

A scenic landscape at sunset with mountains and lupine flowers in the foreground. The sun is low on the horizon, casting a warm orange glow over the scene. The foreground is filled with tall, thin lupine plants with small, light-colored flowers. The background shows rolling mountains under a clear sky.

# Travel Oregon Southern Oregon Region 2025 Visitor Profile

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# Research Objectives & Methodology

# Research Objectives & Methodology

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

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

The survey methodology was comprised of two components:

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

More than 2,700 surveys were collected across two waves of data collection from travelers aged 18+ who visited the state during the target period of study. The data is weighted according to Travel Oregon’s specifications, including regions visited within Oregon. In total, 630 surveys were collected from respondents who visited the Southern Oregon region.



# Other Resources

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

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

- Bryan Mullaney, Director of Strategy, Research and Analytics, [bmullaney@traveloregon.com](mailto:bmullaney@traveloregon.com)
- Javier Parada Torres, Interim Research Manager, [javierpt@traveloregon.com](mailto:javierpt@traveloregon.com)



# Key Terms in This Report

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



# A Note on How to Read Tables in this Report

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

**By Segment**

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

	Canadian Visitors	In-State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Vacation/leisure	60.5%	66.5%	54.8%	59.6%	67.7%	60.5%
Visit friends/family	20.2%	15.2%	24.6%	21.0%	16.7%	21.1%
Combination of business and leisure	6.9%	5.8%	6.6%	7.3%	7.7%	7.3%
Business	5.4%	6.1%	1.2%	5.6%	4.0%	5.1%
Attend a special event/festival	2.9%	4.4%	2.8%	2.5%	1.1%	2.7%
Attend a conference/convention	2.3%	0.7%	0.6%	3.0%	1.9%	1.9%
Other personal reasons	1.9%	1.2%	9.4%	1.1%	0.9%	1.4%
<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

**Southern Oregon region visitors' overall satisfaction, while strong, is lower than other regions. Additionally, the region performs above average for likelihood to return and recommend scores.**

When comparing satisfaction levels across different regions visited, 96.8% of 2024-25 visitors whose trip to Oregon included the Southern Oregon region being satisfied or very satisfied with their overall trip experience, falling -0.9 percentage points below the total statewide visitor score of 97.7%.

Visitors were asked to rate their likelihood to recommend the state as a place to visit, with scores calculated on a scale from -100 to 100. Relatively speaking, likelihood to recommend was slightly above average for the Southern Oregon region versus other areas of Oregon. Compared to the statewide score of 53 to the individual scores for each region, Southern Oregon region had a modestly strong likelihood to recommend at 55. Reflecting likelihood to recommend scores, the Southern Oregon region (90.0%) also outperformed the statewide share of visitors who are likely to return in the next 12 months (87.1%). The Southern Oregon region has a higher proportion of travelers from out of state, particularly California. The region also had the third-highest share of visitors who traveled to Oregon to visit friends and family, following closely behind the Portland region and the Willamette Valley and well ahead of the other regions for this type of traveler.



# Executive Summary

## Experiential factors around scenery, relaxation, and safety considerations strongly influenced Southern Oregon visitors' trip decision.

Scenic beauty and relaxation rank highest as trip motivators. Over eight in ten Southern visitors said that scenic beauty (85.3%) and/or a relaxing environment or place to unwind (85.2%) are important drivers for why they took their most recent trip to Oregon in 2024-2025. The other important factors include safety/crime-levels (82.5%), affordability/value for the money (82.4%) and/or the quality of service/hospitality (82.0%).

In terms of how this translates to activity participation, eating and drinking (71.1%) was by far the most popular activity for 2024-25 Southern Oregon region visitors to engage in. More than half (59.3%) said they participated in outdoor recreation, followed by 42.9% who went shopping. Among Southern Oregon region visitors who said they participated in any of these activities, one-fourth (25.2%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. Highlighting the Southern Oregon region's iconic outdoor and scenic offerings such as Crater Lake, Umpqua River, dark skies, and Rogue Valley river adventures could be a strong strategy to continue to attract visitors and also connects back to the importance of scenic beauty to Oregon visitors. 14.5% of Southern Oregon region 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. Pairing these outdoor and scenic highlights with the area's distinctive culinary, wine, and tentpole cultural experiences set against the region's dramatic scenery could reinforce Southern Oregon's appeal as a multi-activity destination that lends itself to road trip itineraries and bundled destination campaigns.



# Executive Summary

**There is strong demand for Native American tourism experiences among Southern Oregon visitors, with an opportunity to drive awareness growth and increase future participation.**

At 25.4%, one in four Southern Oregon region visitors participated in a Native American tourism experience or supported a Native-owned business on their 2024-25 trip to Oregon. Further, there is strong interest in engaging in these experiences. Among those who did not participate in such an activity on their most recent trip, 80.0% 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 (39.4%) or not having enough time (25.3%). Only 8.7% said they would not be interested. The Southern Oregon region has a variety of Indigenous owned businesses such as casino resorts, hotels, museums, eateries, and ranches. 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 Southern Oregon region visitors' trips to Oregon.

Online search and personal connections played key roles as sources of both inspiration and planning for Southern Oregon region visitors' trips to Oregon in 2024-25. For the inspiration phase of their travel planning, online search (45.8%) and personal recommendations (33.4%) were by far the most reported sources that inspired Southern Oregon region visitors to travel to Oregon. One in four (25.5%) said social media, while similar percentages were inspired by an online destination travel guide (23.9%) and/or said they drew inspiration from a previous trip (23.7%). When it comes to their top resources for planning their 2024-2025 trip to Oregon, online search (49.6%) was by far the most-selected resource among Southern Oregon region visitors. This was followed distantly by personal recommendation (29.2%), while one in four said they planned their trip using an online destination travel guide (24.3%).

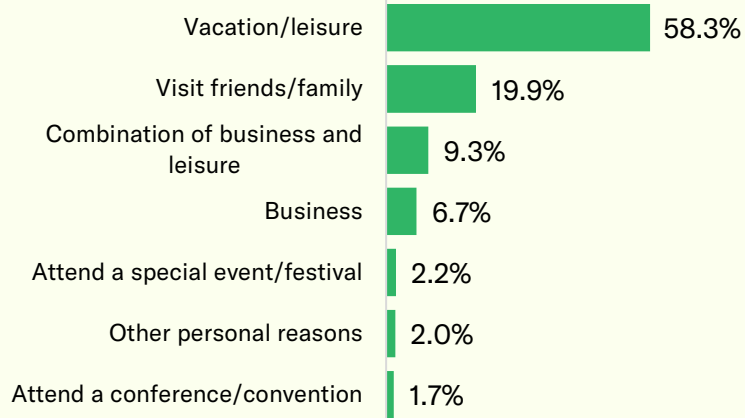
Visitors to the Southern Oregon in 2024-2025 planned their trip an average of 3.6 months in advance of their arrival, with 49.6% reporting planning their trip in 2 months or less. Leveraging their top inspiration and planning sources to share messaging around Oregon's offerings – particularly around content focusing on top trip motivators around scenic beauty and relaxation – in consideration of their average trip planning window can help keep Oregon front and center on travelers' radar.



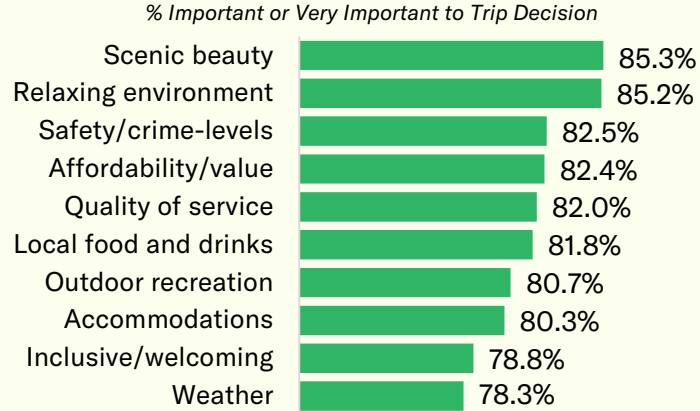
# Data Snapshot

# Oregon Visitor Experience – Southern Oregon Visitors

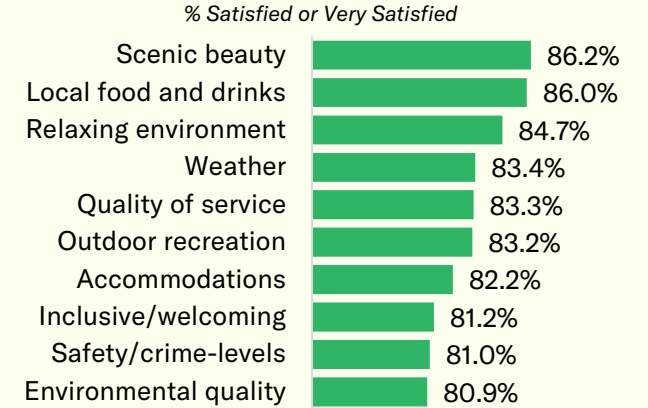
## Primary Trip Purpose



## Top 10\* Motivators to Visit Oregon



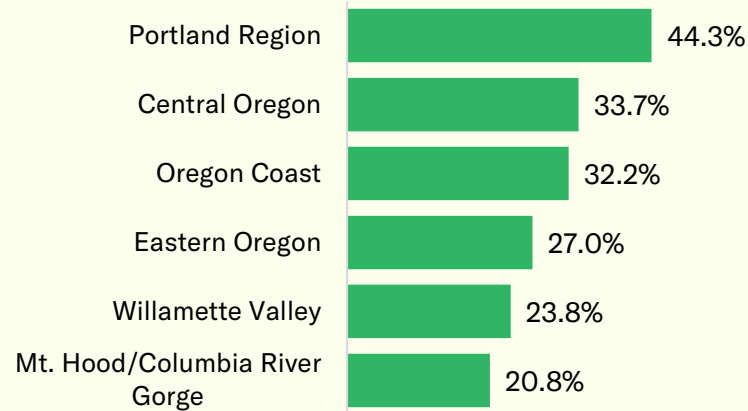
## Satisfaction with Oregon Top 10\*\* Attributes



## Activities Participated In



## Other Oregon Regions Visited

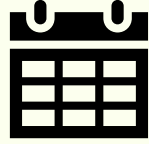


## Planning Window



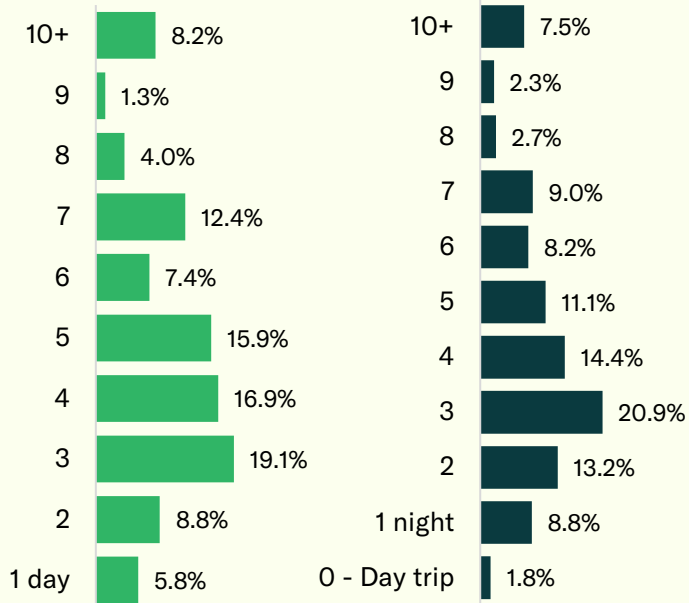
# Oregon Visitor Experience – Continued

## Average Length of Stay



**5.3**  
days

**4.8**  
nights



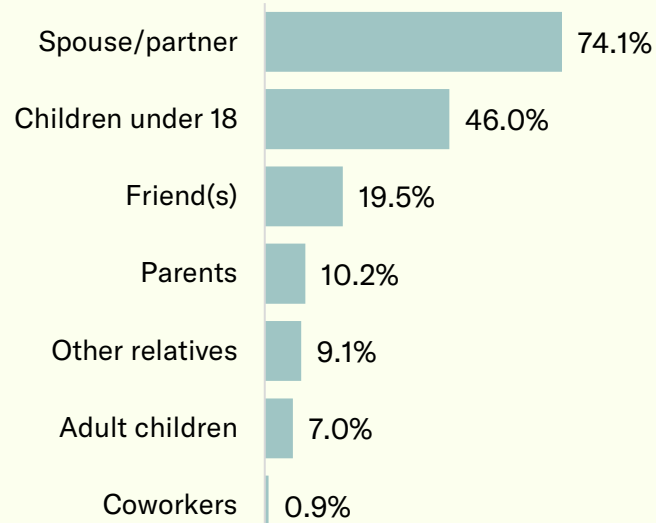
## Average Party Size



**2.5**  
adults

**0.9**  
children

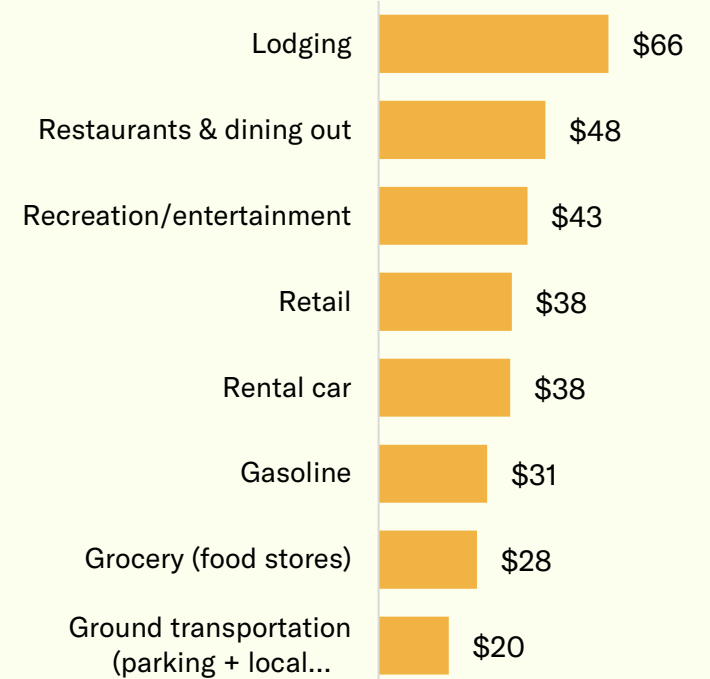
### Travel Party Composition



## Average Daily Spend Per Person



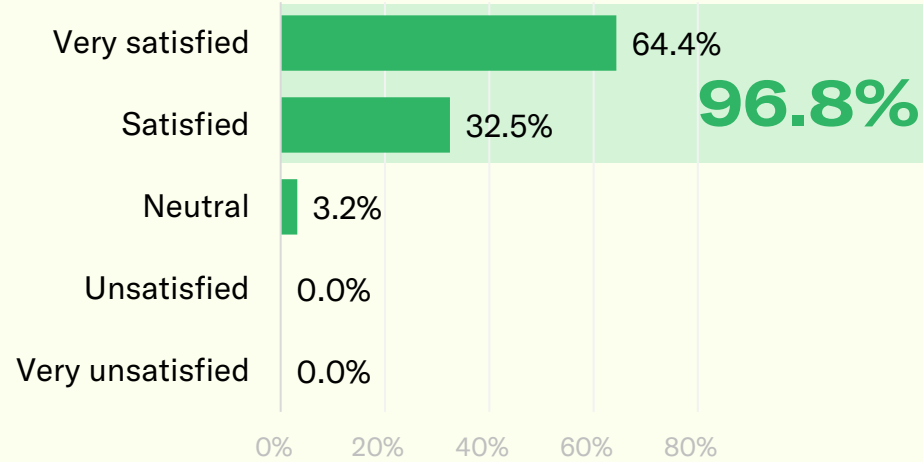
**\$313**



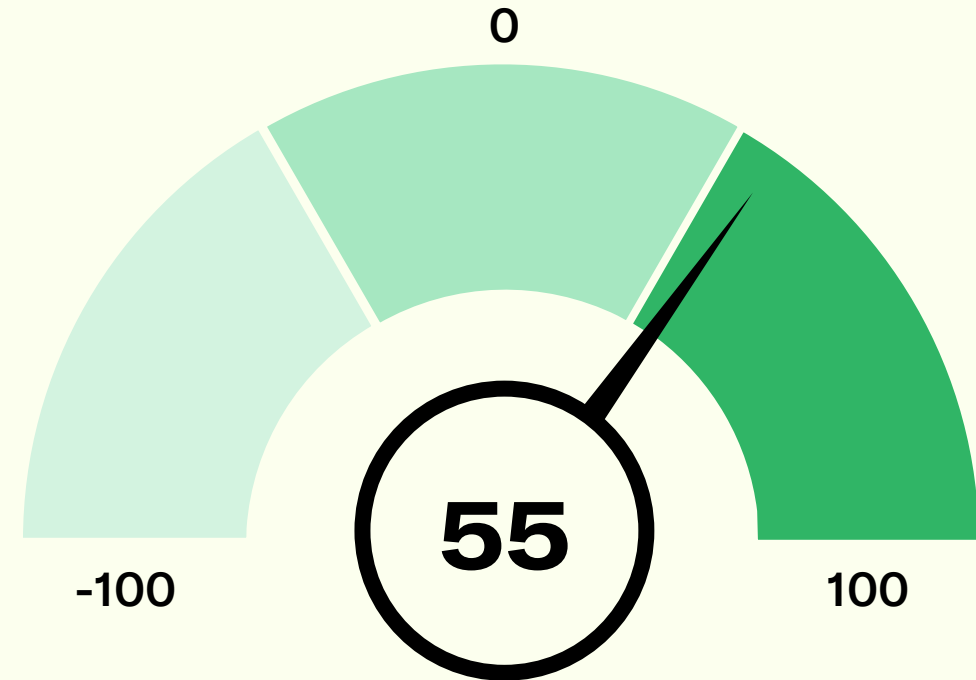
# Key Performance Indicators

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

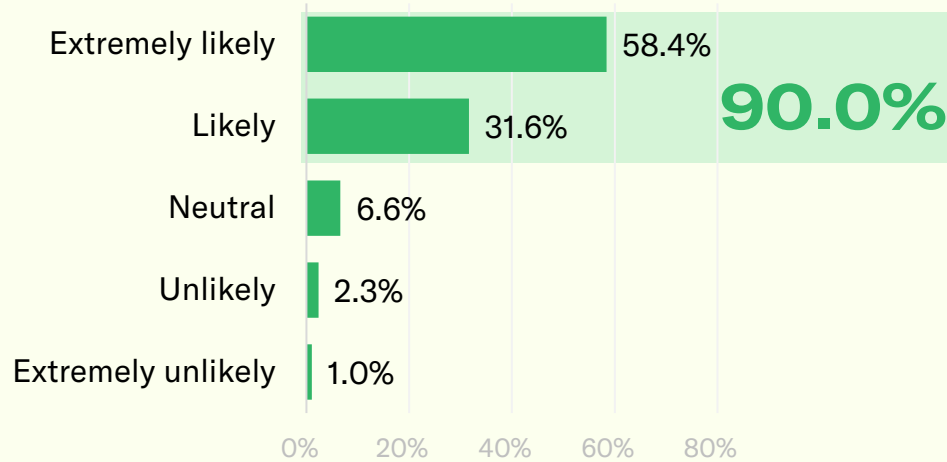
## Overall Trip Satisfaction



## Likelihood to Recommend Oregon

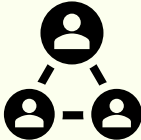


## Likelihood to Return in the Next 12 Months

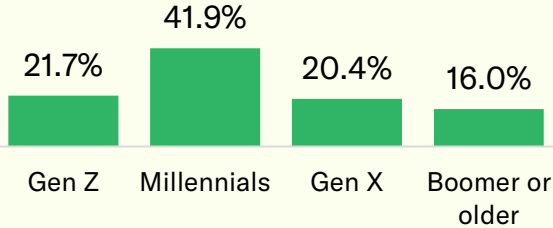


# Demographic Snapshot

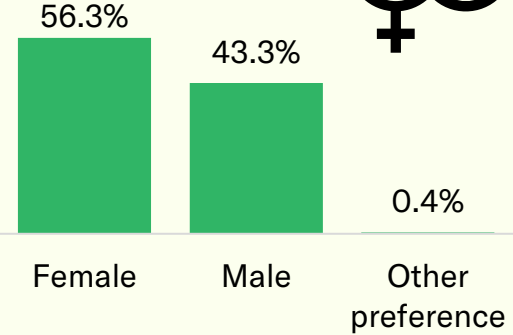
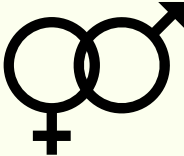
## Generations



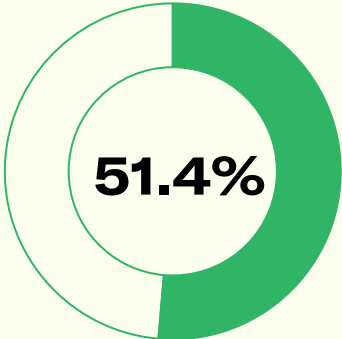
Average Age: 41.9 years



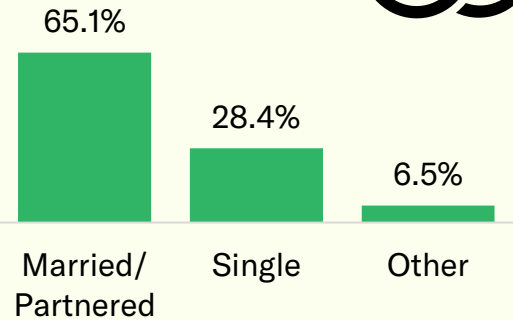
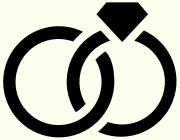
## Gender



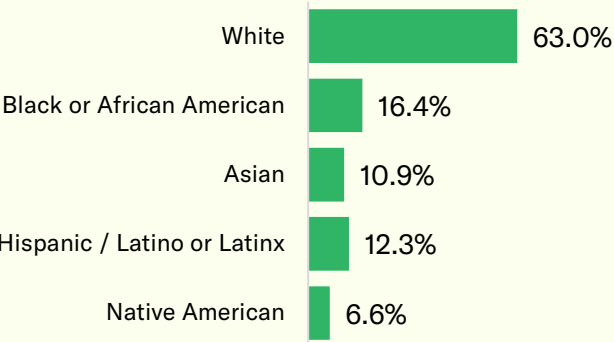
## Parents of Children Under 18



## Marital Status



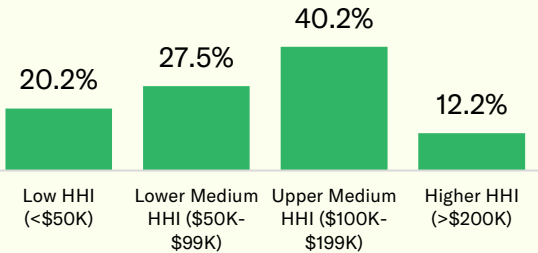
## Race/Ethnicity



## Household Income (HHI) Brackets



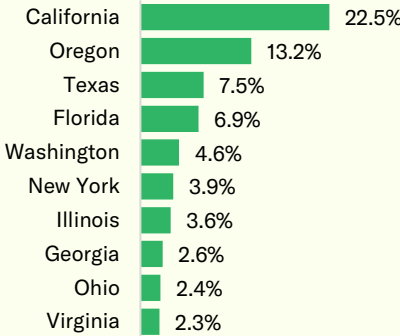
Average HHI: \$113,947



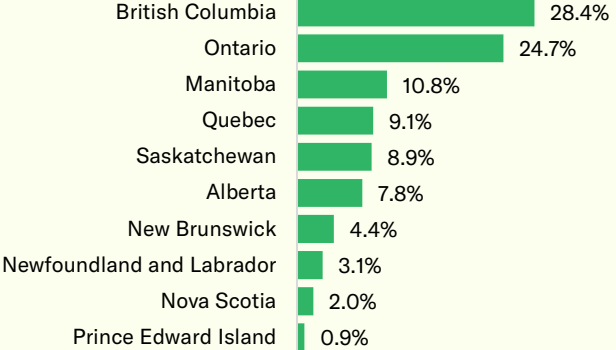
## Origin Markets



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



### Canadian Visitors

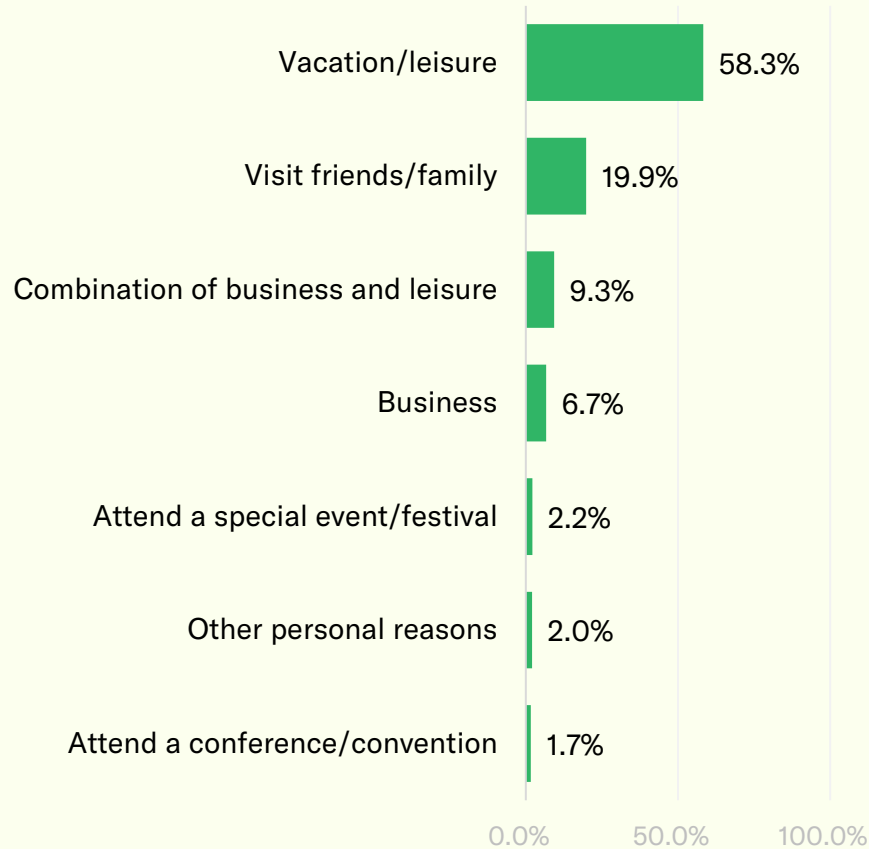


# Detailed Findings: Trip Details

# Most visitors to the Southern Oregon traveled for leisure purposes.

Approximately six-in-ten (58.3%) 2024-2025 visitors to the Southern Oregon reported that their primary trip purpose was for vacation/leisure, followed distantly by one-in-five (19.9%) who came visit friends or family. One-in-ten said their visit was a combination of business and leisure (9.3%), followed by 6.7% who came strictly for business. Outdoor Recreation Participants who visited the Southern Oregon were more likely to have traveled for leisure (64.7%).

## 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	58.3%	59.2%	54.3%	58.9%	64.7%	58.0%	59.4%
Visit friends/family	19.9%	20.1%	20.8%	19.6%	17.1%	22.2%	20.1%
Combination of business and leisure	9.3%	6.0%	13.4%	9.5%	9.8%	9.2%	10.0%
Business	6.7%	10.1%	1.9%	6.3%	4.6%	6.1%	5.6%
Attend a special event/festival	2.2%	2.1%	5.6%	1.7%	1.6%	2.0%	2.5%
Other personal reasons	2.0%	1.5%	4.0%	1.8%	1.3%	1.9%	0.0%
Attend a conference/convention	1.7%	0.9%	0.0%	2.1%	1.0%	0.6%	2.4%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

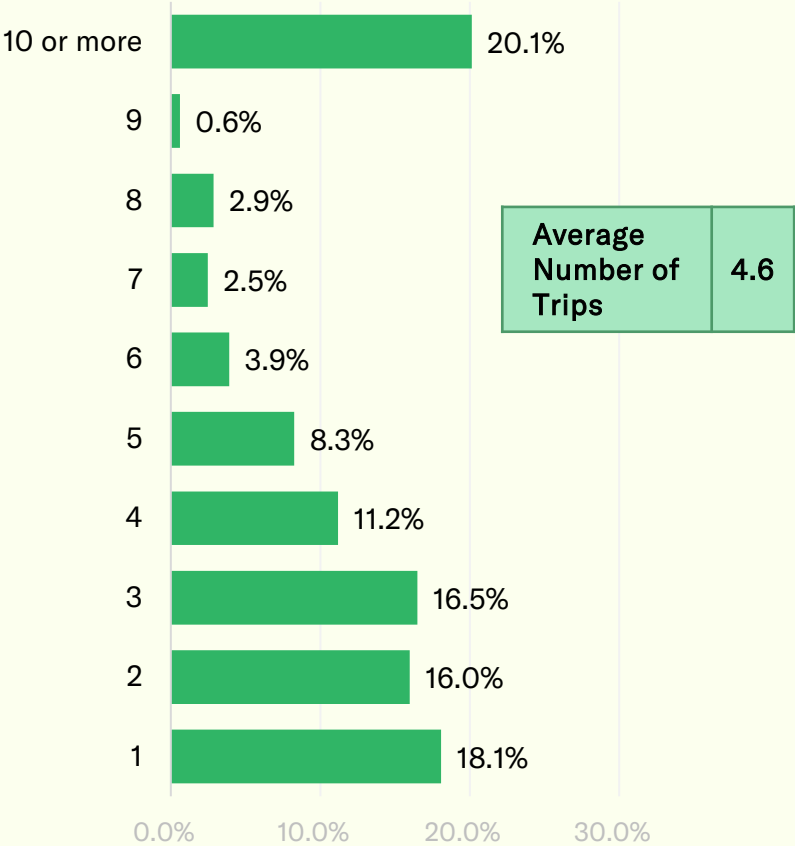
Question: What was the primary purpose of your trip?

Base: Total respondents (630 completed surveys)

# Southern Oregon visitors tend to be heavy repeat travelers to Oregon.

At an average of 4.6 trips taken to the state as an adult, a majority (81.9%) have visited the destination at least twice. Only one in five (18.1%) 2024-2025 Southern Oregon visitors were first-timers to Oregon. In-state visitors to the Southern Oregon reported a much higher average of 8.8 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	20.1%	4.4%	78.0%	15.0%	18.6%	21.2%	14.0%
9	0.6%	0.9%	1.3%	0.4%	0.7%	0.6%	1.5%
8	2.9%	2.8%	3.3%	2.8%	2.2%	3.4%	4.4%
7	2.5%	3.4%	1.9%	2.4%	2.9%	2.5%	4.1%
6	3.9%	1.4%	3.2%	4.4%	4.6%	4.6%	6.7%
5	8.3%	9.0%	2.3%	9.1%	7.8%	9.2%	11.3%
4	11.2%	10.0%	3.7%	12.2%	11.1%	11.6%	9.4%
3	16.5%	20.9%	0.0%	18.1%	17.9%	15.6%	14.1%
2	16.0%	21.0%	1.3%	17.2%	18.2%	15.4%	17.4%
1	18.1%	26.2%	5.1%	18.4%	16.0%	15.8%	17.2%
<b>Mean</b>	<b>4.6</b>	<b>3.2</b>	<b>8.8</b>	<b>4.2</b>	<b>4.5</b>	<b>4.8</b>	<b>4.5</b>
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

\*Small sample size

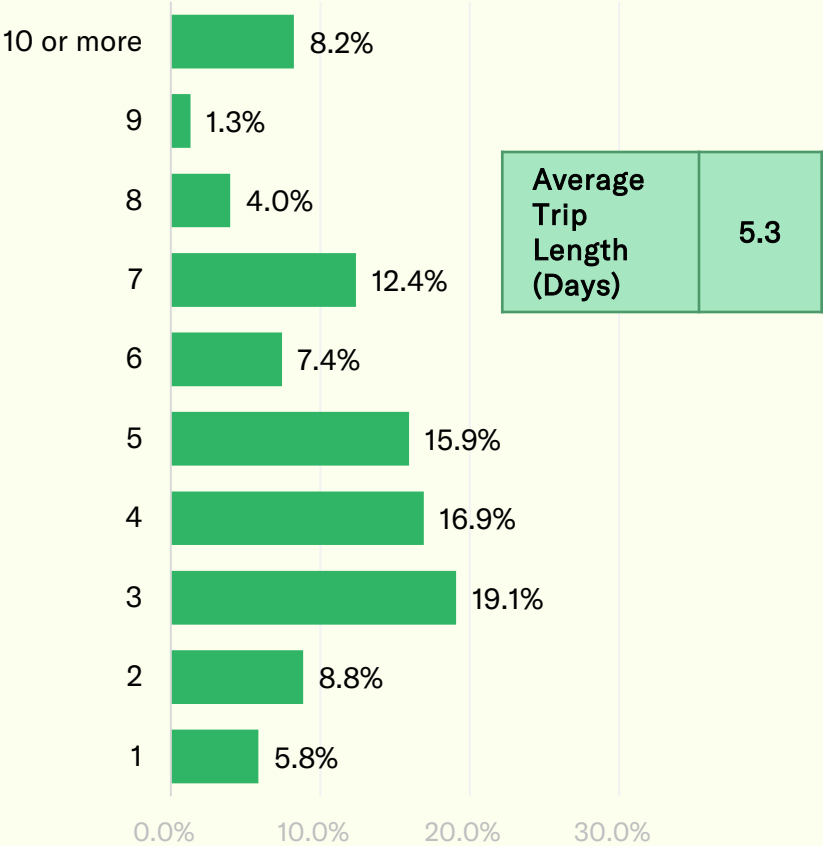
Question: In total, how many trips have you taken to or within Oregon in your lifetime? If your most recent trip was also your first trip to/within Oregon, please select 1.

Base: Total respondents (630 completed surveys)

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

For 2024-2025 Southern Oregon visitors, the average length of stay was just over five days (5.3 days). Arts & Culture Participants and Outdoor Recreation Participants averaged the longest stays among the report segments at an average of 6.1 and 5.9 days, respectively.

## 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	8.2%	7.1%	8.6%	8.5%	9.7%	10.1%	8.4%
9	1.3%	0.0%	1.1%	1.6%	1.5%	1.0%	1.6%
8	4.0%	4.8%	4.5%	3.7%	4.3%	4.0%	5.7%
7	12.4%	15.8%	3.7%	12.7%	14.7%	13.8%	17.4%
6	7.4%	7.2%	2.6%	8.3%	9.1%	7.5%	12.8%
5	15.9%	15.9%	14.3%	16.3%	17.7%	16.0%	17.3%
4	16.9%	20.2%	15.9%	16.5%	16.4%	17.7%	15.3%
3	19.1%	15.6%	20.9%	19.8%	17.7%	16.7%	13.8%
2	8.8%	7.0%	22.1%	6.9%	5.9%	8.4%	4.2%
1 day	5.8%	6.3%	6.4%	5.7%	2.9%	4.7%	3.5%
<b>Average Trip Length (Days)</b>	<b>5.3</b>	<b>5.2</b>	<b>5.0</b>	<b>5.4</b>	<b>5.9</b>	<b>5.6</b>	<b>6.1</b>
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

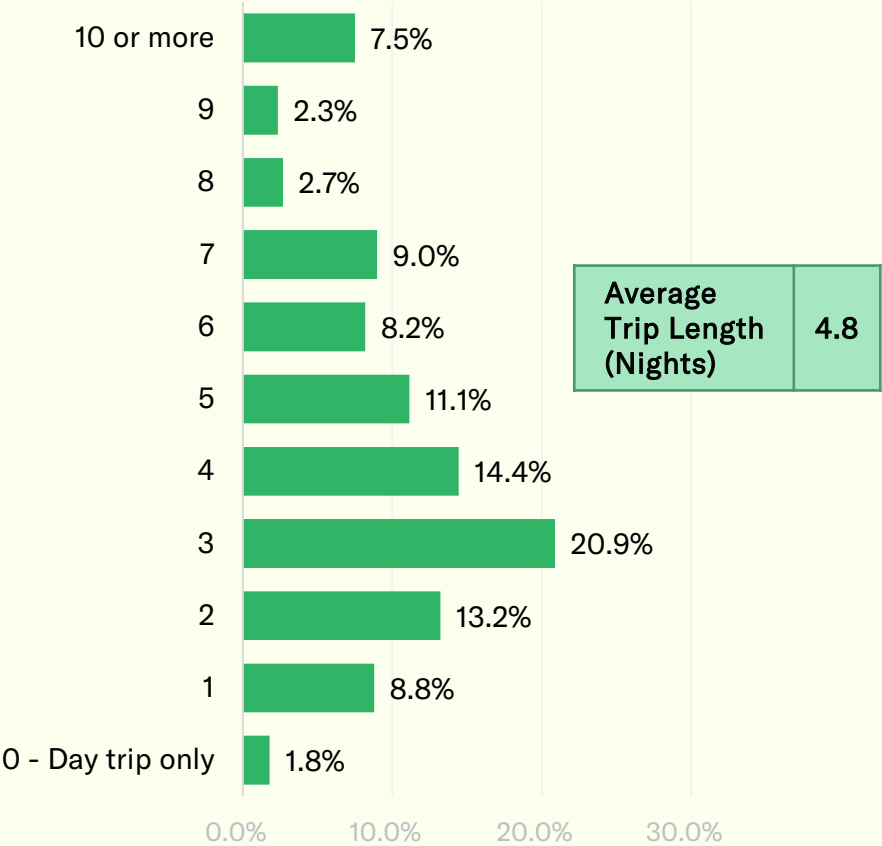
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (630 completed surveys)

# They spent an average of 4.6 nights in Oregon.

For 2024-2025 Southern Oregon visitors, the average length of stay in terms of number of nights was over four nights (4.8 nights). Arts & Culture Participants who visited the Southern Oregon averaged the longest stays among the report segments at an average of 5.7 nights, followed by Outdoor Recreation Participants (5.3 nights).

## Length of Stay – Nights



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	7.5%	6.5%	6.6%	8.0%	8.7%	8.5%	8.8%
9	2.3%	0.6%	2.0%	2.8%	2.5%	2.9%	3.6%
8	2.7%	0.0%	1.1%	3.6%	2.6%	2.7%	2.3%
7	9.0%	16.7%	5.4%	7.7%	10.4%	9.2%	11.9%
6	8.2%	11.6%	3.7%	8.0%	9.4%	9.8%	12.1%
5	11.1%	7.3%	6.1%	12.9%	11.8%	11.5%	16.4%
4	14.4%	13.2%	15.7%	14.6%	16.6%	12.9%	12.9%
3	20.9%	26.2%	15.7%	20.6%	20.7%	20.5%	16.5%
2	13.2%	7.9%	25.0%	12.3%	11.6%	13.0%	9.9%
1 day	8.8%	7.4%	16.4%	8.0%	4.6%	7.9%	5.2%
0 – Day trip only	1.8%	2.6%	2.3%	1.5%	1.1%	1.3%	0.5%
<b>Average Trip Length (Nights)</b>	<b>4.8</b>	<b>4.7</b>	<b>4.1</b>	<b>4.9</b>	<b>5.3</b>	<b>5.0</b>	<b>5.7</b>
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

\*Small sample size

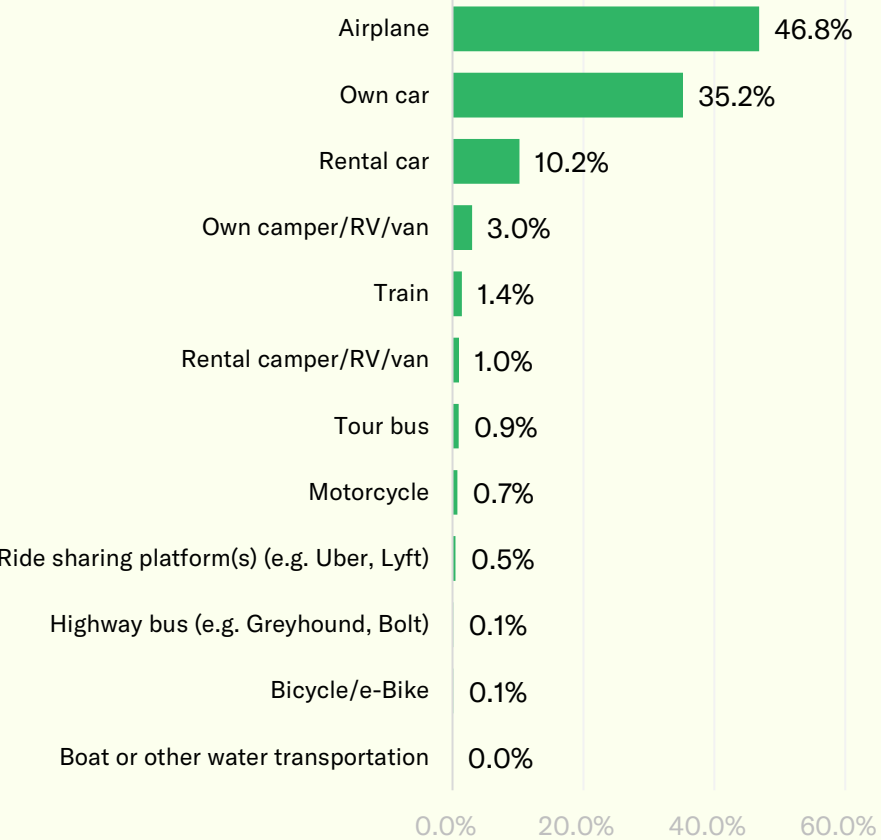
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (630 completed surveys)

# Arrivals by plane outpaced those by personal vehicle.

Nearly half (46.8%) of 2024-2025 Southern Oregon visitors arrived by plane, followed by 35.2% who said they arrived by their own car. Arts & Culture Participants (58.5%) and Canadian visitors (64.7%) were much more likely to have arrived by plane, while in-state visitors were much more likely to have traveled using their own car (81.1%).

