



Increasing Guide Presence Indicates Sustainable Tourism Growth!

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

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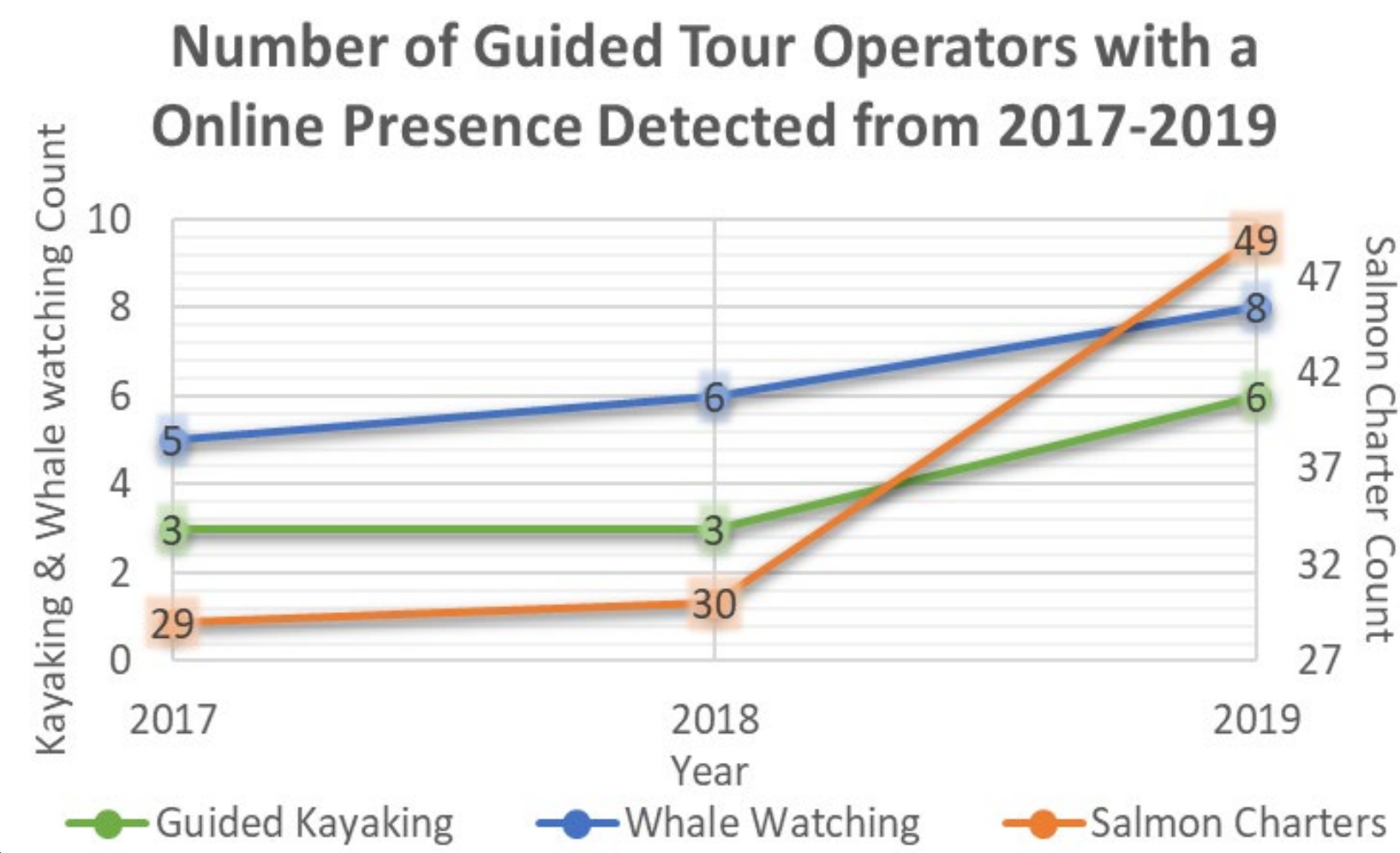
