



# 2023 Oregon Tourism Industry Stakeholder Survey

Statewide Summary of Results | March 2023

**DRIFTLINE**  
CONSULTING

for



**TRAVEL  
OREGON**

# PURPOSE

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- The 2023 Oregon Tourism Industry Stakeholder Survey was designed on behalf of the Oregon Tourism Commission, dba Travel Oregon and the state's seven official regional destination management organizations (RDMOs) to elicit feedback from individuals and organizations linked to the tourism industry.
- As Travel Oregon embarks on its 10-year strategic vision for tourism in the state, the results of the survey will help inform strategic direction for Travel Oregon and its regional partners to fulfil the strategic vision. The survey will also be used to make funding and programmatic decisions in marketing, grants, tourism-related infrastructure, visitor management, and more.
- In addition to this summary of statewide results, results for each region are reported under separate cover. Additionally, results may be accessed via an interactive online dashboard that enables further exploration of the data. Users of the online dashboard can segment questions by key variables to gain additional insight into segments of the Oregon tourism stakeholder population that were not addressed in this report.
- Access the online dashboards by going to: [bit.ly/2023Stakeholder](https://bit.ly/2023Stakeholder)

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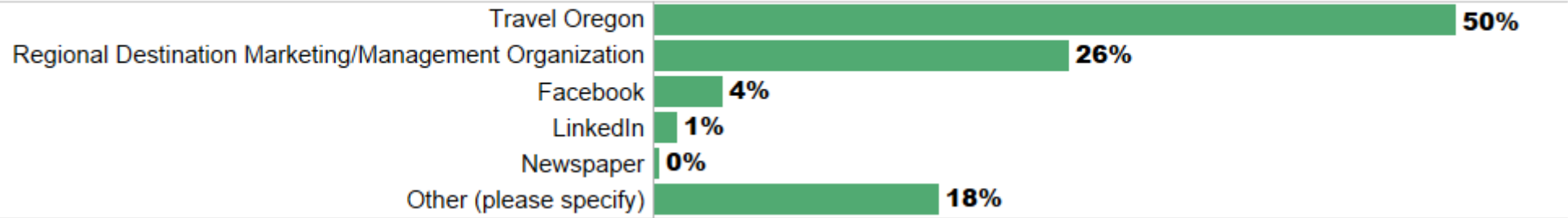
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# DATA COLLECTION

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- The survey was conducted online and distributed in both English and Spanish from February 9, 2023 - March 7, 2023. An open URL was distributed via direct email communications, press releases, industry newsletters, and industry partners' distribution channels.

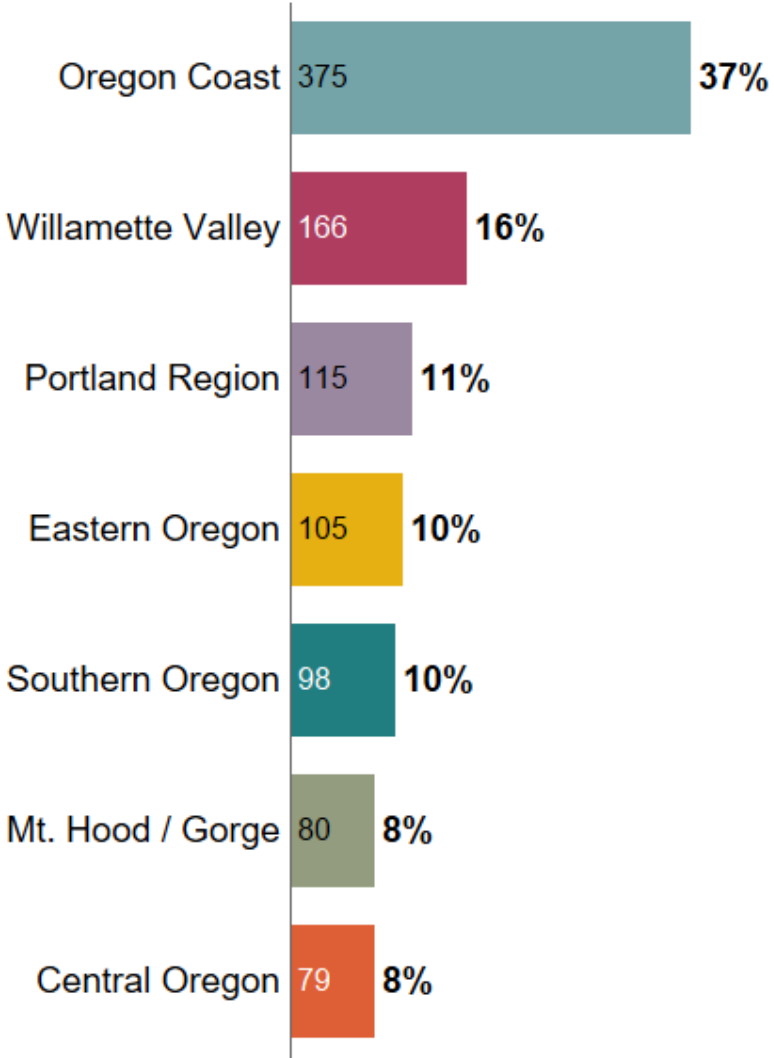
How did you hear about this survey?



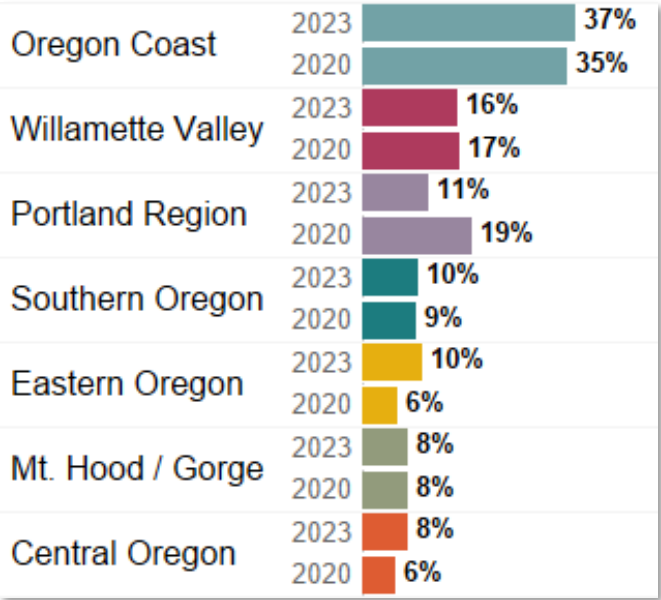
# DATA COLLECTION: RESPONSES BY REGION

- A total of **1,018** valid responses were collected.
- Sample sizes vary by question and are noted throughout this report.
- The overall composition of the survey sample by region closely resembles results from 2020.

Number & Percent of Responses by Region



Percent of Responses by Region vs 2020



Source: 2023 Oregon Tourism Stakeholder Survey

# KEY FINDINGS

## TOURISM DEVELOPMENT

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- Over half of respondents (52%) said they are satisfied or very satisfied with the direction of tourism development in Oregon.
- Most respondents agreed or strongly agreed with statements related to what Oregon should do regarding promoting tourism, including promoting responsible visitor behavior, encouraging tourism development in their community, considering tourism as a primary priority for economic development, and promoting responsible visitor behavior, and advertising tourism or attracting more visitors to their community.
- Respondents were most in agreement that they are comfortable collaborating with groups of varying sizes and backgrounds to make positive changes in the tourism industry, and they are least in agreement that they currently lobby legislators and policy makers to create positive change within the industry.

# KEY FINDINGS

## VISITATION LEVELS BY SEASON

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- Respondents' perspectives about the number of visitors their communities receive each season varied by the season.
  - **Spring:** 55% said they have too few visitors, followed by 36% who said they have about the right number of visitors.
  - **Summer:** 51% said they have about the right number of visitors, followed by 24% who said there are too many visitors.
  - **Fall:** 49% said there are too few visitors, followed by 42% who said there are about the right number.
  - **Winter:** 75% said there are too few visitors, followed by 16% who said there are about the right number of visitors.

# KEY FINDINGS

## STRENGTHS AND AREAS FOR IMPROVEMENT

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- The top three areas that respondents considered strengths in their communities were outdoor recreation opportunities (74%), food and beverage (40%), and agritourism (24%).
- The top areas that respondents said their communities need to focus on to improve residents' and visitors' experiences were public infrastructure (e.g., bathroom, parking) (34%), workforce availability (30%), and being a welcoming destination for Black, Indigenous, People of Color, and LGBTQIA+ communities (21%).



# KEY FINDINGS

## RISKS TO TOURISM

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- The top five challenges that respondents identified as high risks to tourism were lack of affordable housing (65%), houselessness (42%), overburdened public resources (33%), wildfires (33%), and the economic downturn (33%).
- The top two strategies that respondents selected to best assist their business/organization or community if faced with the challenges listed in the previous bullet were grant and funding resources/opportunities (64%) and resources to build tourism related infrastructure (64%).
- To develop, attract and retain and local workforce associated with the tourism industry, respondents selected the following two strategies as part of their first or second highest priorities: “Hospitality and tourism career programs in local high schools and colleges” (59%) and “Short-term training options for upskilling of current and future employees” (52%).

# KEY FINDINGS

## TOURISM PRIORITIES AND FOCUS AREAS

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- Respondents were asked to identify the three areas that should be emphasized for tourism planning over the next 2-5 years. The following were among the top-three ranked areas across respondents: tourism-related infrastructure (53%), grant and funding resources/opportunities (47%) and marketing and promotion (45%).
- Fifty-six percent of respondents selected Travel Oregon's Strategy 1 as their first or second highest ranked priority for their community. Half of respondents (50%) selected Strategy 3 as their first or second highest ranked priority.
  - Strategy 1: Improve perception of the value of tourism and increase advocacy among industry workforce, residents and policymakers
  - Strategy 3: Reduce high visitation pressures and increase community livability by investing in the development of niche tourism product that is based on growing visitor demand and Oregon's competitive advantage (e.g., outdoor recreation, culinary, agrotourism, arts and culture)

# KEY FINDINGS

## INDUSTRY ENGAGEMENT & COMMUNICATIONS

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- Respondents were asked to rate their engagement with Travel Oregon from 1 (Not engaged) to 5 (Very high engagement). Over one-fourth of respondents (28%) selected a 4 or a 5, and 34% selected 3. The average was 2.9.
- By a large margin, respondents currently receive tourism-related information from Travel Oregon and their RDMO from e-newsletters (78%). Website was the next most-cited information source at 46%. Over two-thirds of respondents (67%) prefer to receive industry-related information via e-newsletter.



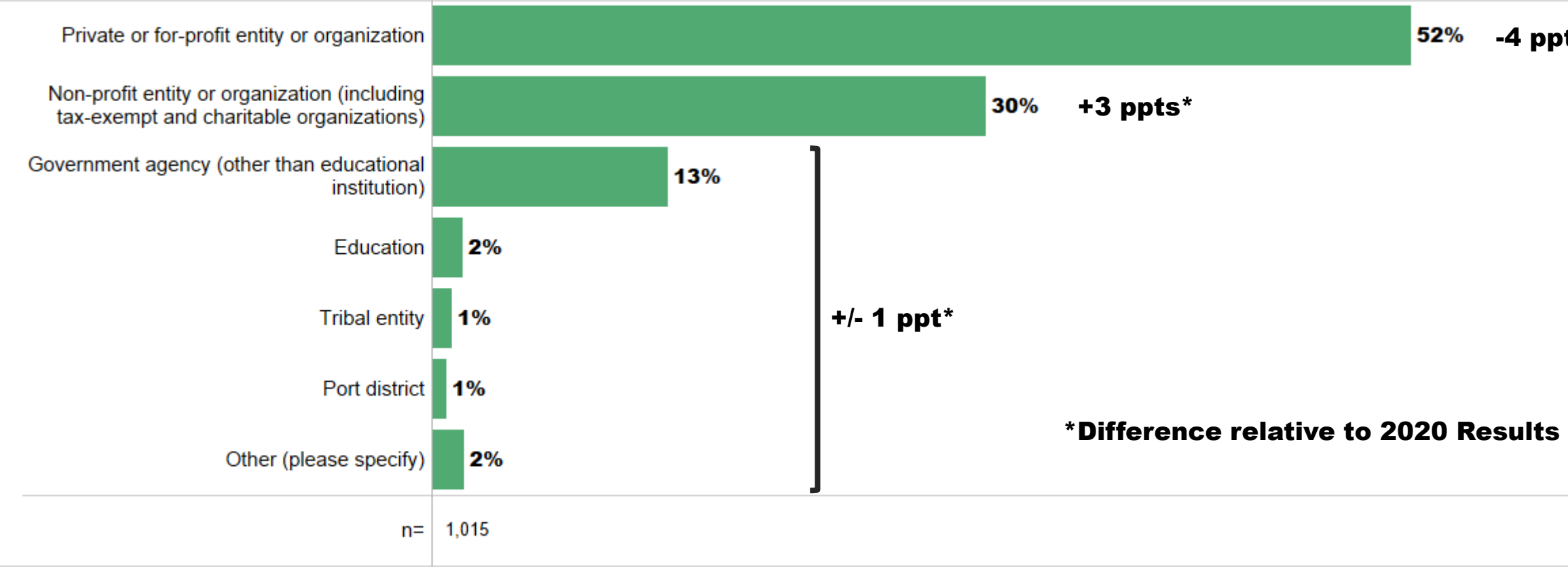


# **Respondent Profile**

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# ENTITY TYPE

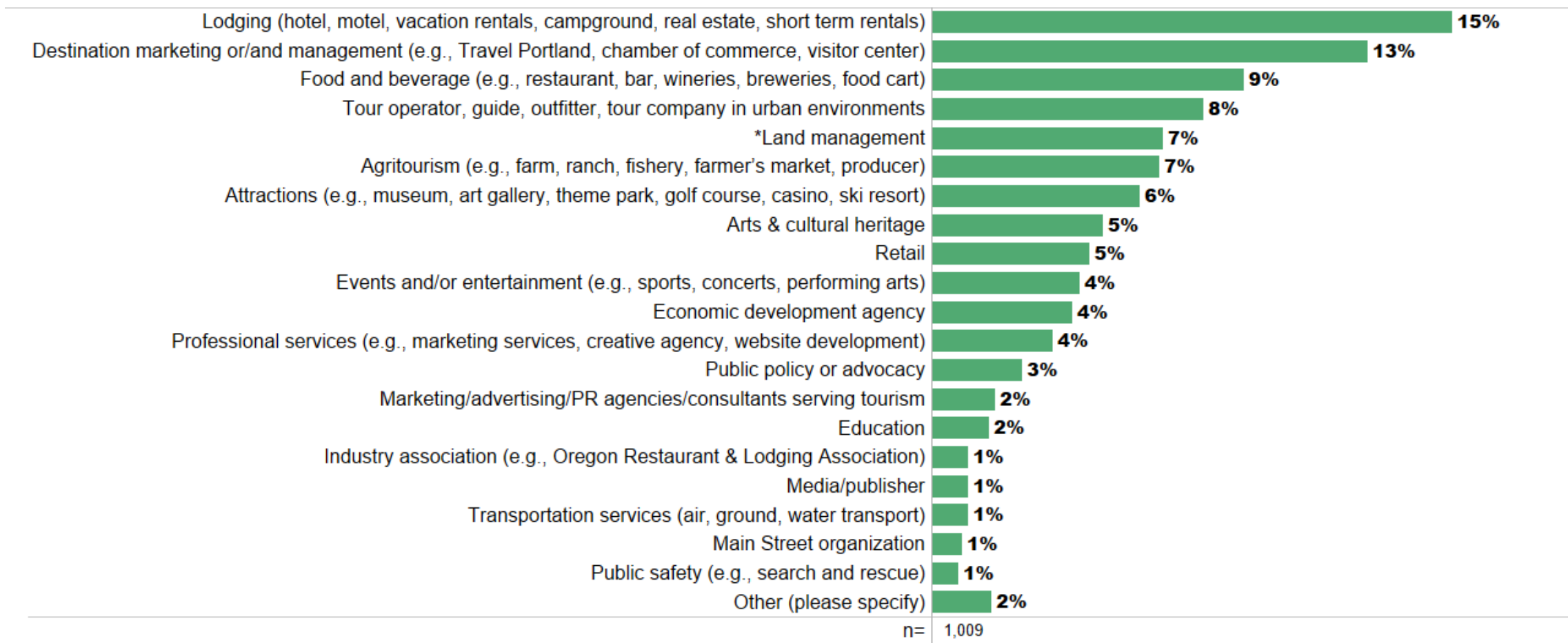
Which entity type best describes your business/organization?



Where applicable, "Other" write-in responses were recoded to appropriate categories.  
Source: 2023 Oregon Tourism Stakeholder Survey

# TOURISM INDUSTRY SECTOR

In what sector of the tourism industry do you primarily work?



\*Answer option abbreviated in reporting.

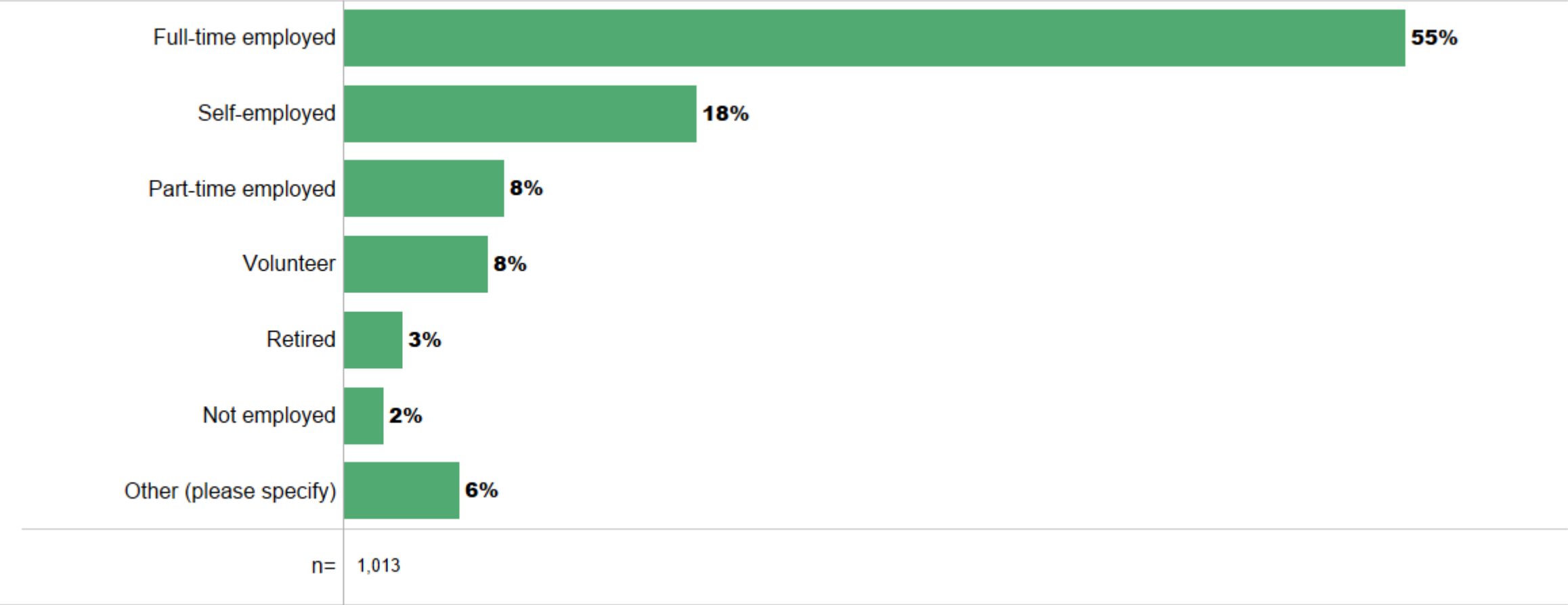
Where applicable, "Other" responses have been re-coded into appropriate categories.

