



# Arrivalist

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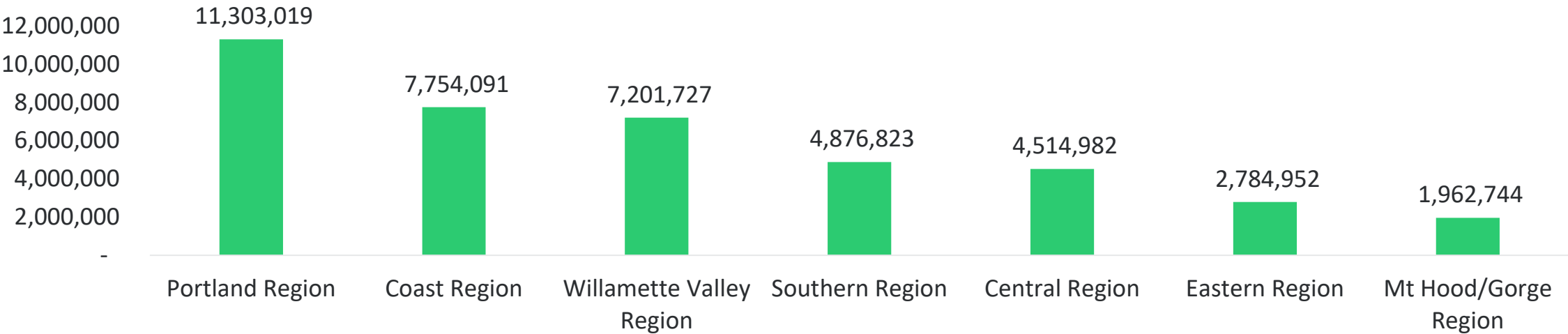
## Travel Oregon Seven Region 2023 Year End Insights

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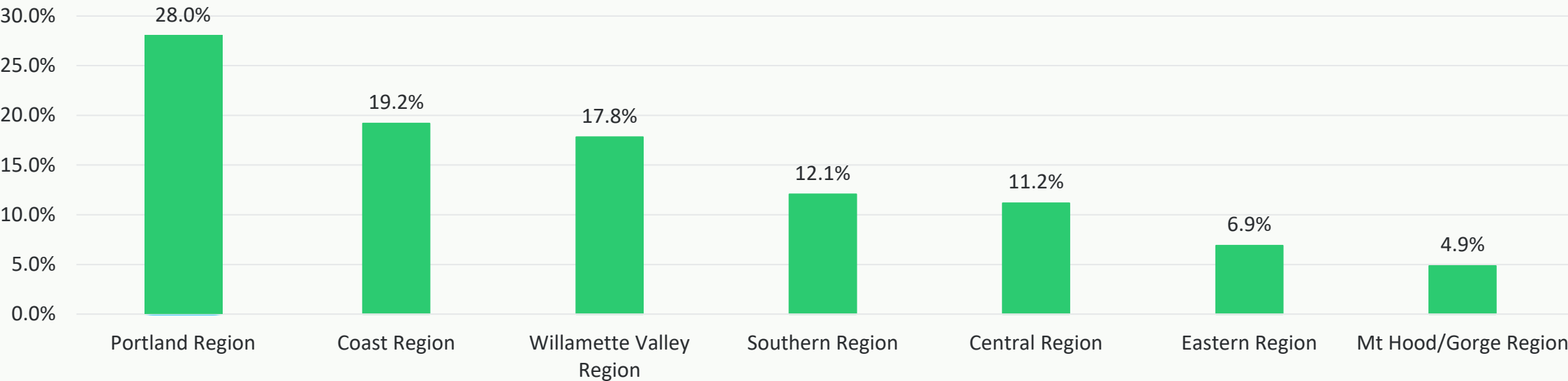
# 2023 Executive Summary for the Seven Regions

<div>Average Nights in Destination</div> <div>3.2</div> <div>↑ 3.4% vs Previous Year</div>	<div>Share of Day-Trips</div> <div>14.0%</div> <div>↓ 1.8% vs Previous Year</div>	<div>Share of Overnights</div> <div>86.0%</div> <div>↑ 1.8% vs Previous Year</div>
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40.4 Million Trips Were Made to the Seven Regions in 2023

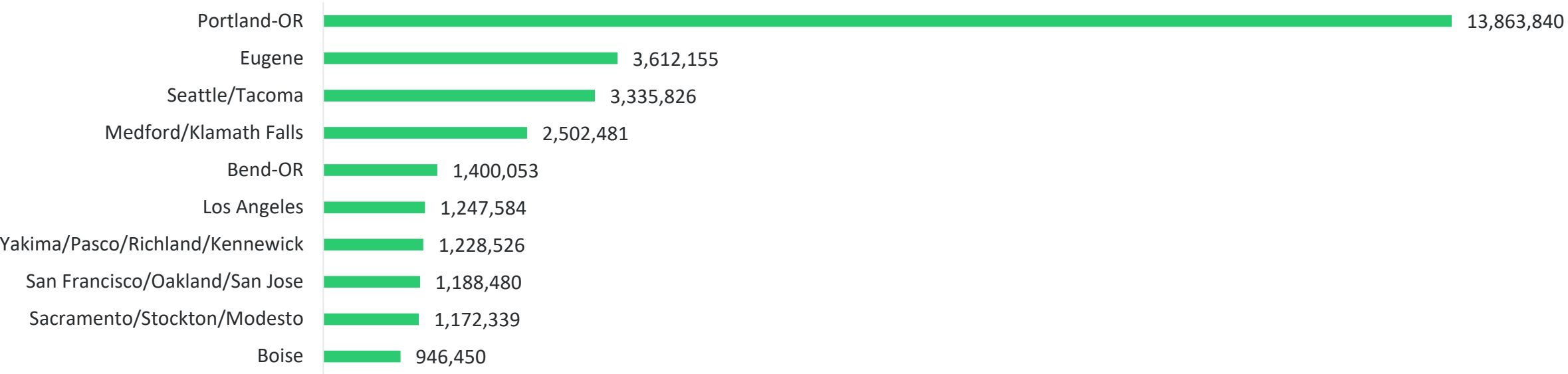


# 2023 Trip Shares for the Seven Regions



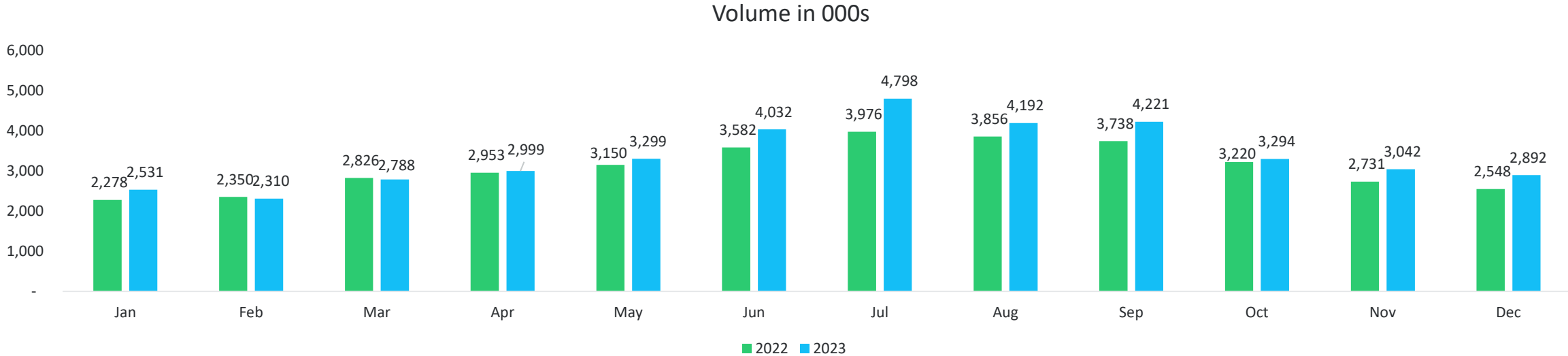
# 2023 Top Origin DMAs for the Seven Regions

Portland, Eugene, and Seattle were the top three origin DMAs



# YOY Trips by Month for the Seven Regions

## July was the most visited month



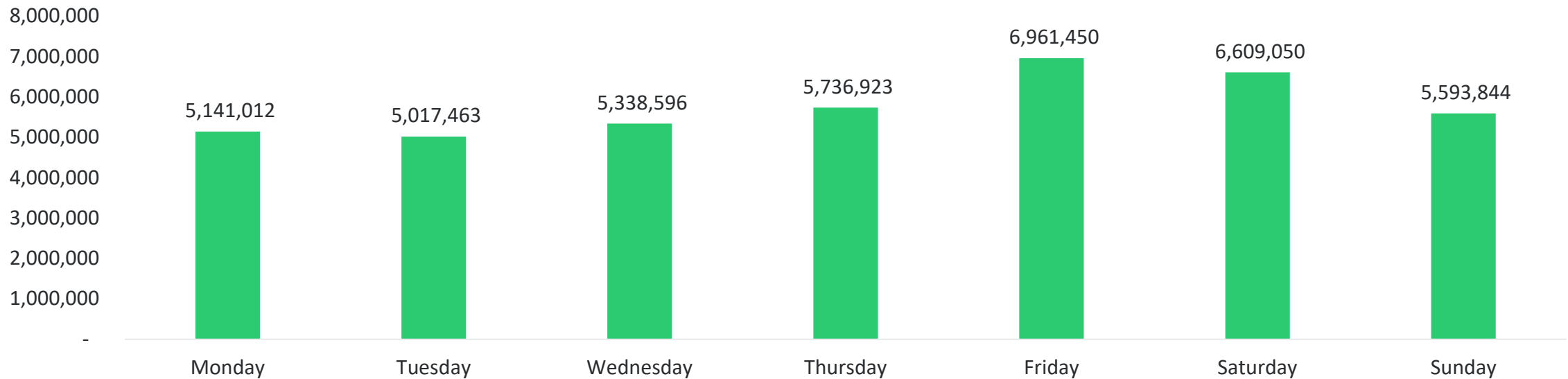
# 2023 Trips by Days of the Week for the Seven Regions

## Friday was the most visited day

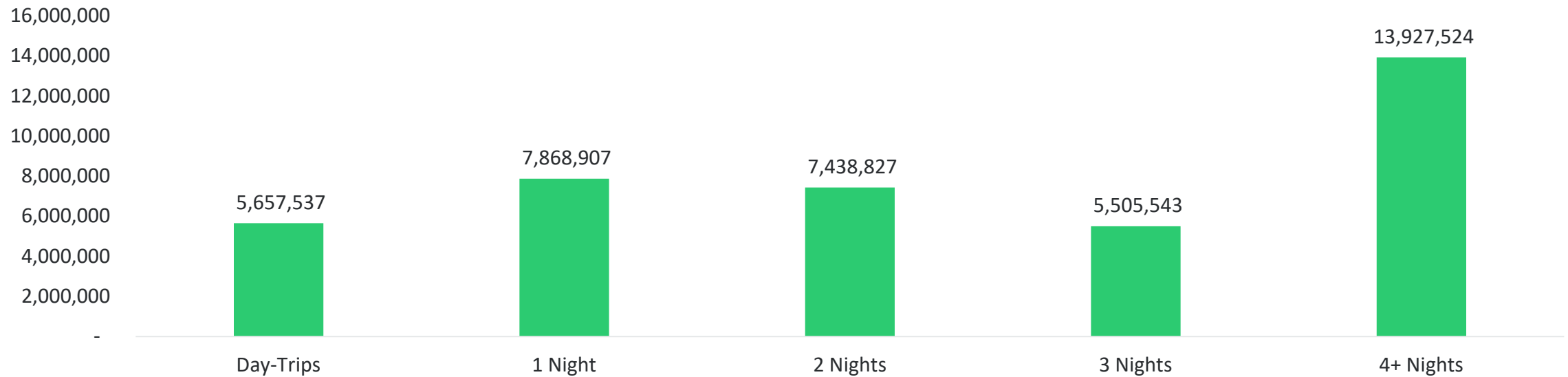


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# 2023 Share of Trips by Nights for the Seven Regions



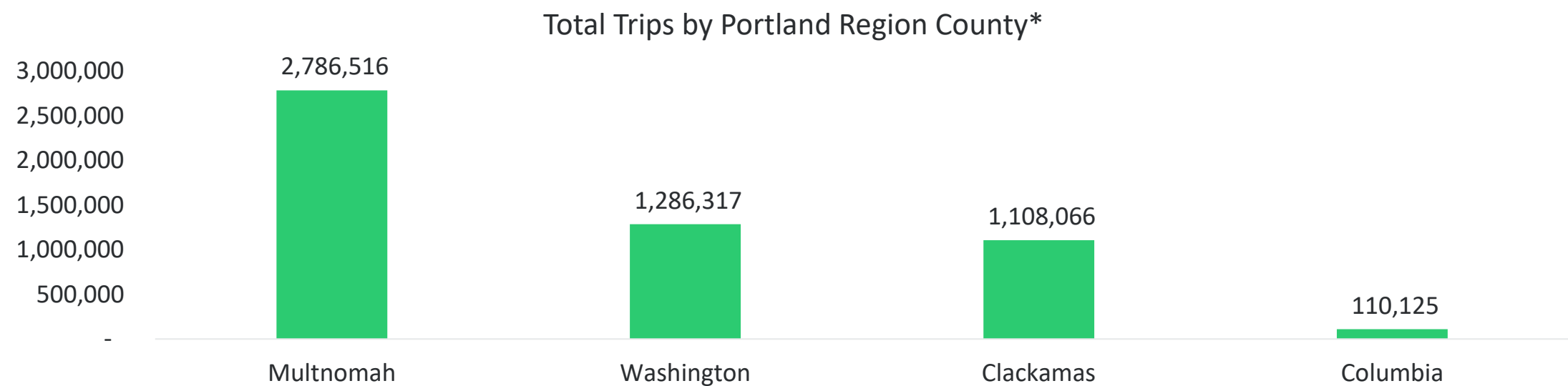
# Portland Region

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# 2023 Executive Summary for the Portland Region Counties

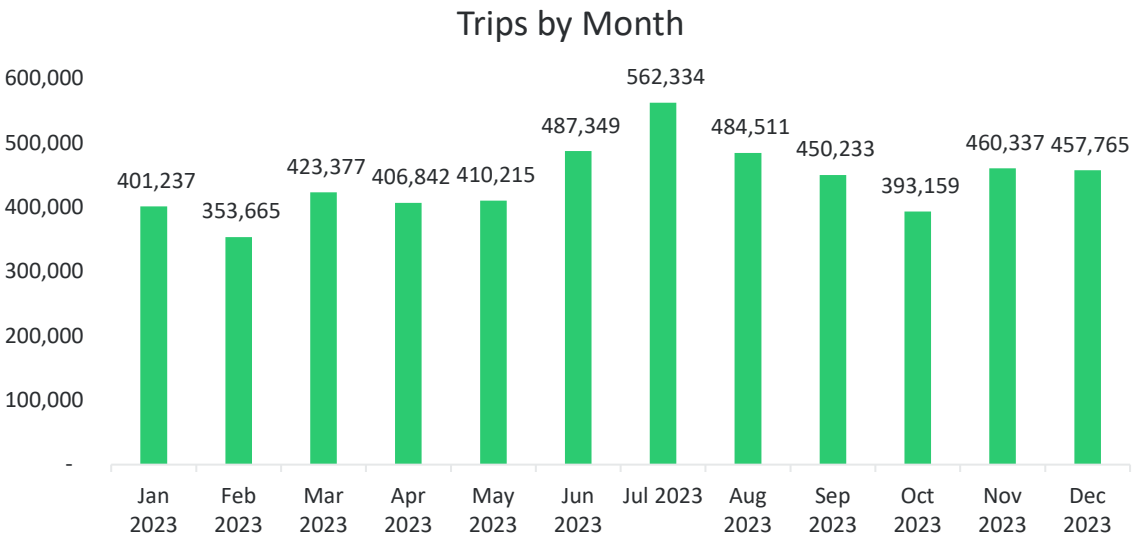
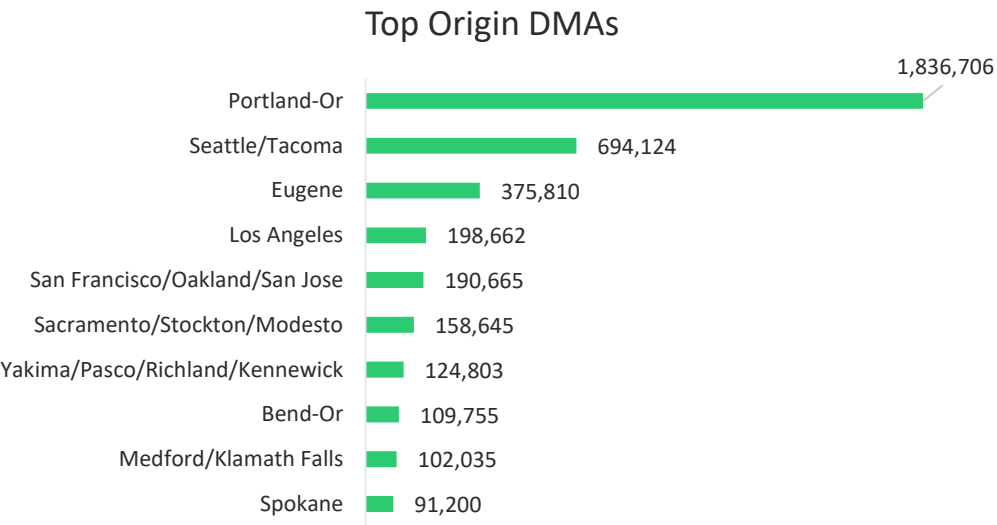


\*Please note that these figures represent a trip’s **primary destination**

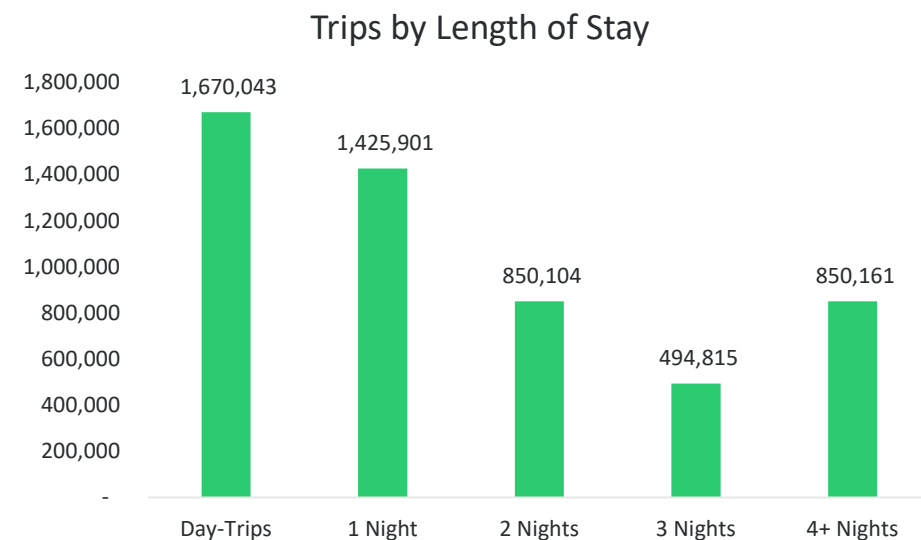
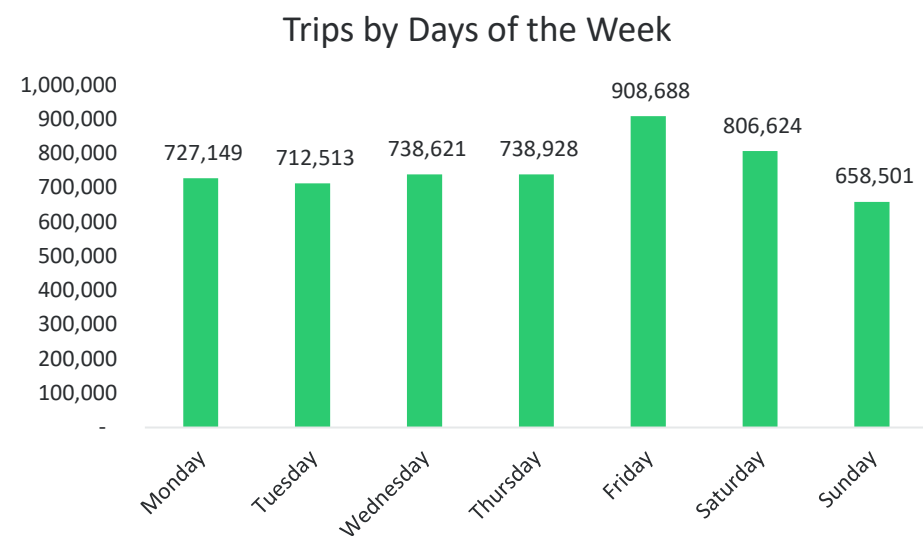


