



WACVB Foundation  
DMO Visitor Guide User & Conversion Study  
Eugene, Cascades & Coast Official Visitor Guide  
FINAL REPORT OF FINDINGS

---

March 2014

# Table of Contents

<b>SECTION 1</b>		<b>Daily Spending in Eugene, Cascades &amp; Coast</b>	<b>27</b>
<b>Objectives</b>	<b>3</b>	<b>Point in Destination Decision</b>	<b>28</b>
<b>Methodology</b>	<b>3</b>	<b>Impact of Visitor Guide on Destination Decision</b>	<b>29</b>
<b>SECTION 2</b>		<b>Importance of Visitor Guide to Destination Decision</b>	<b>30</b>
<b>Snapshot of Key Findings</b>	<b>5</b>	<b>Influence of Visitor Guide on Length of Stay</b>	<b>31</b>
<b>SECTION 3</b>		<b>How Visitor Guide Influenced Length of Stay</b>	<b>32</b>
<b>Conversion Analysis</b>	<b>7</b>	<b>Number of Trip Days Extended</b>	<b>33</b>
<b>SECTION 4</b>		<b>Travel Decisions Based on Visitor Guide</b>	<b>34</b>
<b>Graphical Presentation of Base Survey Questions</b>	<b>10</b>	<b>Helpfulness of Visitor Guide Content</b>	<b>35</b>
<b>Recall of Receipt of Visitor Guide</b>	<b>11</b>	<b>Travel Planning Resources Used Before Arriving</b>	<b>36</b>
<b>Read Visitor Guide</b>	<b>12</b>	<b>Travel Planning Resources Used In-Market</b>	<b>37</b>
<b>How Guide Recipients Initially Learned About Visitor Guide</b>	<b>13</b>	<b>Satisfaction with Eugene, Cascades &amp; Coast Visitor Guide</b>	<b>38</b>
<b>Reasons for Ordering Visitor Guide</b>	<b>14</b>	<b>SECTION 5</b>	
<b>Information Sought when Ordering</b>	<b>15</b>	<b>Demographics</b>	<b>39</b>
<b>Content Accessed in Visitor Guide</b>	<b>16</b>	<b>Age</b>	<b>40</b>
<b>Evaluation of the Guide’s Design and Layout</b>	<b>17</b>	<b>Annual Household Income</b>	<b>41</b>
<b>Eugene, Cascades &amp; Coast Residence</b>	<b>18</b>	<b>Ethnicity</b>	<b>42</b>
<b>Trips to Eugene, Cascades &amp; Coast after Receiving the Guide</b>	<b>19</b>	<b>Marital Status</b>	<b>43</b>
<b>Date of Future Planned Travel to Eugene, Cascades &amp; Coast</b>	<b>20</b>	<b>Gender</b>	<b>44</b>
<b>Date of Travel Plans to Eugene, Cascades &amp; Coast</b>	<b>21</b>	<b>Psychographic Profile</b>	<b>45</b>
<b>Type of Trip to Eugene, Cascades &amp; Coast region</b>	<b>22</b>	<b>Psychographic Profile – Destination Detail</b>	<b>46</b>
<b>Place of Stay in Eugene, Cascades &amp; Coast</b>	<b>23</b>	<b>SECTION 6</b>	
<b>Number of Days in Eugene, Cascades &amp; Coast</b>	<b>24</b>	<b>Custom Questions</b>	<b>47</b>
<b>Number of Nights in Eugene, Cascades &amp; Coast</b>	<b>25</b>	<b>Cities of Stay</b>	<b>48</b>
<b>Travel Party Size</b>	<b>26</b>	<b>SECTION 7</b>	
		<b>Index I: Survey Questionnaire</b>	<b>49</b>

## Objectives

This report presents the findings of a user study of the Eugene, Cascades & Coast Official Visitor Guide. This research was conducted on behalf of Travel Lane County by Destination Analysts, Inc., as part of the Western Association of Convention & Visitors Bureau (WACVB) Foundation-sponsored DMO Visitor Guide User & Conversion Study. The primary objectives of this research were to 1) understand the usage and effectiveness of the Eugene, Cascades & Coast Official Visitor Guide and DMO-sponsored official visitor guides overall, 2) develop a profile of travelers who use DMO-sponsored official visitor guides and Travel Lane County's specifically and 3) estimate the economic impact and Return on Investment (ROI) the Eugene, Cascades & Coast Official Visitor Guide brought to the Eugene, Cascades & Coast region and what economic impact these DMO-sponsored visitors guides typically generate for their respective communities. A supplemental goal of this research was to provide Travel Lane County comparability measures to other DMOs who also participated in the study.

## Methodology

This research employed an online survey methodology to collect data from visitor guide requestors. Destination Analysts developed a base survey questionnaire, which addressed the study's core objectives and was used for each participating DMO. Participating DMOs—including Travel Lane County—also included two custom questions related to their destination or organization's informational needs to their surveys. These questions were only asked of the respective DMO's audience.

Travel Lane County—and all other DMOs participating in this study—were required to add two questions to their visitor guide request form: 1) "Where are you in the process of deciding to travel to (the destination)?" and 2) "In which month are you likely to arrive in (the destination)?" This allowed Destination Analysts to identify those that had already made the decision to visit the Eugene, Cascades & Coast region (and who would therefore be excluded

from the estimates of the incremental trips generated by the guide) as well as send the survey as soon as possible after the visitor guide requestor's intended to travel, in order to assist with trip behavior recall.

Throughout 2013, at the end of each quarter, Travel Lane County sent Destination Analysts a list of visitor guide requestors who ordered the Eugene, Cascades & Coast Official Visitor Guide during the previous quarter, including their answers to these two questions. Guide requestors who indicated that they would arrive in the Eugene, Cascades & Coast region during the months of the previous quarter were emailed an invitation to take the online survey approximately two weeks after the end of that quarter. The survey invitations were sent four times: April 2013, July 2013, October 2013 and January 2014.

A sweepstakes to win one of several prizes was offered as an incentive to complete the survey. In total, 632 fully completed surveys to the Eugene, Cascades & Coast Official Visitor Guide Survey were collected.

## Snapshot of Key Findings

The profile below shows a summary of fundamental findings and descriptive statistics emerging from this research.

### Key Survey Statistics

“Satisfied” or “Very Satisfied” with Eugene, Cascades & Coast Official Visitor Guide:	97.8%
Took a trip to the Eugene, Cascades & Coast Region after Receiving Visitor Guide:	66.4%
Average Spending Per Day in Eugene, Cascades & Coast Region on Trip:	\$282.06
Had Not Already Decided to visit the Eugene, Cascades & Coast Region When Received Visitor Guide:	31.8%
Visitor Guide Helped Make Decision to visit the Eugene, Cascades & Coast Region (Percent of undecided travelers):	87.5%
Visitor Guide was “Important” or “Very Important” to Decision to visit the Eugene, Cascades & Coast Region (Percent of those who said guide influenced their decision):	65.6%
Visitor Guide Influenced Length of Stay in the Eugene, Cascades & Coast Region (Percent of those who already decided to visit the Eugene, Cascades & Coast Region):	39.5%
Visitor Guide Increased Length of Stay in the Eugene, Cascades & Coast Region (Percent of those whose trip length was influenced by guide):	67.8%
Top Travel Planning Tasks and/or Decisions Made with Visitor Guide:	
Selected Attractions:	72.7%
Consulted Maps:	63.7%
Selected Restaurants:	47.8%
Used (printed) Visitor Guide During Trip:	76.2%

### Visitor Guide ROI Estimates

Trips to the Eugene, Cascades & Coast Region Generated by Visitor Guide (i.e. incremental trips):	1,891 trips
Average Visitor Spending Per Day on these Incremental Trips:	\$282.06
Total Visitor Spending on Incremental Trips to the Eugene, Cascades & Coast Region:	\$1,690,274
Days spent in the Eugene, Cascades & Coast Region on Trips Extended by Visitor Guide:	2,010 days
Total Visitor Spending on Trips Extended by Visitor Guide:	\$566,801
Total Economic Impact/ROI of Visitor Guide:	\$2,257,075
Economic Impact/ROI per Visitor Guide Distributed:	\$74

## Conversion Analysis

Economic impact for a destination marketing organization’s marketing program can best be defined as the total amount of direct visitor spending in the destination that is generated by the program. Alternatively, a DMO marketing program’s economic impact can be defined as the amount of visitor spending in the destination that would not have occurred in the absence of the program. In short, one goal of this research was to measure how much the Eugene, Cascades & Coast Official Visitor Guide brought back to the Eugene, Cascades & Coast region in economic impact, which can later be measured against the amount of money spent producing and distributing the guide to determine ROI.

The economic impact estimation method used is detailed below, immediately followed by the actual economic impact estimates.

### **CALCULATION OF VISITOR GUIDE ECONOMIC IMPACT ESTIMATES**

This survey collected information critical to calculating economic impact, such as actual visitation to the Eugene, Cascades & Coast region after ordering the Visitor Guide, whether those that did visit the Eugene, Cascades & Coast region had already made up their mind to visit the region—and how long they would stay—when requesting the Visitor Guide, as well as detailed information on their trip purpose and in-market spending behavior. Such data allowed us to differentiate between leisure and business/conference visitors and others and measure in-market spending by visitors influenced by the Visitor Guide to visit or extend their stay in the Eugene, Cascades & Coast region.

The economic impact estimates derived for this report include all direct spending in the Eugene, Cascades & Coast region by two types of visitors: those who took incremental

trips to the Eugene, Cascades & Coast region and those who extended the length of their trip based on information found in the Visitor Guide. These two visitor types are distinguished following:

1. Visitors on ***incremental trips*** had not fully made up their mind to visit the Eugene, Cascades & Coast region when they ordered the Visitor Guide and stated that the Visitor Guide influenced their decision to ultimately visit the region. To be considered an incremental visitor, respondents who had not made up their mind to visit prior to ordering the Visitor Guide must then state in a subsequent survey response that the Visitor Guide helped them make their decision to visit and that the guide was “Important” or “Very important” to their decision to visit.

2. Visitors who ***extended their stay in the Eugene, Cascades & Coast region*** can be leisure travelers, business travelers or convention/group meeting attendees. Leisure travelers who did not state that the Visitor Guide influenced their decision to visit the Eugene, Cascades & Coast region and all business and convention travelers were asked a series of questions on the influence of the Visitor Guide on their length of their stay in the region. Economic impact estimates for this group only include spending during reported “additional” days in-market generated by the Visitor Guide.

## **KEY ECONOMIC IMPACT FINDINGS: EUGENE, CASCADES & COAST OFFICIAL VISITOR GUIDE**

The key findings on the economic impact of the Eugene, Cascades & Coast Official Visitor Guide are summarized below.

- **Incremental trips to the Eugene, Cascades & Coast region generated by the Eugene, Cascades & Coast Official Visitor Guide:** For the 30,486 persons receiving the Eugene, Cascades & Coast Official Visitor Guide through direct order, an estimated 1,891 incremental trips were generated for the Eugene, Cascades & Coast region. The average incremental trip lasted 3.2 days, with a reported in-market spending of \$282.06 per day. In total, the incremental trips generated by the Visitor Guide resulted in approximately \$1,690,274 in new visitor spending in the Eugene, Cascades & Coast region, or approximately \$55 of the total economic impact per distributed guide.
- **Incremental spending on trips extended as a result of the Eugene, Cascades & Coast region 2013 Official Visitor Guide:** Visitor Guides can also encourage

longer stays in a destination and thus increase the visitor spending the region realizes. It is estimated that an additional 2,010 incremental trips days were generated by the Official Visitor Guide from visitors who lengthened their initial intended stay in the Eugene, Cascades & Coast region. In total, the incremental trips generated by the guide resulted in approximately \$566,801 in new visitor spending in the Eugene, Cascades & Coast region, or approximately \$19 per distributed guide.

- Total Estimated Economic Impact:** The two components discussed above (spending on incremental trips and additional days in market) comprise the program’s economic impact as defined in this study. It is estimated that as a result of the direct order distribution of the Eugene, Cascades & Coast Official Visitor Guide, \$2,257,075 in direct visitor spending was generated for the Eugene, Cascades & Coast region. Alternatively, given the 30,486 Visitor Guides distributed during the year, the programs overall economic impact is estimated to have been \$74 per guide.

## DMO COMPARISON MATRIX

The key findings on the economic impact of the Eugene, Cascades & Coast Official Visitor Guide as compared to the other participating DMOs in the WACVB study are summarized below. In order to make these comparisons, the figure of 1,000 directly distributed visitor guides is used as the basis for all estimates shown below.

*Estimates Based on 1,000 Directly Distributed Visitor Guides*

	EUGENE	DESTINATION 2	DESTINATION 4	DESTINATION 7	DESTINATION 8	DESTINATION 10	DESTINATION 1	DESTINATION 3	DESTINATION 5	DESTINATION 6	DESTINATION 9
Incremental trips generated by Visitor Guide	62 trips	37 trips	32 trips	29 trips	14 trips	58 trips	63 trips	54 trips	84 trips	62 trips	41 trips
Average visitor spending per day on incremental trips	\$282.06	\$368.94	\$406.22	\$425.81	\$396.01	\$303.98	\$366.60	\$235.54	\$243.33	\$344.16	\$316.18
Average trip length of incremental trips	3.2 days	2.9 days	3.4 days	3.8 days	3.5 days	3.2 days	3.1 days	2.3 days	2.5 days	3.6 days	2.9 days
Total visitor spending on incremental trips	\$55,444	\$39,691	\$44,968	\$47,317	\$19,577	\$55,995	\$72,839	\$28,924	\$50,384	\$76,496	\$37,866
Days spent in market on trips extended by Visitor Guide	66 days	71 days	67 Days	79 days	46 Days	74 days	19 days	47 days	56 days	74 days	69 days
Total visitor spending on trips extended by Visitor Guide	\$18,592	\$26,173	\$27,077	\$33,692	\$18,415	\$1,644	\$7,065	\$10,966	\$13,663	\$25,504	\$21,821
Total economic impact/ROI of Visitor Guide program	\$74,036	\$65,864	\$72,045	\$81,009	\$37,991	\$22,419	\$79,903	\$39,890	\$64,047	\$102,000	\$59,687
Total economic impact/ROI of per distributed Visitor Guide	<b>\$74.04</b>	<b>\$65.86</b>	<b>\$72.05</b>	<b>\$81.00</b>	<b>\$37.99</b>	<b>\$22.42</b>	<b>\$79.90</b>	<b>\$38.89</b>	<b>\$64.05</b>	<b>\$102.00</b>	<b>\$59.69</b>

*Note: Destinations 2,4,7,8 and 10 are major U.S. cities.  
Destinations 1,3,5,6, and 9 are smaller cities, rural areas or boutique destinations.*

The real total economic impact of the DMO visitor guides studied to their respective communities in 2013 is compared below. Because of the relatively large direct distribution of the Eugene, Cascades & Coast Official Visitor Guide, the program's total economic impact was amongst the highest studied.

	EUGENE	DESTINATION 2	DESTINATION 4	DESTINATION 7	DESTINATION 8	DESTINATION 10	DESTINATION 1	DESTINATION 3	DESTINATION 5	DESTINATION 6	DESTINATION 9
Number of Visitor Guides directly distributed	30,486	16,418	14,727	6,853	10,661	40,595	4,739	535	7,956	3,266	5,253
Economic impact of incremental trips	\$1,690,274	\$651,641	\$662,244	\$324,261	\$208,706	\$2,273,137	\$345,182	\$15,475	\$400,853	\$249,836	\$198,910
Economic impact of lengthened trips	\$566,801	\$429,712	\$398,757	\$230,892	\$196,317	\$910,106	\$33,479	\$5,867	\$108,706	\$83,295	\$114,627
<b>Economic impact of visitor guide program</b>	<b>\$2,257,075</b>	<b>\$1,081,353</b>	<b>\$1,061,001</b>	<b>\$555,153</b>	<b>\$405,024</b>	<b>\$3,183,243</b>	<b>\$378,661</b>	<b>\$21,341</b>	<b>\$509,559</b>	<b>\$333,131</b>	<b>\$313,538</b>

*Note: Destinations 2, 4, 7, 8 and 10 are major U.S. cities.  
Destinations 1, 3, 5, 6, and 9 are smaller cities, rural areas or boutique destinations.*

A complete summary of comparative findings is available through the WACVB.

## Graphical Presentation of Base Survey Questions

In this section, we present the findings of the survey’s base questions in the order they were asked. This section includes the non-demographic questions—those related to respondent opinions and behaviors. A brief written analysis is included for each chart. The charts in this section are presented in one of two ways:

- 1) The Eugene, Cascades & Coast region compared to each of the destinations who participated in the study.
- 2) The Eugene, Cascades & Coast region compared to the average for all destinations who participated in the study.

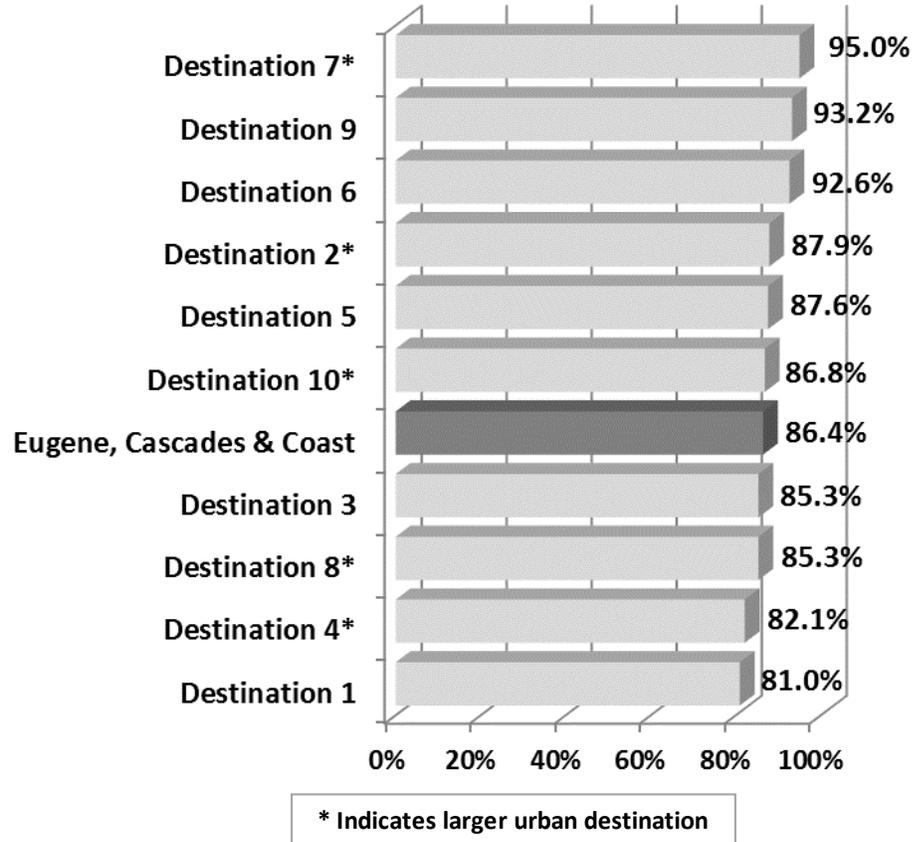
For charts in which the Eugene, Cascades & Coast region is compared to each of the participating destinations, destinations with an asterisk (i.e., Destination 2\*), are distinguished as larger urban destinations.

