



TRAVEL

OREGON

TARGET AUDIENCE UPDATE
THE IMMERSIVE GUEST

9.24.24

Nota Wilson / Northwest Rating Co.

IDENTIFYING A TARGET AUDIENCE

A CRITICAL PART OF EFFECTIVE MARKETING

- Improved Relevance & Engagement
- Strategic Media Selection
- Competitive Advantage
- Support of Travel Oregon's 10-Year Strategic Vision



UPDATING THE TRAVEL OREGON TARGET

WHY WE'RE MAKING A CHANGE

**ACTIVE
ADVENTURER**



**IMMERSIVE
GUEST**

IDENTIFYING A TARGET AUDIENCE

THE PROCESS

**CONSUMER INSIGHTS
SUPPORTING 10-YR VISION**
(OREGON VISITOR PROFILE STUDY)



IDENTIFY KEY TRAITS
(BASED ON DEMOS, TRAVEL BEHAVIORS,
SUPPORT OF 10-YR STRATEGIC VISION)



CONNECT TO AD AGENCY RESEARCH
(MRI-SIMMONS)



TIE BACK TO TRAVEL TO OREGON
(IF MEASURED)

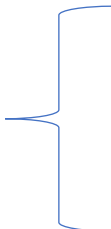
IDENTIFYING A TARGET AUDIENCE

SUPPORT THE 10-YR STRATEGIC VISION



IDENTIFYING A TARGET AUDIENCE

MAP CONSUMER INSIGHTS TO MRI-MEASURED

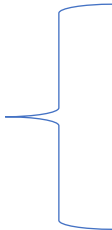
Objective/ Key Component	OREGON VISITOR PROFILE		
		<i>Demographics</i>	
Age		Age (25-64)	70%
		Male*	41%
		Female*	58%
Economy		Mean Household Income*	\$118,901
Equity		White	85%
		Black	2%
		Asian	6%
		Native American/ Alaskan Native	3%
		Other	4%
		Hispanic	5%

* Not included as key component of target definition

Sources:
2020 Oregon Visitor Profile Study (Destination Analysts)
2023 Fall MRI-Simmons USA

IDENTIFYING A TARGET AUDIENCE

MAP CONSUMER INSIGHTS TO MRI-MEASURED

Objective/ Key Component	OREGON VISITOR PROFILE			MRI-SIMMONS		
	<i>Demographics</i>			<i>Demographics</i>		
Age		Age (25-64)	70%		Age (25-64)	100%
		Male*	41%		Male*	46%
		Female*	58%		Female*	54%
Economy		Mean Household Income*	\$118,901		Mean Household Income*	\$152,374
		White	85%		White	73%
Equity		Black	2%		Black	9%
		Asian	6%		Asian	6%
		Native American/ Alaskan Native	3%		Native American/ Alaskan Native	1%
		Other	4%		Other	10%
		Hispanic	5%		Hispanic	17%

