Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.

In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.

It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

This report provides:

- Estimates of 2017 overnight visitor volume and travel expenditures for Oregon as well as for the Coast Region in particular
- Strategic intelligence about the Coast Region’s overnight travel market including:
  - Key sources of business
  - Visitor profiling
  - Trip characteristics
For each of the 2016 and 2017 travel years, a representative sample of visitors to the Coast Region was identified through the Travel USA® survey:

- Respondents who visited Oregon were asked to identify which of the state’s seven tourism regions they spent time in with the aid of a visual map.

- Of the survey sample of 7,919 overnight trips taken to Oregon in 2016 and 2017:
  - 1,954 included a visit to the Coast Region
  - Of those, 1,290 were marketable trips
The results of this report are based on two time frames:

- Market size and structure estimates for the Coast Region are reported for the 2017 travel year, as are all Oregon state norms.
- To maximize statistical reliability, other Coast Region data (trip characteristics and visitor profiles) are based on two years’ combined sample from 2016 and 2017 unless otherwise indicated.
Travel Market Size & Structure—the Coast Region 2017
Size of the Coast Region’s Overnight Travel Market

Total Overnight Trips to Oregon* = 34.1 Million

Spent Time in Coast Region 30%
10.3 Million

*Includes both adults and children
The Coast Region’s Overnight Travel Market — Adults vs. Children

Total Overnight Trips to the Coast Region = 10.3 Million

- Adults: 76% (7.9 Million)
- Children: 24% (2.4 Million)
The Coast Region's Overnight Travel Market — by Main Trip Purpose

Total Overnight Trips to the Coast Region = 10.3 Million

- Visiting Friends/Relatives: 29% (2.9 Million)
- Business: 4% (0.4 Million)
- Marketable*: 67% (7 Million)

*Marketable includes Business-Leisure
**The Coast Region vs. Oregon State—by Trip Purpose**

- **Marketable Trips***
  - Coast Region: 67%
  - Oregon: 51%

- **Visits to Friends and Relatives**
  - Coast Region: 29%
  - Oregon: 41%

- **Business**
  - Coast Region: 4%
  - Oregon: 8%

---

*Marketable includes Business-Leisure*
2017 Coast Region Spending = $1.9 Billion

- Lodging: 41% ($768 Million)
- Restaurant Food & Beverage: $489 Million
- Retail: 14% ($265 Million)
- Transportation: 9% ($175 Million)
- Recreation: 10% ($187 Million)
Average Per Person Expenditures on Overnight Trips — By Sector

Base: Total Overnight Person-Trips to the Coast Region

- Lodging: $59
- Restaurant Food & Beverage: $38
- Retail Purchases: $20
- Recreation/Sightseeing/Entertainment: $14
- Transportation at Destination: $14
Average Per Person Expenditures on Overnight Marketable Trips — By Sector

- Lodging: $66
- Restaurant Food & Beverage: $40
- Retail Purchases: $22
- Recreation/Sightseeing/Entertainment: $17
- Transportation at Destination: $12

Base: Overnight Marketable Person-Trips to Coast Region
Marketable Trip Characteristics and Visitor Profile - 2016/2017
Main Purpose of Marketable Trip – The Coast Region vs. State Norm

- **Touring**: 31%
- **Outdoors**: 24%
- **Resort**: 23%
- **Casino**: 11%
- **Special event**: 8%
- **City trip**: 8%
- **Golf Trip**: 4%
- **Theme park**: <1%
- **Skiing/snowboarding**: <1%
- **Cruise**: <1%

Base: Overnight Marketable Person-Trips

- **Coast Region**
- **Oregon**

Percent
State Origin Of Trip

Base: Overnight Marketable Person-Trips to the Coast Region

Oregon: 59%
Washington: 17%
California: 8%
Idaho: 2%

Percent
DMA Origin Of Trip

Base: Overnight Marketable Person-Trips to the Coast Region

- Portland, OR: 43%
- Eugene, OR: 10%
- Seattle-Tacoma, WA: 9%
- Medford-Klamath Falls, OR/CA: 8%
- Los Angeles, CA: 3%
- Yakima, WA: 3%
- San Francisco-Oakland-San Jose, CA: 3%
- Boise, ID: 2%
- Bend, OR: 2%
- Spokane, ID/WA: 2%
Other Oregon Regions Visited on Coast Region Trip