Oregon State University – Marine Studies Initiative



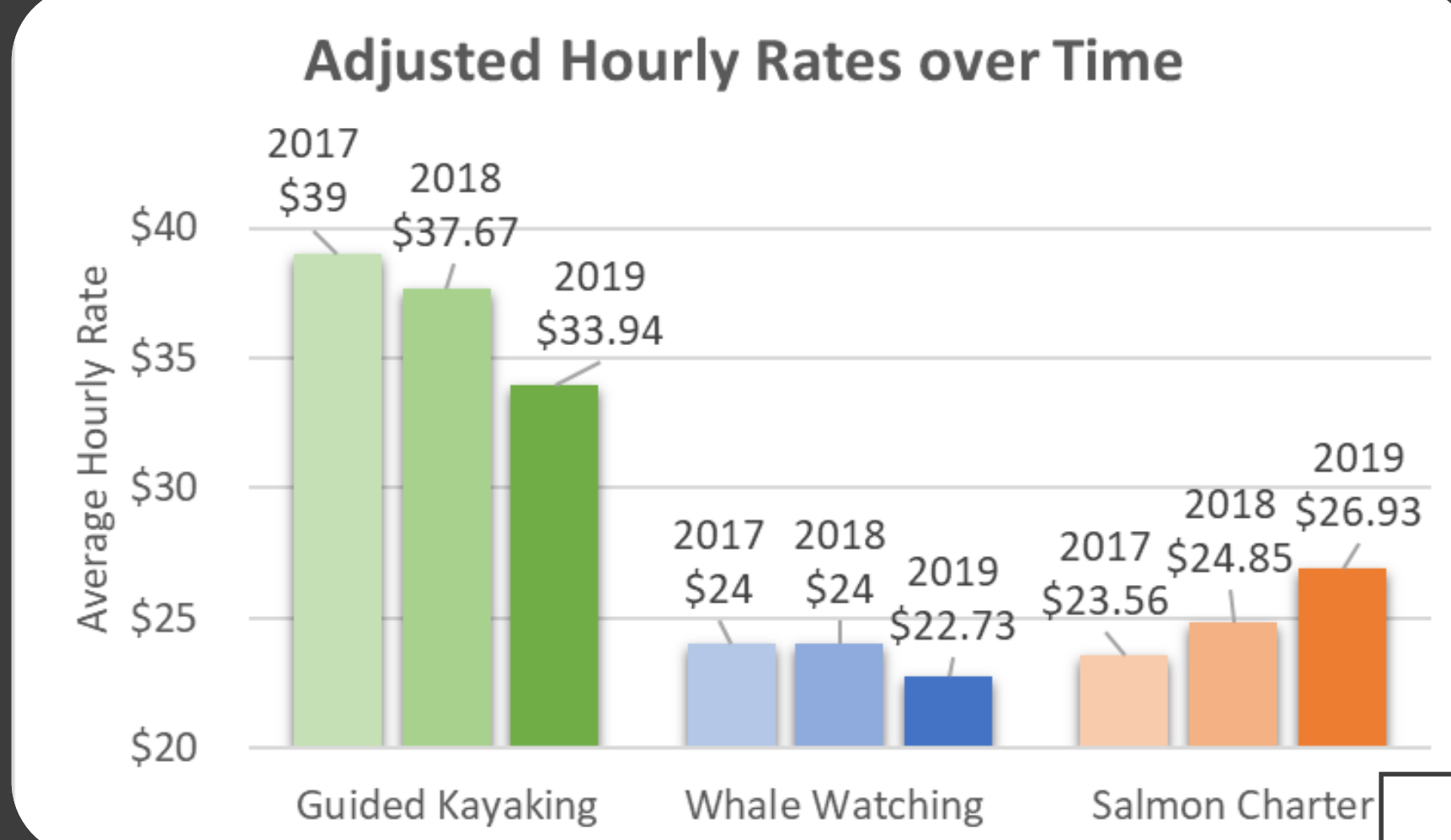
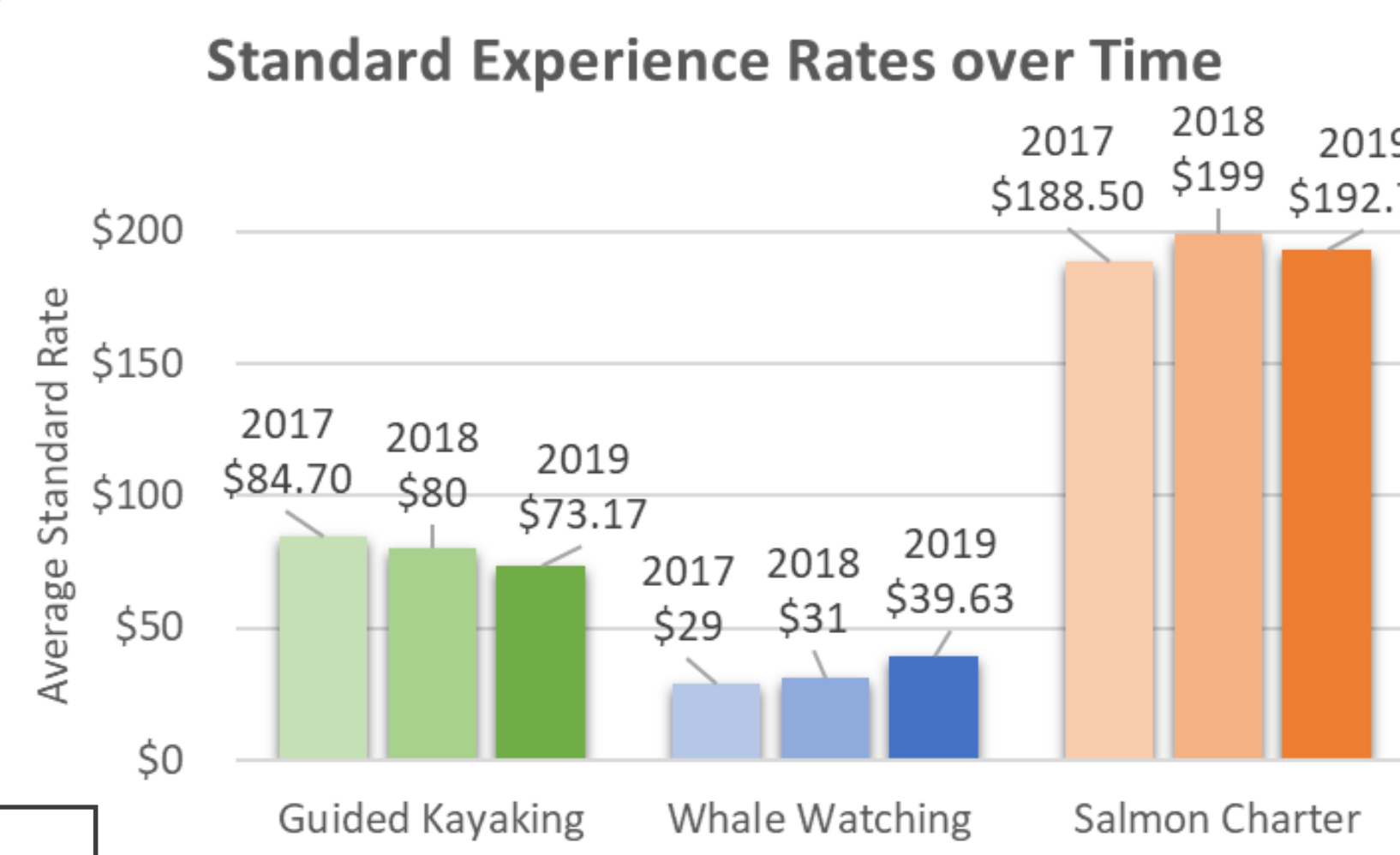
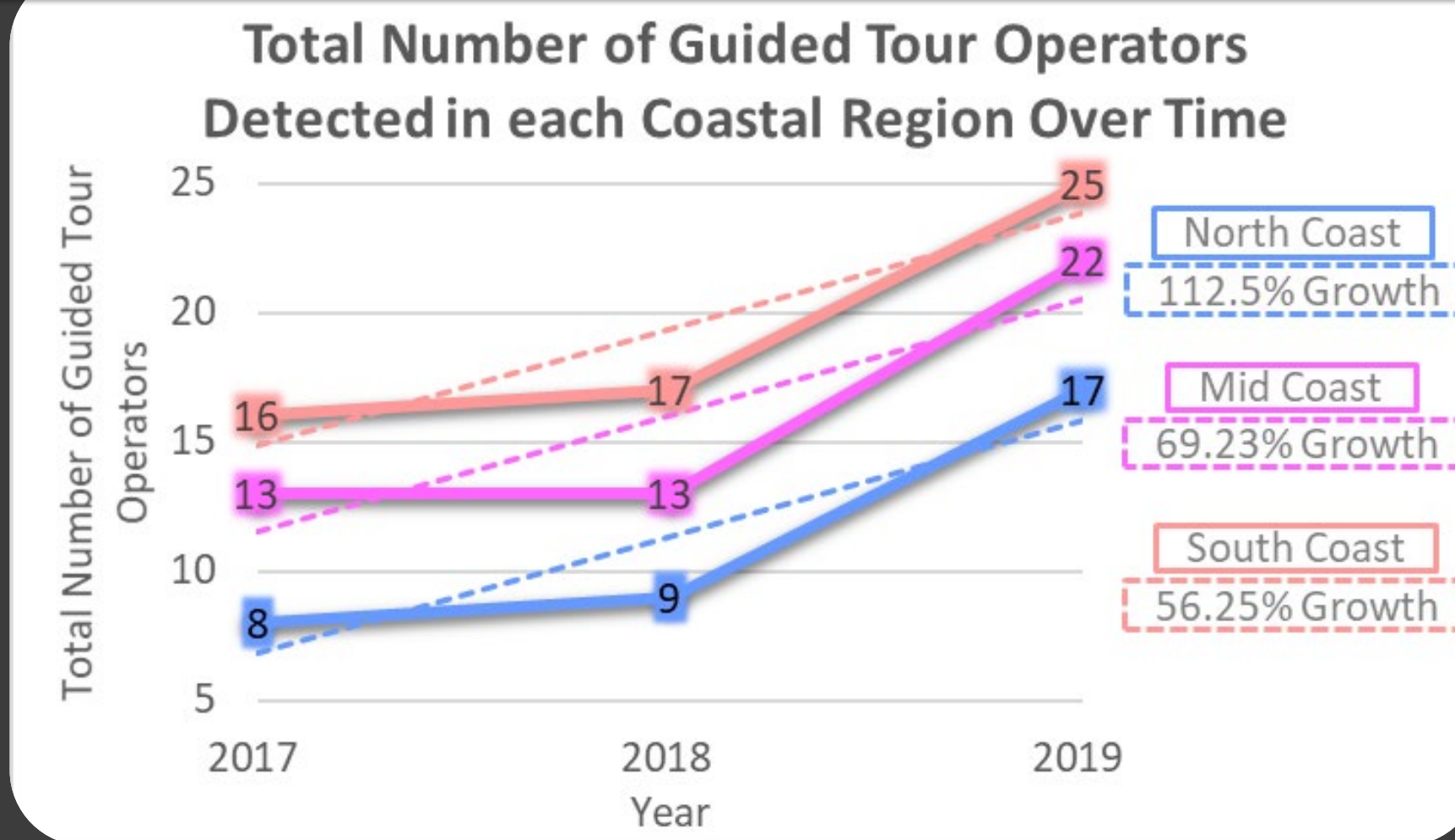