Source: 2023 Oregon Tourism Stakeholder Survey



# EMPLOYMENT STATUS

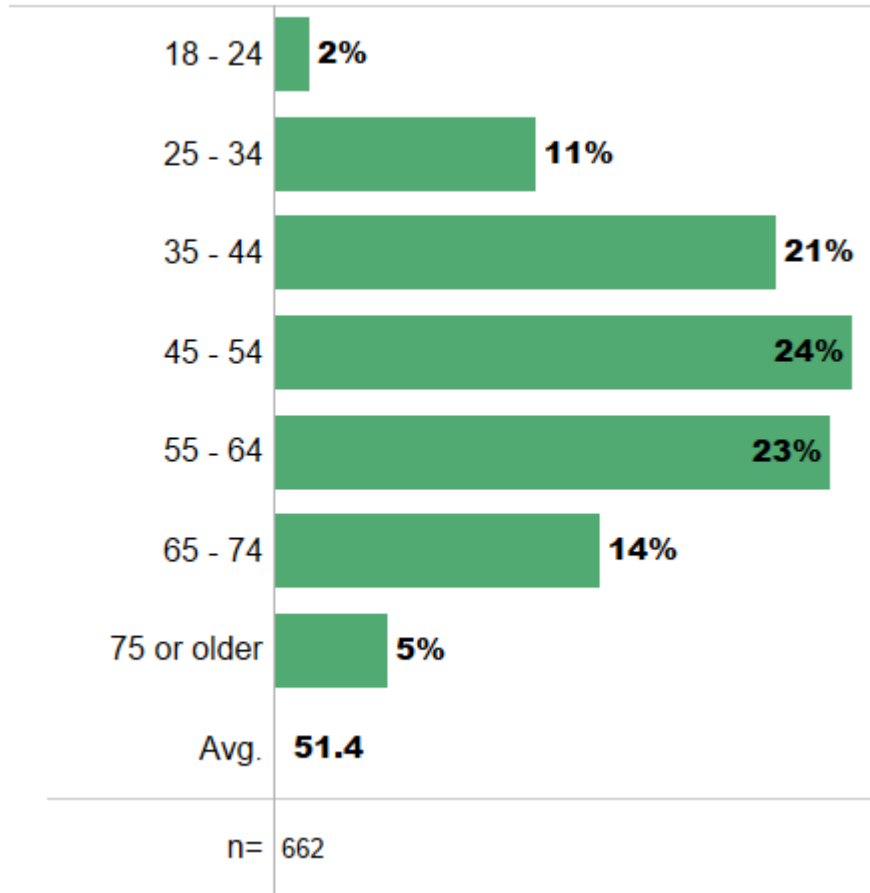
Which of the following best describes your current employment status in the tourism industry? (Select one)



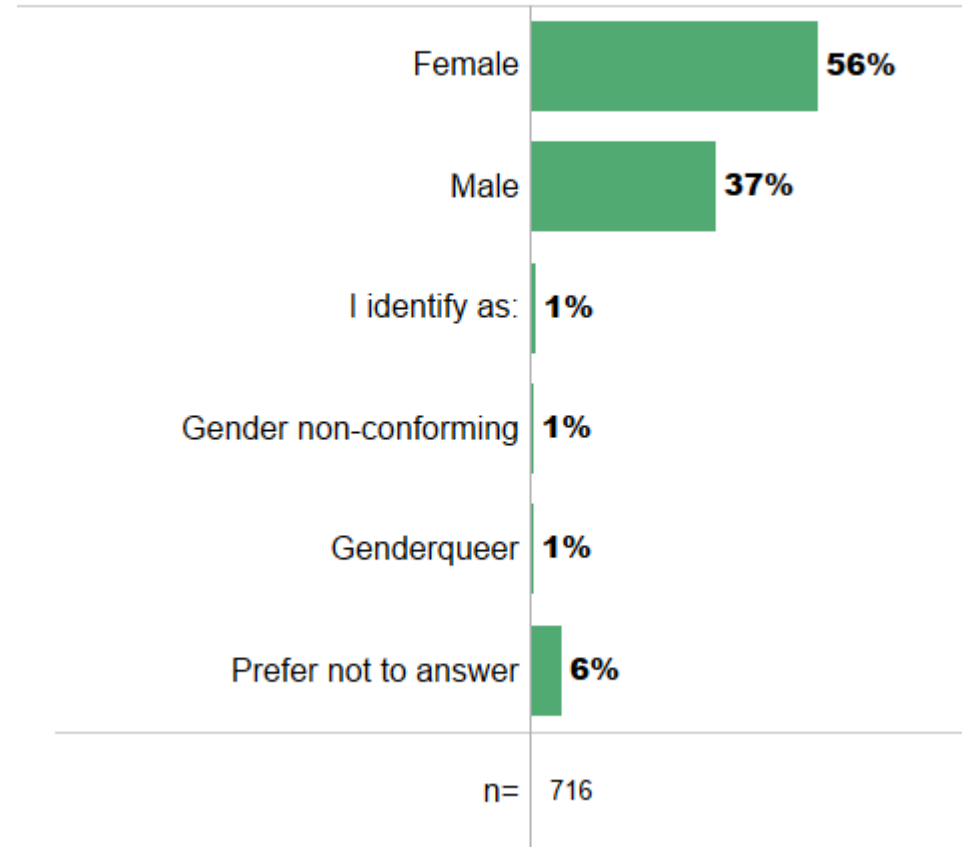
Source: 2023 Oregon Tourism Stakeholder Survey

# AGE & GENDER

## Respondent Age



## To which gender identity do you most identify? Please check all that apply.



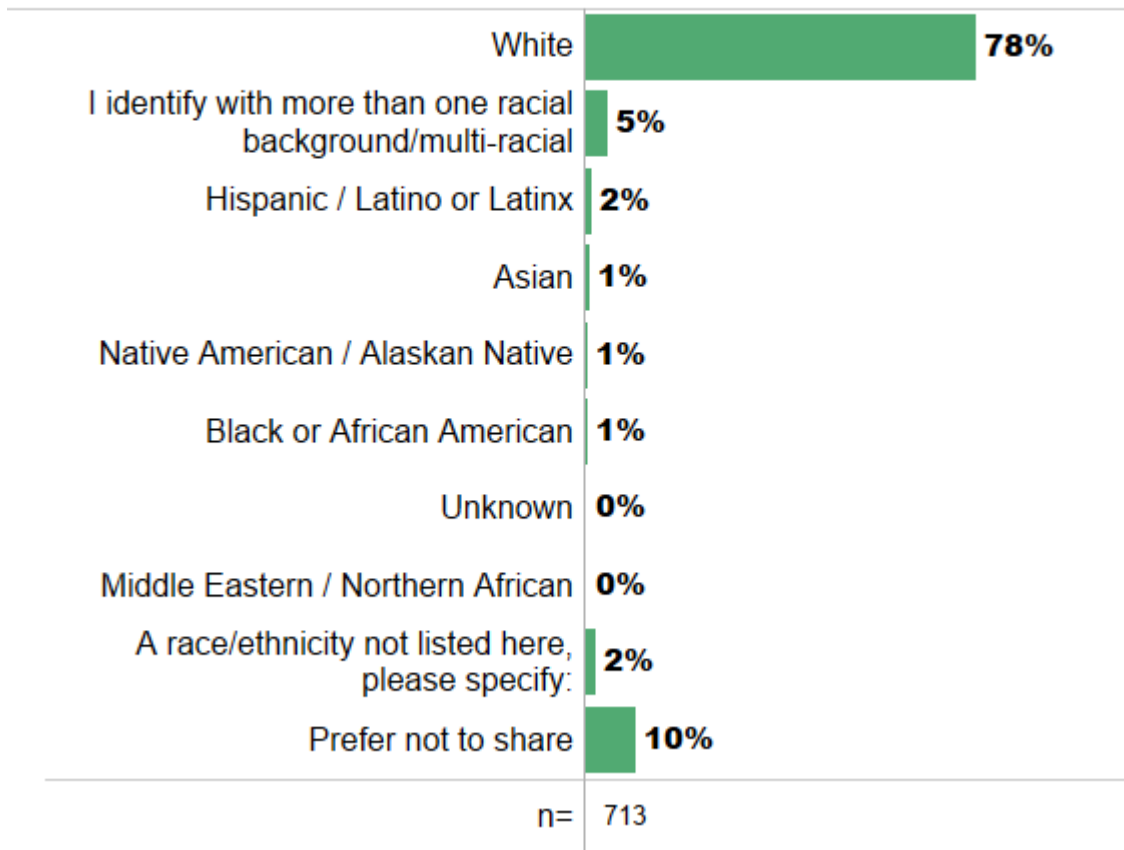
Source: 2023 Oregon Tourism Stakeholder Survey

"I identify as:" answer option included a write-in field.

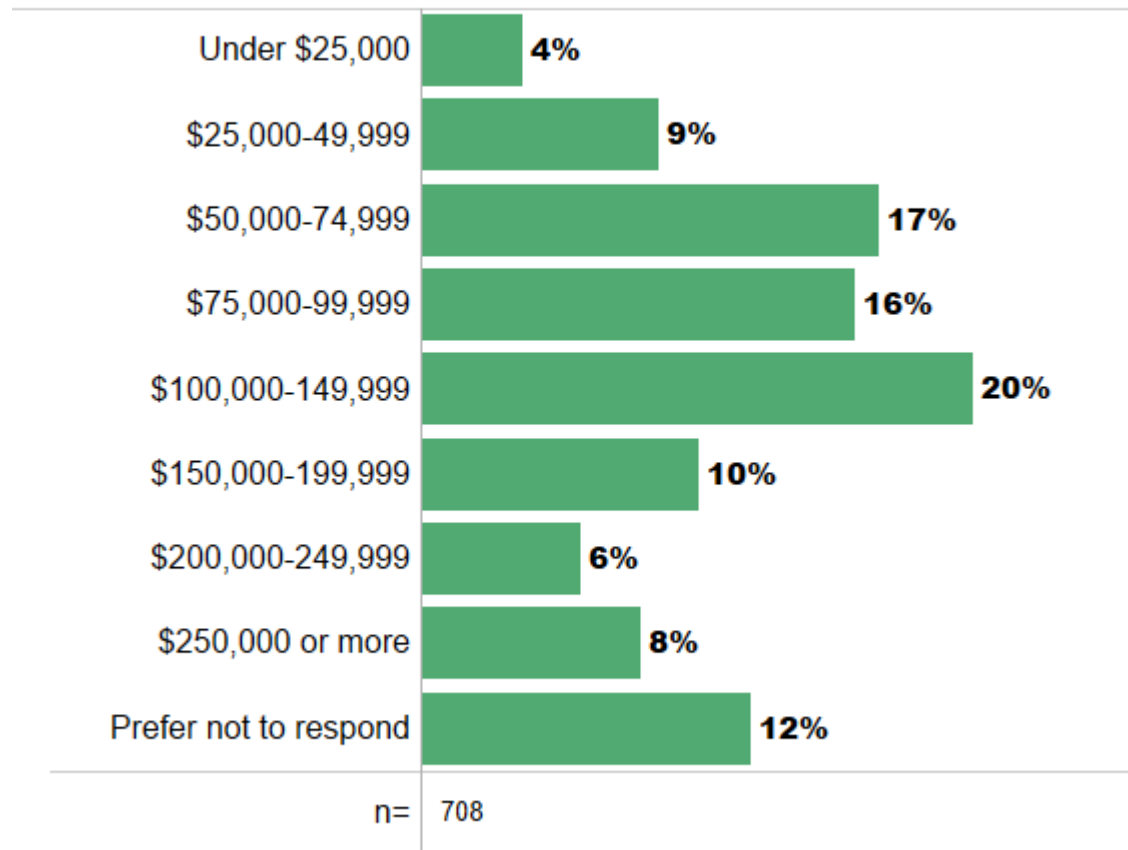


# RACE & INCOME

Which of the following best describes you? (Please select one answer)



Which of these categories best describes the total gross annual income of your household (before taxes)?

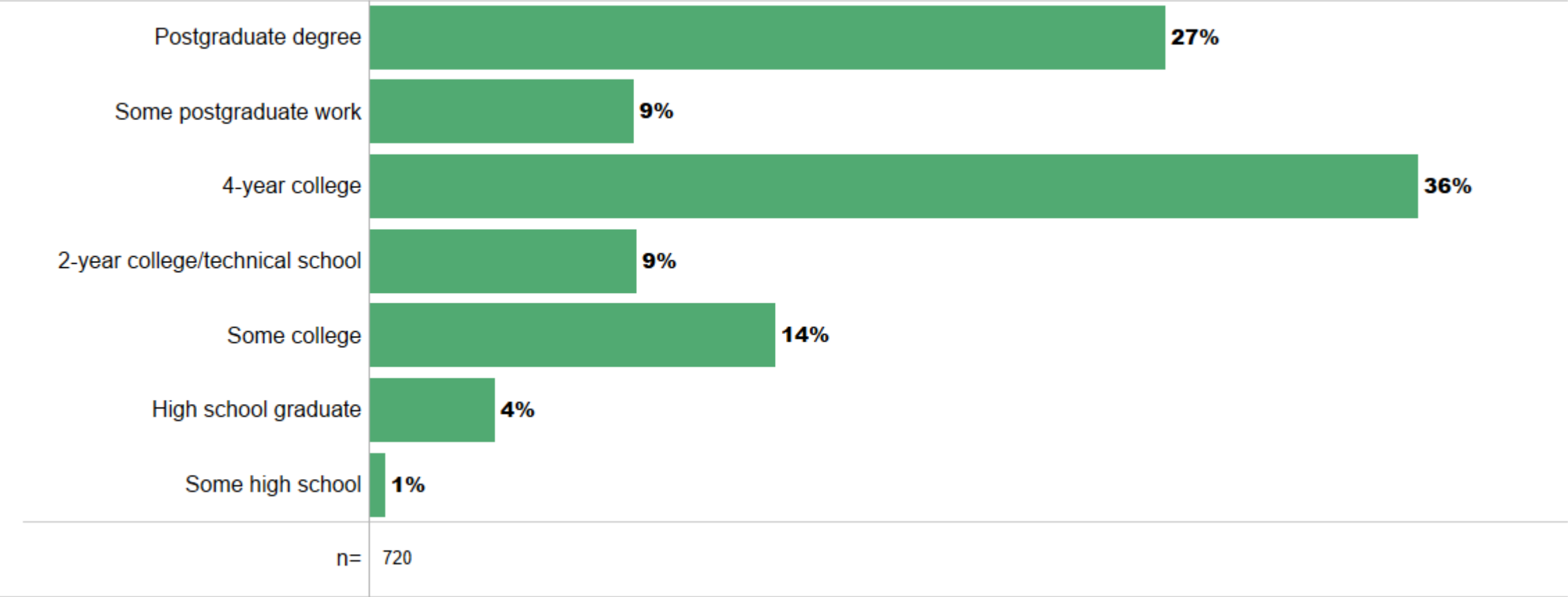


Source: 2023 Oregon Tourism Stakeholder Survey

# EDUCATION

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Which option best describes your education?



Source: 2023 Oregon Tourism Stakeholder Survey

# EDUCATION

## BY SECTOR

Which option best describes your education?

	Overall	Arts & cultural heritage	Land management	Attractions	Destination marketing or/and management	Food and beverage	Agritourism	Tour operator, guide, outfitter, tour company in urban environments	Events and/or entertainment	Lodging	Retail	Other
Postgraduate degree	27%	41%	45%	29%	18%	25%	21%	25%	16%	18%	23%	37%
Some postgraduate work	9%	12%	9%	12%	10%	8%	8%	3%	3%	6%	9%	14%
4-year college	36%	32%	28%	39%	45%	38%	40%	37%	42%	36%	29%	30%
2-year college/technical school	9%	2%	4%	7%	8%	10%	13%	15%	10%	14%	11%	6%
Some college	14%	12%	11%	12%	15%	11%	17%	14%	29%	15%	17%	11%
High school graduate	4%		4%		4%	6%		5%		10%	11%	2%
Some high school	1%					1%	2%			1%		1%
n=	720	41	47	41	91	71	48	59	31	113	35	140

Sectors are sorted in descending order by the percent with 4-year college education or higher. Sectors with fewer than 30 responses to this question are grouped as "Other" in banner.

Source: 2023 Oregon Tourism Stakeholder Survey

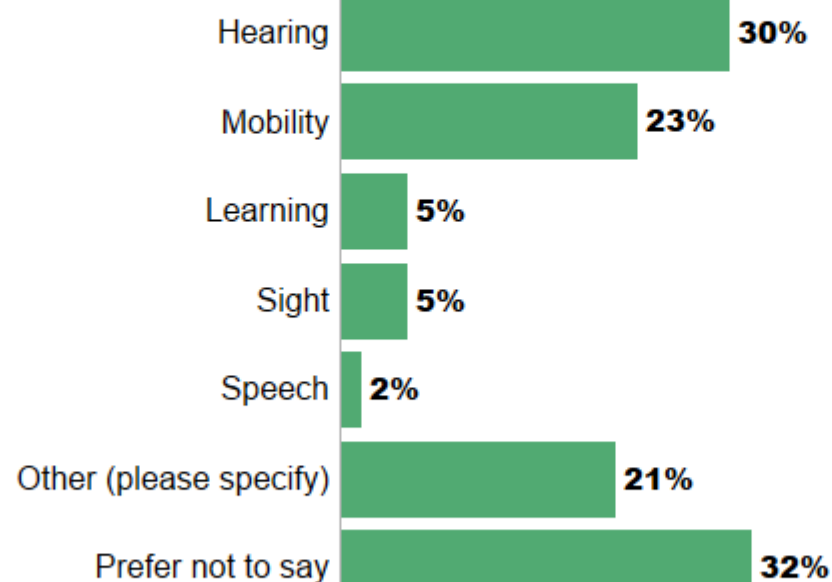
# PRESENCE OF A DISABILITY

Do you have a disability?



n= 709

[If yes] What are these disabilities?  
(Select all that apply)



n= 57



# **Travel Oregon Strategies**

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# STRATEGIES

Please read the following 5 strategies that are being prioritized by Travel Oregon, and rank them based on priority for your community, from 1=highest priority to 5=lowest priority.

STRATEGY 1: Improve perception of the value of tourism and increase advocacy among industry workforce, residents and policymakers.	36%	21%	13%	15%	14%
STRATEGY 3: Reduce high visitation pressures and increase community livability by investing in the development of niche tourism product that is based on growing visitor demand and Oregon's competitive advantage (e.g., outdoor recreation, culinary, agritourism, arts and culture).	29%	21%	21%	16%	12%
STRATEGY 4: Provide resources and assistance to tourism-related businesses, organizations and communities that are experiencing, or have recently experienced, crises (e.g., wildfires, drought, global pandemic, houselessness).	16%	21%	24%	25%	12%
STRATEGY 5: Utilize partnerships to advance educational and career opportunities to develop, attract and retain Oregon's tourism workforce.	11%	20%	22%	22%	24%
STRATEGY 2: Ensure diversity, equity and inclusion (DEI) is emphasized and integrated agencywide, from programming and procurement to employee recruitment and training.	8%	16%	19%	19%	37%



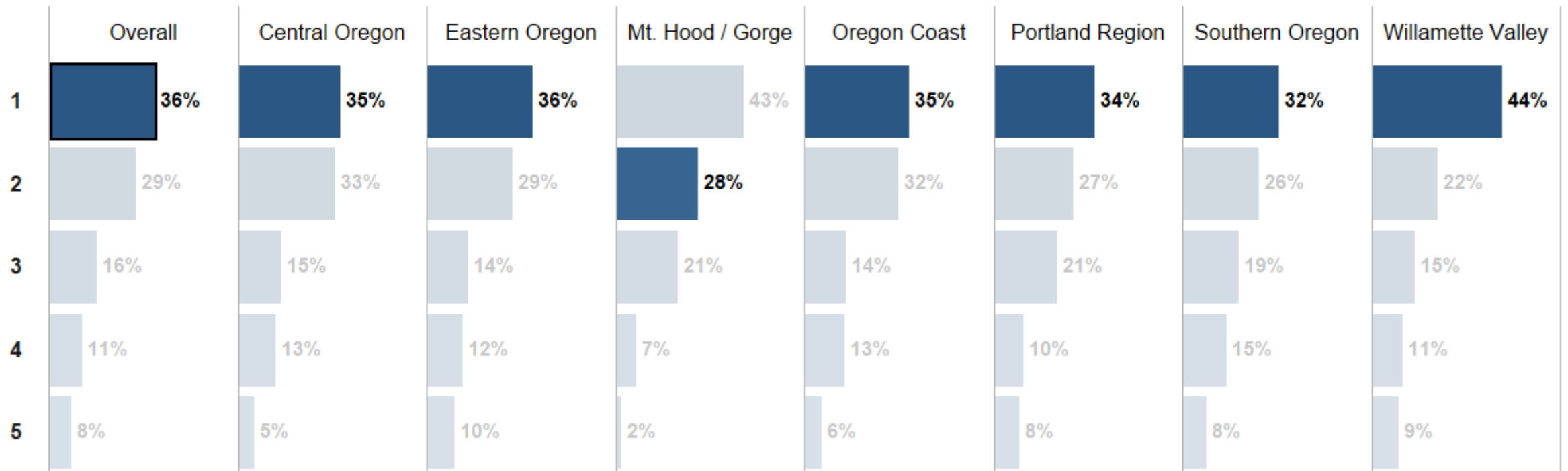
# STRATEGIES

## TOP PRIORITY BY REGION: STRATEGY 1

**STRATEGY 1:** Improve perception of the value of tourism and increase advocacy among industry workforce, residents and policymakers.

Please read the following 5 strategies that are being prioritized by Travel Oregon, and rank them based on priority for your community, from 1=highest priority to 5=lowest priority.