## 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	46.8%	64.7%	4.1%	49.3%	49.8%	47.5%	58.5%
Own car	35.2%	20.6%	81.1%	31.8%	32.6%	38.0%	28.5%
Rental car	10.2%	6.8%	6.6%	11.6%	10.7%	9.3%	7.6%
Own camper/RV/van	1.4%	2.4%	0.0%	1.4%	1.0%	0.6%	1.8%
Train	3.0%	1.8%	6.4%	2.4%	2.9%	2.0%	1.1%
Rental camper/RV/van	1.0%	1.1%	0.0%	1.1%	0.8%	0.3%	0.0%
Tour bus	0.1%	0.0%	0.9%	0.0%	0.2%	0.1%	0.3%
Motorcycle	0.9%	0.9%	0.0%	1.1%	1.3%	1.1%	0.8%
Ride sharing platform(s) (e.g. Uber, Lyft)	0.7%	1.7%	0.9%	0.5%	0.2%	0.5%	0.5%
Highway bus (e.g. Greyhound, Bolt)	0.5%	0.0%	0.0%	0.6%	0.5%	0.7%	0.9%
Bicycle/e-Bike	0.1%	0.0%	0.0%	0.1%	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>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

\*Small sample size

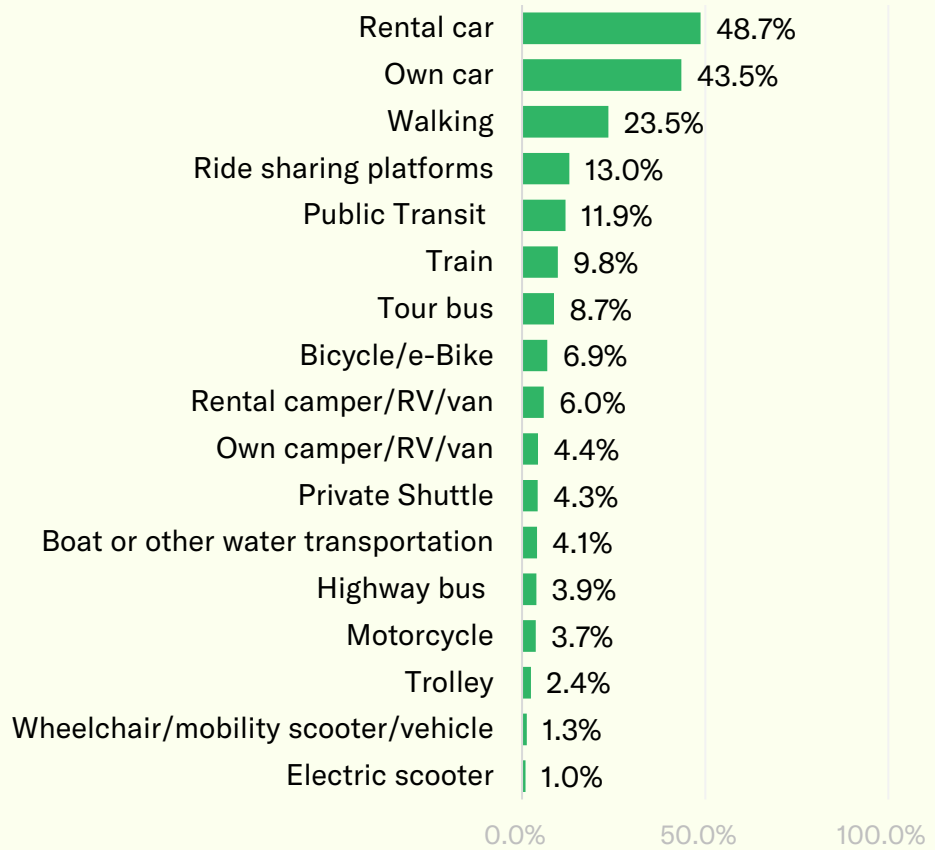
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (630 completed surveys)

# Rental vehicles were the top in-market transportation method reported among Southern Oregon visitors.

Usage of rental cars (48.7%) surpassed personal vehicles (43.5%) as the top in-destination transportation for Southern Oregon visitors in 2024-25. However, among the segments, personal cars were the more dominant mode of transportation within Oregon among in-state visitors (85.0%).

## 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	48.7%	49.5%	7.6%	54.7%	53.8%	48.3%	55.6%
Own car	43.5%	27.7%	85.0%	41.0%	39.7%	45.2%	36.4%
Walking	23.5%	22.4%	20.9%	24.2%	26.2%	27.5%	31.1%
Ride sharing platforms	13.0%	14.6%	2.1%	13.8%	15.0%	13.9%	16.8%
Public transit	11.9%	23.2%	5.0%	9.8%	11.1%	12.3%	19.8%
Train	9.8%	17.9%	0.7%	9.2%	12.2%	7.9%	13.2%
Tour bus	8.7%	13.6%	0.7%	8.5%	9.8%	8.9%	13.4%
Bicycle/e-Bike	6.9%	15.0%	1.1%	6.0%	7.6%	6.4%	9.5%
Rental camper/RV/van	6.0%	7.4%	1.1%	6.4%	5.0%	6.2%	6.8%
Own camper/RV/van	4.4%	4.9%	1.1%	4.8%	4.0%	3.6%	5.7%
Private Shuttle	4.3%	7.9%	0.0%	4.0%	4.2%	4.3%	6.0%
Boat or other water transportation	4.1%	5.3%	2.9%	4.0%	4.8%	4.0%	7.0%
Highway bus	3.9%	3.0%	0.0%	4.3%	3.8%	2.7%	5.4%
Motorcycle	3.7%	8.5%	0.9%	3.1%	3.7%	4.2%	4.4%
Trolley	2.4%	4.3%	0.0%	2.0%	2.5%	2.3%	3.1%
Wheelchair/mobility scooter/vehicle	1.3%	3.1%	2.9%	0.6%	2.1%	1.6%	1.6%
Electric scooter	1.0%	3.0%	0.0%	0.7%	1.2%	1.2%	1.1%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

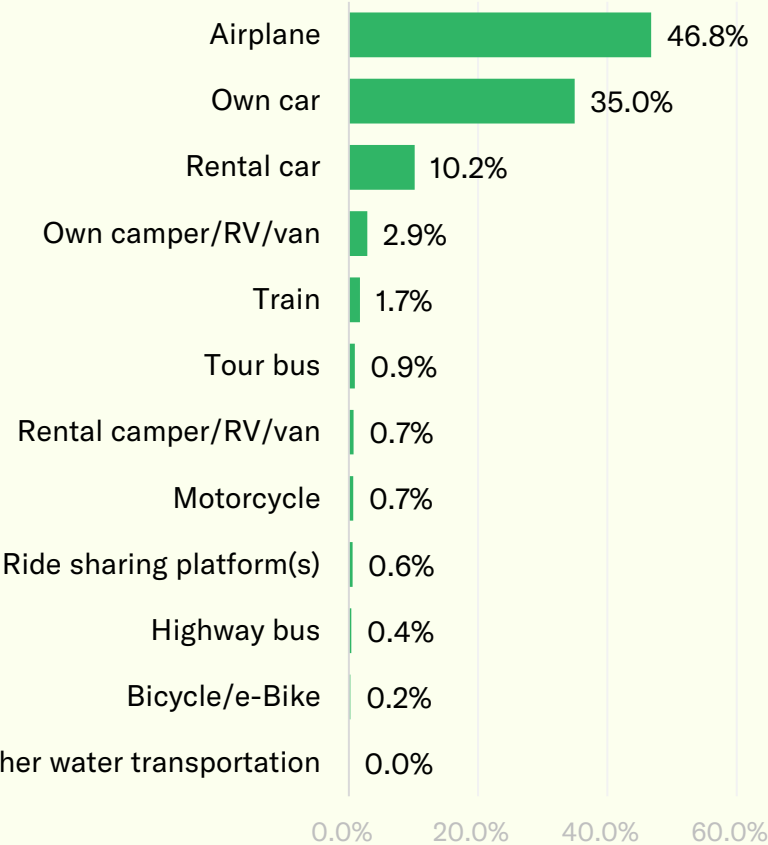
Question: Which modes of transportation did you use in the destination(s) you visited?

Base: Total respondents (630 completed surveys)

# Over half of Southern Oregon visitors departed by plane.

The same percentage of visitors who arrived by plane (46.8%) said they also departed Oregon by airplane (46.8%). Just over one-third of Southern Oregon visitors departed by personal vehicle (35.0%). Canadian visitors (62.0%) were the most likely to have departed by plane among the segments.

## Departure Mode of Transportation



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Airplane	46.8%	62.0%	4.1%	49.8%	50.3%	47.6%	58.6%
Own car	35.0%	18.3%	79.7%	32.1%	31.4%	36.5%	27.4%
Rental car	10.2%	8.7%	6.6%	10.7%	10.8%	9.4%	6.6%
Own camper/RV/van	2.9%	3.2%	7.7%	2.1%	3.1%	2.4%	2.3%
Train	1.7%	3.4%	0.0%	1.6%	1.6%	1.1%	2.6%
Tour bus	0.9%	0.9%	0.0%	1.1%	1.3%	0.7%	0.0%
Rental camper/RV/van	0.7%	0.9%	0.0%	0.8%	0.5%	0.4%	0.0%
Motorcycle	0.7%	1.7%	0.9%	0.4%	0.2%	0.6%	0.8%
Ride sharing platform(s)	0.6%	0.0%	0.0%	0.8%	0.5%	0.8%	0.9%
Highway bus	0.4%	0.9%	0.9%	0.2%	0.4%	0.4%	0.8%
Bicycle/e-Bike	0.2%	0.0%	0.0%	0.3%	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>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

\*Small sample size

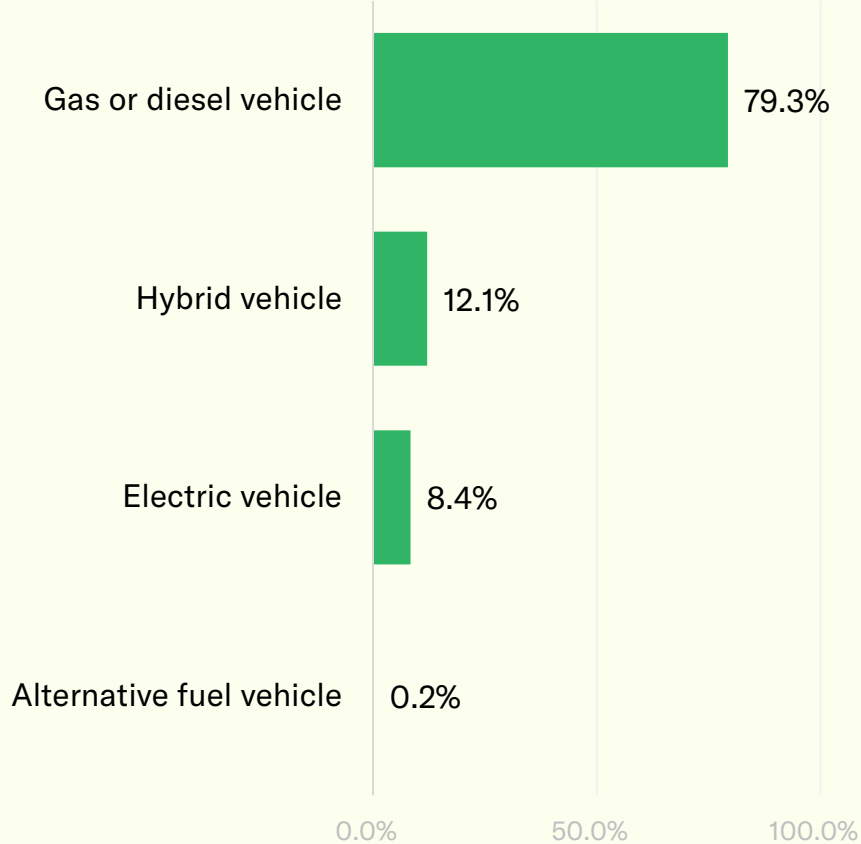
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (630 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 Southern Oregon 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 (12.1%) used a hybrid and an even smaller share used an electric vehicle (8.4%).

## 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%	77.8%	90.6%	77.0%	78.5%	80.6%	78.2%
Hybrid vehicle	12.1%	14.5%	9.4%	12.6%	14.9%	12.4%	15.1%
Electric vehicle	8.4%	7.7%	0.0%	10.2%	6.3%	6.8%	6.0%
Alternative fuel vehicle	0.2%	0.0%	0.0%	0.2%	0.3%	0.2%	0.7%
<b>Base</b>	<b>320</b>	<b>35</b>	<b>66</b>	<b>218</b>	<b>183</b>	<b>232</b>	<b>79</b>

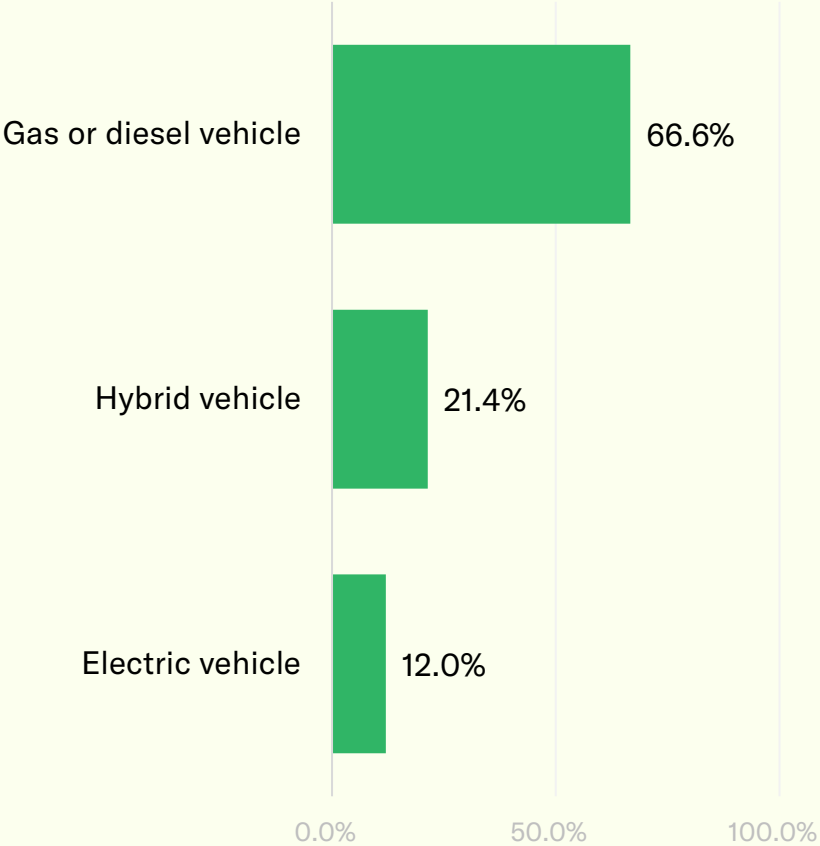
*\*Small sample size*

Question: What type of vehicle did you use?  
 Base: Respondents who arrived or departed using a rental or own personal car (320 completed surveys).

# Two-thirds of those who traveled by car within Oregon used a gas vehicle.

As with arrival and departure, 2024-2025 Southern Oregon 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 (66.6%). Over one in five (21.4%) use a hybrid, and over one in ten (12.0%) 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	66.6%	60.8%	100.0%	67.5%	68.6%	65.3%	69.0%
Hybrid vehicle	21.4%	31.2%	0.0%	19.6%	20.0%	19.9%	19.5%
Electric vehicle	12.0%	8.1%	0.0%	12.9%	11.4%	14.7%	11.5%
<b>Base</b>	<b>251</b>	<b>44</b>	<b>5</b>	<b>201</b>	<b>165</b>	<b>184</b>	<b>95</b>

*\*Small sample size*

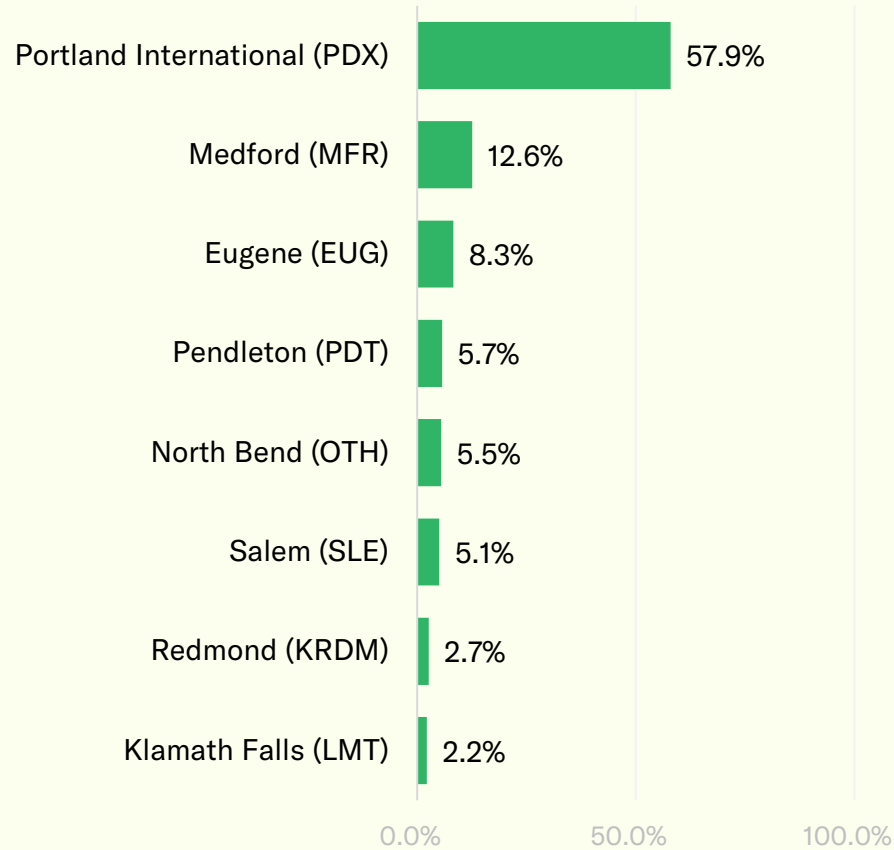
Question: What type of vehicle did you use?

Base: Respondents who used a rental or own personal car while in-market (251 completed surveys).

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

Well over half (57.9%) of 2024-2025 visitors to the Southern Oregon who reported arriving and/or departing by airplane from the state said they used Southern International Airport.

## 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
Southern International (PDX)	57.9%	51.0%	36.4%	60.3%	60.7%	60.9%	62.0%
Medford (MFR)	12.6%	7.0%	22.5%	13.9%	13.5%	12.9%	12.1%
Eugene (EUG)	8.3%	10.4%	41.1%	7.3%	7.7%	7.3%	8.5%
Pendleton (PDT)	5.7%	8.2%	0.0%	5.1%	3.4%	4.6%	3.1%
North Bend (OTH)	5.5%	6.9%	0.0%	5.2%	4.4%	4.9%	4.9%
Salem (SLE)	5.1%	9.3%	0.0%	3.9%	4.3%	4.5%	5.7%
Redmond (KRDM)	2.7%	4.1%	0.0%	2.3%	3.1%	2.7%	3.8%
Klamath Falls (LMT)	2.2%	3.1%	0.0%	2.0%	3.0%	2.3%	0.0%
<b>Base</b>	<b>303</b>	<b>65</b>	<b>3</b>	<b>233</b>	<b>193</b>	<b>219</b>	<b>120</b>

*\*Small sample size*

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

Base: Respondents who arrived and/or departed via airplane (303 completed surveys).

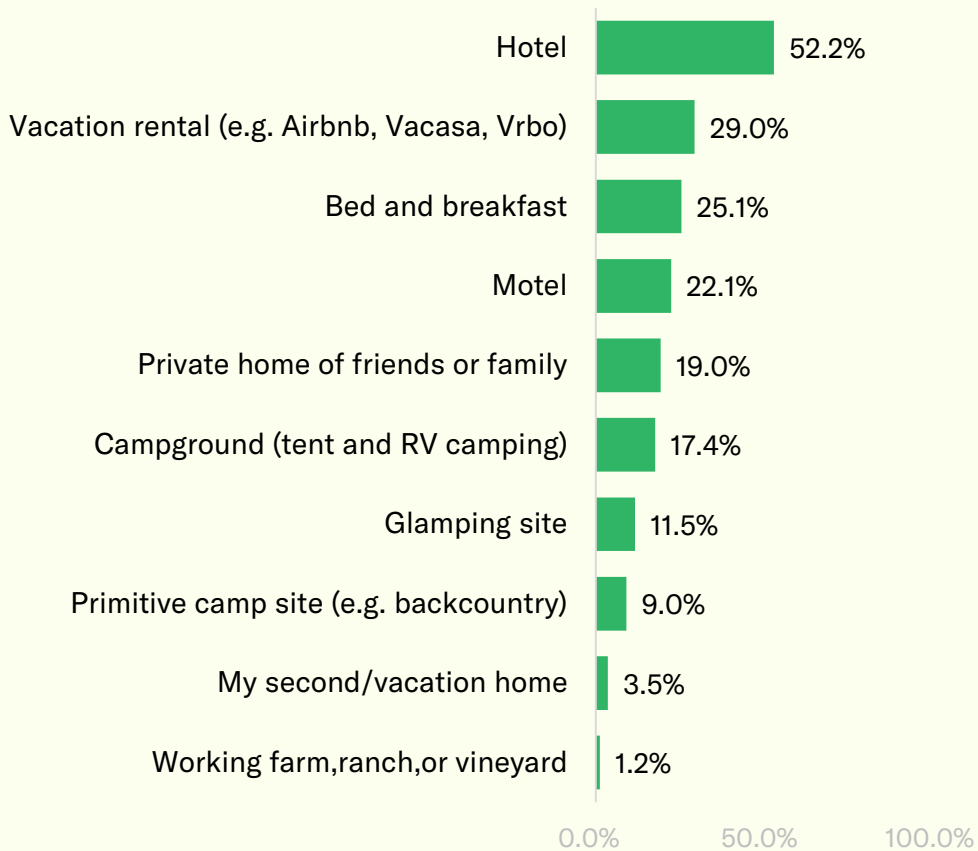
# Half of Southern Oregon visitors stayed in a hotel

Just over half (52.2%) of Southern Oregon visitors who stayed overnight on their most recent trip reported using a hotel, followed distantly by 29.0% who stayed in a vacation rental and one in four who stayed in a bed and breakfast (25.1%). Out of state visitors (57.5%) were more likely to have stayed in a hotel compared to other travelers to the Southern Oregon.

## Accommodations Used

## By Segment

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



	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Hotel	52.2%	44.3%	27.8%	57.5%	55.2%	54.6%	59.2%
Vacation rental (e.g. Airbnb, Vacasa, Vrbo)	29.0%	31.4%	15.5%	30.1%	33.6%	29.6%	34.9%
Bed and breakfast	25.1%	22.5%	8.5%	28.3%	28.0%	22.0%	31.4%
Motel	22.1%	24.6%	24.7%	20.9%	21.5%	21.0%	23.7%
Private home of friends or family	19.0%	15.5%	22.9%	18.9%	17.3%	20.6%	19.3%
Campground (tent and RV camping)	17.4%	14.6%	21.0%	17.6%	18.7%	15.9%	18.4%
Glamping site	11.5%	9.0%	4.0%	12.9%	11.3%	8.5%	13.4%
Primitive camp site (e.g. backcountry)	9.0%	7.0%	6.4%	9.5%	8.2%	7.0%	10.7%
My second/vacation home	3.5%	1.9%	4.8%	3.3%	4.5%	2.8%	4.9%
Working farm, ranch, or vineyard	1.2%	0.0%	1.7%	1.3%	1.4%	1.1%	1.8%
<b>Base</b>	<b>620</b>	<b>97</b>	<b>73</b>	<b>447</b>	<b>372</b>	<b>447</b>	<b>194</b>

\*Small sample size

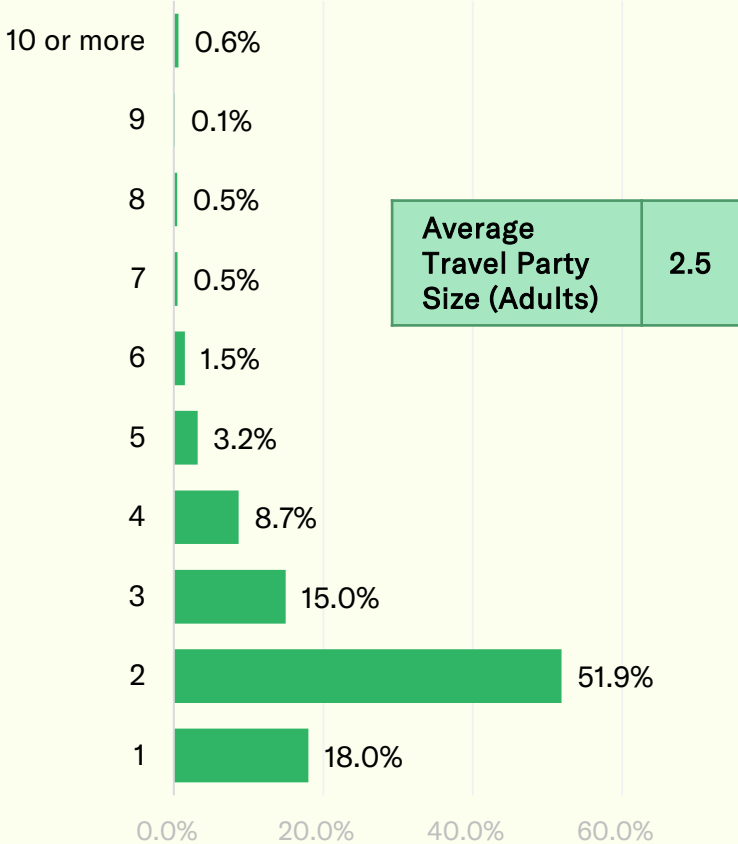
Question: In which type of lodging/accommodations did you stay in during this trip?

Base: Overnight visitors (620 completed surveys).

# Southern Oregon visitors traveled with one other adult.

About half of 2024-2025 Southern Oregon visitors to Oregon traveled with one other adult (51.9%). The average number of adults per travel party was 2.5 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	0.6%	0.0%	1.7%	0.6%	0.3%	0.8%	0.7%
9	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%
8	0.5%	0.0%	0.0%	0.6%	0.4%	0.3%	0.8%
7	0.5%	0.0%	1.9%	0.4%	0.3%	0.3%	0.0%
6	1.5%	0.9%	4.4%	1.2%	1.6%	1.5%	1.3%
5	3.2%	3.1%	4.8%	3.0%	2.9%	4.0%	3.4%
4	8.7%	9.1%	8.9%	8.2%	8.7%	8.2%	12.0%
3	15.0%	23.7%	8.9%	13.9%	15.3%	15.3%	15.4%
2	51.9%	49.4%	56.4%	52.0%	51.8%	53.0%	46.7%
1 people	18.0%	13.8%	13.1%	19.9%	18.6%	16.4%	19.7%
<b>Average Travel Party Size (Adults)</b>	<b>2.5</b>	<b>2.4</b>	<b>3.0</b>	<b>2.4</b>	<b>2.4</b>	<b>2.5</b>	<b>2.5</b>
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

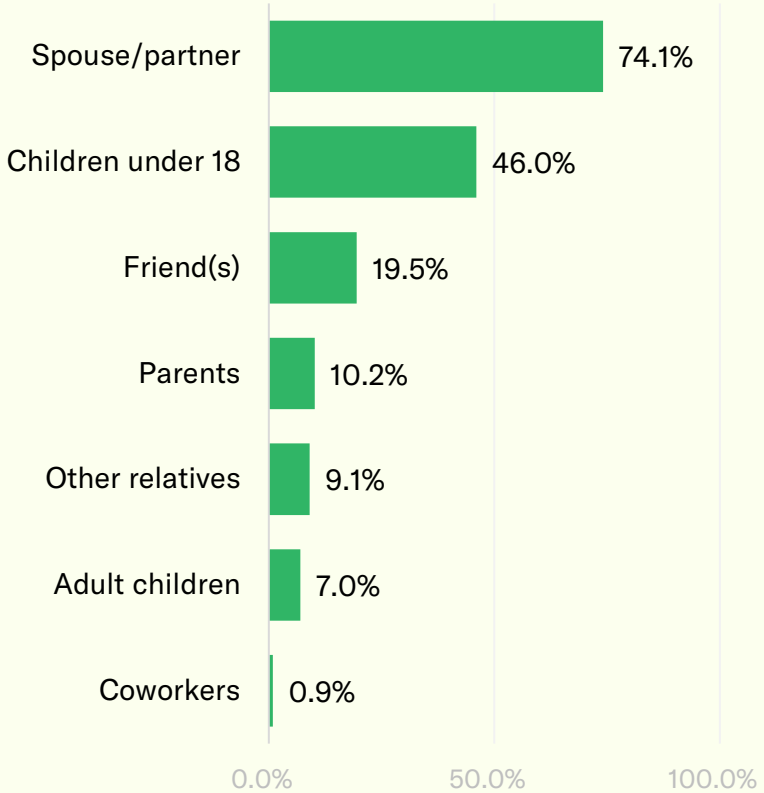
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (630 completed surveys)

# Three quarters of Southern Oregon visitors traveled with their spouse or partner.

About three in four (74.1%) 2024-2025 Southern Oregon visitors reported traveling to Oregon with their significant other, while nearly half (46.0%) reported traveling with children under 18. In total, 16.1% of visitors were solo travelers. Among the segments, out of state visitors (51.9%) were more likely than other segments to have traveled with children.

## 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	74.1%	72.3%	69.2%	75.1%	74.7%	74.4%	72.6%
Children under 18	46.0%	31.8%	30.2%	51.9%	47.1%	45.0%	43.9%
Friend(s)	19.5%	27.6%	11.7%	19.0%	20.6%	20.3%	22.5%
Parents	10.2%	8.8%	16.7%	9.5%	10.9%	10.4%	14.2%
Other relatives	9.1%	5.6%	23.7%	7.6%	9.4%	10.0%	8.0%
Adult children	7.0%	4.0%	8.8%	7.5%	5.7%	6.4%	6.1%
Coworkers	0.9%	0.0%	0.0%	1.3%	1.6%	1.3%	1.1%
<b>Base</b>	<b>534</b>	<b>84</b>	<b>66</b>	<b>381</b>	<b>320</b>	<b>386</b>	<b>164</b>

*\*Small sample size*

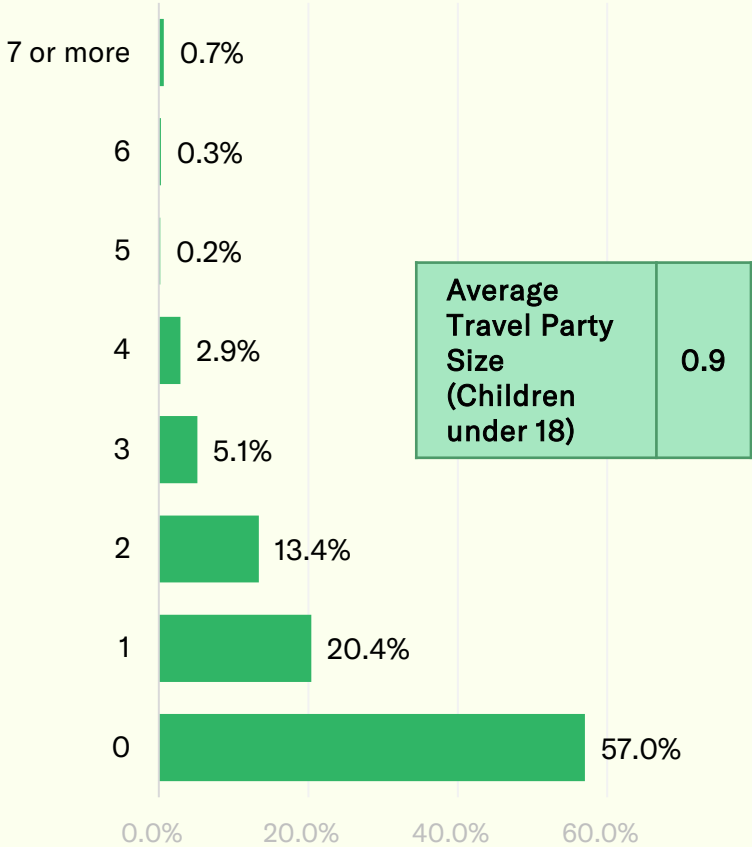
Question: Who were you traveling with?

Base: Respondents who traveled in a party of 2 or more people (534 completed surveys)

# Four in ten Southern Oregon visitors traveled with children to Oregon.

Nearly six in ten (57.0%) of visitors to the Southern Oregon did not travel with any children on their trip to Oregon. The typical travel party consisted of 0.9 children on average.

## 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	0.7%	1.4%	1.7%	0.4%	0.0%	0.6%	1.1%
6	0.3%	0.0%	0.0%	0.4%	0.0%	0.2%	0.0%
5	0.2%	0.0%	0.0%	0.3%	0.2%	0.1%	0.0%
4	2.9%	1.4%	3.4%	3.2%	3.0%	1.5%	2.6%
3	5.1%	1.4%	8.0%	5.2%	4.7%	5.0%	2.9%
2	13.4%	7.2%	7.6%	15.6%	14.1%	14.9%	14.5%
1	20.4%	22.9%	13.0%	20.9%	19.8%	19.6%	20.3%
0	57.0%	65.7%	66.3%	54.0%	58.2%	58.1%	58.6%
<b>Average Travel Party Size (Children under 18)</b>	<b>0.9</b>	<b>0.6</b>	<b>1.1</b>	<b>0.9</b>	<b>0.7</b>	<b>0.8</b>	<b>0.8</b>
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

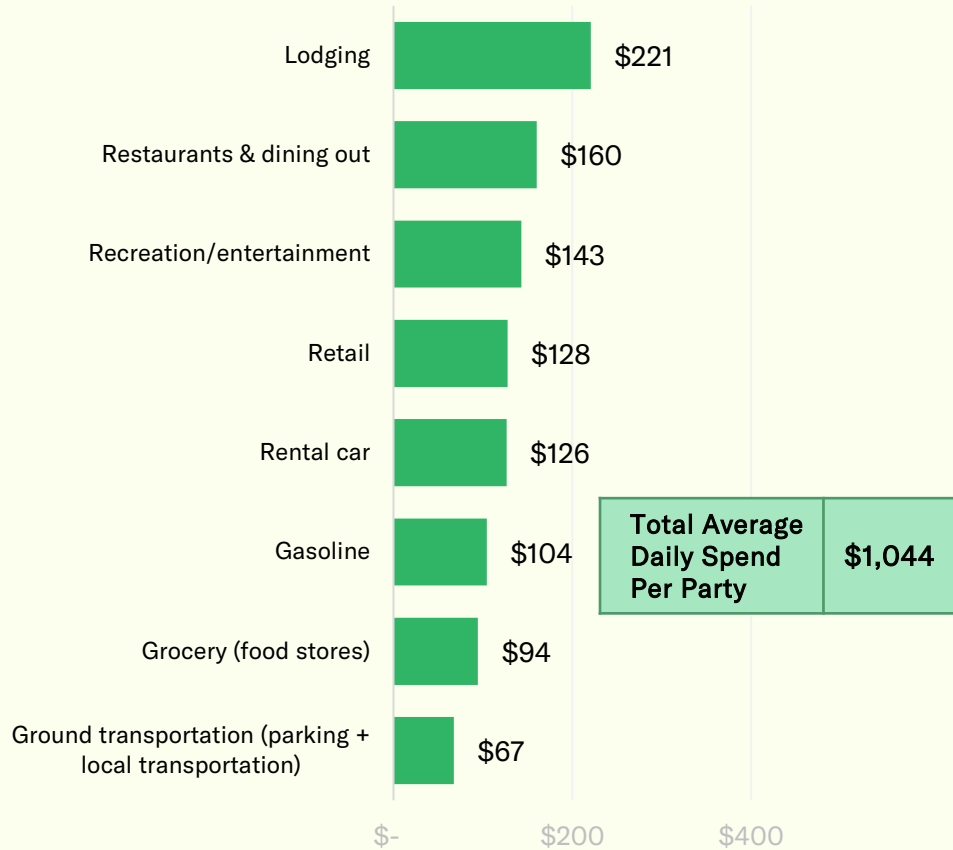
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (630 completed surveys)

# Lodging and dining represent the largest spending categories.

Southern Oregon visitors in 2024-2025 reported a total average daily trip spend of \$1,044. Lodging represents the largest share at \$221, followed by restaurants and dining out at \$160. Amongst the segments, Arts & Culture Participants spent the highest average of \$1,314 per party per day, while in-state visitors had by far the lowest spend across all categories.

## Daily Spend Per Party



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Lodging	\$221	\$195	\$134	\$237	\$242	\$229	\$270
Restaurants & dining out	\$160	\$176	\$93	\$165	\$170	\$171	\$179
Recreation/entertainment	\$143	\$195	\$47	\$142	\$168	\$154	\$174
Retail	\$128	\$187	\$32	\$124	\$148	\$133	\$175
Rental car	\$126	\$193	\$19	\$127	\$120	\$137	\$177
Gasoline	\$104	\$164	\$67	\$96	\$115	\$113	\$128
Grocery (food stores)	\$94	\$108	\$50	\$96	\$100	\$101	\$109
Ground transportation (parking + local transportation)	\$67	\$94	\$13	\$69	\$76	\$64	\$102
<b>Total Average Daily Spend Per Party</b>	<b>\$1,044</b>	<b>\$1,312</b>	<b>\$456</b>	<b>\$1,055</b>	<b>\$1,138</b>	<b>\$1,101</b>	<b>\$1,314</b>
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

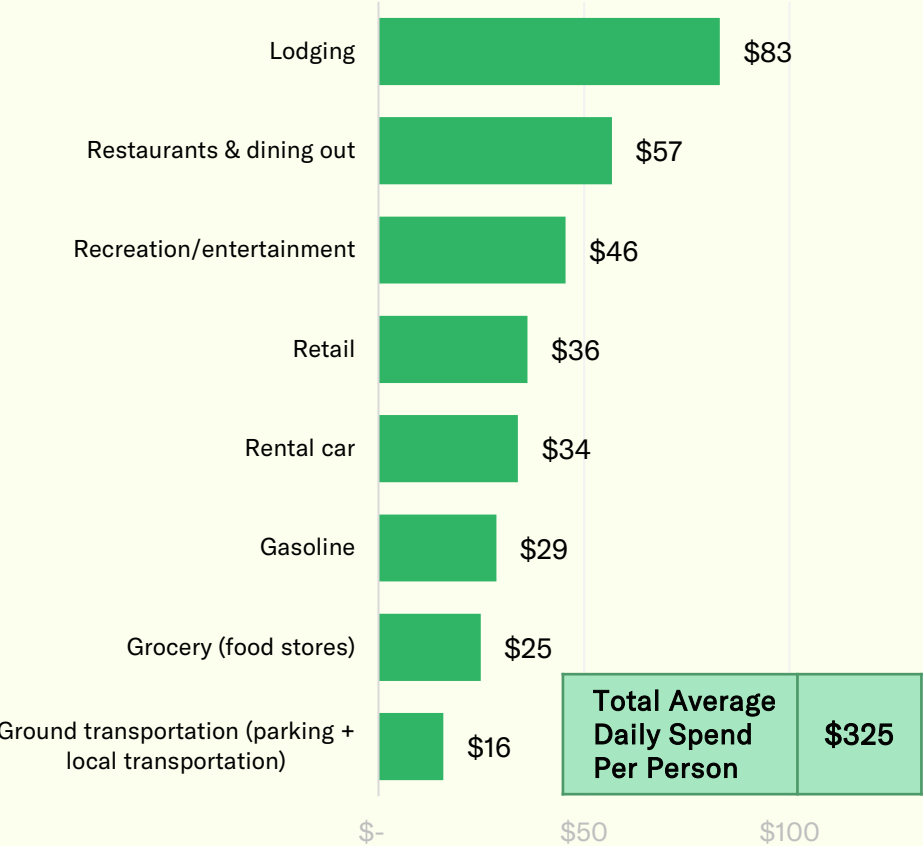
Question: Excluding airfare, please tell us approximately how much your travel group spent PER DAY in Oregon on each of the following categories, in \$USD?

Base: Total respondents (630 completed surveys)

# On average, each Southern Oregon visitor spent about \$325 per day.

Based on the average travel party size, on average each visitor to the Southern Oregon spent \$325 a day on their 2024-2025 trip to Oregon. Examining daily per person spend by segment, Canadian visitors have the highest average per person spend at \$439, while in-state visitors had the lowest average at \$112.

## Daily Spend Per Person



## By Segment

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Lodging	\$66	\$65	\$33	\$72	\$77	\$69	\$83
Restaurants & dining out	\$48	\$59	\$23	\$50	\$54	\$51	\$55
Recreation/entertainment	\$43	\$65	\$12	\$43	\$54	\$46	\$54
Retail	\$38	\$62	\$8	\$38	\$47	\$40	\$54
Rental car	\$38	\$65	\$5	\$39	\$39	\$41	\$55
Gasoline	\$31	\$55	\$16	\$29	\$37	\$34	\$39
Grocery (food stores)	\$28	\$36	\$12	\$29	\$32	\$30	\$34
Ground transportation (parking + local transportation)	\$20	\$31	\$3	\$21	\$24	\$19	\$31
<b>Total Average Daily Spend Per Party</b>	<b>\$313</b>	<b>\$439</b>	<b>\$112</b>	<b>\$321</b>	<b>\$365</b>	<b>\$331</b>	<b>\$405</b>
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

\*Small sample size

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

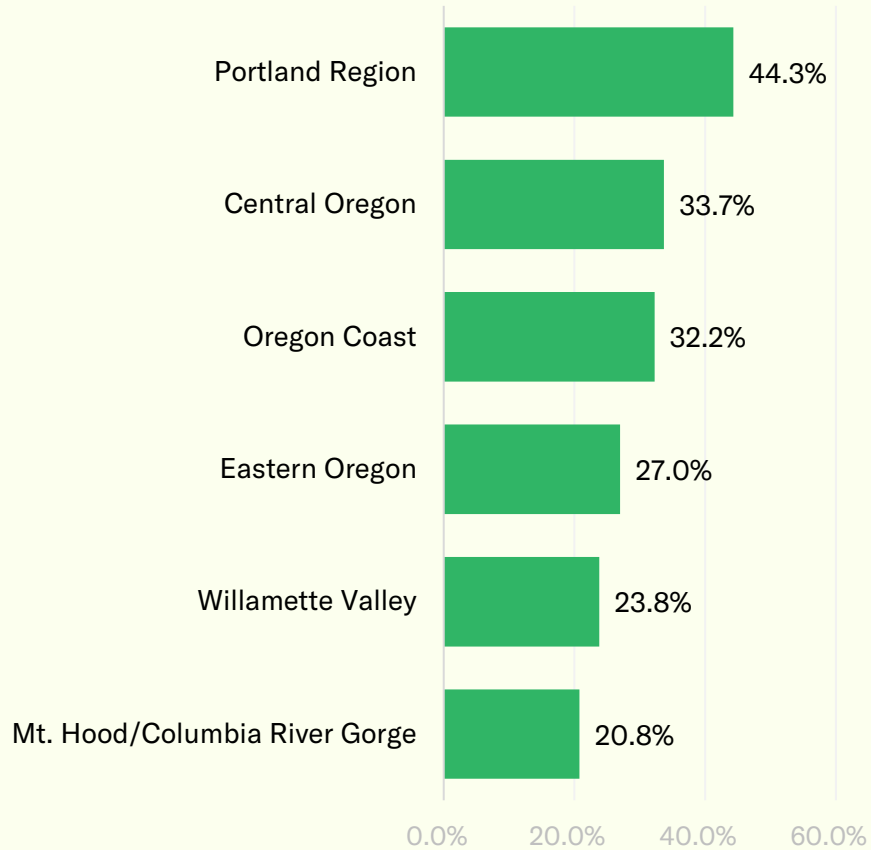
Base: Total respondents (630 completed surveys)

# Detailed Findings: Region Visitation

# Over four in ten Southern Oregon region visitors also visited the Portland Region.

At 44.3%, the Portland region was the second-most visited region of Oregon among Southern Oregon visitors. About one-third visited Central Oregon (33.7%) and/or the Oregon Coast (32.2%).

