

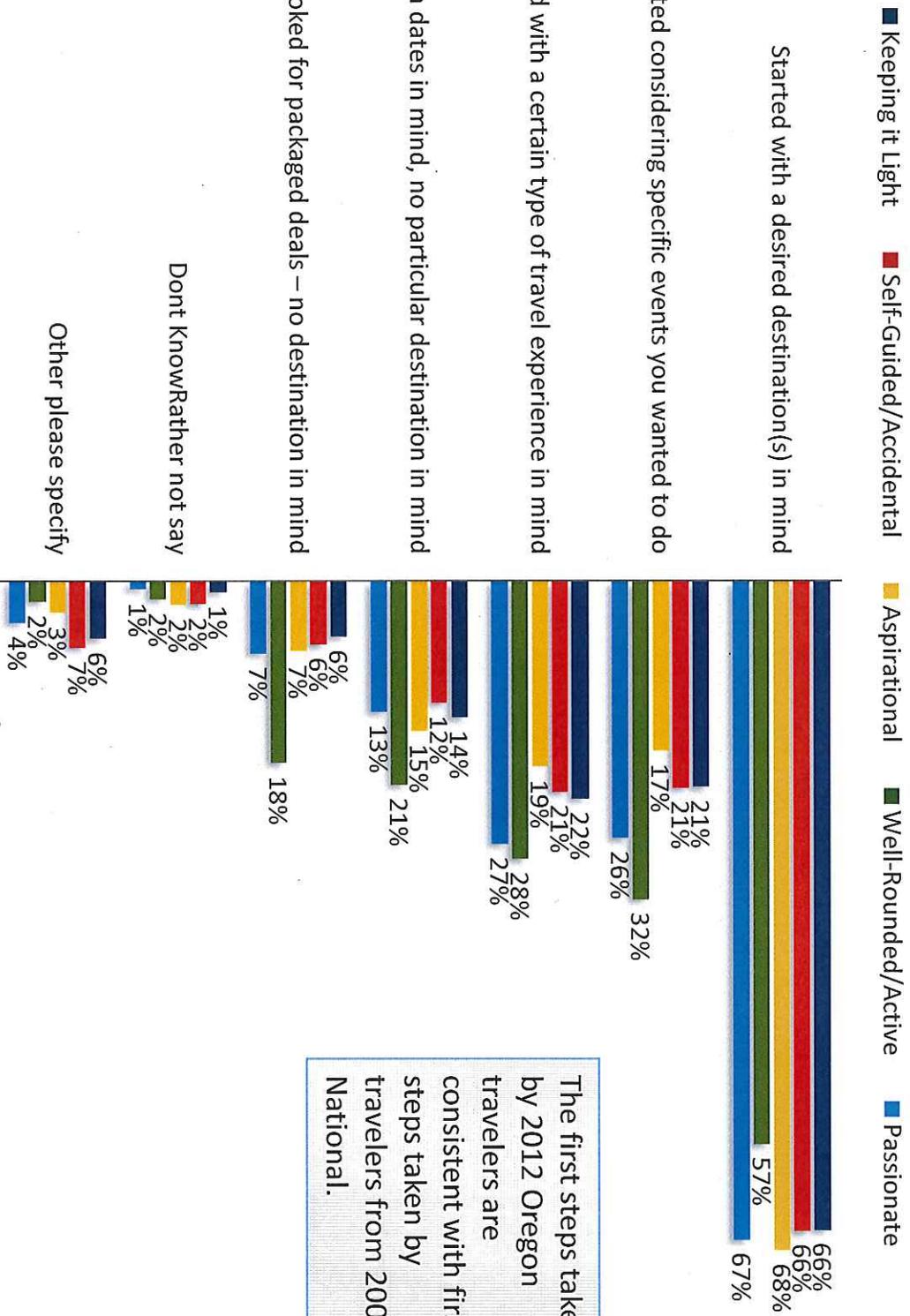


Trip Planning



All Segments Start with a Desired Destination in Mind When Planning Their Leisure Trips

First Steps In Choosing A Destination



The first steps taken by 2012 Oregon travelers are consistent with first steps taken by travelers from 2009 National.

Q11. What was your first step when selecting the destinations of this most recent trip?

Technology and Family and Friends Are the Most Prominent Planning Sources for Trip Planning Information

Gathering Information	Sample Size	Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded/Active	Passionate
I go directly to the websites of the destination I am thinking of visiting	299	66%	65%	55%	53%	73%
I get recommendations from friends and family members (word-of-mouth)	299	67%	58%	50%	55%	69%
I conduct a general web search, such as with Google or Yahoo	245	62%	54%	46%	50%	68%
I do research on 3rd party travel websites such as Orbitz.com, Expedia.com or Travelocity.com	245	41%	31%	30%	39%	42%
I read online reviews by "official sources" of the destination I am thinking of visiting	245	30%	24%	21%	38%	35%
I read user generated sources (Trip Advisor, Virtual Tourist, etc.) for the destination I am thinking of visiting	245	22%	21%	18%	29%	34%
I read travel and travel related magazines	211	21%	9%	15%	34%	25%
I request that brochures and information be sent to me in the mail of the travel destinations I am thinking of visiting	211	16%	17%	12%	25%	31%
I read the travel section of my newspaper	188	18%	6%	13%	23%	20%
I read independently published reviews in magazines and newspapers of the destination I am thinking of visiting	144	14%	10%	10%	25%	23%
I ask my friends on Facebook	117	17%	8%	11%	27%	17%
I consult with a travel agent	100	10%	7%	12%	25%	9%
I contact convention and visitors bureaus	88	5%	8%	7%	17%	12%
I do a search on Facebook	77	7%	1%	3%	11%	6%
Other	44	4%	8%	6%	1%	5%

Findings are generally consistent with 2009 National data

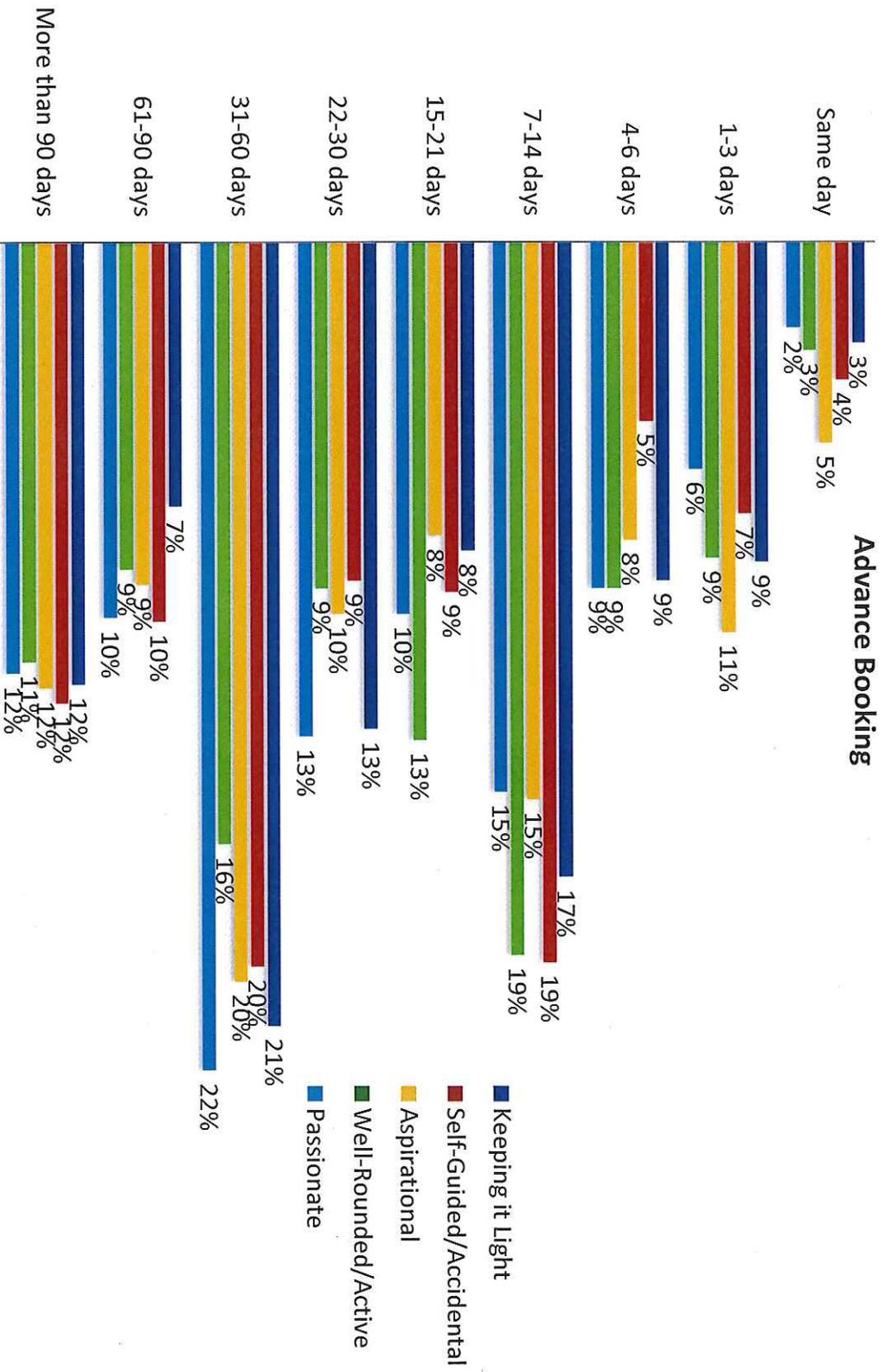
[Q28B – PLAN VACATION] How do you typically gather information about leisure trips you plan to take within the United States? Please select all that apply.





Booking Behavior

Approximately Half of These Travelers Book Within Three Weeks of Their Trip



Q12. Thinking of your most recent trip, how far in advance of your departure date did you start booking the trip?

Well Rounded Travelers are Twice as Likely to Use On-Line Travel Agencies to Book Flights and the Least Likely to Not Fly

Well-Rounded/Active travelers are also twice as likely to use a traditional travel agent when compared to total sample

	Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded Active	Passionate
Used online travel agency: Expedia/Orbitz/Travelocity etc	15%	14%	14%	28%	15%
Booked directly via website	12%	10%	15%	15%	13%
Used traditional travel agent	5%	6%	10%	16%	4%
Booked directly with travel by telephone	4%	3%	2%	6%	2%
Booked directly with travel online	4%	2%	4%	3%	3%
Booked through the destinations website	1%	1%	1%	3%	1%
Booked in person after arrival	2%	0%	0%	2%	0%
Not applicable	57%	65%	54%	27%	62%

The respondents in the National sample in 2009 booked directly with the travel company online more often. Oregon 2012 travelers used online travel agencies more often.

