

# CITY OF WILSONVILLE VISITOR PROFILE STUDY

*SUMMER SURVEY FINAL RESULTS*

*DECEMBER 2018*



**EXPLORE  
WILSONVILLE**  
A POCKET (OF FUN)



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# Wilsonville Visitor Profile Study Summer Survey Research 2018

## Highlights & Marketing Takeaways



**EXPLORE  
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- 1. Wilsonville's overall NPS\* (net promoter score) was 45%:** This is good for an undeveloped tourism destination. 43% of overnight visitors are likely to recommend Wilsonville to a friend, family member, or colleague as a place to visit.

To compare, a developed destination like Bend, Oregon receives an NPS in the high 70s/low 80s today. In 2008, Bend received an NPS of 58. McMinnville, Oregon which is still an emerging destination (and quite a bit farther along than Wilsonville) earned an NPS of 50.

It is interesting to note that our NPS was lowest with local residents (13%).

OPPORTUNITY: Raise the NPS percentage points from our local residents. A targeted campaign to local residents to inform them of things to do, new restaurants and lodging, attractions, and events would be beneficial since they could potentially be Wilsonville's most compelling evangelists when it comes to word of mouth marketing and referrals. Media recommendations to reach them would be City newsletters and website, the local paper, local guides, direct mail, City and Parks and Rec Dept. social media efforts.

*\* NPS means how likely those surveyed are to recommend your destination (share of promoters minus the detractors).*

- 2. Wilsonville's NPS from overnight visitors (35%) directly correlates with our lackluster lodging options.** 29% of our overnight visitors have annual incomes within \$100,000-\$199,000 (overall Oregon visitor average is \$66,410), which means we do not currently have lodging options that appeal to this higher income crowd.

OPPORTUNITY: New 4-star hotel coming to Wilsonville is a great start. Consider sharing data with hotel operators/owners to encourage property updates and new upscale lodging development. Encourage more upscale Airbnb and for rent by owner lodging within City limits.

- 3. Camping is very popular in Wilsonville.** Because the Portland Metro lacks camping options, we can appeal to the Sprinter Van and #VanLife demographic to stay in Wilsonville to experience both city and outdoor fun in one camping trip.

OPPORTUNITY: Is there potential to develop more camping space or new parks with camping facilities?

- 4. 54% of visitors are coming here with child(ren) and 37% with a spouse/partner.**

OPPORTUNITY: Continue promoting our activities for families with children.

- 5. Length of stay average in Wilsonville is 4.4 days.** We have a slightly longer stay than the Portland metro area at 4.1 days, according to the Longwoods International Oregon 2017 Regional Visitor Report.

**6. Turn summer visitors into winter visitors by promoting things to do.**

OPPORTUNITY: Capturing remarketing data from the ExploreWilsonville.com site to target these visitors during the non-summer season.

**7. 79% are Day Visitors to Wilsonville.** They are most likely traveling with child(ren) and friends.

OPPORTUNITY: Turn day visitors into overnight visitors. 88% said they would probably or definitely return again. Provide them with things to do (enough for at least a weekend) and engage them while they are in Portland, Wilsonville, Salem, etc. with geotargeted digital marketing efforts.

**8. Wilsonville was rated 76% on the overall quality of experience from overnight visitors.** However, there is room for improvement when it comes to providing maps/information/directions as well as activities/things to do.

OPPORTUNITY: Provide maps/information/directions and activities/things to do. We are on track with the concept behind the new campaign and website, but we could do more.

- a. Consider creating a visitor map
- b. Consider installing visitor kiosks that will also inform both locals and visitors about events and activities happening in Wilsonville.
- c. Consider installing local event promotions/banners in parks and public gathering spaces, or billboards/signage at freeway bottlenecks through Wilsonville.

**9. Target Audience Insights from Survey:**

Target Audience Age range: 35-64

- 35-44 year olds comprised the largest share of overnight visitors.
- Target DMA in Oregon: 1) Portland Metro 2) Eugene 3) Bend

OPPORTUNITY: Target DMA: I-5 corridor of Oregon, Washington and California

**10. Business Opportunities:**

- a. 1) Ice cream truck at parks and points of interest throughout the warmer months.
- b. 2) Food truck pod to solve the “lack of independent restaurants” complaint.

OPPORTUNITY: Explore Wilsonville will promote indie restaurants more frequently.

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# CITY OF WILSONVILLE VISITOR PROFILE STUDY

*SUMMER SURVEY FINAL RESULTS*

*DECEMBER 2018*



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# INTRODUCTION

The purpose of this study was to gain a comprehensive understanding of the visitor experience in Wilsonville, OR. Both locals and visitors were surveyed using two different but comparable questionnaires.

This summer research was the first of its kind conducted in Wilsonville and will serve to provide a reliable baseline of data available for tracking the visitor profile between seasons and year after year. Summer 2018 results will be compared to Winter 2018/19 in Spring 2019.



# METHODOLOGY

The summer visitor intercept survey was conducted at a variety of locations throughout Wilsonville and is based on a total of 629 interviews. Survey results generated from the 2018 summer sample of respondents have a margin of error of approximately +/-3.9 percentage points calculated for questions at 50 percent response.

The visitor survey probed visitor demographics, overnight visitation characteristics, reason for visiting, previous visitation, activity participation, and spending patterns, among other related questions. The local resident survey contained a number of identical questions, although the locals survey was shorter and asked respondents to answer with their out-of-town visitors to the area in mind. A total of 454 surveys were completed by visitors to the area and an additional 175 surveys were completed by Wilsonville locals.

For the overall sample size of 629, margin of error is +/- 3.9 percent calculated for questions at 50% response (if the response for a particular question is “50%”—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

# METHODOLOGY

This report focuses on responses from visitors to the Wilsonville area, with overnight and day visitor results shown separately and compared throughout the report to help identify the profiles, interests, and perceptions of these two visitor segments. Just 1 percent of visitors were second homeowners to the area. These respondents are included in the “overall” visitor responses, but not grouped into either the overnight or day visitor categories.

Throughout this report, responses from full-time Wilsonville residents, or locals, are also explored, often in contrast to the visitor data. Locals offered unique insights into the visitor experience given their in-depth knowledge of the area and role as hosts for out-of-town guests.

Furthermore, results were segmented and analyzed by age and previous visitation. Age was grouped into the following cohorts to correspond to generational segments: 37 or younger (Millennials), 38 to 54 (Generation X), 55 and older (Baby Boomers and older). Crosstab results are presented in cases where meaningful differences were observed.





# TOP 10 FINDINGS

- 1. Wilsonville has a strong day visitor draw.** Of all visitors surveyed, 79 percent were day visitors to the area and 21 percent were overnight visitors.
- 2. Overnight visitors are about equally as likely to stay with friends/family, in paid commercial lodging, or tent/camp/RV in the summer.** More than half stayed in Wilsonville proper (58 percent) and they spent an average of 4.4 nights in the area. Results suggest that camping/RVing might represent a niche market that Wilsonville can pursue or target.
- 3. Visitors were most likely to rely on personal experiences or others to inform their trip planning.** However, a notable share of visitors also utilized websites of the places they planned to visit (e.g., Family Fun Center, Reserve America – the latter related to the relatively large share of campers in the sample, as noted above).
- 4. Recall for Wilsonville advertising is quite low currently but expected to grow.** Two percent of visitors recalled effective messages or slogans and just five percent used the Explore Wilsonville website. It is expected that awareness, recall, and website use will grow as exposure broadens with the Fall 2018 digital marketing campaign kickoff.



# TOP 10 FINDINGS

- 5. Special events and leisure/sightseeing attract visitors to the area, with these two items most cited among visitors as reasons for visiting.** When assessed by age, results show that leisure & sightseeing and outdoor recreation are more of a driver for younger visitors, while special events and visiting family/friends are more likely to attract older age cohorts to the area.
- 6. Wilsonville has a strong repeat visitor base.** Eighty-five percent of respondents have been to Wilsonville in summer previously, of which 38 percent have been 21 or more times before. Previous winter visitation, although still strong overall, was comparatively less common—71 percent had been to Wilsonville in winter previously. Overnight visitors were more likely to be on their first visit to the area and to have never visited in winter.
- 7. Visitation in Wilsonville is largely regional.** A majority of visitors are from Oregon (80 percent of all visitors). Day visitors to Wilsonville came mostly from Washington (31 percent), Clackamas (22 percent), Marion (18 percent), and Multnomah (15 percent) Counties – together comprising 87 percent of all day visitors. Overnight visitors to the area were mostly from Oregon (38 percent), followed by California (17 percent) and Washington (16 percent). A second tier of potential target markets include Nevada (4 percent), Arizona (3 percent), and Idaho (3 percent).



# TOP 10 FINDINGS

8. **Top activities and attractions include dining out, visiting city and state parks, shopping, trail running, and Memorial Park.** For the most part, overnight visitors participated in and visited many of the places locals like to take their out-of-town guests. **However, there may be opportunity to promote other activities/attractions to visitors that are highly regarded by locals** including the Farmers Market, scenic drives, winery/vineyard visits, restaurants and tasting rooms, and Bridgeport Village.
9. **Wilsonville earned an overall Net Promoter Score of 45 percent among visitors and intent to return is very high.** Day visitors provided a higher Net Promoter Score (51 percent) than both overnight visitors (35 percent) and locals (13 percent). Wilsonville's NPS of 45 percent among visitors is in line with McMinnville, OR (50 percent) as well as with Bend, OR before it was a more established tourist destination (58 percent in summer 2008).\*

Additionally, visitors are highly likely to visit Wilsonville in the next year, with over half of all visitors saying they would “definitely” visit (57 percent) and another quarter saying they would “probably” visit (24 percent).

\*This information can be found in the publicly available visitor research reports prepared for Visit McMinnville and Visit Bend:

<https://visitmcminnville.com/wp-content/uploads/2018/01/McMinnville-Summer-2016-Final-Report.pdf>

<https://www.visitbend.com/wp-content/uploads/2018/03/Visit-Bend-Summer-2017-Final-Report.pdf>



# TOP 10 FINDINGS

**10. Most respondents indicated that amenities in Wilsonville are very good or excellent (ratings averaged 4.0 to 4.6 on a 1-5 scale).** However, there may be room for improvement with regard to the variety and quality of both restaurants and lodging choices in Wilsonville, given lower average ratings provided for those attributes. Additionally, overnight visitors provided lower average ratings for information/maps/directions than day visitors or locals.

Open-ended comments and suggestions have been provided under separate cover and should be read in full, however several themes emerged from the comments. On the positive side, many people remarked that Wilsonville is a clean and beautiful place, with many admiring the parks system. Suggestions for improvement included desire for more activities/things to do, lack of information/signage, interest in having more independent restaurant and retail choices, and the negative impact of traffic on the visitor experience.

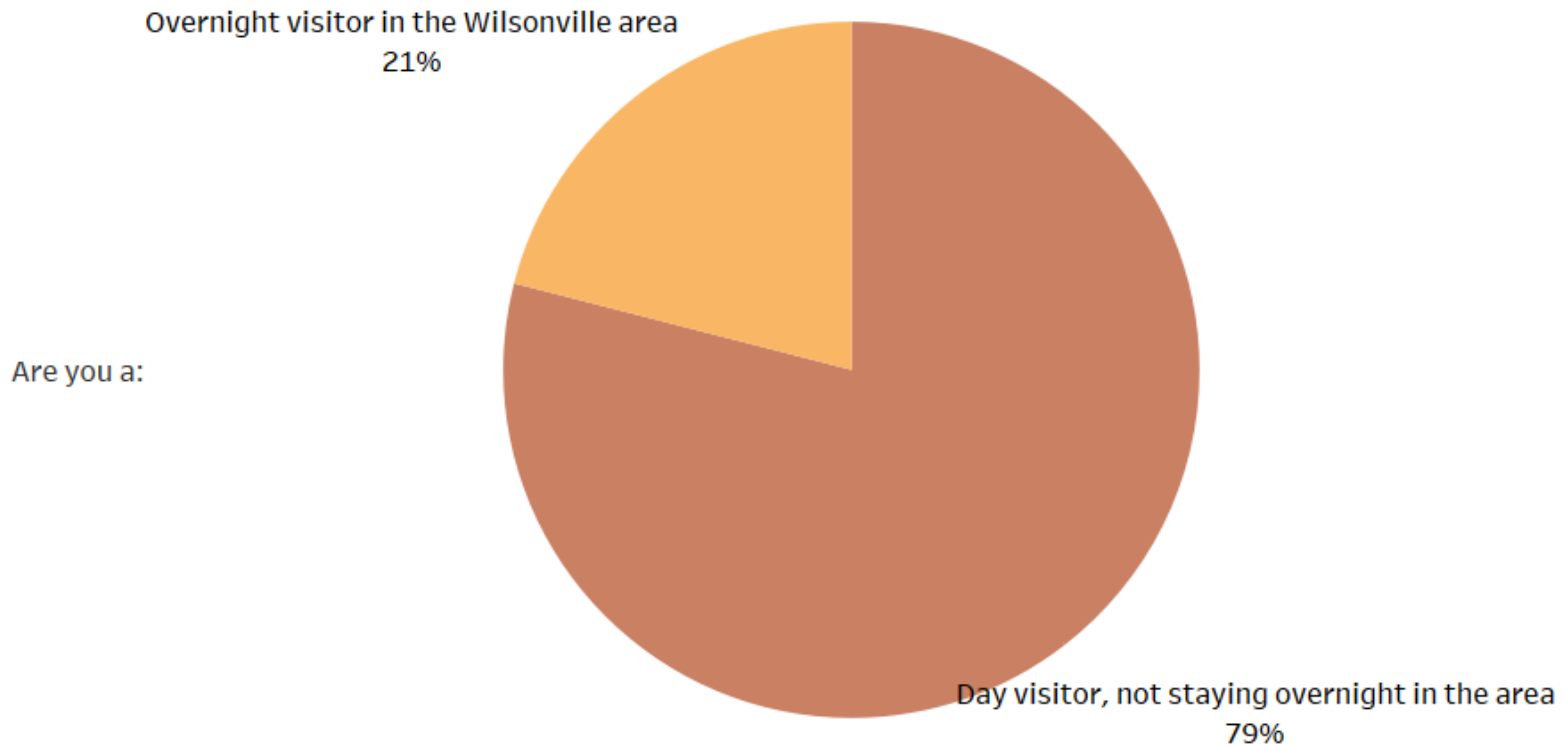


DEMOGRAPHICS

# VISITOR TYPE

Nearly three-quarters of all survey respondents were visitors to the area (72 percent), while just over one-quarter are year-round residents of Wilsonville (28 percent). It should be noted that the locals survey was introduced in August (a couple of months into the survey program); therefore, locals would likely be much more represented in the overall visitor mix if surveyed throughout the entirety of the summer research program. Regardless, results highlight that day visitors were much more common than overnight visitors. Of all visitors to the area, 21 percent were overnight and 79 percent were day visitors.

## Wilsonville Tourism Survey | Summer 2018





# DEMOGRAPHIC PROFILE

Respondents represented a broad range of ages and incomes. The average age of all respondents was 47.2. Overnight visitors (average age 52.2) skewed older than day visitors (46.2) or full-time residents (46.3). The largest share of visitors reported annual household incomes in the \$100-\$199,999 range (29 percent overall).

## Wilsonville Tourism Survey | Summer 2018

	Overall	Overnight visitor	Day visitor	Full-Time Resident
Age of respondent	Under 18	1%		1%
	18 - 24	5%	1%	6%
	25 - 34	19%	8%	19%
	35 - 44	25%	29%	26%
	45 - 54	15%	19%	14%
	55 - 64	17%	18%	17%
	65 - 74	16%	23%	14%
	75 or older	2%	2%	2%
Age of respondent: Average	47.2	52.2	46.2	46.3
Annual household income (before taxes)	\$0 to \$24,999	7%	6%	8%
	\$25,000 to \$49,999	14%	15%	14%
	\$50,000 to \$74,999	20%	13%	21%
	\$75,000 to \$99,999	15%	19%	14%
	\$100,000 to \$199,999	29%	29%	28%
	\$200,000 to \$249,999	7%	8%	6%
	\$250,000 to \$499,999	5%	6%	5%
	\$500,000 or more	3%	4%	3%
				Full-time residents not asked to report income

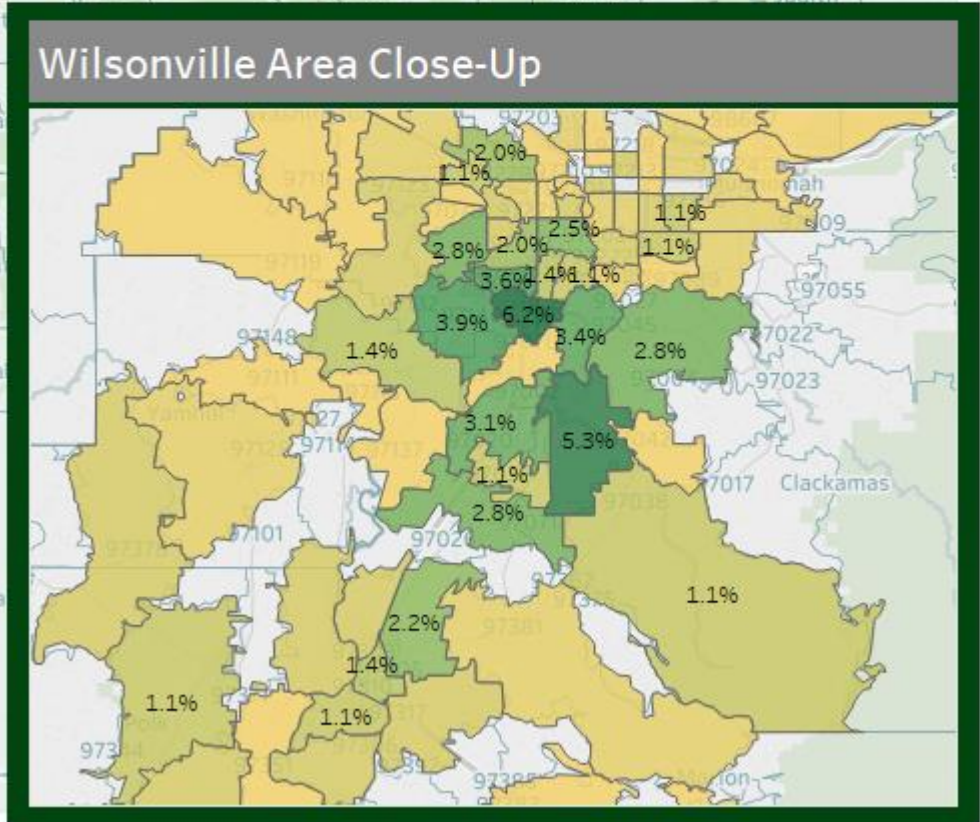
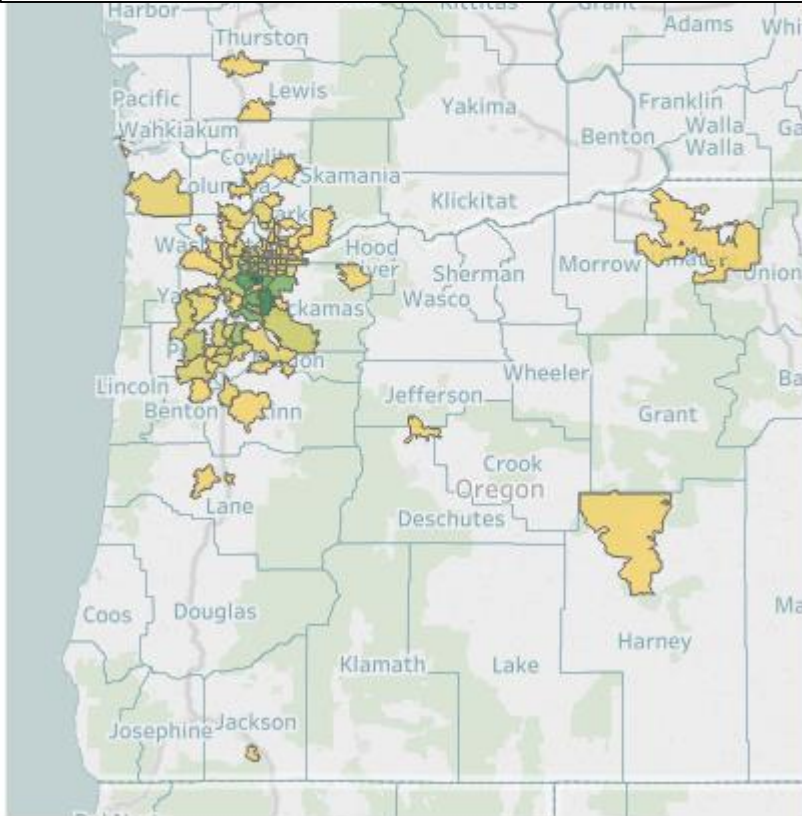


# GEOGRAPHIC PROFILE

Wilsonville Tourism Survey | Summer 2018

*ZIP Code of Residence: Day Visitors*

Day visitors to Wilsonville came mostly from Washington (31 percent), Clackamas (22 percent), Marion (18 percent), and Multnomah (15 percent) Counties - together comprising 87 percent of all day visitors.



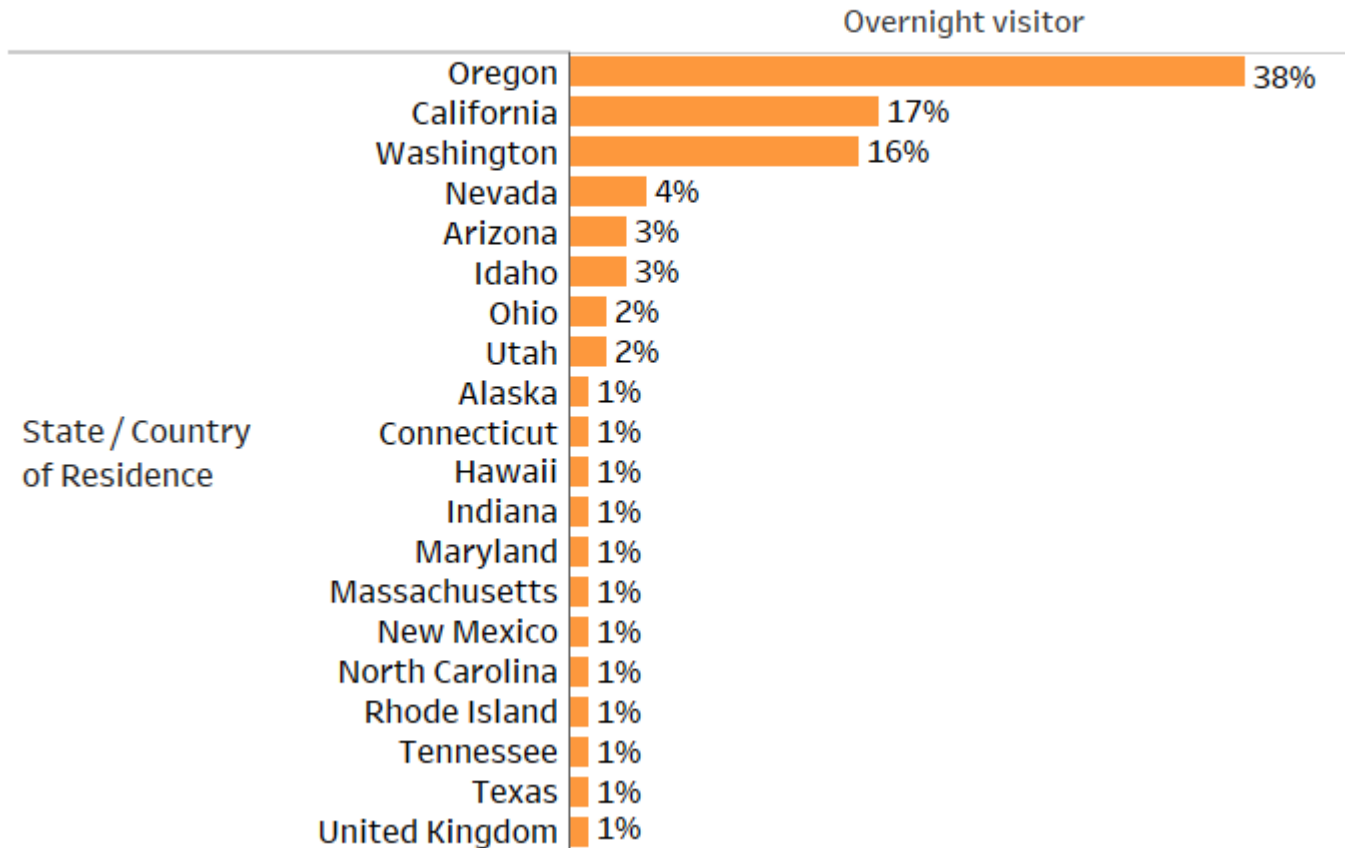




# GEOGRAPHIC PROFILE

Overnight visitors were also largely from the local area, with 38 percent residing in Oregon. California (17 percent) and Washington (16 percent) residents are the next most common visitor origins, highlighting that Wilsonville has a very regional draw. This is similar to other Oregon destinations we have studied. Nevada, Arizona, and Idaho might represent potential secondary target growth markets.