Identified and collected data on guided kayaking tours, whale watching tours, and salmon fishing charters across 15 comparison sites representing the Oregon coast

From 2017 to 2019...

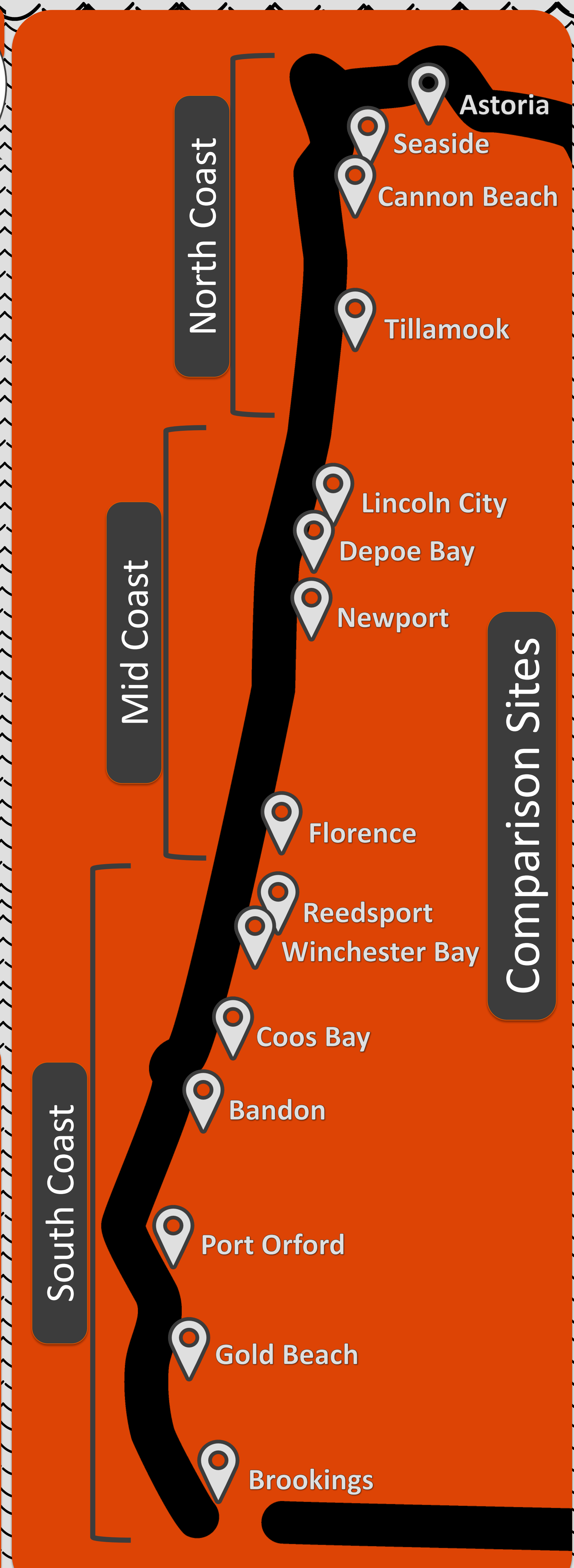
- 70%** Increase in overall online presence of guided tour operators from 37 to 63
- 80%** Of comparison sites surveyed had guided tour operators (12/15)...