Well-Rounded/Active Travelers booked other modes of transport twice as much as other segments

Other Transport	Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded Active	Passionate
Booked directly via website	299	245	327	446	345
Used online travel agency Expedia/Orbitz/Travelocity etc	12%	6%	10%	18%	11%
Used traditional travel agent	7%	9%	9%	20%	8%
Booked in person after arrival	4%	4%	7%	14%	4%
Booked directly with travel by telephone	7%	8%	6%	7%	6%
Booked through the destinations website	3%	2%	3%	6%	3%
Not applicable	2%	1%	2%	4%	1%
	1%	4%	2%	2%	1%
	65%	66%	61%	29%	66%

Oregon 2012 travelers are more likely to book other modes of transportation than the 2009 National sample.

[Q23 – BOOKED] Now, for each of the following you may have used for this most recent trip, please indicate how each one was booked: Air Travel and Other Modes of Transport



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Travelers Are Most Likely to Book Their Activities Once They Arrive at Their Destination But Are Less Spontaneous About Booking Lodging

Ensuring that travelers know the activities available when they arrive is critical, most do not book ahead of time.

Activities	Sample Size	Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded/ Active	Passionate
Booked in person after arrival	299	28%	26%	15%	15%	31%
Booked directly via company website	10%	9%	10%	22%	9%	
Used online travel agency Expedia/ Orbitz/ Travelocity/ etc.	5%	2%	7%	17%	5%	
Used traditional travel agent	3%	4%	6%	13%	3%	
Booked through the destinations website	5%	4%	4%	6%	6%	
Booked directly with travel company by telephone	3%	3%	2%	6%	3%	
Booked directly with travel company online	2%	1%	1%	3%	0%	
Not applicable	44%	52%	56%	18%	43%	
Lodging		Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded/ Active	Passionate
	Sample Size	299	245	327	446	345
Booked directly via website		18%	19%	19%	22%	19%
Used online travel agency Expedia/ Orbitz/ Travelocity/ etc.		16%	15%	16%	27%	17%
Booked through the destinations website		13%	10%	9%	8%	12%
Booked in person after arrival		12%	16%	5%	6%	11%
Used traditional travel agent		5%	4%	9%	13%	5%
Booked directly with travel by telephone		6%	6%	6%	7%	8%
Booked directly with travel online		4%	1%	2%	4%	2%
Not applicable		27%	30%	33%	14%	27%

[Q23 – BOOKED] Now, for each of the following you may have used for this most recent trip, please indicate how each one was booked



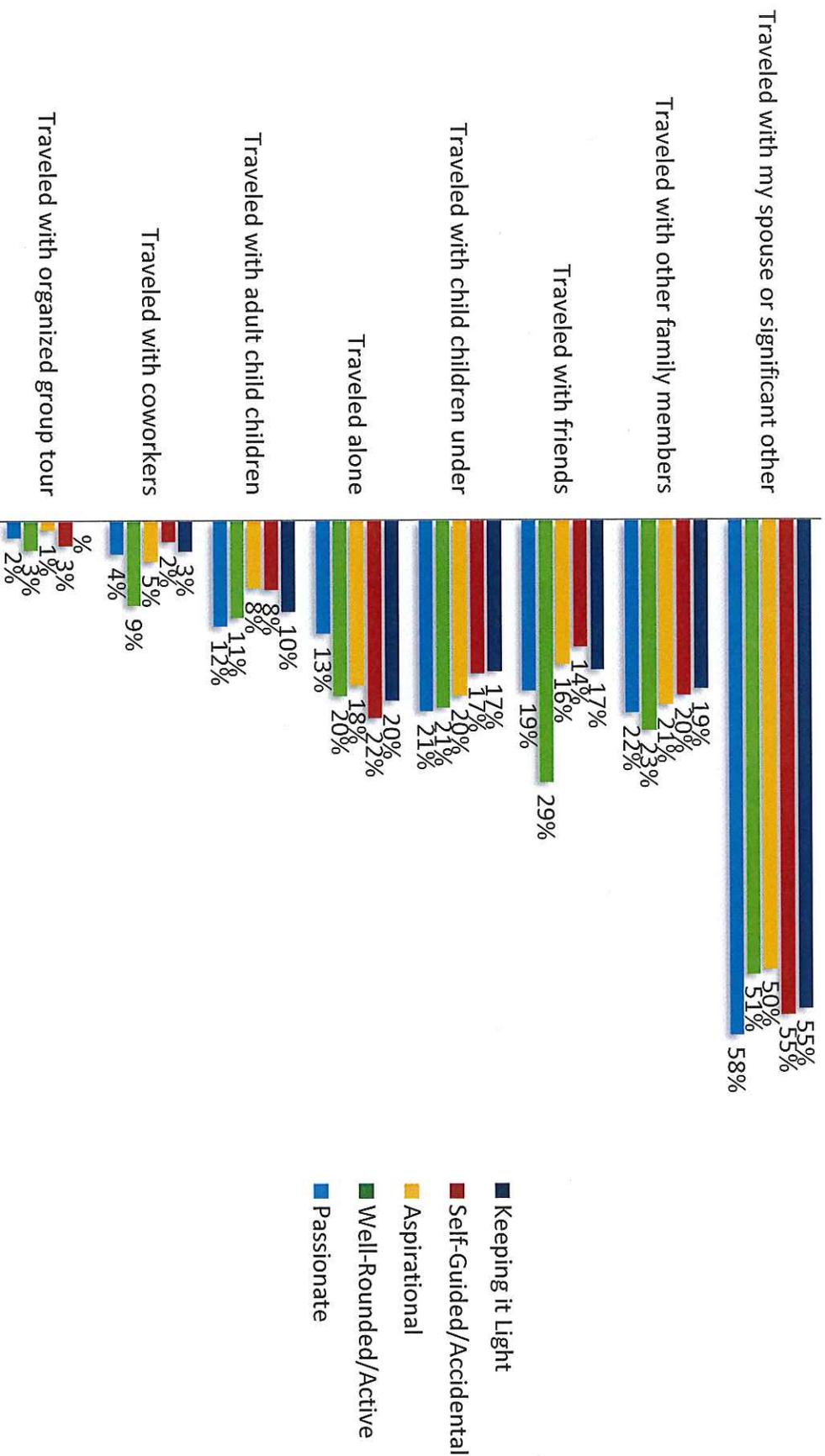


Travel Party Composition



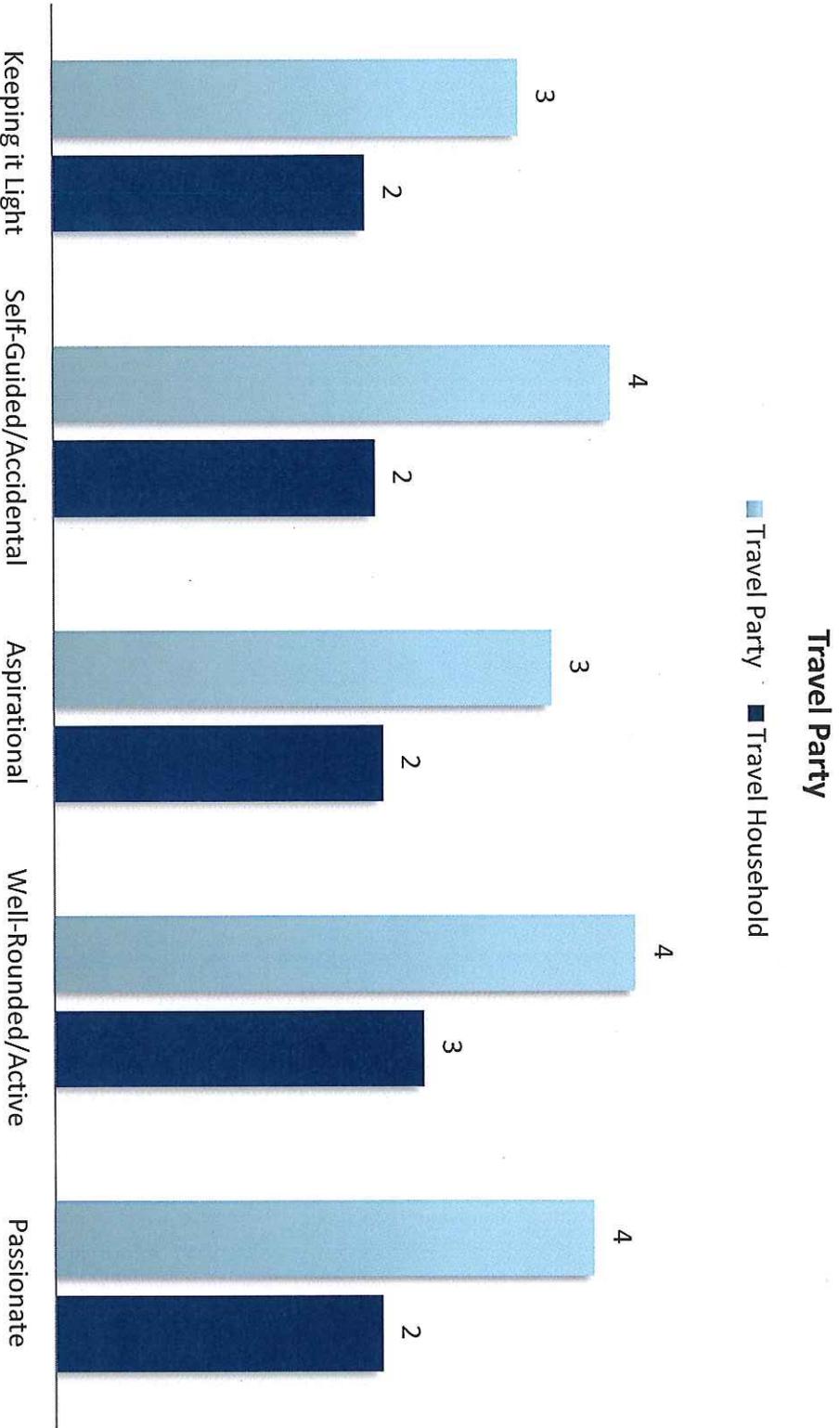
Well-Rounded/Active Travelers Are Considerably More Likely to Travel with Friends than With Other Family Members

Who They Traveled With



Q13. And, with whom did you travel on this most recent trip?

On Their Most Recent Trip, Well Rounded Respondents Travelled with an Additional Household Member



Q13b. Including yourself, how many people were in your travel party on this most recent trip? Please include people from your household and friends/family who accompanied you but not those whom you met as part of a group tour.
 Q13c. And, including yourself, how many people from your household were on this most recent trip?