***Please note: Data presented in this section represents the top-line data collected from all survey respondents. As data from subsamples were frequently used in the calculation of the ROI metrics presented in Sections 2 and 3, the reader should use caution in making comparisons back to the ROI discussion presented earlier.***

## Recall of Receipt of Visitor Guide

The first question in the base survey asked respondents if they recalled receiving the Eugene, Cascades & Coast Official Visitor Guide. The chart below shows the proportion of survey respondents who recall receiving each destination's visitor guide in the mail. Of all destinations who participated in the WACVB DMO Visitor Guide User and Conversion Study, at least 81.0 percent or more recalled receipt of the visitor guide. 86.4 percent of respondents to the Eugene, Cascades & Coast Official Visitor Guide Survey remembered receiving the guide in the mail.

**Figure 4.1: Do you recall receiving a copy of the Eugene, Cascades & Coast Official Visitor Guide in the mail? (Percent of respondents saying “Yes”)**



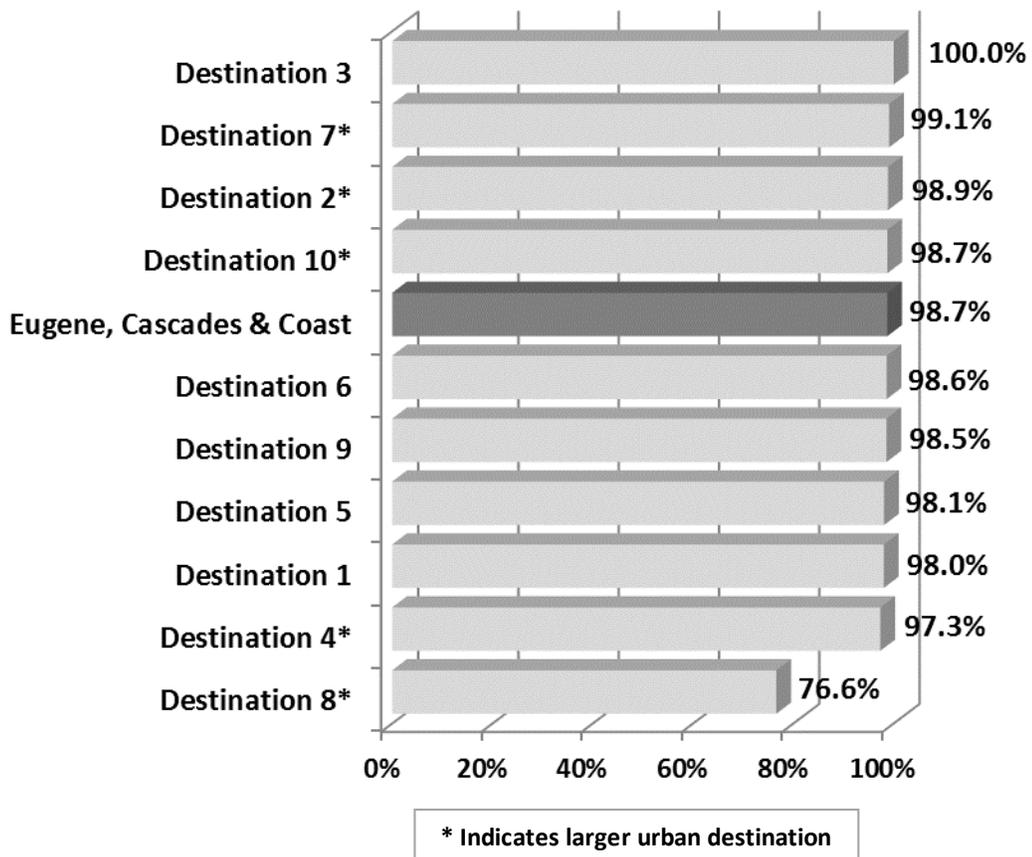
**FIGURE 4.1** - Question: Do you recall receiving a copy of the Eugene, Cascades & Coast Official Visitor Guide in the mail?  
Base: All respondents. 9,611 (All Destinations) and 632 (Eugene, Cascades & Coast) completed surveys.

## Read Visitor Guide

Survey respondents who recalled receiving the Eugene, Cascades & Coast Official Visitor Guide were then asked if they read or looked through the guide. The chart below shows the proportion of survey respondents who read or looked through the destination visitor guide that they received in the mail. 98.7 percent of Eugene, Cascades & Coast Official Visitor Guide recipients who remembered receiving the guide, in fact, read or looked through it.

**NOTE:** Survey respondents who both recalled receipt of the Eugene, Cascades & Coast Official Visitor Guide and read or looked through it are hereafter referred to as “Visitor Guide users.”

**Figure 4.2: Did you read (or look through) the Eugene, Cascades & Coast Official Visitor Guide that was sent to you? (Percent of respondents saying “Yes”)**

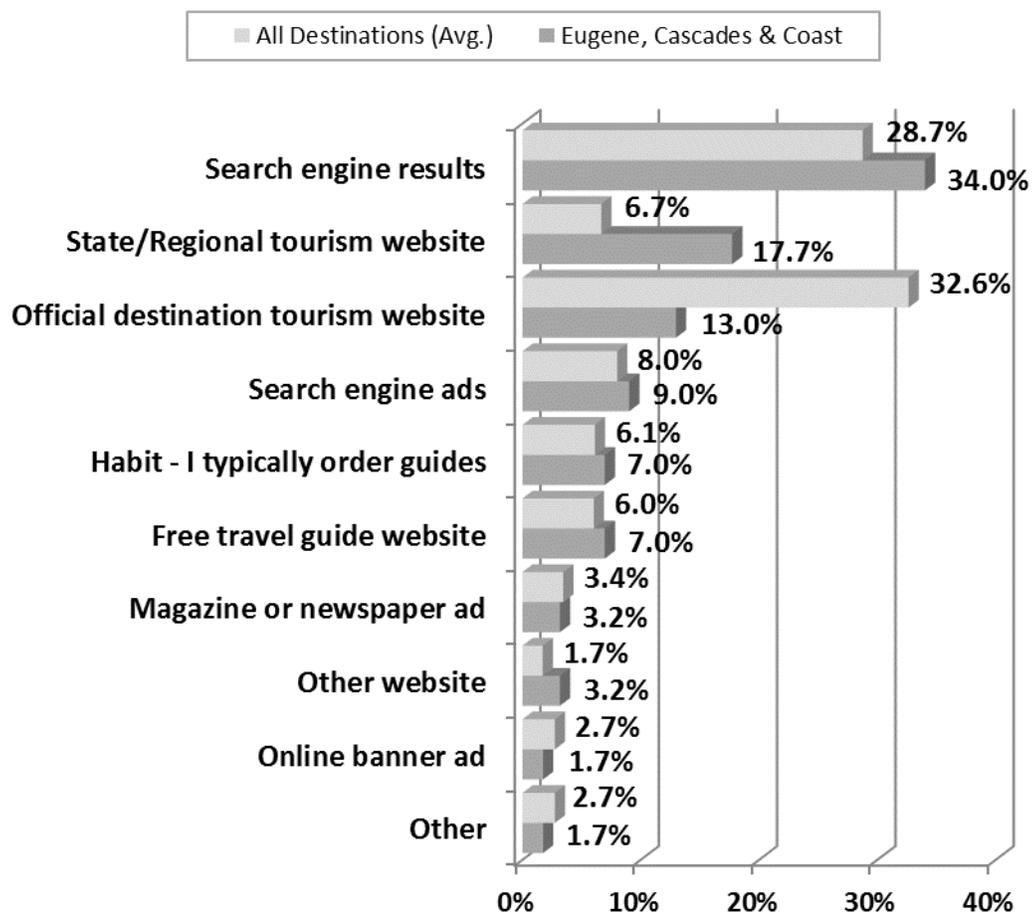


**FIGURE 4.2** - Question: Did you read (or look through) the Eugene, Cascades & Coast Official Visitor Guide that was sent to you? Base: Respondents who recall receiving the Visitor Guide. 8,457 (All Destinations) and 546 (Eugene, Cascades & Coast) completed surveys.

## How Guide Recipient Initially Learned About Visitor Guide

All survey respondents were asked how they initially learned about the Eugene, Cascades & Coast Official Visitor Guide. The chart below shows the percentage of Eugene, Cascades & Coast Official Visitor Guide Survey respondents who selected each source, compared to the average for all participating destinations. Highlighting the importance of search engine marketing, respondents primarily learned about the guide via a search engine result (34.0%) or ad (9.0%). About one third of Eugene, Cascades & Coast Official Visitor Guide Survey respondents initially learned about the guide through a state or regional tourism website (17.7%) or the Eugene, Cascades & Coast official destination tourism website (13.0%).

**Figure 4.3: How did you initially learn about our Official Visitor Guide? (Select one)**



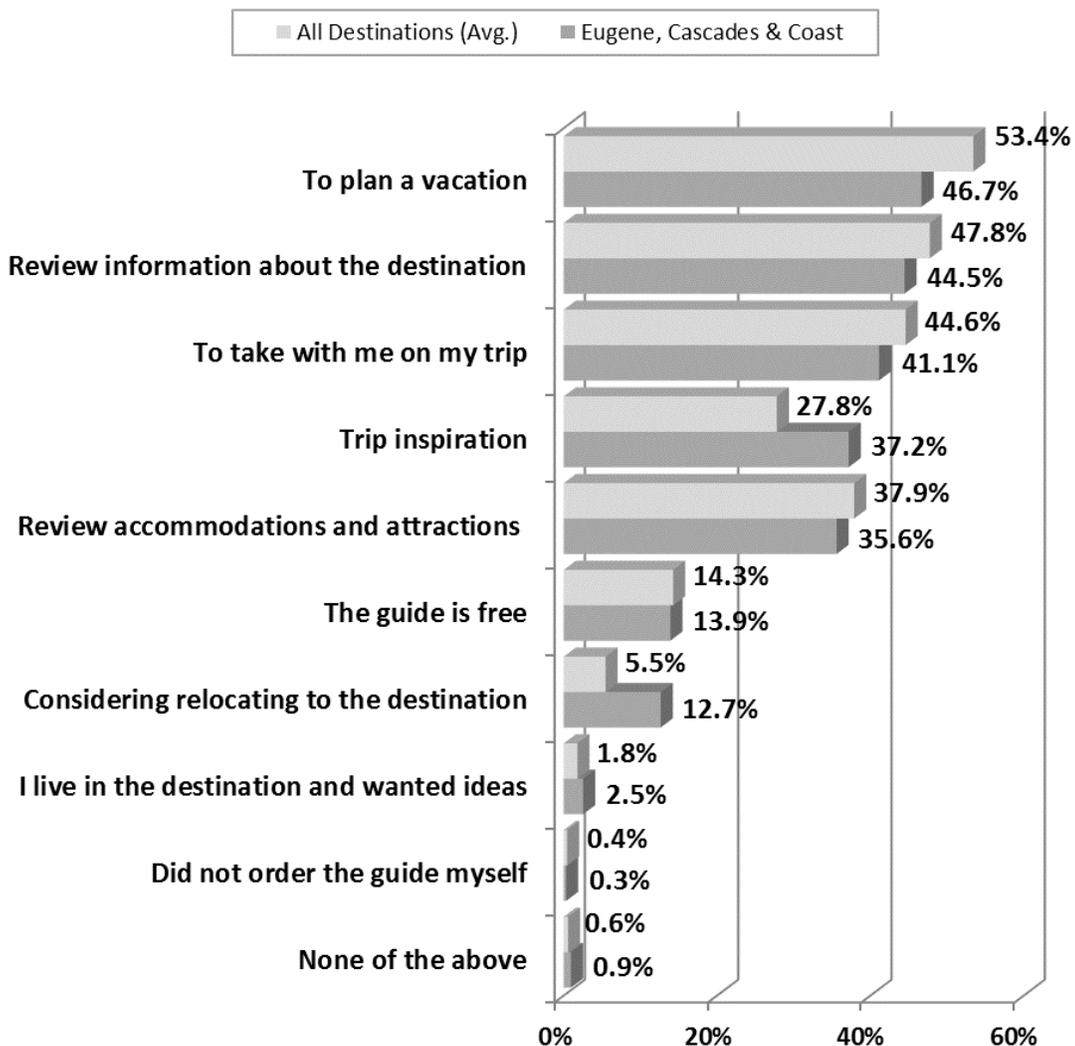
0

**FIGURE 4.3** - Question: How did you initially learn about our Official Visitor Guide? (Select one). Base: All respondents. 9,611 (All Destinations) and 632 (Eugene, Cascades & Coast) completed surveys.

## Reasons for Ordering Visitor Guide

Visitor Guide requestors were asked about their motivations for ordering the guide. Eugene, Cascades & Coast Visitor Guide requestors primarily order the guide to help plan their vacation (46.7%) and to review information about the Eugene, Cascades & Coast region (44.5%).

**Figure 4.4: Which of the following describes your reason(s) for ordering the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply)**

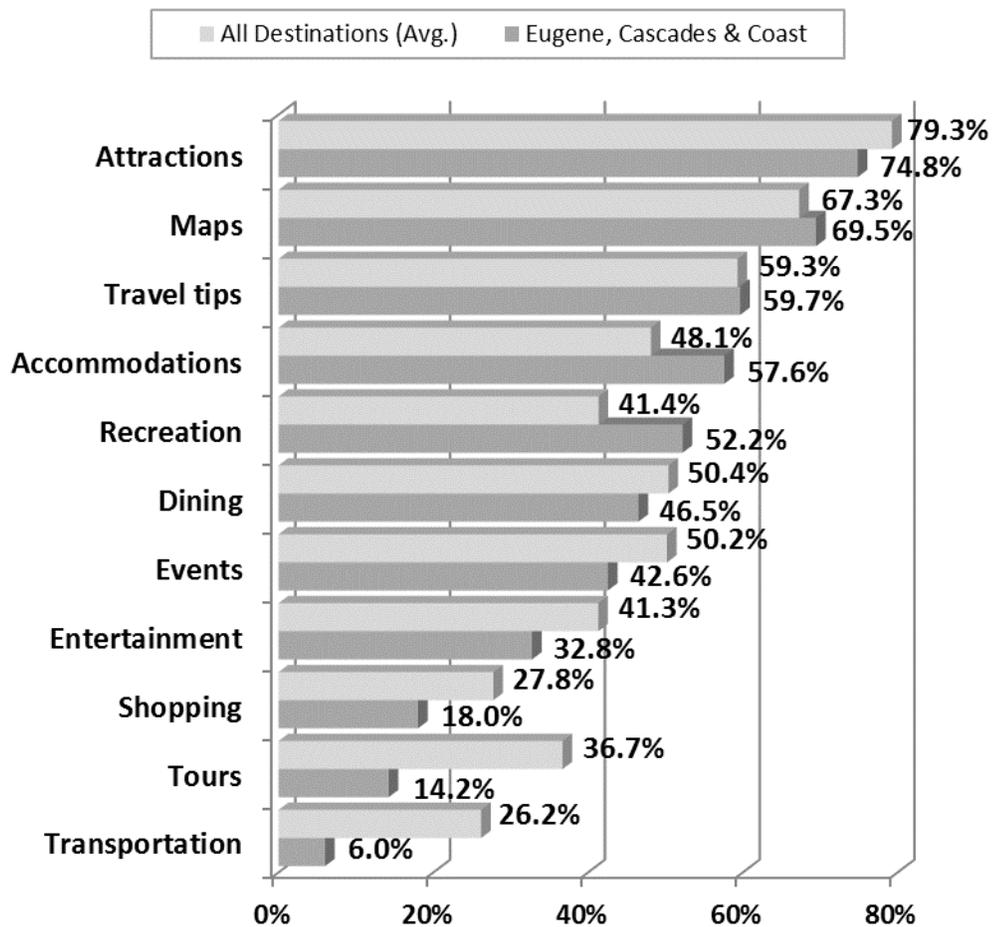


**FIGURE 4.4** - Question: Which of the following describes your reason(s) for ordering the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply) Base: All respondents. 9,611 (All Destinations) and 632 (Eugene, Cascades & Coast) completed surveys.

## Information Sought when Ordering Visitor Guide

At the time of ordering the Eugene, Cascades & Coast Official Visitor Guide, the significant majority of requestors was specifically seeking content on attractions (74.8%), access to maps (69.5%) and travel tips (59.7%).

**Figure 4.5: Which types of information were you specifically seeking when you ordered the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply)**

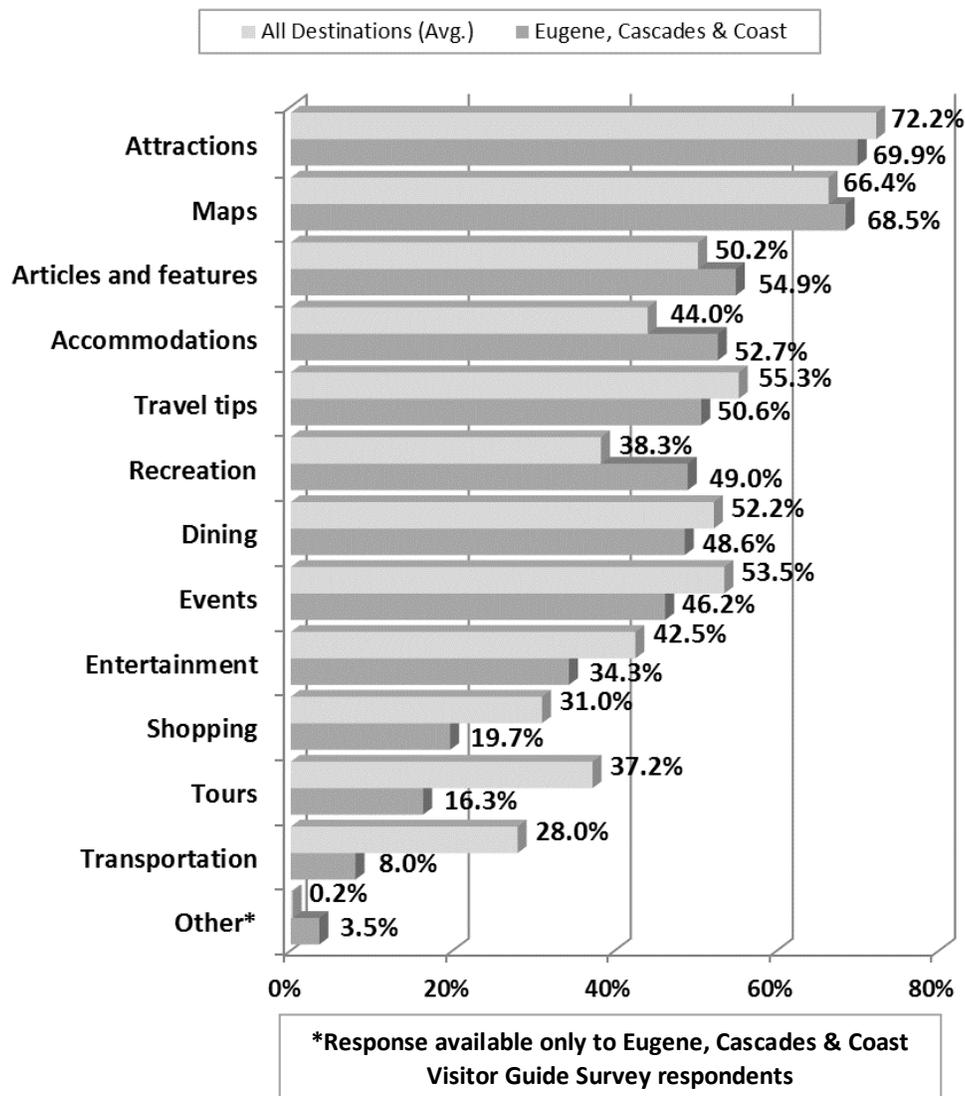


**FIGURE 4.5** - Question: Which types of information were you specifically seeking when you ordered the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply) Base: All respondents. 9,611 (All Destinations) and 632 (Eugene, Cascades & Coast) completed surveys.