# 2023 Top Origin DMAs and Trips by Month for the Portland Region Counties

Portland, Seattle, and Eugene were the top three origin DMAs  
June and July were the most visited month



# 2023 Trips by Days of the Week and Share of Trips by Nights for the Portland Region Counties



# 2023 Executive Summary for the Portland Region

Average Nights in Destination

3.2

1.4% vs Previous Year

Share of Day-Trips

15.4%

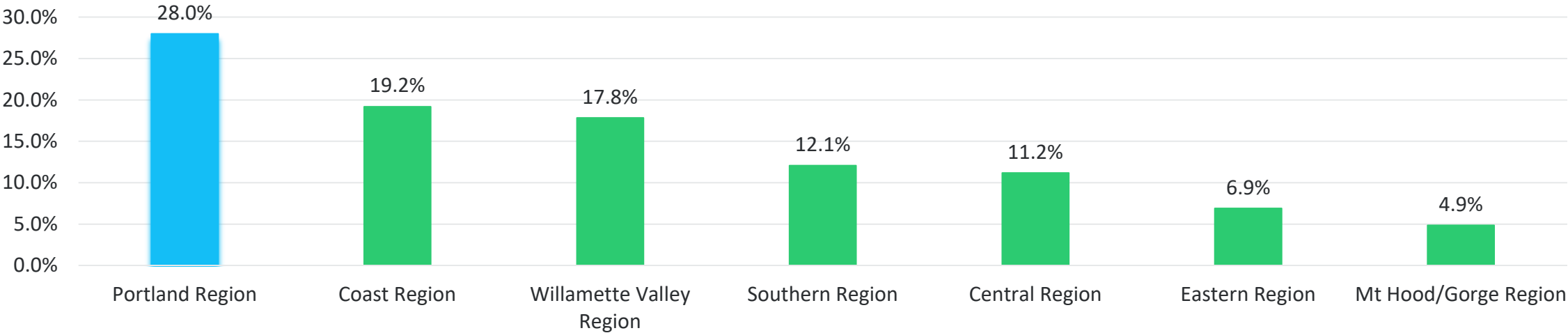
0.7% vs Previous Year

Share of Overnights

84.6%

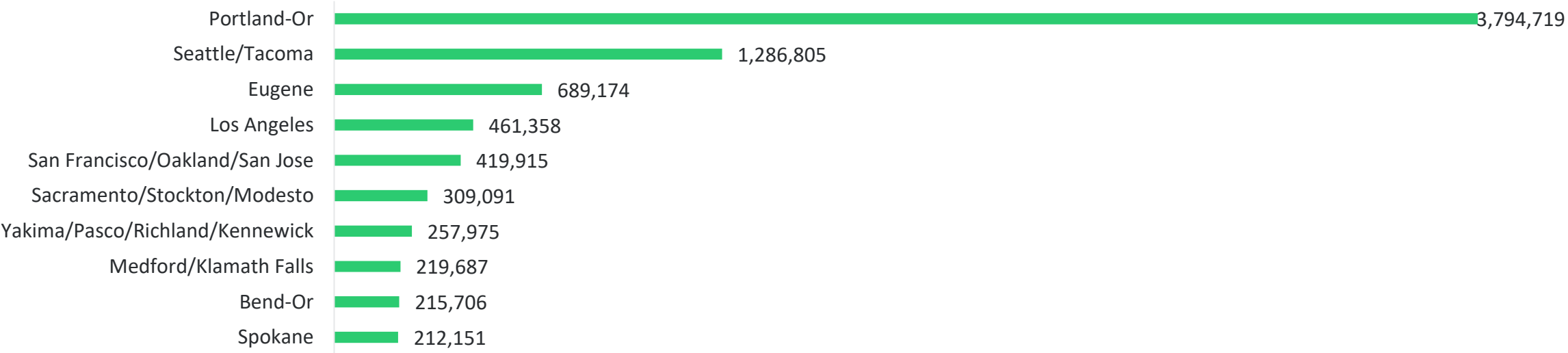
0.7% vs Previous Year

The Portland Region Represented 28% of All Region Trips

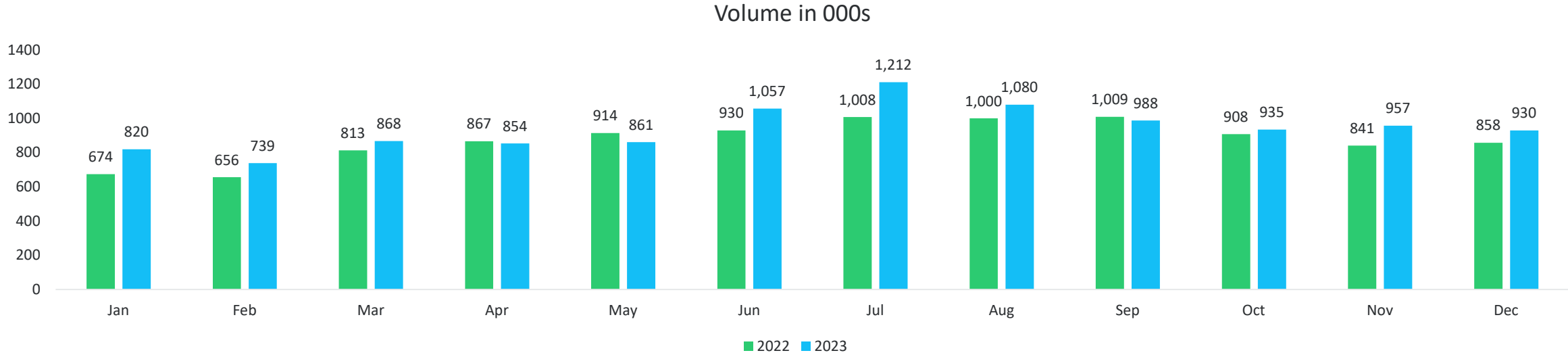


# 2023 Top Origin DMAs for the Portland Region

Portland, Seattle, and Eugene were the top three origin DMAs



# YOY Trips by Month for the Portland Region



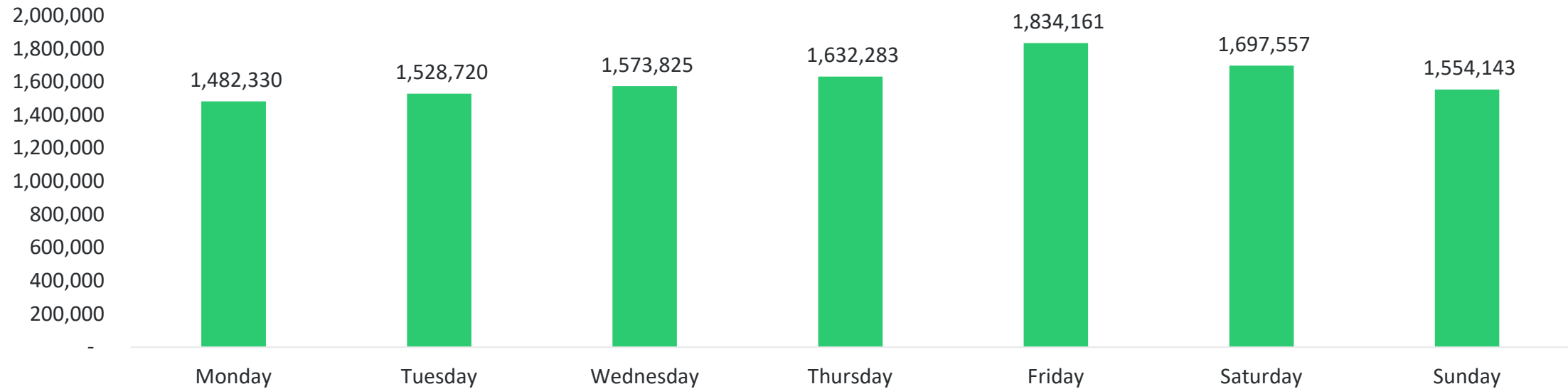
# 2023 Trips by Days of the Week for the Portland Region

Friday was the most visited day

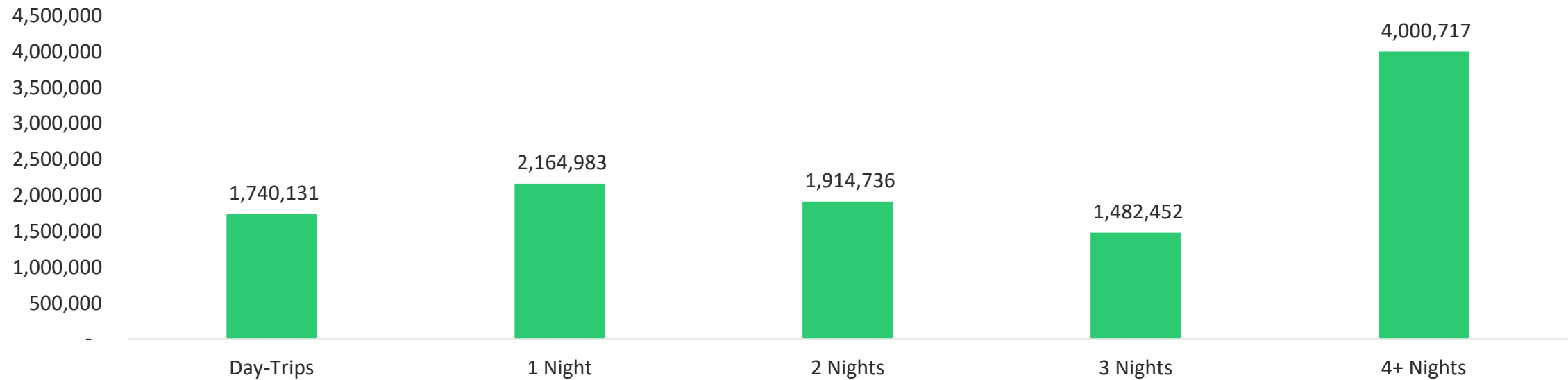


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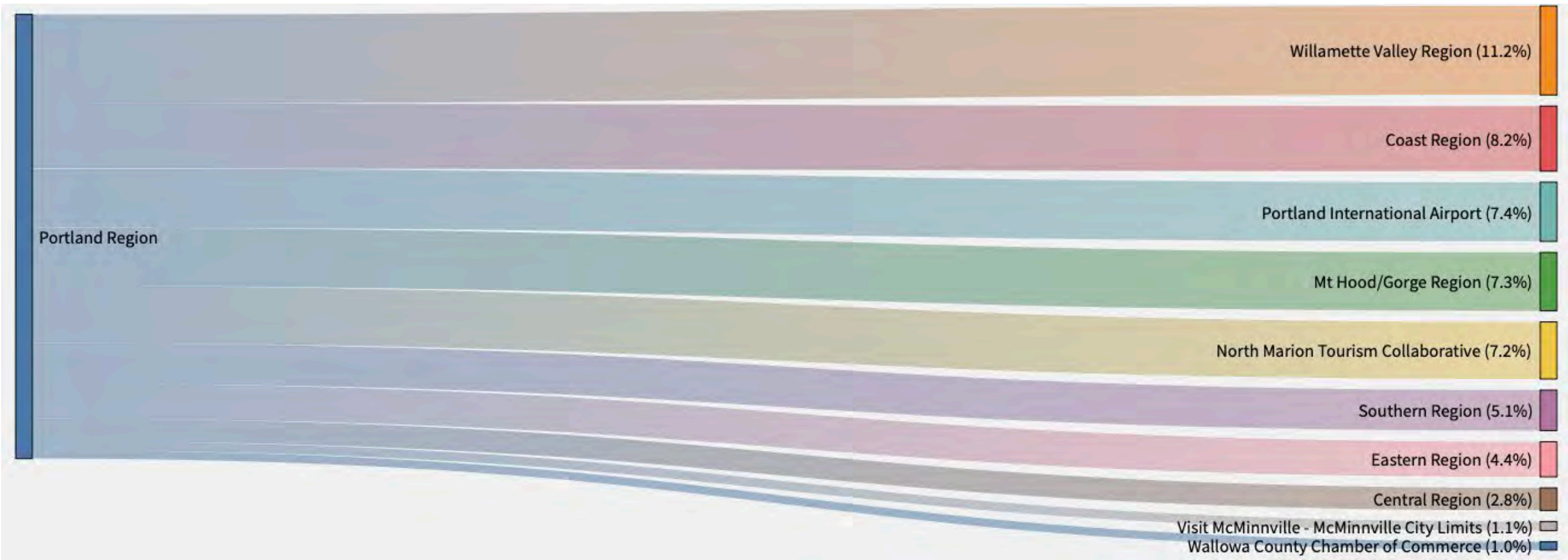


# 2023 Share of Trips by Nights for the Portland Region





# 2023 Cross Visitation (The Portland Region)

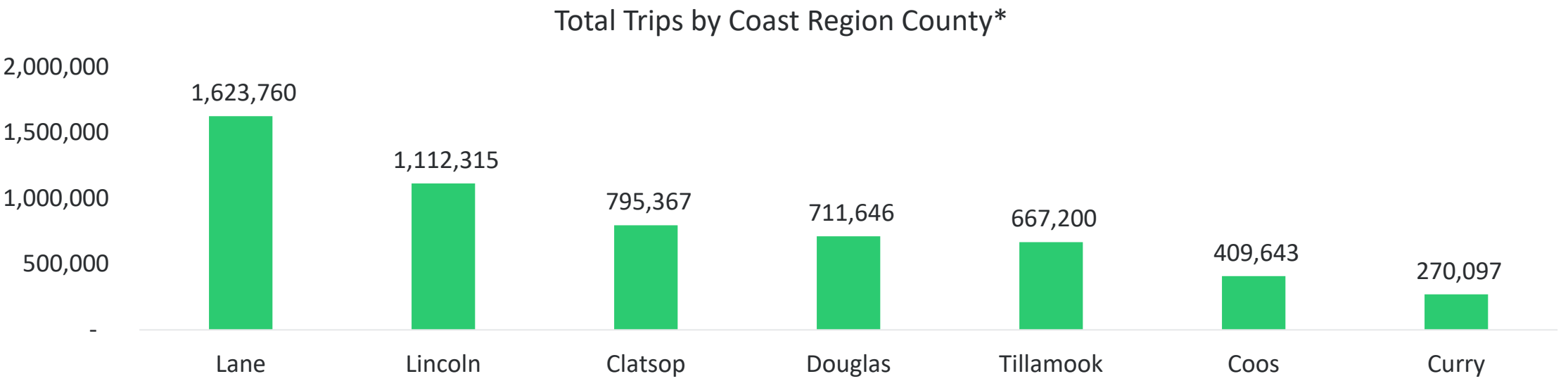


# Coast Region

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# 2023 Executive Summary for the Coast Region Counties

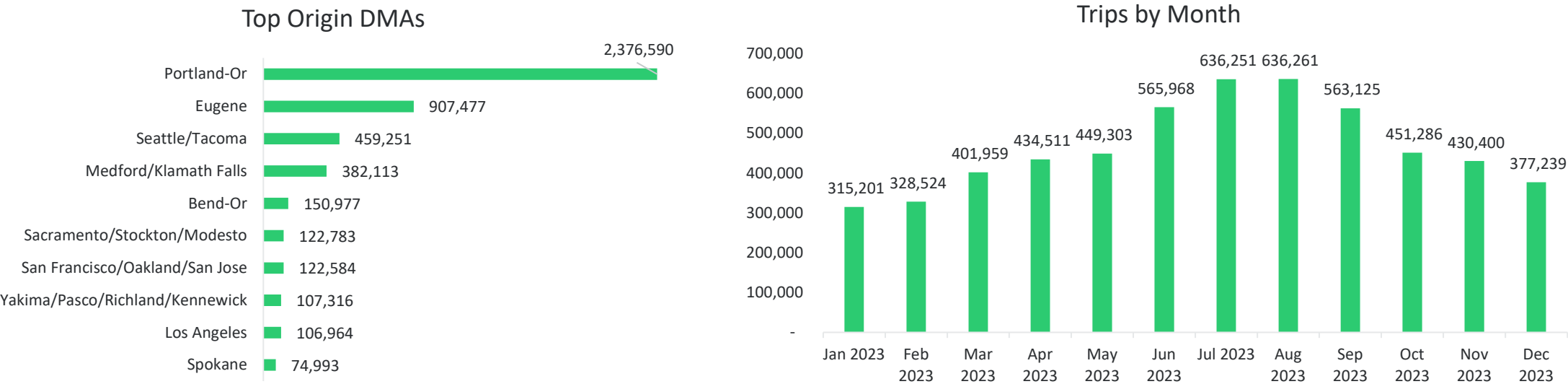


\*Please note that these figures represent a trip’s **primary destination**

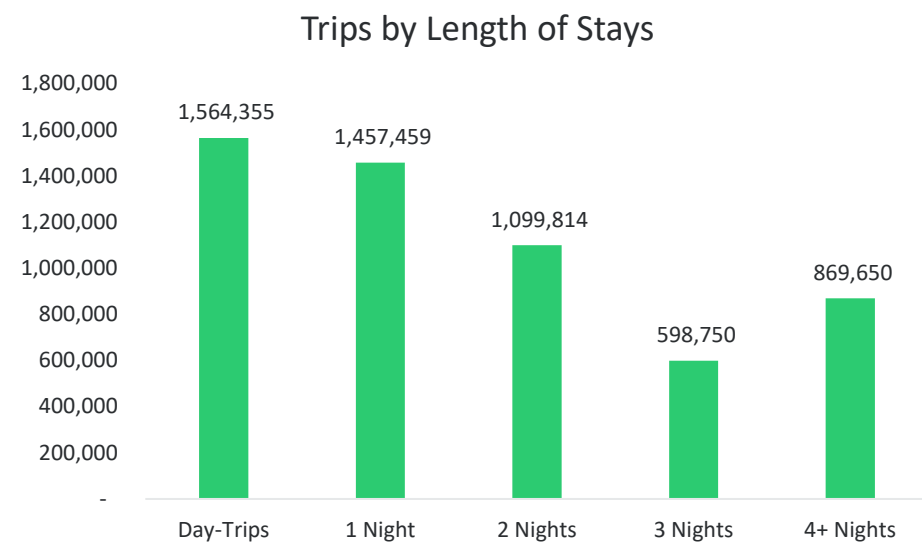
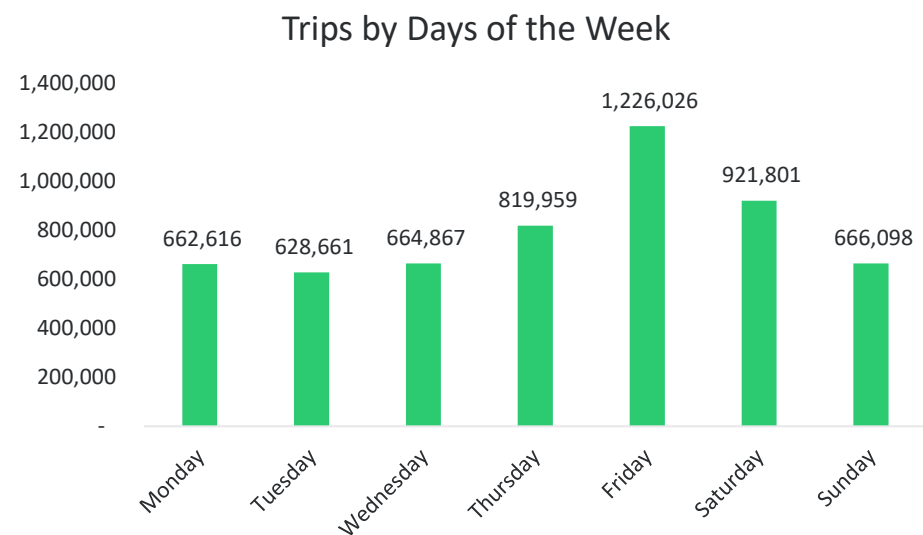


