



**Travel Oregon  
Portland 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 Portland 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, 1,297 surveys were collected from respondents who visited the Portland 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 Portland region on their trip to Oregon and reside in Canada.
- **In State** – respondents who visited the Portland region on their trip to Oregon and live in the state of Oregon.
- **Out of State** – respondents who visited the Portland 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 Portland 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 Portland 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 Portland 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%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>

# Executive Summary

# Executive Summary

**Portland region visitors score high in overall satisfaction with their Oregon trip, but the region's likelihood to return and recommend scores underperform compared to other Oregon regions.**

The Portland region performs slightly above average for trip satisfaction among Oregon visitors. When comparing satisfaction levels across different regions visited, 98.1% of 2024-25 visitors whose trip to Oregon included the Portland region were satisfied or very satisfied with their overall trip experience, outpacing the total statewide visitor score of 97.7%.

Visitors were asked to rate their likelihood to recommend the state as a place to visit, with scores calculated on a scale from -100 to 100. Relatively speaking, likelihood to recommend was lowest for the Portland region versus other areas of Oregon. Comparing the statewide score of 53 to the individual scores for each region, Portland region had the lowest likelihood to recommend at 52 and was the only tourism region to under-index compared to the total statewide visitors' likelihood to recommend score of 53. Reflecting likelihood to recommend scores, the Portland Region (86.8%) was the only region to under-index compared to the statewide share of visitors who are likely to return in the next 12 months (87.1%). That being said, it is worth noting that these are still strong scores for both metrics, particularly when considering that the Portland region has a higher proportion of business travelers, who tend to have lower likelihood to recommend scores than leisure travelers. The region also boasts the highest proportion of Canadian visitors, who also reported lower likelihood to recommend and return scores.



# Executive Summary

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

Scenic beauty and relaxation rank highest as trip motivators. Over eight in ten Portland visitors said that scenic beauty (87.1%) and/or a relaxing environment or place to unwind (85.1%) are important drivers for why they took their most recent trip to Oregon in 2024-2025. The other top factors that played a key role in their trip decision include local food and drinks (83.6%), safety/crime-levels (83.2%), and/or the quality of service/hospitality (83.1%).

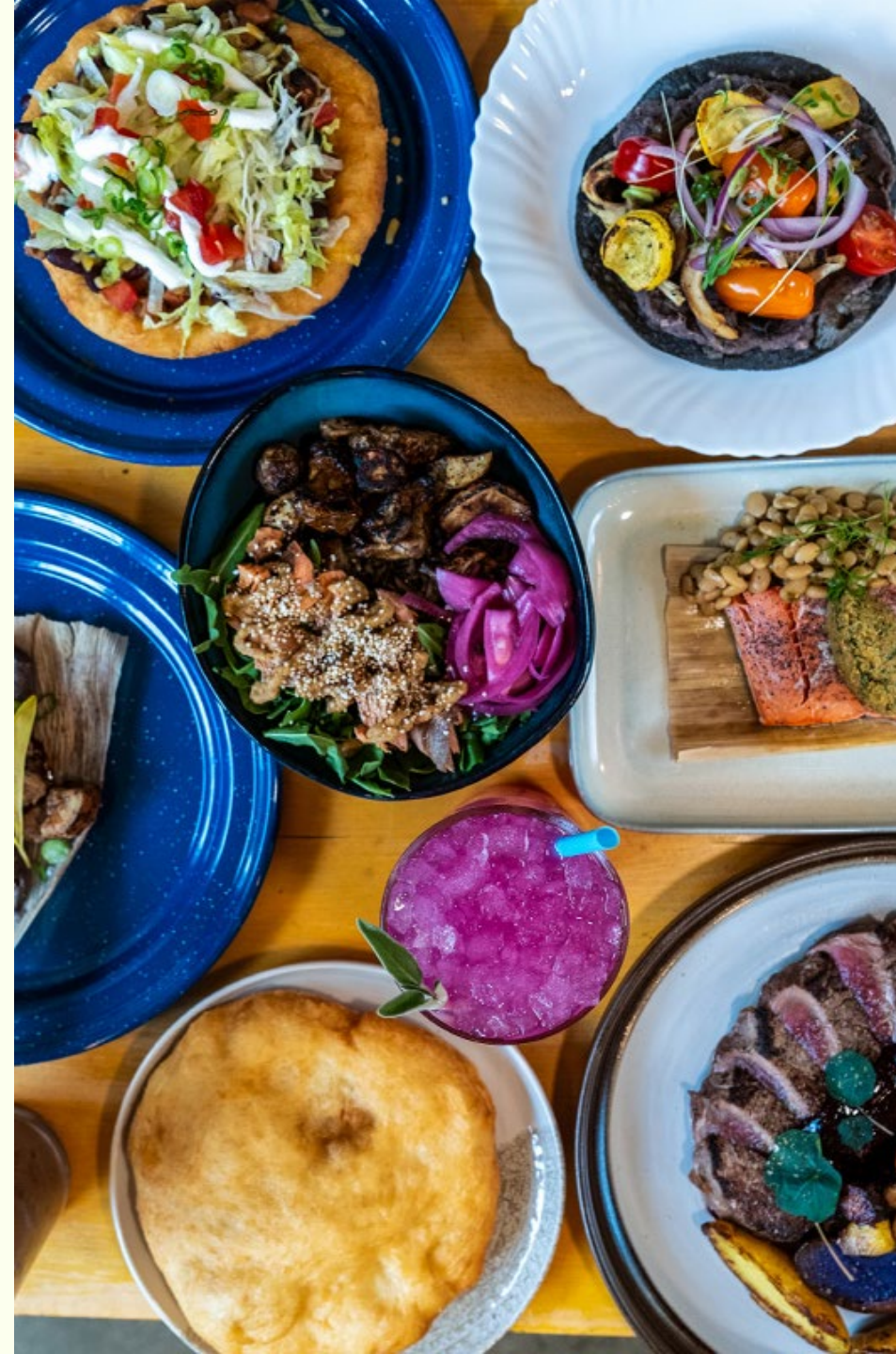
In terms of how this translates to activity participation, eating and drinking (76.6%) was by far the most popular activity for 2024-2025 Portland region visitors to engage in. More than half (58.3%) said they participated in outdoor recreation, followed by 45.7% who went shopping. Among Portland region visitors who said they participated in any of these activities, over one-fourth (26.9%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. Highlighting the Portland area's proximity to outdoor recreation, which is often as close as within the city of Portland itself (e.g., Forest Park) could be a strong strategy to continue to attract visitors and also connects back to the importance of scenic beauty to Oregon visitors. 14.3% of Portland visitors said they were primarily motivated to visit by eating and drinking, and of the activities engaged in, dining at a local restaurant stands out. Continuing to highlight Portland's thriving 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 19.0% of Portland region visitors participated in a Native American tourism experience or supported a Native-owned business on their 2024-2025 trip to Oregon, there is strong interest in engaging in these experiences. Among those who did not participate in such an activity on their most recent trip, 77.0% said they would consider a Native American tourism experience in the future if they had more information. These respondents' top reasons for not participating in a Native American tourism activity this trip were lack of familiarity with opportunities/options (41.1%) or not having enough time (30.2%). Only 9.3% said they would not be interested. The Portland region has a variety of Indigenous owned businesses such as eateries, tattoo artists and museums. Local tourism offices and businesses should continue to work in partnership with these businesses, local indigenous communities and Tribes with presence in the region to highlight these experiences.



# Executive Summary

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

Online search and personal connections played key roles as sources of both inspiration and planning for Portland region visitors' trips to Oregon in 2024-2025. For the inspiration phase of their travel planning, online search (46.3%) and personal recommendations (36.0%) were by far the most reported sources that inspired Portland region visitors to travel to Oregon. Just over one in five (22.7%) said social media, while a similar share (22.6%) said they drew inspiration from a previous trip. When it comes to their top resources for planning their 2024-2025 trip to Oregon, online search (55.6%) was by far the most-selected resource among Portland region visitors. This was followed distantly by personal recommendation (28.7%), while one in five said they planned their trip using an online destination travel guide (20.9%) and/or a travel review website (20.7%).

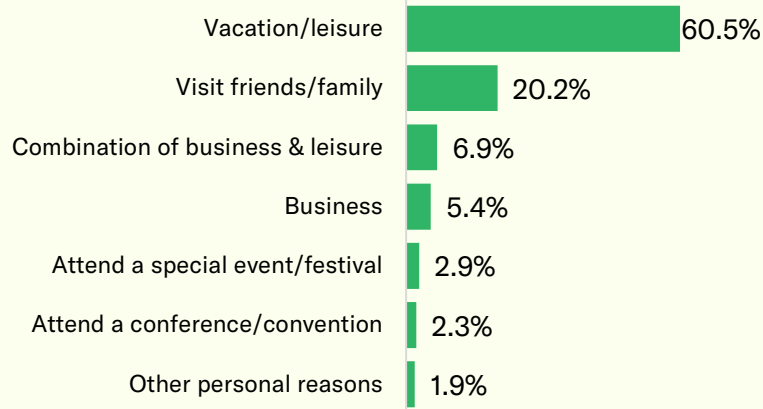
Just under half (47.6%) of Portland region visitors planned their trip in under 3 months. They planned their Oregon trip an average of 3.7 months in advance of their arrival. Leveraging their top inspiration and planning sources to share messaging around Oregon's offerings – particularly around content focusing on top trip motivators around scenic beauty and relaxation – in consideration of their average trip planning window can help keep Oregon front and center on travelers' radar.



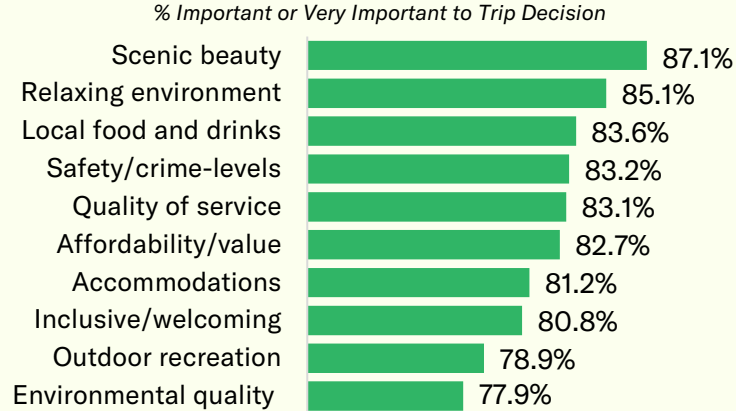
# Data Snapshot

# Oregon Visitor Experience – Portland Region Visitors

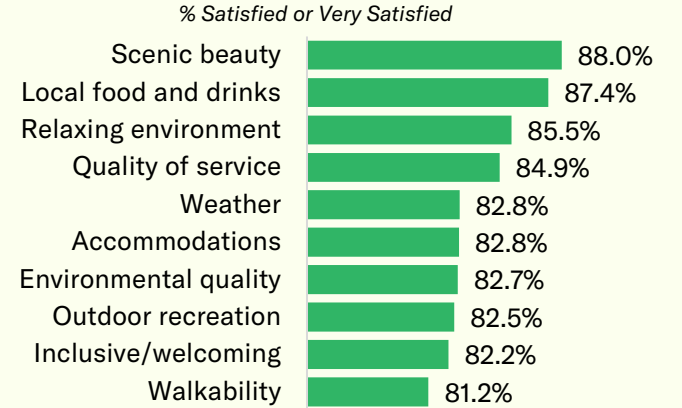
## Primary Trip Purpose



## Top 10\* Motivators to Visit Oregon



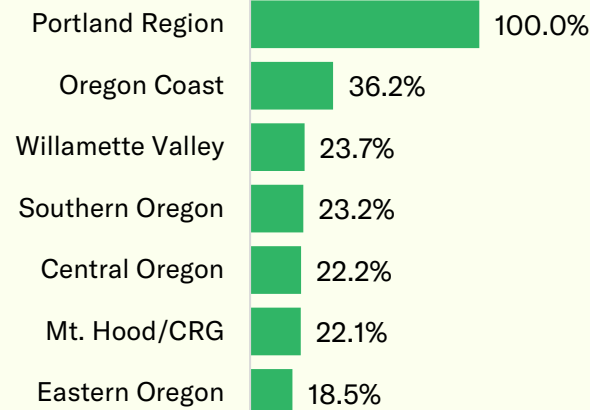
## Satisfaction with Oregon Top 10\*\* Attributes



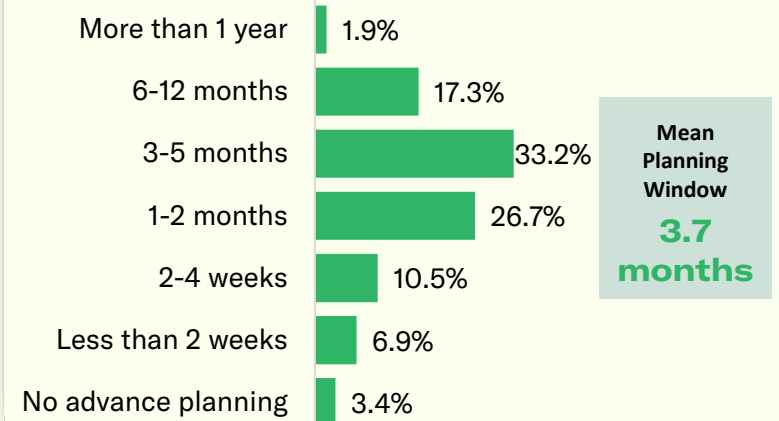
## Activities Participated In



## Regions Visited

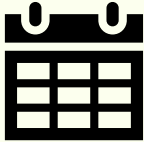


## Planning Window



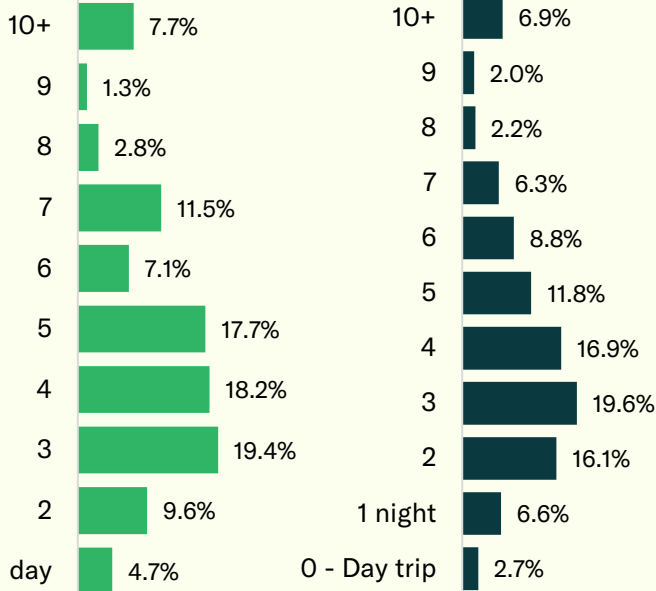
# Oregon Visitor Experience – Continued

## Average Length of Stay



**5.2**  
days

**4.6**  
nights



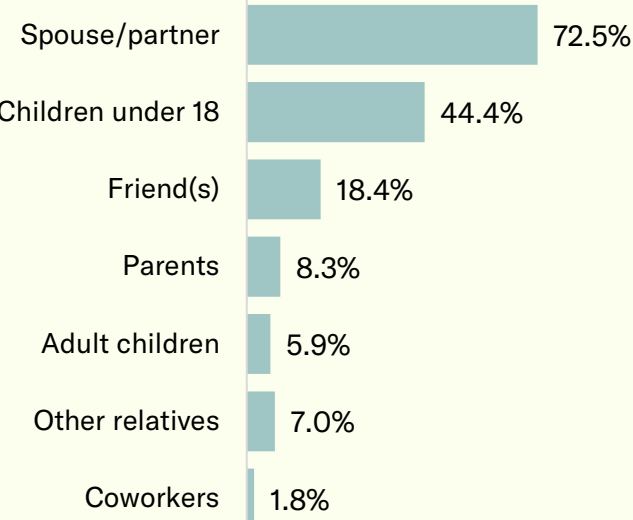
## Average Party Size



**2.3**  
adults

**0.7**  
children

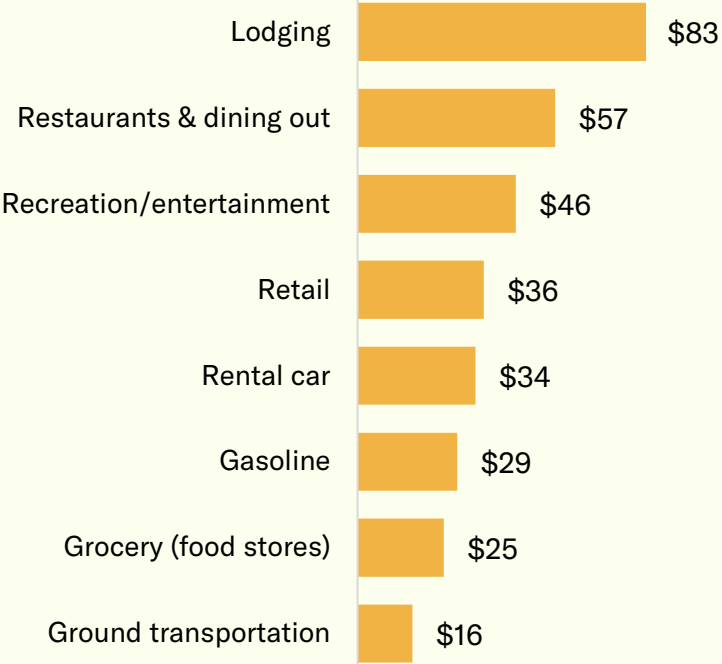
### Travel Party Composition



## Average Daily Spend Per Person



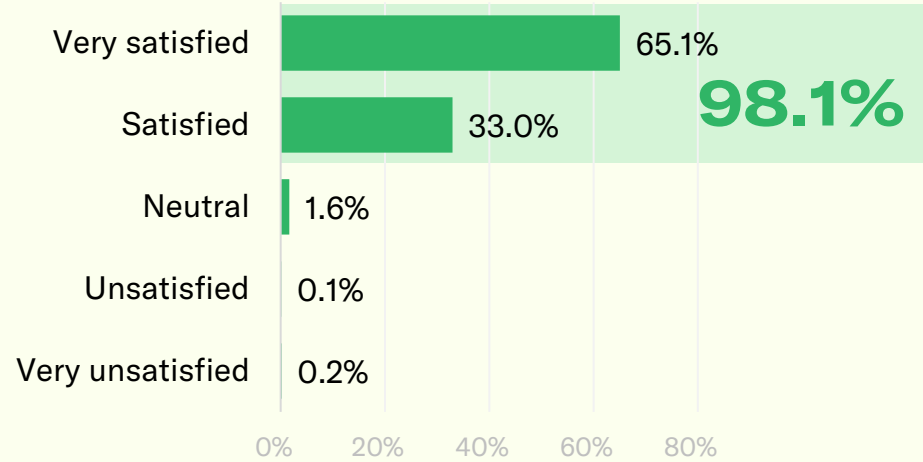
**\$325**



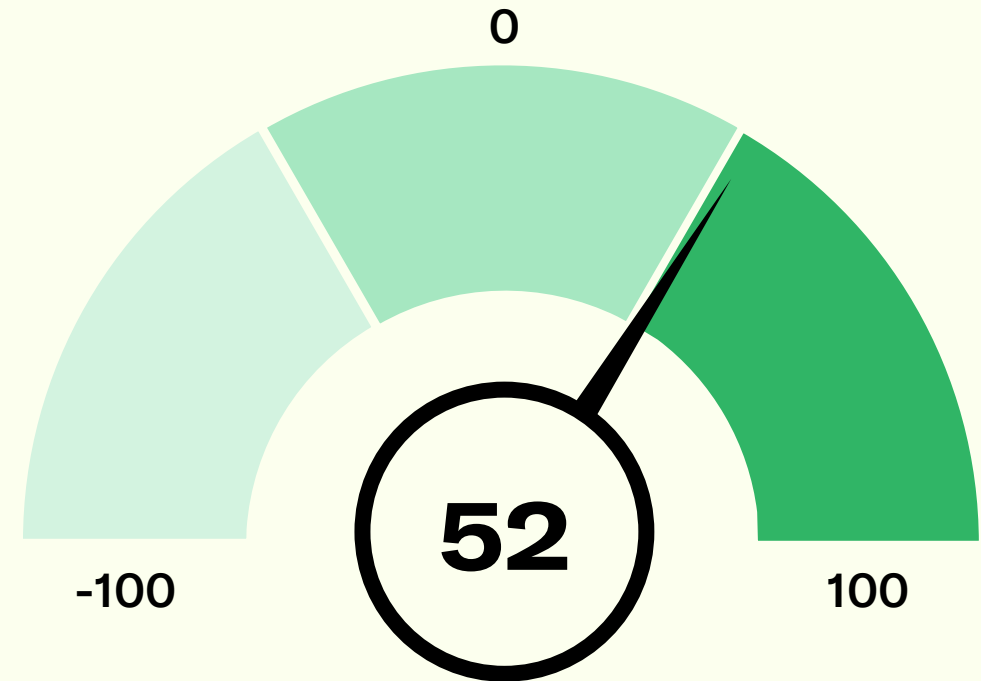
# Key Performance Indicators

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

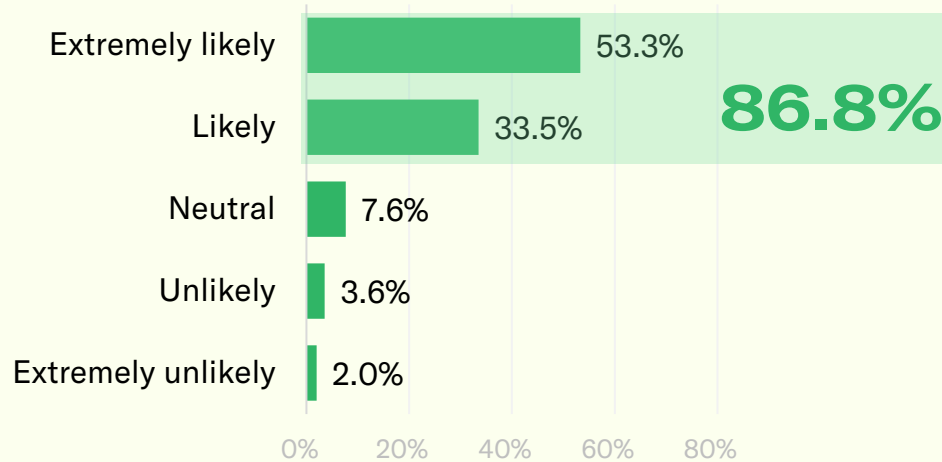
## Overall Trip Satisfaction



## Likelihood to Recommend Oregon

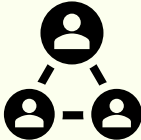


## Likelihood to Return in the Next 12 Months

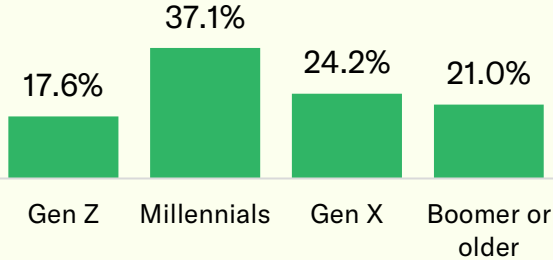


# Demographic Snapshot

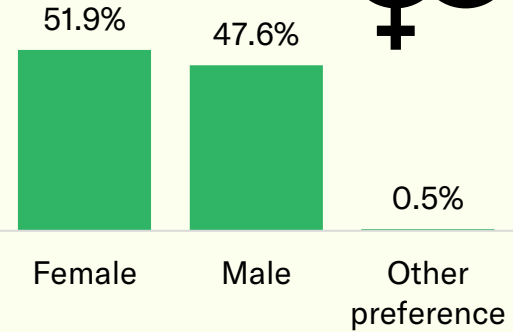
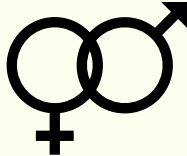
## Generations



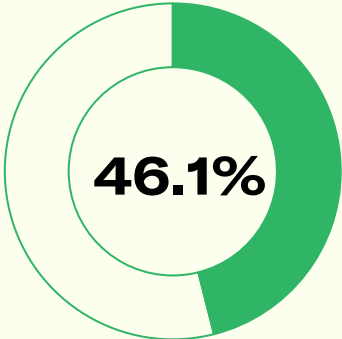
Average Age: 44.7 years



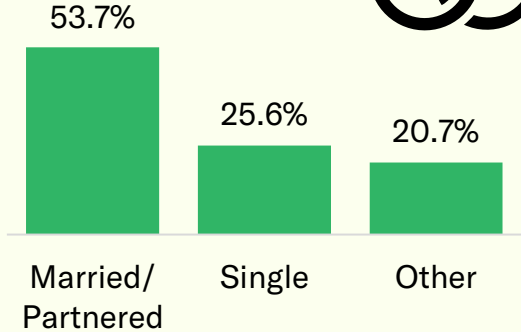
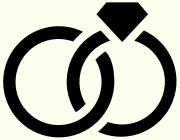
## Gender



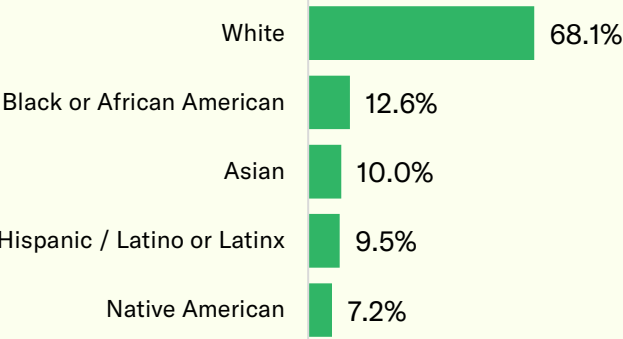
## Parents of Children Under 18



## Marital Status



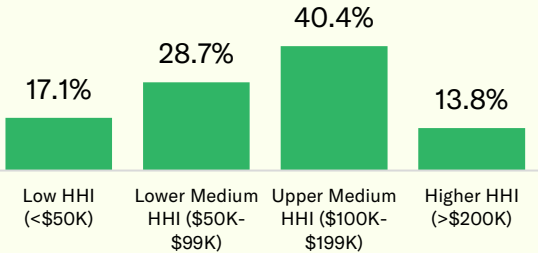
## Race/Ethnicity



## Household Income (HHI) Brackets



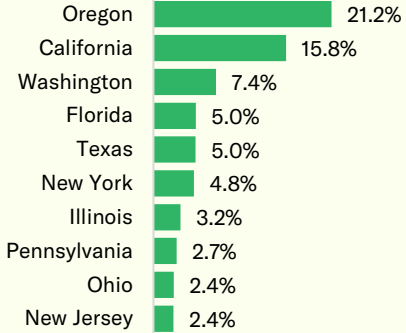
Average HHI: \$110,321



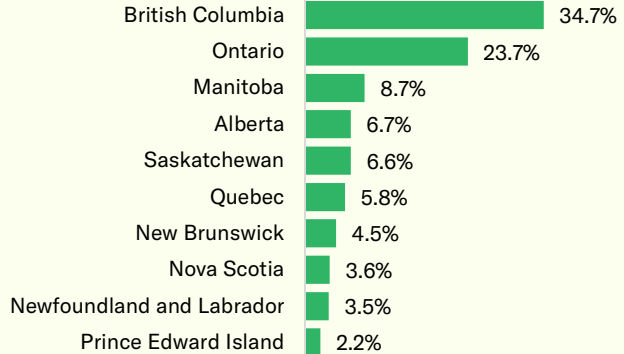
## Origin Markets



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



### Canadian Visitors

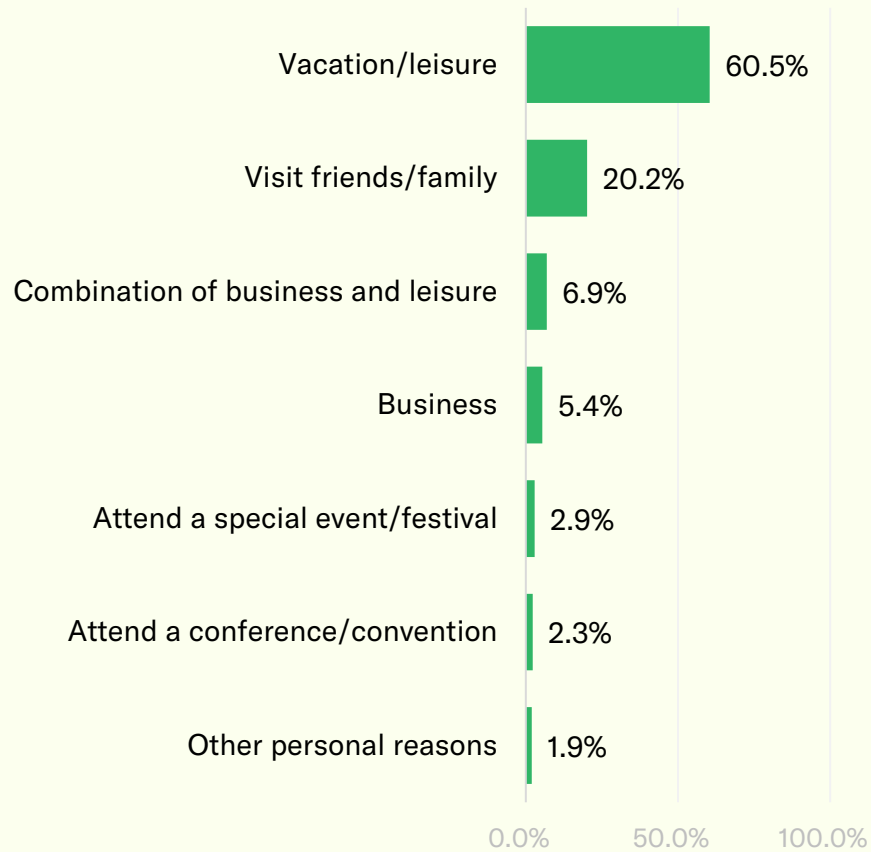


# Detailed Findings: Trip Details

# Most visitors to the Portland region traveled for leisure purposes.

Six in ten (60.5%) of 2024-2025 visitors to the Portland region reported that their primary trip purpose was for vacation/leisure, followed distantly by one in five (20.2%) who came visit friends or family. Only a nominal share said their visit was a combination of business and leisure (6.9%) or for business (5.4%). Outdoor Recreation Participants who visited the Portland region were more likely to have traveled for leisure (67.7%) and less likely to have visited friends and family (16.7%).

## Primary Trip Purpose



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Vacation/leisure	60.5%	66.5%	54.8%	59.6%	67.7%	60.5%	65.8%
Visit friends/family	20.2%	15.2%	24.6%	21.0%	16.7%	21.1%	16.7%
Combination of business and leisure	6.9%	5.8%	6.6%	7.3%	7.7%	7.3%	8.3%
Business	5.4%	6.1%	1.2%	5.6%	4.0%	5.1%	3.7%
Attend a special event/festival	2.9%	4.4%	2.8%	2.5%	1.1%	2.7%	3.2%
Attend a conference/convention	2.3%	0.7%	0.6%	3.0%	1.9%	1.9%	1.8%
Other personal reasons	1.9%	1.2%	9.4%	1.1%	0.9%	1.4%	0.5%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

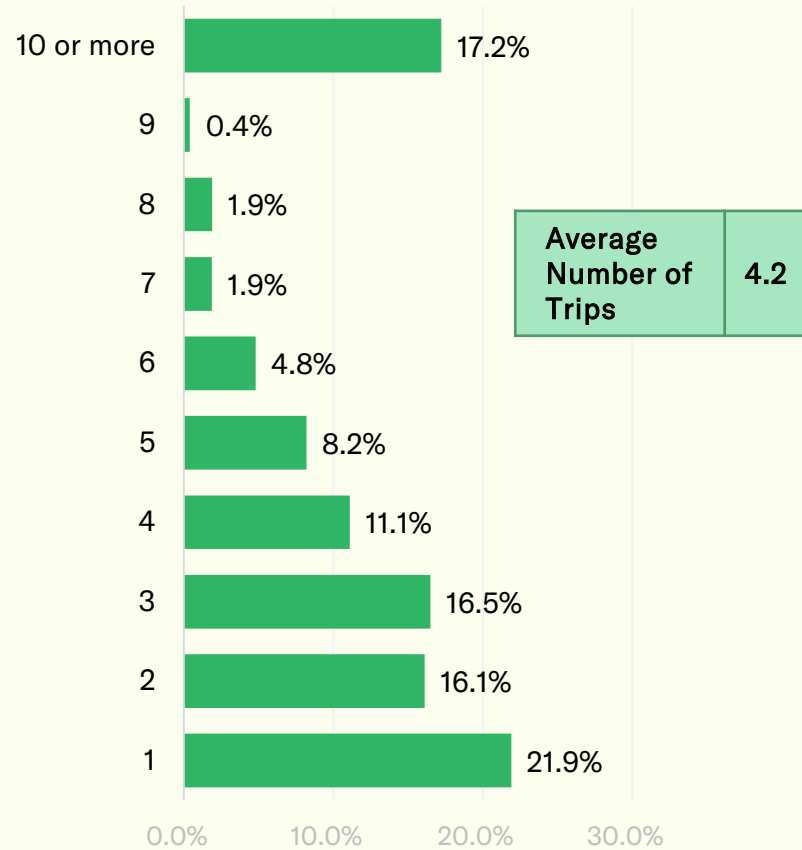
Question: What was the primary purpose of your trip?

Base: Total respondents (1,297 completed surveys)

# Portland region visitors tend to be heavy repeat travelers to Oregon.

At an average of 4.2 trips taken to the state as an adult, more than three-fourths (78.1%) have visited the destination at least twice. Only one in five (21.9%) 2024-2025 Portland region visitors were first-timers to Oregon. In State visitors to the Portland region reported a much higher average of 7.9 past trips within Oregon.

## Visits to Oregon



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	17.2%	7.5%	65.9%	13.4%	15.0%	17.3%	13.5%
9	0.4%	0.4%	0.8%	0.3%	0.6%	0.4%	0.5%
8	1.9%	0.6%	1.9%	2.3%	1.7%	2.2%	2.9%
7	1.9%	1.9%	0.0%	2.1%	2.4%	1.8%	2.6%
6	4.8%	4.6%	5.2%	4.7%	5.4%	5.4%	6.9%
5	8.2%	8.2%	4.4%	8.8%	8.4%	8.8%	8.1%
4	11.1%	13.1%	5.8%	11.0%	11.2%	10.6%	13.3%
3	16.5%	17.0%	6.6%	17.8%	17.3%	16.4%	13.9%
2	16.1%	21.2%	1.6%	16.7%	17.4%	15.6%	16.6%
1	21.9%	25.5%	7.8%	22.9%	20.6%	21.4%	21.7%
<b>Mean</b>	<b>4.2</b>	<b>3.4</b>	<b>7.9</b>	<b>4.0</b>	<b>4.1</b>	<b>4.3</b>	<b>4.1</b>
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

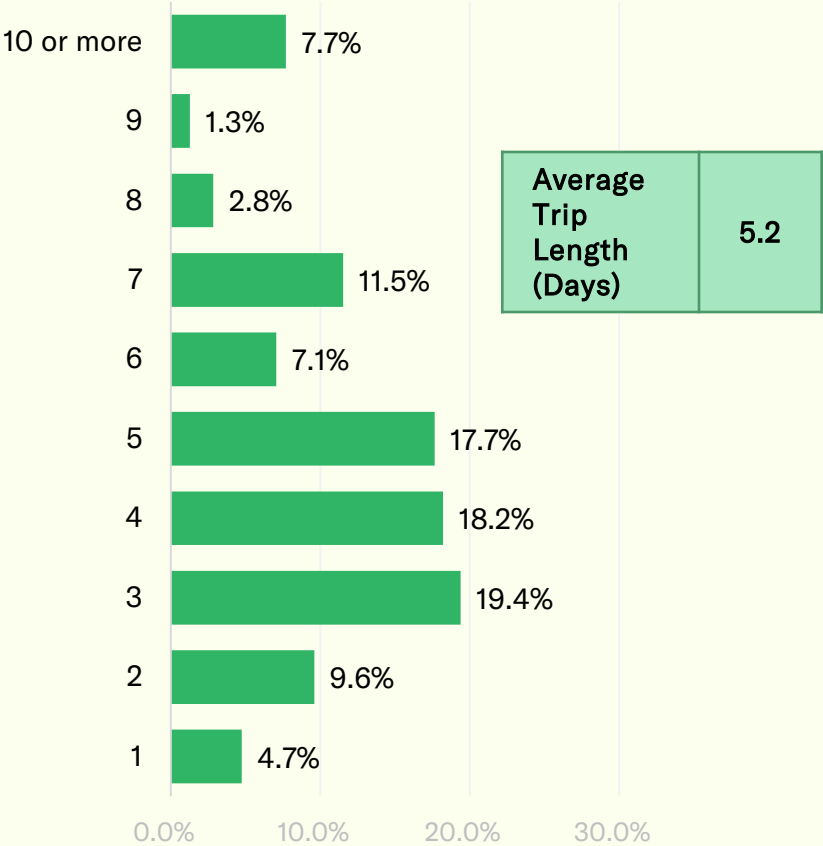
Question: In total, how many trips have you taken to or within Oregon in your lifetime? If your most recent trip was also your first trip to/within Oregon, please select 1.

Base: Total respondents (1,297 completed surveys)

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

For 2024-2025 Portland region visitors, the average length of stay was just over five days (5.2 days). Arts & Culture Participants and Outdoor Recreation Participants averaged the longest stays among the report segments at an average of 5.8 days.

## Length of Stay – Days



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	7.7%	9.2%	13.5%	6.5%	10.1%	8.5%	9.0%
9	1.3%	0.0%	0.7%	1.7%	1.3%	1.1%	1.5%
8	2.8%	2.3%	4.0%	2.8%	3.2%	2.6%	3.7%
7	11.5%	11.8%	3.8%	12.4%	14.0%	12.5%	13.6%
6	7.1%	6.5%	4.1%	7.7%	7.8%	8.1%	9.1%
5	17.7%	17.1%	9.3%	19.0%	18.9%	17.8%	21.2%
4	18.2%	19.8%	17.4%	17.9%	17.8%	19.2%	21.6%
3	19.4%	21.0%	15.9%	19.5%	17.6%	18.0%	12.5%
2	9.6%	8.4%	16.6%	8.8%	7.0%	8.4%	5.0%
1 day	4.7%	3.8%	14.8%	3.7%	2.2%	3.8%	2.8%
<b>Average Trip Length (Days)</b>	<b>45.2</b>	<b>5.1</b>	<b>5.8</b>	<b>5.1</b>	<b>5.8</b>	<b>5.4</b>	<b>5.8</b>
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

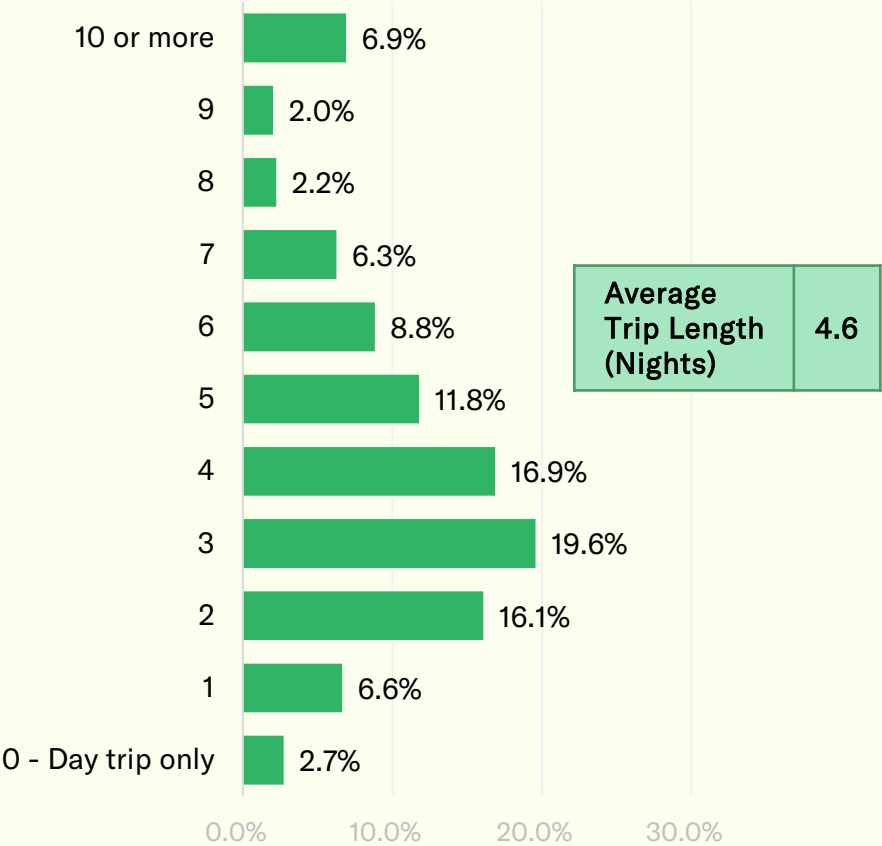
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (1,297 completed surveys)

# They spent an average of 4.6 nights in Oregon.

For 2024-2025 Portland 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 5.3 nights, just outpacing Outdoor Recreation Participants (5.2 nights).

## Length of Stay – Nights



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	6.9%	8.6%	12.3%	5.7%	9.1%	7.4%	8.9%
9	2.0%	1.7%	1.9%	2.2%	2.2%	2.1%	2.3%
8	2.2%	0.3%	1.4%	2.9%	2.9%	2.1%	3.3%
7	6.3%	8.4%	4.5%	5.8%	7.5%	6.2%	7.1%
6	8.8%	7.5%	3.8%	9.9%	9.9%	10.1%	8.8%
5	11.8%	10.5%	5.4%	13.1%	12.2%	13.2%	17.4%
4	16.9%	18.5%	10.9%	17.3%	18.2%	15.8%	19.7%
3	19.6%	20.9%	17.7%	19.5%	19.0%	20.3%	16.1%
2	16.1%	16.2%	20.5%	15.3%	13.7%	15.1%	10.3%
1 day	6.6%	5.8%	10.3%	6.4%	4.3%	5.7%	4.3%
0 – Day trip only	2.7%	1.6%	11.4%	1.9%	1.1%	1.9%	1.7%
<b>Average Trip Length (Nights)</b>	4.6	4.7	5.1	4.6	5.2	4.8	5.3
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

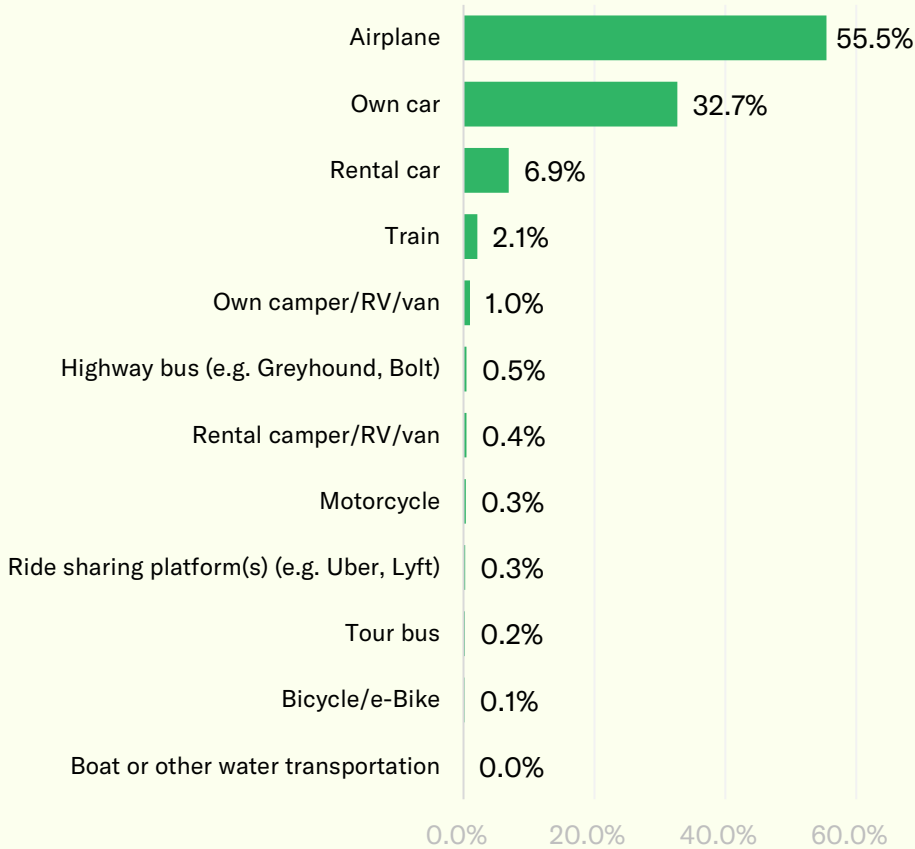
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (1,297 completed surveys)

# Arrivals by plane outstripped those by personal vehicle.

More than half (55.5%) of 2024-2025 Portland region visitors arrived by plane, followed by 32.7% who said they arrived by their own car. Arts & Culture Participants (62.3%) and visitors coming from out-of-state (61.7%) were much more likely to have arrived by plane, while in-state visitors were much more likely to have traveled using their own car (83.6%).

