



2024 OREGON TOURISM INDUSTRY PARTNER SURVEY

SUMMARY OF RESULTS | EASTERN OREGON

March 2025



OVERVIEW

This report summarizes findings from a 2024 survey of tourism industry partners in Oregon. The survey sought feedback from partners to provide guidance and perspective on priorities for future investments from regional destination management organizations. This report summarizes findings from respondents in Eastern Oregon, with additional statewide results provided for context.

OBJECTIVES

The 2024 Oregon Tourism Industry 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 fulfill the strategic vision. The survey will also assist funding and programmatic decisions in marketing, grants, tourism-related infrastructure, visitor management, and more.

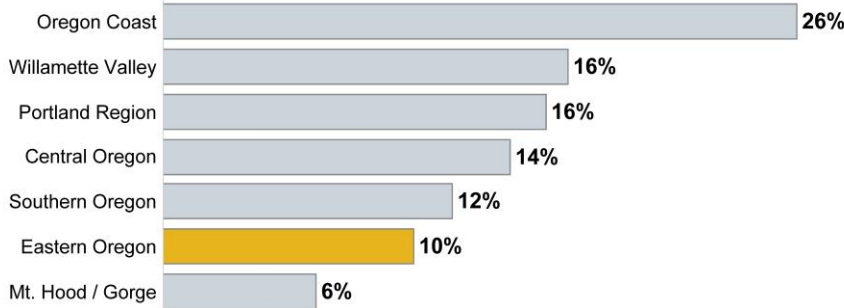
The survey built on a framework of past partner surveys conducted in 2018, 2020, and 2023. The survey was developed collaboratively by Travel Oregon, the seven RDMOs, and RRC Associates.

DATA COLLECTION

This study consisted of a digital survey that was fielded to Oregon tourism industry employees from September 12–October 14, 2024. The 2024 study is the fifth edition of the Industry Partner Survey, formerly known as the Stakeholder Survey. This year, the survey distribution methods included the Travel Oregon Industry Newsletter, partner and staff outreach, industry conferences, and social media.

The survey resulted in a total of 138 valid responses from Eastern Oregon (up from 105 responses in 2023) and more than 1,300 responses statewide. Sample sizes for individual questions vary. Results presented in this report are segmented by the region in which the respondent indicated that they live or work, and figures show results from Eastern Oregon compared to the statewide survey results.

Number of Respondents



138
Eastern Oregon
Responses

1,363
Overall Responses

Source: RRC

LIMITATIONS

The survey results should be viewed as an aggregation of relevant and thoughtful feedback from partners. The applicability of findings to real-life circumstances may depend on whether the feedback is from a broad enough (or representative) swath of partners and whether individual RDMOs believe they have engaged with enough partners to have a good gauge of the partners' priorities. An assessment of the industries represented, and the statewide response numbers, suggest a diverse and sufficient sample was collected from all regions, adding confidence to the applicability of results. Because the survey was not conducted from a random sample, statistical tests have not been performed on the data.

ADDITIONAL RESOURCES

In addition to this report, results from the survey are accessible 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 partner population that were not addressed in this report.

The survey also resulted in an extensive number of open-ended responses. All open-ended responses may be accessed in the online dashboard.

Access the online dashboard by going to: bit.ly/2024TOPartnersurvey

TABLE OF CONTENTS

Overview	1
Objectives	1
Data Collection.....	1
Limitations.....	2
Additional Resources.....	2
Key Findings	4
Tourism Strategies	4
Destination Development.....	4
Planning Priorities	4
Advocacy	4
Visitation and Seasonality	4
Strengths and Challenges.....	5
Resources and Programs.....	5
Respondent Profile	6
Tourism Strategies	12
Areas of Focus	19
Representation of and Communication with Underserved Communities.....	30
Industry Engagement and Communications.....	36
Eastern Oregon Questions	37
Open-Ended Responses.....	39

KEY FINDINGS

TOURISM STRATEGIES

DESTINATION DEVELOPMENT

- **Satisfaction Levels:** 64% of Eastern Oregon respondents are satisfied with the direction of tourism development, slightly higher than the statewide average of 62%.
- **Focus Areas:** Key focus areas for improving the resident and visitor experience include destination marketing and promotion (28%), downtown development (24%), and food and beverage (23%)
- **Perceived Strengths:** Respondents highlight outdoor recreation opportunities (72%), attractions/art and cultural experiences (23%), and food and beverage (21%) as the region's strongest tourism assets.

PLANNING PRIORITIES

- **Top 3 Priorities for the Next 2–5 Years:**
 1. Grant and funding opportunities (47%)
 2. Tourism-related infrastructure (37%)
 3. Marketing and promotion (34%)
- **Shift from 2023:** The top three categories remained consistent with the 2023 survey.

ADVOCACY

- **Collaboration and Engagement:** Eastern Oregon respondents feel confident collaborating with diverse groups to support tourism (4.3 out of 5).
- **Legislative Engagement:** Engagement with policymakers is low (3.0 out of 5), suggesting a need for stronger advocacy efforts.
- **Tourism Perception:** Respondents see the value tourism brings to their community (4.6 out of 5). However, there's room for improvement in access to data and information to better understand this value.

VISITATION AND SEASONALITY

- **Overcrowding in Summer:** Only 21% of Eastern Oregon respondents say summer visitation feels very crowded, much lower than the statewide response (39%).
- **Winter Visitation Concerns:** Eastern Oregon respondents would like to see more tourism during winter (75%).

STRENGTHS AND CHALLENGES

- **Housing and Workforce Challenges:**
 - 68% cite a lack of affordable housing as a high-risk challenge compared to 74% statewide, a challenge regionally and statewide that has continued to rise in risk.
 - 72% report workforce housing shortages compared to 67% statewide. Similar to affordable housing, this issue has continued to rise in risk.
 - 71% identify wildfires as a major threat—much higher than the statewide average (46%). Drought also is a major risk for a substantial portion of Eastern Oregon respondents.
- **Workforce Recruitment Issues:**
 - 62% struggle with offering regular hours or full-time employment and 52% report a lack of applicants.

RESOURCES AND PROGRAMS

- **Most Needed Resources:**
 - Grant and funding opportunities (73%)—higher than the state average (72%).
 - Resources to build tourism-related infrastructure (64%).
 - Tools and training to improve business/organization communications and marketing (57%).
- **Lowest Priority Resources:**
 - Compliance with government regulations (15%) and support transitioning to online and expanded sales/business platforms (20%) are less pressing concerns.

Eastern Oregon's tourism industry is looking to add more tourism to the region but has challenges with staffing and a lack of applicants. Yet, its strengths in outdoor recreation, attractions/arts, and food and beverage provide a strong foundation for growth. Addressing funding, tourism-related infrastructure, and visitation challenges will be essential for long-term success.

RESPONDENT PROFILE

The survey received broad participation by the tourism industry sector. Statewide, destination marketing and/or management accounted for 15% of total respondents, followed by lodging (14%) and food and beverage (10%). The top represented organizations remain similar to 2023.

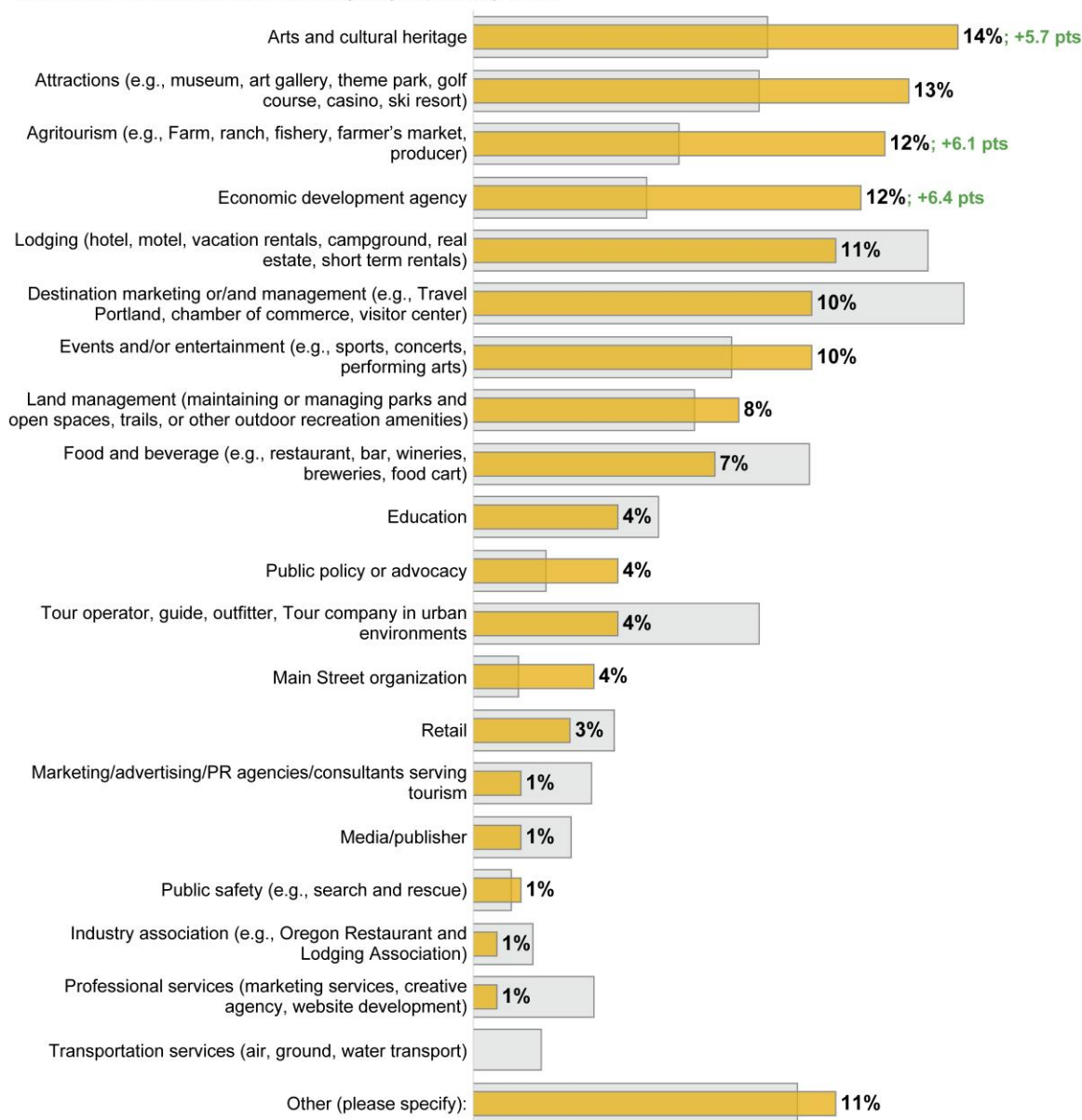
Like respondents statewide, respondents from Eastern Oregon were most often employed in destination marketing and/or management followed by lodging. Respondents from Eastern Oregon were more likely to work in arts and cultural heritage, attractions, agritourism, and economic development agencies than statewide respondents.

Compared to 2023, a larger share of respondents from this region were in arts and cultural heritage (11% in 2023), lodging (7% in 2023), and events (4% in 2023). Most categories saw some shifts in over time. A smaller share of respondents identified their sector as land management (11% in 2023), retail (7% in 2023), and marketing (4% in 2023). Overall, the spread of organizations was as diverse in 2024 as it was in 2023, with slight shifts across the sample.

Industry Sector

■ Eastern Oregon
■ Statewide

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



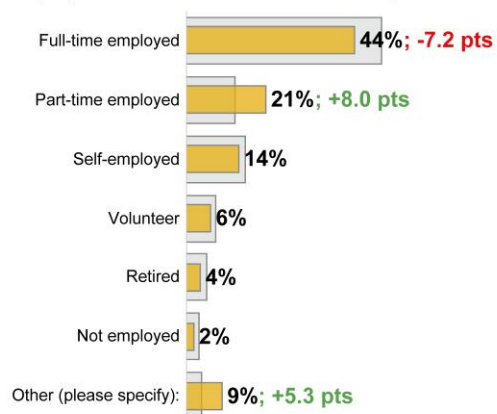
Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

The top employment statuses for the region were full-time employed (44%), part-time employed (21%), self-employed (14%), and volunteer (6%). In addition, respondents were asked which entity type best describes their business or organization. In Eastern Oregon, the top two response options were private or for-profit entities/organizations (39%) and non-profit entities/organizations (34%). Compared to the statewide responses, the Eastern Oregon region had a higher proportion of part-time employed respondents. Those who responded in the "other" category for entity type highlighted natural resources, agriculture, a mix of many types of entities, and philanthropy.

Entity Type & Employment Status

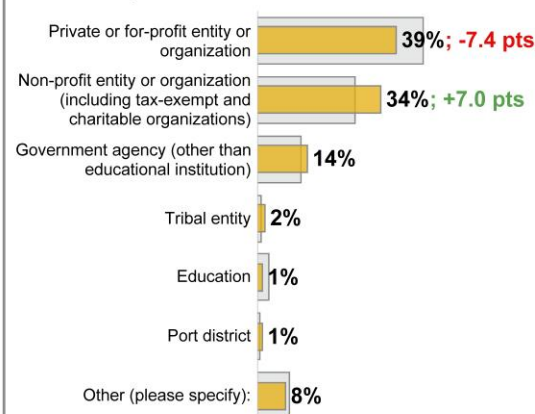
Q: Which of the following best describes your current employment status in the tourism industry?



Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

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

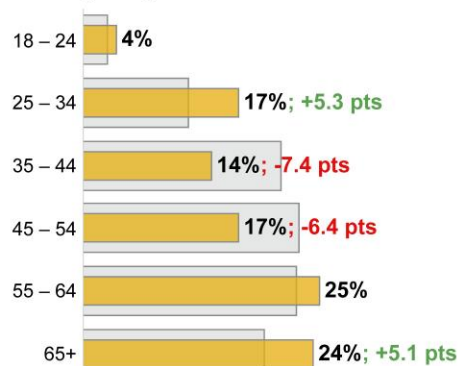


In Eastern Oregon, more respondents fell in the 25-34 age range than statewide respondents while fewer were in the 35-54 age range. In the statewide results, the largest share of respondents were in the 45-64 range compared to a higher share of those between the ages of 55+ in Eastern Oregon. Overall, the sample for Eastern Oregon trended to be either 55+ or a large share of respondents 25-34.

Eastern Oregon respondents were slightly more likely to identify as female (63%) and less likely to identify as male (29%) compared to the statewide sample.

Age & Gender

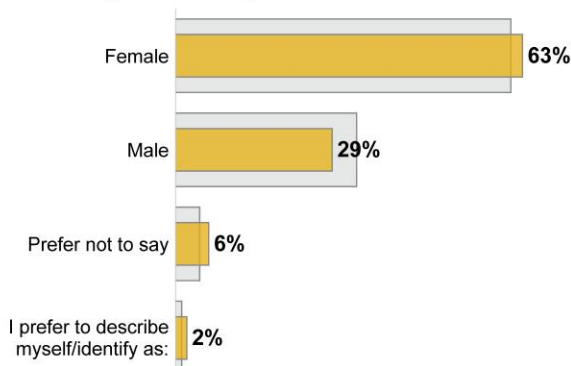
Q: What is your age?



Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

Q: What is your identified gender?

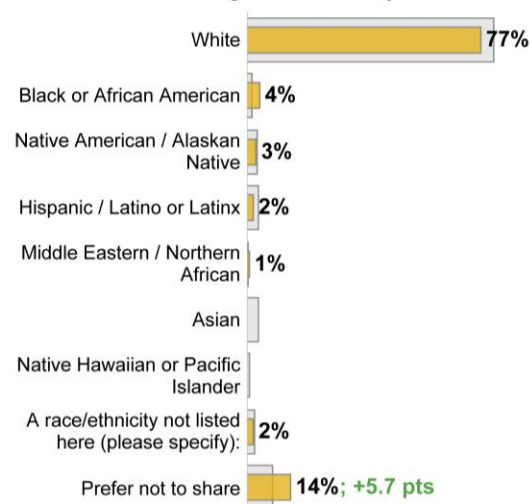


For race and ethnicity, 77% of Eastern Oregon respondents identify as white. A greater share of Eastern Oregon respondents identify as Black or African American (4%) compared to 2% statewide.

Fifty-seven percent of survey respondents statewide indicated that they had annual household incomes of \$75,000 or more, compared to 45% within Eastern Oregon. Compared to the statewide results, the Eastern Oregon region had a lower overall household income with the highest share of incomes between \$50,000-\$74,999.

Race & Household Income

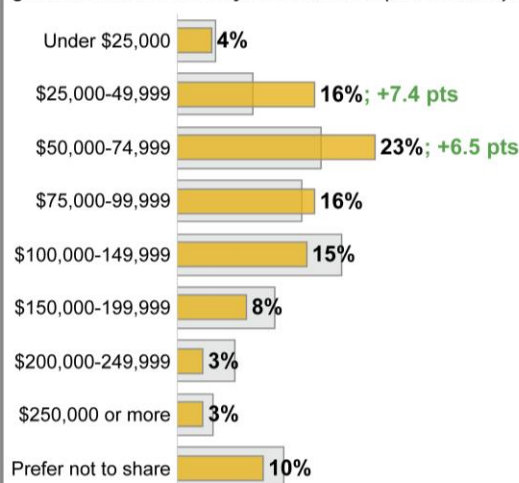
Q: Which of the following best describes you?



Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

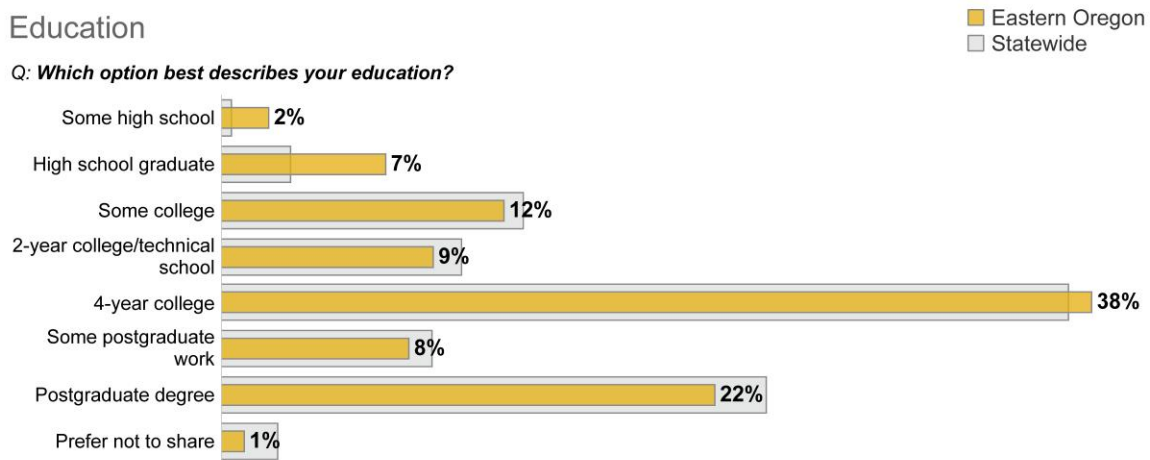
Q: Which of these categories best describes the total gross annual income of your household (before taxes)?



Eastern Oregon respondents were only somewhat different compared to the sample in terms of level of education achieved. Eastern Oregon had a higher share of respondents who had either just some high school (2%) or a high school graduate (7%) compared to the statewide sample. Statewide results indicate a higher percentage of post-graduate work compared to Eastern Oregon; however, those who indicated a 4-year college degree was slightly higher within Eastern Oregon.

Education

Q: *Which option best describes your education?*



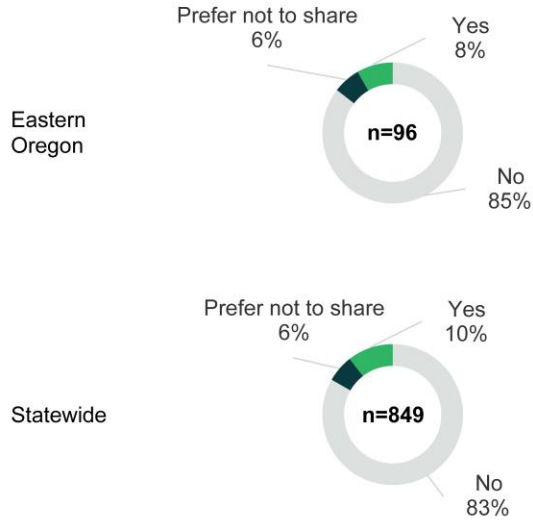
Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

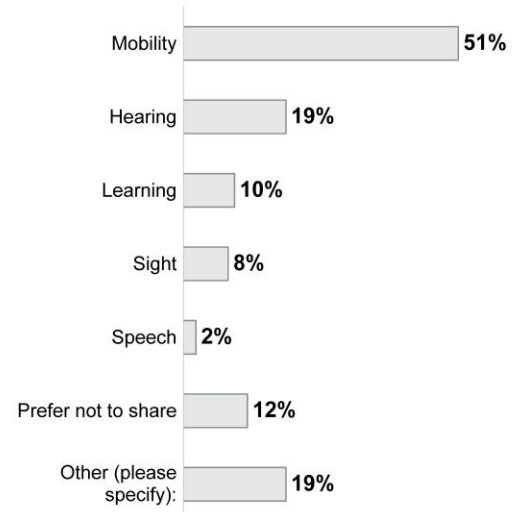
Eight percent of Eastern Oregon respondents reported having a disability, compared to 10% of respondents statewide. A mobility disability was the highest share among those who indicated they had some type of disability at 51%. Other disabilities listed include mental health (including anxiety/depression, ADHD, and PTSD), autoimmune disease, and neurodivergence.

Presence of Disabilities

Q: *Do you have a disability?*



Q: *Which of the following best describes these disabilities?*



*Only displaying statewide sample due to insufficient sample size within regions.

Source: RRC

TOURISM STRATEGIES

As Travel Oregon continues their work on the 10-year strategic vision for tourism adopted in June 2022, these survey findings will play a crucial role in shaping strategic priorities for Travel Oregon and its regional partners. These insights will be a vital source of information in guiding Travel Oregon and RDMOs in funding and program decisions across key areas including marketing, grants, tourism-related infrastructure, and visitor management, ensuring alignment with the broader vision for sustainable tourism development in the state.

Respondents were asked to characterize their satisfaction with the general direction of tourism development in Oregon.

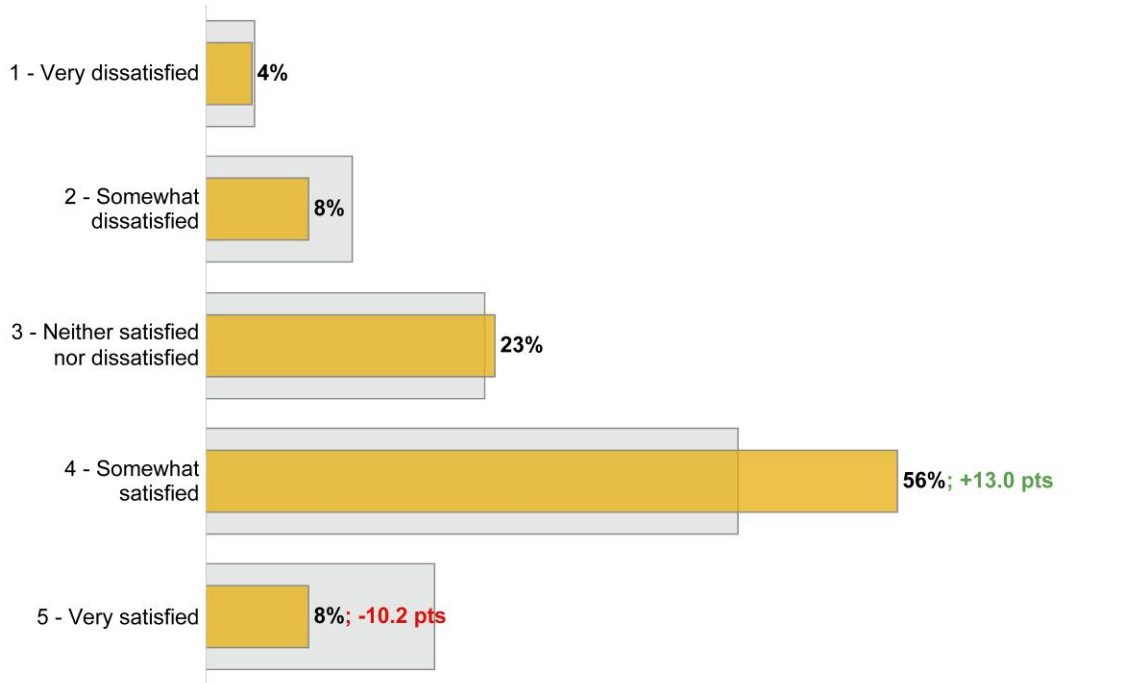
The following definition was provided to survey respondents:

"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."

Statewide, 62% of respondents were satisfied with the direction of tourism development in Oregon (selected 4 or 5 on a five-point scale), while 16% were unsatisfied (selected 1 or 2). Twenty-three percent were neutral (selected 3, neither unsatisfied nor satisfied). In Eastern Oregon, 64% were satisfied, 12% were unsatisfied, and 23% were neither unsatisfied nor satisfied. The average among respondents in Eastern Oregon was equal (3.6) to the average among respondents statewide (3.6). Overall, statewide satisfaction has increased since 2023 both statewide and regionally.

Satisfaction with Tourism Development in Oregon

Q: Please rate your satisfaction with the direction of destination development in Oregon:



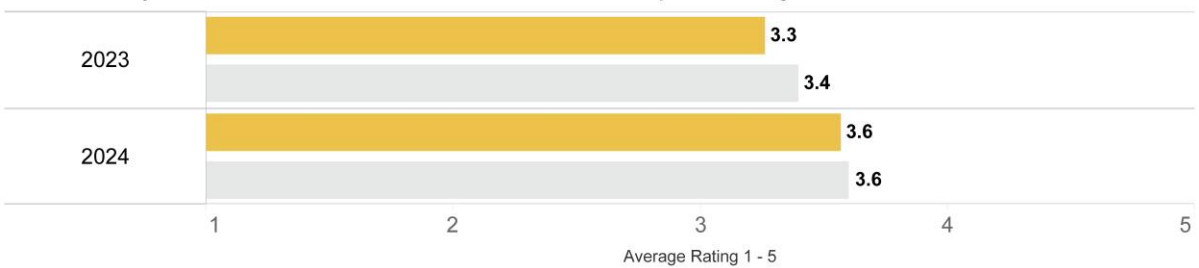
Note: "Destination Development" refers to overall tourism development in Oregon. The following definition was provided to survey respondents: "Destination Development refers to the development of robust destinations that offer authentic, world-class experiences for all travelers, while preserving, enhancing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

Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

Satisfaction with Tourism Development in Oregon

Q: Please rate your satisfaction with the direction of destination development in Oregon:



Note: "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."