# 2023 Top Origin DMAs and Trips by Month for the Coast Region Counties

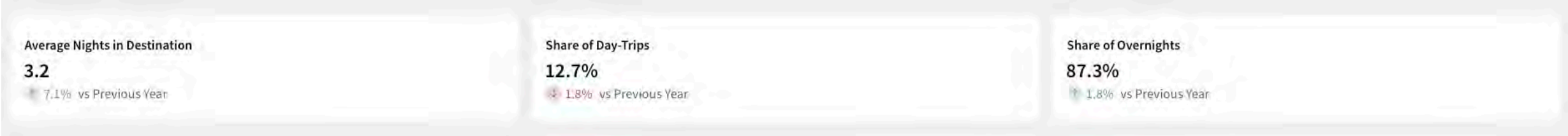
Portland, Eugene, and Seattle were the top three origin DMAs  
July and August were the most visited month



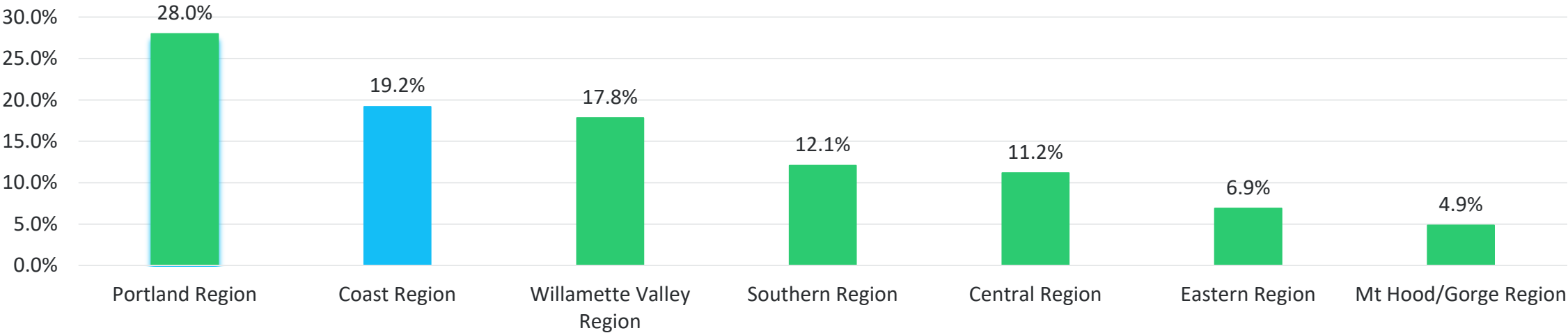
# 2023 Trips by Days of the Week and Share of Trips by Nights for the Coast Region Counties



# 2023 Executive Summary for the Coast Region

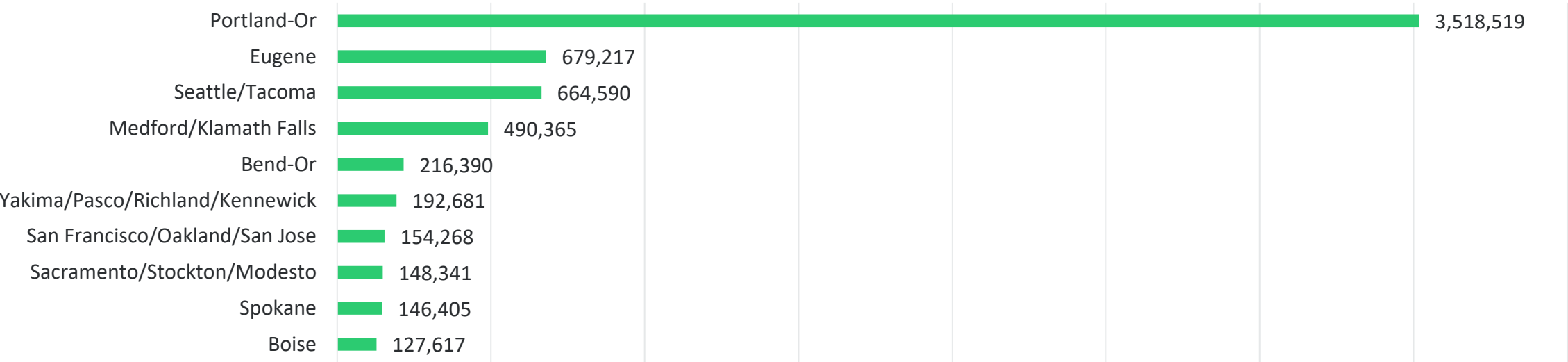


The Coast Region Represented 19.2% of All Region Trips



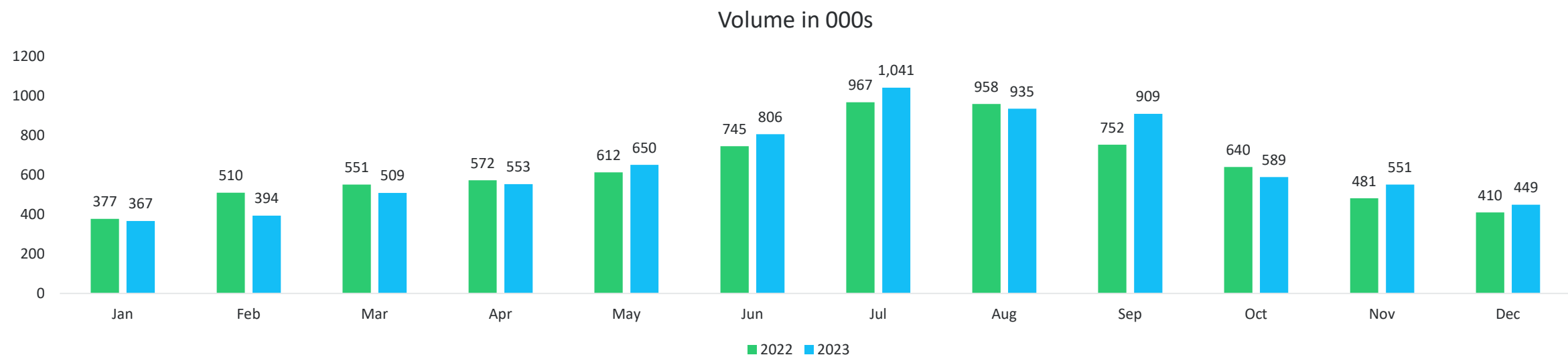
# 2023 Top Origin DMAs for the Coast Region

Portland, Eugene, and Seattle were the top three origin DMAs



# YOY Trips by Month for the Coast Region

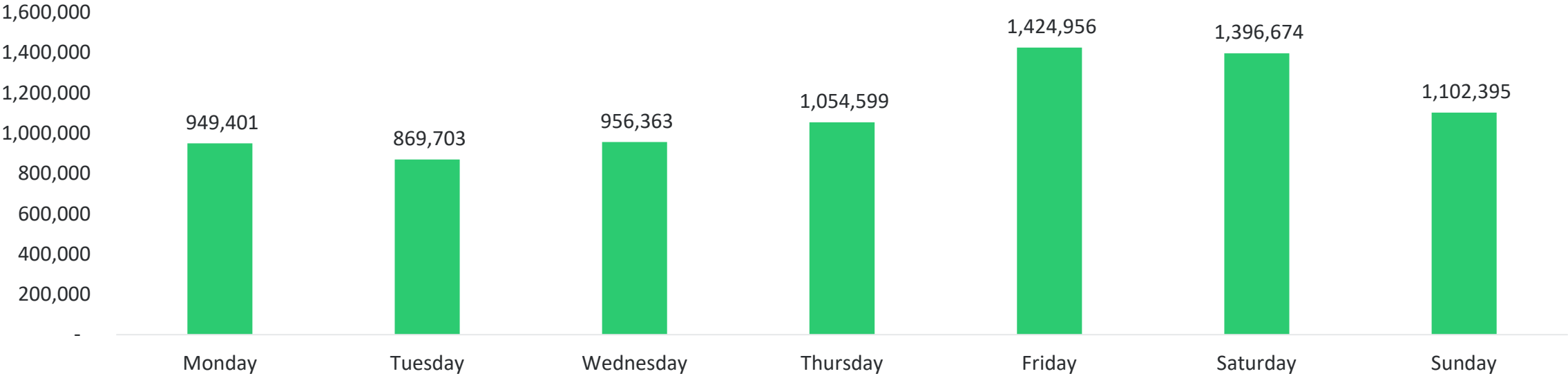
## July and August were the most visited months



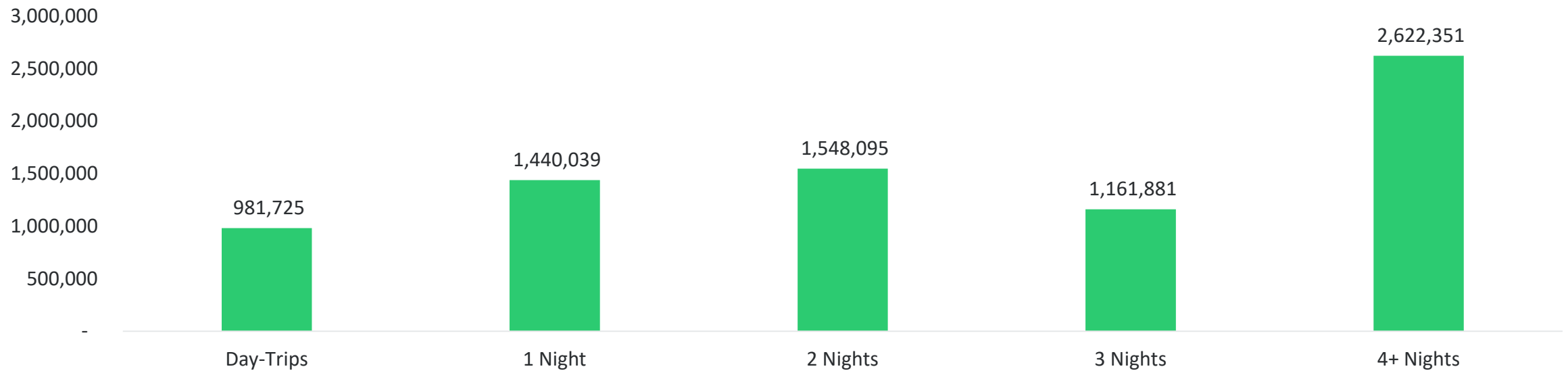


# 2023 Trips by Days of the Week for the Coast Region

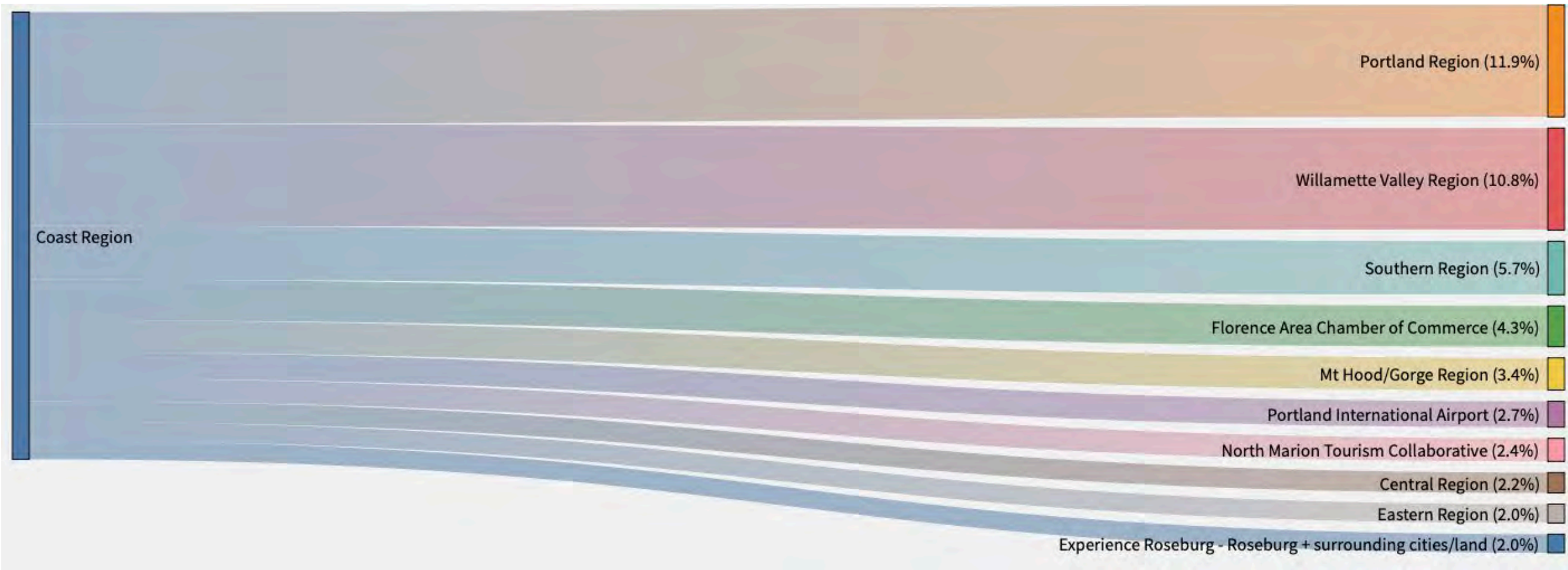
## Friday was the most visited day



# 2023 Share of Trips by Nights for the Coast Region



# 2023 Cross Visitation (The Coast Region)

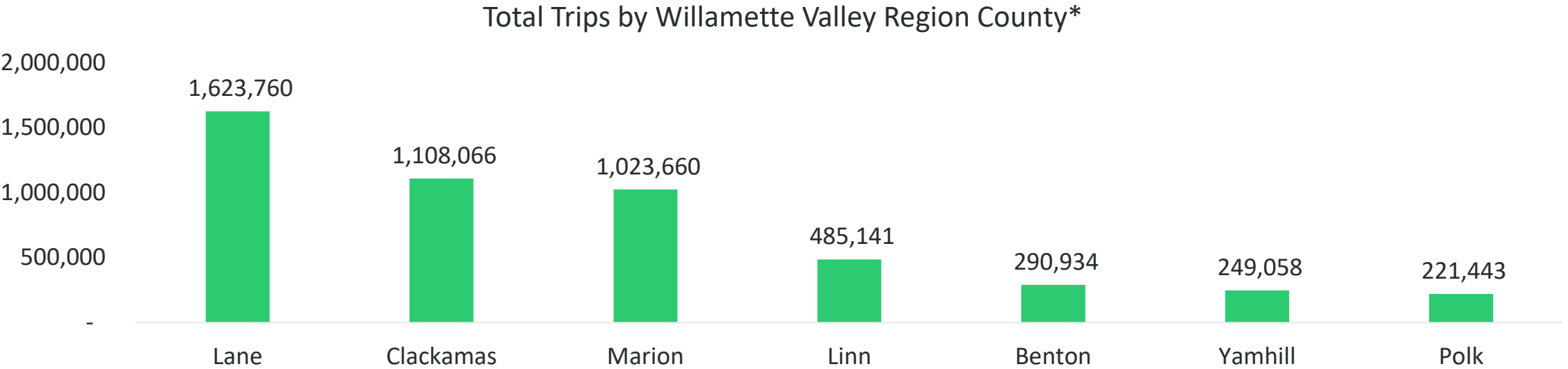


# Willamette Valley Region

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# 2023 Executive Summary for the Willamette Valley Region Counties

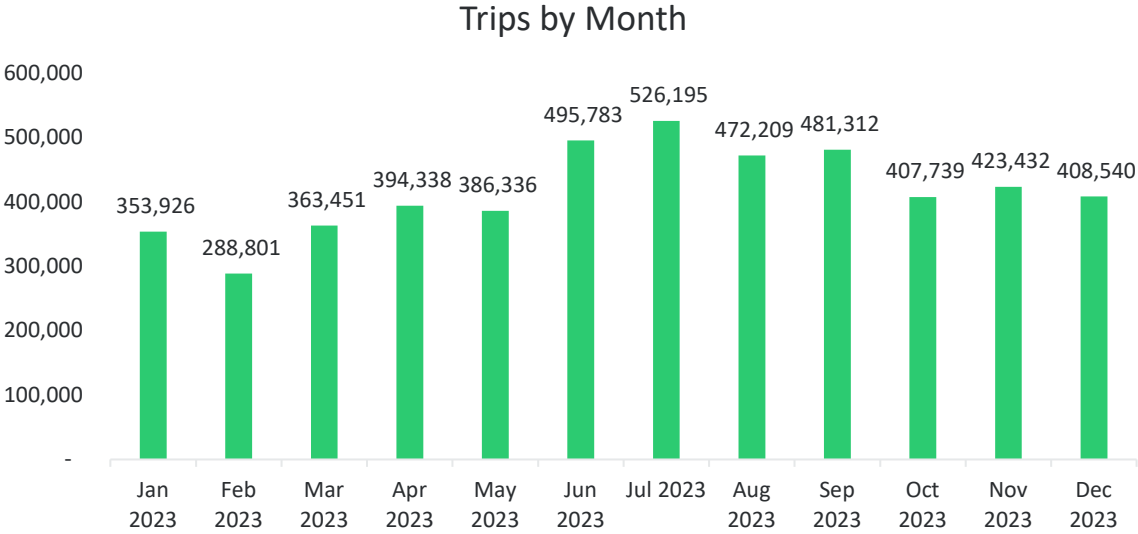
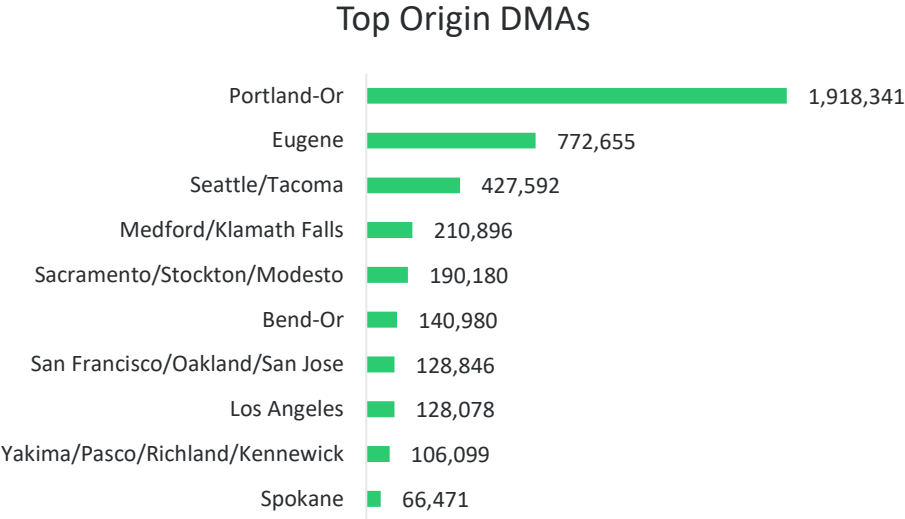


\*Please note that these figures represent a trip’s **primary destination**

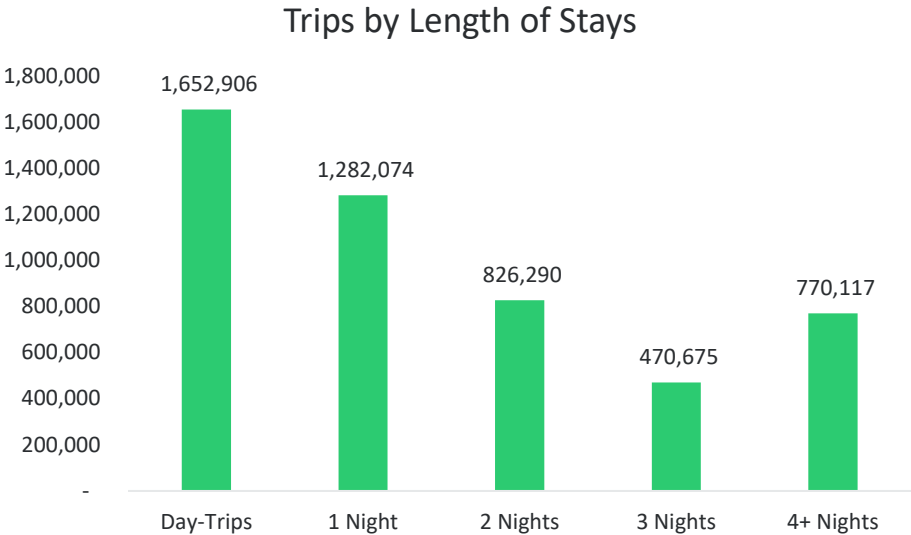
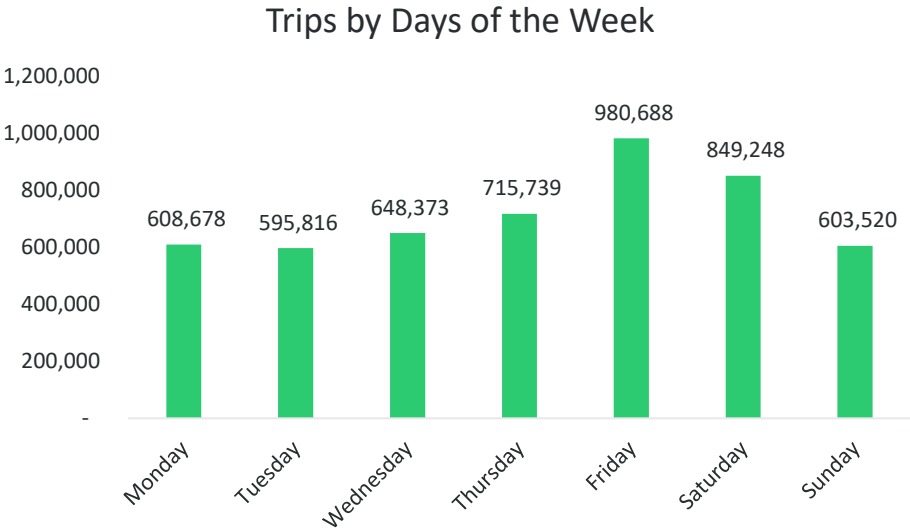