## Other Oregon Regions Visited



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Portland Region	44.3%	34.7%	46.0%	45.8%	47.4%	45.7%	43.4%
Central Oregon	33.7%	35.3%	34.4%	33.3%	37.2%	34.3%	39.4%
Oregon Coast	32.2%	24.5%	51.2%	31.2%	39.8%	35.6%	34.0%
Eastern Oregon	27.0%	25.7%	20.9%	27.7%	27.5%	26.4%	29.0%
Willamette Valley	23.8%	19.1%	39.0%	22.3%	26.9%	26.0%	25.7%
Mt. Hood/Columbia River Gorge	20.8%	15.3%	34.2%	19.9%	22.3%	23.0%	28.4%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

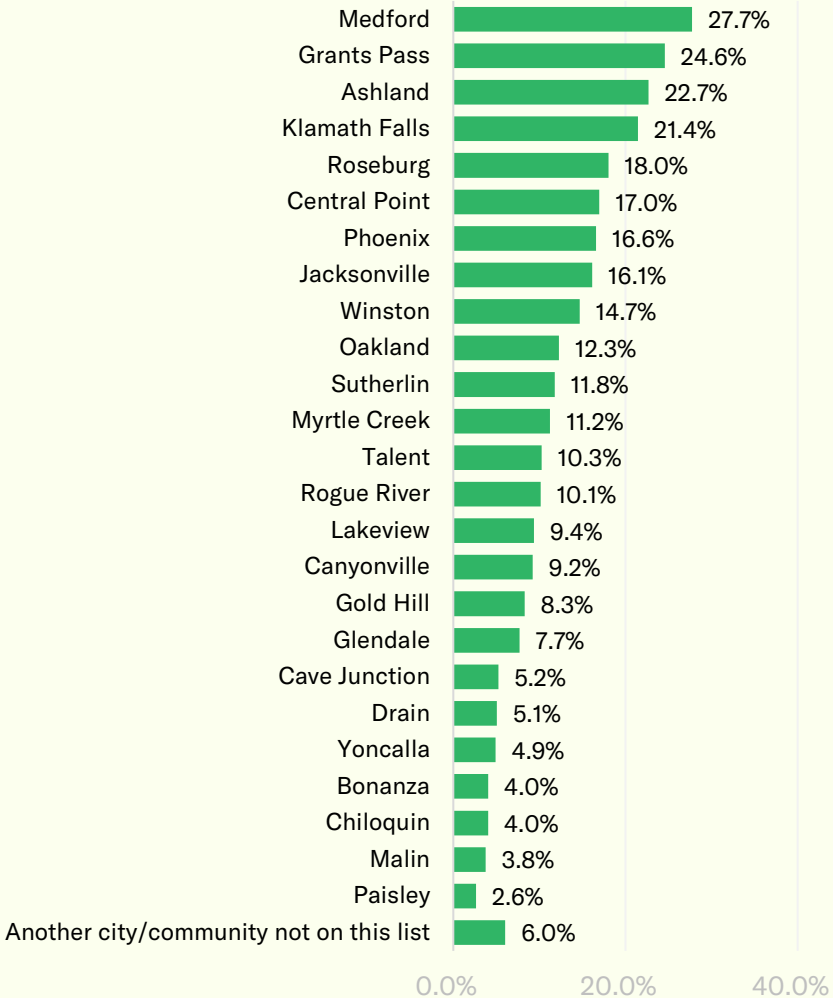
Question: Which region(s) in Oregon did you visit on this most recent trip?

Base: Total respondents (630 completed surveys)

# Medford and Grants Pass were the most commonly visited cities in the Southern Oregon.

Approximately one quarter or more visited Medford (27.7%) and/or Grants Pass (24.6%). This is followed by Ashland (22.7%) and Klamath Falls (21.4%).

Southern Oregon Region Cities Visited



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

Base: Total respondents (630 completed surveys).

# Food & Drink Participants were more likely to have gone to Medford than Grants Pass, while Arts & Culture Participants were more likely to have visited Ashland.

## Southern Oregon Region Cities Visited by Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Medford	26.4%	15.2%	39.1%	27.0%	29.5%	31.2%	29.5%
Grants Pass	23.4%	17.3%	34.4%	22.9%	24.8%	25.3%	28.9%
Ashland	21.6%	10.9%	22.3%	24.1%	21.7%	24.5%	30.9%
Klamath Falls	20.4%	19.2%	28.0%	19.7%	22.2%	23.4%	20.6%
Roseburg	17.2%	19.3%	26.8%	15.3%	16.9%	16.1%	20.6%
Central Point	16.2%	14.1%	12.6%	16.9%	15.0%	16.3%	17.3%
Phoenix	15.8%	18.7%	7.8%	16.5%	14.4%	15.6%	16.0%
Jacksonville	15.4%	23.5%	6.6%	15.0%	14.4%	15.6%	18.7%
Winston	14.0%	13.4%	13.1%	14.0%	13.1%	13.8%	13.1%
Oakland	11.7%	14.3%	3.1%	12.1%	12.4%	11.5%	11.7%
Sutherlin	11.2%	12.6%	3.9%	12.1%	11.6%	9.1%	11.9%
Myrtle Creek	10.7%	12.9%	10.2%	10.0%	8.9%	10.4%	8.9%
Talent	9.8%	6.5%	9.0%	10.1%	9.5%	9.1%	10.6%
Rogue River	9.6%	9.2%	15.9%	8.9%	8.4%	8.8%	8.2%
Lakeview	8.9%	13.4%	3.8%	8.6%	8.4%	9.1%	12.0%
Canyonville	8.8%	9.5%	8.2%	8.4%	8.7%	7.9%	7.7%
Gold Hill	7.9%	11.2%	9.1%	6.6%	7.8%	6.4%	9.0%
Glendale	7.3%	8.1%	4.8%	7.6%	8.0%	6.5%	7.1%
Cave Junction	5.0%	6.4%	9.7%	3.8%	5.0%	4.2%	6.0%
Drain	4.8%	5.3%	2.7%	4.7%	4.8%	4.3%	6.3%
Yoncalla	4.7%	3.6%	1.7%	5.4%	4.2%	4.0%	5.0%
Bonanza	3.9%	5.1%	2.6%	3.8%	5.3%	3.0%	5.7%
Chiloquin	3.8%	5.0%	4.3%	3.2%	4.5%	3.6%	3.6%
Malin	3.6%	2.3%	0.0%	4.1%	4.7%	3.3%	3.7%
Paisley	2.5%	3.2%	2.0%	2.4%	3.4%	2.5%	3.0%
Another city/community not on this list	5.7%	2.8%	16.9%	4.8%	6.1%	5.0%	2.6%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

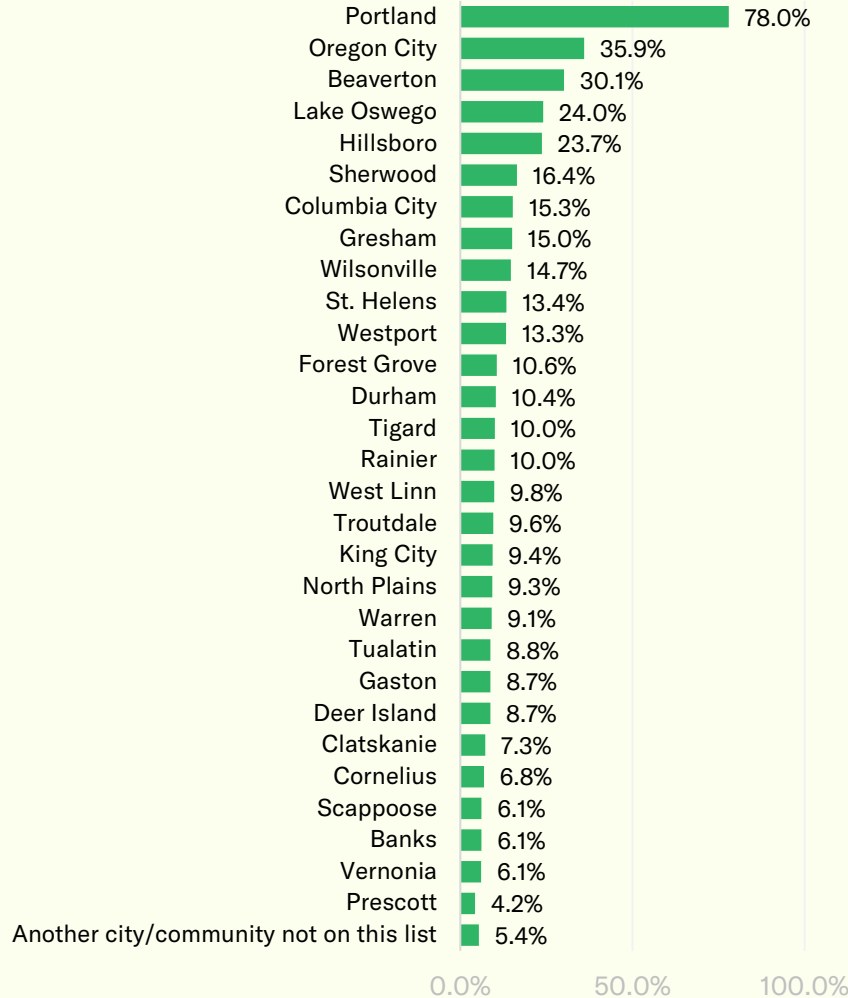
Question: Which cities in the Southern Oregon region did you visit on the most recent trip?

Base: Total respondents (630 completed surveys).

# Over three in four region visitors traveled to Portland.

For 2024-2025 visitors who included the Southern Oregon on their most recent trip to Oregon, over three quarters (78.0%) reported visiting Portland. This was followed distantly by 35.9% who went to Oregon City and 30.1% who visited Beaverton.

## Portland Region Cities Visited



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

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

# In state visitors to the Portland region were more likely to have visited Tualatin.

## 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
Southern	78.0%	69.8%	76.2%	80.5%	82.2%	78.6%	84.8%
Oregon City	35.9%	53.8%	17.6%	35.6%	40.0%	34.2%	45.9%
Beaverton	30.1%	33.1%	53.8%	26.5%	29.2%	32.1%	37.8%
Lake Oswego	24.0%	25.2%	42.4%	21.3%	25.8%	21.9%	30.1%
Hillsboro	23.7%	11.6%	43.6%	23.1%	30.2%	25.7%	28.5%
Sherwood	16.4%	32.6%	16.1%	12.6%	11.8%	15.5%	23.6%
Columbia City	15.3%	28.7%	0.0%	14.9%	18.3%	14.9%	17.1%
Gresham	15.0%	13.3%	36.9%	12.6%	15.9%	15.5%	25.9%
Wilsonville	14.7%	14.2%	25.2%	13.2%	14.9%	14.4%	14.3%
St. Helens	13.4%	7.2%	3.0%	15.7%	12.8%	12.9%	12.1%
Westport	13.3%	23.2%	0.0%	13.2%	16.5%	10.8%	14.0%
Forest Grove	10.6%	11.2%	3.7%	11.3%	10.6%	10.4%	10.1%
Durham	10.4%	14.8%	0.0%	11.2%	9.3%	10.3%	13.5%
Tigard	10.0%	1.4%	19.8%	10.4%	13.3%	9.8%	12.3%
Rainier	10.0%	7.2%	12.2%	9.0%	9.5%	8.4%	11.7%
West Linn	9.8%	19.5%	12.8%	7.0%	9.0%	9.2%	13.2%
Troutdale	9.6%	4.4%	11.7%	9.0%	9.3%	6.5%	9.1%
King City	9.4%	13.9%	0.0%	9.6%	10.1%	9.9%	10.3%
North Plains	9.3%	0.0%	0.0%	11.8%	10.3%	8.4%	9.7%
Warren	9.1%	17.9%	0.0%	8.0%	8.9%	7.7%	7.6%
Tualatin	8.8%	6.8%	28.8%	6.6%	7.3%	10.2%	10.9%
Gaston	8.7%	8.9%	0.0%	9.1%	9.4%	6.1%	7.3%
Deer Island	8.7%	11.0%	0.0%	8.7%	10.3%	7.8%	6.5%
Clatskanie	7.3%	4.4%	3.7%	8.0%	5.5%	6.3%	8.9%
Cornelius	6.8%	10.7%	0.0%	6.8%	8.9%	6.2%	6.7%
Scappoose	6.1%	4.4%	0.0%	7.3%	4.4%	6.8%	3.2%
Banks	6.1%	8.8%	0.0%	6.1%	5.4%	5.0%	7.9%
Vernonia	6.1%	3.3%	0.0%	6.5%	4.2%	5.2%	4.4%
Prescott	4.2%	4.4%	0.0%	4.9%	5.8%	3.6%	8.1%
Another city/community not on this list	5.4%	6.0%	6.2%	5.3%	7.3%	7.0%	5.7%
<b>Base</b>	<b>252</b>	<b>31</b>	<b>28</b>	<b>190</b>	<b>160</b>	<b>187</b>	<b>76</b>

\*Small sample size

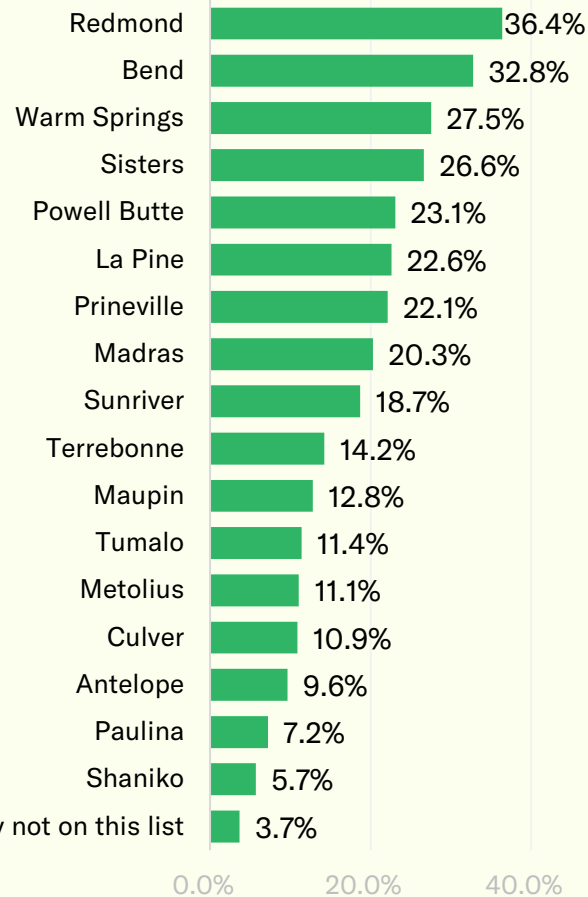
Question: Which cities in the Southern Oregon did you visit on the most recent trip?

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

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

Among the 33.7% of 2024-2025 Southern Oregon visitors who also went to Central Oregon on their trip, Redmond (36.4%) and Bend (32.8%) were the top-visited cities in the region. This was followed by about one in four who visited Warm Springs (27.5%) and/or Sisters (26.6%).

## 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	36.4%	37.1%	38.1%	36.2%	41.0%	35.4%	37.6%
Bend	32.8%	22.2%	83.8%	28.8%	29.4%	33.6%	29.1%
Warm Springs	27.5%	28.0%	0.0%	31.2%	24.7%	29.2%	35.8%
Sisters	26.6%	26.7%	29.5%	25.8%	27.5%	22.5%	31.9%
Powell Butte	23.1%	12.6%	3.8%	28.2%	20.6%	22.3%	19.4%
La Pine	22.6%	14.9%	26.6%	24.1%	22.2%	21.6%	25.0%
Prineville	22.1%	18.4%	20.3%	22.8%	20.0%	20.6%	22.6%
Madras	20.3%	19.6%	17.7%	20.9%	17.7%	14.0%	27.8%
Sunriver	18.7%	22.4%	16.5%	18.2%	19.1%	16.4%	21.7%
Terrebonne	14.2%	15.6%	0.0%	15.3%	13.1%	13.3%	17.2%
Maupin	12.8%	8.6%	0.0%	15.5%	14.2%	8.3%	18.5%
Tumalo	11.4%	7.7%	0.0%	13.8%	10.4%	8.1%	15.9%
Metolius	11.1%	8.6%	0.0%	12.6%	10.7%	13.9%	14.9%
Culver	10.9%	6.5%	0.0%	13.4%	11.3%	13.2%	14.7%
Antelope	9.6%	14.5%	0.0%	9.8%	10.5%	10.4%	15.5%
Paulina	7.2%	7.5%	0.0%	8.1%	10.2%	7.3%	12.3%
Shaniko	5.7%	4.5%	0.0%	6.8%	5.6%	4.9%	7.1%
Another city/community not on this list	3.7%	5.0%	4.5%	3.3%	4.5%	4.6%	1.3%
<b>Base</b>	<b>179</b>	<b>29</b>	<b>19</b>	<b>130</b>	<b>111</b>	<b>131</b>	<b>61</b>

\*Small sample size

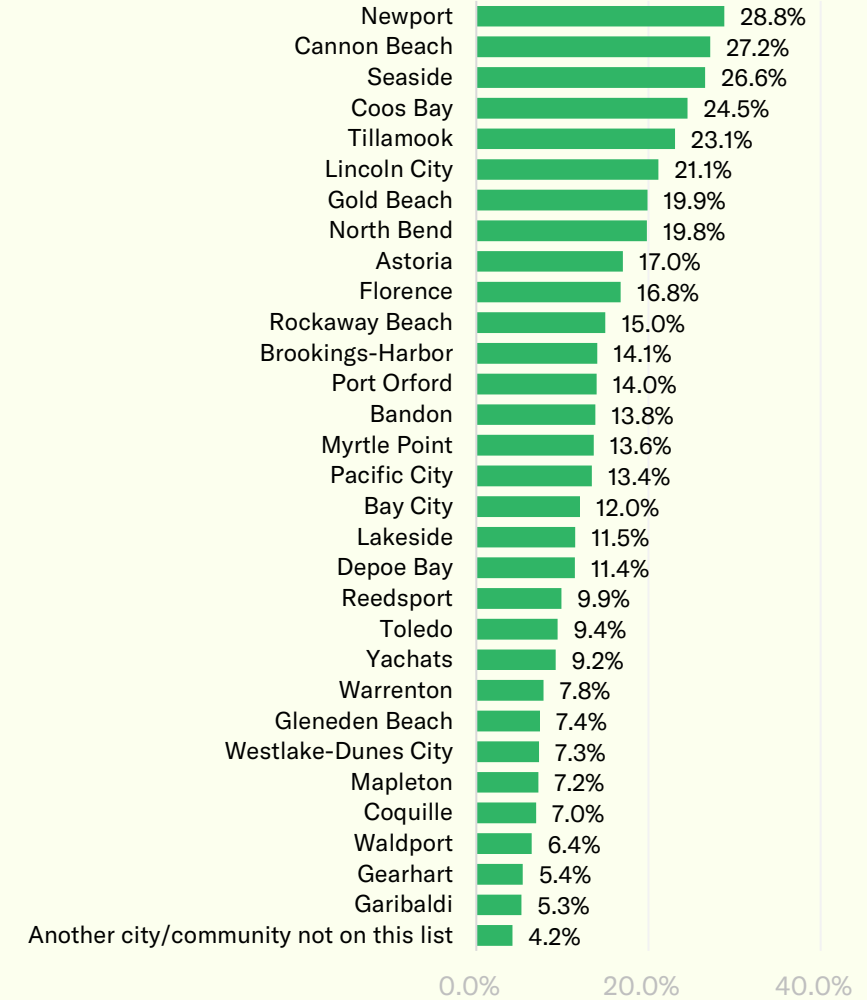
Question: Which cities in the Central Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Central Oregon Region on their most recent trip (179 completed surveys).

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

Among the 32.2% of 2024-2025 Southern Oregon 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 (27.2%). One in four said they visited Seaside (26.6%) and/or Coos Bay (24.5%).

## Oregon Coast Region Cities Visited



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

Base: Respondents who also visited the Oregon Coast Region on their most recent trip (198 completed surveys).

# In-state Southern Oregon visitors that visited the coast were more likely to have visited Florence, Brookings-Harbor and Bandon.

## 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%	29.5%	46.5%	24.3%	27.7%	32.3%	31.0%
Cannon Beach	27.2%	34.0%	19.2%	28.1%	29.0%	28.1%	24.2%
Seaside	26.6%	45.9%	18.1%	24.7%	27.5%	29.2%	34.9%
Coos Bay	24.5%	34.8%	37.0%	19.6%	27.6%	23.9%	22.5%
Tillamook	23.1%	12.7%	25.8%	24.5%	23.1%	27.2%	22.4%
Lincoln City	21.1%	26.6%	38.3%	15.2%	19.9%	21.7%	19.0%
Gold Beach	19.9%	29.3%	20.0%	18.2%	17.8%	20.0%	18.7%
North Bend	19.8%	30.6%	27.4%	16.0%	20.3%	21.5%	21.5%
Astoria	17.0%	28.1%	15.7%	15.4%	14.7%	18.2%	21.1%
Florence	16.8%	28.2%	36.7%	9.7%	16.0%	18.2%	17.8%
Rockaway Beach	15.0%	16.8%	16.5%	14.4%	17.4%	16.2%	7.3%
Brookings-Harbor	14.1%	17.9%	35.0%	8.1%	14.8%	12.5%	16.4%
Port Orford	14.0%	22.5%	17.0%	11.7%	15.6%	12.7%	21.2%
Bandon	13.8%	21.3%	32.3%	7.1%	15.5%	12.3%	12.0%
Myrtle Point	13.6%	21.4%	15.0%	11.9%	12.3%	12.8%	13.9%
Pacific City	13.4%	26.2%	0.0%	13.9%	16.6%	14.6%	11.1%
Bay City	12.0%	22.7%	2.5%	12.6%	12.5%	11.0%	10.1%
Lakeside	11.5%	15.0%	8.4%	11.7%	12.1%	12.3%	8.4%
Depoe Bay	11.4%	19.3%	21.6%	7.4%	9.3%	11.7%	8.8%
Reedsport	9.9%	21.6%	25.6%	3.7%	10.4%	11.2%	5.4%
Toledo	9.4%	15.0%	3.4%	9.4%	9.7%	10.2%	9.2%
Yachats	9.2%	6.2%	24.6%	5.9%	8.4%	9.5%	10.4%
Warrenton	7.8%	20.6%	0.0%	7.5%	10.6%	8.7%	3.6%
Gleneden Beach	7.4%	33.5%	0.0%	4.5%	7.7%	6.7%	6.9%
Westlake-Dunes City	7.3%	16.1%	6.9%	5.8%	5.9%	6.9%	6.8%
Mapleton	7.2%	16.4%	3.4%	6.6%	7.5%	7.2%	11.4%
Coquille	7.0%	3.8%	13.6%	5.9%	6.5%	6.0%	8.7%
Waldport	6.4%	25.5%	7.6%	2.0%	8.1%	6.0%	10.8%
Gearhart	5.4%	14.2%	4.3%	3.4%	6.2%	5.6%	5.5%
Garibaldi	5.3%	21.0%	0.0%	3.7%	5.9%	5.5%	4.4%
Another city/community not on this list	4.2%	2.8%	7.3%	3.7%	5.2%	2.8%	3.4%
Base	198	25	38	134	145	160	61

\*Small sample size

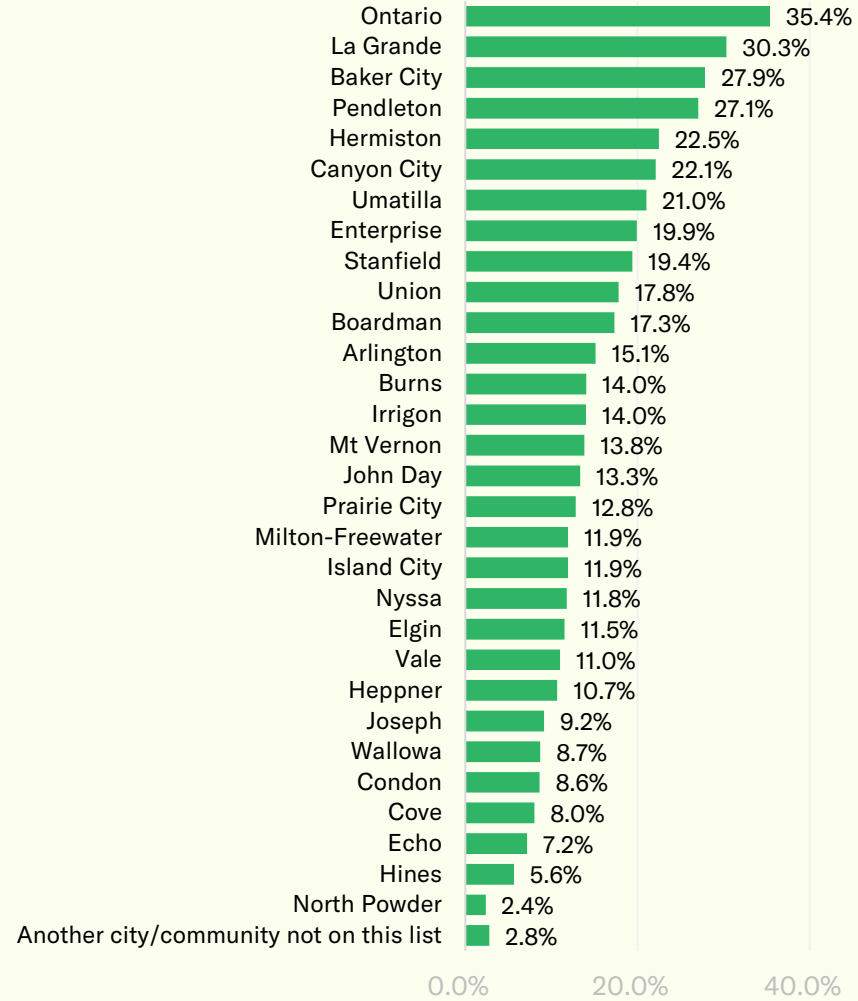
Question: Which cities in the Oregon Coast region did you visit on the most recent trip?

Base: Respondents who also visited the Oregon Coast Region on their most recent trip (198 completed surveys).

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

For the 27.0% of Southern Oregon visitors who also traveled to the Eastern Oregon region in 2024-25, the largest share reported visiting Ontario (35.4%), followed by La Grande (30.3%). Over one quarter visited Baker City (27.9%) and/or Pendleton (27.1%).

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 (146 completed surveys).

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

## Eastern Oregon Region Cities Visited by Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Ontario	35.4%	64.8%	0.0%	31.8%	30.7%	39.3%	39.0%
La Grande	30.3%	30.4%	43.3%	29.7%	30.1%	27.2%	27.8%
Baker City	27.9%	26.8%	0.0%	29.1%	24.2%	25.7%	20.5%
Pendleton	27.1%	18.6%	36.8%	28.3%	25.6%	23.1%	42.7%
Hermiston	22.5%	16.1%	22.5%	23.8%	29.2%	21.9%	32.6%
Canyon City	22.1%	6.7%	0.0%	25.9%	21.6%	19.7%	11.1%
Umatilla	21.0%	26.7%	19.1%	17.4%	11.8%	19.0%	26.0%
Enterprise	19.9%	32.8%	0.0%	16.6%	20.5%	20.3%	20.0%
Stanfield	19.4%	32.7%	0.0%	16.7%	15.2%	14.6%	16.3%
Union	17.8%	6.2%	0.0%	19.5%	17.4%	18.3%	18.1%
Boardman	17.3%	16.5%	11.2%	15.2%	14.3%	12.4%	14.0%
Arlington	15.1%	10.4%	19.1%	14.7%	17.7%	13.0%	16.6%
Burns	14.0%	20.5%	9.5%	12.6%	14.4%	17.3%	21.6%
Irrigon	14.0%	10.1%	0.0%	14.5%	14.4%	12.3%	14.7%
Mt Vernon	13.8%	5.8%	19.1%	14.8%	17.3%	13.4%	14.6%
John Day	13.3%	6.4%	34.5%	13.1%	12.1%	15.5%	14.4%
Prairie City	12.8%	18.5%	0.0%	12.9%	13.9%	10.2%	11.3%
Milton-Freewater	11.9%	12.1%	0.0%	13.1%	8.5%	12.7%	15.6%
Island City	11.9%	10.1%	0.0%	12.7%	15.0%	10.6%	7.9%
Nyssa	11.8%	4.0%	0.0%	12.1%	9.0%	9.5%	17.5%
Elgin	11.5%	16.5%	0.0%	11.6%	12.1%	10.6%	8.7%
Vale	11.0%	10.1%	0.0%	9.8%	7.0%	11.2%	17.5%
Heppner	10.7%	16.5%	0.0%	8.8%	12.0%	7.8%	5.8%
Joseph	9.2%	4.7%	11.2%	10.3%	6.8%	9.4%	7.7%
Wallowa	8.7%	7.5%	0.0%	9.8%	7.3%	7.2%	6.7%
Condon	8.6%	6.4%	0.0%	8.4%	13.6%	11.7%	7.9%
Cove	8.0%	5.7%	0.0%	7.6%	8.9%	8.1%	2.5%
Echo	7.2%	10.1%	0.0%	4.8%	9.8%	5.0%	4.1%
Hines	5.6%	6.4%	0.0%	3.5%	5.8%	5.8%	7.8%
North Powder	2.4%	6.4%	0.0%	1.7%	3.2%	3.5%	0.0%
Another city/community not on this list	2.8%	0.0%	14.0%	2.7%	4.0%	4.1%	1.8%
Base	<b>146</b>	<b>23</b>	<b>8</b>	<b>112</b>	<b>84</b>	<b>96</b>	<b>49</b>

*\*Small sample size*

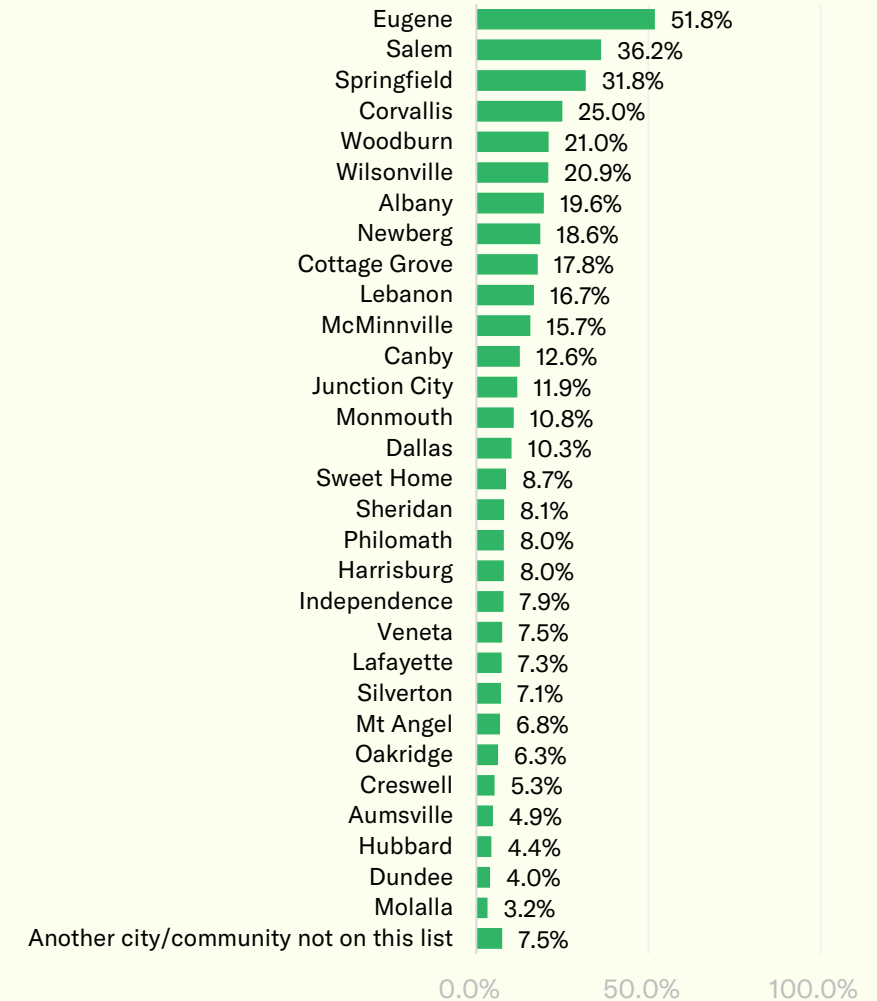
Question: Which cities in the Eastern Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Eastern Oregon Region on their most recent trip (146 completed surveys).

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

Of the 23.8% of Southern Oregon visitors who traveled to the Willamette Valley on their most recent trip to Oregon in 2024-2025, over half reported visiting Eugene (51.8%). Over one-third said they went to Salem (36.2%), followed by Springfield (31.8%) and/or Corvallis (25.0%).

## 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 (118 completed surveys).

# Across most 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	51.8%	38.2%	70.1%	51.0%	54.9%	54.0%	58.9%
Salem	36.2%	55.7%	41.2%	32.4%	42.2%	38.8%	53.4%
Springfield	31.8%	39.0%	50.7%	26.7%	30.3%	30.7%	31.9%
Corvallis	25.0%	16.3%	26.3%	26.8%	28.9%	28.2%	24.7%
Woodburn	21.0%	23.8%	39.5%	16.6%	25.3%	23.0%	21.1%
Wilsonville	20.9%	28.8%	32.8%	17.2%	26.1%	20.7%	16.4%
Albany	19.6%	25.8%	15.0%	20.1%	20.9%	18.8%	25.1%
Newberg	18.6%	9.8%	11.5%	20.1%	12.4%	13.6%	13.2%
Cottage Grove	17.8%	18.6%	30.2%	13.0%	18.7%	15.5%	10.2%
Lebanon	16.7%	22.3%	8.7%	15.8%	18.8%	18.4%	17.8%
McMinnville	15.7%	23.4%	14.3%	15.0%	18.5%	17.3%	20.8%
Canby	12.6%	6.5%	21.2%	12.0%	10.9%	12.7%	9.8%
Junction City	11.9%	6.1%	19.3%	9.3%	11.1%	9.0%	5.4%
Monmouth	10.8%	16.3%	4.8%	9.4%	9.6%	11.9%	13.5%
Dallas	10.3%	9.8%	4.8%	9.7%	8.2%	10.6%	9.4%
Sweet Home	8.7%	6.5%	8.7%	9.2%	7.7%	10.0%	16.9%
Sheridan	8.1%	16.3%	3.9%	5.6%	6.6%	8.4%	8.0%
Philomath	8.0%	9.8%	10.4%	7.3%	6.8%	7.7%	14.2%
Harrisburg	8.0%	16.3%	3.9%	7.7%	11.6%	8.3%	9.9%
Independence	7.9%	9.8%	4.8%	8.4%	8.2%	7.6%	8.9%
Veneta	7.5%	6.5%	10.6%	7.1%	7.7%	5.3%	5.1%
Lafayette	7.3%	16.3%	0.0%	7.6%	7.2%	8.3%	7.7%
Silverton	7.1%	9.8%	8.1%	6.6%	8.7%	8.3%	12.7%
Mt Angel	6.8%	6.5%	4.8%	5.4%	5.3%	6.8%	8.0%
Oakridge	6.3%	12.6%	10.6%	4.4%	5.8%	5.8%	6.6%
Creswell	5.3%	0.0%	5.6%	4.1%	3.3%	4.8%	2.6%
Aumsville	4.9%	6.5%	0.0%	5.8%	5.3%	4.0%	5.4%
Hubbard	4.4%	23.4%	0.0%	2.2%	4.5%	4.8%	2.5%
Dundee	4.0%	6.5%	0.0%	4.6%	2.7%	5.1%	8.0%
Molalla	3.2%	6.5%	4.1%	2.5%	5.1%	4.1%	7.5%
Another city/community not on this list	7.5%	8.9%	8.1%	7.4%	5.2%	6.6%	4.9%
Base	118	15	22	80	77	93	37

\*Small sample size

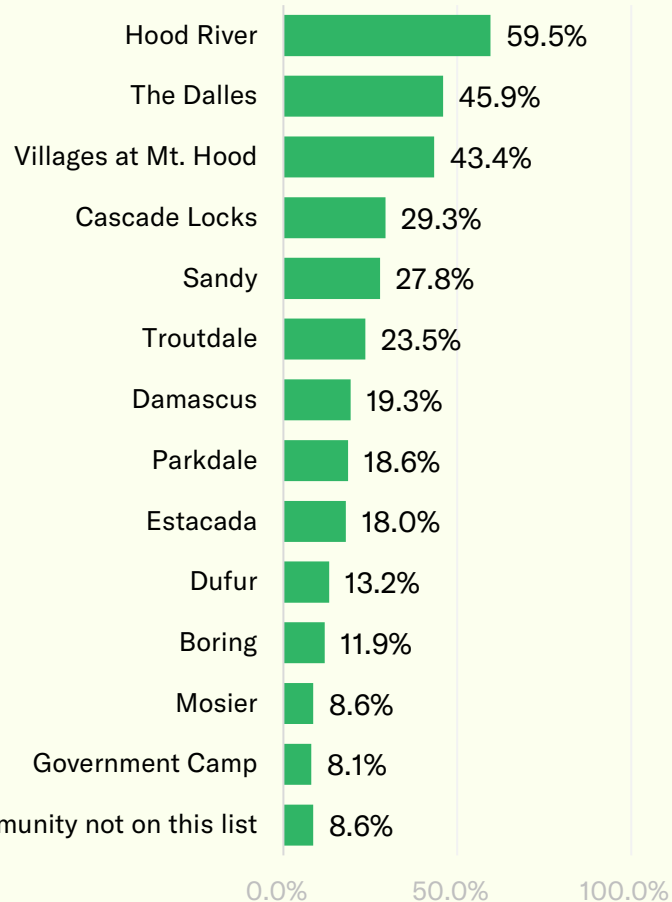
Question: Which cities in the Willamette Valley region did you visit on the most recent trip?

Base: Respondents who also visited the Willamette Valley Region on their most recent trip (118 completed surveys).

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

Among the 20.8% of Southern Oregon visitors who traveled to the Mt. Hood/Columbia River Gorge Region, Hood River (59.5%) was the most visited. This was followed by nearly half (45.9%) who visited The Dalles, and 43.4% who visited the Villages at Mt. Hood.

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



## By Segment

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

	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Hood River	59.5%	64.3%	65.5%	58.1%	58.7%	56.1%	57.2%
The Dalles	45.9%	46.8%	24.9%	50.0%	52.4%	48.1%	55.8%
Villages at Mt. Hood	43.4%	59.9%	33.8%	42.5%	42.9%	46.1%	49.9%
Cascade Locks	29.3%	44.1%	16.7%	29.3%	31.1%	28.5%	24.3%
Sandy	27.8%	30.2%	20.3%	29.5%	27.1%	26.1%	28.9%
Troutdale	23.5%	30.2%	23.5%	21.7%	31.8%	21.6%	26.5%
Damascus	19.3%	35.7%	13.3%	17.4%	18.6%	17.8%	23.6%
Parkdale	18.6%	42.0%	0.0%	18.5%	24.0%	16.7%	19.9%
Estacada	18.0%	22.3%	5.7%	20.4%	20.2%	15.6%	22.7%
Dufur	13.2%	8.9%	0.0%	15.8%	11.4%	11.6%	14.9%
Boring	11.9%	26.8%	16.7%	7.6%	10.5%	12.2%	17.8%
Mosier	8.6%	22.0%	0.0%	8.7%	10.7%	5.8%	8.4%
Government Camp	8.1%	8.9%	4.8%	7.6%	11.2%	7.9%	11.6%
Another city/community not on this list	8.6%	6.1%	19.7%	6.5%	8.8%	9.9%	11.0%
<b>Base</b>	<b>115</b>	<b>10</b>	<b>20</b>	<b>84</b>	<b>69</b>	<b>90</b>	<b>49</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?

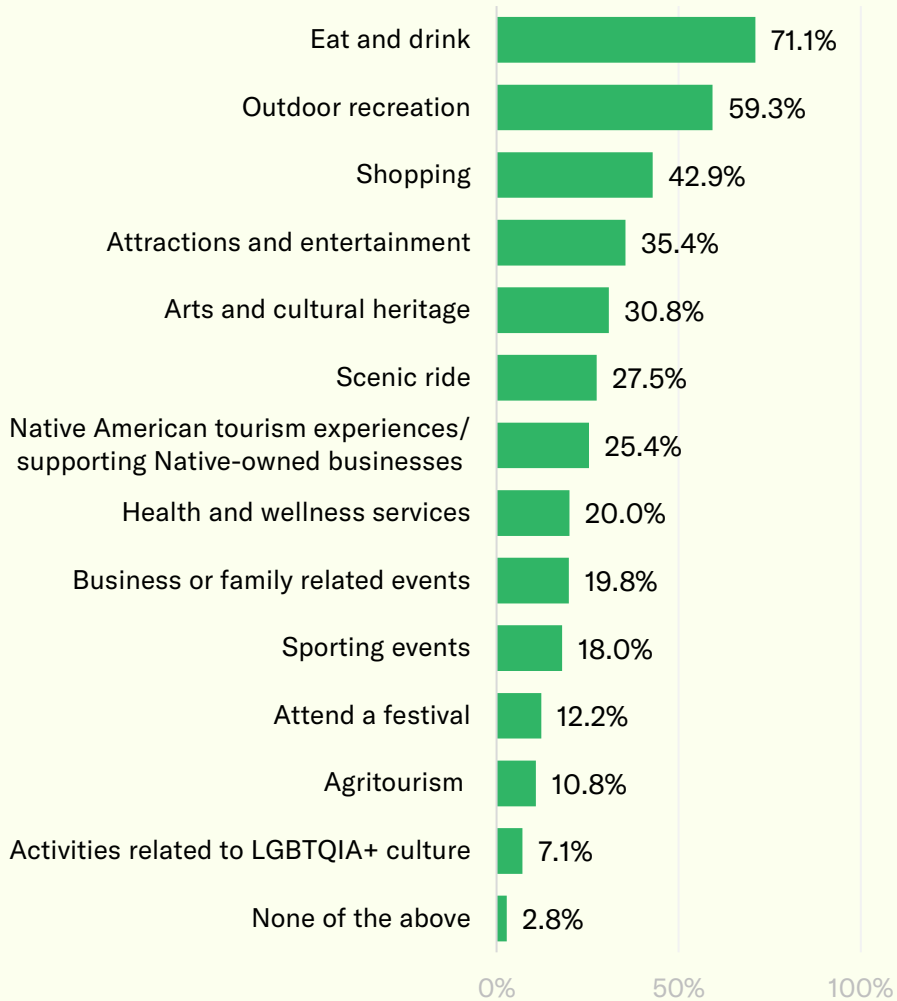
Base: Respondents who also visited the Mt. Hood/Columbia River Gorge Region on their most recent trip (115 completed surveys).

# Detailed Findings: Key Activities

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

Eating and drinking (71.1%) was by far the most popular activity for 2024-2025 Southern Oregon visitors to engage in. About six-in-ten (59.3%) said they participated in outdoor recreation, followed by 42.9% who went shopping. Notably, among the segments, Arts & Culture (50.8%), Food & Drink (49.4%) and Outdoor Recreation Participants (48.8%) were the likeliest to have gone shopping.

