

Future Partners



Travel Oregon

Mt. Hood/CRG Region

2025 Visitor Profile

Research Objectives & Methodology	<u>3</u>
Executive Summary	<u>8</u>
Data Snapshot	<u>13</u>
Detailed Findings:	
Trip Details	<u>18</u>
Region Visitation	<u>35</u>
Native American Tourism	<u>64</u>
Perceptions & Motivations	<u>69</u>
Visitor Satisfaction	<u>80</u>
Travel Planning & Media	<u>89</u>
Appendix I: Survey Respondents Demographics	<u>97</u>

Research Objectives & Methodology

Research Objectives & Methodology

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

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

The survey methodology was comprised of two components:

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

More than 2,700 surveys were collected across two waves of data collection from travelers aged 18+ who visited the state during the target period of study. The data is weighted according to Travel Oregon’s specifications, including regions visited within Oregon. In total, 443 surveys were collected from respondents who visited the Portland region.



Other Resources

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

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

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Key Terms in This Report

- **Canadian Visitors** – respondents who visited the Mt. Hood/CRG region on their trip to Oregon and reside in Canada.
- **In State** – respondents who visited the Mt. Hood/CRG region on their trip to Oregon and live in the state of Oregon.
- **Out of State** – respondents who visited the Mt. Hood/CRG 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 Mt. Hood/CRG 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 Mt. Hood/CRG 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 Mt. Hood/CRG 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

Mt. Hood/CRG region visitors score notably higher than the statewide average for likelihood to recommend, while likelihood to return and overall Oregon trip satisfaction scores marginally outpace the overall state levels.

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 third-highest for the Mt. Hood/CRG region versus other areas of Oregon. Comparing the statewide score of 53 to the individual scores for each region, the Mt. Hood/CRG region performed well above this with a likelihood to recommend score of 60, just behind the Central Oregon and Oregon Coast regions.

When comparing satisfaction levels across different regions visited, 97.9% of 2024-25 visitors whose trip to Oregon included the Mt. Hood/CRG region reported being satisfied or very satisfied with their overall trip experience, outpacing the total statewide visitor score of 97.7% by a slim margin. However, they had the largest share of visitors who said they were very satisfied with their trip at 73.5%. Reflecting overall trip satisfaction recommend scores, the Mt. Hood/CRG region visitors (88.0%) only incrementally outpaced the statewide share of visitors who are likely to return in the next 12 months (87.1%), though the share of those *extremely* likely to return is significantly higher than average at 60.4% versus 53.3% for statewide visitors. These high top-box scores for these two metrics reflects the fact that Mt. Hood/CRG visitors are more likely to have traveled to the state for leisure purposes rather than business.



Executive Summary

Experiential factors around scenery, relaxation, and food & beverage strongly influenced Mt. Hood/CRG region visitors' trip decision.

Scenic beauty and relaxation rank highest as trip motivators. Over nine in ten Mt. Hood/CRG visitors said that scenic beauty (91.0%) is an important driver for why they took their most recent trip to Oregon in 2024-25, followed by a relaxing environment/a place to unwind (88.1%). The other top factors that played a key role in their trip decision include local food and drinks (85.4%), affordability/value for the money (85.3%) and/or outdoor recreation and experiences (85.2%).

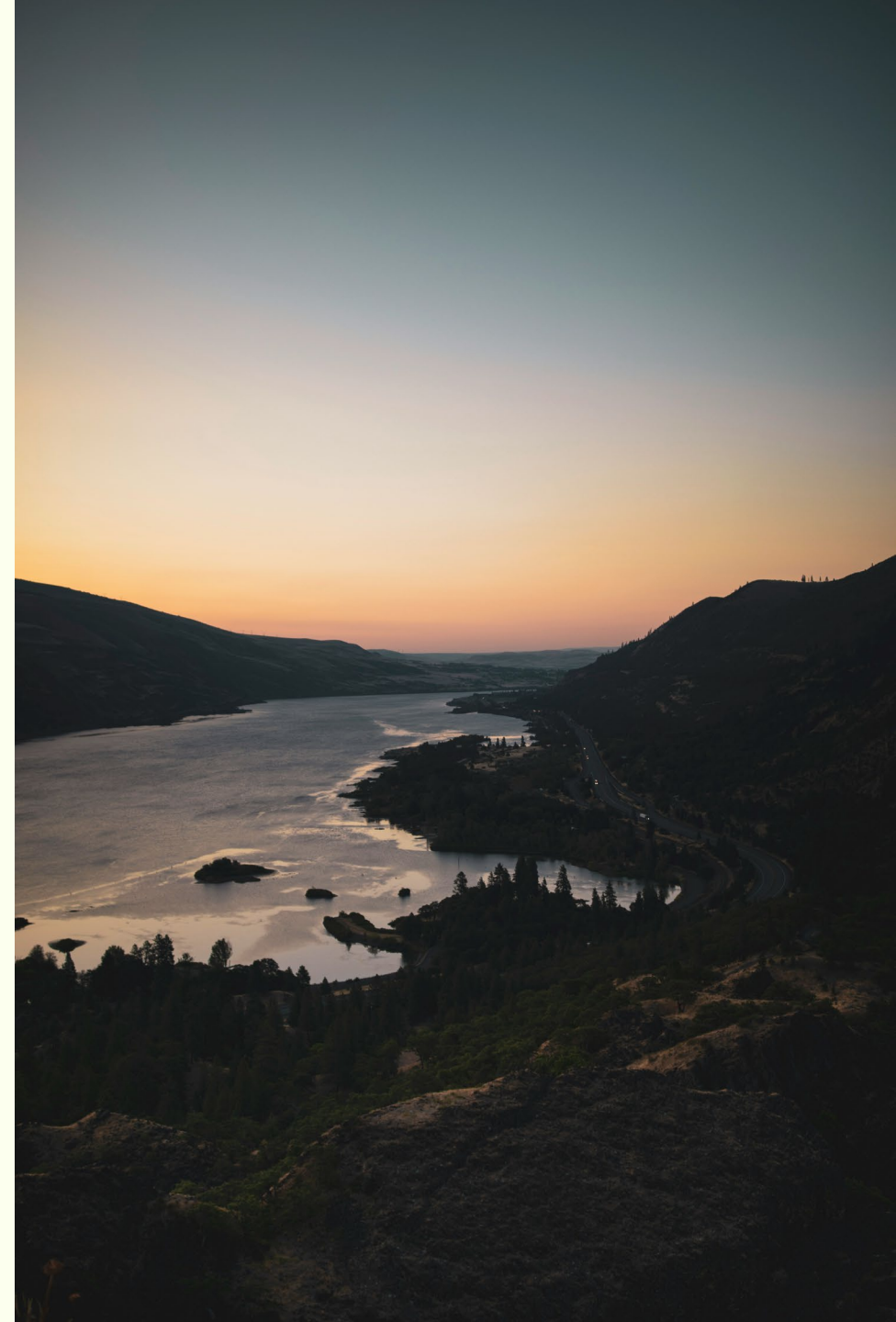
In terms of how this translates to activity participation, eating and drinking (78.4%) was by far the most popular activity for 2024-25 Mt. Hood/CRG region visitors to engage in. Over two-thirds (69.8%) said they participated in outdoor recreation, the highest reported share of all the regions, followed by 41.8% who went shopping. Among Mt. Hood/CRG region visitors who said they participated in any of these activities, over one-third (38.0%) said outdoor recreation was the primary motivation for their most recent trip to Oregon, again the highest of all the regions. Given the region's strong presence and popularity among outdoor adventurers, there is a significant opportunity to direct visitors to lesser-known, off-the-beaten-path attractions. This would help disperse the economic impact of tourism while continuing to leverage well-established assets to sustain strong and sustainable visitation to the region. Notably, Mt. Hood/CRG region visitors were also much more likely to have engaged in hiking activities (47.4%). Furthermore, 12.5% said they were primarily motivated by eating and drinking. At 67.7% of Mt. Hood/CRG region visitors, dining in a local restaurant was by far the top food and drink activity.



Executive Summary

There is strong demand for Native American tourism experiences among Mt. Hood/CRG region visitors, with plenty of opportunity to further increase awareness to drive future participation.

At 26.9%, a strong share of Mt. Hood/CRG region visitors participated in a Native American tourism experience or supported a Native-owned business on their 2024-25 trip to Oregon. There is strong interest in engaging in these experiences for non-participants. Among those who did not participate in such an activity on their most recent trip, 80.9% 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 (42.6%) or not having enough time (27.1%). Only 7.6% said they would not be interested. The Mt. Hood/CRG region has a variety of Indigenous owned businesses such as local markets and museums. Local tourism offices and businesses should continue to work in partnership with these businesses, local indigenous communities and Tribes with presence in the region to highlight these experiences.



Executive Summary

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

Online search and personal connections played key roles as sources of both inspiration and planning for Mt. Hood/CRG region visitors' trips to Oregon in 2024-25. For the inspiration phase of their travel planning, online search (46.4%) and personal recommendations (37.4%) were by far the most reported sources that inspired Mt. Hood/CRG region visitors to travel to Oregon. Just about one in four said an online destination travel guide (24.9%), while a similar share said they drew inspiration from a previous trip (24.5%). When it comes to their top resources for planning their 2024-25 trip to Oregon, online search (52.4%) was by far the most-selected resource among Mt. Hood/CRG region visitors. This was followed distantly by personal recommendation (28.8%) and/or online destination travel guide (27.2%).

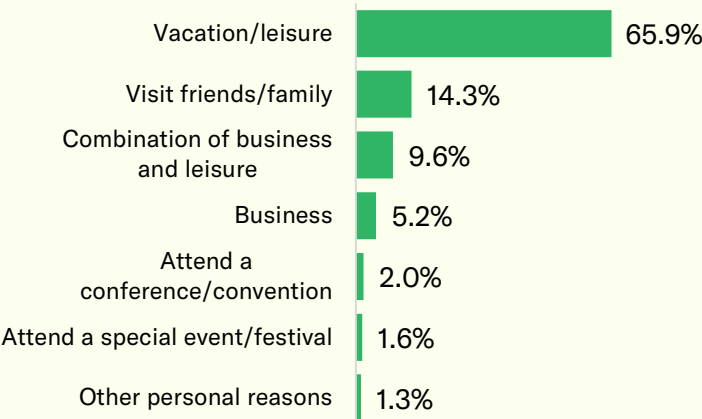
Over half of Mt. Hood/CRG region visitors planned their trip in under 3 months. They planned their Oregon trip an average of 3.5 months in advance of their arrival, with 52.9% reporting planning their trip in 2 months or less. Leveraging their top inspiration and planning sources to share messaging around 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

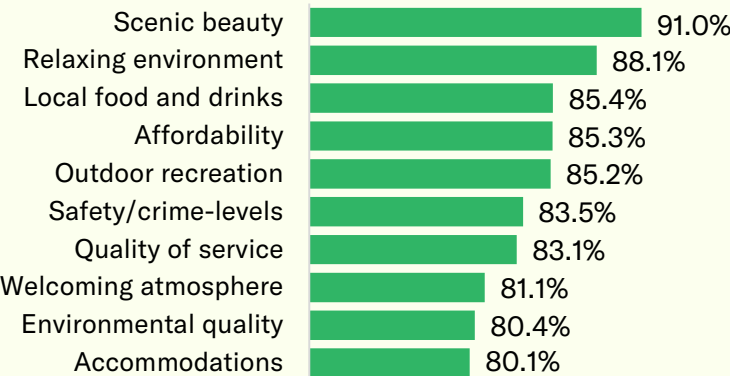
Oregon Visitor Experience – Mt. Hood/CRG Region Visitors

Primary Trip Purpose



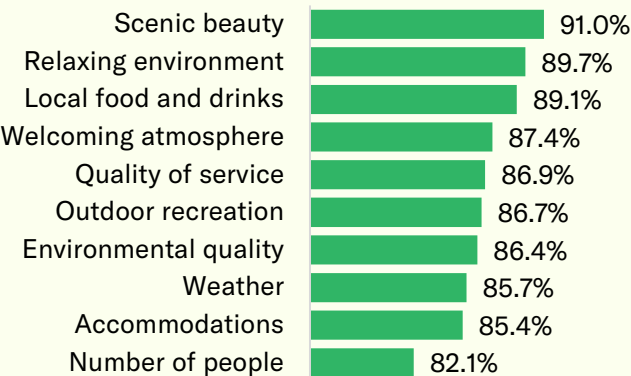
Top 10* Motivators to Visit Oregon

% Important or Very Important to Trip Decision



Satisfaction with Oregon Top 10** Attributes

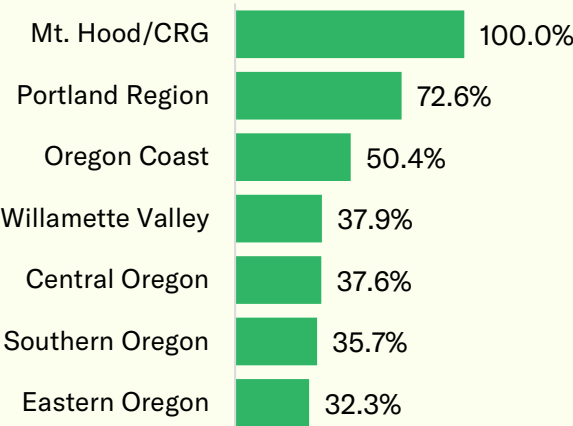
% Satisfied or Very Satisfied



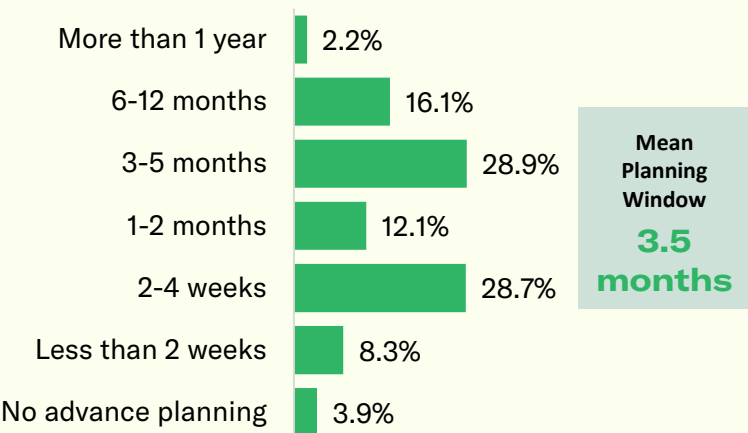
Activities Participated In



Regions Visited

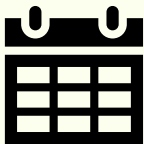


Planning Window



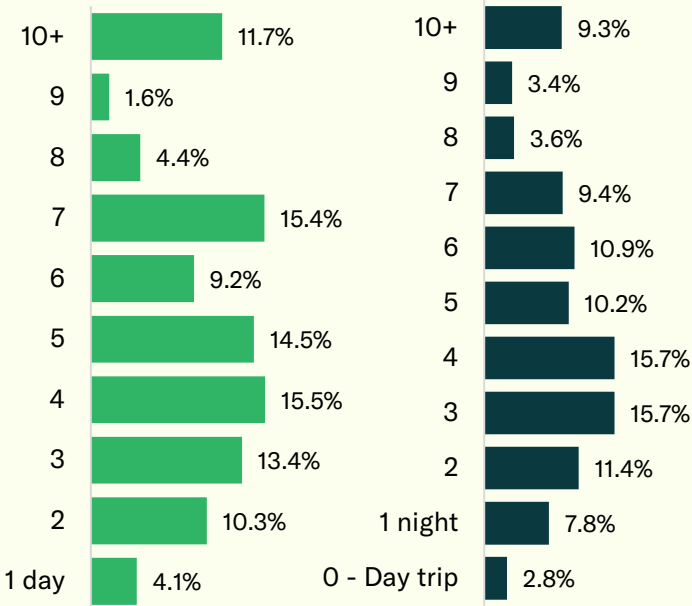
Oregon Visitor Experience – Continued

Average Length of Stay



5.7 days

5.1 nights



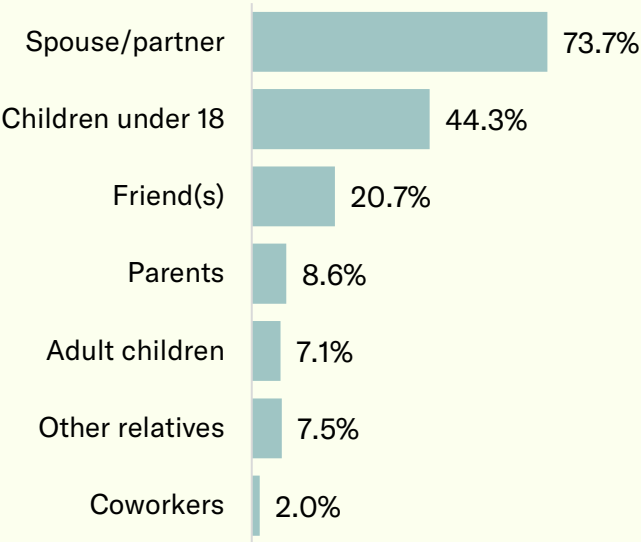
Average Party Size



2.5 adults

0.7 children

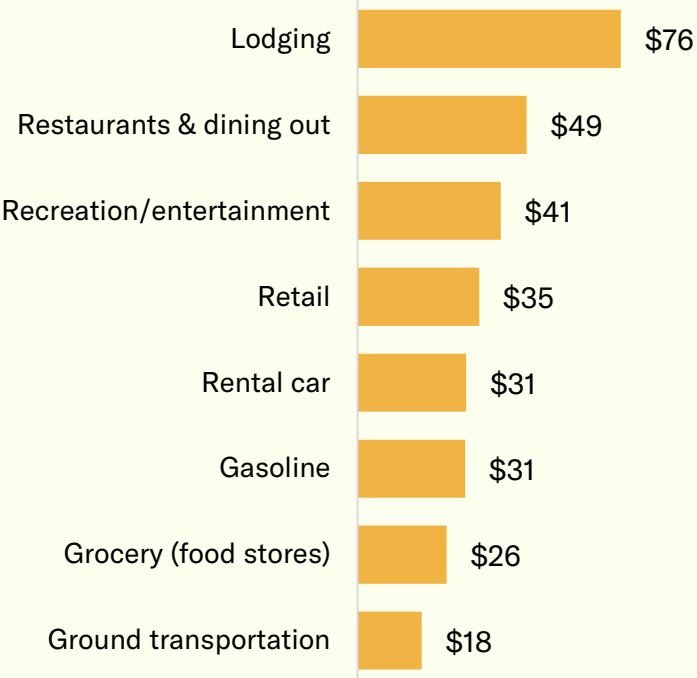
Travel Party Composition



Average Daily Spend Per Person



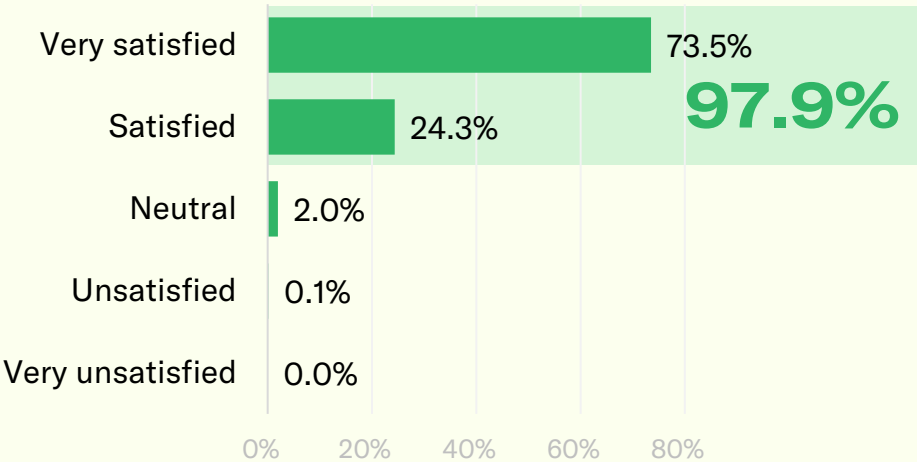
\$307



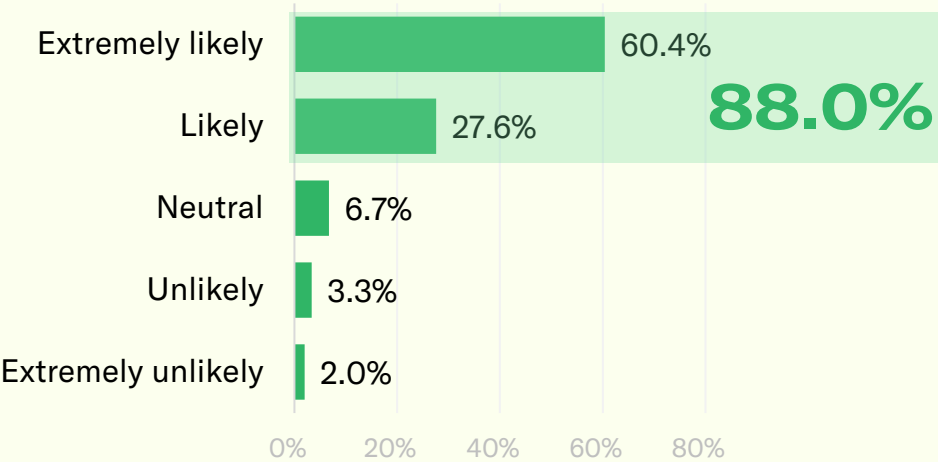
Key Performance Indicators

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

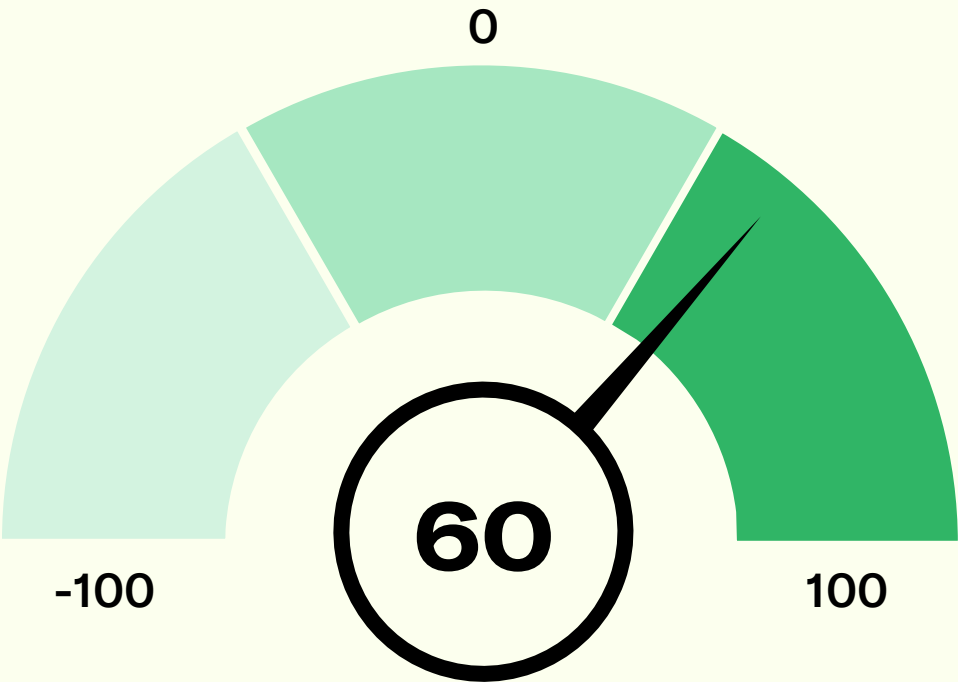
Overall Trip Satisfaction



Likelihood to Return in the Next 12 Months

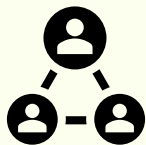


Likelihood to Recommend Oregon

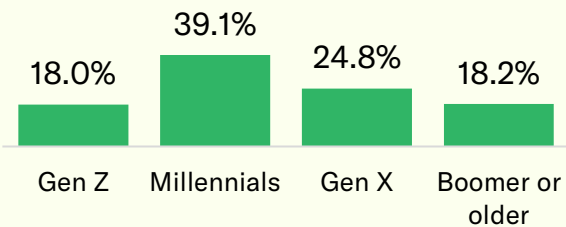


Demographic Snapshot

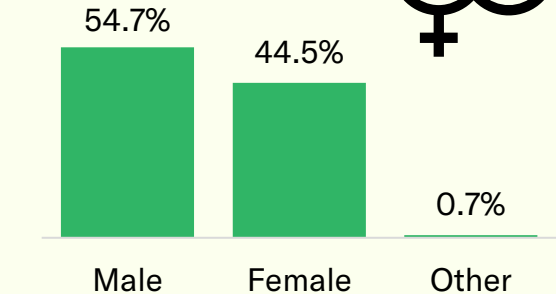
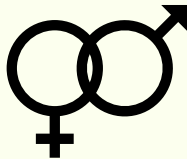
Generations



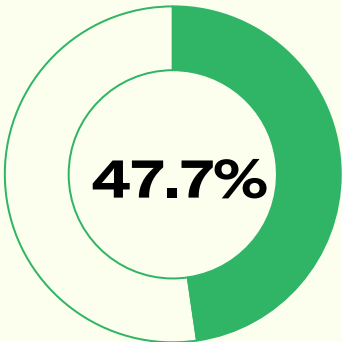
Average Age: 43.7 years



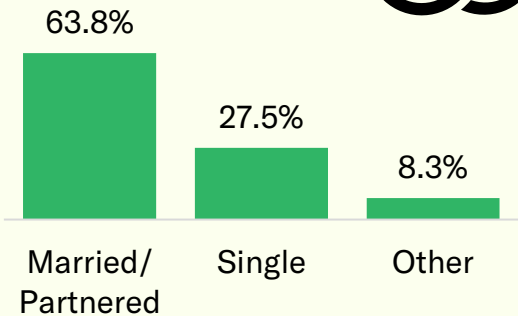
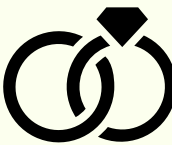
Gender



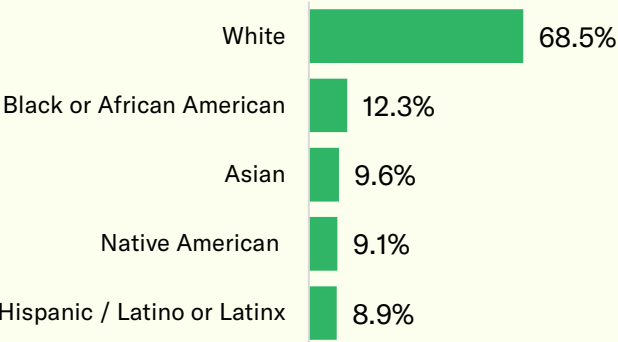
Parents of Children Under 18



Marital Status



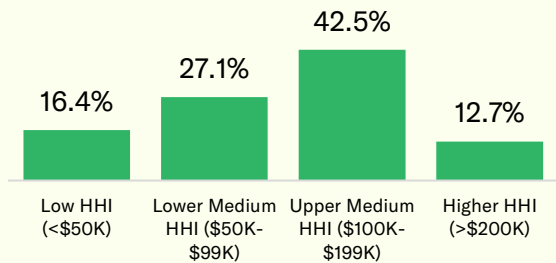
Race/Ethnicity



Household Income (HHI) Brackets



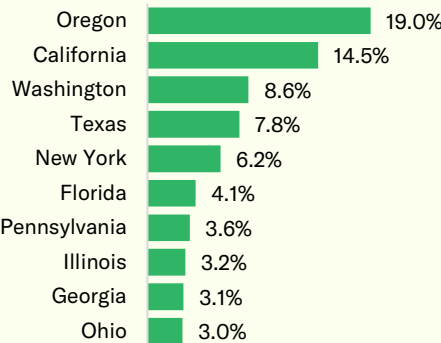
Average HHI: \$117,312



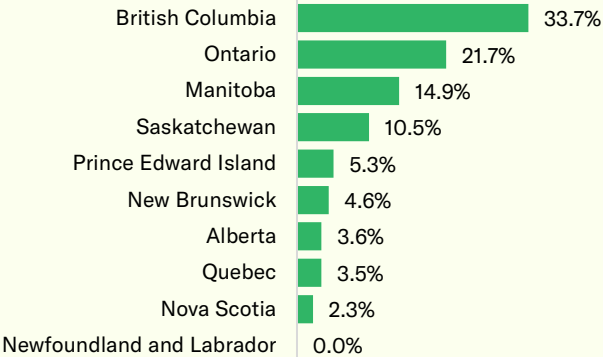
Origin Markets



U.S. Visitors (Top 10 States)



Canadian Visitors

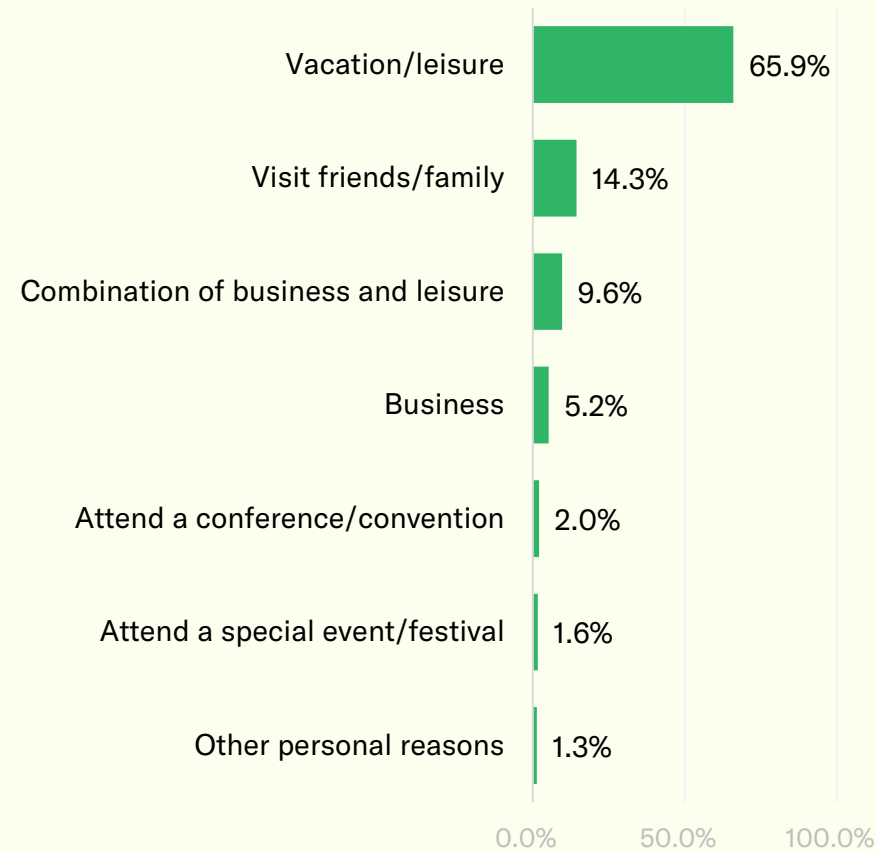


Detailed Findings: Trip Details

Most visitors to the Mt. Hood/CRG region traveled for leisure purposes.

Nearly two-thirds (65.9%) of 2024-2025 visitors to the Mt. Hood/CRG region reported that their primary trip purpose was for vacation/leisure, followed distantly by less than one in seven (14.3%) who came to visit friends or family. Only a nominal share said their visit was a combination of business and leisure (9.6%) or for business (5.2%). Outdoor Recreation Participants who visited the Mt. Hood/CRG region were more likely to have traveled for leisure (68.9%) and less likely to have visited friends and family (13.6%).

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	65.9%	65.1%	68.0%	65.5%	68.9%	66.5%	67.8%
Visit friends/family	14.3%	11.7%	18.3%	14.1%	13.6%	15.4%	12.6%
Combination of business and leisure	9.6%	10.4%	7.0%	10.0%	9.7%	9.4%	12.6%
Business	5.2%	9.8%	0.0%	5.3%	4.0%	4.9%	2.9%
Attend a conference/convention	2.0%	2.0%	0.0%	2.5%	1.5%	1.3%	2.0%
Attend a special event/festival	1.6%	0.0%	2.4%	1.9%	1.6%	1.7%	0.6%
Other personal reasons	1.3%	1.0%	4.4%	0.7%	0.6%	0.9%	1.5%
Base	443	69	79	294	303	339	144

*Small sample size

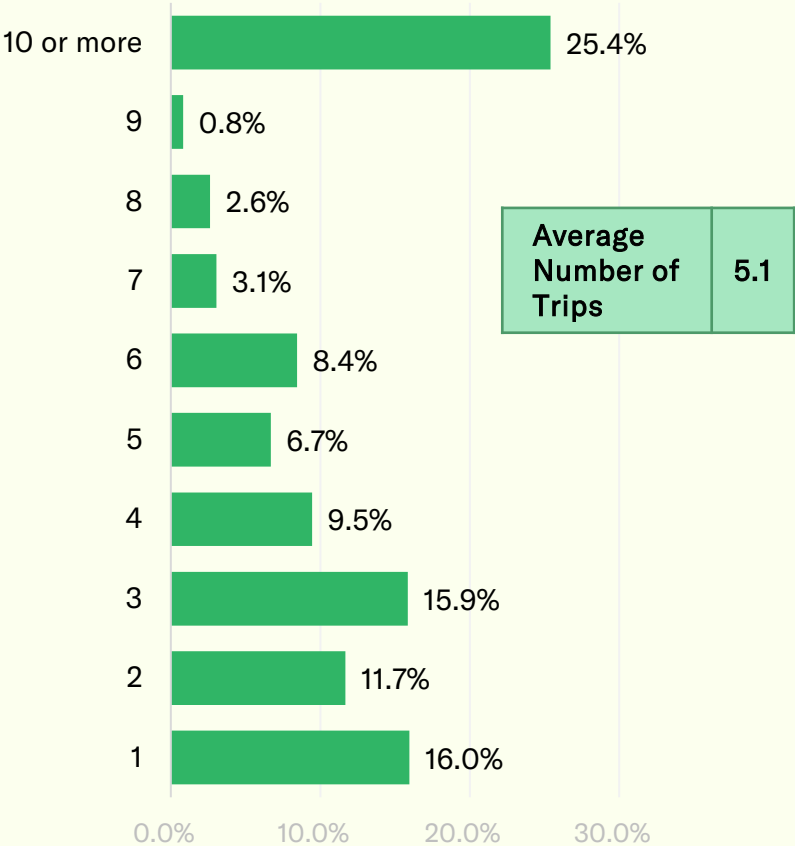
Question: What was the primary purpose of your trip?

Base: Total respondents (443 completed surveys).

Mt. Hood/CRG visitors tend to be heavy repeat travelers to Oregon.

At an average of 5.1 trips taken to the state as an adult, more than four-fifths (84.0%) have visited the destination at least twice. Only one in six (16.0%) 2024-2025 Mt. Hood/CRG region visitors were first-timers to Oregon. In-state visitors to the Mt. Hood/CRG region reported a much higher average of 8.1 past trips within Oregon.

Visits to Oregon



By Segment

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

	Total	Canadian Visitors *	In State *	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	25.4%	13.0%	68.6%	18.4%	24.1%	24.5%	19.0%
9	0.8%	0.0%	0.0%	1.2%	0.8%	0.7%	1.6%
8	2.6%	0.0%	2.4%	3.3%	1.9%	3.4%	5.1%
7	3.1%	3.1%	1.2%	3.5%	2.7%	3.1%	5.0%
6	8.4%	10.9%	4.8%	8.4%	10.1%	9.2%	11.8%
5	6.7%	8.9%	3.1%	7.0%	6.7%	7.0%	7.1%
4	9.5%	7.4%	7.2%	10.6%	10.1%	7.5%	10.3%
3	15.9%	13.8%	6.6%	18.6%	16.0%	16.1%	11.2%
2	11.7%	17.5%	0.9%	12.8%	11.5%	12.1%	11.0%
1	16.0%	25.4%	5.3%	16.2%	16.0%	16.5%	18.0%
Mean	5.1	3.9	8.1	4.7	5.0	5.1	5.0
Base	443	69	79	294	303	339	144

**Small sample size*

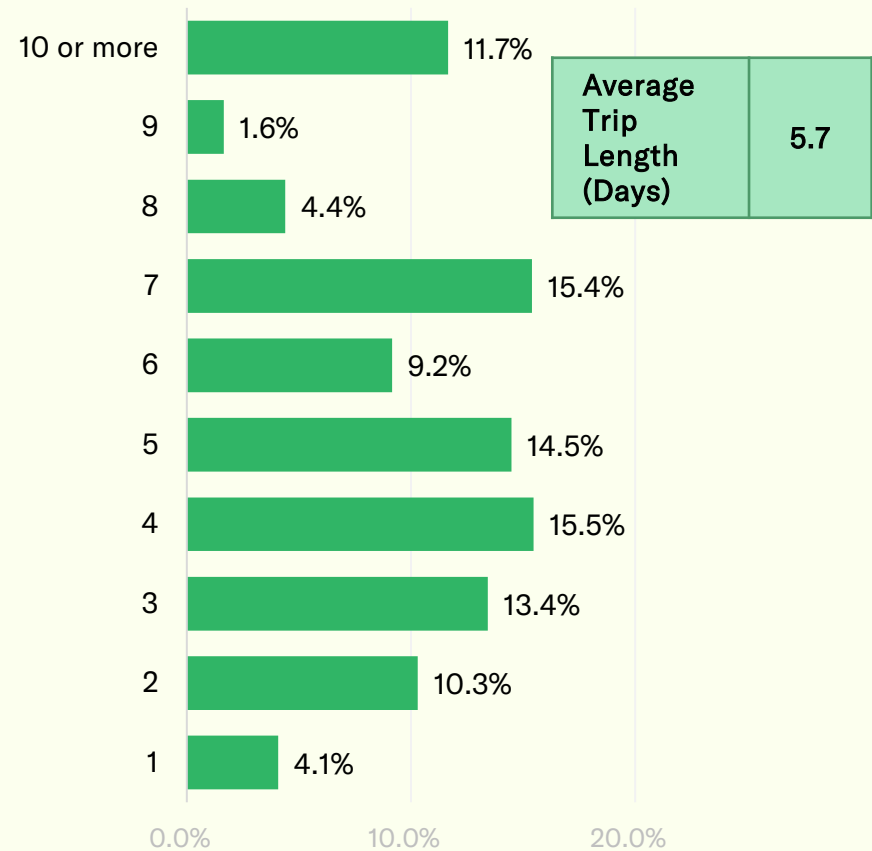
Question: In total, how many trips have you taken to or within Oregon in your lifetime? If your most recent trip was also your first trip to/within Oregon, please select 1.

Base: Total respondents (443 completed surveys).

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

For 2024-2025 Mt. Hood/CRG region visitors, the average length of stay was just over five days (5.7 days). Arts & Culture Participants averaged the longest stays among the report segments at an average of 6.4 days, while both Outdoor Recreation and Food & Drink Participants averaged 6.1 days.

Length of Stay – Days



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	11.7%	13.5%	12.2%	11.1%	13.2%	13.5%	13.9%
9	1.6%	1.1%	1.3%	1.9%	2.1%	1.3%	2.0%
8	4.4%	3.0%	4.4%	4.7%	4.1%	4.7%	7.5%
7	15.4%	12.1%	4.7%	18.4%	18.7%	16.2%	15.3%
6	9.2%	6.5%	3.6%	11.2%	8.2%	10.2%	11.2%
5	14.5%	19.5%	7.1%	15.0%	15.3%	14.6%	17.4%
4	15.5%	16.6%	22.0%	13.7%	14.8%	15.9%	16.3%
3	13.4%	20.0%	19.2%	10.5%	12.8%	11.9%	7.9%
2	10.3%	7.7%	17.7%	9.2%	9.2%	9.6%	5.4%
1 day	4.1%	0.0%	7.7%	4.2%	1.6%	2.0%	3.0%
Average Trip Length (Days)	5.7	5.5	5.6	5.8	6.1	6.1	6.4
Base	443	69	79	294	303	339	144

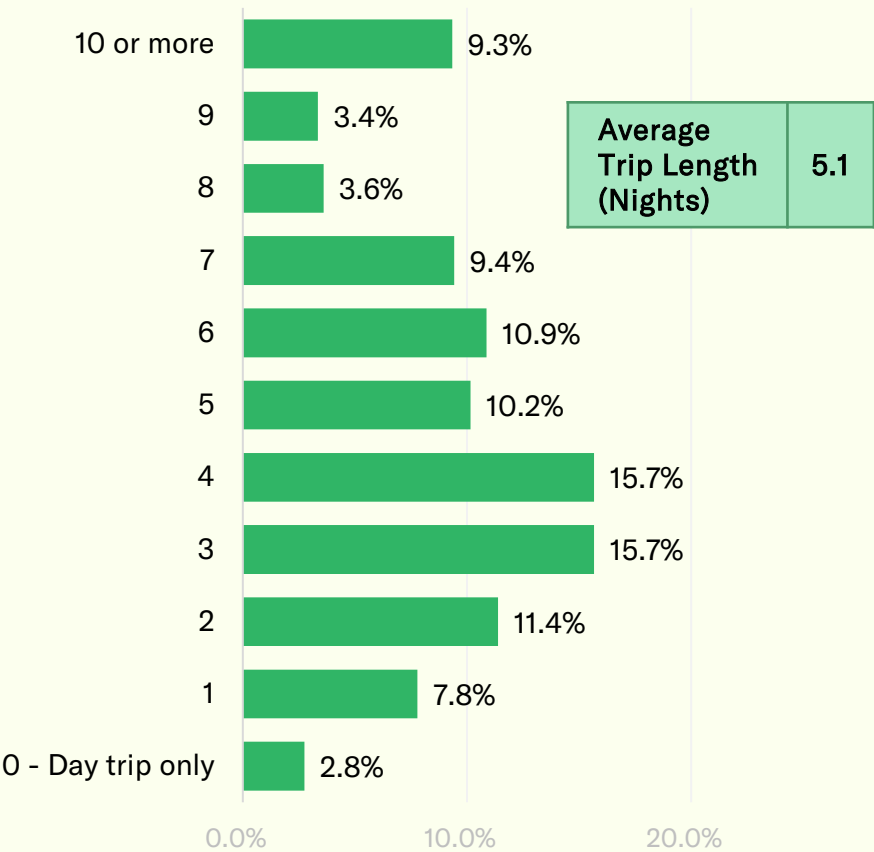
**Small sample size*

Question: How many days and nights did you spend in Oregon during this trip?
Base: Total respondents (443 completed surveys).

They spent an average of 5.1 nights in Oregon.

For 2024-25 Mt. Hood/CRG region visitors, the average length of stay in terms of number of nights was over five nights (5.1 nights). Arts & Culture Participants who visited the Mt. Hood/CRG region averaged the longest stays among the report segments at an average of 5.8 nights, just outpacing Outdoor Recreation Participants and Food & Drink Participants (5.4 nights).