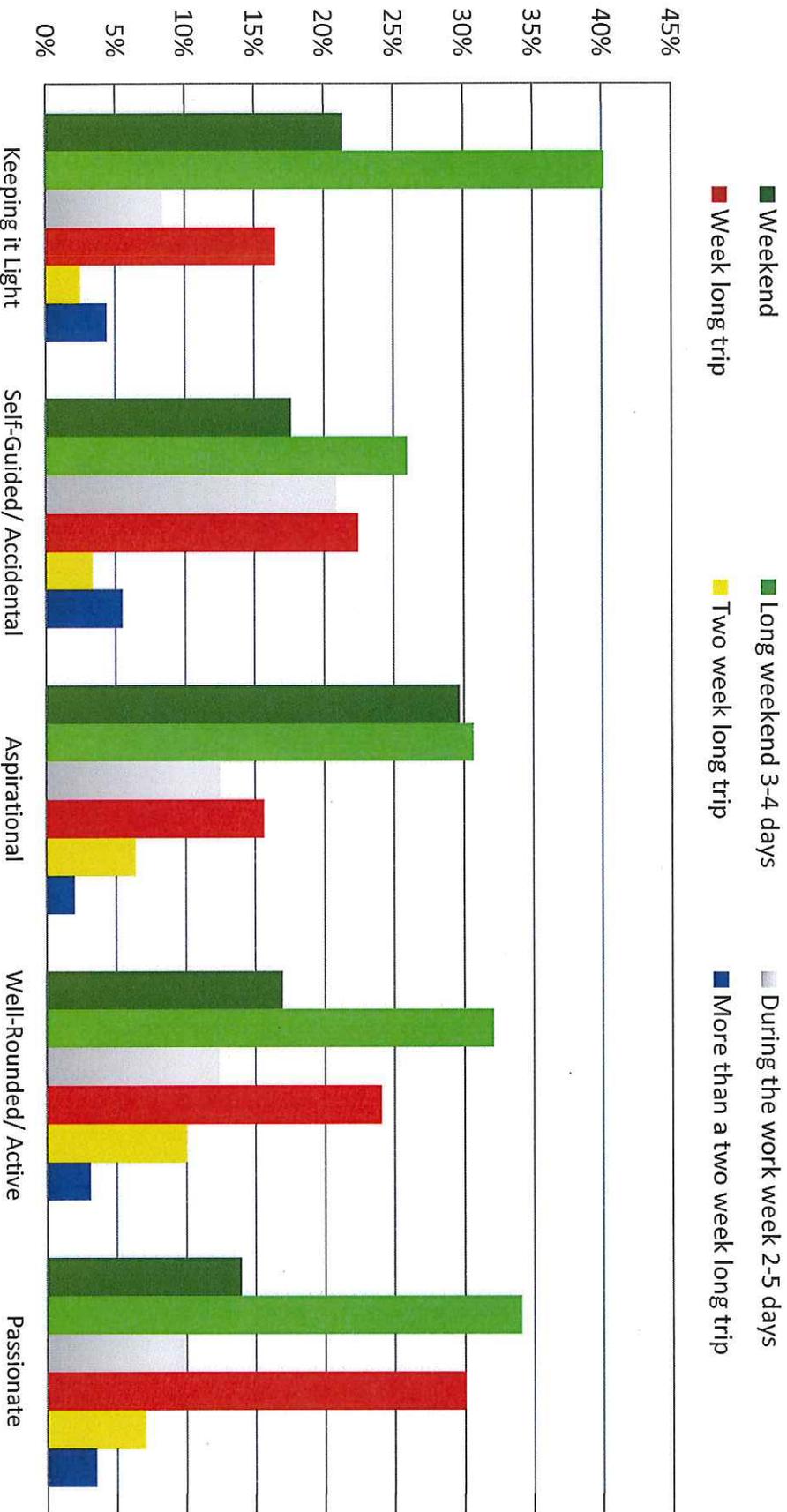
Length of Stay



Keeping it Light Travelers Are More Likely to Take Long Weekends Giving Oregon the Opportunity to Provide Short Trip Itineraries on Their Website

Across the board, very low percentages of travelers take more than a two week long trip, this is consistent with 2009 National – long weekends are most common.

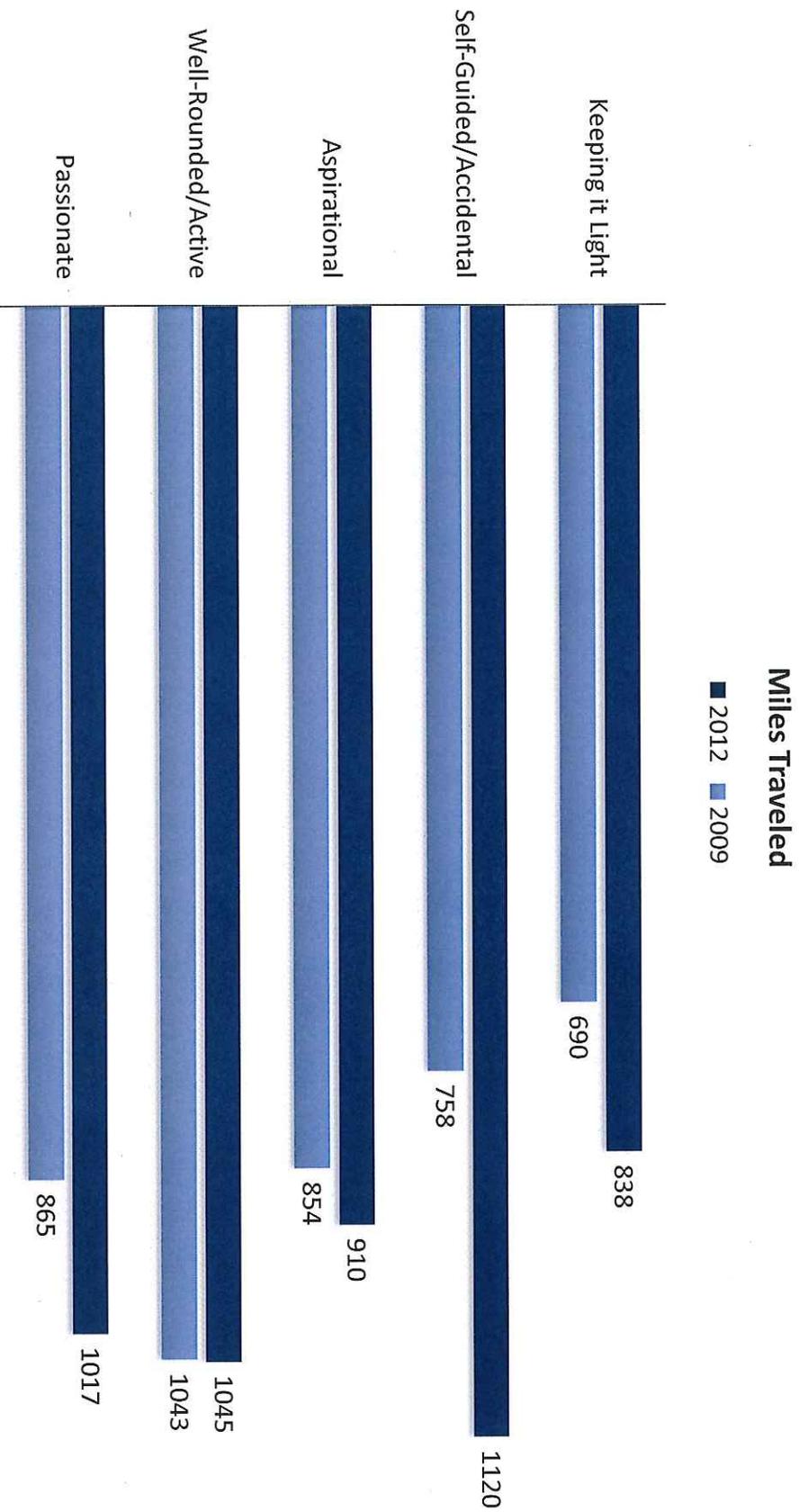
Length of Cultural and Heritage Trip



Q37. Typically, how long are your cultural and/or heritage trips?

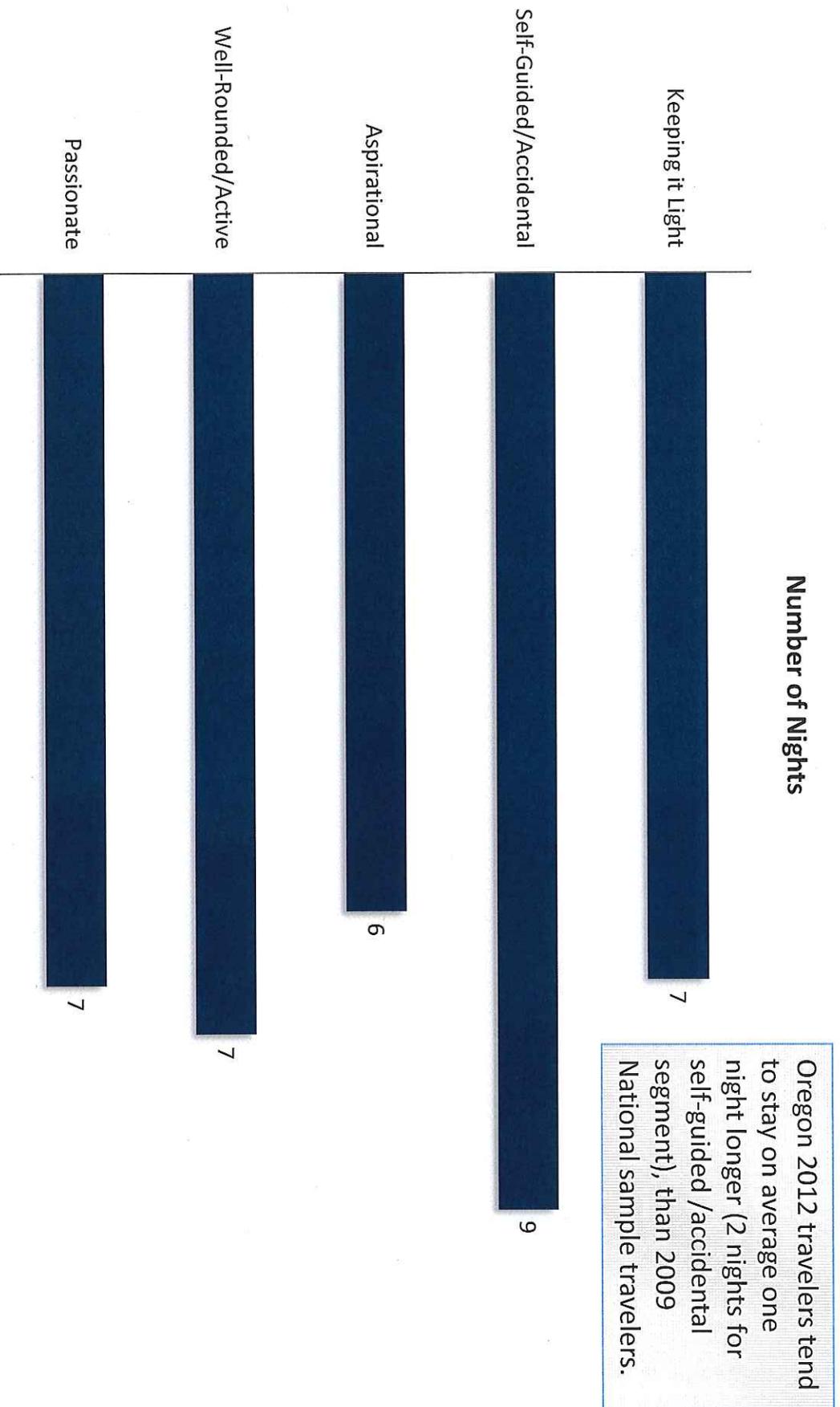
Well Rounded Travelers Consistently Travel Further than Other Segments

Except for Well Rounded, all of the Oregon 2012 survey segments traveled further than those in the 2009 national survey.



