



2023 Oregon Tourism Industry Stakeholder Survey Appendix

Selected Figures from the 2020 Survey For Comparison

DRIFTLINE
CONSULTING

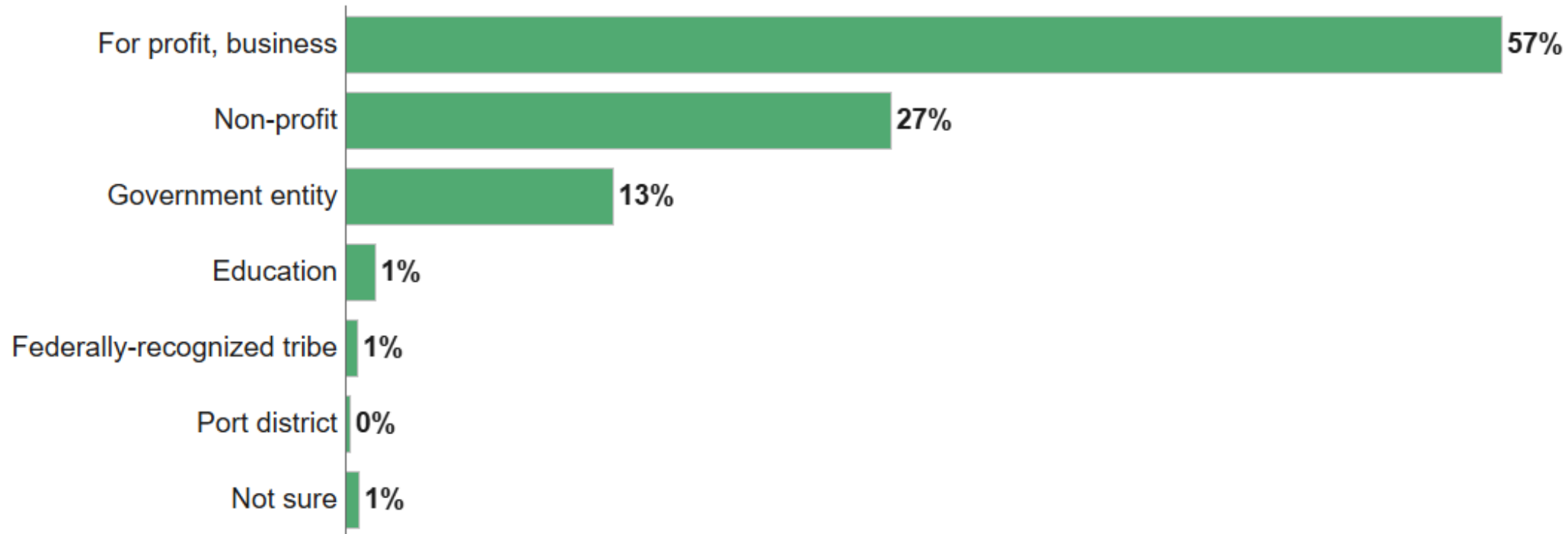