Length of Stay – Nights



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	9.3%	11.8%	11.1%	8.3%	10.6%	11.0%	13.0%
9	3.4%	3.1%	2.5%	3.6%	3.4%	4.0%	2.6%
8	3.6%	0.0%	3.7%	4.5%	4.5%	2.9%	4.8%
7	9.4%	11.0%	4.2%	10.3%	8.9%	9.9%	11.6%
6	10.9%	7.0%	1.2%	13.8%	12.7%	11.4%	9.2%
5	10.2%	5.8%	4.7%	12.6%	10.4%	11.1%	13.6%
4	15.7%	22.6%	10.9%	15.1%	15.9%	15.6%	17.7%
3	15.7%	18.4%	23.3%	13.3%	15.2%	15.9%	15.5%
2	11.4%	14.1%	19.0%	9.0%	11.8%	10.4%	6.3%
1 day	7.8%	6.3%	13.6%	6.8%	4.8%	5.9%	3.7%
0 – Day trip only	2.8%	0.0%	5.9%	2.7%	1.7%	1.9%	2.2%
Average Trip Length (Nights)	5.1	4.9	4.7	5.2	5.4	5.4	5.8
Base	443	69	79	294	303	339	144

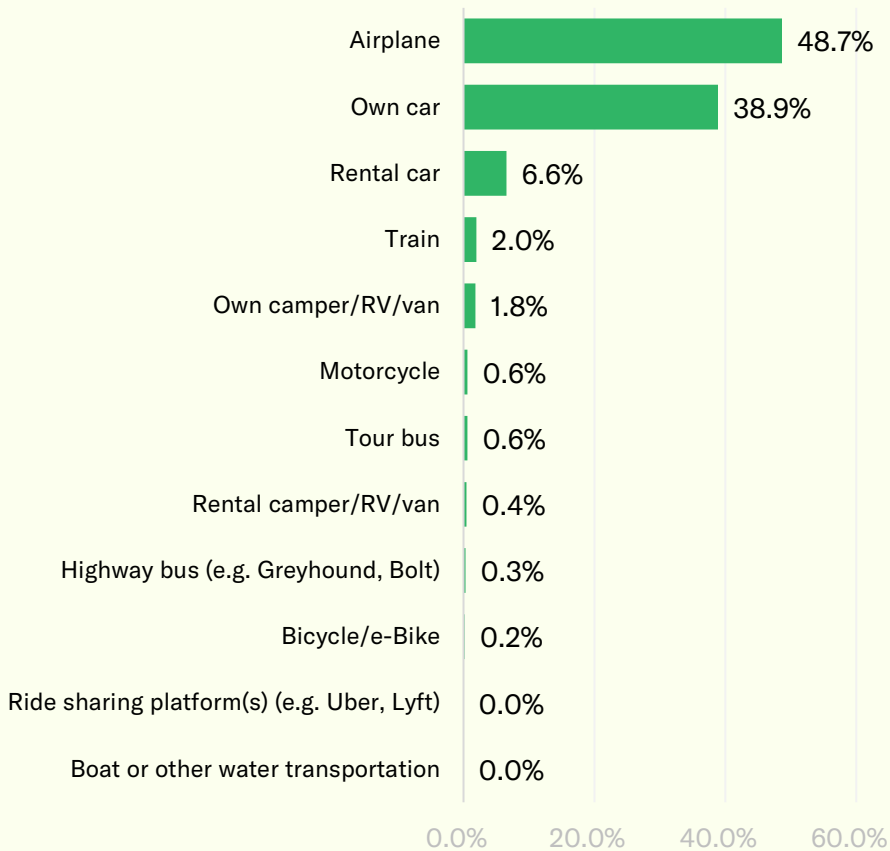
*Small sample size

Question: How many days and nights did you spend in Oregon during this trip?
Base: Total respondents (443 completed surveys)

Arrivals by plane outstripped those by personal vehicle.

Nearly half (48.7%) of 2024-25 Mt. Hood/CRG region visitors arrived by plane, followed by 38.9% who said they arrived by their own car. Arts & Culture Participants (60.2%) and visitors coming from out-of-state (56.3%) were more likely to have arrived by plane, while in-state visitors were much more likely to have traveled using their own car (88.9%).

Arrival Mode of Transportation



By Segment

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

	Total	Canadian Visitors *	In State *	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Airplane	48.7%	59.3%	4.3%	56.3%	52.2%	50.8%	60.2%
Own car	38.9%	26.9%	88.9%	30.2%	37.6%	39.0%	30.1%
Rental car	6.6%	2.6%	2.5%	8.5%	6.2%	6.4%	4.1%
Train	2.0%	2.4%	0.0%	2.3%	0.4%	0.9%	2.3%
Own camper/RV/van	1.8%	6.4%	2.2%	0.6%	1.9%	1.1%	0.6%
Motorcycle	0.6%	1.4%	1.1%	0.3%	0.6%	0.3%	0.6%
Tour bus	0.6%	1.0%	0.0%	0.6%	0.6%	0.7%	1.2%
Rental camper/RV/van	0.4%	0.0%	0.0%	0.6%	0.4%	0.3%	0.0%
Highway bus (e.g. Greyhound, Bolt)	0.3%	0.0%	1.1%	0.2%	0.2%	0.4%	0.9%
Bicycle/e-Bike	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Ride sharing platform(s) (e.g. Uber, Lyft)	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	443	69	79	294	303	339	144

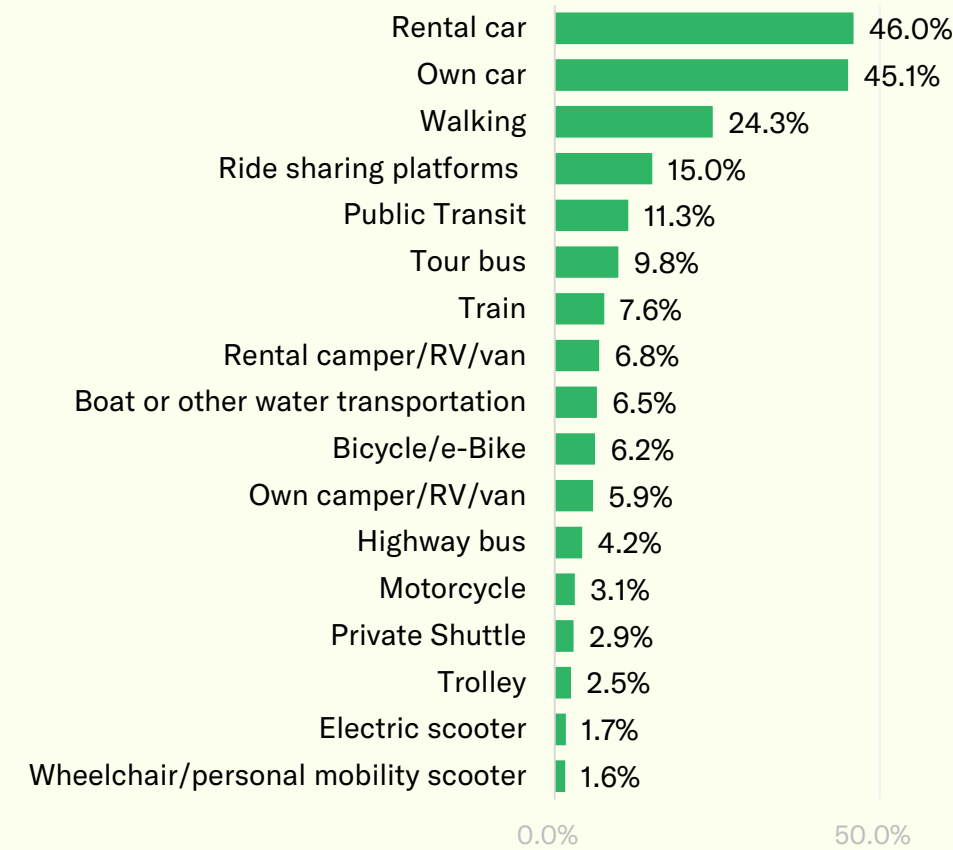
**Small sample size*

Question: By what mode of transportation did you arrive in and depart from Oregon?
Base: Total respondents (443 completed surveys)

Rental and personal vehicles were the top in-market transportation method reported among Mt. Hood/CRG region visitors.

Usage of rental cars (46.0%) minimally surpassed personal vehicles (45.1%) as the top in-destination transportation for Mt. Hood/CRG region visitors in 2024-25. However, among the segments, personal cars were the more dominant mode of transportation within Oregon among in-state visitors (87.5%).

In-Destination Mode of Transportation



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Rental car	46.0%	50.1%	6.1%	54.2%	49.8%	48.1%	52.9%
Own car	45.1%	33.3%	87.5%	38.2%	43.7%	44.8%	41.5%
Walking	24.3%	20.4%	28.6%	24.4%	29.3%	28.9%	37.6%
Ride sharing platforms	15.0%	6.7%	1.7%	19.9%	18.5%	16.0%	22.6%
Public Transit	11.3%	15.4%	9.0%	10.6%	12.0%	12.6%	19.5%
Tour bus	9.8%	9.4%	0.9%	12.0%	10.0%	10.3%	18.3%
Train	7.6%	14.1%	0.9%	7.6%	7.9%	6.8%	11.5%
Rental camper/RV/van	6.8%	10.4%	1.3%	7.2%	6.0%	6.3%	10.6%
Boat or other water transportation	6.5%	5.8%	1.9%	7.8%	7.5%	6.2%	12.4%
Bicycle/e-Bike	6.2%	12.4%	1.1%	5.9%	5.7%	5.9%	11.3%
Own camper/RV/van	5.9%	10.4%	0.0%	6.2%	5.0%	3.6%	7.8%
Highway bus (e.g. Greyhound, Bolt)	4.2%	6.0%	0.0%	4.8%	4.1%	3.3%	7.8%
Motorcycle	3.1%	5.6%	1.1%	3.0%	3.1%	2.3%	5.6%
Private Shuttle	2.9%	1.5%	0.0%	3.6%	3.4%	2.8%	8.2%
Trolley	2.5%	2.9%	1.6%	2.6%	2.9%	2.7%	4.6%
Electric scooter	1.7%	2.9%	1.1%	1.6%	2.0%	1.7%	2.4%
Wheelchair/personal mobility scooter/vehicle	1.6%	2.9%	0.0%	1.7%	2.3%	1.4%	4.1%
Base	443	69	79	294	303	339	144

*Small sample size

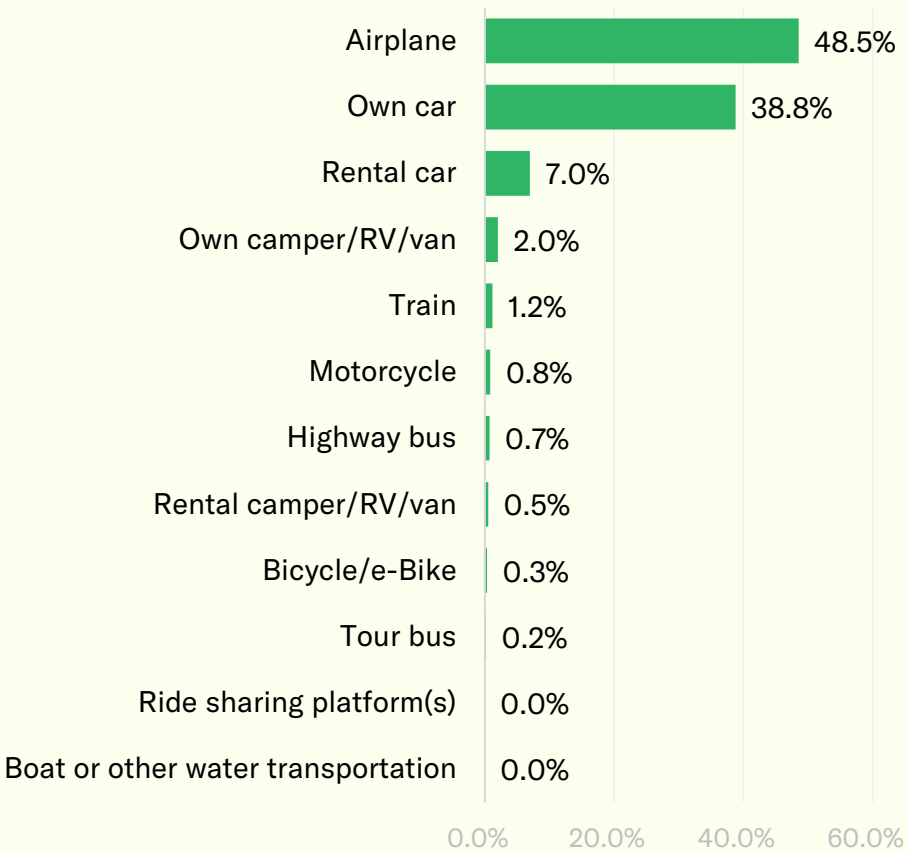
Question: Which modes of transportation did you use in the destination(s) you visited?

Base: Total respondents (443 completed surveys)

Nearly half of Mt. Hood/CRG region visitors departed by plane.

A similar share to those who arrived by plane (48.7%) said they also departed Oregon by airplane (48.5%). Just under two in five Mt. Hood/CRG region visitors departed by personal vehicle (38.8%). Out-of-state visitors (57.4%) 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	48.5%	54.1%	4.3%	57.4%	51.5%	51.2%	58.0%
Own car	38.8%	24.0%	88.9%	30.7%	37.4%	38.4%	30.3%
Rental car	7.0%	6.8%	2.5%	8.1%	7.0%	6.2%	4.9%
Own camper/RV/van	2.0%	5.9%	2.2%	1.0%	2.1%	1.0%	1.9%
Train	1.2%	5.0%	0.0%	0.5%	0.5%	1.0%	2.1%
Motorcycle	0.8%	1.6%	1.1%	0.6%	0.6%	0.8%	1.2%
Highway bus	0.7%	1.5%	1.1%	0.4%	0.6%	0.9%	1.7%
Rental camper/RV/van	0.5%	0.0%	0.0%	0.8%	0.4%	0.3%	0.0%
Bicycle/e-Bike	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Tour bus	0.2%	1.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Ride sharing platform(s)	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	443	69	79	294	303	339	144

**Small sample size*

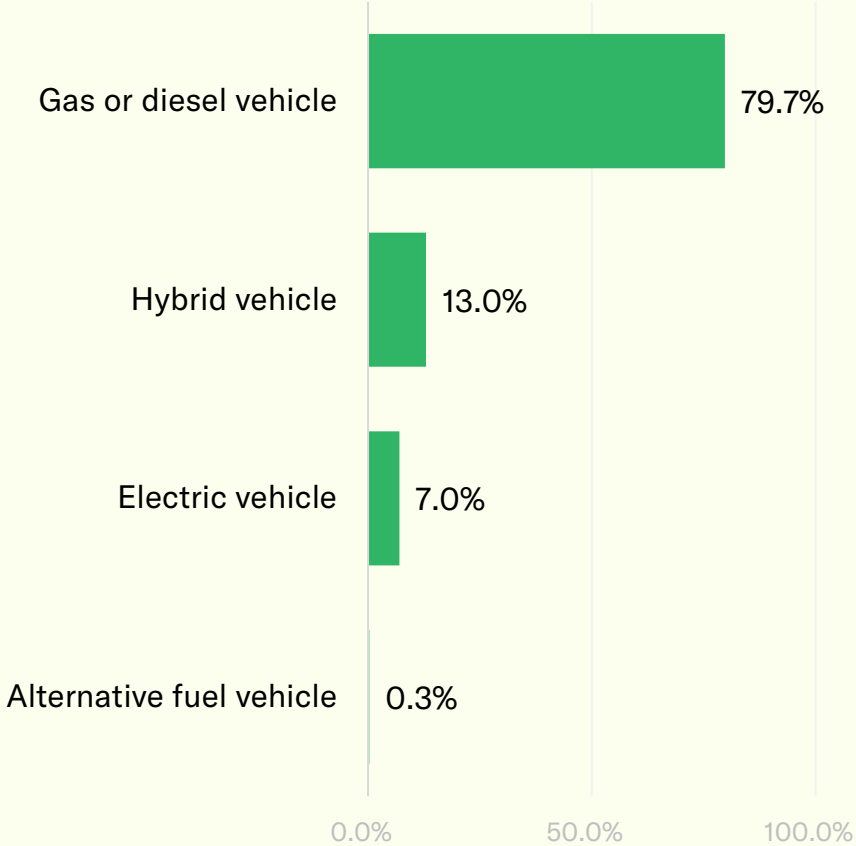
Question: By what mode of transportation did you arrive in and depart from Oregon?

Base: Total respondents (443 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 Mt. Hood/CRG region visitors who used either a rental or their own car for transportation said they used a gas or diesel vehicle. Just over one in ten (13.0%) used a hybrid and a smaller share used an electric vehicle (7.0%). In-state visitors (2.3%) were less likely to have used an electric vehicle.

Vehicle Type on Arrival/Departure



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Gas or diesel vehicle	79.7%	79.6%	84.0%	77.5%	81.1%	80.1%	69.1%
Hybrid vehicle	13.0%	16.0%	13.7%	12.1%	11.9%	13.7%	18.9%
Electric vehicle	7.0%	4.4%	2.3%	10.0%	6.6%	5.8%	10.9%
Alternative fuel vehicle	0.3%	0.0%	0.0%	0.5%	0.4%	0.4%	1.1%
Base	220	20	72	128	148	167	54

**Small sample size*

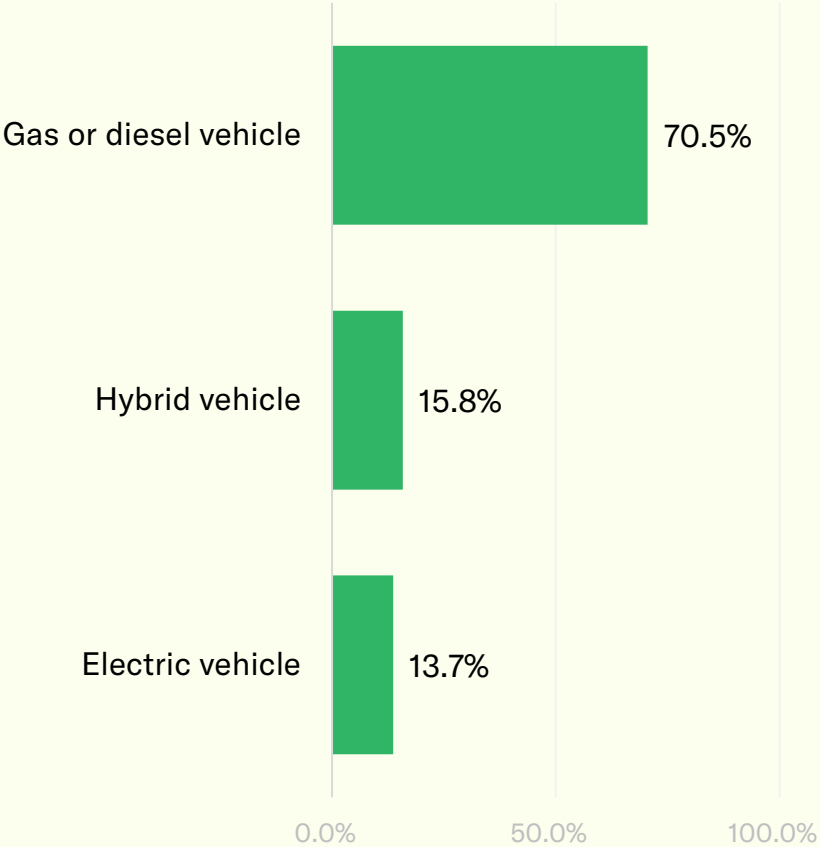
Question: What type of vehicle did you use?

Base: Respondents who arrived or departed using a rental or own personal car (220 completed surveys).

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

As with arrival and departure, 2024-25 Mt. Hood/CRG region visitors who used a rental or own personal car to travel within the state were most likely to say they used a gas or diesel vehicle (70.5%). One in seven (15.8%) used a hybrid, while more than one in ten (13.7%) reported using an electric vehicle.

Vehicle Type In-Market



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Gas or diesel vehicle	70.5%	60.6%	74.3%	73.8%	72.3%	72.5%	66.4%
Hybrid vehicle	15.8%	24.9%	0.0%	13.7%	15.1%	14.4%	17.6%
Electric vehicle	13.7%	14.5%	25.7%	12.5%	12.6%	13.1%	15.9%
Base	172	36	4	131	129	138	71

*Small sample size

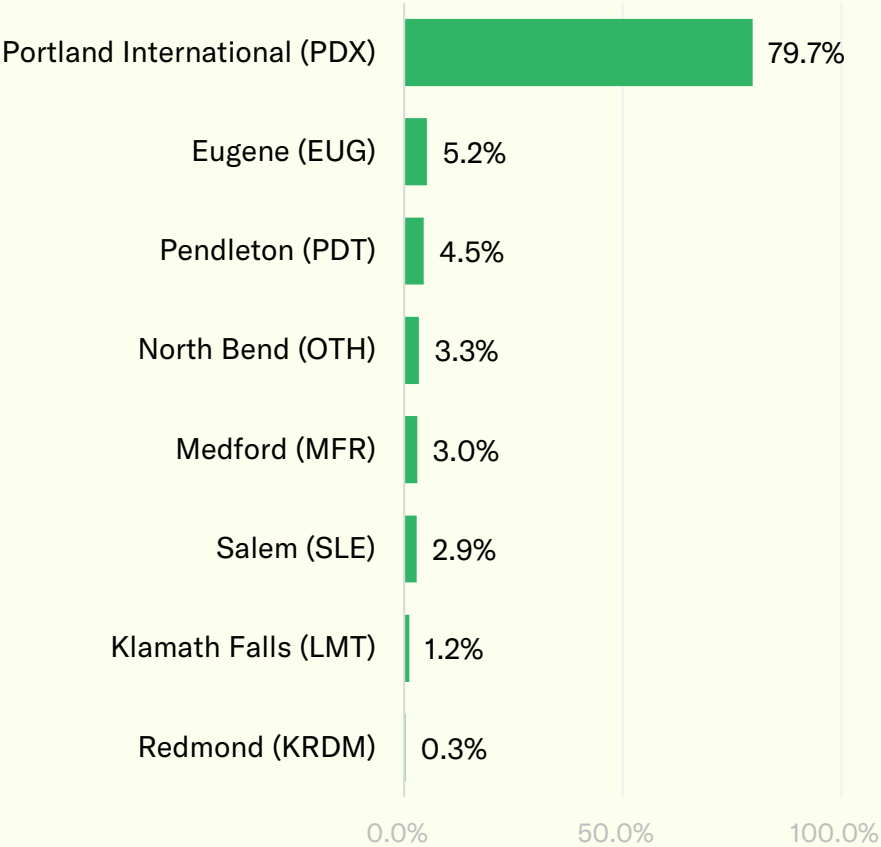
Question: What type of vehicle did you use?

Base: Respondents who used a rental or own personal car while in-market (172 completed surveys).

PDX was by far the most-used airport for Mt. Hood/CRG region visitors.

Eight in ten (79.7%) of 2024-2025 visitors to the Mt. Hood/CRG region who reported arriving and/or departing by airplane from the state said they used Portland International Airport. Among the segments, Outdoor Recreation Participants (85.5%) who arrived or departed by air were the most likely to say that they used PDX.

Airports Used



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Portland International (PDX)	79.7%	72.3%	100.0%	81.6%	85.5%	83.7%	80.5%
Eugene (EUG)	5.2%	8.5%	0.0%	4.5%	1.8%	2.7%	5.2%
Medford (MFR)	4.5%	8.7%	0.0%	3.5%	3.5%	3.3%	3.3%
Salem (SLE)	3.3%	4.1%	0.0%	3.2%	3.0%	3.3%	4.9%
North Bend (OTH)	3.0%	0.0%	0.0%	3.2%	2.3%	2.9%	3.8%
Pendleton (PDT)	2.9%	3.8%	0.0%	2.7%	2.0%	2.3%	1.6%
Redmond (KRDM)	1.2%	1.2%	0.0%	1.2%	1.6%	1.4%	0.0%
Klamath Falls (LMT)	0.3%	1.4%	0.0%	0.0%	0.4%	0.3%	0.6%
Base	216	43	3	169	155	171	90

*Small sample size

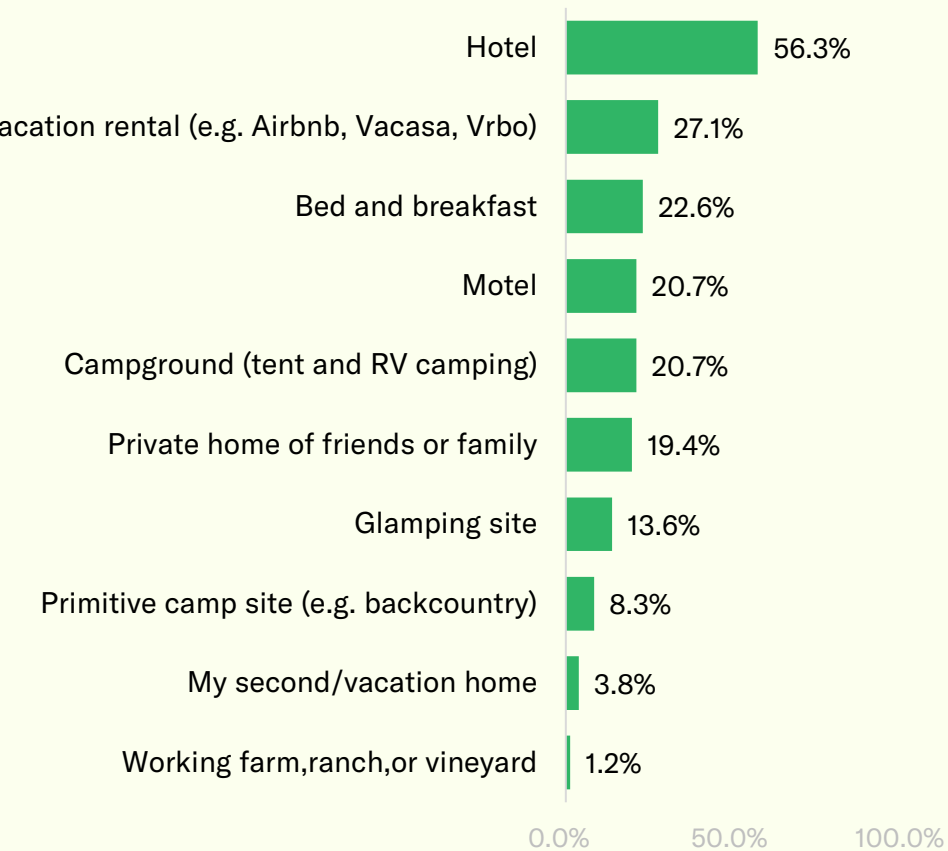
Question: Which airport did you arrive to/depart from?

Base: Respondents who arrived and/or departed via airplane (216 completed surveys).

Over half of Mt. Hood/CRG region visitors stayed in a hotel.

At 56.3%, a majority of 2024-25 Mt. Hood/CRG region visitors who stayed overnight on their most recent trip reported using a hotel, followed distantly by more than one in four (27.1%) who stayed in a vacation rental and nearly one in four (22.6%) who stayed in a bed and breakfast. Arts & Culture Participants (37.0%) were more likely to have stayed in a vacation rental compared to other travelers to the Mt. Hood/CRG region.

Accommodations Used



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Hotel	56.3%	45.0%	38.0%	63.2%	58.3%	59.9%	56.4%
Vacation rental (e.g. Airbnb, Vacasa, Vrbo)	27.1%	28.8%	18.7%	28.3%	31.3%	28.1%	37.0%
Bed and breakfast	22.6%	25.4%	8.6%	25.2%	24.0%	20.2%	29.1%
Motel	20.7%	22.5%	22.1%	20.1%	19.7%	21.4%	23.9%
Campground (tent and RV camping)	20.7%	27.9%	25.4%	17.9%	21.4%	18.0%	25.4%
Private home of friends or family	19.4%	14.0%	28.3%	18.8%	19.2%	20.3%	20.1%
Glamping site	13.6%	20.8%	6.7%	13.4%	12.3%	10.9%	17.5%
Primitive camp site (e.g. backcountry)	8.3%	11.8%	3.6%	8.5%	8.0%	5.5%	13.0%
My second/vacation home	3.8%	4.0%	3.6%	3.8%	5.0%	4.0%	4.7%
Working farm,ranch,or vineyard	1.2%	1.7%	0.0%	1.4%	1.8%	1.1%	2.8%
Base	429	69	73	286	297	331	141

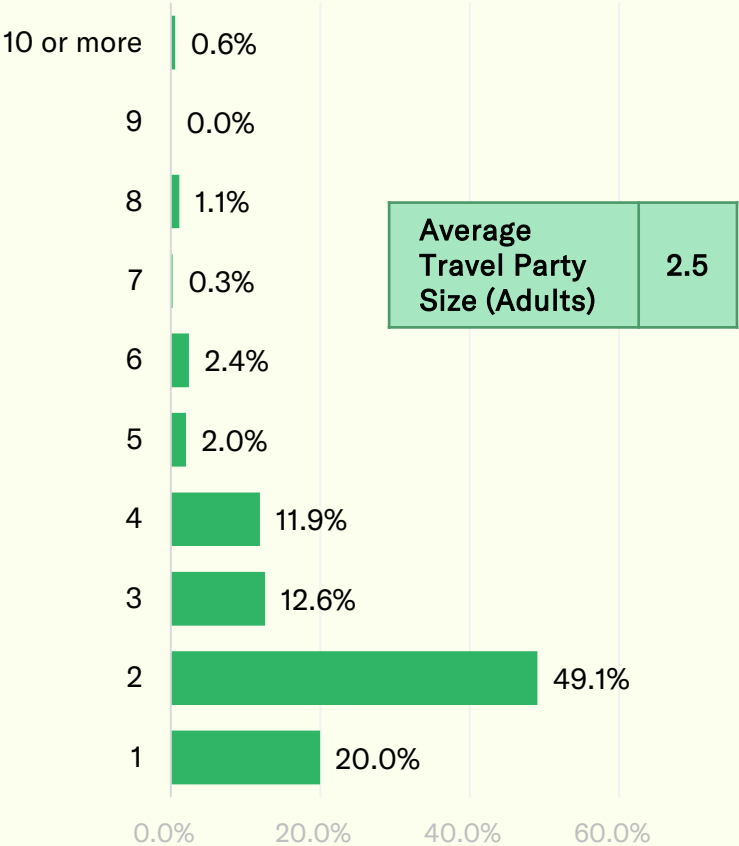
**Small sample size*

Question: In which type of lodging/accommodations did you stay in during this trip?
Base: Overnight visitors (429 completed surveys).

Most Mt. Hood/CRG region visitors traveled with one other adult.

Nearly half of 2024-25 Mt. Hood/CRG region visitors to Oregon traveled with one other adult (49.1%). The average number of adults per travel party was 2.5 adults overall.

Travel Party Size – Adults



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
10 or more	0.6%	1.7%	0.0%	0.4%	0.6%	0.5%	0.8%
9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
8	1.1%	0.0%	1.2%	1.4%	1.4%	1.2%	1.2%
7	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
6	2.4%	3.1%	1.1%	2.6%	2.4%	2.4%	2.0%
5	2.0%	0.0%	3.7%	2.1%	1.4%	2.3%	1.6%
4	11.9%	23.0%	6.3%	10.5%	11.7%	12.0%	14.6%
3	12.6%	7.8%	18.7%	12.4%	13.8%	13.1%	16.0%
2	49.1%	49.2%	55.1%	47.4%	51.3%	51.0%	44.7%
1 people	20.0%	15.1%	13.8%	22.7%	17.4%	17.4%	19.1%
Average Travel Party Size (Adults)	2.5	2.8	2.4	2.5	2.5	2.5	2.6
Base	443	69	79	294	303	339	144

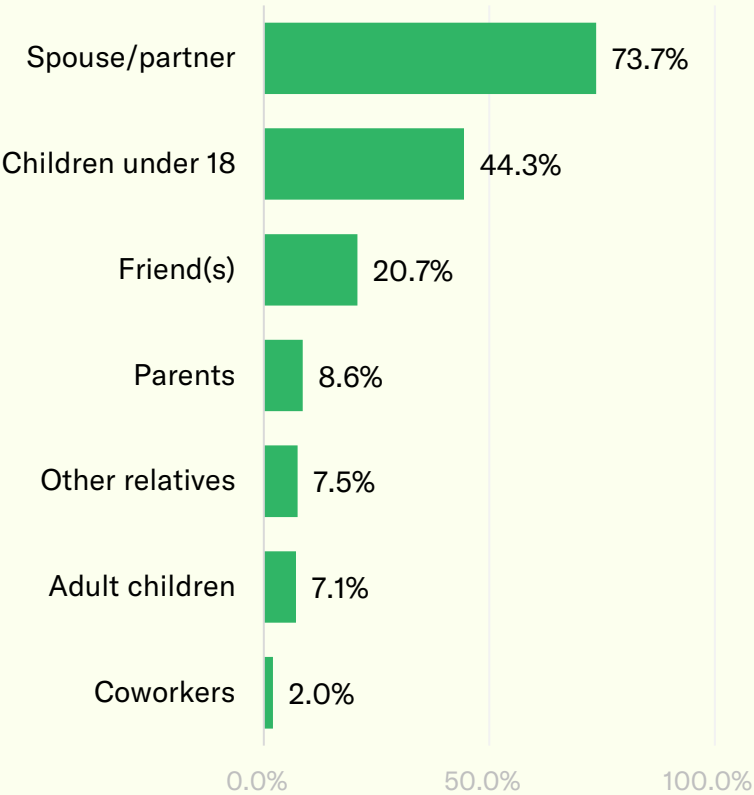
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (443 completed surveys)

More than seven in ten Mt. Hood/CRG region visitors traveled with their spouse or partner.

At 73.7%, nearly three in four 2024-25 Mt. Hood/CRG region visitors reported traveling to Oregon with their significant other, while more than four in ten (44.3%) reported traveling with children under 18. In total, 16.1% of visitors were solo travelers. Among the segments, Outdoor Recreation Participants (50.0%) were more likely than other segments to have traveled with friends.

Travel Party Composition



By Segment

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

	Total	Canadian Visitors *	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Spouse/partner	73.7%	80.9%	62.3%	74.7%	74.4%	75.6%	75.7%
Children under 18	44.3%	41.4%	25.5%	49.8%	50.0%	46.0%	46.0%
Friend(s)	20.7%	24.2%	28.2%	18.0%	20.0%	20.5%	19.8%
Parents	8.6%	6.4%	10.0%	8.9%	9.0%	9.4%	14.6%
Other relatives	7.5%	0.0%	12.2%	8.3%	8.3%	8.1%	9.2%
Adult children	7.1%	5.3%	7.1%	7.7%	8.3%	7.4%	7.8%
Coworkers	2.0%	2.0%	0.0%	2.5%	2.3%	1.6%	2.5%
Base	365	58	71	235	260	290	119

**Small sample size*

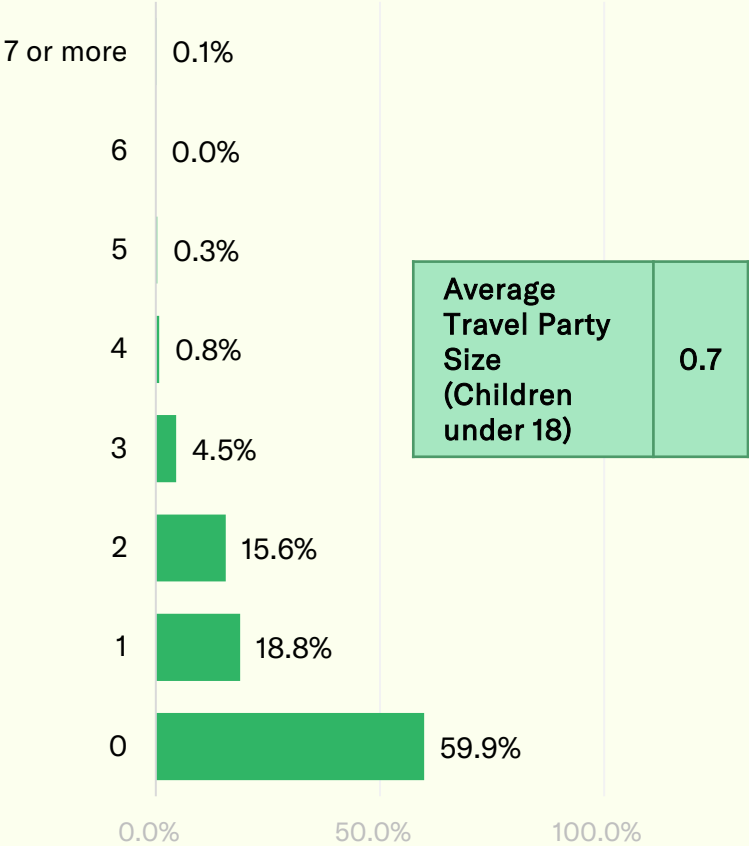
Question: Who were you traveling with?

Base: Respondents who traveled in a party of 2 or more people (365 completed surveys)

Four in ten Hood/CRG region visitors traveled with children to Oregon.

Six in ten (59.9%) of visitors to the Mt. Hood/CRG region did not travel with any children on their trip to Oregon. In-state visitors (74.2%) were the most likely segment to have traveled with no children.

Travel Party Size – Children under 18



By Segment

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

	Total	Canadian Visitors	In State	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
7 or more	0.1%	0.0%	0.0%	0.2%	0.2%	0.2%	0.4%
6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	0.3%	0.0%	0.0%	0.5%	0.2%	0.2%	0.0%
4	0.8%	0.0%	0.0%	1.1%	1.1%	1.0%	0.4%
3	4.5%	3.8%	3.6%	5.0%	4.7%	5.5%	4.8%
2	15.6%	20.4%	6.8%	16.2%	18.6%	17.2%	15.9%
1	18.8%	19.4%	15.4%	19.5%	20.6%	19.3%	19.7%
0	59.9%	56.4%	74.2%	57.5%	54.6%	56.6%	58.8%
Average Travel Party Size (Children under 18)	0.7	0.7	0.4	0.8	0.8	0.8	0.7
Base	443	69	79	294	303	339	144

**Small sample size*

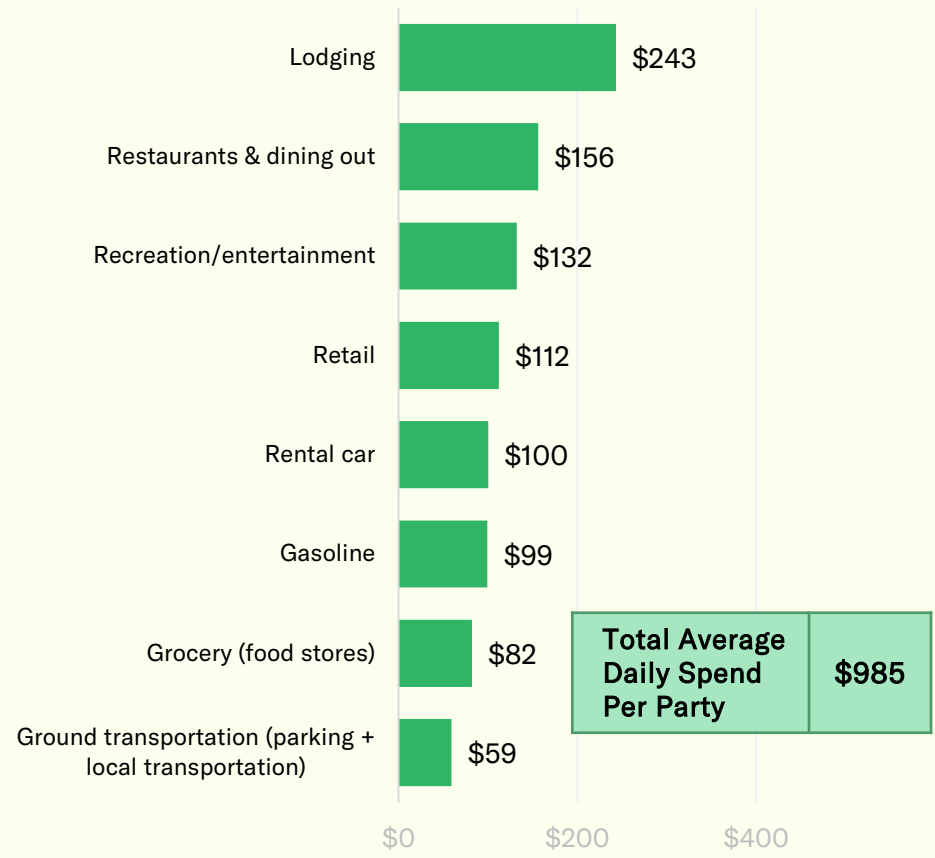
Question: How many people (including yourself) were in your immediate travel party?

Base: Total respondents (443 completed surveys)

Lodging and dining represent the largest spending categories.

Mt. Hood/CRG region visitors in 2024-25 reported a total average daily trip spend of \$985. Lodging represents the largest share at \$243, followed by restaurants and dining out at \$156. For the segments, Outdoor Recreation Participants spent the highest average of \$1,049 per party per day, while in-state visitors had by far the lowest total daily spend at \$535.

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	\$243	\$242	\$162	\$259	\$258	\$257	\$238
Restaurants & dining out	\$156	\$155	\$112	\$165	\$163	\$167	\$165
Recreation/entertainment	\$132	\$124	\$71	\$143	\$142	\$142	\$133
Retail	\$112	\$114	\$37	\$121	\$121	\$113	\$119
Rental car	\$100	\$130	\$13	\$113	\$116	\$100	\$109
Gasoline	\$99	\$99	\$71	\$105	\$101	\$100	\$78
Grocery (food stores)	\$82	\$92	\$60	\$83	\$85	\$85	\$93
Ground transportation (parking + local transportation)	\$59	\$51	\$10	\$72	\$63	\$62	\$63
Total Average Daily Spend Per Party	\$985	\$1,008	\$535	\$1,062	\$1,049	\$1,026	\$998
Base	443	69	79	294	303	339	144

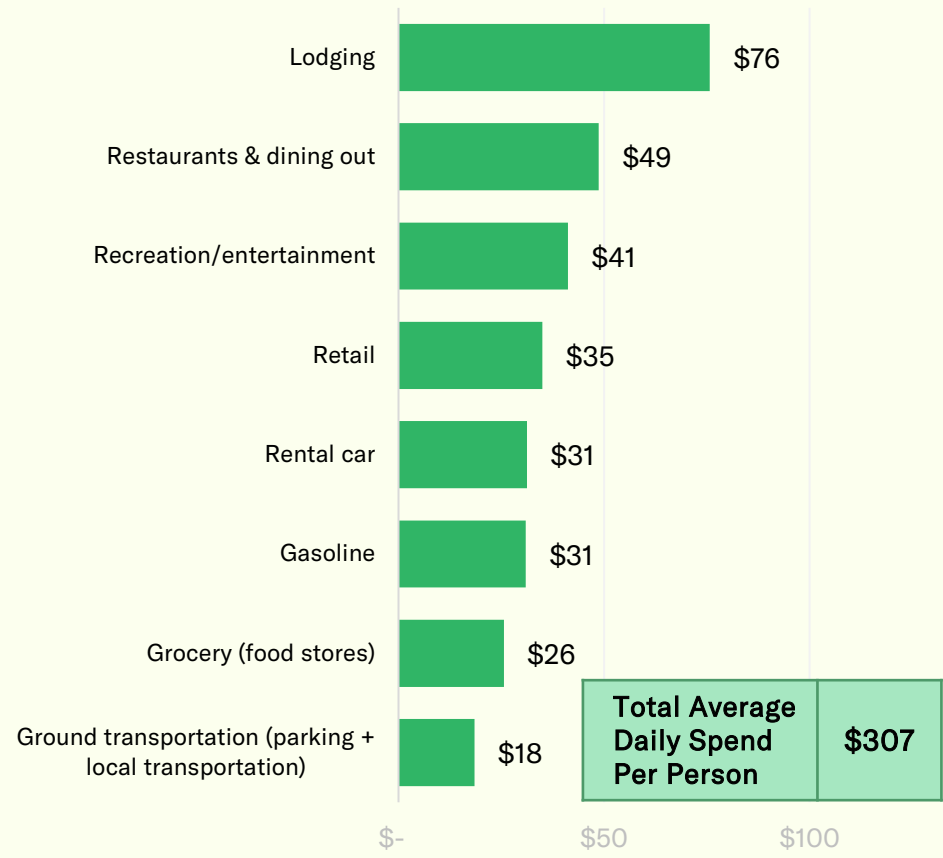
*Small sample size

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 (443 completed surveys)

On average, each Mt. Hood/CRG region visitor spent about \$307 per day.

Based on the average travel party size, on average visitors to the Mt. Hood/CRG region spent \$307 a day on their 2024-25 trip to Oregon. Examining daily per person spend by segment, out-of-state visitors have the highest average per person spend at \$329, while in-state visitors had the lowest average at \$191, followed distantly by Canadian visitors at \$287.