[Q18 – MILEAGE] On your most recent trip, how far did you travel from your home one-way to get to this destination? If you're not sure about the exact mileage, please make your best guess.

Self-Guided/Accidental Travelers Spend Nearly Two Additional Overnights on Their Most Recent Trip Than Those in Other Segments



[Q14 – LENGTH OF STAY] How many overnights did you stay while on this trip?

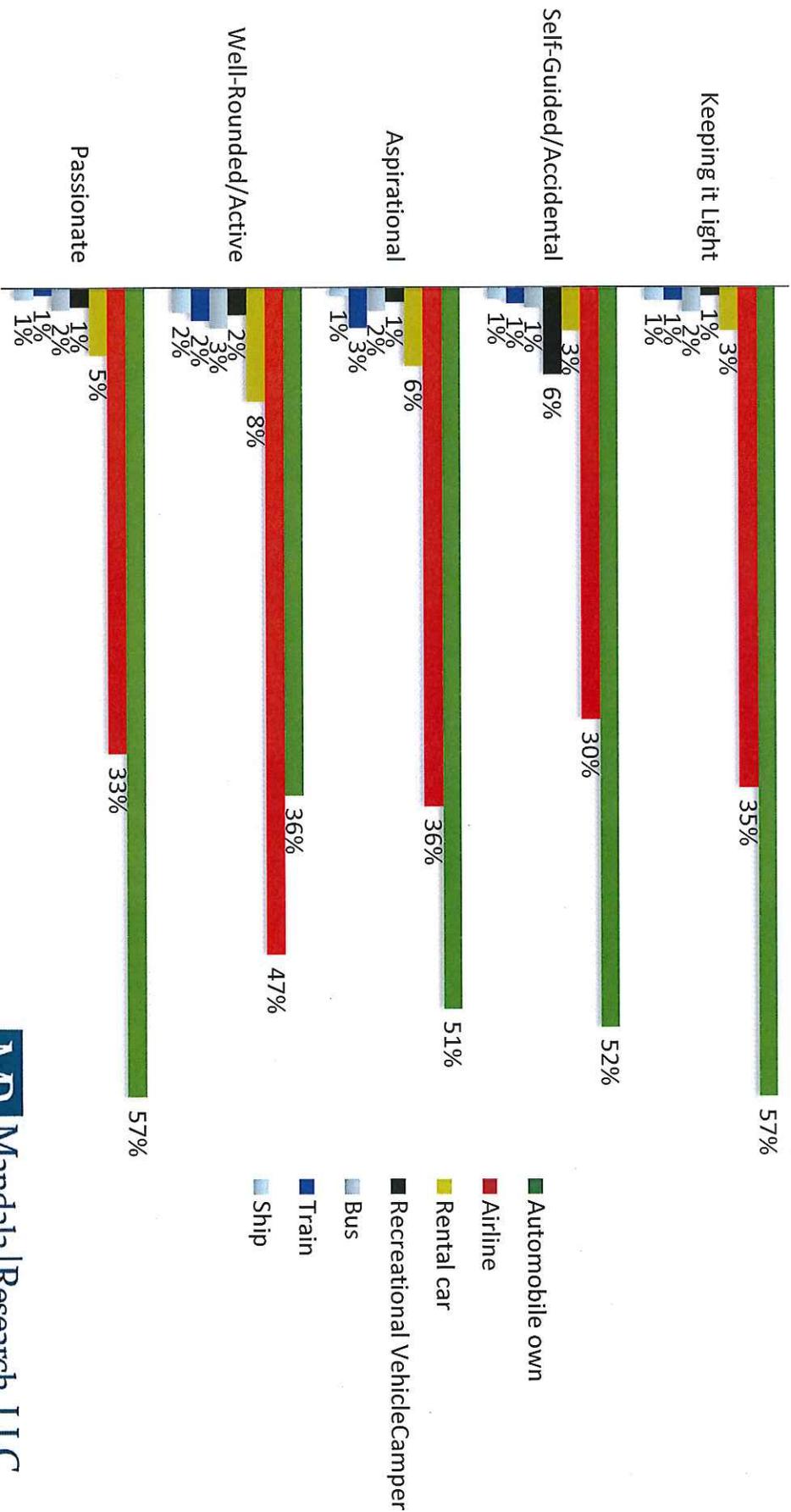


Mode of Transportation

The Only Segment Who Flies More Often Than Drives is “Well Rounded”

There are some notable differences in transportation mode when comparing 2009 National CH Travelers . That study found 66% of Keeping It Light travelers, 65% of Self-Guided/Accidental, 50% of Well-Rounded/Active, drove their own cars. 34% of Well-Rounded/Actives and 26% of Passionate travelers flew

Mode of Transport on Most Recent Trip



Q19. Which of the following was your primary mode of transportation to get to the destination of your most recent trip?



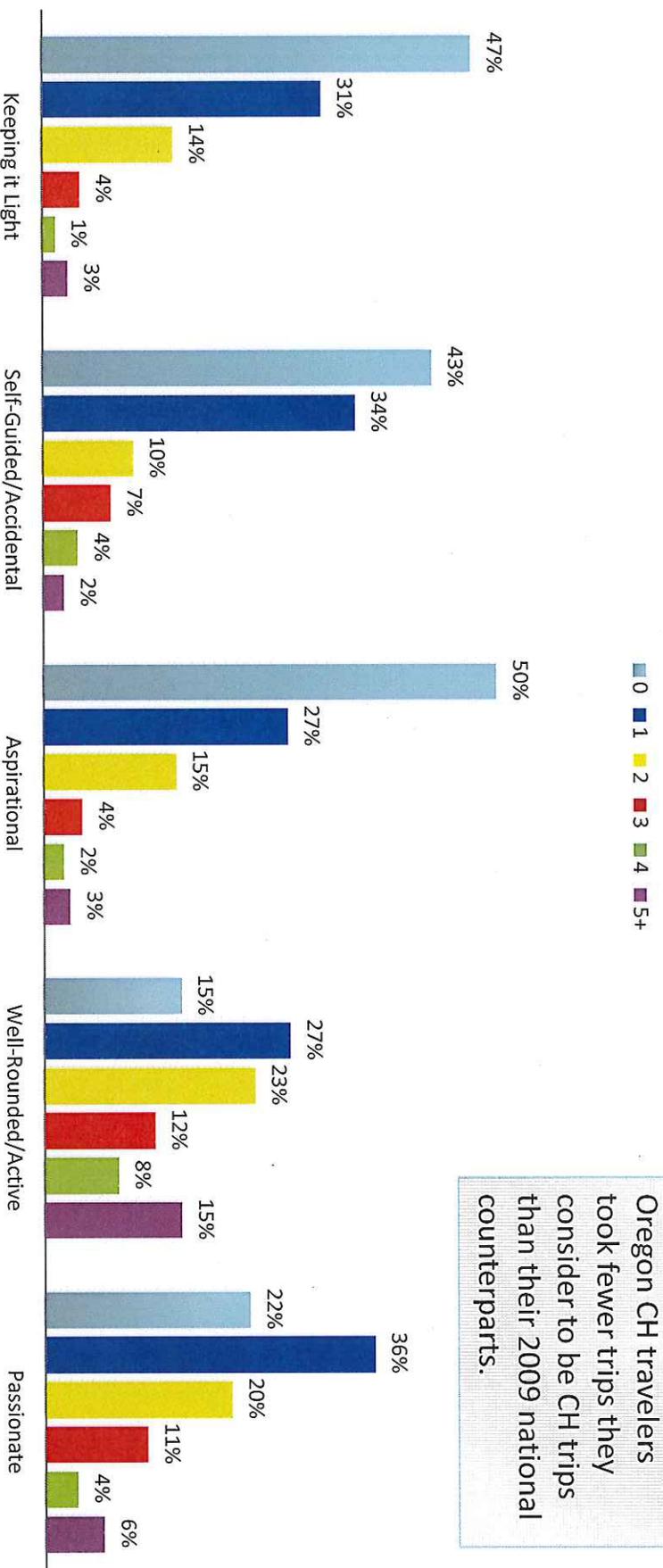


Recent Trips



More Well-Rounded/Active Travelers Took 5 or More Trips Considered to be Cultural and Heritage Journeys

Number of Trips They Consider CH Trips



Across the segments (except for well-rounded/actives), Oregon CH travelers took fewer trips they consider to be CH trips than their 2009 national counterparts.

Q36. Thinking about the leisure trips you took in the US in the past 12 months, how many of those would you describe as cultural and/or heritage trips?



Oregon Ranks High in Most Recently Visited States

States Visited on Most Recent Trip	Keeping it Light	Self-Guided/ Accidental	Aspirational	Well- Rounded/ Active	Passionate
Sample Size	1350	300	1360	598	981
California	29%	21%	28%	36%	28%
Washington	25%	19%	19%	22%	20%
Nevada	20%	21%	16%	19%	19%
Oregon	18%	18%	13%	17%	21%
Idaho	10%	16%	9%	8%	17%
Utah	14%	11%	8%	9%	14%
New York	5%	8%	6%	17%	8%
Florida	7%	5%	8%	15%	6%
Arizona	6%	9%	6%	11%	8%
Montana	5%	8%	5%	8%	13%
Hawaii	4%	3%	7%	13%	6%
Colorado	4%	6%	4%	8%	6%
Texas	3%	5%	4%	9%	4%

Q9. Thinking about your most recent trip, what state(s) did you visit?