## Content Accessed in Visitor Guide

In terms of the content users actually accessed in the Visitor Guide, similar to the information sought when the guide was ordered, Eugene, Cascades & Coast Visitor Guide users primarily reviewed information on attractions (69.9%) and maps (68.5%). Articles and features (54.9%) and accommodations (52.7%) were also accessed.

**Figure 4.6: Which types of content and other information contained in the Eugene, Cascades & Coast Official Visitor Guide did you read or review?**

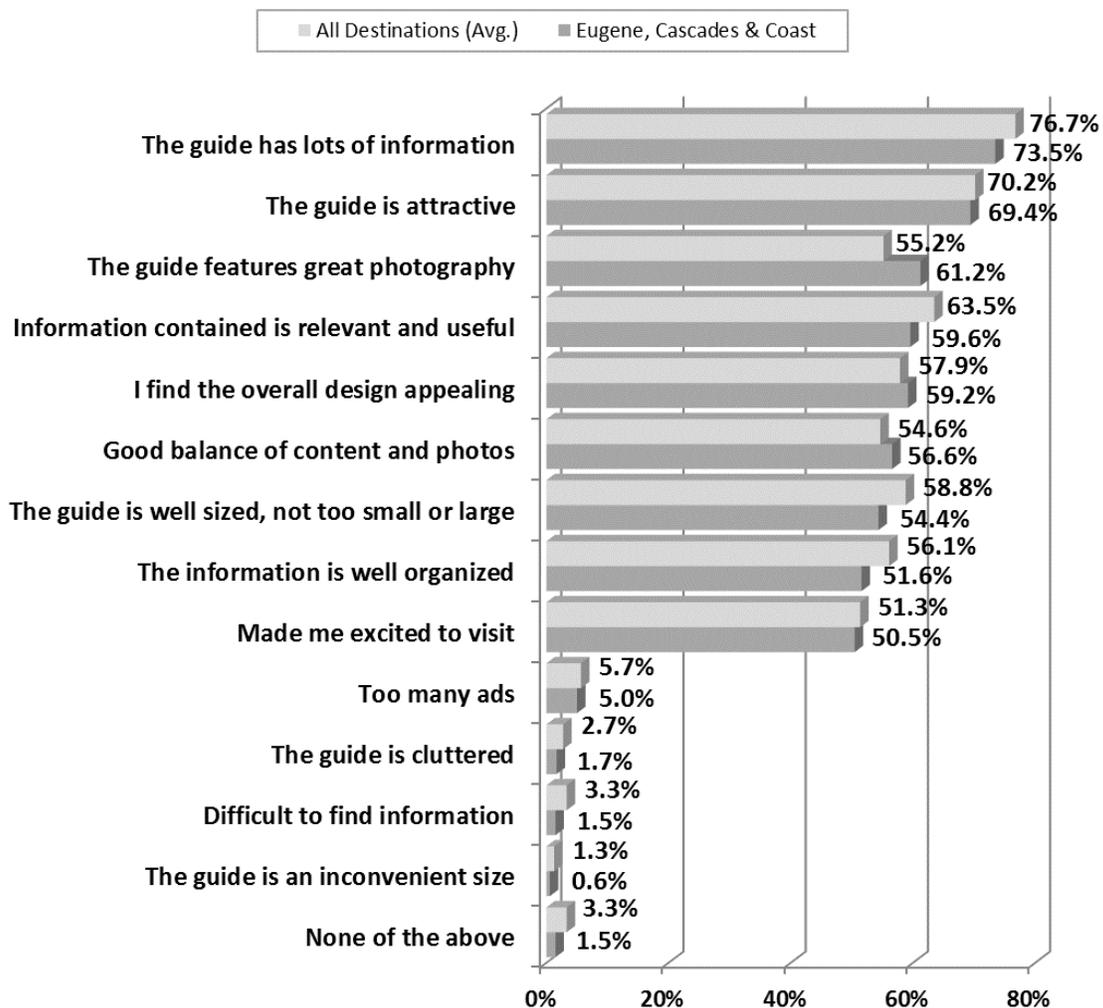


**FIGURE 4.6** - Question: Which types of content and other information contained in the Eugene, Cascades & Coast Official Visitor Guide did you read or review? Base: Visitor Guide users. 8,201 (All Destinations) and 539 (Eugene, Cascades & Coast) completed surveys.

## Evaluation of Visitor Guide’s Design and Layout

Presented with a list of statements about the Visitor Guide's design, layout, and presentation, Visitor Guide users were asked to select those with which they "Agree" or "Strongly agree." The Eugene, Cascades & Coast Official Visitor Guide is most commonly considered to have “lots of information” (73.5%), is “attractive” (69.4%), and contains “great photography” content (61.2%).

**Figure 4.7: Which of the following statements do you agree or strongly agree with to describe the design, layout and presentation of the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply)**

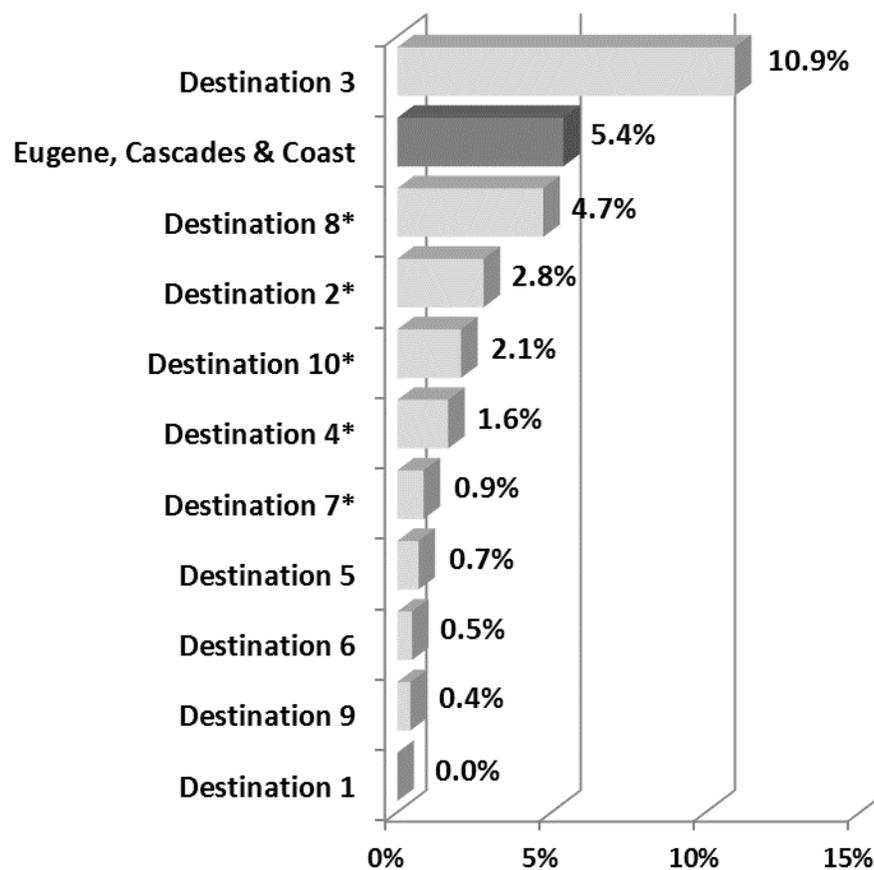


**FIGURE 4.7** - Question: Which of the following statements do you agree or strongly agree with to describe the design, layout and presentation of the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply) Base: Visitor Guide users. 8,201 (All Destinations) and 539 (Eugene, Cascades & Coast) completed surveys.

## Eugene, Cascades & Coast Residence

5.4 percent of Eugene, Cascades & Coast Visitor Guide users surveyed resides in the Eugene, Cascades & Coast region. As residents are not, by definition, potential visitors to the Eugene, Cascades & Coast region, survey respondents who were locals then moved on to the demographic questions at the end of the survey.

**Figure 4.8: Do you currently live in the Eugene, Cascades & Coast region? (Percent of respondents saying “Yes”)**



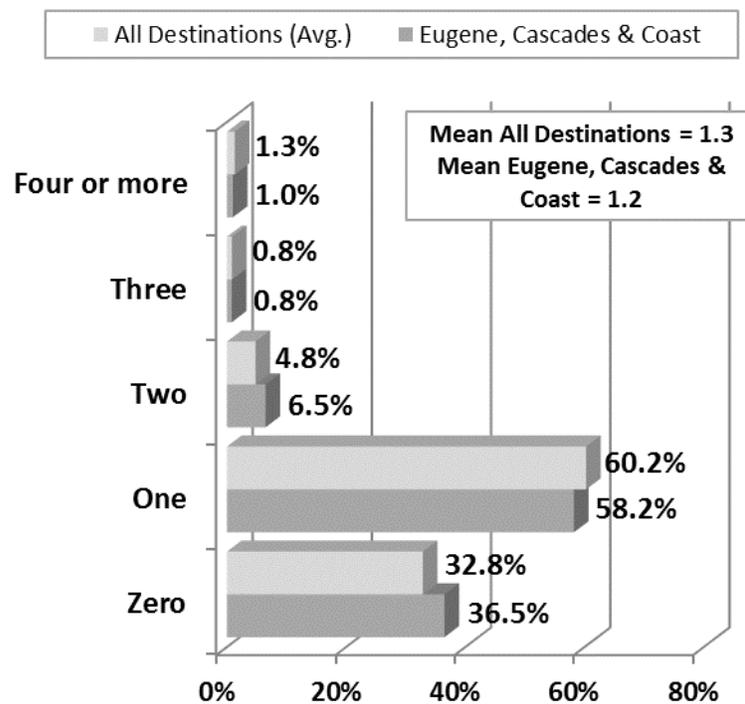
\* Indicates larger urban destination

**FIGURE 4.8** - Question: Do you currently live in the Eugene, Cascades & Coast region? Base: Visitor Guide users. 8,196 (All Destinations) and 539 (Eugene, Cascades & Coast) completed surveys.

## Trips to Eugene, Cascades & Coast after Receiving Visitor Guide

66.4 percent of non-local Visitor Guide users took at least one trip to the Eugene, Cascades & Coast region after receiving the Visitor Guide. The mean number of trips taken to the Eugene, Cascades & Coast region after receiving the guide is 1.2.

**Figure 4.9:** Since receiving your Eugene, Cascades & Coast Official Visitor Guide, how many trips to the Eugene, Cascades & Coast region have you made?

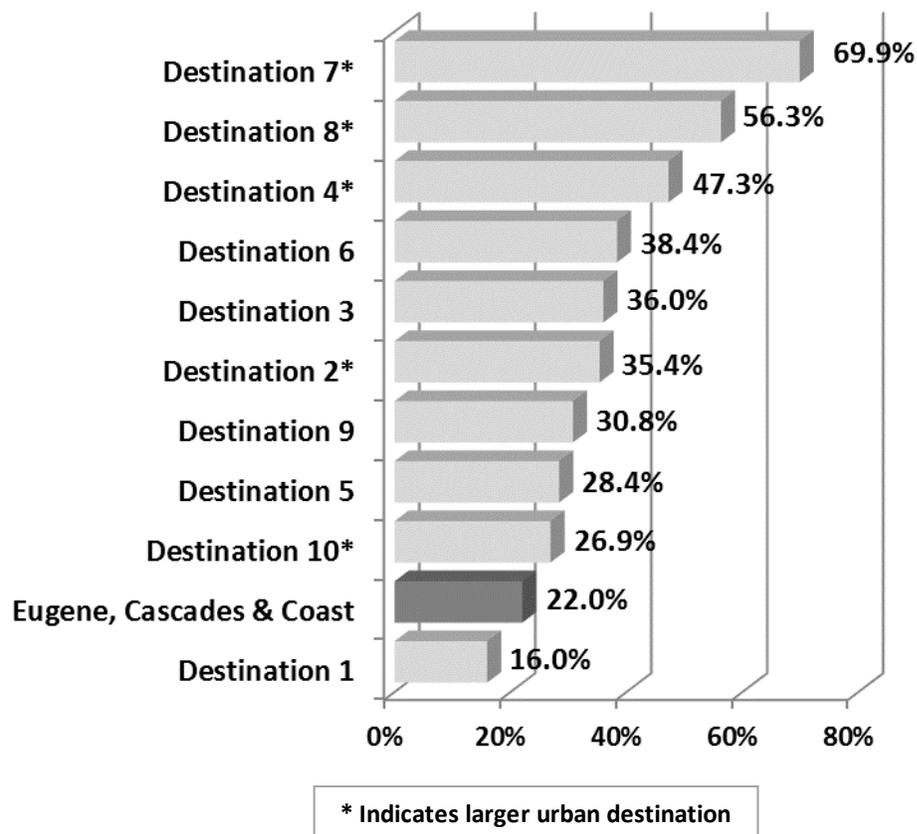


**FIGURE 4.9-** Question: Since receiving your Eugene, Cascades & Coast Official Visitor Guide, how many trips to the Eugene, Cascades & Coast region have you made? Base: Visitor Guide users who live outside the Eugene, Cascades & Coast region. 8,034 (All Destinations) and 510 (Eugene, Cascades & Coast) completed surveys.

## Future Travel Plans to Eugene, Cascades & Coast

To gauge future travel intentions, Visitor Guide users who had not yet traveled to the Eugene, Cascades & Coast region since receiving the guide were asked if they had firm plans to visit. 22.0 percent of this group indeed had plans to travel to the Eugene, Cascades & Coast region. While firm plans does not guarantee that a visit will occur, it is another indicator that the strong majority of those that order the Visitor Guide end up traveling to the Eugene, Cascades & Coast region.

**Figure 4.10: Have you made any firm travel plans for a trip to the Eugene, Cascades & Coast region yet? (Percent of respondents saying “Yes”)**

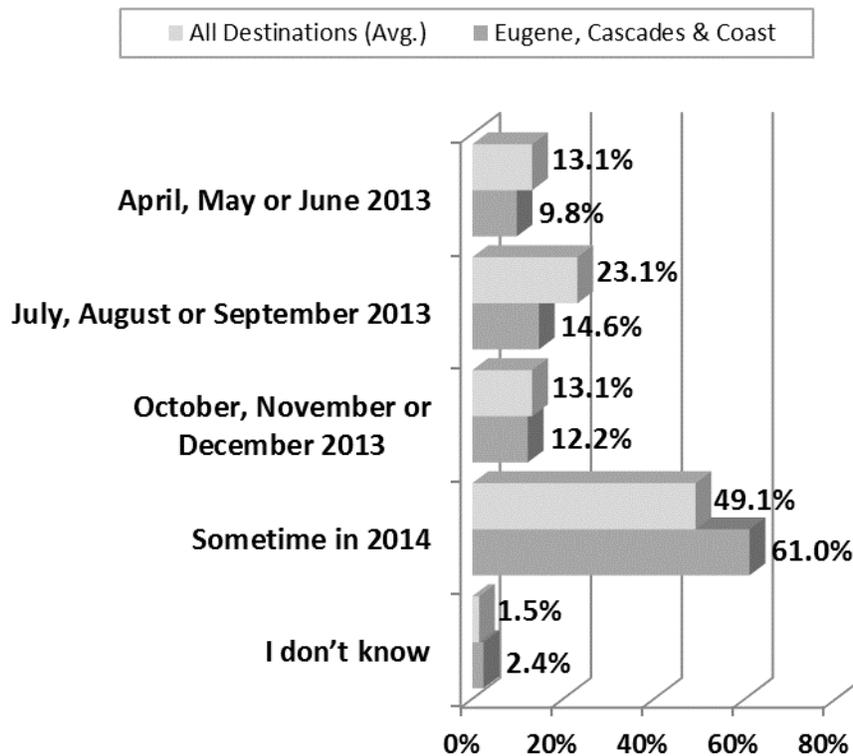


**FIGURE 4.10** - Question: Have you made any firm travel plans for a trip to the Eugene, Cascades & Coast region yet? Base: Visitor Guide users who did not travel to the Eugene, Cascades & Coast region. 2,639 (All Destinations) and 186 (Eugene, Cascades & Coast) completed surveys.

## Date of Future Planned Travel to Eugene, Cascades & Coast

Visitor Guide users who had not yet made a trip to the Eugene, Cascades & Coast region but reported having firm plans to travel were asked when they planned to visit. 61.0 percent intended to travel to the Eugene, Cascades & Coast region in 2014.