- 83%** Of those saw an increase in number of operators with an online presence (10/12)...
- 80%** Of those saw an increase by 100% or greater (8/10)
- 39%** Of tour operators detected were on the South Coast, the most of any coastal region
- 4.5** New guided tour operators detected on average per year in all 3 coastal regions



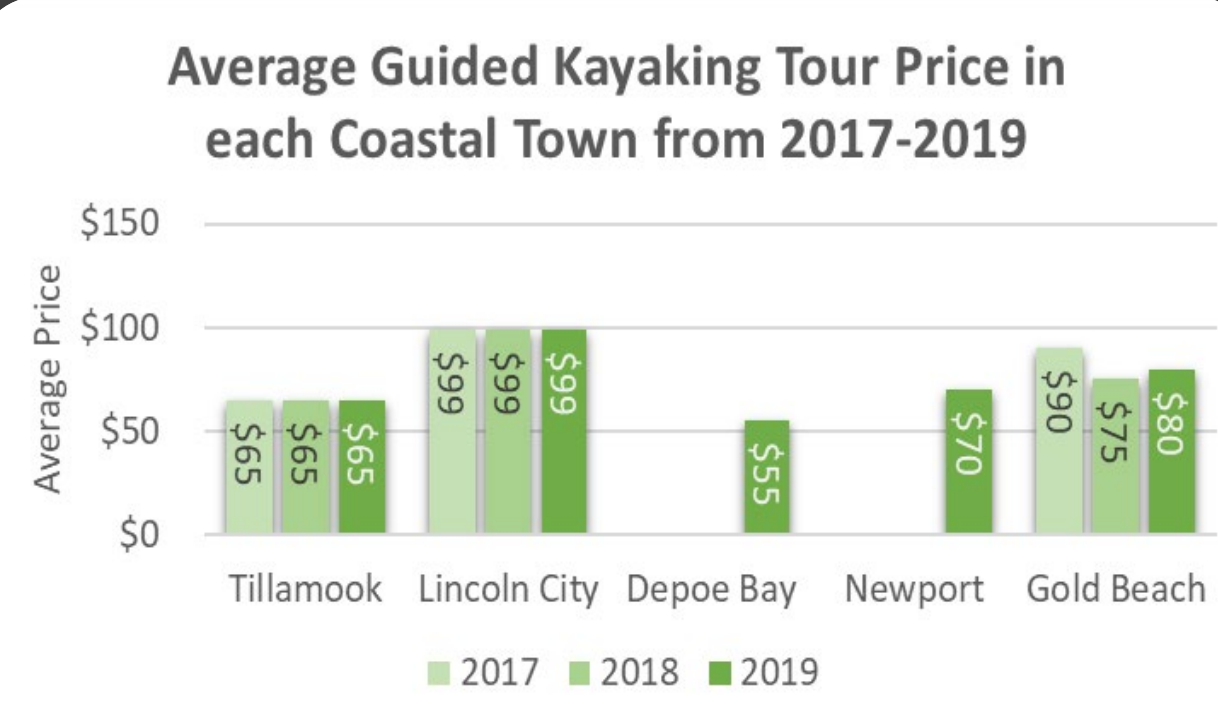
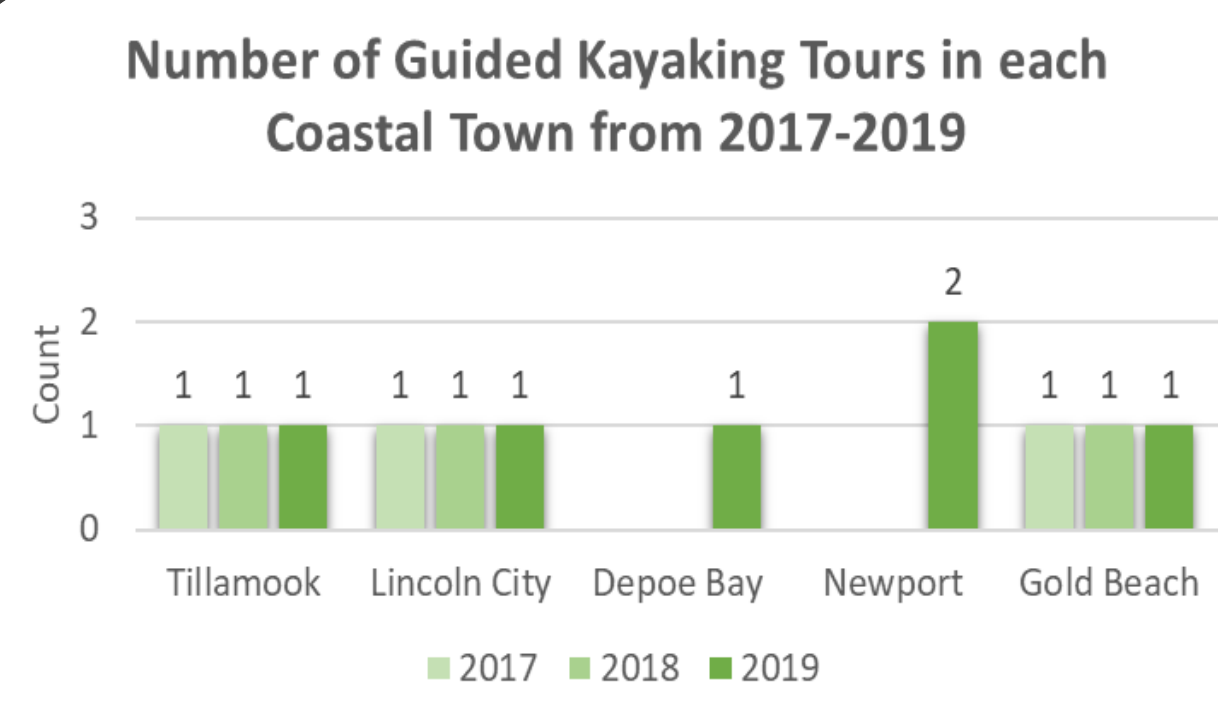