## 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	71.1%	66.8%	65.4%	73.1%	74.8%	100.0%	78.1%
Outdoor recreation	59.3%	55.2%	61.2%	60.2%	100.0%	62.4%	65.4%
Shopping	42.9%	36.2%	39.3%	44.9%	48.8%	49.4%	50.8%
Attractions and entertainment	35.4%	40.4%	28.3%	35.0%	41.3%	41.2%	39.0%
Arts and cultural heritage	30.8%	37.6%	17.7%	31.3%	34.0%	33.9%	100.0%
Scenic ride	27.5%	18.4%	31.3%	28.5%	32.6%	31.5%	30.0%
Native American tourism experiences/ supporting Native-owned businesses	25.4%	27.9%	11.3%	27.0%	24.0%	22.4%	30.7%
Health and wellness services	20.0%	22.3%	5.1%	21.9%	22.5%	21.4%	29.1%
Business or family related events	19.8%	22.5%	15.9%	19.6%	17.2%	16.7%	23.4%
Sporting events	18.0%	17.1%	9.6%	19.0%	18.9%	17.5%	22.2%
Attend a festival	12.2%	15.0%	6.5%	12.4%	14.2%	13.4%	16.5%
Agritourism	10.8%	11.5%	4.4%	11.7%	10.8%	9.0%	14.1%
Activities related to LGBTQIA+ culture	7.1%	6.6%	2.3%	7.8%	8.3%	8.3%	11.0%
None of the above	2.8%	2.6%	10.9%	1.6%	0.0%	0.0%	0.0%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

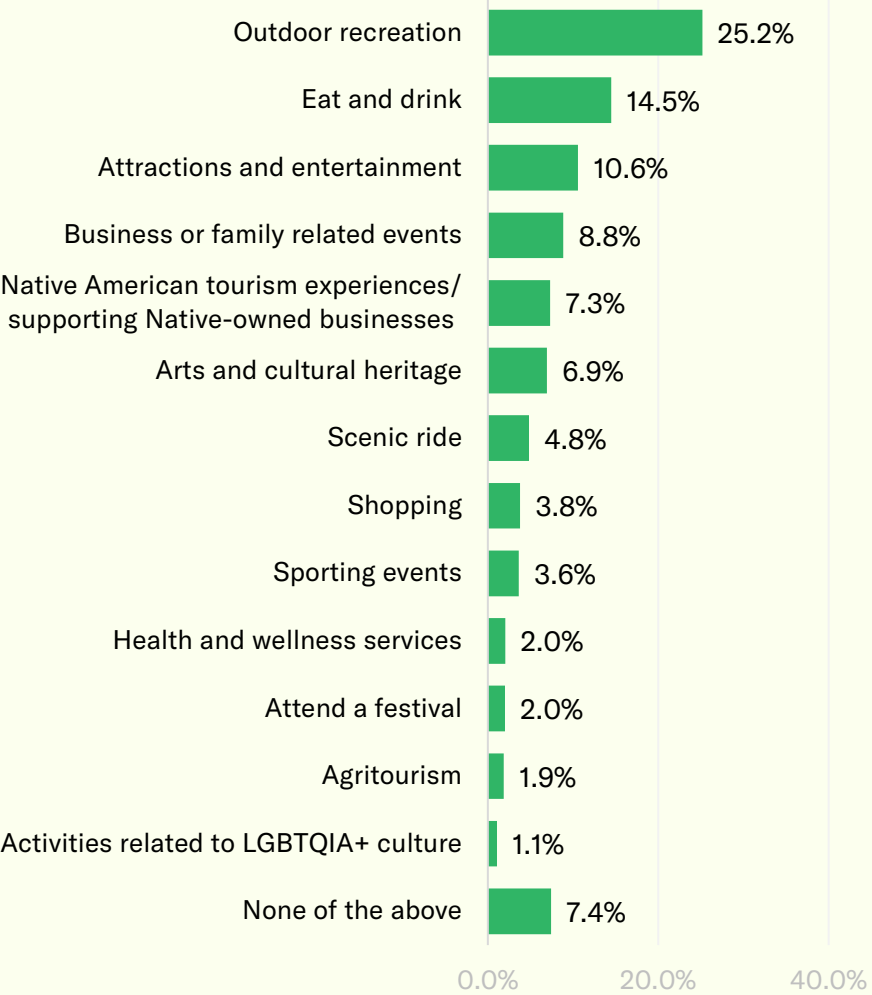
Question: Which type of activities/experiences did you participate in during this trip?

Base: Total respondents (630 completed surveys)

# Outdoor recreation was the top motivating activity for Southern Oregon visitors.

Among Southern Oregon visitors who said they participated in any of these activities, one-fourth (25.2%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. This was followed by 14.5% 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	25.2%	13.1%	36.8%	26.3%	41.3%	24.9%	22.0%
Eat and drink	14.5%	15.7%	8.5%	15.1%	10.0%	19.8%	11.0%
Attractions and entertainment	10.6%	15.7%	10.1%	9.2%	11.3%	11.0%	10.8%
Business or family related events	8.8%	7.6%	10.7%	8.8%	6.7%	7.8%	7.1%
Native American tourism experiences/ supporting Native-owned businesses	7.3%	7.0%	1.0%	8.3%	4.5%	5.0%	5.6%
Arts and cultural heritage	6.9%	9.5%	0.0%	7.4%	5.3%	5.3%	21.9%
Scenic ride	4.8%	5.5%	9.4%	4.1%	3.3%	4.8%	2.1%
Shopping	3.8%	6.4%	2.8%	3.4%	3.4%	4.2%	3.4%
Sporting events	3.6%	6.7%	1.5%	3.3%	3.2%	2.3%	4.1%
Health and wellness services	2.0%	4.1%	2.2%	1.6%	1.8%	1.5%	3.7%
Attend a festival	2.0%	0.0%	3.6%	2.3%	1.5%	2.3%	1.4%
Agritourism	1.9%	2.2%	0.0%	2.1%	1.3%	1.0%	0.9%
Activities related to LGBTQIA+ culture	1.1%	1.3%	1.5%	1.0%	1.5%	1.2%	2.1%
None of the above	7.4%	5.1%	11.9%	7.4%	5.0%	8.9%	3.7%
<b>Base</b>	<b>611</b>	<b>97</b>	<b>66</b>	<b>445</b>	<b>375</b>	<b>451</b>	<b>194</b>

*\*Small sample size*

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

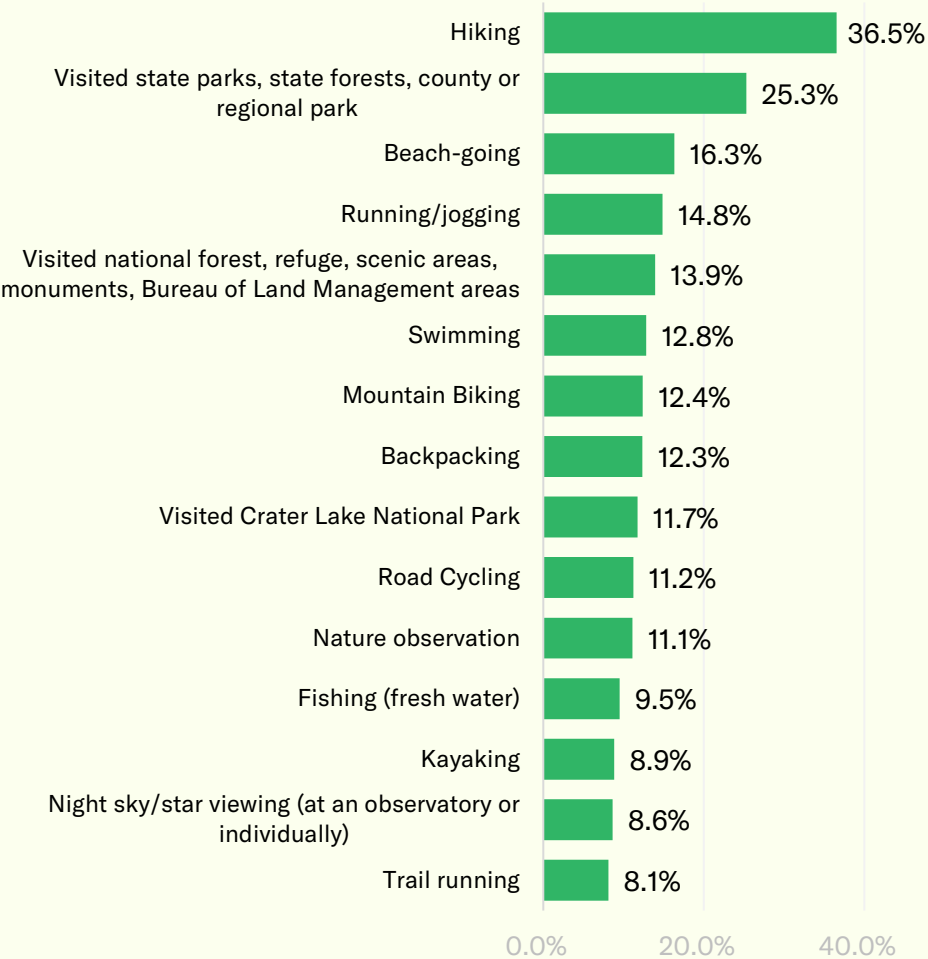
Base: Total respondents (611 completed surveys)

# Hiking was the top outdoor recreation activity for Southern Oregon visitors.

## visitors.

Among 2024-2025 Southern Oregon visitors' outdoor recreation engagement, the largest share (36.5%) went hiking, followed distantly by about four in ten (25.3%) 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. Beach-going was much more prevalent among in-state visitors (27.3%) compared to out-of-state (19.1%).

### 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	36.5%	32.4%	44.4%	36.4%	61.6%	42.0%	39.3%
Visited state parks, state forests, county or regional park	25.3%	24.9%	30.5%	24.6%	42.7%	30.5%	36.0%
Beach-going	16.3%	19.1%	27.3%	14.1%	27.5%	18.3%	24.0%
Running/jogging	14.8%	11.1%	0.9%	17.8%	25.0%	15.9%	21.5%
Visited national forest, refuge, scenic areas, monuments, Bureau of Land Management areas	13.9%	11.9%	16.1%	14.0%	23.5%	16.6%	19.9%
Swimming	12.8%	13.6%	14.0%	12.4%	21.6%	15.6%	16.1%
Mountain Biking	12.4%	16.1%	1.1%	13.4%	20.9%	12.6%	16.5%
Backpacking	12.3%	12.3%	4.5%	13.6%	20.8%	12.8%	14.7%
Visited Crater Lake National Park	11.7%	10.0%	15.4%	11.7%	19.8%	13.0%	14.0%
Road Cycling	11.2%	15.5%	0.0%	12.0%	18.9%	10.2%	13.0%
Nature observation	11.1%	8.6%	14.4%	11.1%	18.8%	12.0%	16.4%
Fishing (fresh water)	9.5%	6.7%	7.5%	10.3%	16.0%	11.3%	11.7%
Kayaking	8.9%	8.7%	4.3%	9.5%	14.9%	9.9%	13.1%
Night sky/star viewing (at an observatory or individually)	8.6%	10.5%	9.1%	8.0%	14.6%	10.2%	13.2%
Trail running	8.1%	5.0%	6.0%	9.2%	13.7%	8.3%	11.2%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

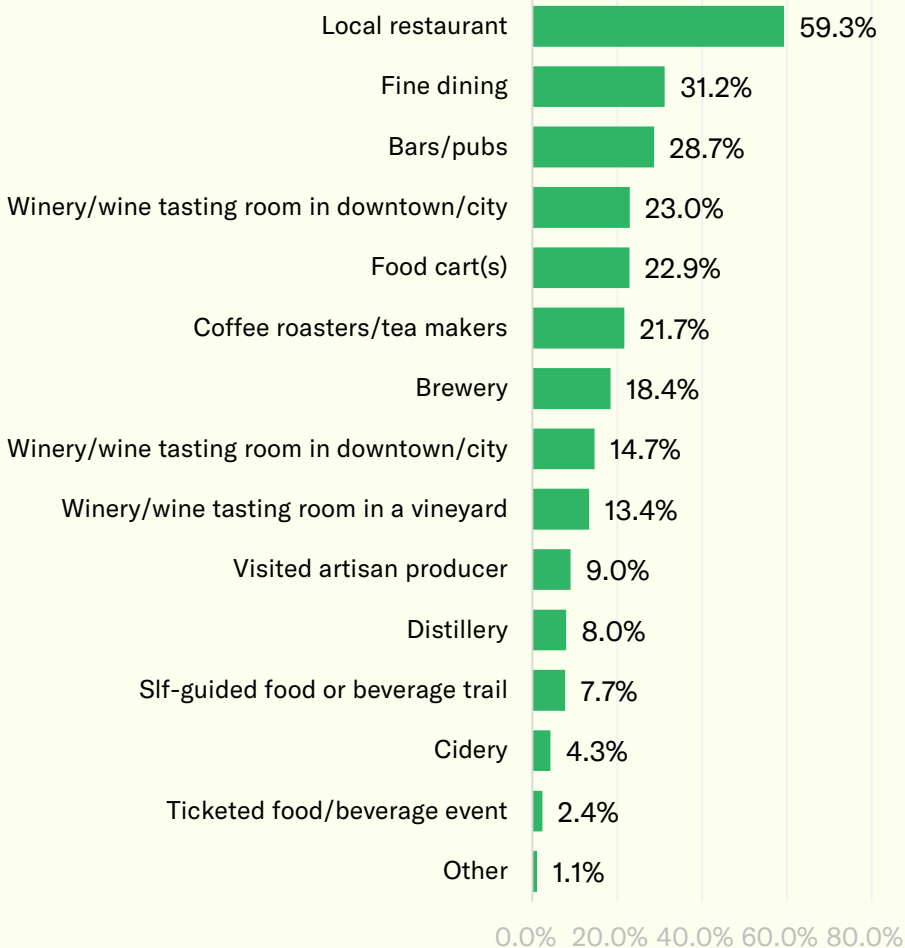
Question: Which of the following outdoor recreation activities did you do on this trip?

Base: Total respondents (630 completed surveys)

# Two-thirds of Southern Oregon visitors ate at local restaurants.

At 59.3% of Southern Oregon visitors, dining in a local restaurant was by far the top food and drink activity. About three in ten said they engaged in fine dining (31.2%) and/or went to a bar or pub (28.7%). Among the segments, it is worth noting that Arts & Culture Participants were significantly more likely to have engaged in a majority of these food & drink 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	59.3%	48.5%	60.8%	61.8%	65.1%	83.5%	68.0%
Fine dining	31.2%	28.5%	10.0%	35.1%	35.4%	43.9%	39.2%
Bars/pubs	28.7%	27.3%	21.8%	30.1%	31.6%	40.4%	34.6%
Winery/wine tasting room in downtown/city	23.0%	24.2%	6.7%	25.2%	24.9%	32.3%	27.8%
Food cart(s)	22.9%	25.7%	10.6%	24.1%	24.4%	32.2%	31.0%
Coffee roasters/tea makers	21.7%	14.0%	20.7%	23.4%	25.6%	30.5%	26.5%
Brewery	18.4%	12.8%	15.0%	20.2%	20.6%	25.9%	24.8%
Winery/wine tasting room in downtown/city	14.7%	15.9%	2.4%	16.2%	16.0%	20.6%	17.6%
Winery/wine tasting room in a vineyard	13.4%	12.0%	5.3%	14.8%	14.1%	18.8%	17.1%
Visited artisan producer	9.0%	6.1%	7.9%	9.7%	10.3%	12.7%	15.6%
Distillery	8.0%	10.7%	0.0%	8.4%	9.3%	11.2%	12.0%
Self-guided food or beverage trail	7.7%	5.3%	0.0%	9.5%	9.1%	10.8%	10.8%
Cidery	4.3%	9.1%	0.0%	3.9%	4.8%	6.0%	8.0%
Ticketed food/beverage event	2.4%	0.9%	0.0%	3.1%	3.3%	3.3%	5.6%
Other	1.1%	2.3%	5.2%	0.2%	1.1%	1.5%	0.3%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

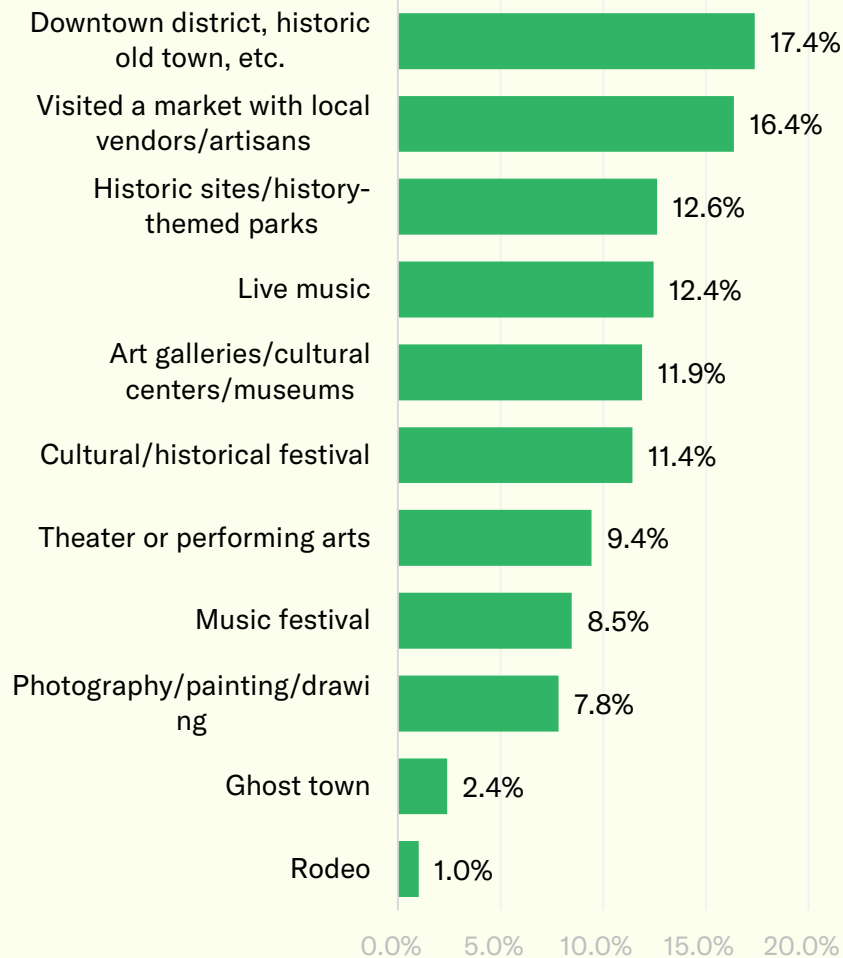
Question: Which of the following eat and drink activities did you do during this trip?

Base: Total respondents (630 completed surveys)

# Downtown districts and local markets were the top arts & cultural draws for Southern Oregon visitors.

On their most recent Oregon trip in 2024-2025, visiting a downtown district or historic old town (17.4%) and visiting a market with local vendors (16.4%) were the most common arts & cultural related activities amongst Southern Oregon visitors. Notably, in-state visitors were significantly less likely to have visited an art gallery/cultural center/museum (0.0%) or attend a cultural/historical festival (1.1%).

## Arts & Cultural Activities



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Downtown district, historic old town, etc.	17.4%	10.9%	11.8%	19.7%	21.1%	20.4%	56.4%
Visited a market with local vendors/artisans	16.4%	18.8%	9.0%	16.9%	20.3%	18.4%	53.1%
Historic sites/history-themed parks	12.6%	11.5%	4.6%	14.0%	16.0%	15.3%	41.0%
Live music	12.4%	11.5%	10.6%	13.0%	15.0%	13.0%	40.4%
Art galleries/cultural centers/museums	11.9%	15.7%	0.0%	12.8%	13.0%	13.2%	38.6%
Cultural/historical festival	11.4%	9.1%	1.1%	13.5%	13.0%	11.4%	37.1%
Theater or performing arts	9.4%	20.4%	2.3%	7.9%	10.1%	10.9%	30.6%
Music festival	8.5%	12.5%	4.4%	8.0%	9.5%	9.9%	27.5%
Photography/painting/drawing	7.8%	9.1%	3.1%	8.1%	8.4%	8.9%	25.4%
Ghost town	2.4%	2.3%	0.9%	2.7%	3.3%	2.2%	7.8%
Rodeo	1.0%	1.7%	0.0%	1.0%	1.2%	1.4%	3.3%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

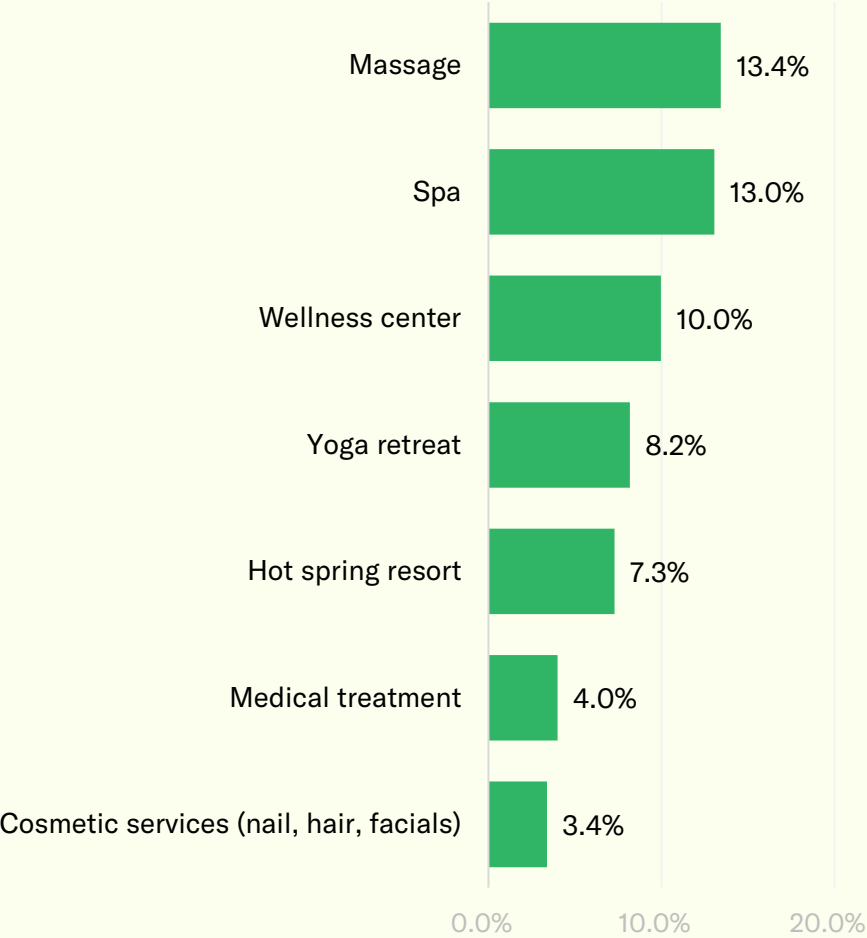
Question: Which of the following arts and cultural heritage related activities did you do on this trip?

Base: Total respondents (630 completed surveys)

# Massage and spa were the top health and wellness activities.

Similar percentages of Southern Oregon visitors got a massage and/or went to a spa on their 2024-25 trip to Oregon (13.4% and 13.0%, respectively). 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	13.4%	11.6%	2.2%	15.7%	14.8%	14.0%	21.6%
Spa	13.0%	13.6%	1.1%	14.9%	16.5%	15.1%	19.1%
Wellness center	10.0%	8.2%	0.9%	11.8%	10.4%	10.0%	13.6%
Yoga retreat	8.2%	12.7%	0.0%	8.5%	9.4%	7.6%	14.2%
Hot spring resort	7.3%	7.3%	1.6%	8.2%	7.0%	7.4%	12.8%
Medical treatment	4.0%	3.6%	0.9%	4.6%	4.2%	4.0%	6.7%
Cosmetic services (nail, hair, facials)	3.4%	2.6%	2.9%	3.6%	4.4%	4.0%	5.9%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

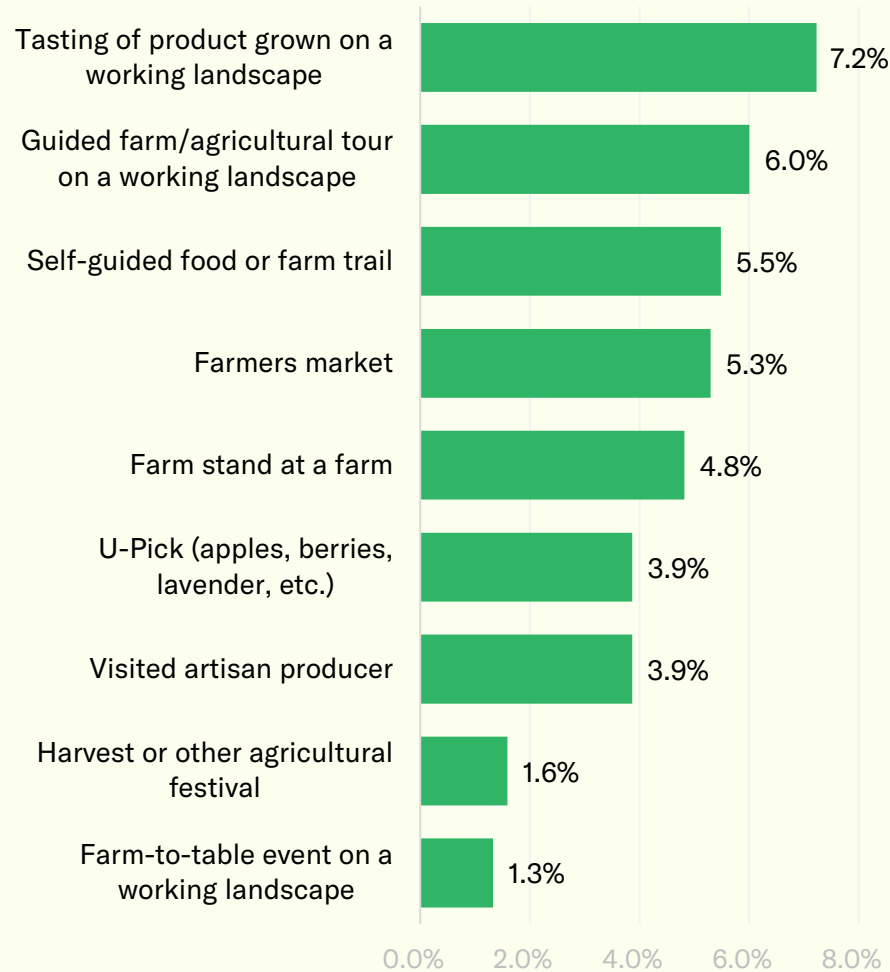
Question: Which of the following health and wellness activities did you do during this trip?

Base: Total respondents (630 completed surveys)

# Product tasting and farm tours were the most popular agritourism activities.

While only a small share of 2024-25 Southern Oregon visitors participated in any agritourism activities, product tasting (7.2%) and farm tours (6.0%) were the most commonly engaged in. Arts & Culture Participants were much more likely to have participated in agritourism experiences 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	7.2%	9.3%	0.0%	7.9%	6.2%	5.8%	9.9%
Guided farm/agricultural tour on a working landscape	6.0%	7.1%	0.0%	6.7%	5.5%	5.4%	10.1%
Self-guided food or farm trail	5.5%	8.1%	0.0%	5.8%	5.3%	4.2%	8.2%
Farmers market	5.3%	3.4%	4.4%	5.9%	6.9%	5.4%	7.5%
Farm stand at a farm	4.8%	4.5%	3.1%	5.2%	5.0%	5.3%	7.8%
U-Pick (apples, berries, lavender, etc.)	3.9%	5.7%	1.3%	3.9%	3.2%	3.6%	6.5%
Visited artisan producer	3.9%	4.1%	0.0%	4.4%	3.8%	3.7%	7.5%
Harvest or other agricultural festival	1.6%	0.0%	0.0%	2.2%	2.1%	1.7%	3.7%
Farm-to-table event on a working landscape	1.3%	0.9%	0.0%	1.6%	2.1%	1.9%	2.4%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

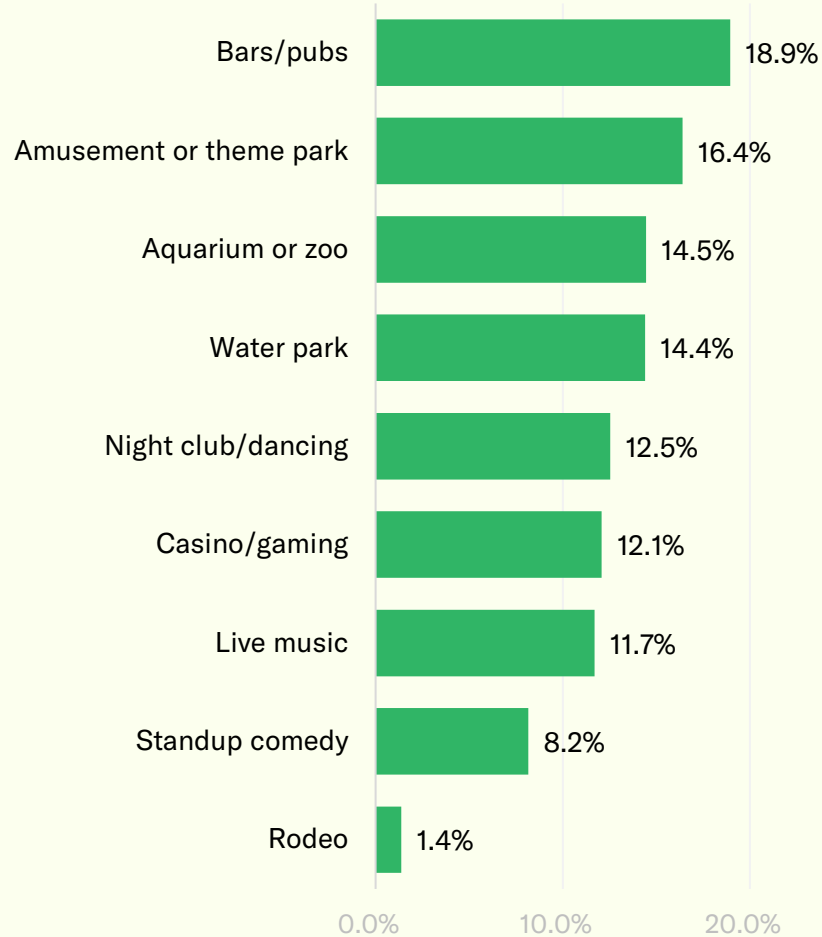
Question: Which of the following agritourism experiences did you partake in during this trip?

Base: Total respondents (630 completed surveys)

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

For 2024-2025 Southern Oregon visitors, 18.9% went to a bar or pub, followed by 16.4% who visited an amusement or theme park. Arts & Culture, Food & Drink 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	18.9%	22.1%	9.7%	19.6%	23.3%	23.6%	22.0%
Amusement or theme park	16.4%	17.6%	7.2%	17.1%	19.2%	18.4%	22.6%
Aquarium or zoo	14.5%	15.3%	9.8%	14.5%	18.4%	15.9%	19.2%
Water park	14.4%	18.1%	3.3%	15.2%	16.7%	16.7%	16.7%
Night club/dancing	12.5%	8.2%	2.6%	14.6%	16.2%	15.3%	19.8%
Casino/gaming	12.1%	12.4%	8.0%	12.7%	13.2%	15.6%	14.1%
Live music	11.7%	7.8%	5.5%	13.5%	14.3%	13.8%	18.5%
Standup comedy	8.2%	8.4%	1.1%	9.2%	9.0%	9.4%	12.8%
Rodeo	1.4%	0.0%	3.0%	1.4%	1.7%	1.9%	2.1%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

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

Base: Total respondents (630 completed surveys)

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

Among 2024-25 Southern Oregon visitors, just over one in ten (11.7%) 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 (2.4%), while Arts & Culture Participants were more likely to have watched or participated in annual (14.1%) and collegiate and youth (13.3%) sporting events.

## Sporting Event Attendance or Participation



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Professional and semi-professional sports teams	11.7%	11.4%	2.4%	12.7%	13.0%	12.1%	15.0%
Annual sporting events for professional and amateur athletes (e.g. marathons, track and field Olympic trials, rodeo)	9.4%	8.2%	0.0%	10.6%	10.0%	9.4%	14.1%
Collegiate and youth sports teams and conferences, tournaments, invitationals, or expos	8.2%	8.1%	3.8%	8.3%	7.7%	7.9%	13.3%
Sporting events for outdoor recreation activities (e.g. kayaking, windsurfing, snowboarding)	6.2%	3.1%	2.9%	7.2%	8.1%	6.1%	8.6%
Sporadic sporting events for professional and amateur athletes (e.g. Spartan Races, Professional Golf Association tours)	6.1%	6.1%	2.4%	6.3%	6.2%	5.5%	9.2%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

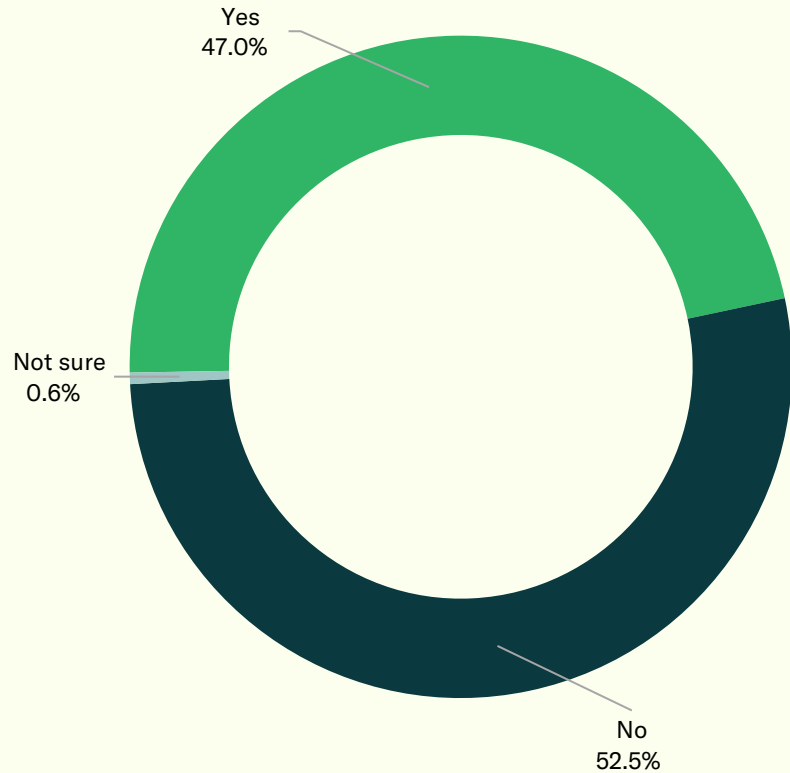
Question: Which of the following sporting events did you watch or participate in on this trip?

Base: Total respondents (630 completed surveys)

# Nearly half of Southern Oregon visitors went on a guided tour.

At 47.0%, a sizeable share of 2024-2025 Southern Oregon visitors participated in a guided tour. Among the segments, Arts & Culture Participants were the most likely to have gone on a guided tour during their trip (62.4%), while in-state visitors were significantly less likely to have done so (10.7%).

## 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	47.0%	52.8%	10.7%	50.9%	51.3%	44.0%	62.4%
No	52.5%	46.0%	88.0%	48.8%	48.1%	55.8%	37.6%
Not sure	0.6%	1.2%	1.3%	0.3%	0.6%	0.3%	0.0%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

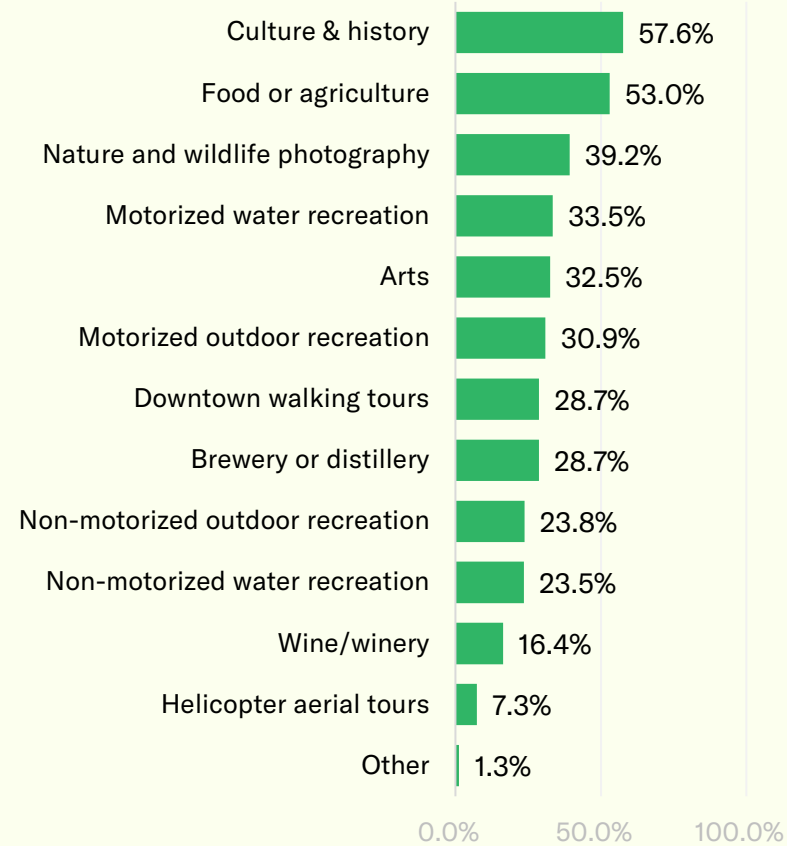
Question: Did you participate in any guided experience/tour (e.g., walking tour of city, river rafting, fishing, hiking with a guide)?

Base: Total respondents (630 completed surveys).

# Culture & history and food guided tours were most popular.

Among Southern Oregon visitors who took a guided tour on their most recent visit to Oregon, more than half (53.6%) said they took a culture & history tour and/or a food or agriculture tour (53.0%). Nearly four in ten (39.2%) took a nature and wildlife photography tour, while one in three did a motorized water recreation tour (33.5%) and/or arts guided tour (32.5%).

## 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	57.6%	59.7%	31.8%	58.6%	58.3%	61.0%	69.1%
Food or agriculture	53.0%	49.4%	10.1%	55.1%	54.5%	53.2%	55.7%
Nature and wildlife photography	39.2%	31.5%	8.5%	41.4%	43.6%	41.6%	44.6%
Arts	32.5%	35.8%	16.9%	31.5%	34.2%	33.0%	45.1%
Motorized water recreation	33.5%	31.9%	12.6%	33.8%	34.1%	35.5%	29.2%
Motorized outdoor recreation	30.9%	27.8%	12.6%	32.2%	32.4%	32.7%	30.5%
Downtown walking tours	28.7%	28.6%	36.2%	28.9%	31.9%	32.1%	33.5%
Brewery or distillery	28.7%	35.4%	10.1%	27.6%	26.0%	29.0%	35.0%
Non-motorized outdoor recreation	23.8%	19.1%	21.3%	24.5%	23.5%	25.4%	29.3%
Non-motorized water recreation	23.5%	22.4%	18.7%	23.9%	26.9%	26.0%	25.2%
Wine/winery	16.4%	14.1%	6.8%	17.4%	17.2%	19.7%	17.5%
Helicopter aerial tours	7.3%	4.7%	0.0%	8.3%	7.0%	8.0%	9.1%
Other	1.3%	3.3%	15.7%	0.3%	0.9%	1.9%	0.7%
<b>Base</b>	<b>298</b>	<b>51</b>	<b>9</b>	<b>236</b>	<b>192</b>	<b>198</b>	<b>123</b>

*\*Small sample size*

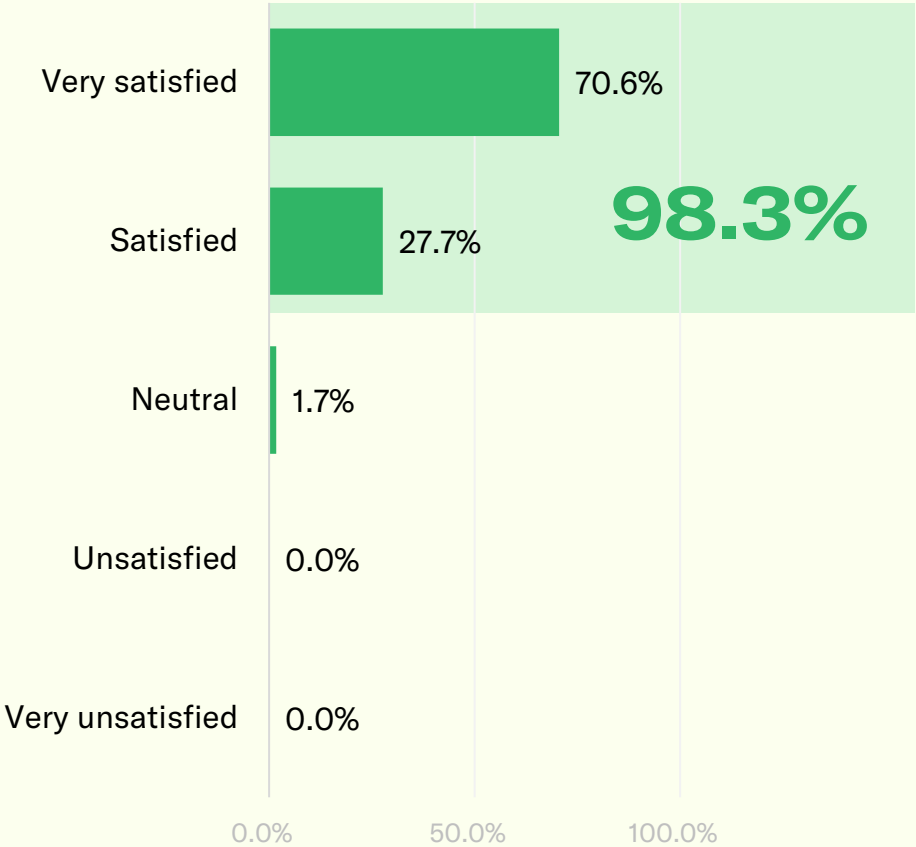
Question: Which best describes the type of guided tour(s) you participated in?

Base: Respondents who participated in a guided tour (298 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 Southern Oregon, at 98.3%. In fact, seven in ten (70.6%) reported being very satisfied.

## Guided Tour Satisfaction



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>98.3%</b>	<b>98.3%</b>	<b>91.5%</b>	<b>98.5%</b>	<b>99.1%</b>	<b>99.7%</b>	<b>97.5%</b>
Very satisfied	70.6%	59.1%	84.7%	72.5%	71.8%	76.1%	72.3%
Satisfied	27.7%	39.1%	6.8%	26.0%	27.3%	23.6%	25.2%
Neutral	1.7%	1.7%	8.5%	1.5%	0.9%	0.3%	2.5%
Unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Very unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Base</b>	<b>298</b>	<b>51</b>	<b>9</b>	<b>236</b>	<b>192</b>	<b>198</b>	<b>123</b>

*\*Small sample size*

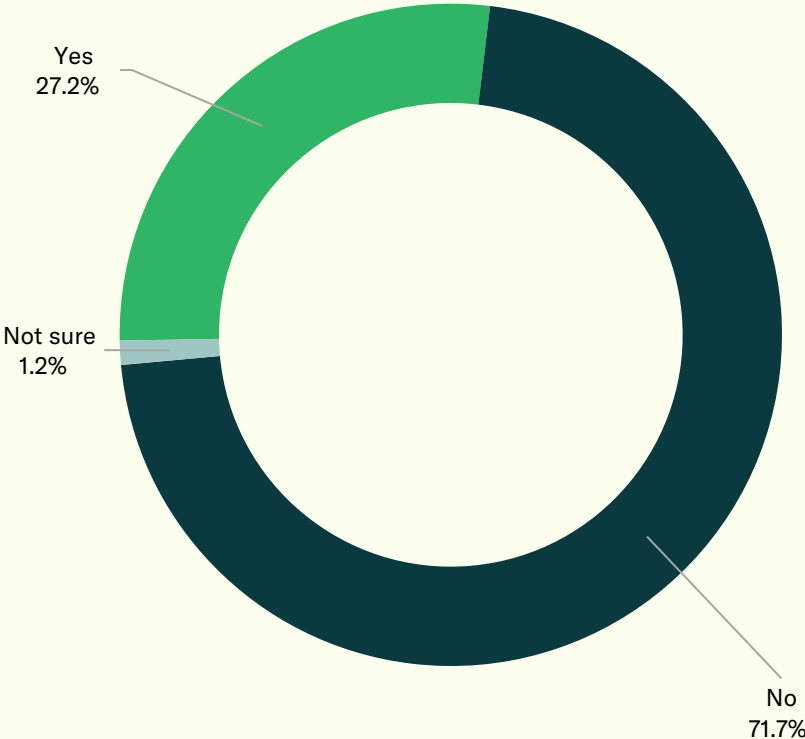
Question: How satisfied were you overall with your guided tour experiences?

Base: Respondents who participated in a guided tour (298 completed surveys).