# 2023 Top Origin DMAs and Trips by Month for the Willamette Valley Region Counties

Portland, Eugene, and Seattle were the top three origin DMAs  
June and July were the most visited month

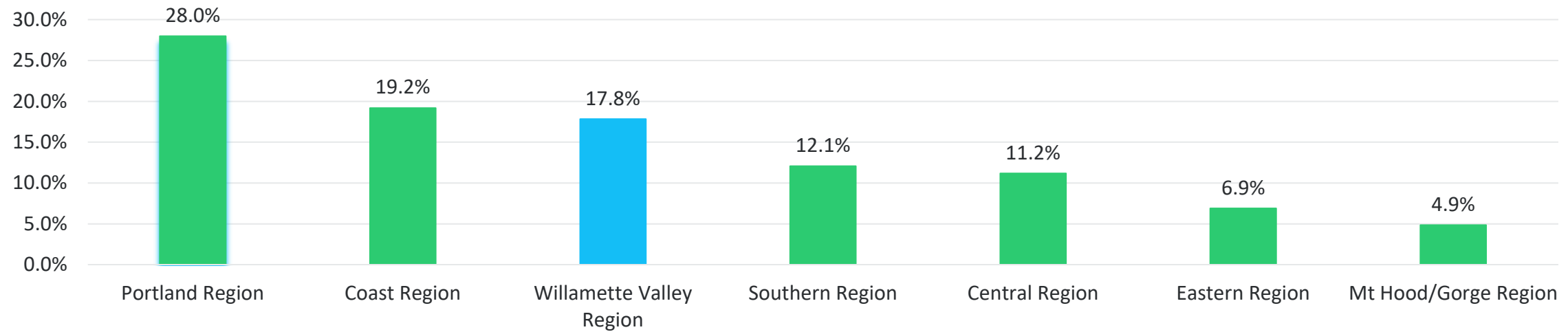


# 2023 Trips by Days of the Week and Share of Trips by Nights for the Willamette Valley Region Counties



<b>Average Nights in Destination</b> <b>3.1</b> <small>↓ 5.3% vs Previous Year</small>	<b>Share of Day-Trips</b> <b>16.0%</b> <small>↓ 3.2% vs Previous Year</small>	<b>Share of Overnights</b> <b>84.0%</b> <small>↓ 3.2% vs Previous Year</small>
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The Willamette Valley Region Represented 17.8% of All Region Trips





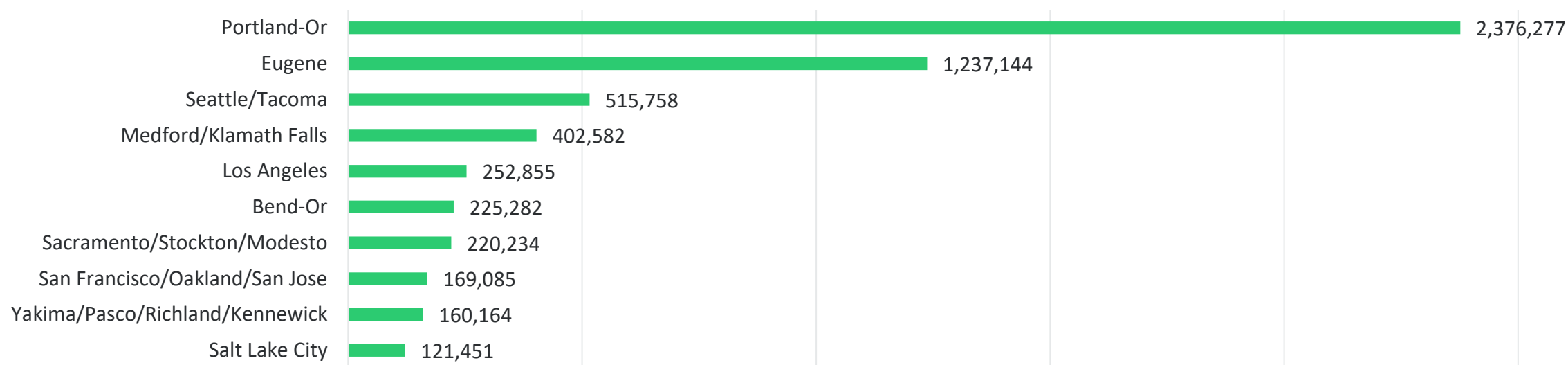
# 2023 Top Origin DMAs for the Willamette Valley Region

Portland, Eugene, and Seattle were the top three origin DMAs



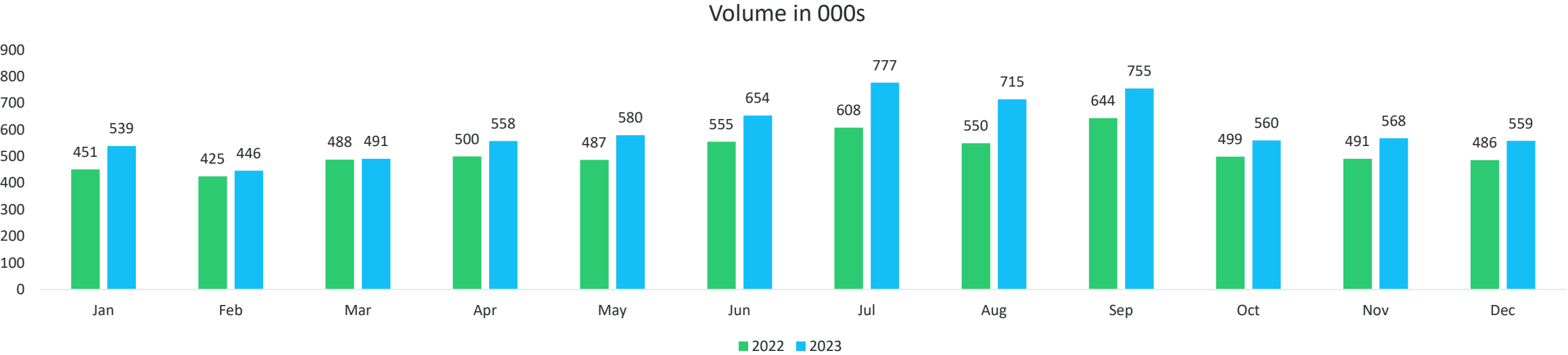
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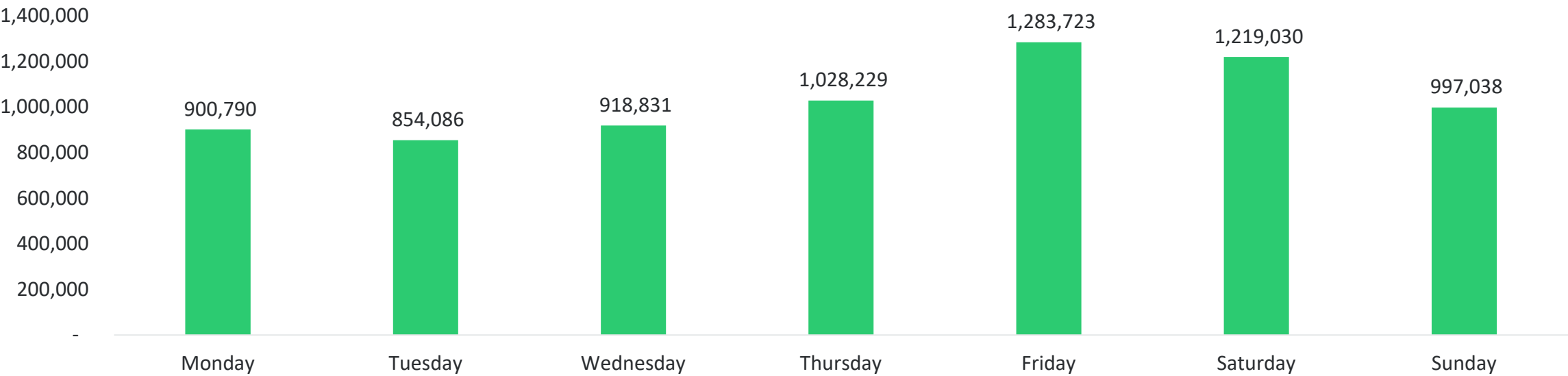
# YOY Trips by Month for the Willamette Valley Region

July and September were the most visited months

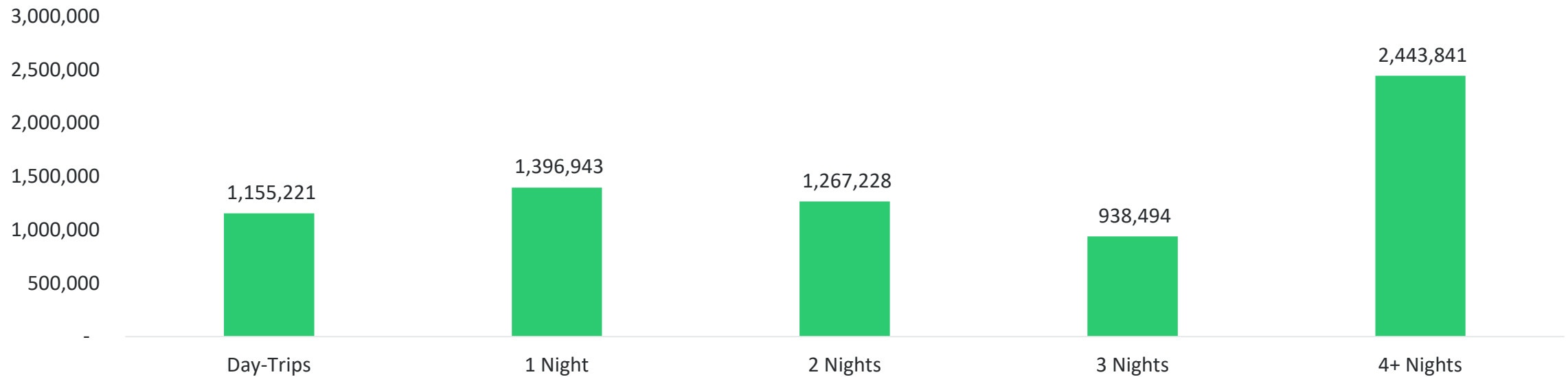


# 2023 Trips by Days of the Week for the Willamette Valley Region

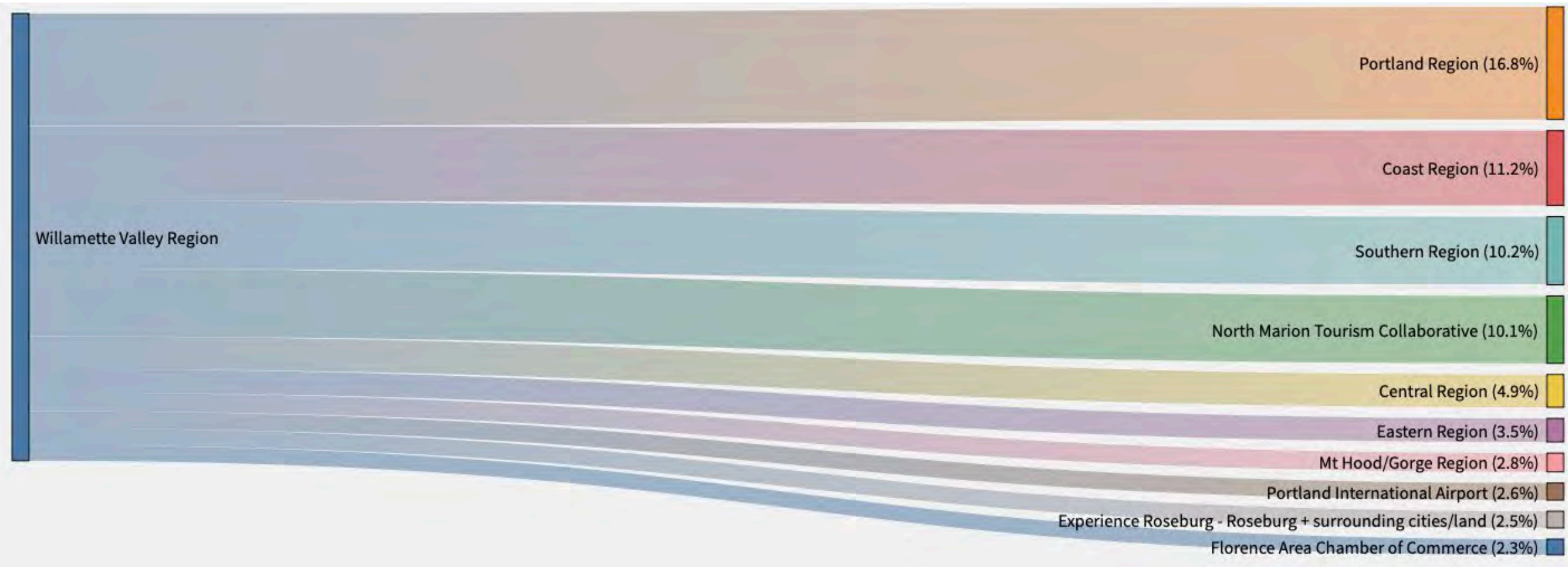
Friday was the most visited day



# 2023 Share of Trips by Nights for the Willamette Valley Region



# 2023 Cross Visitation (The Willamette Valley Region)

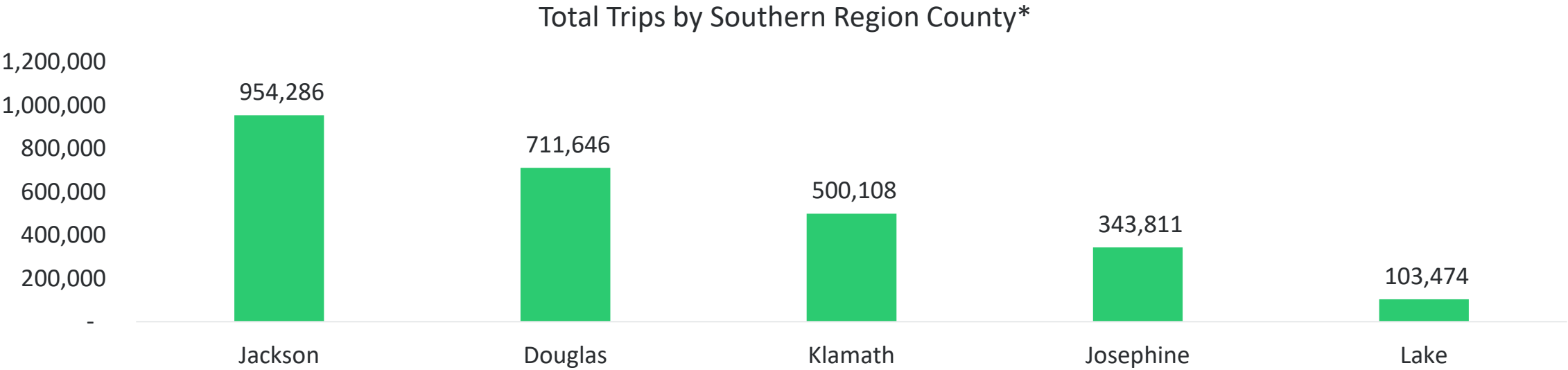


# Southern Region

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# 2023 Executive Summary for the Southern Region Counties

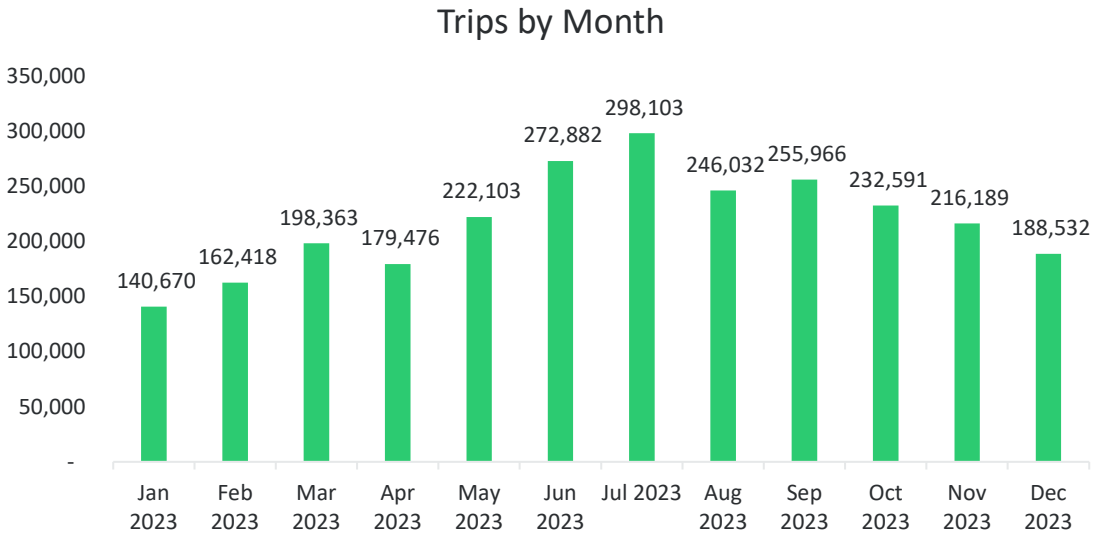
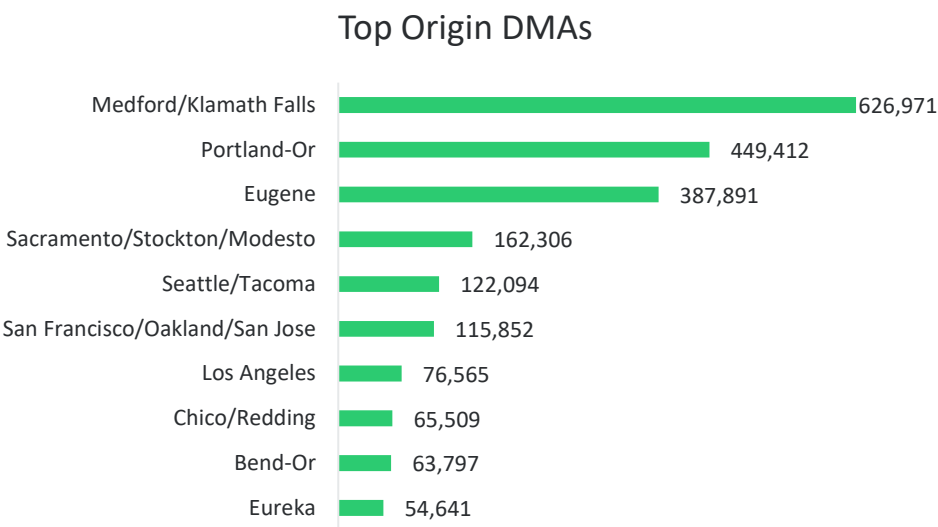


