

The background features a light blue to white gradient with black wavy lines representing water. At the top, four fishing boats are shown. In the middle, a larger fishing vessel is depicted. Below it, a fishing line with a hook is shown catching a fish. Other fish are swimming in the water. On the right side, a black silhouette of a coastline is shown with several evergreen trees and a group of people sitting on a bench. At the bottom, there are small crab icons.

Evaluating the Online Presence and Pricing of Guided Tour Operators on the Oregon Coast





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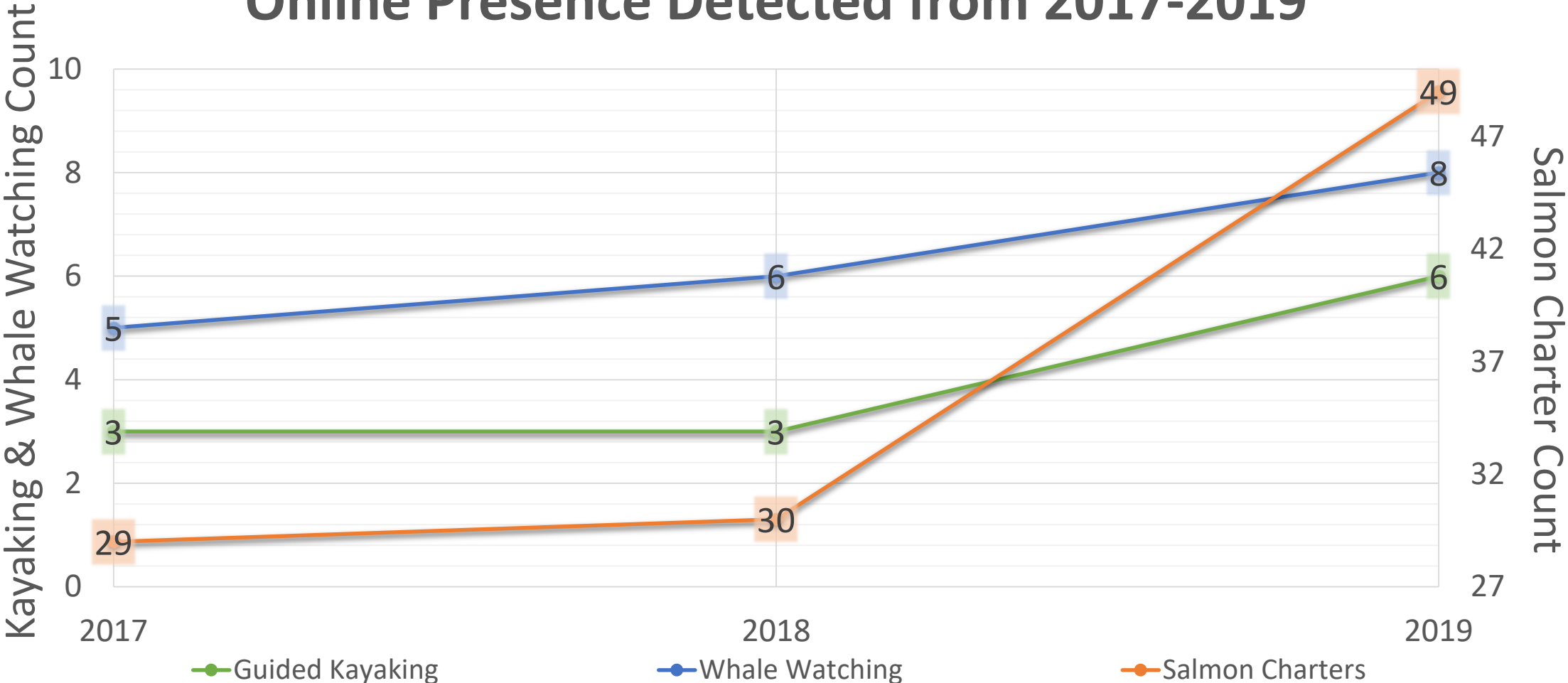
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The Project

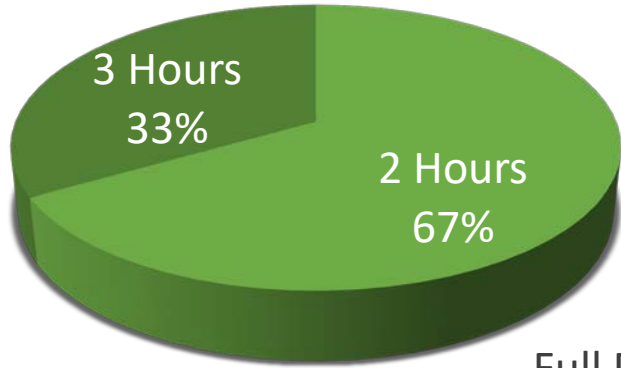
- Third year of ongoing study
- Identified guided tour operators using Google search results (mimicking customer search)
- Collected data on prices and tour details
- 15 comparison sites representing entire OR coast