## Wilsonville Tourism Survey | Summer 2018

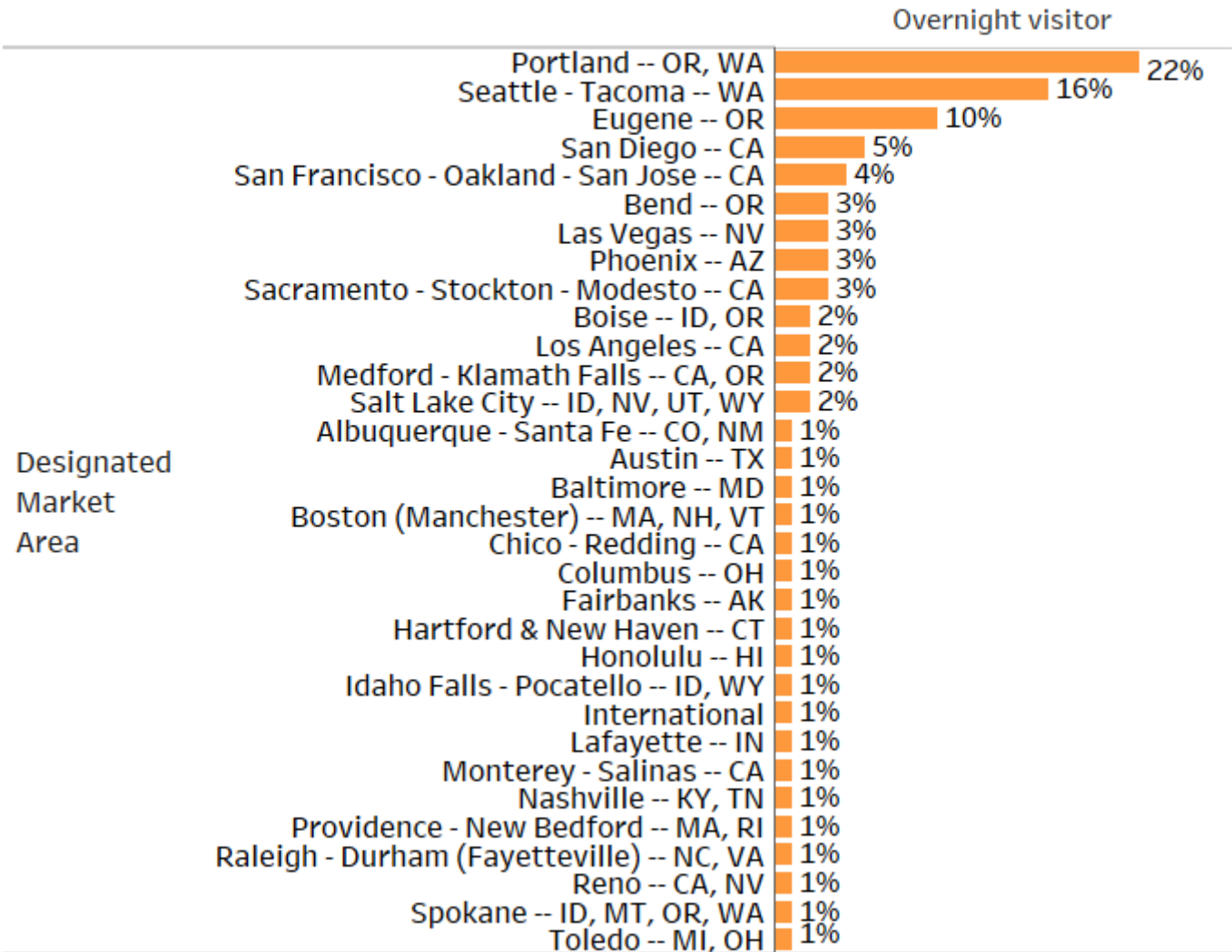




# GEOGRAPHIC PROFILE

It's helpful to know the top Designated Market Areas (DMAs) of visitors for media planning strategy. The Portland market was the biggest contributor to overnight visitors to Wilsonville this summer (22 percent). Seattle-Tacoma (16 percent) and Eugene (10 percent) rounded out the top 3, and San Diego (5 percent) and San Francisco-Oakland-San Jose (4 percent) the top 5. Bend, Las Vegas, and Phoenix represent a second tier of target markets.

## Wilsonville Tourism Survey | Summer 2018



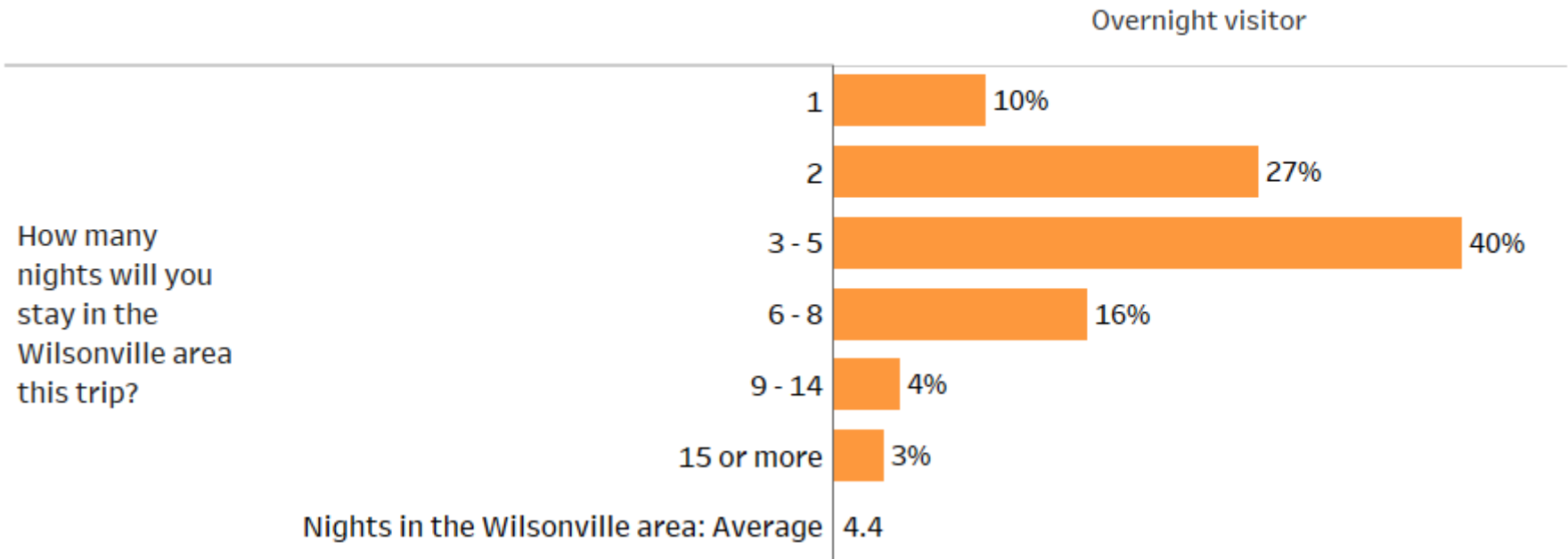


# OVERNIGHT VISITOR PROFILE

# NIGHTS STAYED

Overnight visitors stayed an average of 4.4 nights in the Wilsonville area. About three in four overnight respondents stayed 5 or fewer nights in the area (77 percent). One in ten stayed just one night.

## Wilsonville Tourism Survey | Summer 2018

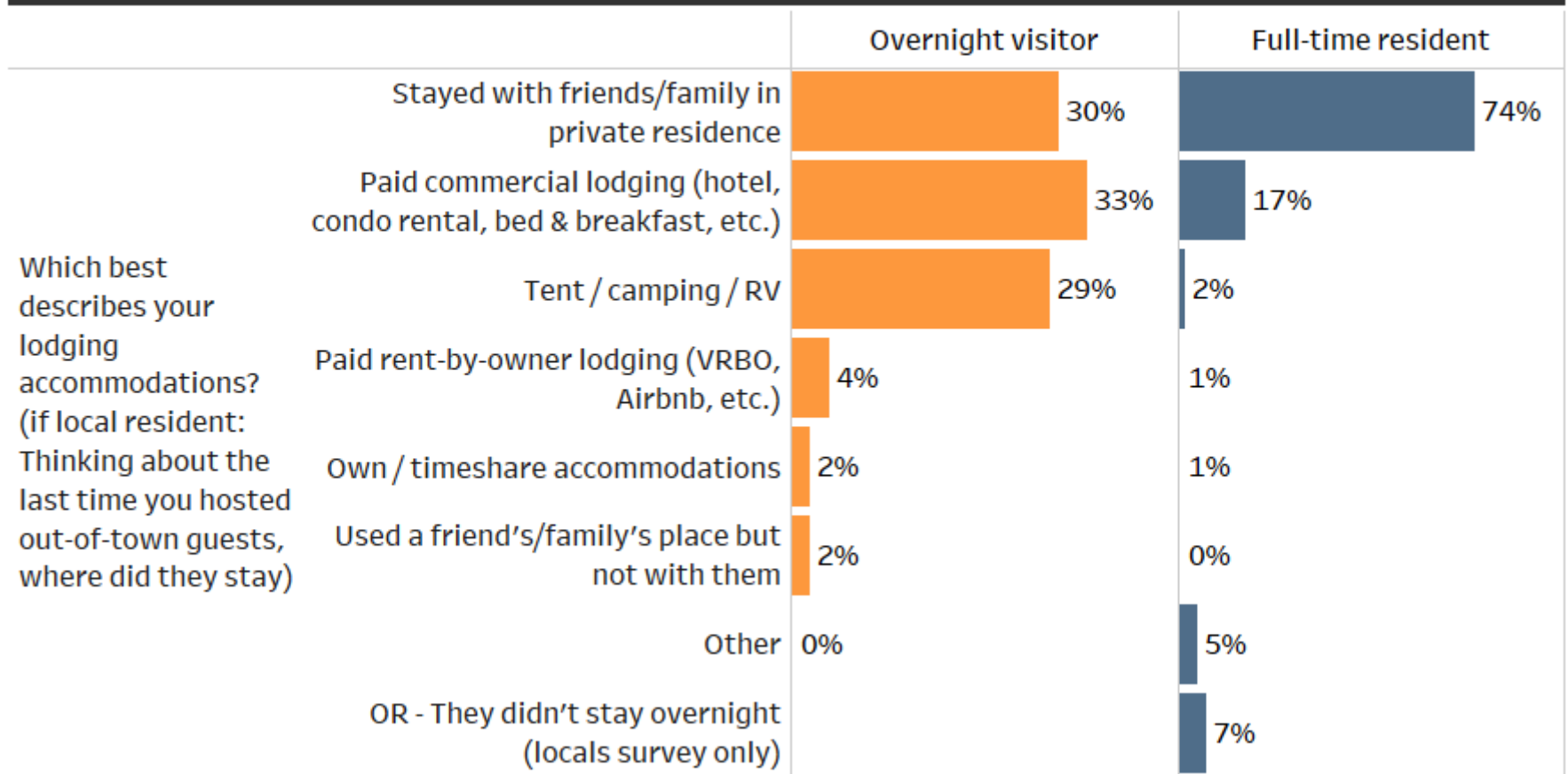




# TYPE OF ACCOMMODATIONS

Near equal shares of overnight visitors stayed in paid commercial lodging (33 percent), with friends or family in a private residence (30 percent), or camped (29 percent). When full-time residents were asked where their most recent out-of-town guests stayed, the majority indicated their guests stayed with them (74 percent).

## Wilsonville Tourism Survey | Summer 2018

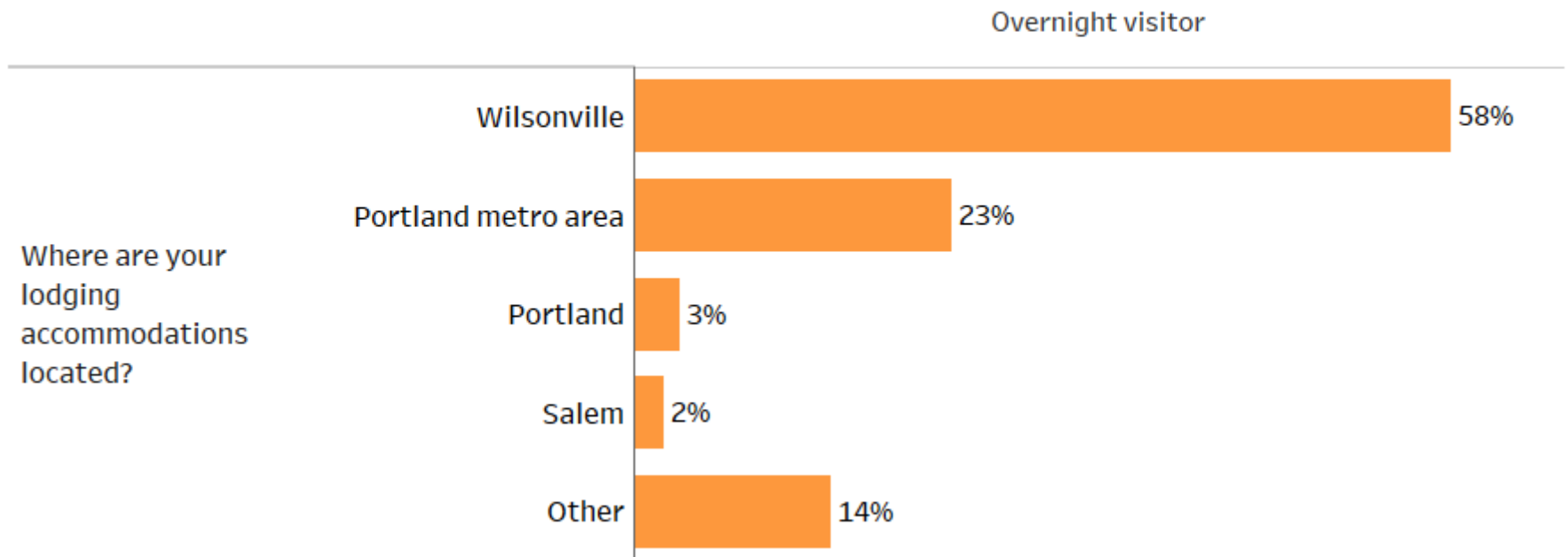




# LOCATION OF ACCOMMODATIONS

More than half of overnight respondents were staying in Wilsonville (58 percent), distantly followed by 23 percent who stayed in the Portland metro area. Very few stayed in either Portland proper (3 percent) or Salem (2). Fourteen percent of respondents stayed overnight in other areas not listed. Write-in locations included Canby, Champoeg Park, West Linn, and Woodburn.

## Wilsonville Tourism Survey | Summer 2018





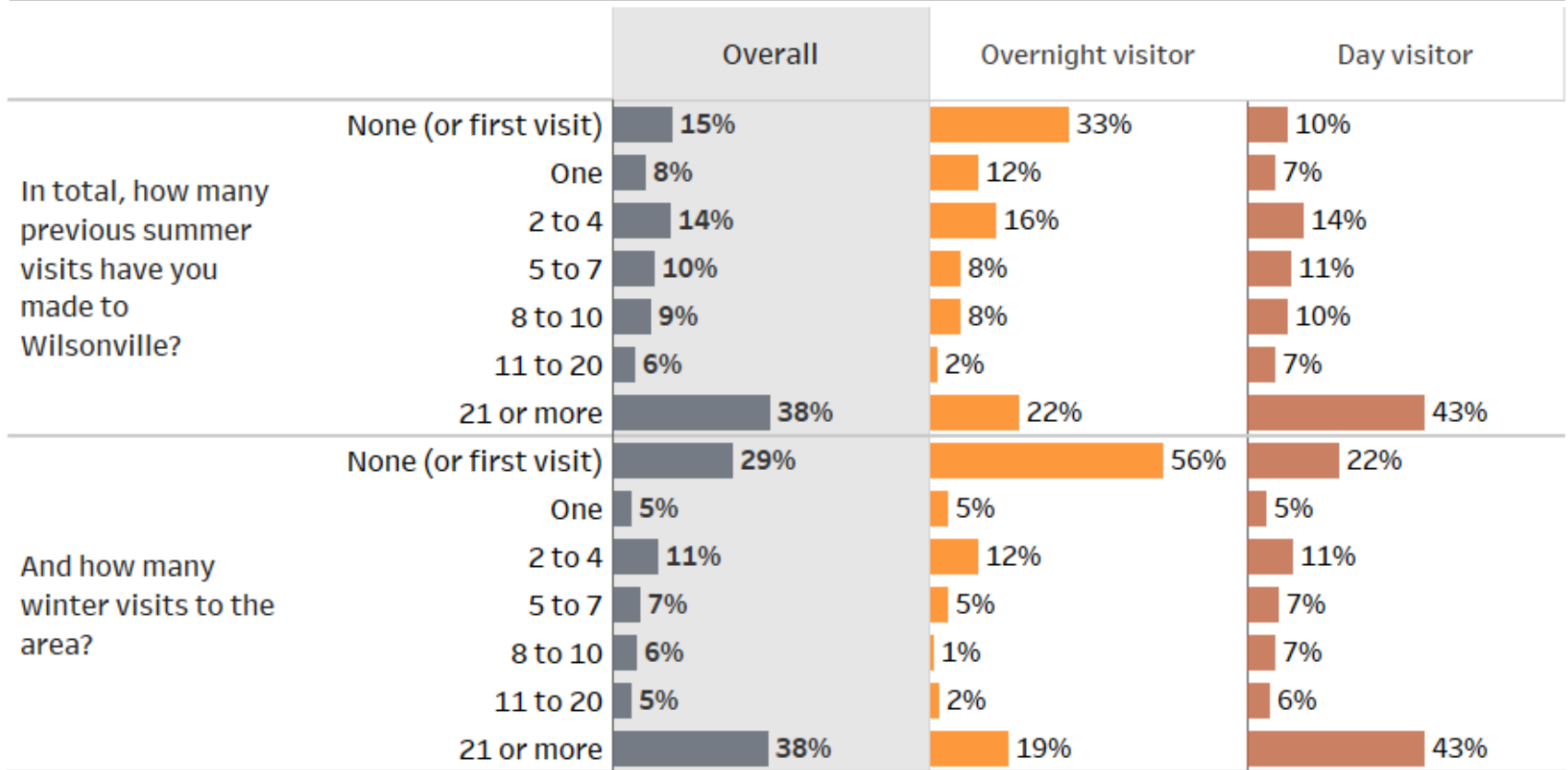
# TRIP CHARACTERISTICS



# PREVIOUS VISITATION

Overall, 15 percent of visitors were on their first summer visit to Wilsonville. In contrast, 85 percent have been to Wilsonville in summer previously, of which 38 percent have been 21 or more times. Overnight visitors were more likely to be on their first visit than day visitors (33 percent vs. 10 percent). Meanwhile, previous winter visitation was comparatively less common. Fifty-six percent of overnight visitors and 22 percent of day visitors have not been to Wilsonville in winter.

## Wilsonville Tourism Survey | Summer 2018



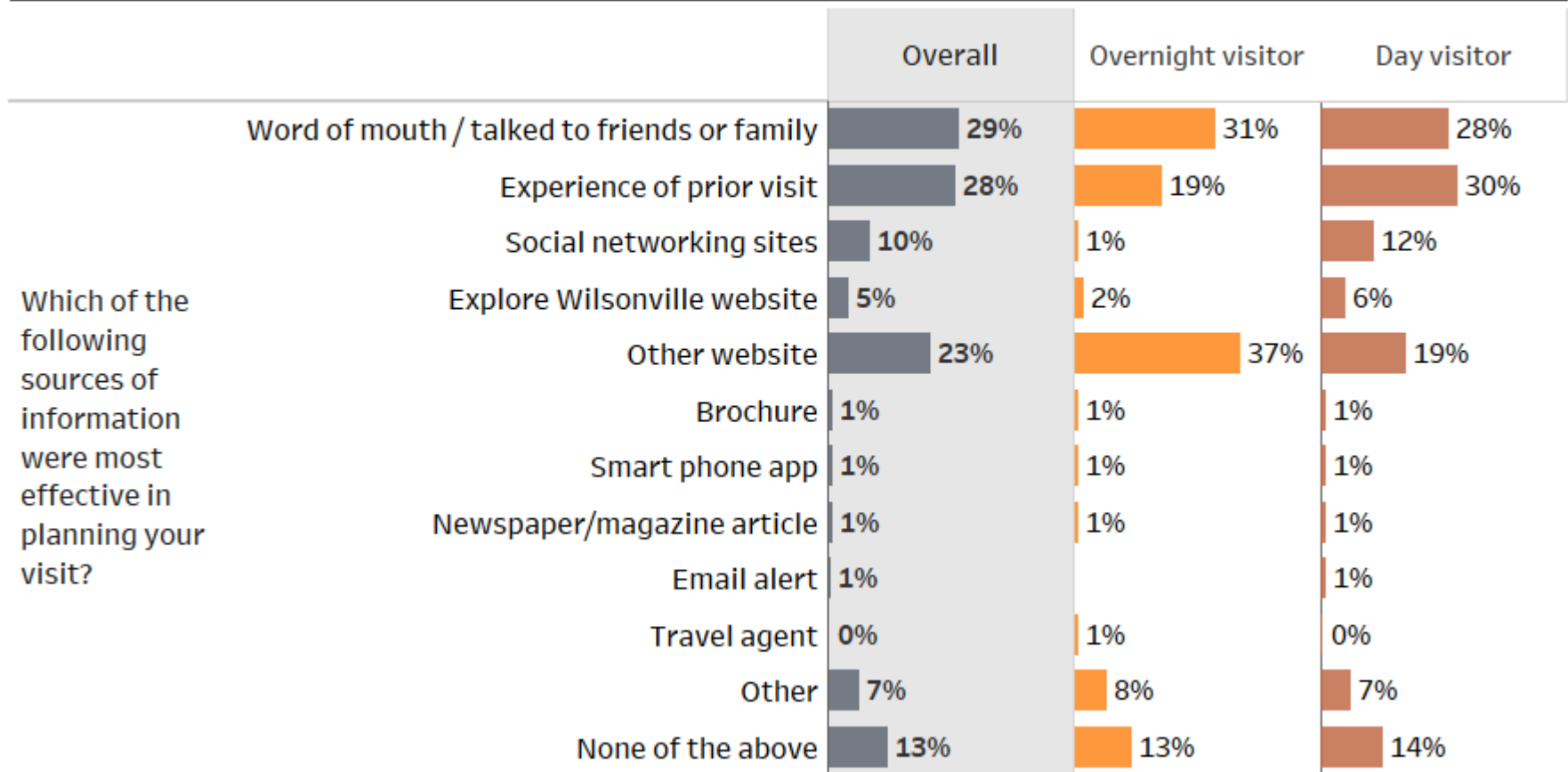




# TRIP PLANNING INFORMATION SOURCES

Visitors relied mostly on tips from friends or family (29 percent) or of their own prior visits (28 percent) as sources of trip planning information. “Other websites” were also strongly utilized (23 percent). Overnight visitors were more likely than day visitors to use other websites (37 percent vs. 19 percent), with the Family Fun Center website, Google, and Reserve America cited most frequently in the write-in comments.