Base: Overnight Marketable Person-Trips

Portland Region: 13.6%
Mt Hood-Columbia River Gorge Region: 8.6%
Willamette Valley Region: 8.3%
Southern Region: 5.2%
Central Region: 5.2%
Eastern Region: 2.6%
Season of Trip

Base: Overnight Marketable Person-Trips

- **January-March**
  - Coast Region: 21%
  - Oregon: 21%

- **April-June**
  - Coast Region: 26%
  - Oregon: 26%

- **July-September**
  - Coast Region: 32%
  - Oregon: 32%

- **October-December**
  - Coast Region: 21%
  - Oregon: 21%
Past Visitation to Oregon*

* Question wording changed in 2017

Base: Overnight Marketable Person-Trips

Ever

Past 12 Months*

Percent

Coast Region | Oregon

84 | 87

66 | 69

* Question wording changed in 2017
Length of Trip Planning

Base: Overnight Marketable Person-Trips

- **More than 1 year in advance**: 4%
- **6-12 months**: 16% in Coast Region, 17% in Oregon
- **3-5 months**: 15% in Coast Region, 19% in Oregon
- **2 months**: 16% in Coast Region, 15% in Oregon
- **1 month or less**: 34% in Coast Region, 38% in Oregon
- **Did not plan anything in advance**: 11% in Coast Region, 11% in Oregon

% Percent

- **Coast Region**
- **Oregon**
Trip Planning Information Sources

Base: Overnight Marketable Person-Trips

- Online travel agencies: Coast Region 19; Oregon 18
- Destination websites: Coast Region 18; Oregon 15
- Hotel or resort: Coast Region 18; Oregon 16
- Advice from relatives or friends: Coast Region 16; Oregon 15
- Social Media: Coast Region 12; Oregon 15
- Lodging sharing websites: Coast Region 8; Oregon 8
- Travel company websites: Coast Region 8; Oregon 9
- Travel guide/other books: Coast Region 6; Oregon 10
- Auto club/AAA: Coast Region 6; Oregon 10
Trip Planning Information Sources (Cont’d)

Base: Overnight Marketable Person-Trips

- Airline/commercial carrier
- 800/888 number
- Visitors' bureau/gov tourism office
- Travel Agent/Company
- Magazine articles/ad
- TV program/ad
- Travel/ski show or exhibition
- Newspaper articles/ad
- Radio show/ad

Percent

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<tr>
<td>Travel/ski show or exhibition</td>
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</table>
Devices Used for Trip Planning

Base: Overnight Marketable Person-Trips

Used Any Device (net)
- Coast Region: 88%
- Oregon: 89%

Laptop
- Coast Region: 45%
- Oregon: 47%

Desktop/Home computer
- Coast Region: 41%
- Oregon: 43%

Smartphone
- Coast Region: 29%
- Oregon: 33%

Tablet
- Coast Region: 16%
- Oregon: 16%
Devices Used During Trip

Used Any Device (net)

- **Base**: Overnight Marketable Person-Trips

- **Coast Region**: 82%
- **Oregon**: 84%

### Smartphone

- **Coast Region**: 67%
- **Oregon**: 69%

### Tablet

- **Coast Region**: 28%
- **Oregon**: 30%

### Laptop

- **Coast Region**: 27%
- **Oregon**: 28%

**Note:** Base: Overnight Marketable Person-Trips.
Total Nights Away on Trip

Base: Overnight Marketable Person-Trips

- **1 night**
  - Coast Region: 23
  - Oregon: 24
  - Average Coast Region: 3.7 nights
  - Average Oregon: 4.1 nights