**Figure 4.11: When do you plan to visit the Eugene, Cascades & Coast region?**

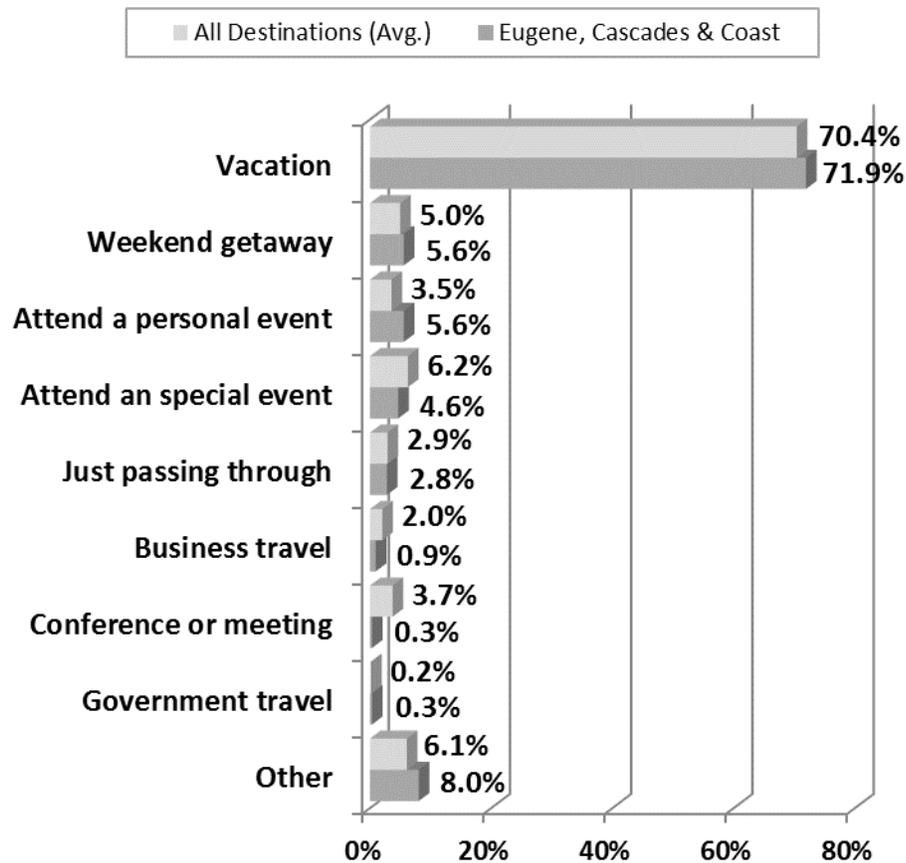


**FIGURE 4.11** - Question: When do you plan to visit the Eugene, Cascades & Coast region? Base: Visitor Guide users who did not travel to the Eugene, Cascades & Coast region but have firm plans to visit. 1,004 (All Destinations) and 41 (Eugene, Cascades & Coast) completed surveys.

## Type of Trip to Eugene, Cascades & Coast

Visitor Guide users who took a trip to the Eugene, Cascades & Coast region after receipt of the guide were asked a series of questions about their visit. The first of these asked survey respondents to characterize the primary reason for their trip. 71.9 percent of Eugene, Cascades & Coast Visitor Guide users came to the region for a vacation.

**Figure 4.12: Which of the following best describes the reason for your most recent trip to the Eugene, Cascades & Coast region? (Select one)**

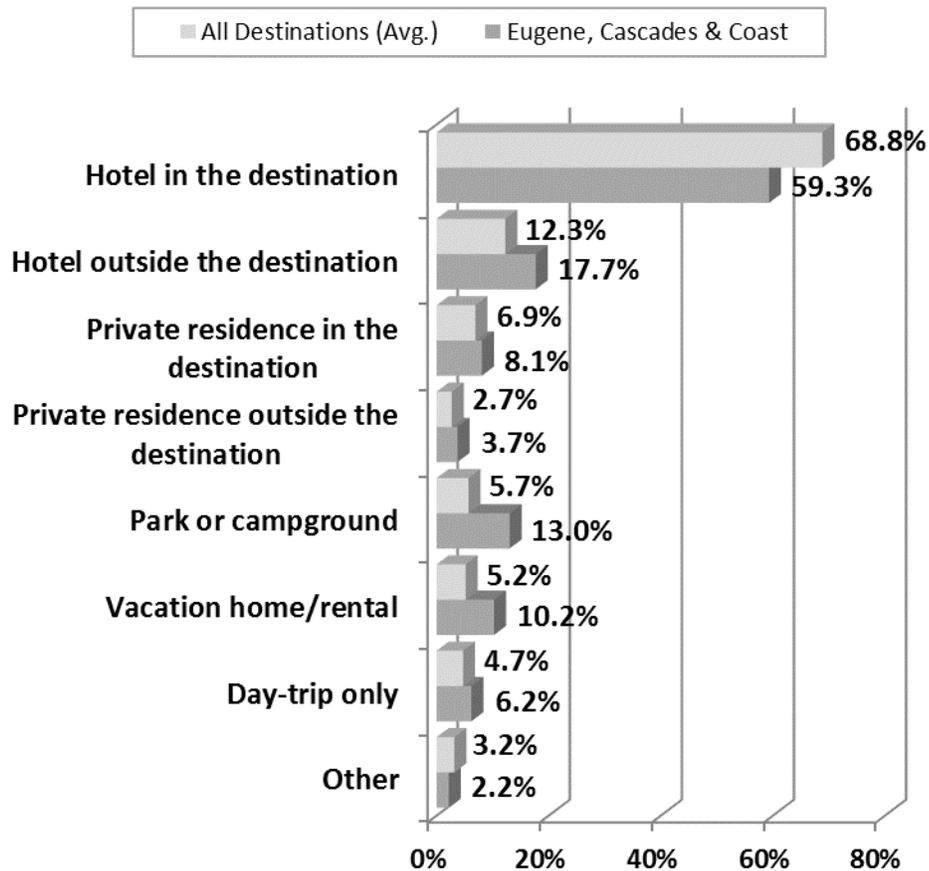


**FIGURE 4.12** - Question: Which of the following best describes the reason for your most recent trip to the Eugene, Cascades & Coast region? (Select one) Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,395 (All Destinations) and 324 (Eugene, Cascades & Coast) completed surveys.

## Place of Stay in Eugene, Cascades & Coast

Of Visitor Guide users who traveled to the Eugene, Cascades & Coast region after receiving the guide, 59.3 percent stayed in commercial lodging, such as a hotel or motel, in the Eugene, Cascades & Coast region during their trip. 17.7 percent stayed in commercial lodging outside of the Eugene, Cascades & Coast region. VFRs represented 11.8 percent of these visitors.

**Figure 4.13: While on this trip, where did you stay while in the Eugene, Cascades & Coast region? (Select all that apply)**

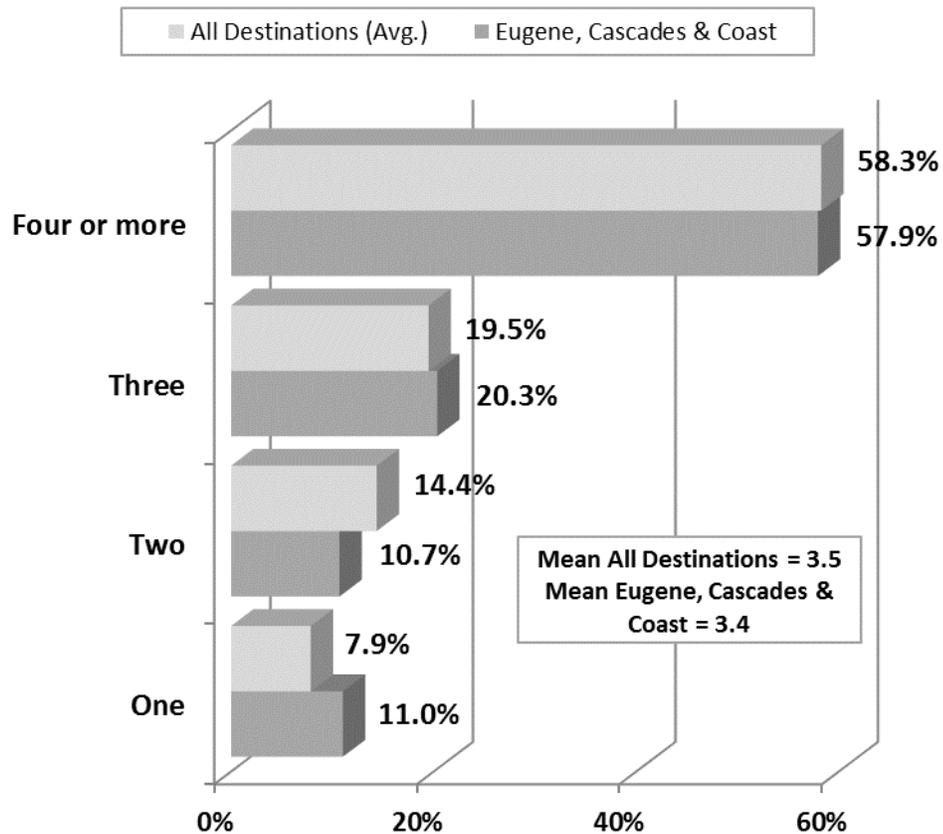


**FIGURE 4.13** - Question: While on this trip, where did you stay while in the Eugene, Cascades & Coast region? (Select all that apply) Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,385 (All Destinations) and 322 (Eugene, Cascades & Coast) completed surveys.

## Number of Days in Eugene, Cascades & Coast

Given the large proportion of Visitor Guide users who characterized their trip to the Eugene, Cascades & Coast region after receiving the guide as a “vacation,” 57.9 percent spent four or more days in the region. The typical trip to the Eugene, Cascades & Coast region was 3.4 days.

**Figure 4.14:** How many total days and nights did you spend in the Eugene, Cascades & Coast region on this trip?

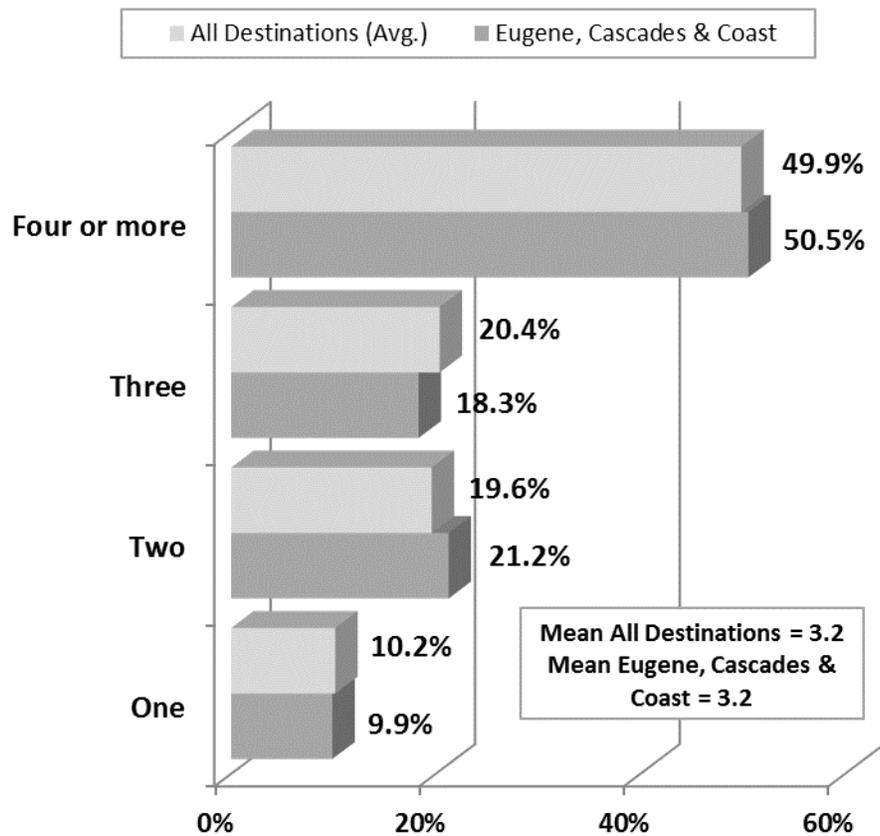


**FIGURE 4.14** - Question: How many total days and nights did you spend in the Eugene, Cascades & Coast region on this trip? Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,361 (All Destinations) and 290 (Eugene, Cascades & Coast) completed surveys.

## Number of Nights in Eugene, Cascades & Coast region

On average, Visitor Guide users who traveled to the Eugene, Cascades & Coast region spent 3.2 nights in the region.

**Figure 4.15: How many total days and nights did you spend in the Eugene, Cascades & Coast region on this trip?**

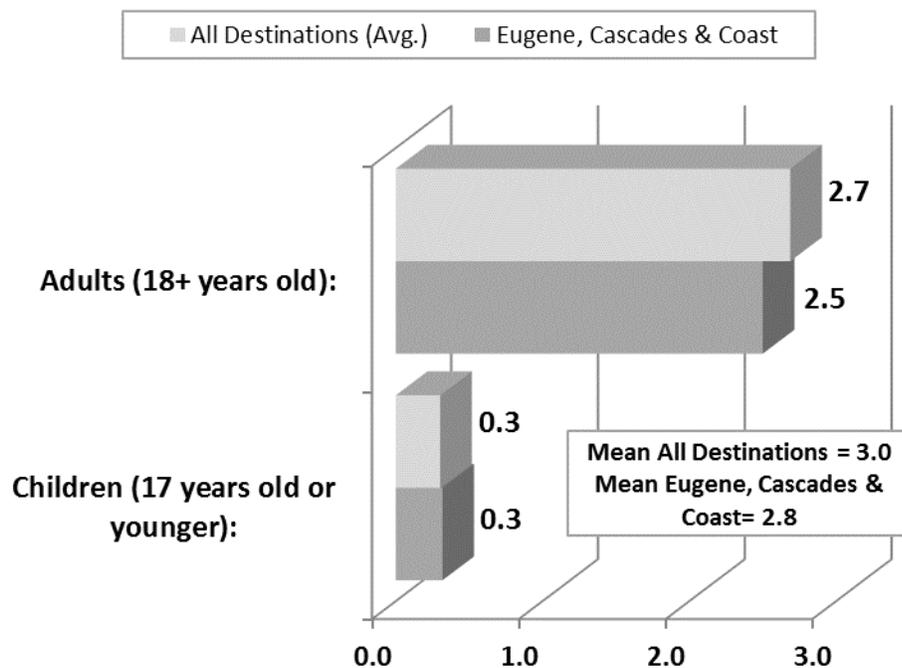


**FIGURE 4.15** - Question: How many total days and nights did you spend in the Eugene, Cascades & Coast region on this trip? Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,030 (All Destinations) and 273 (Eugene, Cascades & Coast) completed surveys.

# Travel Party Size

The average Visitor Guide user's travel party was comprised of 2.8 persons, primarily adults. 18.2 percent of Visitor Guide users who visited the Eugene, Cascades & Coast region after receipt of the guide traveled with children under 18.

**Figure 4.16: How many people were in your immediate travel party, including yourself? Please enter a numeric value in the fields below.**

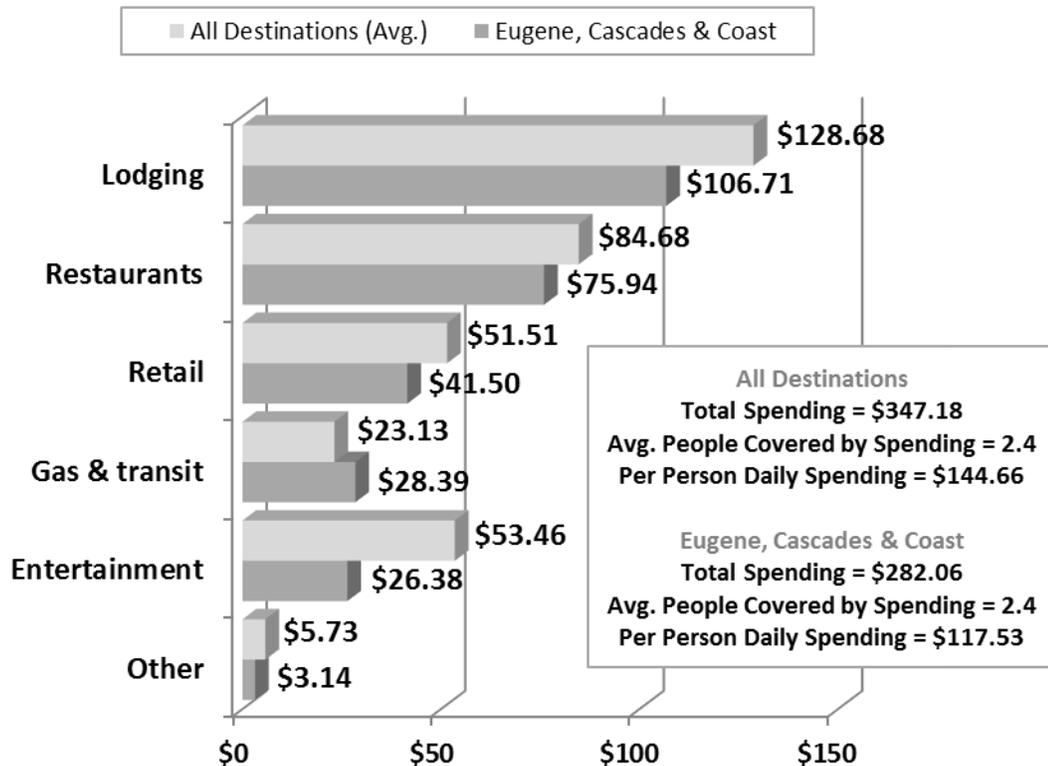


**FIGURE 4.16** - Question: How many people were in your immediate travel party, including yourself? Please enter a numeric value in the fields below. Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,398 (All Destinations) and 324 (Eugene, Cascades & Coast) completed surveys.

## Daily Spending in Eugene, Cascades & Coast

Visitor Guide users who traveled to the Eugene, Cascades & Coast region post-receipt of the guide were asked to report the total amounts they spent on trip-related items and services in the Eugene, Cascades & Coast region. The average traveler amongst this group spent \$282.06 in the Eugene, Cascades & Coast region each day. Considering the significant percentage of travelers who stayed in commercial lodging during their visit, the largest share of this spending was on lodging (\$106.71), followed by restaurants (\$75.94) and retail (\$41.50). This reported spending covered 2.4 people on average. Thus the per person daily spending for Visitor Guide users who travel to the Eugene, Cascades & Coast region is estimated to be \$117.53.