# Over one quarter of Southern Oregon visitors traveled with an organized group tour.

Over one in four (27.2%) of 2024-2025 Southern Oregon visitors reported that their most recent trip was part of an organized group tour. Among the segments, Canadian visitors (41.4%) were much more likely than other visitors to say they were part of an organized group tour, while in-state visitors 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	27.2%	41.4%	4.0%	27.1%	24.5%	22.1%	33.1%
No	71.7%	56.4%	94.7%	72.0%	74.4%	77.1%	65.6%
Not sure	1.2%	2.1%	1.3%	0.9%	1.0%	0.7%	1.3%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

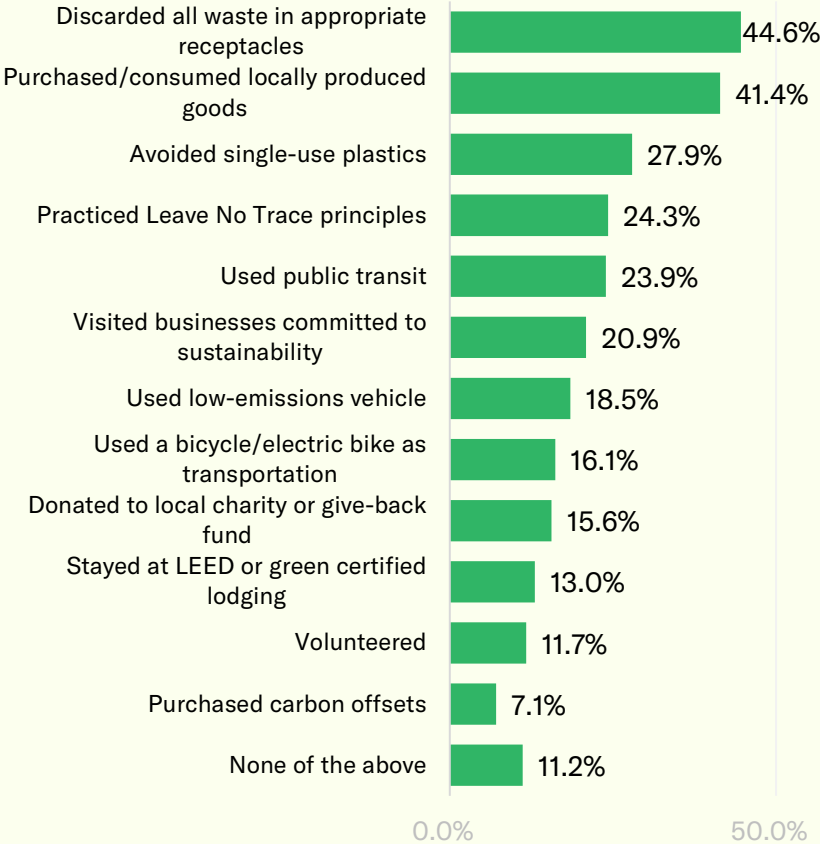
Question: Was your trip part of an organized group tour that was sold & operated by a tour operator (e.g. Backroads, Globus Vacations)?

Base: Total respondents (630 completed surveys)

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

Nearly nine in ten (88.8%) of Southern Oregon visitors said they did at least one of the listed environmentally friendly practices. The largest share reported discarding all waste in appropriate receptacles (44.6%), followed closely by purchasing or consuming locally produced goods (41.4%). Arts & Culture Participants were more likely than other visitors to have practiced environmentally friendly travel behaviors.

## Environmentally Friendly Practices



## By Segment

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

	Total	Canadian Visitors *	In State *	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Discarded all waste in appropriate receptacles	44.6%	31.2%	70.7%	43.4%	47.8%	48.9%	46.6%
Purchased/consumed locally produced goods	41.4%	39.2%	49.0%	40.9%	45.2%	46.2%	43.2%
Avoided single-use plastics	27.9%	34.5%	35.8%	24.9%	28.6%	30.6%	36.3%
Practiced Leave No Trace principles	24.3%	22.2%	50.0%	20.4%	28.5%	25.4%	23.8%
Used public transit	23.9%	33.0%	7.1%	24.1%	26.7%	23.9%	36.1%
Visited businesses committed to sustainability	20.9%	21.1%	12.2%	21.8%	23.9%	22.3%	30.5%
Used low-emissions vehicle	18.5%	12.9%	11.0%	20.8%	19.2%	19.7%	25.0%
Used a bicycle/electric bike as transportation	16.1%	19.3%	3.5%	16.9%	17.4%	17.0%	20.5%
Donated to local charity or give-back fund	15.6%	18.6%	6.4%	16.3%	16.9%	14.5%	18.8%
Stayed at LEED or green certified lodging	13.0%	19.0%	3.3%	12.7%	14.0%	13.4%	16.4%
Volunteered	11.7%	18.8%	0.9%	11.8%	10.8%	10.7%	14.1%
Purchased carbon offsets	7.1%	3.3%	2.8%	8.7%	7.0%	6.5%	11.2%
None of the above	11.2%	8.0%	10.4%	12.1%	10.1%	9.5%	7.3%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

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

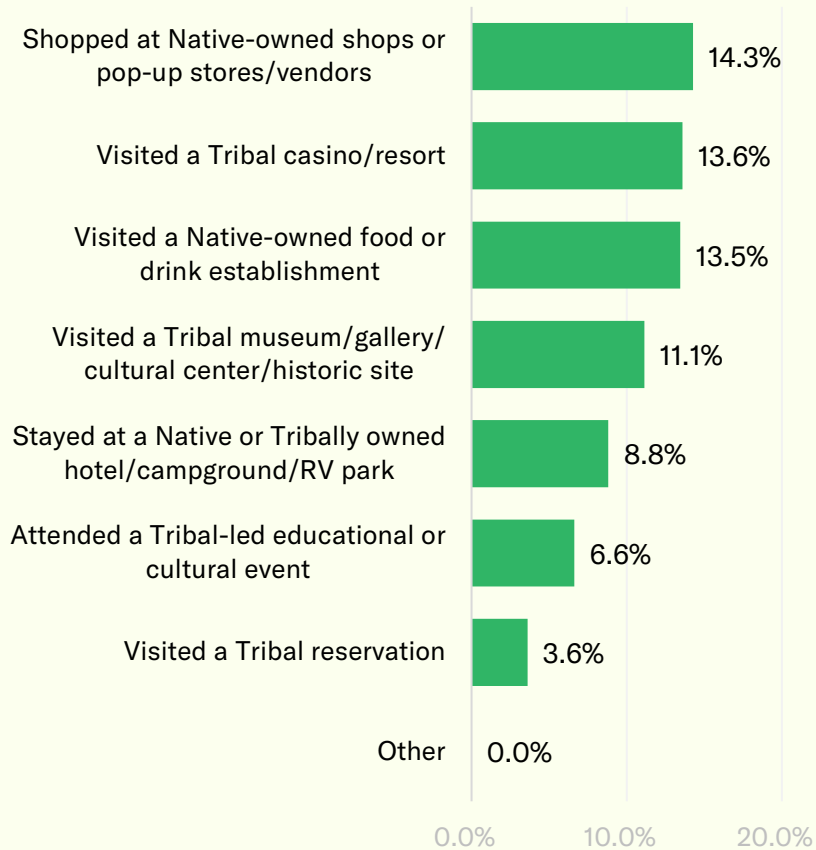
Base: Total respondents (630 completed surveys)

# Detailed Findings: Native American Tourism

# Of Southern Oregon visitors in 2024-25, 25.4% participated in Native American tourism.

Nearly 15% shopped at a Native-owned shop (14.3%), visited a Tribal casino/resort (13.6%) and/or visited a Native-owned food establishment (13.5%). Arts & Culture Participants were more likely to have engaged in most of the Native American tourism experiences tested.

## 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
Shopped at Native-owned shops or pop-up stores/vendors	13.5%	11.3%	3.0%	15.5%	14.2%	12.3%	21.5%
Visited a Tribal casino/resort	14.3%	14.6%	5.7%	15.4%	13.9%	14.1%	19.8%
Visited a Native-owned food or drink establishment	13.6%	13.9%	5.6%	14.8%	11.2%	13.5%	15.8%
Visited a Tribal museum/gallery/cultural center/historic site	11.1%	13.3%	2.1%	11.9%	10.2%	11.0%	15.8%
Stayed at a Native or Tribally owned hotel/campground/RV park	8.8%	10.2%	0.0%	9.7%	8.8%	7.6%	14.3%
Attended a Tribal-led educational or cultural event	6.6%	6.3%	0.0%	7.6%	7.8%	6.6%	10.7%
Visited a Tribal reservation	3.6%	3.5%	4.2%	3.6%	5.1%	3.8%	6.9%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

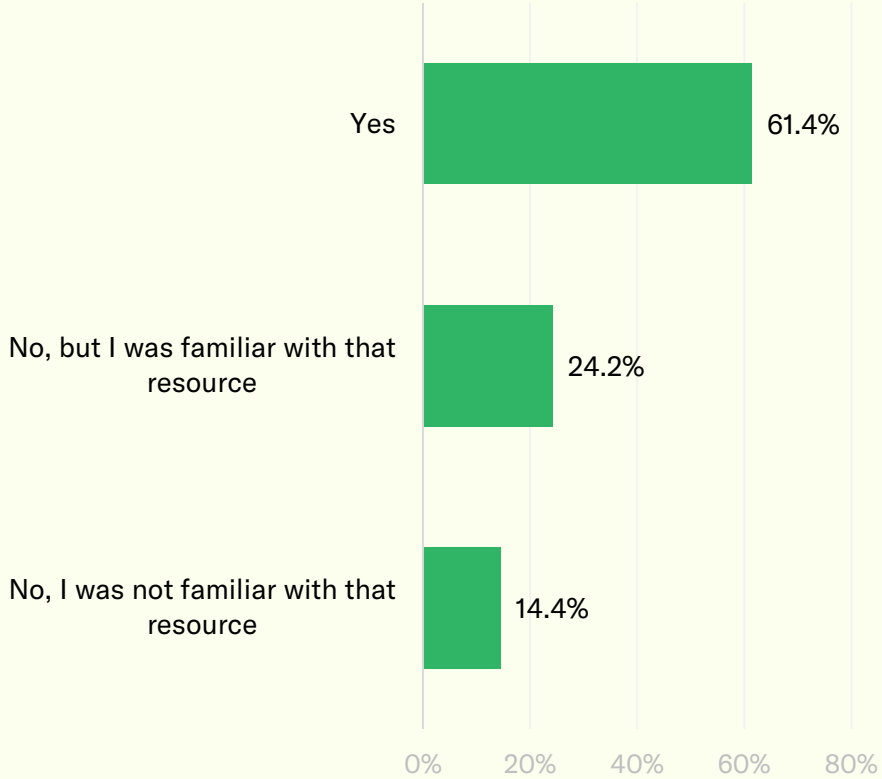
Question: What kind of activities did you participate in related to Native American tourism?

Base: Total respondents (630 completed surveys)

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

At 61.6%, most Southern Oregon visitors who participated in any Native American tourism activities said they used the Travel Guide to Oregon Indian Country. One in four (24.2%) did not use the resource even though they were already familiar with it, while 14.4% were not aware of the resource.

## Guide to Oregon Indian Country



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants*	Food & Drink Participants	Arts & Culture Participants*
Yes	61.4%	65.0%	9.6%	63.5%	59.2%	58.6%	67.7%
No, but I was familiar with that resource	24.2%	26.8%	10.2%	24.7%	22.7%	26.4%	17.3%
No, I was not familiar with that resource	14.4%	8.2%	80.2%	11.8%	18.0%	15.0%	15.0%
<b>Base</b>	<b>166</b>	<b>26</b>	<b>8</b>	<b>131</b>	<b>95</b>	<b>106</b>	<b>64</b>

*\*Small sample size*

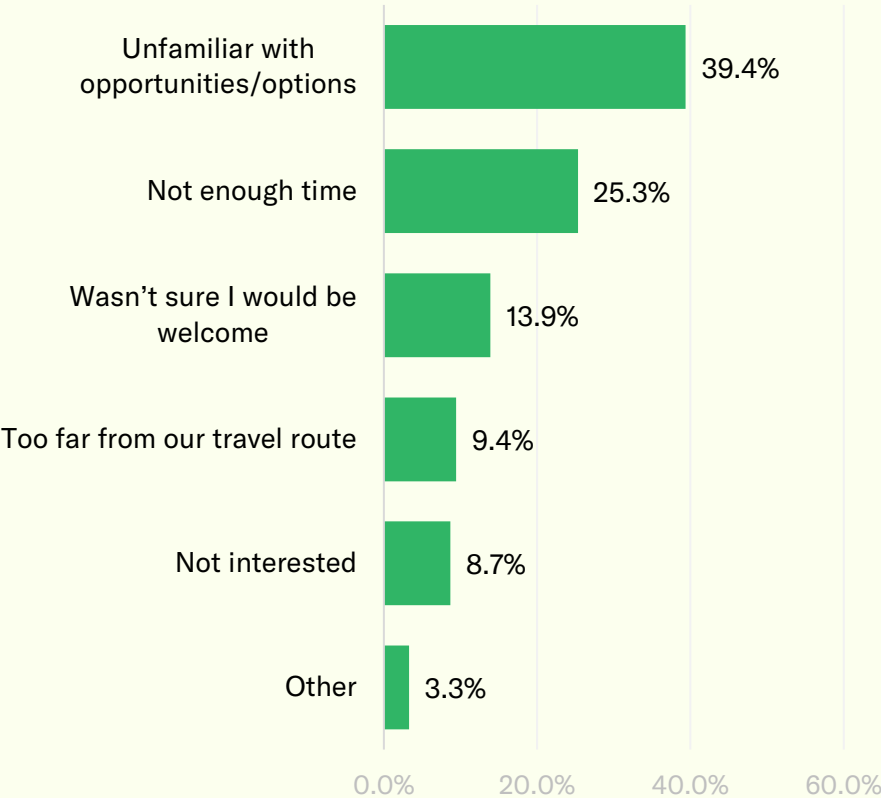
Question: Did you use the Travel Guide to Oregon Indian Country? [Indian Travel Guide]

Base: Respondents who participated in any Native American tourism activities (166 completed surveys).

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

Among Southern Oregon 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 (39.4%). One in four (25.3%) said they did not have enough time, while 13.9% weren't sure if they would feel welcome.

## 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	39.4%	29.5%	40.3%	41.7%	45.1%	45.7%	47.2%
Not enough time	25.3%	20.2%	22.6%	26.6%	22.4%	23.1%	23.1%
Wasn't sure I would be welcome	13.9%	29.4%	3.4%	12.5%	11.8%	12.9%	11.7%
Too far from our travel route	9.4%	9.1%	8.0%	9.6%	10.1%	6.8%	10.5%
Not interested	8.7%	11.8%	18.6%	6.2%	7.4%	8.1%	4.2%
Other	3.3%	0.0%	7.2%	3.3%	3.4%	3.4%	3.3%
<b>Base</b>	<b>457</b>	<b>72</b>	<b>66</b>	<b>317</b>	<b>277</b>	<b>339</b>	<b>130</b>

*\*Small sample size*

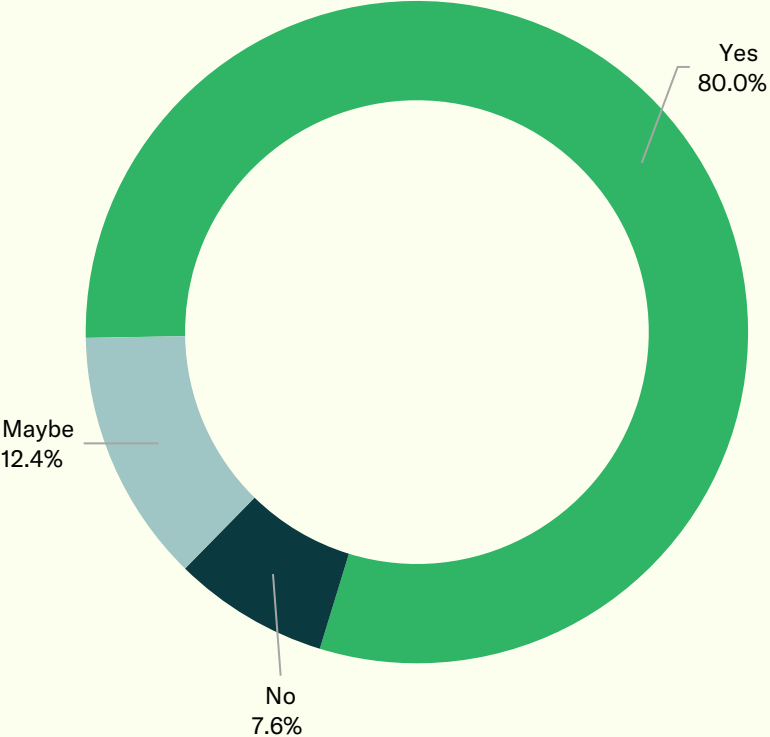
Question: (Optional) Travel Oregon works with the 9 federally recognized Tribes of Oregon to help develop tourism experiences. In order to support this work, we would like to know if there was a particular reason your trip did not include Native American tourism experiences?

Base: Respondents who did not participate in any Native American tourism activities (457 completed surveys).

# Four in five Southern Oregon visitors would consider a Native American Tourism experience in the future.

At 80.0%, 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 (87.0%), but notably lower for Canadian visitors (69.3%).

## Future Native American Tourism Consideration



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	80.0%	69.3%	73.9%	83.4%	83.3%	81.5%	87.0%
No	7.6%	8.9%	9.8%	7.0%	6.2%	6.3%	3.8%
Maybe	12.4%	21.8%	16.3%	9.6%	10.5%	12.2%	9.2%
<b>Base</b>	<b>464</b>	<b>73</b>	<b>67</b>	<b>322</b>	<b>281</b>	<b>345</b>	<b>131</b>

*\*Small sample size*

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

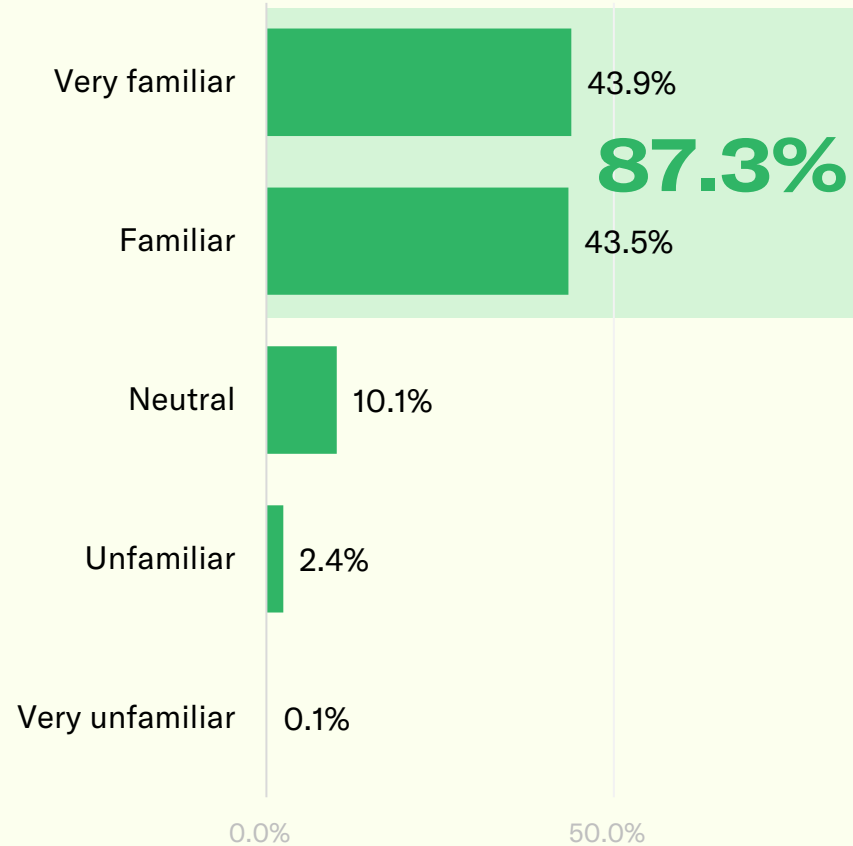
Base: Respondents who did not participate in any Native American tourism activities (464 completed surveys).

# Detailed Findings: Perceptions & Motivations

# Familiarity with Oregon rates highly among Southern Oregon visitors.

Nearly nine in ten (87.3%) visitors reported being familiar or very familiar with the state. This was highest among in-state visitors at 93.0%.

## Familiarity



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>87.3%</b>	<b>78.5%</b>	<b>93.0%</b>	<b>88.4%</b>	<b>90.1%</b>	<b>87.7%</b>	<b>87.4%</b>
Very familiar	43.9%	36.7%	42.2%	45.5%	44.6%	42.8%	47.9%
Familiar	43.5%	41.8%	50.8%	42.9%	45.4%	44.8%	39.4%
Neutral	10.1%	17.3%	4.3%	9.5%	8.1%	9.9%	10.4%
Unfamiliar	2.4%	4.2%	2.7%	2.0%	1.8%	2.5%	2.3%
Very unfamiliar	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

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

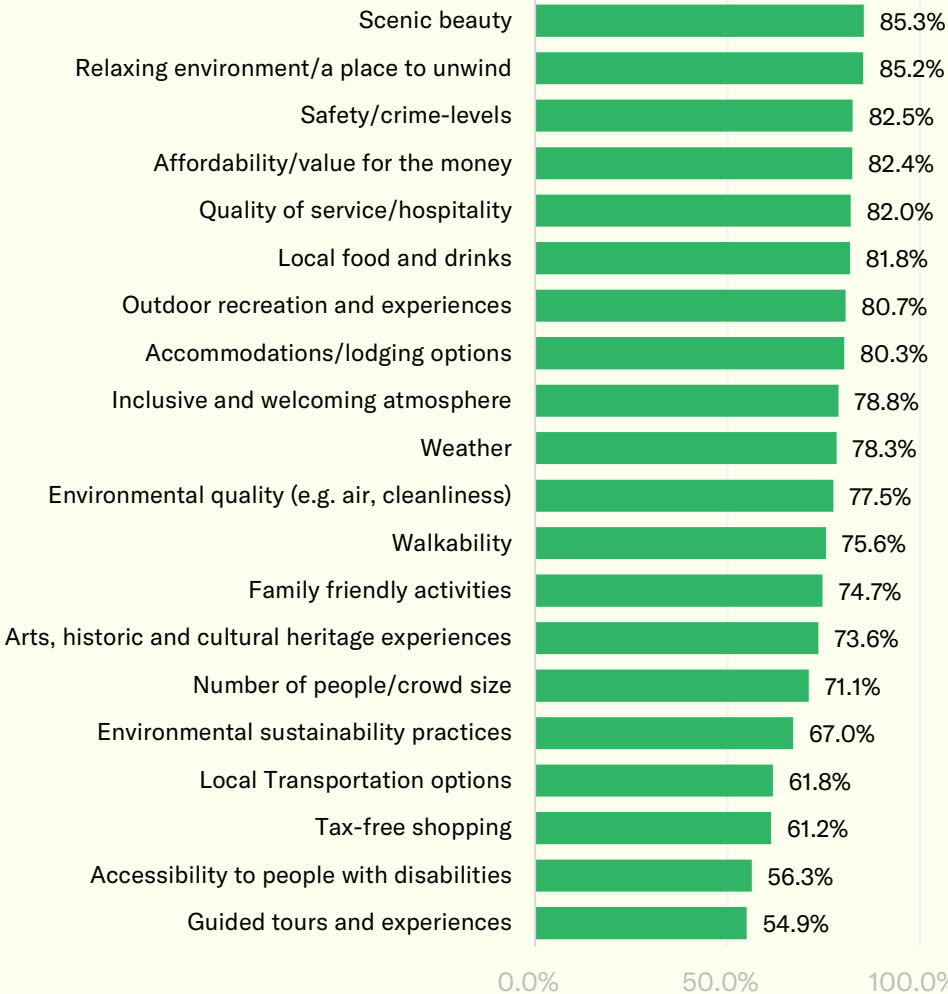
Base: Total respondents (630 completed surveys).

# Scenic beauty and relaxation rank highest as trip motivators.

Over eight in ten Southern visitors said that scenic beauty (85.3%) and/or a relaxing environment or place to unwind (85.2%) are important drivers for why they took their most recent trip to Oregon in 2024-2025. The other important factors include safety/crime-levels (82.5%), affordability/value for the money (82.4%) and/or the quality of service/hospitality (82.0%).

## 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 (630 completed surveys)

# Outdoor Recreation Participants were the likeliest to report scenic beauty as the topmost important factor, while Arts & Culture Participants were the likeliest to say relaxing environment.

## Importance to Trip Decision by Segment

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

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	85.3%	85.1%	87.2%	85.0%	89.3%	88.1%	86.5%
Relaxing environment/a place to unwind	85.2%	84.4%	86.1%	85.6%	88.6%	87.7%	90.8%
Safety/crime-levels	82.5%	87.8%	82.9%	81.1%	84.8%	83.8%	83.9%
Affordability/value for the money	82.4%	76.8%	90.2%	82.3%	84.8%	83.8%	81.5%
Quality of service/hospitality	82.0%	84.7%	79.9%	81.9%	83.5%	84.8%	85.5%
Local food and drinks	81.8%	80.5%	73.2%	83.4%	85.6%	84.5%	85.5%
Outdoor recreation and experiences	80.7%	79.3%	82.1%	80.8%	88.9%	83.1%	81.2%
Accommodations/lodging options	80.3%	86.2%	67.5%	80.8%	84.5%	81.5%	81.6%
Inclusive and welcoming atmosphere	78.8%	73.2%	75.4%	80.6%	83.1%	82.0%	82.6%
Weather	78.3%	76.3%	75.4%	79.6%	81.9%	79.2%	81.8%
Environmental quality (e.g. air, cleanliness)	77.5%	78.0%	84.2%	76.8%	81.5%	79.2%	82.0%
Walkability	75.6%	76.8%	73.6%	75.4%	77.8%	77.8%	76.7%
Family friendly activities	74.7%	81.9%	65.4%	74.3%	75.6%	75.1%	81.2%
Arts, historic and cultural heritage experiences	73.6%	71.0%	60.5%	76.0%	76.7%	75.4%	86.6%
Number of people/crowd size	71.1%	76.8%	65.1%	70.9%	72.6%	69.8%	76.6%
Environmental sustainability practices	67.0%	77.2%	54.9%	66.4%	69.8%	67.8%	74.7%
Local Transportation options	61.8%	69.2%	21.8%	65.9%	62.8%	61.1%	69.9%
Tax-free shopping	61.2%	64.0%	51.7%	61.8%	61.3%	59.7%	63.2%
Accessibility to people with disabilities	56.3%	59.6%	42.0%	57.7%	55.6%	55.1%	61.4%
Guided tours and experiences	54.9%	66.0%	13.8%	59.0%	56.6%	53.9%	67.9%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

\*Small sample size

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

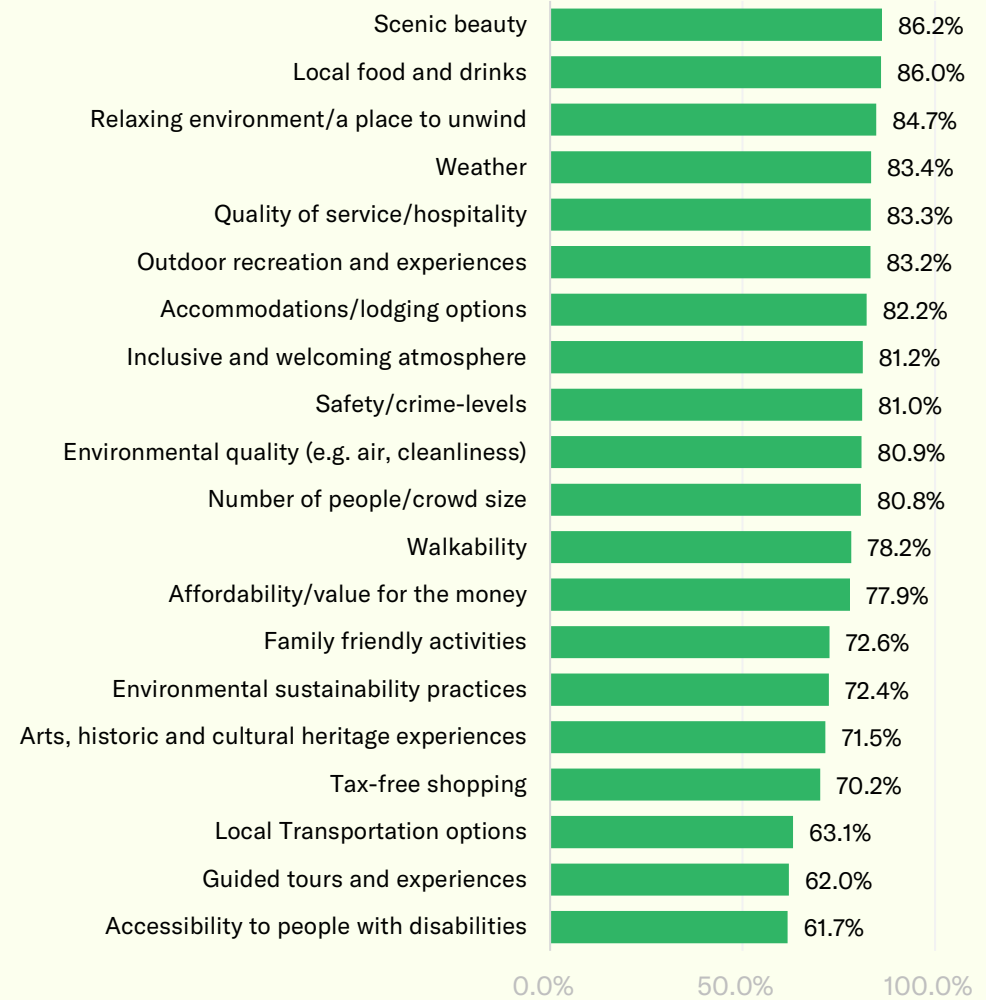
Base: Total respondents (630 completed surveys)

# 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 Southern Oregon visitors in 2024-2025 saying they were satisfied or very satisfied with these elements of their trip. Satisfaction levels were highest for scenic beauty (86.2%), local food and drinks (86.0%), and a relaxing environment/a place to unwind (84.7%).

## 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 (630 completed surveys).

# In-state visitors to the Southern Oregon were less satisfied with a number of attributes, namely accessibility, local transportation options and guided tours.

## 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	86.2%	72.6%	94.1%	88.2%	88.6%	88.9%	85.2%
Local food and drinks	86.0%	80.8%	75.1%	88.9%	86.7%	90.2%	90.3%
Relaxing environment/a place to unwind	84.7%	77.8%	85.3%	86.3%	87.6%	88.1%	88.0%
Weather	83.4%	68.0%	85.5%	86.6%	85.9%	85.6%	83.6%
Quality of service/hospitality	83.3%	80.0%	78.2%	84.8%	85.4%	87.6%	88.0%
Outdoor recreation and experiences	83.2%	75.7%	86.8%	84.4%	89.7%	85.0%	88.4%
Accommodations/lodging options	82.2%	73.0%	77.9%	85.0%	85.4%	85.1%	86.0%
Inclusive and welcoming atmosphere	81.2%	73.7%	78.0%	83.9%	84.9%	85.1%	87.9%
Safety/crime-levels	81.0%	77.0%	78.9%	82.7%	83.7%	84.1%	85.2%
Environmental quality (e.g. air, cleanliness)	80.9%	75.1%	82.0%	82.1%	83.5%	84.8%	83.0%
Number of people/crowd size	80.8%	72.3%	75.6%	83.5%	83.8%	81.7%	81.1%
Walkability	78.2%	65.5%	81.1%	80.7%	81.1%	79.8%	78.9%
Affordability/value for the money	77.9%	70.4%	75.2%	80.1%	79.7%	80.2%	78.5%
Family friendly activities	72.6%	74.6%	64.0%	74.0%	76.6%	74.5%	78.0%
Environmental sustainability practices	72.4%	62.6%	57.2%	76.9%	75.2%	73.0%	79.2%
Arts, historic and cultural heritage experiences	71.5%	79.6%	58.0%	71.7%	76.6%	74.5%	86.7%
Tax-free shopping	70.2%	69.1%	60.1%	72.3%	70.3%	70.4%	75.1%
Local Transportation options	63.1%	71.5%	29.0%	66.3%	65.5%	62.5%	73.3%
Guided tours and experiences	62.0%	66.8%	23.3%	66.8%	63.3%	61.6%	73.6%
Accessibility to people with disabilities	61.7%	56.0%	45.5%	65.5%	61.9%	61.0%	67.9%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

\*Small sample size

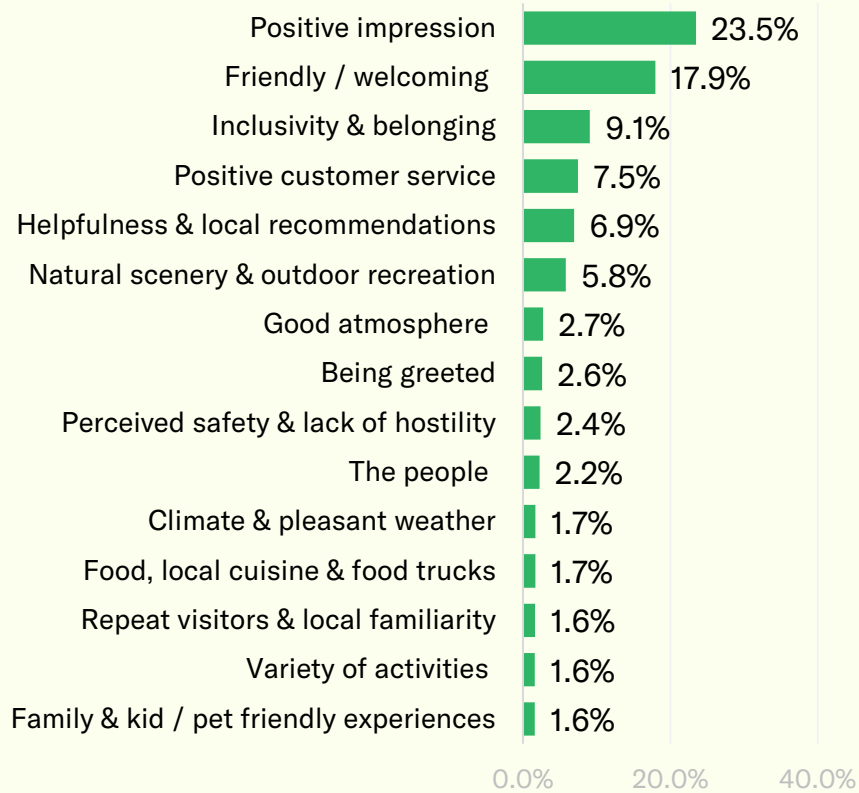
Question: How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (630) completed surveys)

# Over one in five Southern Oregon visitors said a positive impression of the destination contributed to their satisfaction with the inclusive and welcoming atmosphere.

At 23.5%, mentions of a general positive impression were the most-cited reason why Southern 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 (17.9%).

## 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	23.5%	24.2%	15.2%	24.8%	21.5%	22.6%	24.8%
Friendly / welcoming	17.9%	15.2%	13.7%	19.3%	18.4%	19.4%	20.1%
Inclusivity & belonging	9.1%	8.5%	13.0%	8.5%	10.6%	8.9%	10.2%
Positive customer service	7.5%	2.6%	7.4%	8.6%	6.0%	8.2%	4.5%
Helpfulness & local recommendations	6.9%	4.7%	14.6%	6.1%	7.9%	8.4%	5.3%
Natural scenery & outdoor recreation	5.8%	5.5%	0.0%	6.9%	5.7%	3.9%	5.1%
Good atmosphere	2.7%	5.6%	0.0%	2.5%	3.6%	1.5%	2.9%
Being greeted	2.6%	2.7%	5.4%	2.1%	3.4%	2.5%	3.7%
Perceived safety & lack of hostility	2.4%	4.1%	4.7%	1.6%	1.8%	2.0%	0.4%
The people	2.2%	4.3%	0.0%	2.1%	2.3%	2.1%	0.7%
Climate & pleasant weather	1.7%	1.8%	0.0%	1.9%	1.7%	1.8%	2.2%
Food, local cuisine & food trucks	1.7%	4.3%	0.0%	1.3%	0.7%	2.2%	1.4%
Repeat visitors & local familiarity	1.6%	0.0%	4.1%	1.6%	1.3%	1.3%	1.8%
Variety of activities	1.6%	3.4%	0.0%	1.5%	1.0%	1.6%	1.8%
Family & kid / pet friendly experiences	1.6%	1.7%	0.0%	1.8%	2.0%	1.3%	2.2%
<b>Base</b>	<b>313</b>	<b>51</b>	<b>40</b>	<b>222</b>	<b>204</b>	<b>242</b>	<b>112</b>

\*Small sample size

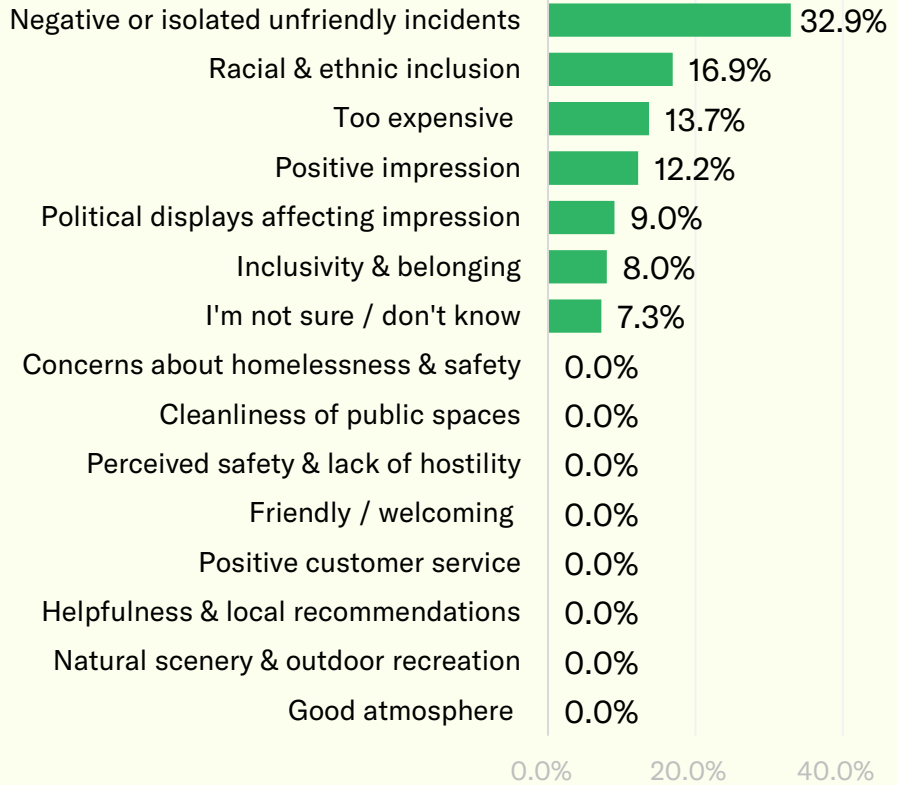
Question: (Optional) You shared that you were \_\_\_ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “satisfied” or “very satisfied” for Oregon’s Inclusive and Welcoming atmosphere (313 completed surveys)

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

Among the 10 respondents who shared why they said they were unsatisfied with the state’s inclusive and welcoming atmosphere, 32.9% cited a negative or isolated unfriendly incidents.