Daily Spend Per Person



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	\$76	\$69	\$58	\$80	\$77	\$77	\$71
Restaurants & dining out	\$49	\$44	\$40	\$51	\$49	\$50	\$49
Recreation/entertainment	\$41	\$35	\$25	\$44	\$43	\$43	\$40
Retail	\$35	\$33	\$13	\$38	\$36	\$34	\$36
Rental car	\$31	\$37	\$5	\$35	\$35	\$30	\$32
Gasoline	\$31	\$28	\$25	\$33	\$30	\$30	\$23
Grocery (food stores)	\$26	\$26	\$21	\$26	\$26	\$26	\$28
Ground transportation (parking + local transportation)	\$18	\$15	\$4	\$22	\$19	\$19	\$19
Total Average Daily Spend Per Person	\$307	\$287	\$191	\$329	\$313	\$309	\$298
Base	443	69	79	294	303	339	144

**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?

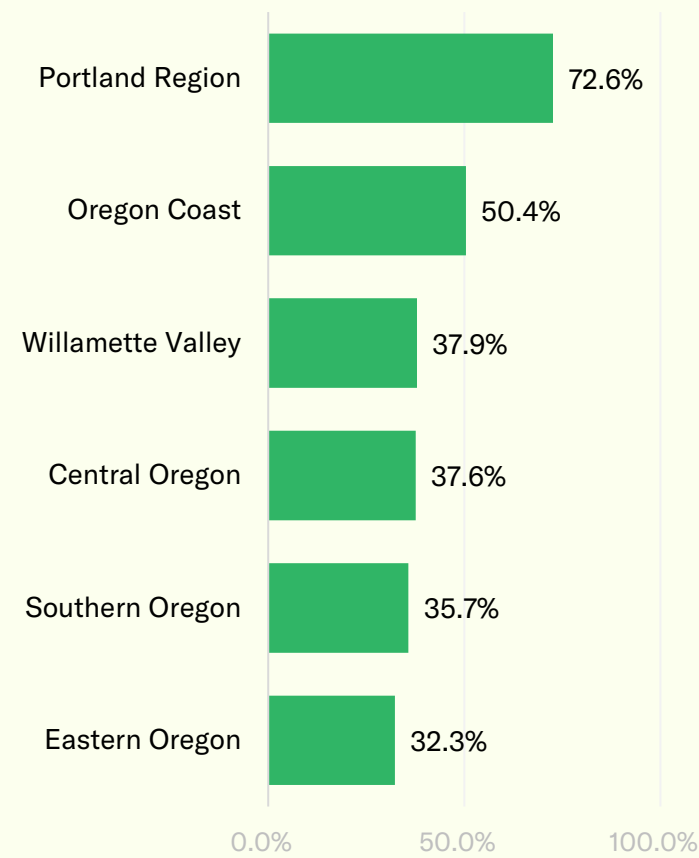
Base: Total respondents (443 completed surveys)

Detailed Findings: Region Visitation

Three-fourths of Mt. Hood/CRG region visitors also visited the Portland region.

At 72.6%, the Portland region was the second-most visited region of Oregon among Mt. Hood/CRG region visitors. Half (50.4%) visited the Oregon Coast region while over one in three visited the Willamette Valley region (37.9%), followed by Central Oregon (37.6%), Southern Oregon (35.7%), or Eastern Oregon (32.3%).

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	72.6%	65.2%	71.6%	74.6%	77.1%	75.5%	75.0%
Oregon Coast	50.4%	55.0%	66.1%	45.4%	56.8%	52.1%	52.5%
Willamette Valley	37.9%	31.0%	51.2%	36.6%	40.6%	39.2%	43.5%
Central Oregon	37.6%	40.1%	40.7%	36.4%	37.5%	36.2%	37.7%
Southern Oregon	35.7%	25.9%	40.9%	36.7%	32.6%	35.9%	44.4%
Eastern Oregon	32.3%	37.1%	31.6%	31.1%	29.7%	30.2%	35.1%
Base	443	69	79	294	303	339	144

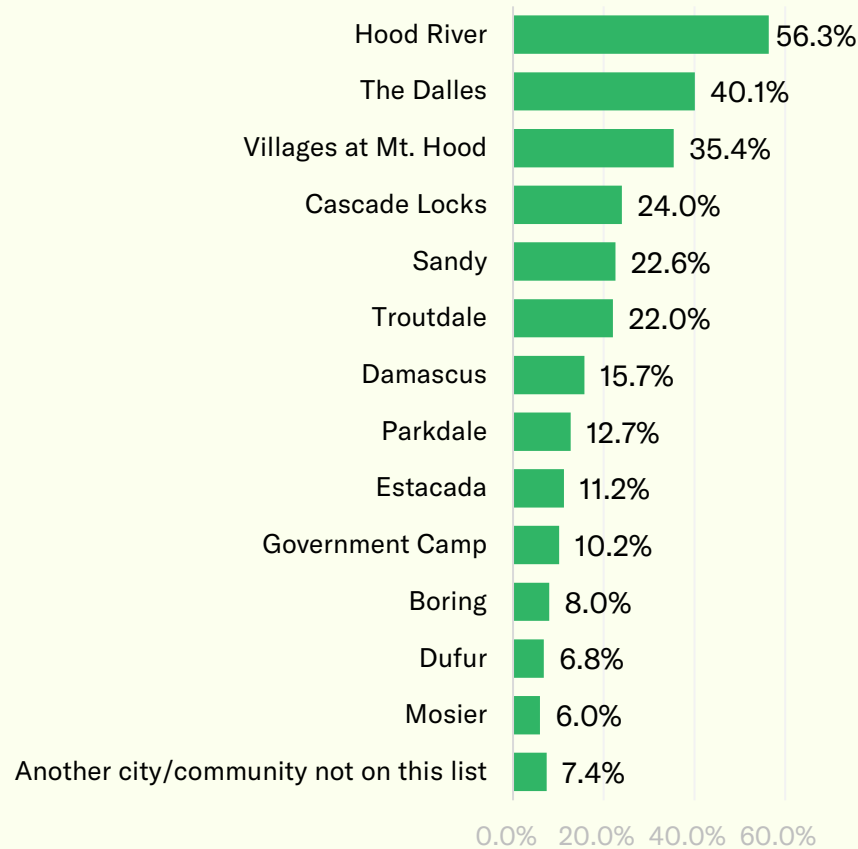
*Small sample size

Question: Which region(s) in Oregon did you visit on this most recent trip?
Base: Total respondents (443 completed surveys)

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

Among 2024-25 visitors who traveled to the Mt. Hood/Columbia River Gorge Region, Hood River was the most visited at over half (56.3%). This was followed by nearly four in ten (40.1%) who visited The Dalles, and just over one-third (35.4%) who visited the Villages at Mt. Hood.

Mt. Hood/Columbia River Gorge Region Cities Visited



By Segment

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

	Total	Canadian Visitors *	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Hood River	56.3%	47.7%	56.2%	58.7%	59.0%	57.1%	58.6%
The Dalles	40.1%	34.9%	28.2%	43.8%	41.4%	41.5%	49.2%
Villages at Mt. Hood	35.4%	36.6%	29.0%	36.4%	37.2%	37.2%	43.6%
Cascade Locks	24.0%	18.8%	19.2%	26.1%	25.4%	24.2%	30.0%
Sandy	22.6%	22.8%	30.1%	20.9%	21.2%	22.0%	25.3%
Troutdale	22.0%	33.0%	21.0%	19.3%	26.1%	22.0%	26.9%
Damascus	15.7%	21.6%	15.0%	14.1%	14.7%	15.3%	21.4%
Parkdale	12.7%	15.4%	3.9%	13.7%	15.2%	13.0%	19.0%
Estacada	11.2%	13.8%	13.4%	10.1%	11.2%	10.5%	14.2%
Government Camp	10.2%	2.6%	18.5%	9.9%	11.6%	10.9%	11.5%
Boring	8.0%	8.8%	14.4%	6.0%	6.5%	8.5%	11.2%
Dufur	6.8%	3.5%	3.3%	8.0%	6.5%	5.8%	8.6%
Mosier	6.0%	5.1%	0.0%	7.5%	6.7%	4.7%	7.5%
Another city/community not on this list	7.4%	4.1%	14.5%	6.7%	6.1%	7.1%	6.3%
Base	409	63	70	275	276	315	132

**Small sample size*

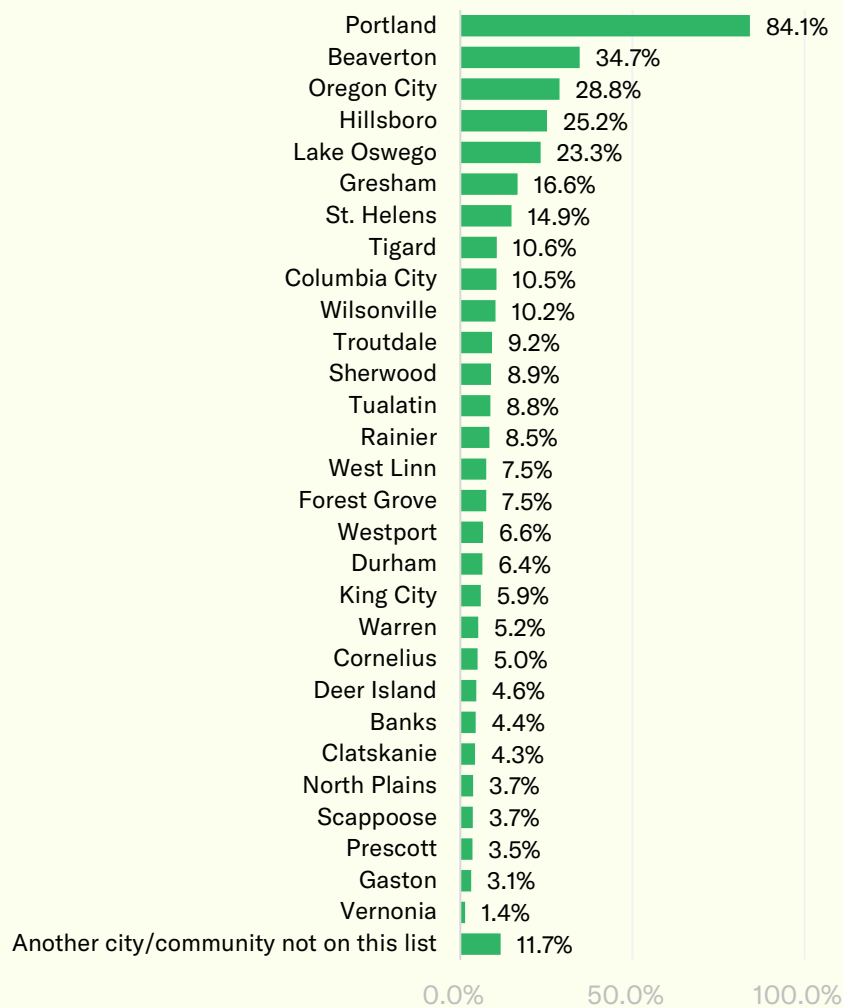
Question: Which cities in the Mt. Hood and the Columbia River Gorge region did you visit on the most recent trip?

Base: Total respondents (409 completed surveys).

Over eight in ten region visitors traveled to Portland.

Of the 72.6% of 2024-25 Mt. Hood/CRG visitors who included the Portland region on their most recent trip to Oregon, over eight in ten (84.1%) reported visiting Portland. This was followed distantly by 34.7% who went to Beaverton and just over a quarter who visited Oregon City (28.8%).

Portland Region Cities Visited



Question: Which cities in the Portland region did you visit on the most recent trip?
Base: Respondents who also visited the Portland Region on their most recent trip (263 completed surveys).

Outdoor Recreation Participants were more likely to have visited Portland, while Arts & Culture Participants over-index for Lake Oswego visitation.

Portland Region Cities Visited by Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Portland	84.1%	87.0%	72.1%	86.0%	90.2%	85.1%	87.9%
Beaverton	34.7%	32.3%	49.9%	31.6%	35.0%	35.5%	40.2%
Oregon City	28.8%	38.4%	19.5%	28.3%	29.8%	27.1%	37.6%
Hillsboro	25.2%	23.7%	27.4%	24.7%	29.1%	24.5%	31.5%
Lake Oswego	23.3%	22.6%	19.6%	23.8%	24.7%	23.3%	39.3%
Gresham	16.6%	5.9%	27.0%	16.8%	18.1%	17.2%	21.4%
St. Helens	14.9%	10.1%	3.4%	18.5%	16.0%	15.0%	14.8%
Tigard	10.6%	6.9%	14.4%	10.6%	12.7%	10.0%	11.5%
Columbia City	10.5%	17.8%	0.0%	10.6%	12.3%	11.0%	14.5%
Wilsonville	10.2%	6.0%	20.6%	8.5%	10.2%	9.4%	15.6%
Troutdale	9.2%	19.5%	20.8%	4.5%	8.9%	8.9%	7.9%
Sherwood	8.9%	10.1%	7.9%	8.4%	6.9%	10.2%	15.8%
Tualatin	8.8%	7.9%	17.1%	7.2%	7.8%	8.5%	8.3%
Rainier	8.5%	3.9%	3.0%	10.1%	8.3%	9.1%	10.0%
West Linn	7.5%	14.7%	7.7%	5.9%	7.7%	7.4%	10.5%
Forest Grove	7.5%	8.2%	0.0%	9.0%	7.1%	7.0%	11.2%
Westport	6.6%	15.5%	0.0%	5.6%	8.4%	6.9%	10.9%
Durham	6.4%	14.8%	0.0%	5.9%	7.2%	7.7%	8.4%
King City	5.9%	12.1%	0.0%	5.3%	7.5%	6.6%	6.4%
Warren	5.2%	7.3%	0.0%	5.8%	4.4%	4.5%	5.6%
Cornelius	5.0%	3.9%	0.0%	5.8%	5.0%	5.0%	6.8%
Deer Island	4.6%	4.0%	0.0%	5.7%	5.2%	4.8%	6.7%
Banks	4.4%	9.8%	0.0%	3.7%	3.6%	5.1%	8.0%
Clatskanie	4.3%	2.9%	0.0%	5.0%	3.0%	4.8%	4.8%
North Plains	3.7%	2.1%	0.0%	4.4%	4.4%	3.4%	4.6%
Scappoose	3.7%	0.0%	0.0%	5.3%	2.0%	3.3%	4.5%
Prescott	3.5%	10.1%	0.0%	2.9%	4.8%	4.3%	7.1%
Gaston	3.1%	0.0%	0.0%	4.5%	3.0%	1.9%	5.6%
Vernonia	1.4%	2.9%	0.0%	1.4%	1.0%	1.1%	3.3%
Another city/community not on this list	11.7%	7.6%	25.5%	9.8%	12.2%	11.2%	10.0%
Base	263	37	44	181	194	216	86

*Small sample size

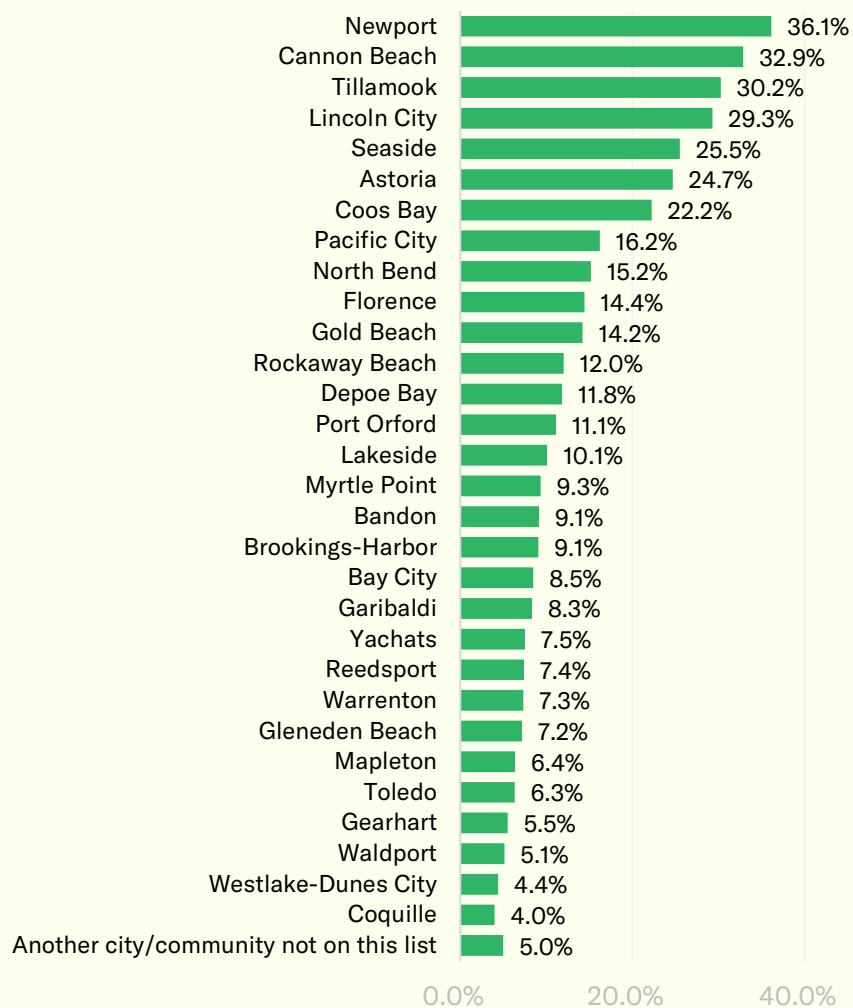
Question: Which cities in the Portland region did you visit on the most recent trip?

Base: Respondents who also visited the Portland Region on their most recent trip (263 completed surveys).

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

Among the 50.4% of 2024-25 Mt. Hood/CRG region visitors who also included the Oregon Coast region on their most recent trip, over one-third (36.1%) spent time in Newport, surpassing the share of those who went to Cannon Beach (32.9%). Three in ten said they visited Tillamook (30.2%), followed closely by Lincoln City (29.3%).

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 (189 completed surveys).

In-state Mt. Hood/CRG region visitors that visited the coast preferred central coast cities such as Lincoln City and Depoe Bay.

Oregon Coast Region Cities Visited by Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Newport	36.1%	30.2%	47.9%	34.0%	37.6%	37.2%	32.5%
Cannon Beach	32.9%	43.5%	31.2%	30.3%	34.4%	33.2%	35.4%
Tillamook	30.2%	24.6%	30.9%	32.1%	29.8%	33.2%	28.1%
Lincoln City	29.3%	20.7%	55.9%	21.7%	26.4%	27.5%	31.6%
Seaside	25.5%	22.2%	25.5%	26.0%	27.5%	26.0%	29.5%
Astoria	24.7%	37.1%	14.0%	24.7%	24.6%	24.3%	24.1%
Coos Bay	22.2%	16.7%	21.5%	24.5%	23.0%	21.9%	18.5%
Pacific City	16.2%	16.9%	11.2%	17.1%	17.2%	15.4%	19.1%
North Bend	15.2%	15.7%	19.9%	13.4%	15.9%	16.8%	15.3%
Florence	14.4%	24.7%	21.6%	8.5%	15.6%	11.6%	16.3%
Gold Beach	14.2%	17.4%	6.7%	16.0%	12.9%	13.7%	12.0%
Rockaway Beach	12.0%	7.3%	16.2%	12.1%	11.8%	13.2%	12.8%
Depoe Bay	11.8%	11.5%	33.6%	4.0%	11.0%	12.1%	10.6%
Port Orford	11.1%	9.1%	7.6%	13.1%	11.0%	11.1%	15.5%
Lakeside	10.1%	11.5%	7.9%	10.5%	10.6%	10.6%	15.6%
Myrtle Point	9.3%	16.2%	12.8%	5.9%	9.6%	10.4%	7.0%
Bandon	9.1%	13.9%	18.0%	3.5%	9.4%	9.8%	9.9%
Brookings-Harbor	9.1%	17.2%	13.0%	5.0%	9.2%	9.1%	11.6%
Bay City	8.5%	11.0%	2.3%	10.0%	8.8%	7.6%	13.6%
Garibaldi	8.3%	18.1%	8.4%	5.2%	7.1%	8.4%	8.7%
Yachats	7.5%	0.0%	16.8%	6.6%	6.4%	7.8%	9.2%
Reedsport	7.4%	11.2%	7.1%	6.3%	6.6%	7.0%	3.8%
Warrenton	7.3%	17.6%	0.0%	6.7%	9.2%	5.6%	5.9%
Gleneden Beach	7.2%	13.5%	1.8%	7.1%	7.2%	7.8%	7.1%
Mapleton	6.4%	3.0%	3.1%	8.7%	7.2%	6.9%	12.5%
Toledo	6.3%	11.0%	3.1%	5.1%	5.8%	6.1%	7.8%
Gearhart	5.5%	8.7%	1.8%	5.0%	6.2%	4.5%	7.3%
Waldport	5.1%	9.1%	4.3%	3.3%	5.7%	6.3%	11.1%
Westlake-Dunes City	4.4%	8.5%	6.3%	2.4%	3.7%	4.8%	7.5%
Coquille	4.0%	5.7%	8.9%	1.7%	3.6%	4.4%	5.9%
Another city/community not on this list	5.0%	8.3%	6.3%	3.5%	4.2%	3.9%	4.5%
Base	189	33	45	110	147	155	63

*Small sample size

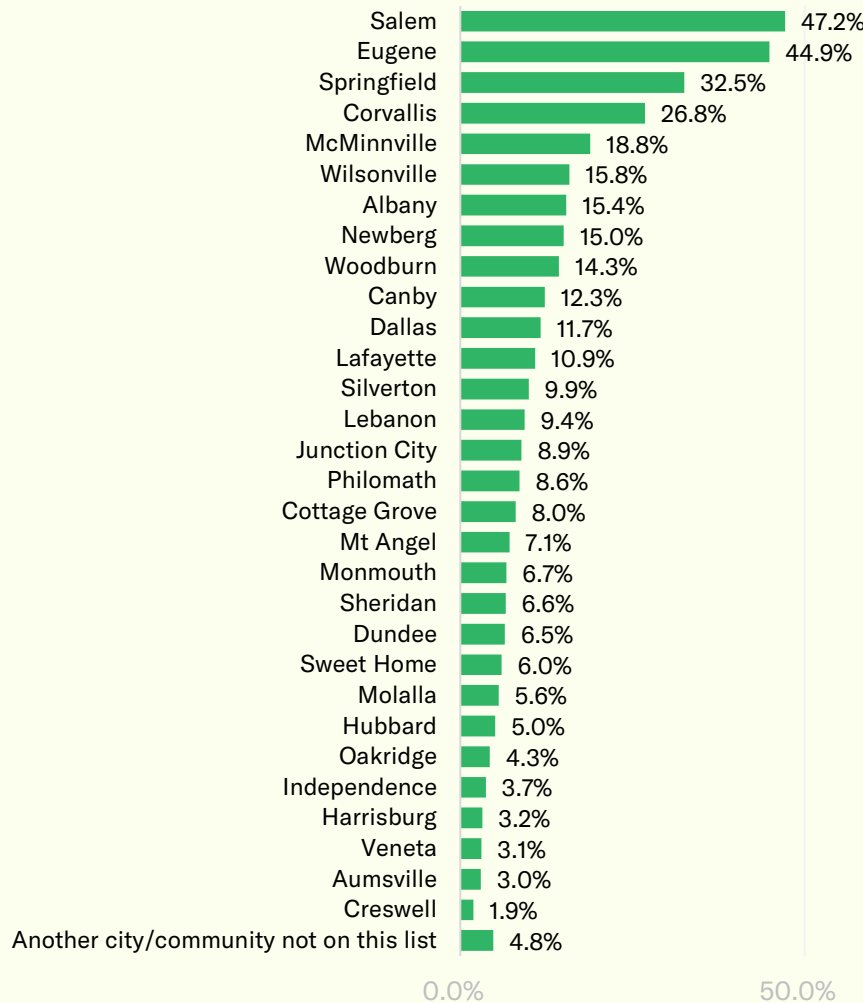
Question: Which cities in the Oregon Coast region did you visit on the most recent trip?

Base: Respondents who also visited the Oregon Coast Region on their most recent trip (189 completed surveys).

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

Of the 37.9% of Mt. Hood/CRG region visitors who traveled to the Willamette Valley on their most recent trip to Oregon in 2024-25, the largest share reported visiting Salem (47.2%), followed by Eugene (44.9%). One-third said they went to Springfield (32.5%), followed by over one in four who visited Corvallis (26.8%).

Willamette Valley Region Cities Visited



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

Base: Respondents who also visited the Willamette Valley Region on their most recent trip (117 completed surveys).

Excepting Canadians, Salem 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*
Salem	47.2%	56.6%	37.2%	48.4%	54.1%	47.2%	55.6%
Eugene	44.9%	64.1%	36.7%	43.7%	50.0%	45.5%	45.1%
Springfield	32.5%	44.7%	27.3%	31.8%	34.8%	33.3%	49.9%
Corvallis	26.8%	25.1%	28.1%	26.8%	28.0%	29.3%	27.8%
McMinnville	18.8%	14.5%	25.9%	17.5%	22.2%	16.5%	28.7%
Wilsonville	15.8%	12.4%	20.6%	15.0%	19.8%	15.0%	20.3%
Albany	15.4%	26.1%	12.5%	14.2%	16.6%	15.3%	17.5%
Newberg	15.0%	0.0%	24.1%	15.1%	13.3%	12.4%	16.7%
Woodburn	14.3%	6.9%	20.6%	13.8%	16.1%	14.3%	21.7%
Canby	12.3%	6.9%	19.8%	11.0%	12.5%	11.1%	13.5%
Dallas	11.7%	11.0%	4.0%	14.2%	11.8%	10.4%	13.0%
Lafayette	10.9%	12.4%	4.3%	12.6%	10.5%	13.1%	17.5%
Silverton	9.9%	0.0%	15.0%	10.3%	10.5%	10.6%	13.4%
Lebanon	9.4%	12.0%	4.0%	10.5%	10.9%	8.9%	14.3%
Junction City	8.9%	0.0%	7.9%	10.9%	9.1%	9.3%	17.5%
Philomath	8.6%	0.0%	8.9%	10.2%	7.2%	7.3%	15.5%
Cottage Grove	8.0%	6.9%	17.6%	5.3%	8.4%	8.3%	13.2%
Mt Angel	7.1%	10.6%	2.9%	7.8%	9.1%	8.6%	13.9%
Monmouth	6.7%	6.9%	0.0%	6.9%	8.2%	8.1%	11.9%
Sheridan	6.6%	6.9%	0.0%	8.6%	4.8%	6.6%	12.6%
Dundee	6.5%	6.9%	0.0%	8.4%	6.0%	6.9%	11.5%
Sweet Home	6.0%	6.9%	0.0%	7.7%	7.0%	5.9%	14.3%
Molalla	5.6%	6.9%	10.8%	3.7%	7.6%	6.7%	9.1%
Hubbard	5.0%	15.7%	2.9%	3.7%	6.9%	3.4%	7.1%
Oakridge	4.3%	6.9%	3.4%	4.1%	3.8%	4.3%	7.2%
Independence	3.7%	0.0%	2.9%	4.7%	3.8%	2.5%	8.1%
Harrisburg	3.2%	6.9%	4.3%	2.2%	4.4%	3.9%	8.4%
Veneta	3.1%	6.9%	0.0%	3.3%	4.2%	2.4%	6.5%
Aumsville	3.0%	6.9%	0.0%	3.2%	2.7%	2.2%	7.8%
Creswell	1.9%	0.0%	4.9%	1.3%	0.0%	2.3%	2.3%
Another city/community not on this list	4.8%	4.7%	6.3%	4.3%	2.6%	5.8%	4.4%
Base	117	16	27	74	83	97	43

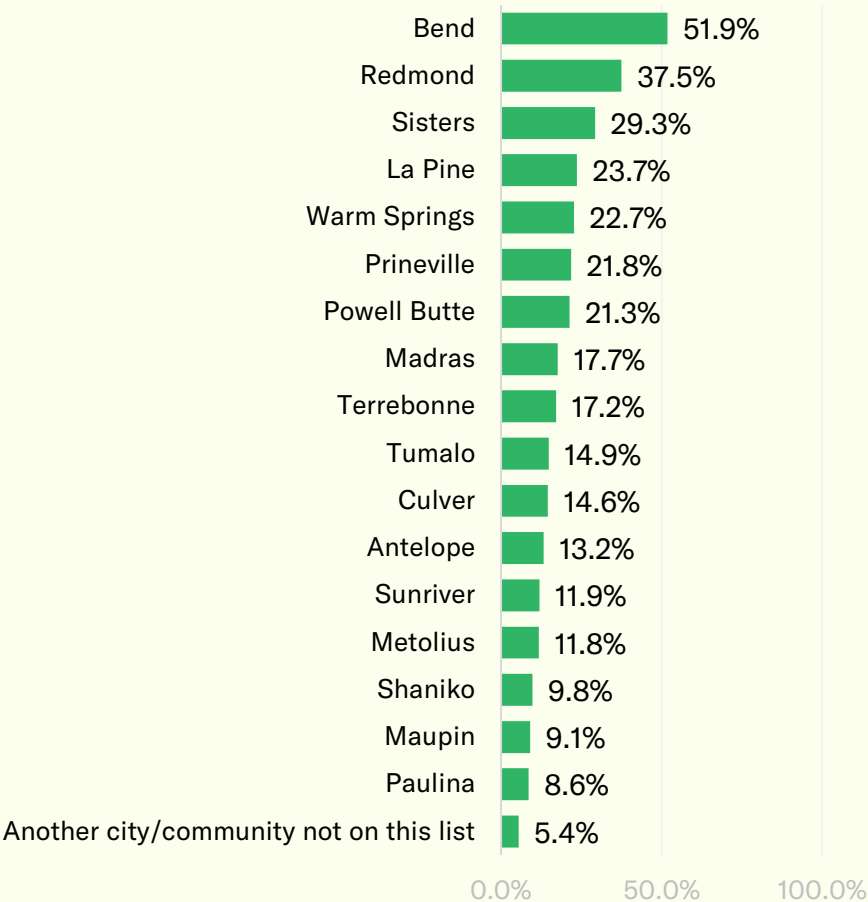
*Small sample size

Question: Which cities in the Willamette Valley region did you visit on the most recent trip?
Base: Respondents who also visited the Willamette Valley Region on their most recent trip (117 completed surveys).

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

Among the 37.6% of 2024-25 Mt. Hood/CRG region visitors who also went to Central Oregon on their trip, over half visited Bend (51.9%) well outpacing Redmond (37.5%) as the top-visited city in the region. This was followed distantly by about three in ten who visited Sisters (29.3%) and just under one in four who visited La Pine (23.7%) and/or Warm Springs (22.7%)

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	51.9%	49.0%	76.3%	46.7%	55.1%	57.3%	50.3%
Redmond	37.5%	43.2%	43.1%	34.6%	39.0%	36.4%	37.9%
Sisters	29.3%	40.4%	21.6%	28.1%	28.4%	31.5%	38.3%
La Pine	23.7%	14.6%	14.0%	28.5%	28.4%	23.2%	30.2%
Warm Springs	22.7%	16.2%	11.3%	27.3%	20.7%	20.5%	34.2%
Prineville	21.8%	24.0%	8.4%	24.4%	20.7%	20.7%	34.9%
Powell Butte	21.3%	14.1%	16.7%	24.4%	24.2%	20.1%	34.8%
Madras	17.7%	20.2%	14.1%	17.9%	21.7%	16.3%	27.4%
Terrebonne	17.2%	36.1%	0.0%	16.0%	20.6%	19.1%	18.9%
Tumalo	14.9%	11.1%	6.8%	17.8%	13.8%	12.8%	32.0%
Culver	14.6%	12.4%	0.0%	18.7%	17.5%	14.8%	23.7%
Antelope	13.2%	12.4%	0.0%	16.7%	13.6%	12.7%	24.7%
Sunriver	11.9%	10.2%	8.4%	13.3%	14.0%	8.7%	17.0%
Metolius	11.8%	4.9%	4.2%	15.6%	12.1%	12.8%	17.9%
Shaniko	9.8%	0.0%	0.0%	14.9%	12.2%	7.7%	19.8%
Maupin	9.1%	19.4%	0.0%	8.4%	11.5%	9.3%	17.5%
Paulina	8.6%	14.2%	0.0%	9.1%	12.8%	7.3%	18.2%
Another city/community not on this list	5.4%	6.6%	4.5%	5.3%	4.8%	6.3%	2.4%
Base	125	22	21	82	80	93	40

**Small sample size*

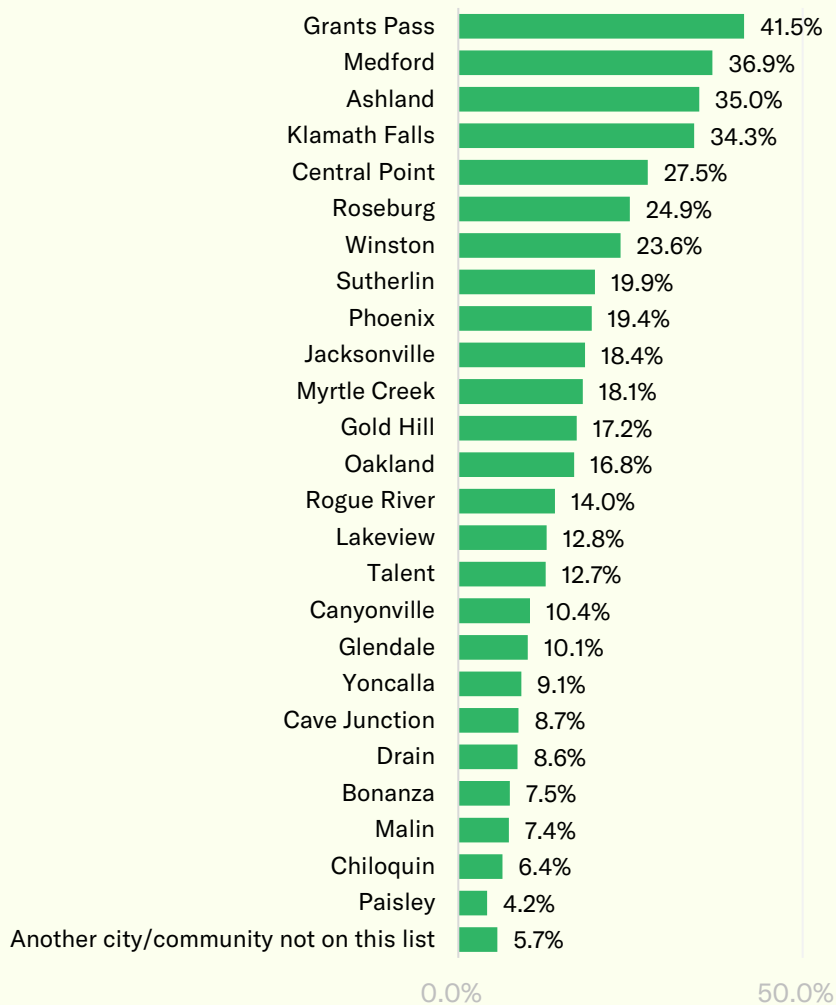
Question: Which cities in the Central Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Central Oregon Region on their most recent trip (125 completed surveys).

Grants Pass and Medford were the most-visited Southern Oregon cities for Mt. Hood/CRG region visitors.

Of the 35.7% of Mt. Hood/CRG region visitors who traveled to the Southern Oregon region on their trip to Oregon, over four in ten visited Grants Pass (41.5%), followed by Medford (36.9%). Over one in three said they visited Ashland (35.0%) and/or Klamath Falls (34.3%).

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 (112 completed surveys).

Outdoor Recreation Participants were more likely to have gone to Medford than Grants Pass.

Southern Oregon Region Cities Visited by Segment

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

	Total	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Grants Pass	41.5%	30.7%	46.7%	41.2%	42.2%	43.1%	56.8%
Medford	36.9%	8.9%	38.6%	39.8%	47.1%	38.9%	41.0%
Ashland	35.0%	43.3%	32.0%	34.9%	30.4%	32.6%	43.9%
Klamath Falls	34.3%	30.7%	21.4%	38.2%	37.5%	38.2%	33.9%
Central Point	27.5%	34.3%	4.7%	31.0%	26.1%	27.1%	29.7%
Roseburg	24.9%	60.7%	23.8%	20.3%	28.5%	26.3%	28.7%
Winston	23.6%	55.8%	6.4%	22.1%	20.2%	22.7%	35.3%
Sutherlin	19.9%	30.2%	4.4%	22.2%	22.1%	15.9%	18.6%
Phoenix	19.4%	39.9%	0.0%	21.1%	15.8%	18.8%	19.0%
Jacksonville	18.4%	72.2%	0.0%	15.1%	18.9%	17.5%	20.2%
Myrtle Creek	18.1%	13.4%	9.4%	21.0%	19.5%	19.1%	13.6%
Gold Hill	17.2%	47.9%	8.3%	15.0%	12.6%	18.2%	21.2%
Oakland	16.8%	34.5%	12.8%	15.4%	16.3%	16.5%	17.8%
Rogue River	14.0%	17.8%	14.3%	13.6%	12.9%	11.6%	11.2%
Lakeview	12.8%	34.5%	4.5%	11.8%	11.1%	10.8%	17.5%
Talent	12.7%	26.8%	0.0%	12.6%	11.6%	11.6%	18.2%
Canyonville	10.4%	30.1%	0.0%	10.1%	11.5%	11.6%	13.2%
Glendale	10.1%	39.0%	0.0%	8.4%	10.1%	11.6%	11.4%
Yoncalla	9.1%	22.3%	0.0%	9.5%	7.2%	10.4%	9.0%
Cave Junction	8.7%	13.4%	5.2%	9.0%	6.7%	8.6%	12.0%
Drain	8.6%	35.7%	0.0%	6.8%	8.7%	8.7%	13.2%
Bonanza	7.5%	8.9%	0.0%	9.1%	8.1%	6.1%	7.9%
Malin	7.4%	8.9%	0.0%	8.9%	9.8%	7.5%	11.3%
Chiloquin	6.4%	22.3%	3.0%	5.0%	7.1%	7.1%	10.2%
Paisley	4.2%	8.9%	8.3%	2.6%	4.6%	4.1%	4.3%
Another city/community not on this list	5.7%	6.1%	15.6%	3.4%	6.1%	4.7%	4.2%
Base	112	10	20	81	68	86	46

*Small sample size

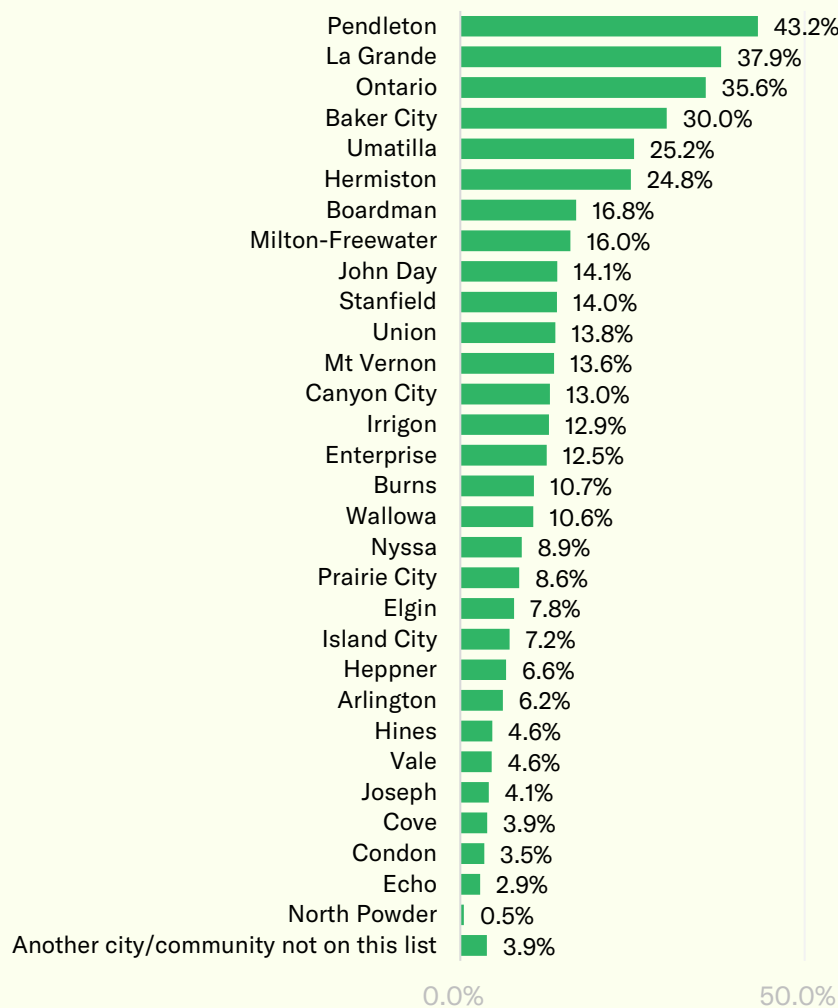
Question: Which cities in the Southern Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Southern Oregon Region on their most recent trip (112 completed surveys).

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

For the 32.3% of Mt. Hood/CRG region visitors who also traveled to the Eastern Oregon region in 2024-25, the largest share reported visiting Pendleton (43.2%), followed by La Grande (37.9%) and Ontario (35.6%). Three in ten visited Baker City (30.0%).

Eastern Oregon Region Cities Visited



Question: Which cities in the Eastern Oregon region did you visit on the most recent trip?
Base: Respondents who also visited the Eastern Oregon Region on their most recent trip (103 completed surveys).

Canadian visitors were more likely to have visited Ontario.