**Figure 4.17: While on this trip, approximately how much IN TOTAL did you spend PER DAY on each of the following while in the Eugene, Cascades & Coast region? (Please only INCLUDE spending inside the Eugene, Cascades & Coast region and EXCLUDE any spending made before arriving in the Eugene, Cascades & Coast region. Please enter numeric values in the fields below.)**

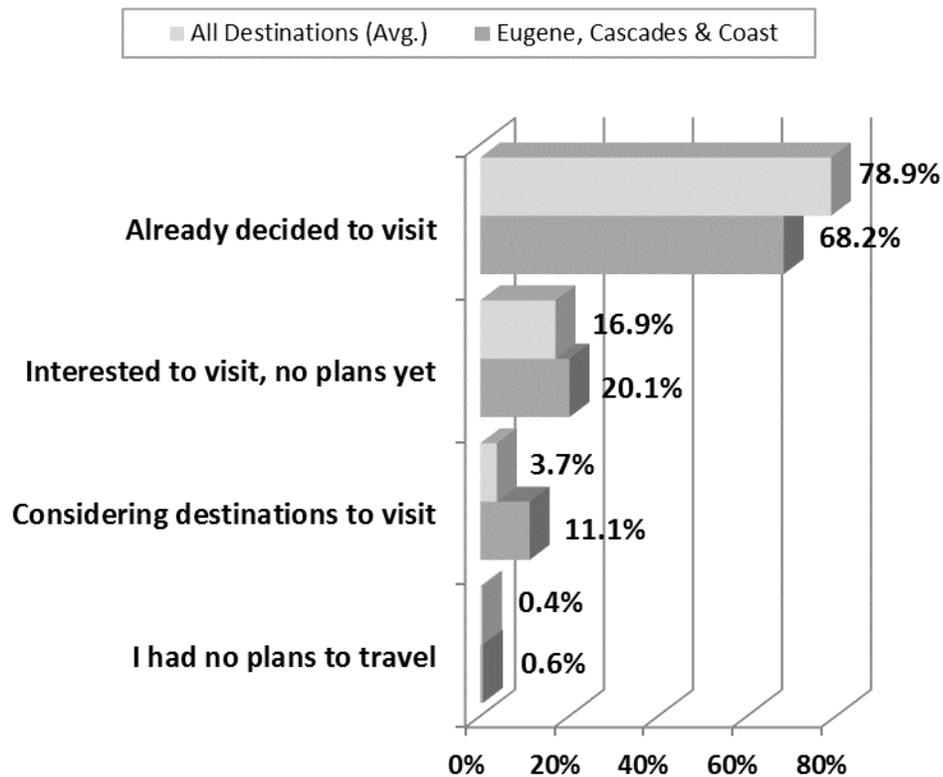


**FIGURE 4.17** - Question: While on this trip, approximately how much IN TOTAL did you spend PER DAY on each of the following while in the Eugene, Cascades & Coast region? (Please only INCLUDE spending inside the Eugene, Cascades & Coast region and EXCLUDE any spending made before arriving in the Eugene, Cascades & Coast region. Please enter numeric values in the fields below.) Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,398 (All Destinations) and 292 (Eugene, Cascades & Coast) completed surveys.

## Point in Destination Decision When Visitor Guide Was Received

Visitor Guide users who traveled to the Eugene, Cascades & Coast region for leisure after receiving the guide were asked which point in the destination decision process they were in when they received the guide. 31.8 percent were still undecided about taking a trip to the Eugene, Cascades & Coast region when they received the guide, and therefore subject to influence by the guide in making the ultimate decision to visit the region.

**Figure 4.18: When you received the Eugene, Cascades & Coast Official Visitor Guide, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision.**

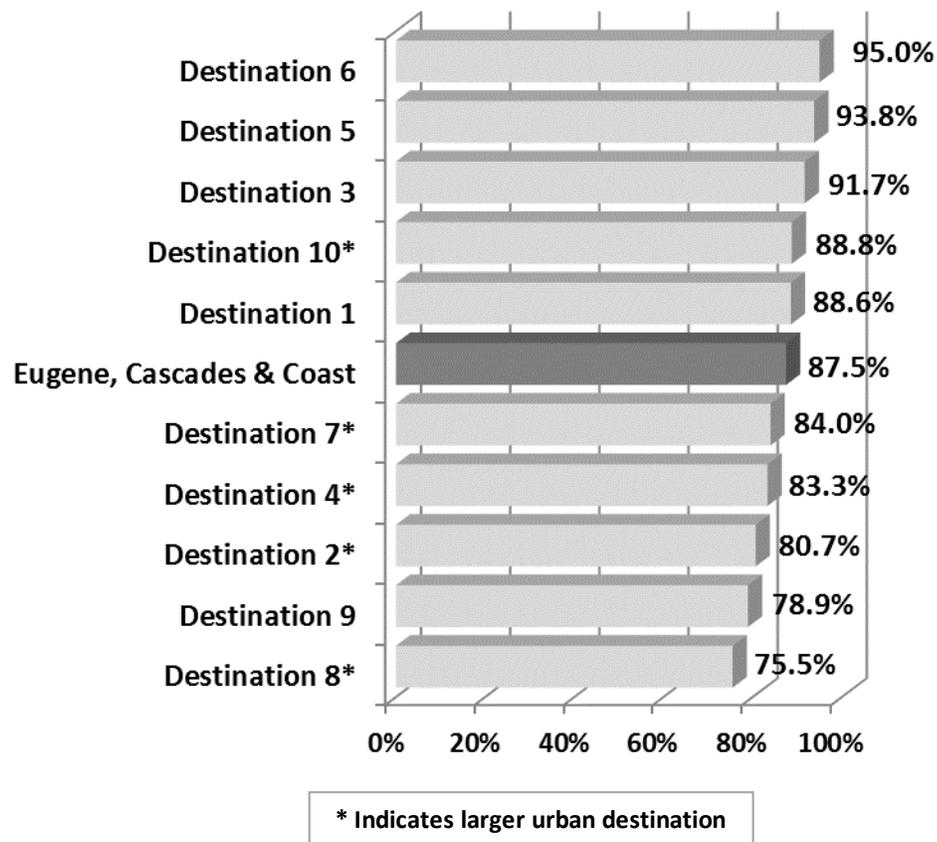


**FIGURE 4.18** - Question: When you received the Eugene, Cascades & Coast Official Visitor Guide, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision. Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,397 (All Destinations) and 324 (Eugene, Cascades & Coast) completed surveys.

## Impact of Visitor Guide on Destination Decision

Those who did not already have plans to travel to the Eugene, Cascades & Coast region when they received the Visitor Guide were asked if the guide ultimately helped them make the decision to visit the Eugene, Cascades & Coast region. 87.5 percent of these Visitor Guide users reported that the guide indeed helped them make the decision to visit the Eugene, Cascades & Coast region.

**Figure 4.19: Do you feel that the Eugene, Cascades & Coast Official Visitor Guide helped you make your decision to visit the Eugene, Cascades & Coast region? (Percent of respondents saying “Yes”)**

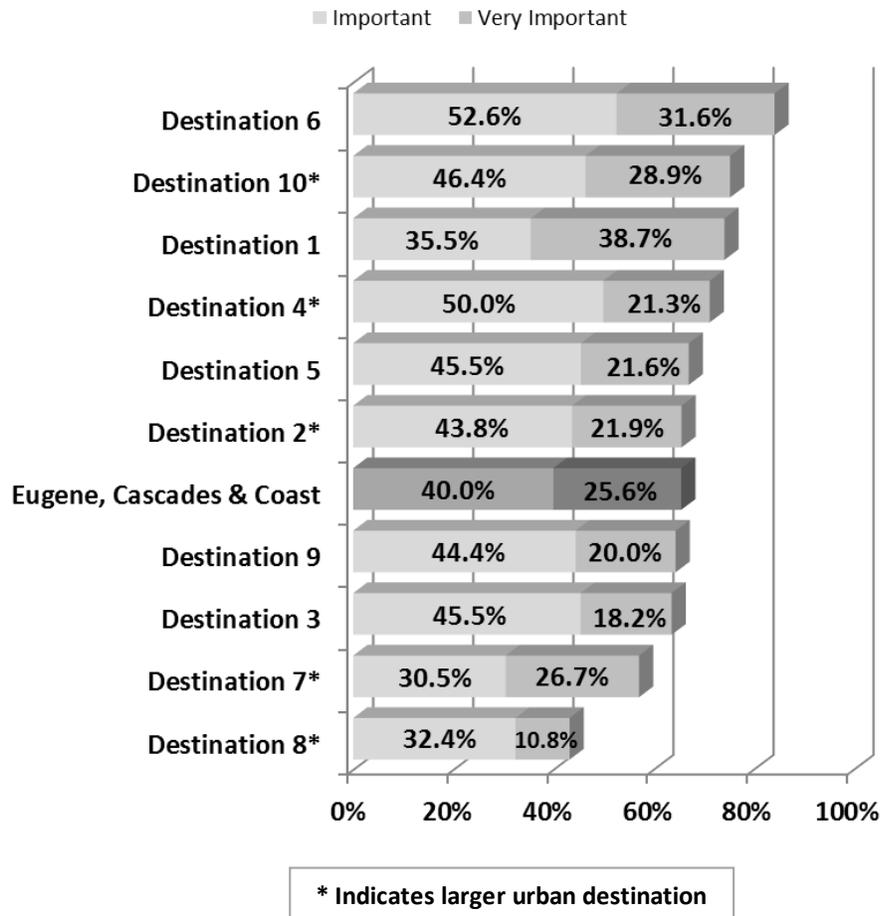


**FIGURE 4.19** - Question: Do you feel that the Eugene, Cascades & Coast Official Visitor Guide helped you make your decision to visit the Eugene, Cascades & Coast region? Base: Visitor Guide users who had not made the decision to visit the Eugene, Cascades & Coast region when receiving the Visitor Guide. 1,157 (All Destinations) and 104 (Eugene, Cascades & Coast) completed surveys.

## Importance of Visitor Guide to Destination Decision

Those who felt that the Eugene, Cascades & Coast Official Visitor Guide ultimately helped them make the decision to visit the Eugene, Cascades & Coast region were asked to use a 5-point scale to rate the relative importance of the guide to this decision. The chart below shows the percent that rated the guide as “Important” or “Very important.” In total, 65.6 percent of Eugene, Cascades & Coast Visitor Guide users who said the guide helped them make their decision to visit the region considered the guide to be “Important” (40.0%) or “Very important” (25.6%) to their destination decision.

**Figure 4.20: How important was the Eugene, Cascades & Coast Official Visitor Guide to you in making the decision to visit the Eugene, Cascades & Coast region? (Select one)**

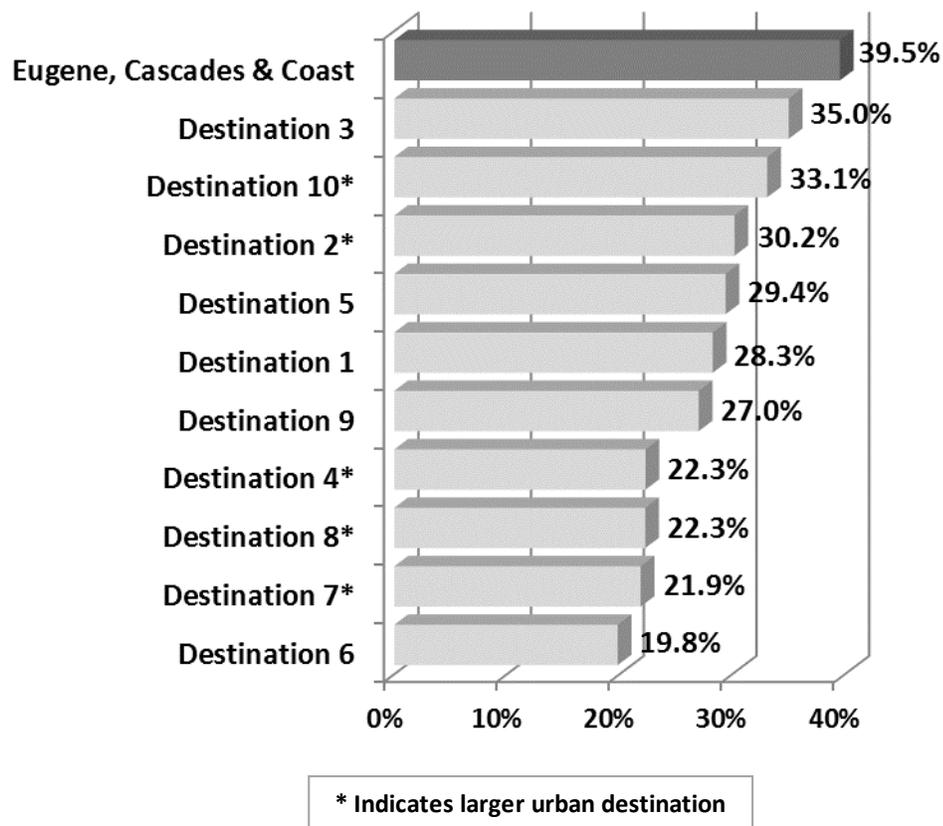


**FIGURE 4.20** - Question: How important was the Eugene, Cascades & Coast Official Visitor Guide to you in making the decision to visit the Eugene, Cascades & Coast region? (Select one) Base: Visitor Guide users who felt the Visitor Guide helped make the decision to visit the Eugene, Cascades & Coast region. 1,012 (All Destinations) and 90 (Eugene, Cascades & Coast) completed surveys.

## Influence of Visitor Guide on Length of Stay

Visitor Guide users who had already decided to visit the Eugene, Cascades & Coast region for leisure upon receipt of the guide and all business/group meetings travelers were asked if the guide in any way influenced the number of days they ultimately spent in the Eugene, Cascades & Coast region on their trip. 39.5 percent reported that the guide indeed influenced the number of days they spent in the Eugene, Cascades & Coast region.

**Figure 4.21: Do you feel that the Eugene, Cascades & Coast Official Visitor Guide in any way influenced the number of days you spent in the Eugene, Cascades & Coast region on this trip? (Percent of respondents saying “Yes”)**

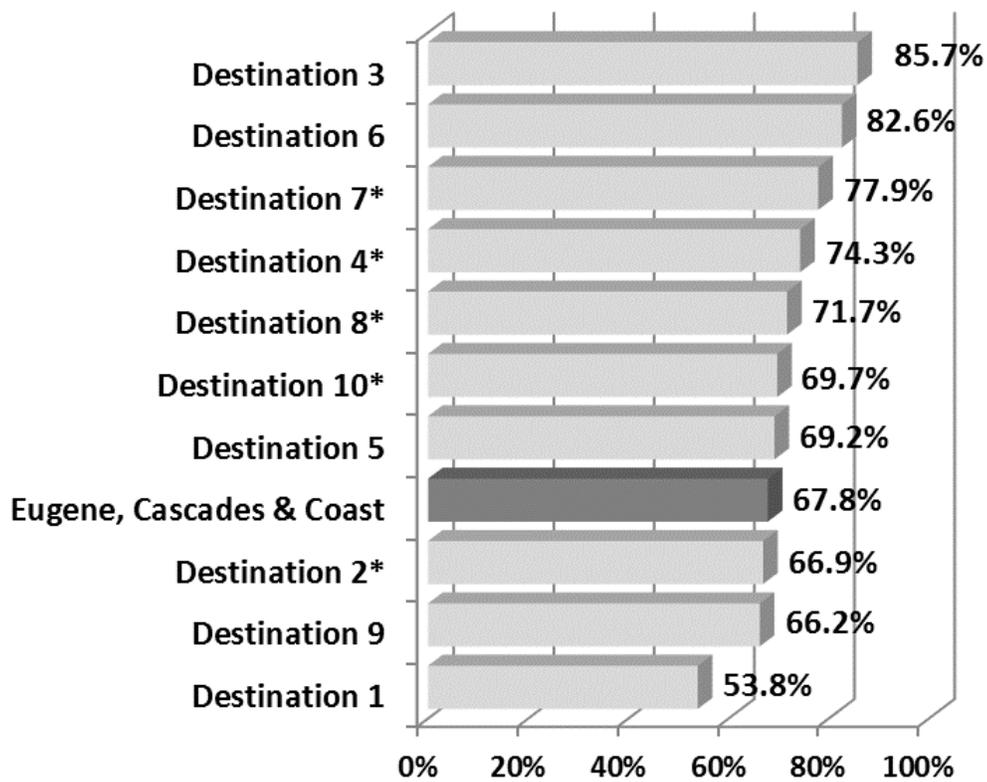


**FIGURE 4.21** - Questions: Do you feel that the Eugene, Cascades & Coast Official Visitor Guide in any way influenced the number of days you spent in the Eugene, Cascades & Coast region on this trip? Base: Visitor Guide users who already made the decision to visit the Eugene, Cascades & Coast region when receiving the Visitor Guide or said the Visitor Guide did not help make the decision to visit the Eugene, Cascades & Coast region. 4,385 (All Destinations) and 234 (Eugene, Cascades & Coast) completed surveys.

## How Visitor Guide Influenced Length of Stay

Of those who said that the Visitor Guide influenced the number of days they ultimately spent in the Eugene, Cascades & Coast region, 67.8 percent reported having increased their intended length of stay in the region as a result of using the Eugene, Cascades & Coast Official Visitor Guide.

**Figure 4.22: How did the Eugene, Cascades & Coast Official Visitor Guide influence the number of days you spent in the Eugene, Cascades & Coast region on this trip? (Select one) (Percent of respondents saying “Increased my length of stay”)**



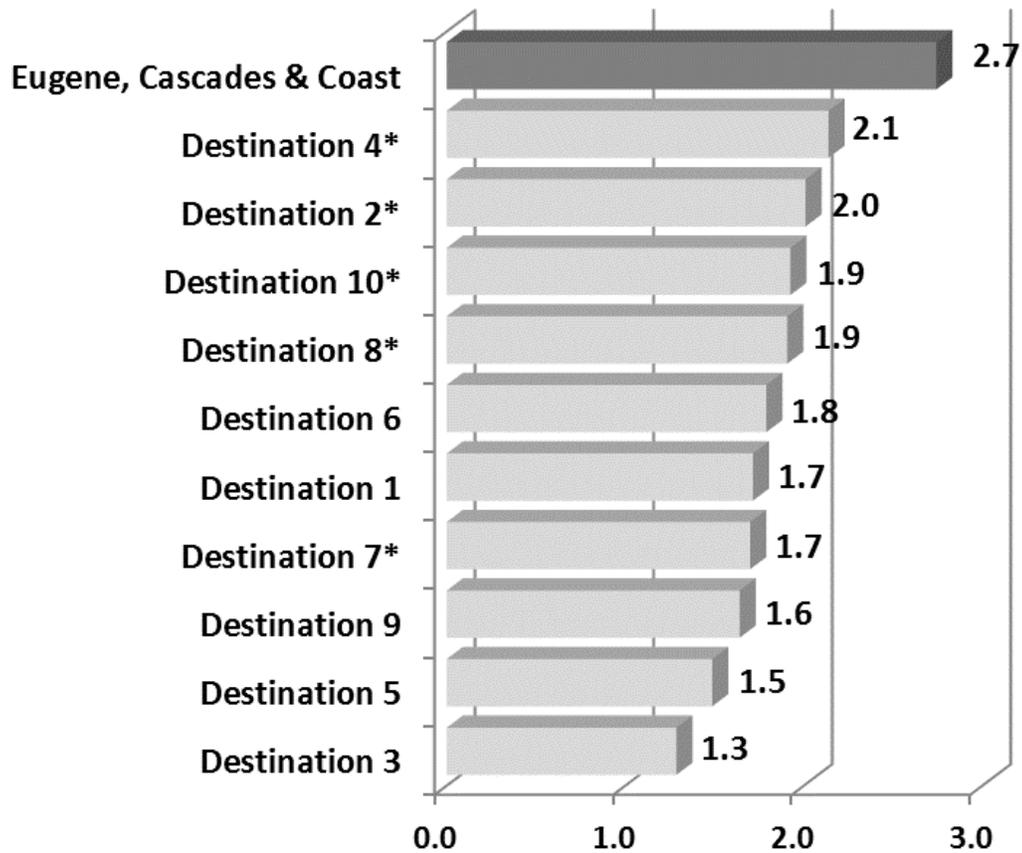
\* Indicates larger urban destination

**FIGURE 4.22** - Question: How did the Eugene, Cascades & Coast Official Visitor Guide influence the number of days you spent in the Eugene, Cascades & Coast region on this trip? (Select one) Base: Visitor Guide users who said the Visitor Guide influenced their length of stay in the Eugene, Cascades & Coast region. 1,223 (All Destinations) and 91 (Eugene, Cascades & Coast) completed surveys.