Accommodations



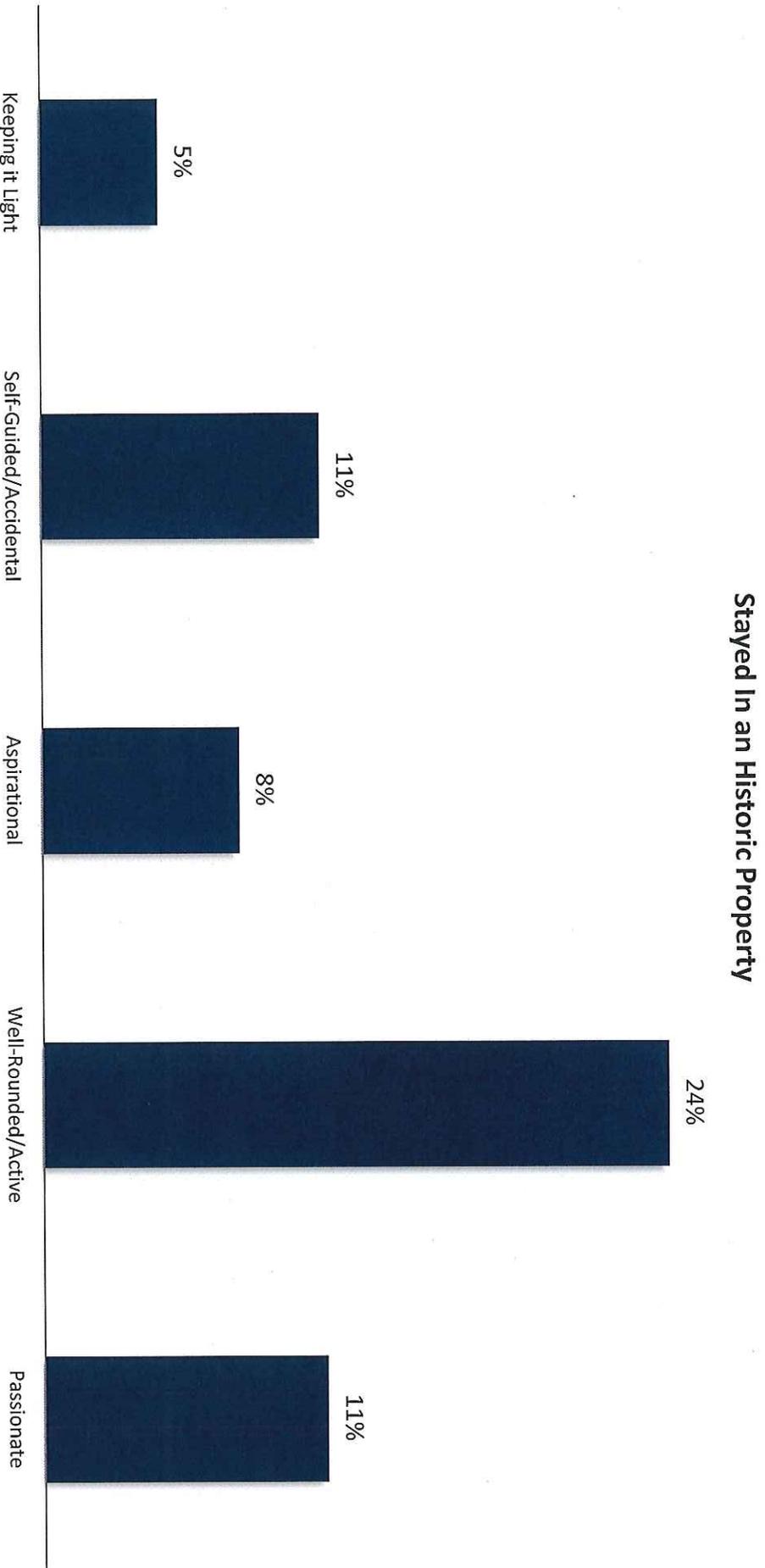
Well-Rounded/Active Travelers Are Somewhat More Likely to Stay in a Hotel/Motel/Resort Than Those in Other Segments

	Sample Size	Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded Active	Passionate
Hotel/Motel/Resort	283	62%	222	307	425	336
Stay with family or friend	29%	35%	26%	31%	36%	
Recreational Vehicle/Camper/ Tent	7%	11%	6%	10%	11%	
Bed and Breakfast	5%	6%	4%	17%	5%	
Rental condominium	7%	4%	5%	10%	7%	
Rental town home	3%	5%	5%	8%	4%	
Owned home/condominium/town home/apartment	6%	3%	4%	7%	7%	
Timeshare	3%	5%	4%	9%	4%	
Took a cruise	1%	3%	3%	1%	1%	
Other please specify						

In 2009 National, 54% of Keeping it Light travelers stayed in hotels, motels or resorts, self-guided/accidental 68%, aspirational 58%, and 67% of well-rounded/active and passionate travelers used these types of accommodation for their stay. Aspirational travelers are staying with friends and family less than they did in 2009 (37%).

[Q15 – ACCOMMODATIONS] And at which of the following accommodations did you stay during this most recent trip?

Well-Rounded/Active Segment Are Much More Likely to Stay in a Historic Property



Q16 – HISTORIC HOTELS] You indicated that you stayed in a hotel, motel or resort. Was the building you stayed in a historical property?



The Majority of Travelers Tend to Prefer Hotel Chains Over the Type of Independent Establishments That Primarily Exist in Oregon



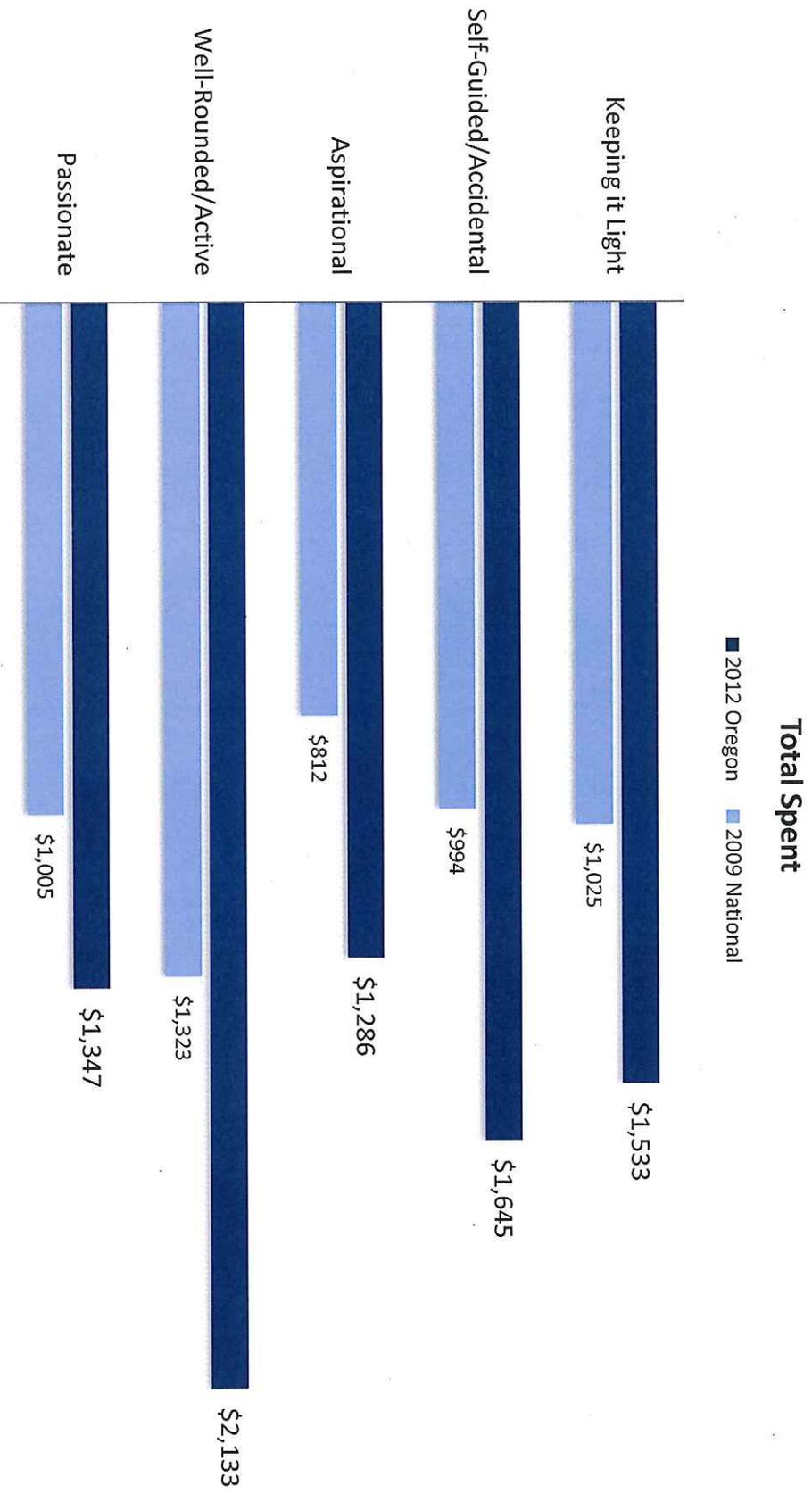
Q17A When you travel for leisure, do you prefer to stay in hotel chains or in independent properties?