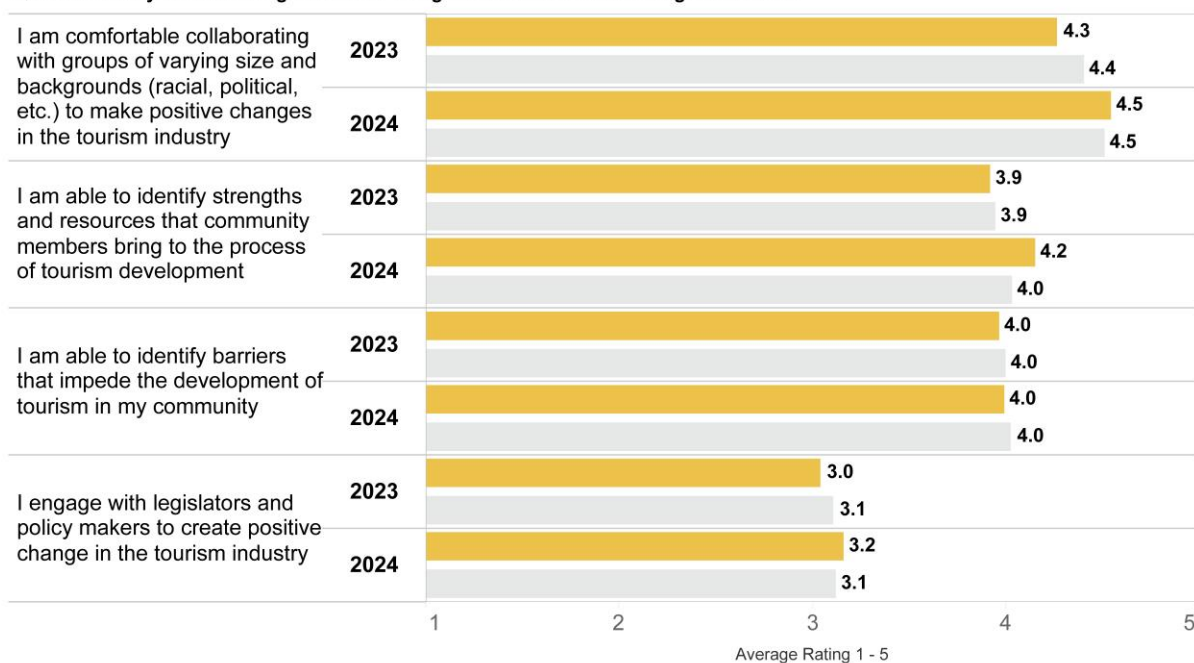
Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

Respondents were asked to rate their agreement with four statements that measured their advocacy for tourism. The statement with the greatest support among the statewide sample and respondents in Eastern Oregon was, "I am comfortable collaborating with groups of varying size and backgrounds (racial, political, etc.) to make positive changes in the tourism industry," with an average rating of 4.5 on a five-point scale statewide and among respondents in Eastern Oregon. Respondents, both statewide and in Eastern Oregon, agreed least with the statement, "I engage with legislators and policy makers to create positive change in the tourism industry," with an average rating of 3.2 for Eastern Oregon and 3.1 statewide.

Advocacy for Tourism in Oregon

Q: Please rate your level of agreement or disagreement with the following statements:

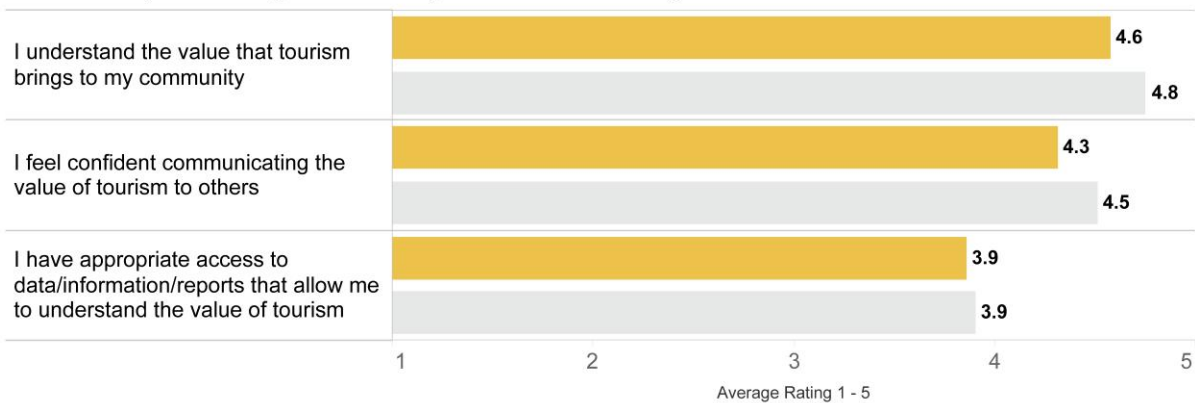


Source: RRC

Respondents were also asked to rate their level of agreement with three statements that measured perceived value of tourism. Average rating of the value of tourism differed only slightly between the statewide sample and Eastern Oregon. Both rated all three statements highly, with "I have appropriate access to data/information/reports that allow me to understand the value of tourism" the lowest rated at 3.9 statewide and for Eastern Oregon. The highest rated statement reflects an understanding that tourism benefits Oregon as a whole, at a 4.6 (for Eastern Oregon) on a five-point scale: "I understand the value that tourism brings to my community" and was rated high in both samples.

Value of Tourism in Oregon

Q: Please rate your level of agreement or disagreement with the following statements:



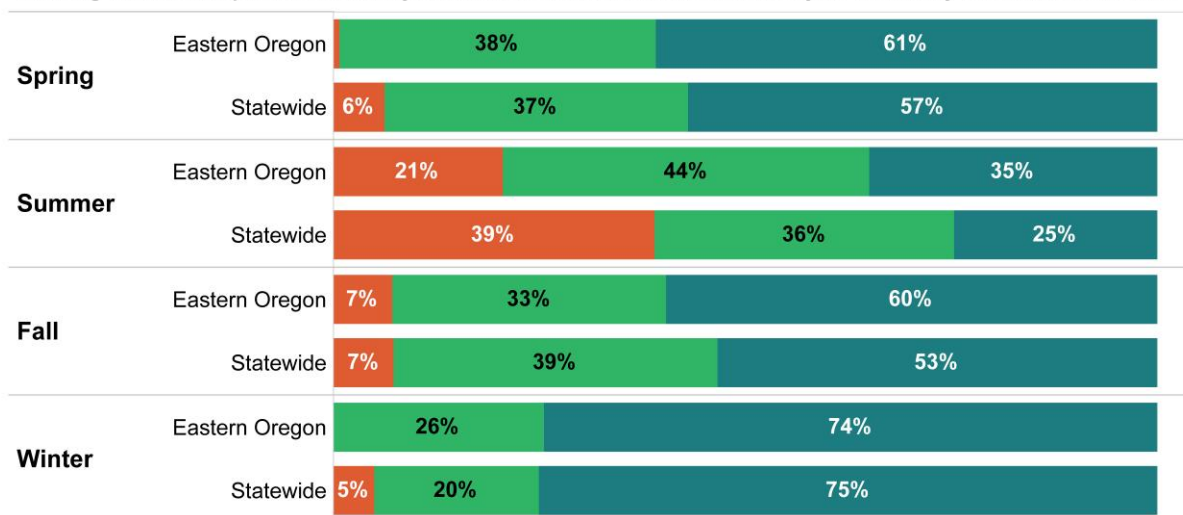
Source: RRC

Respondents were asked to characterize the number of visitors their community receives during each of the four seasons. Statewide, 6% of respondents said there were too many visitors in the spring, followed by 39% in summer, 7% in fall, and 5% in winter. Compared to the statewide sample, a lower proportion of respondents in Eastern Oregon indicated that there are too many visitors in the summer (21%) and too many visitors in the winter (0%). Across all seasons, respondents in Eastern Oregon were more likely to say they could use more visitation. Compared to 2023 results, Eastern Oregon respondents were more likely to indicate that their community was “very crowded” in the summer slightly increasing from 16% saying very crowded in 2023 to 21% in 2024; however, the change in all seasons is negligible and almost equal across the board.

Visitation Levels by Season

■ We could use more visitation
■ Just the right amount
■ Very crowded

Q: During each season, please select how you would describe the level of visitation in your community as it relates to tourism:

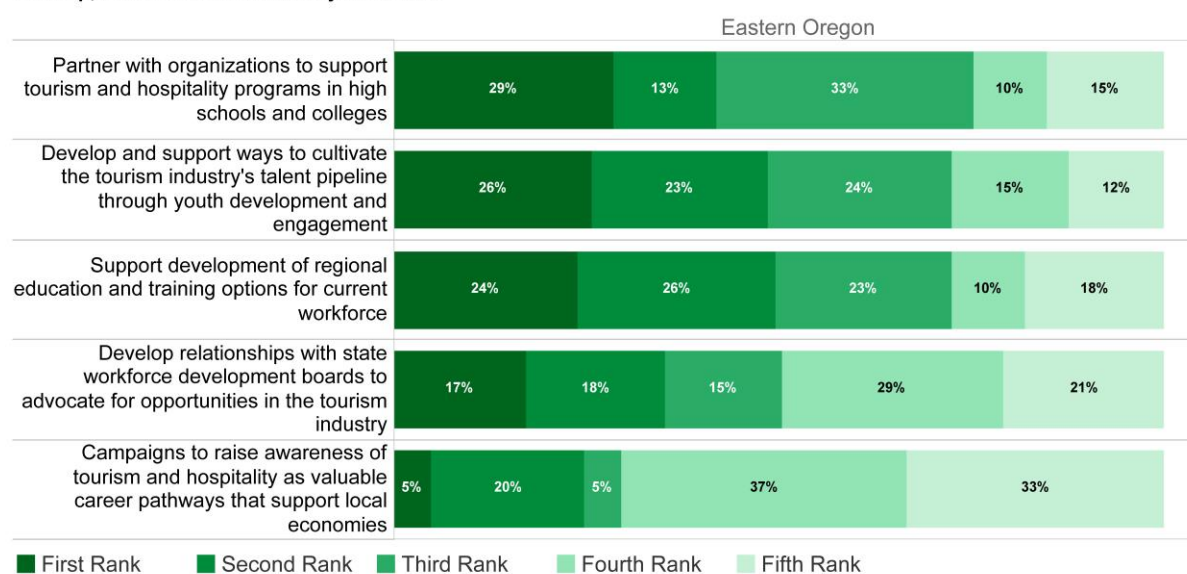


Source: RRC

Respondents were asked to rank, from highest to lowest priority, various educational and career opportunities designed to help develop, attract, and retain industry workforce. Eastern Oregon respondents placed "Partner with organizations to support tourism and hospitality programs in high schools and colleges" as their top priority, with 29% ranking it first among the five options. The next top-ranked priority for Eastern Oregon was "Develop and support ways to cultivate the tourism industry's talent pipeline through youth development and engagement" at 26%.

Educational and Career Opportunities (Regional)

Q: Please rank (from highest priority to lowest priority) the following educational and career opportunities designed to help develop, attract and retain industry workforce.



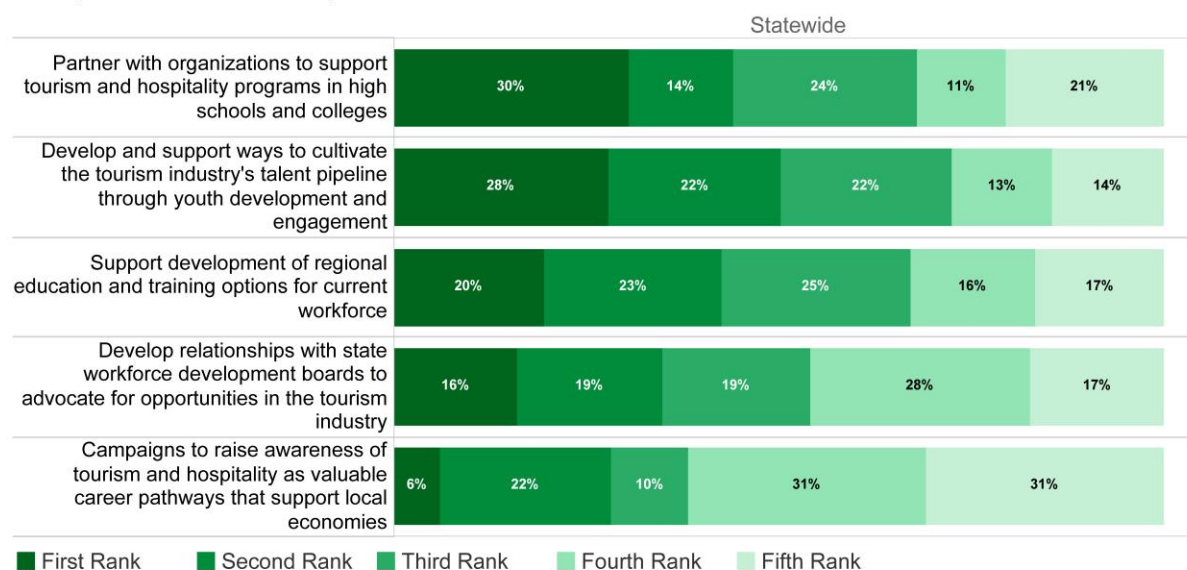
Note: Responses sorted in descending order by "First Rank".

Source: RRC

The statewide sample ranked "Partner with organizations to support tourism and hospitality programs in high schools and colleges" and "Develop and support ways to cultivate the tourism industry's talent pipeline through youth development and engagement" as their first-ranked priorities at 30% and 28%, respectively.

Educational and Career Opportunities (Statewide)

Q: Please rank (from highest priority to lowest priority) the following educational and career opportunities designed to help develop, attract and retain industry workforce.



Note: Responses sorted in descending order by "First Rank".