## Number of Trip Days Extended

Visitor Guide users who lengthened their intended stay in the Eugene, Cascades & Coast region as a result of using the guide were asked how many days they increased their trip. Visitor Guide users who increased their length of stay in the Eugene, Cascades & Coast region as a result of using the guide extended their trip by an average of 2.7 days.

**Figure 4.23:** How many days did you increase the length of your stay in the Eugene, Cascades & Coast region as a result of using the Official Visitor Guide?



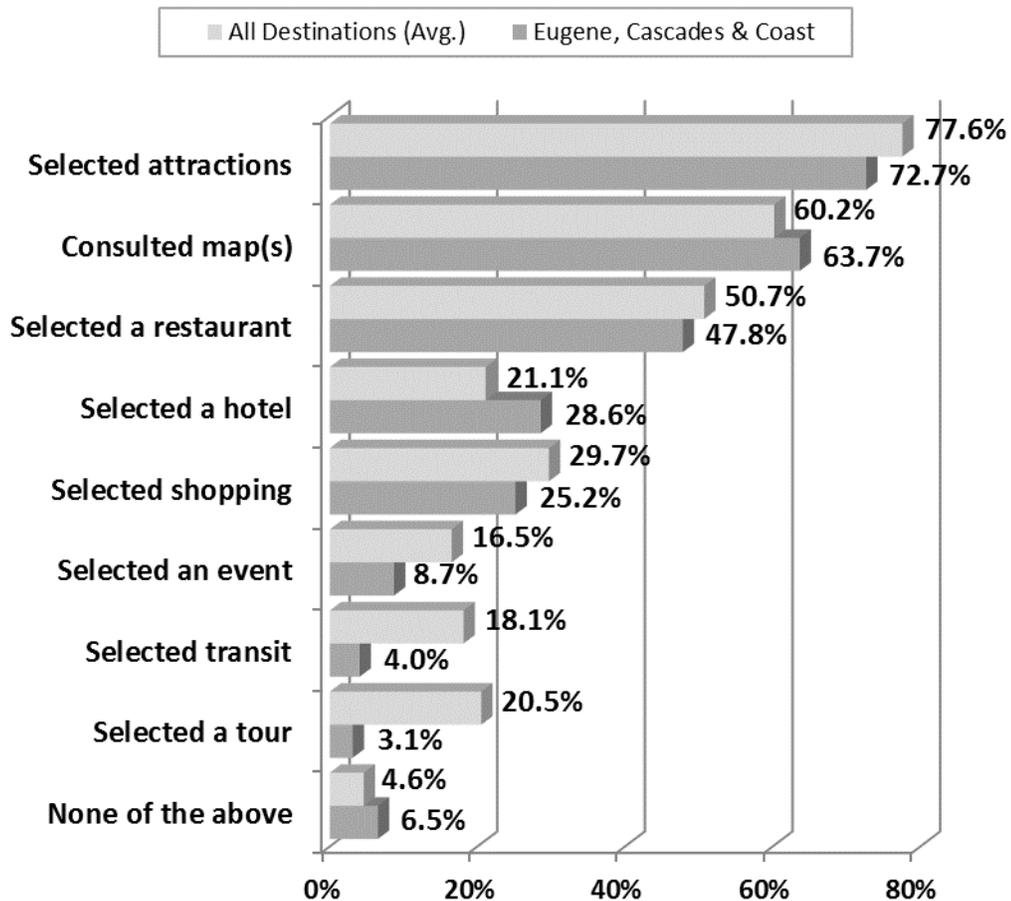
\* Indicates larger urban destination

**FIGURE 4.23** - Question: How many days did you increase the length of your stay in the Eugene, Cascades & Coast region as a result of using the Official Visitor Guide? Base: Visitor Guide users who said the Visitor Guide increased their length of stay in the Eugene, Cascades & Coast region. 864 (All Destinations) and 62 (Eugene, Cascades & Coast) completed surveys.

## Travel Decisions Based on Visitor Guide

Visitor Guide users who traveled to the Eugene, Cascades & Coast region post-receipt of the guide were asked which travel planning tasks they accomplished or travel decisions they made based on information they found in the guide. By far, the most common use of the Eugene, Cascades & Coast Official Visitor Guide was to select attractions (72.7%). The guide was also commonly used to consult maps (63.7%) and select restaurants (47.8%). 28.6 percent said they used the guide to select a hotel.

**Figure 4.24: Which of these travel planning decisions or tasks did you make or complete based on information from the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply)**

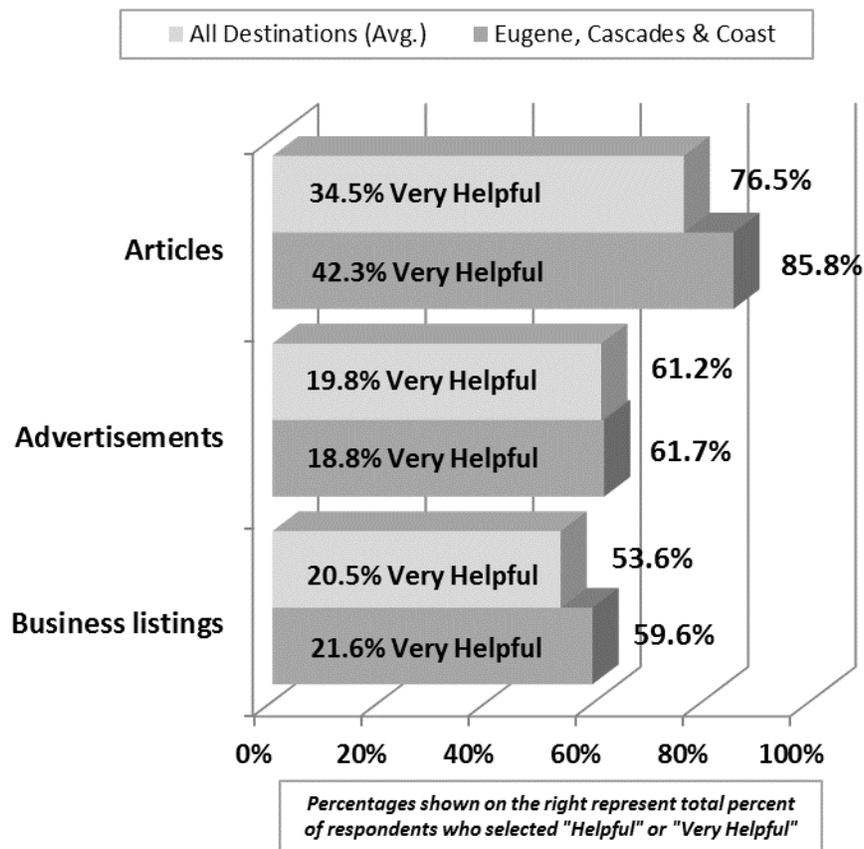


**FIGURE 4.24** - Question: Which of these travel planning decisions or tasks did you make or complete based on information from the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply) Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,390 (All Destinations) and 322 (Eugene, Cascades & Coast) completed surveys.

## Helpfulness of Visitor Guide Content

Visitor Guide users who traveled to the Eugene, Cascades & Coast region were asked to rate how helpful the articles, advertisements and business listings contained in the guide were to planning their Eugene, Cascades & Coast trip. The chart below shows the proportion of Visitor Guide users who considered each type of guide content to be "Helpful" or "Very helpful" for trip planning. The guide's articles were considered the most helpful overall, although 61.7 percent rated the guide's advertisements as helpful to their trip planning, as well.

**Figure 4.25: How helpful were each of the following types of Official Visitor Guide content in assisting you to plan your trip in the Eugene, Cascades & Coast region? Please use the scale from "Very unhelpful" to "Very helpful" below.**



**FIGURE 4.25** - Question: How helpful were each of the following types of Official Visitor Guide content in assisting you to plan your trip in the Eugene, Cascades & Coast region? Please use the scale from "Very unhelpful" to "Very helpful" below. Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,396 (All Destinations) and 324 (Eugene, Cascades & Coast) completed surveys.

## Travel Planning Resources Used Before Arriving

Visitor Guide users who traveled to the Eugene, Cascades & Coast region were presented with a list of resources and asked to identify which they used to help plan their trip before arrival and which they used while in the region. In addition to using the printed Official Visitor Guide (85.8%), these travelers also used printed maps (54.3%) and online maps (41.7%) to plan their trip prior to arriving in the Eugene, Cascades & Coast region.

**Figure 4.26: Which of the following resources did you use to plan your Eugene, Cascades & Coast trip, BEFORE ARRIVING in the Eugene, Cascades & Coast region? (Select all that apply)**

	All Destinations (Avg.)	Eugene, Cascades & Coast
Official Visitor Guide (printed)	81.3%	85.8%
Printed maps	39.9%	54.3%
Online maps	41.7%	41.7%
Official tourism website	42.4%	34.0%
Opinions of friends	24.7%	26.5%
Travelers' reviews of hotels	20.5%	20.4%
Official Visitor Guide (digital)	24.8%	17.6%
Visitor Information Center	22.1%	16.4%
Travelers' reviews of restaurants	15.3%	14.2%
Travelers' destination reviews	16.3%	13.3%
Commercial guidebook	14.8%	11.7%
Online travel agency	14.4%	10.5%
Mobile app	10.0%	9.0%
Direct mail piece	4.7%	8.6%
Travel or lifestyle magazine	7.5%	8.3%
Other travel-related e-mail	7.0%	8.0%
Official email newsletter	17.8%	7.4%
Travelers' itinerary or blog	9.9%	6.5%
Official Facebook page	4.7%	2.8%
Official YouTube channel	2.8%	2.8%
Newspaper travel section	3.4%	2.5%
Other Facebook content	2.2%	2.5%
Other online video	3.2%	2.2%
Travel agent	7.0%	1.5%
Travel related programming on TV	2.2%	0.3%
Official Twitter page	0.6%	0.3%
Other Twitter content	0.2%	0.0%
Travel related radio program	0.2%	0.0%
Sample Size	5396	324

**FIGURE 4.26** - Question: Which of the following resources did you use to plan your Eugene, Cascades & Coast trip, BEFORE ARRIVING in the Eugene, Cascades & Coast region? (Select all that apply) Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,396 (All Destinations) and 324 (Eugene, Cascades & Coast) completed surveys.

## Travel Planning Resources Used In-Market

In terms of the resources used for trip planning purposes while in the Eugene, Cascades & Coast region, Visitor Guide users most commonly consulted the printed Official Visitor Guide (76.2%), as well as printed maps (57.4%), online maps (21.9%) and the opinions of others (18.5%) to help plan their trip while in-market.

**Figure 4.27: Which of the following resources did you use for trip planning, WHILE IN the Eugene, Cascades & Coast region? (Select all that apply)**

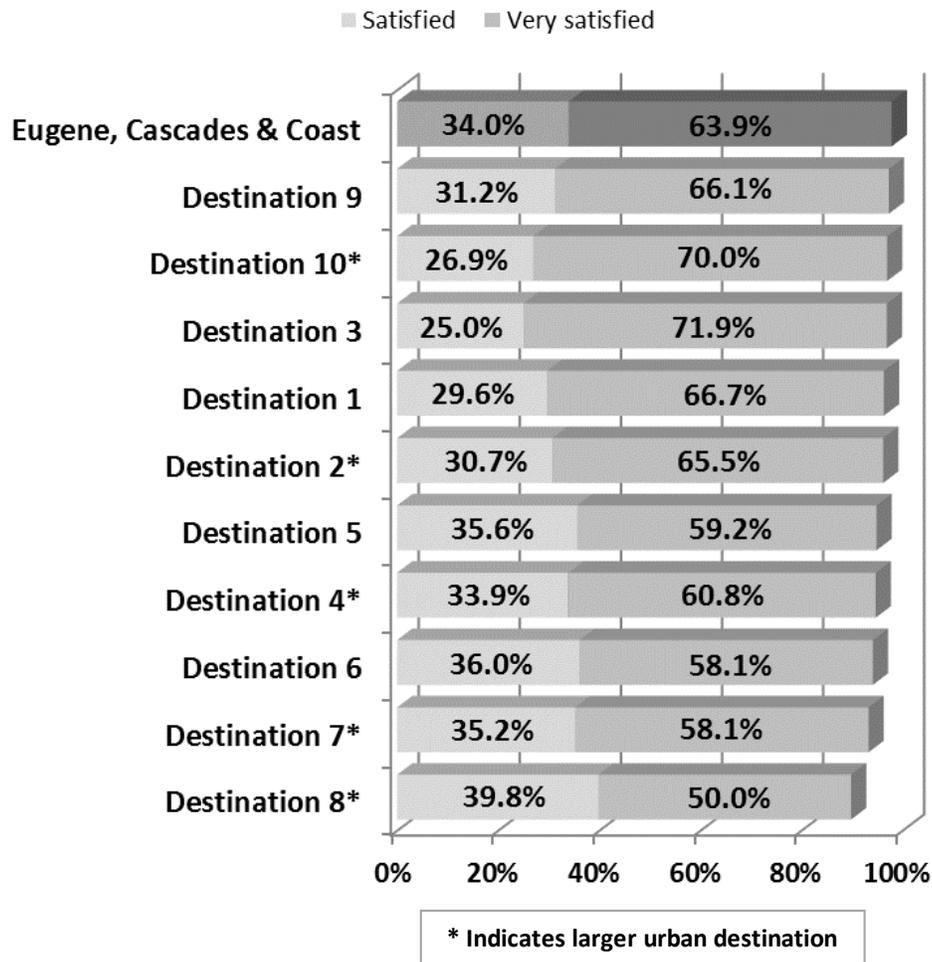
	All Destinations (Avg.)	Eugene, Cascades & Coast
Official Visitor Guide (printed)	74.9%	76.2%
Printed maps	46.4%	57.4%
Online maps	22.0%	21.9%
Opinions of friends	16.7%	18.5%
Visitor Information Center	26.3%	15.7%
Mobile app	11.2%	11.4%
Commercial guidebook	9.3%	7.1%
Travelers' reviews of restaurants	7.7%	7.1%
Official Visitor Guide (digital)	6.7%	7.1%
Official tourism website	10.9%	6.2%
Travel or lifestyle magazine	5.0%	4.6%
Travelers' reviews of hotels	4.2%	4.6%
Direct mail piece	1.9%	4.6%
Travelers' destination reviews	5.6%	4.0%
Online travel agency	2.7%	3.4%
Travelers' itinerary or blog	2.8%	2.2%
Newspaper travel section	3.1%	1.5%
Other travel-related e-mail	1.6%	1.5%
Other online video	1.0%	1.2%
Official YouTube channel	0.6%	0.9%
Official Facebook page	1.4%	0.6%
Other Facebook content	1.1%	0.6%
Travel related radio program	0.2%	0.6%
Travel agent	3.2%	0.3%
Official email newsletter	2.2%	0.3%
Travel related programming on TV	1.4%	0.3%
Official Twitter page	0.4%	0.3%
Other Twitter content	0.3%	0.0%
Sample Size	5396	324

**FIGURE 4.27** - Question: Which of the following resources did you use for trip planning, WHILE IN the Eugene, Cascades & Coast region? (Select all that apply) Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,396 (All Destinations) and 324 (Eugene, Cascades & Coast) completed surveys.

## Satisfaction with Visitor Guide

Visitor Guide users were asked to rate their overall satisfaction with the Eugene, Cascades & Coast Official Visitor Guide using a 5-point scale from “Very unsatisfied” to “Very satisfied.” The chart below shows the percent saying they are “Satisfied” or “Very satisfied” with the guide. In total, 97.8 percent of Eugene, Cascades & Coast Official Visitor Guide users who visited the region after receiving the guide were “Satisfied” (34.0%) or “Very satisfied” (63.9%) with the guide.

**Figure 4.28: In general, how satisfied are you with the Eugene, Cascades & Coast Official Visitor Guide?**



**FIGURE 4.28** - Question: In general, how satisfied are you with the Eugene, Cascades & Coast Official Visitor Guide? Base: Visitor Guide users who traveled to the Eugene, Cascades & Coast region. 5,396 (All Destinations) and 324 (Eugene, Cascades & Coast) completed surveys.

## Sample Demographics

In this section, a demographic profile of survey respondents is presented.

# Age

The mean age of Eugene, Cascades & Coast Official Visitor Guide requestors is estimated to be 54.3 years.