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



## By Segment

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

	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Negative or isolated unfriendly incidents	32.9%	22.0%	100.0%	44.6%	53.6%	46.5%	54.2%
Racial & ethnic inclusion	16.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Too expensive	13.7%	41.2%	0.0%	0.0%	0.0%	19.3%	29.0%
Positive impression	12.2%	12.8%	0.0%	18.2%	19.9%	11.3%	0.0%
Political displays affecting impression	9.0%	0.0%	0.0%	20.6%	14.7%	12.7%	0.0%
Inclusivity & belonging	8.0%	24.0%	0.0%	0.0%	0.0%	0.0%	16.9%
I'm not sure / don't know	7.3%	0.0%	0.0%	16.6%	11.8%	10.2%	0.0%
Concerns about homelessness & safety	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cleanliness of public spaces	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perceived safety & lack of hostility	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Friendly / welcoming	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Positive customer service	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Helpfulness & local recommendations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Natural scenery & outdoor recreation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Good atmosphere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Base</b>	<b>10</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>4</b>

*\*Small sample size*

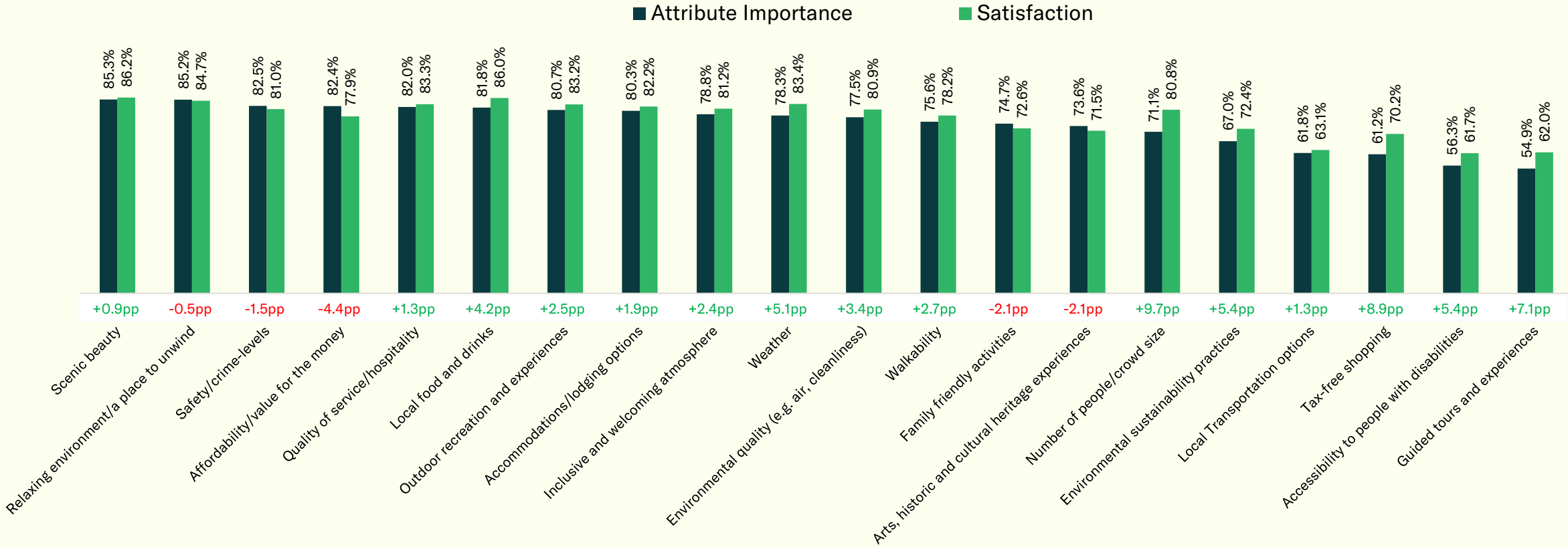
Question: (Optional) You shared that you were \_\_\_ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

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

# There is an opportunity to address affordability and safety/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 highest negative gaps between importance as a trip motivator and satisfaction level was for affordability/value for money (-4.4 percentage points), followed by family-friendly activities (-2.1 percentage points) and arts & culture experiences (-2.1 percentage points). Across all other attributes, 2024-2025 Southern Oregon visitors' satisfaction was about 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 (630 completed surveys)

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

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

## Attribute Importance vs Satisfaction by Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	+0.9pp	-12.5pp	+6.9pp	+3.1pp	-0.7pp	+0.8pp	-1.3pp
Relaxing environment/a place to unwind	-0.5pp	-6.6pp	-0.8pp	+0.7pp	-1.0pp	+0.4pp	-2.8pp
Safety/crime-levels	-1.5pp	-10.8pp	-4.0pp	+1.6pp	-1.1pp	+0.3pp	+1.2pp
Affordability/value for the money	-4.4pp	-6.5pp	-15.0pp	-2.2pp	-5.1pp	-3.6pp	-3.0pp
Quality of service/hospitality	+1.3pp	-4.7pp	-1.7pp	+2.9pp	+1.9pp	+2.8pp	+2.4pp
Local food and drinks	+4.2pp	+0.3pp	+1.9pp	+5.5pp	+1.1pp	+5.7pp	+4.8pp
Outdoor recreation and experiences	+2.5pp	-3.6pp	+4.7pp	+3.6pp	+0.8pp	+1.9pp	+7.3pp
Accommodations/lodging options	+1.9pp	-13.2pp	+10.4pp	+4.2pp	+0.9pp	+3.7pp	+4.5pp
Inclusive and welcoming atmosphere	+2.4pp	+0.5pp	+2.5pp	+3.3pp	+1.8pp	+3.0pp	+5.3pp
Weather	+5.1pp	-8.3pp	+10.1pp	+7.0pp	+4.1pp	+6.4pp	+1.8pp
Environmental quality (e.g. air, cleanliness)	+3.4pp	-2.9pp	-2.2pp	+5.3pp	+2.1pp	+5.6pp	+0.9pp
Walkability	+2.7pp	-11.3pp	+7.5pp	+5.3pp	+3.3pp	+2.0pp	+2.1pp
Family friendly activities	-2.1pp	-7.2pp	-1.4pp	-0.3pp	+1.0pp	-0.7pp	-3.1pp
Arts, historic and cultural heritage experiences	-2.1pp	+8.6pp	-2.5pp	-4.3pp	-0.1pp	-0.8pp	+0.1pp
Number of people/crowd size	+9.7pp	-4.5pp	+10.5pp	+12.6pp	+11.2pp	+11.9pp	+4.5pp
Environmental sustainability practices	+5.4pp	-14.6pp	+2.3pp	+10.4pp	+5.4pp	+5.3pp	+4.5pp
Local Transportation options	+1.3pp	+2.3pp	+7.2pp	+0.3pp	+2.7pp	+1.4pp	+3.4pp
Tax-free shopping	+8.9pp	+5.1pp	+8.3pp	+10.5pp	+9.1pp	+10.7pp	+11.9pp
Accessibility to people with disabilities	+5.4pp	-3.6pp	+3.5pp	+7.8pp	+6.3pp	+5.9pp	+6.6pp
Guided tours and experiences	+7.1pp	+0.9pp	+9.5pp	+7.8pp	+6.7pp	+7.7pp	+5.7pp
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

\*Small sample size

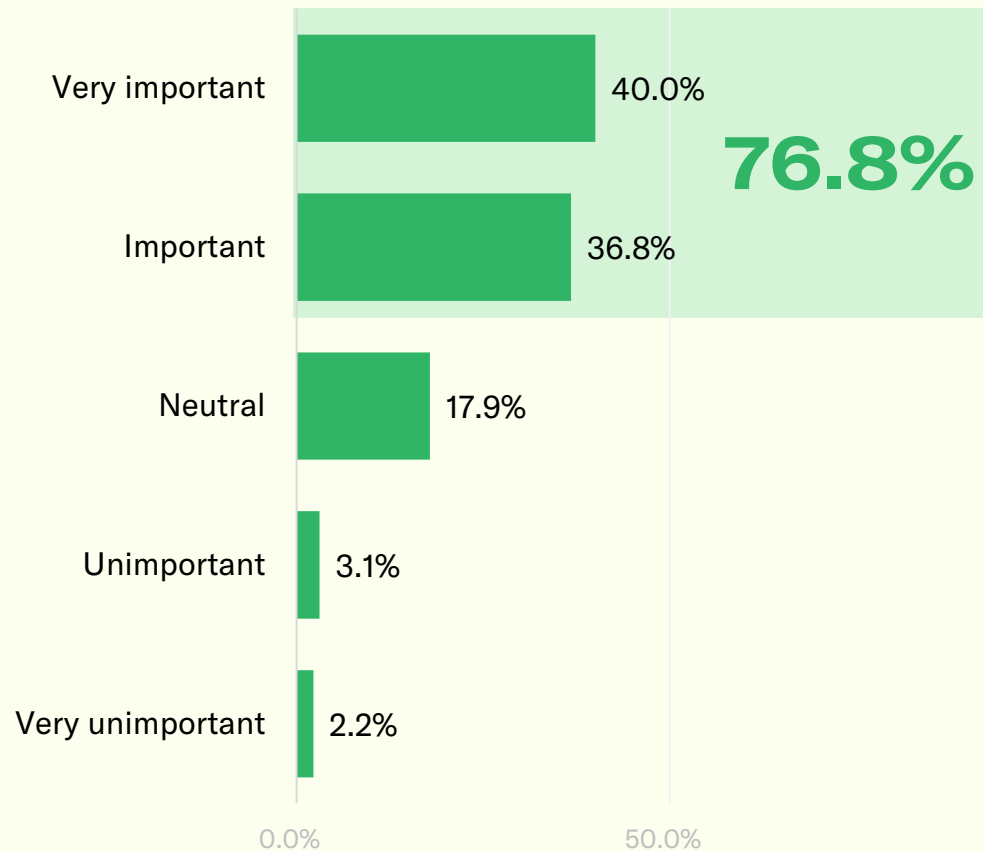
Question: How important were each of the following to your decision to take this trip to/within Oregon?  
 How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (630 completed surveys)

# Over three quarters of Southern Oregon visitors say the environmental impact of their travels are important to their trip planning process.

At 76.8%, most 2024-2025 Southern Oregon visitors take into account their travels' environmental impact when planning, with 40.0% saying this is very important. Among the segments, environmental impact was most important for Arts & Culture Participants (83.1%), but relatively least important for in-state Southern Oregon visitors (51.5%).

## 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>76.8%</b>	<b>78.2%</b>	<b>51.5%</b>	<b>80.4%</b>	<b>78.7%</b>	<b>77.6%</b>	<b>83.1%</b>
Very important	40.0%	30.6%	15.2%	45.7%	41.0%	39.8%	46.4%
Important	36.8%	47.6%	36.4%	34.7%	37.7%	37.7%	36.8%
Neutral	17.9%	18.5%	39.8%	14.5%	15.5%	17.1%	14.8%
Unimportant	3.1%	1.5%	4.2%	3.3%	3.8%	3.4%	1.3%
Very unimportant	2.2%	1.7%	4.5%	1.9%	1.9%	1.9%	0.9%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

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

Base: Total respondents (630 completed surveys)

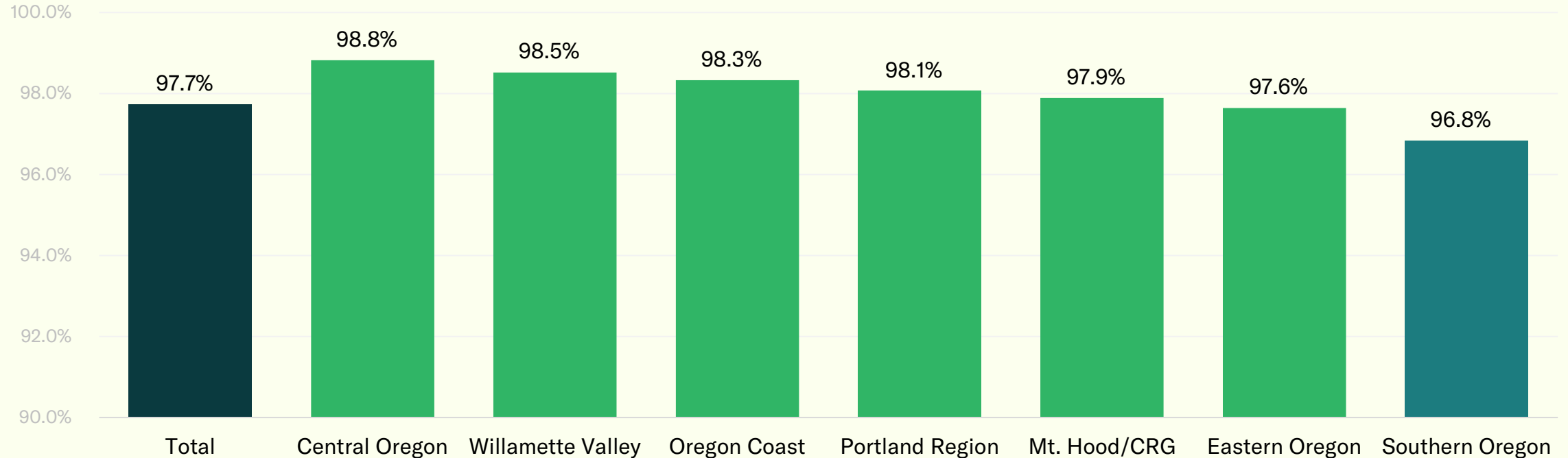
# Detailed Findings: Visitor Satisfaction

# Though still high, satisfaction with the Southern Oregon region trip is relatively lower compared to other regions.

When comparing satisfaction levels across different regions visited, 96.8% of 2024-25 visitors whose trip to Oregon included the Southern Oregon being satisfied or very satisfied with their overall trip experience, slightly lower than the total statewide visitor score of 97.7%.

## Overall Trip Satisfaction: Statewide vs. Regions

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



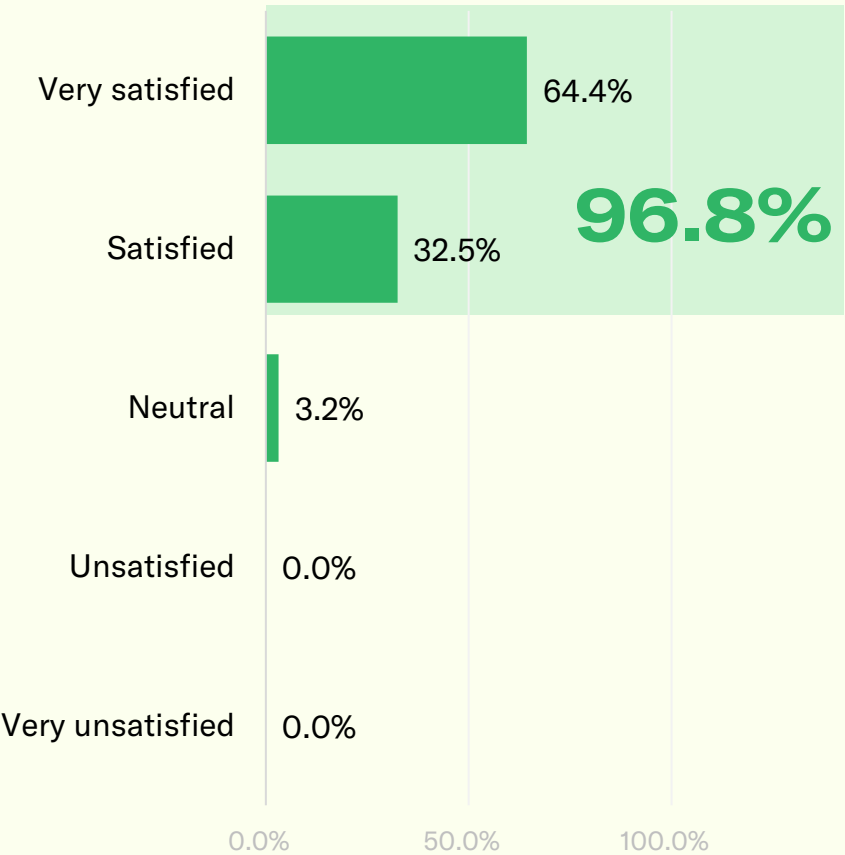
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (2,737 completed surveys)

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

Nearly all (96.8%) 2024-2025 visitors to Oregon were satisfied with their overall trip, with nearly two-thirds (64.4%) saying they were very satisfied. Of the segments, Food & Drink Participants were the most satisfied, with a top-two box score of 98.3%.

## Overall Trip Satisfaction



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Top 2 Box</b>	<b>96.8%</b>	<b>95.0%</b>	<b>99.1%</b>	<b>97.1%</b>	<b>97.9%</b>	<b>98.3%</b>	<b>98.1%</b>
Very satisfied	64.4%	46.9%	62.5%	68.9%	69.3%	67.3%	68.1%
Satisfied	32.5%	48.1%	36.6%	28.1%	28.6%	31.1%	30.0%
Neutral	3.2%	5.0%	0.9%	2.9%	2.1%	1.7%	1.9%
Unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Very unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

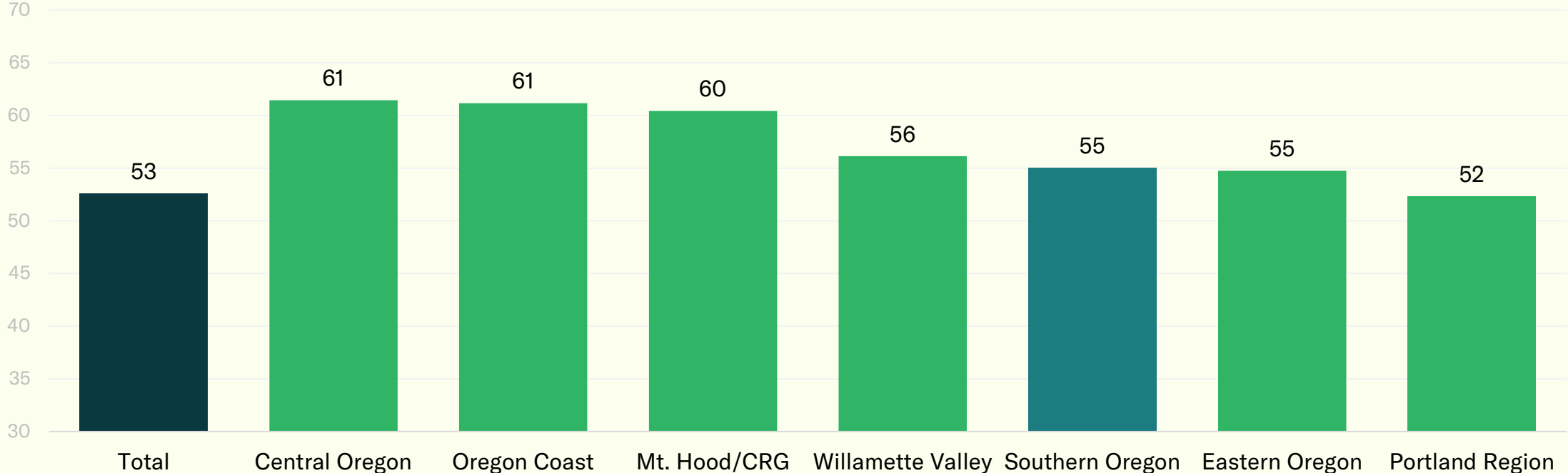
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (630 completed surveys)

# Likelihood to recommend was relatively lowest for the Southern Oregon compared to other areas of Oregon.

Compared to the statewide score of 53 to the individual scores for each region, Southern Oregon 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



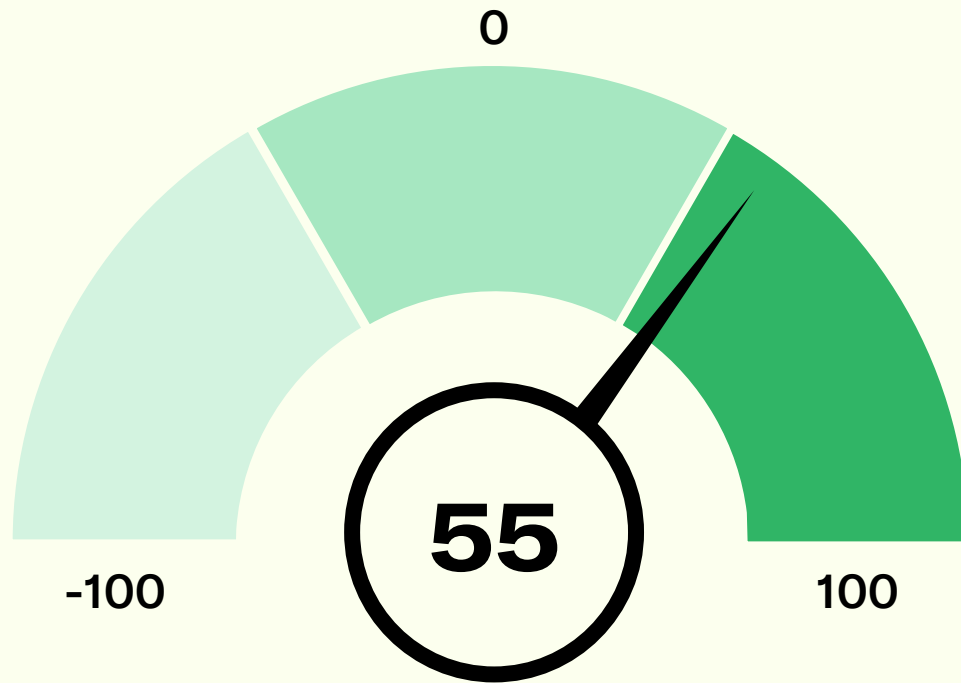
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (2,737 completed surveys)

# Southern Oregon visitors are 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 Southern Oregon is 55. For this metric, scores between 0-20 are considered poor, 20-30 classifies as fair, 30-50 good, 50-70 excellent, and 70+ world class.

## Likelihood to Recommend Oregon



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
<b>Likelihood to Recommend Score</b>	55	41	68	57	65	60	63
<b>Base</b>	630	99	75	453	376	451	195

*\*Small sample size*

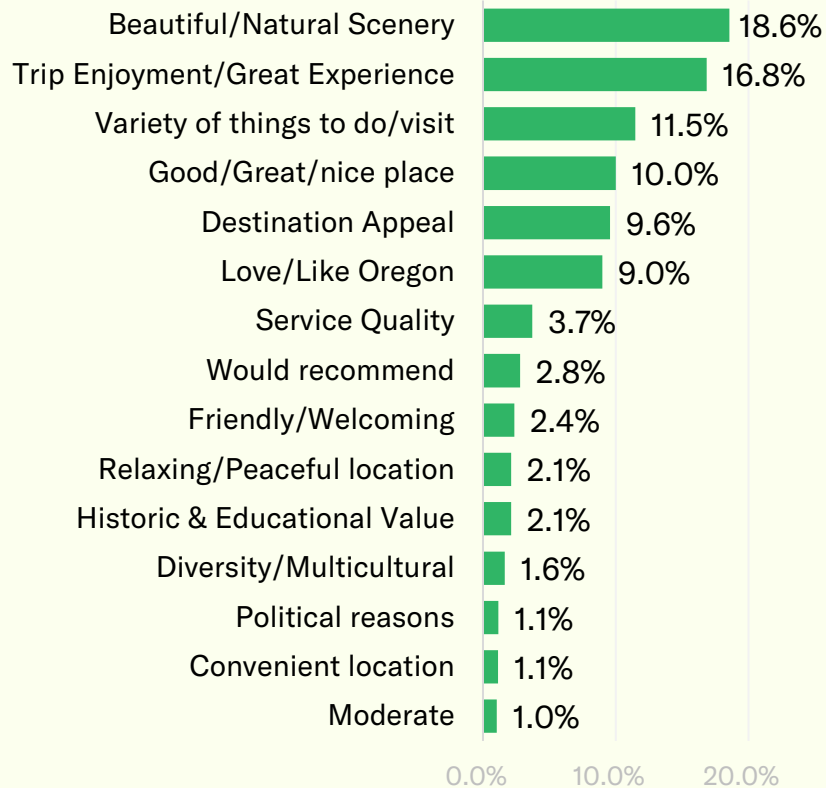
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (630 completed surveys)

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

Nearly one in five (18.6%) Southern Oregon visitors said the beautiful/natural scenery is the reason why they rated their likelihood to recommend Oregon at a 9 or 10, followed by 16.8% 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	18.6%	20.6%	40.1%	14.7%	17.9%	21.0%	22.4%
Trip Enjoyment/Great Experience	16.8%	15.2%	0.0%	19.9%	16.7%	17.2%	15.4%
Variety of things to do/visit	11.5%	9.6%	17.8%	10.8%	12.5%	11.4%	15.1%
Good/Great/nice place	10.0%	0.0%	3.1%	12.9%	9.9%	10.8%	9.7%
Destination Appeal	9.6%	10.9%	6.6%	9.8%	11.1%	9.6%	9.1%
Love/Like Oregon	9.0%	16.0%	8.0%	7.9%	8.0%	7.8%	5.0%
Service Quality	3.7%	5.1%	0.0%	4.1%	4.7%	3.6%	1.9%
Would recommend	2.8%	0.0%	5.1%	2.9%	1.9%	3.4%	2.7%
Friendly/Welcoming	2.4%	5.3%	0.0%	2.2%	1.2%	1.8%	0.0%
Relaxing/Peaceful location	2.1%	2.3%	3.7%	1.8%	2.4%	2.9%	0.0%
Historic & Educational Value	2.1%	2.3%	0.0%	2.4%	2.6%	1.9%	4.7%
Diversity/Multicultural	1.6%	1.6%	0.0%	1.9%	2.4%	2.0%	3.0%
Political reasons	1.1%	0.0%	2.5%	1.1%	1.7%	1.6%	2.4%
Convenient location	1.1%	0.0%	0.0%	1.5%	0.6%	1.6%	0.0%
Moderate	1.0%	7.8%	0.0%	0.0%	1.0%	0.0%	1.9%
<b>Base</b>	<b>206</b>	<b>26</b>	<b>27</b>	<b>153</b>	<b>143</b>	<b>154</b>	<b>70</b>

*\*Small sample size*

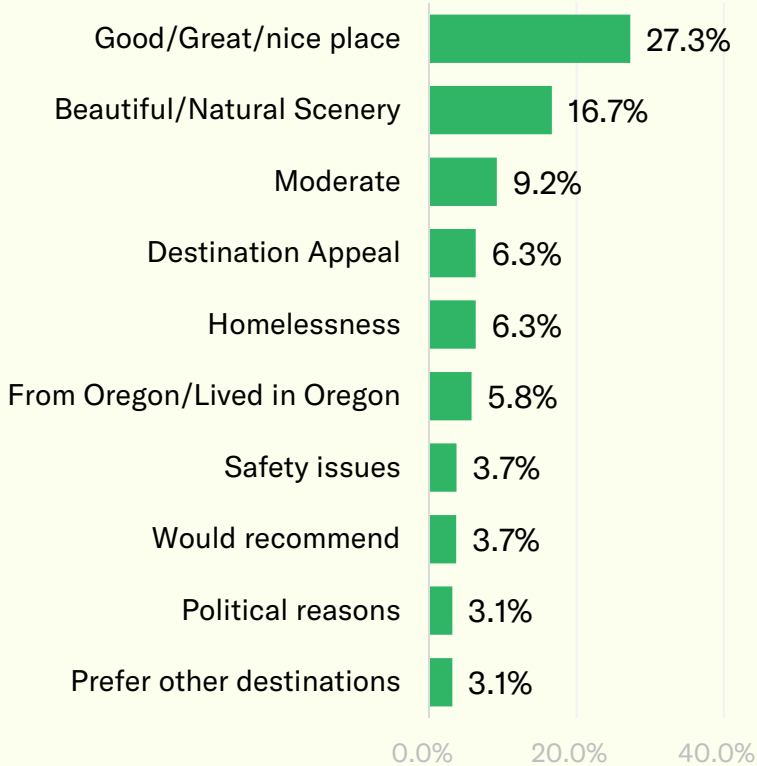
Question: (Optional) Please explain below why you selected that rating.

Base: Respondents who selected a 9 or 10 for likelihood to recommend Oregon as a place to visit (206 completed surveys)

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

Among the 20 respondents who rated their likelihood to recommend Oregon at a 6 or lower and shared their reasoning, 27.3% said they felt Oregon was a good place, but 6.3% said their rating was due to homelessness 3.7% cited safety issues. It should be noted that good/great/nice place ranks highest here due to the fact that the some of these respondents may not consider a score of 6 or even 5 out of 10 to be negative.

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



## By Segment

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

	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Good/Great/nice place	27.3%	20.2%	100.0%	24.6%	31.5%	32.2%	10.2%
Beautiful/Natural Scenery	16.7%	0.0%	0.0%	21.7%	31.1%	13.7%	9.4%
Moderate	9.2%	0.0%	0.0%	12.0%	0.0%	7.8%	12.7%
Destination Appeal	6.3%	34.5%	0.0%	0.0%	0.0%	0.0%	17.4%
Homelessness	6.3%	0.0%	0.0%	8.2%	11.8%	0.0%	0.0%
From Oregon/Lived in Oregon	5.8%	0.0%	0.0%	7.5%	0.0%	9.8%	0.0%
Safety issues	3.7%	0.0%	0.0%	4.9%	7.0%	6.3%	10.3%
Would recommend	3.7%	20.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Political reasons	3.1%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%
Prefer other destinations	3.1%	0.0%	0.0%	4.1%	0.0%	5.3%	0.0%
<b>Base</b>	<b>20</b>	<b>4</b>	<b>1</b>	<b>15</b>	<b>10</b>	<b>12</b>	<b>7</b>

*\*Small sample size*

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

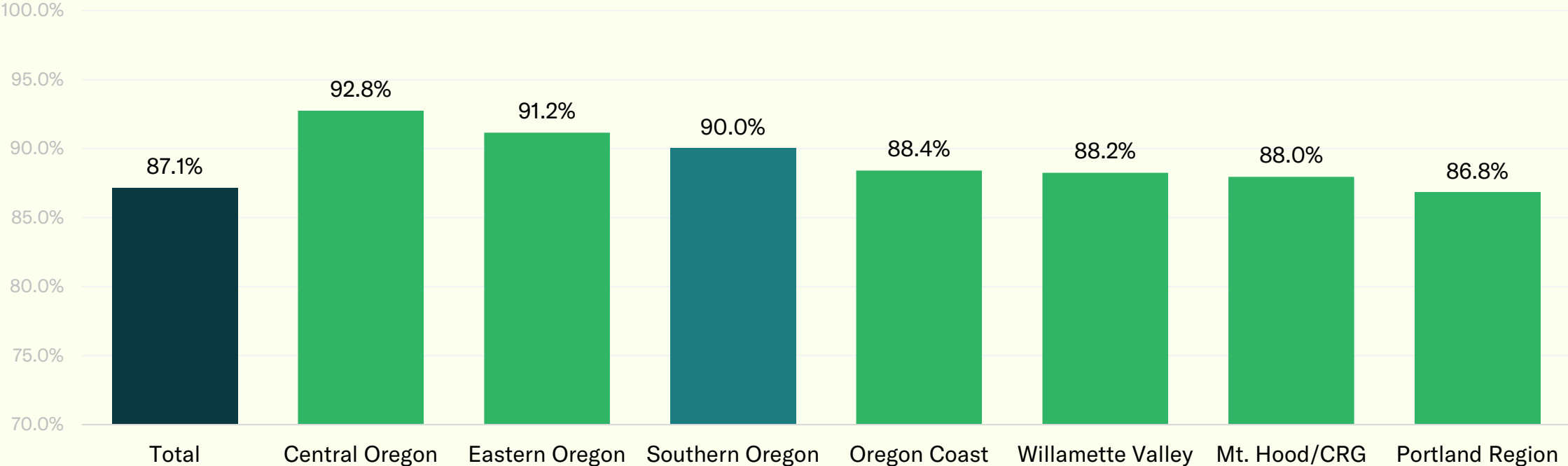
Base: Respondents who selected a 6 or lower for likelihood to recommend Oregon as a place to visit (20 completed surveys)

# Southern Oregon region visitors are more likely to return to Oregon in the next year compared to total statewide visitors.

Nine-in-ten (90.0%) Southern Oregon visitors reported being likely or very likely to return to the state, which is higher than total statewide visitors' likelihood to return (87.1%). Visitors whose trip included Central Oregon are most likely to return (92.8%), followed by Eastern Oregon visitors (91.2%).

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

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



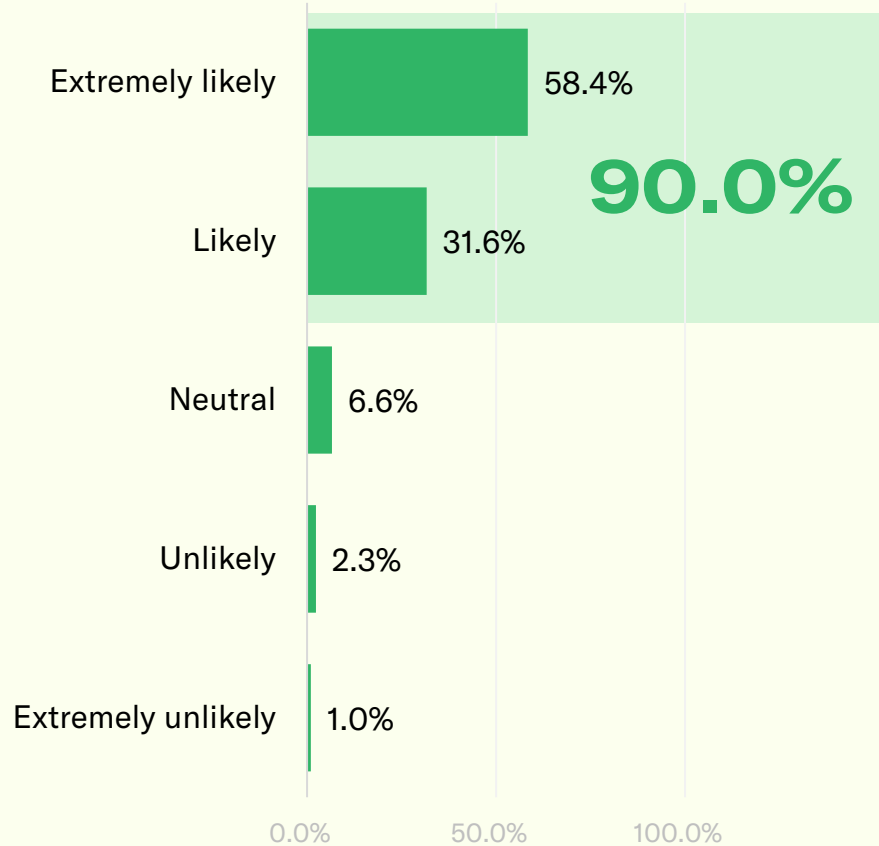
Question: How likely are you to travel to or within Oregon again in the next 12 months?

Base: Total respondents (2,737 completed surveys)

# Nine in ten Southern Oregon visitors are likely to return to Oregon.

Of the 90.0% who are likely to return to Oregon, well over half (58.4%) said they are extremely likely to return. For the segments, likelihood to return was highest among in-state visitors (98.82).

## 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>90.0%</b>	<b>79.9%</b>	<b>98.2%</b>	<b>91.0%</b>	<b>92.0%</b>	<b>90.0%</b>	<b>91.8%</b>
Extremely likely	58.4%	40.0%	81.5%	58.9%	59.8%	59.9%	58.5%
Likely	31.6%	39.8%	16.7%	32.1%	32.3%	30.1%	33.3%
Neutral	6.6%	12.8%	0.9%	6.1%	5.2%	6.2%	6.8%
Unlikely	2.3%	3.2%	0.9%	2.4%	1.8%	2.5%	0.9%
Extremely unlikely	1.0%	4.2%	0.0%	0.5%	0.9%	1.2%	0.5%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

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

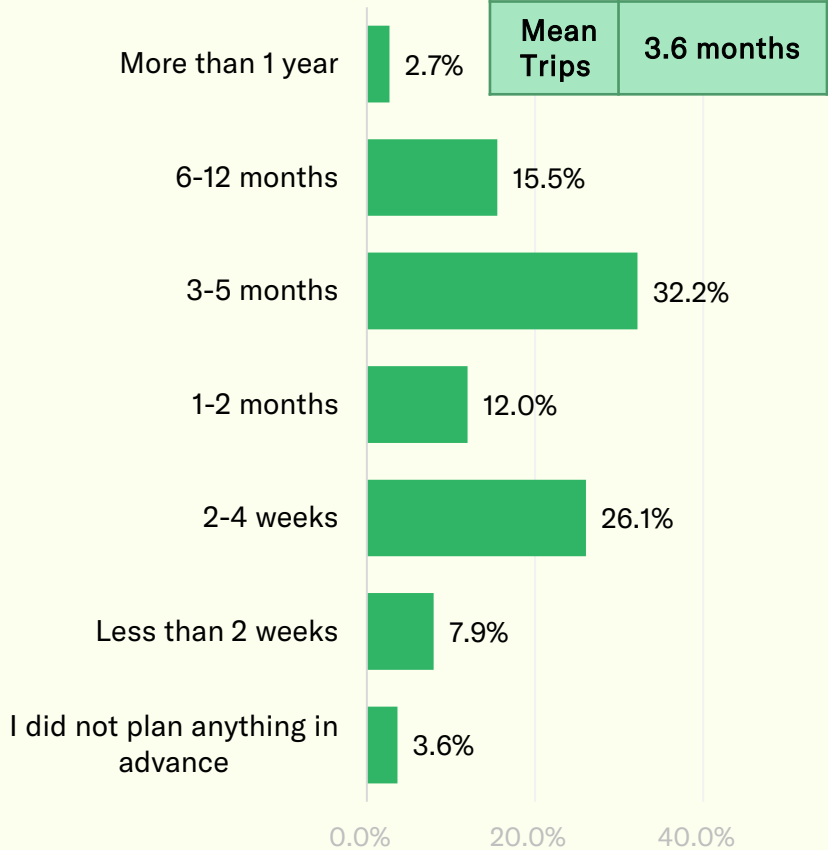
Base: Total respondents (630 completed surveys)

# Detailed Findings: Travel Planning & Media

# The average trip planning window for Southern Oregon visitors is 3.6 months.

Visitors to the Southern Oregon in 2024-2025 planned their trip an average of 3.6 months in advance of their arrival, with 49.6% reporting planning their trip in 2 months or less. Among the segments, the longest average planning window was reported by Arts & Culture Participants (3.9 months), while in-state visitors had the shortest average booking window of 2.4 months.

## Trip Planning Window



## By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
More than 1 year	2.7%	2.6%	0.9%	3.0%	3.0%	2.6%	4.3%
6-12 months	15.5%	14.8%	8.7%	16.6%	15.6%	16.3%	15.5%
3-5 months	32.2%	36.9%	17.3%	33.1%	33.1%	31.7%	37.5%
1-2 months	12.0%	16.8%	12.3%	10.9%	9.8%	12.0%	13.4%
2-4 weeks	26.1%	23.3%	22.8%	27.4%	28.8%	26.8%	24.1%
Less than 2 weeks	7.9%	4.7%	24.5%	6.2%	6.8%	7.7%	4.2%
I did not plan anything in advance	3.6%	0.9%	13.4%	2.8%	2.9%	2.8%	0.9%
<b>Mean (Months)</b>	<b>3.6</b>	<b>3.6</b>	<b>2.4</b>	<b>3.8</b>	<b>3.7</b>	<b>3.7</b>	<b>3.9</b>
<b>Base</b>	<b>606</b>	<b>98</b>	<b>64</b>	<b>441</b>	<b>364</b>	<b>438</b>	<b>193</b>

*\*Small sample size*

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

Base: Total respondents (606 completed surveys).

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

Online search (45.8%) and personal recommendations (33.4%) were by far the most reported sources that inspired Southern Oregon visitors to travel to Oregon. One in four (25.5%) said social media, while similar percentages were inspired by an online destination travel guide (23.9%) and/or said they drew inspiration from a previous trip (23.7%).



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

Base: Total respondents (630 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	45.8%	42.8%	31.2%	48.9%	56.3%	49.6%	58.2%
Friend or family or coworker recommendation	33.4%	42.7%	43.0%	30.0%	38.0%	40.4%	35.6%
Social media platform	25.5%	21.6%	15.0%	27.8%	27.5%	27.5%	29.8%
Online destination travel guide	23.9%	24.1%	4.3%	27.0%	26.4%	24.1%	30.0%
My previous travel there	23.7%	16.7%	52.3%	21.1%	25.4%	25.9%	21.3%
Travel review website	21.4%	21.9%	4.2%	23.5%	22.3%	23.2%	28.9%
Welcome Center/Visitor Information Center	18.3%	22.2%	9.9%	18.2%	16.2%	17.9%	23.7%
YouTube video	18.0%	11.2%	9.0%	20.5%	20.9%	19.8%	20.5%
AAA travel guide	16.5%	22.5%	3.2%	17.1%	15.9%	16.4%	21.0%
Printed destination travel guide	15.3%	26.6%	7.7%	14.0%	14.5%	14.0%	22.4%
Destination website	14.4%	19.8%	8.9%	14.1%	15.3%	14.1%	18.3%
Travel blog	12.8%	12.3%	2.8%	14.0%	12.8%	13.1%	16.0%
Mapping websites/app	11.1%	11.6%	6.1%	11.9%	10.9%	12.1%	13.7%
Podcasts	9.8%	12.6%	0.0%	10.5%	12.2%	11.2%	10.7%
Influencer(s)	9.3%	12.4%	2.8%	9.6%	9.7%	8.8%	10.0%
Hotel/lodging website	9.3%	9.4%	5.4%	9.9%	10.5%	10.6%	9.6%
Travel article on a website	8.6%	7.8%	4.4%	9.3%	10.5%	9.3%	8.8%
Travel advertisements	6.3%	5.5%	5.0%	6.8%	6.4%	7.4%	7.4%
Travel booking website/app	6.3%	7.6%	1.1%	6.6%	6.2%	6.1%	8.2%
Printed maps	5.9%	4.3%	4.3%	6.6%	5.0%	5.2%	7.7%
Travel agent/tour operator/tour guide	5.8%	6.7%	0.0%	6.6%	6.3%	6.4%	7.1%
None of the above	5.7%	2.4%	11.4%	5.6%	2.3%	4.9%	1.2%
Travel article in a magazine/newspaper	5.5%	5.6%	2.6%	6.0%	5.0%	5.4%	7.2%
AI-Related search or recommendations	5.1%	4.0%	0.0%	6.0%	5.3%	5.6%	5.4%
A film/movie	4.8%	5.8%	4.3%	4.7%	5.6%	5.6%	4.1%
Television program/series	4.8%	7.2%	0.9%	4.7%	5.6%	4.3%	5.6%
Airline website	4.7%	6.5%	1.1%	4.7%	5.0%	5.2%	6.2%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

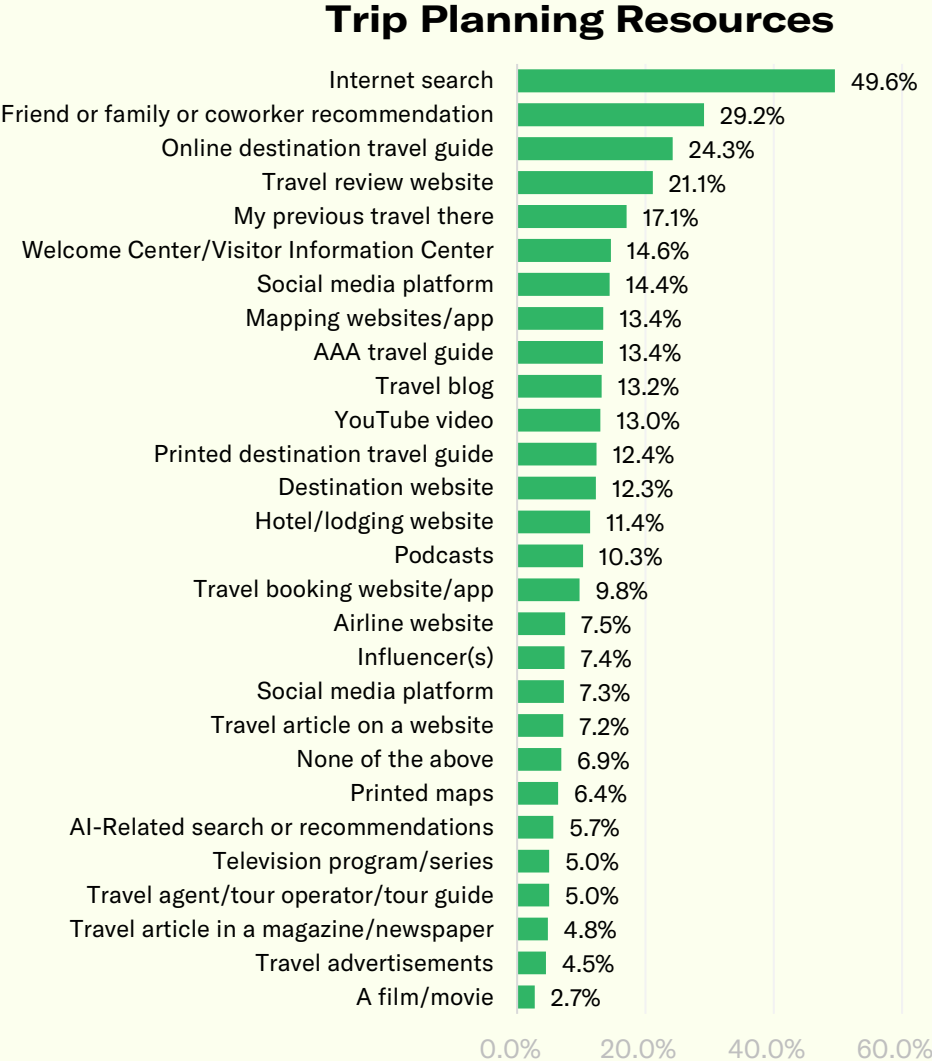
\*Small sample size

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

Base: Total respondents (630 completed surveys)

# Online search was the top resource used to plan the Oregon trip.

When it comes to their top resources for planning their 2024-2025 trip to Oregon, online search (49.6%) was by far the most-selected resource among Southern Oregon region visitors. This was followed distantly by personal recommendation (29.2%), while one in four said they planned their trip using an online destination travel guide (24.3%).