### Percent Responding Top Priority Only



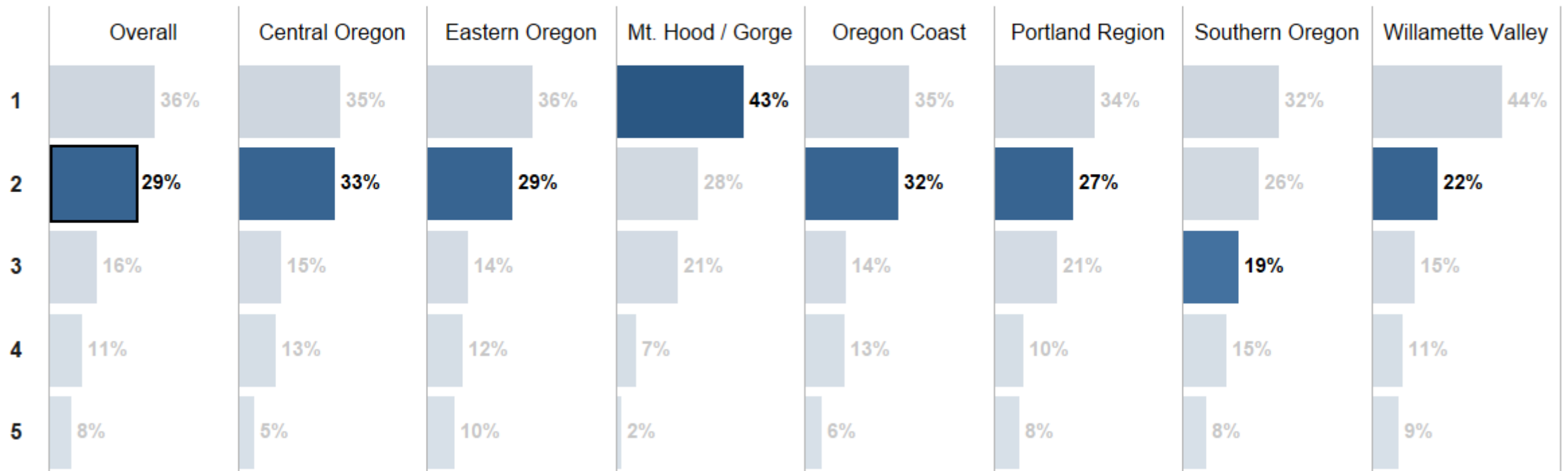
# STRATEGIES

## TOP PRIORITY BY REGION: STRATEGY 3

**STRATEGY 3:** Reduce high visitation pressures and increase community livability by investing in the development of niche tourism product that is based on growing visitor demand and Oregon’s competitive advantage (e.g., outdoor recreation, culinary, agritourism, arts and culture).

Please read the following 5 strategies that are being prioritized by Travel Oregon, and rank them based on priority for your community, from 1=highest priority to 5=lowest priority.

### Percent Responding Top Priority Only





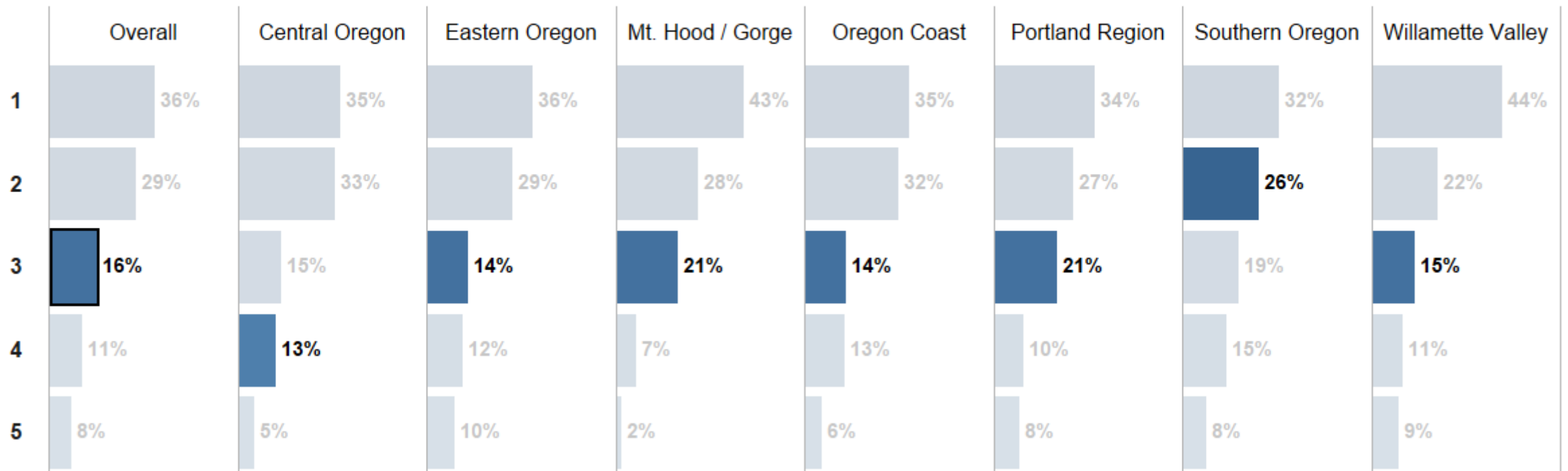
# STRATEGIES

## TOP PRIORITY BY REGION: STRATEGY 4

**STRATEGY 4:** Provide resources and assistance to tourism-related businesses, organizations and communities that are experiencing, or have recently experienced, crises (e.g., wildfires, drought, global pandemic, houselessness).

Please read the following 5 strategies that are being prioritized by Travel Oregon, and rank them based on priority for your community, from 1=highest priority to 5=lowest priority.

### Percent Responding Top Priority Only



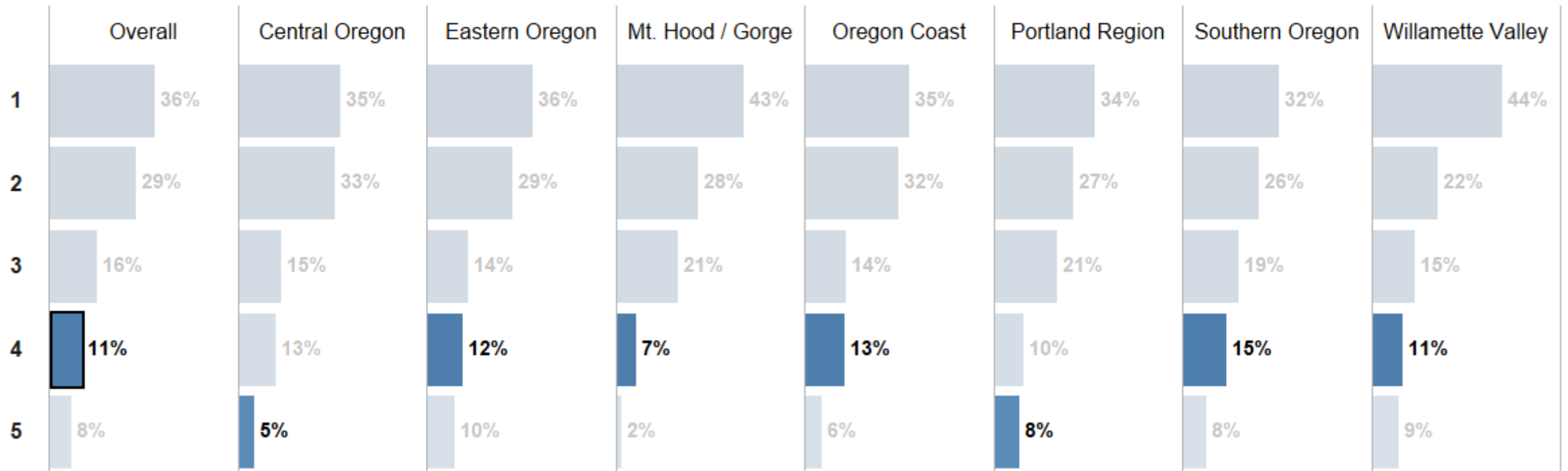
# STRATEGIES

## TOP PRIORITY BY REGION: STRATEGY 5

**STRATEGY 5:** Utilize partnerships to advance educational and career opportunities to develop, attract and retain Oregon's tourism workforce.

Please read the following 5 strategies that are being prioritized by Travel Oregon, and rank them based on priority for your community, from 1=highest priority to 5=lowest priority.

### Percent Responding Top Priority Only



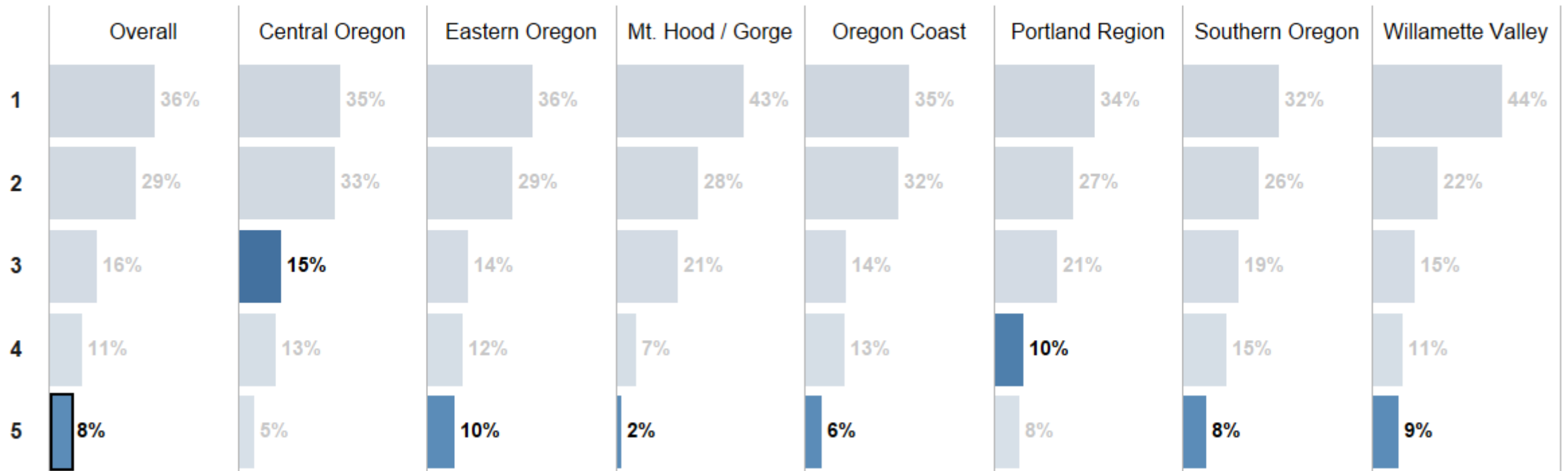
# STRATEGIES

## TOP PRIORITY BY REGION: STRATEGY 2

**STRATEGY 2:** Ensure diversity, equity and inclusion (DEI) is emphasized and integrated agencywide, from programming and procurement to employee recruitment and training.

Please read the following 5 strategies that are being prioritized by Travel Oregon, and rank them based on priority for your community, from 1=highest priority to 5=lowest priority.

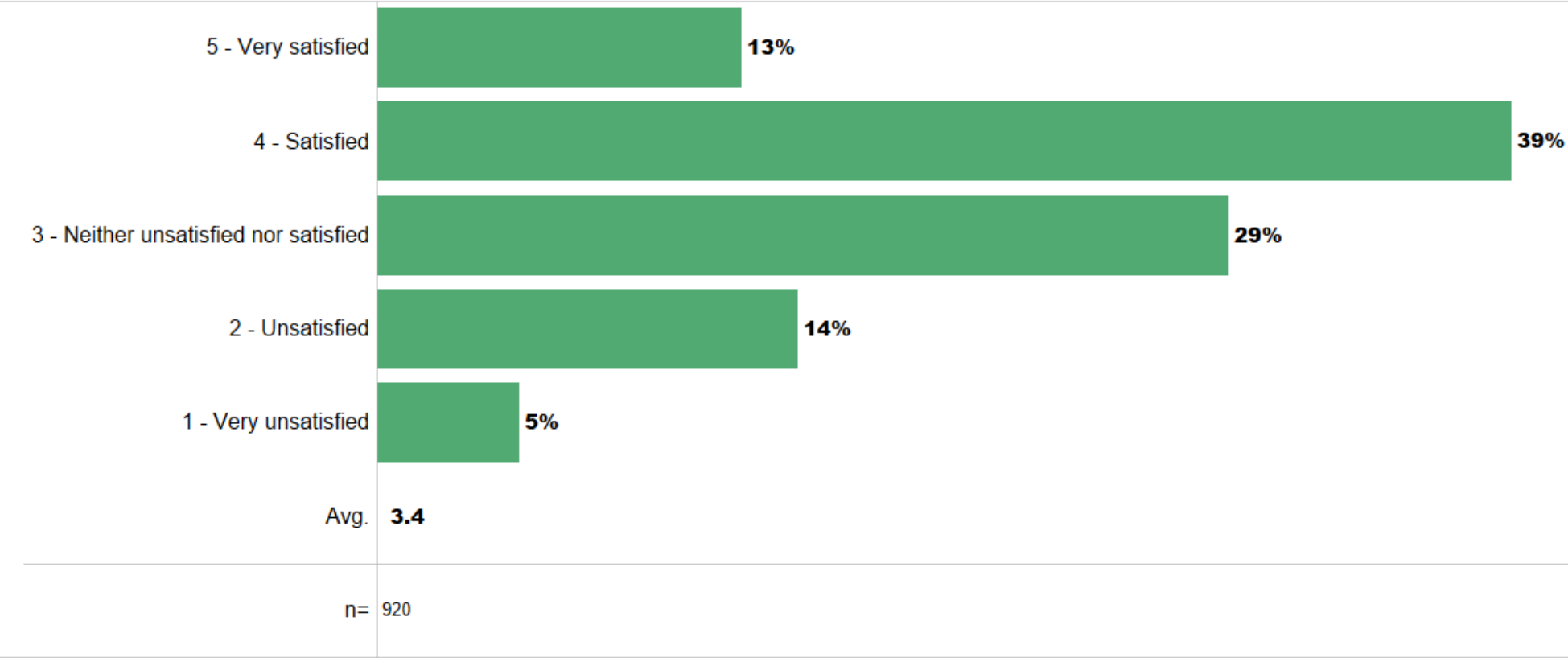
### Percent Responding Top Priority Only



# SATISFACTION WITH TOURISM DEVELOPMENT

## OVERALL

Please rate your satisfaction with the direction of destination development in Oregon, from 1 (Very unsatisfied) to 5 (Very satisfied).



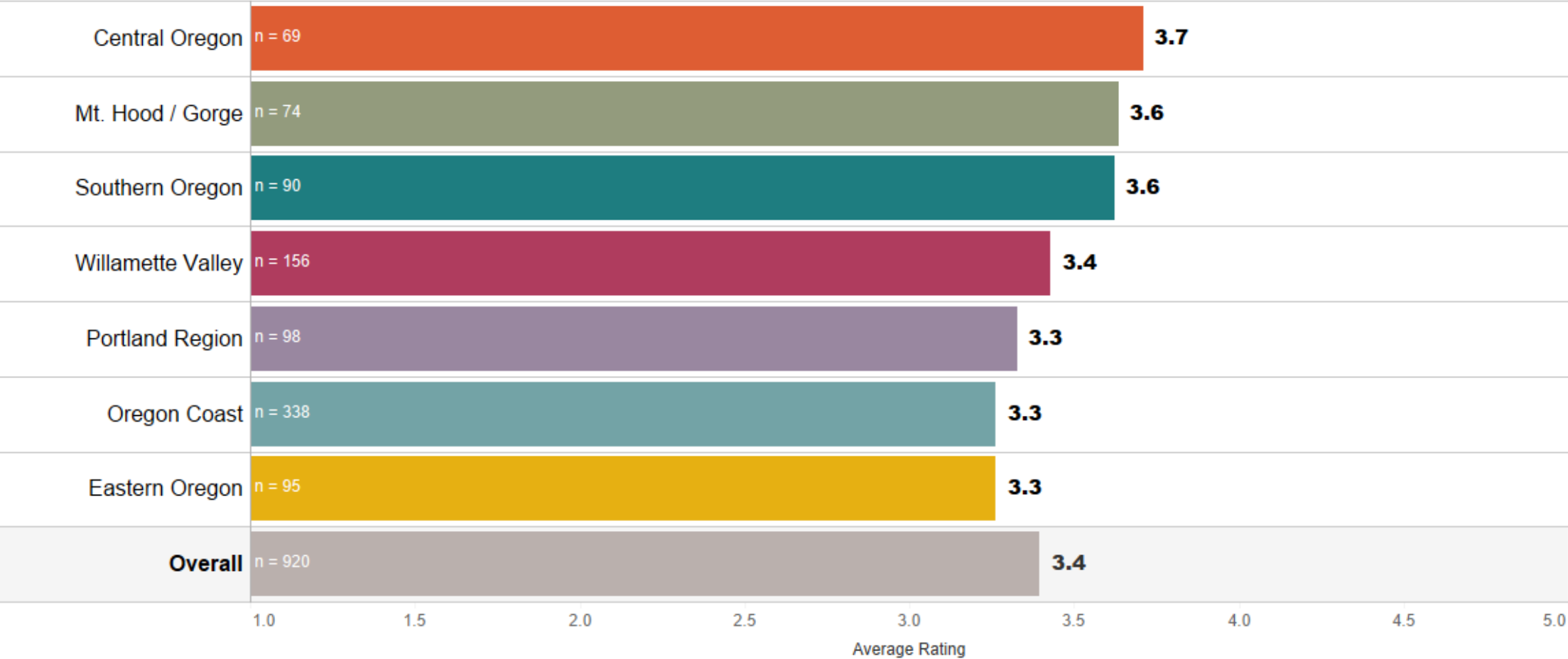
Source: 2023 Oregon Tourism Stakeholder Survey

Note that “Destination Development” refers to overall tourism development in Oregon. The following definition was provided to survey respondents: “Destination Development refers to the development of robust destinations that offer authentic, world-class experiences for all travelers, while preserving, enhancing and celebrating local assets.”

# SATISFACTION WITH TOURISM DEVELOPMENT

## AVERAGE RATING BY REGION

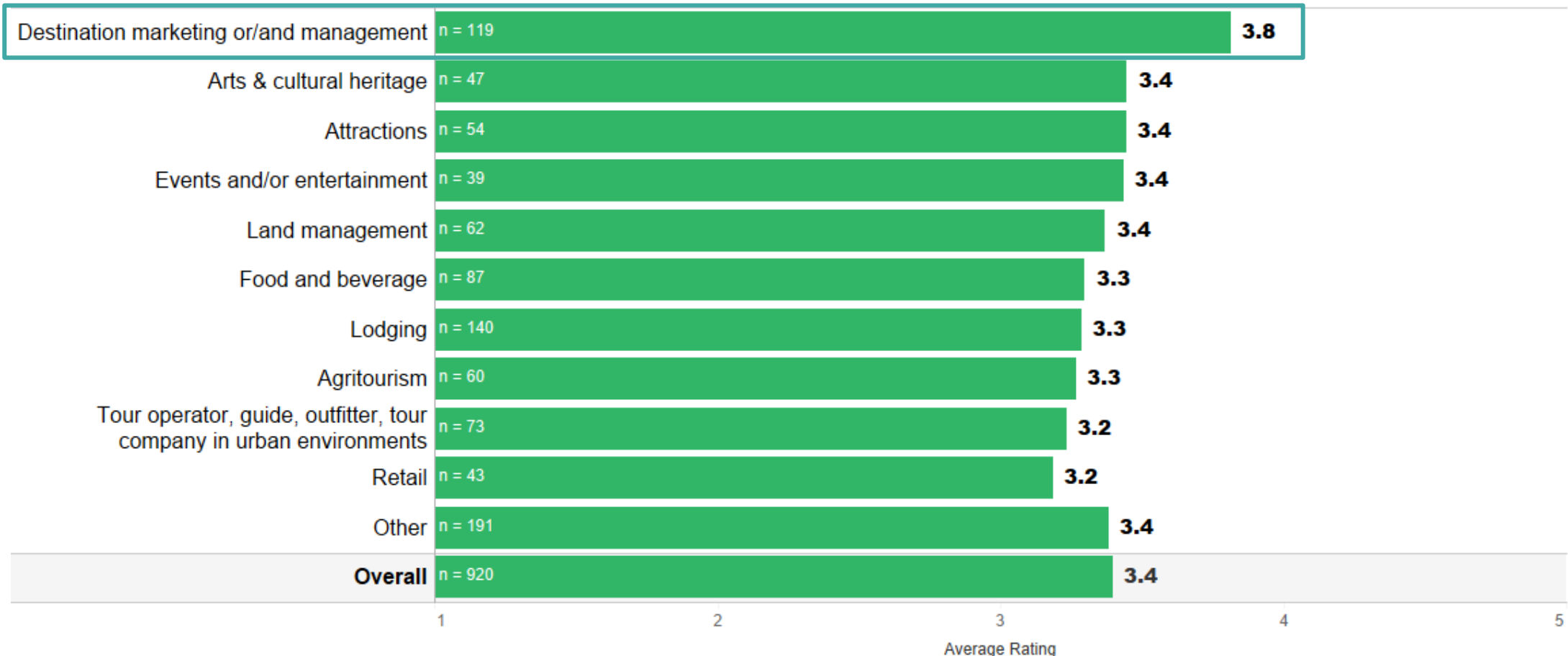
Please rate your satisfaction with the direction of destination development in Oregon, from 1 (Very unsatisfied) to 5 (Very satisfied).



# SATISFACTION WITH TOURISM DEVELOPMENT

## AVERAGE RATING BY SECTOR

Please rate your satisfaction with the direction of destination development in Oregon, from 1 (Very unsatisfied) to 5 (Very satisfied).



Sectors with fewer than 30 responses to this question are grouped as "Other."  
Source: 2023 Oregon Tourism Stakeholder Survey

# SATISFACTION WITH TOURISM DEVELOPMENT

## AVERAGE RATING BY ENTITY

Please rate your satisfaction with the direction of destination development in Oregon, from 1 (Very unsatisfied) to 5 (Very satisfied).