Figure 5.1: Which best describes your age? (Select one)

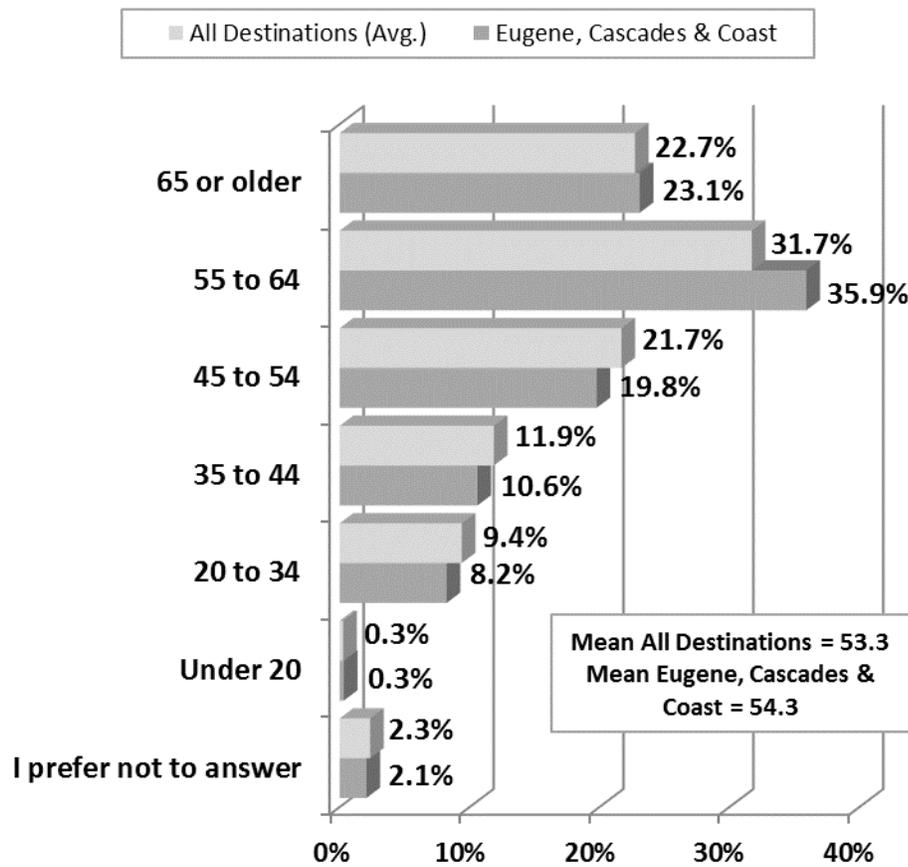
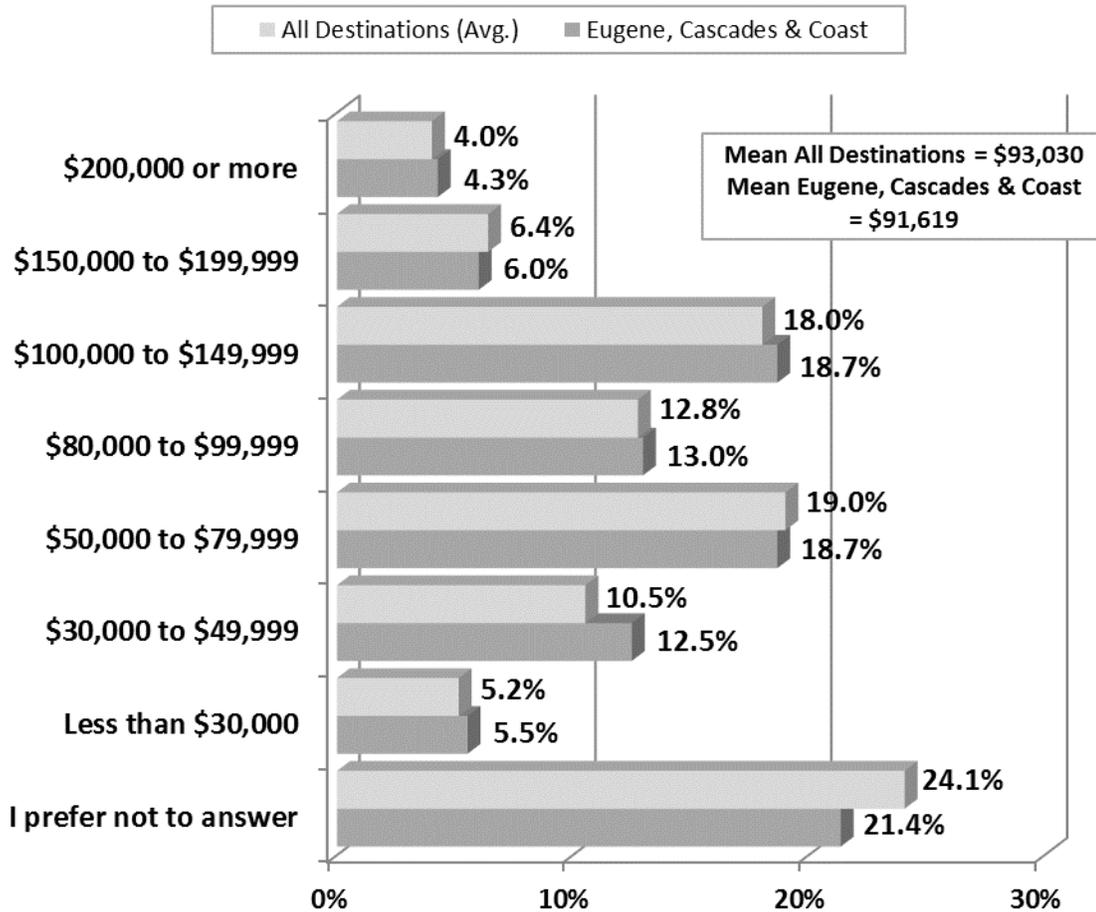


FIGURE 5.1 - Question: Which best describes your age? (Select one) Base: All respondents. 9,610 (All Destinations) and 632 (Eugene, Cascades & Coast) completed surveys.

# Annual Household Income

The average household income of Eugene, Cascades & Coast Official Visitor Guide requestors is estimated to be \$91,619.

**Figure 5.2: Which of the following best describes the combined annual income of all members of your household? (Select one)**



**FIGURE 5.2** - Question: Which of the following best describes the combined annual income of all members of your household? (Select one) Base: All respondents. 9,610 (All Destinations) and 632 (Eugene, Cascades & Coast) completed surveys.

# Ethnicity

Eugene, Cascades & Coast Official Visitor Guide requestors are predominantly Caucasian (83.5%).

Figure 5.3: Which best describes your ethnicity? (Select one)

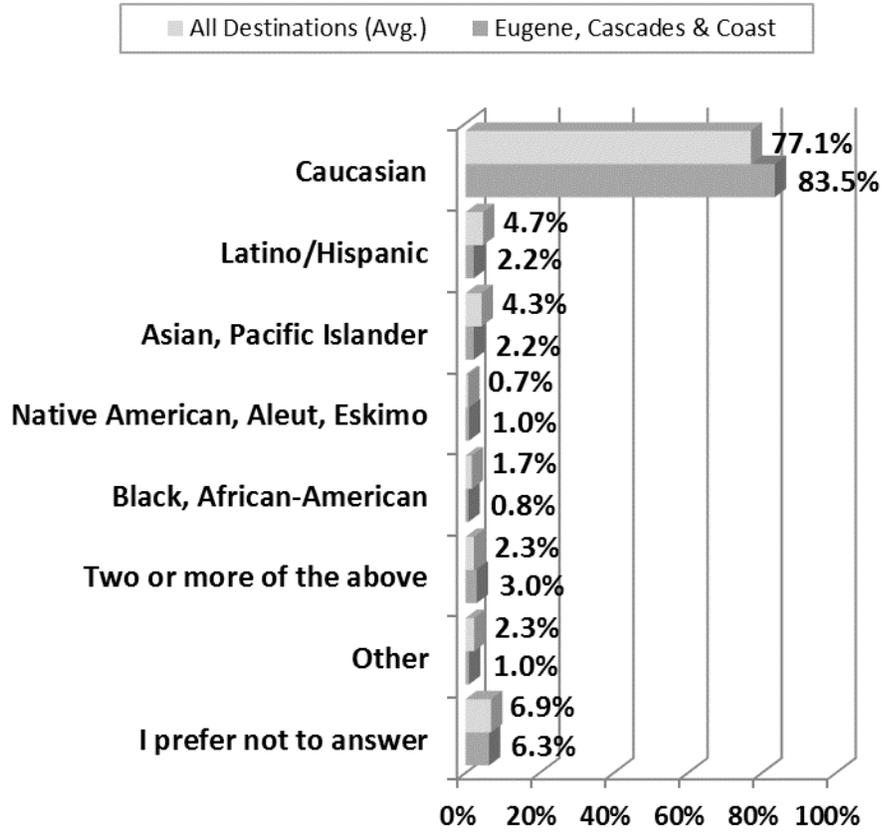


FIGURE 5.3 - Question: Which best describes your ethnicity? (Select one) Base: All respondents. 9,609 (All Destinations) and 631 (Eugene, Cascades & Coast) completed surveys.

# Marital Status

Eugene, Cascades & Coast Visitor Guide requestors are most likely to be married or partnered. Nearly three-quarters are married or in a domestic partnership (74.1%). 14.6 percent have children under age 18.

Figure 5.4: Which of the following best describes your current marital status? (Select one)

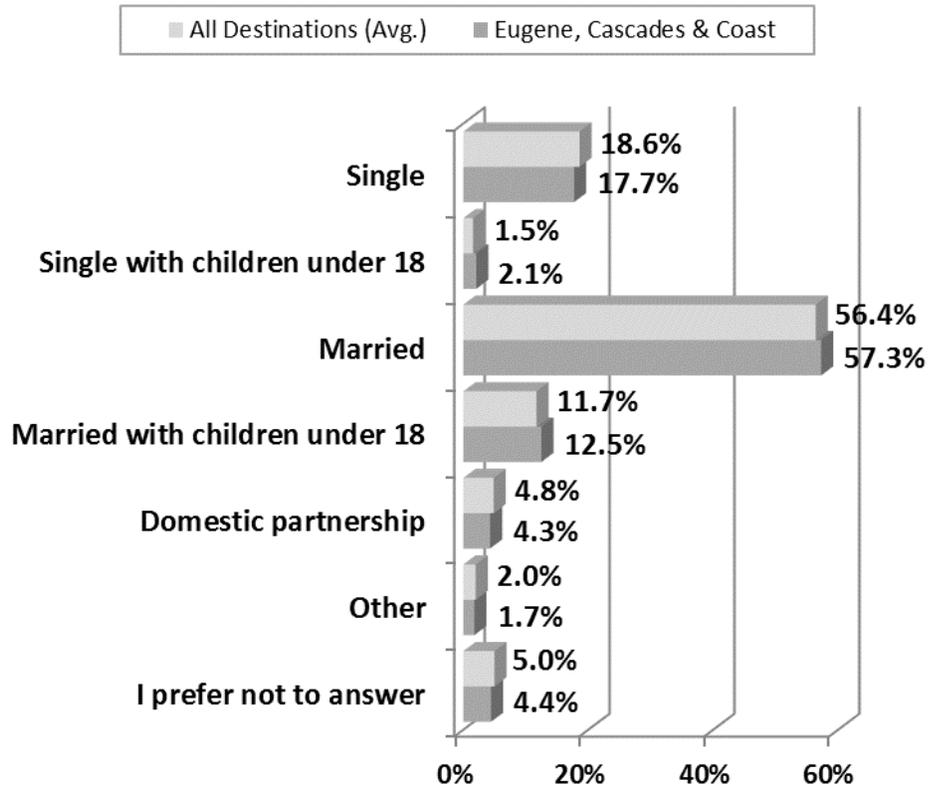


FIGURE 5.4 – Question: Which of the following best describes your current marital status? (Select one) Base: All respondents. 9,610 (All Destinations) and 632 (Eugene, Cascades & Coast) completed surveys.

# Gender

Eugene, Cascades & Coast Visitor Guide requestors skew female (57.4%).

Figure 5.5: What is your gender?

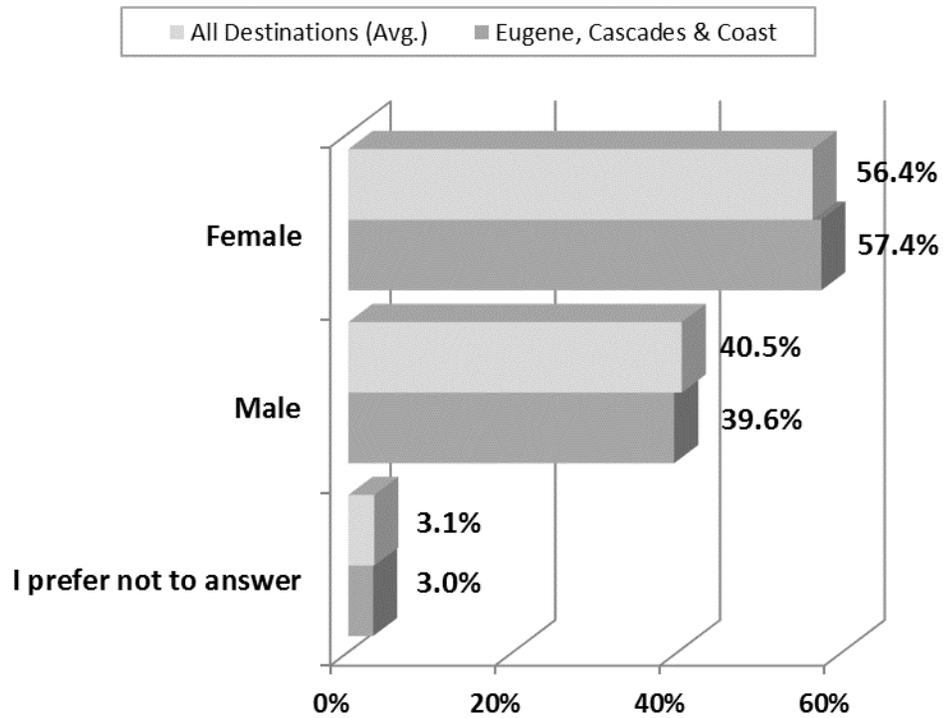
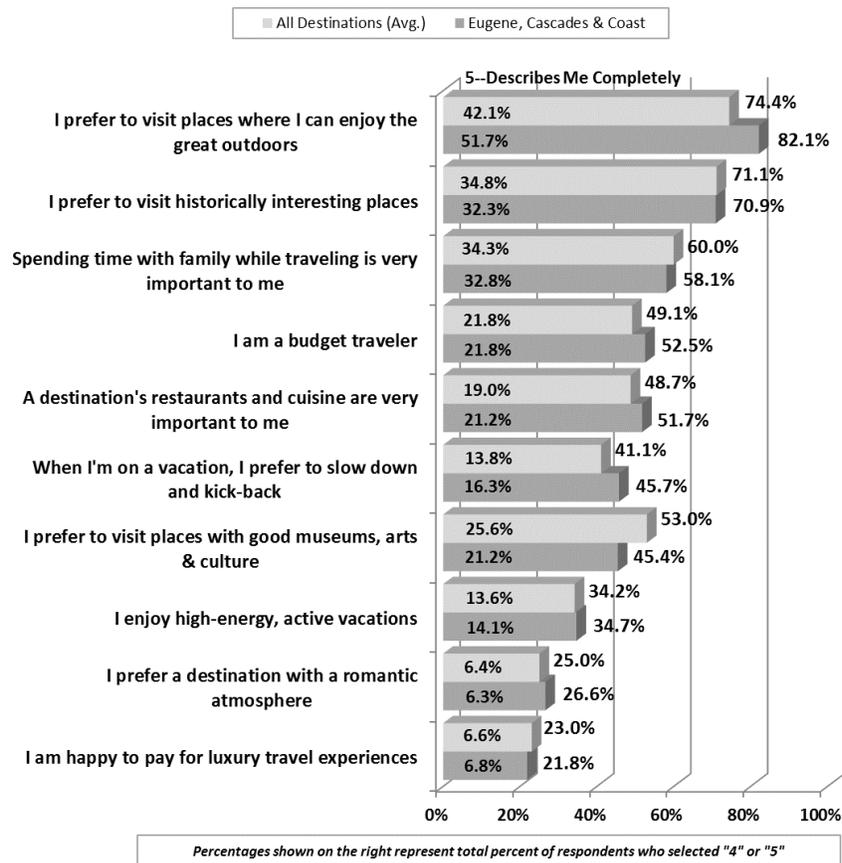


FIGURE 5.5 - Question: What is your gender? Base: All respondents. 9,610 (All Destinations) and 632 (Eugene, Cascades & Coast) completed surveys.

# Psychographic Profile

Visitor Guide requestors were presented a list of statements about travel attitudes and behaviors, and then asked to rate how well each statement describes them using a five-point scale in which “1” represents “Does not describe me at all” and “5” represents “Describes me completely.” The chart below shows the percentage of respondents who selected “4” or “5” for each statement. Eugene, Cascades & Coast Visitor Guide requestors are most apt to prefer places in which they can enjoy the great outdoors (82.1%), as well as historically interesting places (70.9%). 58.1 percent report that spending time with family while traveling is important to them.

**Figure 5.6: How well do each of the following statements describe you? Please use the scale below where “1” represents “Does not describe me at all” and “5” represents “Describes me completely” to rate how well each statement describes you.**



**FIGURE 5.6** – Question: How well do each of the following statements describe you? Please use the scale below where “1” represents “Does not describe me at all” and “5” represents “Describes me completely” to rate how well each statement describes you. Base: All respondents. 9,611 (All Destinations) and 632 (Eugene, Cascades & Coast) completed surveys.

## Psychographic Profile –Destination Detail

The table below shows the total percentage of guide requestors in each participating destination who selected “4” or “5” for each statement.

**Figure 5.7: How well do each of the following statements describe you? Please use the scale below where “1” represents “Does not describe me at all” and “5” represents “Describes me completely” to rate how well each statement describes you.**

	Eugene, Cascades & Coast	Destination 1	Destination 2*	Destination 3	Destination 4*	Destination 5	Destination 6	Destination 7*	Destination 8*	Destination 9	Destination 10*
I prefer to visit places where I can enjoy the great outdoors	82.1%	81.7%	83.3%	82.7%	70.5%	87.3%	80.9%	65.2%	65.2%	79.7%	69.9%
I prefer to visit historically interesting places	70.9%	67.9%	66.8%	70.7%	69.1%	69.8%	72.2%	70.5%	65.6%	74.6%	76.4%
Spending time with family while traveling is very important to me	58.1%	53.6%	60.2%	69.3%	56.7%	64.1%	53.5%	60.2%	66.8%	59.7%	59.1%
I am a budget traveler	52.5%	51.6%	49.5%	57.3%	40.9%	52.3%	43.5%	42.7%	52.0%	51.0%	53.5%
A destination's restaurants and cuisine are very important to me	51.7%	56.3%	40.7%	45.3%	48.6%	28.8%	54.8%	57.3%	52.7%	38.8%	55.0%
When I'm on a vacation, I prefer to slow down and kick-back	45.7%	56.7%	39.1%	36.0%	37.4%	35.2%	47.0%	38.7%	40.2%	38.6%	45.4%
I prefer to visit places with good museums, arts & culture	45.4%	49.6%	46.6%	46.7%	53.5%	39.7%	49.6%	52.5%	56.2%	53.1%	63.9%
I enjoy high-energy, active vacations	34.7%	23.0%	36.4%	32.0%	32.4%	42.9%	37.0%	31.6%	43.2%	32.0%	30.7%
I prefer a destination with a romantic atmosphere	26.6%	36.5%	21.3%	26.7%	27.5%	17.0%	35.2%	29.2%	32.5%	17.2%	23.4%
I am happy to pay for luxury travel experiences	21.8%	25.0%	22.3%	13.3%	28.4%	16.9%	30.0%	26.1%	26.7%	19.8%	20.9%
Sample Size	632	252	1195	75	1140	1015	230	1500	681	516	2374

\* Indicates larger urban destination

**FIGURE 5.7 – Question: How well do each of the following statements describe you? Please use the scale below where “1” represents “Does not describe me at all” and “5” represents “Describes me completely” to rate how well each statement describes you. Base: All respondents. 9,611 (All Destinations) and 632 (Eugene, Cascades & Coast) completed surveys.**

## Custom Questions

The following section presents the findings from the custom question Travel Lane County requested for this study. This question was only asked of respondents to the Eugene, Cascades & Coast Official Visitor Guide Survey.