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

Base: Total respondents (630 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	49.6%	47.4%	54.7%	49.4%	62.0%	54.1%	53.4%
Friend or family or coworker recommendation	29.2%	40.7%	30.9%	26.1%	32.9%	33.4%	31.8%
Online destination travel guide	24.3%	21.8%	9.1%	26.9%	27.7%	23.3%	34.5%
Travel review website	21.1%	23.0%	5.1%	23.1%	21.0%	20.3%	26.6%
My previous travel there	17.1%	13.6%	29.1%	15.7%	17.5%	18.2%	20.5%
Welcome Center/Visitor Information Center	14.6%	17.6%	11.1%	13.8%	13.8%	13.0%	18.8%
Social media platform	14.4%	13.6%	8.0%	15.7%	16.6%	16.0%	18.6%
Mapping websites/app	13.4%	12.6%	10.1%	13.8%	12.0%	13.8%	12.5%
AAA travel guide	13.4%	13.6%	0.0%	14.9%	11.3%	12.3%	16.9%
Travel blog	13.2%	14.5%	3.0%	14.5%	14.5%	12.2%	18.6%
YouTube video	13.0%	17.1%	4.4%	13.4%	17.0%	14.2%	12.5%
Printed destination travel guide	12.4%	16.6%	5.8%	12.5%	12.7%	12.6%	19.5%
Destination website	12.3%	8.4%	5.3%	13.9%	12.0%	12.1%	15.4%
Hotel/lodging website	11.4%	7.9%	12.9%	11.8%	12.5%	13.8%	9.3%
Podcasts	10.3%	11.2%	0.0%	11.5%	10.4%	8.6%	10.0%
Travel booking website/app	9.8%	11.6%	6.2%	9.6%	10.1%	10.4%	9.6%
Airline website	7.5%	8.3%	1.1%	7.9%	7.6%	7.0%	8.1%
Influencer(s)	7.4%	10.9%	3.1%	7.3%	7.1%	7.5%	7.9%
Social media platform	7.3%	4.9%	0.0%	9.0%	8.1%	7.8%	6.9%
Travel article on a website	7.2%	14.4%	5.2%	5.5%	8.5%	8.4%	6.9%
None of the above	6.9%	2.3%	21.5%	5.7%	3.4%	5.5%	2.7%
Printed maps	6.4%	9.2%	3.2%	6.3%	6.6%	6.9%	10.3%
AI-Related search or recommendations	5.7%	5.0%	1.7%	6.4%	7.6%	6.8%	6.5%
Television program/series	5.0%	7.0%	0.0%	5.4%	6.4%	5.0%	4.2%
Travel agent/tour operator/tour guide	5.0%	6.7%	1.7%	5.2%	5.4%	6.1%	4.7%
Travel article in a magazine/newspaper	4.8%	8.5%	1.7%	4.4%	4.5%	5.6%	8.6%
Travel advertisements	4.5%	3.4%	3.9%	4.9%	4.5%	4.9%	6.3%
A film/movie	2.7%	4.0%	0.0%	2.5%	3.2%	2.3%	4.6%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

\*Small sample size

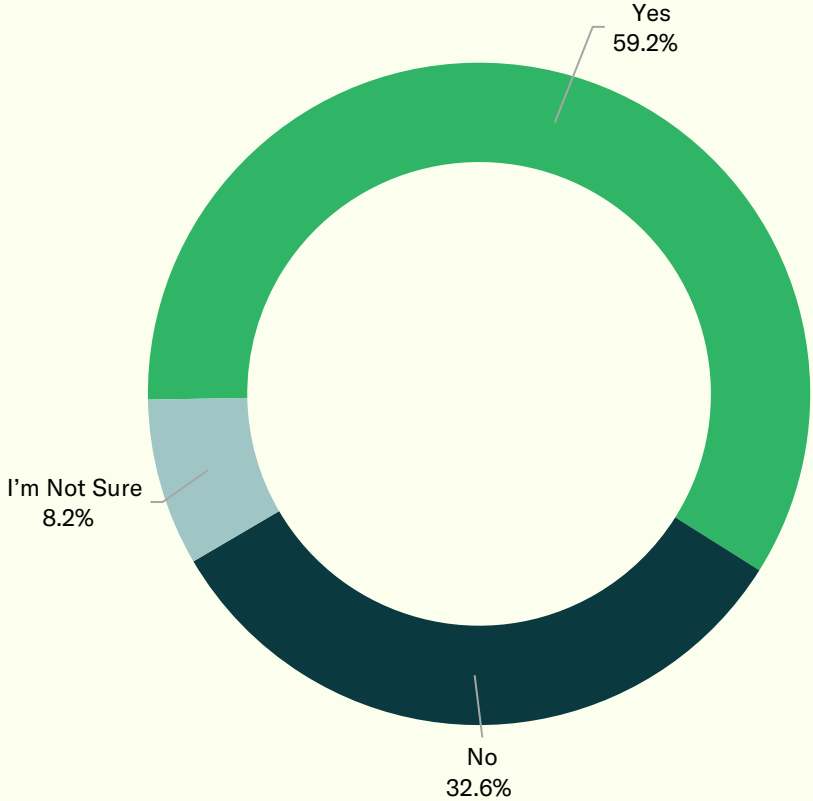
Question: Which of the following information sources did you use TO PLAN this Oregon trip?

Base: Total respondents (630 completed surveys)

# About six in ten Southern Oregon visitors recall seeing travel ads about Oregon.

A majority of 2024-2025 Southern Oregon visitors recalled seeing travel ads to Oregon in the past 12 months (59.2%). Unaided ad recall was highest among Arts & Culture Participants (67.5%), and lowest among Food & Drink Participants (55.7%).

## 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	59.2%	62.2%	66.5%	57.1%	59.2%	55.7%	67.5%
No	32.6%	33.9%	20.9%	34.4%	32.3%	34.7%	25.5%
I'm Not Sure	8.2%	3.9%	12.6%	8.5%	8.5%	9.5%	7.0%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

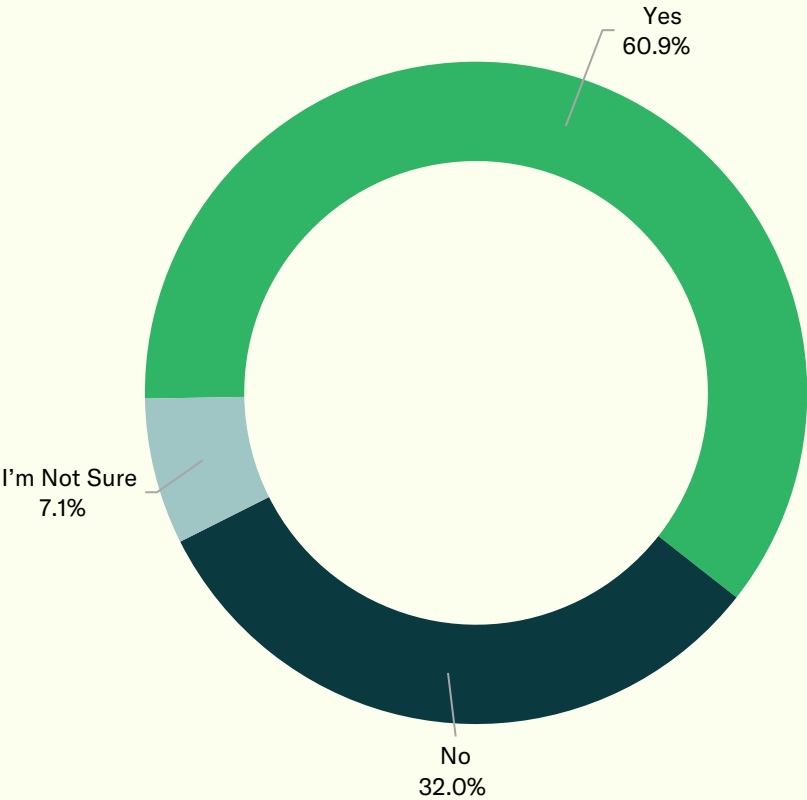
Question: In the past TWELVE (12) MONTHS do you recall having seen any travel advertisements about Oregon?

Base: Total respondents (630 completed surveys)

# A similar share of Southern Oregon 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 six in ten (60.9%) Southern Oregon visitors. As with ad recall, earned media recall was highest for Arts & Culture Participants (68.1%) and lowest for Food & Drink Participants (58.1%).

## Earned Media Recall



## By Segment

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

	Canadian Visitors*	In State*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	60.9%	63.2%	65.6%	59.3%	64.0%	58.1%	68.1%
No	32.0%	32.9%	23.7%	33.3%	28.5%	33.9%	26.5%
I'm Not Sure	7.1%	3.9%	10.7%	7.4%	7.5%	8.0%	5.4%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

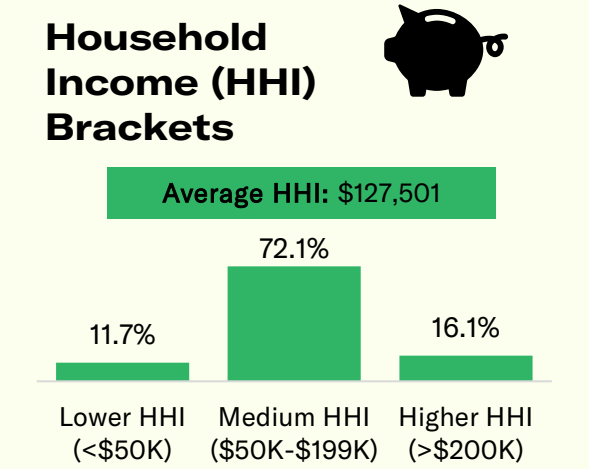
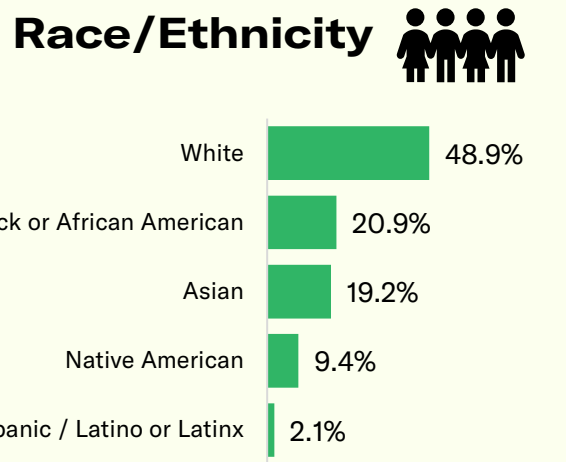
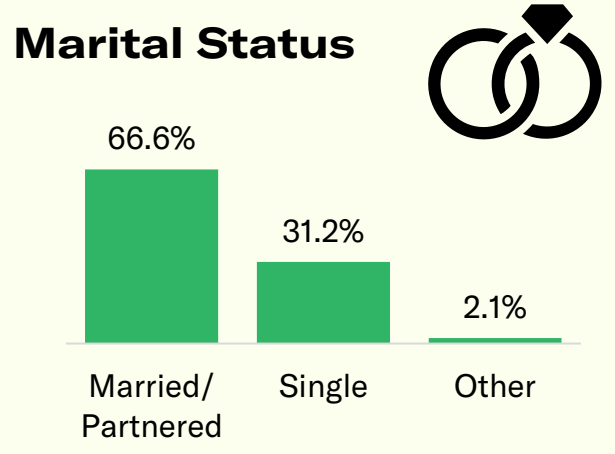
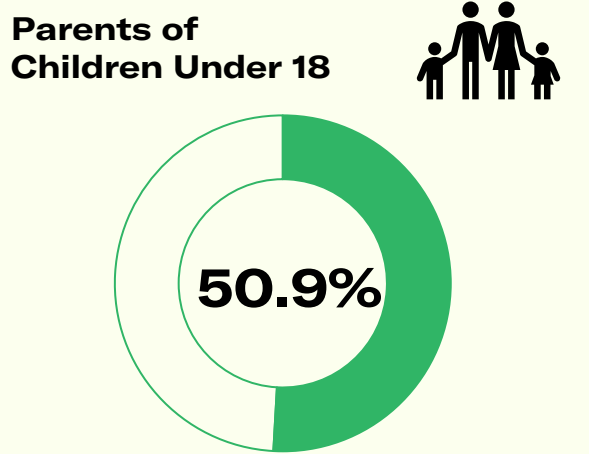
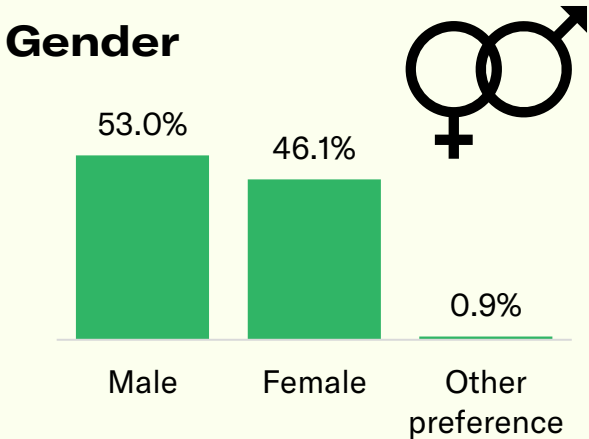
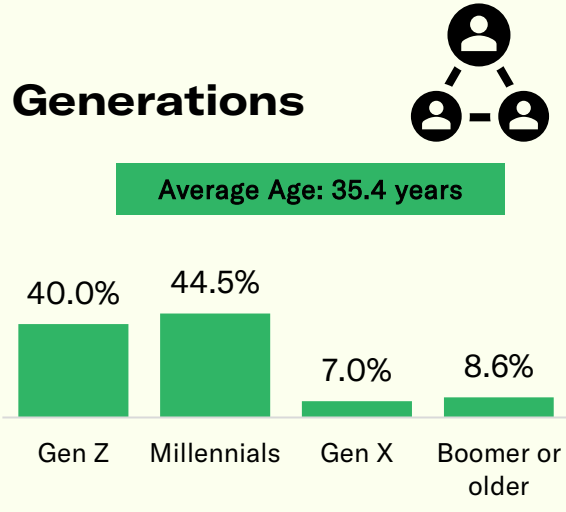
*\*Small sample size*

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

Base: Total respondents (630 completed surveys)

# Appendix I: Survey Respondent Demographics

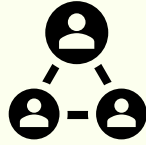
# Demographic Snapshot



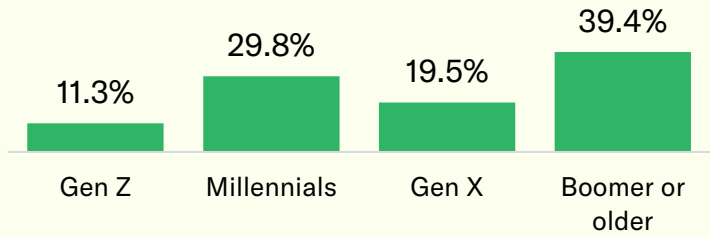
# Demographic Snapshot

In State

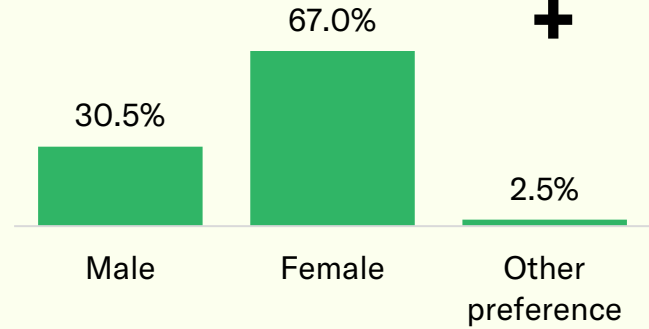
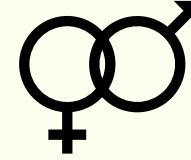
## Generations



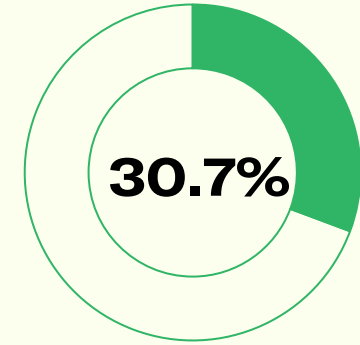
Average Age: 50.2 years



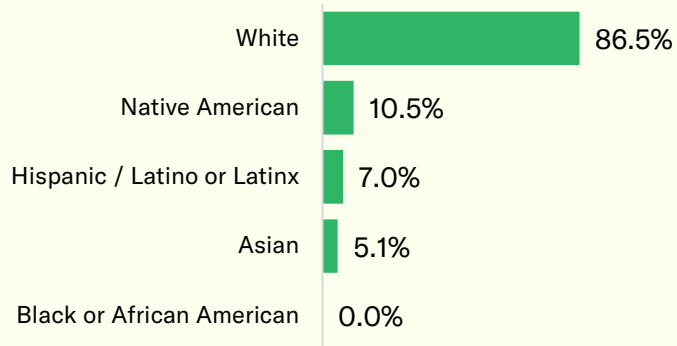
## Gender



## Parents of Children Under 18



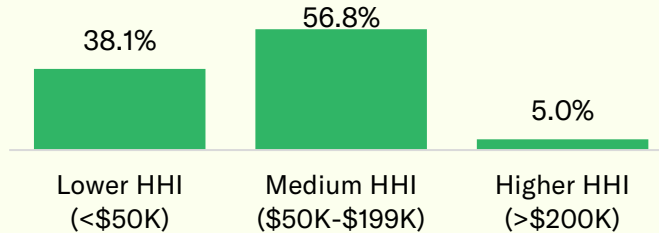
## Race/Ethnicity



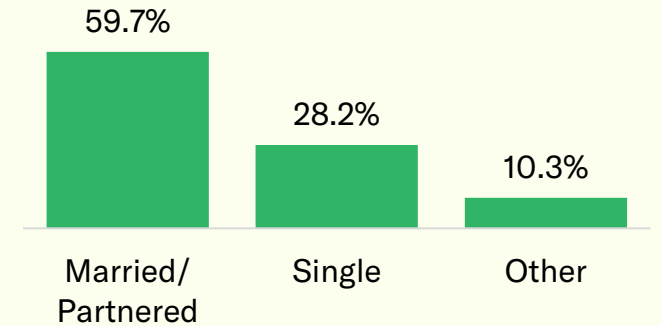
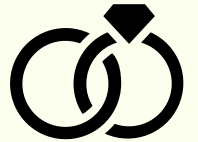
## Household Income (HHI) Brackets



Average HHI: \$82,417

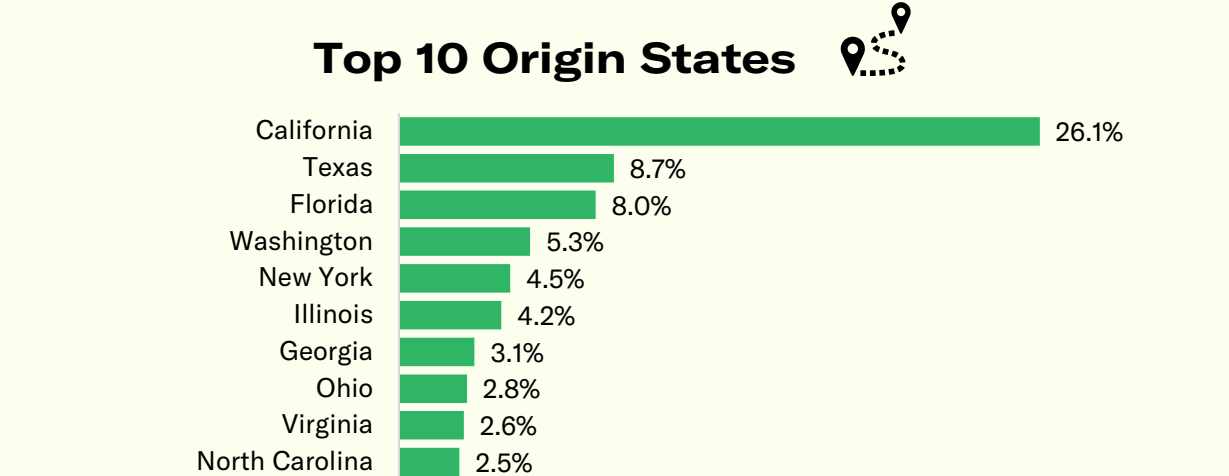
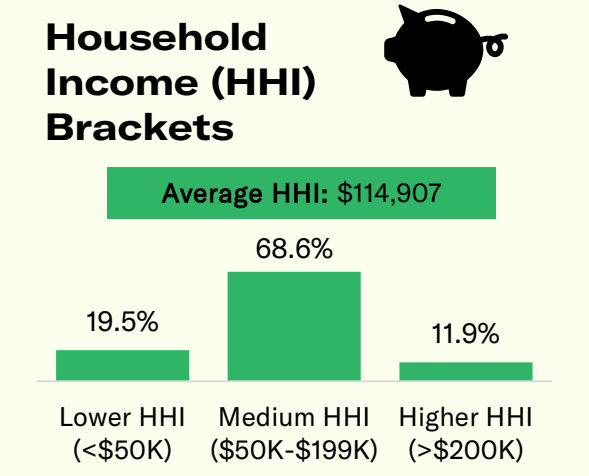
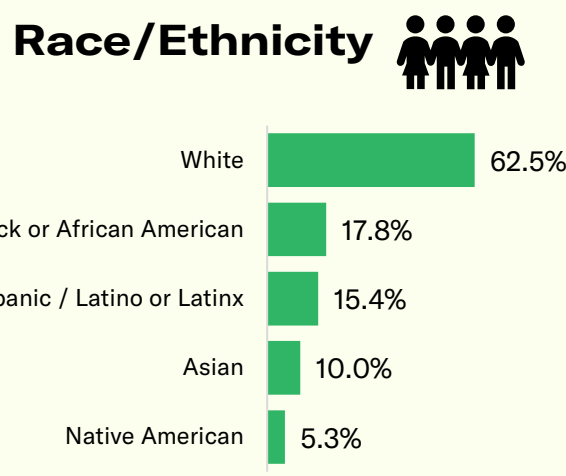
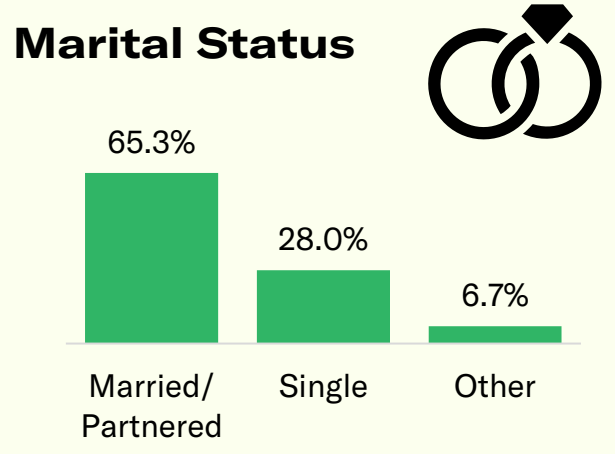
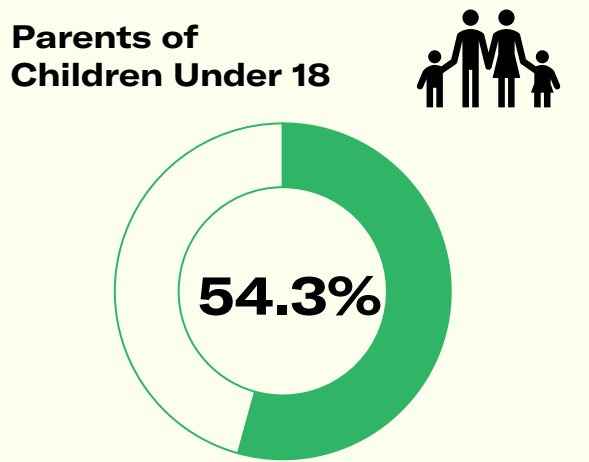
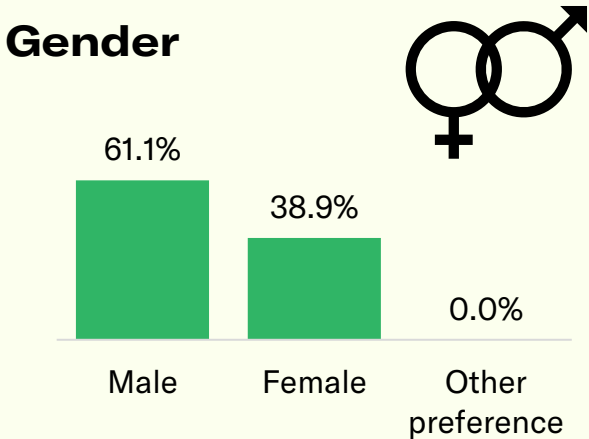
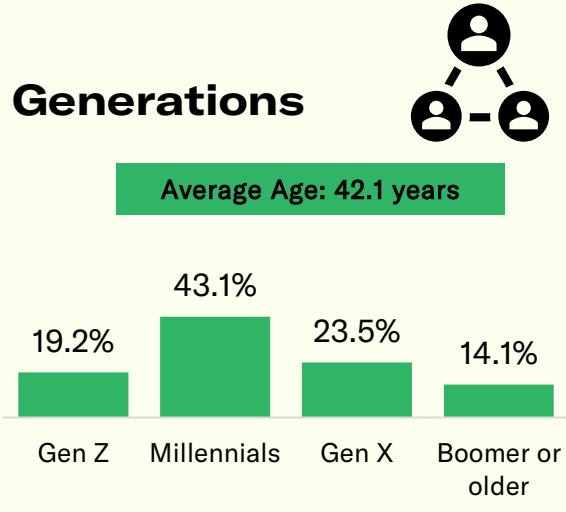


## Marital Status



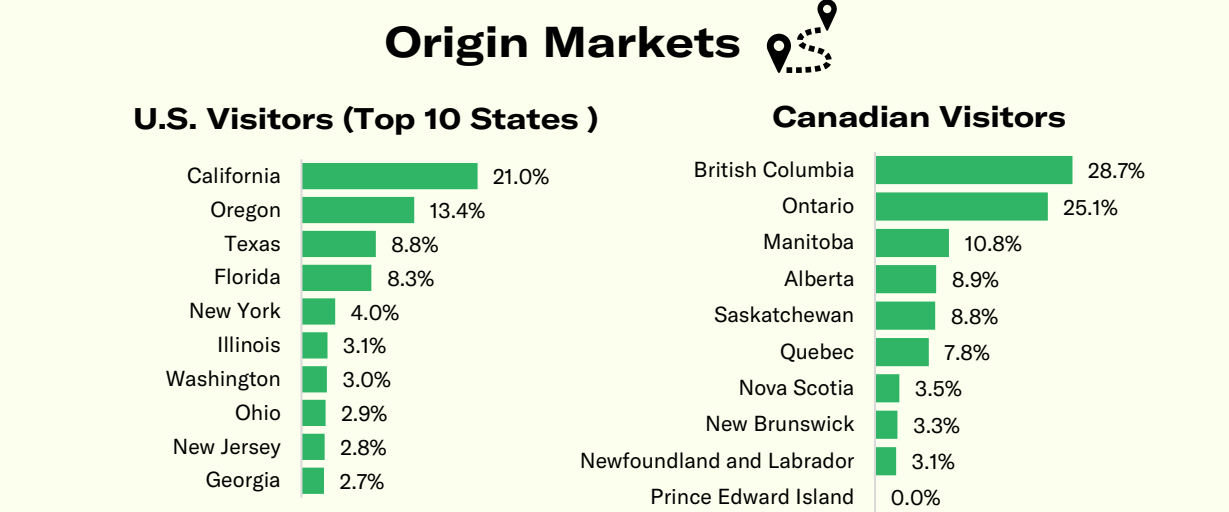
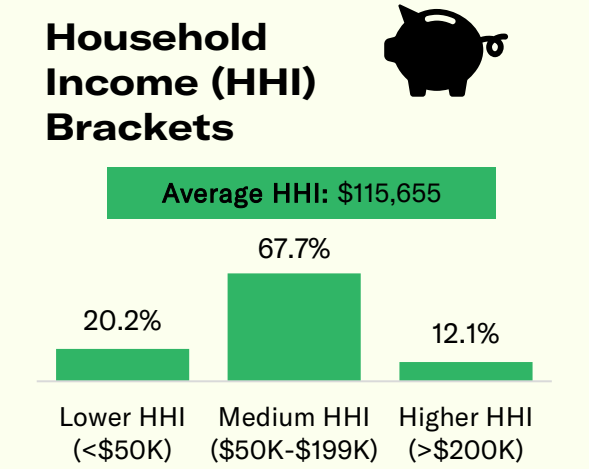
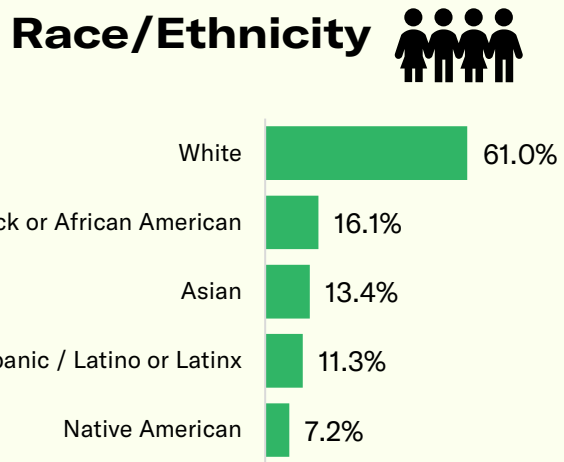
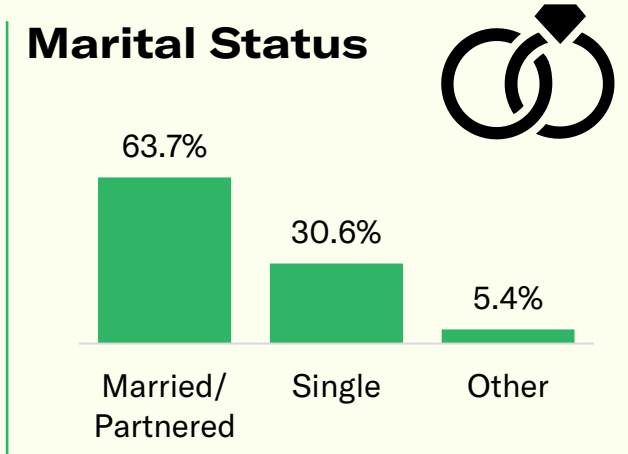
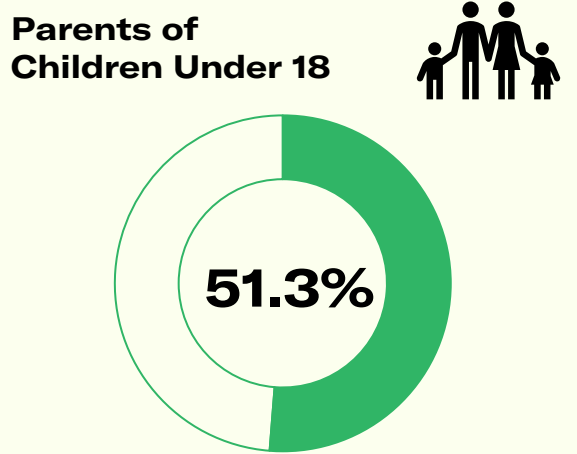
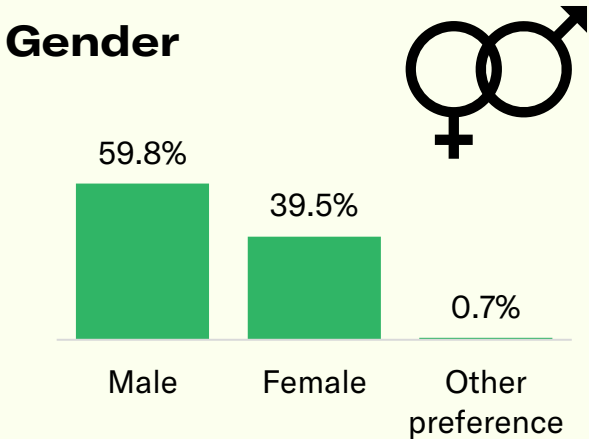
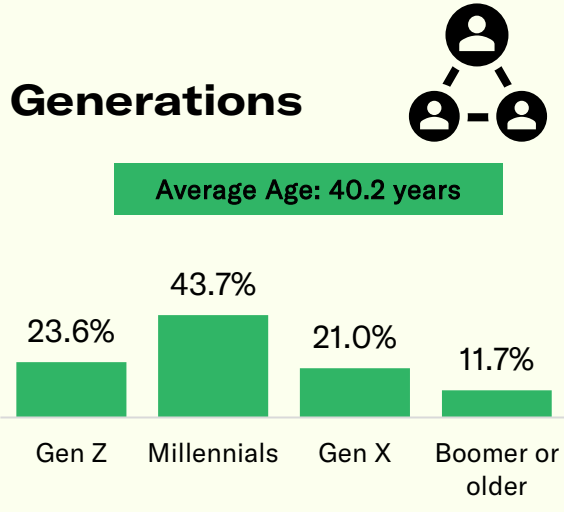
# Demographic Snapshot

**Out of State**



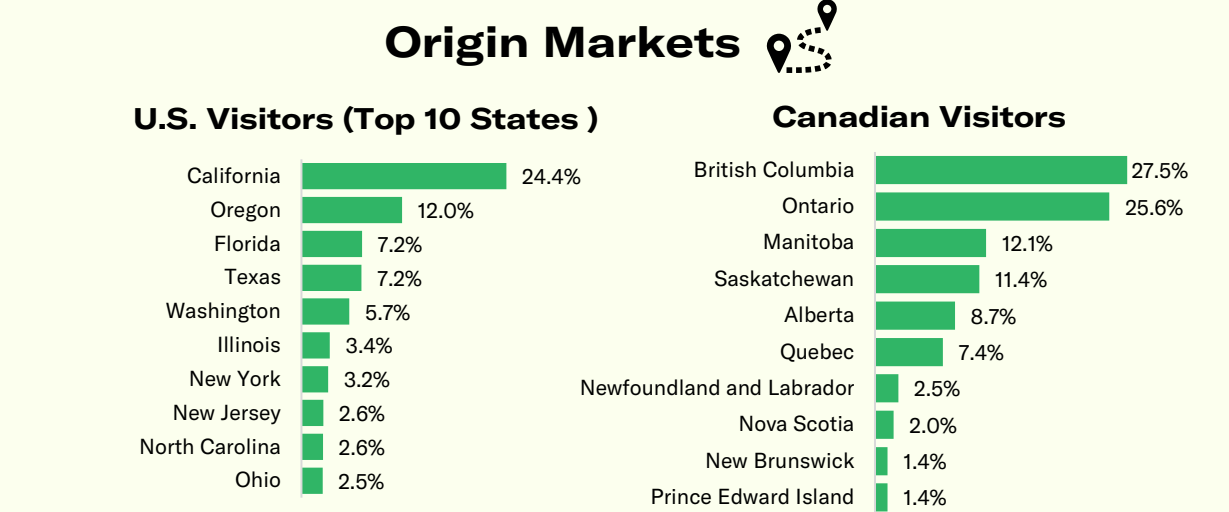
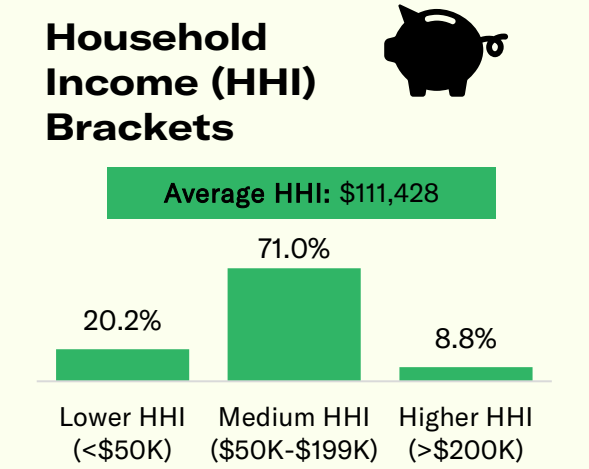
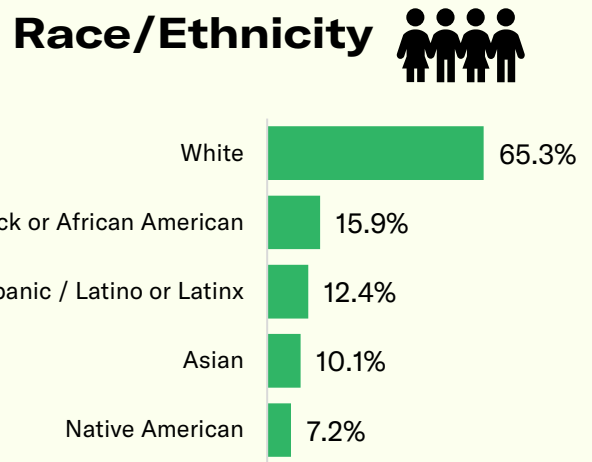
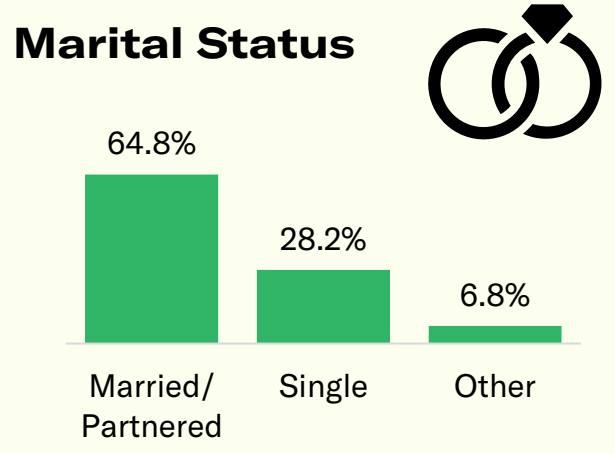
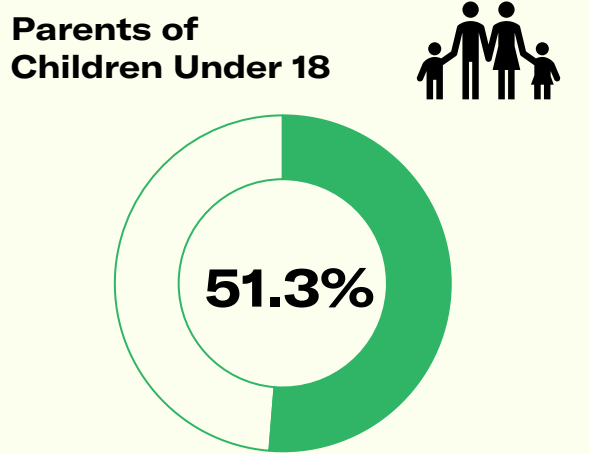
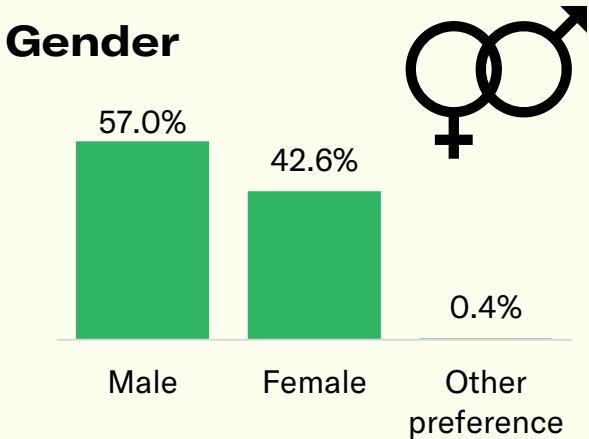
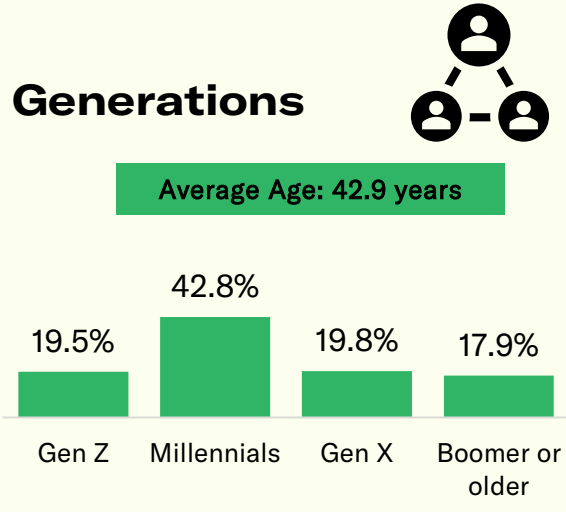
# Demographic Snapshot

## Outdoor Recreation Participants



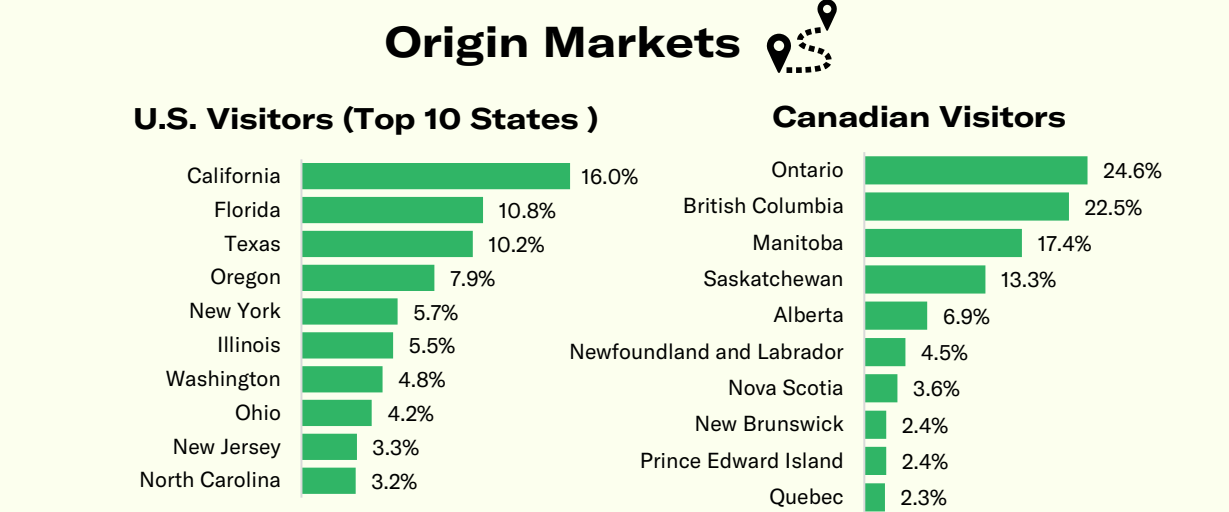
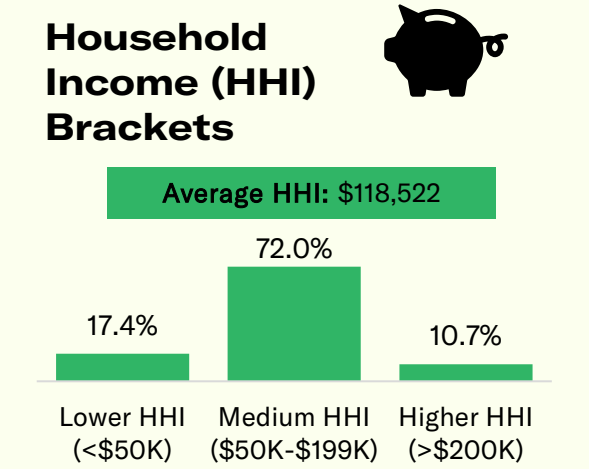
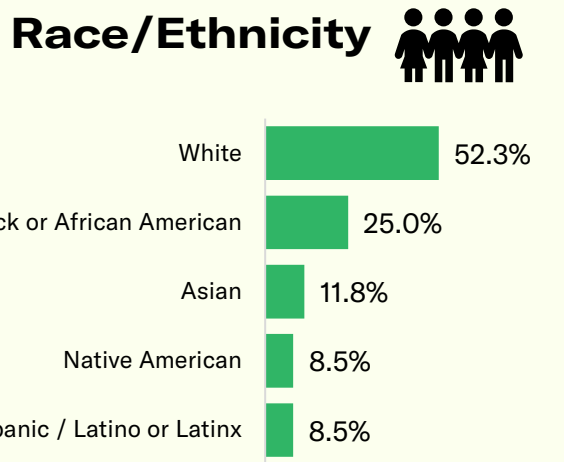
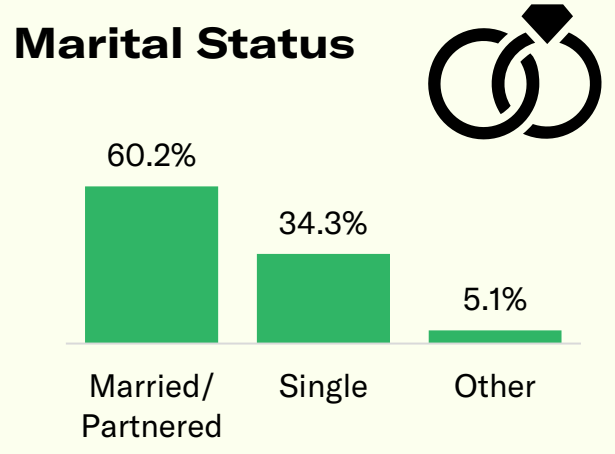
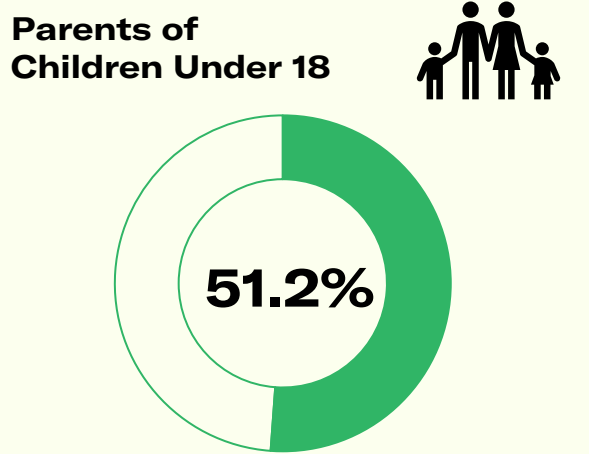
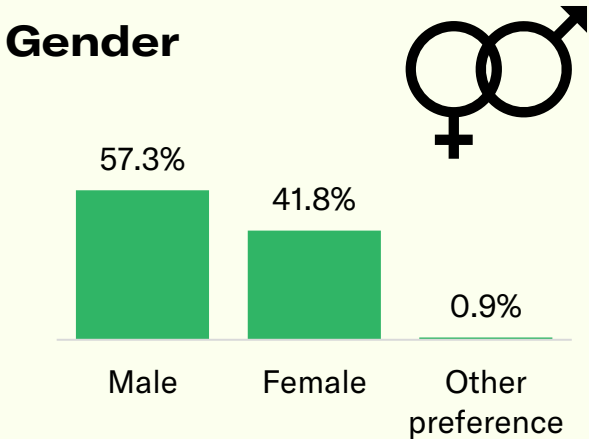
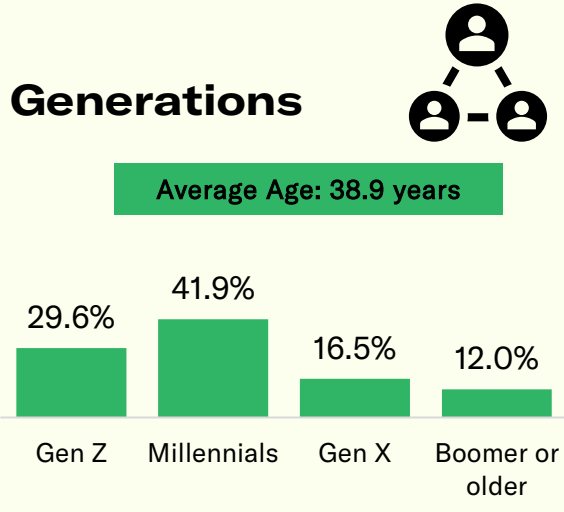
# Demographic Snapshot

## Food & Drink Participants

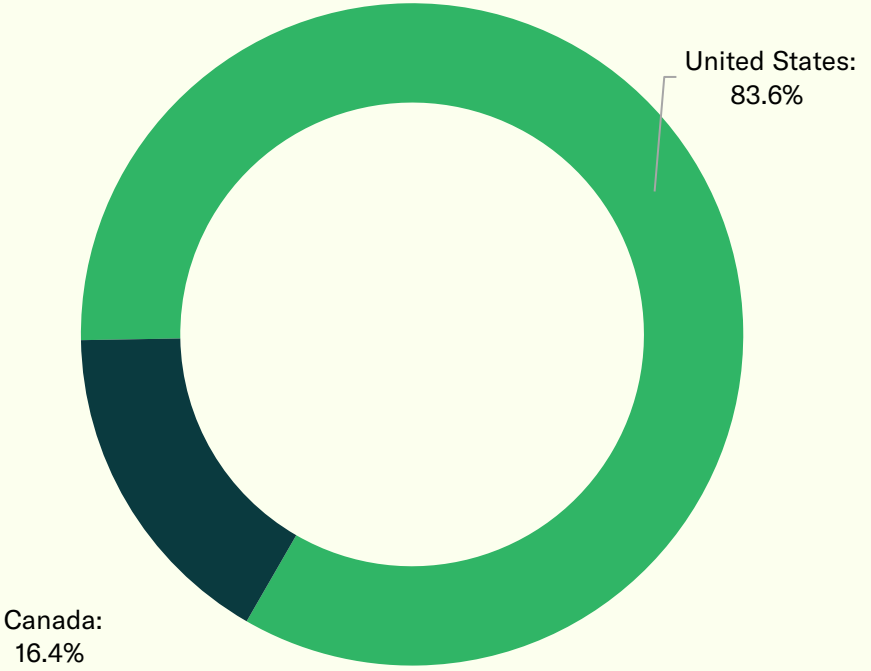


# Demographic Snapshot

## Arts & Culture Participants



# Survey Respondent Demographics: Origin Country



### By Segment

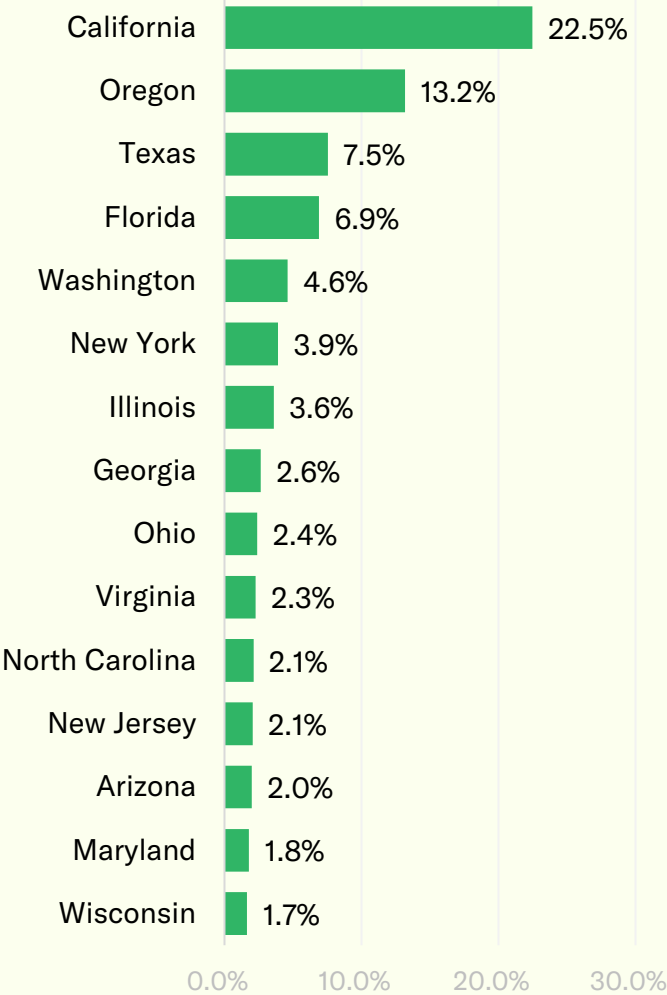
- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
United States	83.6%	84.7%	84.6%	80.0%
Canada	16.4%	15.3%	15.4%	20.0%
<b>Base</b>	<b>630</b>	<b>376</b>	<b>451</b>	<b>195</b>

Question: In what country do you currently reside?