Entity types with fewer than 30 responses to this question are grouped as "Other."  
Source: 2023 Oregon Tourism Stakeholder Survey

# SATISFACTION WITH TOURISM DEVELOPMENT

## “WHY DO YOU FEEL THAT WAY?”

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Respondents were asked to explain their response to the previous question, “Please rate your satisfaction with the direction of destination development in Oregon, from 1 (Very unsatisfied) to 5 (Very satisfied). In a few words, why do you feel that way? ” Comments are summarized by the respondent’s rating response below. A selection of representative responses are on the following slide.

Unsatisfied (1 & 2)	3 – Neither unsatisfied nor satisfied	Satisfied (4 & 5)
159 comments	168 comments	261 comments
<ul style="list-style-type: none"><li>Comments from respondents who indicated dissatisfaction with tourism development in Oregon included concerns about short-term rental control and policies, the lack of workforce availability, the lack of infrastructure, and some regions being favored over others in terms of area development. There was also a tension between some respondents who wanted more managed natural resources, while others were wary of overcrowding or tourism affecting their quality of life.</li></ul>	<ul style="list-style-type: none"><li>Comments from neutral respondents included discussion about how tourism development in Oregon has improved but also has room for improvement. Some respondents discussed the importance of tourism development. Numerous respondents indicated that they did not know or have enough information about tourism development in Oregon.</li></ul>	<ul style="list-style-type: none"><li>Open-ended responses from respondents who indicated satisfaction with tourism development discussed the improvements they have seen in tourism and growth, their satisfaction with marketing, and their appreciation for having a sustainability focus. Some respondents mentioned satisfaction with a specific regions, and others mentioned equitable efforts to address tourism development across the state. There was also mention of satisfaction with Travel Oregon and RDMOs.</li></ul>



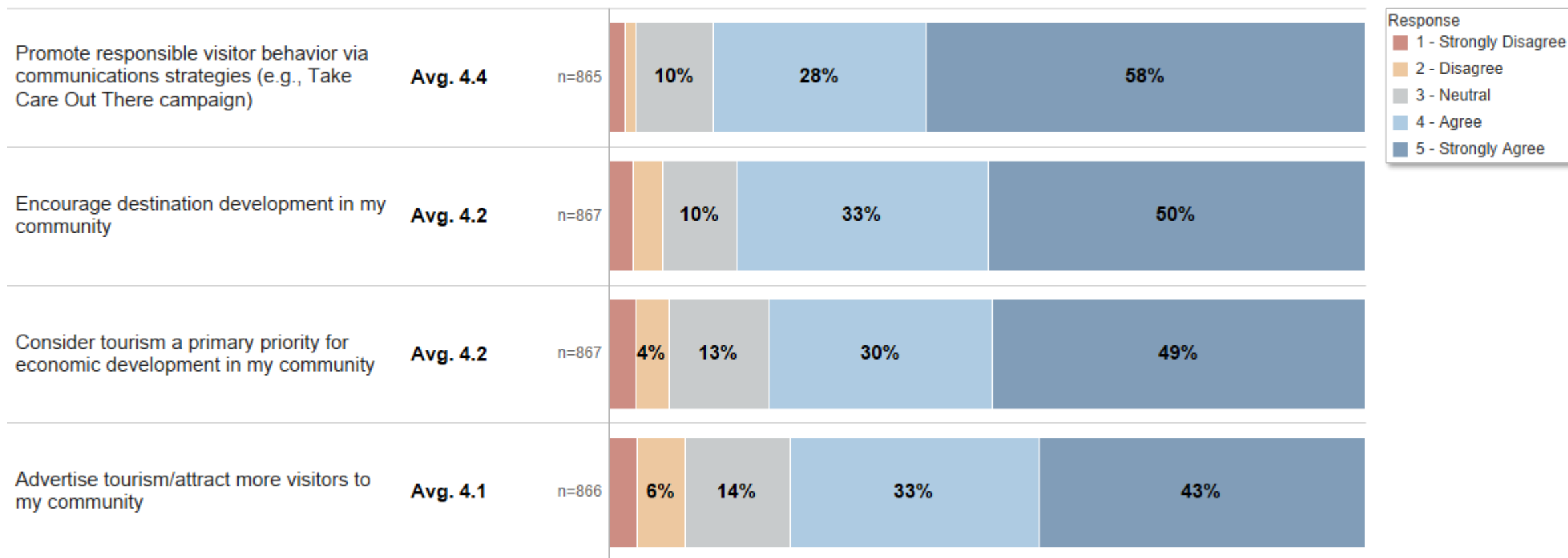
# SATISFACTION WITH TOURISM DEVELOPMENT

“WHY DO YOU FEEL THAT WAY?”

Example Responses:	
Unsatisfied (1 & 2)	Satisfied (4 & 5)
<i>Frustrated that locals are misguidedly trying to restrict short term rental permits in a way that would devastate the local economies</i>	<i>Oregon is a state with exceptional beauty, diversity and potential for tourism and promoting “staycations.” You’ve showcased and promoted all areas and opportunities far and wide - as well as close-by - very well over the years and we applaud that.</i>
<i>Mt Hood has few amenities to support tourists, particularly in Govt Camp. Inadequate number of hotels and restaurants, little shopping opportunities.</i>	<i>I believe that those in Tourism are working hard to make Oregon a Destination for all. There are great experiences that celebrate the culture and diversity of Oregon and all that it has to offer.</i>
<i>I find it hard to track the evolution of projects, where the investments/grants are going (and therefor how it’s working) and really...it’s just hard to find “the good stuff” in Oregon. As a resident having struggles, I imagine travelers do too.</i>	<i>The Gorge &amp; Mt. Hood areas as a whole are doing a great job with destination development. As it appears are many other areas in the state.</i>
<i>We don’t have a unified voice. There are some regions being favored over others. I know we could be stronger.</i>	<i>I'm happy to see Travel Oregon is working with partners to make Oregon a more sustainable/regenerative travel destination.</i>
<i>I feel like some areas are very highlighted, like food and beer/wine. While others, like the arts and culture, are not</i>	<i>There's a lot of support / plenty of partners with similar goals for destination development.</i>

# TOURISM DEVELOPMENT: ENGAGEMENT

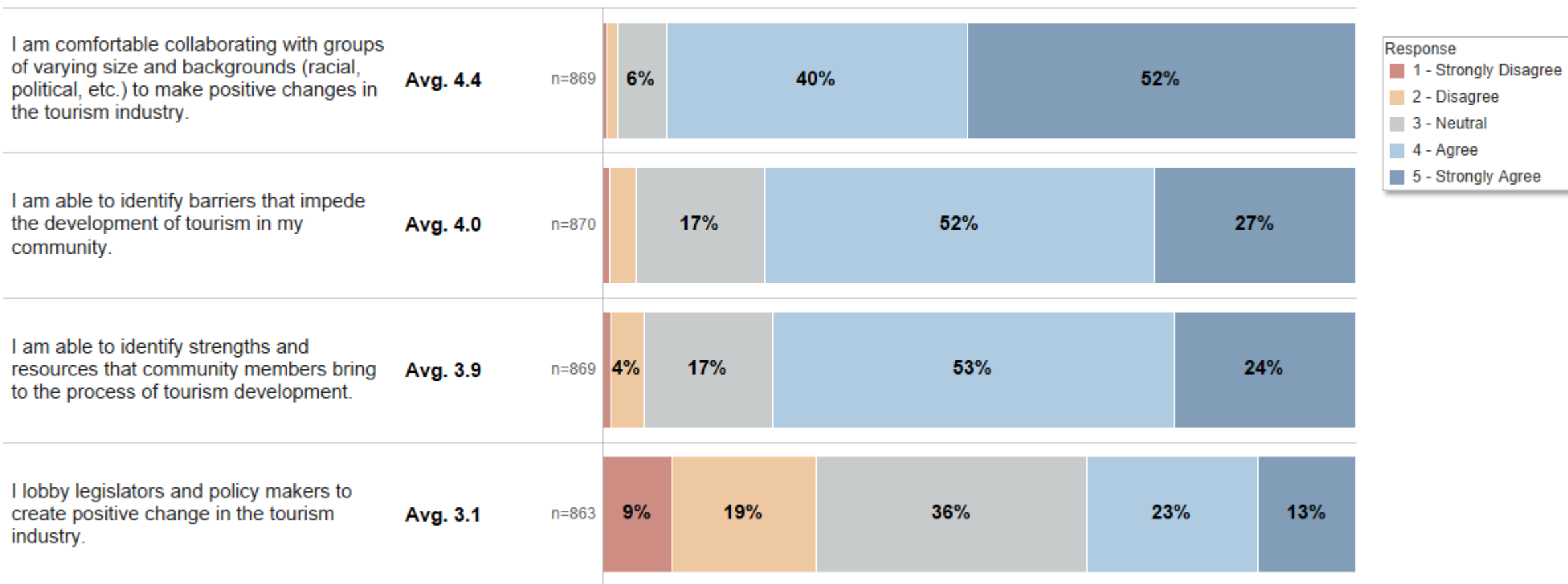
Please rate your level of agreement with the statements below, from 1 (Strongly Disagree) to 5 (Strongly Agree). I believe Oregon should...



\*Categories sorted in descending order by the average rating  
 Source: 2023 Oregon Tourism Stakeholder Survey

# TOURISM ENGAGEMENT: ADVOCACY

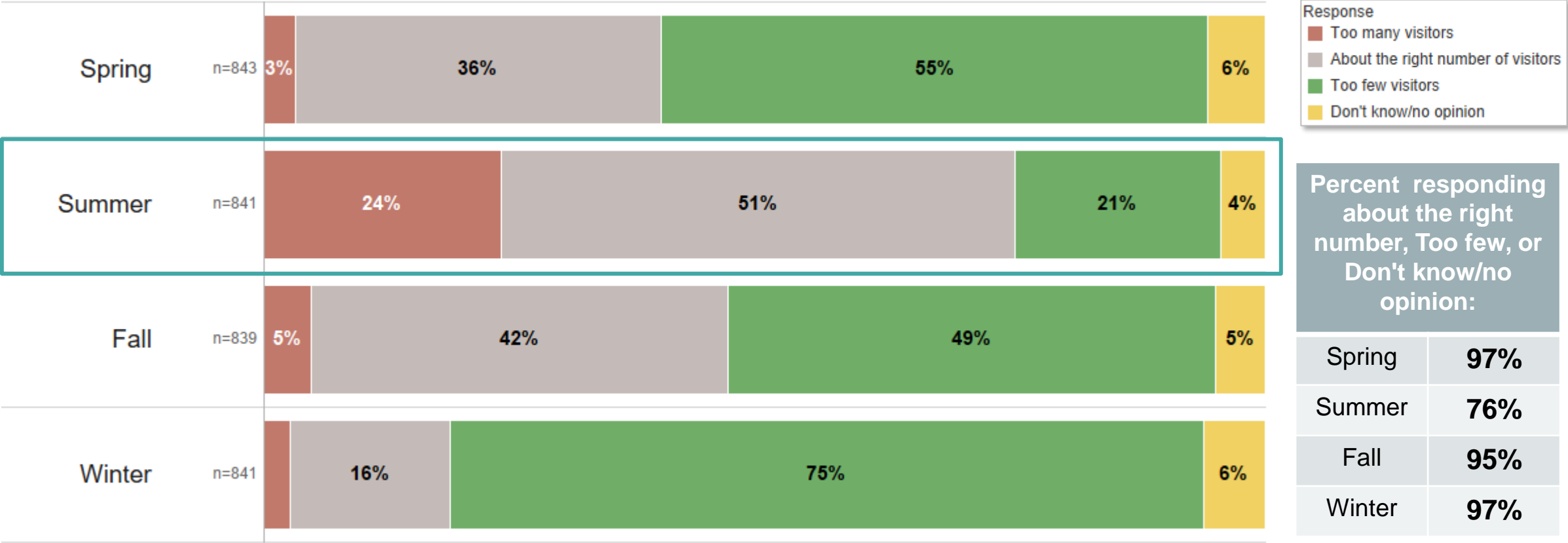
Please rate your level of agreement with the statements below, from 1 (Strongly Disagree) to 5 (Strongly Agree).



\*Categories sorted in descending order by the average rating  
Source: 2023 Oregon Tourism Stakeholder Survey

# NUMBER OF VISITORS IN EACH SEASON

With respect to the number of visitors that your community receives each season, would you say there are:

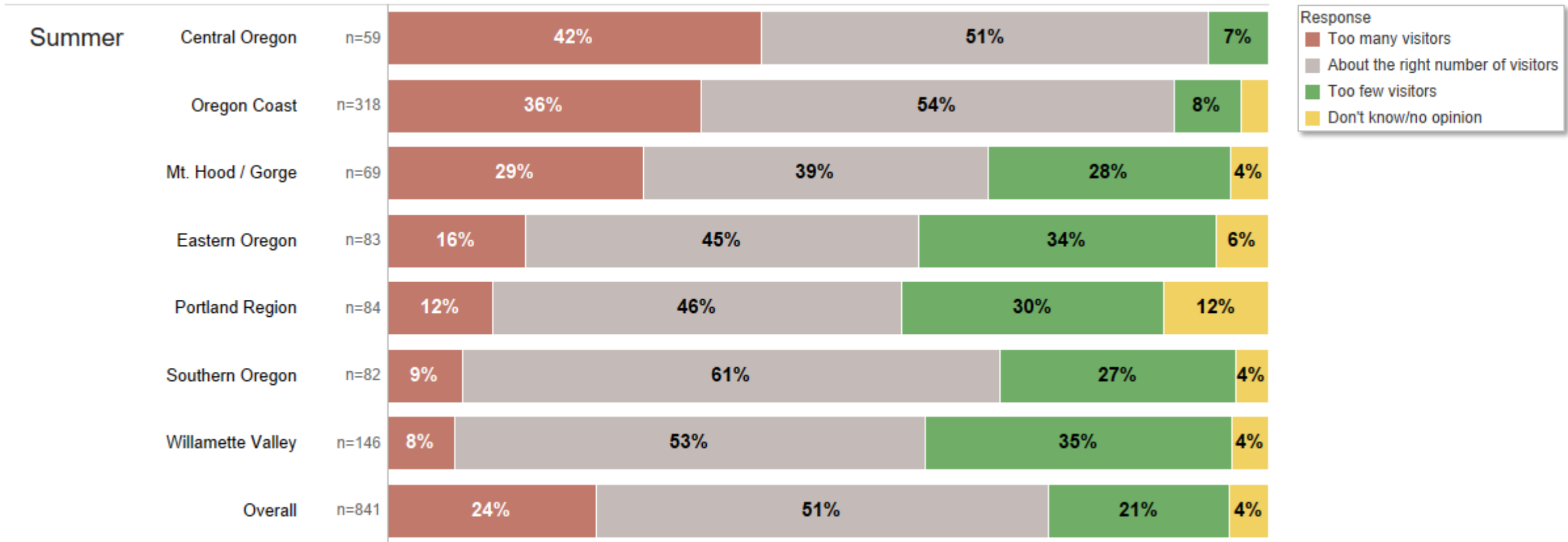


Source: 2023 Oregon Tourism Stakeholder Survey

# NUMBER OF VISITORS IN SUMMER

## BY REGION

With respect to the number of visitors that your community receives each season, would you say there are:

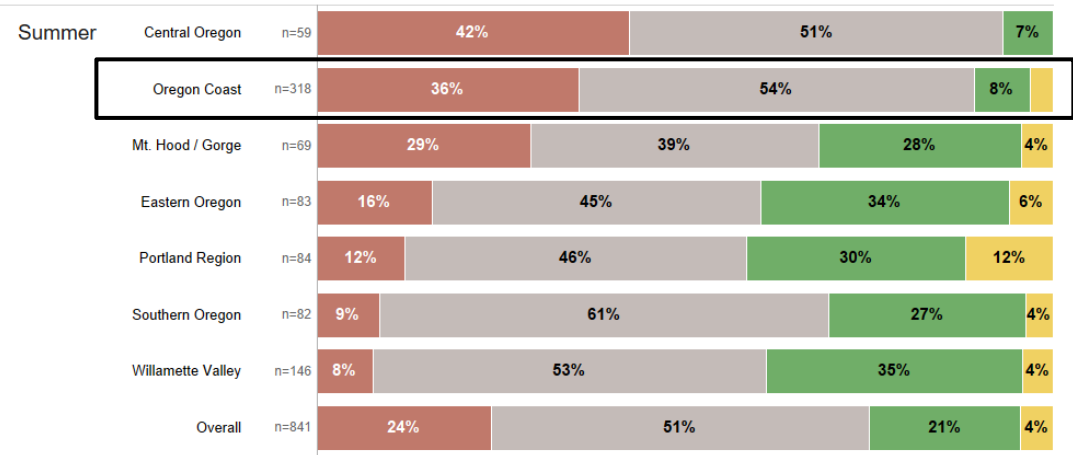


\*Sorted by percent responding "Too many visitors"  
Source: 2023 Oregon Tourism Stakeholder Survey

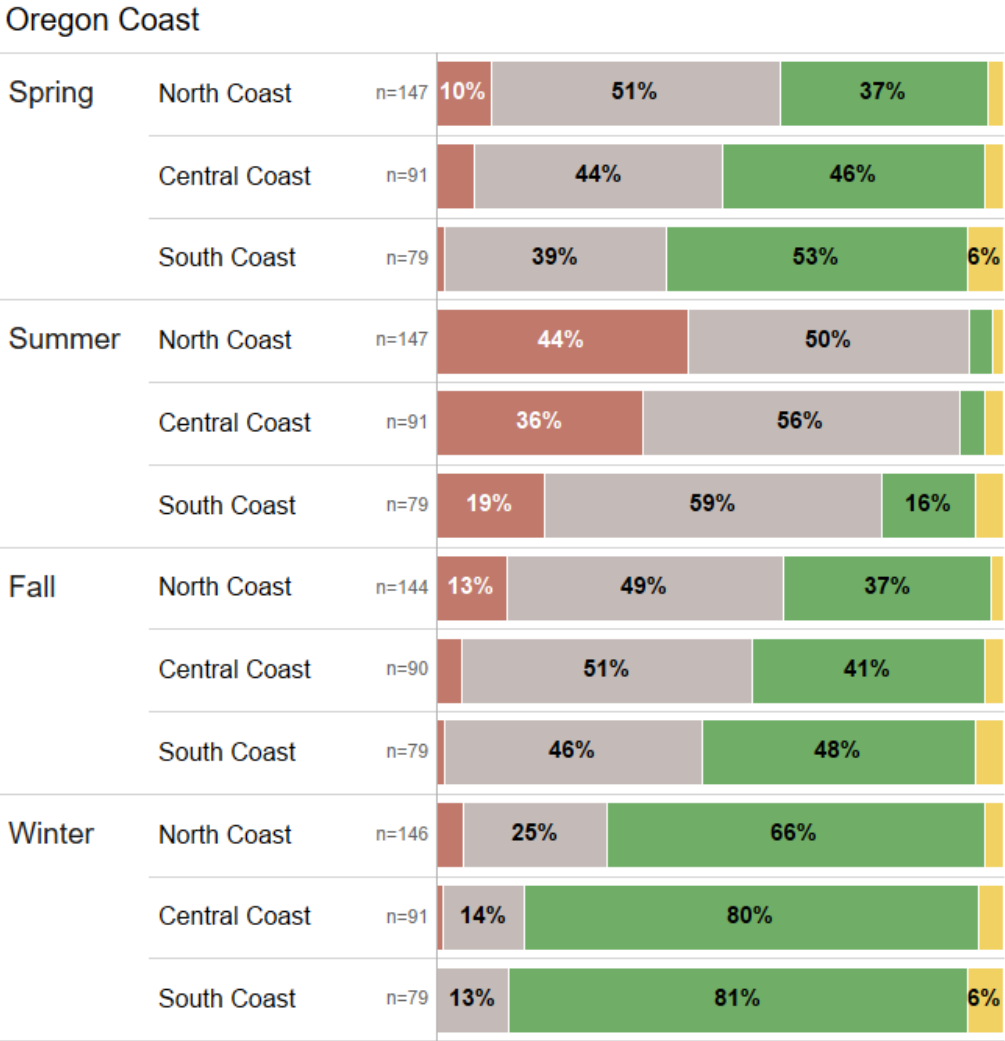
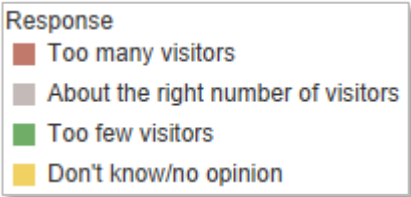
# NUMBER OF VISITORS IN SUMMER

## BY OREGON COAST SUB-REGION

With respect to the number of visitors that your community receives each season, would you say there are:



\*Sorted by percent responding "Too many visitors"  
Source: 2023 Oregon Tourism Stakeholder Survey