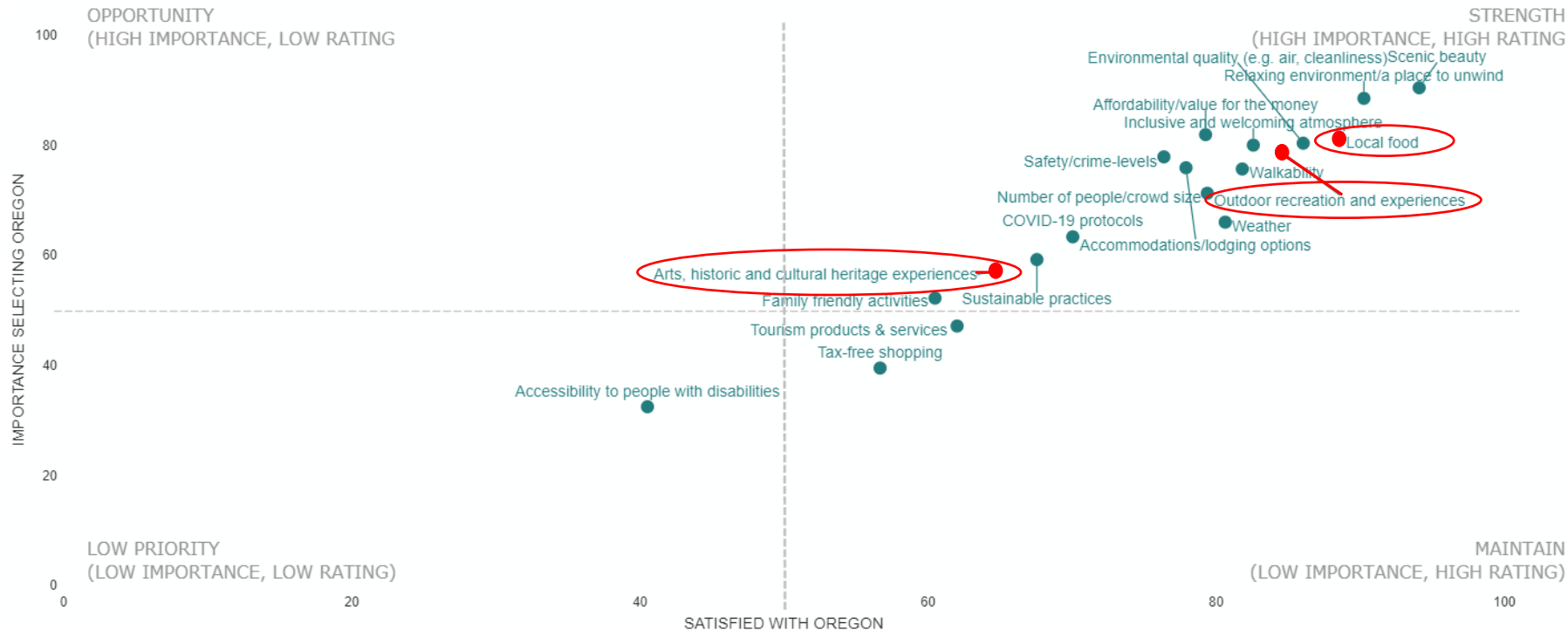
* Not included as key component of target audience

Sources:
2020 Oregon Visitor Profile Study (Destination Analysts)
2023 Fall MRI-Simmons USA

IDENTIFYING A TARGET AUDIENCE

CONSUMER INSIGHTS – KEY EXPERIENCE PILLARS

ATTRIBUTE IMPORTANCE VS. SATISFACTION



Questions:

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

Source:
2020 Oregon Visitor Profile Study (Destination Analysts)

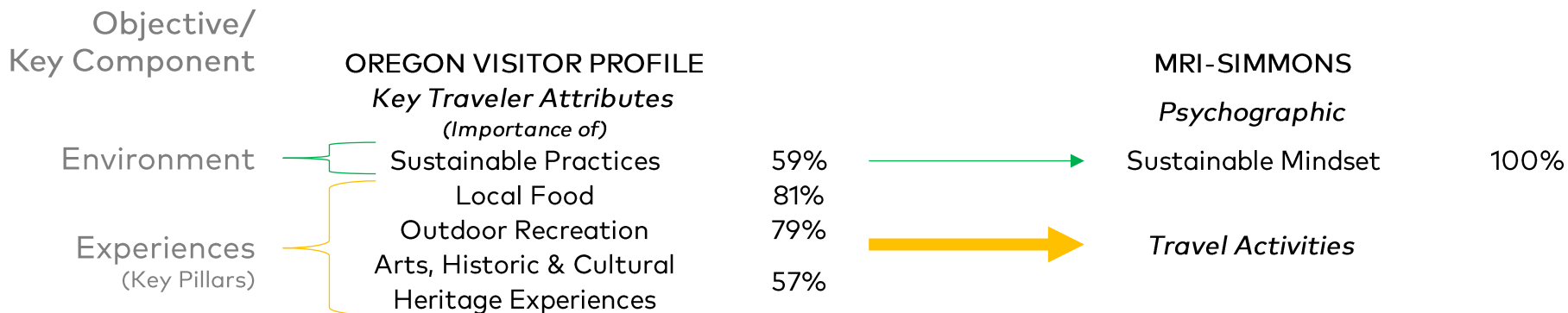
IDENTIFYING A TARGET AUDIENCE

MAP CONSUMER INSIGHTS TO MRI-MEASURED

Objective/ Key Component	OREGON VISITOR PROFILE	
	<i>Key Traveler Attributes</i> (Importance of)	
Environment	Sustainable Practices	59%
Experiences (Key Pillars)	Local Food	81%
	Outdoor Recreation	79%
	Arts, Historic & Cultural	57%
	Heritage Experiences	