Eastern Oregon Region Cities Visited by Segment

= statistically significantly higher than given segment's counterpart

= statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Pendleton	43.2%	33.8%	43.5%	45.4%	41.2%	42.8%	54.9%
La Grande	37.9%	47.6%	37.6%	35.3%	39.0%	40.8%	41.4%
Ontario	35.6%	56.2%	4.2%	33.9%	39.0%	36.7%	43.1%
Baker City	30.0%	32.0%	10.7%	33.5%	34.4%	27.8%	20.9%
Umatilla	25.2%	39.2%	17.4%	21.0%	21.6%	24.2%	32.2%
Hermiston	24.8%	30.8%	27.6%	21.1%	33.6%	20.8%	20.2%
Boardman	16.8%	20.2%	0.0%	17.7%	14.1%	15.7%	20.3%
Milton-Freewater	16.0%	27.8%	6.0%	14.2%	16.7%	13.5%	14.3%
John Day	14.1%	10.2%	16.4%	13.6%	12.4%	18.4%	17.7%
Stanfield	14.0%	27.4%	0.0%	12.5%	6.8%	12.3%	8.0%
Union	13.8%	12.0%	0.0%	15.7%	15.4%	13.1%	16.9%
Mt Vernon	13.6%	0.0%	0.0%	19.5%	19.5%	15.8%	23.7%
Canyon City	13.0%	4.9%	8.9%	16.7%	16.3%	11.4%	16.3%
Irrigon	12.9%	18.1%	11.3%	11.6%	10.5%	10.5%	10.3%
Enterprise	12.5%	20.2%	8.9%	9.4%	12.3%	13.7%	22.7%
Burns	10.7%	12.4%	0.0%	10.8%	8.4%	11.4%	11.1%
Wallowa	10.6%	10.3%	19.6%	9.1%	13.9%	10.5%	11.2%
Nyssa	8.9%	0.0%	0.0%	12.2%	8.9%	7.7%	11.3%
Prairie City	8.6%	12.4%	0.0%	9.1%	8.4%	8.4%	14.9%
Elgin	7.8%	17.6%	0.0%	6.2%	7.3%	5.9%	10.4%
Island City	7.2%	4.6%	0.0%	8.0%	9.7%	4.2%	6.3%
Heppner	6.6%	18.1%	0.0%	4.2%	5.4%	5.7%	4.8%
Arlington	6.2%	5.7%	0.0%	7.6%	7.4%	7.8%	12.3%
Hines	4.6%	7.8%	4.2%	2.2%	5.0%	6.5%	9.7%
Vale	4.6%	7.8%	0.0%	2.9%	3.3%	5.0%	7.6%
Joseph	4.1%	0.0%	17.9%	2.9%	2.6%	4.5%	6.8%
Cove	3.9%	7.0%	0.0%	3.7%	4.6%	2.5%	5.0%
Condon	3.5%	0.0%	0.0%	3.8%	4.9%	4.9%	9.9%
Echo	2.9%	4.6%	0.0%	1.4%	4.8%	1.4%	2.8%
North Powder	0.5%	0.0%	4.2%	0.0%	0.9%	0.7%	0.0%
Another city/community not on this list	3.9%	0.0%	9.0%	4.2%	6.5%	5.4%	0.0%
Base	103	21	14	67	59	72	34

*Small sample size

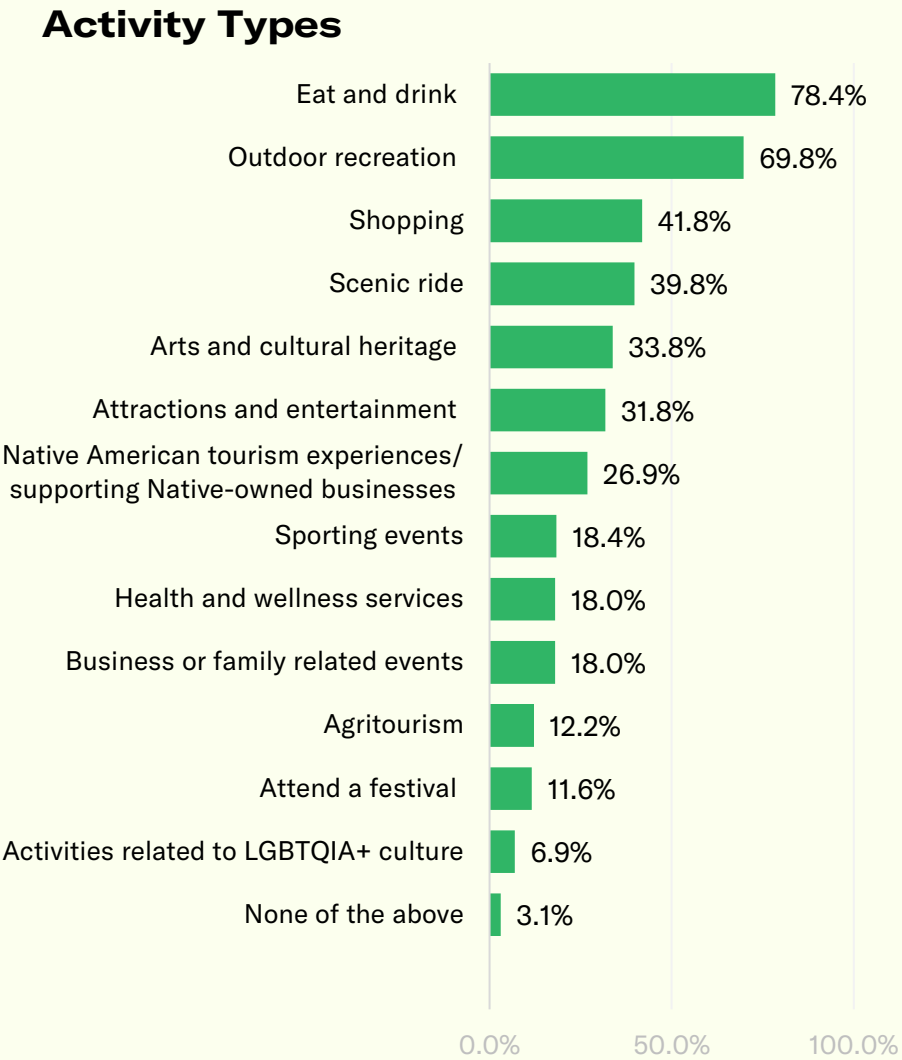
Question: Which cities in the Eastern Oregon region did you visit on the most recent trip?

Base: Respondents who also visited the Eastern Oregon Region on their most recent trip (103 completed surveys).

Detailed Findings: Key Activities

Food and drink experiences were the top activity for Mt. Hood/CRG region visitors.

Eating and drinking (78.4%) was by far the most popular activity for 2024-25 Mt. Hood/CRG region visitors to engage in. More than two-thirds (69.8%) said they participated in outdoor recreation, followed by 41.8% who went shopping. Notably, among the segments, Arts & Culture Participants (88.6%) and Outdoor Recreation Participants (84.1%) were significantly more likely to say they also participated in eating and drinking activities, and more than half of Arts & Culture Participants said they went shopping (52.4%).



By Segment

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

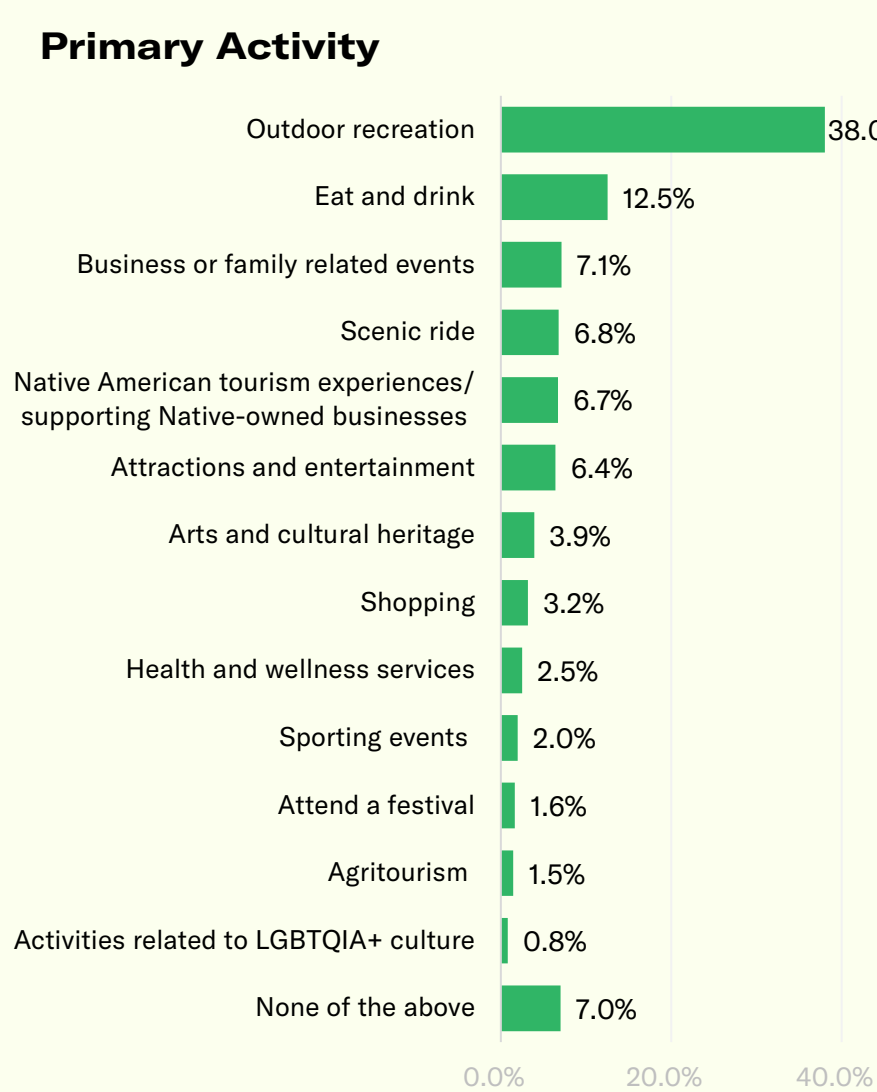
	Total	Canadian Visitors *	In State *	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Eat and drink	78.4%	72.4%	71.2%	81.5%	84.1%	100.0%	88.6%
Outdoor recreation	69.8%	68.2%	71.5%	69.7%	100.0%	74.8%	73.0%
Shopping	41.8%	35.2%	43.4%	43.2%	48.6%	48.3%	52.4%
Scenic ride	39.8%	38.5%	32.4%	41.6%	48.6%	46.0%	49.4%
Arts and cultural heritage	33.8%	38.0%	23.5%	35.0%	35.4%	38.3%	100.0%
Attractions and entertainment	31.8%	32.9%	23.1%	33.4%	38.1%	36.6%	40.5%
Native American tourism experiences/ supporting Native-owned businesses	26.9%	30.9%	13.5%	28.8%	25.3%	25.7%	35.6%
Sporting events	18.4%	17.5%	8.9%	20.5%	20.7%	21.1%	28.7%
Health and wellness services	18.0%	18.6%	9.2%	20.0%	18.9%	19.5%	27.6%
Business or family related events	18.0%	14.6%	10.9%	20.2%	15.3%	16.7%	19.7%
Agritourism	12.2%	19.0%	8.8%	11.3%	12.1%	10.2%	23.3%
Attend a festival	11.6%	9.7%	9.9%	12.2%	13.6%	13.1%	15.6%
Activities related to LGBTQIA+ culture	6.9%	8.0%	5.2%	6.7%	8.7%	7.1%	14.1%
None of the above	3.1%	0.0%	11.5%	1.9%	0.0%	0.0%	0.0%
Base	443	69	79	294	303	339	144

**Small sample size*

Question: Which type of activities/experiences did you participate in during this trip?
Base: Total respondents (443 completed surveys)

Outdoor recreation was the top motivating activity for Mt. Hood/CRG region visitors.

Among Mt. Hood/CRG region visitors who said they participated in any of these activities, nearly four in ten (38.0%) said outdoor recreation was the primary motivation for their most recent trip to Oregon. This was followed distantly by 12.5% who said they were primarily motivated by eating and drinking.



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	38.0%	27.4%	47.3%	38.6%	52.8%	38.4%	35.1%
Eat and drink	12.5%	17.9%	4.4%	12.9%	8.5%	15.4%	11.8%
Business or family related events	7.1%	3.3%	8.5%	7.8%	5.7%	6.4%	4.8%
Scenic ride	6.8%	6.4%	9.0%	6.4%	5.3%	6.7%	4.1%
Native American tourism experiences/ supporting Native-owned businesses	6.7%	12.4%	1.3%	6.4%	4.9%	4.6%	7.0%
Attractions and entertainment	6.4%	3.6%	4.7%	7.5%	5.6%	7.1%	5.3%
Arts and cultural heritage	3.9%	4.9%	0.0%	4.5%	1.3%	3.5%	11.2%
Shopping	3.2%	4.0%	2.6%	3.1%	2.8%	3.6%	4.3%
Health and wellness services	2.5%	2.3%	4.1%	2.2%	2.1%	2.3%	4.7%
Sporting events	2.0%	5.3%	0.9%	1.4%	2.3%	2.2%	3.1%
Attend a festival	1.6%	1.2%	1.0%	1.9%	0.9%	1.8%	0.0%
Agritourism	1.5%	3.7%	2.4%	0.7%	0.8%	0.7%	2.1%
Activities related to LGBTQIA+ culture	0.8%	0.0%	0.0%	1.2%	1.1%	0.5%	1.1%
None of the above	7.0%	7.5%	13.9%	5.4%	6.1%	6.8%	5.5%
Base	423	69	68	285	301	339	143

**Small sample size*

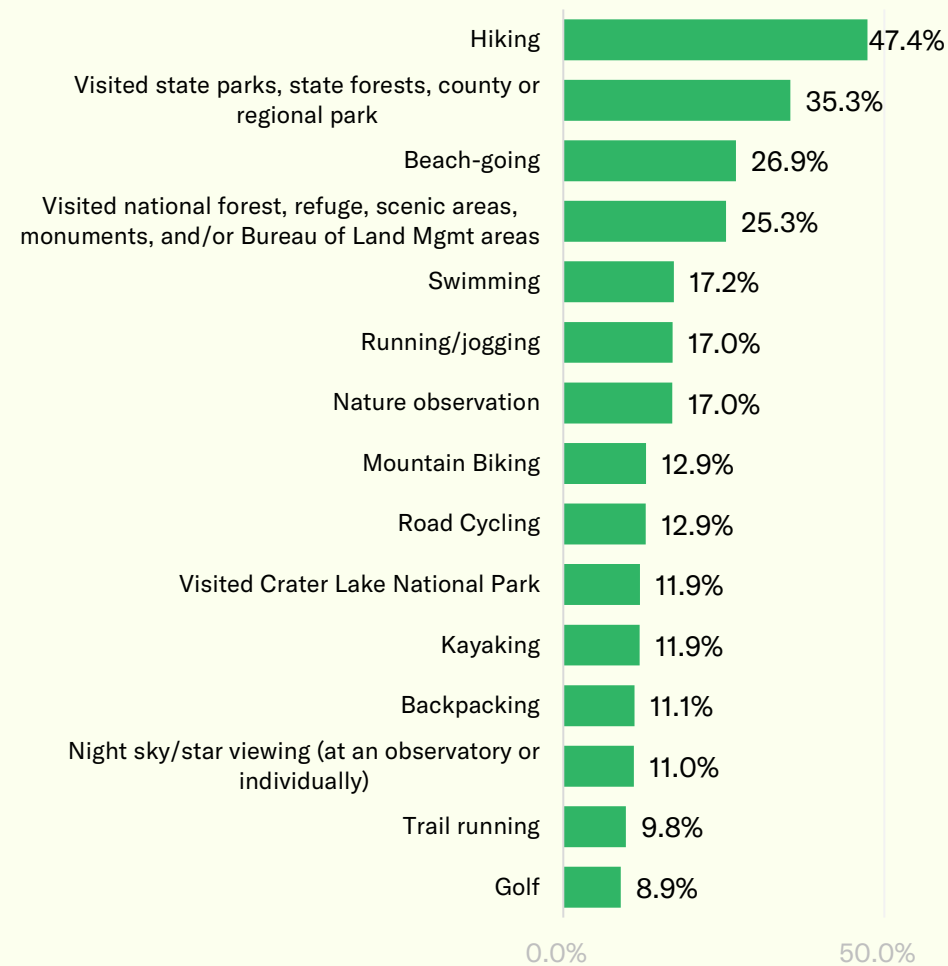
Question: Of the activities you participated in, were any the primary motivation for your most recent trip?

Base: Total respondents (423 completed surveys)

Hiking was the top outdoor recreation activity for Mt. Hood/CRG region visitors.

Among 2024-25 Mt. Hood/CRG region visitors' outdoor recreation engagement, nearly half(47.6%) went hiking, followed distantly by about one in three (35.3%) who visited a state park, state forest, or county or regional park. Arts & Culture Participants and Food & Drink Participants were also more likely to engage in outdoor activities, particularly visiting national forests, refuge, scenic areas, monuments and/or Bureau of Land Management areas. In-state visitors and out of state visitors had some overlap in their top outdoor recreation activities, but out of state visitors were much more likely to engage in more niche activities in this category.

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	47.4%	36.5%	51.4%	48.9%	67.9%	53.7%	54.4%
Visited state parks, state forests, county or regional park	35.3%	34.2%	45.3%	33.1%	50.7%	39.8%	44.0%
Beach-going	26.9%	28.4%	34.6%	24.8%	38.6%	29.8%	31.6%
Visited national forest, refuge, scenic areas, monuments, and/or Bureau of Land Mgmt areas	25.3%	20.2%	25.3%	26.4%	36.3%	29.2%	36.0%
Swimming	17.2%	13.9%	18.8%	17.4%	24.7%	20.8%	19.9%
Running/jogging	17.0%	20.4%	2.5%	19.3%	24.4%	19.4%	25.0%
Nature observation	17.0%	15.6%	18.8%	16.6%	24.3%	19.7%	28.6%
Mountain Biking	12.9%	20.7%	2.6%	13.4%	18.5%	12.8%	21.2%
Road Cycling	12.9%	17.5%	0.0%	14.8%	18.4%	11.9%	17.5%
Visited Crater Lake National Park	11.9%	9.5%	8.5%	13.4%	17.1%	14.7%	18.7%
Kayaking	11.9%	6.7%	2.2%	15.2%	17.1%	13.7%	12.9%
Backpacking	11.1%	9.7%	9.1%	11.9%	15.9%	10.8%	15.7%
Night sky/star viewing (at an observatory or individually)	11.0%	8.3%	11.7%	11.2%	15.7%	11.8%	19.7%
Trail running	9.8%	14.2%	6.6%	9.5%	14.0%	11.4%	13.7%
Golf	8.9%	8.8%	0.0%	10.8%	12.8%	11.0%	13.0%
Base	443	69	79	294	303	339	144

**Small sample size*

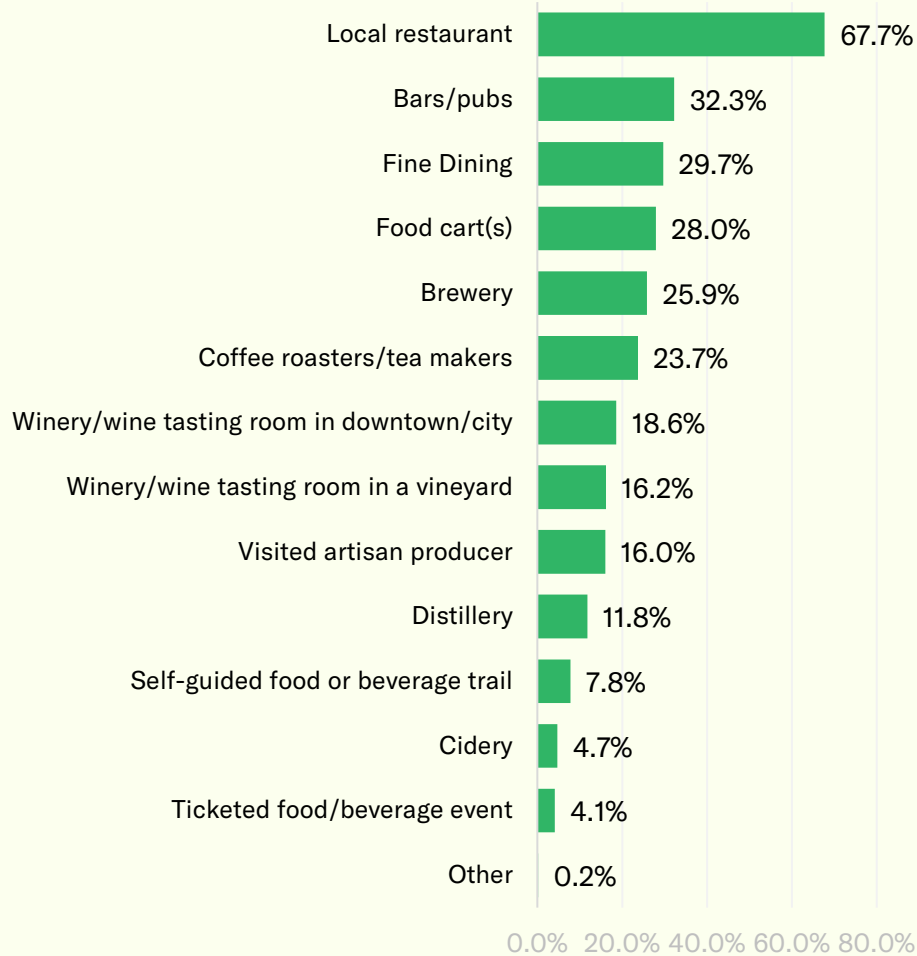
Question: Which of the following outdoor recreation activities did you do on this trip?

Base: Total respondents (443 completed surveys)

Two-thirds of Mt. Hood/CRG region visitors ate at local restaurant.

At 67.7% of Mt. Hood/CRG region visitors, dining in a local restaurant was by far the top food and drink activity. One-third said they went to bars/pubs (32.3%) and just over one in four engaged in fine dining (27.1%). Among the segments, it is worth noting that Arts & Culture Participants and Outdoor Recreation Participants were significantly more likely to have engaged in nearly all of these food & drink activities, aligning closely with Food & Drink Participants for nearly all activities.

Food & Drink Activities



By Segment

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

	Total	Canadian Visitors *	In State *	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Local restaurant	67.7%	55.8%	65.5%	71.1%	74.9%	86.3%	74.8%
Bars/pubs	32.3%	30.7%	22.1%	34.8%	34.7%	41.2%	39.5%
Fine Dining	29.7%	28.4%	11.1%	34.2%	32.7%	37.9%	43.0%
Food cart(s)	28.0%	34.1%	24.5%	27.4%	29.6%	35.7%	37.8%
Brewery	25.9%	30.1%	16.7%	26.7%	30.4%	33.0%	30.7%
Coffee roasters/tea makers	23.7%	21.1%	12.8%	26.7%	29.3%	30.3%	33.5%
Winery/wine tasting room in downtown/city	18.6%	18.5%	3.1%	22.0%	22.2%	23.7%	26.0%
Winery/wine tasting room in a vineyard	16.2%	18.8%	6.1%	17.6%	17.0%	20.6%	23.8%
Visited artisan producer	16.0%	18.4%	7.9%	17.1%	20.7%	20.4%	29.5%
Distillery	11.8%	15.8%	0.9%	13.0%	13.9%	15.0%	19.2%
Self-guided food or beverage trail	7.8%	4.1%	3.4%	9.8%	9.2%	10.0%	15.1%
Cidery	4.7%	5.0%	0.0%	5.7%	5.4%	6.0%	10.4%
Ticketed food/beverage event	4.1%	4.0%	0.0%	5.1%	4.8%	5.2%	6.5%
Other	0.2%	0.0%	1.1%	0.0%	0.2%	0.2%	0.5%
Base	443	69	79	294	303	339	144

*Small sample size

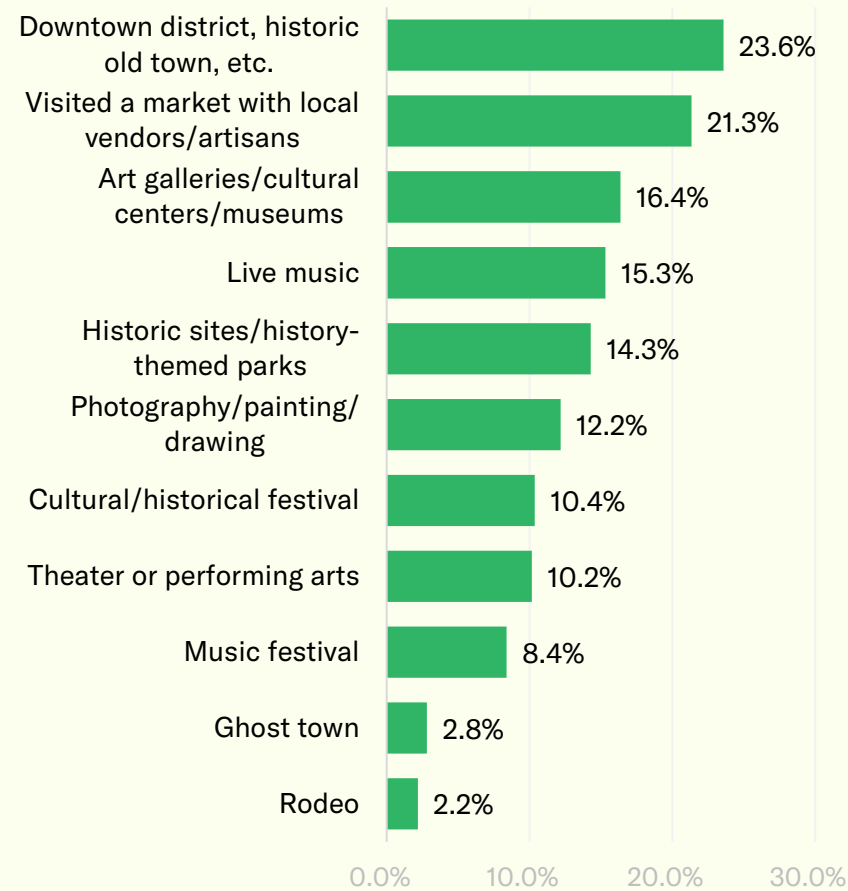
Question: Which of the following eat and drink activities did you do during this trip?

Base: Total respondents (443 completed surveys)

Downtown districts were the top arts & cultural draw for Mt. Hood/CRG region visitors.

On their most recent Oregon trip in 2024-25, visiting a downtown district or historic old town was reported by nearly one in four (23.6%) Mt. Hood/CRG region visitors. This was followed by 21.3% who reported visiting a local market. Notably, in-state visitors were much less likely to have engaged in this activity categories, particularly art galleries/cultural centers/museums (5.7%), photography/painting/drawing (2.5%), and/or cultural/historical festival (2.4%).

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.	23.6%	28.2%	17.4%	23.6%	28.0%	28.2%	69.7%
Visited a market with local vendors/artisans	21.3%	26.1%	12.6%	22.0%	24.6%	25.0%	63.0%
Art galleries/cultural centers/museums	16.4%	19.6%	5.7%	17.8%	19.5%	18.4%	48.3%
Live music	15.3%	15.8%	10.4%	16.4%	18.0%	18.3%	45.2%
Historic sites/history-themed parks	14.3%	10.9%	9.6%	15.9%	17.8%	16.8%	42.2%
Photography/painting/drawing	12.2%	16.3%	2.5%	13.1%	13.2%	13.5%	36.0%
Cultural/historical festival	10.4%	13.2%	2.4%	11.2%	10.9%	11.4%	30.6%
Theater or performing arts	10.2%	10.8%	2.7%	11.4%	10.1%	11.9%	30.0%
Music festival	8.4%	6.2%	4.3%	9.6%	8.2%	9.4%	24.8%
Ghost town	2.8%	1.2%	1.1%	3.6%	4.1%	3.2%	8.3%
Rodeo	2.2%	0.0%	0.0%	3.2%	2.6%	2.3%	6.4%
Base	443	69	79	294	303	339	144

*Small sample size

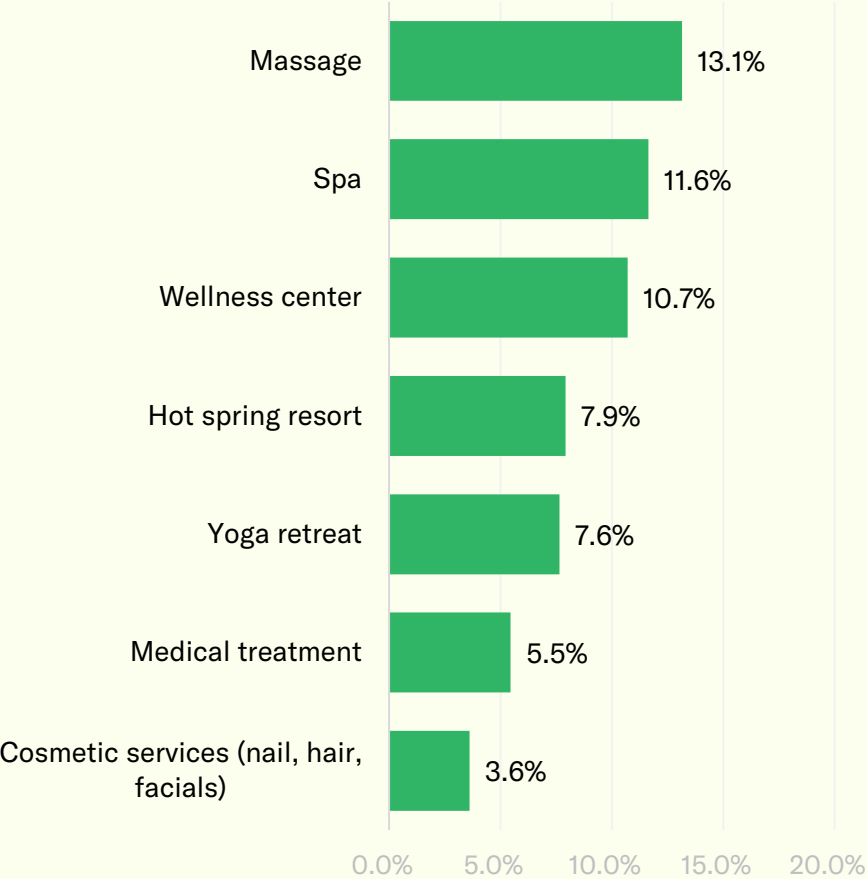
Question: Which of the following arts and cultural heritage related activities did you do on this trip?

Base: Total respondents (443 completed surveys)

Over one in ten Mt. Hood/CRG visitors got a massage or spa treatment.

At 13.1%, getting a massage was the top health & wellness activity participated in among Mt. Hood/CRG region visitors on their 2024-25 trip to Oregon, while a slightly smaller share went to a spa (11.6%), followed by 10.7% who went to a wellness center. Interestingly, Arts & Culture Participants were more likely than other travelers to say they engaged in any of the activities in this category.

Health & Wellness Activities



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Massage	13.1%	12.9%	4.1%	15.4%	14.4%	14.2%	22.5%
Spa	11.6%	12.8%	1.2%	13.9%	13.8%	12.9%	19.4%
Wellness center	10.7%	10.2%	2.7%	12.7%	10.5%	11.0%	18.1%
Hot spring resort	7.9%	6.2%	3.2%	9.5%	6.7%	8.3%	15.8%
Yoga retreat	7.6%	11.7%	0.0%	8.5%	6.9%	8.1%	13.9%
Medical treatment	5.5%	7.9%	1.1%	5.9%	5.8%	6.0%	12.9%
Cosmetic services (nail, hair, facials)	3.6%	3.2%	3.5%	3.8%	5.2%	4.3%	8.1%
Base	443	69	79	294	303	339	144

**Small sample size*

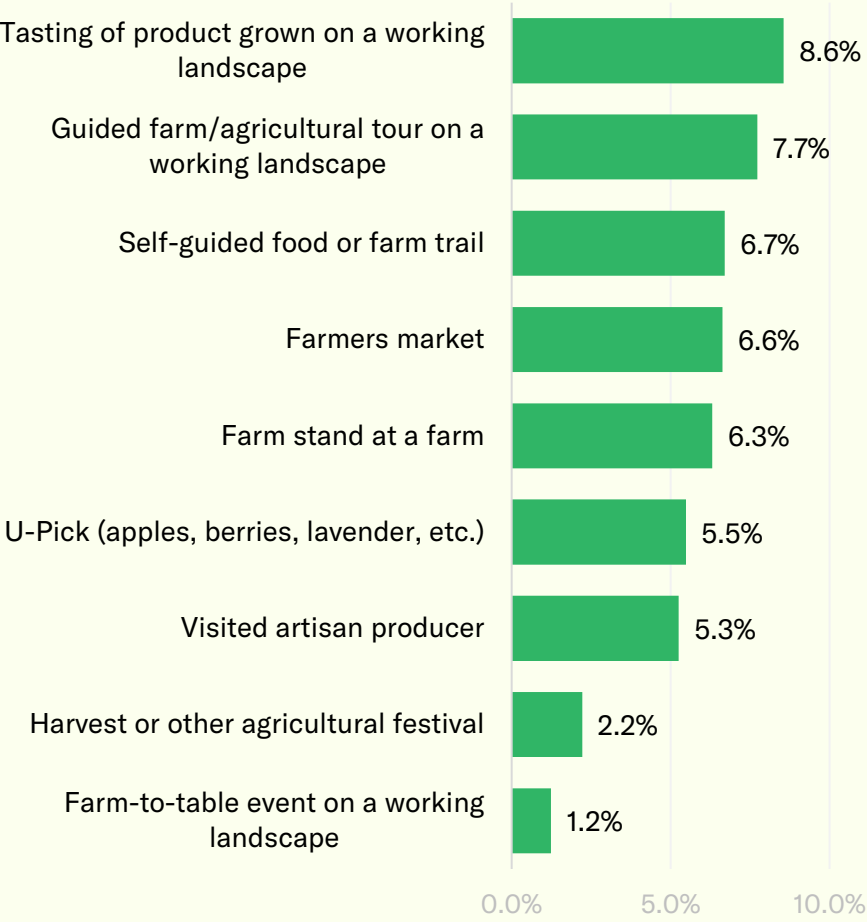
Question: Which of the following health and wellness activities did you do during this trip?

Base: Total respondents (443 completed surveys)

Product tasting and guided farm/agricultural tours were the most popular agritourism activities.

While only a small share of 2024-25 Mt. Hood/CRG region visitors participated in any agritourism activities, product tasting (8.6%) and guided farm/agricultural tours on a working landscape (7.7%) were the most commonly engaged in. Arts & Culture Participants were much more likely to have participated in this category of activities compared to other travelers.

Agritourism Activities



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Tasting of product grown on a working landscape	8.6%	17.3%	3.3%	7.7%	7.9%	7.2%	17.2%
Guided farm/agricultural tour on a working landscape	7.7%	12.1%	3.3%	7.7%	7.8%	6.7%	14.8%
Self-guided food or farm trail	6.7%	12.1%	2.6%	6.4%	5.4%	5.0%	12.5%
Farmers market	6.6%	7.6%	7.6%	6.2%	8.6%	6.1%	13.1%
Farm stand at a farm	6.3%	7.0%	4.0%	6.7%	6.9%	6.4%	14.9%
U-Pick (apples, berries, lavender, etc.)	5.5%	8.9%	4.0%	5.0%	5.6%	4.3%	11.8%
Visited artisan producer	5.3%	5.5%	3.3%	5.7%	5.6%	5.5%	12.6%
Harvest or other agricultural festival	2.2%	0.0%	0.0%	3.3%	3.0%	2.4%	5.9%
Farm-to-table event on a working landscape	1.2%	0.0%	0.0%	1.8%	1.8%	1.6%	3.6%
Base	443	69	79	294	303	339	144

**Small sample size*

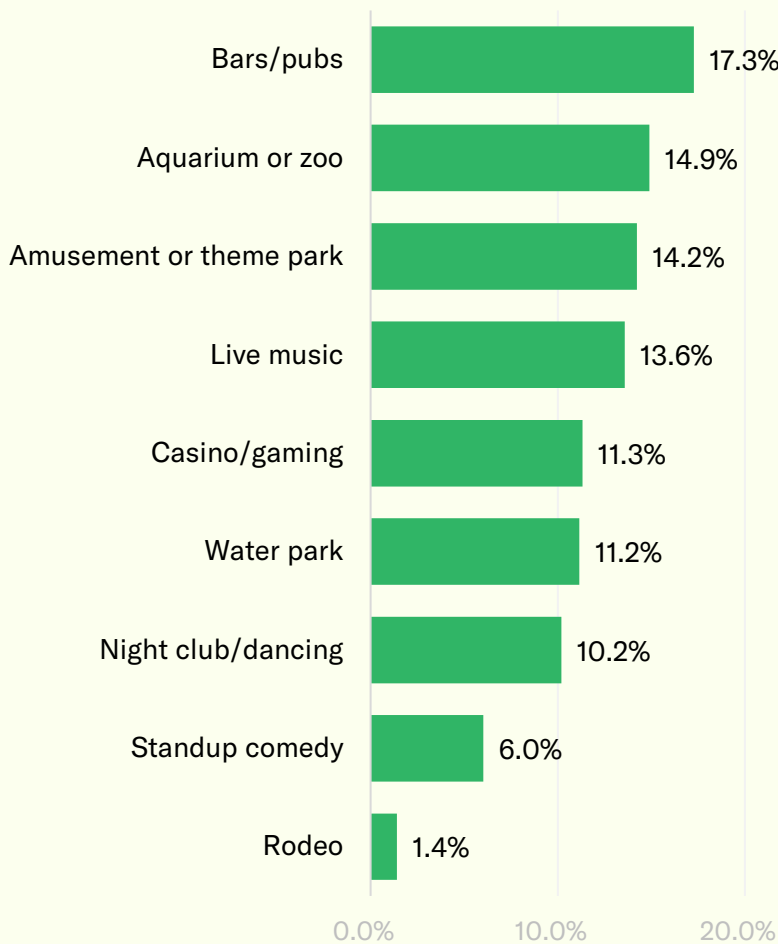
Question: Which of the following agritourism experiences did you partake in during this trip?

Base: Total respondents (443 completed surveys)

Bars and pubs were the most popular attractions and entertainment.

For 2024-25 Mt. Hood/CRG region visitors, 17.3% went to a bar or pub, a slightly smaller share visited an aquarium or zoo (14.9%) and/or an amusement or theme park (14.2%). Arts & Culture Participants were more likely to engage in attractions and entertainment activities, particularly live music (24.1%), while in-state visitors were less likely to have done any activities in this category.

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	17.3%	15.5%	14.5%	18.1%	21.7%	21.0%	24.6%
Aquarium or zoo	14.9%	15.8%	6.6%	16.3%	18.3%	16.8%	20.0%
Amusement or theme park	14.2%	17.6%	2.2%	15.9%	17.5%	16.5%	18.9%
Live music	13.6%	14.8%	7.4%	14.4%	17.8%	16.3%	24.1%
Casino/gaming	11.3%	15.2%	6.7%	11.5%	13.0%	13.5%	15.4%
Water park	11.2%	11.6%	2.0%	12.9%	13.3%	13.5%	18.1%
Night club/dancing	10.2%	12.5%	8.0%	9.8%	12.5%	12.1%	18.4%
Standup comedy	6.0%	6.3%	0.0%	7.4%	6.8%	7.1%	12.5%
Rodeo	1.4%	0.8%	0.0%	1.9%	2.0%	1.8%	4.2%
Base	443	69	79	294	303	339	144

*Small sample size

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

Base: Total respondents (443 completed surveys)

Pro and semi-pro sports teams are the top draw among Mt. Hood/CRG region visitors who engaged with sporting events.

Among 2024-25 Mt. Hood/CRG region visitors, just over one in ten (12.2%) 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 annual sporting events (0.0%), while Arts & Culture Participants were much more likely to have participated in or watched any of these sporting events.



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	12.2%	11.7%	4.5%	13.8%	14.1%	14.3%	19.2%
Annual sporting events for professional and amateur athletes (e.g. marathons, track and field Olympic trials, rodeo)	11.0%	7.7%	0.0%	14.0%	12.3%	12.7%	17.3%
Collegiate and youth sports teams and conferences, tournaments, invitational, or expos	9.3%	9.4%	3.9%	10.2%	9.6%	10.2%	19.8%
Sporting events for outdoor recreation activities (e.g. kayaking, windsurfing, snowboarding)	7.4%	6.9%	0.0%	9.0%	9.7%	8.5%	12.7%
Sporadic sporting events for professional and amateur athletes (e.g. Spartan Races, Professional Golf Association tours)	6.2%	9.6%	2.9%	6.1%	7.3%	6.1%	13.4%
Base	443	69	79	294	303	339	144

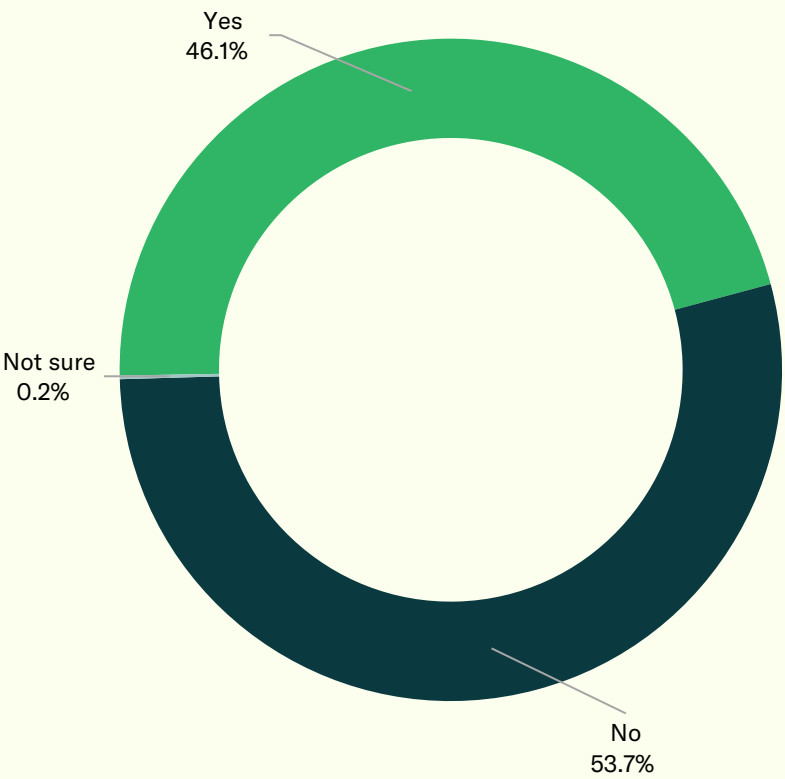
*Small sample size

Question: Which of the following sporting events did you watch or participate in on this trip?
Base: Total respondents (443 completed surveys)

Over four in ten Mt. Hood/CRG region visitors went on a guided tour.

At 46.1%, a sizeable share of 2024-25 Mt. Hood/CRG region visitors participated in a guided tour. Among the segments, nearly two-thirds (64.6%) of Arts & Culture Participants said they went on a guided tour during their trip. In-state visitors to the Portland region were significantly less likely to have done so (9.7%).

Guided Tour Participation



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	46.1%	48.7%	9.7%	53.9%	47.1%	45.9%	64.6%
No	53.7%	51.3%	89.2%	46.1%	52.9%	54.1%	35.4%
Not sure	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Base	443	69	79	294	303	339	144

**Small sample size*

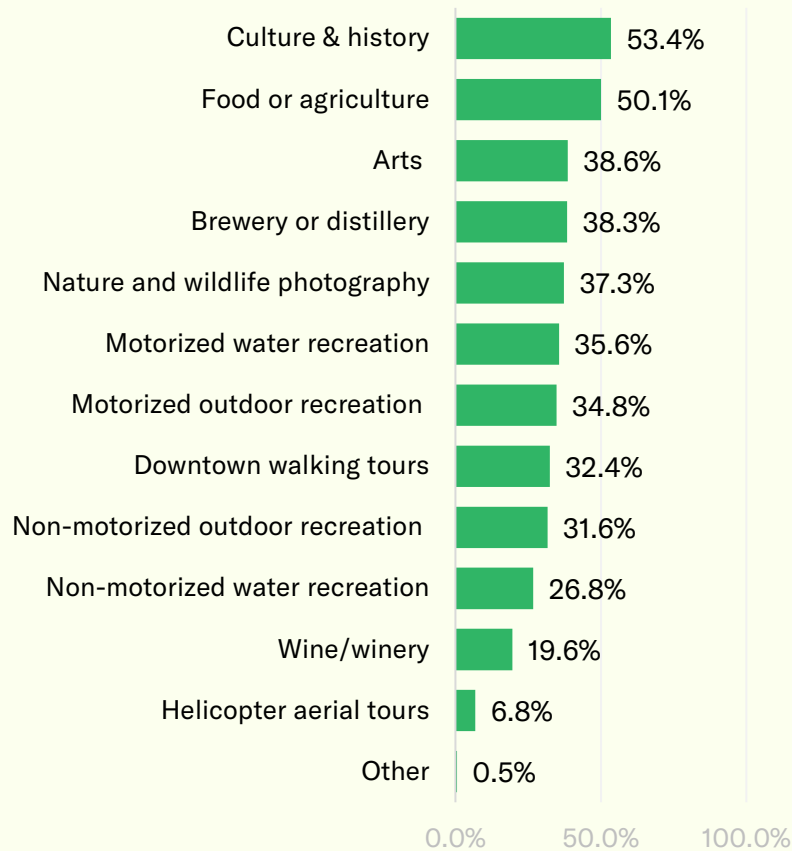
Question: Did you participate in any guided experience/tour (e.g., walking tour of city, river rafting, fishing, hiking with a guide)?

Base: Total respondents (443 completed surveys).

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

Among Mt. Hood/CRG region visitors who took a guided tour on their most recent visit to Oregon, more than half (53.4%) said they took a culture & history tour, followed by half (50.1%) who did a food or agriculture tour. Nearly four in ten took an arts guided tour (38.6%) and/or a guided tour of a brewery or distillery (38.3%). Among the segments, more than half (54.3%) of Arts & Culture Participants engaged in an arts guided tour.

