%
Pendleton (PDT)	1.3%	1.1%	0.0%	1.3%	1.8%	1.2%	1.9%
Redmond (KRDM)	0.8%	0.0%	0.0%	1.0%	1.0%	0.5%	1.2%
Klamath Falls (LMT)	0.7%	1.2%	0.0%	0.6%	1.0%	0.9%	0.0%
Base	429	82	5	341	295	349	163

**Small sample size*

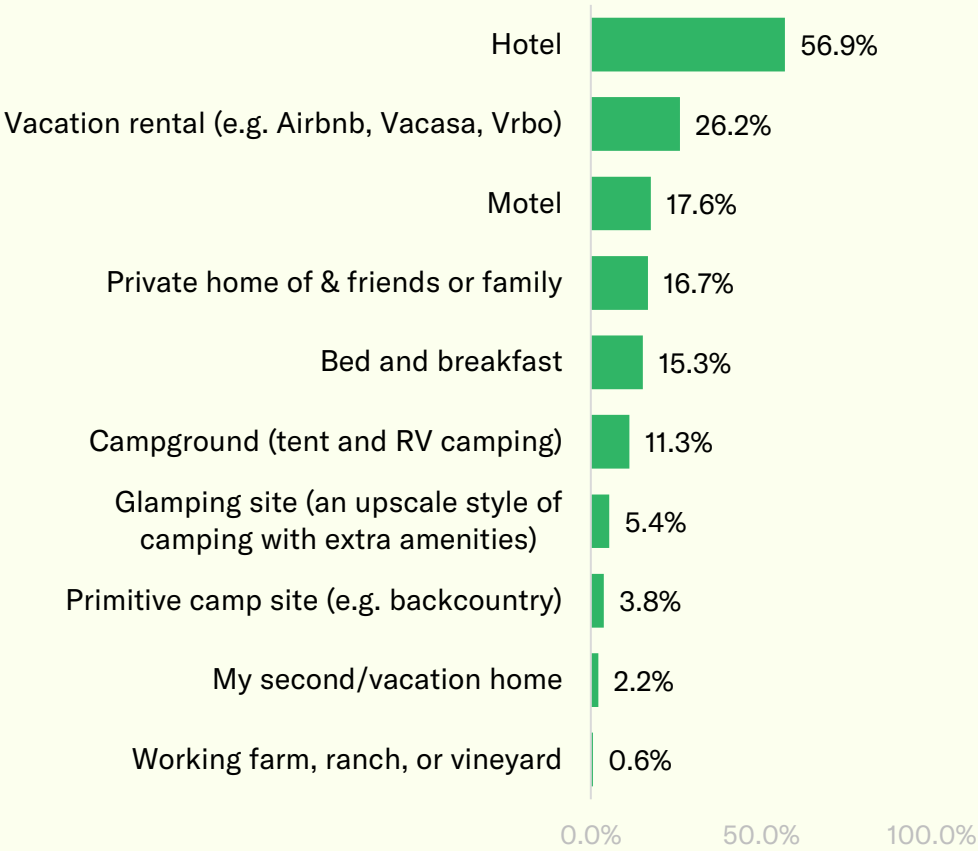
Question: Which airport did you arrive to/depart from?

Base: Respondents who arrived and/or departed via airplane (429 completed surveys).

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

At 56.9%, a majority of 2024-2025 Oregon Coast region visitors who stayed overnight on their most recent trip reported using a hotel, followed distantly by just over one in four (26.2%) who stayed in a vacation rental and under one in five who stayed in a motel (17.6%). Arts & Culture Participants (33.7%) and Outdoor Rec Participants (29.9%) were more likely to have stayed in a vacation rental compared to other travelers to the Oregon Coast region.

Accommodations Used



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Hotel	56.9%	58.6%	37.5%	63.7%	56.1%	58.5%	62.6%
Vacation rental (e.g. Airbnb, Vacasa, Vrbo)	26.2%	26.8%	20.1%	28.2%	29.9%	26.8%	33.7%
Motel	17.6%	17.7%	23.7%	15.4%	17.4%	18.4%	20.3%
Private home of & friends or family	16.7%	13.9%	16.2%	17.7%	15.8%	17.3%	19.5%
Bed and breakfast	15.3%	17.6%	6.6%	18.0%	17.3%	13.8%	19.5%
Campground (tent and RV camping)	11.3%	7.3%	15.1%	11.0%	13.4%	9.1%	9.3%
Glamping site (an upscale style of camping with extra amenities)	5.4%	5.2%	3.2%	6.3%	6.7%	4.5%	7.7%
Primitive camp site (e.g. backcountry)	3.8%	3.3%	2.8%	4.3%	4.1%	2.6%	4.4%
My second/vacation home	2.2%	3.1%	2.3%	1.9%	2.8%	1.7%	3.1%
Working farm, ranch, or vineyard	0.6%	0.7%	0.0%	0.8%	0.8%	0.6%	1.3%
Base	1019	153	252	613	693	828	293

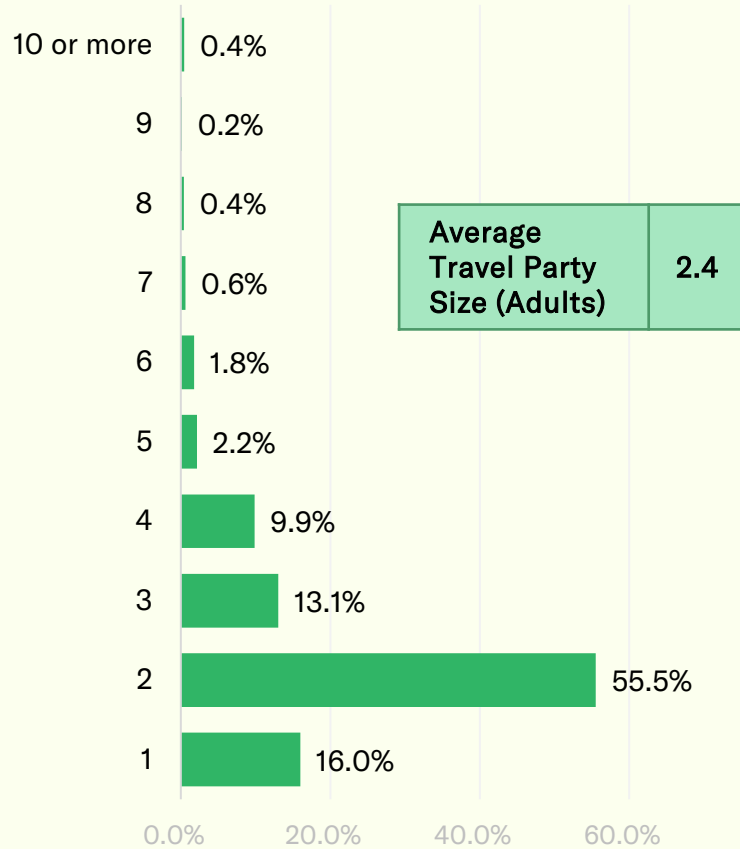
Question: In which type of lodging/accommodations did you stay in during this trip?

Base: Overnight visitors (1,019 completed surveys).

Most Oregon Coast region visitors traveled with one other adult.

Over half of 2024-2025 Oregon Coast region visitors to Oregon traveled with one other adult (55.5%). The average number of adults per travel party was 2.4 adults overall.

Travel Party Size – Adults



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
10 or more	0.4%	1.6%	0.0%	0.3%	0.2%	0.4%	0.7%
9	0.2%	0.0%	0.0%	0.3%	0.2%	0.2%	0.0%
8	0.4%	0.0%	0.5%	0.4%	0.4%	0.5%	0.9%
7	0.6%	0.0%	1.0%	0.6%	0.7%	0.6%	1.3%
6	1.8%	1.2%	3.2%	1.3%	1.7%	1.6%	1.7%
5	2.2%	1.6%	2.4%	2.2%	2.0%	2.0%	2.7%
4	9.9%	15.2%	9.2%	8.8%	10.2%	9.9%	12.2%
3	13.1%	11.2%	14.8%	12.8%	14.2%	13.8%	13.0%
2	55.5%	54.8%	55.6%	55.7%	55.8%	56.8%	52.4%
1 people	16.0%	14.4%	13.3%	17.5%	14.5%	14.3%	15.1%
Average Travel Party Size (Adults)	2.4	2.6	2.5	2.4	2.5	2.4	2.6
Base	1071	154	291	625	727	863	297

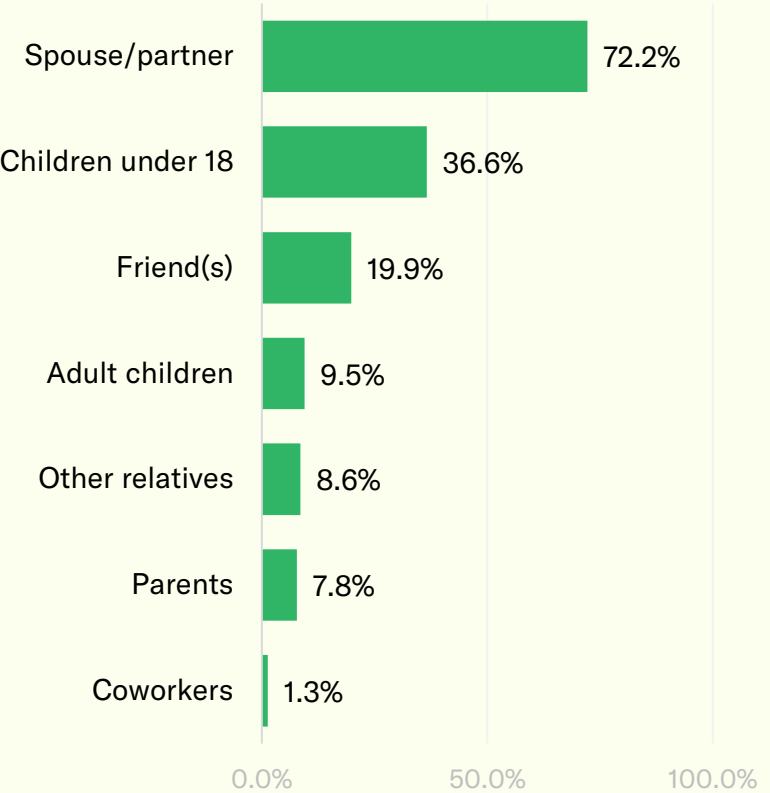
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (1,071 completed surveys)

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

At 72.2%, nearly three in four 2024-2025 Oregon Coast region visitors reported traveling to Oregon with their significant other, while more than one-third (36.6%) reported traveling with children under 18. In total, 12.1% of Oregon Coast region visitors were solo travelers. Among the segments, in-state visitors (14.5%) were more likely than other segments to have traveled with their adult children, and less likely to have traveled with a spouse/partner (59.5%) and/or children under 18 (23.9%).

Travel Party Composition



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Spouse/partner	72.2%	79.8%	59.5%	75.7%	72.3%	72.6%	73.7%
Children under 18	36.6%	33.6%	23.9%	42.8%	39.1%	35.7%	36.4%
Friend(s)	19.9%	18.8%	25.3%	17.8%	21.5%	19.9%	20.3%
Adult children	9.5%	4.1%	14.5%	8.7%	8.3%	9.9%	7.6%
Other relatives	8.6%	3.2%	12.5%	8.3%	8.9%	8.9%	11.3%
Parents	7.8%	4.5%	9.8%	7.8%	8.5%	8.6%	13.3%
Coworkers	1.3%	2.7%	0.3%	1.4%	1.6%	1.2%	2.5%
Base	922	132	257	532	637	754	255

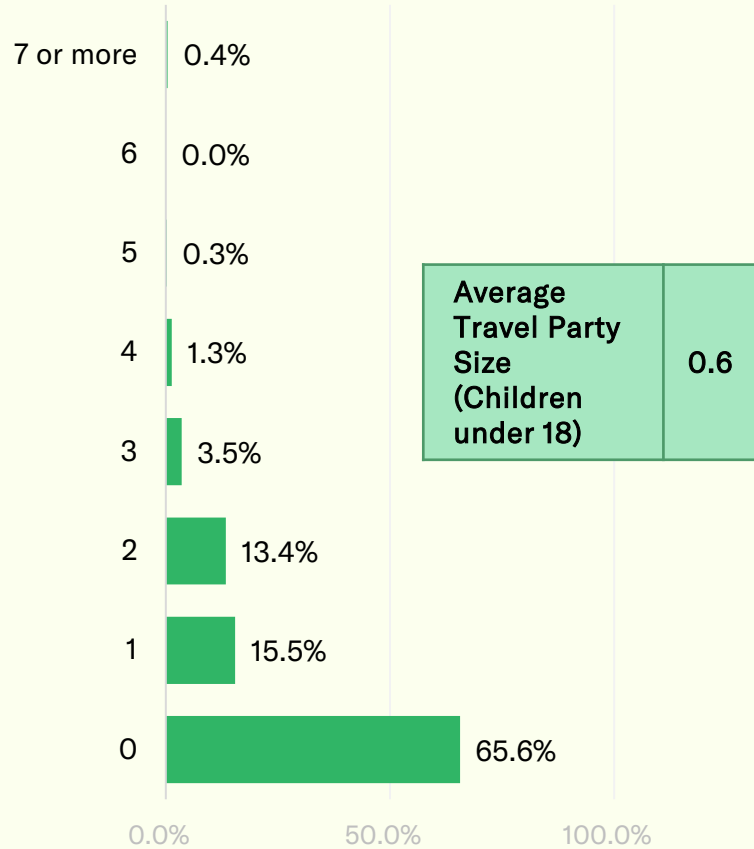
Question: Who were you traveling with?

Base: Respondents who traveled in a party of 2 or more people (922 completed surveys)

Four in ten Oregon Coast visitors traveled with children to Oregon.

Over six in ten (65.6%) of visitors to the Oregon Coast region did not travel with any children on their trip to Oregon. In state visitors (74.6%) 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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
7 or more	0.4%	0.9%	0.0%	0.5%	0.6%	0.3%	1.4%
6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	0.3%	0.9%	0.0%	0.2%	0.2%	0.3%	0.6%
4	1.3%	1.0%	2.4%	1.0%	1.4%	0.8%	1.5%
3	3.5%	2.6%	3.1%	4.0%	3.3%	3.6%	3.5%
2	13.4%	16.7%	8.3%	14.6%	14.4%	13.5%	12.8%
1	15.5%	14.0%	11.6%	17.5%	17.3%	15.2%	14.4%
0	65.6%	64.0%	74.6%	62.3%	62.8%	66.2%	65.8%
Average Travel Party Size (Children under 18)	0.6	0.7	0.5	0.7	0.7	0.6	0.8
Base	1071	154	291	625	727	863	297

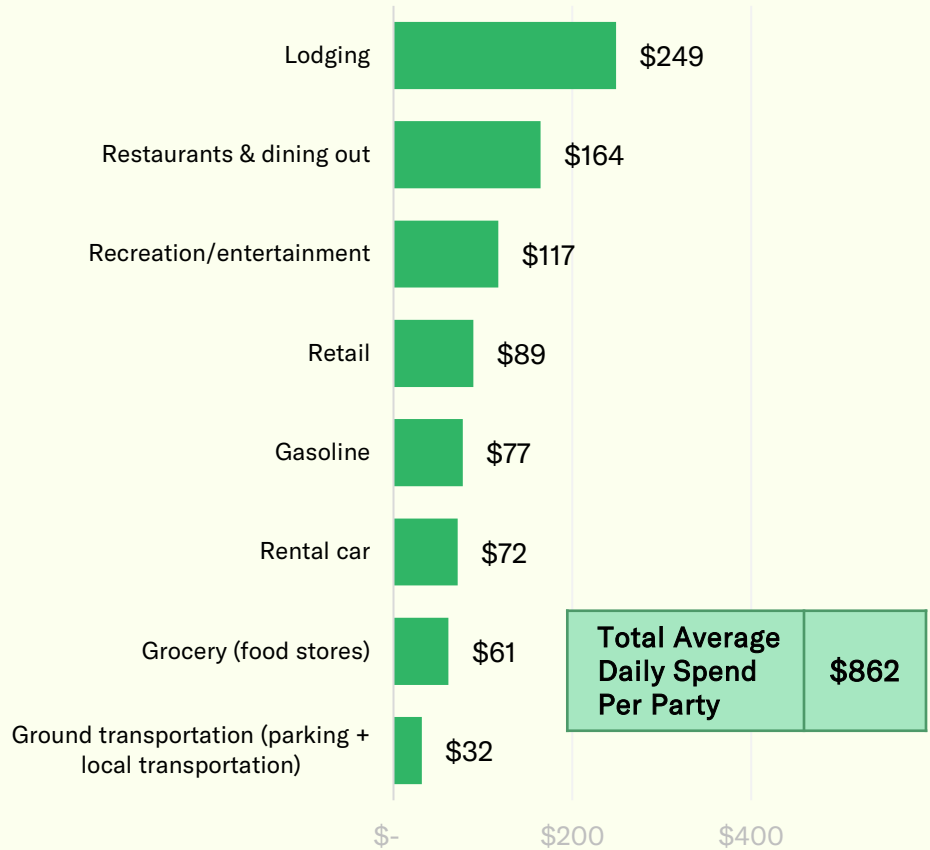
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (1,071 completed surveys)

Lodging and dining represent the largest spending categories.

Oregon Coast region visitors in 2024-2025 reported a total average daily trip spend of \$862. Lodging represents the largest share at \$249, followed by restaurants and dining out at \$164. For the segments, out of state spent the highest average of \$995 per party per day, while in-state visitors had by far the lowest spend across all categories except for gasoline (\$87).

Daily Spend Per Party



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Lodging	\$249	\$239	\$162	\$286	\$254	\$258	\$275
Restaurants & dining out	\$164	\$154	\$143	\$175	\$159	\$176	\$159
Recreation/entertainment	\$117	\$115	\$60	\$139	\$129	\$122	\$127
Retail	\$89	\$99	\$42	\$103	\$97	\$90	\$102
Gasoline	\$77	\$55	\$87	\$79	\$73	\$80	\$71
Rental car	\$72	\$63	\$5	\$102	\$79	\$71	\$93
Grocery (food stores)	\$61	\$55	\$38	\$72	\$67	\$63	\$63
Ground transportation (parking + local transportation)	\$32	\$35	\$7	\$41	\$34	\$31	\$39
Total Average Daily Spend Per Party	\$862	\$816	\$544	\$995	\$891	\$892	\$930
Base	1071	154	291	625	727	863	297

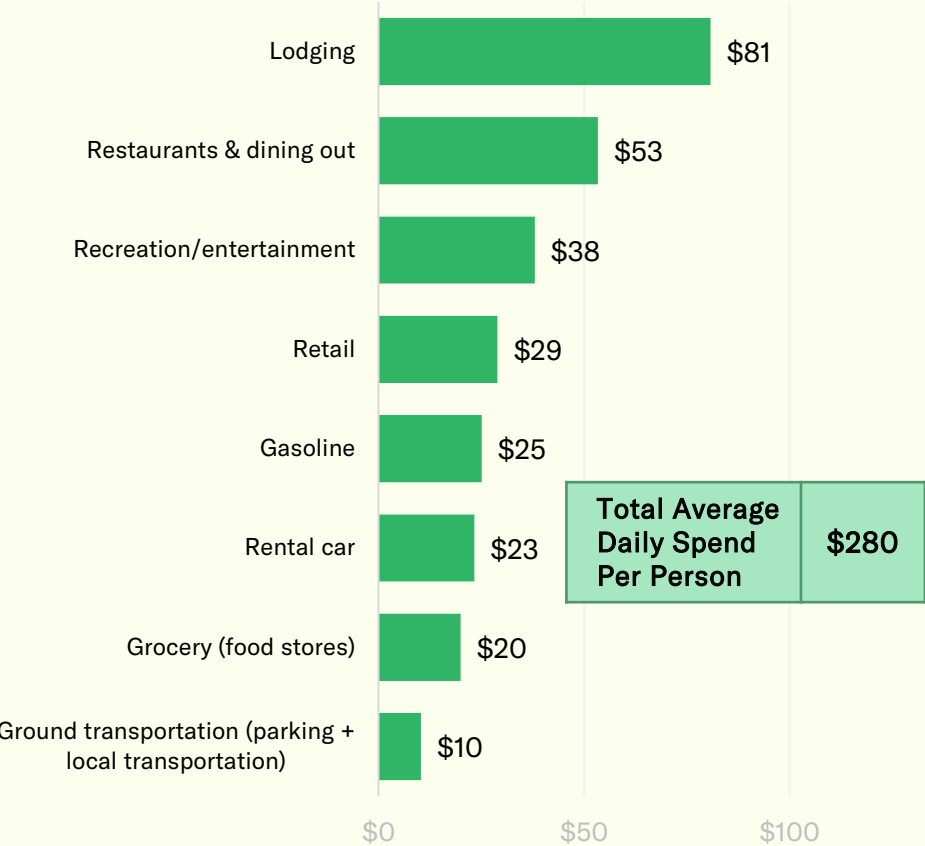
Question: Excluding airfare, please tell us approximately how much your travel group spent PER DAY in Oregon on each of the following categories, in \$USD?

Base: Total respondents (1,071 completed surveys)

On average, each Oregon Coast visitor spent about \$280 per day.

Based on the average travel party size, on average each visitor to the Oregon Coast region spent \$280 a day on their 2024-2025 trip to Oregon. Examining daily per person spend by segment, out of state visitors have the highest average per person spend at \$324, while in-state visitors had by far the lowest average at \$185.

Daily Spend Per Person



By Segment

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Lodging	\$81	\$72	\$55	\$93	\$81	\$85	\$83
Restaurants & dining out	\$53	\$46	\$49	\$57	\$51	\$58	\$48
Recreation/entertainment	\$38	\$35	\$20	\$45	\$41	\$40	\$38
Retail	\$29	\$30	\$14	\$33	\$31	\$30	\$31
Rental car	\$25	\$17	\$29	\$26	\$23	\$26	\$21
Gasoline	\$23	\$19	\$2	\$33	\$25	\$23	\$28
Grocery (food stores)	\$20	\$17	\$13	\$23	\$21	\$21	\$19
Ground transportation (parking + local transportation)	\$10	\$11	\$2	\$13	\$11	\$10	\$12
Total Average Daily Spend Per Person	\$280	\$246	\$185	\$324	\$283	\$292	\$279
Base	1071	154	291	625	727	863	297

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?

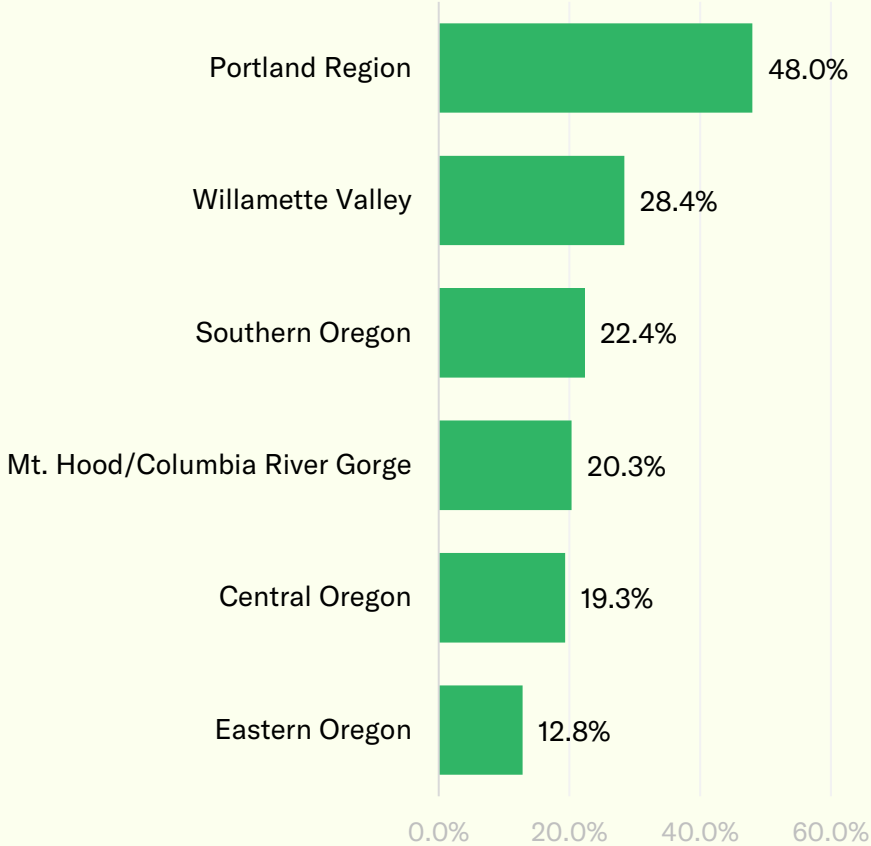
Base: Total respondents (1,071 completed surveys)

Detailed Findings: Region Visitation

Over one in three Oregon Coast visitors also visited the Portland region on their trip to the state.

At 48.0%, the Portland region was the second-most visited region of Oregon among Oregon Coast region visitors. Over one in four visited the Willamette Valley region (28.4%), followed by Southern Oregon (22.4%) and/or Mt. Hood/CRG region (20.3%), while less than one in five Portland region visitors went to Central Oregon (19.3%) or Eastern Oregon (12.8%)

Other Oregon Regions Visited



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Portland Region	48.0%	59.2%	26.4%	54.1%	50.4%	49.0%	56.7%
Willamette Valley	28.4%	27.7%	26.5%	29.4%	29.0%	28.2%	32.4%
Southern Oregon	22.4%	18.1%	15.7%	26.2%	24.0%	21.9%	25.6%
Mt. Hood/Columbia River Gorge	20.3%	23.9%	16.9%	20.7%	23.4%	20.5%	25.3%
Central Oregon	19.3%	21.7%	15.6%	20.3%	20.4%	18.1%	22.7%
Eastern Oregon	12.8%	13.3%	8.9%	14.2%	13.6%	11.1%	13.5%
Base	1071	154	291	625	727	863	297

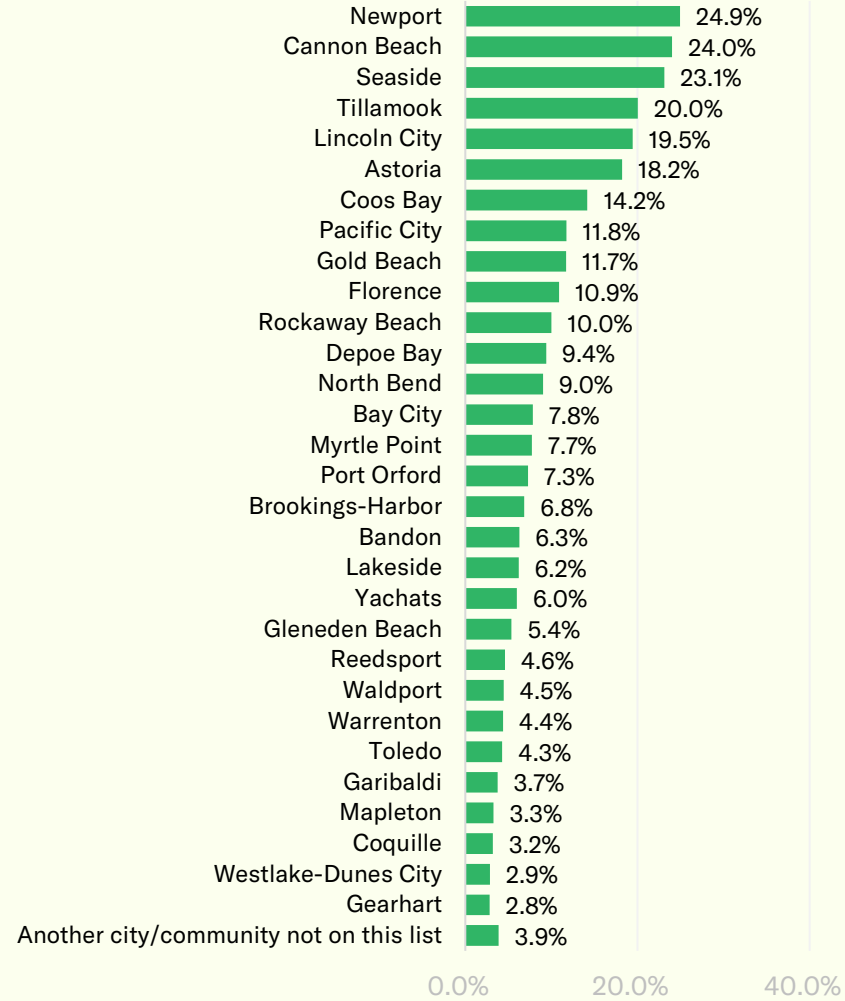
Question: Which region(s) in Oregon did you visit on this most recent trip?

Base: Total respondents (1,071 completed surveys)

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

Among 2024-2025 Oregon Coast region visitors, 24.9% spent time in Newport, just surpassing the share of those who went to Cannon Beach (24.0%). A slightly smaller share said they visited Seaside (23.1%), while about one in five visited Tillamook (20.0%), and/or Lincoln City (18.2%).

Oregon Coast Region Cities Visited



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

Base: Total respondents (1,071 completed surveys).

In-state Portland region visitors that visited the coast preferred central coast cities such as Newport, Lincoln City, Florence, and Depoe Bay.

Oregon Coast Region Cities Visited by Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State Visitors	Outdoor Rec Participants	Food & Drink Participants	Arts & Culture Participants
Newport	24.9%	23.8%	30.9%	22.7%	26.3%	26.9%	26.0%
Cannon Beach	24.0%	36.8%	18.0%	23.3%	26.2%	25.4%	26.5%
Seaside	23.1%	27.0%	21.2%	22.8%	23.7%	24.8%	24.6%
Tillamook	20.0%	11.8%	17.6%	23.3%	21.7%	21.8%	21.9%
Lincoln City	19.5%	15.3%	34.9%	13.8%	18.8%	20.1%	19.1%
Astoria	18.2%	27.4%	9.5%	19.5%	17.2%	19.2%	22.7%
Coos Bay	14.2%	11.5%	15.7%	14.3%	14.3%	13.6%	15.4%
Pacific City	11.8%	12.9%	6.3%	13.6%	13.1%	12.2%	14.9%
Gold Beach	11.7%	14.5%	8.4%	12.4%	12.3%	10.8%	11.4%
Florence	10.9%	14.7%	18.9%	6.5%	11.6%	10.2%	11.4%
Rockaway Beach	10.0%	7.1%	7.2%	12.0%	10.7%	10.6%	8.3%
Depoe Bay	9.4%	6.9%	17.7%	6.5%	9.6%	10.3%	7.9%
North Bend	9.0%	9.7%	9.2%	8.8%	9.3%	9.7%	11.6%
Bay City	7.8%	8.2%	1.3%	10.5%	8.8%	7.4%	10.2%
Myrtle Point	7.7%	9.5%	5.3%	8.3%	8.3%	7.8%	9.5%
Port Orford	7.3%	7.6%	6.1%	7.7%	8.5%	6.2%	9.9%
Brookings-Harbor	6.8%	6.5%	10.6%	5.4%	7.7%	6.3%	7.0%
Bandon	6.3%	10.2%	10.6%	3.3%	7.1%	5.7%	7.4%
Lakeside	6.2%	6.5%	3.6%	7.2%	6.4%	6.4%	8.4%
Yachats	6.0%	4.0%	10.9%	4.4%	6.4%	6.1%	8.8%
Gleneden Beach	5.4%	7.7%	4.8%	5.0%	5.9%	5.2%	7.8%
Reedsport	4.6%	6.3%	6.9%	3.2%	4.9%	5.0%	4.2%
Waldport	4.5%	7.6%	5.6%	3.0%	5.4%	4.6%	6.4%
Warrenton	4.4%	7.6%	0.8%	5.1%	5.2%	4.3%	4.4%
Toledo	4.3%	5.0%	1.9%	5.0%	4.2%	4.6%	3.9%
Garibaldi	3.7%	8.7%	4.4%	2.2%	4.3%	3.7%	5.2%
Mapleton	3.3%	4.2%	0.8%	4.1%	3.9%	3.2%	5.8%
Coquille	3.2%	3.9%	3.9%	2.7%	3.2%	2.6%	4.3%
Westlake-Dunes City	2.9%	4.0%	1.3%	3.2%	3.0%	2.7%	4.4%
Gearhart	2.8%	4.2%	2.5%	2.5%	3.5%	2.8%	3.7%
Another city/community not on this list	3.9%	5.5%	3.9%	3.4%	3.5%	3.2%	4.9%
Base	1046	152	287	606	709	844	285

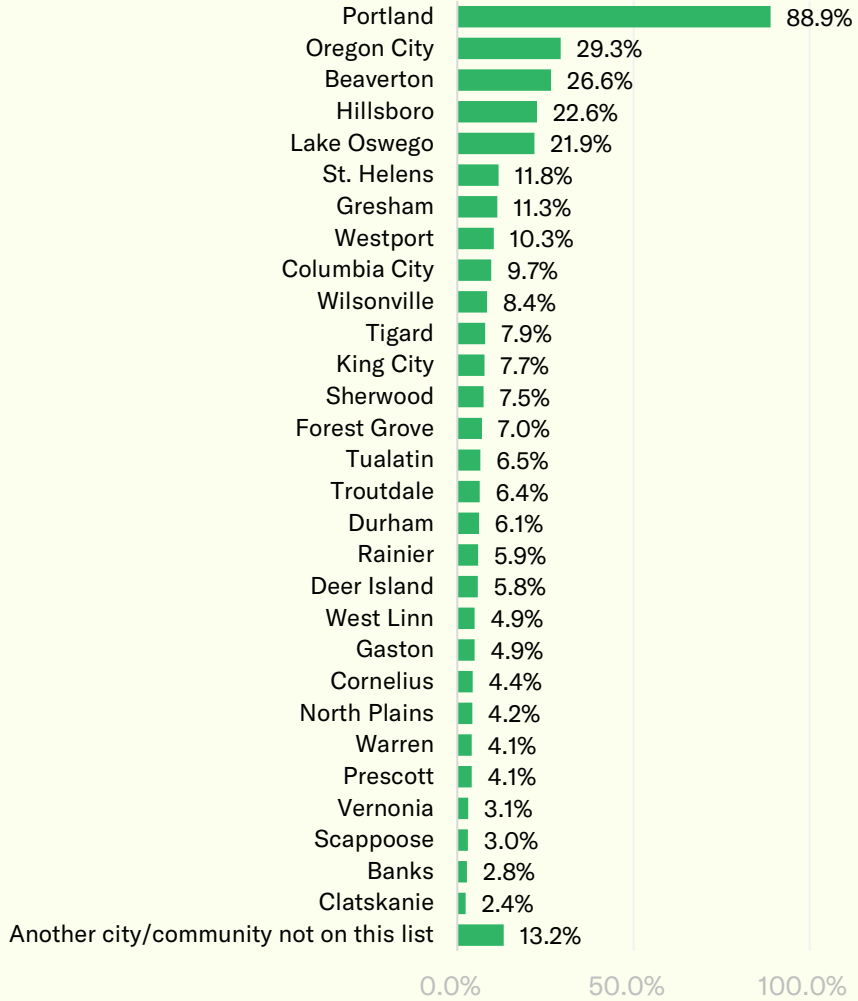
Question: Which cities in the Oregon Coast region did you visit on the most recent trip?

Base: Total respondents (1,071 completed surveys).

Over eight in ten Oregon Coast visitors traveled to Portland.

For 2024-2025 Oregon Coast visitors who included the Portland region on their most recent trip to Oregon, over eight in ten (88.9%) reported visiting Portland. This was followed distantly by 29.3% who went to Oregon City and about one in four who visited Beaverton (26.6%).

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 (449 completed surveys).

In state Oregon Coast visitors who also visited the Portland region were more likely to have visited other cities besides Portland.