\*Please note that these figures represent a trip’s **primary destination**



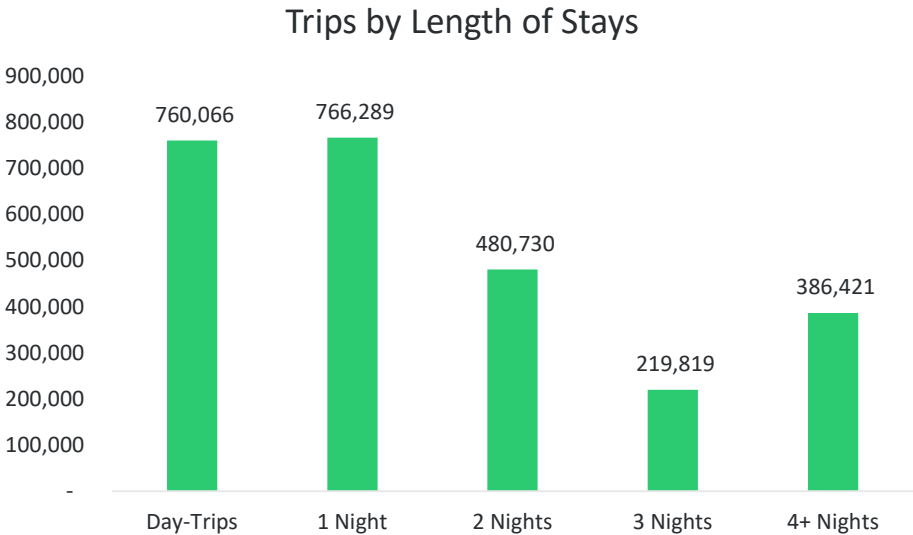
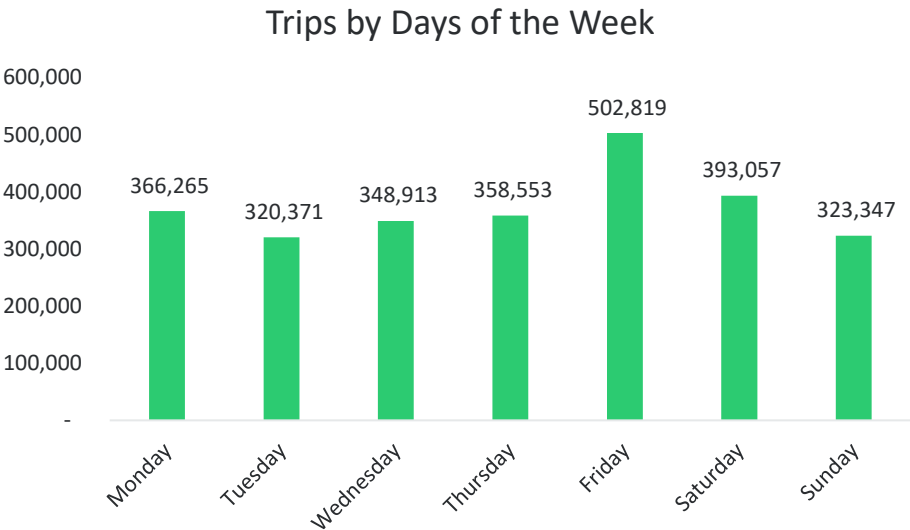
# 2023 Top Origin DMAs and Trips by Month for the Southern Region Counties

Medford, Portland and Eugene were the top three origin DMAs  
June and July were the most visited month





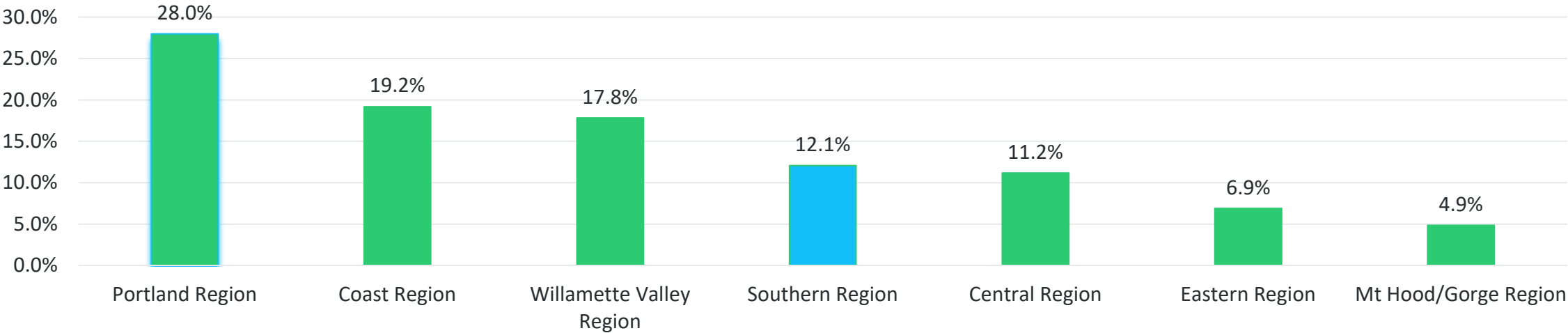
# 2023 Trips by Days of the Week and Share of Trips by Nights for the Southern Region Counties



# 2023 Executive Summary for the Southern Region

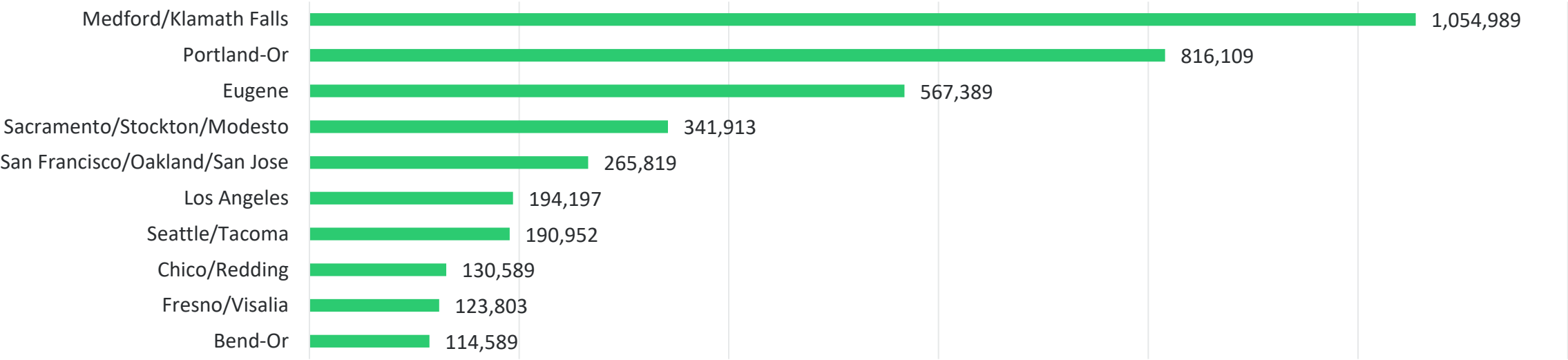


The Southern Region Represented 12.1% of All Region Trips



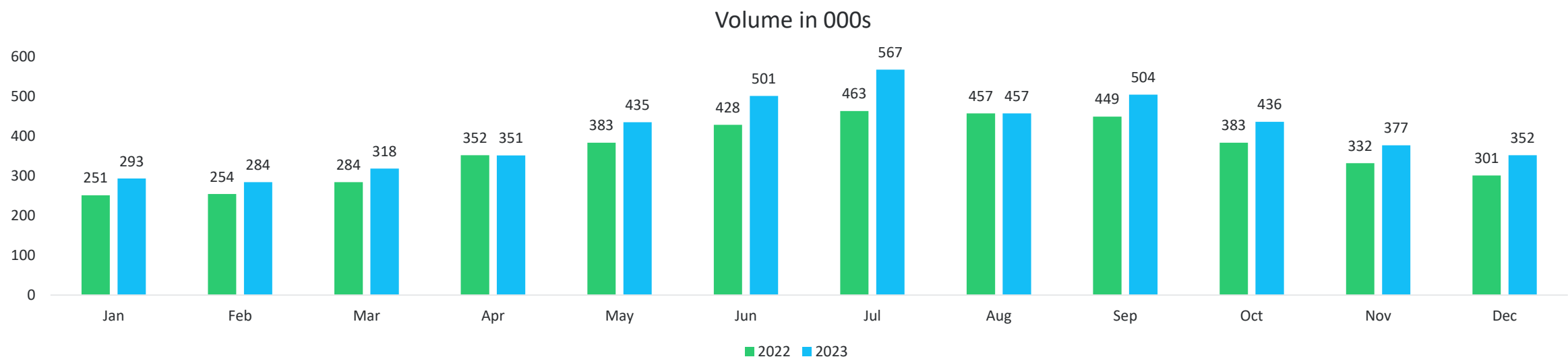
# 2023 Top Origin DMAs for the Southern Region

Medford, Portland, Eugene were the top three origin DMAs



# YOY Trips by Month for the Southern Region

## July was the most visited month



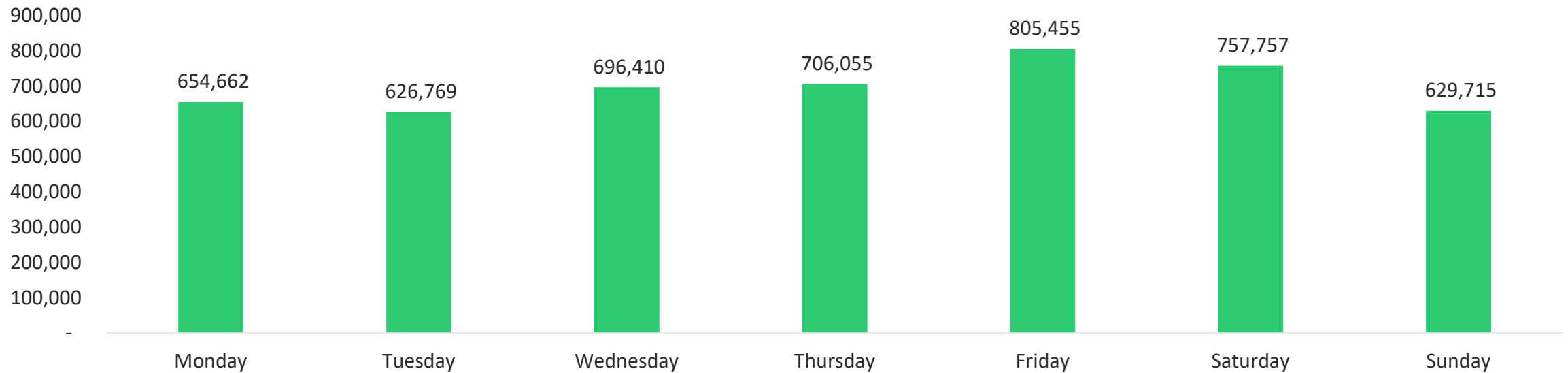
# 2023 Trips by Days of the Week for the Southern Region

## Friday was the most visited day



Arrivalist

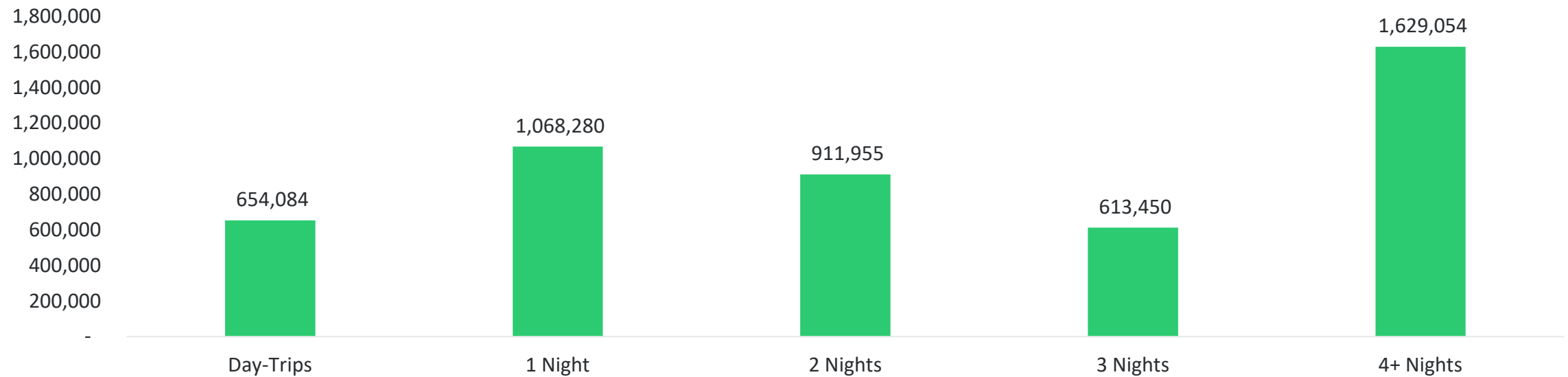
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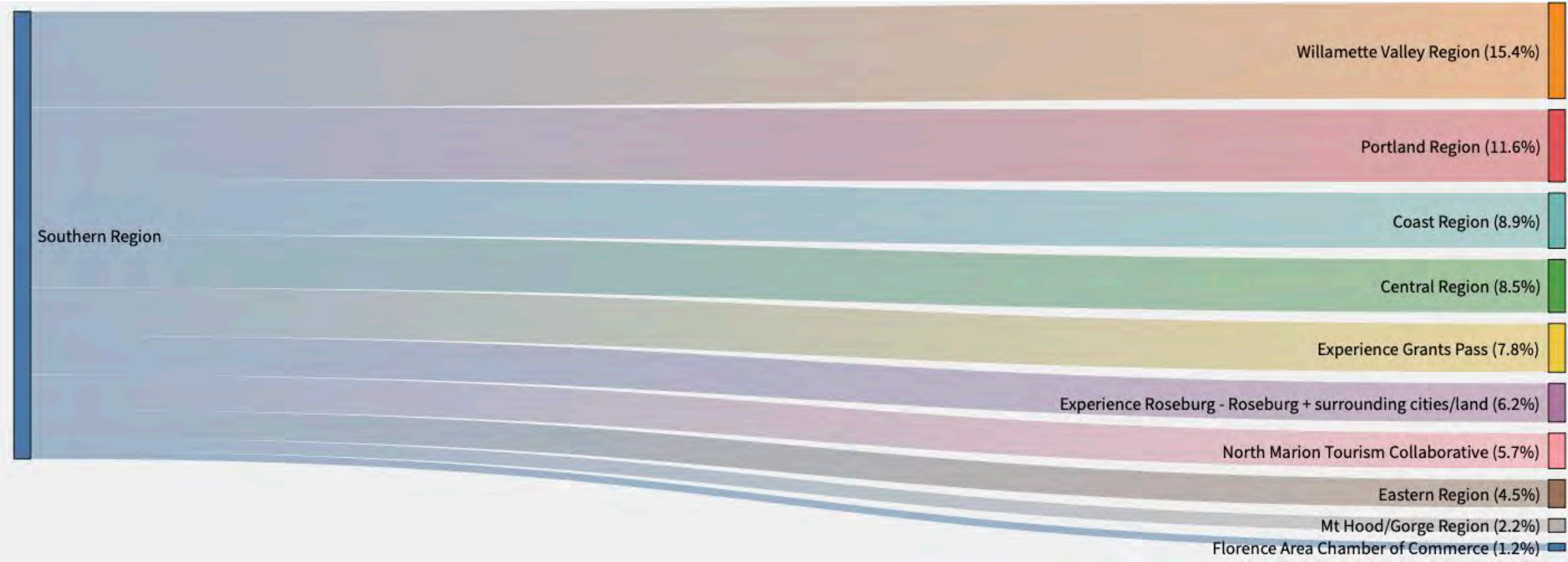
# 2023 Share of Trips by Nights for the Southern Region



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# 2023 Cross Visitation (The Southern Region)



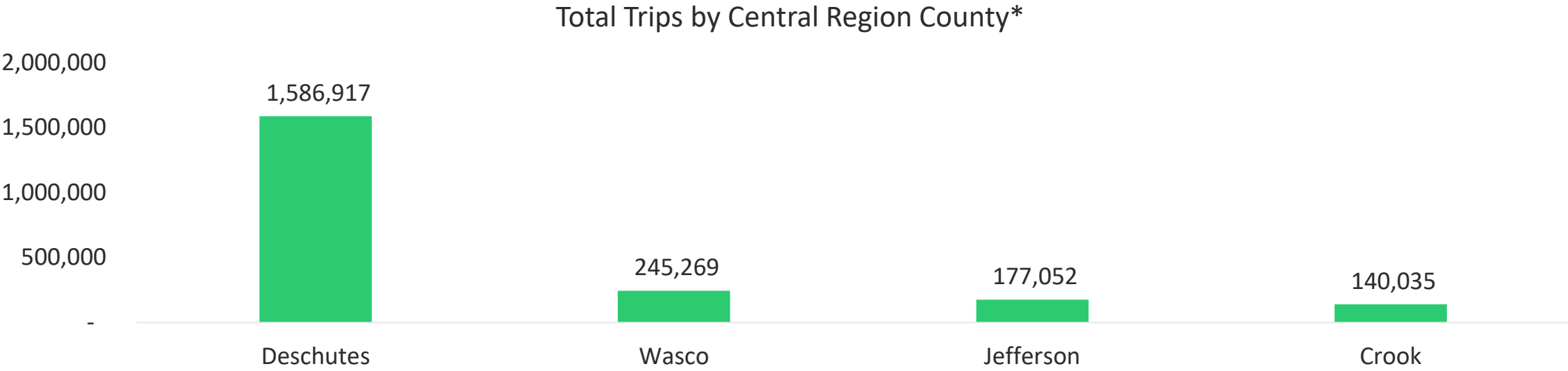
# Central Region

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# 2023 Executive Summary for the Central Region Counties

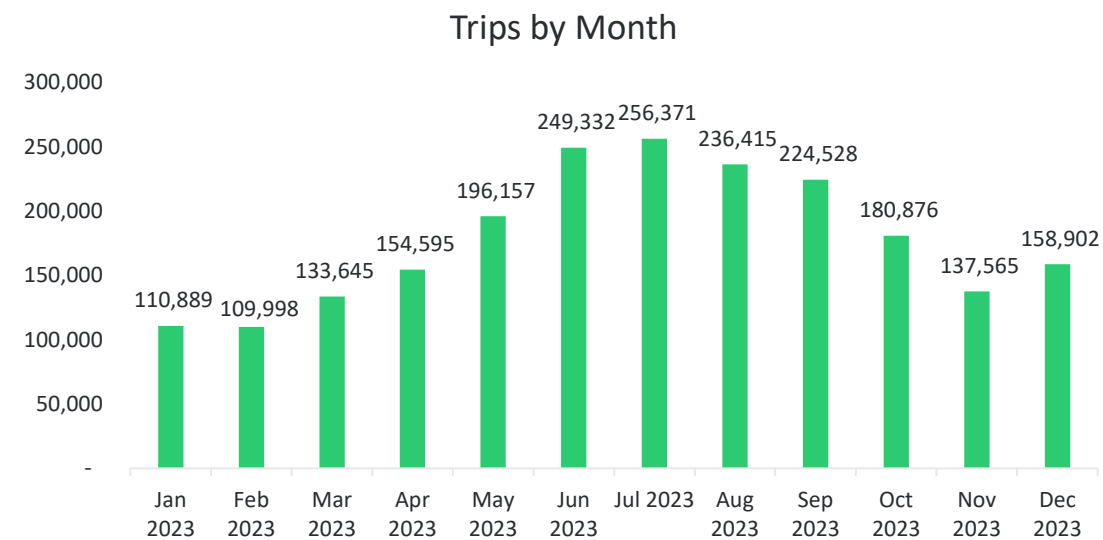
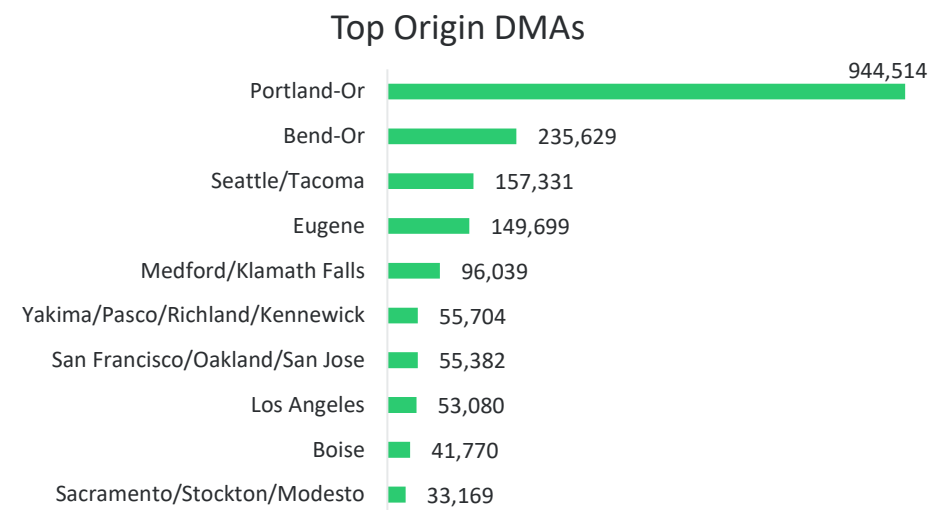