## Arrival Mode of Transportation



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Airplane	55.5%	57.1%	7.1%	61.7%	58.2%	57.1%	62.3%
Own car	32.7%	33.3%	83.6%	25.6%	30.0%	33.2%	26.7%
Rental car	6.9%	4.3%	2.7%	8.3%	7.3%	6.3%	5.1%
Train	2.1%	2.8%	0.6%	2.2%	1.5%	1.5%	3.4%
Own camper/RV/van	1.0%	0.8%	1.9%	0.7%	1.2%	0.7%	0.7%
Highway bus (e.g. Greyhound, Bolt)	0.5%	0.6%	2.1%	0.2%	0.4%	0.5%	0.4%
Rental camper/RV/van	0.4%	0.4%	0.0%	0.5%	0.6%	0.3%	0.0%
Motorcycle	0.3%	0.3%	0.5%	0.3%	0.3%	0.1%	0.5%
Ride sharing platform(s) (e.g. Uber, Lyft)	0.3%	0.0%	0.6%	0.3%	0.1%	0.1%	0.3%
Tour bus	0.2%	0.0%	0.8%	0.2%	0.2%	0.2%	0.7%
Bicycle/e-Bike	0.1%	0.4%	0.0%	0.1%	0.1%	0.0%	0.0%
Boat or other water transportation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

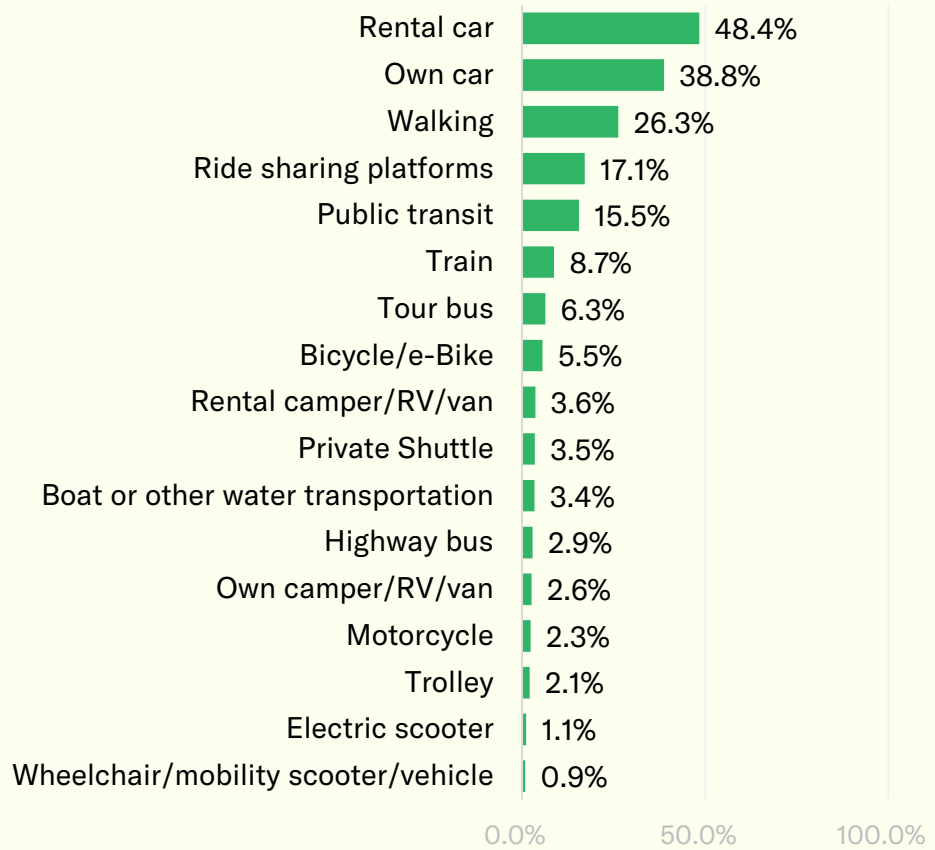
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (1,297 completed surveys)

# Rental vehicles were the top in-market transportation method reported among Portland region visitors.

Usage of rental cars (48.4%) surpassed personal vehicles (38.8%) as the top in-destination transportation for Portland region visitors in 2024-25. However, among the segments, personal cars were the more dominant mode of transportation within Oregon among in-state visitors (84.7%).

## In-Destination Mode of Transportation



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Rental car	48.4%	46.9%	7.8%	54.3%	53.9%	49.2%	54.2%
Own car	38.8%	37.8%	84.7%	32.9%	35.1%	39.0%	33.8%
Walking	26.3%	29.9%	28.0%	25.0%	27.9%	30.1%	36.6%
Ride sharing platforms	17.1%	18.1%	6.3%	18.1%	17.1%	17.8%	23.2%
Public transit	15.5%	19.4%	8.0%	15.1%	16.3%	16.9%	26.2%
Train	8.7%	13.1%	1.6%	8.3%	9.2%	6.9%	11.5%
Tour bus	6.3%	8.1%	1.2%	6.3%	7.4%	6.2%	12.5%
Bicycle/e-Bike	5.5%	5.5%	2.6%	6.0%	6.5%	5.3%	8.8%
Private Shuttle	3.6%	3.2%	1.2%	4.1%	3.7%	3.0%	4.3%
Rental camper/RV/van	3.5%	5.2%	0.0%	3.3%	3.6%	2.9%	5.5%
Own camper/RV/van	3.4%	4.7%	1.7%	3.2%	4.8%	3.1%	6.7%
Boat or other water transportation	2.9%	2.4%	0.0%	3.2%	3.0%	2.0%	3.4%
Highway bus	2.6%	2.0%	0.6%	3.1%	3.0%	1.9%	3.9%
Motorcycle	2.3%	2.5%	0.5%	2.5%	2.8%	1.5%	3.3%
Trolley	2.1%	2.0%	1.5%	2.0%	1.9%	1.7%	2.0%
Electric scooter	1.1%	0.6%	0.6%	1.3%	1.1%	1.0%	0.9%
Wheelchair/mobility scooter/vehicle	0.9%	0.9%	1.7%	0.8%	1.3%	0.9%	1.2%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

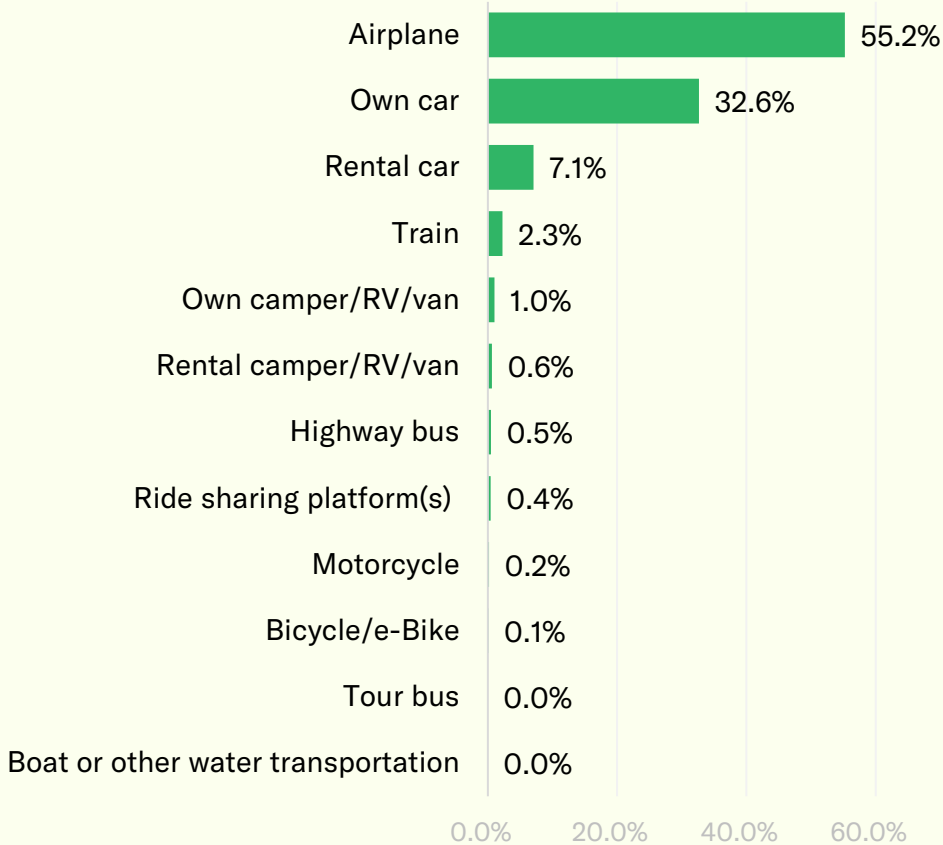
Question: Which modes of transportation did you use in the destination(s) you visited?

Base: Total respondents (1,297 completed surveys)

# Over half of Portland region visitors departed by plane.

A similar share to those who arrived by plane (55.5%) said they also departed Oregon by airplane (55.2%). Just under one-third of Portland region visitors departed by personal vehicle (32.6%). Out-of-state visitors (62.1%) were the most likely to have departed by plane among the segments.

## Departure Mode of Transportation



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Airplane	55.2%	55.2%	5.7%	62.1%	58.2%	57.3%	61.0%
Own car	32.6%	32.5%	84.4%	25.6%	29.7%	32.7%	26.9%
Rental car	7.1%	6.1%	3.3%	7.7%	7.2%	6.2%	6.1%
Train	2.3%	3.0%	0.6%	2.3%	1.7%	1.7%	4.1%
Own camper/RV/van	1.0%	1.8%	1.9%	0.7%	1.5%	0.6%	0.8%
Rental camper/RV/van	0.6%	0.0%	0.0%	0.9%	0.8%	0.6%	0.0%
Highway bus	0.5%	0.6%	2.1%	0.3%	0.4%	0.5%	0.2%
Ride sharing platform(s)	0.4%	0.4%	1.5%	0.3%	0.3%	0.4%	0.7%
Motorcycle	0.2%	0.0%	0.5%	0.2%	0.1%	0.1%	0.4%
Bicycle/e-Bike	0.1%	0.4%	0.0%	0.0%	0.1%	0.0%	0.0%
Tour bus	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boat or other water transportation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

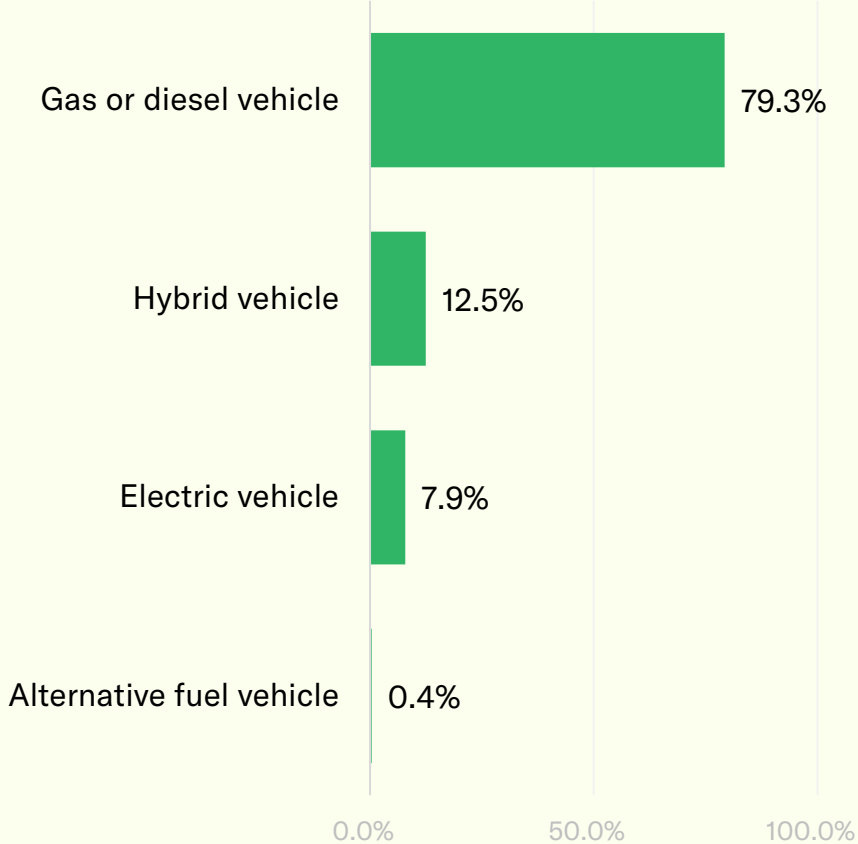
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (1,297 completed surveys)

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

For arrival and departures, nearly eight in ten (79.3%) of Portland region visitors who used either a rental or their own car for transportation said they used a gas or diesel vehicle. Just over one in ten (12.5%) used a hybrid and an even smaller share used an electric vehicle (7.9%). In-state visitors (1.2%) and Food & Drink Participants (5.5%) were less likely than other segments to have used an electric vehicle.

## Vehicle Type on Arrival/Departure



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Gas or diesel vehicle	79.3%	73.2%	88.5%	78.7%	78.6%	80.3%	79.0%
Hybrid vehicle	12.5%	19.7%	10.3%	10.9%	13.5%	13.9%	15.8%
Electric vehicle	7.9%	7.1%	1.2%	9.9%	7.9%	5.5%	4.7%
Alternative fuel vehicle	0.4%	0.0%	0.0%	0.6%	0.0%	0.3%	0.6%
<b>Base</b>	<b>569</b>	<b>101</b>	<b>123</b>	<b>344</b>	<b>315</b>	<b>429</b>	<b>150</b>

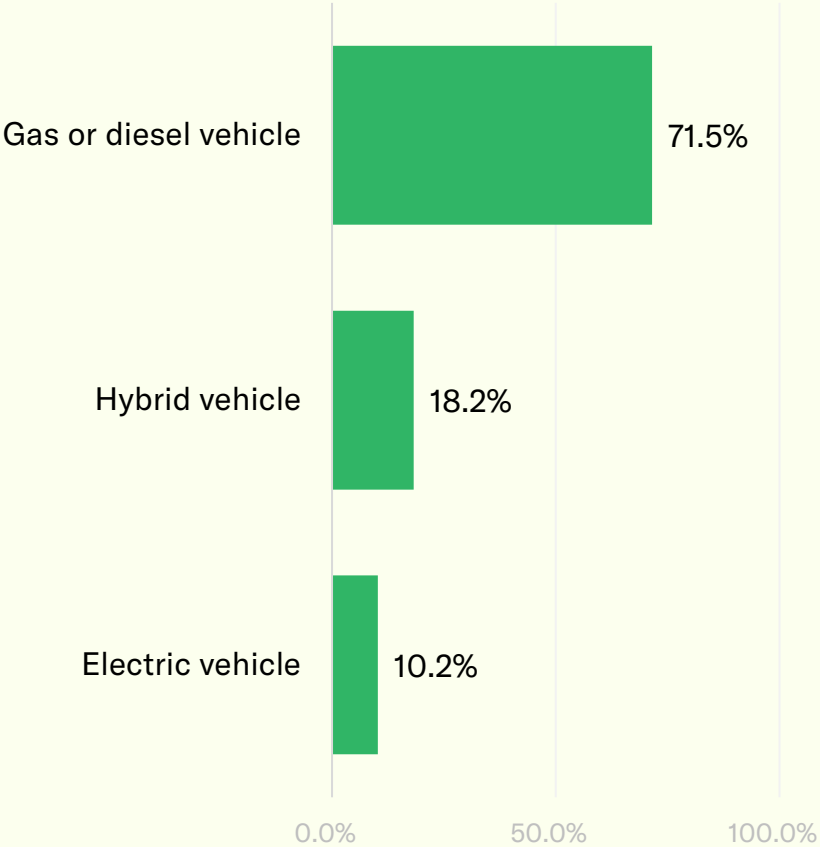
Question: What type of vehicle did you use?

Base: Respondents who arrived or departed using a rental or own personal car (569 completed surveys).

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

As with arrival and departure, 2024-2025 Portland 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 (71.5%). Less than one in five (18.2%) use a hybrid, while one in ten (10.2%) reported using an electric vehicle.

## Vehicle Type In-Market



## By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Gas or diesel vehicle	71.5%	64.3%	77.1%	73.5%	71.5%	72.3%	70.3%
Hybrid vehicle	18.2%	24.3%	13.2%	16.7%	18.8%	17.1%	19.6%
Electric vehicle	10.2%	11.3%	9.7%	9.8%	9.7%	10.6%	10.1%
<b>Base</b>	<b>554</b>	<b>112</b>	<b>8</b>	<b>433</b>	<b>356</b>	<b>445</b>	<b>196</b>

*\*Small sample size*

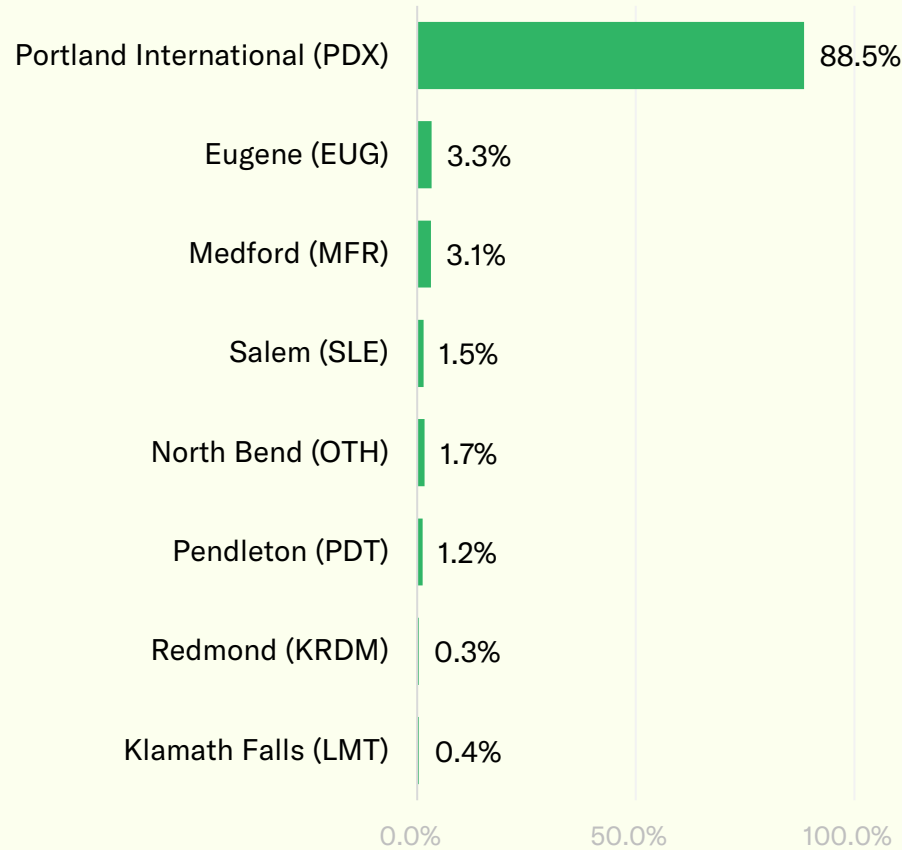
Question: What type of vehicle did you use?

Base: Respondents who used a rental or own personal car while in-market (554 completed surveys).

# PDX was by far the most-used airport for Portland region visitors.

Nearly nine in ten (88.5%) of 2024-2025 visitors to the Portland region who reported arriving and/or departing by airplane from the state said they used Portland International Airport. Among the segments, Food & Drink Participants (90.9%) who arrived or departed by air were even more likely to say that they used PDX.

## Airports Used



## By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Portland International (PDX)	88.5%	91.8%	92.2%	87.7%	89.8%	90.9%	89.5%
Eugene (EUG)	3.3%	1.0%	7.8%	3.8%	1.8%	1.8%	2.2%
Medford (MFR)	3.1%	1.8%	0.0%	3.4%	3.1%	2.2%	3.4%
Salem (SLE)	1.5%	2.0%	0.0%	1.3%	1.6%	1.2%	1.7%
North Bend (OTH)	1.7%	2.4%	0.0%	1.5%	1.1%	2.1%	1.4%
Pendleton (PDT)	1.2%	1.0%	0.0%	1.3%	1.7%	1.2%	1.4%
Redmond (KRDM)	0.3%	0.0%	0.0%	0.5%	0.6%	0.3%	0.4%
Klamath Falls (LMT)	0.4%	0.0%	0.0%	0.5%	0.4%	0.3%	0.0%
<b>Base</b>	<b>729</b>	<b>149</b>	<b>9</b>	<b>569</b>	<b>446</b>	<b>569</b>	<b>257</b>

*\*Small sample size*

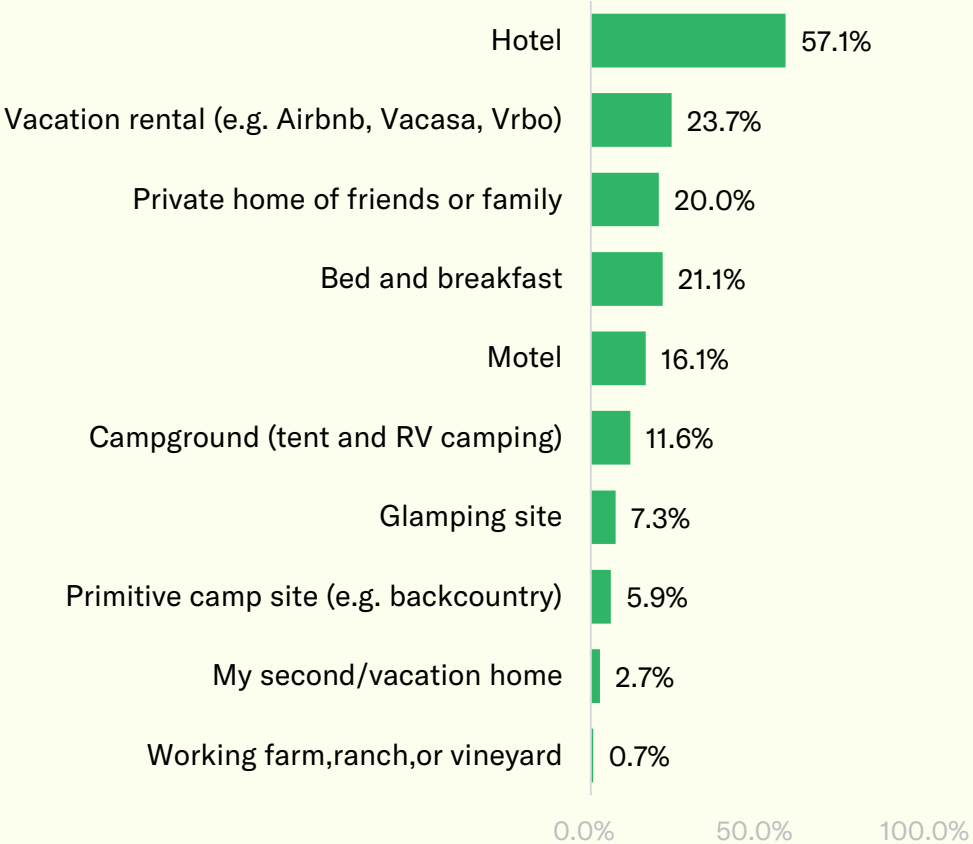
Question: Which airport did you arrive to/depart from?

Base: Respondents who arrived and/or departed via airplane (729 completed surveys).

# Over half of Portland region visitors stayed in a hotel

At 57.1%, a majority of 2024-2025 Portland region visitors who stayed overnight on their most recent trip reported using a hotel, followed distantly by just under one in four (23.7%) who stayed in a vacation rental and one in five who stayed in the private home of friends or family (20.0%). Outdoor Recreation Participants (28.7%) were more likely to have stayed in a vacation rental compared to other travelers to the Portland region.

## Accommodations Used



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Hotel	57.1%	59.7%	34.7%	59.1%	56.6%	58.2%	60.2%
Vacation rental (e.g. Airbnb, Vacasa, Vrbo)	23.7%	24.1%	19.4%	23.9%	28.7%	23.8%	27.9%
Private home of friends or family	20.0%	15.4%	32.3%	19.7%	19.0%	20.9%	19.5%
Bed and breakfast	21.1%	19.2%	12.6%	22.7%	24.3%	17.8%	26.6%
Motel	16.1%	15.3%	21.2%	15.6%	17.0%	16.3%	18.1%
Campground (tent and RV camping)	11.6%	7.6%	13.8%	12.5%	13.9%	9.0%	12.5%
Glamping site	7.3%	5.9%	4.2%	7.9%	7.6%	4.7%	9.8%
Primitive camp site (e.g. backcountry)	5.9%	5.4%	3.3%	6.2%	6.4%	4.0%	6.8%
My second/vacation home	2.7%	2.0%	3.4%	2.6%	3.7%	2.3%	3.4%
Working farm, ranch, or vineyard	0.7%	1.4%	0.0%	0.5%	1.1%	0.7%	1.2%
<b>Base</b>	<b>1,259</b>	<b>246</b>	<b>123</b>	<b>887</b>	<b>748</b>	<b>971</b>	<b>396</b>

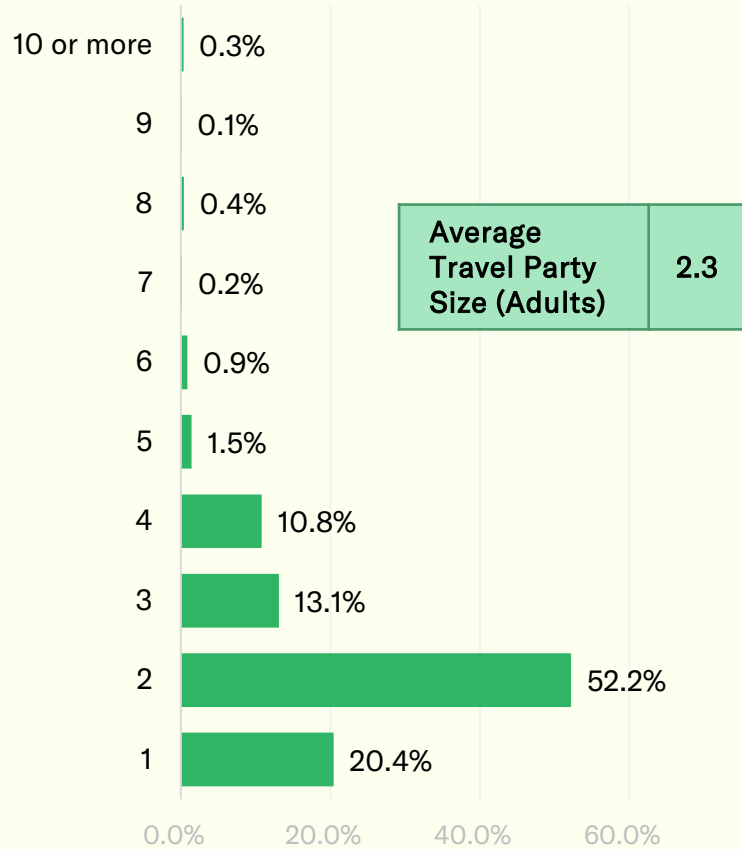
Question: In which type of lodging/accommodations did you stay in during this trip?

Base: Overnight visitors (1,259 completed surveys).

# Most Portland region visitors traveled with one other adult.

Over half of 2024-2025 Portland region visitors to Oregon traveled with one other adult (52.2%). The average number of adults per travel party was 2.3 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	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	0.3%	1.3%	0.0%	0.1%	0.3%	0.4%	0.3%
9	0.1%	0.0%	0.0%	0.2%	0.2%	0.2%	0.0%
8	0.4%	0.3%	1.0%	0.3%	0.2%	0.4%	0.6%
7	0.2%	0.0%	1.1%	0.1%	0.2%	0.1%	0.2%
6	0.9%	1.1%	1.1%	0.8%	0.9%	1.0%	1.4%
5	1.5%	0.6%	2.3%	1.6%	1.5%	1.4%	1.6%
4	10.8%	14.4%	9.0%	9.9%	12.9%	11.4%	13.2%
3	13.1%	11.1%	14.2%	13.5%	14.0%	13.5%	15.5%
2	52.2%	56.2%	54.6%	50.9%	51.9%	53.6%	49.2%
1 people	20.4%	15.1%	16.6%	22.6%	17.9%	18.2%	18.0%
<b>Average Travel Party Size (Adults)</b>	<b>2.3</b>	<b>2.5</b>	<b>2.4</b>	<b>2.2</b>	<b>2.4</b>	<b>2.3</b>	<b>2.4</b>
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

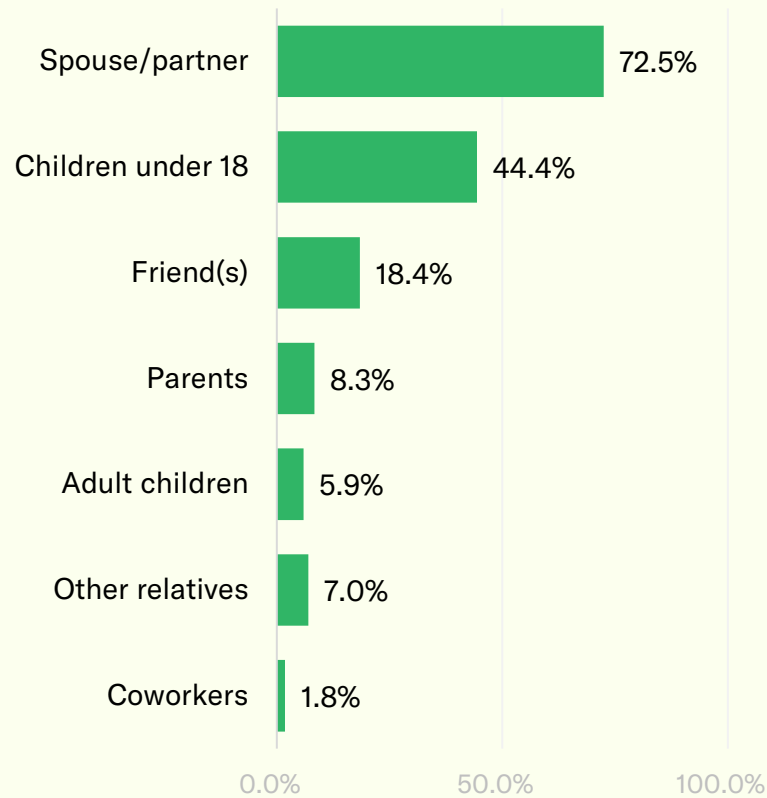
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (1,297 completed surveys)

# More than seven in ten Portland region visitors traveled with their spouse or partner.

At 72.5%, nearly three in four 2024-2025 Portland region visitors reported traveling to Oregon with their significant other, while more than four in ten (44.4%) reported traveling with children under 18. In total, 19.5% of visitors were solo travelers. Among the segments, in-state visitors (24.2%) were more likely than other segments to have traveled with friends.

## Travel Party Composition



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Spouse/partner	72.5%	76.2%	63.7%	72.5%	73.0%	73.5%	72.7%
Children under 18	44.4%	42.9%	30.6%	46.8%	47.4%	43.0%	41.8%
Friend(s)	18.4%	18.1%	24.2%	17.8%	19.9%	18.3%	21.2%
Parents	8.3%	6.6%	12.4%	8.3%	9.6%	8.3%	11.2%
Adult children	5.9%	2.6%	9.4%	6.5%	5.9%	5.4%	5.1%
Other relatives	7.0%	4.1%	12.0%	7.2%	7.7%	7.8%	9.0%
Coworkers	1.8%	2.2%	0.6%	1.9%	1.2%	1.8%	2.1%
<b>Base</b>	<b>1,077</b>	<b>212</b>	<b>121</b>	<b>741</b>	<b>653</b>	<b>840</b>	<b>343</b>

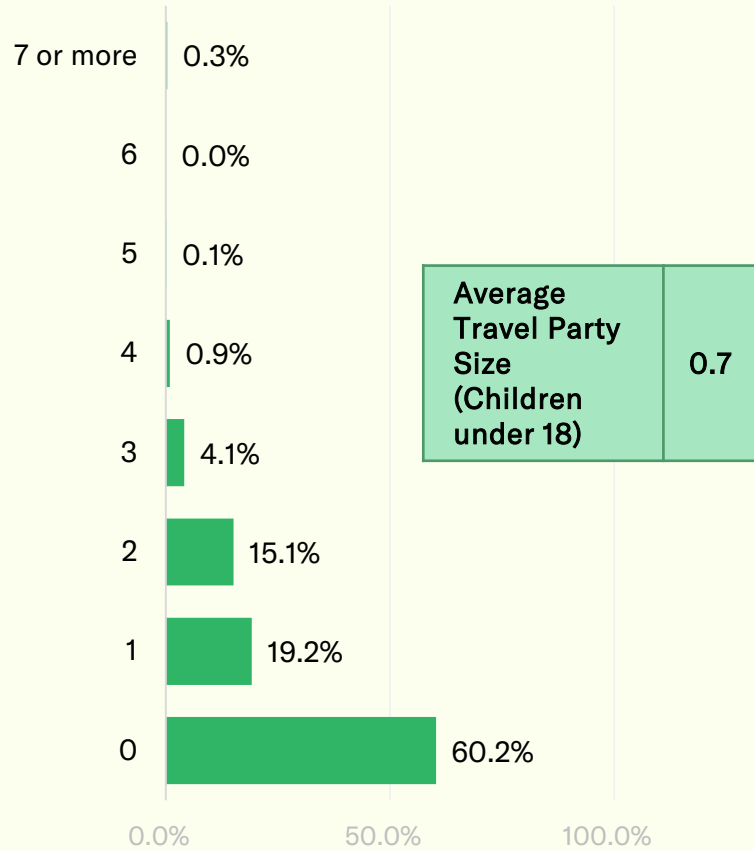
Question: Who were you traveling with?

Base: Respondents who traveled in a party of 2 or more people (1,077 completed surveys)

# Four in ten Portland region visitors traveled with children to Oregon.

Six in ten (60.2%) of visitors to the Portland region did not travel with any children on their trip to Oregon. In state visitors (71.8%) were the most likely segment to have traveled with no children.

## Travel Party Size – Children under 18



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
7 or more	0.3%	1.0%	0.0%	0.2%	0.3%	0.2%	0.6%
6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	0.1%	0.5%	0.0%	0.1%	0.1%	0.2%	0.4%
4	0.9%	1.1%	0.6%	0.9%	0.8%	0.4%	0.9%
3	4.1%	4.1%	6.1%	3.7%	4.2%	4.3%	3.3%
2	15.1%	16.1%	8.6%	15.6%	16.7%	15.8%	15.6%
1	19.2%	19.8%	13.0%	19.8%	21.1%	18.0%	18.3%
0	60.2%	57.4%	71.8%	59.7%	56.9%	61.1%	61.0%
<b>Average Travel Party Size (Children under 18)</b>	<b>0.7</b>	<b>0.8</b>	<b>0.5</b>	<b>0.7</b>	<b>0.8</b>	<b>0.7</b>	<b>0.7</b>
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

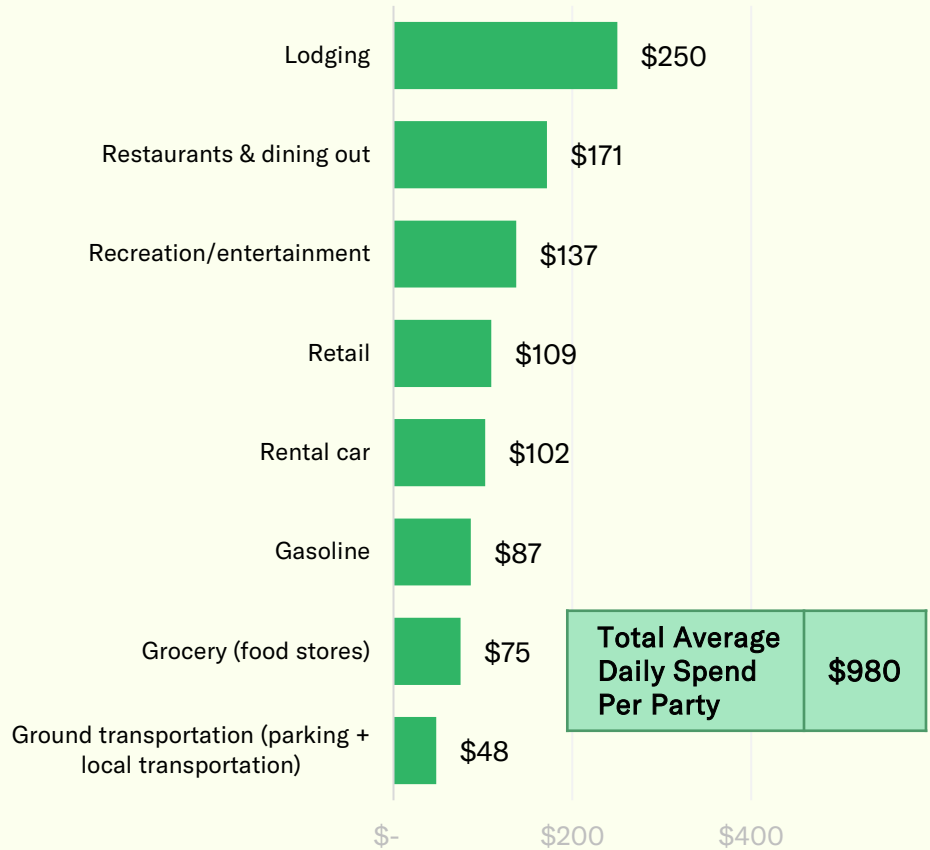
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (1,297 completed surveys)

# Lodging and dining represent the largest spending categories.

Portland region visitors in 2024-2025 reported a total average daily trip spend of \$980. Lodging represents the largest share at \$250, followed by restaurants and dining out at \$171. For the segments, Outdoor Recreation Participants spent the highest average of \$1,078 per party per day, while in-state visitors had by far the lowest spend across all categories except for gasoline (\$127).

## Daily Spend Per Party



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Lodging	\$250	\$260	\$167	\$258	\$277	\$257	\$259
Restaurants & dining out	\$171	\$164	\$192	\$170	\$174	\$182	\$167
Recreation/entertainment	\$137	\$136	\$73	\$144	\$162	\$141	\$142
Retail	\$109	\$107	\$55	\$115	\$124	\$111	\$109
Rental car	\$102	\$110	\$14	\$112	\$116	\$100	\$112
Gasoline	\$87	\$77	\$127	\$83	\$87	\$88	\$75
Grocery (food stores)	\$75	\$71	\$57	\$78	\$85	\$75	\$74
Ground transportation (parking + local transportation)	\$48	\$42	\$15	\$53	\$53	\$44	\$47
<b>Total Average Daily Spend Per Party</b>	<b>\$980</b>	<b>\$968</b>	<b>\$701</b>	<b>\$1,013</b>	<b>\$1,078</b>	<b>\$997</b>	<b>\$986</b>
<b>Base</b>	<b>1,296</b>	<b>249</b>	<b>140</b>	<b>904</b>	<b>756</b>	<b>991</b>	<b>403</b>

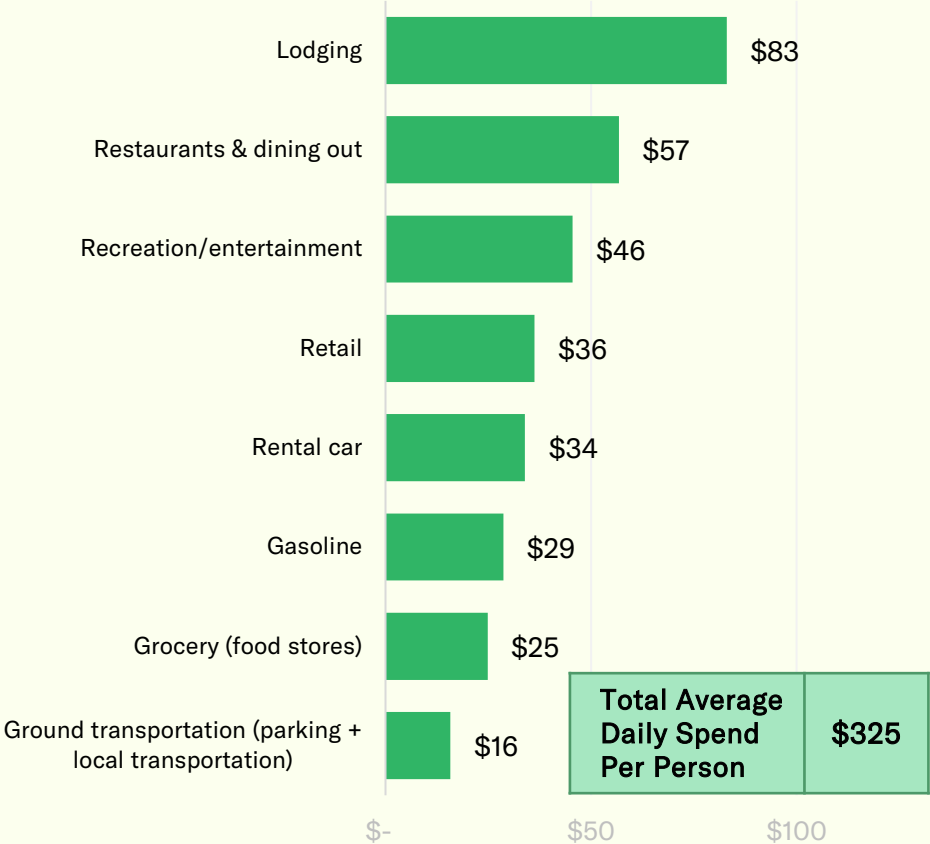
Question: Excluding airfare, please tell us approximately how much your travel group spent PER DAY in Oregon on each of the following categories, in \$USD?

Base: Total respondents (1,296 completed surveys)

# On average, each Portland region visitor spent about \$325 per day.

Based on the average travel party size, on average each visitor to the Portland region spent \$325 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 \$347, while in-state visitors had the lowest average at \$242, followed by Canadian visitors at \$285.