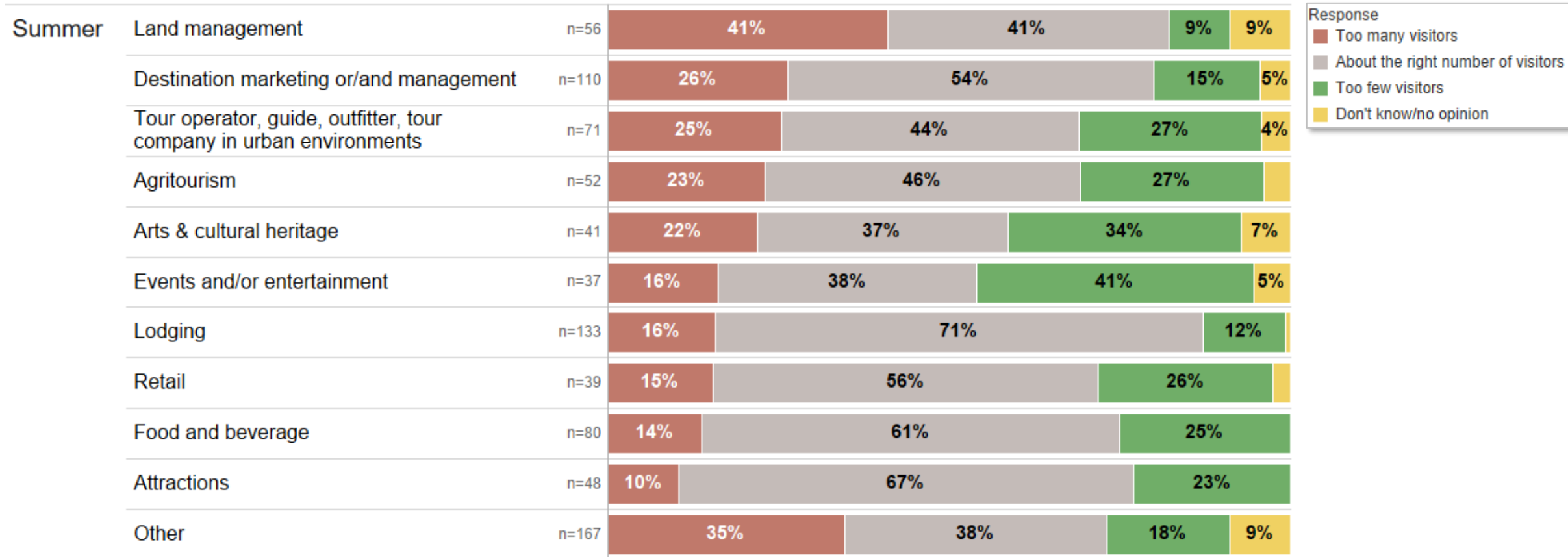


\*Sorted by percent responding "Too many visitors"  
Source: 2023 Oregon Tourism Stakeholder Survey

# NUMBER OF VISITORS IN SUMMER

## BY SECTOR

With respect to the number of visitors that your community receives each season, would you say there are:

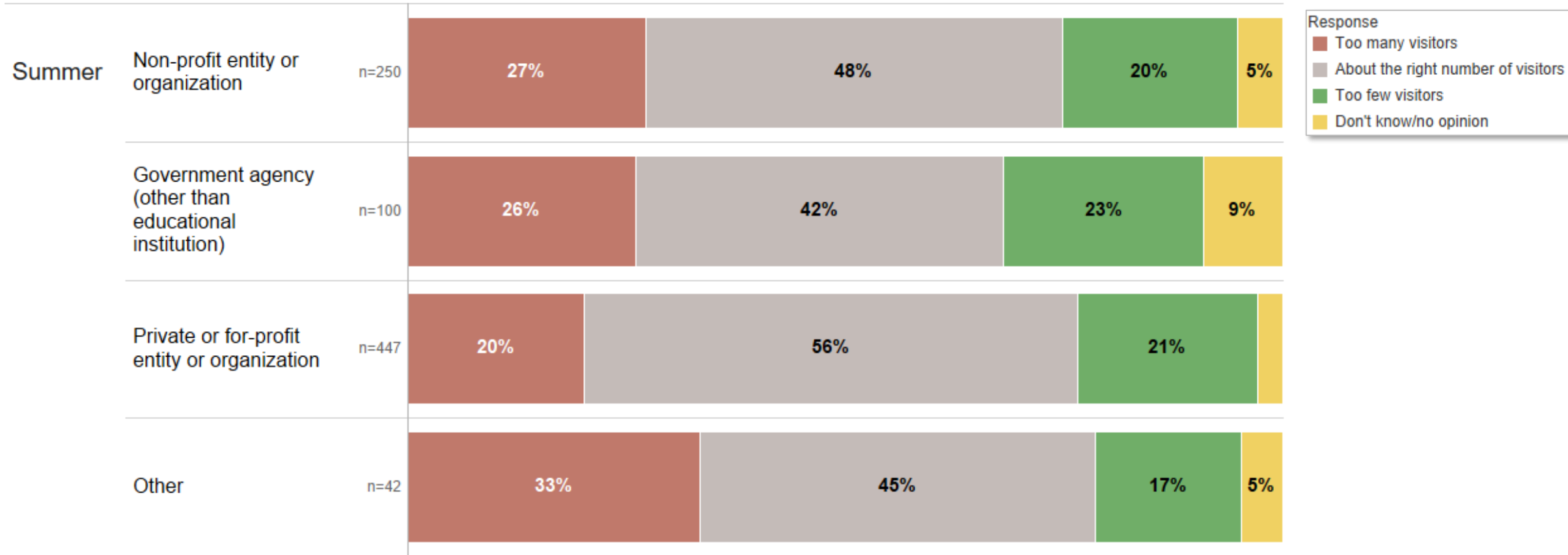


\*Sorted by percent responding "Too many visitors"  
Source: 2023 Oregon Tourism Stakeholder Survey

# NUMBER OF VISITORS IN SUMMER

## BY ENTITY

With respect to the number of visitors that your community receives each season, would you say there are:



\*Sorted by percent responding "Too many visitors"  
Source: 2023 Oregon Tourism Stakeholder Survey





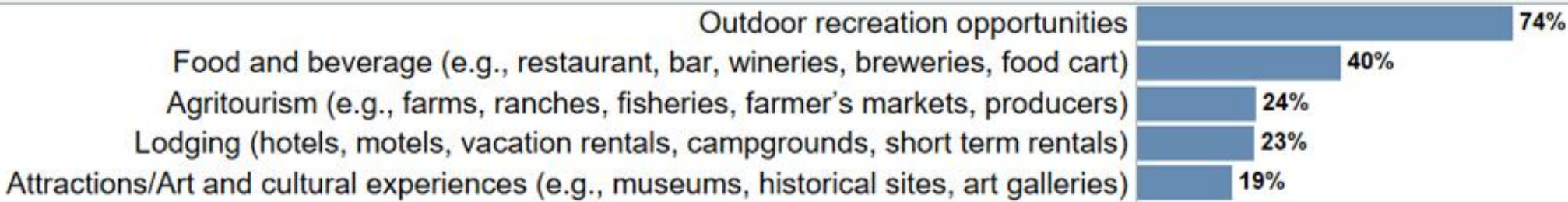
# Challenges

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# STRENGTHS & AREAS THAT NEED FOCUS (TOP 5)

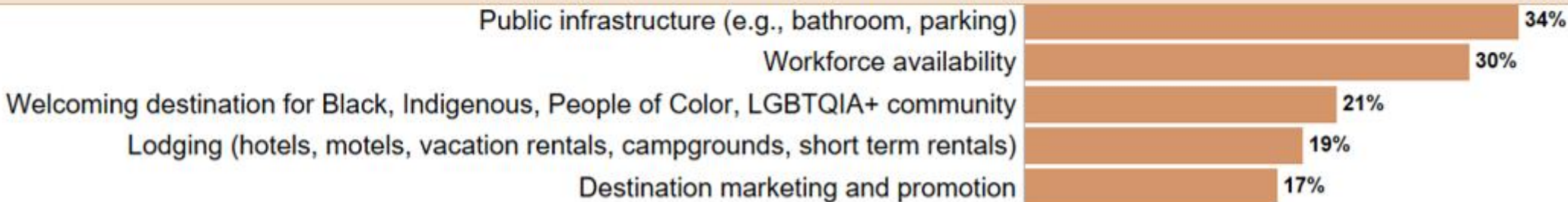
## Top 5 Strengths:

“Please identify up to three areas that you consider strengths in your community”



## Top 5 Areas That Need Focus:

“Please identify up to three areas that your community needs to focus on to improve residents' and visitors' experiences:”

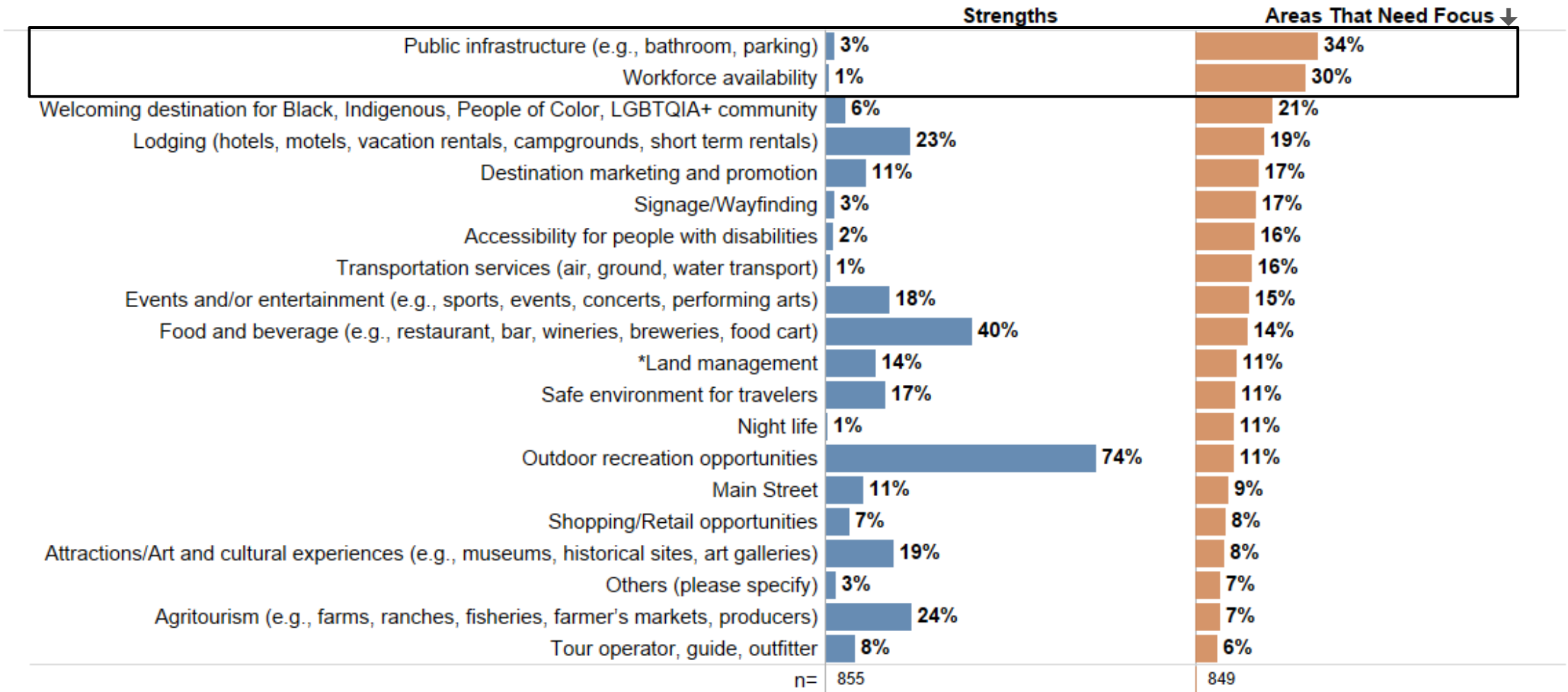




# STRENGTHS & AREAS THAT NEED FOCUS

Q: Please identify up to three areas that you consider strengths in your community &

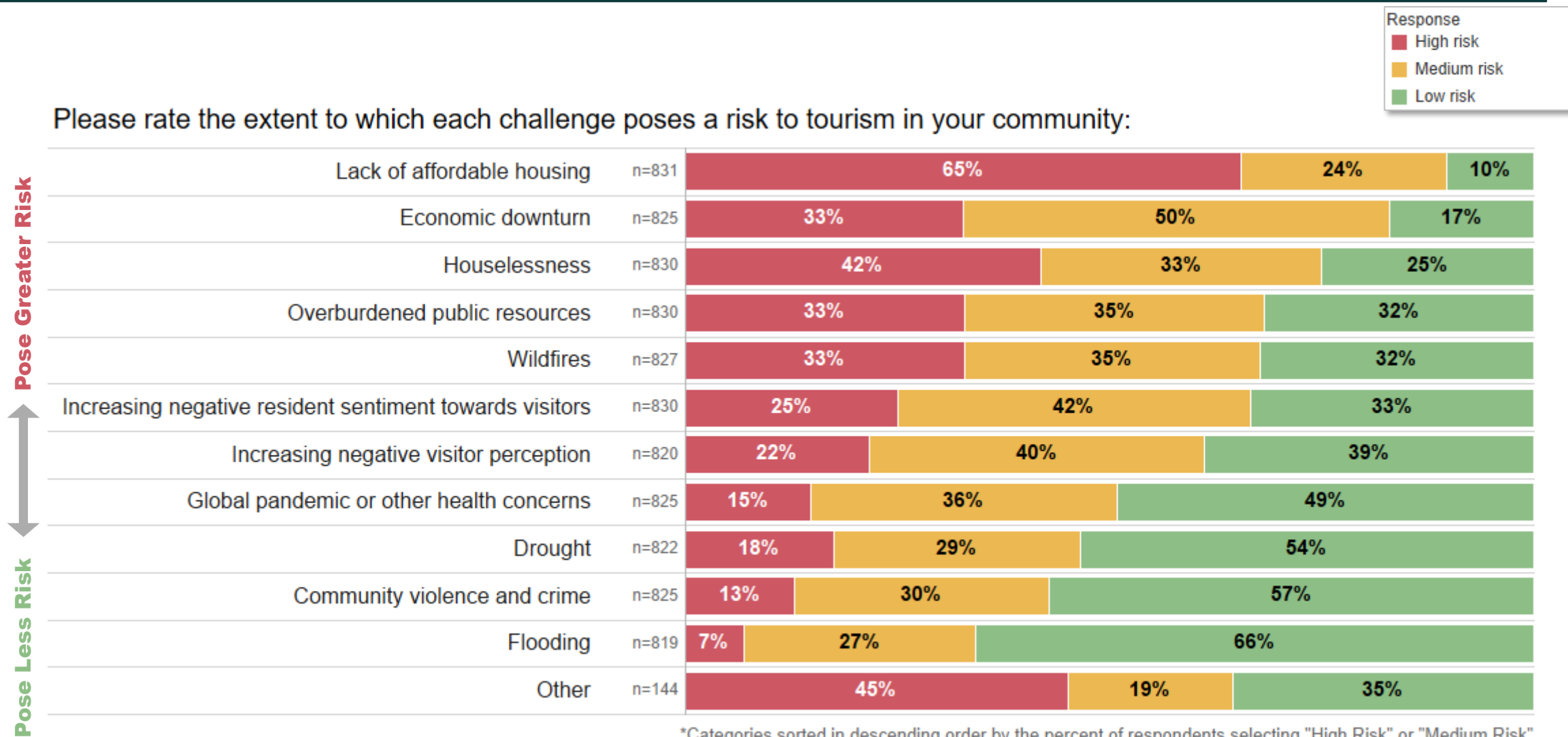
Q: Please identify up to three areas that your community needs to focus on to improve residents' and visitors' experiences:



\*Answer option has been abbreviated  
Source: 2023 Oregon Tourism Stakeholder Survey

# COMMUNITY CHALLENGES

## OVERALL



\*Categories sorted in descending order by the percent of respondents selecting "High Risk" or "Medium Risk"  
 Source: 2023 Oregon Tourism Stakeholder Survey

# COMMUNITY CHALLENGES

## BY REGION: LACK OF AFFORDABLE HOUSING

Please rate the extent to which each challenge poses a risk to tourism in your community:  
Challenges by Region: Percent Responding "High Risk" or "Medium Risk" in Rank Order

Rank	Overall	Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	Portland Region	Southern Oregon	Willamette Valley
1	1) Lack of affordable housing: 90%	1) Wildfires: 97%	1) Lack of affordable housing: 90%	1) Lack of affordable housing: 94%	1) Lack of affordable housing: 95%	1) Houselessness: 85%	1) Wildfires: 92%	1) Economic downturn: 86%
2	2) Economic downturn: 83%	2) Lack of affordable housing: 94%	2) Wildfires: 81%	2) Wildfires: 89%	2) Economic downturn: 81%	2) Economic downturn: 83%	2) Economic downturn: 90%	2) Lack of affordable housing: 84%
3	3) Houselessness: 75%	3) Economic downturn: 92%	3) Economic downturn: 71%	3) Economic downturn: 82%	3) Overburdened public resources: 78%	3) Lack of affordable housing: 80%	3) Drought: 84%	3) Wildfires: 77%
4	4) Overburdened public resources: 68%	4) Drought: 84%	4) Drought: 69%	4) Overburdened public resources: 73%	4) Houselessness: 78%	4) Community violence and crime: 77%	4) Lack of affordable housing: 82%	4) Houselessness: 75%
5	5) Wildfires: 68%	5) Houselessness: 78%	5) Increasing negative resident sentiment towards visitors: 65%	5) Houselessness: 72%	5) Increasing negative resident sentiment towards visitors: 77%	5) Increasing negative visitor perception: 73%	5) Houselessness: 76%	5) Overburdened public resources: 59%
6	6) Increasing negative resident sentiment towards visitors: 67%	6) Overburdened public resources: 76%	6) Increasing negative visitor perception: 60%	6) Increasing negative resident sentiment towards visitors: 67%	6) Increasing negative visitor perception: 60%	6) Overburdened public resources: 67%	6) Increasing negative visitor perception: 70%	6) Increasing negative visitor perception: 59%
7	7) Increasing negative visitor perception: 61%	7) Increasing negative resident sentiment towards visitors: 76%	7) Houselessness: 52%	7) Increasing negative visitor perception: 60%	7) Global pandemic or other health concerns: 55%	7) Global pandemic or other health concerns: 63%	7) Increasing negative resident sentiment towards visitors: 61%	7) Community violence and crime: 54%
8	8) Global pandemic or other health concerns: 51%	8) Global pandemic or other health concerns: 53%	8) Overburdened public resources: 52%	8) Global pandemic or other health concerns: 52%	8) Flooding: 50%	8) Wildfires: 51%	8) Overburdened public resources: 53%	8) Increasing negative resident sentiment towards visitors: 53%
9	9) Drought: 46%	9) Increasing negative visitor perception: 50%	9) Global pandemic or other health concerns: 41%	9) Drought: 50%	9) Wildfires: 48%	9) Increasing negative resident sentiment towards visitors: 51%	9) Community violence and crime: 48%	9) Global pandemic or other health concerns: 48%
10	10) Community violence and crime: 43%	10) Community violence and crime: 35%	10) Flooding: 28%	10) Community violence and crime: 50%	10) Community violence and crime: 35%	10) Drought: 30%	10) Global pandemic or other health concerns: 38%	10) Drought: 46%
11	11) Flooding: 34%	11) Flooding: 11%	11) Community violence and crime: 16%	11) Flooding: 27%	11) Drought: 27%	11) Flooding: 29%	11) Flooding: 19%	11) Flooding: 27%

Pose Greater Risk

Pose Less Risk

\*Categories ranked in descending order by the percent of respondents selecting "High Risk"  
Source: 2023 Oregon Tourism Stakeholder Survey

# COMMUNITY CHALLENGES

## BY REGION: ECONOMIC DOWNTURN

Please rate the extent to which each challenge poses a risk to tourism in your community:  
Challenges by Region: Percent Responding "High Risk" or "Medium Risk" in Rank Order

Rank	Overall	Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	Portland Region	Southern Oregon	Willamette Valley
1	1) Lack of affordable housing: 90%	1) Wildfires: 97%	1) Lack of affordable housing: 90%	1) Lack of affordable housing: 94%	1) Lack of affordable housing: 95%	1) Houselessness: 85%	1) Wildfires: 92%	1) Economic downturn: 86%
2	2) Economic downturn: 83%	2) Lack of affordable housing: 94%	2) Wildfires: 81%	2) Wildfires: 89%	2) Economic downturn: 81%	2) Economic downturn: 83%	2) Economic downturn: 90%	2) Lack of affordable housing: 84%
3	3) Houselessness: 75%	3) Economic downturn: 92%	3) Economic downturn: 71%	3) Economic downturn: 82%	3) Overburdened public resources: 78%	3) Lack of affordable housing: 80%	3) Drought: 84%	3) Wildfires: 77%
4	4) Overburdened public resources: 68%	4) Drought: 84%	4) Drought: 69%	4) Overburdened public resources: 73%	4) Houselessness: 78%	4) Community violence and crime: 77%	4) Lack of affordable housing: 82%	4) Houselessness: 75%
5	5) Wildfires: 68%	5) Houselessness: 78%	5) Increasing negative resident sentiment towards visitors: 65%	5) Houselessness: 72%	5) Increasing negative resident sentiment towards visitors: 77%	5) Increasing negative visitor perception: 73%	5) Houselessness: 76%	5) Overburdened public resources: 59%
6	6) Increasing negative resident sentiment towards visitors: 67%	6) Overburdened public resources: 76%	6) Increasing negative visitor perception: 60%	6) Increasing negative resident sentiment towards visitors: 67%	6) Increasing negative visitor perception: 60%	6) Overburdened public resources: 67%	6) Increasing negative visitor perception: 70%	6) Increasing negative visitor perception: 59%
7	7) Increasing negative visitor perception: 61%	7) Increasing negative resident sentiment towards visitors: 76%	7) Houselessness: 52%	7) Increasing negative visitor perception: 60%	7) Global pandemic or other health concerns: 55%	7) Global pandemic or other health concerns: 63%	7) Increasing negative resident sentiment towards visitors: 61%	7) Community violence and crime: 54%
8	8) Global pandemic or other health concerns: 51%	8) Global pandemic or other health concerns: 53%	8) Overburdened public resources: 52%	8) Global pandemic or other health concerns: 52%	8) Flooding: 50%	8) Wildfires: 51%	8) Overburdened public resources: 53%	8) Increasing negative resident sentiment towards visitors: 53%
9	9) Drought: 46%	9) Increasing negative visitor perception: 50%	9) Global pandemic or other health concerns: 41%	9) Drought: 50%	9) Wildfires: 48%	9) Increasing negative resident sentiment towards visitors: 51%	9) Community violence and crime: 48%	9) Global pandemic or other health concerns: 48%
10	10) Community violence and crime: 43%	10) Community violence and crime: 35%	10) Flooding: 28%	10) Community violence and crime: 50%	10) Community violence and crime: 35%	10) Drought: 30%	10) Global pandemic or other health concerns: 38%	10) Drought: 46%
11	11) Flooding: 34%	11) Flooding: 11%	11) Community violence and crime: 16%	11) Flooding: 27%	11) Drought: 27%	11) Flooding: 29%	11) Flooding: 19%	11) Flooding: 27%