## Wilsonville Tourism Survey | Summer 2018

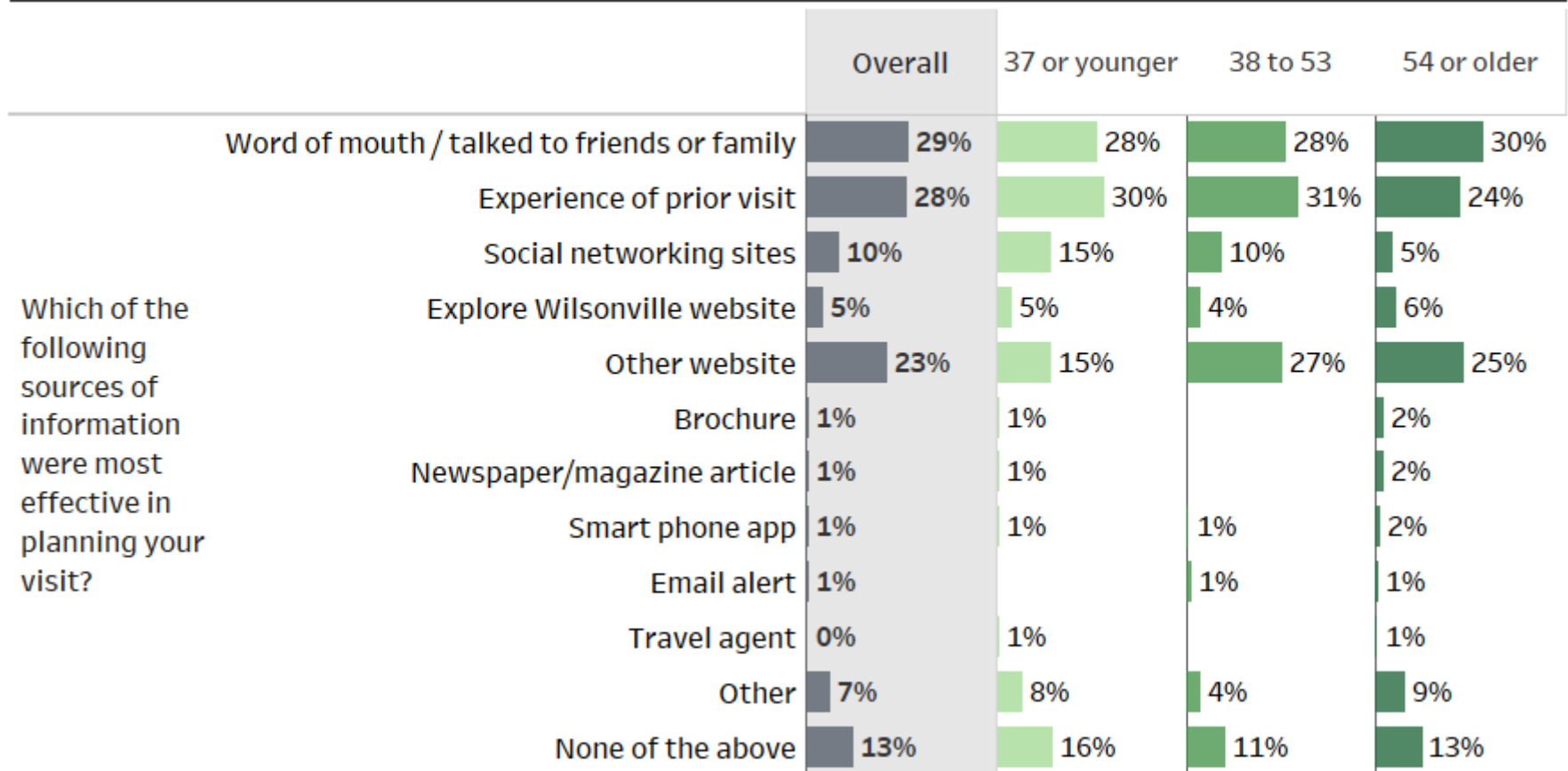




# TRIP PLANNING INFORMATION SOURCES

When evaluated by age, results highlight that social networking sites were used more by those 37 or younger than those 38 or older. Conversely, older age cohorts were more likely to have used other websites. Comments suggest that, by far, Facebook was the most utilized social networking site regardless of age.

## Wilsonville Tourism Survey | Summer 2018

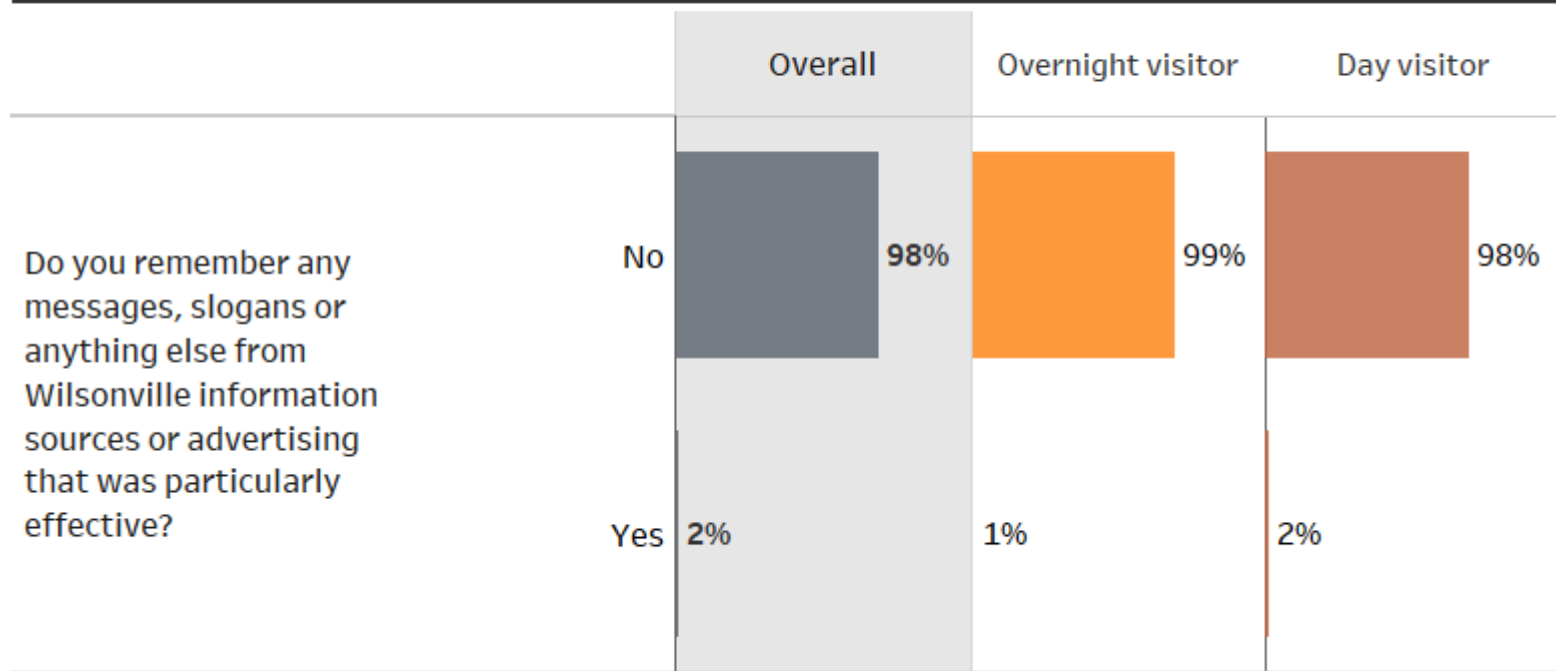




# ADVERTISING RECALL

Two percent of visitors recalled effective messages, slogans, or anything else from Wilsonville information sources. Recall was marginally higher among day visitors than overnight visitors.

## Wilsonville Tourism Survey | Summer 2018

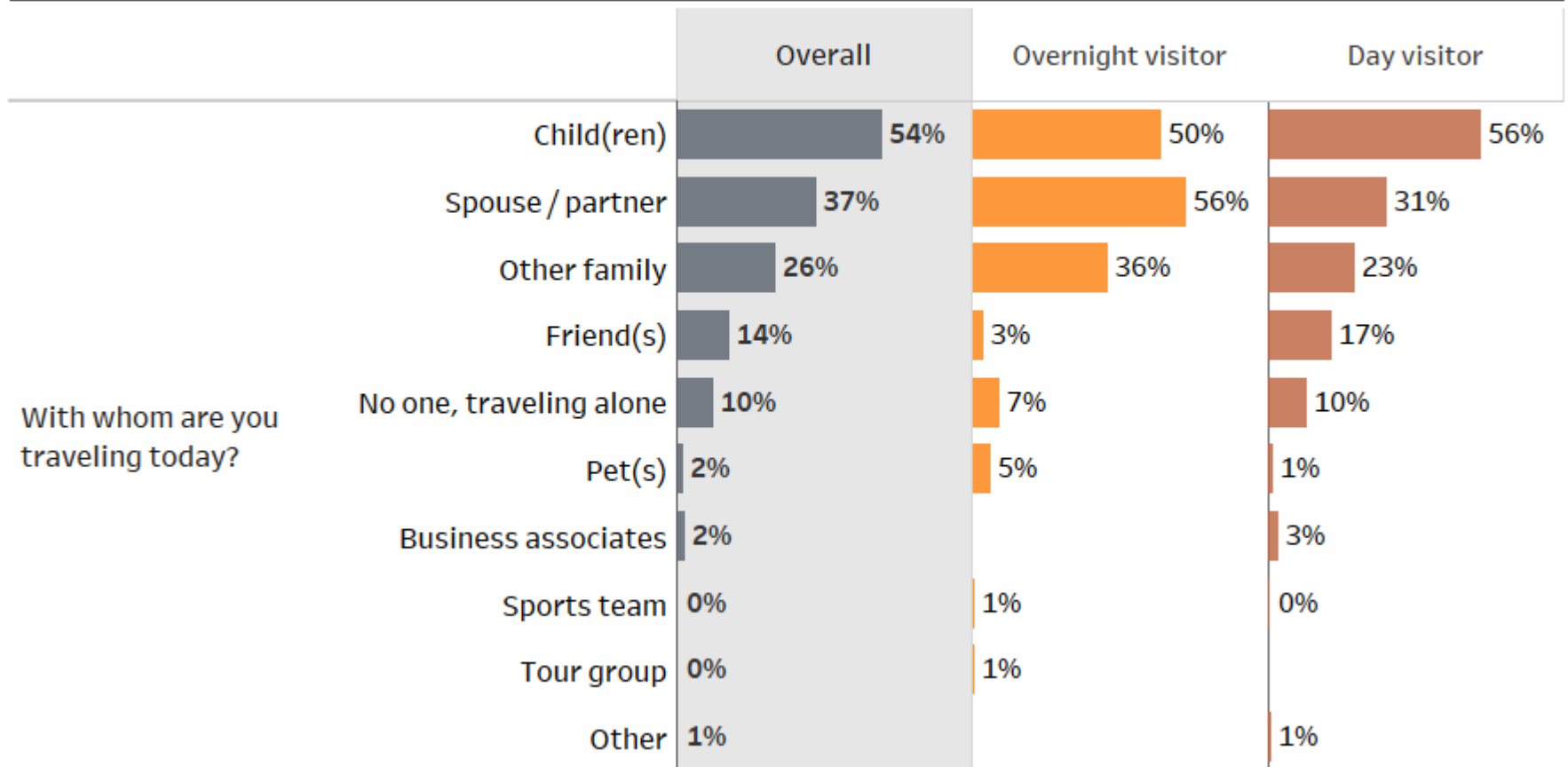




# TRAVEL PARTY COMPOSITION

Visitors were most likely to be traveling with child(ren) (54 percent), a spouse/partner (37 percent), other family (26 percent), or friends (14 percent). One in ten visitors were traveling alone (10 percent). Overnight visitors were more likely to be traveling with a spouse/partner, other family, and pets than day visitors. Day visitors were more likely to be traveling with children and friends, and slightly more likely to be traveling alone.

## Wilsonville Tourism Survey | Summer 2018

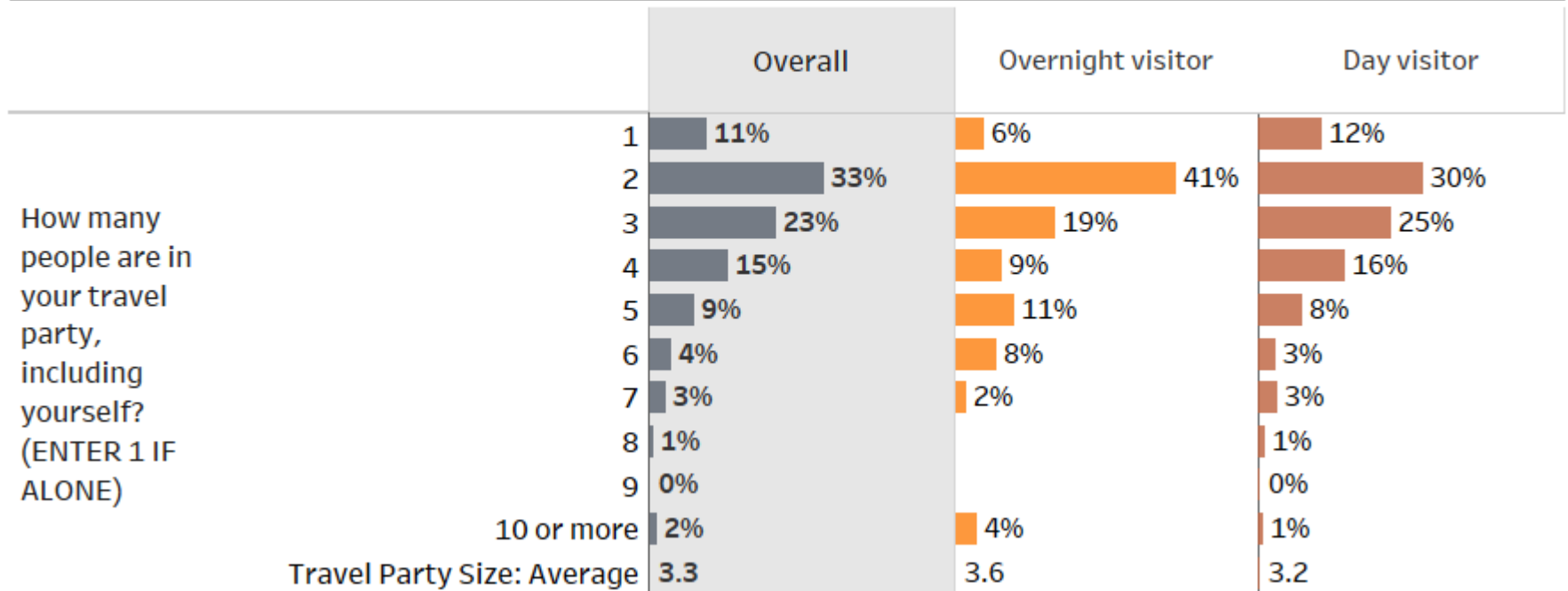




# SIZE OF TRAVEL PARTY

Visitors were most likely to be traveling in groups of two (33 percent) or three (23 percent). The average party size was 3.3. Overnight visitors traveled in larger party sizes than day visitors, on average (3.6 vs. 3.2).

## Wilsonville Tourism Survey | Summer 2018

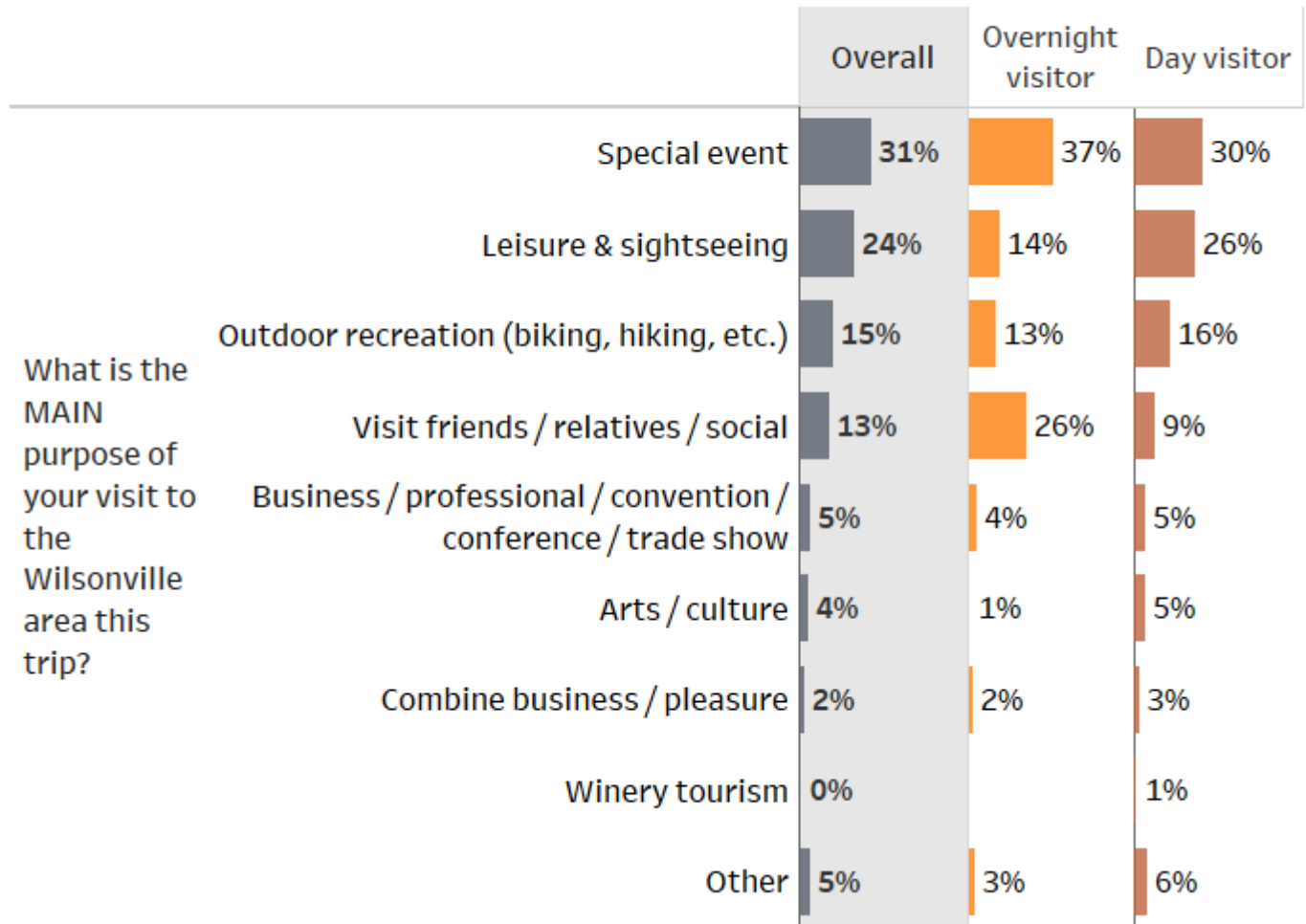




# PURPOSE OF TRIP

Special events were the most cited reason for visiting (31 percent). Worth noting is that about half of the intercept surveys were conducted at special events, potentially inflating the role of events in the decision to visit. Leisure and sightseeing was the second most common reason for visiting (24 percent). Overnight visitors were more likely to cite special events and visiting friends/relatives as reasons for visiting. Day visitors were more likely to be visiting for leisure/sightseeing.

## Wilsonville Tourism Survey | Summer 2018

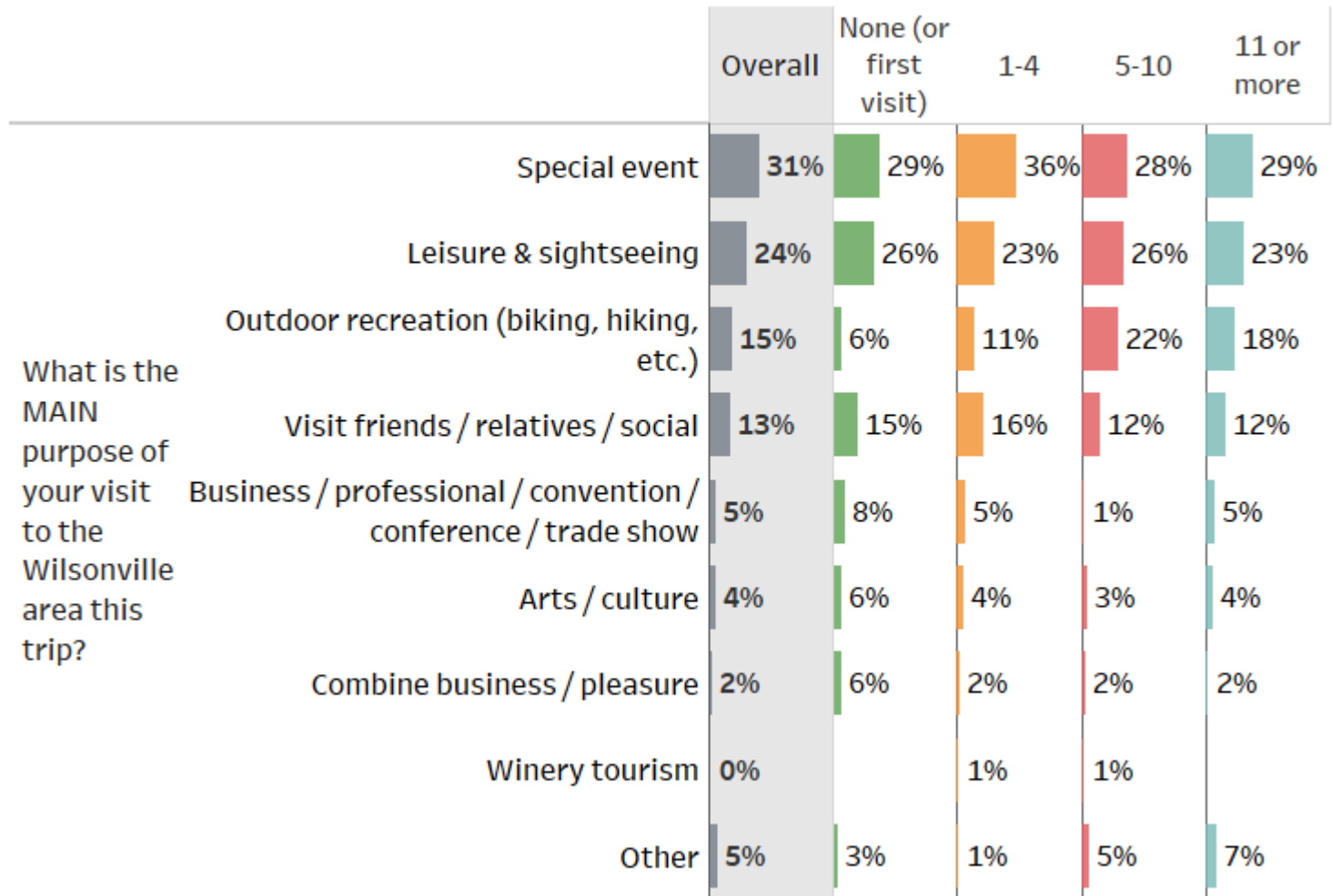




# PURPOSE OF TRIP

Respondents on their first summer trip to Wilsonville were more likely to be on a business-related trip than those who have been to Wilsonville previously. Meanwhile, those who had been to Wilsonville at least once before were more likely to visit for outdoor recreation purposes.