\*Please note that these figures represent a trip’s **primary destination**

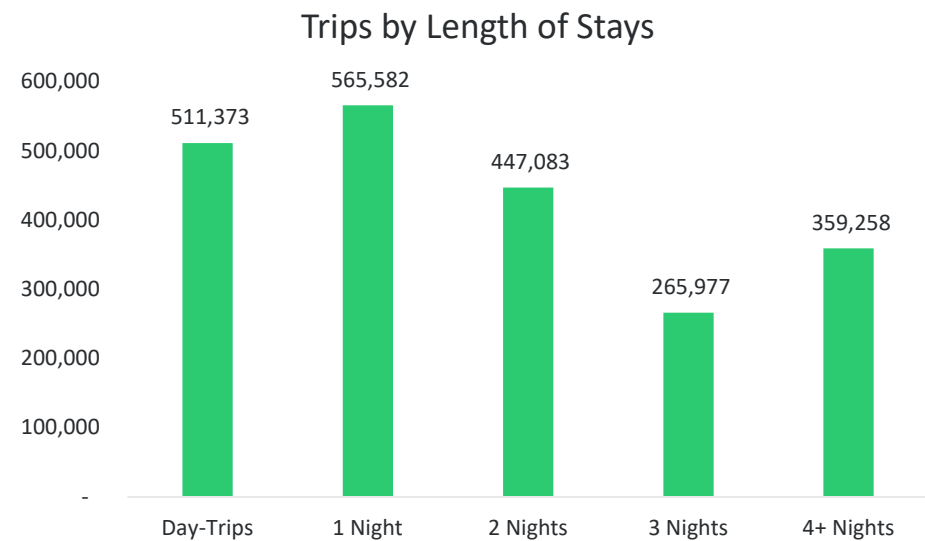
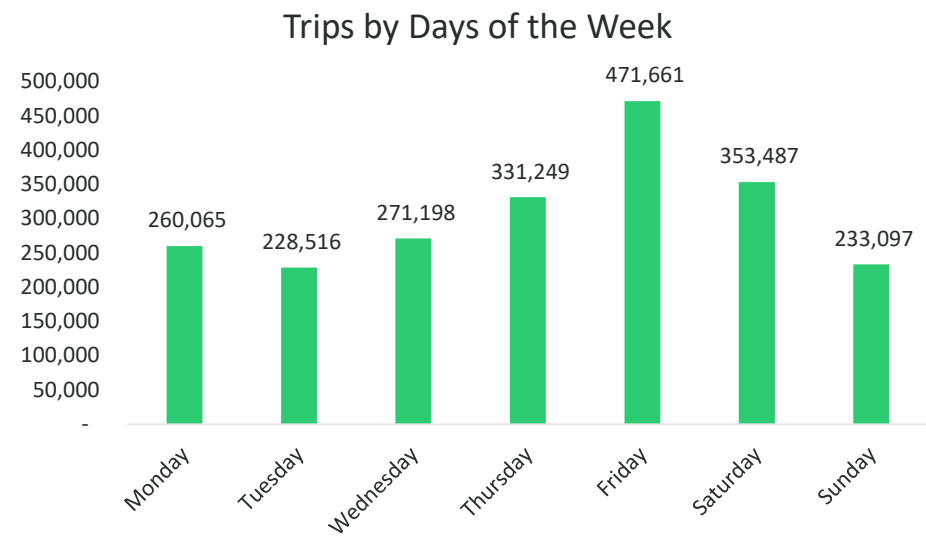


# 2023 Top Origin DMAs and Trips by Month for the Central Region Counties

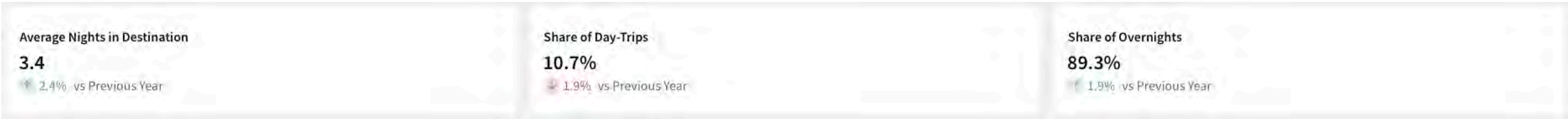
Portland, Bend, and Seattle were the top three origin DMAs  
June and July were the most visited month



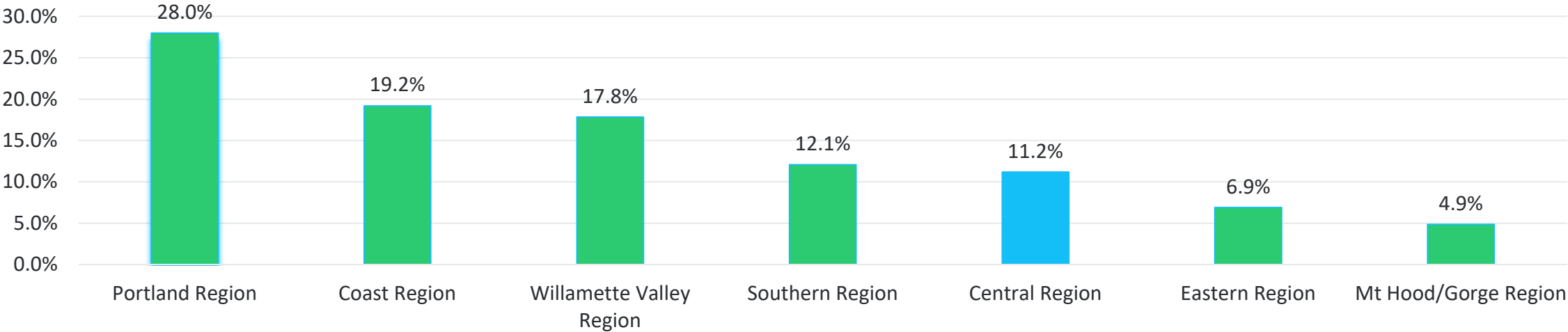
# 2023 Trips by Days of the Week and Share of Trips by Nights for the Central Region Counties



# 2023 Executive Summary for the Central Region

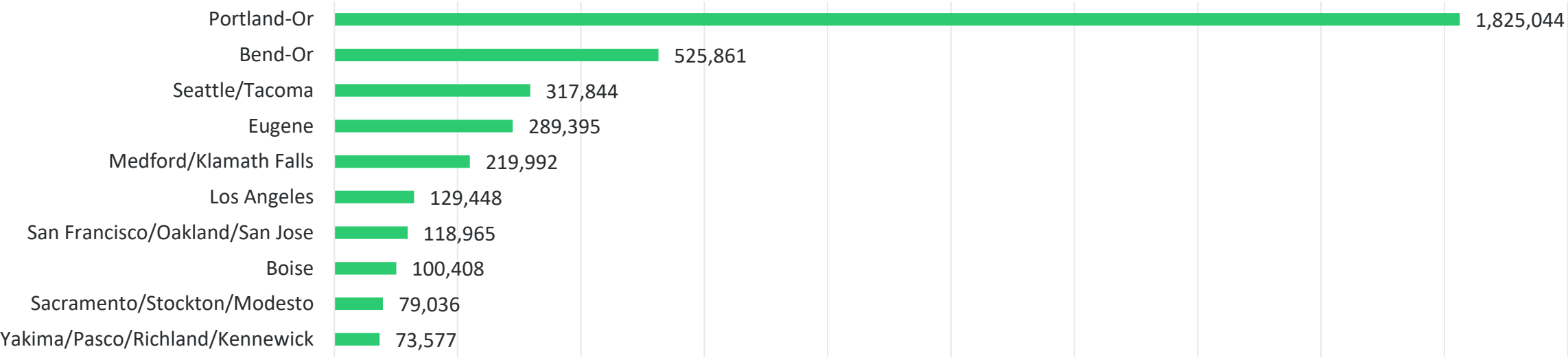


The Central Region Represented 11.2% of All Region Trips



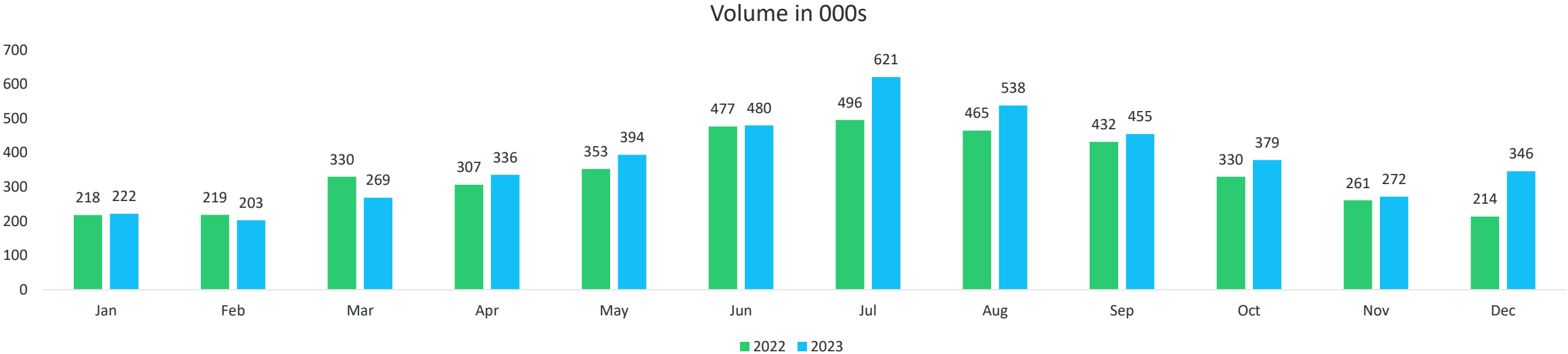
# 2023 Top Origin DMAs for the Central Region

Portland, Bend, and Seattle were the top three origin DMAs



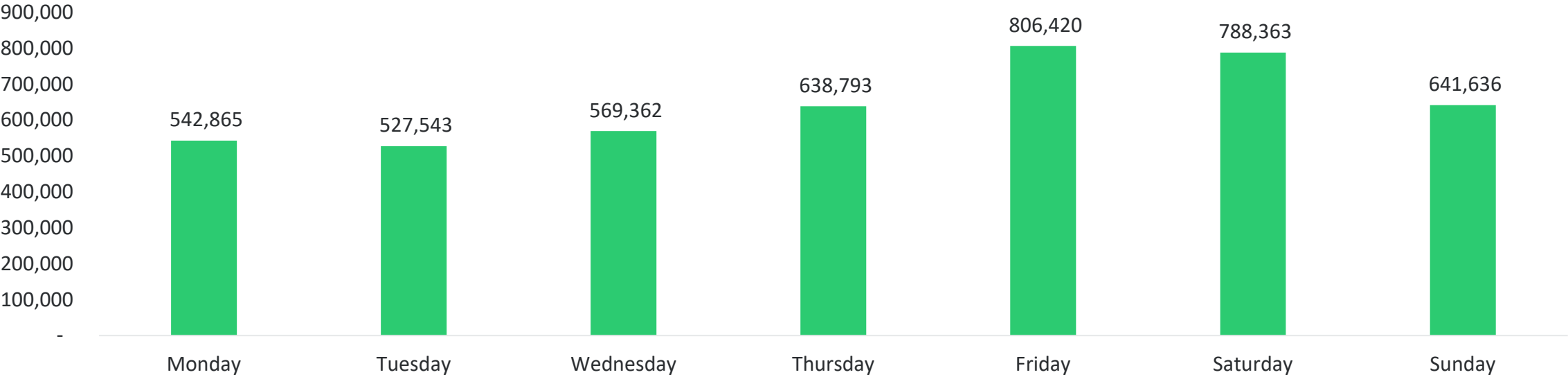
# YOY Trips by Month for the Central Region

## July was the most visited month

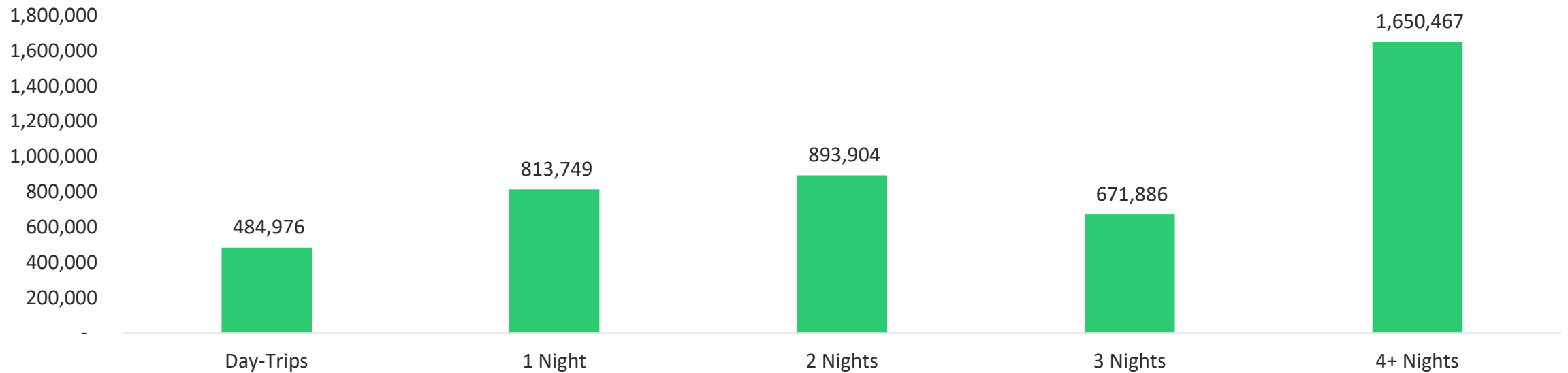


# 2023 Trips by Days of the Week for the Central Region

## Friday was the most visited day

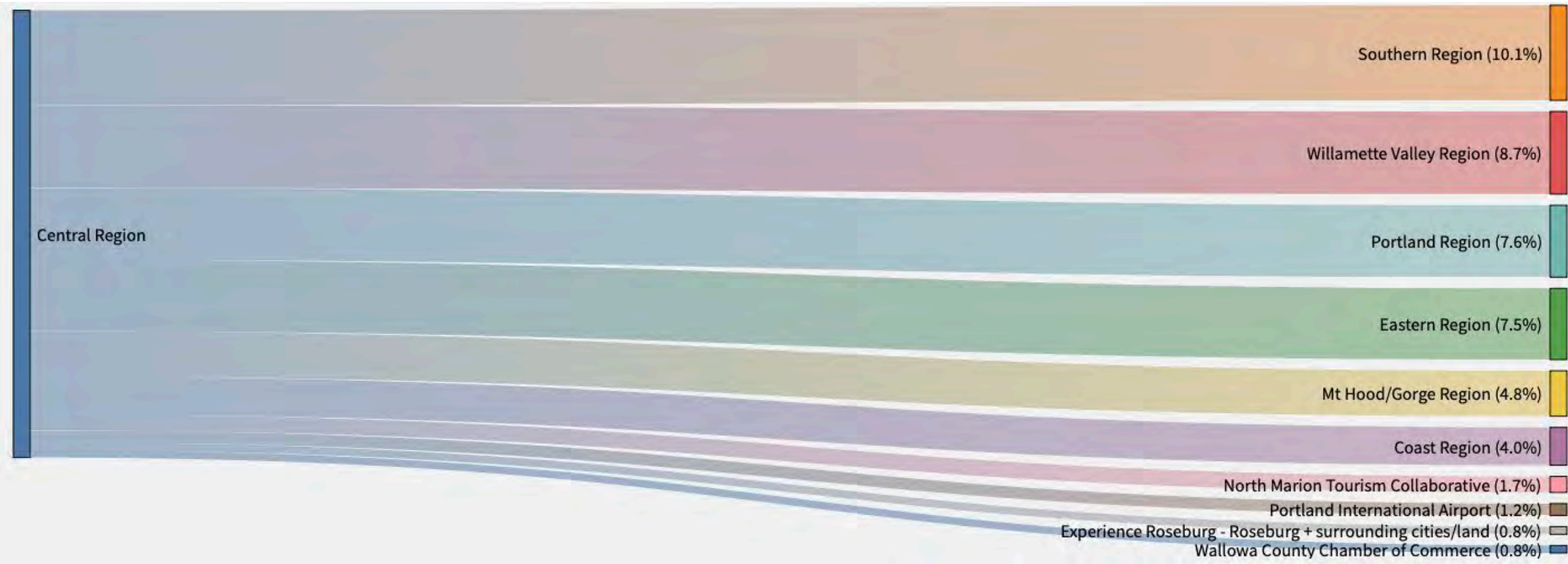


# 2023 Share of Trips by Nights for the Central Region





# 2023 Cross Visitation (The Central Region)

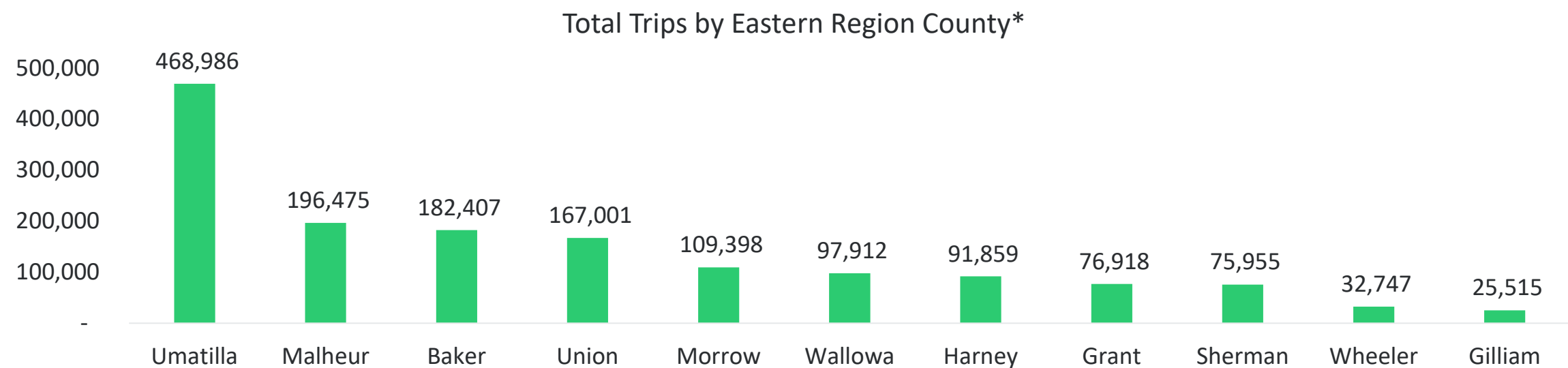


# Eastern Region

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# 2023 Executive Summary for the Eastern Region Counties