Source: RRC

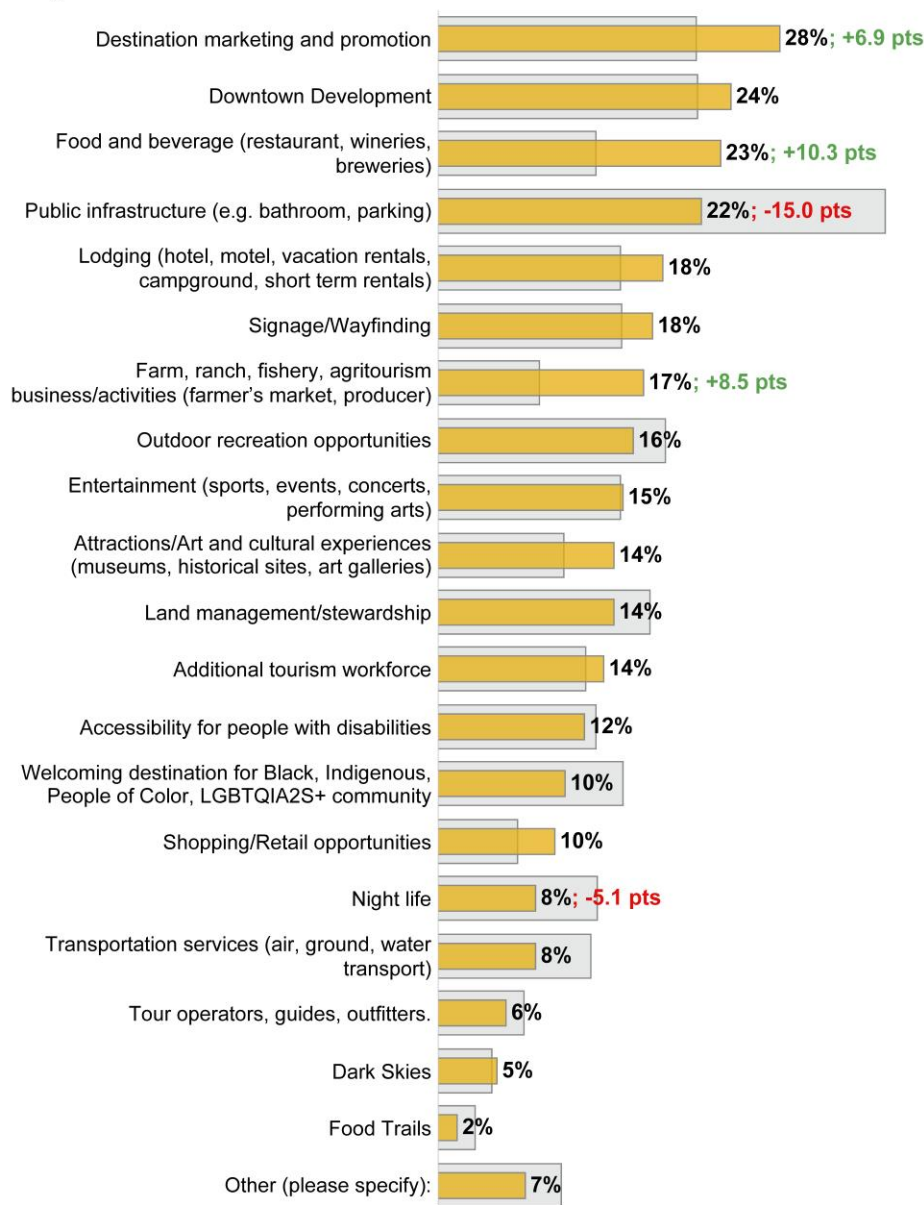
AREAS OF FOCUS

The top areas that the statewide sample said their community needs to focus on to improve the resident and visitor experience were public infrastructure (37%), destination marketing and promotion (21%), downtown development (21%), and outdoor recreation opportunities (19%). In comparison, Eastern Oregon respondents identified some of the same priorities, but a much higher share in destination marketing and promotion (28%), downtown development (24%), and food and beverage opportunities (23%). In general, the region leans towards more promotion and focus on bringing visitors to the area, as many in the region seek to have a larger visitor base.

Areas of Focus

■ Eastern Oregon
■ Statewide

Q: Please identify three areas that your community needs to focus on to improve the resident and visitor experience. (Select up to three)



Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

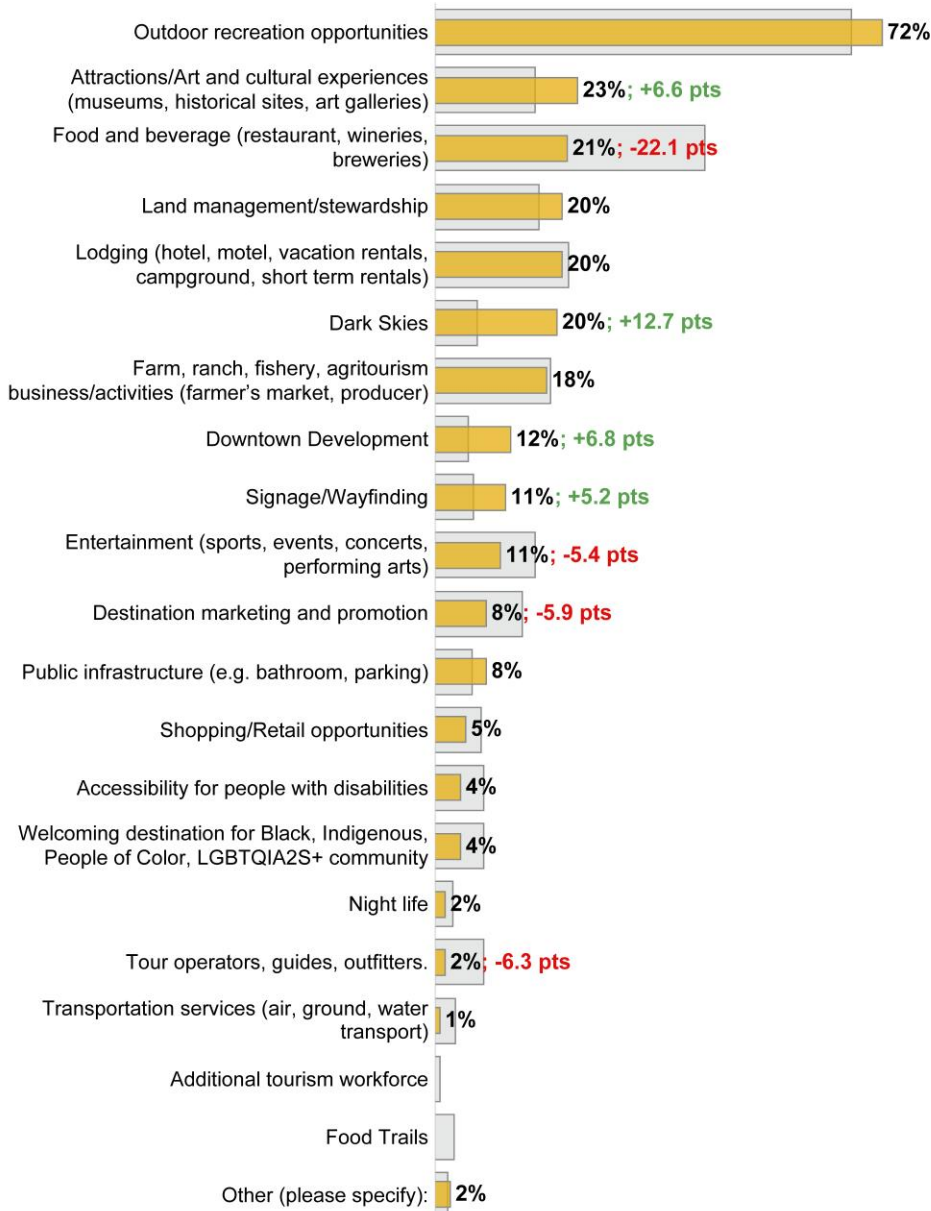
Using the same set of answer options to those immediately above, the following figure portrays areas that respondents felt are strengths in their community. The top three areas that respondents from Eastern Oregon consider as strengths in their community are outdoor recreation opportunities (72%), attractions/art and cultural experiences (23%), and food and beverage (21%). In comparison to the statewide responses, respondents in the Eastern

Oregon region were more likely to identify outdoor recreation opportunities, attractions/art and cultural experiences, and land management as strengths, and were less likely to identify food and beverage and entertainment as strengths. Food and beverage was especially low compared to statewide results with a difference of 22 points between the two groups.

Community Strengths

■ Eastern Oregon
■ Statewide

Q: Please identify three areas that are a strength for your community. (Select up to three)



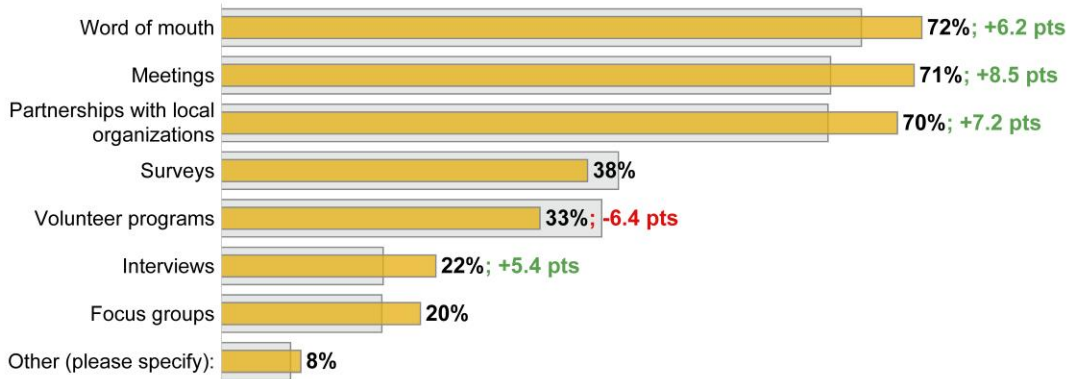
Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

When communicating and engaging with the local community, Eastern Oregon is largely consistent with the statewide sample, with word of mouth (72%), meetings (71%), and partnerships with local organizations (70%) as the top responses. In comparison to the statewide responses, respondents in the Eastern Oregon region were more likely to use word of mouth, meetings, partnerships with local organizations, interviews, and focus groups compared to statewide.

Local Community Engagement

Q: *What methods have you used to engage with your local communities in the past 12 months?*



Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

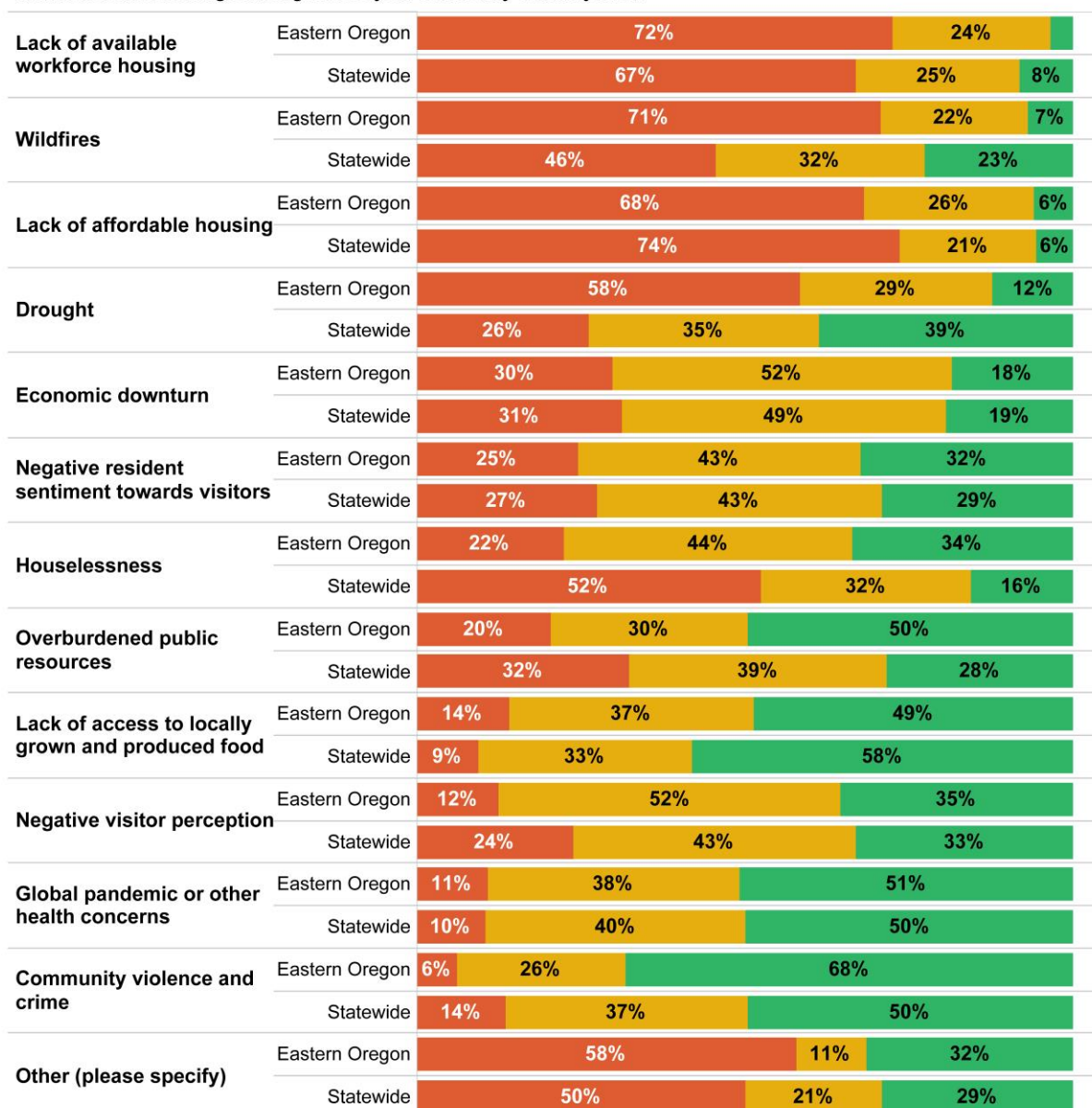
The survey asked respondents to rate the challenges the community currently faces, and the level of risk associated with each challenge. The top three challenges statewide were identified by respondents as a lack of affordable housing (74%; "high risk"), a lack available workforce housing (67%), and houselessness (52%). Much of the response from Eastern Oregon identified similar challenges.