## Wilsonville Tourism Survey | Summer 2018

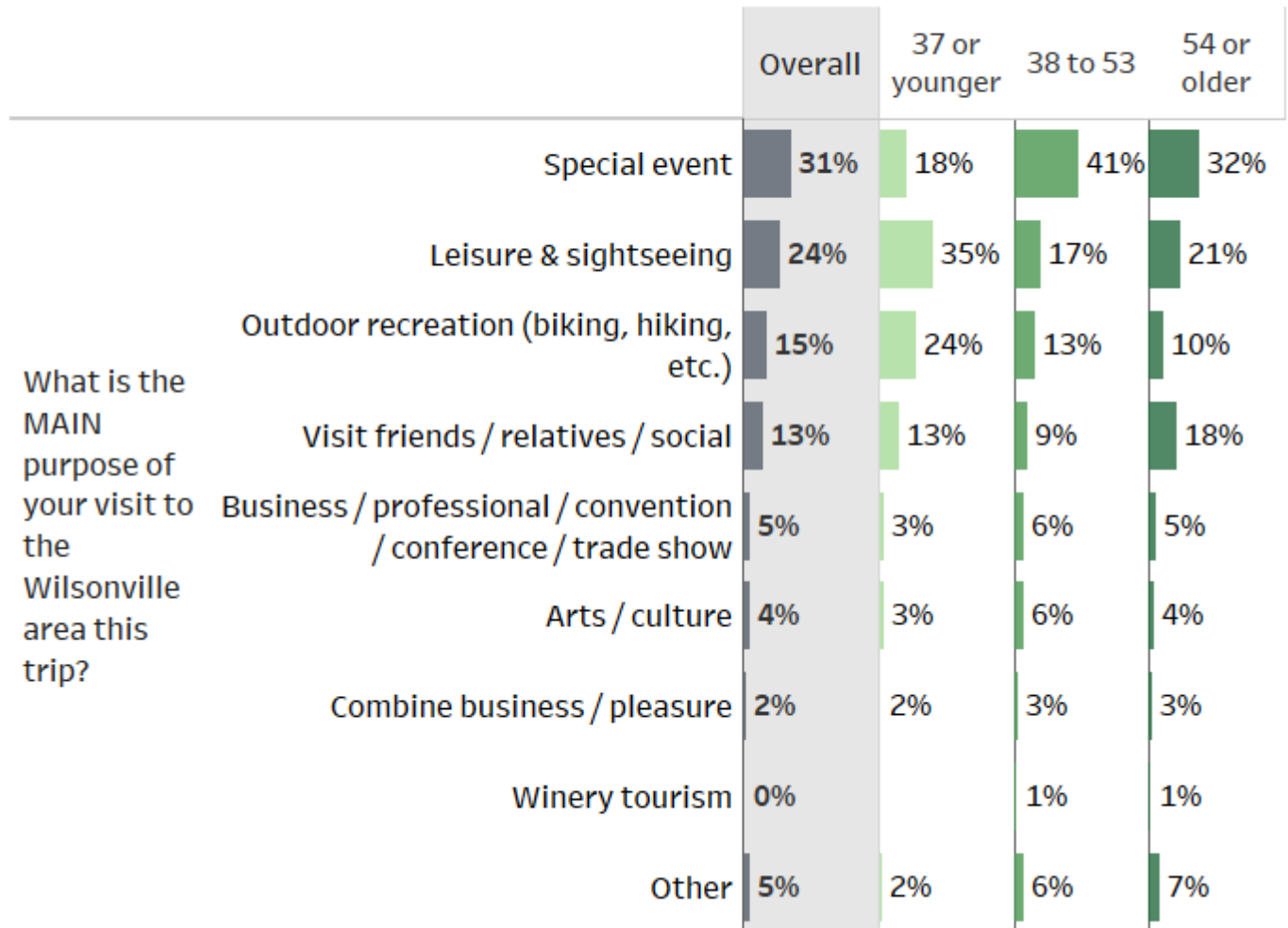




# PURPOSE OF TRIP

Trip purposes differed somewhat by age. Those age 37 or younger were most likely to be visiting for leisure & sightseeing, followed by outdoor recreation, and more likely to be visiting for those purposes than older visitors. Those in the 38 to 53 cohort were most likely to be visiting for a special event and more so than the other age cohorts. Those age 54 or older, while also most likely to be visiting for a special event, were also more likely to be in Wilsonville to visit friends/relatives/for social reasons.

## Wilsonville Tourism Survey | Summer 2018







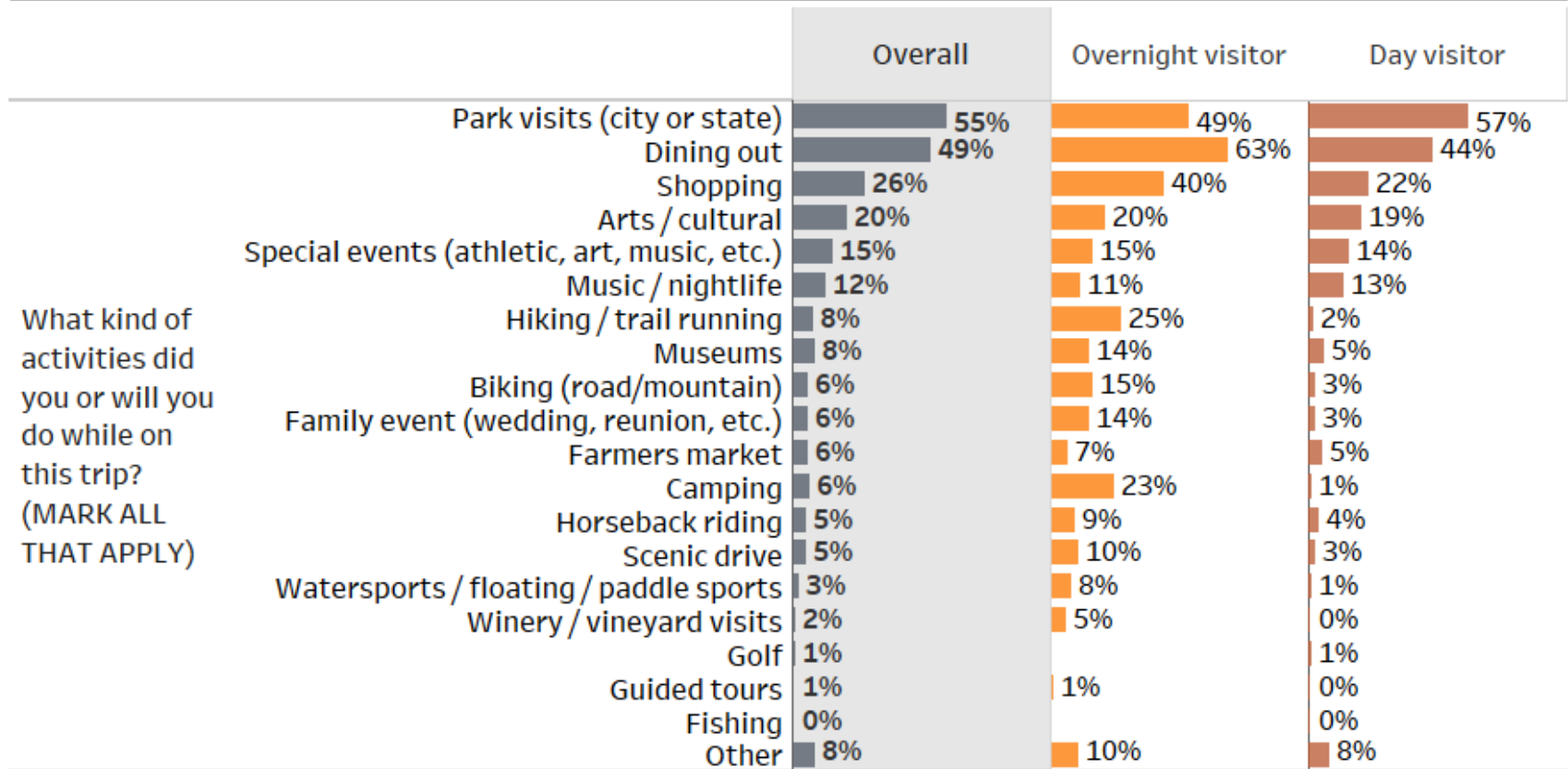
# ACTIVITIES & LOCATIONS VISITED



# ACTIVITY PARTICIPATION

Overall, top trip activities included city or state park visits (55 percent), dining out (49 percent), shopping (26 percent), arts/cultural activities (20 percent), special events (15 percent), and music/nightlife (12 percent). Overall, visitors participated in an average of 2.4 activities. Overnight visitors participated in more activities than day visitors, on average (3.4 vs. 2.1). They were much more likely to dine out, shop, hike/trail run, and camp. Day visitors were more likely to visit a city or state park.

## Wilsonville Tourism Survey | Summer 2018

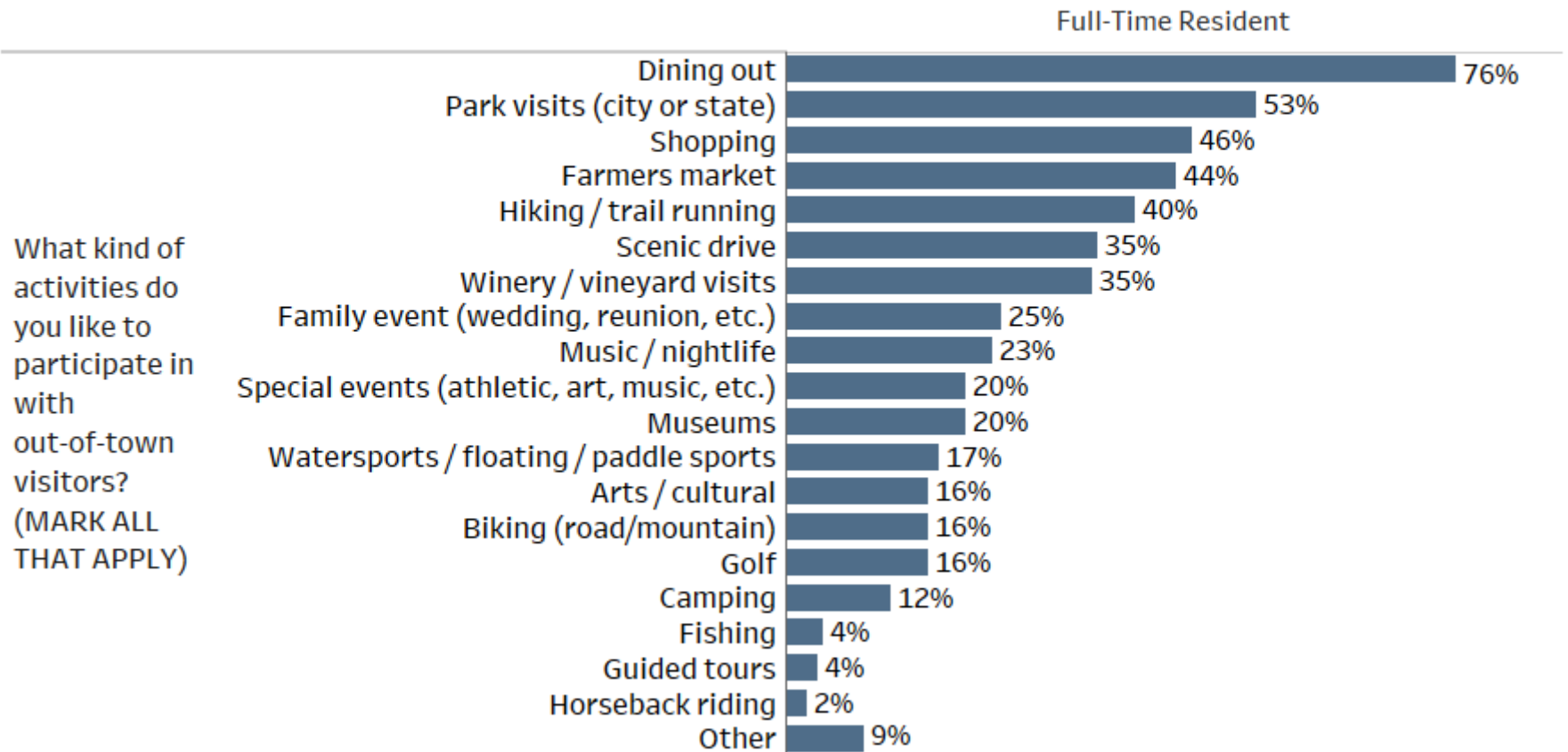




# ACTIVITY PARTICIPATION

Wilsonville locals were asked a variation of the activity question, which probed the activities they like to participate in with out-of-town visitors. They mentioned 5.2 activities on average, with dining out most commonly cited (76 percent). Park visits, shopping, farmers market, hiking/trail running, scenic drives, and winery/vineyard visits were also mentioned by at least one-third of locals.

## Wilsonville Tourism Survey | Summer 2018

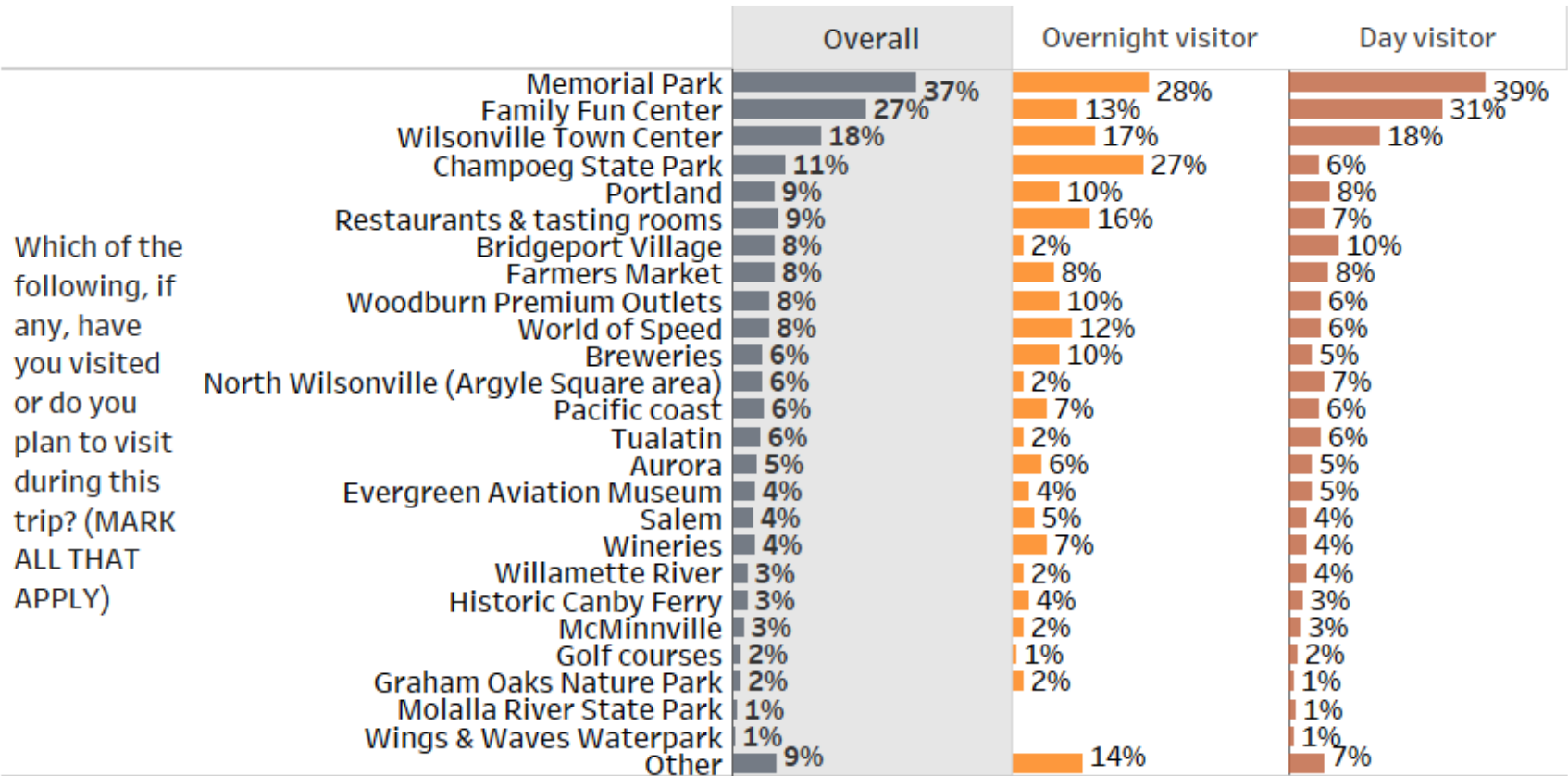




# LOCATIONS VISITED

Overall, visitors were most likely to visit Memorial Park (37 percent), followed by the Family Fun Center (27 percent), Wilsonville Town Center (18 percent), and Champoeg State Park (11 percent). Respondents visited an average of 2.1 locations, with not much difference noted between overnight and day visitors overall. Overnight visitors were notably more likely to visit Champoeg State Park and day visitors were much more likely to visit Memorial Park and Family Fun Center.

## Wilsonville Tourism Survey | Summer 2018



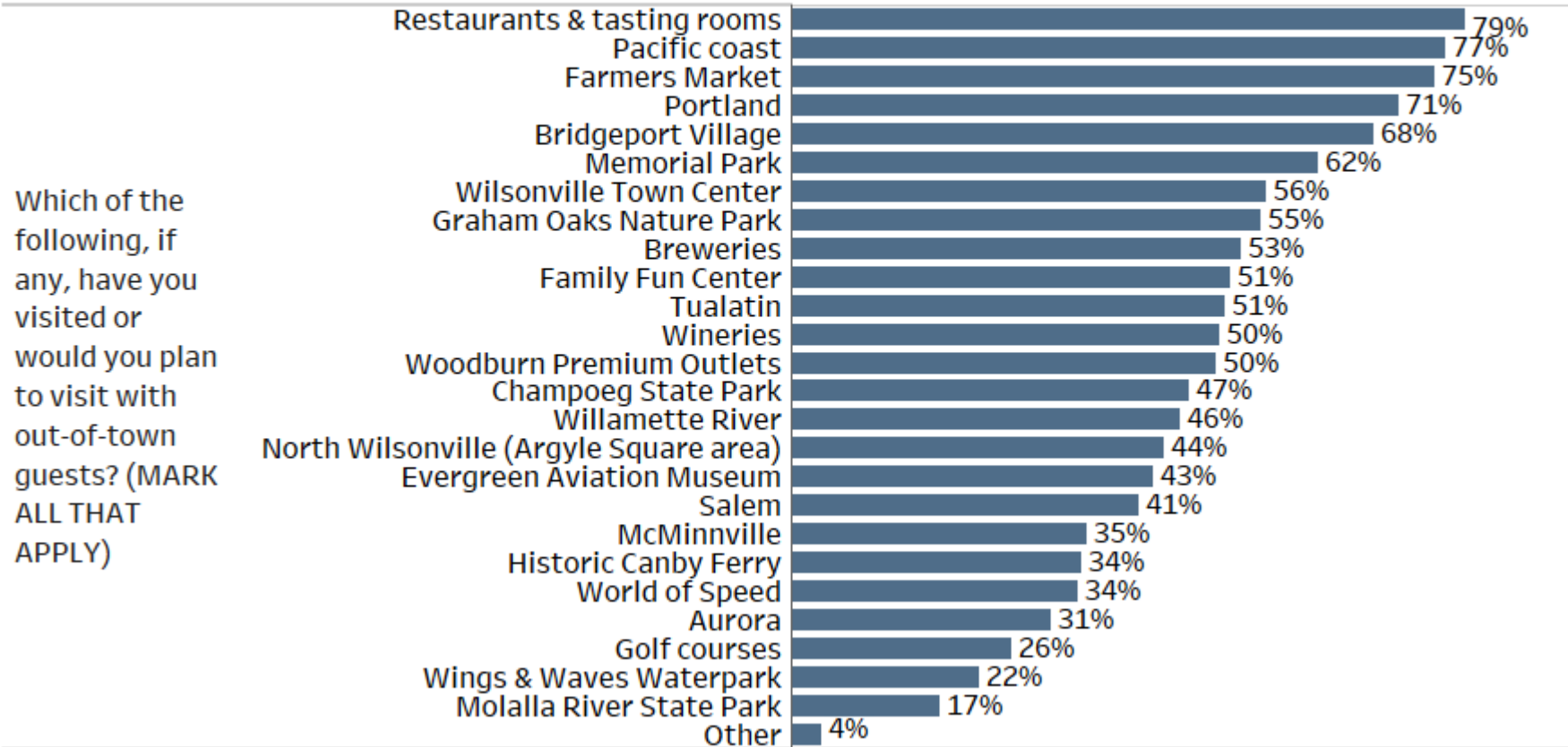


# LOCATIONS VISITED

Locals visit a number of locations with their out-of-town guests—12.2 on average. Top among them are restaurants and tasting rooms (79 percent), the Pacific coast (77 percent), Farmers Market (75 percent), Portland (71 percent), Bridgeport Village (68 percent), and Memorial Park (62 percent).

## Wilsonville Tourism Survey | Summer 2018

Full-Time Resident





# EXPENDITURES



# AVERAGE PARTY SPEND DURING TRIP

Visitors estimated how much money they and their immediate travel party spent in total during their time in Wilsonville. Overnight parties spent a notable \$457 during their trip on average, vs. \$88 among day visitors. Lodging comprised a notable share of overnight visitor expenses (\$198 average), and overnight visitors also spent more on food & drink and shopping than day visitors.

Expenditure Category	Overall	Overnight Visitors	Day Visitors
Lodging	\$38	\$198	--
Food & Drink	\$55	\$148	\$26
Shopping / Retail	\$54	\$118	\$32
Recreation / Entertainment	\$30	\$33	\$30
Other	\$11	\$16	\$10
<b>TOTAL PARTY SPEND FOR THE TRIP</b>	<b>\$168</b>	<b>\$457</b>	<b>\$88</b>



# OVERALL EXPENDITURES

Even when calculated per person per day, overnight visitors spent about twice as much per day on average than day visitors (\$70 vs. \$37). Results highlight the economic contribution of overnight visitors to the area.

Expenditure Category	Overall	Overnight Visitors	Day Visitors
Total per capita spend per day	\$44	\$70	\$37
Total per capita spend for the trip	\$63	\$157	\$37
Total party spend for the trip	\$168	\$457	\$88





# SATISFACTION RATINGS



# LIKELIHOOD TO RECOMMEND

## Wilsonville Tourism Survey | Summer 2018

Among *visitors*, Wilsonville’s overall Net Promoter Score (NPS), or the share of promoters minus the share of detractors, is 45 percent. Day visitors provided the highest NPS, at 51 percent, followed by overnight visitors at 35 percent, and locals at 13 percent. Worth noting is that the day visitor experience is very positive, with 63 percent of those respondents providing a rating of 9 or 10 in their likelihood to recommend Wilsonville.