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	53.4%	52.0%	39.5%	54.7%	54.5%	54.7%	65.6%
Food or agriculture	50.1%	65.3%	35.5%	47.6%	50.5%	51.2%	48.4%
Arts	38.6%	42.3%	17.9%	38.2%	38.9%	39.6%	54.3%
Brewery or distillery	38.3%	52.2%	0.0%	36.5%	36.0%	36.1%	48.0%
Nature and wildlife photography	37.3%	37.5%	11.2%	37.9%	43.1%	39.9%	43.2%
Motorized water recreation	35.6%	34.8%	0.0%	36.9%	36.8%	35.5%	40.0%
Motorized outdoor recreation	34.8%	34.1%	9.0%	35.6%	40.2%	37.7%	36.9%
Downtown walking tours	32.4%	32.2%	34.3%	32.6%	39.8%	38.1%	42.2%
Non-motorized outdoor recreation	31.6%	29.4%	28.0%	32.5%	33.3%	36.1%	38.4%
Non-motorized water recreation	26.8%	11.5%	37.0%	29.3%	29.5%	26.4%	29.1%
Wine/winery	19.6%	28.4%	17.9%	17.8%	18.4%	19.5%	16.8%
Helicopter aerial tours	6.8%	8.3%	0.0%	6.8%	7.4%	5.9%	8.8%
Other	0.5%	3.0%	0.0%	0.0%	0.0%	0.7%	1.1%
Base	197	32	8	156	137	150	89

*Small sample size

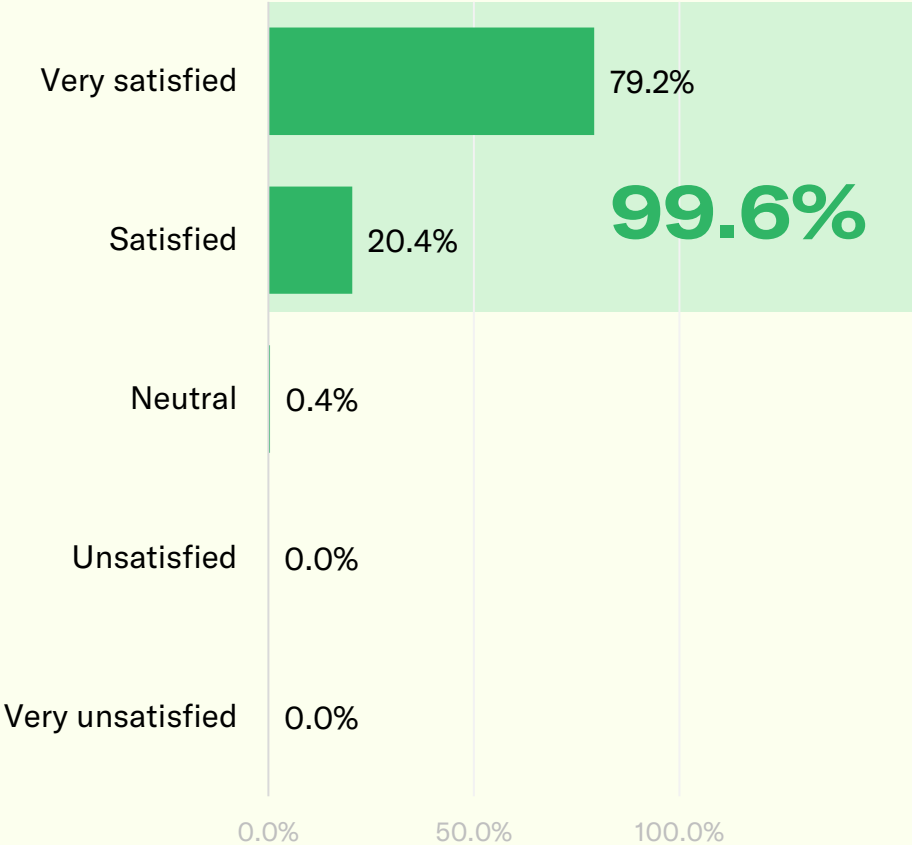
Question: Which best describes the type of guided tour(s) you participated in?

Base: Respondents who participated in a guided tour (197 completed surveys).

Nearly all guided tour participants were satisfied with their experience.

High satisfaction was nearly universal for guided tour participants who visited the Mt. Hood/CRG region, at 99.6%. In fact, nearly eight in ten (79.2%) 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	99.6%	100.0%	88.8%	100.0%	99.5%	99.5%	99.2%
Very satisfied	79.2%	80.4%	67.5%	79.3%	81.1%	81.2%	83.6%
Satisfied	20.4%	19.6%	21.3%	20.7%	18.3%	18.4%	15.6%
Neutral	0.4%	0.0%	11.2%	0.0%	0.5%	0.5%	0.8%
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	197	32	8	156	137	150	89

*Small sample size

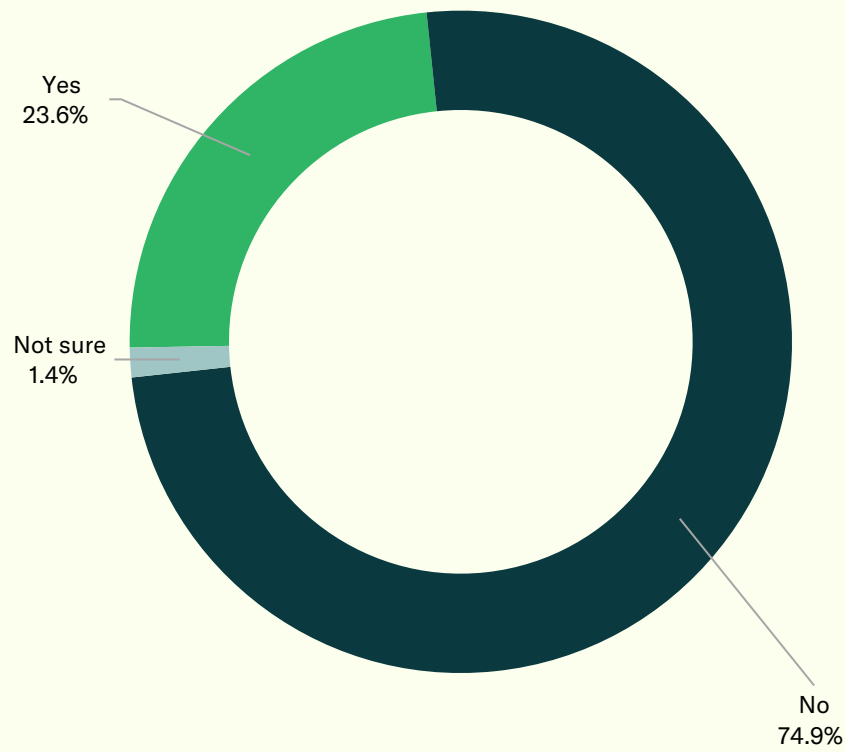
Question: How satisfied were you overall with your guided tour experiences?

Base: Respondents who participated in a guided tour (197 completed surveys).

About one in four Mt. Hood/CRG region visitors traveled with an organized group tour.

Only about one in four (23.6%) of 2024-25 Mt. Hood/CRG region visitors reported that their most recent trip was part of an organized group tour. Among the segments, In-state visitors (3.9%) and Food & Drink Participants (20.6%) were much less likely to have done so.

Organized Group Tour Participation



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	23.6%	34.5%	3.9%	25.3%	21.9%	20.6%	29.0%
No	74.9%	65.5%	94.4%	72.9%	77.3%	78.1%	68.5%
Not sure	1.4%	0.0%	1.6%	1.8%	0.8%	1.2%	2.5%
Base	443	69	79	294	303	339	144

**Small sample size*

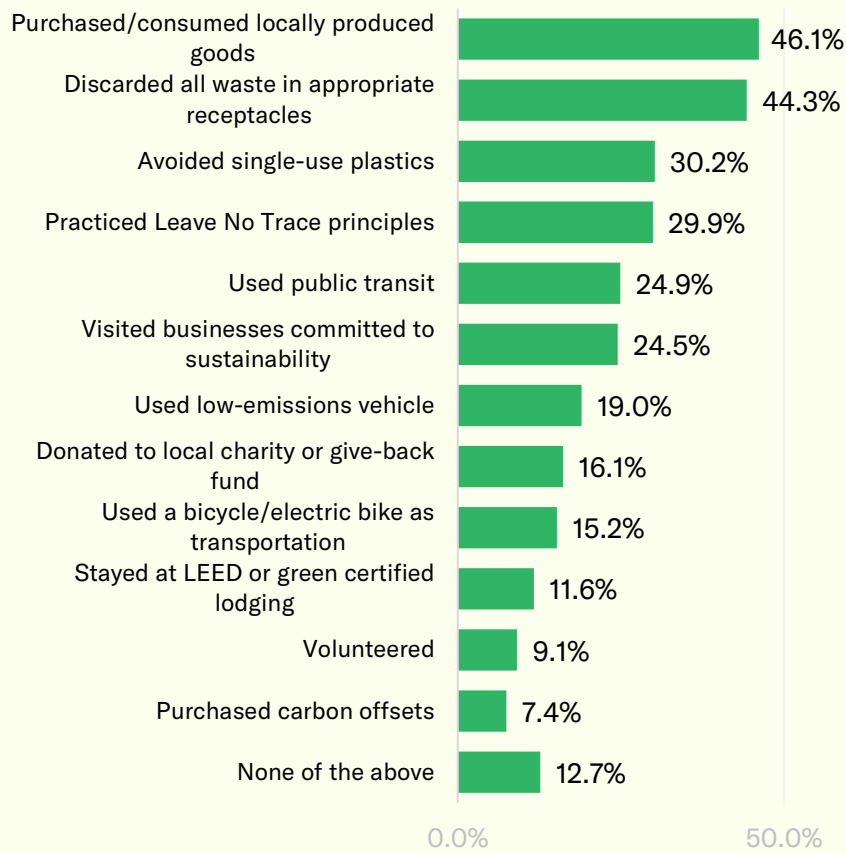
Question: Was your trip part of an organized group tour that was sold & operated by a tour operator (e.g. Backroads, Globus Vacations)?

Base: Total respondents (443 completed surveys)

Most Mt. Hood/CRG region visitors engaged in at least one type of sustainable behavior.

Over eight in ten (87.3%) of Mt. Hood/CRG region visitors said they did at least one of the listed environmentally friendly practices. The largest share reported purchasing or consuming locally produced goods (46.1%), followed by a similar share who discarded all waste in appropriate receptacles (44.3%). Only about three in ten avoided single-use plastics (30.2%) and/or practiced Leave No Trace principles (29.9%). Arts & Culture Participants were more likely than other visitors to have practiced environmentally friendly travel behaviors.

Environmentally Friendly Practices



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Purchased/consumed locally produced goods	46.1%	50.8%	44.5%	45.2%	53.4%	49.6%	53.1%
Discarded all waste in appropriate receptacles	44.3%	39.3%	64.9%	40.4%	46.4%	46.7%	46.5%
Avoided single-use plastics	30.2%	42.6%	33.2%	26.2%	35.2%	31.7%	44.7%
Practiced Leave No Trace principles	29.9%	33.7%	45.9%	24.9%	35.6%	31.3%	33.1%
Used public transit	24.9%	29.8%	11.9%	26.5%	26.7%	25.7%	38.0%
Visited businesses committed to sustainability	24.5%	26.7%	19.8%	24.9%	28.9%	26.3%	37.6%
Used low-emissions vehicle	19.0%	19.8%	17.4%	18.9%	18.7%	20.8%	32.7%
Donated to local charity or give-back fund	16.1%	26.1%	4.0%	16.2%	16.3%	15.9%	23.2%
Used a bicycle/electric bike as transportation	15.2%	18.4%	10.2%	15.6%	15.4%	15.6%	22.0%
Stayed at LEED or green certified lodging	11.6%	15.1%	8.7%	11.2%	11.9%	12.3%	18.7%
Volunteered	9.1%	12.2%	2.0%	10.0%	6.6%	8.2%	12.2%
Purchased carbon offsets	7.4%	9.5%	1.1%	8.4%	7.9%	7.8%	11.9%
None of the above	12.7%	5.2%	15.9%	13.8%	13.1%	10.6%	6.4%
Base	443	69	79	294	303	339	144

*Small sample size

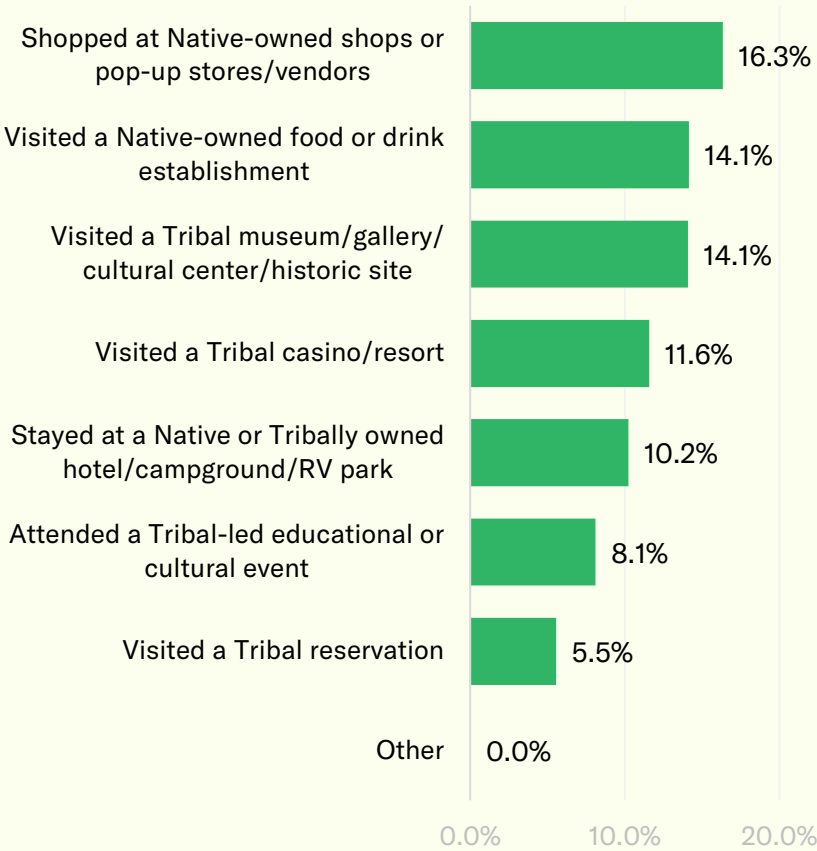
Question: Which of the following did you do for or during your Oregon trip? (Select all that apply)
Base: Total respondents (443 completed surveys)

Detailed Findings: Native American Tourism

Of Mt. Hood/CRG region visitors in 2024-25, 26.9% participated in Native American tourism.

At 16.3%, shopping at Native-owned shops or pop-up stores or vendors was the most common experience in this category, followed by 14.1% who visited a Native-owned food or drink establishment and/or visited a Tribal museum/gallery/cultural center/historic site. Arts & Culture Participants and out-of-state visitors were more likely to have engaged in most of the Native American tourism experiences listed.

Native American Tourism Experiences



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Shopped at Native-owned shops or pop-up stores/vendors	16.3%	16.2%	5.7%	18.6%	15.6%	16.8%	27.7%
Visited a Native-owned food or drink establishment	14.1%	14.7%	2.2%	16.5%	15.9%	14.0%	22.9%
Visited a Tribal museum/gallery/cultural center/historic site	14.1%	15.6%	5.4%	15.4%	12.3%	13.8%	25.3%
Visited a Tribal casino/resort	11.6%	10.7%	4.9%	13.4%	10.7%	11.7%	17.2%
Stayed at a Native or Tribally owned hotel/campground/RV park	10.2%	11.5%	1.2%	11.7%	11.1%	9.9%	18.4%
Attended a Tribal-led educational or cultural event	8.1%	10.3%	0.0%	9.2%	9.3%	8.8%	17.0%
Visited a Tribal reservation	5.5%	2.2%	4.5%	6.6%	6.9%	6.1%	9.6%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	443	69	79	294	303	339	144

*Small sample size

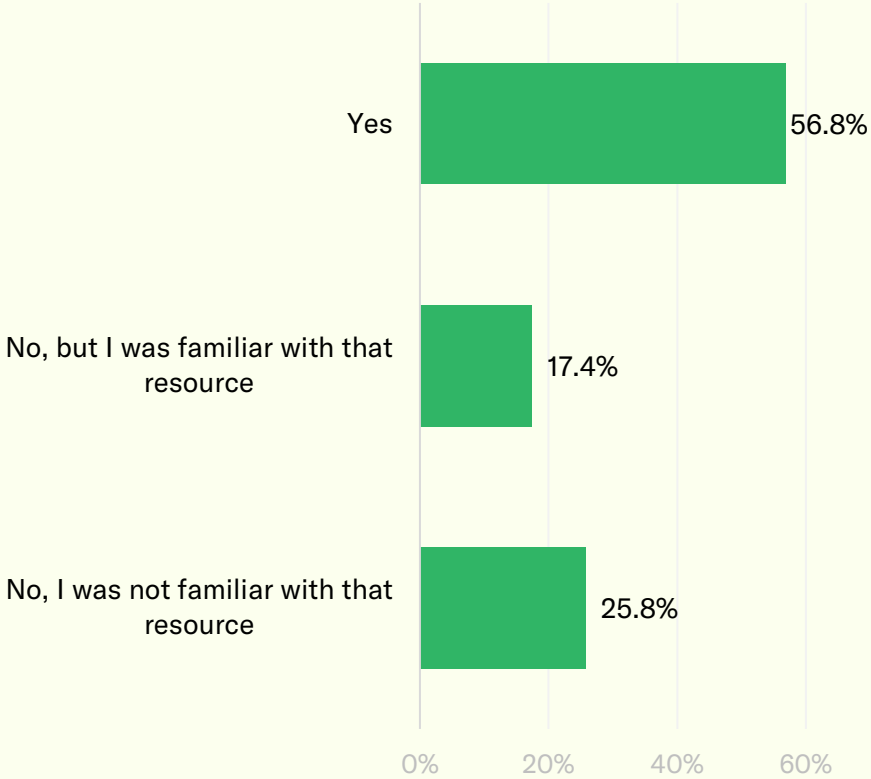
Question: What kind of activities did you participate in related to Native American tourism?

Base: Total respondents (443 completed surveys)

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

At 56.8%, most Mt. Hood/CRG region visitors who participated in any Native American tourism activities said they used the Travel Guide to Oregon Indian Country. Under one in five (17.4%) did not use the resource even though they were already familiar with it, while one in four (25.8%) 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	56.8%	54.2%	9.6%	62.2%	57.0%	56.3%	57.4%
No, but I was familiar with that resource	17.4%	26.1%	16.6%	15.4%	15.0%	17.6%	19.4%
No, I was not familiar with that resource	25.8%	19.7%	73.8%	22.4%	28.0%	26.1%	23.2%
Base	123	23	12	87	79	91	54

*Small sample size

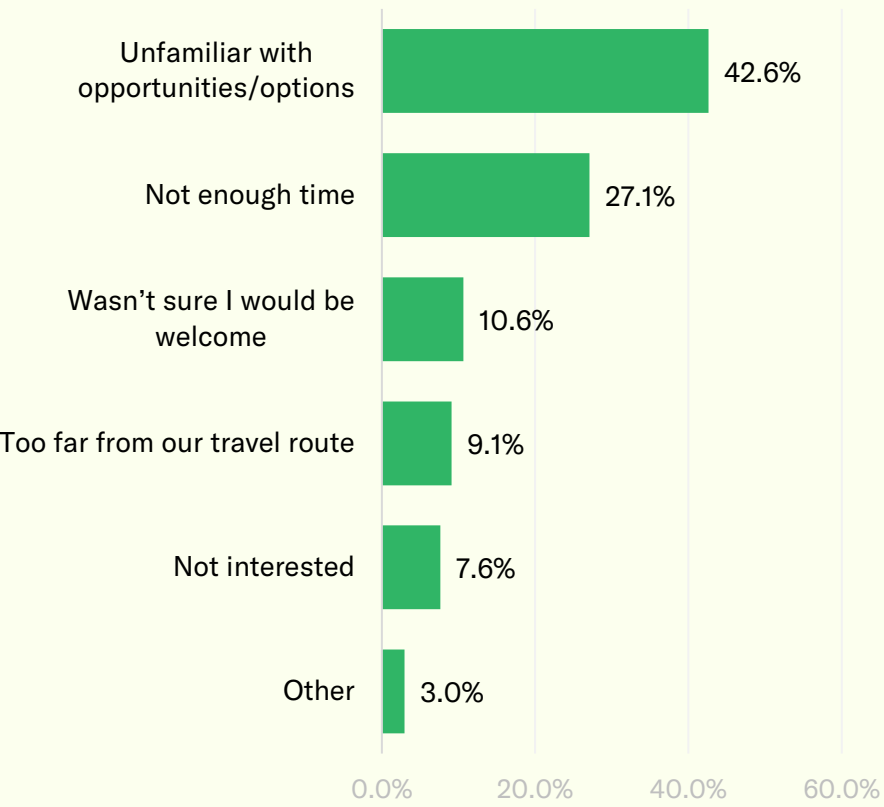
Question: Did you use the Travel Guide to Oregon Indian Country? [Indian Travel Guide]

Base: Respondents who participated in any Native American tourism activities (123 completed surveys).

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

Among Mt. Hood/CRG region visitors who did not participate in any Native American Tourism experiences, the top reason for this was a lack of familiarity with opportunities and options (42.6%). One in four (27.1%) said they did not have enough time, while one in ten (10.6%) were not sure if they would be welcome. Unfamiliarity was highest among Outdoor Recreation Participants (48.5%)

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	42.6%	34.9%	41.0%	44.9%	48.5%	45.2%	44.3%
Not enough time	27.1%	27.5%	19.4%	29.2%	24.0%	27.1%	30.0%
Wasn't sure I would be welcome	10.6%	20.8%	9.1%	8.7%	10.4%	9.7%	10.3%
Too far from our travel route	9.1%	6.9%	8.0%	9.9%	9.4%	8.3%	8.3%
Not interested	7.6%	10.0%	13.6%	5.4%	5.0%	7.0%	3.9%
Other	3.0%	0.0%	8.9%	2.0%	2.6%	2.8%	3.2%
Base	311	45	65	201	219	243	87

**Small sample size*

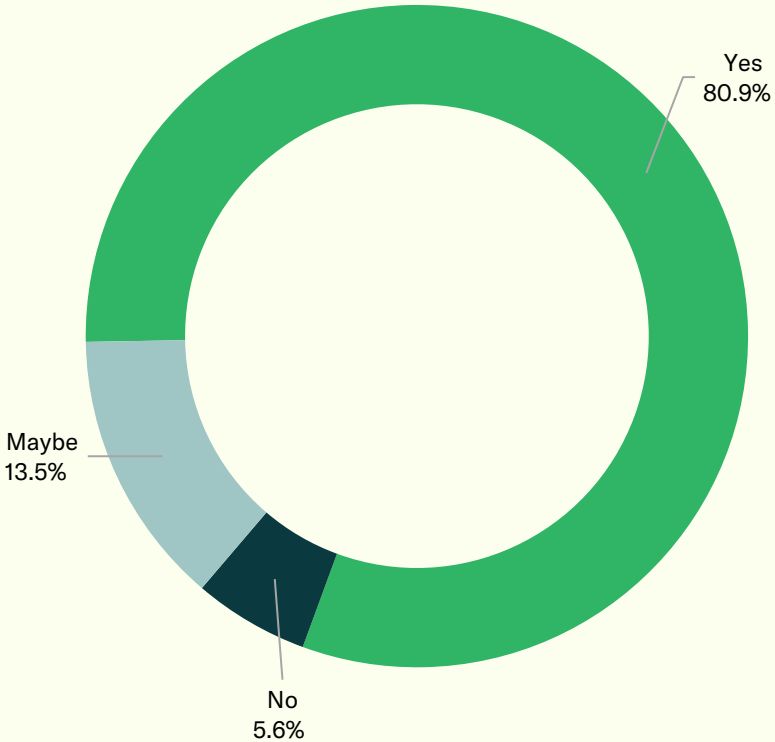
Question: (Optional) Travel Oregon works with the 9 federally recognized Tribes of Oregon to help develop tourism experiences. In order to support this work, we would like to know if there was a particular reason your trip did not include Native American tourism experiences?

Base: Respondents who did not participate in any Native American tourism activities (311 completed surveys).

Over eight in ten Mt. Hood/CRG region visitors would consider a Native American Tourism experience in the future.

At 80.9%, there is strong interest in engaging in Native American tourism experiences in the future if more information is available. This consideration was highest among Arts & Culture Participants (87.6%), but notably lower for in-state visitors for the Mt. Hood/CRG region (62.8%), though the latter is open to the possibility, with 25.2% saying they might consider it.

Future Native American Tourism Consideration



By Segment

= statistically significantly higher than given segment's counterpart

= statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Yes	80.9%	87.1%	62.8%	84.6%	83.9%	84.2%	87.6%
No	5.6%	1.5%	12.0%	4.8%	3.6%	2.9%	5.5%
Maybe	13.5%	11.4%	25.2%	10.6%	12.5%	12.9%	6.8%
Base	320	46	67	207	224	248	90

*Small sample size

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

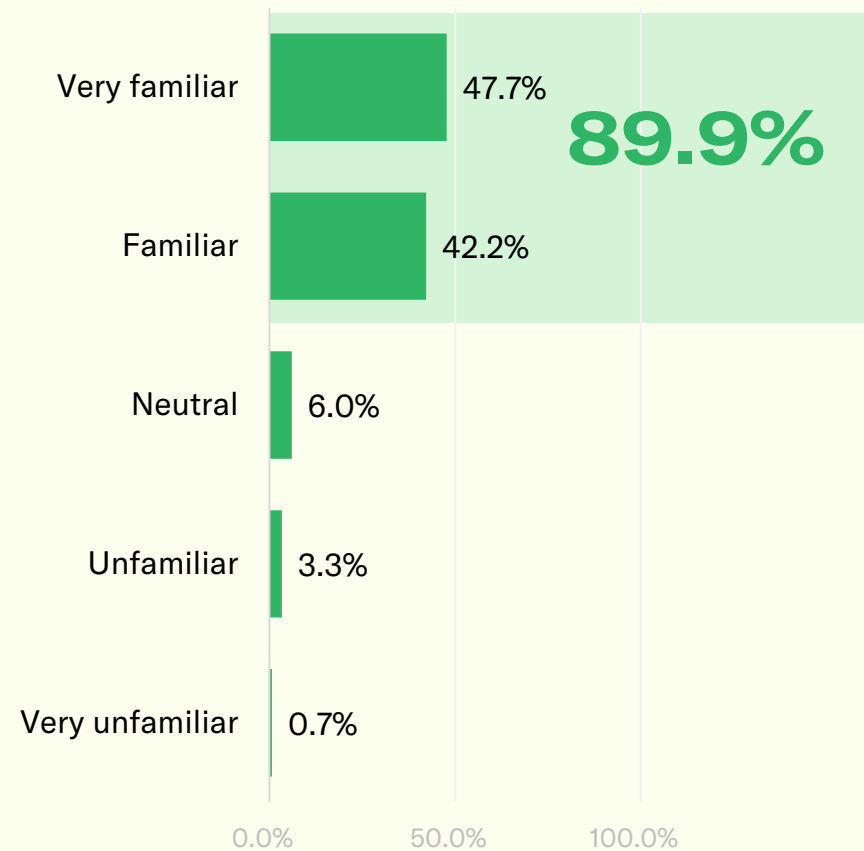
Base: Respondents who did not participate in any Native American tourism activities (320 completed surveys).

Detailed Findings: Perceptions & Motivations

Familiarity with Oregon rates highly among Mt. Hood/CRG region visitors.

Nearly nine in ten (89.9%) Mt. Hood/CRG visitors said they feel familiar or very familiar with the state of Oregon. This was highest among Arts & Culture Participants (93.1%).

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	89.9%	90.9%	90.6%	89.5%	92.4%	91.6%	93.1%
Very familiar	47.7%	53.7%	54.2%	44.6%	48.0%	48.7%	53.6%
Familiar	42.2%	37.3%	36.3%	45.0%	44.3%	42.9%	39.5%
Neutral	6.0%	4.9%	4.1%	6.8%	4.2%	5.3%	3.0%
Unfamiliar	3.3%	3.1%	5.3%	2.9%	3.4%	2.8%	3.9%
Very unfamiliar	0.7%	1.0%	0.0%	0.8%	0.0%	0.2%	0.0%
Base	443	69	79	294	303	339	144

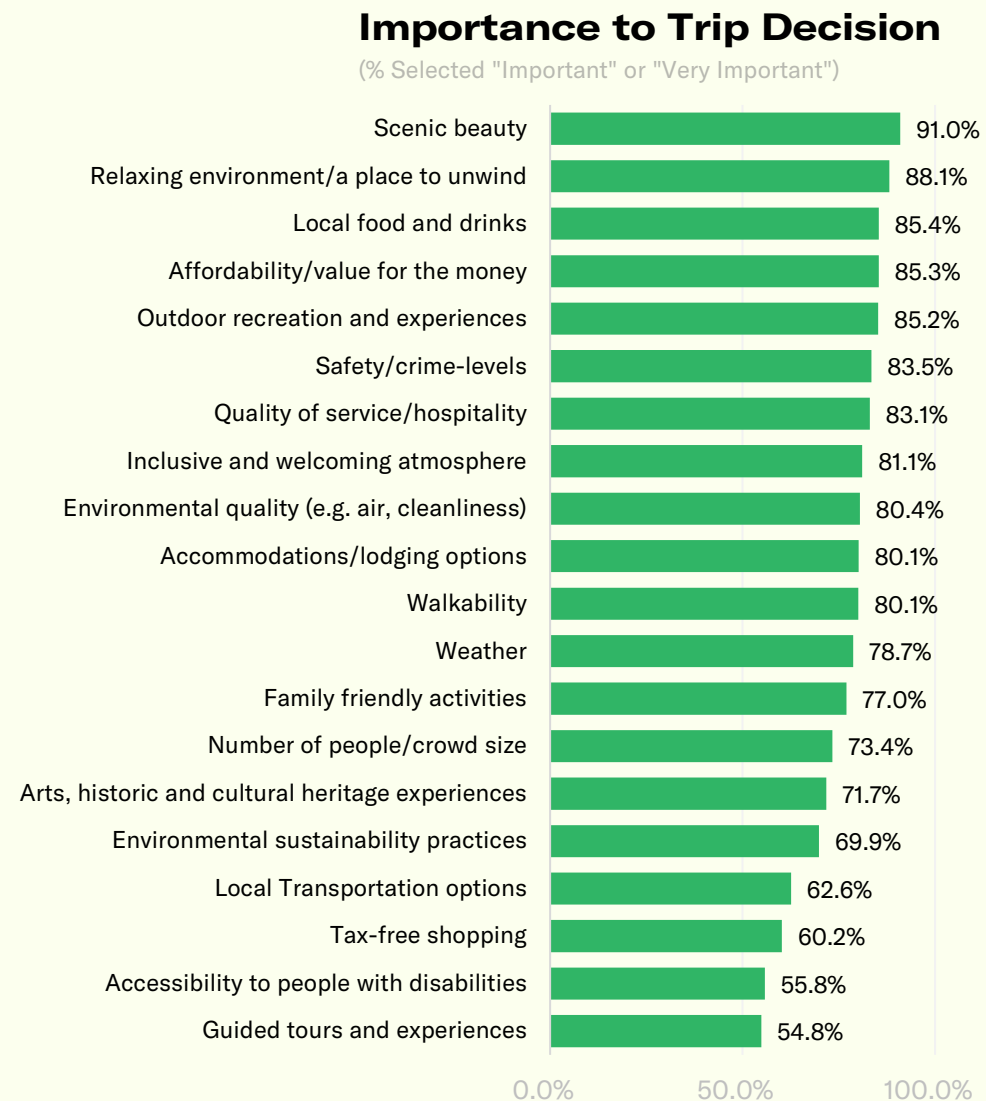
**Small sample size*

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

Base: Total respondents (443 completed surveys).

Scenic beauty and relaxation rank highest as trip motivators.

Over nine in ten Mt. Hood/CRG visitors said that scenic beauty (91.0%) is an important driver for why they took their most recent trip to Oregon in 2024-25, followed by a relaxing environment/a place to unwind (88.1%). The other top factors that played a key role in their trip decision include local food and drinks (85.4%), affordability/value for the money (85.3%) and/or outdoor recreation and experiences (85.2%).



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

Base: Total respondents (443 completed surveys)

Environmental sustainability practices were more likely to be important to Arts & Culture Participants when deciding to travel to Oregon.

Importance to Trip Decision by Segment

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

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	91.0%	91.2%	91.0%	90.8%	93.9%	93.9%	93.6%
Relaxing environment/a place to unwind	88.1%	92.5%	89.5%	86.7%	92.1%	90.2%	90.8%
Local food and drinks	85.4%	85.4%	78.9%	86.8%	86.3%	90.0%	91.2%
Affordability/value for the money	85.3%	89.1%	86.1%	84.2%	88.8%	87.4%	85.8%
Outdoor recreation and experiences	85.2%	92.4%	79.8%	84.7%	92.5%	87.8%	86.6%
Safety/crime-levels	83.5%	91.7%	75.6%	83.3%	86.3%	85.4%	82.3%
Quality of service/hospitality	83.1%	82.3%	78.3%	84.4%	85.0%	85.7%	90.5%
Inclusive and welcoming atmosphere	81.1%	78.4%	79.8%	82.0%	87.8%	84.0%	87.7%
Environmental quality (e.g. air, cleanliness)	80.4%	80.5%	82.4%	79.9%	86.1%	81.9%	88.3%
Accommodations/lodging options	80.1%	87.3%	66.5%	81.5%	82.2%	81.2%	86.2%
Walkability	80.1%	86.8%	78.6%	78.7%	83.2%	81.8%	84.7%
Weather	78.7%	81.7%	69.9%	80.0%	80.8%	80.3%	82.4%
Family friendly activities	77.0%	85.1%	60.8%	78.7%	79.6%	79.2%	83.1%
Number of people/crowd size	73.4%	81.9%	68.1%	72.4%	74.3%	74.6%	79.6%
Arts, historic and cultural heritage experiences	71.7%	73.8%	65.9%	72.5%	75.0%	74.1%	84.9%
Environmental sustainability practices	69.9%	83.8%	62.7%	68.0%	73.8%	71.5%	82.9%
Local Transportation options	62.6%	67.5%	39.6%	66.6%	63.6%	63.7%	72.4%
Tax-free shopping	60.2%	65.0%	53.3%	60.5%	60.8%	62.2%	66.7%
Accessibility to people with disabilities	55.8%	64.1%	52.3%	54.4%	54.3%	53.8%	63.3%
Guided tours and experiences	54.8%	62.1%	25.9%	59.7%	55.7%	55.3%	67.5%
Base	443	69	79	294	303	339	144

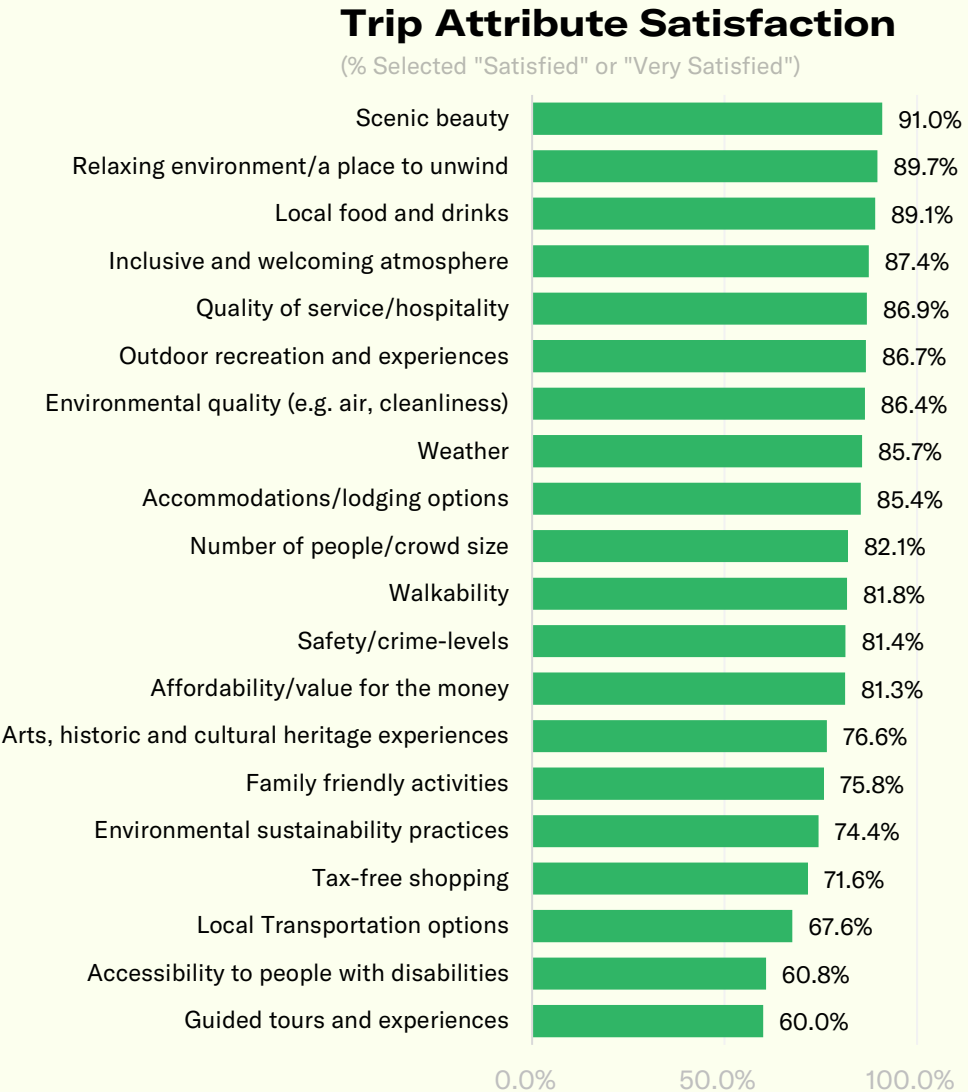
*Small sample size

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

Base: Total respondents (443 completed surveys)

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

Oregon rates favorably overall for all trip attributes, with more than half of Mt. Hood/CRG region visitors in 2024-25 saying they were satisfied or very satisfied with these elements of their trip. Satisfaction levels were highest for scenic beauty (91.0%), followed by a relaxing environment/a place to unwind (89.7%) and local food and drinks (89.1%).



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

Base: Total respondents (443 completed surveys).

Food & Drink Participants were more likely to be satisfied with most of the attributes, while satisfaction ratings from Outdoor Recreation Participants were similarly high.

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	91.0%	88.5%	91.7%	91.4%	93.6%	94.2%	94.1%
Relaxing environment/a place to unwind	89.7%	93.5%	90.8%	88.5%	92.8%	93.0%	89.2%
Local food and drinks	89.1%	90.1%	80.8%	90.8%	89.7%	92.5%	92.7%
Inclusive and welcoming atmosphere	87.4%	91.3%	76.6%	89.0%	89.2%	90.0%	88.8%
Quality of service/hospitality	86.9%	91.2%	81.3%	87.2%	89.1%	91.0%	89.8%
Outdoor recreation and experiences	86.7%	85.4%	82.9%	87.9%	91.9%	91.0%	93.0%
Environmental quality (e.g. air, cleanliness)	86.4%	88.4%	83.6%	86.5%	91.2%	90.2%	86.9%
Weather	85.7%	92.3%	79.4%	85.5%	88.9%	88.9%	84.8%
Accommodations/lodging options	85.4%	92.6%	74.9%	86.0%	88.1%	89.9%	90.9%
Number of people/crowd size	82.1%	88.8%	67.8%	83.7%	84.8%	85.9%	85.8%
Walkability	81.8%	84.6%	78.5%	81.8%	86.2%	84.2%	82.2%
Safety/crime-levels	81.4%	82.0%	74.6%	82.8%	82.9%	84.5%	84.6%
Affordability/value for the money	81.3%	79.8%	72.6%	83.7%	84.1%	84.8%	82.4%
Arts, historic and cultural heritage experiences	76.6%	88.7%	65.6%	76.1%	79.8%	79.5%	86.2%
Family friendly activities	75.8%	85.6%	64.7%	76.2%	81.1%	80.2%	81.1%
Environmental sustainability practices	74.4%	78.0%	71.5%	74.2%	78.6%	76.7%	81.6%
Tax-free shopping	71.6%	71.1%	68.6%	72.4%	73.3%	73.5%	76.4%
Local Transportation options	67.6%	74.9%	48.4%	70.2%	69.1%	69.5%	78.1%
Accessibility to people with disabilities	60.8%	68.7%	49.4%	61.7%	62.2%	62.7%	70.0%
Guided tours and experiences	60.0%	70.9%	34.3%	63.3%	61.2%	62.4%	70.0%
Base	443	69	79	294	303	339	144

*Small sample size

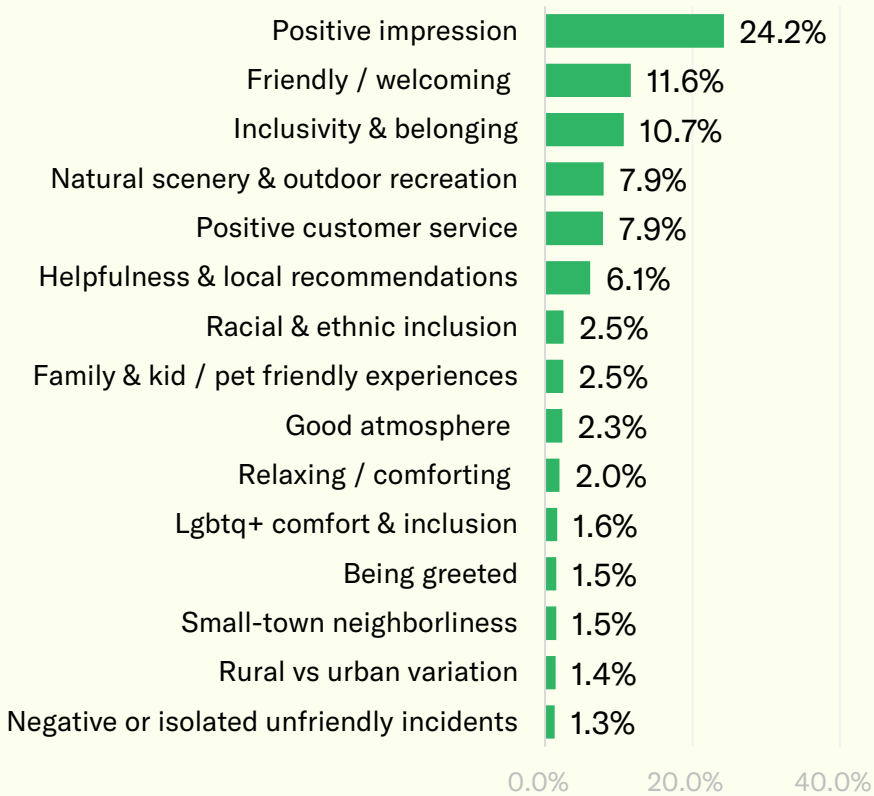
Question: How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (443 completed surveys)

One in four Mt. Hood/CRG region visitors said a positive impression of the destination impacted satisfaction with the inclusive and welcoming atmosphere.

At 24.2%, mentions of a general positive impression were the most-cited reason why Mt. Hood/CRG 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 (11.6%).

