



The People:

- ◆ Oregon's population is 3,641,056. (ranked 14th most populated among 17 markets of interest to TAVI)
- ◆ 49.6% Male, 50.4% Female
- ◆ Predominantly White: 87% White, 8% Hispanic-Latino, 2% Black, 3% Asian, 1% American Indian.
- ◆ 0-18 yrs (11.9%), 18+ (75.3%), 65+ (12.8%)
- ◆ 3 Year Average Median Household Income \$43,570 US. Ranked 15th among the 17 US markets of interest to TAVI
- ◆ Morgan Quitno Press's annual education state rankings places Oregon as 40th smartest state. Of all the 17 US markets of interest to TAVI, Oregon ranked 13th smartest state.

- ◆ 5 largest cities (2005 est.): Portland, 533,427; Salem, 148,751; Eugene, 144,515; Gresham, 96,072; Beaverton, 85,775; Hillsboro, 84,533.

Oregon Travellers:

- ◆ Oregon travel spending is estimated in 2004 at 3,626.8 (US millions). This spending is ranked 15th among 17 US markets of interest to TAVI and a mere 7% of California's total travel spending.
- ◆ Oregonians account for the vast majority of the day trips taken in Oregon and represent approximately 44% of the total economic impact of tourism in Oregon.

What do Oregonians like to do?

Unfortunately 2002 sample sizes of visitors to Vancouver Island were too small to glean any accurate information.

There are many similarities to travel opportunities in Oregon and Vancouver Island. Glimpsing at Travel Oregon's 2007 Strategic Marketing plan combined with current US travel trends identified by Travel Industry Association of America gives some insight on what Oregonians perhaps do *within their own state*. The list includes (in no special order): outdoor recreation, visiting national & state parks, taking adventure trips (whitewater rafting, scuba diving, mountain biking), playing golf, going to the beach, camping, and taking biking vacations.

2006 Oregon Inquiries:

In 2006, Tourism Vancouver Island received 472 inquiries. Of the number of inquiries TAVI received from the United States, Oregon ranks 3rd. The top five most popular categories requested are:

- Marine Wildlife Watching 36%
- Hiking/Walking Tours 34%,
- Museums & Historical Sites 34%
- Family Activities 30%

Campgrounds & RV Parks 25%. ←the highest % among all 17 US markets of interest to TAVI