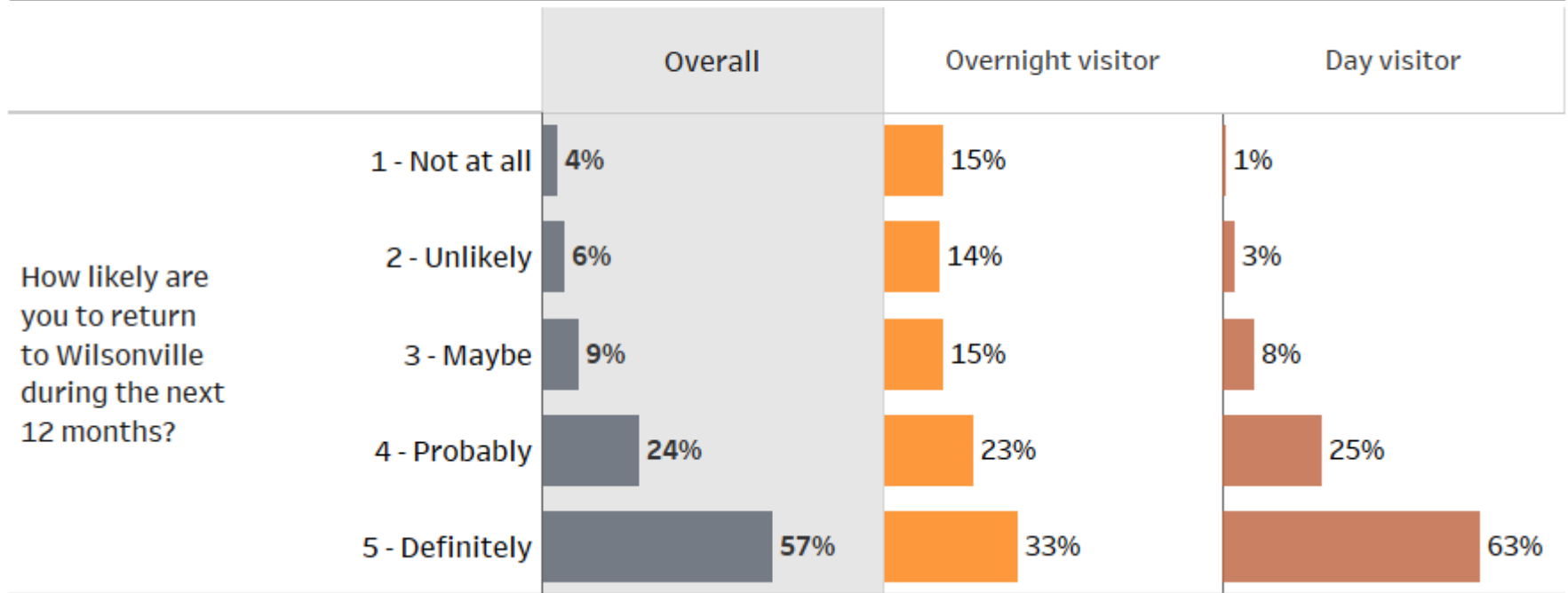
		Overnight visitor	Day visitor	Full-Time Resident
How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit?	10=Extremely likely	43%	54%	32%
	9	13%	9%	7%
	8	14%	18%	20%
	7	11%	7%	16%
	6	2%	2%	10%
	5=Neutral	13%	8%	10%
	4	1%	0%	
	3		0%	1%
	2	2%	0%	1%
	1			1%
	0=Not at all likely	2%	1%	3%
Net Promoter Category	Promoter (% responding 9 & 10)	55%	63%	38%
	Passive (% responding 7 & 8)	24%	25%	36%
	Detractor (% responding 0-6)	20%	12%	26%
<b>Net Promotor Score</b>		<b>35%</b>	<b>51%</b>	<b>13%</b>



# LIKELIHOOD OF RETURN

Visitors are highly likely to visit Wilsonville in the next year, with over half of all visitors saying they would “definitely” visit (57 percent) and another quarter saying they would “probably” visit (24 percent). Just 4 percent said they were not at all likely to visit. Day visitors are more likely to visit again in the next year (88 percent responded “definitely” or “probably” vs. 56 percent of overnight visitors).

## Wilsonville Tourism Survey | Summer 2018



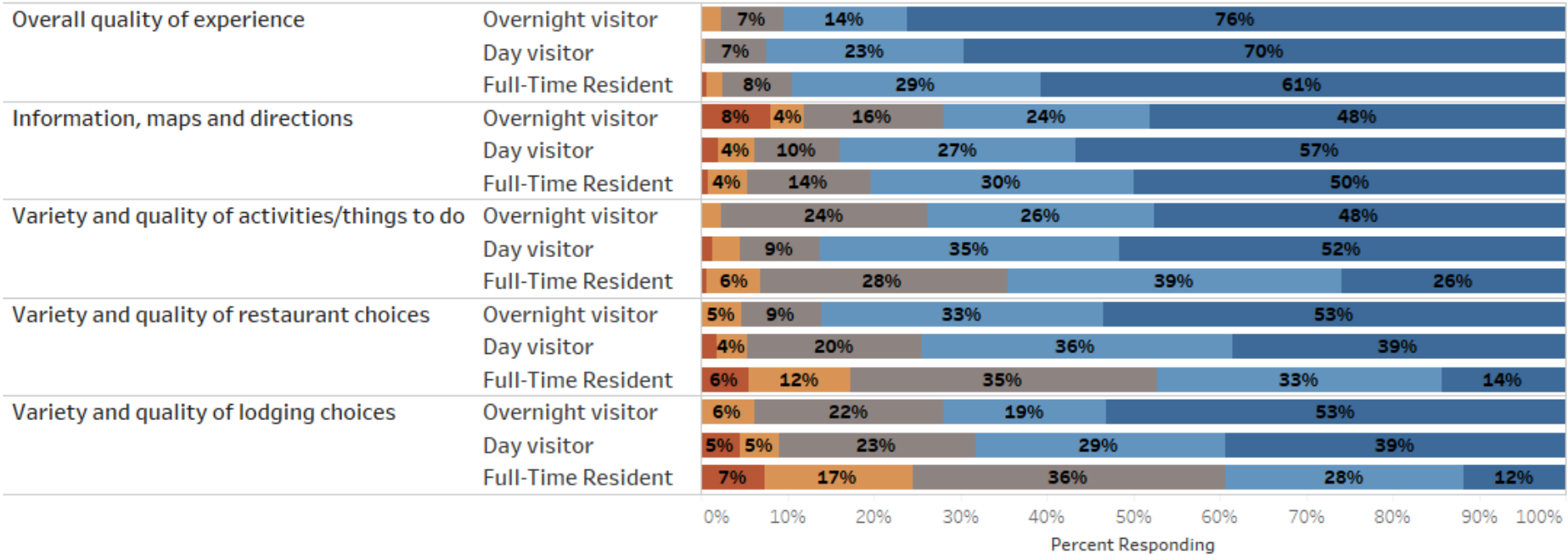


# RATINGS OF THE VISITOR EXPERIENCE

All respondents rated various aspects of the visitor experience using a 5-point scale, where 1 means “poor” and 5 means “excellent”. Highest rated was the overall quality of the experience (67 percent of all respondents said it was “excellent”). In contrast, variety and quality of lodging choices received the lowest rating (28 percent overall said it was “excellent”). A greater share of overnight visitors said information, maps and directions were “poor” (8 percent), and full-time residents provided a higher share of “poor” ratings for variety and quality of restaurant choices (6 percent) and lodging choices (7 percent) than the other visitor segments.

## Wilsonville Tourism Survey | Summer 2018

On a scale of 1 to 5 where 1 is “Poor” and 5 is “Excellent,” how would you rate Wilsonville in terms of:



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%  
Percent Responding

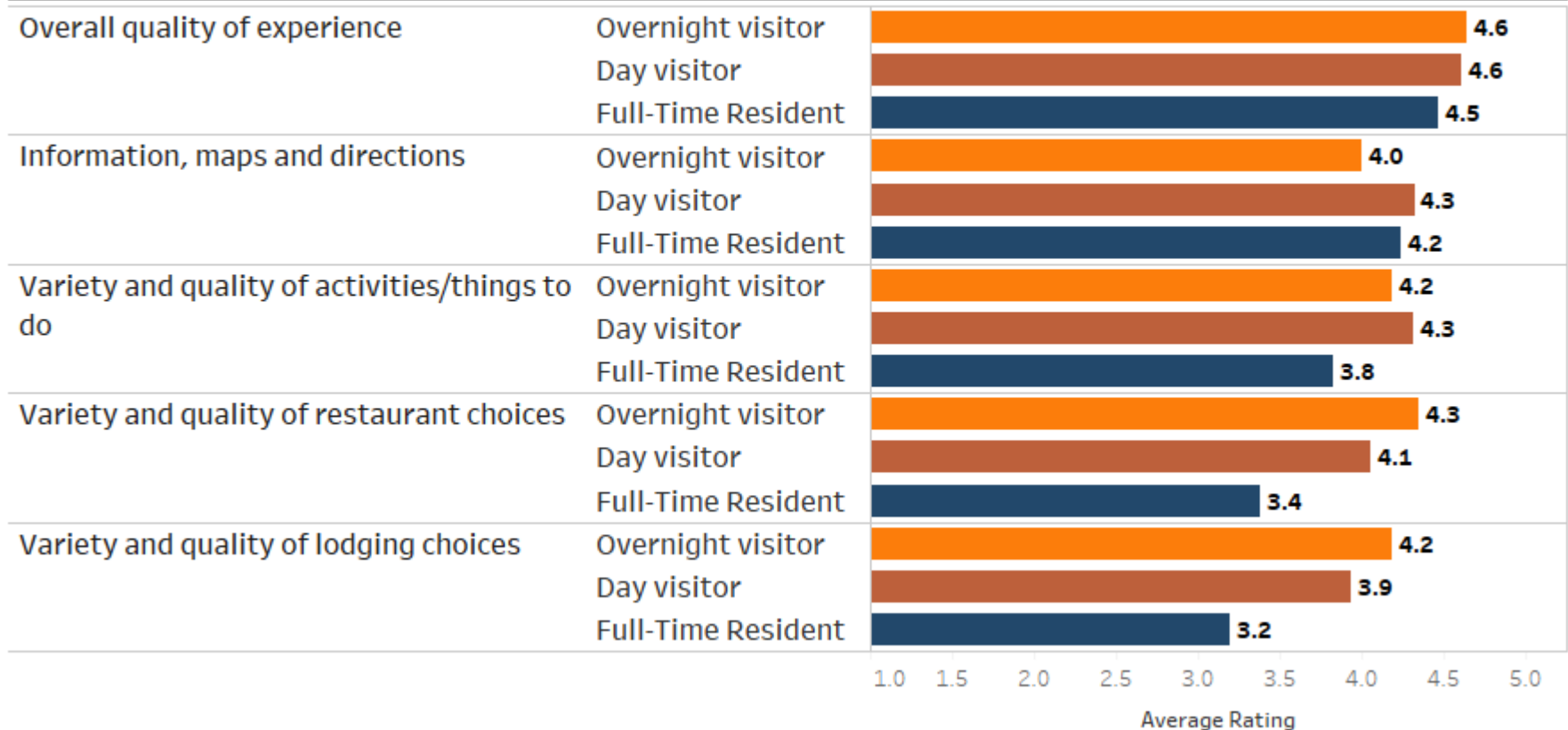


# RATINGS OF THE VISITOR EXPERIENCE

Worth noting is the lower average ratings for information, maps and directions provided by overnight visitors. Meanwhile, full-time residents provided low average ratings for variety and quality of activities/things to do (3.8), restaurant choices (3.4), and lodging choices (3.2).

## Wilsonville Tourism Survey | Summer 2018

*On a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of:*



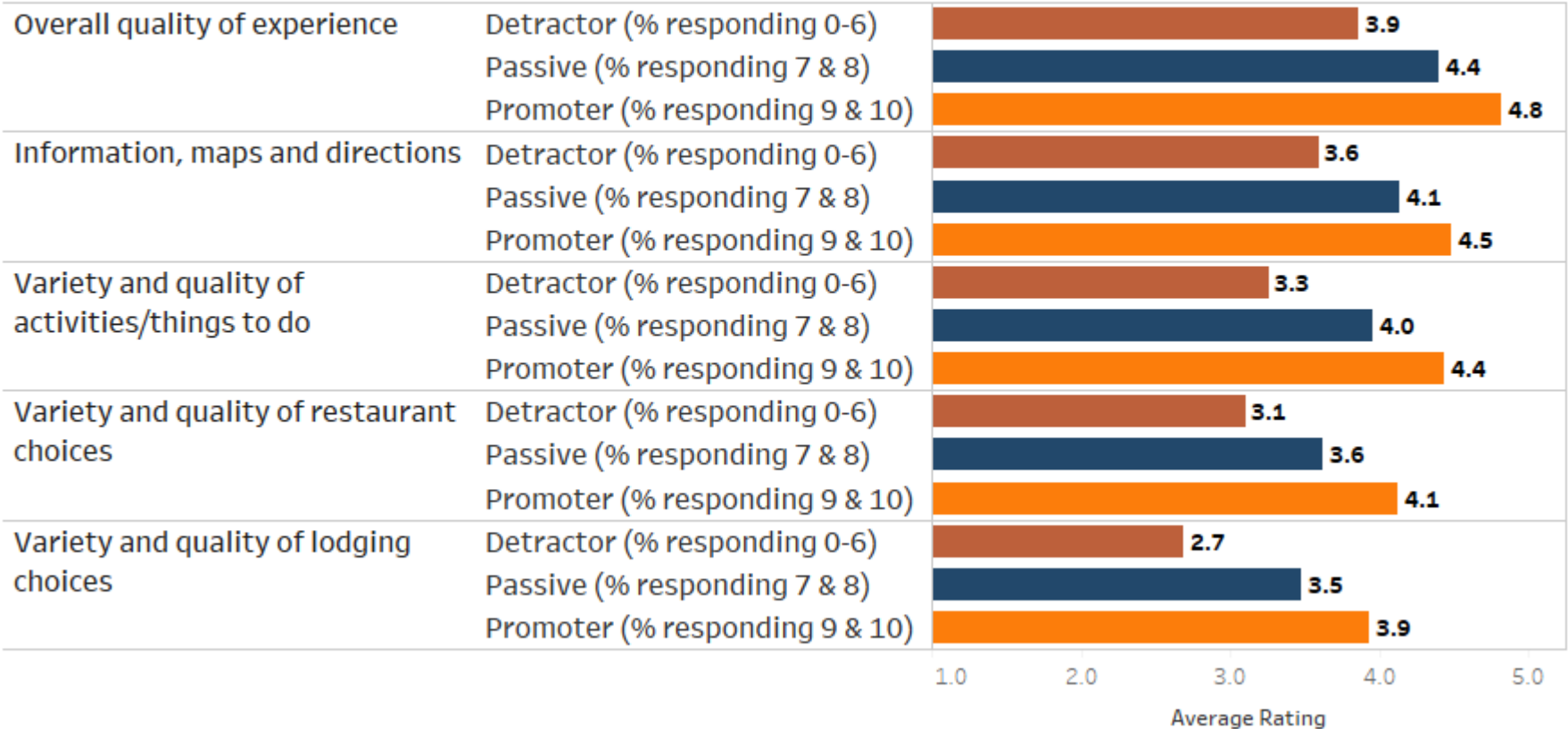


# RATINGS OF THE VISITOR EXPERIENCE

Below, average ratings among Wilsonville detractors, passives, and promoters are shown below. As might be expected, those unlikely to recommend Wilsonville (aka detractors) provided lower average ratings for each aspect of the visitor experience probed, particularly variety and quality of lodging choices (2.7).

## Wilsonville Tourism Survey | Summer 2018

*On a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of:*





COMMENTS / SUGGESTIONS



# VISITOR COMMENTS/SUGGESTIONS

At the end of the survey, respondents were given the opportunity to provide any additional comments or suggestions for Wilsonville. Positive feedback included cleanliness of the City, enjoyment of parks and events, and family-friendly vibe. Suggestions for improvement centered around traffic, desire for more activities and restaurants (especially independently owned), and signage. A selection of verbatim responses from visitors is shown below. The full listing of responses is provided in the appendix.

*More independently operated/owned restaurants*

*Very beautiful, not far from Portland*

*More family friendly restaurants, ice cream shop in walking distance from Murase Plaza*

*More coffee shops to sit around and talk with friends*

*We live in Salem and we like to meet our family and friends from Portland here because it's a convenient halfway point. We like to meet at restaurants like Oswego Grille and Rams, meet at the park, or go shopping together. The parks are nice.*

*I haven't visited Wilsonville for a vacation, but I do find it to be a very nice community from my limited experience. Lovely area and convenient shopping and restaurants.*

*Need more local businesses/restaurants, less/fewer chains*

*Traffic bottle neck at bridge*

*Put signage around town for events like Wilsonville Festival of Arts*

*Like to see more activities, very clean*

*Find room for parks near business areas. You have a great bus link from Salem that allows me to work in Wilsonville and not drive.*





# RESIDENT COMMENTS/SUGGESTIONS

At the end of the survey, respondents were given the opportunity to provide any additional comments or suggestions for Wilsonville. A selection of verbatim responses among local residents is shown below. Locals provided very positive comments overall, but many suggestions centered around their desire for more retail and restaurant options. The full listing of responses is provided in the appendix.

*We love Wilsonville and hope the events held here continue for many year to come*

*Allow food carts*

*Better restaurants*

*More healthy food places*

*Bus schedule could be easier to figure out- hard to read, changes frequently, not known that its free*

*It's great in Summer, but other times of year it's a stopping point to go elsewhere*

*Not too many Friday/ weekend things to do. Usually need to go out of Wilsonville to have nightlife.*

*Fun place to live; very safe; can't see the median on town center parkway at night; more family owned restaurants*

*Needs to have more mom and pop shops; more diversity in retail shopping like Bridgeport; expand growth boundary*

**CITY OF WILSONVILLE  
VISITOR PROFILE STUDY**  
*SUMMER SURVEY FINAL RESULTS*  
*DECEMBER 2018*

Appendix: Open-Ended Comments

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**WILSONVILLE SUMMER SURVEYS 2018**

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**Q.5: Where are your lodging accommodations located? (other)**

<b>Lodging Accommodations (other)</b>
Aurora
Canby
Canby
Canby
Champoeg Park
Champoeg Park
chanpeog
eugene
Fairview
Newberg
Oregon City
sherwood
Tualasa
West Linn
West Linn
woodburn
Woodburn
Woodburn

**Q.6: Which of the following sources of information were most effective in planning your visit?**

<b>Information Source (other website)</b>
Airbnb, google
Art
beer festivals
bing
booking.com
booking.com
brewfest
Bullwinkle
Bullwinkle
Chambry
craft news
crater lake visitor site
Eric Hermen
expedia
expedia
experia.com
facebook

<b>Information Source (other website)</b>
Facebook
family fun
family fun
family fun center
family fun center
familyfun fin center
farmers market
Frys.com
fun center
fun center
fun center
fun center
fun center
fun-center.com
go horse show .com
google
google
Google
Google
Google
Google
Google
Google
Google
Google
Google
Google
Google
Google
Google and Google maps
Google m aps
Google maps
Google maps
Google maps
Google maps
Google maps
Google maps
Google maps, family fun center
Google, waze
gps
Groupon
Groupon
Groupon
holiday inn
horse show
horse show website
Horseshowtime.com teamnwequestriansports.com

<b>Information Source (other website)</b>
hotel
hotwire
instagram
Library
Library
library website
LOSC
LOSC .org
maps
mt hood soccer
myperks
orbitz
Portland events
reserve america
reserve america
reserve america
reserve america
reserve america
reserve America
reserve America
reserve America
reserve America
reserve America
reserve America
reserve American
reserveamarica
Rotery
salmon classic
salmon classic and obra
southwest airlines
State of OR Parks
team nw
team nw
teamnwequestriansports.com
Tualatin community event page
vrbo, family fun center, hotels.com
waterstone realty
waze
waze
Wilsonville
Wilsonville Art Festival
Wilsonville Festival of Arts

Wilsonville Summer Surveys 2018

<b>Information Source (other website)</b>
Wilsonville Festival of Arts
world of speed
world of speed
world of speed
World of speed
world of speed, hotel website to make reservations

<b>Information Source (social networking sites)</b>
facebook
facebook
facebook
facebook
facebook
Facebook
Facebook
Facebook
Facebook
Facebook
Facebook
Facebook
Facebook
Facebook
Facebook
Facebook
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Facebook

<b>Information Source (social networking sites)</b>
fb
FB
FB
Fb insta
FB- Montague concert
Festival of Arts
instagram
Instagram, facebook
Snapchat and facebook

<b>Information Source (smartphone app)</b>
Google maps
MAP

<b>Information Source (newspaper/magazine article)</b>
oregonian

<b>Information Source (other)</b>
65th Ave sign
afte pretty for another event
Came with family
Concert
discover culture pass from library
Drive by
Driving
driving by
drove by
Events board at workplace
Family reunion
friend
Google maps
Google search Wilsonville Water Park""
Grew up in valley
Headquarters found this event
Hunter Creek Horse Show
I used to live here
I work here
Library
Local resident
McMenamins
Music concert



<b>Information Source (other)</b>
Near Frys elctronics
Newsletter
Our horse trainer
Posted sign
Saw the tents
state parks website
Vendor
Water Stone Realty Group
Work assignment

**Q.8: With whom are you traveling today? (other)**

<b>Traveling With (other)</b>
babysitting children

**Q.10: What is the main purpose of your visit to the Wilsonville area this trip?**

<b>Main Purpose of Visit (special event)</b>
Art Fair
Art Festival
Art Festival
Art Festival
Art Festival
Arts
Arts
Cloverdale
Concert
Concert
Concert
Concert
Concert
Concert in park
Concerts
equestrian
Festival of Arts
Festival of Arts
Hit Machine
horse show
horse show
Horse show
Horse show
Horse show

<b>Main Purpose of Visit (special event)</b>
Horse show
horse shows
horse shows
Hunter creek horse show
Hunter creek horse show
Hunter Creek horse show
Johnny Limbo
Johnny LJ
July 4th
Library class
Lugnuts
McMenamins live music event
Movie night
Music
Music
Music at Montague
Music in the park
Music in the park
Nate Botsford music
NW Horse shows
omsi @ library
omsi @ library
Park movie
Reptile Man
Rotary Sponsered Music Concert
Rotary summer concert
Rotary Summer Concert
Rotary Summer Concert
See Eric Hermen
Summer concert
Summer concert
Summer concerts
Summer music concert
Team N.W. Horse Show
Team Northwest Equestrian Sports Horse Shows
Team NW Equestrian Horse Show
Team NW horse shows and swan training stable
Wilsonville Festival of Arts

<b>Main Purpose of Visit (other)</b>
arts
arts
beer fest
beer fest
birthday party
brewfest
brewfest
brewfest
brewfest
buy a horse
Care for grandchildren
caregiving
Community Block Party at Town Center Park
Concert Park
dentist appointment
doctor appointment
Equestrian
family reunion
family reunion
farmers market
Frys
Frys
get car fixed
girl scout day camp
girl scout day camp
haircut
half marathon
Horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
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hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek equestrian center horse show
hunter creek horse show
hunter creek horse show
hunter creek horse show