for



**TRAVEL
OREGON**

ENTITY TYPE

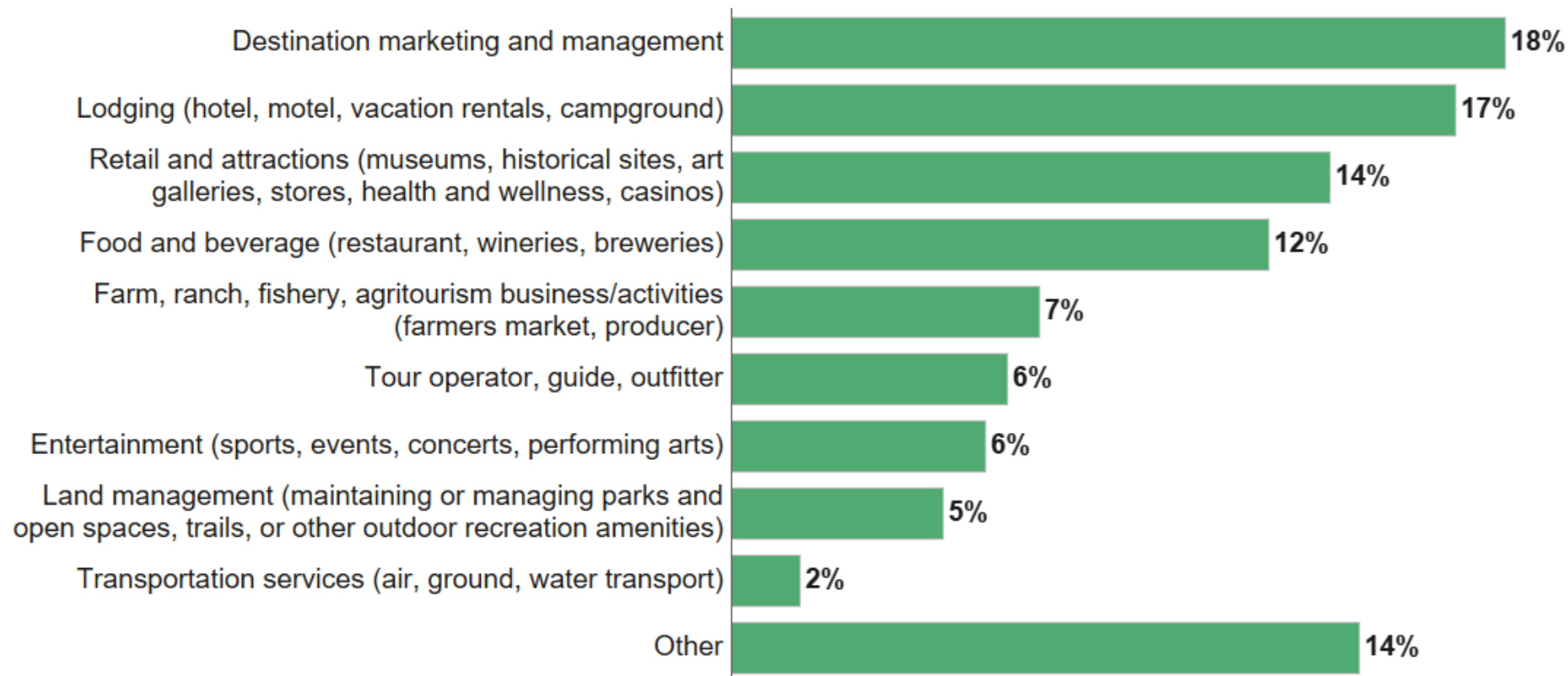
Q: Which entity type best describes your business/organization?