All 3 regions share identical rates of growth!



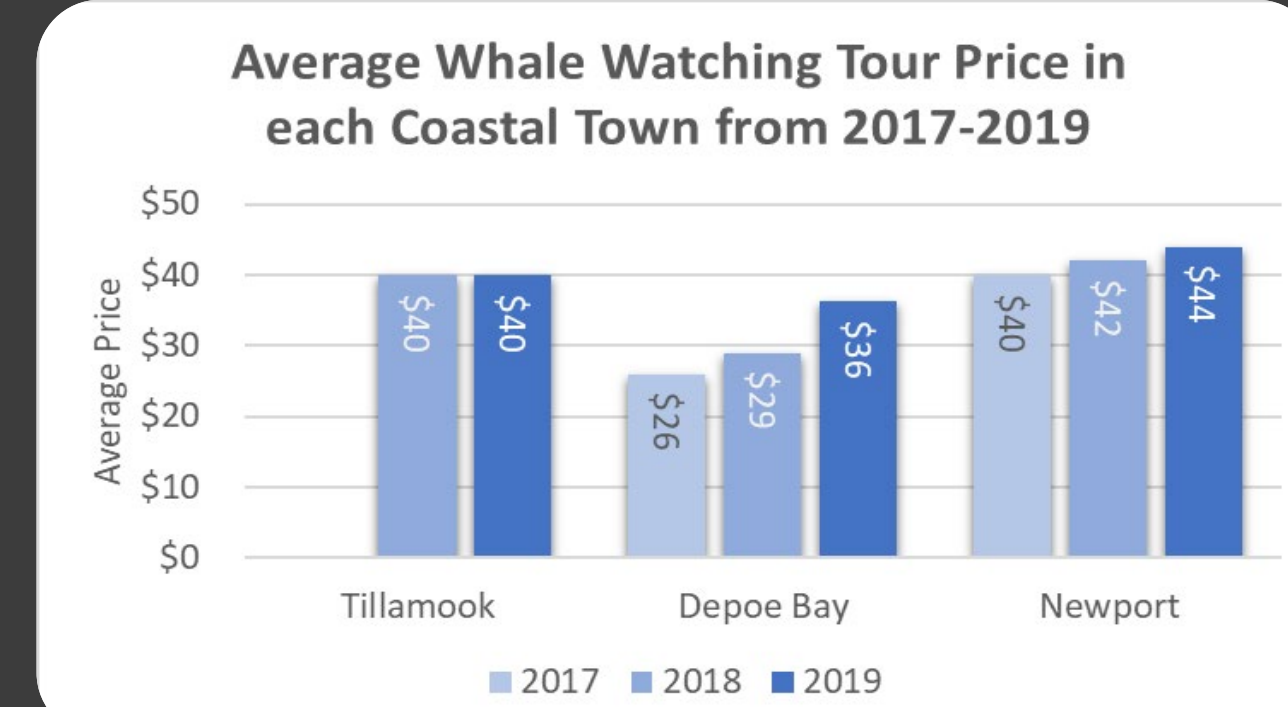
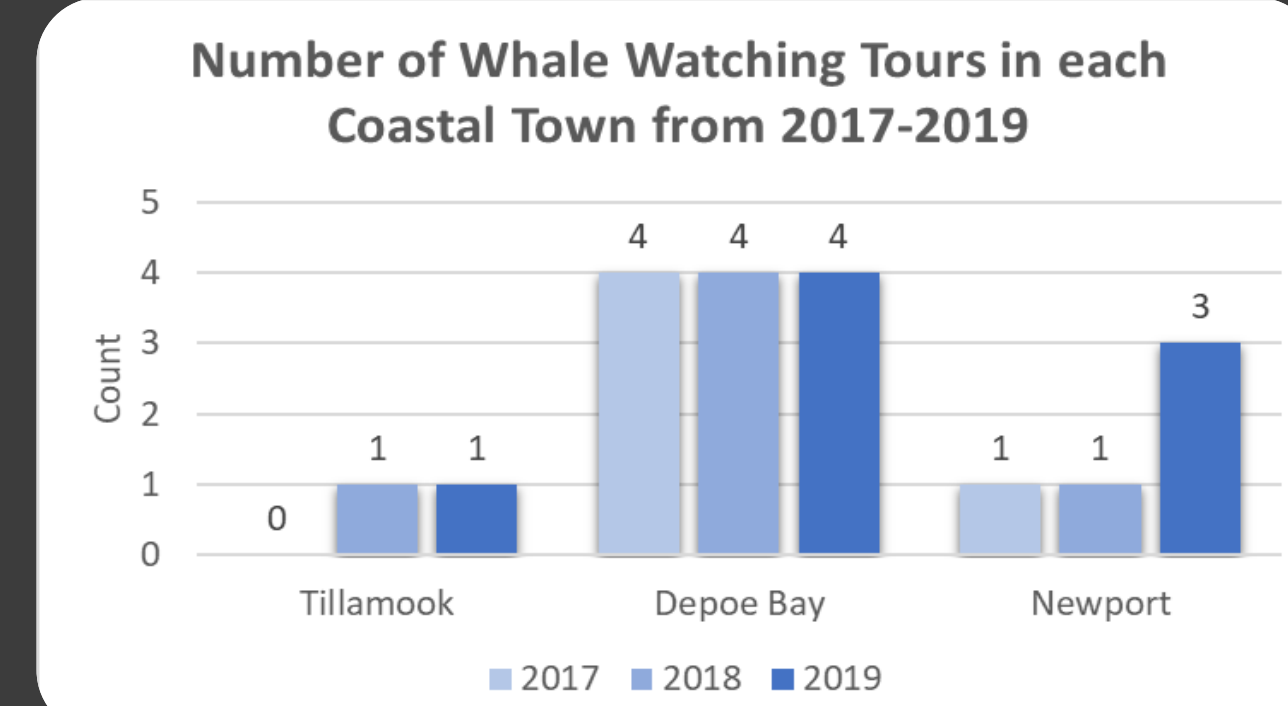
Very different story when trip lengths are factored into pricing analysis!