In lieu of adding a second custom question to the Eugene, Cascades & Coast Official Visitor Guide Survey, Travel Lane County opted for a segmentation analysis based on how the Eugene, Cascades & Coast Visitor Guide was ordered. The guide was ordered from four different sources:

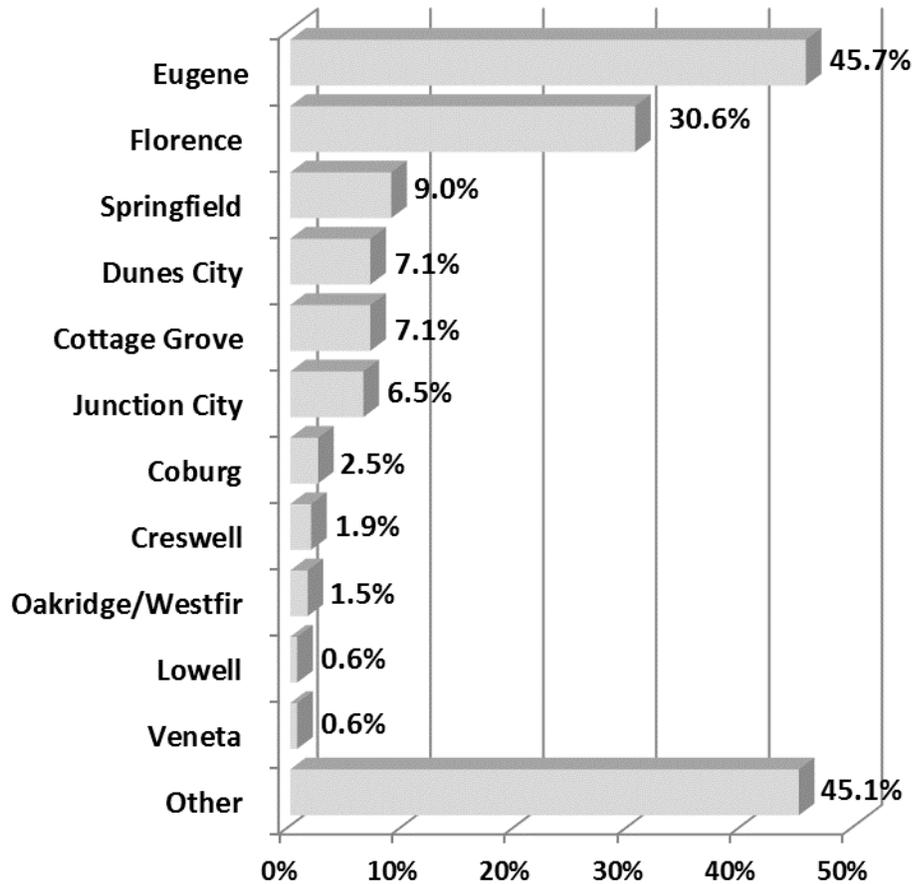
- Oregon Coast Visitors Association
- Travel Lane County
- Travel Oregon
- Willamette Valley Visitors Association

The custom cross-tabulations based on how the Eugene, Cascades & Coast Visitor Guide was ordered will be delivered in a separate file.

## Cities of Stay

Visitor Guide users who visited the Eugene, Cascades & Coast region were asked which specific cities they stayed in during their trip to the region. Nearly half of these visitors stayed in the city of Eugene (45.7%), followed by Florence (30.6%).

**Figure 6.1: Which of the following cities did you stay in while in the Eugene, Cascades & Coast region? (Select all that apply)**



**FIGURE 6.1** – Question: Which of the following cities did you stay in while in the Eugene, Cascades & Coast region? (Select all that apply) Base: Visitor Guide users who visited the Eugene, Cascades & Coast region. 624 (Eugene, Cascades & Coast) completed surveys.

## Index I: Survey Questionnaire

The complete survey questionnaire is presented following.

## Eugene, Cascades & Coast 2013 Official Visitor Guide Survey

**1. For survey tracking purposes, please enter the email address where you received this survey invitation.**

Email Address: \_\_\_\_\_

**2. Do you recall receiving a copy of the Eugene, Cascades & Coast Official Visitor Guide (shown above) in the mail?**

- Yes
- No *[BRANCHING NOTE: SKIP TO Q4]*

**3. Did you read (or look through) the Eugene, Cascades & Coast Official Visitor Guide that was sent to you?**

- Yes
- No
- I don't remember

**4. How did you initially learn about our Official Visitor Guide? (Select one)**

- Online banner advertisement
- Search engine advertisement (ad on search results from Google, Bing, etc.)
- Search engine results (Google, Bing, etc.)
- Free travel guide website
- Eugene, Cascades & Coast website (EugeneCascadesCoast.org)
- State/Province/Regional Tourism Office website
- Other website

- Magazine or newspaper advertisement or insert
- Habit—I typically order/use official visitors guides
- Other

**5. Which of the following describes your reason(s) for ordering the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply)**

- Review general information about traveling to the Eugene, Cascades & Coast region and/or learn more about the Eugene, Cascades & Coast region overall
- Trip inspiration—get ideas for why I might want to take a trip to the Eugene, Cascades & Coast region
- To plan and book a vacation to the Eugene, Cascades & Coast region
- To review listings of accommodations, attractions, restaurants and other businesses the Eugene, Cascades & Coast region
- To have a Visitor Guide to take with me on my trip
- I live in the Eugene, Cascades & Coast region and wanted ideas for visiting friends and/or relatives
- I am, or am considering, relocating to the Eugene, Cascades & Coast region
- The guide is free
- Did not order the guide myself – but received it from another source
- None of the above

**6. Which types of information were you specifically seeking when you ordered the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply)**

- Events
- Dining
- Accommodations

- Travel tips
- Maps
- Shopping
- Recreation
- Attractions
- Entertainment, Arts & Culture
- Transportation
- Tours

*[BRANCHING NOTE: IF ANSWERED "NO" TO Q2 OR IF ANSWERED "NO" OR "I DON'T KNOW" TO Q3, SKIP TO Q31]*

**7. Which types of content and other information contained in the Eugene, Cascades & Coast Official Visitor Guide did you read or review?**

- Articles and features
- Events
- Dining
- Accommodations
- Travel tips
- Maps
- Shopping
- Recreation
- Attractions
- Entertainment, Arts & Culture
- Transportation

- Tours
- Other

**8. Which of the following statements do you agree or strongly agree with to describe the design, layout and presentation of the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply)**

- The guide is attractive
- I find the overall design of the guide appealing
- The guide has lots of information
- The guide features great photography
- There is a good balance of content and photos
- The information in the guide is well organized
- The guide is well sized—not too small, not too large
- The guide made me excited to visit the Eugene, Cascades & Coast region
- Information contained in the guide is relevant and useful to planning a trip to the Eugene, Cascades & Coast region
- The guide has a cluttered presentation—it's too busy
- There is too much advertising in the guide
- It is difficult to find all the information of interest to me in the guide
- The guide is an inconvenient size —it's too large or too small

**9. Do you currently live in the Eugene, Cascades & Coast region?**

- Yes *[BRANCHING NOTE: SKIP TO Q31]*
- No

**10. Since receiving your Eugene, Cascades & Coast Official Visitor Guide, how many trips to the Eugene, Cascades & Coast region have you made?**

Trip(s) to the Eugene, Cascades & Coast region: \_\_\_\_\_

*[BRANCHING NOTE: IF ZERO, CONTINUE TO QUESTION 11. IF ONE OR MORE, SKIP TO Q13]*

**11. Have you made any firm travel plans for a trip to the Eugene, Cascades & Coast region yet?**

- Yes
- No

*[BRANCHING NOTE: SKIP TO Q31]*

**12. When do you plan to visit the Eugene, Cascades & Coast region?**

- April, May or June 2013
- July, August or September 2013
- October, November or December 2013
- Sometime in 2014
- I don't know

*[BRANCHING NOTE: SKIP TO Q31]*

***The next several questions will ask about your trip to the Eugene, Cascades & Coast region after receiving the Official Visitor Guide.***

***Note: If you have taken more than one trip to the Eugene, Cascades & Coast region since receiving the Visitor Guide, please tell us about your most recent trip in the questions that follow.***

**13. Which of the following best describes the reason for your most recent trip to the Eugene, Cascades & Coast region? (Select one)**

- Vacation
- Weekend getaway
- Attend an event (fair/festival, sporting event, concert)
- Attend a personal event, reunion or wedding
- Conference, trade show or other group meeting
- Business travel
- Government travel
- Just passing through
- Other \_\_\_\_\_

**14. While on this trip, where did you stay while in the Eugene, Cascades & Coast region? (Select all that apply)**

- Hotel, motel or bed & breakfast in the Eugene, Cascades & Coast region
- Hotel, motel or bed & breakfast outside the Eugene, Cascades & Coast region
- Private residence of friend or family member in the Eugene, Cascades & Coast region
- Private residence of friend or family member outside the Eugene, Cascades & Coast region
- Vacation home/rental

- Park or campground
- Other
- Day-trip only—Did not stay overnight in the Eugene, Cascades & Coast region

**15. How many total days and nights did you spend in the Eugene, Cascades & Coast region on this trip?**

Days in the Eugene, Cascades & Coast region \_\_\_\_\_

Nights in the Eugene, Cascades & Coast region \_\_\_\_\_

**16. How many people were in your immediate travel party, including yourself? Please enter a numeric value in the fields below.**

Adults (18+ years old): \_\_\_\_\_

Children (17 years old or younger): \_\_\_\_\_

**17. While on this trip, approximately how much IN TOTAL did you spend PER DAY on each of the following while in the Eugene, Cascades & Coast region? (Please only **INCLUDE** spending inside the Eugene, Cascades & Coast region and **EXCLUDE** any spending made before arriving in the Eugene, Cascades & Coast region. Please enter numeric values in each of the fields below.)**

Lodging (before tax, per day) \_\_\_\_\_

Restaurants & dining (per day) \_\_\_\_\_

Retail purchases (per day) \_\_\_\_\_

Entertainment, sightseeing & attractions (per day) \_\_\_\_\_

Gas, parking & local transportation (per day) \_\_\_\_\_

Any other (per day) \_\_\_\_\_

**18. How many people's travel expenses did this travel spending cover?**

Travelers covered by my expenditures \_\_\_\_\_

**19. When you received the Eugene, Cascades & Coast Official Visitor Guide, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision.**

- I had already decided to take a trip to (or within) the Eugene, Cascades & Coast region *[BRANCHING NOTE: SKIP TO Q22]*
- I was interested in taking a trip to (or within) the Eugene, Cascades & Coast region but hadn't made travel plans yet
- I was just considering destinations for a trip
- I had no plans to travel

**20. Do you feel that the Eugene, Cascades & Coast Official Visitor Guide helped you make your decision to visit the Eugene, Cascades & Coast region?**

- Yes
- No *[BRANCHING NOTE: SKIP TO Q22]*
- I don't know *[BRANCHING NOTE: SKIP TO Q22]*

**21. How important was the Eugene, Cascades & Coast Official Visitor Guide to you in making the decision to visit the Eugene, Cascades & Coast region? (Select one)**

- Very important
- Important
- Somewhat important
- Of little importance
- Not at all important

*[BRANCHING NOTE: SKIP TO Q25]*

**22. Do you feel that the Eugene, Cascades & Coast Official Visitor Guide in any way influenced the number of days you spent in the Eugene, Cascades & Coast region on this trip?**

- Yes
- No *[BRANCHING NOTE: SKIP TO Q25]*
- I don't know *[BRANCHING NOTE: SKIP TO Q25]*

**23. How did the Eugene, Cascades & Coast Official Visitor Guide influence the number of days you spent in the Eugene, Cascades & Coast region on this trip? (Select one)**

- Increased the length of my stay in the Eugene, Cascades & Coast region
- Decreased the length of my stay in the Eugene, Cascades & Coast region  
*[BRANCHING NOTE: SKIP TO Q25]*
- Did not increase or decrease the length of my stay in the Eugene, Cascades & Coast region *[BRANCHING NOTE: SKIP TO Q25]*

**24. How many days did you increase the length of your stay in the Eugene, Cascades & Coast region as a result of using the Official Visitor Guide?**

Additional days in the Eugene, Cascades & Coast region \_\_\_\_\_

**25. Which of these travel planning decisions or tasks did you make or complete based on information from the Eugene, Cascades & Coast Official Visitor Guide? (Select all that apply)**

- Selected a hotel or other accommodations
- Selected a transportation option
- Selected a restaurant or place to eat
- Selected attractions or things to see and do
- Selected a tour/guided tour company

- Selected a place to shop
- Selected an event to attend
- Consulted map(s)
- None of the above

**26. How helpful were each of the following types of Official Visitor Guide content to planning your trip in the Eugene, Cascades & Coast region? Please use the scale from “Very unhelpful” to “Very helpful” below.**

	Very Unhelpful	Unhelpful	Neutral— Neither Helpful nor Unhelpful	Helpful	Very Helpful	I don't know/Not Applicable
Business listings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**27. Which of the following resources did you use to plan your Eugene, Cascades & Coast region trip, BEFORE ARRIVING in the Eugene, Cascades & Coast region? (Select all that apply)**

- Official Visitor Guide—printed copy
- Official Visitor Guide—digital version
- Email newsletter from Eugene, Cascades & Coast
- Other travel-related e-mail newsletter
- EugeneCascadesCoast.org, the official Eugene, Cascades & Coast tourism website
- Eugene, Cascades & Coast Facebook page (Facebook.com/EugeneCascadesCoast)

- Other Facebook content
- Eugene, Cascades & Coast tweets on Twitter (Twitter.com/TravelLaneCo)
- Other Twitter content
- Travel itinerary, blog or journal posted by another traveler
- Eugene, Cascades & Coast YouTube channel (YouTube.com/EugeneCascadesCoast)
- Other online video
- Online travel agency (Travelocity, Expedia, Hotels.com, Kayak, etc.)
- User-generated travel reviews of hotels from other travelers
- User-generated travel reviews of the Eugene, Cascades & Coast region from other travelers
- User-generated travel reviews of restaurants or travel activities/things to do
- Online maps (i.e., Google Maps, Yahoo Maps, Mapquest)
- Printed maps
- Mobile app (for SmartPhone and/or tablet)
- Travel or lifestyle magazine
- Newspaper travel section
- Travel related radio program
- Commercial guidebook (i.e. Fodor's, Lonely Planet, etc.)
- Travel related programming on TV
- Opinions of friends, colleagues, or relatives
- Travel agent
- Eugene, Cascades & Coast Visitor Information Center
- Direct mail piece

**28. Which of the following resources did you use for trip planning, WHILE IN the Eugene, Cascades & Coast region? (Select all that apply)**

- Official Visitor Guide—printed copy
- Official Visitor Guide—digital version
- Email newsletter from Eugene, Cascades & Coast
- Other travel-related e-mail newsletter
- EugeneCascadesCoast.org, the official Eugene, Cascades & Coast tourism website
- Eugene, Cascades & Coast Facebook page (Facebook.com/EugeneCascadesCoast)
- Other Facebook content
- Eugene, Cascades & Coast tweets on Twitter (Twitter.com/TravelLaneCo)
- Other Twitter content
- Travel itinerary, blog or journal posted by another traveler
- Eugene, Cascades & Coast YouTube channel (YouTube.com/EugeneCascadesCoast)
- Other online video
- Online travel agency (Travelocity, Expedia, Hotels.com, Kayak, etc.)
- User-generated travel reviews of hotels from other travelers
- User-generated travel reviews of the Eugene, Cascades & Coast region from other travelers
- User-generated travel reviews of restaurants or travel activities/things to do
- Online maps (i.e., Google Maps, Yahoo Maps, Mapquest)
- Printed maps
- Mobile app (for SmartPhone and/or tablet)
- Travel or lifestyle magazine

- Newspaper travel section
- Travel related radio program
- Commercial guidebook (i.e. Fodor's, Lonely Planet, etc.)
- Travel related programming on TV
- Opinions of friends, colleagues, or relatives
- Travel agent
- Eugene, Cascades & Coast Visitor Information Center
- Direct mail piece

**29. In general, how satisfied are you with the Eugene, Cascades & Coast Official Visitor Guide?**

- Very satisfied
- Satisfied
- Neutral—neither satisfied nor unsatisfied
- Unsatisfied
- Very unsatisfied

**30. Which of the following cities did you stay in while in the Eugene, Cascades & Coast region? (Select all that apply)**

- Eugene
- Springfield
- Cottage Grove
- Junction City
- Creswell

- Veneta
- Coburg
- Lowell
- Oakridge/Westfir
- Florence
- Dunes City
- Other

***The following questions will be used only to develop group profiles to better understand who orders our Visitor Guide. No personally identifying information is requested and responses will only be aggregated with others and kept completely confidential.***

**31. Which best describes your age? (Select one)**

- Under 20
- 20 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older
- I prefer not to answer

**32. Which of the following best describes the combined annual income of all members of your household? (Select one)**

- Less than \$30,000
- \$30,000 to \$49,999
- \$50,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- I prefer not to answer

**33. Which best describes your ethnicity? (Select one)**

- Caucasian
- Black, African-American
- Asian, Pacific Islander
- Latino/Hispanic
- Native American, Aleut, Eskimo
- Other
- Two or more of the above
- I prefer not to answer

**34. Which of the following best describes your current marital status? (Select one)**

- Single
- Single with children under 18
- Married
- Married with children under 18
- Domestic partnership
- Other
- I prefer not to answer

**35. What is your gender? (Select one)**

- Female
- Male
- I prefer not to answer

**36. How well do each of the following statements describe you? Please use the scale below where “1” represents “Does not describe me at all” and “5” represents “Describes me completely” to rate how well each statement describes you.**

	1 (Does not describe me at all)	2	3	4	5 (Describes me completely)
I prefer to visit places with good museums, arts & culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

historically interesting places	<input type="radio"/>				
I prefer to visit places where I can enjoy the great outdoors	<input type="radio"/>				
I enjoy high-energy, active vacations	<input type="radio"/>				
When I'm on a vacation, I prefer to slow down and kick-back	<input type="radio"/>				
I prefer a destination with a romantic atmosphere	<input type="radio"/>				
I am happy to pay for luxury travel experiences	<input type="radio"/>				
I am a budget traveler	<input type="radio"/>				
A destination's restaurants and cuisine are very important to me	<input type="radio"/>				
Spending time with family while traveling is very important to me	<input type="radio"/>				

**37. Optional: Please fill in the fields below to be entered into the prize drawing.**

Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_

Zip/Postal code: \_\_\_\_\_

Country: \_\_\_\_\_

Email (for prize notification only): \_\_\_\_\_

Telephone (for prize notification only): \_\_\_\_\_

***Thank you again for your help with this survey. Please click the "Submit Survey" button below to submit your responses. You will then be redirected to our website, EugeneCascadesCoast.org.***