Source: 2020 Oregon Tourism Industry Stakeholder Survey

TOURISM INDUSTRY SECTOR

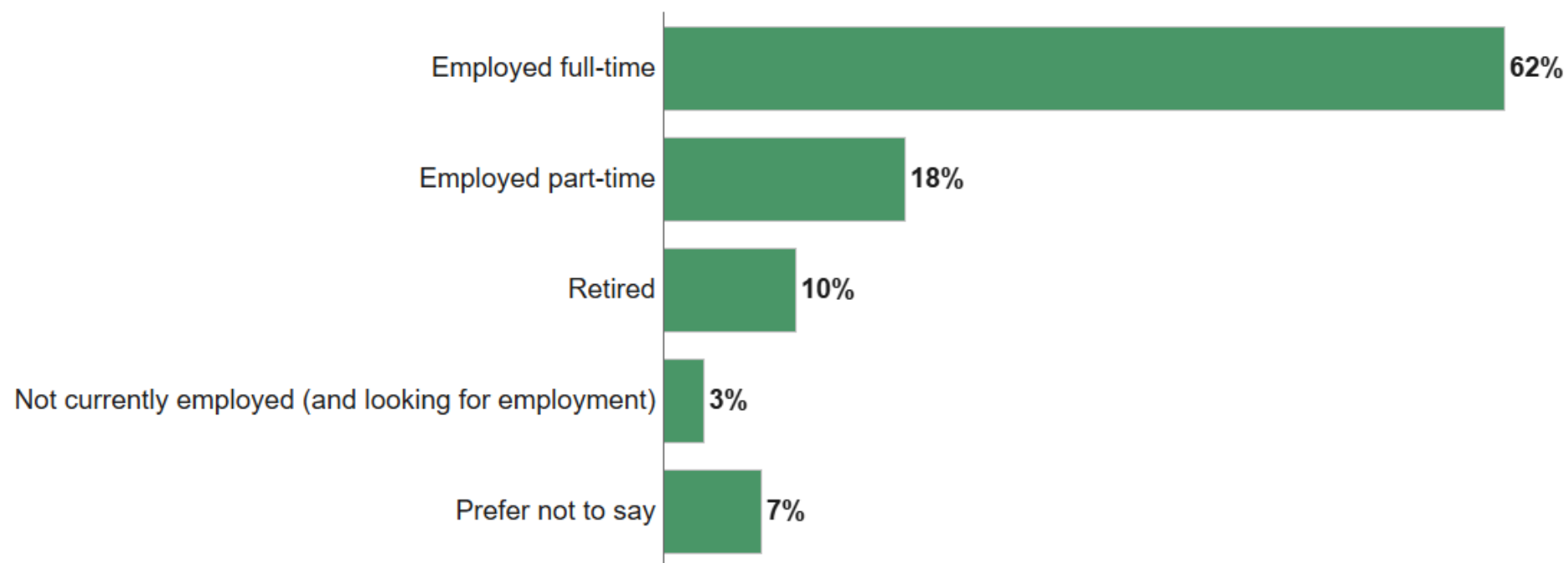
Q: In what sector of the tourism industry do you primarily work? Choose one:



Source: 2020 Oregon Tourism Industry Stakeholder Survey

EMPLOYMENT STATUS

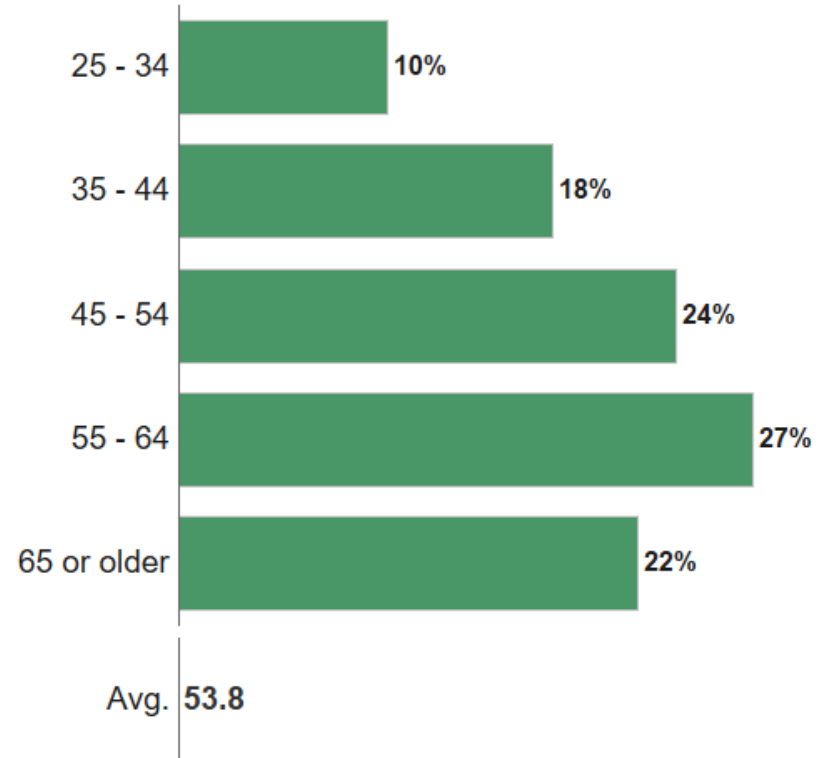
Q: Which of the following best describes your current employment status in the tourism industry?