Spending



Well-Rounded, Active Travelers Spend 70% More on Their Trip

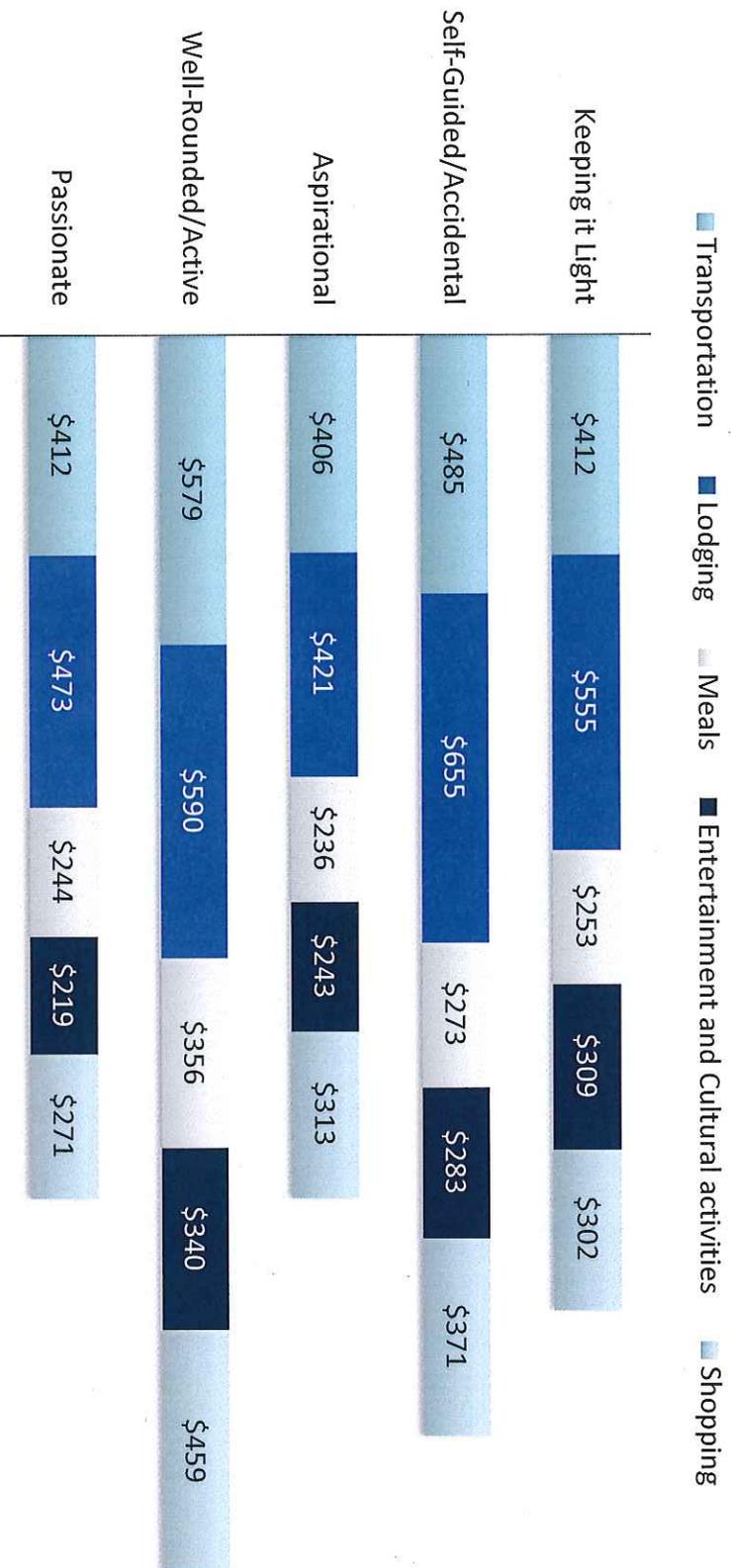


Q21A. [TOTAL SPEND] About how much would you say you, personally, spent in total on this most recent trip (including transportation, lodging, entertainment, food and dining expenses, etc.). Please include spending on items that you paid for even if they were for other people. N=1663



In Every Category of Spending, Well-Rounded Active Travelers Spend the Most Followed by Self-Guided/Accidental

CH Segment Spending



Q21B. How much did you spend on each of the following? Please include spending on activities that you paid for even if they were for other people.



Economic Impact



The Economic Impact of Well Rounded and Passionate Accounts for Over Three-Fifths of the Total Economic Impact of CH Travelers

	Total CH Travelers	Non-CH Travelers	Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded Active	Passionate
Sample Size	1663	338	299	245	327	446	345
Average Total Spend per Overnight Trip	\$1,618	\$1,095	\$1,533	\$1,645	\$1,286	\$2,133	\$1,347
Median # Trips	3	3	3	3	3	4	4
Estimated Pop *	47,481,007	9,650,379	8,536,874	6,995,097	9,336,313	12,733,932	9,850,238
Median HH Size	2	2	2	2	2	3	2
Estimated Economic Impact	\$115.2Bil	\$15.8Bil	\$19.6Bil	\$17.3Bil	\$18.0Bil	\$36.2Bil	\$26.5Bil

According to US Travel Association, 71% of the US population took a leisure trip. We have used this percentage to calculate the economic impact of the Oregon and feeder market samples (including Canadian Provinces surveyed) taking 71% of the populations of each state or province as the estimated leisure traveler population, then multiplied that by the percentage of CH travelers within that group.

Q21. About how much would you say you, personally, spent in total on this **most recent trip** (including transportation, lodging, entertainment, food & dining expenses, etc.)? Please include spending on items that you paid for even if they were for other people.

Note: Formula (Average Total Spend * Median Leisure Trips * Estimated Population) / Median Household Size = Estimated Economic Impact (in Billions); Total Spend, Leisure Trips and Population Estimates Rounded. *71% of US population take leisure trips - Source US Travel: Travel Horizons 2012





Online Sources and Social Media



Only Expedia Ranks in the Top Ten for Travel Sites

Internet Sites Visited	Keeping it Light	Self-Guided/Accidental	Aspirational	Well-Rounded/Active	Passionate
Sample Size	299	244	327	446	345
Facebook.com	73%	62%	64%	70%	70%
Google.com	75%	61%	61%	66%	69%
Amazon.com	57%	51%	50%	49%	63%
Youtube.com	61%	48%	39%	58%	60%
Yahoo.com	46%	41%	42%	51%	49%
Ebay.com	37%	34%	30%	38%	43%
Mapquest.com	36%	35%	22%	28%	34%
MSN.com	34%	22%	24%	29%	31%
Expedia.com	25%	20%	21%	30%	28%
Google +	22%	19%	20%	37%	25%
Travelocity.com	21%	16%	16%	29%	28%
Twitter.com	17%	14%	13%	30%	18%
ESPN.com	26%	13%	10%	24%	19%
Bing.com	16%	15%	12%	22%	20%
TripAdvisor.com	16%	14%	13%	25%	23%
CNN.com	20%	14%	10%	25%	20%
Pinterest.com	18%	12%	13%	20%	18%
Orbitz.com	14%	12%	12%	23%	20%
Priceline.com	11%	10%	12%	19%	17%
Hotwire.com	9%	11%	10%	20%	16%
Huffingtonpost.com	14%	8%	11%	16%	15%
Linkedin.com	14%	11%	11%	14%	15%
Kayak.com	13%	7%	8%	16%	13%
National Geographic	9%	8%	6%	15%	13%
Yelp.com	10%	8%	8%	12%	10%
Blogspot.com	9%	8%	6%	12%	7%
Other please specify	3%	8%	4%	2%	4%

Well rounded, passionate and keeping it light travelers are more likely to use Facebook and Youtube

Q33. Which, if any, of the following internet sites do you regularly visit?



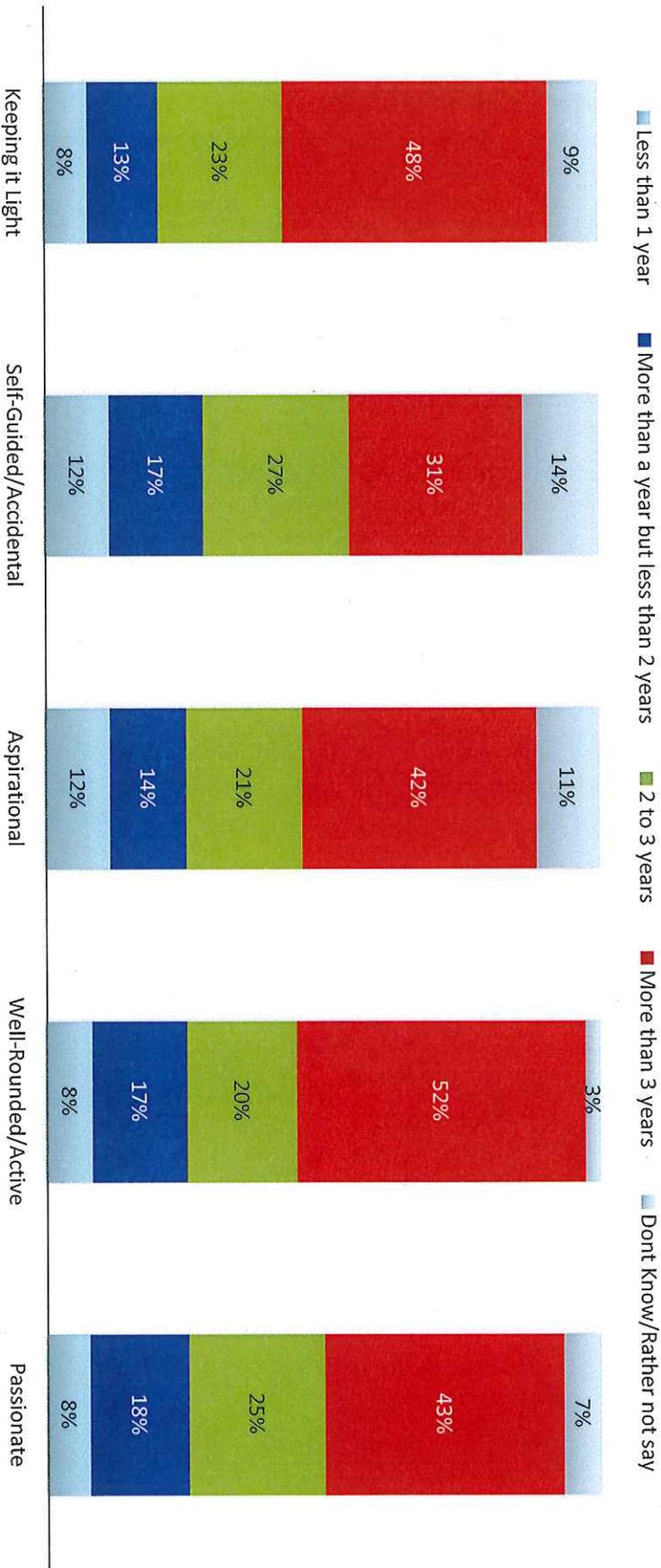
If You Want Travelers to Help Spread Your Message, Look to the Well-Rounded/Actives for Assistance

Social Networking Sites	Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded/Active	Passionate
Sample Size	299	244	327	446	345
Facebook.com	78%	70%	76%	84%	82%
Youtube.com	47%	37%	34%	61%	47%
Twitter.com	18%	13%	16%	31%	22%
Google.com	20%	9%	16%	29%	20%
Pinterest.com	14%	8%	13%	19%	16%
LinkedIn.com	15%	9%	13%	16%	13%
Yelp.com	7%	3%	4%	11%	6%
Instagram.com	7%	2%	3%	13%	5%
Flickr.com	6%	1%	3%	10%	4%
FourSquare.com	3%	1%	3%	8%	2%
Vimeo.com	3%	1%	2%	7%	1%
Other please specify	8%	13%	9%	2%	8%

Q34. Which of the following social networking sites do you use on a regular basis?

Well-Rounded/Active Participants Are Technology Proficient and Have Been Using Social Media Sites the Longest

Use of Social Networking Sites



Q35 How long have you used social networking sites?



Targeted Marketing in the Right Travel Magazines is Likely to Reach Nearly One-Third of Travelers

The Well-Rounded/Actives read all types of publications more than other segments and are twice as likely to read cultural related magazines.

Oregon
2012
findings
consistent
with 2009
National.

	Keeping it Light	Self-Guided/Accidental	Aspirational	Well-Rounded/Active	Passionate
Sample Size	299	244	327	446	345
Community newspaper	47%	44%	38%	43%	55%
Entertainment magazines	41%	23%	31%	49%	36%
News magazines	39%	28%	30%	46%	39%
Travel related magazines	33%	26%	31%	49%	39%
Hobby related magazines	35%	28%	24%	35%	35%
General interest, city life or regional magazines	36%	26%	25%	38%	32%
Food/Wine related magazines	33%	18%	21%	39%	34%
Fashion/homemaking magazines	28%	19%	24%	34%	33%
National newspaper	28%	23%	23%	34%	34%
Sports related magazines	32%	20%	18%	36%	23%
History related magazines	16%	16%	18%	30%	29%
Financial magazines	21%	10%	15%	24%	13%
Cultural related magazines	14%	6%	10%	29%	21%
Other please specify	9%	15%	7%	3%	9%

[Q32 – MAGAZINE] Which of the following types of publications do you typically read, either in print or online? Please select all that apply.