Portland Region Cities Visited by Segment

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

	Total	Canada Visitors*	In-State Visitors*	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Portland	88.9%	91.2%	73.8%	91.1%	90.0%	89.6%	92.5%
Oregon City	29.3%	37.6%	26.1%	27.3%	33.6%	29.1%	39.5%
Beaverton	26.6%	24.8%	42.8%	23.7%	27.9%	27.3%	35.3%
Hillsboro	22.6%	14.5%	28.9%	23.4%	25.7%	22.8%	27.1%
Lake Oswego	21.9%	20.3%	26.5%	21.2%	23.2%	21.0%	27.6%
St. Helens	11.8%	9.7%	4.5%	13.8%	13.4%	11.7%	9.9%
Gresham	11.3%	7.1%	23.3%	10.2%	12.7%	11.6%	15.9%
Westport	10.3%	16.1%	0.0%	10.4%	12.5%	8.7%	10.6%
Columbia City	9.7%	15.7%	3.5%	8.8%	11.6%	8.2%	9.0%
Wilsonville	8.4%	4.1%	22.6%	6.6%	9.9%	7.8%	10.9%
Tigard	7.9%	2.6%	20.2%	7.1%	9.4%	8.7%	10.5%
King City	7.7%	12.0%	4.4%	6.8%	8.1%	7.9%	6.6%
Sherwood	7.5%	10.6%	12.6%	5.3%	7.7%	6.7%	11.2%
Forest Grove	7.0%	4.9%	6.2%	7.8%	7.4%	6.3%	7.6%
Tualatin	6.5%	5.4%	20.4%	4.2%	7.1%	7.5%	7.8%
Troutdale	6.4%	8.3%	11.3%	4.9%	6.7%	5.3%	4.9%
Durham	6.1%	8.5%	1.8%	6.3%	7.3%	6.4%	6.6%
Rainier	5.9%	3.4%	3.2%	6.8%	5.9%	6.1%	4.7%
Deer Island	5.8%	1.8%	0.0%	8.1%	7.8%	5.7%	7.7%
West Linn	4.9%	3.1%	12.3%	4.0%	6.5%	4.7%	5.8%
Gaston	4.9%	5.4%	0.0%	5.8%	5.8%	3.5%	4.3%
Cornelius	4.4%	6.6%	0.0%	4.2%	5.2%	3.7%	4.4%
North Plains	4.2%	2.7%	2.7%	4.7%	5.4%	4.3%	4.2%
Warren	4.1%	5.6%	0.0%	4.4%	5.2%	4.1%	4.2%
Prescott	4.1%	4.3%	0.0%	4.8%	4.9%	3.4%	6.3%
Vernonia	3.1%	2.6%	2.7%	3.4%	2.4%	2.3%	1.7%
Scappoose	3.0%	1.8%	0.0%	4.0%	3.1%	2.7%	2.8%
Banks	2.8%	1.8%	0.8%	3.1%	3.3%	2.7%	4.2%
Clatskanie	2.4%	1.3%	1.8%	2.5%	2.7%	2.0%	3.2%
Another city/community not on this list	13.2%	15.2%	17.3%	11.9%	13.1%	13.5%	12.9%
Base	449	82	64	302	321	375	151

*Small sample size

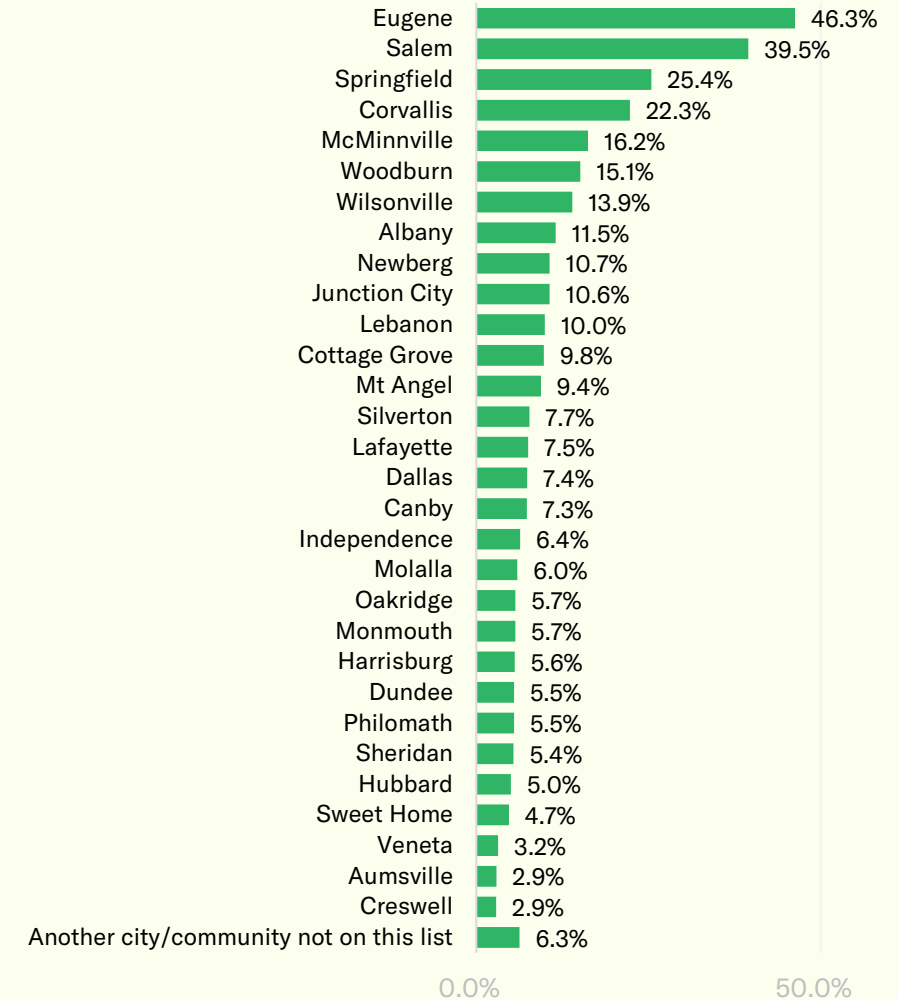
Question: Which cities in the Portland region did you visit on the most recent trip?

Base: Respondents who also visited the Portland Region on their most recent trip (449 completed surveys).

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

Of the 28.4% of Oregon Coast region visitors who traveled to the Willamette Valley on their most recent trip to Oregon in 2024-2025, the largest share reported visiting Eugene (46.3%). Just under four in ten said they went to Salem (39.5%), followed by about one in four who visited Springfield (25.4%) and/or Corvallis (22.3%).

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 (239 completed surveys).

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

Willamette Valley Region Cities Visited by Segment

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

	Total	Canada Visitors*	In-State Visitors*	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants*
Eugene	46.3%	47.6%	45.3%	46.3%	47.6%	46.4%	55.7%
Salem	39.5%	41.9%	44.4%	37.1%	41.2%	38.7%	48.0%
Springfield	25.4%	26.7%	34.9%	21.6%	25.4%	26.5%	36.7%
Corvallis	22.3%	17.5%	29.2%	20.9%	26.4%	25.7%	18.4%
McMinnville	16.2%	26.9%	20.3%	12.1%	14.4%	15.7%	17.9%
Woodburn	15.1%	5.9%	24.0%	14.0%	17.9%	15.0%	18.2%
Wilsonville	13.9%	19.2%	18.4%	11.0%	19.6%	12.9%	16.5%
Albany	11.5%	9.4%	18.0%	9.6%	12.8%	12.4%	14.4%
Newberg	10.7%	9.2%	20.9%	7.1%	10.4%	9.1%	11.4%
Junction City	10.6%	8.7%	13.0%	10.2%	9.8%	11.1%	13.3%
Lebanon	10.0%	9.6%	9.2%	10.3%	12.3%	11.2%	13.6%
Cottage Grove	9.8%	15.9%	13.6%	6.9%	11.3%	9.6%	10.7%
Mt Angel	9.4%	2.8%	9.8%	10.8%	10.3%	11.1%	7.5%
Silverton	7.7%	4.2%	16.8%	5.2%	10.7%	8.0%	8.1%
Lafayette	7.5%	11.2%	1.8%	8.8%	8.2%	8.8%	7.0%
Dallas	7.4%	6.5%	14.2%	5.0%	7.6%	8.4%	7.5%
Canby	7.3%	5.9%	15.6%	4.6%	8.8%	6.0%	5.8%
Independence	6.4%	7.3%	5.4%	6.5%	7.3%	5.7%	7.3%
Molalla	6.0%	2.8%	10.3%	5.1%	7.5%	6.8%	8.7%
Oakridge	5.7%	9.0%	6.2%	4.7%	4.4%	6.3%	9.6%
Monmouth	5.7%	10.6%	4.4%	5.0%	6.2%	5.9%	8.8%
Harrisburg	5.6%	11.2%	7.2%	3.6%	6.7%	6.3%	7.8%
Dundee	5.5%	4.7%	3.8%	6.3%	4.8%	6.1%	6.7%
Philomath	5.5%	4.2%	13.9%	2.6%	6.0%	4.8%	7.9%
Sheridan	5.4%	10.6%	2.6%	5.2%	5.9%	6.0%	6.6%
Hubbard	5.0%	14.1%	2.7%	3.7%	6.1%	4.9%	7.9%
Sweet Home	4.7%	4.7%	9.2%	3.0%	5.5%	4.3%	7.4%
Veneta	3.2%	2.8%	3.9%	3.0%	3.3%	2.6%	4.8%
Aumsville	2.9%	5.2%	1.5%	2.9%	3.8%	2.4%	4.5%
Creswell	2.9%	0.0%	7.8%	1.7%	2.2%	2.4%	1.1%
Another city/community not on this list	6.3%	7.8%	6.9%	5.7%	5.3%	7.0%	4.4%
Base	239	34	59	146	167	197	77

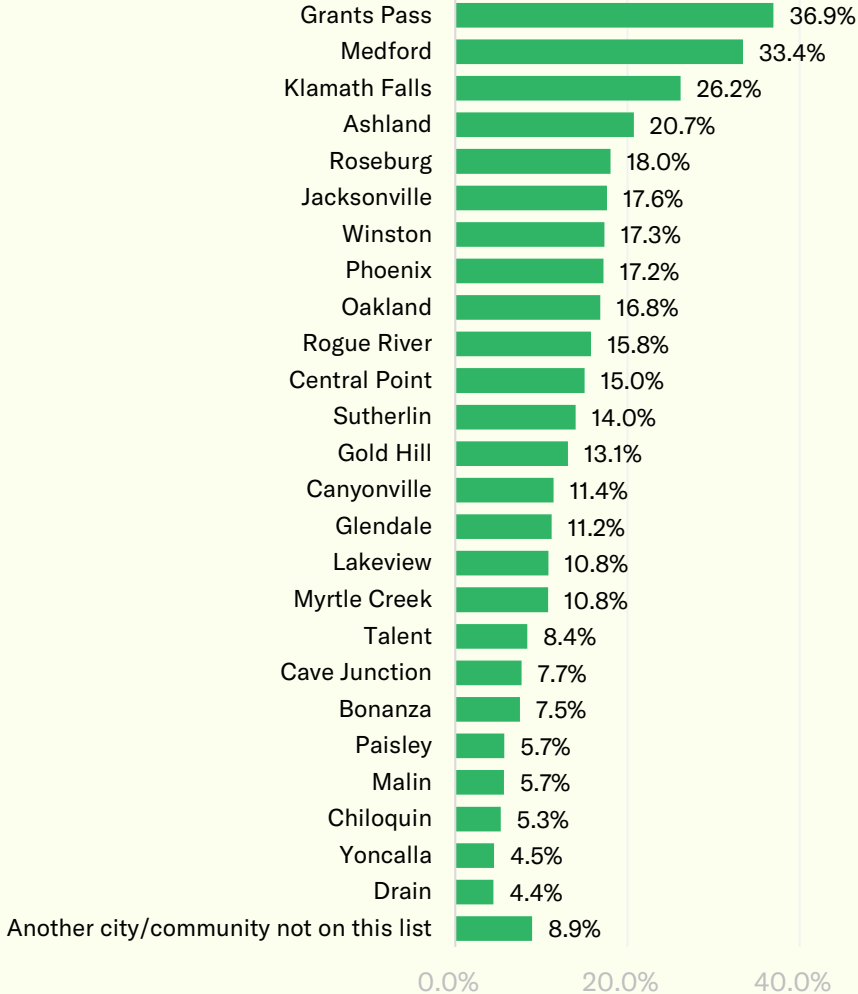
*Small sample size

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 (239 completed surveys).

Grants Pass and Medford were the most-visited Southern Oregon cities for Oregon Coast region visitors.

Of the 22.4% of Oregon Coast region visitors who also traveled to the Southern Oregon region on their trip, about one in three visited Grants Pass (36.9%), followed by Medford (33.4%). About one in four reported visiting Klamath Falls (26.2%), while one in five visited Ashland (20.7%).

Southern Oregon Region Cities Visited



Question: Which cities in 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 (186 completed surveys).

Outdoor Rec Participants were more likely than other segments to have visited Winston but less likely to have traveled to Ashland.

Southern Oregon Region Cities Visited by Segment

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

	Total	Canada Visitors*	In-State Visitors*	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants*
Grants Pass	36.9%	37.4%	48.5%	33.8%	37.0%	38.2%	42.0%
Medford	33.4%	12.3%	58.2%	30.6%	34.3%	36.1%	44.2%
Klamath Falls	26.2%	36.0%	33.4%	23.1%	27.2%	30.6%	19.8%
Ashland	20.7%	0.0%	32.9%	21.4%	19.0%	21.6%	32.5%
Roseburg	18.0%	24.2%	32.2%	13.9%	18.7%	19.8%	23.8%
Jacksonville	17.6%	36.7%	12.8%	15.8%	17.8%	18.0%	19.1%
Winston	17.3%	15.5%	10.8%	18.6%	20.2%	18.7%	14.9%
Phoenix	17.2%	18.5%	12.4%	18.3%	17.2%	15.4%	9.3%
Oakland	16.8%	16.0%	7.5%	19.2%	16.9%	16.4%	11.9%
Rogue River	15.8%	4.7%	21.5%	16.4%	13.6%	13.6%	14.0%
Central Point	15.0%	15.8%	19.6%	13.2%	16.3%	15.5%	11.6%
Sutherlin	14.0%	24.9%	2.6%	15.0%	14.9%	12.2%	13.2%
Gold Hill	13.1%	27.6%	14.7%	10.4%	14.4%	10.5%	11.1%
Canyonville	11.4%	27.9%	4.5%	10.4%	12.7%	9.2%	11.2%
Glendale	11.2%	29.8%	11.5%	8.1%	12.2%	8.4%	11.8%
Lakeview	10.8%	27.3%	0.0%	10.7%	11.9%	11.7%	9.3%
Myrtle Creek	10.8%	19.0%	10.0%	9.7%	11.6%	10.8%	6.7%
Talent	8.4%	0.0%	7.5%	9.3%	8.8%	6.6%	7.9%
Cave Junction	7.7%	21.3%	12.8%	4.4%	7.8%	6.4%	12.7%
Bonanza	7.5%	19.3%	2.2%	6.9%	9.0%	6.5%	11.2%
Paisley	5.7%	11.8%	4.9%	4.9%	5.3%	5.5%	9.0%
Malin	5.7%	11.7%	0.0%	6.0%	7.7%	5.9%	4.3%
Chiloquin	5.3%	11.7%	1.8%	5.1%	7.2%	5.7%	5.6%
Yoncalla	4.5%	11.7%	0.0%	4.4%	5.5%	5.7%	4.8%
Drain	4.4%	4.7%	0.0%	5.4%	6.1%	4.2%	6.8%
Another city/community not on this list	8.9%	9.6%	13.1%	7.9%	7.3%	6.6%	7.7%
Base	186	21	33	131	135	151	58

*Small sample size

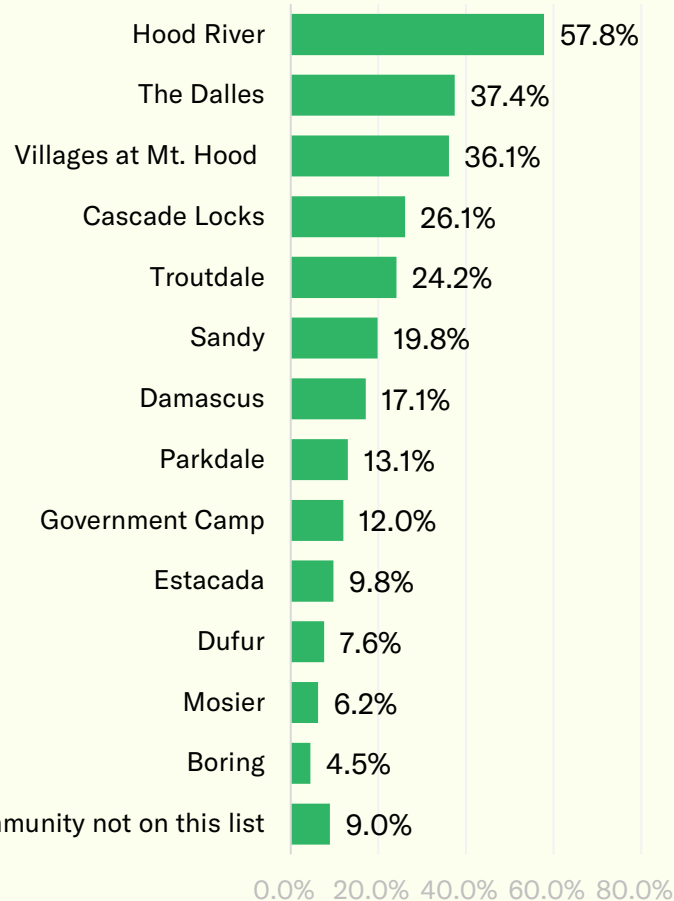
Question: Which cities in the Southern Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Southern Oregon Region on their most recent trip (186 completed surveys).

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

Among the 57.8% of Oregon Coast region visitors who traveled to the Mt. Hood/Columbia River Gorge Region, Hood River (57.8%) was the most visited. This was followed by nearly four in ten (37.4%) who visited The Dalles, and over one-third (36.1%) who visited the Villages at Mt. Hood.

Mt. Hood/Columbia River Gorge Region Cities Visited



By Segment

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

	Total	Canada Visitors*	In-State Visitors*	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants*
Hood River	57.8%	49.2%	55.5%	61.7%	59.7%	57.7%	54.5%
The Dalles	37.4%	25.9%	25.3%	44.4%	39.9%	38.9%	46.0%
Villages at Mt. Hood	36.1%	38.7%	35.5%	34.9%	37.3%	34.6%	42.5%
Cascade Locks	26.1%	15.3%	17.7%	31.4%	28.9%	25.0%	30.2%
Troutdale	24.2%	21.0%	20.7%	25.6%	25.7%	23.5%	26.8%
Sandy	19.8%	11.9%	33.9%	17.6%	19.1%	22.0%	23.3%
Damascus	17.1%	21.4%	20.6%	14.0%	18.3%	16.5%	29.3%
Parkdale	13.1%	12.2%	6.4%	14.8%	15.0%	12.1%	22.0%
Government Camp	12.0%	3.3%	19.8%	11.2%	12.4%	12.9%	15.2%
Estacada	9.8%	7.0%	15.6%	8.8%	10.2%	8.5%	12.3%
Dufur	7.6%	7.0%	3.8%	8.2%	9.3%	6.1%	10.7%
Mosier	6.2%	3.3%	0.0%	9.2%	7.3%	5.0%	7.9%
Boring	4.5%	7.3%	10.7%	0.7%	5.2%	5.4%	7.3%
Another city/community not on this list	9.0%	8.0%	13.9%	7.7%	5.7%	8.4%	11.8%
Base	180	29	40	110	138	150	63

*Small sample size

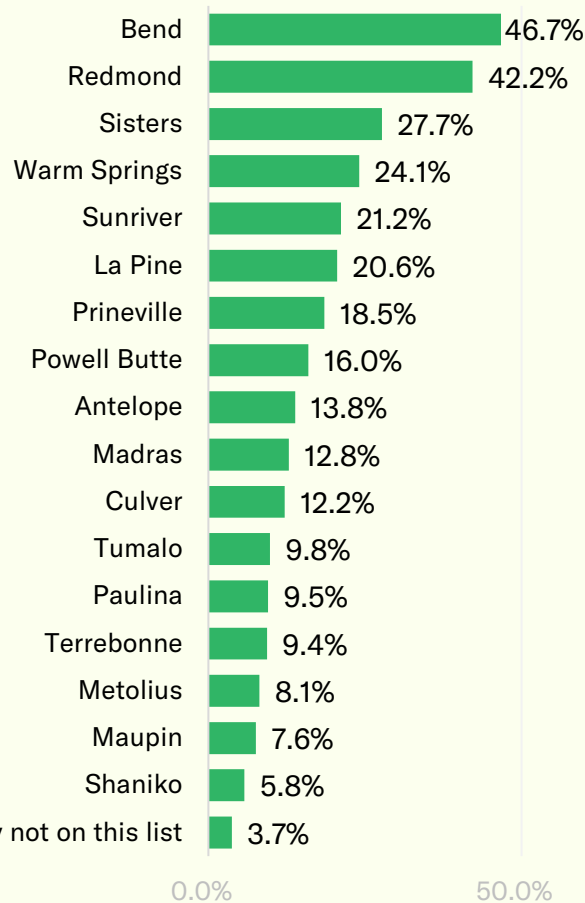
Question: Which cities in the Mt. Hood and the Columbia River Gorge region did you visit on the most recent trip?

Base: Respondents who also visited the Mt. Hood/Columbia River Gorge Region on their most recent trip (180 completed surveys).

Bend and Redmond were the top Central Oregon cities visited.

Among the 19.3% of 2024-2025 Oregon Coast region visitors who also went to Central Oregon on their trip, Bend (46.7%) outpaced Redmond (42.2%) as the top-visited city in the region. This was followed distantly by about one in five who visited Sisters (27.7%) and/or Warm Springs (24.1%). Among the segments, in-state visitors were significantly more likely to have traveled to Bend (80.0%)

Central Oregon Region Cities Visited



By Segment

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

	Total	Canada Visitors*	In-State Visitors*	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants*
Bend	46.7%	42.4%	80.0%	37.3%	42.2%	47.1%	43.1%
Redmond	42.2%	51.7%	45.5%	38.4%	42.6%	42.8%	44.9%
Sisters	27.7%	36.0%	31.0%	24.3%	30.4%	28.6%	40.0%
Warm Springs	24.1%	28.0%	15.1%	25.8%	20.6%	22.9%	24.1%
Sunriver	21.2%	23.1%	13.3%	23.2%	22.2%	21.7%	31.5%
La Pine	20.6%	14.7%	21.9%	21.8%	19.8%	19.6%	29.3%
Prineville	18.5%	10.9%	20.5%	20.1%	17.5%	15.7%	22.8%
Powell Butte	16.0%	13.3%	12.4%	17.8%	20.9%	13.5%	21.4%
Antelope	13.8%	26.2%	0.0%	14.8%	16.4%	12.0%	27.3%
Madras	12.8%	7.8%	15.1%	13.6%	12.6%	10.1%	19.9%
Culver	12.2%	12.3%	3.1%	15.0%	13.0%	12.9%	17.9%
Tumalo	9.8%	8.5%	0.0%	13.4%	10.1%	6.2%	15.3%
Paulina	9.5%	22.2%	0.0%	9.0%	11.9%	7.1%	14.2%
Terrebonne	9.4%	14.8%	2.2%	10.1%	13.3%	10.1%	12.8%
Metolius	8.1%	7.8%	0.0%	10.8%	11.6%	10.2%	12.3%
Maupin	7.6%	14.8%	0.0%	8.0%	10.4%	7.9%	13.2%
Shaniko	5.8%	0.0%	0.0%	9.2%	6.7%	4.5%	9.0%
Another city/community not on this list	3.7%	2.5%	7.7%	2.8%	3.7%	4.3%	5.8%
Base	162	26	33	103	110	125	52

*Small sample size

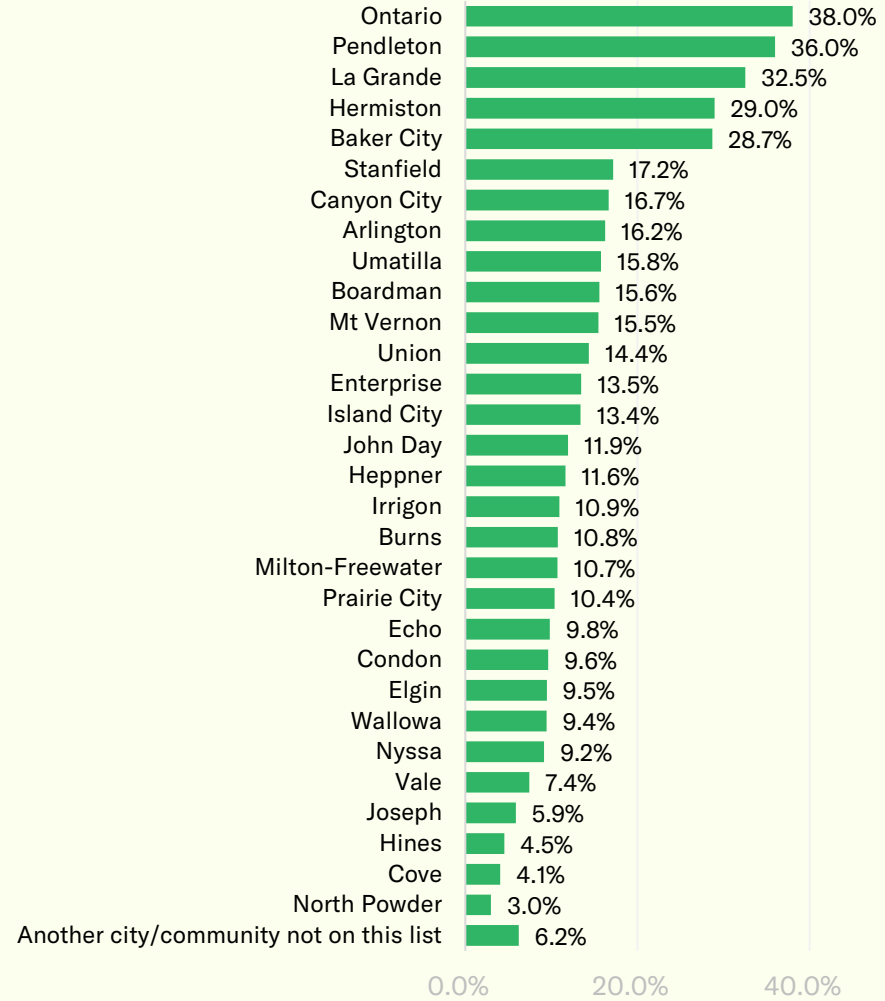
Question: Which cities in the Central Oregon did you visit on the most recent trip?

Base: Respondents who also visited the Central Oregon on their most recent trip (162 completed surveys).

Ontario and Pendleton were the most-visited Eastern Oregon cities.

For the 12.8% of Oregon Coast region visitors who also traveled to the Eastern Oregon region in 2024-2025, the largest share reported visiting Ontario (38.0%), followed closely by Pendleton (36.0%). One in three said they visited La Grande (32.5%).

Eastern Oregon Region Cities Visited



Question: Which cities in the Eastern Oregon region did you visit on the most recent trip?
Base: Respondents who also visited the Eastern Oregon Region on their most recent trip (99 completed surveys).

In-state visitors were significantly less likely to have visited Ontario.

Eastern Oregon Region Cities Visited by Segment

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

	Total*	Canada Visitors*	In-State Visitors*	Out-of-State*	Outdoor Rec Participants*	Food and Drink Participants*	Arts & Culture Participants*
Ontario	38.0%	60.7%	3.6%	39.0%	41.3%	39.5%	40.5%
Pendleton	36.0%	48.5%	40.0%	30.8%	39.1%	35.8%	48.4%
La Grande	32.5%	41.7%	40.0%	29.0%	36.7%	28.6%	18.0%
Hermiston	29.0%	31.0%	35.9%	25.8%	36.3%	25.2%	27.0%
Baker City	28.7%	17.7%	3.6%	37.7%	26.9%	26.7%	22.3%
Stanfield	17.2%	43.3%	0.0%	14.5%	18.3%	13.9%	10.4%
Canyon City	16.7%	20.0%	7.6%	18.1%	17.6%	18.6%	15.0%
Arlington	16.2%	23.6%	10.4%	15.9%	15.5%	15.5%	9.5%
Umatilla	15.8%	31.7%	25.3%	8.2%	15.0%	10.4%	13.2%
Boardman	15.6%	11.7%	0.0%	18.8%	16.7%	13.4%	20.4%
Mt Vernon	15.5%	20.0%	10.4%	14.2%	13.6%	14.6%	4.0%
Union	14.4%	24.7%	0.0%	13.6%	16.3%	18.6%	12.5%
Enterprise	13.5%	15.9%	12.8%	11.7%	15.7%	10.2%	8.6%
Island City	13.4%	15.9%	0.0%	14.4%	16.2%	13.5%	7.7%
John Day	11.9%	0.0%	19.6%	12.0%	13.2%	14.5%	10.0%
Heppner	11.6%	28.6%	3.6%	9.2%	16.3%	10.8%	2.1%
Irrigon	10.9%	13.2%	9.7%	10.8%	12.6%	10.4%	4.8%
Burns	10.8%	15.9%	8.7%	8.5%	10.8%	9.6%	11.4%
Milton-Freewater	10.7%	7.3%	5.2%	13.0%	12.6%	10.9%	3.1%
Prairie City	10.4%	25.9%	0.0%	8.9%	14.5%	12.9%	3.7%
Echo	9.8%	15.9%	0.0%	9.1%	13.8%	9.4%	12.6%
Condon	9.6%	10.0%	0.0%	10.3%	12.7%	13.5%	8.3%
Elgin	9.5%	15.9%	0.0%	10.1%	10.1%	5.0%	0.0%
Wallowa	9.4%	13.2%	16.8%	6.9%	13.2%	10.1%	6.7%
Nyssa	9.2%	6.2%	3.6%	9.8%	11.3%	11.0%	12.6%
Vale	7.4%	7.3%	3.6%	6.9%	7.6%	6.9%	9.3%
Joseph	5.9%	0.0%	5.6%	7.5%	8.2%	9.0%	5.8%
Hines	4.5%	0.0%	0.0%	5.3%	6.3%	5.7%	6.2%
Cove	4.1%	5.9%	0.0%	4.6%	3.8%	4.7%	2.1%
North Powder	3.0%	10.0%	0.0%	1.9%	4.2%	4.6%	0.0%
Another city/community not on this list	6.2%	0.0%	18.4%	5.1%	5.4%	8.3%	3.1%
Base	99	14	16	68	70	68	28

*Small sample size

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

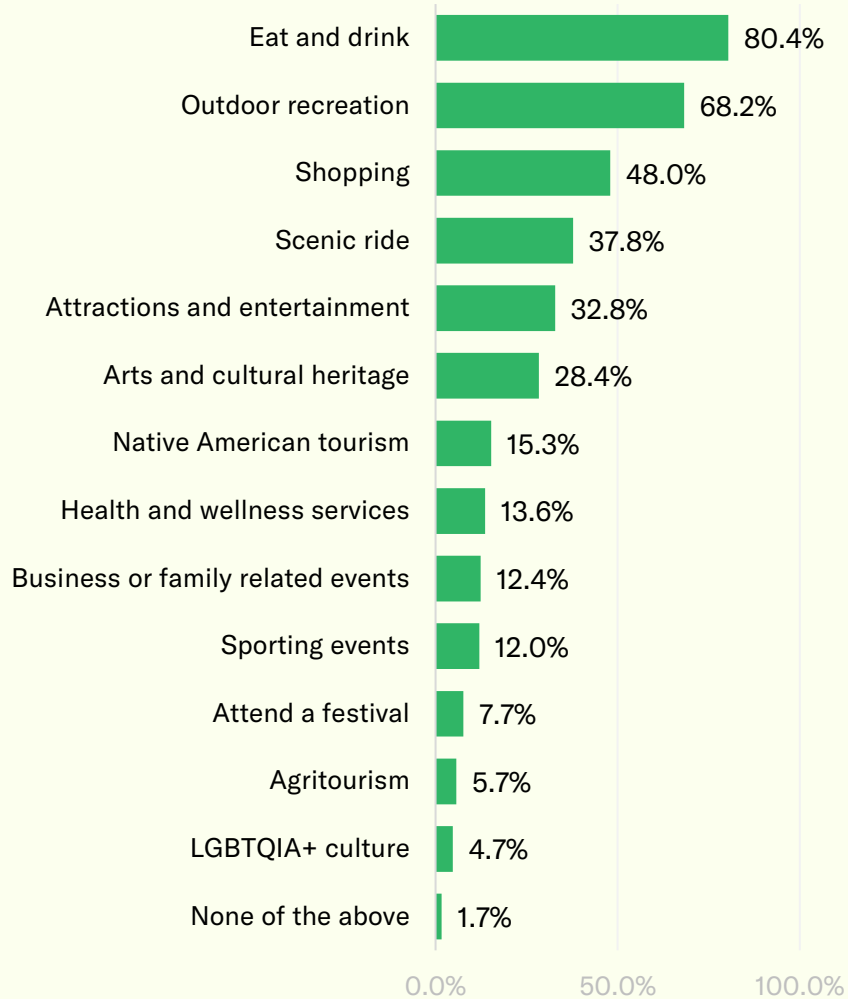
Base: Respondents who also visited the Eastern Oregon Region on their most recent trip (99 completed surveys).

Detailed Findings: Key Activities

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

Eating and drinking (80.4%) was by far the most popular activity for 2024-2025 Oregon Coast region visitors to engage in. More than two-thirds (68.2%) said they participated in outdoor recreation, followed distantly by 48.0% who went shopping. Notably, among the segments, Arts & Culture Participants (89.7%) 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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Eat and drink	80.4%	78.9%	78.3%	81.6%	82.3%	100.0%	89.7%
Outdoor recreation	68.2%	69.6%	68.6%	67.7%	100.0%	69.8%	71.4%
Shopping	48.0%	50.0%	46.5%	48.1%	48.7%	52.6%	61.7%
Scenic ride	37.8%	41.1%	30.9%	39.7%	40.6%	41.4%	45.4%
Attractions and entertainment	32.8%	35.6%	24.3%	35.6%	34.5%	36.4%	42.1%
Arts and cultural heritage	28.4%	34.5%	18.0%	31.0%	29.7%	31.7%	100.0%
Native American	15.3%	15.0%	7.7%	18.3%	16.1%	14.4%	19.8%
Health and wellness services	13.6%	11.4%	5.0%	17.8%	16.1%	14.0%	23.7%
Business or family related events	12.4%	8.9%	7.4%	15.3%	9.8%	10.8%	16.3%
Sporting events	12.0%	14.2%	6.2%	13.7%	13.1%	11.5%	16.7%
Attend a festival	7.7%	7.5%	4.1%	9.1%	8.9%	8.1%	13.0%
Agritourism	5.7%	4.6%	3.9%	6.8%	7.0%	5.4%	11.0%
LGBTQIA+ culture	4.7%	6.4%	2.9%	4.9%	5.7%	5.1%	10.6%
None of the above	1.7%	0.0%	4.5%	0.9%	0.0%	0.0%	0.0%
Base	1071	154	291	625	727	863	297

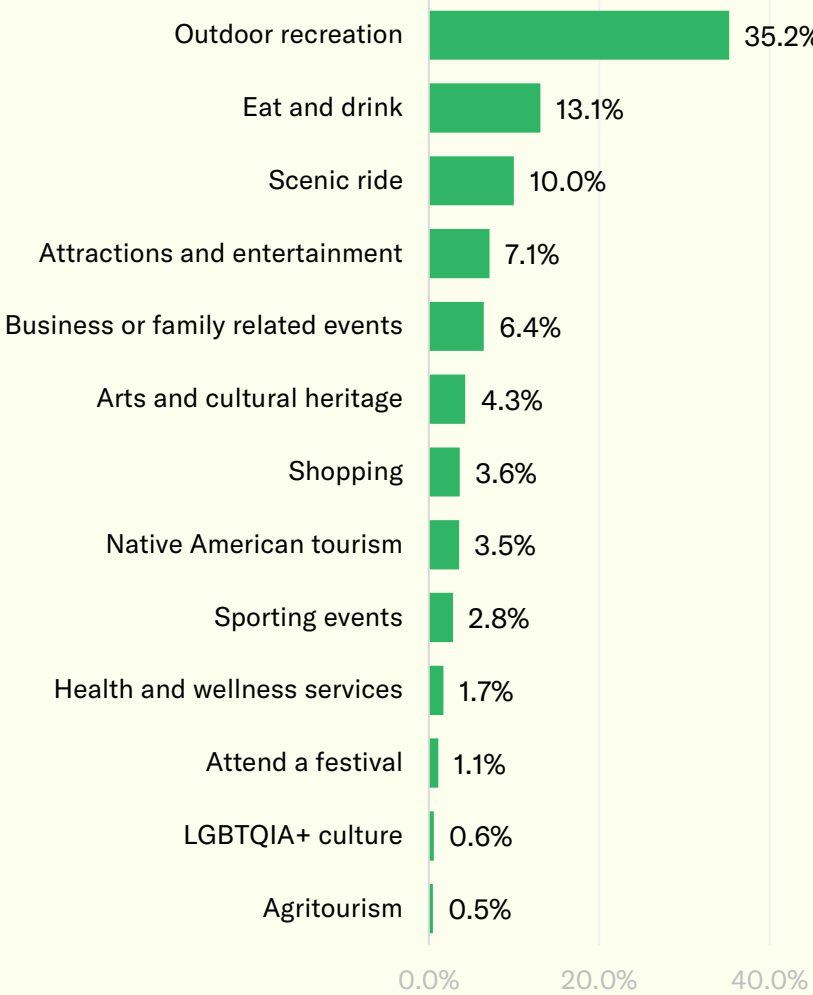
Question: Which type of activities/experiences did you participate in during this trip?