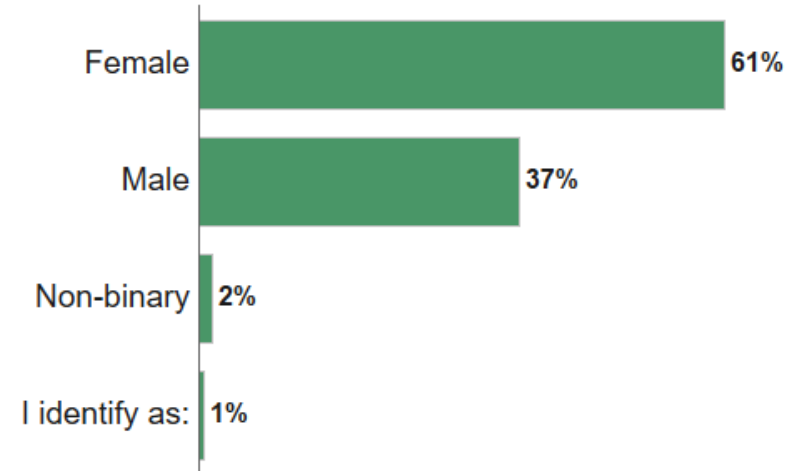
Source: 2020 Oregon Tourism Industry Stakeholder Survey

AGE & GENDER

Q: Respondent age:

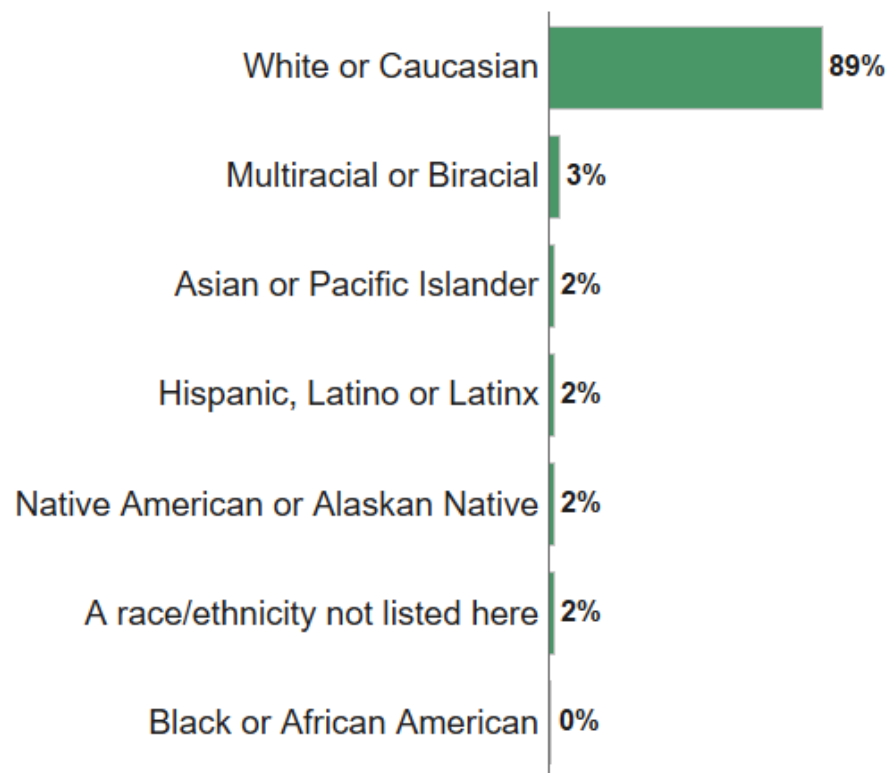


Q: What is your gender?