<b>Main Purpose of Visit (other)</b>
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter creek NW spectacular horse show
hunter jumper horse show
Library
Library
library show
Listen to music
LOSC soccer tournament
LOSC soccer tournament
McMenamins concert
Movie in park and Costco
Movie in the Park
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
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mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
mt hood soccer tournament
music at Montague
Music at Montague
Music at Montague
Music at Montague
Music in the park

<b>Main Purpose of Visit (other)</b>
Playing at the park
salmon classic
salmon classic
salmon classic
salmon cycling
shopping at frys and costco
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
soccer tournament
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soccer tournament
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soccer tournament
soccer tournament
soccer tournament
Summer concerts
To eat/shop/Costco, etc.
Visit library and splash pad
Watch grandchildren
wedding
Work in the area
world of speed museum
World of Speed museum

**Q.11: What kind of activities did you or will you do while on this trip?**

<b>Activities This Trip (special event)</b>
anniversary party
art fairs, theater
Art Festival
Arts
Arts
Arts Festival
athletic
athletics
beer fest
beer fest
Beer Fest
beer festival
Beer gest
brew fest
brewfest
brewfest
brewfest
brewfest
brewfest
brewfest
brewfeste2
Camp mtg at church
children's show
concert
concert
concert
concert
Concert
Concert
Concert
Concert
concerts
concerts
concerts
Festival of Arts
Horse show
Horse show
Horse show at Hunter Creek
Horse Shows by Team NW Equestrian
Library event at park
Live music at McMenamins

<b>Activities This Trip (special event)</b>
Movie
music
Music
Music
Music
Music
Music at Montague
Music in the Park
music kids events
rodeo
Rotary concert
Rotary Concerts
school shows
Science class
Science lab
theater
timber festival in estacada
Wellness Fair
Wilsonville Art Festival

<b>Activities This Trip (other)</b>
Working

**Q.12: Which of the following, if any, have you visited or do you plan to visit during this trip? (other)**

<b>Visit or Plan to Visit This Trip (other)</b>
astoria
beer fest
beer fest
bend
butteville store
butteville store
Canby
chamber of commerce
Costco
FRYS
Frys and movie theater
Hunta Creek Farm
Hunter Creek
hunter creek equestrian center

<b>Visit or Plan to Visit This Trip (other)</b>
Hunter Creek Equestrian Park
hunter creek farm
hunter creek horse farm
Hunter Creek horse farm
Hunter Creek horse show
Japanese garden
lake Oswego grill
lee farms
Library
Library
Library
Library
Library
Library
Library
Library
Library
Multnomah Falls
Newberg, Wilco
Park
parks
rockaway beach
The horse show
Train in Portland
Wilsonville lanes
Wilsonville Library
zoo
zoo

**Q.13: Do you remember any messages, slogans, or anything else from Wilsonville information sources or advertising that was particularly effective?**

<b>Effective Ad/Information Message</b>
car ads
trumpet planning train in wilsonville
villebois



**Q. 19: Do you have any comments or suggestions regarding Wilsonville?**

Type	Reason for Visit	Net Promoter	Additional Comments
Day visitor	Arts/culture	Detractor	traffic on 5
Day visitor	Arts/culture	Promoter	keep progressive don't change
Day visitor	Arts/culture	Promoter	More coffee shops to sit around and talk with friends
Day visitor	Business/conference		conflict with rotary concerts- pick a different night put up more signs about farmers market - get the word out about the market inform the chamber about the market get more volunteers- Alexis is doing a great job but needs help market manager is
Day visitor	Business/conference		I work here; home (Oregon) office is here
Day visitor	Business/conference	Detractor	Put signage around town for events like Wilsonville Festival of Arts
Day visitor	Business/conference	Passive	Nice town
Day visitor	Business/conference	Promoter	find room for parks near business areas you have a great bus link from Salem that allows me to work in wilsonville and not drive
Day visitor	Business/conference	Promoter	Snooze Inn is disgusting
Day visitor	Business/conference	Promoter	We love the kids area
Day visitor	Combine business/pleasure	Promoter	freeway traffic issue
Day visitor	Combine business/pleasure	Promoter	More signage to events like the Arts Festival would be helpful
Day visitor	Leisure & sightseeing	Detractor	continue to increase size of roads
Day visitor	Leisure & sightseeing	Detractor	more restaurants and bars
Day visitor	Leisure & sightseeing	Detractor	More signs
Day visitor	Leisure & sightseeing	Detractor	put the rock wall back up at family fun center
Day visitor	Leisure & sightseeing	Passive	bad cell service for Verizon traffic is terrible
Day visitor	Leisure & sightseeing	Passive	bad traffic
Day visitor	Leisure & sightseeing	Passive	good job
Day visitor	Leisure & sightseeing	Passive	hard to find this park - no signs clean better organized than beaverton
Day visitor	Leisure & sightseeing	Passive	have more family places like family fun center
Day visitor	Leisure & sightseeing	Passive	love memorial park
Day visitor	Leisure & sightseeing	Passive	more bars, stay open later
Day visitor	Leisure & sightseeing	Promoter	beautiful rivers, more dog friendly parks day park has rocks making it hard to clean

Wilsonville Summer Surveys 2018

Type	Reason for Visit	Net Promoter	Additional Comments
			up after them more dog friendly restaurants
Day visitor	Leisure & sightseeing	Promoter	better signage for events
Day visitor	Leisure & sightseeing	Promoter	don't like congestion on freeway at wilsonville bridge
Day visitor	Leisure & sightseeing	Promoter	excellent planning in villebois, nicely preserved trees
Day visitor	Leisure & sightseeing	Promoter	great city, would like to see trader Joe's in area, would love public pool in the city
Day visitor	Leisure & sightseeing	Promoter	like go see more activities, very clean
Day visitor	Leisure & sightseeing	Promoter	miss the rock wall at family fun center
Day visitor	Leisure & sightseeing	Promoter	pretty clean, confusing area by sonic
Day visitor	Leisure & sightseeing	Promoter	really nice and clean
Day visitor	Leisure & sightseeing	Promoter	such a neat and clean place
Day visitor	Leisure & sightseeing	Promoter	thank you for the hospitality
Day visitor	Leisure & sightseeing	Promoter	traffic bottle neck at bridge
Day visitor	Leisure & sightseeing	Promoter	traffic improvements,
Day visitor	Leisure & sightseeing	Promoter	very beautiful, not far from Portland
Day visitor	Leisure & sightseeing	Promoter	Very nice place
Day visitor	Leisure & sightseeing	Promoter	would like better restaurants near the parks
Day visitor	Other	Detractor	fix the traffic
Day visitor	Other	Detractor	More independently operated/owned restaurants
Day visitor	Other	Passive	traffic is bad
Day visitor	Other	Promoter	Long overdue for a swim center- surveys like this have been asking for this since 1979!!!
Day visitor	Other	Promoter	Love the community programs, wish Canby has the same.
Day visitor	Other	Promoter	thank you
Day visitor	Outdoor recreation	Detractor	To many people!!!
Day visitor	Outdoor recreation	Passive	bad traffic I don't come here because of traffic bad bees at the park
Day visitor	Outdoor recreation	Passive	certainly family friendly
Day visitor	Outdoor recreation	Passive	more gun shops
Day visitor	Outdoor recreation	Passive	very 'white' McMinnville is way more interesting Wilsonville is just a cheaper place to live with less diversity nothing to set it apart get a ufo festival or a winery culture

Wilsonville Summer Surveys 2018

Type	Reason for Visit	Net Promoter	Additional Comments
Day visitor	Outdoor recreation	Passive	We come for the fountain and park!
Day visitor	Outdoor recreation	Promoter	A beautiful city
Day visitor	Outdoor recreation	Promoter	Bad traffic
Day visitor	Outdoor recreation	Promoter	food trucks at the water park
Day visitor	Outdoor recreation	Promoter	Get better cell service. Wilsonville is a black hole for cell phones.
Day visitor	Outdoor recreation	Promoter	great job on chlorine at water park
Day visitor	Outdoor recreation	Promoter	its clean
Day visitor	Outdoor recreation	Promoter	love the water park
Day visitor	Outdoor recreation	Promoter	more bike trails, more running dirttrails
Day visitor	Outdoor recreation	Promoter	more family friendly restaurants ice cream shop in walking distance from murase plaza
Day visitor	Outdoor recreation	Promoter	nice city
Day visitor	Outdoor recreation	Promoter	parking closer to murase plaza
Day visitor	Outdoor recreation	Promoter	please put up wasp traps at water park
Day visitor	Outdoor recreation	Promoter	pleasure to be here clean and beautiful
Day visitor	Outdoor recreation	Promoter	really like grant park
Day visitor	Outdoor recreation	Promoter	thank you
Day visitor	Outdoor recreation	Promoter	The Town Center is a great area
Day visitor	Outdoor recreation	Promoter	turn on splash pads earlier in the year on weekends, clean bathrooms
Day visitor	Outdoor recreation	Promoter	we live in Salem and we like to meet our family and friends from Portland here because it's a convenient halfway point. we like to meet at restaurants like Oswego grille and rams, meet at the park, or go shopping together. the parks are nice
Day visitor	Outdoor recreation	Promoter	we visit wilsonville every day, we like to go to the library too
Day visitor	Special event	Detractor	loved the art walk, and the water parks, please fix the traffic
Day visitor	Special event	Detractor	Traffic can be so so bad! Work on light timings would help.
Day visitor	Special event	Detractor	Would be wonderful if the Hunter Creek show management were allowed to have more vendors at the shows. That would enhance the horse show which will draw more people to the area.
Day visitor	Special event	Passive	bad freeway
Day visitor	Special event	Passive	brewfest and car buying
Day visitor	Special event	Passive	clean nice well kept

Type	Reason for Visit	Net Promoter	Additional Comments
Day visitor	Special event	Passive	I haven't visited Wilsonville for a vacation, but I do find it to be a very nice community from my limited experience. Lovely area and convenient shopping and restaurants.
Day visitor	Special event	Passive	Need more local businesses/restaurants, less/fewer chains
Day visitor	Special event	Passive	need signs to the soccer field
Day visitor	Special event	Passive	nice bathrooms clean smell good
Day visitor	Special event	Passive	nice facility, appreciate toilets with running water
Day visitor	Special event	Passive	nice parks
Day visitor	Special event	Passive	nice town, more activities would be nice
Day visitor	Special event	Passive	no public pool
Day visitor	Special event	Passive	really nice beautiful
Day visitor	Special event	Passive	traffic is bad, great restaurants, we can always find what we need here
Day visitor	Special event	Passive	Traffic is horrible on Fridays on Wilsonville Road - very difficult to get to business on that road or get on the freeway.
Day visitor	Special event	Passive	traffic sucks
Day visitor	Special event	Passive	you have a very good Mercedes dealership
Day visitor	Special event	Promoter	Accessibility of info about events
Day visitor	Special event	Promoter	bad traffic, need overpass or no trains or smarter drivers
Day visitor	Special event	Promoter	Clean community
Day visitor	Special event	Promoter	good waterpark
Day visitor	Special event	Promoter	I don't know about any other activities here
Day visitor	Special event	Promoter	I like the family fun center, good place for the team
Day visitor	Special event	Promoter	It look a little too much like a strip mall
Day visitor	Special event	Promoter	like the disc golf
Day visitor	Special event	Promoter	Love it here, rent is too high
Day visitor	Special event	Promoter	lovely park, Wilsonville drive is pretty with median
Day visitor	Special event	Promoter	My grandpa has nothing but good things to say
Day visitor	Special event	Promoter	please do something about traffic
Day visitor	Special event	Promoter	Readable signs from fifty feet
Day visitor	Special event	Promoter	signs for soccer fields when you enter park where to enter park for fields
Day visitor	Special event	Promoter	solve congestion

Wilsonville Summer Surveys 2018

Type	Reason for Visit	Net Promoter	Additional Comments
Day visitor	Special event	Promoter	thanks for supporting salmon classic
Day visitor	Special event	Promoter	The traffic is horrendous and keeps me from coming unless completely necessary.
Day visitor	Special event	Promoter	traffic no-one bridge needs dedicated lane for aurora canby
Day visitor	Special event	Promoter	very nice pleasant
Day visitor	Special event	Promoter	We go to Hunter Creek a number of times a year In my opinion this an untapped market for your city
Day visitor	Special event	Promoter	We love the park, water feature is great
Day visitor	Visit friends/relatives	Detractor	Better restaurants
Day visitor	Visit friends/relatives	Detractor	Great library
Day visitor	Visit friends/relatives	Passive	Great parks
Day visitor	Visit friends/relatives	Passive	improve online presence
Day visitor	Visit friends/relatives	Passive	More non-chain restaurants
Day visitor	Visit friends/relatives	Passive	Need to update resource statuses and status of facilities
Day visitor	Visit friends/relatives	Passive	Traffic over the bridge on I-5 has become insane
Day visitor	Visit friends/relatives	Passive	you need better cell coverage for Verizon
Day visitor	Visit friends/relatives	Promoter	coffee place in villebois, less chain restaurants
Day visitor	Visit friends/relatives	Promoter	Great place
Day visitor	Visit friends/relatives	Promoter	keep up the good work
Day visitor	Visit friends/relatives	Promoter	less traffic
Day visitor	Visit friends/relatives	Promoter	nicely built, friendly
Day visitor	Winery tourism	Promoter	Beautiful park!
Full-Time Resident			I wish that there were more bike paths and WES service was extended! (weekends, all day weekdays)
Full-Time Resident			Well done; friendly city
Full-Time Resident		Detractor	a neat city
Full-Time Resident		Detractor	crosswalk from grahams ferry / barber, increase police patrol in villebois, better visibility/sight lines at corners- cut back vegetation, HOA crews not doing best job
Full-Time Resident		Detractor	fix the 5 freeway, more baseball fields and open activity fields
Full-Time Resident		Detractor	great place to live
Full-Time Resident		Detractor	I don't want any more visitors here
Full-Time Resident		Detractor	more events in town center didn't know about farmers market more transportation to villebois area and

Wilsonville Summer Surveys 2018

Type	Reason for Visit	Net Promoter	Additional Comments
			store access bus with stroller access without folding up
Full-Time Resident		Detractor	more mom and pop restaurants in and bars, pretty safe
Full-Time Resident		Detractor	more parks
Full-Time Resident		Detractor	more waterfront a place to go, parks are nice
Full-Time Resident		Detractor	needs to have more mom and pop shops, more diversity in retail shopping like Bridgeport, expand growth boundary
Full-Time Resident		Detractor	not enough family owned businesses or restaurants, very difficult for mom and pop shops, you seem to only attract big box stuff, no indoor play place for kids, gearing town towards apartment dwellers not people who have bought homes here
Full-Time Resident		Detractor	Not too many Friday/weekend things to do. Usually need to go out of Wilsonville to have nightlife
Full-Time Resident		Detractor	only been here a year
Full-Time Resident		Detractor	public swimming pool
Full-Time Resident		Detractor	Simple, minimal
Full-Time Resident		Detractor	Sorry but this survey really does not apply to me much
Full-Time Resident		Detractor	swimming pool, fix freeway traffic congestion, continue to add technology jobs, love the library
Full-Time Resident		Detractor	too much congestion, against dogs, too loose building laws
Full-Time Resident		Detractor	too much traffic- need police to direct or get cameras that monitor back up and lengthen or shorten stoplight cycles the 5 cuts in half-make it more cohesive no cute little downtown a suburb for cars- doesn't feel walkable not enough diversity
Full-Time Resident		Detractor	we love living here
Full-Time Resident		Passive	a natural market- like whole foods book stores, toy stores
Full-Time Resident		Passive	allow food carts
Full-Time Resident		Passive	beautiful nice parks, library is pretty good
Full-Time Resident		Passive	better restaurants

Type	Reason for Visit	Net Promoter	Additional Comments
Full-Time Resident		Passive	didn't receive response to letter about proposed apt building, keep it less industrial, very happy here
Full-Time Resident		Passive	fun place to live, very safe, can't see the median on town center parkway at night, more family owned restaurants
Full-Time Resident		Passive	good walkability, love the smart buses
Full-Time Resident		Passive	keep the community garden, the wasps are bad
Full-Time Resident		Passive	Love Wilsonville! Wish there were more restaurants/bars.
Full-Time Resident		Passive	more 1 story houses in new development
Full-Time Resident		Passive	More outdoor concerts
Full-Time Resident		Passive	more restaurants, another dog park in villebois
Full-Time Resident		Passive	more unique shops and restaurants
Full-Time Resident		Passive	need bikes park and a pool
Full-Time Resident		Passive	need street sign at villebois and costa circle
Full-Time Resident		Passive	no Willamette river access in town- should be crowning jewel of the town!
Full-Time Resident		Passive	northern Wilsonville seems separated from southern, more a place to live than visit, we need a Tillamook here
Full-Time Resident		Passive	please preserve old trees in Calais 3 of villebois-- polygon says up to the city
Full-Time Resident		Passive	put restaurants in villebois
Full-Time Resident		Passive	Stay off I-5!!! Another bridge!!!
Full-Time Resident		Passive	Traffic improvement
Full-Time Resident		Passive	Traffic is a concern, but the city is really beautiful
Full-Time Resident		Passive	very clean, friendly
Full-Time Resident		Passive	very liveable, prevent bottlenecks with so many new residents, especially bridge
Full-Time Resident		Passive	we moved here a month ago and we really like it
Full-Time Resident		Passive	Wilsonville is our favorite so far
Full-Time Resident		Promoter	Better restaurants
Full-Time Resident		Promoter	bus schedule could be easier to figure out- hard to read, changes frequently, not known that its free
Full-Time Resident		Promoter	Decrease water bill LOL
Full-Time Resident		Promoter	edge family fitness is the place to be

Type	Reason for Visit	Net Promoter	Additional Comments
Full-Time Resident		Promoter	Feels like a small town and everyone is super friendly. We know almost everyone on our wonderful
Full-Time Resident		Promoter	get the town center finished
Full-Time Resident		Promoter	great place to live, like that things are in walking distance
Full-Time Resident		Promoter	hate traffic
Full-Time Resident		Promoter	I like Wilsonville, library is amazing, friendly people, clean, lots of activities for families with young children
Full-Time Resident		Promoter	I miss the small town feel
Full-Time Resident		Promoter	improve the traffic
Full-Time Resident		Promoter	increase police patrols in villebois, crosswalk needed at moffitt and barber
Full-Time Resident		Promoter	It's great in Summer, but other times of year it's a stopping point to go elsewhere
Full-Time Resident		Promoter	keep up the good work, clean and safe
Full-Time Resident		Promoter	Love Wilsonville
Full-Time Resident		Promoter	make the smart bus times correlate with the trimet drop off times
Full-Time Resident		Promoter	mass transit on the weekends
Full-Time Resident		Promoter	More healthy food places
Full-Time Resident		Promoter	more pickleball
Full-Time Resident		Promoter	Nature center is loved, love the old trees that you have preserved
Full-Time Resident		Promoter	people drive too fast, reconsider high speed limits
Full-Time Resident		Promoter	poor cell coverage, more restaurants- and close later
Full-Time Resident		Promoter	really good place
Full-Time Resident		Promoter	rotary concerts conflict with farmers market-- please move the concerts
Full-Time Resident		Promoter	too crowded traffic sucks change smart bus signs from free to paid for by local businesses- support Wilsonville
Full-Time Resident		Promoter	too expensive to buy house here
Full-Time Resident		Promoter	traffic light at elligsen and canyon creek is old style and needs to be updated
Full-Time Resident		Promoter	very clean, thank you for keeping things nicely
Full-Time Resident		Promoter	very friendly, warm
Full-Time Resident		Promoter	very neat
Full-Time Resident		Promoter	very nice community to live in



Wilsonville Summer Surveys 2018

Type	Reason for Visit	Net Promoter	Additional Comments
Full-Time Resident		Promoter	We love Wilsonville and hope the events held here continue for many year to come
Full-Time Resident		Promoter	Wilsonville is great
Overnight visitor	Business/conference	Detractor	No but you guys should have the Mothersday Classic at the mt. Hood equestrian center since new owners bought it
Overnight visitor	Business/conference	Detractor	Too sanitized, too corporate, no character, blah
Overnight visitor	Business/conference	Passive	The art show needs more advertising, local residents didn't even know about it
Overnight visitor	Combine business/pleasure	Promoter	Need better signage to the Korean Memorial
Overnight visitor	Leisure & sightseeing	Detractor	more campsites more bike trails rent bicycles directions on were shopping is
Overnight visitor	Leisure & sightseeing	Detractor	no sales tax nice people here
Overnight visitor	Leisure & sightseeing	Detractor	Not too big of a city. Perfect size
Overnight visitor	Leisure & sightseeing	Promoter	Have a sign for the Fred Meyers Gas (arrow signs)
Overnight visitor	Leisure & sightseeing	Promoter	keep up the good work
Overnight visitor	Leisure & sightseeing	Promoter	the volunteers at museum were great we've already sent 3 texts telling people how much we loved it
Overnight visitor	Other	Passive	make things cheaper
Overnight visitor	Other	Passive	Park should be mowed and watered
Overnight visitor	Other	Promoter	beautiful area, clean with clean air, not polluted
Overnight visitor	Outdoor recreation	Detractor	great area
Overnight visitor	Outdoor recreation	Promoter	great job
Overnight visitor	Outdoor recreation	Promoter	make sure water drains campground park
Overnight visitor	Outdoor recreation	Promoter	take down dead trees at the campground
Overnight visitor	Special event	Detractor	I come to work at Team NW Equestrian Sports horse shows so my visits are limited in scope. However, we've been coming to WVille for the last 8-9 years. It's close to great restaurants but has only two that are good. The area is gorgeous.
Overnight visitor	Special event	Detractor	Only in Champoeg Park 12+ time per year
Overnight visitor	Special event	Passive	bad traffic
Overnight visitor	Special event	Passive	bad traffic, clean and nice and well kept
Overnight visitor	Special event	Passive	Beautiful place!
Overnight visitor	Special event	Passive	less traffic
Overnight visitor	Special event	Passive	very clean

Wilsonville Summer Surveys 2018

Type	Reason for Visit	Net Promoter	Additional Comments
Overnight visitor	Special event	Promoter	bad traffic
Overnight visitor	Special event	Promoter	beautiful
Overnight visitor	Special event	Promoter	beautiful park, should sell drinks and food at tournament
Overnight visitor	Special event	Promoter	cute park
Overnight visitor	Special event	Promoter	get a bike store
Overnight visitor	Special event	Promoter	its delightful
Overnight visitor	Special event	Promoter	nice city, well maintained
Overnight visitor	Special event	Promoter	traffic
Overnight visitor	Visit friends/relatives	Detractor	I used to live here 20 years ago. Now I don't even recognize it
Overnight visitor	Visit friends/relatives	Passive	gluten free restaurants, more police patrol
Overnight visitor	Visit friends/relatives	Passive	More breweries
Overnight visitor	Visit friends/relatives	Passive	Need to keep park up better
Overnight visitor	Visit friends/relatives	Passive	price of property is too high taxes too high
Overnight visitor	Visit friends/relatives	Promoter	Don't built in the wetlands in Villebois. Love Wilsonville though!
Overnight visitor	Visit friends/relatives	Promoter	I can't wait to return
Overnight visitor	Visit friends/relatives	Promoter	I love the weather
Overnight visitor	Visit friends/relatives	Promoter	miss chilis
Overnight visitor	Visit friends/relatives	Promoter	Trader Joes would be nice
Overnight visitor	Visit friends/relatives	Promoter	Very family friendly
Part-time Resident	Visit friends/relatives	Promoter	Afterschool/summer activities/camps for working families; community pool/water park
Part-time Resident	Visit friends/relatives	Promoter	looking forward to light rail coming in
	Special event	Passive	Please stop thinking bigger is better!