Base: Total respondents (1,071 completed surveys)

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

Among Oregon Coast region visitors who said they participated in any of these activities, over one-third (35.2%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. This was followed by 13.1% who said they were primarily motivated by eating and drinking. In-state visitors were much more likely than other visitors to report outdoor recreation as their primary motivating activity (46.5%).

Primary Activity



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Outdoor recreation	35.2%	26.1%	46.5%	33.0%	50.9%	34.9%	27.4%
Eat and drink	13.1%	17.4%	12.4%	12.3%	9.6%	15.9%	10.3%
Scenic ride	10.0%	10.0%	8.5%	10.6%	8.0%	9.7%	8.7%
Attractions and entertainment	7.1%	6.3%	6.2%	7.7%	5.6%	7.4%	7.3%
Business or family related events	6.4%	2.6%	3.5%	8.6%	3.9%	5.2%	6.1%
Arts and cultural heritage	4.3%	8.4%	2.0%	4.1%	2.4%	3.7%	14.7%
Shopping	3.6%	7.9%	2.0%	3.2%	2.2%	3.6%	4.3%
Native American tourism	3.5%	3.2%	1.9%	4.3%	3.6%	3.0%	4.7%
Sporting events	2.8%	5.8%	1.2%	2.7%	2.4%	2.1%	2.1%
Health and wellness services	1.7%	0.6%	1.0%	2.3%	1.4%	1.3%	3.1%
Attend a festival	1.1%	0.5%	1.0%	1.3%	1.3%	1.1%	1.2%
LGBTQIA+ culture	0.6%	0.9%	0.0%	0.7%	0.3%	0.5%	1.7%
Agritourism	0.5%	0.5%	0.6%	0.4%	0.5%	0.6%	0.3%
None of the above	10.0%	9.9%	13.1%	8.8%	7.7%	10.9%	8.1%
Base	1043	154	275	613	720	863	296

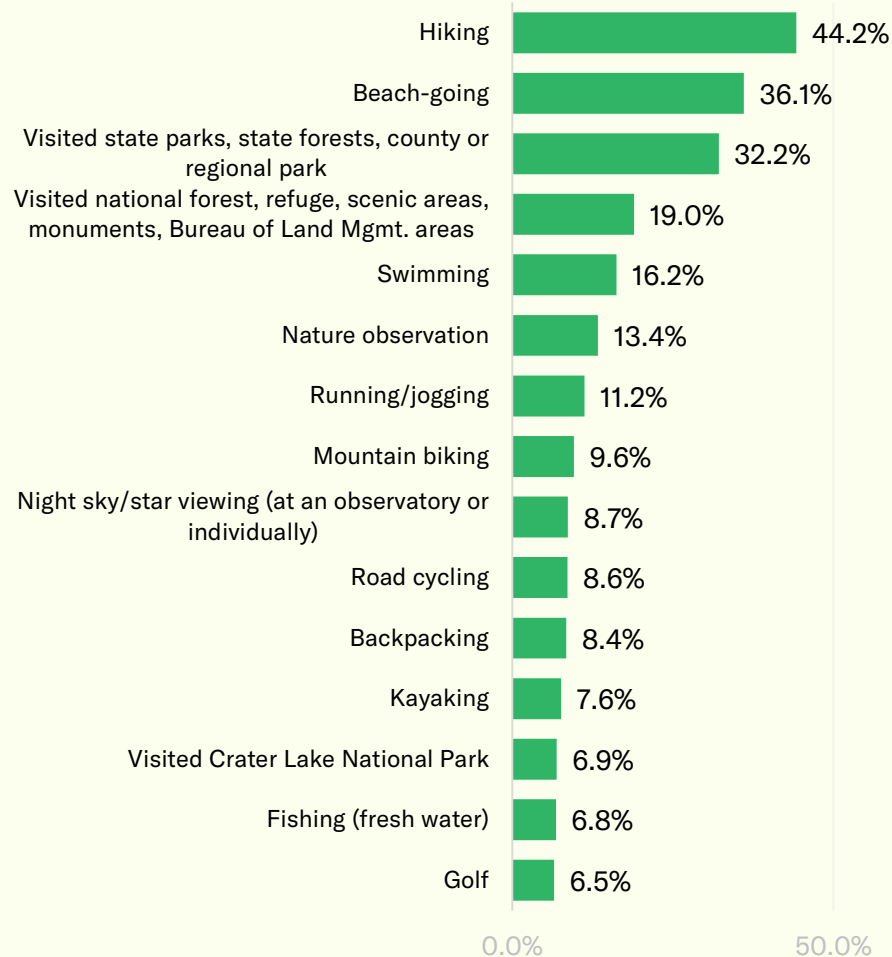
Question: Of the activities you participated in, were any the primary motivation for your most recent trip?

Base: Total respondents (1,043 completed surveys)

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

Among 2024-2025 Oregon Coast region visitors' outdoor recreation engagement, the largest share (44.4%) went hiking, followed by about one-third who went to a beach (36.1%) and/or a state park, state forest, or county or regional park (32.2%). Arts & Culture Participants and Food and Drink Participants were also more likely to engage in outdoor activities. Beach-going was much more prevalent among in-state visitors (49.7%) compared to out-of-state (31.6%).

Top 15 Outdoor Recreation Activities



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Hiking	44.2%	47.1%	36.9%	46.5%	64.8%	47.2%	53.1%
Beach-going	36.1%	31.7%	49.7%	31.6%	52.9%	39.4%	38.5%
Visited state parks, state forests, county or regional park	32.2%	32.4%	30.0%	32.9%	47.2%	35.3%	43.1%
Visited national forest, refuge, scenic areas, monuments, Bureau of Land Mgmt. areas	19.0%	21.3%	14.6%	20.0%	27.8%	21.3%	28.2%
Swimming	16.2%	21.9%	10.7%	17.0%	23.8%	18.5%	20.6%
Nature observation	13.4%	12.3%	13.4%	13.5%	19.6%	14.8%	22.7%
Running/jogging	11.2%	14.3%	2.4%	14.0%	16.5%	11.6%	15.7%
Mountain biking	9.6%	13.2%	2.7%	11.5%	14.0%	9.3%	14.4%
Night sky/star viewing (at an observatory or individually)	8.7%	12.0%	4.4%	9.4%	12.7%	9.3%	16.2%
Road cycling	8.6%	11.6%	1.0%	11.0%	12.6%	8.7%	13.9%
Backpacking	8.4%	10.2%	4.2%	9.7%	12.3%	8.9%	15.0%
Kayaking	7.6%	8.1%	2.6%	9.5%	11.2%	8.5%	10.9%
Visited Crater Lake National Park	6.9%	10.3%	3.3%	7.5%	10.1%	7.6%	11.3%
Fishing (fresh water)	6.8%	7.1%	3.1%	8.1%	9.9%	7.3%	12.8%
Golf	6.5%	8.0%	2.1%	7.8%	9.5%	7.4%	9.6%
Base	1071	154	291	625	727	863	297

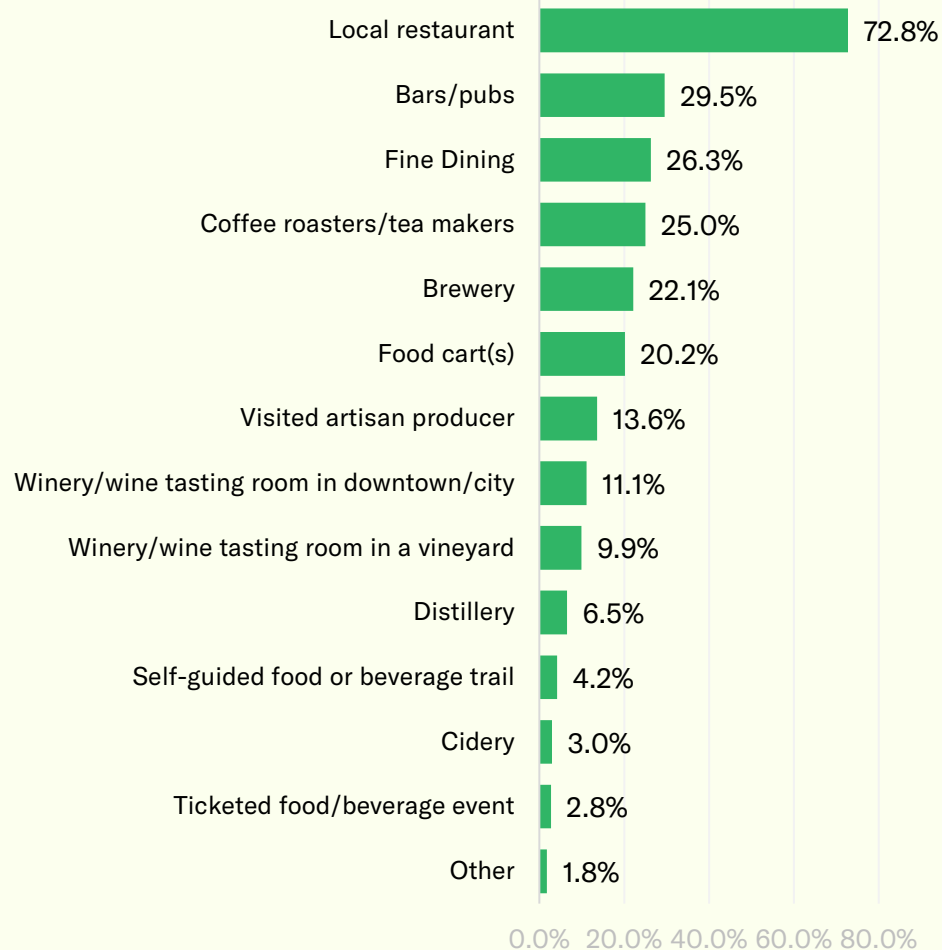
Question: Which of the following outdoor recreation activities did you do on this trip?

Base: Total respondents (1,071 completed surveys)

Nearly three-fourths of Oregon Coast visitors ate at local restaurant.

At 72.8% of Oregon Coast 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 (29.5%) and just over one in four engaged in fine dining (26.3%) and/or coffee roasters/tea makers (25.0%). Among the segments, it is worth noting that Arts & Culture Participants were significantly more likely to have engaged in nearly all of these food & drink activities, aligning closely with Food and 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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Local restaurant	72.8%	67.6%	73.2%	73.9%	74.1%	90.5%	79.5%
Bars/pubs	29.5%	30.4%	23.7%	31.7%	32.1%	36.7%	40.3%
Fine Dining	26.3%	28.2%	13.6%	31.0%	29.1%	32.7%	37.5%
Coffee roasters/tea makers	25.0%	26.6%	21.7%	25.9%	28.9%	31.1%	32.8%
Brewery	22.1%	22.1%	15.7%	24.7%	25.7%	27.5%	30.6%
Food cart(s)	20.2%	26.1%	15.1%	20.8%	22.6%	25.1%	30.3%
Visited artisan producer	13.6%	15.2%	12.3%	13.7%	14.7%	17.0%	23.6%
Winery/wine tasting room in downtown/city	11.1%	11.3%	2.5%	14.5%	13.3%	13.8%	17.1%
Winery/wine tasting room in a vineyard	9.9%	12.6%	2.9%	12.0%	11.0%	12.3%	15.2%
Distillery	6.5%	8.1%	0.4%	8.5%	8.6%	8.1%	11.1%
Self-guided food or beverage trail	4.2%	3.1%	2.2%	5.3%	4.4%	5.2%	7.4%
Cidery	3.0%	4.4%	0.8%	3.5%	3.8%	3.7%	6.9%
Ticketed food/beverage event	2.8%	2.9%	0.0%	3.9%	3.0%	3.4%	6.2%
Other	1.8%	2.0%	4.2%	0.7%	1.8%	2.2%	0.6%
Base	1071	154	291	625	727	863	297

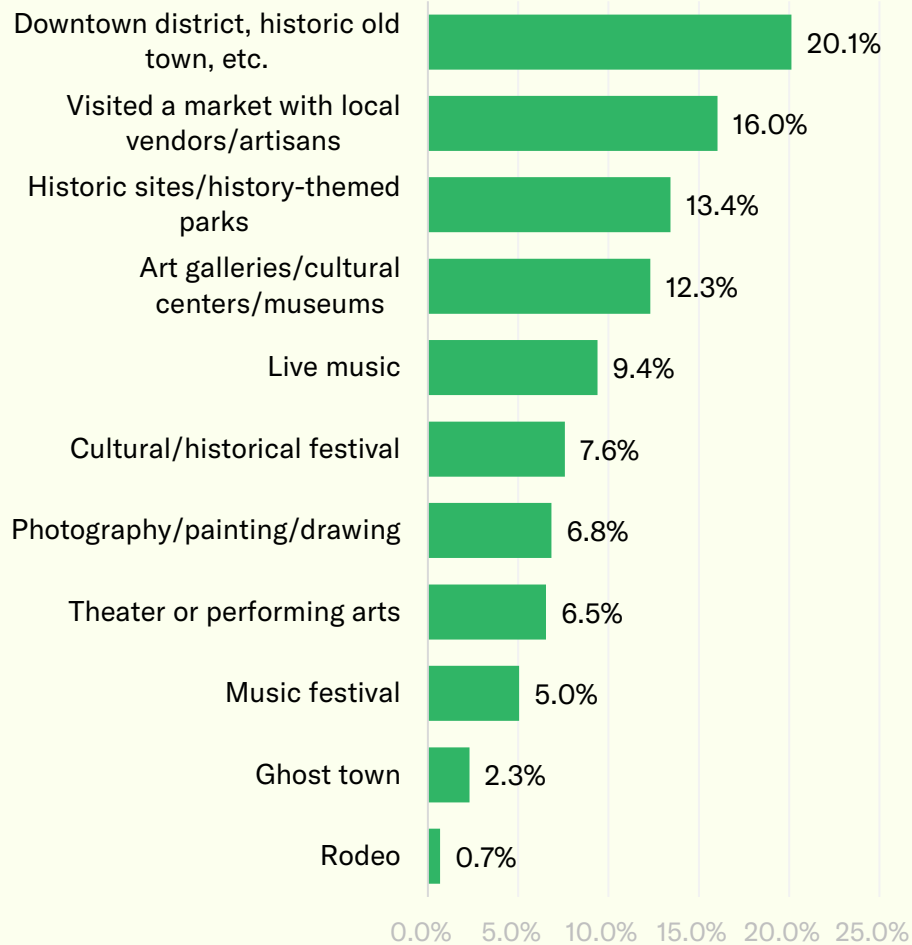
Question: Which of the following eat and drink activities did you do during this trip?

Base: Total respondents (1,071 completed surveys)

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

On their most recent Oregon trip in 2024-2025, visiting a downtown district or historic old town was reported by one in five (20.1%) Oregon Coast region visitors. This was followed by 16.0% who reported visiting a local market. Notably, in-state visitors were much less likely to have engaged in most of these arts & cultural activities.

Arts & Cultural Activities



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Downtown district, historic old town, etc.	20.1%	25.3%	10.8%	22.6%	21.5%	23.0%	71.0%
Visited a market with local vendors/artisans	16.0%	17.5%	9.7%	18.2%	18.4%	18.6%	56.5%
Historic sites/history-themed parks	13.4%	12.8%	7.1%	16.1%	15.6%	15.5%	47.3%
Art galleries/cultural centers/museums	12.3%	17.3%	5.7%	13.6%	14.0%	14.0%	43.4%
Live music	9.4%	11.1%	7.0%	10.0%	11.1%	10.7%	33.1%
Cultural/historical festival	7.6%	11.2%	1.4%	9.1%	8.2%	8.7%	26.7%
Photography/painting/drawing	6.8%	8.2%	3.2%	7.9%	8.3%	7.7%	24.1%
Theater or performing arts	6.5%	10.8%	2.1%	7.2%	6.5%	7.4%	23.1%
Music festival	5.0%	3.8%	2.3%	6.4%	5.8%	5.7%	17.8%
Ghost town	2.3%	3.2%	0.7%	2.8%	3.0%	2.4%	8.1%
Rodeo	0.7%	0.0%	0.0%	1.1%	1.0%	0.8%	2.4%
Base	1071	154	291	625	727	863	297

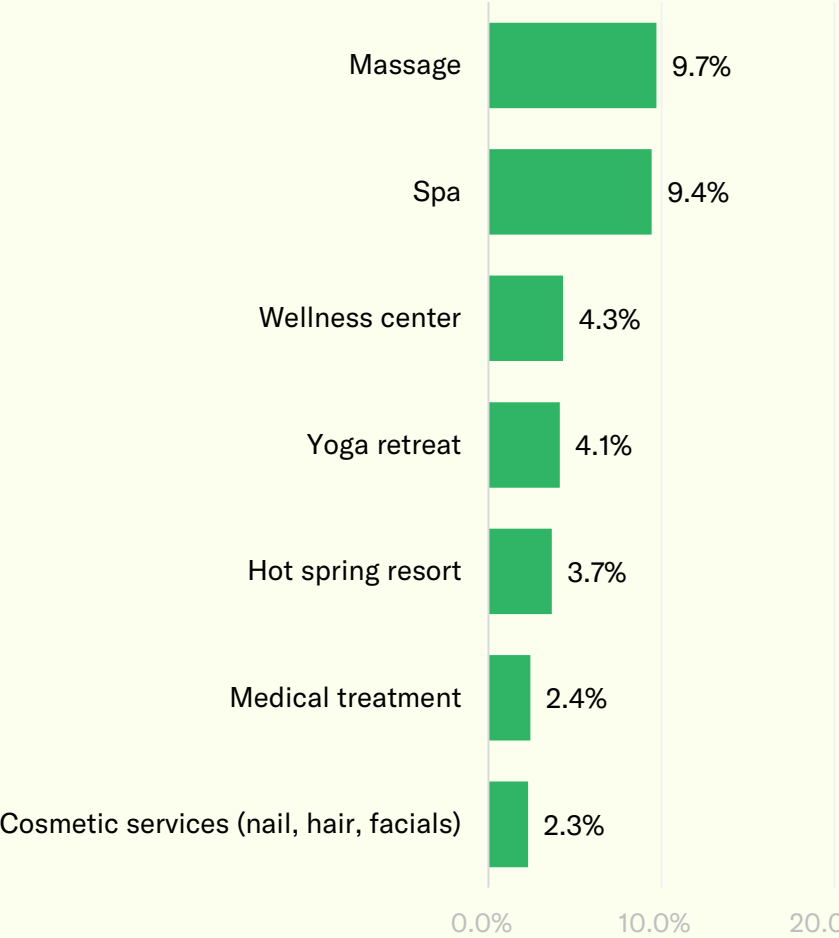
Question: Which of the following arts and cultural heritage related activities did you do on this trip?

Base: Total respondents (1,071 completed surveys)

Around one in ten Oregon Coast visitors got a massage or spa treatment.

Just under one in ten Oregon Coast region visitors got a massage (9.7%) or went to a spa (9.4%) 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, while in-state visitors were least likely.

Health & Wellness Activities



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Massage	9.7%	6.3%	2.1%	13.8%	12.1%	10.1%	19.1%
Spa	9.4%	8.0%	2.4%	12.7%	11.9%	10.1%	18.1%
Wellness center	4.3%	3.1%	0.3%	6.3%	5.4%	4.3%	8.3%
Yoga retreat	4.1%	4.6%	0.3%	5.6%	4.8%	3.9%	7.7%
Hot spring resort	3.7%	1.7%	0.8%	5.4%	4.4%	3.8%	8.1%
Medical treatment	2.4%	1.4%	1.3%	3.2%	3.1%	2.4%	6.1%
Cosmetic services (nail, hair, facials)	2.3%	1.4%	1.3%	2.9%	3.1%	2.5%	5.2%
Base	1071	154	291	625	727	863	297

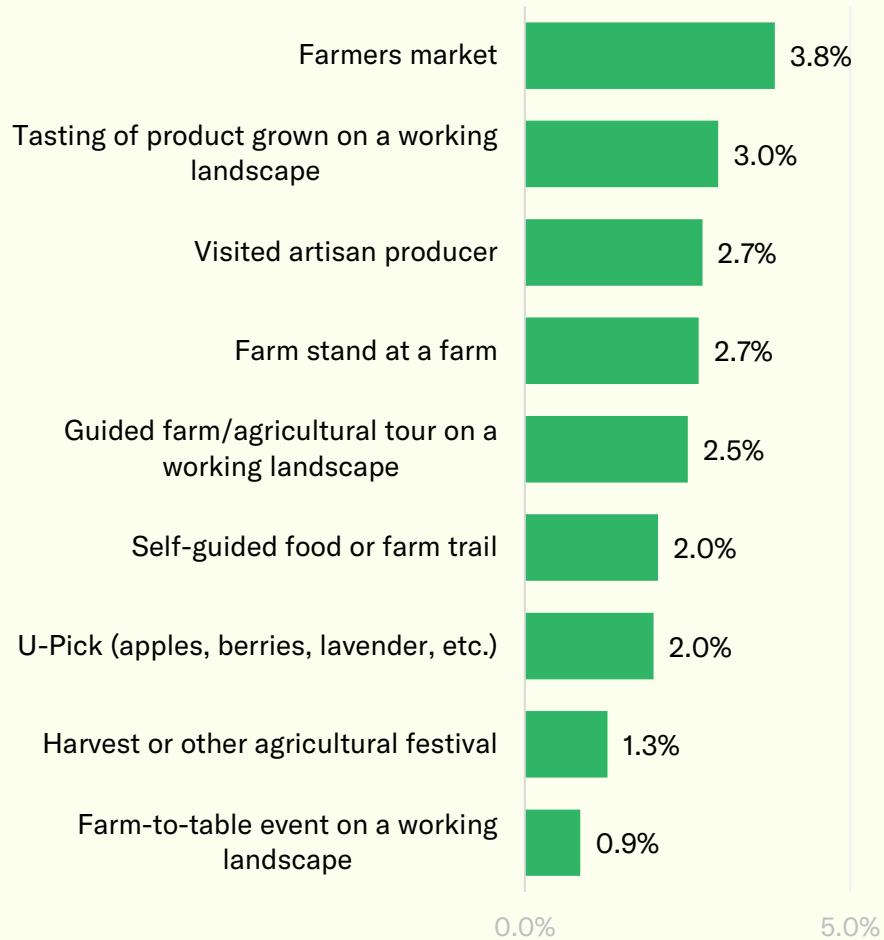
Question: Which of the following health and wellness activities did you do during this trip?

Base: Total respondents (1,071 completed surveys)

Farmer's markets were the most popular agritourism activities.

While only a small share of 2024-25 Oregon Coast region visitors participated in any agritourism activities, farmer's markets (3.8%) were the most commonly engaged in, followed by product tasting (3.0%). 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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Farmers market	3.8%	3.2%	3.3%	4.2%	5.1%	3.8%	7.9%
Tasting of product grown on a working landscape	3.0%	3.4%	1.0%	3.7%	4.0%	2.9%	6.2%
Visited artisan producer	2.7%	1.6%	1.9%	3.4%	3.3%	2.6%	6.2%
Farm stand at a farm	2.7%	1.1%	2.4%	3.2%	3.6%	2.9%	5.4%
Guided farm/agricultural tour on a working landscape	2.5%	2.7%	0.5%	3.3%	3.1%	2.4%	5.7%
Self-guided food or farm trail	2.0%	2.5%	0.9%	2.4%	2.6%	2.1%	4.3%
U-Pick (apples, berries, lavender, etc.)	2.0%	1.4%	1.0%	2.5%	2.5%	1.7%	4.4%
Harvest or other agricultural festival	1.3%	0.5%	0.4%	1.9%	1.8%	1.4%	3.7%
Farm-to-table event on a working landscape	0.9%	0.0%	0.0%	1.4%	1.2%	1.0%	2.3%
Base	1071	154	291	625	727	863	297

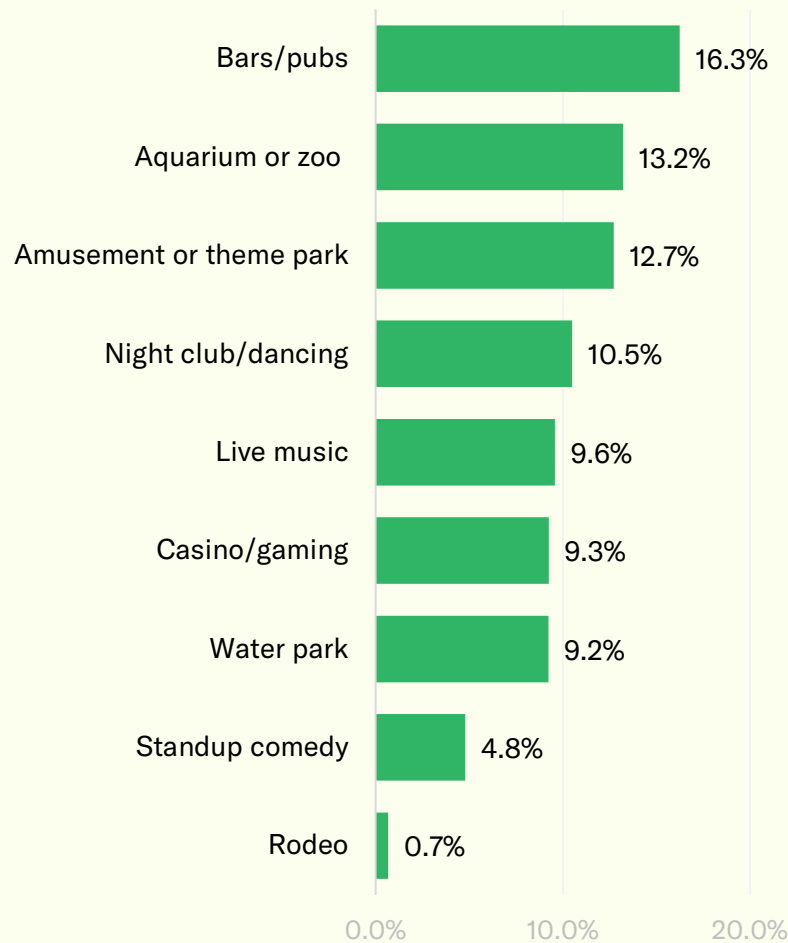
Question: Which of the following agritourism experiences did you partake in during this trip?

Base: Total respondents (1,071 completed surveys)

Bars and pubs were the most popular attractions and entertainment.

For 2024-2025 Oregon Coast region visitors, 16.3% went to a bar or pub, a slightly smaller share (13.2%) visited an aquarium or zoo, followed by an amusement or theme park (12.7%). Arts & Culture 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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Bars/pubs	16.3%	18.6%	8.5%	18.8%	18.7%	19.4%	25.0%
Aquarium or zoo	13.2%	13.3%	10.0%	14.4%	15.2%	14.6%	19.6%
Amusement or theme park	12.7%	15.1%	4.3%	15.5%	14.6%	14.1%	19.3%
Night club/dancing	10.5%	7.5%	4.6%	13.6%	11.9%	12.1%	21.5%
Live music	9.6%	13.1%	5.0%	10.5%	11.8%	11.3%	19.3%
Casino/gaming	9.3%	8.7%	7.7%	10.0%	9.4%	10.6%	11.9%
Water park	9.2%	12.1%	1.7%	11.5%	11.0%	10.1%	15.3%
Standup comedy	4.8%	5.6%	0.9%	6.2%	5.6%	5.6%	10.4%
Rodeo	0.7%	0.0%	0.0%	1.1%	0.9%	0.8%	2.4%
Base	1071	154	291	625	727	863	297

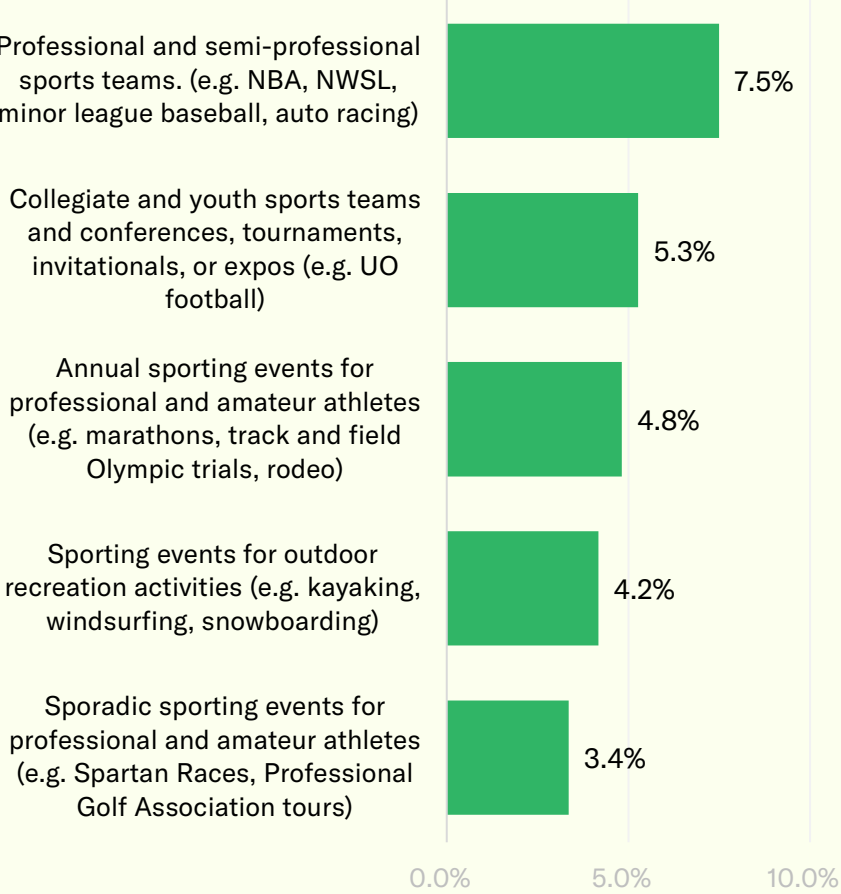
Question: Which of the following attractions and entertainment experiences did you do during this trip?

Base: Total respondents (1,071 completed surveys)

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

Among 2024-25 Oregon Coast region visitors, 7.5% 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 sporadic sporting events (0.6%), while Arts & Culture Participants were more likely to have participated in or watched any of these activities.

Sporting Event Attendance or Participation



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Professional and semi-professional sports teams	7.5%	10.2%	1.6%	9.1%	9.0%	7.3%	12.9%
Collegiate and youth sports teams and conferences, tournaments, invitationals, or expos	5.3%	4.2%	2.5%	6.6%	5.6%	5.0%	7.4%
Annual sporting events for professional and amateur athletes (e.g. marathons, track and field Olympic trials, rodeo)	4.8%	4.9%	1.1%	6.2%	5.7%	4.6%	8.4%
Sporting events for outdoor recreation activities (e.g. kayaking, windsurfing, snowboarding)	4.2%	4.1%	1.3%	5.2%	5.2%	4.0%	8.2%
Sporadic sporting events for professional and amateur athletes (e.g. Spartan Races, Professional Golf Association tours)	3.4%	4.3%	0.6%	4.3%	3.8%	3.2%	7.0%
Base	1071	154	291	625	727	863	297

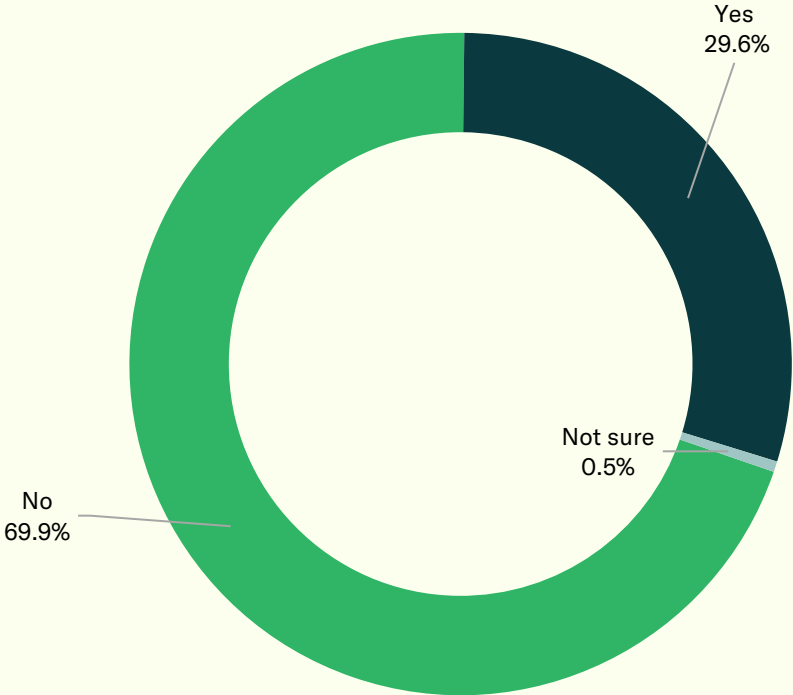
Question: Which of the following sporting events did you watch or participate in on this trip?

Base: Total respondents (1,071 completed surveys)

Three in ten Oregon Coast region visitors went on a guided tour.

At 29.6%, a modest share of 2024-25 Oregon Coast region visitors participated in a guided tour. Among the segments, over four in ten (43.8%) of Arts & Culture Participants said they went on a guided tour during their trip. In-state visitors to the Oregon Coast region were significantly less likely to have done so (8.4%).