## Daily Spend Per Person



## By Segment

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Lodging	\$83	\$77	\$58	\$88	\$88	\$85	\$82
Restaurants & dining out	\$57	\$48	\$66	\$58	\$55	\$60	\$53
Recreation/entertainment	\$46	\$40	\$25	\$50	\$51	\$47	\$45
Retail	\$36	\$31	\$19	\$39	\$39	\$37	\$35
Rental car	\$34	\$33	\$5	\$38	\$37	\$33	\$36
Gasoline	\$29	\$23	\$44	\$29	\$27	\$29	\$24
Grocery (food stores)	\$25	\$21	\$20	\$27	\$27	\$25	\$24
Ground transportation (parking + local transportation)	\$16	\$12	\$5	\$18	\$17	\$14	\$15
<b>Total Average Daily Spend Per Party</b>	<b>\$325</b>	<b>\$285</b>	<b>\$242</b>	<b>\$347</b>	<b>\$342</b>	<b>\$329</b>	<b>\$313</b>
<b>Base</b>	<b>1,296</b>	<b>249</b>	<b>140</b>	<b>904</b>	<b>756</b>	<b>991</b>	<b>403</b>

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

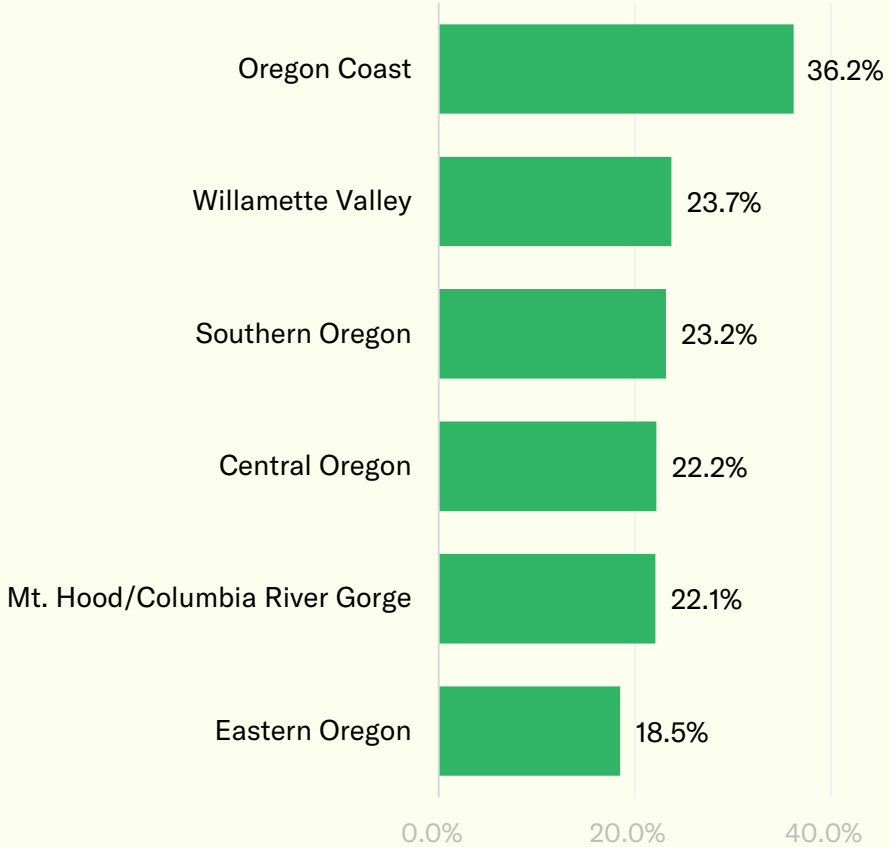
Base: Total respondents (1,296 completed surveys)

# Detailed Findings: Region Visitation

# Over one in three Portland region visitors also visited the Coast.

At 36.2%, the Oregon Coast was the second-most visited region of Oregon among Portland region visitors. Just under one in four visited the Willamette Valley region (23.7%), Southern Oregon (23.2%), Central Oregon (22.2%), and/or Mt. Hood/CRG region (22.1%), while less than one in five Portland region visitors went to Eastern Oregon (18.5%).

## Other Oregon Regions Visited



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Oregon Coast	36.2%	33.6%	51.6%	34.9%	44.6%	38.9%	39.5%
Willamette Valley	23.7%	18.1%	43.7%	22.5%	25.9%	24.4%	26.1%
Southern Oregon	23.2%	14.5%	27.5%	24.8%	25.3%	22.2%	22.8%
Central Oregon	22.2%	20.8%	28.9%	21.7%	26.2%	20.9%	24.9%
Mt. Hood/Columbia River Gorge	22.1%	16.1%	35.8%	22.0%	28.1%	23.5%	25.2%
Eastern Oregon	18.5%	14.9%	19.2%	19.1%	20.7%	16.0%	19.4%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

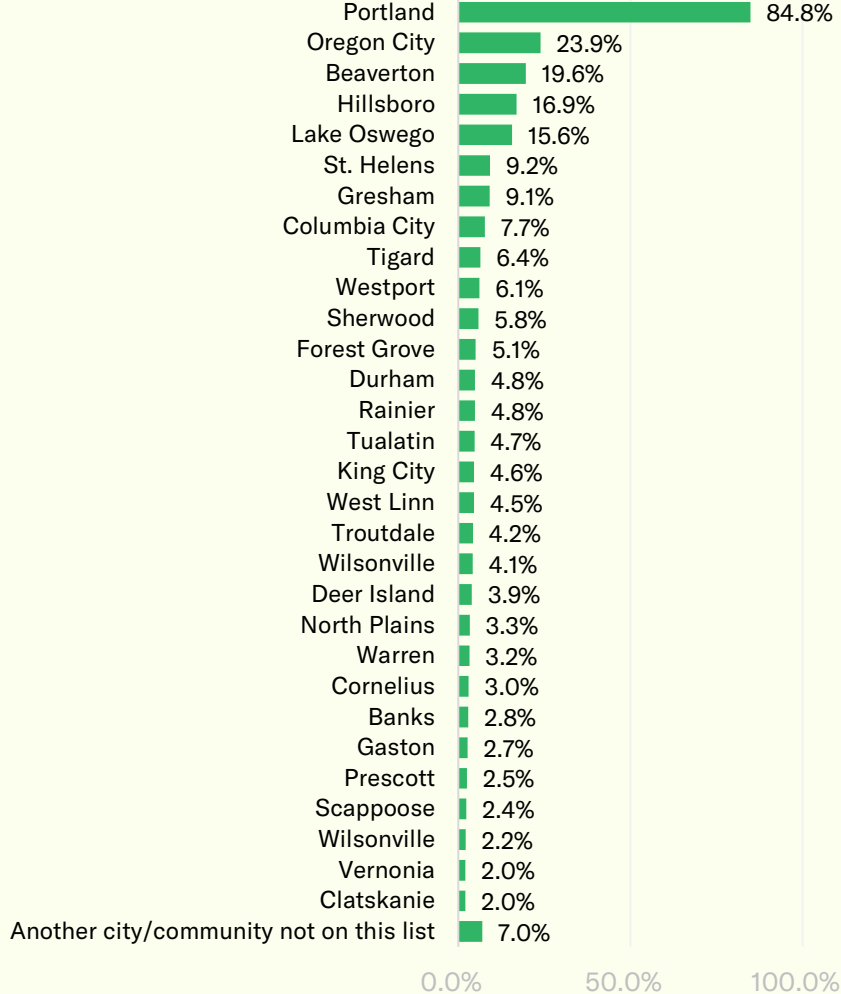
Question: Which region(s) in Oregon did you visit on this most recent trip?

Base: Total respondents (1,297 completed surveys)

# Over eight in ten region visitors traveled to Portland.

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

## Portland Region Cities Visited



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

Base: Total respondents (1,260 completed surveys).

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

## Portland Region Cities Visited by Segment

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

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

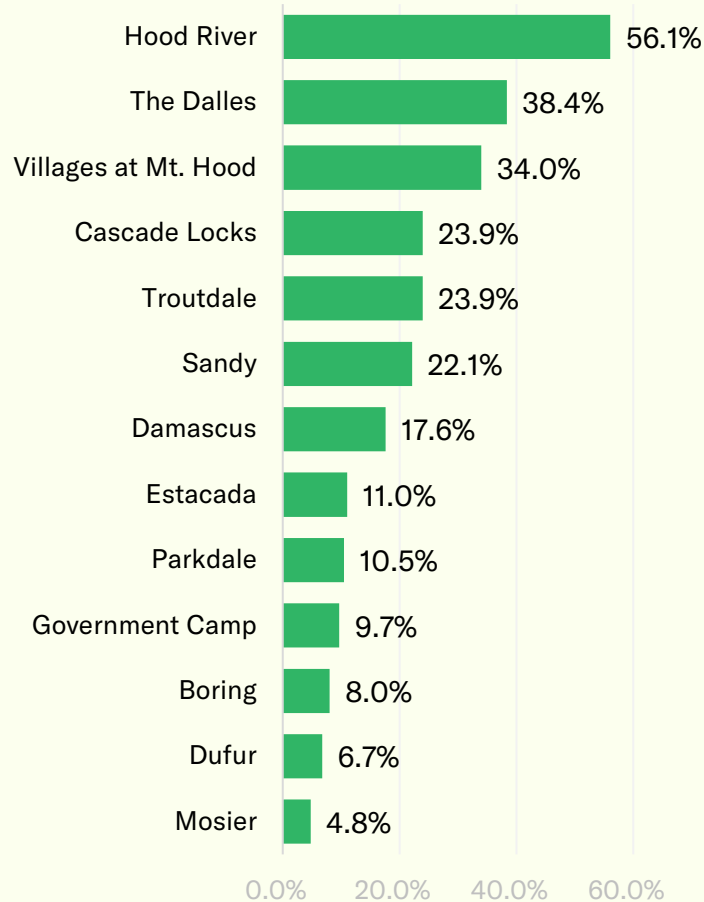
Question: Which cities in the Portland region did you visit on the most recent trip?

Base: Total respondents trip (1,260 completed surveys).

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

Among the 22.1% of Portland region visitors who traveled to the Mt. Hood/Columbia River Gorge Region, Hood River (56.1%) was the most visited. This was followed by nearly four in ten (38.4%) who visited The Dalles, and just over one-third (34.0%) who visited the Villages at Mt. Hood.

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



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Hood River	56.1%	44.9%	55.5%	58.8%	57.4%	56.1%	55.4%
The Dalles	38.4%	25.3%	29.2%	42.6%	39.3%	38.7%	47.1%
Villages at Mt. Hood	34.0%	38.4%	28.7%	33.9%	35.4%	35.0%	41.7%
Cascade Locks	23.9%	17.7%	17.0%	26.3%	24.0%	23.6%	30.2%
Troutdale	23.9%	32.5%	22.4%	22.1%	28.0%	22.9%	27.5%
Sandy	22.1%	15.3%	35.1%	21.0%	21.7%	22.3%	28.1%
Damascus	17.6%	25.2%	20.7%	15.0%	16.3%	16.0%	24.7%
Estacada	11.0%	11.2%	15.6%	10.1%	11.6%	10.0%	13.4%
Parkdale	10.5%	4.4%	5.8%	12.3%	13.1%	9.8%	17.6%
Government Camp	9.7%	0.0%	16.8%	9.8%	11.2%	10.6%	9.8%
Boring	8.0%	14.2%	14.2%	5.0%	6.5%	8.4%	13.3%
Dufur	6.7%	3.0%	3.5%	7.7%	6.5%	5.8%	7.7%
Mosier	4.8%	0.0%	0.0%	6.8%	5.5%	3.3%	5.4%
Another city/community not on this list	8.2%	6.6%	14.1%	7.4%	6.7%	7.7%	8.7%
<b>Base</b>	<b>266</b>	<b>36</b>	<b>44</b>	<b>185</b>	<b>194</b>	<b>218</b>	<b>88</b>

*\*Small sample size*

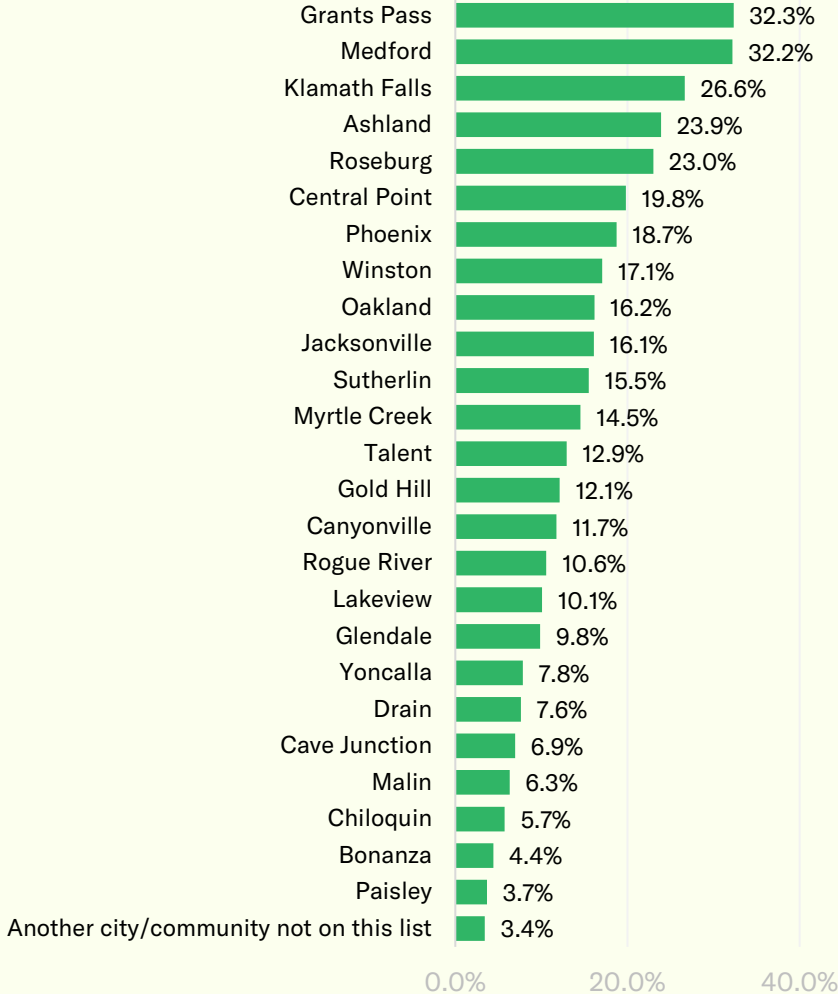
Question: Which cities in the Mt. Hood and the Columbia River Gorge region did you visit on the most recent trip?

Base: Respondents who also visited the Mt. Hood/Columbia River Gorge Region on their most recent trip (266 completed surveys).

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

Of the 23.2% of Portland region visitors who traveled to the Southern Oregon region on their trip to Oregon, nearly one in three visited Grants Pass (32.3%), followed closely by Ashland (32.2%). About one in four reported visiting Klamath Falls (26.6%), Ashland (23.9%) and/or Roseburg (23.0%).

Southern Oregon Region Cities Visited



Question: Which cities in the Southern Oregon region did you visit on the most recent trip?  
 Base: Respondents who also visited the Southern Oregon Region on their most recent trip (252 completed surveys).

# Food & Drink, Outdoor Recreation Participants, and out-of-state visitors were more likely to have gone to Medford than Grants Pass.

## Southern Oregon Region Cities Visited by Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Grants Pass	32.3%	36.5%	57.5%	28.1%	33.2%	34.1%	43.6%
Medford	32.2%	30.0%	55.0%	29.7%	34.1%	36.9%	36.9%
Klamath Falls	26.6%	23.3%	37.3%	26.2%	28.5%	29.7%	25.1%
Ashland	23.9%	11.7%	41.7%	23.9%	21.4%	25.4%	31.1%
Roseburg	23.0%	36.1%	39.9%	19.1%	20.7%	20.5%	32.4%
Central Point	19.8%	21.5%	22.4%	18.7%	20.1%	21.2%	20.3%
Phoenix	18.7%	24.9%	14.2%	18.7%	16.8%	16.6%	17.7%
Winston	17.1%	23.4%	12.4%	16.1%	16.9%	17.5%	16.9%
Oakland	16.2%	13.3%	8.6%	17.0%	16.5%	14.2%	15.1%
Jacksonville	16.1%	18.0%	14.7%	16.3%	15.7%	16.8%	18.8%
Sutherlin	15.5%	21.6%	3.0%	16.4%	15.0%	11.2%	9.9%
Myrtle Creek	14.5%	15.0%	11.4%	14.2%	14.0%	13.0%	16.7%
Talent	12.9%	13.1%	8.6%	12.4%	12.4%	9.6%	16.9%
Gold Hill	12.1%	27.7%	16.8%	8.3%	12.7%	10.5%	15.1%
Canyonville	11.7%	16.7%	8.1%	10.7%	10.7%	9.1%	10.7%
Rogue River	10.6%	4.6%	21.8%	10.2%	7.7%	9.1%	7.0%
Lakeview	10.1%	17.4%	0.0%	10.0%	9.1%	11.8%	13.2%
Glendale	9.8%	13.7%	13.2%	9.0%	10.9%	7.6%	9.2%
Yoncalla	7.8%	9.2%	0.0%	8.8%	6.7%	5.8%	8.6%
Drain	7.6%	9.2%	0.0%	7.6%	6.2%	6.6%	9.1%
Cave Junction	6.9%	13.9%	12.1%	4.9%	7.0%	5.8%	8.6%
Malin	6.3%	4.6%	0.0%	6.6%	7.7%	5.3%	7.2%
Chiloquin	5.7%	9.2%	2.0%	4.8%	5.8%	5.6%	5.7%
Bonanza	4.4%	4.6%	2.5%	4.7%	6.0%	3.7%	8.3%
Paisley	3.7%	4.6%	5.6%	3.3%	4.4%	3.3%	3.3%
Another city/community not on this list	3.4%	6.3%	6.7%	2.6%	4.2%	3.6%	2.5%
Base	252	30	28	191	159	185	75

*\*Small sample size*

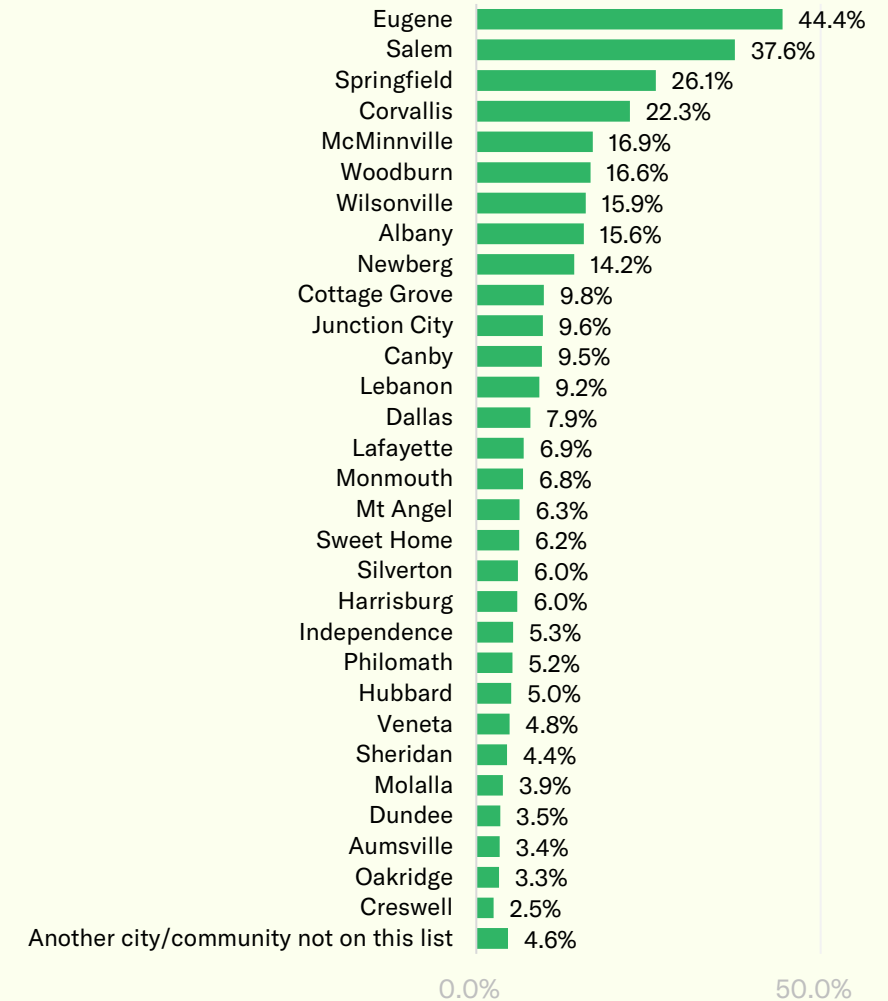
Question: Which cities in the Southern Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Southern Oregon Region on their most recent trip (252 completed surveys).

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

Of the 23.7% of Portland region visitors who traveled to the Willamette Valley on their most recent trip to Oregon in 2024-2025, the largest share reported visiting Eugene (44.4%). Over one-third said they went to Salem (37.6%), followed by about one in four who visited Springfield (26.1%) 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 (256 completed surveys).

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

## Willamette Valley Region Cities Visited by Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Eugene	44.4%	52.1%	44.0%	43.2%	47.7%	44.4%	52.1%
Salem	37.6%	41.9%	38.0%	36.8%	42.6%	37.8%	45.3%
Springfield	26.1%	32.8%	40.3%	21.1%	26.8%	26.0%	31.5%
Corvallis	22.3%	14.9%	29.4%	22.5%	24.7%	24.9%	20.6%
McMinnville	16.9%	25.5%	21.0%	14.0%	19.0%	16.6%	19.4%
Woodburn	16.6%	9.7%	27.1%	15.7%	19.1%	16.8%	16.9%
Wilsonville	15.9%	10.1%	22.4%	15.7%	19.9%	15.2%	16.8%
Albany	15.6%	14.4%	13.6%	16.5%	14.5%	15.9%	17.0%
Newberg	14.2%	6.2%	21.1%	13.5%	12.9%	10.5%	13.4%
Cottage Grove	9.8%	9.1%	17.6%	7.1%	10.7%	8.5%	7.4%
Junction City	9.6%	7.4%	14.5%	8.0%	10.9%	8.7%	12.1%
Canby	9.5%	2.6%	15.7%	9.7%	8.8%	8.6%	7.5%
Lebanon	9.2%	8.5%	6.0%	9.2%	9.6%	9.5%	9.6%
Dallas	7.9%	7.4%	11.4%	6.1%	6.3%	7.6%	8.9%
Lafayette	6.9%	9.1%	2.2%	7.6%	7.7%	8.2%	9.5%
Monmouth	6.8%	3.6%	2.2%	7.7%	7.5%	7.1%	7.4%
Mt Angel	6.3%	0.0%	5.5%	7.0%	6.2%	7.0%	6.3%
Sweet Home	6.2%	4.4%	5.7%	6.8%	5.4%	5.5%	10.1%
Silverton	6.0%	3.6%	10.3%	5.6%	7.0%	6.3%	8.2%
Harrisburg	6.0%	7.2%	9.0%	5.0%	6.5%	6.6%	6.5%
Independence	5.3%	6.2%	3.7%	5.6%	6.4%	4.2%	5.6%
Philomath	5.2%	3.6%	8.5%	4.8%	4.7%	4.4%	12.8%
Hubbard	5.0%	12.3%	3.3%	3.8%	5.4%	4.8%	6.3%
Veneta	4.8%	0.0%	9.7%	4.8%	5.4%	3.3%	2.3%
Sheridan	4.4%	6.6%	1.8%	3.6%	4.1%	3.4%	5.5%
Molalla	3.9%	0.0%	9.2%	3.4%	4.9%	4.1%	5.9%
Dundee	3.5%	0.0%	0.0%	5.2%	2.1%	3.8%	4.2%
Aumsville	3.4%	0.0%	1.9%	4.6%	3.2%	2.7%	4.8%
Oakridge	3.3%	5.3%	4.8%	2.5%	2.2%	3.5%	4.9%
Creswell	2.5%	0.0%	4.3%	1.6%	1.2%	2.3%	2.0%
Another city/community not on this list	4.6%	3.2%	4.7%	4.9%	3.0%	5.0%	2.9%
<b>Base</b>	<b>256</b>	<b>39</b>	<b>49</b>	<b>167</b>	<b>161</b>	<b>206</b>	<b>86</b>

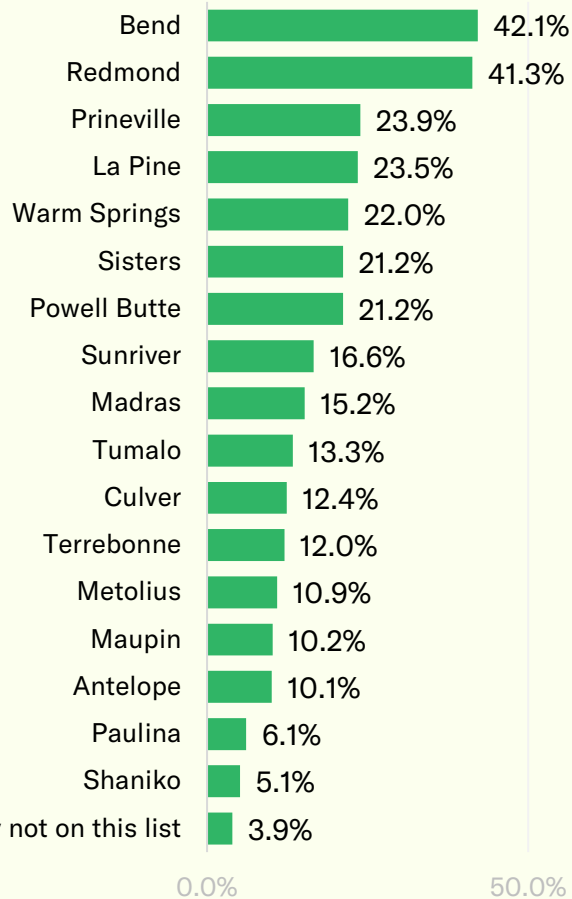
\*Small sample size

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 (256 completed surveys).

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

Among the 22.2% of 2024-2025 Portland region visitors who also went to Central Oregon on their trip, Bend (42.1%) just outpaced Redmond (41.3%) as the top-visited city in the region. This was followed distantly by about one in five who visited Prineville (23.9%) and/or La Pine (23.5%).

## Central Oregon Region Cities Visited



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Redmond	42.1%	35.8%	88.7%	36.5%	41.6%	45.8%	34.4%
Bend	41.3%	53.0%	53.2%	36.2%	44.5%	40.3%	46.1%
Sisters	23.9%	19.9%	26.0%	24.3%	21.0%	22.6%	29.3%
Warm Springs	23.5%	13.0%	29.2%	25.6%	23.2%	20.6%	29.2%
Prineville	22.0%	28.1%	11.3%	22.1%	23.1%	22.6%	25.8%
La Pine	21.2%	11.2%	24.6%	23.1%	22.1%	19.9%	32.8%
Sunriver	21.2%	19.9%	10.9%	23.3%	21.2%	19.6%	28.2%
Madras	16.6%	16.3%	15.8%	16.9%	18.9%	14.7%	21.9%
Powell Butte	15.2%	12.6%	13.7%	16.2%	14.7%	11.9%	21.3%
Culver	13.3%	10.2%	2.6%	16.1%	12.1%	9.3%	16.8%
Terrebonne	12.4%	5.5%	3.3%	16.0%	13.3%	13.4%	17.3%
Tumalo	12.0%	19.3%	0.0%	11.5%	13.4%	12.4%	6.9%
Metolius	10.9%	10.0%	2.6%	12.1%	9.9%	11.2%	13.5%
Maupin	10.2%	6.7%	0.0%	13.0%	9.9%	7.3%	18.3%
Antelope	10.1%	12.3%	0.0%	11.1%	11.5%	9.5%	17.7%
Paulina	6.1%	8.3%	0.0%	6.5%	7.5%	4.9%	11.6%
Shaniko	5.1%	3.1%	0.0%	6.6%	5.7%	3.8%	7.8%
Another city/community not on this list	3.9%	3.4%	2.9%	4.3%	3.9%	5.1%	2.3%
<b>Base</b>	<b>251</b>	<b>47</b>	<b>31</b>	<b>172</b>	<b>164</b>	<b>181</b>	<b>84</b>

\*Small sample size

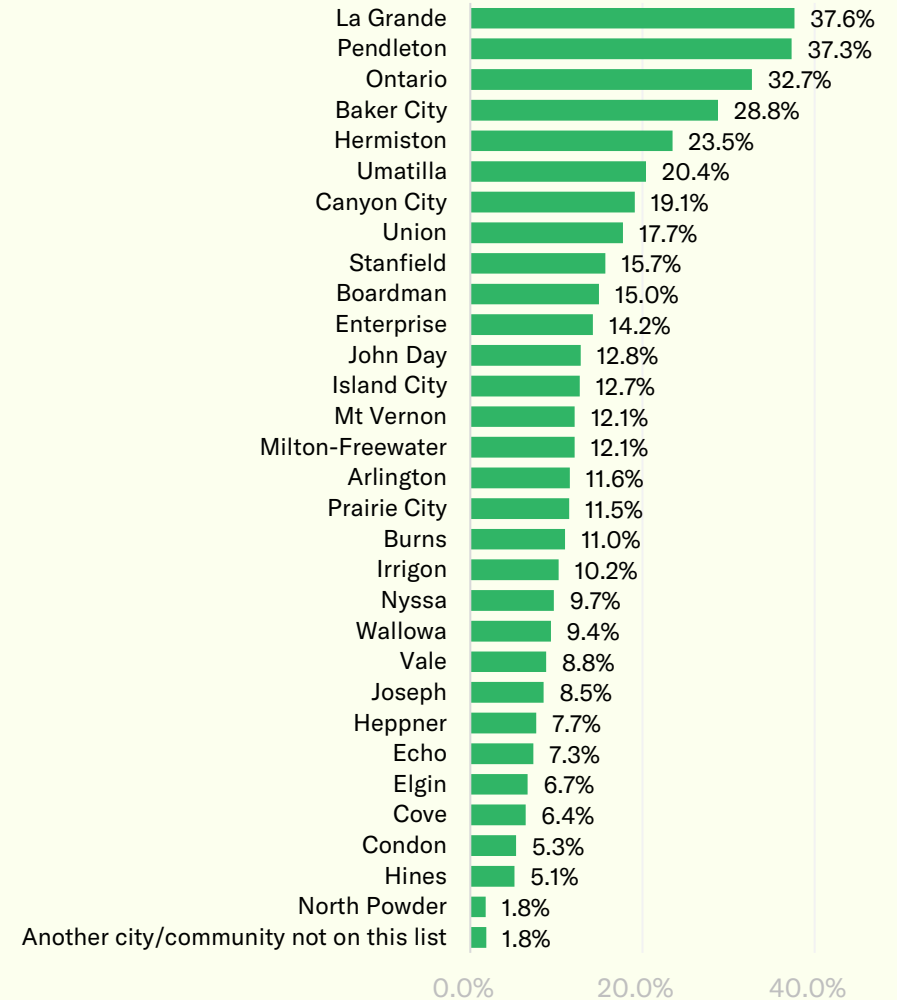
Question: Which cities in the Central Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Central Oregon Region on their most recent trip (251 completed surveys).

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

For the 18.5% of Portland region visitors who also traveled to the Eastern Oregon region in 2024-25, the largest share reported visiting La Grande (37.6%), followed closely by Pendleton (37.3%). One in three said they visited Ontario (32.7%).

## 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 (206 completed surveys).

# Arts & Culture Participants were more likely to have visited Baker City.

## Eastern Oregon Region Cities Visited by Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
La Grande	37.6%	41.6%	40.9%	36.7%	43.4%	37.8%	41.2%
Pendleton	37.3%	34.2%	46.1%	37.4%	34.3%	35.8%	54.5%
Ontario	32.7%	57.2%	6.1%	30.0%	34.0%	37.3%	43.9%
Baker City	28.8%	23.2%	7.8%	31.7%	28.5%	30.0%	26.6%
Hermiston	23.5%	28.9%	30.0%	21.5%	29.1%	23.6%	25.3%
Umatilla	20.4%	36.5%	25.3%	14.2%	13.5%	19.7%	22.7%
Canyon City	19.1%	20.6%	6.5%	19.3%	17.6%	15.9%	14.0%
Union	17.7%	17.4%	3.8%	17.8%	17.9%	22.3%	16.8%
Stanfield	15.7%	27.4%	3.8%	13.3%	11.9%	12.8%	12.4%
Boardman	15.0%	13.6%	9.0%	13.8%	11.0%	13.6%	17.7%
Enterprise	14.2%	23.7%	10.9%	10.8%	15.5%	14.3%	13.4%
John Day	12.8%	9.9%	23.9%	12.0%	8.9%	14.3%	19.4%
Island City	12.7%	10.1%	0.0%	14.3%	14.5%	12.5%	14.4%
Mt Vernon	12.1%	8.7%	8.9%	13.0%	12.5%	14.0%	11.4%
Milton-Freewater	12.1%	13.7%	8.2%	12.5%	13.0%	12.4%	11.9%
Arlington	11.6%	7.5%	8.9%	11.8%	12.3%	11.4%	11.2%
Prairie City	11.5%	15.6%	0.0%	12.0%	10.3%	9.8%	13.4%
Burns	11.0%	14.5%	6.8%	10.3%	7.6%	12.5%	16.1%
Irrigon	10.2%	10.1%	8.3%	9.5%	9.1%	9.9%	11.9%
Nyssa	9.7%	2.7%	3.0%	10.4%	9.8%	9.6%	10.9%
Wallowa	9.4%	5.7%	14.3%	9.9%	10.7%	10.7%	9.3%
Vale	8.8%	10.1%	3.0%	7.5%	5.4%	7.7%	13.8%
Joseph	8.5%	7.5%	7.8%	9.0%	6.6%	10.6%	10.6%
Heppner	7.7%	16.8%	3.0%	4.9%	8.1%	6.7%	3.2%
Echo	7.3%	10.1%	0.0%	5.8%	9.1%	7.2%	9.7%
Elgin	6.7%	11.3%	0.0%	6.4%	6.5%	8.5%	6.6%
Cove	6.4%	2.6%	0.0%	6.9%	6.0%	7.9%	6.0%
Condon	5.3%	7.5%	0.0%	4.3%	7.4%	7.1%	5.8%
Hines	5.1%	4.4%	0.0%	4.1%	5.4%	6.6%	7.5%
North Powder	1.8%	4.4%	6.5%	0.7%	2.0%	2.0%	1.6%
Another city/community not on this list	1.8%	0.0%	8.2%	1.7%	1.9%	2.4%	1.0%
<b>Base</b>	206	33	19	151	132	132	66

\*Small sample size

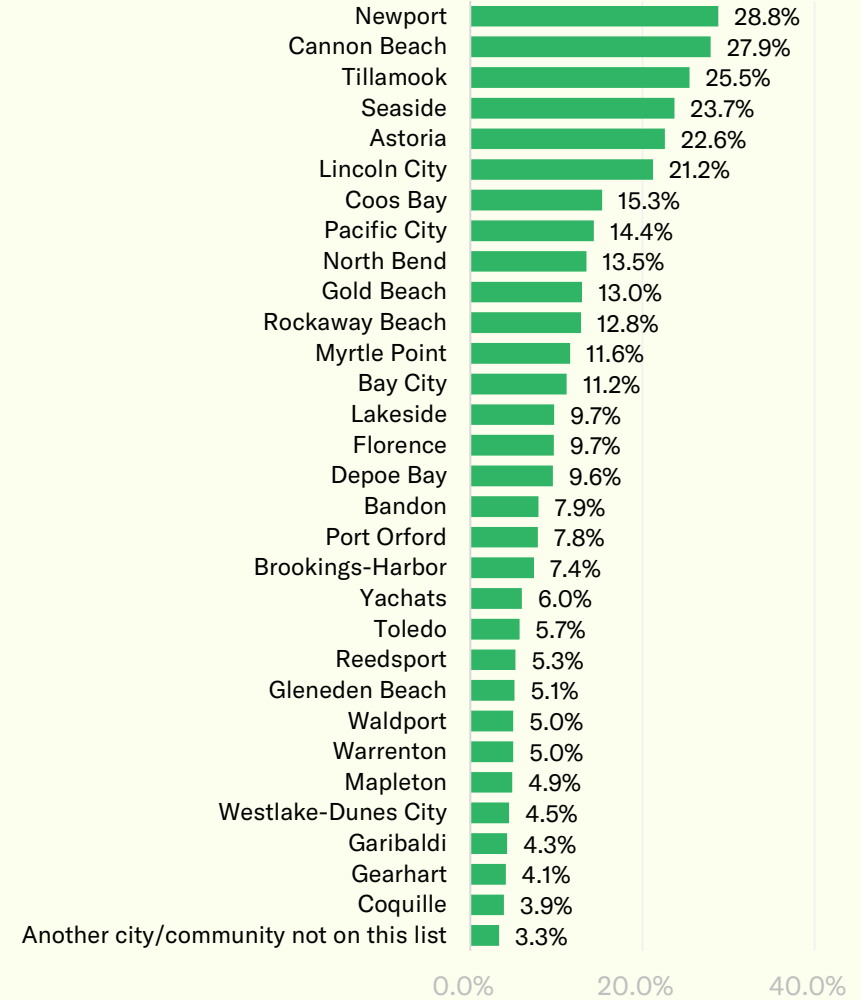
Question: Which cities in the Eastern Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Eastern Oregon Region on their most recent trip (206 completed surveys).

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

Among the 36.2% of 2024-2025 Portland region visitors who also included the Oregon Coast region on their most recent trip, 28.8% spent time in Newport, just surpassing the share of those who went to Cannon Beach (27.9%). One in five said they visited Tillamook (25.5%), followed somewhat closely by Seaside (23.7%) and/or Astoria (22.6%).

## Oregon Coast Region Cities Visited



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

Base: Respondents who also visited the Oregon Coast Region on their most recent trip (461 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	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Newport	28.8%	26.4%	49.4%	25.4%	29.6%	30.5%	29.9%
Cannon Beach	27.9%	39.0%	22.3%	25.9%	29.8%	28.8%	30.1%
Tillamook	25.5%	18.3%	30.9%	26.5%	27.3%	28.4%	26.3%
Seaside	23.7%	27.9%	24.7%	22.0%	24.1%	24.7%	26.0%
Astoria	22.6%	29.7%	15.4%	22.1%	20.4%	23.8%	28.1%
Lincoln City	21.2%	19.1%	48.4%	16.0%	18.7%	20.2%	23.0%
Coos Bay	15.3%	9.8%	24.5%	15.1%	16.3%	15.8%	16.5%
Pacific City	14.4%	12.8%	14.5%	14.5%	16.8%	14.8%	16.9%
North Bend	13.5%	12.2%	23.2%	11.9%	14.0%	14.3%	14.9%
Gold Beach	13.0%	18.2%	13.8%	11.3%	14.4%	11.7%	10.8%
Rockaway Beach	12.8%	6.4%	18.9%	13.5%	12.6%	12.8%	9.5%
Myrtle Point	11.6%	16.2%	15.1%	9.5%	12.5%	11.2%	11.2%
Bay City	11.2%	12.3%	2.5%	12.7%	13.2%	10.7%	14.4%
Lakeside	9.7%	10.0%	9.3%	9.8%	9.8%	9.8%	10.9%
Florence	9.7%	15.8%	24.8%	4.9%	9.6%	9.4%	12.6%
Depoe Bay	9.6%	9.7%	25.8%	6.3%	9.5%	10.1%	10.4%
Bandon	7.9%	12.5%	18.6%	4.1%	8.1%	6.7%	7.2%
Port Orford	7.8%	8.9%	10.5%	7.0%	8.1%	6.8%	7.8%
Brookings-Harbor	7.4%	8.4%	19.2%	4.7%	8.6%	6.6%	8.0%
Yachats	6.0%	4.0%	15.6%	4.6%	6.2%	5.9%	7.8%
Toledo	5.7%	6.4%	3.0%	5.8%	5.3%	5.6%	4.0%
Reedsport	5.3%	4.3%	14.3%	3.7%	5.1%	5.3%	3.8%
Gleneden Beach	5.1%	6.9%	2.3%	5.2%	5.8%	4.6%	6.2%
Waldport	5.0%	8.2%	7.8%	3.2%	6.5%	4.7%	7.6%
Warrenton	5.0%	6.8%	0.0%	5.5%	5.7%	4.8%	5.3%
Mapleton	4.9%	5.0%	3.0%	5.2%	5.7%	4.3%	7.0%
Westlake-Dunes City	4.5%	6.8%	5.0%	3.7%	4.2%	3.8%	5.2%
Garibaldi	4.3%	10.1%	6.3%	2.2%	4.1%	4.3%	4.4%
Gearhart	4.1%	6.3%	3.6%	3.3%	4.8%	3.6%	4.6%
Coquille	3.9%	2.2%	8.9%	3.4%	4.1%	3.6%	5.0%
Another city/community not on this list	3.3%	4.0%	5.5%	2.7%	3.4%	3.2%	3.7%
<b>Base</b>	461	85	69	<b>306</b>	<b>330</b>	<b>382</b>	<b>153</b>

\*Small sample size

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

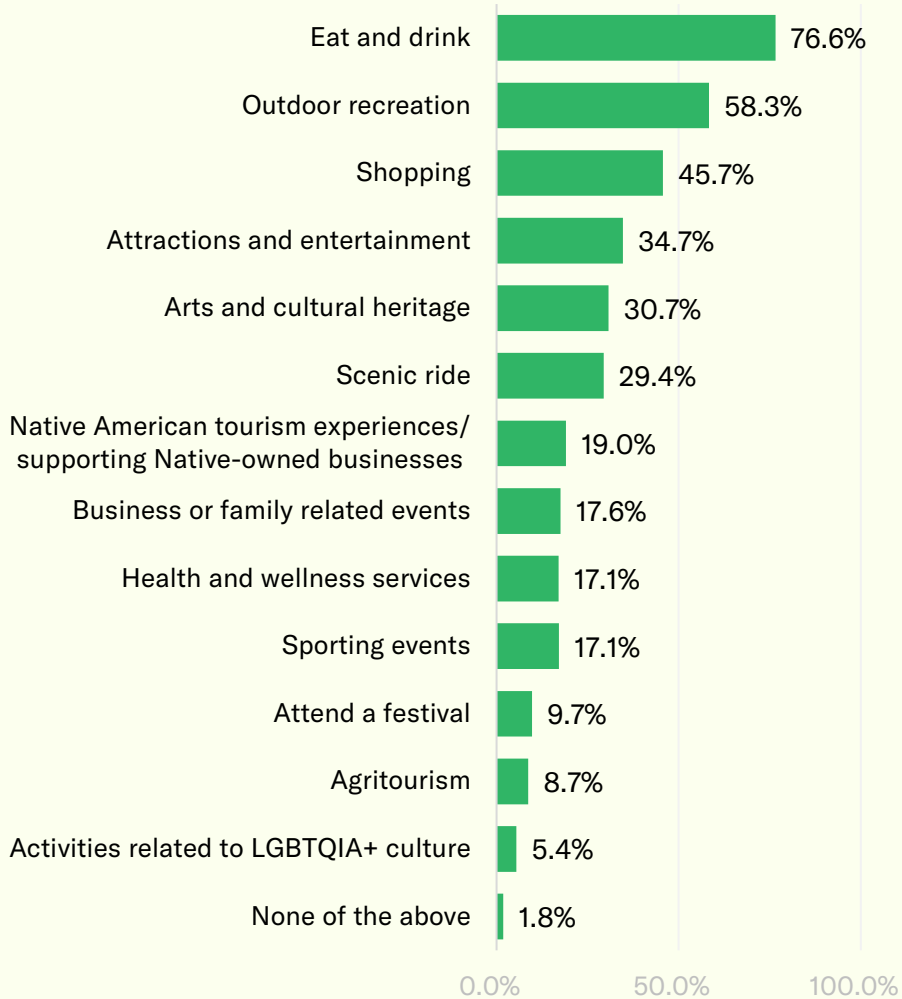
Base: Respondents who also visited the Oregon Coast Region on their most recent trip (461 completed surveys).