# Wilsonville Visitor Profile Study: Summer 2018

## *Preliminary Key Findings & Final Results*



**October 2018**

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## INTRODUCTION / METHODOLOGY

This document summarizes the final results of the visitor intercept survey conducted for Explore Wilsonville by RRC Associates during the summer of 2018. The summer visitor intercept survey was conducted at a variety of locations throughout Wilsonville and is based on a total of 629 interviews. Survey results generated from the 2018 summer sample of respondents interviewed have a margin of error of approximately +/- 3.9 percentage points calculated for questions at 50 percent response<sup>1</sup>.

In order to gain a comprehensive understanding of the visitor experience in an emergent tourism location, both visitors and Wilsonville locals were surveyed using two different survey versions. The visitor survey probed visitor demographics, overnight visitation characteristics, reason for visiting, previous visitation, activity participation, and spending patterns, among other related questions. The local resident survey contained a number of identical questions, although the locals survey was shorter and asked respondents to answer with their out-of-town visitors to the area in mind. Both survey forms are appended to this summary report. A total of 454 surveys were completed by visitors to the area and an additional 175 surveys were completed by Wilsonville locals. An additional 32 responses were received to an online post-trip survey (identical to the visitor survey intercept survey, but respondents were invited to participate via email). Given that all of these post-visit responses were gathered from the email list of one local organization, these responses have not been incorporated into the overall results at this time, as to not skew the results.

This summer visitor research was the first of its kind conducted in Wilsonville and will serve to provide a reliable baseline of data available for tracking of the visitor profile year after year and between seasons. Results to the summer survey will ultimately be compared to those from the upcoming 2018/19 winter survey, to provide a cross-seasonal snapshot of visitation. Results from the summer research may be used to inform the winter survey questionnaire, although questions will mostly stay the same to permit comparisons across seasons.

We direct the reader to a copy of the survey form and tables showing overall results to the survey.

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<sup>1</sup> For the total sample size of 629, margin of error is +/- 3.9 percent calculated for questions at 50 percent response (if the response for a particular question is "50 percent"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50 percent). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

## PRELIMINARY KEY FINDINGS

- **Wilsonville has a strong day visitor draw.** Of all visitors surveyed, 79 percent were day visitors to the area and 21 percent were overnight visitors.
- **A notable share of overnight visitors stayed with friends/family in the area and for less than a week, on average.** Overnight visitors were most likely to be staying with friends/family in a private residence (58 percent), with paid commercial lodging being the next most common type of lodging (22 percent). Of the overnight visitors surveyed in Wilsonville, more than half were staying overnight in Wilsonville (58 percent), followed by about one-quarter staying in the Portland Metro Area (23 percent). Overnight visitors stayed an average of 4.5 nights in the area.
- **Visitors were most likely to be traveling in groups of two or three.** Visitors were most likely to be traveling with children (54 percent), a spouse/partner (37 percent), other family (26 percent), or friends (14 percent). One in ten visitors were traveling alone (10 percent), and progressively smaller shares of visitors were traveling with business associates, pets, sports teams, or tour groups (2 percent or less each). The average party size was 3.3.
- **Visitors were most likely to rely on personal experiences or others to inform their trip planning.** The top three most commonly used information sources for trip planning cited by visitors include word of mouth (29 percent), experience of a prior visit (28 percent), or websites other than Explore Wilsonville’s website or (23 percent).
- **Recall for Wilsonville advertising is quite low.** Two percent of visitors recalled effective messages, slogans, or anything else from Wilsonville information sources. Additionally, just five percent of visitors used the Explore Wilsonville website. It is not surprising that awareness is low at this time. We would expect that awareness, recall, and use of the website will continue to grow and exposure broadens with the new website and digital marketing campaign kicking off in Fall 2018.
- **Special events and leisure/sightseeing attract visitors to the area.** Nearly one-third of visitors indicated that the main purpose of their trip was a special event (31 percent), making it the most-cited reason for visiting. Worth noting, however, is that about half of the intercept surveys were conducted at various special events throughout the City, potentially inflating the role of special events in the decision to visit. The second most common reason for visiting was leisure and sightseeing (24 percent), followed by outdoor recreation (15 percent), and visiting friends/relatives (13 percent).

- **Visitors to the area were highly likely to have visited previously in summer.** Eighty-five percent of respondents have been to Wilsonville in summer previously, of which 38 percent have been 21 or more times before. In contrast, 15 percent were on their first trip to the area. Previous winter visitation, although still strong, was comparatively less common—71 percent had been to Wilsonville in winter previously and 29 percent have never been.
- **Dining out, park visits (city or state), and shopping are top summer visitor activities.** Visitors were asked to indicate activities participated in while in the area, while locals were asked to identify the activities they like to participate in with out-of-town visitors. Looking at the aggregated results, dining out was the most frequently cited (57 percent), followed by park visits (54 percent), and shopping (32 percent). Worth noting is that about 13 percent of all surveys were conducted in parks, which might have slightly inflated park visitation as an activity.
- **Wilsonville is a jumping off point for a variety of locations and respondents identified several locations that they visited or intended to visit (5.2 on average).** Visitors cited the locations they visited or planned to visit, while locals cited places they have visited or would visit with out-of-town guests. The following locations were mentioned by at least one-quarter of all respondents: Memorial Park (45 percent), Family Fun Center (35 percent), restaurants and tasting rooms (32 percent), Wilsonville Town Center (30 percent), Farmer’s Market (30 percent), Pacific coast (29 percent), and Bridgeport Village (28 percent).
- **Wilsonville earned a Net Promoter Score of 38 percent.** RRC has been asking the following question at destinations nationally for many years in the effort to better measure destination success and customer satisfaction: “How likely would you be to recommend this destination (Wilsonville) to a friend, family member, or colleague?” The answer scale to this question is based on an 11-point scale where 0=not at all likely, 5=neutral, and 10=extremely likely. The results are intended to quantify word of mouth and measure how well a destination is regarded among its customer base; this question is asked in many other industries and is considered an important benchmark of performance and potential future growth.

Respondents who give rating scores of 9 or 10 (55 percent in Wilsonville this summer) tend to be “promoters” of the destination being rated—they speak highly of it when asked—the destination’s most loyal and strongest “promoters.” Respondents who give scores of 7 or 8 (28 percent) tend to be more impartial or passively satisfied, not necessarily a strong promoter but neither a detractor as well. These guests probably wouldn’t say anything bad about the destination, but they aren’t raving fans either.

Respondents who give ratings of 6 or below (17 percent) are “detractors”—if asked, likely to be less than enthusiastic or are more likely to not have good things to say about the destination. As such, Wilsonville’s “net promoter score” (percentage of promoters minus percentage of detractors) is 38 percent this summer. Worth noting is that visitors provided a higher net promoter score (48 percent) than locals (13 percent). Net promoter score will be explored more in-depth in the full summer report.

- **Most respondents indicated that the amenities in Wilsonville are good or excellent. However, there may be room for improvement with regard to the variety and quality of both restaurant and lodging choices in Wilsonville.** Respondents rated the quality of five different aspects of the visitor experience, where 1 means “poor” and 5 means “excellent”. The highest rated was the overall quality of the experience (67 percent said it was “excellent” with an average rating of 4.6), followed by information/maps/directions (53 percent excellent, 4.3 average rating), variety and quality of activities/things to do (41 percent excellent, 4.1 average rating), variety and quality of restaurant choices (31 percent excellent, 3.8 average rating), and variety and quality of lodging choices (28 percent excellent, 3.6 average rating).
- **Respondents are highly likely to visit Wilsonville in the next year.** Over half will “definitely” visit (57%) and another quarter will “probably” visit (24 percent). Just four percent said they were not at all likely to visit.
- **Travel parties spent an average of \$167 in Wilsonville.** For the trip, average expenditures were nearly identical for food and drink (\$55), shopping/retail (\$54), and lodging (\$53). Per capita daily expenditures averaged out to \$44.
- **Visitors represent a broad range of ages and income.** Roughly one-quarter of all respondents are under age 35 (25 percent), another quarter are between ages 35 and 44, and the remainder are aged 45 or older. The average age of visitors is 47.2. Reported incomes also varied, with over half of visitors earning below \$100,000 annually (56 percent), 29 percent earning between \$100,000 and \$199,999, and 15 percent earning at least \$200,000 annually. The average income of visitors is about \$126,000.
- **Visitation in Wilsonville is largely regional.** A majority of visitors are from Oregon (80 percent of visitors to the area), distantly followed by those from Washington (8 percent) or California (4 percent). Smaller shares were observed for Arizona, Nevada, and Idaho (1 percent each), with other states and countries each accounting for less than one percent of visitation.



*Explore Wilsonville, the tourism promotion program of the City of Wilsonville, is conducting a survey with visitors to assist us in planning for future programs and to enhance visitor experiences to Wilsonville. We would appreciate a few minutes of your time to answer the following questions. We are not selling anything – we are conducting survey research. Your personal survey responses are confidential and are aggregated with other surveys. In appreciation of your time, you may be entered (if you wish) into a drawing for one of five \$50 Visa Gift Cards.*

1. **Are you a:**
- Permanent, year-round local resident of the Wilsonville area  
**(Thank respondent & terminate interview)**
  - Seasonal resident / Second homeowner in the area **(continue)**
  - Day visitor from a nearby area, not staying overnight in the area **(answer Q.2 and go to Q.6)**
  - Overnight visitor staying in the Wilsonville area **(continue)**
2. **What is the ZIP Code of your primary residence (or country of residence if not in U.S., province if Canadian)?**
- \_\_\_\_\_

**OVERNIGHT & SEASONAL VISITORS CONTINUE WITH Q3.  
(DAY VISITORS SKIP TO Q.6)**

3. \_\_\_\_\_ **How many nights will you stay in the Wilsonville area this trip?**
4. **Which best describes your lodging accommodations?**
- I own / timeshare my accommodations
  - Staying with friends / family in a private residence
  - Using a friend's / family member's place but not with them
  - Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)
  - Paid rent-by-owner lodging (VRBO, Airbnb, etc.)
  - Tent / camping / RV
  - Other: \_\_\_\_\_
5. **Where are your lodging accommodations located?**
- Wilsonville       Salem
  - Portland       McMinnville
  - Portland metro area     Other: \_\_\_\_\_

**ALL RESPONDENTS CONTINUE HERE**

6. **Which of the following sources of information were most effective in planning your visit? (MARK ALL THAT APPLY)**
- Explore Wilsonville website
  - Other website: Which one(s)? \_\_\_\_\_
  - Social networking sites: Which one(s)? \_\_\_\_\_
  - Smart phone app: Which one(s)? \_\_\_\_\_
  - Email alert
  - Brochure
  - Newspaper/magazine article: Which one(s)? \_\_\_\_\_
  - Travel agent
  - Experience of prior visit
  - Word of mouth / talked to friends or family
  - Other: \_\_\_\_\_
  - None of the above

7. \_\_\_\_\_ **How many people are in your travel party, including yourself? (ENTER 1 IF ALONE)**

8. **With whom are you traveling today? (MARK ALL THAT APPLY)**
- No one, traveling alone       Business associates
  - Spouse / partner       Tour group
  - Child(ren)       Sports team
  - Other family       Pet(s)
  - Friend(s)       Other: \_\_\_\_\_

9. **In total, how many previous summer visits have you made to Wilsonville? And how many winter visits to the area?**

SUMMER (MAY-OCT)	WINTER (NOV-APR)	
<input type="checkbox"/>	<input type="checkbox"/>	None (or first visit)
<input type="checkbox"/>	<input type="checkbox"/>	One
<input type="checkbox"/>	<input type="checkbox"/>	2 to 4
<input type="checkbox"/>	<input type="checkbox"/>	5 to 7
<input type="checkbox"/>	<input type="checkbox"/>	8 to 10
<input type="checkbox"/>	<input type="checkbox"/>	11 to 20
<input type="checkbox"/>	<input type="checkbox"/>	21 or more

10. **What is the MAIN purpose of your visit to the Wilsonville area this trip? (SELECT ONE ONLY)**
- Outdoor recreation (biking, hiking, etc.)
  - Leisure & sightseeing
  - Business / professional / convention / conference / trade show
  - Winery tourism
  - Visit friends / relatives / social
  - Combine business / pleasure
  - Relocation
  - Special event: (which/what event? \_\_\_\_\_)
  - Arts / culture
  - Other: \_\_\_\_\_

11. **What kind of activities did you or will you do while on this trip? (MARK ALL THAT APPLY)**

<input type="checkbox"/> Arts / cultural	<input type="checkbox"/> Horseback riding
<input type="checkbox"/> Biking (road/mountain)	<input type="checkbox"/> Museums
<input type="checkbox"/> Camping	<input type="checkbox"/> Music / nightlife
<input type="checkbox"/> Dining out	<input type="checkbox"/> Park visits (city or state)
<input type="checkbox"/> Family event (wedding, reunion, etc.)	<input type="checkbox"/> Scenic drive
<input type="checkbox"/> Farmers market	<input type="checkbox"/> Shopping
<input type="checkbox"/> Fishing	<input type="checkbox"/> Special events (athletic, art, music, etc.) specify: _____
<input type="checkbox"/> Golf	<input type="checkbox"/> Watersports / floating / paddle sports
<input type="checkbox"/> Guided tours	<input type="checkbox"/> Winery / vineyard visits
<input type="checkbox"/> Hiking / trail running	<input type="checkbox"/> Other: _____

12. Which of the following, if any, have you visited or do you plan to visit during this trip? (MARK ALL THAT APPLY)

<input type="checkbox"/> Aurora	<input type="checkbox"/> North Wilsonville (Argyle Square area)
<input type="checkbox"/> Breweries	<input type="checkbox"/> Pacific coast
<input type="checkbox"/> Bridgeport Village	<input type="checkbox"/> Portland
<input type="checkbox"/> Champeog State Park	<input type="checkbox"/> Restaurants & tasting rooms
<input type="checkbox"/> Evergreen Aviation Museum	<input type="checkbox"/> Salem
<input type="checkbox"/> Family Fun Center	<input type="checkbox"/> Tualatin
<input type="checkbox"/> Farmers Market	<input type="checkbox"/> Willamette River
<input type="checkbox"/> Golf courses	<input type="checkbox"/> Wilsonville Town Center
<input type="checkbox"/> Graham Oaks Nature Park	<input type="checkbox"/> Wineries
<input type="checkbox"/> Historic Canby Ferry	<input type="checkbox"/> Wings & Waves Waterpark
<input type="checkbox"/> McMinnville	<input type="checkbox"/> Woodburn Premium Outlets
<input type="checkbox"/> Memorial Park	<input type="checkbox"/> World of Speed
<input type="checkbox"/> Molalla River State Park	<input type="checkbox"/> Other: _____

13. Do you remember any messages, slogans or anything else from Wilsonville information sources or advertising that was particularly effective?

- Yes (specify): \_\_\_\_\_
- No \_\_\_\_\_

14. Please estimate how much money you and your immediate travel party (the group with whom you're sharing expenses) will spend in total during your visit to Wilsonville.

- Exclude all spending made outside of Wilsonville
- Enter 0 if none for any category
- Exclude your transportation costs to get here

Lodging	\$	_____	.00
Food & drinks (restaurants, bars, etc.)	\$	_____	.00
Shopping/retail (souvenirs, gifts, wine by the bottle, etc.)	\$	_____	.00
Recreation / entertainment / activities (movies, concerts, events, sightseeing, other recreational activities, etc.)	\$	_____	.00
Other items (gas, parking, etc.)	\$	_____	.00
<b>GRAND TOTAL FOR TRIP</b>	<b>\$</b>	<b>_____</b>	<b>.00</b>

15. \_\_\_\_\_ Including yourself, how many people are included in the above spending? (ENTER 1 IF ALONE)

16. How likely are you to recommend Wilsonville to a friend, family member or colleague? (Use a scale from 0 to 10, where 0= Not at all likely, 5 = Neutral, 10= Extremely likely)

NOT AT ALL LIKELY	0	1	2	3	4	5	6	7	8	9	10	EXTREMELY LIKELY
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

17. How likely are you to return to Wilsonville during the next 12 months?

NOT AT ALL	UNLIKELY	MAYBE	PROBABLY	DEFINITELY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. On a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of: (NA/DK = not applicable/don't know)

	POOR		EXCELLENT	NA/DK
Overall quality of experience .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of restaurant choices .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of lodging choices .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety and quality of activities/things to do .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information, maps and directions .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Do you have any comments or suggestions regarding Wilsonville?

\_\_\_\_\_

\_\_\_\_\_

The following questions are for classification purposes only. Remember that this survey is completely confidential.

20. What year were you born? \_\_\_\_\_

21. Your gender  Male  Female  Other

22. Which of the following categories best describes the annual income of your household (before taxes)?

- |   |  |
|---|--|
| <input type="checkbox"/> \$0 to \$24,999      | <input type="checkbox"/> \$100,000 to \$199,999          |
| <input type="checkbox"/> \$25,000 to \$49,999 | <input type="checkbox"/> \$200,000 to \$249,999          |
| <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> \$250,000 to \$499,999          |
| <input type="checkbox"/> \$75,000 to \$99,999 | <input type="checkbox"/> \$500,000 or more               |
|   | <input type="checkbox"/> Don't know/prefer not to answer |

Explore Wilsonville thanks you for your participation in our research program. Your input is very valuable to future planning efforts.

Would you like to (Please mark all that apply):

- Be entered in the prize drawing
- Receive emails with special offers from Explore Wilsonville

So that we may contact you if you are the winner of the prize drawing, please provide your name and either your email address or phone number. This information will be used only for the purposes you indicate.

Name \_\_\_\_\_

Phone number \_\_\_\_\_

Email address \_\_\_\_\_

Interviewer Name: \_\_\_\_\_

Interview Location:

- Special event (specify): \_\_\_\_\_
- Wilsonville park (specify): \_\_\_\_\_
- McMenamins
- Wilsonville Farmer's Market
- Family Fun Center
- World of Speed Museum
- Langdon Farms Golf Club
- Other: \_\_\_\_\_

*Explore Wilsonville, the tourism promotion program of the City of Wilsonville, is conducting a survey with visitors and local residents to assist us in planning for future programs and to enhance visitor experiences to Wilsonville. We would appreciate a few minutes of your time to answer the following questions. We are not selling anything – we are conducting survey research. Your personal survey responses are confidential and are aggregated with other surveys. In appreciation of your time, you may be entered (if you wish) into a drawing for one of five \$50 Visa Gift Cards.*

1. **Are you a:**
- Permanent, year-round resident of the City of Wilsonville  
**(continue)**
  - Seasonal resident / Second homeowner in the area  
**(Ask for Visitor Survey)**
  - Day visitor from a nearby area, not staying overnight in the area  
**(Ask for Visitor Survey)**
  - Overnight visitor staying in the Wilsonville area  
**(Ask for Visitor Survey)**
2. **What is the ZIP Code of your primary residence (or country of residence if not in U.S., province if Canadian)?**
- \_\_\_\_\_

3. **Thinking about the last time you hosted out-of-town guests, where did they stay?**
- Own / timeshare their accommodations
  - Stayed with us in our private residence
  - Used our place but we were not there
  - Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)
  - Paid rent-by-owner lodging (VRBO, Airbnb, etc.)
  - Tent / camping / RV
  - Other: \_\_\_\_\_
- OR**  They didn't stay overnight

**Now we would like to know what kinds of things you typically do with out-of-town visitors to the area.**

4. **What kind of activities do you like to participate in with out-of-town visitors? (MARK ALL THAT APPLY)**
- |  |   |
|--|---|
| <input type="checkbox"/> Arts / cultural                       | <input type="checkbox"/> Horseback riding   |
| <input type="checkbox"/> Biking (road/mountain)                | <input type="checkbox"/> Museums  |
| <input type="checkbox"/> Camping                               | <input type="checkbox"/> Music / nightlife  |
| <input type="checkbox"/> Dining out                            | <input type="checkbox"/> Park visits (city or state)                                |
| <input type="checkbox"/> Family event (wedding, reunion, etc.) | <input type="checkbox"/> Scenic drive   |
| <input type="checkbox"/> Farmers market                        | <input type="checkbox"/> Shopping   |
| <input type="checkbox"/> Fishing                               | <input type="checkbox"/> Special events (athletic, art, music, etc.) specify: _____ |
| <input type="checkbox"/> Golf                                  | <input type="checkbox"/> Watersports / floating / paddle sports                     |
| <input type="checkbox"/> Guided tours                          | <input type="checkbox"/> Winery / vineyard visits                                   |
| <input type="checkbox"/> Hiking / trail running                | <input type="checkbox"/> Other: _____   |

5. **Which of the following, if any, have you visited or would you plan to visit with out-of-town guests? (MARK ALL THAT APPLY)**
- |  |   |
|--|---|
| <input type="checkbox"/> Aurora                    | <input type="checkbox"/> North Wilsonville (Argyle Square area) |
| <input type="checkbox"/> Breweries                 | <input type="checkbox"/> Pacific coast                          |
| <input type="checkbox"/> Bridgeport Village        | <input type="checkbox"/> Portland                               |
| <input type="checkbox"/> Champeog State Park       | <input type="checkbox"/> Restaurants & tasting rooms            |
| <input type="checkbox"/> Evergreen Aviation Museum | <input type="checkbox"/> Salem                                  |
| <input type="checkbox"/> Family Fun Center         | <input type="checkbox"/> Tualatin                               |
| <input type="checkbox"/> Farmers Market            | <input type="checkbox"/> Willamette River                       |
| <input type="checkbox"/> Golf courses              | <input type="checkbox"/> Wilsonville Town Center                |
| <input type="checkbox"/> Graham Oaks Nature Park   | <input type="checkbox"/> Wineries                               |
| <input type="checkbox"/> Historic Canby Ferry      | <input type="checkbox"/> Wings & Waves Waterpark                |
| <input type="checkbox"/> McMinnville               | <input type="checkbox"/> Woodburn Premium Outlets               |
| <input type="checkbox"/> Memorial Park             | <input type="checkbox"/> World of Speed                         |
| <input type="checkbox"/> Molalla River State Park  | <input type="checkbox"/> Other: _____                           |

6. **How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit? (Use a scale from 0 to 10, where 0= Not at all likely, 5 = Neutral, 10= Extremely likely)**
- |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| NOT AT ALL               |                          |                          | NEUTRAL                  |                          |                          |                          | EXTREMELY                |                          |                          |                          |
| LIKELY                   |                          |                          |                          |                          |                          |                          | LIKELY                   |                          |                          |                          |
| 0                        | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

7. **From a visitor perspective, on a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of: (NA/DK = not applicable/don't know)**
- |  |                          |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|  | POOR                     |                          |                          |                          | EXCELLENT                | NA/DK                    |
| Overall quality of experience .....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety and quality of restaurant choices .....      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety and quality of lodging choices .....         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety and quality of activities/things to do ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Information, maps and directions .....               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

8. **Do you have any comments or suggestions regarding visitor impressions or experiences in Wilsonville?**
- \_\_\_\_\_
- \_\_\_\_\_

*The following questions are for classification purposes only. Remember that this survey is completely confidential.*

9. **What year were you born?** \_\_\_\_\_
10. **Your gender**  Male  Female  Other

Please complete other side →

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**Explore Wilsonville thanks you for your participation in our research program. Your input is very valuable to future planning efforts.**

Would you like to (Please mark all that apply):

- Be entered in the prize drawing
- Receive emails with special offers from Explore Wilsonville

So that we may contact you if you are the winner of the prize drawing, please provide your name and either your email address or phone number. This information will be used only for the purposes you indicate.