IDENTIFYING A TARGET AUDIENCE

MAP CONSUMER INSIGHTS TO MRI-MEASURED



IDENTIFYING A TARGET AUDIENCE

MAP CONSUMER INSIGHTS TO MRI-MEASURED

Pillar OREGON VISITOR PROFILE

	<i>Travel Activities</i>	
Outdoor Rec.	Outdoor Recreation	48%
	Scenic Ride	40%
	Hiking	30%
	Beach-going	18%
	Bicycling	7%
	Fishing	6%
	Snow activities	2%
Art, Hist, Culture	Crater Lake Nat. Park	5%
	Arts, historic and cultural heritage experiences	22%
Local Food	Eat and drink	65%

IDENTIFYING A TARGET AUDIENCE

MAP CONSUMER INSIGHTS TO MRI-MEASURED

Pillar	OREGON VISITOR PROFILE			MRI-SIMMONS		
	<i>Travel Activities</i>			<i>Travel Activities</i>		
Outdoor Rec.	Outdoor Recreation	48%	→	Other Outdoor Rec.	17%	
	Scenic Ride	40%	→	Sightseeing	44%	
	Hiking	30%	→	Hiking/Backpacking	21%	
	Beach-going	18%	→	Beach	39%	
	Bicycling	7%	→	Bicycle Riding	6%	
	Fishing	6%	→	Fishing	5%	
	Snow activities	2%	→	Skiing	2%	
Art, Hist, Culture	Crater Lake Nat. Park	5%	→	National Parks	20%	
	Arts, historic and cultural heritage experiences	22%	→	Cultural/Historical Site	22%	
Local Food	Eat and drink	65%	→	Visit Museums	21%	
				Wine/beer drinkers	25%	

IDENTIFYING A TARGET AUDIENCE

TARGET AUDIENCE DEFINITION

IMMERSIVE GUESTS

25 – 64-year-olds

and

Travel Activities (any of):

- Hiking/Backpacking
- Beach
- Bicycle Riding
- Fishing
- Skiing
- National Parks
- Sightseeing
- Other Outdoor Rec.
- Cultural/Historical Site
- Visit Museums
- Wine/beer drinkers

and

Has Sustainable Mindset

BIPOC IMMERSIVE GUESTS

25 – 64-year-olds

and

Travel Activities (any of):

- Hiking/Backpacking
- Beach
- Bicycle Riding
- Fishing
- Skiing
- National Parks
- Sightseeing
- Other Outdoor Rec.
- Cultural/Historical Site
- Visit Museums
- Wine/beer drinkers

and

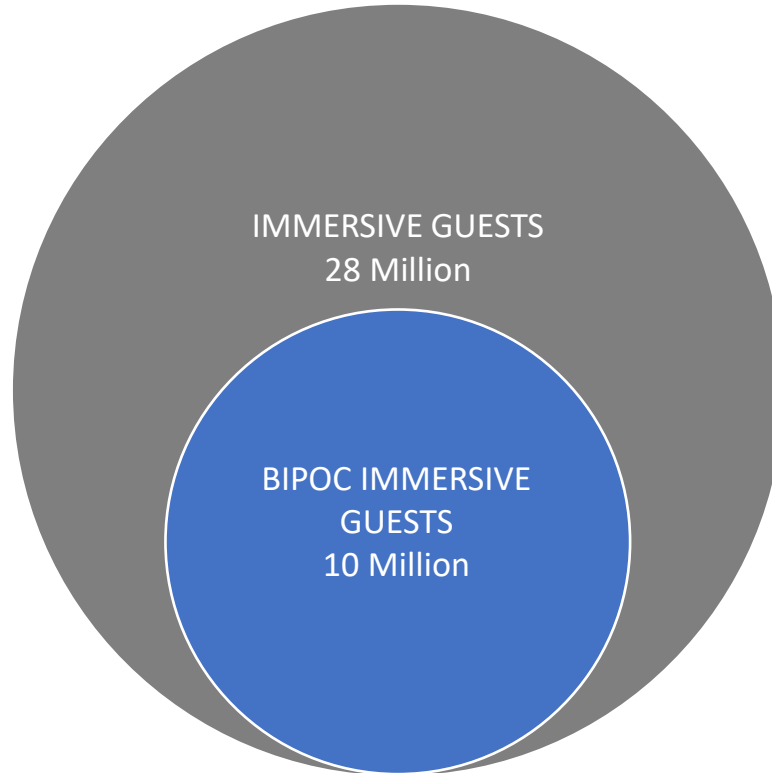
Has Sustainable Mindset

and

White or Black or Asian or
Native American/Alaskan Native
or Hispanic

IDENTIFYING A TARGET AUDIENCE

TARGET AUDIENCE SIZE (NATIONAL)



Source:
2023 Fall MRI-Simmons USA

IDENTIFYING A TARGET AUDIENCE

IMMERSIVE GUESTS KEY CONSIDERATIONS

Travel to Oregon?