Number of Guided Tour Operators with an Online Presence Detected from 2017-2019



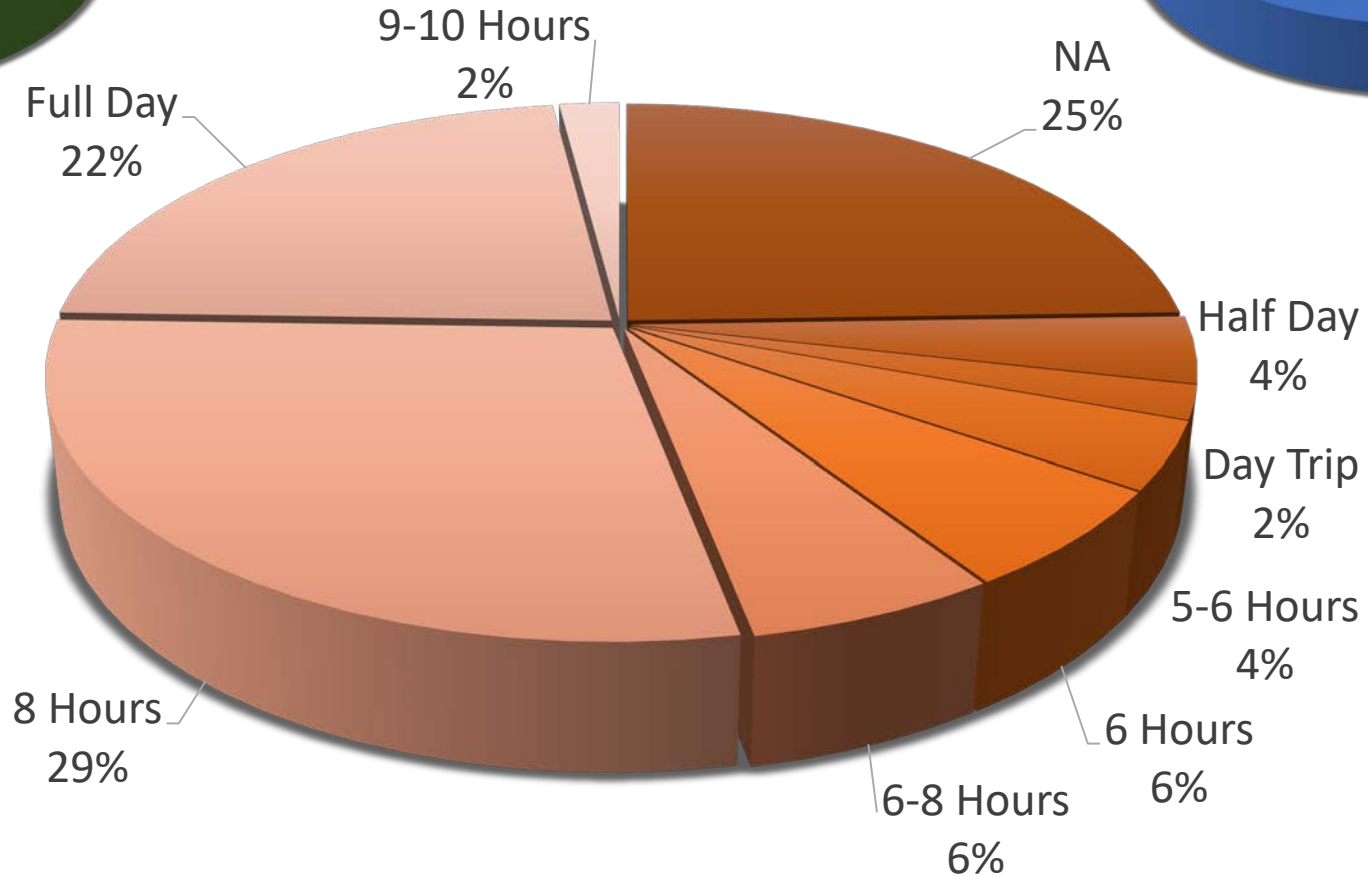
Guided Kayaking Standard Tour Lengths