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Specifically, the Most Bang for the Advertising Buck May be Travel + Leisure and AAA Magazines

Preferred Means of Reaching the Well-Rounded/Active Travelers Include National Geographic and Travel + Leisure.

	Keeping it Light	Self-Guided/Accidental	Aspirational	Well-Rounded/Active	Passionate
Sample Size	98	63	100	219	133
National Geographic	52%	35%	41%	53%	53%
Travel + Leisure	46%	26%	41%	58%	42%
AAA Magazines	43%	42%	33%	41%	40%
National Geographical Traveler	24%	17%	28%	41%	30%
Sunset	27%	13%	12%	37%	38%
Vacations	20%	16%	27%	38%	16%
Coastal Living	22%	28%	12%	30%	22%
Oregon Coast Magazine (OR only)	16%	27%	13%	27%	22%
Condé Nast Traveler	16%	12%	11%	23%	11%
Northwest Travel Magazine (OR only)	20%	6%	9%	20%	21%
Outside	16%	3%	5%	23%	11%
Travel 50 & Beyond	9%	6%	11%	20%	9%
Portland Monthly Magazine (OR only)	2%	7%	3%	19%	7%
None of the above	3%	12%	8%	2%	3%

Much higher readership of travel and leisure magazines for Oregon travelers vs. 2009 National sample.

[Q32A – TRAVEL MAGAZINES] Which of the following types of travel publications do you typically read, either in print or online? Please select all that apply.



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Given Oregon's Superior Reputation for Excellent Food and Wine, the Two Most Promising Publications for Advertising are *Food & Wine* and *Bon Appetit*

	Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded Active	Passionate
Sample Size	98	43	69	175	117
Food & Wine	44%	35%	28%	62%	41%
Bon Appetit	41%	40%	49%	52%	43%
Better Homes and Gardens	46%	32%	29%	50%	50%
Food Network Magazine	38%	26%	30%	45%	44%
Cooking Light	32%	20%	24%	41%	32%
Gourmet	25%	23%	29%	42%	29%
Family Circle	29%	15%	11%	38%	38%
Cooks Illustrated	21%	13%	17%	34%	27%
Wine Spectator	18%	7%	15%	31%	12%
Sunset Pacific NW edition	12%	28%	8%	28%	12%
Vegetarian Times	12%	11%	9%	22%	7%
The Wine Advocate	6%	11%	7%	27%	4%
Saveur	6%	12%	4%	20%	10%
All About Beer	5%	16%	6%	20%	7%
Northwest Palate	5%	1%	7%	21%	5%
Midwest Living	5%	3%	6%	21%	4%
Intermezzo Magazine	%	3%	3%	13%	2%
None of the above	4%	4%	9%	4%	4%
Other please specify	5%	8%	8%	1%	10%

No notable difference between Oregon 2012 and National 2009.

Q32B – FOOD/WINE MAGAZINES! Which of the following types of food/wine publications do you typically read, either in print or online? Please select all that apply.

Smithsonian, American History and History Channel Magazines Top the List of Most Read Historical Publications

In addition to these 3 publications, Well-Rounded/Active travelers also read Natural History magazine.

	Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded Active	Passionate
Sample Size	49	40	58	133	101
Smithsonian	50%	47%	47%	58%	53%
American History	46%	41%	26%	59%	43%
History Channel Magazine	44%	30%	31%	55%	43%
Natural History	24%	33%	39%	50%	39%
Military History	29%	38%	24%	41%	28%
World War II	26%	36%	17%	45%	23%
Civil War Times	23%	26%	18%	36%	15%
Good Old Days	11%	15%	12%	33%	12%
Reminiscence	17%	10%	11%	26%	14%
Preservation Magazine	10%	4%	12%	29%	11%
Realm	3%	3%	11%	25%	3%
Armchair General	6%	0%	8%	19%	6%
None of the above	16%	29%	13%	7%	15%
Other please specify	6%	4%	5%	2%	6%

Natural History and American History have far higher readership for Oregon 2012 travelers than 2009 National travelers.

[Q32C – HISTORY MAGAZINES] Which of the following types of history publications do you typically read, either in print or online? Please select all that apply.



National Geographic Tops the List of Most Read Cultural Publication

Oregon Coast Magazine is read by one-quarter of the respondents and nearly 4 out of 10 Well-Rounded/Actives.

	Keeping it Light	Self-Guided/Accidental	Aspirational	Well-Rounded/Active	Passionate
Sample Size	42	15	33	130	73
National Geographic	85%	72%	70%	71%	78%
Rolling Stone	46%	34%	50%	56%	28%
Smithsonian	28%	45%	43%	51%	42%
History Channel Magazine	40%	37%	29%	45%	41%
The New Yorker	41%	34%	37%	48%	32%
Sunset Magazine (Pacific Northwest Edition)	39%	20%	28%	38%	47%
Gourmet Magazine	33%	24%	26%	42%	35%
Southern Living	22%	17%	27%	38%	26%
Oregon Coast Magazine	19%	15%	21%	37%	18%
Art in America	22%	15%	25%	35%	13%
Billboard	26%	19%	16%	33%	10%
None of the above	9%	3%	5%	6%	5%
Other please specify	9%	6%	2%	1%	4%

Oregon 2012 travelers far more likely to read National Geographic and Rolling Stone than 2009 National travelers.

[Q32D – CULTURAL MAGAZINES] Which of the following types of cultural publications do you typically read, either in print or online? Please select all that apply.

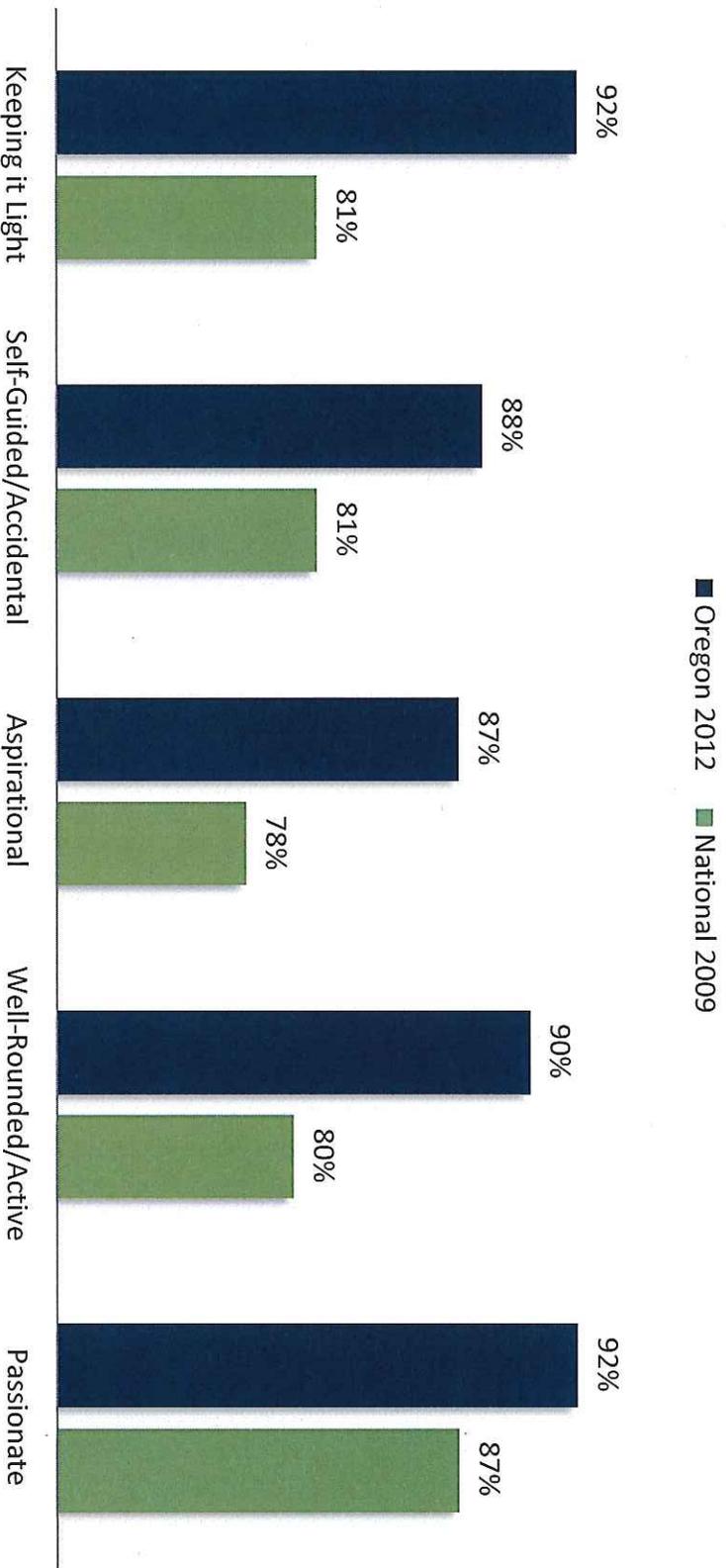


Future Travel



All Oregon Segments Are Very or Somewhat Likely to Take Leisure Trip within Next 12 Months More So Than Their National Counterparts

