



Travel Oregon Willamette Valley 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 Willamette Valley 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, 540 surveys were collected from respondents who visited the Willamette Valley region.



Other Resources

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

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

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Key Terms in This Report

- **Canadian Visitors** – respondents who visited the Willamette Valley region on their trip to Oregon and reside in Canada.
- **In State** – respondents who visited the Willamette Valley region on their trip to Oregon and live in the state of Oregon.
- **Out of State** – respondents who visited the Willamette Valley 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 Willamette Valley 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 Willamette Valley 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 Willamette Valley region on their trip to Oregon and participated in any arts & culture activity on their 2024-2025 visit to Oregon.



A Note on How to Read Tables in this Report

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

By Segment

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

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

Executive Summary

Executive Summary

Willamette Valley visitors scored highly for key metrics including overall satisfaction with their Oregon trip, likelihood to return and recommend compared to other Oregon regions.

The Willamette Valley performs strongest compared to other regions for trip satisfaction among Oregon visitors. When comparing satisfaction levels across different regions visited, 98.5% of 2024-25 visitors whose trip to Oregon included the Willamette Valley being satisfied or very satisfied with their overall trip experience, well outpacing the total statewide visitor score of 97.7%.

Visitors were asked to rate their likelihood to recommend the state as a place to visit, with scores calculated on a scale from -100 to 100. Relatively speaking, likelihood to recommend was mid-range for the Willamette Valley versus other areas of Oregon. Compared to the individual scores for each region, Willamette Valley had the fourth-highest likelihood to recommend at 56. Reflecting likelihood to recommend scores, the Willamette Valley (88.2%) was only slightly (+1.1 percentage point) higher than the statewide share of visitors who are likely to return in the next 12 months (87.1%). It is worth noting that these are strong scores for both metrics, particularly when considering that the Willamette Valley the lowest share of leisure travelers, who tend to have higher likelihood to recommend scores than other visitor types such as business travelers and travelers visiting friends and family.



Executive Summary

Experiential factors around scenery, relaxation, and affordability strongly influenced Willamette Valley visitors' trip decision.

Scenic beauty and relaxation rank highest as trip motivators. Over eight in ten Willamette Valley region visitors said that scenic beauty (86.5%) and/or a relaxing environment or place to unwind (84.1%) are important drivers for why they took their most recent trip to Oregon in 2024-25. The other top factors that played a key role in their trip decision include affordability/value for the money (79.0%), local food and drinks (78.0%), quality of service/hospitality (77.9%), and/or an inclusive and welcoming atmosphere (77.4%).

In terms of how this translates to activity participation, eating and drinking (77.8%) was by far the most popular activity for 2024-25 Willamette Valley visitors to engage in. Nearly six in ten (59.5%) said they participated in outdoor recreation, followed by 45.3% who went shopping. Among Willamette Valley visitors who said they participated in any of these activities, over one-fourth (27.4%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. Furthermore, 14.0% who said they were primarily motivated by eating and drinking. Highlighting the Willamette Valley's extensive vineyard offerings and associated opportunities for wine tasting and other regional cuisine-related activities as well as connecting these with local outdoor recreation opportunities, such as accessible hiking terrain and mountain biking trails could be a strong strategy to continue to attract visitors and also connects back to the importance of scenic beauty to Oregon visitors, perhaps in the form of the region's iconic agricultural landscapes.



Executive Summary

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

While just 18.6% of Willamette Valley visitors participated in a Native American tourism experience or supported a Native-owned business on their 2024-25 trip to Oregon, there is strong interest in engaging in these experiences. Among those who did not participate in such an activity on their most recent trip, 73.1% 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 (43.8%) or not having enough time (25.8%). At 13.4%, only a small share said they would not be interested. The Willamette Valley has a variety of Indigenous owned businesses including an indigenous-owned winery and other agricultural businesses like farms and plant nurseries. 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 Willamette Valley visitors' trips to Oregon.

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

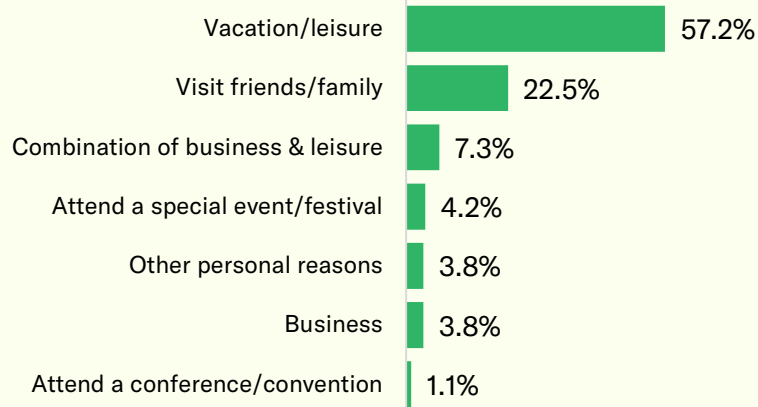
Over half of Willamette Valley visitors planned their trip in under 3 months. They planned their Oregon trip an average of 3.4 months in advance of their arrival, with 54.7% reporting planning their trip in 2 months or less. Leveraging their top inspiration and planning sources to share messaging around Oregon's offerings – particularly around content focusing on top trip motivators around scenic beauty and relaxation – in consideration of their average trip planning window can help keep Oregon front and center on travelers' radar.



Data Snapshot

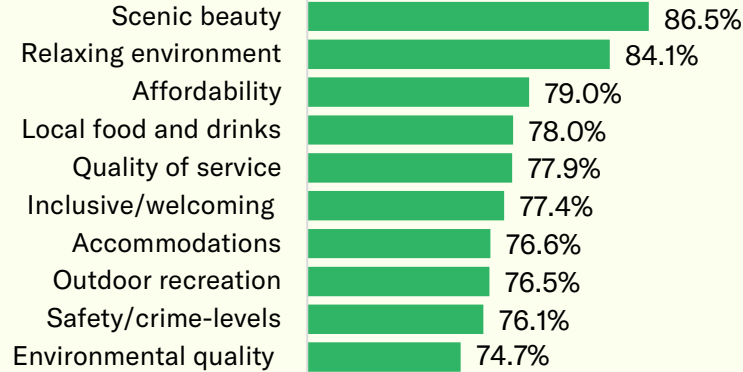
Oregon Visitor Experience – Willamette Valley Visitors

Primary Trip Purpose



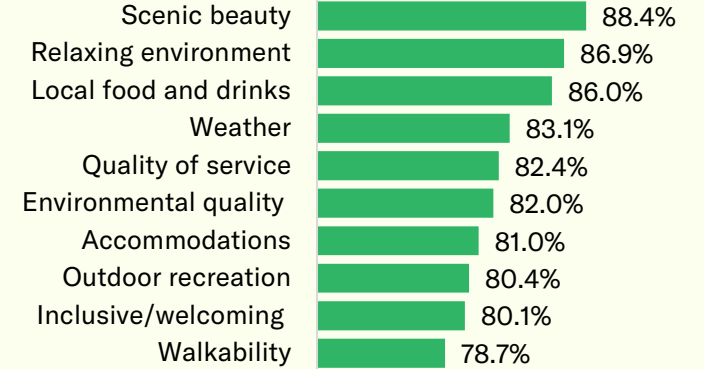
Top 10* Motivators to Visit Oregon

% Important or Very Important to Trip Decision

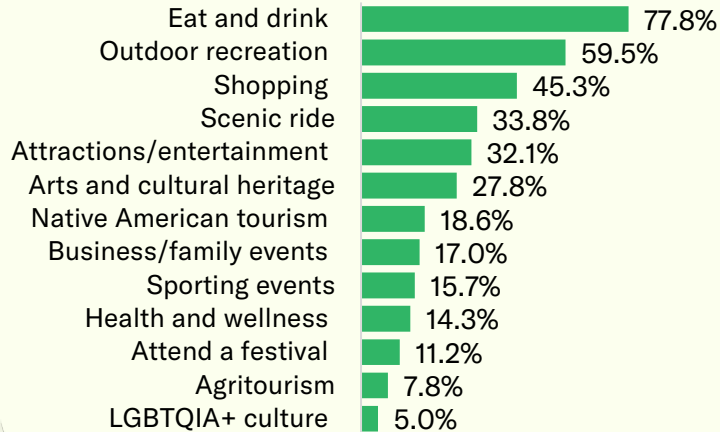


Satisfaction with Oregon Top 10** Attributes

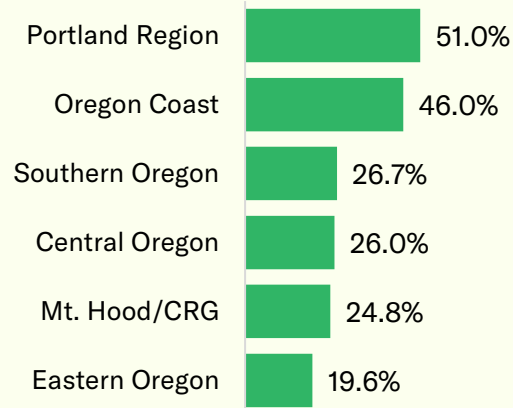
% Satisfied or Very Satisfied



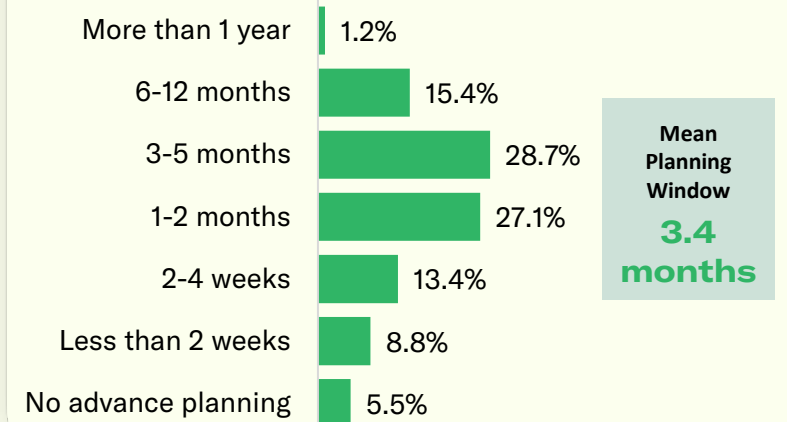
Activities Participated In



Other Oregon Regions Visited

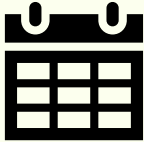


Planning Window



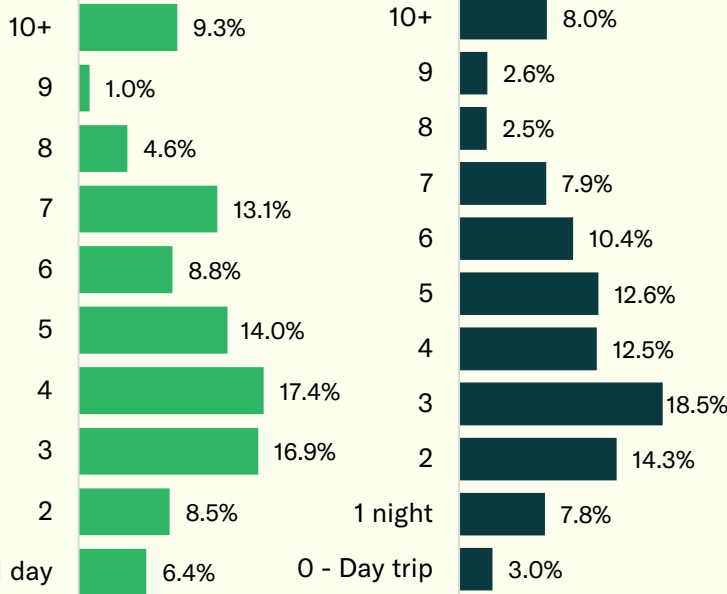
Oregon Visitor Experience – Continued

Average Length of Stay



5.4
days

4.9
nights



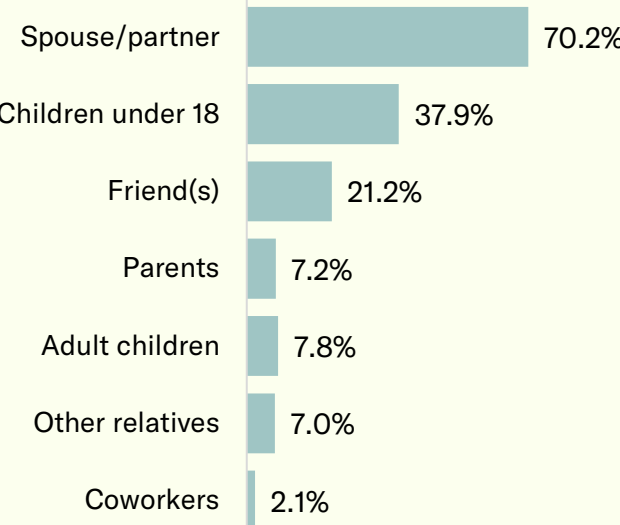
Average Party Size



2.4
adults

0.7
children

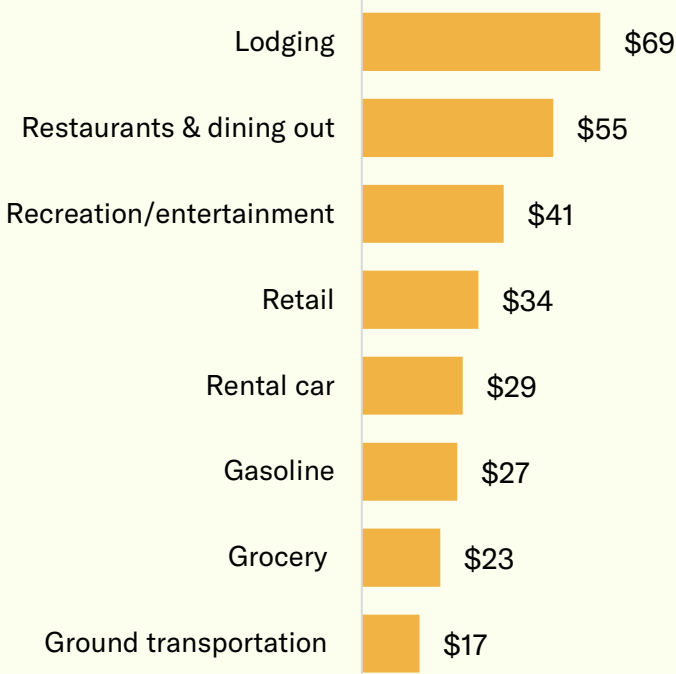
Travel Party Composition



Average Daily Spend Per Person



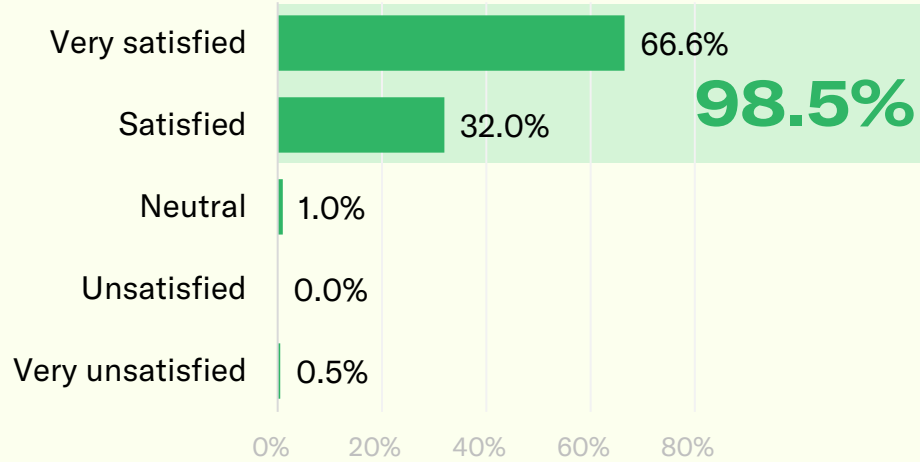
\$294



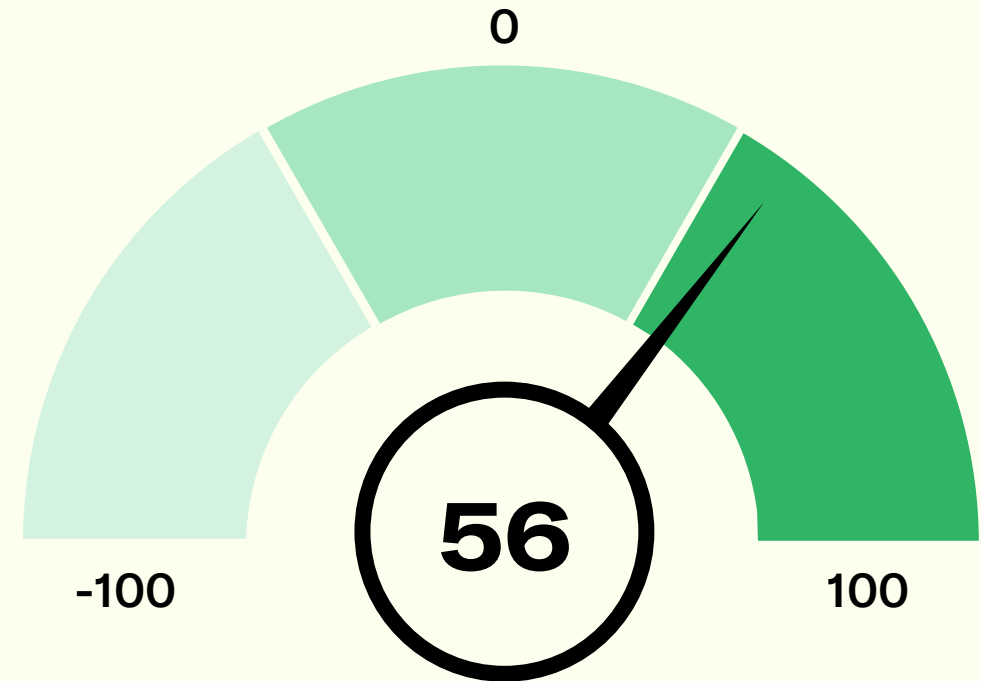
Key Performance Indicators

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

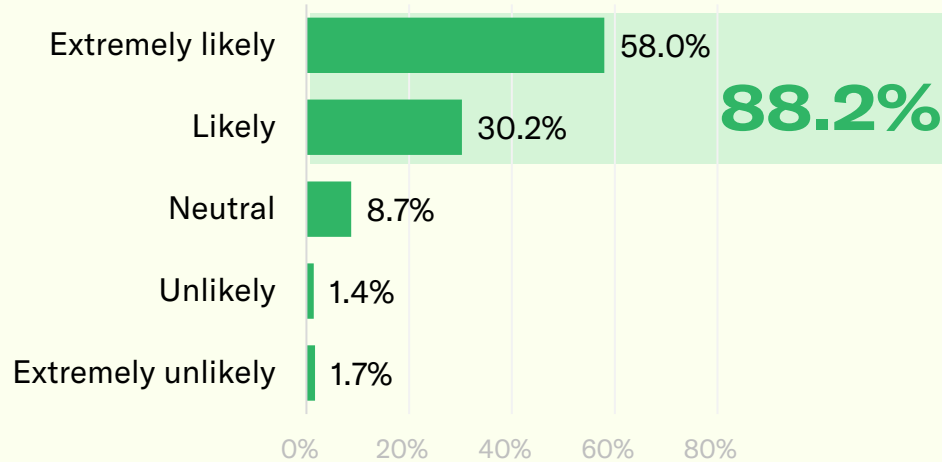
Overall Trip Satisfaction



Likelihood to Recommend Oregon

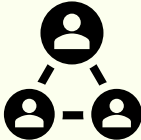


Likelihood to Return in the Next 12 Months

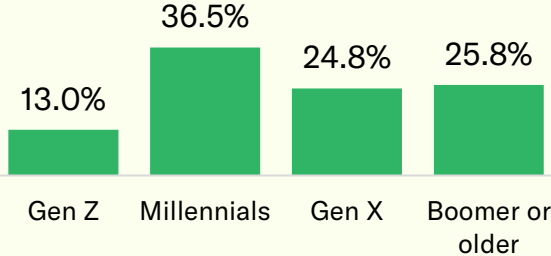


Demographic Snapshot

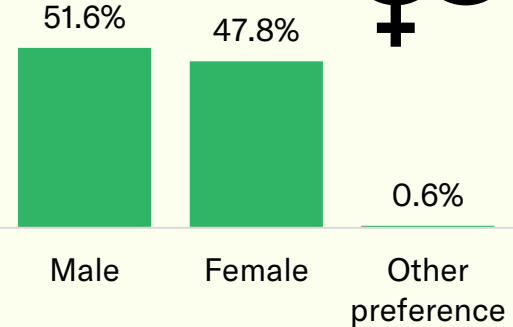
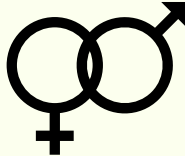
Generations



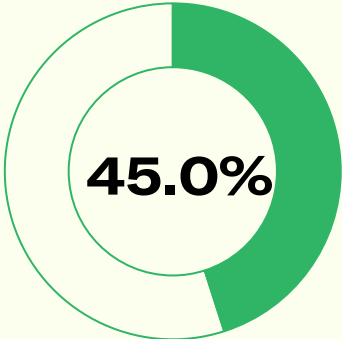
Average Age: 47.2 years



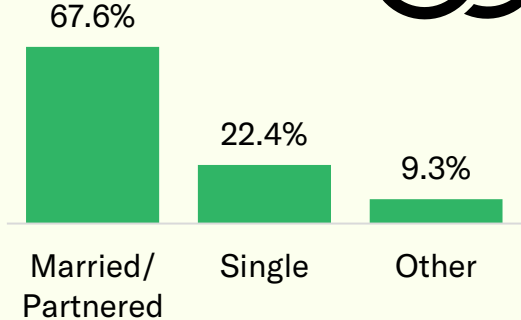
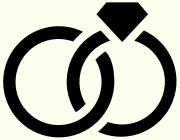
Gender



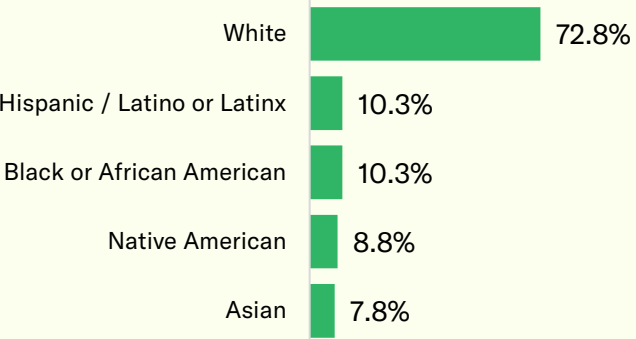
Parents of Children Under 18



Marital Status



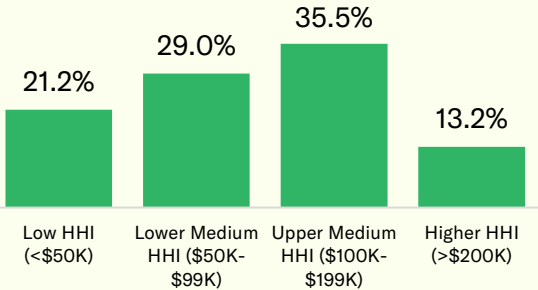
Race/Ethnicity



Household Income (HHI) Brackets



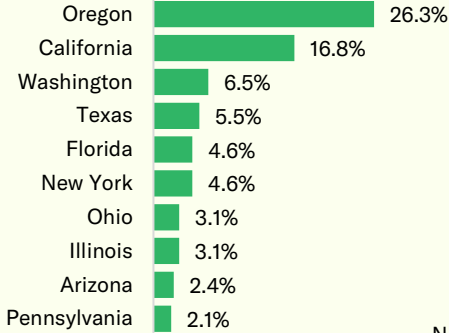
Average HHI: \$111,180



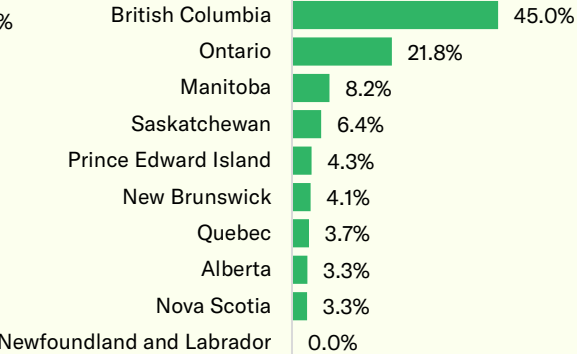
Origin Markets



U.S. Visitors (Top 10 States)



Canadian Visitors*

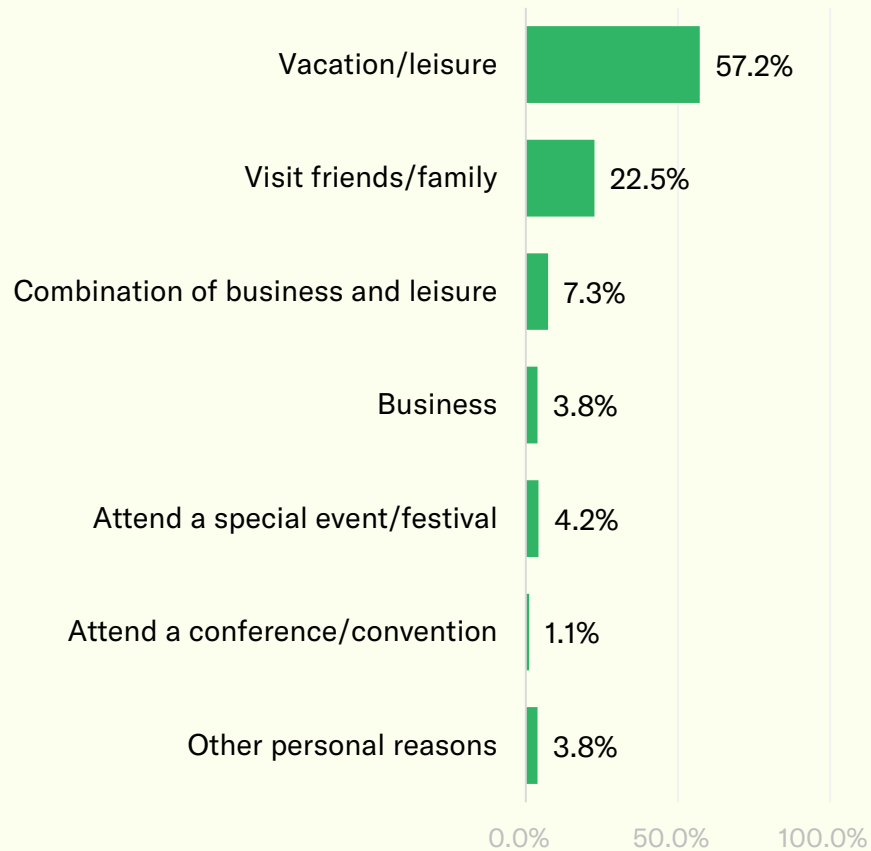


Detailed Findings: Trip Details

Most visitors to the Willamette Valley traveled for leisure purposes.

Over half (57.2%) of 2024-2025 visitors to the Willamette Valley reported that their primary trip purpose was for vacation/leisure, followed distantly by slightly over one in five (22.5%) who came visit friends or family. Only a nominal share said their visit was a combination of business and leisure (7.3%) or for business (3.8%). Outdoor Recreation Participants who visited the Willamette Valley were more likely to have traveled for leisure (62.9%) and less likely to have visited for business (1.8%).

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	57.2%	62.2%	49.6%	59.1%	62.9%	58.7%	60.9%
Visit friends/family	22.5%	16.8%	31.6%	20.6%	21.7%	22.7%	18.7%
Combination of business and leisure	7.3%	11.1%	3.6%	7.9%	7.9%	8.1%	11.3%
Business	3.8%	5.2%	2.4%	3.6%	1.8%	2.6%	2.8%
Attend a special event/festival	4.2%	1.9%	2.3%	5.4%	2.8%	3.9%	3.7%
Attend a conference/convention	1.1%	1.9%	0.0%	1.4%	1.5%	1.1%	0.5%
Other personal reasons	3.8%	0.9%	10.5%	2.1%	1.5%	3.0%	2.0%
Base	540	70	129	340	332	421	155

**Small sample size*

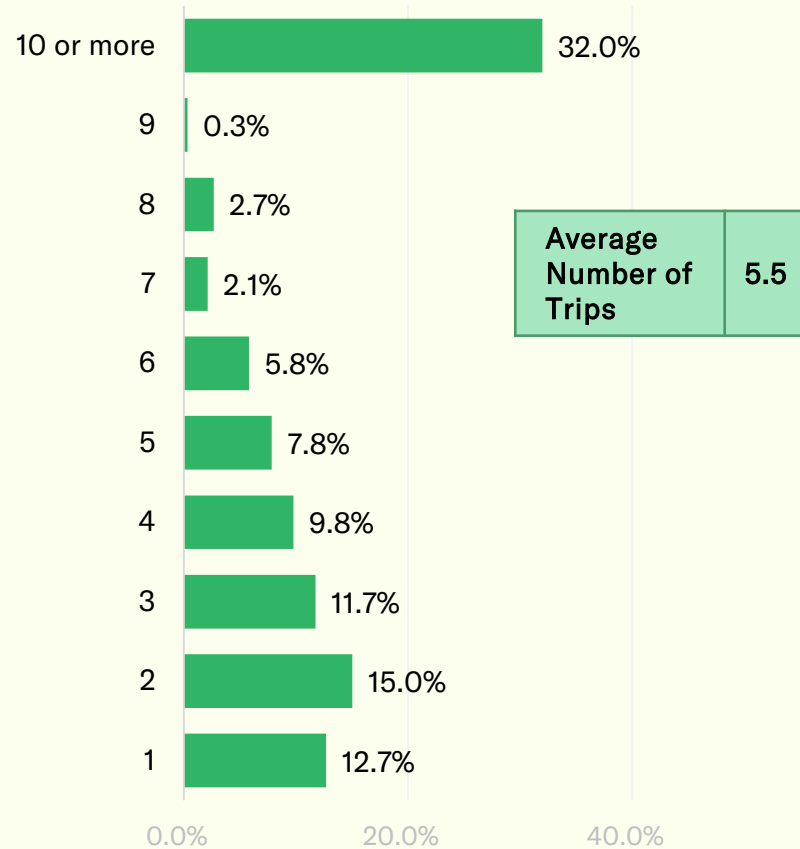
Question: What was the primary purpose of your trip?

Base: Total respondents (540 completed surveys)

Willamette Valley visitors are heavy repeat travelers to Oregon.

At an average of 5.5 trips taken to the state as an adult, nearly nine in ten (87.3%) have visited the destination at least twice. Only 12.7% of 2024-2025 Willamette Valley visitors were first-timers to Oregon. In-state visitors to the Willamette Valley reported a much higher average of 8.2 past trips within Oregon, while Canadian Visitors (24.4%) were much more likely to be first-time visitors to the state.

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	32.0%	12.5%	68.7%	23.1%	29.9%	31.0%	23.7%
9	0.3%	0.0%	0.7%	0.3%	0.5%	0.4%	0.6%
8	2.7%	2.0%	3.2%	2.7%	1.7%	3.1%	2.5%
7	2.1%	1.5%	0.0%	3.0%	2.4%	2.3%	3.3%
6	5.8%	6.6%	6.0%	5.6%	6.9%	6.5%	5.6%
5	7.8%	3.8%	6.9%	9.1%	5.4%	7.2%	7.9%
4	9.8%	14.7%	3.3%	10.6%	10.3%	8.8%	13.3%
3	11.7%	11.4%	4.6%	14.4%	11.5%	13.3%	10.6%
2	15.0%	23.1%	0.8%	18.5%	18.4%	15.4%	20.5%
1	12.7%	24.4%	5.7%	12.8%	13.0%	11.9%	12.1%
Mean	5.5	3.7	8.2	4.9	5.3	5.5	5.0
Base	540	70	129	340	332	421	155

**Small sample size*

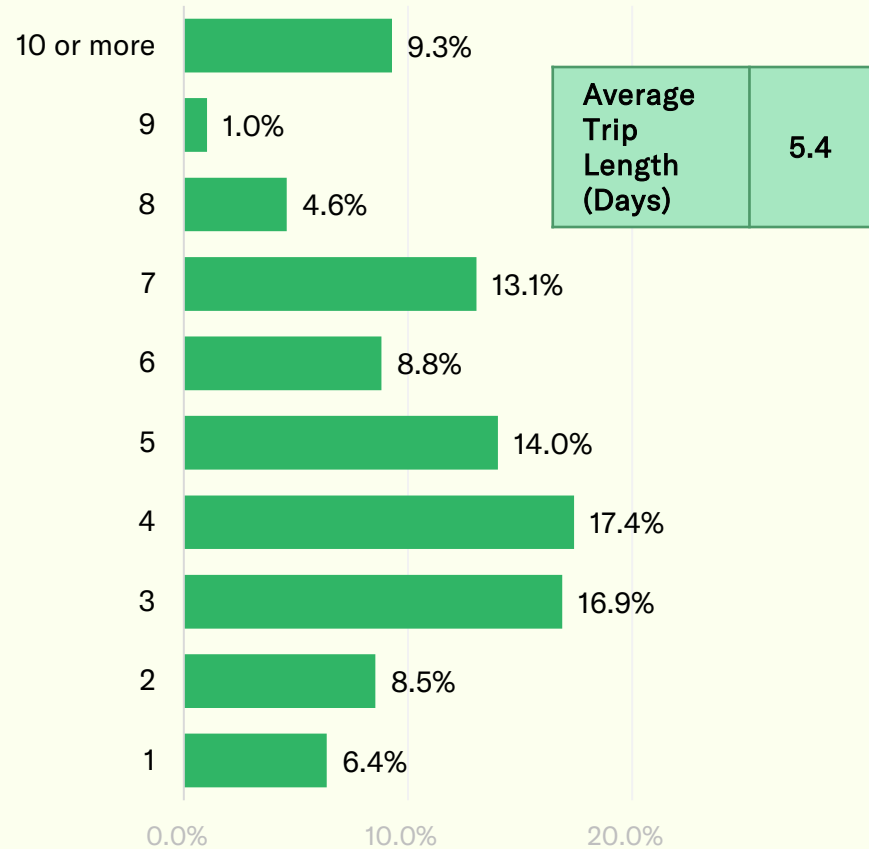
Question: In total, how many trips have you taken to or within Oregon in your lifetime? If your most recent trip was also your first trip to/within Oregon, please select 1.

Base: Total respondents (540 completed surveys)

Visitors tended to stay in Oregon for 5.4 days on average.

For 2024-2025 Willamette Valley visitors, the average length of stay was close to five and a half days (5.4 days). Arts & Culture Participants (6.6 days) and Outdoor Recreation Participants (6.0) averaged the longest stays among the report segments.

Length of Stay – Days



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	9.3%	11.0%	10.5%	8.5%	12.3%	10.9%	11.8%
9	1.0%	1.1%	0.6%	1.2%	1.2%	1.2%	0.0%
8	4.6%	1.2%	3.1%	5.9%	4.6%	4.6%	5.6%
7	13.1%	17.3%	4.7%	15.2%	16.5%	14.7%	23.0%
6	8.8%	12.7%	4.1%	9.7%	10.0%	9.7%	11.1%
5	14.0%	14.8%	7.5%	16.2%	14.7%	14.1%	15.4%
4	17.4%	19.0%	12.6%	18.9%	14.7%	17.2%	16.5%
3	16.9%	10.3%	23.5%	16.0%	15.7%	16.1%	10.4%
2	8.5%	4.1%	16.9%	6.0%	6.4%	8.3%	3.7%
1 day	6.4%	8.5%	16.6%	2.3%	3.9%	3.4%	2.5%
Average Trip Length (Days)	5.4	5.7	5.0	5.6	6.0	5.7	6.6
Base	540	70	129	340	332	421	155

**Small sample size*

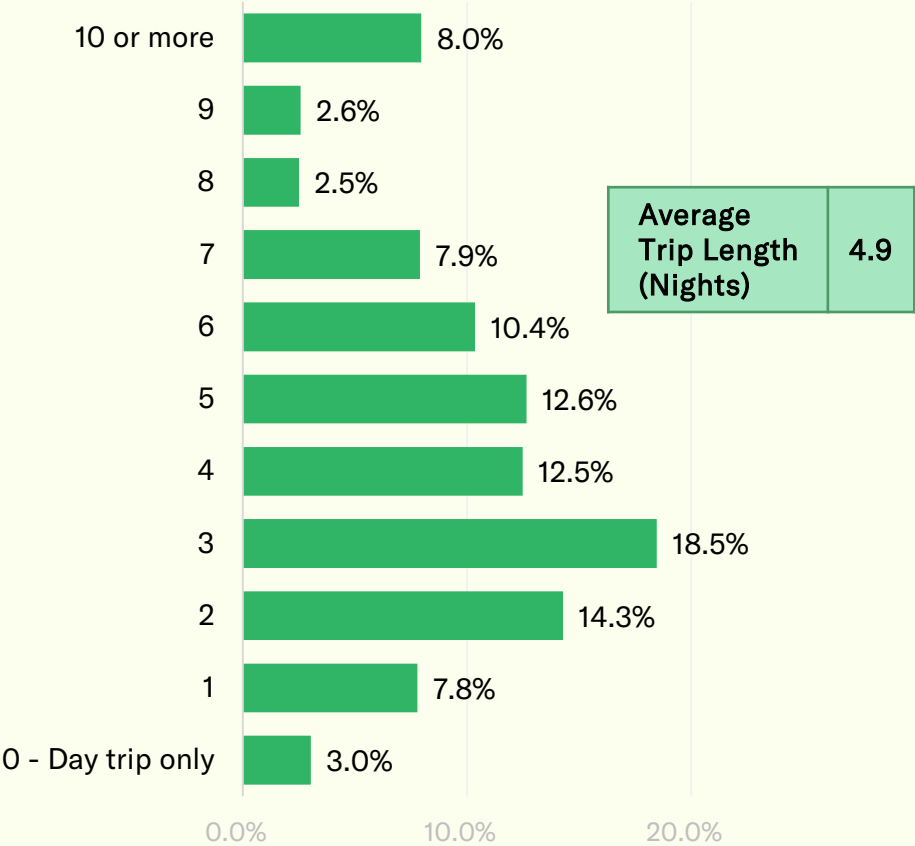
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (540 completed surveys)

They spent an average of 4.9 nights in Oregon.

For 2024-2025 Willamette Valley visitors, the average length of stay in terms of number of nights was nearly five nights (4.9 nights). Arts & Culture Participants who visited the Willamette Valley averaged the longest stays among the report segments at an average of 5.3 nights, just outpacing Outdoor Recreation Participants (5.2 nights). In-state visitors who traveled to the Willamette Valley were significantly more likely to be day trippers (10.6%).

Length of Stay – Nights



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	8.0%	10.1%	9.2%	7.1%	10.0%	9.3%	11.5%
9	2.6%	0.9%	2.0%	3.2%	3.0%	3.1%	2.1%
8	2.5%	1.1%	1.3%	3.3%	3.1%	2.5%	3.4%
7	7.9%	3.1%	5.0%	10.0%	9.3%	8.9%	12.8%
6	10.4%	19.7%	2.7%	11.2%	12.5%	12.0%	14.2%
5	12.6%	16.4%	6.8%	14.0%	13.7%	14.2%	16.7%
4	12.5%	12.0%	8.8%	14.0%	11.7%	10.8%	11.0%
3	18.5%	16.4%	14.0%	20.6%	16.8%	18.3%	15.3%
2	14.3%	9.9%	22.6%	11.8%	13.2%	13.6%	9.1%
1 day	7.8%	9.2%	17.0%	4.2%	5.0%	5.8%	1.9%
0 – Day trip only	3.0%	1.2%	10.6%	0.7%	1.5%	1.6%	2.0%
Average Trip Length (Nights)	4.9	5.0	4.3	5.1	5.4	5.2	6.1
Base	540	70	129	340	332	421	155

**Small sample size*

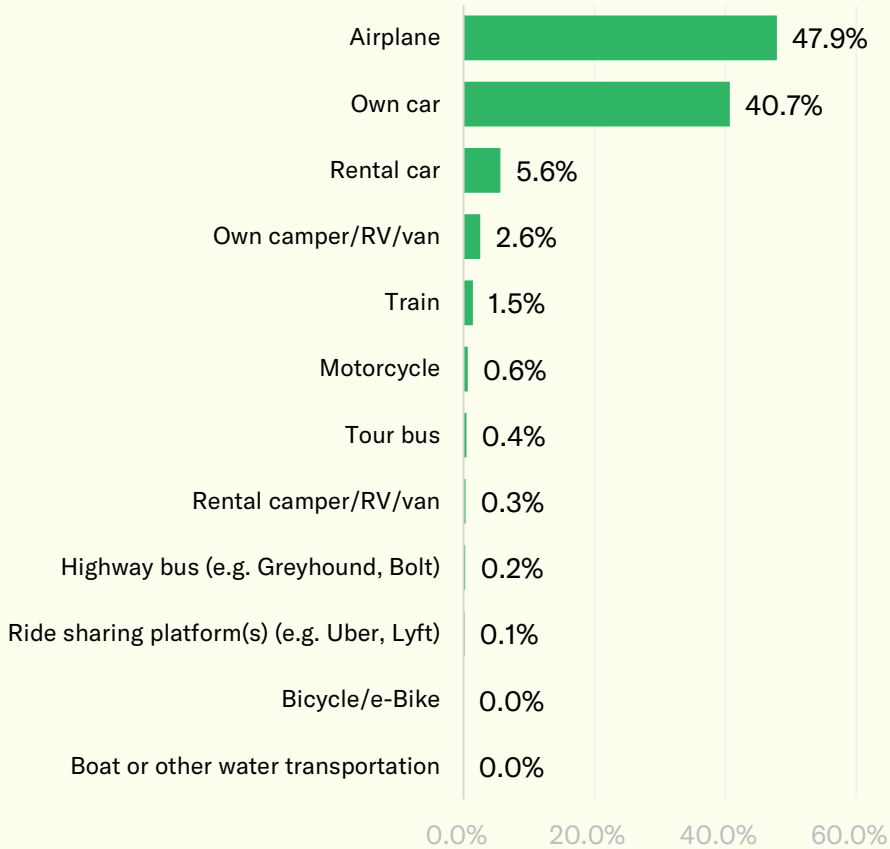
Question: How many days and nights did you spend in Oregon during this trip?

Base: Total respondents (540 completed surveys)

Nearly half of Willamette Valley visitors arrived by plane.

At 47.9%, almost half of 2024-2025 Willamette Valley visitors arrived in Oregon by plane, followed by 40.7% who said they arrived by their own car. Arts & Culture Participants (61.7%) and visitors coming from out-of-state (61.8%) were much more likely to have arrived by plane, while in-state visitors were much more likely to have traveled using their own car (86.8%).