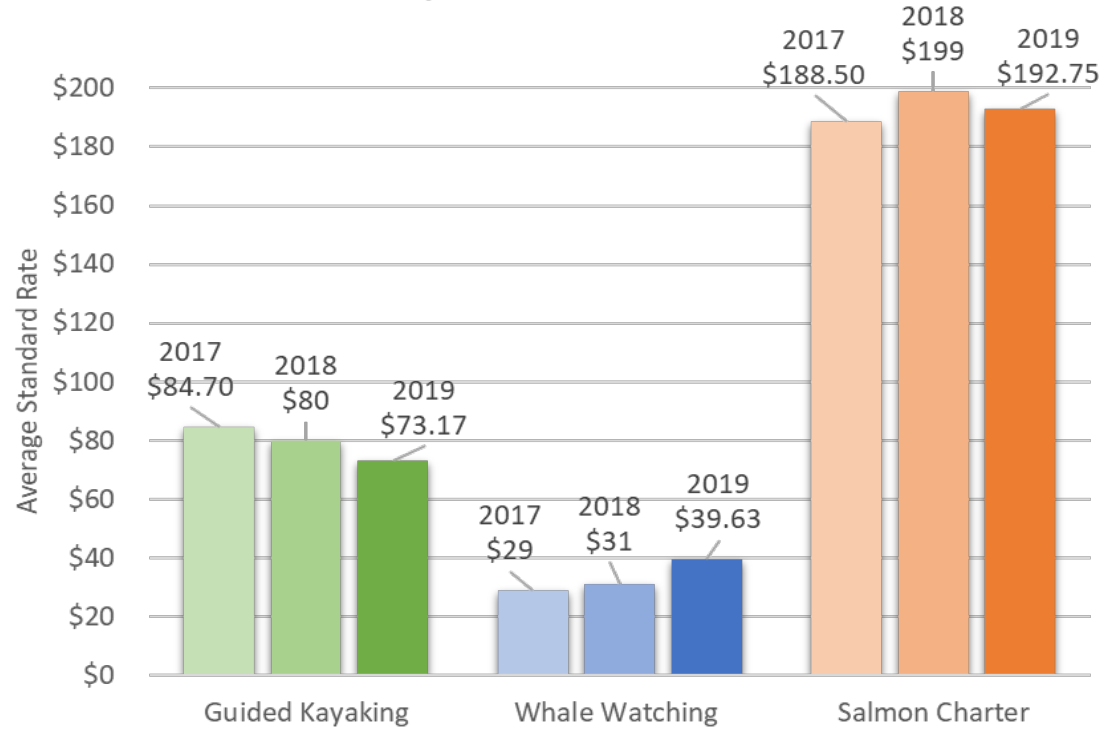
Whale Watching Standard Tour Lengths



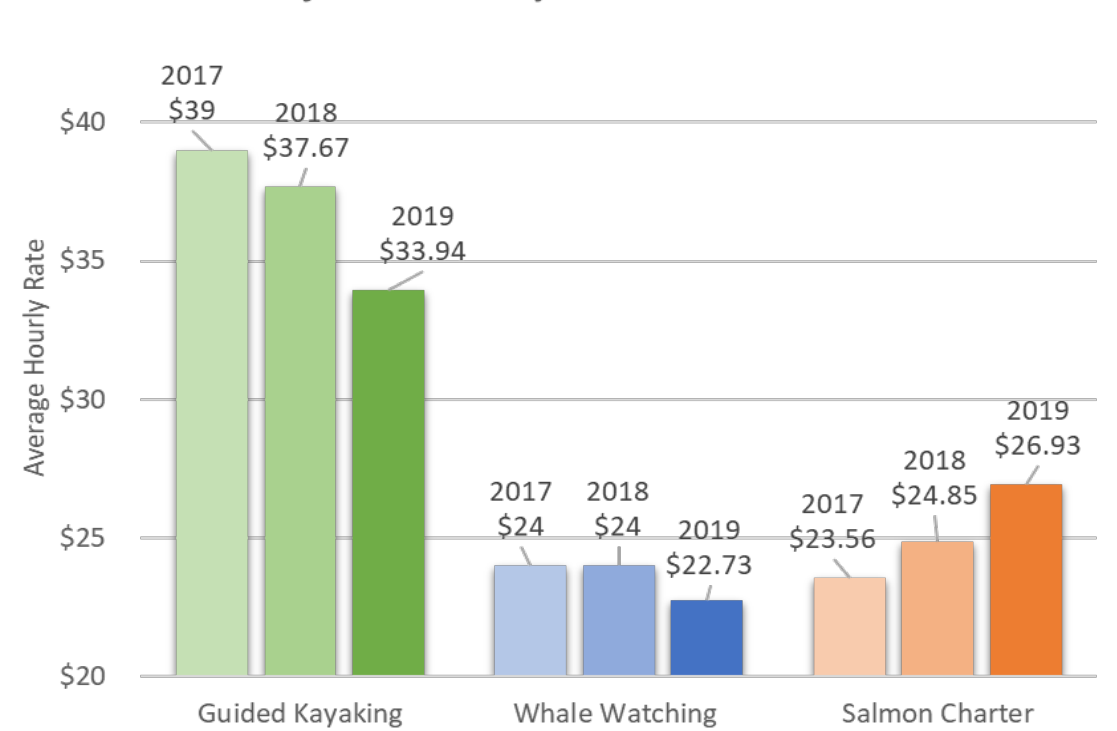
Standard Fishing Trip Lengths as Advertised Online