However, Eastern Oregon respondents were much more likely to identify wildfires as a high risk (71%) compared to statewide (46%). In addition, drought is much more of a concern for Eastern Oregon respondents (58%) than statewide respondents (26%). This part of the state deals much more frequently with these challenges than some areas, likely leading to these higher ratings in the risk categories.

Risks to Tourism in Your Community

Response
■ Low risk
■ Medium risk
■ High risk

Q: Which of the following challenges does your community currently face?



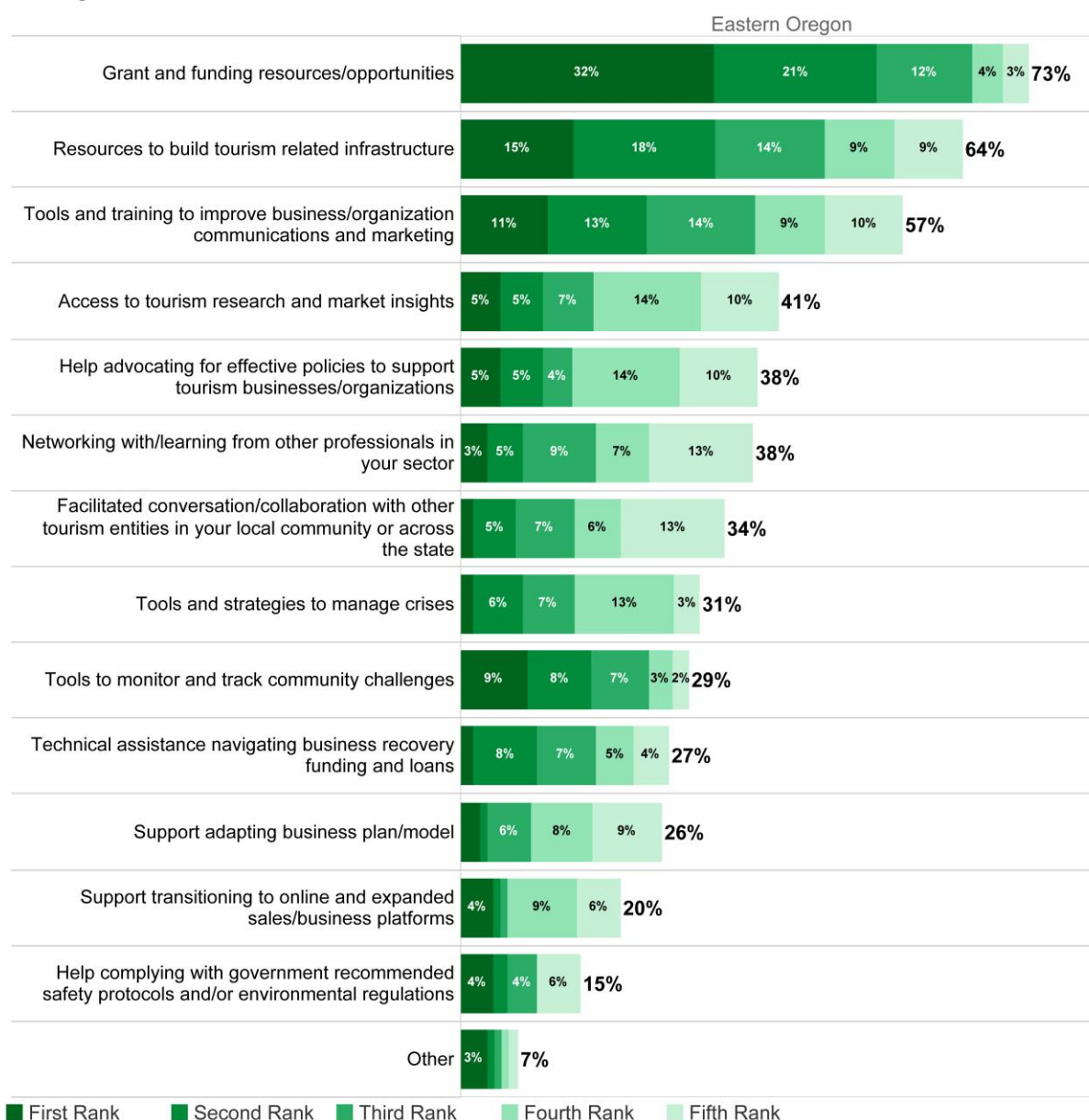
Note: Categories sorted in descending order by the percent of regional respondents selecting "High risk".

Source: RRC

The highest rated strategy statewide and in Eastern Oregon was grant and funding resources/opportunities (72% and 73%, respectively, identified this among their top five resources or programs). Resources to build tourism related infrastructure (64%) and tools and training to improve business/organization communications and marketing (57%) were among the next highest rated for Eastern Oregon. The resources or programs that were identified as the lowest priority for Eastern Oregon were help complying with government-recommended safety protocols and/or environmental regulations (15%) and support transitioning to online and expanded sales/business platforms (20%).

Resources & Programs (Regional)

Q: Which of the following resources or programs would best assist your business/organization or community in the face of the challenges identified above?



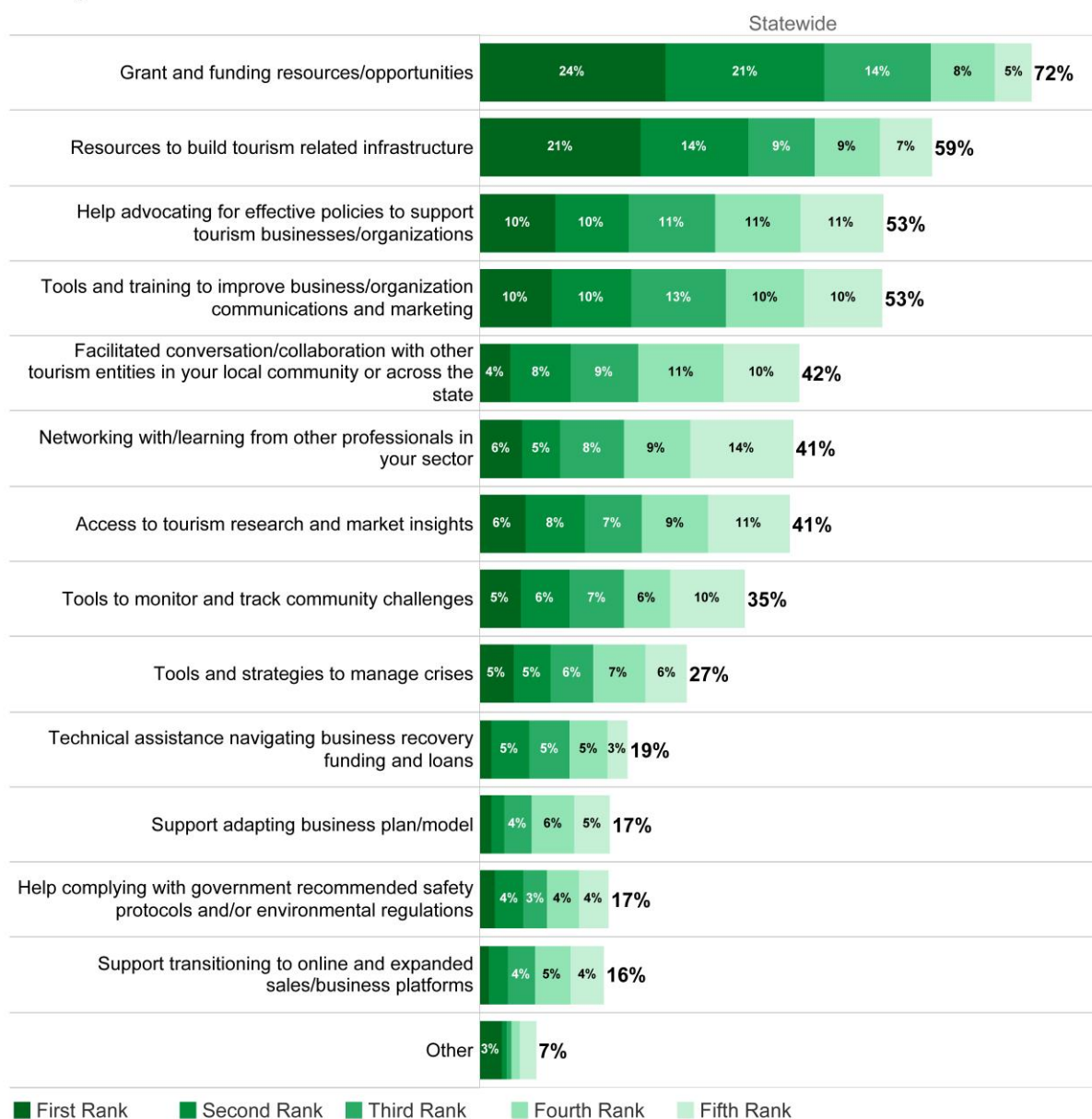
Note: Responses were recorded for the top five resources or programs respondents identified, with the sum of these five choices noted on the far right.

Source: RRC

Across the statewide sample, grant and funding resources/opportunities was the highest rated, with 72% of respondents identifying this among their top five resources or programs. Following were resources to build tourism-related infrastructure (59%), help advocating for effective policies to support tourism businesses/organizations (53%), and tools and training to improve business/organizations' communications and marketing (53%).

Resources & Programs (Statewide)

Q: Which of the following resources or programs would best assist your business/organization or community in the face of the challenges identified above?



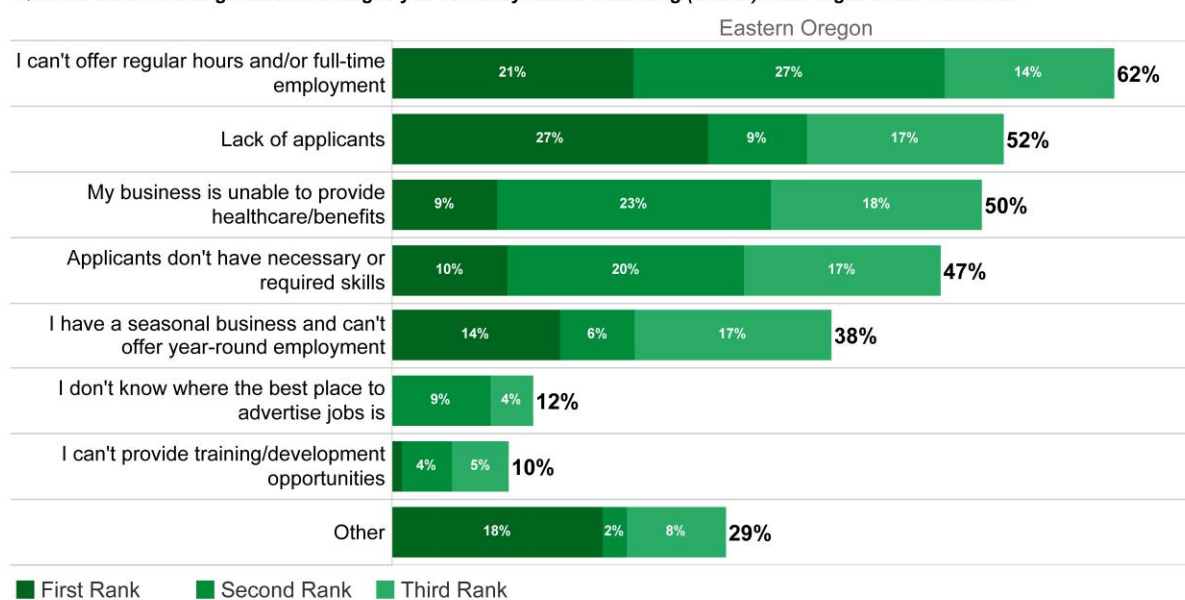
Note: Responses were recorded for the top five resources or programs respondents identified, with the sum of these five choices noted on the far right.

Source: RRC

Respondents were asked to identify the three greatest challenges they faced in attracting and/or retaining tourism workforce in the area. More than half of Eastern Oregon respondents ranked "I can't offer regular hours and/or full-time employment" (62%) and "Lack of applicants" (52%) among their top three challenges in the area. The lowest rated challenge by Eastern Oregon was "I can't provide training/development opportunities" at 10%. Examples of challenges related to workforce challenges mentioned in the "other" category primarily focused on housing options and infrastructure needed to support workforce.