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	47.9%	59.5%	2.8%	61.8%	52.5%	50.8%	61.7%
Own car	40.7%	31.4%	86.8%	26.3%	35.6%	38.4%	27.3%
Rental car	5.6%	2.3%	2.9%	7.3%	6.1%	6.2%	4.2%
Train	1.5%	2.7%	2.5%	0.8%	1.5%	1.7%	1.2%
Own camper/RV/van	2.6%	1.6%	3.2%	2.1%	3.1%	1.6%	3.1%
Rental camper/RV/van	0.3%	1.4%	0.0%	0.2%	0.2%	0.2%	0.0%
Highway bus (e.g. Greyhound, Bolt)	0.2%	0.0%	0.5%	0.2%	0.2%	0.3%	0.9%
Tour bus	0.4%	0.0%	0.7%	0.4%	0.4%	0.3%	1.6%
Motorcycle	0.6%	1.1%	0.5%	0.6%	0.2%	0.5%	0.0%
Ride sharing platform(s) (e.g. Uber, Lyft)	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Bicycle/e-Bike	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boat or other water transportation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	540	70	129	340	332	421	155

**Small sample size*

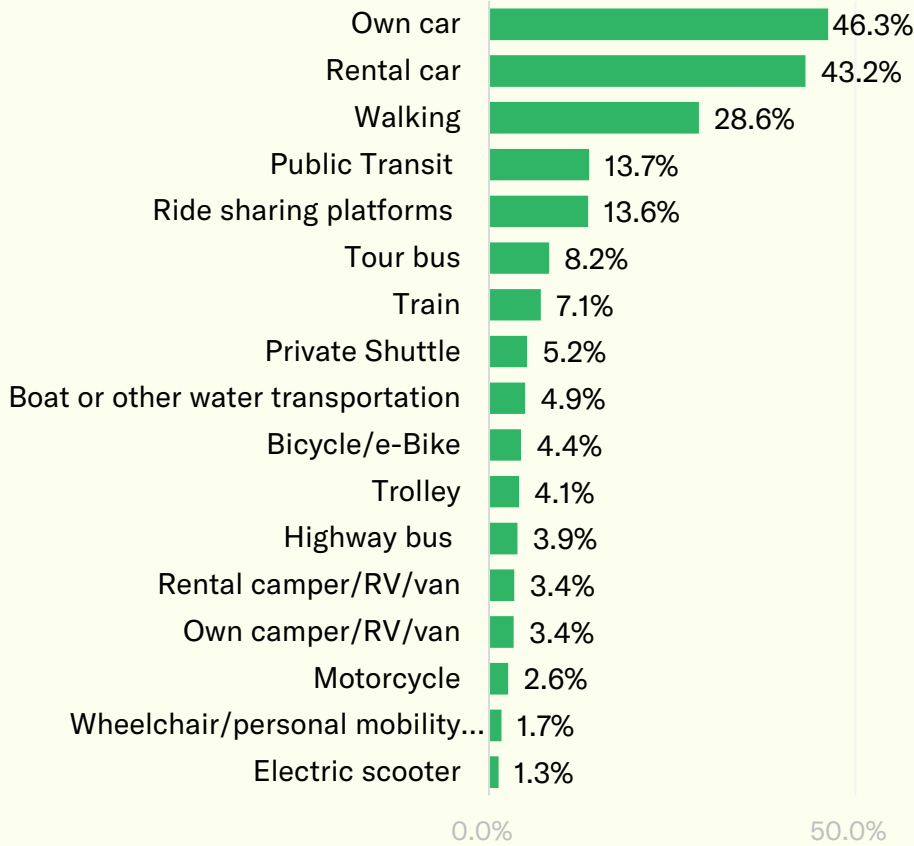
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (540 completed surveys)

Owned and rental cars were the top in-market transportation method used by Willamette Valley visitors.

Usage of visitors' own cars (46.3%) just surpassed rental vehicles (43.2%) as the top in-destination transportation for Willamette Valley visitors in 2024-25. However, among the segments, rental cars were the more dominant mode of transportation within Oregon among out of state visitors (57.0%) as well as Arts & Culture Participants (57.3%), Outdoor Recreation Participants (48.2%), Food & Drink Participants (46.8%), and Canadian Visitors (40.8%).

In-Destination Mode of Transportation



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Own car	46.3%	34.6%	87.8%	34.1%	41.9%	45.1%	37.0%
Rental car	43.2%	40.8%	5.2%	57.0%	48.2%	46.8%	57.3%
Walking	28.6%	30.0%	25.0%	29.8%	31.3%	32.8%	39.3%
Public Transit	13.7%	22.3%	6.0%	14.2%	15.5%	15.3%	21.0%
Ride sharing platforms	13.6%	18.2%	4.9%	15.3%	16.7%	14.3%	17.2%
Tour bus	8.2%	14.9%	0.7%	9.0%	9.9%	8.4%	20.7%
Train	7.1%	17.9%	0.0%	7.3%	7.7%	7.4%	15.2%
Private Shuttle	5.2%	9.1%	0.0%	6.2%	4.5%	5.3%	7.6%
Boat or other water transportation	4.9%	6.9%	3.0%	5.3%	6.6%	4.7%	10.2%
Bicycle/e-Bike	4.4%	6.9%	1.6%	4.9%	5.0%	4.4%	9.8%
Trolley	4.1%	6.6%	0.7%	4.3%	4.0%	4.1%	8.2%
Highway bus	3.9%	4.2%	0.0%	4.7%	2.9%	2.4%	6.0%
Rental camper/RV/van	3.4%	4.8%	0.5%	4.2%	3.7%	3.6%	6.9%
Own camper/RV/van	3.4%	1.6%	1.1%	4.6%	4.8%	2.6%	7.0%
Motorcycle	2.6%	7.5%	0.5%	2.4%	2.7%	2.6%	4.2%
Wheelchair/personal mobility scooter/vehicle	1.7%	4.2%	1.6%	1.2%	2.7%	1.7%	3.3%
Electric scooter	1.3%	2.4%	1.0%	1.2%	1.3%	1.3%	1.9%
Base	540	70	129	340	332	421	155

*Small sample size

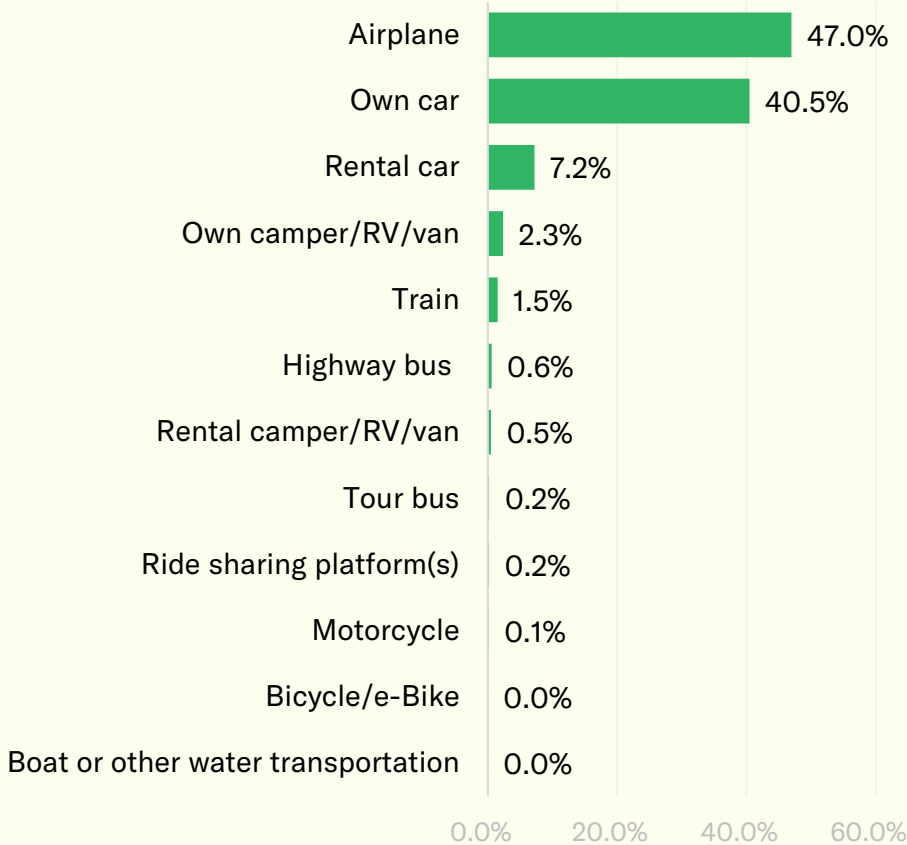
Question: Which modes of transportation did you use in the destination(s) you visited?

Base: Total respondents (540 completed surveys)

Almost half of Willamette Valley visitors departed by plane.

A similar share to those who arrived by plane (47.9%) said they also departed Oregon by airplane (47.0%). Four in ten Willamette Valley visitors departed by personal vehicle (40.5%). Out of state visitors (60.6%) and Arts & Culture Participants (59.9%) 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	47.0%	58.6%	2.8%	60.6%	52.8%	49.9%	59.9%
Own car	40.5%	30.4%	86.4%	26.3%	35.1%	38.2%	28.5%
Rental car	7.2%	4.4%	3.8%	8.6%	6.4%	7.8%	6.0%
Own camper/RV/van	2.3%	3.0%	2.7%	2.1%	2.9%	1.5%	2.7%
Train	1.5%	2.4%	0.8%	1.6%	1.4%	1.1%	1.3%
Highway bus	0.6%	1.2%	1.3%	0.1%	0.8%	0.7%	1.0%
Rental camper/RV/van	0.5%	0.0%	0.0%	0.8%	0.2%	0.6%	0.0%
Tour bus	0.2%	0.0%	0.8%	0.0%	0.3%	0.2%	0.0%
Ride sharing platform(s)	0.2%	0.0%	0.7%	0.0%	0.0%	0.0%	0.6%
Motorcycle	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Bicycle/e-Bike	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boat or other water transportation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	540	70	129	340	332	421	155

*Small sample size

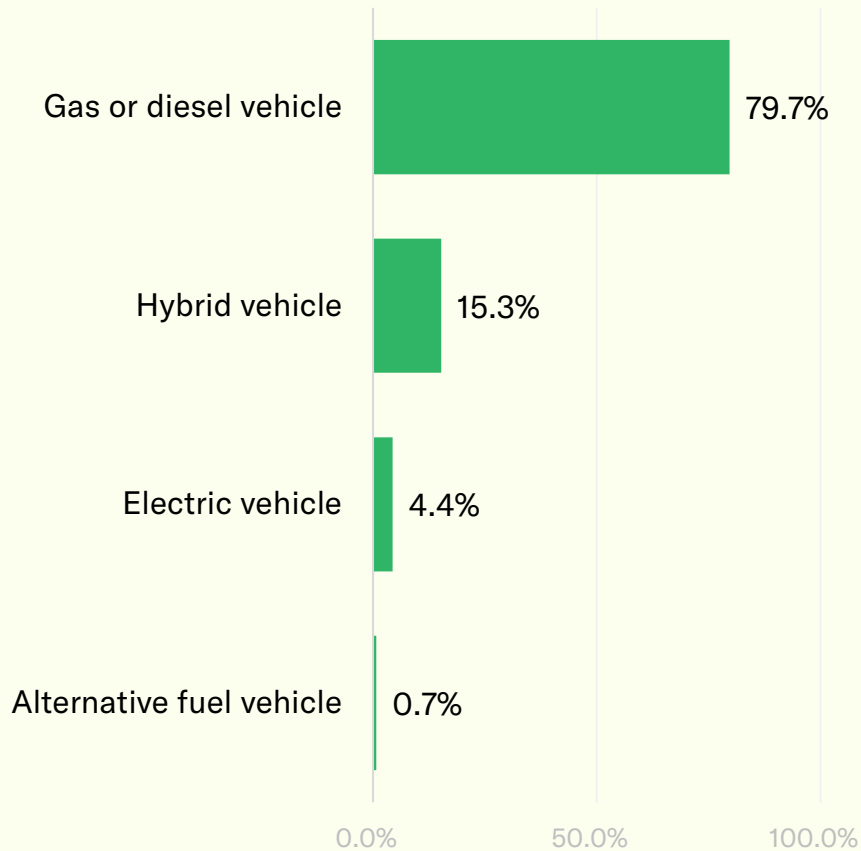
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (540 completed surveys)

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

For arrival and departures, nearly eight in ten (79.7%) of Willamette Valley visitors who used either a rental or their own car for transportation said they used a gas or diesel vehicle. Only 15.3% used a hybrid and an even smaller share used an electric vehicle (4.4%). Canadian Visitors (7.8%) were much more likely to have used an alternative fuel vehicle, though this is based on a small sample size (n=26).

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	79.7%	62.3%	87.4%	77.3%	76.2%	82.4%	74.9%
Hybrid vehicle	15.3%	26.8%	11.7%	16.3%	18.5%	14.7%	15.1%
Electric vehicle	4.4%	3.2%	0.9%	6.3%	5.3%	2.9%	6.4%
Alternative fuel vehicle	0.7%	7.8%	0.0%	0.0%	0.0%	0.0%	3.6%
Base	276	26	116	133	152	209	59

**Small sample size*

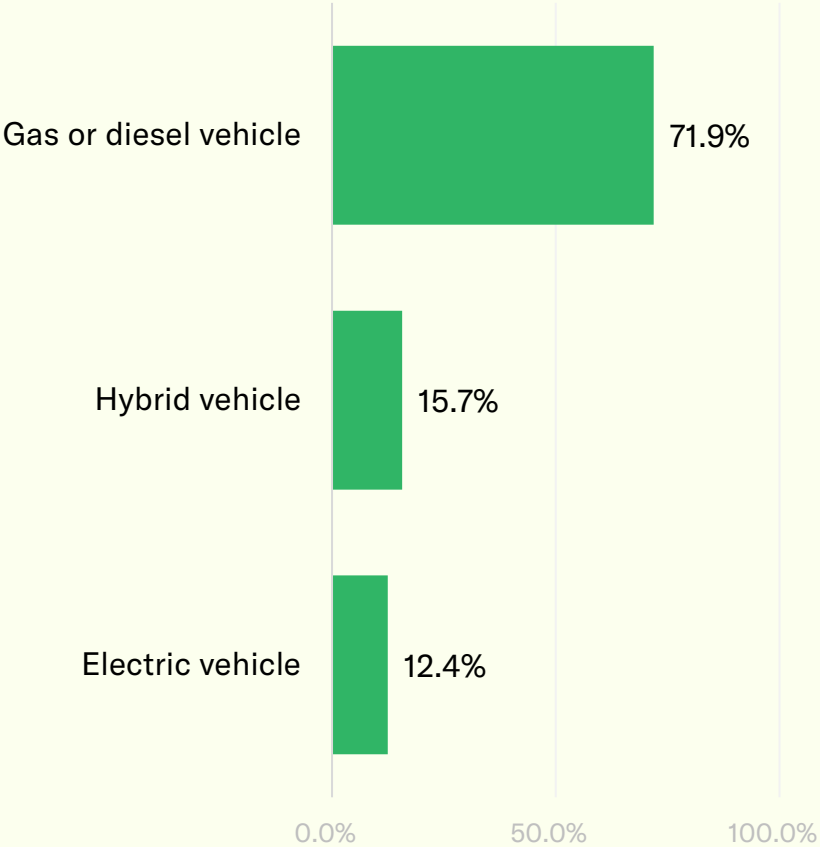
Question: What type of vehicle did you use?

Base: Respondents who arrived or departed using a rental or own personal car (276 completed surveys).

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

As with arrival and departure, 2024-2025 Willamette Valley visitors who used a rental or own personal car to travel within the state were most likely to say they used a gas or diesel vehicle (71.9%). Just 15.6% use a hybrid, followed by 12.4% who reported using an electric vehicle. There was no significant variance by segment for in-market vehicle types used.

Vehicle Type In-Market



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Gas or diesel vehicle	71.9%	62.5%	100.0%	72.7%	72.5%	71.6%	68.4%
Hybrid vehicle	15.7%	21.9%	0.0%	15.0%	17.0%	16.1%	19.4%
Electric vehicle	12.4%	15.6%	0.0%	12.2%	10.5%	12.4%	12.2%
Base	214	33	6	175	150	179	82

**Small sample size*

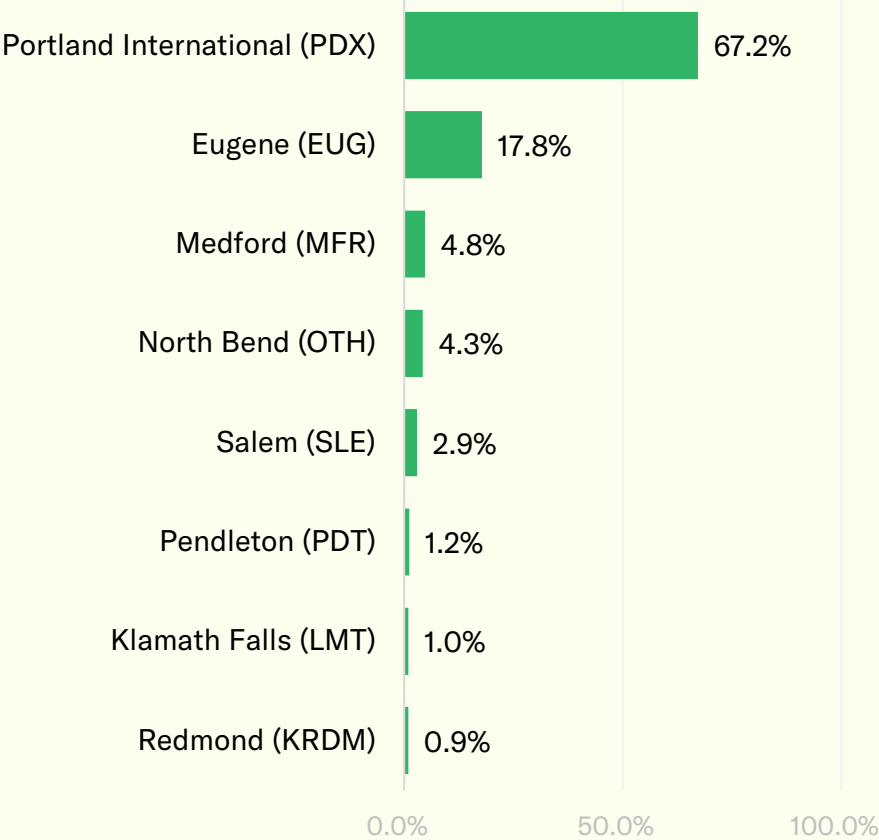
Question: What type of vehicle did you use?

Base: Respondents who used a rental or own personal car while in-market (214 completed surveys).

Over two-thirds of Willamette Valley Visitors used PDX airport.

At 67.2%, the largest share of 2024-2025 visitors to the Willamette Valley who reported arriving and/or departing by airplane from the state said they used Portland International Airport. Among the segments, there was no statistically significant variance in the most-used airport in Oregon.

Airports Used



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Portland International (PDX)	67.2%	70.7%	69.6%	66.5%	72.6%	68.4%	71.4%
Eugene (EUG)	17.8%	11.0%	30.4%	18.9%	14.7%	18.5%	14.2%
Medford (MFR)	4.8%	3.3%	0.0%	5.2%	4.0%	4.2%	3.7%
North Bend (OTH)	4.3%	13.9%	0.0%	2.4%	1.2%	4.0%	3.9%
Salem (SLE)	2.9%	0.0%	0.0%	3.6%	3.3%	2.7%	4.1%
Pendleton (PDT)	1.2%	0.0%	0.0%	1.4%	1.8%	0.9%	1.2%
Klamath Falls (LMT)	1.0%	0.0%	0.0%	1.2%	1.0%	0.8%	0.0%
Redmond (KRDM)	0.9%	1.1%	0.0%	0.9%	1.4%	0.7%	1.5%
Base	257	41	4	212	174	211	98

**Small sample size*

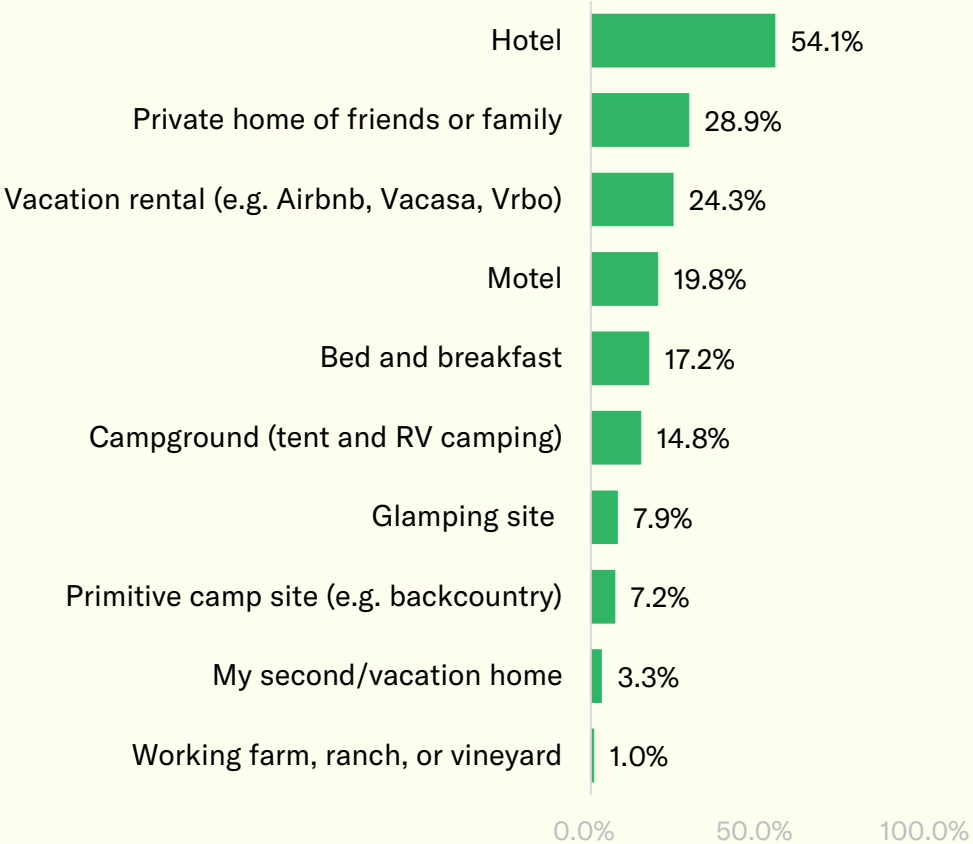
Question: Which airport did you arrive to/depart from?

Base: Respondents who arrived and/or departed via airplane (257 completed surveys).

Over half of Willamette Valley overnight visitors stayed in a hotel.

At 54.1%, a small majority of 2024-2025 Willamette Valley visitors who stayed overnight on their most recent trip reported using a hotel, followed distantly by over one in four (28.9%) who stayed in the private home of friends or family, followed by 24.3% who stayed in a vacation rental. Arts & Culture Participants (32.9%) as well as Outdoor Recreation Participants (29.0%) were more likely to have stayed in a vacation rental compared to other travelers to the Willamette Valley, while in-state visitors were more likely to have stayed in a campground (23.4%).

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	54.1%	63.6%	26.7%	60.8%	54.4%	58.5%	64.7%
Private home of friends or family	28.9%	22.5%	33.5%	28.4%	28.9%	28.6%	30.7%
Vacation rental (e.g. Airbnb, Vacasa, Vrbo)	24.3%	19.4%	17.0%	27.3%	29.0%	25.4%	32.9%
Motel	19.8%	23.6%	19.7%	18.7%	19.4%	21.4%	21.7%
Bed and breakfast	17.2%	15.6%	3.2%	22.1%	20.2%	16.3%	25.9%
Campground (tent and RV camping)	14.8%	8.9%	23.4%	13.3%	16.7%	11.8%	15.3%
Glamping site	7.9%	6.7%	4.9%	8.7%	8.0%	5.9%	13.7%
Primitive camp site (e.g. backcountry)	7.2%	8.7%	6.2%	6.8%	8.0%	5.4%	12.3%
My second/vacation home	3.3%	2.5%	2.4%	3.2%	4.0%	2.8%	5.0%
Working farm, ranch, or vineyard	1.0%	0.0%	0.0%	1.5%	1.6%	1.0%	1.9%
Base	524	69	117	337	327	415	152

*Small sample size

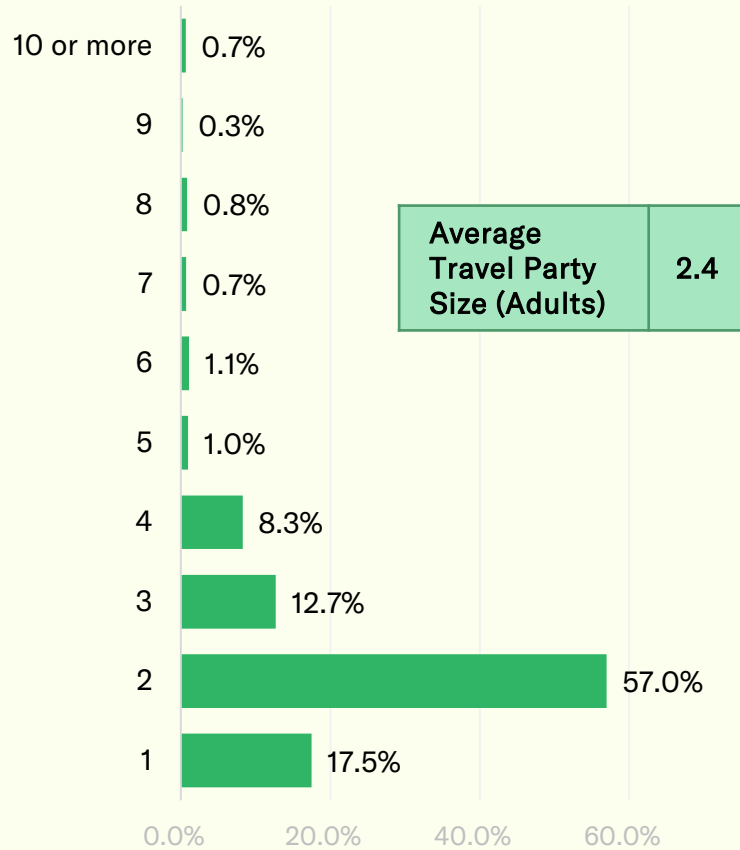
Question: In which type of lodging/accommodations did you stay in during this trip?

Base: Overnight visitors (524 completed surveys).

Most Willamette Valley visitors traveled with one other adult.

Over half of 2024-2025 Willamette Valley visitors to Oregon traveled with one other adult (57.0%). The average number of adults per travel party was 2.4 adults overall, with no statistically significant differences among the segments.

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	0.7%	1.6%	0.0%	0.7%	0.2%	0.4%	1.1%
9	0.3%	0.0%	0.0%	0.4%	0.4%	0.3%	0.0%
8	0.8%	0.0%	0.9%	1.0%	1.1%	1.1%	1.0%
7	0.7%	0.0%	1.0%	0.8%	1.0%	0.6%	1.7%
6	1.1%	0.7%	1.0%	1.2%	1.7%	1.3%	1.5%
5	1.0%	0.0%	0.6%	1.3%	1.1%	0.8%	1.8%
4	8.3%	6.7%	6.5%	8.8%	8.9%	8.9%	9.2%
3	12.7%	10.5%	15.4%	12.2%	14.9%	12.8%	16.0%
2	57.0%	59.0%	52.8%	58.4%	52.3%	56.3%	56.0%
1 people	17.5%	21.6%	21.8%	15.2%	18.5%	17.5%	11.7%
Average Travel Party Size (Adults)	2.4	2.2	2.2	2.6	2.4	2.4	2.6
Base	540	70	129	340	332	421	155

**Small sample size*

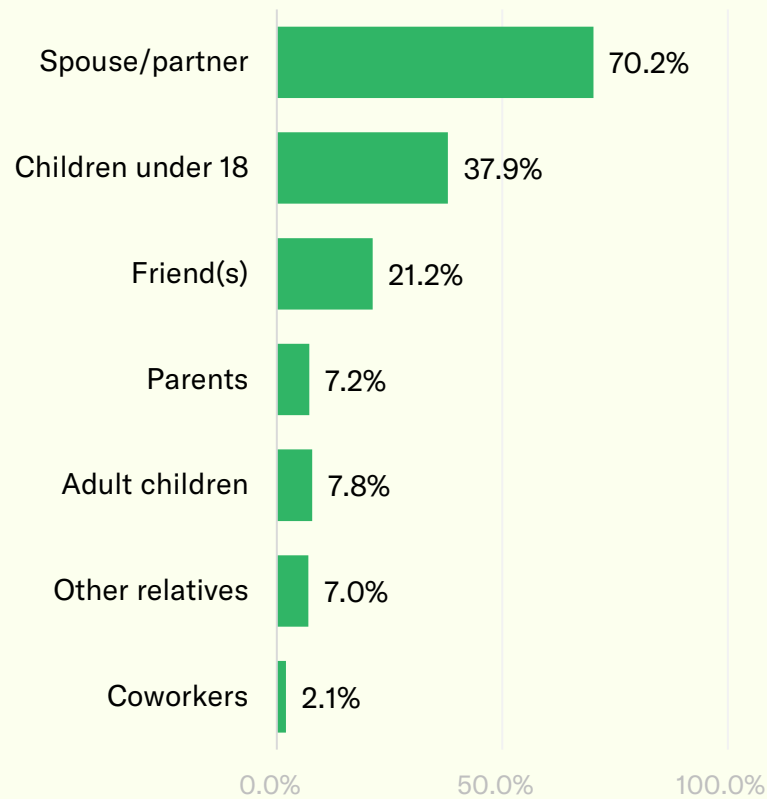
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (540 completed surveys)

Seven in ten Willamette Valley visitors traveled with their spouse or partner.

At 70.2%, the majority of 2024-2025 Willamette Valley visitors reported traveling to Oregon with their significant other, while more than one in three (37.9%) reported traveling with children under 18. In total, 14.6% of visitors were solo travelers. Among the segments, in-state visitors (56.2%) were less likely than other segments to have traveled with their spouse or partner, and Outdoor Recreation Participants were more likely to have traveled with children under 18 (44.8%).

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	70.2%	80.1%	56.2%	72.9%	67.8%	71.2%	75.4%
Children under 18	37.9%	42.6%	26.5%	41.1%	44.8%	37.7%	40.1%
Friend(s)	21.2%	19.3%	24.4%	20.6%	23.8%	21.8%	26.4%
Parents	7.2%	2.5%	13.1%	6.1%	8.3%	8.1%	11.7%
Adult children	7.8%	0.8%	11.6%	7.9%	5.6%	7.8%	3.3%
Other relatives	7.0%	2.8%	10.4%	6.7%	9.2%	8.1%	10.1%
Coworkers	2.1%	0.0%	0.6%	3.0%	2.2%	1.9%	1.6%
Base	460	55	109	295	287	358	136

**Small sample size*

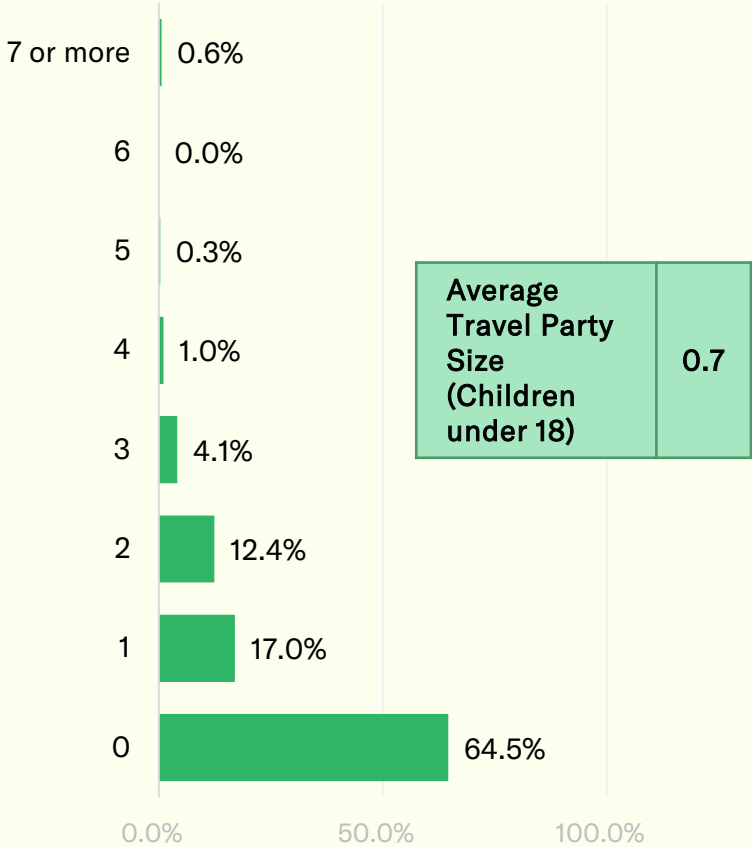
Question: Who were you traveling with?

Base: Respondents who traveled in a party of 2 or more people (460 completed surveys)

Over one-third of Willamette Valley visitors traveled with children.

Nearly two-thirds (64.5%) of visitors to the Willamette Valley did not travel with any children on their trip to Oregon. In-state visitors were the segment to have the smallest average travel party size of children under 18.

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	0.6%	0.0%	0.0%	0.9%	0.8%	0.6%	2.1%
6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	0.3%	1.6%	0.0%	0.2%	0.2%	0.4%	0.8%
4	1.0%	0.0%	0.5%	1.4%	1.4%	0.8%	0.7%
3	4.1%	6.7%	2.7%	3.7%	3.8%	3.6%	3.8%
2	12.4%	14.4%	6.0%	14.3%	13.8%	13.9%	14.3%
1	17.0%	16.1%	18.4%	16.8%	20.1%	15.6%	16.3%
0	64.5%	61.2%	72.4%	62.7%	60.0%	65.2%	62.0%
Average Travel Party Size (Children under 18)	0.7	0.7	0.4	0.7	0.7	0.7	0.8
Base	540	70	129	340	332	421	155

**Small sample size*

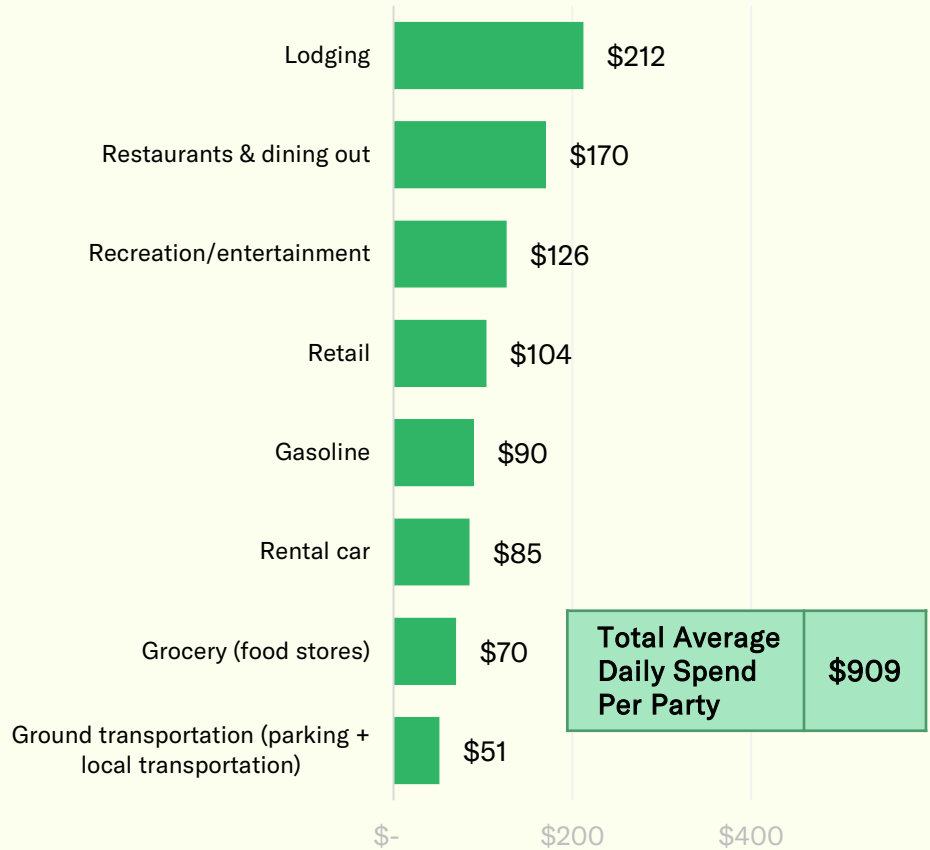
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (540 completed surveys)

Lodging and dining represent the largest spending categories.

Willamette Valley visitors in 2024-2025 reported a total average daily trip spend of \$909. Lodging represents the largest share at \$212, followed by restaurants and dining out at \$170. For the segments, out of state visitors spent the highest average of \$1,031 per party per day, while in-state visitors had by far the lowest spend across all categories except for gasoline (\$116).

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	\$212	\$230	\$113	\$243	\$230	\$219	\$208
Restaurants & dining out	\$170	\$174	\$147	\$178	\$170	\$189	\$153
Recreation/entertainment	\$126	\$147	\$55	\$147	\$152	\$134	\$113
Retail	\$104	\$103	\$40	\$126	\$119	\$108	\$85
Gasoline	\$90	\$68	\$116	\$84	\$81	\$93	\$67
Rental car	\$85	\$84	\$10	\$111	\$101	\$86	\$96
Grocery (food stores)	\$70	\$71	\$38	\$80	\$81	\$72	\$65
Ground transportation (parking + local transportation)	\$51	\$68	\$7	\$63	\$59	\$53	\$46
Total Average Daily Spend Per Party	\$909	\$944	\$526	\$1,031	\$993	\$953	\$833
Base	540	70	129	340	332	421	155

**Small sample size*

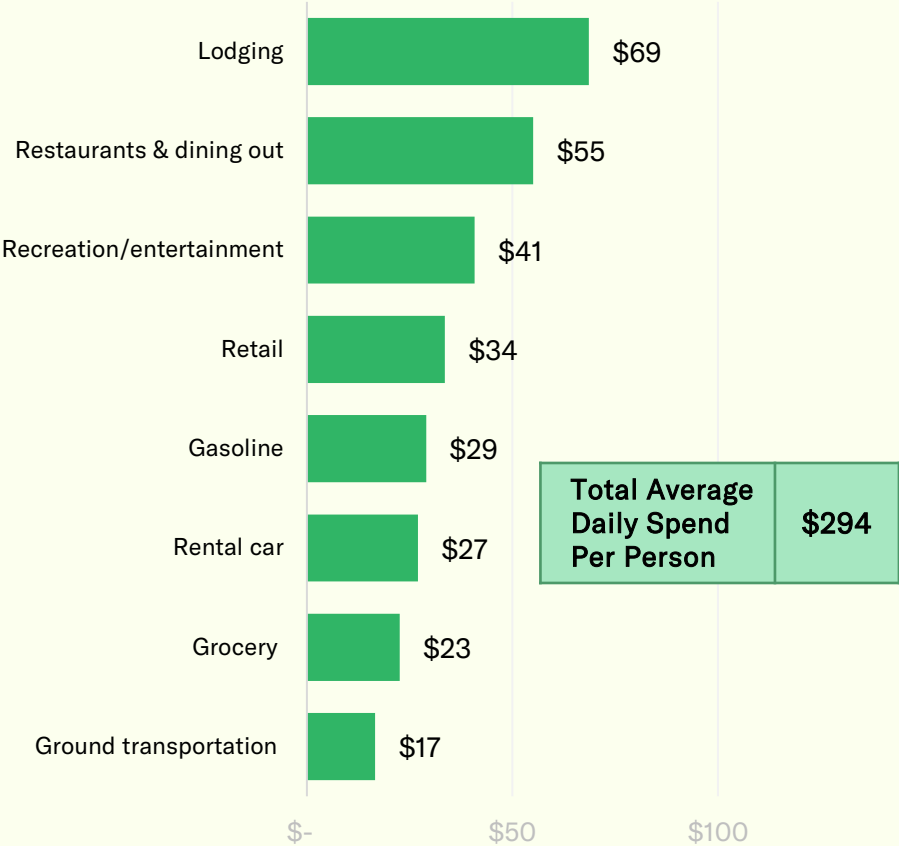
Question: Excluding airfare, please tell us approximately how much your travel group spent PER DAY in Oregon on each of the following categories, in \$USD?

Base: Total respondents (540 completed surveys)

On average, each Willamette Valley visitor spent about \$294 per day.

Based on the average travel party size, on average each visitor to the Willamette Valley spent \$294 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 \$325, while in-state visitors had the lowest average at \$200, followed by Arts & Culture Participants (\$240).

Daily Spend Per Person



By Segment

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Lodging	\$69	\$79	\$43	\$74	\$73	\$72	\$60
Restaurants & dining out	\$55	\$60	\$56	\$54	\$54	\$62	\$44
Recreation/entertainment	\$41	\$50	\$21	\$45	\$48	\$44	\$32
Retail	\$34	\$36	\$15	\$38	\$38	\$36	\$24
Gasoline	\$29	\$23	\$44	\$26	\$26	\$31	\$19
Rental car	\$27	\$29	\$4	\$34	\$32	\$29	\$28
Grocery	\$23	\$24	\$14	\$24	\$26	\$24	\$19
Ground transportation	\$17	\$23	\$3	\$19	\$19	\$17	\$13
Total Average Daily Spend Per Person	\$294	\$325	\$200	\$314	\$315	\$315	\$240
Base	540	70	129	340	332	421	155

**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?

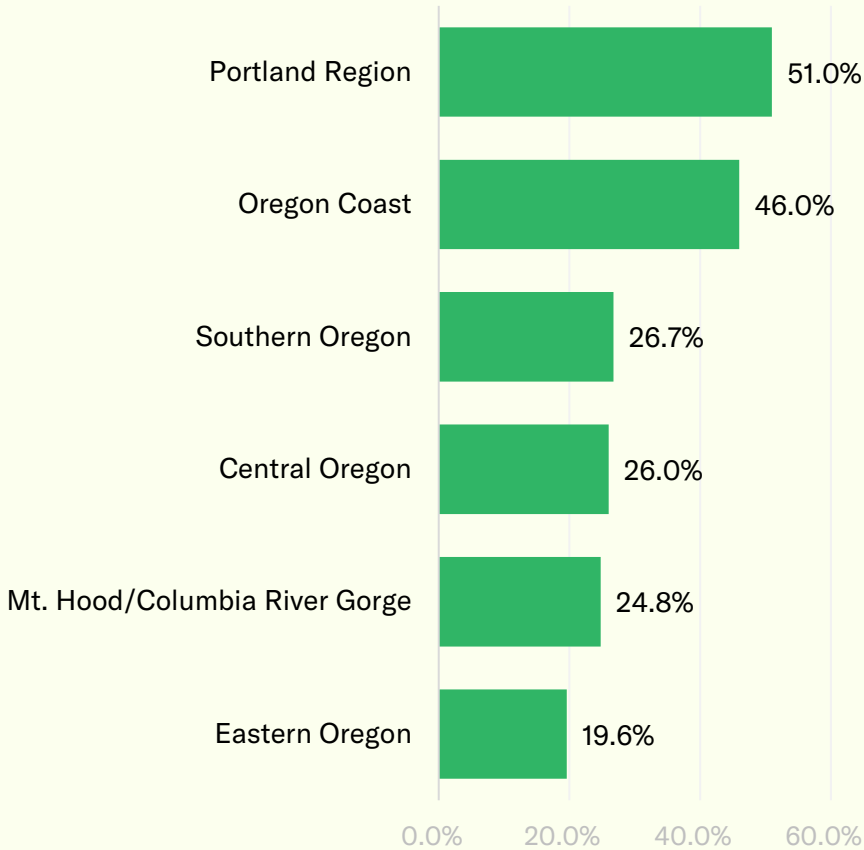
Base: Total respondents (540 completed surveys)

Detailed Findings: Region Visitation

Over half Willamette Valley visitors also visited the Portland region.