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



By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Positive impression	24.2%	20.1%	14.9%	27.5%	22.1%	24.7%	24.8%
Friendly / welcoming	11.6%	6.9%	14.8%	12.4%	10.6%	13.3%	11.0%
Inclusivity & belonging	10.7%	13.9%	13.6%	9.1%	11.7%	10.4%	8.4%
Natural scenery & outdoor recreation	7.9%	10.8%	3.5%	8.0%	8.3%	6.4%	6.0%
Positive customer service	7.9%	4.4%	5.7%	9.4%	7.2%	6.1%	5.9%
Helpfulness & local recommendations	6.1%	6.1%	7.7%	5.8%	4.6%	7.4%	7.3%
Racial & ethnic inclusion	2.5%	2.1%	2.6%	2.6%	3.1%	2.5%	2.3%
Family & kid / pet friendly experiences	2.5%	1.8%	0.0%	3.2%	2.9%	3.0%	3.5%
Good atmosphere	2.3%	4.0%	0.0%	2.3%	2.4%	2.8%	0.7%
Relaxing / comforting	2.0%	5.0%	2.2%	1.0%	2.3%	1.9%	2.5%
Lgbtq+ comfort & inclusion	1.6%	4.8%	2.6%	0.5%	1.7%	0.8%	1.9%
Being greeted	1.5%	3.3%	0.0%	1.3%	1.6%	1.8%	1.9%
Small-town neighborliness	1.5%	2.5%	3.1%	0.9%	2.1%	1.8%	3.6%
Rural vs urban variation	1.4%	0.0%	1.8%	1.8%	1.6%	1.7%	2.0%
Negative or isolated unfriendly incidents	1.3%	0.0%	2.2%	1.5%	1.8%	1.3%	0.0%
Base	246	47	39	160	180	202	86

*Small sample size

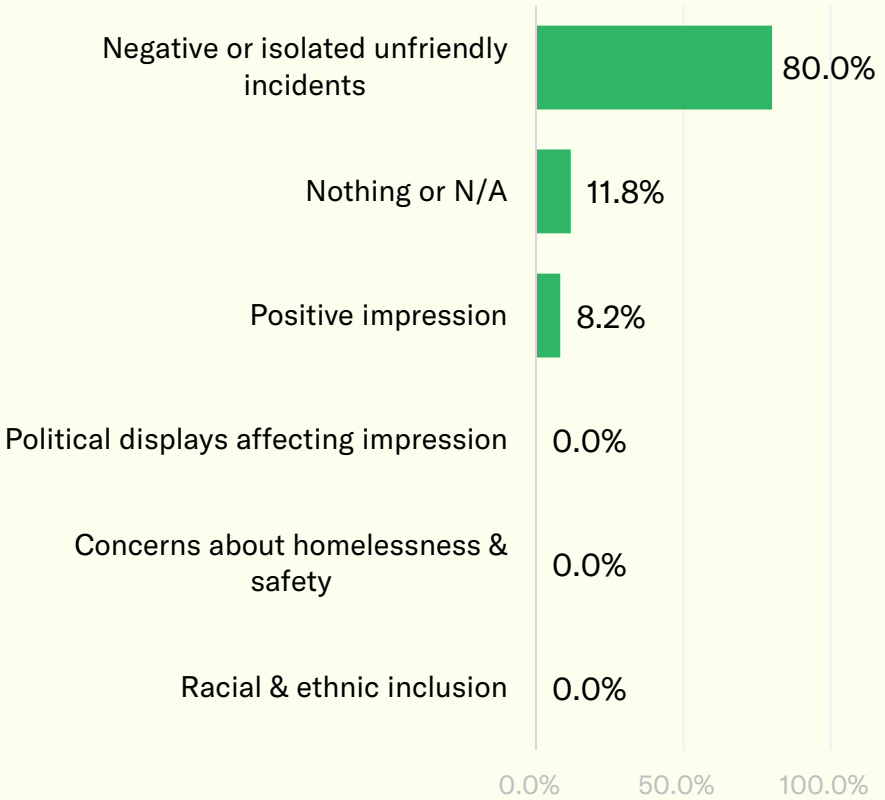
Question: (Optional) You shared that you were ____ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

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

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

Among the scant 6 respondents who shared why they said they were unsatisfied with the state’s inclusive and welcoming atmosphere, 80.0% cited a negative or isolated unfriendly incidents.

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



By Segment

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

	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Negative or isolated unfriendly incidents	80.0%	0.0%	100.0%	77.4%	100.0%	100.0%	100.0%
Nothing or N/A	11.8%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%
Positive impression	8.2%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%
Political displays affecting impression	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Concerns about homelessness & safety	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Racial & ethnic inclusion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	6	0	1	5	3	3	3

**Small sample size*

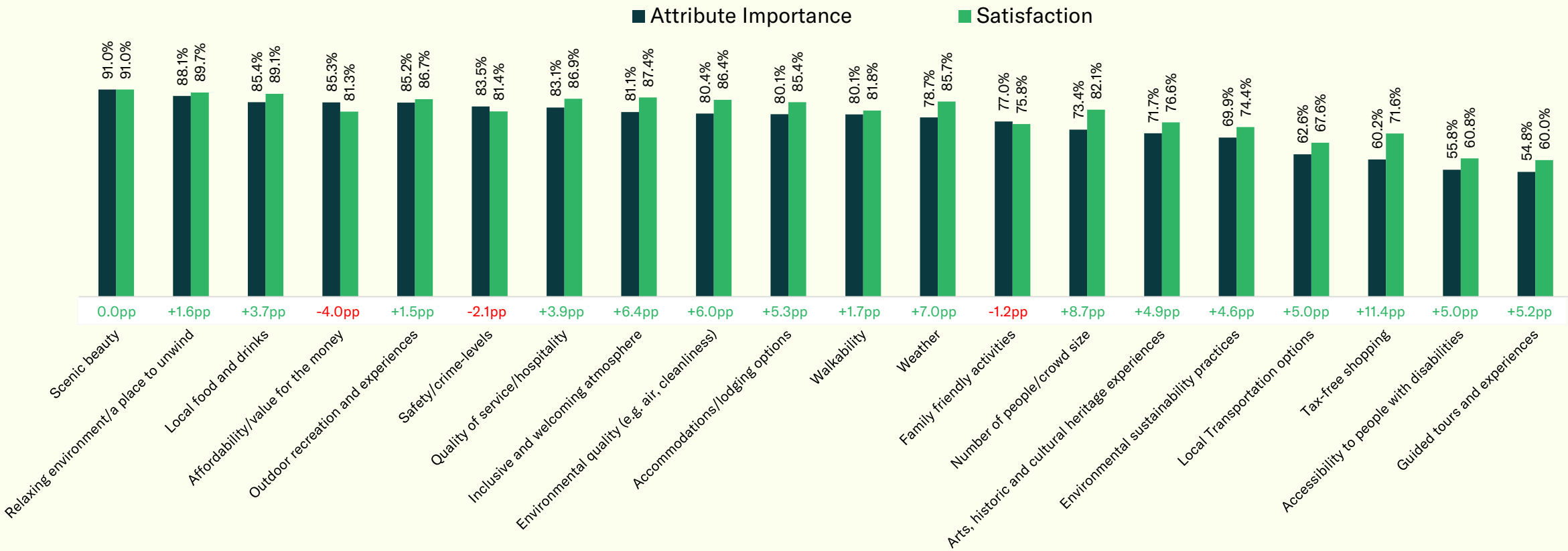
Question: (Optional) You shared that you were ____ with Oregon’s Inclusive and Welcoming Atmosphere. Please tell us why you selected that option, providing specific examples if you have any.

Base: Respondents who selected “unsatisfied” or “very unsatisfied” for Oregon’s Inclusive and Welcoming atmosphere (6 completed surveys)

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

In the chart below, the blue bars represent how important was each attribute in a visitor's decision to take a trip, while the green bar represents their satisfaction. This helps visually indicate gaps between importance and satisfaction. The only negative gaps between importance as a trip motivator and satisfaction level was for affordability/value for money (-4.0 percentage points), safety/crime levels (-2.1 percentage points), and family friendly activities (-1.2 percentage points). Across all other attributes, 2024-25 Mt. Hood/CRG region visitors' satisfaction was on par or even in some instances – such as crowd size and tax-free shopping – outpaced how important those elements were for their decision to visit Oregon.

Attribute Importance vs Satisfaction



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

Base: Total respondents (443 completed surveys)

Affordability concerns represent the biggest opportunity audience to improve the Oregon experience across all segments of Mt. Hood/CRG region visitors, but Canadians report the biggest gap in safety perceptions..

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

Attribute Importance vs Satisfaction by Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Scenic beauty	+0.0pp	-2.6pp	+0.7pp	+0.5pp	-0.3pp	+0.3pp	+0.5pp
Relaxing environment/a place to unwind	+1.6pp	+1.0pp	+1.3pp	+1.8pp	+0.7pp	+2.8pp	-1.6pp
Local food and drinks	+3.7pp	+4.7pp	+1.9pp	+3.9pp	+3.4pp	+2.5pp	+1.6pp
Affordability/value for the money	-4.0pp	-9.2pp	-13.5pp	-0.5pp	-4.7pp	-2.6pp	-3.5pp
Outdoor recreation and experiences	+1.5pp	-7.0pp	+3.2pp	+3.2pp	-0.5pp	+3.3pp	+6.4pp
Safety/crime-levels	-2.1pp	-9.8pp	-1.0pp	-0.5pp	-3.5pp	-0.8pp	+2.3pp
Quality of service/hospitality	+3.9pp	+8.9pp	+3.0pp	+2.8pp	+4.1pp	+5.3pp	-0.7pp
Inclusive and welcoming atmosphere	+6.4pp	+12.9pp	-3.2pp	+7.0pp	+1.4pp	+6.0pp	+1.2pp
Environmental quality (e.g. air, cleanliness)	+6.0pp	+7.9pp	+1.3pp	+6.6pp	+5.1pp	+8.3pp	-1.4pp
Accommodations/lodging options	+5.3pp	+5.4pp	+8.4pp	+4.6pp	+5.9pp	+8.7pp	+4.7pp
Walkability	+1.7pp	-2.2pp	-0.1pp	+3.1pp	+3.0pp	+2.3pp	-2.4pp
Weather	+7.0pp	+10.6pp	+9.5pp	+5.5pp	+8.1pp	+8.6pp	+2.4pp
Family friendly activities	-1.2pp	+0.5pp	+3.9pp	-2.5pp	+1.6pp	+1.0pp	-2.0pp
Number of people/crowd size	+8.7pp	+6.9pp	-0.3pp	+11.3pp	+10.5pp	+11.3pp	+6.2pp
Arts, historic and cultural heritage experiences	+4.9pp	+14.9pp	-0.3pp	+3.6pp	+4.8pp	+5.5pp	+1.4pp
Environmental sustainability practices	+4.6pp	-5.8pp	+8.8pp	+6.1pp	+4.8pp	+5.2pp	-1.3pp
Local Transportation options	+5.0pp	+7.4pp	+8.8pp	+3.6pp	+5.4pp	+5.8pp	+5.7pp
Tax-free shopping	+11.4pp	+6.0pp	+15.3pp	+11.9pp	+12.6pp	+11.3pp	+9.7pp
Accessibility to people with disabilities	+5.0pp	+4.6pp	-2.9pp	+7.3pp	+7.9pp	+8.9pp	+6.7pp
Guided tours and experiences	+5.2pp	+8.8pp	+8.4pp	+3.6pp	+5.6pp	+7.1pp	+2.5pp
Base	443	69	79	294	303	339	144

*Small sample size

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

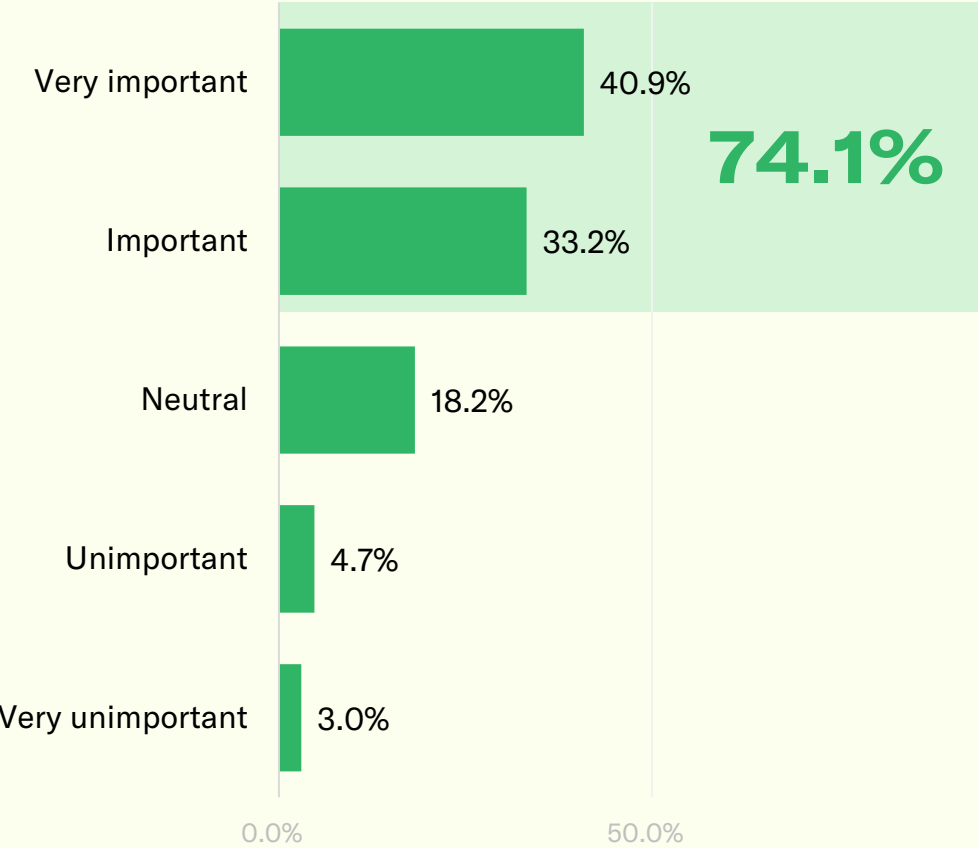
How satisfied are you with each of the following about your trip experience within Oregon?

Base: Total respondents (443 completed surveys)

Three-fourths of Mt. Hood/CRG region visitors say the environmental impact of their travels are important to their trip planning process.

At 74.1%, most 2024-25 Mt. Hood/CRG region visitors take into account their travels’ environmental impact when planning, with more than four in ten (40.9%) saying this is very important. Among the segments, environmental impact was most important for Arts & Culture Participants (83.6%), but least importance for in-state visitors (65.0%).

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	74.1%	82.0%	65.0%	74.1%	76.9%	76.0%	83.6%
Very important	40.9%	48.8%	19.2%	43.8%	42.1%	41.7%	47.0%
Important	33.2%	33.2%	45.8%	30.3%	34.8%	34.3%	36.6%
Neutral	18.2%	15.1%	25.8%	17.3%	16.9%	17.5%	11.9%
Unimportant	4.7%	2.9%	6.5%	4.8%	4.3%	4.1%	3.2%
Very unimportant	3.0%	0.0%	2.7%	3.8%	1.9%	2.4%	1.3%
Base	443	69	79	294	303	339	144

**Small sample size*

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

Base: Total respondents (443 completed surveys)

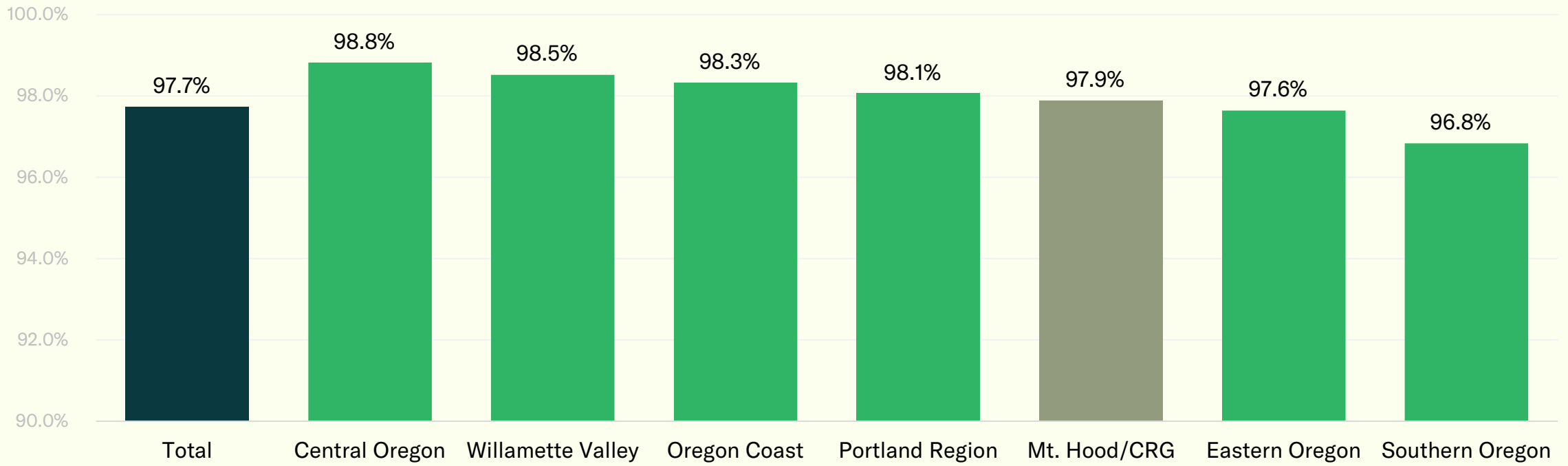
Detailed Findings: Visitor Satisfaction

The Mt. Hood/CRG region performs just slightly above average for trip satisfaction among Oregon visitors.

When comparing satisfaction levels across different regions visited, 97.9% of 2024-25 visitors whose trip to Oregon included the Mt. Hood/CRG region being satisfied or very satisfied with their overall trip experience, just outpacing the total statewide visitor score of 97.7%.

Overall Trip Satisfaction: Statewide vs. Regions

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

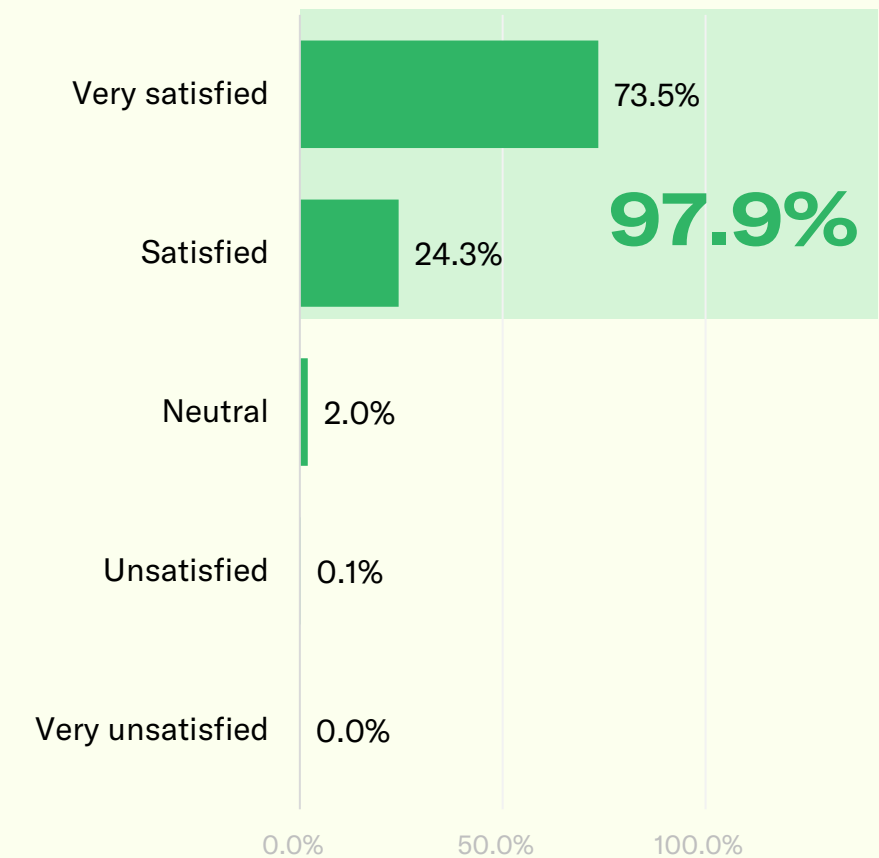


Question: How satisfied were you with your overall trip in Oregon?
Base: Total respondents (2,737 completed surveys)

Overall trip satisfaction scores are very high for Mt. Hood/CRG region visitors.

Nearly all (97.9%) 2024-25 Mt. Hood/CRG visitors to Oregon were satisfied with their overall trip, with nearly three-fourths (73.5%) saying they were very satisfied. Only a small fraction (0.1%) 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	97.9%	99.2%	97.8%	97.6%	97.6%	98.7%	97.1%
Very satisfied	73.5%	69.6%	72.2%	74.7%	77.1%	77.5%	78.6%
Satisfied	24.3%	29.5%	25.6%	22.9%	20.6%	21.2%	18.5%
Neutral	2.0%	0.8%	2.2%	2.2%	2.2%	1.3%	2.9%
Unsatisfied	0.1%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%
Very unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	443	69	79	294	303	339	144

*Small sample size

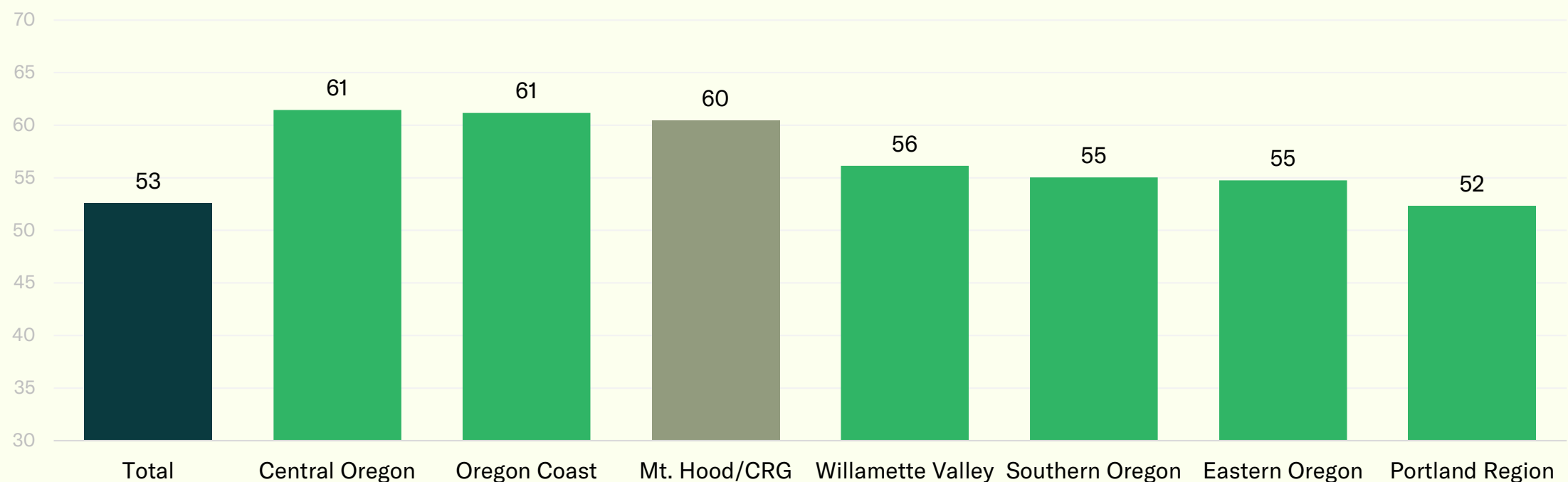
Question: How satisfied were you with your overall trip in Oregon?

Base: Total respondents (443 completed surveys)

The Mt. Hood/CRG region ranks third in likelihood to recommend compared to the other tourism regions of Oregon.

Compared to the statewide score of 53 to the individual scores for each region, Mt. Hood/CRG region had an above-average likelihood to recommend at 61, placing just below Central Oregon and Oregon Coast, which both scored 61.

Likelihood to Recommend Oregon: Statewide vs. Regions

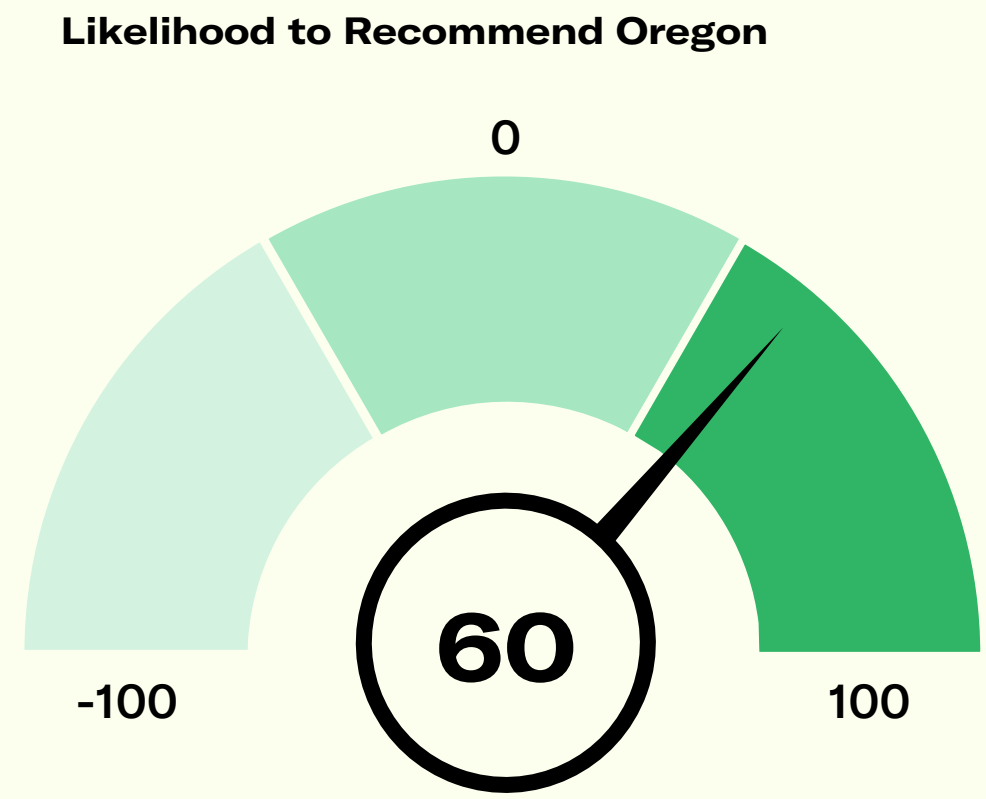


Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?

Base: Total respondents (2,737 completed surveys)

Mt. Hood/CRG region visitors are highly likely to recommend Oregon as a destination.

When subtracting the detractors (visitors who scored a 6 or lower on a 0- to 10-point scale) from the promoters (those who scored a 9 or 10), the likelihood to recommend the state among visitors to the Mt. Hood/CRG region is an excellent 60. 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.



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	60	41	74	62	66	67	67
Base	443	69	79	294	303	339	144

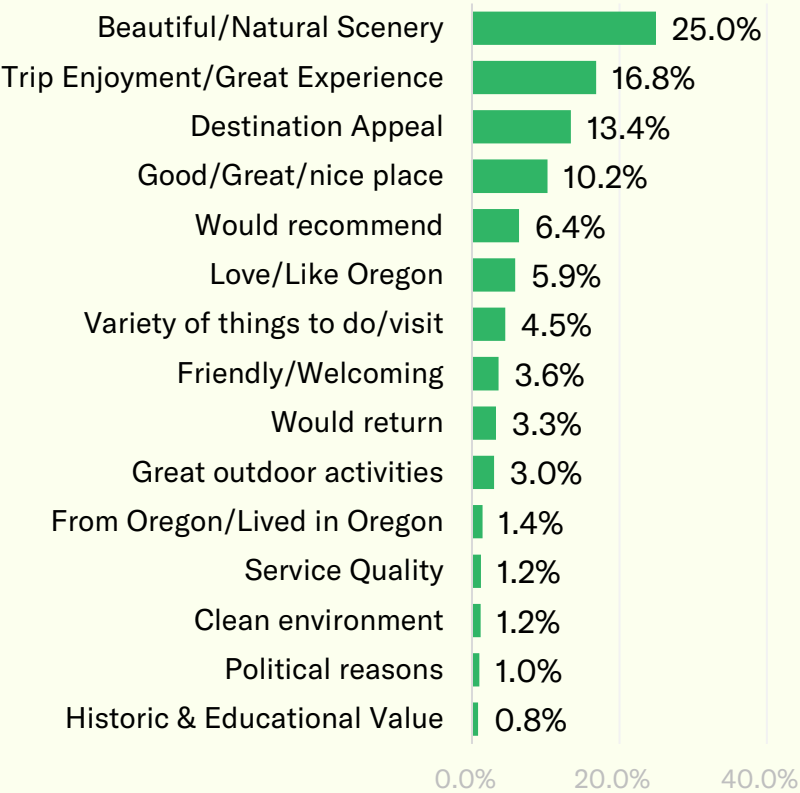
**Small sample size*

Question: How likely are you to recommend Oregon as a tourist destination to family, friends, or colleagues?
Base: Total respondents (443 completed surveys)

The beauty of Oregon was the top reason Mt. Hood/CRG region visitors would recommend the state as a leisure destination.

One in four (25.0%) Mt. Hood/CRG region visitors said the beautiful/natural scenery is the reason why they rated their likelihood to recommend Oregon at a 9 or 10, followed by 16.8% who said their rating was a reflection of their great experience.

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



By Segment

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

	Total	Canadian Visitors	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants*
Beautiful/Natural Scenery	25.0%	18.7%	47.5%	21.4%	24.5%	24.7%	18.7%
Trip Enjoyment/Great Experience	16.8%	22.1%	2.6%	18.8%	16.8%	18.2%	20.9%
Destination Appeal	13.4%	10.6%	10.1%	14.9%	12.7%	13.0%	12.5%
Good/Great/nice place	10.2%	6.7%	7.5%	11.7%	9.8%	9.7%	13.2%
Would recommend	6.4%	5.0%	0.0%	8.2%	8.1%	7.4%	8.9%
Love/Like Oregon	5.9%	14.7%	2.6%	4.5%	5.0%	4.8%	4.7%
Variety of things to do/visit	4.5%	0.0%	3.2%	5.9%	5.2%	4.4%	2.6%
Friendly/Welcoming	3.6%	3.2%	0.0%	4.5%	1.4%	3.5%	0.0%
Would return	3.3%	5.6%	2.6%	2.8%	3.7%	3.4%	3.7%
Great outdoor activities	3.0%	0.0%	4.4%	3.4%	3.8%	3.5%	2.8%
From Oregon/Lived in Oregon	1.4%	0.0%	9.3%	0.0%	1.8%	0.6%	1.3%
Service Quality	1.2%	4.8%	0.0%	0.6%	1.5%	1.4%	2.1%
Clean environment	1.2%	0.0%	0.0%	1.7%	1.5%	1.3%	3.0%
Political reasons	1.0%	0.0%	6.4%	0.0%	1.3%	1.2%	0.0%
Historic & Educational Value	0.8%	5.0%	0.0%	0.0%	0.6%	1.0%	1.3%
Base	155	23	28	104	119	133	57

*Small sample size

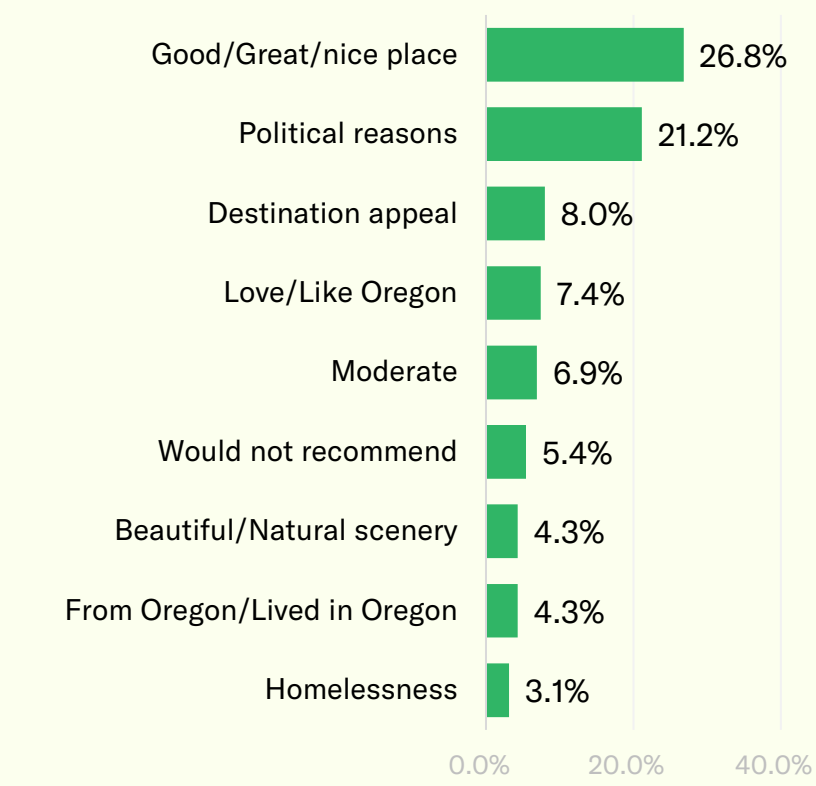
Question: (Optional) Please explain below why you selected that rating.

Base: Respondents who selected a 9 or 10 for likelihood to recommend Oregon as a place to visit (155 completed surveys)

Political reasons were the most mentioned negative reasons why Mt. Hood/CRG region visitors rated their likelihood to recommend at a 6 or lower.

Among the 17 respondents who rated their likelihood to recommend Oregon at a 6 or lower and shared their reasoning, 26.8% said they felt Oregon was a good place, but 21.2% said their rating was due to safety issues. It should be noted that good/great/nice place ranks highest here due to the fact that the some of these respondents may not consider a score of 6 or even 5 out of 10 to be negative.

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



By Segment

■ = statistically significantly higher than given segment's counterpart

■ = statistically significantly lower than given segment's counterpart

	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Good/Great/nice place	26.8%	22.3%	0.0%	29.7%	33.5%	42.9%	10.4%
Political reasons	21.2%	28.9%	0.0%	16.2%	21.5%	9.4%	26.1%
Destination appeal	8.0%	20.3%	0.0%	0.0%	0.0%	0.0%	17.7%
Love/Like Oregon	7.4%	18.9%	0.0%	0.0%	9.3%	0.0%	0.0%
Moderate	6.9%	9.6%	0.0%	5.2%	3.9%	0.0%	8.4%
Would not recommend	5.4%	0.0%	0.0%	9.0%	6.8%	8.7%	0.0%
Beautiful/Natural scenery	4.3%	0.0%	0.0%	7.1%	5.4%	6.9%	9.6%
From Oregon/Lived in Oregon	4.3%	0.0%	0.0%	7.1%	0.0%	6.9%	0.0%
Homelessness	3.1%	0.0%	0.0%	5.2%	3.9%	5.0%	0.0%
Base	17	6	0	11	13	10	7

**Small sample size*

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

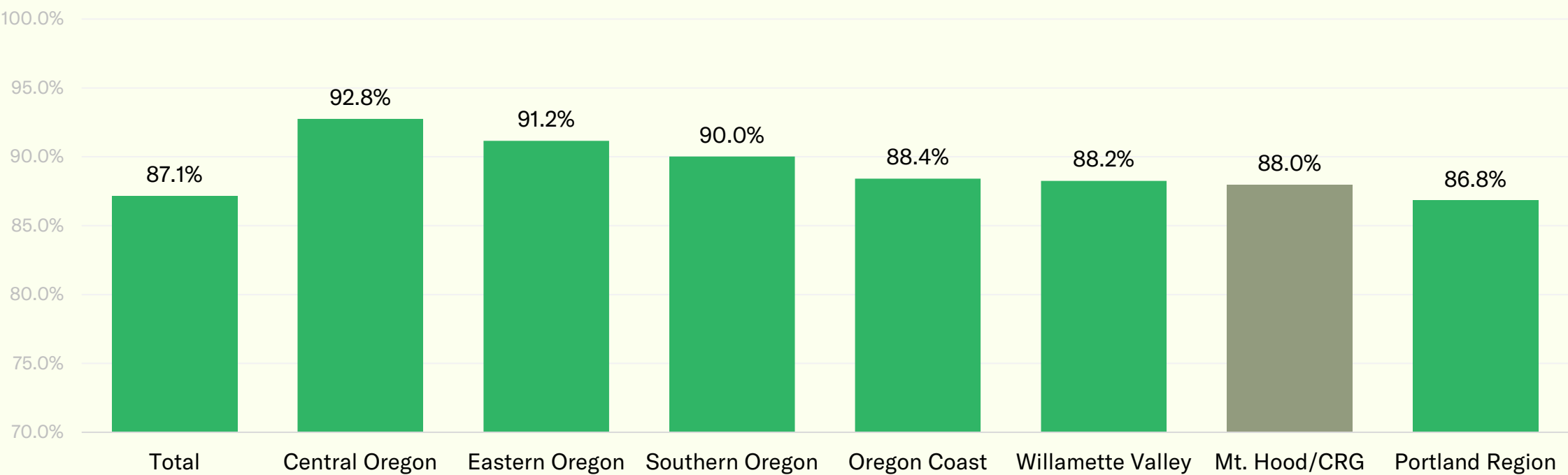
Base: Respondents who selected a 6 or lower for likelihood to recommend Oregon as a place to visit (17 completed surveys)

The Mt. Hood/CRG region scored just ahead of the Portland region for likelihood to return compared to other Oregon areas.

Reflecting likelihood to recommend scores, the Mt. Hood/CRG (88.0%) just outpaced last-ranked Portland Region (86.8%) in percent 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”)



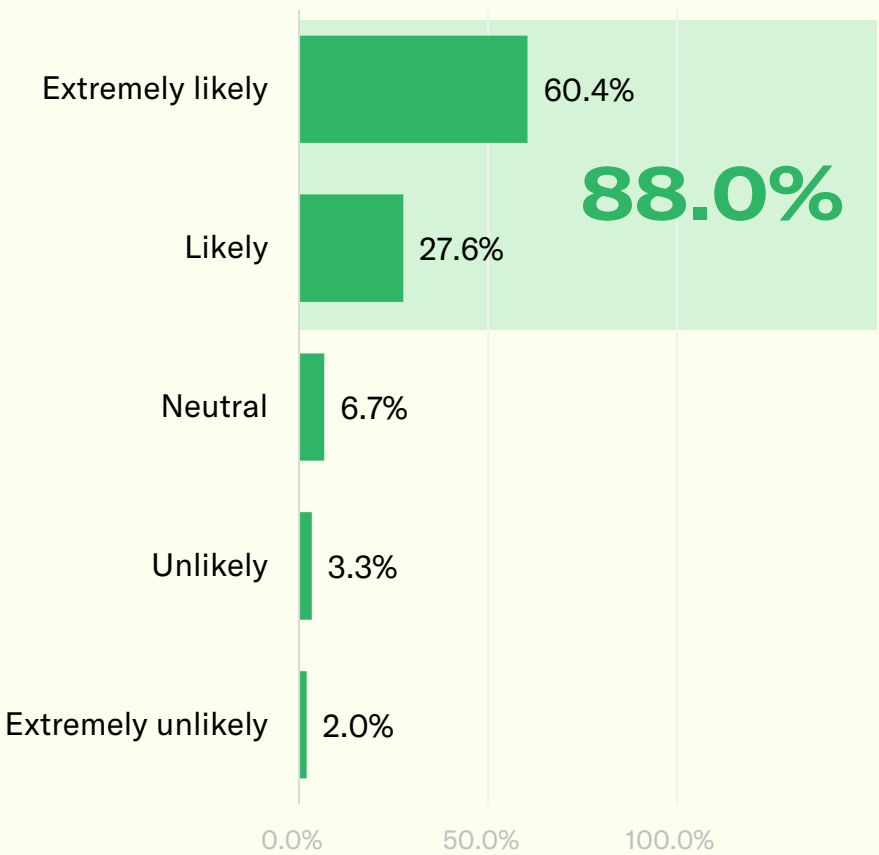
Question: How likely are you to travel to or within Oregon again in the next 12 months?

Base: Total respondents (2,737 completed surveys)

Nearly nine in ten Mt. Hood/CRG region visitors are likely to return to Oregon.

But, at 88.0%, likelihood to return to Oregon for another trip in the next year is still generally high for Mt. Hood/CRG region visitors; six in ten (60.4%) said they are extremely likely. For the segments, likelihood to return was highest among in-state visitors (97.3%), with over three-fourths (77.8%) saying they are extremely likely.

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	88.0%	81.9%	97.3%	87.2%	91.0%	89.4%	88.6%
Extremely likely	60.4%	42.1%	77.8%	60.7%	62.2%	62.4%	64.0%
Likely	27.6%	39.8%	19.4%	26.6%	28.8%	27.0%	24.6%
Neutral	6.7%	7.6%	1.6%	7.7%	5.1%	5.8%	6.4%
Unlikely	3.3%	4.7%	1.1%	3.6%	3.2%	3.6%	3.8%
Extremely unlikely	2.0%	5.9%	0.0%	1.5%	0.7%	1.2%	1.2%
Base	443	69	79	294	303	339	144

*Small sample size

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

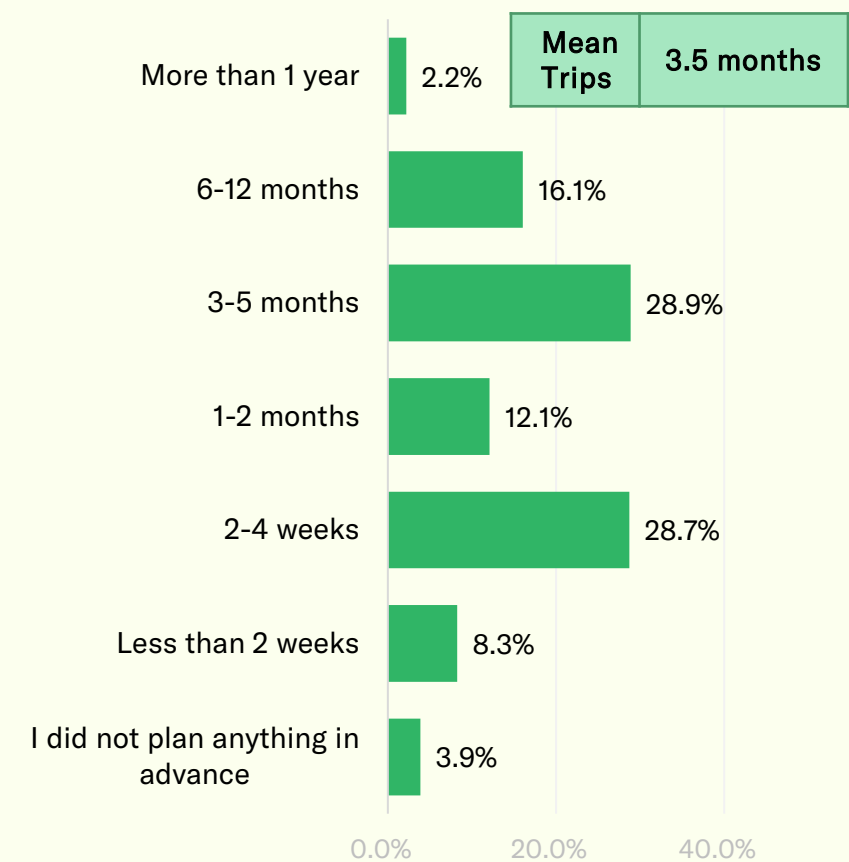
Base: Total respondents (443 completed surveys)

Detailed Findings: Travel Planning & Media

Over half of Mt. Hood/CRG region visitors planned their trip in under 3 months.

Visitors to the Portland region in 2024-2025 planned their trip an average of 3.5 months in advance of their arrival, with 52.9% reporting planning their trip in 2 months or less. Among the segments, the longest average windows reported by Arts & Culture Participants (4.0 months), while in-state visitors had the shortest average booking window of 2.4 months.

Trip Planning Window



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
More than 1 year	2.2%	2.3%	2.0%	2.2%	2.2%	1.6%	5.5%
6-12 months	16.1%	12.9%	9.1%	18.5%	14.6%	16.4%	16.8%
3-5 months	28.9%	32.4%	13.4%	31.4%	29.1%	28.7%	30.9%
1-2 months	12.1%	16.5%	17.1%	9.9%	13.0%	13.0%	12.1%
2-4 weeks	28.7%	30.0%	14.5%	31.8%	31.0%	29.5%	27.0%
Less than 2 weeks	8.3%	5.9%	27.4%	4.4%	7.8%	8.4%	5.9%
I did not plan anything in advance	3.9%	0.0%	16.5%	1.9%	2.4%	2.3%	1.8%
Mean (Months)	3.5	3.3	2.4	3.8	3.4	3.4	4.0
Base	422	69	65	287	294	329	141

**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 (422 completed surveys).

A mix of online sources and personal connections top the list of inspiration sources for Mt. Hood/CRG region visitors' trips to Oregon.

Online search (46.4%) and personal recommendations (37.4%) were by far the most reported sources that inspired Mt. Hood/CRG region visitors to travel to Oregon. Just about one in four said an online destination travel guide (24.9%), while a similar share said they drew inspiration from a previous trip (24.5%).