Guided Tour Participation



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Yes	29.6%	37.9%	8.4%	36.2%	33.6%	28.4%	43.8%
No	69.9%	62.1%	90.4%	63.4%	65.8%	71.0%	56.2%
I am not sure	0.5%	0.0%	1.2%	0.4%	0.5%	0.6%	0.0%
Base	1071	154	291	625	727	863	297

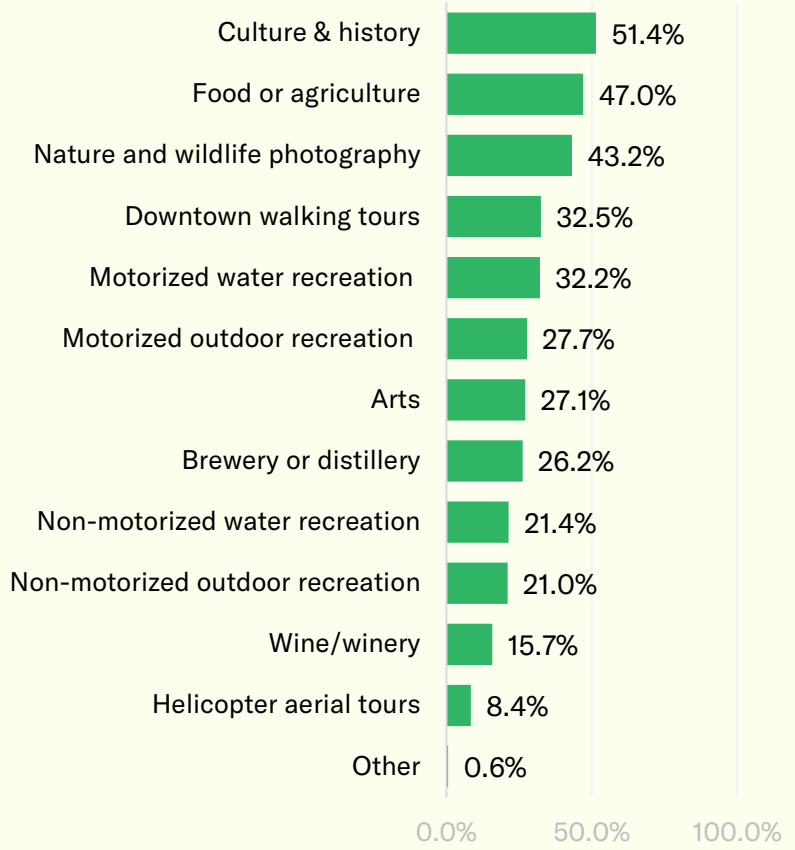
Question: Did you participate in any guided experience/tour (e.g., walking tour of city, river rafting, fishing, hiking with a guide)?

Base: Total respondents (1,071 completed surveys).

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

Among Oregon Coast region visitors who took a guided tour on their most recent visit to Oregon, more than half (51.4%) said they took a culture & history tour, followed 47.0% who did a food or agriculture tour. More than four in ten (43.2%) took a nature and wildlife photography tour, while one in three did a downtown walking tour (32.5%) and/or motorized water recreation (32.5%). Arts & Culture Participants were much more likely to have engaged in a culture & history guided tour (71.4%) and/or a downtown walking tour (44.5%).

Guided Tour Type



By Segment

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

	Total	Canada Visitors*	In-State Visitors*	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Culture & history	51.4%	52.6%	46.6%	51.8%	52.2%	56.1%	71.4%
Food or agriculture	47.0%	44.3%	42.0%	48.5%	50.5%	46.6%	52.3%
Nature and wildlife photography	43.2%	46.8%	24.0%	43.8%	45.5%	42.2%	48.2%
Downtown walking tours	32.5%	41.5%	34.4%	30.0%	33.3%	35.1%	44.5%
Motorized water recreation	32.2%	29.9%	21.0%	33.6%	34.2%	31.4%	31.1%
Motorized outdoor recreation	27.7%	29.4%	10.9%	28.6%	30.1%	30.9%	26.3%
Arts	27.1%	30.6%	22.2%	26.3%	27.6%	28.0%	39.2%
Brewery or distillery	26.2%	31.2%	8.9%	26.2%	30.0%	26.7%	32.7%
Non-motorized water recreation	21.4%	19.0%	18.2%	22.1%	23.5%	22.6%	22.1%
Non-motorized outdoor recreation	21.0%	25.5%	7.5%	21.2%	20.7%	22.5%	25.1%
Wine/winery	15.7%	20.7%	8.7%	15.1%	16.2%	18.3%	12.9%
Helicopter aerial tours	8.4%	9.6%	4.2%	8.6%	9.1%	7.9%	11.8%
Other	0.6%	1.7%	3.4%	0.0%	0.3%	0.4%	0.8%
Base	308	58	25	224	233	239	128

*Small sample size

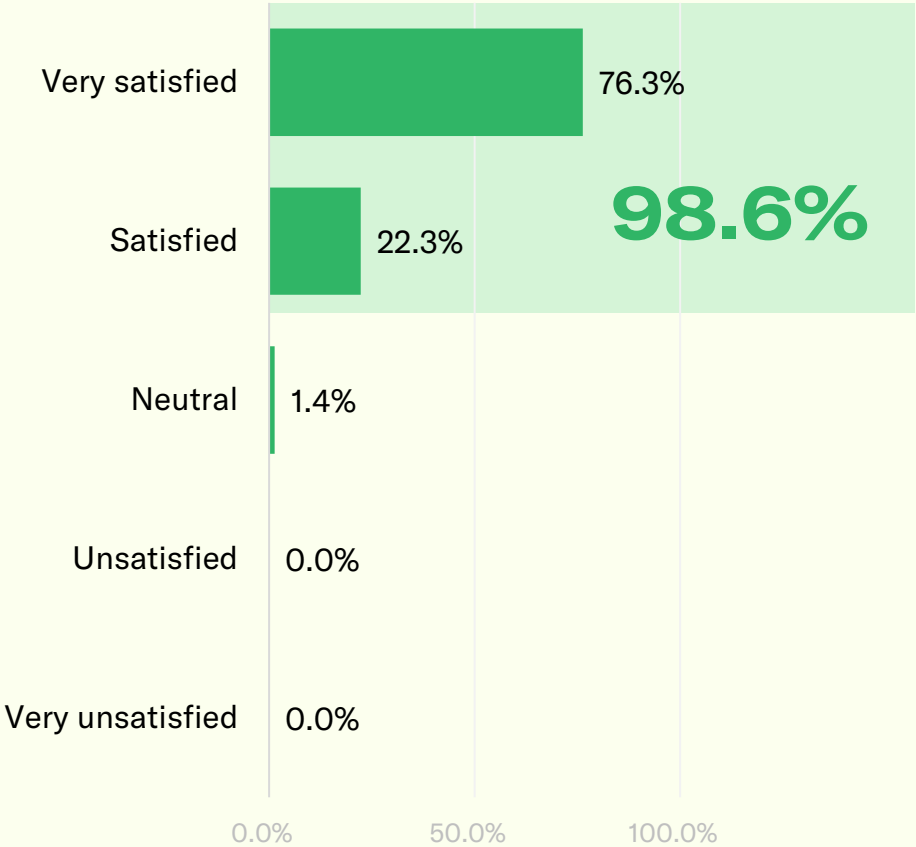
Question: Which best describes the type of guided tour(s) you participated in?

Base: Respondents who participated in a guided tour (308 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 Oregon Coast region, at 98.6%. In fact, over three-fourths (76.3%) reported being very satisfied.

Guided Tour Satisfaction



By Segment

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

	Total	Canada Visitors*	In-State Visitors*	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Top 2 Box	98.6%	98.6%	92.5%	99.2%	98.5%	98.9%	99.4%
Very satisfied	76.3%	77.3%	57.9%	77.8%	77.5%	76.7%	77.4%
Satisfied	22.3%	21.2%	34.6%	21.5%	21.1%	22.2%	22.1%
Neutral	1.4%	1.4%	7.5%	0.8%	1.5%	1.1%	0.6%
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	308	58	25	224	233	239	128

**Small sample size*

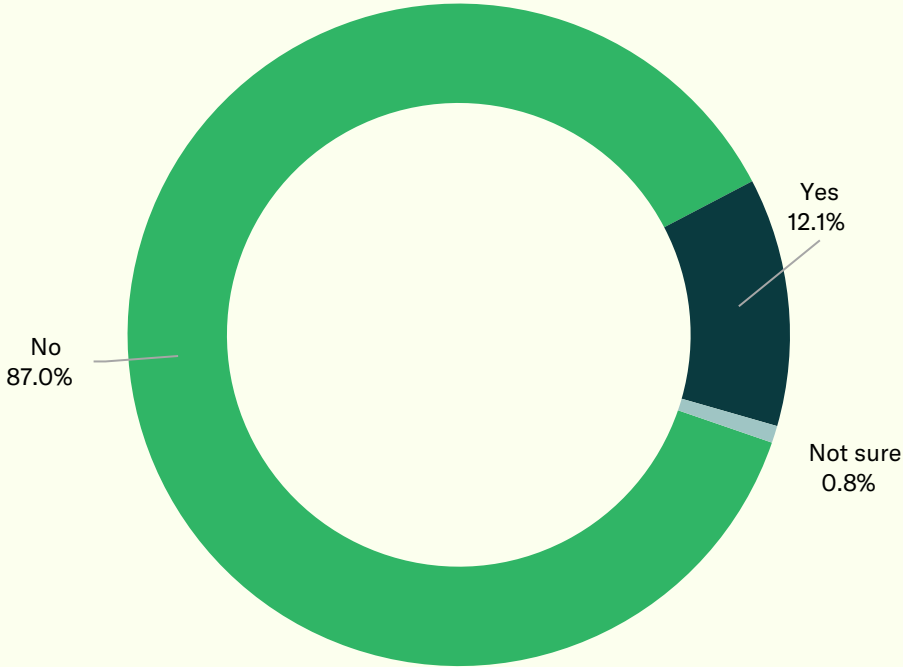
Question: How satisfied were you overall with your guided tour experiences?

Base: Respondents who participated in a guided tour (308 completed surveys).

Just over one in ten Oregon Coast region visitors traveled with an organized group tour.

At 12.1%, a small share of 2024-25 Oregon Coast region visitors reported that their most recent trip was part of an organized group tour. Among the segments, Canada visitors (19.5%) were much more likely than other visitors to say they were part of an organized group tour, while in-state visitors (2.6%) 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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Yes	12.1%	19.5%	2.6%	14.1%	13.8%	10.8%	16.4%
No	87.0%	78.5%	97.1%	85.2%	85.4%	88.3%	82.7%
Unsure	0.8%	2.1%	0.3%	0.8%	0.8%	0.9%	1.0%
Base	1071	154	291	625	727	863	297

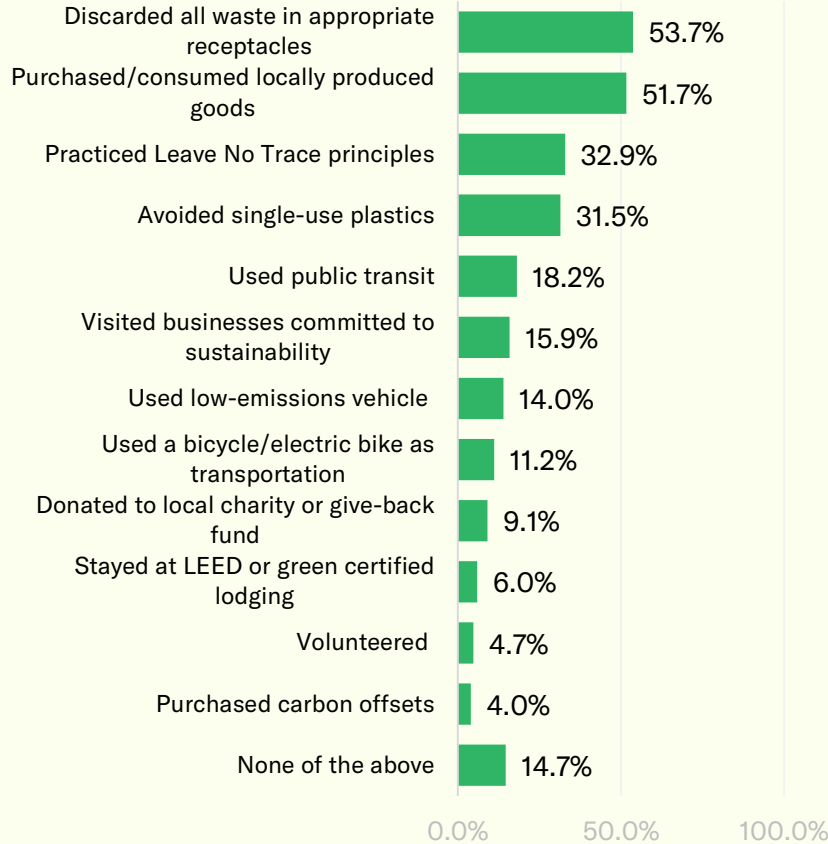
Question: Was your trip part of an organized group tour that was sold & operated by a tour operator (e.g. Backroads, Globus Vacations)?

Base: Total respondents (1,071 completed surveys)

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

Over eight in ten (85.3%) of Oregon Coast region visitors said they did at least one of the listed environmentally friendly practices. More than half reported discarding all waste in appropriate receptacles (53.7%), followed closely by purchasing or consuming locally produced goods (51.7%). Only about one third practiced Leave No Trace principles (32.9%) and/or avoided single-use plastics (31.5%). Arts & Culture Participants were more likely than other visitors to have practiced environmentally friendly travel behaviors.

Environmentally Friendly Practices



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Discarded all waste in appropriate receptacles	53.7%	44.4%	70.2%	49.2%	55.2%	57.7%	56.0%
Purchased/consumed locally produced goods	51.7%	53.2%	55.3%	49.7%	54.8%	57.1%	63.2%
Practiced Leave No Trace principles	32.9%	32.3%	45.6%	27.7%	37.8%	34.6%	37.4%
Avoided single-use plastics	31.5%	40.2%	34.4%	27.9%	35.1%	33.2%	40.7%
Used public transit	18.2%	25.2%	7.5%	20.7%	19.4%	18.1%	30.3%
Visited businesses committed to sustainability	15.9%	16.1%	10.2%	18.1%	19.3%	17.7%	27.8%
Used low-emissions vehicle	14.0%	18.5%	10.1%	14.3%	14.5%	14.5%	21.2%
Used a bicycle/electric bike as transportation	11.2%	15.0%	6.1%	12.3%	13.1%	10.7%	13.9%
Donated to local charity or give-back fund	9.1%	10.5%	5.9%	9.9%	11.1%	8.4%	13.9%
Stayed at LEED or green certified lodging	6.0%	9.8%	3.1%	6.1%	6.2%	6.0%	8.4%
Volunteered	4.7%	5.1%	3.8%	5.0%	5.5%	4.3%	8.0%
Purchased carbon offsets	4.0%	5.4%	2.2%	4.4%	4.7%	3.6%	5.7%
None of the above	14.7%	10.2%	13.0%	16.5%	12.0%	12.7%	7.2%
Base	1071	154	291	625	727	863	297

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

Base: Total respondents (1,071 completed surveys)

Detailed Findings: Native American Tourism

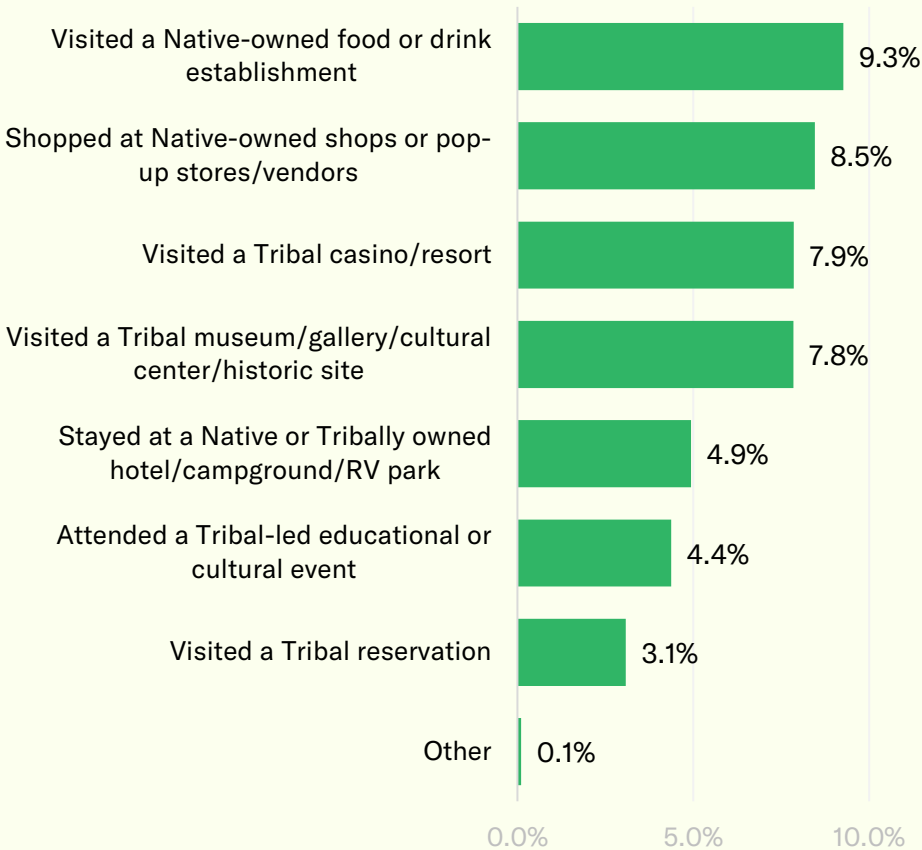
Of Oregon Coast region visitors in 2024-25, 15.3% participated in Native American tourism.

Just under one in ten (9.3%) visited a Native-owned food or drink establishment, followed by 8.5% who shopped at Native-owned shops or pop-up stores or vendors. Arts & Culture Participants and out-of-state visitors were more likely to have engaged in 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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Visited a Native-owned food or drink establishment	9.3%	10.2%	3.5%	11.3%	10.4%	8.9%	14.4%
Shopped at Native-owned shops or pop-up stores/vendors	8.5%	9.6%	3.0%	10.3%	9.4%	8.0%	14.6%
Visited a Tribal casino/resort	7.9%	5.7%	4.7%	9.7%	7.5%	7.9%	8.6%
Visited a Tribal museum/gallery/cultural center/historic site	7.8%	6.6%	2.6%	10.2%	8.6%	8.2%	13.9%
Stayed at a Native or Tribally owned hotel/campground/RV park	4.9%	4.7%	2.3%	5.9%	5.2%	4.4%	9.0%
Attended a Tribal-led educational or cultural event	4.4%	5.1%	0.9%	5.5%	5.5%	4.2%	8.4%
Visited a Tribal reservation	3.1%	2.6%	2.3%	3.5%	3.8%	2.9%	5.9%
Other	0.1%	0.0%	0.0%	0.2%	0.2%	0.1%	0.4%
Base	1071	154	291	625	727	863	297

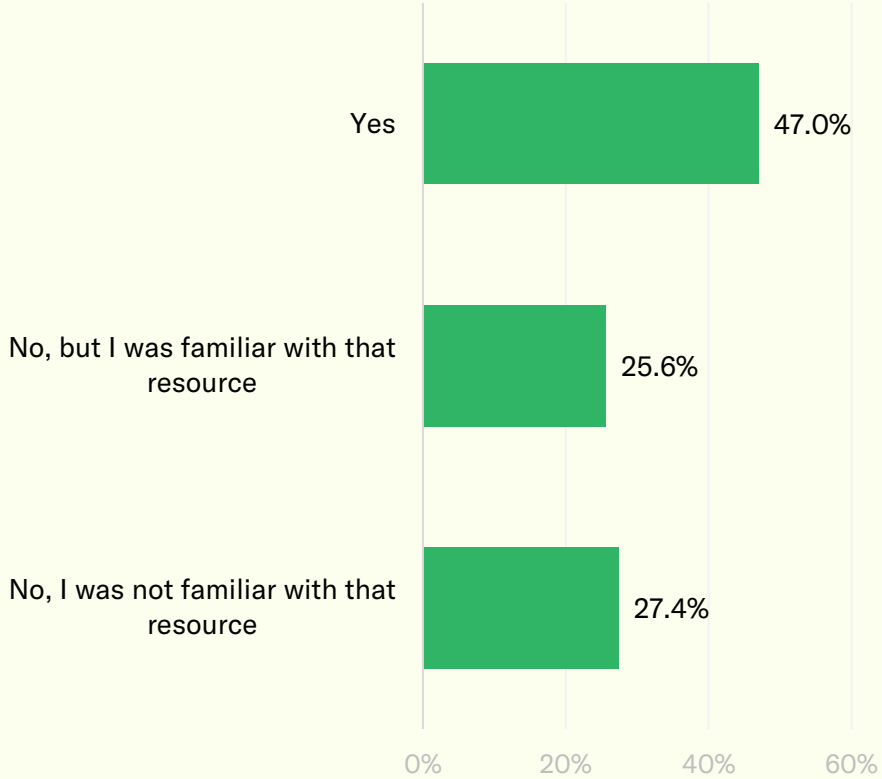
Question: What kind of activities did you participate in related to Native American tourism?

Base: Total respondents (1,071 completed surveys)

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

At 47.0%, most Oregon Coast region visitors who participated in any Native American tourism activities said they used the Travel Guide to Oregon Indian Country. One in four (25.6%) did not use the resource even though they were already familiar with it, while a similar share (27.4%) 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	Canada Visitors*	In-State Visitors*	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants*
Yes	47.0%	72.6%	8.0%	48.0%	51.4%	41.0%	55.9%
No, but I was familiar with that resource	25.6%	8.0%	21.4%	30.3%	21.4%	28.3%	16.3%
No, I was not familiar with that resource	27.4%	19.4%	70.6%	21.7%	27.2%	30.7%	27.9%
Base	159	22	22	114	111	123	60

**Small sample size*

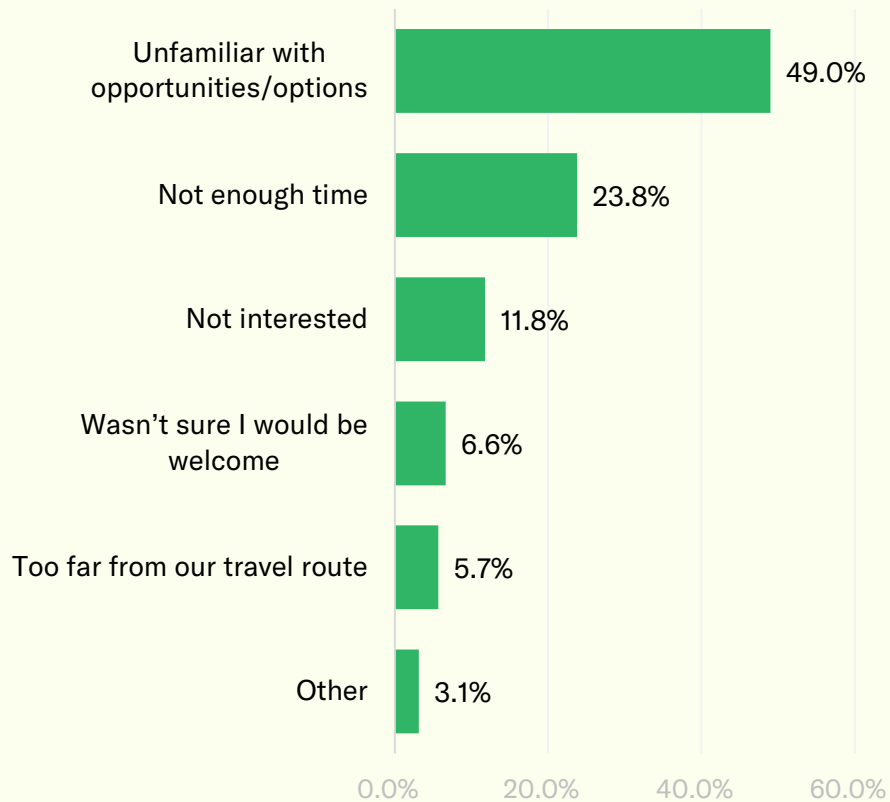
Question: Did you use the Travel Guide to Oregon Indian Country? [Indian Travel Guide]

Base: Respondents who participated in any Native American tourism activities (159 completed surveys).

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

Among Oregon Coast 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 (49.0%). One in four (23.8%) said they did not have enough time, while just about one in ten (11.8%) were not interested. Unfamiliarity was highest among Arts & Culture Participants (56.9%), followed by Outdoor Rec Participants (53.4%) and Food & Drink Participants (53.3%).

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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Unfamiliar with opportunities/options	49.0%	42.1%	50.4%	50.2%	53.4%	53.3%	56.9%
Not enough time	23.8%	21.7%	19.3%	26.5%	22.8%	21.5%	21.7%
Not interested	11.8%	15.8%	15.1%	9.1%	8.0%	10.8%	5.4%
Wasn't sure I would be welcome	6.6%	12.4%	3.0%	6.9%	6.7%	5.7%	6.0%
Too far from our travel route	5.7%	6.8%	5.6%	5.4%	6.3%	5.4%	6.2%
Other	3.1%	1.1%	6.7%	2.0%	2.7%	3.3%	3.9%
Base	880	126	264	490	598	716	225

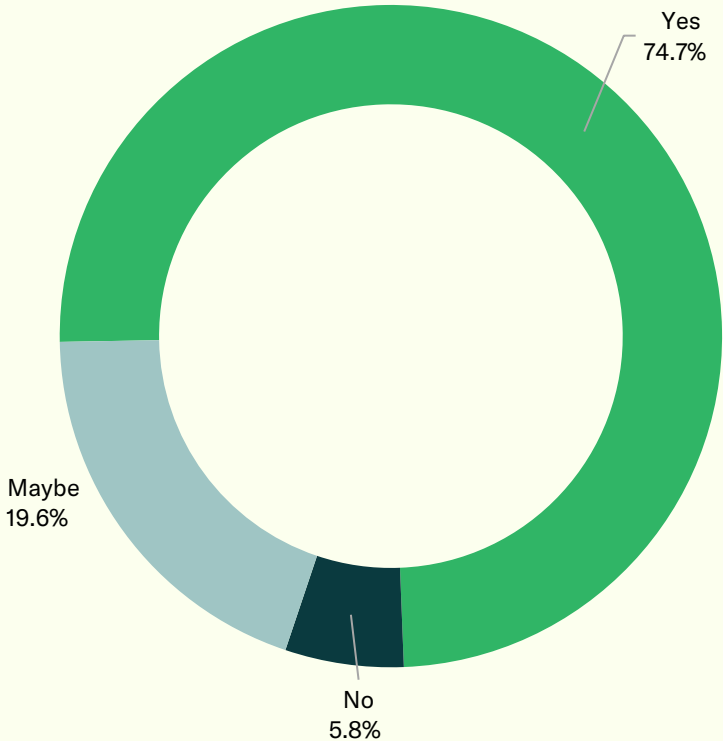
Question: (Optional) Travel Oregon works with the 9 federally recognized Tribes of Oregon to help develop tourism experiences. In order to support this work, we would like to know if there was a particular reason your trip did not include Native American tourism experiences?

Base: Respondents who did not participate in any Native American tourism activities (880 completed surveys).

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

At 74.7%, 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 (85.4%), but lower among in-state visitors for the Oregon Coast region (69.1%).

Future Native American Tourism Consideration



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Yes	74.7%	67.3%	69.1%	79.3%	79.0%	76.1%	85.4%
No	5.8%	12.4%	6.1%	3.8%	5.3%	4.7%	4.1%
Maybe	19.6%	20.3%	24.8%	16.9%	15.7%	19.2%	10.5%
Base	912	132	269	511	616	740	237

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

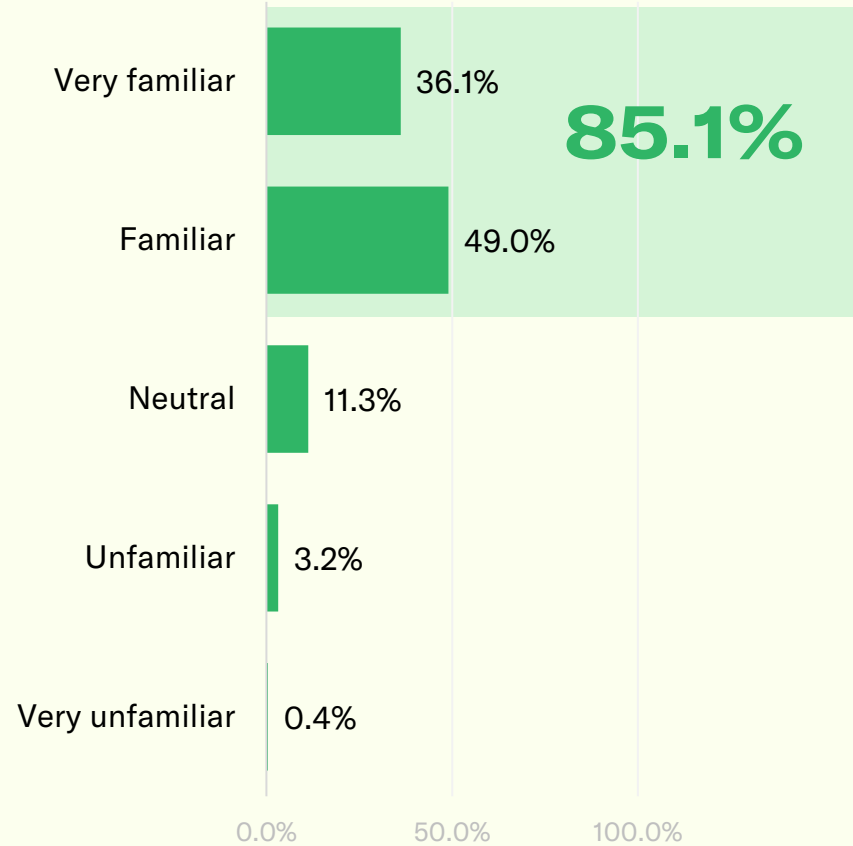
Base: Respondents who did not participate in any Native American tourism activities (912 completed surveys).

Detailed Findings: Perceptions & Motivations

Familiarity with Oregon rates highly among Oregon Coast visitors.

Well over eight in ten (85.1%) of visitors said they feel familiar or very familiar with the state. This was highest among in-state visitors, who posted the highest share of those who felt they are very familiar (48.5%) 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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Top 2 Box	85.1%	84.4%	90.1%	83.2%	86.8%	84.9%	86.2%
Very familiar	36.1%	22.7%	48.5%	34.3%	39.6%	34.9%	36.9%
Familiar	49.0%	61.8%	41.6%	48.9%	47.2%	50.0%	49.4%
Neutral	11.3%	12.3%	6.7%	13.0%	9.4%	11.4%	10.5%
Unfamiliar	3.2%	2.8%	2.6%	3.5%	3.4%	3.3%	2.9%
Very unfamiliar	0.4%	0.5%	0.6%	0.3%	0.4%	0.5%	0.4%
Base	1071	154	291	625	727	863	297

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

Base: Total respondents (1,071 completed surveys).

Scenic beauty and relaxation rank highest as trip motivators.

Over nine in ten Oregon Coast visitors said that scenic beauty (91.6%) is an important driver for why they took their most recent trip to Oregon in 2024-25, followed by a relaxing environment or place to unwind (89.1%). The other top factors that played a key role in their trip decision include affordability/value for the money (84.4%), local food and drinks (83.8%), and/or the quality of service/hospitality (83.5%).

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 (1,071 completed surveys)

Safety/crime-levels was the topmost important factor for Canadian visitors to the Oregon Coast region in deciding to travel to Oregon.

Importance to Trip Decision by Segment

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

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

	Total	Canada Visitors	In-State Visitors	Out-of-State Visitors	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Scenic beauty	91.6%	89.3%	89.7%	93.1%	93.6%	93.1%	92.8%
Relaxing environment/a place to unwind	89.1%	86.7%	88.0%	90.1%	91.1%	90.7%	89.5%
Affordability/value for the money	84.4%	85.3%	81.0%	85.6%	87.1%	85.9%	87.6%
Local food and drinks	83.8%	84.8%	76.8%	86.4%	84.6%	87.3%	90.6%
Quality of service/hospitality	83.5%	87.3%	74.5%	86.3%	85.0%	85.9%	89.7%
Outdoor recreation and experiences	82.1%	83.4%	79.0%	83.1%	90.2%	84.1%	85.7%
Accommodations/lodging options	81.5%	86.4%	66.5%	86.5%	82.1%	82.9%	85.1%
Safety/crime-levels	81.2%	90.6%	70.0%	83.5%	82.4%	81.4%	85.4%
Environmental quality (e.g. air, cleanliness)	79.3%	81.1%	76.7%	79.9%	81.5%	80.3%	87.4%
Inclusive and welcoming atmosphere	78.9%	82.9%	72.6%	80.4%	81.8%	80.0%	85.1%
Walkability	78.6%	89.2%	74.1%	77.8%	82.1%	79.6%	81.7%
Weather	78.1%	83.6%	69.5%	80.2%	79.5%	77.9%	78.6%
Arts, historic and cultural heritage experiences	65.0%	64.2%	48.8%	71.9%	66.4%	66.2%	87.9%
Family friendly activities	64.8%	67.6%	51.6%	69.5%	68.0%	65.5%	70.7%
Number of people/crowd size	64.0%	70.2%	54.3%	66.4%	64.9%	64.3%	69.0%
Environmental sustainability practices	58.6%	64.8%	45.7%	62.3%	61.9%	59.7%	71.2%
Tax-free shopping	47.1%	54.7%	37.1%	49.2%	47.6%	46.9%	52.7%
Local Transportation options	46.4%	54.2%	18.5%	56.0%	47.3%	45.3%	61.9%
Accessibility to people with disabilities	42.4%	43.9%	32.4%	46.1%	43.1%	40.6%	50.4%
Guided tours and experiences	38.9%	44.5%	12.9%	48.2%	41.1%	37.9%	51.3%
Base	1071	154	291	625	727	863	297

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

Base: Total respondents (1,071 completed surveys)

Satisfaction is highest with Oregon's scenic beauty and its relaxing environment.

Oregon rates favorably overall for all trip attributes, with more than half of Oregon Coast region visitors in 2024-25 saying they were satisfied or very satisfied with these elements of their trip, with the exception of guided tours and experiences (49.2%). Satisfaction levels were highest for scenic beauty (93.7%), and a relaxing environment/a place to unwind (90.2%), which were also the two top-most important attributes for these travelers when deciding to visit Oregon.

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 (1,071 completed surveys).

In-state visitors to the Oregon Coast region were less satisfied with several attributes, namely local transportation options and guided tours and experiences.

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	Canada Visitors	In-State Visitors	Out-of-State Visitors	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Scenic beauty	93.7%	89.3%	94.7%	94.4%	94.7%	94.9%	96.0%
Relaxing environment/a place to unwind	90.2%	87.9%	91.8%	90.1%	92.0%	92.5%	92.1%
Local food and drinks	88.2%	86.4%	82.7%	90.9%	88.6%	91.3%	92.7%
Outdoor recreation and experiences	86.5%	82.7%	87.8%	87.0%	92.5%	88.1%	92.0%
Weather	86.4%	85.0%	85.6%	87.1%	87.8%	87.6%	86.8%
Quality of service/hospitality	85.8%	84.4%	78.7%	89.1%	87.8%	88.6%	90.3%
Environmental quality (e.g. air, cleanliness)	85.4%	81.7%	85.2%	86.4%	89.2%	87.5%	90.2%
Inclusive and welcoming atmosphere	84.7%	85.5%	83.0%	85.2%	86.6%	85.8%	88.2%
Accommodations/lodging options	84.5%	87.2%	73.2%	88.6%	85.8%	86.8%	92.0%
Walkability	83.6%	82.7%	81.9%	84.5%	86.7%	85.2%	84.8%
Safety/crime-levels	81.6%	80.3%	80.7%	82.3%	83.0%	83.2%	85.3%
Affordability/value for the money	80.0%	74.9%	75.2%	83.4%	81.4%	81.8%	82.0%
Number of people/crowd size	79.2%	82.4%	72.2%	81.3%	80.4%	80.5%	83.8%
Family friendly activities	71.8%	70.1%	64.7%	75.3%	75.6%	73.0%	76.8%
Arts, historic and cultural heritage experiences	71.1%	78.6%	57.3%	74.8%	74.6%	72.8%	88.6%
Environmental sustainability practices	67.4%	66.7%	57.5%	71.7%	68.9%	68.3%	77.2%
Tax-free shopping	65.3%	62.3%	58.7%	68.9%	65.3%	66.4%	68.3%
Local transportation options	54.5%	61.4%	29.8%	63.0%	56.5%	54.3%	67.5%
Accessibility to people with disabilities	51.6%	48.7%	42.1%	56.3%	53.8%	50.9%	59.0%
Guided tours and experiences	49.2%	54.8%	23.7%	58.3%	51.5%	48.9%	60.5%
Base	1071	154	291	625	727	863	297

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

Base: Total respondents (1,071 completed surveys)

One in five Oregon Coast visitors said the friendliness of the destination contributed to their satisfaction with the inclusive and welcoming atmosphere.