At 51.0%, the Portland region was the second-most visited region of Oregon among Willamette Valley visitors. Just a slightly smaller share (46.0%) said they also included an Oregon Coast destination in their trip to Oregon, followed by about one in four who visited Southern Oregon (26.7%), Central Oregon (26.0%), and/or the Mt. Hood/CRG region (24.8%), while less than one in five Willamette Valley visitors went to Eastern Oregon (19.6%). Among the segments, more than half of Outdoor Recreation Participants also visited the Oregon Coast (53.9%), while in-state visitors were much less likely to have visited the Portland region (39.7%)

Other Oregon Regions Visited



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Portland Region	51.0%	59.7%	39.7%	52.9%	54.4%	51.7%	62.0%
Oregon Coast	46.0%	51.8%	47.1%	44.6%	53.9%	47.2%	53.5%
Southern Oregon	26.7%	26.3%	21.2%	28.5%	30.2%	26.7%	32.0%
Central Oregon	26.0%	30.1%	21.8%	26.8%	31.0%	25.8%	33.6%
Mt. Hood/Columbia River Gorge	24.8%	25.2%	23.3%	25.4%	31.1%	25.8%	34.6%
Eastern Oregon	19.6%	20.1%	18.4%	19.5%	21.3%	18.0%	24.8%
Base	540	70	129	340	332	421	155

**Small sample size*

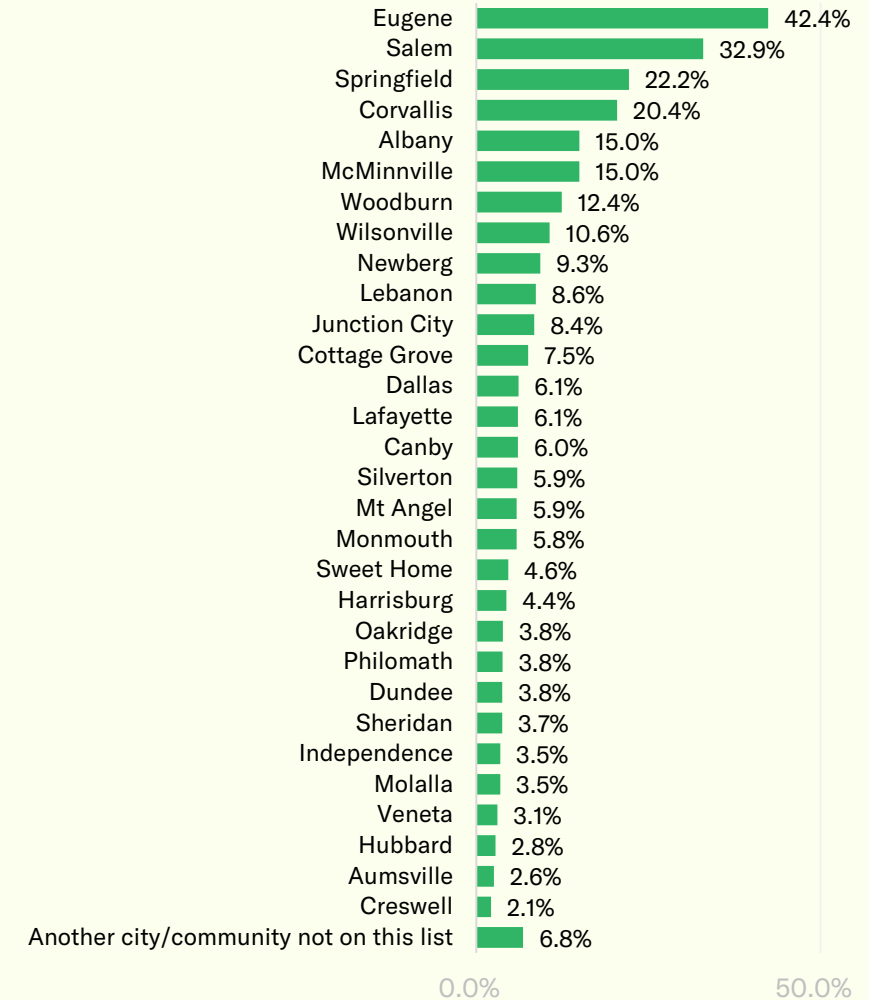
Question: Which region(s) in Oregon did you visit on this most recent trip?

Base: Total respondents (540 completed surveys)

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

Among the visitors who traveled to the Willamette Valley on their most recent trip to Oregon in 2024-25, the largest share reported visiting Eugene (42.4%). Just under one-third said they went to Salem (32.9%), followed by about one in five who visited Springfield (22.2%) and/or Corvallis (20.4%).

Willamette Valley Region Cities Visited



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

Base: Total respondents (500 completed surveys).

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

Willamette Valley Region Cities Visited by Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Eugene	42.4%	42.3%	37.5%	44.4%	45.9%	44.3%	50.9%
Salem	32.9%	37.8%	34.1%	31.7%	36.7%	34.8%	41.8%
Springfield	22.2%	26.6%	21.8%	21.5%	20.2%	22.6%	30.7%
Corvallis	20.4%	15.0%	23.8%	20.5%	23.2%	22.5%	18.4%
Albany	15.0%	15.3%	13.7%	15.4%	15.2%	15.4%	18.4%
McMinnville	15.0%	21.8%	17.6%	12.7%	14.3%	16.4%	18.5%
Woodburn	12.4%	13.8%	13.4%	11.8%	14.2%	12.6%	15.5%
Wilsonville	10.6%	11.7%	10.6%	10.5%	14.3%	10.5%	15.2%
Newberg	9.3%	4.4%	11.9%	8.9%	8.1%	7.9%	11.0%
Lebanon	8.6%	8.3%	6.7%	8.9%	10.4%	9.0%	13.0%
Junction City	8.4%	5.8%	10.9%	7.6%	8.3%	8.3%	10.6%
Cottage Grove	7.5%	9.1%	10.3%	5.7%	9.4%	6.1%	7.7%
Dallas	6.1%	4.2%	7.3%	5.6%	5.7%	6.3%	6.8%
Lafayette	6.1%	8.0%	1.7%	7.3%	7.3%	7.3%	9.5%
Canby	6.0%	5.7%	6.8%	5.9%	6.1%	5.4%	5.0%
Silverton	5.9%	2.0%	10.0%	5.3%	7.9%	6.4%	9.5%
Mt Angel	5.9%	3.6%	6.1%	5.8%	6.9%	6.3%	5.4%
Monmouth	5.8%	5.1%	4.5%	6.0%	5.4%	5.9%	7.1%
Sweet Home	4.6%	3.8%	4.9%	4.7%	4.7%	4.4%	9.7%
Harrisburg	4.4%	5.4%	3.8%	4.4%	4.7%	4.5%	6.0%
Oakridge	3.8%	4.3%	5.1%	3.3%	3.0%	4.2%	5.4%
Philomath	3.8%	2.0%	6.1%	3.4%	3.3%	3.4%	7.9%
Dundee	3.8%	2.3%	2.9%	4.4%	2.9%	4.4%	4.9%
Sheridan	3.7%	5.1%	1.8%	3.7%	3.2%	3.7%	5.3%
Independence	3.5%	3.5%	3.3%	3.6%	3.9%	3.0%	4.5%
Molalla	3.5%	1.3%	5.4%	3.2%	4.9%	3.8%	6.0%
Veneta	3.1%	1.3%	4.4%	3.0%	3.7%	2.4%	3.0%
Hubbard	2.8%	8.3%	1.2%	2.2%	3.0%	2.8%	4.3%
Aumsville	2.6%	2.5%	1.8%	2.9%	2.6%	2.5%	4.4%
Creswell	2.1%	0.0%	4.3%	1.3%	1.4%	1.5%	1.9%
Another city/community not on this list	6.8%	5.9%	11.7%	5.3%	5.6%	6.2%	2.1%
Base	500	64	119	316	301	392	139

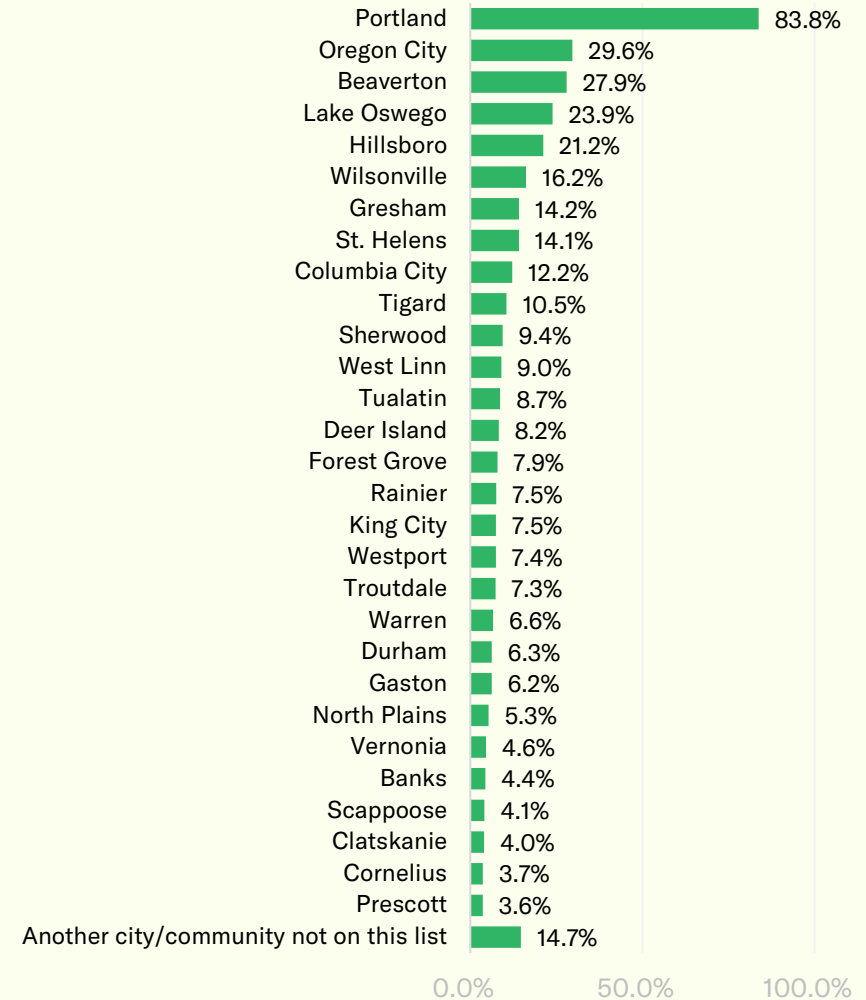
*Small sample size

Question: Which cities in the Willamette Valley region did you visit on the most recent trip?
 Base: Total respondents (540 completed surveys).

Portland was the most visited city in the Portland region.

Among the 51.0% of Willamette Valley visitors who traveled to the Portland Region, Portland (83.8%) was by far the most visited. This was followed by nearly three in ten who visited Oregon City (29.6%) and/or Beaverton (27.9%).

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 (259 completed surveys).

In state visitors to the Portland Region were more likely to have visited Beaverton and Hillsboro.

Portland Region Cities Visited by Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Portland	83.8%	86.4%	74.4%	86.4%	84.7%	83.6%	90.6%
Oregon City	29.6%	43.0%	20.5%	29.1%	35.3%	29.8%	37.4%
Beaverton	27.9%	29.8%	41.3%	24.3%	29.0%	31.0%	30.5%
Lake Oswego	23.9%	33.2%	23.9%	21.8%	26.6%	25.5%	29.8%
Hillsboro	21.2%	11.9%	28.4%	21.7%	24.6%	21.7%	25.2%
Wilsonville	16.2%	11.5%	24.2%	15.4%	16.6%	14.4%	17.9%
Gresham	14.2%	14.8%	20.5%	12.5%	16.7%	14.6%	17.6%
St. Helens	14.1%	17.8%	6.2%	15.4%	15.6%	14.7%	12.6%
Columbia City	12.2%	18.3%	3.2%	13.2%	14.7%	13.4%	14.5%
Tigard	10.5%	5.1%	18.7%	9.8%	13.7%	10.5%	12.9%
Sherwood	9.4%	7.6%	11.3%	8.4%	7.6%	9.3%	12.6%
West Linn	9.0%	3.5%	11.2%	8.9%	11.6%	8.8%	8.4%
Tualatin	8.7%	5.3%	10.8%	9.0%	7.3%	9.6%	8.3%
Deer Island	8.2%	7.1%	0.0%	9.7%	9.3%	6.8%	8.8%
Forest Grove	7.9%	7.2%	7.1%	8.3%	10.7%	8.1%	7.5%
Rainier	7.5%	2.2%	4.6%	8.7%	7.5%	7.5%	4.1%
King City	7.5%	15.1%	3.2%	6.8%	9.6%	7.8%	5.7%
Westport	7.4%	9.8%	0.0%	8.8%	10.2%	7.6%	8.9%
Troutdale	7.3%	6.0%	12.2%	5.4%	7.6%	5.6%	8.2%
Warren	6.6%	6.4%	0.0%	7.4%	6.8%	5.6%	6.5%
Durham	6.3%	9.5%	0.0%	7.2%	7.2%	6.1%	6.7%
Gaston	6.2%	6.9%	0.0%	6.7%	6.3%	4.7%	5.7%
North Plains	5.3%	3.5%	3.2%	6.4%	5.0%	4.3%	5.2%
Vernonia	4.6%	2.5%	3.2%	4.4%	1.8%	4.4%	2.0%
Banks	4.4%	3.5%	0.0%	5.8%	3.1%	4.4%	8.4%
Scappoose	4.1%	3.5%	0.0%	5.4%	3.8%	4.5%	3.6%
Clatskanie	4.0%	0.0%	2.1%	5.5%	4.4%	3.7%	5.2%
Cornelius	3.7%	12.9%	0.0%	2.4%	3.8%	3.0%	3.4%
Prescott	3.6%	5.3%	0.0%	4.1%	4.8%	3.6%	7.2%
Another city/community not on this list	14.7%	14.2%	15.6%	14.8%	17.6%	15.5%	9.5%
Base	259	40	50	168	165	209	88

*Small sample size

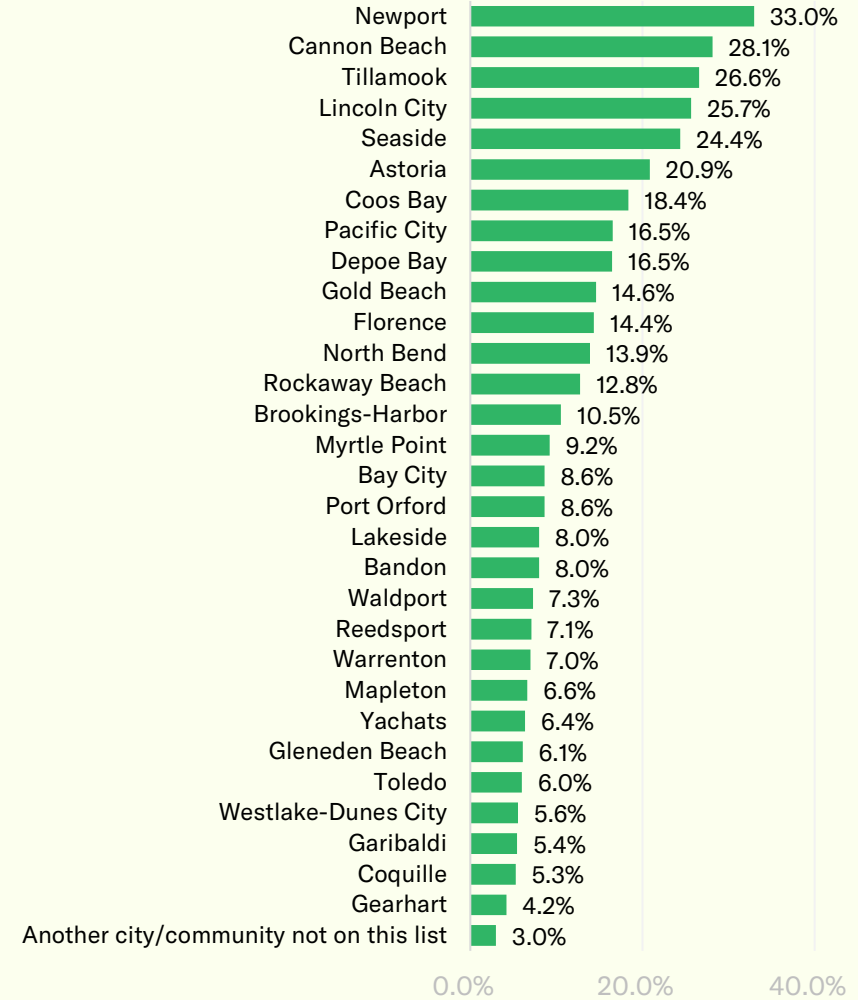
Question: Which cities in the Portland region did you visit on the most recent trip?

Base: Respondents who also visited the Portland Region on their most recent trip (259 completed surveys).

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

Among the 46.0% of 2024-2025 Willamette Valley visitors who also included the Oregon Coast region on their most recent trip, 33.0% spent time in Newport, surpassing the share of those who went to Cannon Beach (28.1%). One in four said they visited Tillamook (26.6%), followed closely by Lincoln (25.7%) and/or Seaside (24.4%).

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 (254 completed surveys).

In-state Willamette Valley visitors that visited the coast preferred central and southern coast cities such as Lincoln City 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	33.0%	37.8%	47.9%	25.8%	34.5%	36.6%	33.7%
Cannon Beach	28.1%	45.0%	20.0%	27.0%	30.7%	29.1%	27.0%
Tillamook	26.6%	16.6%	20.8%	31.4%	27.7%	30.8%	25.2%
Lincoln City	25.7%	28.1%	45.7%	17.0%	23.6%	26.3%	28.7%
Seaside	24.4%	41.1%	21.1%	21.4%	28.4%	25.9%	25.1%
Astoria	20.9%	33.3%	14.0%	20.4%	21.5%	23.5%	23.1%
Coos Bay	18.4%	17.1%	29.6%	14.2%	18.9%	18.3%	18.9%
Pacific City	16.5%	16.5%	11.2%	18.7%	16.5%	18.1%	21.1%
Depoe Bay	16.5%	16.1%	26.5%	12.5%	17.6%	19.2%	14.5%
Gold Beach	14.6%	16.8%	15.3%	13.8%	14.8%	13.3%	13.6%
Florence	14.4%	27.1%	25.5%	6.6%	15.0%	14.5%	15.7%
North Bend	13.9%	21.1%	18.6%	10.2%	14.7%	15.0%	14.2%
Rockaway Beach	12.8%	12.5%	16.0%	11.5%	13.9%	14.4%	10.1%
Brookings-Harbor	10.5%	12.2%	16.0%	7.9%	11.6%	9.6%	11.3%
Myrtle Point	9.2%	21.0%	11.3%	5.4%	10.8%	9.4%	11.3%
Bay City	8.6%	14.3%	3.0%	9.4%	9.5%	8.1%	8.8%
Port Orford	8.6%	13.1%	9.7%	7.0%	9.5%	8.5%	9.6%
Lakeside	8.0%	12.2%	5.1%	8.1%	9.1%	8.2%	14.1%
Bandon	8.0%	14.2%	18.7%	2.1%	7.7%	7.3%	9.5%
Waldport	7.3%	15.2%	9.1%	4.5%	9.2%	9.1%	11.0%
Reedsport	7.1%	6.3%	12.9%	5.0%	7.3%	7.2%	3.9%
Warrenton	7.0%	12.2%	0.0%	8.5%	8.8%	6.9%	8.3%
Mapleton	6.6%	9.7%	1.9%	7.7%	8.9%	7.1%	9.7%
Yachats	6.4%	1.7%	13.0%	4.9%	7.6%	7.3%	9.0%
Gleneden Beach	6.1%	9.1%	8.3%	4.4%	5.9%	6.0%	6.3%
Toledo	6.0%	7.4%	4.9%	6.0%	5.9%	6.3%	6.7%
Westlake-Dunes City	5.6%	11.1%	1.4%	5.8%	7.4%	6.1%	10.5%
Garibaldi	5.4%	11.3%	2.8%	5.0%	5.5%	6.8%	8.3%
Coquille	5.3%	10.4%	7.5%	3.1%	6.1%	4.5%	4.3%
Gearhart	4.2%	7.4%	1.1%	4.6%	5.5%	4.0%	5.3%
Another city/community not on this list	3.0%	5.4%	5.3%	1.4%	3.1%	2.1%	1.0%
Base	254	38	65	151	180	207	81

*Small sample size

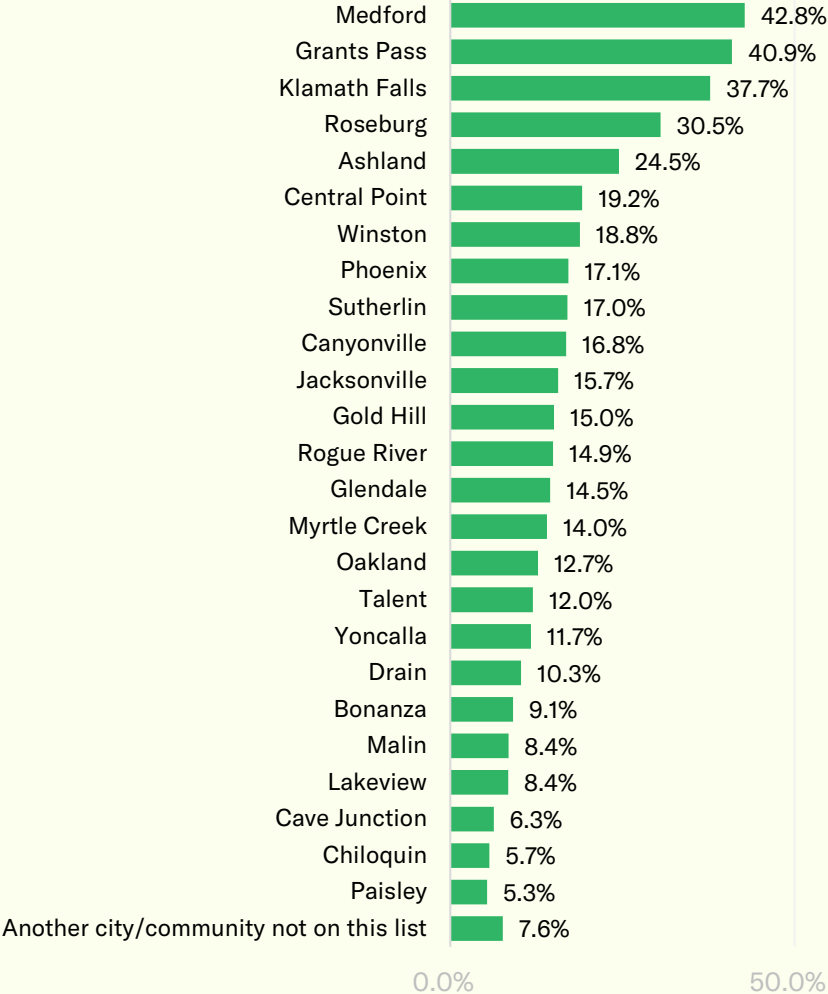
Question: Which cities in the Oregon Coast region did you visit on the most recent trip?

Base: Respondents who also visited the Oregon Coast Region on their most recent trip (254 completed surveys).

Medford and Grants Pass were the most-visited Southern Oregon cities for Willamette Valley visitors.

Of the 26.7% of Willamette Valley visitors who traveled to the Southern Oregon region on their trip to Oregon, about four in ten visited Medford (42.8%) and/or Grants Pass (40.9%), followed closely by Klamath Falls (36.7%). About three in ten reported visiting Roseburg (30.5%), while about one in four visited Ashland (24.5%).

Southern Oregon Region Cities Visited



Question: Which cities in the Southern Oregon region did you visit on the most recent trip?
 Base: Respondents who also visited the Southern Oregon Region on their most recent trip (121 completed surveys).

Canadian visitors, in-state visitors, and Arts & Culture Participants were more likely to have gone to Grants Pass than Medford.

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	42.8%	42.1%	63.4%	38.8%	43.7%	45.8%	44.6%
Grants Pass	40.9%	57.4%	65.6%	32.9%	42.5%	42.7%	54.7%
Klamath Falls	37.7%	38.9%	49.3%	35.5%	42.0%	41.8%	27.3%
Roseburg	30.5%	27.3%	33.7%	31.0%	31.0%	27.8%	28.5%
Ashland	24.5%	0.0%	36.3%	26.4%	22.0%	27.4%	31.9%
Central Point	19.2%	16.3%	27.8%	18.0%	22.0%	18.3%	14.0%
Winston	18.8%	16.3%	15.3%	20.5%	21.4%	21.3%	17.2%
Phoenix	17.1%	18.2%	13.8%	18.1%	14.5%	18.0%	7.1%
Sutherlin	17.0%	28.4%	0.0%	19.5%	20.6%	15.6%	15.5%
Canyonville	16.8%	10.5%	10.1%	17.8%	15.1%	15.2%	11.9%
Jacksonville	15.7%	31.4%	13.8%	13.7%	13.4%	17.8%	13.4%
Gold Hill	15.0%	16.3%	13.8%	13.3%	15.6%	11.9%	12.1%
Rogue River	14.9%	6.5%	27.0%	13.8%	12.2%	13.8%	18.0%
Glendale	14.5%	10.9%	16.4%	14.9%	13.8%	10.7%	11.7%
Myrtle Creek	14.0%	14.2%	11.7%	12.7%	12.9%	12.0%	11.1%
Oakland	12.7%	17.0%	0.0%	13.2%	14.2%	10.5%	12.2%
Talent	12.0%	12.2%	10.7%	10.5%	12.9%	9.7%	12.3%
Yoncalla	11.7%	16.3%	0.0%	14.0%	14.8%	9.4%	11.4%
Drain	10.3%	6.5%	0.0%	11.5%	9.9%	9.2%	12.4%
Bonanza	9.1%	16.3%	3.2%	9.5%	11.7%	9.6%	17.9%
Malin	8.4%	16.3%	0.0%	7.2%	8.8%	7.5%	11.5%
Lakeview	8.4%	16.3%	3.7%	8.3%	8.9%	8.5%	8.8%
Cave Junction	6.3%	9.8%	10.7%	4.8%	6.8%	6.8%	8.5%
Chiloquin	5.7%	16.3%	0.0%	3.3%	5.5%	4.6%	4.9%
Paisley	5.3%	6.5%	0.0%	6.6%	7.1%	5.9%	4.9%
Another city/community not on this list	7.6%	13.3%	17.0%	4.6%	8.0%	6.9%	4.7%
Base	121	15	23	82	80	94	38

*Small sample size

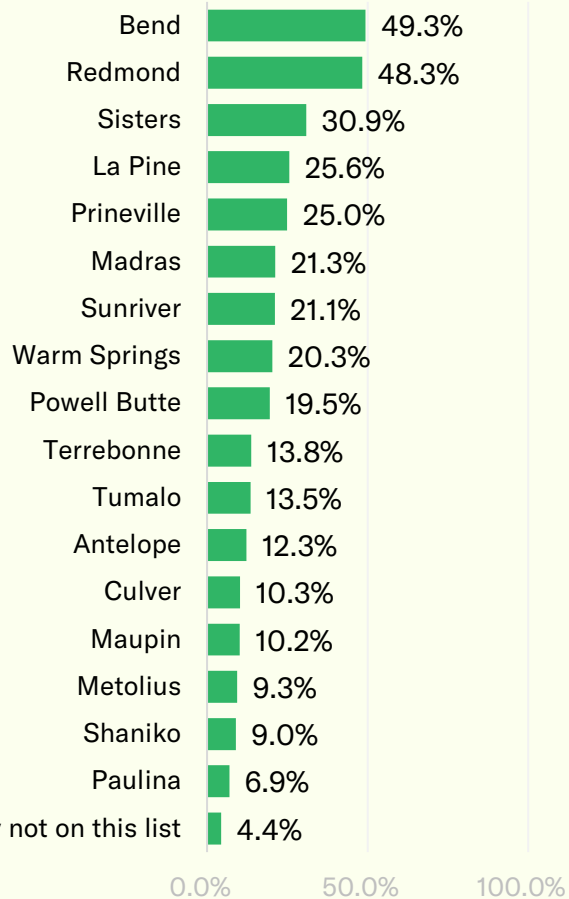
Question: Which cities in the Southern Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Southern Oregon Region on their most recent trip (121 completed surveys).

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

Among the 26.0% of 2024-2025 Willamette Valley visitors who also went to Central Oregon on their trip, Bend (49.3%) just outpaced Redmond (48.3%) as the top-visited city in the region. This was followed distantly by about three in ten who visited Sisters (30.9%). Arts & Culture Participants were more likely to have visited Maupin (26.0%).

Central Oregon Region Cities Visited



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Bend	49.3%	29.7%	77.3%	46.1%	49.6%	53.5%	46.4%
Redmond	48.3%	41.9%	57.8%	47.1%	48.8%	49.9%	53.1%
Sisters	30.9%	37.5%	36.6%	27.7%	32.5%	31.5%	42.0%
La Pine	25.6%	0.0%	32.0%	29.7%	25.3%	22.6%	33.8%
Prineville	25.0%	30.1%	33.1%	21.5%	21.3%	22.4%	32.1%
Madras	21.3%	14.3%	20.5%	23.1%	19.9%	16.2%	37.5%
Sunriver	21.1%	21.8%	29.0%	18.7%	24.0%	18.3%	21.7%
Warm Springs	20.3%	11.1%	17.5%	23.2%	17.8%	22.7%	29.8%
Powell Butte	19.5%	6.0%	17.0%	23.3%	21.9%	20.0%	34.7%
Terrebonne	13.8%	16.1%	3.1%	16.2%	19.1%	14.5%	17.8%
Tumalo	13.5%	12.4%	0.0%	17.6%	14.1%	9.3%	27.0%
Antelope	12.3%	18.0%	0.0%	14.4%	14.2%	10.9%	24.2%
Culver	10.3%	9.1%	3.6%	12.4%	11.5%	9.5%	19.9%
Maupin	10.2%	17.2%	0.0%	11.4%	10.3%	9.3%	26.0%
Metolius	9.3%	5.4%	0.0%	12.9%	10.5%	10.5%	15.7%
Shaniko	9.0%	6.0%	0.0%	12.1%	10.8%	8.6%	16.4%
Paulina	6.9%	21.8%	0.0%	5.4%	6.1%	7.4%	16.2%
Another city/community not on this list	4.4%	3.7%	6.7%	3.9%	4.4%	4.8%	0.0%
Base	121	18	24	79	82	94	41

*Small sample size

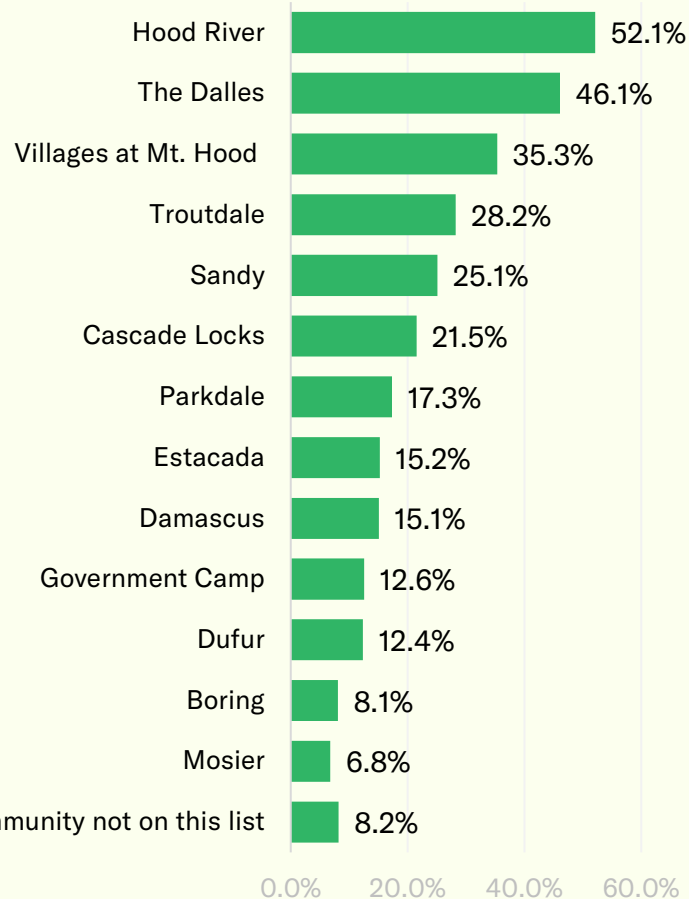
Question: Which cities in the Central Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Central Oregon Region on their most recent trip (121 completed surveys).

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

Among the 24.8% of Willamette Valley visitors who traveled to the Mt. Hood/Columbia River Gorge Region, Hood River (52.1%) was the most visited. This was followed by over four in ten (46.1%) who visited The Dalles, and just over one-third (35.3%) 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	52.1%	30.0%	47.6%	57.7%	53.5%	51.1%	56.4%
The Dalles	46.1%	42.0%	23.2%	54.1%	50.6%	49.4%	58.1%
Villages at Mt. Hood	35.3%	26.0%	21.8%	41.4%	37.6%	36.5%	43.1%
Troutdale	28.2%	39.5%	30.0%	25.6%	29.5%	26.2%	36.6%
Sandy	25.1%	27.9%	28.0%	23.7%	23.9%	26.2%	27.4%
Cascade Locks	21.5%	18.8%	21.7%	22.0%	23.8%	19.8%	20.3%
Parkdale	17.3%	20.3%	3.5%	21.1%	19.9%	18.0%	23.7%
Estacada	15.2%	19.6%	16.2%	14.1%	16.4%	14.9%	18.9%
Damascus	15.1%	27.6%	13.3%	13.2%	18.0%	13.9%	29.1%
Government Camp	12.6%	10.6%	15.3%	12.1%	15.7%	12.9%	17.8%
Dufur	12.4%	6.9%	5.3%	15.6%	11.2%	11.2%	17.4%
Boring	8.1%	7.6%	16.2%	5.6%	8.8%	8.9%	11.5%
Mosier	6.8%	6.9%	0.0%	8.9%	7.3%	6.1%	11.8%
Another city/community not on this list	8.2%	4.7%	19.2%	5.4%	6.1%	6.4%	9.5%
Base	123	16	28	79	87	102	47

**Small sample size*

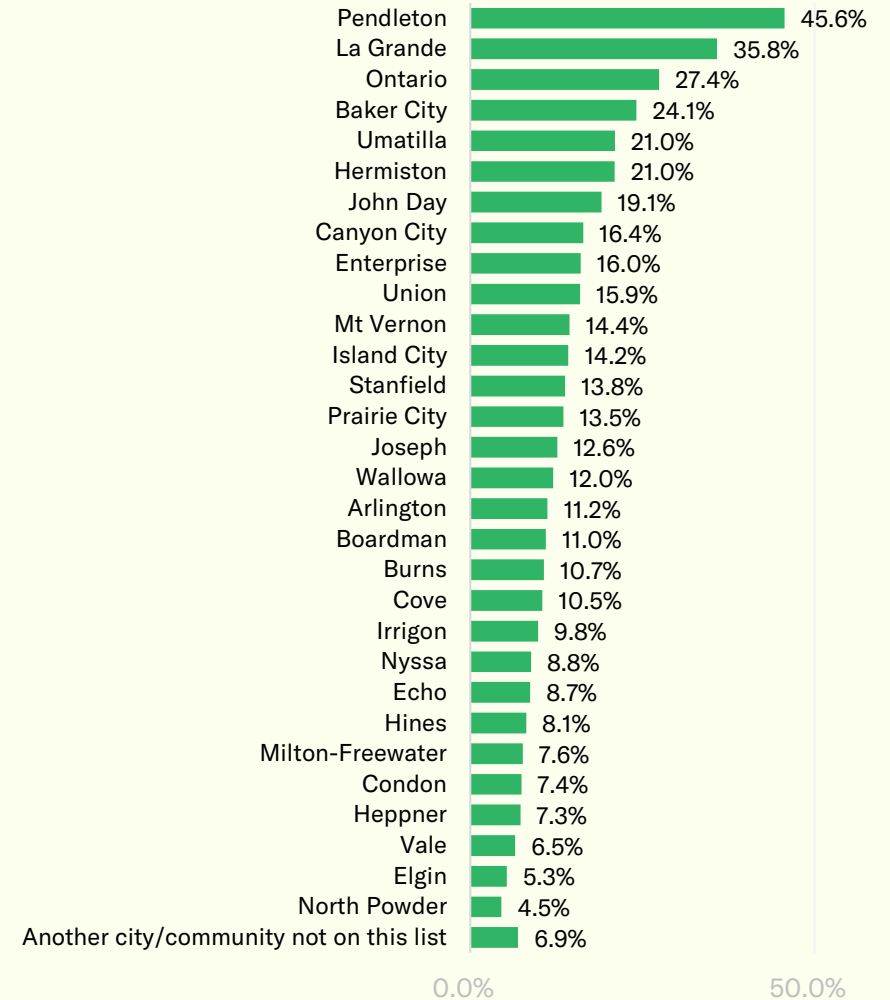
Question: Which cities in the Mt. Hood and the Columbia River Gorge region did you visit on the most recent trip?

Base: Respondents who also visited the Mt. Hood/Columbia River Gorge Region on their most recent trip (123 completed surveys).

Pendleton was the most-visited Eastern Oregon city.

For the 19.6% of Willamette Valley visitors who also traveled to the Eastern Oregon region in 2024-25, the largest share reported visiting Pendleton (45.6%), followed somewhat distantly by La Grande (35.8%). It should be noted that the sample size for this group was small (n=77).

Eastern Oregon Region Cities Visited*



**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 (77 completed surveys).

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

Eastern Oregon Region Cities Visited by Segment

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

	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Pendleton	45.6%	70.6%	33.4%	45.8%	53.3%	46.1%	51.4%
La Grande	35.8%	46.8%	29.0%	37.0%	46.1%	34.8%	40.8%
Ontario	27.4%	70.6%	6.9%	25.6%	30.5%	35.9%	28.5%
Baker City	24.1%	38.0%	0.0%	26.2%	19.9%	26.8%	15.4%
Umatilla	21.0%	42.0%	19.9%	13.7%	16.0%	15.7%	8.5%
Hermiston	21.0%	7.8%	20.1%	25.0%	24.4%	21.5%	17.4%
John Day	19.1%	0.0%	14.8%	25.5%	15.2%	20.7%	27.5%
Canyon City	16.4%	23.0%	6.0%	15.3%	8.5%	14.0%	11.6%
Enterprise	16.0%	21.0%	10.0%	13.7%	19.1%	13.9%	13.5%
Union	15.9%	23.0%	0.0%	16.5%	17.9%	16.1%	10.3%
Mt Vernon	14.4%	13.3%	8.2%	17.3%	19.8%	18.7%	16.5%
Island City	14.2%	21.0%	0.0%	18.0%	15.2%	17.8%	9.8%
Stanfield	13.8%	34.3%	0.0%	10.5%	11.8%	10.6%	9.6%
Prairie City	13.5%	34.3%	0.0%	13.8%	13.5%	12.2%	15.3%
Joseph	12.6%	9.7%	4.8%	16.4%	6.3%	14.3%	12.7%
Wallowa	12.0%	14.9%	8.8%	12.9%	10.3%	12.8%	13.4%
Arlington	11.2%	13.3%	8.2%	8.4%	7.7%	8.7%	8.1%
Boardman	11.0%	7.8%	4.8%	10.5%	10.2%	6.5%	7.8%
Burns	10.7%	21.0%	0.0%	12.3%	11.7%	9.9%	16.5%
Cove	10.5%	7.8%	0.0%	11.2%	1.8%	10.3%	11.7%
Irrigon	9.8%	7.8%	7.6%	7.7%	9.1%	5.0%	6.3%
Nyssa	8.8%	0.0%	0.0%	10.4%	7.6%	9.5%	5.9%
Echo	8.7%	21.0%	0.0%	5.4%	9.0%	7.8%	3.1%
Hines	8.1%	0.0%	8.6%	6.4%	6.6%	5.9%	0.0%
Milton-Freewater	7.6%	4.8%	4.1%	9.7%	8.8%	10.2%	2.6%
Condon	7.4%	13.3%	0.0%	8.9%	11.4%	10.9%	6.0%
Heppner	7.3%	21.0%	2.8%	2.2%	8.2%	5.6%	0.0%
Vale	6.5%	9.7%	0.0%	4.5%	2.3%	4.1%	4.4%
Elgin	5.3%	21.0%	0.0%	3.7%	5.0%	6.2%	0.0%
North Powder	4.5%	13.3%	6.0%	2.2%	5.4%	4.8%	3.8%
Another city/community not on this list	6.9%	0.0%	29.1%	1.4%	6.2%	7.6%	2.6%
Base	77	10	17	49	46	52	25

*Small sample size

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

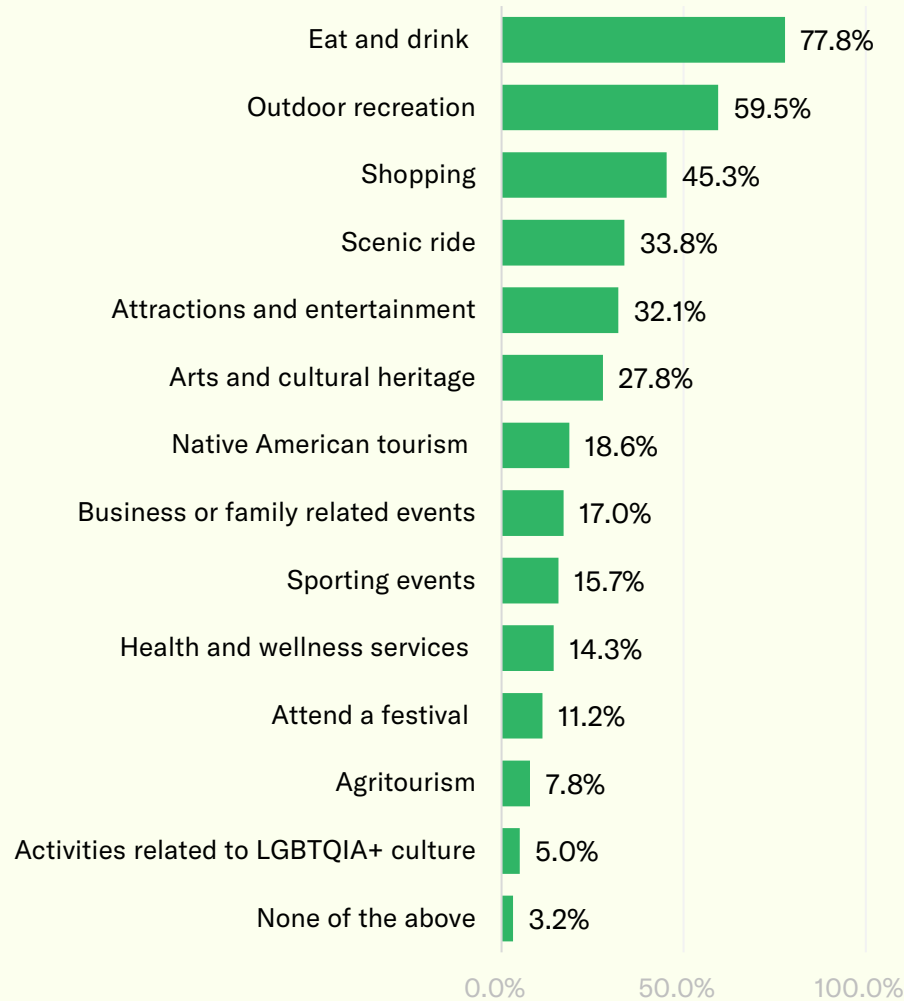
Base: Respondents who also visited the Eastern Oregon Region on their most recent trip (77 completed surveys).

Detailed Findings: Key Activities

Food and drink experiences were the top activity for Willamette Valley visitors.