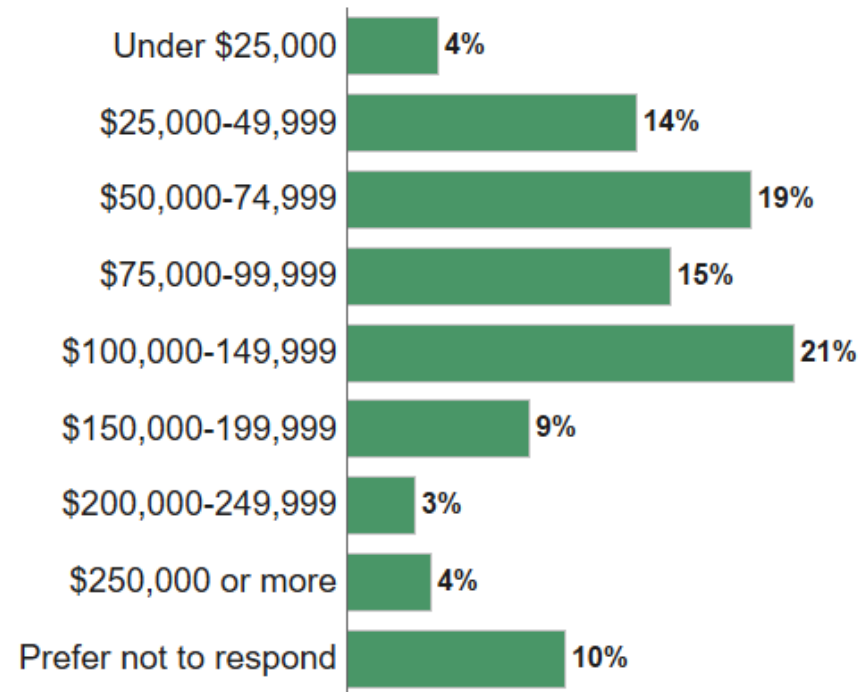


RACE & INCOME

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

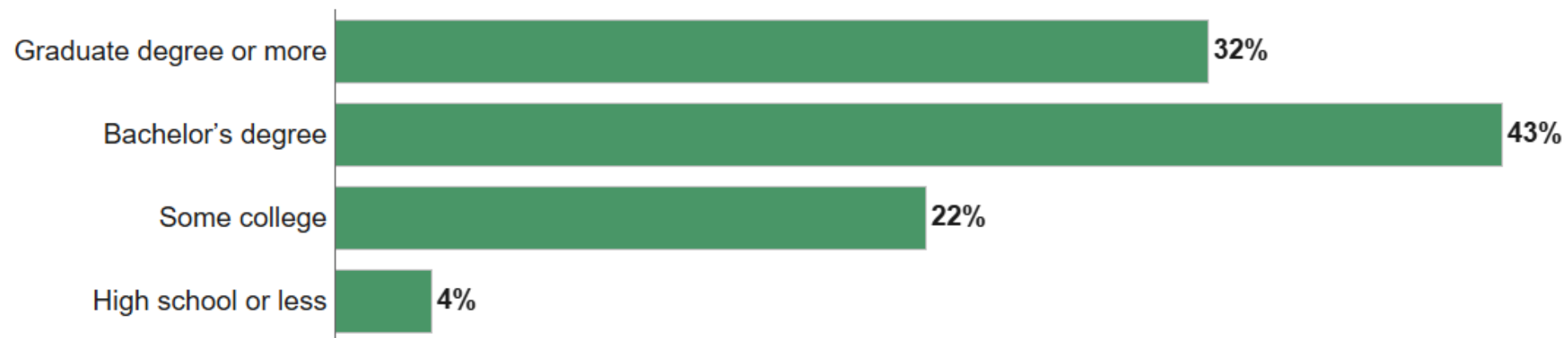


Q: Which of these categories best describes the total gross annual income of your household (before taxes)?



EDUCATION

Q: What is your highest level of education?



Source: 2020 Oregon Tourism Industry Stakeholder Survey

EDUCATION

BY SECTOR

Q: What is your highest level of education?

	Overall	Destination marketing and management	Lodging	Retail and attractions	Food and beverage	Farm, ranch, fishery, agritourism business/activities	Tour operator, guide, outfitter	Entertainment (e.g. sports, events, concerts, etc.)	Land management	Other
Graduate degree or more	32%	25%	30%	39%	20%	39%	25%	40%	45%	41%
Bachelor's degree	43%	52%	35%	34%	51%	42%	52%	44%	47%	34%
Some college	22%	22%	30%	23%	27%	16%	18%	15%	8%	18%
High school or less	4%	2%	5%	4%	2%	4%	5%	2%		6%
n=	818	157	130	102	101	57	56	48	38	125