# Detailed Findings: Key Activities

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

Eating and drinking (76.6%) was by far the most popular activity for 2024-2025 Portland region visitors to engage in. More than half (58.3%) said they participated in outdoor recreation, followed by 45.7% who went shopping. Notably, among the segments, Arts & Culture Participants (82.7%) and Outdoor Recreation Participants (79.5%) were significantly more likely to say they also participated in eating and drinking activities.

## Activity Types



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Eat and drink	76.6%	77.8%	70.0%	77.2%	79.5%	100.0%	82.7%
Outdoor recreation	58.3%	58.6%	54.4%	58.9%	100.0%	60.5%	61.1%
Shopping	45.7%	48.0%	47.9%	44.7%	50.2%	51.1%	54.5%
Attractions and entertainment	34.7%	36.4%	26.5%	35.1%	40.5%	38.2%	37.7%
Arts and cultural heritage	30.7%	34.0%	21.2%	31.1%	32.2%	33.2%	100.0%
Scenic ride	29.4%	23.0%	28.0%	31.3%	34.6%	33.5%	34.0%
Native American tourism experiences/ supporting Native-owned businesses	19.0%	18.9%	11.1%	20.2%	20.4%	16.7%	21.6%
Business or family related events	17.6%	11.7%	15.0%	19.5%	15.0%	15.9%	17.5%
Health and wellness services	17.1%	16.4%	8.4%	18.5%	18.6%	16.7%	23.3%
Sporting events	17.1%	19.8%	9.4%	17.2%	17.1%	15.7%	18.5%
Attend a festival	9.7%	8.5%	7.6%	10.3%	11.6%	9.6%	13.1%
Agritourism	8.7%	9.6%	6.1%	8.8%	9.9%	7.3%	15.0%
Activities related to LGBTQIA+ culture	5.4%	5.9%	6.3%	5.1%	6.9%	5.8%	10.8%
None of the above	1.8%	0.9%	7.3%	1.3%	0.0%	0.0%	0.0%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

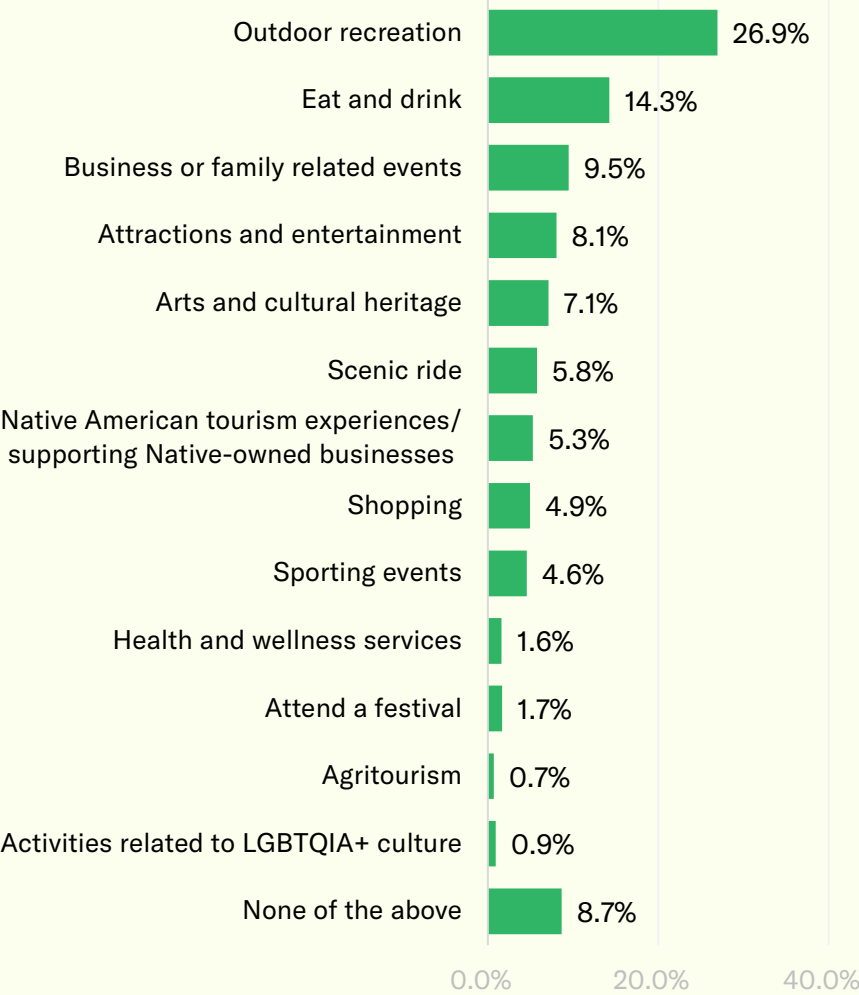
Question: Which type of activities/experiences did you participate in during this trip?

Base: Total respondents (1,297 completed surveys)

# Outdoor recreation was the top motivating activity for Portland region visitors.

Among Portland region visitors who said they participated in any of these activities, over one-fourth (26.9%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. This was followed by 14.3% who said they were primarily motivated by eating and drinking.

## Primary Activity



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Outdoor recreation	26.9%	22.5%	31.2%	27.7%	45.4%	26.2%	23.6%
Eat and drink	14.3%	14.1%	12.2%	14.6%	10.1%	18.2%	11.8%
Business or family related events	9.5%	5.9%	9.5%	10.5%	5.9%	8.8%	6.3%
Attractions and entertainment	8.1%	9.9%	6.0%	7.6%	7.3%	8.1%	5.4%
Arts and cultural heritage	7.1%	9.3%	1.9%	7.2%	5.1%	6.6%	22.7%
Scenic ride	5.8%	4.8%	9.0%	5.6%	4.8%	5.7%	4.7%
Native American tourism experiences/ supporting Native-owned businesses	5.3%	3.6%	2.0%	6.2%	4.8%	3.6%	4.3%
Shopping	4.9%	6.9%	10.2%	3.7%	2.8%	5.1%	4.1%
Sporting events	4.6%	10.3%	1.0%	3.4%	3.2%	3.1%	4.1%
Health and wellness services	1.6%	0.6%	2.7%	1.8%	1.1%	1.2%	2.2%
Attend a festival	1.7%	1.6%	0.7%	1.8%	1.2%	1.6%	1.2%
Agritourism	0.7%	0.0%	1.1%	0.8%	0.5%	0.6%	0.6%
Activities related to LGBTQIA+ culture	0.9%	1.3%	0.9%	0.8%	1.0%	0.9%	2.1%
None of the above	8.7%	9.1%	11.7%	8.2%	6.9%	10.1%	6.7%
<b>Base</b>	<b>1,267</b>	<b>248</b>	<b>128</b>	<b>888</b>	<b>754</b>	<b>991</b>	<b>402</b>

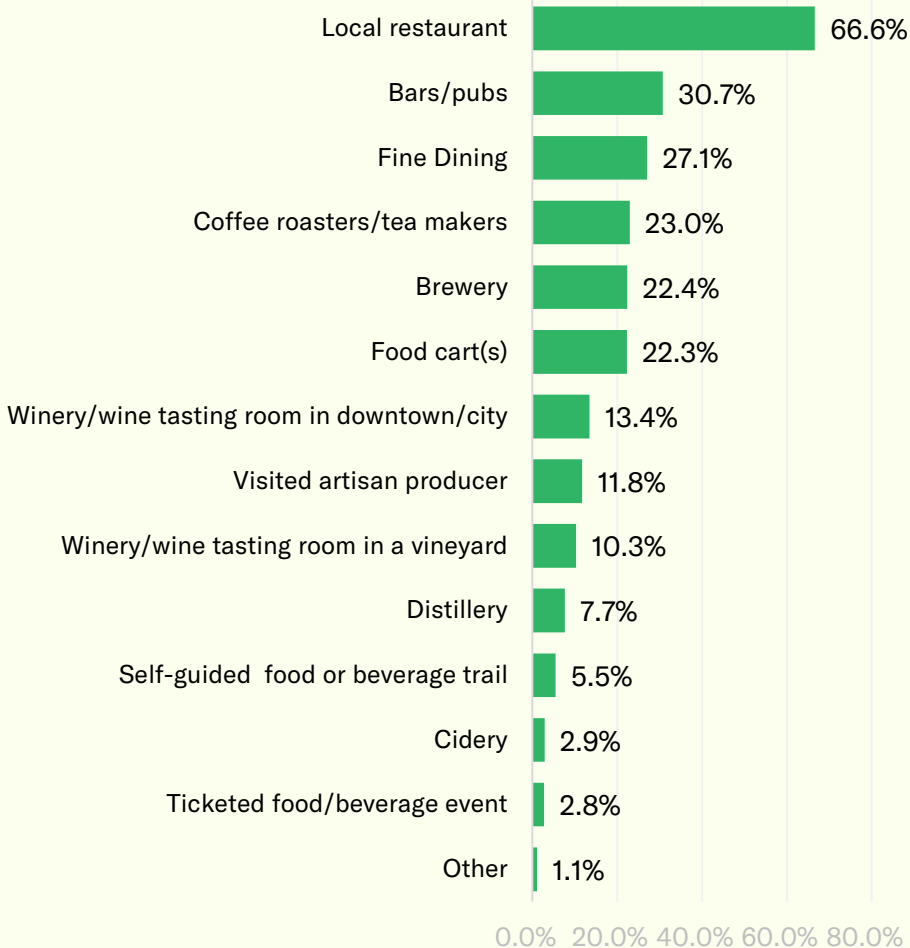
Question: Of the activities you participated in, were any the primary motivation for your most recent trip?

Base: Total respondents (1,267 completed surveys)

# Two-thirds of Portland region visitors ate at local restaurant.

At 66.6% of Portland 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 (30.7%) and just over one in four engaged in fine dining (27.1%). Among the segments, it is worth noting that Arts & Culture Participants and Outdoor Recreation Participants were significantly more likely to have engaged in nearly all of these food & drink activities, aligning closely with Food & Drink Participants for nearly all activities.

## Food & Drink Activities



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Local restaurant	66.6%	66.4%	64.7%	67.1%	70.2%	87.0%	73.2%
Bars/pubs	30.7%	29.5%	22.6%	32.2%	35.3%	40.1%	38.4%
Fine Dining	27.1%	28.2%	12.5%	28.8%	29.8%	35.3%	32.7%
Coffee roasters/tea makers	23.0%	23.7%	17.5%	23.4%	26.5%	30.0%	30.4%
Brewery	22.4%	24.9%	13.1%	22.9%	26.7%	29.2%	30.1%
Food cart(s)	22.3%	27.6%	24.9%	20.4%	25.0%	29.1%	31.7%
Winery/wine tasting room in downtown/city	13.4%	13.7%	5.1%	14.5%	16.6%	17.6%	17.4%
Visited artisan producer	11.8%	12.2%	10.2%	11.8%	13.1%	15.4%	17.9%
Winery/wine tasting room in a vineyard	10.3%	8.9%	4.6%	11.4%	11.3%	13.4%	15.2%
Distillery	7.7%	7.9%	0.0%	8.6%	10.0%	10.0%	12.7%
Self-guided food or beverage trail	5.5%	5.5%	3.0%	5.8%	6.4%	7.2%	7.3%
Cidery	2.9%	3.7%	0.8%	3.0%	4.0%	3.8%	6.3%
Ticketed food/beverage event	2.8%	1.3%	1.1%	3.4%	2.8%	3.6%	4.3%
Other	1.1%	1.8%	2.9%	0.6%	1.1%	1.4%	1.0%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

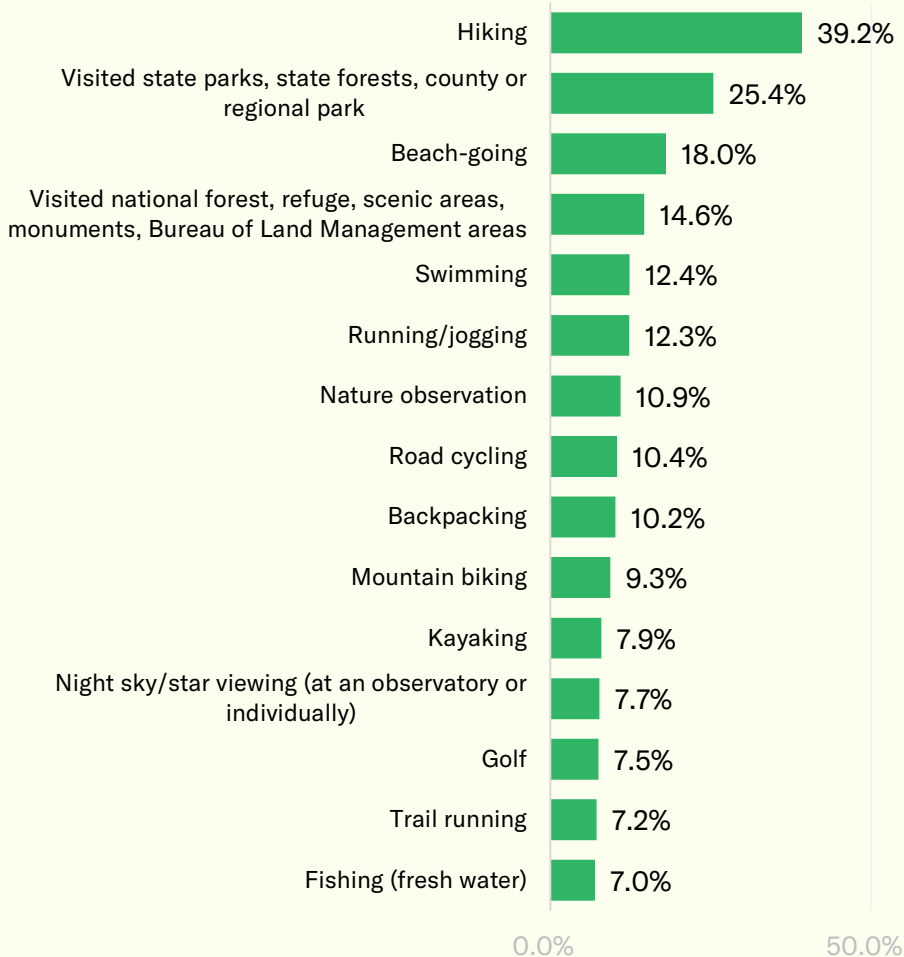
Question: Which of the following eat and drink activities did you do during this trip?

Base: Total respondents (1,297 completed surveys)

# Hiking was the top outdoor recreation activity for Portland region visitors.

Among 2024-2025 Portland region visitors' outdoor recreation engagement, the largest share (39.2%) went hiking, followed distantly by about four in ten (25.4%) who visited a state park, state forest, or county or regional park. Arts & Culture Participants and Food & Drink Participants were also more likely to engage in outdoor activities, though Food & Drink Participants were less likely to have participated in mountain biking (8.1%) compared to other respondents. Beach-going was much more prevalent among in-state visitors (28.6%) compared to out-of-state (17.1%).

## Top 15 Outdoor Recreation Activities



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Hiking	39.2%	37.7%	34.6%	40.3%	67.2%	43.5%	44.9%
Visited state parks, state forests, county or regional park	25.4%	23.0%	26.3%	26.0%	43.6%	29.1%	32.3%
Beach-going	18.0%	16.5%	28.6%	17.1%	30.9%	20.1%	23.1%
Visited national forest, refuge, scenic areas, monuments, Bureau of Land Mgmt. areas	14.6%	12.3%	13.9%	15.4%	25.1%	16.9%	19.3%
Swimming	12.4%	14.6%	11.4%	11.8%	21.2%	14.3%	14.9%
Running/jogging	12.3%	14.1%	2.6%	13.1%	21.1%	12.6%	15.2%
Nature observation	10.9%	8.7%	7.6%	12.0%	18.7%	12.1%	16.3%
Road cycling	10.4%	13.3%	2.1%	10.7%	17.8%	9.5%	12.8%
Backpacking	10.2%	10.9%	6.9%	10.4%	17.4%	9.8%	14.5%
Mountain biking	9.3%	11.1%	3.9%	9.6%	16.0%	8.1%	11.9%
Kayaking	7.9%	8.0%	2.5%	8.6%	13.6%	8.0%	8.6%
Night sky/star viewing (at an observatory or individually)	7.7%	9.2%	5.8%	7.4%	13.2%	8.5%	11.7%
Golf	7.5%	10.7%	2.8%	7.2%	12.9%	8.5%	8.8%
Trail running	7.2%	8.7%	3.1%	7.3%	12.3%	7.2%	10.0%
Fishing (fresh water)	7.0%	5.3%	3.6%	7.8%	11.9%	8.1%	10.2%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

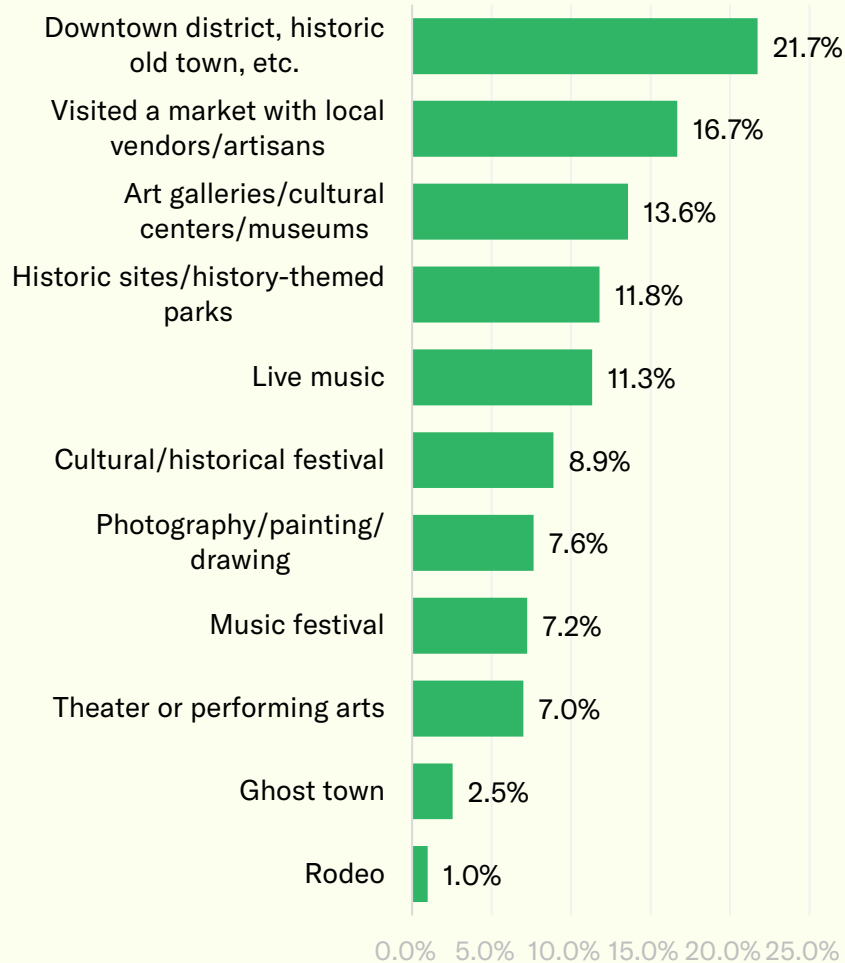
Question: Which of the following outdoor recreation activities did you do on this trip?

Base: Total respondents (1,297 completed surveys)

# Downtown districts were the top arts & cultural draw for Portland region visitors.

On their most recent Oregon trip in 2024-2025, visiting a downtown district or historic old town was reported by one in five (21.7%) Portland region visitors. This was followed by 16.7% who reported visiting a local market. Notably, in-state visitors were much less likely to have engaged in downtown districts (12.4%), local markets (9.5%), and/or art galleries/cultural centers/museums (4.8%).

## Arts & Cultural Activities



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Downtown district, historic old town, etc.	21.7%	21.7%	12.4%	23.0%	24.4%	25.1%	70.7%
Visited a market with local vendors/artisans	16.7%	16.8%	9.5%	17.6%	20.2%	19.2%	54.3%
Art galleries/cultural centers/museums	13.6%	16.2%	4.8%	14.0%	15.7%	15.0%	44.2%
Historic sites/history-themed parks	11.8%	9.8%	6.9%	13.0%	13.3%	13.6%	38.3%
Live music	11.3%	9.0%	8.4%	12.5%	12.7%	12.2%	36.8%
Cultural/historical festival	8.9%	8.4%	4.2%	9.6%	10.3%	8.8%	28.9%
Photography/painting/drawing	7.6%	8.6%	3.2%	7.9%	9.4%	7.9%	24.8%
Music festival	7.2%	7.5%	4.9%	7.4%	8.1%	7.4%	23.5%
Theater or performing arts	7.0%	8.1%	2.5%	7.2%	7.4%	7.8%	22.8%
Ghost town	2.5%	3.0%	0.5%	2.7%	3.4%	2.5%	8.3%
Rodeo	1.0%	1.3%	0.0%	1.0%	1.2%	1.1%	3.2%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

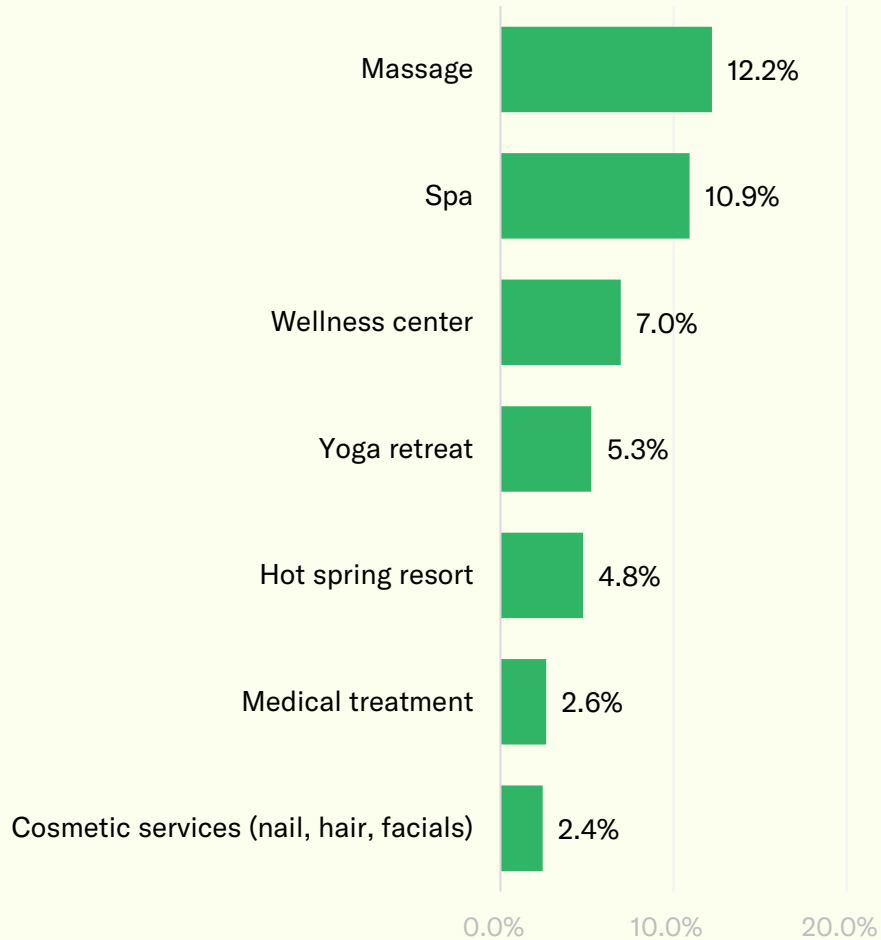
Question: Which of the following arts and cultural heritage related activities did you do on this trip?

Base: Total respondents (1,297 completed surveys)

# Around one in ten Portland Region visitors got a massage or spa treatment.

Just over one in ten (12.2%) Portland region visitors got a massage on their 2024-25 trip to Oregon, while a slightly smaller share went to a spa (10.9%). Interestingly, Arts & Culture Participants were more likely than other travelers to say they engaged in any of the activities in this category.

## Health & Wellness Activities



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Massage	12.2%	11.6%	3.6%	13.7%	13.5%	11.8%	17.8%
Spa	10.9%	12.2%	2.9%	11.7%	13.2%	11.3%	16.4%
Wellness center	7.0%	5.4%	1.2%	8.3%	7.6%	6.5%	11.2%
Yoga retreat	5.3%	7.5%	0.6%	5.3%	7.1%	4.8%	8.0%
Hot spring resort	4.8%	4.7%	1.6%	5.3%	5.4%	4.5%	7.4%
Medical treatment	2.6%	2.3%	2.7%	2.8%	3.0%	2.5%	5.4%
Cosmetic services (nail, hair, facials)	2.4%	2.3%	3.4%	2.3%	2.9%	2.5%	4.9%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

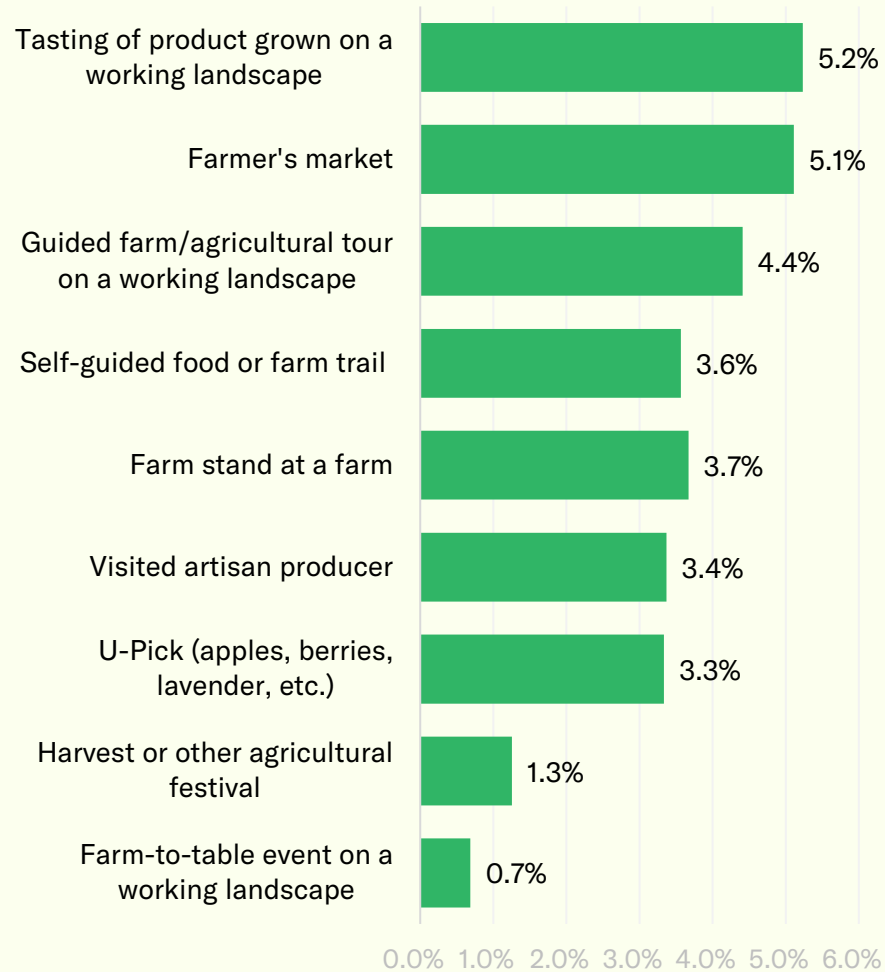
Question: Which of the following health and wellness activities did you do during this trip?

Base: Total respondents (1,297 completed surveys)

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

While only a small share of 2024-25 Portland region visitors participated in any agritourism activities, product tasting (5.2%) and farmer's markets (5.1%) were the most commonly engaged in. Arts & Culture Participants were much more likely to have participated in this category of activities compared to other travelers.

## Agritourism Activities



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Tasting of product grown on a working landscape	5.2%	7.2%	1.6%	5.2%	5.9%	4.9%	10.0%
Farmer's market	5.1%	5.7%	4.3%	5.1%	6.9%	4.2%	9.7%
Guided farm/agricultural tour on a working landscape	4.4%	5.4%	1.6%	4.5%	4.8%	4.2%	9.1%
Self-guided food or farm trail	3.6%	3.9%	1.3%	3.8%	3.8%	3.0%	6.7%
Farm stand at a farm	3.7%	3.2%	2.5%	4.0%	4.5%	3.2%	7.8%
Visited artisan producer	3.4%	5.5%	2.8%	2.8%	4.1%	3.2%	6.7%
U-Pick (apples, berries, lavender, etc.)	3.3%	4.1%	3.7%	3.1%	3.7%	2.6%	6.2%
Harvest or other agricultural festival	1.3%	0.8%	0.5%	1.5%	1.7%	1.1%	3.5%
Farm-to-table event on a working landscape	0.7%	0.4%	0.0%	0.9%	1.2%	0.8%	1.7%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

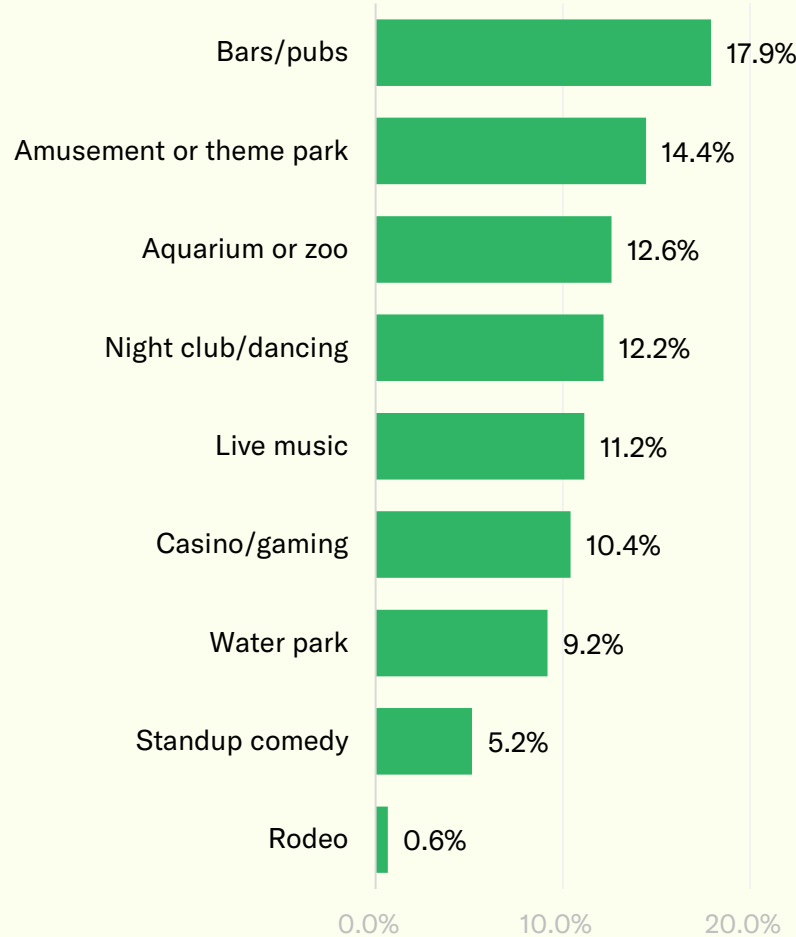
Question: Which of the following agritourism experiences did you partake in during this trip?

Base: Total respondents (1,297 completed surveys)

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

For 2024-2025 Portland region visitors, 17.9% went to a bar or pub, a slightly smaller share (14.4%) visited an amusement or theme park. Arts & Culture Participants and Outdoor Recreation Participants were more likely to engage in attractions and entertainment activities, while in-state visitors were less likely to have done so.

## Attractions & Entertainment Activities



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Bars/pubs	17.9%	18.3%	10.9%	18.8%	21.7%	21.2%	23.1%
Amusement or theme park	14.4%	16.1%	7.4%	14.7%	18.2%	15.5%	18.5%
Aquarium or zoo	12.6%	14.9%	9.8%	12.1%	16.4%	13.8%	16.0%
Night club/dancing	12.2%	14.1%	8.2%	11.9%	14.1%	13.6%	16.9%
Live music	11.2%	11.7%	5.8%	11.7%	14.3%	12.7%	17.3%
Casino/gaming	10.4%	10.7%	6.4%	10.9%	12.0%	11.6%	11.5%
Water park	9.2%	10.3%	5.0%	9.4%	12.3%	9.2%	11.2%
Standup comedy	5.2%	5.1%	1.8%	5.6%	6.5%	5.8%	8.0%
Rodeo	0.6%	0.3%	0.0%	0.8%	1.0%	0.8%	1.7%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

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

Base: Total respondents (1,297 completed surveys)

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

Among 2024-25 Portland region visitors, just over one in ten (11.2%) watched or participated in professional and semi-professional sports events. In-state visitors were less likely than other visitors to say they engaged with sporting event activities, particularly pro and semi-pro sports teams (2.7%), while Arts & Culture Participants were much more likely to have participated in sporadic sporting events (6.9%).

## Sporting Event Attendance or Participation



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Professional and semi-professional sports teams	11.2%	11.8%	2.7%	11.9%	11.9%	10.5%	12.4%
Collegiate and youth sports teams and conferences, tournaments, invitationals, or expos	6.3%	6.9%	5.4%	5.9%	6.3%	5.4%	8.6%
Annual sporting events for professional and amateur athletes (e.g. marathons, track and field Olympic trials, rodeo)	6.4%	6.8%	0.0%	6.9%	6.7%	5.5%	9.0%
Sporting events for outdoor recreation activities (e.g. kayaking, windsurfing, snowboarding)	5.0%	3.9%	2.6%	5.6%	6.6%	4.8%	7.6%
Sporadic sporting events for professional and amateur athletes (e.g. Spartan Races, Professional Golf Association tours)	4.3%	3.9%	0.6%	4.7%	4.8%	3.7%	6.9%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

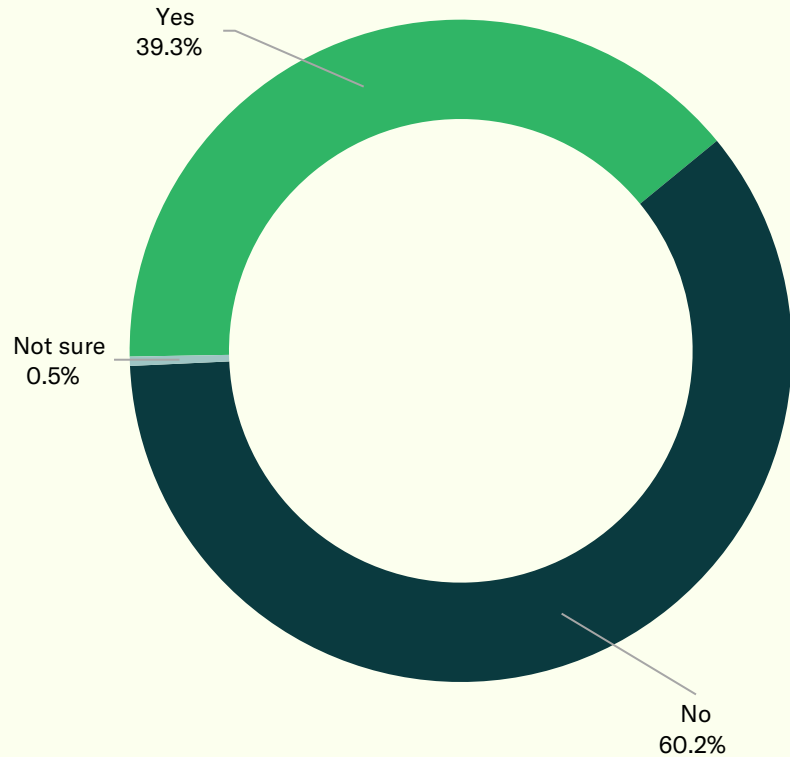
Question: Which of the following sporting events did you watch or participate in on this trip?

Base: Total respondents (1,297 completed surveys)

# Nearly four in ten Portland region visitors went on a guided tour.

At 39.3%, a sizeable share of 2024-2025 Portland region visitors participated in a guided tour. Among the segments, more than half (53.2%) of Arts & Culture Participants said they went on a guided tour during their trip. In-state visitors to the Portland region were significantly less likely to have done so (10.4%).

## Guided Tour Participation



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	39.3%	37.9%	10.4%	43.6%	45.9%	36.4%	53.2%
No	60.2%	62.1%	88.2%	55.9%	53.7%	63.3%	46.6%
Not sure	0.5%	0.0%	1.5%	0.4%	0.4%	0.3%	0.2%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

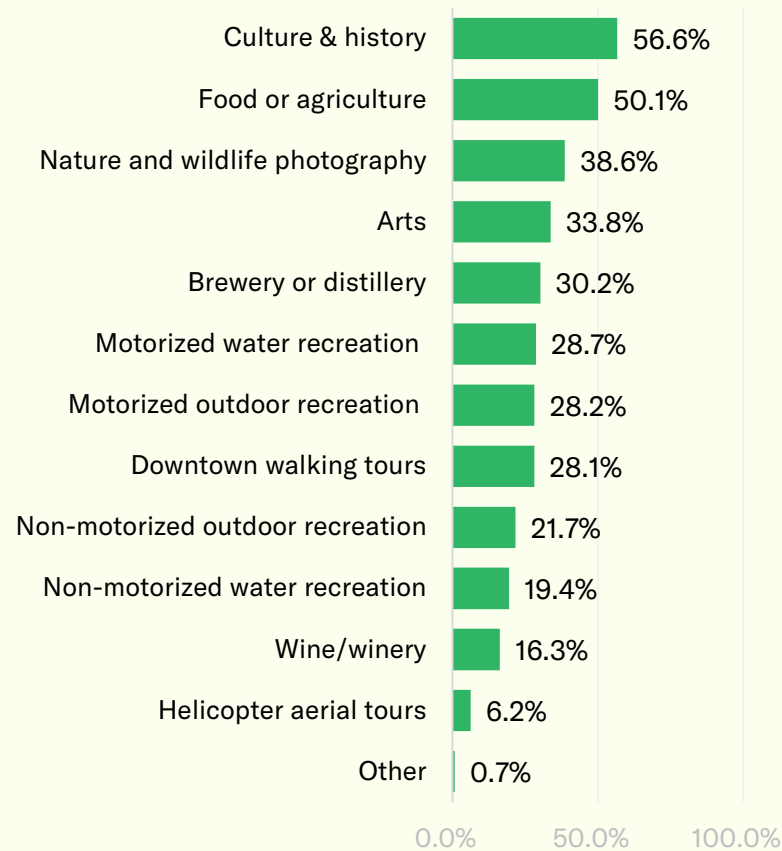
Question: Did you participate in any guided experience/tour (e.g., walking tour of city, river rafting, fishing, hiking with a guide)?

Base: Total respondents (1,297 completed surveys).

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

Among Portland region visitors who took a guided tour on their most recent visit to Oregon, more than half (56.6%) said they took a culture & history tour, followed by half (50.1%) who did a food or agriculture tour. Nearly four in ten (38.6%) took a nature and wildlife photography tour, while one in three did an arts guided tour (33.8%).

## Guided Tour Type



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Culture & history	56.6%	67.4%	65.4%	54.0%	57.7%	58.5%	69.5%
Food or agriculture	50.1%	49.7%	61.9%	49.6%	52.2%	48.9%	54.2%
Nature and wildlife photography	38.6%	41.6%	38.0%	37.5%	43.7%	38.8%	39.4%
Arts	33.8%	38.7%	43.5%	31.7%	34.9%	32.7%	49.1%
Brewery or distillery	30.2%	36.5%	14.1%	29.1%	29.8%	31.3%	34.7%
Motorized water recreation	28.7%	25.3%	23.7%	29.6%	30.4%	29.0%	27.6%
Motorized outdoor recreation	28.2%	24.0%	0.0%	29.7%	28.7%	27.5%	27.3%
Downtown walking tours	28.1%	32.5%	36.5%	26.9%	29.1%	32.1%	33.8%
Non-motorized outdoor recreation	21.7%	23.2%	5.3%	21.5%	22.1%	22.9%	21.5%
Non-motorized water recreation	19.4%	15.1%	17.4%	20.5%	22.1%	18.8%	19.9%
Wine/winery	16.3%	19.5%	8.4%	15.9%	15.4%	18.3%	16.0%
Helicopter aerial tours	6.2%	8.6%	0.0%	5.9%	6.1%	5.8%	8.9%
Other	0.7%	2.0%	0.0%	0.4%	0.8%	1.0%	1.0%
<b>Base</b>	<b>506</b>	<b>94</b>	<b>15</b>	<b>395</b>	<b>342</b>	<b>357</b>	<b>212</b>

\*Small sample size

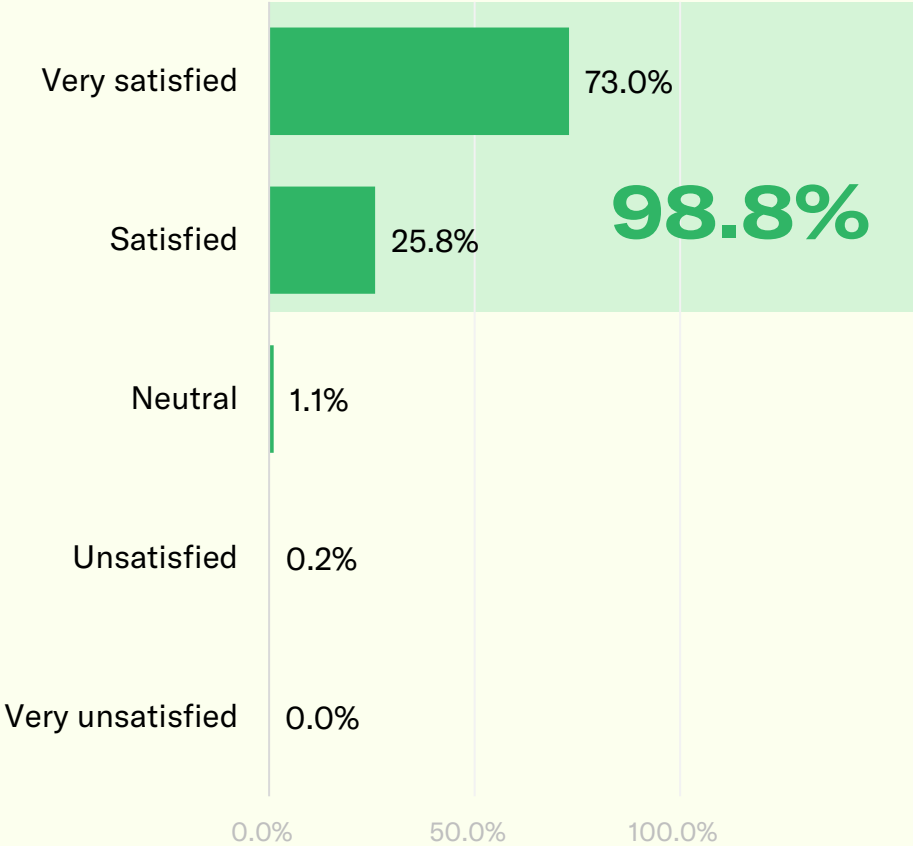
Question: Which best describes the type of guided tour(s) you participated in?

Base: Respondents who participated in a guided tour (506 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 Portland region, at 98.8%. In fact, over seven in ten (73.0%) reported being very satisfied.