Pose Greater Risk

Pose Less Risk

\*Categories ranked in descending order by the percent of respondents selecting "High Risk"  
Source: 2023 Oregon Tourism Stakeholder Survey

# COMMUNITY CHALLENGES

## BY REGION: HOUSELESSNESS

Please rate the extent to which each challenge poses a risk to tourism in your community:  
Challenges by Region: Percent Responding "High Risk" or "Medium Risk" in Rank Order

Rank	Overall	Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	Portland Region	Southern Oregon	Willamette Valley
1	1) Lack of affordable housing: 90%	1) Wildfires: 97%	1) Lack of affordable housing: 90%	1) Lack of affordable housing: 94%	1) Lack of affordable housing: 95%	1) Houselessness: 85%	1) Wildfires: 92%	1) Economic downturn: 86%
2	2) Economic downturn: 83%	2) Lack of affordable housing: 94%	2) Wildfires: 81%	2) Wildfires: 89%	2) Economic downturn: 81%	2) Economic downturn: 83%	2) Economic downturn: 90%	2) Lack of affordable housing: 84%
3	3) Houselessness: 75%	3) Economic downturn: 92%	3) Economic downturn: 71%	3) Economic downturn: 82%	3) Overburdened public resources: 78%	3) Lack of affordable housing: 80%	3) Drought: 84%	3) Wildfires: 77%
4	4) Overburdened public resources: 68%	4) Drought: 84%	4) Drought: 69%	4) Overburdened public resources: 73%	4) Houselessness: 78%	4) Community violence and crime: 77%	4) Lack of affordable housing: 82%	4) Houselessness: 75%
5	5) Wildfires: 68%	5) Houselessness: 78%	5) Increasing negative resident sentiment towards visitors: 65%	5) Houselessness: 72%	5) Increasing negative resident sentiment towards visitors: 77%	5) Increasing negative visitor perception: 73%	5) Houselessness: 76%	5) Overburdened public resources: 59%
6	6) Increasing negative resident sentiment towards visitors: 67%	6) Overburdened public resources: 76%	6) Increasing negative visitor perception: 60%	6) Increasing negative resident sentiment towards visitors: 67%	6) Increasing negative visitor perception: 60%	6) Overburdened public resources: 67%	6) Increasing negative visitor perception: 70%	6) Increasing negative visitor perception: 59%
7	7) Increasing negative visitor perception: 61%	7) Increasing negative resident sentiment towards visitors: 76%	7) Houselessness: 52%	7) Increasing negative visitor perception: 60%	7) Global pandemic or other health concerns: 55%	7) Global pandemic or other health concerns: 63%	7) Increasing negative resident sentiment towards visitors: 61%	7) Community violence and crime: 54%
8	8) Global pandemic or other health concerns: 51%	8) Global pandemic or other health concerns: 53%	8) Overburdened public resources: 52%	8) Global pandemic or other health concerns: 52%	8) Flooding: 50%	8) Wildfires: 51%	8) Overburdened public resources: 53%	8) Increasing negative resident sentiment towards visitors: 53%
9	9) Drought: 46%	9) Increasing negative visitor perception: 50%	9) Global pandemic or other health concerns: 41%	9) Drought: 50%	9) Wildfires: 48%	9) Increasing negative resident sentiment towards visitors: 51%	9) Community violence and crime: 48%	9) Global pandemic or other health concerns: 48%
10	10) Community violence and crime: 43%	10) Community violence and crime: 35%	10) Flooding: 28%	10) Community violence and crime: 50%	10) Community violence and crime: 35%	10) Drought: 30%	10) Global pandemic or other health concerns: 38%	10) Drought: 46%
11	11) Flooding: 34%	11) Flooding: 11%	11) Community violence and crime: 16%	11) Flooding: 27%	11) Drought: 27%	11) Flooding: 29%	11) Flooding: 19%	11) Flooding: 27%

Pose Greater Risk

Pose Less Risk

\*Categories ranked in descending order by the percent of respondents selecting "High Risk"  
Source: 2023 Oregon Tourism Stakeholder Survey



# COMMUNITY CHALLENGES

## BY REGION: OVERBURDENED PUBLIC RESOURCES

Please rate the extent to which each challenge poses a risk to tourism in your community:  
**Challenges by Region: Percent Responding "High Risk" or "Medium Risk" in Rank Order**

Rank	Overall	Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	Portland Region	Southern Oregon	Willamette Valley
1	1) Lack of affordable housing: 90%	1) Wildfires: 97%	1) Lack of affordable housing: 90%	1) Lack of affordable housing: 94%	1) Lack of affordable housing: 95%	1) Houselessness: 85%	1) Wildfires: 92%	1) Economic downturn: 86%
2	2) Economic downturn: 83%	2) Lack of affordable housing: 94%	2) Wildfires: 81%	2) Wildfires: 89%	2) Economic downturn: 81%	2) Economic downturn: 83%	2) Economic downturn: 90%	2) Lack of affordable housing: 84%
3	3) Houselessness: 75%	3) Economic downturn: 92%	3) Economic downturn: 71%	3) Economic downturn: 82%	3) Overburdened public resources: 78%	3) Lack of affordable housing: 80%	3) Drought: 84%	3) Wildfires: 77%
4	4) Overburdened public resources: 68%	4) Drought: 84%	4) Drought: 69%	4) Overburdened public resources: 73%	4) Houselessness: 78%	4) Community violence and crime: 77%	4) Lack of affordable housing: 82%	4) Houselessness: 75%
5	5) Wildfires: 68%	5) Houselessness: 78%	5) Increasing negative resident sentiment towards visitors: 65%	5) Houselessness: 72%	5) Increasing negative resident sentiment towards visitors: 77%	5) Increasing negative visitor perception: 73%	5) Houselessness: 76%	5) Overburdened public resources: 59%
6	6) Increasing negative resident sentiment towards visitors: 67%	6) Overburdened public resources: 76%	6) Increasing negative visitor perception: 60%	6) Increasing negative resident sentiment towards visitors: 67%	6) Increasing negative visitor perception: 60%	6) Overburdened public resources: 67%	6) Increasing negative visitor perception: 70%	6) Increasing negative visitor perception: 59%
7	7) Increasing negative visitor perception: 61%	7) Increasing negative resident sentiment towards visitors: 76%	7) Houselessness: 52%	7) Increasing negative visitor perception: 60%	7) Global pandemic or other health concerns: 55%	7) Global pandemic or other health concerns: 63%	7) Increasing negative resident sentiment towards visitors: 61%	7) Community violence and crime: 54%
8	8) Global pandemic or other health concerns: 51%	8) Global pandemic or other health concerns: 53%	8) Overburdened public resources: 52%	8) Global pandemic or other health concerns: 52%	8) Flooding: 50%	8) Wildfires: 51%	8) Overburdened public resources: 53%	8) Increasing negative resident sentiment towards visitors: 53%
9	9) Drought: 46%	9) Increasing negative visitor perception: 50%	9) Global pandemic or other health concerns: 41%	9) Drought: 50%	9) Wildfires: 48%	9) Increasing negative resident sentiment towards visitors: 51%	9) Community violence and crime: 48%	9) Global pandemic or other health concerns: 48%
10	10) Community violence and crime: 43%	10) Community violence and crime: 35%	10) Flooding: 28%	10) Community violence and crime: 50%	10) Community violence and crime: 35%	10) Drought: 30%	10) Global pandemic or other health concerns: 38%	10) Drought: 46%
11	11) Flooding: 34%	11) Flooding: 11%	11) Community violence and crime: 16%	11) Flooding: 27%	11) Drought: 27%	11) Flooding: 29%	11) Flooding: 19%	11) Flooding: 27%

Pose Greater Risk

Pose Less Risk



# COMMUNITY CHALLENGES

## BY REGION: WILDFIRES

Please rate the extent to which each challenge poses a risk to tourism in your community:  
Challenges by Region: Percent Responding "High Risk" or "Medium Risk" in Rank Order

Rank	Overall	Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	Portland Region	Southern Oregon	Willamette Valley
1	1) Lack of affordable housing: 90%	1) Wildfires: 97%	1) Lack of affordable housing: 90%	1) Lack of affordable housing: 94%	1) Lack of affordable housing: 95%	1) Houselessness: 85%	1) Wildfires: 92%	1) Economic downturn: 86%
2	2) Economic downturn: 83%	2) Lack of affordable housing: 94%	2) Wildfires: 81%	2) Wildfires: 89%	2) Economic downturn: 81%	2) Economic downturn: 83%	2) Economic downturn: 90%	2) Lack of affordable housing: 84%
3	3) Houselessness: 75%	3) Economic downturn: 92%	3) Economic downturn: 71%	3) Economic downturn: 82%	3) Overburdened public resources: 78%	3) Lack of affordable housing: 80%	3) Drought: 84%	3) Wildfires: 77%
4	4) Overburdened public resources: 68%	4) Drought: 84%	4) Drought: 69%	4) Overburdened public resources: 73%	4) Houselessness: 78%	4) Community violence and crime: 77%	4) Lack of affordable housing: 82%	4) Houselessness: 75%
5	5) Wildfires: 68%	5) Houselessness: 78%	5) Increasing negative resident sentiment towards visitors: 65%	5) Houselessness: 72%	5) Increasing negative resident sentiment towards visitors: 77%	5) Increasing negative visitor perception: 73%	5) Houselessness: 76%	5) Overburdened public resources: 59%
6	6) Increasing negative resident sentiment towards visitors: 67%	6) Overburdened public resources: 76%	6) Increasing negative visitor perception: 60%	6) Increasing negative resident sentiment towards visitors: 67%	6) Increasing negative visitor perception: 60%	6) Overburdened public resources: 67%	6) Increasing negative visitor perception: 70%	6) Increasing negative visitor perception: 59%
7	7) Increasing negative visitor perception: 61%	7) Increasing negative resident sentiment towards visitors: 76%	7) Houselessness: 52%	7) Increasing negative visitor perception: 60%	7) Global pandemic or other health concerns: 55%	7) Global pandemic or other health concerns: 63%	7) Increasing negative resident sentiment towards visitors: 61%	7) Community violence and crime: 54%
8	8) Global pandemic or other health concerns: 51%	8) Global pandemic or other health concerns: 53%	8) Overburdened public resources: 52%	8) Global pandemic or other health concerns: 52%	8) Flooding: 50%	8) Wildfires: 51%	8) Overburdened public resources: 53%	8) Increasing negative resident sentiment towards visitors: 53%
9	9) Drought: 46%	9) Increasing negative visitor perception: 50%	9) Global pandemic or other health concerns: 41%	9) Drought: 50%	9) Wildfires: 48%	9) Increasing negative resident sentiment towards visitors: 51%	9) Community violence and crime: 48%	9) Global pandemic or other health concerns: 48%
10	10) Community violence and crime: 43%	10) Community violence and crime: 35%	10) Flooding: 28%	10) Community violence and crime: 50%	10) Community violence and crime: 35%	10) Drought: 30%	10) Global pandemic or other health concerns: 38%	10) Drought: 46%
11	11) Flooding: 34%	11) Flooding: 11%	11) Community violence and crime: 16%	11) Flooding: 27%	11) Drought: 27%	11) Flooding: 29%	11) Flooding: 19%	11) Flooding: 27%

Pose Greater Risk

Pose Less Risk

# COMMUNITY CHALLENGES

## BY REGION: ALL CATEGORIES

Please rate the extent to which each challenge poses a risk to tourism in your community:  
Challenges by Region: Percent Responding "High Risk" or "Medium Risk" in Rank Order

Rank	Overall	Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	Portland Region	Southern Oregon	Willamette Valley
1	1) Lack of affordable housing: 90%	1) Wildfires: 97%	1) Lack of affordable housing: 90%	1) Lack of affordable housing: 94%	1) Lack of affordable housing: 95%	1) Houselessness: 85%	1) Wildfires: 92%	1) Economic downturn: 86%
2	2) Economic downturn: 83%	2) Lack of affordable housing: 94%	2) Wildfires: 81%	2) Wildfires: 89%	2) Economic downturn: 81%	2) Economic downturn: 83%	2) Economic downturn: 90%	2) Lack of affordable housing: 84%
3	3) Houselessness: 75%	3) Economic downturn: 92%	3) Economic downturn: 71%	3) Economic downturn: 82%	3) Overburdened public resources: 78%	3) Lack of affordable housing: 80%	3) Drought: 84%	3) Wildfires: 77%
4	4) Overburdened public resources: 68%	4) Drought: 84%	4) Drought: 69%	4) Overburdened public resources: 73%	4) Houselessness: 78%	4) Community violence and crime: 77%	4) Lack of affordable housing: 82%	4) Houselessness: 75%
5	5) Wildfires: 68%	5) Houselessness: 78%	5) Increasing negative resident sentiment towards visitors: 65%	5) Houselessness: 72%	5) Increasing negative resident sentiment towards visitors: 77%	5) Increasing negative visitor perception: 73%	5) Houselessness: 76%	5) Overburdened public resources: 59%
6	6) Increasing negative resident sentiment towards visitors: 67%	6) Overburdened public resources: 76%	6) Increasing negative visitor perception: 60%	6) Increasing negative resident sentiment towards visitors: 67%	6) Increasing negative visitor perception: 60%	6) Overburdened public resources: 67%	6) Increasing negative visitor perception: 70%	6) Increasing negative visitor perception: 59%
7	7) Increasing negative visitor perception: 61%	7) Increasing negative resident sentiment towards visitors: 76%	7) Houselessness: 52%	7) Increasing negative visitor perception: 60%	7) Global pandemic or other health concerns: 55%	7) Global pandemic or other health concerns: 63%	7) Increasing negative resident sentiment towards visitors: 61%	7) Community violence and crime: 54%
8	8) Global pandemic or other health concerns: 51%	8) Global pandemic or other health concerns: 53%	8) Overburdened public resources: 52%	8) Global pandemic or other health concerns: 52%	8) Flooding: 50%	8) Wildfires: 51%	8) Overburdened public resources: 53%	8) Increasing negative resident sentiment towards visitors: 53%
9	9) Drought: 46%	9) Increasing negative visitor perception: 50%	9) Global pandemic or other health concerns: 41%	9) Drought: 50%	9) Wildfires: 48%	9) Increasing negative resident sentiment towards visitors: 51%	9) Community violence and crime: 48%	9) Global pandemic or other health concerns: 48%
10	10) Community violence and crime: 43%	10) Community violence and crime: 35%	10) Flooding: 28%	10) Community violence and crime: 50%	10) Community violence and crime: 35%	10) Drought: 30%	10) Global pandemic or other health concerns: 38%	10) Drought: 46%
11	11) Flooding: 34%	11) Flooding: 11%	11) Community violence and crime: 16%	11) Flooding: 27%	11) Drought: 27%	11) Flooding: 29%	11) Flooding: 19%	11) Flooding: 27%

Pose Greater Risk

Pose Less Risk

\*Categories ranked in descending order by the percent of respondents selecting "High Risk"  
Source: 2023 Oregon Tourism Stakeholder Survey





# Resources & Programs

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# RESOURCES/PROGRAMS

## OVERALL AND BY ENTITY

Please select up to five resources or programs that would best assist your business/organization or community if faced with the challenges listed in the previous question.

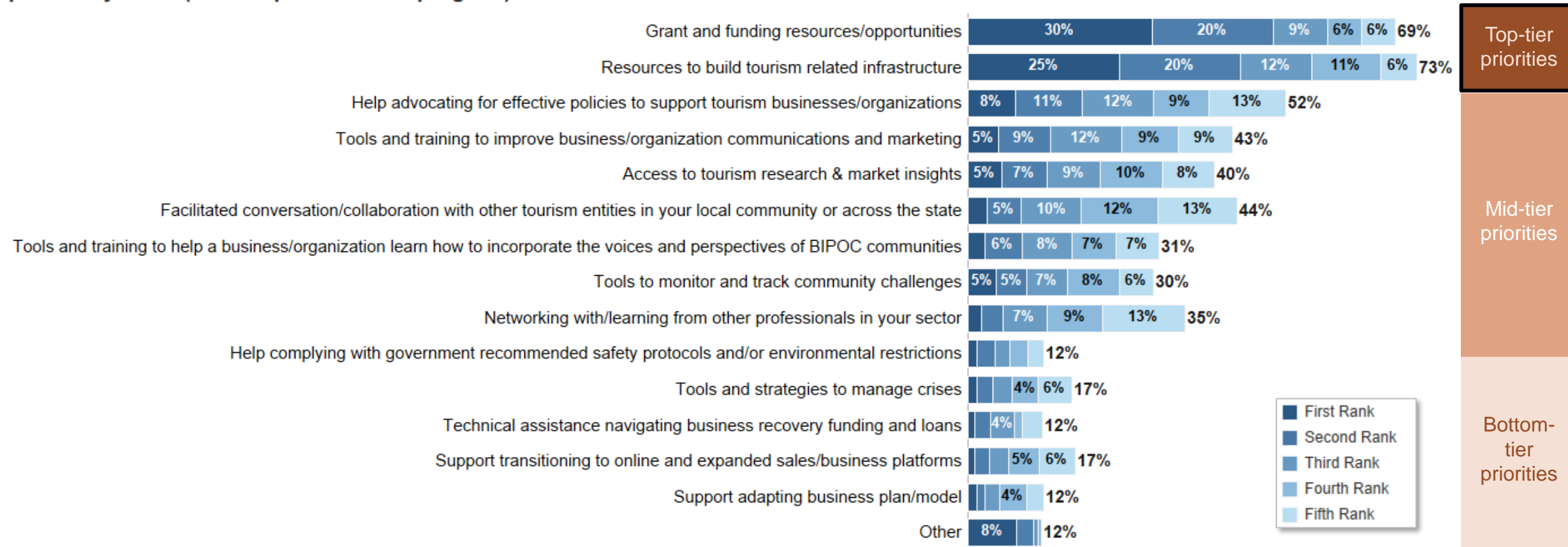
	Overall	Private or for-profit entity or organization	Non-profit entity or organization	Government agency (other than educational institution)	Other
Grant and funding resources/opportunities	64%	56%	77%	65%	57%
Resources to build tourism related infrastructure	64%	63%	65%	64%	55%
Help advocating for effective policies to support tourism businesses/organizations	39%	45%	31%	36%	29%
Tools and training to improve business/organization communications and marketing	32%	32%	34%	35%	14%
Access to tourism research & market insights	31%	33%	29%	29%	29%
Facilitated conversation/collaboration with other tourism entities in your local community or across the state	30%	31%	26%	31%	29%
Networking with/learning from other professionals in your sector	23%	25%	21%	23%	19%
*Tools and training to help a business/organization learn how to incorporate the voices and perspectives of BIPOC	23%	18%	29%	27%	21%
Tools to monitor and track community challenges	22%	18%	30%	26%	21%
Tools and strategies to manage crises	12%	11%	14%	12%	21%
Support transitioning to online and expanded sales/business platforms	12%	11%	10%	11%	29%
Technical assistance navigating business recovery funding and loans	10%	9%	11%	10%	10%
Help complying with government recommended safety protocols and/or environmental restrictions	9%	9%	5%	17%	19%
Support adapting business plan/model	9%	9%	8%	8%	5%
Other (please specify)	12%	13%	9%	8%	21%
n=	833	440	248	101	42

\*Answer option is abbreviated  
Source: 2023 Oregon Tourism Stakeholder Survey



# TOP RESOURCES/PROGRAMS

Please rank the top resources or programs that would best assist your business/organization or community if faced with the challenges previously listed (1=the top resource or program).



Source: 2023 Oregon Tourism Stakeholder Survey  
Sorted by percent responding first or second rank.