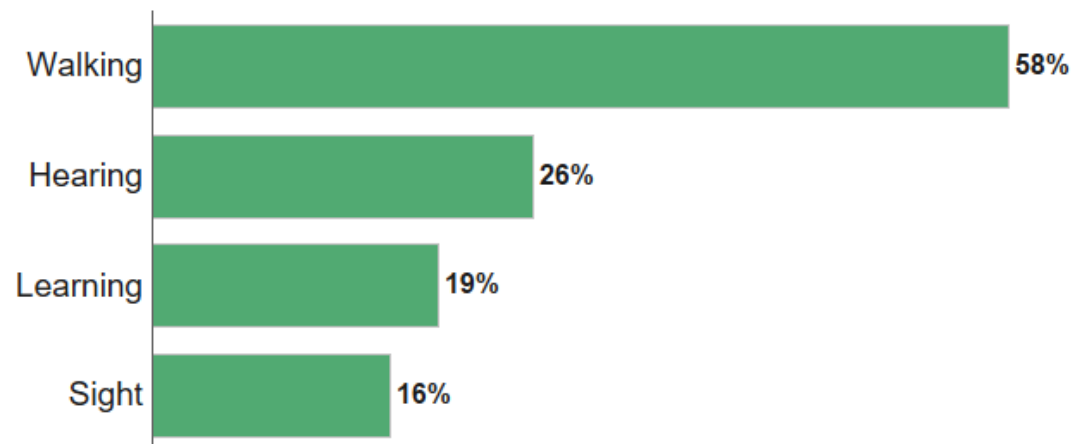
Source: 2020 Oregon Tourism Industry Stakeholder Survey

PRESENCE OF A DISABILITY

Q: Do you have a disability?

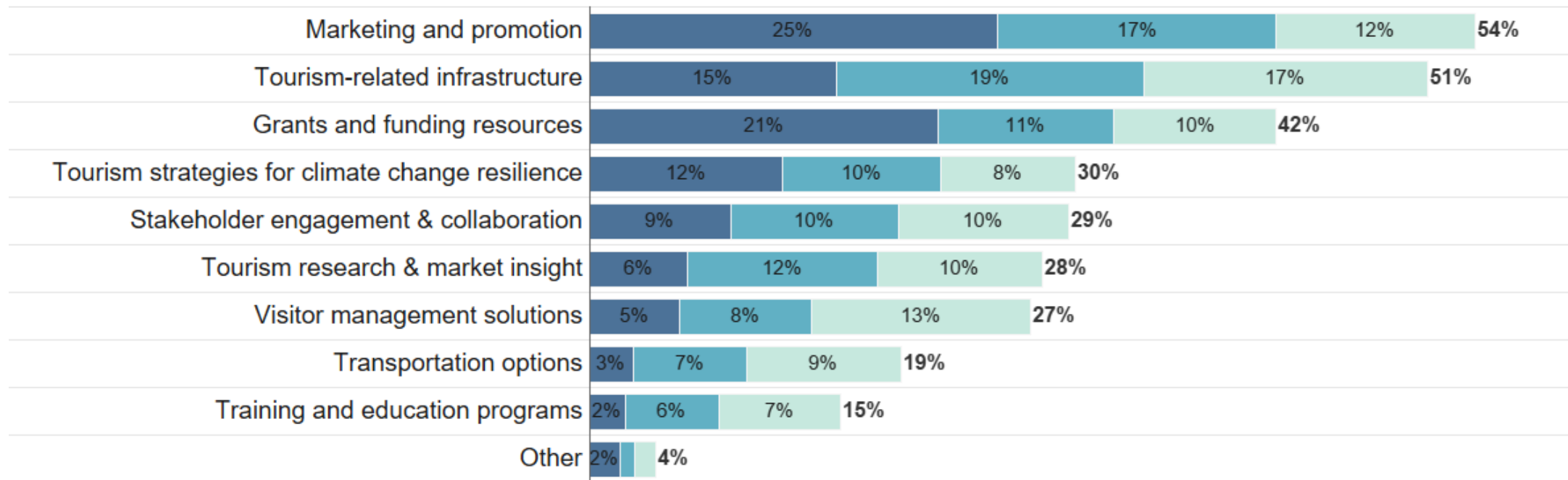


Q: [If Yes] What are these disabilities? (Check all that apply)