Eating and drinking (77.8%) was by far the most popular activity for 2024-25 Willamette Valley visitors to engage in. More than half (59.5%) said they participated in outdoor recreation, followed by 45.3% who went shopping. Notably, among the segments, Arts & Culture Participants (88.9%) and out of state visitors (83.3%) were significantly more likely to say they also participated in eating and drinking activities, while more than half of Arts & Culture (57.5%), Outdoor Recreation (52.8%) and Food & Drink Participants (51.8%) went 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	77.8%	74.7%	65.5%	83.3%	81.8%	100%	88.9%
Outdoor recreation	59.5%	64.0%	53.4%	61.0%	100%	62.5%	67.8%
Shopping	45.3%	47.7%	37.8%	47.3%	52.8%	51.8%	57.5%
Scenic ride	33.8%	31.3%	29.0%	35.6%	40.6%	37.4%	41.1%
Attractions and entertainment	32.1%	35.2%	20.8%	35.1%	39.9%	36.2%	42.6%
Arts and cultural heritage	27.8%	33.6%	16.1%	30.9%	31.7%	31.8%	100%
Native American tourism	18.6%	19.5%	7.6%	22.4%	21.8%	17.4%	21.7%
Business or family related events	17.0%	12.0%	12.2%	19.8%	13.7%	16.5%	22.0%
Sporting events	15.7%	21.0%	6.6%	17.4%	17.3%	16.5%	21.2%
Health and wellness services	14.3%	17.1%	5.1%	17.1%	15.6%	14.2%	25.1%
Attend a festival	11.2%	13.5%	4.1%	13.3%	12.7%	12.3%	16.6%
Agritourism	7.8%	7.3%	5.3%	8.9%	9.0%	7.6%	15.7%
Activities related to LGBTQIA+ culture	5.0%	5.7%	2.9%	5.5%	6.8%	5.3%	12.1%
None of the above	3.2%	1.2%	10.2%	1.1%	0.0%	0.0%	0.0%
Base	540	70	129	340	332	421	155

**Small sample size*

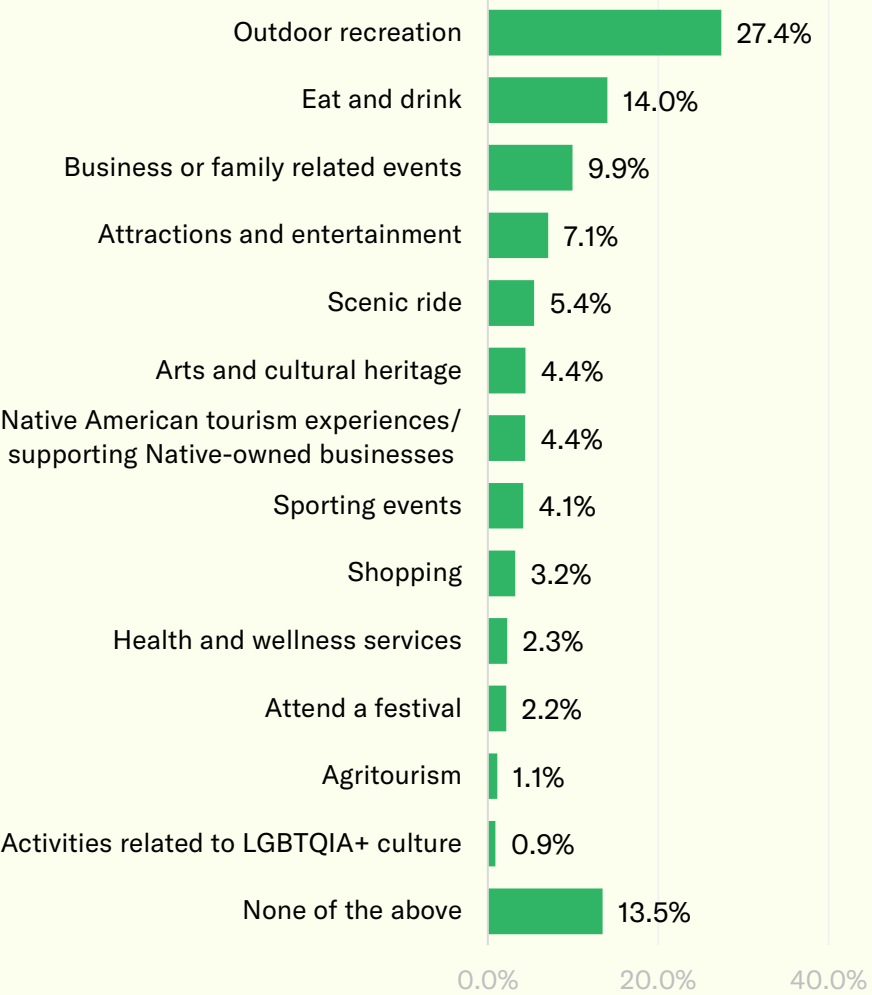
Question: Which type of activities/experiences did you participate in during this trip?

Base: Total respondents (540 completed surveys)

Outdoor recreation was the top motivating activity for Willamette Valley visitors.

Among Willamette Valley visitors who said they participated in any of these activities, over one-fourth (27.4%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. This was followed by 14.0% who said they were primarily motivated by eating and drinking. Scenic rides were most likely to be a primary motivating activity for Arts & Culture Participants (15.4%).

Primary Activity



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Outdoor recreation	27.4%	21.1%	34.0%	26.7%	44.6%	26.7%	24.5%
Eat and drink	14.0%	17.9%	14.6%	13.1%	8.5%	17.3%	11.4%
Business or family related events	9.9%	2.1%	9.7%	11.7%	5.9%	9.7%	9.8%
Attractions and entertainment	7.1%	10.7%	5.7%	6.3%	7.0%	7.0%	6.4%
Scenic ride	4.4%	6.3%	3.7%	4.3%	2.5%	4.4%	15.4%
Arts and cultural heritage	5.4%	6.5%	7.3%	4.6%	5.6%	4.7%	5.5%
Native American tourism experiences/ supporting Native-owned businesses	4.4%	3.4%	1.5%	5.5%	4.9%	2.9%	3.0%
Sporting events	3.2%	4.2%	2.8%	3.1%	1.6%	3.4%	2.8%
Shopping	4.1%	9.9%	1.2%	3.9%	3.7%	3.7%	2.1%
Health and wellness services	2.3%	2.7%	0.6%	2.8%	2.3%	1.5%	4.3%
Attend a festival	2.2%	3.4%	1.0%	2.3%	1.8%	1.7%	2.3%
Agritourism	1.1%	0.0%	1.0%	1.4%	0.8%	1.2%	0.8%
Activities related to LGBTQIA+ culture	0.9%	1.6%	0.0%	1.0%	1.1%	0.8%	3.1%
None of the above	13.5%	10.1%	16.9%	13.1%	9.8%	15.0%	8.6%
Base	517	69	115	332	329	421	154

**Small sample size*

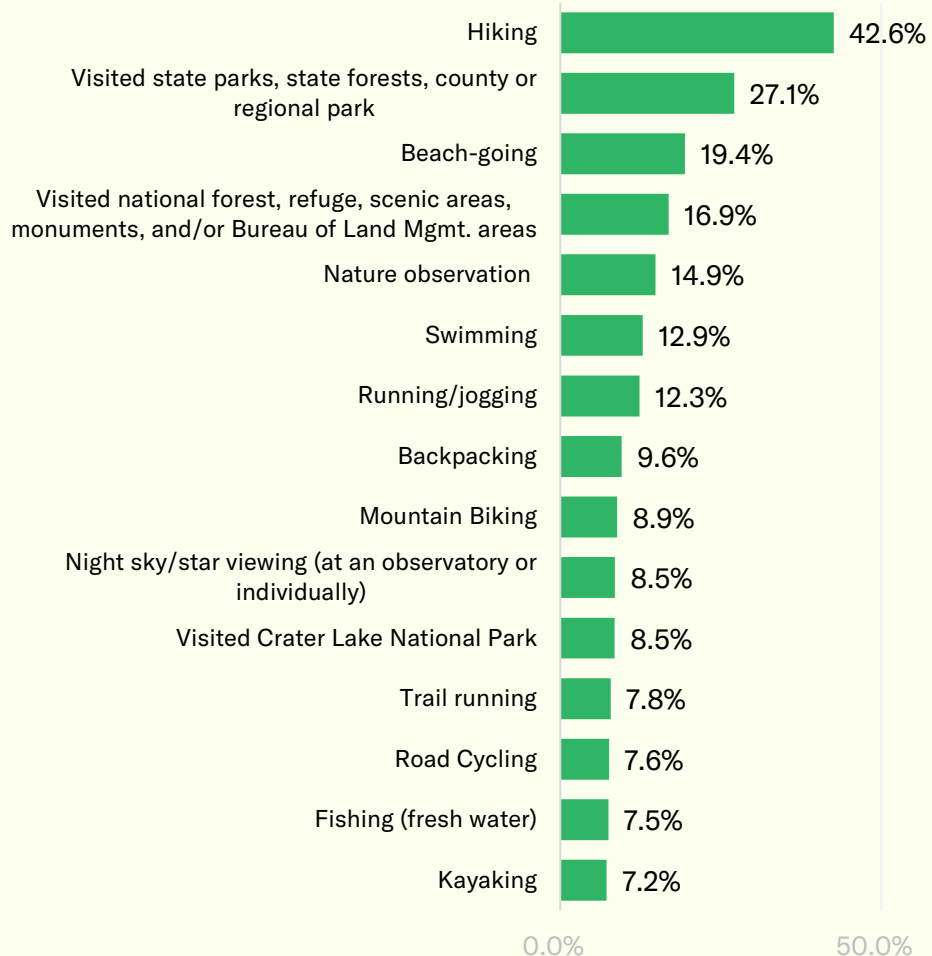
Question: Of the activities you participated in, were any the primary motivation for your most recent trip?

Base: Total respondents (517 completed surveys)

Hiking was the top outdoor recreation activity for Willamette Valley visitors.

Among 2024-25 Willamette Valley visitors' outdoor recreation engagement, the largest share (42.6%) went hiking, followed distantly by about four in ten (27.1%) who visited a state park, state forest, or county or regional park. Arts & Culture Participants were also more likely to engage in outdoor activities, with followed by Food & Drink Participants. Running/jogging was much more likely to be an outdoor recreation activity engaged in by out of state visitors (16.0%) compared to in-state (1.3%).

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	42.6%	49.4%	34.1%	44.4%	71.6%	46.9%	50.0%
Visited state parks, state forests, county or regional park	27.1%	31.8%	26.4%	26.5%	45.6%	32.0%	38.0%
Beach-going	19.4%	24.5%	23.0%	17.2%	32.7%	21.6%	24.2%
Visited national forest, refuge, scenic areas, monuments, and/or Bureau of Land Mgmt. areas	16.9%	21.5%	14.6%	16.8%	28.4%	20.4%	22.9%
Nature observation	14.9%	15.3%	14.8%	14.8%	25.0%	16.5%	25.3%
Swimming	12.9%	15.0%	8.5%	14.1%	21.6%	15.2%	16.2%
Running/jogging	12.3%	14.1%	1.3%	16.0%	20.8%	13.7%	16.7%
Backpacking	9.6%	8.9%	5.2%	11.3%	16.1%	9.9%	14.0%
Mountain Biking	8.9%	12.0%	2.3%	10.6%	14.9%	8.5%	13.5%
Night sky/star viewing (at an observatory or individually)	8.5%	9.6%	8.2%	8.4%	14.3%	8.8%	13.8%
Visited Crater Lake National Park	8.5%	7.2%	4.2%	10.3%	14.2%	10.2%	12.0%
Trail running	7.8%	10.7%	4.7%	8.4%	13.2%	8.2%	13.2%
Road Cycling	7.6%	10.0%	1.6%	9.3%	12.8%	6.9%	14.9%
Fishing (fresh water)	7.5%	6.1%	5.1%	8.7%	12.6%	8.2%	9.9%
Kayaking	7.2%	10.1%	1.1%	8.8%	12.1%	8.2%	9.4%
Base	540	70	129	340	332	421	155

*Small sample size

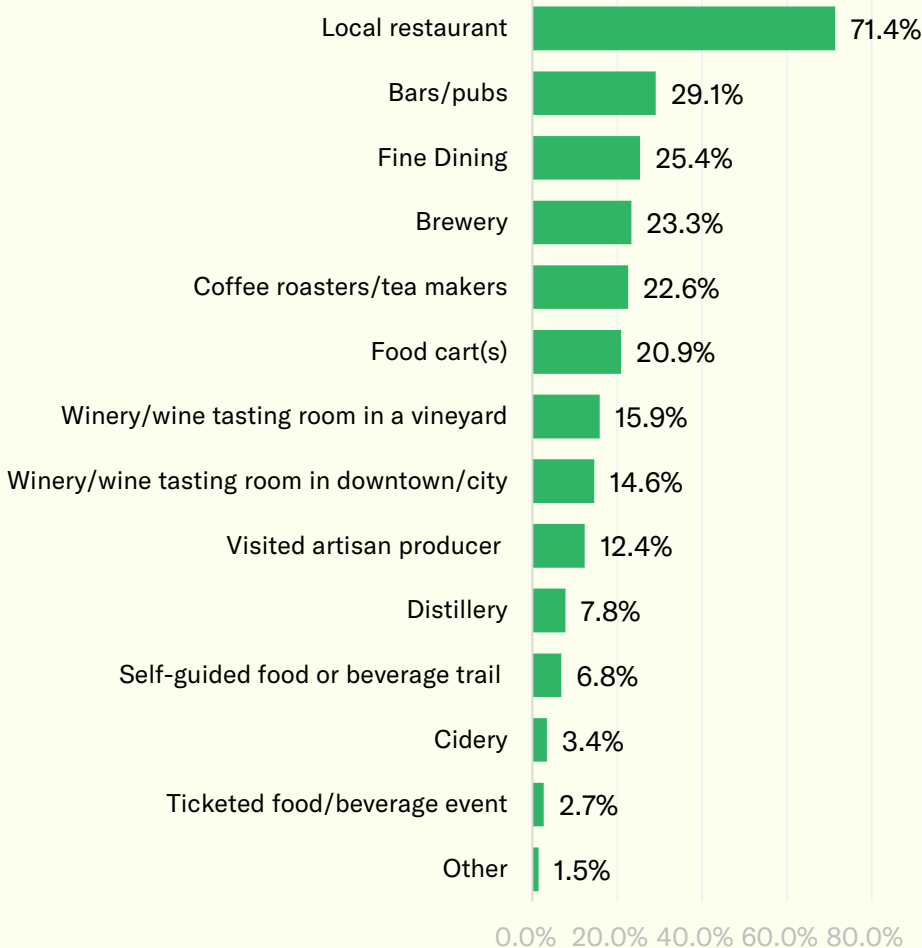
Question: Which of the following outdoor recreation activities did you do on this trip?

Base: Total respondents (540 completed surveys)

Seven in ten Willamette Valley visitors ate at local restaurant.

At 71.4% of Willamette Valley visitors, dining in a local restaurant was by far the top food and drink activity. Just three in ten said they went to bars/pubs (29.1%) and just over one in four engaged in fine dining (25.4%). Among the segments, it is worth noting that Arts & Culture Participants and Outdoor Recreation Participants were significantly more likely to have engaged in nearly all of these food & drink activities, aligning closely with Food & Drink Participants for nearly all activities. On the other hand, in-state visitors were less likely than other visitors to have engaged in any of these 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	71.4%	64.7%	62.3%	76.4%	76.7%	91.8%	80.7%
Bars/pubs	29.1%	27.4%	17.6%	33.8%	34.8%	37.4%	41.7%
Fine Dining	25.4%	25.5%	6.8%	32.2%	32.4%	32.6%	35.2%
Brewery	23.3%	22.7%	15.5%	26.4%	28.2%	30.0%	33.8%
Coffee roasters/tea makers	22.6%	18.8%	19.0%	24.8%	27.8%	29.0%	30.8%
Food cart(s)	20.9%	24.5%	16.3%	22.0%	26.4%	26.9%	29.7%
Winery/wine tasting room in a vineyard	15.9%	18.0%	3.5%	20.0%	18.0%	20.4%	24.2%
Winery/wine tasting room in downtown/city	14.6%	23.0%	3.0%	17.1%	18.4%	18.8%	22.8%
Visited artisan producer	12.4%	13.7%	8.1%	13.7%	16.2%	15.9%	21.1%
Distillery	7.8%	9.3%	0.0%	10.3%	10.6%	10.0%	13.7%
Self-guided food or beverage trail	6.8%	9.1%	0.6%	8.6%	7.5%	8.7%	13.8%
Cidery	3.4%	5.9%	0.8%	3.8%	4.1%	4.4%	7.9%
Ticketed food/beverage event	2.7%	4.1%	0.0%	3.4%	4.0%	3.5%	6.4%
Other	1.5%	4.1%	2.9%	0.4%	1.7%	1.9%	0.4%
Base	540	70	129	340	332	421	155

*Small sample size

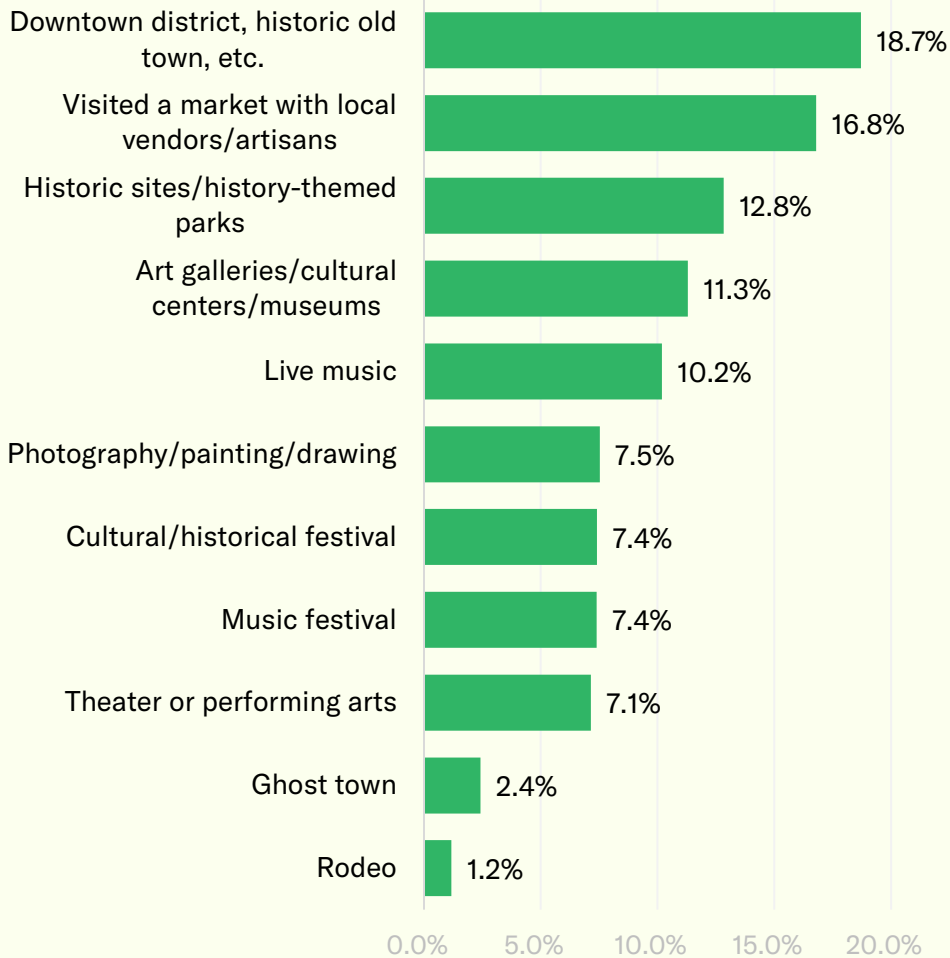
Question: Which of the following eat and drink activities did you do during this trip?

Base: Total respondents (540 completed surveys)

Downtown districts were the top arts & cultural draw for Willamette Valley visitors.

On their most recent Oregon trip in 2024-25, visiting a downtown district or historic old town was reported by nearly one in five (18.7%) Willamette Valley visitors. This was followed by 16.8% who reported visiting a local market. Notably, in-state visitors were much less likely to have engaged in downtown districts (9.8%), local markets (8.9%), and/or historical sites or history-themed parks (6.3%) compared to other visitors.

Arts & Cultural Activities



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Downtown district, historic old town, etc.	18.7%	21.7%	9.8%	21.4%	21.9%	22.3%	67.3%
Visited a market with local vendors/artisans	16.8%	23.6%	8.9%	18.3%	20.1%	19.7%	60.4%
Historic sites/history-themed parks	12.8%	10.9%	6.3%	15.6%	16.5%	15.7%	46.1%
Art galleries/cultural centers/museums	11.3%	11.9%	5.6%	13.2%	15.0%	13.1%	40.6%
Live music	10.2%	10.7%	5.6%	11.8%	11.7%	11.6%	36.6%
Photography/painting/drawing	7.5%	14.1%	2.7%	7.9%	9.8%	8.3%	27.1%
Cultural/historical festival	7.4%	10.6%	2.6%	8.5%	9.9%	8.3%	25.9%
Music festival	7.4%	7.4%	1.3%	9.6%	8.8%	7.7%	26.6%
Theater or performing arts	7.1%	9.5%	1.2%	8.8%	8.6%	8.5%	25.7%
Ghost town	2.4%	2.6%	0.5%	3.1%	3.8%	2.8%	8.7%
Rodeo	1.2%	0.0%	0.0%	1.8%	2.0%	1.5%	4.2%
Base	540	70	129	340	332	421	155

**Small sample size*

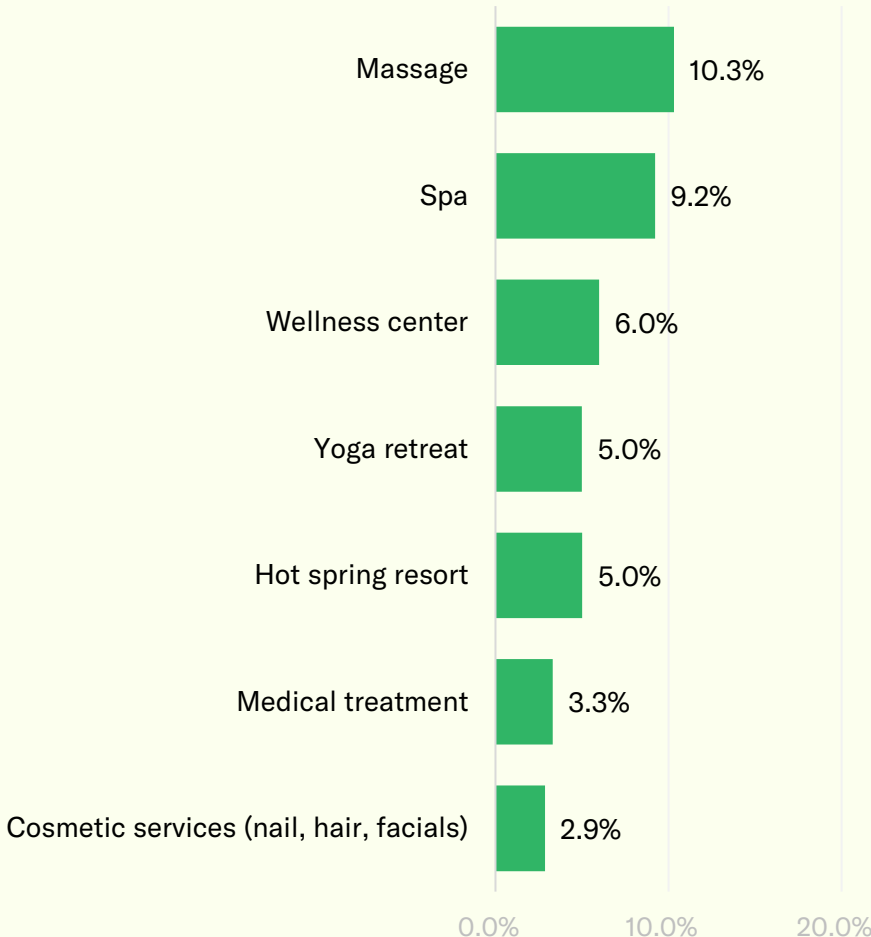
Question: Which of the following arts and cultural heritage related activities did you do on this trip?

Base: Total respondents (540 completed surveys)

Around one in ten Willamette Valley visitors got a massage or visited a spa.

Just one in ten (10.3%) Willamette Valley visitors got a massage on their 2024-25 trip to Oregon, while a slightly smaller share went to a spa (9.2%). Interestingly, Arts & Culture Participants were more likely than other travelers to say they engaged in any of the activities in this category.

Health & Wellness Activities



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Massage	10.3%	10.5%	0.8%	13.7%	11.9%	10.3%	18.9%
Spa	9.2%	10.3%	1.9%	11.7%	12.3%	9.9%	19.4%
Wellness center	6.0%	4.9%	0.5%	8.2%	6.6%	6.0%	13.3%
Yoga retreat	5.0%	7.1%	0.5%	6.2%	6.6%	5.2%	10.8%
Hot spring resort	5.0%	5.8%	1.0%	6.3%	5.7%	5.0%	9.7%
Medical treatment	3.3%	2.6%	1.6%	4.1%	4.9%	3.8%	8.9%
Cosmetic services (nail, hair, facials)	2.9%	4.1%	1.3%	3.2%	4.2%	3.5%	7.1%
Base	540	70	129	340	332	421	155

**Small sample size*

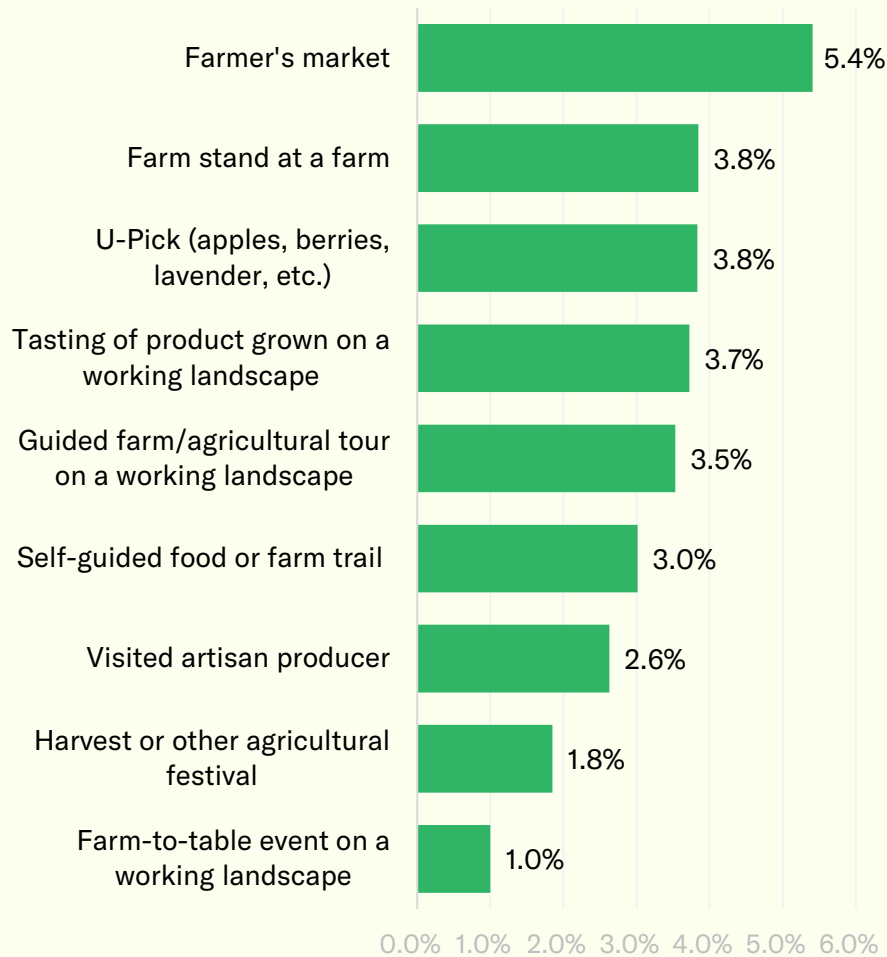
Question: Which of the following health and wellness activities did you do during this trip?

Base: Total respondents (540 completed surveys)

Farmer's markets were the most popular agritourism activities.

While only a small share of 2024-25 Willamette Valley visitors participated in any agritourism activities, (5.4%) were the most commonly engaged in. Arts & Culture Participants were much more likely to have participated in this category of activities compared to other travelers.

Agritourism Activities



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Farmer's market	5.4%	3.9%	4.4%	6.1%	6.3%	5.1%	11.0%
Farm stand at a farm	3.8%	1.8%	3.8%	4.3%	3.8%	4.0%	7.5%
U-Pick (apples, berries, lavender, etc.)	3.8%	3.4%	2.7%	4.4%	3.7%	3.5%	8.1%
Tasting of product grown on a working landscape	3.7%	5.9%	1.7%	4.0%	4.3%	3.9%	6.7%
Guided farm/agricultural tour on a working landscape	3.5%	3.7%	0.0%	4.8%	3.3%	3.4%	8.7%
Self-guided food or farm trail	3.0%	4.6%	0.6%	3.6%	3.1%	2.8%	7.5%
Visited artisan producer	2.6%	3.0%	1.8%	2.9%	3.5%	3.3%	6.7%
Harvest or other agricultural festival	1.8%	0.0%	0.0%	2.9%	3.0%	2.0%	5.5%
Farm-to-table event on a working landscape	1.0%	0.0%	0.0%	1.6%	1.7%	1.0%	2.9%
Base	540	70	129	340	332	421	155

**Small sample size*

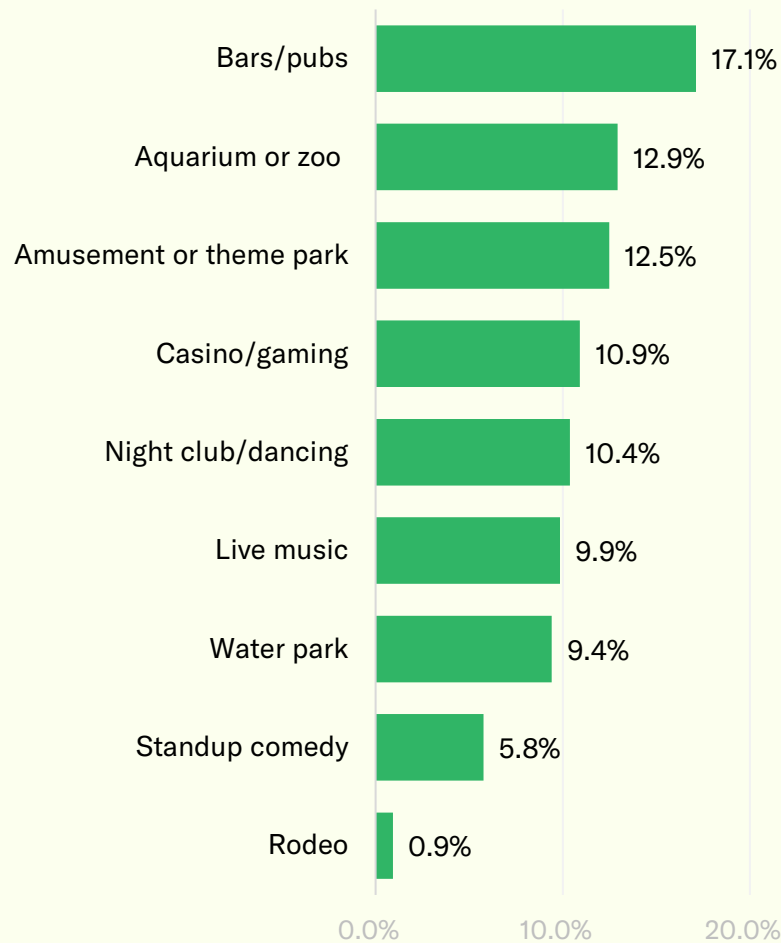
Question: Which of the following agritourism experiences did you partake in during this trip?

Base: Total respondents (540 completed surveys)

Bars and pubs were the most popular attractions and entertainment.

For 2024-25 Willamette Valley visitors, 17.1% went to a bar or pub, and slightly smaller shares visited an aquarium or zoo (12.9%) and/or an amusement or theme park (12.5%). Arts & Culture Participants and Outdoor Recreation Participants were more likely to engage in attractions and entertainment activities, while in-state visitors were less likely to have done so.

Attractions & Entertainment Activities



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Bars/pubs	17.1%	17.1%	7.7%	20.6%	22.3%	20.6%	24.3%
Aquarium or zoo	12.9%	13.0%	5.8%	15.0%	16.7%	14.8%	16.7%
Amusement or theme park	12.5%	14.8%	4.8%	14.3%	17.1%	14.0%	16.9%
Casino/gaming	10.9%	11.9%	7.7%	11.9%	13.1%	12.9%	15.5%
Night club/dancing	10.4%	7.5%	4.8%	12.5%	13.0%	11.6%	18.4%
Live music	9.9%	13.9%	3.5%	11.3%	14.9%	12.1%	19.2%
Water park	9.4%	13.8%	2.9%	10.9%	12.5%	10.6%	13.8%
Standup comedy	5.8%	4.8%	1.1%	7.7%	6.9%	6.7%	11.7%
Rodeo	0.9%	0.7%	0.0%	1.3%	1.5%	1.2%	3.3%
Base	540	70	129	340	332	421	155

**Small sample size*

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

Base: Total respondents (540 completed surveys)

Pro and semi-pro sports teams are the top draw among Willamette Valley visitors who engaged with sporting events.

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

Sporting Event Attendance or Participation



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Professional and semi-professional sports teams	8.8%	15.6%	1.3%	9.6%	10.5%	9.5%	15.9%
Collegiate and youth sports teams and conferences, tournaments, invitationals, or expos	8.0%	10.3%	2.2%	9.2%	8.5%	7.9%	13.2%
Annual sporting events for professional and amateur athletes (e.g. marathons, track and field Olympic trials, rodeo)	8.0%	6.0%	2.0%	10.1%	9.4%	8.6%	13.3%
Sporting events for outdoor recreation activities (e.g. kayaking, windsurfing, snowboarding)	6.0%	4.4%	1.6%	7.9%	8.1%	6.9%	11.6%
Sporadic sporting events for professional and amateur athletes (e.g. Spartan Races, Professional Golf Association tours)	4.8%	6.1%	0.0%	5.8%	5.5%	5.0%	10.3%
Base	540	70	129	340	332	421	155

**Small sample size*

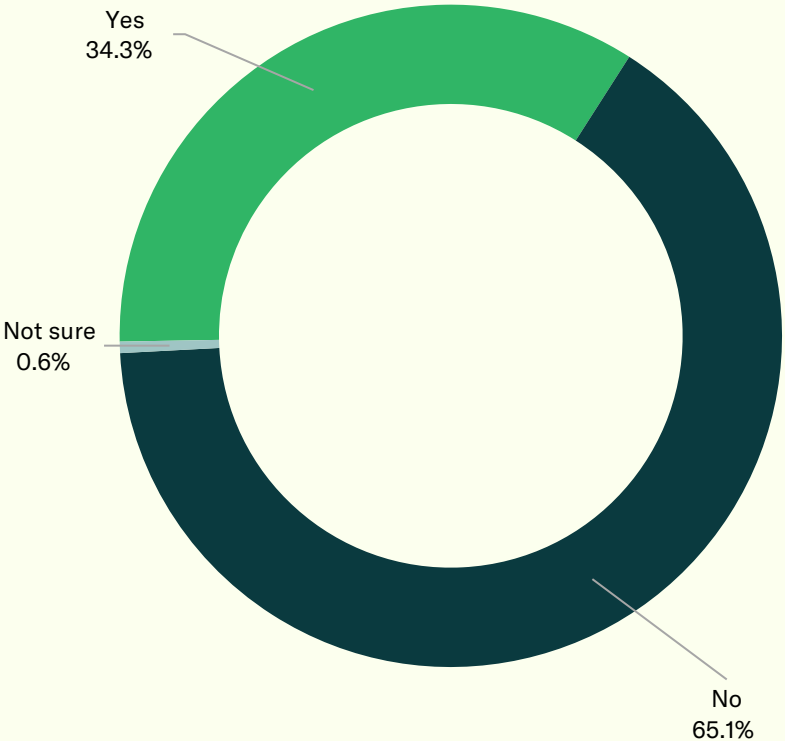
Question: Which of the following sporting events did you watch or participate in on this trip?

Base: Total respondents (540 completed surveys)

Over one-third of Willamette Valley visitors went on a guided tour.

At 34.3%, a sizeable share of 2024-25 Willamette Valley visitors participated in a guided tour on their trip to Oregon. Among the segments, more than half (56.9%) of Arts & Culture Participants said they went on a guided tour during their trip. In-state visitors to the Willamette Valley were significantly less likely to have done so (10.3%).

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	34.3%	46.8%	10.3%	40.0%	42.1%	34.0%	56.9%
No	65.1%	53.2%	87.8%	59.8%	57.2%	65.9%	43.1%
I am not sure	0.6%	0.0%	1.9%	0.2%	0.7%	0.1%	0.0%
Base	540	70	129	340	332	421	155

**Small sample size*

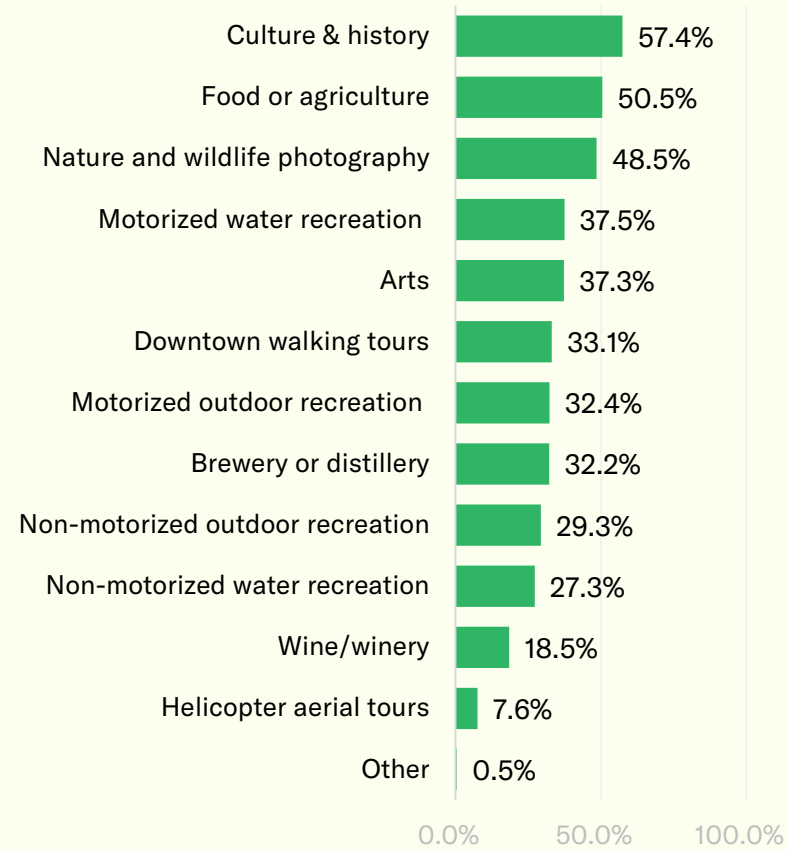
Question: Did you participate in any guided experience/tour (e.g., walking tour of city, river rafting, fishing, hiking with a guide)?

Base: Total respondents (540 completed surveys).

Culture & history guided tours were most popular for Willamette Valley visitors, especially among Arts & Culture Participants.

Among Willamette Valley visitors who took a guided tour on their most recent visit to Oregon, more than half (57.4%) said they took a culture & history tour, followed by half (50.5%) who did a food or agriculture tour. Nearly half (48.5%) took a nature and wildlife photography tour. Among the segments, Arts & Culture Participants were significantly more likely to have joined a culture & history guided tour (74.7%), while Food & Drink Participants over-indexed for downtown walking tours (39.7%) compared to other Willamette Valley visitors.

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	57.4%	58.6%	65.8%	57.1%	55.3%	61.0%	74.7%
Food or agriculture	50.5%	41.2%	35.8%	53.5%	47.0%	49.8%	51.3%
Nature and wildlife photography	48.5%	45.1%	41.4%	49.4%	51.6%	49.4%	50.7%
Motorized water recreation	37.5%	42.2%	28.8%	36.4%	36.7%	37.7%	34.4%
Arts	37.3%	48.2%	7.1%	36.6%	40.3%	37.2%	49.6%
Downtown walking tours	33.1%	43.7%	21.5%	32.0%	34.9%	39.7%	36.7%
Motorized outdoor recreation	32.4%	28.7%	7.1%	36.0%	31.5%	35.5%	30.2%
Brewery or distillery	32.2%	42.5%	0.0%	33.1%	33.1%	34.8%	40.8%
Non-motorized outdoor recreation	29.3%	31.0%	20.2%	28.9%	29.5%	30.8%	28.0%
Non-motorized water recreation	27.3%	22.2%	19.7%	29.6%	27.2%	28.3%	26.5%
Wine/winery	18.5%	28.3%	0.0%	18.0%	18.3%	21.9%	15.6%
Helicopter aerial tours	7.6%	8.0%	0.0%	8.3%	6.7%	7.7%	11.3%
Other	0.5%	2.5%	0.0%	0.0%	0.0%	0.6%	1.0%
Base	189	31	15	142	137	148	87

*Small sample size

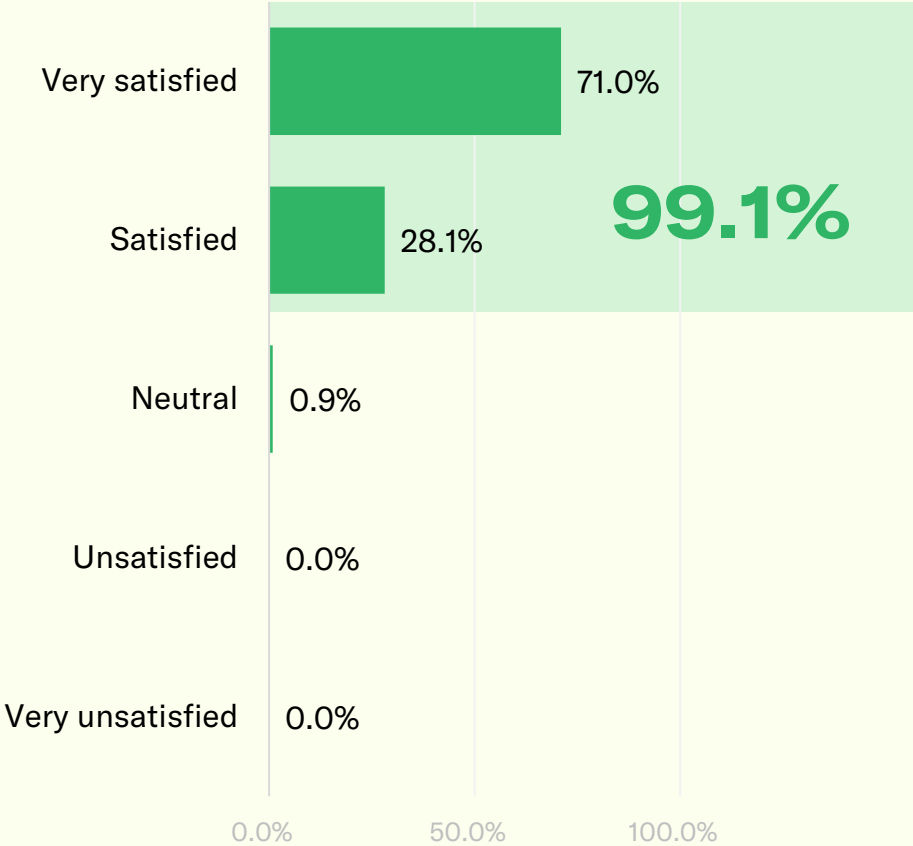
Question: Which best describes the type of guided tour(s) you participated in?

Base: Respondents who participated in a guided tour (189 completed surveys).

Nearly every 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 Willamette Valley, at 99.1%. In fact, over seven in ten (71.0%) reported being very satisfied.