# “PLEASE EXPAND ON HOW YOU WOULD USE GRANT FUNDING”

Q: In a few words, please expand on how you would use grant funding:



## Sample of Representative Responses:

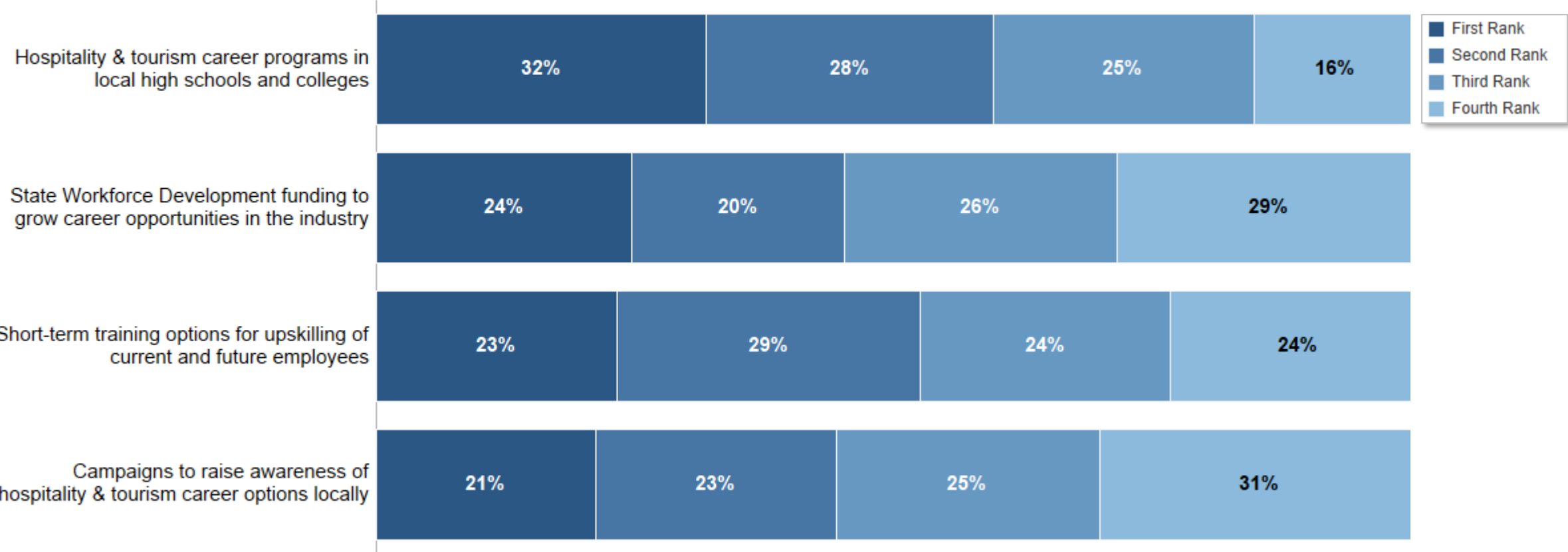
### 453 Open-Ended Responses

- Build outdoor rec infrastructure - Work on our sports complexes' infrastructure - Hiring a consultant to assist events on how to become more financially sustainable.
- For our community grant use, we need additional infrastructure for visitors such as boat ramps, bathrooms, additional parking at trail heads, bathrooms at trail heads and marketing and additional signage. For personal business use, I would use grants for marketing and networking at conventions and trade shows.

- Expand trail maintenance and building new trails. There are a lot of areas that have been forgotten about or under funded. (Usfs)
- Give grants to building owners so they can improve historic buildings aka earthquake retrofitting and change of use fees.

# PRIORITIES TO ATTRACT & MAINTAIN WORKFORCE

As we seek to rebuild the local workforce, please rank (from 1=highest priority to 4=lowest priority) the following educational and career opportunities to develop, attract and retain the local workforce to our industry.

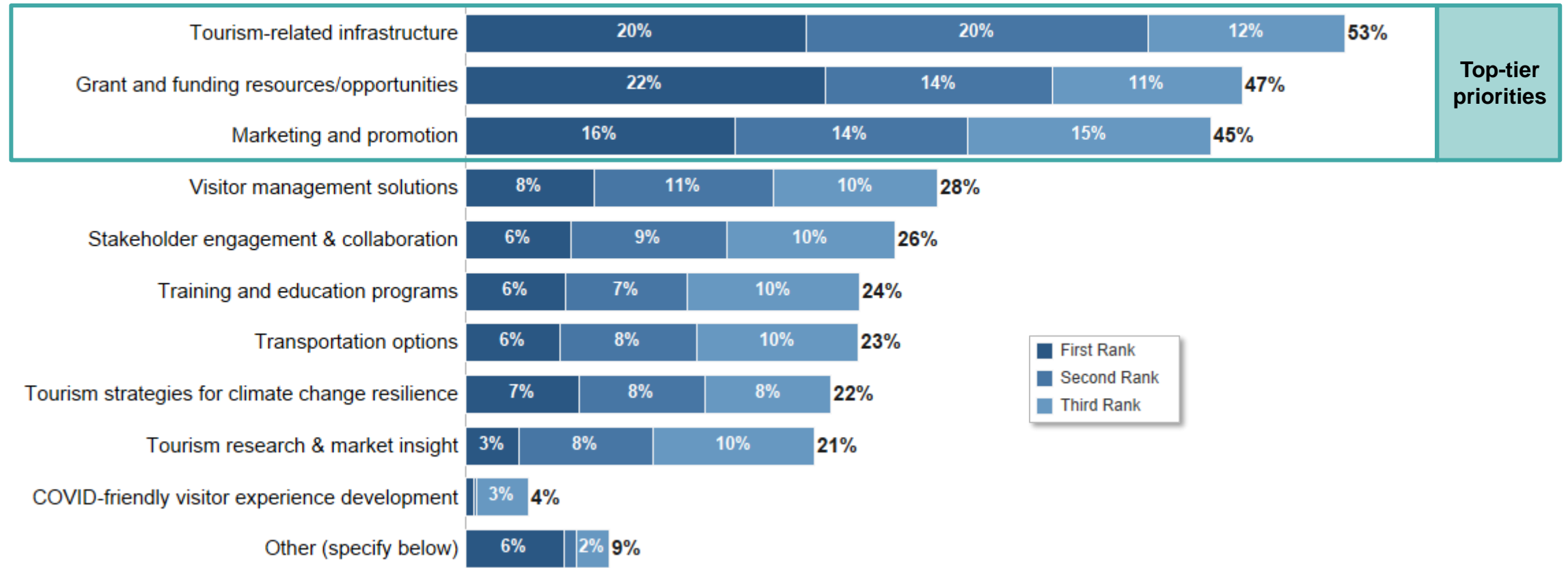


Source: 2023 Oregon Tourism Stakeholder Survey



# LONG-TERM PLANNING PRIORITIES

Please identify the three areas that you believe should be emphasized for tourism planning over the next 2 to 5 years in Oregon:



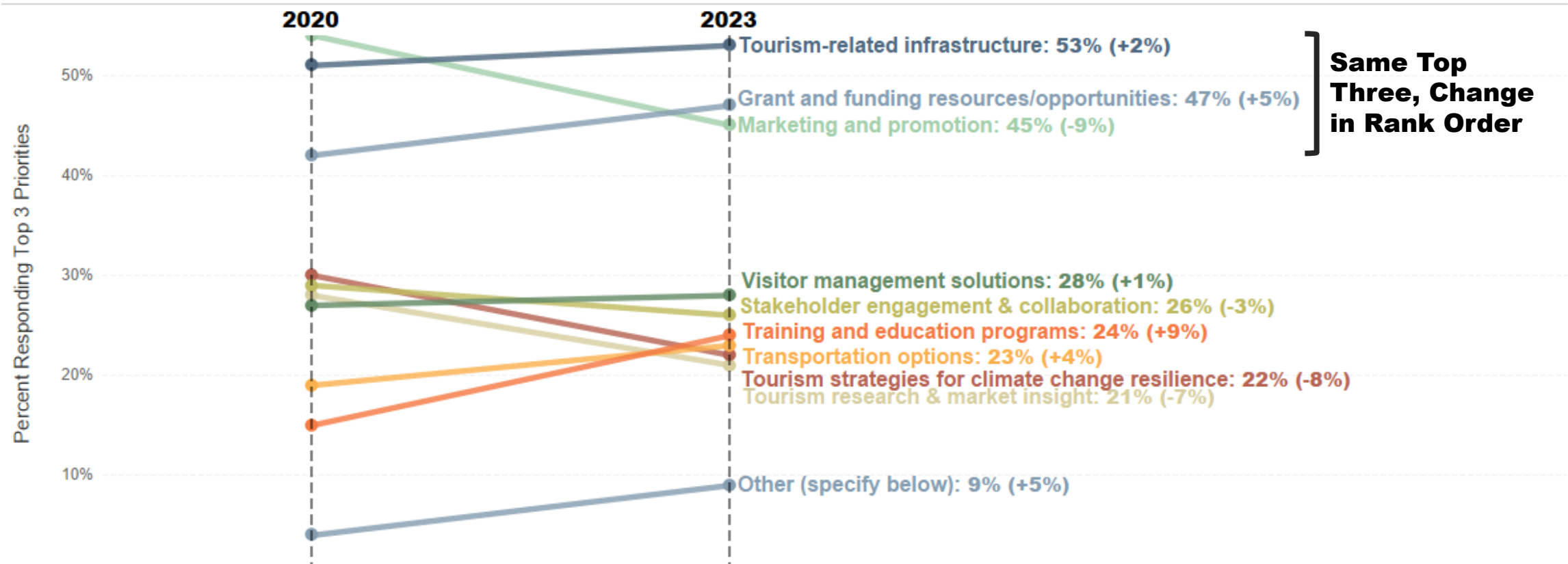
Source: 2023 Oregon Tourism Stakeholder Survey

# LONG-TERM PLANNING PRIORITIES

2020 VS. 2023

The top three categories have not changed since 2020; however, “Tourism-related infrastructure” and “Grant and funding opportunities” surpassed “Marketing and promotion” in terms of areas that should be emphasized in tourism planning over the next 2 – 5 years.

Please identify the three areas that you believe should be emphasized for tourism planning over the next 2 to 5 years in Oregon:

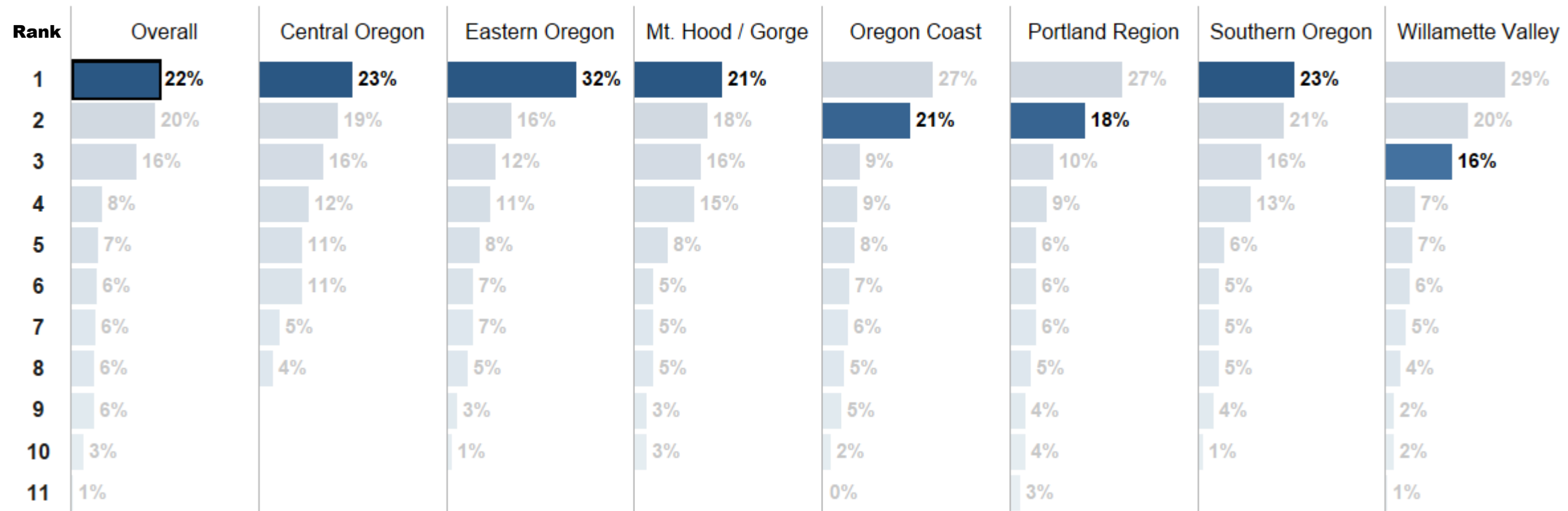


# LONG-TERM PLANNING PRIORITIES

## TOP PRIORITY BY REGION: GRANT & FUNDING RESOURCES/OPPORTUNITIES

 Grant and funding resources/opportunities is highlighted to show percent responding and rank by region.

Please identify the three areas that you believe should be emphasized for tourism planning over the next 2 to 5 years in Oregon:  
**Percent Responding Top Priority Only**



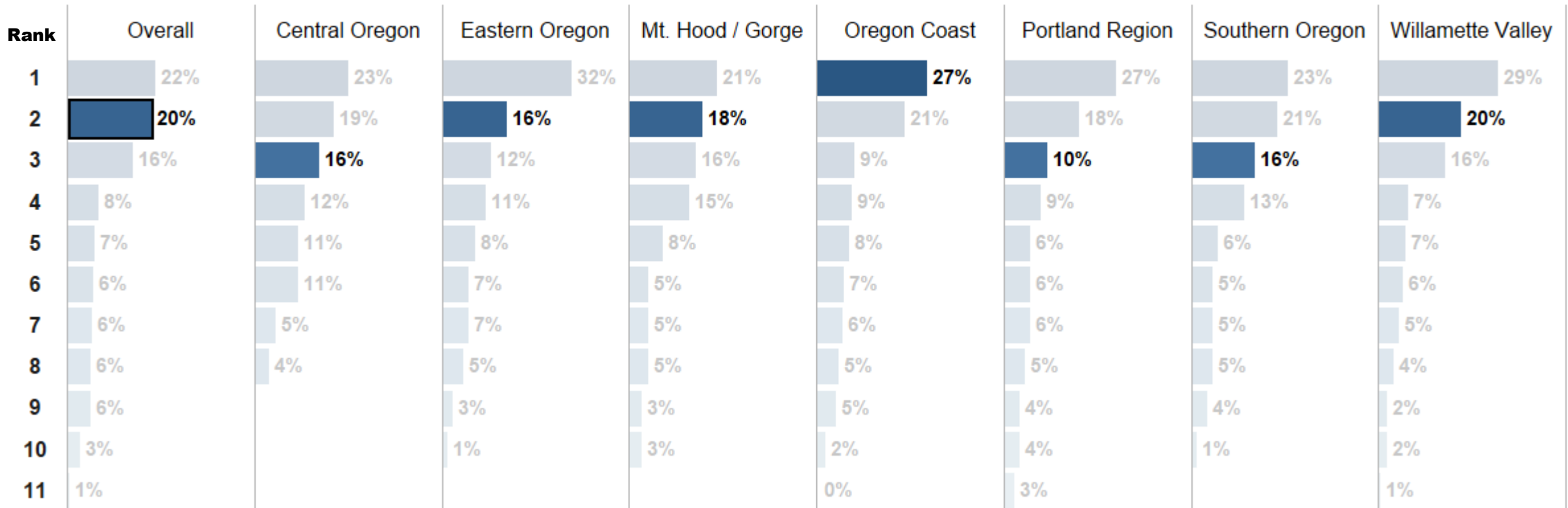
Source: 2023 Oregon Tourism Stakeholder Survey

# LONG-TERM PLANNING PRIORITIES

## TOP PRIORITY BY REGION: TOURISM RELATED INFRASTRUCTURE

 Tourism related infrastructure is highlighted to show percent responding and rank by region.


Please identify the three areas that you believe should be emphasized for tourism planning over the next 2 to 5 years in Oregon:  
**Percent Responding Top Priority Only**



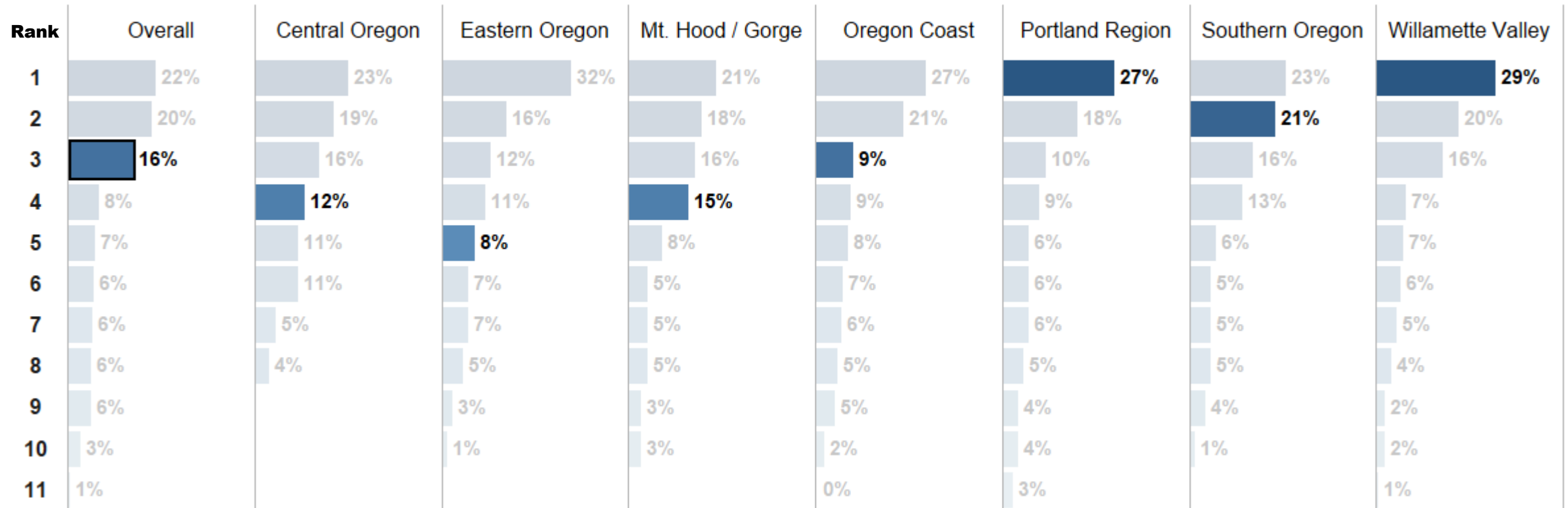
Source: 2023 Oregon Tourism Stakeholder Survey

# LONG-TERM PLANNING PRIORITIES

## TOP PRIORITY BY REGION: MARKETING & PROMOTION

 Marketing and promotion is highlighted to show percent responding and rank by region.

Please identify the three areas that you believe should be emphasized for tourism planning over the next 2 to 5 years in Oregon:  
**Percent Responding Top Priority Only**



Source: 2023 Oregon Tourism Stakeholder Survey





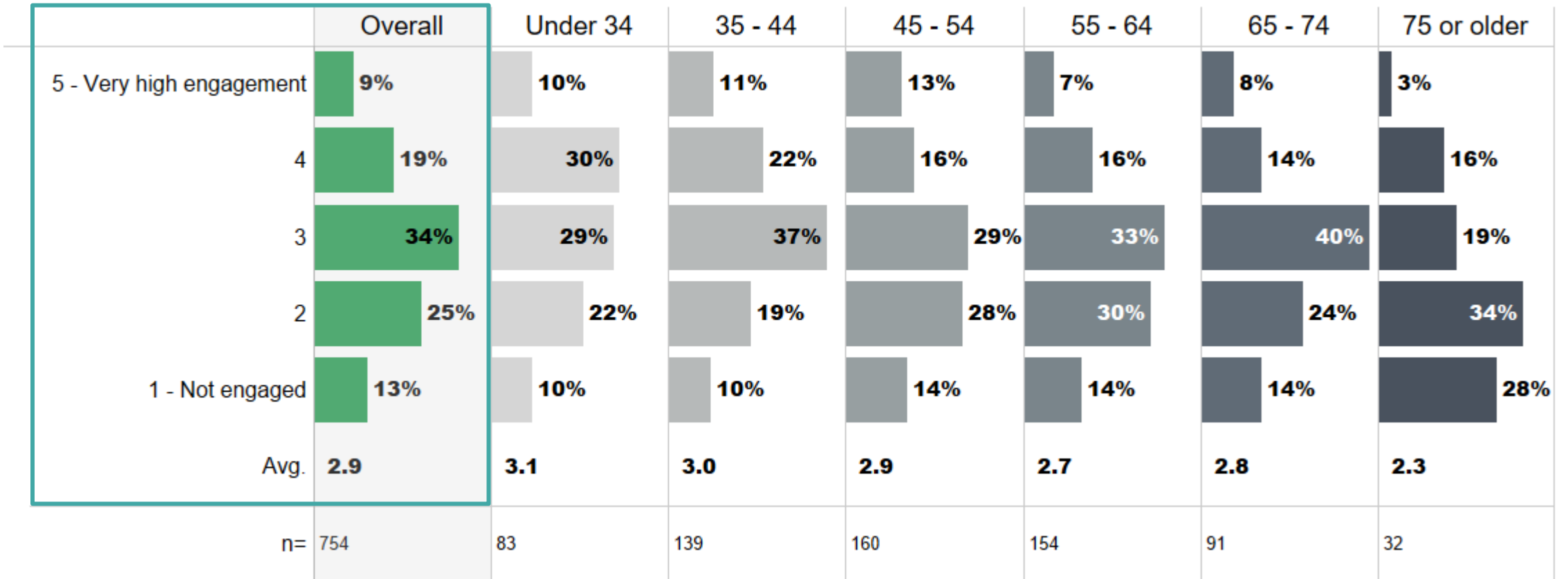
# **Industry Engagement & Communications**

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# ENGAGEMENT WITH TRAVEL OREGON

## OVERALL & BY AGE

Please indicate your level of engagement with Travel Oregon, from 1 (Not engaged) to 5 (Very high engagement).