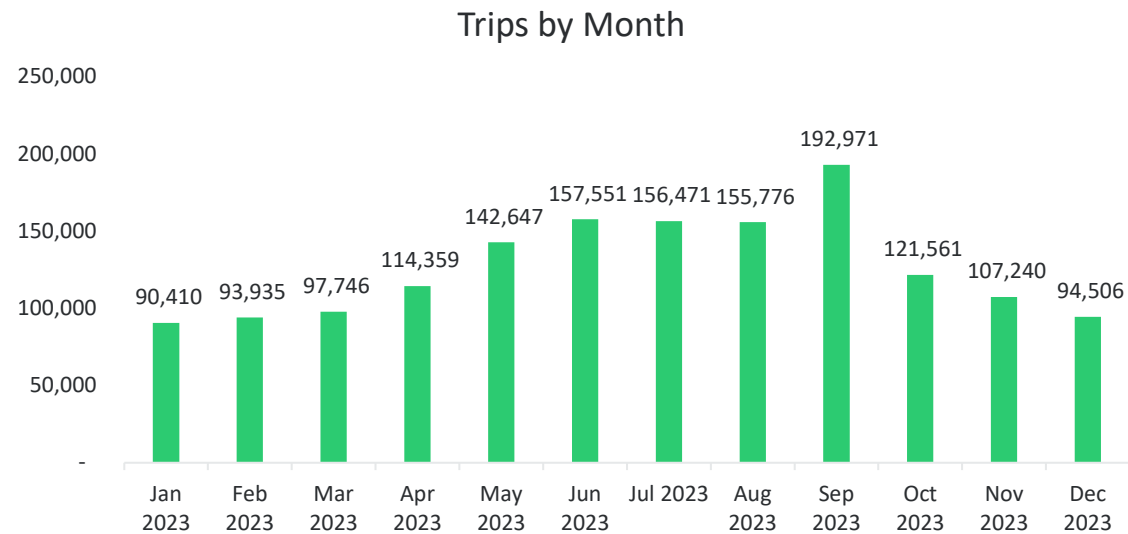
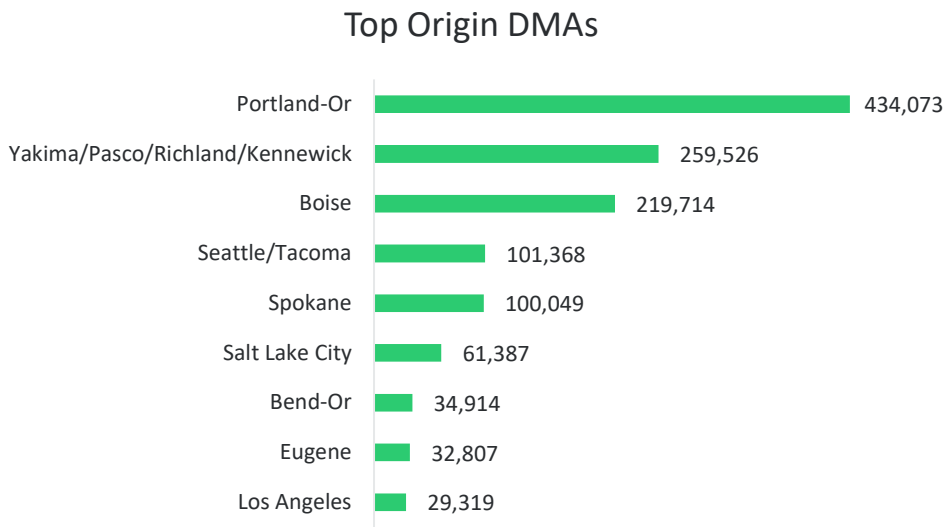


\*Please note that these figures represent a trip’s **primary destination**

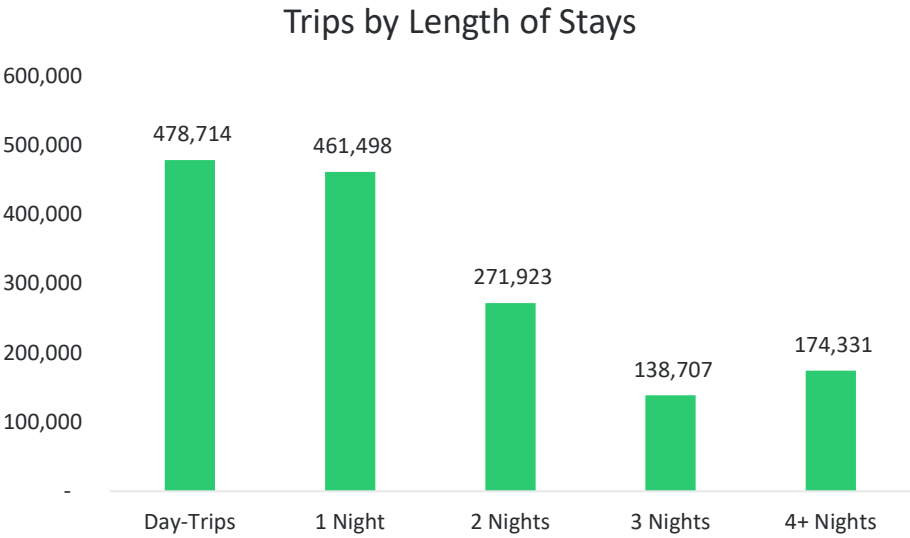
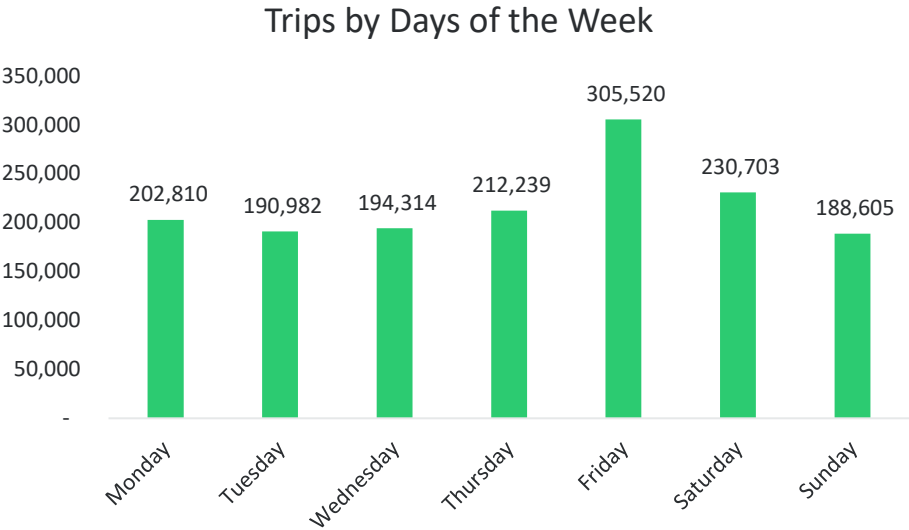


# 2023 Top Origin DMAs and Trips by Month for the Eastern Region Counties

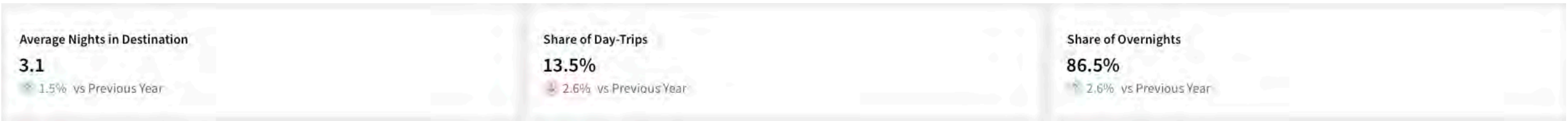
Portland, Yakima, and Boise were the top three origin DMAs  
June and September were the most visited month



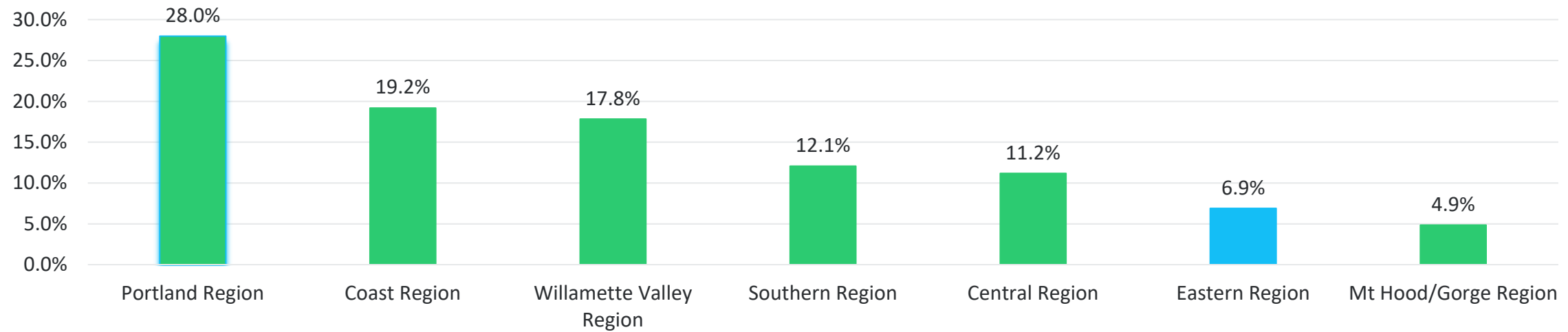
# 2023 Trips by Days of the Week and Share of Trips by Nights for the Eastern Region Counties



# 2023 Executive Summary for the Eastern Region

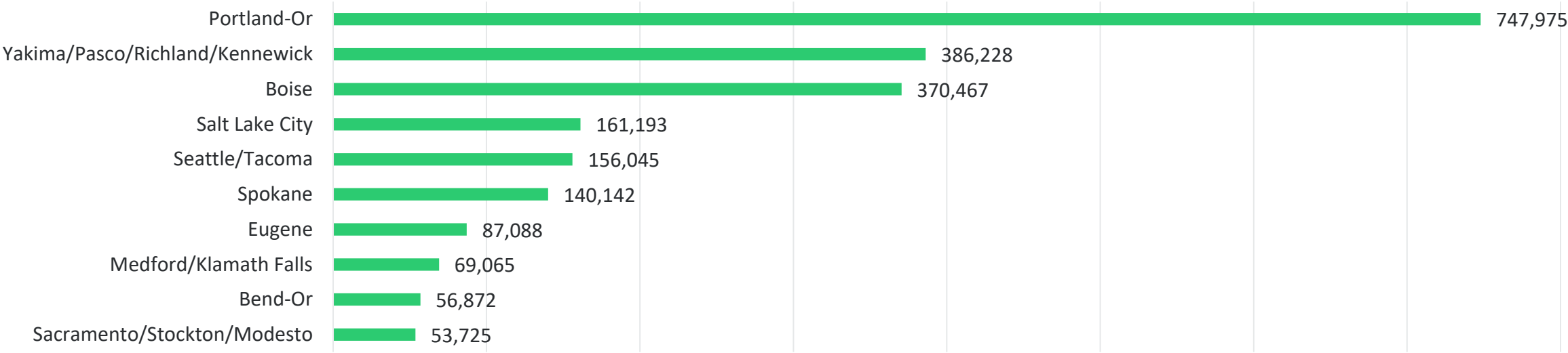


The Eastern Region Represented 6.9% of All Region Trips



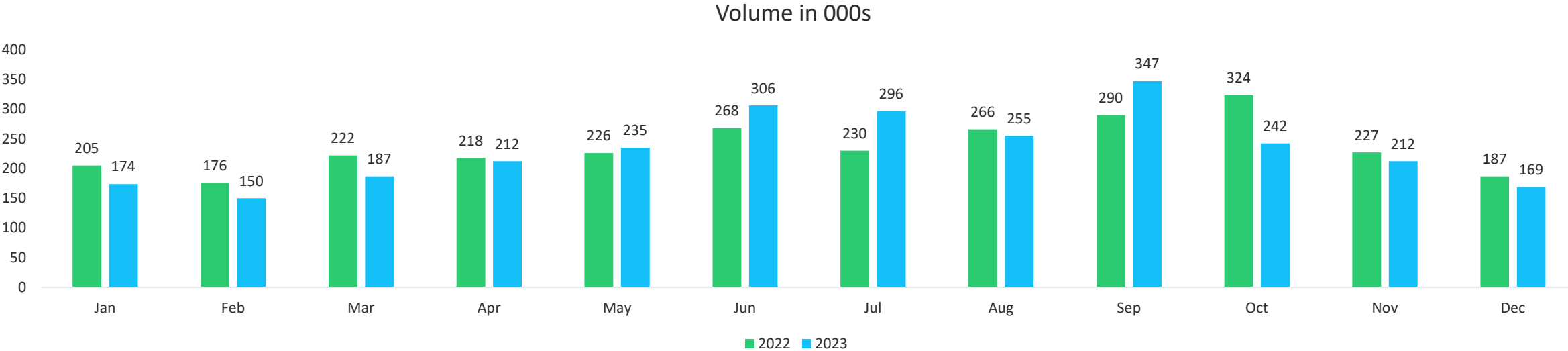
# 2023 Top Origin DMAs for the Eastern Region

Portland, Yakima, and Boise were the top three origin DMAs



# YOY Trips by Month for the Eastern Region

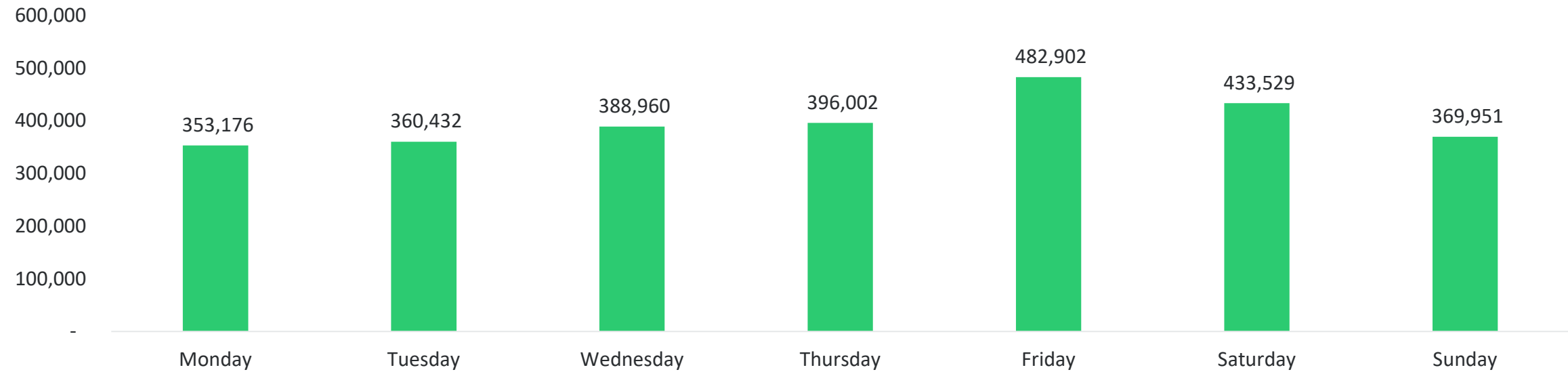
## June and September were the most visited months



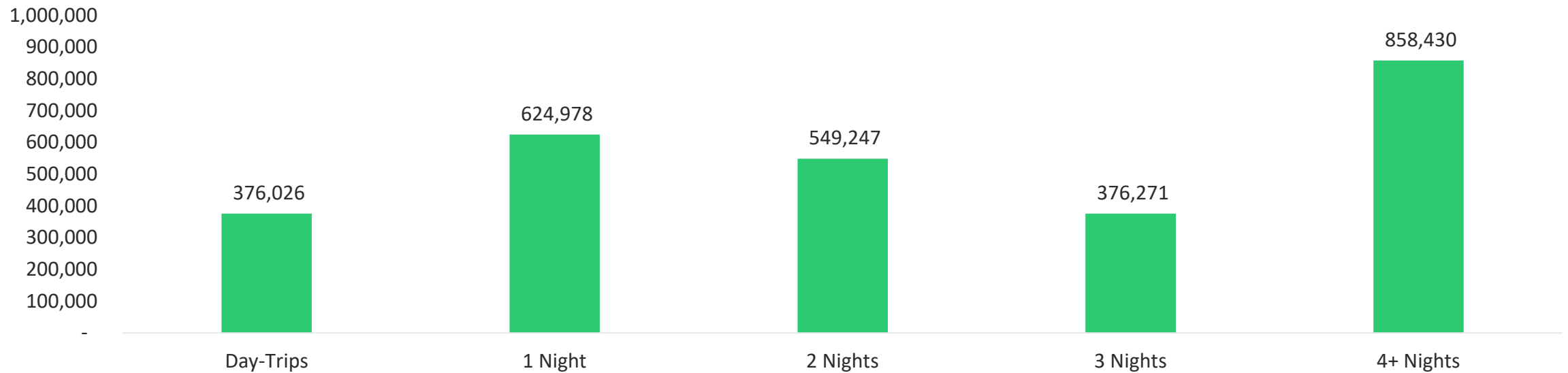


# 2023 Trips by Days of the Week for the Eastern Region

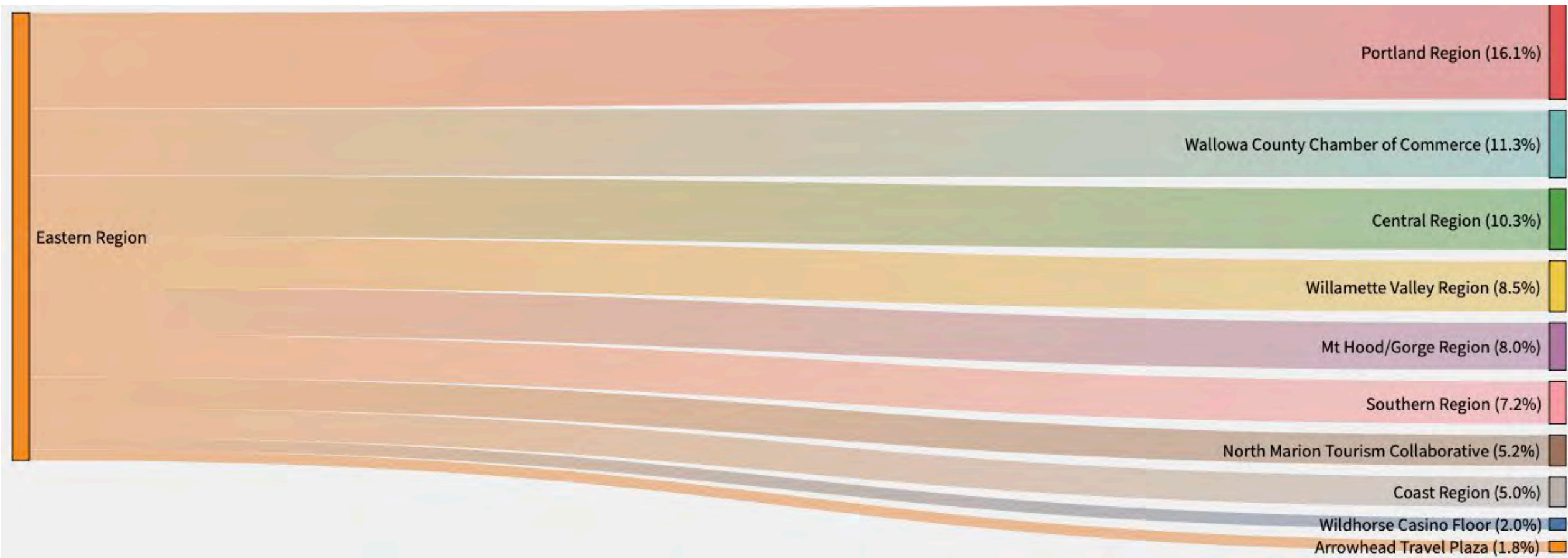
Friday was the most visited day



# 2023 Share of Trips by Nights for the Eastern Region



# 2023 Cross Visitation (The Eastern Region)

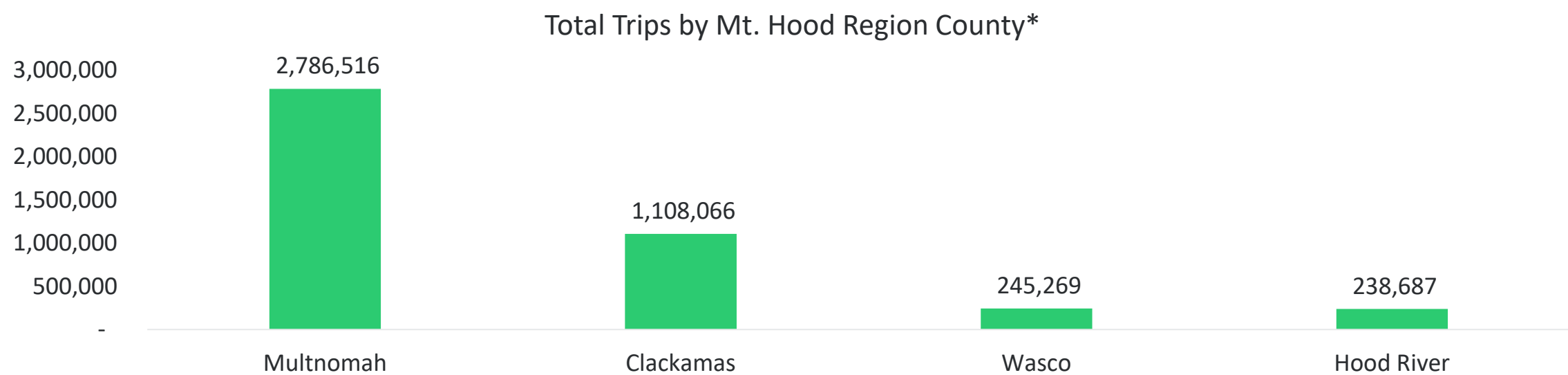


# Mt. Hood/Gorge Region

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# 2023 Executive Summary for the Mt. Hood/Gorge Region Counties