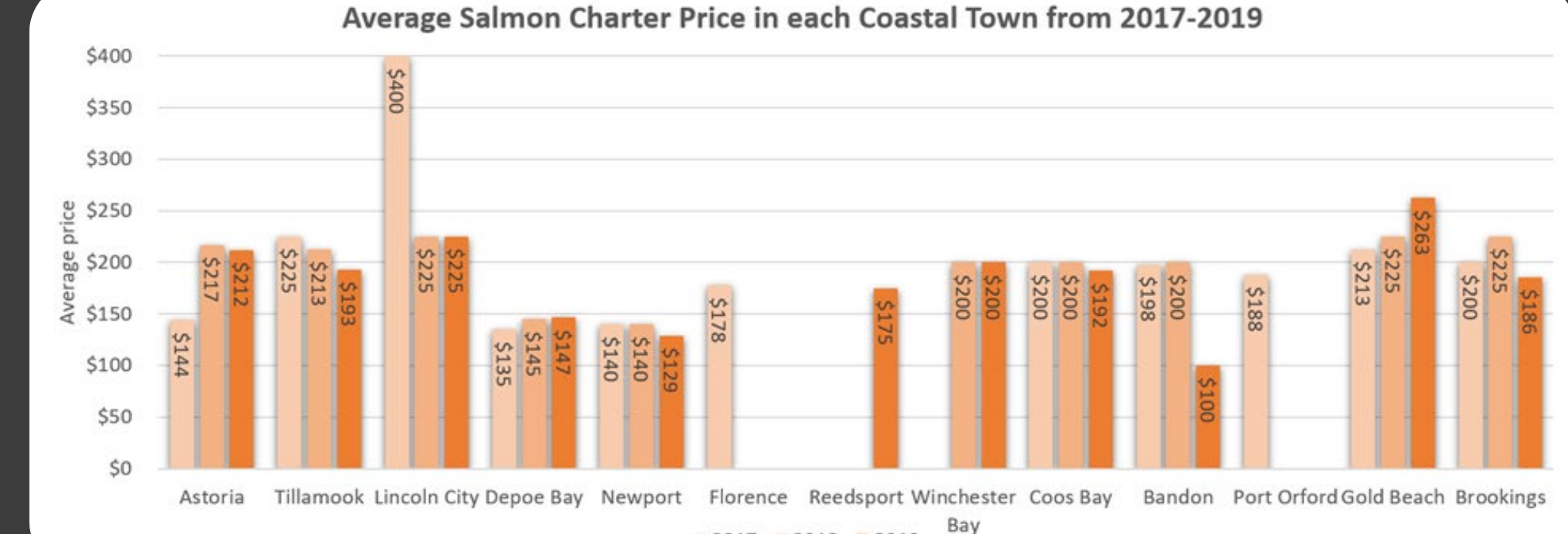
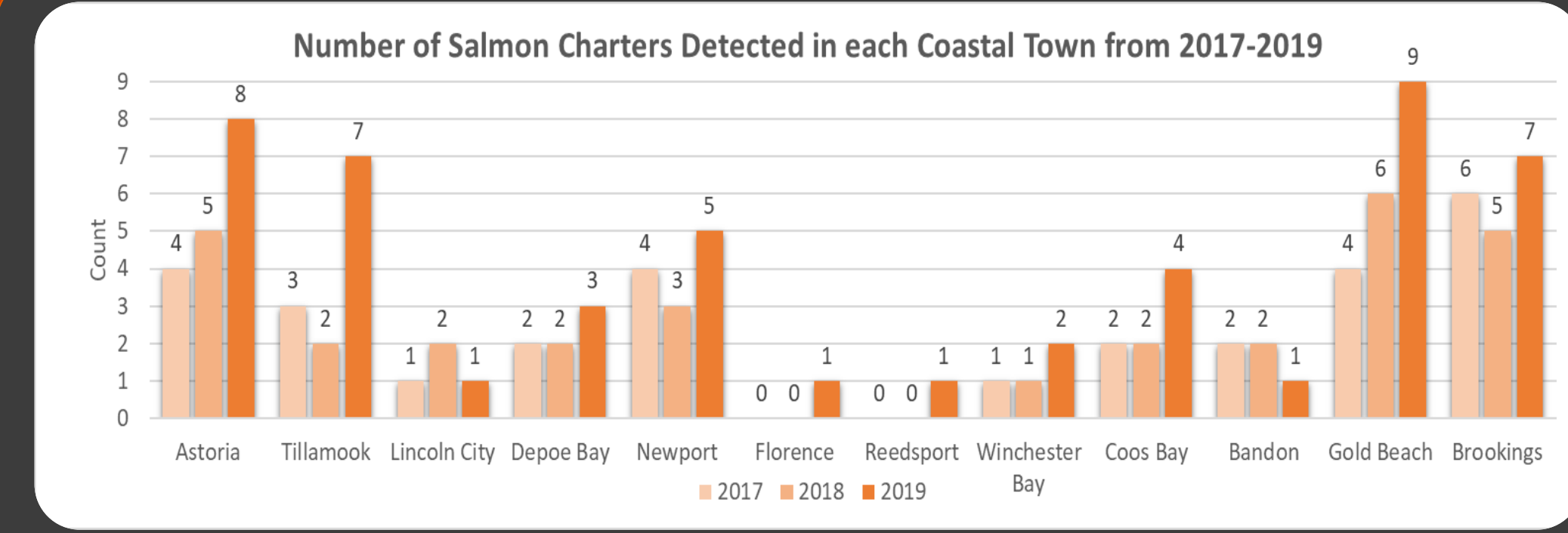
Guided Kayaking



Whale Watching



Charter Salmon Fishing



Study will help improve the ability of guided tour operators and destination management organizations to better manage and market their services and the Oregon coast as a whole

Learn more at: <http://tourism.oregonstate.edu/>