Guided Tour Satisfaction



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Top 2 Box	99.1%	100.0%	95.2%	99.2%	98.8%	99.6%	99.3%
Very satisfied	71.0%	57.8%	53.5%	75.5%	72.9%	72.0%	69.6%
Satisfied	28.1%	42.2%	41.7%	23.7%	25.9%	27.5%	29.7%
Neutral	0.9%	0.0%	4.8%	0.8%	1.2%	0.4%	0.7%
Unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Very unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	189	31	15	142	137	148	87

**Small sample size*

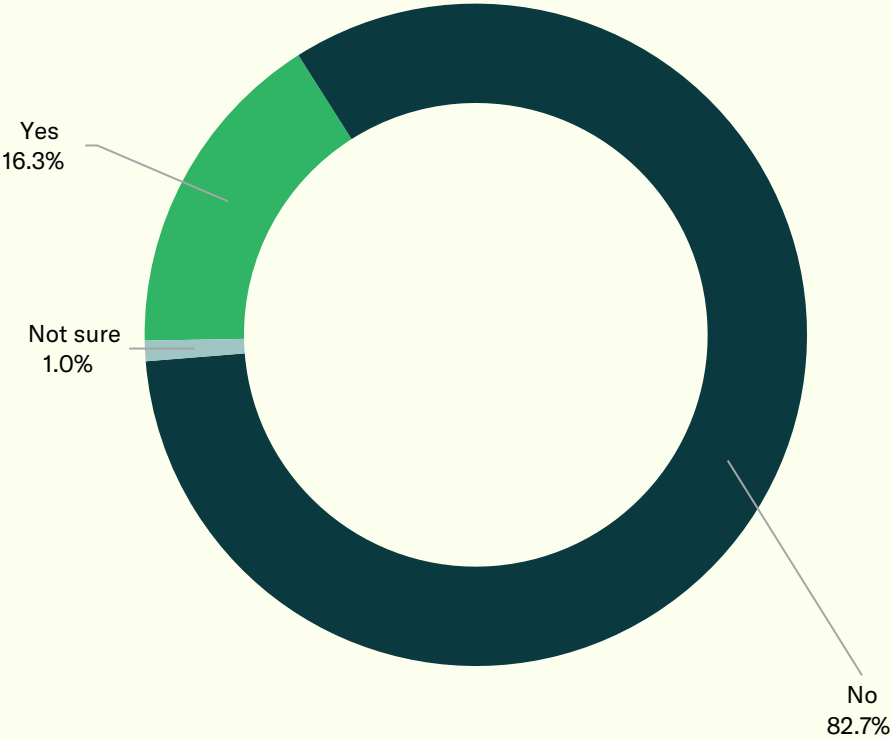
Question: How satisfied were you overall with your guided tour experiences?

Base: Respondents who participated in a guided tour (189 completed surveys).

Fewer than one in five Willamette Valley visitors traveled with an organized group tour.

Only 16.3% of 2024-25 Willamette Valley visitors reported that their most recent Oregon trip was part of an organized group tour. Among the segments, Arts & Culture Participants (25.0%) were much more likely than other visitors to say they were part of an organized group tour, while in-state visitors (3.8%) 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	16.3%	31.8%	3.8%	17.1%	17.1%	14.6%	25.0%
No	82.7%	68.2%	94.8%	81.9%	82.1%	84.5%	73.7%
Unsure	1.0%	0.0%	1.4%	1.1%	0.8%	0.9%	1.3%
Base	540	70	129	340	332	421	155

**Small sample size*

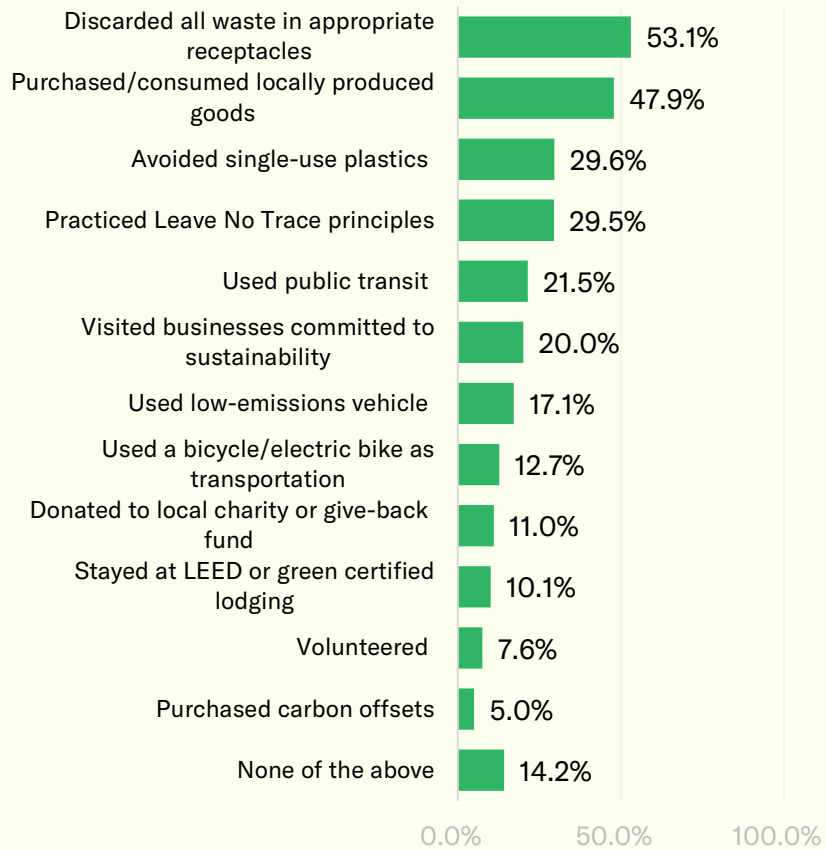
Question: Was your trip part of an organized group tour that was sold & operated by a tour operator (e.g. Backroads, Globus Vacations)?

Base: Total respondents (540 completed surveys)

Over eight in ten Willamette Valley visitors engaged in at least one type of sustainable behavior.

At 85.8%, a large majority of Willamette Valley visitors said they did at least one of the listed environmentally friendly practices. More than half reported discarding all waste in appropriate receptacles (53.1%), followed closely by purchasing or consuming locally produced goods (47.9%). Only about three in ten avoided single-use plastics (29.6%) and/or practiced Leave No Trace principles (29.5%). Arts & Culture Participants were more likely than other visitors to have practiced environmentally friendly travel behaviors.

Environmentally Friendly Practices



By Segment

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

	Total	Canadian Visitors *	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Discarded all waste in appropriate receptacles	53.1%	47.8%	64.4%	49.9%	54.3%	55.9%	52.6%
Purchased/consumed locally produced goods	47.9%	48.4%	50.7%	47.0%	53.1%	52.3%	52.6%
Avoided single-use plastics	29.6%	37.5%	33.8%	26.2%	34.0%	31.8%	40.2%
Practiced Leave No Trace principles	29.5%	25.7%	42.2%	25.4%	33.7%	30.6%	30.7%
Used public transit	21.5%	28.1%	9.4%	24.1%	23.8%	22.1%	33.1%
Visited businesses committed to sustainability	20.0%	21.3%	10.7%	22.7%	25.1%	21.2%	31.6%
Used low-emissions vehicle	17.1%	16.1%	11.1%	19.6%	20.6%	18.6%	23.0%
Used a bicycle/electric bike as transportation	12.7%	16.5%	4.5%	14.4%	15.2%	13.0%	15.0%
Donated to local charity or give-back fund	11.0%	10.4%	5.8%	13.1%	13.4%	10.8%	17.5%
Stayed at LEED or green certified lodging	10.1%	13.1%	5.6%	10.6%	10.2%	10.6%	13.5%
Volunteered	7.6%	10.4%	2.7%	8.7%	6.9%	6.8%	13.0%
Purchased carbon offsets	5.0%	8.8%	2.4%	5.1%	5.5%	5.3%	9.0%
None of the above	14.2%	10.1%	15.7%	14.6%	12.5%	11.5%	9.5%
Base	540	70	129	340	332	421	155

*Small sample size

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

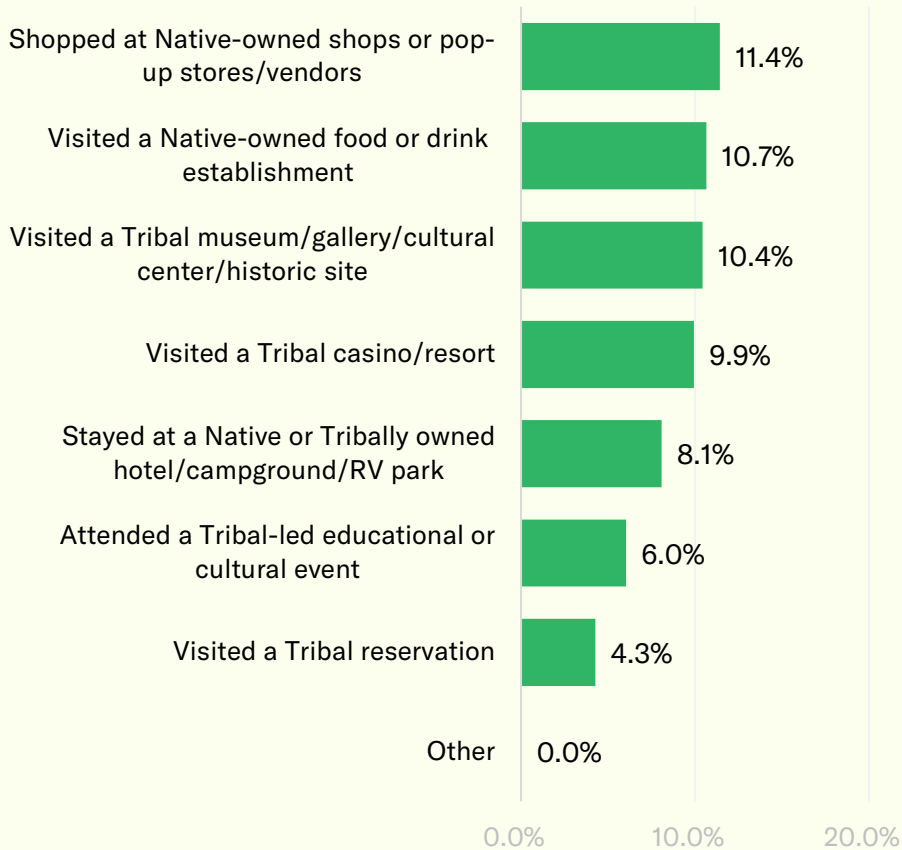
Base: Total respondents (540 completed surveys)

Detailed Findings: Native American Tourism

Of Willamette Valley visitors in 2024-25, 18.6% participated in Native American tourism.

Just over one in ten (11.4%) shopped at Native-owned shops or pop-up stores or vendors, followed by 10.7% who dined at a Native-owned food or drink establishment. Arts & Culture Participants and out-of-state visitors were more likely to have engaged in most of the Native American tourism experiences listed, while in-state visitors under-indexed.

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	11.4%	7.8%	4.0%	14.9%	13.8%	11.0%	16.7%
Visited a Native-owned food or drink establishment	10.7%	14.8%	3.4%	12.4%	12.8%	10.0%	14.8%
Visited a Tribal museum/gallery/cultural center/historic site	10.4%	14.2%	2.2%	12.6%	12.3%	10.5%	15.2%
Visited a Tribal casino/resort	9.9%	9.7%	4.7%	11.9%	10.4%	10.5%	10.7%
Stayed at a Native or Tribally owned hotel/campground/RV park	8.1%	9.7%	2.0%	10.0%	9.3%	7.4%	12.9%
Attended a Tribal-led educational or cultural event	6.0%	4.6%	1.1%	8.1%	8.5%	6.3%	10.4%
Visited a Tribal reservation	4.3%	3.7%	3.4%	4.7%	6.1%	4.5%	7.3%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	540	70	129	340	332	421	155

**Small sample size*

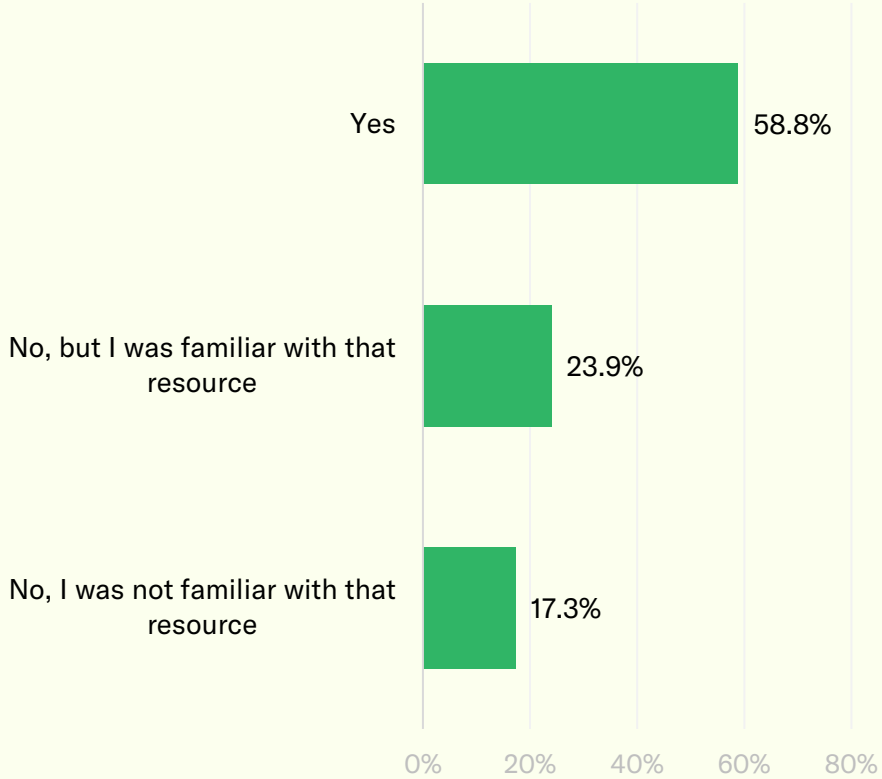
Question: What kind of activities did you participate in related to Native American tourism?

Base: Total respondents (540 completed surveys)

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

At 58.8%, most Willamette Valley visitors who participated in any Native American tourism activities said they used the Travel Guide to Oregon Indian Country. Under one in four (23.9%) did not use the resource even though they were already familiar with it, while about one in five (17.3%) were not aware of the resource.

Guide to Oregon Indian Country



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Yes	58.8%	68.3%	0.0%	64.2%	61.5%	58.6%	67.1%
No, but I was familiar with that resource	23.9%	15.8%	39.6%	23.5%	21.6%	27.4%	16.4%
No, I was not familiar with that resource	17.3%	15.9%	60.4%	12.2%	16.9%	14.1%	16.4%
Base	104	15	11	78	73	77	36

**Small sample size*

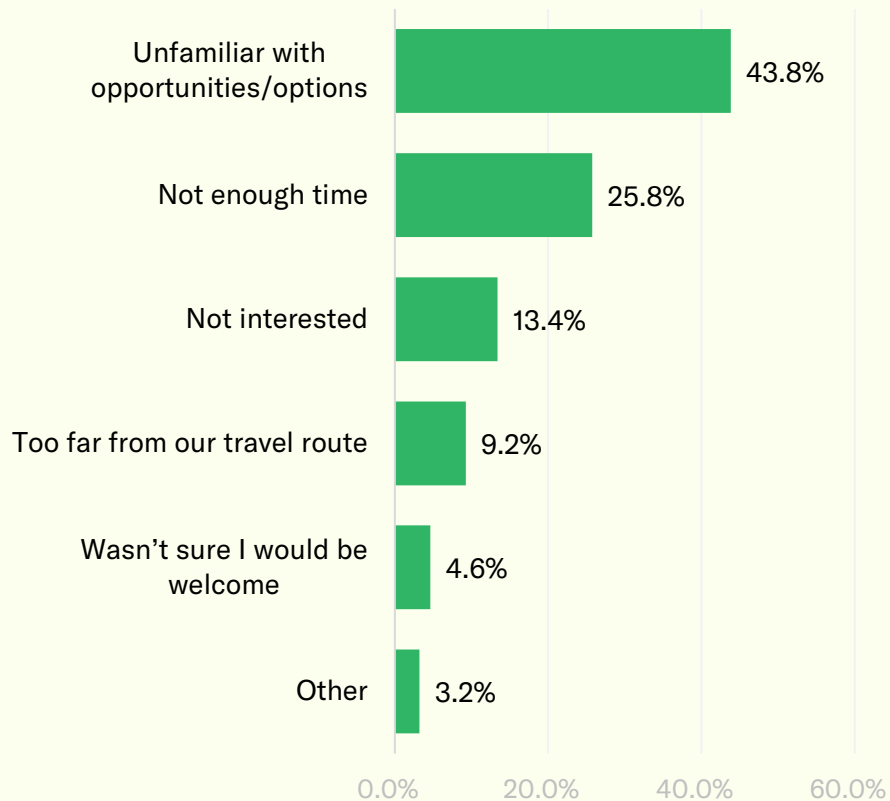
Question: Did you use the Travel Guide to Oregon Indian Country? [Indian Travel Guide]

Base: Respondents who participated in any Native American tourism activities (104 completed surveys).

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

Among Willamette Valley 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 (43.8%). One in four (25.8%) said they did not have enough time, while over one in ten (13.4%) were not interested. Unfamiliarity was more likely to be reported among Outdoor Recreation Participants (53.2%) and Food & Drink Participants (48.0%) compared to other visitors.

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	43.8%	42.3%	37.8%	47.1%	53.2%	48.0%	48.1%
Not enough time	25.8%	12.6%	22.6%	29.5%	22.0%	26.0%	29.2%
Not interested	13.4%	19.0%	24.3%	7.3%	9.0%	11.9%	3.7%
Too far from our travel route	9.2%	17.4%	8.4%	7.9%	8.5%	8.4%	13.1%
Wasn't sure I would be welcome	4.6%	8.7%	1.7%	5.1%	6.0%	3.7%	4.5%
Other	3.2%	0.0%	5.1%	3.0%	1.5%	2.0%	1.4%
Base	421	53	118	249	250	332	114

**Small sample size*

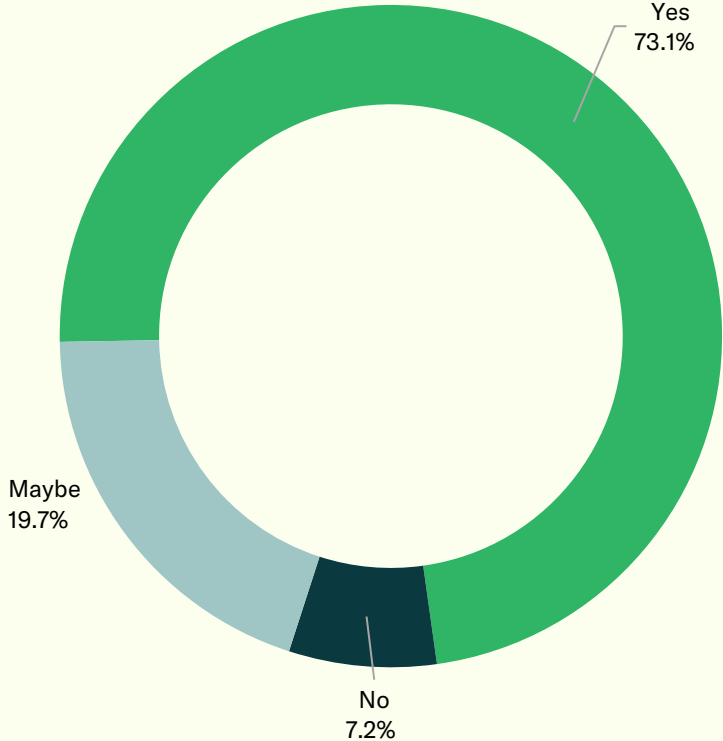
Question: (Optional) Travel Oregon works with the 9 federally recognized Tribes of Oregon to help develop tourism experiences. In order to support this work, we would like to know if there was a particular reason your trip did not include Native American tourism experiences?

Base: Respondents who did not participate in any Native American tourism activities (421 completed surveys).

Three-fourths of Willamette Valley visitors would consider a Native American Tourism experience in the future.

At 73.1%, there is robust interest in engaging in Native American tourism experiences in the future if more information is available. This consideration was significantly highest among Arts & Culture Participants (90.4%), but notably lower for in-state visitors for the Willamette Valley (63.2%).

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	73.1%	70.8%	63.2%	77.6%	77.6%	76.1%	90.4%
No	7.2%	8.7%	14.4%	3.9%	5.4%	5.2%	3.0%
Maybe	19.7%	20.5%	22.4%	18.6%	17.0%	18.7%	6.6%
Base	436	55	118	262	259	344	119

**Small sample size*

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

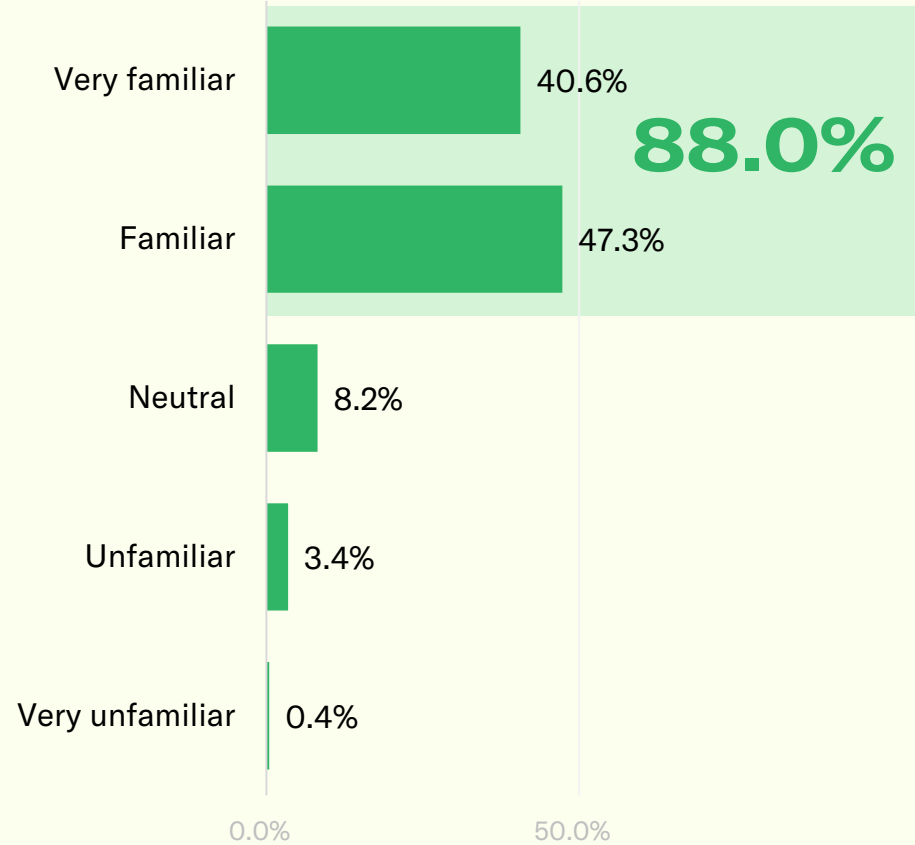
Base: Respondents who did not participate in any Native American tourism activities (436 completed surveys).

Detailed Findings: Perceptions & Motivations

Familiarity with Oregon is high among Willamette Valley visitors.

Nearly nine in ten (88.0%) of Willamette Valley visitors said they feel familiar or very familiar with the state. This was highest among Arts & Culture Visitors (92.0%), followed closely by Outdoor Recreation Participants (89.9%) and in-state visitors (89.1%).

Familiarity



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Top 2 Box	88.0%	88.9%	89.1%	87.3%	89.9%	88.2%	92.0%
Very familiar	40.6%	34.2%	49.2%	38.6%	43.6%	39.4%	49.3%
Familiar	47.3%	54.6%	39.9%	48.7%	46.4%	48.8%	42.7%
Neutral	8.2%	9.3%	6.3%	8.6%	6.9%	8.0%	6.2%
Unfamiliar	3.4%	1.8%	3.6%	3.8%	2.8%	3.6%	1.7%
Very unfamiliar	0.4%	0.0%	1.1%	0.3%	0.4%	0.2%	0.0%
Base	540	70	129	340	332	421	155

**Small sample size*

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

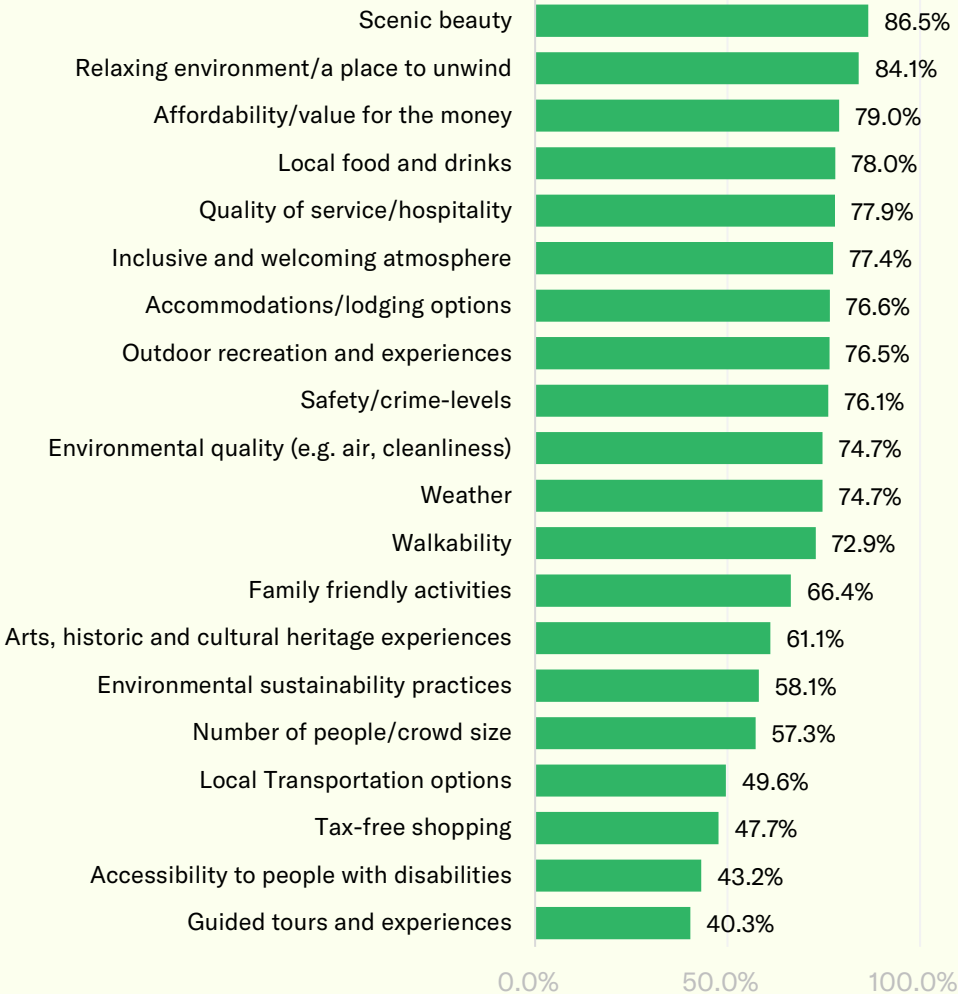
Base: Total respondents (540 completed surveys).

Scenic beauty and relaxation rank highest as trip motivators.

Over eight in ten Willamette Valley region visitors said that scenic beauty (86.5%) and/or a relaxing environment or place to unwind (84.1%) are important drivers for why they took their most recent trip to Oregon in 2024-25. The other top factors that played a key role in their trip decision include affordability/value for the money (79.0%), local food and drinks (78.0%), quality of service/hospitality (77.9%), and/or an inclusive and welcoming atmosphere (77.4%).

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 (540 completed surveys)

Scenic beauty, relaxation, and affordability lead trip decision factors across all segments, with Arts & Culture Participants consistently placing the highest importance on nearly every attribute.

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	86.5%	89.6%	80.8%	87.9%	92.2%	87.6%	94.2%
Relaxing environment/a place to unwind	84.1%	92.0%	84.6%	82.6%	89.0%	85.5%	87.3%
Affordability/value for the money	79.0%	84.2%	77.3%	78.4%	85.5%	80.9%	81.2%
Local food and drinks	78.0%	87.1%	65.0%	80.6%	83.6%	82.9%	88.9%
Quality of service/hospitality	77.9%	88.0%	69.9%	79.0%	81.5%	79.7%	87.4%
Inclusive and welcoming atmosphere	77.4%	83.1%	70.6%	78.6%	83.0%	78.9%	83.9%
Accommodations/lodging options	76.6%	84.8%	56.1%	82.0%	80.7%	78.6%	83.2%
Outdoor recreation and experiences	76.5%	79.3%	69.4%	78.3%	90.3%	78.8%	84.2%
Safety/crime-levels	76.1%	83.0%	66.2%	78.1%	80.6%	76.4%	81.0%
Environmental quality (e.g. air, cleanliness)	74.7%	74.7%	74.3%	75.2%	80.9%	76.2%	81.6%
Weather	74.7%	82.8%	70.4%	74.9%	80.6%	74.7%	77.4%
Walkability	72.9%	74.5%	64.1%	75.6%	79.1%	74.1%	79.7%
Family friendly activities	66.4%	68.8%	61.6%	67.5%	72.4%	66.9%	72.9%
Arts, historic and cultural heritage experiences	61.1%	65.9%	46.3%	65.2%	66.7%	62.3%	84.1%
Environmental sustainability practices	58.1%	67.3%	51.2%	58.5%	63.0%	57.0%	72.0%
Number of people/crowd size	57.3%	58.4%	50.2%	59.9%	62.8%	58.0%	67.9%
Local Transportation options	49.6%	59.2%	25.2%	56.0%	53.5%	48.8%	63.2%
Tax-free shopping	47.7%	51.8%	39.8%	49.3%	52.2%	47.3%	59.4%
Accessibility to people with disabilities	43.2%	48.7%	38.6%	43.9%	44.2%	42.2%	54.2%
Guided tours and experiences	40.3%	51.7%	13.2%	47.8%	43.3%	41.2%	58.9%
Base	540	70	129	340	332	421	155

**Small sample size*

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

Base: Total respondents (540 completed surveys)

Satisfaction is highest with Oregon’s scenic beauty, followed by the state’s relaxing environment and local food and drink offerings.

Oregon rates favorably overall for all trip attributes, with more than half of Willamette Valley visitors in 2024-25 saying they were satisfied or very satisfied with these elements of their trip. Satisfaction levels were highest for scenic beauty (88.4%), followed closely by a relaxing environment/a place to unwind (86.9%) and local food and drinks (86.0%).

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 (540 completed surveys).

Outdoor Recreation Participants had the highest satisfaction across most attributes, while in-state visitors were the least satisfied, particularly with accommodations, crowding, and arts, historical and cultural heritage experiences.

Trip Attribute Satisfaction by Segment

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

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	88.4%	91.5%	81.2%	90.2%	92.6%	90.8%	93.8%
Relaxing environment/a place to unwind	86.9%	96.8%	85.9%	85.0%	92.4%	91.3%	88.9%
Local food and drinks	86.0%	89.9%	74.5%	89.3%	89.1%	90.3%	92.4%
Weather	83.1%	85.9%	76.6%	84.8%	89.1%	85.3%	88.4%
Quality of service/hospitality	82.4%	91.2%	74.2%	83.4%	86.1%	85.8%	89.1%
Environmental quality (e.g. air, cleanliness)	82.0%	84.1%	73.5%	84.6%	88.8%	85.4%	84.8%
Accommodations/lodging options	81.0%	87.4%	64.6%	85.5%	82.9%	84.4%	86.4%
Outdoor recreation and experiences	80.4%	87.9%	76.7%	80.0%	91.5%	83.5%	91.9%
Inclusive and welcoming atmosphere	80.1%	91.0%	73.8%	80.4%	86.0%	83.6%	86.3%
Walkability	78.7%	86.6%	74.3%	78.5%	87.1%	81.0%	81.5%
Affordability/value for the money	78.0%	79.9%	71.3%	79.9%	85.3%	82.1%	85.6%
Safety/crime-levels	76.2%	83.4%	67.3%	78.3%	83.1%	79.4%	79.9%
Number of people/crowd size	76.1%	80.5%	63.9%	79.5%	82.1%	77.4%	83.6%
Family friendly activities	68.7%	76.5%	61.6%	70.0%	77.3%	71.7%	74.0%
Arts, historic and cultural heritage experiences	67.5%	74.6%	54.1%	70.6%	75.9%	70.2%	88.2%
Environmental sustainability practices	66.2%	68.6%	62.5%	66.8%	73.7%	67.1%	78.8%
Tax-free shopping	65.7%	69.8%	61.5%	66.7%	71.3%	68.3%	73.1%
Local Transportation options	59.4%	71.1%	39.7%	63.8%	64.0%	60.0%	71.7%
Accessibility to people with disabilities	51.6%	58.2%	41.9%	53.4%	55.2%	51.7%	61.2%
Guided tours and experiences	50.6%	71.2%	26.3%	54.7%	59.0%	51.6%	69.3%
Base	540	70	129	340	332	421	155

*Small sample size

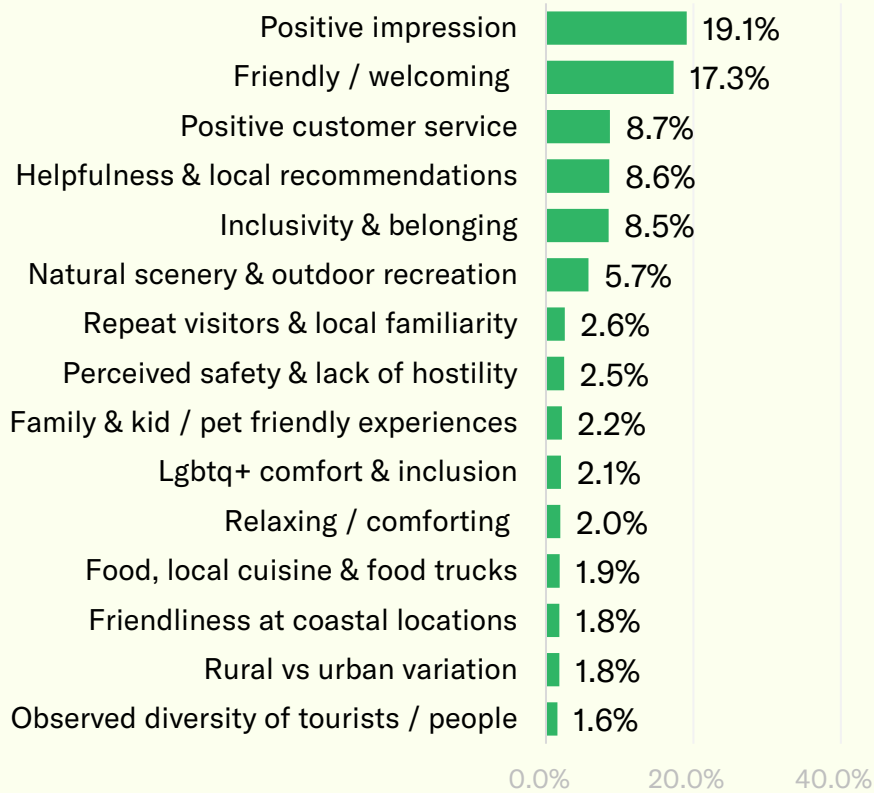
Question: How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (540 completed surveys)

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

At 19.1%, mentions of a general positive impression were the most-cited reason why Willamette Valley 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 (17.3%). In-state visitors were more likely to cite repeat visitation and resultant familiarity.

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	19.1%	26.8%	11.1%	19.6%	19.4%	18.1%	16.5%
Friendly / welcoming	17.3%	18.3%	23.9%	14.6%	17.5%	20.1%	18.3%
Positive customer service	8.7%	2.8%	5.4%	11.7%	7.1%	9.2%	11.0%
Helpfulness & local recommendations	8.6%	4.2%	4.3%	11.5%	8.2%	8.8%	5.0%
Inclusivity & belonging	8.5%	10.6%	7.3%	8.3%	10.5%	8.5%	10.5%
Natural scenery & outdoor recreation	5.7%	1.7%	7.3%	6.5%	6.1%	3.4%	5.5%
Repeat visitors & local familiarity	2.6%	2.4%	8.8%	0.3%	1.0%	2.7%	1.5%
Perceived safety & lack of hostility	2.5%	3.0%	3.4%	1.9%	1.7%	2.3%	0.0%
Family & kid / pet friendly experiences	2.2%	1.5%	1.8%	2.5%	1.7%	1.7%	1.6%
Lgbtq+ comfort & inclusion	2.1%	2.4%	3.1%	1.6%	1.6%	1.9%	0.9%
Relaxing / comforting	2.0%	4.1%	1.1%	1.6%	1.5%	2.4%	4.0%
Food, local cuisine & food trucks	1.9%	2.8%	1.8%	1.6%	2.2%	1.7%	0.0%
Friendliness at coastal locations	1.8%	1.3%	4.6%	1.0%	1.1%	1.3%	1.9%
Rural vs urban variation	1.8%	2.2%	0.0%	2.3%	2.4%	2.2%	3.4%
Observed diversity of tourists / people	1.6%	1.3%	1.8%	1.6%	2.3%	1.4%	1.4%
Base	267	47	61	159	184	223	85

**Small sample size*

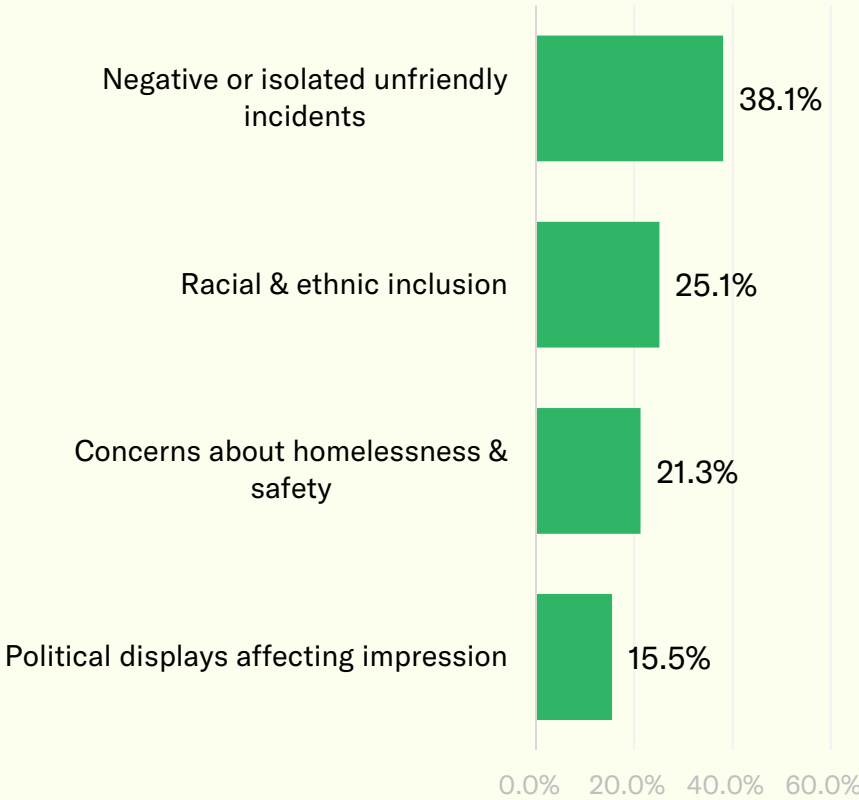
Question: (Optional) You shared that you were ___ with Oregon's Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected "satisfied" or "very satisfied" for Oregon's Inclusive and Welcoming atmosphere (267 completed surveys)

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

Among the 5 Willamette Valley visitors who shared why they said they were unsatisfied with the state’s inclusive and welcoming atmosphere, 38.1% cited a negative or isolated unfriendly incidents, followed by concerns about racial and ethnic inclusion (25.1%).

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



By Segment

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

	Total*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Negative or isolated unfriendly incidents	38.1%	100.0%	44.1%	100.0%	64.1%	100.0%
Racial & ethnic inclusion	25.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Concerns about homelessness & safety	21.3%	0.0%	32.4%	0.0%	35.9%	0.0%
Political displays affecting impression	15.5%	0.0%	23.5%	0.0%	0.0%	0.0%
Base	5	0	1	3	2	3

**Small sample size*

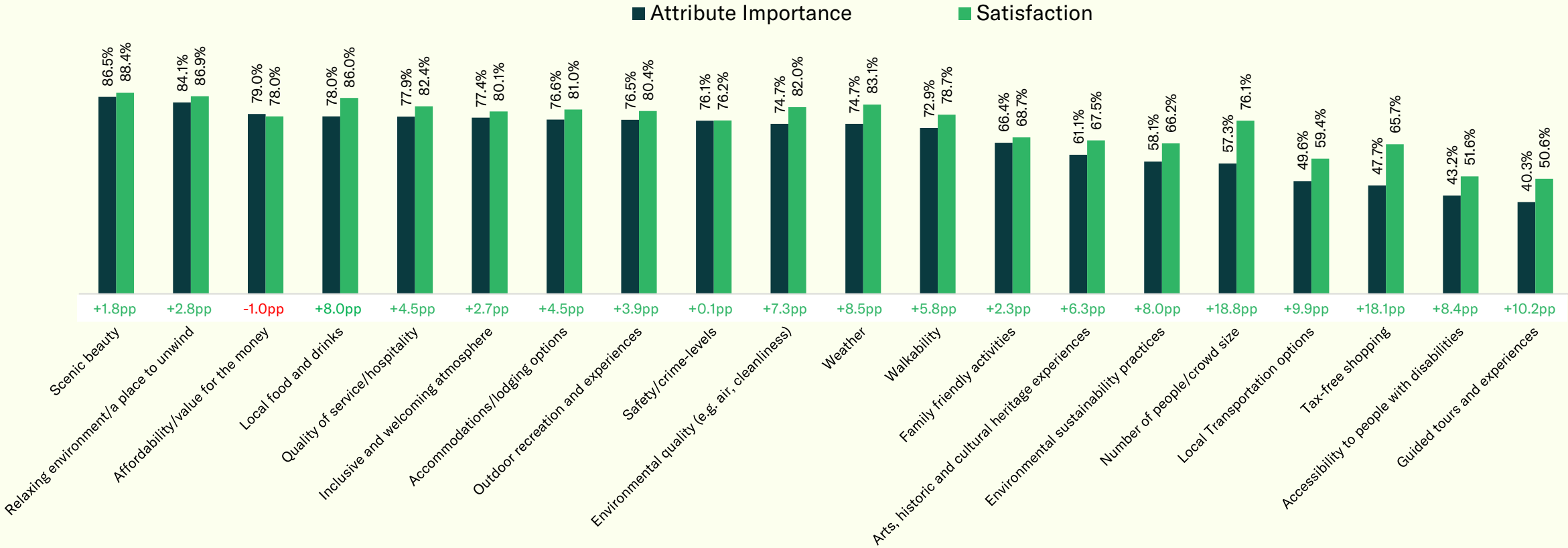
Question: (Optional) You shared that you were ___ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “unsatisfied” or “very unsatisfied” for Oregon’s Inclusive and Welcoming atmosphere (5 completed surveys)

Oregon underperforms marginally on affordability for Willamette Valley visitors.

In the chart below, the blue bars represent how important was each attribute in a visitor's decision to take a trip, while the green bar represents their satisfaction. This helps visually indicate gaps between importance and satisfaction. Affordability/value for money (-1.0 percentage points) was the only attribute where satisfaction fell short of importance, and this by a relatively slim margin. Across all other attributes, satisfaction met or exceeded importance, with the largest positive gaps recorded for crowd size (+18.8pp), tax-free shopping (+18.1pp), and guided tours (+10.2pp).

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 (540 completed surveys)

Affordability is the most consistent gap between importance and satisfaction across all segments, with in-state visitors reporting the largest shortfall.