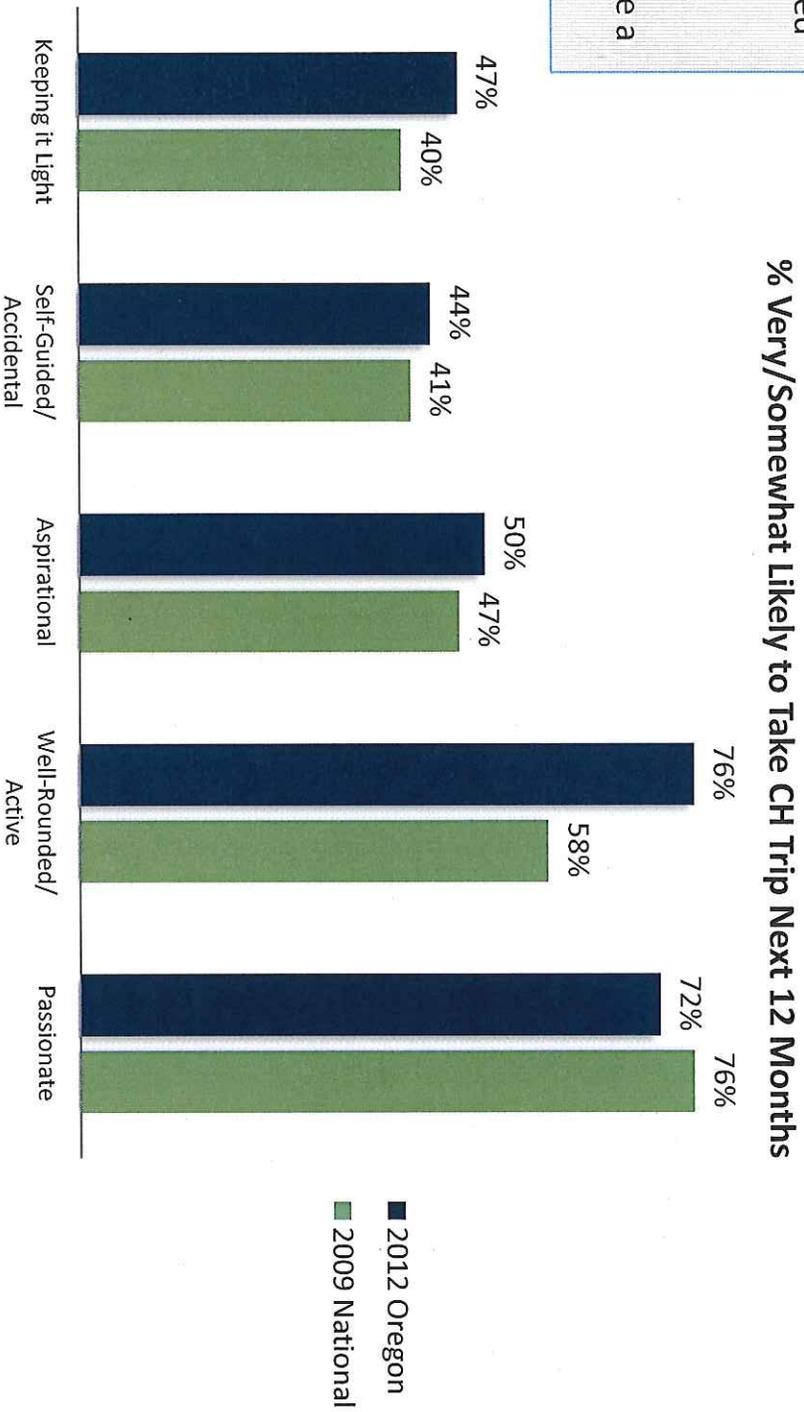
Likelihood to Take a Leisure Trip



Q26. How likely are you to take a leisure trip in the next 12 months?

Well-Rounded and Passionate Segments Are Most Likely to Take CH Focused Trip in Near Future

Only well-rounded travelers dramatically increased their likelihood to take a CH trip.



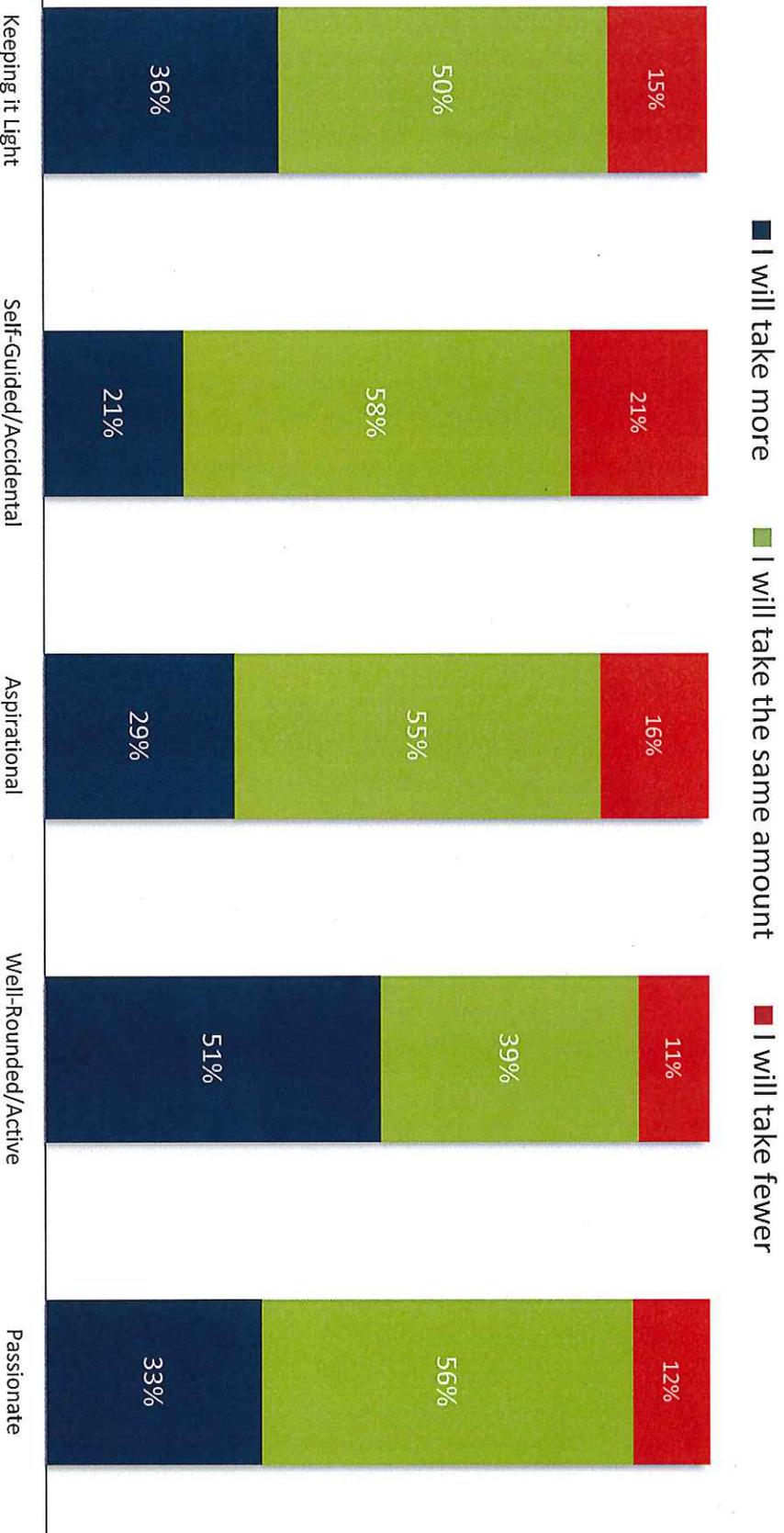
Q39. How likely are you to take a cultural and/or heritage trip in the next 12 months?



An Opportunity Exists to Target the Well-Rounded/Active Travelers Who Are More Likely to Report They Will Take More Leisure Trips in the Next 12 Months

Far more CH travelers in 2012 say they will take more trips than when asked in the 2009 National sample. Nationally, only 23% of Keeping it Light travelers said they would take more trips, 14% of Self-Guided/Accidental, 23% Aspirational, 38% for Well-Rounded/Actives and 24% for Passionates.

Travel Frequency

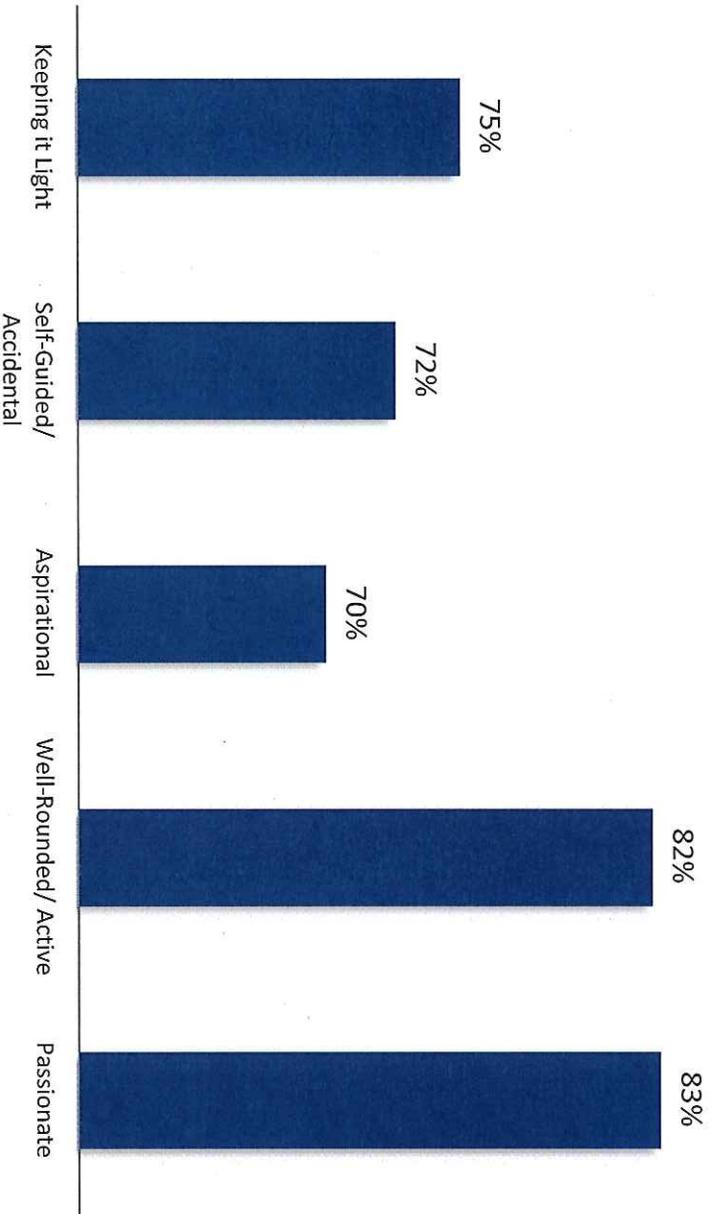


Q25. Thinking about your past travel in a typical year, would you say you will take more leisure trips, the same amount of trips or fewer leisure trips in the next 12 months?

Good News: Nearly 7 out of 10 Respondents Would Consider Taking A Trip to Oregon Within the Next Year

Well-Rounded/Actives and Passionates Are Most Likely to Consider Trip To Oregon

% Who Would Consider Taking A Trip To OR Next 12 Months



Q42. Would you consider taking a trip to Oregon in the next 12 months?

Great Opportunity to Educate Passionates and Keeping it Light Segment on the Varied Activities in Oregon

	Keeping it Light	Self-Guided Accidental	Aspirational	Well-Rounded Active	Passionate
Sample Size	76	68	100	79	60
I'd rather visit another State	28%	25%	24%	24%	14%
No friends/family to visit	14%	20%	19%	18%	11%
Considering a different destination	15%	13%	16%	16%	20%
I don't know what there is to do or see there	13%	10%	10%	8%	15%
It is too far to travel to	9%	5%	8%	10%	10%
It's too expensive	8%	4%	9%	7%	9%
Don't like the weather	4%	4%	1%	7%	5%
Not easily accessible	1%	3%	4%	5%	2%
Other please specify	8%	15%	10%	4%	15%

Q42. Would you consider taking a trip to Oregon in the next 12 months?

Q43b. IF NO, what's the primary reason you would not consider taking a trip to Oregon?