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

Base: Total respondents (443 completed surveys)

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

Trip Inspiration Resources by Segment

= statistically significantly higher than given segment's counterpart

= statistically significantly lower than given segment's counterpart

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Internet search	46.4%	46.4%	32.3%	49.6%	54.8%	49.9%	55.1%
Friend or family or coworker recommendation	37.4%	39.7%	36.1%	37.3%	42.4%	41.1%	47.8%
Online destination travel guide	24.9%	32.3%	6.3%	27.6%	25.4%	25.8%	29.1%
My previous travel there	24.5%	29.5%	40.5%	19.6%	27.8%	25.8%	24.4%
Social media platform	23.6%	27.1%	8.2%	26.4%	26.4%	26.2%	32.1%
Travel review website	23.3%	24.6%	7.2%	26.5%	25.4%	23.9%	32.0%
Welcome Center/Visitor Information Center	18.1%	21.6%	10.9%	18.6%	16.4%	18.1%	24.7%
Printed destination travel guide	16.2%	23.3%	8.4%	16.3%	15.6%	16.7%	24.6%
AAA travel guide (online or printed)	15.2%	22.2%	3.3%	16.0%	13.4%	15.7%	24.5%
YouTube video	15.0%	12.1%	8.5%	17.0%	16.3%	17.6%	22.0%
Travel blog	13.3%	15.3%	6.5%	14.1%	13.5%	14.3%	17.7%
Mapping websites/app	13.2%	15.9%	8.0%	13.8%	15.3%	14.4%	18.3%
Destination website	12.2%	13.8%	4.4%	13.8%	12.9%	13.6%	18.2%
Travel article on a website	8.7%	13.4%	2.4%	8.8%	10.6%	9.9%	15.1%
Hotel/lodging website	8.7%	12.4%	3.8%	8.9%	9.3%	10.0%	12.9%
Podcasts	7.8%	13.5%	2.9%	7.2%	8.9%	8.9%	13.4%
Travel booking website/app	7.2%	8.7%	2.7%	7.6%	8.5%	7.9%	11.3%
Influencer(s)	6.8%	11.8%	6.7%	5.7%	8.0%	6.7%	9.3%
Printed maps	6.2%	4.5%	4.7%	7.0%	6.4%	7.2%	6.2%
Travel agent/tour operator/tour guide	5.8%	9.2%	0.0%	6.4%	6.4%	6.9%	5.7%
Travel Advertisements	5.8%	8.9%	5.1%	5.2%	6.8%	6.3%	12.3%
Travel article in a magazine/newspaper	5.2%	8.1%	1.5%	5.4%	5.6%	5.9%	9.3%
AI-Related Search or Recommendations	4.5%	4.9%	0.0%	5.5%	6.1%	5.1%	7.5%
Television program/series	4.5%	5.2%	1.3%	4.8%	5.6%	4.0%	6.1%
Airline website	4.5%	7.2%	2.7%	3.9%	4.4%	5.6%	5.9%
A film/movie	4.4%	3.4%	2.0%	5.2%	4.9%	4.9%	6.4%
None of the above	6.6%	0.0%	18.3%	5.5%	3.0%	4.2%	2.9%
Base	443	69	79	294	303	339	144

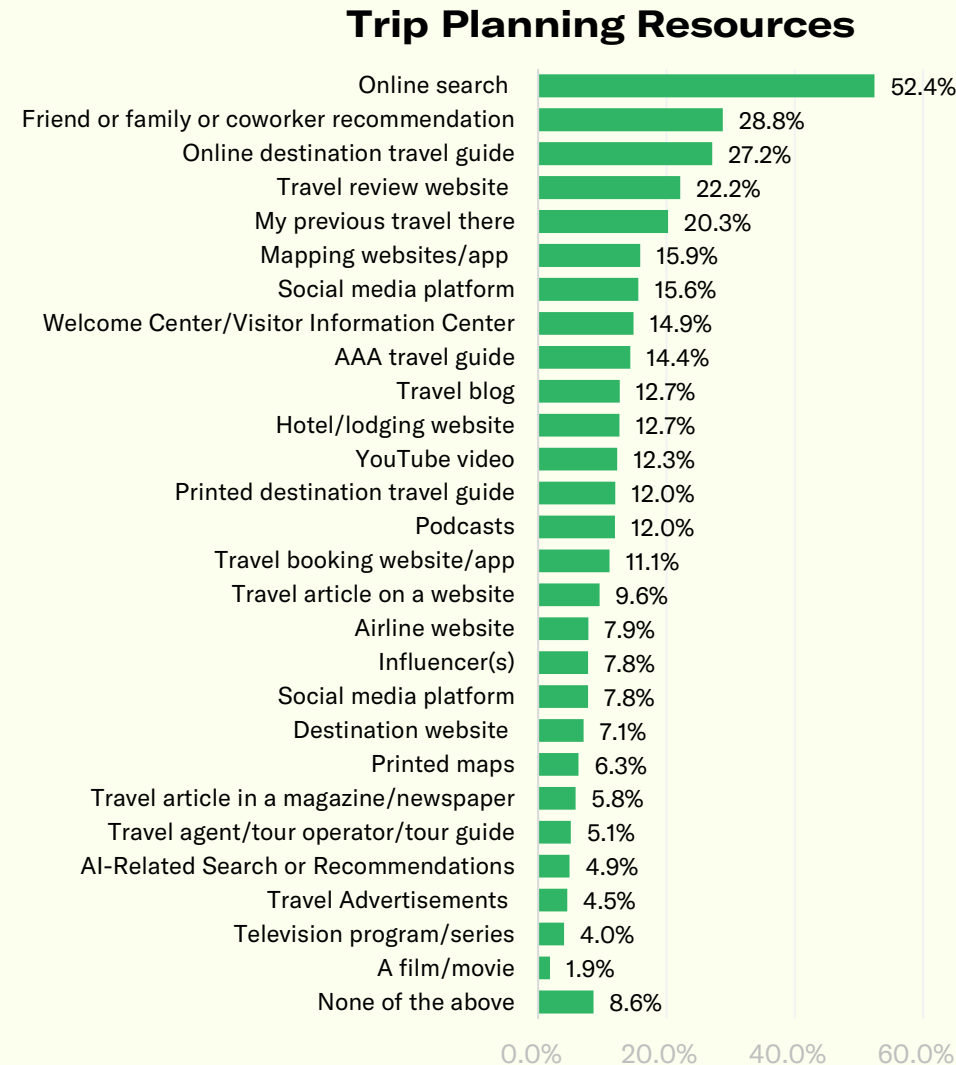
*Small sample size

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

Base: Total respondents (443 completed surveys)

Most Mt. Hood/CRG region 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 (52.4%) was by far the most-selected resource among Mt. Hood/CRG region visitors. This was followed distantly by personal recommendation (28.8%) and/or online destination travel guide (27.2%).



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

Base: Total respondents (443 completed surveys)

Arts & Culture Participants are most likely to have used social media to plan their Oregon trip in 2024-25.

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	52.4%	49.6%	50.9%	53.3%	64.4%	56.9%	56.6%
Friend or family or coworker recommendation	28.8%	32.1%	21.9%	29.7%	31.1%	33.0%	32.1%
Online destination travel guide	27.2%	27.8%	12.1%	30.6%	29.1%	28.7%	36.1%
Travel review website	22.2%	14.9%	7.6%	27.1%	23.6%	22.5%	30.6%
My previous travel there	20.3%	27.4%	28.2%	16.7%	22.7%	20.9%	20.2%
Mapping websites/app	15.9%	20.2%	11.9%	15.8%	16.7%	16.6%	16.0%
Welcome Center/Visitor Information Center	14.9%	19.4%	8.9%	14.9%	15.2%	16.2%	23.5%
AAA travel guide (online or printed)	14.4%	16.8%	9.7%	14.6%	11.7%	14.6%	18.1%
Hotel/lodging website	12.7%	10.2%	11.7%	13.6%	14.0%	14.7%	15.4%
Social media platform	15.6%	15.8%	17.3%	15.3%	16.5%	16.4%	22.8%
YouTube video	12.3%	11.2%	6.7%	14.0%	15.3%	15.5%	16.8%
Travel blog	12.7%	19.0%	2.8%	13.5%	13.9%	13.0%	20.1%
Printed destination travel guide	12.0%	15.9%	7.3%	12.2%	13.2%	12.6%	16.7%
Travel booking website/app	11.1%	12.5%	5.8%	12.1%	13.3%	12.5%	17.2%
Destination website	7.1%	8.5%	3.5%	7.6%	8.2%	8.4%	11.1%
Podcasts	12.0%	19.8%	4.2%	11.6%	12.9%	11.3%	17.1%
Social media platform	7.8%	13.0%	0.0%	8.4%	9.0%	9.1%	8.7%
Airline website	7.9%	3.6%	1.4%	10.5%	8.2%	9.1%	13.2%
Travel article on a website	9.6%	10.7%	5.2%	10.3%	11.2%	10.3%	11.9%
Influencer(s)	7.8%	8.6%	6.7%	7.9%	7.0%	8.6%	14.5%
Printed maps	6.3%	10.1%	3.5%	6.0%	7.1%	6.9%	11.9%
Travel Advertisements	4.5%	2.9%	2.4%	5.4%	5.8%	5.4%	8.7%
Travel agent/tour operator/tour guide	5.1%	4.5%	1.5%	6.1%	5.6%	5.6%	5.3%
AI-Related Search or Recommendations	4.9%	7.8%	1.9%	4.9%	6.8%	5.5%	9.3%
Television program/series	4.0%	4.3%	2.5%	4.3%	4.6%	4.1%	5.6%
Travel article in a magazine/newspaper	5.8%	12.5%	2.4%	5.0%	6.6%	6.2%	11.9%
A film/movie	1.9%	5.7%	0.0%	1.4%	2.7%	2.4%	3.5%
None of the above	8.6%	2.3%	19.2%	7.7%	5.9%	5.9%	4.7%
Base	443	69	79	294	303	339	144

*Small sample size

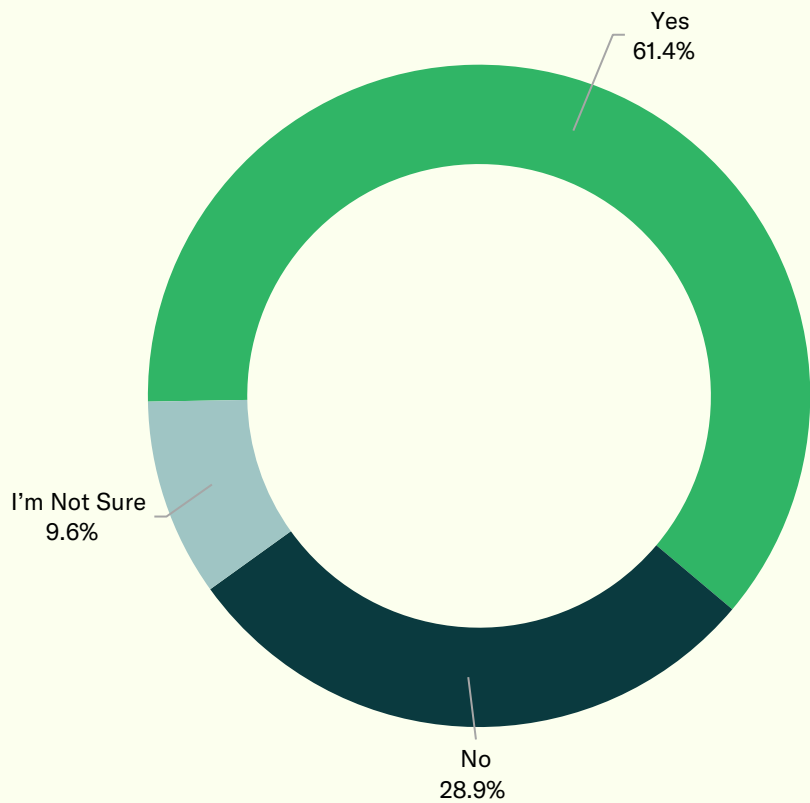
Question: Which of the following information sources did you use TO PLAN this Oregon trip?

Base: Total respondents (443 completed surveys)

Just over six in ten Mt. Hood/CRG region visitors recall seeing travel ads about Oregon.

A majority (61.4%) of 2024-25 Mt. Hood/CRG region visitors recalled seeing travel ads to Oregon in the past 12 months. Unaided ad recall was highest among Arts & Culture Participants (71.9%), and lowest among out of state visitors (59.1%).

Unaided Ad Recall



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	61.4%	63.2%	68.7%	59.1%	64.0%	63.2%	71.9%
No	28.9%	30.2%	13.0%	32.5%	26.1%	27.5%	21.0%
I'm Not Sure	9.6%	6.6%	18.2%	8.4%	9.9%	9.3%	7.1%
Base	443	69	79	294	303	339	144

**Small sample size*

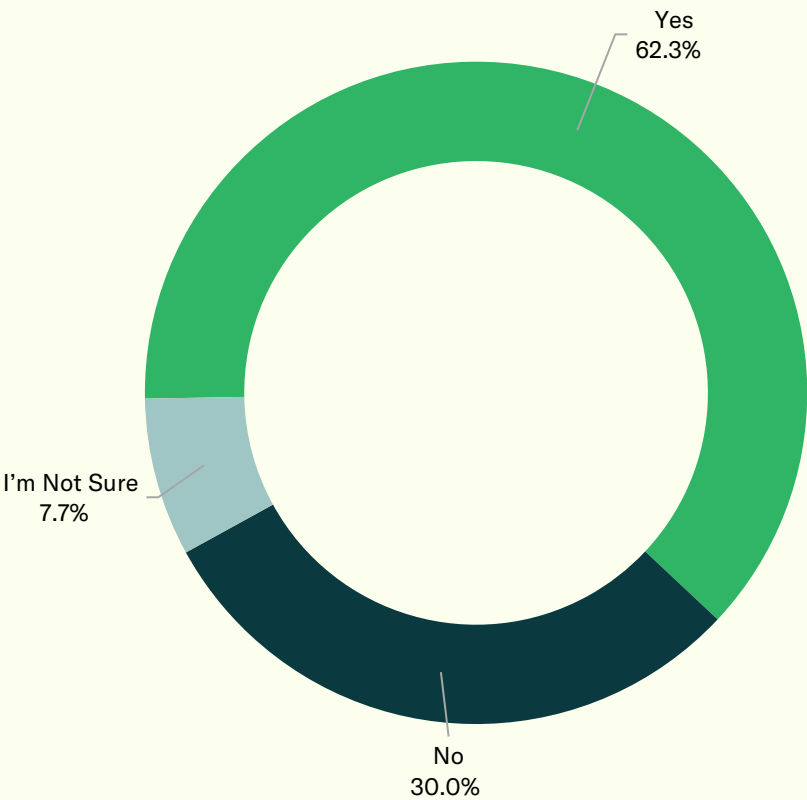
Question: In the past TWELVE (12) MONTHS do you recall having seen any travel advertisements about Oregon?

Base: Total respondents (443 completed surveys)

A similar share of Mt. Hood/CRG region visitors reported earned media recall for Oregon.

When asked whether they remember seeing any travel-related articles, videos, or podcasts about Oregon, again recall tracked at just over six in ten (62.3%) of Mt. Hood/CRG region visitors. As with ad recall, earned media recall was highest for Arts & Culture Participants (70.9%).

Earned Media Recall



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	62.3%	60.3%	69.6%	60.9%	64.0%	63.6%	70.9%
No	30.0%	33.4%	19.6%	31.7%	26.8%	27.8%	22.6%
I'm Not Sure	7.7%	6.3%	10.8%	7.4%	9.2%	8.6%	6.6%
Base	443	69	79	294	303	339	144

*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?

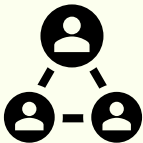
Base: Total respondents (443 completed surveys)

Appendix I: Survey Respondent Demographics

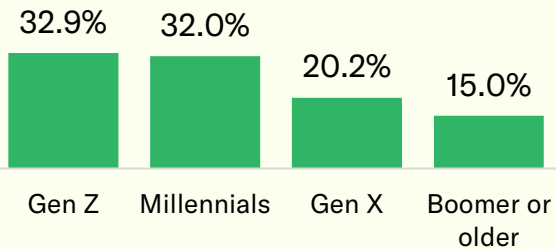
Demographic Snapshot

Canadian Visitors

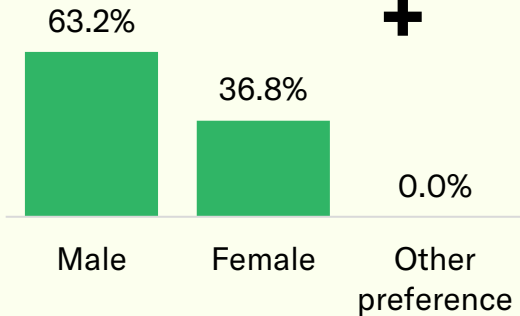
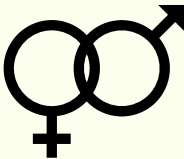
Generations



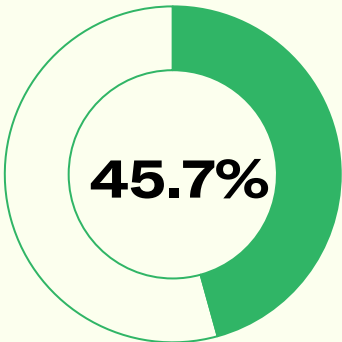
Average Age: 40.3 years



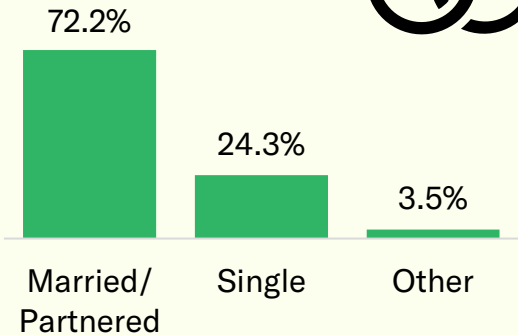
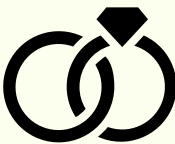
Gender



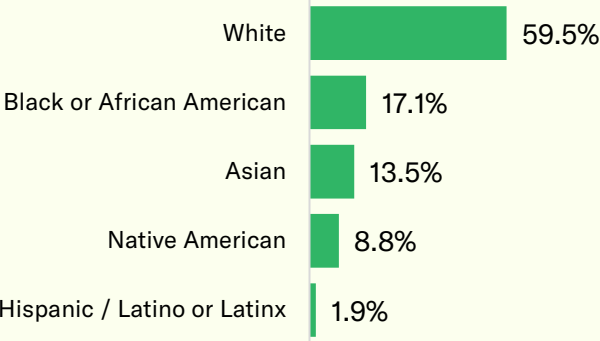
Parents of Children Under 18



Marital Status



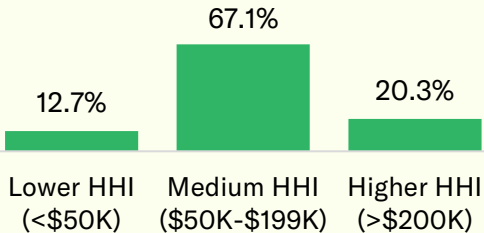
Race/Ethnicity



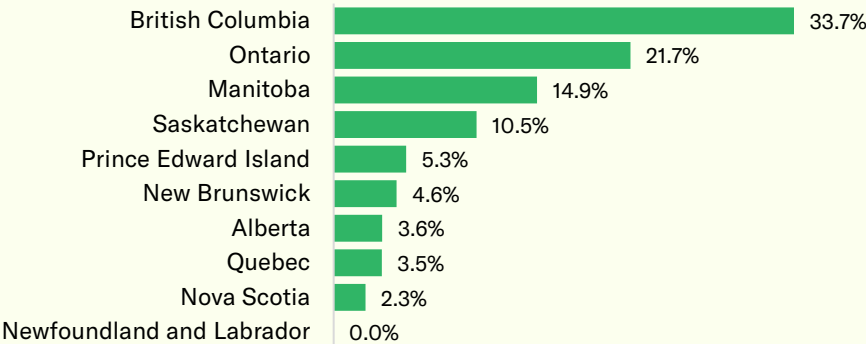
Household Income (HHI) Brackets



Average HHI: \$136,487

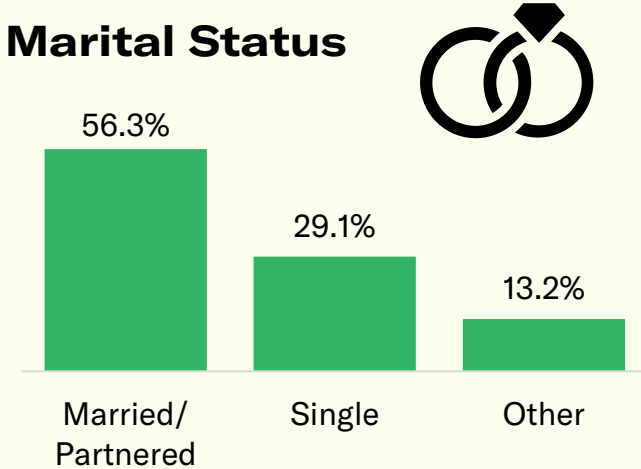
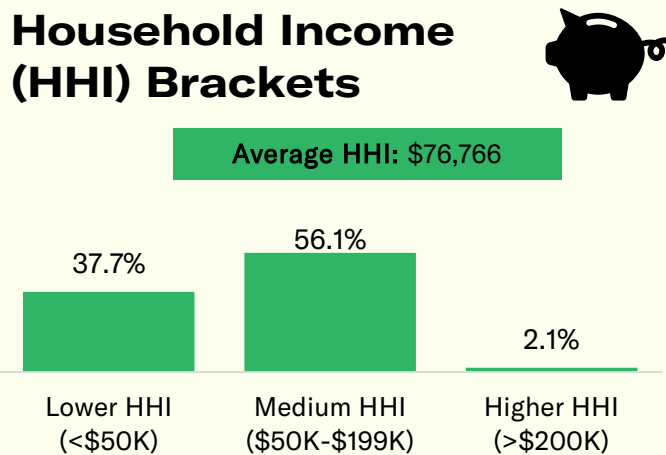
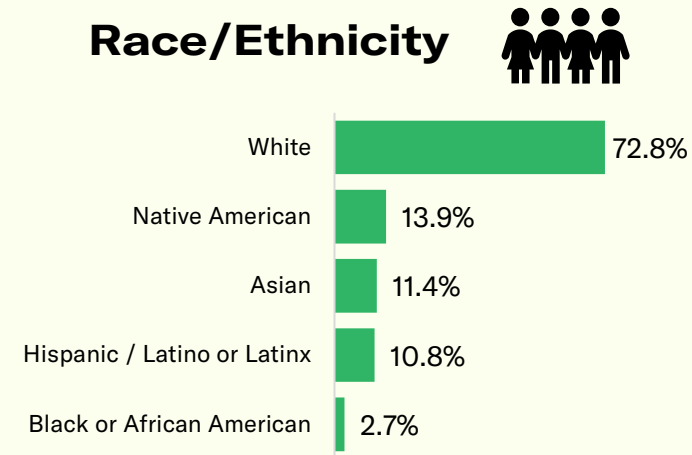
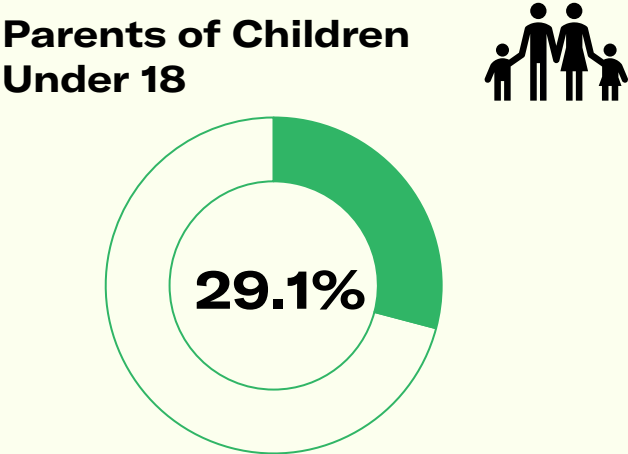
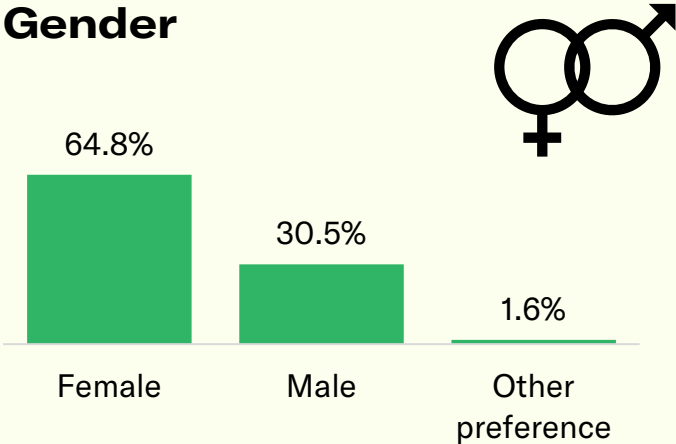
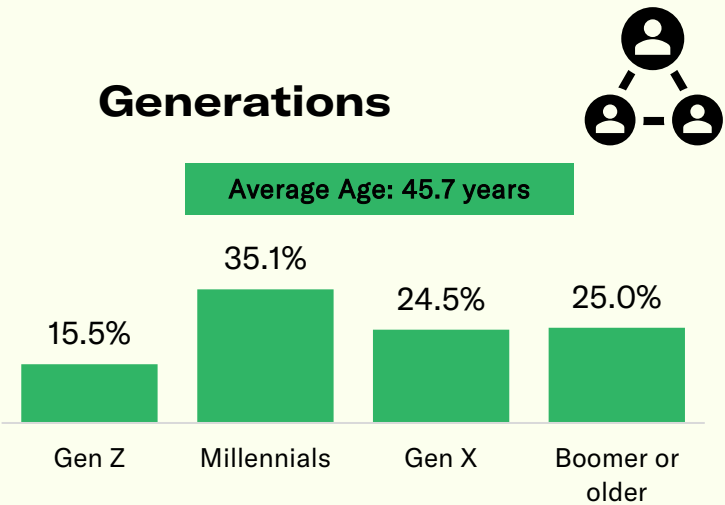


Origin Markets



Demographic Snapshot

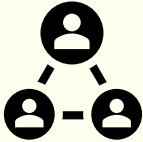
In State



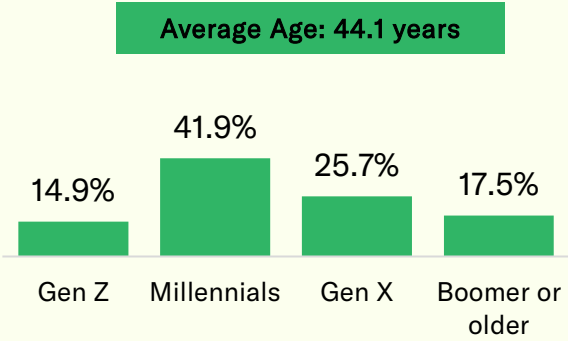
Demographic Snapshot

Out of State

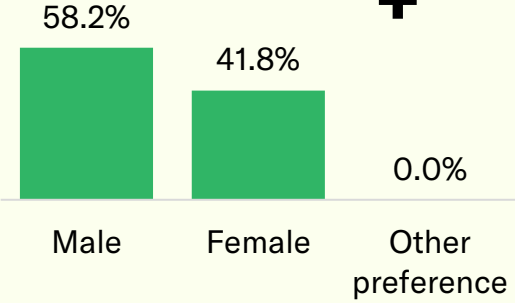
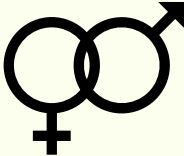
Generations



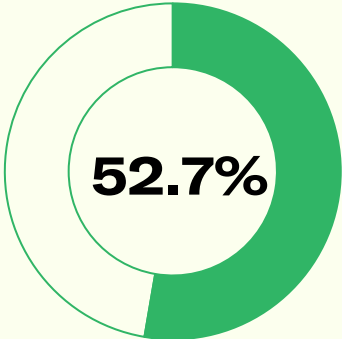
Average Age: 44.1 years



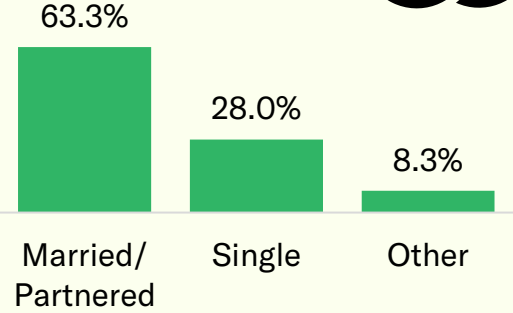
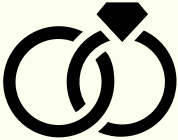
Gender



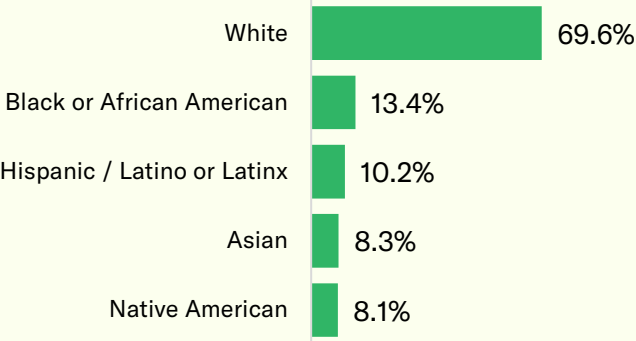
Parents of Children Under 18



Marital Status



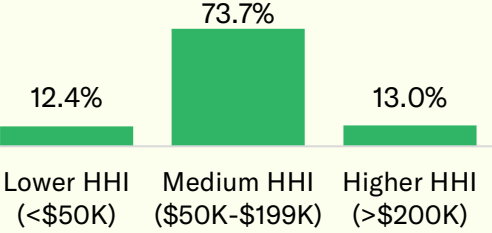
Race/Ethnicity



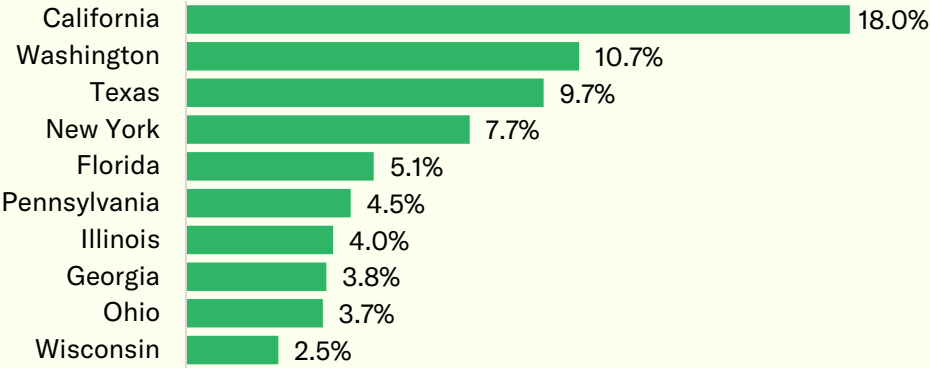
Household Income (HHI) Brackets



Average HHI: \$121,410



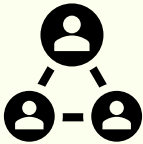
Top 10 Origin States



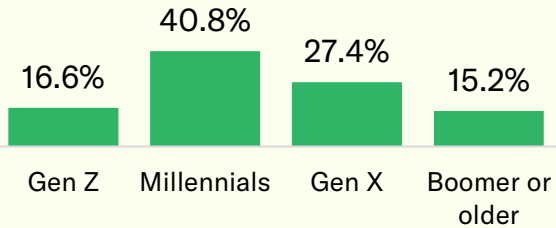
Demographic Snapshot

Outdoor Recreation Participants

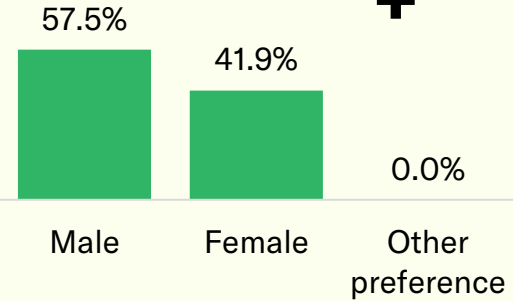
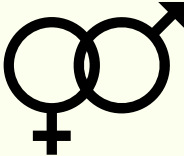
Generations



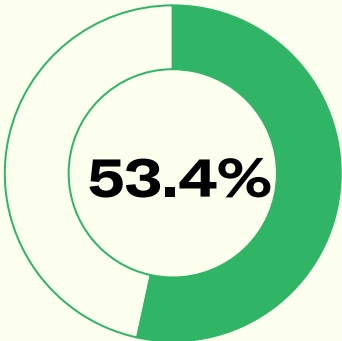
Average Age: 43.2 years



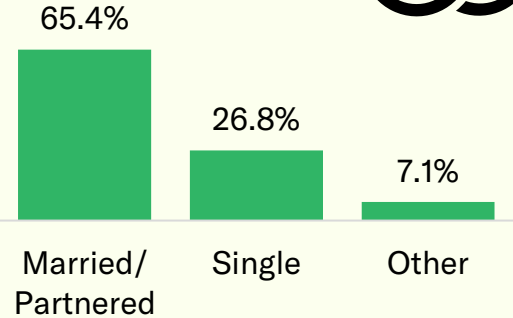
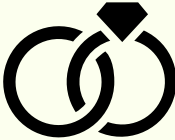
Gender



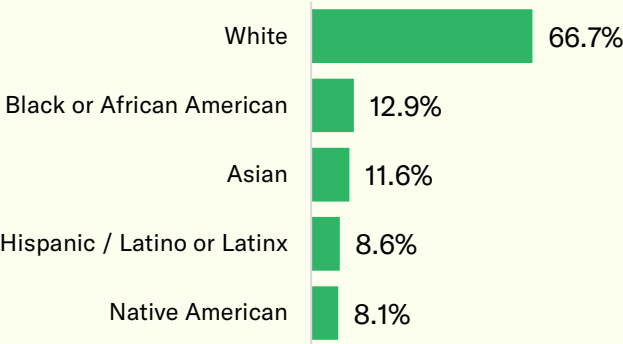
Parents of Children Under 18



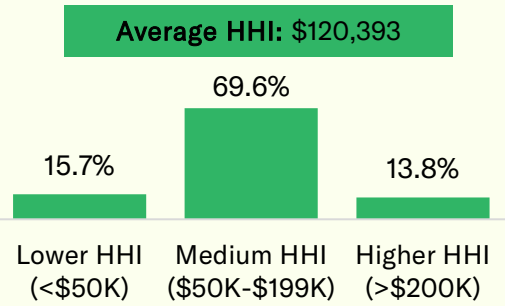
Marital Status



Race/Ethnicity



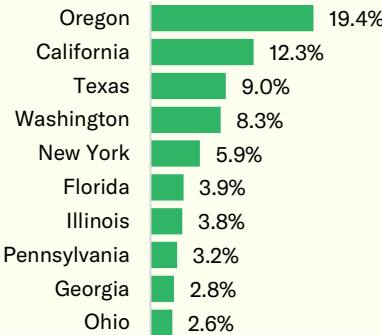
Household Income (HHI) Brackets



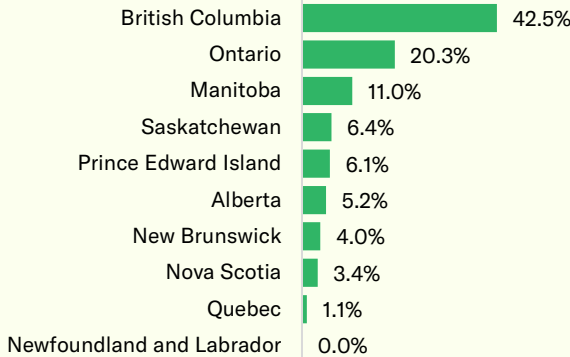
Origin Markets



U.S. Visitors (Top 10 States)



Canadian Visitors



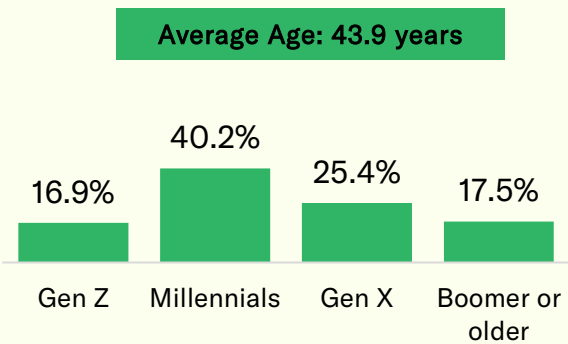
Demographic Snapshot

Food & Drink Participants

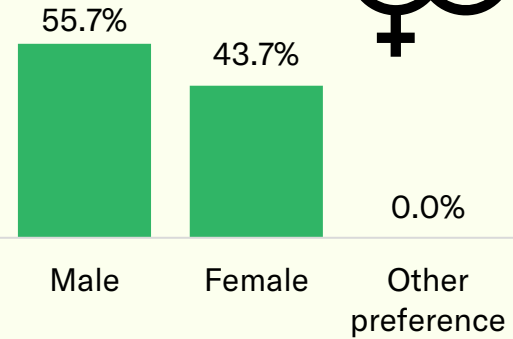
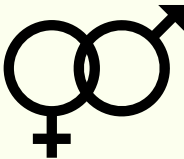
Generations



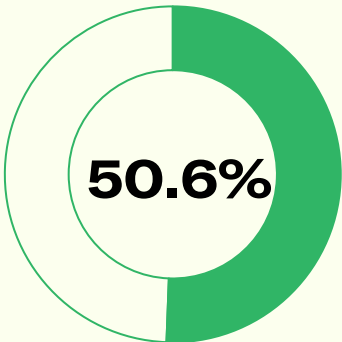
Average Age: 43.9 years



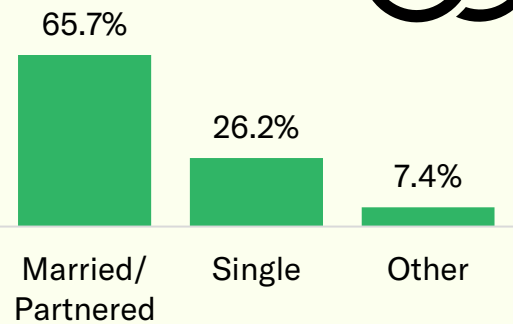
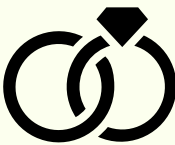
Gender



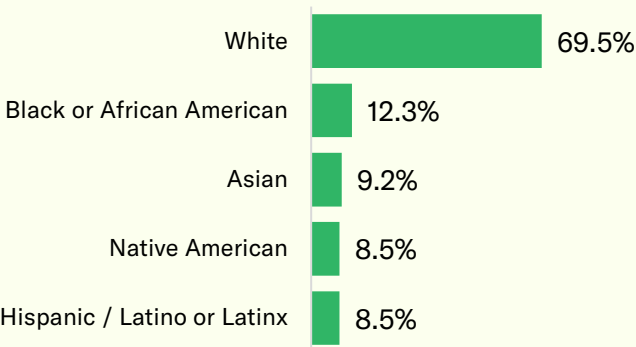
Parents of Children Under 18



Marital Status



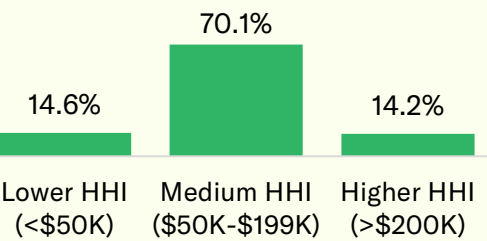
Race/Ethnicity



Household Income (HHI) Brackets



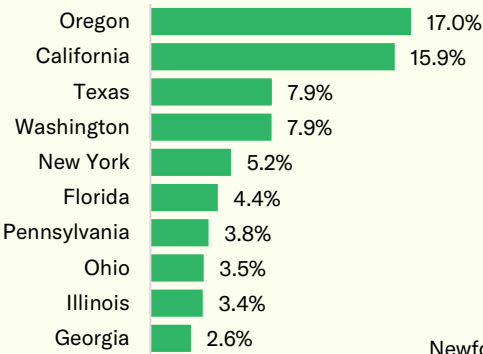
Average HHI: \$121,570



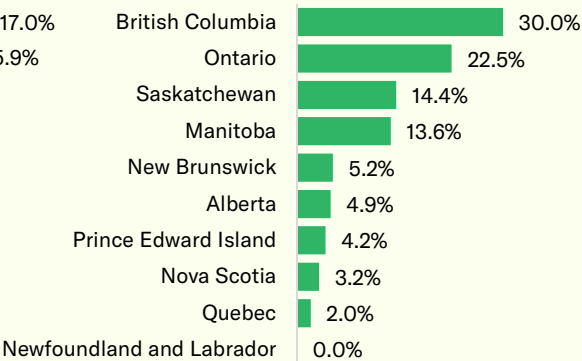
Origin Markets



U.S. Visitors (Top 10 States)



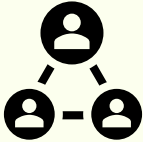
Canadian Visitors



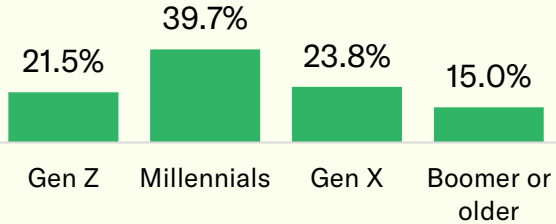
Demographic Snapshot

Arts & Culture Participants

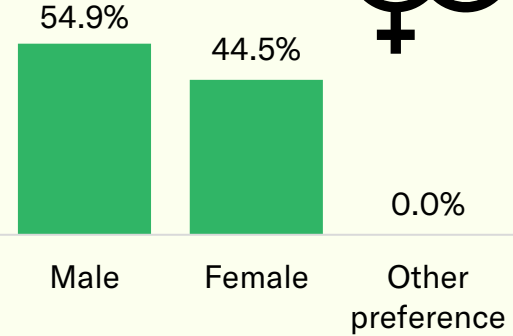
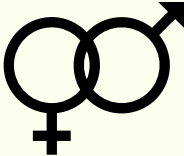
Generations



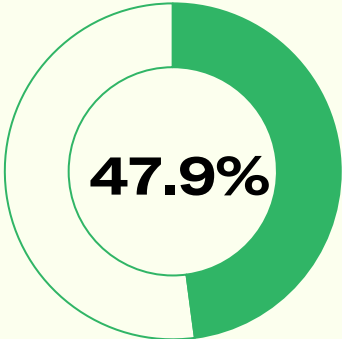
Average Age: 42.1 years



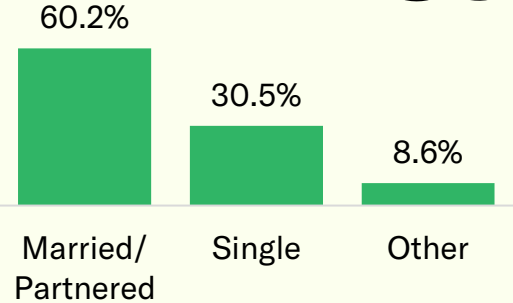
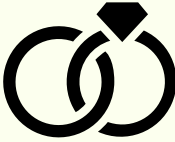
Gender



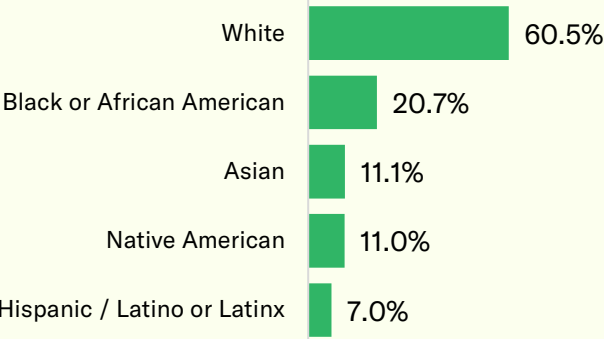
Parents of Children Under 18



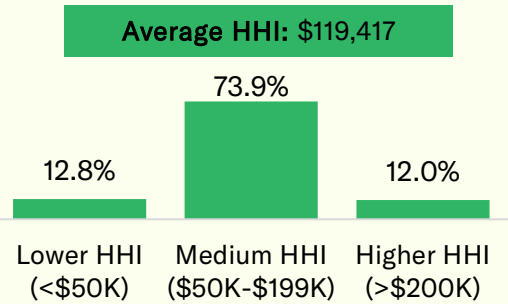
Marital Status



Race/Ethnicity



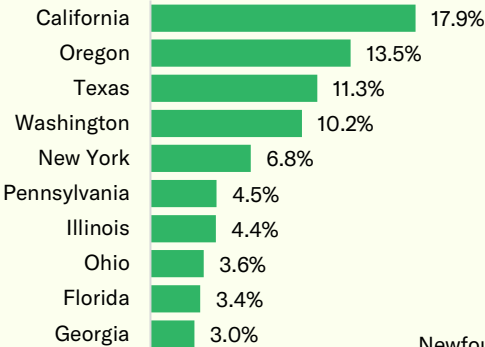
Household Income (HHI) Brackets



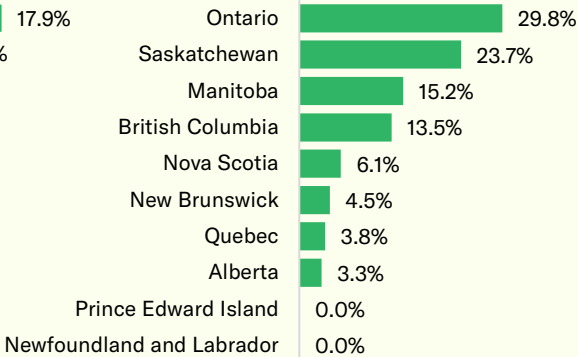
Origin Markets



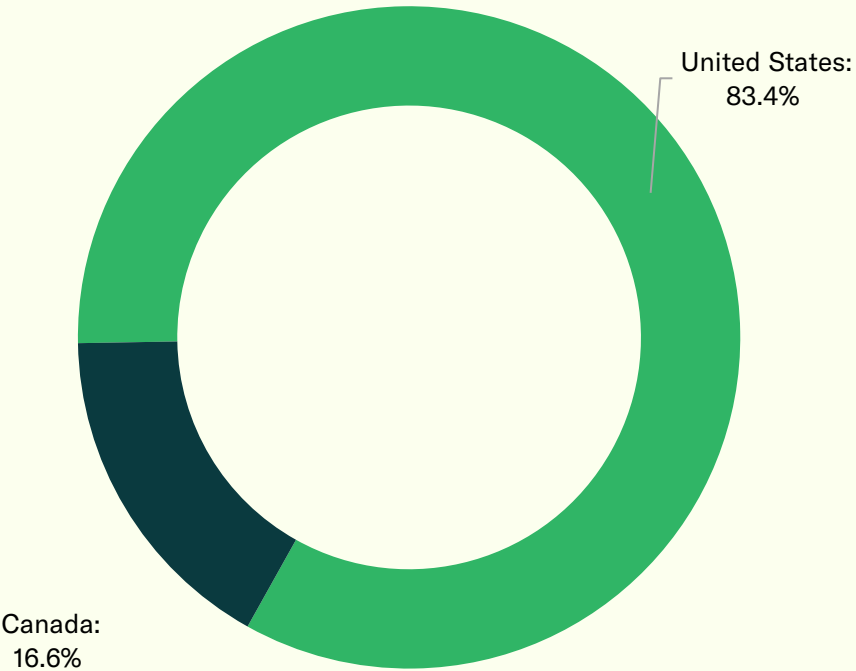
U.S. Visitors (Top 10 States)



Canadian Visitors



Survey Respondent Demographics: Origin Country



By Segment

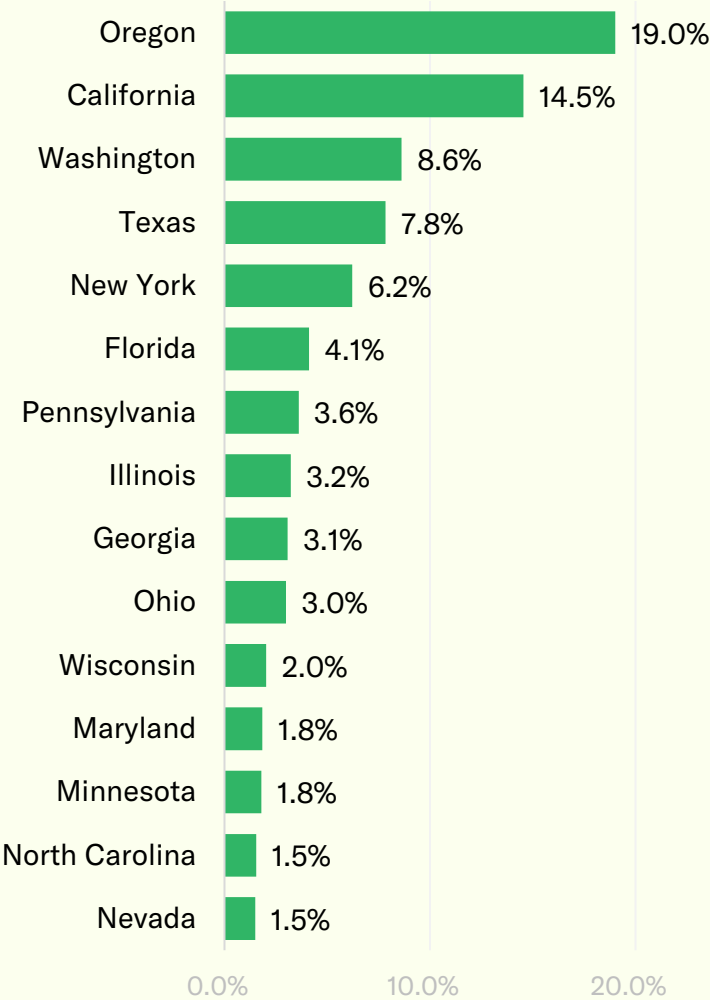
- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
United States	83.4%	83.8%	84.7%	81.4%
Canada	16.6%	16.2%	15.3%	18.6%
Base	443	303	339	144

Question: In what country do you currently reside?