- **2 nights**
  - Coast Region: 26
  - Oregon: 30

- **3-4 nights**
  - Coast Region: 24
  - Oregon: 24

- **5-6 nights**
  - Coast Region: 9
  - Oregon: 10

- **7-13 nights**
  - Coast Region: 11
  - Oregon: 11

- **14 + nights**
  - Coast Region: 3
  - Oregon: 5

**Percent**
Number of Nights Spent in the Coast Region

Base: Overnight Marketable Person-Trips with 1+ Nights Spent in Coast Region

- 1 night: 31
- 2 nights: 32
- 3-4 nights: 23
- 5-6 nights: 7
- 7+ nights: 7

Average Nights Spent in Coast Region = 2.8
Size of Travel Party

Base: Overnight Marketable Person-Trips

Coast Region
- Adults: 2.4
- Children: 0.6
- Total = 3.0

Oregon
- Adults: 2.3
- Children: 0.6
- Total = 2.9
Composition of Immediate Travel Party*

*Question added in 2017; reflects 2017 data only
### Transportation

**Base: Overnight Marketable Person-Trips**

- **Own car/truck**: 84%
- **Rental car**: 14% (Coast Region), 14% (Oregon)
- **Camper, R.V**: 7% (Coast Region), 7% (Oregon)
- **Online Taxi Service (Lyft, Uber, etc)**: 5% (Coast Region), 5% (Oregon)
- **Plane**: 6% (Coast Region), 6% (Oregon)
- **Traditional Taxi Service**: 3% (Coast Region), 3% (Oregon)
- **Ship/Boat**: 3% (Coast Region), 3% (Oregon)
- **Bus**: 2% (Coast Region), 2% (Oregon)
- **Train**: 2% (Coast Region), 2% (Oregon)
- **Motorcycle**: 1% (Coast Region), 1% (Oregon)
- **Bicycle**: 2% (Coast Region), 2% (Oregon)
Accommodations

- Motel
- Other hotel
- Resort hotel
- Campground/trailer park/RV park
- Rented home/condo/apartment
- Home of friends/relatives
- Time Share
- Bed & Breakfast
- Rented cottage/cabin
- Own home/condo/apt/2nd home
- Country Inn/Lodge
- Other

Base: Overnight Marketable Person-Trips

Percent

Coast Region vs. Oregon

- Oregon: 32%
- Coast Region: 26%

Boat/cruise ship
Activities and Experiences

Base: Overnight Marketable Person-Trips

- Beach/Waterfront: 63%
- Shopping: 31%
- National/State Park: 28%
- Landmark/Historic Site: 26%
- Hiking/Backpacking: 25%
- Fine Dining: 24%
- Casino: 17%
- Swimming: 16%
- Museum: 15%
- Brewery: 15%
- Camping: 14%
- Winery: 10%

Percent

Coast Region
Oregon

33
Activities and Experiences (Cont’d)

Base: Overnight Marketable Person-Trips

- Art Gallery
- Bar/Nightclub
- Fishing
- Boating/Sailing
- Birding
- Fair/Exhibition/Festival
- Biking
- Zoo
- Golf
- Spa
- Theater
- Glamping

Coast Region vs Oregon

Percent

Oregon

Coast Region
Activities of Special Interest

Base: Overnight Marketable Person-Trips

- Historic places
- Cultural activities/attractions
- Exceptional culinary experiences
- Brewery Tours/Beer Tasting
- Winery tours/Wine tasting
- Traveling with grandchildren
- Eco-Tourism
- Marijuana Tourism*
- Agritourism
- Wedding
- Religious Travel

Percent

Coast Region
Oregon

*Added in 2017, reflects 2017 data only
Online Social Media Use by Travelers

- Used any social media for travel: 72% Coast Region, 74% Oregon
- Posted travel photos/video online: 38% Coast Region, 37% Oregon
- Read travel reviews: 37% Coast Region, 33% Oregon
- Looked at travel photos/video online: 30% Coast Region, 29% Oregon
- Accessed travel news/events/deals/promotions: 17% Coast Region, 19% Oregon
- Contributed travel reviews: 14% Coast Region, 16% Oregon
- Read a travel blog: 13% Coast Region, 14% Oregon