At 19.2%, mentions of the state’s friendliness and welcoming impression were the most-cited reason why Portland visitors who said they were satisfied with the state’s inclusive and welcoming atmosphere selected that rating. This was followed by a slightly smaller share who cited a general positive impression (18.8%).

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	Canada Visitors*	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Friendly / welcoming	19.2%	17.1%	20.1%	19.4%	19.3%	20.7%	23.2%
Positive impression	18.8%	20.6%	9.2%	22.2%	18.6%	18.0%	19.0%
Inclusivity & belonging	9.5%	12.9%	10.1%	8.2%	10.4%	10.5%	7.0%
Positive customer service	7.7%	0.0%	8.2%	9.8%	6.2%	6.9%	5.5%
Natural scenery & outdoor recreation	5.8%	4.0%	5.2%	6.6%	5.1%	5.2%	4.7%
Helpfulness & local recommendations	4.9%	3.7%	8.7%	3.7%	4.9%	5.3%	2.2%
Perceived safety & lack of hostility	3.0%	3.3%	2.5%	3.1%	2.1%	3.5%	1.7%
Good atmosphere	2.8%	3.0%	1.1%	3.4%	3.5%	2.9%	5.0%
Friendliness at coastal locations	2.7%	1.8%	6.6%	1.4%	1.8%	2.8%	1.0%
Repeat visitors & local familiarity	2.5%	1.4%	4.7%	2.0%	2.0%	2.1%	0.8%
Being greeted	2.3%	7.6%	1.6%	1.0%	2.7%	2.0%	3.8%
Lgbtq+ comfort & inclusion	2.0%	3.3%	2.4%	1.4%	2.3%	2.0%	1.8%
Relaxing / comforting	1.7%	3.4%	1.6%	1.3%	2.0%	1.6%	2.1%
Small-town neighborliness	1.7%	1.2%	1.8%	1.8%	1.6%	1.9%	3.3%
Family & kid / pet friendly experiences	1.6%	2.9%	0.0%	1.9%	1.8%	1.7%	1.7%
Base	575	95	152	328	407	478	176

*Small sample size

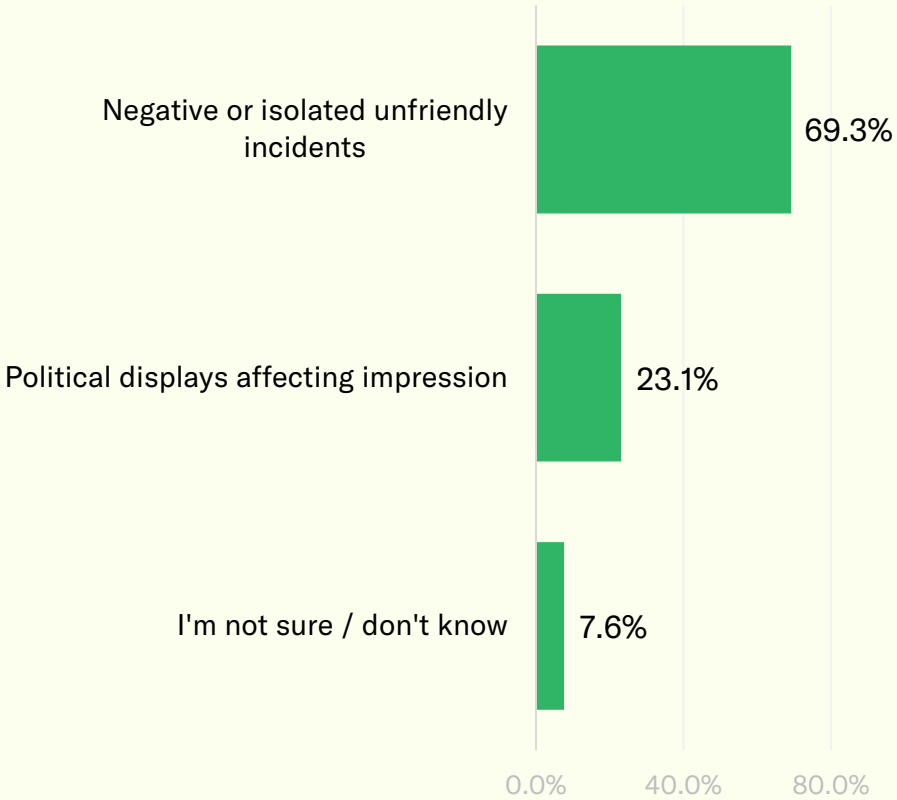
Question: (Optional) You shared that you were ___ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “satisfied” or “very satisfied” for Oregon’s Inclusive and Welcoming atmosphere (575 completed surveys)

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

Among the 10 respondents who shared why they said they were unsatisfied with the state’s inclusive and welcoming atmosphere, 69.3% cited a negative or isolated unfriendly incidents, followed by political displays (23.1%).

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*	Canada Visitors*	In-State Visitors*	Out-of-State*	Outdoor Rec Participants*	Food and Drink Participants*	Arts & Culture Participants*
Negative or isolated unfriendly incidents	69.3%	0.0%	100.0%	75.2%	88.1%	77.8%	100.0%
Political displays affecting impression	23.1%	100.0%	0.0%	14.6%	0.0%	13.6%	0.0%
I'm not sure / don't know	7.6%	0.0%	0.0%	10.2%	11.9%	8.6%	0.0%
Base	10	1	2	7	6	9	3

**Small sample size*

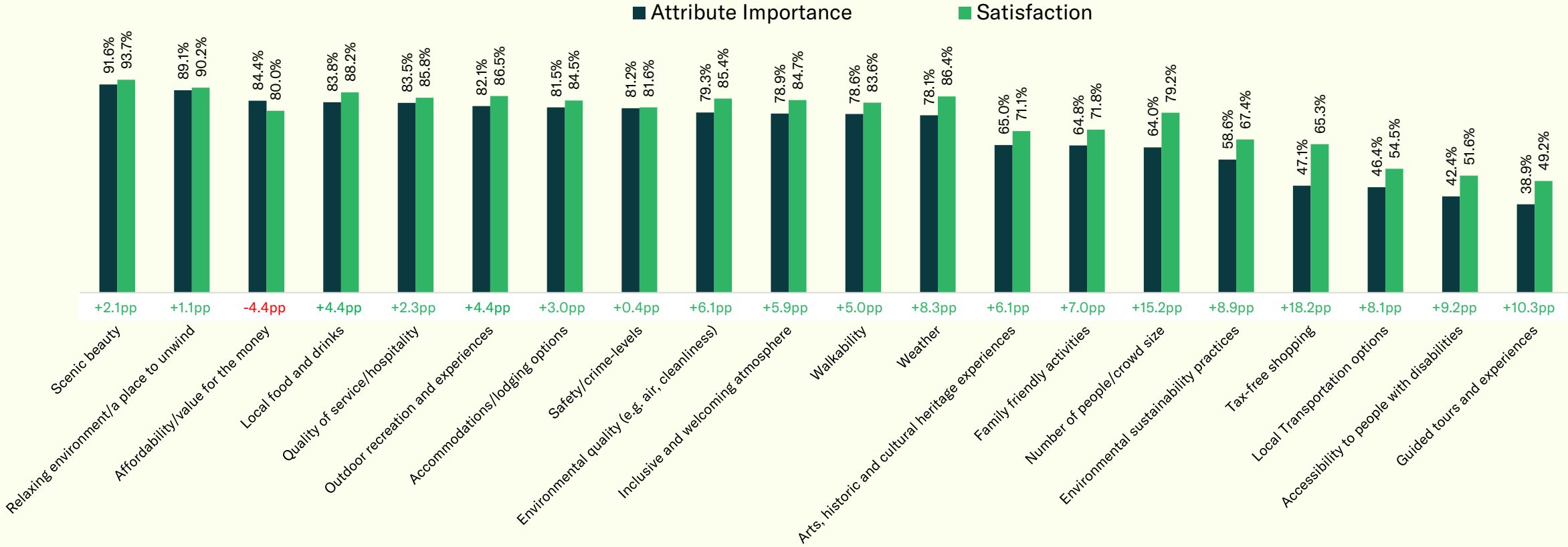
Question: (Optional) You shared that you were ___ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “unsatisfied” or “very unsatisfied” for Oregon’s Inclusive and Welcoming atmosphere (10 completed surveys)

Affordability perception gaps are the main area to improve among Oregon Coast visitors.

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 gap between importance as a trip motivator and satisfaction level was for affordability/value for money (-4.4 percentage points). Across all other attributes, 2024-25 Oregon Coast region visitors' satisfaction was on par or even in some instances – such as tax-free, crowd size and guided tours and experiences – 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 (1,071 completed surveys)

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

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

Attribute Importance vs Satisfaction by Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State Visitors	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Scenic beauty	+2.1pp	0.0pp	+5.1pp	+1.3pp	+1.2pp	+1.8pp	+3.2pp
Relaxing environment/a place to unwind	+1.1pp	+1.2pp	+3.8pp	+0.0pp	+1.0pp	+1.8pp	+2.6pp
Affordability/value for the money	-4.4pp	-10.4pp	-5.9pp	-2.2pp	-5.6pp	-4.1pp	-5.6pp
Local food and drinks	+4.4pp	+1.6pp	+6.0pp	+4.5pp	+4.0pp	+3.9pp	+2.1pp
Quality of service/hospitality	+2.3pp	-3.0pp	+4.2pp	+2.8pp	+2.8pp	+2.7pp	+0.6pp
Safety/crime-levels	+0.4pp	-10.2pp	+10.7pp	-1.2pp	+0.7pp	+1.7pp	0.0pp
Accommodations/lodging options	+3.0pp	+0.8pp	+6.6pp	+2.1pp	+3.7pp	+3.9pp	+7.0pp
Inclusive and welcoming atmosphere	+5.9pp	+2.6pp	+10.4pp	+4.8pp	+4.8pp	+5.9pp	+3.2pp
Outdoor recreation and experiences	+4.4pp	-0.8pp	+8.8pp	+3.9pp	+2.3pp	+4.1pp	+6.3pp
Environmental quality (e.g. air, cleanliness)	+6.1pp	+0.7pp	+8.5pp	+6.5pp	+7.6pp	+7.2pp	+2.8pp
Weather	+8.3pp	+1.4pp	+16.1pp	+6.9pp	+8.3pp	+9.6pp	+8.3pp
Walkability	+5.0pp	-6.5pp	+7.7pp	+6.8pp	+4.6pp	+5.6pp	+3.1pp
Family friendly activities	+7.0pp	+2.5pp	+13.1pp	+5.7pp	+7.7pp	+7.5pp	+6.1pp
Arts, historic and cultural heritage experiences	+6.1pp	+14.4pp	+8.6pp	+2.9pp	+8.1pp	+6.6pp	+0.7pp
Number of people/crowd size	+15.2pp	+12.2pp	+18.0pp	+14.9pp	+15.4pp	+16.1pp	+14.7pp
Environmental sustainability practices	+8.9pp	+1.9pp	+11.7pp	+9.5pp	+7.0pp	+8.5pp	+6.0pp
Local Transportation options	+8.1pp	+7.2pp	+11.3pp	+7.0pp	+9.2pp	+9.0pp	+5.6pp
Tax-free shopping	+18.2pp	+7.6pp	+21.5pp	+19.6pp	+17.6pp	+19.6pp	+15.7pp
Accessibility to people with disabilities	+9.2pp	+4.8pp	+9.7pp	+10.2pp	+10.7pp	+10.2pp	+8.5pp
Guided tours and experiences	+10.3pp	+10.3pp	+10.9pp	+10.1pp	+10.4pp	+10.9pp	+9.3pp
Base	1,071	154	291	625	727	863	297

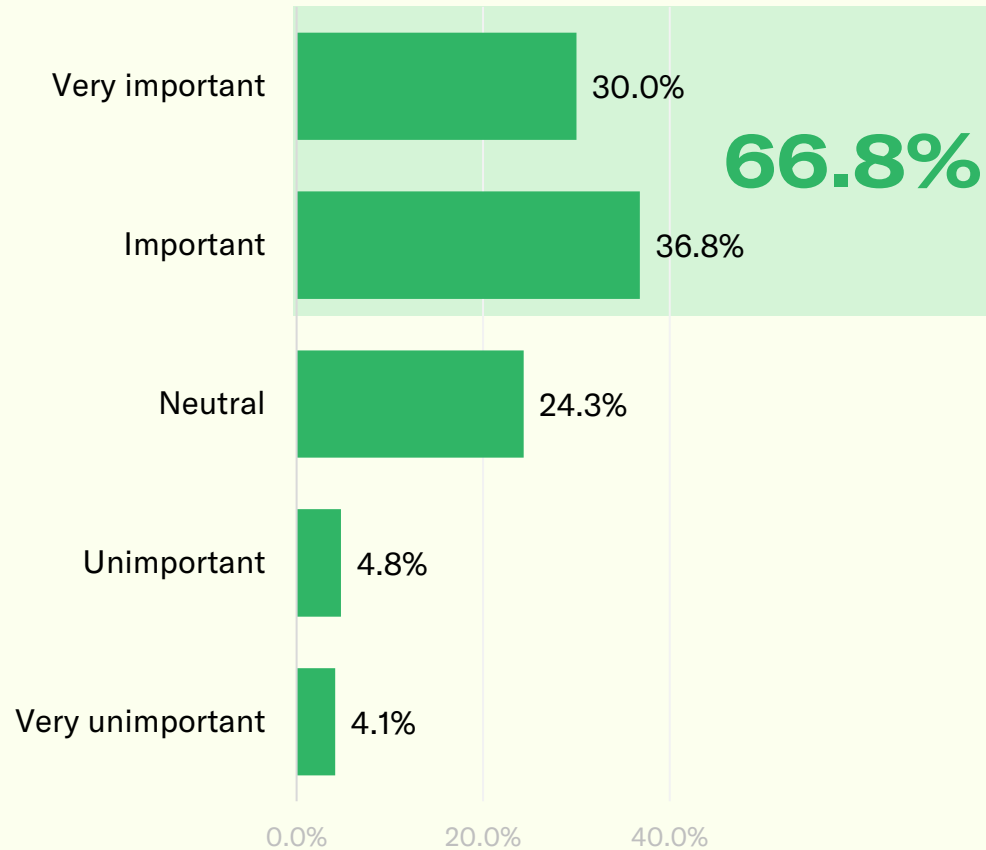
Question: How important were each of the following to your decision to take this trip to/within Oregon?
 How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (1,071 completed surveys)

Two-thirds of Oregon Coast region visitors say the environmental impact of their travels are important to their trip planning process.

At 66.8%, most 2024-25 Oregon Coast region visitors take into account their travels' environmental impact when planning, with three in ten (30.0%) saying this is very important. Among the segments, environmental impact was most important for Arts & Culture Participants (76.5%), but least importance for in-state Portland region visitors (57.4%).

Environmental Impact Importance



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Top 2 Box	66.8%	63.9%	57.4%	71.4%	68.7%	67.6%	76.5%
Very important	30.0%	33.1%	17.1%	34.5%	33.9%	28.9%	38.5%
Important	36.8%	30.9%	40.3%	36.9%	34.8%	38.7%	38.0%
Neutral	24.3%	28.1%	30.4%	20.9%	23.3%	23.8%	17.4%
Unimportant	4.8%	3.9%	8.3%	3.5%	5.4%	4.8%	4.0%
Very unimportant	4.1%	4.1%	3.8%	4.3%	2.6%	3.8%	2.0%
Base	1071	154	291	625	727	863	297

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

Base: Total respondents (1,071 completed surveys)

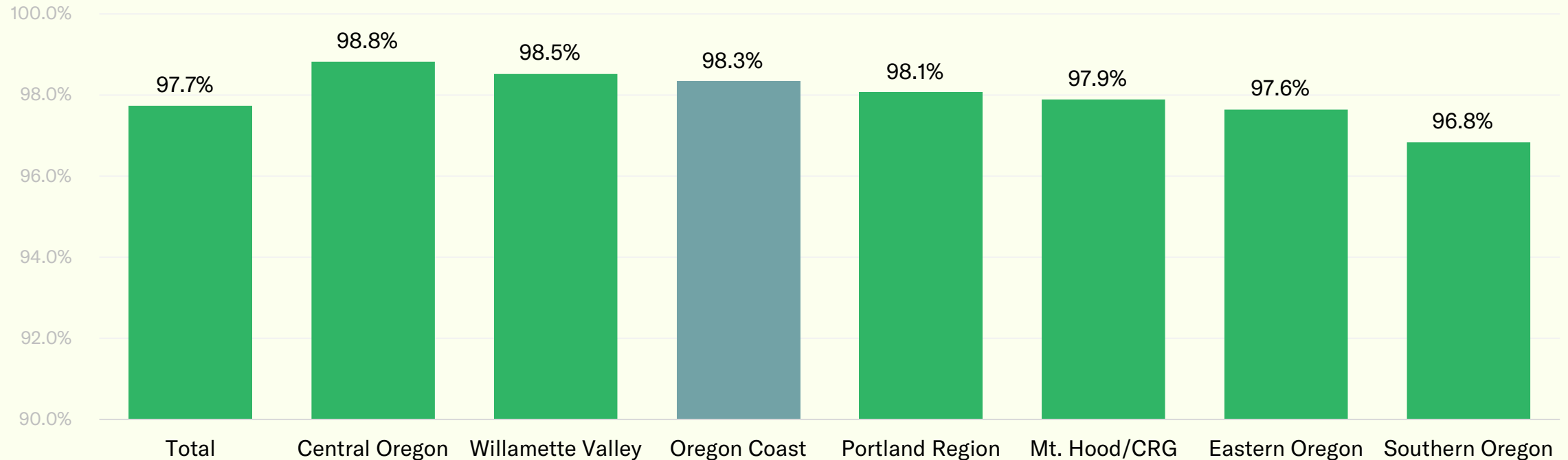
Detailed Findings: Visitor Satisfaction

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

When comparing satisfaction levels across different regions visited, 98.3% of 2024-25 visitors whose trip to Oregon included the Oregon Coast region being satisfied or very satisfied with their overall trip experience, outpacing the total statewide visitor score of 97.7%.

Overall Trip Satisfaction: Statewide vs. Regions

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



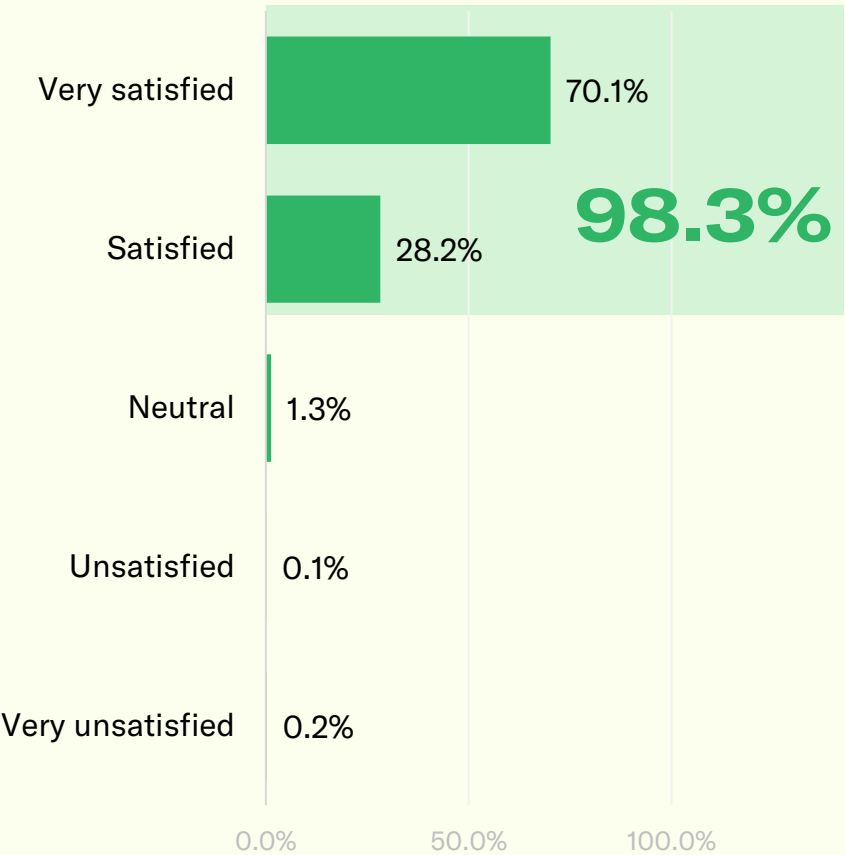
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (2,737 completed surveys)

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

Nearly all (98.3%) 2024-25 visitors to the Oregon Coast were satisfied with their overall trip, with seven in ten (70.1%) saying they were very satisfied. Only a small fraction (0.3%) were unsatisfied.

Overall Trip Satisfaction



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Top 2 Box	98.3%	97.0%	99.2%	98.3%	97.9%	98.8%	98.8%
Very satisfied	70.1%	59.9%	72.1%	71.9%	72.5%	70.4%	75.9%
Satisfied	28.2%	37.0%	27.0%	26.4%	25.3%	28.4%	22.9%
Neutral	1.3%	3.0%	0.6%	1.2%	1.6%	0.8%	1.2%
Unsatisfied	0.1%	0.0%	0.0%	0.2%	0.2%	0.2%	0.0%
Very unsatisfied	0.2%	0.0%	0.3%	0.3%	0.3%	0.3%	0.0%
Base	1071	154	291	625	727	863	297

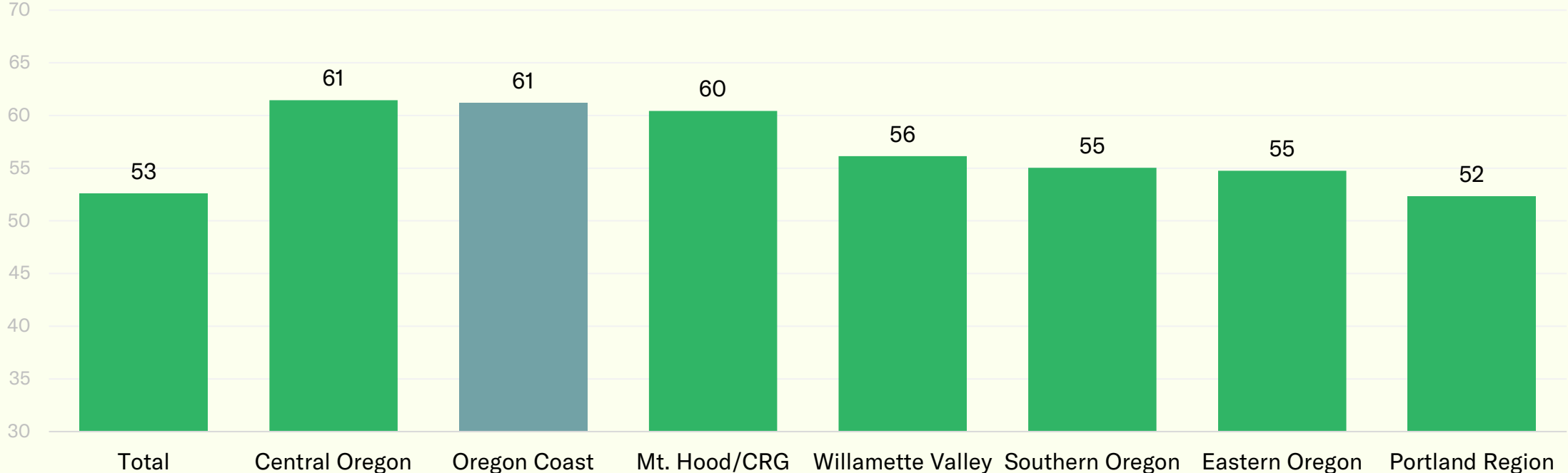
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (1,071 completed surveys)

Likelihood to recommend for the Oregon Coast is just a fraction below top-ranked Central Oregon among the Oregon tourism region.

Compared to the statewide score of 53 to the individual scores for each region, the Oregon Coast region rates well above average and has the second-highest likelihood to recommend at 61, just behind the Central Oregon region.

Likelihood to Recommend Oregon: Statewide vs. Regions



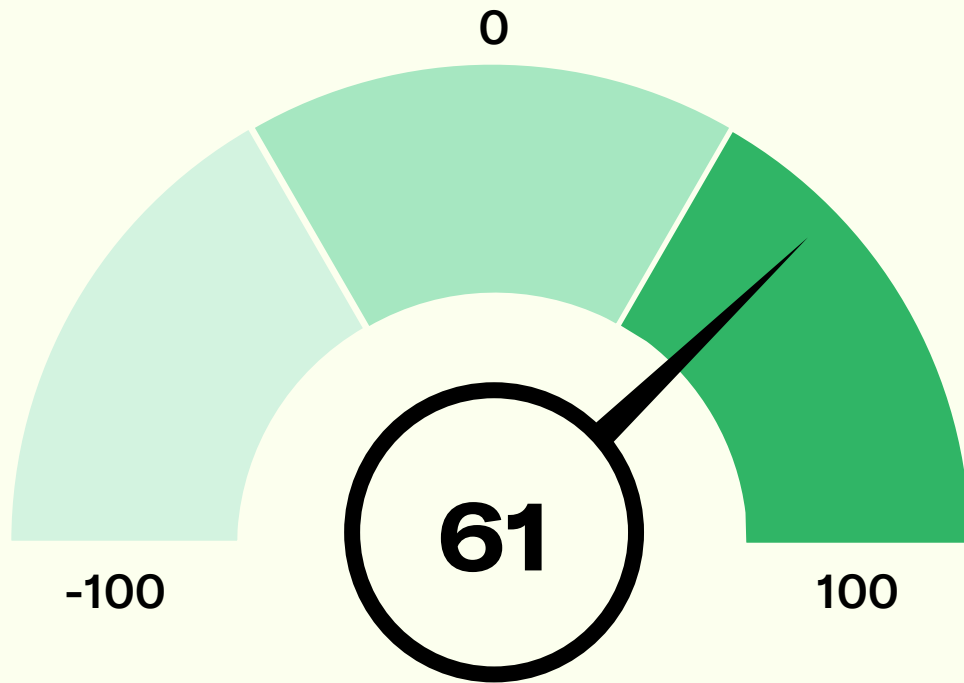
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (2,737 completed surveys)

Oregon Coast 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 Oregon Coast region is 61. 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	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Likelihood to Recommend Score	61	45	71	61	63	63	64
Base	1071	154	291	625	727	863	297

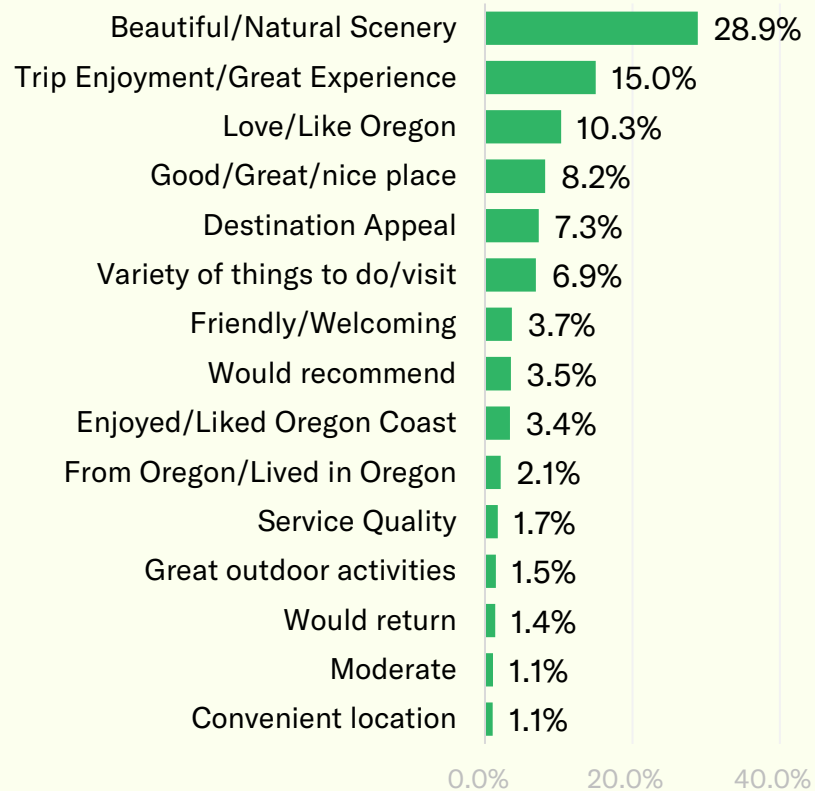
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (1,071 completed surveys)

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

Over one in four (28.9%) Oregon Coast 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 a reflection of their great experience. In-state visitors were significantly more likely to mention beautiful/natural scenery (43.6%).

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	Canada Visitors *	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Beautiful/Natural Scenery	28.9%	16.0%	43.6%	25.0%	26.5%	28.4%	22.7%
Trip Enjoyment/Great Experience	15.0%	20.3%	3.0%	19.4%	15.1%	15.6%	22.8%
Love/Like Oregon	10.3%	8.4%	8.5%	11.6%	11.7%	9.7%	9.2%
Good/Great/nice place	8.2%	3.3%	3.9%	11.3%	7.1%	8.1%	7.4%
Destination Appeal	7.3%	6.8%	3.9%	9.0%	7.4%	7.9%	9.4%
Variety of things to do/visit	6.9%	8.5%	8.1%	6.0%	7.7%	6.9%	6.1%
Friendly/Welcoming	3.7%	10.3%	2.5%	2.6%	4.4%	3.7%	4.7%
Would recommend	3.5%	1.4%	2.3%	4.5%	3.9%	4.1%	5.4%
Enjoyed/Liked Oregon Coast	3.4%	1.9%	8.6%	1.3%	2.9%	3.1%	1.5%
From Oregon/Lived in Oregon	2.1%	0.0%	5.6%	1.0%	2.5%	1.9%	2.1%
Service Quality	1.7%	5.3%	0.0%	1.7%	2.0%	1.3%	1.1%
Great outdoor activities	1.5%	0.0%	3.3%	1.0%	2.1%	1.5%	0.0%
Would return	1.4%	2.6%	0.0%	1.7%	1.6%	1.6%	1.9%
Moderate	1.1%	6.6%	0.7%	0.0%	0.9%	0.5%	1.5%
Convenient location	1.1%	0.0%	0.7%	1.5%	0.3%	1.2%	0.8%
Base	401	49	120	232	279	342	108

**Small sample size*

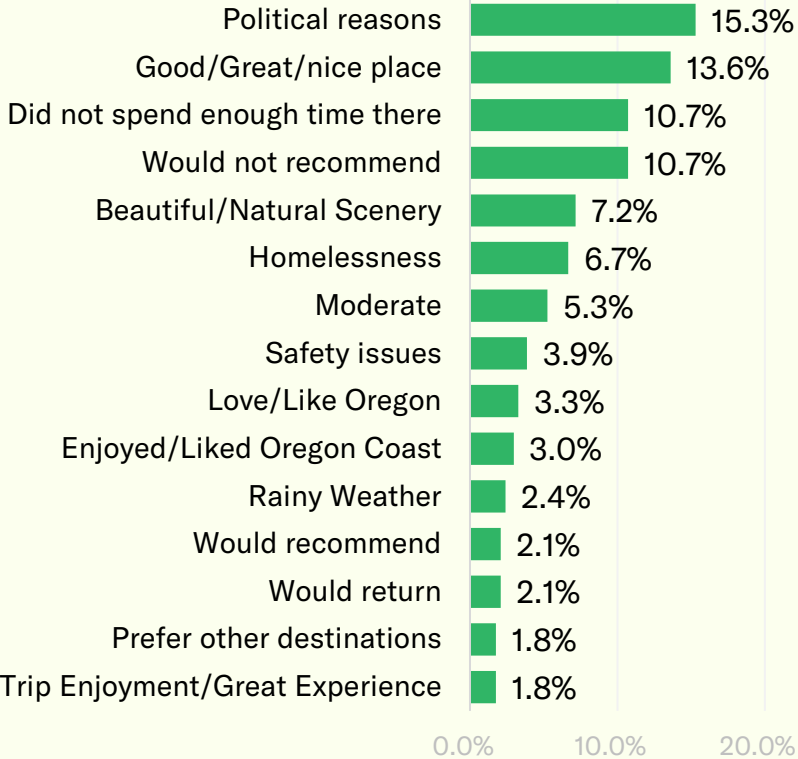
Question: (Optional) Please explain below why you selected that rating.

Base: Respondents who selected a 9 or 10 for likelihood to recommend Oregon as a place to visit (401 completed surveys)

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

Among the 41 respondents who rated their likelihood to recommend Oregon at a 6 or lower and shared their reasoning, 15.3% said their rating was due to political reasons, followed by 13.6% who said they felt Oregon was a good place. It should be noted that good/great/nice place ranks highest here due to the fact that the some of these respondents may not consider a score of 6 or even 5 out of 10 to be negative.

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



By Segment

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

	Total*	Canada Visitors*	In-State Visitors*	Out-of-State*	Outdoor Rec Participants*	Food and Drink Participants*	Arts & Culture Participants*
Political reasons	15.3%	36.1%	0.0%	10.1%	10.9%	15.3%	12.4%
Good/Great/nice place	13.6%	15.2%	0.0%	16.1%	21.9%	18.7%	9.8%
Did not spend enough time there	10.7%	0.0%	0.0%	17.7%	5.3%	7.8%	15.6%
Would not recommend	10.7%	11.1%	15.6%	9.4%	9.2%	11.7%	0.0%
Beautiful/Natural Scenery	7.2%	0.0%	12.5%	8.9%	11.5%	7.4%	25.8%
Homelessness	6.7%	0.0%	12.5%	8.1%	7.9%	1.9%	0.0%
Moderate	5.3%	0.0%	12.5%	5.8%	5.6%	7.2%	0.0%
Safety issues	3.9%	15.2%	0.0%	0.0%	0.0%	5.3%	0.0%
Love/Like Oregon	3.3%	12.9%	0.0%	0.0%	5.3%	0.0%	0.0%
Enjoyed/Liked Oregon Coast	3.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%
Rainy Weather	2.4%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Would recommend	2.1%	0.0%	0.0%	3.4%	3.3%	2.8%	0.0%
Would return	2.1%	0.0%	0.0%	3.4%	3.3%	2.8%	9.9%
Prefer other destinations	1.8%	0.0%	0.0%	2.9%	0.0%	2.4%	0.0%
Trip Enjoyment/Great Experience	1.8%	0.0%	12.5%	0.0%	2.8%	2.4%	0.0%
Base	41	9	7	25	25	30	8

**Small sample size*

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

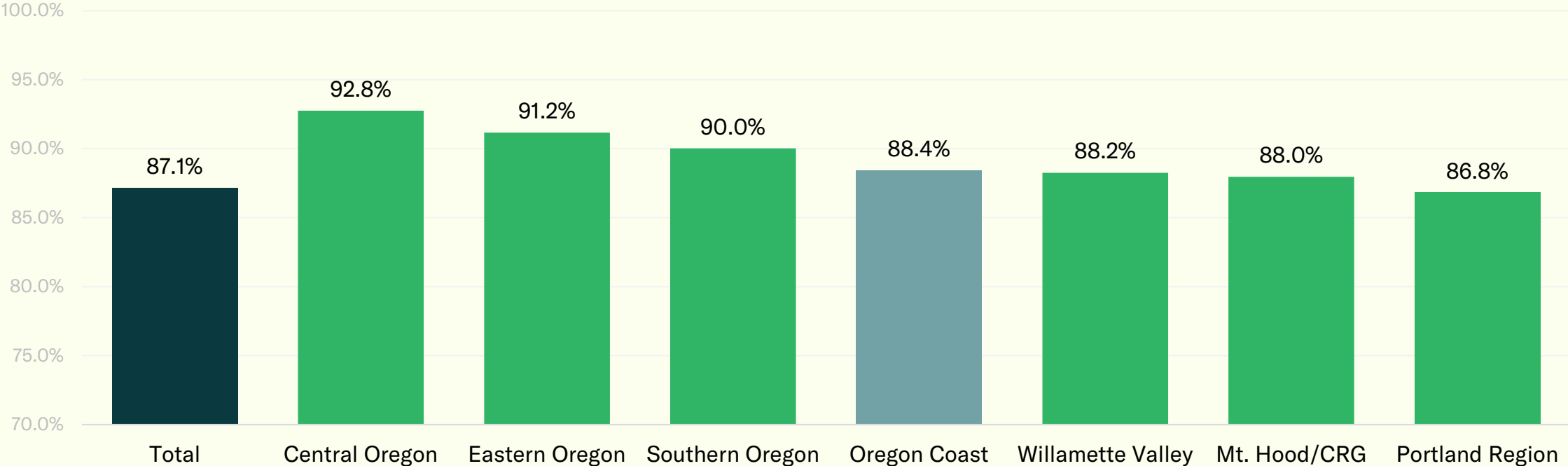
Base: Respondents who selected a 6 or lower for likelihood to recommend Oregon as a place to visit (41 completed surveys)

The Oregon Coast region rated in just above average for likelihood to return compared to other Oregon areas.