Tourism Workforce Challenges (Regional)

Q: *What are the three greatest challenges you currently face in attracting (and/or) retaining tourism workforce?*



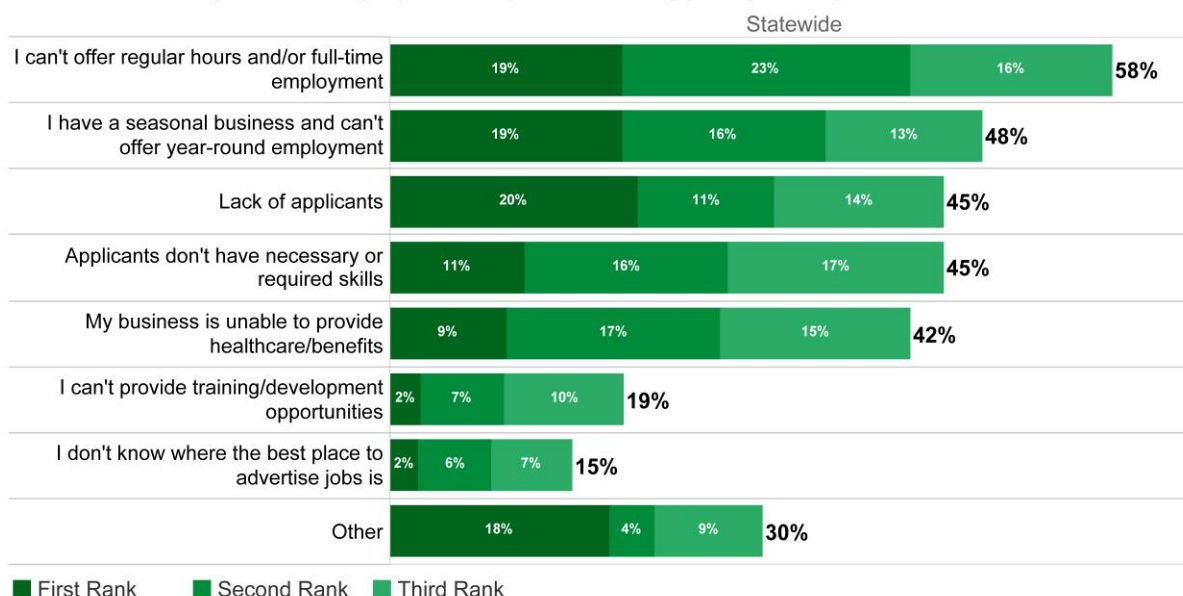
Note: Responses were recorded for the top three challenges respondents identified, with the sum of these three choices noted on the far right.

Source: RRC

The statewide sample indicated a mostly similar set of challenges, with the greatest share of respondents ranking "I can't offer regular hours and/or full-time employment" (58%) and "I have a seasonal business and can't offer year-round employment" (48%) among their greatest challenges. Similarly, "I don't know where the best place to advertise jobs is" (15%) was seen as relatively minimal in terms of tourism workforce challenges.

Tourism Workforce Challenges (Statewide)

Q: What are the three greatest challenges you currently face in attracting (and/or) retaining tourism workforce?



Note: Responses were recorded for the top three challenges respondents identified, with the sum of these three choices noted on the far right.

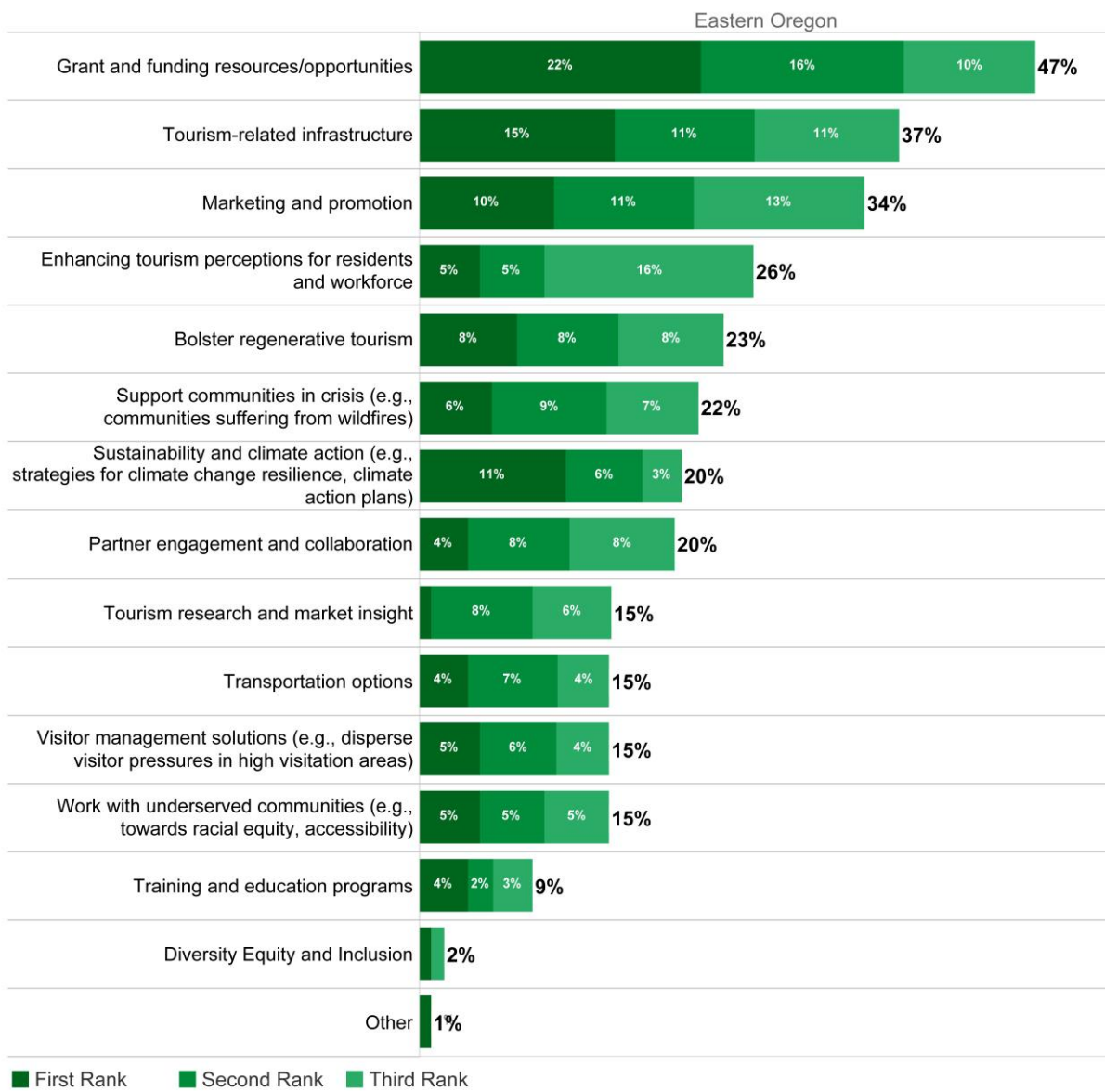
Source: RRC

As in prior iterations of the Oregon Tourism Industry Partner Survey, respondents were asked to identify the three areas that should be emphasized for tourism planning over the next 2-5 years.

Eastern Oregon respondents identified grant and funding resources/opportunities (47%) as the most important long-term planning focus. Tourism-related infrastructure followed (37%) with marketing and promotion (34%) right behind. Compared to 2023, the top three priorities are identical despite some varying percentages. Results continue to emphasize the importance of these priorities for Eastern Oregon.

Long-Term Tourism Planning (Regional)

Q: Please identify the three areas that you believe should be emphasized for longer-term tourism planning over the next 2 - 5 years. (Rank top three priorities within this list)



Note: Responses were recorded for the top three plans respondents identified, with the sum of these three choices noted on the far right.

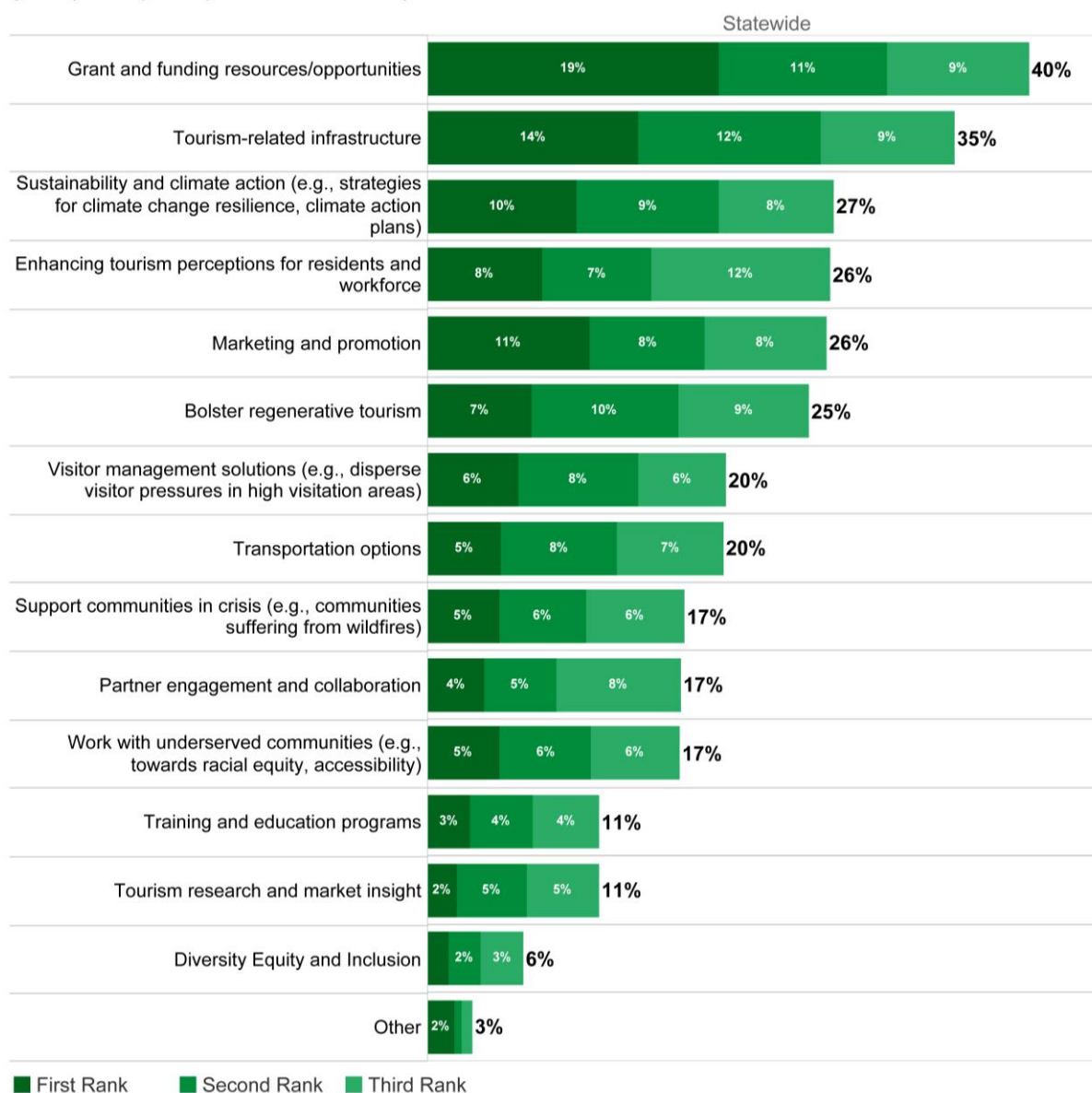
Source: RRC

The top priorities identified in the statewide sample were grant and funding resources/opportunities (40%), tourism-related infrastructure (35%), and sustainability and climate action (27%).

Relative to 2023, many of the same areas of focus were among the top priorities for respondents, with the exception of marketing and promotion, which was cited as a priority for 45% of the respondents in 2023 (down to 26% this year).

Long-Term Tourism Planning (Statewide)

Q: Please identify the three areas that you believe should be emphasized for longer-term tourism planning over the next 2 - 5 years. (Rank top three priorities within this list)



Note: Responses were recorded for the top three plans respondents identified, with the sum of these three choices noted on the far right.

Source: RRC

REPRESENTATION OF AND COMMUNICATION WITH UNDERSERVED COMMUNITIES

Historically and currently underserved and under-resourced communities, including Oregonians who identify as:

- Native American, members of Oregon's nine federally recognized tribes, American Indian, Alaska Natives
- Black, African, African American
- Latina, Latino, Latinx, Hispanic
- Asian
- Pacific Islander (including Compact of Free Association Citizens)
- Immigrants, Refugees, Asylum-Seekers, Deferred Status Holders, Temporary Protected Status
- Undocumented, Deferred Action for Childhood Arrivals (DACA), "Dreamers", Non-Immigrant Visa Holders
- Linguistically diverse, English language learners (ELL)
- Economically Disadvantaged
- People with disabilities
- LGBTQIA2S+
- Farmworkers, Migrant Seasonal Workers

Definition provided by State of Oregon

(https://www.oregon.gov/das/Docs/DEI_Action_Plan_2021.pdf)