Name \_\_\_\_\_

Phone number \_\_\_\_\_

Email address \_\_\_\_\_

**INTERVIEWER COMPLETE:**

Interviewer Name: \_\_\_\_\_

Interview Location:

- Special event (specify): \_\_\_\_\_
- Wilsonville park (specify): \_\_\_\_\_
- McMenamins
- Wilsonville Farmer's Market
- Family Fun Center
- World of Speed Museum
- Langdon Farms Golf Club
- Other: \_\_\_\_\_

## Wilsonville 2018 Tourism Survey

<i>Trip Characteristics</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Which best describes your lodging accommodations? (if local resident: Thinking about the last time you hosted out-of-town guests, where did they stay)	Stayed with friends/family in private residence	58%	30%	74%
	Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)	22%	32%	17%
	Tent / camping / RV	11%	28%	2%
	OR - They didn't stay overnight (locals survey only)	5%		7%
	Other	3%		5%
	Paid rent-by-owner lodging (VRBO, Airbnb, etc.)	2%	5%	1%
	Own / timeshare accommodations	2%	4%	1%
	Used a friend's/family's place but not with them	1%	2%	
TOTAL		103%	100%	105%
	n =	266	98	168
Where are your lodging accommodations located?	Wilsonville	58%	58%	
	Portland	3%	3%	
	Portland metro area	23%	23%	
	Salem	3%	3%	
	Other	13%	13%	
TOTAL		100%	100%	
	n =	97	97	
How many nights did you stay in the area on this trip? (cap 21 nights)	1	10%	10%	
	2	26%	26%	
	3 - 5	40%	40%	
	6 - 8	16%	16%	
	9 - 14	4%	4%	
	15 or more	4%	4%	
TOTAL		100%	100%	
Average		4.5	4.5	.
n =		96	96	0

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<i><b>Trip Characteristics</b></i>		<b>OVERALL</b>	<b>Survey Type</b>
			<b>Visitors Survey</b>
<b>With whom are you traveling today?</b>	<b>Child(ren)</b>	54%	54%
	<b>Spouse / partner</b>	37%	37%
	<b>Other family</b>	26%	26%
	<b>Friend(s)</b>	14%	14%
	<b>No one, traveling alone</b>	10%	10%
	<b>Business associates</b>	2%	2%
	<b>Pet(s)</b>	2%	2%
	<b>Other</b>	1%	1%
	<b>Sports team</b>	0%	0%
	<b>Tour group</b>	0%	0%
<b>TOTAL</b>		147%	147%
	<b>n =</b>	438	438
<b>How many people are in your travel party, including yourself? (ENTER 1 IF ALONE)</b>	<b>1</b>	11%	11%
	<b>2</b>	33%	33%
	<b>3</b>	23%	23%
	<b>4</b>	15%	15%
	<b>5</b>	9%	9%
	<b>6</b>	4%	4%
	<b>7</b>	3%	3%
	<b>8</b>	1%	1%
	<b>9</b>	0%	0%
	<b>10 or more</b>	2%	2%
<b>TOTAL</b>		100%	100%
<b>Average</b>		3.3	3.3
<b>n =</b>		439	439

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<b>Trip Characteristics</b>		<b>OVERALL</b>	<b>Survey Type</b>
			<b>Visitors Survey</b>
<b>Which of the following sources of information were most effective in planning your visit?</b>	Word of mouth / talked to friends or family	29%	29%
	Experience of prior visit	28%	28%
	Other website	23%	23%
	None of the above	13%	13%
	Social networking sites	10%	10%
	Other	7%	7%
	Explore Wilsonville website	5%	5%
	Smart phone app	1%	1%
	Brochure	1%	1%
	Newspaper/magazine article	1%	1%
	Email alert	1%	1%
	Travel agent	0%	0%
	<b>TOTAL</b>		119%
	n =	450	450
<b>Do you remember any messages, slogans or anything else from Wilsonville information sources or advertising that was particularly effective?</b>	Yes (specify)	2%	2%
	No	98%	98%
<b>TOTAL</b>		100%	100%
	n =	441	441

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<i>Trip Characteristics</i>		OVERALL	Survey Type
			Visitors Survey
What is the MAIN purpose of your visit to the Wilsonville area this trip? (SELECT ONE ONLY)	Outdoor recreation (biking, hiking, etc.)	15%	15%
	Leisure & sightseeing	24%	24%
	Business / professional / convention / conference / trade sh	5%	5%
	Winery tourism	0%	0%
	Visit friends / relatives / social	13%	13%
	Combine business / pleasure	2%	2%
	Special event: (which/what event?)	31%	31%
	Arts / culture	4%	4%
	Other	5%	5%
TOTAL		100%	100%
	n =	453	453

19 Oct 18  
Source: RRC Associates



## Wilsonville 2018 Tourism Survey

<i><b>In total, how many previous summer visits have you made to Wilsonville? And how many winter visits to the areas?</b></i>		<b>OVERALL</b>	<b>Survey Type</b>
			<b>Visitors Survey</b>
<b>Summer (May-Oct)</b>	None (or first visit)	15%	15%
	One	8%	8%
	2 to 4	14%	14%
	5 to 7	10%	10%
	8 to 10	9%	9%
	11 to 20	6%	6%
	21 or more	38%	38%
<b>TOTAL</b>		100%	100%
	n =	444	444
<b>Winter (Nov-Apr)</b>	None (or first visit)	29%	29%
	One	5%	5%
	2 to 4	11%	11%
	5 to 7	7%	7%
	8 to 10	6%	6%
	11 to 20	5%	5%
	21 or more	38%	38%
<b>TOTAL</b>		100%	100%
	n =	410	410

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<i>Activities on trip</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Activities participated in while on trip (if local resident: What kind of activities do you like to participate in with out-of-town visitors?)	Dining out	57%	49%	76%
	Park visits (city or state)	54%	55%	53%
	Shopping	32%	26%	46%
	Arts / cultural	19%	20%	16%
	Farmers market	17%	6%	44%
	Hiking / trail running	17%	8%	40%
	Special events (athletic, art, music, etc.)	16%	15%	20%
	Music / nightlife	15%	12%	23%
	Scenic drive	14%	5%	35%
	Museums	12%	8%	20%
	Winery / vineyard visits	12%	2%	35%
	Family event (wedding, reunion, etc.)	11%	6%	25%
	Biking (road/mountain)	9%	6%	16%
	Other	8%	8%	9%
	Camping	8%	6%	12%
	Watersports / floating / paddle sports	7%	3%	17%
	Golf	6%	1%	16%
	Horseback riding	4%	5%	2%
Fishing	1%	0%	4%	
Guided tours	1%	1%	4%	
<b>TOTAL</b>		323%	240%	515%
	n =	556	389	167

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<i>Activities on trip</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Which of the following, if any, have you or do you plan to visit this trip? (if local resident: Which of the following, if any, have you visited or would you plan to visit with out-of-town guests)	Memorial Park	45%	37%	62%
	Family Fun Center	35%	27%	51%
	Restaurants & tasting rooms	32%	9%	79%
	Wilsonville Town Center	30%	18%	56%
	Farmers Market	30%	8%	75%
	Pacific coast	29%	6%	77%
	Portland	29%	9%	71%
	Bridgeport Village	28%	8%	68%
	Champoeg State Park	22%	11%	47%
	Breweries	21%	6%	53%
	Woodburn Premium Outlets	21%	8%	50%
	Tualatin	20%	6%	51%
	Wineries	19%	4%	50%
	Graham Oaks Nature Park	19%	2%	55%
	North Wilsonville (Argyle Square area)	18%	6%	44%
	Willamette River	17%	3%	46%
	Evergreen Aviation Museum	17%	4%	43%
	Salem	16%	4%	41%
	World of Speed	16%	8%	34%
	Aurora	13%	5%	31%
	Historic Canby Ferry	13%	3%	34%
McMinnville	13%	3%	35%	
Golf courses	9%	2%	26%	
Wings & Waves Waterpark	8%	1%	22%	
Other	7%	9%	4%	
Molalla River State Park	6%	1%	17%	
<b>TOTAL</b>		531%	208%	1219%
	n =	523	356	167

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<i>How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit?</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
<i>How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit?</i>	0=Not at all likely	2%	1%	3%
	1	0%		1%
	2	1%	1%	1%
	3	0%	0%	1%
	4	0%	0%	
	5=Neutral	9%	9%	10%
	6	4%	2%	10%
	7	10%	8%	16%
	8	18%	17%	20%
	9	9%	10%	7%
	10=Extremely likely	46%	52%	32%
<b>TOTAL</b>		100%	100%	100%
<b>Average</b>		8.3	8.6	7.6
<b>n =</b>		601	434	167
<b>Net Promoter Category</b>	<b>Promoter (% responding 9 &amp; 10)</b>	55%	62%	38%
	<b>Passive (% responding 7 &amp; 8)</b>	28%	25%	36%
	<b>Detractor (% responding 0-6)</b>	17%	14%	26%
<b>TOTAL</b>		100%	100%	100%
<b>Net Promoter Score</b>		38.1%	47.9%	12.6%
<b>n =</b>		601	434	167

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<i>From a visitor perspective, on a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rate Wilsonville in terms of:</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Overall quality of experience	1 - Poor	0%		1%
	2	1%	1%	2%
	3	7%	7%	8%
	4	24%	22%	29%
	5 - Excellent	67%	71%	61%
<b>TOTAL</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Average</b>		<b>4.6</b>	<b>4.6</b>	<b>4.5</b>
<b>n =</b>		<b>428</b>	<b>268</b>	<b>160</b>
Variety and quality of restaurant choices	1 - Poor	3%	1%	6%
	2	7%	4%	12%
	3	25%	18%	35%
	4	34%	35%	33%
	5 - Excellent	31%	41%	14%
<b>TOTAL</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Average</b>		<b>3.8</b>	<b>4.1</b>	<b>3.4</b>
<b>n =</b>		<b>430</b>	<b>269</b>	<b>161</b>
Variety and quality of lodging choices	1 - Poor	5%	3%	7%
	2	11%	5%	17%
	3	30%	23%	36%
	4	26%	25%	28%
	5 - Excellent	28%	43%	12%
<b>TOTAL</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Average</b>		<b>3.6</b>	<b>4.0</b>	<b>3.2</b>
<b>n =</b>		<b>193</b>	<b>99</b>	<b>94</b>

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<i>From a visitor perspective, on a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rate Wilsonville in terms of:</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
Variety and quality of activities/things to do	1 - Poor	1%	1%	1%
	2	4%	3%	6%
	3	18%	11%	28%
	4	35%	34%	39%
	5 - Excellent	41%	51%	26%
<b>TOTAL</b>		100%	100%	100%
<b>Average</b>		4.1	4.3	3.8
<b>n =</b>		420	262	158
Information, maps and directions	1 - Poor	2%	3%	1%
	2	4%	4%	4%
	3	12%	11%	14%
	4	28%	27%	30%
	5 - Excellent	53%	55%	50%
<b>TOTAL</b>		100%	100%	100%
<b>Average</b>		4.3	4.3	4.2
<b>n =</b>		281	169	112

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<i>Likelihood to return to Wilsonville</i>		OVERALL	Survey Type
			Visitors Survey
How likely are you to return to Wilsonville during the next 12 months?	1 - Not at all	4%	4%
	2 - Unlikely	6%	6%
	3 - Maybe	9%	9%
	4 - Probably	24%	24%
	5 - Definitely	57%	57%
<b>TOTAL</b>		100%	100%
<b>Average</b>		4.3	4.3
<b>n =</b>		432	432

19 Oct 18  
Source: RRC Associates

### Wilsonville 2018 Tourism Survey

<i>Please estimate how much money you and your immediate travel party (the group with whom you are sharing expenses) will spend in total during your visit to Wilsonville.</i>		OVERALL	Survey Type
			Visitors Survey
<b>Lodging</b>	None	84%	84%
	\$1 - \$24	0%	0%
	\$50 - \$74	1%	1%
	\$75 - \$99	1%	1%
	\$100 - \$124	1%	1%
	\$150 - \$174	1%	1%
	\$175 - \$199	1%	1%
	\$200 - \$299	2%	2%
	\$300 - \$499	4%	4%
	\$500 - \$999	2%	2%
	\$1,000+	1%	1%
<b>TOTAL</b>		100%	100%
<b>Average</b>		\$53	\$53
<b>n =</b>		268	268
<b>Food &amp; Drink</b>	None	28%	28%
	\$1 - \$24	28%	28%
	\$25 - \$49	14%	14%
	\$50 - \$74	11%	11%
	\$75 - \$99	1%	1%
	\$100 - \$124	6%	6%
	\$125 - \$149	0%	0%
	\$150 - \$174	1%	1%
	\$200 - \$299	6%	6%
	\$300 - \$499	4%	4%
	\$500 - \$999	2%	2%
<b>TOTAL</b>		100%	100%
<b>Average</b>		\$55	\$55
<b>n =</b>		313	313

19 Oct 18  
Source: RRC Associates



## Wilsonville 2018 Tourism Survey

<i>Please estimate how much money you and your immediate travel party (the group with whom you are sharing expenses) will spend in total during your visit to Wilsonville.</i>		Survey Type	
		OVERALL	Visitors Survey
<b>Shopping / Retail</b>	None	71%	71%
	\$1 - \$24	5%	5%
	\$25 - \$49	6%	6%
	\$50 - \$74	5%	5%
	\$100 - \$124	6%	6%
	\$150 - \$174	2%	2%
	\$200 - \$299	3%	3%
	\$300 - \$499	1%	1%
	\$500 - \$999	0%	0%
	\$1,000+	1%	1%
<b>TOTAL</b>		100%	100%
<b>Average</b>		\$54	\$54
<b>n =</b>		273	273
<b>Recreation / Entertainment</b>	None	60%	60%
	\$1 - \$24	5%	5%
	\$25 - \$49	6%	6%
	\$50 - \$74	11%	11%
	\$75 - \$99	4%	4%
	\$100 - \$124	7%	7%
	\$125 - \$149	3%	3%
	\$150 - \$174	2%	2%
	\$175 - \$199	0%	0%
	\$200 - \$299	2%	2%
	\$300 - \$499	0%	0%
<b>TOTAL</b>		100%	100%
<b>Average</b>		\$30	\$30
<b>n =</b>		255	255

19 Oct 18  
Source: RRC Associates

### Wilsonville 2018 Tourism Survey

<i>Please estimate how much money you and your immediate travel party (the group with whom you are sharing expenses) will spend in total during your visit to Wilsonville.</i>		OVERALL	Survey Type
			Visitors Survey
<b>Other</b>	None	85%	85%
	\$1 - \$24	5%	5%
	\$25 - \$49	3%	3%
	\$50 - \$74	3%	3%
	\$75 - \$99	1%	1%
	\$100 - \$124	1%	1%
	\$150 - \$174	1%	1%
	\$200 - \$299	1%	1%
	\$300 - \$499	0%	0%
	\$500 - \$999	0%	0%
<b>TOTAL</b>		100%	100%
<b>Average</b>		\$11	\$11
<b>n =</b>		266	266
<b>Total Spending</b>	\$1 - \$24	21%	21%
	\$25 - \$49	18%	18%
	\$50 - \$74	16%	16%
	\$75 - \$99	5%	5%
	\$100 - \$124	11%	11%
	\$125 - \$149	4%	4%
	\$150 - \$174	5%	5%
	\$175 - \$199	3%	3%
	\$200 - \$299	6%	6%
	\$300 - \$499	4%	4%
	\$500 - \$999	4%	4%
\$1,000+	3%	3%	
<b>TOTAL</b>		100%	100%
<b>Average</b>		\$167	\$167
<b>n =</b>		236	236

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

		OVERALL	Survey Type
			Visitors Survey
Including yourself, how many people are included in the above spending? (ENTER 1 IF ALONE)	1	16%	16%
	2	35%	35%
	3	21%	21%
	4	12%	12%
	5	8%	8%
	6	4%	4%
	7	2%	2%
	8	0%	0%
	10 or more	1%	1%
<b>TOTAL</b>		100%	100%
<b>Average</b>		3.0	3.0
<b>n =</b>		404	404

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<i>Average expenditures</i>		OVERALL	Survey Type
			Visitors Survey
Estimate of expenditures per person per day	Average	\$44	\$44
	n =	236	236
Total expenditures per person for the trip	Average	\$63	\$63
	n =	236	236
Total travel party expenditures for the trip	Average	\$167	\$167
	n =	236	236

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<b>Respondent Demographics</b>		<b>OVERALL</b>	<b>Survey Type</b>	
			<b>Visitors Survey</b>	<b>Locals Survey</b>
<b>Age of respondent</b>	Under 18	1%	1%	
	18 - 24	5%	5%	5%
	25 - 34	19%	17%	24%
	35 - 44	25%	26%	22%
	45 - 54	15%	15%	14%
	55 - 64	17%	17%	17%
	65 - 74	16%	17%	15%
	75 or older	2%	2%	2%
<b>TOTAL</b>		100%	100%	100%
<b>Average</b>		47.2	47.6	46.3
<b>n =</b>		608	440	168
<b>Your gender</b>	Male	35%	34%	36%
	Female	65%	66%	64%
<b>TOTAL</b>		100%	100%	100%
<b>n =</b>		622	452	170
<b>Which of the following categories best describes the annual income of your household (before taxes)?</b>	\$0 to \$24,999	7%	7%	
	\$25,000 to \$49,999	14%	14%	
	\$50,000 to \$74,999	20%	20%	
	\$75,000 to \$99,999	15%	15%	
	\$100,000 to \$199,999	29%	29%	
	\$200,000 to \$249,999	7%	7%	
	\$250,000 to \$499,999	5%	5%	
	\$500,000 or more	3%	3%	
<b>TOTAL</b>		100%	100%	
<b>Average</b>		\$125,958	\$125,958	.
<b>n =</b>		261	261	0

19 Oct 18  
Source: RRC Associates

### Wilsonville 2018 Tourism Survey

<i>Designated Market Area</i>		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
DESIGNATED MARKET AREA	Portland -- OR, WA	85%	79%	100%
	Seattle - Tacoma -- WA	3%	4%	
	Eugene -- OR	2%	3%	
	San Diego -- CA	1%	1%	
	Phoenix -- AZ	1%	1%	
	San Francisco - Oakland - San Jose -- CA	1%	1%	
	Bend -- OR	1%	1%	
	Las Vegas -- NV	1%	1%	
	Medford - Klamath Falls -- CA, OR	0%	1%	
	Sacramento - Stockton - Modesto -- CA	0%	1%	
	Honolulu -- HI	0%	0%	
	Boise -- ID, OR	0%	0%	
	Salt Lake City -- ID, NV, UT, WY	0%	0%	
	Los Angeles -- CA	0%	0%	
	Boston (Manchester) -- MA, NH, VT	0%	0%	
	Pittsburgh -- MD, PA, WV	0%	0%	
	Baltimore -- MD	0%	0%	
	Providence - New Bedford -- MA, RI	0%	0%	
	Indianapolis -- IN	0%	0%	
	Hartford & New Haven -- CT	0%	0%	
	Columbus -- OH	0%	0%	
	Toledo -- MI, OH	0%	0%	
	Raleigh - Durham (Fayetteville) -- NC, VA	0%	0%	
	Lafayette -- IN	0%	0%	
	Dallas - Fort Worth -- TX	0%	0%	
	Austin -- TX	0%	0%	
	Nashville -- KY, TN	0%	0%	
	Fairbanks -- AK	0%	0%	
Butte - Bozeman -- MT	0%	0%		
Idaho Falls - Pocatello -- ID, WY	0%	0%		
Tucson (Sierra Vista) -- AZ	0%	0%		

(cont.)

## Wilsonville 2018 Tourism Survey

(cont.)

<b>Designated Market Area</b>		<b>OVERALL</b>	<b>Survey Type</b>	
			<b>Visitors Survey</b>	<b>Locals Survey</b>
	Albuquerque - Santa Fe -- CO, NM	0%	0%	
	Yakima - Pasco - Richland - Kennewick -- OR, WA	0%	0%	
	Reno -- CA, NV	0%	0%	
	Monterey - Salinas -- CA	0%	0%	
	Chico - Redding -- CA	0%	0%	
	Spokane -- ID, MT, OR, WA	0%	0%	
	International	0%	0%	
<b>TOTAL</b>		100%	100%	100%
	n =	603	435	168

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Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<b>State</b>		<b>OVERALL</b>	<b>Survey Type</b>	
			<b>Visitors Survey</b>	<b>Locals Survey</b>
	Oregon	85%	80%	100%
	Washington	6%	8%	
	California	3%	4%	
	Arizona	1%	1%	
	Nevada	1%	1%	
	Idaho	0%	1%	
	Hawaii	0%	0%	
	Indiana	0%	0%	
	Ohio	0%	0%	
	Texas	0%	0%	
	Utah	0%	0%	
<b>STATE / COUNTRY</b>	Alaska	0%	0%	

(cont.)

## Wilsonville 2018 Tourism Survey

(cont.)

State		OVERALL	Survey Type	
			Visitors Survey	Locals Survey
	Connecticut	0%	0%	
	Maryland	0%	0%	
	Massachusetts	0%	0%	
	Montana	0%	0%	
	New Mexico	0%	0%	
	North Carolina	0%	0%	
	Pennsylvania	0%	0%	
	Rhode Island	0%	0%	
	Tennessee	0%	0%	
	United Kingdom	0%	0%	
TOTAL		100%	100%	100%
	n =	603	435	168

19 Oct 18  
Source: RRC Associates



## Wilsonville 2018 Tourism Survey

<b>Oregon County</b>		<b>OVERALL</b>	<b>Survey Type</b>	
			<b>Visitors Survey</b>	<b>Locals Survey</b>
<b>COUNTY</b>	<b>Clackamas</b>	45%	21%	94%
	<b>Washington</b>	21%	29%	4%
	<b>Marion</b>	12%	17%	2%
	<b>Multnomah</b>	10%	14%	
	<b>Yamhill</b>	3%	5%	
	<b>Polk</b>	3%	3%	1%
	<b>Lane</b>	2%	2%	
	<b>Deschutes</b>	1%	1%	
	<b>Linn</b>	1%	1%	
	<b>Clatsop</b>	1%	1%	
	<b>Columbia</b>	1%	1%	
	<b>Benton</b>	0%	1%	
	<b>Josephine</b>	0%	1%	
	<b>Coos</b>	0%	0%	
	<b>Douglas</b>	0%	0%	
	<b>Harney</b>	0%	0%	
	<b>Jackson</b>	0%	0%	
	<b>Jefferson</b>	0%	0%	
	<b>Lincoln</b>	0%	0%	
	<b>Umatilla</b>	0%	0%	
<b>Wallowa</b>	0%	0%		
<b>TOTAL</b>		100%	100%	100%
	<b>n =</b>	515	347	168

19 Oct 18  
Source: RRC Associates

## Wilsonville 2018 Tourism Survey

<b>Survey info</b>		<b>OVERALL</b>	<b>Survey Type</b>	
			<b>Visitors Survey</b>	<b>Locals Survey</b>
<b>Interview Location:</b>	<b>Special event (specify):</b>	54%	52%	58%
	<b>Wilsonville park (specify):</b>	13%	16%	4%
	<b>McMenamins</b>	1%	1%	
	<b>Wilsonville Farmer's Market</b>	11%	3%	32%
	<b>Family Fun Center</b>	11%	15%	2%
	<b>World of Speed Museum</b>	4%	5%	
	<b>Other</b>	7%	8%	4%
<b>TOTAL</b>		100%	100%	100%
	<b>n =</b>	623	453	170

19 Oct 18  
Source: RRC Associates