Unlike its likelihood to recommend score, the Oregon Coast region (88.4%) only slightly outpaced the statewide share of visitors who are likely to return in the next 12 months (87.1%), falling more towards the middle of the rankings. Visitors whose trip included Central Oregon are most likely to return (92.8%), followed by Eastern Oregon visitors (91.2%) and Southern Oregon visitors (90.0%).

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

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



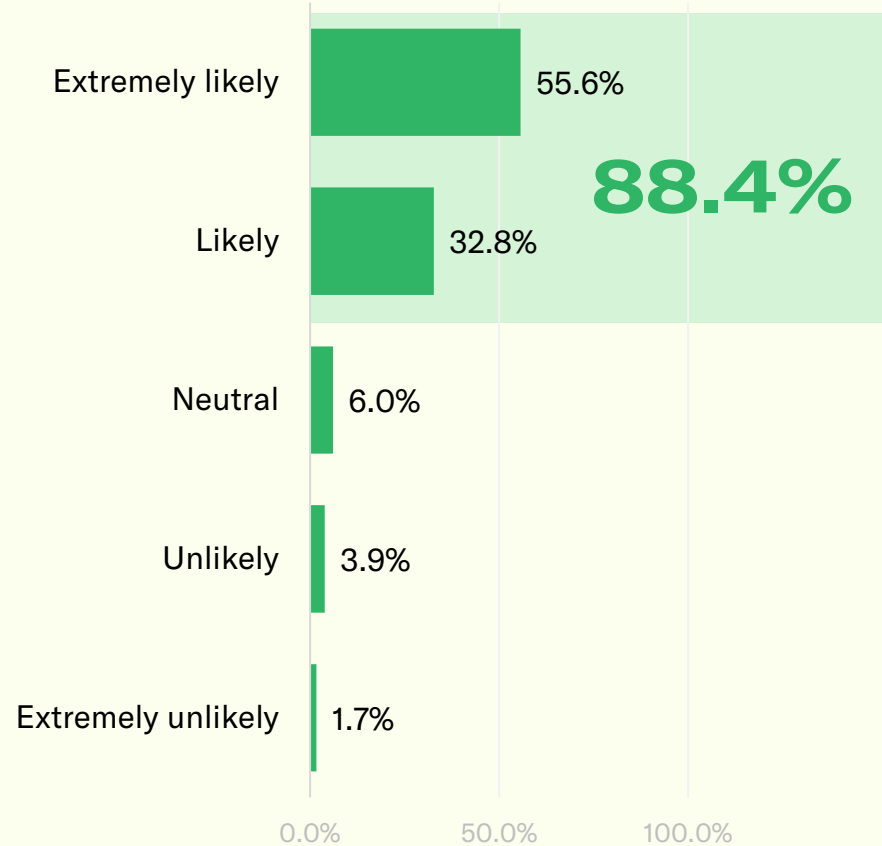
Question: How likely are you to travel to or within Oregon again in the next 12 months?

Base: Total respondents (2,737 completed surveys)

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

But, at 88.4%, likelihood to return to Oregon for another trip in the next year is still generally high for Oregon Coast region visitors; more than half (55.6%) said they are extremely likely. For the segments, likelihood to return was highest among in-state visitors (95.6%).

Likelihood to Return in the Next 12 Months



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Top 2 Box	88.4%	77.7%	95.6%	88.2%	89.7%	88.5%	89.2%
Extremely likely	55.6%	35.7%	75.8%	52.3%	56.5%	56.0%	54.8%
Likely	32.8%	42.1%	19.7%	35.9%	33.3%	32.5%	34.4%
Neutral	6.0%	9.5%	2.6%	6.6%	5.9%	5.9%	5.4%
Unlikely	3.9%	6.2%	0.9%	4.5%	3.4%	3.9%	4.2%
Extremely unlikely	1.7%	6.6%	0.8%	0.8%	0.9%	1.7%	1.2%
Base	1071	154	291	625	727	863	297

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

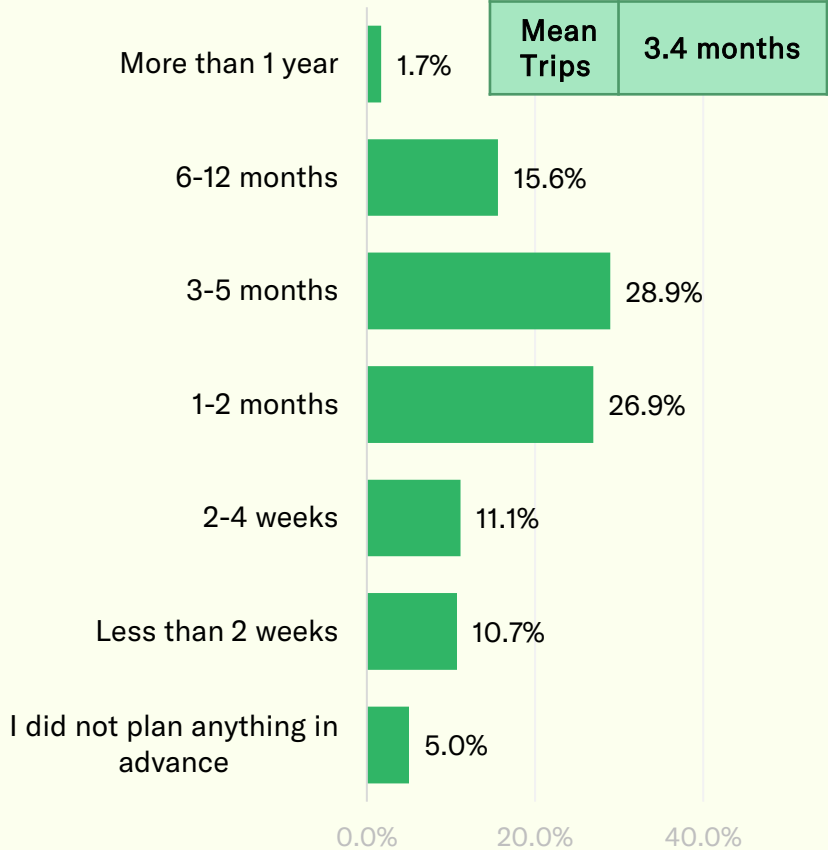
Base: Total respondents (1,071 completed surveys)

Detailed Findings: Travel Planning & Media

Over half of Oregon Coast region visitors planned their trip in under 3 months.

Visitors to the Oregon Coast region in 2024-25 planned their trip an average of 3.4 months in advance of their arrival, with 53.7% reporting planning their trip in 2 months or less. Among the segments, the longest average windows reported by Arts & Culture Participants (3.9 months), while in-state visitors had the shortest average booking window of 2.4 months.

Trip Planning Window



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
More than 1 year	1.7%	3.1%	0.9%	1.7%	2.1%	1.7%	2.7%
6-12 months	15.6%	17.0%	10.2%	17.5%	16.3%	14.4%	17.3%
3-5 months	28.9%	33.2%	14.4%	33.8%	28.4%	29.9%	36.5%
1-2 months	26.9%	30.3%	21.9%	28.2%	28.7%	28.4%	27.9%
2-4 weeks	11.1%	9.9%	16.0%	9.4%	10.2%	11.3%	8.0%
Less than 2 weeks	10.7%	4.8%	24.2%	6.6%	10.2%	10.2%	5.2%
I did not plan anything in advance	5.0%	1.6%	12.2%	2.9%	4.1%	4.1%	2.4%
Mean (Months)	3.4	3.8	2.4	3.7	3.5	3.4	3.9
Base	1014	152	255	606	694	827	290

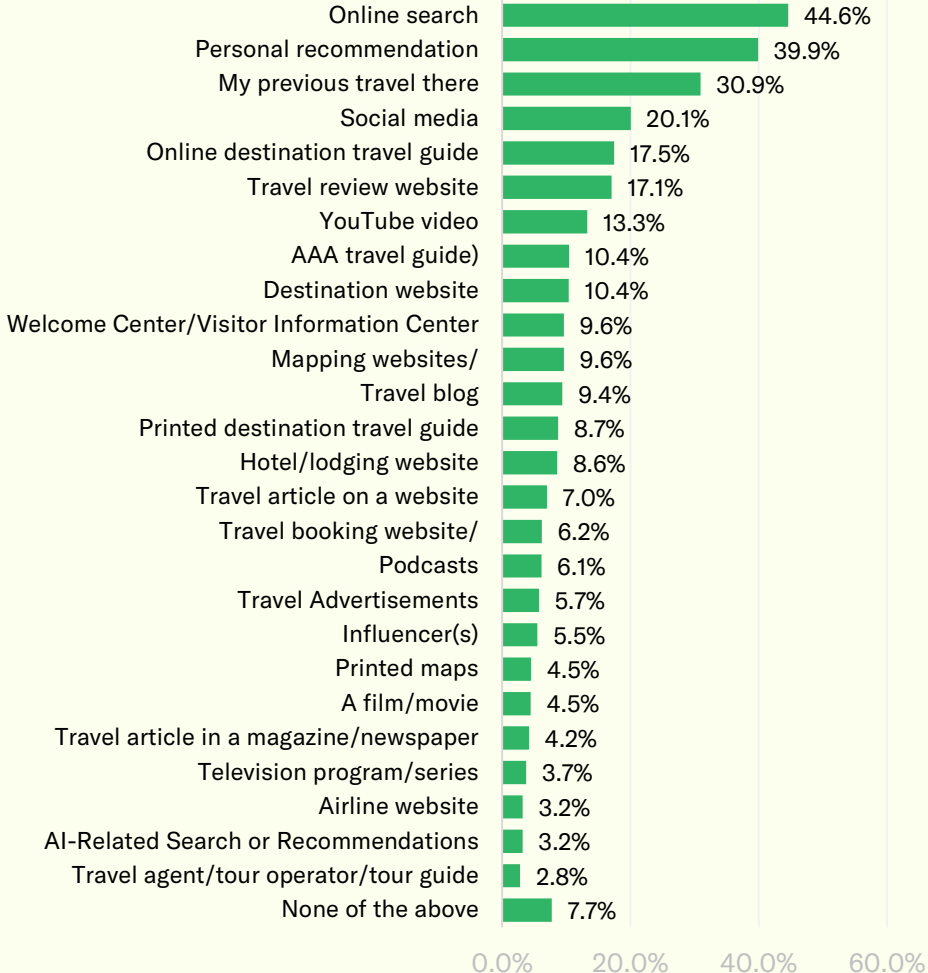
Question: How far in advance did you begin planning this Oregon trip? Select the response that best completes this statement: I planned this trip _____ before I arrived.

Base: Total respondents (1,014 completed surveys).

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

Online search (44.6%) and personal recommendations (39.9%) were by far the most reported sources that inspired Oregon Coast region visitors to travel to Oregon. Just over three in ten (30.9%) said they drew inspiration from a previous trip, while one in five (20.1%) said social media.

Trip Inspiration Resources



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

Base: Total respondents (1,071 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	Canada Visitors	In-State Visitors	Out-of-State Visitors	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Online search	44.6%	50.2%	23.6%	51.8%	49.1%	46.0%	55.3%
Personal recommendation	39.9%	43.3%	45.7%	36.6%	42.3%	43.3%	46.9%
My previous travel there	30.9%	22.0%	51.4%	24.7%	33.4%	33.3%	28.2%
Social media	20.1%	20.8%	12.4%	23.1%	23.9%	21.9%	25.3%
Online destination travel guide	17.5%	19.9%	6.7%	21.4%	18.6%	17.3%	23.5%
Travel review website	17.1%	23.3%	6.2%	19.9%	18.5%	18.1%	26.5%
YouTube video	13.3%	17.8%	4.5%	15.6%	14.4%	13.7%	18.2%
AAA travel guide)	10.4%	11.3%	4.5%	12.6%	11.8%	10.7%	14.8%
Destination website	10.4%	14.1%	6.7%	11.0%	11.5%	11.3%	16.8%
Welcome Center/Visitor Information Center	9.6%	10.4%	5.5%	11.0%	10.7%	10.4%	13.8%
Mapping websites/	9.6%	12.8%	7.2%	9.8%	9.9%	10.0%	12.7%
Travel blog	9.4%	8.5%	3.1%	12.1%	10.5%	9.8%	14.2%
Printed destination travel guide	8.7%	13.5%	3.4%	9.7%	10.4%	9.1%	14.0%
Hotel/lodging website	8.6%	12.1%	6.5%	8.6%	9.1%	9.4%	11.7%
Travel article on a website	7.0%	10.9%	2.8%	7.6%	8.4%	7.4%	12.3%
Travel booking website/	6.2%	13.2%	3.6%	5.4%	6.4%	6.5%	9.9%
Podcasts	6.1%	5.1%	2.2%	7.9%	5.9%	5.2%	9.9%
Travel Advertisements	5.7%	7.9%	1.8%	6.8%	6.9%	5.7%	10.4%
Influencer(s)	5.5%	6.3%	3.8%	6.0%	6.1%	6.4%	9.1%
Printed maps	4.5%	6.1%	2.6%	4.9%	4.5%	4.6%	6.1%
A film/movie	4.5%	4.9%	2.9%	5.0%	4.6%	4.7%	8.9%
Travel article in a magazine/newspaper	4.2%	7.3%	2.3%	4.2%	4.0%	4.6%	7.7%
Television program/series	3.7%	5.0%	0.6%	4.6%	4.5%	3.5%	6.5%
Airline website	3.2%	6.6%	0.6%	3.3%	3.5%	3.9%	4.7%
AI-Related Search or Recommendations	3.2%	7.0%	0.4%	3.4%	3.8%	3.0%	6.2%
Travel agent/tour operator/tour guide	2.8%	5.2%	0.0%	3.4%	3.4%	2.9%	4.1%
None of the above	7.7%	4.3%	13.3%	6.3%	4.2%	6.3%	4.4%
Base	1,071	154	291	625	727	863	297

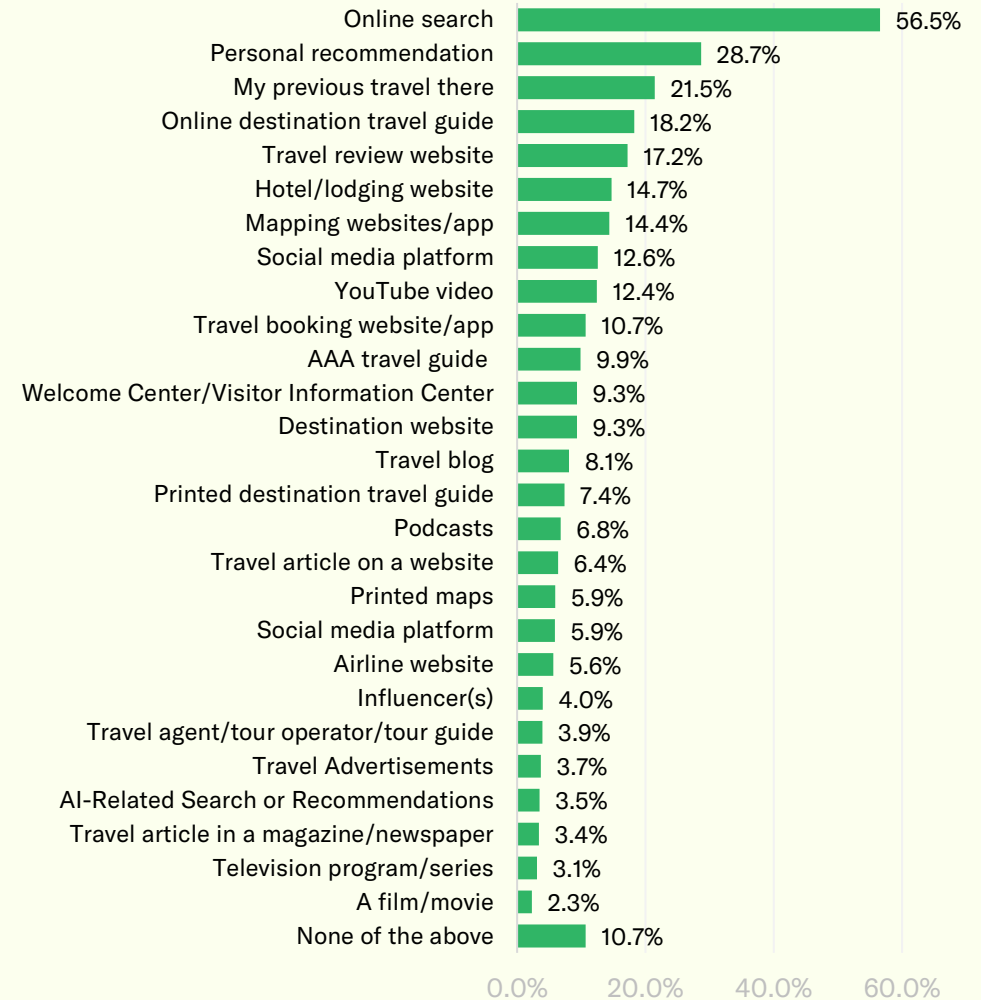
Question: Which of the following information sources INSPIRED YOU to take a trip to Oregon?

Base: Total respondents (1,071 completed surveys)

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

When it comes to their top resources for planning their 2024-25 trip to Oregon, online search (56.5%) was by far the most-selected resource among Oregon Coast region visitors. This was followed distantly by personal recommendation (28.7%), while one in five said they planned their trip using their own previous travel knowledge (21.5%).

Trip Planning Resources



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

Base: Total respondents (1,071 completed surveys)

One in four Arts & Culture Participants used a travel review website to plan their Oregon trip.

Trip Planning Resources by Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State Visitors	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Internet search	56.5%	60.7%	47.4%	59.2%	62.0%	60.4%	62.2%
Personal recommendation	28.7%	31.2%	24.9%	29.6%	31.3%	31.7%	30.7%
My previous travel there	21.5%	19.5%	32.4%	17.4%	21.8%	23.2%	25.8%
Online destination travel guide	18.2%	24.5%	6.6%	21.5%	20.9%	18.8%	31.2%
Travel review website	17.2%	21.7%	10.2%	18.9%	18.3%	17.8%	25.0%
Hotel/lodging website	14.7%	13.6%	16.6%	14.2%	15.4%	16.0%	19.4%
Mapping websites/app	14.4%	20.2%	12.0%	13.9%	14.7%	15.0%	17.3%
Social media platform	12.6%	12.9%	9.1%	14.0%	14.8%	13.1%	20.3%
YouTube video	12.4%	16.9%	3.1%	15.2%	14.3%	12.8%	17.2%
Travel booking website/app	10.7%	13.3%	6.5%	11.8%	11.5%	11.3%	15.4%
AAA travel guide	9.9%	9.7%	3.1%	12.6%	9.8%	10.0%	14.9%
Welcome Center/Visitor Information Center	9.3%	6.9%	4.6%	11.8%	10.2%	9.7%	13.5%
Destination website	9.3%	13.5%	2.8%	11.0%	10.2%	10.1%	14.7%
Travel blog	8.1%	9.0%	1.7%	10.5%	9.4%	7.7%	14.4%
Printed destination travel guide	7.4%	9.5%	2.9%	8.7%	8.6%	7.9%	13.4%
Podcasts	6.8%	7.4%	2.8%	8.1%	7.3%	5.5%	11.9%
Travel article on a website	6.4%	7.0%	2.6%	7.8%	8.3%	6.8%	9.1%
Printed maps	5.9%	6.6%	4.0%	6.6%	6.9%	6.7%	10.2%
Social media platform	5.9%	12.3%	0.3%	6.6%	6.4%	6.1%	7.4%
Airline website	5.6%	8.9%	0.7%	6.9%	7.2%	5.3%	10.6%
Influencer(s)	4.0%	5.0%	3.4%	4.0%	4.7%	4.2%	6.5%
Travel agent/tour operator/tour guide	3.9%	5.4%	0.9%	4.8%	4.2%	4.3%	7.0%
Travel Advertisements	3.7%	4.8%	2.0%	4.1%	4.1%	3.7%	5.9%
AI-Related Search or Recommendations	3.5%	6.7%	0.9%	3.8%	4.5%	3.1%	5.9%
Travel article in a magazine/newspaper	3.4%	6.0%	0.4%	4.0%	3.6%	3.7%	7.0%
Television program/series	3.1%	4.8%	1.3%	3.4%	4.1%	2.9%	4.7%
A film/movie	2.3%	4.8%	1.7%	1.9%	2.2%	2.7%	5.1%
None of the above	10.7%	8.2%	20.8%	7.1%	7.7%	8.9%	5.4%
Base	1,071	154	291	625	727	863	297

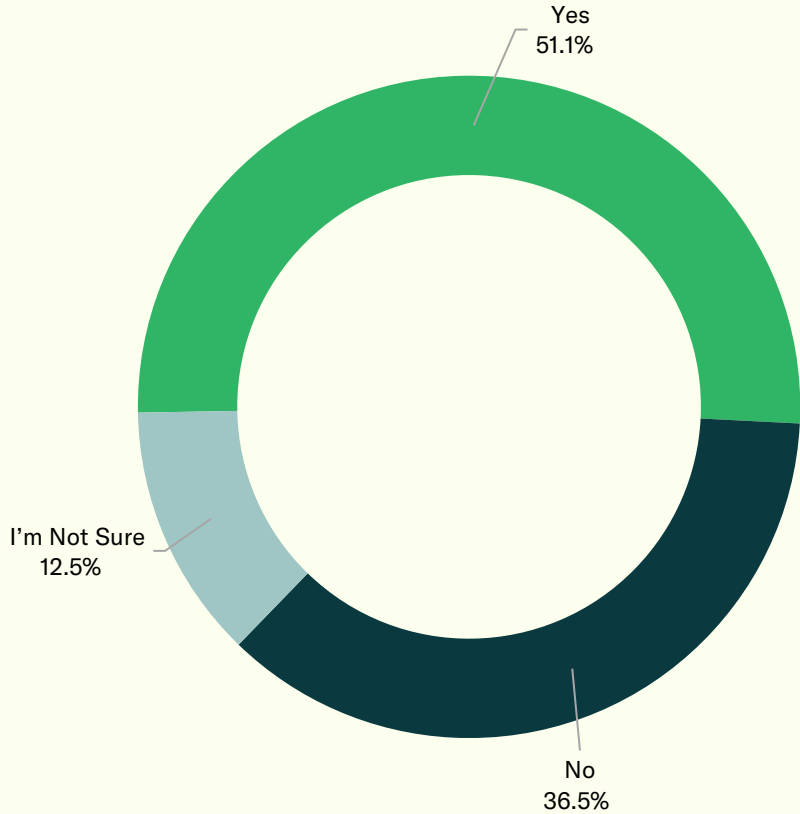
Question: Which of the following information sources did you use TO PLAN this Oregon trip?

Base: Total respondents (1,071 completed surveys)

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

A very small majority (51.1%) of 2024-25 Oregon Coast region visitors recalled seeing travel ads to Oregon in the past 12 months. Unaided ad recall was highest among Arts & Culture Participants (61.6%), and lowest among Out of State visitors (48.1%) and Canada visitors (48.3%).

Unaided Ad Recall



By Segment

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

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Yes	51.1%	48.3%	59.6%	48.1%	54.1%	51.4%	61.6%
No	36.5%	38.8%	23.4%	41.3%	34.2%	35.9%	29.2%
I'm Not Sure	12.5%	12.9%	16.9%	10.5%	11.7%	12.7%	9.2%
Base	1071	154	291	625	727	863	297

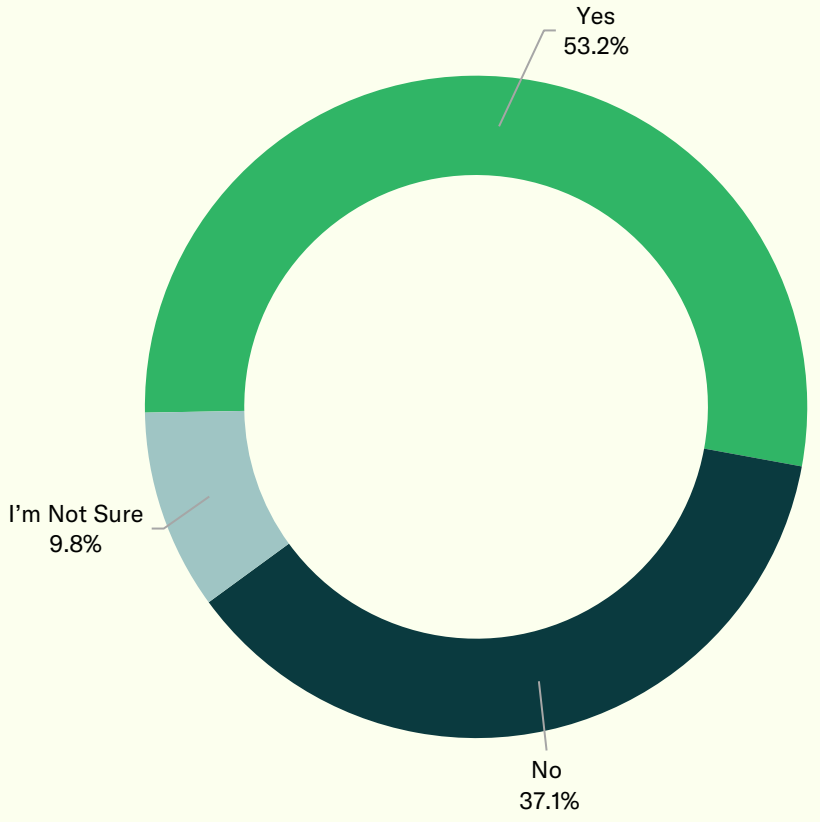
Question: In the past TWELVE (12) MONTHS do you recall having seen any travel advertisements about Oregon?

Base: Total respondents (1,071 completed surveys)

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

When asked whether they remember seeing any travel-related articles, videos, or podcasts about Oregon, again recall tracked at just over half (53.2%) of Oregon Coast region visitors. Among the segments, earned media recall was highest for in-state visitors (60.4%) and lowest for Canada (50.5%) and Out of State (50.7%) visitors.

Earned Media Recall



By Segment

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

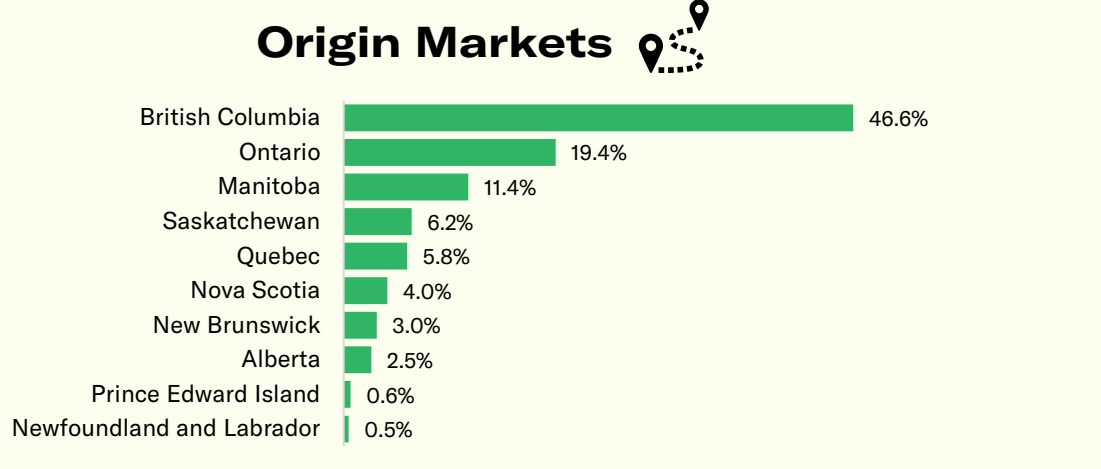
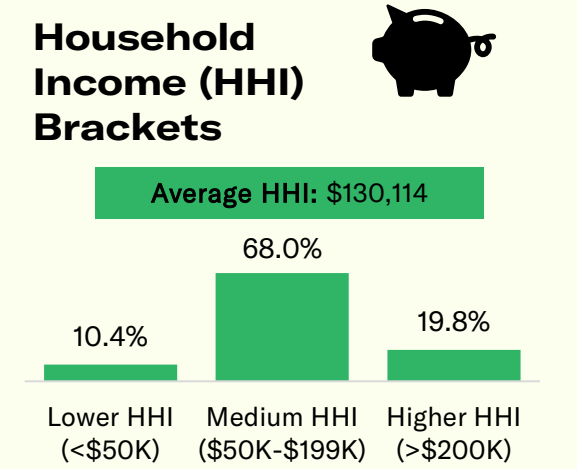
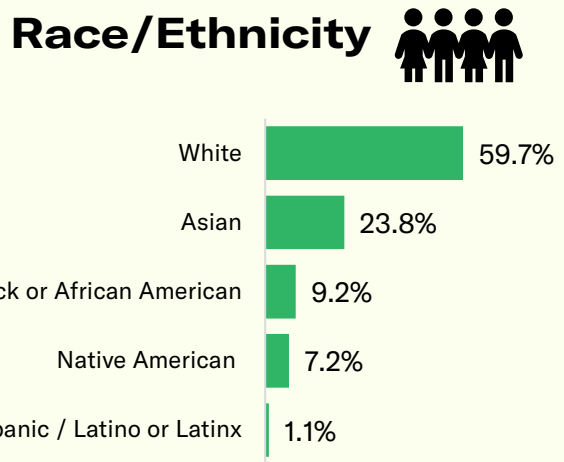
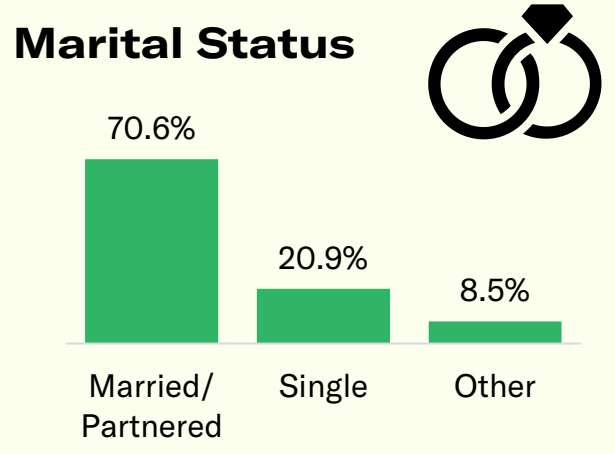
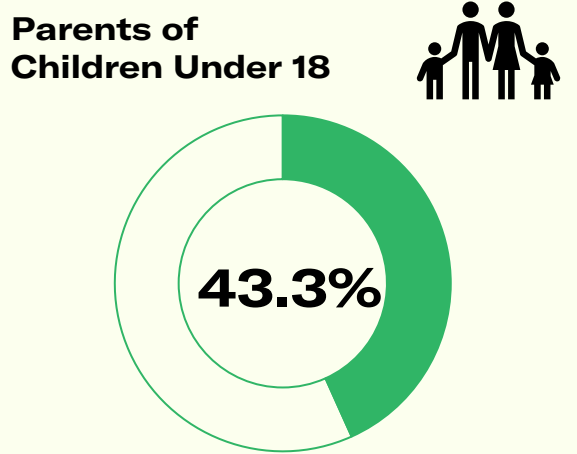
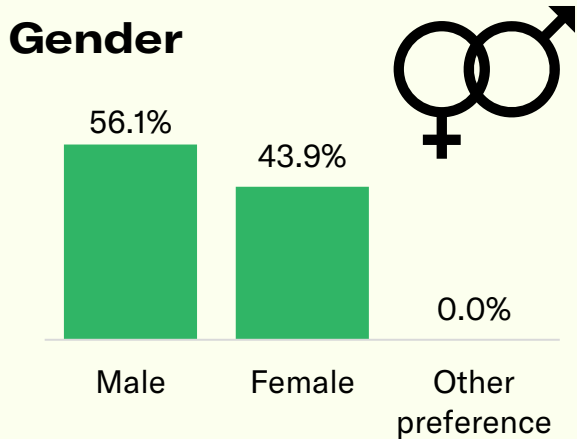
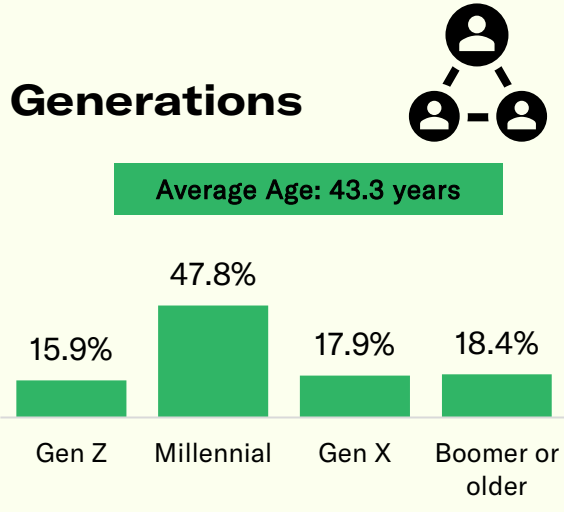
	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Yes	53.2%	50.5%	60.4%	50.7%	57.8%	53.8%	59.8%
No	37.1%	39.5%	28.8%	40.0%	33.9%	35.7%	32.3%
I'm Not Sure	9.8%	10.0%	10.8%	9.3%	8.3%	10.5%	7.9%
Base	1071	154	291	625	727	863	297

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 (1,071 completed surveys)

Appendix I: Survey Respondent Demographics

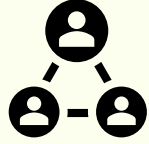
Demographic Snapshot



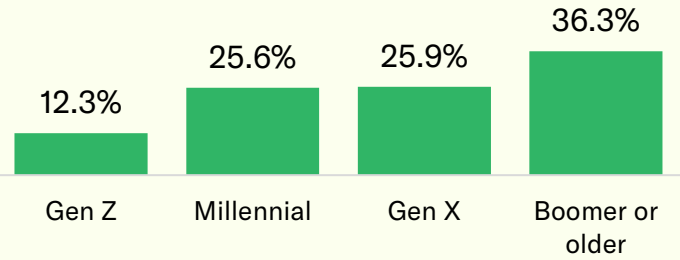
Demographic Snapshot

In-State Visitors

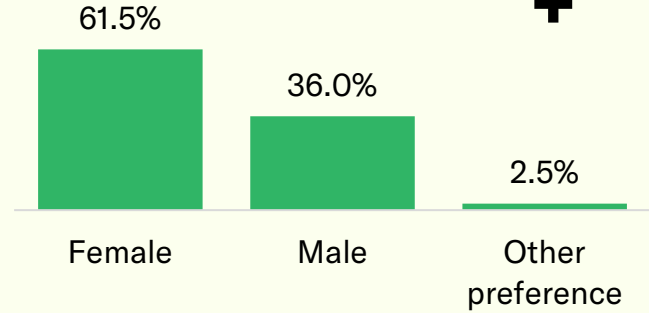
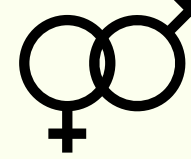
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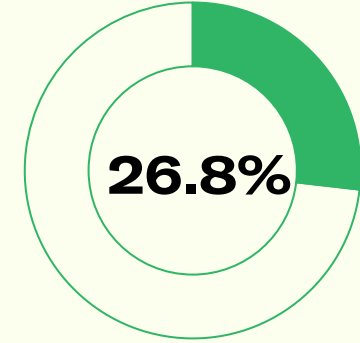
Average Age: 50.9 years