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

Attribute Importance vs Satisfaction by Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	1.8pp	2.0pp	0.4pp	2.3pp	0.4pp	3.2pp	-0.3pp
Relaxing environment/a place to unwind	2.8pp	4.8pp	1.3pp	2.4pp	3.5pp	5.8pp	1.7pp
Affordability/value for the money	-1.0pp	-4.3pp	-6.0pp	1.5pp	-0.2pp	1.2pp	4.4pp
Local food and drinks	8.0pp	2.7pp	9.5pp	8.7pp	5.6pp	7.5pp	3.5pp
Quality of service/hospitality	4.5pp	3.1pp	4.3pp	4.4pp	4.6pp	6.2pp	1.7pp
Safety/crime-levels	0.1pp	0.3pp	1.1pp	0.2pp	2.5pp	3.0pp	-1.1pp
Accommodations/lodging options	4.5pp	2.6pp	8.5pp	3.5pp	2.2pp	5.8pp	3.2pp
Inclusive and welcoming atmosphere	2.7pp	7.9pp	3.3pp	1.9pp	3.0pp	4.6pp	2.4pp
Outdoor recreation and experiences	3.9pp	8.6pp	7.3pp	1.7pp	1.2pp	4.7pp	7.7pp
Environmental quality (e.g. air, cleanliness)	7.3pp	9.4pp	-0.9pp	9.4pp	7.9pp	9.2pp	3.2pp
Weather	8.5pp	3.2pp	6.2pp	9.9pp	8.5pp	10.6pp	10.9pp
Walkability	5.8pp	12.2pp	10.2pp	3.0pp	8.1pp	6.9pp	1.8pp
Family friendly activities	2.3pp	7.7pp	0.0pp	2.5pp	4.9pp	4.7pp	1.1pp
Arts, historic and cultural heritage experiences	6.3pp	8.7pp	7.8pp	5.4pp	9.3pp	7.9pp	4.1pp
Number of people/crowd size	18.8pp	22.1pp	13.7pp	19.6pp	19.2pp	19.5pp	15.7pp
Environmental sustainability practices	8.0pp	1.3pp	11.3pp	8.3pp	10.7pp	10.1pp	6.8pp
Local Transportation options	9.9pp	11.8pp	14.5pp	7.8pp	10.5pp	11.2pp	8.5pp
Tax-free shopping	18.1pp	18.1pp	21.6pp	17.4pp	19.1pp	21.0pp	13.7pp
Accessibility to people with disabilities	8.4pp	9.5pp	3.4pp	9.5pp	11.1pp	9.5pp	7.0pp
Guided tours and experiences	10.2pp	19.5pp	13.0pp	6.9pp	15.8pp	10.4pp	10.4pp
Base	540	70	129	340	332	421	155

*Small sample size

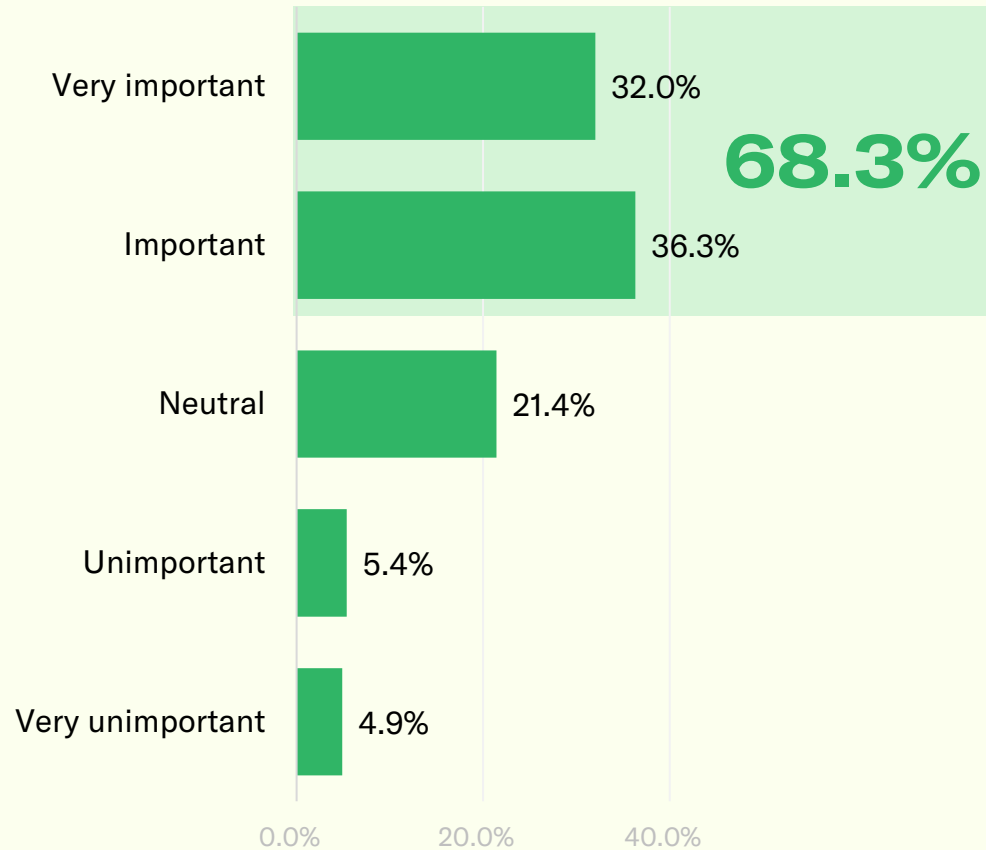
Question: How important were each of the following to your decision to take this trip to/within Oregon?
 How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (540 completed surveys)

Seven in ten Willamette Valley visitors say the environmental impact of their travels are important to their trip planning process.

At 68.3%, most 2024-25 Willamette Valley visitors take into account their travels' environmental impact when planning, with nearly one-third (32.0%) saying this is very important. Among the segments, environmental impact was significantly less important among in-state Willamette Valley visitors (57.6%).

Environmental Impact Importance



By Segment

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

	Total	Canadian Visitors *	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Top 2 Box	68.3%	75.7%	57.6%	70.4%	73.9%	68.2%	76.2%
Very important	32.0%	42.7%	21.1%	33.3%	37.0%	30.5%	42.9%
Important	36.3%	33.0%	36.5%	37.1%	36.9%	37.7%	33.4%
Neutral	21.4%	8.5%	29.2%	21.5%	17.8%	22.2%	17.3%
Unimportant	5.4%	6.7%	5.0%	5.2%	5.7%	5.4%	3.8%
Very unimportant	4.9%	9.0%	8.2%	2.9%	2.5%	4.2%	2.6%
Base	540	70	129	340	332	421	155

**Small sample size*

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

Base: Total respondents (540 completed surveys)

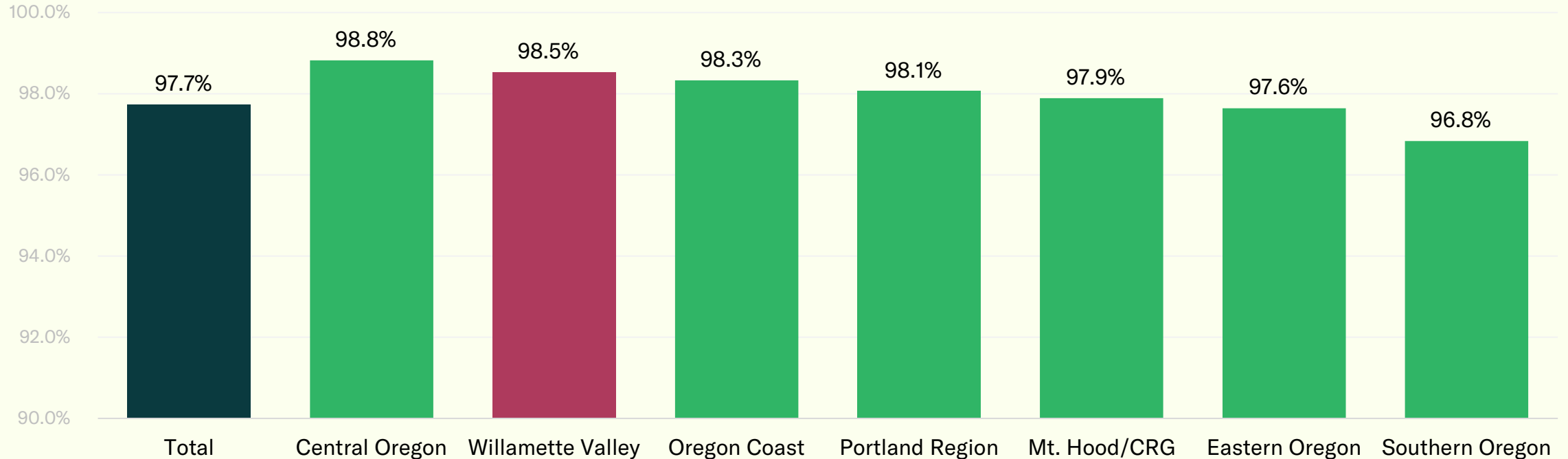
Detailed Findings: Visitor Satisfaction

The Willamette Valley region performs second-best among the tourism regions for trip satisfaction among Oregon visitors.

When comparing satisfaction levels across different regions visited, 98.5% of 2024-25 visitors whose trip to Oregon included the Willamette Valley region being satisfied or very satisfied with their overall trip experience, outpacing the total statewide visitor score of 97.7% and coming up just behind first-place Central Oregon (98.8%).

Overall Trip Satisfaction: Statewide vs. Regions

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



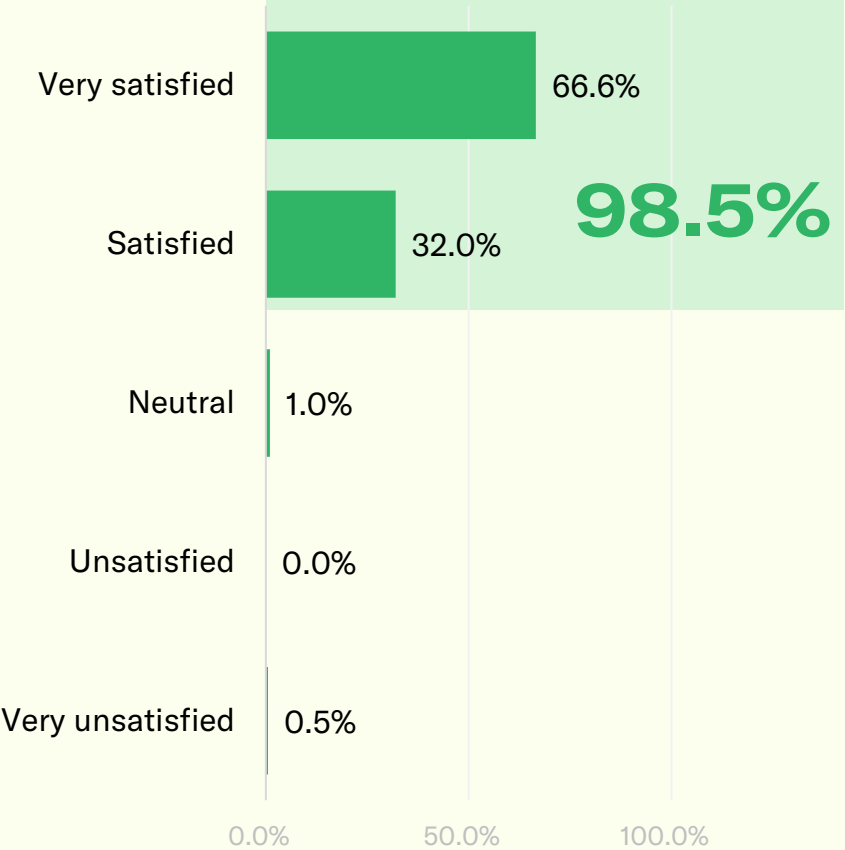
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (2,737 completed surveys)

Overall trip satisfaction scores are extremely high for Willamette Valley visitors.

Nearly all (98.5%) 2024-25 Willamette Valley visitors to Oregon were satisfied with their overall trip, with two-thirds (66.6%) saying they were very satisfied. Only a small fraction (0.5%) were unsatisfied.

Overall Trip Satisfaction



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Top 2 Box	98.5%	100.0%	97.9%	98.4%	98.7%	99.3%	99.1%
Very satisfied	66.6%	61.8%	64.9%	68.5%	72.6%	68.3%	71.4%
Satisfied	32.0%	38.2%	33.0%	29.9%	26.1%	31.0%	27.7%
Neutral	1.0%	0.0%	2.1%	0.8%	0.4%	0.4%	0.9%
Unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Very unsatisfied	0.5%	0.0%	0.0%	0.8%	0.9%	0.3%	0.0%
Base	540	70	129	340	332	421	155

**Small sample size*

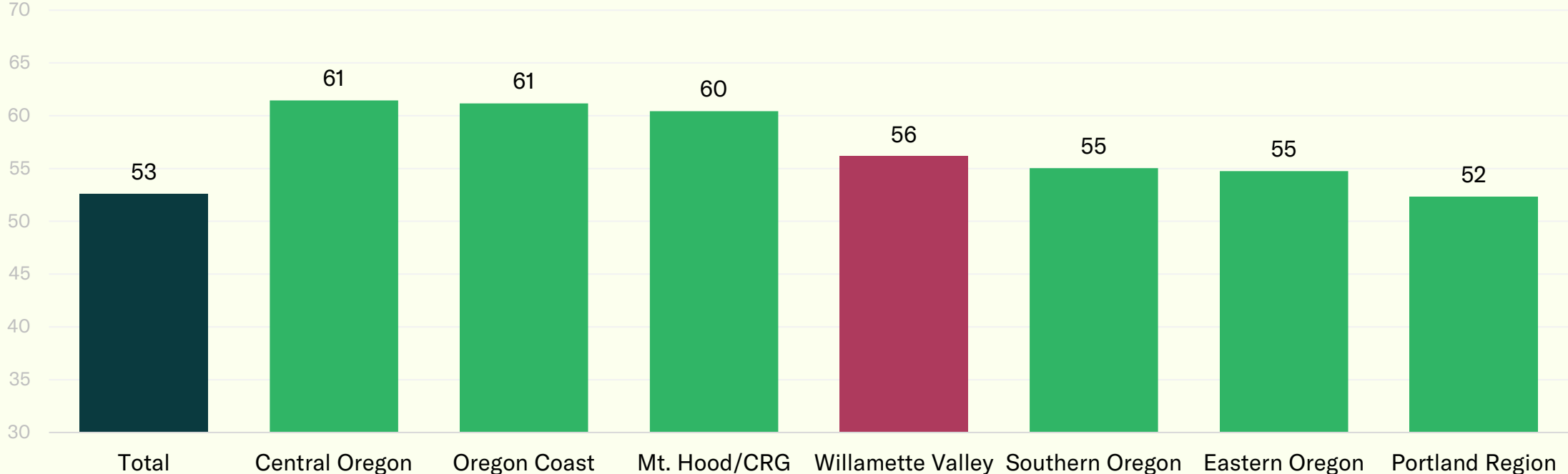
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (540 completed surveys)

Willamette Valley performs modestly well for likelihood to recommend compared to other areas of Oregon.

Compared to the statewide score of 53 to the individual scores for each region, Willamette Valley had a slightly higher likelihood to recommend at 56, falling squarely in the middle of the other state tourism regions.

Likelihood to Recommend Oregon: Statewide vs. Regions



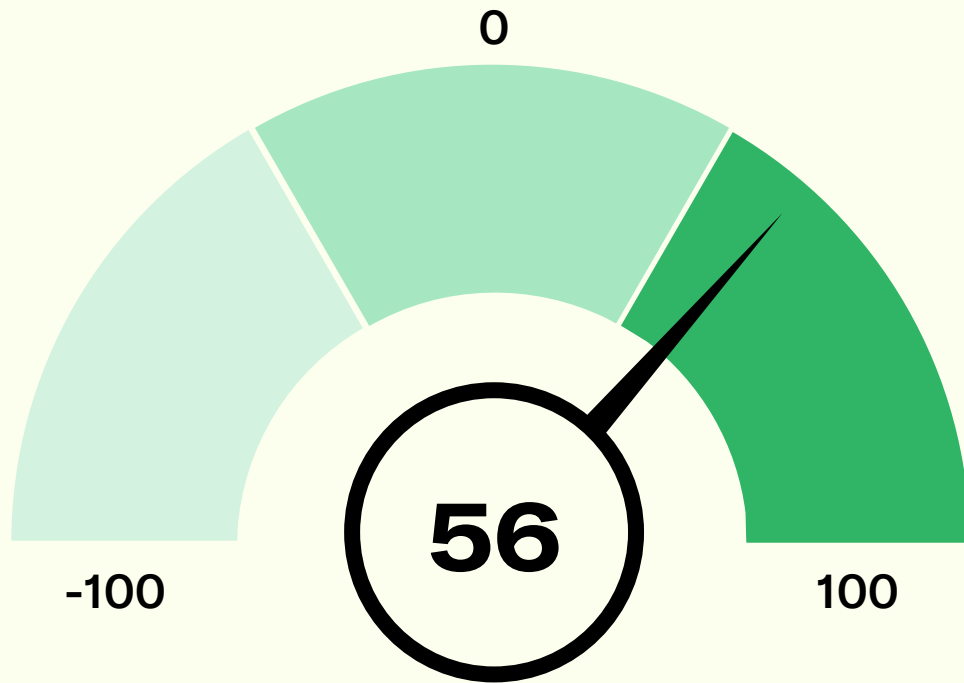
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (2,737 completed surveys)

Generally, Willamette Valley visitors are highly likely to recommend Oregon as a destination.

When subtracting the detractors (visitors who scored a 6 or lower on a 0- to 10-point scale) from the promoters (those who scored a 9 or 10), the likelihood to recommend the state among visitors to the Willamette Valley is 56, a solid score. 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. Among the segments, Arts & Culture Participants (65) and Outdoor Recreation Participants (64) had significantly higher scores.

Likelihood to Recommend Oregon



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Likelihood to Recommend Score	56	50	59	57	64	59	65
Base	540	70	129	340	332	421	155

**Small sample size*

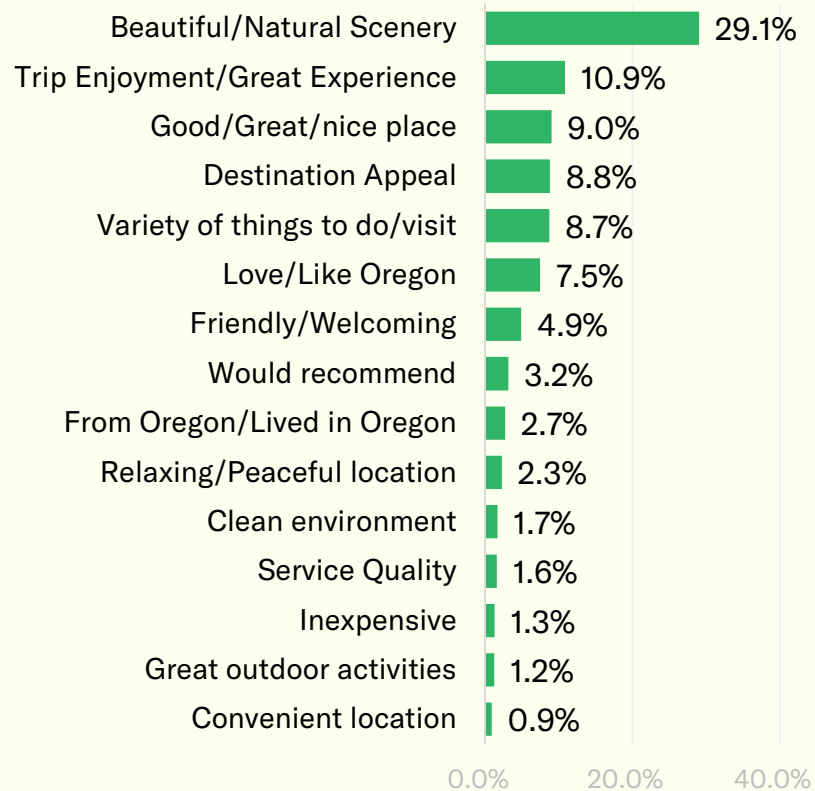
Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (540 completed surveys)

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

Over one in four (29.1%) Willamette Valley visitors said the beautiful/natural scenery is the reason why they rated their likelihood to recommend Oregon at a 9 or 10, followed by 10.9% who said their rating was a reflection of their great experience.

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



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Beautiful/Natural Scenery	29.1%	29.6%	43.6%	23.3%	26.7%	28.3%	22.0%
Trip Enjoyment/Great Experience	10.9%	3.4%	0.0%	16.8%	12.0%	11.3%	12.7%
Good/Great/nice place	9.0%	0.0%	9.1%	11.1%	8.4%	9.8%	9.6%
Destination Appeal	8.8%	6.4%	0.0%	12.8%	9.9%	9.7%	9.6%
Variety of things to do/visit	8.7%	11.7%	11.1%	7.2%	8.2%	8.3%	9.7%
Love/Like Oregon	7.5%	5.3%	10.6%	6.8%	5.4%	7.8%	9.2%
Friendly/Welcoming	4.9%	11.6%	5.4%	3.2%	4.2%	5.1%	5.7%
Would recommend	3.2%	3.9%	2.3%	3.3%	3.6%	3.2%	3.4%
From Oregon/Lived in Oregon	2.7%	0.0%	8.5%	1.1%	3.3%	1.2%	3.3%
Relaxing/Peaceful location	2.3%	2.3%	2.3%	2.3%	3.5%	2.8%	0.0%
Clean environment	1.7%	0.0%	0.0%	2.7%	2.0%	2.1%	5.5%
Service Quality	1.6%	8.9%	0.0%	0.6%	2.5%	2.0%	1.7%
Inexpensive	1.3%	3.9%	0.0%	1.2%	2.0%	1.6%	1.8%
Great outdoor activities	1.2%	0.0%	0.0%	2.0%	1.9%	1.5%	2.3%
Convenient location	0.9%	0.0%	0.0%	1.5%	0.8%	1.1%	0.0%
Base	193	25	47	121	130	160	60

*Small sample size

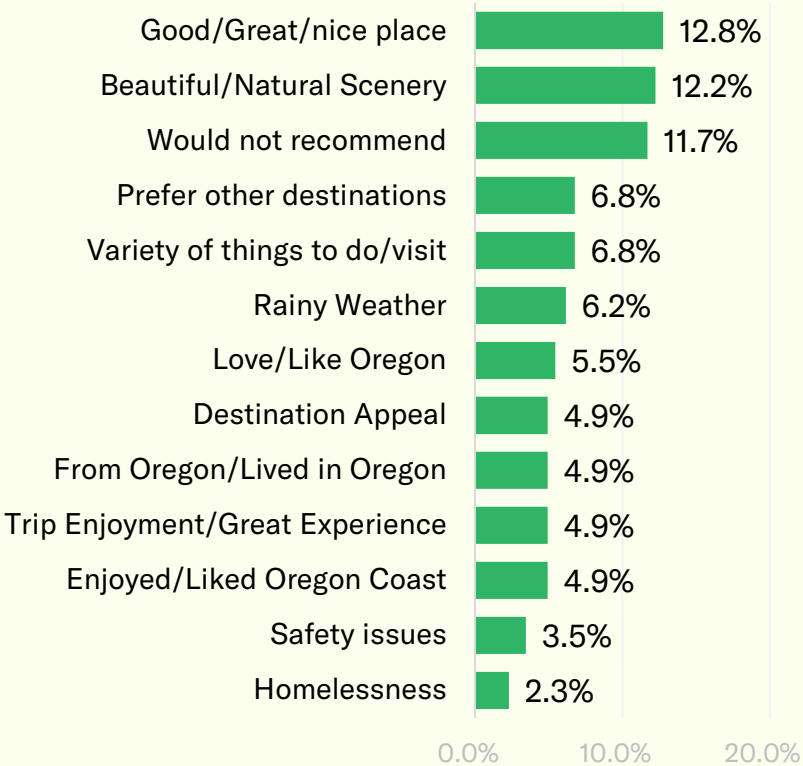
Question: (Optional) Please explain below why you selected that rating.

Base: Respondents who selected a 9 or 10 for likelihood to recommend Oregon as a place to visit (193 completed surveys)

A preference for other destinations was the most mentioned negative reasons why Willamette Valley visitors rated their likelihood to recommend at a 6 or lower.

Among the scant 20 Willamette Valley visitors who rated their likelihood to recommend Oregon at a 6 or lower and shared their reasoning, 12.8% said they felt Oregon was a good place, but 11.7% shared general sentiments about not recommending the state, while 6.8% said their rating was due to a preference for other destinations, followed by 5.2% who cited rainy weather. 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	12.8%	0.0%	0.0%	19.7%	19.5%	18.9%	11.2%
Beautiful/Natural Scenery	12.2%	0.0%	20.8%	9.4%	18.7%	9.0%	19.9%
Would not recommend	11.7%	0.0%	16.7%	10.4%	0.0%	17.3%	0.0%
Prefer other destinations	6.8%	0.0%	22.9%	0.0%	10.3%	10.0%	0.0%
Variety of things to do/visit	6.8%	0.0%	22.9%	0.0%	0.0%	10.0%	0.0%
Rainy Weather	6.2%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%
Love/Like Oregon	5.5%	100.0%	0.0%	0.0%	8.3%	0.0%	0.0%
Destination Appeal	4.9%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%
From Oregon/Lived in Oregon	4.9%	0.0%	16.7%	0.0%	7.5%	0.0%	0.0%
Trip Enjoyment/Great Experience	4.9%	0.0%	0.0%	7.6%	7.5%	7.3%	16.1%
Enjoyed/Liked Oregon Coast	4.9%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%
Safety issues	3.5%	0.0%	0.0%	5.3%	5.3%	5.1%	11.3%
Homelessness	2.3%	0.0%	0.0%	3.5%	3.5%	3.4%	0.0%
Base	20	1	5	14	14	14	7

**Small sample size*

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

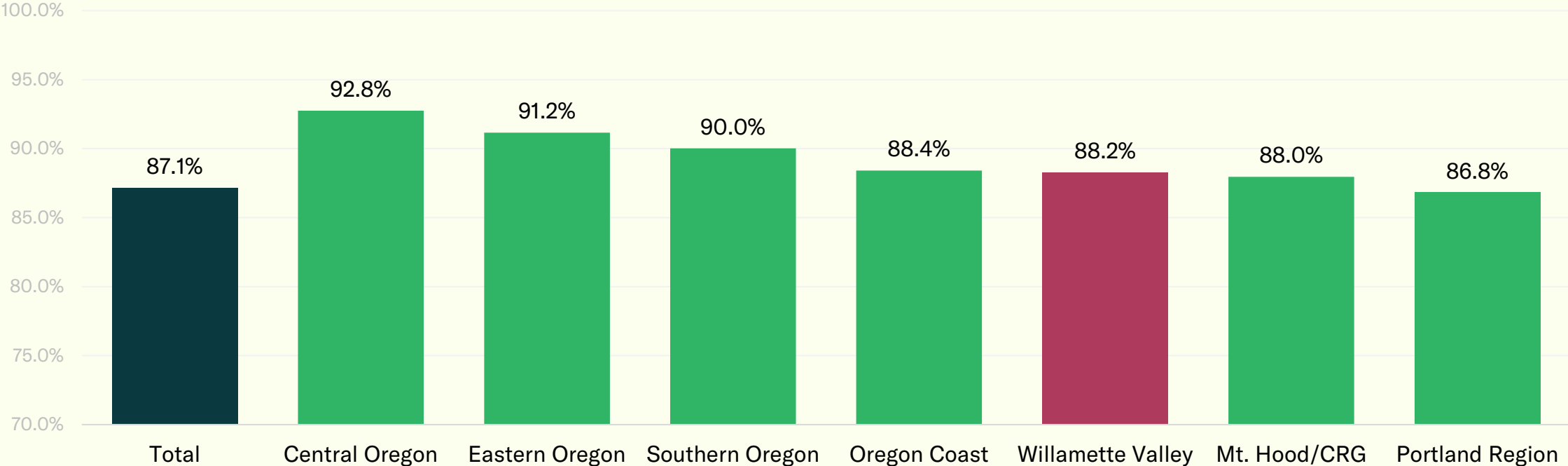
Base: Respondents who selected a 6 or lower for likelihood to recommend Oregon as a place to visit (20 completed surveys)

The Willamette Valley scored slightly above the statewide average for likelihood to return, outpacing Portland and Mt. Hood/CRG regions.

Reflecting likelihood to recommend scores, the Willamette Valley (88.2%) modestly outperforms the statewide share of visitors who are likely to return in the next 12 months. Visitors whose trip included Central Oregon are most likely to return (92.8%), followed by Eastern Oregon visitors (91.2%) and Southern Oregon visitors (90.0%).

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

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



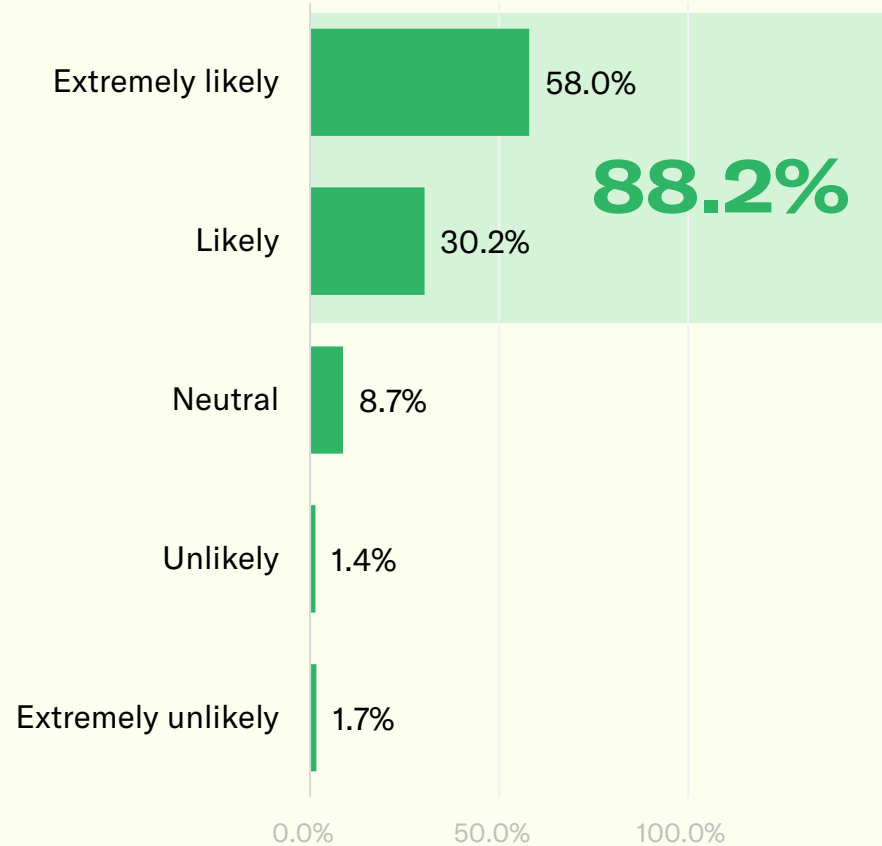
Question: How likely are you to travel to or within Oregon again in the next 12 months?

Base: Total respondents (2,737 completed surveys)

Nearly nine in ten Willamette Valley visitors are likely to return this year.

But, at 88.2%, likelihood to return to Oregon for another trip in the next year is still generally high for Willamette Valley visitors; nearly six in ten (58.0%) said they are extremely likely. For the segments, likelihood to return was highest among in-state visitors (95.3%), with over three-fourths (76.4%) extremely likely to return.

Likelihood to Return in the Next 12 Months



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Top 2 Box	88.2%	87.4%	95.3%	85.8%	89.4%	88.2%	94.5%
Extremely likely	58.0%	39.2%	76.4%	55.1%	57.8%	59.4%	63.4%
Likely	30.2%	48.1%	18.9%	30.7%	31.6%	28.8%	31.1%
Neutral	8.7%	9.0%	3.2%	10.7%	8.1%	8.9%	4.8%
Unlikely	1.4%	1.6%	0.5%	1.7%	1.0%	1.4%	0.0%
Extremely unlikely	1.7%	2.0%	1.1%	1.8%	1.5%	1.5%	0.7%
Base	540	70	129	340	332	421	155

**Small sample size*

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

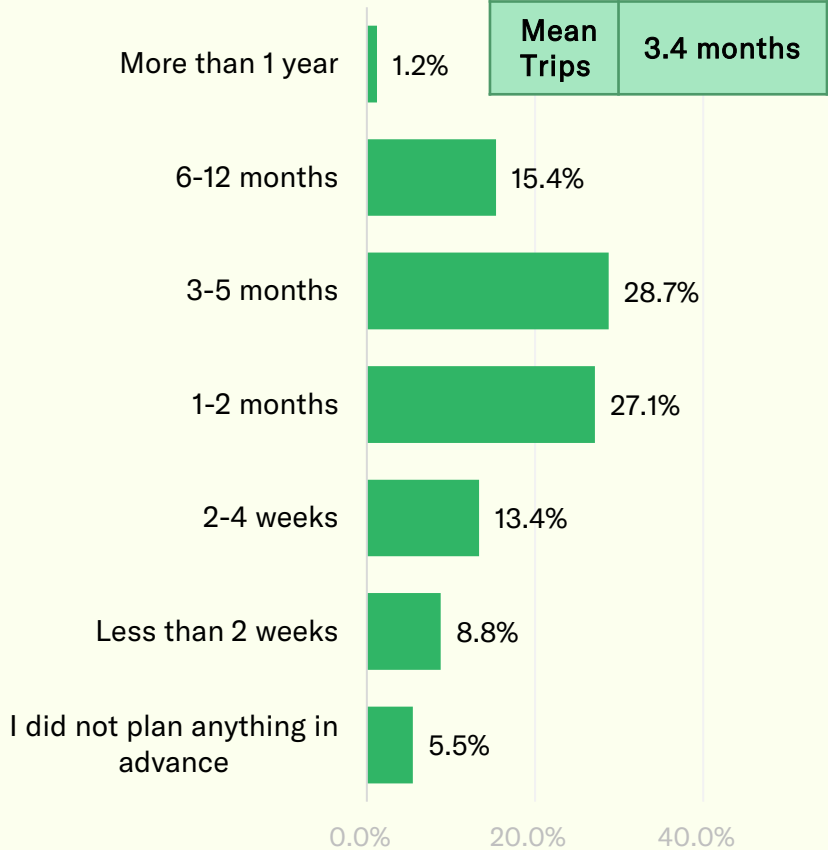
Base: Total respondents (540 completed surveys)

Detailed Findings: Travel Planning & Media

Over half of Willamette Valley visitors planned their trip in under 3 months.

Visitors to the Willamette Valley in 2024-25 planned their trip an average of 3.4 months in advance of their arrival, with 54.7% reporting planning their trip in 2 months or less. Among the segments, the longest average windows reported by out of state visitors (3.8 months), while in-state visitors had the shortest average booking window of 2.0 months.

Trip Planning Window



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
More than 1 year	1.2%	2.0%	1.3%	1.0%	1.7%	0.9%	2.0%
6-12 months	15.4%	15.8%	5.7%	18.8%	16.8%	17.0%	15.9%
3-5 months	28.7%	30.4%	11.2%	34.3%	28.0%	28.2%	37.2%
1-2 months	27.1%	34.7%	21.7%	27.6%	30.0%	29.2%	26.7%
2-4 weeks	13.4%	13.6%	21.0%	10.6%	13.2%	13.3%	9.7%
Less than 2 weeks	8.8%	2.0%	22.4%	5.4%	5.9%	8.1%	6.6%
I did not plan anything in advance	5.5%	1.4%	16.7%	2.3%	4.3%	3.2%	2.0%
Mean (Months)	3.4	3.6	2.0	3.8	3.5	3.4	3.7
Base	509	69	107	332	317	407	152

**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 (509 completed surveys).

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

Online search (42.5%) and personal recommendations (41.1%) were the most reported sources that inspired Willamette Valley visitors to travel to Oregon. Just over three in ten (31.3%) said they drew inspiration from a previous trip, while about one in five were inspired by a social media platform (22.5%) and/or an online destination travel guide (20.4%).



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

Base: Total respondents (540 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	42.5%	54.3%	27.2%	45.7%	53.8%	44.7%	60.6%
Personal recommendation	41.1%	40.7%	45.0%	39.9%	45.5%	45.6%	44.6%
My previous travel there	31.3%	35.5%	40.4%	27.3%	32.0%	33.4%	30.0%
Social media platform	22.5%	27.8%	12.6%	24.5%	29.0%	25.7%	29.1%
Online destination travel guide	20.4%	25.3%	4.3%	25.2%	24.3%	20.7%	28.6%
Travel review website	18.4%	28.0%	3.9%	21.2%	21.3%	20.2%	27.4%
YouTube video	14.0%	22.1%	2.0%	16.1%	17.1%	15.7%	23.0%
AAA travel guide	13.4%	18.3%	3.2%	16.1%	12.4%	13.0%	18.5%
Welcome Center/Visitor Information Center	13.0%	10.4%	6.7%	15.3%	14.5%	13.5%	19.7%
Printed destination travel guide	12.8%	18.0%	4.2%	14.9%	14.7%	13.5%	21.6%
Destination website	11.3%	14.8%	6.0%	12.5%	13.9%	13.4%	15.1%
Mapping websites/app	10.7%	19.4%	5.1%	10.9%	11.4%	11.6%	19.2%
Hotel/lodging website	10.4%	17.9%	5.2%	10.8%	11.8%	12.4%	13.9%
Travel blog	8.9%	4.4%	3.4%	11.4%	10.7%	9.6%	11.7%
Travel article on a website	8.9%	10.9%	1.1%	11.3%	10.4%	9.9%	10.2%
Podcasts	8.4%	8.8%	2.7%	10.3%	9.7%	8.5%	13.7%
Travel booking website/app	7.3%	13.1%	2.5%	7.8%	8.7%	8.0%	10.8%
Travel Advertisements	6.9%	9.1%	1.7%	8.3%	8.8%	8.3%	12.0%
Printed maps	6.3%	9.6%	3.8%	6.6%	6.4%	6.2%	8.9%
Influencer(s)	5.2%	8.3%	3.3%	5.3%	6.5%	5.4%	9.1%
Travel article in a magazine/newspaper	5.1%	5.7%	1.8%	6.2%	5.6%	5.7%	7.8%
A film/movie	4.8%	6.0%	3.2%	5.2%	5.6%	5.6%	7.5%
AI-Related Search or Recommendations	4.8%	6.7%	0.7%	5.9%	6.5%	5.2%	6.9%
Airline website	4.7%	9.5%	0.6%	5.2%	4.7%	5.0%	6.7%
Travel agent/tour operator/tour guide	4.1%	6.3%	0.7%	4.8%	4.9%	4.6%	4.3%
Television program/series	4.0%	3.7%	0.0%	5.6%	4.5%	4.4%	7.9%
None of the above	11.2%	1.8%	23.9%	8.6%	4.9%	8.5%	3.1%
Base	540	70	129	340	332	421	155

*Small sample size

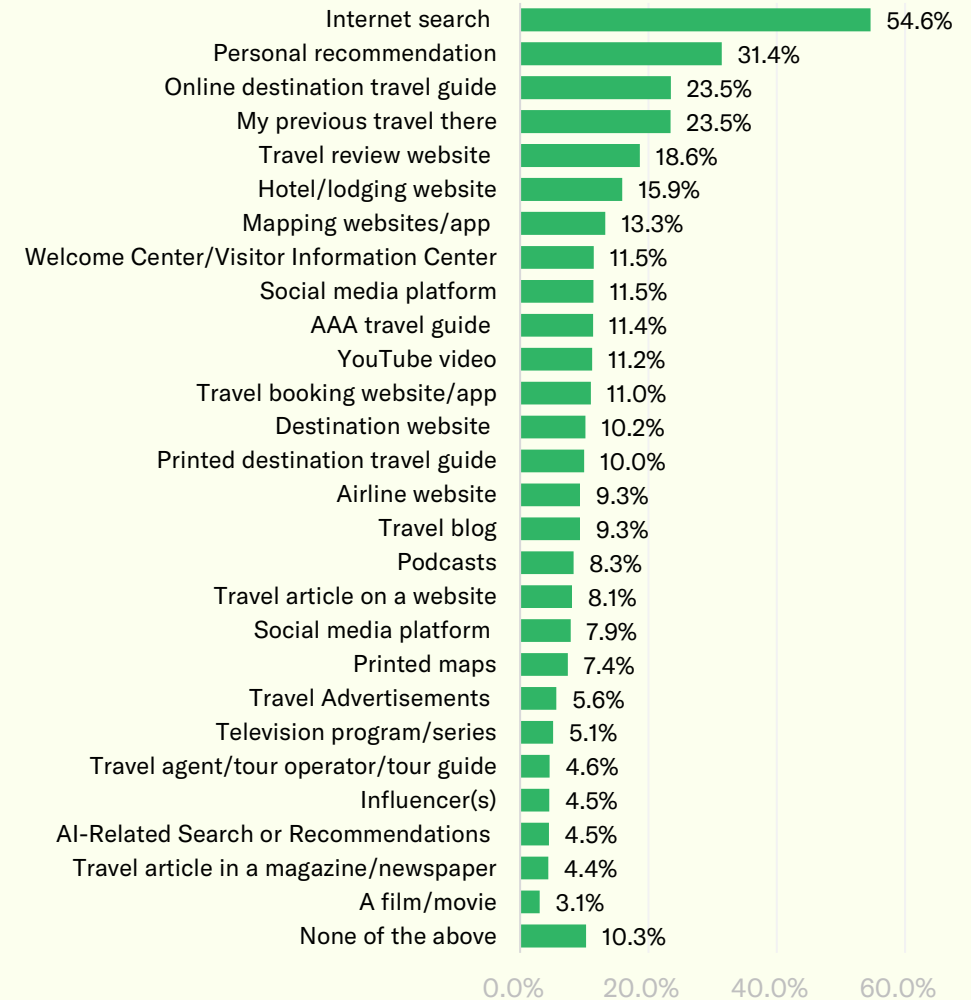
Question: Which of the following information sources INSPIRED YOU to take a trip to Oregon?

Base: Total respondents (540 completed surveys)

Most Willamette Valley visitors used online search to plan their trip.

When it comes to their top resources for planning their 2024-25 trip to Oregon, online search (54.6%) was by far the most-selected resource among Willamette Valley visitors. This was followed distantly by personal recommendation (31.4%), while about one in four said they planned their trip using an online destination travel guide (23.5%) and/or their previous experiences traveling to Oregon (23.5%).

Trip Planning Resources



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

Base: Total respondents (540 completed surveys)

Internet search and personal recommendations dominate trip planning across all segments, although Arts & Culture Participants are more likely to turn to a wider range of planning sources.