## Guided Tour Satisfaction



## By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>98.8%</b>	<b>98.4%</b>	<b>94.7%</b>	<b>99.0%</b>	<b>99.0%</b>	<b>98.8%</b>	<b>98.3%</b>
Very satisfied	73.0%	75.3%	70.6%	72.2%	75.6%	73.9%	74.5%
Satisfied	25.8%	23.1%	24.1%	26.7%	23.4%	24.9%	23.8%
Neutral	1.1%	1.6%	5.3%	0.8%	1.0%	1.0%	1.7%
Unsatisfied	0.2%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%
Very unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Base</b>	<b>506</b>	<b>94</b>	<b>15</b>	<b>395</b>	<b>342</b>	<b>357</b>	<b>212</b>

*\*Small sample size*

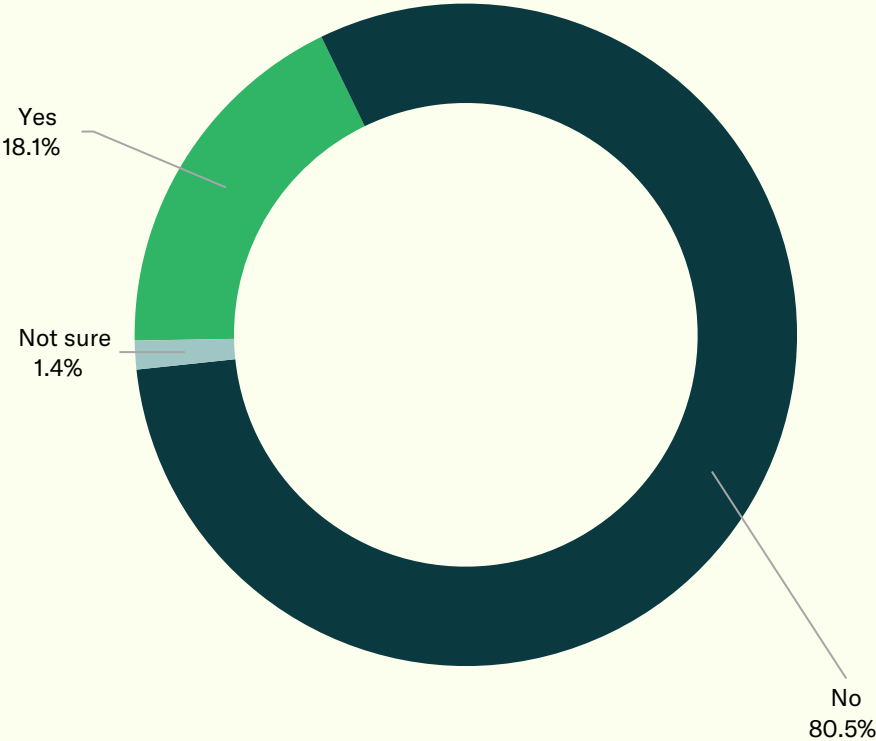
Question: How satisfied were you overall with your guided tour experiences?

Base: Respondents who participated in a guided tour (506 completed surveys).

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

Only about one in five (18.1%) of 2024-2025 Portland region visitors reported that their most recent trip was part of an organized group tour. Among the segments, Arts & Culture Participants (22.4%) were much more likely than other visitors to say they were part of an organized group tour, while in-state visitors (5.0%) and Food & Drink Participants (14.5%) were much less likely to have done so.

## Organized Group Tour Participation



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	18.1%	21.2%	5.0%	18.8%	19.3%	14.5%	22.4%
No	80.5%	77.2%	93.6%	79.9%	79.1%	84.3%	76.1%
Not sure	1.4%	1.6%	1.5%	1.3%	1.6%	1.2%	1.6%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

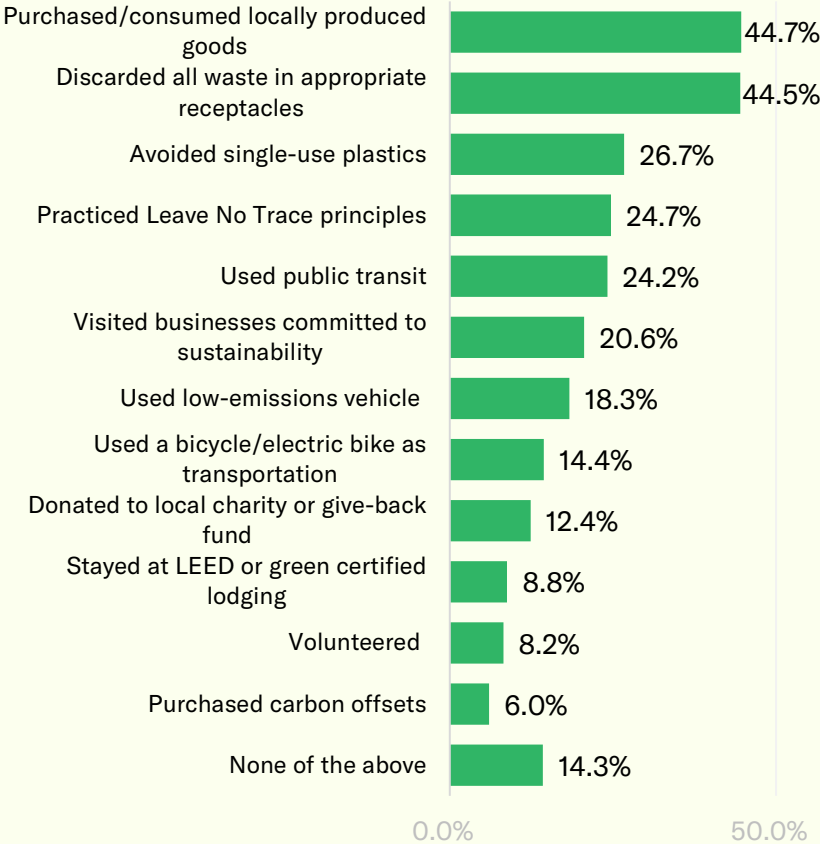
Question: Was your trip part of an organized group tour that was sold & operated by a tour operator (e.g. Backroads, Globus Vacations)?

Base: Total respondents (1,297 completed surveys)

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

Over eight in ten (85.7%) of Portland region visitors said they did at least one of the listed environmentally friendly practices. The largest share reported discarding all waste in appropriate receptacles (44.5%), followed closely by purchasing or consuming locally produced goods (44.7%). Only about one-fourth avoided single-use plastics (26.7%) and/or practiced Leave No Trace principles (24.7%) or used public transit (24.2%). Arts & Culture Participants were more likely than other visitors to have practiced environmentally friendly travel behaviors.

## Environmentally Friendly Practices



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Purchased/consumed locally produced goods	44.7%	47.2%	49.0%	43.4%	47.6%	49.3%	52.3%
Discarded all waste in appropriate receptacles	44.5%	43.7%	56.7%	42.9%	44.6%	48.5%	49.1%
Avoided single-use plastics	26.7%	33.8%	23.4%	24.9%	29.6%	28.3%	35.9%
Practiced Leave No Trace principles	24.7%	26.1%	37.7%	22.3%	28.8%	24.9%	30.6%
Used public transit	24.2%	25.3%	15.6%	24.8%	26.4%	25.0%	38.3%
Visited businesses committed to sustainability	20.6%	20.2%	14.0%	21.4%	24.7%	20.6%	27.0%
Used low-emissions vehicle	18.3%	20.1%	13.5%	18.4%	20.1%	19.9%	23.9%
Used a bicycle/electric bike as transportation	14.4%	17.2%	11.3%	13.8%	15.9%	14.1%	18.4%
Donated to local charity or give-back fund	12.4%	13.7%	10.1%	12.3%	14.0%	10.2%	15.2%
Stayed at LEED or green certified lodging	8.8%	9.0%	5.1%	8.9%	9.7%	8.1%	9.3%
Volunteered	8.2%	8.8%	5.0%	8.5%	8.2%	7.1%	10.7%
Purchased carbon offsets	6.0%	7.9%	1.7%	6.1%	7.0%	5.4%	7.9%
None of the above	14.3%	12.8%	16.1%	14.5%	12.3%	13.3%	6.8%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

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

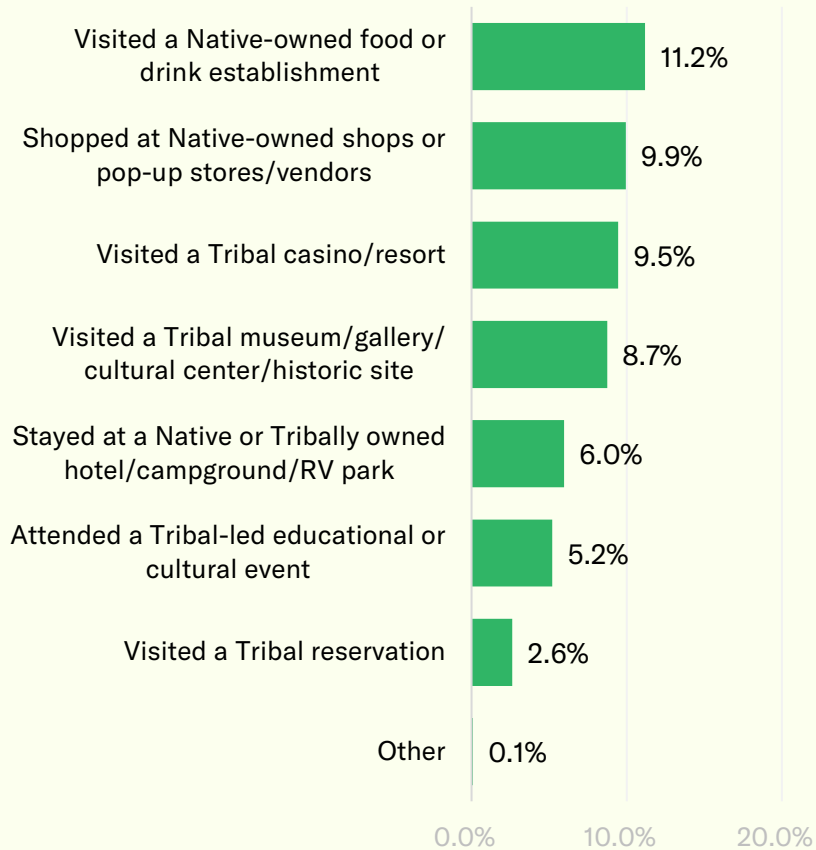
Base: Total respondents (1,297 completed surveys)

# Detailed Findings: Native American Tourism

# Of Portland region visitors in 2024-25, 19.0% participated in Native American tourism.

Just over one in ten (11.2%) visited a Native-owned food or drink establishment, followed by 9.9% who shopped at Native-owned shops or pop-up stores or vendors. Arts & Culture Participants and out-of-state visitors were more likely to have engaged in most of the Native American tourism experiences listed.

## Native American Tourism Experiences



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Visited a Native-owned food or drink establishment	11.2%	13.1%	5.8%	11.3%	13.0%	10.1%	14.5%
Shopped at Native-owned shops or pop-up stores/vendors	9.9%	7.5%	5.1%	11.3%	11.5%	9.1%	14.1%
Visited a Tribal casino/resort	9.5%	10.0%	4.7%	10.0%	9.9%	8.7%	10.4%
Visited a Tribal museum/gallery/cultural center/historic site	8.7%	7.7%	4.3%	9.6%	8.6%	8.6%	13.7%
Stayed at a Native or Tribally owned hotel/campground/RV park	6.0%	7.4%	3.1%	5.9%	7.4%	5.0%	9.1%
Attended a Tribal-led educational or cultural event	5.2%	5.0%	2.3%	5.6%	6.5%	4.7%	6.9%
Visited a Tribal reservation	2.6%	1.9%	5.0%	2.5%	3.7%	2.6%	4.3%
Other	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.3%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

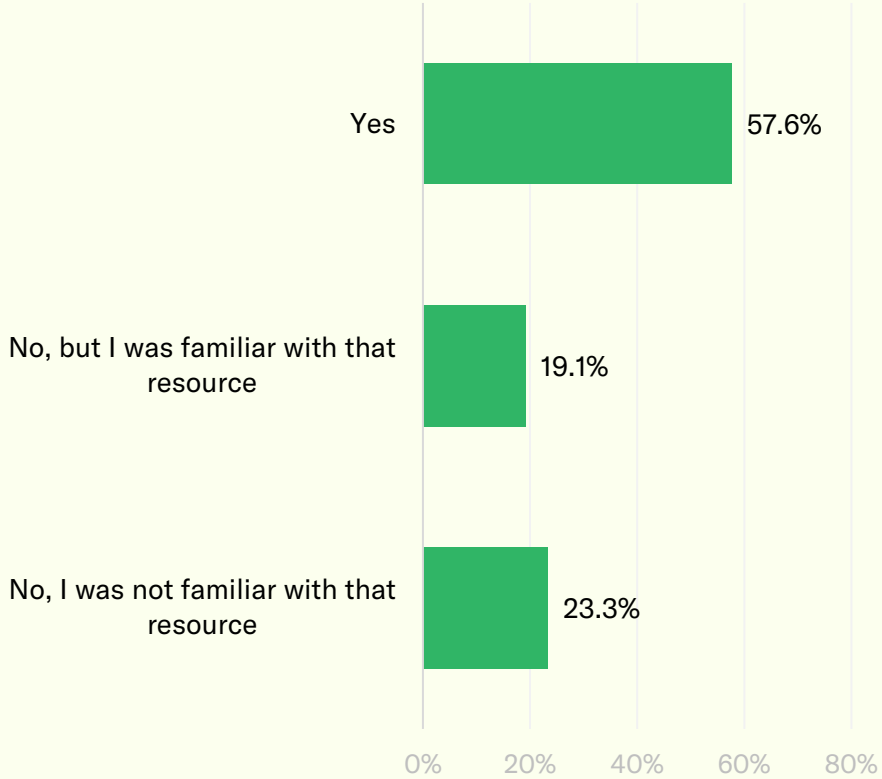
Question: What kind of activities did you participate in related to Native American tourism?

Base: Total respondents (1,297 completed surveys)

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

At 57.6%, most Portland region visitors who participated in any Native American tourism activities said they used the Travel Guide to Oregon Indian Country. One in five (19.1%) did not use the resource even though they were already familiar with it, while about one in four (23.3%) were not aware of the resource.

## Guide to Oregon Indian Country



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Yes	57.6%	61.8%	5.8%	60.1%	61.1%	51.3%	57.7%
No, but I was familiar with that resource	19.1%	16.0%	30.3%	19.2%	16.2%	22.4%	15.9%
No, I was not familiar with that resource	23.3%	22.2%	63.8%	20.6%	22.7%	26.2%	26.3%
<b>Base</b>	<b>246</b>	<b>46</b>	<b>16</b>	<b>183</b>	<b>154</b>	<b>167</b>	<b>89</b>

*\*Small sample size*

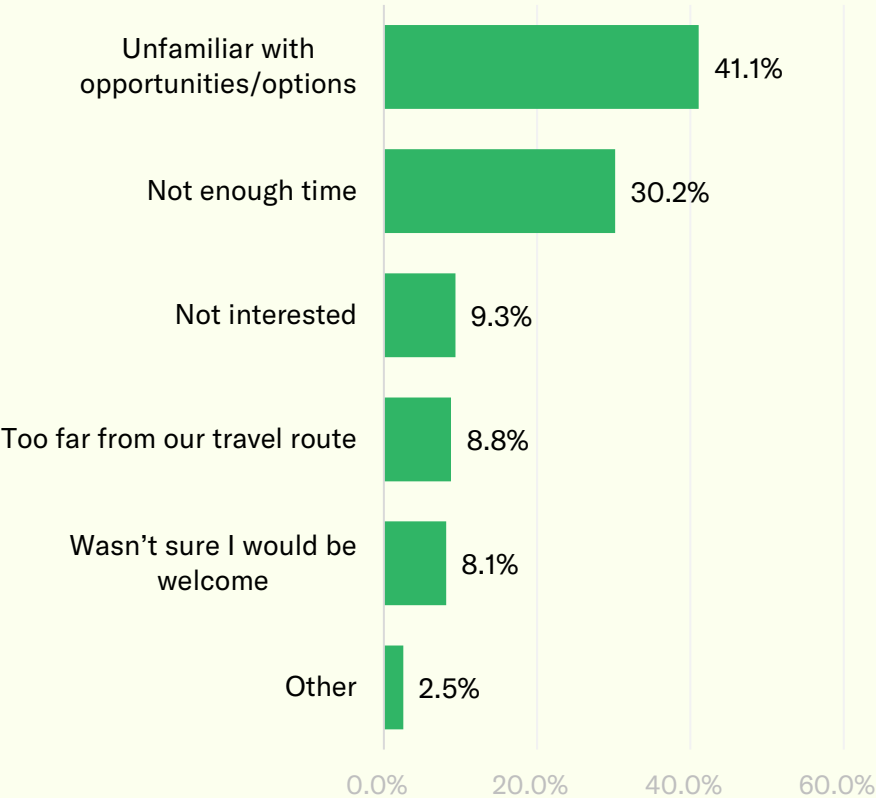
Question: Did you use the Travel Guide to Oregon Indian Country? [Indian Travel Guide]

Base: Respondents who participated in any Native American tourism activities (246 completed surveys).

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

Among Portland 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 (41.1%). Three in ten (30.2%) said they did not have enough time, while fewer than one in ten (9.3%) were not interested. Unfamiliarity was highest among Arts & Culture Participants (47.8%)

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



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Unfamiliar with opportunities/options	41.1%	36.9%	42.8%	42.2%	46.3%	45.4%	47.8%
Not enough time	30.2%	31.9%	21.0%	31.0%	27.3%	28.7%	25.1%
Not interested	9.3%	13.3%	14.6%	7.3%	7.0%	10.1%	5.5%
Too far from our travel route	8.8%	7.1%	6.6%	9.5%	9.4%	7.6%	12.1%
Wasn't sure I would be welcome	8.1%	9.2%	7.5%	7.9%	8.2%	6.1%	199
<b>Base</b>	<b>1,020</b>	<b>199</b>	<b>124</b>	<b>695</b>	<b>585</b>	<b>797</b>	<b>300</b>

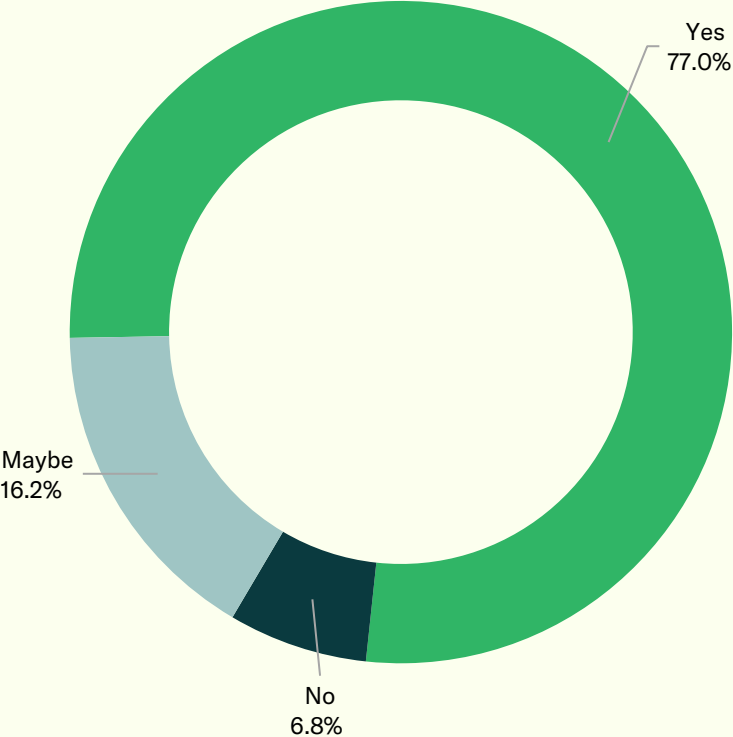
Question: (Optional) Travel Oregon works with the 9 federally recognized Tribes of Oregon to help develop tourism experiences. In order to support this work, we would like to know if there was a particular reason your trip did not include Native American tourism experiences?

Base: Respondents who did not participate in any Native American tourism activities (1,020 completed surveys).

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

At 77.0%, there is strong interest in engaging in Native American tourism experiences in the future if more information is available. This consideration was highest among Arts & Culture Participants (87.9%), but notably lower for in-state visitors for the Portland region (60.6%).

## Future Native American Tourism Consideration



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	77.0%	76.0%	60.6%	79.7%	81.0%	78.1%	87.9%
No	6.8%	4.8%	14.0%	6.3%	5.0%	5.1%	3.3%
Maybe	16.2%	19.2%	25.4%	14.0%	14.0%	16.8%	8.8%
<b>Base</b>	<b>1,051</b>	<b>204</b>	<b>124</b>	<b>721</b>	<b>603</b>	<b>824</b>	<b>314</b>

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

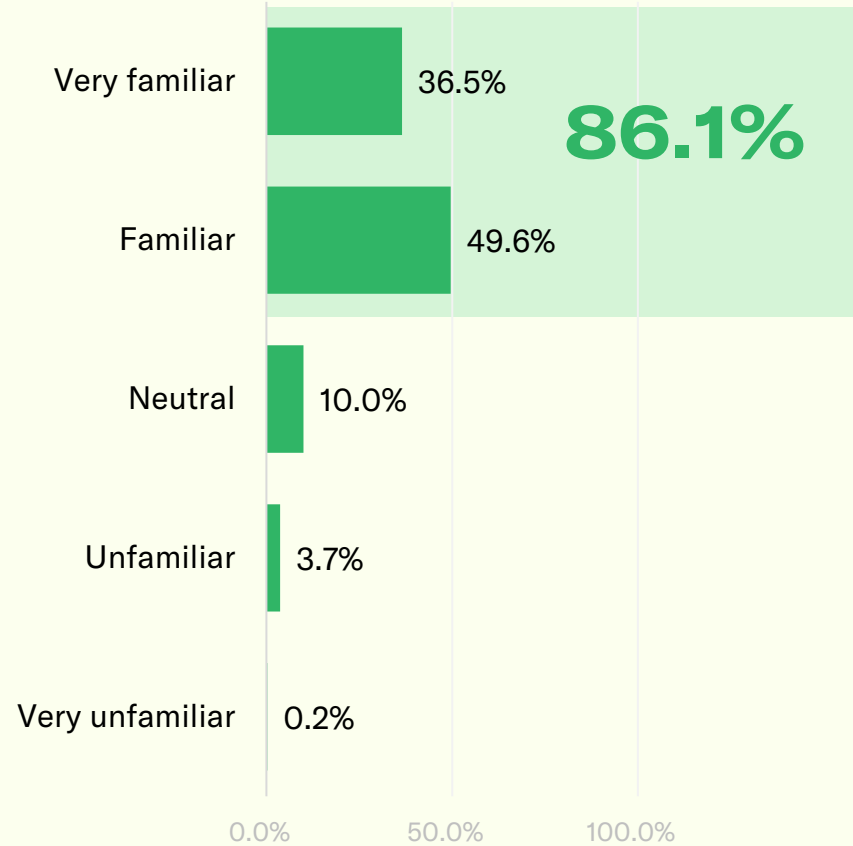
Base: Respondents who did not participate in any Native American tourism activities (1,051 completed surveys).

# Detailed Findings: Perceptions & Motivations

# Familiarity with Oregon rates highly among Portland region visitors.

Well over eight in ten (86.1%) of visitors said they feel familiar or very familiar with the state. This was highest among in-state visitors, who were the only segment to report a majority who felt they are very familiar (54.9%) with the things to do and see in Oregon.

## Familiarity



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>86.1%</b>	<b>84.4%</b>	<b>90.5%</b>	<b>86.0%</b>	<b>88.3%</b>	<b>85.8%</b>	<b>88.7%</b>
Very familiar	36.5%	30.6%	54.9%	35.6%	40.5%	33.4%	38.9%
Familiar	49.6%	53.8%	35.6%	50.4%	47.8%	52.5%	49.8%
Neutral	10.0%	12.7%	5.5%	9.9%	8.6%	10.1%	7.8%
Unfamiliar	3.7%	2.9%	4.0%	3.9%	2.8%	3.9%	2.8%
Very unfamiliar	0.2%	0.0%	0.0%	0.3%	0.3%	0.3%	0.7%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

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

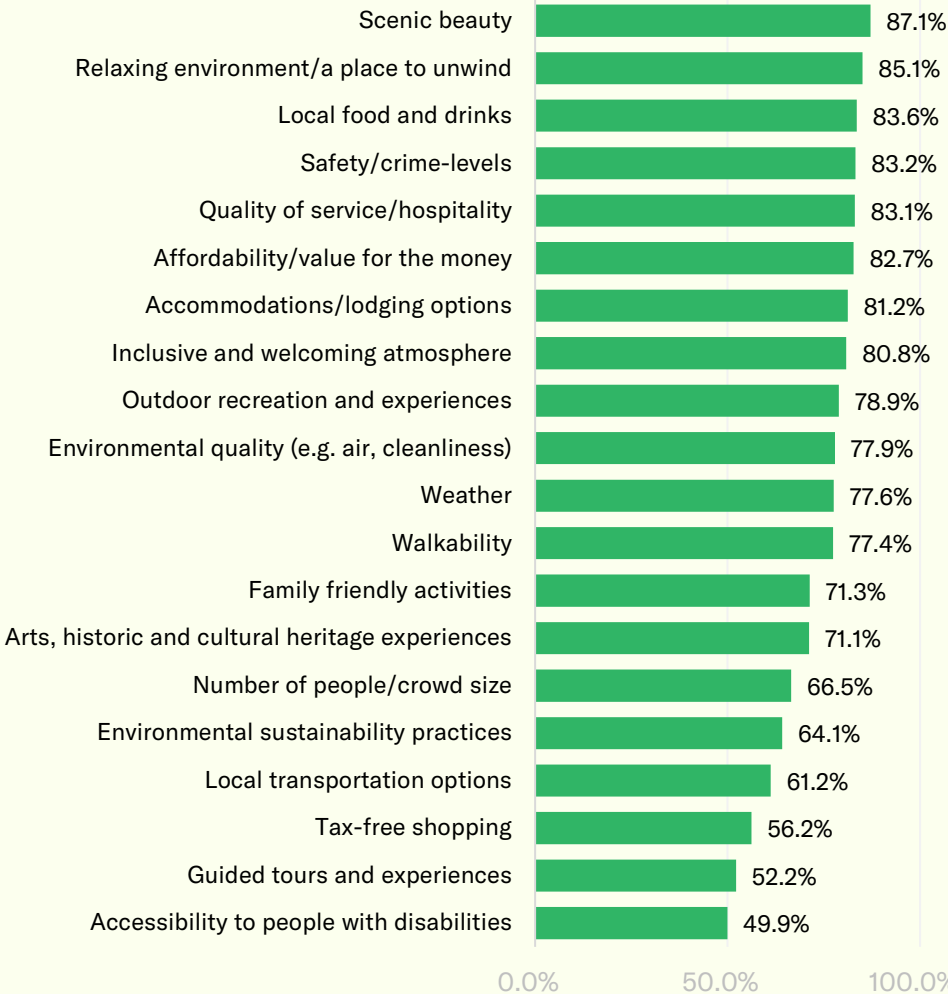
Base: Total respondents (1,297 completed surveys).

# Scenic beauty and relaxation rank highest as trip motivators.

Over eight in ten Portland visitors said that scenic beauty (87.1%) and/or a relaxing environment or place to unwind (85.1%) are important drivers for why they took their most recent trip to Oregon in 2024-2025. The other top factors that played a key role in their trip decision include local food and drinks (83.6%), safety/crime-levels (83.2%), and/or the quality of service/hospitality (83.1%).

## 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 (1,297 completed surveys)

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

## Importance to Trip Decision by Segment

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

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	87.1%	85.9%	83.4%	88.0%	92.3%	88.4%	90.1%
Relaxing environment/a place to unwind	85.1%	85.0%	85.1%	85.2%	89.3%	86.5%	87.7%
Local food and drinks	83.6%	83.9%	76.1%	84.5%	86.9%	86.2%	88.5%
Safety/crime-levels	83.2%	89.8%	76.4%	82.2%	86.4%	83.9%	86.2%
Quality of service/hospitality	83.1%	85.2%	76.8%	83.5%	87.3%	84.3%	87.5%
Affordability/value for the money	82.7%	82.5%	82.0%	82.8%	87.0%	83.9%	85.6%
Accommodations/lodging options	81.2%	84.5%	63.3%	82.6%	85.5%	82.5%	85.7%
Inclusive and welcoming atmosphere	80.8%	82.2%	75.9%	81.1%	86.0%	82.0%	85.2%
Outdoor recreation and experiences	78.9%	79.6%	69.8%	80.0%	89.3%	80.3%	83.8%
Environmental quality (e.g. air, cleanliness)	77.9%	76.0%	77.9%	78.6%	83.9%	78.0%	84.4%
Weather	77.6%	81.5%	73.3%	77.3%	82.2%	77.2%	78.0%
Walkability	77.4%	82.8%	72.1%	76.4%	82.0%	77.8%	82.7%
Family friendly activities	71.3%	71.2%	62.5%	72.4%	76.3%	70.7%	71.3%
Arts, historic and cultural heritage experiences	71.1%	69.7%	54.9%	73.7%	76.1%	71.6%	87.8%
Number of people/crowd size	66.5%	65.1%	57.4%	68.2%	70.5%	66.1%	69.6%
Environmental sustainability practices	64.1%	63.8%	51.5%	65.9%	70.0%	63.4%	73.2%
Local transportation options	61.2%	62.0%	38.2%	64.0%	64.4%	61.0%	70.4%
Tax-free shopping	56.2%	58.9%	46.9%	56.5%	56.9%	54.1%	57.7%
Guided tours and experiences	52.2%	51.8%	24.1%	56.3%	57.8%	49.9%	61.0%
Accessibility to people with disabilities	49.9%	45.6%	43.4%	52.1%	52.6%	46.6%	53.2%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

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

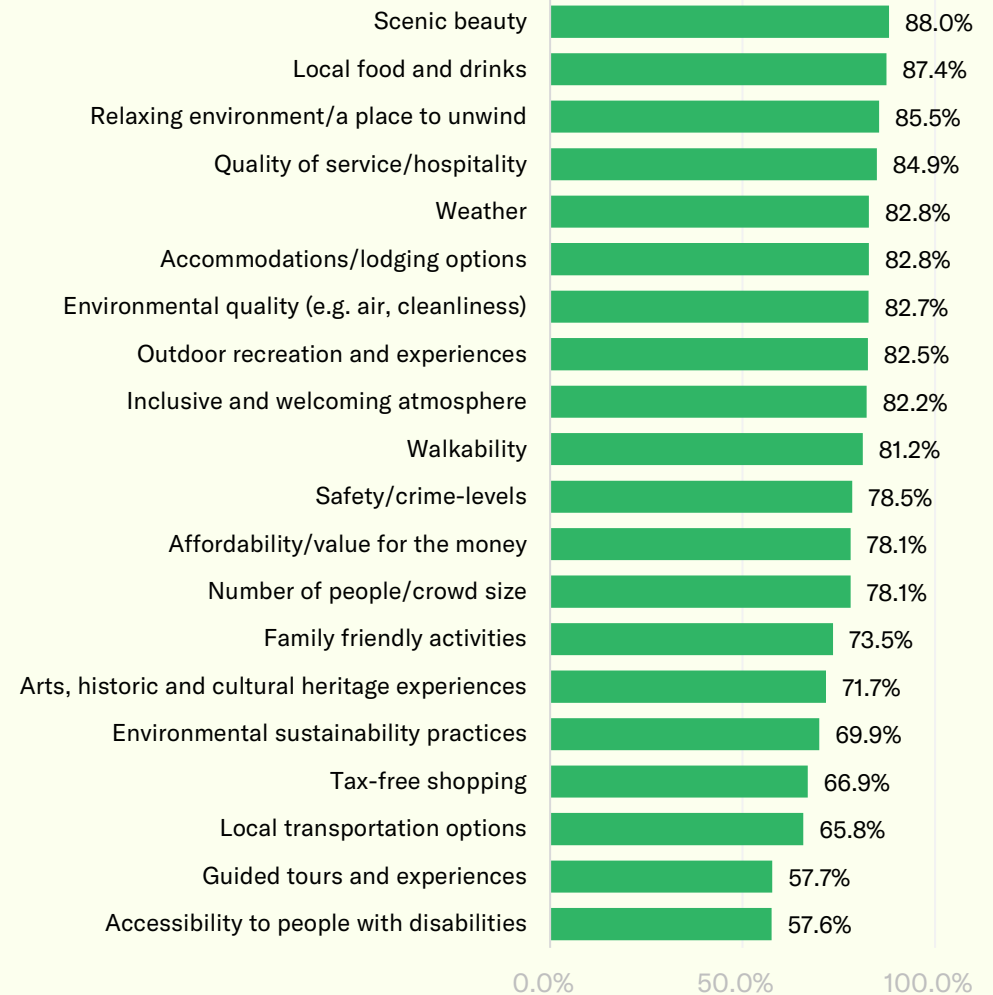
Base: Total respondents (1,297 completed surveys)

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

Oregon rates favorably overall for all trip attributes, with more than half of Portland region visitors in 2024-2025 saying they were satisfied or very satisfied with these elements of their trip. Satisfaction levels were highest for scenic beauty (88.0%), local food and drinks (87.4%), and a relaxing environment/a place to unwind (85.5%).

## 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 (1,297 completed surveys).

# In-state visitors to the Portland region were less satisfied with a number of attributes, namely accommodations, affordability, and crowding.

## Trip Attribute Satisfaction by Segment

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

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	88.0%	85.5%	85.9%	89.1%	92.4%	89.7%	91.5%
Local food and drinks	87.4%	86.5%	80.7%	88.6%	90.0%	90.1%	92.5%
Relaxing environment/a place to unwind	85.5%	84.1%	84.9%	86.0%	88.6%	87.1%	88.5%
Quality of service/hospitality	84.9%	84.9%	80.3%	85.5%	87.5%	86.4%	88.1%
Weather	82.8%	84.3%	75.2%	83.5%	86.6%	84.1%	84.1%
Accommodations/lodging options	82.8%	84.8%	68.0%	84.3%	87.3%	84.4%	89.6%
Environmental quality (e.g. air, cleanliness)	82.7%	79.0%	76.7%	84.7%	87.9%	84.4%	86.4%
Outdoor recreation and experiences	82.5%	81.8%	74.7%	83.8%	90.9%	84.0%	91.4%
Inclusive and welcoming atmosphere	82.2%	84.1%	76.9%	82.7%	85.8%	84.1%	86.4%
Walkability	81.2%	81.7%	77.7%	81.6%	87.0%	83.5%	85.3%
Safety/crime-levels	78.5%	78.0%	72.6%	79.7%	83.5%	79.6%	84.0%
Affordability/value for the money	78.1%	75.4%	67.9%	80.3%	82.2%	79.8%	83.3%
Number of people/crowd size	78.1%	74.7%	68.1%	80.5%	83.2%	78.9%	82.6%
Family friendly activities	73.5%	72.4%	65.0%	75.3%	79.5%	73.6%	76.6%
Arts, historic and cultural heritage experiences	71.7%	72.0%	58.9%	73.4%	77.9%	72.8%	87.1%
Environmental sustainability practices	69.9%	64.8%	59.0%	72.9%	74.8%	69.5%	79.7%
Tax-free shopping	66.9%	62.1%	70.1%	68.1%	68.9%	66.6%	71.5%
Local transportation options	65.8%	65.5%	45.6%	68.6%	69.5%	64.8%	74.9%
Guided tours and experiences	57.7%	56.3%	31.7%	61.7%	63.3%	55.6%	66.5%
Accessibility to people with disabilities	57.6%	51.9%	42.3%	61.4%	60.3%	56.0%	65.4%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

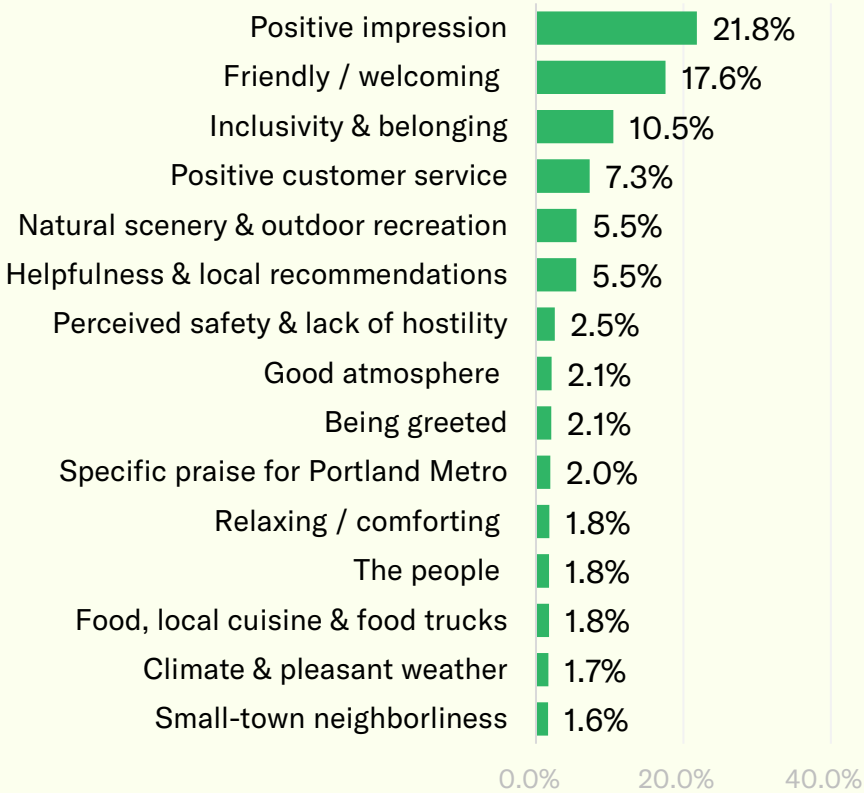
Question: How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (1,297 completed surveys)

# One in five Portland region visitors said a positive impression of the destination contributed to their satisfaction with the inclusive and welcoming atmosphere.

At 21.8%, mentions of a general positive 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 said they felt people were friendly/welcoming (17.6%).

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



## By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Positive impression	21.8%	19.9%	8.5%	24.3%	23.3%	19.5%	22.2%
Friendly / welcoming	17.6%	21.6%	18.7%	16.1%	16.1%	17.9%	17.8%
Inclusivity & belonging	10.5%	9.1%	16.4%	10.1%	9.7%	11.0%	9.9%
Positive customer service	7.3%	3.8%	7.8%	8.4%	6.2%	7.4%	6.0%
Natural scenery & outdoor recreation	5.5%	5.7%	2.6%	5.9%	5.8%	5.2%	5.5%
Helpfulness & local recommendations	5.5%	6.2%	2.5%	5.6%	4.3%	6.3%	5.1%
Perceived safety & lack of hostility	2.5%	3.6%	4.2%	1.9%	1.5%	2.9%	1.8%
Good atmosphere	2.1%	1.7%	1.1%	2.4%	2.8%	1.9%	3.3%
Being greeted	2.1%	3.6%	1.3%	1.7%	2.7%	2.0%	2.9%
Specific praise for Portland Metro	2.0%	1.7%	4.0%	1.8%	1.3%	1.9%	3.4%
Relaxing / comforting	1.8%	2.2%	1.1%	1.8%	2.7%	2.1%	1.6%
The people	1.8%	0.5%	0.0%	2.4%	1.6%	1.5%	2.0%
Food, local cuisine & food trucks	1.8%	2.6%	0.0%	1.7%	2.0%	2.0%	1.1%
Climate & pleasant weather	1.7%	2.7%	0.0%	1.6%	2.3%	1.8%	1.6%
Small-town neighborliness	1.6%	0.7%	2.9%	1.8%	1.4%	1.8%	1.7%
<b>Base</b>	<b>661</b>	<b>140</b>	<b>69</b>	<b>452</b>	<b>405</b>	<b>531</b>	<b>227</b>

*\*Small sample size*

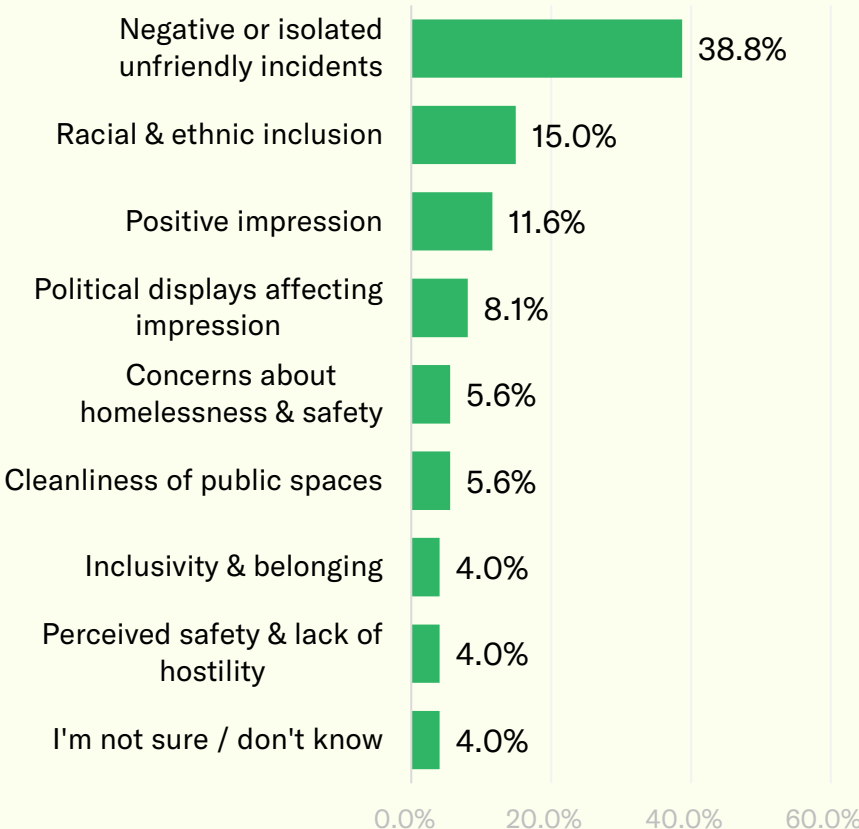
Question: (Optional) You shared that you were \_\_\_ with Oregon's Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected "satisfied" or "very satisfied" for Oregon's Inclusive and Welcoming atmosphere (661 completed surveys)

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

Among the 19 respondents who shared why they said they were unsatisfied with the state’s inclusive and welcoming atmosphere, 38.8% cited a negative or isolated unfriendly incidents, followed by concerns about racial and ethnic inclusion (15.0%).