Yes: 220 Index for Travel to OR/WA

High Yield Travelers?

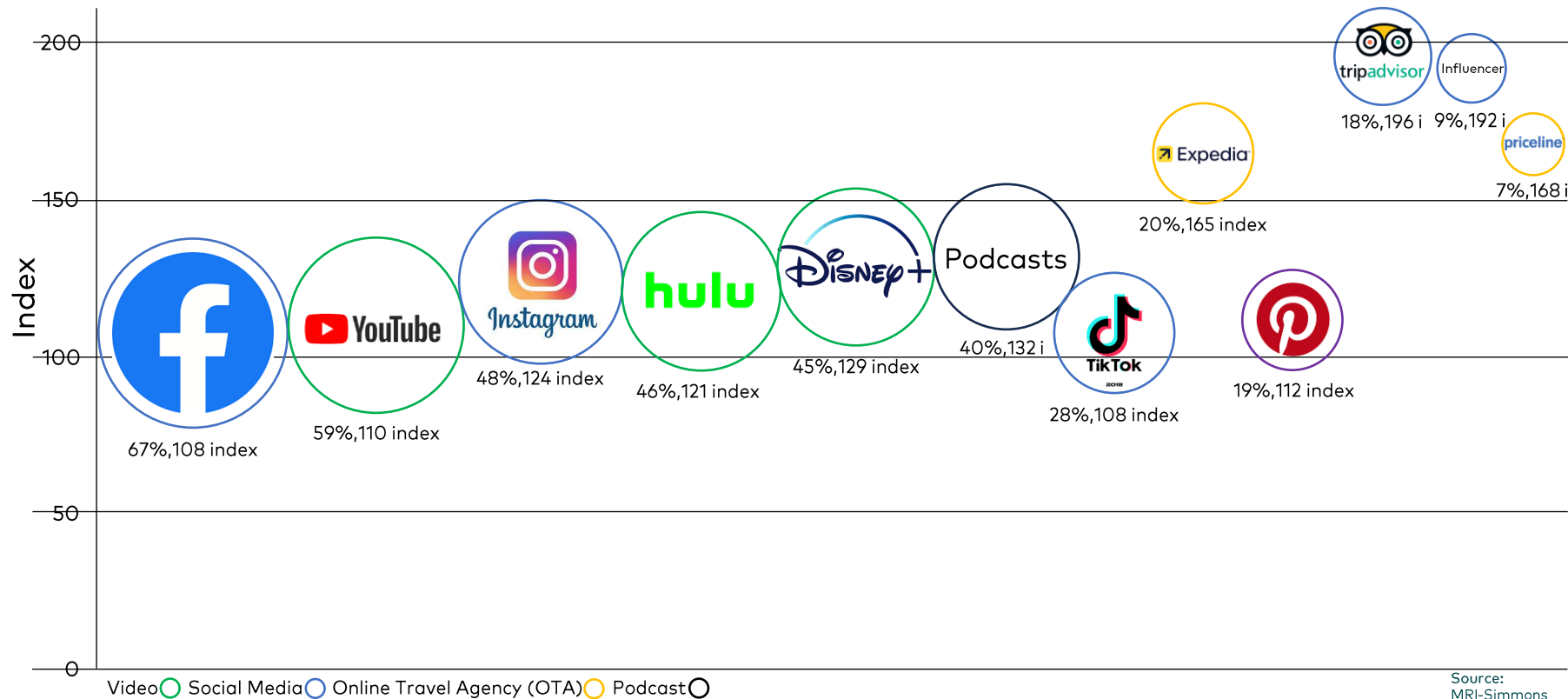
Yes: \$2,431 average domestic travel spend (12 months)

- 117% more than the average spend for the general population

Yes: 14% more likely to pay more for a high-quality hotel

Yes: 154% more likely to pay for fine dining while traveling

TARGET AUDIENCE IDENTIFYING MEDIA CHANNELS





Thank you