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	54.6%	60.1%	46.2%	56.7%	63.5%	60.0%	58.7%
Personal recommendation	31.4%	32.3%	24.4%	33.4%	34.1%	35.5%	33.3%
Online destination travel guide	23.5%	26.0%	7.7%	28.2%	27.5%	25.5%	36.5%
My previous travel there	23.5%	21.0%	25.5%	22.9%	22.6%	23.8%	25.6%
Travel review website	18.6%	33.3%	10.0%	18.8%	23.1%	19.7%	27.4%
Hotel/lodging website	15.9%	20.3%	15.1%	15.3%	15.0%	18.6%	16.2%
Mapping websites/app	13.3%	14.3%	9.5%	14.0%	13.4%	13.6%	18.3%
Welcome Center/Visitor Information Center	11.5%	6.6%	4.7%	14.5%	11.0%	11.7%	16.0%
Social media platform	11.5%	12.6%	9.9%	11.8%	14.0%	12.4%	17.1%
AAA travel guide	11.4%	8.9%	2.8%	14.5%	8.2%	11.9%	18.9%
YouTube video	11.2%	16.0%	2.5%	13.4%	14.5%	13.1%	17.0%
Travel booking website/app	11.0%	13.5%	2.8%	13.0%	13.9%	12.0%	14.3%
Destination website	10.2%	10.8%	3.0%	12.2%	12.6%	11.2%	13.3%
Printed destination travel guide	10.0%	9.9%	3.1%	12.5%	10.4%	11.4%	17.5%
Airline website	9.3%	10.2%	1.5%	11.5%	9.9%	9.8%	10.7%
Travel blog	9.3%	11.9%	1.9%	11.4%	10.8%	9.6%	18.8%
Podcasts	8.3%	10.6%	1.8%	10.2%	9.1%	7.6%	15.2%
Travel article on a website	8.1%	13.7%	2.6%	8.4%	9.8%	7.8%	13.0%
Social media platform	7.9%	13.8%	0.0%	9.5%	9.5%	9.8%	13.8%
Printed maps	7.4%	8.9%	4.0%	8.4%	7.7%	8.1%	14.3%
Travel Advertisements	5.6%	5.7%	2.6%	6.7%	8.0%	6.7%	7.5%
Television program/series	5.1%	6.8%	1.1%	6.3%	5.9%	5.0%	6.9%
Travel agent/tour operator/tour guide	4.6%	4.6%	1.6%	5.7%	5.2%	5.2%	7.2%
Influencer(s)	4.5%	9.9%	2.6%	4.1%	6.3%	4.6%	8.2%
AI-Related Search or Recommendations	4.5%	11.8%	3.0%	3.5%	6.8%	4.2%	6.6%
Travel article in a magazine/newspaper	4.4%	8.4%	0.7%	4.9%	5.3%	5.2%	8.6%
A film/movie	3.1%	5.2%	1.1%	2.9%	2.4%	3.2%	5.9%
None of the above	10.3%	2.7%	23.8%	7.1%	6.9%	6.6%	4.5%
Base	540	70	129	340	332	421	155

*Small sample size

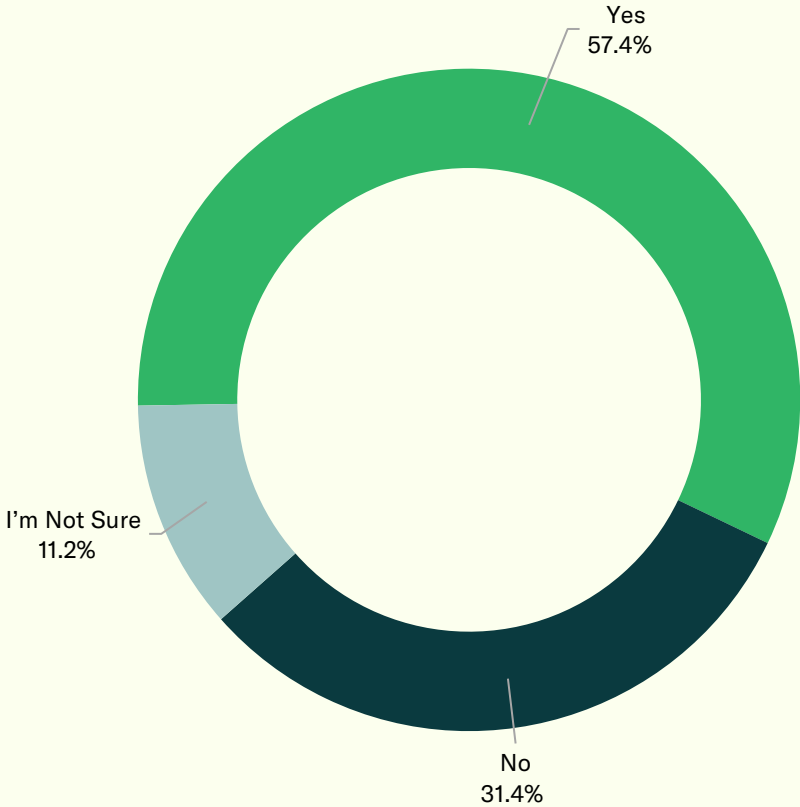
Question: Which of the following information sources did you use TO PLAN this Oregon trip?

Base: Total respondents (540 completed surveys)

Just over half of Willamette Valley visitors recall seeing travel ads about Oregon.

A small majority (57.4%) of 2024-2025 Willamette Valley visitors recalled seeing travel ads to Oregon in the past 12 months. Unaided ad recall was by far the highest among Arts & Culture Participants (72.7%), and lowest among out of state visitors (53.0%).

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	57.4%	61.2%	66.9%	53.0%	60.1%	58.3%	72.7%
No	31.4%	33.7%	18.6%	35.6%	28.9%	30.2%	18.4%
I'm Not Sure	11.2%	5.2%	14.5%	11.4%	11.0%	11.5%	9.0%
Base	540	70	129	340	332	421	155

**Small sample size*

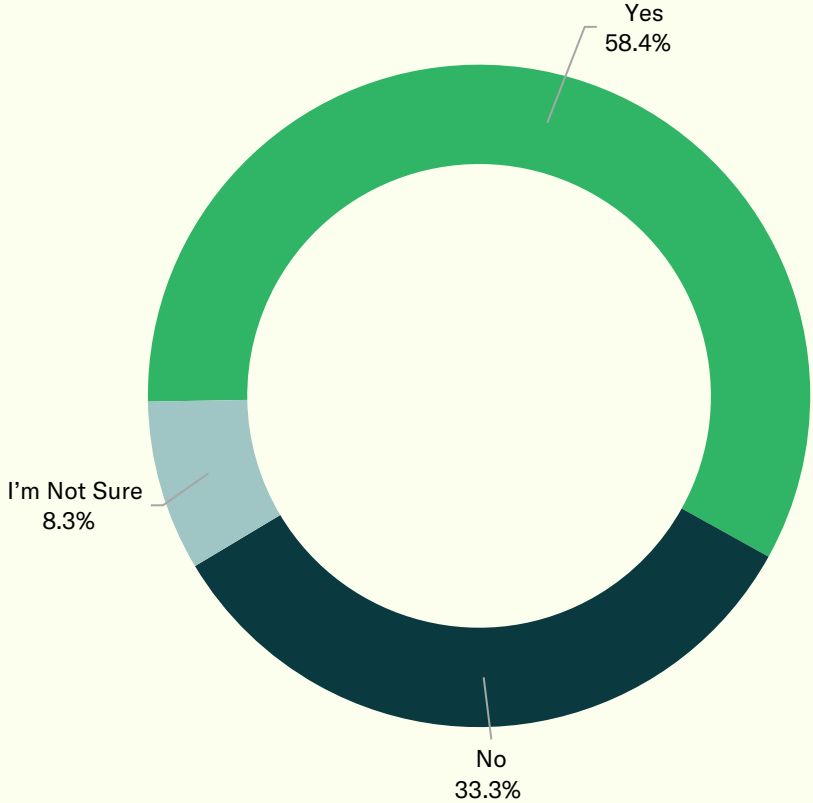
Question: In the past TWELVE (12) MONTHS do you recall having seen any travel advertisements about Oregon?

Base: Total respondents (540 completed surveys)

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

When asked whether they remember seeing any travel-related articles, videos, or podcasts about Oregon, again recall tracked at just over half (58.4%) of Willamette Valley visitors. As with ad recall, earned media recall was highest for Arts & Culture Participants (73.3%) and also lowest for out of state visitors (53.7%).

Earned Media Recall



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	58.4%	65.3%	66.6%	53.7%	64.3%	60.6%	73.3%
No	33.3%	33.8%	23.4%	37.0%	27.6%	30.6%	18.9%
I'm Not Sure	8.3%	0.9%	10.0%	9.3%	8.2%	8.9%	7.8%
Base	540	70	129	340	332	421	155

**Small sample size*

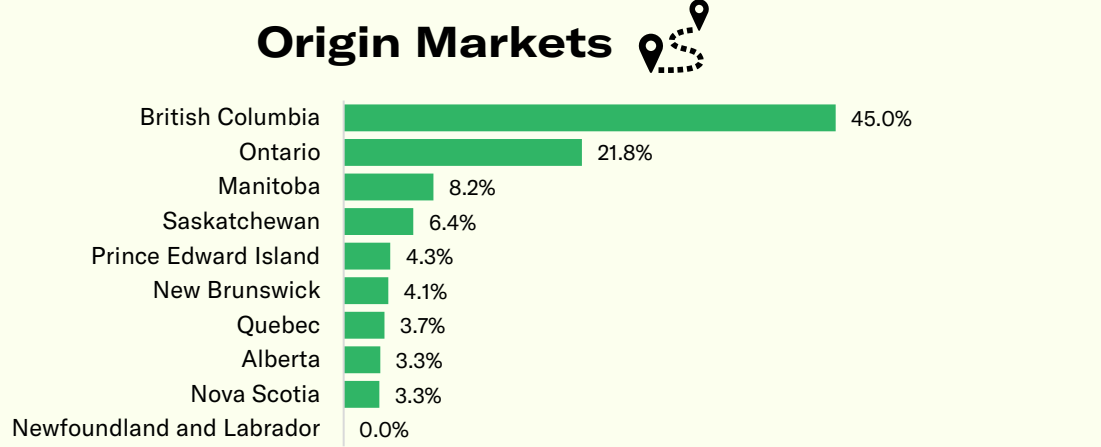
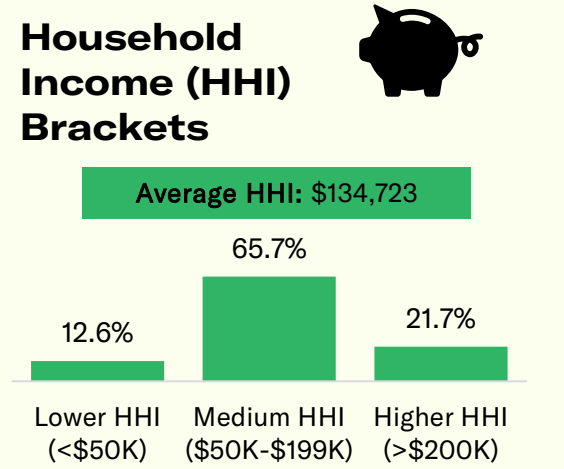
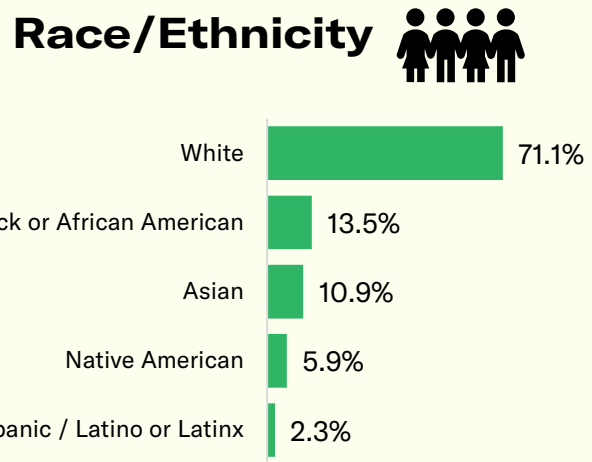
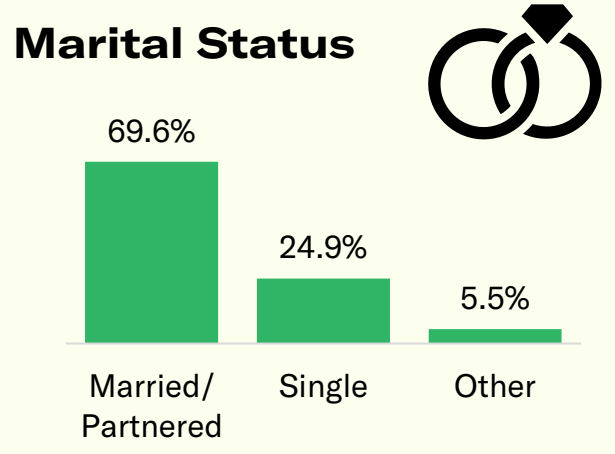
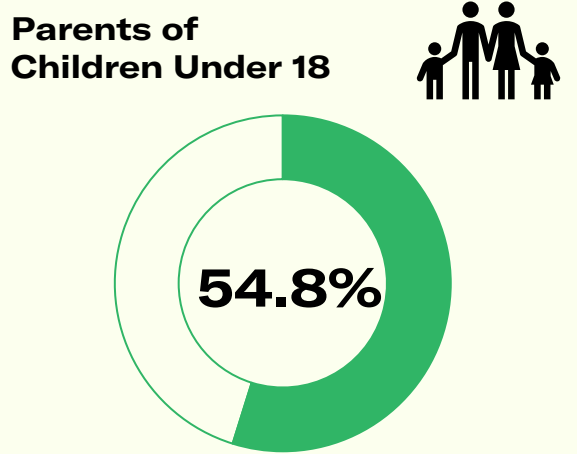
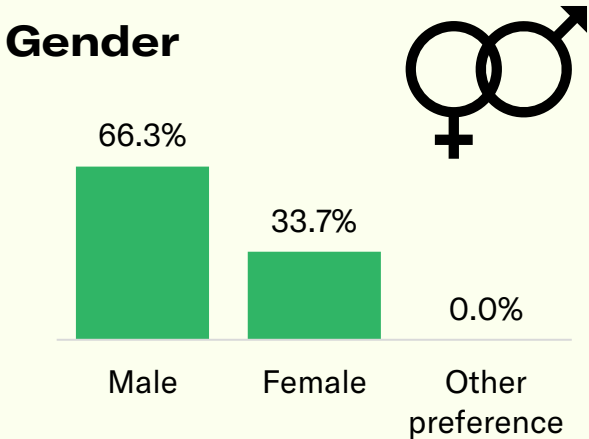
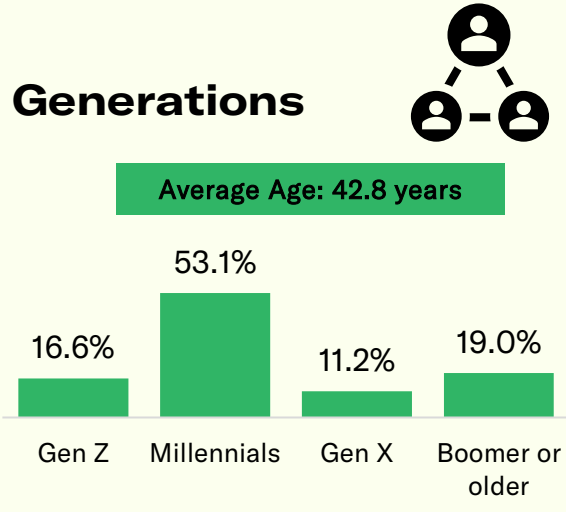
Question: In the past TWELVE (12) MONTHS do you recall having seen or heard any travel-related articles (in magazines, newspapers or online), videos (on TV or online) and/or podcasts about Oregon?

Base: Total respondents (540 completed surveys)

Appendix I: Survey Respondent Demographics

Demographic Snapshot

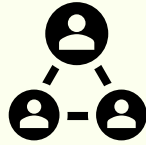
Canadian Visitors



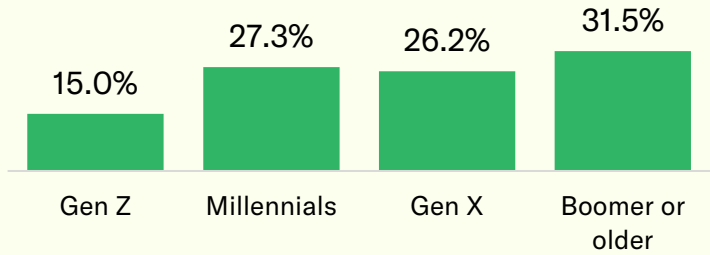
Demographic Snapshot

In State

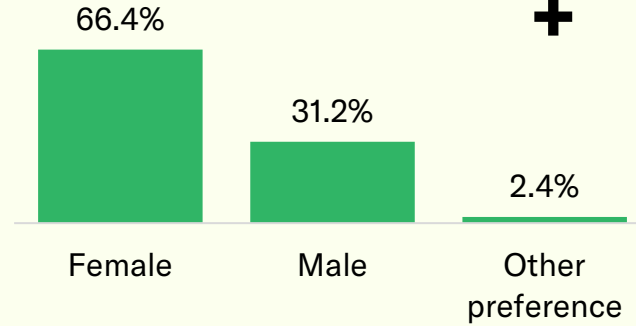
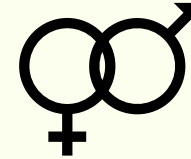
Generations



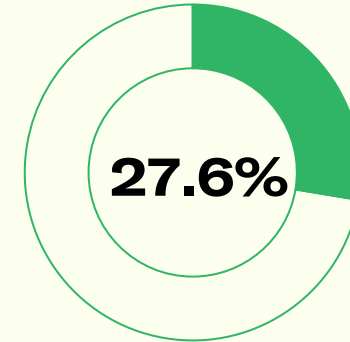
Average Age: 48.7 years



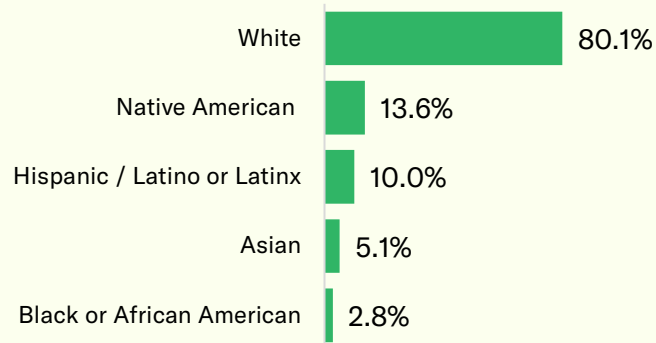
Gender



Parents of Children Under 18



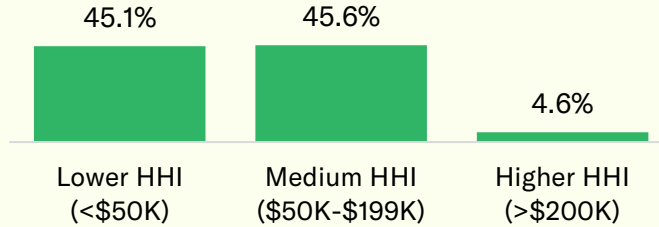
Race/Ethnicity



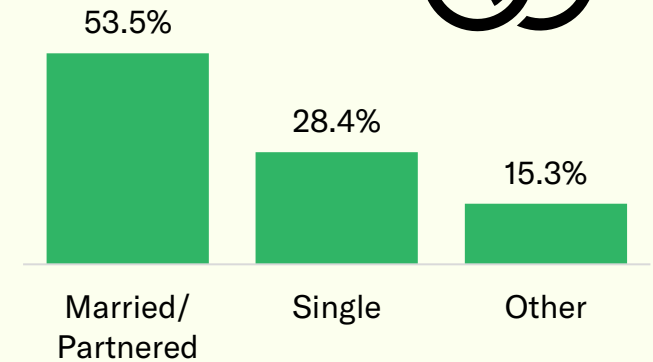
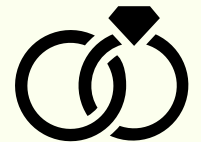
Household Income (HHI) Brackets



Average HHI: \$67,311

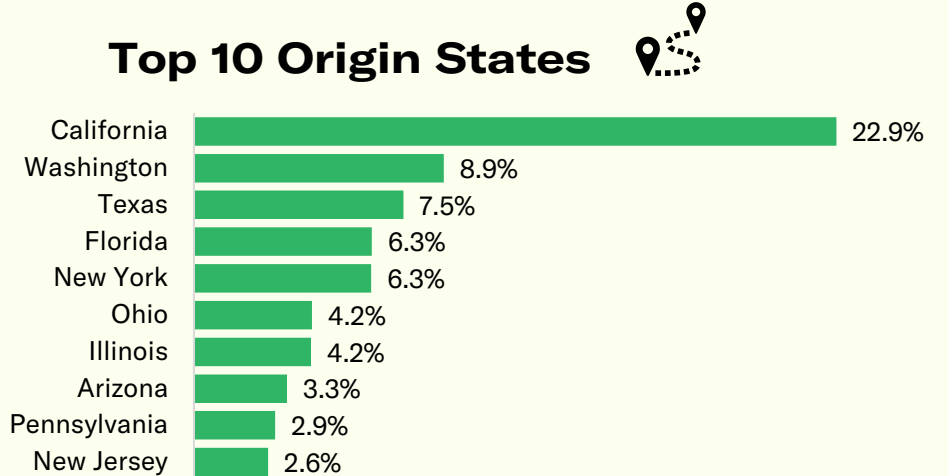
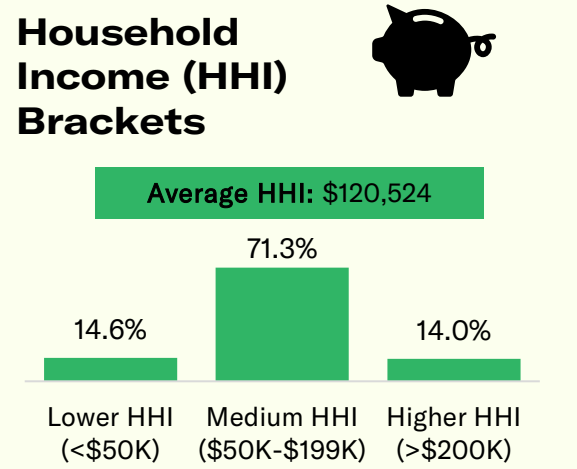
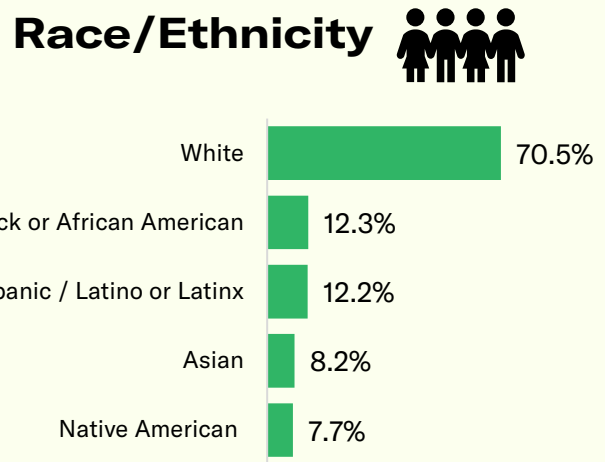
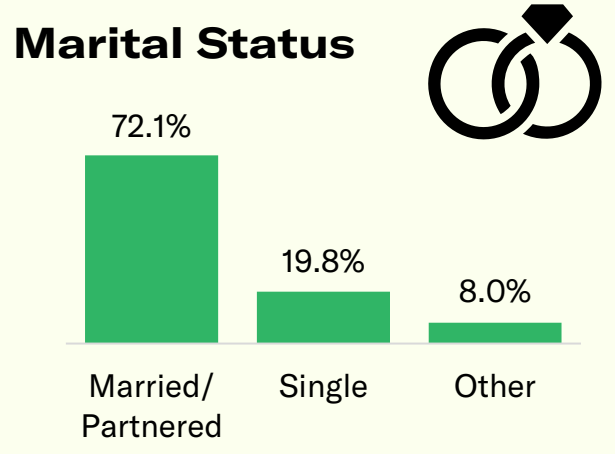
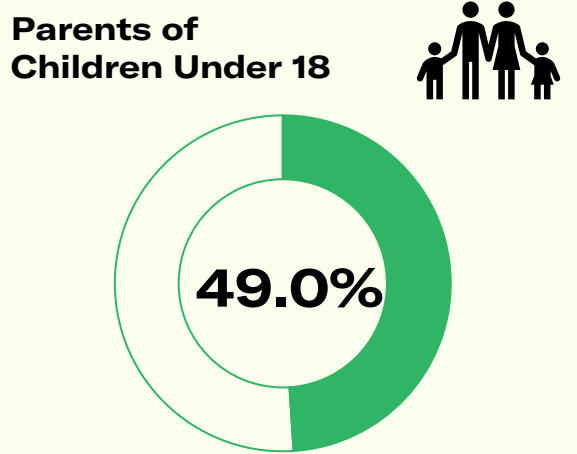
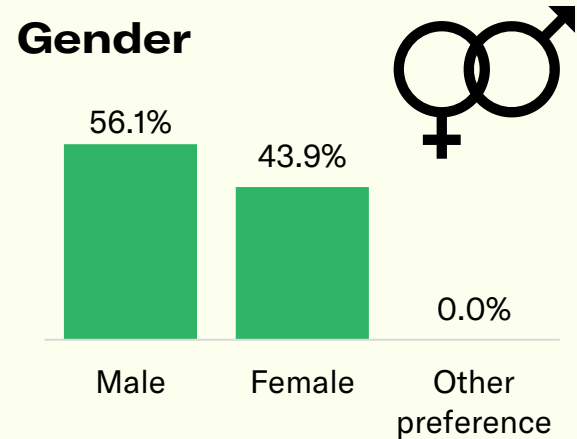
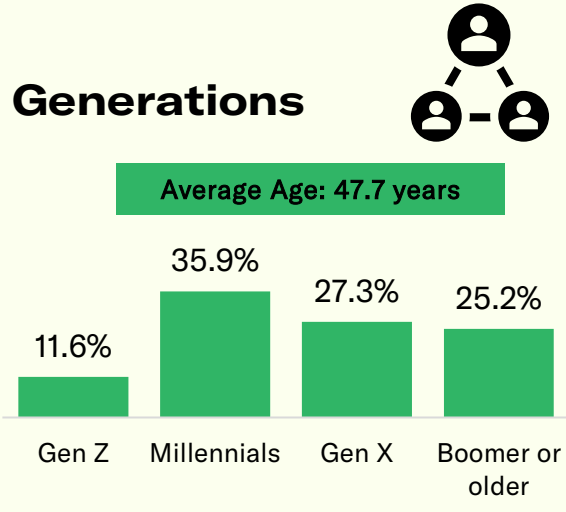


Marital Status



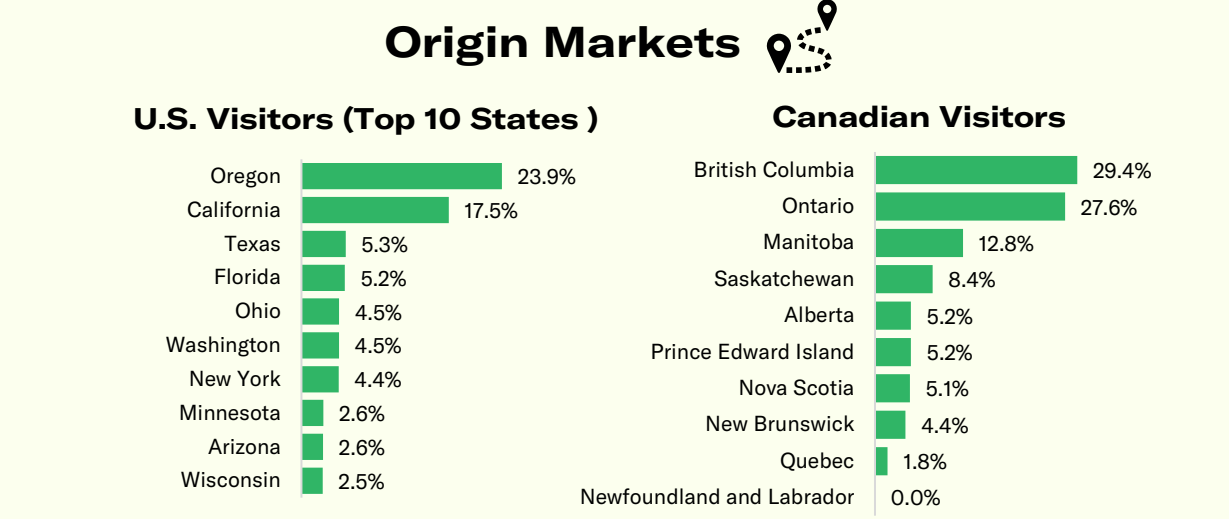
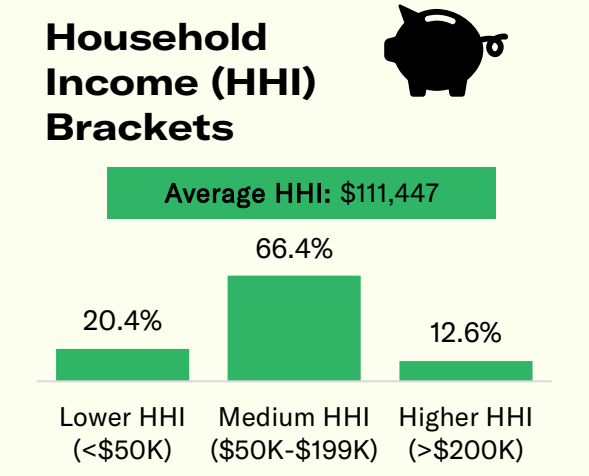
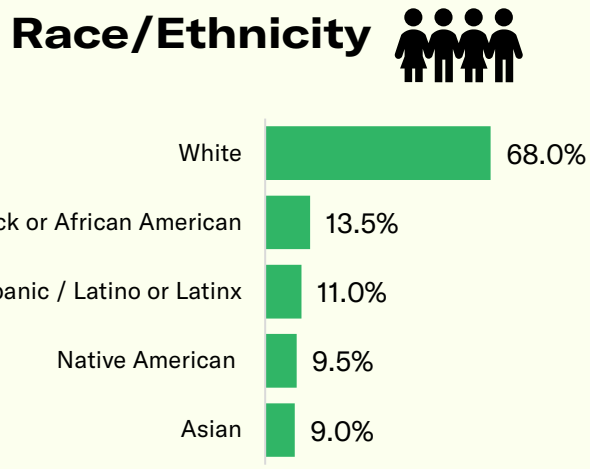
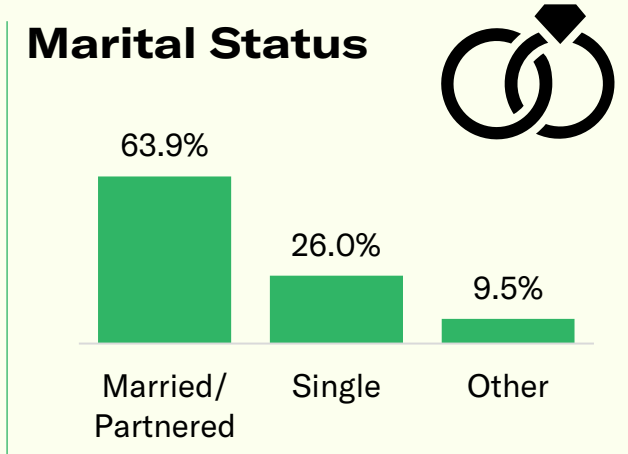
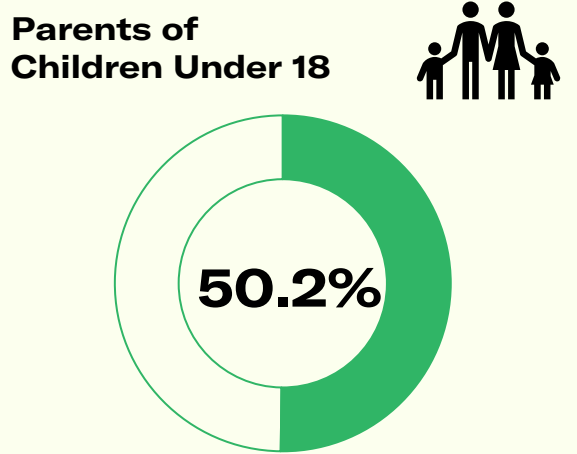
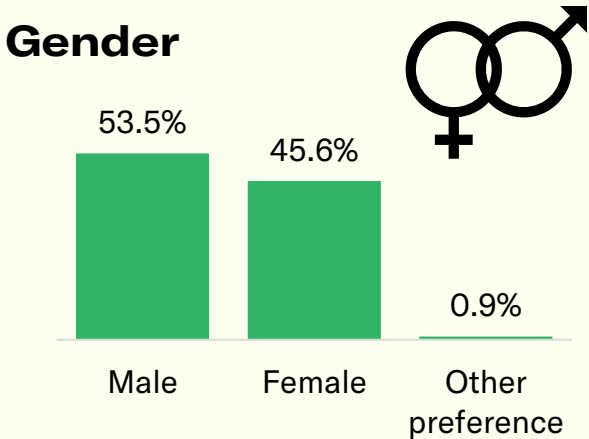
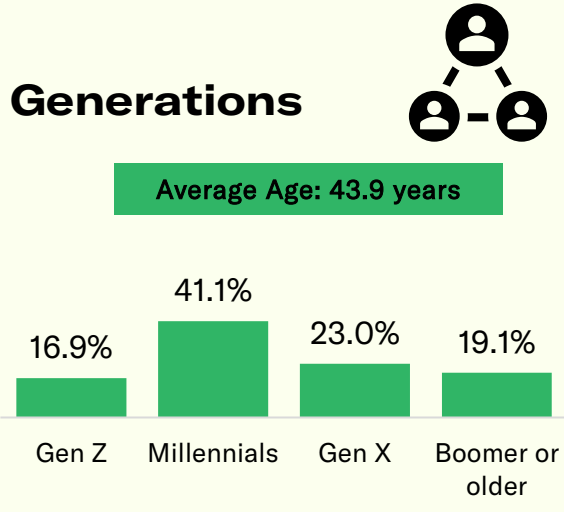
Demographic Snapshot

Out of State



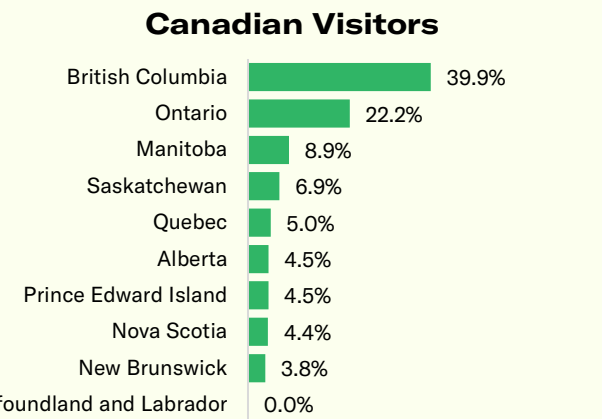
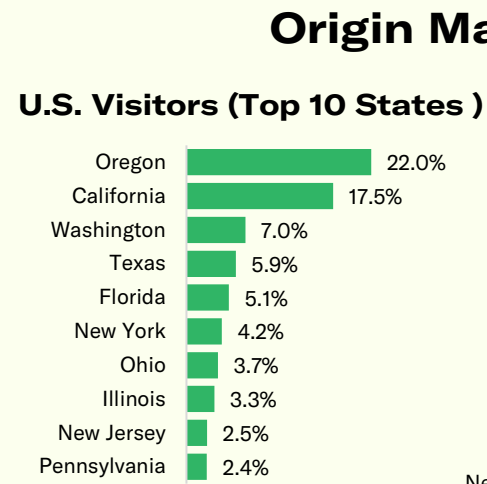
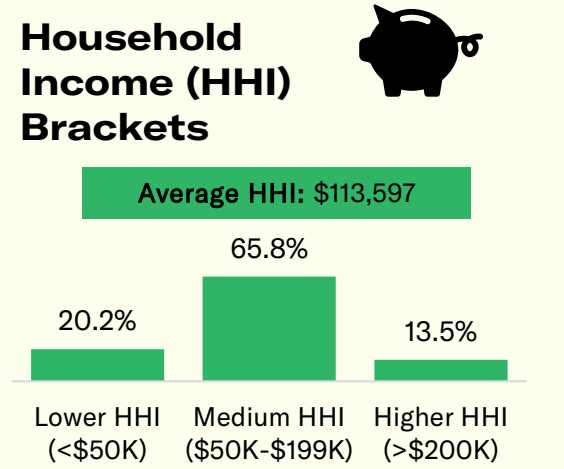
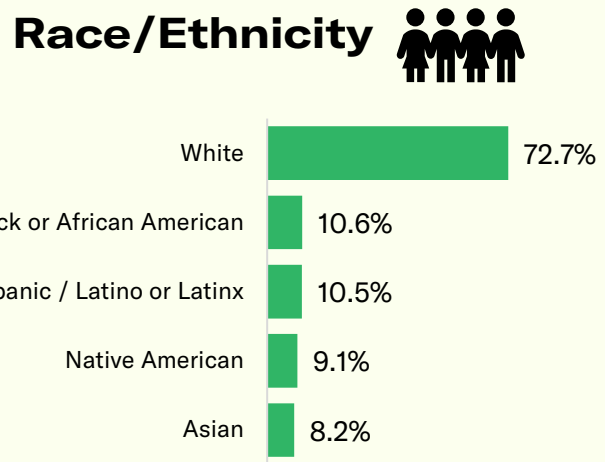
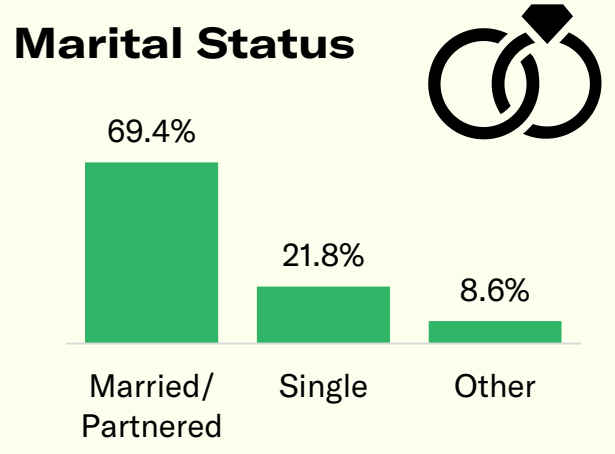
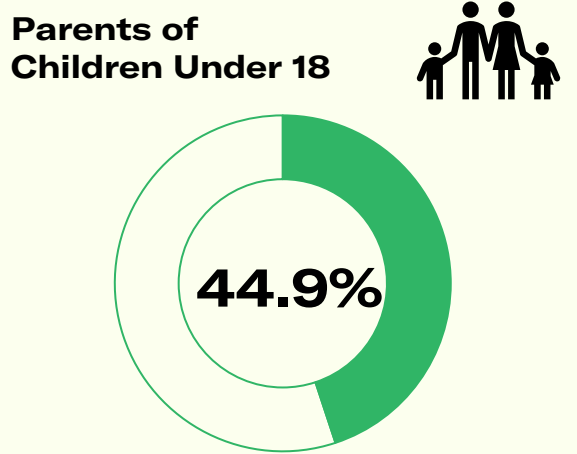
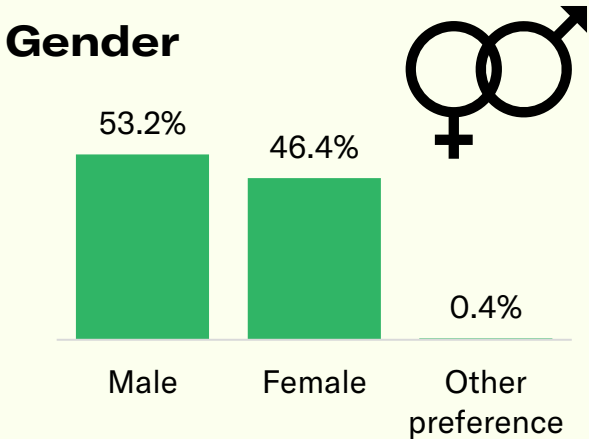
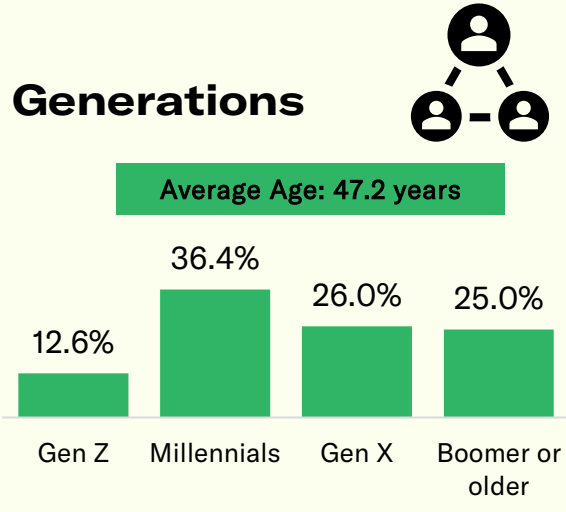
Demographic Snapshot

Outdoor Recreation Participants



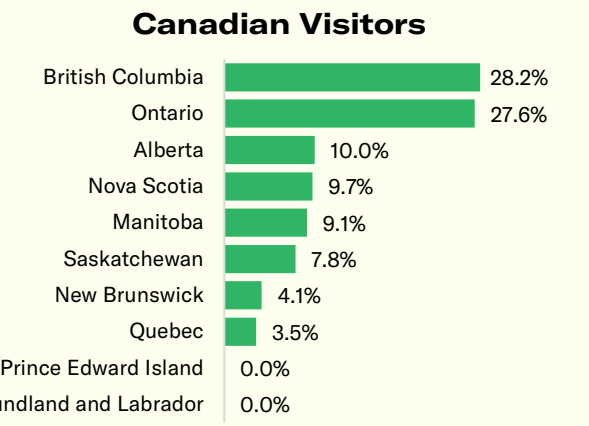
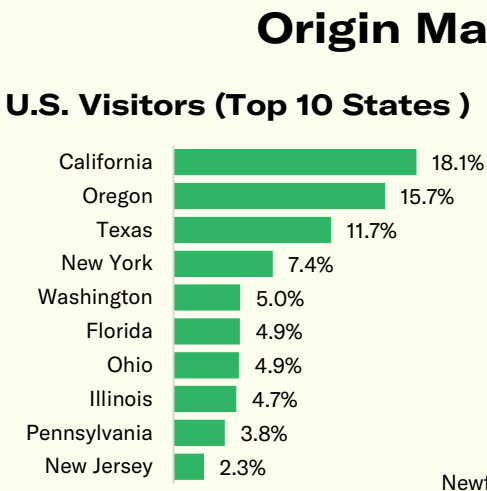
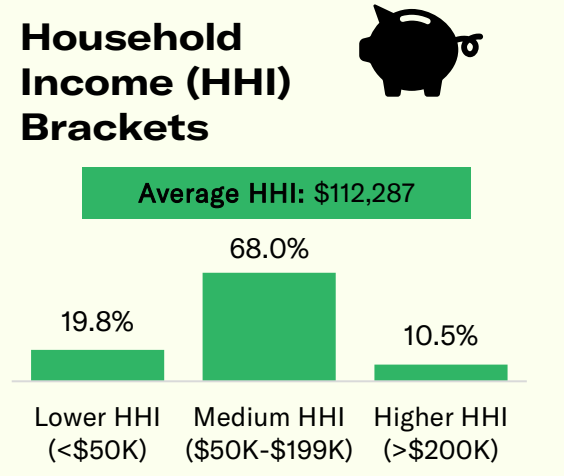
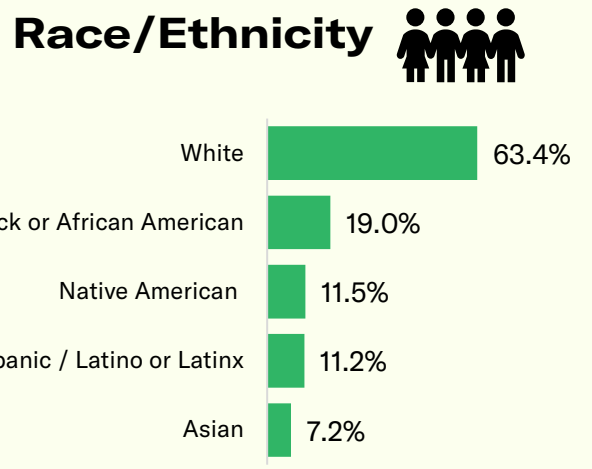
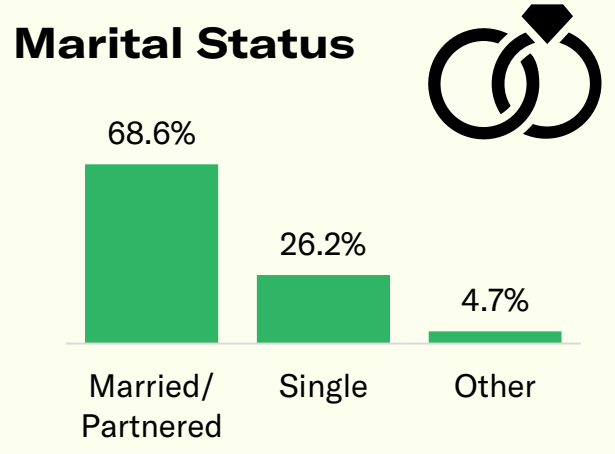
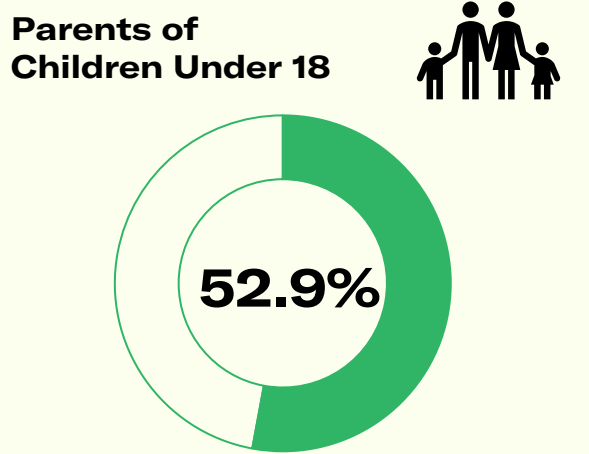
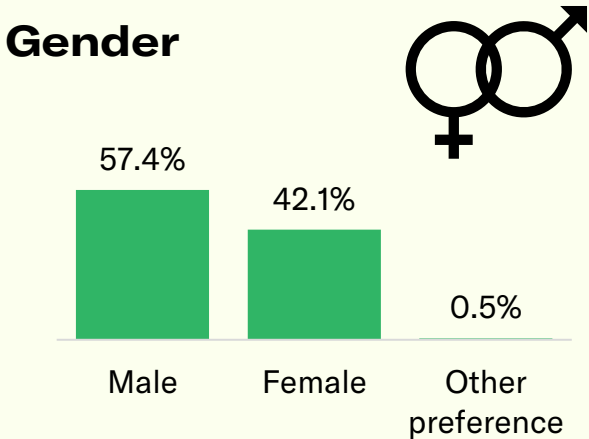
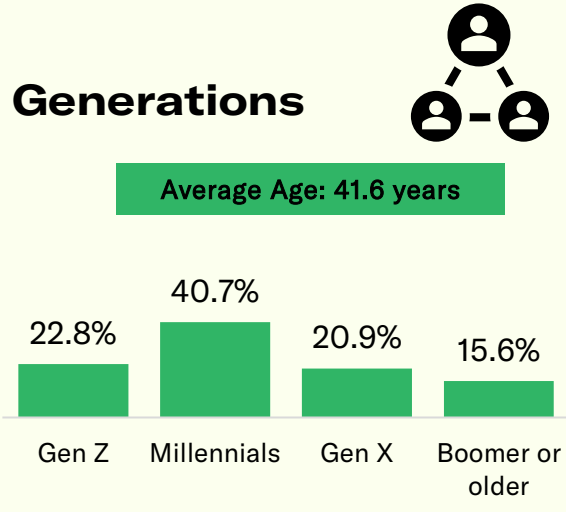
Demographic Snapshot