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



## By Segment

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

	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Negative or isolated unfriendly incidents	38.8%	0.0%	100.0%	49.0%	63.2%	51.6%	53.2%
Racial & ethnic inclusion	15.0%	28.9%	0.0%	0.0%	15.0%	10.4%	0.0%
Positive impression	11.6%	21.1%	0.0%	11.8%	10.9%	7.6%	22.9%
Political displays affecting impression	8.1%	0.0%	0.0%	12.6%	0.0%	15.2%	8.0%
Concerns about homelessness & safety	5.6%	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%
Cleanliness of public spaces	5.6%	28.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Inclusivity & belonging	4.0%	0.0%	0.0%	6.3%	0.0%	0.0%	8.0%
Perceived safety & lack of hostility	4.0%	21.1%	0.0%	0.0%	0.0%	7.6%	8.0%
I'm not sure / don't know	4.0%	0.0%	0.0%	6.3%	10.9%	7.6%	0.0%
Too expensive	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Base</b>	<b>19</b>	<b>4</b>	<b>2</b>	<b>12</b>	<b>7</b>	<b>11</b>	<b>9</b>

*\*Small sample size*

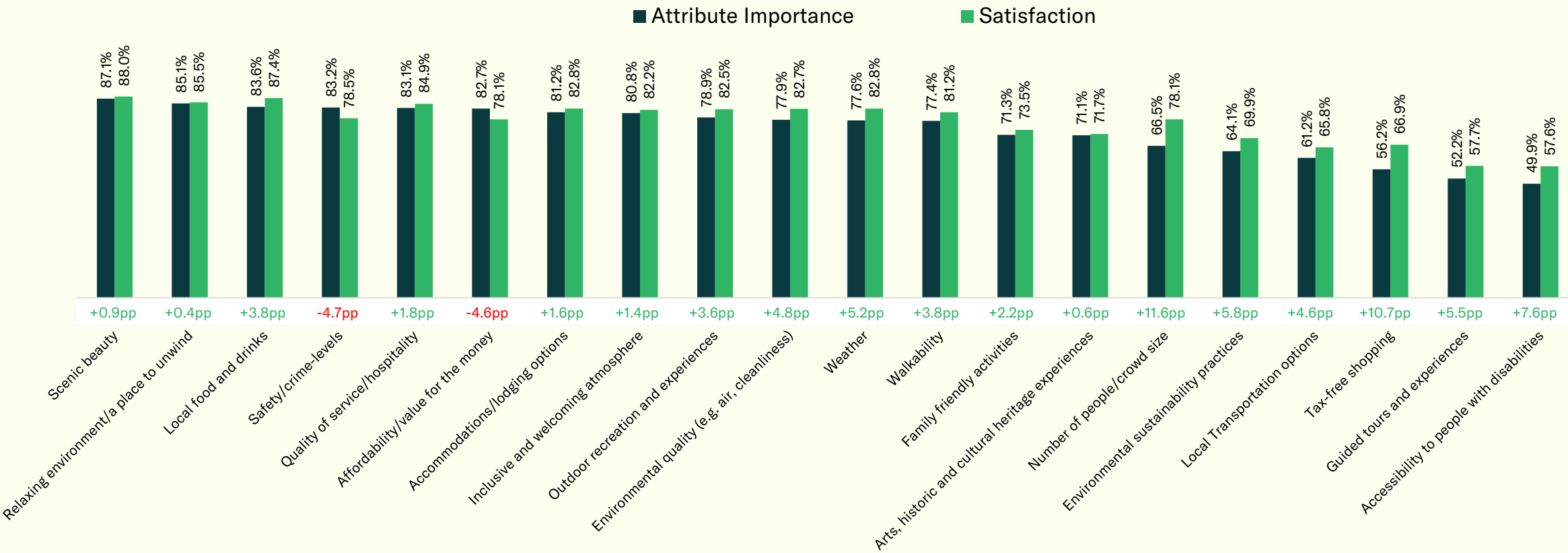
Question: (Optional) You shared that you were \_\_\_ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “unsatisfied” or “very unsatisfied” for Oregon’s Inclusive and Welcoming atmosphere (19 completed surveys)

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

In the chart below, the blue bars represent how important was each attribute in a visitor's decision to take a trip, while the green bar represents their satisfaction. This helps visually indicate gaps between importance and satisfaction. The only negative gaps between importance as a trip motivator and satisfaction level was for affordability/value for money (-4.6 percentage points) and safety/crime levels (-4.7 percentage points). Across all other attributes, 2024-2025 Portland region visitors' satisfaction was on par or even in some instances – such as crowd size and tax-free shopping – outpaced how important those elements were for their decision to visit Oregon.

## Attribute Importance vs Satisfaction



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

Base: Total respondents (1,297 completed surveys)

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

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

## Attribute Importance vs Satisfaction by Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	+0.9pp	-0.4pp	+2.5pp	+1.2pp	+0.1pp	+1.4pp	+1.5pp
Relaxing environment/a place to unwind	+0.4pp	-1.0pp	-0.3pp	+0.8pp	-0.7pp	+0.6pp	+0.8pp
Local food and drinks	+3.8pp	+2.6pp	+4.6pp	+4.1pp	+3.1pp	+3.9pp	+4.1pp
Safety/crime-levels	-4.7pp	-11.8pp	-3.8pp	-2.5pp	-3.0pp	-4.4pp	-2.2pp
Quality of service/hospitality	+1.8pp	-0.2pp	+3.4pp	+2.1pp	+0.3pp	+2.0pp	+0.6pp
Affordability/value for the money	-4.6pp	-7.1pp	-14.1pp	-2.5pp	-4.8pp	-4.1pp	-2.3pp
Accommodations/lodging options	+1.6pp	+0.3pp	+4.6pp	+1.6pp	+1.8pp	+1.8pp	+3.9pp
Inclusive and welcoming atmosphere	+1.4pp	+1.9pp	+1.0pp	+1.5pp	-0.1pp	+2.2pp	+1.2pp
Outdoor recreation and experiences	+3.6pp	+2.3pp	+4.9pp	+3.8pp	+1.7pp	+3.7pp	+7.6pp
Environmental quality (e.g. air, cleanliness)	+4.8pp	+3.0pp	-1.2pp	+6.1pp	+4.0pp	+6.4pp	+1.9pp
Weather	+5.2pp	+2.8pp	+2.0pp	+6.2pp	+4.4pp	+6.9pp	+6.1pp
Walkability	+3.8pp	-1.0pp	+5.6pp	+5.1pp	+5.0pp	+5.7pp	+2.7pp
Family friendly activities	+2.2pp	+1.2pp	+2.4pp	+2.8pp	+3.1pp	+2.9pp	+5.4pp
Arts, historic and cultural heritage experiences	+0.6pp	+2.3pp	+4.0pp	-0.3pp	+1.8pp	+1.1pp	-0.7pp
Number of people/crowd size	+11.6pp	+9.6pp	+10.7pp	+12.2pp	+12.7pp	+12.8pp	+13.1pp
Environmental sustainability practices	+5.8pp	+1.0pp	+7.6pp	+6.9pp	+4.8pp	+6.1pp	+6.5pp
Local transportation options	+4.6pp	+3.5pp	+7.4pp	+4.6pp	+5.1pp	+3.8pp	+4.4pp
Tax-free shopping	+10.7pp	+3.2pp	+23.2pp	+11.6pp	+12.0pp	+12.5pp	+13.8pp
Guided tours and experiences	+5.5pp	+4.5pp	+7.6pp	+5.4pp	+5.5pp	+5.7pp	+5.5pp
Accessibility to people with disabilities	+7.6pp	+6.3pp	-1.1pp	+9.2pp	+7.8pp	+9.4pp	+12.2pp
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

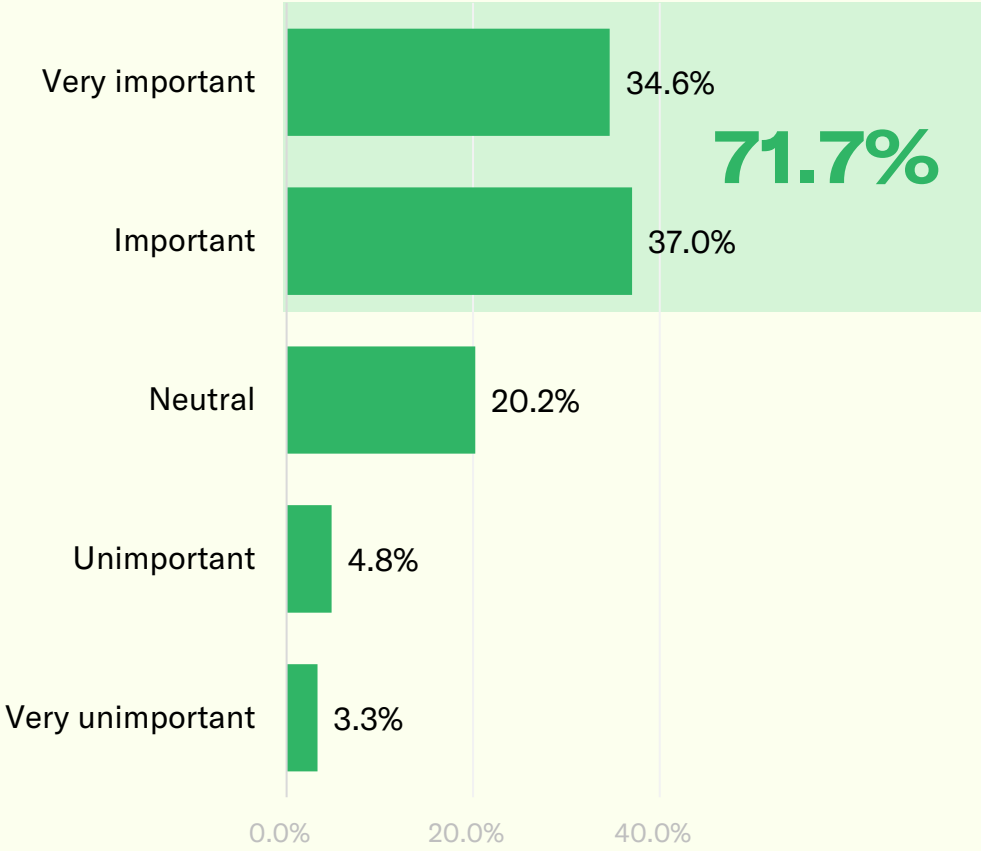
Question: How important were each of the following to your decision to take this trip to/within Oregon?  
 How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (1,297 completed surveys)

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

At 71.7%, most 2024-2025 Portland region visitors take into account their travels' environmental impact when planning, with more than one third (34.6%) saying this is very important. Among the segments, environmental impact was most important for Arts & Culture Participants (79.4%), but least importance for in-state Portland region visitors (60.5%).

## Environmental Impact Importance



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>71.7%</b>	<b>65.2%</b>	<b>60.5%</b>	<b>75.1%</b>	<b>75.7%</b>	<b>69.7%</b>	<b>79.4%</b>
Very important	34.6%	31.5%	19.4%	37.5%	39.6%	31.2%	42.0%
Important	37.0%	33.7%	41.1%	37.6%	36.1%	38.5%	37.4%
Neutral	20.2%	25.0%	29.5%	17.6%	17.6%	21.6%	15.7%
Unimportant	4.8%	5.5%	7.2%	4.3%	4.8%	5.5%	3.5%
Very unimportant	3.3%	4.3%	2.8%	3.0%	1.9%	3.2%	1.5%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

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

Base: Total respondents (1,297 completed surveys)

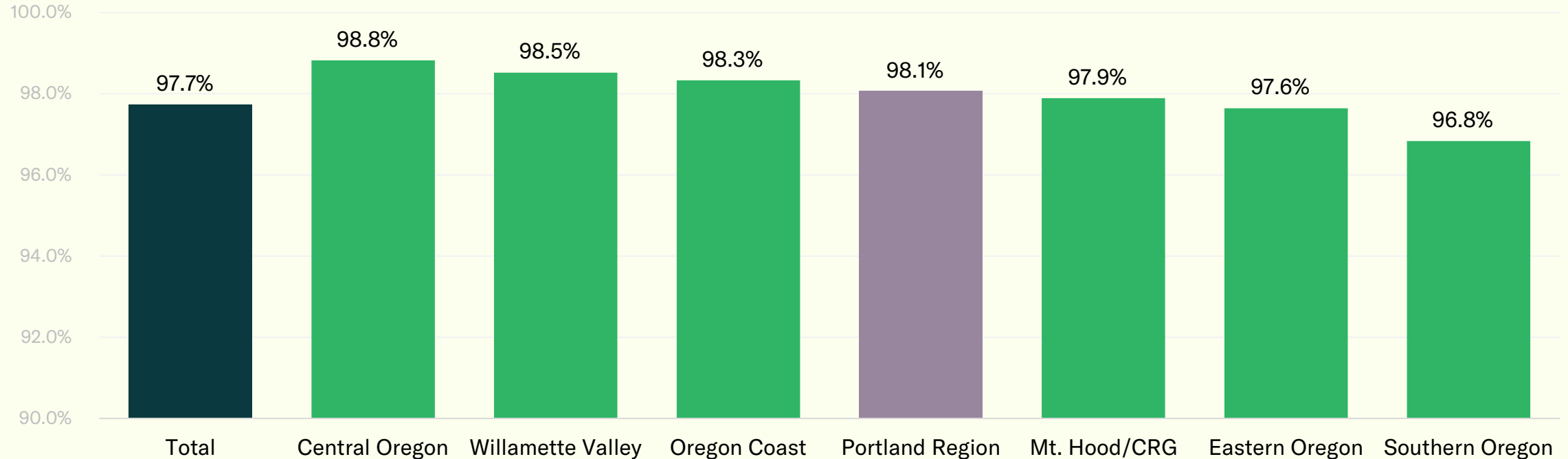
# Detailed Findings: Visitor Satisfaction

# The Portland region performs slightly above average for trip satisfaction among Oregon visitors.

When comparing satisfaction levels across different regions visited, 98.1% of 2024-25 visitors whose trip to Oregon included the Portland 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")



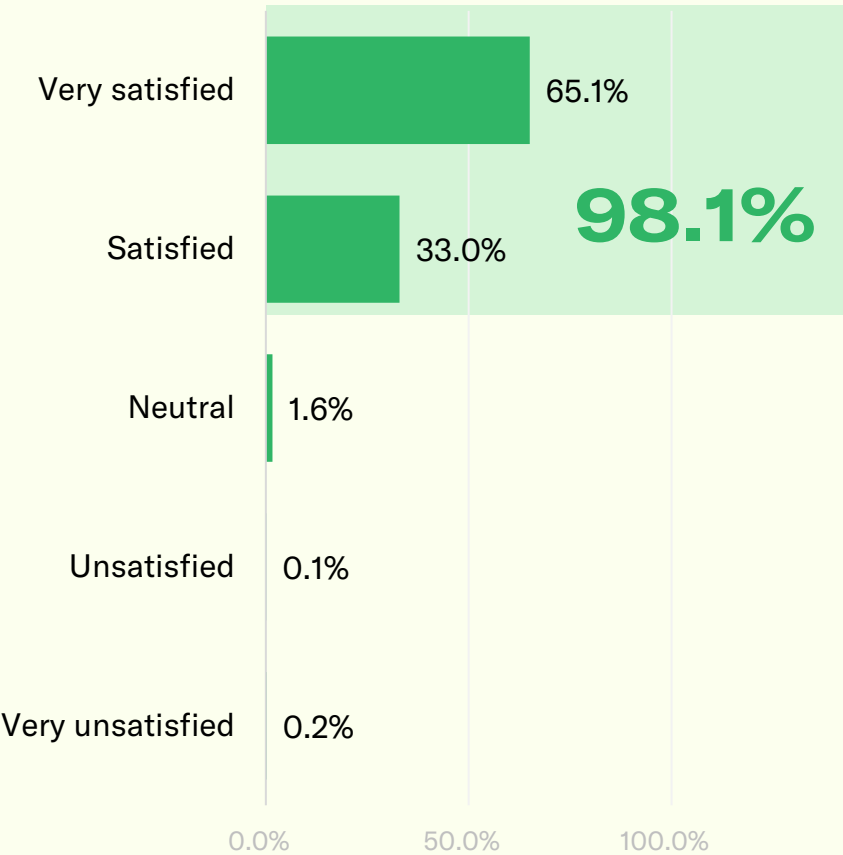
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (2,737 completed surveys)

# Overall trip satisfaction scores are extremely high for Portland region visitors.

Nearly all (98.1%) 2024-2025 visitors to Oregon were satisfied with their overall trip, with nearly two-thirds (65.1%) 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	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	98.1%	97.7%	98.2%	98.2%	98.3%	98.3%	98.5%
Very satisfied	65.1%	56.6%	64.6%	67.8%	70.5%	65.9%	71.3%
Satisfied	33.0%	41.0%	33.6%	30.4%	27.7%	32.4%	27.2%
Neutral	1.6%	2.3%	1.8%	1.3%	1.5%	1.3%	1.5%
Unsatisfied	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%
Very unsatisfied	0.2%	0.0%	0.0%	0.3%	0.2%	0.2%	0.0%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

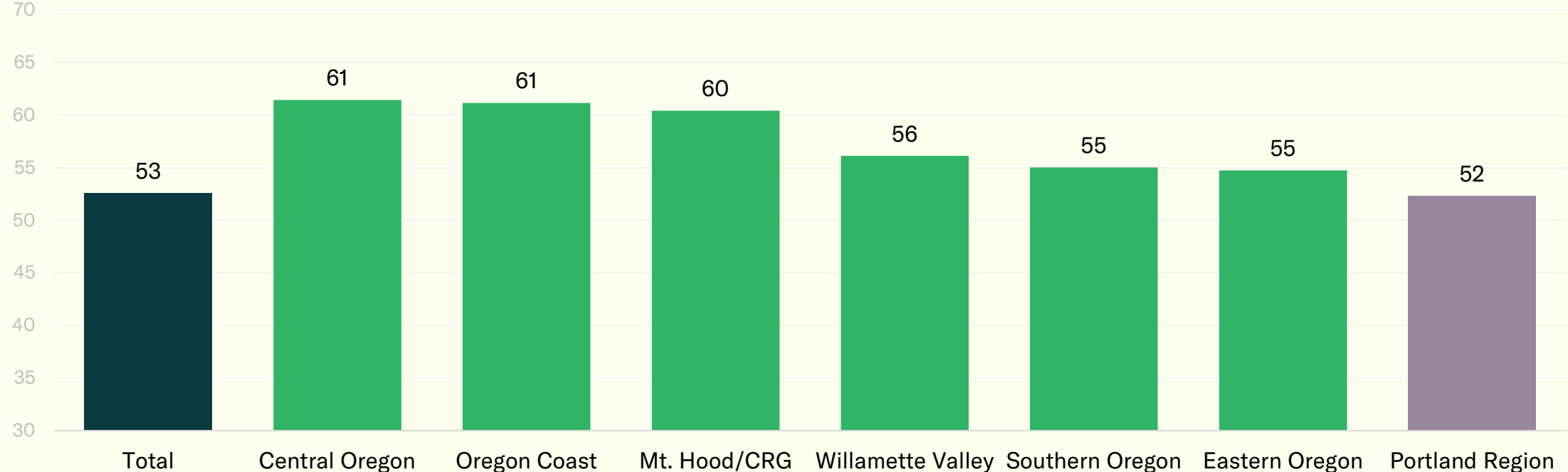
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (1,297 completed surveys)

# Likelihood to recommend was lowest for the Portland region compared to other areas of Oregon.

Compared to the statewide score of 53 to the individual scores for each region, Portland region had the lowest likelihood to recommend at 52 and was the only tourism region to under-index compared to the total statewide visitors' likelihood to recommend score of 53.

## Likelihood to Recommend Oregon: Statewide vs. Regions

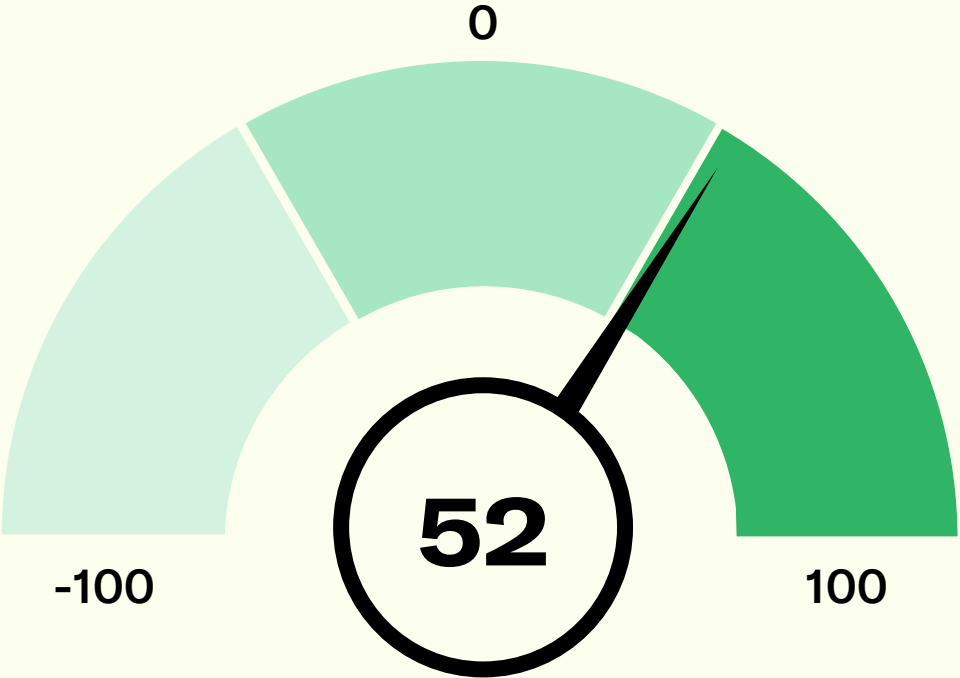


Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?  
Base: Total respondents (2,737 completed surveys)

# Portland 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 Portland region is 52. For this metric, scores between 0-20 are considered poor, 20-30 classifies as fair, 30-50 good, 50-70 excellent, and 70+ world class.

## Likelihood to Recommend Oregon



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Likelihood to Recommend Score	52	40	56	56	60	55	61
Base	1,297	250	140	904	757	991	403

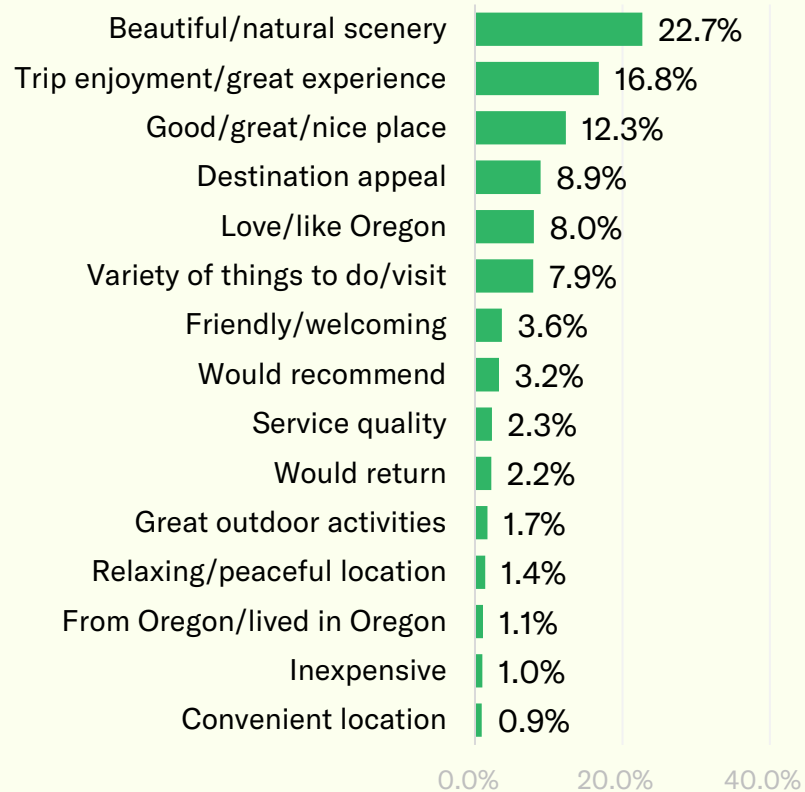
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (1,297 completed surveys)

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

Over one in five (22.7%) Portland 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 16.8% who said their rating was a reflection of their great experience.

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



## By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Beautiful/natural scenery	22.7%	19.8%	42.5%	20.9%	23.1%	23.1%	19.3%
Trip enjoyment/great experience	16.8%	15.8%	0.0%	19.3%	17.1%	15.7%	18.5%
Good/great/nice place	12.3%	8.5%	3.6%	14.5%	10.4%	13.3%	11.6%
Destination appeal	8.9%	8.6%	9.4%	8.9%	11.1%	8.7%	10.1%
Love/like Oregon	8.0%	9.5%	10.4%	7.3%	7.4%	7.9%	8.1%
Variety of things to do/visit	7.9%	11.3%	11.3%	6.6%	7.5%	8.2%	9.2%
Friendly/welcoming	3.6%	7.6%	1.2%	2.9%	2.1%	3.4%	2.5%
Would recommend	3.2%	0.9%	1.7%	4.1%	4.3%	3.6%	3.9%
Service quality	2.3%	4.3%	0.0%	2.1%	3.7%	2.2%	1.4%
Would return	2.2%	2.6%	0.0%	2.4%	1.8%	2.0%	2.0%
Great outdoor activities	1.7%	0.6%	2.3%	1.9%	2.5%	2.0%	1.1%
Relaxing/peaceful location	1.4%	0.9%	0.0%	1.7%	2.3%	1.5%	0.6%
From Oregon/lived in Oregon	1.1%	0.0%	6.8%	0.6%	0.7%	1.0%	1.2%
Inexpensive	1.0%	1.4%	0.0%	1.0%	1.6%	1.2%	0.8%
Convenient location	0.9%	0.0%	0.0%	1.3%	0.6%	1.1%	1.1%
<b>Base</b>	<b>442</b>	<b>109</b>	<b>46</b>	<b>313</b>	<b>273</b>	<b>352</b>	<b>140</b>

\*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 (442 completed surveys)

# Reasons around safety and homelessness were the most mentioned negative reasons why Portland region visitors rated their likelihood to recommend at a 6 or lower.

Among the 46 respondents who rated their likelihood to recommend Oregon at a 6 or lower and shared their reasoning, 14.6% said they felt Oregon was a good place, but 13.0% said their rating was due to safety issues, followed by over one in ten (11.0%) who cited homelessness. It should be noted that good/great/nice place ranks highest here due to the fact that the some of these respondents may not consider a score of 6 or even 5 out of 10 to be negative.

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



## By Segment

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

	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Good/great/nice place	14.6%	14.4%	0.0%	16.3%	23.4%	15.2%	13.6%
Safety issues	13.0%	16.3%	0.0%	12.7%	0.0%	13.8%	16.2%
Homelessness	11.0%	0.0%	24.0%	15.5%	7.1%	11.1%	0.0%
Political reasons	8.5%	11.3%	0.0%	7.9%	8.8%	7.0%	24.0%
Would not recommend	7.2%	16.3%	0.0%	3.1%	4.1%	9.9%	0.0%
Beautiful/natural scenery	5.2%	0.0%	0.0%	8.5%	11.0%	1.9%	5.8%
Moderate	4.7%	0.0%	0.0%	7.7%	10.0%	4.2%	0.0%
Did not spend enough time there	4.7%	14.4%	0.0%	0.0%	0.0%	6.5%	6.8%
Destination appeal	3.3%	0.0%	0.0%	5.5%	2.8%	0.0%	8.5%
Would recommend	3.3%	5.0%	0.0%	2.7%	3.5%	2.3%	0.0%
From Oregon/lived in Oregon	3.2%	0.0%	24.0%	2.7%	0.0%	4.5%	0.0%
Service quality	3.0%	0.0%	0.0%	5.0%	0.0%	4.2%	0.0%
Inexpensive	3.0%	9.4%	0.0%	0.0%	0.0%	4.2%	0.0%
Love/like Oregon	2.6%	8.0%	0.0%	0.0%	5.5%	0.0%	0.0%
Unfriendly residents	1.6%	0.0%	0.0%	2.7%	0.0%	2.2%	0.0%
<b>Base</b>	<b>46</b>	<b>14</b>	<b>4</b>	<b>28</b>	<b>22</b>	<b>33</b>	<b>12</b>

*\*Small sample size*

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

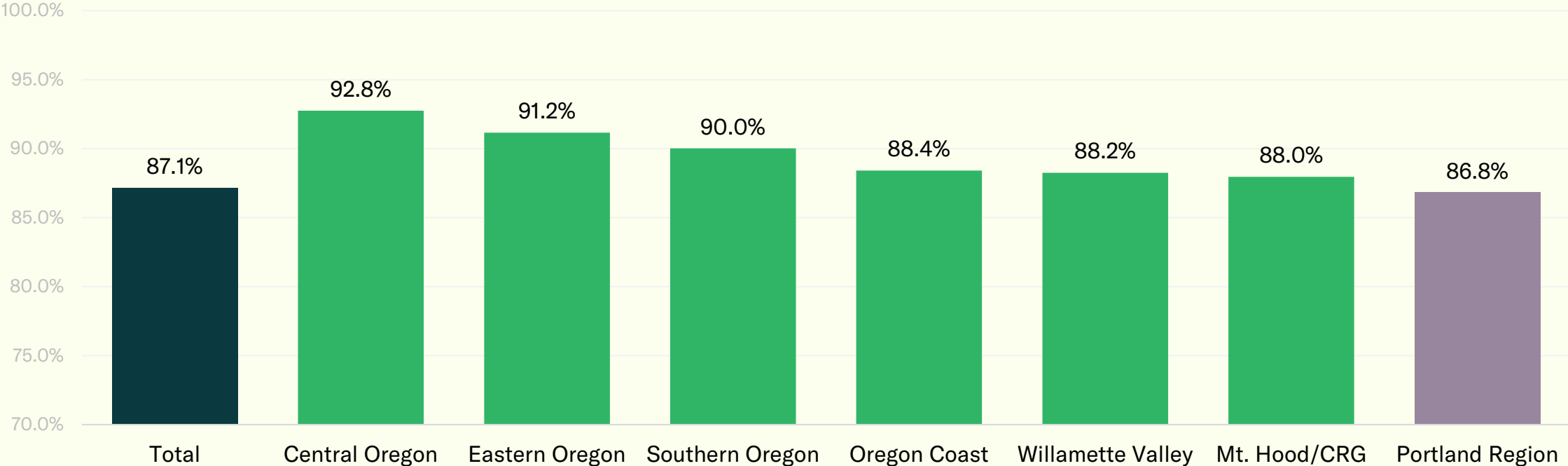
Base: Respondents who selected a 6 or lower for likelihood to recommend Oregon as a place to visit (46 completed surveys)

# The Portland region scored lowest for likelihood to return compared to other Oregon areas.

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

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

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



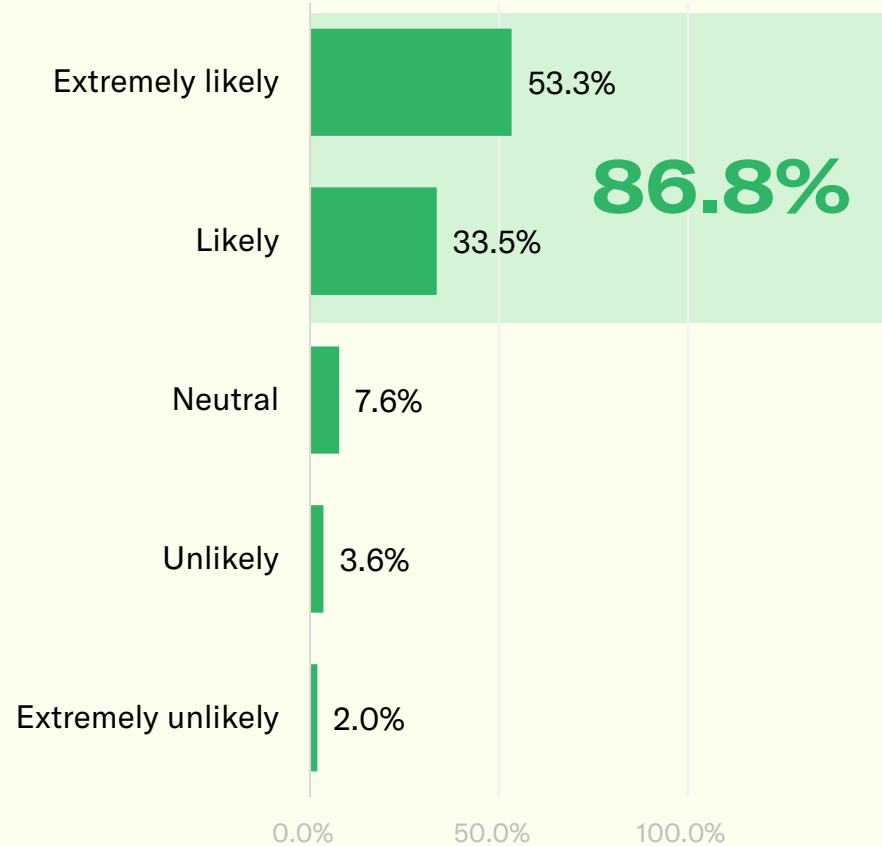
Question: How likely are you to travel to or within Oregon again in the next 12 months?

Base: Total respondents (2,737 completed surveys)

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

But, at 86.8%, likelihood to return to Oregon for another trip in the next year is still generally high for Portland region visitors; more than half (53.3%) said they are extremely likely. For the segments, likelihood to return was highest among in-state visitors (98.8%).

## Likelihood to Return in the Next 12 Months



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>86.8%</b>	<b>81.8%</b>	<b>98.8%</b>	<b>86.6%</b>	<b>88.8%</b>	<b>86.4%</b>	<b>88.3%</b>
Extremely likely	53.3%	39.7%	79.3%	53.6%	54.5%	52.1%	56.1%
Likely	33.5%	42.1%	19.5%	33.0%	34.2%	34.3%	32.1%
Neutral	7.6%	9.2%	0.7%	8.2%	6.7%	7.8%	7.4%
Unlikely	3.6%	5.0%	0.5%	3.6%	3.5%	3.6%	2.9%
Extremely unlikely	2.0%	4.0%	0.0%	1.7%	1.1%	2.2%	1.4%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

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

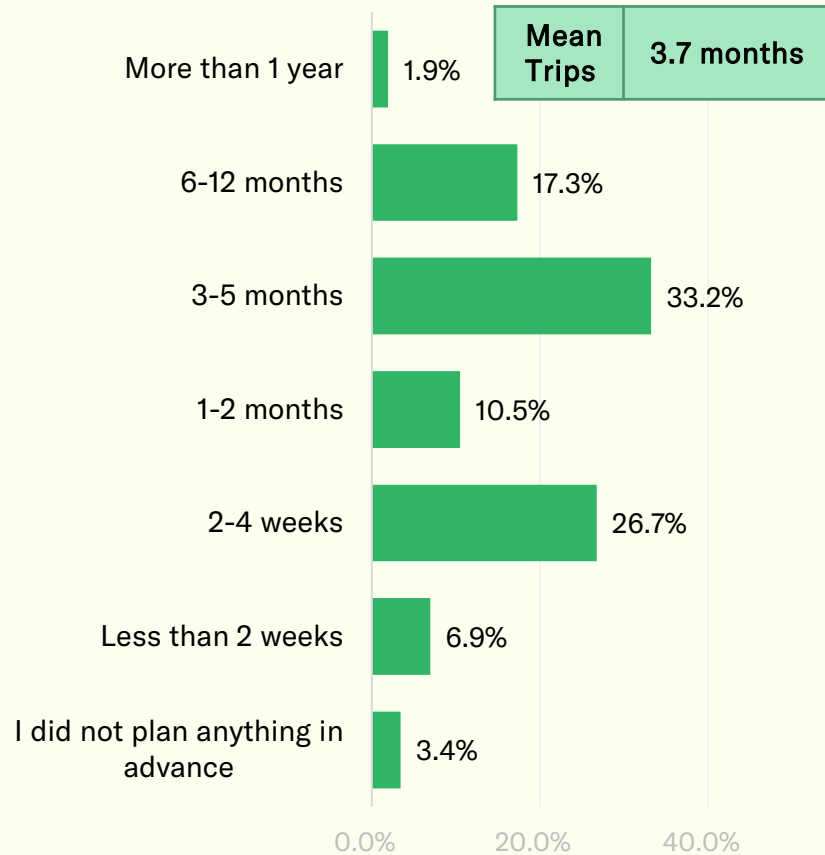
Base: Total respondents (1,297 completed surveys)

# Detailed Findings: Travel Planning & Media

# Nearly half of Portland region visitors planned their trip in under 3 months.

Visitors to the Portland region in 2024-2025 planned their trip an average of 3.7 months in advance of their arrival, with 47.6% reporting planning their trip in 2 months or less. Among the segments, the longest average windows reported by Arts & Culture Participants (4.1 months), while in-state visitors had the shortest average booking window of 2.6 months.

## Trip Planning Window



## By Segment

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

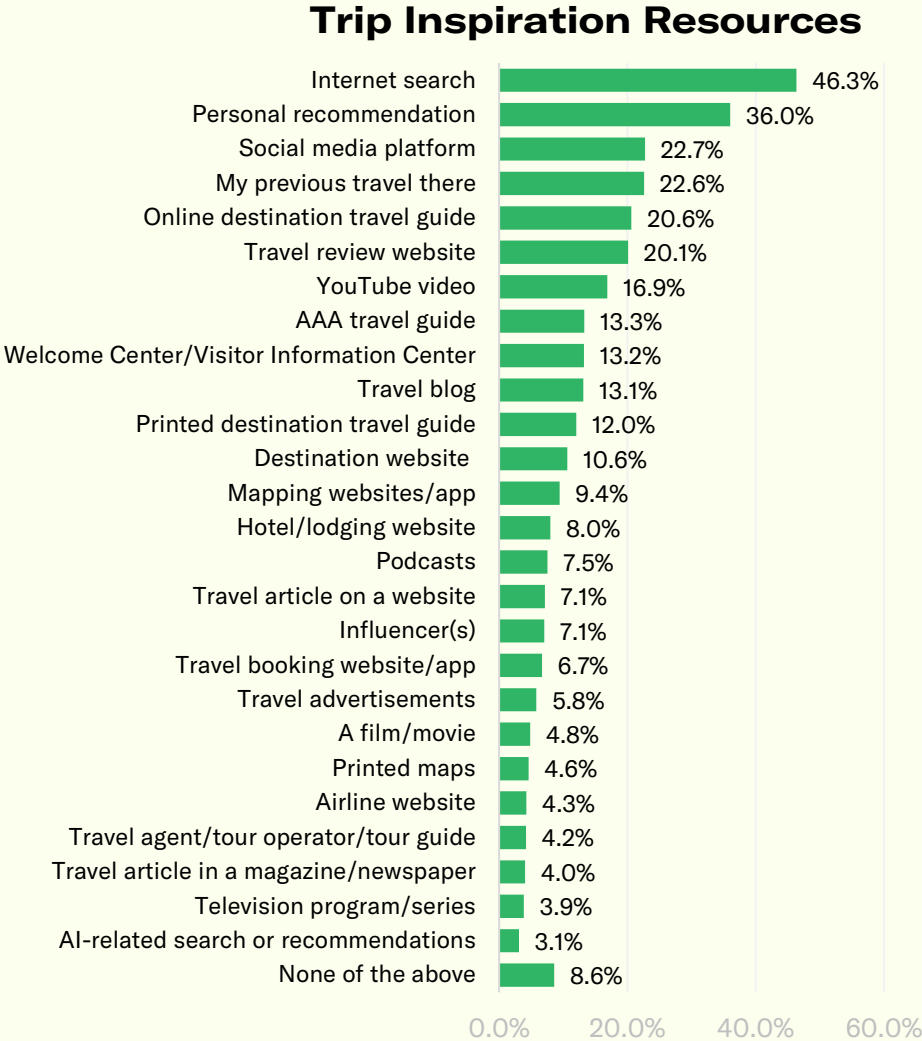
	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
More than 1 year	1.9%	3.5%	1.4%	1.6%	2.0%	1.6%	3.5%
6-12 months	17.3%	16.6%	10.8%	18.4%	18.4%	16.7%	19.2%
3-5 months	33.2%	34.4%	16.7%	35.0%	33.5%	34.1%	36.4%
1-2 months	10.5%	12.3%	13.9%	9.5%	10.2%	10.7%	9.6%
2-4 weeks	26.7%	27.4%	20.0%	27.6%	28.2%	27.5%	25.5%
Less than 2 weeks	6.9%	3.4%	24.2%	5.6%	5.5%	6.9%	4.4%
I did not plan anything in advance	3.4%	2.3%	13.1%	2.4%	2.3%	2.6%	1.4%
<b>Mean (Months)</b>	<b>3.7</b>	<b>3.9</b>	<b>2.6</b>	<b>3.8</b>	<b>3.8</b>	<b>3.7</b>	<b>4.1</b>
<b>Base</b>	<b>1,250</b>	<b>245</b>	<b>120</b>	<b>882</b>	<b>738</b>	<b>965</b>	<b>397</b>

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

Base: Total respondents (1,250 completed surveys).

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

Online search (46.3%) and personal recommendations (36.0%) were by far the most reported sources that inspired Portland region visitors to travel to Oregon. Just over one in five (22.7%) said social media, while a similar share (22.6%) said they drew inspiration from a previous trip.



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

Base: Total respondents (1,297 completed surveys)

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

## Trip Inspiration Resources by Segment

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

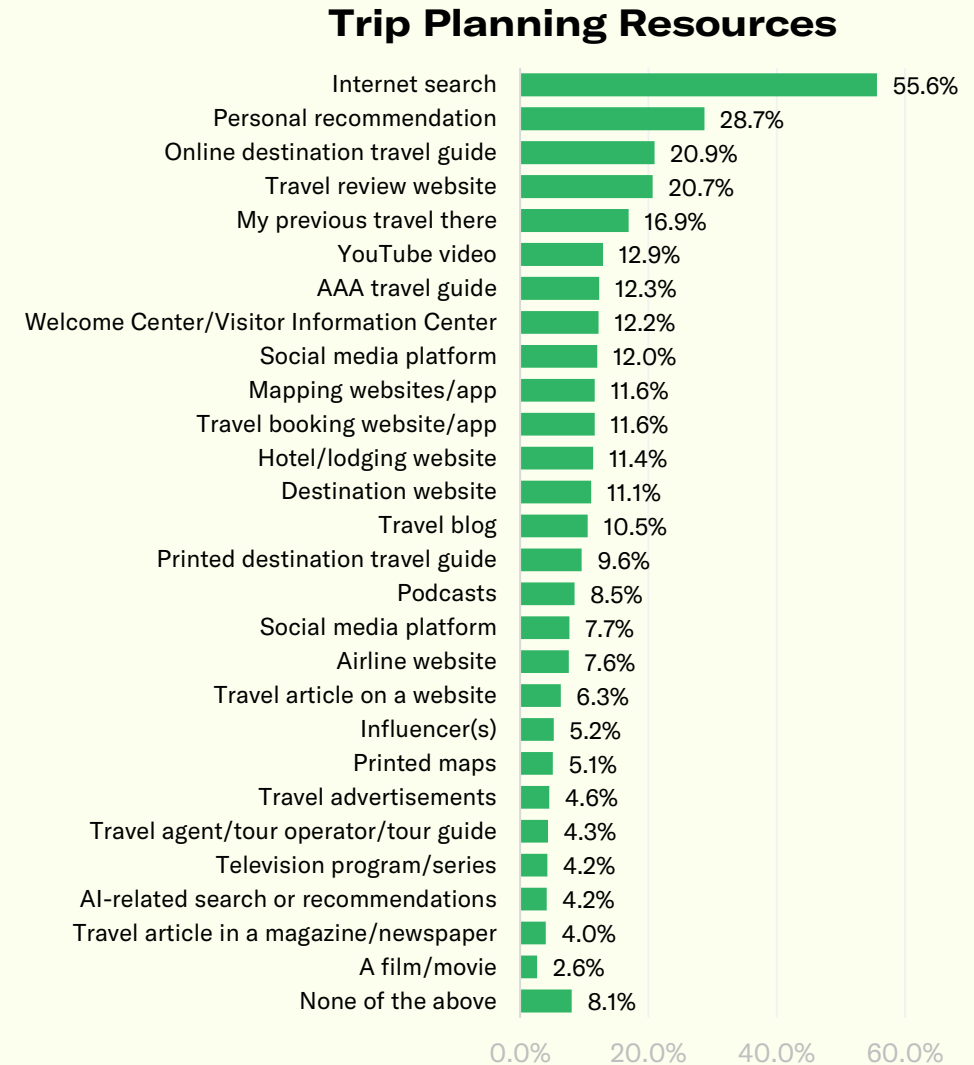
	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Internet search	46.3%	50.1%	34.8%	46.9%	56.3%	47.3%	53.9%
Personal recommendation	36.0%	38.9%	37.7%	35.1%	37.7%	40.1%	40.4%
My previous travel there	22.7%	22.1%	15.0%	23.9%	27.3%	24.4%	28.0%
Social media platform	22.6%	23.7%	36.8%	20.4%	22.8%	25.8%	24.9%
Online destination travel guide	20.6%	21.9%	8.2%	22.0%	23.0%	20.5%	28.3%
Travel review website	20.1%	23.9%	5.0%	20.9%	21.4%	21.1%	26.2%
YouTube video	16.9%	17.5%	8.2%	17.6%	18.9%	17.3%	19.3%
Welcome Center/Visitor Information Center	13.3%	12.5%	4.8%	14.7%	13.6%	12.3%	14.2%
AAA travel guide	13.2%	12.1%	10.8%	13.6%	13.3%	12.7%	15.6%
Travel blog	13.1%	15.1%	7.7%	13.1%	13.8%	13.0%	15.4%
Printed destination travel guide	12.0%	14.2%	7.3%	12.1%	13.5%	11.3%	17.9%
Destination website	10.6%	12.8%	3.6%	11.0%	12.2%	11.1%	14.6%
Mapping websites/app	9.4%	11.0%	7.4%	9.3%	10.2%	10.3%	9.9%
Podcasts	8.0%	8.0%	4.7%	8.4%	8.5%	8.8%	9.1%
Hotel/lodging website	7.5%	9.5%	2.8%	7.5%	9.0%	7.4%	8.3%
Travel article on a website	7.1%	8.0%	3.0%	7.3%	7.7%	7.7%	9.9%
Influencer(s)	7.1%	7.8%	6.9%	6.9%	7.1%	6.6%	10.0%
Travel booking website/app	6.7%	9.0%	2.0%	6.6%	7.2%	6.6%	7.8%
Travel advertisements	5.8%	6.9%	3.1%	5.9%	6.7%	6.2%	9.1%
Printed maps	4.8%	6.6%	1.3%	4.8%	5.3%	5.2%	6.7%
A film/movie	4.6%	4.1%	2.5%	5.0%	5.2%	4.6%	4.9%
Airline website	4.3%	4.3%	1.9%	4.5%	4.4%	4.7%	5.8%
Travel article in a magazine/newspaper	4.2%	4.3%	0.8%	4.7%	5.0%	4.7%	4.4%
Travel agent/tour operator/tour guide	4.0%	4.9%	2.6%	4.0%	3.3%	4.2%	6.3%
Television program/series	3.9%	3.3%	0.6%	4.4%	4.6%	3.3%	5.7%
AI-related search or recommendations	3.1%	3.5%	0.0%	3.3%	2.9%	3.2%	4.3%
None of the above	8.6%	6.4%	19.0%	7.8%	3.7%	7.5%	4.1%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

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

Base: Total respondents (1,297 completed surveys)

# Most Portland region visitors used online search to plan their trip.

When it comes to their top resources for planning their 2024-2025 trip to Oregon, online search (55.6%) was by far the most-selected resource among Portland region visitors. This was followed distantly by personal recommendation (28.7%), while one in five said they planned their trip using an online destination travel guide (20.9%) and/or a travel review website (20.7%).