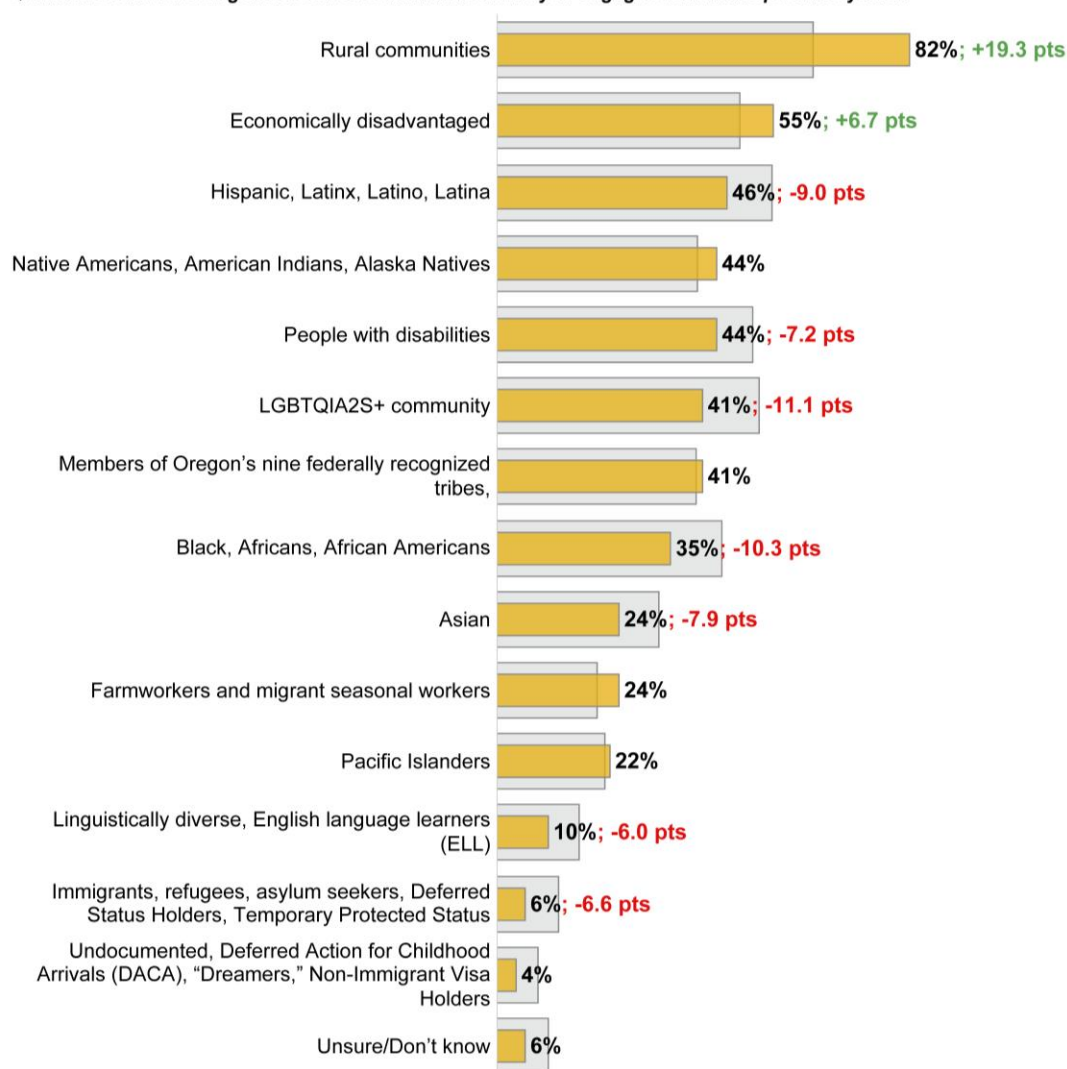
Of those underserved and under-resourced communities, Eastern Oregon respondents self-reported having the most engagement with rural communities (82%); economically disadvantaged (55%); Hispanic, Latinx, Latino, Latina (46%); Native Americans, American Indians, Alaska Natives (44%); and people with disabilities (44%).

Conversely, the lowest self-reported underserved and under-resourced communities were undocumented, Deferred Action for Childhood Arrivals (DACA), "Dreamers," non-immigrant visa holders (4%); immigrants, refugees, asylum-seekers, deferred status holders, temporary protected status (6%); and linguistically diverse, English language learners (ELL) (10%).

Engaging with Underserved Communities

■ Eastern Oregon
■ Statewide

Q: Which of the following underserved communities have you engaged with in the past two years?



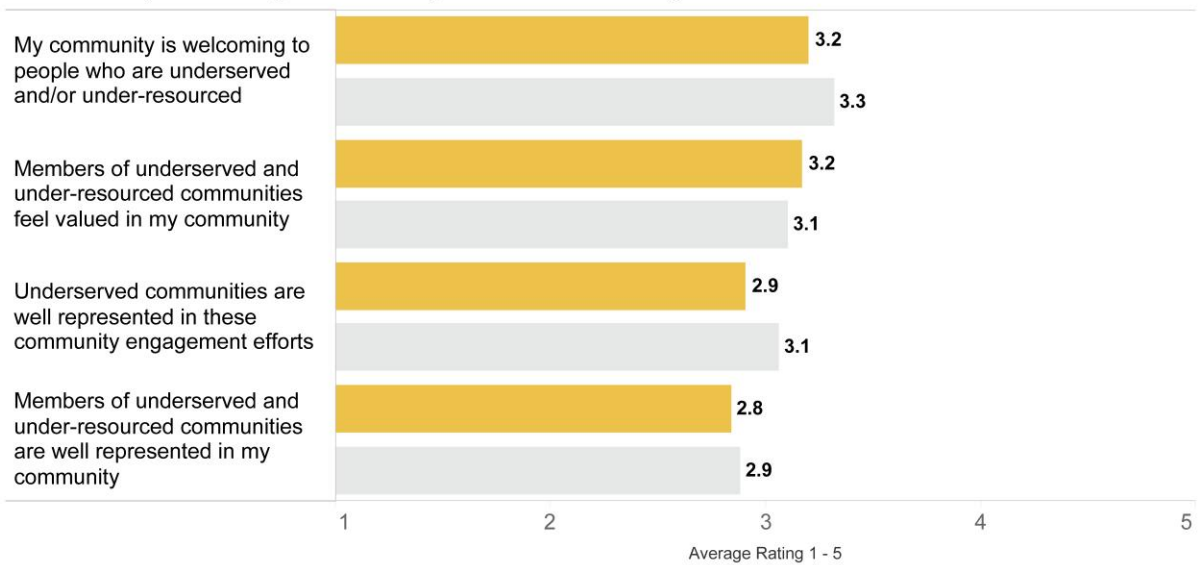
Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

Respondents were asked to rate their agreement with four statements that measured their representation of underserved communities in the area. There was little shift observed in the average ratings between Eastern Oregon and the statewide sample. The highest rated statement for both samples was "My community is welcoming to people who are underserved and/or under-resourced," at 3.2 on a five-point scale. The lowest rated for both samples was the statement "Members of underserved and under-resourced communities are well represented in my community," at an average rating of 2.8 and 2.9 for Eastern Oregon and the statewide sample, respectively.

Representation of Underserved Communities

Q: Please rate your level of agreement or disagreement with the following statements:



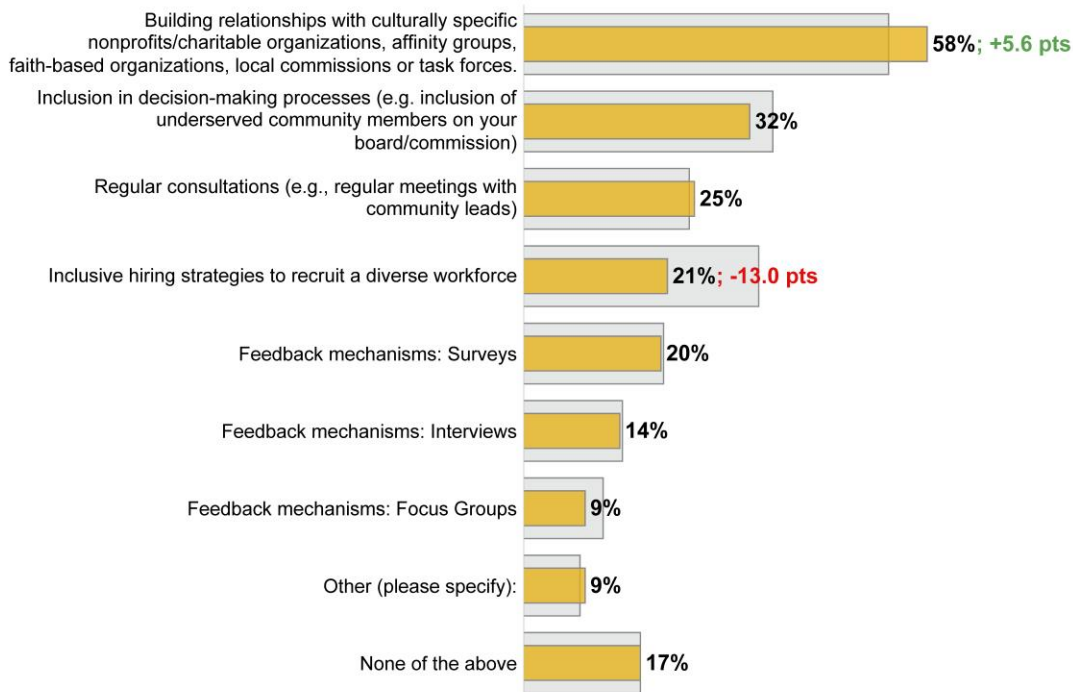
Source: RRC

When asked what considerations respondents make to ensure that the voices of underserved and under-resourced communities are heard, more than half of Eastern Oregon respondents cited building relationships with culturally specific nonprofits/charitable organizations, affinity groups, faith-based organizations, local commissions or task forces (58%). Just under one-third of Eastern Oregon respondents also included these communities in the decision-making process (32%) and had regular consultations with community leads (25%).

Responses from Eastern Oregon were largely in line with the statewide sample apart from inclusive hiring strategies to recruit a diverse workforce, where Eastern Oregon rated much lower than the statewide sample (21% vs. 34%).

Considerations for Underserved Communities

Q: *How do you ensure that the voices of underserved communities are heard and considered in your planning and operations?*



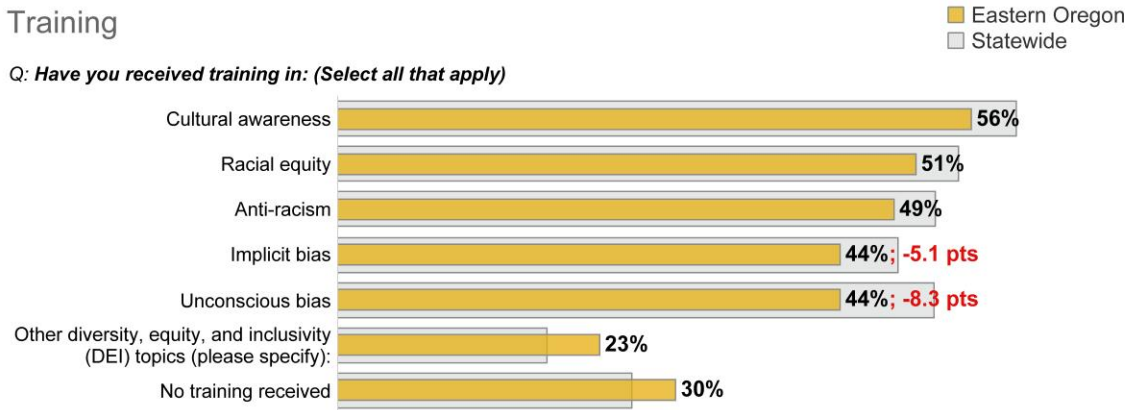
Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

A majority of Eastern Oregon respondents reported having training in cultural awareness (56%) and racial equity (51%) with most of these trainings not provided by their current employer.

Training

Q: Have you received training in: (Select all that apply)



Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Q: Was this training provided by your current employer?

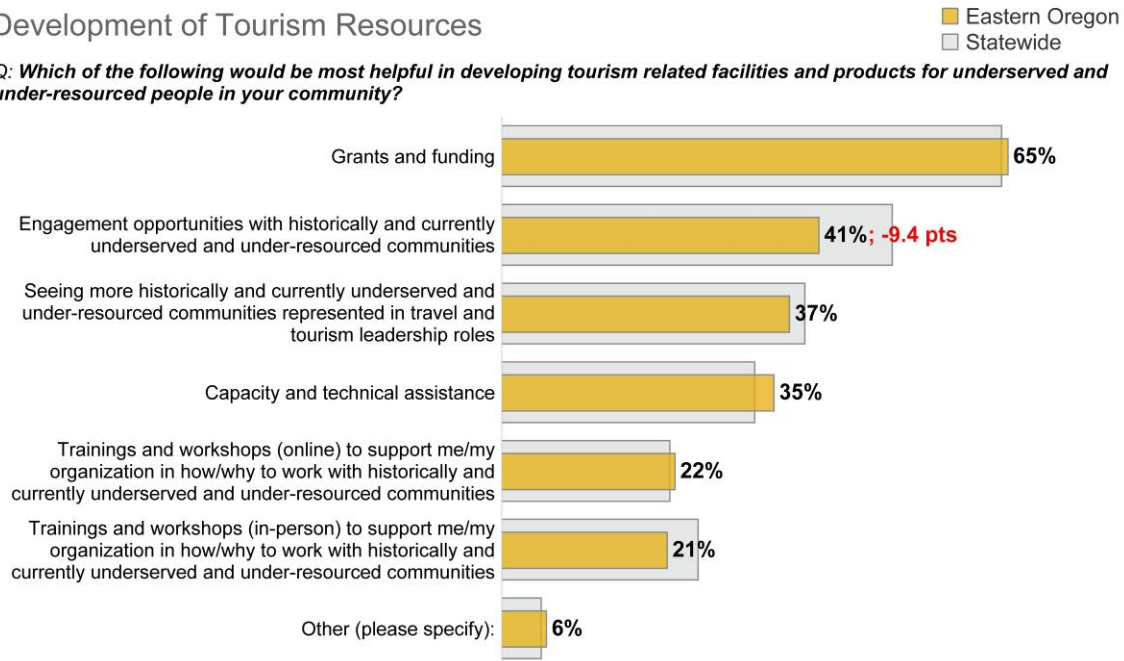


Source: RRC

When asked what type of resources would be most helpful in developing tourism-related facilities and products for underserved and under-resourced people, Eastern Oregon respondents cited grants and funding (65%) and engagement opportunities with historically and currently underserved and under-resourced communities (41%). Notably, shares of engagement opportunities with historically and currently underserved and under-resourced communities was much lower for Eastern Oregon (41%) compared to the statewide sample (50%).

Development of Tourism Resources

Q: Which of the following would be most helpful in developing tourism related facilities and products for underserved and under-resourced people in your community?



Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

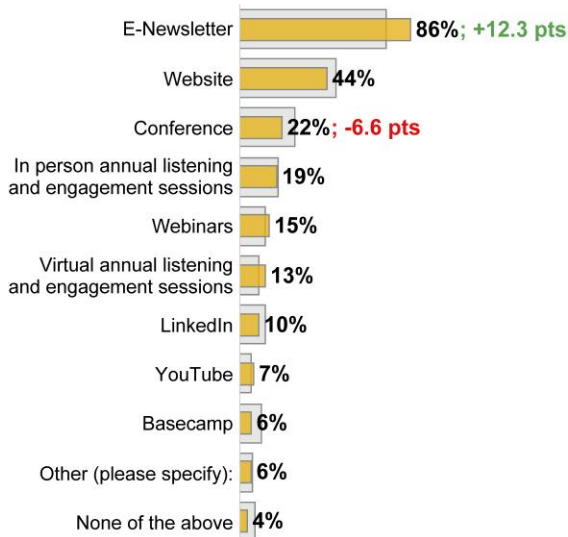
Source: RRC

INDUSTRY ENGAGEMENT AND COMMUNICATIONS

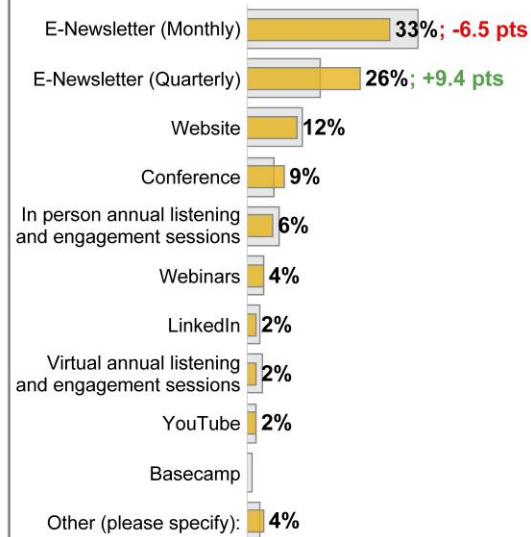
Eighty-six percent of Eastern Oregon respondents currently receive tourism industry-related information from Travel Oregon and RDMOs via e-newsletter, followed by their website (44%). By a large margin, e-newsletters (monthly or quarterly) are considered the best way for respondents to receive information.

Tourism Communication Methods

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



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



Note: Percent labels represent the share of regional results, with differences of 5 percentage points (pts) or more in comparison to statewide results being shown in red or green to illustrate a negative or positive change, respectively.

Source: RRC

EASTERN OREGON QUESTIONS

Each Regional Destination Management Organization (RDMO) had the opportunity to ask a series of custom questions of specific interest to their partners. The findings from these custom questions are presented below. Responses to regional questions that were open-ended are presented in the Open-Ended Response appendix.

Eastern Oregon - Satisfaction & Engagement with DMOs

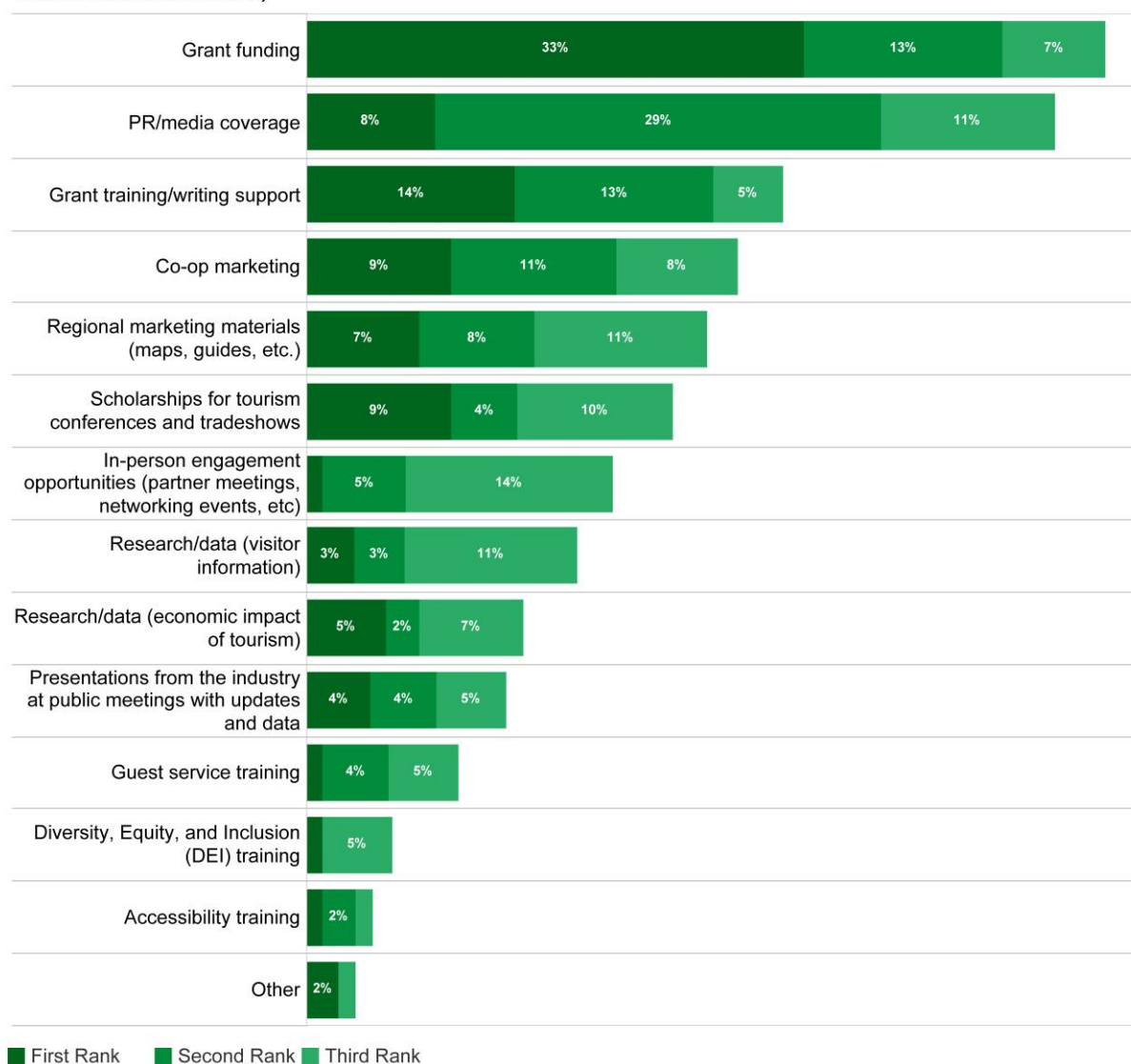
Q: Please rate your level of agreement or disagreement with the following statements:

Rating Category	Avg.	n=	1 - Strongly disagree	2 - Somewhat disagree	3 - Neither agree nor disagree	4 - Somewhat agree	5 - Strongly agree
Overall, I am engaged with my local Destination Management Organization (DMO) (E.g., Wallowa County Chamber of Commerce)	3.3	94	15%	17%	19%	21%	28%
Overall, I am engaged with my Regional Destination Management Organization (RDMO), the Eastern Oregon Visitors Association	3.3	95	15%	12%	22%	29%	22%
Overall, I am satisfied with my local Destination Management Organization (DMO)	3.3	94	15%	13%	24%	23%	24%
Overall, I am satisfied with the current opportunities to engage with the Eastern Oregon Visitors Association	3.4	94	10%	14%	27%	27%	23%
Overall, I am satisfied with the direction of tourism in Eastern Oregon	3.3	95	7%	15%	25%	42%	11%

Source: RRC

Eastern Oregon - Top Beneficial Resources

Q: Please rank the types of resources that would be most beneficial to you and your business/organization/entity. (Rank top three choices within this list)



Note: Responses were recorded for the top three resources respondents identified, with the sum of these three choices noted on the far right.

Source: RRC

OPEN-ENDED RESPONSES

The survey resulted in an extensive number of open-ended responses. In addition to open-ended questions asked of all respondents, each region was given the opportunity to ask customized questions to respondents from their region. Responses to the following Eastern Oregon questions follow:

- *If you would like, please explain any of your ratings for your satisfaction with your local or regional DMOs.*
- *Please describe the other resource you ranked:*

Note that responses are presented in the respondents' own words with no editing, spelling, or punctuation changes. The opinions expressed are the respondents' own and do not reflect the opinions of Travel Oregon. All other open-ended responses are viewable in a spreadsheet format or in an online dashboard format with accompanying word clouds and bar charts.

If you would like, please explain any of your ratings for your satisfaction with your local or regional DMOs.

As I said before, we already have a LOT of tourists. We need to focus on tourism that is sustainable and supports living-wage jobs. Visitors have driven up the cost of housing and now there are no rentals for locals because they are all short-term vacation rentals. Like other areas of the world getting sick of tourists (ie: Barcelona), the rate we are increasing is unsustainable and will have severe negative results. I have yet to hear a cogent argument FOR tourism. Is it good for our community? How? Part-time restaurant jobs (seasonal) are not good for our community. How is tourism helping us save this precious place? We need more of this "community-based" tourism: <https://www.nationalgeographic.com/travel/article/community-based-tourism-trip-positive-impact-local-people>

assess their satisfaction with local or regional Destination Marketing Organizations (DMOs) based on factors like the effectiveness of tourism promotion, support for local businesses, and community engagement efforts. Positive ratings may reflect strong marketing campaigns, whereas lower satisfaction could stem from insufficient outreach or collaboration with local stakeholders.

Eastern Oregon RDMO should be further divided into new RDMO's. NE Oregon, Eastern Oregon, and SE Oregon. Training may be needed to help smaller DMO's learn how to get funding to operate a professional tourism based organization.

EOVA barely responds to my inquiries. DMO hasn't at all.

EOVA does not have a solid engagement at the local levels. They have quarterly update meetings (lightly attended) but many people do not know or see their services. They could be more boots on the ground and action oriented.

EOVA is doing a very good job of supporting an incredibly large swath of the state with little funding. I do wish they were a little more focused on Baker County, but that's my bias. Our local DMO, Travel Baker County, should be reviewed. It shakes the trust I have in EOVA knowing that Jessica Hobson is a board member. I could say more, but do not feel comfortable doing so due to this association.

EOVA- Great! Baker County Chamber- Not sure where they are and what they are doing. No communication. Travel Baker County is just confusing...

Favoritism/politically driven decision making on use of resources

Geography and low population precludes any substantial State efforts in tourism development. The bulk of development funds seem to be concentrated in the higher population areas West of the Cascades. Three quarters of the State are East of the Cascades. We have different experiences to offer.

Grant County still seems to be left to the back when promoting Eastern Oregon. It seems to focus more Pendelton to Baker City I-84 area

Helpful, communicative, enthusiastic, knowledgeable

I am very seldom contacted by any of the local or regional DMOs if ever. I have contacted some of the regional and local DMOs for information and they are usually helpful, when I contact them.

I believe that Eastern Oregon is getting too concentrated upon and is starting to overwhelm our local communities ability to handle the traffic. A good example is the all volunteer search and rescue. All members are volunteers with jobs and cannot always be available to the many calls for rescue year round. The trails are mostly maintained by volunteers, the campgrounds and trailheads are not being maintained regularly and the roads like the scenic byway are in deplorable condition

I don't have very much time to devote to this survey. Limited hours to do my job.

I feel like more emphasis, priority, and funding goes to promoting Portland and western Oregon.

I have enjoyed working with our local tourism professionals and they have been helpful and communicative.

I think I should inform myself more on the direction of tourism in Eastern Oregon. What is the actual direction vs. what is in the strategic plans...

I'm new to E. OR but have more familiarity with VCO.

I'm not dissatisfied with the direction of tourism, I'd just like to find ways to increase tourism in our area outside of hunting, which likely requires time, knowledge, and funding.

I'm not that well informed about the work we're doing in my region.

It would be much better if we had our Chamber of Commerce to want to have more to do with Native peoples.

Local DMO is to bring in business and not to let business what to charge and what not to charge
No active or open opportunities have been presented to interact with local tourism organizations.
our local DMO is very disengaged with forward motion
Put on events. Do co-op digital marketing spends and offer companies across eastern Oregon to join in for minimal spends. Reshare social media from different companies in eastern Oregon. Actually promote your region. Create a travel passport to cross off all the amazing parks and hot springs around eastern Oregon. Separate out different price point stays. Blog about different companies in tourism across eastern Oregon to help with linkage and SEO. There are many ways to benefit eastern Oregon but it takes work and collaboration. Something that no one understands across all of eastern Oregon in tourism government or non profit. Stop wasting tax dollars on meetings and non growth talking points.
Satisfaction is good.
Since I have only minimal knowledge of the regional DMO's I would have to say that the promotional campaign must not be as effective as it could be.
The impacts of climate change are rapidly escalating and not there isn't enough investment in developing a better awareness of anticipated trends and how to respond to them. Impacts will be especially destabilizing with economic and health impacts for those involved in tourism who are most vulnerable, such as workers, low/mod income business owners, and other less-resourced members of local communities who have become dependent on tourism, and also those areas that are undergoing significant changes in demographics, such as gentrification, influx of wealthy retirees and second/vacation home owners. Agriculture is being especially hard hit, with suicide rates three times the national average and growing. Not sure how this will affect agritourism, but it will impact the communities where agritourism is part of the sector and where agriculture is a major part of the overall economy.
This survey is too long
Union County can use quite a bit of help in tourism and general management. Lately, they have been copying what Pendleton is doing, which seems to be helping, but they can still use help.
We could use more maps of destination opportunities connecting rural eastern oregon.
While they work very hard and do great work, our DMO perpetuates a dated look in our marketing and advertising.

Please describe the other resource you ranked:

business practices - accounting, marketing & personnel

Information on climate change impacts for tourism in E O and longer term trends and planning.

training for frontline associates