Base: Total respondents (443 completed surveys)

Survey Respondent Demographics: Origin Markets



By Segment

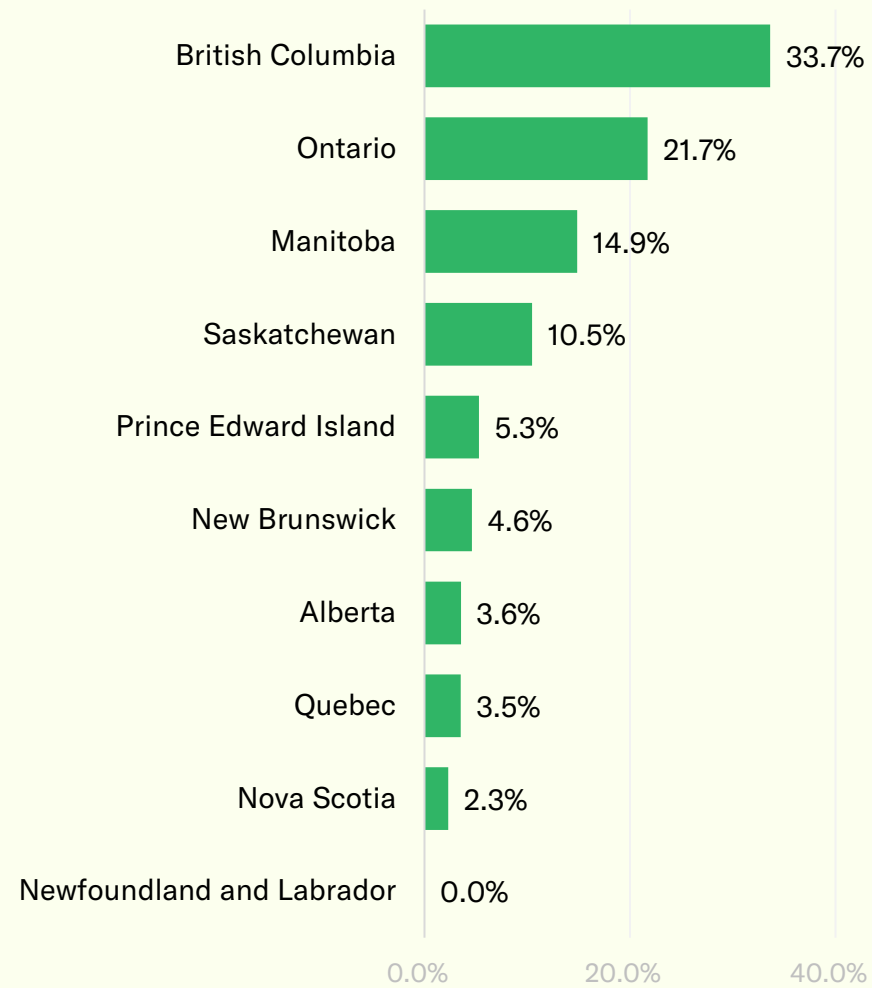
- = statistically significantly higher than given segment's counterpart
- = statistically significantly lower than given segment's counterpart

	Total	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Oregon	19.0%	0.0%	19.4%	17.0%	13.5%
California	14.5%	18.0%	12.3%	15.9%	17.9%
Washington	8.6%	10.7%	8.3%	7.9%	10.2%
Texas	7.8%	9.7%	9.0%	7.9%	11.3%
New York	6.2%	7.7%	5.9%	5.2%	6.8%
Florida	4.1%	5.1%	3.9%	4.4%	3.4%
Pennsylvania	3.6%	4.5%	3.2%	3.8%	4.5%
Illinois	3.2%	4.0%	3.8%	3.4%	4.4%
Georgia	3.1%	3.8%	2.8%	2.6%	3.0%
Ohio	3.0%	3.7%	2.6%	3.5%	3.6%
Wisconsin	2.0%	2.5%	2.2%	1.8%	0.0%
Maryland	1.8%	2.3%	2.2%	2.3%	1.8%
Minnesota	1.8%	2.2%	1.7%	1.9%	2.3%
North Carolina	1.5%	1.9%	2.2%	1.9%	2.1%
Nevada	1.5%	1.8%	1.6%	1.9%	1.7%
Base	374	294	258	292	119

Question: In which state do you currently reside?

Base: U.S. respondents (374 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

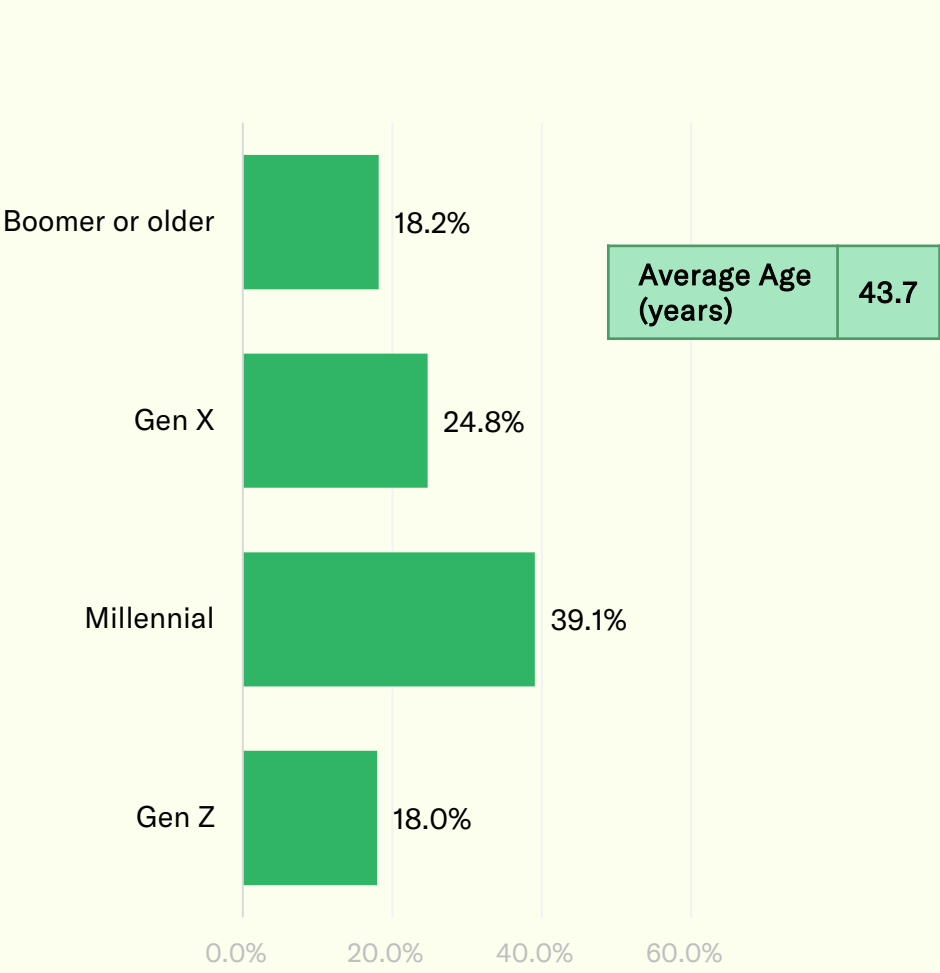
	Canadian Visitors*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
British Columbia	33.7%	42.5%	30.0%	13.5%
Ontario	21.7%	20.3%	22.5%	29.8%
Manitoba	14.9%	11.0%	13.6%	15.2%
Saskatchewan	10.5%	6.4%	14.4%	23.7%
Prince Edward Island	5.3%	6.1%	4.2%	0.0%
New Brunswick	4.6%	4.0%	5.2%	4.5%
Alberta	3.6%	5.2%	4.9%	3.3%
Quebec	3.5%	1.1%	2.0%	3.8%
Nova Scotia	2.3%	3.4%	3.2%	6.1%
Newfoundland and Labrador	0.0%	0.0%	0.0%	0.0%
Base	69	45	47	25

**Small sample size*

Question: In which province do you currently reside?

Base: Canadian respondents (69 completed surveys).

Survey Respondent Demographics: Age/Generation



	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Boomer or older	18.2%	15.0%	25.0%	17.5%	15.2%	17.5%	15.0%
Gen X	24.8%	20.2%	24.5%	25.7%	27.4%	25.4%	23.8%
Millennial	39.1%	32.0%	35.1%	41.9%	40.8%	40.2%	39.7%
Gen Z	18.0%	32.9%	15.5%	14.9%	16.6%	16.9%	21.5%
Mean	43.7	40.3	45.7	44.1	43.2	43.9	42.1
Base	443	69	79	294	303	339	144

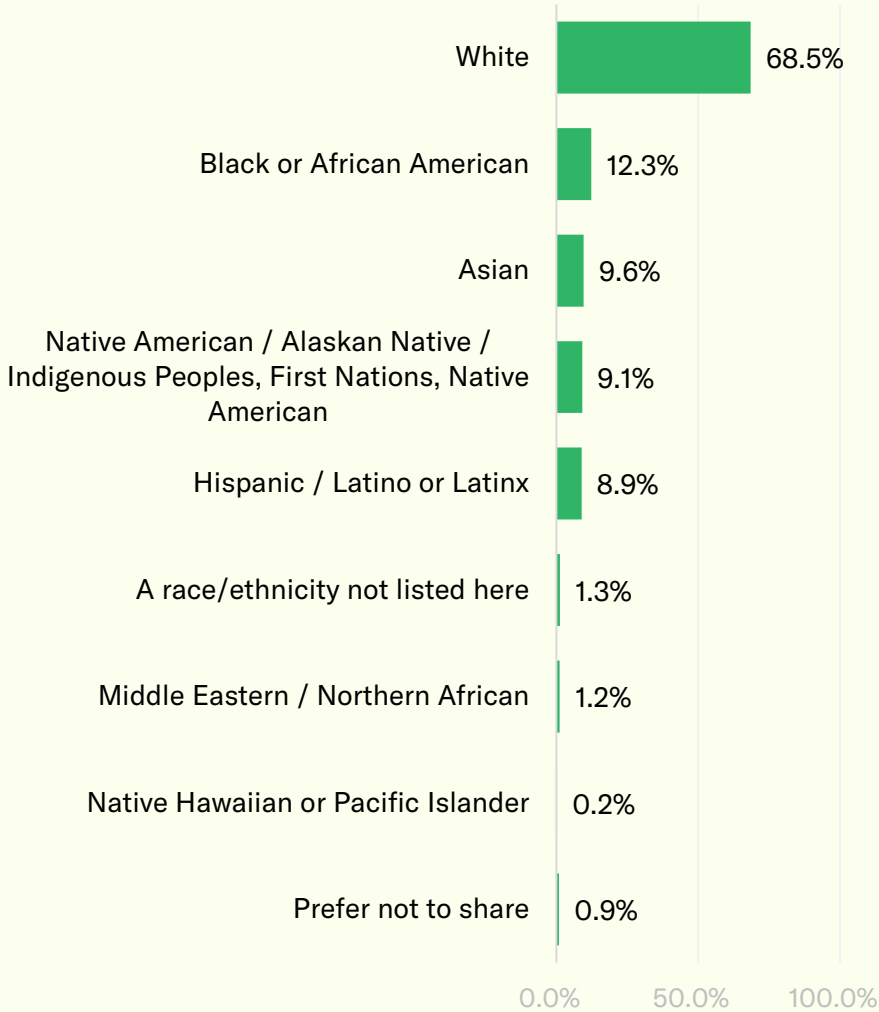
*Small sample size

Question: In what year were you born?

Base: Total respondents (443 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

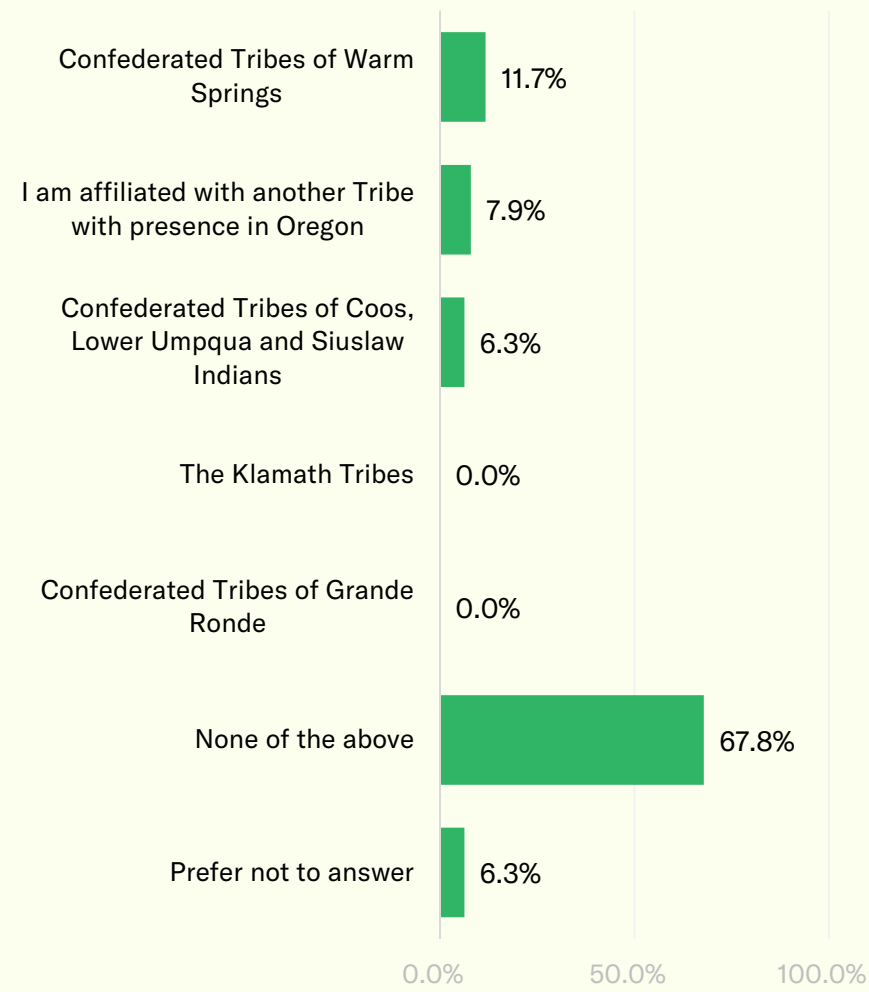
	Total	Canadian Visitors *	In State *	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
White	68.5%	59.5%	72.8%	69.6%	66.7%	69.5%	60.5%
Black or African American	12.3%	17.1%	2.7%	13.4%	12.9%	12.3%	20.7%
Asian	9.6%	13.5%	11.4%	8.3%	11.6%	9.2%	11.1%
Native American / Alaskan Native / Indigenous Peoples, First Nations, Native American	9.1%	8.8%	13.9%	8.1%	8.1%	8.5%	11.0%
Hispanic / Latino or Latinx	8.9%	1.9%	10.8%	10.2%	8.6%	8.5%	7.0%
A race/ethnicity not listed here	1.3%	5.1%	1.1%	0.4%	1.5%	1.3%	0.5%
Middle Eastern / Northern African	1.2%	0.0%	0.0%	1.8%	1.7%	1.5%	2.4%
Native Hawaiian or Pacific Islander	0.2%	0.0%	0.0%	0.3%	0.2%	0.2%	0.0%
Prefer not to share	0.9%	0.0%	2.7%	0.6%	0.9%	1.1%	1.3%
Base	443	69	79	294	303	339	144

**Small sample size*

Question: Which of the following best describes you?

Base: Total respondents (443 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

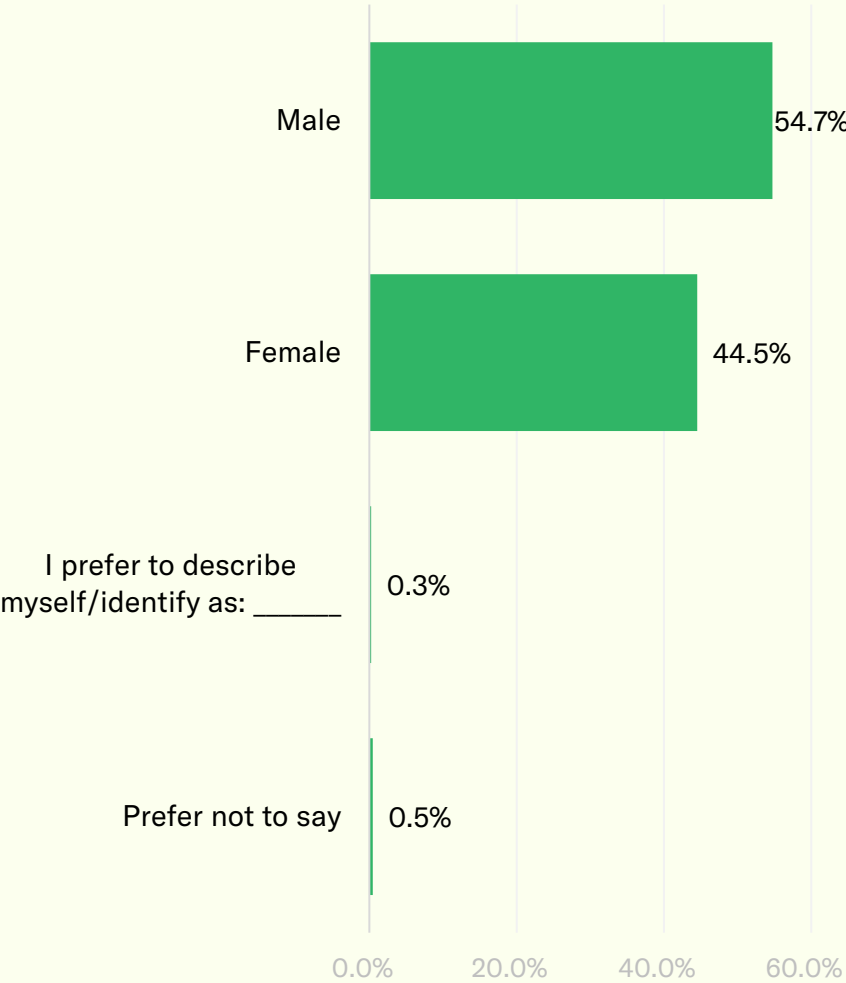
	In State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Confederated Tribes of Warm Springs	11.7%	0.0%	0.0%	0.0%
I am affiliated with another Tribe with presence in Oregon	7.9%	11.7%	0.0%	0.0%
Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians	6.3%	9.3%	8.6%	15.7%
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	67.8%	69.7%	82.7%	68.6%
Prefer not to answer	6.3%	9.3%	8.6%	15.7%
Base	17	8	8	5

*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 (17 completed surveys).

Survey Respondent Demographics: Gender



By Segment

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

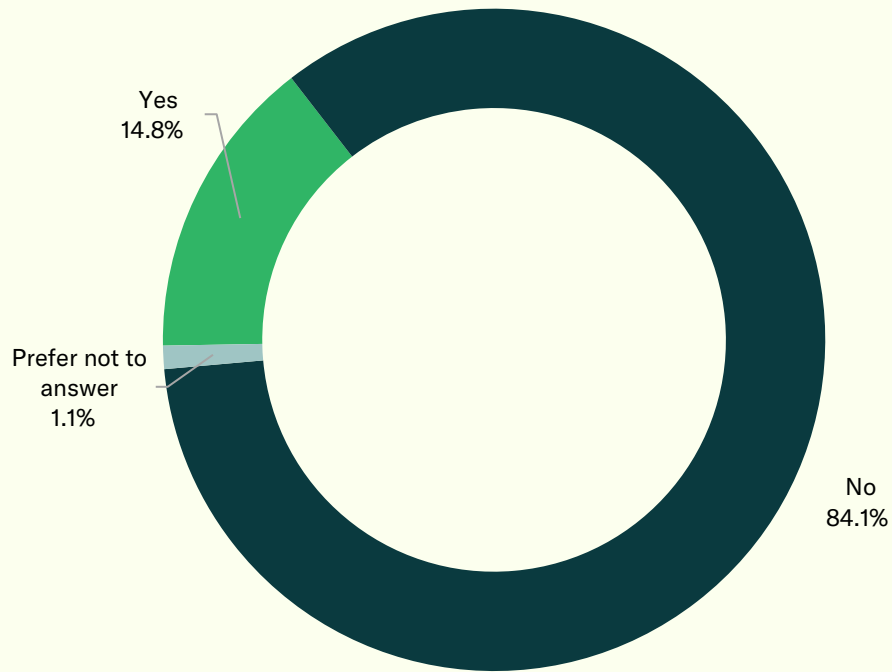
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Male	54.7%	63.2%	30.5%	58.2%	57.5%	55.7%	54.9%
Female	44.5%	36.8%	64.8%	41.8%	41.9%	43.7%	44.5%
I prefer to describe myself/identify as: _____	0.3%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
Prefer not to say	0.5%	0.0%	3.0%	0.0%	0.7%	0.6%	0.6%
Base	443	69	79	294	303	339	144

**Small sample size*

Question: What is your identified gender?

Base: Total respondents (443 completed surveys)

Survey Respondent Demographics: LGBTQ+ Identity



By Segment

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

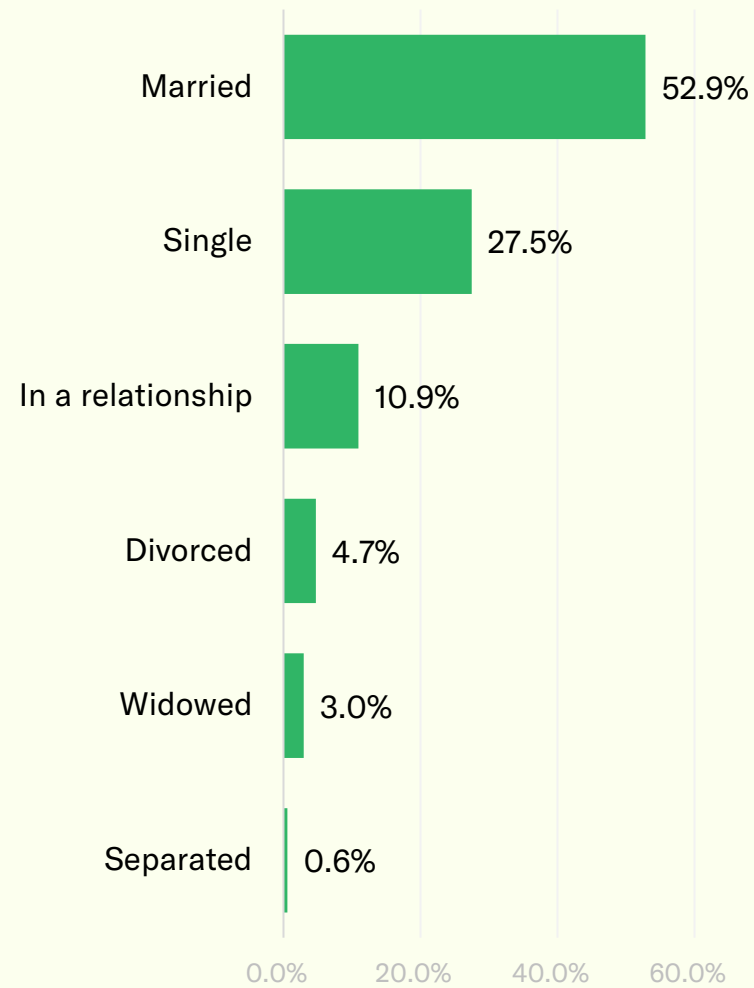
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	14.8%	20.1%	21.4%	12.0%	15.6%	14.8%	16.6%
No	84.1%	79.9%	75.4%	87.1%	83.4%	83.8%	82.8%
Prefer not to answer	1.1%	0.0%	3.2%	0.9%	1.0%	1.4%	0.6%
Base	443	69	79	294	303	339	144

**Small sample size*

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

Base: Total respondents (443 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

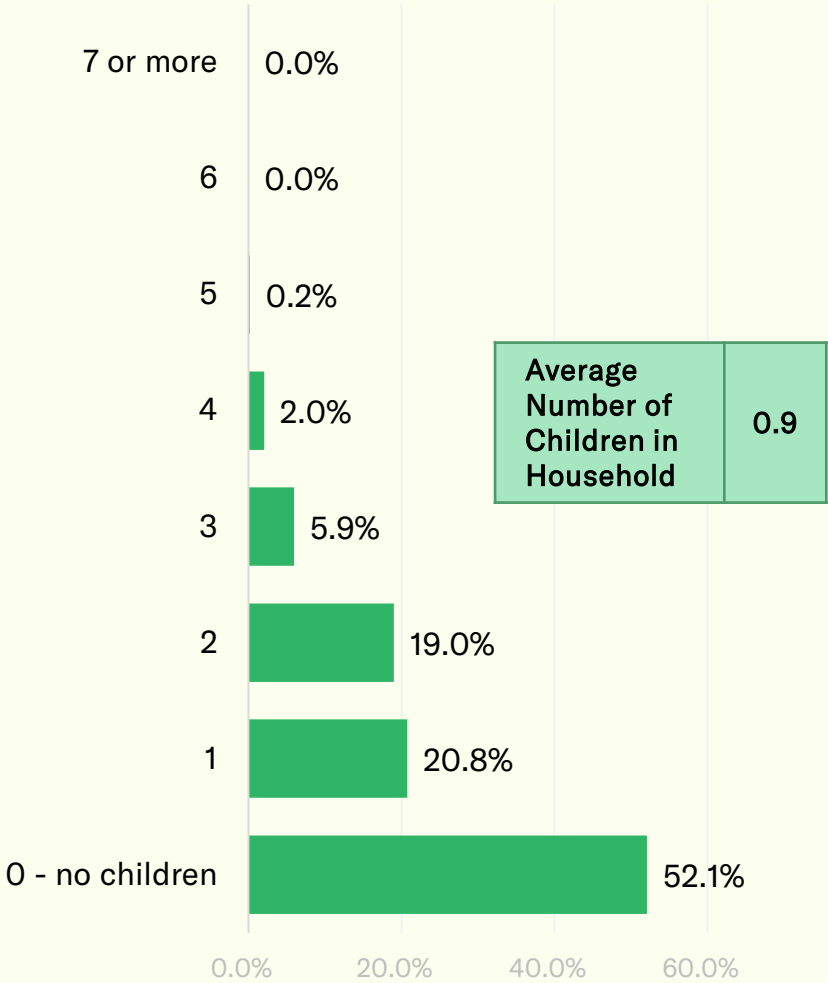
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Married	52.9%	61.9%	40.0%	53.5%	53.5%	54.9%	50.0%
Single	27.5%	24.3%	29.1%	28.0%	26.8%	26.2%	30.5%
In a relationship	10.9%	10.3%	16.4%	9.8%	12.0%	10.9%	10.3%
Divorced	4.7%	1.0%	7.8%	4.9%	3.8%	4.8%	4.9%
Widowed	3.0%	2.4%	3.1%	3.1%	2.7%	2.1%	3.1%
Separated	0.6%	0.0%	2.4%	0.3%	0.6%	0.5%	0.6%
Base	443	69	79	294	303	339	144

**Small sample size*

Question: What is your marital status?

Base: Total respondents (443 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

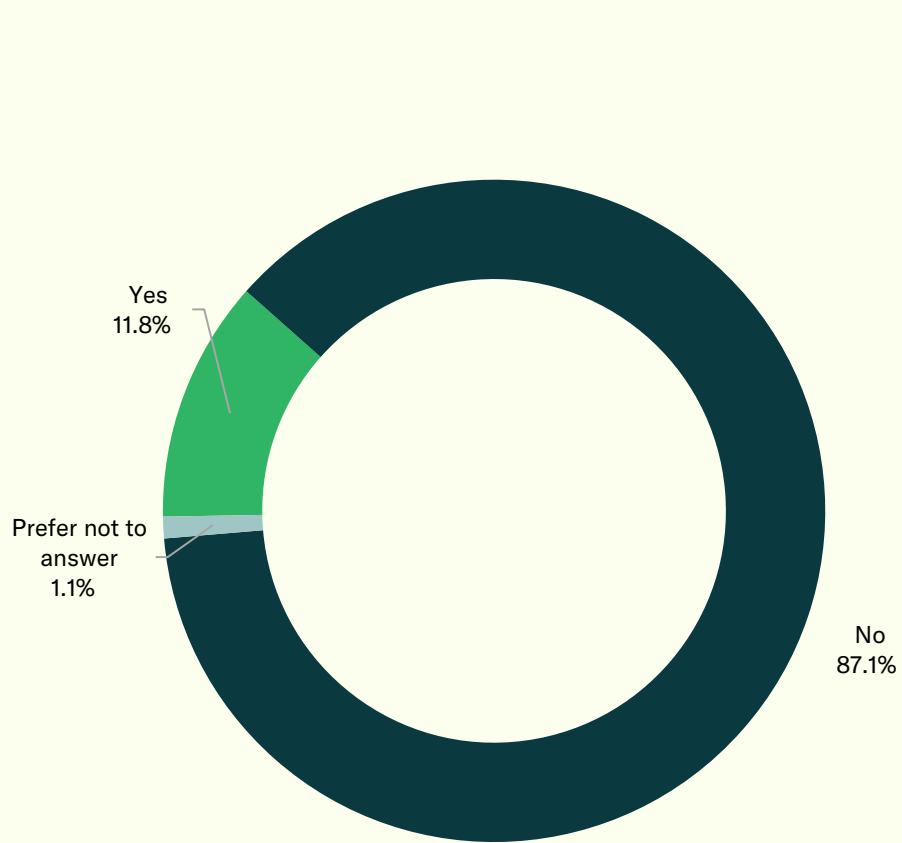
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
7 or more	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
4	2.0%	0.0%	1.3%	2.7%	2.7%	2.4%	2.2%
3	5.9%	3.8%	3.6%	7.0%	6.7%	7.3%	5.7%
2	19.0%	25.8%	4.3%	20.5%	21.8%	20.7%	19.6%
1	20.8%	16.1%	19.9%	22.2%	22.2%	20.2%	20.5%
0 – no children	52.1%	54.3%	70.9%	47.3%	46.6%	49.4%	52.1%
Mean	0.9	0.8	0.4	1.0	1.0	0.9	0.9
Base	442	69	79	293	302	339	144

**Small sample size*

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

Base: Total respondents (442 completed surveys)

Survey Respondent Demographics: Travelers with Disabilities



By Segment

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

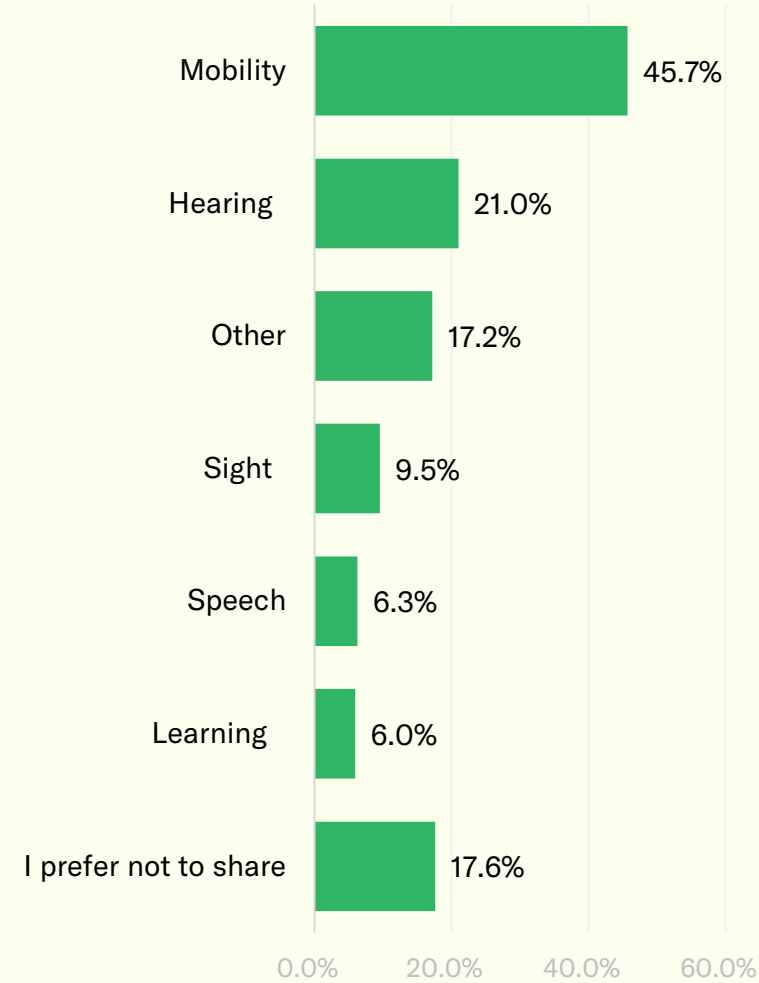
	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
Yes	11.8%	12.8%	15.3%	10.8%	10.8%	11.4%	12.3%
No	87.1%	87.2%	83.1%	88.0%	88.7%	87.5%	87.7%
Prefer not to answer	1.1%	0.0%	1.6%	1.2%	0.6%	1.0%	0.0%
Base	443	69	79	294	303	339	144

**Small sample size*

Question: Do you have a disability?

Base: Total respondents (443 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

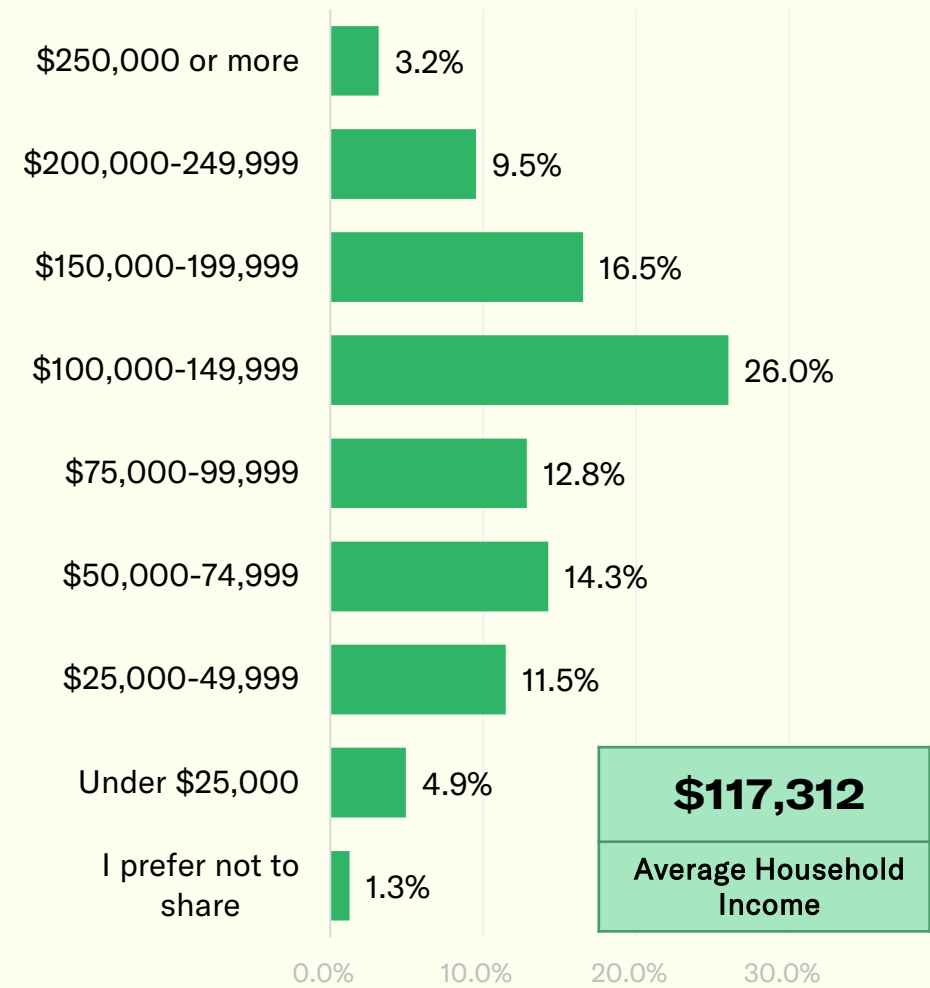
	Total*	Canadian Visitors*	In State*	Out of State*	Outdoor Recreation Participants*	Food & Drink Participants*	Arts & Culture Participants*
Mobility	45.7%	11.3%	64.5%	49.5%	44.1%	46.7%	55.4%
Hearing	21.0%	32.4%	9.0%	21.7%	12.5%	21.4%	25.9%
Other	17.2%	26.3%	14.3%	15.5%	17.7%	17.3%	21.2%
Sight	9.5%	6.5%	7.2%	11.2%	6.9%	9.7%	19.6%
Speech	6.3%	13.0%	0.0%	6.4%	6.2%	5.2%	14.5%
Learning	6.0%	11.3%	0.0%	6.4%	9.4%	7.8%	16.9%
I prefer not to share	17.6%	10.6%	5.0%	23.9%	23.9%	15.2%	4.2%
Base	57	10	13	34	36	42	21

*Small sample size

Question: How would you describe your disability/disabilities?

Base: Total respondents (57 completed surveys)

Survey Respondent Demographics: Annual Household Income



By Segment

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

	Total	Canadian Visitors*	In State*	Out of State	Outdoor Recreation Participants	Food & Drink Participants	Arts & Culture Participants
\$250,000 or more	3.2%	3.3%	0.0%	3.9%	3.6%	3.7%	2.1%
\$200,000-249,999	9.5%	16.9%	2.1%	9.1%	10.2%	10.4%	9.9%
\$150,000-199,999	16.5%	20.7%	9.8%	17.1%	17.5%	17.5%	16.1%
\$100,000-149,999	26.0%	28.9%	17.4%	27.4%	25.7%	26.5%	29.8%
\$75,000-99,999	12.8%	10.3%	8.5%	14.6%	13.3%	11.7%	14.2%
\$50,000-74,999	14.3%	7.2%	20.4%	14.6%	13.1%	14.3%	13.8%
\$25,000-49,999	11.5%	10.6%	20.5%	9.6%	11.3%	10.2%	9.0%
Under \$25,000	4.9%	2.1%	17.2%	2.8%	4.4%	4.4%	3.8%
I prefer not to share	1.3%	0.0%	4.1%	0.9%	0.9%	1.2%	1.3%
Average Household Income	\$117,312	\$136,487	\$76,766	\$121,410	\$120,393	\$121,570	\$119,417
Base	437	69	76	291	300	335	142

**Small sample size*

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

Base: Total respondents (437 completed surveys)