



**TRAVEL  
OREGON**

# TRAVEL OREGON RESEARCH RESOURCES

*[industry.traveloregon.com/resources/research](http://industry.traveloregon.com/resources/research)*

## RESEARCH DASHBOARD

- Annual economic impact summary
- Trip seasonality
- Annual international visitation and spending
- Annual lodging trends
- Advertising results

*[industry.traveloregon.com/resources/research/oregon-travel-impacts-1991-2011-dean-runyan-associates](http://industry.traveloregon.com/resources/research/oregon-travel-impacts-1991-2011-dean-runyan-associates)*

## MONTHLY TRAVEL BAROMETER

- Lodging demand
- Transportation trends
- Likelihood of travel to oregon
- Tourism employment

*[www.travelstats.com/barometer](http://www.travelstats.com/barometer)*

## VOLUME

- Estimated state, region, and county visitor volume

*[www.travelstats.com/volume](http://www.travelstats.com/volume)*

## AIR VISITATION

- Domestic air visitors: top markets
- Domestic air visitors: origins comparison

*[www.travelstats.com/air](http://www.travelstats.com/air)*

## STATEWIDE AND REGIONAL VISITOR

- Visitors' sociodemographic characteristics

*[industry.traveloregon.com/research/category/oregon-statewide-visitor-research](http://industry.traveloregon.com/research/category/oregon-statewide-visitor-research)*

## VISITOR PROFILE REPORTS

- Pre and during trip behavior (e.g. trip motivation, trip planning sources, length of stay, etc.)

*[industry.traveloregon.com/research/category/oregon-regional-visitor-research](http://industry.traveloregon.com/research/category/oregon-regional-visitor-research)*

## NICHE RESEARCH

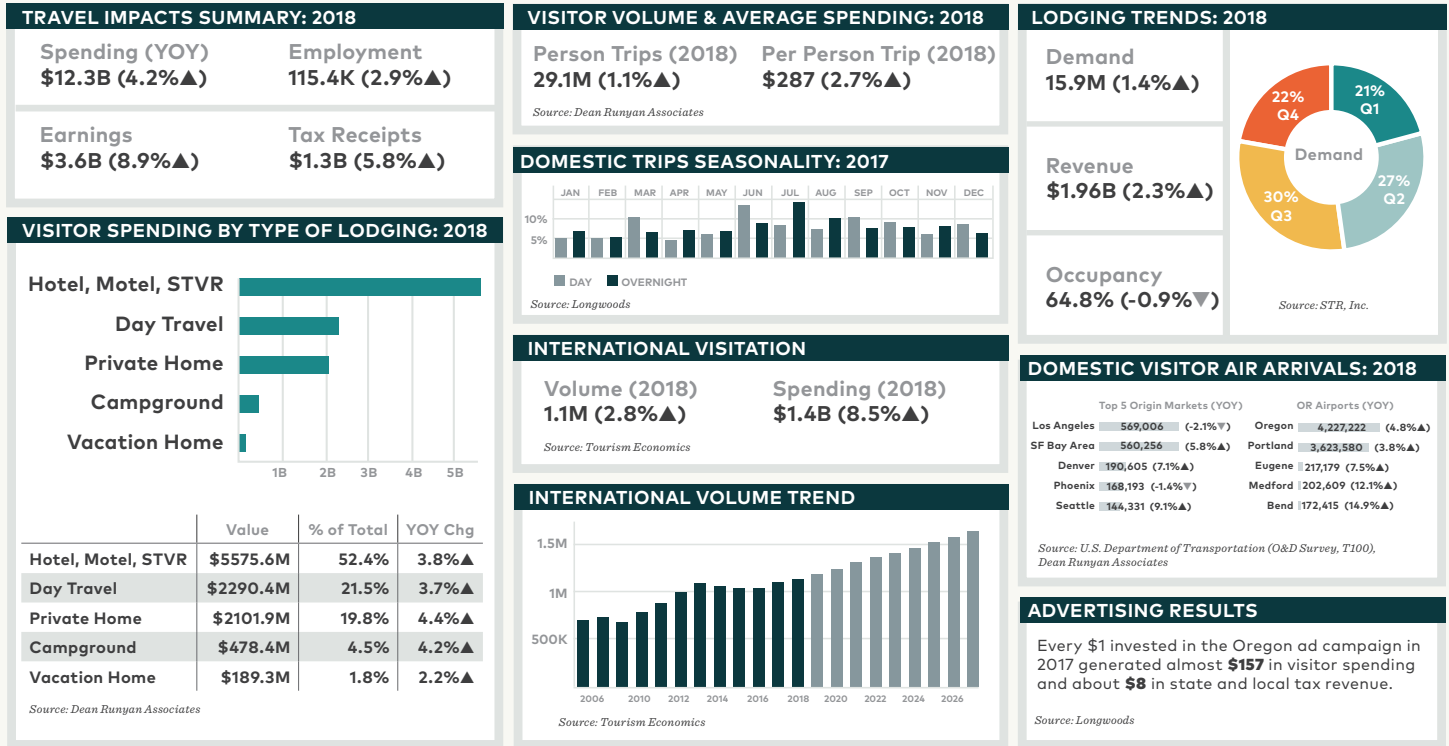
- Local transient lodging tax
- Outdoor recreation economic impacts (coming soon)
- Wine tourism
- Agritourism
- Cycling tourism

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(Under research by categories)*

*Have research questions? Contact Ladan Ghahramani at [ladan@traveloregon.com](mailto:ladan@traveloregon.com)*

# RESOURCE EXAMPLES

## TRAVEL OREGON RESEARCH DASHBOARD



## MONTHLY TRAVEL BAROMETER