LONG-TERM PLANNING PRIORITIES

Q: Please identify the three areas that you believe should be emphasized for longer-term tourism planning over the next 2 - 5 years:



Source: 2020 Oregon Tourism Industry Stakeholder Survey

ENGAGEMENT WITH TRAVEL OREGON

Q: Please indicate the level to which you agree or disagree with the following statements: (1 = Strongly disagree, 5 = Strongly agree)

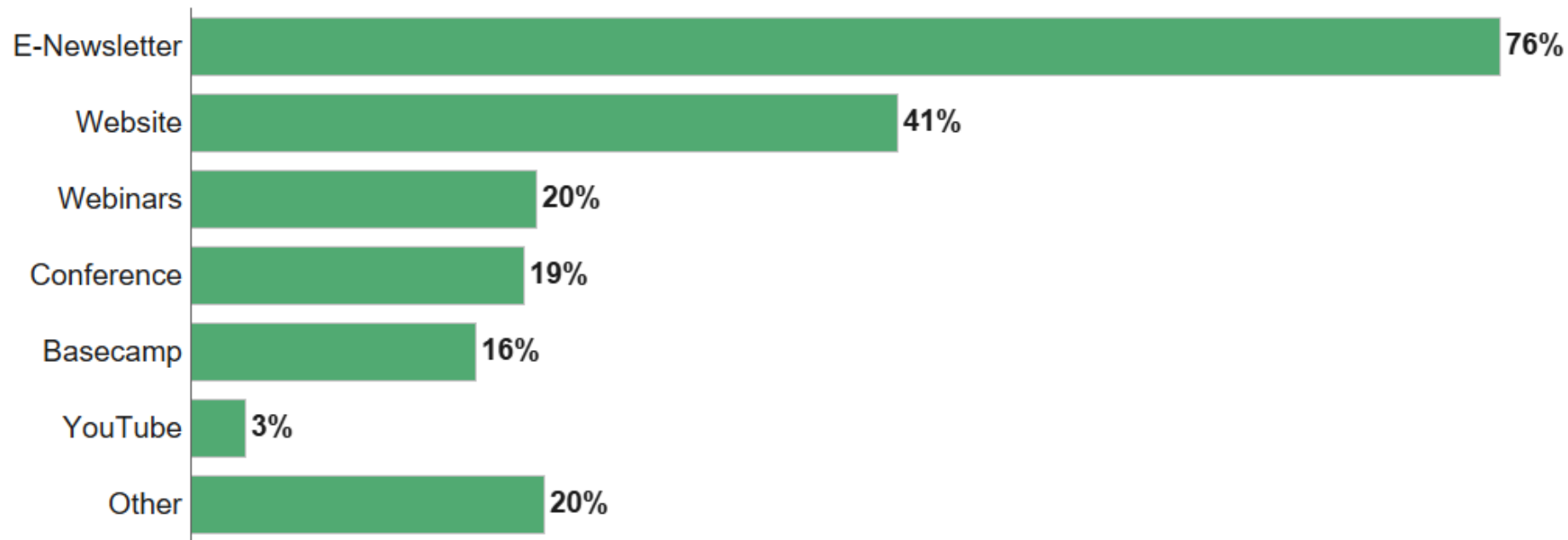
Rating Category	Avg.	Percent Responding				
I am satisfied with my experience(s) working with Travel Oregon.	3.7	6%	30%	39%	22%	
I am satisfied with my experience(s) working with my Regional Destination Management Organization.	3.7	4%	8%	29%	32%	27%
I am engaged with Travel Oregon and/or my Regional Destination Management Organization.	3.6	5%	11%	25%	34%	24%
I understand how my Regional Destination Management Organization and Travel Oregon work together.	3.6	5%	16%	20%	34%	25%

Source: 2020 Oregon Tourism Industry Stakeholder Survey

COMMUNICATIONS

OVERALL & BY AGE

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



Source: 2020 Oregon Tourism Industry Stakeholder Survey

COMMUNICATIONS

OVERALL & BY AGE

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



Source: 2020 Oregon Tourism Industry Stakeholder Survey