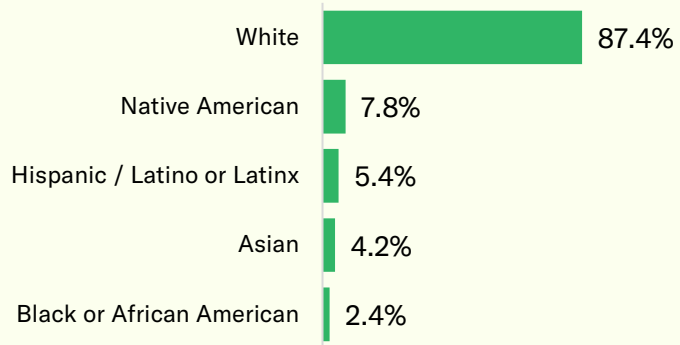
Gender



Parents of Children Under 18



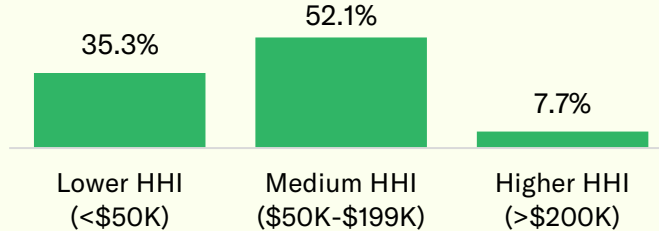
Race/Ethnicity



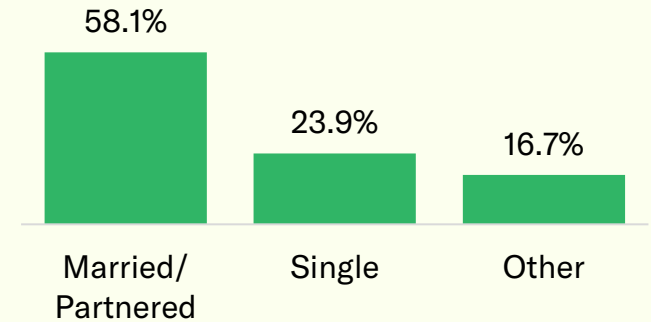
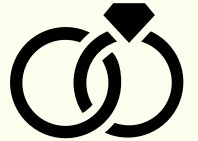
Household Income (HHI) Brackets



Average HHI: \$84,232



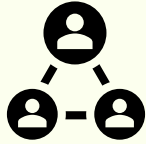
Marital Status



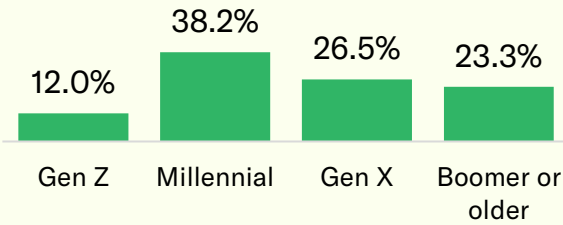
Demographic Snapshot

Out-of-State Visitors

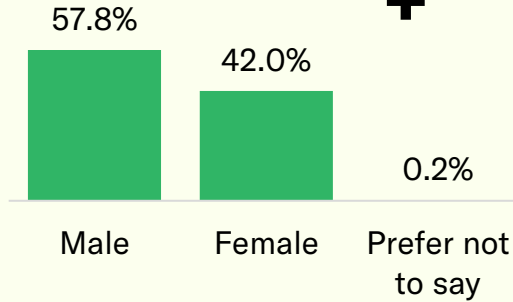
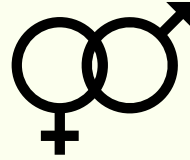
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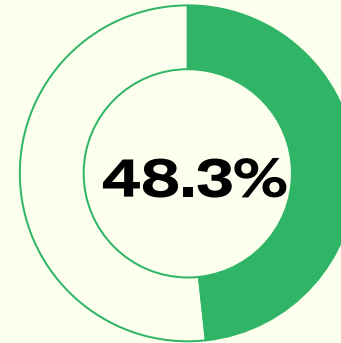
Average Age: 46.2 years



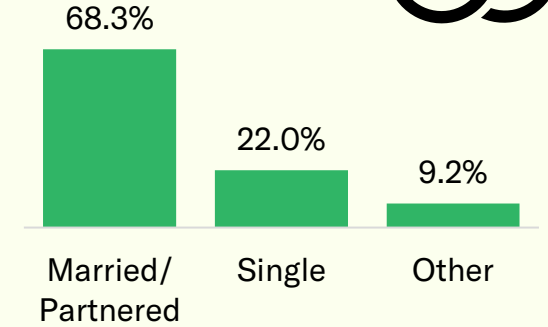
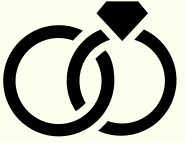
Gender



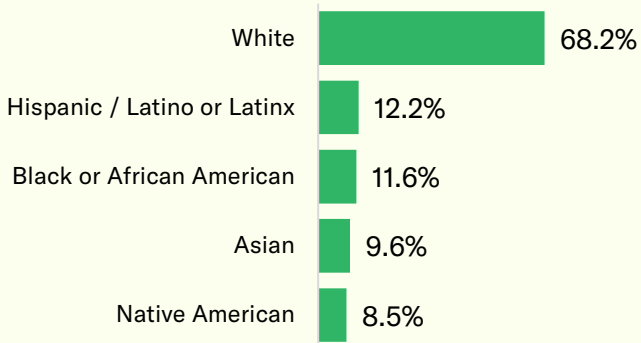
Parents of Children Under 18



Marital Status



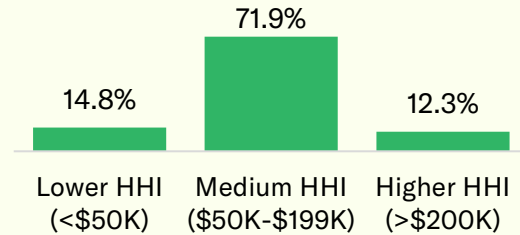
Race/Ethnicity



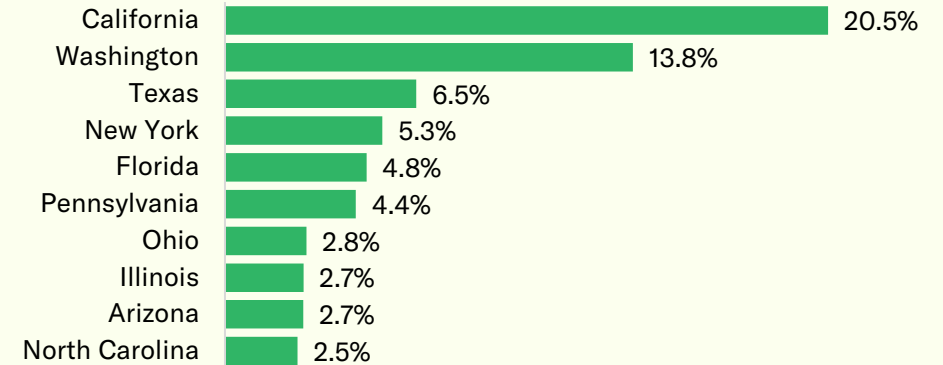
Household Income (HHI) Brackets



Average HHI: \$115,368

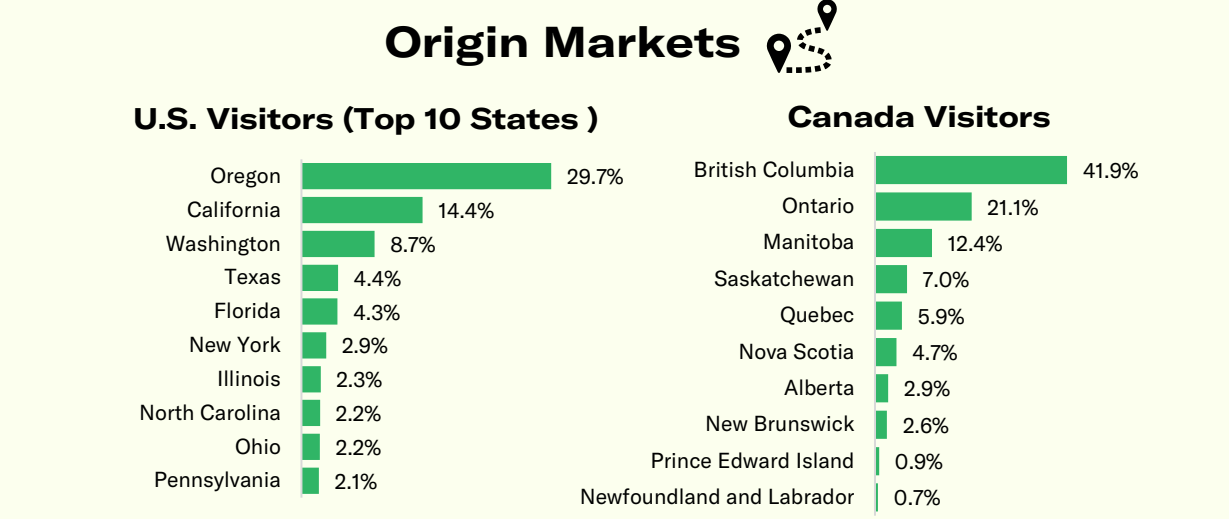
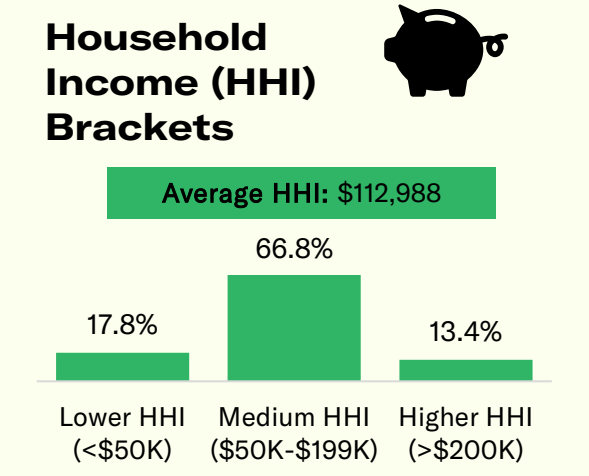
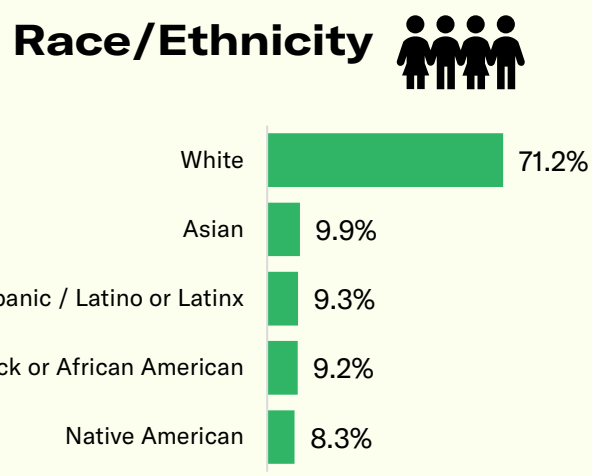
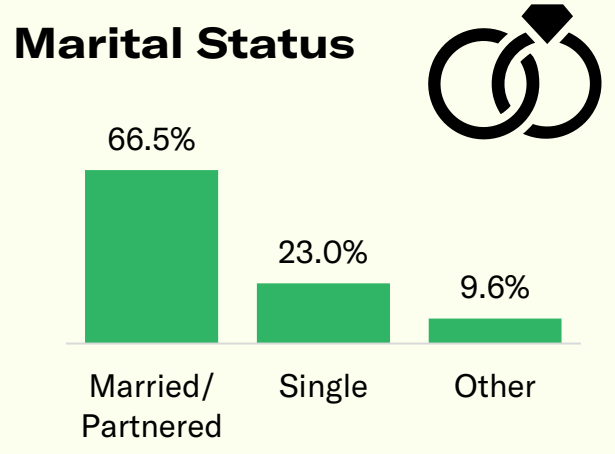
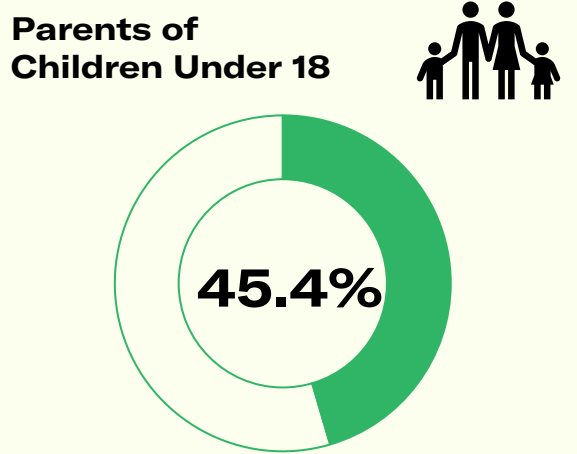
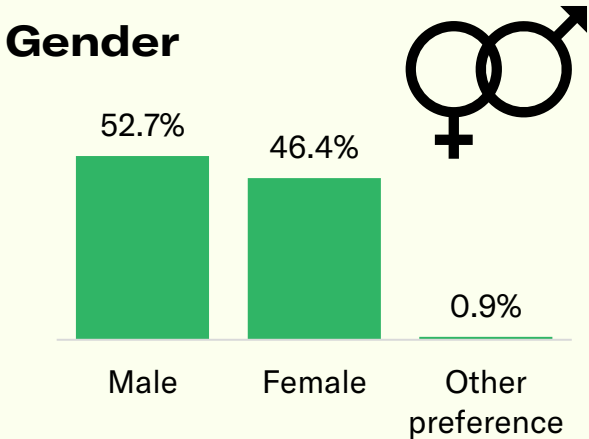
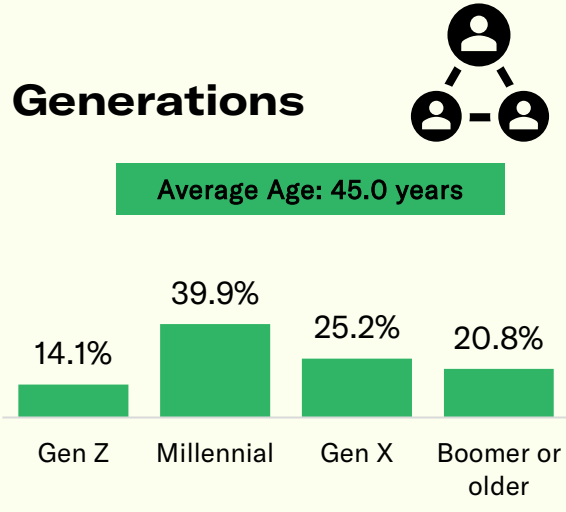


Top 10 Origin States



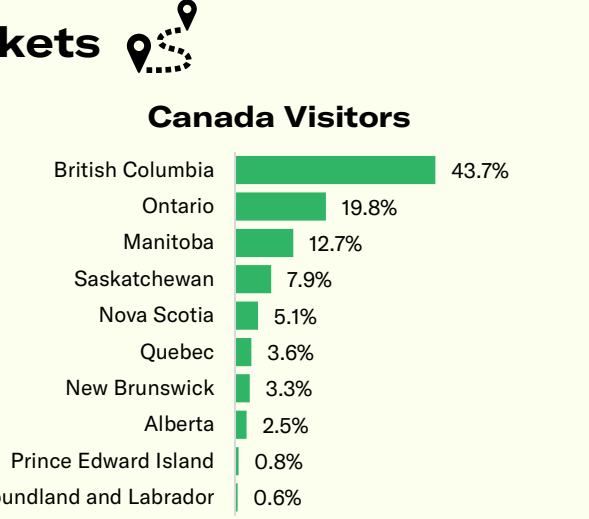
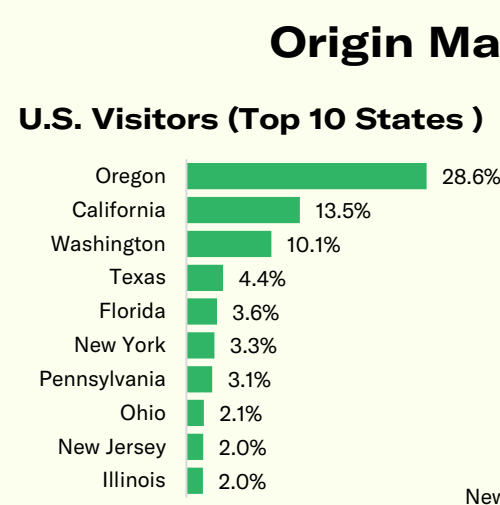
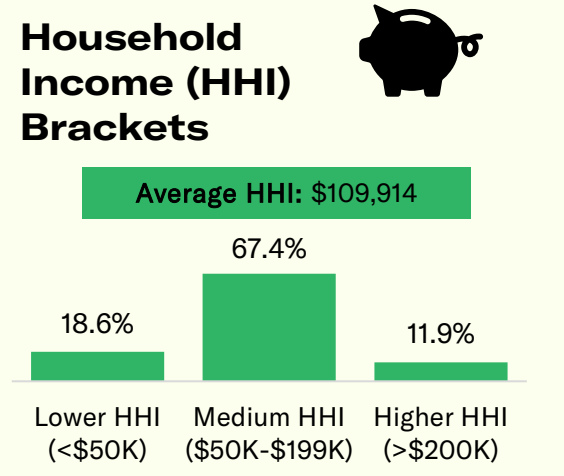
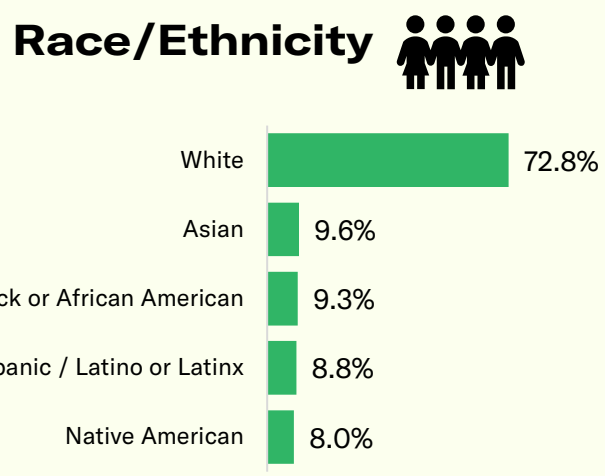
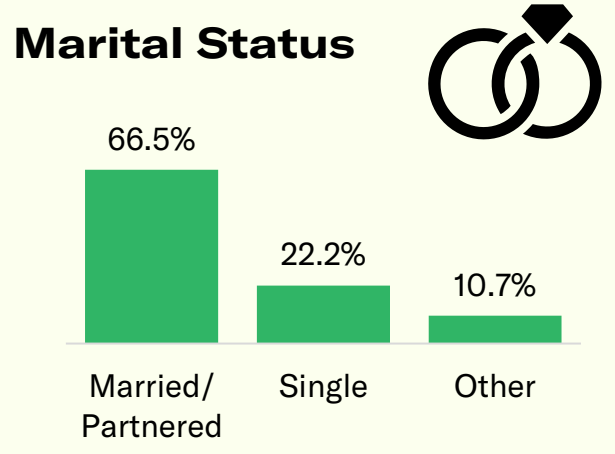
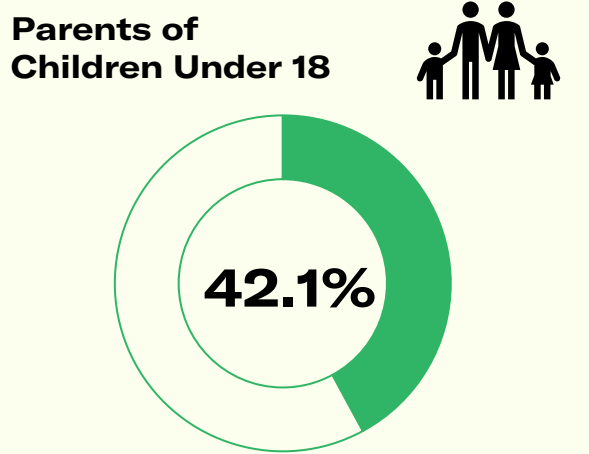
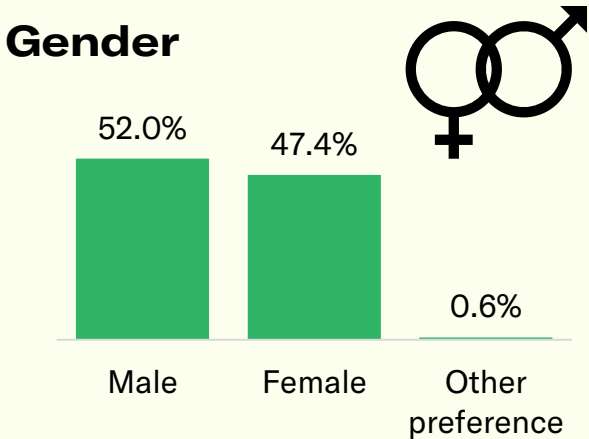
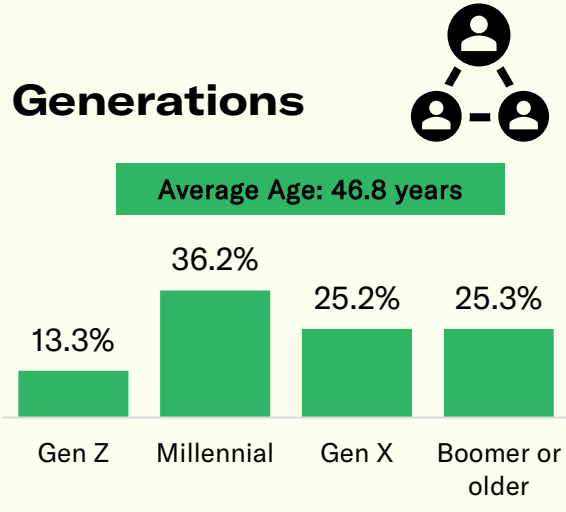
Demographic Snapshot

Outdoor Rec Participants



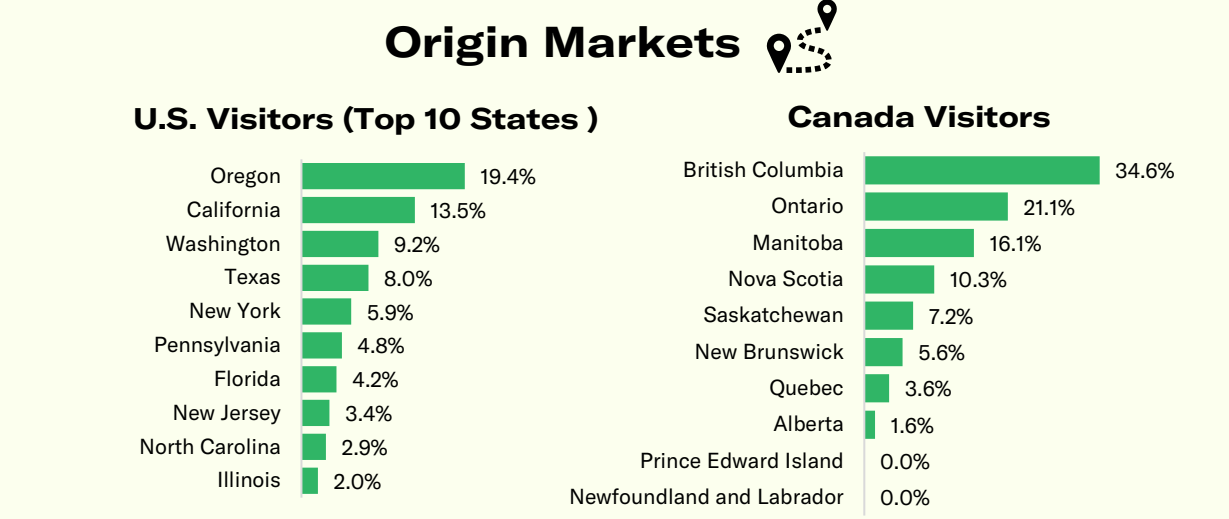
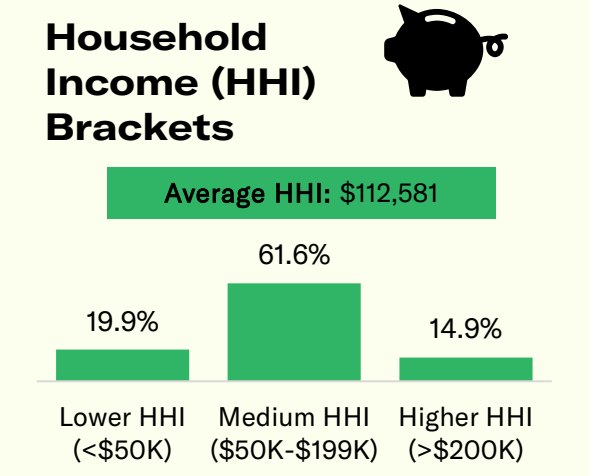
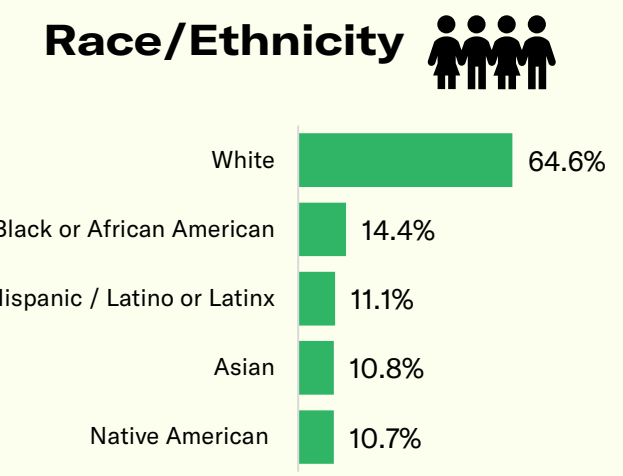
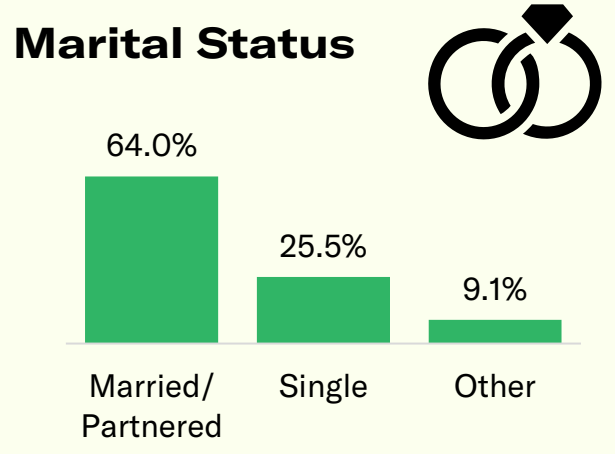
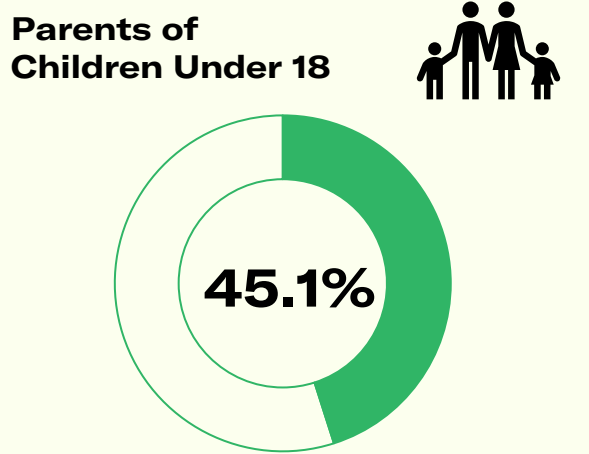
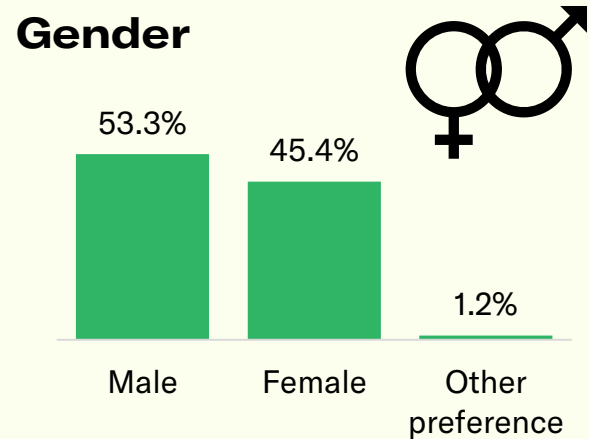
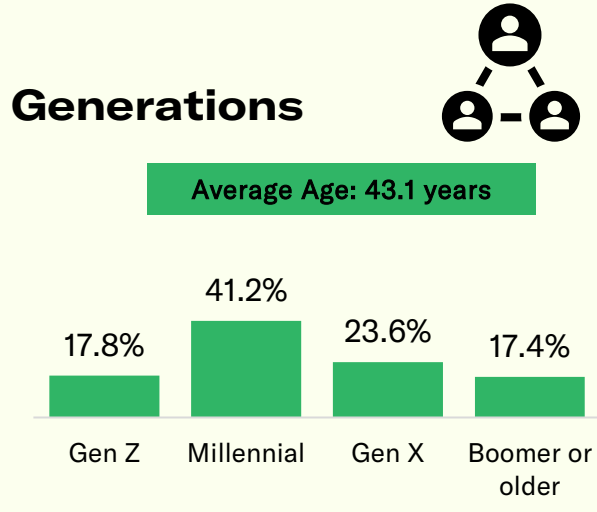
Demographic Snapshot

Food and Drink Participants

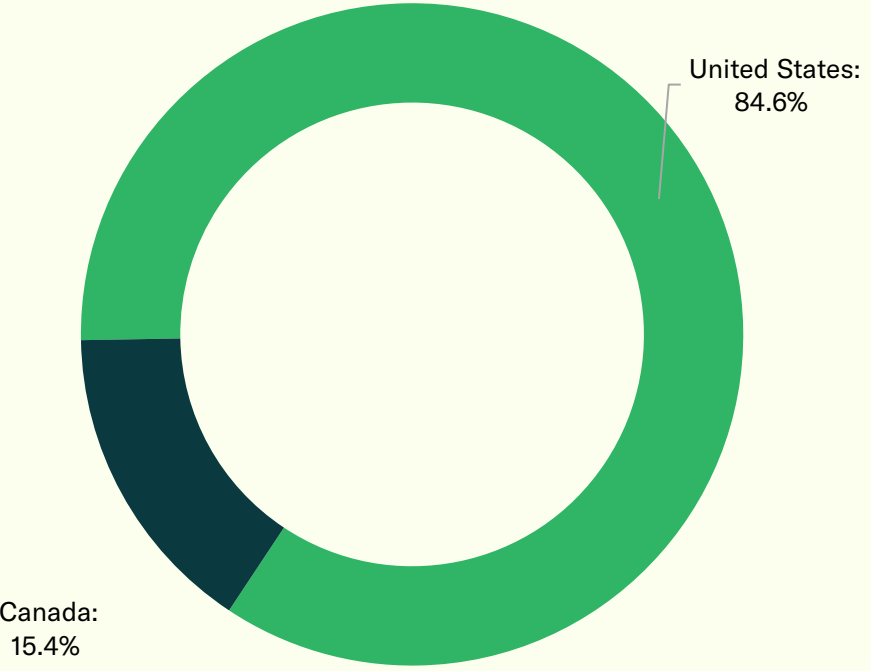


Demographic Snapshot

Arts & Culture Participants



Survey Respondent Demographics: Origin Country



By Segment

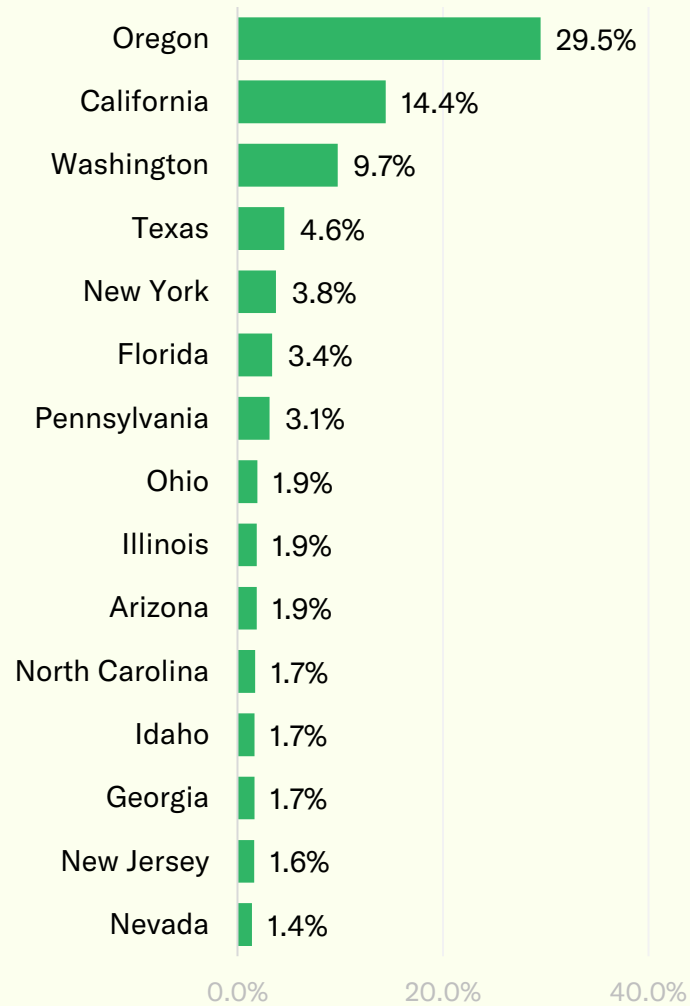
- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
United States	84.6%	84.3%	84.9%	81.3%
Canada	15.4%	15.7%	15.1%	18.7%
Base	1,071	727	863	297

Question: In what country do you currently reside?