Food & Drink Participants

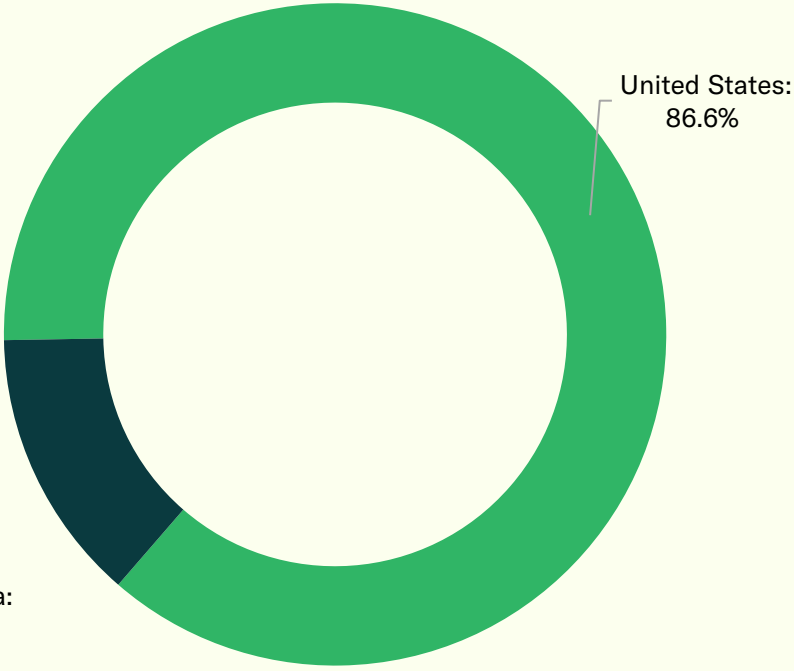


Demographic Snapshot

Arts & Culture Participants



Survey Respondent Demographics: Origin Country



By Segment

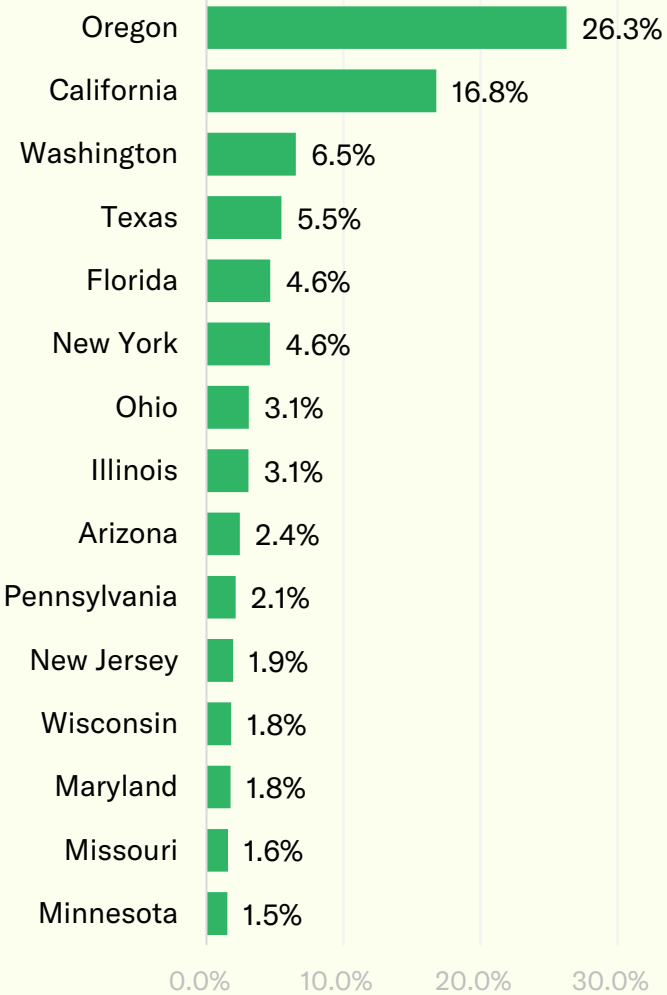
- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
United States	86.6%	85.6%	87.2%	83.9%
Canada	13.4%	14.4%	12.8%	16.1%
Base	540	332	421	155

Question: In what country do you currently reside?

Base: Total respondents (540 completed surveys)

Survey Respondent Demographics: Origin Markets



By Segment

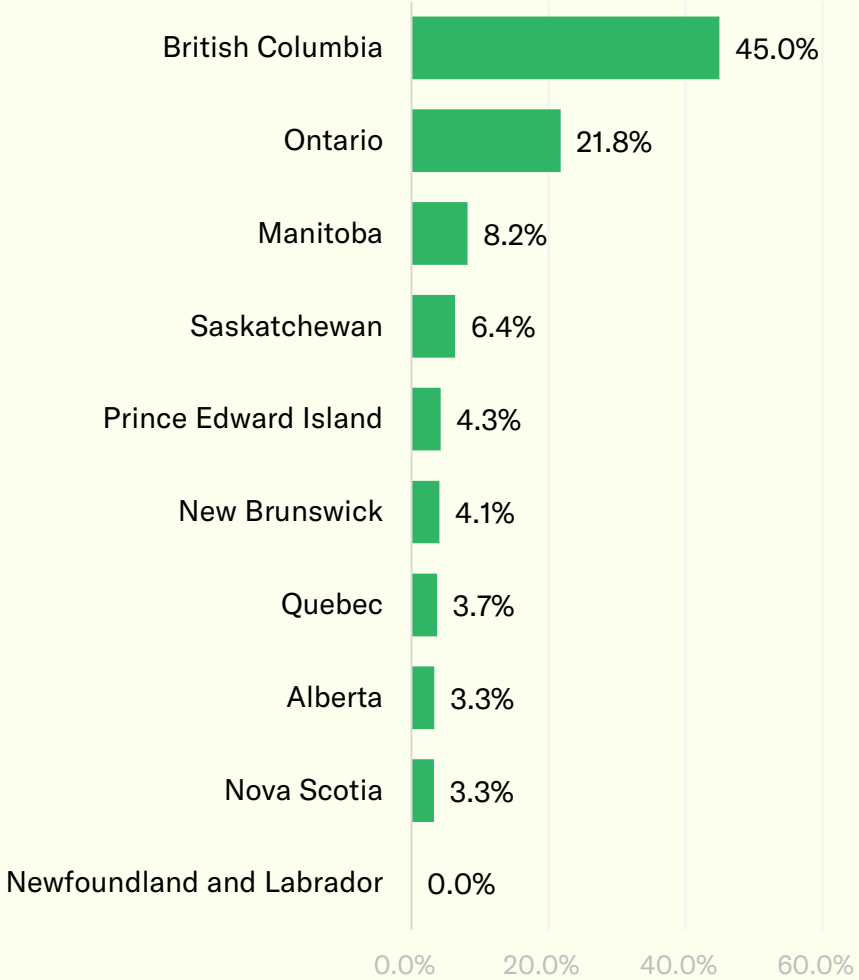
■ = statistically significantly higher than given segment's counterpart
■ = statistically significantly lower than given segment's counterpart

	Total	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Oregon	26.3%	0.0%	23.9%	22.0%	15.7%
California	16.8%	22.9%	17.5%	17.5%	18.1%
Washington	6.5%	8.9%	4.5%	7.0%	5.0%
Texas	5.5%	7.5%	5.3%	5.9%	11.7%
Florida	4.6%	6.3%	5.2%	5.1%	4.9%
New York	4.6%	6.3%	4.4%	4.2%	7.4%
Ohio	3.1%	4.2%	4.5%	3.7%	4.9%
Illinois	3.1%	4.2%	2.4%	3.3%	4.7%
Arizona	2.4%	3.3%	2.6%	2.4%	0.0%
Pennsylvania	2.1%	2.9%	1.8%	2.4%	3.8%
New Jersey	1.9%	2.6%	2.5%	2.5%	2.3%
Wisconsin	1.8%	2.4%	2.5%	1.7%	0.0%
Maryland	1.8%	2.4%	1.6%	1.8%	1.2%
Missouri	1.6%	2.2%	1.4%	2.0%	1.6%
Minnesota	1.5%	2.1%	2.6%	1.9%	1.6%
Base	470	340	284	367	133

Question: In which state do you currently reside?

Base: U.S. respondents (470 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

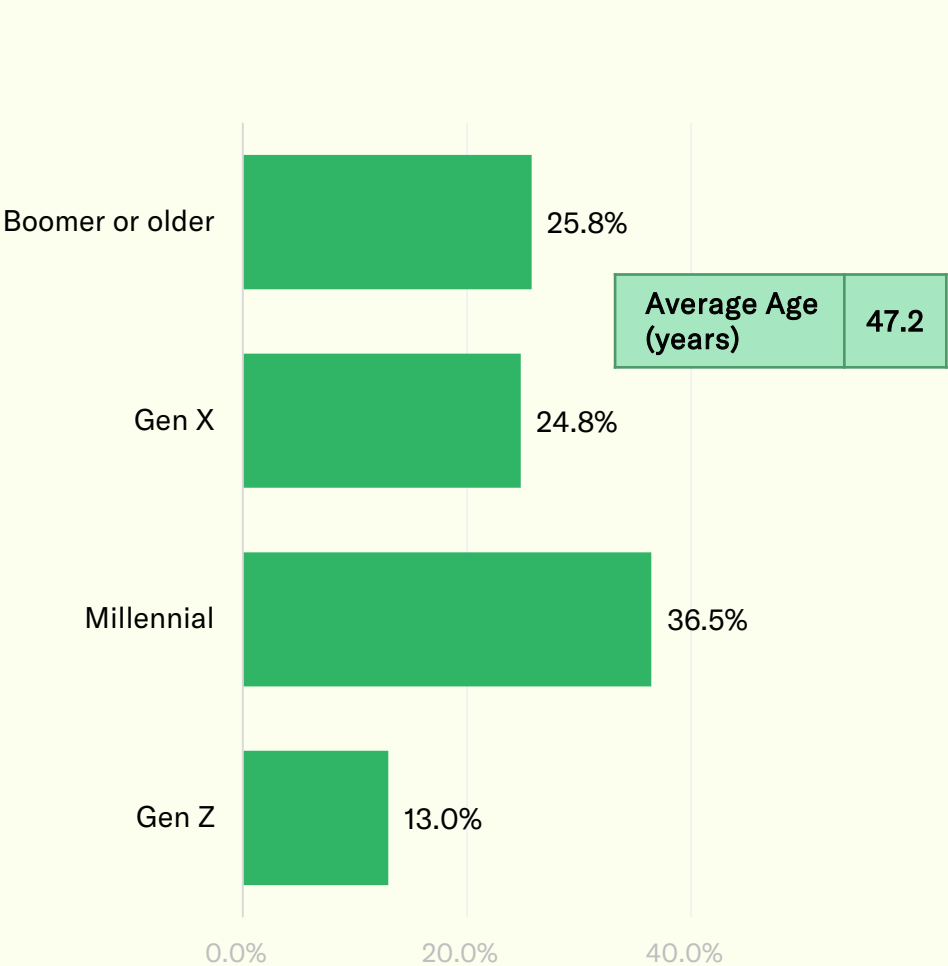
	Canadian Visitors*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
British Columbia	45.0%	29.4%	39.9%	28.2%
Ontario	21.8%	27.6%	22.2%	27.6%
Manitoba	8.2%	12.8%	8.9%	9.1%
Saskatchewan	6.4%	8.4%	6.9%	7.8%
Prince Edward Island	4.3%	5.2%	4.5%	0.0%
New Brunswick	4.1%	4.4%	3.8%	4.1%
Quebec	3.7%	1.8%	5.0%	3.5%
Alberta	3.3%	5.2%	4.5%	10.0%
Nova Scotia	3.3%	5.1%	4.4%	9.7%
Newfoundland and Labrador	0.0%	0.0%	0.0%	0.0%
Base	70	48	54	22

**Small sample size*

Question: In which province do you currently reside?

Base: Canadian respondents (70 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

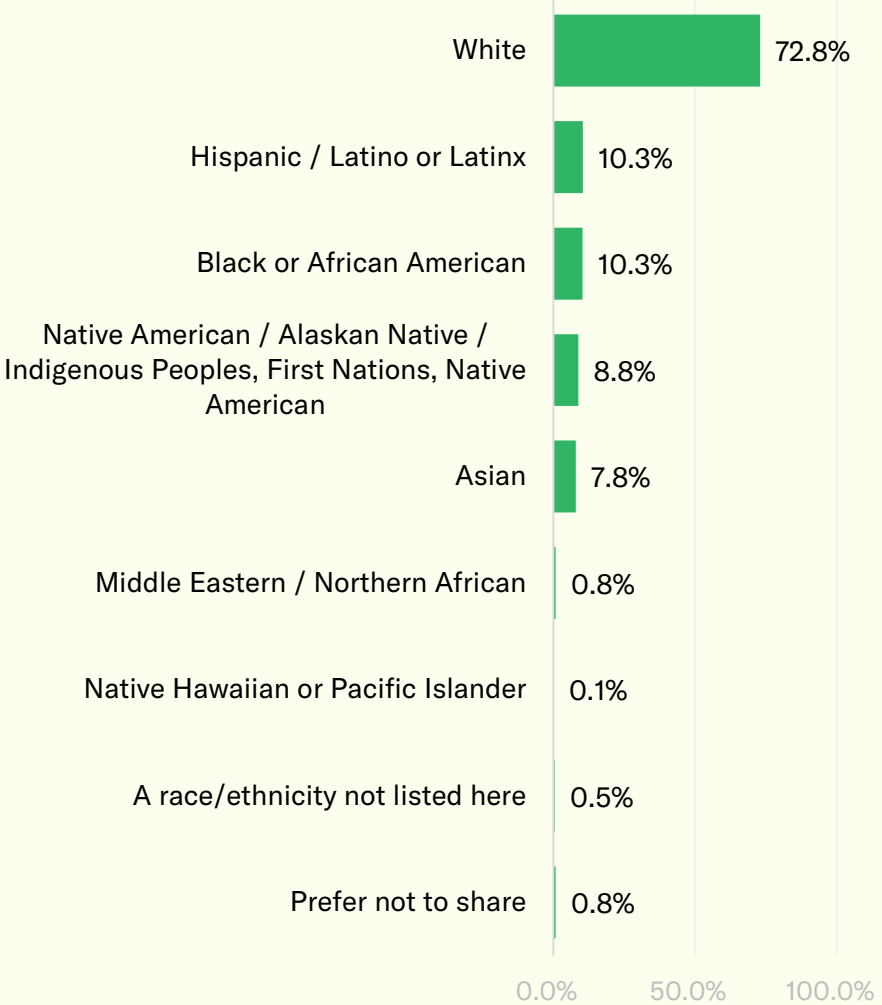
	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Boomer or older	25.8%	19.0%	31.5%	25.2%	19.1%	25.0%	15.6%
Gen X	24.8%	11.2%	26.2%	27.3%	23.0%	26.0%	20.9%
Millennial	36.5%	53.1%	27.3%	35.9%	41.1%	36.4%	40.7%
Gen Z	13.0%	16.6%	15.0%	11.6%	16.9%	12.6%	22.8%
Mean	47.2	42.8	48.7	47.7	43.9	47.2	41.6
Base	540	70	129	340	332	421	155

**Small sample size*

Question: In what year were you born?
 Base: Total respondents (540 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

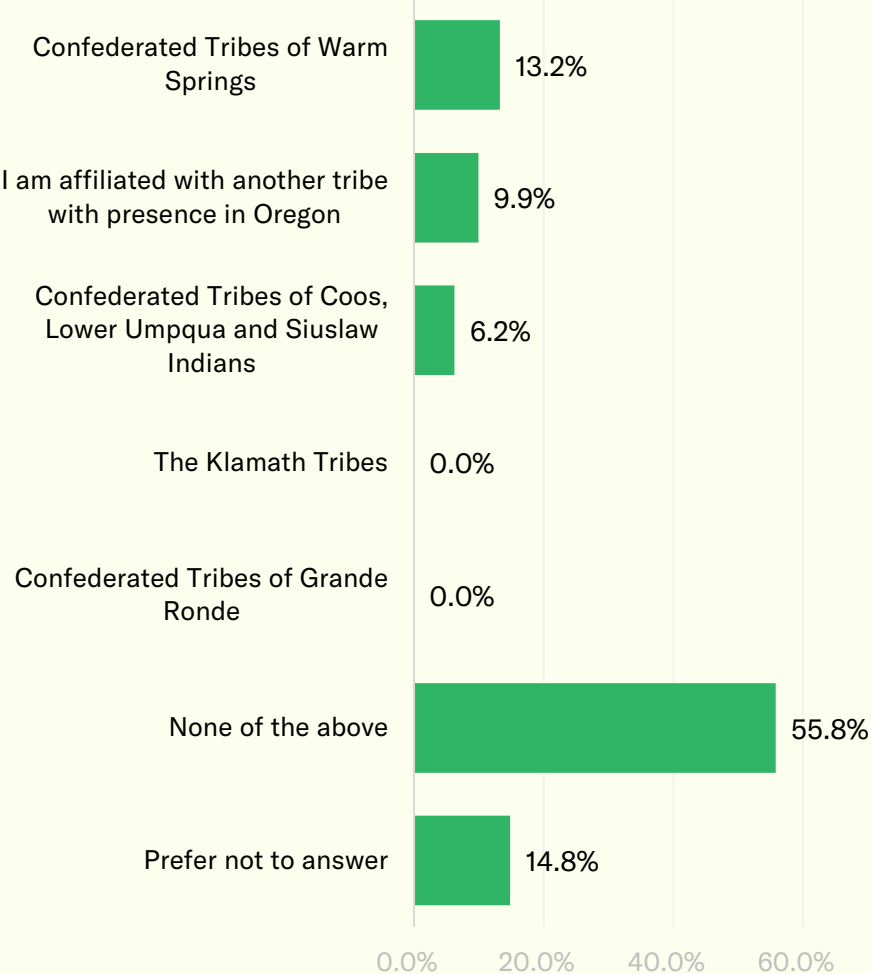
	Total	Canadian Visitors*	In-State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
White	72.8%	71.1%	80.1%	70.5%	68.0%	72.7%	63.4%
Hispanic / Latino or Latinx	10.3%	2.3%	10.0%	12.2%	11.0%	10.5%	11.2%
Black or African American	10.3%	13.5%	2.8%	12.3%	13.5%	10.6%	19.0%
Native American / Alaskan Native / Indigenous Peoples, First Nations, Native American	8.8%	5.9%	13.6%	7.7%	9.5%	9.1%	11.5%
Asian	7.8%	10.9%	5.1%	8.2%	9.0%	8.2%	7.2%
Middle Eastern / Northern African	0.8%	0.0%	0.0%	1.2%	1.3%	1.0%	0.9%
Native Hawaiian or Pacific Islander	0.1%	0.0%	0.0%	0.2%	0.2%	0.1%	0.0%
A race/ethnicity not listed here	0.5%	0.9%	0.8%	0.3%	0.8%	0.4%	0.4%
Prefer not to share	0.8%	0.0%	3.4%	0.0%	0.6%	0.4%	1.0%
Base	540	70	129	340	332	421	155

**Small sample size*

Question: Which of the following best describes you?

Base: Total respondents (540 completed surveys)

Survey Respondent Demographics: Native Tribe Affiliation



By Segment

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

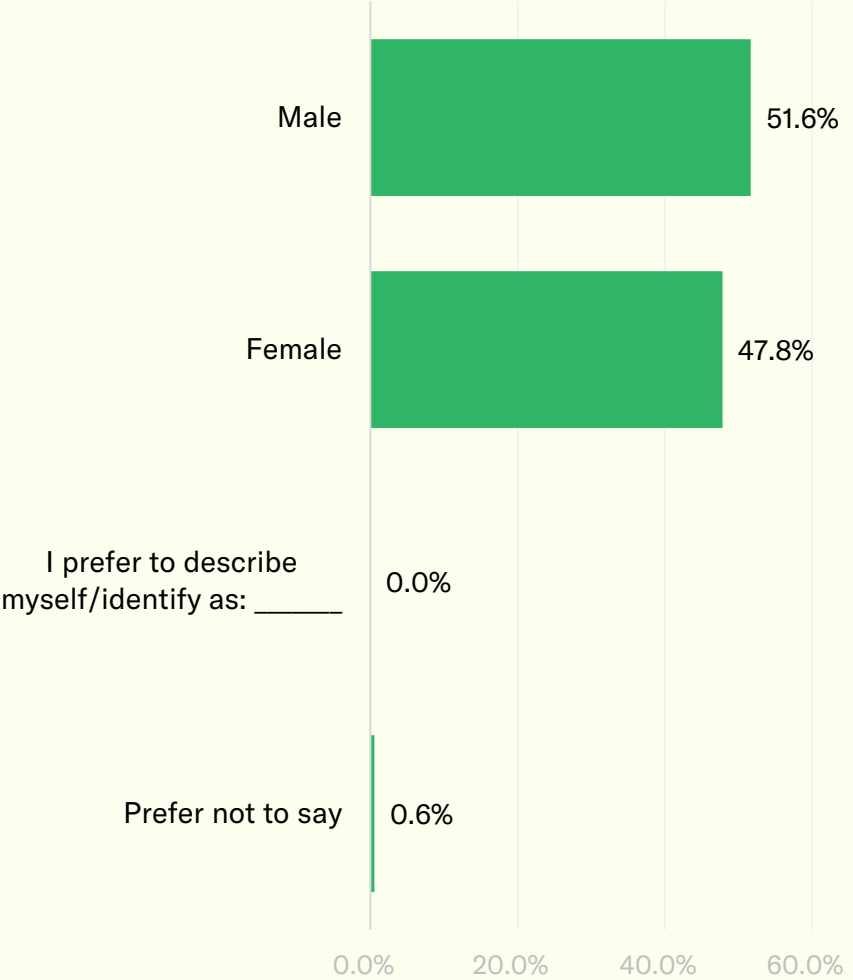
	In State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Confederated Tribes of Warm Springs	13.2%	0.0%	11.2%	29.8%
I am affiliated with another tribe with presence in Oregon	9.9%	14.0%	9.0%	0.0%
Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians	6.2%	8.8%	9.0%	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	55.8%	65.1%	58.5%	70.2%
Prefer not to answer	14.8%	12.1%	12.3%	0.0%
Base	19	14	13	4

**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 (19 completed surveys).

Survey Respondent Demographics: Gender



By Segment

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

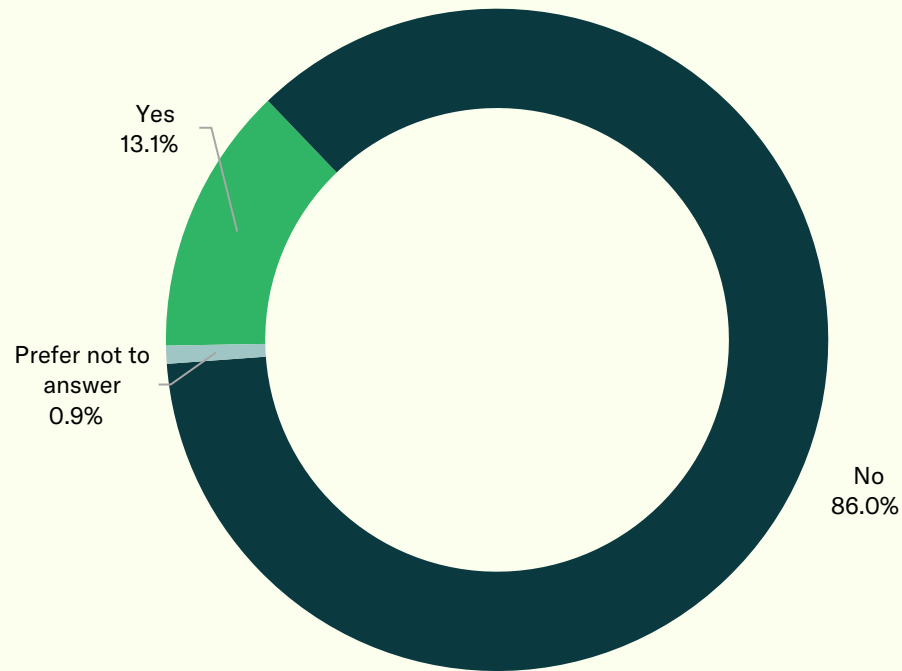
	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Male	51.6%	66.3%	31.2%	56.1%	53.5%	53.2%	57.4%
Female	47.8%	33.7%	66.4%	43.9%	45.6%	46.4%	42.1%
I prefer to describe myself/identify as: _____	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prefer not to say	0.6%	0.0%	2.4%	0.0%	0.9%	0.4%	0.5%
Base	540	70	129	340	332	421	155

**Small sample size*

Question: What is your identified gender?

Base: Total respondents (540 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

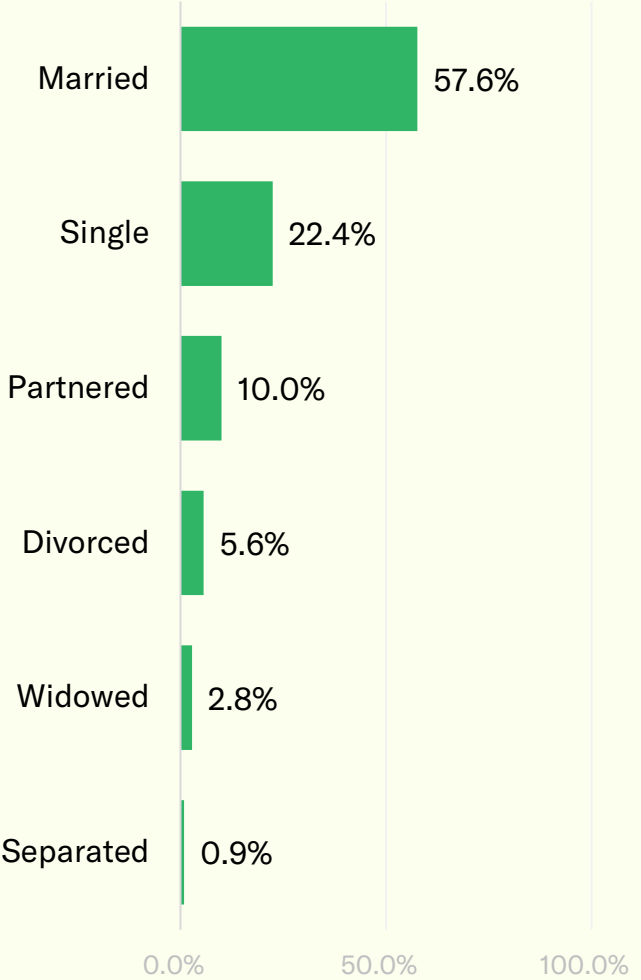
	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	13.1%	18.9%	17.9%	9.8%	13.7%	13.3%	14.5%
No	86.0%	79.7%	79.6%	90.1%	85.2%	85.8%	85.1%
Prefer not to answer	0.9%	1.4%	2.5%	0.2%	1.1%	0.8%	0.4%
Base	540	70	129	340	332	421	155

**Small sample size*

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

Base: Total respondents (540 completed surveys)

Survey Respondent Demographics: Marital Status



By Segment

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

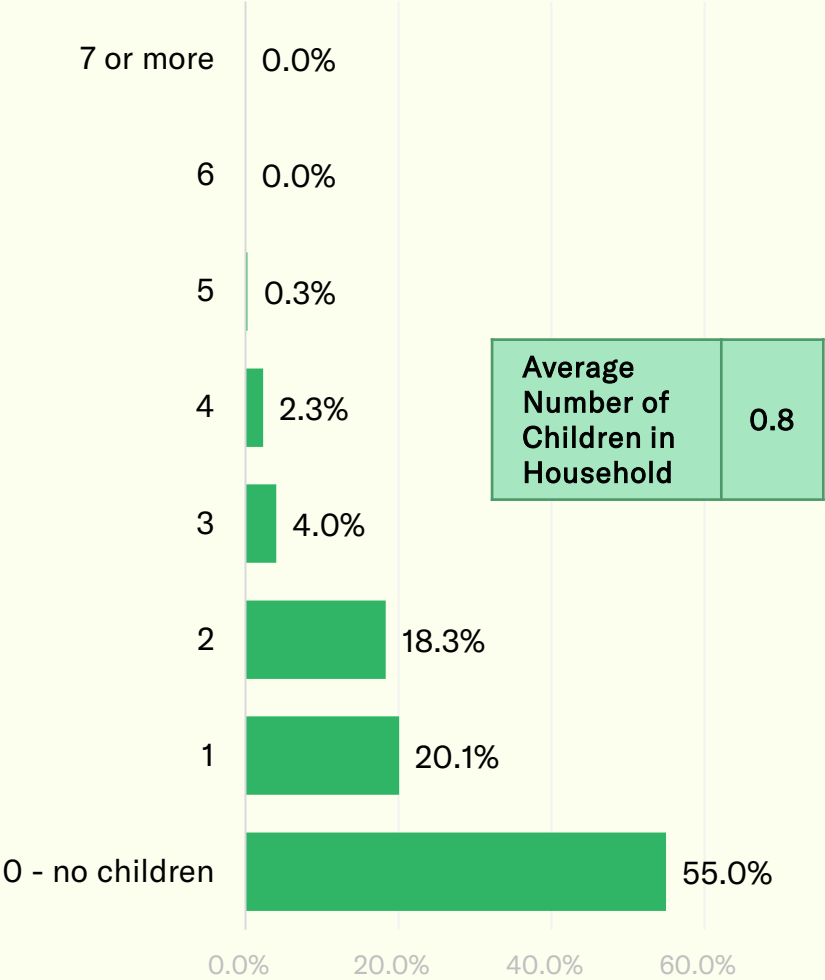
	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Married	57.6%	60.9%	43.2%	61.9%	53.8%	58.3%	58.5%
Single	22.4%	24.9%	28.4%	19.8%	26.0%	21.8%	26.2%
Partnered	10.0%	8.7%	10.2%	10.2%	10.1%	11.1%	10.2%
Divorced	5.6%	4.5%	8.9%	4.7%	6.3%	5.6%	3.2%
Widowed	2.8%	0.0%	3.8%	3.1%	2.4%	2.1%	1.0%
Separated	0.9%	1.0%	2.7%	0.2%	0.8%	0.8%	0.5%
Base	540	70	129	340	332	421	155

**Small sample size*

Question: What is your marital status?

Base: Total respondents (540 completed surveys)

Survey Respondent Demographics: Children in Household



By Segment

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

	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
7 or more	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	0.3%	0.0%	0.0%	0.4%	0.4%	0.3%	0.0%
4	2.3%	0.0%	0.6%	2.9%	2.7%	2.0%	3.9%
3	4.0%	6.7%	3.2%	3.8%	4.2%	4.3%	4.6%
2	18.3%	23.0%	4.8%	22.3%	21.1%	19.0%	22.2%
1	20.1%	25.2%	19.0%	19.5%	21.7%	19.2%	22.2%
0 - no children	55.0%	45.2%	72.4%	51.0%	49.8%	55.1%	47.1%
Mean	0.8	0.9	0.4	0.9	0.9	0.8	1.0
Base	539	70	129	339	331	421	155

**Small sample size*

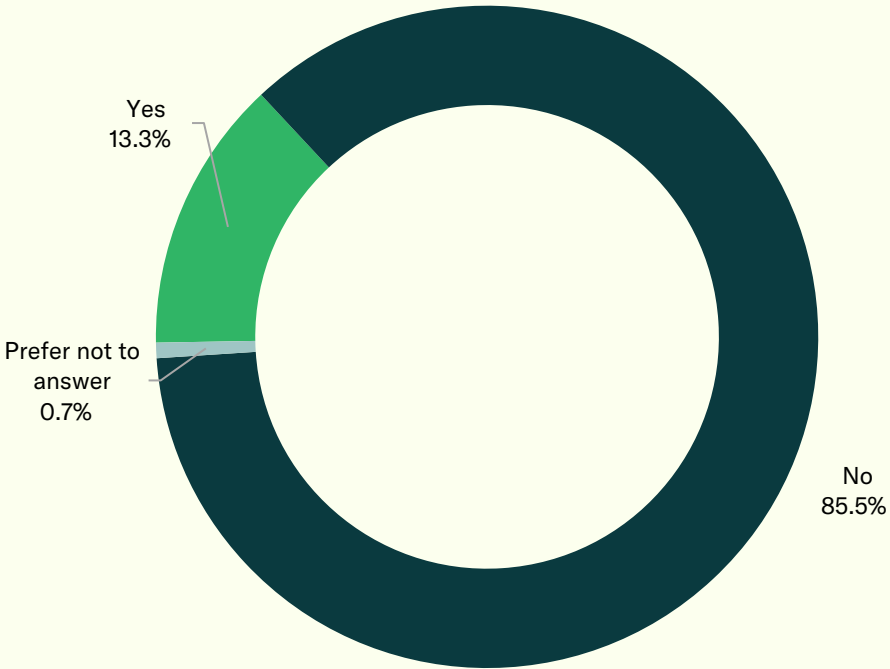
Question: How many children under the age of 18 live in your home?

Base: Total respondents (539 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



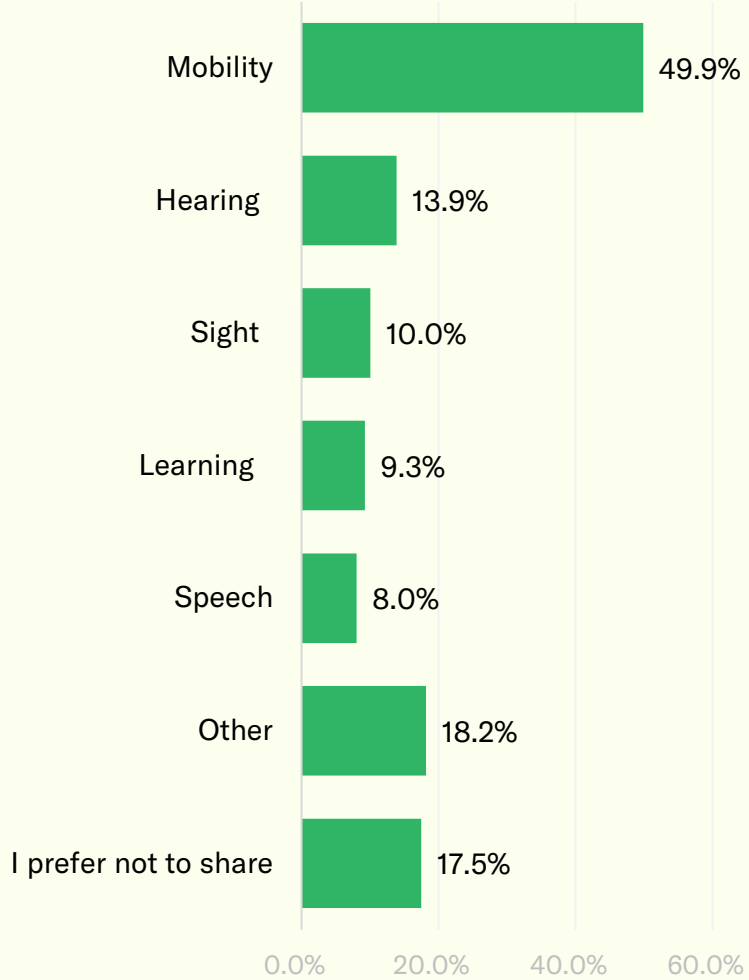
	Total	Canadian Visitors*	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	13.3%	14.3%	27.5%	8.0%	11.8%	11.5%	7.9%
No	85.5%	85.7%	69.1%	91.3%	87.7%	87.4%	91.4%
Prefer not to answer	1.2%	0.0%	3.5%	0.7%	0.5%	1.1%	0.7%
Base	540	70	129	340	332	421	155

**Small sample size*

Question: Do you have a disability?

Base: Total respondents (540 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

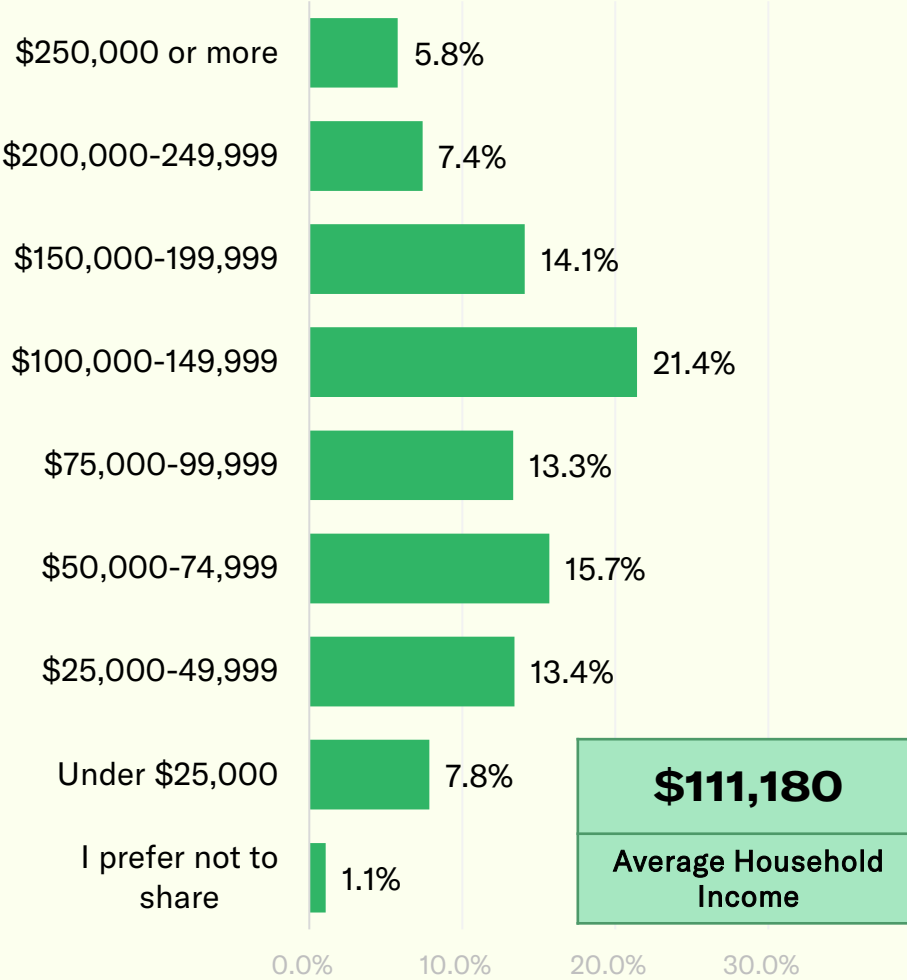
	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Mobility	49.9%	19.6%	58.6%	50.6%	38.9%	52.3%	58.4%
Hearing	13.9%	19.6%	5.4%	22.1%	20.5%	17.0%	20.2%
Sight	10.0%	18.6%	4.9%	13.1%	15.7%	12.7%	27.3%
Learning	9.3%	13.1%	1.8%	17.0%	17.5%	13.7%	13.7%
Speech	8.0%	13.1%	0.0%	16.0%	12.5%	11.9%	13.7%
Other	18.2%	5.9%	26.5%	12.6%	13.2%	12.5%	13.5%
I prefer not to share	17.5%	36.3%	9.0%	20.8%	21.0%	13.2%	7.6%
Base	77	11	34	32	43	54	15

**Small sample size*

Question: How would you describe your disability/disabilities?

Base: Total respondents (77 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	5.8%	8.1%	0.0%	6.9%	4.9%	6.1%	3.4%
\$200,000-249,999	7.4%	13.6%	4.6%	7.1%	7.7%	7.4%	7.2%
\$150,000-199,999	14.1%	18.3%	4.4%	16.7%	15.4%	14.8%	18.0%
\$100,000-149,999	21.4%	24.5%	9.7%	25.1%	20.7%	22.8%	23.3%
\$75,000-99,999	13.3%	13.1%	13.0%	13.5%	14.5%	13.0%	13.9%
\$50,000-74,999	15.7%	9.7%	18.5%	16.0%	15.8%	15.2%	12.9%
\$25,000-49,999	13.4%	7.9%	21.7%	11.6%	13.1%	13.1%	10.6%
Under \$25,000	7.8%	4.7%	23.3%	3.0%	7.2%	7.1%	9.2%
I prefer not to share	1.1%	0.0%	4.7%	0.0%	0.6%	0.5%	1.6%
Average Household Income	\$111,180	\$134,724	\$67,311	\$120,524	\$111,447	\$113,597	\$112,287
Base	534	70	123	340	330	418	152

**Small sample size*

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

Base: Total respondents (534 completed surveys)