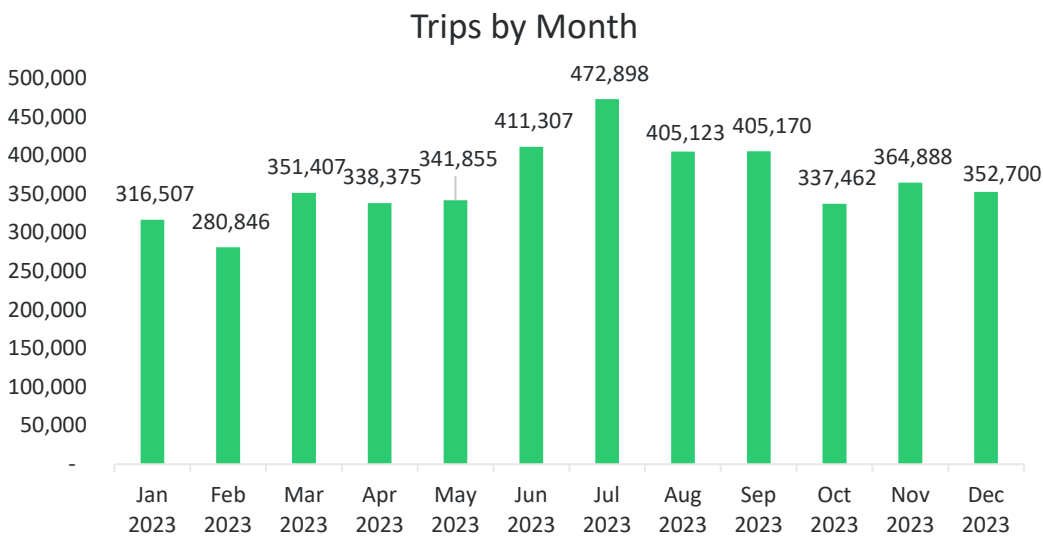
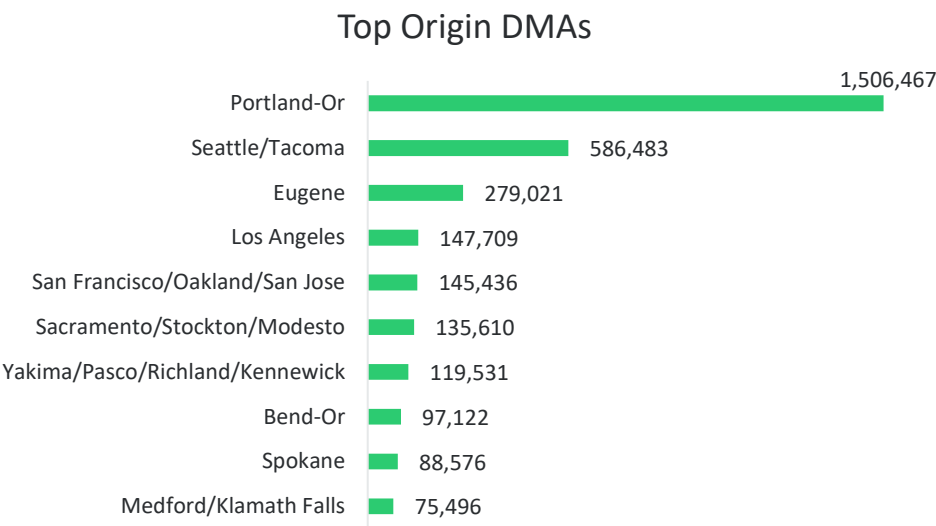


\*Please note that these figures represent a trip’s **primary destination**

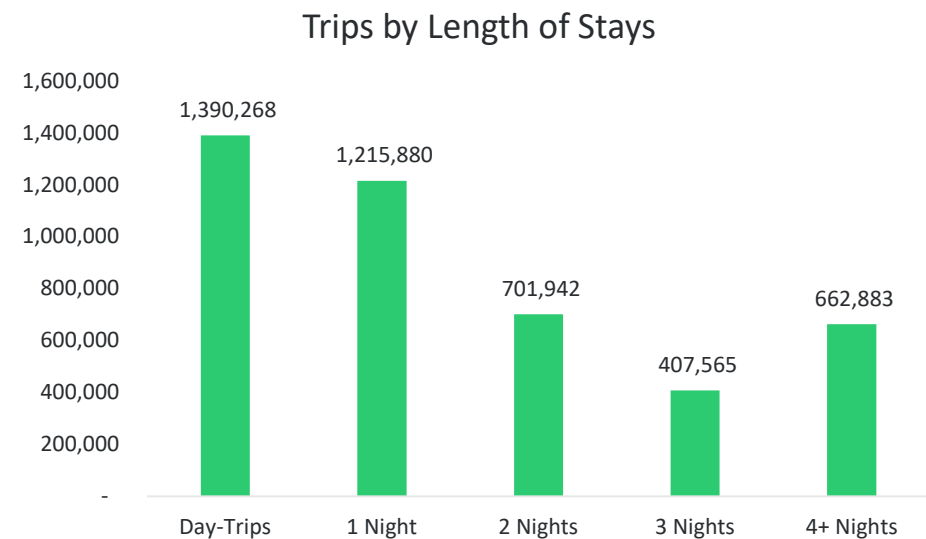
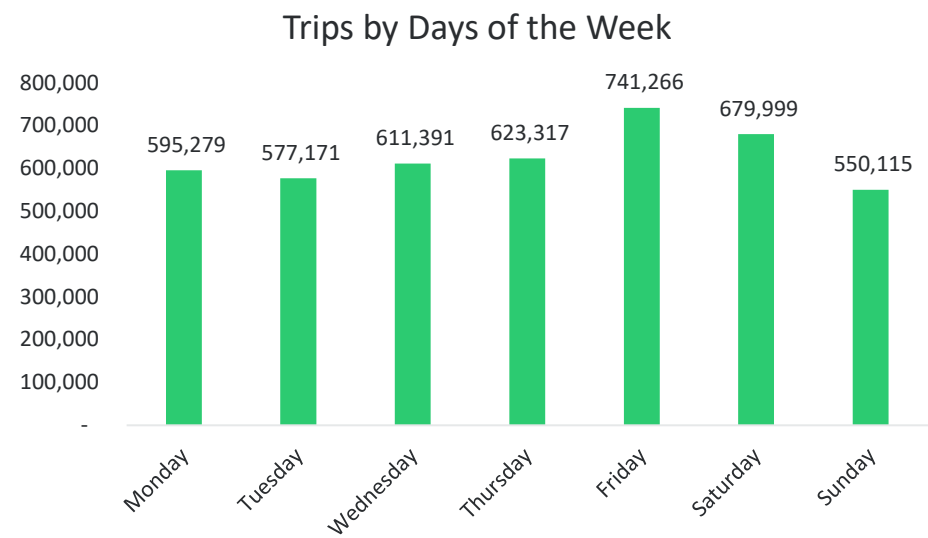


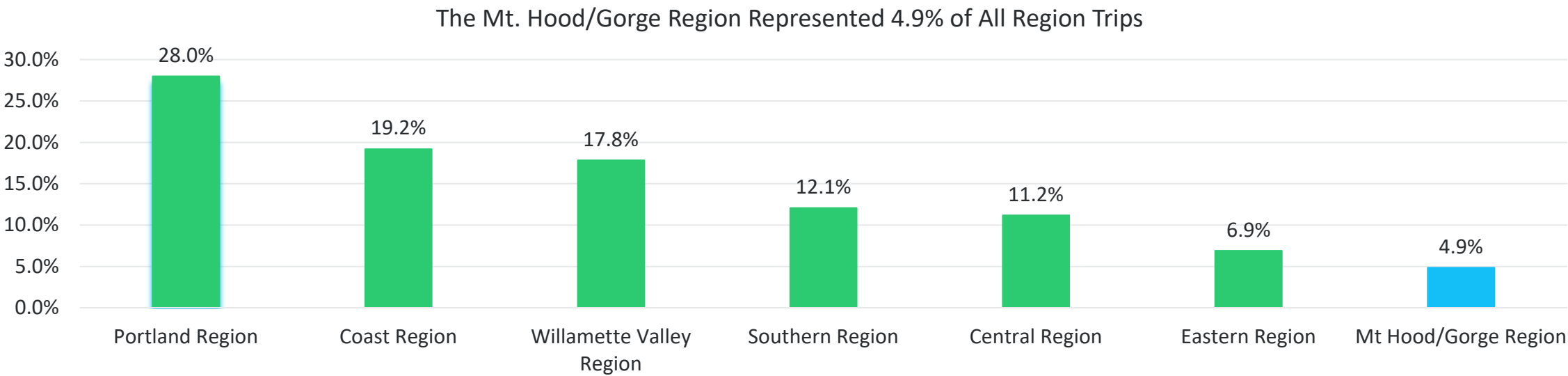
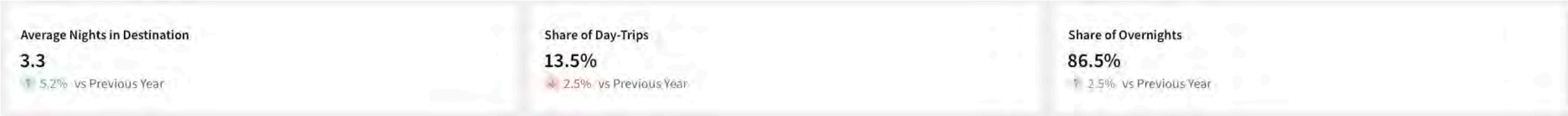
# 2023 Top Origin DMAs and Trips by Month for the Mt. Hood/Gorge Region Counties

Portland, Seattle, and Eugene were the top three origin DMAs  
June and July were the most visited month



# 2023 Trips by Days of the Week and Share of Trips by Nights for the Mt. Hood/Gorge Region Counties

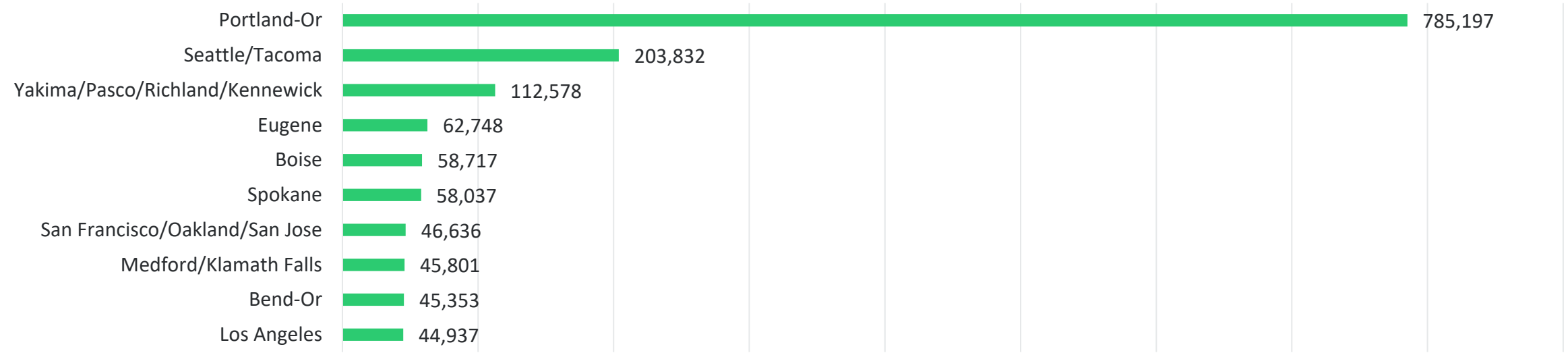






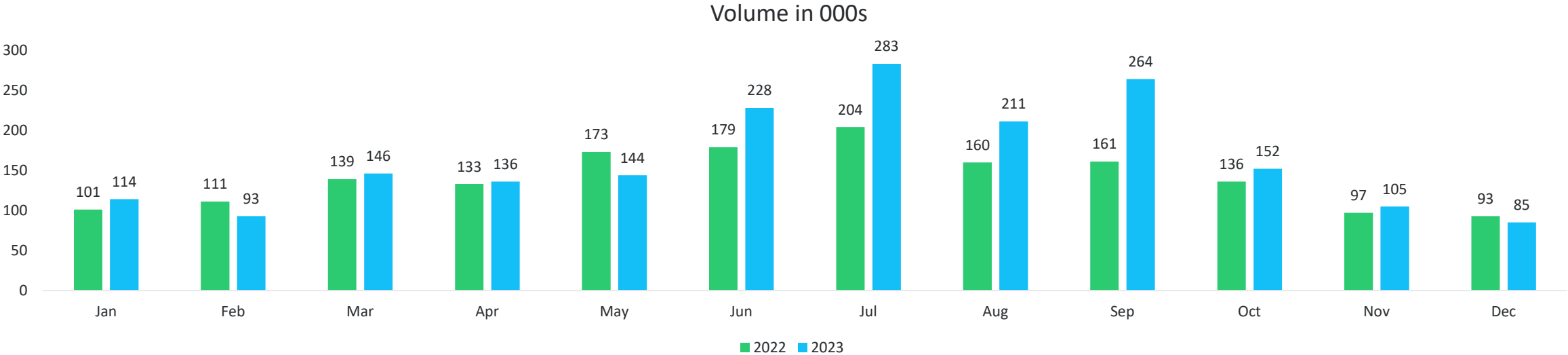
# 2023 Top Origin DMAs for the Mt. Hood/Gorge Region

Portland, Seattle, and Yakima were the top three origin DMAs



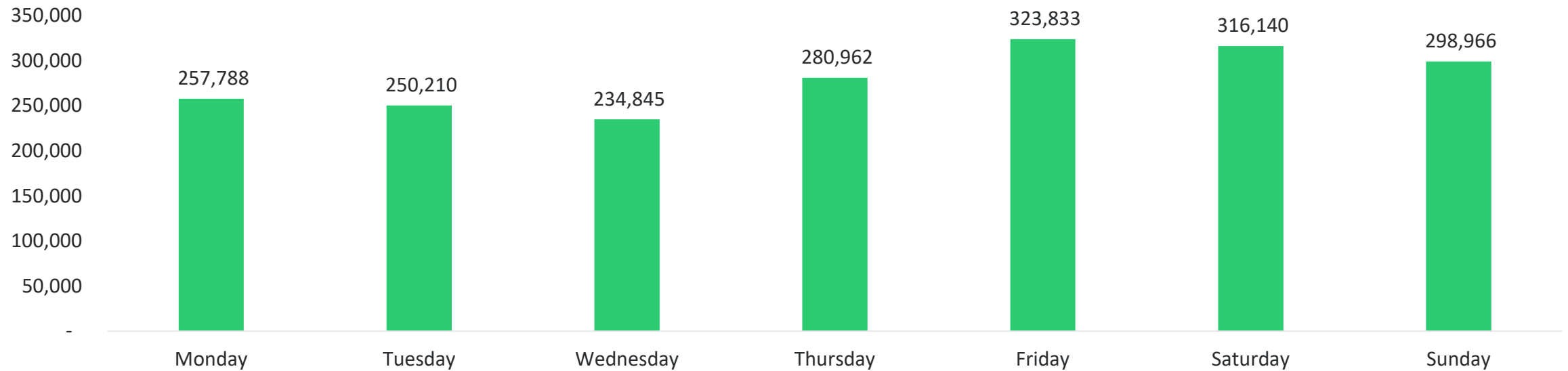
# YOY Trips by Month for the Mt. Hood/Gorge Region

## July was the most visited month



# 2023 Trips by Days of the Week for the Mt. Hood/Gorge region

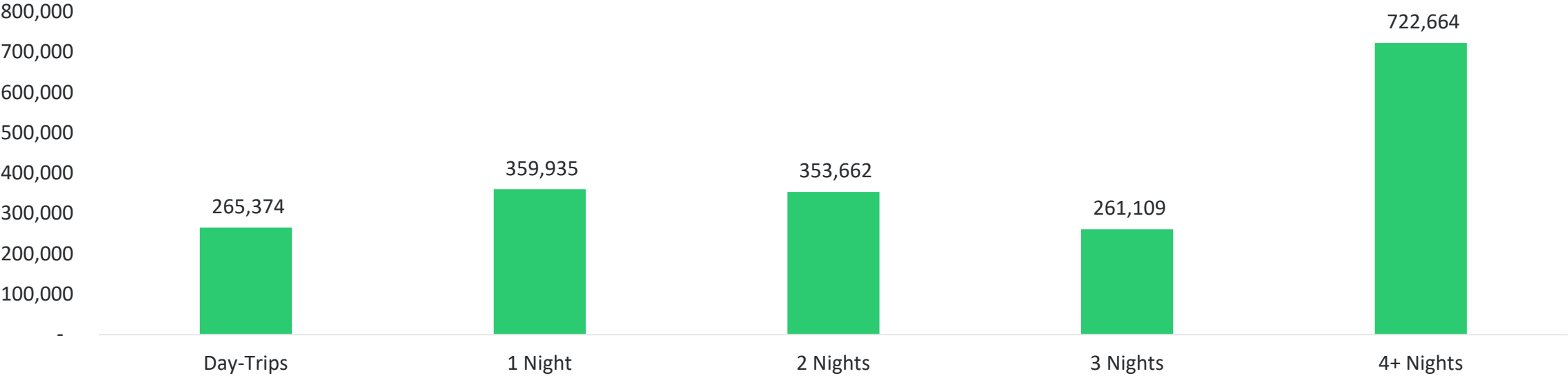
Friday was the most visited day



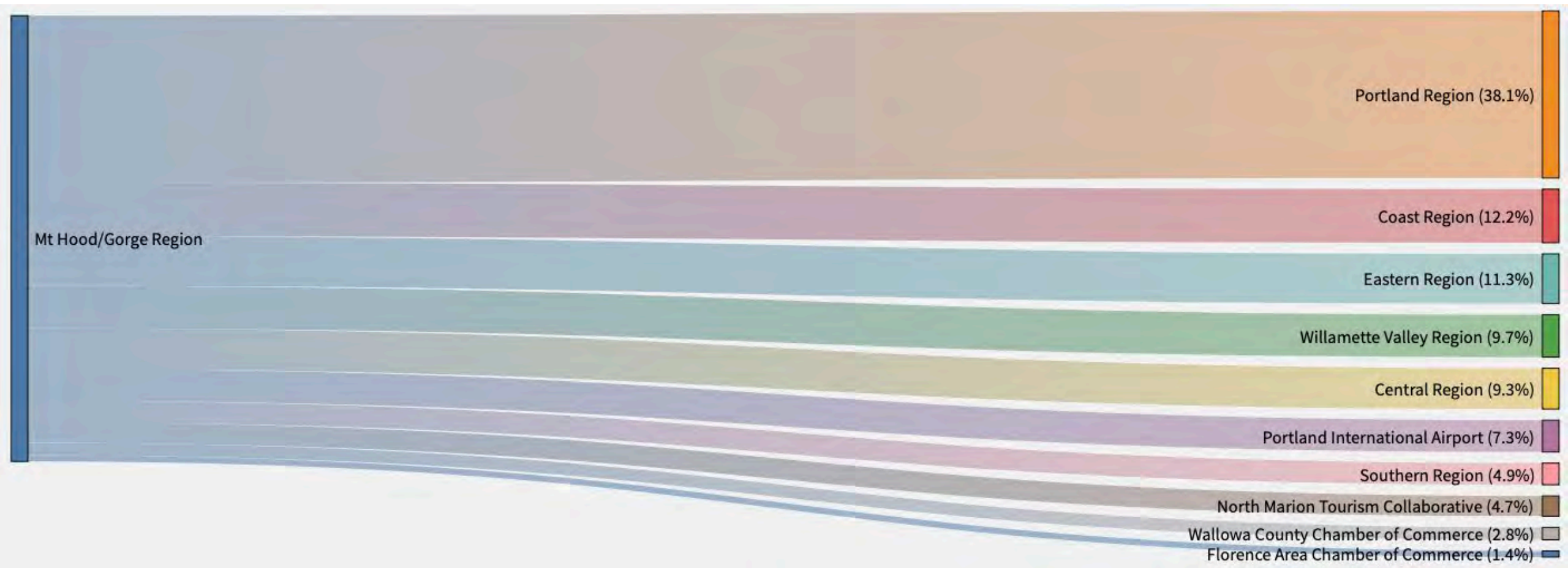
# 2023 Share of Trips by Nights for the Mt. Hood/Gorge Region



Arrivalist  
powered by AirDNA



# 2023 Cross Visitation (The Mt. Hood/Gorge Region)



 Thank  
You.

[www.arrivalist.com](http://www.arrivalist.com)