Base: Total respondents (1,071 completed surveys)

Survey Respondent Demographics: Origin Markets



By Segment

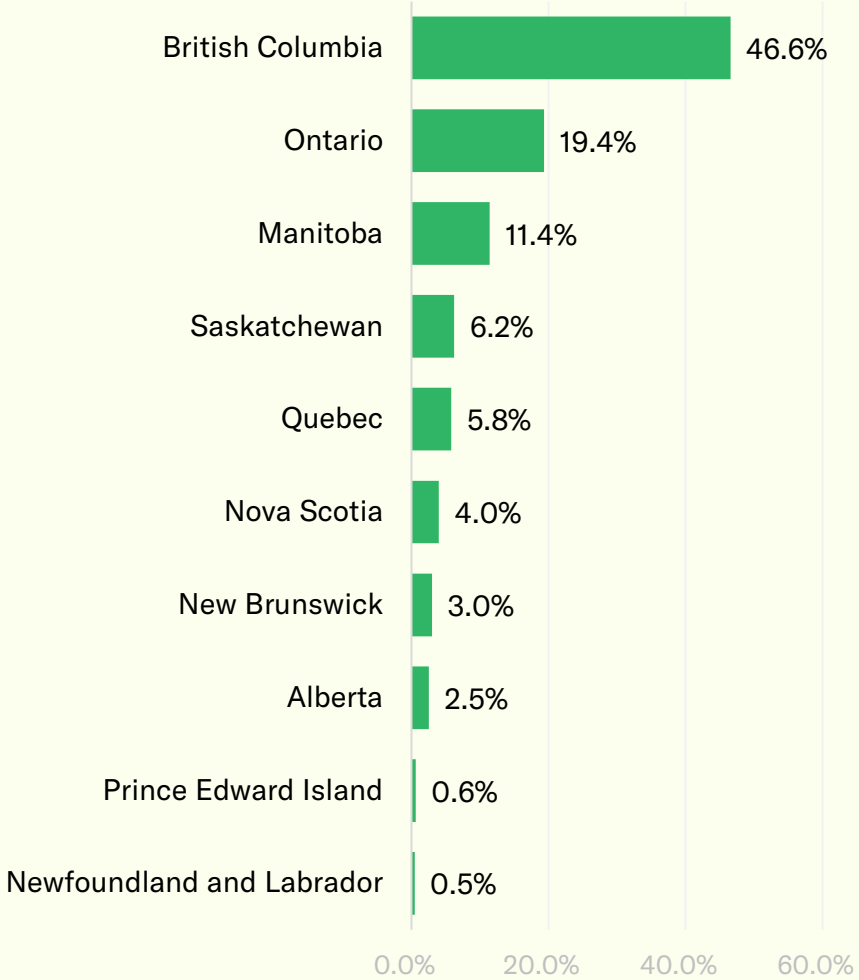
■ = statistically significantly higher than given segment's counterpart
■ = statistically significantly lower than given segment's counterpart

	Total	Out-of-State Visitors	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Oregon	29.5%	0.0%	29.7%	28.6%	19.4%
California	14.4%	20.5%	14.4%	13.5%	13.5%
Washington	9.7%	13.8%	8.7%	10.1%	9.2%
Texas	4.6%	6.5%	4.4%	4.4%	8.0%
New York	3.8%	5.3%	2.9%	3.3%	5.9%
Florida	3.4%	4.8%	4.3%	3.6%	4.2%
Pennsylvania	3.1%	4.4%	2.1%	3.1%	4.8%
Ohio	1.9%	2.8%	2.2%	2.1%	1.8%
Illinois	1.9%	2.7%	2.3%	2.0%	2.0%
Arizona	1.9%	2.7%	2.0%	1.8%	1.1%
North Carolina	1.7%	2.5%	2.2%	1.8%	2.9%
Idaho	1.7%	2.3%	1.6%	1.7%	1.0%
Georgia	1.7%	2.3%	1.3%	1.4%	1.1%
New Jersey	1.6%	2.3%	1.7%	2.0%	3.4%
Nevada	1.4%	2.0%	1.6%	1.6%	1.4%
Base	917	625	620	741	244

Question: In which state do you currently reside?

Base: U.S. respondents (917 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

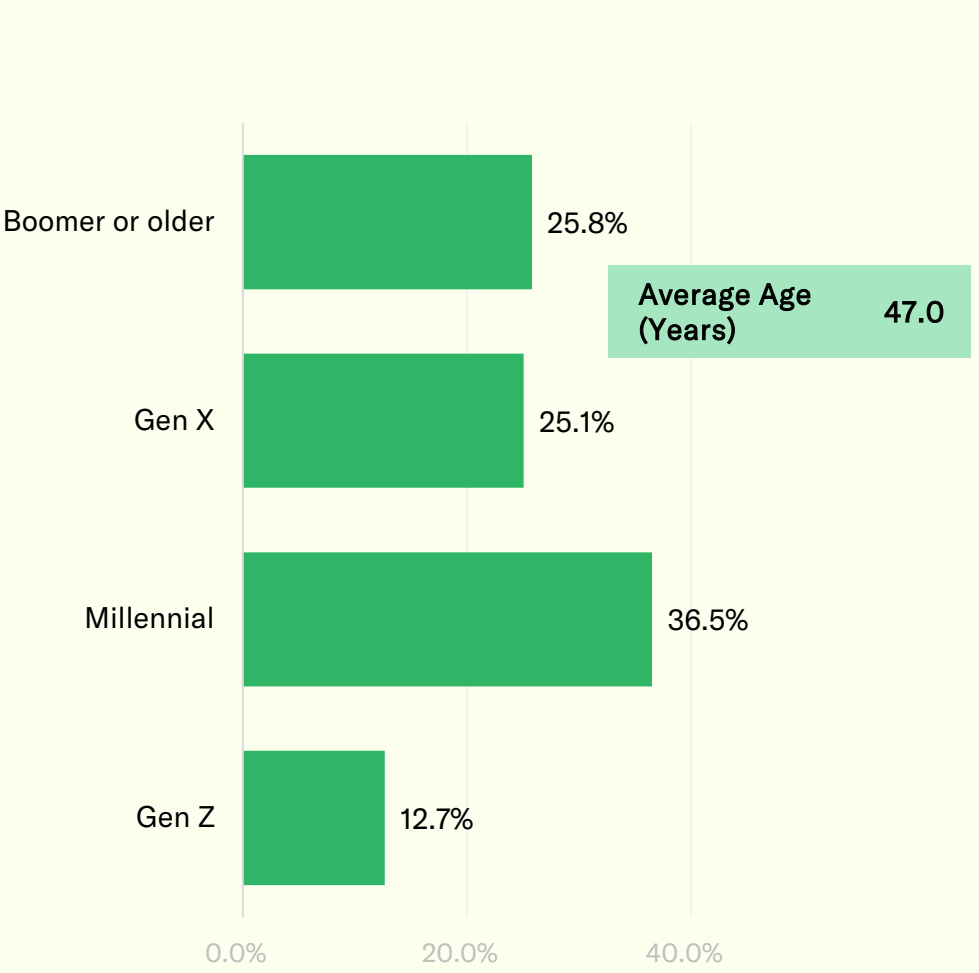
	Canadian Visitors	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants*
British Columbia	46.6%	41.9%	43.7%	34.6%
Ontario	19.4%	21.1%	19.8%	21.1%
Manitoba	11.4%	12.4%	12.7%	16.1%
Saskatchewan	6.2%	7.0%	7.9%	7.2%
Quebec	5.8%	5.9%	3.6%	3.6%
Nova Scotia	4.0%	4.7%	5.1%	10.3%
New Brunswick	3.0%	2.6%	3.3%	5.6%
Alberta	2.5%	2.9%	2.5%	1.6%
Prince Edward Island	0.6%	0.9%	0.8%	0.0%
Newfoundland and Labrador	0.5%	0.7%	0.6%	0.0%
Base	154	107	122	53

**Small sample size*

Question: In which province do you currently reside?

Base: Canadian respondents (154 completed surveys).

Survey Respondent Demographics: Age/Generation



By Segment

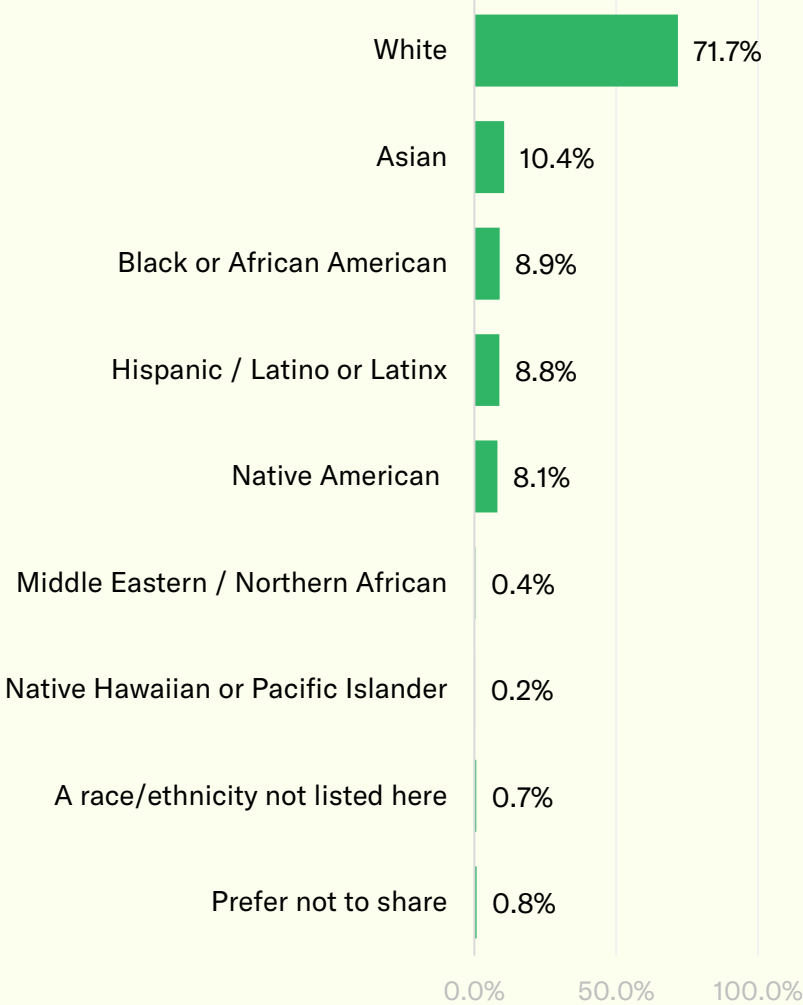
■ = statistically significantly higher than given segment's counterpart
■ = statistically significantly lower than given segment's counterpart

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Boomer or older	25.8%	18.4%	36.3%	23.3%	20.8%	25.3%	17.4%
Gen X	25.1%	17.9%	25.9%	26.5%	25.2%	25.2%	23.6%
Millennial	36.5%	47.8%	25.6%	38.2%	39.9%	36.2%	41.2%
Gen Z	12.7%	15.9%	12.3%	12.0%	14.1%	13.3%	17.8%
Mean	47.0	43.3	50.9	46.2	45.0	46.8	43.1
Base	1071	154	291	625	727	863	297

Question: In what year were you born?
 Base: Total respondents (1,071 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

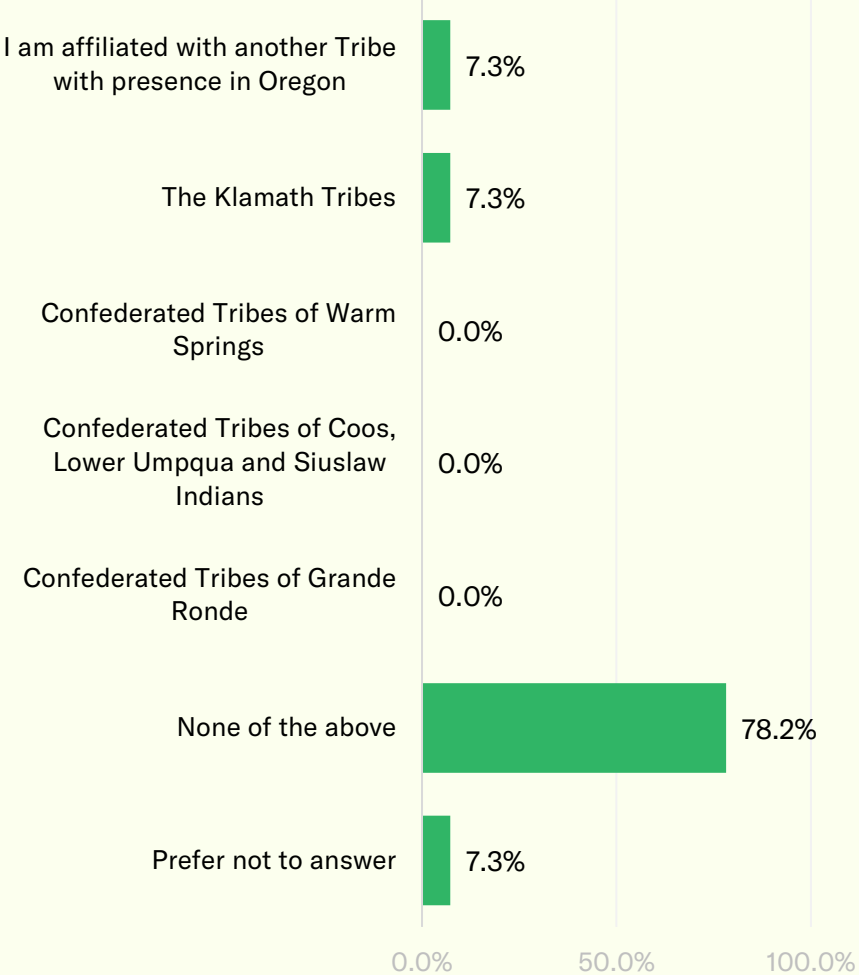
■ = statistically significantly higher than given segment's counterpart
■ = statistically significantly lower than given segment's counterpart

	Total	Canada Visitors	In-State	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
White	71.7%	59.7%	87.4%	68.2%	71.2%	72.8%	64.6%
Asian	10.4%	23.8%	4.2%	9.6%	9.9%	9.6%	10.8%
Black or African American	8.9%	9.2%	2.4%	11.6%	9.2%	9.3%	14.4%
Hispanic / Latino or Latinx	8.8%	1.1%	5.4%	12.2%	9.3%	8.8%	11.1%
Native American / Alaskan Native / Indigenous Peoples, First Nations, Native American	8.1%	7.2%	7.8%	8.5%	8.3%	8.0%	10.7%
Middle Eastern / Northern African	0.4%	1.0%	0.0%	0.4%	0.6%	0.5%	0.8%
Native Hawaiian or Pacific Islander	0.2%	0.0%	0.0%	0.4%	0.2%	0.2%	0.3%
A race/ethnicity not listed here	0.7%	1.7%	0.7%	0.5%	0.7%	0.6%	0.2%
Prefer not to share	0.8%	0.9%	1.6%	0.5%	1.1%	0.9%	1.1%
Base	1,071	154	291	625	727	863	297

Question: Which of the following best describes you?

Base: Total respondents (1,071 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

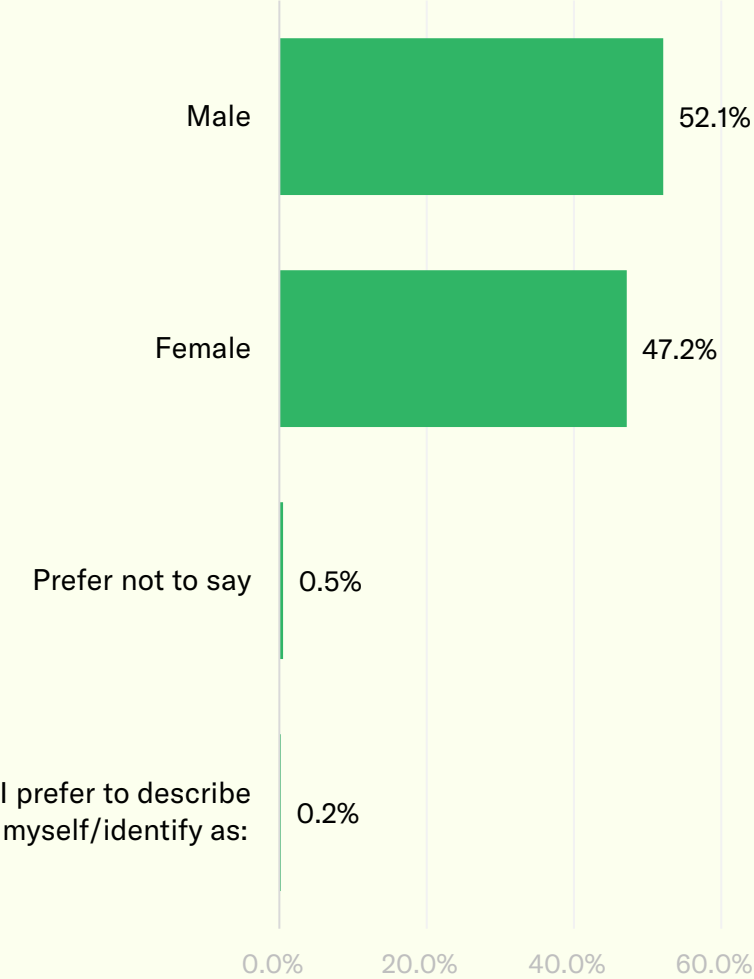
	In-State Visitors*	Outdoor Rec Participants*	Food and Drink Participants*	Arts & Culture Participants*
I am affiliated with another Tribe with presence in Oregon	7.3%	9.6%	4.7%	0.0%
The Klamath Tribes	7.3%	9.6%	9.4%	0.0%
Confederated Tribes of Warm Springs	0.0%	0.0%	0.0%	0.0%
Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians	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	78.2%	71.2%	81.2%	86.3%
Prefer not to answer	7.3%	9.6%	4.7%	13.7%
Base	25	19	19	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 (25 completed surveys).

Survey Respondent Demographics: Gender



By Segment

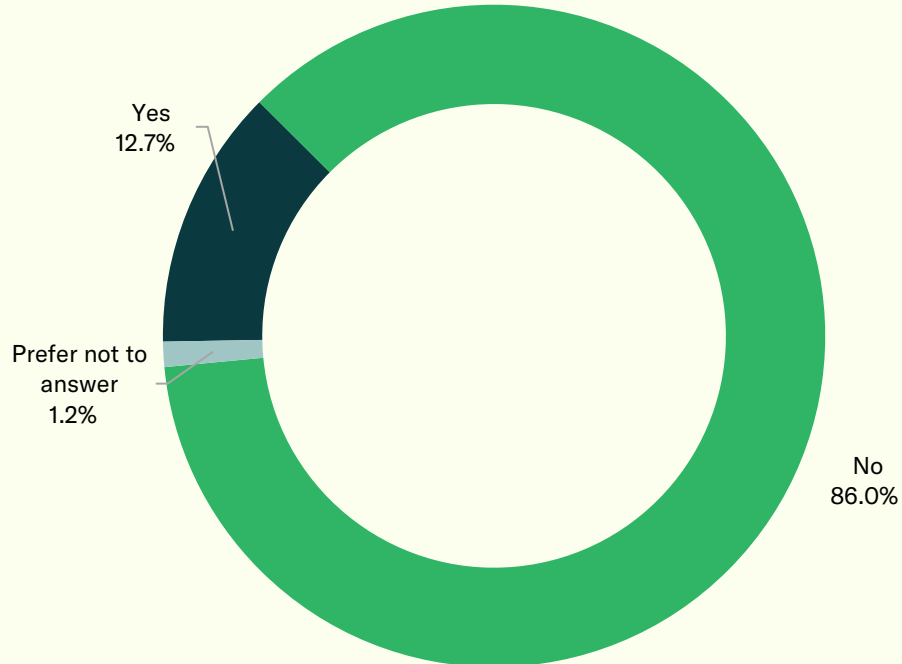
■ = statistically significantly higher than given segment's counterpart
■ = statistically significantly lower than given segment's counterpart

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Male	52.1%	56.1%	36.0%	57.8%	52.7%	52.0%	53.3%
Female	47.2%	43.9%	61.5%	42.0%	46.4%	47.4%	45.4%
Prefer not to say	0.5%	0.0%	1.7%	0.2%	0.8%	0.5%	1.0%
I prefer to describe myself/identify as:	0.2%	0.0%	0.8%	0.0%	0.1%	0.2%	0.2%
Base	1,071	154	291	625	727	863	297

Question: What is your identified gender?

Base: Total respondents (1,071 completed surveys)

Survey Respondent Demographics: LGBTQ+ Identity



By Segment

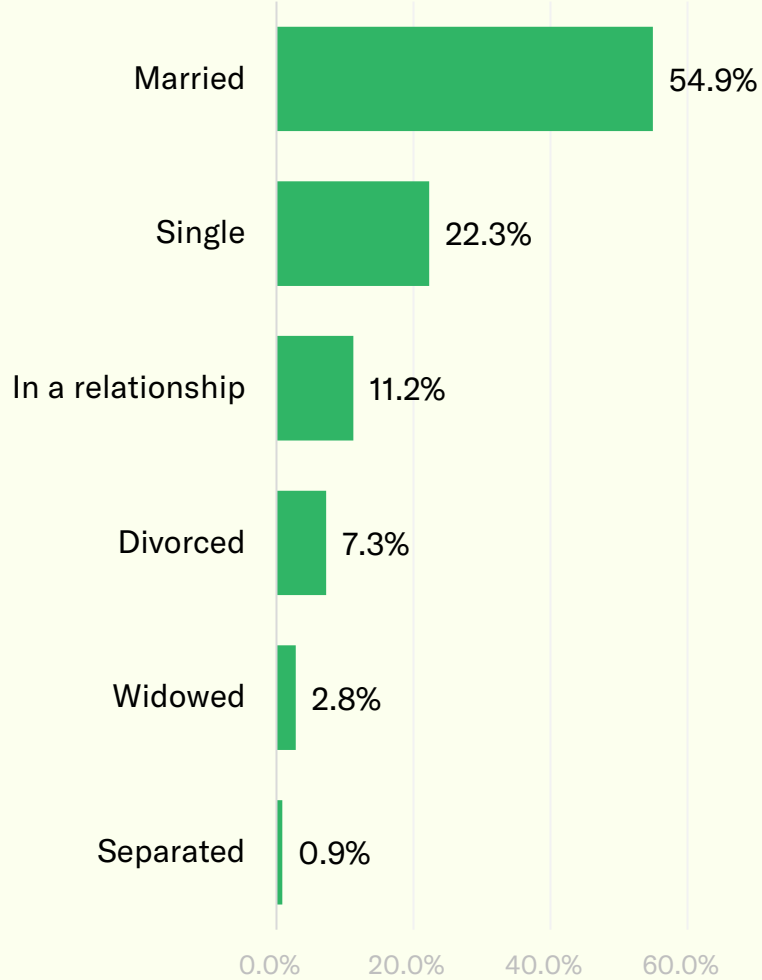
■ = statistically significantly higher than given segment's counterpart
■ = statistically significantly lower than given segment's counterpart

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Yes	12.7%	16.6%	12.4%	11.9%	12.9%	13.5%	17.6%
No	86.0%	81.3%	85.2%	87.6%	85.8%	85.2%	81.1%
Prefer not to answer	1.2%	2.1%	2.3%	0.5%	1.3%	1.2%	1.3%
Base	1,071	154	291	625	727	863	297

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

Base: Total respondents (1,071 completed surveys)

Survey Respondent Demographics: Marital Status



By Segment

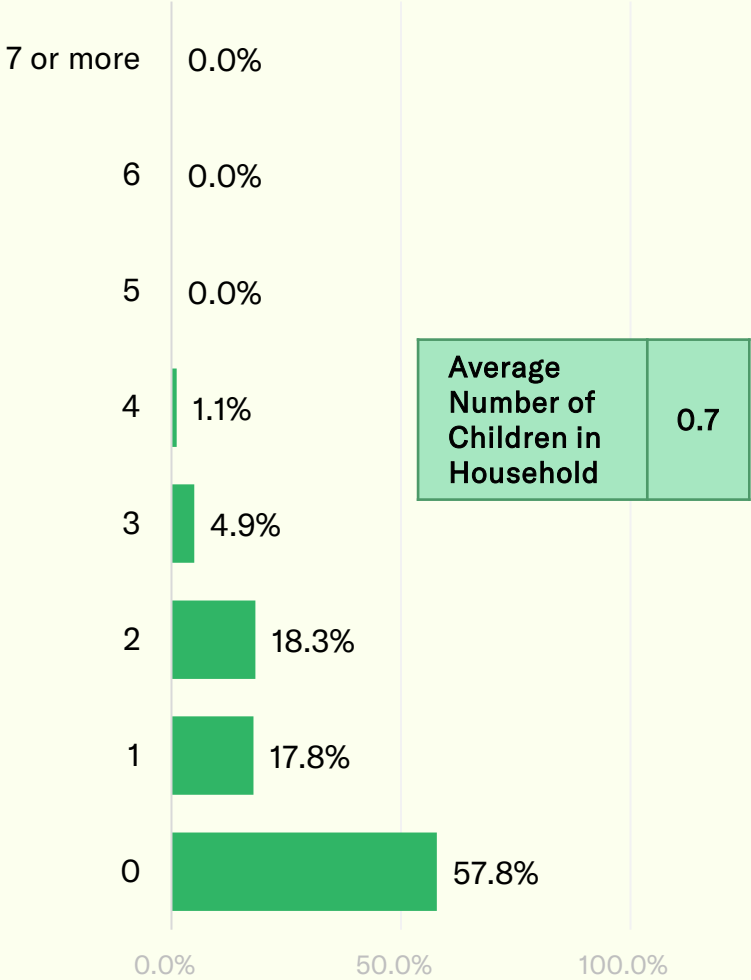
■ = statistically significantly higher than given segment's counterpart
■ = statistically significantly lower than given segment's counterpart

	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Married	54.9%	57.0%	46.4%	57.9%	53.6%	54.8%	51.0%
Single	22.3%	20.9%	23.9%	22.0%	23.0%	22.2%	25.5%
In a relationship	11.2%	13.6%	11.6%	10.4%	12.9%	11.8%	13.1%
Divorced	7.3%	5.2%	10.4%	6.5%	6.7%	7.7%	6.5%
Widowed	2.8%	2.9%	3.5%	2.5%	2.3%	2.3%	1.8%
Separated	0.9%	0.5%	2.8%	0.1%	0.6%	0.7%	0.8%
Base	1,071	154	291	625	727	863	297

Question: What is your marital status?

Base: Total respondents (1,071 completed surveys)

Survey Respondent Demographics: Children in Household



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
7 or more	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	1.1%	0.0%	0.6%	1.6%	1.3%	1.0%	1.4%
3	4.9%	2.4%	4.2%	5.9%	5.2%	4.8%	4.9%
2	18.3%	24.2%	8.7%	20.7%	19.8%	18.1%	21.1%
1	17.8%	16.7%	13.3%	20.1%	19.2%	18.2%	17.7%
0 – no children	57.8%	56.7%	73.2%	51.7%	54.6%	57.9%	54.9%
Mean	0.7	0.7	0.5	0.9	0.8	0.7	0.8
Base	1070	154	291	624	726	863	297

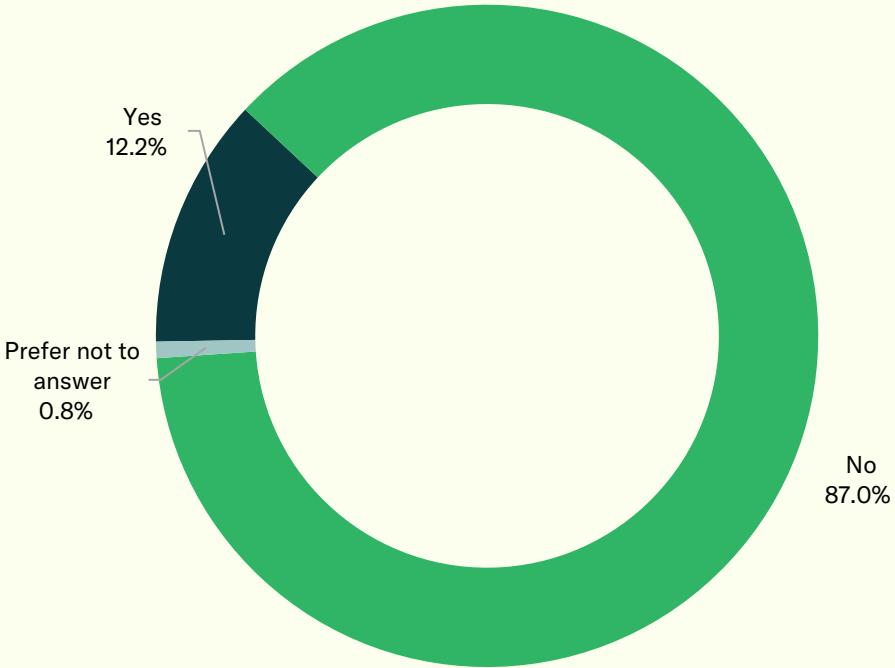
Question: How many children under the age of 18 live in your home?

Base: Total respondents (1,070 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

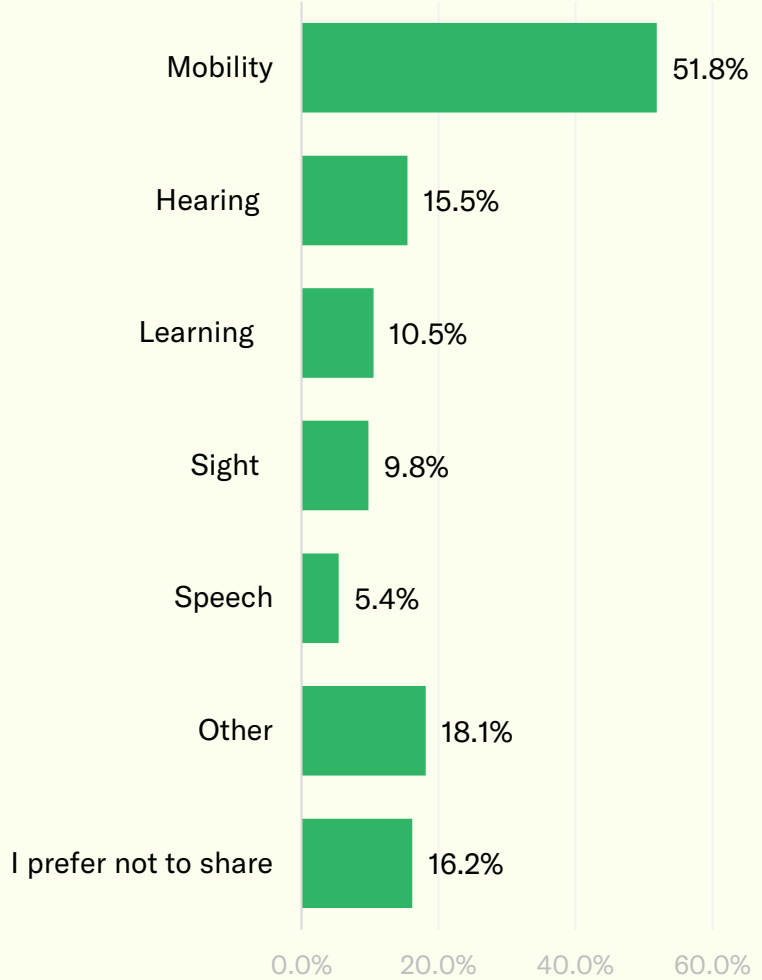


	Total	Canada Visitors	In-State Visitors	Out-of-State	Outdoor Rec Participants	Food and Drink Participants	Arts & Culture Participants
Yes	12.2%	9.1%	20.6%	9.6%	11.2%	12.8%	12.4%
No	87.0%	90.5%	78.0%	89.8%	88.1%	86.4%	87.6%
I prefer not to share	0.8%	0.5%	1.4%	0.6%	0.7%	0.8%	0.0%
Base	1,071	154	291	625	727	863	297

Question: Do you have a disability?

Base: Total respondents (1,071 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

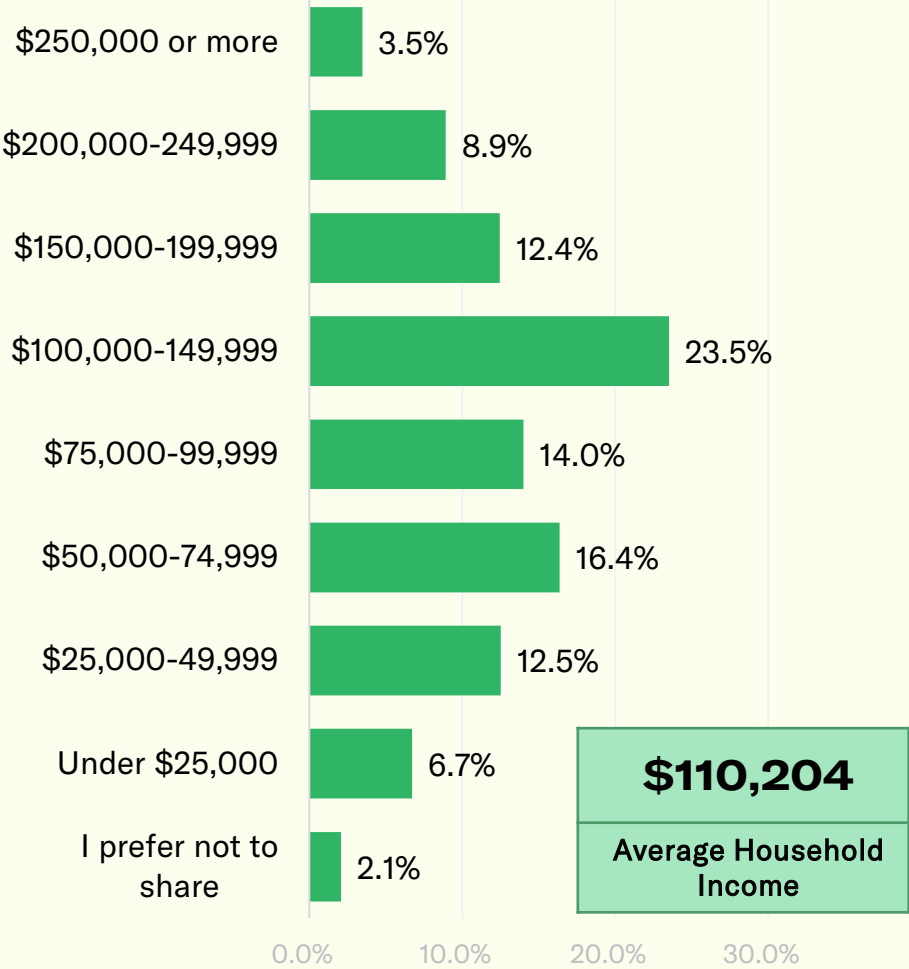
	Total	Canada Visitors*	In-State Visitors*	Out-of-State*	Outdoor Rec Participants*	Food and Drink Participants	Arts & Culture Participants*
Mobility	51.8%	17.0%	58.8%	54.1%	45.3%	50.6%	52.5%
Hearing	15.5%	18.1%	11.5%	18.5%	13.5%	15.3%	15.9%
Learning	10.5%	27.5%	8.1%	8.5%	15.5%	11.5%	13.9%
Sight	9.8%	0.0%	12.6%	9.6%	9.7%	11.0%	16.8%
Speech	5.4%	16.2%	1.4%	6.5%	6.9%	5.8%	7.3%
Other	18.1%	34.4%	14.0%	17.9%	15.7%	14.5%	21.6%
I prefer not to share	16.2%	16.0%	10.8%	21.1%	22.1%	17.5%	11.4%
Base	142	14	61	67	88	121	42

**Small sample size*

Question: How would you describe your disability/disabilities?

Base: Total respondents (142 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	3.5%	4.2%	1.1%	4.3%	4.2%	3.4%	4.4%
\$200,000-249,999	8.9%	15.6%	6.7%	8.0%	9.2%	8.6%	10.5%
\$150,000-199,999	12.4%	13.4%	6.8%	14.6%	12.6%	12.6%	9.6%
\$100,000-149,999	23.5%	29.6%	15.6%	25.3%	24.2%	23.6%	25.5%
\$75,000-99,999	14.0%	12.0%	11.9%	15.4%	13.1%	14.7%	13.1%
\$50,000-74,999	16.4%	13.1%	17.8%	16.7%	16.8%	16.6%	13.4%
\$25,000-49,999	12.5%	7.8%	20.3%	10.5%	11.7%	11.7%	11.4%
Under \$25,000	6.7%	2.7%	15.0%	4.3%	6.2%	6.9%	8.5%
I prefer not to share	2.1%	1.8%	4.9%	1.0%	2.0%	2.1%	3.6%
Average Household Income	\$110,204	\$130,114	\$84,232	\$115,368	\$112,988	\$109,914	\$112,581
Base	1049	151	278	619	713	845	286

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

Base: Total respondents (1,049 completed surveys)