Base: Total respondents (630 completed surveys)

# Survey Respondent Demographics: Origin Markets



### By Segment

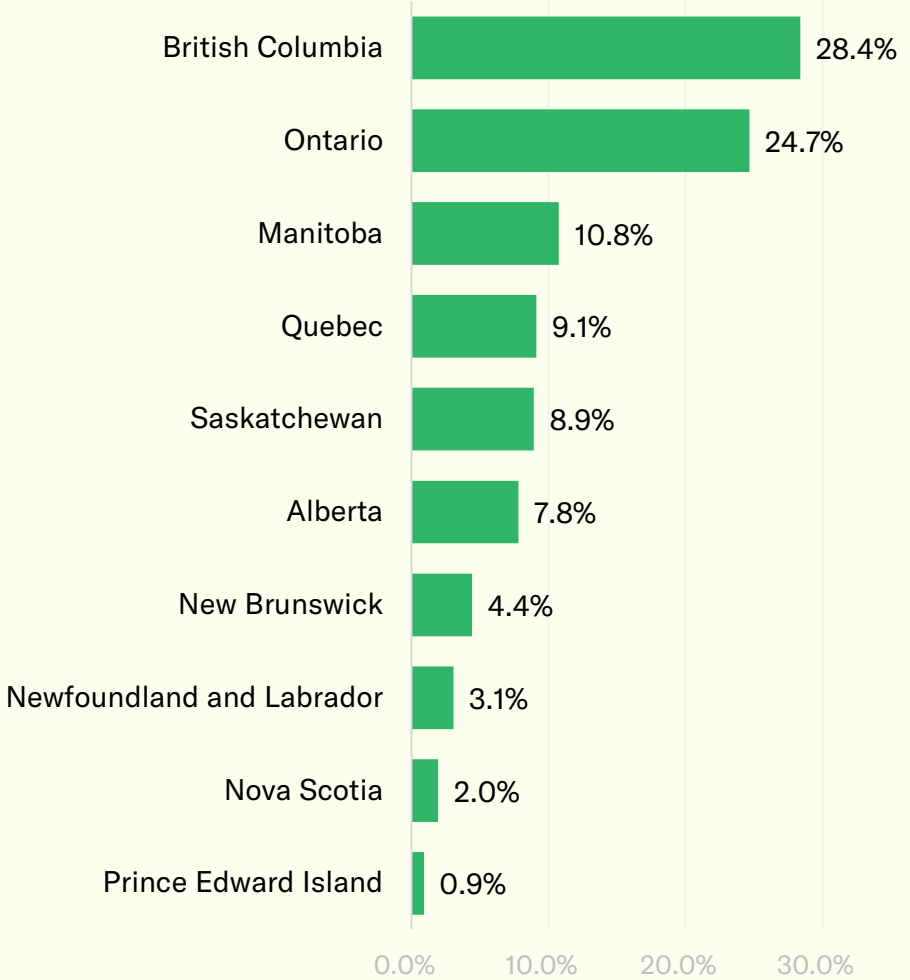
■ = statistically significantly higher than given segment's counterpart  
■ = statistically significantly lower than given segment's counterpart

	Total	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
California	22.5%	26.1%	21.0%	24.4%	16.0%
Oregon	13.2%	0.0%	13.4%	12.0%	7.9%
Texas	7.5%	8.7%	8.8%	7.2%	10.2%
Florida	6.9%	8.0%	8.3%	7.2%	10.8%
Washington	4.6%	5.3%	3.0%	5.7%	4.8%
New York	3.9%	4.5%	4.0%	3.2%	5.7%
Illinois	3.6%	4.2%	3.1%	3.4%	5.5%
Georgia	2.6%	3.1%	2.7%	2.4%	1.7%
Ohio	2.4%	2.8%	2.9%	2.5%	4.2%
Virginia	2.3%	2.6%	1.1%	1.6%	3.1%
North Carolina	2.1%	2.5%	2.2%	2.6%	3.2%
New Jersey	2.1%	2.4%	2.8%	2.6%	3.3%
Arizona	2.0%	2.3%	1.8%	2.0%	1.8%
Maryland	1.8%	2.1%	1.9%	1.8%	1.8%
Wisconsin	1.7%	1.9%	2.3%	1.7%	0.0%
<b>Base</b>	<b>531</b>	<b>453</b>	<b>320</b>	<b>386</b>	<b>161</b>

Question: In which state do you currently reside?

Base: U.S. respondents (531 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

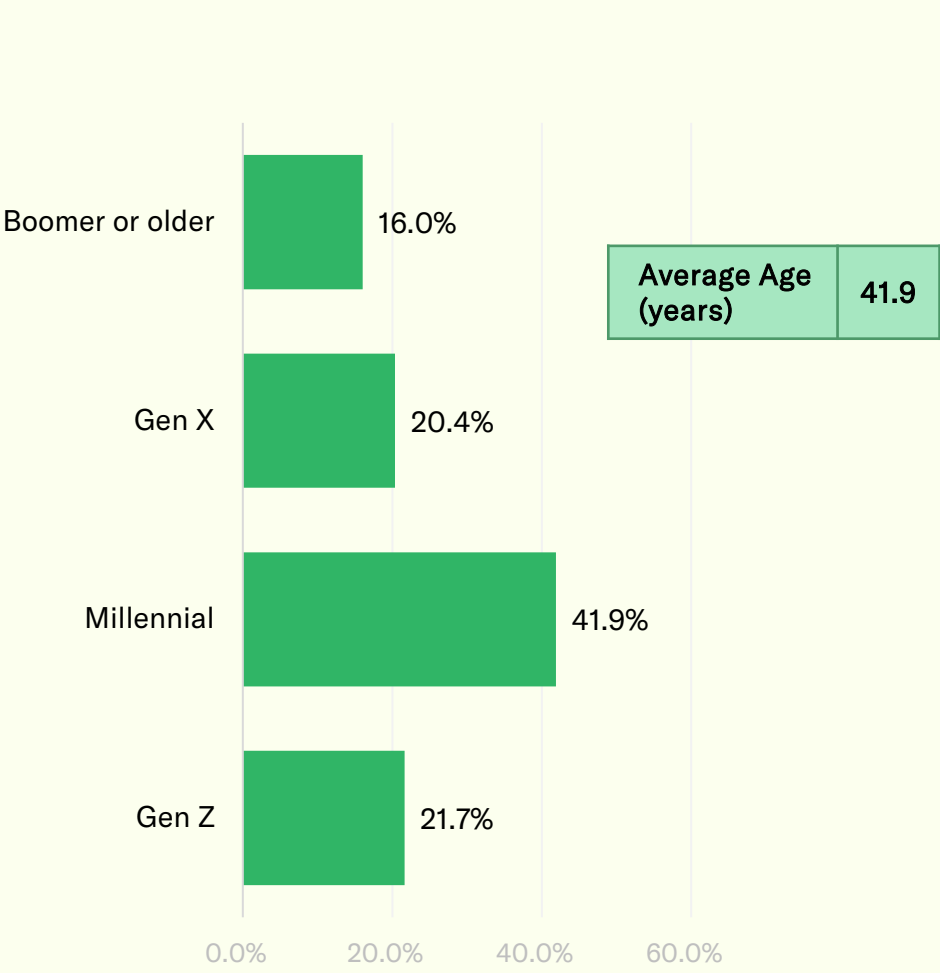
	Canadian Visitors*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
British Columbia	28.4%	28.7%	27.5%	22.5%
Ontario	24.7%	25.1%	25.6%	24.6%
Manitoba	10.8%	10.8%	12.1%	17.4%
Quebec	9.1%	7.8%	7.4%	2.3%
Saskatchewan	8.9%	8.8%	11.4%	13.3%
Alberta	7.8%	8.9%	8.7%	6.9%
New Brunswick	4.4%	3.3%	1.4%	2.4%
Newfoundland and Labrador	3.1%	3.1%	2.5%	4.5%
Nova Scotia	2.0%	3.5%	2.0%	3.6%
Prince Edward Island	0.9%	0.0%	1.4%	2.4%
<b>Base</b>	<b>99</b>	<b>56</b>	<b>65</b>	<b>34</b>

*\*Small sample size*

Question: In which province do you currently reside?

Base: Canadian respondents (99 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

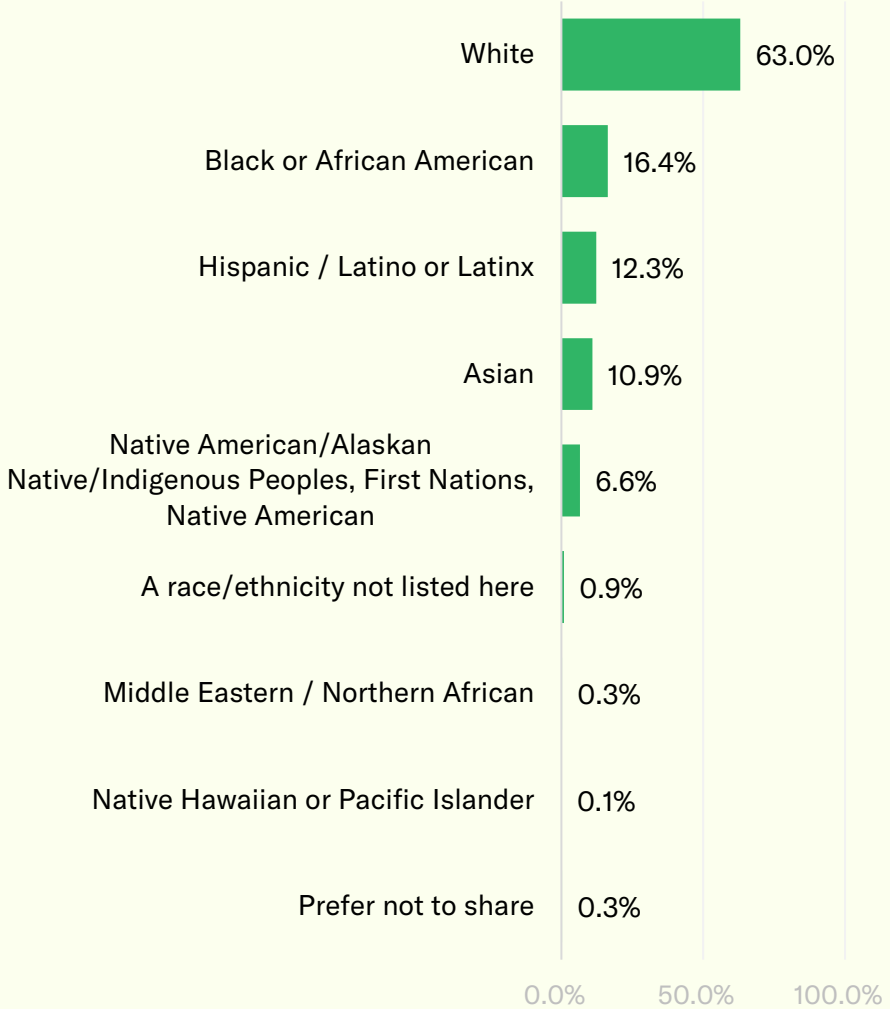
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Boomer or older	16.0%	8.6%	39.4%	14.1%	11.7%	17.9%	12.0%
Gen X	20.4%	7.0%	19.5%	23.5%	21.0%	19.8%	16.5%
Millennial	41.9%	44.5%	29.8%	43.1%	43.7%	42.8%	41.9%
Gen Z	21.7%	40.0%	11.3%	19.2%	23.6%	19.5%	29.6%
<b>Mean</b>	<b>41.9</b>	<b>35.4</b>	<b>50.2</b>	<b>42.1</b>	<b>40.2</b>	<b>42.9</b>	<b>38.9</b>
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

Question: In what year were you born?  
 Base: Total respondents (630 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

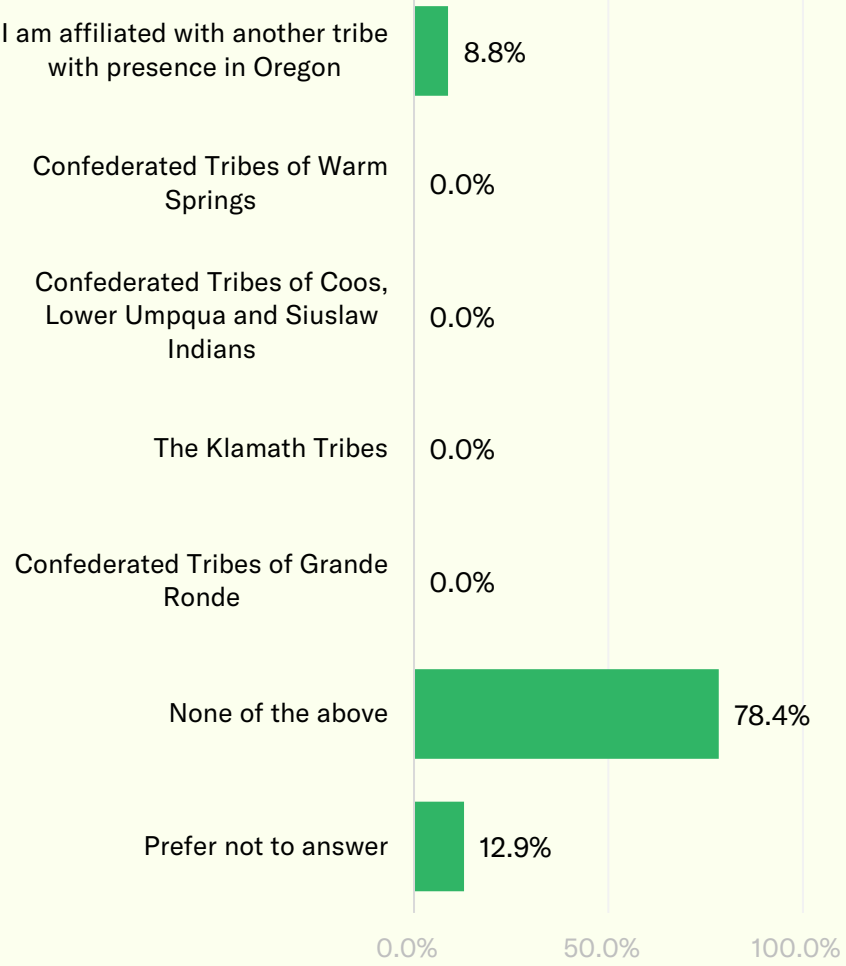
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
White	63.0%	48.9%	86.5%	62.5%	61.0%	65.3%	52.3%
Black or African American	16.4%	20.9%	0.0%	17.8%	16.1%	15.9%	25.0%
Hispanic/Latino or Latinx	12.3%	2.1%	7.0%	15.4%	11.3%	12.4%	8.5%
Asian	10.9%	19.2%	5.1%	10.0%	13.4%	10.1%	11.8%
Native American/Alaskan Native/Indigenous Peoples, First Nations, Native American	6.6%	9.4%	10.5%	5.3%	7.2%	7.2%	8.5%
A race/ethnicity not listed here	0.9%	1.5%	0.0%	0.9%	1.0%	0.6%	0.8%
Middle Eastern/Northern African	0.3%	0.9%	0.0%	0.2%	0.2%	0.0%	0.0%
Native Hawaiian or Pacific Islander	0.1%	0.0%	0.0%	0.1%	0.2%	0.1%	0.0%
Prefer not to share	0.3%	0.0%	2.5%	0.0%	0.5%	0.4%	0.9%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

Question: Which of the following best describes you?

Base: Total respondents (630 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

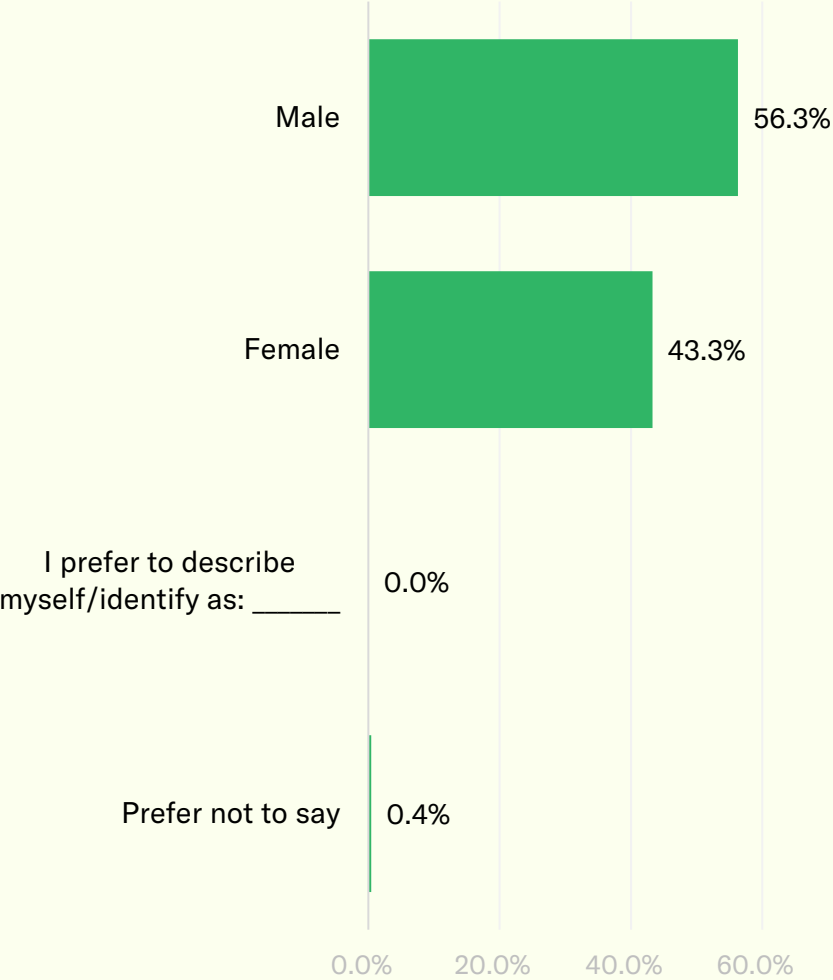
	In State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
I am affiliated with another tribe with presence in Oregon	8.8%	11.4%	0.0%	0.0%
Confederated Tribes of Warm Springs	0.0%	0.0%	0.0%	0.0%
Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians	0.0%	0.0%	0.0%	0.0%
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	78.4%	71.9%	100.0%	100.0%
Prefer not to answer	12.9%	16.7%	0.0%	0.0%
<b>Base</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>1</b>

*\*Small sample size*

Question: Which of the following best describes you?

Base: Respondents who self-identify as Native American / Alaskan Native / Indigenous Peoples / First Nations / Native Americans (9 completed surveys).

# Survey Respondent Demographics: Gender



### By Segment

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

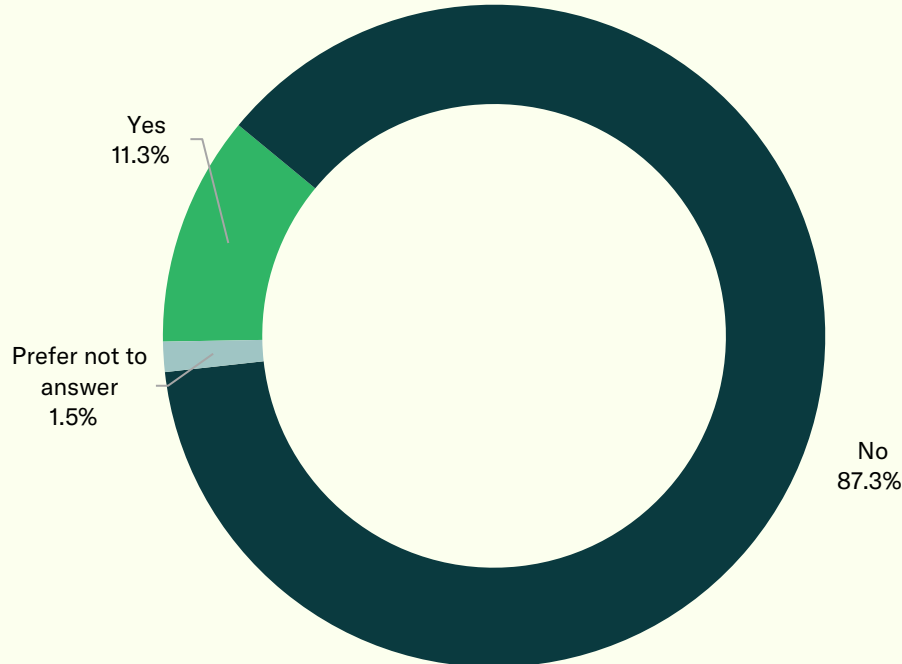
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Male	56.3%	53.0%	30.5%	61.1%	59.8%	57.0%	57.3%
Female	43.3%	46.1%	67.0%	38.9%	39.5%	42.6%	41.8%
I prefer to describe myself/identify as: _____	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prefer not to say	0.4%	0.9%	2.5%	0.0%	0.7%	0.4%	0.9%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

Question: What is your identified gender?

Base: Total respondents (630 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

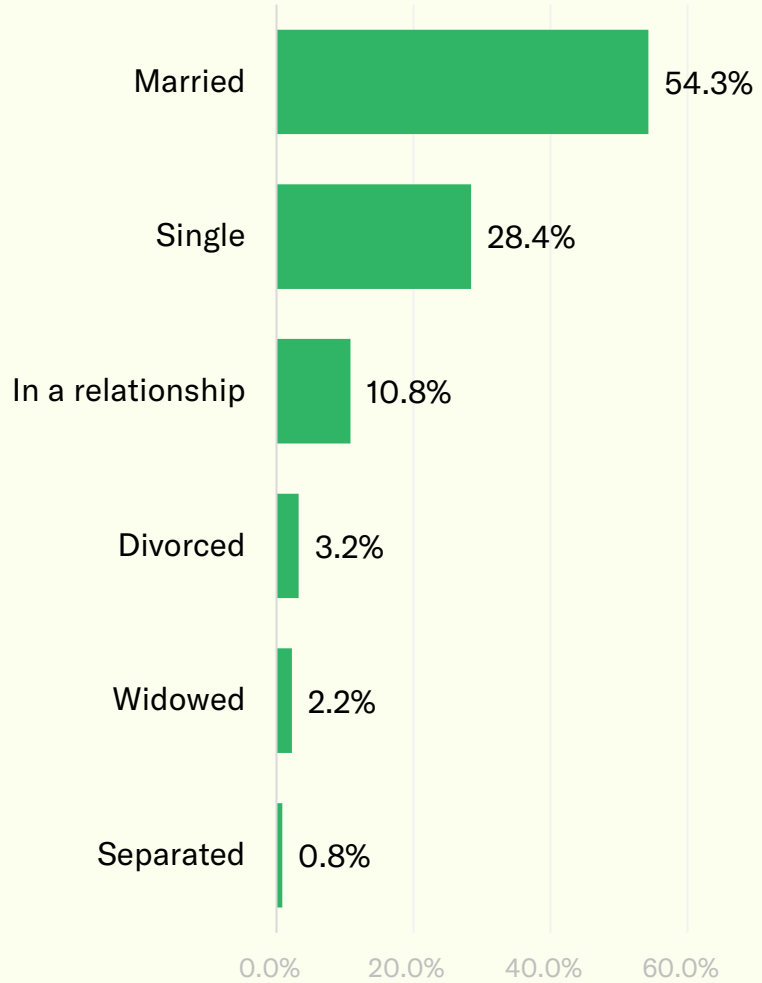
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	11.3%	8.4%	7.0%	12.3%	11.5%	11.8%	14.2%
No	87.3%	88.2%	90.1%	86.9%	87.0%	86.5%	84.0%
Prefer not to answer	1.5%	3.4%	2.9%	0.8%	1.5%	1.6%	1.7%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

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

Base: Total respondents (630 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

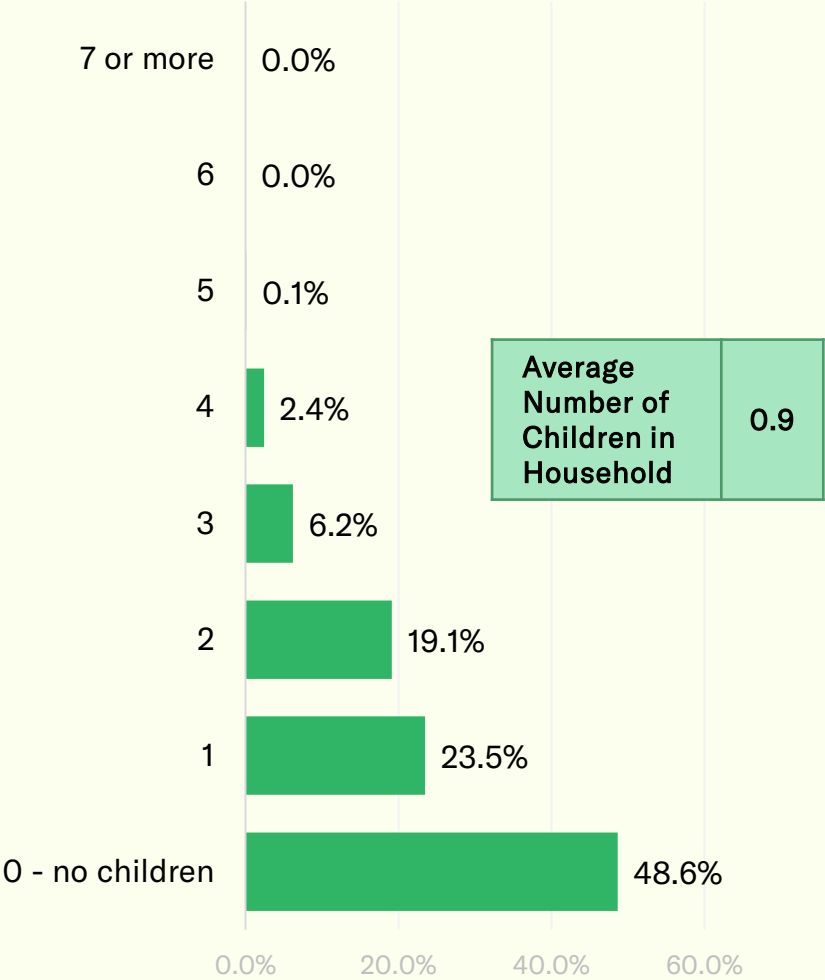
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Married	54.3%	52.2%	50.2%	55.0%	52.5%	54.2%	51.5%
Single	28.4%	31.2%	28.2%	28.0%	30.6%	28.2%	34.3%
Partnered	10.8%	14.4%	9.5%	10.2%	11.2%	10.5%	8.6%
Divorced	3.2%	1.5%	5.8%	3.3%	3.1%	3.9%	2.4%
Widowed	2.2%	0.6%	3.6%	2.4%	1.7%	1.8%	1.8%
Separated	0.8%	0.0%	0.9%	1.0%	0.5%	1.0%	0.9%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

Question: What is your marital status?

Base: Total respondents (630 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%	0.1%	0.0%	0.0%	0.0%
4	2.4%	0.9%	1.1%	2.6%	2.1%	1.4%	1.3%
3	6.2%	5.2%	7.2%	6.3%	6.8%	6.5%	5.0%
2	19.1%	16.6%	7.0%	21.4%	18.8%	19.7%	19.7%
1	23.5%	28.1%	15.3%	23.9%	23.6%	23.6%	25.2%
0 - no children	48.6%	49.1%	69.3%	45.7%	48.7%	48.7%	48.8%
<b>Mean</b>	<b>0.9</b>	<b>0.8</b>	<b>0.6</b>	<b>1.0</b>	<b>0.9</b>	<b>0.9</b>	<b>0.8</b>
<b>Base</b>	<b>629</b>	<b>99</b>	<b>75</b>	<b>452</b>	<b>375</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

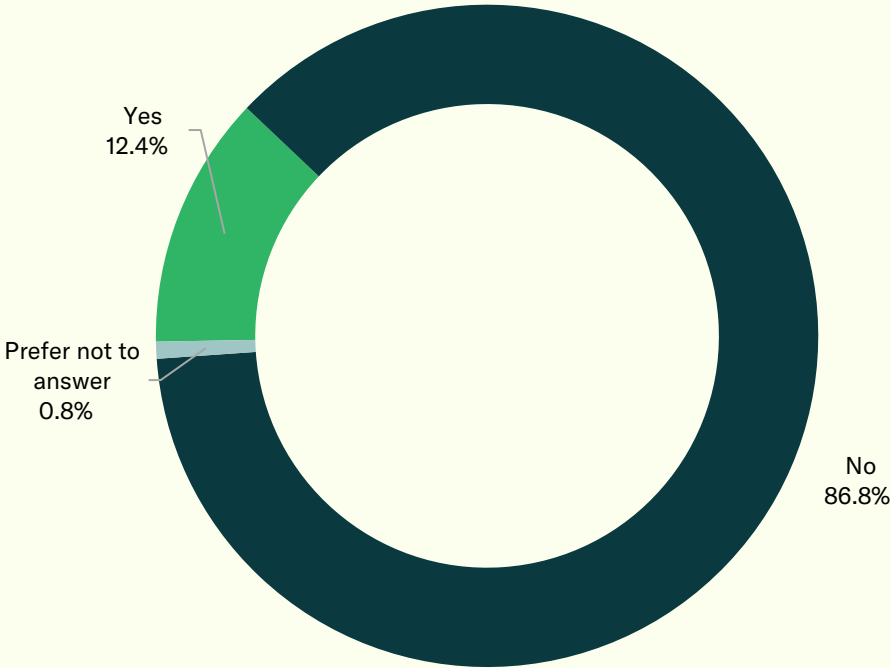
Question: How many children under the age of 18 live in your home?

Base: Total respondents (630 completed surveys)

# Survey Respondent Demographics: Travelers with Disabilities

### By Segment

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



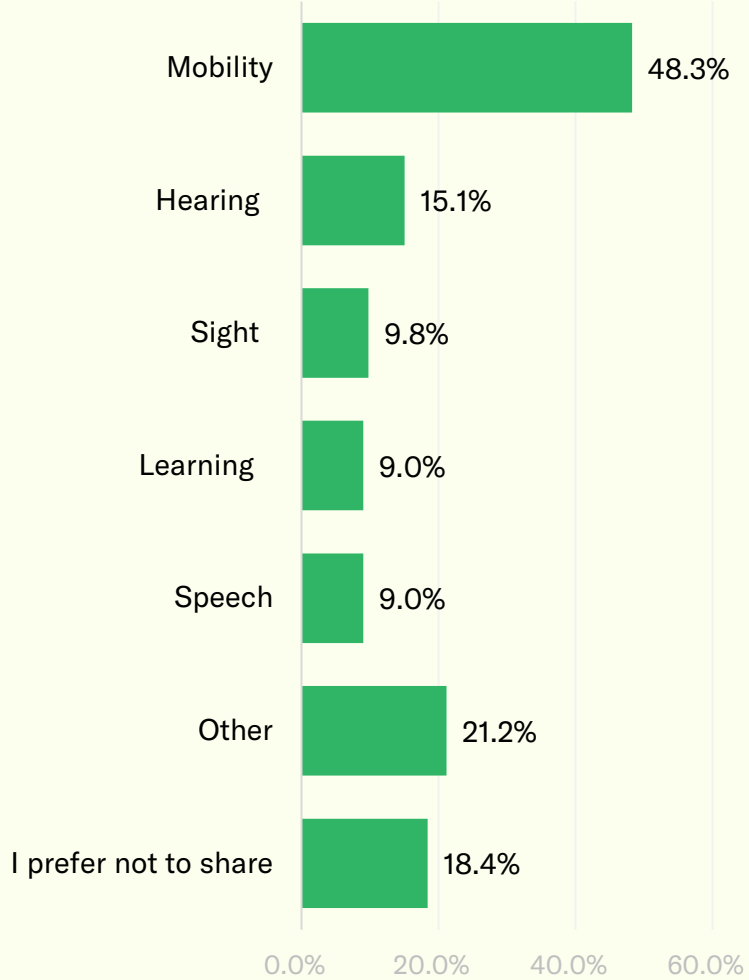
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	12.4%	7.4%	19.5%	12.5%	10.7%	12.5%	8.3%
No	86.8%	91.7%	79.1%	86.8%	88.7%	86.7%	91.2%
Prefer not to answer	0.8%	0.9%	1.3%	0.7%	0.6%	0.7%	0.5%
<b>Base</b>	<b>630</b>	<b>99</b>	<b>75</b>	<b>453</b>	<b>376</b>	<b>451</b>	<b>195</b>

*\*Small sample size*

Question: Do you have a disability?

Base: Total respondents (630 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

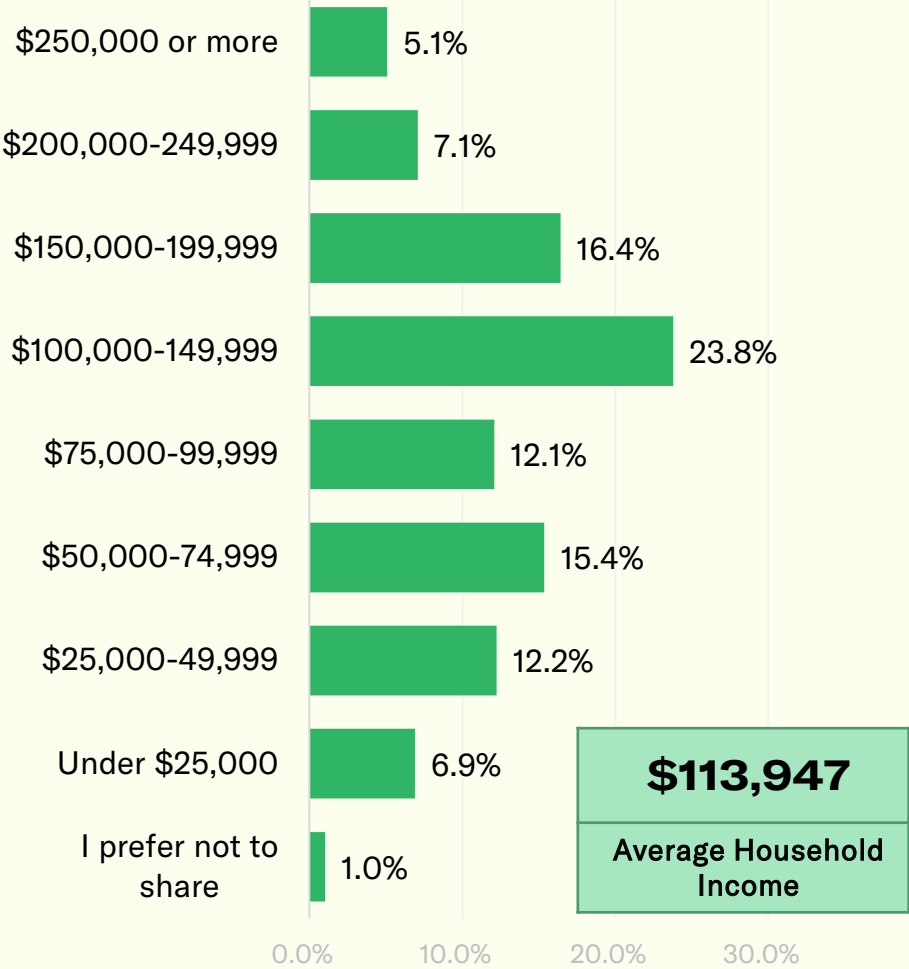
	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Mobility	48.3%	9.9%	64.0%	49.7%	44.4%	49.5%	59.3%
Hearing	15.1%	18.5%	12.8%	15.1%	14.7%	16.8%	18.5%
Sight	9.8%	0.0%	13.8%	10.1%	4.5%	10.3%	15.4%
Learning	9.0%	18.5%	4.7%	8.8%	13.9%	12.5%	10.5%
Speech	9.0%	40.7%	0.0%	6.9%	12.3%	10.9%	10.5%
Other	21.2%	14.1%	34.0%	19.0%	11.0%	21.7%	26.8%
I prefer not to share	18.4%	35.3%	0.0%	20.5%	26.4%	16.7%	14.4%
<b>Base</b>	<b>86</b>	<b>9</b>	<b>15</b>	<b>62</b>	<b>47</b>	<b>63</b>	<b>19</b>

*\*Small sample size*

Question: How would you describe your disability/disabilities?

Base: Total respondents (86 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	5.1%	0.8%	2.5%	6.1%	5.4%	4.0%	3.4%
\$200,000-249,999	7.1%	15.3%	2.5%	5.8%	6.7%	4.8%	7.3%
\$150,000-199,999	16.4%	20.6%	4.9%	17.3%	17.1%	18.1%	19.9%
\$100,000-149,999	23.8%	22.7%	23.5%	24.3%	24.9%	25.8%	28.8%
\$75,000-99,999	12.1%	13.8%	10.3%	11.9%	11.5%	11.3%	10.5%
\$50,000-74,999	15.4%	15.1%	18.0%	15.1%	14.1%	15.9%	12.9%
\$25,000-49,999	12.2%	9.5%	21.3%	11.6%	12.7%	12.0%	10.4%
Under \$25,000	6.9%	1.1%	14.0%	7.2%	6.2%	6.7%	6.0%
I prefer not to share	1.0%	1.1%	2.8%	0.7%	1.4%	1.4%	0.9%
<b>Average Household Income</b>	<b>\$113,947</b>	<b>\$127,501</b>	<b>\$82,417</b>	<b>\$114,907</b>	<b>\$115,655</b>	<b>\$111,428</b>	<b>\$118,522</b>
<b>Base</b>	<b>624</b>	<b>98</b>	<b>73</b>	<b>450</b>	<b>371</b>	<b>445</b>	<b>193</b>

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

Base: Total respondents (624 completed surveys)