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

Base: Total respondents (1,297 completed surveys)

# Six in ten Outdoor Recreation Participants used online search to plan their trip to Oregon.

## Trip Planning Resources by Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Internet search	55.6%	56.5%	51.9%	56.0%	62.7%	59.4%	58.8%
Personal recommendation	28.7%	25.8%	31.4%	29.1%	29.7%	31.8%	29.3%
Online destination travel guide	20.9%	21.6%	9.2%	22.2%	25.2%	20.6%	29.2%
Travel review website	20.7%	26.0%	7.7%	20.9%	22.3%	20.9%	27.3%
My previous travel there	16.9%	17.3%	25.2%	15.5%	16.1%	18.2%	21.1%
YouTube video	12.9%	16.8%	6.1%	12.8%	15.5%	14.1%	16.2%
AAA travel guide	12.3%	9.3%	4.4%	14.0%	11.7%	11.8%	14.0%
Welcome Center/Visitor Information Center	12.2%	10.9%	6.5%	13.0%	11.9%	11.6%	14.8%
Social media platform	12.0%	12.5%	9.5%	12.3%	14.1%	12.7%	16.9%
Mapping websites/app	11.6%	14.8%	10.4%	10.7%	11.7%	12.8%	12.2%
Travel booking website/app	11.6%	16.4%	7.6%	10.6%	12.7%	13.0%	13.1%
Hotel/lodging website	11.4%	9.1%	11.4%	12.0%	11.7%	12.9%	13.4%
Destination website	11.1%	10.5%	3.0%	12.2%	11.6%	12.0%	13.5%
Travel blog	10.5%	11.2%	4.1%	11.3%	12.5%	10.3%	14.0%
Printed destination travel guide	9.6%	9.2%	5.7%	10.3%	9.8%	9.3%	13.4%
Podcasts	8.5%	8.3%	2.5%	9.3%	9.1%	7.2%	11.4%
Social media platform	7.7%	9.9%	2.4%	7.8%	8.8%	7.9%	9.9%
Airline website	7.6%	6.4%	0.7%	8.7%	7.7%	7.9%	8.5%
Travel article on a website	6.3%	6.1%	3.0%	6.7%	6.5%	6.2%	7.2%
Influencer(s)	5.2%	8.2%	7.4%	4.1%	6.1%	5.6%	7.6%
Printed maps	5.1%	5.3%	5.6%	5.0%	5.9%	5.5%	7.4%
Travel advertisements	4.6%	6.5%	3.0%	4.2%	5.2%	4.6%	6.0%
Travel agent/tour operator/tour guide	4.3%	4.1%	0.8%	4.9%	5.4%	4.3%	6.4%
Television program/series	4.2%	4.0%	2.1%	4.6%	5.5%	4.2%	4.5%
AI-related search or recommendations	4.2%	4.7%	1.6%	4.4%	5.2%	4.2%	5.9%
Travel article in a magazine/newspaper	4.0%	5.9%	1.8%	3.7%	4.3%	4.3%	7.0%
A film/movie	2.6%	2.5%	0.8%	2.8%	2.6%	2.5%	4.8%
None of the above	8.1%	8.8%	15.8%	6.8%	5.0%	6.5%	4.4%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

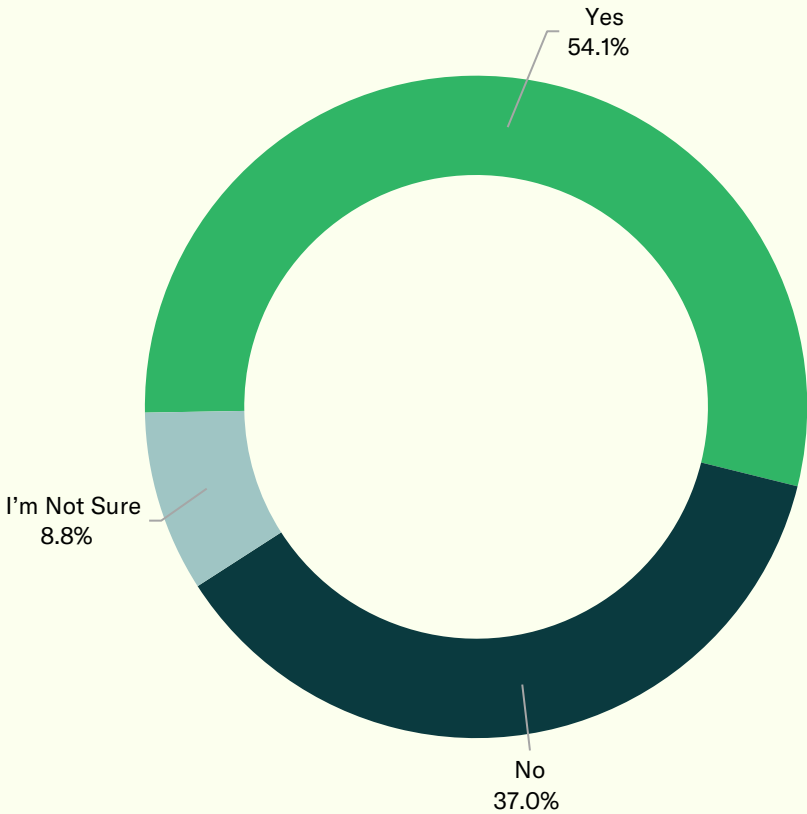
Question: Which of the following information sources did you use TO PLAN this Oregon trip?

Base: Total respondents (1,297 completed surveys)

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

A small majority (54.1%) of 2024-2025 Portland region visitors recalled seeing travel ads to Oregon in the past 12 months. Unaided ad recall was highest among Arts & Culture Participants (64.0%), and lowest among Food & Drink Participants (52.1%).

## Unaided Ad Recall



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	54.1%	54.9%	63.4%	52.4%	56.6%	52.1%	64.0%
No	37.0%	37.1%	19.7%	39.6%	34.6%	38.1%	28.9%
I'm Not Sure	8.8%	8.0%	16.8%	8.0%	8.8%	9.8%	7.1%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

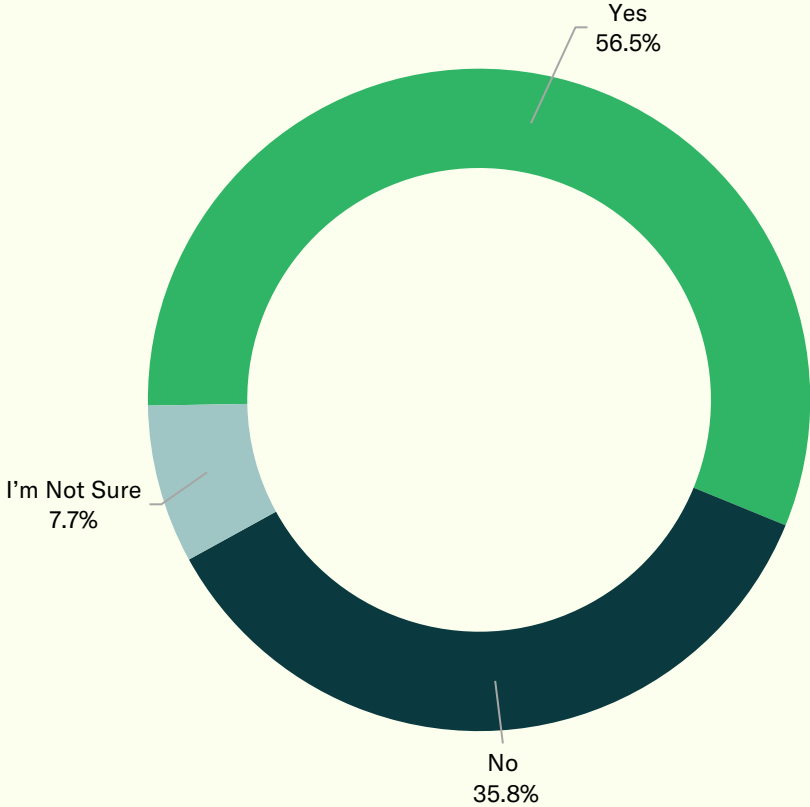
Question: In the past TWELVE (12) MONTHS do you recall having seen any travel advertisements about Oregon?

Base: Total respondents (1,297 completed surveys)

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

When asked whether they remember seeing any travel-related articles, videos, or podcasts about Oregon, again recall tracked at just over half (56.5%) of Portland region visitors. As with ad recall, earned media recall was highest for Arts & Culture Participants (64.9%) and lowest for Food & Drink Participants (53.9%).

## Earned Media Recall



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	56.5%	61.2%	59.7%	54.5%	60.6%	53.9%	64.8%
No	35.8%	33.2%	24.8%	38.2%	31.5%	36.8%	29.0%
I'm Not Sure	7.7%	5.6%	15.5%	7.3%	7.9%	9.3%	6.2%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

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

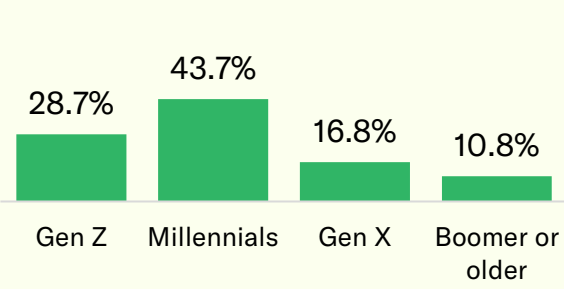
Base: Total respondents (1,297 completed surveys)

# Appendix I: Survey Respondent Demographics

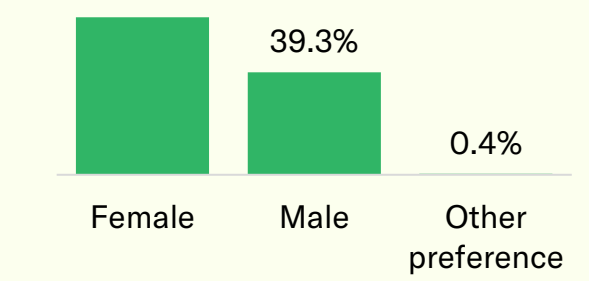
# Demographic Snapshot

## Generations

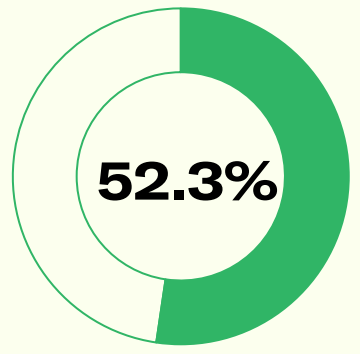
Average Age: 38.8 years



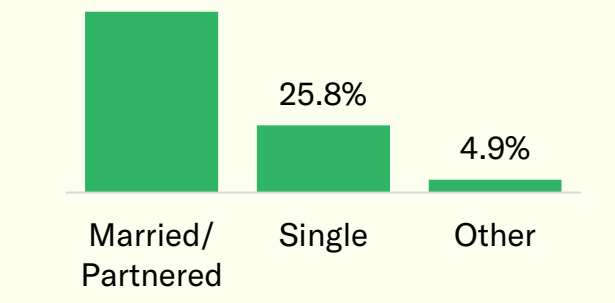
## Gender



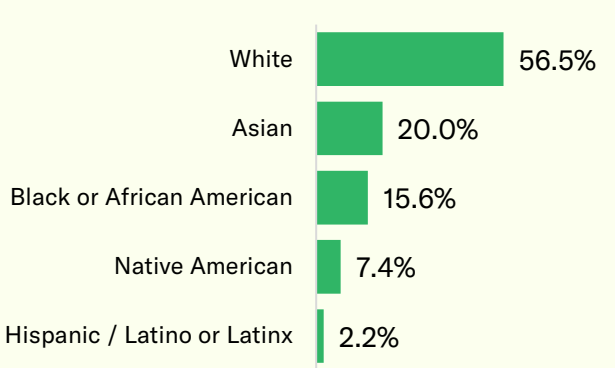
## Parents of Children Under 18



## Marital Status

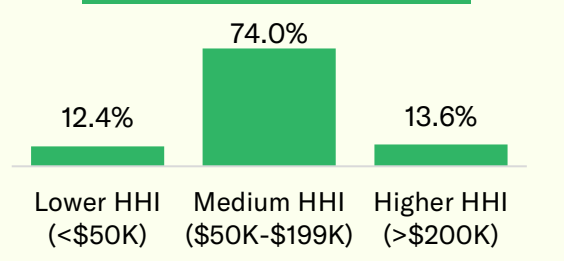


## Race/Ethnicity

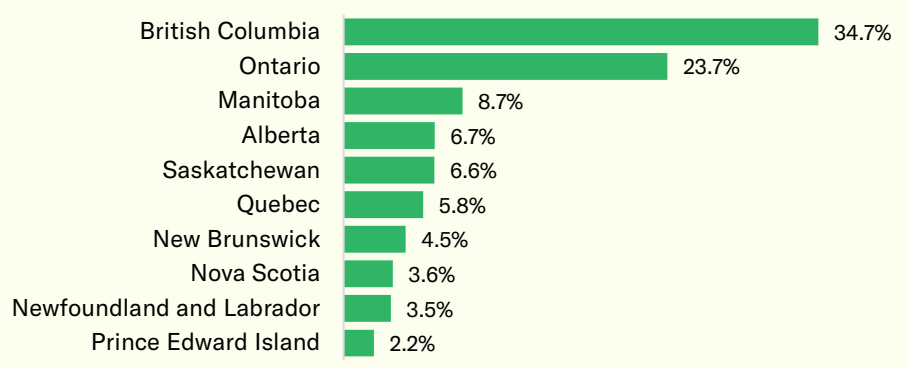


## Household Income (HHI) Brackets

Average HHI: \$125,665



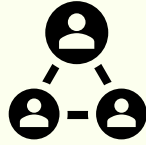
## Origin Markets



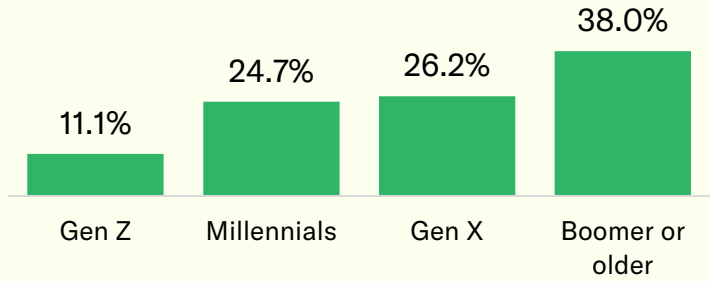
# Demographic Snapshot

In State

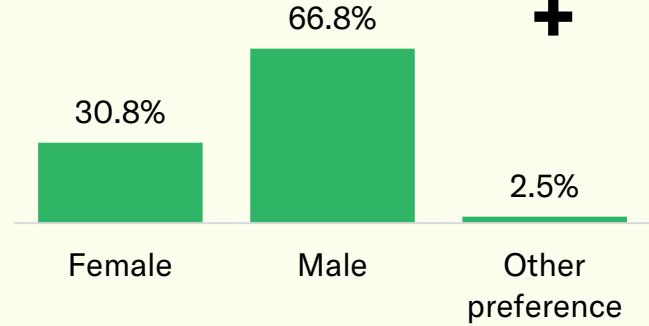
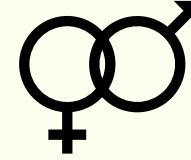
## Generations



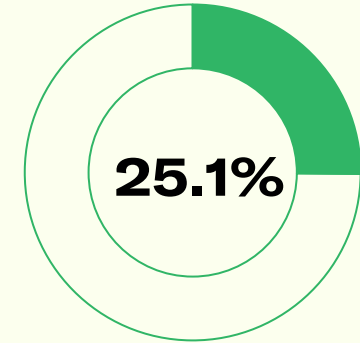
Average Age: 51.6 years



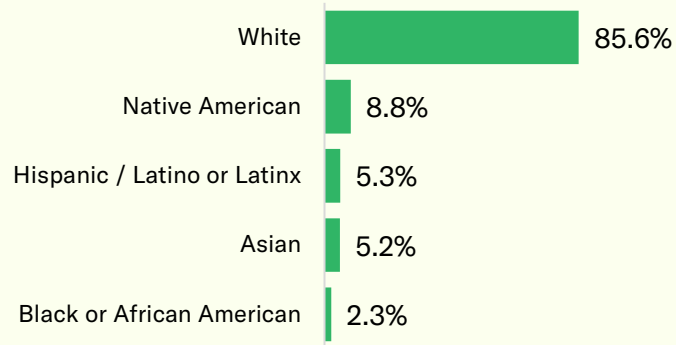
## Gender



## Parents of Children Under 18



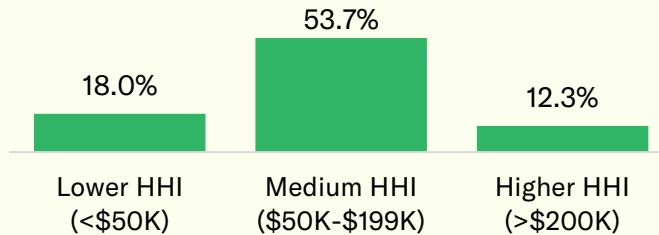
## Race/Ethnicity



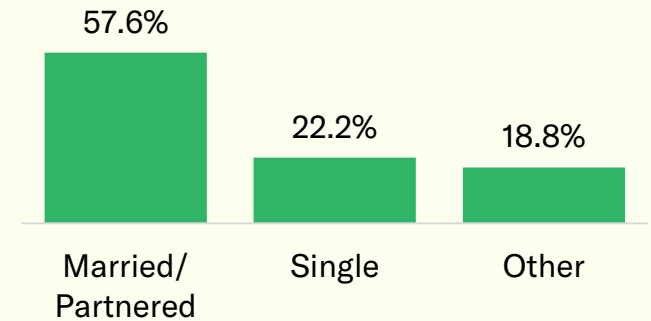
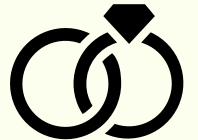
## Household Income (HHI) Brackets



Average HHI: \$78,826

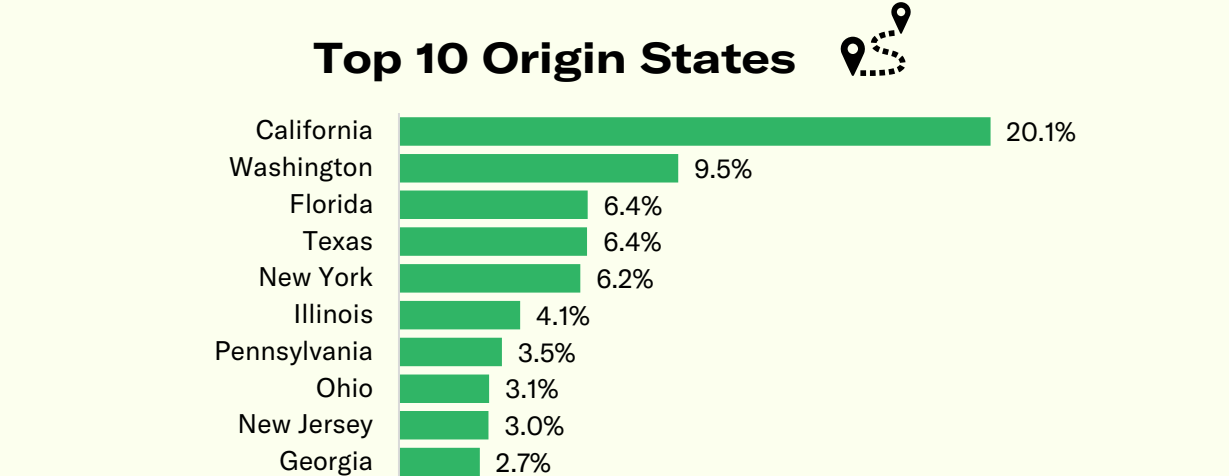
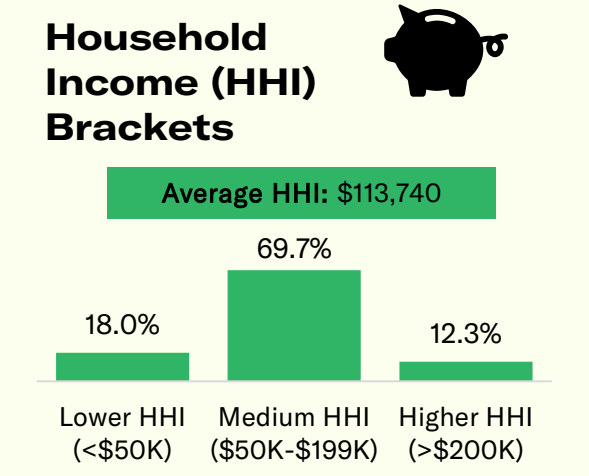
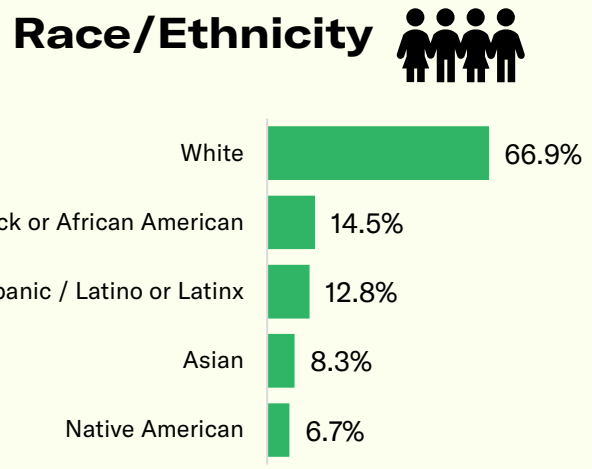
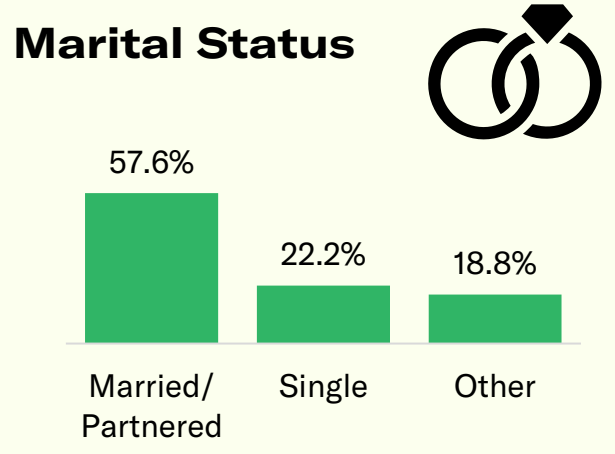
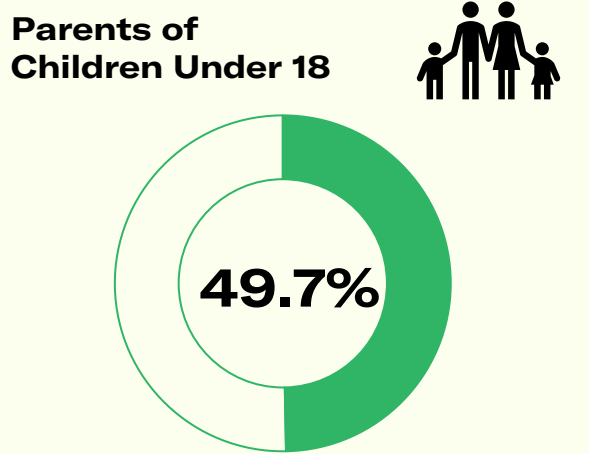
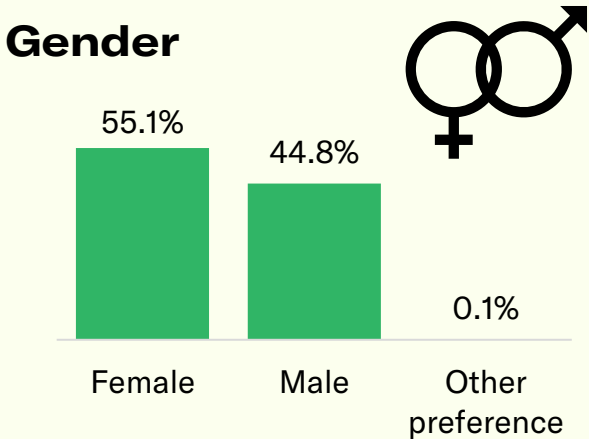
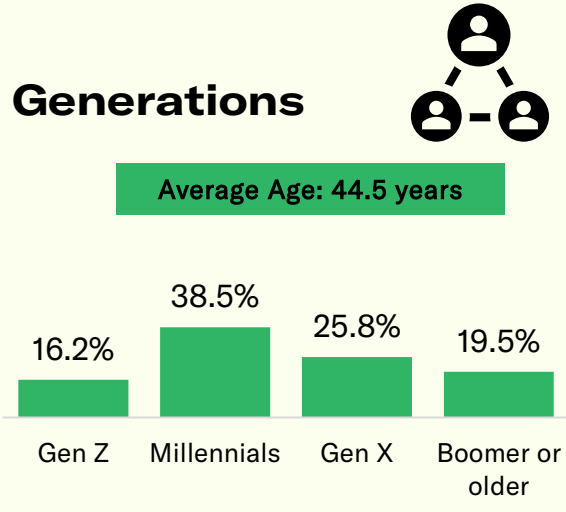


## Marital Status



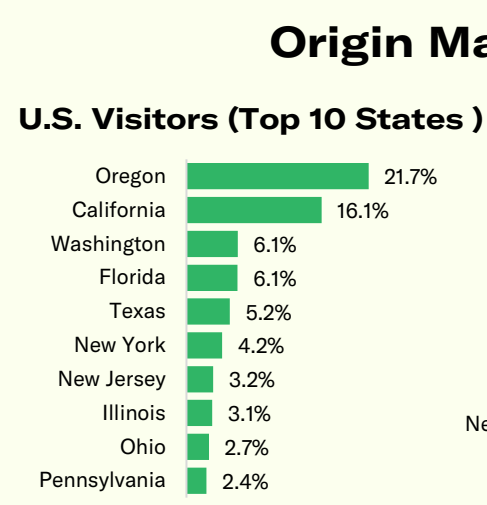
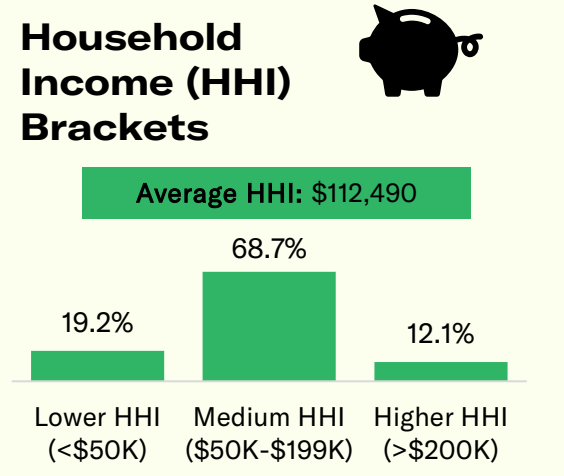
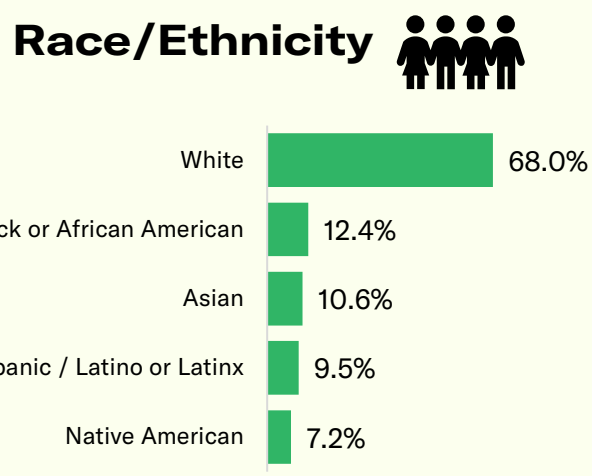
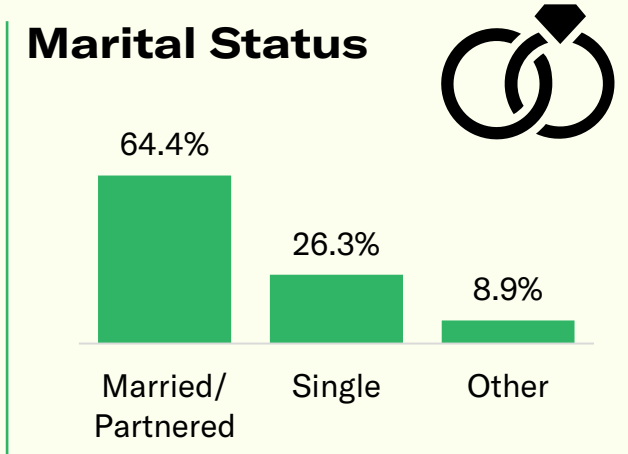
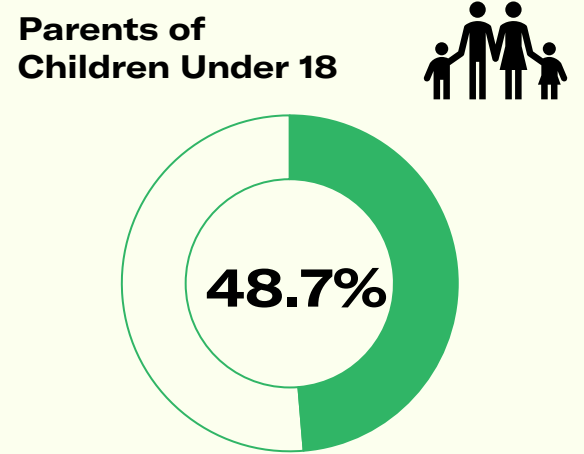
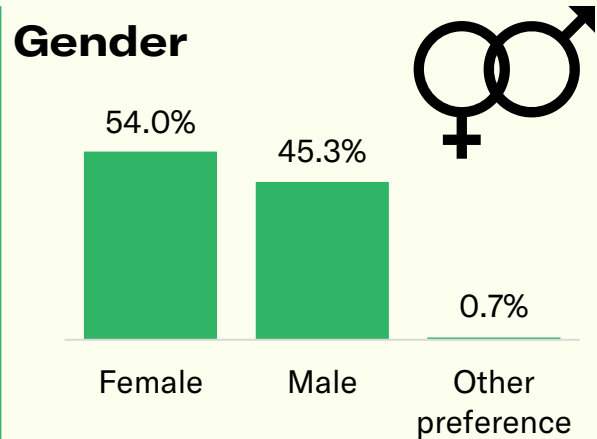
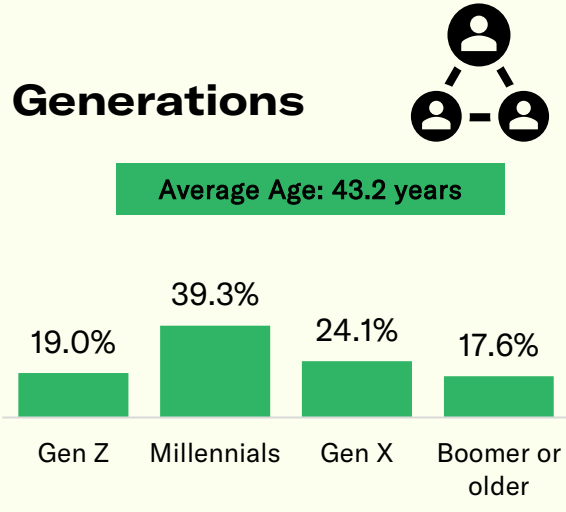
# Demographic Snapshot

**Out of State**



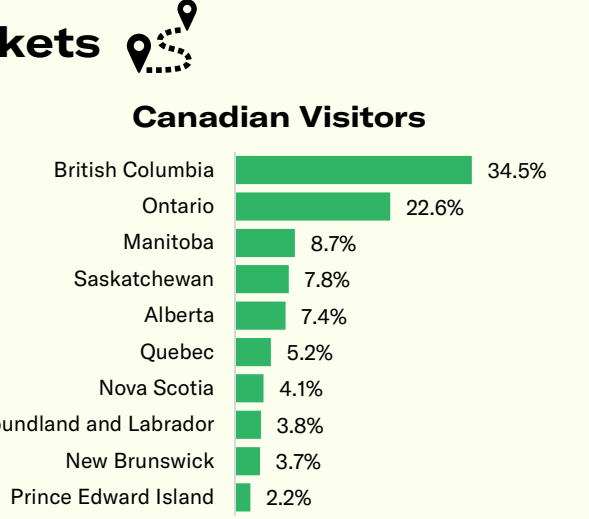
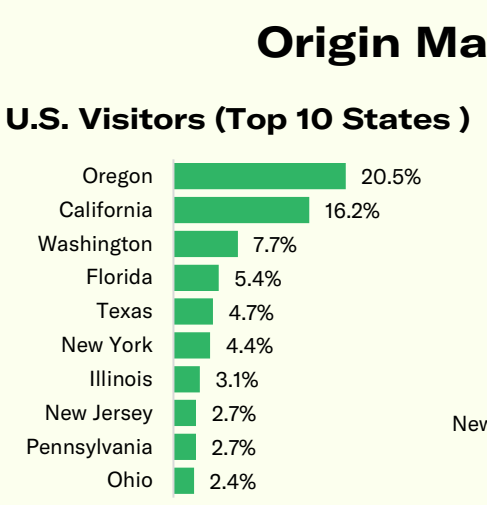
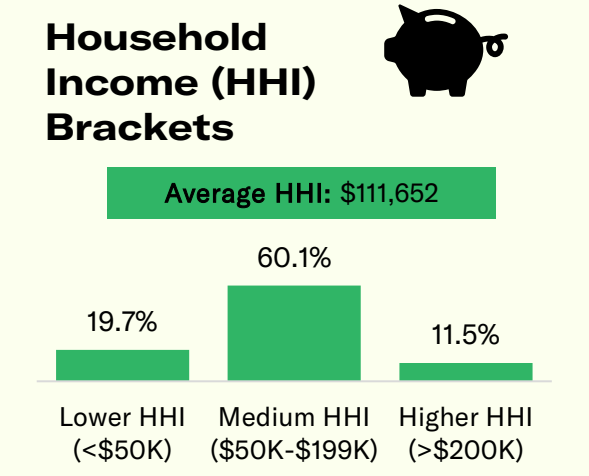
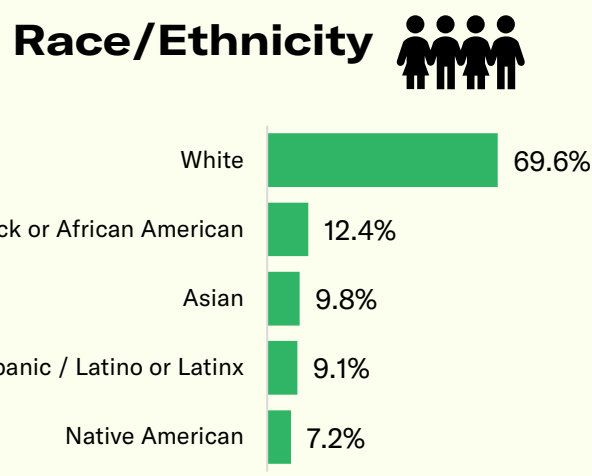
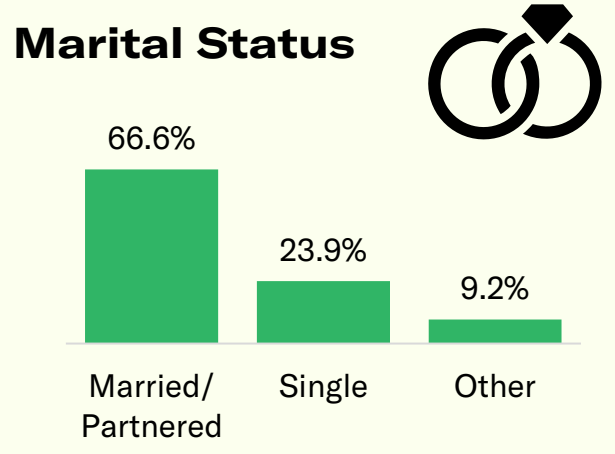
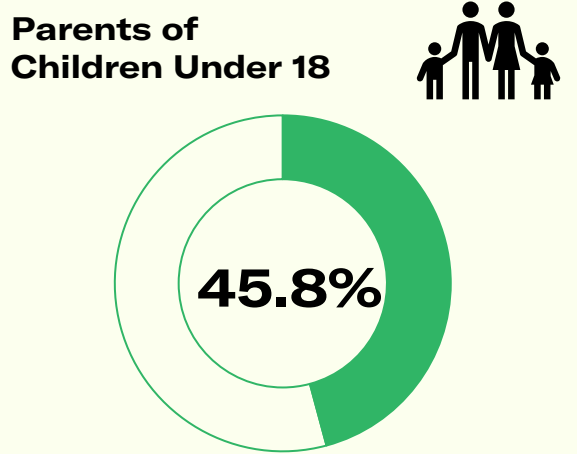
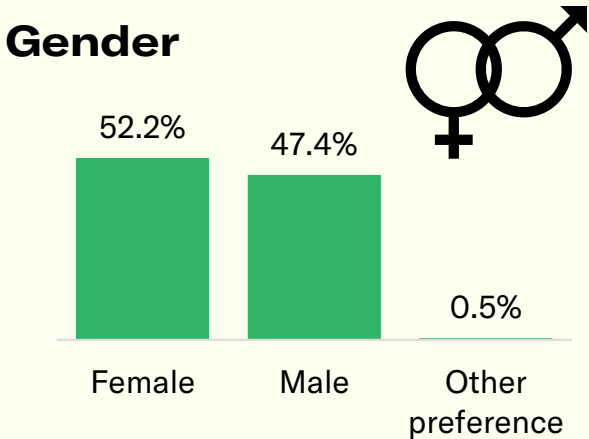
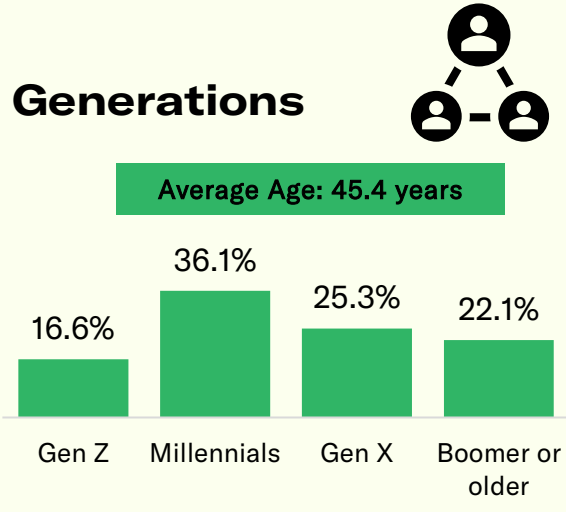
# Demographic Snapshot

## Outdoor Recreation Participants



# Demographic Snapshot

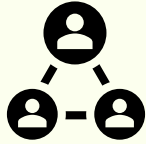
## Food & Drink Participants



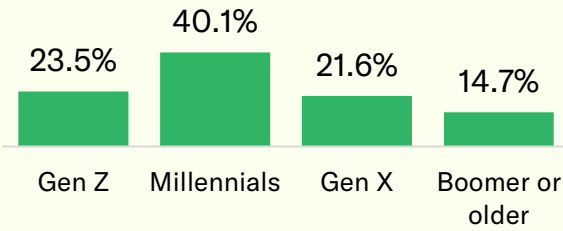
# Demographic Snapshot

## Arts & Culture Participants

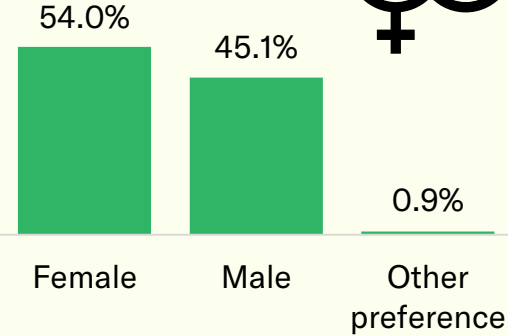
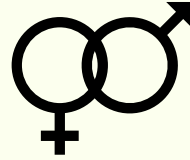
### Generations



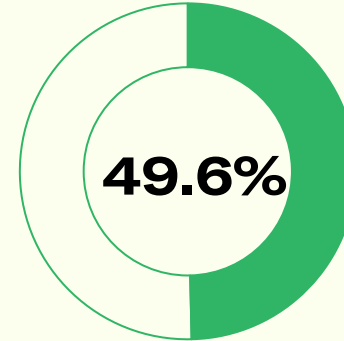
Average Age: 41.4 years



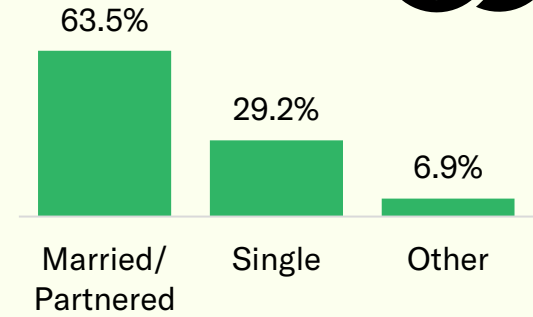
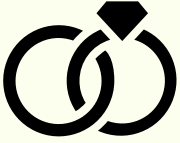
### Gender



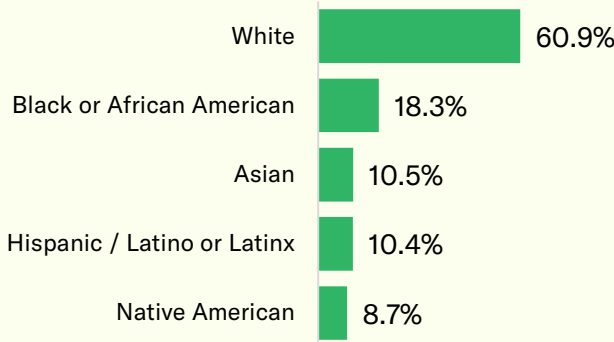
### Parents of Children Under 18



### Marital Status



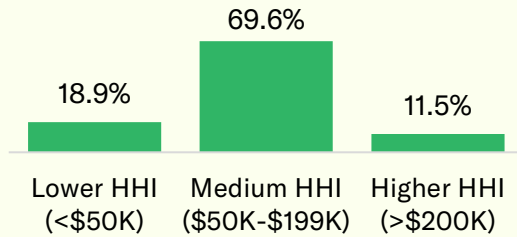
### Race/Ethnicity



### Household Income (HHI) Brackets



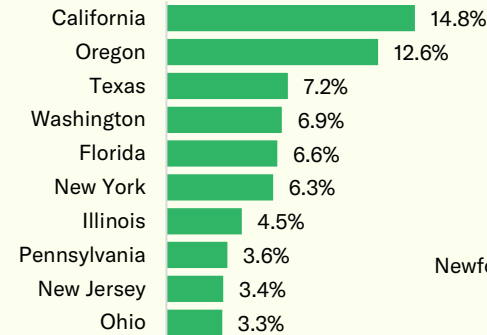
Average HHI: \$114,659



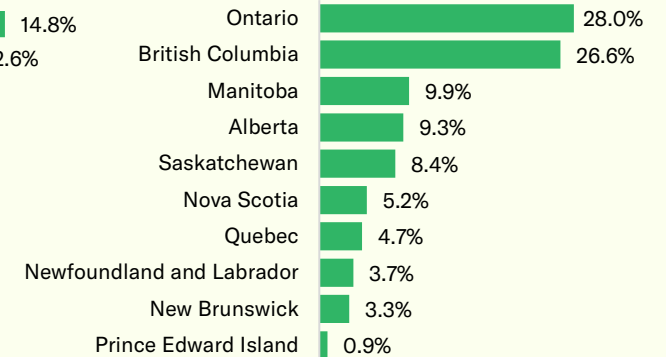
### Origin Markets



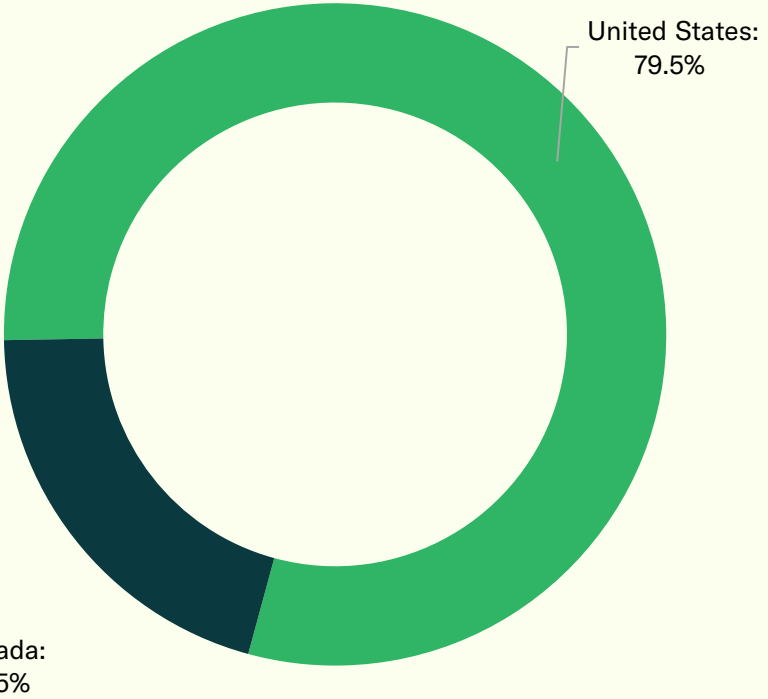
#### U.S. Visitors (Top 10 States)



#### Canadian Visitors



# Survey Respondent Demographics: Origin Country



### By Segment

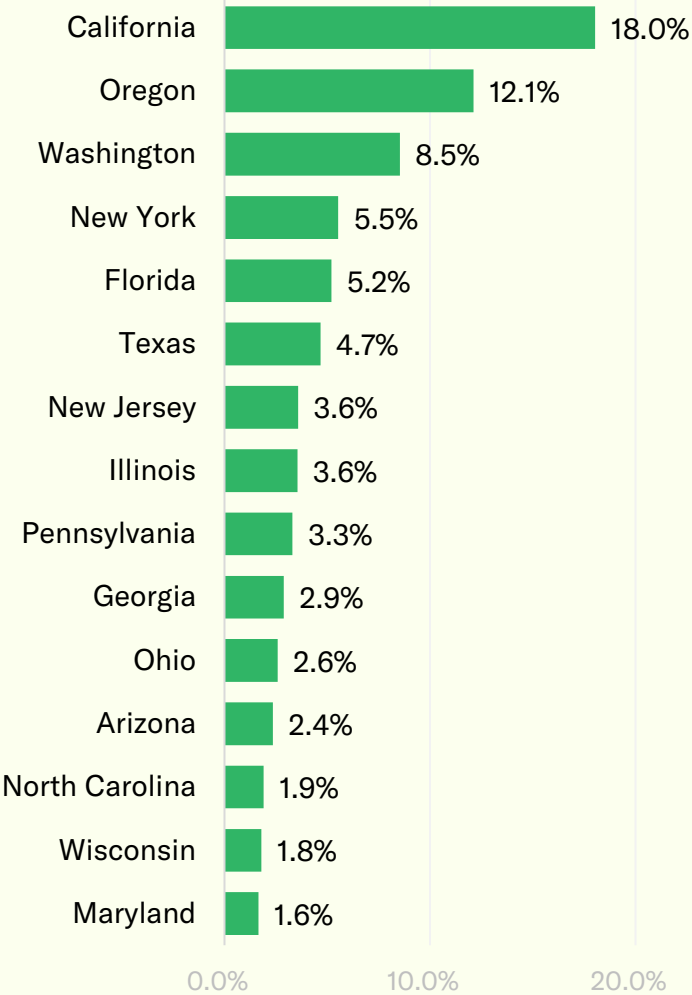
- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
United States	79.5%	79.4%	79.2%	77.3%
Canada	20.5%	20.6%	20.8%	22.7%
<b>Base</b>	<b>1,297</b>	<b>757</b>	<b>991</b>	<b>403</b>

Question: In what country do you currently reside?