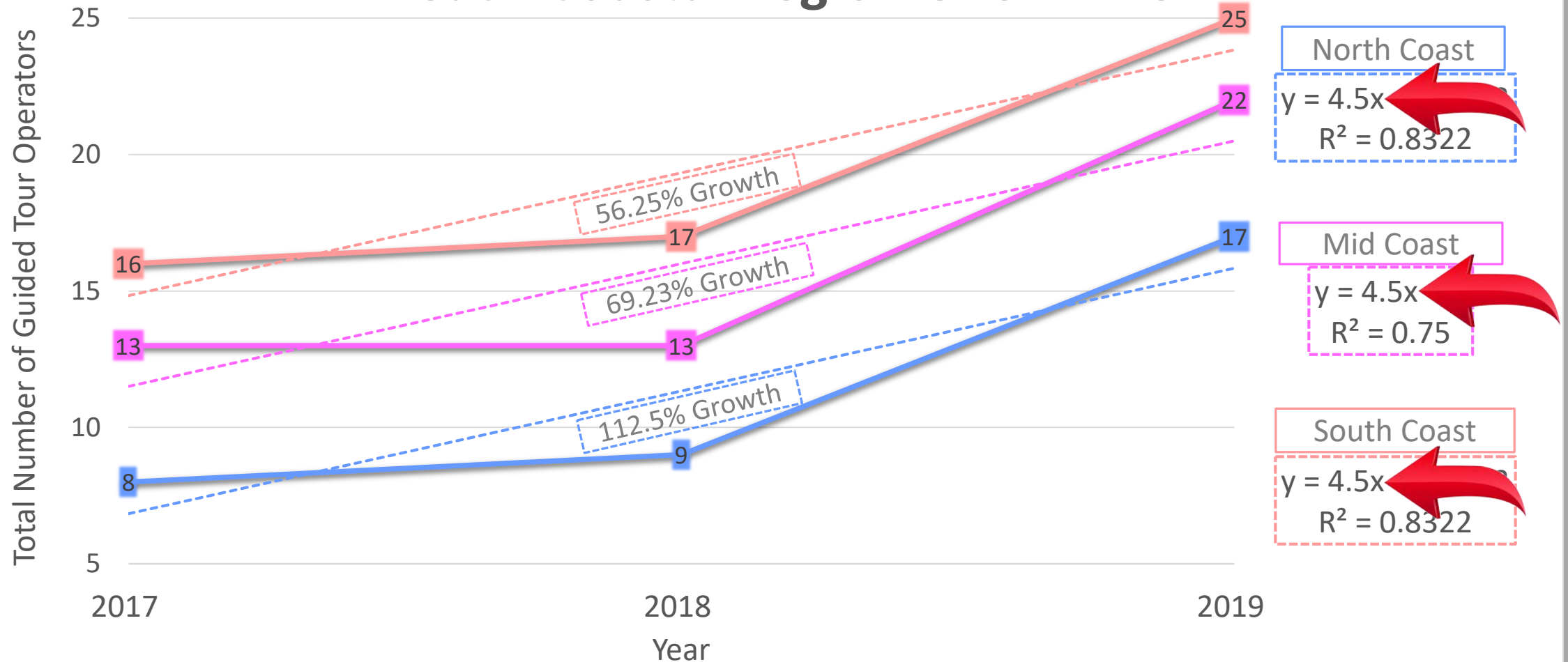
Standard Experience Rates over Time



Adjusted Hourly Rates over Time



Total Number of Guided Tour Operators Detected in each Coastal Region Over Time







Oregon State University
Extension Service

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- The Oregon State University Marine Studies Initiative & the Hatfield Marine Science Center
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- Shivonne Nesbit, Scarlett Arbuckle, and Renee Albertson for their wonderful letters of recommendation




Sea Grant
Oregon

Thanks for Listening!

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-and please feel free to find me after the presentations if
you have any comments or questions!