Base: Overnight Marketable Person-Trips
Online Social Media Use by Travelers

- Used any social media for travel: 74% (Oregon) vs. 72% (Coast Region)
- Connected with others interested in travel: 13% (Oregon) vs. 12% (Coast Region)
- Got travel advice: 11% (Oregon) vs. 12% (Coast Region)
- "Followed" a destination/attraction: 9% (Oregon) vs. 8% (Coast Region)
- Gave travel advice: 7% (Oregon) vs. 8% (Coast Region)
- Subscribed to a travel e-newsletter: 6% (Oregon) vs. 6% (Coast Region)
- Tweeted about a trip: 6% (Oregon) vs. 4% (Coast Region)
- Blogged about a trip: 3% (Oregon) vs. 4% (Coast Region)
Gender

Base: Overnight Marketable Person-Trips

- **Male**
  - Coast Region: 42%
  - Oregon: 47%

- **Female**
  - Coast Region: 53%
  - Oregon: 58%
Age

Base: Overnight Marketable Person-Trips

18-24
25-34
35-44
45-54
55-64
65+

Percent

Coast Region
Oregon

Average Coast Region = 50.5
Average Oregon = 47.7
Marital Status

Base: Overnight Marketable Person-Trips

Married/with partner
- Coast Region: 71%
- Oregon: 65%

Single/never married
- Coast Region: 14%
- Oregon: 23%

Divorced/widowed/ separated
- Coast Region: 15%
- Oregon: 12%
Household Size

Base: Overnight Marketable Person-Trips

- 1 member: Coast Region 21, Oregon 22
- 2 members: Coast Region 43, Oregon 42
- 3 members: Coast Region 15, Oregon 14
- 4 members: Coast Region 11, Oregon 13
- 5+ members: Coast Region 10, Oregon 9
Children in Household

Base: Overnight Marketable Person-Trips

- No children under 18: 66% (Coast Region), 65% (Oregon)
- Any child between 13-17: 17% (Coast Region), 18% (Oregon)
- Any child between 6-12: 17% (Coast Region), 15% (Oregon)
- Any child under 6: 13% (Coast Region), 12% (Oregon)
**Education**

Post-graduate: Coast Region 20, Oregon 21

College graduate: Coast Region 38, Oregon 41

Some college: Coast Region 23, Oregon 22

High school or less: Coast Region 17, Oregon 15

Other: Coast Region 2, Oregon 1

Base: Overnight Marketable Person-Trips

**Percent**

- Coast Region
- Oregon
Employment

Base: Overnight Marketable Person-Trips

Full time/ self-employed
- Coast Region: 42%
- Oregon: 47%
- Base: Overnight Marketable Person-Trips

Part time
- Coast Region: 9%
- Oregon: 9%

Not employed/retired/ other
- Coast Region: 49%
- Oregon: 44%
Household Income

Base: Overnight Marketable Person-Trips

- **$150K+**
  - Coast Region: 4%
  - Oregon: 5%

- **$100-$149.9K**
  - Coast Region: 15%
  - Oregon: 15%

- **$75-$99.9K**
  - Coast Region: 17%
  - Oregon: 17%

- **$50-$74.9K**
  - Coast Region: 23%
  - Oregon: 25%

- **<$49.9K**
  - Coast Region: 39%
  - Oregon: 40%

**Average Coast Region = $66,400**

**Average Oregon = $66,410**
Race

Base: Overnight Marketable Person-Trips

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Percent
Hispanic Background

Base: Overnight Marketable Person-Trips

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<td>93%</td>
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Appendix: Key Terms Defined
Key Terms Defined

- An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

- A **Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

- A **Person-Trip** is one trip taken by one visitor.
  - Person-trips are the key unit of measure for this report.
Leisure Trips: Include all trips where the main purpose was one of the following:

- Visiting friends/relatives
- Touring through a region to experience its scenic beauty, history and culture
- Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
- Special event, such as a fair, festival, or sports event
- City trip
- Cruise
- Casino
- Theme park
- Resort (ocean beach, inland or mountain resort)
- Skiing/snowboarding
- Golf

Business Trips:

- Conference/convention
- Other business trip

Business-Leisure: a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

Total Trips = Leisure + Business + Business-Leisure