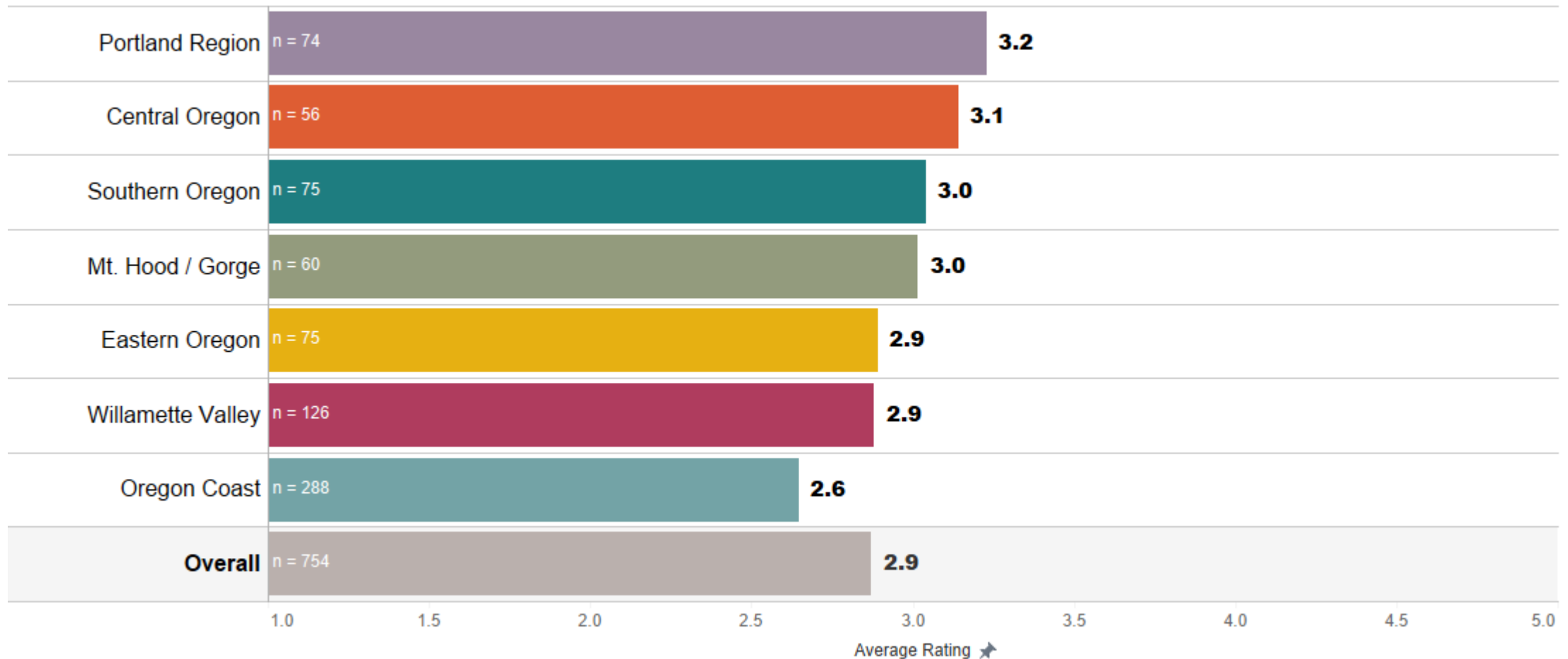


Source: 2023 Oregon Tourism Stakeholder Survey

# ENGAGEMENT WITH TRAVEL OREGON

## AVERAGE RATING BY REGION

Please indicate your level of engagement with Travel Oregon, from 1 (Not engaged) to 5 (Very high engagement).



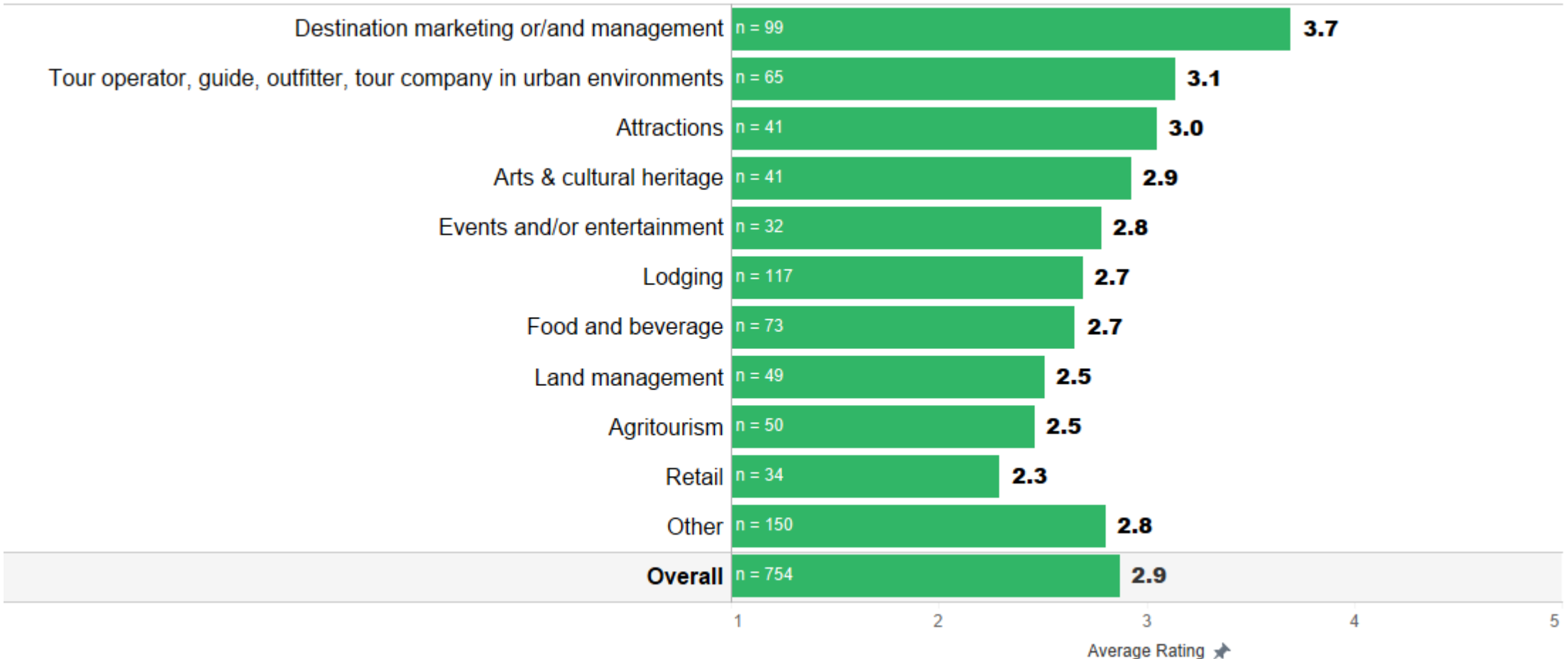
Source: 2023 Oregon Tourism Stakeholder Survey



# ENGAGEMENT WITH TRAVEL OREGON

## AVERAGE RATING BY SECTOR

Please indicate your level of engagement with Travel Oregon, from 1 (Not engaged) to 5 (Very high engagement).

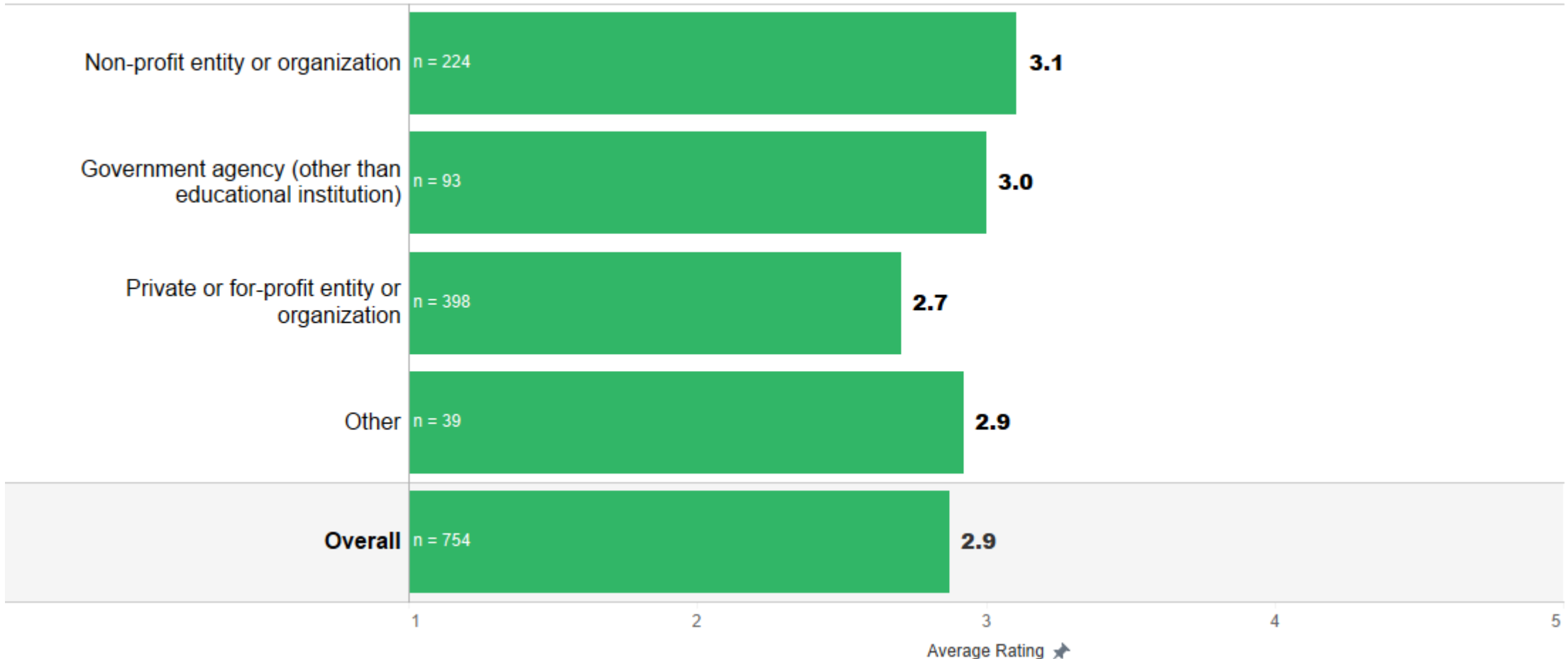


Sectors with fewer than 30 responses to this question are grouped as "Other."  
Source: 2023 Oregon Tourism Stakeholder Survey

# ENGAGEMENT WITH TRAVEL OREGON

## AVERAGE RATING BY ENTITY

Please indicate your level of engagement with Travel Oregon, from 1 (Not engaged) to 5 (Very high engagement).

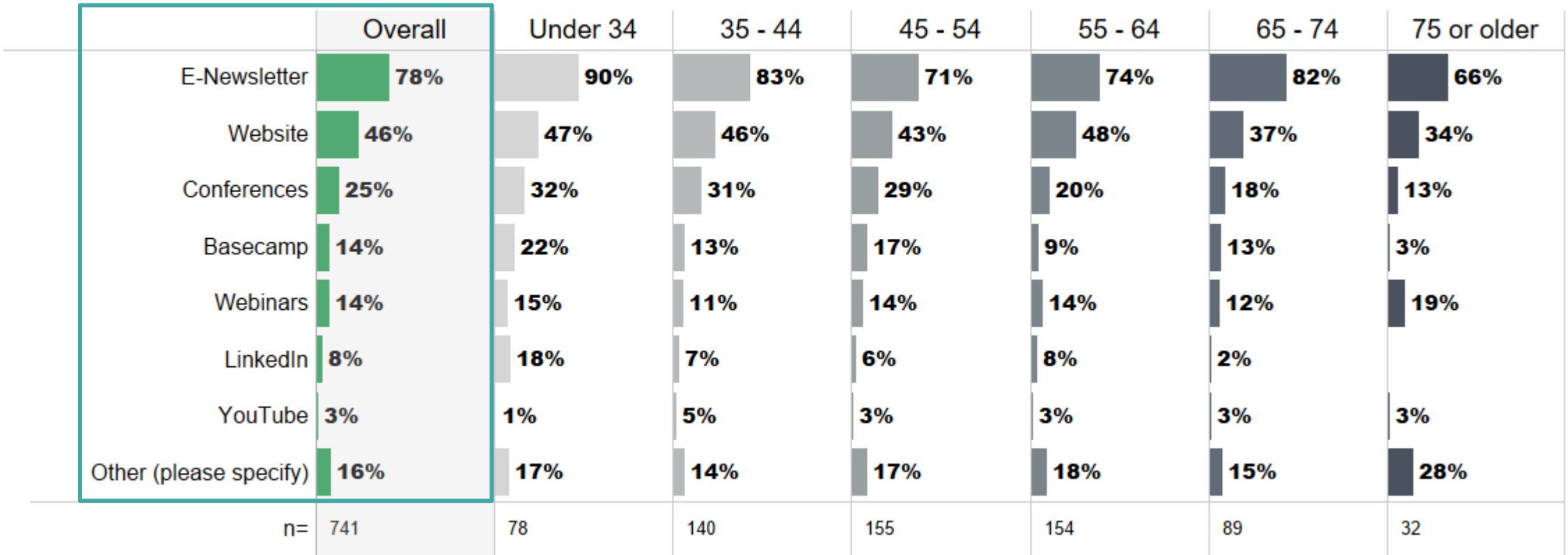


Entity types with fewer than 30 responses to this question are grouped as "Other."  
Source: 2023 Oregon Tourism Stakeholder Survey

# COMMUNICATIONS

## OVERALL & BY AGE

How do you currently receive tourism industry-related information from Travel Oregon and your Regional Destination Management Organization? (Select all that apply)

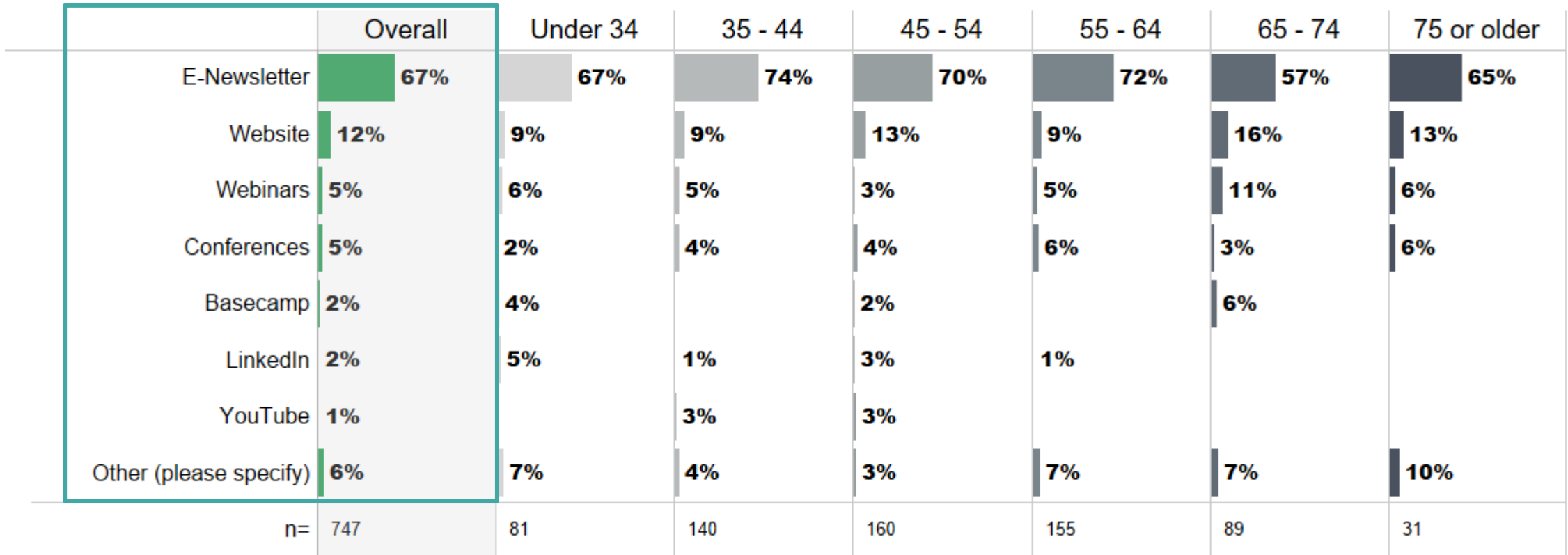


Source: 2023 Oregon Tourism Stakeholder Survey

# COMMUNICATIONS

## OVERALL & BY AGE

What is the best way for you to receive tourism industry-related information from Travel Oregon and your Regional Destination Management Organization?



Source: 2023 Oregon Tourism Stakeholder Survey

# OPEN-ENDED RESPONSES (1 OF 2)

The survey provided respondents numerous opportunities to provide input in their own words. The following two slides show all open-ended responses as well as the number of responses received.

Survey Section	Tab	Question	No of Responses
Introductory Questions	Q2	Which entity type best describes your business/organization? Other (please specify)	<b>83</b>
	Q3	In what sector of the tourism industry do you primarily work? Other (please specify)	<b>85</b>
	Q4	Which of the following best describes your current employment status in the tourism industry? Other (please specify)	<b>61</b>
Travel Oregon's 2023 - 2025 Strategies	Q8	Please rate your satisfaction with the direction of destination development in Oregon, from 1 (Very unsatisfied) to 5 (Very satisfied). In a few words, why do you feel that way?	<b>583</b>
	Q12	Please identify up to three areas that you consider strengths in your community: Other (please specify)	<b>26</b>
	Q13	Please identify up to three areas that your community needs to focus on to improve residents' and visitors' experiences: Other (please specify)	<b>59</b>
	Q14	Please rate the extent to which each challenge poses a risk to tourism in your community: Other (please specify)	<b>106</b>
	Q15	Please select up to five resources or programs that would best assist your business/organization or community if faced with the challenges listed in the previous question. Other (please specify)	<b>97</b>
	Q16	In a few words, please expand on how you would use grant funding:	<b>453</b>
	Q19	Are there any other educational and career opportunities to develop, attract, and retain workforce to our industry that you would like to see explored?	<b>249</b>
	Q20	Please identify the three areas that you believe should be emphasized for tourism planning over the next 2 to 5 years in Oregon. If you selected "Other" as a priority, please describe:	<b>71</b>
	Q22	In a few words, please expand on how you would use grant funding:	<b>259</b>
	Q24	How do you currently receive tourism industry-related information from Travel Oregon and your Regional Destination Management Organization? Other (please specify)	<b>119</b>
	Q25	What is the best way for you to receive tourism industry-related information from Travel Oregon and your Regional Destination Management Organization? Other (please specify)	<b>44</b>

# OPEN-ENDED RESPONSES (2 OF 2)

Regional Questions	Oregon Coast	If you would like, please explain your ratings for your engagement levels with your local and regional DMOs.	<b>77</b>
		If you would like, please explain any of your ratings for your satisfaction with your local or regional DMOs.	<b>34</b>
	Willamette Valley	In a few words, please explain your rating above (Do you feel that current marketing efforts from your regional DMO, Willamette Valley Visitors Association (WVVA), are inclusive and representative of Willamette Valley communities?)	<b>81</b>
		Describe what you know about regenerative tourism.	<b>62</b>
		To help educate public officials about the value of tourism in our community we would like to see more (check all that apply): Other (please specify)	<b>8</b>
	Southern Oregon	The regional DMO, Visit Central Oregon, is committed to attracting new visitors to the region. Please rate these niche travelers in order of who your business would be most (#1) to least (#4) interested in attracting. If you selected "Other" above, please describe the niche travelers that you ranked.	<b>23</b>
	Central Oregon	What are some of the greatest challenges you currently face in attracting (and/or) retaining tourism workforce? (Select all that apply)Other (please specify)	<b>5</b>
		If you selected "Other" above, please describe the domestic source market:	<b>8</b>
	Portland Region	What are some of the unique needs or challenges that tourism in Eastern Oregon faces that may be impacting the visitor experience?	<b>65</b>
	Eastern Oregon	Where can Eastern Oregon Visitors Association offer more support in the work you are engaged in? What does that support look like? (In-region engagements, advocacy, marketing support etc.)	<b>52</b>
		What are your greatest Destination/Visitor Management/Resident Sentiment concerns for the Mt. Hood and Columbia River Gorge region?	<b>47</b>
	Mt. Hood / Columbia River Gorge	In a few words, what, if anything, needs to change for your community to feel like a destination where ALL who travel can enjoy their journey and feel welcome?	<b>34</b>
		To which gender identity do you most identify? Please check all that apply. Other (please specify)	<b>9</b>
Demographics	Which of the following best describes you? (Please select one answer) A race/ethnicity not listed here, please specify:		<b>16</b>
	What are these disabilities? Other (please specify)		<b>12</b>
	How did you hear about this survey? Other (please specify)		<b>132</b>





**Thank you.**