Base: Total respondents (1,297 completed surveys)

# Survey Respondent Demographics: Origin Markets



## By Segment

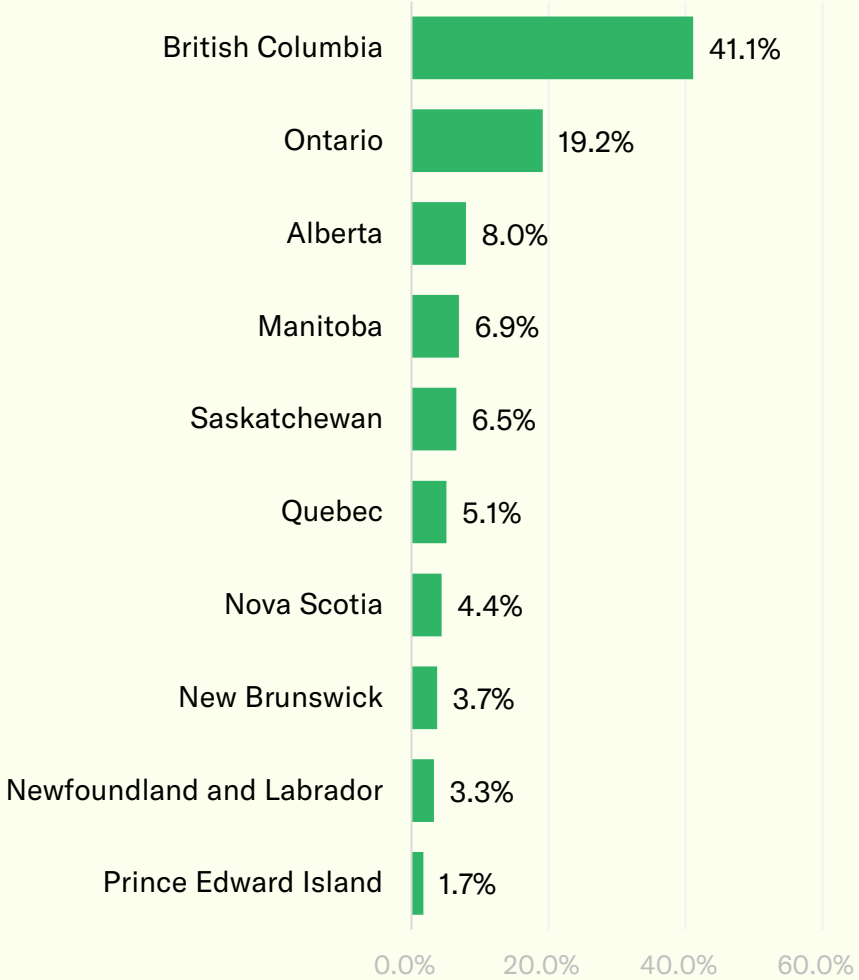
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
California	18.0%	20.6%	17.8%	18.9%	15.8%
Oregon	12.1%	0.0%	11.3%	11.1%	8.6%
Washington	8.5%	9.7%	6.3%	8.4%	9.6%
New York	5.5%	6.3%	4.1%	4.6%	6.8%
Florida	5.2%	5.9%	6.1%	5.7%	4.8%
Texas	4.7%	5.3%	5.0%	4.5%	5.6%
New Jersey	3.6%	4.1%	4.6%	3.9%	4.1%
Illinois	3.6%	4.1%	3.9%	3.3%	5.6%
Pennsylvania	3.3%	3.8%	2.8%	3.3%	3.6%
Georgia	2.9%	3.3%	2.8%	2.8%	2.4%
Ohio	2.6%	3.0%	3.2%	2.6%	2.9%
Arizona	2.4%	2.7%	2.3%	2.3%	1.3%
North Carolina	1.9%	2.2%	1.7%	2.1%	3.6%
Wisconsin	1.8%	2.1%	1.8%	1.9%	0.4%
Maryland	1.6%	1.9%	1.8%	1.5%	1.8%
<b>Base</b>	<b>1,047</b>	<b>904</b>	<b>608</b>	<b>799</b>	<b>319</b>

Question: In which state do you currently reside?

Base: U.S. respondents (1,047 completed surveys).

# Survey Respondent Demographics: Origin Provinces



## By Segment

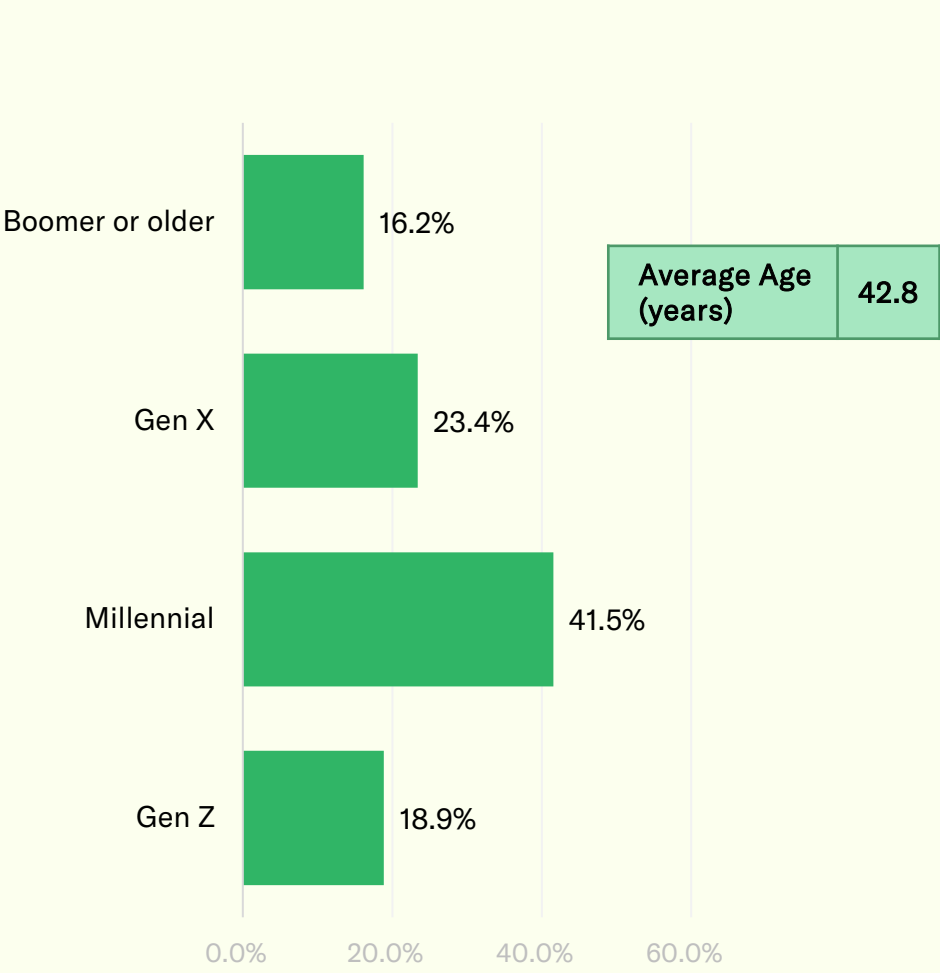
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Canadian Visitors	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
British Columbia	41.1%	36.0%	41.4%	34.9%
Ontario	19.2%	24.3%	18.2%	21.0%
Alberta	8.0%	4.9%	8.1%	11.8%
Manitoba	6.9%	8.9%	6.9%	6.7%
Saskatchewan	6.5%	6.9%	7.9%	9.4%
Quebec	5.1%	5.7%	4.9%	5.8%
Nova Scotia	4.4%	5.0%	4.6%	5.0%
New Brunswick	3.7%	2.8%	3.2%	4.3%
Newfoundland and Labrador	3.3%	3.6%	3.1%	1.2%
Prince Edward Island	1.7%	2.0%	1.7%	0.0%
<b>Base</b>	<b>500</b>	<b>271</b>	<b>354</b>	<b>165</b>

Question: In which province do you currently reside?

Base: Canadian respondents (250 completed surveys).

# Survey Respondent Demographics: Age/Generation



### By Segment

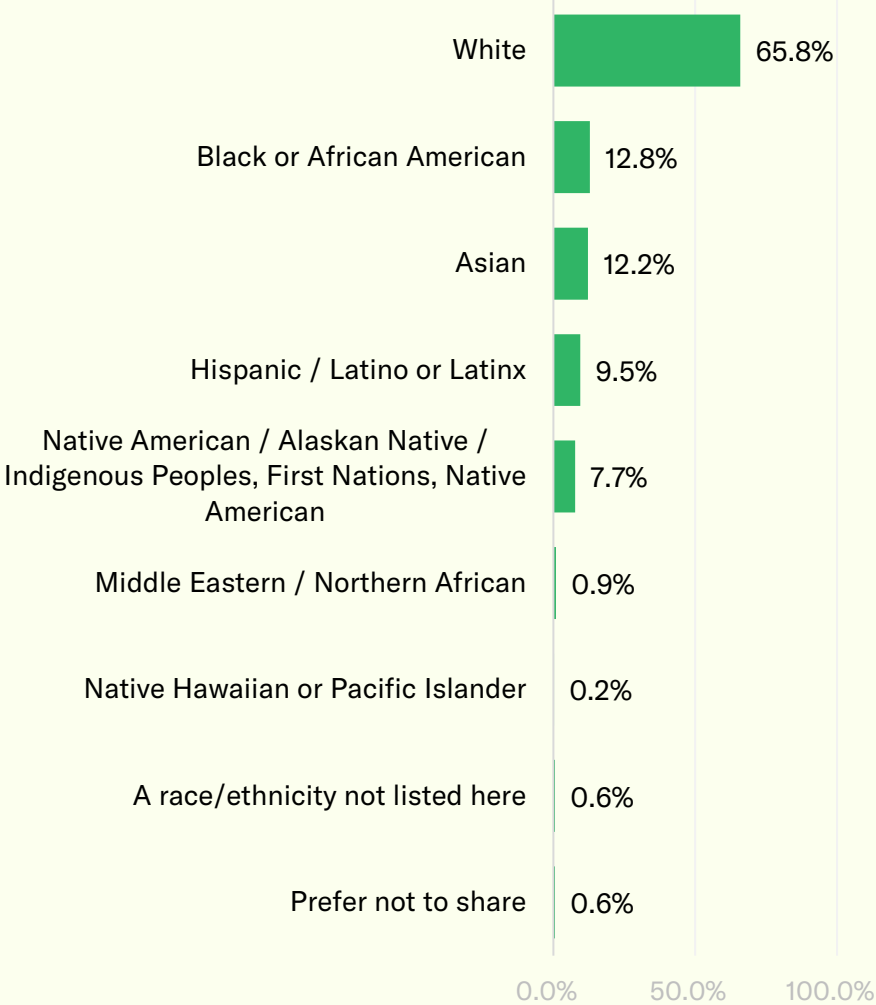
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Boomer or older	16.2%	11.5%	26.7%	16.1%	12.4%	17.2%	13.1%
Gen X	23.4%	17.9%	21.6%	25.3%	21.9%	25.4%	22.2%
Millennial	41.5%	46.0%	32.3%	41.5%	44.4%	40.0%	39.8%
Gen Z	18.9%	24.7%	19.5%	17.1%	21.3%	17.4%	24.9%
<b>Mean</b>	42.8	39.8	45.8	43.3	40.8	43.7	40.8
<b>Base</b>	1,297	250	140	904	757	991	403

Question: In what year were you born?  
 Base: Total respondents (1,297 completed surveys)

# Survey Respondent Demographics: Ethnicity

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



## By Segment

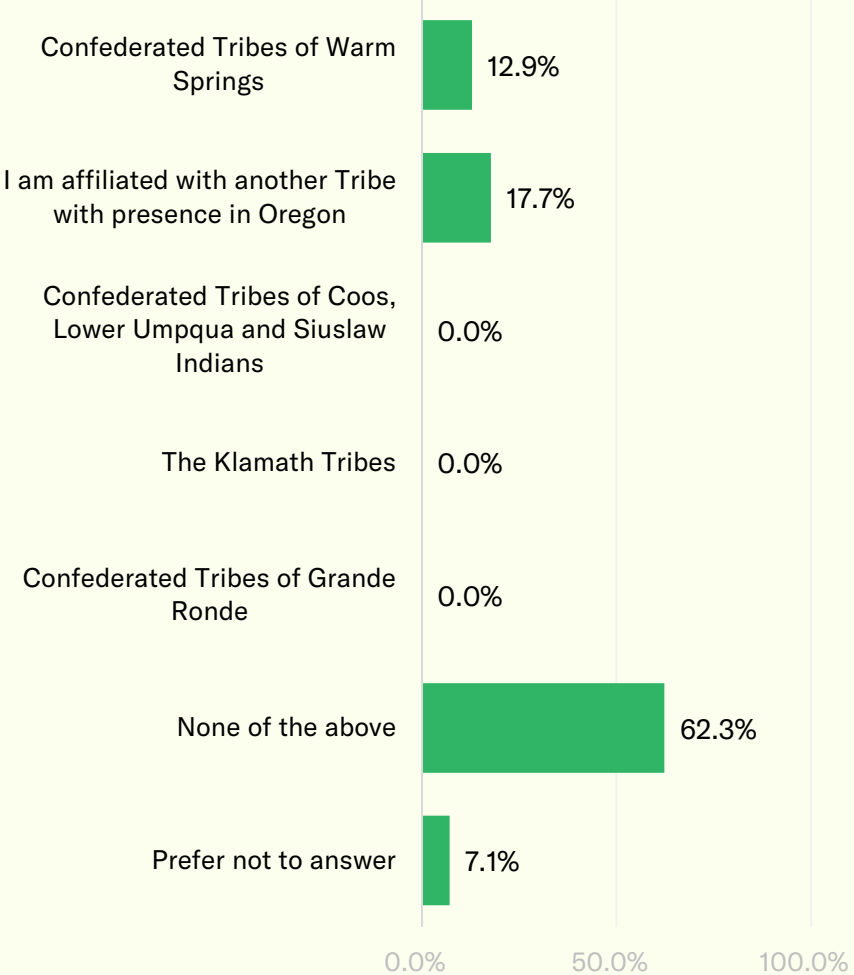
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In-State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
White	65.8%	59.9%	73.0%	66.5%	65.9%	67.1%	61.6%
Black or African American	12.8%	11.7%	4.1%	14.3%	13.5%	12.1%	16.7%
Asian	12.2%	22.3%	11.0%	9.4%	12.3%	12.7%	11.5%
Hispanic/Latino or Latinx	9.5%	2.0%	7.7%	11.9%	9.9%	9.1%	9.2%
Native American/Alaskan Native/Indigenous Peoples, First Nations, Native American	7.7%	8.1%	11.3%	7.0%	7.0%	7.3%	10.0%
Middle Eastern/Northern African	0.9%	0.9%	0.8%	1.0%	1.5%	1.0%	2.0%
Native Hawaiian or Pacific Islander	0.2%	0.0%	0.0%	0.3%	0.3%	0.2%	0.2%
A race/ethnicity not listed here	0.6%	1.2%	0.8%	0.4%	0.4%	0.5%	0.4%
Prefer not to share	0.6%	0.5%	2.5%	0.3%	0.8%	0.6%	0.8%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

Question: Which of the following best describes you?

Base: Total respondents (1,297 completed surveys)

# Survey Respondent Demographics: Native Tribe Affiliation



### By Segment

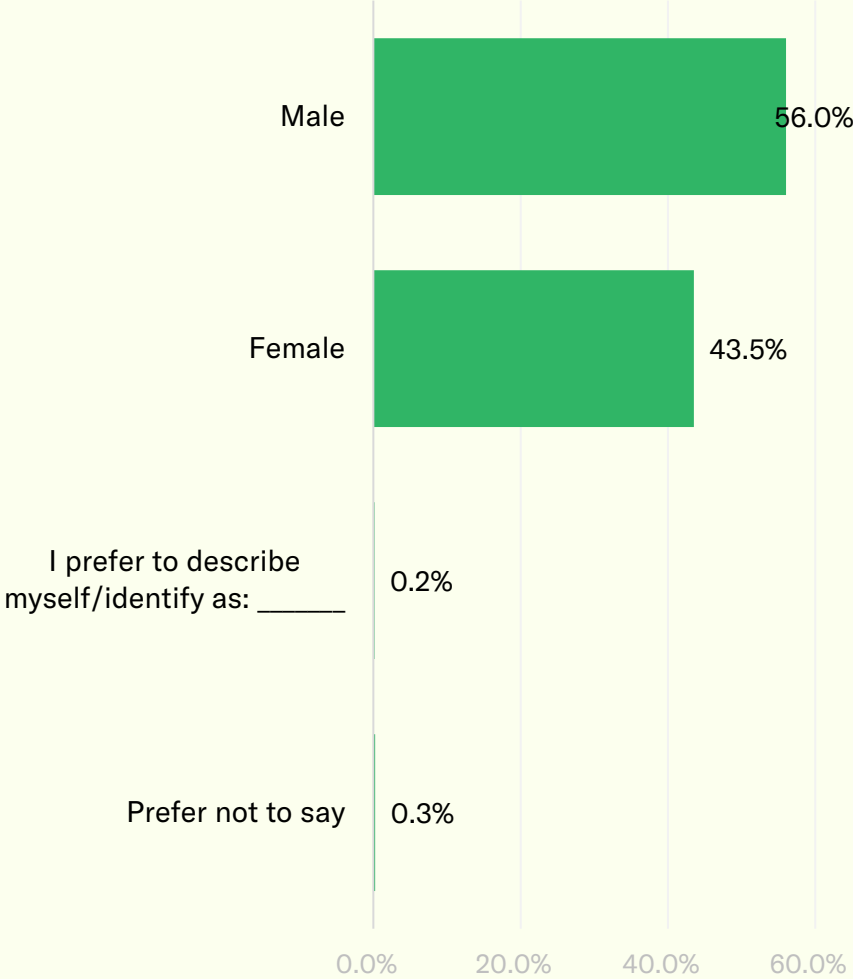
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	In State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Confederated Tribes of Warm Springs	12.9%	0.0%	8.9%	20.3%
I am affiliated with another Tribe with presence in Oregon	17.7%	9.4%	8.9%	0.0%
Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians	0.0%	0.0%	0.0%	0.0%
The Klamath Tribes	0.0%	0.0%	0.0%	0.0%
Confederated Tribes of Grande Ronde	0.0%	0.0%	0.0%	0.0%
None of the above	62.3%	76.9%	82.2%	79.7%
Prefer not to answer	7.1%	13.7%	0.0%	0.0%
<b>Base</b>	<b>17</b>	<b>9</b>	<b>11</b>	<b>6</b>

Question: Which of the following best describes you?

Base: Respondents who self-identify as Native American / Alaskan Native / Indigenous Peoples / First Nations / Native Americans (17 completed surveys).

# Survey Respondent Demographics: Gender



### By Segment

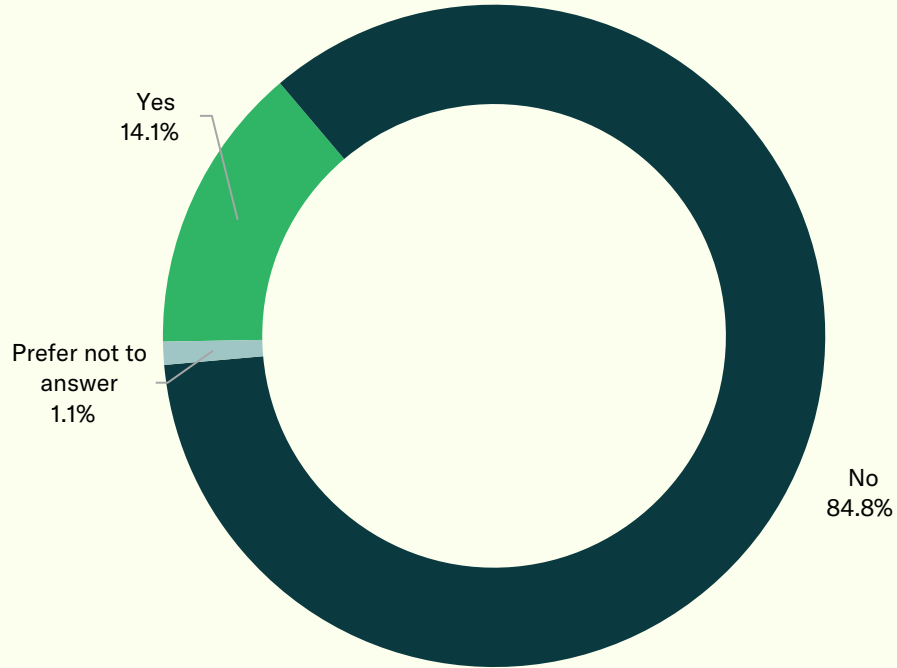
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Male	56.0%	64.5%	31.2%	57.0%	57.7%	56.2%	53.9%
Female	43.5%	35.1%	66.2%	42.8%	41.7%	43.4%	45.1%
I prefer to describe myself/identify as: _____	0.2%	0.4%	0.8%	0.0%	0.1%	0.2%	0.5%
Prefer not to say	0.3%	0.0%	1.9%	0.1%	0.4%	0.2%	0.5%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

Question: What is your identified gender?

Base: Total respondents (1,297 completed surveys)

# Survey Respondent Demographics: LGBTQ+ Identity



## By Segment

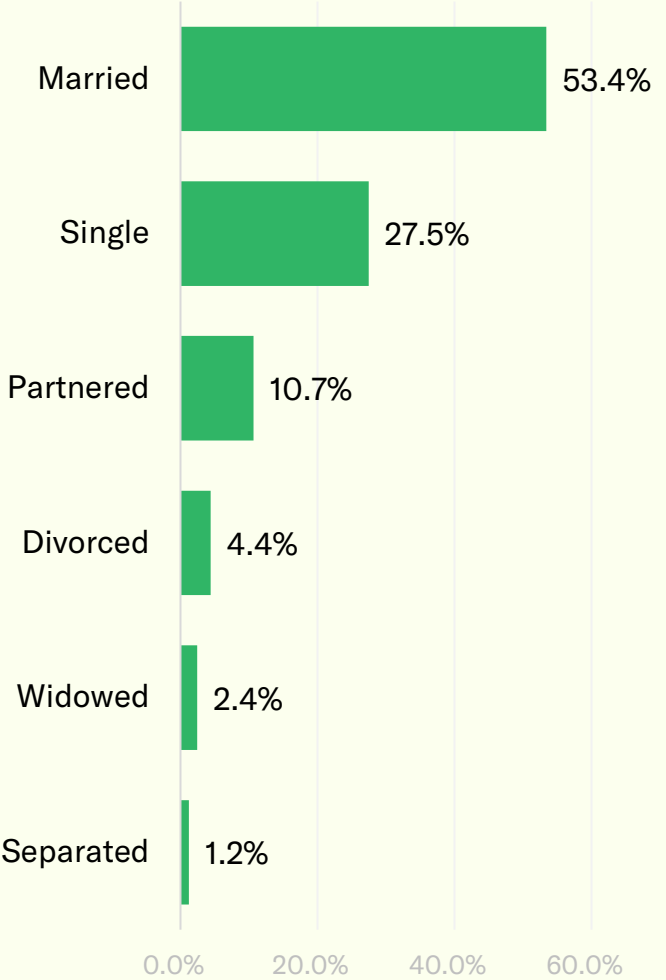
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	14.1%	18.3%	15.8%	12.5%	15.7%	15.2%	20.3%
No	84.8%	80.2%	80.6%	86.9%	82.8%	83.7%	79.0%
Prefer not to answer	1.1%	1.5%	3.6%	0.7%	1.5%	1.1%	0.7%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

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

Base: Total respondents (1,297 completed surveys)

# Survey Respondent Demographics: Marital Status



### By Segment

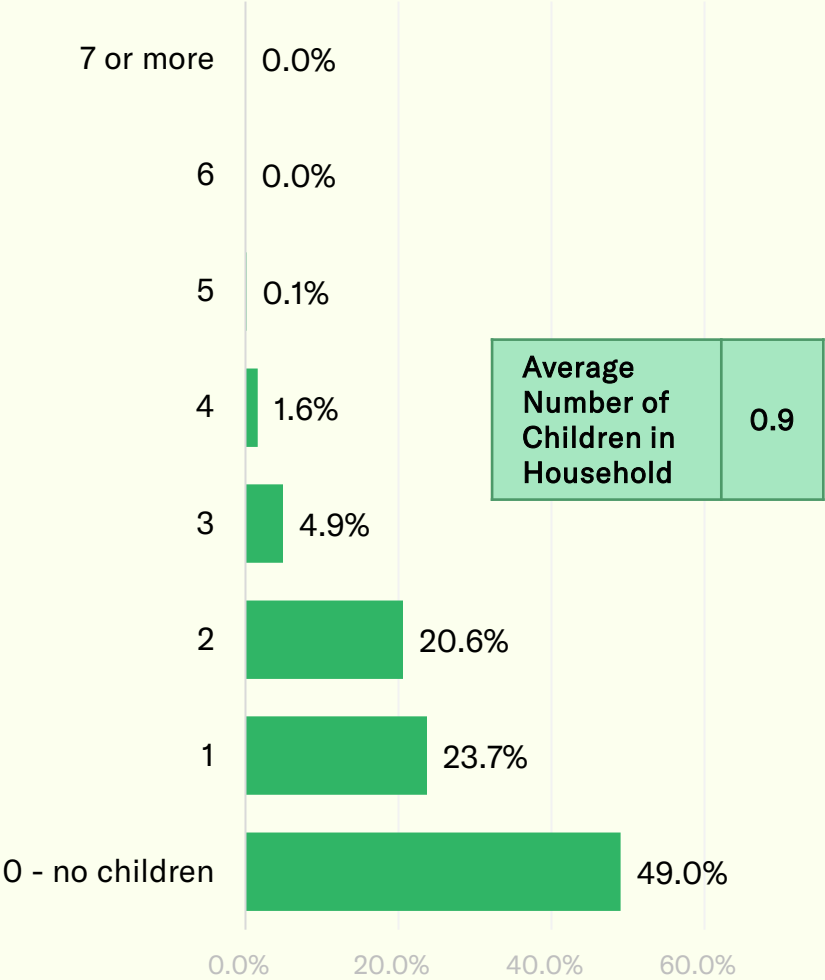
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Married	53.4%	56.1%	45.3%	53.5%	51.8%	54.6%	47.3%
Single	27.5%	25.7%	26.4%	28.3%	28.5%	26.0%	31.3%
Partnered	10.7%	13.3%	12.4%	9.7%	11.3%	11.2%	14.3%
Divorced	4.4%	2.3%	4.9%	4.9%	4.1%	4.4%	4.0%
Widowed	2.4%	1.7%	5.9%	2.2%	2.1%	2.1%	1.6%
Separated	1.2%	0.9%	3.2%	1.1%	1.4%	1.3%	0.9%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

Question: What is your marital status?

Base: Total respondents (1,297 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	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%
4	1.6%	1.0%	0.7%	1.7%	1.8%	1.2%	1.4%
3	4.9%	3.5%	7.2%	5.0%	5.3%	4.8%	4.4%
2	20.6%	24.7%	7.8%	21.1%	22.8%	21.1%	21.3%
1	23.7%	25.0%	17.4%	24.3%	25.0%	23.2%	22.0%
0 - no children	49.0%	45.7%	67.0%	47.7%	45.2%	49.5%	50.8%
<b>Mean</b>	<b>0.9</b>	<b>0.9</b>	<b>0.6</b>	<b>0.9</b>	<b>0.9</b>	<b>0.9</b>	<b>0.8</b>
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

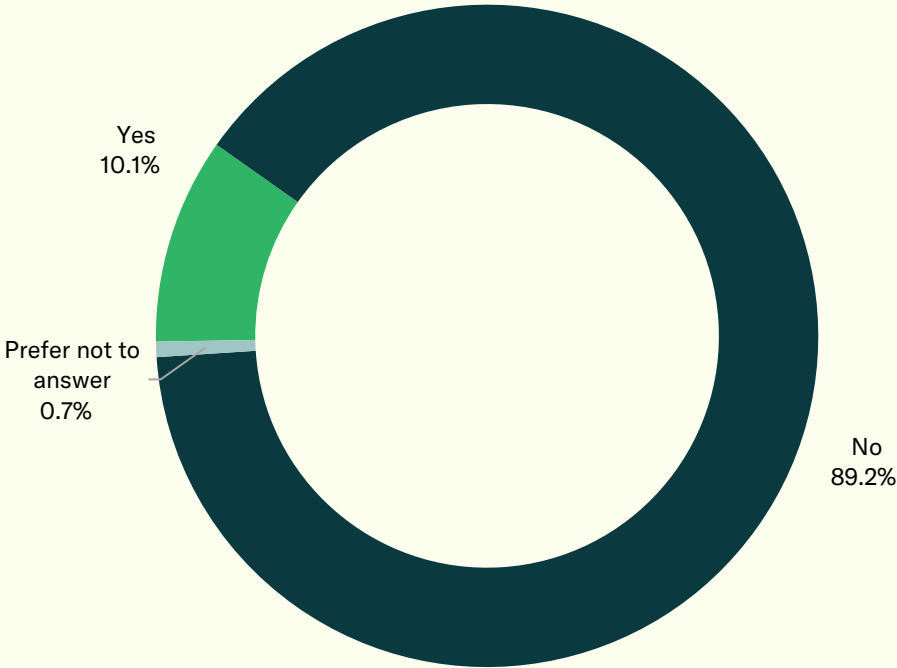
Question: How many children under the age of 18 live in your home?

Base: Total respondents (1,297 completed surveys)

# Survey Respondent Demographics: Travelers with Disabilities

## By Segment

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

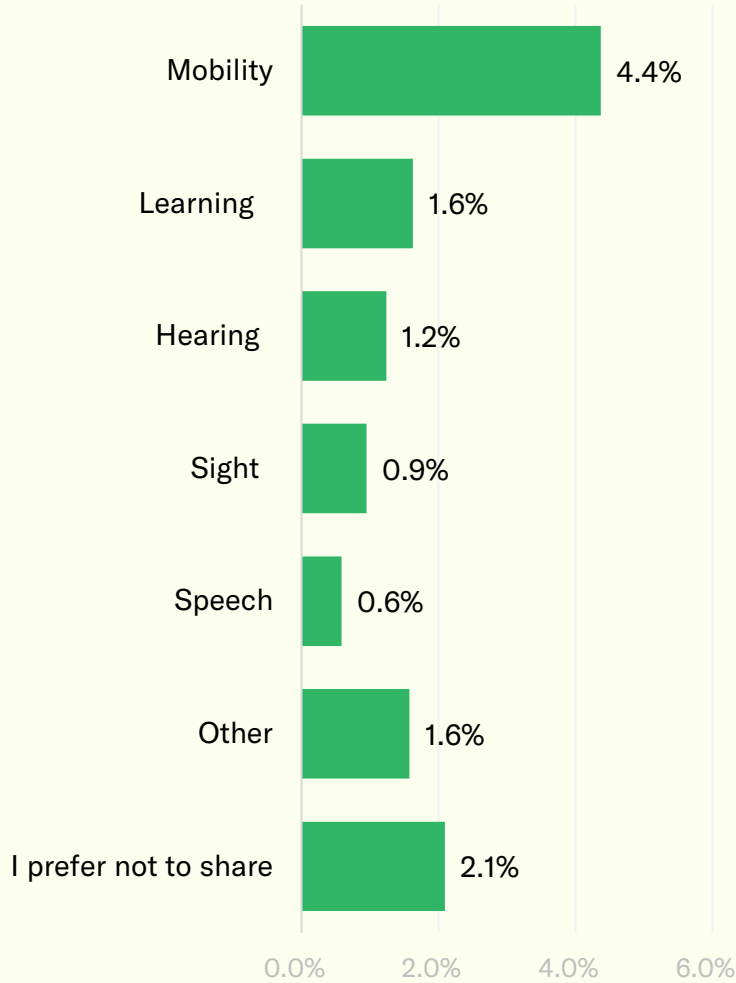


	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	10.1%	9.5%	19.7%	8.9%	9.4%	10.0%	8.9%
No	89.2%	89.3%	78.2%	90.6%	89.9%	89.3%	90.9%
Prefer not to answer	0.7%	1.2%	2.1%	0.4%	0.7%	0.7%	0.2%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

Question: Do you have a disability?

Base: Total respondents (1,297 completed surveys)

# Survey Respondent Demographics: Disability Types



## By Segment

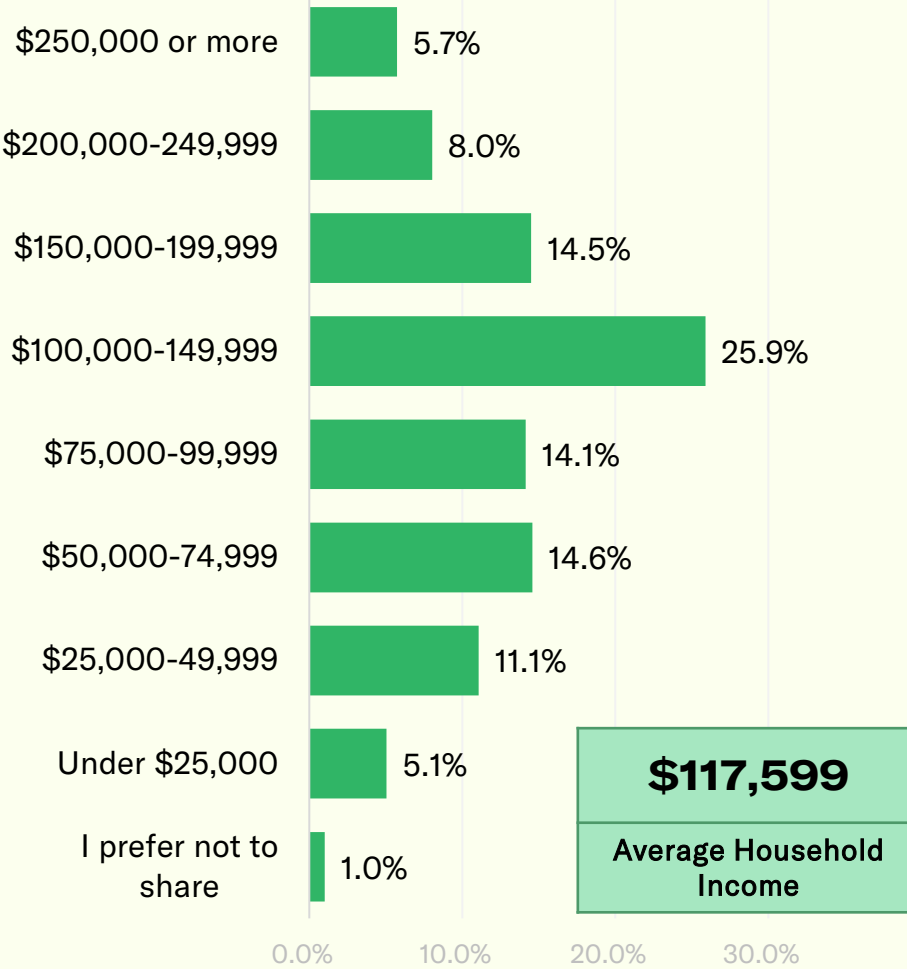
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Mobility	4.4%	2.5%	9.6%	4.2%	3.2%	4.5%	4.9%
Learning	1.2%	1.3%	0.7%	1.3%	1.3%	1.4%	0.7%
Hearing	0.9%	0.9%	2.8%	0.7%	1.1%	1.1%	1.3%
Sight	1.6%	2.7%	2.4%	1.2%	2.2%	1.7%	1.7%
Speech	0.6%	1.3%	0.0%	0.5%	0.9%	0.7%	0.6%
Other	1.6%	1.6%	1.8%	1.6%	1.1%	1.3%	1.9%
I prefer not to share	2.1%	1.3%	4.6%	2.0%	2.4%	1.9%	1.1%
<b>Base</b>	<b>1,297</b>	<b>250</b>	<b>140</b>	<b>904</b>	<b>757</b>	<b>991</b>	<b>403</b>

Question: How would you describe your disability/disabilities?

Base: Total respondents (1,297 completed surveys)

# Survey Respondent Demographics: Annual Household Income



## By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
\$250,000 or more	5.7%	4.5%	1.2%	6.5%	5.9%	5.4%	3.4%
\$200,000-249,999	8.0%	9.7%	3.3%	8.1%	7.5%	7.8%	7.5%
\$150,000-199,999	14.5%	23.3%	6.3%	13.1%	15.3%	15.4%	15.9%
\$100,000-149,999	25.9%	28.9%	17.4%	26.3%	26.5%	26.3%	24.9%
\$75,000-99,999	14.1%	12.7%	13.8%	14.6%	14.6%	14.6%	16.4%
\$50,000-74,999	14.6%	10.5%	18.0%	15.4%	14.6%	15.2%	15.1%
\$25,000-49,999	11.1%	7.6%	19.7%	10.9%	9.8%	10.1%	9.5%
Under \$25,000	5.1%	2.3%	15.4%	4.5%	4.9%	4.3%	5.7%
I prefer not to share	1.0%	0.4%	4.9%	0.7%	1.0%	1.0%	1.7%
<b>Average Household Income</b>	\$117,599	\$131,491	\$79,717	\$118,162	\$118,816	\$118,556	\$114,349
<b>Base</b>	<b>1,284</b>	<b>249</b>	<b>134</b>	<b>898</b>	<b>750</b>	<b>981</b>	<b>396</b>

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

Base: Total respondents (1,284 completed surveys)